

Alley Activation Concepts

INSPIRATION FOR 2ND AND 3RD
STREET ALLEY DESIGN WORKSHOP



OCTOBER 4, 2021

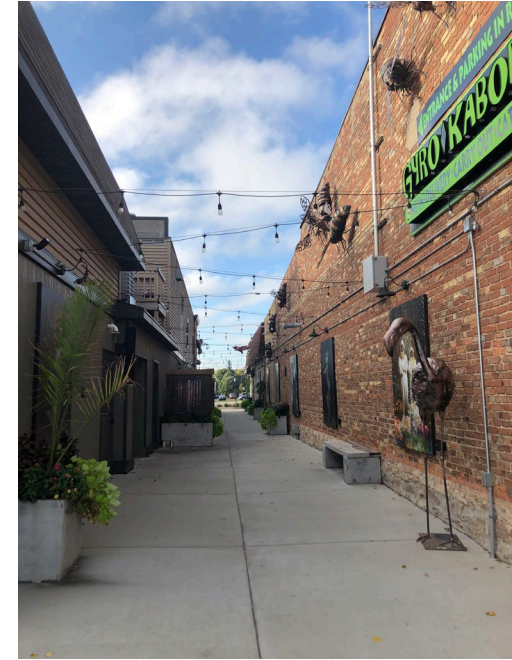
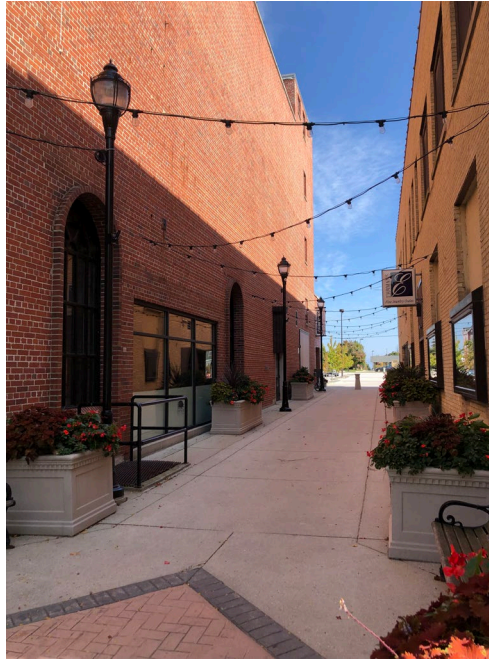
OPPORTUNITY

The 3rd Street alley was revitalized in the 1980s. The 2nd Street alley is a vacant lot that was activated with a mural 5 years ago. There is opportunity to do more with these spaces to make them more engaging and drive traffic to the downtown corridors of 2nd and 3rd Street.



CONNECTORS

Alleys serve as functional connectors between different uses (either two districts or parking and businesses). By making them more inviting, you encourage their use.



These alleyways connect business districts to parking lots in a way that is well-lit and inviting. Planters and decorative string lights give these alleys pedestrian scale and a sense of warmth. (Left – Sheboygan, Right – De Pere)

NIGHT AND DAY

Alleys are often perceived as dark. While decorative lighting can enhance the perception of safety in a connection, art installations can appear different in day or night and offer a different user experience.



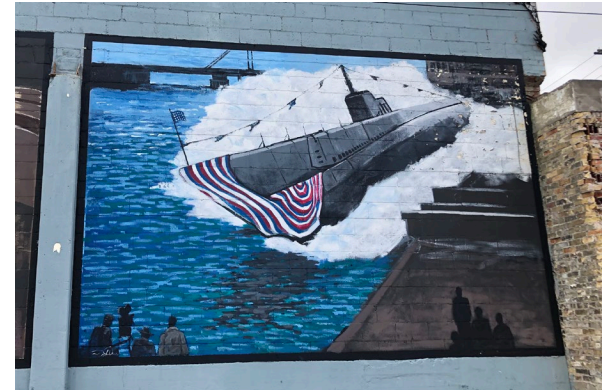
Both art installations shown are in Sheboygan, WI

HISTORY AND INDUSTRY

Public art can be a way to nod to major industries that are tied to the history of a community. In Manitowoc, a number of murals play off the City's history in ship and submarine building.

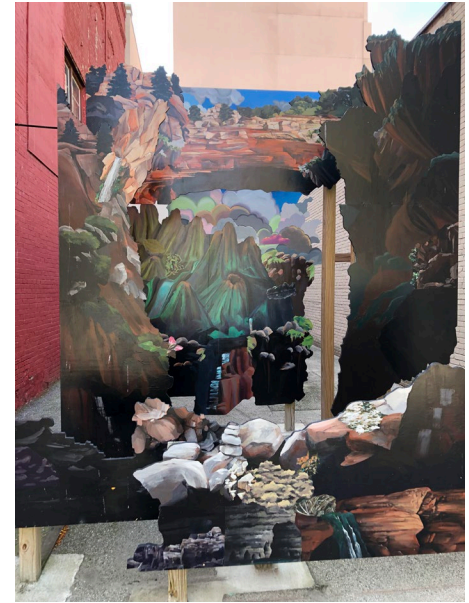


All three murals shown in Manitowoc, WI



DIMENSIONAL ART

The large scale of public art (either along long building walls or in long, skinny alleyways) can invite 3-dimensional art that play with color, light and appear different from different angles.



