WILLIAMS STREET Placemaking

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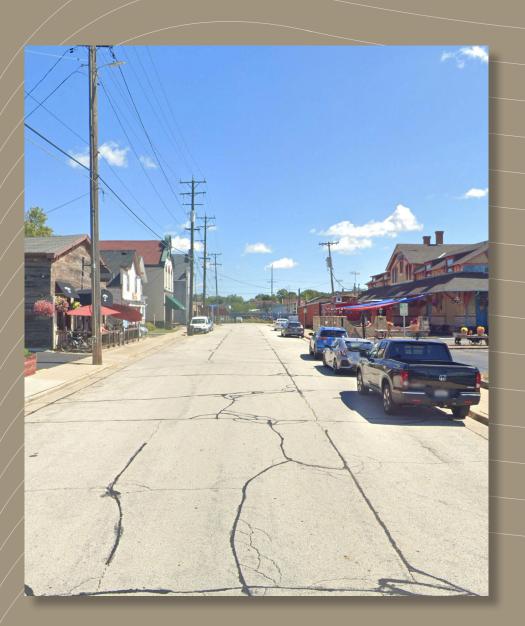
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ACKNOWLEDGMENTS

STEERING COMMITTEE

Jeff Fortin — Economic Development Project Manager

Robin Grams - Associate Planner

Derrin Wolford — Traffic Engineer

Brandon Schwenn - Engineer

Andrew Noffke - UI/UX Designer

Jennifer Andrews - Community Development Director

BUSINESS OWNERS

Tony and Marin Marquez — La Estacion Andrea and Cesar Dorantes — Club 400 Jimmy Dakolias and Alison Ippolite — Sobelman's Tom Heffernan — Carroll University

AYRES

Melissa Hunt - Planning and Economic Development Professional

Paige Bernhardt – Landscape Architect

Chris Silewski- Landscape Architect

Tiara Wuethrich - Landscape Designer

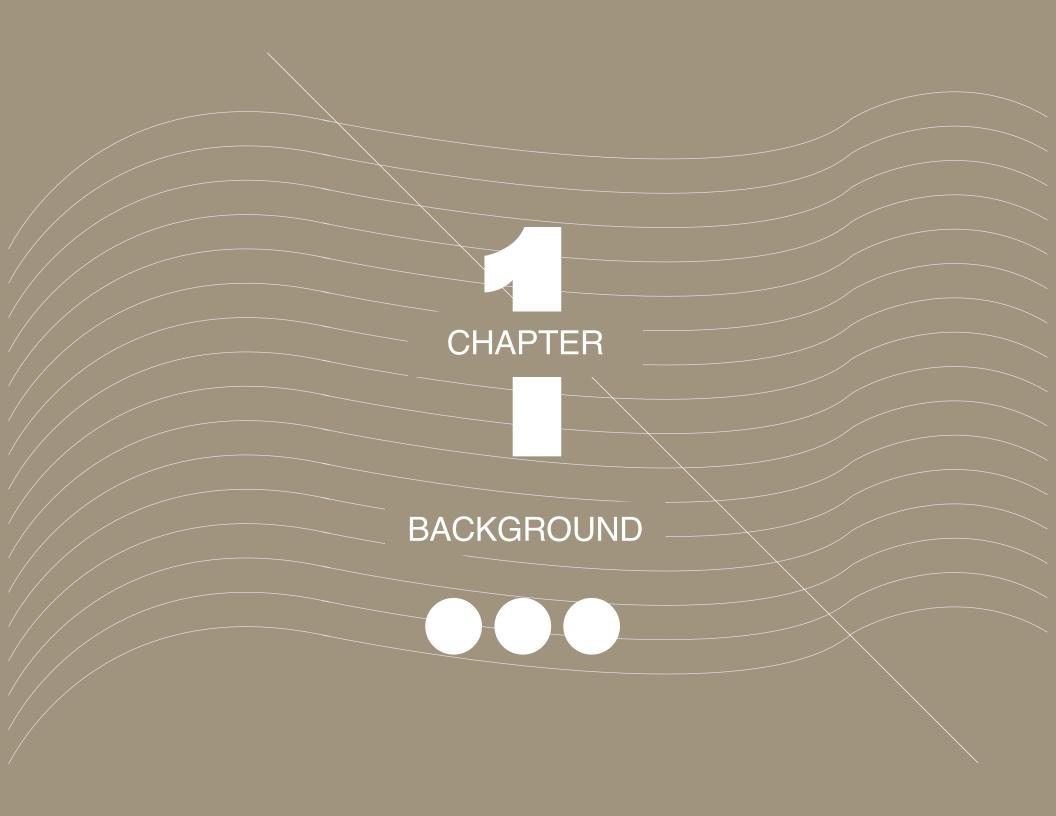
Diego Guerra - Senior Planner/Historic Preservation Advisor

Jay Molokwu — Planner

Keely Campbell - Project Principal

ORANGE WHIP DESIGN

Robert Head — Owner & Senior Graphic Designer

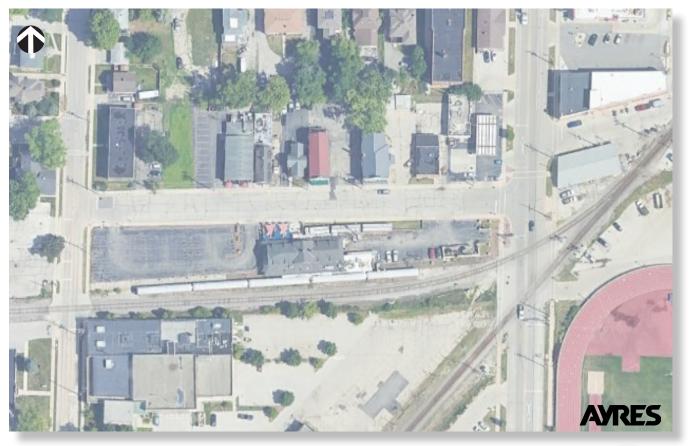


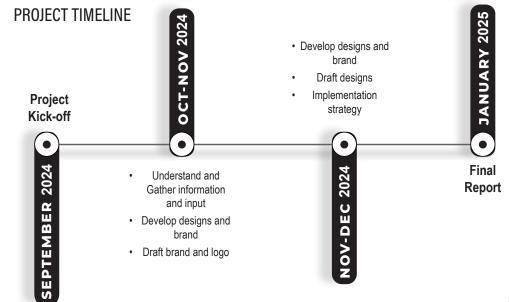
INTRODUCTION

The City of Waukesha, situated in southeastern Wisconsin, is leading a strategic placemaking initiative in collaboration with Ayres Associates to craft a transformative and actionable placemaking plan for Williams Street, one of the city's most historically significant commercial corridors. This effort seeks to balance preserving and celebrating the street's rich cultural and historical heritage with the evolving needs of a contemporary urban environment. The project aims to enhance the visual appeal, accessibility, and functionality of the area, ultimately fostering a distinct identity for Williams Street that aligns seamlessly with the goals of the broader Central City Master Plan. This initiative is designed to invigorate local economic activity, attract visitors, and cultivate a sense of pride and connection within the community.

