



ROCK RIVER DISTRICT

CITY OF WATERTOWN
ROCK RIVER DISTRICT VISION

PREPARED BY

RINKA+

kapur
all in

Watertown
**Redevelopment
Authority**

 **THE CITY OF
WATERTOWN**
Opportunity runs through it.

WATERTOWN, WI
DECEMBER 2024

ACKNOWLEDGMENTS

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1.0 EXECUTIVE SUMMARY



Entry to the existing section of the riverwalk from a parking lot along 1st Street

1.1 INTRODUCTION

In Watertown's industrial past the Rock River was viewed as a vital artery for transporting goods and powering the local economy. It facilitated the movement of materials like wood, grain, and flour from mills and provided hydroelectric power for the community. This utilitarian perspective shaped how the river was integrated into downtown, with industrial development dominating much of its banks. Many buildings initially maintained a strong connection to the river, which served as the primary area of activity. The waterfront often functioned as the "front" of these structures, with activity spilling out onto the river year-round. However, as industry declined, this connection was severed by decaying infrastructure and in many areas replaced with parking lots and general disinvestment. As a result, Watertown lost a significant link to its past and a key aspect of its identity.

However, in recent years, this view has begun to shift. A growing recognition of the river's potential as a cultural, recreational, and environmental asset has sparked a renewed interest in engaging with the Rock

River in more meaningful ways. This shift is reflected in several recent studies that explore the river's role as a vibrant focal point for the community, offering spaces for gathering, recreation, and events. Watertown has already taken significant steps in this direction by securing and developing parks and public spaces along the riverfront, transforming what was once an industrial zone in decline into areas of social and civic importance.

The following report is the result of a planning effort conducted by the design team, composed of the Watertown Redevelopment Authority (RDA), RINKA, and Kapur. As a starting point, the team reviewed many of the reports, studies, and ideas that have come before it, highlighting the opportunities for re-imagining the river corridor through thoughtful, active development. By embracing the river's aesthetic, cultural, and ecological value, Watertown aims to create a more integrated and engaging downtown environment, where the Rock River serves as a central element for both residents and visitors to enjoy. This renewed focus on the river marks a pivotal moment in Watertown's urban evolution, signaling a commitment to transforming the riverfront into a vibrant destination.

1.2 HISTORICAL TIMELINE

CONTEXT

Since as far back as 1982, the idea of a riverwalk has been a focal point of speculation, study, and inspiration. This section offers a brief summary and chronological account of various planning efforts that have led to the creation of this report and how they relate to the development of the riverwalk.

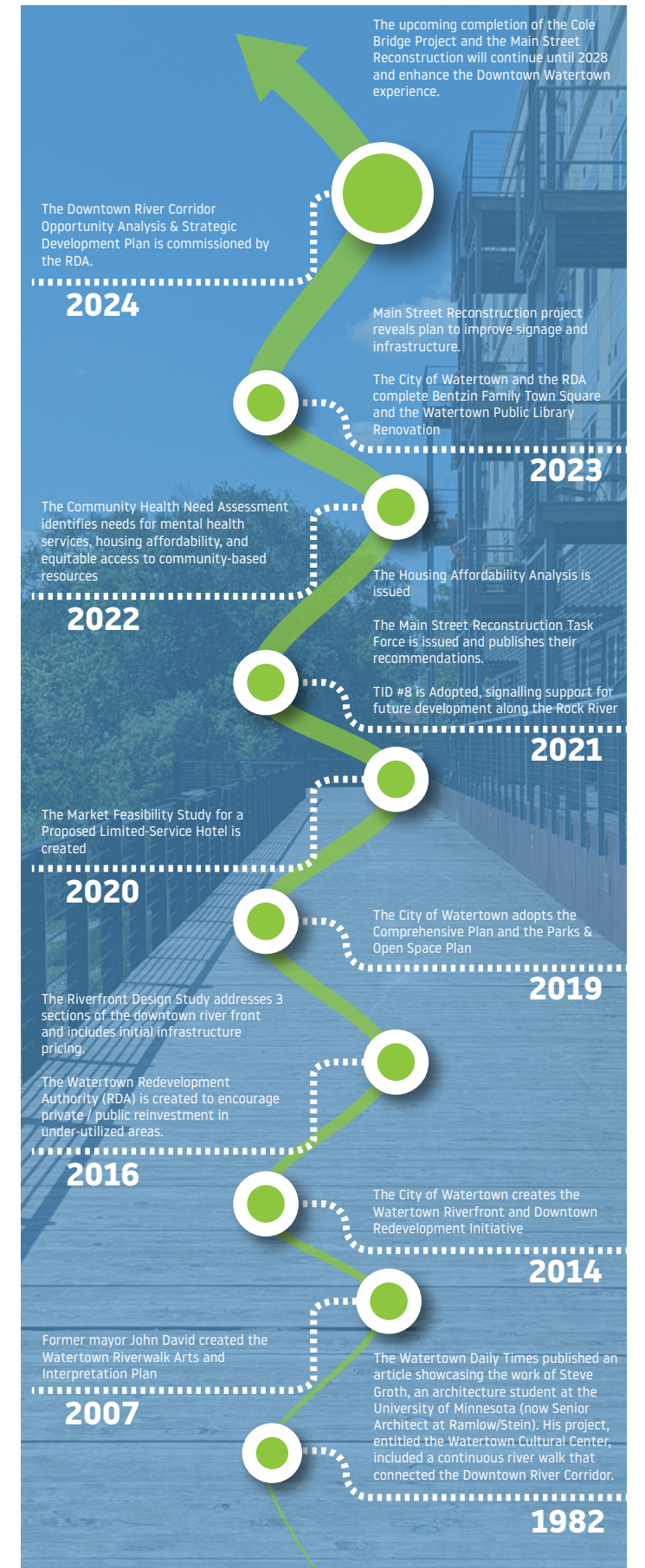
WATERTOWN RIVERWALK ARTS AND INTERPRETATION PLAN

The 2007 plan, developed by Vandewalle & Associates under the leadership of former Mayor John David and the Riverwalk Committee, marked a significant step in reimagining Watertown's relationship with the Rock River. Its primary goal was to identify opportunities for enhancing the riverfront experience through art, placemaking, and interactive elements that would educate, engage, and inspire both residents and visitors. As the first formal effort to envision a continuous pedestrian experience along the river, the plan took an interactive approach to placemaking. It outlined key recommendations for establishing thematic nodes along the riverwalk, with a focus on nature, public art, and sustainable green infrastructure that served both aesthetic and educational purposes.

This plan laid the foundation for much of the ongoing development work by introducing ideas that have since been further explored and refined. The emphasis on creating immersive, educational spaces that integrate art, environment, and community has been carried forward and internalized into current planning efforts. Many of the concepts proposed, particularly the focus on using the river as a central element for public interaction and learning, have become integral to shaping the future direction of Watertown's riverfront revitalization initiatives.

CIVIL ENGINEERING RIVERWALK PLANS

Between 2016 and 2018, the City of Watertown commissioned Ayres Associates to produce a series of civil engineering drawings aimed at assessing and proposing improvements for the riverfront along the Rock River in the downtown corridor. These documents focused on three small segments of the riverwalk and provided a detailed analysis of existing conditions as well as designs for enhancing the area. The plans included recommendations for the construction of pedestrian walkways that would improve accessibility and connectivity between different parts of the riverfront. Additionally, they proposed the installation of a new kayak launch to promote



Watertown River Walk Project Timeline

recreational use of the river.

A major focus of the Ayres drawings were on improving the river’s edge through the use of rip rap and seawall conditions, designed to stabilize the banks while maintaining an ecological balance. The inclusion of these features reflected a broader trend in riverfront development.

These documents laid the groundwork for future riverfront improvement projects by addressing critical infrastructure needs while implementing a revitalized river corridor that would serve as both a natural asset and a public amenity for Watertown residents and visitors alike.

2019 COMPREHENSIVE PLAN

The 2019 Adopted Watertown Comprehensive Plan outlines a strategic framework for guiding the future growth and development of Watertown through 2040. A central goal of the plan is to foster sustainable, high-quality development that preserves the city’s historic character while encouraging innovation and modernization in key areas, including the downtown river corridor.

In the context of this report, the comprehensive plan is highly relevant. It emphasizes the protection and revitalization of the Rock River corridor, a key asset for both recreation and economic growth. The 2019 plan highlights the need for compact, mixed-use development patterns, especially near the river, to enhance walkability and create vibrant public spaces that serve both residents and visitors. It also emphasizes environmental preservation, such as minimizing erosion and managing stormwater, which are crucial for maintaining the integrity of the river corridor. These priorities are closely aligned with the goals of the river corridor report, which seeks to transform the riverfront into a more accessible, enjoyable, and economically beneficial area. Furthermore, the comprehensive plan stresses the

importance of smart growth strategies, which include infill development, increasing housing density, and improving transportation networks—elements that are also central to the river corridor revitalization efforts. The proposed enhancements to the river walk, linking significant community nodes like the Bentzin Family Town Square and parts of Main Street, reflect the plan’s broader goal of making downtown Watertown a more interconnected and lively destination.

Overall, the 2019 Comprehensive Plan provides the foundational vision and policy framework that guides the specific recommendations found in this report, ensuring that all development along the river aligns with the city’s long-term sustainability, community character, and economic goals.

2021 HOUSING AFFORDABILITY ANALYSIS

Based on Chapter 10 of the Comprehensive Plan and the 2017-2040 City of Watertown New Housing Projections, this analysis focuses on two primary objectives: Meeting the existing and forecasted housing demand, and reducing the time and cost necessary to approve and develop a new residential subdivision in the municipality by 20%. The report examines undeveloped parcels, subdivision plats, and building applications to offer strategic recommendations aimed at reducing development costs and timelines.

One of the key strategies proposed involves amending the Zoning Code to allow a minimum lot size of 6,000 square feet for single-family homes. In tandem with this, the Subdivision Code could be adjusted to permit minimum right-of-way widths of 66 feet. These adjustments are designed to make subdivision development more feasible by lowering regulatory and fee-related barriers. However, it is important to note that while these changes may reduce the cost of developing a subdivision, they do not directly lower housing costs for consumers. According to the analysis, the most significant barrier to housing affordability is the size of the dwelling units themselves.

The report suggests that reducing the square footage of homes, particularly by building without full basements or two-car garages, in conjunction with lower development costs, could make new homes more accessible to medium-income households.

The report alludes to the need for more diverse and compact housing types to create a more affordable and sustainable housing market. By encouraging the development of smaller, more efficient units, Watertown could better meet the growing demand for housing in the coming years. This diversification in housing options is essential for fostering a more inclusive and adaptable residential market that can accommodate the city’s expected growth.

Ultimately, the analysis underscores that achieving housing affordability in Watertown will require both regulatory reform and innovation in housing design to create more flexible, affordable, and scalable housing solutions for the community’s future.

MARKET FEASIBILITY STUDY FOR A PROPOSED LIMITED-SERVICE HOTEL

This 2020 report was conducted to evaluate the potential demand for a 61-room hotel in Watertown, Wisconsin. The study aimed to assess market conditions, estimate occupancy rates, and determine the financial feasibility of the development, considering local competitive factors and the economic climate. The proposed hotel, affiliated with a major brand, would serve both business and leisure travelers, offering amenities such as an indoor pool, fitness room, meeting spaces, and extended-stay options.

Key insights from the report include the identification of potential sites for development, with recommendations focusing on either a downtown location near the Rock River and the new Town Square or a site along the Business 26 corridor. The study also highlights the competitive landscape, noting five existing lodging properties in Watertown and additional competition from nearby towns. The report projected a stabilized occupancy rate of 65% by 2025, with an average daily rate of \$121.00.

This report is significant in the context of the Downtown River Corridor Plan, as it addresses one of the critical elements for economic growth: hospitality infrastructure. A strategically located hotel would not only support the tourism industry but also enhance the river corridor as a destination for visitors, further linking recreational, commercial, and cultural nodes along the Rock River. The development of a hotel aligns with broader efforts to revitalize downtown Watertown by creating spaces that attract and accommodate both residents and visitors,

reinforcing the area’s identity as a vibrant, walkable urban environment.

2022 COMMUNITY HEALTH NEEDS ASSESSMENT (CHNA)

The 2022 Community Health Needs Assessment (CHNA) for Dodge and Jefferson Counties was a comprehensive study designed to evaluate the health challenges facing these communities. The report, produced in collaboration with multiple local health organizations, aimed to identify significant health needs, prioritize them, and suggest strategies to address them. Key areas of focus included access to affordable mental health care, housing, reliable transportation, and child care. The assessment gathered input through community surveys, focus groups, and public health data to create a broad understanding of local health concerns. Among the most critical needs identified were mental health services, housing affordability, and equitable access to community-based resources.

Watertown’s urban development objectives, as outlined in its comprehensive plans, include fostering sustainable growth, improving public spaces, and enhancing the quality of life for residents. While the CHNA is focused primarily on health outcomes, there is significant overlap with the city’s broader goals, particularly in housing affordability and community well-being. Both reports emphasize the importance of equitable access to essential services and the creation of livable spaces that promote health and well-being. Watertown’s focus on enhancing its downtown and riverfront areas to create more vibrant and accessible public spaces aligns with the CHNA’s goal of addressing the social determinants of health, such as housing and transportation.

The findings of the CHNA directly inform the strategies in the Downtown River Corridor report by emphasizing the role of environmental and community factors in public health. Enhancing the river corridor with walkable spaces, green infrastructure, and accessible recreational opportunities contributes to both physical and mental well-being. The river corridor plan’s focus on connecting

2040 Vision Statement

OPPORTUNITY RUNS THROUGH IT.

Halfway between Madison and Milwaukee, with the Rock River coursing through its historic downtown, the City of Watertown is an ideal – and idyllic – location for companies and people looking for a place where family and fellowship still matter. Here, residents cherish history and tradition, but also see a community full of opportunity and possibilities. Watertown citizens know the value of an excellent education, the pride that comes from an honest day’s work and the importance of a strong foundation guided by a moral compass.

2040 Vision Statement from the 2019 Comprehensive Plan



CHNA Top 3 Health Needs 2023-2026

key nodes within the community supports the CHNA's recommendation for more equitable and accessible public resources, reinforcing the need for urban designs that cater to diverse populations and improve overall community health.

WATERTOWN DOWNTOWN MAIN STREET RECONSTRUCTION

The Watertown Downtown Main Street Reconstruction Project was initiated to address the aging infrastructure of Main Street and to capitalize on a unique opportunity to reimagine the heart of Watertown's downtown. This 11-block corridor, including the historic Cole Memorial Bridge, serves as both a downtown commercial hub and a vital state highway (Highway 19). With infrastructure dating back to the 1960s, a full reconstruction is underway.

A task force was formed in 2021 to guide the project, emphasizing community engagement and planning to ensure the reconstructed Main Street would support business, improve pedestrian access, and foster economic development. Vandewalle & Associates, among other consultants, provided key design insights, focusing on the transformation of the streetscape to enhance pedestrian experiences, incorporate historical elements, and create vibrant public spaces.

The project's goals include maintaining the functionality of the downtown core, making it more pedestrian-friendly, and framing historical facades through design interventions. Important features include wayfinding systems, streetscape enhancements like tree-lined sidewalks, and spaces for community gatherings and events. The alignment between these two initiatives is evident in their shared goals: improving infrastructure, enhancing pedestrian connectivity, and fostering economic growth in the heart of Watertown. The River Corridor plan builds on the improvements to Main Street by extending connectivity from the revitalized downtown to the Rock River waterfront, creating a cohesive and accessible urban landscape.

As Watertown continues to focus on compact, mixed-use development and environmental preservation (as emphasized in the 2019 Comprehensive Plan), the River Corridor project will link revitalized downtown areas to the natural and recreational assets of the river. This connection will enhance the overall visitor experience, draw more foot traffic to Main Street businesses, and increase the city's attractiveness as a destination. In summary, the Main Street Reconstruction Project sets the stage for the River Corridor development, aligning both efforts towards a vibrant, walkable, and historically mindful downtown that supports economic development and community engagement.

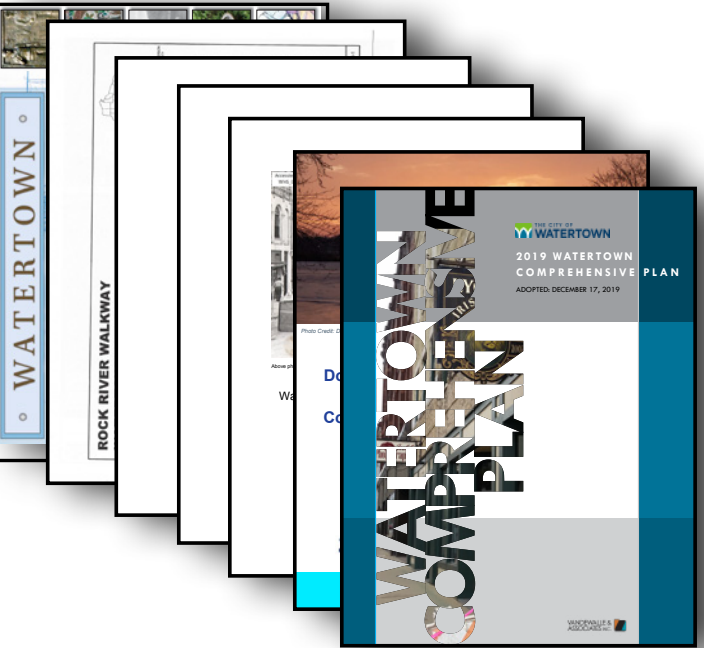
WATERTOWN DOWNTOWN PARKING STUDY

The Watertown Downtown Parking Study assessed existing parking conditions and future needs in the downtown area, focusing on public and private parking utilization. The study revealed that during peak times, the parking occupancy reached only about 53% in public lots, leaving a surplus of over 590 spaces. The report also projected future demand based on potential development, such as retail and residential growth, which may reduce this surplus, especially in zones closest to the riverfront.

In the context of the Rock River District Vision, the parking study provides critical insights into how parking resources can support and align with the plan's goals of creating a walkable, vibrant downtown. By understanding surplus areas and identifying zones that may face deficits, the city can proactively manage parking to accommodate increased pedestrian activity and new developments along the riverfront. Additionally, strategies like shared parking agreements and promoting multimodal options align with the Vision's objectives of enhancing accessibility and reducing reliance on vehicular traffic.

SUPPORTING DOCUMENTS SUMMARY

Together, these reports form a compelling narrative that highlights the importance of collaboration, strategic vision, and seizing critical opportunities. The Downtown River Corridor report represents the culmination of years of thoughtful planning, rooted in a shared commitment to Watertown's future. Each report illustrates a growing recognition of the Rock River's potential as a central element in the city's identity.



Milwaukee Street Bridge

VISION STATEMENT

The Watertown Riverwalk & Strategic Development Plan aims to strategically position the Watertown community for sustained investment and revitalization. Leveraging its unique identity and existing public amenities, our goal is to catalyze growth and cultivate a dynamic, community-oriented future.

1.3 VISION & OBJECTIVES

As outlined in the previous chapter, the Rock River District Vision has been building on a strong foundation of planning and community input. The process began with the City of Watertown's Request for Proposals (RFP) in January 2024, which called for a plan to harness the potential of the downtown riverfront area while honoring the city's established goals and objectives. These goals, rooted in the 2019 Comprehensive Plan and informed by a series of focused studies, reflect a commitment to revitalizing downtown as a vibrant, accessible, and economically resilient destination.

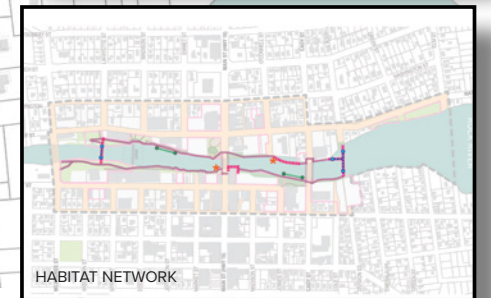
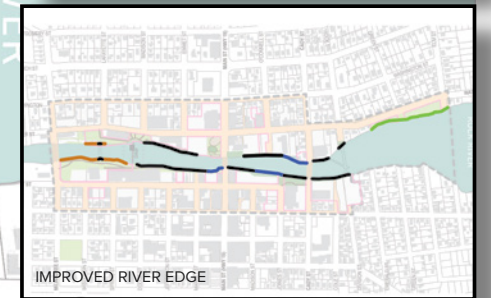
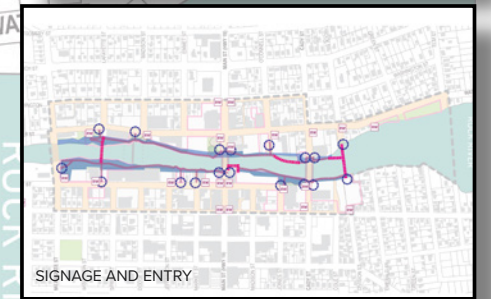
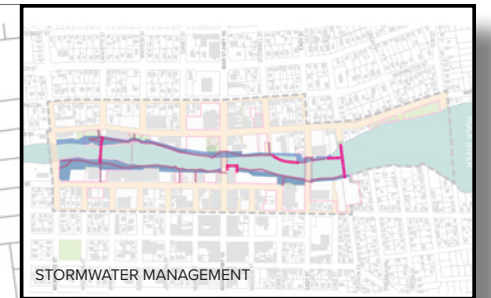
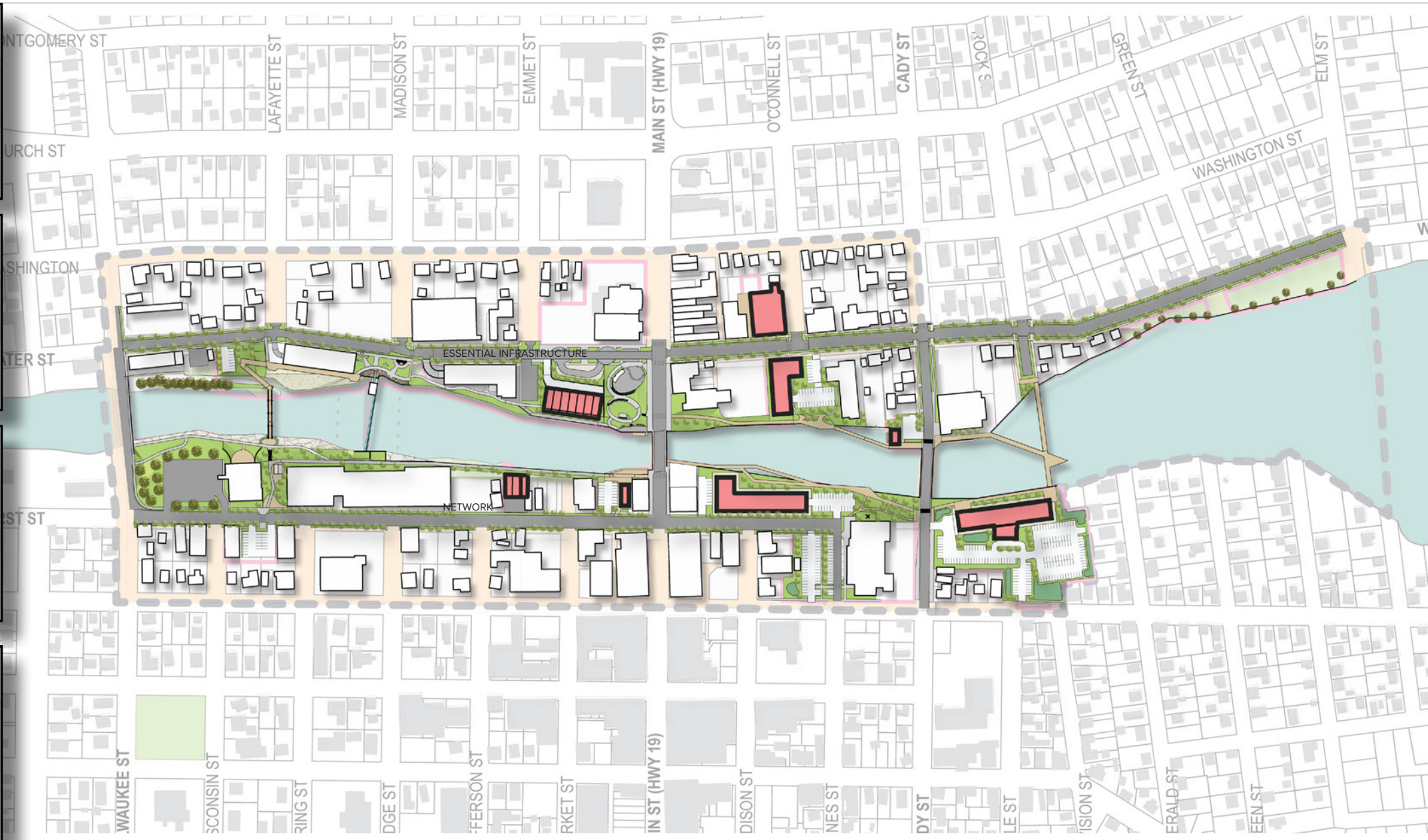
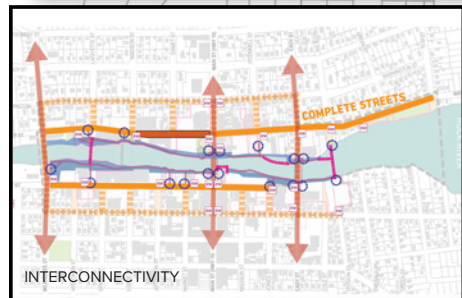
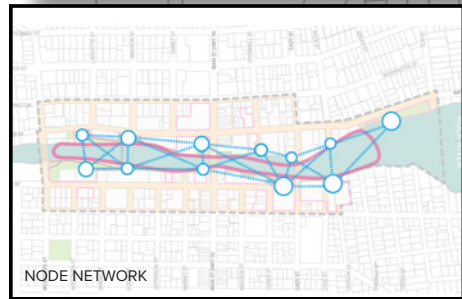
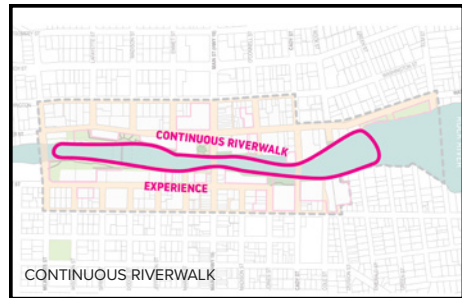
The design team's primary task was to synthesize this wealth of information, aspirations, and community feedback into a clear, actionable strategy. Recognizing the extensive groundwork already laid, the team sought to align its approach with the city's long-term vision, respecting the unique character of Watertown while identifying new opportunities for growth and connection along the riverfront.

This vision statement, stated in the graphic above, is not just a summary of the team's efforts but a continuation of the city's commitment to creating a thriving downtown core that builds on its history, engages the community, and enhances its relationship with the Rock River. By weaving together past insights, present needs, and future possibilities, the report provides a cohesive framework to guide development and investment in the Downtown River Corridor for years to come.

The statement was developed collaboratively and iteratively from the outset. Working closely with the Redevelopment Authority (RDA) and the steering committee, the team distilled the core values and aspirations into a guiding framework, using the Vision Statement and planning principles as "guardrails" for the design process. Through a robust community engagement process—including two Open House events and a live survey—the team gathered valuable insights and feedback from residents, business owners, and stakeholders. This inclusive approach ensured that the Vision Statement and its accompanying principles truly reflect the community's priorities and serve as a strong foundation for shaping the future of the Downtown River Corridor.

OBJECTIVES

- **CREATE A STRATEGIC DEVELOPMENT PLAN THAT WILL ENHANCE THE RIVER CORRIDOR'S AESTHETIC, ECONOMIC, AND RECREATIONAL POTENTIAL.**
- **MAINTAIN THE NATURE AND CHARACTER OF WATERTOWN'S HISTORIC DISTRICT**
- **BUILD UPON OTHER RECENTLY COMPLETED INITIATIVES.**



DESIRED OUTCOMES

Inspiring a Renaissance

Investment in a destinational riverwalk experience has the potential to catalyze development and breathe new life into Watertown's downtown, including underutilized or brownfield sites. By creating a vibrant, accessible riverfront, the Rock River District can become a magnet for both private investment and community engagement, transforming these spaces into economic and social assets.

The design team has identified a continuous riverwalk concept as the primary strategy to achieve these goals. The continuous riverwalk aims to enhance the quality of life for residents by promoting physical health through recreational opportunities like walking, running, and

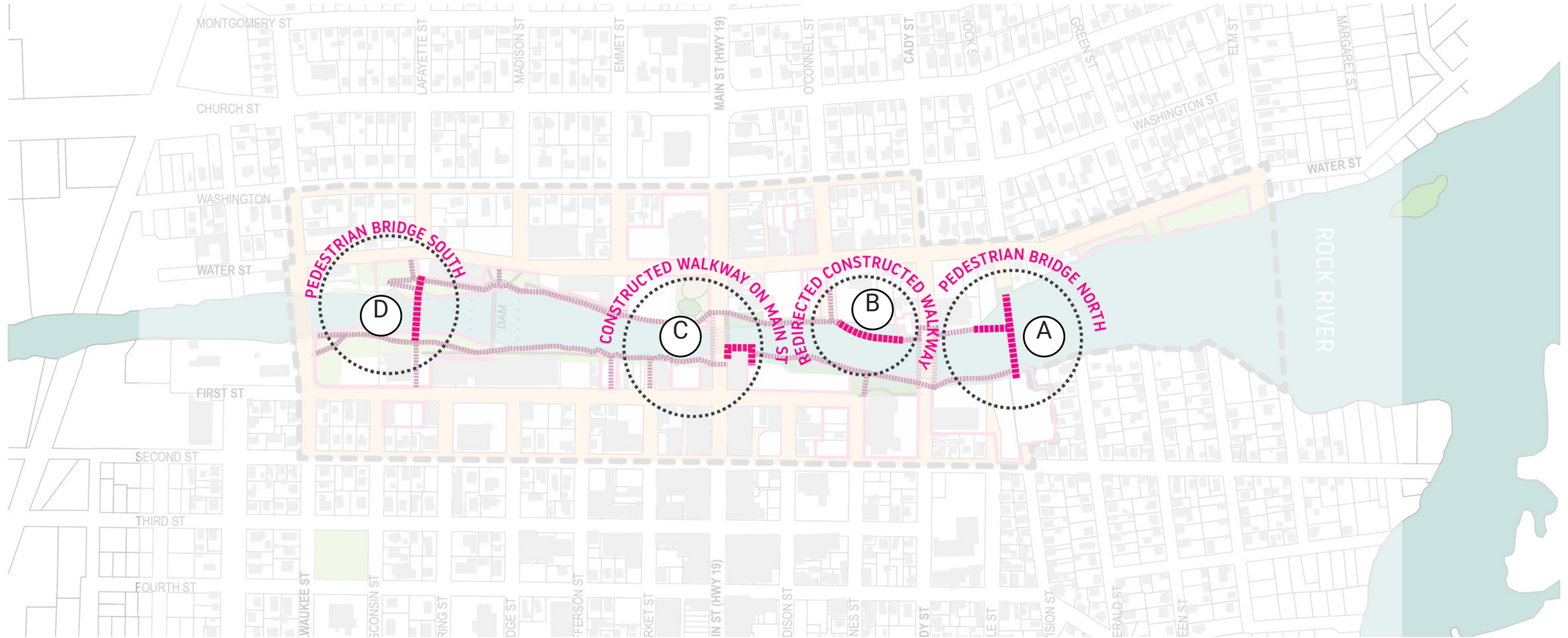
biking. Additionally, it will foster mental well-being by offering gathering spaces for relaxation, social interaction, and community events. Active public spaces also contribute to urban safety, as well-used areas are typically safer and more welcoming for residents and visitors alike.

