



City of Waukesha
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Committee: Landmarks Commission	Meeting Date: 10/1/2025
Item Number: ID#25-02208	
Subject: <ul style="list-style-type: none">Landmarks Commission Certificate of Appropriateness for 300 W. Main St. Review a request to add a mural to the east wall, facing Friedman Alley (Five Points Downtown Historic District).	

Details: The City of Waukesha is in the early stages of a project to revitalize Friedman Alley, which runs from Main Street, near the Five Points intersection, to Riverfront Street. The plan includes a series of murals, signs, and other installations in the space. The first project in the plan is a proposed mural on the east wall of the building at 300 W. Main St.

300 W. Main St. has an intact stone façade on the street-facing side of the building. The east façade, which faces toward Friedman Alley, has been covered with stucco siding, and painted an off-white color. The proposed mural will be painted directly onto the stucco siding. The stucco surface is already painted, so it could typically be painted without Landmarks Commission approval. In this case, since the proposal is a mural, Landmarks Commission review is appropriate.

The picture that has been selected is a multi-colored fox, to be painted by artist Hannah Tews. It will stand approximately 20 feet high by 24 feet across, curving from ground level up to the top of the awning.

300 W. main St., the Brehm Store, was built in 1880. It's architectural style is Commercial Vernacular.

Relevant Secretary of the Interior Standards:

2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.

5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.

6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture



and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.

Paint and Repair Grant info: This project is not eligible for Paint and Repair Grants.

Staff Recommendation: Staff recommends approval of the proposed mural at 300 W. Main St.