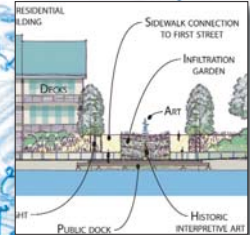
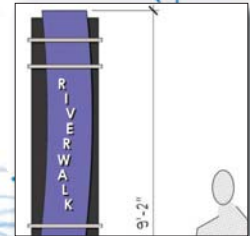
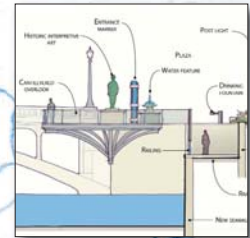
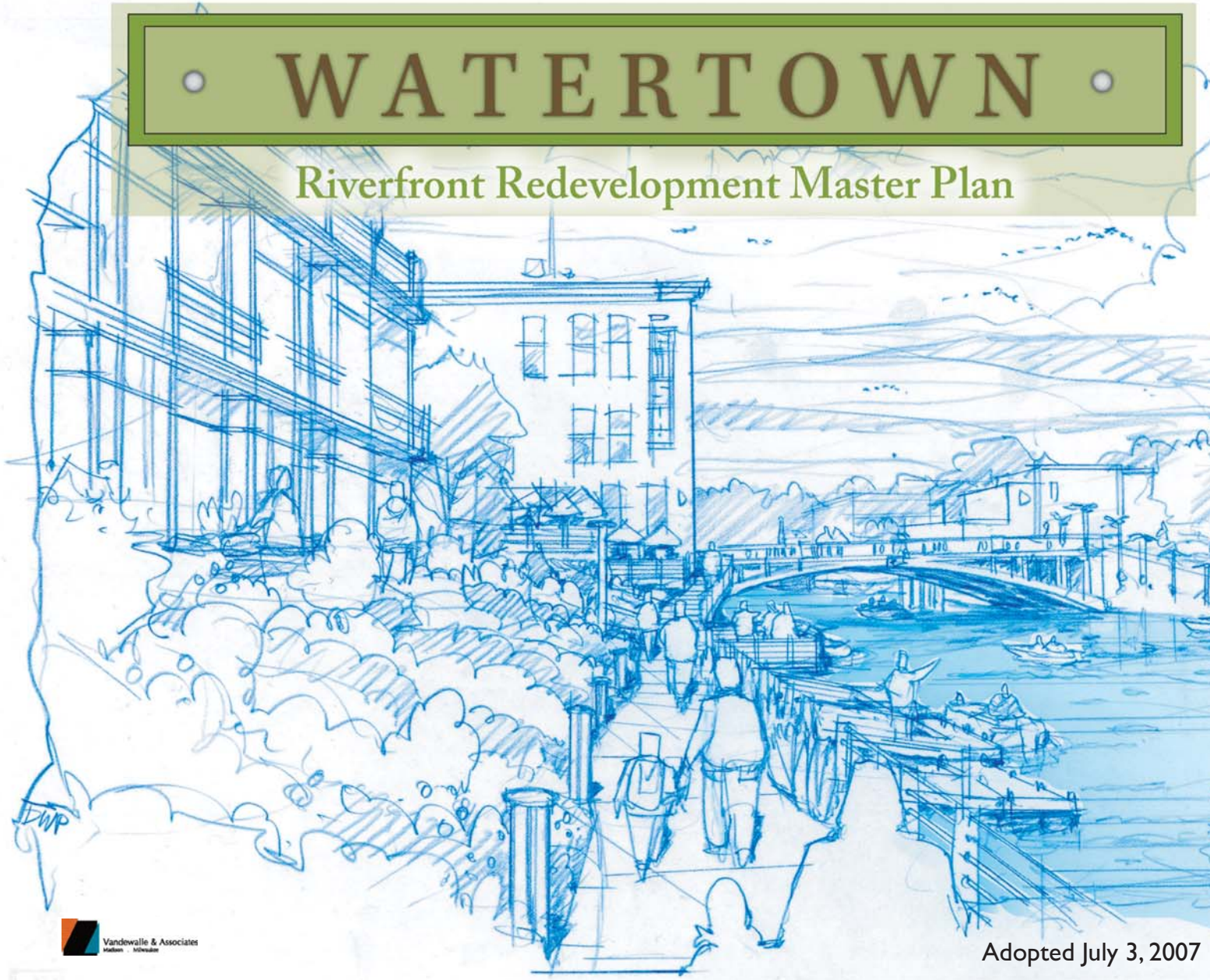


WATERTOWN

Riverfront Redevelopment Master Plan



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John Meyer
Tony Arnett
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Brad Blanke

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Introduction

This collection of drawings presents a detailed vision for Watertown riverfront redevelopment and a downtown riverwalk located on both sides of the Rock River between Cady and Milwaukee Streets. Currently, a riverwalk exists on the east side of the river in the form of an asphalt path and boardwalk. Existing seawalls are in disrepair due to age. This riverfront plan provides a cohesive design for the riverwalk, recommends river edge improvements, integrates history and art into the riverwalk experience, and provides a destination and unique show-piece for the community and region. These drawings provide sufficient design detail to create construction drawings at a future time.

The Watertown Riverfront Redevelopment Master Plan is the key component of the community's redevelopment and riverwalk plan effort. In 2004, Vandewalle & Associates completed *The City of Watertown Riverfront Plan* which presented a strategy to transform a neglected riverfront into a thriving downtown district. This plan recommended future land uses, identified redevelopment opportunities, proposed a phased riverwalk with interpretive stations, and recommended general physical improvements to the river edge. The area is in a Tax Incremental Financing (TIF) District and a Redevelopment District which were created in 2005.

In 2006, Vandewalle & Associates completed Redevelopment Design Standards for the Downtown Riverfront (Redevelopment District #2). This document provided design recommendations for future buildings located along the riverfront. Recommendations included building location

and orientation to the river, integration into surrounding neighborhoods, architectural styles, materials, parking locations and landscaping standards.

This set of riverfront/riverwalk drawings along with previous planning efforts provides a comprehensive vision for the redevelopment of the riverfront. This vision should encourage developer interest in the future.

Steering Committee

The City of Watertown appointed a Riverwalk Steering Committee to guide Vandewalle & Associates through the planning and design process. The Steering Committee met monthly from October 2006 to February 2007 to provide feedback on all stages of the planning process. Members of the Riverwalk Committee represented the City of Watertown, the Main Street Program, and the Wisconsin Department of Natural Resources (WisDNR).

In addition to providing planning guidance through the Riverwalk Committee, WisDNR has provided input on technical issues such as permitting, river edge treatment, riverwalk form, boating activity, and fish habitat.

Planning Process

The Watertown riverfront planning process involved two distinct parts. The first part was to create an Arts and Interpretation Plan. This plan identified opportunities and offered recommendations for integrating arts and interpretive features into the future Watertown riverfront. The second part, which this collection of drawings illustrates, was to create a detailed master plan including a riverwalk. These drawings illustrate the riverwalk location and form, river edge treatment, and site furnishings. The drawings also illustrate the riverfront's connections to surrounding businesses, neighborhoods, and potential redevelopment sites. These drawings provide sufficient design detail to create construction drawings as the project progresses.

Interviews

Vandewalle & Associates conducted interviews to gain local input throughout the planning process. On November 11, 2006, an Arts and Interpretive Focus Group was held at Vandewalle & Associates' office in Madison, Wisconsin. During this focus group, attendees brainstormed arts and interpretive ideas for the riverfront and shared their knowledge of Watertown's history. Three supplemental interviews were conducted after this meeting to allow people who couldn't attend the focus group the opportunity to provide input.

On December 13, 2006, three Riverwalk Design Focus Groups were held to learn stakeholders' preliminary riverfront design ideas and concerns. The focus groups included a meeting of City Staff, downtown stakeholders, and riverside property owners. Topics discussed included integrating the riverfront into the downtown, maximizing the benefits to existing business owners, and preliminary riverwalk locations.

Watertown Downtown Riverfront Design

Project Themes

Stakeholder input was collected and categorized into four major riverfront design themes. These themes, which the Arts and Interpretation document discusses in detail, are the following:

- Water – for drinking, stormwater management, water features, fishing, and boating
- Fish and Fowl – Flyway / Horicon marsh story, Rock River Rescue, 'fish stories'
- The Crossing – Native American (Blackhawk) history, pioneer's stories
- Invention and Industry – Watertown creativity, working river and city

Where possible, these themes serve as a basis for riverwalk path alignment, and location for art/interpretive exhibit spaces and elements. Some theme elements lend themselves to future exhibit opportunities, while others correlate directly into feature area designs.

Art/Interpretation Elements

The riverfront design designates spaces along the riverwalk path for both art and interpretation elements. As described in the Arts and Interpretation Plan, the subject matter for art and interpretation nodes is determined by its location along the riverfront. The north-south Rock River orientation is preferable for telling the story of natural systems, fish and fowl, and water resources. The river runs north to south, and birds and fish migrate in this direction. Cultural influences have historically involved the river in the east-west direction. Early Native Americans and Pioneers crossed the river at this downtown location, and City streets cross the river east-west.

Arts nodes occur at minor sidewalk intersections, and have art exhibits describing natural systems and wildlife. Generally the major east-west connection points have cultural stories, and the north-south minor nodes have nature stories. Interpretation elements describing history, industry, and culture can be found throughout the riverfront design. Narrative displays describing Native Americans, pioneers, ethnic settlement, historic places and figures are programmed at plaza spaces, riverwalk intersections with streets, on bridges, and at public docks.

This north-south and east-west pattern also influenced the alignment of the riverwalk and the design and placement of

plazas, public docks, and interpretation nodes. The riverwalk typically meanders as its alignment moves north-south emulating a natural form. Where the pathway hugs seawalls, a subtle meander is incorporated into the sidewalk as a color pattern. East-west connections from adjacent streets to the riverwalk are aligned with the street grid.

Content for these interpretive feature locations is further described in the associated Arts and Interpretation Plan.

Riverwalk Alignment

The goal for the riverfront experience is to provide opportunities for pedestrians to get as close to the water's edge as possible. This is accomplished by aligning the riverwalk directly at the river edge. The edge treatment is either a mix of natural vegetation and boulder edge treatment or re-built seawalls. The riverwalk is designed to be 10' wide along the both the north-south pathway and the major east-west connectors. Wherever possible the riverwalk will be adjacent to the tops of seawalls, with a transparent and safe railing system to allow up-close river experience. Where vegetated slopes or boulder armor define the river bank, the walkway sits on top of or midway up the side slopes depending on the width of the corridor that is available.

The biggest alignment challenge is the presence of buildings directly on top of existing seawalls at the northeast and southwest corners of Main Street. This lack of space for the pathway would require taking the route out to First or Water Streets and back, resulting in a fragmented riverwalk route. The proposed design overcomes this by elevating boardwalks on pilings, bypassing building obstacles. These boardwalks also serve as gentle ramps to allow movement from the low riverwalk elevations directly to Main Street.

This boardwalk system could also be utilized to circumnavigate the historic shoe factory condominium site. The boardwalk could be routed along Mill Race Island, under the Milwaukee Street Bridge, and down the west bank of the river connecting to a regional pathway route. Special attention should be taken to maintain quality tree species on Mill Race Island. As a design alternative to the boardwalk, a route around the shoe factory condominium site would take pedestrians out to Water Street, and down to Milwaukee Street. This segment of sidewalk is currently too narrow to properly function as the riverwalk route. This is rectified by shifting the curbline 4' to the west into the existing street. Currently the roadway contains two lanes of traffic, and two parking lanes. The reduced width would help calm traffic by reducing unnecessarily wide travel lanes. The possibility also exists to make Water St. one-way between Milwaukee and Lafayette Street. Traffic would be allowed northbound, with parking on the east side serving the condominiums.

Where bridges at Cady and Milwaukee Street terminate the phase one project, the inside sidewalks become the official riverwalk routes to allow pedestrians to loop back to the other side of the river.

Connections to the riverwalk from First and Water Streets run east-west at periodic intervals to align access with side streets. These intersections feature plaza spaces, seating nodes, public boat docks, and arts and interpretation locations.

Accessibility

The main riverwalk pathway is accessible to persons with disabilities, and compliant with ADA guidelines. Every attempt was made to design a riverwalk with gently sloping ramps with sufficient width to allow for two-way traffic. Most secondary walks and connectors are also accessible, and offer access to all feature areas. The only exceptions are the Madison Street connection on the east side, which is too steep given the native topography, and some staircases needed at some minor connections at private access points.

Major Plazas

EMPIRE GLOBE PLAZA - Overlooking the lower dam falls at the end of West Madison Street, this space will be framed by two future buildings. The plaza is designed as flexible event space with basques of trees, a park pavilion/band stand structure, and interpretive/art features. New seawalls offer patrons up-close dam viewing and maximize development area.

