



“Activate the Alley”

A Plan for Friedman Alley in Downtown
Waukesha

2024

Acknowledgements

Plan Approvals

City Council

Redevelopment Authority

Steering Committee

Patty Chones- ACAP

Bob Fesser- Art Links

Brian Dennis- Chef Pam's Kitchen

Melissa Hilmer- Otto's Fine Art Academy

Rosie Strauss- Berg Management

Rhonda Schmidt- Waukesha Civic Theatre

Ald. Cassie Rodriguez

Ald. Alicia Halvensleben

Staff Project Team

Jennifer Andrews

Director of Community Development

Maria Pandazi

Deputy Director of Community Development

Jeff Fortin

Senior Planner

Robin Grams

Associate Planner

Brandon Schwenn

City Engineer

Derrin Wolford

Traffic Engineer

Alex Damien

Director of the Department of Public Works

Consultants- The Kubala Washatko Architects

Chris Socha

Mark Lefebvre

Kevin Hardman

Joe Aiello

Holly Hawkins

Introduction- History of Friedman Alley

Over the past several years the City of Waukesha has invested heavily in the roadways and streetscape in Downtown Waukesha. In 2020, Friedman Alley was refreshed with new concrete pavement and enhanced lighting. These enhancements improved the visual appearance of the alley, however, staff identified Friedman Alley as a perfect location for a placemaking plan. The goal of the plan was to “Activate the Alley” and make it a destination in Downtown Waukesha. Friedman Alley extends from Riverfront Street to Main Street as a pedestrian friendly space.



Friedman Alley is a working alley. The businesses and buildings that are adjacent to the alley use it for parking, trash receptacles and shipping/receiving activities. The alley is also frequently used by pedestrians as a main thoroughfare between the river walk on the Fox River and Main Street at the 5 Points. The 5 Points intersection is

literally the heart of the downtown, and from this intersection, most of the downtown businesses can be easily accessed.



Friedman Alley was named after Friedman's Men's Clothing Shop which was located at 300 W Main Street. The store was located on the southeast side of the alley. In the late 1900's, Friedman Alley was used to host many events such as the vendor fairs and the Waukesha Farmers Market. However, in recent years, the alley has been used less and had become more dilapidated before recent improvements.

Downtown Waukesha is also a hub for local artists. The downtown has a long and rich history as an incubator for local artists and has a highly sought-after inventory of galleries, teaching and studio spaces. The West End Artist Association organizes Art Crawls five times annually. These events are well attended and have been occurring since 1997.

The City sent out a Request for Qualifications to local consulting firms to create a Placemaking Plan for Friedman Alley. The plan was to accommodate the daily activities of the alley such as garbage collection, plowing, and deliveries but also to incorporate pedestrian scale amenities and visual appeal. The Placemaking Plan was also to incorporate art in recognition of the importance art plays in the life of Downtown Waukesha.



Friedman Alley in the 1970's and 1980's

Previous Planning Efforts

The Redevelopment Authority (RDA) spearheaded the Central City Master Plan that was adopted in 2012, with the goal of revitalizing the downtown and creating an “urban lifestyle”. One of the goals was to create a positive experience while walking, parking, cycling, and driving downtown.

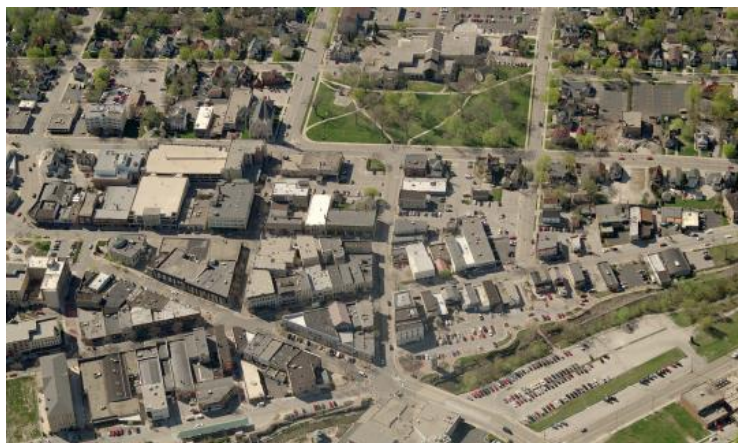


Walk of Lights Sign in Friedman Alley

The commitment to providing upgraded sidewalks, streets, public areas, and lighting was one of the main reasons for creating a design concept to activate Friedman Alley. The vision was to create a safe public space where people could connect from the riverfront to the businesses downtown. Within the past few years, the City has invested in improving the streetscape downtown. The plan described upgrading,

repairing, and maintaining the sidewalk, streets, lights, and furnishings. All of these have been upgraded downtown.

