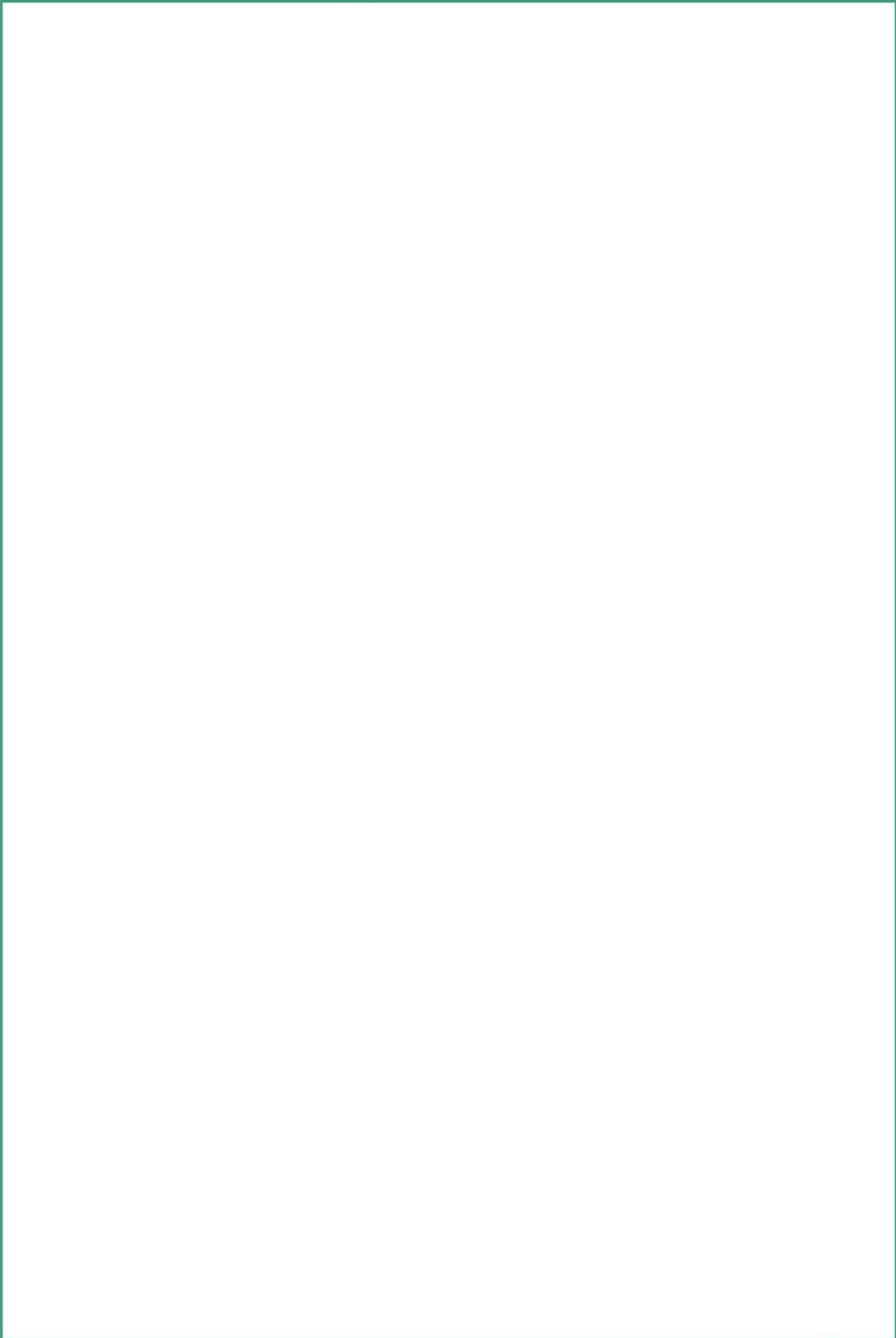


# **W. ST PAUL AVENUE CONCEPTUAL STREETSCAPING PLAN**

May 2023

University of Wisconsin - Milwaukee  
School of Architecture and Urban Planning  
Independent Study by Louie Glotfelty



## Acknowledgements

I would like to thank the MVP staff: Corey Zetts, Catrina Crane, Michelle Kramer, and Nia Smith. I am constantly inspired by this team's dedication to make the Menomonee River Valley a great place to work and recreate. Thank you for your support, resource sharing, and answering my endless questions.

Thank you to all of the St. Paul Ave business owners, employees, and visitors, as well as the BID & MVP board members who participated in surveys, attended the public presentation, and provided valuable feedback. Your participation brought to light important considerations and new ideas for this research.

Thank you to Third Space Brewing for hosting my public presentation on May 9th, and special thanks to Michelle Kramer and the rest of the Valley Beautification Committee. This group's creative ideas, collective expertise, and feedback have contributed tremendously to this Independent Study.

### Written By

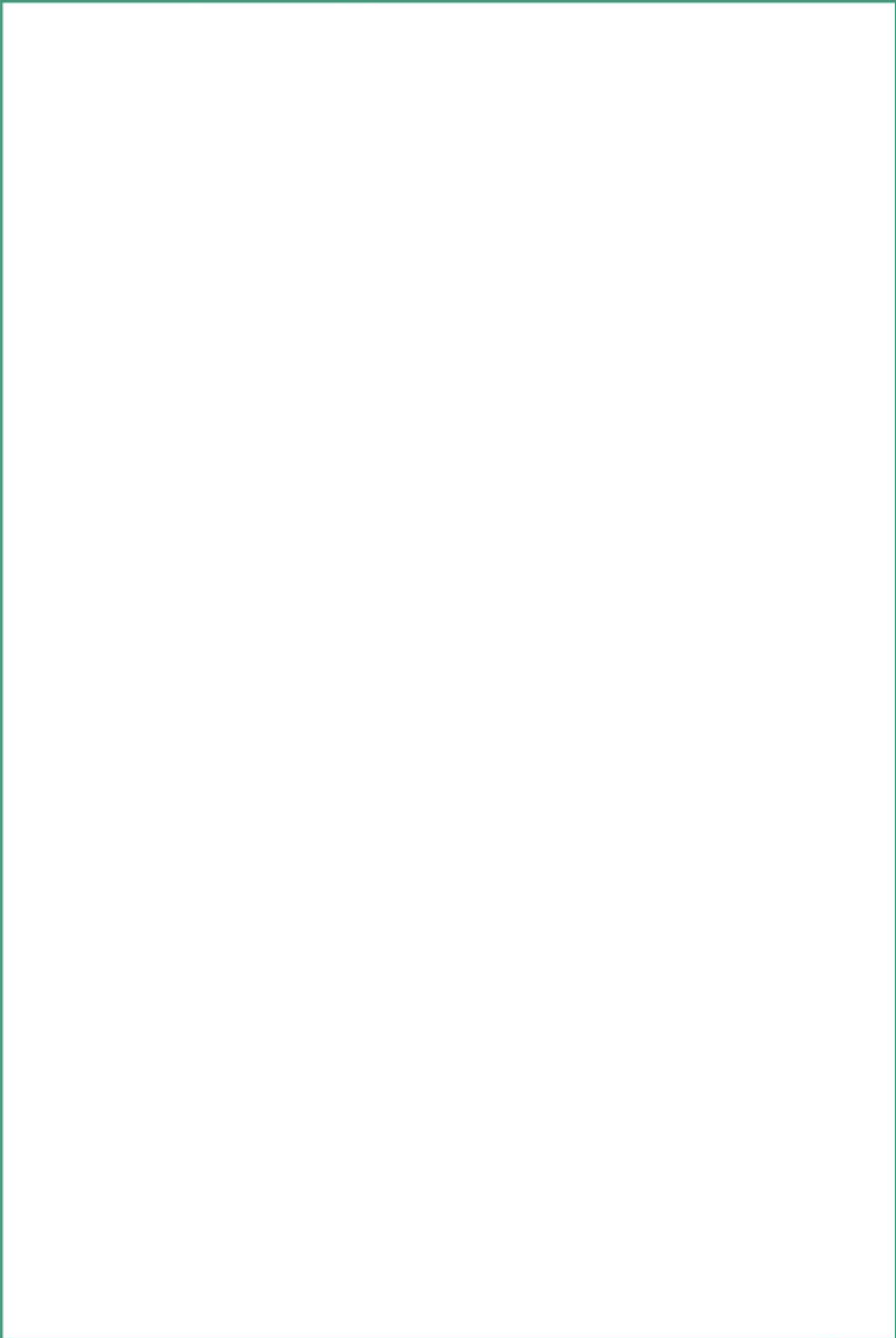
**Louie Glotfelty**, MUP Student '23  
Department of Urban Planning  
University of Wisconsin - Milwaukee



### Prepared For

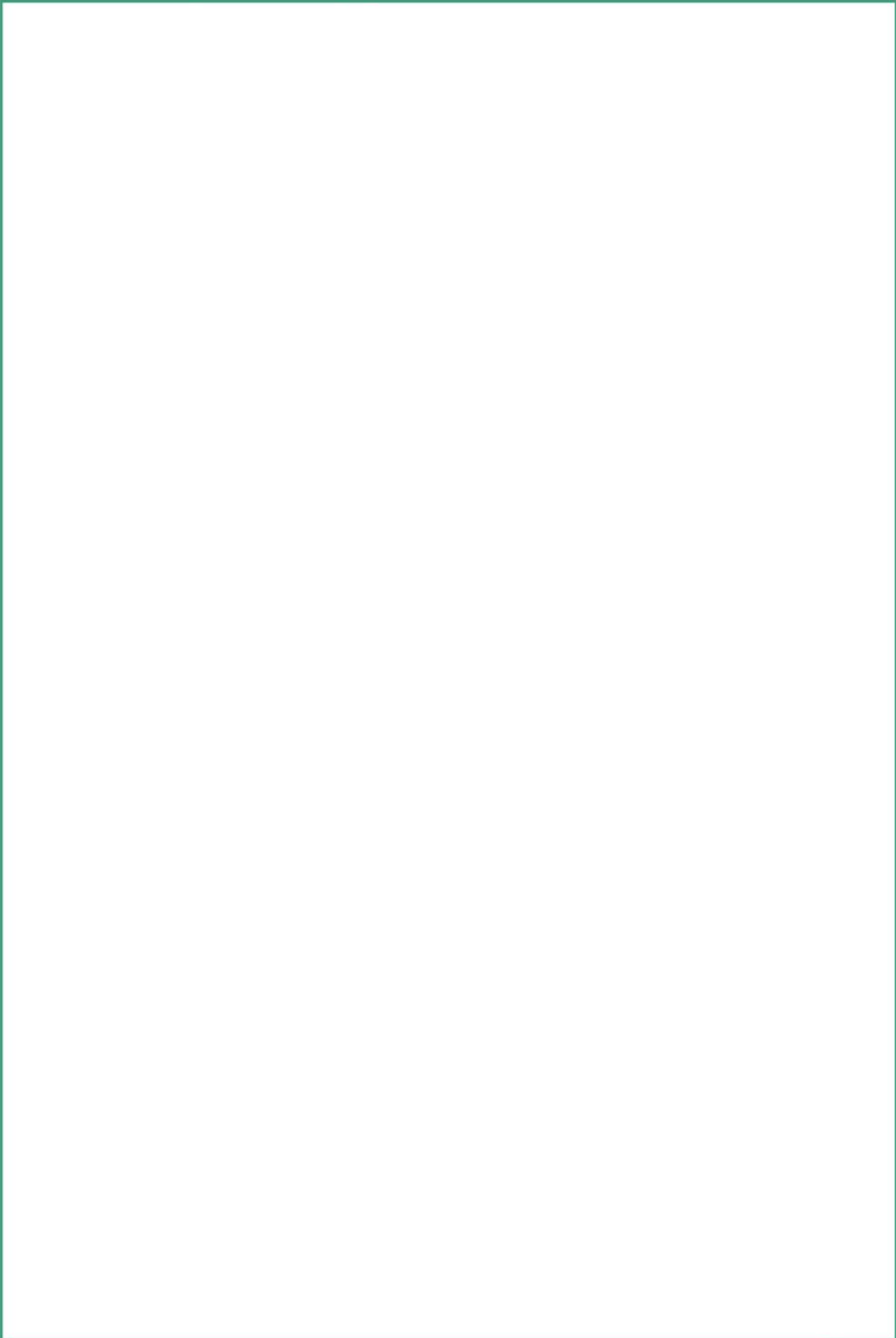
**Corey Zetts**  
Executive Director  
Menomonee Valley Partners

**Carolyn Esswein, AICP, CNU-A**  
Professor of Practice, Department of  
Urban Planning  
School of Architecture & Urban  
Planning  
University of Wisconsin - Milwaukee



# TABLE OF CONTENTS

About the Project	07
Neighborhood Context	15
Stakeholder Engagement	31
Concept 1 - Enhanced Safety & Connectivity	41
Concept 2 - Greenery & Aesthetics	51
Concept 3 - Street Activation, Public Art, & Programming	57
Additional Considerations	65
Appendices	67



# ABOUT THE PROJECT

1. **Executive Summary**
2. **Why Streetscaping?**
3. **Project Goals**
4. **Project Timeline**
5. **Important Resources**

## EXECUTIVE SUMMARY

This report was developed for Menomonee Valley Partners (MVP) as part of an Independent Study for the Department of Urban Planning at the University of Wisconsin—Milwaukee. It seeks to provide streetscaping concepts for the W. St. Paul Avenue Corridor between N. 25th St. and the Marquette Interchange that are feasible within the existing physical, financial, and logistical constraints. Past student projects, such as the 2016 St. Paul Avenue Revitalization capstone project by Mara Redding<sup>1</sup> and the 2016 East Valley Gateway FAB District capstone project by Chris Jansen<sup>2</sup>, provide large-scale, inspirational, and visionary transformations for this corridor; however, their recommendations are long-term, multi-million dollar infrastructural and land use changes that require tremendous planning. In contrast, this report seeks to identify easy-to-implement, short-term solutions for the corridor.

A vital part of this report is stakeholder engagement and feedback. Stakeholders were engaged through a series of surveys, in-person canvassing, and public presentation feedback sessions. The Valley Beautification Committee (VBC) played a critical role as a pseudo-focus group to help refine final concepts and strategies for this report.

The Enhanced Safety and Connectivity Concept includes crosswalk enhancements,

painted curb extensions, lighting enhancements, and increased mobility strategies. These concept strategies identify ways to reduce traffic speeds, add space for various road users, and improve pedestrian safety.

The Greenery and Aesthetics Concept includes ideas for planting trees, adding flower box planters, and advocating for additional greenspace within the corridor. These strategies aim to improve the environmental conditions along W. St. Paul Ave, while also reducing the visual impact of the corridor's hardscape.

The Street Activation, Public Art, and Programming Concept includes utilizing existing city programs for outdoor dining, interim plazas, small scale art installations, and annual event programming. These strategies offer ideas to engage businesses, employees, and visitors, as well as enhance the cultural identity and create a sense of place within the corridor.

In order to implement these strategies, it is important to utilize existing partnerships to initiate implementation and to leverage funding. A streetscaping program for W. St. Paul Ave. requires concepts that are both cost effective and result in a high visual impact. Utilizing existing city programs and resources will aid in concept implementation. Lastly, support from the St. Paul Ave business community, the BID, and the City of Milwaukee is necessary for these ideas to become a reality.



## WHY STREETSCAPING?

### What is Streetscaping?

Streetscaping, the process of improving the appearance and functionality of urban streets, offers a wide range of benefits for both communities and individuals.<sup>3</sup>

One of the primary benefits of streetscaping is the improvement in visual appeal. By incorporating elements such as well-designed sidewalks, landscaping, street furniture, and public art, streetscaping can transform dull and monotonous streets into vibrant and inviting spaces. These aesthetically pleasing environments not only create a positive impression for residents and visitors but also contribute to a sense of pride and identity within the community. Streetscaping efforts can help revitalize neighborhoods, attract businesses, and increase property values.

Streetscaping initiatives typically prioritize the needs of pedestrians, making streets more accessible and enjoyable for people on foot. Sidewalk widening, installation of crosswalks, and the addition of amenities like benches, lighting, and shade trees enhance the walkability of streets. This

not only promotes healthier lifestyles by encouraging walking and physical activity but also improves safety for pedestrians by reducing conflicts with vehicular traffic.

Streetscaping projects can have positive environmental impacts as well. Strategic tree planting and landscaping can help mitigate the urban heat island effect by providing shade, reducing energy consumption for cooling, and improving air quality. Green infrastructure features, such as rain gardens and bioswales, can help manage stormwater runoff, reducing strain on sewer systems and improving water quality. Additionally, streetscaping efforts can spur economic development by attracting visitors and customers to commercial areas. Revitalized streetscapes often benefit the local economy by increasing foot traffic and patronage of local businesses,

By investing in streetscape enhancements, communities can create more inviting and livable environments that promote well-being, foster social connections, and contribute to the overall vitality of the area.

## STREETSCAPING IN MILWAUKEE



Third Ward Streetscaping<sup>4</sup>

### Third Ward in Milwaukee

An example of successful streetscaping in Milwaukee is the Third Ward. The Business Improvement District (BID) No. 2 has transformed the district into a vibrant and thriving neighborhood. They've been able to coordinate signage, garbage cans, flower containers, hanging flower baskets, neighborhood banners, seating, unique lighting fixtures and more. As a result of these public investments, the Third Ward has seen a return of private investment by of over 400%.<sup>5</sup>

### BID 21's Downtown Improvements

Milwaukee's BID #21 has made tremendous investment in Downtown Milwaukee's streetscaping. Their long running mural program is continuously expanding. They have also installed a series of wayfinding signs, public seating, and they host seasonal programming.<sup>6</sup>



Programming at Postman Square in Downtown Milwaukee<sup>7</sup>

## PROJECT GOALS

1

### Engage Stakeholders to inform the Research

- Engage with Valley Beautification Committee, Business Owners, Employees, BID Board, MVP Board, and MVP Staff
- Develop surveys, canvas businesses, and host public feedback sessions to gather information

2

### Develop Three Streetscaping Concepts

- Concepts shall be based on the sentiments of stakeholders
- Provide array of 3 to 4 strategies per concept

3

### Recommend Strategies within Existing Constraints

- Make recommendations that are low cost, with a high visual impact
- Utilize existing programs and resources
- Identify responsible parties and important partners

## PROJECT TIMELINE

### JANUARY

Valley Beautification  
Brainstorming Session



### FEBRUARY

Surveys and Business  
Canvassing



### MARCH

Concept Development



### APRIL

Valley Beautification  
Concept Feedback Session



### MAY

Public Presentation and  
Final Report



## IMPORTANT RESOURCES

### Landscape Design Guide

The Landscape Design Guidelines of the City of Milwaukee provide landscaping standards throughout the City and is intended to serve as a resource for property owners, businesses, designers and contractors.<sup>8</sup>



Landscape Design Guidelines for the City of Milwaukee<sup>9</sup>



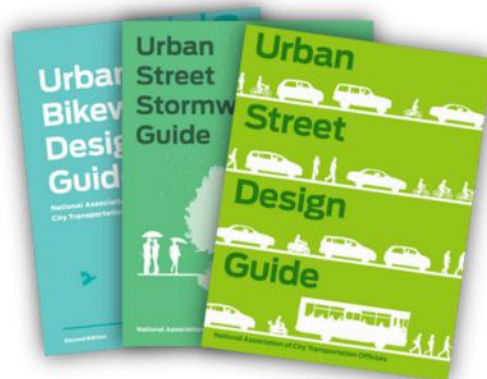
Streetscape Guidelines for the City of Milwaukee<sup>10</sup>

### Streetscape Guidelines

The Streetscape Guidelines of the City of Milwaukee provide resources to plan a successful streetscape and offer helpful information about the streetscape planning process. This guide should be utilized to establish a formal streetscaping plan for the corridor.<sup>11</sup>

### National Association of City Transportation Officials Guides

The National Association of City Transportation Officials (NACTO) design guides provide national standards for Complete Streets.<sup>12</sup> In 2018 the City of Milwaukee adopted a Complete Streets Policy into Law<sup>13</sup> which utilizes strategies from the NACTO design guides.



NACTO Design Guides<sup>14, 15, 16</sup>

## W. St. Paul Ave Conceptual Streetscaping Plan

1. Mara Redding, "St. Paul Avenue Revitalization," Senior Capstone Proposal, University of Wisconsin—Madison (December 2016).  
<https://static1.squarespace.com/static/5b1738a7f8370aa49cd05cf8/t/5bc62870eef1a1e19ff2a29b/1539713158975/449-20162017reddingmarafinalcapstonedocumentcompressed+%281%29.pdf>
2. Christopher Jansen, "East Valley Gateway FaB District," Senior Capstone Proposal, University of Wisconsin—Madison (May, 2016).  
<https://static1.squarespace.com/static/5b1738a7f8370aa49cd05cf8/t/5bc628a0eef1a1e19ff2a699/1539713199416/402-20152016jansenchrisfinalcapstonedocument+%281%29.pdf>
3. "Streetscaping" CompleteCommunities, University of Delaware, 2023.  
[completecommunitiesde.org/planning/complete-streets/streetscaping/](http://completecommunitiesde.org/planning/complete-streets/streetscaping/)
4. "Third Ward Streetscaping," digital image, SuzanJDesigns, accessed May 18, 2023.  
<https://suzanw.decoratingden.com/contact/areas-we-serve/historic-third-ward/>
5. "Historic Third Ward" HistoricThirdWard, 2023, <https://historicthirdward.org/neighborhood/history-of-the-ward/>
6. "MKE Downtown," MilwaukeeDowntown, 2023, <https://www.milwaukeedowntown.com/bid-basics/community-projects/postmans-porch>
7. "Programming at Postman's Square," digital image, MilwaukeeDowntown, accessed May 18, 2023.  
<https://www.milwaukeedowntown.com/bid-basics/community-projects/postmans-porch>
8. City of Milwaukee, "Landscape Design Guide," City of Milwaukee Department of City Development, March 2019.  
<https://www.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/zoning/MilwaukeeLandscapeGuide.pdf>
9. "Landscape Design Guide Cover," digital image, CityOfMilwaukee, accessed May 18, 2023.  
<https://www.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/zoning/MilwaukeeLandscapeGuide.pdf>
10. "Streetscape Guidelines Cover," digital image, CityOfMilwaukee, accessed May 18, 2023.  
[https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Streetscape/pdf/2011.05.09\\_Milw\\_Guidelines.pdf](https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Streetscape/pdf/2011.05.09_Milw_Guidelines.pdf)
11. City of Milwaukee, "Streetscape Guidelines," City of Milwaukee Department of Public Works and Department of City Development, March 2011.  
[https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Streetscape/pdf/2011.05.09\\_Milw\\_Guidelines.pdf](https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Streetscape/pdf/2011.05.09_Milw_Guidelines.pdf)
12. National Association of city Traffic Officials "NACTO Urban Design Guide," Island Press, 2011.  
<https://nacto.org/program/design-guidance/>
13. Jeramey Jannene, "Committee Okays Complete Streets Policy," Urban Milwaukee (October 3rd, 2018).  
<https://urbanmilwaukee.com/2018/10/03/city-hall-committee-okays-complete-streets-policy/>
14. "NACTO Urban Bikeway Design Guide," digital image, Nacto, accessed May 18, 2023.  
<https://nacto.org/program/design-guidance/>
15. "NACTO Urban Street Stormwater Guide," digital image, Nacto, accessed May 18, 2023.  
<https://nacto.org/program/design-guidance/>
16. "NACTO Urban Street Design Guide," digital image, Nacto, accessed May 18, 2023.  
<https://nacto.org/program/design-guidance/>

# NEIGHBORHOOD CONTEXT

1. **The Past and Present**
2. **Valley 2.0 Plan**
3. **Site Boundary**
4. **Constraints and Challenges**
5. **Upcoming Projects**



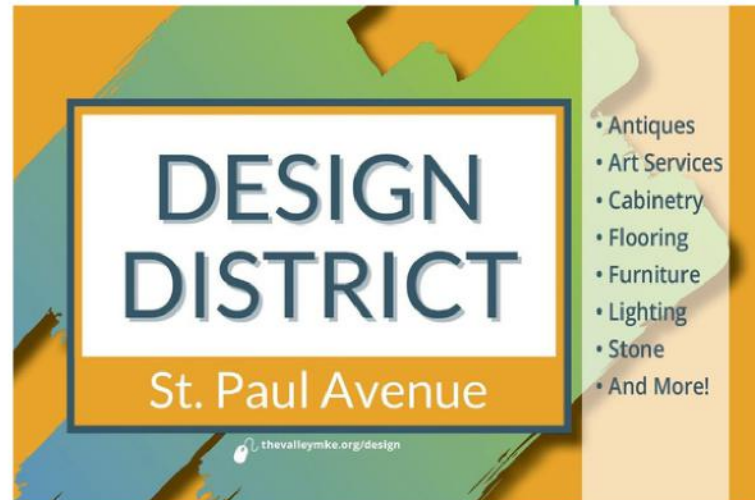
Historic Buildings on W St. Paul Ave before renovation<sup>17</sup>

## A Unique History

The historic St. Paul Ave Industrial Corridor in Milwaukee, Wisconsin holds a significant place in the city's rich industrial heritage. Located just west of downtown Milwaukee, this corridor played a crucial role in the city's industrial growth during the late 19th and early 20th centuries. Originally established as a hub for manufacturing and transportation, the St. Paul Ave Industrial Corridor witnessed the rise of numerous industries, including brewing, tanneries, foundries, and machine shops.<sup>18</sup>

Over the years, the St. Paul Ave Industrial Corridor evolved into a vibrant and bustling area, attracting businesses and workers from all walks of life. The corridor's proximity to the Menomonee River and major rail lines made it an ideal location for industries to thrive. As the city expanded, the St. Paul Ave Industrial Corridor became a vital economic engine, generating jobs and contributing to Milwaukee's overall prosperity.