Focusing on the one-block-long stretch of Williams Street,

the project centers on its historical and cultural legacy. The corridor is home to landmarks such as the Northwestern Hotel and the Chicago & Northwestern Railroad Depot. Today, These landmarks are occupied by local businesses "Club 400 and La Estacion, and a mix of residences, making it a dynamic yet underutilized area. Its proximity to Carroll University enhances its strategic importance as a destination for students, faculty, and the broader community. The comprehensive placemaking plan envisions a revitalized Williams Street through streetscaping, district branding, lighting enhancements, banners, signage, and conceptual designs for future street improvements. It prioritizes creating a visually compelling and pedestrian-friendly environment that reflects the corridor's historical narrative while fostering community engagement and economic vitality. By transforming Williams Street into an inviting and vibrant space, the project aspires to establish it as a unique and integral element of Waukesha's identity, connecting its past to its present and future.





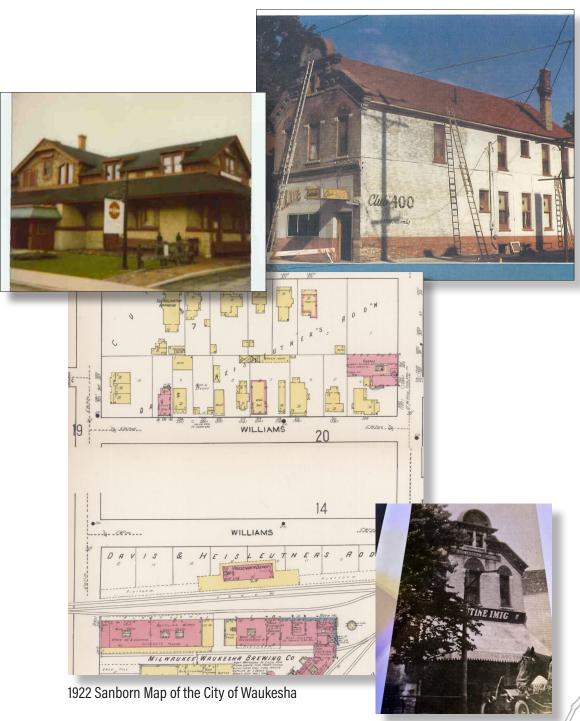


Williams Street has a rich history closely tied to the city's development as a transportation hub. In the late 19th century, the city gained fame for its natural springs and became a popular resort destination. Williams Street played a key role during this time period as the Chicago and North Western Depot welcomed visitors and students attending Carroll University, founded in 1846. Today, the street remains notable for its significant historic landmarks.

The Chicago and North Western Depot, located at 319 Williams Street, was constructed in 1881. The depot was designed by architect Samual Dodd using cream city brick in the Queen Anne style. The station served passengers traveling between Milwaukee and Madison. The first passenger train arrived on February 1, 1882, and the depot continued operations until June 16, 1957. In 1973, the building was repurposed into a restaurant, and it is currently occupied by La Estacion Mexican restaurant, which incorporates vintage railroad cars into the property.

The Northwestern Hotel, located at 322 William Street, opened in August 1894 and provided year-round services to travelers and train crews. The two-story brick building opposite the Chicago and North Western Depot featured a detailed cornice culminating in a rounded pediment. Over the years, it transitioned into a boarding house and cigar store and eventually became Club 400, a local establishment. The building is listed on the National Register of Historic Places, which recognizes it as an original hotel in Waukesha. 1948, it opened as Club 400, and the Polfuss family purchased the property. George and Ralph Polfuss (Les Paul's father and brother) opened the bar and named it Club 400 after the locomotive #400 would stop across the street at 4pm daily.

These structures represent some of the few remaining early downtown hotels and railroad-related buildings, providing valuable insight into Waukesha's historic role as a hub of commerce and transportation. Today, Williams Street stands as a testament to Waukesha's architectural and cultural heritage, with these preserved landmarks serving as links between the city's dynamic past and its present.



Images sourced from Library of Congress, the City of Waukesha

EXISTING PLANS AND EFFORTS

The Central City Master Plan outlines a strategic vision for the continued revitalization and transformation of Waukesha's historic Downtown and surrounding Central City neighborhoods, emphasizing their critical role in the city's economic and social vitality and their value as assets to the broader region. Downtown Waukesha, recognized as a hidden gem in southeastern Wisconsin, offers a historic urban experience shaped by over a century of growth, decline, and renewal. Recent revitalization efforts, including the relocation of the Spring House, the restoration of two-way traffic, a flourishing arts scene, and the establishment of destination businesses like restaurants, have sparked a resurgence that positions the city to reclaim its prominence as a vibrant and attractive destination for residents, businesses, and visitors across the region and beyond.

Building on the past decade's progress, the Master Plan identifies opportunities to enhance Downtown's resurgence further while recognizing the integral role of adjacent neighborhoods in sustaining the area's success. As the guiding document for redevelopment and policy decisions over the next decade, the Plan synthesizes recommendations from the City's 1998 Downtown/Central City Comprehensive Master Plan and policies from the Redevelopment Authority and Community Development Department. It reflects a collaborative planning process incorporating input from various stakeholders, including business owners, residents, investors, developers, and elected officials. Furthermore, the Plan incorporates findings from the market analysis, ensuring that its recommendations are informed by data-driven insights and aligned with market realities. With this approach, the Master Plan aims to solidify Downtown Waukesha's resurgence, strengthen its role as a regional destination, and enhance the community's social, cultural, and economic fabric.