The Central City Master Plan and Downtown Integrated Street Master Plan (2013) focus on making the sidewalks and streets safer for pedestrians. Recently, improved pedestrian crossings have been added at key locations including the Riverwalk on Barstow and Broadway. Barstow Street was also narrowed for vehicles to provide better turning lanes and increased sidewalks, and shortened crosswalk distances.



Birdseye View of Downtown Waukesha

Another focus of the master plan was to add lighting to buildings downtown. The lighting will create a vibrant street scene and reinforce a sense of security. The final design concept for Friedman Alley expands on that idea and adds hanging lights across several of the buildings. The Master Plan has been used to create a better streetscape plan for downtown and the Friedman Alley design highlights many of these ideas and strategies.

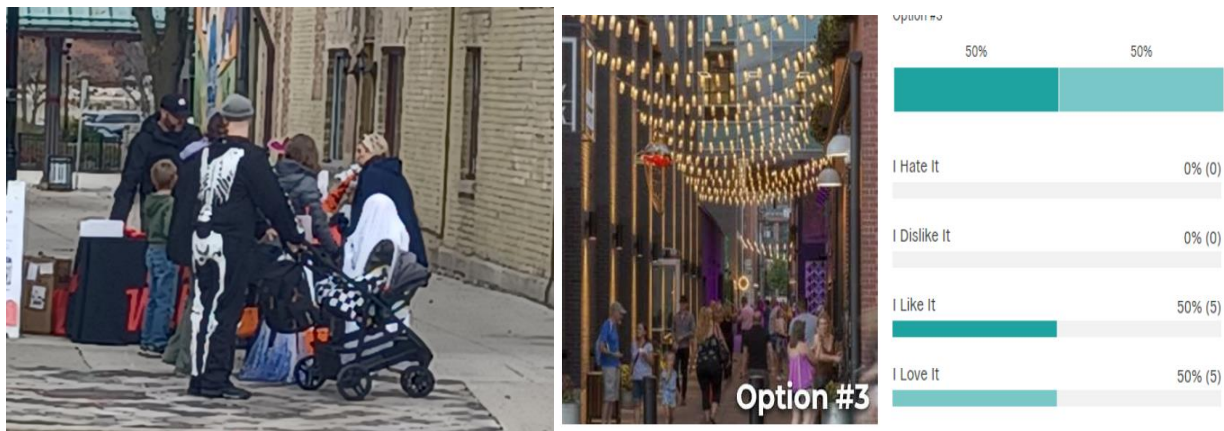
Planning Process

The Request for Qualifications was sent out in September of 2022 to consulting firms in Southeast Wisconsin. The City received many responses and after interviewing several firms, the City chose The Kubala Washatko Architects (TKWA). TKWA has a history of innovative and actionable designs, which is what the City was looking for with Friedman Alley.

TKWA accepted the contract and went to work creating a working plan for Friedman Alley. In partnership with the City, TKWA met with stakeholders in the community and began creating a design for Friedman Alley. Community involvement was encouraged throughout the process. A visual preference survey was created and advertised on the City's social media pages and website. Many people in the community provided their input on lighting designs, seating, artwork, and wayfinding signs. The consultants reviewed the feedback to help develop the design the community visualized for Friedman Alley. The City set up a table at the Downtown Waukesha Trick or Treat event in October of 2023 to gather feedback from the community. Many people perceived the alley as plain, unsafe, and in need of

lighting and artwork. City staff also worked directly with the property owners of the buildings along the alley to gather feedback on the design.

The City also put together a Steering Committee that consisted of downtown business owners and Alderpersons to work with TKWA to create the working design for the alley. Based on feedback from the community and Steering Committee, TKWA created an initial design for Friedman Alley. The design was reviewed by city staff, the Steering Committee, and the Public Art Committee. TKWA provided the City with final design renderings for Friedman Alley in December of 2023.



From left to right: Community feedback event in October of 2023; Lighting option on the visual preference survey; Feedback provided to the City from the visual preference survey

Plan Recommendation

TKWA provided the City of Waukesha with seven (7) final renderings for the Friedman Alley design concept. The overall design concept is to make the alley more artistic, brighter, safer, and more active. The space is designed to be used year round and has the capability to hold events such as performances, art crawls, farmers markets, holiday events, and act as a community gathering space.