## THE PAST AND PRESENT

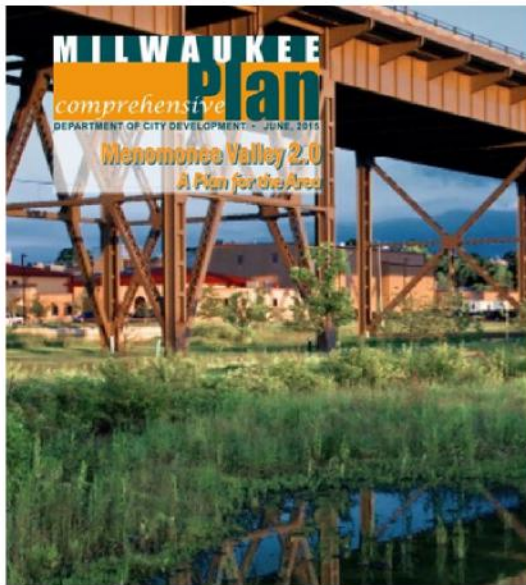


The St. Paul Ave Design District Logo<sup>19</sup>

## The Design District

Today, the corridor stands as a testament to the city's industrial past, with many of its historic buildings repurposed as commercial spaces, art galleries, and creative studios, blending the old with the new and preserving its rich heritage for future generations to appreciate. It has been coined as Milwaukee's Design District.





Valley 2.0 Neighborhood Plan (2015)<sup>20</sup>

## VALLEY 2.0 PLAN

The industrial-commercial zoning in Milwaukee, as outlined in the Valley 2.0 neighborhood plan, aims to balance the city's industrial heritage with its evolving commercial and economic needs. The plan recognizes the importance of preserving and revitalizing industrial areas while also encouraging compatible commercial development.<sup>21</sup>

Under the Valley 2.0 neighborhood plan, the industrial-commercial zoning designates specific areas within the Valley neighborhood for industrial and commercial uses. These areas are strategically planned to accommodate a mix of industrial operations, manufacturing facilities, warehouses, and commercial businesses. The plan focuses on creating a diverse and sustainable economic base by

attracting new businesses and supporting the growth of existing industries.

One of the key goals of the plan is to promote job creation and economic vitality. By allowing for a mix of industrial and commercial uses, the zoning seeks to provide employment opportunities while fostering a business-friendly environment. The plan also emphasizes the importance of maintaining a balance between industrial and commercial activities to ensure compatibility with surrounding residential areas and mitigate any potential negative impacts.

Additionally, the Valley 2.0 neighborhood plan recognizes the significance of creating an attractive and well-designed urban environment. It emphasizes the importance of incorporating sustainable practices, promoting green infrastructure, and enhancing the overall aesthetics of the industrial-commercial areas. This approach aims to create a more livable and vibrant neighborhood that benefits both businesses and residents alike.



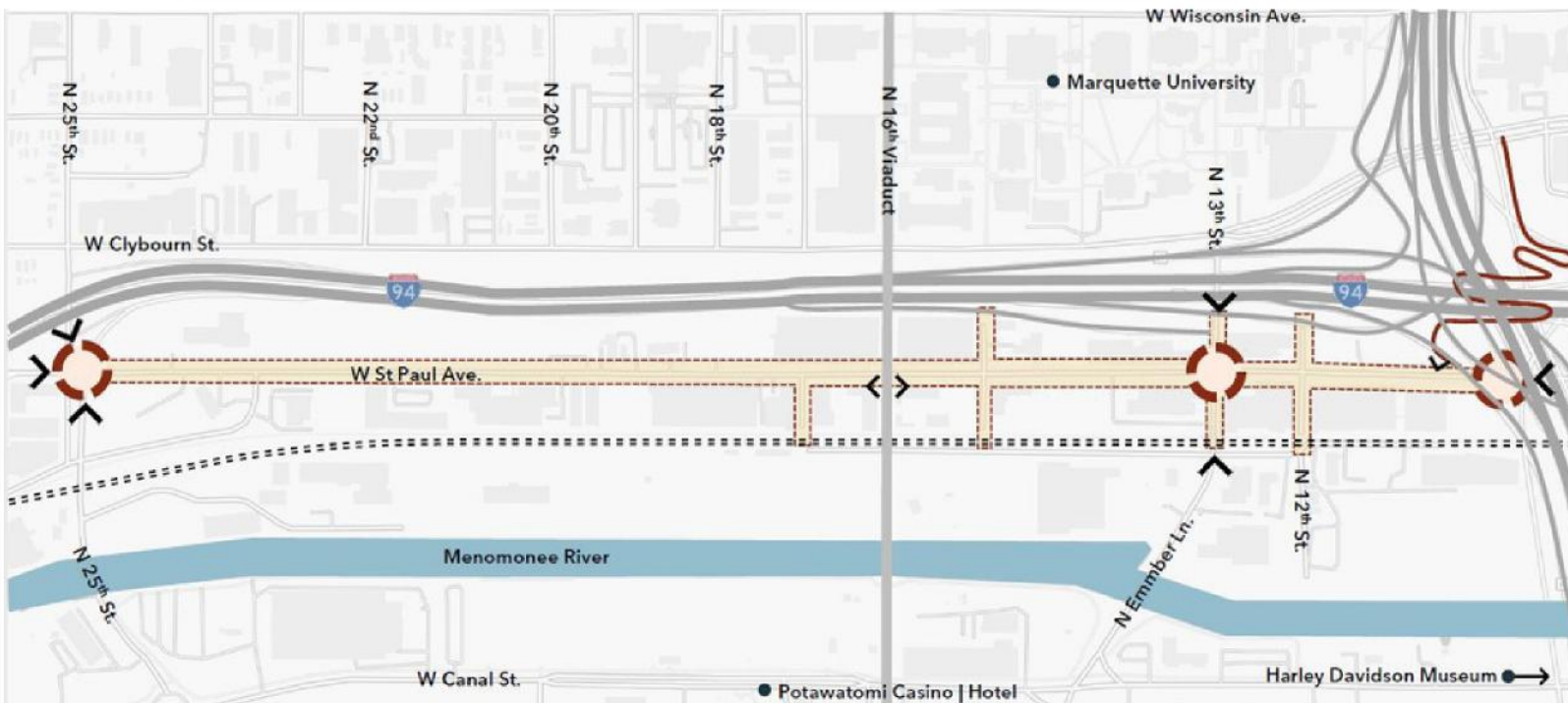
Area Zoning Map, City of Milwaukee<sup>22</sup>

## SITE BOUNDARY

The Study Boundary spans approximately 1.2 Miles from N. 25th St. on it's western edge to under the Marquette Interchange to the east. The corridor is wedged between the I-94 interstate and the Muskego Yards freight rail lines resulting in only three entrance points for automobile traffic and at-grade road users. These entrances are located at N. 25th St., N. 13th St. and W. St. Paul Avenue. There are also several street stubs located throughout the corridor that have been disconnected to the surrounding neighborhood due to the physical constraints of the freeway and the rail lines.

There are two additional pedestrian access points located in this corridor. The first is located at the N. 16th St. Viaduct which traverses over the site and is accessed by two stairwells. This is the only access point in a 0.9 mile stretch.

The other pedestrian access point is located as a pedestrian footpath that connects the corridor to W. Clybourn St. from under the Marquette Interchange. This footpath was added in 2020 with the construction of green infrastructure and plaza.

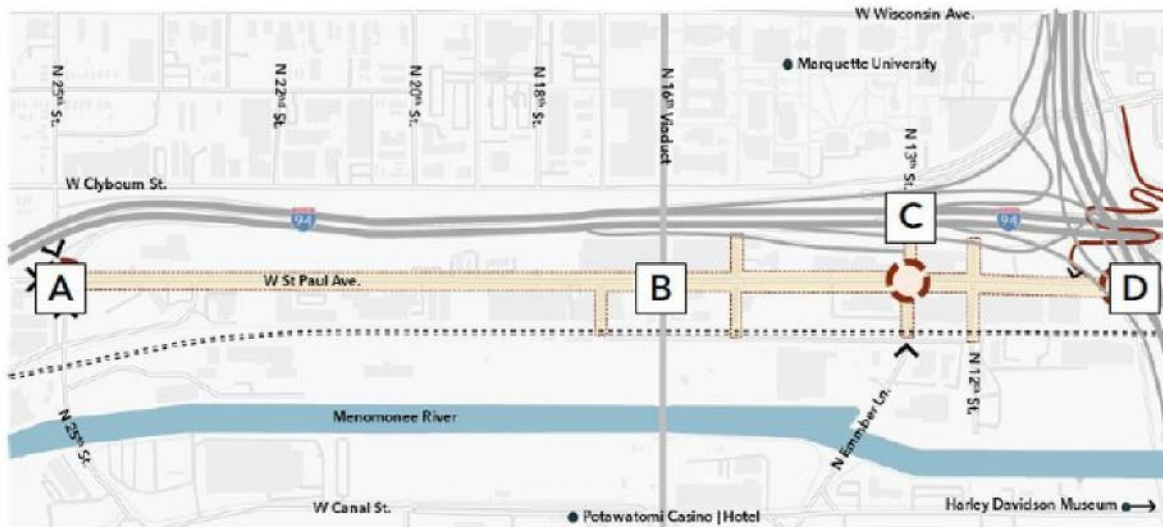


## W. St. Paul Ave Conceptual Streetscaping Plan

# ENTRANCES

The entrances throughout the corridor consist of hardscape characteristics that lend to its industrial feel. These entrances are overwhelmed with the scale of overpassing infrastructure and lack neighborhood identifying markers. This results in an undefined sense-of-place.

### Study Boundary | entrances



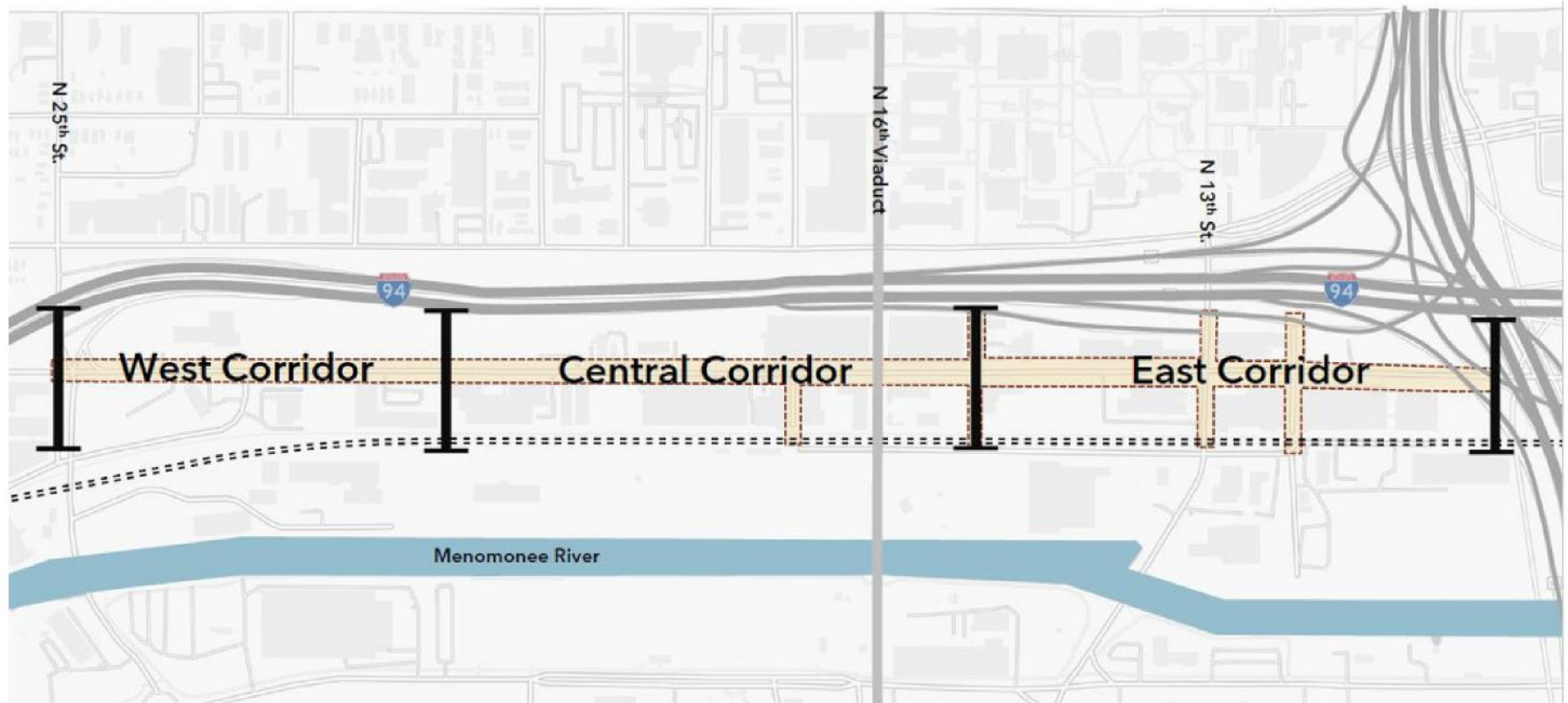
- A. Entrance/Exit - N. 25<sup>th</sup> St.
- B. Pedestrian Access 16<sup>th</sup> St. Viaduct
- C. Entrance/Exit - N. 13<sup>th</sup> St.
- D. Under Marquette interchange



# CORRIDOR SEGEMENTS

## W. St. Paul Ave Conceptual Streetscaping Plan

The study boundary consists of three very distinct corridor segments. Each segment has a unique set of characteristics. These segments will be referenced throughout this report as the West Corridor, Central Corridor, and East Corridor.



**EXAMINING EACH  
CORRIDOR SEGMENT**

## W. St. Paul Ave Conceptual Streetscaping Plan

# WEST CORRIDOR

The West Corridor is characterized by large setbacks and automobile-scale street elements. There are long stretches of inactive street frontages and buildings are designed to accommodate automobiles over pedestrians; however, this segment consists of newly planted trees along the road's edge and a Design District gateway sign.

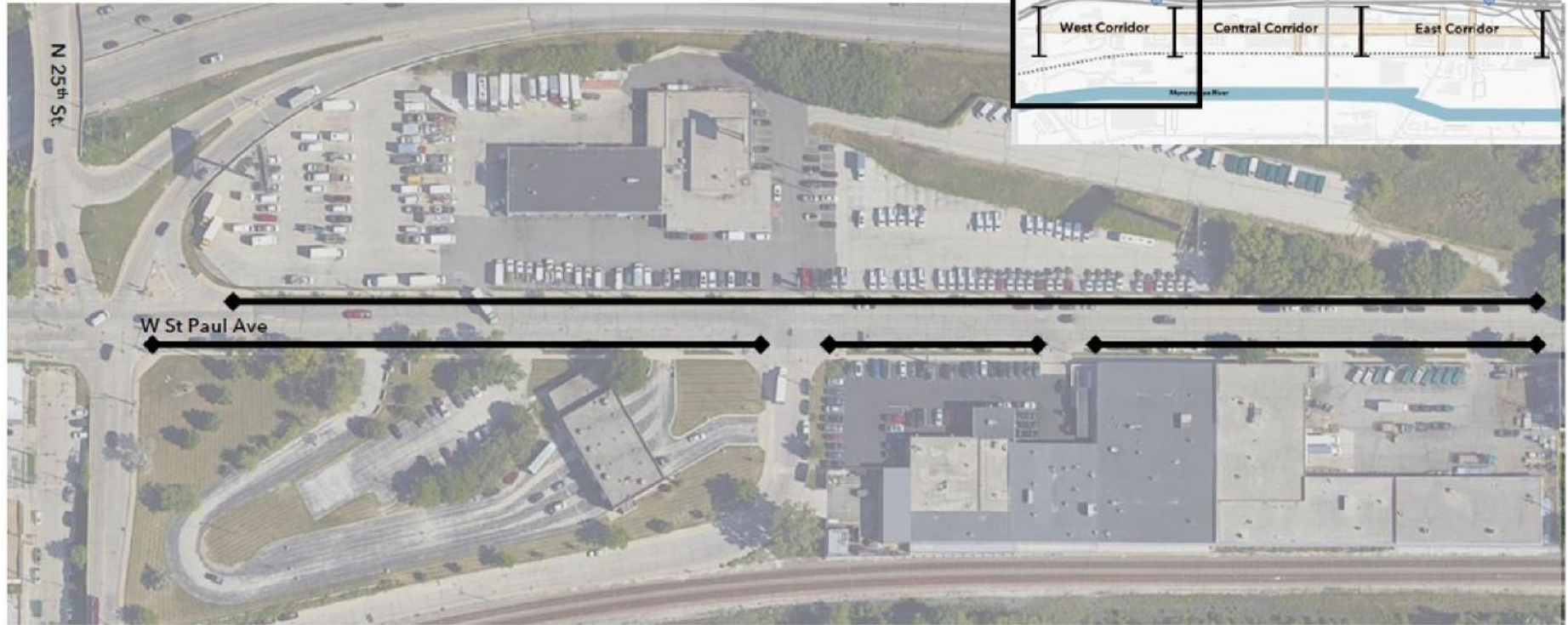
## Existing Conditions| West Corridor



- A. Building Massing
- B. Deep Setback
- C. Frontage
- D. Automobile Scale
- E. Gateway Signage
- F. Tree-Lined Street



## Existing Conditions | West Corridor



↔ Inactive Frontage

## W. St. Paul Ave Conceptual Streetscaping Plan

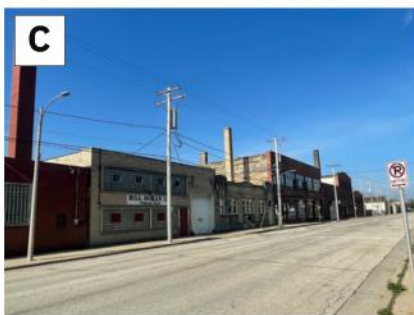
# CENTRAL CORRIDOR

The Central Corridor has a "main street" feel and consists of higher density buildings with minimal setbacks. It has the most variety of uses in the corridor; however, it still lacks a consistent sense of place and cohesion. There are large swaths of inactive building frontages and few spaces with greenery leading to a harsh pedestrian experience.