7-UP PAVILION - Overlooking the falls from the east and centered on a future residential redevelopment site this pavilion will be the counterpoint to the pavilion across the river. The plaza space is defined by the space created by a curved retaining wall.

STORY TELLING OVERLOOK - Discussions have occurred regarding potential library expansion south to Emmet Street. The design shows a pedestrian connector walk from the library block, to a small overlook plaza space on the riverwalk that is planned for storytelling uses. This space will have seating for small groups and is shown built with a curved retaining wall to raise the plaza to the riverwalk elevation.

MAIN STREET PLAZA - This existing plaza is located on top of a former building foundation at Main Street on the river's east edge. The need for seawall replacement offers a chance to improve this space. Shown in the design is a more dramatic wood deck overlook, new paving, plantings, and furnishings.

MUNICIPAL PLAZA/PARKING LOT - Across from City Hall, this block has been recommended for redevelopment as flexible event space/public parking lot. The design portrays this area to be paved with either colored concrete or a perme-

able paving system defining the public plaza. The paving pattern would coincide with stall dimensions for parking cars. Streetscapes surrounding the plaza would be enhanced, and the area screened with plantings. Potential program events could be art and craft fairs, and possibly the farmers market.

CADY STREET PLAZA - This future flexible-space plaza is currently the site of a metal building with a seawall foundation. The plaza features a shade arbor, boats slips, and a dramatic vertical art feature, which is visible from Main Street and downriver. The adjacent historic building could be renovated with a restaurant use, and the plaza space shown could provide outdoor café space.

Design Options and Feature Areas

AMPHITHEATER - Adjacent to the Community/Senior Center building, this feature is shown as a flexible event plaza and stage, with a shade structure. Small concerts could be programmed, with seating in a terraced lawn overlooking the Rock River.

BOTANICAL/SCULPTURE GARDEN - In the Community/Senior Center park space, between the parking lot and Milwaukee Street is a currently underutilized green space. This location would be ideal for a small botanical and sculpture garden. This would be another draw for riverfront visitors and complements the programs at the Community Center. Parking is often available in the public lot. Perhaps a volunteer group based in the Community Center could lead and maintain this project.

PEDESTRIAN BRIDGE - As a long-term design option, a pedestrian bridge is shown connecting east side to west, just north of the lower dam falls, effectively connecting Dodge Street to W. Madison Street across the Rock River. Stakeholders discussed that a future parking lot or structure on the east side of the river would need a good connection to the Water Street retail business and library. This pedestrian bridge would fill the large gap between the Milwaukee Street and Main Street bridges. The pedestrian bridge would also offer excellent dam viewing. The bridge is conceptualized as a steel structure with wood decking, suspended with cables between two towers/piers and with overlook/interpretation nodes in the center.

WHITEWATER COURSE/FISH LADDER - During input sessions, participants suggested that a whitewater course is desired by kayakers at the location of the lower dam. Investigation into other river-based urban whitewater courses and shorthand evaluation by an expert found that it is indeed feasible given dam elevation and water flows. Concurrently, discussions with WisDNR revealed that a fish ladder is strongly desired at the lower dam. This location currently marks the limits for fish migration north. It is possible that a whitewater course if properly designed can accommodate both functions.

Over the last 10 years, the Rock River had flows of 163 cfs 80% of the time (not a good flow for a whitewater course), 1,000 cfs 20% of the time (excellent for world class whitewater) and 360 cfs 50% of the time (good). This course is recommended to be designed around 350 cfs, to allow fish to pass from the low through high end range of flows. With a total drop of about 12' from start to finish, there would be about nine drops of 12" to 18" typically.

This design alternative illustrates a boulder-based (versus an engineered wall style) course adjacent to the park space on the east bank. Kayakers would put-in using a ramp adjacent to the pavilion, and take-out at the south end of the park, then walk their boats back to the put-in using the riverwalk path. This location is ideal given the event possibilities that the park space offers for viewing races, and the other great vantage points offered by the Empire Globe Plaza space, new housing/decks, and the elevated boardwalk across from the whitewater course.

Many fishermen utilize the east bank, especially in the spring, and this course would need to accommodate their needs. The pools created for the course might actually improve fishing options, though may hinder fishermen's ability to cast into the main body of the river.

Creation of this feature could increase interest in river recreation and tourism, and greatly improve fish habitat and migration, both viewed positively by WisDNR. This does come at a significant cost (\$1.5 - \$2 Million). Perhaps a combination of public funding, private interest fundraising by a kayaker group, or donor contributions will be sufficient to springboard this project into existence. Public opinion will also be a determining factor.

Redevelopment Sites

Several significant redevelopment sites sit adjacent to the riverfront. The design illustrates site plans for those projects that integrate buildings with the riverwalk alignment. Buildings should be sited close to streets, with outdoor uses in the rear taking advantage of proximity to the riverwalk. Buildings with public uses should have café or retail spaces adjacent to the riverwalk, and residential buildings should have decks, elevated to offer river views and some privacy. Direct access to the riverfront should be provided. Private boat slips are shown, grouped together into dock assemblies for multiple residential units.

Seawalls/Edge Treatment

During the design process, an effort was made to minimize the use of seawalls, and possibly replace existing walls with naturalized river edge treatments. Given the depth of the river (10') in the upper basin, this solution would take up a

large amount of development land to accommodate large side slopes, and it was found to be unworkable with development scenarios. Hence existing seawalls are all recommended to be re-built where needed. There is also a need for new, tall walls at the Empire Globe site to provide sufficient land for development.

Where walls are not needed, the preference is to renovate the existing riverbank with an edge treatment of limestone boulders at the waterline, and natural vegetation up to the riverwalk edge. Boulders should be large enough to discourage people from throwing them into the river (a natural tendency), but small enough to lock together. WisDNR recommends 6"-24" diameter rocks. The vegetated slope could be further protected with a mesh erosion control mat, and planted with sedge or wet meadow plants in the lower elevations, and a prairie or meadow mix where the bank remains dry. Some massing of native shrubs and small trees is suggested where space allows, and where views will not be compromised.

Public Access

Boaters will have a variety of places to tie up their canoes, kayaks, or small watercraft. Public boat docks occur periodically along both sides of the river allowing boaters access to the riverwalk and riparian businesses. Private slips can be accommodated for future riverfront housing and restaurant uses.

Designated riverwalk entrances are located on Milwaukee, Main, and Cady Streets. Connections to the riverwalk from side streets are an important part of the riverfront success. These connections allow access to the interior of the riverwalk and future businesses. These connections also link the riverfront to public parking lots.

Sustainability Elements

A variety of environmentally friendly ideas are incorporated into the riverfront design:

- Bio-infiltration gardens that intercept stormwater directly from street drainpipes prior to discharge into the river are shown in several locations. Where possible, street drainage pipes can be linked together to maximize effectiveness of treatment, and this could be implemented as streetscape projects occurring on Water and First Streets. These are intended to be wet-tolerant basins that feature native plantings. Stormwater from adjacent paved parking areas and building roofs can drain into these basins as well.
- Selective use of wood from sustainable forests (ipe or cambara), wood treated without arsenic or chromium, or recycled plastic wood substitutes is preferred for boardwalk and wood decking elements. These materials could be selected for bench seats and signage components as well.

- Permeable paving systems are recommended for accent paving areas in plazas and parking areas. These are concrete pavers with small open cells filled with gravel spaced at regular intervals for drainage directly into a stable drainage layer underneath.
- Natural river banks, with a boulder edge treatment, are shown wherever possible. The banks are planted with native sedge and prairie plants to intercept and treat stormwater runoff, prevent soil erosion, and provide fish habitat.
- Development sites adjacent to riverwalk alignment are recommended as "green", LEED certified projects, and the story of how and why it was done communicated with signage or interpretive exhibits along the adjacent riverwalk.
- Awareness of wildlife, the watershed, plant communities, and conservation could also be communicated with exhibits along the riverwalk route.

Architectural Theme

Although Watertown is rightly billed as a historic town, the riverfront is a new downtown venue. Main Street contains the Milwaukee Harp streetlight, a Victorian period fixture, to help reinforce Watertown's historic image. This fixture is a great complement to the many significant historic buildings on Main Street, and the marketing of 'Historic Watertown'.

However, for the following reasons the redeveloped riverfront could be constructed in contemporary design and a showcase for new development about to occur:

- The riverfront is designed with modern sustainable elements, not found on other riverfronts.
- The dominant riverfront themes, as expressed in the Arts and Interpretive and Design input process, have been defined as environmental quality and sustainability, Watertown industry, and public art - not strictly a historic theme.
- Architectural guidelines for new development downtown have been adopted that would indicate use of either simple gable roofed buildings or a vernacular factory style, with modern detailing. Much of the riverwalk alignment that is backed closely by buildings will be in these new redevelopment areas.
- Given the location of the riverwalk mostly below the elevation of streets, it can be thought of as independent of the streetscape already well developed on Main Street.
- The walkway often traces a path along the riverbank independent of the urban grid, and use of historic period furnishings might be out of place along what is often a nature experience.
- The replacement and construction of new seawalls along the river edge will utilize modern concrete panels, possibly with subtle architectural treatment or colorization. Modern site furnishings will complement these walls.

It is recommended that the site furnishings and style of built elements should be modern and relatively free from excessive detailing. This will define the riverfront as state of the art, and focus the user's attention on the environment and art/interpretive pieces that will adorn the pathway.

Lighting

Low-level lighting is preferred using mostly bollards to mark the riverwalk path at night. Post lights are suggested to illuminate important use areas such as plaza spaces and interpretation nodes. Bollards are 40' apart. Post lights are designed at a pedestrian scale of 13' in height. The recommended style is simple modern. The fixtures recommended are simple cylinders, with glass tops. The post lights have a round flat reflector disk, providing cut-off lighting. Both the post lights and bollards are black with polished steel accents.

Entrance Markers and Furnishings

In keeping with the "north-south = nature and east-west = culture" pattern previously discussed, an entrance marker signage element was designed that attempts to subtly convey the pattern. The sign contains a blue meandering band, indicative of the Rock River (nature), with straight silver polished bands crossing it, representing the street grid (culture). This is intended to be an illuminated sign box, with pushed-through acrylic or backlit lettering.

The blue meander is replicated in the railing posts, which are cut out of stainless steel plates, and bolted to the top of the seawalls. The top handrail is wood that matches the boardwalk decking. To avoid blocking river views, tensioned steel cables form the other rails.

Furnishings are simple modern pieces. The bench is a modern interpretation of a park bench, with steel supports, polished on the edges. The wood is ipe, harvested from sustainable forest plantations. A trash receptacle from the same manufacturer matches the bench. The drinking fountain is colorized with the same blue.

Materials

- Concrete walks, plain as dominant material, with colored accent portions
- Wood boardwalks, decks
- Brick or concrete pavers for special plaza areas and interpretive nodes
- Permeable concrete brick paving system for significant plaza/parking areas
- Railings - metal supports and brackets, wood handrail, tensioned cables to allow open river views

Landscape Treatment

The use of native vegetation is preferred for river bank stabilization. Sedge or wet meadow plantings are recommended for the lower edges of river banks, with low prairie plantings further up the slopes. Some massing of native shrubs and small trees is suggested where there is sufficient room and where views will not be compromised.

Turf is shown only in areas with sufficient space to provide uses such as picnicking, sun bathing, or seating space around the amphitheater. Some lawn panels are located in the Empire Globe Plaza space.

Plantings that occur between the riverwalk path and private riverfront buildings can be more ornamental, with shrub and perennial plant massing.

Events

The Watertown riverfront runs through a narrow strip of land, and very little room exists for significant public gatherings. The largest spaces available are the park space adjacent to the Community/Senior Center, the future Empire Globe Plaza space, and the Cady Plaza space. Events might be programmed that are either tailored to small groups or that involve multiple stations along the riverwalk route. Activities such as walking fundraisers or art walks with displays and vendor stalls could be scattered along the entire riverfront.

Shown on the plans is a planned redevelopment of the City-owned block at the corner of First and Jones Streets that would create flexible event space for activities such as an art fair, or farmers market. During the work week it would double as a public parking lot.

Maintenance

City Staff expressed that maintenance of the public riverfront and riverwalk is not possible with current operating budgets. The TID funding mechanism should make provision for regular maintenance expenses, and seasonal planting changes. At the time of this report it has not yet been decided whether these duties will be taken on by City Parks staff, or perhaps a private vendor will be hired.

Maintenance operations would include general trash removal and cleanup for walks and plazas, replacement of light bulbs, the occasional fixture replacement, general repair and anti-vandalism tasks, river bank limestone boulder replacement if needed, and landscape maintenance. Landscape maintenance duties would include native plant zone management to control invasive plants (seasonal mowing), general weeding, watering, fertilizing, and lawn mowing.

Spring and fall clean-up would be needed, and likely there will be planted pots at some point that will require a program of seasonal changes in plant or display materials. Snow removal will also be required given the four-season use envisioned for the riverfront.