Significant progress has already been made toward establishing publicly accessible spaces on both sides of the river. The riverwalk seeks to connect key public nodes, such as South First Street Park, the Watertown Dam pocket park, the Bentzin Family Town Square, and Fannie P. Lewis Park.

Further extending the riverwalk will link newly developed or planned areas, including sections adjacent to the Globe multifamily housing development, the east side of the river near the Main Street Bridge, and a future walkway next to City Hall. Together, these spaces will

form a cohesive network of parks and public spaces, enhancing walkability, boosting the local economy, and reinforcing Watertown's sense of place.

By integrating the riverwalk into the city's urban framework, the Rock River District can achieve long-term environmental, social, and economic goals, creating a destination that attracts investment, fosters pride in the community, and strengthens Watertown's connection to the Rock River.



1.4 KEY RIVERWALK PROJECTS

The Rock River flows southwest through Watertown and the Downtown River Corridor, shaping both the landscape and the city's identity. In recent history, the river has been a gathering place for recreation, boating, and community activities, with notable hubs like Riverside Park. Infrastructure improvements, such as the Cady Street Bridge reconstruction and the Cole Bridge project on Main Street, reflect the city's ongoing relationship with the river.

Over time, the riverbank around the downtown corridor has experienced incremental erosion. Creating a continuous riverwalk requires addressing these challenges to ensure safety, access, and sustainability. This report outlines recommendations for four essential infrastructure projects, along with a Riverbank Toolkit to guide ecological restoration and structural improvements. Additionally, the riverwalk's success could implement a right-of-way strategy and stormwater management solutions that protect the corridor while enhancing usability. Together, these infrastructure investments could act as a catalyst for smart growth, unlocking the full potential for future development along the riverfront.



A: Pedestrian Bridge North



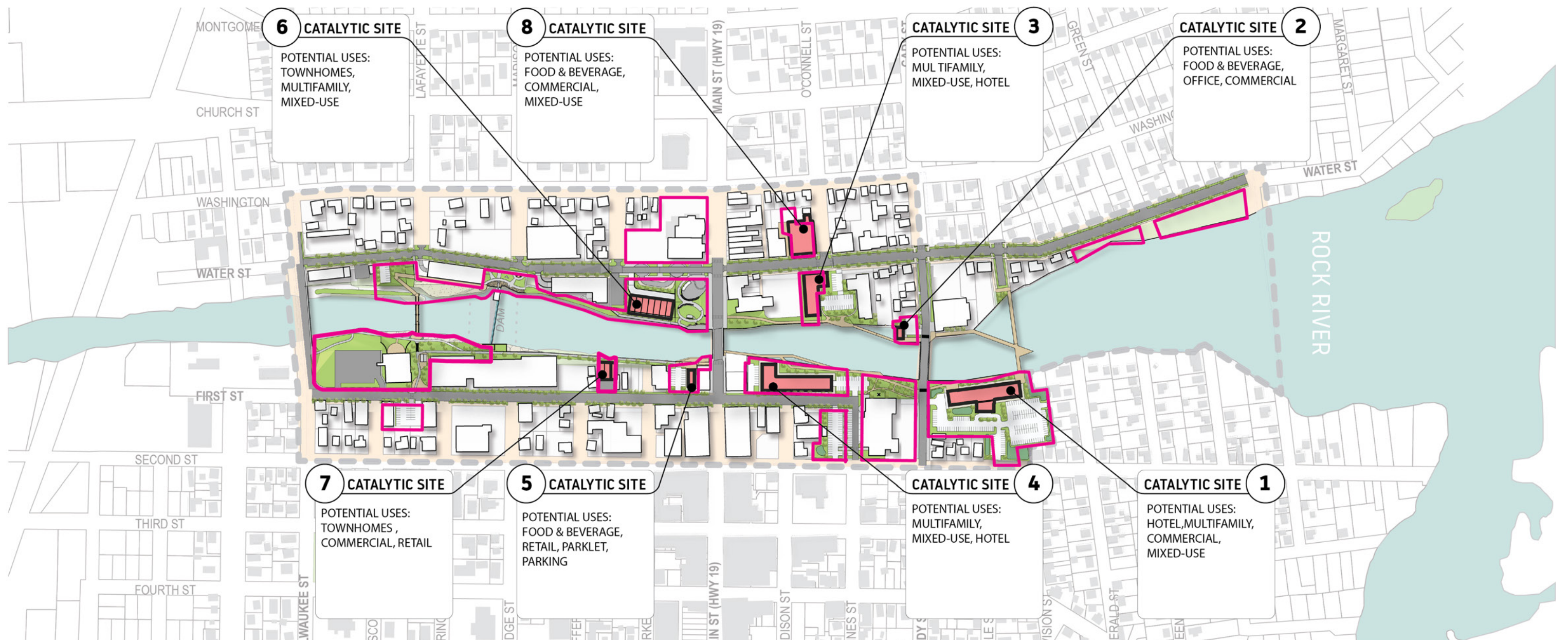
B: Redirected Constructed Walkway



C: Constructed Walkway on Main Street



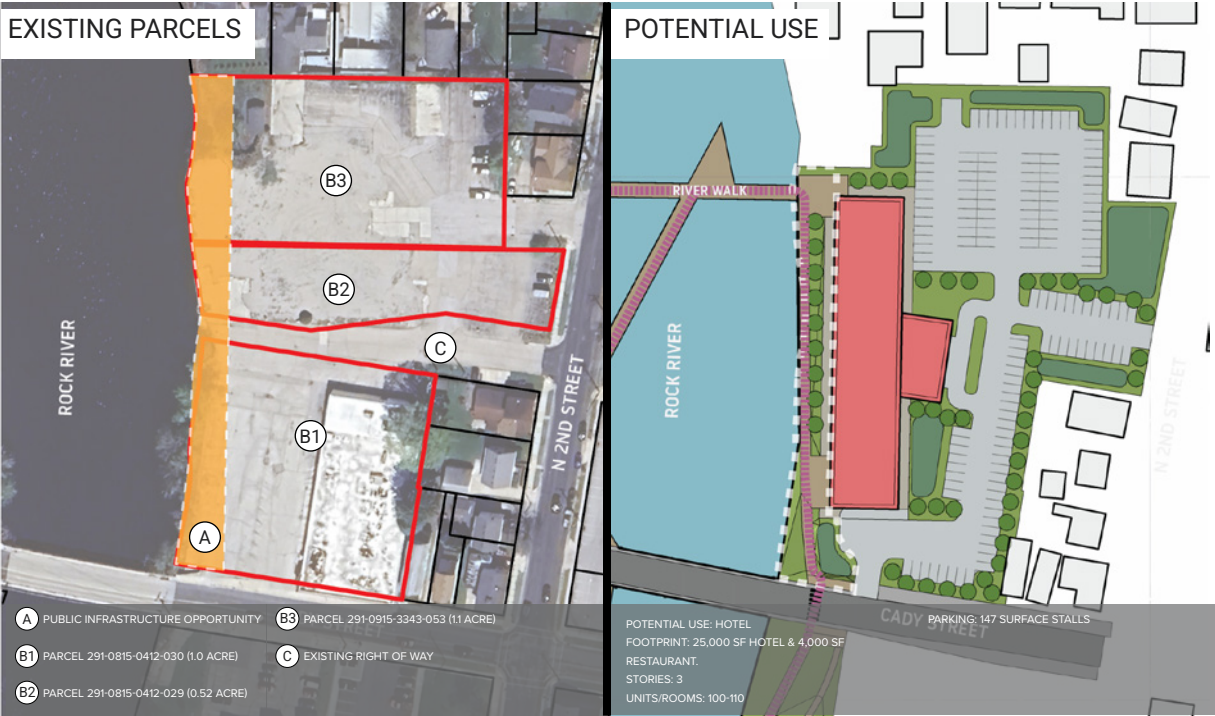
D: Pedestrian Bridge South



1.5 CATALYTIC SITES OVERVIEW

The RDA tasked the design team with envisioning sustainable growth and development for each of these sites. These catalytic parcels are central to a feasibility study, exploring what could be realized within the study area. The analysis draws from a comprehensive range of data, including zoning regulations, land use studies, projected program requirements, and insights from relationships with experienced developers. Through careful examination of these reports, supporting documents, discussions with the City and the Redevelopment Authority, and extensive community engagement, the design team has crafted the following strategic, flexible, and long-term vision of development. This vision aims to transform the identified parcels into thriving spaces that will support a vibrant, dynamic future for the area.

CATALYTIC SITES:
PARCEL BOUNDARIES & EXAMPLE SITE PLANS



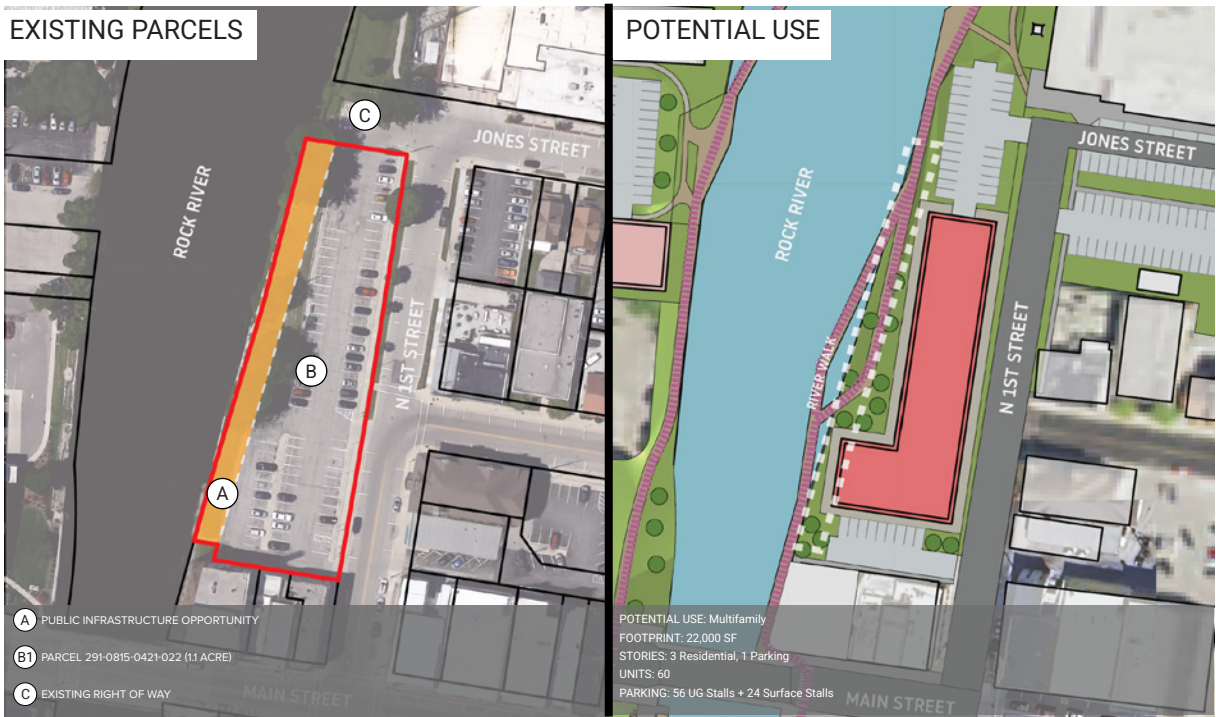
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3 CATALYTIC SITE

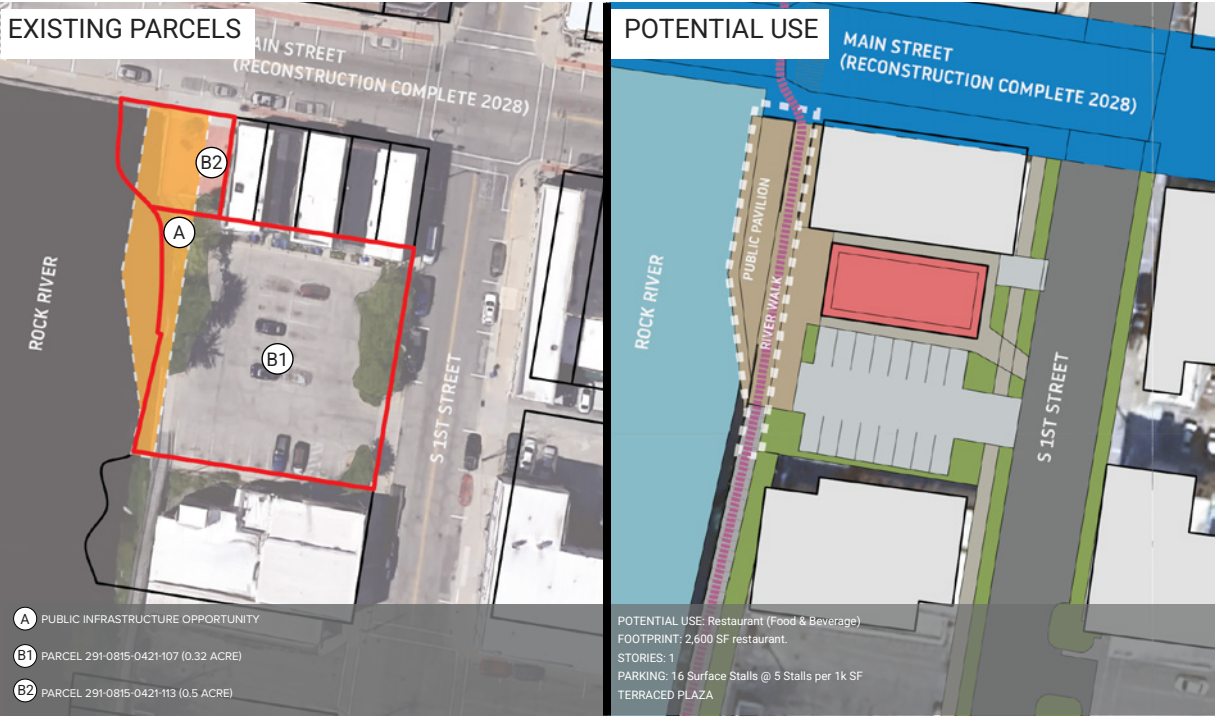


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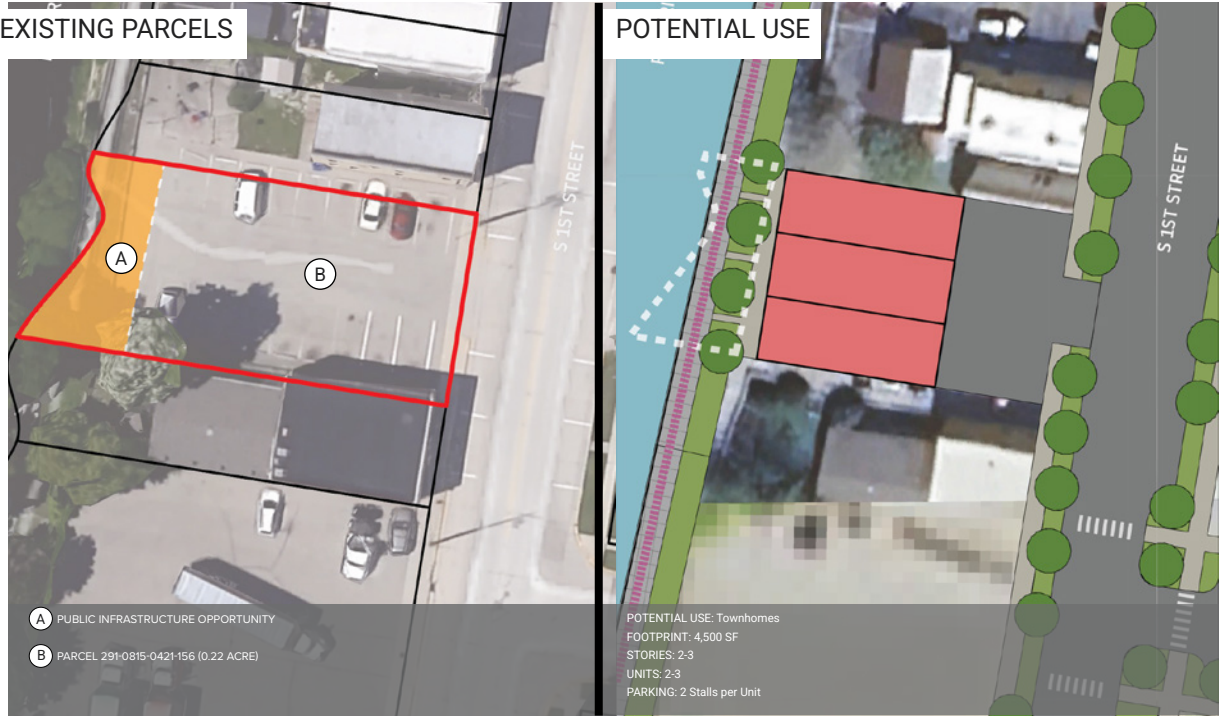


4 CATALYTIC SITE

CATALYTIC SITES:
PARCEL BOUNDARIES & EXAMPLE SITE PLANS



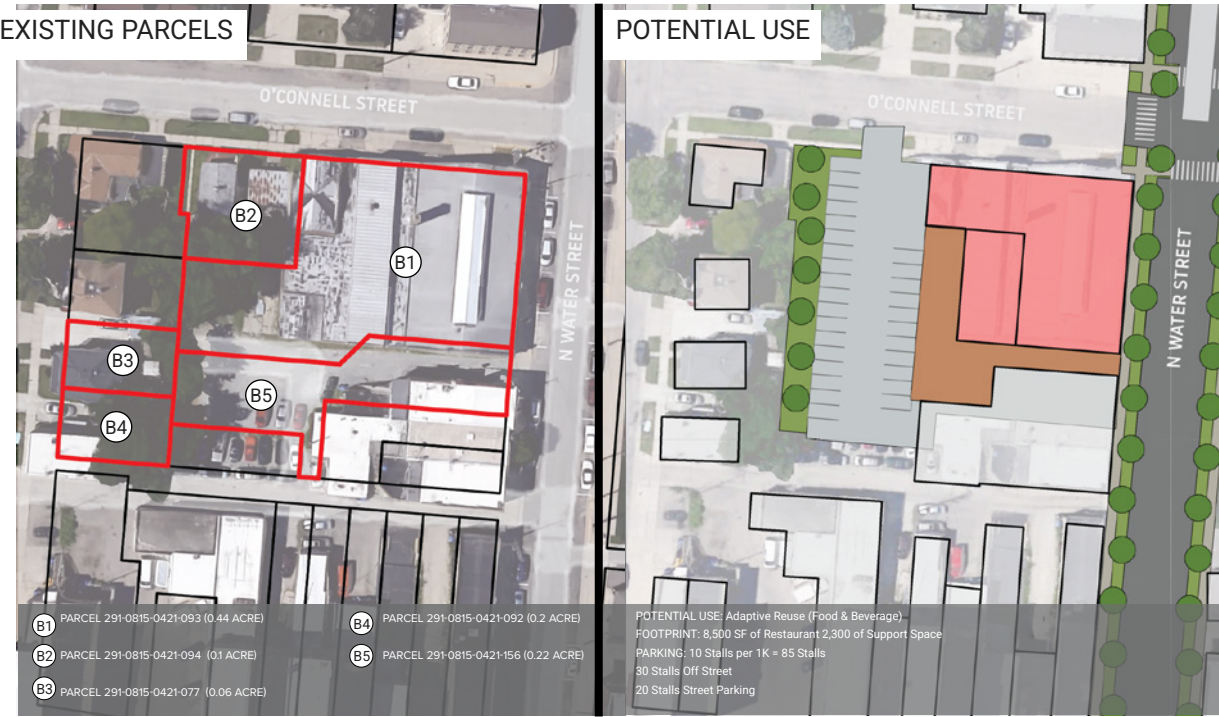
5 CATALYTIC SITE



3 CATALYTIC SITE



6 CATALYTIC SITE



4 CATALYTIC SITE



1.6 IMPLEMENTATION SUMMARY

The Implementation chapter outlines a comprehensive approach to turning the Rock River Corridor Vision into reality. Backed by strong community and institutional support, the plan emphasizes flexibility and responsiveness, acknowledging that the path forward may not be linear. Key strategies include securing funding, updating zoning regulations, prioritizing early catalytic projects, and fostering public-private partnerships. These efforts aim to create momentum for redevelopment while maintaining transparency, accountability, and community involvement. Key implementation steps begin with the adoption of the plan by the Redevelopment Authority, followed

by City Council approval. Early initiatives focus on acquiring right-of-way for the riverwalk, applying for EPA Community-Wide Assessment Grants to address brownfield sites, and designing and constructing riverwalk elements, such as pedestrian bridges. Funding sources include state programs, grants, and private partnerships.

Brownfield remediation is critical, with the city leveraging partnerships and grants to repurpose contaminated properties. Collaborative efforts with developers and organizations aim to maximize resources for revitalization. Additionally, marketing and branding strategies are recommended to build a recognizable identity for the initiative, boosting support and momentum.

Next steps may involve detailed project planning and regulatory processes. This can include pre-application

meetings with the Wisconsin Department of Natural Resources (WDNR) and the Army Corps of Engineers, as well as obtaining necessary permits and completing hydraulic modeling to meet environmental and safety standards.

The City commits to regularly evaluating its decisions against this report, ensuring alignment with community interests and adaptability to challenges. By fostering growth, securing funding, and maintaining a collaborative spirit, the City of Watertown aims to enhance quality of life for residents and advance the Rock River Vision.

2.0 COMMUNITY ENGAGEMENT



Open House #1 Event at the Watertown Public Library on June 12th, 2024

2.1 COMMUNITY ENGAGEMENT PROCESS

Community engagement has served as a cornerstone of the visioning process for the Rock River District, ensuring that the strategic direction aligns closely with the values, needs, and aspirations of Watertown’s residents. By actively collaborating with a diverse array of community stakeholders—including residents, business owners, civic leaders, and representatives from local organizations—alongside a steering committee appointed by members of the Redevelopment Authority (RDA), the project team has been able to develop guiding principles and establish priorities that authentically reflect the community’s voice.

A key objective of this engagement was to create a transparent, inclusive, and interactive dialogue that empowered community members to share their

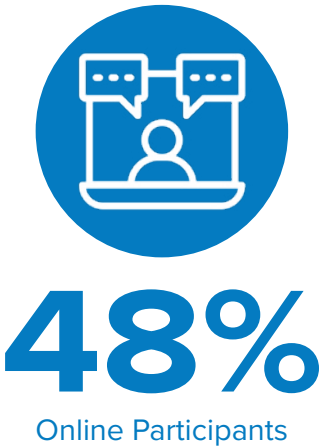
insights and shape the future of the riverfront corridor. To facilitate this dialogue, the team conducted two Open House meetings during different phases of the project, providing multiple opportunities for the public to participate, express their ideas, and respond to emerging concepts. These sessions served not only to gather valuable input but also to build trust and foster a sense of shared ownership in the project outcomes.

The format of these meetings included presentations, interactive mapping exercises, and group discussions that enabled participants to articulate their vision, identify specific priorities, and provide feedback on proposed strategies. This engagement process has been integral in highlighting the unique character and potential of the Rock River District, while ensuring that the resulting plan is both actionable and widely supported by those who live and work in the area.

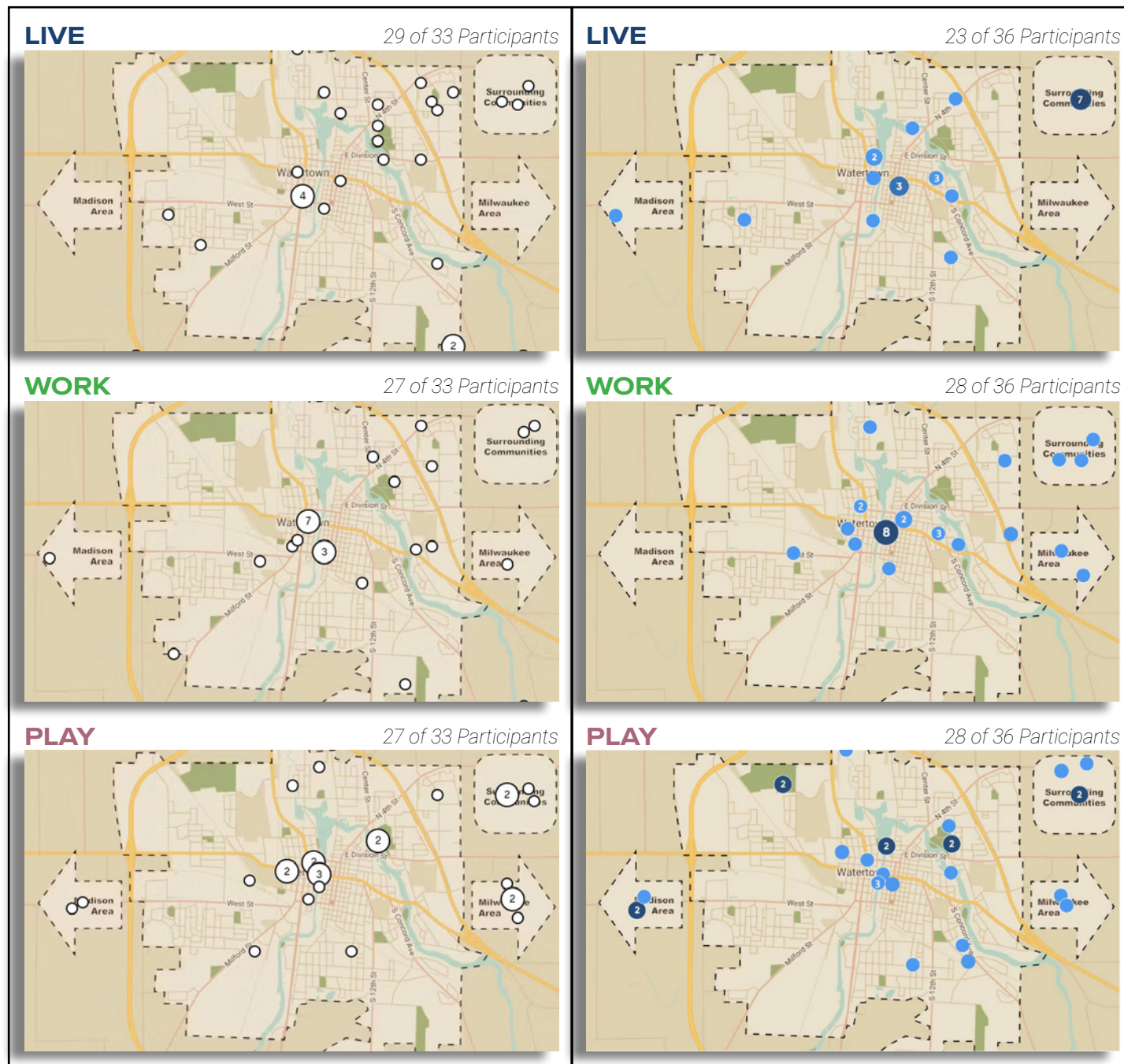
The following sections provide a detailed synopsis of these community engagement efforts, capturing the key themes, priorities, and recommendations that emerged from the Open House sessions. These findings have directly informed the strategic development framework and serve as a foundation for the plan’s implementation strategies moving forward.

2.2 OPEN HOUSE & LIVE SURVEY

The first Open House event and its associated live survey were critical in establishing the community’s vision and priorities for the Watertown Downtown River Corridor. The purpose of these activities was to gather feedback from residents and stakeholders on their perceptions, aspirations, and preferences for the future of the riverfront area. These insights are essential to shaping a strategic plan that not only enhances the aesthetic and functional qualities of the river corridor but also reflects the community’s desires and priorities.



Participants discussing at Open House #1.



Left Column: Open House #1 Results. Right column: Live Survey Results

LIVE / WORK / PLAY ACTIVITY

The Live / Work / Play activity, conducted as part of the Open House #1 event and extended through an online survey, aimed to capture where participants live, work, and recreate within Watertown and the study area. This activity provided valuable insight into the spatial relationship between the community members and the Rock River District, highlighting the patterns of engagement and usage of the area.

The data indicates a strong local presence and connection to the downtown area among participants, suggesting that the corridor is a focal point not only for residence but also for work and leisure activities. The high proportion of people who both live and work in the city limits suggests a solid foundation of local engagement, while the slightly lower proportion of respondents who “play” within the corridor highlights an opportunity to enhance the recreational appeal of the riverfront area.

LIVE

75%

of respondents live within the Watertown city limits.

WORK

80%

of respondents work within the Watertown city limits.

PLAY

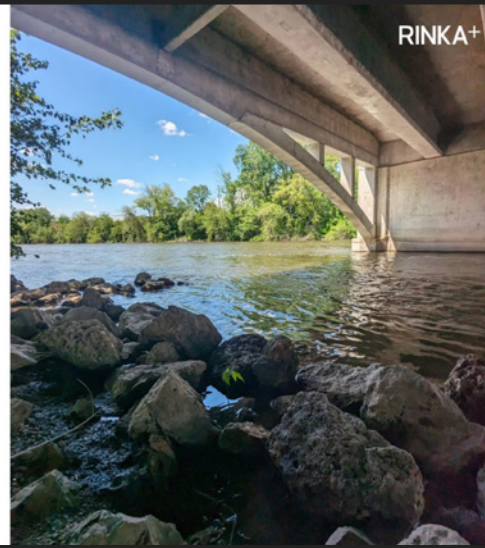
80%

of respondents recreate within the Watertown city limits.

This feedback helps shape the strategic focus of the Downtown River Corridor Plan by emphasizing the need for improvements that cater to a diverse range of uses—residential, professional, and recreational. Addressing these dynamics will be crucial in transforming the river corridor into a vibrant, multi-use destination that better serves the community’s needs and increases its appeal as a place to live, work, and play.