Top left: West Bend, WI
Top right and bottom:
Sheboygan, WI

NATURAL ELEMENTS

Urban built environments can often feel cold, emphasizing man-made materials like brick, asphalt or concrete. Using natural elements such as landscaping or even organic, winding paths makes urban spaces feel more connected to their natural inspiration.



Left to right: De Pere, WI;
West Bend, WI (2)



PLAYFUL ART

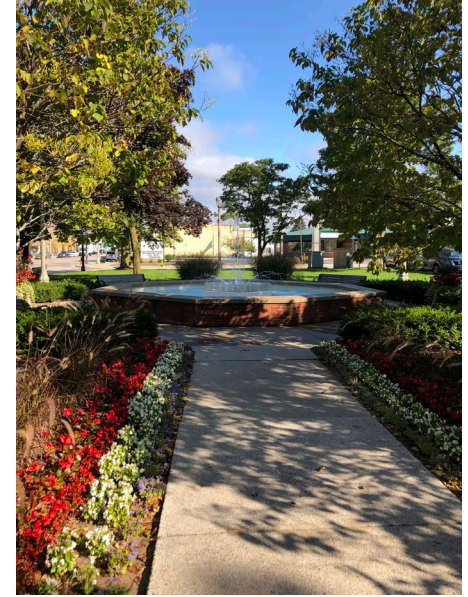
Murals can provide an opportunity for playful or whimsical installations. These can appeal to art lovers of all ages, too!



Top L-R: Sheboygan,
Sheboygan, West Bend
Bottom: Manitowoc, WI

IMMERSIVE

Public art can offer the experience for users to walk through installations, such as these artistic trellises in alleyways that move with the wind or cast playful shadows. Water features turn spaces into places to gather.



Top left: De Pere, WI
Top right: Two Rivers, WI
Bottom left: Manitowoc, WI

STORYTELLING

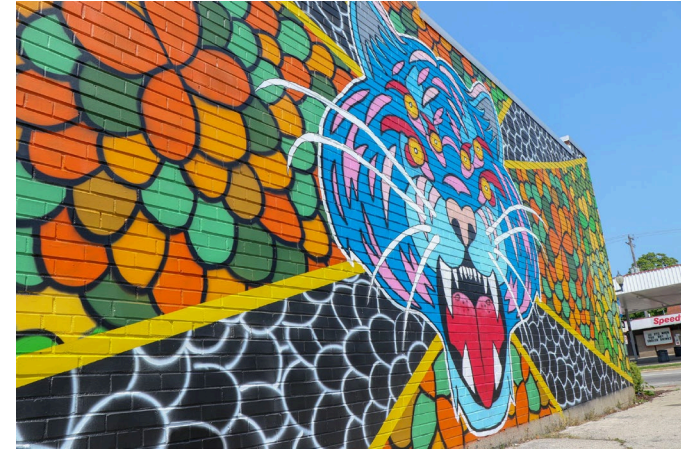
Public art can tell the story of communities and individuals who contribute to a place's history. These might celebrate community heritage or honor significant community members.



Left: murals honoring immigrant community in Manitowoc, Right: mural honoring Manitowoc philanthropist Ruth St. John West

PHOTO OPS

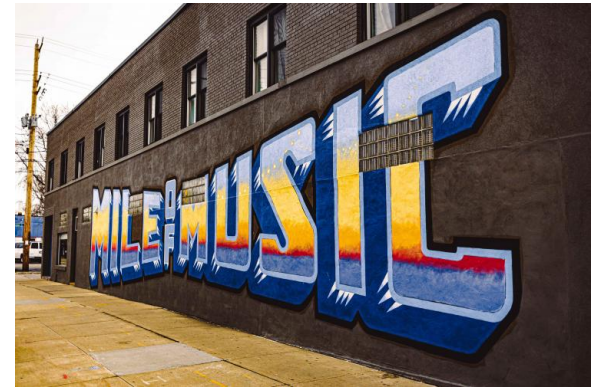
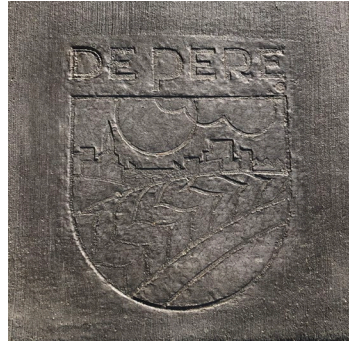
In a day and age of social media, colorful murals can invite for photo ops that help generate content and image recognition with your community in a positive way.



Top L-R: Green Bay,
Wauwatosa, Green Bay,
Kimberly

GATHERING / BRANDING

Public art can reinforce a community brand (the City identity or associate with a major event). Small public spaces can be programmed to host small events or provide a free space to meet.



Top L-R: De Pere, Appleton,
De Pere, Milwaukee