A volunteer group or beautification committee might also be formed to assist with certain feature landscape areas such as the infiltration gardens and the botanical/sculpture garden, providing maintenance help with watering, weeding, and seasonal plantings.

Watertown Riverfront Redevelopment

MASTER PLAN

PROJECT THEMES

- o Water – for drinking, stormwater management, water features, fishing, and boating
- o Fish and Fowl – Flyway / Horicon marsh story, Rock River Rescue, 'fish stories'
- o The Crossing – Native American (Blackhawk) history, pioneer's stories
- o Invention and Industry – Watertown creativity, working river and city

ART / INTERPRETATION ELEMENTS

- o Cultural stories – History of Native Americans, pioneers, early industry
- o Nature stories – watershed, wildlife, plant communities

RIVERWALK ALIGNMENT

- o Close to the water's edge
- o Natural vegetation and boulder edge treatment
- o Re-built seawalls
- o Elevated boardwalks on pilings
- o Connections to the riverwalk from First and Water Street
- o Plaza spaces, seating nodes, public boat docks

REDEVELOPMENT SITES

- o Integrate buildings with walkway alignment & sited close to streets
- o Buildings with café / retail spaces adjacent to the riverwalk
- o Residential buildings with decks, elevated to offer river views
- o Private boat slips

SUSTAINABILITY ELEMENTS

- o Bio-infiltration gardens to treat stormwater from streets and development sites
- o Selective use of wood from sustainable forests, or recycled plastic wood
- o Permeable paving systems for accent paving areas
- o Natural river banks, with a boulder edge treatment - native sedge and prairie plants to intercept stormwater runoff and provide fish habitat.
- o Development sites as "green", LEED certified projects, and the story communicated with signage or interpretive exhibits
- o Exhibits promoting awareness of wildlife, the watershed, and plant communities



MILWAUKEE STREET TO LOWER DAM

LOWER DAM TO MAIN STREET

MAIN STREET TO CADY STREET



Watertown Riverfront Redevelopment

MAIN STREET TO CADY STREET



Watertown Riverfront Redevelopment

MILWAUKEE STREET TO LOWER DAM

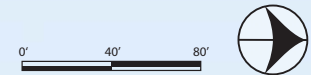
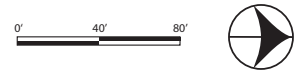


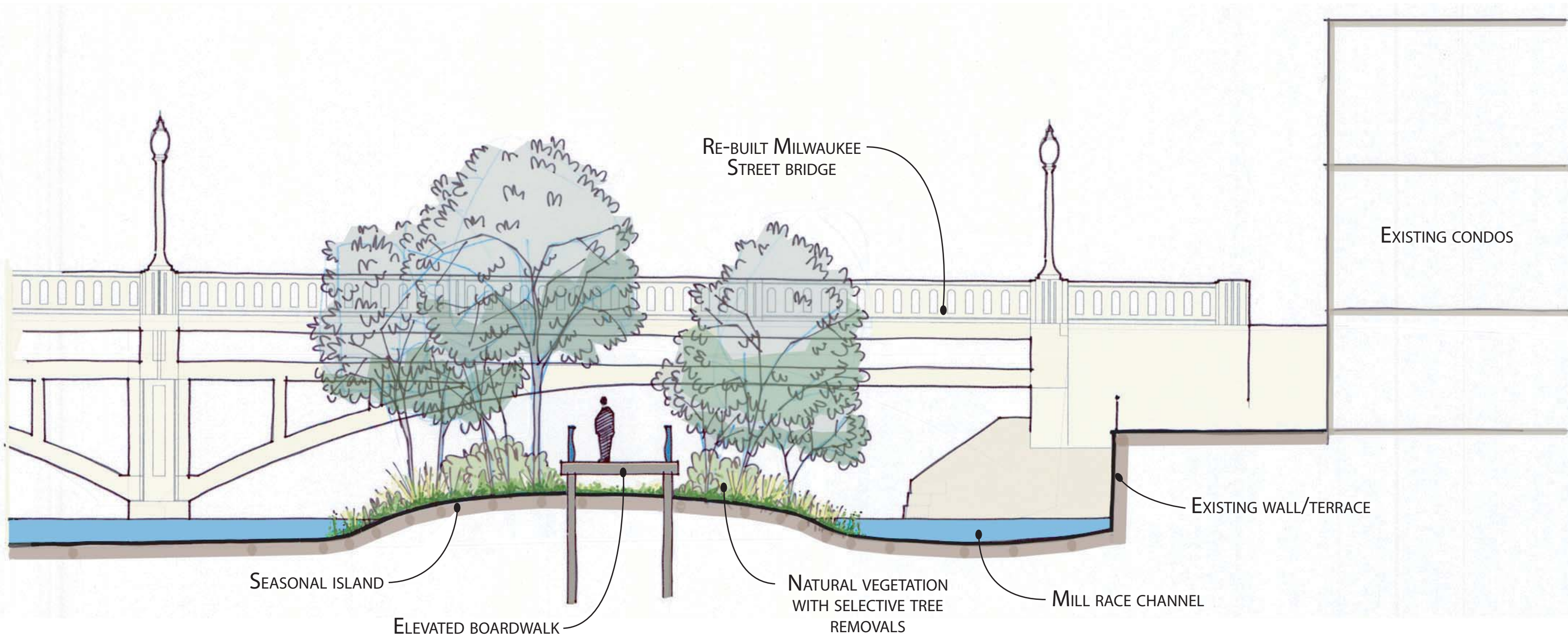
Watertown Riverfront Redevelopment

WHITEWATER COURSE/FISH LADDER



ALTERNATIVE RIVERWALK ROUTE





SEASONAL ISLAND

ELEVATED BOARDWALK

RE-BUILT MILWAUKEE STREET BRIDGE

NATURAL VEGETATION WITH SELECTIVE TREE REMOVALS

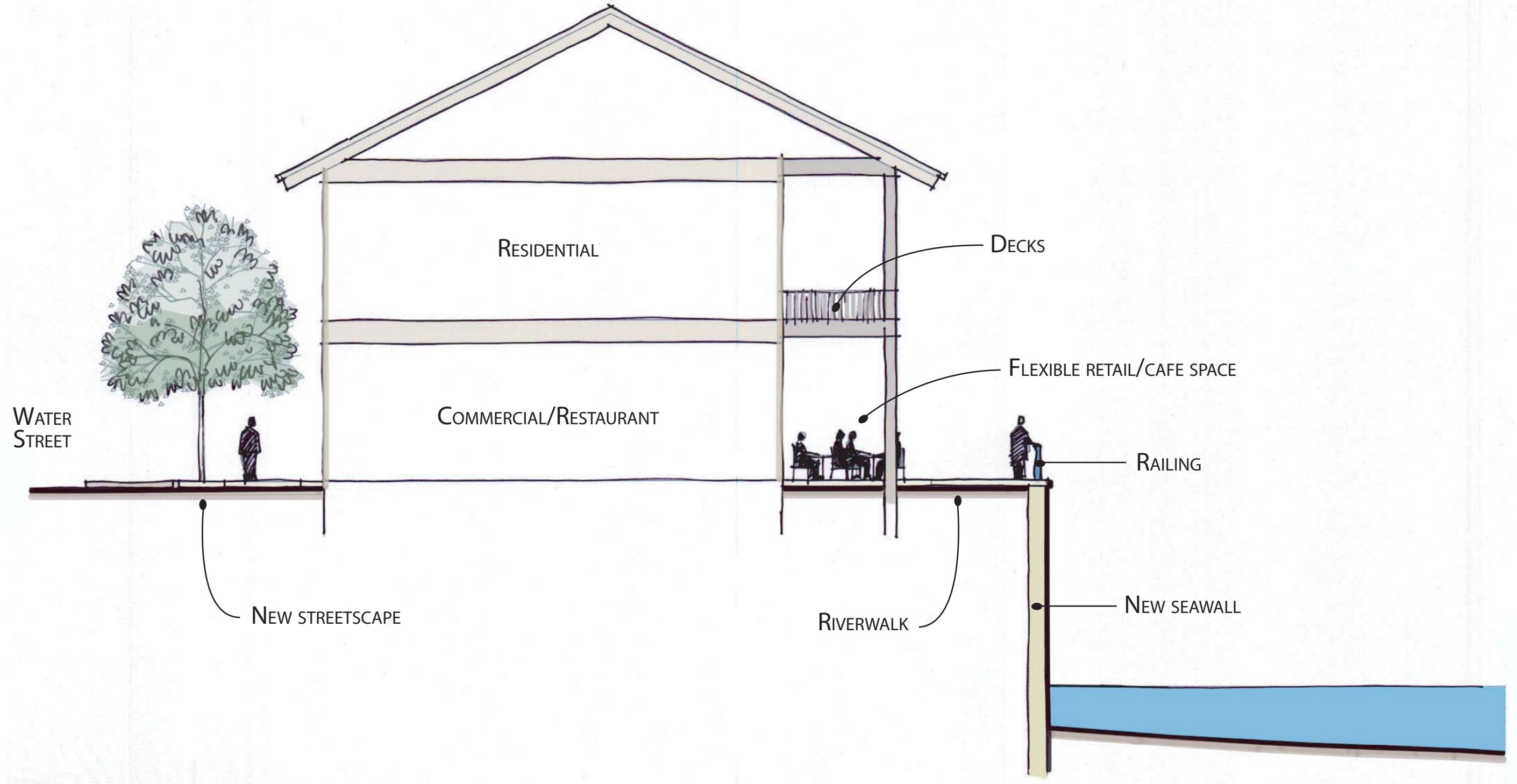
MILL RACE CHANNEL

EXISTING WALL/TERRACE

EXISTING CONDOS

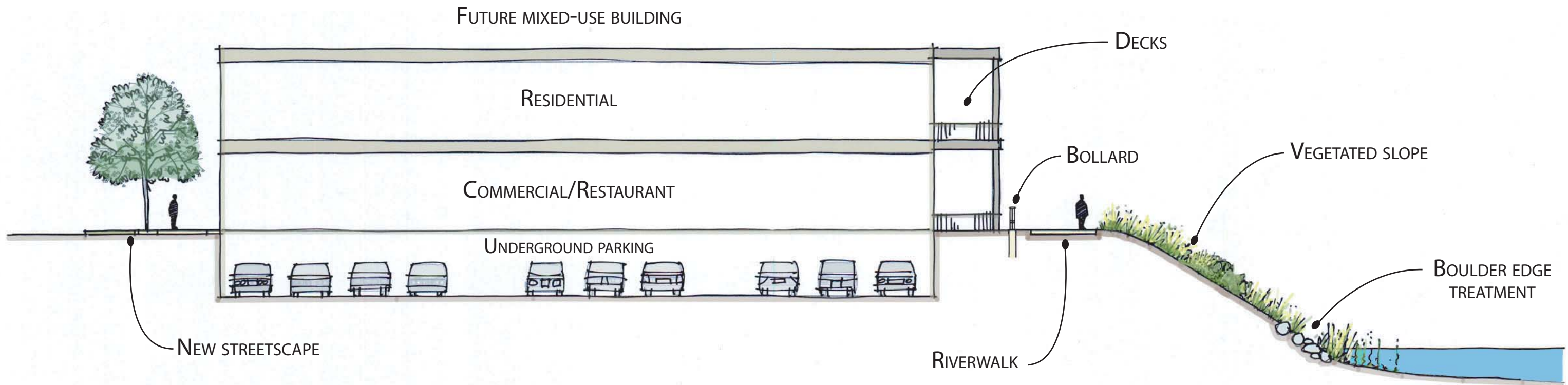
Section A
MILWAUKEE STREET
 WEST SIDE LOOKING SOUTH