PLANNING PRINCIPLES

- Eight key principles have been developed with the RDA and city leaders.
- These principles will be used to guide the success of the masterplan
- Following is a list of Watertown's masterplanning principles that we will ask you to help us prioritize.



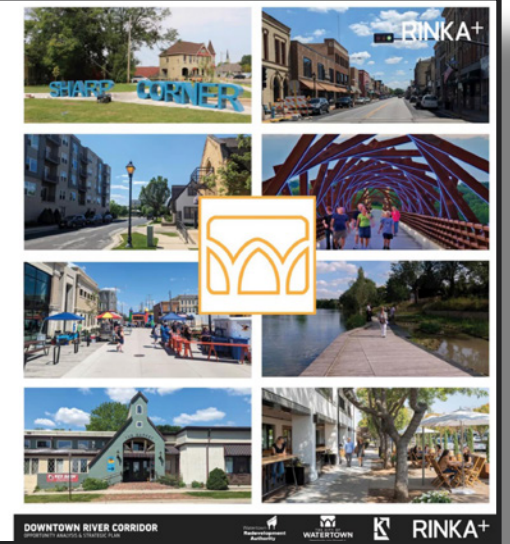
Activate Key Sites in the Study Area for Redevelopment

- Accessible and welcoming places and programs for all residents, visitors, and employees
- Inclusive policies that empower all residents to live well and contribute fully
- Design that enables all residents to participate in civic life
- Equitable access to all community services
- Celebrate local and regional history and culture
- Prioritize safety for all residents



Preserve the Character of Watertown with an Eye on the Future

- Build on the regional history of the Rock River and the industry that encouraged the formation of Watertown
- Create a unique differentiator for the city of Watertown
- Utilize local plant and building materials
- Acknowledge regional industry and indigenous past
- Celebrate city values and identity
- Consider the adaptive re-use of existing building stock



Promote a Mix of Uses to Activate Public Space

- Create a downtown destination by concentrating different uses
- Provide a balanced mix of land uses - residential, retail, restaurant, entertainment, employment, civic, etc.
- Extend safe pedestrian connections to Bentzin Family Town Square and other amenities
- Provide choices for people to experience downtown Watertown in different ways



Identify Environmental Concerns & Engage Green Infrastructure

- Creative stormwater management: green streets & blue roofs
- Maximize green spaces
- Maximize urban canopy: health, energy, habitat
- Sustainable landscape management
- Permeable and sustainable paving solutions
- Consider alternate energy solutions
- Integration of natural and regional materials



Implement Safe and Connected Streets

- Design to accommodate all ages and abilities
- Safe and frequent crosswalks, landscaping, and shade
- Integrate traffic-calming measures
- Pedestrian-scaled safety lighting
- Wayfinding signage
- Coordination with the Main Street reconstruction project and the Bike & Ped plan



Support Walkability & Connectivity

- Pedestrian-Oriented
- Comprehensive sidewalk and trail network
- Active ground-level uses
- Services within walking distance of residents
- Human-scaled buildings
- Tree-lined streets and sidewalks
- Comprehensive wayfinding



Create a Strong Vision to Encourage Diverse Housing Choices

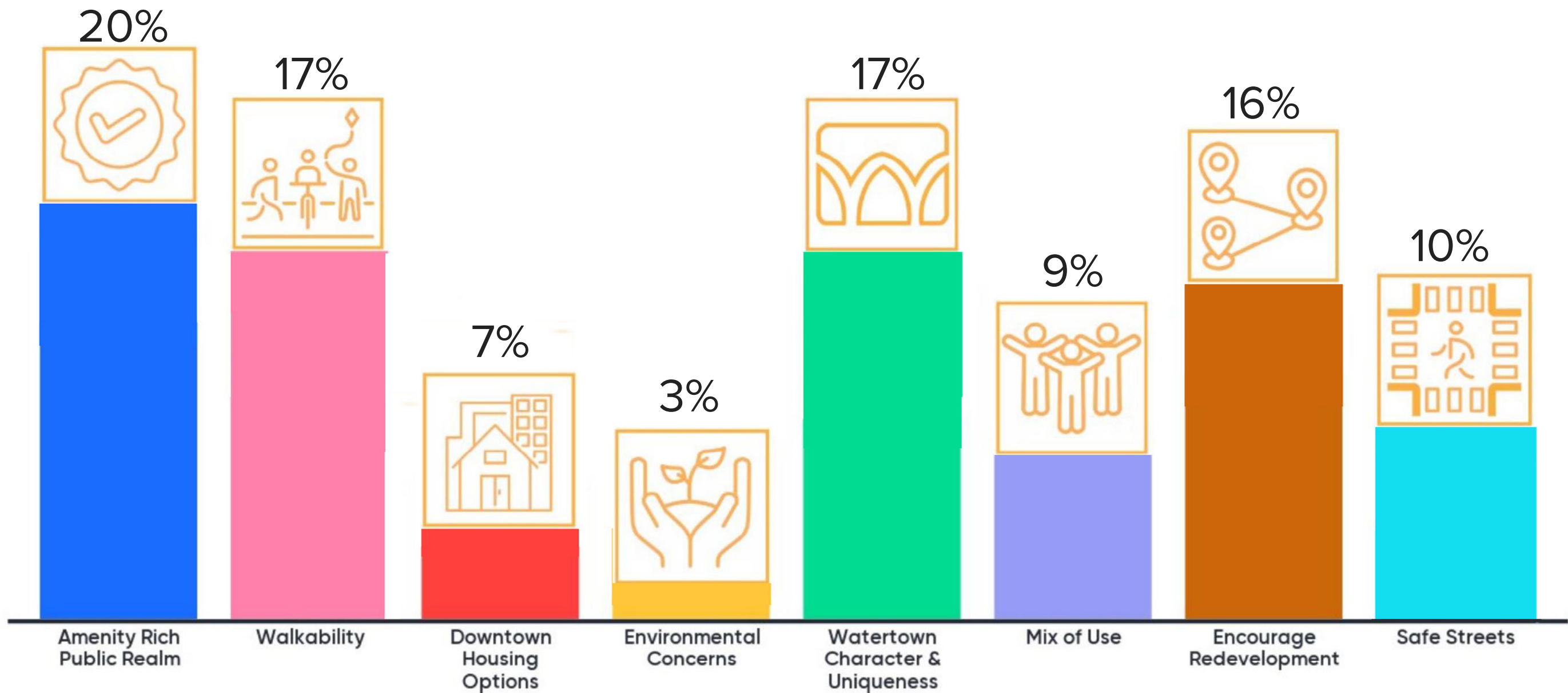
- Provide a highly amenitized masterplan that encourages high-quality housing
- Market-rate and diversified options
- For sale and rental choices
- Senior housing options
- Mixed-Use Environments



Provide High-Quality, Amenity-Rich Public Realm

- Improve access to the Rock River
- Enhance riverfront experience
- Create public infrastructure to encourage high-quality areas
- Connect the riverfront with an open space system
- Provide green spaces and play areas
- Create welcoming public places for social gatherings
- Provide opportunities for outdoor recreation





RANKED PLANNING PRINCIPLES

The planning principles for the Rock River District Vision were established through community engagement, including Open House #1 and an extended online survey, where participants prioritized the district's core values. Respondents highlighted high-quality public amenities, investment opportunities, walkability/connectivity, and celebrating Watertown's character and uniqueness as the most essential elements among the eight planning principles presented.

These priorities reflect a collective desire for the district to offer rich, accessible public spaces, which serve as vital hubs for community interaction, recreation, and engagement. High-quality amenities, such as green spaces, gathering areas, and improved pedestrian routes, ranked highly as they play a direct

role in enhancing quality of life and encouraging social cohesion. Similarly, walkability and connectivity emerged as key values, emphasizing the community's commitment to creating a pedestrian-friendly, accessible environment that seamlessly connects the riverwalk with other district features.

In addition, investment opportunities ranked highly, underscoring the community's support for revitalizing the riverfront through economic activity that aligns with the city's long-term development goals. Emphasizing Watertown's character and uniqueness also reflects the community's pride in its local identity and desire to ensure that any development respects and celebrates its heritage.

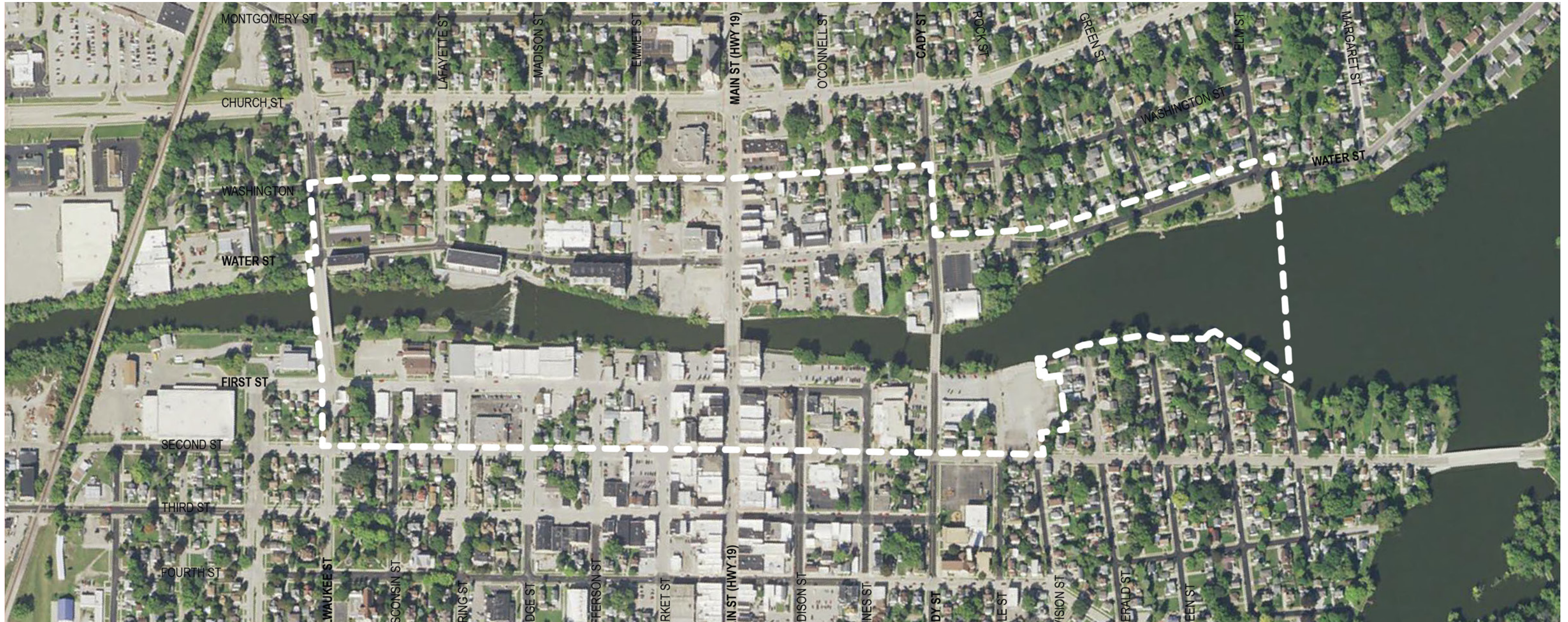
COLLECTIVE RANKING AS A DESIGN FOUNDATION

By collaboratively ranking these principles, the community has established a foundation for the design process that reflects shared values and aspirations. These rankings provide a clear framework for the design team, guiding decisions about which elements to prioritize within the Rock River District. They ensure that each project within the district aligns with what the community values most, allowing for a focused approach that resonates with residents and visitors alike.

As the Rock River District Vision progresses, these prioritized principles will continue to serve as "guardrails" that keep the district's development aligned with community interests. Integrating public feedback in this way strengthens the design process, ensuring a more

inclusive, cohesive outcome that serves the diverse needs of Watertown's community while fostering a vibrant and sustainable urban environment.

3.0 **FRAMEWORK**



3.1 INITIAL ANALYSIS

Founded in the early 1830s, the city rapidly evolved into a regional hub by capitalizing on the river's power for milling, transportation, and trade. This early economic boom left a lasting imprint on Watertown's urban form and character, with the Rock River acting as both a unifying and dividing element that has significantly influenced its development patterns over the past 190 years.

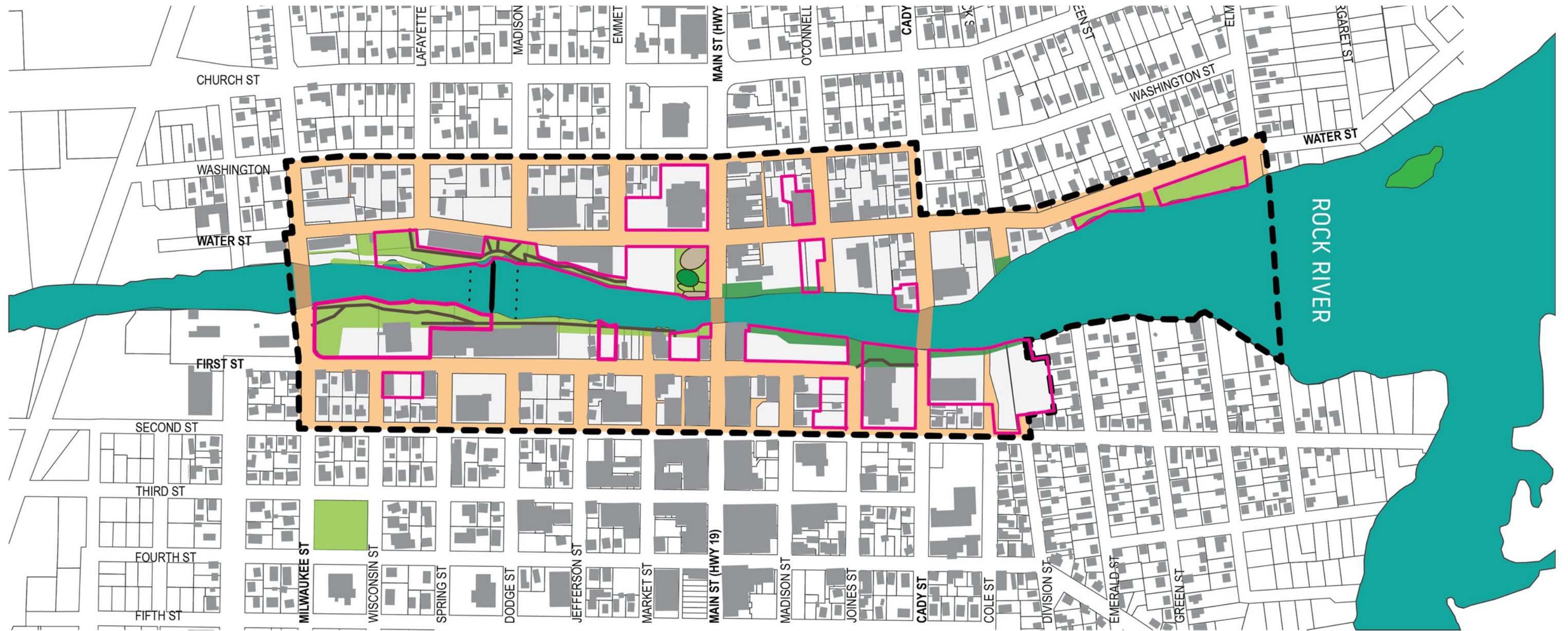
The downtown area retains the charm and elegance of a classic 19th-century American town. Red-brick buildings, narrow streets, and traditional storefronts line the central business district, evoking a sense of timelessness

and reflecting the city's prosperous past. Architectural landmarks such as the Octagon House, built in 1854, and a collection of well-preserved Victorian homes stand as testaments to Watertown's early affluence and its commitment to preserving its architectural heritage. Historic bridges, including the iconic Main Street Bridge, serve not only as critical connections across the river but also as focal points that provide scenic vistas and contribute to the city's distinct sense of place.

The study area focuses on the western stretch of the Rock River as it winds through Watertown's downtown corridor. This area, extending from Fanny P. Lewis Park on the northern edge to the Milwaukee Street Bridge to the south, encompasses a diverse mix of land uses, including residential neighborhoods, commercial properties, industrial sites, and public recreational spaces. It is bounded by Washington Street on the western bank and Second Street on the eastern

bank, capturing the varied, layered history of the city's development.

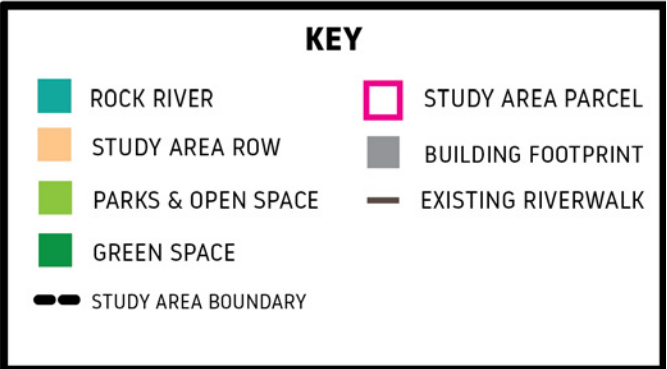
The site's evolution has been gradual, shaped by changing economic trends, shifts in transportation patterns, and growing environmental awareness. This complex interplay between the built environment and the natural landscape offers both challenges and opportunities for revitalization, positioning the Rock River as a catalyst for future growth and placemaking in Watertown's urban core.

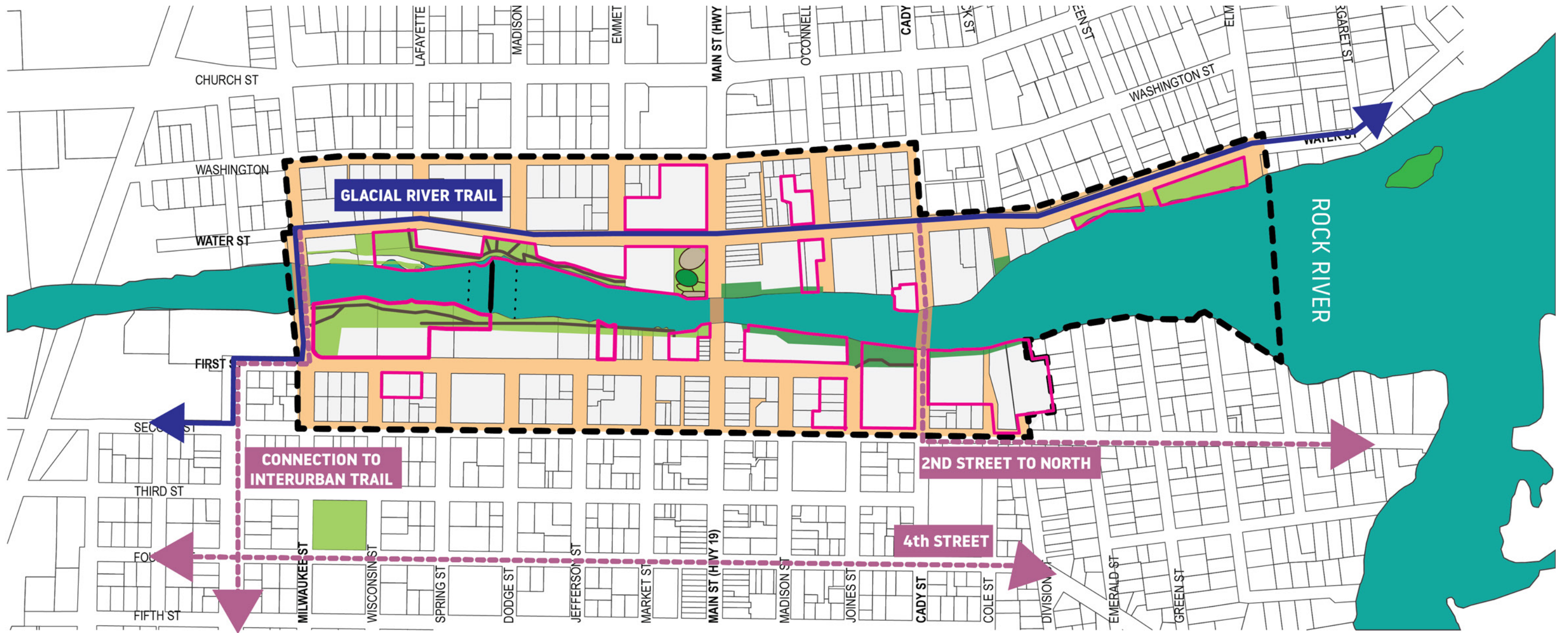


STUDY AREA

Following the direction of the Watertown Redevelopment Authority, the design team evaluated several key parcels within the study area, focusing on those either owned by the City of Watertown or that maintain a cooperative relationship with the city. The diagram illustrates the ownership boundaries of these parcels, highlighting their spatial relationships with key features such as building density, adjacent green spaces, and existing riverwalk pathways. This visualization allows us to better understand how these parcels interact with the Rock River as it flows through the area today.

By examining the connectivity between these parcels and their proximity to both natural and built environments, we can begin to assess the opportunities for integrating public spaces, enhancing accessibility, and fostering future development. This foundational analysis provides a clearer picture of how these strategic parcels fit into the broader context of Watertown's riverfront revitalization efforts





PEDESTRIAN CONNECTIVITY

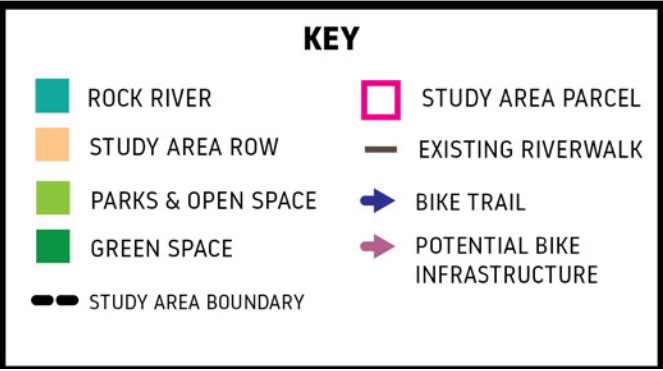
The downtown study area currently benefits from several connections to existing trail systems and pedestrian infrastructure, positioning it as a potential hub for future network expansion. One of the primary assets is the Glacial River Trail, a 52-mile regional trail that runs north-south along Water Street, intersecting the Rock River at the Milwaukee Street Bridge. This trail connects Watertown to other communities and trail systems throughout southern Wisconsin, providing an important linkage for cyclists and pedestrians traveling through the region.

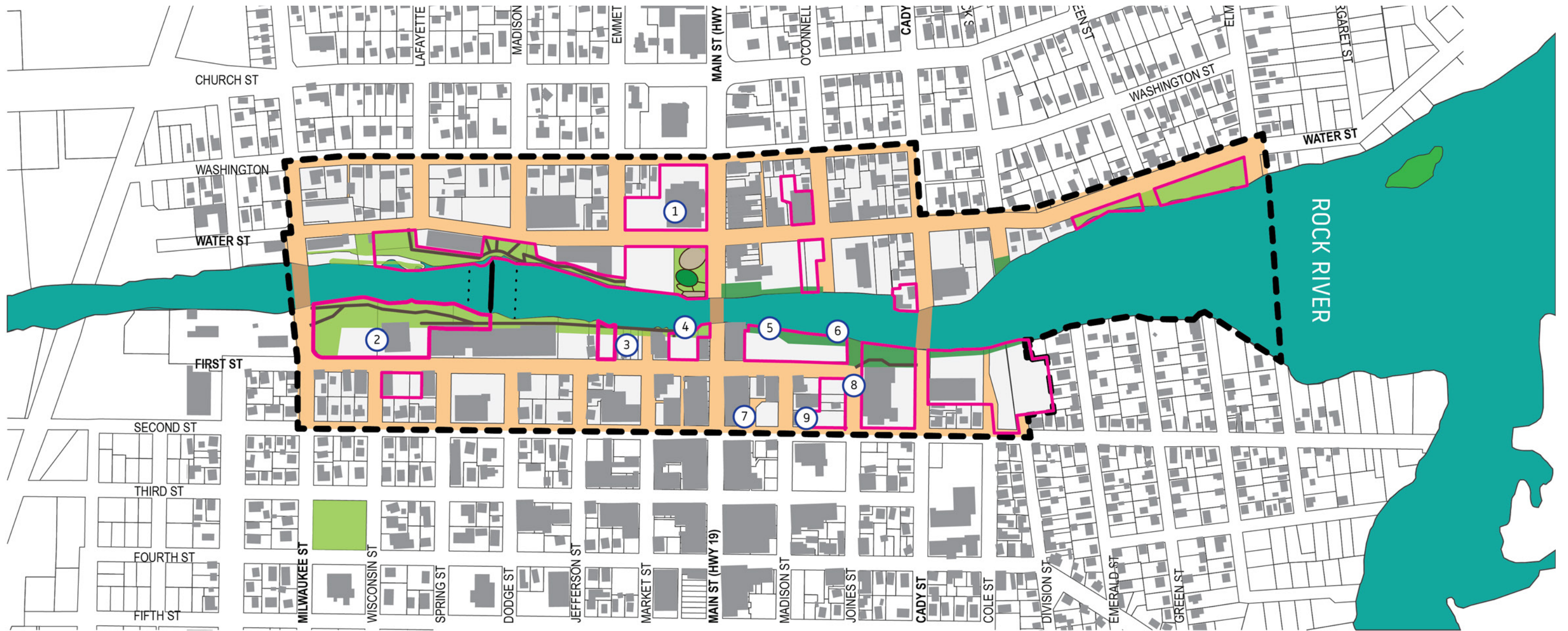
Although the Interurban Trail does not yet directly intersect with the study area, it holds significant potential to extend through downtown Watertown. Planned as an east-west connection, the Interurban Trail could leverage

the Milwaukee Street Bridge as an additional crossing of the Rock River, enhancing regional connectivity and creating a continuous pedestrian pathway linking to other major trail networks. This proposed extension would not only provide a vital link between Watertown and neighboring communities but also improve access to local amenities and recreational areas.

The convergence of these trails at a central point within the study area presents an exciting opportunity to establish a pedestrian hub—a vibrant node serving as a focal point for the broader network. This hub could connect key destinations such as local parks, the Bentzin Family Town Square, and the Riverwalk, offering a seamless experience for residents and visitors. By enhancing wayfinding, expanding trail access, and adding amenities like rest areas and bike parking, Watertown could further position itself as a regional trail destination.

All recommendations regarding bike and pedestrian infrastructure in this report should be aligned with the Bicycle and Pedestrian Network Master Plan, which the city will publish in the near future. That plan will provide a more detailed framework for integrating pedestrian and cycling infrastructure into the city’s evolving urban landscape. Establishing this central node would not only improve local mobility but also attract more recreational users, boost tourism, and support downtown economic development, aligning with the broader goals of the Rock River District Vision.





EXISTING PARKING CONDITIONS

The design team conducted a parking count as part of our site analysis. The graphic above and summary establishes the existing number of parking stalls for each of the identified study parcels.

PARKING UTILIZATION

The Watertown Downtown Parking Study (2018-2022) provides valuable insights into the existing parking conditions within the downtown area, which directly informs the analysis for the Downtown River Corridor report. This study highlights both the current surplus of parking and the potential challenges that future developments may pose as the area evolves.

The parking study reveals that, on average, downtown Watertown's parking utilization during peak periods is below 50%, with some zones experiencing utilization as low as 30%. This surplus indicates that, at present, there is more than enough parking to accommodate the needs of residents, visitors, and businesses within the downtown corridor. However, certain areas, particularly in the vicinity of future developments, such as the Bentzin Family Town Square and the riverfront, are expected to see increased demand as the city moves forward with revitalization plans.

For the Rock River District, where a more pedestrian-friendly and aesthetically appealing environment is prioritized, the current surplus of parking offers opportunities to rethink the role of parking in this area. Instead of focusing on adding more parking spaces, the city can concentrate on optimizing the existing infrastructure. This can include better wayfinding,

improved signage, and shared parking strategies that allow underutilized lots to serve multiple uses, especially during off-peak hours.

Additionally, with goals of increasing walkability and encouraging multimodal transportation, the study suggests that reducing the emphasis on surface parking is a feasible approach. The area's surplus spaces can be repurposed to create more green spaces, bike paths, and pedestrian walkways, aligning with the overall vision of the river corridor as a community hub that emphasizes recreational, cultural, and environmental uses over car-dependent infrastructure.