CITY OF WAUKESHA CENTRAL CITY MASTER PLAN

OCTOBER 31, 2012



Goal #6 outlines the revitalization of the South Neighborhood by continuing revitalization efforts of the Central City Neighborhoods south of the Downtown area.

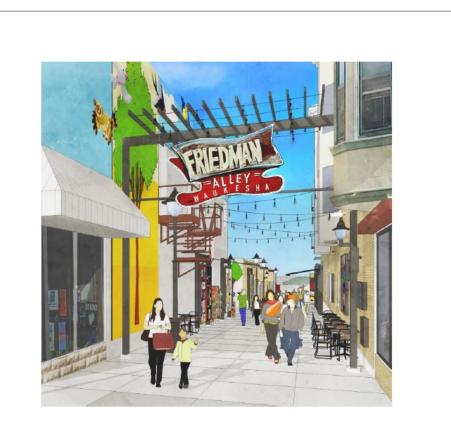
Action item 6 provides a framework for the continued redevelopment of District Plan #8.

6.1. Revitalize the area bounded by Williams Street, Maple Avenue, Grand Avenue, and College Avenue South, including commercial development that would lead to a visible, active traditional urban shopping and living area that is more pedestrian friendly with adequate parking and architectural character. Adopted in 2024, the Friedman Alley Activate the Alley plan presents a strategic vision for revitalizing Friedman Alley in Downtown Waukesha, transforming it into a vibrant, pedestrian-friendly space that enhances connectivity, supports artistic expression, and fosters economic activity. The "Activate the Alley" plan builds upon previous planning efforts to integrate placemaking strategies and improve pedestrian infrastructure.

Historically serving as both a functional alley for businesses and a pedestrian corridor linking the Fox Riverwalk to Downtown Waukesha, Friedman Alley once hosted community events but became underutilized over time. While 2020 streetscape improvements introduced new pavement and lighting, the alley remained an underdeveloped space with untapped potential.

The design concept emphasizes artistic activation, pedestrian comfort, and flexible community space, envisioning the alley as a year-round gathering place for events like art crawls, performances, and seasonal markets. Major features include gateway signage at the Main Street and Riverfront Street entrances, hanging string lights to improve visibility, and wall-mounted lighting highlighting the Waukesha Strong Mural. Seven large-scale murals will be installed, along with art cabinets featuring rotating artwork and retractable awnings for weather protection. Additional pedestrian amenities include seating areas, seasonal decorations, outdoor heaters, and a proposed performance platform to enhance the alley's usability.

The plan will be implemented in phases from 2024 to 2029, funded through Community Development Block Grant (CDBG) funds, state and local grants, and private fundraising efforts. 2024 will introduce string lights and gateway signage, while 2025 will focus on structural elements like a pylon sign and murals. 2026-2028 will expand lighting and install art displays, blade signage, awnings, and street furniture, culminating in a fully reimagined alleyway. Optional 2029 enhancements include a bronze fox statue, a performance platform, and a trash enclosure.



"Activate the Alley" A Plan for Friedman Alley in Downtown Waukesha 2024 The Haertel Field Neighborhood Revitalization Strategy Area (NRSA) Strategic Plan 2022-2026 provides a comprehensive framework for improving the Haertel Field NRSA in Waukesha, Wisconsin. It outlines strategic goals, objectives, and actionable initiatives to address housing, economic development, quality of life, and community empowerment within the NRSA, a residential area with a high percentage of low-to-moderate-income households. The plan incorporates community input, demographic analysis, and a resource inventory to guide targeted investments and foster neighborhood revitalization. It highlights the NRSA's purpose to stimulate economic opportunities and improve living conditions through intensive services and neighborhood commitment. The updated strategic plan also incorporates stakeholder feedback to reflect changing conditions, identify priorities, and develop objectives.

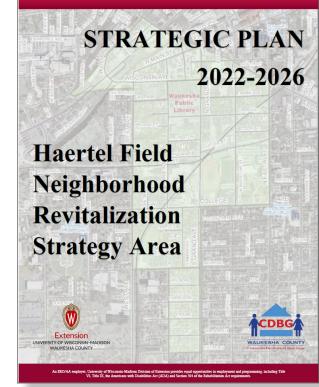
The assessment of economic and neighborhood conditions details the NRSA's location and proximity to key landmarks, including the Downtown Business District, Carroll University, and local parks. Demographic data indicates a diverse population with a high daytime workforce, lower median household income, and a predominance of renter-occupied housing. Over 70 stakeholders, including residents, property owners, and local organizations, were engaged through surveys, interviews, and planning meetings. The feedback identified critical priorities for housing, safety, youth opportunities, and neighborhood connections. A Strengths, Weaknesses, Opportunities, and Challenges (SWOC) analysis further informed the development of strategic goals. The strategic plan outlines three primary goals:

CLUB 400

- Address Housing Challenges
- Support Neighborhood Empowerment
- ► Foster Economic Development



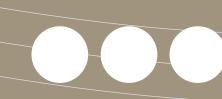
images sourced from Trip Advisor, GMToday, Google, Patch



Williams Street is a historic street, and based on our review of the City's existing plans, it is essential to recognize and incorporate Williams Street as a distinct historic street or district. This designation would establish it as an integral part of the central City in Waukesha while serving as a complementary area to the downtown, enhancing the City's historical and cultural fabric.



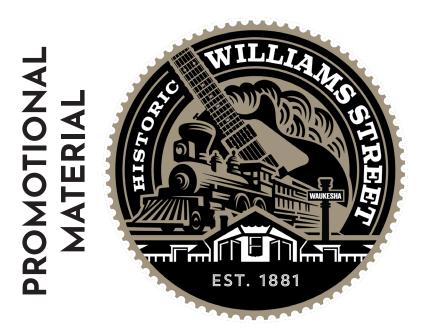
PLACEMAKING

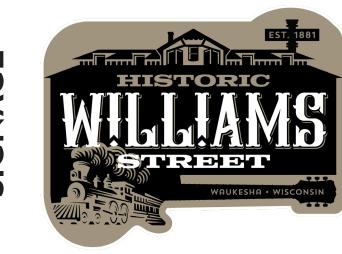


BRANDING

We worked with Orange Whip Design, a graphic design firm, to re-envision Williams Street's identity by creating wayfinding signage and logos for businesses on Willams Street. This branding strategy will further establish historic Williams Street as a destination spot, help boost the area's local economy, and educate the community and visitors alike about the significance of Williams Street.