FUTURE MIXED-USE BUILDING

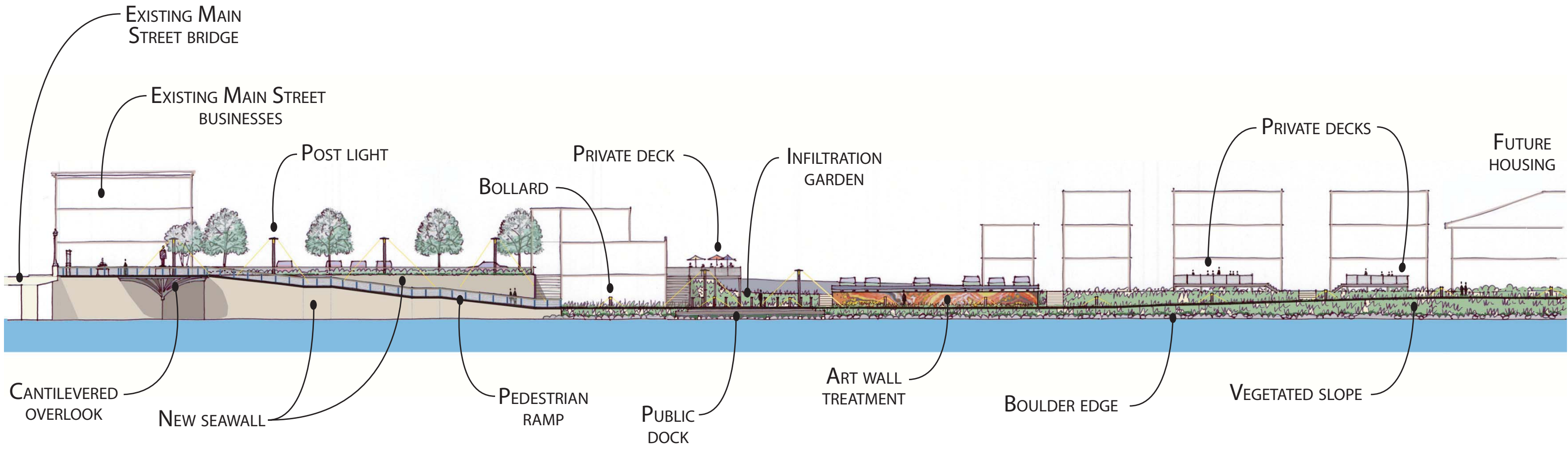


Section B

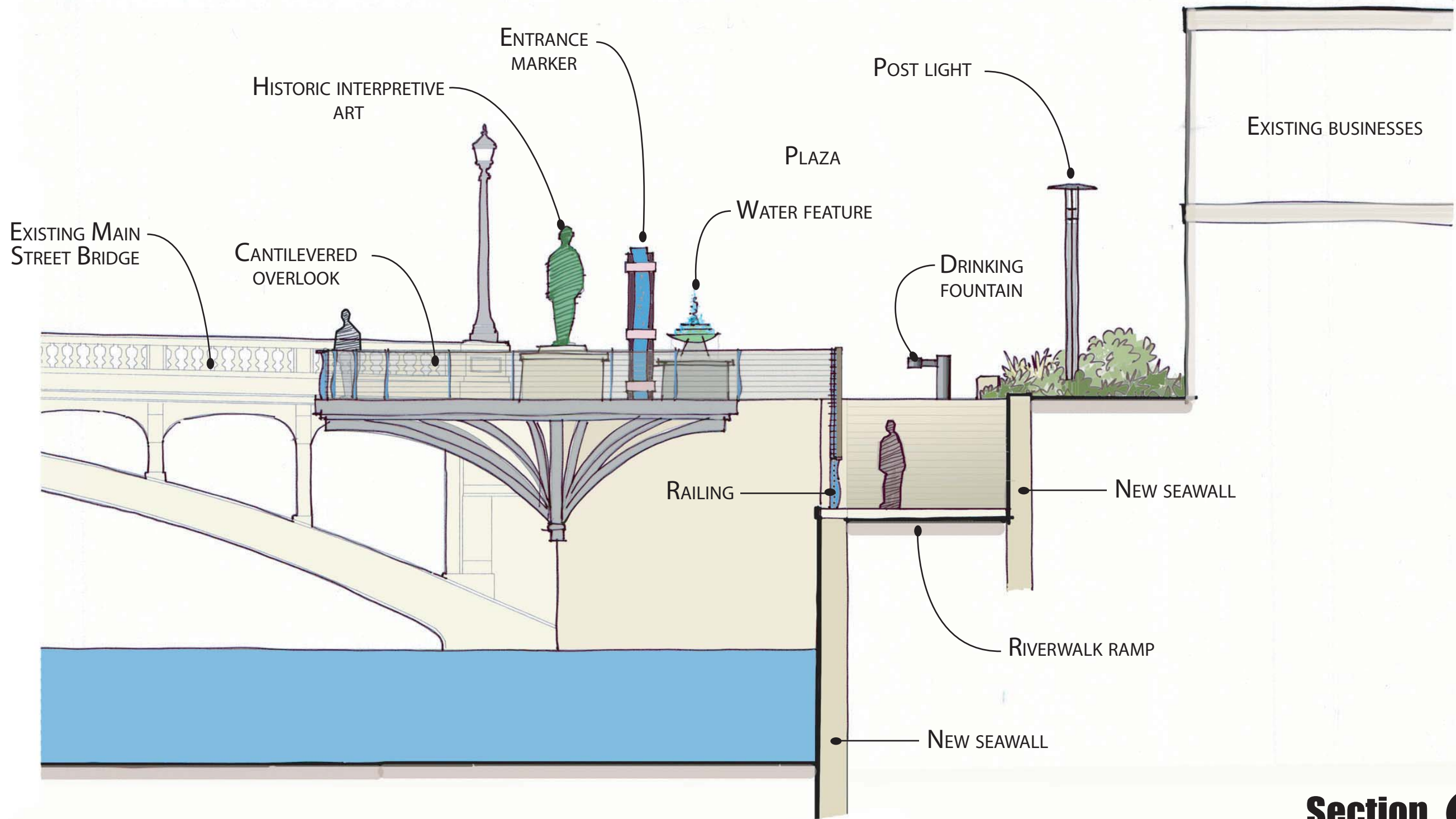
WEST MADISON STREET
WEST SIDE LOOKING NORTH



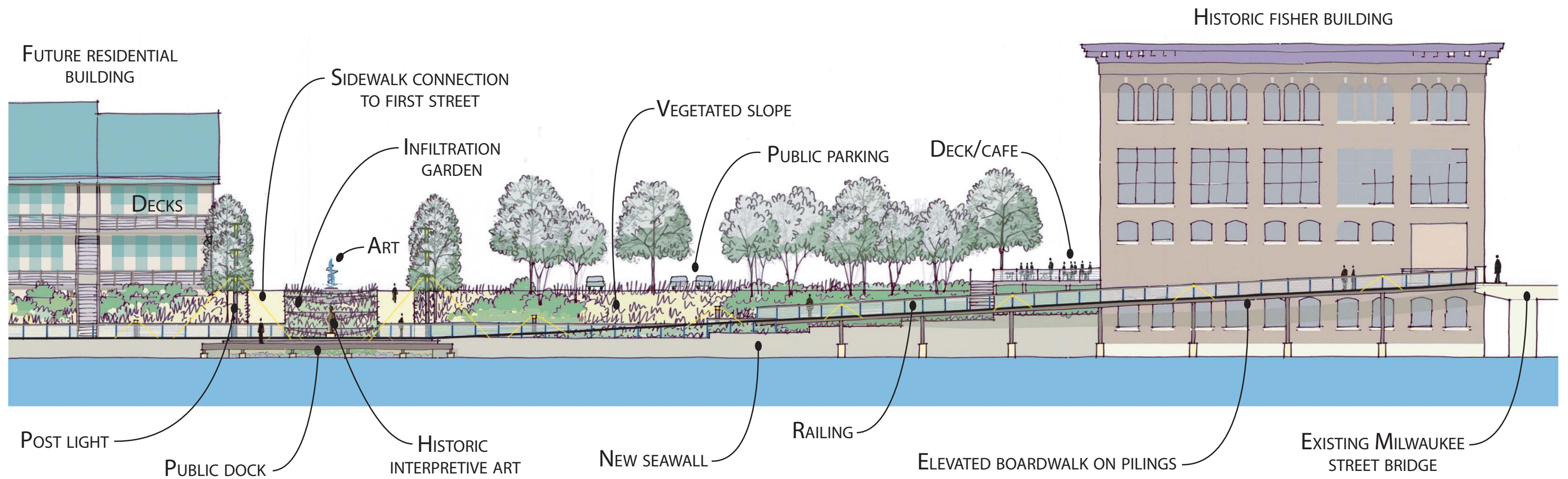
Section C
EMMET STREET
 WEST SIDE LOOKING NORTH