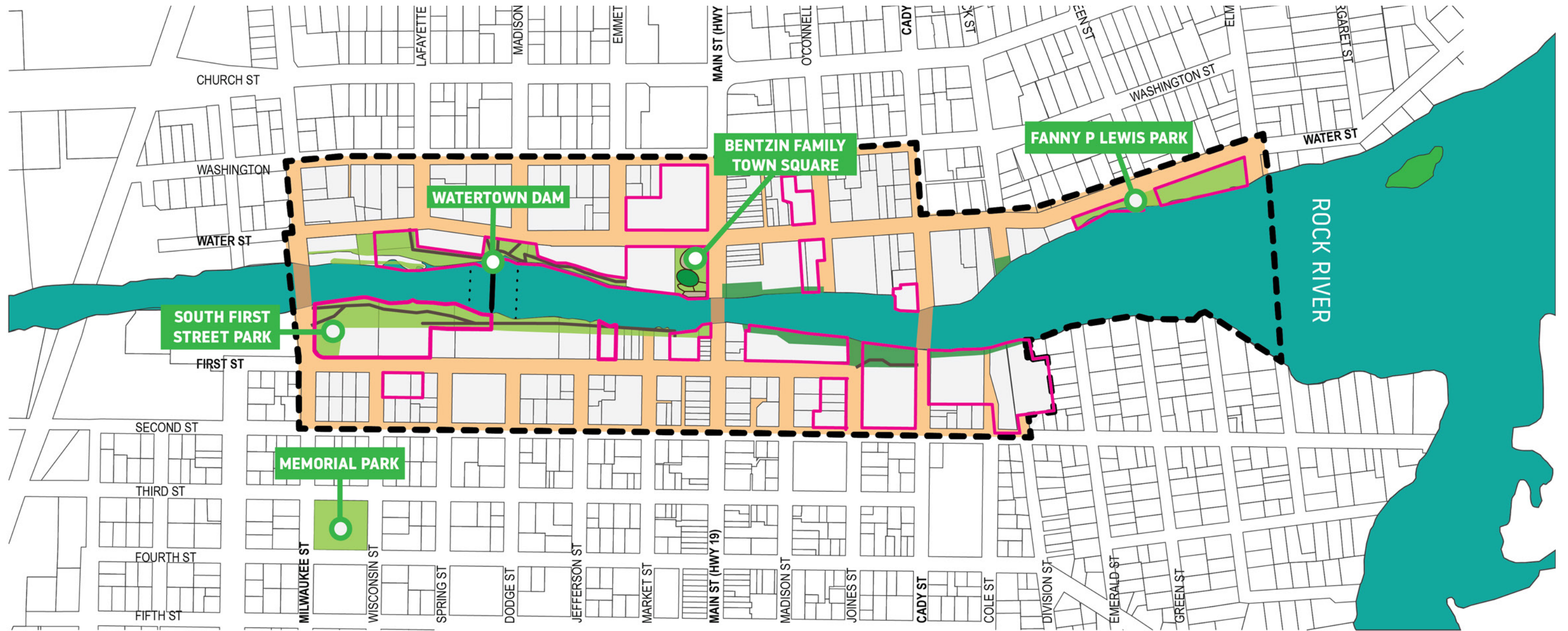
PARKING SUMMARY WITHIN STUDY AREA: TOTAL PARKING: 771 SPACES

LOT PARKING: 297 SPACES

① 44 SPACES	④ 19 SPACES	⑦ 18 SPACES
② 55 SPACES	⑤ 35 SPACES	⑧ 21 SPACES
③ 19 SPACES	⑥ 59 SPACES	⑨ 27 SPACES

STREET PARKING: 474 SPACES

CADY ST - 15 SPACES	MARKET ST - 10 SPACES
DODGE ST - 11 SPACES	MILWAUKEE ST - 7 SPACES
EMMET ST - 11 SPACES	O'CONNELL ST - 10 SPACES
FIRST ST - 88 SPACES	SPRING ST - 8 SPACES
JEFFERSON ST - 12 SPACES	WATER ST - 184 SPACES
JONES ST - 11 SPACES	WISCONSIN ST - 11 SPACES
LAFAYETTE ST - 15 SPACES	
MADISON ST (N) - 15 SPACES	
MADISON ST (S) - 11 SPACES	
MAIN ST - 55 SPACES	



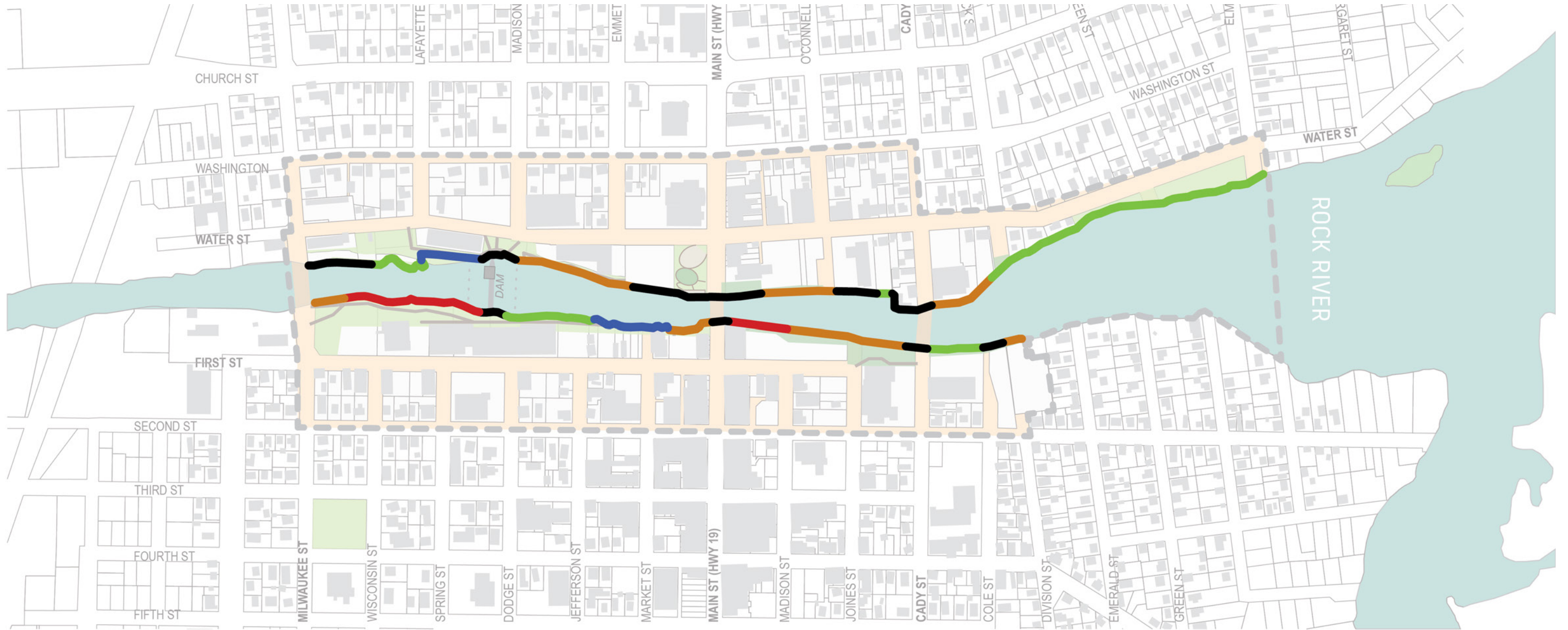
PARKS & OPEN SPACE

The study area includes several small parks, green spaces, and open areas, each offering distinct opportunities to enhance connectivity and create a cohesive network of public spaces along the river corridor. Notable sites include the park near the municipal Parks and Recreation building on South First Street, the Watertown Dam parklet, the newly completed Bentzin Family Town Square, and Fannie P. Lewis Park. These spaces, though currently functioning independently, present a significant opportunity for integration through improved pedestrian connections and green infrastructure.

In alignment with the 2019 Parks and Open Space Plan, the Rock River District initiative seeks to link these parks, fostering a more seamless and accessible public space network. The Parks and Open Space Plan

emphasizes the importance of expanding pedestrian pathways and recreational trails, connecting key public areas to enhance accessibility and promote non-motorized transportation. This vision complements the river corridor's objective to develop continuous pedestrian routes, such as extending the riverwalk and adding bike-friendly infrastructure, to encourage use and engagement across multiple parks.

By strategically connecting these parks, the river corridor plan can create a dynamic recreational network that offers both active and passive recreational opportunities, supporting the city's broader goals of promoting health, tourism, and community engagement. Additionally, integrating these spaces will encourage ecological preservation along the Rock River, contributing to sustainable urban development. These efforts align with the Parks and Open Space Plan's focus on environmental stewardship, reinforcing the value of open spaces in fostering both community identity and long-term sustainability.



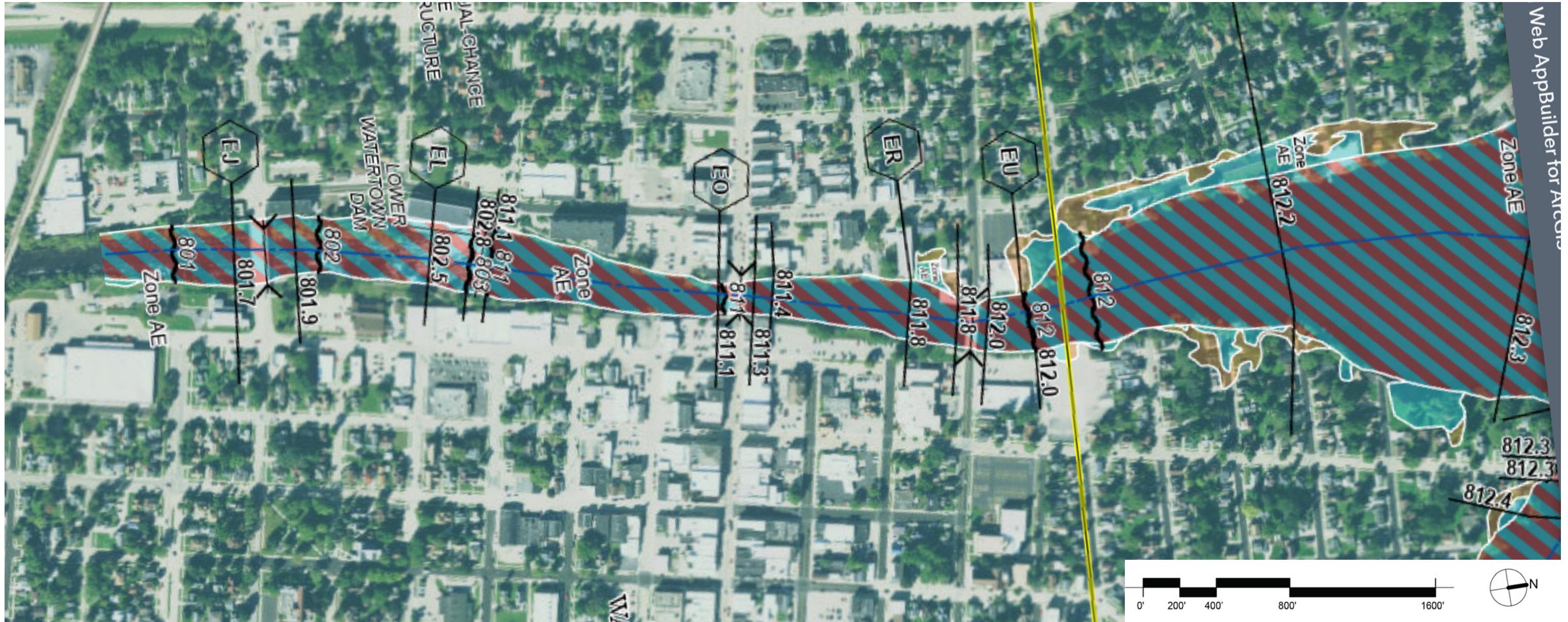
EXISTING RIVER BANK CONDITIONS

A river's edge and how it is constructed provides a crucial role in erosion protection and floodplain management. It is also an opportunity for pedestrian interaction and connection with nature. The existing Rock River bank through the corridor study has a variety of different conditions. The majority of the study area includes a natural edge with dense vegetation or areas of stabilized bank with large stone. Other areas include various structural edge treatments and seawalls which are mostly in a degraded state. In addition to the river bank, this stretch of the Rock River also has a dam that was constructed in the 1800s to generate power for the city. The dam has been rehabilitated and is still in active use today.

EROSION

Shoreline and stream bank erosion threatens adjacent land uses by potentially undercutting infrastructure near the water body and pulling sediment away from usable land. Improper river bank stabilization can lead to failing structures that are used for every day functions of the City of Watertown. Excessive sedimentation of the waterways can also negatively impact the down stream fisheries and ecological environments. Incorporating proper river bank conditions in design is crucial in protecting both structural and environmental elements.

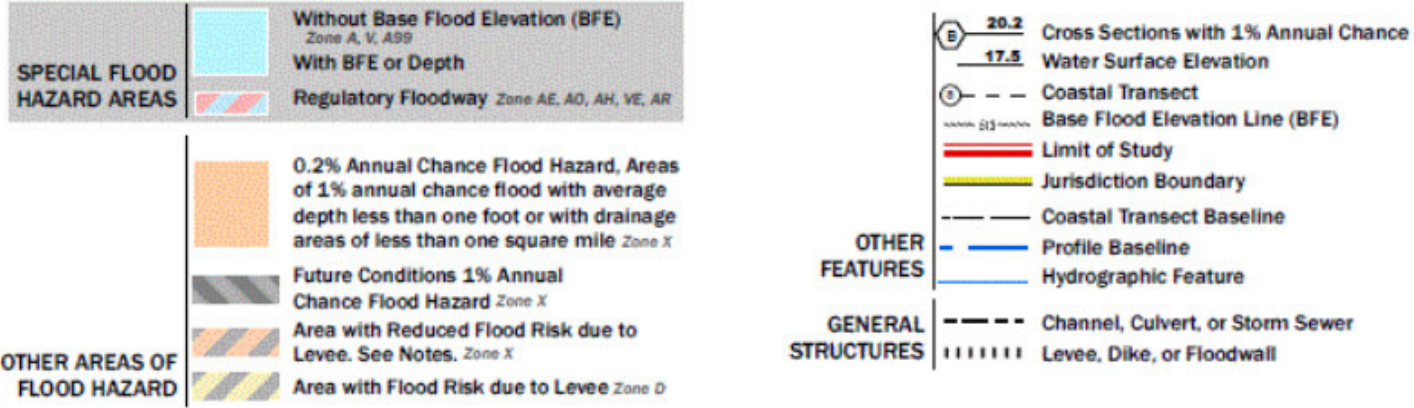


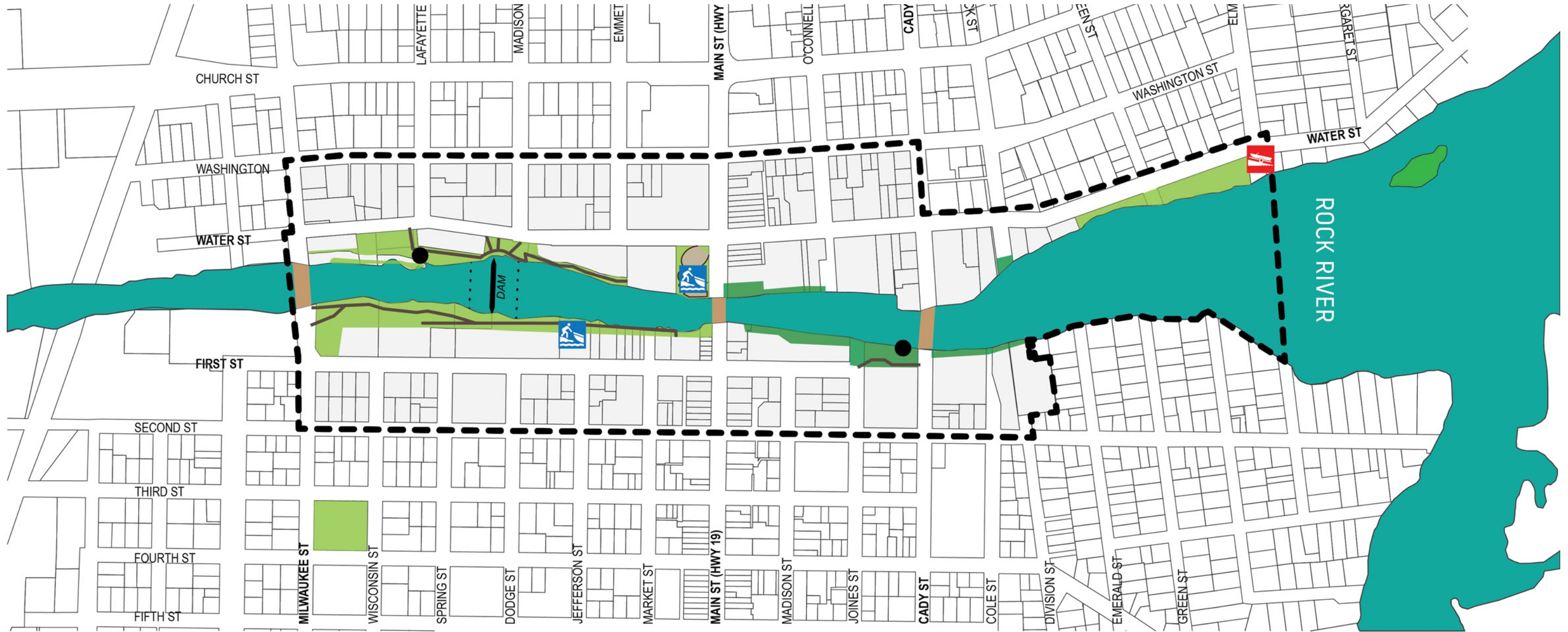


FLOOD PLAIN CONSIDERATIONS

The Federal Emergency Management Agency (FEMA) generates flood maps based on technology and models, most of which obtained by local community floodplain administrators. These maps are then used by municipalities, developers and insurance companies to better understand the impacts of potential flooding in study area. The map shown which was provided by the public FEMA Flood Maps database and show various flooding analysis in the study area. The downtown river corridor consists mostly of regulatory flood way with elevations depicted. The flood way appears to follow the existing river bank infrastructure whether that be seawall, stabilized or natural edge conditions although there is some encroachment of the base flood elevation inland along the northern portion of the study area.

During proposed projects, the regulatory flood way and base flood elevations should be confirmed through topographic survey of the subject areas to compare to the FEMA Flood Maps. Once confirmed, there should be consideration of how these impact the development and if changes to the regulatory flood way or base flood elevation is warranted. It is recommended that the regulatory flood way and base flood elevation should be contained within the footprint of river bank if impacts to the flood modeling is not anticipated. This will allow for adequate protection of new infrastructure summarized in this plan.





EXISTING RIVER ACCESS POINTS

The Rock River offers several access points within Watertown, providing opportunities for a range of recreational activities such as kayaking, fishing, and hiking. Key locations include:

- Fannie P. Lewis Park on North Water Street:** Equipped with parking and developed access, this site is ideal for fishing and launching kayaks or canoes.
- Riverside Park on Labaree Street:** A multi-purpose park with restrooms and picnic areas, offering river access along with space for leisure activities.
- Tivoli Island Park:** A small, scenic park along the Rock River featuring carry-in access for paddlers and hiking trails for nature enthusiasts.
- Willow Street Access:** A popular site for paddlers along the Rock River Trail, providing easy launch access for kayaks and canoes.

Watertown's section of the Rock River is part of the Rock River National Water Trail, a 320-mile designated water route stretching across 11 counties, offering both urban and natural landscapes. These access points strengthen the city's outdoor recreation network, promoting connectivity between the river and public spaces.

To enhance motorized and non-motorized watercraft access, the Rock River District Vision should include provisions for clear signage and wayfinding, particularly regarding the dam. The dam presents a navigational barrier, requiring careful planning to ensure safe portage routes for kayakers. Establishing designated portage areas upstream and downstream of the dam with improved access points, such as at Fannie P. Lewis Park or Tivoli Island, will promote safe passage for paddlers. Additionally, if motorized boat access is to be encouraged, facilities such as expanded parking and loading zones at Riverside Park or Willow Street should

be considered.

Balancing these access improvements with environmental preservation and community engagement will create a well-rounded plan that maximizes the recreational potential of the Rock River while ensuring safe, sustainable use of the waterway.

KEY

ROCK RIVER

BOAT LAUNCH

KAYAK LAUNCH

MAINTENANCE ACCESS POINTS

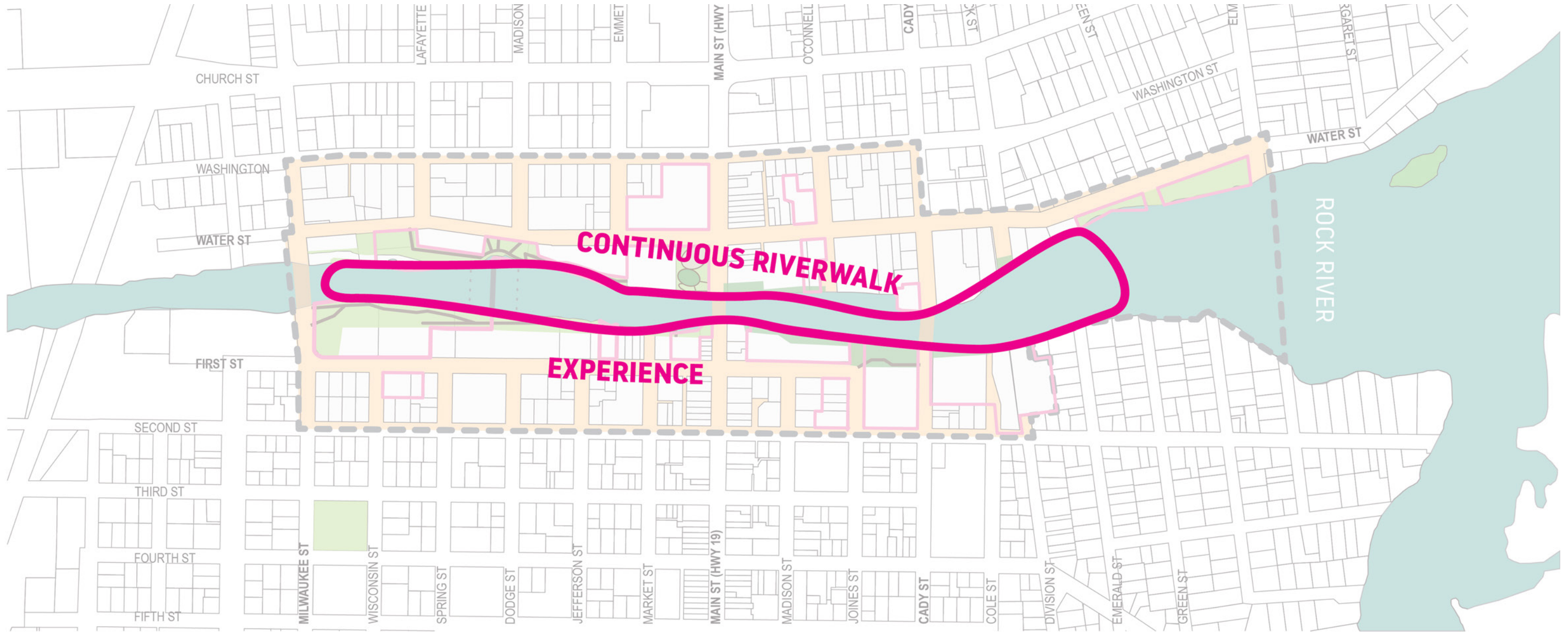
STUDY AREA BOUNDARY

THE CITY OF WATERTOWN
Opportunity runs through it.
ROCK RIVER DISTRICT

57

FRAMEWORK

58



3.2 PLACEMAKING STRATEGY

The initial analysis revealed that while Watertown benefits from individual parks, recreational spaces, and trail connections along the Rock River, these assets function in isolation, limiting their collective impact. The team identified a key opportunity: a continuous riverwalk experience that connects these fragmented spaces into a cohesive, accessible corridor. This riverwalk is envisioned as a catalyst for future investment, serving as both an amenity and an economic driver.

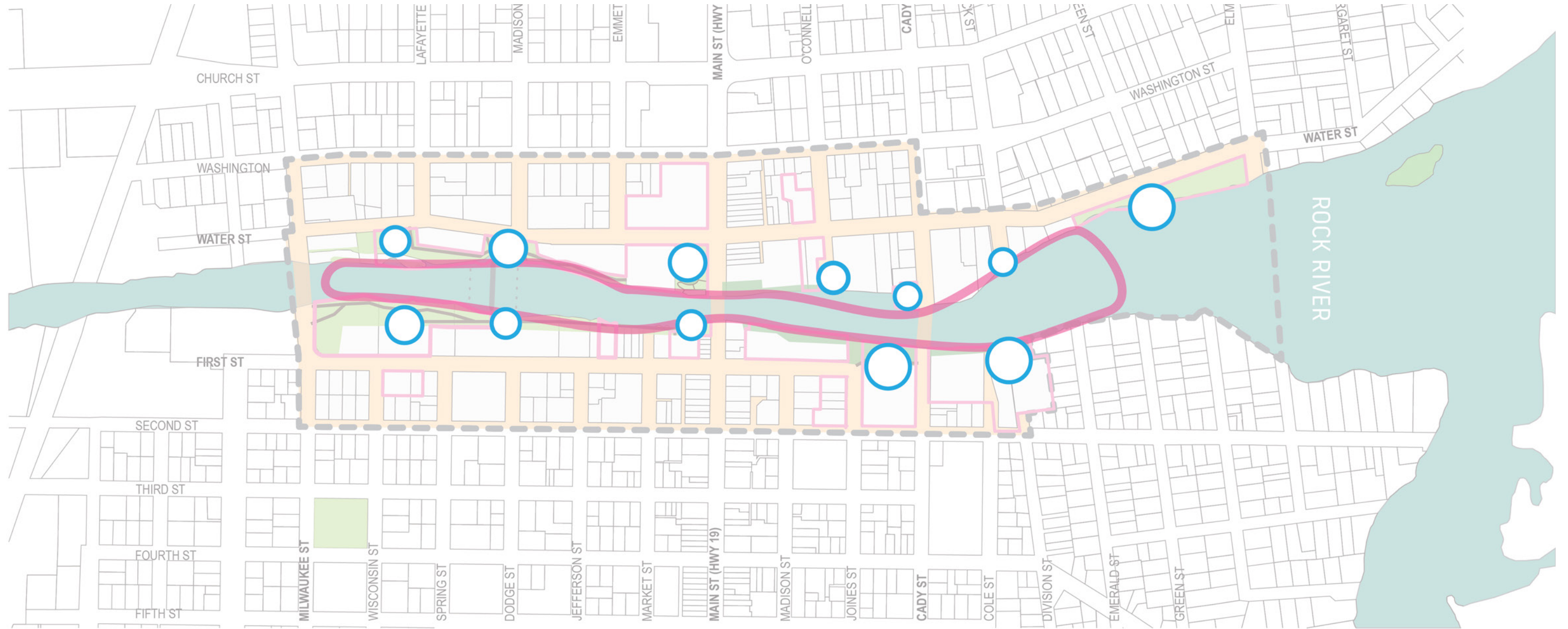
The analysis showed that pedestrian-friendly infrastructure fosters community engagement and attracts both residents and visitors. By linking key nodes—such as Fanny P. Lewis Park, the Bentzin Family

Town Square, and other existing parks—a continuous riverwalk would create seamless access to public spaces, encourage recreational activities, and promote non-motorized transportation. Additionally, the riverwalk would connect to regional trails like the Glacial River Trail, further embedding Watertown within a broader network of recreational infrastructure.

A well-integrated riverwalk will unlock opportunities for future development along the waterfront by increasing foot traffic, attracting businesses, and enhancing the appeal of adjacent residential developments. New retail, dining, and recreational amenities could flourish along the corridor, contributing to economic growth and improving quality of life. This, in turn, will incentivize further investment by developers interested in mixed-use, walkable communities.

The riverwalk will also encourage infrastructure

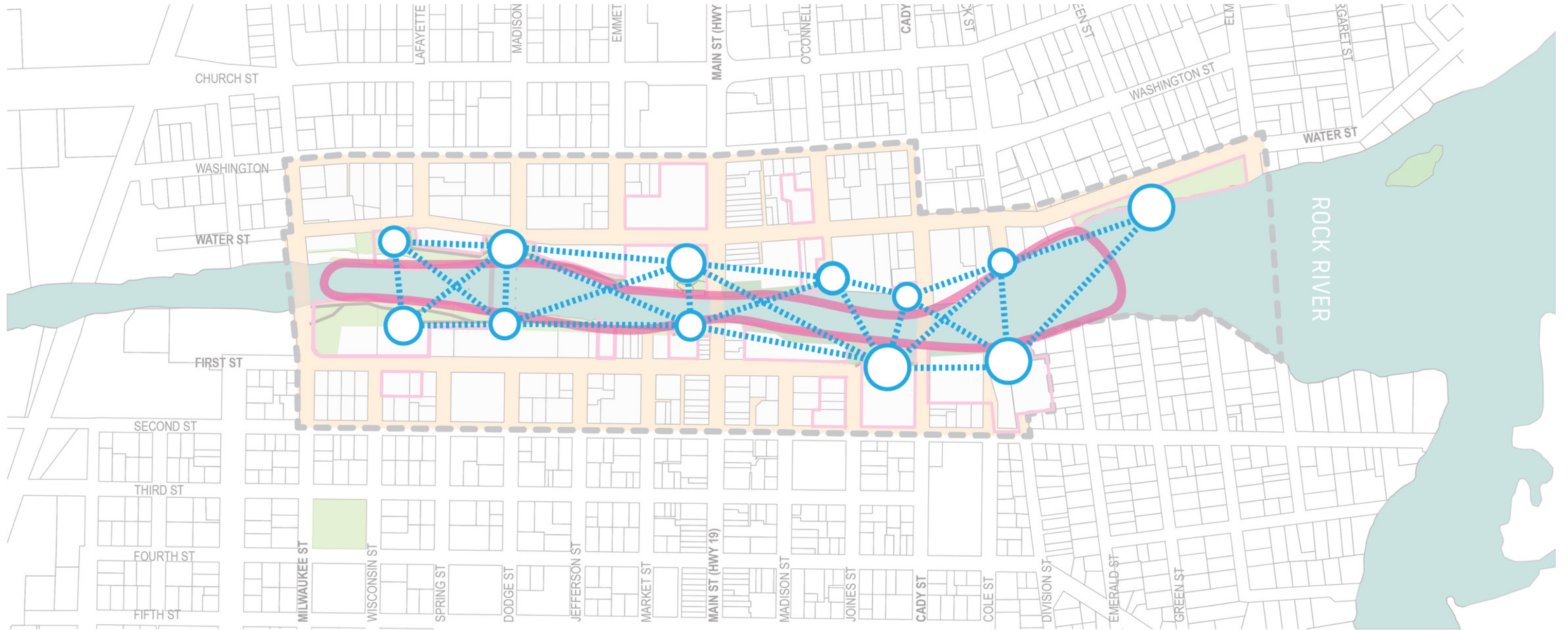
improvements, such as refined parking strategy, bike-friendly amenities, and signage, enhancing accessibility and wayfinding throughout the area. The creation of a vibrant, connected riverfront will solidify Watertown's identity as a regional destination, fostering tourism, community pride, and long-term growth.



IDENTIFYING NODES

The first step in creating a continuous riverwalk experience is to identify the critical nodes along the Rock River’s edge within the study area. These include municipal buildings, parks, transitional parcels, existing activity hubs, and opportunistic infrastructure. Key assets such as the Bentzin Family Town Square, Fannie P. Lewis Park, the Parks and Recreation facility on South First Street, and the Watertown Dam parklet serve as anchors for activity and connection on both sides of the river.

By identifying these nodes, the design team establishes the foundation of Watertown’s character—a blend of recreation, civic engagement, and functional infrastructure. These elements guide the planning process to ensure that the continuous riverwalk reflects the community’s unique identity. Linking these spaces through enhanced pedestrian and recreational infrastructure will transform them from isolated pockets into a cohesive network, promoting movement, interaction, and connection along the waterfront.

