

November 19, 2021

Joe Stephenson
Director of Planning and Community Development
City of Kaukauna
144 W. Second Street
Kaukauna, WI 54130

Dear Joe,

I hope you are enjoying your new position. As you know, right before you started with the City of Kaukauna, Ayres conducted a half day workshop related to activating the two alleys in downtown. This workshop was funded through the East Central Wisconsin Regional Planning Commission.

The Ayres staff came to Kaukauna on the morning of October 14th. We toured the two downtown alleys with staff, discussed what makes a successful public space, and then spent some time drawing up concepts. We then presented the concepts to staff. The idea was that this exercise could kick-off additional discussions about activating the alleys.

Attached you will find a report that:

- Provides site photos from our tour,
- Lists things that need to be considered as designs evolve,
- Shows conceptual site plans and design ideas,
- Contains “before and after” images, and
- Provides some thoughts about connecting the alleys to the rest of downtown.

We hope this document is a good resource for the City of Kaukauna. Please contact me at 608-441-3564 or ArnoldA@Ayresassociates.com if you have any questions or need anything else.

Thank you,

Ayres Associates Inc



Amanda Arnold, AICP
Urban Planner

Cc: Kevin Englebert, East Central Wisconsin Regional Planning Commission



KAUKAUNA ALLEYWAY ACTIVATION BLUEPRINT



KAUKAUNA

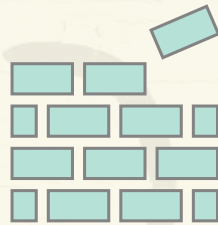
WHAT'S SHAKING



SHAPING YOUR ALLEYS?