Elevation D
 MAIN STREET - JEFFERSON STREET
 EAST ELEVATION



Section E
MAIN STREET
 EAST SIDE LOOKING NORTH



HISTORIC FISHER BUILDING

FUTURE RESIDENTIAL BUILDING

DECKS

SIDEWALK CONNECTION TO FIRST STREET

INFILTRATION GARDEN

ART

VEGETATED SLOPE

PUBLIC PARKING

DECK/CAFE

POST LIGHT

PUBLIC DOCK

HISTORIC INTERPRETIVE ART

NEW SEAWALL

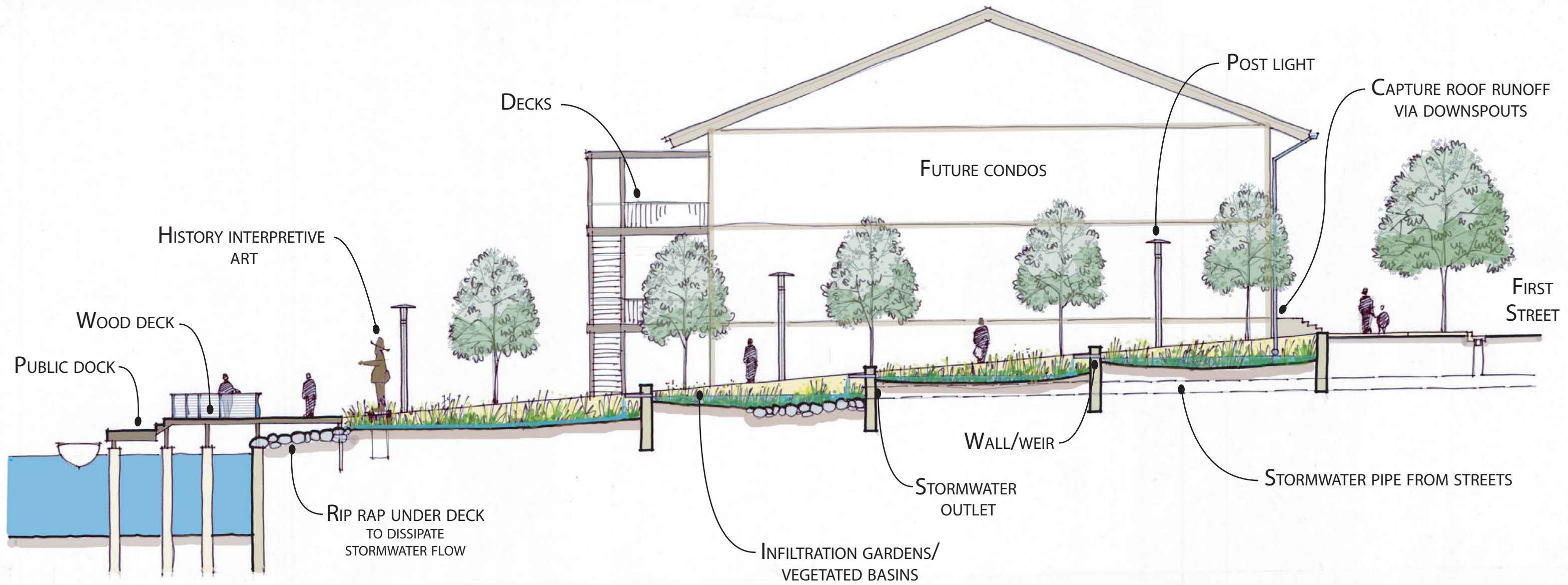
RAILING

ELEVATED BOARDWALK ON PILINGS

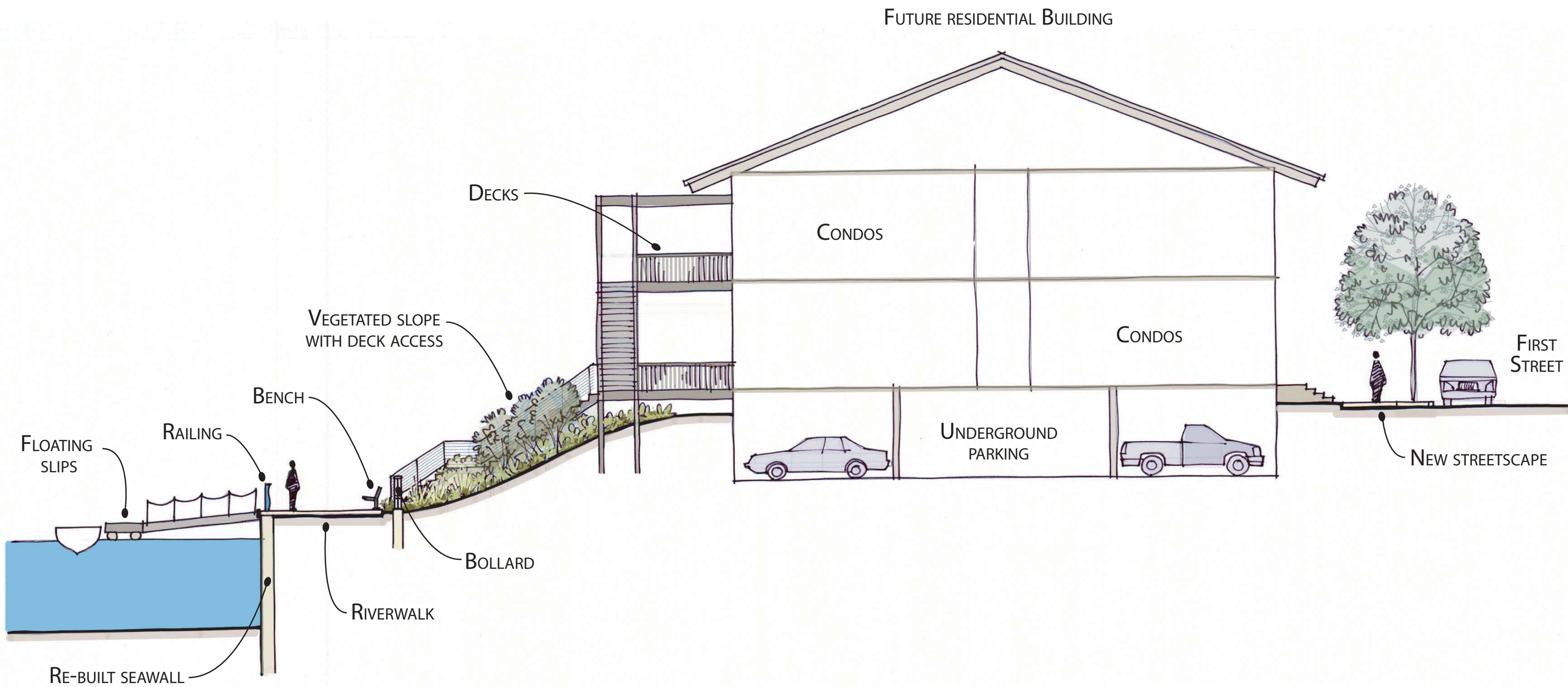
EXISTING MILWAUKEE STREET BRIDGE

Elevation F

WEST MADISON STREET - MILWAUKEE STREET
EAST ELEVATION



Section G
MADISON STREET
 EAST SIDE LOOKING NORTH



Section H

WEST MADISON STREET - JONES STREET
 EAST SIDE LOOKING NORTH

OUTDOOR ACTIVITY SPACE
RELATED TO COMMERCIAL
(E.G. OUTDOOR DINING)

RIVERWALK ON
EXISTING SEAWALL

RENOVATED HISTORIC
BUILDING

ARTS & INTERPRETATION
INDUSTRY/FISH & FOWL

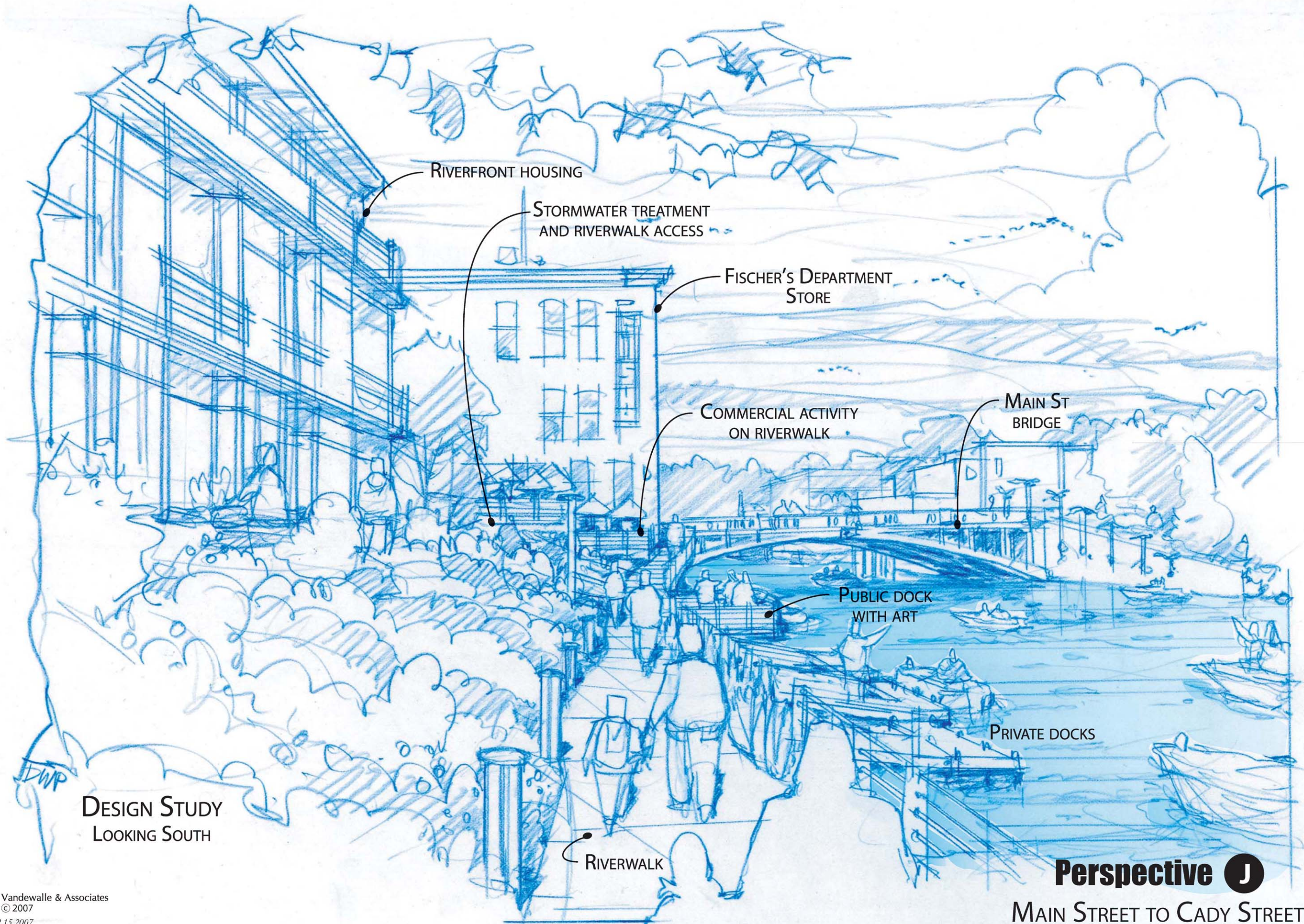
FEATURE AT THE
POINT OVERLOOK

Dock

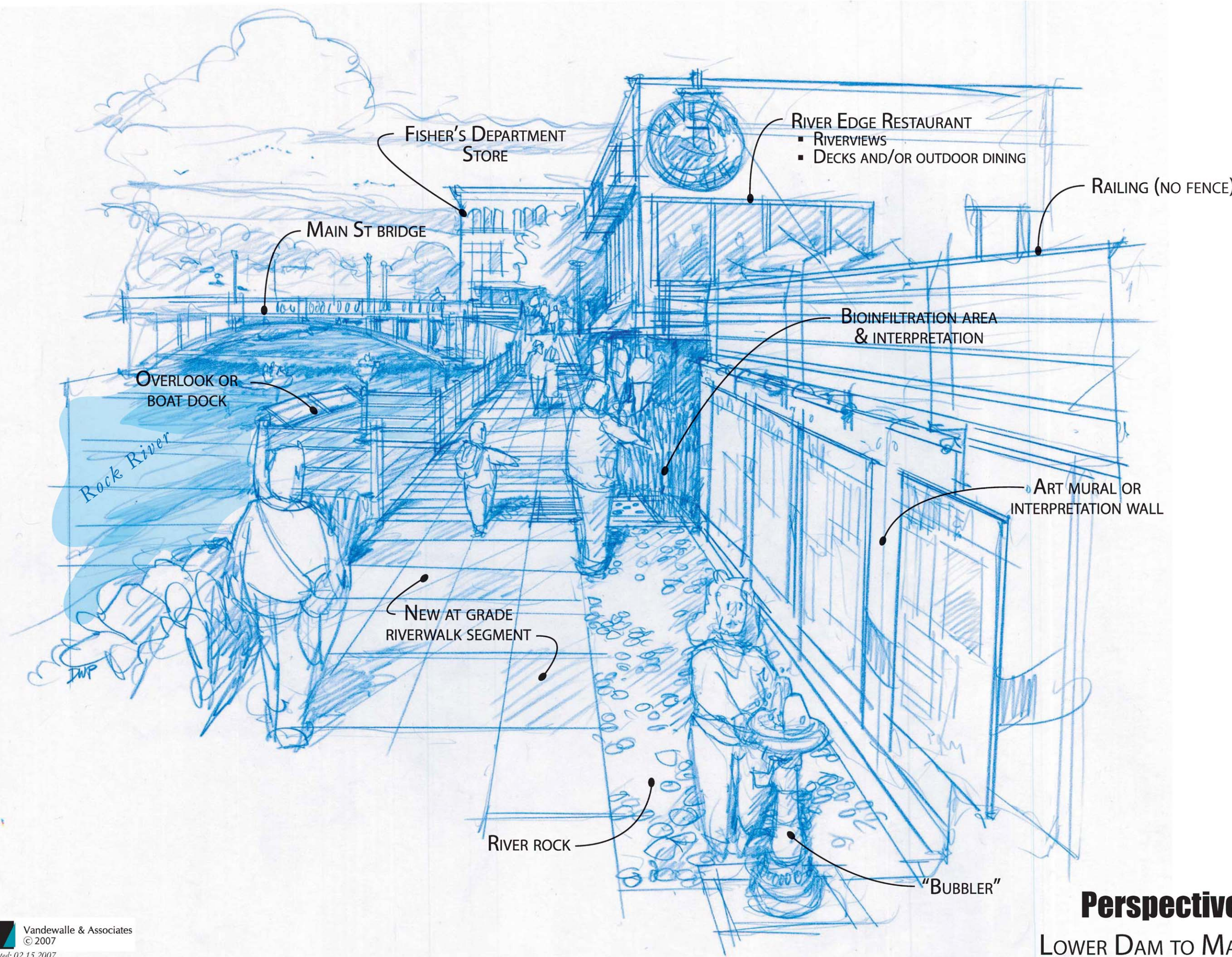
FISHERMEN'S OVERLOOK &
STORYTELLING AREA

Perspective I

MAIN STREET TO CADY STREET



DESIGN STUDY
LOOKING SOUTH



FISHER'S DEPARTMENT STORE

RIVER EDGE RESTAURANT
▪ RIVERVIEWS
▪ DECKS AND/OR OUTDOOR DINING

RAILING (NO FENCE)

MAIN ST BRIDGE

BIOINFILTRATION AREA & INTERPRETATION

OVERLOOK OR BOAT DOCK

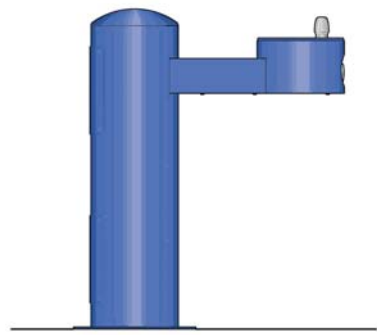
ART MURAL OR INTERPRETATION WALL

Rock River

NEW AT GRADE RIVERWALK SEGMENT

RIVER ROCK

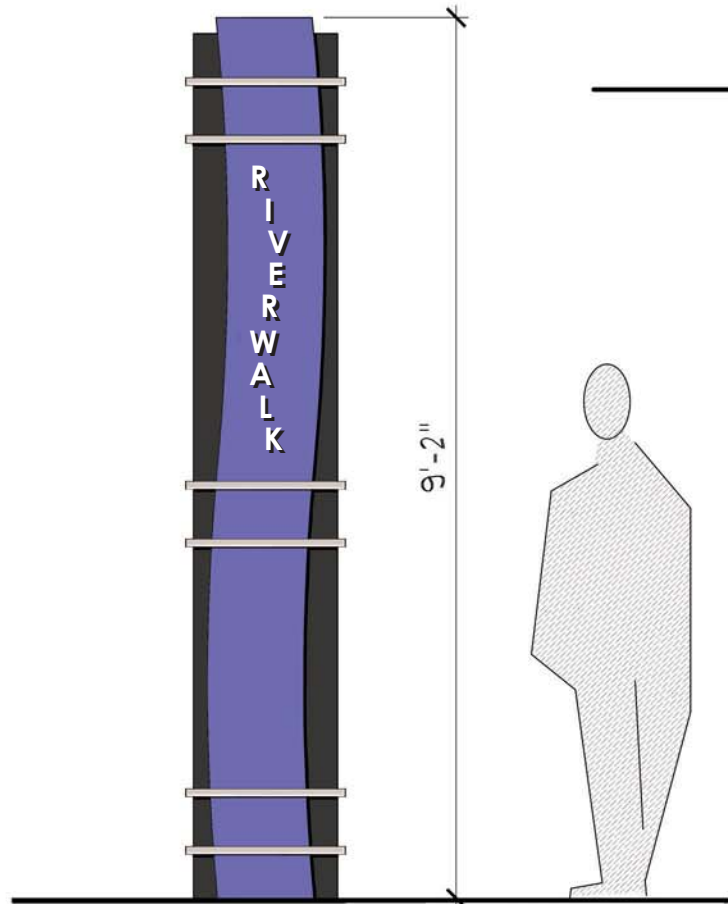
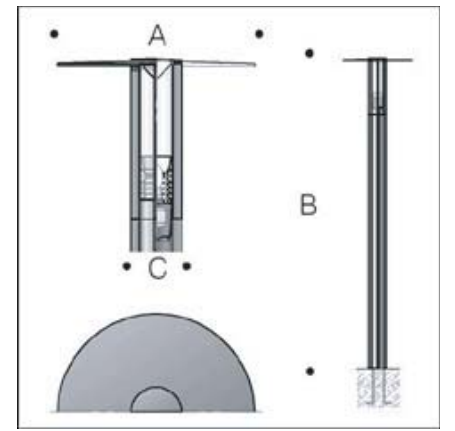
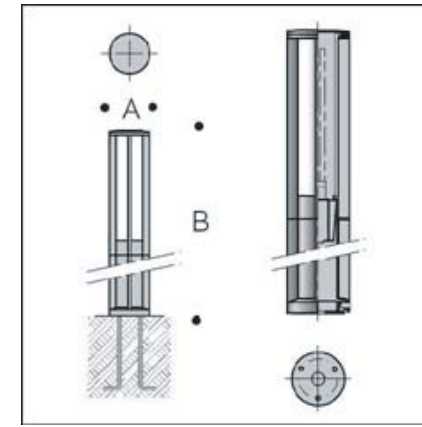
"BUBBLER"



