

**ORDINANCE TO  
AMEND CHAPTER 428 ARTICLE IV  
ANNUAL RIVERFEST CELEBRATION OF THE CITY OF  
WATERTOWN GENERAL ORDINANCES**

**SPONSOR: MAYOR EMILY MCFARLAND  
FROM: FINANCE COMMITTEE**

THE COMMON COUNCIL OF THE CITY OF WATERTOWN DOES ORDAIN AS FOLLOWS:

SECTION 1. Watertown General Ordinance Chapter 428 Article IV Annual Riverfest Celebration is hereby amended to provide a new title for Article IV as follows:

§ 428 Article IV ~~Annual Riverfest Celebration~~ Special Event Regulations

SECTION 2. Watertown General Ordinance Section 428-13 Annual festival is hereby repealed.

SECTION 3. Watertown General Ordinance Section 428-14 Riverfest Celebration Commission is hereby repealed.

SECTION 4. Watertown General Ordinance Section 428-15 Location is hereby repealed.

SECTION 5. Watertown General Ordinance Section 428-16 Traffic control is hereby amended to read as follows:

§ 428-16 **Traffic control.**

- A. The Police Department will be authorized to close Riverside Park for through traffic for up to three days prior to and one day after any annual festival with an approved special event permit which is expected to utilize all of Riverside Park. The Police Department may further close ~~the scheduled event on~~ Labaree Street from Anne Street to Short Street during the same time period. Alternate route around the park shall be from Hus Drive to North Fourth Street to Hill Street to Werner Street to Boughton Street. Barricades shall be used to control traffic on Labaree Street between North Fourth Street and Boughton Street as necessary for vehicle and crowd safety.
- B. The area just east of the barricade at Perry and Labaree Streets shall be designated for police/emergency vehicles.
- C. At the intersection of Perry and Labaree Streets on the south side of Labaree Street, up to two parking spaces shall be marked as a "loading zone" for the discharge and pickup of passengers only.

- D. The south side of Labaree Street from the loading zone at Perry and Labaree Streets shall be marked and designated for handicapped parking from Perry Street to Boughton Street.
- E. The police shall be authorized to post "no parking" signs on one side of all the narrow streets in the Riverfest Grounds area in the interest of crowd safety, traffic control or an emergency vehicle route.

SECTION 6. Watertown General Ordinance Section 428-17 Fermented malt beverages is hereby repealed.

SECTION 7. Watertown General Ordinance Section 428-18 Regulation of commercial activities is hereby amended to read as follows:

**§ 428-18 Regulation of commercial activities.**

- A. The purpose of the ~~Annual Riverfest Celebration~~ Special Event Licenses is to provide first-class entertainment, high-quality food, and a congenial atmosphere for the enjoyment of the citizens of the City and surrounding communities; to attract visitors and tourists to the City; and to further the economic interests of the businesspersons of the City. It is the purpose of this article to reduce or minimize the dangers or hazards to vehicular or pedestrian traffic on or about the ~~Riverfest Grounds~~ Licensed Special Events; to reduce or minimize the possibility of damage to public or private property and the liability of the City therefor; to reduce or minimize the proliferation of trash, garbage and litter arising out of the ~~Riverfest Celebration~~ Licensed Special Events; to reduce or minimize the risks to public safety in the crowds and control of the crowds on or about the ~~Riverfest Celebration~~ Licensed Special Events; and to promote the ~~Riverfest Celebration~~ Licensed Special Events in furtherance of and in a manner consistent with the public health, safety, welfare, tranquility and interest.
- B. It shall be unlawful for any person, firm or organization to vend, sell, dispose or offer to vend, sell, dispose or display any goods, wares or merchandise on any public sidewalk, public way, street, alley or within the public right-of-way upon the ~~Riverfest Celebration~~ a Licensed Special Events, as defined in ~~this section~~ an Application for Special Event, or within 500 feet of any of the primary entrances to the ~~Riverfest Celebration~~ a Licensed Special Event, without first having obtained a permit from the ~~Riverfest Commission~~ Organization licensed for the Special Event for that purpose and having paid a permit fee therefor, as set by said ~~Commission~~ Organization.
- C. Application for the permit to vend, sell, dispose or display merchandise, goods or wares shall be made in writing to the City Clerk/Treasurer at least two weeks prior to the beginning of the ~~Riverfest Celebration~~ a Licensed Special Event. The application shall contain the name of the applicant, if an individual; the names of partners, if a copartnership; or the names of principal officers, if a corporation, LLC, LC, LP, LLP, church, club or charitable institution, and shall include the location of the place or places where such merchandise, goods or wares are to be so displayed and sold. The ~~Riverfest Commission~~ Organization licensed for the Special Event shall be authorized to designate where such merchandise, goods or wares are to be so displayed and sold, if at all.

SECTION 8. Watertown General Ordinance Section 428-19 Regulation of Noncommercial Activities is hereby amended to read as follows:

§ 428-19 **Regulation of noncommercial activities.**

- A. No person shall operate, ride or use for transportation or recreation any wheeled device while on the grounds ~~defined in this section~~ of a Licensed Special Event, other than law enforcement officers in the normal course of their duties on the grounds, without permission from the Organization licensed for the Special Event. A "wheeled device" shall include but not be limited to the following: roller skates, in-line skates, skateboards, bicycles, scooters and roller skis.
  
- B. No person shall fail to obey any official sign or warning erected on the grounds premises of a Special Event to control pedestrian or vehicular traffic, which includes all entrance and exit signs at all ~~concession~~ stands on the ~~celebration grounds~~ premises of a Special Event.

SECTION 9. All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 10. This ordinance shall take effect and be in force the day after its passage and publication.

DATE:	May 2, 2023		May 16, 2023	
READING:	1ST		2ND	
	YES	NO	YES	NO
DAVIS	✓		✓	
LAMPE	ABSTAIN		ABSTAIN	
VACANT	<del>                    </del>		<del>                    </del>	
BARTZ	① ✓		✓	
BLANKE	✓		✓	
SMITH	✓		✓	
SCHMID	✓		✓	
WETZEL	② ✓		② ✓	
MOLDENHAUER	✓		① ✓	
MAYOR MCFARLAND	<del>                    </del>		<del>                    </del>	
TOTAL	7	0	7	0

ADOPTED May 16, 2023

Megan Dun  
CITY CLERK

APPROVED May 16, 2023

[Signature]  
MAYOR