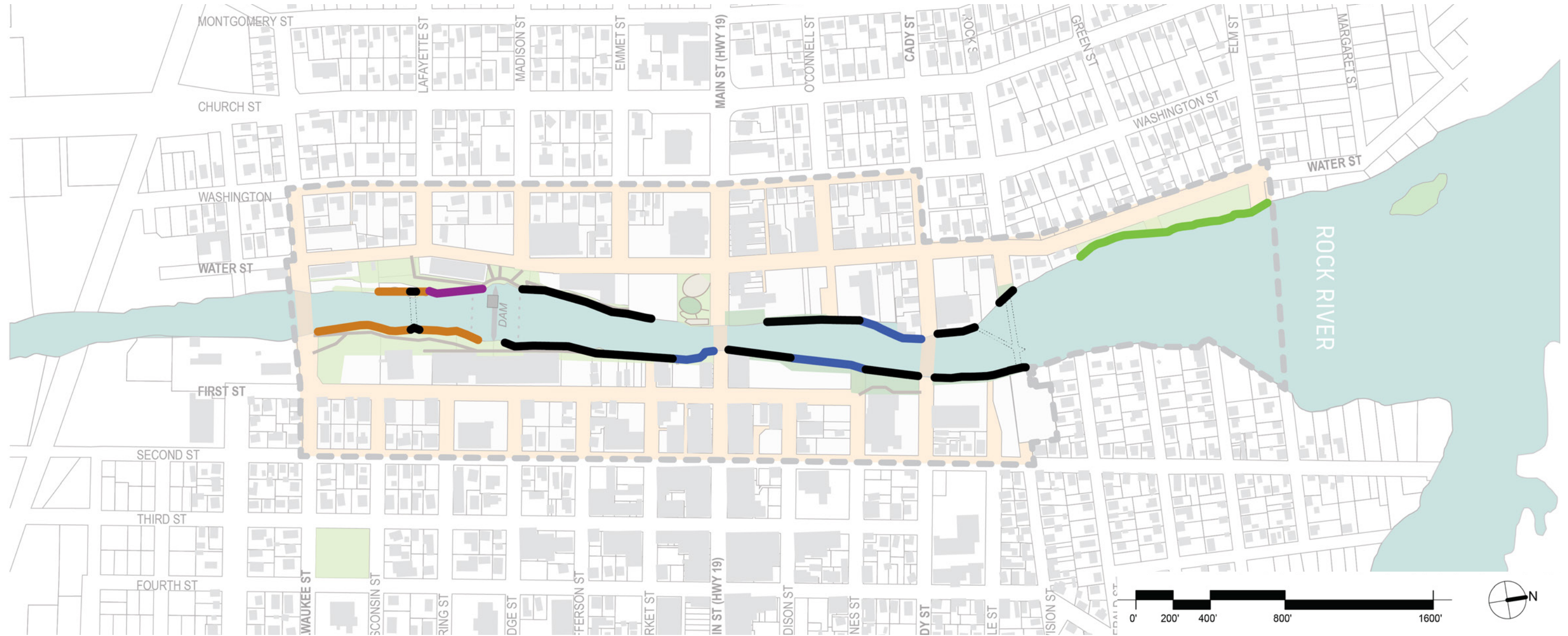


A CONNECTED NETWORK

After identifying the urban nodes, the next step is to study their relationships—both visually and spatially. This involves analyzing how pathways, sightlines, and transportation corridors connect or separate these spaces. Understanding these connections allows the design team to create a cohesive network that links parks, public spaces, and civic hubs into a seamless experience along the riverfront.

By enhancing visual connectivity—ensuring that spaces are visible and intuitively connected through signage, wayfinding, and clear sightlines—users are naturally drawn from one node to another. At the same time, improving infrastructural connections like sidewalks, crosswalks, bike lanes, and public spaces fosters safe and easy movement between destinations, creating a more walkable, bike-friendly environment. These physical links also encourage interaction, promoting vibrant, active spaces that attract both residents and visitors.

This connected network will help create a more dynamic sense of place, transforming isolated parks and infrastructure into a thriving public realm. Through thoughtful integration of recreational areas and urban nodes, the network will not only improve safety but also support economic vitality, enhancing the overall experience of the Rock River District.



RIVER EDGE IMPROVEMENTS

The Rock River's edge plays an essential role in erosion protection, floodplain management, and opportunities for public interaction with nature. The River Edge Improvements proposal focuses on stabilizing and rehabilitating the riverbank throughout the study area by implementing seawall and natural stabilization strategies. The analysis has shown a mix of natural, vegetative banks and structural edge treatments along the riverfront, many of which are degraded or insufficient for long-term stability.

The proposal includes a combination of seawalls, rip rap stabilization, and reinforced vegetation along the riverbank to address the diverse conditions within the corridor. Where natural banks exist, stabilization will primarily use dense vegetation and large stone, preserving natural aesthetics and enhancing ecological habitats. This approach aims to minimize erosion by anchoring soil, preventing sediment from entering the waterway, which supports downstream fisheries and overall ecological health.

In areas with structural deterioration, the design team recommends rehabilitated seawalls or rip rap to secure the banks, protecting adjacent infrastructure and reducing sedimentation risks. Reinforcing the river edge will not only stabilize land near the water but also allow for a safe and accessible riverwalk. These improvements align with floodplain management goals by creating a resilient edge that supports urban use while respecting natural processes. Refer to page 88 for sections depicting proposed conditions.

KEY

ROCK RIVER

IMPROVED NATURAL EDGE

STABILIZED EDGE

SEAWALL

CONSTRUCTED WALKWAY

IMPROVED BEACH

STUDY AREA BOUNDARY

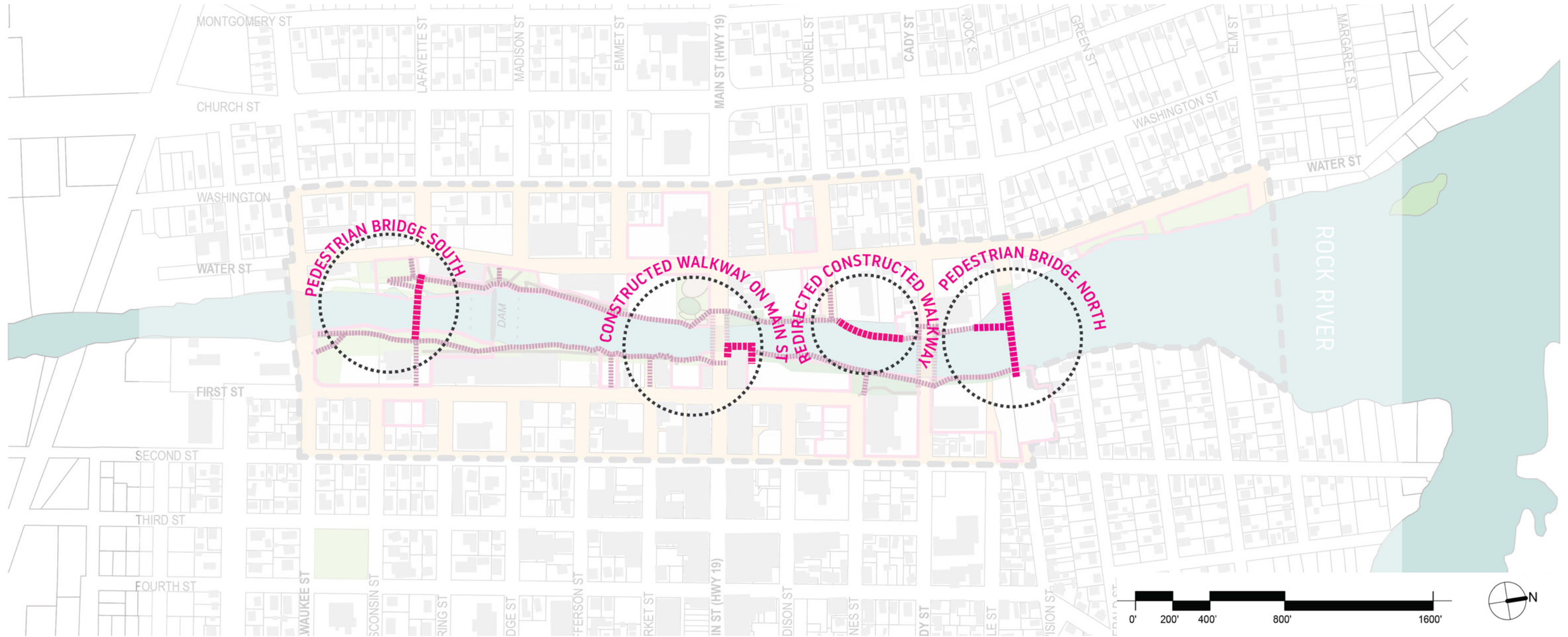


THE RIVERWALK

If a connected network is established, the riverwalk could become a key element in transforming the area into a vibrant urban destination. The riverwalk will serve as both a physical pathway and an experiential journey, connecting the identified nodes while celebrating the riverfront’s natural and urban character. Key considerations include materiality, structural design, and seamless integration with adjacent spaces to ensure it responds appropriately to existing and enhanced river edge conditions.

Thoughtful material choices—such as permeable pavers, timber boardwalks, or native landscaping—can reflect the local environment while enhancing sustainability and stormwater management. Structurally, the riverwalk can adapt to the varying riverbank conditions, incorporating features like cantilevered walkways, terraces, or naturalized edges, ensuring a unique and engaging experience at each segment.

The riverwalk’s connection to nearby nodes will further bolster its role as an anchor for community activity and future development. Smooth transitions from the walk to parks, public spaces, and civic areas will encourage interaction and movement, fostering a lively, pedestrian-friendly environment. By enhancing the riverwalk’s character and functionality, the corridor not only becomes an attraction in itself but also adds value to surrounding parcels, making it a magnet for public/private investment and future development.

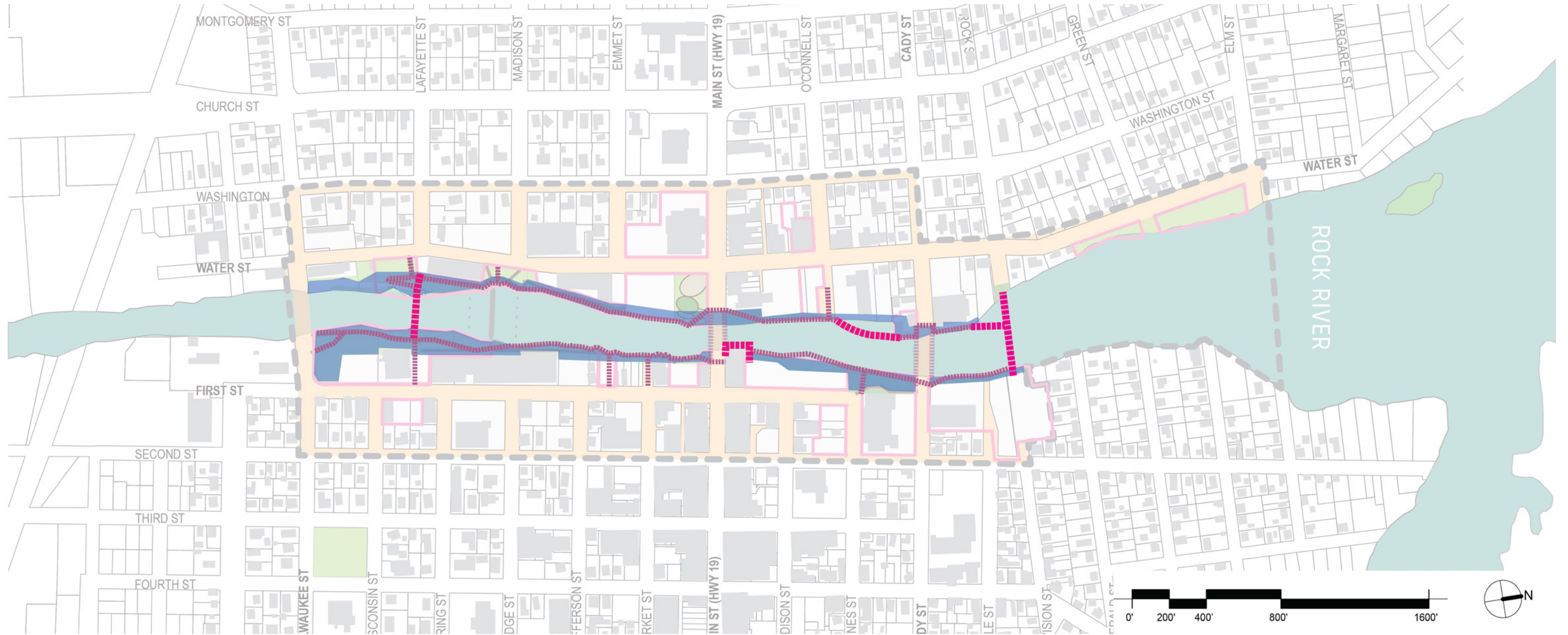


KEY RIVERWALK PROJECTS

While refining the riverwalk, it may become important to address key infrastructure challenges that could hinder its continuity. To achieve a seamless experience, the design must navigate obstacles such as private property boundaries, vehicular-pedestrian interactions, and structural issues along the river’s edge. The riverwalk may need to realign or incorporate alternative pathways around privately-owned sections of the riverbank, ensuring public access while respecting property rights.

In areas where the riverwalk intersects with roads and driveways, it will be necessary to separate pedestrian traffic from vehicles through elevated crossings, underpasses, or rerouted paths, improving safety and walkability. Another crucial challenge involves consolidating and reinforcing structural supports for existing buildings directly abutting the river, ensuring these structures can accommodate pedestrian flow without compromising safety.

In Chapter 4, the design team identifies four key points where these challenges arise and proposes actionable solutions. These include innovative landscape and structural strategies, such as cantilevered paths around private parcels, shared-use agreements, and traffic-calming measures where streets meet the riverwalk. Addressing these infrastructure needs early ensures the riverwalk functions as a safe, accessible, and continuous corridor, ready to support community engagement and stimulate development along the riverfront.



STORMWATER MANAGEMENT

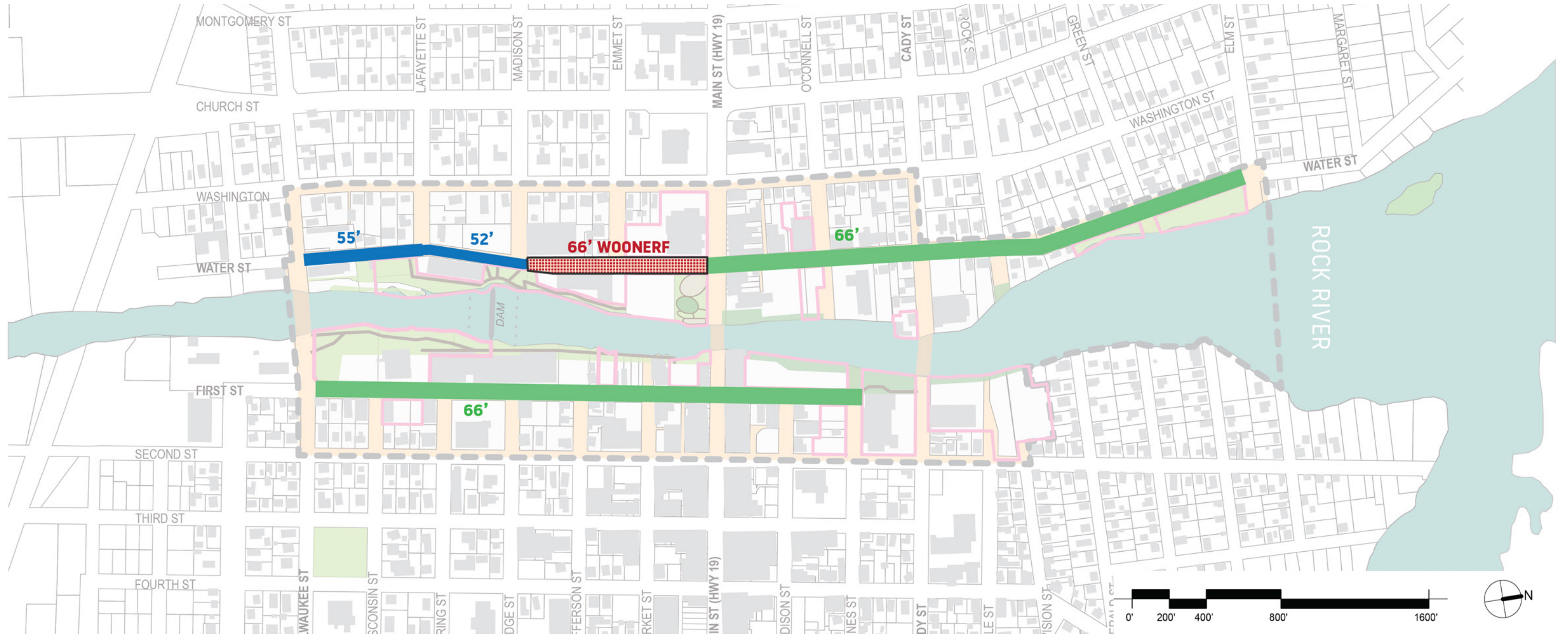
Stormwater management is essential in public and private development to maintain and manage the quantity and quality of stormwater prior to its ultimate discharge to water bodies such as the Rock River. The City of Watertown and Wisconsin Department of Natural Resources have adopted codes in the past 25 years in order to require public and private developments to treat and maintain the storm water that falls on their properties before discharging it into municipal storm sewers and large water bodies. Throughout the years after the statewide adoption of storm water management codes, civil engineers have generated different stormwater devices and strategies that allows developers to achieve the required stormwater management needs while keeping the projects budgets in mind.

Some of those stormwater devices include bioretention basins, rain gardens, permeable pavement, wet detention

ponds and underground storage devices. Every project is different and the constraints brought by them can dictate a specific strategy that works best. In urban conditions such as the downtown study area, more dense developments typically steer the stormwater management strategies to smaller devices such as rain gardens, permeable pavement and underground storage. Rain gardens consist of small depression that the storm water flows to. The depression is filled with clear washed stone and engineered soil to act as a filter media and planted with native vegetation to assist in rain water capture and to mitigate soil compaction. These areas also assist in promote infiltration back in to the native sub soils.

Permeable pavement typically includes pavers with open joints that allows for water to seep into the stone sub base underneath. During the infiltration process that stormwater is filtered to remove suspended solids such as silts and sands along with the various de-icing

products used during winter snow clearing. Underground storage options are abundant depending on stormwater capture needs, site constraints and project budget. There are a variety of different products on the market ranging from concrete vaults to plastic chambers to pipe systems.

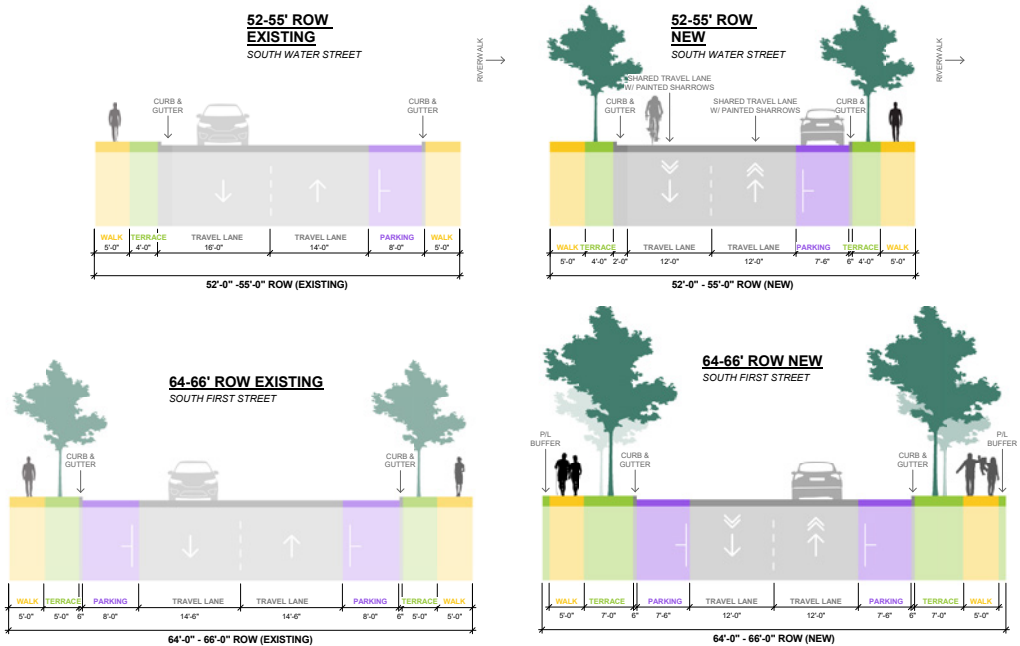


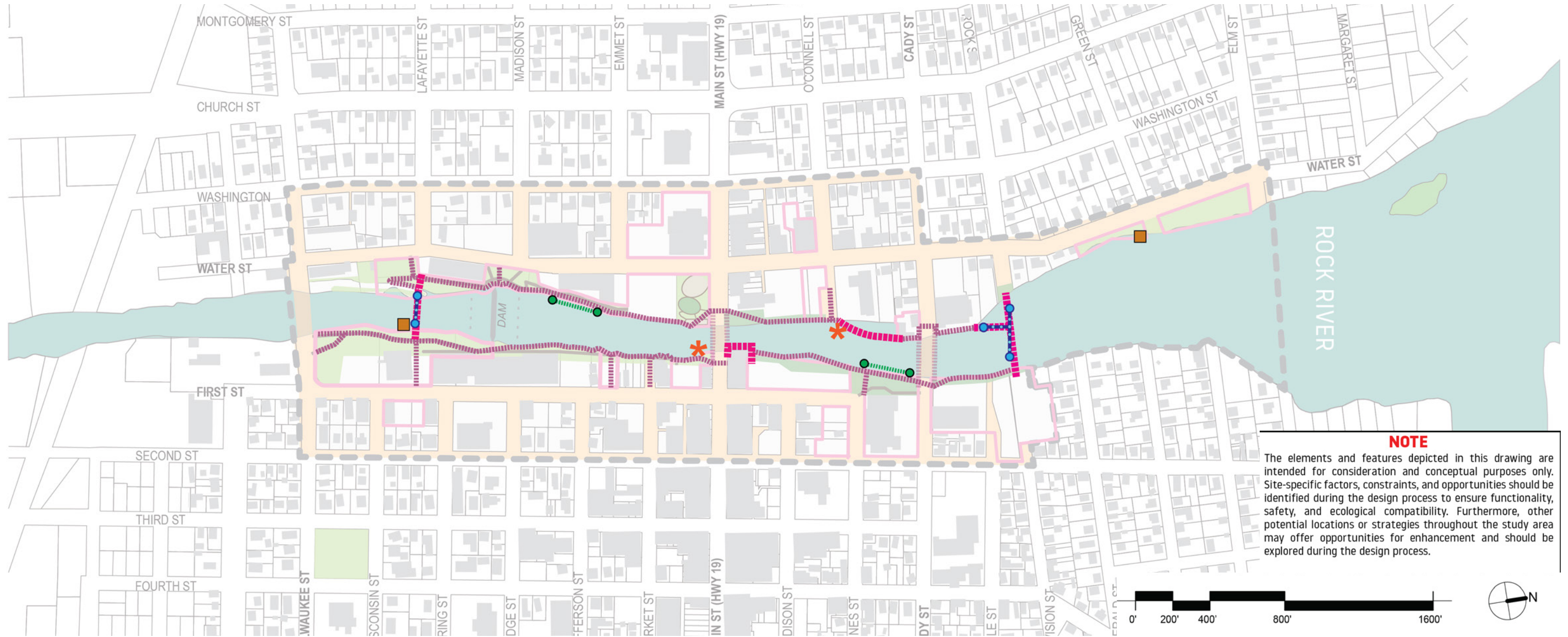
STREETSCAPE DESIGN CONSIDERATIONS

The current streetscape in Downtown Watertown is heavily focused on parking, with limited emphasis on pedestrian comfort, greenery, and multi-modal access. To align with the 2019 Comprehensive Plan vision, this report recommends implementing Complete Streets principles on select sections of First Street and Water Street. Complete Streets are urban design tools that create safe, accessible streetscapes for all users—pedestrians, cyclists, motorists, and transit riders—by incorporating features like bike lanes, pedestrian crossings, green spaces, and traffic-calming measures.

Incorporating Complete Streets in Downtown Watertown can slow vehicle traffic, enhancing pedestrian safety and making the area more accessible for everyone. Features such as tree-lined green canopies, improved sidewalks, and dedicated bike lanes will make the downtown area more welcoming and visually appealing, creating a balanced, vibrant streetscape.

These improvements present a unique opportunity to strengthen the community’s connection to the Rock River by fostering safe and pleasant pathways that connect people to the riverfront. A well-designed streetscape enhances the Rock River experience, encouraging more foot traffic and interaction with the riverwalk, supporting local businesses, and contributing to Watertown’s overall urban vibrancy.





NOTE

The elements and features depicted in this drawing are intended for consideration and conceptual purposes only. Site-specific factors, constraints, and opportunities should be identified during the design process to ensure functionality, safety, and ecological compatibility. Furthermore, other potential locations or strategies throughout the study area may offer opportunities for enhancement and should be explored during the design process.

AQUATIC HABITAT NETWORK

The implementation of riverbank improvements and new structures along and within the river provides a variety of opportunities to enhance and expand aquatic habitats within the study area. Establishing a diverse network of improved and new habitats can support fish and wildlife, improve water quality, and enrich the health and beauty of Watertown’s river ecosystem. They can provide feeding, spawning, and shelter areas through natural or fabricated elements like vegetation, ropes, metal panels, boulders, and floating wetlands. While benefiting aquatic species, they might also serve birds, mammals, reptiles, and other wildlife. Additionally, they could offer educational and community engagement opportunities, with local schools and youth groups sharing in their maintenance and providing local test cases for observance in ongoing and future river quality studies.

Consideration of local aquatic and water-centric wildlife, ecology, and habitat design strategy should be made in coordination with appropriate local experts and appropriate jurisdictional authorities. The diagram hereon shows high-level concepts and positions for three potential habitat structures; floating, hanging, or mounted but future planning and design should not be limited to these ideas. Refer to page 88 for Aquatic Habitat sections.

KEY

ROCK RIVER

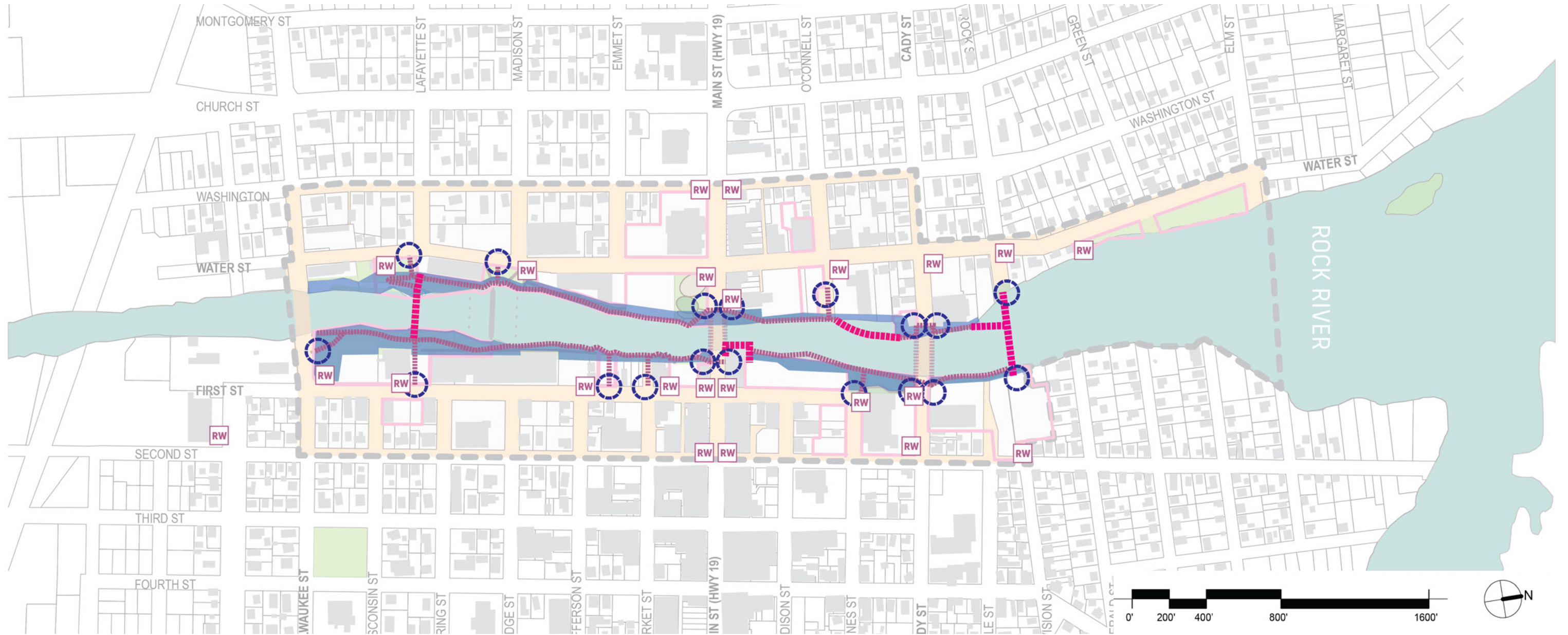
CAISSON OR PIER MOUNTED HABITATS

HANGING “CURTAIN” HABITATS

FLOATING WETLANDS

REPTILE HIBERNACULUM

STUDY AREA BOUNDARY

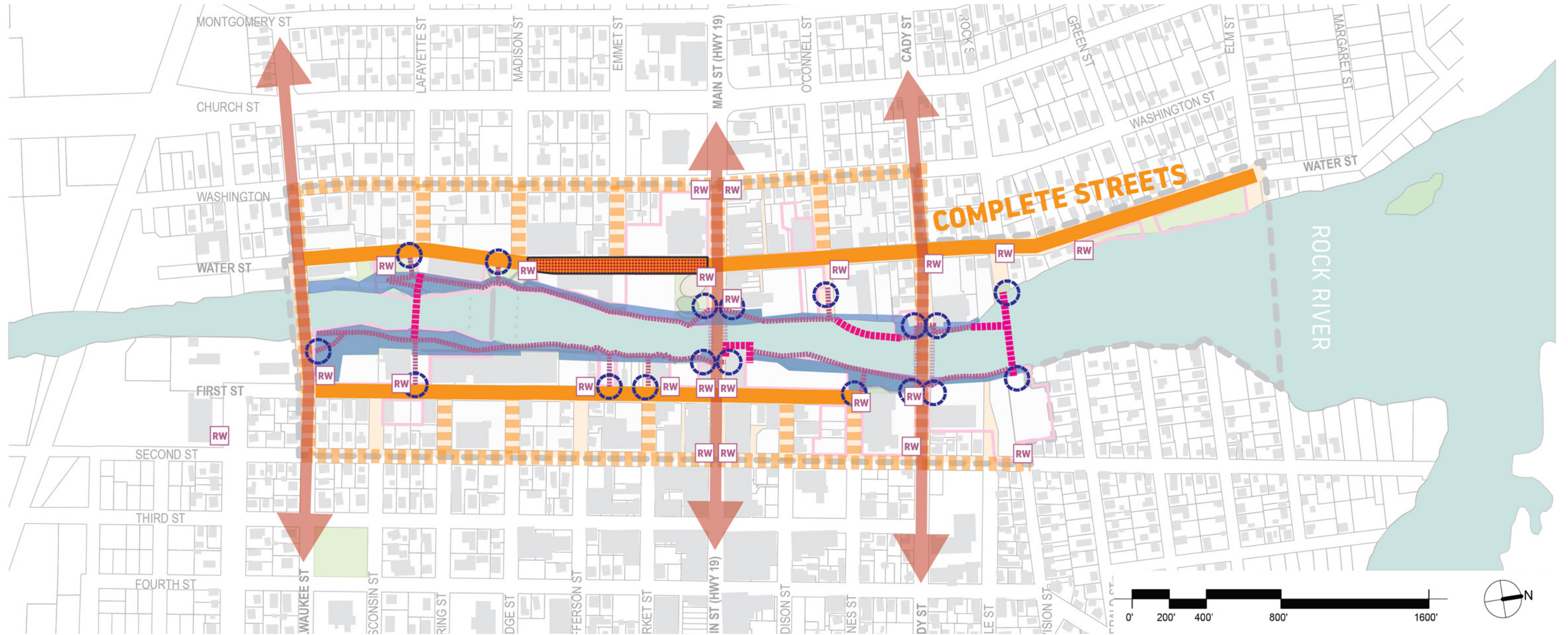


ENTRYWAY

Similar to the Main Street Reconstruction project, the riverwalk will require strategic signage and wayfinding elements to enhance accessibility and guide users seamlessly through the site. Key entry points—such as those from Water Street, First Street, and the existing bridges across the Rock River—must be clearly marked to invite residents and visitors into the riverwalk experience. These access points should function as intuitive gateways, helping people easily locate the riverwalk and its amenities.