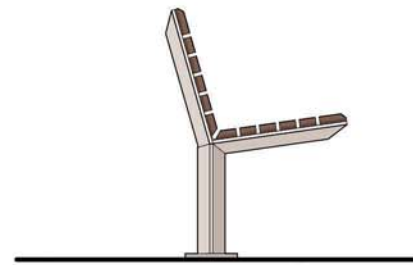
DRINKING FOUNTAIN



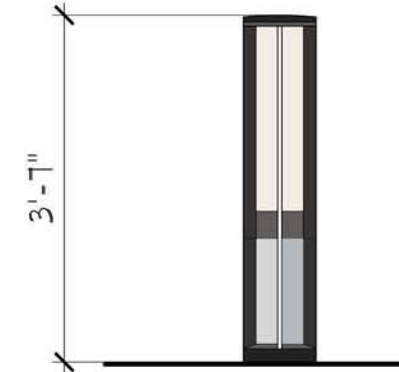
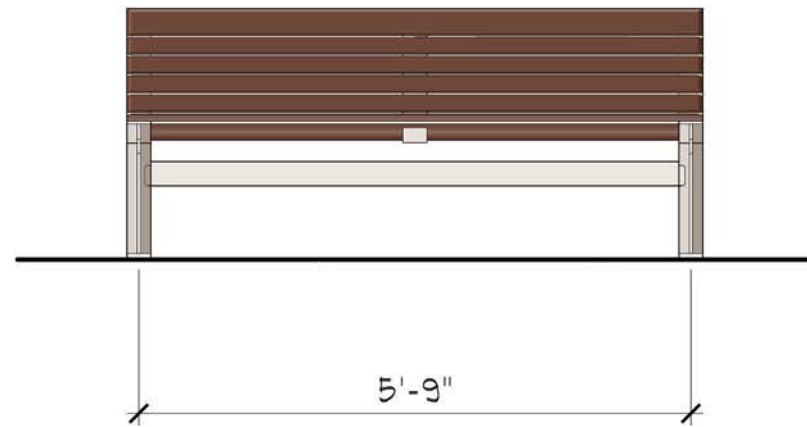
TRASH RECEPTACLE



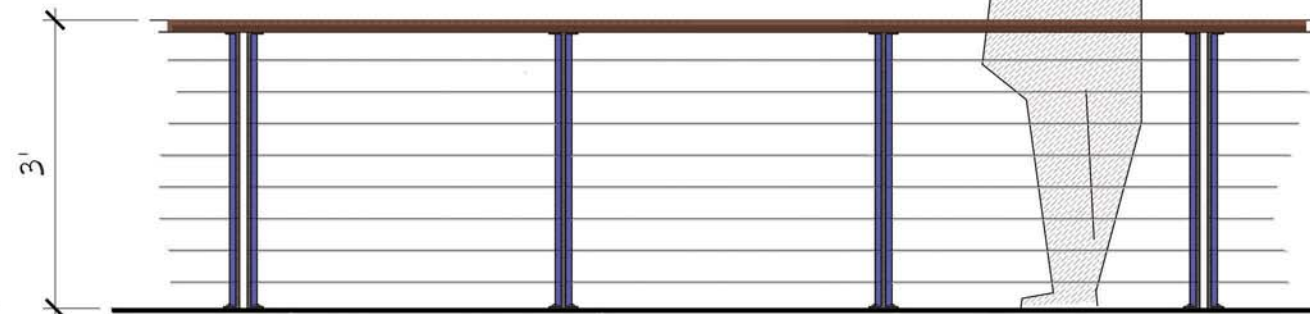
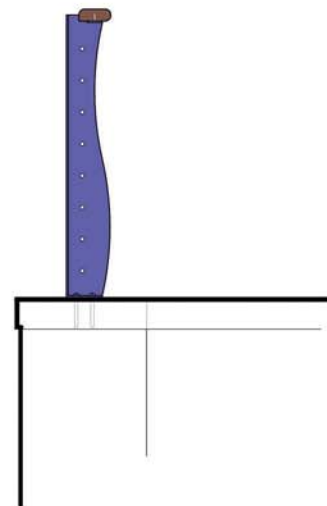
ENTRANCE MARKER



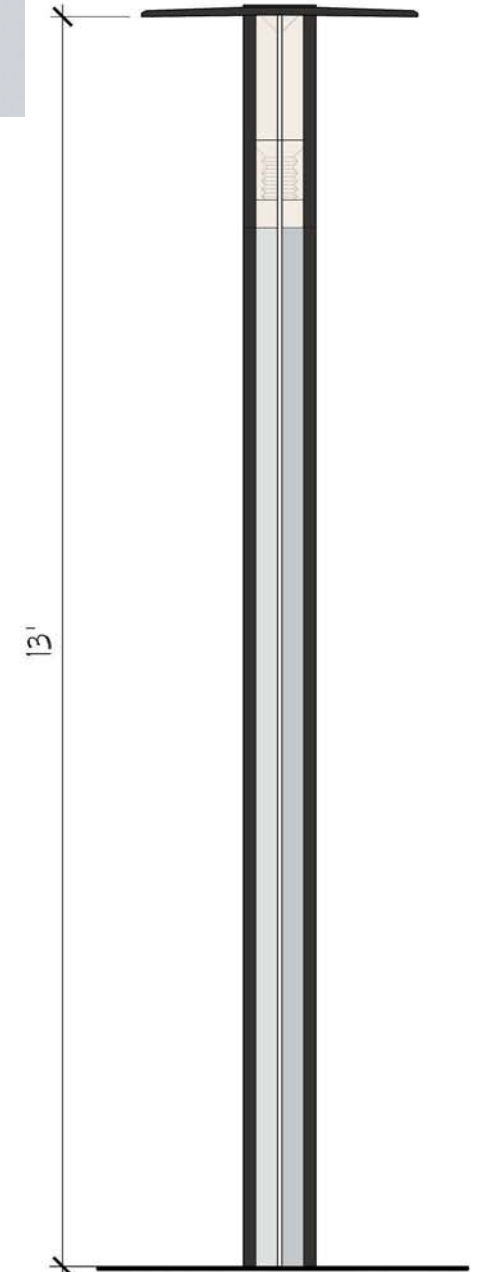
BENCH



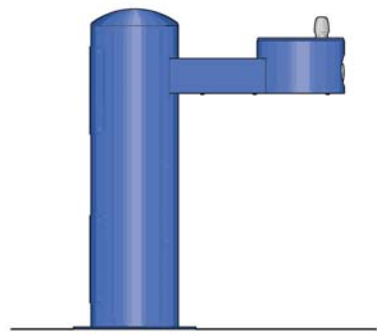
BOLLARD



RAILING



POST LIGHT



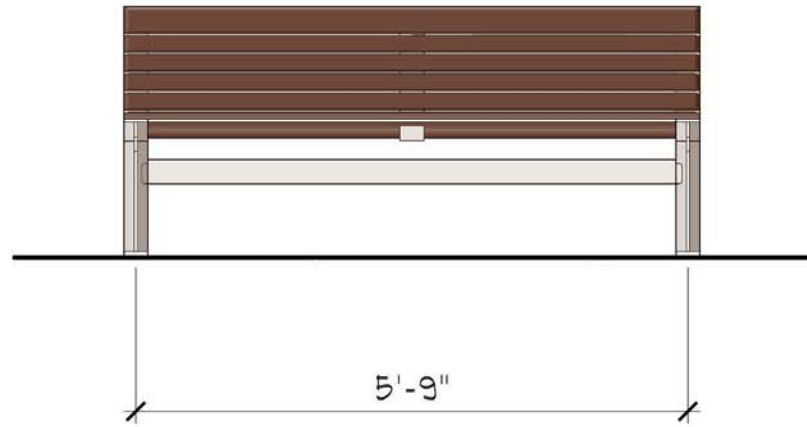
DRINKING FOUNTAIN



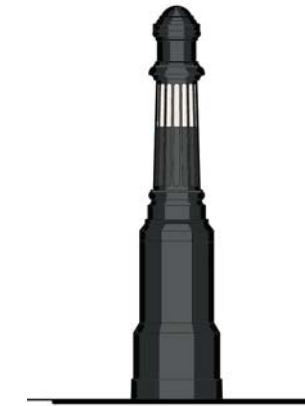
TRASH RECEPTACLE



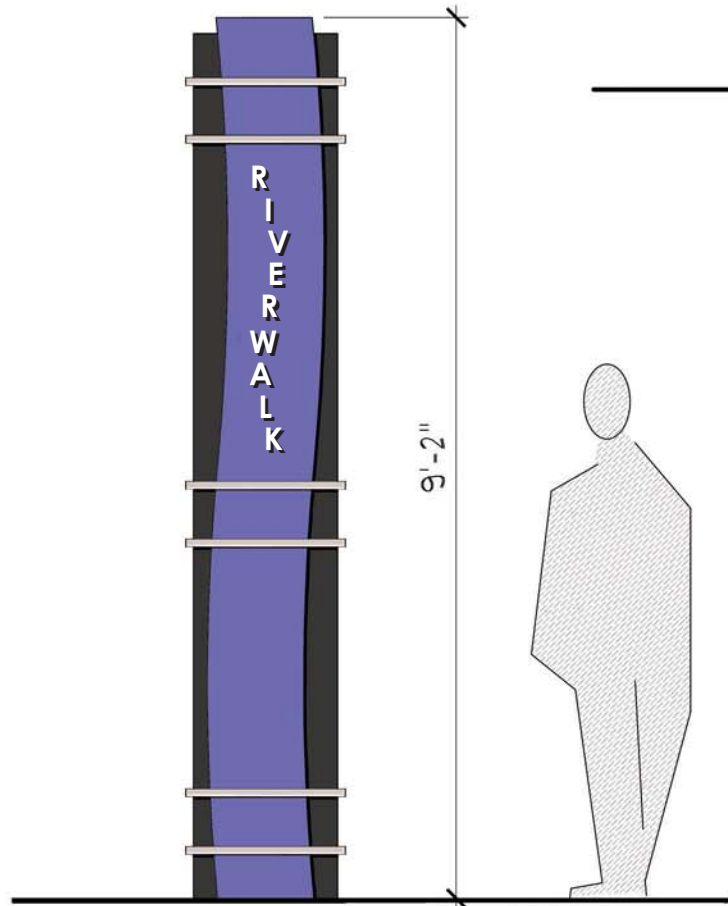
WOOD BENCH



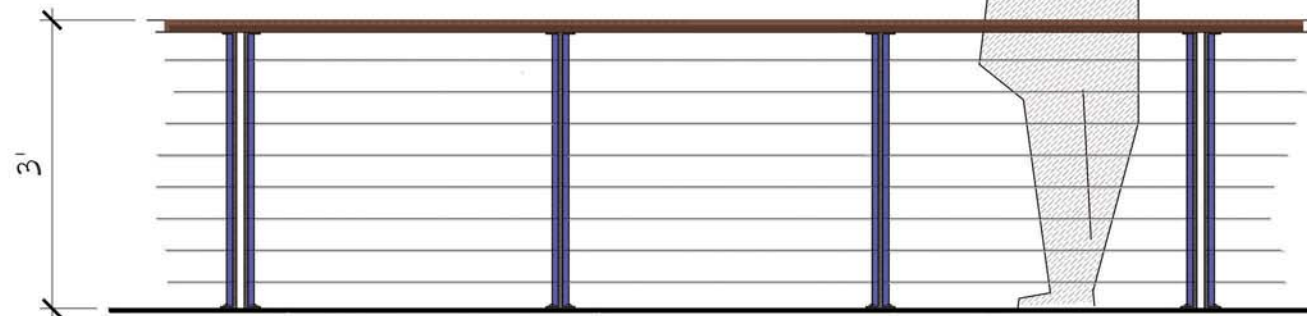
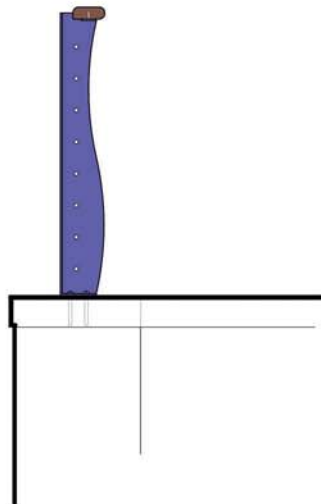
BENCH