## Existing Conditions| Central Corridor



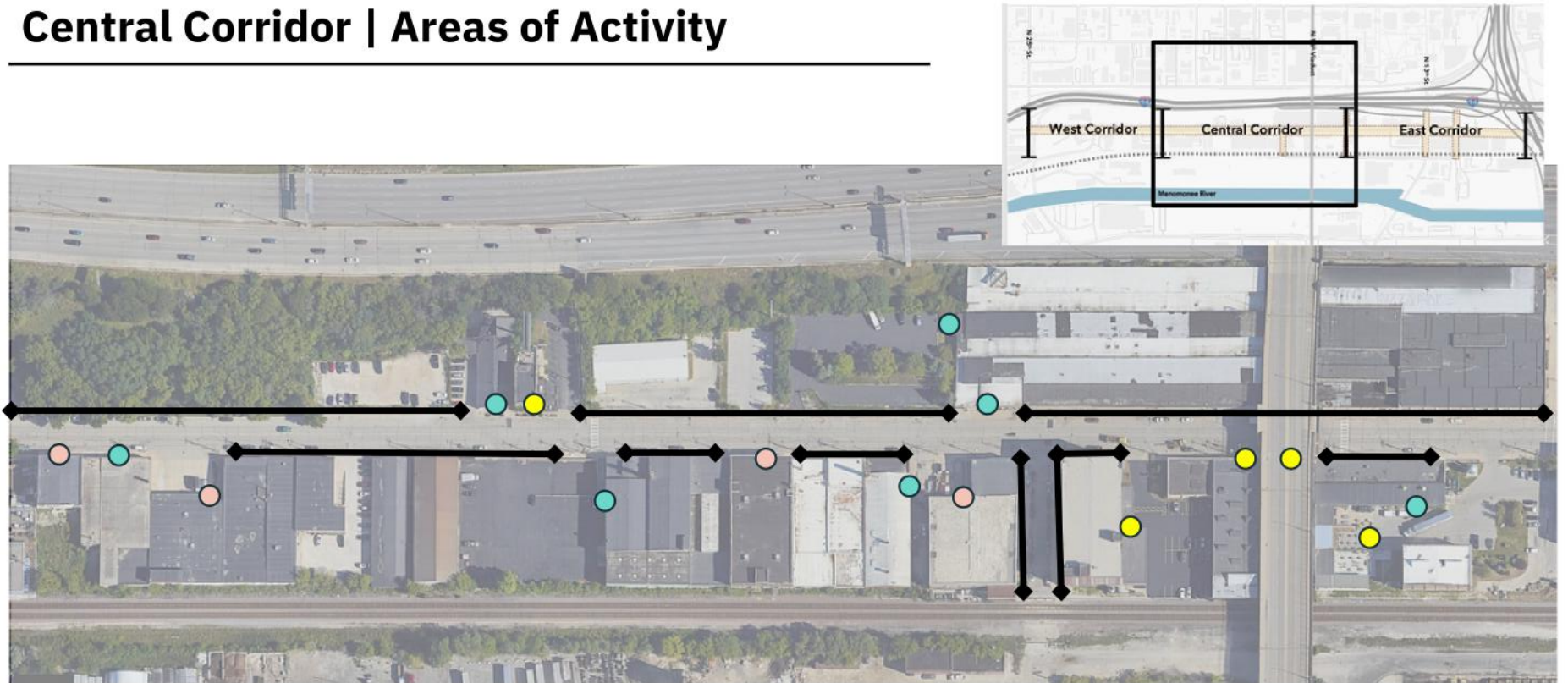
- A. Dense Massing
- B. Activated Frontage
- C. Utility Constraints
- D. Updated Landscaping
- E. Inactive Frontage
- F. Stub Street





# CENTRAL CORRIDOR

## Central Corridor | Areas of Activity



- Dining/Entertainment
- Light Industrial/Manufacturing
- Retail/Showroom

↔ Inactive Frontage

## W. St. Paul Ave Conceptual Streetscaping Plan

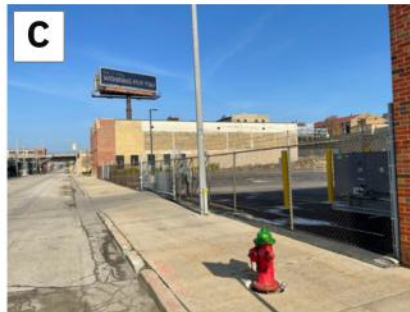
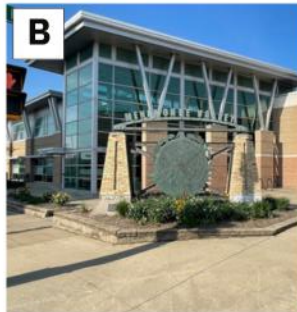
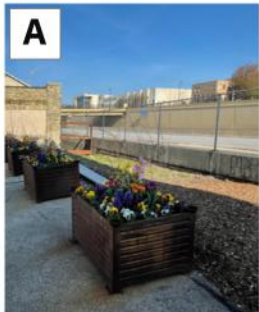
# EAST CORRIDOR

The East Corridor can be defined as an area with medium density and minimal setbacks, but consists of large spans of inactive street frontages. There is a plaza space under the Marquette interchange that lacks programming such as seating or signage. There is also a gateway sign that highlights the industrial past of this area. Most of this corridor lacks greenery and streetscaping elements.

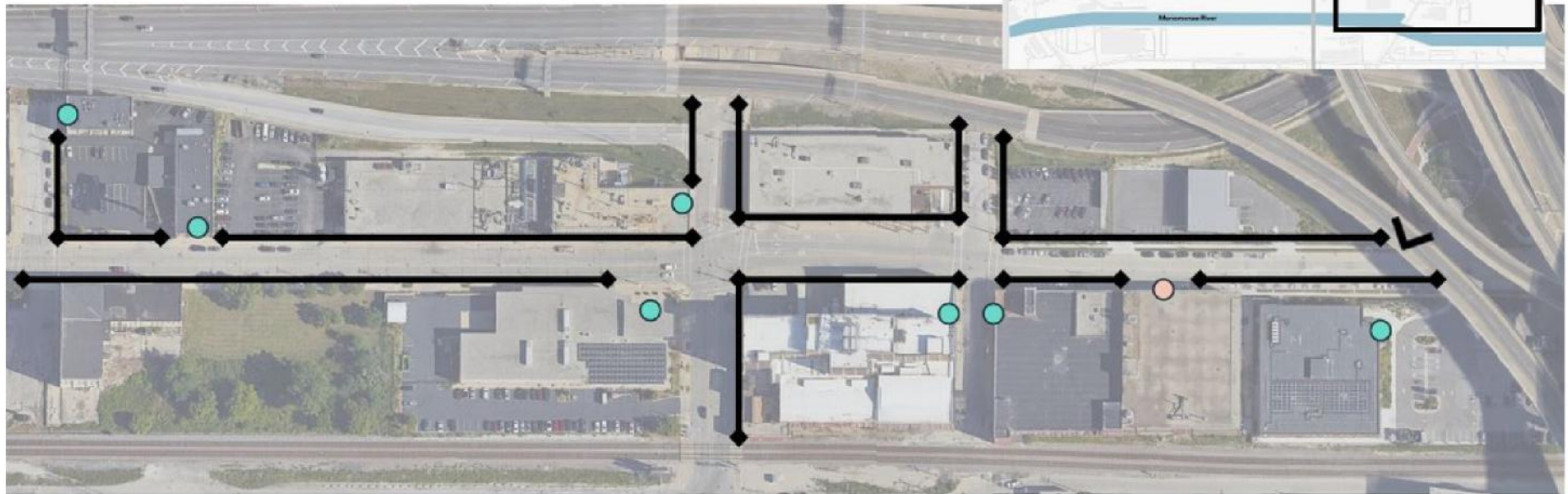
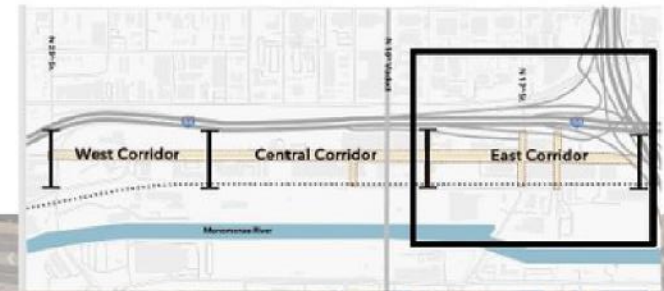
## East Corridor | Existing Conditions



- A. Planters
- B. Gateway Signage
- C. HardScape
- D. Unplanted Road Verge
- E. Pedestrian Access



## East Corridor | Existing Conditions



- Dining/Entertainment
- Light Industrial/Manufacturing/Office
- Retail/Showroom

↔ Inactive Frontage

## CONSTRAINTS AND CHALLENGES

There are important constraints and challenges that need to be considered for streetscaping concepts. These come in the form of physical and logistical constraints and challenges.

### Physical Constraints and Challenges

- **Connectivity**  
Limited connection to surrounding neighborhoods
- **Inactive Building Frontage**  
Long stretches of inactivity
- **Utilities**  
Complicated utility network limits implementation feasibility
- **High Speed Traffic**  
Freeway connection brings fast moving automobile traffic through the corridor

### Logistical Constraints and Challenges

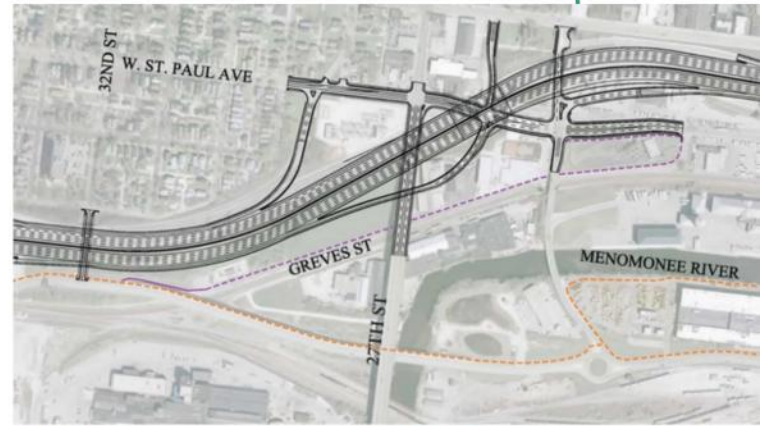
- **Funding**  
Limited funding resources from the City and the BID
- **Requires Buy-in**  
Support from the BID and businesses is required for success

There is a lot of upcoming activity that will directly impact this corridor. These developments will alter the feel and function of the corridor and should be taken into consideration for future streetscaping installations.

### I-94 Redesign

The I-94 interstate is slated for construction by 2025. As of May 2023 the final design is approximately 30% completed and will provide new on-street and off-street connections from St. Paul Avenue to the Hank Aaron State Trail via Greves St. This redesign will add additional traffic lanes to the west segment of the corridor, but does not significantly improve pedestrian connectivity to the surrounding neighborhoods.<sup>23</sup>

## UPCOMING PROJECTS



--- On-Street Improvements  
--- Off-Street Improvements  
--- Hank Aaron State Trail

I-94 Design Proposal as of May 2023<sup>24</sup>



Proposed Viaduct Mural Updates  
(Michelle Kramer, 2023)<sup>25</sup>

### 16th St. Viaduct Mural Updates

In the summer of 2023, beautification updates to the 16th St. Viaduct are anticipated to begin. This will include a repainting of the pedestrian stairwells, the concrete foundations, and parapet walls. \$10,000 was approved by the BID to invest in the first phase, but funding has yet to be secured to update lighting, signage, and screening.

### Iron District

The Iron District is a planned development that is located just northeast of the Marquette Interchange. It will host an 8,000-seat soccer stadium, as well as a hotel, retail space, and apartment-style housing units. This will undoubtedly bring many visitors to the St. Paul Avenue Corridor by the way of the pedestrian path under the Marquette Interchange.<sup>26</sup>



Iron District Rendering<sup>27</sup>

## W. St. Paul Ave Conceptual Streetscaping Plan

1. "Historic Buildings on St. Paul Ave," digital image, MilwaukeeBusinessJournal, accessed May 18, 2023, <https://www.bizjournals.com/milwaukee/news/2017/12/13/st-paul-avenue-declared-historic-district-more.html>
2. Menomonee Valley Partners, "History," Menomonee Valley Partners History Webpage, 2023, <https://www.thevalleymke.org/history>
3. "Design District Logo," digital image, TheValleyMKE, accessed May 18, 2023, <https://www.thevalleymke.org/st-paul-avenue-design-district>
4. "Valley Plan 2.0 Cover," digital image, The City of Milwaukee, accessed May 18, 2023, [https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Menomonee-Valley/MenomoneeValleyPlan2.0\\_Final.pdf](https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Menomonee-Valley/MenomoneeValleyPlan2.0_Final.pdf)
5. City of Milwaukee, "Menomonee Valley Neighborhood Plan 2.0" City of Milwaukee Department of City Development, June 2015, [https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Menomonee-Valley/MenomoneeValleyPlan2.0\\_Final.pdf](https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Menomonee-Valley/MenomoneeValleyPlan2.0_Final.pdf)
6. "Zoning Map of the City of Milwaukee," digital image, City of Milwaukee, accessed May 18, 2023, [https://web-maps1.milwaukee.gov/Html5Viewer/Index.html?configBase=https://web-maps1.milwaukee.gov/Geocortex/Essentials/REST/sites/MKE\\_Zoning/viewers/HTML5\\_Viewer/virtualdirectory/Resources/Config/Default](https://web-maps1.milwaukee.gov/Html5Viewer/Index.html?configBase=https://web-maps1.milwaukee.gov/Geocortex/Essentials/REST/sites/MKE_Zoning/viewers/HTML5_Viewer/virtualdirectory/Resources/Config/Default)
7. Wisconsin Department of Transportation, "I-94 East-West Corridor Study, Milwaukee," 2023, <https://wisconsin.gov/Pages/projects/by-region/se/94stadiumint/default.aspx>
8. "I-94 Design proposal 2023", digital Image, Menomonee Valley Partners Board Presentation, accessed, May 18, 2023, <https://wisconsin.gov/Pages/projects/by-region/se/94stadiumint/default.aspx>
9. Michelle Kramer, "16th Street Viaduct mural proposal" 2023, Menomonee Valley Partners, digital image, accessed May 18, 2023, <https://urbanmilwaukee.com/2022/05/23/eyes-on-milwaukee-more-renderings-released-of-proposed-iron-district-development/>
10. Jeramey Jannene, "More Renderings of Downtown 'Iron District' Released," Urban Milwaukee, May 23, 2023, <https://urbanmilwaukee.com/2022/05/23/eyes-on-milwaukee-more-renderings-released-of-proposed-iron-district-development/>
11. Kahler Slater, "Iron District Proposal," digital Image, Urban Milwaukee, accessed May 18, 2023, <https://urbanmilwaukee.com/2022/05/23/eyes-on-milwaukee-more-renderings-released-of-proposed-iron-district-development/>

# STAKEHOLDER ENGAGEMENT

1. Valley Beautification Committee
2. Phase I: VBC Inspiration Session
3. Phase II: Stakeholder Surveys and Business Canvassing
4. Phase III: Stakeholder Feedback Presentations

## STAKEHOLDER ENGAGEMENT

### Phases of Engagement

Whether it be understanding existing conditions, prioritizing the needs of businesses, or informing concept development, each phase of the stakeholder engagement process was critical for the development of this plan. The three phases of the stakeholder engagement process included:

1. Valley Beautification Committee Inspiration Session
2. Stakeholder Surveys and Business Canvassing
3. Stakeholder Feedback Presentation



## VALLEY BEAUTIFICATION COMMITTEE

The Valley Beautification Committee (VBC) was re-established by MVP in January 2023 to identify and prioritize beautification projects throughout the Menomonee Valley. The Committee's goal is to "make the Valley feel welcoming, vibrant, safe, and a desirable destination to work, visit, and recreate" with the objective to "identify high impact beautification projects that can be easily implemented within a reasonable budget."<sup>28</sup> The Committee includes the insight and expertise of Valley employees, landscape designers, architects, BID board members, City of Milwaukee Department of Public Works officials, and MVP staff. Due to the Committee's relevant beautification efforts, they were identified and selected to participate as a key contributor to aid in this project's concept development.



## PHASE I: VALLEY BEAUTIFICATION COMMITTEE INSPIRATION SESSION

On January 13, 2023, the Valley Beautification Committee (VBC) met for their inaugural meeting. During this session they were tasked with two activities. The first task was in inspiration session. The VBC members were divided into three groups and were instructed to write down words or phrases that describe their favorite neighborhoods, district, or urban environments. After a discussion in the smaller groups, they presented their ideas to the larger group. Each group had similar descriptors and common themes began to surface. These included:

- **Diverse Uses:** moments of discovery, spaces for all ages, activation 24/7, diversity, history
- **Access & Connectivity:** walkable, bikeable, calm traffic, natural connections to adjacent communities, navigable/wayfinding, improved accessibility
- **Community Wellbeing:** safety, comfort, clean, approachable, celebrate diversity, inclusivity, active, inviting, space for respite, gathering spaces, holistic, sense of pride, well lit

- **Aesthetics & Design:** aesthetically pleasing, public art, vibrant, colorful, whimsical, unique, continuity, intentionality, eclectic
- **Natural Environment:** clean water, green space, parks, windbreak, sun & shade.

The second activity was for VBC members to place sticky notes on a large aerial map of the Menomonee Valley. VBC members could write down comments about what they like, what they don't like, and ideas for change in the future. It is clear that there is a disconnect between what the VBC members feel makes a thriving district, and the current conditions of the St. Paul Avenue Corridor (see Appendix A). Comments included:

- "This area feels disconnected from the community"
- "More Street Trees"
- "Add Bike Lanes"
- "Improve Pedestrian Safety"
- "Improve Viaduct Stairs"
- "More Gateway Art and Signage"

Two surveys were developed to gather input about perceptions of the existing conditions of the St. Paul Ave Corridor and to provide insight as to what stakeholders would like to see implemented.

### General Streetscaping Survey

The first survey was a general survey that was sent out to a broader set of respondents. 18 respondents, including property owners, area employees, frequent visitors, VBC members, and MVP and BID Board members filled out the survey. This survey inquired about participants' perceptions of the existing streetscaping conditions, what types of desired streetscaping elements they would prefer, what streetscaping design principles they feel are most important, and what large-scale improvements they would support.

#### General Survey Highlights

- 83.3% rated the existing streetscape environment as poor
- The top three desired streetscaping elements include: greenery and landscaping, lighting enhancements, and public art and murals
- The design principles that are considered most important include: active & vibrant, interconnected & consistent, and enhancement of the design district branding

## PHASE II: STAKEHOLDER SURVEYS AND BUSINESS CANVASSING

### Business Streetscaping Survey

The second survey was developed to target specifically business owners, employees, and properties owners that work along the corridor. These stakeholders have an intimate experience with the corridor's streetscaping, and their perspective is particularly valuable for this research. The surveys incorporated all of the questions from the general survey, but also included questions that were catered toward the impact on their businesses. The majority of the respondents filled the survey out online, but several respondents were canvassed in-person over the span of two days. In total, 22 respondents representing 15 companies completed this survey.

## PHASE II: STAKEHOLDER SURVEYS AND BUSINESS CANVASSING

### Business Survey Highlights

- 63.6% of respondents rate the existing streetscape environment as poor or very poor
- The top three desired streetscaping elements include: greenery & landscaping, lighting enhancements, and trash receptacles
- 54% of businesses think conditions negatively impact business
- 63% of businesses would consider participating in a mural program

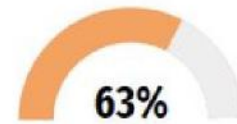
The results of these survey were combined and synthesized to help develop the three streetscaping concepts presented in this report. To see the complete survey results visit see Appendix B.



of respondents consider existing streetscaping as **Poor or Very Poor**



of businesses think conditions **Negatively Impact Business**



of businesses would consider participating in a **Mural Program**



Of respondents would like to see **More Greenery and Landscaping**

39

Respondents

28

Business Owners  
or Employees

15

Companies

## ADDITIONAL COMMENTS FROM THE SURVEYS



"It's a very difficult to walk and bike... *crosswalks* need to be created or improved."



"*Chain link fencing* could be improved."



"We're a bit tucked away, *better signage* may point to us and other in the area."



"I love the planters in the summer, but the street *needs more identification.*"



"We constantly are sending manpower to *address the littering.*"



"It's *poorly lit*, unwelcoming and feels *unsafe at night.*"



"There's *not a lot of color* or greenery to brighten up the street."

The final phase of stakeholder engagement consisted of two presentations that offered opportunities for stakeholders to provide feedback.

### Valley Beautification Feedback Session

On April 4th, 2023 a preliminary concept presentation was hosted at the Marquette Administrative Building located at 313 N 13th St. This took place during a regularly scheduled VBC meeting and was added to their agenda.

The three preliminary concept ideas and their respective strategies were presented to the Committee. The Committee members had an opportunity to discuss each idea and provide written feedback as well.

The presentation led to many valuable discussions that helped to refine the concept ideas. Things such as cost considerations, responsible parties, land use compatibility and density were discussed. (see Appendix C.1 for feedback responses).



## PHASE III: STAKEHOLDER FEEDBACK PRESENTATIONS



### Public Presentation

The final presentation was held for the public at the Third Space Brewing located at 1505 W. St. Paul Avenue on May 9th, 2023. This presentation was open to the public, however, digital invitations were sent out to relevant stakeholders including business owners, employees, MVP and BID Board members, VBC members, and MVP Staff.

Approximately 30 stakeholders attended this meeting. The concepts had been refined from the VBC feedback session and additional feedback and discussions took place at this meeting. (see Appendix C.2 for feedback responses)

## IMPORTANT CONSIDERATIONS



28. Valley Beautification Committee, "January Meeting Notes," January 2023



# **CONCEPT I: ENHANCED SAFETY AND CONNECTIVITY**

1. **Crosswalk and Curb Extensions**
2. **Lighting enhancements**
3. **Increased Mobility**

## CROSSWALK ENHANCEMENTS AND PAINTED CURB EXTENSIONS

Painted curb extensions and enhanced crosswalks offer a low cost solution to make streets safer and more accessible. Firstly, these modifications increase pedestrian safety by improving visibility and reducing the distance required to cross the street. The use of vibrant and contrasting colors in painted curb extensions catches the attention of both drivers and pedestrians, making them more aware of the presence of crosswalks. This heightened visibility encourages drivers to slow down and yield to pedestrians, reducing the risk of accidents and promoting safer interactions between different road users.

Secondly, painted curb extensions and enhanced crosswalks promote inclusivity and accessibility for individuals with disabilities. The clear delineation and distinct markings on crosswalks allow impaired pedestrians to navigate the streets more confidently and independently. The shortened crossing distances provided by curb extensions enable them to cross the street more efficiently and safely. These modifications help create an inclusive environment that fosters independence and equal access for all pedestrians.

Lastly, painted curb extensions and enhanced crosswalks contribute to

the overall aesthetics and livability of urban spaces. By incorporating vibrant colors and appealing designs, these modifications enhance the visual appeal of the streetscape. They transform mundane intersections into vibrant and inviting spaces, creating a sense of community pride and identity. The presence of well-designed crosswalks and curb extensions can lead to increased foot traffic and a more pedestrian-friendly atmosphere, ultimately contributing to the economic vitality of local businesses and neighborhoods.

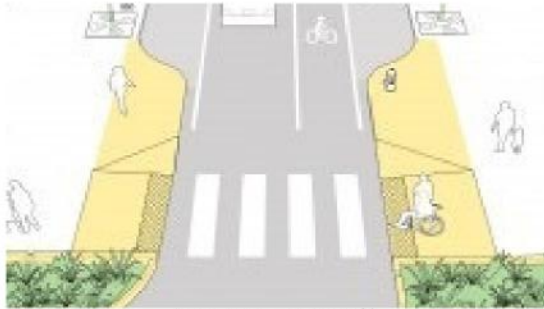
### Rapid Implementation Pilot Initiative \$\$\$



The Near West Side and Crisol Corridor BIDs installed temporary curb extensions and enhanced crosswalks through The City of Milwaukee's "Rapid Implementation" pilot initiative. As a result of this program, they saw a 10% reduction in speeding, and 6x more drivers yielded to pedestrians.<sup>29</sup>

# ENHANCE CROSSWALKS

## W. St. Paul Ave Conceptual Streetscaping Plan

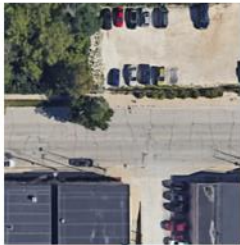


NACTO Rendering<sup>30</sup>

 Upgrade Existing

 Install New

BBC Lighting



Sobleman's



Bachman Furniture



BrewCity CrossFit



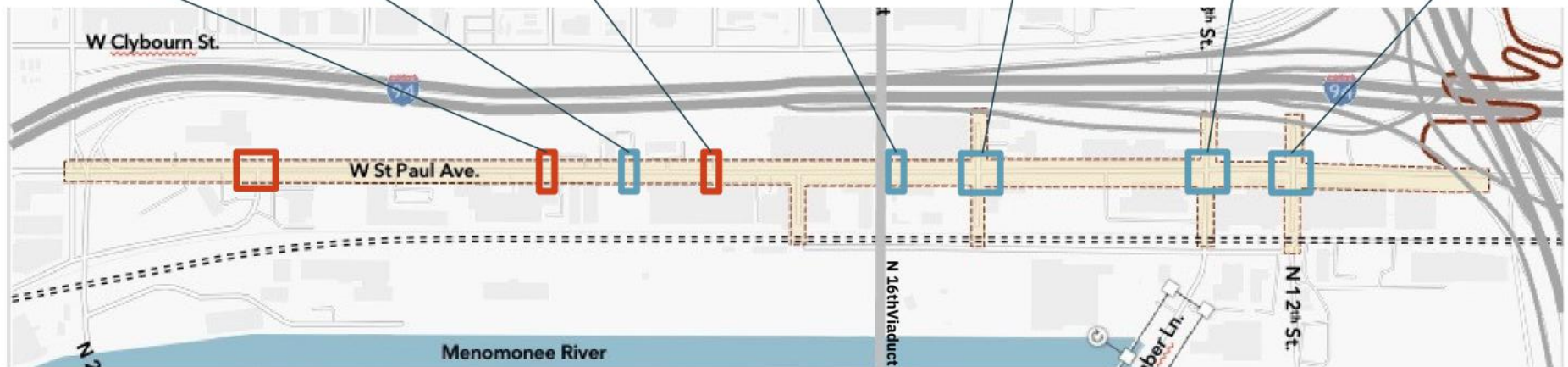
N 15th St



N 13th St



N 12th St



## LIGHTING ENHANCEMENTS

Pedestrian scale lighting provides numerous benefits that enhance safety, security, and the overall pedestrian experience in urban environments. By illuminating sidewalks, crosswalks, and pedestrian areas, these lighting fixtures ensure better visibility, reducing the risk of accidents and increasing pedestrian safety during nighttime hours. The well-lit paths also create a sense of security, encouraging people to walk and explore their surroundings after dark. Moreover, pedestrian scale lighting enhances the aesthetics of public spaces, creating an inviting and pleasant ambiance. The warm and gentle illumination not only adds to the charm of the area but also promotes social interaction and community engagement, fostering a vibrant and livelier urban atmosphere.