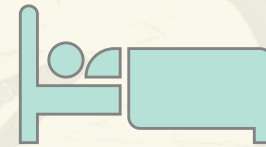
CLEAN SLATE



INTRIGUING
NEIGHBORS



LIVE MUSIC
MOMENTUM



UPPER FLOOR
HOUSING OPPS



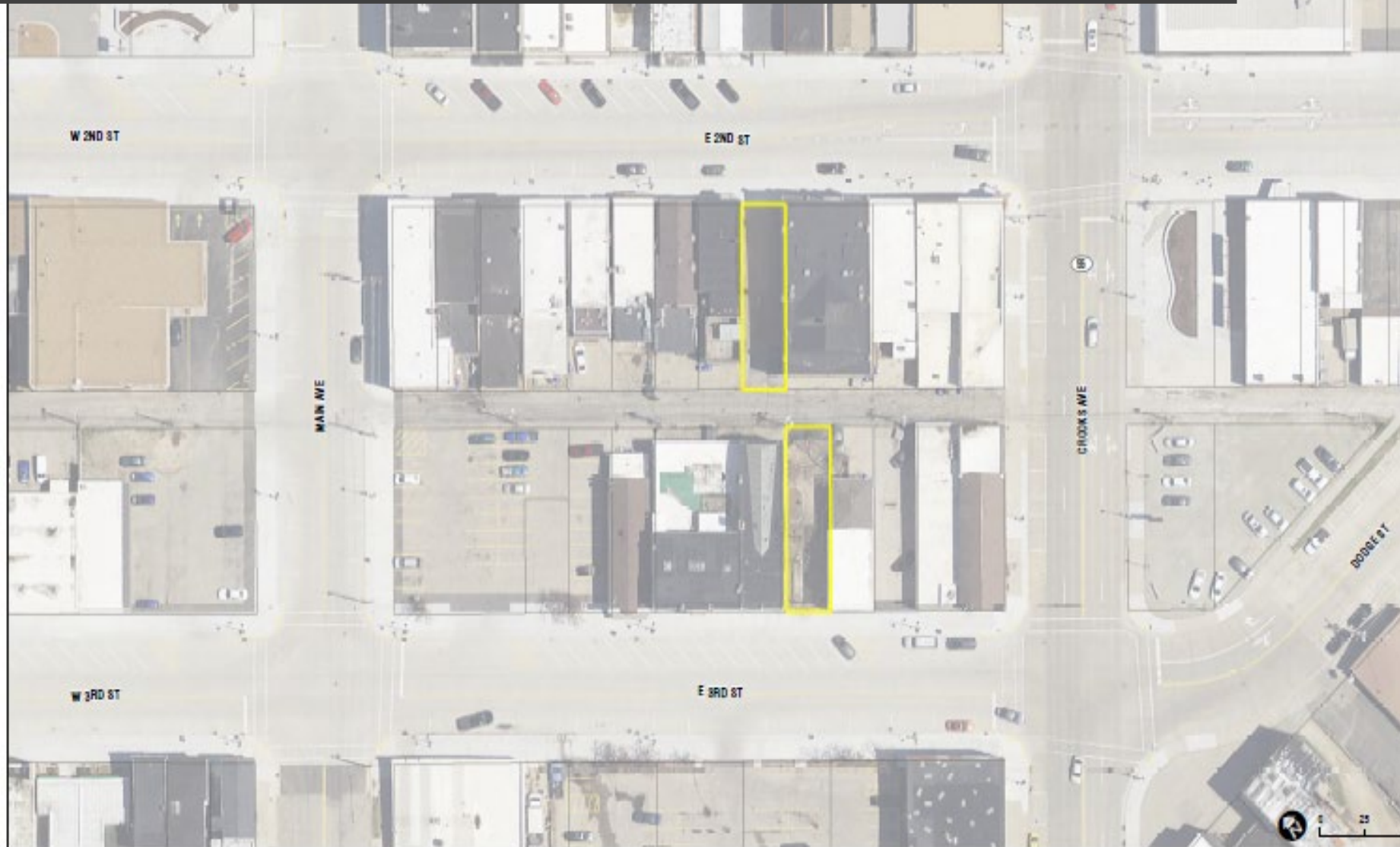
FUNDING
PARTNERSHIPS

ALLEY WALKABOUT

EXPEDITION FOR UNDERSTANDING



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

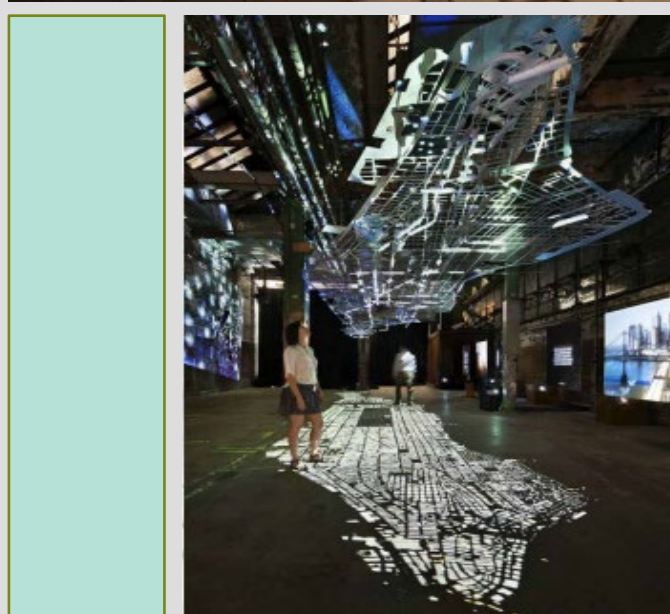
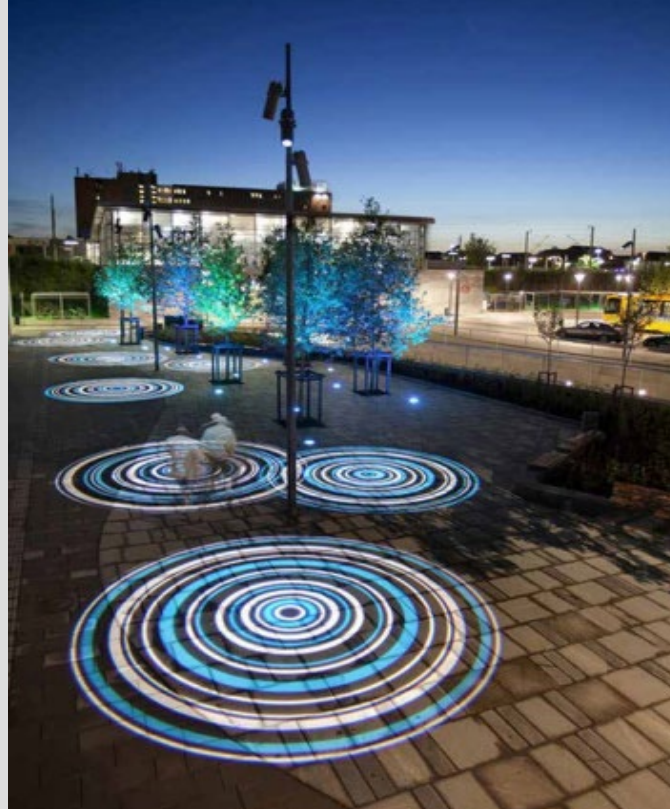


3RD STREET ALLEY



VEHICULAR ALLEY





Design Considerations

- Pavement
- Lighting
- Utility connections
- Plantings
- Furniture
- Art
- Plantings
- Trash pick-up
- Security

- Programing!!



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 the 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.

VEHICULAR ALLEY



The upcoming reconstruction offers a great opportunity to address drainage, lighting, and pavement treatment. The vehicular alley is key to linking the spaces.



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.