The idea is to have two different artistic entrances into Friedman Alley. The first entrance on Main Street between 290 and 300 W Main Street. There will be two signs located at this entrance. The first will be a Friedman Alley gateway sign that will go above the entrance to the alley on a dual post structure. People will walk under the structure and sign while entering the alley. The second sign will be a projecting sign attached to 290 W Main Street. This will allow people to see Friedman Alley from multiple directions on Main Street and at the Five Points. At the north entrance to the alley on Riverfront Street, a decorative monument sign will be added to direct people to Friedman Alley. The sign will be different

from the two on the Main Street to differentiate the Riverfront Street entrance from the southern access.

Hanging lights will be added across the buildings to provide better visibility and to make the alley safer. More hanging lights will be added on the side of 920 Friedman Drive to illuminate the north side of the alley. Another feature that will be added by the Main Street entrance will be tables and chairs. This will provide visitors with a place to sit and gather during the day.

Art is a major feature in the design concept for Friedman Alley. The plan proposes seven murals painted on boards affixed to the walls on the buildings fronting Friedman Alley. There will be paintings hung on the walls of the businesses as well. Three art cabinets will be placed in the alley. During the day, the cabinet doors open and reveal paintings by local artists. The art is planned to be changes during the year to create continued interest in visiting the space. The cabinet doors will close at night, but they will have art painted on the outside of the doors. A retractable awning will be placed over the art cabinets and will provide shade when the doors are open. The Waukesha Strong Mural will still be a focal point of Friedman Alley. The mural was completed in 2023 and honors the Waukesha Parade victims. Lights will be added above the mural to highlight the artwork at night. A bench will be placed across from the mural so people can sit and appreciate the art.

The final design concept will make Friedman Alley a destination place for visitors and residents. Instead of the alley being used just to enter the downtown, it will become a gathering place for people who enjoy art and wish to connect with other residents in the community.

The following pages contain the conceptual renderings for Friedman Alley



This rendering is from Riverfront Street, looking south down Friedman Alley. This shows an example of an artistic monument sign that could be placed at the entrance of the alley. People can walk across Riverfront Street to the alley to enjoy all the beautiful art.



This image is looking down the alley toward Main Street. There is additional lighting next to the building on the right. The Waukesha Strong Mural is located to the left on the Salty Toad and is a focal point of the alley. The Oshkosh Bigosh sign will remain and add historic character to the alley.



This is a view of Friedman Alley from Main Street looking north. The hanging lights will provide extra lighting and safety in the evening and enliven the space. The sign above the entrance brings historical significance since it resembles the sign on the original Freidman's Men's Store



This rendering shows the Main Street entrance into Friedman Alley during the holiday season. The addition of the pergola can help us add different signage and themes throughout the year. There is also a projecting sign on the building to the left.



This holiday theme will be a fun element to the Friedman Alley design. This rendering shows the new hanging lights, snowflakes, seating, and art on the walls. There is potential to add heaters in the alley so people can view art and sit down while staying warm.



This image focuses on the art displays and murals in the alley. Here the doors to the art displays are open, revealing individual pieces of artwork. At night the doors close to keep the art safe. The awnings are also retractable. There is space for murals on many of the walls in the alley. These cabinets can also be used as market stalls to sell artwork.



The rendering shows the Main Street entrance to Friedman Alley looking toward Riverfront Street. The Friedman sign is hung on the pergola at the entrance. There are several wall murals on 290 W Main Street (left). The design concept shows how functional the alley can be and the pedestrian traffic Friedman Alley can anticipate.

Implementation

The design concept is made up of many elements that will improve the lighting, safety, streetscaping, and artistic imagery that will improve Friedman Alley.



Waukesha Strong Mural

The implementation of the plan will take approximately five years to complete. Funding for Friedman Alley will come from Community Development Block Grant (CDBG) funds, grants such as: AARP Grants, WEDC Grants, other local, state, and federal grants, and potential fundraising efforts. Due to this, improvements will be made incrementally based on the funding the City receives. The table (page 12) breaks down the implementation plan. The goal is to fund items each year until all the elements of the design concept are purchased and installed. The City will work on finding alternative funding sources such as grants to help reach the goal of making Friedman Alley an activated public space that provides the community with a gathering space that can be used all year round.