### District-Wide Milwaukee Harp Lamps \$\$\$

The east segment of this corridor is home to four existing pedestrian-level Milwaukee Harp Lamps. The rest of the corridor is equipped with automobile-level lighting which does not provide adequate lighting for pedestrians.

This strategy is on the pricier side, and would require a significant level of investment from the BID and the city, but it could result in a significant impact to perceived pedestrian safety at night.

The estimated cost of installation per lamp is approximately \$3,500.<sup>31</sup> Installing 30 lamps throughout the corridor would cost approximately \$104,000. It's recommended to install these lamps in areas of highest priority. The central corridor, which has the highest building density and most active building frontages, should be prioritized as the first area for implementation. The estimated cost for 12 lamps along the central corridor comes to approximately \$40,000. This may be a more feasible first step until additional funding is secured.



Typical pedestrian-level Milwaukee Harp Lamps<sup>32</sup>

# UPDATED LIGHTING

- Existing Lamps
- Install New Lamps
- Area of Highest Priority

Auto-Centric Lighting



Area of Highest Priority



Underpass N 16thSt Viaduct



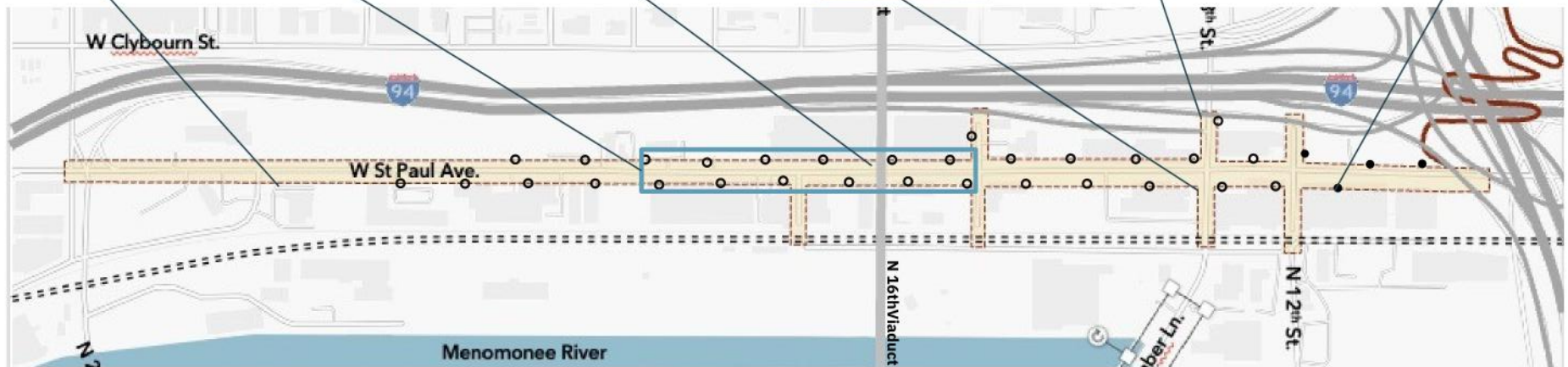
Near Allied Insulation



Underpass N. 13thSt.



4 pedestrian lamps in East Corridor



## INCREASED MOBILITY

### Host a Bublr Bike Rack \$\$\$

Installing a Bublr bike share station brings forth a range of benefits that contribute to sustainable transportation, improved health, and enhanced urban mobility. Bublr bike share stations provide convenient access to bicycles for short-distance trips, offering a practical alternative to cars and reducing traffic congestion. Additionally, bike share stations expand the reach and accessibility of public transportation networks, providing first- and last-mile connectivity. This was a recommendation from a 2018 study conducted by the Southeastern WI Regional Planning Commission (SEWRPC) to improve access to jobs in the Valley.<sup>33</sup>

The Bublr bike docks require approximately 5 feet of public-right-of-way.<sup>34</sup> This can either be located the sidewalk, or replace a parking space.

The new 3.0 Docks cost \$2,500 per dock to install, with a minimum 4-dock installation. There is an additional annual \$500 battery & internet connectivity fee. In total for a 4-dock installation it would cost approximately \$12,000.<sup>35</sup> This cost could be covered through partnering Businesses, or the with the help of the BID.



Bublr Bike 3.0 Dock<sup>36</sup>

### City Bike Rack Program \$\$\$

Another way to make space for alternative road users is by installing bike racks through the City of Milwaukee Bike Rack Program. This is a very low-cost way to designate street space for bicycles. Anyone can request a bike rack by filling out a Bike Rack Request Form. You must have at least 2' x 6' of space within the public right-of-way to be eligible.<sup>37</sup>



U-Rack



Hitch Rack



Bell Rack

Various bike rack options are available<sup>38</sup>

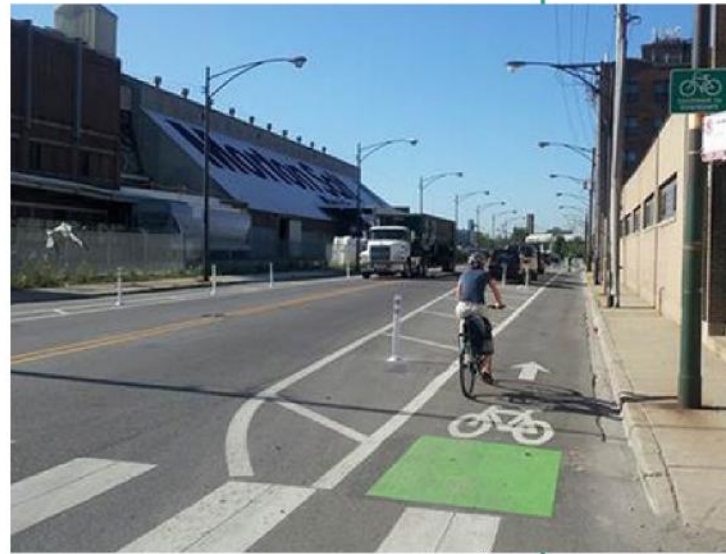
## INCREASED MOBILITY

### Bike Lanes \$\$\$

According to the City of Milwaukee's Bike Infrastructure map, W. St. Paul Ave. is considered a designated bike route.<sup>39</sup> At the same time the level of traffic stress (LTR) for cyclists is considered medium.<sup>40</sup> This is because there is no designated lane for cyclists. One way to improve the conditions is to install painted bike lanes throughout this corridor.

The road width of W. St. Paul Ave. is 70ft wide, which is enough to accommodate two travel lanes, two lanes for parking, and two bicycle lanes (see appendix D for roadway widths).

Typically a re-striping of a street occurs when a larger scale infrastructure enhancement is taking place, such as a repaving of the roadway, or replacing water mains. However, this corridor may be eligible for the City's Rapid Implementation Program for 2024, in which case, these updates could be installed sooner. This would require pressure from the BID and the businesses along the corridor to encourage the City to add it to the program's 2024 planning calendar.



Bike lanes located in an industrial corridor<sup>41</sup>

### Install Wayfinding Signage \$\$\$

Wayfinding signage plays a crucial role in providing clear and intuitive navigation for individuals in complex environments. These signs offer valuable information and directional cues that help people orient themselves, find their desired destinations, and navigate unfamiliar areas with ease. Effective wayfinding signage not only promotes efficient movement but also contributes to a sense of safety, as it helps individuals feel more confident and in control of their surroundings.



bike wayfinding signage<sup>42</sup>



Historic Signage in Downtown Milwaukee<sup>43</sup>

## W. St. Paul Ave Conceptual Streetscaping Plan

# INCREASED MOBILITY

Mobility hubs are innovative transportation centers that integrate various modes of transportation and amenities to provide seamless and sustainable mobility options for individuals.



Mobility Hub

Wayfinding Signage

Existing BublRack

Suggested New BublRack

Existing Bike Racks

Suggested New Bike Racks

Suggested Scooter Parking

Existing Bike Racks- Bachman



Suggest BublRack location



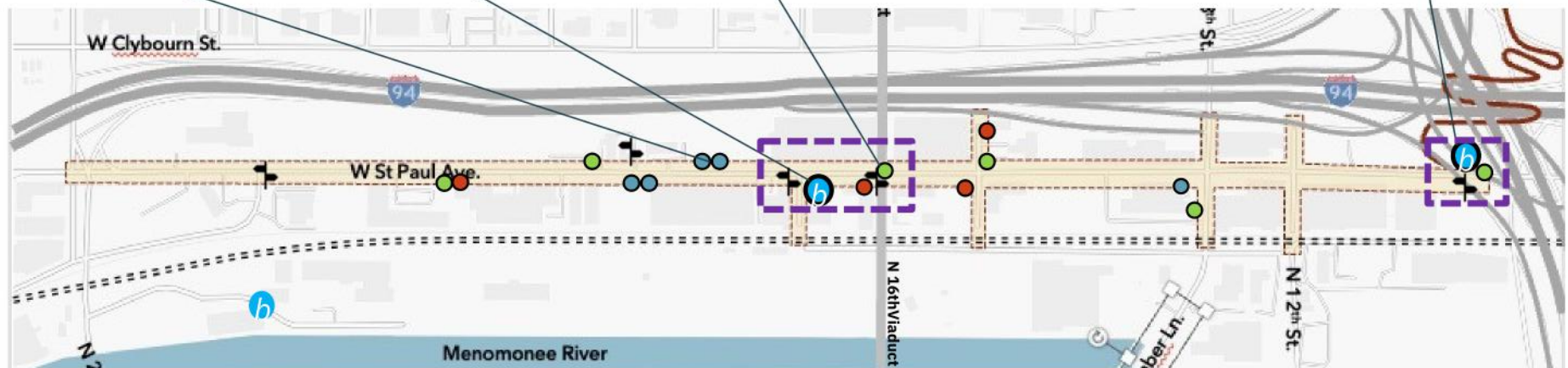
Scooter Left at Bus Stop



Scooters Outside of Marquette Admin



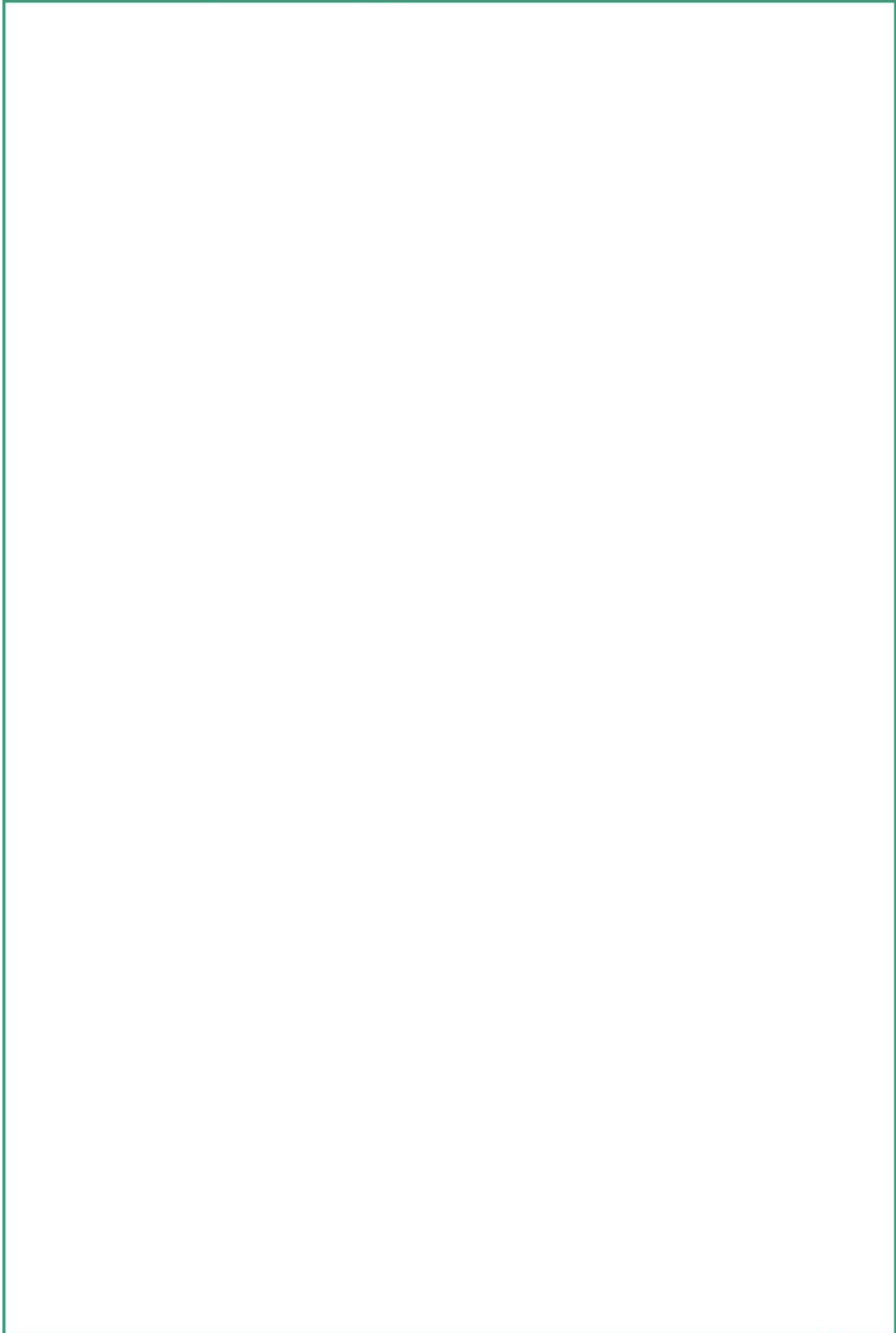
Suggested Mobility Hub at Plaza





## W. St. Paul Ave Conceptual Streetscaping Plan

29. City of Milwaukee, "Rapid Implementation Pilot Initiatives," Department of Public Works, 2020 <https://city.milwaukee.gov/dpw/infrastructure/multimodal/Multi-Modal-Projects/Rapid-Implementation-Improvements.htm>
30. "Curb Extensions," digital image, National Association of Traffic Officials, accessed May 18, 2023, <https://nacto.org/publication/urban-street-design-guide/street-design-elements/curb-extensions/>
31. HNTB, Historic King Drive Conceptual Streetscaping Plan, BID # 8, 2023
32. "Milwaukee Harp Lamps," digital image, Milwaukee Streetscaping Guidelines, 2011, accessed, May 18, 2023, [https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Streetscape/pdf/2011\\_05\\_09\\_Milw\\_Guidelines.pdf](https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Streetscape/pdf/2011_05_09_Milw_Guidelines.pdf)
33. Catrina Crane, Corey Zetts, Kerry Thomas, Kevin Muhs "Improving Job Access in the Menomonee Valley," Southeastern Wisconsin Regional Planning Commission, August 2018, <https://www.thevalleymke.org/studies-reports>
34. City of Milwaukee, Bublr Bikes, Department of Public Works, 2022, <https://city.milwaukee.gov/dpw/infrastructure/multimodal/Shared-Mobility/Bublr-Bike-Share>
35. Bublr Bikes, "Host a Station" Bublr Bike, 2023, <https://bublrbikes.org/sponsor#host>
36. "Bublr Bike 3.0 Dock," digital image, Bublr Bike, 2023, <https://bublrbikes.org/sponsor#host>
37. City of Milwaukee, "Bike Rack Request Form," Department of Public Works, 2023, <https://city.milwaukee.gov/dpw/infrastructure/multimodal/Bike-Parking-Information/BikeRackRequestForm>
38. "Various bike rack options," digital image, City of Milwaukee, 2023, <https://city.milwaukee.gov/dpw/infrastructure/multimodal/Bike-Parking-Information/BikeRackRequestForm>
39. City of Milwaukee, "Bike Infrastructure Map," Department of Public Works, 2023, <https://www.arcgis.com/home/webmap/viewer.html?webmap=4134bde3f97c47e3a200ba5318e52c5e&extent=-87.9463,43.0247,-87.8195,43.073>
40. City of Milwaukee, "Interactive Bike Map," Department of Public Works, 2023, <https://mapmkeonline.maps.arcgis.com/apps/webappviewer/index.html?id=25f76878080648479fd24d29908e8716>
41. "Bike lanes in an industrial corridor," digital image, U.S. Department of Transportation, accessed May 18, 2023, <https://ops.fhwa.dot.gov/publications/fhwahop16080/index.htm>
42. "Bike Wayfinding Signage," digital image, rsmdesign, accessed May 18, 2023, <https://rsmdesign.com/markets/park-design>
43. "Historic Signage in Downtown Milwaukee," digital image, Corbin Design, accessed May 18, 2023, <https://www.corbindesign.com/work/civic/milwaukee-wi-downtown.html>



## **CONCEPT II: GREENERY AND AESTHETICS**

1. **Planting Trees**
2. **Adding More Planters**
3. **Advocate for Designated Green Space**

## PLANT TREES

### Planting Street Trees \$\$\$

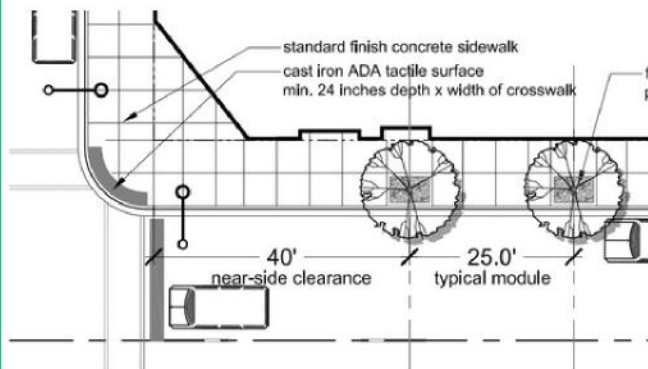
Street trees offer a multitude of benefits that contribute to the overall well-being and livability of urban environments. They act as natural filters, reducing the presence of harmful particles and improving the overall air quality in heavily populated areas. Additionally, street trees provide shade, helping to mitigate the urban heat island effect by reducing surface temperatures and providing cooling benefits to pedestrians and nearby buildings. Street trees also enhance the aesthetic appeal of streetscapes, creating a pleasant and inviting atmosphere. They soften the harshness of urban infrastructure, add color and texture, and provide a connection to nature in urban settings. The presence of street trees has been linked to increased property values, improved mental health, and a greater sense of community pride.



Street Tree located on Downer Avenue in Milwaukee<sup>45</sup>

### Utility Constraints

A challenge in this corridor is the complex network of utilities that challenge the implementation of planting street trees. This has resulted in an area of noticeable absence of tree canopy in the central segment of the corridor. However, according to the Streetscaping Design Guidelines for the City of Milwaukee, there needs to be a minimum sidewalk width of 7ft to incorporate adequate space for street trees.<sup>46</sup> The sidewalks along St. Paul Avenue are 11ft wide (see Appendix D).



Street Tree placement recommendation from the City of Milwaukee's Streetscaping Design Guidelines.<sup>44</sup>

It would be advantageous to plant trees where there are existing available grassy road verges in the East Corridor. Then, focusing on areas with noticeable absence in the Central Corridor that lack overhead utilities.

## ADD MORE PLANTERS



### Expand the Planter Program \$\$\$

One of the few streetscaping elements that exist in this corridor are these metal planters. A total of 46 bins were donated by Rexnord and turned into planters for the corridor. Their metallic form are a nod to the industrial past of the corridor. St. Paul Ave business owners are responsible for maintaining these. Unfortunately, these planters are inconsistently placed throughout the corridor, resulting in discontinuity. Additional planters could help fill in the gaps along the corridor.

### Provide Window Box Planters \$\$\$

Another relatively inexpensive alternative to increase greenery along this corridor is by adding window boxes to business storefronts. With a wide variety of plants to choose from, window boxes allow for creative expression and customization, adding bursts of color and greenery to otherwise rough, sharp exteriors.

With the assistance from the BID, business owners could purchase these planters straight from a manufacturer, or they could source them independently.



Window Boxes enhance storefronts and add color<sup>47</sup>

## ADVOCATE FOR DESIGNATED GREEN SPACE



The green Infrastructure plaza and path located under the Marquette Interchange<sup>48</sup>

### Marquette Interchange Project

In 2020, the coordination between Wisconsin Department of Transportation (WisDOT), Milwaukee Metropolitan Sewerage District (MMSD), the Wisconsin Department of Natural Resources (WDNR), the City of Milwaukee, and MVP resulted in a massive green infrastructure plaza under the Marquette Interchange. This project was the first of its kind in the State of Wisconsin.<sup>49</sup> It includes three bioretention basins, a permeable path, rock-lined channels, a permeable plaza, and 4-acres of native landscaping. To date, this is the only established public green space along the W. St. Paul Ave. Corridor.

### Advocate for more WisDOT-owned Public Green Space \$\$\$

With the reconstruction of I-94 due to break ground in 2025, there is an opportunity for St. Paul Ave business owners and Near West Side residents to advocate for newly established public green spaces. Using the Marquette Interchange updates as a template for implementation, stakeholders can capitalize on this opportunity to establish new connections and establish new green spaces within the corridor.