To create a cohesive identity, the signage and wayfinding system should employ consistent branding, including shared visual elements like fonts, colors, and materials. These design choices will establish a unified sense of place, reinforcing the riverwalk's role as a central feature of the downtown corridor. Wayfinding moments—such as entry markers, directional signs, and interpretive displays—will encourage exploration by providing clear navigation to parks, recreational areas, public amenities, and nearby businesses.

Integrating interactive signage and maps at these entryways can further enhance the user experience, offering information about points of interest, events, and historical features along the river. Thoughtfully designed entry points will ensure that the riverwalk is both welcoming and accessible, helping it become a vibrant destination that strengthens the connection between the riverfront and the surrounding community.

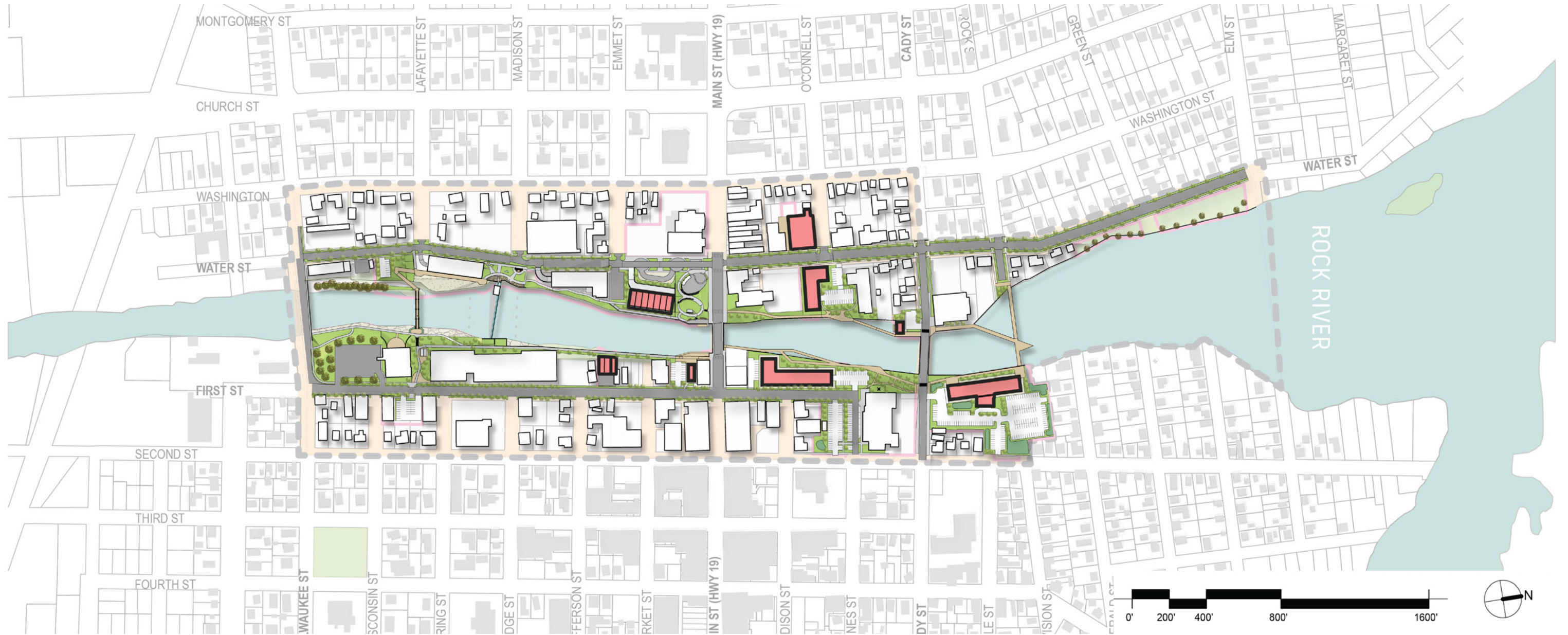


INTERCONNECTIVITY

As a central urban area in Watertown, the study area must achieve a careful balance between pedestrian and vehicular connectivity while supporting the commercial corridors that run throughout. This interconnectivity directly aligns with several key planning principles identified through community engagement, ensuring the development reflects the community's vision.

To promote walkability and create an amenity-rich public realm, the design must feature safe and accessible right-of-way layouts that connect major nodes and commercial hubs. Traffic-calming measures, such as raised crosswalks and narrowed intersections, will enhance safe streets for pedestrians, cyclists, and drivers alike. Integrated bike infrastructure will further encourage multimodal transportation, ensuring that cyclists can safely share the space with cars and pedestrians.

Greening the streets with strategic tree canopies will add environmental benefits and create shaded, inviting pathways, improving both comfort and aesthetics. These walkways will help reinforce Watertown's character and uniqueness, linking public spaces with local businesses to foster social and economic vibrancy.



SITE PLAN

The site plan culminates in a fully realized vision of the continuous riverwalk concept, seamlessly connecting key nodes along the Rock River. Building upon the concept diagram, it integrates pedestrian-friendly infrastructure, revitalized river edges, and accessible green spaces, achieving a cohesive and accessible riverfront. This plan embodies a successful placemaking vision, creating vibrant public spaces that blend Watertown’s natural and urban elements. By encouraging community interaction, supporting local businesses, and enhancing connectivity, the riverwalk site plan reinforces Watertown’s identity and establishes the Rock River District as a dynamic, engaging destination for residents and visitors alike.

The Rock River District Vision site plan reflects the highest and best use of the area while addressing parking considerations outlined in the 2022 Parking Study. Although Zones 3, 4, 5, and 6 show a projected deficit of 132 parking stalls, the Parking Study highlights a 53% peak occupancy rate, leaving a surplus of approximately 590 stalls within the broader study area. The Vision includes 390 private parking stalls, strategically integrated to support new development, with opportunities for public cross-utilization to enhance overall accessibility and accommodate demand efficiently.

4.0 KEY RIVERWALK PROJECTS



4.1 OVERVIEW

This chapter of the Rock River District Vision outlines a holistic approach to revitalizing the Rock River corridor by addressing riverfront conditions, enhancing aquatic habitats, and advancing critical riverwalk projects. Together, these efforts aim to transform the riverfront into a vibrant, accessible, and sustainable public space that reflects Watertown's character while supporting its future growth.

The chapter begins with an exploration of the existing and proposed riverbank conditions, offering strategies for stabilization and enhancement. Rehabilitated seawalls, rip rap stabilization, and natural vegetative edges are proposed to protect infrastructure, manage erosion, and improve ecological health. These improvements are designed to support flood

management, create a safer shoreline, and provide a more inviting environment for public access and recreation, forming the foundation of the continuous riverwalk.

Incorporating an aquatic habitat network is a vital component of this strategy. Measures such as sediment control, streamflow management, and the introduction of reptile hibernaculum prioritize the ecological integrity of the river while accommodating urban activity. These efforts aim to preserve habitats for threatened species, such as the River Redhorse and Redfin Shiner, ensuring the riverfront remains a vital ecological resource. By emphasizing habitat conservation, the plan opens the door for grant opportunities and partnerships that can support sustainable implementation. Building upon these foundational strategies, the chapter introduces key riverwalk projects that enhance connectivity and access throughout the corridor. A north pedestrian bridge links Rock Street to parcels near

Cady Street, creating a gateway with sweeping views of the river. A south pedestrian bridge near the Milwaukee Street Bridge provides safe passage across the river while redirecting pedestrians away from vehicular traffic. A constructed walkway along the Masonic Building ensures continuity through constrained sections, while a redirected walkway bypasses private parcels to maintain accessibility.

These combined efforts create a cohesive and integrated vision for the Rock River District, balancing environmental stewardship with urban connectivity.

4.2 POTENTIAL RIVERFRONT CONDITIONS

The Rock River District Vision emphasizes the rehabilitation and enhancement of the riverbank as a foundational strategy supporting the four Key Riverwalk Projects, catalytic sites, and the overall user experience of the Rock River. A mix of existing and proposed riverbank conditions serves as a guide for improving accessibility, stabilizing the shoreline, and enhancing public interaction with the riverfront.

The existing riverbank features a variety of conditions, including natural edges, rip rap stabilization, and deteriorated seawalls. Proposed improvements build on these conditions to create a safe, sustainable, and engaging riverfront, integrating diverse treatments tailored to specific site needs:

Seawall Condition: Rehabilitated seawalls provide structural support for adjacent developments and protect infrastructure in areas with high urban interaction. Seawall can be constructed with different materials as permanent steel shuttering with a decorative coping, sections of large precast retaining wall block with a variety of available finishes or site-cast concrete that can have finishes or textures within the formwork. These have pros and cons in terms of cost, maintenance, and construction timeline.

Stabilized Edge Condition: Large stone placements anchor riverbanks prone to erosion, stabilizing the edge while maintaining a natural aesthetic. Stabilized riverbank once established can also be populated with aquatic shoreline plantings over time.

Constructed Walkway Condition: Elevated or cantilevered pathways offer continuity along constrained sections, such as adjacent to the Masonic Building, ensuring seamless pedestrian movement.

Natural Edge Improvement: Vegetative treatments restore ecological function, enhance aesthetics, and reduce sedimentation into the river, benefiting fisheries and habitats.

Improved Beach Condition: Enhanced small aggregate pebble beach areas provide accessible spaces for leisure, recreation, and river access.

Hybrid Condition: A combination of seawalls, natural edges, and rip rap stabilization where diverse site demands converge. This approach blends structural integrity, ecological restoration, and pedestrian-friendly design, offering flexibility for multi-functional areas like

public gathering spaces.

These strategies, guided by best practices and Wisconsin Department of Natural Resources (WDNR) recommendations, form the backbone of the district's revitalization, ensuring ecological health and structural resilience. By addressing riverbank conditions, this effort strengthens all other initiatives in the report, from key projects like pedestrian bridges and walkways to catalytic sites with development potential, while creating a cohesive and enjoyable Rock River experience for the community.

Refer to Chapter 6 to learn more about potential grant funding and implementation strategies.

SUPPORTING RIVER EDGE IMPROVEMENTS

Integrating an aquatic habitat network into the Rock River District Vision enhances the ecological and environmental value of the riverbank improvements while aligning with broader goals of sustainability and revitalization. As part of the river edge improvement strategy, this network focuses on habitat creation and conservation for aquatic species, reptiles, and other wildlife, ensuring that the riverbank serves as a resource for both the community and the environment.

HABITAT CREATION STRATEGIES

To support aquatic life, particularly state-threatened fish species like the River Redhorse and Redfin Shiner, habitat restoration efforts could incorporate the following measures:

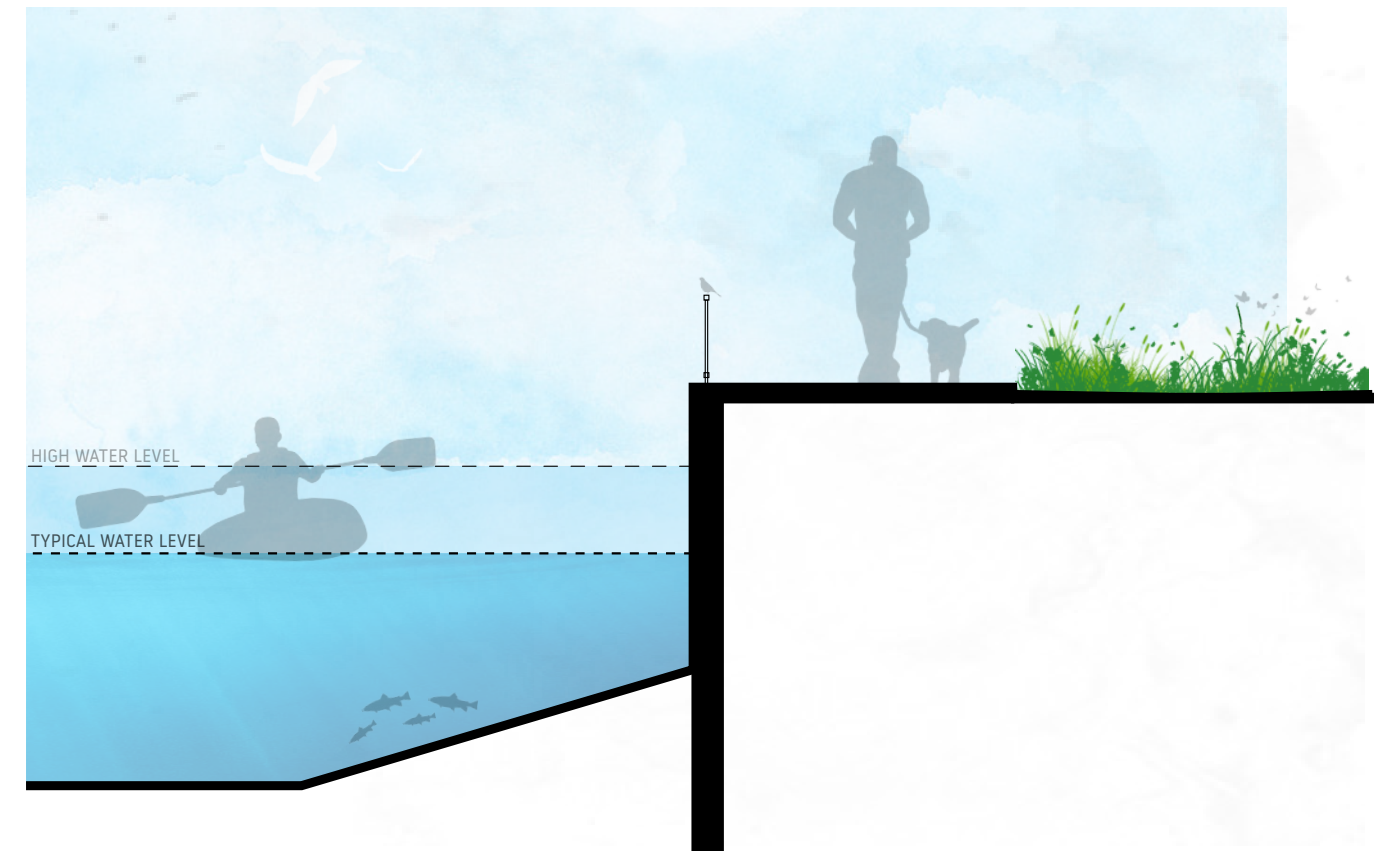
Erosion and Sediment Control: Implementing best management practices during construction, as recommended by the Wisconsin Department of Natural Resources (WDNR), minimizes sedimentation that disrupts fish habitats downstream.

Shoreline Stabilization with Vegetation: Using rip rap stabilized edges and vegetative buffers not only reduces erosion but also provides interstitial spaces critical for fish spawning and egg incubation.

Stream Flow Management: Dewatering plans and fish rescue operations, overseen by qualified fisheries professionals, ensure the safe relocation of fish during construction activities and reduce disruptions to migration and spawning cycles.

Reptile Hibernaculum

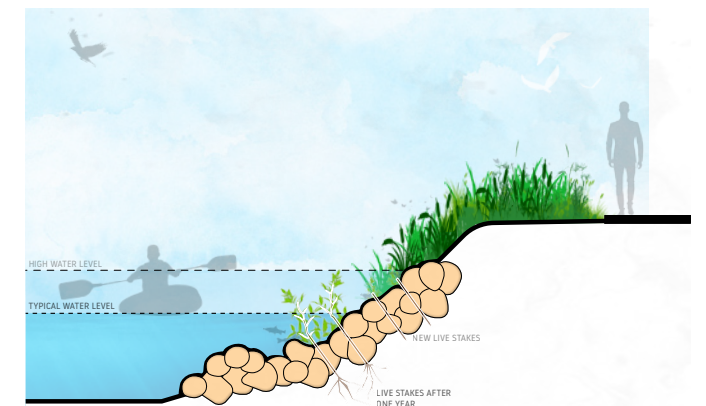
Incorporating reptile hibernacula, as outlined in habitat guidelines, supports turtles, snakes, and other cold-blooded species by creating secure winter habitats. These hibernacula can be constructed near naturalized edges using rocks, logs, and soil designed to provide protection from freezing temperatures. Strategically placing these features along the riparian zone adds ecological value while complementing public green spaces.



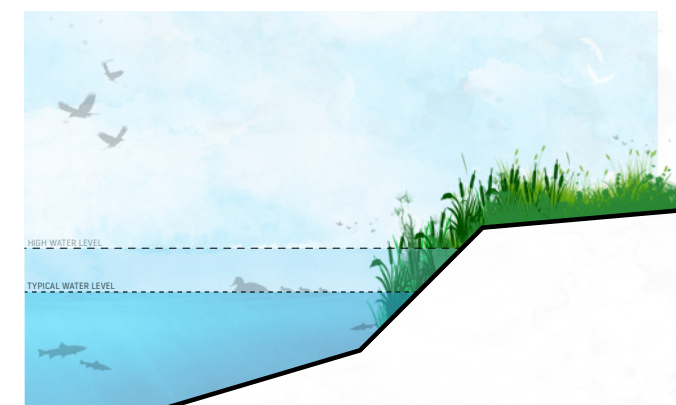
SEAWALL



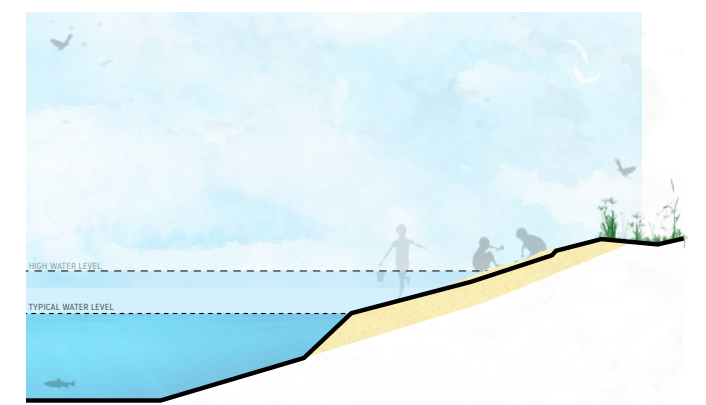
CONSTRUCTED WALKWAY



STABILIZED EDGE



NATURAL EDGE IMPROVEMENTS



IMPROVED BEACH

ECOLOGICAL INTEGRATION & ACCESS

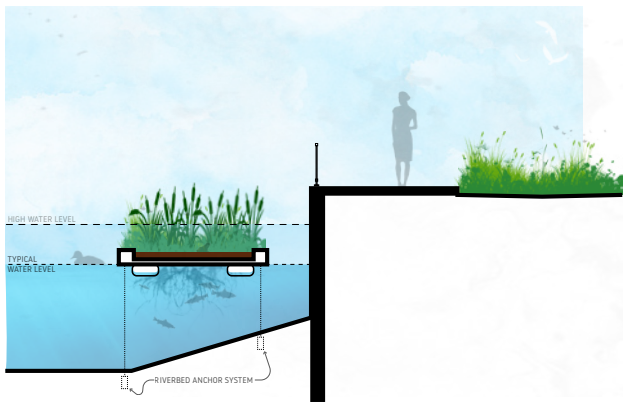
The hybrid condition approach, blending structural and ecological methods, offers opportunities to integrate habitat features seamlessly into urban design. For example, constructed walkways and cantilevered pathways can coexist with submerged habitat structures like rock ledges, enhancing both human access and aquatic diversity. Similarly, improved beach areas can incorporate buffer zones to limit human impact on sensitive wildlife habitats.

SUPPORTING GRANT OPPORTUNITIES

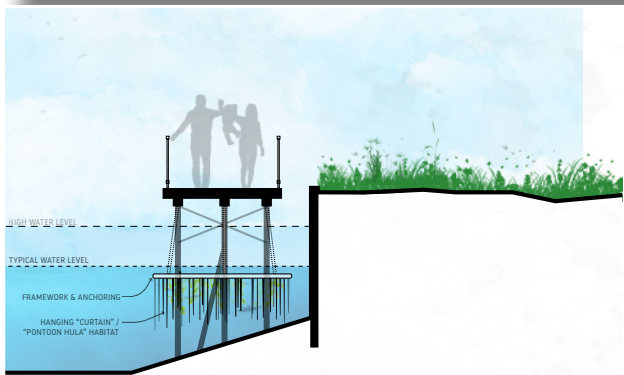
Incorporating these habitat-focused strategies positions the Rock River District for increased eligibility for grant funding. Programs such as the National Fish and Wildlife Foundation (NFWF), EPA Habitat Restoration Grants, and WDNR's Surface Water Grants support projects that prioritize aquatic and riparian ecosystem health. By committing to habitat conservation and ecological enhancements, the city could demonstrate alignment with funding priorities, increasing its competitiveness for these grants.

BROADER IMPACT

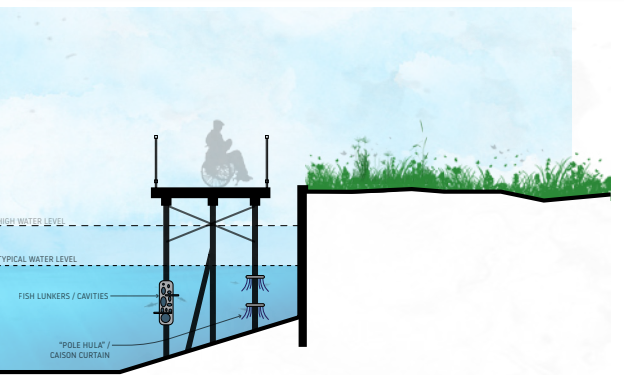
The aquatic habitat network supports the broader goals of the Rock River District by enhancing the river's ecological health, ensuring compliance with state and federal environmental standards, and creating an engaging experience for residents and visitors. These efforts contribute to the long-term resilience of the riverbank, reinforce connectivity to the natural environment, and align with the district's vision for a vibrant, sustainable, and community-focused riverfront.



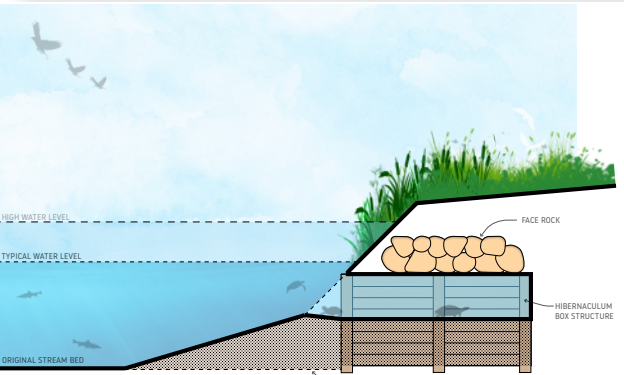
FLOATING WETLAND



HANGING CURTAIN HABITAT



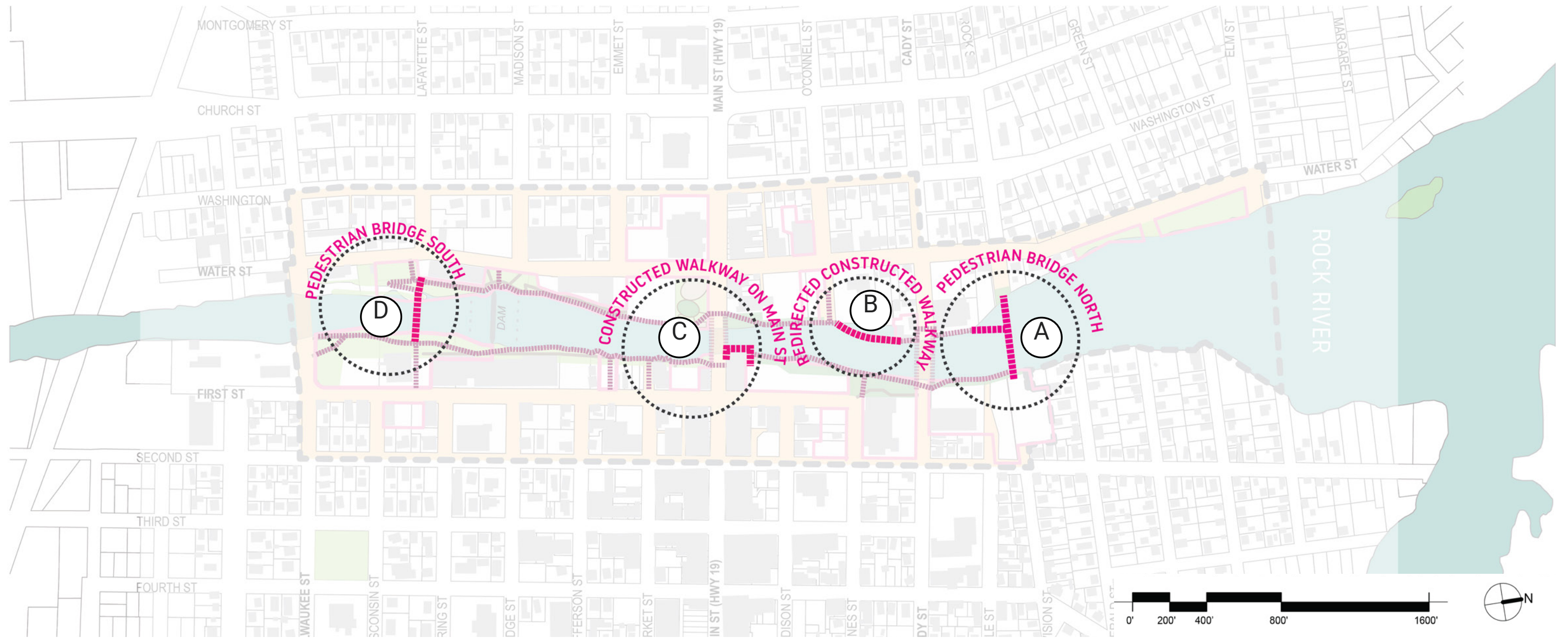
MOUNTED AQUATIC HABITAT



REPTILE HIBERNACULUM



KEY RIVERWALK PROJECTS



4.3 KEY PROJECTS

This section includes individual cutsheets detailing four primary projects: two pedestrian bridges—one located north and one south of the study area—to facilitate safe crossing and reduce interaction with vehicular traffic, as well as a constructed walkway beside the Masonic Building on Main Street to preserve the riverwalk’s continuity along constrained areas. A redirected walkway segment near private parcels maintains uninterrupted access while respecting property boundaries.

Proposed riverbank improvements include stabilizing the banks through a mix of natural vegetation and structural enhancements to prevent erosion, support flood management, and create an inviting atmosphere along the walk.



Pedestrian Bridge North facing south along the proposed riverwalk

PROJECT **A** PEDESTRIAN BRIDGE NORTH

This pedestrian bridge proposal aims to connect the northern end of the study area, linking Rock Street on the west to a study parcel just north of the Cady Street Bridge on the eastern bank. Spanning approximately 350 feet from east to west, with a 150-foot extension connecting to the Watertown Bowl parcel, this bridge would serve as a critical pedestrian and cycling link across the Rock River.

The project envisions an observation deck facing north, providing panoramic views and enhancing the riverfront experience. This bridge would not only offer a safer, more accessible route for pedestrians and cyclists while creating more efficient circulation, but also maintain visual connectivity with nearby developments. By integrating this structure, the bridge could serve as a northern bookend for the continuous riverwalk experience, supporting broader objectives for connectivity, and safety within the revitalized corridor.

EXISTING CONTEXT

- East and West proposed bridge entry points parcels, are owned by the City of Watertown. Southern entry point parcel is privately owned.
- Both sides of the river at the proposed entry points have natural edge conditions that directly meet the water
- Nearest Water Access Point is Fannie Lewis Park
- Adjacent parcels to be zoned as Central Mixed Use on west bank and Single-Family & Two-Family Townhouse Residential on east bank per 2019 Comprehensive Plan Land Uses



STRUCTURAL CONSIDERATIONS

- Coordinate with DNR for required height clearance minimums to maintain navigable waterways below
- Minimize conflicts with subgrade utility lines through coordination with the City and DNR
- Consider materials that are suitable for an outdoor aquatic environment that meet design and durability intent

ENVIRONMENTAL CONSIDERATIONS

- Hydrology model may be required by FEMA or WDNR
- Evaluate impact on local ecosystems. Consider mitigation measures if wildlife corridors or sensitive habitats are affected
- Consider soil conditions to determine required foundation types

SAFETY CONSIDERATIONS

- Consider lighting strategy that aligns with Watertown regulations and minimizes light pollution
- Consider safety barriers on all perimeter conditions
- Ensure maintenance access points

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk redevelopment should consider how additional riverwalk sections adjoining this project are phased and prioritized
- Refer to Next Steps - Civil section of Chapter 6 for more information concerning implementation

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

TAP
RTP
CDIG



PROJECT B

REDIRECTED CONSTRUCTED WALKWAY

The redirected constructed walkway is a strategic solution for achieving the continuous riverwalk concept. At a critical point along the river, this design approach creates a seamless connection by diverting the pathway away from privately owned parcels. The walkway departs from the riverbank, angling through the municipally owned parcel to the north before reconnecting south of the west bank near the Cady Street Bridge. This configuration ensures uninterrupted flow while respecting property boundaries, maintaining the efficiency and continuity of the riverwalk.