A series of collaborative meetings were conducted involving business owners, property owners, and the Steering Committee to thoughtfully develop and refine the reimagined branding for Williams Street. Through this iterative process, consensus was reached on adopting Version 2, depicted in the top right, as the finalized design for coasters and other marketing materials, emphasizing its suitability for promotional purposes. Meanwhile, Version 3, presented in the bottom right, was selected as the official design for the new street signage, reflecting a cohesive and visually striking identity for Williams Street that aligns with the broader placemaking goals.







WAYFINDING

Wayfinding presents a strategic opportunity to address the needs of Williams Street's businesses, residents, workers, and visitors by enhancing navigation and fostering a sense of place. While wayfinding signage is traditionally associated with assisting visitors in navigating an area, pedestrian-focused wayfinding can serve a broader purpose, highlighting local businesses, promoting upcoming events, and showcasing nearby service providers.

In collaboration with Orange Whip Design and input from surrounding business owners, a comprehensive wayfinding strategy was developed for historic Williams Street. This initiative leverages tactical wayfinding to identify optimal signage designs and placement locations along the corridor, ensuring the highlighted destinations maximize visibility and impact. The signage design embodies Williams Street's rich history, culture, and community identity, emphasizing themes of creativity and innovation.

As a cornerstone of Williams Street's rebranding efforts, the project introduces monument signs and gateway banners that establish the street as a distinctive destination adjacent to the downtown area. These elements not only enhance the visibility of Williams Street but also educate the community and visitors about its historical and cultural significance. By increasing foot traffic through connections to downtown events, the signage aims to activate the street, drawing more engagement with local businesses and amenities.

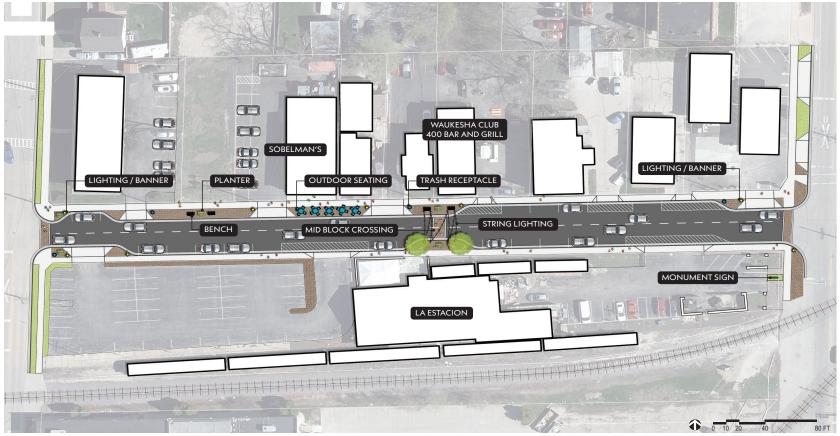
Additionally, there is potential to expand awareness and engagement by considering permanent signage placements beyond the corridor, such as adding signage to the public parking lot across Grand Avenue or incorporating embedded medallions in the ground. These supplemental strategies could further solidify Williams Street as a vibrant, interconnected destination.





STREETSCAPING

The Williams Street project aims to create a sense of place with unique branding and streetscape improvements. Through conversations with the project team, it was determined that balancing street parking availability with new elements to enhance the pedestrian experience is crucial. The existing street configuration includes wide drive lanes and undefined street parking spaces. Sidewalks are narrow, with no buffer or green space to separate them from vehicular traffic. Overhead power line utility poles on the north side of the street further hinder pedestrian use. Design iterations for Williams Street ranged from maximizing pedestrian space with bump-outs on both sides of the street, incorporating street tree canopies and ample seating, to maintaining curb cuts and as much street parking as possible. The final concept strikes a balance between an elevated pedestrian experience and functionality for vehicle traffic. The final concept for the Williams Street revitalization activates the historic block with placemaking opportunities. These elements include monument signage, gateway banners, lighting, and additional street furnishings. The plan prioritizes pedestrian use and safety with outdoor seating and crosswalks, including a midblock crossing. The streetscape design balances the needs of both pedestrians and vehicles, creating a vibrant and safe public experience. These improvements will also enhance the historic charm, fostering a sense of place and community.



Future Streetscape Design Concepts

ESTIMATES

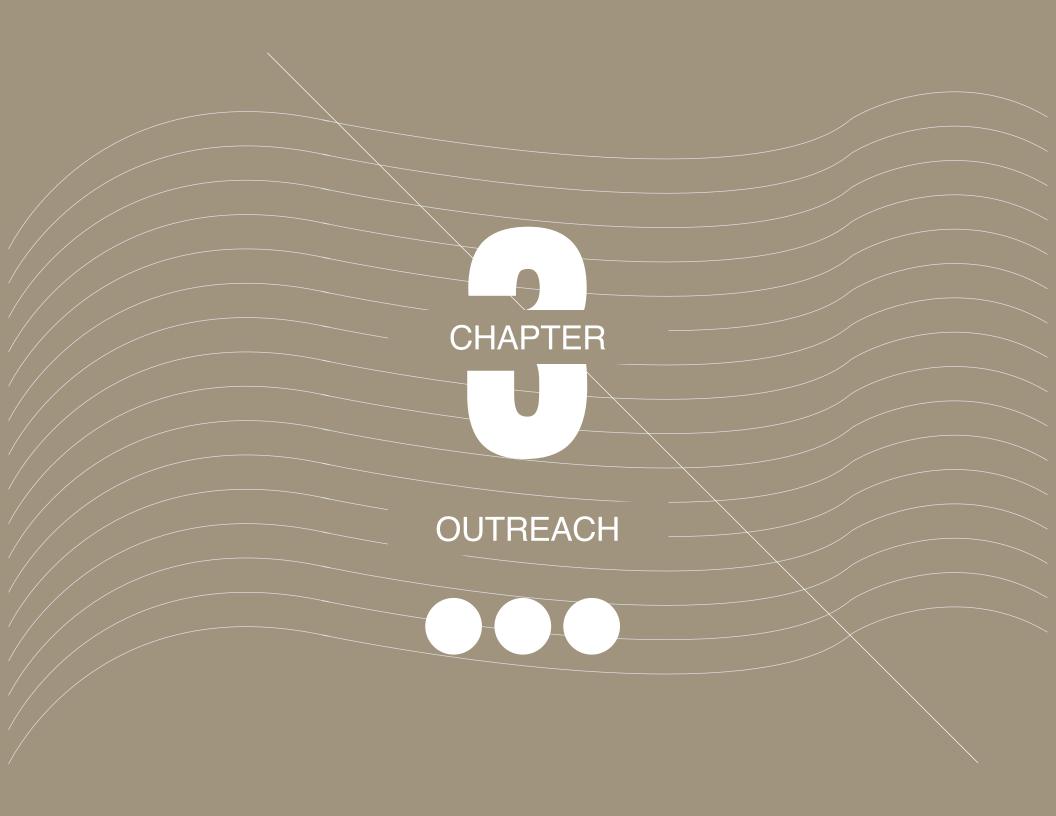
The document presents a comprehensive overview of preliminary cost estimates for the placemaking initiative focused on rebranding historic Williams Street. The primary objectives of this project are to attract new businesses, stimulate the local economy, and enhance pedestrian activity in the area.