Current DOT-owned property in West Corridor



Current DOT-owned property in Central Corridor

# PALNTING AND GREEN SPACE

- Existing Planters
- Areas of Highest Feasibility
- Existing Trees
- Areas of Noticeable Absence

DOT-Owned Greenspace



Noticeable Absence



New Trees



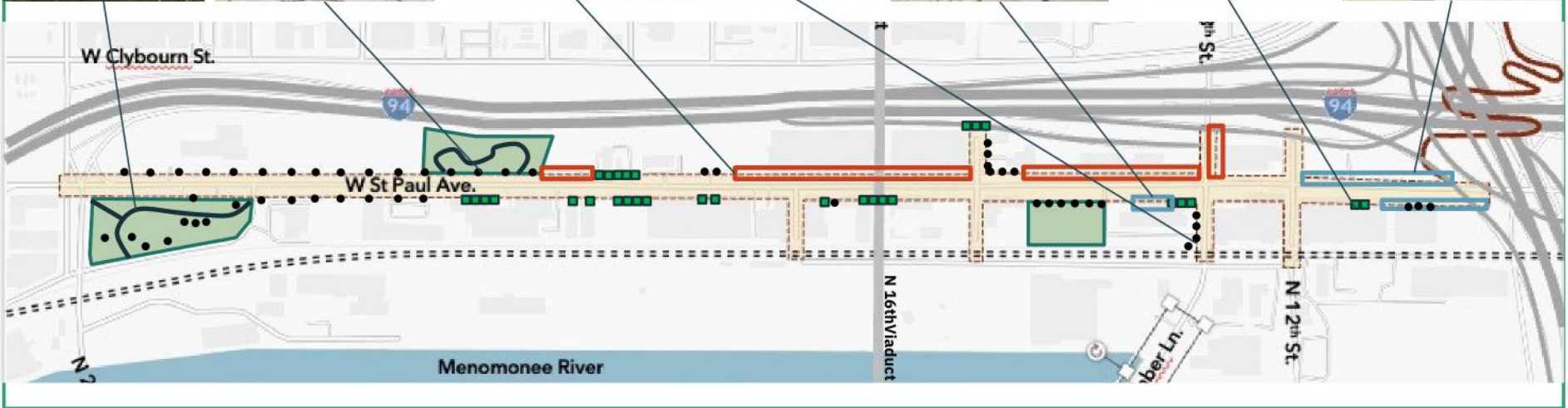
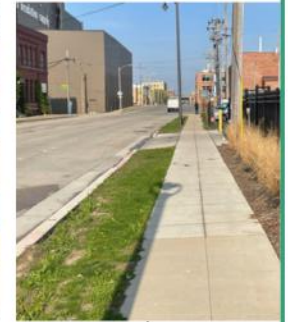
Open Road Verge



Planters- BBC



Highest Feasibility



## W. St. Paul Ave Conceptual Streetscaping Plan

44. "Recommended Street Tree Placement," digital image, City of Milwaukee Streetscaping Guidelines, 2011, Accessed May 18, 2023  
[https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Streetscape/pdf/2011.05.09\\_Milw\\_Guidelines.pdf](https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Streetscape/pdf/2011.05.09_Milw_Guidelines.pdf)

45. "Street Tree on Downer Avenue," digital image, City of Milwaukee Streetscaping Guidelines, 2011, Accessed May 18, 2023,  
[https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Streetscape/pdf/2011.05.09\\_Milw\\_Guidelines.pdf](https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Streetscape/pdf/2011.05.09_Milw_Guidelines.pdf)

46. City of Milwaukee, "Streetscape Guidelines," Department of Public Works and Department of City Development, March 2011,  
[https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Streetscape/pdf/2011.05.09\\_Milw\\_Guidelines.pdf](https://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Streetscape/pdf/2011.05.09_Milw_Guidelines.pdf)

47. "Window Boxes," digital image, pinterest, accessed May 18, 2023,  
<https://www.pinterest.com/tcadesignideas/storefront-design-window-boxes/>

48. "Green Infrastructure" digital images, Strand Associates, 2020, accessed May 18, 2023,  
[https://www.strand.com/strand\\_projects/marquette-interchange-green-infrastructure-milwaukee-metropolitan-sewerage-district-mmsd-wi/](https://www.strand.com/strand_projects/marquette-interchange-green-infrastructure-milwaukee-metropolitan-sewerage-district-mmsd-wi/)

49. Milwaukee Metropolitan Sewerage District, "Marquette Interchange Project," MMSD, 2023,  
<https://www.mmsd.com/what-we-do/green-infrastructure/green-highways/marquette-interchange-project#>



# CONCEPT III: STREET ACTIVATION, PUBLIC ART, AND PROGRAMMING

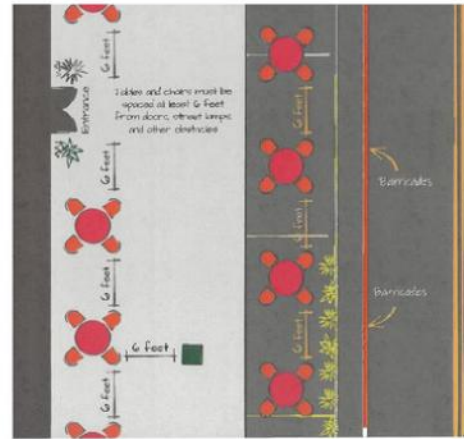
1. **Street Activation**
2. **Small Scale Art**
3. **Programming**

## STREET ACTIVATION PROGRAMS

### Active Streets for Businesses Program \$\$\$

In 2020, the Milwaukee Common Council approved a program that authorizes the implementation of temporary outdoor dining with expanded seating options at restaurants and bars in Milwaukee.<sup>50</sup>

Outdoor street seating offers a range of benefits that enhance the vibrancy, social interaction, and economic vitality of urban areas. It provides an inviting and comfortable space for people to relax, dine, and socialize, fostering a sense of community and connection. Street seating encourages pedestrian activity, making streets more pedestrian-friendly and activating public spaces. This increased foot traffic can benefit local businesses by attracting customers and creating a lively atmosphere that stimulates economic activity. This program contributes to the livability, social cohesion, and economic vitality of Milwaukee's streets, making them more vibrant and enjoyable places for residents and visitors alike.



example of a site plan for the Active Streets for Businesses Program<sup>51</sup>

This program requires private businesses to complete an online application. Upon approval, the business will receive an Active Streets for Business Program permit and a Temporary Change of Plan permit. Applicants will also need to provide a site plan as part of the the permit process.

The most ideal locations for implementing this program is outside of third Space Brewing, The Finisher Bar, and Sobelman's Pub & Grill.



Activated street located on North Avenue in Milwaukee, WI<sup>52</sup>

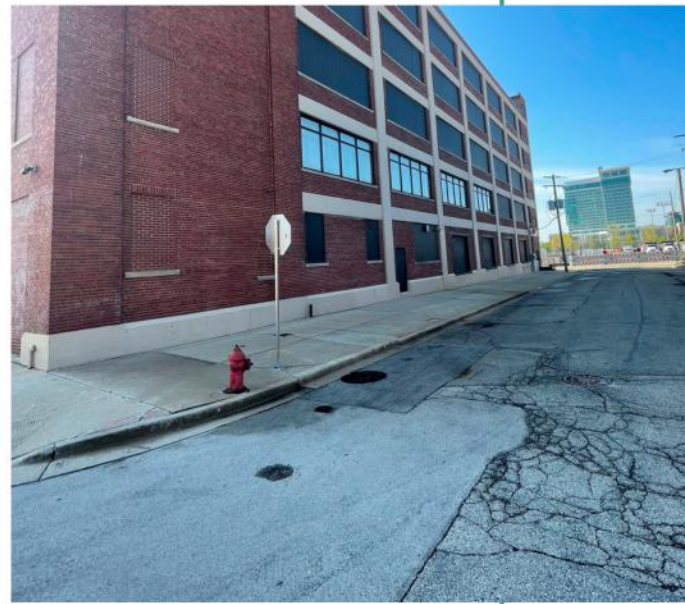
## STREET ACTIVATION PROGRAMS

### Interim Plaza Program \$\$\$

One of the newest street activation programs in the City of Milwaukee is the Interim Plaza Program. Interim Plazas transform underutilized streets or areas of streets into public spaces using low-cost materials, such as paint, movable planters, flexible delineator posts and sea ang. These temporary plazas reconfigure spaces that are otherwise underutilized or unnecessary for automobile traffic. They also serve as low-cost "trials" to evaluate more permanent changes to streets and right of ways.

It is critical for businesses to partner with the BID to implement this program. In 2023, the City of Milwaukee Department of Public Works (DPW) provided up to three grants of up to \$30,000 each to eligible organizations to create an interim plaza.<sup>53</sup> If grant funding is offered in subsequent years, it would be advantageous for the BID to apply for funding.

Optimal locations along W. St. Paul Ave include the stub street at N 17th St. in the Central Corridor, or at the Green Infrastructure Plaza under the Marquette interchange.



Interim Plaza Program Manual (2023)<sup>54</sup>

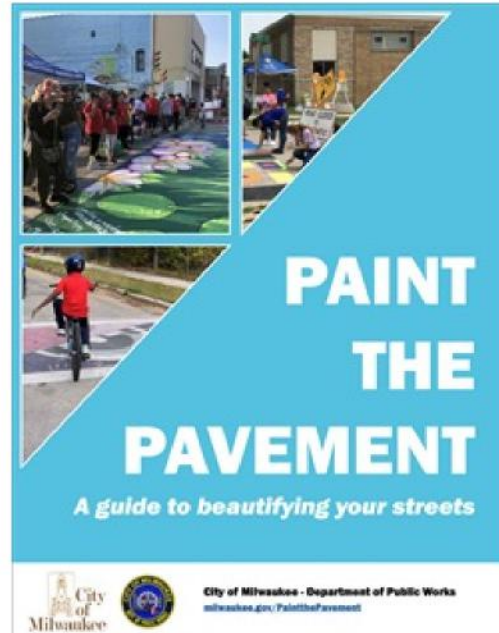
## SMALL SCALE ART

### Paint the Pavement \$\$\$

The Paint the Pavement Program created by the City of Milwaukee is a community-led effort that aims to enhance neighborhood identity, promote public art, and beautify public spaces. They provide opportunities for local artists and residents to collaborate and showcase their creativity while bringing a sense of pride and vibrancy to the community. This program can also have a positive impact on pedestrian safety by creating visual cues and designs that highlight crosswalks, sidewalks and other important features on the pavement.<sup>55</sup>

Because St. Paul Ave. is not a residential neighborhood, there are only three surface areas that are eligible for this program. These include crosswalks, sidewalks, and curb extensions.

To implement a Paint The Pavement installation, a group of businesses, the BID, or another neighborhood organization can apply for a permit. The estimated cost for implementation depends on the scale, but can range from \$1,000 to \$4,000 per installment.



Paint the Pavement Program Manual<sup>56</sup>



Paint the Pavement Installation located near Cathedral Square in Downtown Milwaukee<sup>57</sup>

## SMALL SCALE ART

### Mini Mural Program \$\$\$

In the spring of 2023, the VBC was able to secure \$24,000 of funding from the BID to start a mural program. This funding is being allocated to initiate the implementation of two mural locations along the 16th St. Viaduct.

An alternative to consider for the future is to look at locations for "mini murals." A set of several mini murals is estimated to cost similar to that of a regular sized mural, but provides a unique opportunity to beautify several surface areas over a greater distance of space. This could bring a lot of color and vibrancy to the St. Paul Ave. corridor.



Installations of small scale exterior art.<sup>58</sup>

### Whimsical Oddities \$\$\$

These small scale art installations provide unique visuals on unconventional surfaces. There are endless canvasses within the St. Paul Ave. corridor that could transform with a low-cost, yet high impact.



## EVENTS AND PROGRAMMING

### Art 64 Wauwatosa \$\$\$

One way to bring activation into this corridor is by hosting an art competition. Art 64 in Wauwatosa is a two-day interactive live painting bracket-style tournament hosted by Discover Wauwatosa.<sup>59</sup> A similar concept could be hosted in the St. Paul Ave. corridor with sponsorships from area businesses. One key sponsor could be Warehouse Art Museum.



2022 Art 64 in Wauwatosa, WI<sup>60</sup>



### Food Trucks and Tunes \$\$\$

During Valley Week, there is one-day event where food trucks locate at the green infrastructure plaza underneath the Marquette Interchange. This event activates a space that is typically void of activity. By expanding this program throughout the summer months on a consistent weekly or daily basis, it would provide area employees and residents a place to recreate in the corridor.

### Utility Pole Design Contest \$\$\$

A fun way to engage the businesses along the St. Paul Ave. corridor while also adding vibrancy to the streetscape is to establish an annual Utility Pole Design Contest. Businesses can adopt a pole in front of their properties and can create designs that are meaningful to them. Poles can be painted on as long as the art does not cover the utility ID number. This strategy would complement the Annual Valley Week events calendar.



Painted Utility Poles<sup>61</sup>

# STREET ACTIVATION AND PUBLIC ART

## W. St. Paul Ave Conceptual Streetscaping Plan

- Active Streets for Businesses
- Paint the Pavement Locations
- Suggested Mini Murals
- Suggest Interim Plaza Locations

Existing Crosswalk



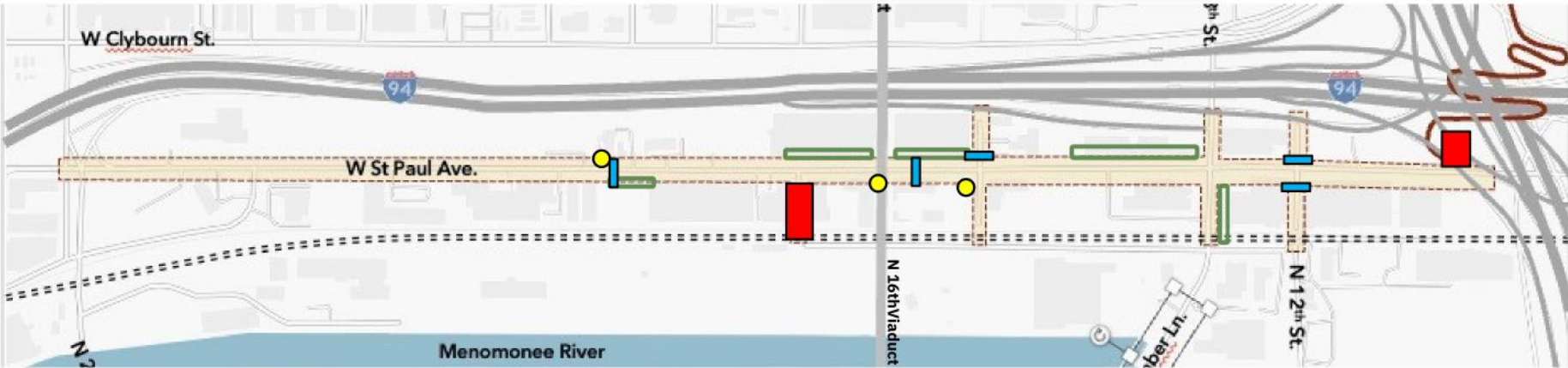
Interim Plaza at Stub Street



Mini Mural Rendering



Food Trucks at Plaza



## W. St. Paul Ave Conceptual Streetscaping Plan

50. City of Milwaukee, "Active Streets for Business," Department of Public Works, 2020, <https://city.milwaukee.gov/dpw/AdministrativeServices/SpecialEvents/Active-Streets-for-Business>

51. "Example site plan for Active streets for business," digital image, Department of Public Work, 2020, <https://city.milwaukee.gov/ImageLibrary/Groups/cityDPW/divisions/administrative/docs/specialerevents/CityofMilwaukeeAdministrationGuidelinesforActiveStreetsforBusin2.pdf>

52. "Active street on North Avenue," digital image, Milwaukee Journal Sentinel, accessed May 18, 2023, <https://www.jsonline.com/story/entertainment/dining/carol-deptolla/2020/11/04/milwaukee-restaurants-can-keep-streetside-seating-through-march-15/6166858002/>

53. City of Milwaukee, "Interim Plaza Program," Department of Public Works, 2023, <https://city.milwaukee.gov/ImageLibrary/Groups/cityBikePed/2023-Images/Interim-Plazas/InterimPlazaGuidelines.pdf>

54. "Interim Plaza Program Cover," digital image, City of Milwaukee, Accessed May 18, 2023, <https://city.milwaukee.gov/ImageLibrary/Groups/cityBikePed/2023-Images/Interim-Plazas/InterimPlazaGuidelines.pdf>

55. City of Milwaukee, "Paint the Pavement Program," Department of Public Works, 2023, <https://city.milwaukee.gov/dpw/infrastructure/multimodal/Multi-Modal-Projects/Paint-the-Pavement>

56. "Paint the Pavement Program Cover," digital image, Department of Public works, 2023, accessed May 18, 2023, <https://city.milwaukee.gov/dpw/infrastructure/multimodal/Multi-Modal-Projects/Paint-the-Pavement>

57. "Paint the Pavement installation at Cathedral Square," digital image, Department of Public works, 2023, accessed, may 18, 2023, <https://city.milwaukee.gov/dpw/infrastructure/multimodal/Multi-Modal-Projects/Paint-the-Pavement>

58. "Whimsical Oddities," Digital images, Pinterest, 2023, accessed May 18, 2023, <https://www.pinterest.com/>

59. Art64Tosa, "About Art 64," Art64Tosa, 2023, <https://www.art64tosa.com/>

60. "2022 Art64," digital image, Art64Tosa, 2023, <https://www.art64tosa.com/>

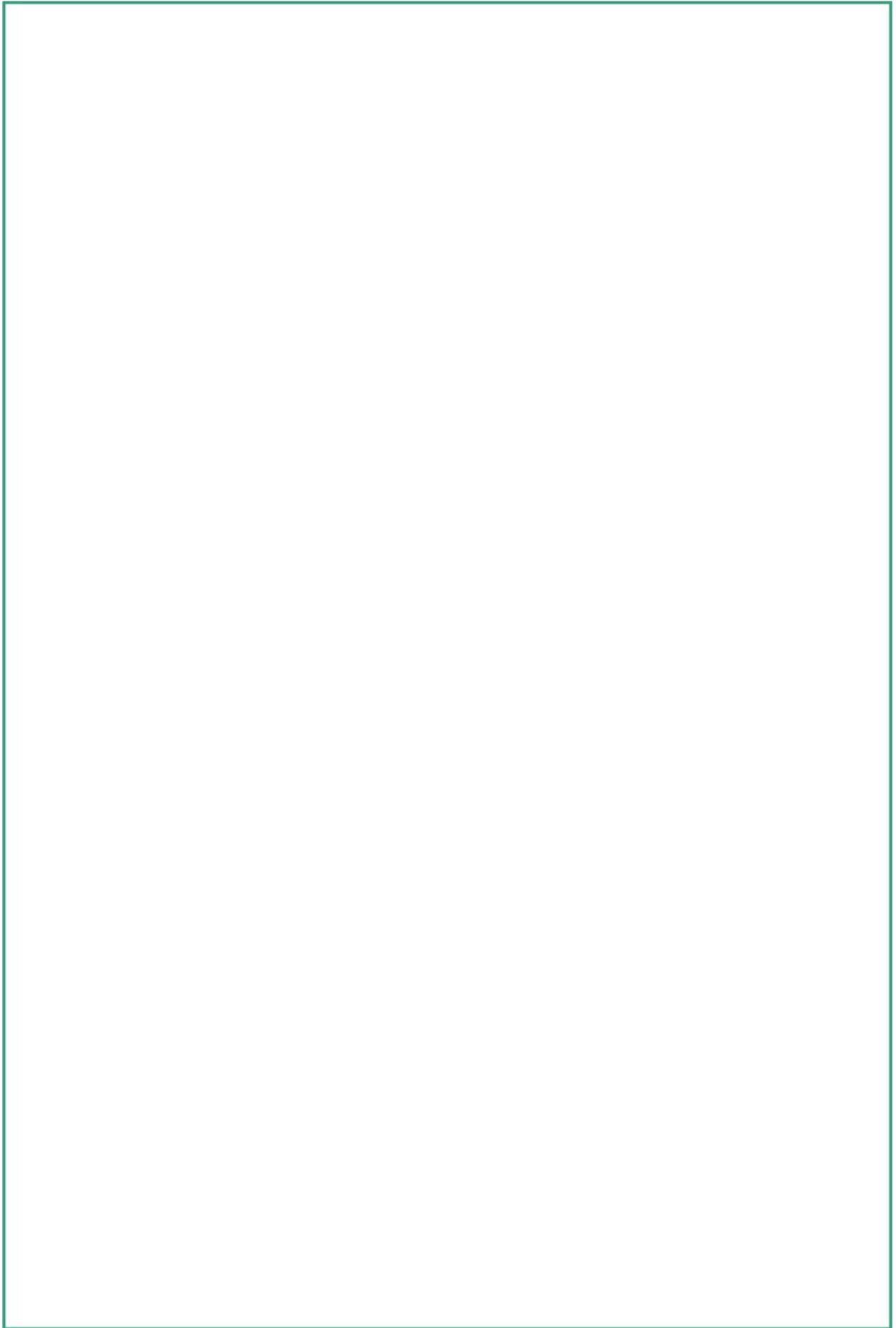
61. "Painted Utility Posts," digital image, FernwoodNRG, 2023, accessed May 18, 2023, <https://fernwoodnrg.ca/its-pole-painting-time/>



## ADDITIONAL CONSIDERATIONS

This report provides three concepts for streetscaping along the W. St. Paul Ave. Corridor. These include: Enhanced Safety and Connectivity, Greenery and Aesthetics, and Street Activation, Public Art, and Programming. This plan is intended to be used as a resource of some possible streetscaping strategies, but it certainly does not fully encompass all feasible streetscaping strategies.

These concepts were developed as a result of three phases of public engagement that included concept inspirations, surveys and canvassing, and public feedback. Although this report aims to incorporate as many stakeholder voices as possible, it still lacks a full representation of all visitors to this space due to limited time and research capacity. To fully encompass all of the voices of users of the space, it would be advantageous to engage with area residents of adjacent neighborhoods such as the Near West Side, as well as the region's indigenous community, to understand their wants and needs for the St. Paul Avenue Corridor.





Create "virtual"  
Bridge between  
valley and next space

Focus on what to  
find on other end of  
bridge/road

This area feels  
disconnected  
from community

Help Twisted  
Fisherman with  
Green Infrastructure  
- more street trees  
here?

How to turn Cargill  
lawn into an  
amenity/point of  
interest?



Not a Happy Place to walk under the Bridge

How to bridge the divide between Marquette and The Valley

Planters with something other than invasives

Bike Lanes

More Street Trees

History Boards & Walking Tour

Street Trees along this section between 13th and 16th

Could this grassy area be turned into an amenity?



Make walking on bridge enjoyable

More Restaurants

Streetscape improvements

murals

Improve viaduct stairways

Re-paint Crosswalks

Bubl Bikes

Can Third Space remove their chain link fence?

Can we develop this?

Historical Markers on Bridge

Something more permanent on the fence @DPW or different visual barrier/replace fence?



