



KAUKAUNA ALLEYWAY ACTIVATION BLUEPRINT

AYRES
PLANNING+DEVELOPMENT

 East Central Wisconsin
Regional Planning Commission
ECWRPC
Calumet • Fond du Lac • Menominee • Outagamie
Shawano • Waupaca • Waushara • Winnebago

EXISTING CONDITIONS



The 2nd Street “Alley”

- Technically a vacant lot
- Has a mural
- 2nd St. has activity
- No improvements in alley

The 3rd Street Alley

- Was made into a plaza in the 80s
- Trees are overgrown
- Pavement is buckled
- Adjacent uses are not very active

The vehicular alley

- Slated for reconstruction
- Opportunity to connect the two alleys

1ST STREET ALLEY



3RD STREET ALLEY





Concepts:

- 2nd Street alley remains a flexible space
- 3rd Steet alley would be more formal and contain seating.
- The car alley offers the opportunity to tie the two together....string lights could attract attention.
- Pavement patterns could have a water/river theme
- The Kaukauna logo could be embedded into the pavement to mark the entrances.
- Opportunities exist for roof top dining and an alley stage.

2ND STREET ALLEY



Keep this space more flexible for activities such as concerts or exercise classes. Use building at the end as a focal point, consider a façade easement to make it more attractive and potentially add a stage. Bring the branding and the alley treatment out into the 2nd Street sidewalk.

3RD STREET ALLEY



Use this alley for seating and dining, agreements could be made with local restaurants. For both alleys removable bollards could secure the space.



The success of the alley renovations is linked to downtown businesses. Encourage businesses that could use the alleys or draw pedestrian activity.

Make the alleys visible (with the use of lighting and other treatments) as people pass through downtown.

Invest in wayfinding for business and the future alley spaces.

Grant money is currently available through the ECWRPC for businesses filling empty storefronts.