These cost estimates, grounded in current industry standards and pricing, serve as a detailed framework for understanding the financial scope of the project. Establishing accurate pricing for design and implementation during the planning phase is highlighted as a critical step in ensuring the project's feasibility and success. Additionally, the document provides clarity and guidance for project stakeholders as they navigate the financial planning process.

PROJECT TIMELINE			
SHORT-TERM GOALS (NEXT 5 YEARS)			
Coasters			
Wayfinding Signage			
Promotional Marketing			
Street Furniture			
String Lights			
LONG-TERM GOALS (5-10 YEARS)			
Street Banners			
Pedestrian-Friendly Connectivity			
Utility Grounding			
Road Reconstruction			
Lighting Enhancements			
Landscaping			

ITEM	COST ESTIMATE				
STREET FURNITURE					
Benches	\$500 - \$1,500				
Trash Recptacles	\$500 - \$1,500				
Planters	\$500 – \$1,500				
LAND	SCAPING				
Community Garden					
Improved Landscaping					
PROMOTIO	NAL MATERIAL				
Coasters	\$0.10 - \$0.50				
Promotional Marketing					
*Newspaper Ad	\$11 - \$55				
*Billboard	\$2,910				
WAYFINDING					
Monument Sign	\$5,000 - \$10,000				
Streetlight Mounted Banners and wayfinding	\$3,000 – \$5,000				
INFRASTRUCTURE IMPROVEMENTS					
*Utility Grounding	ТВА				
Lighting Enhancements	\$200 - \$500				
*Road Reconstruction	ТВА				
String Lights	\$200 - \$500				

* denotes items that may require further discussions with the City.





Williams Street Placemaking

STEERING COMMITTEE MEETING

Discussions were centered on the scope, timeline, and deliverables for the Williams Street Placemaking Project. Key objectives include the development of streetscape concept renderings, final cost estimates, and a distinct logo that reflects the area's character. The team emphasized the importance of honoring Williams Street's historic significance while establishing a unique and modern identity to attract visitors and support local businesses. A proposed color palette of black, white, and sepia was identified for its historic and vintage appeal, complementing the design's goal to highlight the street's history while maintaining an approachable and inviting aesthetic.

Branding deliverables will include six initial logo concepts, refined to two final options, culminating in the selection of a single official logo. Initial plans focus on producing stickers featuring the new logo and signage. Future considerations include creating additional marketing materials, such as banners, t-shirts, and coasters, all of which should be considered in the design process. Streetscape designs will feature two initial concepts, refined into a final plan that aligns with the project's branding goals. A potential unveiling event featuring new signage at both ends of the street was discussed to introduce and celebrate the project. The meeting concluded with a shared commitment to creating a vibrant and historically grounded identity for Williams Street, positioning it as a distinctive and thriving destination within the community.

BUSINESS OWNERS AND STAKEHOLDER MEETING

Meetings with business owners and stakeholders focused on exploring the future vision for Williams Street through a strengths, weaknesses, opportunities, and threats (SWOT) conversation, along with discussions of future plans and potential initiatives. Attendees shared ideas about the overall design aesthetic and marketing strategies, emphasizing alignment with the Steering Committee's vision. Stakeholders strongly supported proposed streetscaping updates, the burial of powerlines, and the creation of opportunities for events on the street. They also highlighted the need to balance these updates with practical considerations, such as maintaining adequate parking and including wayfinding signage in nearby neighborhoods to draw attention to Williams Street. Feedback reinforced the importance of incorporating historical elements into the branding and logo design to reflect the street's significance to the community. Stakeholders emphasized themes such as the area's railroad history, its connection to Les Paul, and preparing the street for future success. Stakeholders emphasized the need for a cohesive approach that honors Williams Street's past while creating a vibrant and dynamic identity that can evolve with the community.

During the final review, three logo options were presented, with two selected: one for signage and a circular design for coasters and other applications. Both logos utilized a sepia color palette and featured the text "Historic Williams Street, Waukesha WI, Est. 1881," emphasizing the area's vintage and historic character. Additionally, three streetscape concepts were evaluated, with stakeholder input consolidated to develop a cohesive and comprehensive final design. These efforts exemplify a collaborative commitment to preserving the historical essence of Williams Street while fostering a vibrant and dynamic future. The resulting vision ensures that Williams Street will continue to serve as a distinctive and thriving destination within the community.



IMPLEMENTATION STRATEGY ACTION PLAN

IMPLEMENTATION STRATEGY

Implementing placemaking initiatives necessitates coordinated efforts among diverse stakeholder groups, each bringing unique nuances, complexities, and challenges to the process. To successfully advance the placemaking efforts outlined in this report, actionable strategies such as pedestrianizing the street, incorporating large-scale murals, installing art pieces, and executing temporary pilot projects have been proposed. While these initiatives hold the potential to enhance the area significantly, it is essential to establish a clearly defined project scope, budget, timeline, and final deliverables. This clarity ensures alignment of expectations among all parties and provides a structured framework for effective execution and measurable outcomes. The last page divides the implementation strategies into short-term and long-term goals to ensure a structured and phased approach to implementation.

To effectively carry out these initiatives, regular meetings with stakeholders (including business owners, property owners, community groups, and city representatives) should be established. These meetings will serve as a platform to determine which initiatives stakeholders can lead and which will be the City's responsibility. Developing a clear strategy now is critical, as expectations for implementation will follow once the plan is approved. At that point, a more detailed project timeline should be created to guide execution. This structured approach should expand upon the Implementation Strategy Action Plan, outlining priority initiatives for the next year and identifying specific actions the City and stakeholders will undertake annually. Establishing clear roles and responsibilities ensures shared accountability and long-term commitment to placemaking efforts.