Birdseye view of Friedman Alley Design Concept

Implementation Plan

Friedman Alley- Yearly Projects							
Task	Location	Quantity	Cost per Unit	Total Cost	Project Description	Notes	Implementation Status
Year 1- 2024							
String Lights	By the main street entrance between 290-300 W Main St	130 Units	\$50 per unit.	Total: \$6,500	Commercial grade with attachments	DPW to hang lights between the buildings. Install hooks and hang	
Friedman Alley Sign	At the entrance of Friedman Alley on the Main Street side	1	\$30,000	\$15,000-\$30,000	Permanent galvanized/painted steel frame set on concrete form tubes	Can get quotes from sign companies to see if we can get a lower cost	
Year 2- 2025							
Pylon Sign	Riverfront Street entrance	1	\$40,000	\$40,000	Pylon sign with concrete base and steel frame. Base: 2'Wx10'Dx2'H. Steel frame 2'Wx4-8'Dx14'H	Can get quotes from sign companies to get accurate cost. Include installation	
Mural	South-West	1	\$4,940	\$4,940	Mural 14'x14' on 300 W Main Street.	RFP for mural. Put on 3mm Dibond composite panel	
Mural	Middle-South	1	\$2,680	\$2,680	Mural 8'x14'	RFP for mural. Put on 3mm composite panel	
Utility Wraps	Utility boxes in Friedman Alley			\$5,000	See what needs to be wrapped and get a quote from the sign company. May be less than projected	Determine what pattern or image we want on the wraps	
Year 3- 2026							
String Lights	Located on the south end of Friedman Alley on Thomas Press	130	\$50	\$6,500	Commercial grade with attachments	DPW to hang lights along the building. Install hooks and hang	

Mural Lighting	Lighting that will shine down on the Waukesha Strong Mural	3	\$1,850	\$5,550	Alcon 31029 or similar to light up Waukesha Strong Mural	DPW to install lighting	
Art Display	Hinged frames of art display located on wall of 290 W Main and 920 Friedman Drive	2	\$10,715	\$21,430	Each unit contains 3 panels. (1) 4"x4" and (2) 2"x4" galvanized/painted steel angles and backer board with wall attachments. Watertight when closed. 4'x9'	Each unit includes independent galvanized/painted steel support system with concrete tube form footings	
Art Display	Fixed frames	7	\$657	\$4,599	4"x4" galvanized/painted steel angles and backer board with wall attachments. 2'x2'	Will need to be installed as part of overall art display	
Art Display	Fixed frames	1	\$2,000	\$2,000	4"x4" galvanized/painted steel angles and backer board with wall attachments. 3'-4'x4'x8'.	Will need to be installed as part of overall art display	
Art Display	Fixed frames	1	\$2,500	\$2,500	4"x4" galvanized/painted steel angles and backer board with wall attachments. 6'-8'x6'-8'	Will need to be installed as part of overall art display	
Year 4- 2027							
Blade Sign	Mounted on building at 300 W Main Street	1	\$17,310	\$17,310	Projecting blade sign that will be mounted and illuminated	Will need to work with owner and DPW on install	
Awnings	South awnings above art display	2	\$4,975	\$9,950	Retractable fabric awnings. 8'x8'	Will be installed over the art displays	
Awnings	Middle of the alley above art displays	4	\$4,975	\$19,900	Retractable fabric awnings. 8'x8'	Will be installed over the art displays	
Mural	South-west	1	\$5,500	\$5,500	10'x20' mural on the side of a building	3mm Dibond composite panel	

Year 5- 2028							
Furniture-Tables	South side of alley by 290 W Main Street	9	\$904	\$8,136	32"x32"x31" Vienna/Sedona	Need to determine who will remove and put out tables. Option A (least expensive)	
Furniture-Chairs	South side of alley by 290 W Main Street	26	\$191	\$4,966	Chairs to match tables. Vienna	Need to determine who will remove and put out tables. Option A (least expensive)	
Mural	South-west	1	\$2,785	\$2,785	17'x7' mural	3mm Dibond composite panel	
Mural	South-west	1	\$4,100	\$4,100	20'x7' mural	3mm Dibond composite panel	
Mural	Southwest	1	\$2,655	\$2,655	11'x7' mural	3mm Dibond composite panel	
Mural	Middle-north	1	\$1,975	\$1,975	5'x13' mural	3mm Dibond composite panel	
Planter Boxes	North end and west edge	4	\$2,500	\$10,000	5-6'W x 2'D x 3'H	Look for more cost effective planters	
Year 6- 2029 (optional items)							
Statue	Statue on north end by 920 Friedman Drive	1	\$170,000	\$170,000	Bronze fox. Statue on 10'x5'x8" concrete base	Look for a more cost effective art piece	
Waukesha Strong Mural Platform	Located under the Waukesha Strong Mural (Salty Toad)	1	\$10,000	\$10,000	19'x4'x14' platform for small performances	Reevaluate the necessity of this element	
Trash Enclosure	An enclosure around Berg Managements dumpsters	1	\$42,000	\$42,000	Steel enclosure with fixed and sliding panels	Work with Berg Management to achieve a solution	
Panels	North-west building panels	150	\$17	\$2,550	Prep and paint existing infill panels	This may be an optional item	