By employing this angled connection, the walkway preserves the centrality and visibility of the riverfront experience, allowing users to remain visually connected to the water. The design enhances the sense of movement and engagement along the pathway, creating a cohesive and uninterrupted experience for pedestrians and cyclists as they navigate through this key segment of the riverwalk. This approach supports the overall goal of an accessible, continuous urban riverfront corridor.

EXISTING CONTEXT

- Landing points connect municipally owned parcels within the study area
- Privately owned parcel directly west of the proposed redirected walkway.
- Adjacent parcels to be zoned as Central Mixed Use per 2019 Comprehensive Plan Land Uses



STRUCTURAL CONSIDERATIONS

- Coordinate with DNR for required height clearance minimums to maintain navigable waterways below
- Minimize conflicts with subgrade utility lines through coordination with the City and DNR
- Consider materials that are suitable for an outdoor aquatic environment that meet design and durability intent

ENVIRONMENTAL CONSIDERATIONS

- Hydrology model may be required by FEMA or WDNR
- Evaluate impact on local ecosystems. Consider mitigation measures if wildlife corridors or sensitive habitats are affected
- Consider soil conditions to determine required foundation types

SAFETY CONSIDERATIONS

- Consider lighting strategy that aligns with Watertown regulations and minimizes light pollution
- Consider safety barriers on all perimeter conditions
- Ensure maintenance access points

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk redevelopment should consider how additional riverwalk sections adjoining this project are phased and prioritized
- Refer to Next Steps - Civil section of Chapter 6 for more information concerning implementation

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

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PROJECT C CONSTRUCTED WALKWAY ON MAIN ST

The construction of a walkway alongside the western facade of the Masonic Building on Main Street is a strategic approach to achieving a continuous riverwalk. The Masonic Building, which directly abuts the Rock River and functions as a seawall, creates an opportunity to extend a pathway over the river's edge. By building the walkway along the riverfront rather than redirecting it toward North 1st Street, the design maintains the pathway's central position along the water. This approach keeps circulation efficient and visually connected to the river, preserving the immersive experience of the riverwalk.

Integrating this constructed walkway would ensure that the path remains continuous and aligned with the riverfront's natural flow, enhancing the overall aesthetic and functional quality of the urban river corridor. This strategy contributes to a cohesive and engaging pedestrian experience while respecting the building's historical presence and structural integrity.

EXISTING CONTEXT

- Stabilized river edge condition
- Privately owned parcel directly east of constructed walkway north of Main Street
- Adjacent parcels to be zoned as Central Mixed Use per 2019 Comprehensive Plan Land Uses



STRUCTURAL CONSIDERATIONS

- Seawall improvements along river edge recommended
- Discussion with City Engineering is recommended
- Consider materials that are suitable for an outdoor aquatic environment that meet design and durability intent

ENVIRONMENTAL CONSIDERATIONS

- Evaluate impact on local ecosystems. Consider mitigation measures if wildlife corridors or sensitive habitats are affected
- Consider stormwater drainage strategy in reference to future development projects

SAFETY CONSIDERATIONS

- Consider lighting strategy that aligns with Watertown regulations and minimizes light pollution
- Consider safety barriers on all river-side perimeter conditions

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future development may consider connection points to Main Street and at 2 E Main Street
- Future development may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk redevelopment should consider how additional riverwalk sections adjoining this project are phased and prioritized
- Refer to Refer to Next Steps - Civil section of Chapter 6 for more information concerning implementation

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

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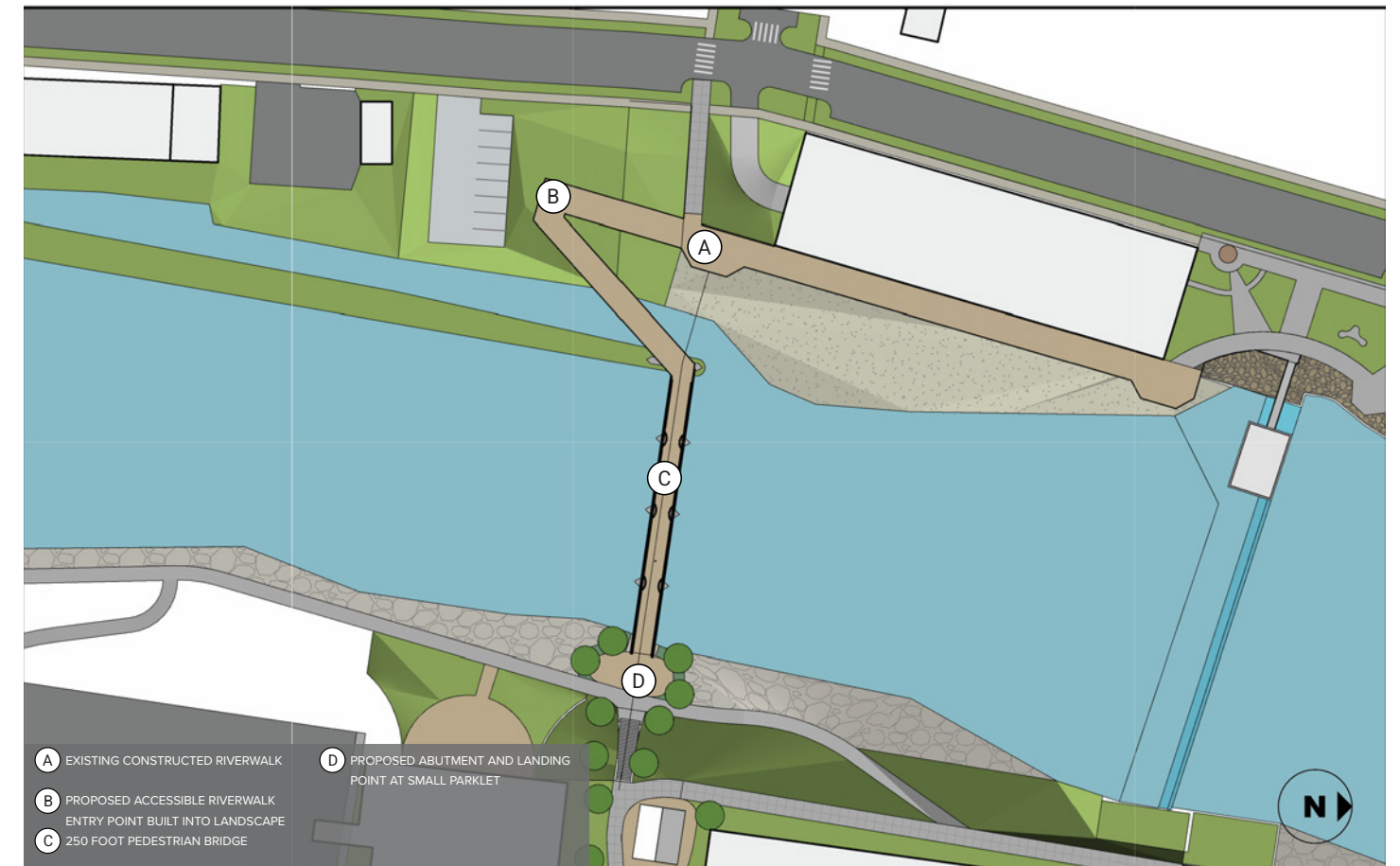
PROJECT **D** PEDESTRIAN BRIDGE SOUTH

Located between the Milwaukee Street Bridge and the Watertown Dam, this pedestrian bridge connects existing riverwalk segments at the southern end of the study area. Spanning approximately 250 feet from east to west, the bridge serves as a vital link, enhancing pedestrian and cyclist access across the Rock River while maintaining the riverwalk's continuity.

By redirecting foot and bike traffic away from the vehicular congestion of the Milwaukee Street Bridge, the project offers a safer, more pedestrian-friendly route. This separation enhances the safety and comfort of users, encouraging non-motorized transportation along the corridor. The bridge also acts as a bookend experience, offering scenic views of the dam to the north and creating an immersive riverfront experience. This strategic placement not only supports connectivity but also aligns with the broader objective of fostering a vibrant, accessible, and interconnected downtown environment.

EXISTING CONTEXT

- East and West proposed bridge entry points parcels, are owned by the City of Watertown
- Bridge
- Both sides of the river at the proposed entry points have stabilized edge conditions
- Informal river access point just below existing riverwalk structure south of the dam on the western bank
- Adjacent parcels to be zoned as Central Mixed Use on west bank per 2019 Comprehensive Plan Land Uses
- Site on west bank currently within Planned Development Overlay



STRUCTURAL CONSIDERATIONS

- Coordinate with DNR for required height clearance minimums to maintain navigable waterways below
- Minimize conflicts with subgrade utility lines through coordination with the City and DNR
- Consider materials that are suitable for an outdoor aquatic environment that meet design and durability intent

ENVIRONMENTAL CONSIDERATIONS

- Hydrology model may be required by FEMA or WDNR
- Evaluate impact on local ecosystems. Consider mitigation measures if wildlife corridors or sensitive habitats are affected
- Consider soil conditions to determine required foundation types

SAFETY CONSIDERATIONS

- Consider lighting strategy that aligns with Watertown regulations and minimizes light pollution
- Consider safety barriers on all perimeter conditions
- Ensure maintenance access points

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future infrastructure project may consider creating public access easement
- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk redevelopment should consider how additional riverwalk sections adjoining this project are phased and prioritized
- Refer to Next Steps - Civil section of Chapter 6 for more information concerning implementation

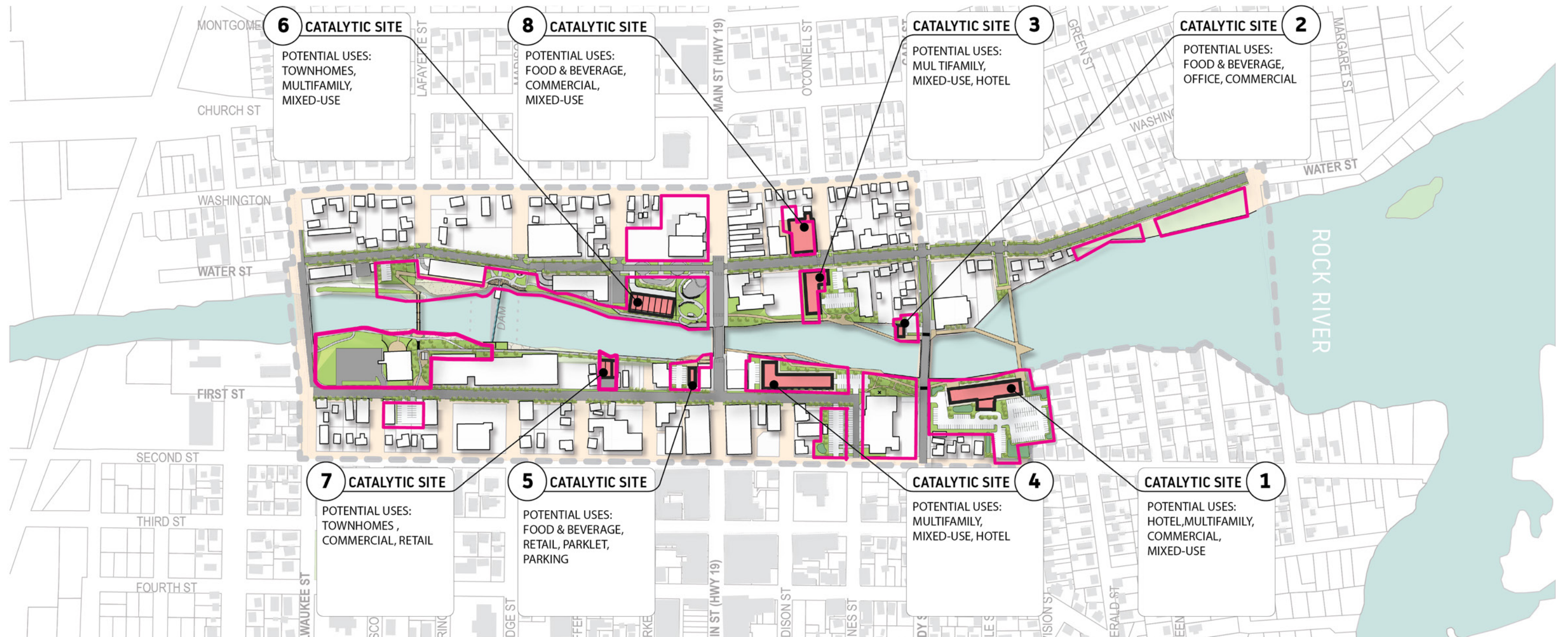
FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

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CATALYTIC SITE

5.0 RECOMMENDATIONS



5.1 OVERVIEW

The Redevelopment Authority (RDA) tasked the design team with envisioning sustainable growth and development for each site. These catalytic parcels are central to a feasibility study, exploring what could be realized within the area's potential. The analysis draws from a comprehensive range of data, including zoning regulations, land use studies, projected program requirements, and insights from relationships with experienced developers. Through careful examination of these reports, supporting documents, discussions with the City and the RDA, and community engagement, the design team has crafted the following strategic, flexible, and long-term vision of development. This vision aims to transform the identified parcels into thriving spaces that will support a vibrant, dynamic future for the area.



CATALYTIC SITE 1

Identified by the Redevelopment Authority (RDA) for its strategic location, size, and market potential, this site offers approximately 400 linear feet of riverfront access across three parcels north of Cady Street and west of North 2nd Street. Its location along the proposed riverwalk and proximity to key downtown attractions make it suitable for a variety of land uses.

The 2020 Market Feasibility Study recommends this site for a 100-key hotel, with ground-floor amenities such as a restaurant, club room, and fitness center to enhance the guest experience. These amenities could capitalize on the riverfront views and pedestrian access to the riverwalk. Alternatively, the site is also viable for a multifamily development, offering residents direct connectivity to the riverwalk. The report's conceptual study confirms that these contemplated uses can be accommodated within the site, supporting long-term economic and community growth.

POTENTIAL USES

Hotel / Multifamily / Commercial / Mixed Use

SUPPORTING DOCUMENTATION

2020 Market Feasibility Study for a Limited-Service Hotel
2019 Comprehensive Plan
2021 Housing Affordability Analysis

EXISTING CONDITIONS

- The site is bordered by North 2nd Street to the east, with several Two-Family Residential parcels situated in the southeast corner. To the south, it is bounded by Cady Street, while the Rock River forms the western boundary. Along the northern edge, the site is adjacent to a mix of Two-Family Residential and Neighborhood Business parcels.
- No current active use of site
- Existing Land Use: Central Business District & General Business
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown



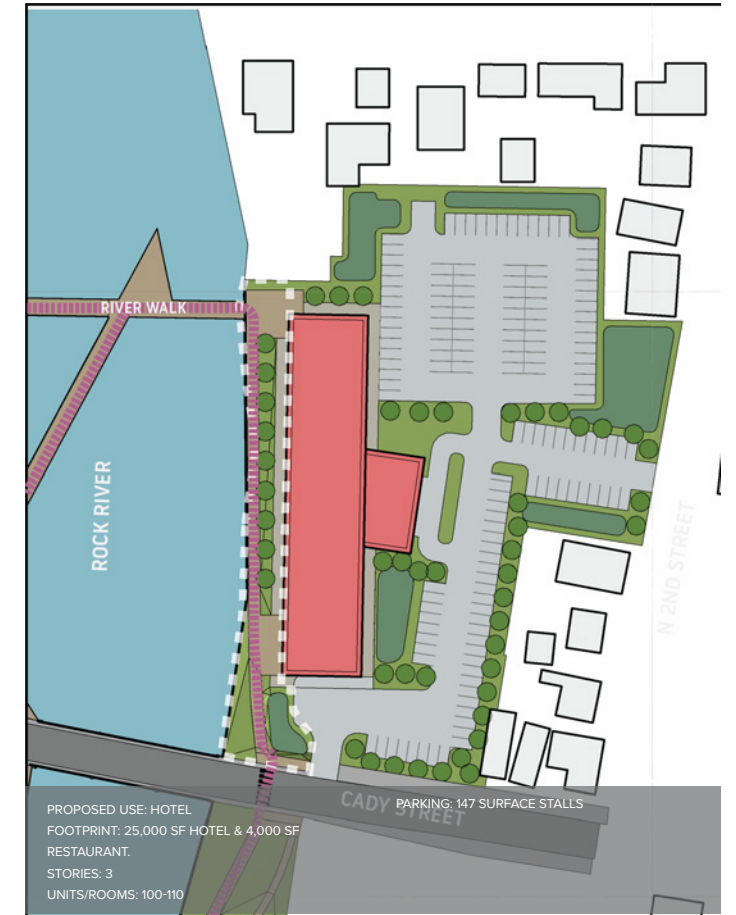
AERIAL PARCELS

SITE CONSIDERATIONS

- Potential sewer rerouting may be necessary
- Discussion with City Engineering is recommended

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Underground storm water storage may be considered to meet local standards and maximize site development area



TEST FIT DEVELOPMENT EXAMPLE

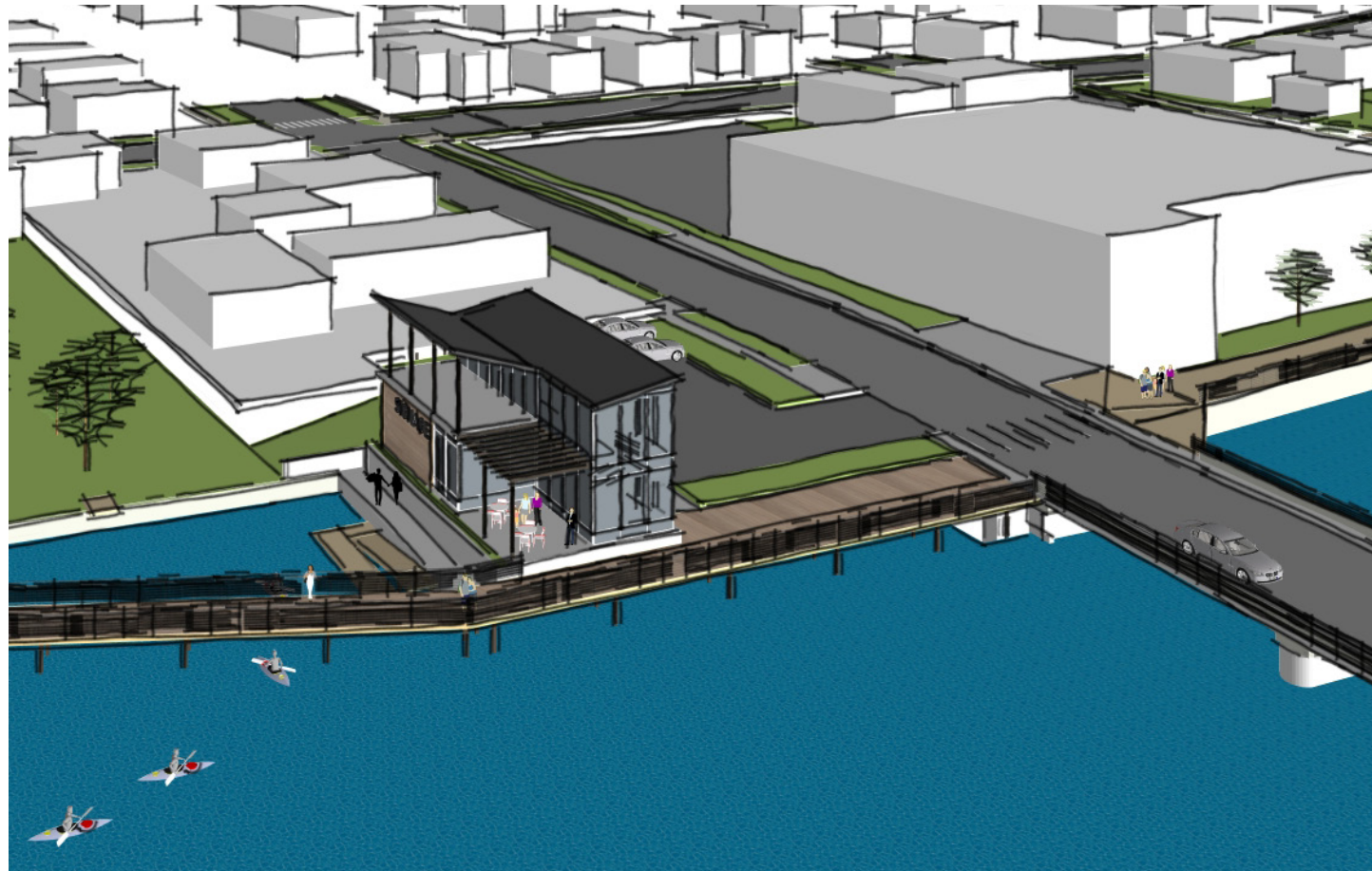
POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider combining available parcels to streamline future redevelopment opportunity
- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk redevelopment should consider how additional riverwalk sections to the west and south will connect to this parcel. Future riverwalk design to consider connection point to Cady Street for future expansion to the south

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

BSAG TRM
VSG UNPSWM
ISRP CWAG
LWCP CDIG



CATALYTIC SITE 2

Identified by the Redevelopment Authority (RDA) for its strategic location, this site offers approximately 140 linear feet of riverfront access, situated just south of the western bank adjacent to the Cady Street Bridge. Its prime location along the proposed riverwalk and close proximity to key downtown attractions make it attractive for a commercial, waterfront-engaged business.

This site presents an opportunity to create an engaging, community-centric space that enhances public interaction and supports local economic development. Commercial development could provide a vibrant gathering location for residents and visitors while maximizing views and access to the riverwalk. This aligns with the city's broader goals of revitalizing the river corridor by fostering community engagement and enhancing public space along the Rock River.

POTENTIAL USES

Food & Beverage / Office / Commercial

SUPPORTING DOCUMENTATION

2019 Comprehensive Plan

EXISTING CONDITIONS

- The site is bordered by the Rock River to the east. To the south, it is bounded by a Two Family Residential parcel, while a Central Business District parcel forms the western boundary. Along the northern edge, the site is adjacent to Cady Street as it meets the Cady Street Bridge.
- Two structures including a metal building abutting the Rock River and a brick two-story structure adjacent to the street.
- Seawall river edge condition
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Privately owned. Site was identified by the RDA as a potential redevelopment site alongside conversations with the current land owner



AERIAL PARCELS

SITE CONSIDERATIONS

- Potential sewer rerouting may be necessary
- Discussion with City Engineering is recommended
- Shared drive access with adjacent parcel to the west
- Seawall improvements along river edge recommended

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Underground storm water storage may be considered to meet local standards and maximize site development area



TEST FIT DEVELOPMENT EXAMPLE

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider separating drive access from 109 W Cady Street parcel
- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk redevelopment should consider how additional riverwalk sections to the south will connect to this parcel. Future riverwalk design to consider connection point to Cady Street for future expansion to the north

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

BSAG	TRM
VSG	UNPSWM
HPTC	CWAG
LWCP	CDIG



CATALYTIC SITE ③

Located along Water Street, this site provides approximately 300 linear feet of riverfront access just south of the Cady Street Bridge.

The site is adjacent to an existing senior living facility to the north, with direct access to the potential riverwalk. Such development could enhance connectivity, increase housing options, and align with the city's broader economic objectives of diversifying housing options.

POTENTIAL USES

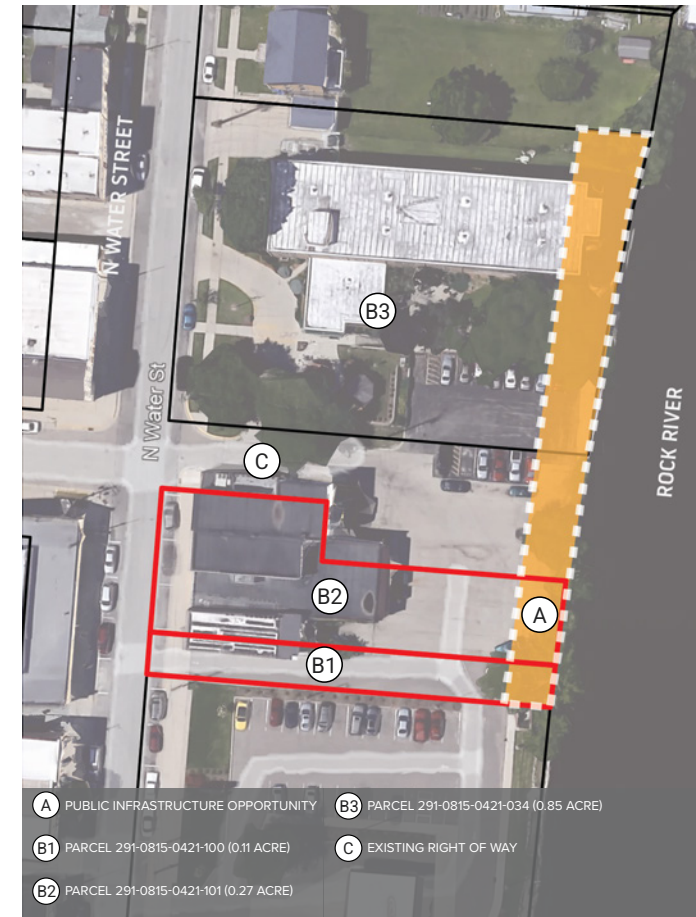
Multifamily / Mixed-Use / Hotel

SUPPORTING DOCUMENTATION

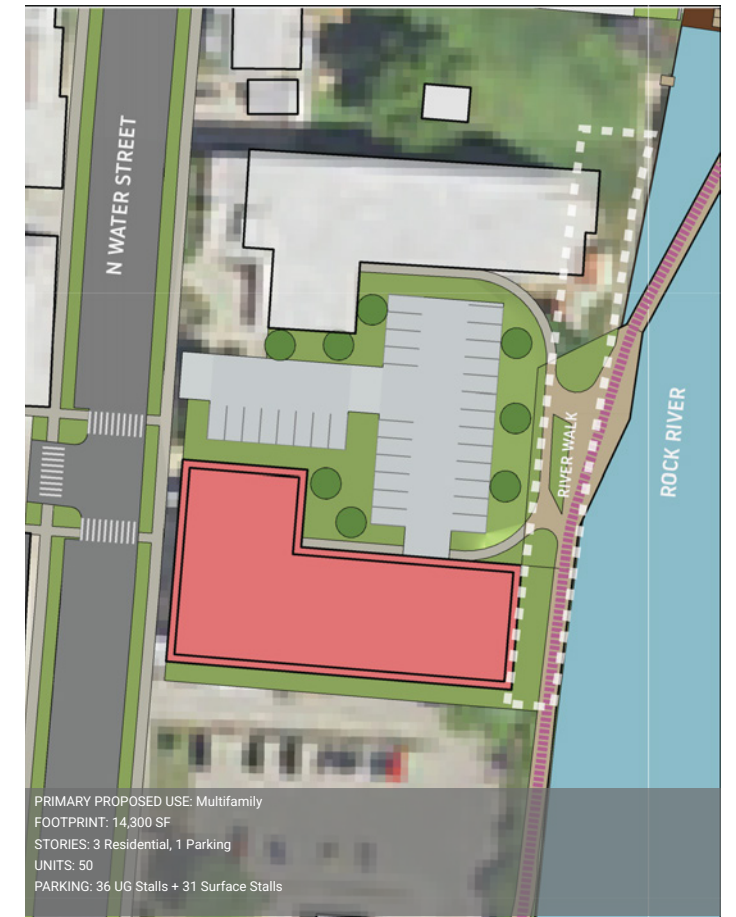
2020 Market Feasibility Study for a Limited-Service Hotel
2019 Comprehensive Plan
2021 Housing Affordability Analysis

EXISTING CONDITIONS

- The site is bordered by the Rock River to the east. To the south, it is bounded by Bank First Watertown, while N Water Street forms the western boundary. Along the northern edge, the site is adjacent to Johnson Arms Apartments.
- Previous structures have been removed at 125 N Water Street
- Natural and seawall river edge conditions
- Adjacent Senior Living / Apartments / Parking
- Located within Historic District Downtown overlay
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown



AERIAL PARCELS



TEST FIT DEVELOPMENT EXAMPLE

SITE CONSIDERATIONS

- Potential utility rerouting may be necessary
- Discussion with City Engineering is recommended
- Seawall improvements along river edge recommended

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Underground storm water storage may be considered to meet local standards and maximize site development area

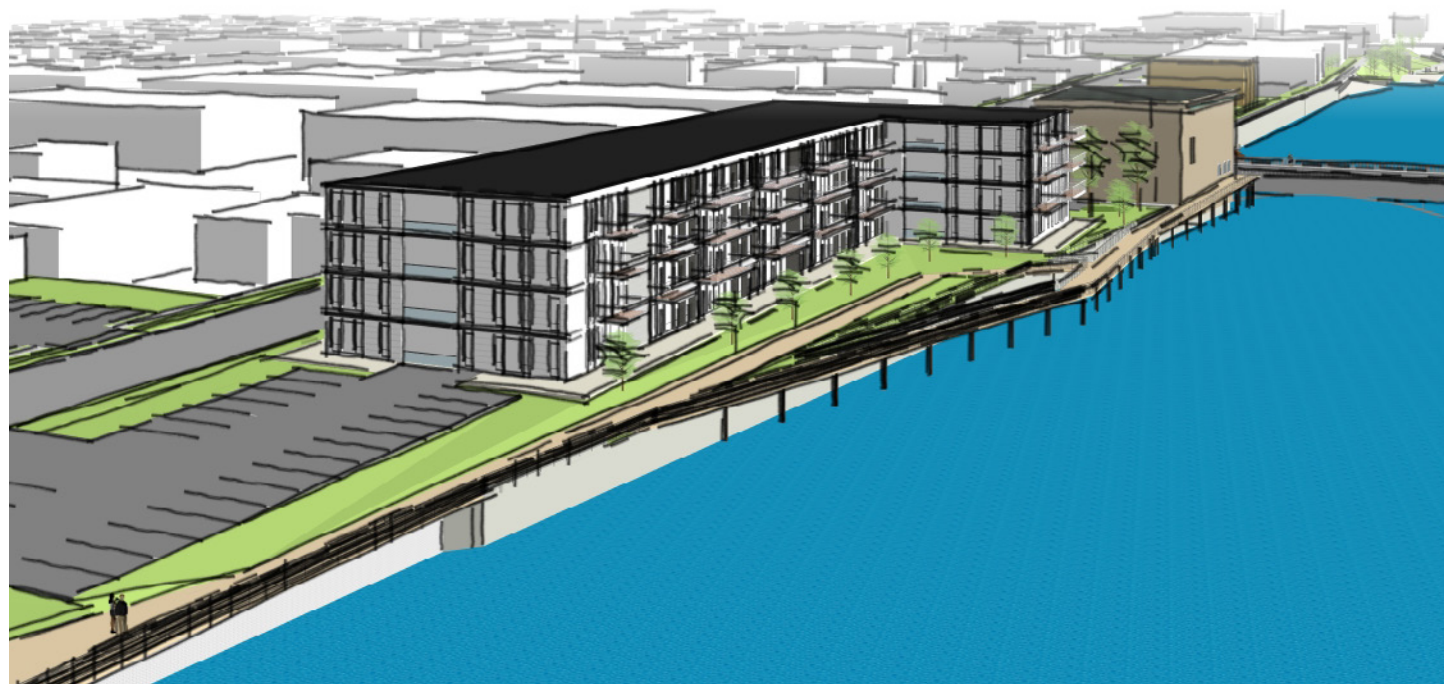
POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider geotechnical investigation of subsoil conditions
- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk redevelopment should consider how additional riverwalk sections to the north will connect to this parcel.