Use the plan to explore diverse funding options such as grant programs, philanthropic donations, fundraising initiatives, and capital campaigns to secure the resources necessary for driving these placemaking projects forward. Private property owners can also be encouraged to propose enhancements on their own parcels, amplifying the overall impact of the initiatives. By leveraging both public and private investments, the community can more efficiently implement transformative projects, ultimately creating a vibrant and sustainable environment for all.

Additionally, City staff should work to integrate this plan into the City's budgeting and Capital Improvement Plan (CIP) process. By aligning placemaking projects with municipal funding cycles and infrastructure planning, the City can ensure long-term sustainability and phased implementation of improvements. Embedding these initiatives into the City's broader financial and planning framework will provide the necessary resources and accountability to see the vision for Williams Street come to life over time.

IMPLEMENTATION STRATEGY ACTION PLAN					
ACTION ITEM	DESCRIPTION				
DESTINATION IDENTITY					
Public Art and Installations	Celebrate the corridor's rich heritage by integrating murals, sculptures, and interactive art into the streetscape. Collaborate with local artists to ensure that these creative elements reflect Williams Street's cultural themes and historical significance, enhancing its identity as a vibrant and unique destination.				
District Identity and Signage	Build on Williams Street's character as a hub for arts, culture, and entertainment by creating connections between destinations through cohesive signage and branding. Design creative, visually appealing signage to showcase the district's assets and unify its aesthetic.				
Lighting Enhancements	Prioritize lighting upgrades as a central aspect of placemaking. Incorporate decorative and safety lighting to create an inviting ambiance while improving nighttime visibility and safety, enhancing the corridor's appeal.				

ECONOMIC DEVELOPMENT				
	Provide financial incentives, such as Community Development Block Grants and Central City Storefront Activation Low-Interest Loans, to attract new businesses			
Incentives for Business Growth	that align with the district's branding vision, including niche retail, artisan goods, and unique food and beverage establishments. These incentives should			
	encourage the development of vibrant, destination-worthy businesses.			
Facada Improvement Dreasena	Offer grants or financial assistance for façade improvements to preserve and restore historic buildings. This will enhance the visual appeal of the corridor and			
Façade Improvement Programs	encourage further private investment in the area.			
Complementary Pusinesses	Focus on attracting anchor businesses, such as breweries, live music venues, or artisan marketplaces, to create consistent visitor traffic. These businesses will			
Complementary Businesses	serve as focal points for activity and generate economic growth in the area.			
Entropropourial Dromotion	Launch targeted promotional campaigns that position Williams Street as a prime location for entrepreneurs and small businesses. Highlight its historic character,			
Entrepreneurial Promotion	central location, and proximity to Carroll University and Downtown to attract investment.			

	COMMUNITY HUB/THIRD PLACES			
Community Events and Street	Host various regular events, including street festivals, live music, and art walks, to activate Williams Street and foster a strong sense of community. Collaborate			
Closures	with property owners to periodically close the street for large-scale events, transforming it into a pedestrian-friendly gathering space.			
Temporary and Mobile	Introduce temporary food options, such as food trucks, to diversify dining experiences and gradually attract permanent restaurants to the area. Similarly, it creates			
Offerings	opportunities for seasonal markets and pop-up shops to draw foot traffic and encourage community interaction.			
Voluntoor Engagoment	Establish a community beautification team of volunteers with the assistance of the Neighborhood Engagement Unit (NEU) to help maintain and enhance the			
Volunteer Engagement	corridor. This initiative will foster local ownership of public spaces while improving their appearance and functionality.			
Torgotod Evento	Expand the scope of events to cater to specific audiences, including teens, adults, and college students. Develop themes and extend event schedules to year-			
Targeted Events	round programming, creating continuous opportunities for engagement and activity.			
Outdoor Art and Gathering	Create outdoor spaces that incorporate art installations and seating areas to provide hubs for social interaction. These third places should encourage community			
Spaces	members and visitors to linger, interact, and connect.			
TOURISM				
Historic Tourism Initiatives	Develop programs that showcase Williams Street's historical landmarks, such as the Train Depot and Northwestern Hotel, as key attractions. Highlight their			
	historical significance through interpretive signage, brochures, and themed activities.			
Themed Attractions	Leverage the corridor's railroad history by introducing themed attractions, such as restored train cars or exhibits, to create unique visitor experiences that			
memeu Auractions	distinguish Williams Street from other destinations.			
Calf Cuided Tours	Develop a self-guided walking tour, available through an app or printed brochure, to engage visitors with the area's history, art, and culture. This will create a			
Self-Guided Tours	deeper connection between visitors and the streets unique heritage.			
Signatura Eventa	Support Williams Street Businesses if they organize high-profile annual events and festivals themed around Williams Street's cultural and historical legacy. These			
Signature Events	signature events should draw regional visitors and reinforce the area's identity as a premier destination.			
Digital Marketing and	Use targeted social media campaigns and digital marketing strategies to highlight the corridor's businesses, events, and attractions. Ensure messaging appeals			
Promotion	to both residents and tourists to maximize outreach and visibility.			

