



City of Waukesha
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Committee:
Redevelopment Authority

Meeting Date:
7/15/2024

Subject:
Review and take action on adoption of the a placemaking plan for Freidman Alley

Details:

Over the past year the Community Development Department has been working with The Kubala Washatko Architects (TKWA) on a placemaking design for Friedman Alley in Downtown Waukesha. The alley runs between Riverfront Street and Main Street, near the Five Points. Since this plan is located Downtown it ties in with the Central City Master Plan, which falls under the purview of the RDA. The Central City Master Plan, adopted in 2012, had several goals and policies included to enhance pedestrian connections and increase public art downtown. Some of the things in the plan included creating an “Artscape Main Street,” destination district/area and finding ways to link the Fox River to downtown, via enhanced pedestrian routes which include Friedman Alley.

This plan. “Activate the Alley - A Plan for Friedman Alley in Downtown Waukesha” aims to further refine these goals by creating a detailed plan for Friedman Alley including potential enhancements to the alley, such as signage, public art, lighting, small performance areas, and other placemaking elements aimed to activate the alley. A copy of the plan is attached to the agenda and staff will make a brief presentation, followed by discussion and action on the plan. Should the RDA recommend adoption, the plan will be scheduled for adoption at the August 6, 2024 Common Council meeting. An open house is also scheduled for August 6th from 5pm-6pm prior to the Common Council meeting.

Options & Alternatives:

The Redevelopment Authority can make changes to the plan.

Financial Remarks:

Adoption of this plan will not have any financial impact on the City’s budget. Funding for items contained within the plan will need to be funded through the City’s budget, donations, or grants. Having the plan in place will put the city in a better position when applying for various placemaking and arts grants.

Executive Recommendation:

Staff recommends RDA adoption of the “Activate the Alley – A Plan for Friedman Alley.”