Rails Screening and Planting

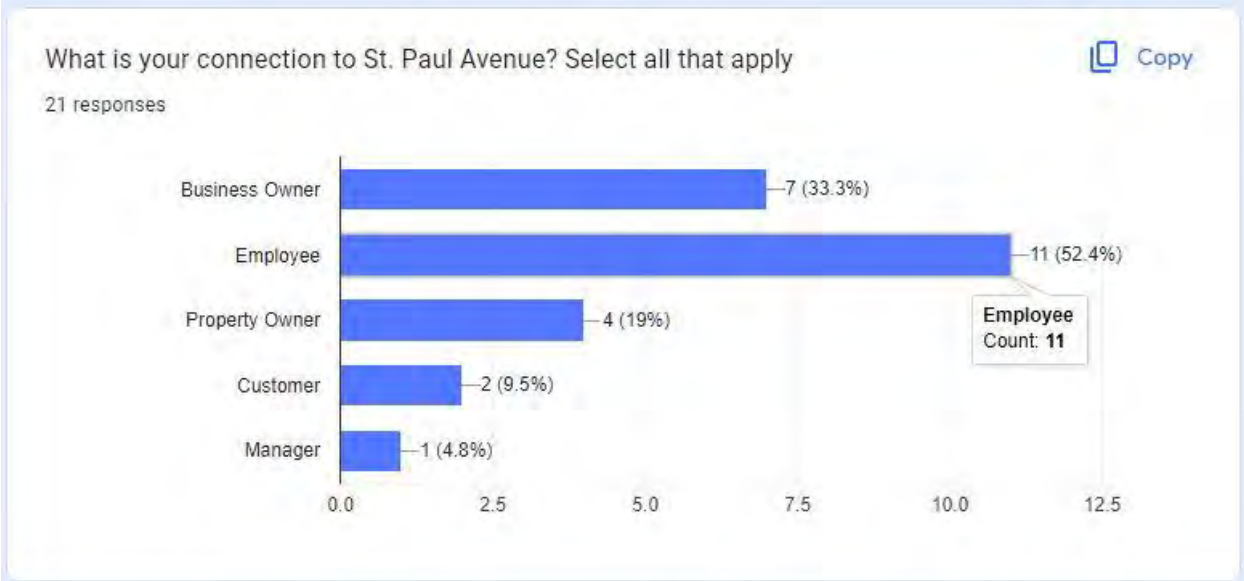
Public Art that diverts trash but welcomes people to the Valley

Improve pedestrian safety

# Appendix B. 1 St. Paul Ave Design District Business Survey



# Appendix B. 1 St. Paul Ave Design District Business Survey





## Appendix B. 1 St. Paul Ave Design District Business Survey

Please explain your reasoning behind your previous response.

21 responses

There is no streetscaping environment

For the majority of the stretch, it's industrial, poorly lit, unwelcoming and feels unsafe at night.

Planters are good but the street needs more identification

Panhandling on 25th and St. Paul, expressway exit sets a poor 1st impression to the valley. St. Paul itself is a road in terrible disrepair. There need to be several more stop signs installed as this is a drag strip especially in summer months.

It looks average

it is fairly basic

Most businesses have no green space, just street to sidewalk to building. Doesn't leave many opportunities for streetscaping unless they have planter boxes

There have been several improvements made over the last couple of years with the planters, landscaping

Please explain your reasoning behind your previous response.

21 responses

Most businesses have no green space, just street to sidewalk to building. Doesn't leave many opportunities for streetscaping unless they have planter boxes

There have been several improvements made over the last couple of years with the planters, landscaping and signage by the old emissions testing site, we repaired and painted our fence, the old brush was cleared out by Bay View Packing, etc. However, I think there is a lot of potential for more work to be done!

Nothing special, lots of trash, panhandlers, run down buildings.

Soblemann's does a nice job, and Bachmann's. For the most part, as you walk along St Paul, it's filled with broken glass, gravel and uneven cement.

It's okay, but I understand the limited space business owners have to install streetscaping. It's definitely improved over the past 5 yrs. Bachmann's and Brass Light can't do much in front of their buildings, but they dressed up their parking lots with greenery which is good. If only we could all look like Soblemann's.

Just about all the things listed in your description of Streetscaping are not available on this street. The street itself needs to be fixed, and while many of the buildings are historic several are rundown looking and

## Appendix B. 1 St. Paul Ave Design District Business Survey

Please explain your reasoning behind your previous response.

21 responses

at least one looks abandoned with broken out windows. That said, I would love to see this street streetscapes as described, maybe at least beautify the underpass of 16th street.

Some areas are okay, but other areas are very run down. Overall the streetscape has an industrial feel.

I'm not sure how much MVP can do to alleviate this, but many of the businesses, especially between 15th and Sobelman's, look like abandoned buildings. They have no windows or signage, and are covered in mismatched paint from attempts to cover graffiti. The sidewalks in front of these businesses have a lot of weeds, some of which are 3 or 4 feet tall along the sides of buildings. Also, there's a lot of trash along the sides of the road, and especially going up the hill towards the freeway behind fences. The road itself is also in terrible condition.

We sometimes walk up and down St. Paul over lunch, and there's not a lot of color or greenery to brighten up the street. It's an industrial area, so I don't see us sitting at a parklet (we'd more likely sit at Third Space), but flowers or murals would brighten up the route and also be visible to drivers.

Generally not streetwise decorating or landscaping by businesses. Still has three industrial, high traffic frel.

Very industrial-run down properties, pot holes, no green space.

Please explain your reasoning behind your previous response.

21 responses

up the street. It's an industrial area, so I don't see us sitting at a parklet (we'd more likely sit at Third Space), but flowers or murals would brighten up the route and also be visible to drivers.

Generally not streetwise decorating or landscaping by businesses. Still has three industrial, high traffic frel.

Very industrial-run down properties, pot holes, no green space.

Empty Businesses and Graffiti+

I love the planters in the summer. The Eastend past the Intermodal looks Barren perhaps a spot that suggests an entrance to the design district. More floral containers on the northside of the street.

Its mostly an industrial area so many of the businesses don't seem to care much about appearances. Replacing chainlink fence with something better looking would help. More lighting under the bridge. Some basic maintenance, weed pulling, painting and cleaning would go a long way.

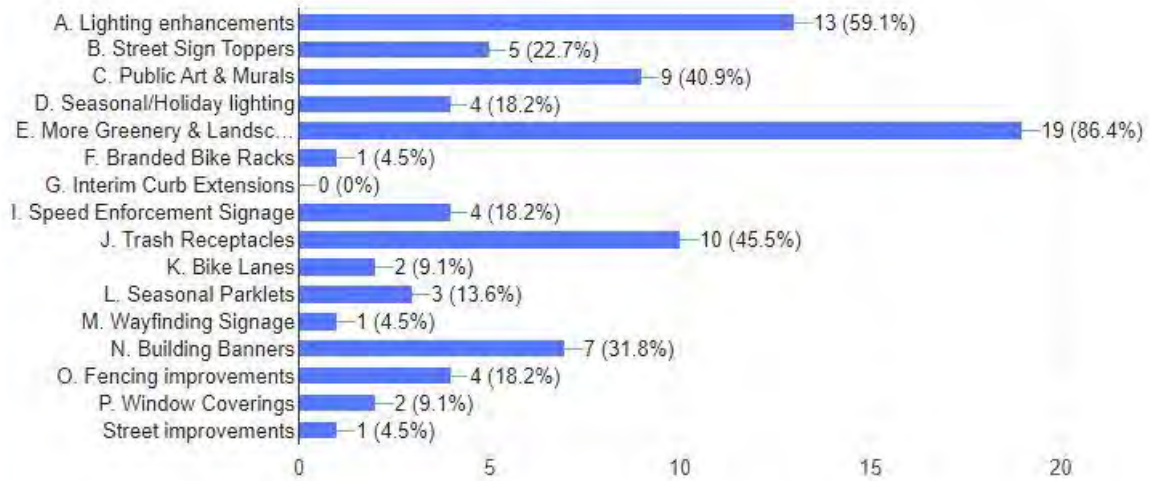
There are a lot of under developed areas or empty lots/spaces that are abandoned that seem they could be utilized

## Appendix B. 1 St. Paul Ave Design District Business Survey

MVP is interested in identifying desired improvements that have a positive effect on the feel of the street, some more quickly and easily addressed and others longer term. Please select improvements you feel would make biggest near-term impacts on the corridor. **Select up to three.** See pictures below and the corresponding letters to help identify different elements



22 responses



# Appendix B. 1 St. Paul Ave Design District Business Survey

How would you rate the existing streetscaping environment in front of the business you represent?


 Copy

22 responses

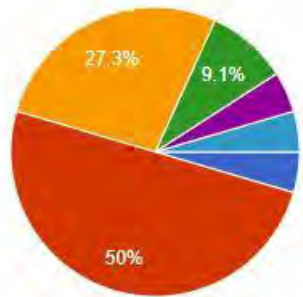


- Very Poor
- Poor
- Ok
- Good
- Very Good
- Our side of the street is good, but across the street is a large abandoned building full of broken windows.

How do you think the current streetscaping environment impacts your customers' experience?

 Copy

22 responses



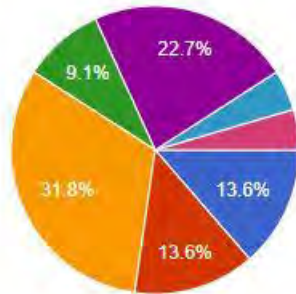
- Very negative impact
- Somewhat negative impact
- No Impact
- Somewhat positive impact
- Very positive impact
- Our businesses are doing well in spite of the look of the Valley. I think our streetscaping focus should be on what do we need to do to draw more businesses in. Then the customers wil...

# Appendix B. 1 St. Paul Ave Design District Business Survey

How likely are you to participate in a district-wide mural program?

 Copy

22 responses



- Very Unlikely
- Somewhat Unlikely
- Maybe
- Somewhat Likely
- Very Likely
- Not my decision
- I wouldn't have authority to agree to participation, but I'd encourage it to our leaders.

How likely are you to support the installation of a Bublr Bike Rack outside of your business?

 Copy

22 responses



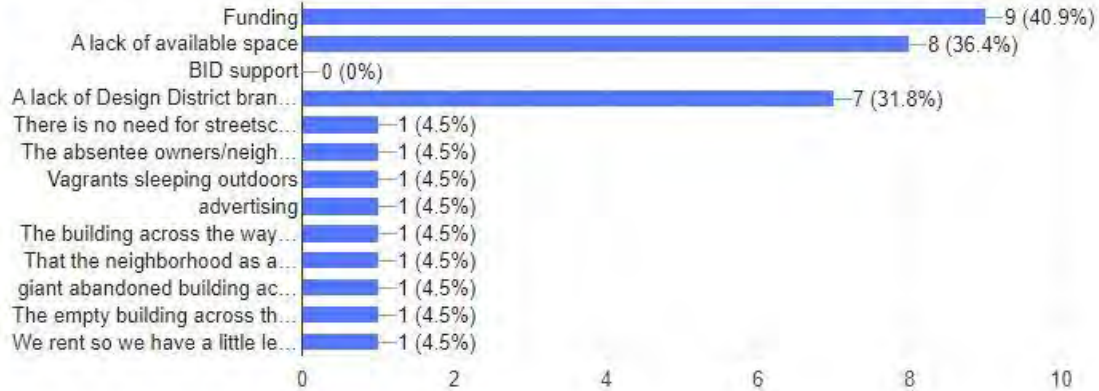
- Very Unlikely
- Somewhat Unlikely
- Maybe
- Somewhat Likely
- Very Likely
- I like it, but not my decision

## Appendix B. 1 St. Paul Ave Design District Business Survey

What do you see as the biggest challenges facing your business/building when it comes to improved streetscaping or façade improvements? Select all that apply.



22 responses



Please explain your previous response

18 responses

Don't like the Design Logo. It lacks appeal and color. It's not eye catching.

Explained above

All improvements will cost money. We're growing, hiring people. We don't have extra cash

Given the proposed changes to the expressway (for 5,6,7 years now) it seems unlikely that any other money would be spent putting band-aids on such a large issue.

No explanation needed

Since the business is industrial in nature I don't assume they would want to pay for improvements

We need advertising, Brass Light Gallery has a proposed billboard for freeway advertising that we want to promote our company as Brass Light Gallery In the Design District that we need the Valley partners support on to improve foot traffic in the district!

Our lot space is limited and we have concerns of theft and destruction of property after making significant

## Appendix B. 1 St. Paul Ave Design District Business Survey

Please explain your previous response

18 responses

investments to improvements.

Would not be considered an important part of our budget.

Our building is nice but the front is literally on St Paul. The street itself is what it is. The street is full of potholes, and there is no greenery. We need trees. s

See my previous responses.

Seriously the building across the street from us is an eyesore with windows broken out and graffiti that I have to stare at all day.

Some of our neighbors are industrial, some are abandoned buildings, but both seem to have little interest in any beautification project.

I think our streetscape is great in front of our building, but some of the surrounding buildings undo a lot of the effort and money put into making it look so nice. Again, I know that MVP is working on trying to get that particular building to sell, but it would be nice if neighboring businesses also took pride in their outward appearance. This of course does not refer to Materion, Third Space, the crossfit gym, or RVHV. I am

Please explain your previous response

18 responses

have to stare at all day.

Some of our neighbors are industrial, some are abandoned buildings, but both seem to have little interest in any beautification project.

I think our streetscape is great in front of our building, but some of the surrounding buildings undo a lot of the effort and money put into making it look so nice. Again, I know that MVP is working on trying to get that particular building to sell, but it would be nice if neighboring businesses also took pride in their outward appearance. This of course does not refer to Materion, Third Space, the crossfit gym, or RVHV. I am referring to the businesses that have no signage.

The empty building across the street, with graffiti and broken glass

Our building is right on the sidewalk so there is not much space.

We have a very small area but will not have it planted until spring 2023

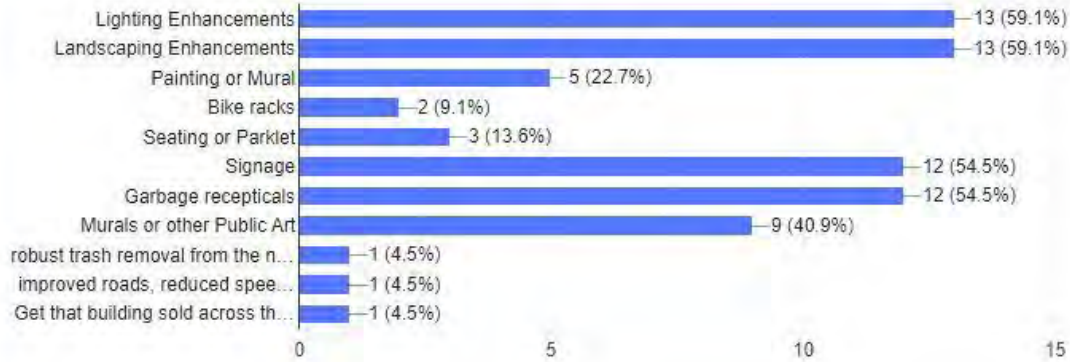
We're a bit tucked away, better signage may point to us & others in the area.

## Appendix B. 1 St. Paul Ave Design District Business Survey

What do you see as the biggest opportunities for your business/building when it comes to improved streetscaping and façade improvements? Select all that apply.



22 responses



Please explain your previous response

15 responses

The street needs to be spruced up and cleaned up. More parking available and speed enforcement. Brennan company should not allow employees to park on the street. They take up spaces from my customers.

robust trash removal from the neighborhood

Immediate improvements, wins

we constantly are sending manpower to address the littering.

Safety is number one

per previous response

We have recently upgraded our parking lot lighting, updated our facility signage with Ford requirements, and mended and painted our fence line.

These would be the best fit for our property.



## Appendix B. 1 St. Paul Ave Design District Business Survey

Please explain your previous response

15 responses

These would be the best fit for our property.

Lighting deters vandalism

Like I said, there isn't much existing streetscaping

I support any of these streetscaping beautification projects.

Signage to identify the businesses along the road would help to make them look less illicit. Also installing more trash cans would hopefully reduce the amount of litter. Lastly, I feel that public art may discourage graffiti.


All of these would bring people and greater appeal to our area.

Its Dark in this part of St. Paul

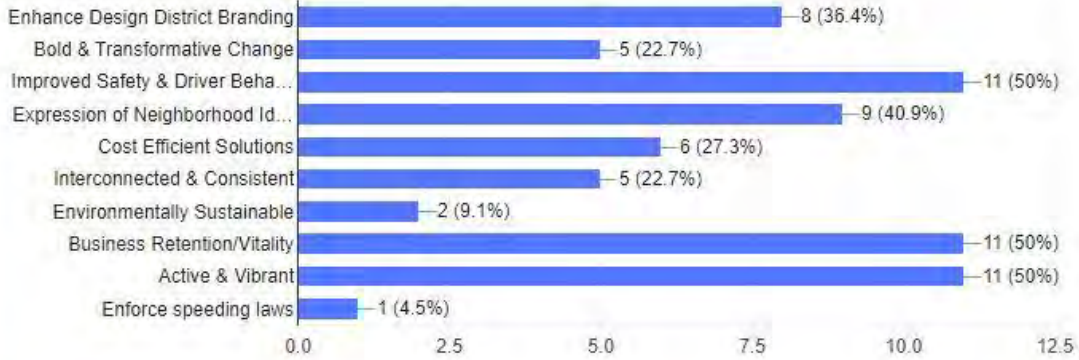
Would help an arts institution fit into the "Design District" Better

## Appendix B. 1 St. Paul Ave Design District Business Survey

What design principles and focus areas are most important to you for a streetscaping program? **Select up to three.**

 Copy

22 responses



While all of these sub-areas are important, which do you think should be the main focus for streetscaping along St. Paul Avenue?

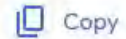
 Copy

22 responses

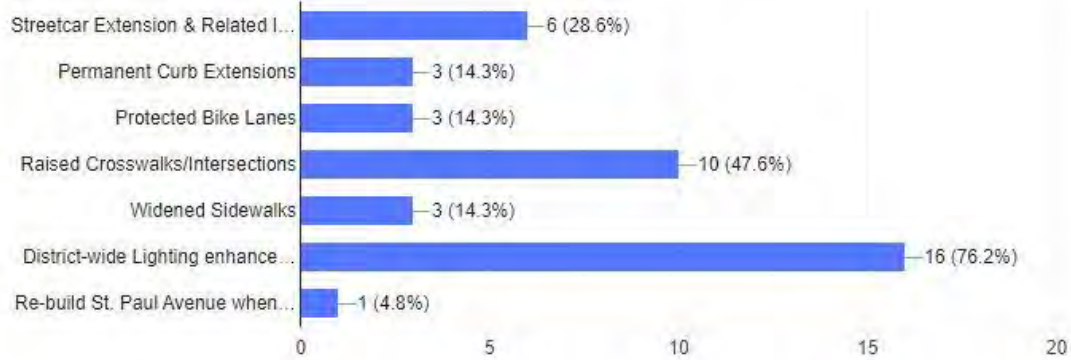


## Appendix B. 1 St. Paul Ave Design District Business Survey

Which large-scale roadway/infrastructure improvements would you support for the corridor? Check all that apply.



21 responses



Do you have other thoughts on the streetscaping on St. Paul Avenue and/or the Design District that you would like to share?

10 responses

Also the second sub- area that is most important is Greenery, hanging plants, planters and keeping the street clean

thanks for the survey!!

Thank you for asking, hope somethings can happen soon. A little better than none.

No we have come a long way already

The hardest part about change in the Valley is that no one lives here, so ownership falls to a few. I work on St Paul across from the dilapidated building that needs a new owner, or needs to be taken down. The streets and sidewalks need to be swept and kept in better repair to encourage pedestrian traffic. And we need some street facing businesses that look inviting.

The street is awesome and could use a lot of improvements. All would be beneficial

It would be nice to attract more businesses and storefronts on the street

## Appendix B. 1 St. Paul Ave Design District Business Survey

Do you have other thoughts on the streetscaping on St. Paul Avenue and/or the Design District that you would like to share?

10 responses

The hardest part about change in the valley is that no one lives here, so ownership falls to a few. I work on St Paul across from the dilapidated building that needs a new owner, or needs to be taken down. The streets and sidewalks need to be swept and kept in better repair to encourage pedestrian traffic. And we need some street facing businesses that look inviting.

The street is awesome and could use a lot of improvements. All would be beneficial

It would be nice to attract more businesses and storefronts on the street

Rapid Transit Light - Cross walks need to be created or improved for our area.

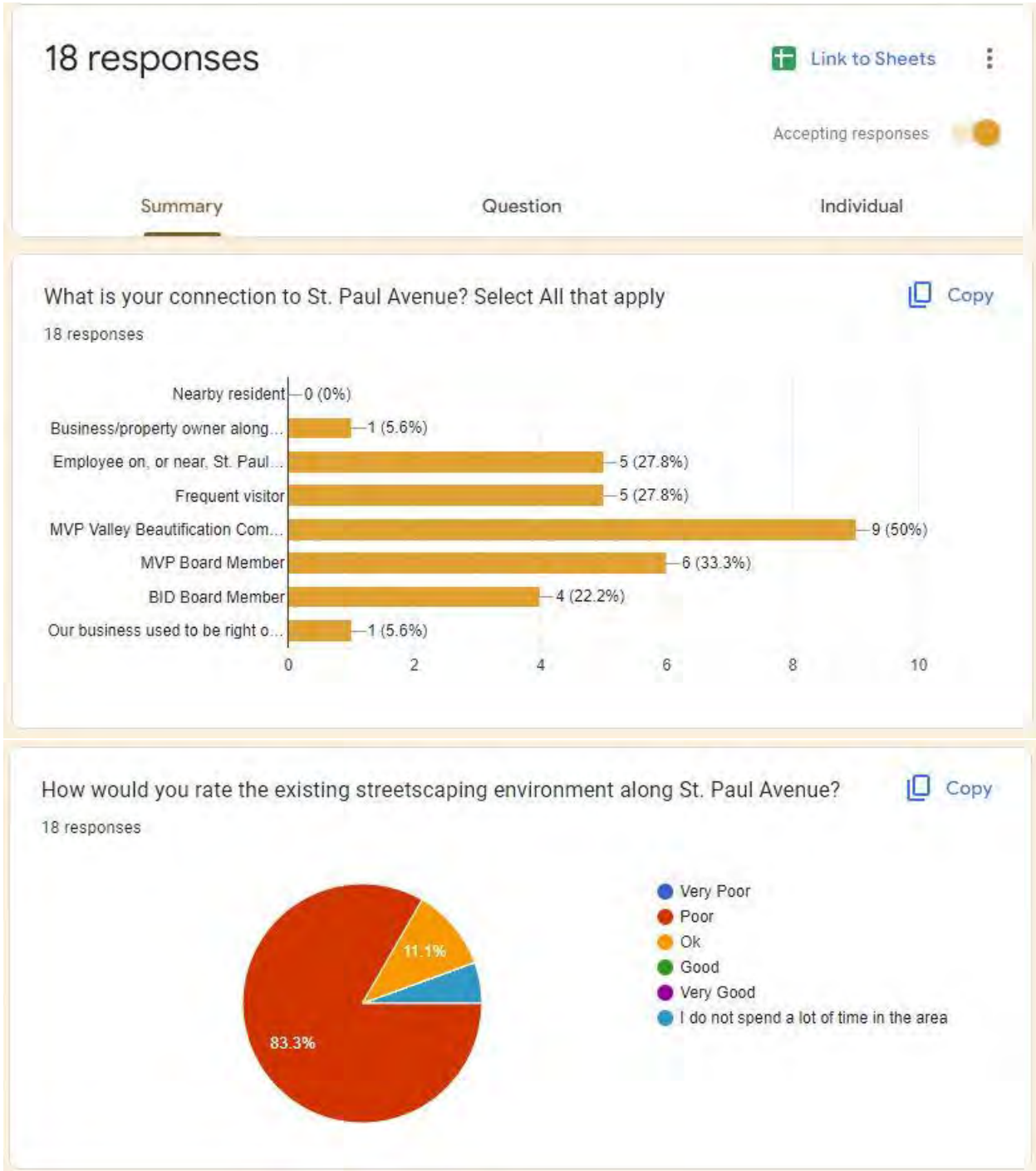
Getting the business across the street to make their building look a little better would be as big as anything mentioned here.

more parking would be functional. Widening sidewalks would be good.