Integration with Downtown	Incorporate Williams Street into broader Downtown Waukesha events, promoting it as a must-visit attraction to encourage cross-visitation and expand its
Events	audience.
	INFRASTRUCTURE ENHANCEMENTS
Pedestrian-Friendly	Redesign the street to foster pedestrian connectivity by introducing traffic-calming measures, reducing crossing conflicts, and narrowing the roadway. Add street
Connectivity	trees to enhance walkability, improve aesthetics, and create a more intimate atmosphere.
Site Furnishings	Incorporate thoughtfully designed site furnishings, including benches, bike racks, and waste receptacles, that reflect the district's historical character while
	embracing modern design principles. Strategically position these elements to enhance functionality and usability.
Road Reconstruction	Coordinate with the Department of Public Works on including reconstruction of Williams Street in a future Community Investment Program with a goal of
	including all feasible elements of the streetscape concept plan.
Utility Crounding	Remove overhead utilities along the corridor by burying power and telecommunication lines. This will significantly enhance the visual quality of the street and
Utility Grounding	eliminate barriers to creating a more cohesive and connected streetscape.
Tactical Urbanism	Implement low-cost, temporary strategies to test and create better connections between destinations. Use flexible design elements to experiment with
lactical ordanism	improvements before committing to permanent changes.
Facada Improvoment	Utilize the Façade Renovation and Repair Grant to encourage property owners to restore and enhance the exterior of rental properties and homes along and near
Façade Improvement	Williams Street, preserving the historic character while improving visual appeal.
Landlord Incentives	Incentivize landlords to use the Rental Rehab Loan Program to help improve the condition of rental units near Williams Street. Provide education on grant
Lanuloru incentives	opportunities, low-interest loans, and incentives for implementing necessary renovations.
Targeted Housing	Collaborate with the Waukesha Housing Action Coalition and Habitat for Humanity to prioritize investment in home repairs, focusing on properties with high
Improvements	visibility along Williams Street. Encourage clustered rehabilitation efforts to maximize impact and encourage further investment.
Historic Preservation and	Encourage the restoration of historic buildings using the Landmarks Commission Paint and Repair Grant, which supports exterior renovations that maintain the
Adaptive Reuse	architectural integrity of older properties.
Homeowner Programs	Offer tax incentives to property owners for using the Homeowner Rehab Loan Program to maintain and upgrade existing housing stock.

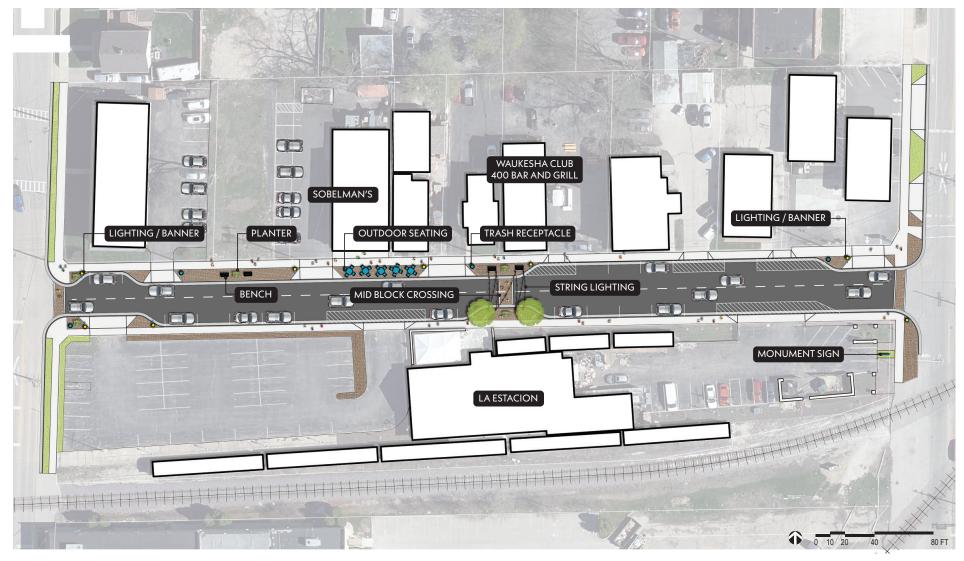
	IMPLEMENTATION	TIMELINE: SH	ORT-TERM & I	LONG-TERM	GOALS			
2025 2026 2027	2028 2029	2029	2030	2031	2032	2033	2034	2035
Street Furniture								
Landscaping								
Promotional Material								
Wayfinding								
Economic Development								
			Infrastructure	e Improvemen	ts			
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Williams Street Placemaking								(2