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

BSAG UNPSWM
VSG CWAG
LWCP CDIG
TRM



CATALYTIC SITE ④

Located along N 1st Street, this site provides over 400 linear feet of riverfront access just north of the Cole Bridge on Main Street.

The site is centrally located within the study area between the Masonic Building and City Hall, with direct access to the potential riverwalk. Such development could enhance connectivity, increase compact housing options, and align with the city's broader economic objectives of diversifying housing options.

OTHER POTENTIAL USES

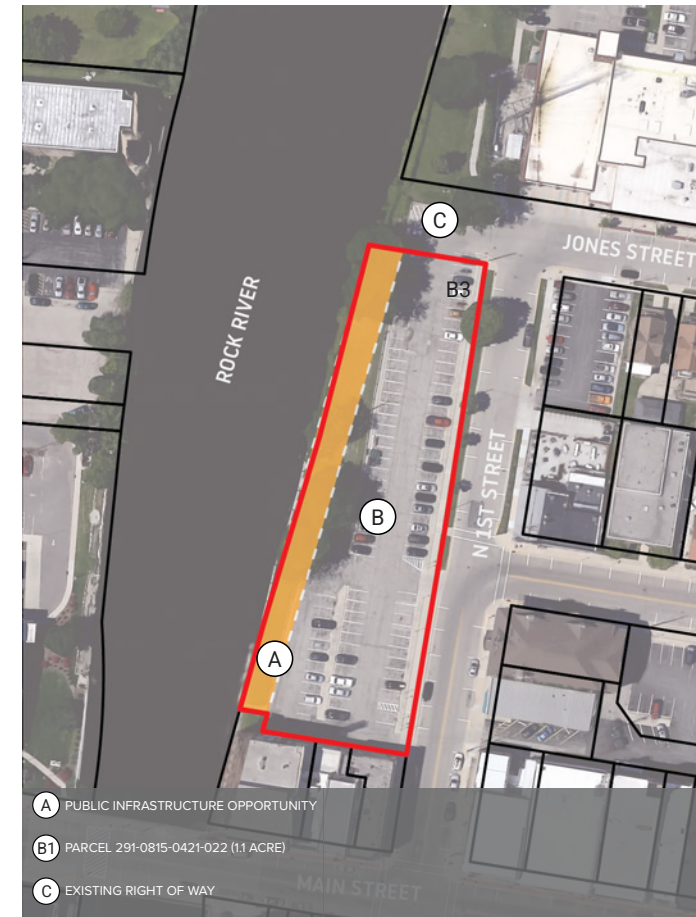
Multifamily / Mixed-Use / Hotel

SUPPORTING DOCUMENTATION

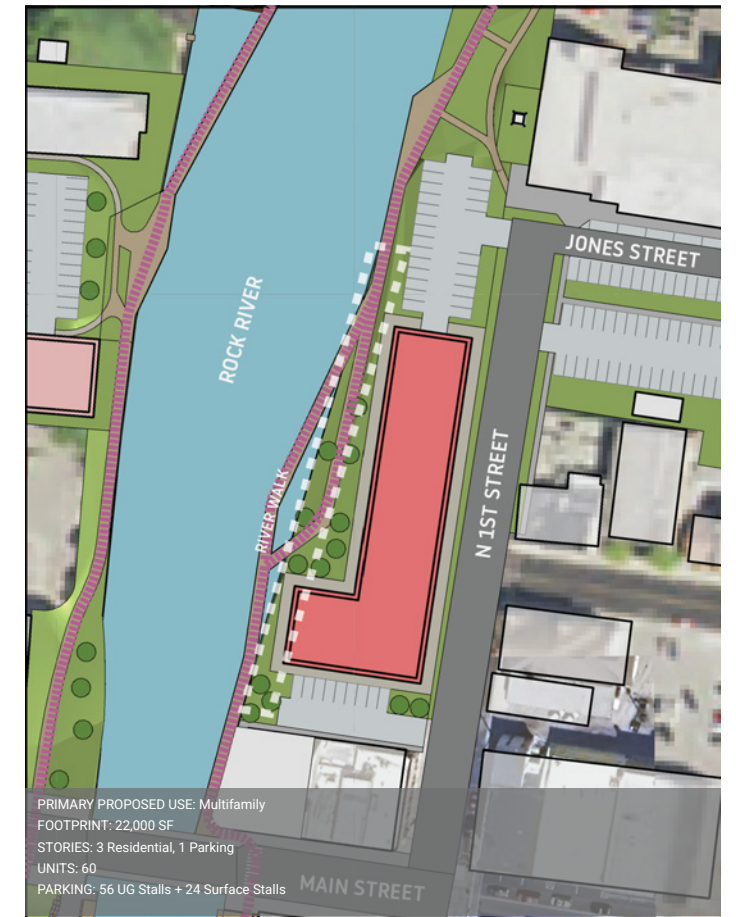
2019 Comprehensive Plan
2021 Housing Affordability Analysis

EXISTING CONDITIONS

- The site is bordered by the Rock River to the west. To the south, it is bounded by the Masonic Building, while N 1st Street forms the eastern boundary. Along the northern edge, the site is adjacent to City Hall.
- Current use as public parking lot
- Study area includes 100 feet of Jones Street between N 1st street and the Rock River
- Seawall river edge condition
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown



AERIAL PARCELS



TEST FIT DEVELOPMENT EXAMPLE

SITE CONSIDERATIONS

- Potential utility rerouting may be necessary
- Discussion with City Engineering is recommended
- Seawall improvements along river edge recommended

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Underground storm water storage may be considered to meet local standards and maximize site development area

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider geotechnical investigation of subsoil conditions
- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk redevelopment should consider how additional riverwalk sections to the north will connect to this parcel.

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

BSAG UNPSWM
VSG CWAG
LWCP CDIG
TRM



CATALYTIC SITE 5

Located along S 1st Street, this site provides over 150 linear feet of riverfront access just south of the Cole Bridge on Main Street and across the river from Bentzin Family Town Square.

The site is centrally located within the study area between existing businesses on the 1st Street Corridor, with direct access to the potential riverwalk. Such development could enhance connectivity and community-centric space that enhances public interaction and supports local economic development. Commercial development could provide a vibrant gathering location for residents and visitors while maximizing views and access to the riverwalk. This aligns with the city's broader goals of revitalizing the river corridor by fostering community engagement and enhancing public space along the Rock River.

OTHER POTENTIAL USES

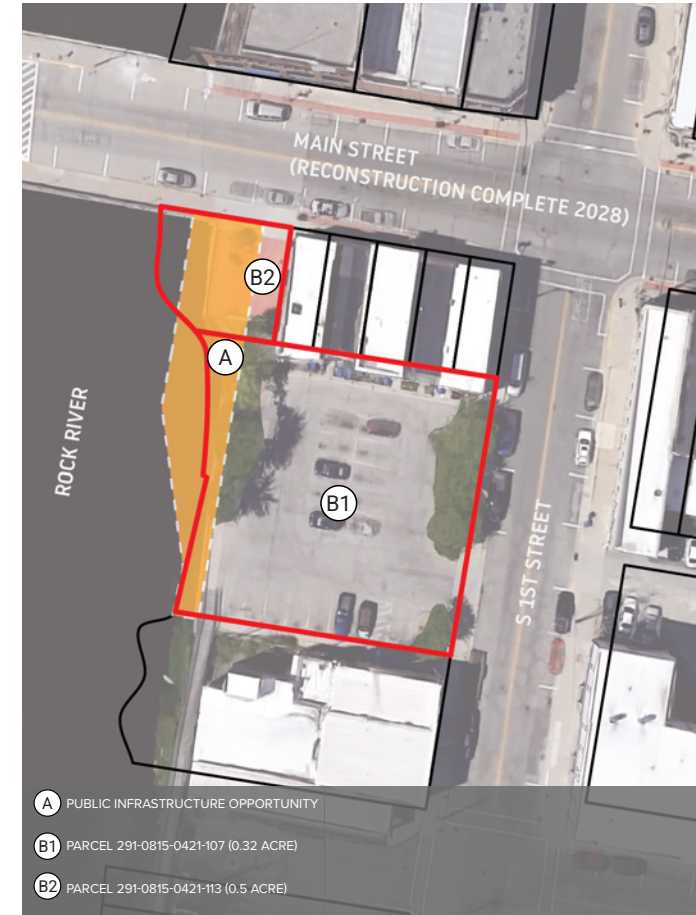
Food & Beverage / Retail / Parklet / Parking

SUPPORTING DOCUMENTATION

2019 Comprehensive Plan

EXISTING CONDITIONS

- The site is bordered by the Rock River to the west. To the south, it is bounded by several small businesses, while S 1st Street forms the eastern boundary. Along the northern edge, the site is adjacent to small businesses along the Main Street corridor.
- Current use as public parking lot and vacant parcel
- Stabilized river edge condition
- Located within Historic District Downtown overlay
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown



AERIAL PARCELS

SITE CONSIDERATIONS

- Potential utility rerouting may be necessary
- Discussion with City Engineering is recommended
- Seawall improvements along river edge recommended

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Surface-level storm water management may be considered to meet local standards and maximize site development area



TEST FIT DEVELOPMENT EXAMPLE

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider geotechnical investigation of subsoil conditions
- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk design to consider connection point to Main Street for future expansion to the north. Future riverwalk design to consider public gathering area to mirror Bentzin Family Town Square and support development.

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

BSAG	UNPSWM
VSG	CWAG
LWCP	CDIG
TRM	



CATALYTIC SITE 6

Located along S Water Street, this site provides over 180 linear feet of riverfront access just south of the Cole Bridge on Main Street.

The site is centrally located within the study area between existing businesses and the Watertown Public Library on the Main Street Corridor, with direct access to the potential riverwalk. Such development could enhance connectivity and community-centric space that enhances public interaction.

OTHER POTENTIAL USES

Townhomes / Multifamily / Mixed-Use

SUPPORTING DOCUMENTATION

2019 Comprehensive Plan
2021 Housing Affordability Analysis

EXISTING CONDITIONS

- The site is bordered by the Rock River to the east. To the south, it is bounded by Globe Apartments, while S Water Street forms the western boundary. Along the northern edge, the site is adjacent to Bentzin Family Town Square along the Main Street corridor.
- No current active use of site
- Seawall river edge condition
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown



AERIAL PARCELS

SITE CONSIDERATIONS

- Potential utility rerouting may be necessary
- Discussion with City Engineering is recommended
- Seawall improvements along river edge recommended

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Surface-level storm water management may be considered to meet local standards and maximize site development area



TEST FIT DEVELOPMENT EXAMPLE

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider geotechnical investigation of subsoil conditions
- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk design to consider connection point to Bentzin Family Town Square for future expansion to the north

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

BSAG	UNPSWM
VSG	CWAG
LWCP	CDIG
TRM	



CATALYTIC SITE 7

Located along S Water Street, this site provides approximately 100 linear feet of riverfront access just south of the Cole Bridge on Main Street.

The site is located within the study area between existing businesses on the 1st Street corridor with direct access to the potential riverwalk. Such development could enhance connectivity and community-centric space that enhances public interaction.

OTHER POTENTIAL USES

Townhomes / Commercial / Multifamily

SUPPORTING DOCUMENTATION

2019 Comprehensive Plan
2021 Housing Affordability Analysis

EXISTING CONDITIONS

- The site is bordered by the Rock River to the west. It is bordered from the north and south by privately owned businesses. S 1st Street forms the western boundary.
- Current use as parking
- Seawall and natural river edge conditions with existing boardwalk
- Located within Historic District Downtown overlay
- Existing Land Use: Central Business District
- 2019 Comprehensive Plan Land Use: Central Mixed Use
- Owned by City of Watertown



AERIAL PARCELS



TEST FIT DEVELOPMENT EXAMPLE

SITE CONSIDERATIONS

- Potential utility rerouting may be necessary
- Discussion with City Engineering is recommended
- Seawall improvements along river edge recommended

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Surface-level storm water management may be considered to meet local standards and maximize site development area

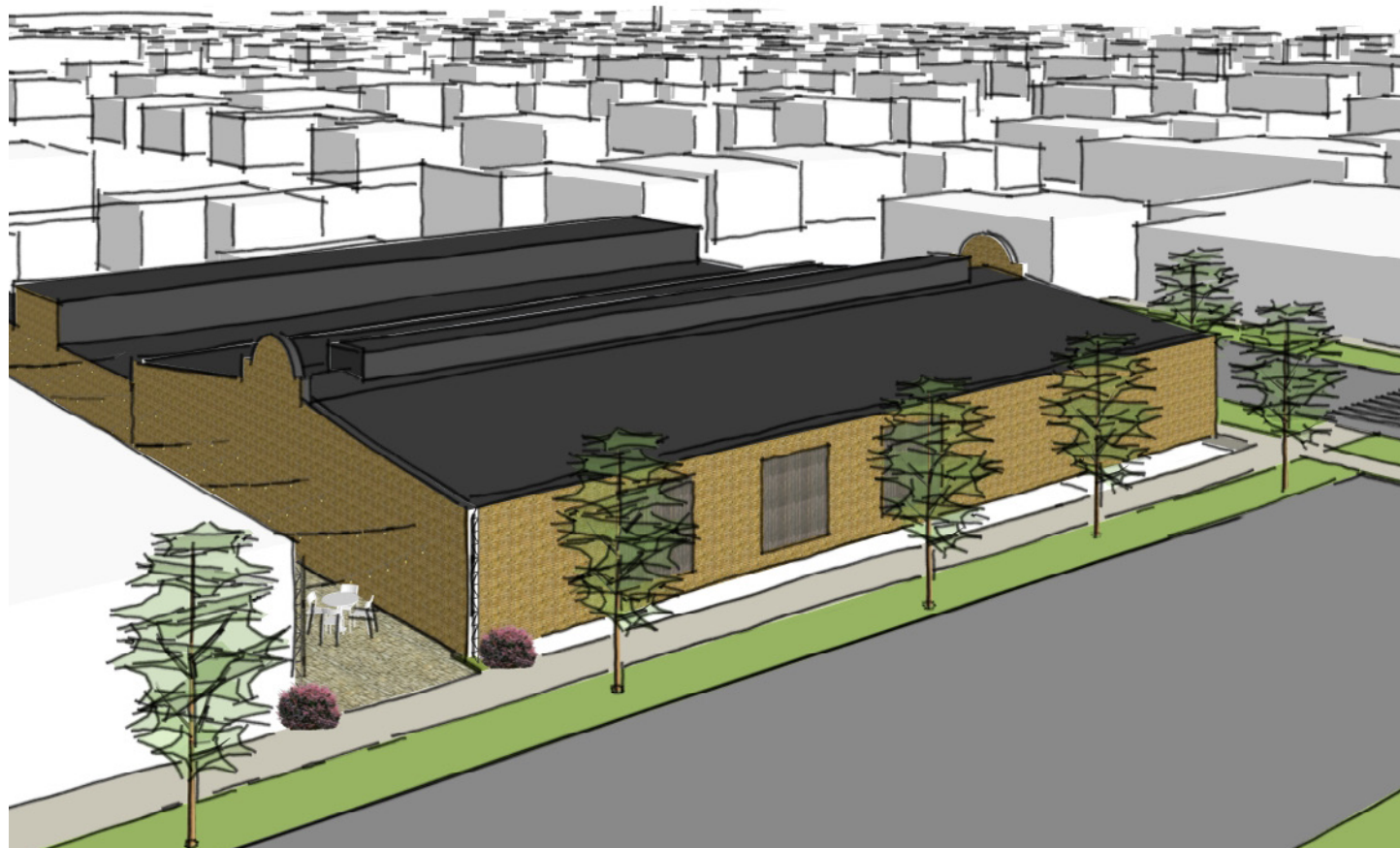
POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider geotechnical investigation of subsoil conditions
- Future redevelopment may consider communication with DNR to understand river frontage improvement needs, opportunities, and funding
- Future riverwalk design to consider connection existing riverwalk sections to the south and future connections to the north.

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

BSAG	UNPSWM
VSG	CWAG
LWCP	CDIG
TRM	



CATALYTIC SITE 8

Located along N Water Street, this site is situated between residential and commercial parcels. As a historical building, this site could be repurposed for modernized uses.

This site features a historic cream city brick building with unique architectural character and flexible space, ideal for adaptive reuse—the practice of repurposing structures while preserving their historic integrity. The building’s open-plan, warehouse-like interior and high ceilings allow for versatile uses that enhance the Rock River District.

Potential concepts include a taproom or brewpub with open-plan dining and large brewing installations for an immersive experience, an event center for community gatherings, or an art gallery featuring large installations and creative displays. Another option includes establishing an Arts Council office with administrative spaces alongside a gallery, creating a central arts hub for exhibitions, workshops, and arts programming.

This adaptive reuse approach preserves the building’s architectural appeal, supports sustainable redevelopment, and creates a distinctive, community-

oriented destination that enhances the vibrancy of the Rock River District.

POTENTIAL USES

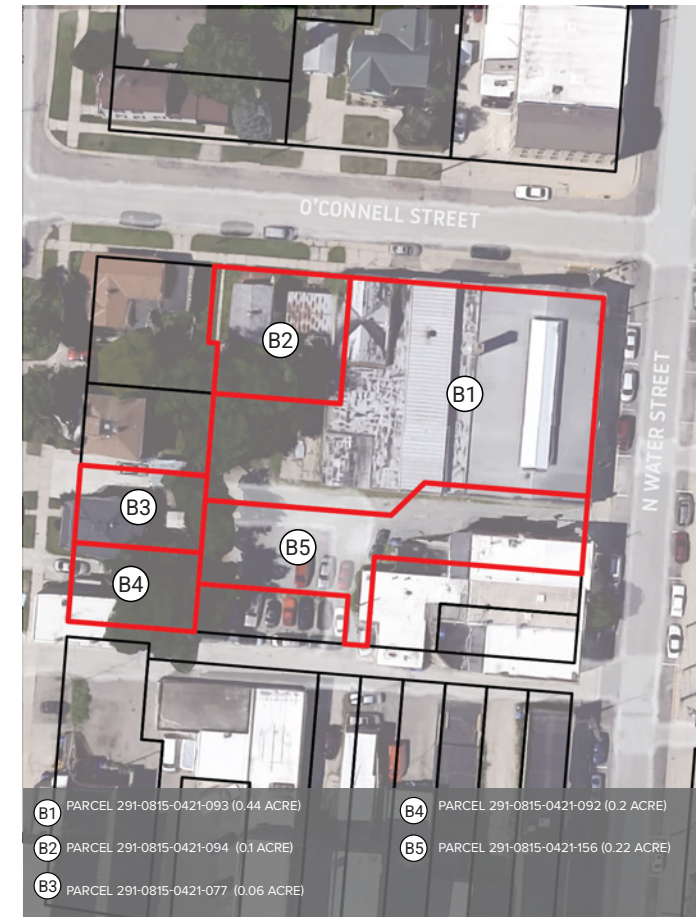
Food & Beverage / Commercial / Mixed Use / Retail

SUPPORTING DOCUMENTATION

2019 Comprehensive Plan

EXISTING CONDITIONS

- 5 parcels located between O’Connell Street to the north, an alleyway to the south, N Water Street to the east, and N Washington Street to the west
- Alleyway access on southern boundary of site
- Existing Land Use: Central Business District & Two-Family Residential
- 2019 Comprehensive Plan Land Use: Central Mixed Use & Two-Family / Townhouse Residential
- Located within Historic District Downtown overlay
- Privately owned. Site was identified by the RDA as a potential redevelopment site alongside conversations with the current land owner



AERIAL PARCELS

SITE CONSIDERATIONS

- Potential utility rerouting may be necessary
- Discussion with City Engineering is recommended
- Survey existing conditions

ENVIRONMENTAL CONSIDERATIONS

- Green space that reduces overall impervious area is recommended
- Surface-level storm water management may be considered to meet local standards and maximize site development area
- Potential to reuse of existing building elements



TEST FIT DEVELOPMENT EXAMPLE

POTENTIAL OPPORTUNITY CONSIDERATIONS

- Future redevelopment may consider geotechnical investigation of subsoil conditions
- Future redevelopment should consider working with owner and city in tandem to determine possible zoning requirements including on/off street parking considerations

FUNDING OPPORTUNITIES

For information about each grant, refer to page 124.

BSAG UNPSWM
VSG CWAG
LWCP CDIG
TRM

6.0 IMPLEMENTATION



6.1 NEXT STEPS

The goals, desired outcomes, and strategic vision of this project have garnered strong support from the community, City staff, elected officials, and potential regional development partners. To transform this vision into a tangible reality, an implementation plan has been contemplated to guide the process. This chapter outlines potential key steps, phases, and actions. Successful implementation will require a coordinated effort that includes municipal collaboration with private stakeholders and strategic planning.

The path forward will not be linear; it will necessitate flexibility and responsiveness to opportunities and challenges as they arise. The recommended action steps include securing funding through grants and partnerships, updating zoning regulations to align with

development goals, and prioritizing catalytic projects that can generate early momentum. In addition, establishing a clear timeline, designating responsible parties, and maintaining ongoing communication with the community are critical to maintaining support and ensuring accountability.

PLAN ADVANCEMENT

Similar to the intent of 2019 Comprehensive Plan, this report is intended to be used by government officials, developers, residents, and others interested in the future of the City to guide growth, development, redevelopment, and preservation. The City intends to constantly evaluate its decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this report.

MARKETING THE PLAN

Building support around this redevelopment initiative may benefit from marketing and a strong brand identity. This could include logos, community-tailored brand elements that reflect name and visual style, photography, typography, and a style guide for use and communications. These elements could build a strong brand to increase momentum for the Rock River Vision.

ADOPTION OF THE PLAN

Primary steps for implementation of this River Corridor Plan for Watertown include the adoption of the plan by the Redevelopment Authority. The adopted plan is then forwarded to the City Council for final approval.

INITIAL PROJECT
DEVELOPMENT STRATEGIES

Initial Project Development Strategies
Following the adoption of the plan, several strategic initiatives can be pursued to advance the implementation of the Rock River District:

Community-Wide Assessment Grant: The city could apply for an EPA Community-Wide Assessment Grant to address brownfield sites. This early action would help identify and remediate contaminated properties, allowing them to be repurposed for future development efforts.

Right-of-Way Acquisition: Assembling the right-of-way (ROW) for the riverwalk is a key component. The city can seek grant funding from the Wisconsin Department of Natural Resources (WI DNR), including the Stewardship Program, for property acquisition essential to complete the riverwalk. This would support the acquisition and division of properties needed for connectivity.

Riverwalk Design and Construction: The city could prioritize planning, designing, and constructing key riverwalk elements, such as the north and south pedestrian bridges and walkway segments. Funding sources include the Community Development Investment Grant from the Wisconsin Economic Development Corporation and the Transportation Alternatives Program from the Wisconsin Department of Transportation.

Brownfield Redevelopment: For sites requiring remediation, the city could collaborate with private developers and pursue Brownfield or Idle Sites grants from the Wisconsin Economic Development Corporation. These grants are available for properties not contaminated by the local government.

Public-Private Partnerships: The city can engage with private developers, local businesses, non-profits, and philanthropic organizations interested in the river corridor redevelopment. These partnerships may assist in advancing riverwalk elements and broader redevelopment goals by leveraging resources, expertise, and funding opportunities.

The City of Watertown continually evaluates these strategies, ensuring that decisions are adaptable and responsive to changing circumstances. At the core of these efforts is a commitment to prioritizing the best interests of the community, fostering growth, and enhancing the quality of life for residents.

ID CODE	GRANT NAME	GRANT AGENCY	LINK	TIME PERIOD	SUPPORTING DOCS	AVAILABLE FUNDS	APPLICABLE SITES
BSAG	Brownfield Site Assesment Grant	WEDC	https://wedc.org/wp-content/uploads/2024/03/BCD_SAG_FY23_R1.pdf	Continuous		\$150,000	CS 1, 2,3,4,5,6,7,8
VSG	Vibrant Spaces Grant	WEDC	https://wedc.org/wp-content/uploads/2024/09/BCD-Vibrant-Spaces-Grant-Insert-25-2.pdf	Dec. 9th 2024		\$25-\$50K	CS 1, 2,3,4,5,6,7,8
HPTC	Historic Preservation Tax Credit Program	WEDC	BCD_HTC_CY23.pdf (wedc.org)	Continuous		20% of up \$3.5M	CS 2
ISRP	Idle Sites Redevelopment Program	WEDC	https://wedc.org/wp-content/uploads/2024/03/BCD_ISR_FY23-1.pdf	Continuous		\$250,000	CS 1
TAP	Transportation Aleternatives Program	WisDOT	https://wisconsin.gov/Pages/doin-g-bus/local-gov/astnce-pgms/aid/tap.aspx	Normally fall/even years		\$50K - \$2M	KRP 1, 2, 3, 4
LWCP	Federal Land & Water Conservation Program	WisDNR	https://dnr.wisconsin.gov/topic/Stewardship/ApplyLUG	Application: May 1 of each year	RTP2024GrantGuidance.pdf (wisconsin.gov)	\$150,000	CS 1, 2,3,4,5,6,7,8
RTP	Federal Recreational Trail Program	WisDNR	https://dnr.wisconsin.gov/topic/Stewardship/ApplyLUG	Application: May 1 of each year	RTP2024GrantGuidance.pdf	\$250,000	KRP 1, 2, 3, 4
TRM	Targeted Runoff Management	WisDNR	https://dnr.wisconsin.gov/sites/default/files/topic/Aid/grants/TRM-UNPS_handout.pdf	Application: April 15 of each year		\$225,000	CS 1, 2,3,4,5,6,7,8
UNPSWM	Urban Non-Point Source & Storm Water Mangement Grant Program	WisDNR	https://dnr.wisconsin.gov/sites/default/files/topic/Aid/grants/TRM-UNPS_handout.pdf	Application: April 15 of each year		\$150,000	CS 1, 2,3,4,5,6,7,8
CWAG	Community Wide Assesment Grant	US EPA	Types of Funding US EPA	1-Oct-24		\$500,000	CS 1, 2,3,4,5,6,7,8
CDIG	Community Development Investment Grant	WEDC	https://wedcazurecdn.blob.core.windows.net/public/OnlineDirectoryProgramGuidelines/BCD_CDI_FY25_PG%20Final%20Clean.pdf	Continuous		\$250,000	KRP 1,2,3,4 CS 1,2,3,4,5,6,7,8

GRANT OPPORTUNITIES

6.2 PREPARING FOR IMPLEMENTATION

To implement the recommendations outlined in the Rock River District Vision, specific action items should be undertaken to ensure the proposed projects are feasible, compliant with regulatory requirements, and aligned with the broader goals of the plan. The following steps provide a framework for advancing the vision into actionable projects, particularly for riverwalk-related infrastructure such as pedestrian bridges and shoreline improvements.

PRELIMINARY PLANNING

The initial step involves preparing detailed preliminary plans to define the scope and technical aspects of proposed projects. This includes:

- Identifying the location of waterway crossings for pedestrian bridges.
- Determining the type of structure and its specifications, such as clearance heights and floodway impacts.
- Utilizing survey data, including the Ordinary High Water Mark (OHWM) and site contours, to assess construction feasibility.
- Outlining limits of disturbance and stabilization measures to minimize environmental impacts.

These plans ensure that projects are designed to balance urban development with environmental stewardship, a cornerstone of the Rock River District Vision.

REGULATORY COORDINATION

A pre-application meeting with key stakeholders, such as the Wisconsin Department of Natural Resources (WDNR), Army Corps of Engineers (ACOE), and design engineers, facilitates early-stage collaboration. This meeting will:

- Identify necessary permits and clearance requirements for proposed structures.
- Confirm hydraulic modeling criteria to ensure projects meet state and federal statutes.
- Establish a permit schedule based on public notice requirements and other regulatory milestones.

This step is critical for aligning project timelines with regulatory processes, ensuring that designs comply with floodplain and waterway management guidelines.

HYDRAULIC MODELING & SURVEYS

Hydraulic models will assess the impact of proposed structures on water conveyance, particularly during significant flood events. This involves:

- Obtaining regulatory models from WDNR or FEMA and integrating site-specific topographic data.
- Conducting additional surveys of upstream and downstream structures if required.
- Iteratively refining designs to meet NR116 requirements while optimizing functionality and aesthetics.

These analyses could be foundational to creating infrastructure that is both resilient and environmentally responsible.

DESIGN REFINEMENT & PERMIT SUBMITTAL

The final design phase integrates hydraulic modeling outcomes to finalize structure specifications. Concurrently, permit applications are submitted to the WDNR Waterway and NR116 teams, and, if needed, to the ACOE. The permit process ensures that all construction activities are compliant with regulatory standards and community goals.

By following these key action items, the City of Watertown can effectively advance the implementation of the Rock River District Vision, aligning infrastructure improvements with broader goals for connectivity, environmental sustainability, and community development.



7.0 APPENDICES

APPENDICES

X1.00 SUPPORTING PLANNING DOCUMENTS

- X1.01 2019 Adopted Watertown Comprehensive Plan
- X1.02 2019 Watertown Park & Open Space Plan
- X1.03 Watertown Riverfront Redevelopment Master Plan and Riverwalk Arts

X2.00 HOUSING AND AFFORDABILITY

- X2.01 2020 Housing Affordability Analysis Report
- X2.02 Watertown Housing Action Plan (Draft, April 2022)

X3.00 ECONOMIC AND MARKET STUDIES

- X3.01 Market Feasibility Study for a Proposed Limited-Service Hotel (2020)

X4.00 HEALTH AND COMMUNITY WELLBEING

- X4.01 Community Health Needs Assessment – Dodge & Jefferson Counties (2022)
- X4.02 Watertown Department of Public Health CHIP Infographic (2023–2026)



PREPARED BY

RINKA+

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Watertown
**Redevelopment
Authority**

**THE CITY OF
WATERTOWN**
Opportunity runs through it.