Dumpsters under the bridge and chain link fencing should be improved.

The streets being unkept w/ snow, ice in the winter so the area stays accessible.

# Appendix B. 2 St. Paul Ave Design District General Survey



## Appendix B. 2 St. Paul Ave Design District General Survey

Please explain your reasoning behind the answer you provided from the last question.

18 responses

there's really not much there at the present time.

sidewalks are uneven, vegetation is overgrown, there is not a lot of streetscaping

Overhead power lines, lack of sidewalk upkeep and landscaping, some decorative lighting on the East end but not the West, could use pavers as cross walk materials, could use overhead lighting like in Tosa village.

There are pockets of good where there are active businesses, but other areas look blighted.

Its a very poorly lit street with lots of run down building fronts.

Increased artwork and green infrastructure could enhance the area a lot.

So much pavement! No bike infrastructure, not inviting for pedestrians, limited plantings

Lacks street trees or plantings, no identifiers or signage for the district

West of 12th Street. there is little-to-none in terms of landscaping and street trees. There is broken glass

Please explain your reasoning behind the answer you provided from the last question.

18 responses

and gravity. Many sidewalks are in poor condition with weeds growing through and crumbling curbs.

Very little to zero streetscape elements present along the corridor.

In general, it's not very attractive or appealing to visitors to the businesses on St Paul.

It is a very difficult street to walk and bike and feels like a thoroughfare for vehicular traffic.

Very industrial looking, not appealing to the intended Design District

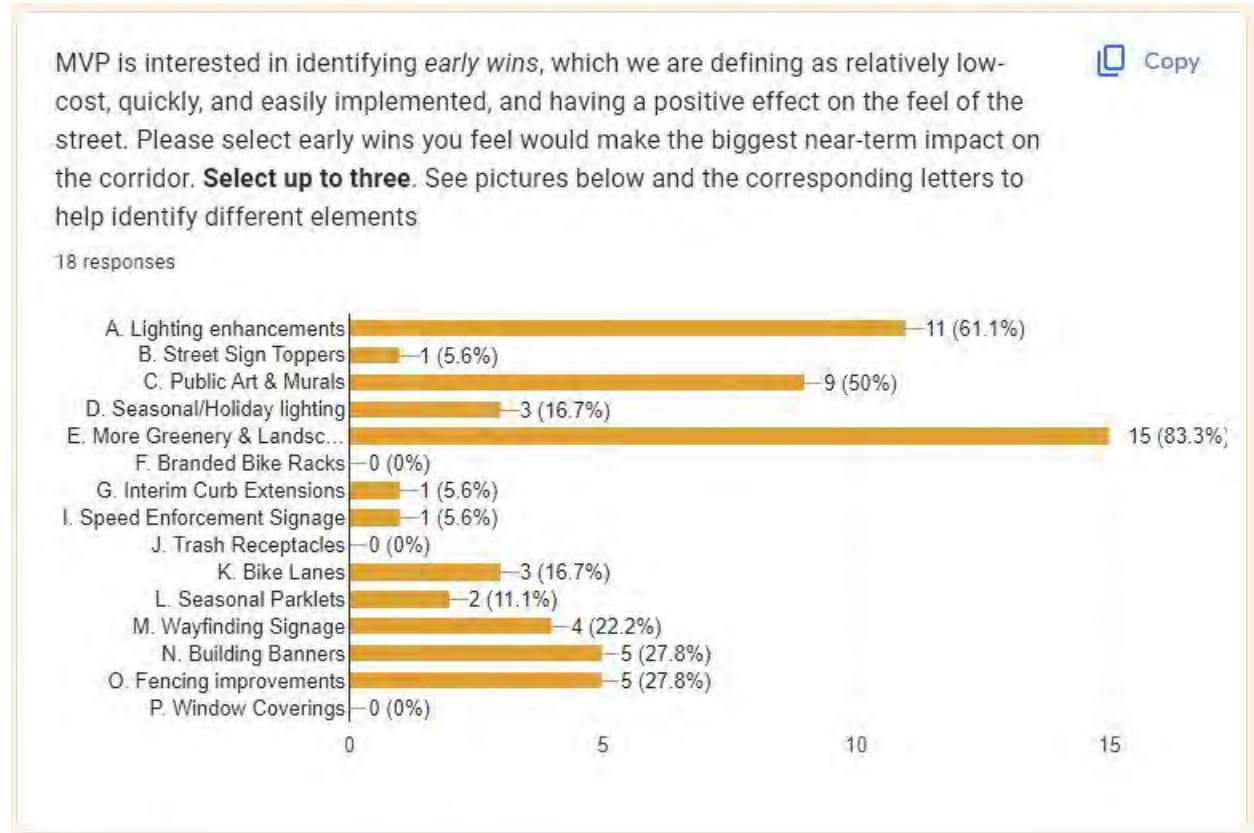
no consistency and, frankly, it appears a bit undermaintained.

Very little care for the street- view. Little to no landscaping. Very few signs/ Little to no color/ vibrancy.

Amenities are needed to draw people in and give a sense of community and consistency with sidewalks, bike paths, added shrubs and greenspace. Less industrial feel and focus more on small business.

I think it could use improving. I don't go down there often because I don't want to be there alone

## Appendix B. 2 St. Paul Ave Design District General Survey



## Appendix B. 2 St. Paul Ave Design District General Survey

What design principles and focus areas are most important to you for a streetscaping program? **Select up to three.**



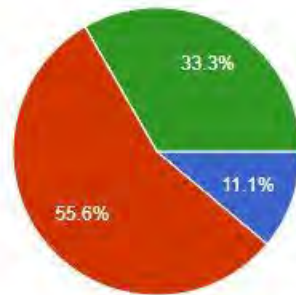
18 responses



While all of these sub-areas are important, which do you think should be the main focus for streetscaping along St. Paul Avenue?



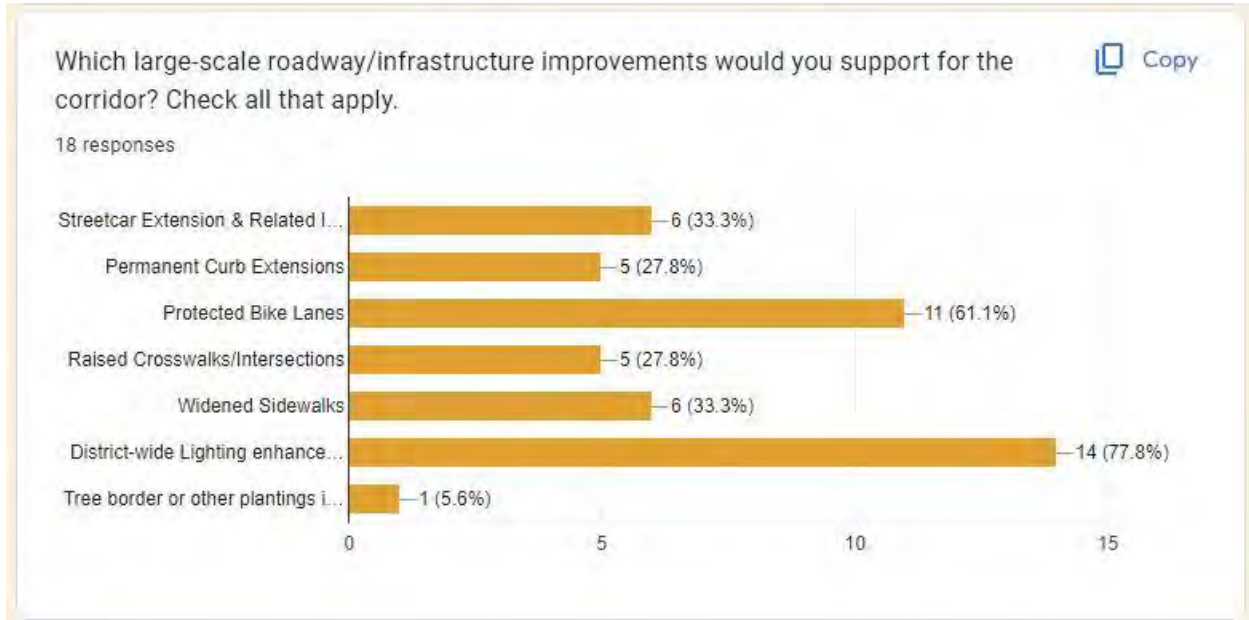
18 responses



- Traffic Calming (speed enforcement, temporary curb extensions, enhanced crosswalks, parklet space)
- Visual Identity (Banners/signage, branded bike racks, gateway features/wayfinding, seasonal lighting, public a...)
- Street Furniture (Bublr Bike Station, outdoor tables & seating, added trash/...)
- Greenery (Hanging flower baskets, street trees, planters, landscaping)



## Appendix B. 2 St. Paul Ave Design District General Survey



Do you have other thoughts on the streetscaping on St. Paul Avenue that you would like to share?

7 responses

The street itself is just one step above a cow path in some places.

none at this time

More trees would make a huge difference along with repairs to street and sidewalk. Things that are visible year-round - art, signage, lighting, and evergreen trees.

It's a very long view corridor. Gateway elements and other intermittent reminders for people driving 40+mph (30mph posted) could slow traffic and create a different sense of scale at various stretches along St. Paul.

The broken building windows and trash doesn't help the area feel safe (I understand- Very hard to change this)

Identify/brand Valley (logo) with consistent signage welcoming people to Valley at key entry points - 25th Street, 13th Street, 16th street viaduct, National Avenue near stadium and Urban Ecology Center, Canal Street and 6th street viaduct. Add flowers, native plants to Roundabouts.

## Appendix B. 2 St. Paul Ave Design District General Survey

Do you have other thoughts on the streetscaping on St. Paul Avenue that you would like to share?

7 responses

I'd like to see improvement, but without a "fake" or "Disney-ish" aspect. It is ok to retain the utilitarian flavor of the District, while making it more safe and inviting.

The street itself is just one step above a cow path in some places.

none at this time

More trees would make a huge difference along with repairs to street and sidewalk. Things that are visible year-round - art, signage, lighting, and evergreen trees.

It's a very long view corridor. Gateway elements and other intermittent reminders for people driving 40+mph (30mph posted) could slow traffic and create a different sense of scale at various stretches along St. Paul.

The broken building windows and trash doesn't help the area feel safe  
(I understand- Very hard to change this)

Identify/brand Valley (logo) with consistent signage welcoming people to Valley at key entry points - 25th

Name: Michelle

**Concept 1: Enhanced Safety and Connectivity**

Gateway Signage:

1-2-~~3~~-4-5 Dependent on what's possible.

Crosswalks and Bumpouts:

1-2-3-4-5

Mobility – Making Space for Bikes:

1-2-~~3~~-4-5

Bublr Bike Share Program:

1-2-3-4-5

Additional Comments:

~~XXX~~ → How much would striping ~~and~~ change the feel of the street? I'm always intrigued by this. Bumpouts give a neighborhood feel.

**Concept 2: Increased Greenery and Sustainability**

Planters and Window Boxes:

1-2-3-4-5 How to get businesses buy-in?

Tree Planting:

1-2-3-4-5

Green Infrastructure:

1-2-3-4-5 → cut out sidewalk squares for planting areas.

Trash Receptacles:

1-2-3-4-5 Can't propose a summer test

Additional Comments:

- Bioswales → love this for district entrances & main crossings

**Concept 3: Public Art and Programming**

Small Scale – Whimsical Oddities:

1-2-3-4-5 1 Could property owners have a competition or adopt a part in front of their properties.

Small Scale – Paint the Pavement Program:

1-2-3-4-5 Display or design district branding

Small Scale – Mini Mural Program:

1-2-3-4-5 1 Love! Use the art idea proposed by Roby. Artists descend & paint locations on certain period of time. Active streets.

Street Activation Programs:

1 1-2-3-4-5 1 Dead streets should go ~~to~~; street lacks density for NUP to do

Events and Programming Ideas:

1-2-3-4-5 Like about I think we still lack density

Additional Comments:

Name: Ed E.

**Concept 1: Enhanced Safety and Connectivity**

Gateway Signage:

1-2-3-4(5)

Crosswalks and Bumpouts:

1-2-3-4(5)

Mobility – Making Space for Bikes:

1-2-3-4-5

BublR Bike Share Program:

1-2-3-4(5)

Additional Comments: Great economical ideas

**Concept 2: Increased Greenery and Sustainability**

Planters and Window Boxes:

1-2-3-4-5

Tree Planting:

1-2-3-4-5

Green Infrastructure:

1-2-3-4(5)

Trash Receptacles:

1-2-3-4-5

Additional Comments: Hanging flower baskets from city light poles or outside biz signs - supported/funded by local establishments cost \$?

**Concept 3: Public Art and Programming**

Small Scale – Whimsical Oddities: Fun idea  
1-2-3-4-5

Small Scale – Paint the Pavement Program:  
1-2-3-4-5

Small Scale – Mini Mural Program:  
1-2-3-4-5

Street Activation Programs: - Good idea for future. Perhaps 3-5-15  
1-2-3-4-5 out.

Events and Programming Ideas: - Good idea as neighborhood comes  
1-2-3-4-5 into its own.

Additional Comments: - Forward thinking - creative ideas.  
- Like idea of artist contest instead of BID

Name: Angela Pearson

**Concept 1: Enhanced Safety and Connectivity**

Gateway Signage:

1-2-3-4-5

Crosswalks and Bumpouts:

1-2-3-4-5

Mobility – Making Space for Bikes:

1-2-3-4-5

Bike Rack is a better option vs. Bublr.

Bublr Bike Share Program:

1-2-3-4-5

Too expensive

Additional Comments:

**Concept 2: Increased Greenery and Sustainability**

Planters and Window Boxes:

1-2-3-4-5

Good way to get quick color into place year after year.

Tree Planting:

1-2-3-4-5

Great idea but difficult to put into place.

Green Infrastructure:

1-2-3-4-5

Trash Receptacles:

1-2-3-4-5

Additional Comments:

**Concept 3: Public Art and Programming**

Small Scale – Whimsical Oddities:

1-2-3-4-5

Small Scale – Paint the Pavement Program:

1-2-3-4-5

Small Scale – Mini Mural Program:

1-2-3-4-5

Street Activation Programs:

1-2-3-4-5

Events and Programming Ideas:

1-2-3-4-5

Additional Comments:



Name: Meaghan Martin

**Concept 1: Enhanced Safety and Connectivity**

Gateway Signage:

1-2-3-4-5

Crosswalks and Bumpouts:

1-2-3-4-5

Mobility – Making Space for Bikes:

1-2-3-4-5

BublR Bike Share Program:

1-2-3-4-5

Additional Comments:

speed study from city?

**Concept 2: Increased Greenery and Sustainability**

Planters and Window Boxes:

1-2-3-4-5

Tree Planting:

1-2-3-4-5

Green Infrastructure:

1-2-3-4-5

Trash Receptacles:

1-2-3-4-5

Additional Comments:

green roofs @ breweries? more public-facing buildings

**Concept 3: Public Art and Programming**

Small Scale – Whimsical Oddities:

1-2-3-4-5

Small Scale – Paint the Pavement Program:

1-2-3-4-5 Love this for traffic-calming too

Small Scale – Mini Mural Program:

1-2-3-4-5

Street Activation Programs:

1-2-3-4-5 YES! can we do /encourage street patios? /parklets

Events and Programming Ideas:

1-2-3-4-5

Additional Comments:

Name: BRENDA HARTWIG / HOUSE OF STONE, INC

**Concept 1: Enhanced Safety and Connectivity**

Gateway Signage:

1-2-3-4(5)

Crosswalks and Bumpouts:

1-2-3(4)5

Mobility – Making Space for Bikes:

1-2-3(4)5

Bublr Bike Share Program:

1-2-3(4)5

Additional Comments:

**Concept 2: Increased Greenery and Sustainability**

Planters and Window Boxes:

1-2-3-4(5)

Tree Planting:

1-2-3-4(5)

Green Infrastructure:

1-2-3-4(5)

Trash Receptacles:

1-2-3-4(5)

Additional Comments:

### **Concept 3: Public Art and Programming**

Small Scale – Whimsical Oddities:

1-2-3-4-5

Small Scale – Paint the Pavement Program:

1-2-3-4-5

Small Scale – Mini Mural Program:

1-2-3-4-5

Street Activation Programs:

1-2-3-4-5

Events and Programming Ideas:

1-2-3-4-5

Additional Comments:

Name: Julie Knox - Marguette.

**Concept 1: Enhanced Safety and Connectivity**

Gateway Signage:

1-2-3-4-5

Crosswalks and Bumpouts:

1-2-3-4-5

potential impact with lower cost.

Mobility - Making Space for Bikes:

1-2-3-4-5

- Like idea; How does it tie into other bike routes  
Julie - Contacts for bike commuters  
and ~~base~~ bus users.

Bublr Bike Share Program:

1-2-3-4-5

Additional Comments:

**Concept 2: Increased Greenery and Sustainability**

Planters and Window Boxes:

1-2-3-4-5

- Will Non F&B companies invest here?

Tree Planting:

1-2-3-4-5

Would love to  
see more green.

Green Infrastructure:

1-2-3-4-5

Trash Receptacles:

1-2-3-4-5

→ Seems Simple

How do we help  
property owners  
do it  
"on the cheap"

Additional Comments:

**Concept 3: Public Art and Programming**

Small Scale – Whimsical Oddities:

1-2-3-4-5

Small Scale – Paint the Pavement Program:

1-2-3-4-5

Looks fun.

Small Scale – Mini Mural Program:

1-2-3-4-5

Street Activation Programs:

1-2-3-4-5

→ Can a couple of  
FB engage with this  
as an event.

Events and Programming Ideas:

1-2-3-4-5

Additional Comments:

Name: James Washington

**Concept 1: Enhanced Safety and Connectivity**

Gateway Signage:

1-2-~~3~~-4-5

Crosswalks and Bumpouts:

1-2-3-4-~~5~~

Mobility – Making Space for Bikes:

1-2-3-~~4~~-5

Bublr Bike Share Program:

1-2-3-4-~~5~~

Additional Comments:

**Concept 2: Increased Greenery and Sustainability**

Planters and Window Boxes:

1-2-3-4-~~5~~

Tree Planting:

1-~~2~~-3-4-5

Green Infrastructure:

1-~~2~~-3-4-5

Trash Receptacles:

1-2-3-4-~~5~~

Additional Comments:

**Concept 3: Public Art and Programming**

Small Scale – Whimsical Oddities:  
1-2-3-4~~5~~

Public art is the most economical way to enhance the area.

Small Scale – Paint the Pavement Program:  
1-2-3-4~~5~~

Small Scale – Mini Mural Program:  
1-2-3-4~~5~~

Street Activation Programs:  
1-2-3-4~~5~~

Ideal areas for the plaza program.  
Stub ends have no through traffic.

Events and Programming Ideas:  
1-2-3-4~~5~~

Additional Comments:



Name: LUKE HAAS - HARWOOD

**Concept 1: Enhanced Safety and Connectivity**

Gateway Signage:

1-2-3-4-5

Crosswalks and Bumpouts:

1-2-3-4-5

Mobility – Making Space for Bikes:

1-2-3-4-5

Bublr Bike Share Program:

1-2-3-4-5

Additional Comments:

COHESIVE ELEMENTS THROUGHOUT CORRIDOR.

**Concept 2: Increased Greenery and Sustainability**

Planters and Window Boxes:

1-2-3-4-5

Tree Planting:

1-2-3-4-5

Green Infrastructure:

1-2-3-4-5

Trash Receptacles:

1-2-3-4-5

Additional Comments:

CHECK AVAILABLE G.I. GRANTS.

### **Concept 3: Public Art and Programming**

**Small Scale – Whimsical Oddities:**

1-2-3-4-5

**Small Scale – Paint the Pavement Program:**

1-2-3-4-5

**Small Scale – Mini Mural Program:**

1-2-3-4-5

**Street Activation Programs:**

1-2-3-4-5

**Events and Programming Ideas:**

1-2-3-4-5

**Additional Comments:**

Name: Tim Vertz

**Concept 1: Enhanced Safety and Connectivity**

Crosswalks and Painted Curb Extensions:

1-2-3-4-5

0

- A must.

Lighting Enhancements

1-2-3-4-5

0

would be nice

Bubl Bike

1-2-3-4-5

- Perhaps on East Side at Plaza  
otherwise Not Need

City Bike Rack Program:

1-2-3-4-5

Scooter Parking Corrals & Sharrows:

1-2-3-4-5

0

No use except - maybe  
East end

Wayfinding Signage:

1-2-3-4-5

not yet

**Concept 2: Greenery and Aesthetics**

Plant Trees:

1-2-3-4-5

0

- sure

Window Boxes and Planters:

1-2-3-4-5

0

yes - would like to see extra  
planters in front of buildings  
that ~~are~~ look derlect.

Advocate for Designated Green Space:

1-2-3-4-5

0

- yes

Fencing and Aesthetics:

1-2-3-4-5

Mr Gorbach~~of~~ev  
- help - Tear Down that fence.

**Concept 3: Public Art, and Street Activation**

Paint the Pavement:

1-2-3-4-5

⑤ - Painted crosswalks - Great.

Whimsical Oddities:

①-2-3-4-5

- Not Necessary

Mini Mural Program:

1-2-③-4-5

- More people

Paint Utility Posts:

①-2-3-4-5

# Yuk

Interim Plaza Program:

1-2-3-4-⑤

Nice in the busier areas

Active Streets for Businesses:

1-2-3-4-5

hmm m m

**Additional Comments**

Name: Julie Knox

Well Done  
Your Presentation  
was evolved  
well

dedicated street parking  
for Iron

**Concept 1: Enhanced Safety and Connectivity**

Crosswalks and Painted Curb Extensions:

1-2-3-4-5

Catch my eye. Make me pay attention  
without necessary ~~change~~ impacting my car.

Lighting Enhancements

1-2-3-4-5

➔ Maximize what can be done under the bridge

Bublr Bike

1-2-3-4-5

Meh... does not  
excite me

Tap into what the city offers for utilities.  
Upgrade fixtures to improve efficiencies  
Changing color is a bonus.

City Bike Rack Program:

1-2-3-4-5

Note "plaza under I-94" I walk this

Scooter Parking Corrals & Sharrows:

1-2-3-4-5

oftenly. I don't feel particularly safe  
How to address concern if Bublr  
is placed here.