APPENDIX A: IMPLEMENTATION STRATEGY ACTION PLAN

	IMPLEMENTATION STRATEGY ACTION PLAN					
ACTION ITEM	DESCRIPTION					
	DESTINATION IDENTITY					
Public Art and Installations	Celebrate the corridor's rich heritage by integrating murals, sculptures, and interactive art into the streetscape. Collaborate with local artists to ensure that these creative elements reflect Williams Street's cultural themes and historical significance, enhancing its identity as a vibrant and unique destination.					
District Identity and Signage	Build on Williams Street's character as a hub for arts, culture, and entertainment by creating connections between destinations through cohesive signage and branding. Design creative, visually appealing signage to showcase the district's assets and unify its aesthetic.					
Lighting Enhancements	Prioritize lighting upgrades as a central aspect of placemaking. Incorporate decorative and safety lighting to create an inviting ambiance while improving nighttime visibility and safety, enhancing the corridor's appeal.					
	ECONOMIC DEVELOPMENT					
	Provide financial incentives, such as Community Development Block Grants and Central City Storefront Activation Low-Interest Loans, to attract new businesses					
Incentives for Business Growth	that align with the district's branding vision, including niche retail, artisan goods, and unique food and beverage establishments. These incentives should encourage the development of vibrant, destination-worthy businesses.					
Façade Improvement Programs	Offer grants or financial assistance for façade improvements to preserve and restore historic buildings. This will enhance the visual appeal of the corridor and encourage further private investment in the area.					
Complementary Businesses	Focus on attracting anchor businesses, such as breweries, live music venues, or artisan marketplaces, to create consistent visitor traffic. These businesses will serve as focal points for activity and generate economic growth in the area.					
Entrepreneurial Promotion	Launch targeted promotional campaigns that position Williams Street as a prime location for entrepreneurs and small businesses. Highlight its historic character, central location, and proximity to Carroll University and Downtown to attract investment.					
	COMMUNITY HUB/THIRD PLACES					
Community Events and Street Closures	Host various regular events, including street festivals, live music, and art walks, to activate Williams Street and foster a strong sense of community. Collaborate with property owners to periodically close the street for large-scale events, transforming it into a pedestrian-friendly gathering space.					
Temporary and Mobile Offerings	Introduce temporary food options, such as food trucks, to diversify dining experiences and gradually attract permanent restaurants to the area. Similarly, it creates opportunities for seasonal markets and pop-up shops to draw foot traffic and encourage community interaction.					
Ullethilgs	Establish a community beautification team of volunteers with the assistance of the Neighborhood Engagement Unit (NEU) to help maintain and enhance the					
Volunteer Engagement	corridor. This initiative will foster local ownership of public spaces while improving their appearance and functionality.					
Targeted Events	Expand the scope of events to cater to specific audiences, including teens, adults, and college students. Develop themes and extend event schedules to year- round programming, creating continuous opportunities for engagement and activity.					
Outdoor Art and Gathering	Create outdoor spaces that incorporate art installations and seating areas to provide hubs for social interaction. These third places should encourage community					
Spaces	members and visitors to linger, interact, and connect.					
	TOURISM					
Historic Tourism Initiatives	Develop programs that showcase Williams Street's historical landmarks, such as the Train Depot and Northwestern Hotel, as key attractions. Highlight their historical significance through interpretive signage, brochures, and themed activities.					
Themed Attractions	Leverage the corridor's railroad history by introducing themed attractions, such as restored train cars or exhibits, to create unique visitor experiences that distinguish Williams Street from other destinations.					
Self-Guided Tours	Develop a self-guided walking tour, available through an app or printed brochure, to engage visitors with the area's history, art, and culture. This will create a deeper connection between visitors and the streets unique heritage.					
Signature Events	Support Williams Street Businesses if they organize high-profile annual events and festivals themed around Williams Street's cultural and historical legacy. These signature events should draw regional visitors and reinforce the area's identity as a premier destination.					
Digital Marketing and	Use targeted social media campaigns and digital marketing strategies to highlight the corridor's businesses, events, and attractions. Ensure messaging appeals					
Promotion	to both residents and tourists to maximize outreach and visibility.					
Integration with Downtown	Incorporate Williams Street into broader Downtown Waukesha events, promoting it as a must-visit attraction to encourage cross-visitation and expand its					
Events	audience.					
	INFRASTRUCTURE ENHANCEMENTS					
Pedestrian-Friendly	Redesign the street to foster pedestrian connectivity by introducing traffic-calming measures, reducing crossing conflicts, and narrowing the roadway. Add street					
Connectivity	trees to enhance walkability, improve aesthetics, and create a more intimate atmosphere. Incorporate thoughtfully designed site furnishings, including benches, bike racks, and waste receptacles, that reflect the district's historical character while					
Site Furnishings	embracing modern design principles. Strategically position these elements to enhance functionality and usability.					
Road Reconstruction	Coordinate with the Department of Public Works on including reconstruction of Williams Street in a future Community Investment Program with a goal of including all feasible elements of the streetscape concept plan.					
Utility Grounding	Remove overhead utilities along the corridor by burying power and telecommunication lines. This will significantly enhance the visual quality of the street and eliminate barriers to creating a more cohesive and connected streetscape.					
Tactical Urbanism	Implement low-cost, temporary strategies to test and create better connections between destinations. Use flexible design elements to experiment with improvements before committing to permanent changes.					
Façade Improvement	Utilize the Façade Renovation and Repair Grant to encourage property owners to restore and enhance the exterior of rental properties and homes along and near Williams Street, preserving the historic character while improving visual appeal.					
Landlord Incentives	Incentivize landlords to use the Rental Rehab Loan Program to help improve the condition of rental units near Williams Street. Provide education on grant opportunities, low-interest loans, and incentives for implementing necessary renovations.					
Targeted Housing Improvements	Collaborate with the Waukesha Housing Action Coalition and Habitat for Humanity to prioritize investment in home repairs, focusing on properties with high visibility along Williams Street. Encourage clustered rehabilitation efforts to maximize impact and encourage further investment.					
Historic Preservation and Adaptive Reuse	Encourage the restoration of historic buildings using the Landmarks Commission Paint and Repair Grant, which supports exterior renovations that maintain the architectural integrity of older properties.					
Homeowner Programs	Offer tax incentives to property owners for using the Homeowner Rehab Loan Program to maintain and upgrade existing housing stock.					

APPENDIX B: FUTURE STREETSCAPE DESIGN CONCEPTS

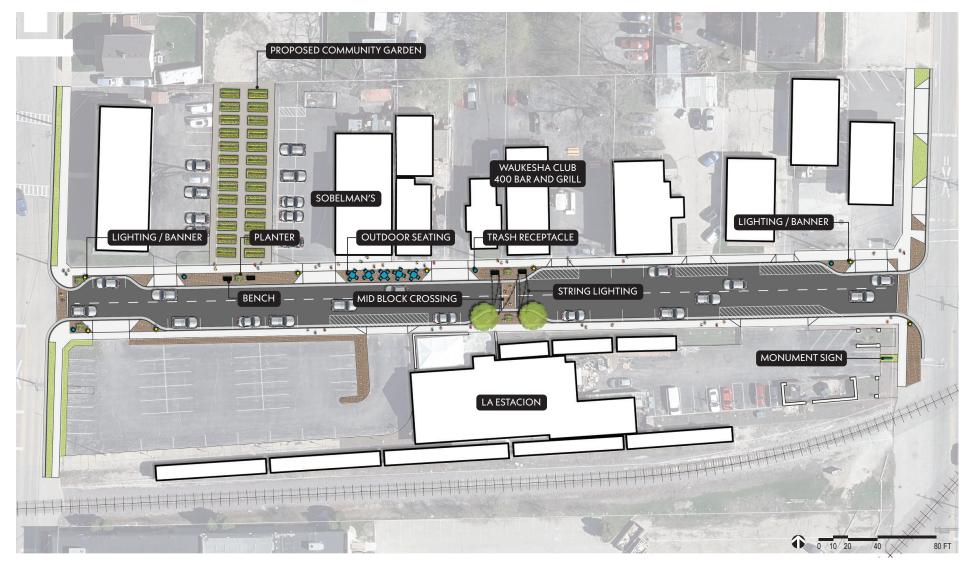


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APPENDIX C: WAYFINDING & PROMOTIONAL MATERIAL



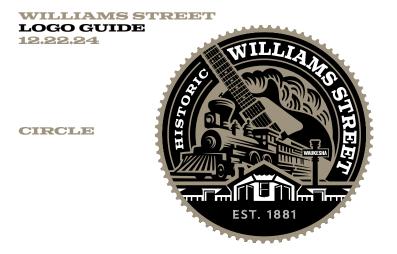
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Williams Street Placemaking

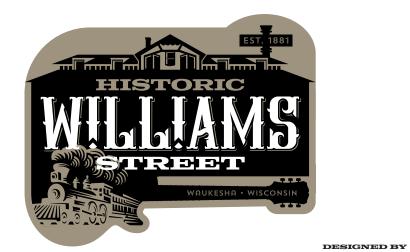


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Coaster Design



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M: 60	M: 30
Y: 40	Y: 45
K: 100	K: 15



SIGN



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Williams Street Placemaking