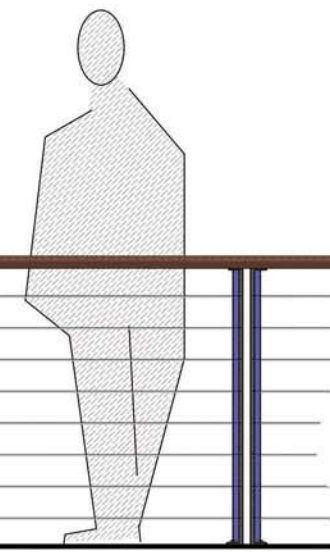
BOLLARD



ENTRANCE MARKER



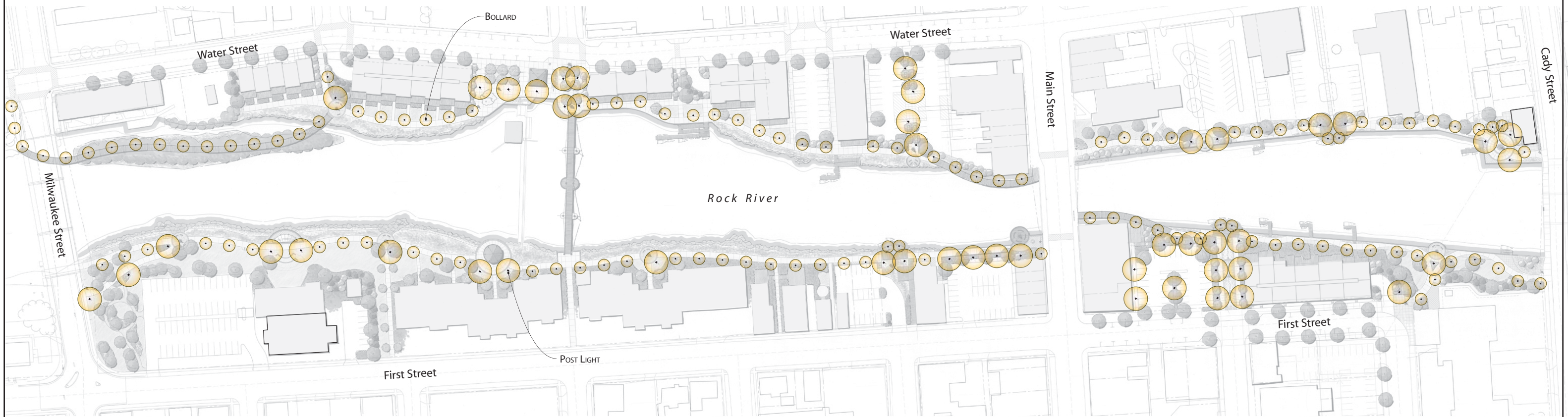
RAILING



POST LIGHT

Watertown Riverfront Redevelopment

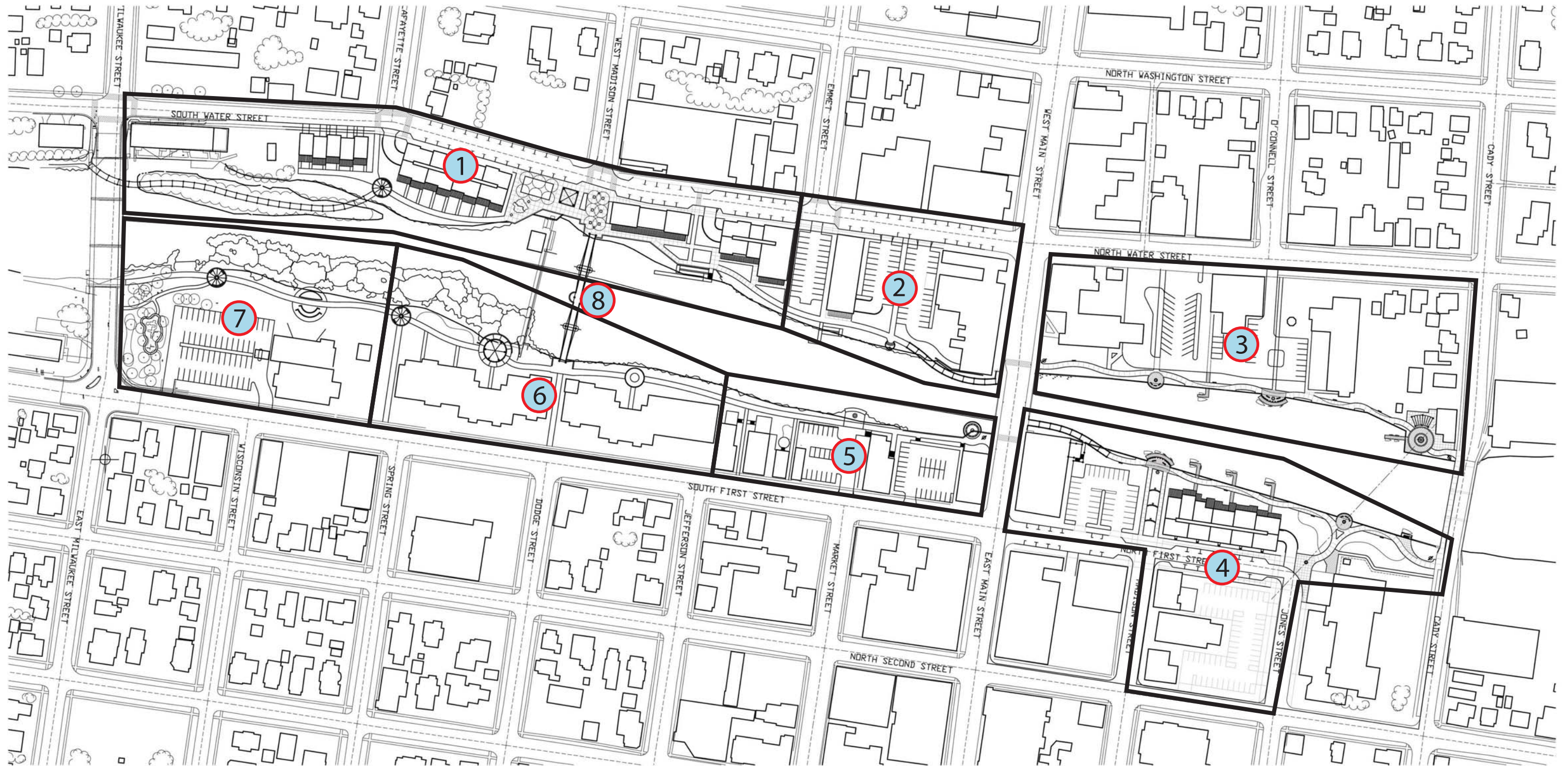
LIGHTING PLAN



Riverfront Redevelopment Concept

Watertown, Wisconsin

Project Segments



Watertown - Riverfront Redevelopment Plan

Preliminary Sitework Budget

March 20, 2007

Note: This estimate is for planning purposes, actual construction costs will vary.

Segment 1 - Empire Globe Site, Milwaukee to Emmit (east side)

Item	Quantity	Units	Cost	Total	
Sitework					\$180,000
Grading	3,000	cy	10	30,000	
Dewater river for seawall	1	ea	50,000	50,000	
Remove vegetation	20,000	sf	2	40,000	
Remove exist. rubble	10,000	sf	4	40,000	
Utility extensions	4	ea	5,000	20,000	

Shoreline Improvements					\$543,300
Seawall, 470 ft. length	7,500	ff	60	450,000	
Railing	470	lf	30	14,100	
Vegetative groundcover	4,800	sf	4	19,200	
Boulder rip rap	3,000	sf	20	60,000	

General Improvements					\$207,900
Concrete walk	15,000	sf	6	90,000	
Planting beds	1,600	sf	4	6,400	
Turf	1,600	sf	0.50	800	
Trees	10	ea	600	6,000	
Lighting, ornamental area light	4	ea	6,000	24,000	
Lighting, bollard	16	ea	3,000	48,000	
Entrance marker, sign cabinet	1	ea	12,000	12,000	
Drinking fountain	1	ea	3,500	3,500	
Benches	10	ea	1,400	14,000	
Trash receptacle	4	ea	800	3,200	

Boardwalk					\$396,000
Footings	54	ea	4,000	216,000	
Posts	54	ea	500	27,000	
Decking & beams/joists	5,500	sf	20	110,000	
Railings	1,100	lf	30	33,000	
Remove existing trees	20	ea	500	10,000	

Art/Interpretation Node					\$46,700
Concrete paving	300	sf	6	1,800	
Accent paving	600	sf	24	14,400	
Stone / precast seating	100	ff	80	8,000	
Sculpture base	1	ea	2,500	2,500	
Art	1	ea	20,000	20,000	

Lower Dam Overlook Plaza					\$320,200
Pavillion	1	ea	40,000	40,000	
Watershed interpretation feature	500	sf	60	30,000	

Concrete paving	8,000	sf	6	48,000	
Accent paving	3,000	sf	24	72,000	
Lighting, ornamental area light	8	ea	6,000	48,000	
Lighting, bollard	8	ea	3,000	24,000	
Benches	12	ea	1,400	16,800	
Planting beds	800	sf	4	3,200	
Turf	2,000	sf	0.50	1,000	
Trees	12	ea	600	7,200	
Art	2	ea	15,000	30,000	
Design & Construction management					\$200,000
Design/engineering	1	ea	120,000	120,000	
Construction management	1	ea	80,000	80,000	

Total **\$1,894,100**
 10% Contingency 189,410
Total \$2,083,510

Segment 2 - Emmit to Main (west side)

Item	Quantity	Units	Cost	Total	
Sitework					\$103,000
Grading	1,000	cy	10	10,000	
Remove vegetation	7,000	sf	2	14,000	
Dewater / remove exist. seawall	900	ff	60	54,000	
Remove exist. pavement	6,000	sf	2	12,000	
Remove section bridge railing	1	ea	5,000	5,000	
Utility extensions	4	ea	2,000	8,000	

Shoreline Improvements					\$124,000
Seawall, 50 ft. length	900	ff	60	54,000	
Vegetative groundcover	2,500	sf	4	10,000	
Boulder rip rap	3,000	sf	20	60,000	

General Improvements					\$97,450
Concrete walk	3,200	sf	6	19,200	
Planting beds	2,500	sf	4	10,000	
Turf	2,500	sf	0.50	1,250	
Trees	12	ea	600	7,200	
Lighting, ornamental area light	2	ea	6,000	12,000	
Lighting, bollard	10	ea	3,000	30,000	
Entrance marker, sign cabinet	1	ea	12,000	12,000	
Benches	3	ea	1,400	4,200	
Trash receptacle	2	ea	800	1,600	

Boardwalk					\$142,000
Footings	20	ea	4,000	80,000	
Posts	20	ea	500	10,000	
Decking	2,000	sf	20	40,000	
Railings	400	lf	30	12,000	

Overlook Plaza					\$52,800
Concrete paving	50	sf	6	300	

Accent paving	250	sf	24	6,000	
Retaining wall, 30 ft. length	400	ff	40	16,000	
Stone / precast seating	100	ff	80	8,000	
Sculpture base	1	ea	2,500	2,500	
Art	1	ea	20,000	20,000	
Design & Construction management					\$80,000
Design/engineering	1	ea	50,000	50,000	
Construction management	1	ea	30,000	30,000	
				Total	\$599,250
				10% Contingency	59,925
				Total	\$659,175

Segment 3 - Main to Cady (west side)

Item	Quantity	Units	Cost	Total	
Sitework					\$405,000
Grading	900	cy	10	9,000	
Remove vegetation	6,000	sf	2	12,000	
Dewater / remove exist. seawall	5,800	ff	60	348,000	
Remove exist. pavement	10,000	sf	2	20,000	
Utility extensions	4	ea	4,000	16,000	

Shoreline Improvements					\$364,500
Seawall, 360 ft. length	5,800	ff	60	348,000	
Railing	550	lf	30	16,500	

General Improvements					\$165,550
Concrete walk	6,400	sf	6	38,400	
Planting beds	6,500	sf	4	26,000	
Turf	6,500	sf	0.50	3,250	
Trees	24	ea	600	14,400	
Lighting, ornamental area light	4	ea	6,000	24,000	
Lighting, bollard	12	ea	3,000	36,000	
Entrance marker, sign cabinet	1	ea	12,000	12,000	
Drinking fountain	1	ea	3,500	3,500	
Benches	4	ea	1,400	5,600	
Trash receptacle	3	ea	800	2,400	

Art/Interpretation Node					\$46,700
Concrete paving	300	sf	6	1,800	
Accent paving	600	sf	24	14,400	
Stone / precast seating	100	ff	80	8,000	
Sculpture base	1	ea	2,500	2,500	
Art	1	ea	20,000	20,000	

Primary Plaza					\$159,800
Shade structure	1	ea	30,000	30,000	
Railing	140	lf	30	4,200	
Concrete paving	3,000	sf	6	18,000	
Accent paving	1,500	sf	24	36,000	
Entrance marker, sign cabinet	1	ea	12,000	12,000	

Benches	4	ea	1,400	5,600	
Planting beds	1,000	sf	4	4,000	
Art	1	ea	50,000	50,000	
Public Docks					\$41,800
Walkway cheekwall	80	ff	40	3,200	
Footings	16	ea	500	8,000	
Decking	1,250	sf	20	25,000	
Benches	4	ea	1,400	5,600	
Design & Construction management					\$180,000
Design/engineering	1	ea	100,000	100,000	
Construction management	1	ea	80,000	80,000	

Total **\$1,363,350**
10% Contingency 136,335
Total \$1,499,685

Segment 4 - Cady to Main (east side)

Item	Quantity	Units	Cost	Total	
Sitework					\$741,500
Grading	2,800	cy	10	28,000	
Remove vegetation	38,000	sf	0.25	9,500	
Dewater / remove exist. seawall	11,000	ff	60	660,000	
Remove exist. pavement	14,000	sf	2	28,000	
Utility extensions	4	ea	4,000	16,000	

Shoreline Improvements					\$681,000
Seawall, 700 ft. length	11,000	ff	60	660,000	
Railing	700	lf	30	21,000	

General Improvements					\$242,600
Concrete walk	6,500	sf	6	39,000	
Planting beds	15,000	sf	4	60,000	
Turf	8,000	sf	0.50	4,000	
Trees	20	ea	600	12,000	
Lighting, ornamental area light	9	ea	6,000	54,000	
Lighting, bollard	16	ea	3,000	48,000	
Entrance marker, sign cabinet	1	ea	12,000	12,000	
Benches	8	ea	1,400	11,200	
Trash receptacle	3	ea	800	2,400	

Boardwalk					\$127,800
Footings	18	ea	4,000	72,000	
Posts	18	ea	500	9,000	
Decking & beams/joists	1,800	sf	20	36,000	
Railings	360	lf	30	10,800	

Art/Interpretation Node					\$46,700
Concrete paving	300	sf	6	1,800	
Accent paving	600	sf	24	14,400	
Stone / precast seating	100	ff	80	8,000	

Sculpture base	1	ea	2,500	2,500
Art	1	ea	20,000	20,000

Firemen's Plaza					\$61,000
Concrete paving	1,600	sf	6	9,600	
Accent paving	1,000	sf	24	24,000	
Benches	6	ea	1,400	8,400	
Planting beds	1,000	sf	4	4,000	
Art	1	ea	15,000	15,000	

Public Docks					\$41,800
Walkway cheekwall	80	ff	40	3,200	
Footings	16	ea	500	8,000	
Decking	1,250	sf	20	25,000	
Benches	4	ea	1,400	5,600	

Infiltration Garden					\$61,600
Concrete paving	2,000	sf	6	12,000	
Engineered topsoil profile	100	cy	40	4,000	
Plantings	2,000	sf	4	8,000	
Trees	16	ea	600	9,600	
Retaining walls, stone	130	ff	100	13,000	
Art	1	ea	15,000	15,000	

Design & Construction management					\$250,000
Design/engineering	1	ea	200,000	150,000	
Construction management	1	ea	50,000	100,000	

Total **\$2,254,000**
 10% Contingency 225,400
Total \$2,479,400

Segment 5 - Main to Jefferson (east side)

Item	Quantity	Units	Cost	Total
Sitework				\$219,000
Grading	950	cy	10	9,500
Remove vegetation	6,000	sf	0.25	1,500
Dewater / remove exist. seawall	3,200	ff	60	192,000
Remove exist. pavement	4,000	sf	2	8,000
Utility extensions	4	ea	2,000	8,000

Shoreline Improvements				\$197,100
Seawall, 170 ft. length	3,200	ff	60	192,000
Railing	170	lf	30	5,100

General Improvements				\$112,200
Concrete walk	5,000	sf	6	30,000
Planting beds	3,000	sf	4	12,000
Trees	10	ea	600	6,000
Lighting, ornamental area light	4	ea	6,000	24,000
Lighting, bollard	6	ea	3,000	18,000
Water feature	1	ea	15,000	15,000

Benches	4	ea	1,400	5,600
Trash receptacle	2	ea	800	1,600

Overlook Plaza					\$102,250
Accent paving	1,200	sf	24	28,800	
Cantelevered deck	500	sf	60	30,000	
Railing	65	lf	30	1,950	
Entrance marker, sign cabinet	1	ea	12,000	12,000	
Drinking fountain	1	ea	3,500	3,500	
Stone / precast seating	50	ff	80	4,000	
Planting beds	500	sf	4	2,000	
Art	1	ea	20,000.00	20,000	

Bio Infiltration Area					\$12,000
Engineered topsoil profile	100	cy	40	4,000	
Planting beds	2,000	sf	4	8,000	

Public Docks					\$41,800
Walkway cheekwall	80	ff	40	3,200	
Footings	16	ea	500	8,000	
Decking	1,250	sf	20	25,000	
Benches	4	ea	1,400	5,600	

Art Wall					\$30,000
Resurface wall	600	ff	10	6,000	
Art treatment	600	ff	40	24,000	

Design & Construction management					\$90,000
Design/engineering	1	ea	60,000	60,000	
Construction management	1	ea	30,000	30,000	

Total **\$804,350**
 10% Contingency 80,435
Total \$884,785

Segment 6 - 7Up Site

Item	Quantity	Units	Cost	Total
Sitework				\$40,750
Grading	1,200	cy	10	12,000
Remove vegetation	15,000	sf	0.25	3,750
Remove exist. pavement	6,500	sf	2	13,000
Utility extensions	4	ea	3,000	12,000

Shoreline Improvements				\$130,000
Vegetative groundcover	5,000	sf	4	20,000
Boulder rip rap	5,500	sf	20	110,000

General Improvements				\$160,200
Concrete walk	6,500	sf	6	39,000
Planting beds	6,000	sf	4	24,000
Turf	8,000	sf	0.50	4,000
Trees	12	ea	600	7,200

Lighting, ornamental area light	6	ea	6,000	36,000
Lighting, bollard	14	ea	3,000	42,000
Benches	4	ea	1,400	5,600
Trash receptacle	3	ea	800	2,400

Pavillion Overlook Plaza				\$168,700
Concrete paving	1,400	sf	6	8,400
Accent paving	1,400	sf	24	33,600
Pavillion	1	ea	60,000	60,000
Retaining walls, stone	800	ff	80	64,000
Railing	90	lf	30	2,700

Design & Construction management				\$75,000
Design/engineering	1	ea	40,000	45,000
Construction management	1	ea	35,000	30,000

Total **\$574,650**
 10% Contingency 57,465
Total \$632,115

Segment 7 - Milwaukee to Spring (east side)

Item	Quantity	Units	Cost	Total
Sitework				\$27,750
Grading	1,200	cy	10	12,000
Remove vegetation	15,000	sf	0.25	3,750
Utility extensions	4	ea	3,000	12,000

Shoreline Improvements				\$120,000
Vegetative groundcover	5,000	sf	4	20,000
Boulder rip rap	5,000	sf	20	100,000

General Improvements				\$151,550
Concrete walk	4,400	sf	6	26,400
Planting beds	4,500	sf	4	18,000
Turf	10,500	sf	0.50	5,250
Trees	12	ea	600	7,200
Lighting, ornamental area light	6	ea	6,000	36,000
Lighting, bollard	12	ea	3,000	36,000
Entrance marker, sign cabinet	1	ea	12,000	12,000
Drinking fountain	1	ea	3,500	3,500
Benches	4	ea	1,400	5,600
Trash receptacle	2	ea	800	1,600

Amphitheater Plaza				\$56,200
Concrete paving	500	sf	6	3,000
Accent paving	500	sf	24	12,000
Stone benches	140	ff	80	11,200
Structure	1	ea	30,000	30,000

Art/Interpretation Node				\$46,700
Concrete paving	300	sf	6	1,800
Accent paving	600	sf	24	14,400

Stone / precast seating	100	ff	80	8,000
Sculpture base	1	ea	2,500	2,500
Art	1	ea	20,000	20,000

Open Space/Public Garden				\$123,000
Lighting, ornamental area light	4	ea	6,000	24,000
Concrete walk	2,500	sf	6	15,000
Plantings	6,000	sf	4	24,000
Art	6	ea	10,000	60,000

Design & Construction management				\$75,000
Design/engineering	1	ea	45,000	45,000
Construction management	1	ea	30,000	30,000

Total **\$600,200**
 10% Contingency 60,020
Total \$660,220

Project Total \$8,898,890

Funding & Assistance Opportunities for Watertown Riverfront Redevelopment

Funding Opportunity	Potential Funding Range	Match	Deadline	Purpose	Potential Projects	Potential Request	Website
Wisconsin DNR Grants							
Knowles-Nelson Stewardship Program: a. Aids for the Acquisition and Development of Local Parks (ADLP)	\$15,000-\$400,000 (potential for more depending on local match. Any award over \$250,000 requires Governor's approval.)	50%	May 1, 2007	Land acquisition and development projects that will provide opportunities for "nature-based" outdoor recreation. Fundable projects must be identified in community's Park & Open Space Plan. (Need update to 2002 Plan.)	<ul style="list-style-type: none"> Fishing piers Urban picnic areas 		http://dnr.wi.gov/org/caer/cfa/lr/stewardship/localparks.html
Knowles-Nelson Stewardship Program: b. Urban Rivers (URGP)	\$15,000-\$400,000 (potential for more depending on local match. Any award over \$250,000 requires Governor's approval.)	50%	May 1, 2007	Shoreline enhancement projects on or adjacent to rivers that flow through urban or urbanizing areas. Fundable projects must be identified in community's Park & Open Space Plan. (Need update to 2002 Plan.)	<ul style="list-style-type: none"> Economic revitalization Urban picnic areas 		http://dnr.wi.gov/org/caer/cfa/lr/stewardship/urbanrivers.html
Lake-Related Programs: a. Recreational Boating and Facilities (RBF)	\$15,000-\$400,000 (potential for more depending on local match. Any award over \$250,000 requires Governor's approval.)	50%	Open	Encourage the development of recreational motorized boating facilities.	<ul style="list-style-type: none"> Boat ramps & piers Dredging & construction Support facilities such as parking lots and restrooms 		http://dnr.wi.gov/org/caer/cfa/grants/recboat.html
Lake-Related Programs: b. Sport Fish Restoration Act (SFR)	\$20,000-\$120,000 (based on last year's awards.)	75% of local contributions	Open	Support restoration of sport fishing habitat and provide facilities for public access to sport fishing areas.	<ul style="list-style-type: none"> Boat ramps/access Fishing piers 		http://dnr.wi.gov/org/caer/cfa/grants/recboat.html
Wisconsin Department of Transportation Grants							
Local Transportation Enhancement Program- part of the Statewide Multimodal Improvement Program (SMIP) through TEA-21 Federal Reimbursement	Minimum of \$100,000 for construction projects, including design work.	80%	April 2008 (based on biennial budget)	Transportation-related activities that are designed to strengthen the cultural, aesthetic, and environmental aspects of transportation systems. Project must be "surface transportation."	Bicycle projects include multi-use trails (in greenways and former rail trails, for example), paved shoulders, bicycle lanes, bicycle route signage, bicycle parking, and overpasses or underpasses.		http://www.dot.wisconsin.gov/localgov/aid/te.htm
Private/Other Grants							
Brandt Quirk Foundation	Open			Encourage collaborative projects between artists and their communities that support the development of the individual artist and projects that use the power of the arts for community renewal.	Riverwalk construction, Arts & Interpretation.	Previously requested \$250,000	
Wisconsin Arts Board: Artist and Community Collaborations Grant (ACC)	\$3,000	50%	Oct. 15, 2007	Encourage collaborative projects between artists and their communities that support the development of the individual artist and projects that use the power of the arts for community renewal.	Community arts project that involves community members.		http://www.arts.state.wi.us/static/accgrant.htm