Wayfinding Signage:

1-2-3-4-5

**Concept 2: Greenery and Aesthetics**

Plant Trees:

1-2-3-4-5

Yes Yes Yes

Window Boxes and Planters:

1-2-3-4-5

Provide support for biz owners.  
make it easier for them

Advocate for Designated Green Space:

1-2-3-4-5

Fencing and Aesthetics:

1-2-3-4-5

Does Not bother me that Much.

**Concept 3: Public Art. and Street Activation**

Paint the Pavement:

1-2-3-4-5

Whimsical Oddities:

1-2-3-4-5

Love

Mini Mural Program:

1-2-3-4-5

Paint Utility Posts:

1-2-3-4-5

Fun ideas -- Need event planner  
to coordinate

Interim Plaza Program:

1-2-3-4-5

Active Streets for Businesses:

1-2-3-4-5

Love the idea

- do we have enough biz  
street traffic to ensure  
that it is used.

**Additional Comments**

Name: STEVE KANIEWSKI: BRASS LIGHT GALLERY

**Concept 1: Enhanced Safety and Connectivity**

Crosswalks and Painted Curb Extensions:

1-2-3-4-5

58 = MOST IMPORTANT

Lighting Enhancements

1-2-3-4-5

1 = LEAST IMPORTANT

Bublr Bike

2-3-4-5

City Bike Rack Program:

2-3-4-5

Scooter Parking Corrals & Sharrows:

2-3-4-5

Wayfinding Signage:

1-2-3-4-5

**Concept 2: Greenery and Aesthetics**

Plant Trees:

2-3-4-5

Window Boxes and Planters:

3-4-5

Advocate for Designated Green Space:

1-2-3-4-5

Fencing and Aesthetics:

1-2-~~3~~-4-5

**Concept 3: Public Art, and Street Activation**

Paint the Pavement:

1-2-3-4-~~5~~

Whimsical Oddities:

~~1~~-2-3-4-5

Mini Mural Program:

~~1~~-2-3-4-5

Paint Utility Posts:

~~1~~-2-3-4-5

Interim Plaza Program:

1-2-~~3~~-4-5

Active Streets for Businesses:

1-~~2~~-3-4-5

**Additional Comments**



Name: Dan Cary

**Concept 1: Enhanced Safety and Connectivity**

Crosswalks and Painted Curb Extensions:

1-2-3-4-5

Lighting Enhancements

1-2-3-4-5

Bublr Bike

1-2-3-4-5

City Bike Rack Program:

1-2-3-4-5

Scooter Parking Corrals & Sharrows:

1-2-3-4-5

Wayfinding Signage:

1-2-3-4-5

**Concept 2: Greenery and Aesthetics**

Plant Trees:

1-2-3-4-5

Window Boxes and Planters:

1-2-3-4-5

Advocate for Designated Green Space:

1-2-3-4-5

Fencing and Aesthetics:

1-2-3-4-5

**Concept 3: Public Art, and Street Activation**

Paint the Pavement:

1-2-3-4-5

Whimsical Oddities:

1-2-~~3~~-4-5

Mini Mural Program:

1-2-3-~~4~~-5

Paint Utility Posts:

1-2-3-~~4~~-5

Interim Plaza Program:

1-2-3-4-~~5~~

Active Streets for Businesses:

1-2-3-4-~~5~~

**Additional Comments**

Name: \_\_\_\_\_

**Concept 1: Enhanced Safety and Connectivity**

Crosswalks and Painted Curb Extensions:

1-2-3-4-5

Lighting Enhancements

1-2-3-4-5

BublR Bike

1-2-3-4-5

City Bike Rack Program:

1-2-3-4-5

Scooter Parking Corrals & Sharrows:

1-2-3-4-5

Wayfinding Signage:

1-2-3-4-5

**Concept 2: Greenery and Aesthetics**

Plant Trees:

1-2-3-4-5

Window Boxes and Planters:

1-2-3-4-5

Advocate for Designated Green Space:

1-2-3-4-5

Fencing and Aesthetics:

1-2-3-4-5

**Concept 3: Public Art. and Street Activation**

Paint the Pavement:

1-2-3-4-5

Whimsical Oddities:

1-2-3-4-5

Mini Mural Program:

1-2-3-4-5

Paint Utility Posts:

1-2-3-4-5

Interim Plaza Program:

1-2-3-4-5

Active Streets for Businesses:

1-2-3-4-5

**Additional Comments**

Name: \_\_\_\_\_

**Concept 1: Enhanced Safety and Connectivity**

Crosswalks and Painted Curb Extensions:

1-2-3-4-5

Lighting Enhancements

1-2-3-4-5

Bublr Bike

1-2-3-4-5

City Bike Rack Program:

1-2-3-4-5

Scooter Parking Corrals & Sharrows:

1-2-3-4-5

Wayfinding Signage:

1-2-3-4-5

**Concept 2: Greenery and Aesthetics**

Plant Trees:

1-2-3-4-5

Window Boxes and Planters:

1-2-3-4-5

Advocate for Designated Green Space:

1-2-3-4-5

Fencing and Aesthetics:

1-2-3-4-5

**Concept 3: Public Art, and Street Activation**

Paint the Pavement:

1-2-3-4-5

Whimsical Oddities:

1-2-3-4-5

Mini Mural Program:

1-2-3-4-5

Paint Utility Posts:

1-2-3-4-5

Interim Plaza Program:

1-2-3-4-5

Active Streets for Businesses:

1-2-3-4-5

**Additional Comments**

Name: DAN BAUMANN

**Concept 1: Enhanced Safety and Connectivity**

Crosswalks and Painted Curb Extensions:

1-2-3-4-5

Lighting Enhancements

1-2-3-4-5

Bublr Bike

1-2-3-4-5

City Bike Rack Program:

1-2-3-4-5

Scooter Parking Corrals & Sharrows:

1-2-3-4-5

Wayfinding Signage:

1-2-3-4-5

**Concept 2: Greenery and Aesthetics**

Plant Trees:

1-2-3-4-5

Window Boxes and Planters:

1-2-3-4-5

Advocate for Designated Green Space:

1-2-3-4-5

Fencing and Aesthetics:

1-2-3-4-5

**Concept 3: Public Art. and Street Activation**

Paint the Pavement:

1-2-3-4-5

Whimsical Oddities:

1-2-3-4-5

Mini Mural Program:

1-2-3-4-5

Paint Utility Posts:

1-2-3-4-5

Interim Plaza Program:

1-2-3-4-5

Active Streets for Businesses:

1-2-3-4-5

**Additional Comments**

Great presentation. Looking forward to seeing the improvements in the corridor.



Name: Anna Kissel

**Concept 1: Enhanced Safety and Connectivity**

Crosswalks and Painted Curb Extensions:

1-2-3-4-5

Lighting Enhancements

1-2-3-4-5

under bridge lighting 5

BublR Bike

1-2-3-4-5

City Bike Rack Program:

1-2-3-4-5

Scooter Parking Corrals & Sharrows:

1-2-3-4-5

Wayfinding Signage:

1-2-3-4-5

**Concept 2: Greenery and Aesthetics**

Plant Trees:

1-2-3-4-5

Window Boxes and Planters:

1-2-3-4-5

Advocate for Designated Green Space:

1-2-3-4-5

Fencing and Aesthetics:

1-2-3-4-5

**Concept 3: Public Art. and Street Activation**

Paint the Pavement:

1-2-3-4-5

Whimsical Oddities:

1-2-3-4-5

Mini Mural Program:

1-2-3-4-5

Paint Utility Posts:

1-2-3-4-5

Interim Plaza Program:

1-2-3-4-5

I'm a little unsure about the "interim" aspect, would it be just temporary?

Active Streets for Businesses:

1-2-3-4-5

**Additional Comments**

Name: MIA DRENER

**Concept 1: Enhanced Safety and Connectivity**

Crosswalks and Painted Curb Extensions:

1-2-3-4-5

Lighting Enhancements

1-2-3-4-5

Bublr Bike

1-2-3-4-5

City Bike Rack Program:

1-2-3-4-5

Scooter Parking Corrals & Sharrows:

1-2-3-4-5

Wayfinding Signage:

1-2-3-4-5

**Concept 2: Greenery and Aesthetics**

Plant Trees:

1-2-3-4-5

Window Boxes and Planters:

1-2-3-4-5

Advocate for Designated Green Space:

1-2-3-4-5

Fencing and Aesthetics:

1-2-3-4-5

**Concept 3: Public Art, and Street Activation**

Paint the Pavement:

1-2-3-4-5

Whimsical Oddities:

1-2-3-4-5

Mini Mural Program:

1-2-3-4-5

Paint Utility Posts:

1-2-3-4-5

Interim Plaza Program:

1-2-3-4-5

Active Streets for Businesses:

1-2-3-4-5

**Additional Comments**

I REALLY LIKE A LOT OF THESE IDEAS, BUT W/O BIKE LANES, PEDESTRIAN FRIENDLY ZONES, I THINK THINGS LIKE BUBBLER BIKES, PLAZAS, ETC. MIGHT COME W/ MORE DANGER THAN THEY'RE WORTH. (IF YOU'RE GOING FOR ONE, CROSSWALKS)  
LOVE UPDATE PLANS TO 16TH VD THOUGH!!

Stair mural @  
Union Party  
entrance

Name: Jenny

Love - article from US.  
Class on tagging culture -  
who's tagging  
is accepted

**Concept 1: Enhanced Safety and Connectivity**

Crosswalks and Painted Curb Extensions:

1-2-3-4(5)  
Yes!!!

Lighting Enhancements

1-2-3(4)-5  
Cost is hard.  
love under bridge lighting -  
makes the area an  
attraction

Bublr Bike

1-2-3(4)-5

City Bike Rack Program:

1-2-3-4(5)

Scooter Parking Corrals & Sharrows:

1-2-3-4(5) 

Wayfinding Signage:

1-2-3-4(5)  
Yes!!!  
identity  
for district

**Concept 2: Greenery and Aesthetics**

Plant Trees:

1-2-3(4)-5

Window Boxes and Planters:

1-2-3-4(5)

Advocate for Designated Green Space:

1-2-3-4(5)

Fencing and Aesthetics:

1-2-3-4-5

**Concept 3: Public Art. and Street Activation**

Paint the Pavement:

1-2-3-4-5

Whimsical Oddities:

1-2-3-4-5

Mini Mural Program:

1-2-3-4-5

*I love this as  
starting point to  
make more murals  
in corridor*

Paint Utility Posts:

1-2-3-4-5

*Cute! good  
at putting  
underground*

Interim Plaza Program:

1-2-3-4-5

*yes! yes!*

Active Streets for Businesses:

1-2-3-4-5

**Additional Comments**

Name: Sydney

*(Handwritten initials)*

**Concept 1: Enhanced Safety and Connectivity**

Crosswalks and Painted Curb Extensions:

1-2-3-4-5

these are really important! would love to see more protective infrastructure for peds

Lighting Enhancements

1-2-3-4-5

also really important for safety and security

BuBlr Bike

1-2-3-4-5

City Bike Rack Program:

1-2-3-4-5

Scooter Parking Corrals & Sharrows:

1-2-3-4-5

any consideration for full bike lanes? even in the long term? with high speeds + truck traffic, many people may not feel comfortable sharing the lane

Wayfinding Signage:

1-2-3-4-5

this is great - the valley really seems to be lacking in placemaking and wayfinding

**Concept 2: Greenery and Aesthetics**

Plant Trees:

1-2-3-4-5

Window Boxes and Planters:

1-2-3-4-5

Advocate for Designated Green Space:

1-2-3-4-5

Fencing and Aesthetics:

1-2-3-4-5

**Concept 3: Public Art. and Street Activation**

Paint the Pavement:

1-2-3-4-5

Whimsical Oddities:

1-2-3-4-5

Mini Mural Program:

1-2-3-4-5

Paint Utility Posts:

1-2-3-4-5

Interim Plaza Program:

1-2-3-4-5

Love this idea!

Active Streets for Businesses:

1-2-3-4-5

**Additional Comments**



Name: Michelle Kramer

**Concept 1: Enhanced Safety and Connectivity**

Crosswalks and Painted Curb Extensions:

1-2-3-4-5

Lighting Enhancements

1-2-3-4-5

?

→ Wonder if this would feel imperfect with all the wooden utility poles on the street

BuBlr Bike

1-2-3-4-5

→ Third space is the only location I see using this

City Bike Rack Program:

1-2-3-4-5

Scooter Parking Corrals & Sharrows:

1-2-3-4-5

Wayfinding Signage:

1-2-3-4-5

would love to see some concepts to get a better feel for it

**Concept 2: Greenery and Aesthetics**

Plant Trees:

1-2-3-4-5

If something could be implemented w/ minimal maintenance

Window Boxes and Planters:

1-2-3-4-5

worth a try if businesses will adopt them!

Advocate for Designated Green Space:

1-2-3-4-5

? unsure

Fencing and Aesthetics:

1-2-3-4-5

**Concept 3: Public Art. and Street Activation**

Paint the Pavement:

1-2-3-4-5

Interested, but I don't see them holding up w/ traffic. Would make this a lower priority

Whimsical Oddities:

1-2-3-4-5

Mini Mural Program:

1-2-3-4-5

Paint Utility Posts:

1-2-3-4-5

Interim Plaza Program:

1-2-3-4-5

Looks really cool, but I don't think we have the human density for it to work

Active Streets for Businesses:

1-2-3-4-5

**Additional Comments**

Name: Drew Liebner - Bay View Parking Co.

**Concept 1: Enhanced Safety and Connectivity**

Crosswalks and Painted Curb Extensions:

1-~~2~~-3-4-5

Lighting Enhancements

1-2-3-~~4~~-5

Bublr Bike

~~1~~-2-3-4-5

City Bike Rack Program:

~~1~~-2-3-4-5

Scooter Parking Corrals & Sharrows:

~~1~~-2-3-4-5

Wayfinding Signage:

1-~~2~~-3-4-5

**Concept 2: Greenery and Aesthetics**

Plant Trees:

1-~~2~~-3-4-5

Window Boxes and Planters:

1-~~2~~-3-4-5

Advocate for Designated Green Space:

1-~~2~~-3-4-5

Fencing and Aesthetics:

1-2-3-4-5

**Concept 3: Public Art. and Street Activation**

Paint the Pavement:

1-2-3-4-5

Whimsical Oddities:

1-2-3-4-5

Mini Mural Program:

1-2-3-4-5

Paint Utility Posts:

1-2-3-4-5

Interim Plaza Program:

1-2-3-4-5

Active Streets for Businesses:

1-2-3-4-5

**Additional Comments**

exteriors of buildings - paint/siding  
please email me regarding improving the exterior of our building

Thank you!

liebner.andrew@jmc  
-con

Name: Ther Waters - CKA

**Concept 1: Enhanced Safety and Connectivity**

**Crosswalks and Painted Curb Extensions:**

1-2-3-4-5

ensure semi/trucker can still access all streets

**Lighting Enhancements**

1-2-3-4-5

would incorporate signage/banners

**Bulb Bike**

1-2-3-4-5

third space/<sup>new</sup> City Confit seems like a good fit

**City Bike Rack Program:**

1-2-3-4-5

businesses should take advantage of this!

**Scooter Parking Corrals & Sharrows:**

1-2-3-4-5

assuming scooter work in downtown

**Wayfinding Signage:**

1-2-3-4-5

a cool design could help with identity of district

**Concept 2: Greenery and Aesthetics**

**Plant Trees:**

1-2-3-4-5

Yes! urban heat island issue

**Window Boxes and Planters:**

1-2-3-4-5

as long as businesses take care of them

**Advocate for Designated Green Space:**

1-2-3-4-5

connect to river/MAST?

Questions/Comment

- reduce speed!
- do murals reduce graffiti
- can plywood or wood panels be applied to protect stairs with murals?
- are there any opportunities for connection to the river?
- is there a chance for any residential in the future with rezoning? Especially near the river?
- How do we start conversations with city + DOT to make green space?

Fencing and Aesthetics:

1-2-3-4-5

put down chain link along street frontage!

Question/Comment

• 4 lane road  
push back

• is there a  
plan for more

permanent  
bike infrastructure

• Have you looked  
at solar powered  
speed limit signs?  
radar enforced  
(address speeding  
first)

**Concept 3: Public Art. and Street Activation**

Paint the Pavement:

1-2-3-4-5

needs to be maintained

Whimsical Oddities:

1-2-3-4-5

Mini Mural Program:

1-2-3-4-5

Paint Utility Posts:

1-2-3-4-5

business adoption idea to fund, could change yearly/bi-yearly

Interim Plaza Program:

1-2-3-4-5

food trucks!

Yes, River Valley Historic Venice wants to do this on 15th street

Active Streets for Businesses:

1-2-3-4-5

more storefronts - walkable shopping

**Additional Comments**

Name: Nia

**Concept 1: Enhanced Safety and Connectivity**

Crosswalks and Painted Curb Extensions:

1-2-3-4-5

Good to know there was a rapid implementation ~~pilot~~ pilot.

Lighting Enhancements

1-2-3-4-5

This could be so fun to have in the design district!  
I love that CKA lights up their building.

Bublr Bike

1-2-3-4-5

I like your suggested location of the Warehouse

City Bike Rack Program:

1-2-3-4-5

I like your

Scooter Parking Corrals & Sharrows:

1-2-3-4-5

I like this idea but ~~was~~ worry people would not use ~~the~~ them

Wayfinding Signage:

1-2-3-4-5

Wayfinding signage can be the way people find the river for now.

**Concept 2: Greenery and Aesthetics**

Plant Trees:

1-2-3-4-5

Window Boxes and Planters:

1-2-3-4-5

Advocate for Designated Green Space:

1-2-3-4-5

Fencing and Aesthetics:

1-2-3-4-5

**Concept 3: Public Art, and Street Activation**

Paint the Pavement:

1-2-3-4-5

I think this is a great starting point (Thinking of painting the railings of the 16th Street Viaduct)

Whimsical Oddities:

1-2-3-4-5

Mini Mural Program:

1-2-3-4-5

I LOVE this idea - probably my favorite!  
~~I had heard that tagging is not nice~~  
~~but we've never talked about it~~

Paint Utility Posts:

1-2-3-4-5

Interim Plaza Program:

1-2-3-4-5

LOVE this!

Active Streets for Businesses:

1-2-3-4-5

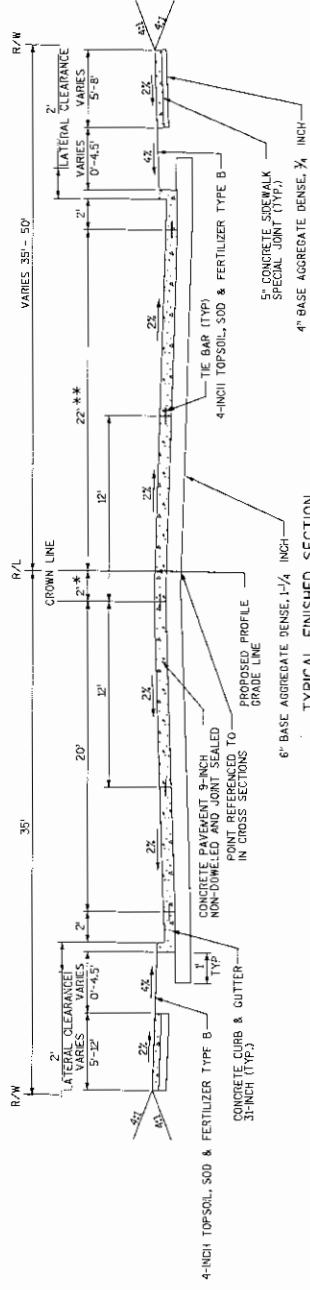
**Additional Comments**



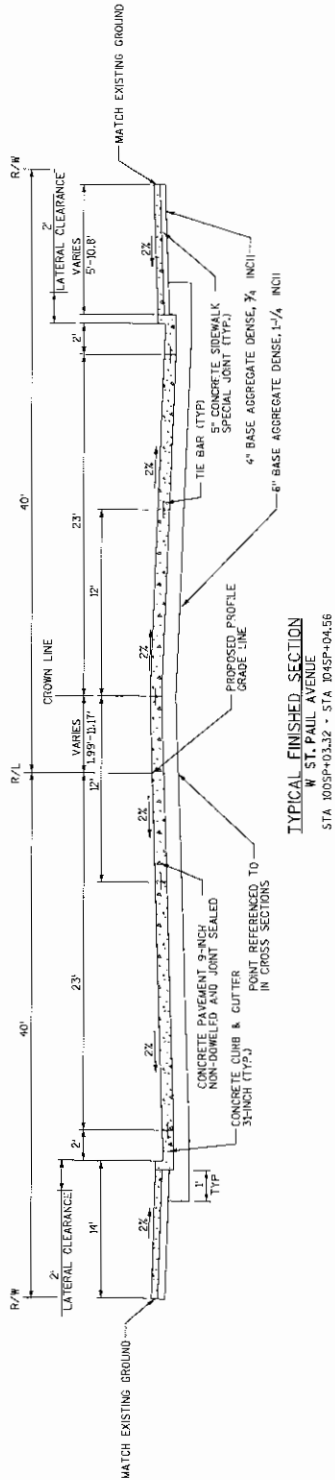
APPENDIX D Steel Dimensions

2

2



**TYPICAL FINISHED SECTION**  
 W ST. PAUL AVENUE  
 STA 1045P+04.58 - STA 1055P+50.00  
 STA 1075P+00.00 - STA 1085P+25.00 LT  
 STA 1105P+50.00 - STA 1115P+1500 RT



**TYPICAL FINISHED SECTION**  
 W ST. PAUL AVENUE  
 STA 1005P+03.32 - STA 1045P+04.58

\* TRANSITIONS FROM 5.35 TO 5.1  
 STA 1055P+46.32 - STA 1055P+66.32  
 \*\* TRANSITIONS FROM 5.1 TO 5.0  
 STA 1055P+66.32 - STA 1055P+66.32

APPENDIX D Steel Dimensions

STATION	X	Y
102SP+75	9.29	2.01
102SP+80	9.29	2.01
102SP+85	5.45	2.49
102SP+90	5.45	2.49
102SP+95	4.04	4.44
102SP+100	3.00	5.97
102SP+105	2.32	7.87
102SP+110	2.01	10.13

STATION	X	Y
102SP+115	2.01	10.13
102SP+120	2.49	12.03
102SP+125	2.49	12.03
102SP+130	4.44	14.98
102SP+135	5.97	16.93
102SP+140	7.87	18.83
102SP+145	10.13	21.09

STATION	X	Y
102SP+150	10.13	21.09
102SP+155	12.03	23.94
102SP+160	12.03	23.94
102SP+165	14.98	26.89
102SP+170	16.93	28.79
102SP+175	18.83	30.69
102SP+180	21.09	33.45

STATION	X	Y
102SP+185	21.09	33.45
102SP+190	23.94	36.30
102SP+195	23.94	36.30
102SP+200	26.89	39.25
102SP+205	28.79	41.15
102SP+210	30.69	43.05
102SP+215	33.45	45.81

STATION	X	Y
102SP+220	33.45	45.81
102SP+225	36.30	48.66
102SP+230	36.30	48.66
102SP+235	39.25	51.61
102SP+240	41.15	53.51
102SP+245	43.05	55.41
102SP+250	45.81	58.17

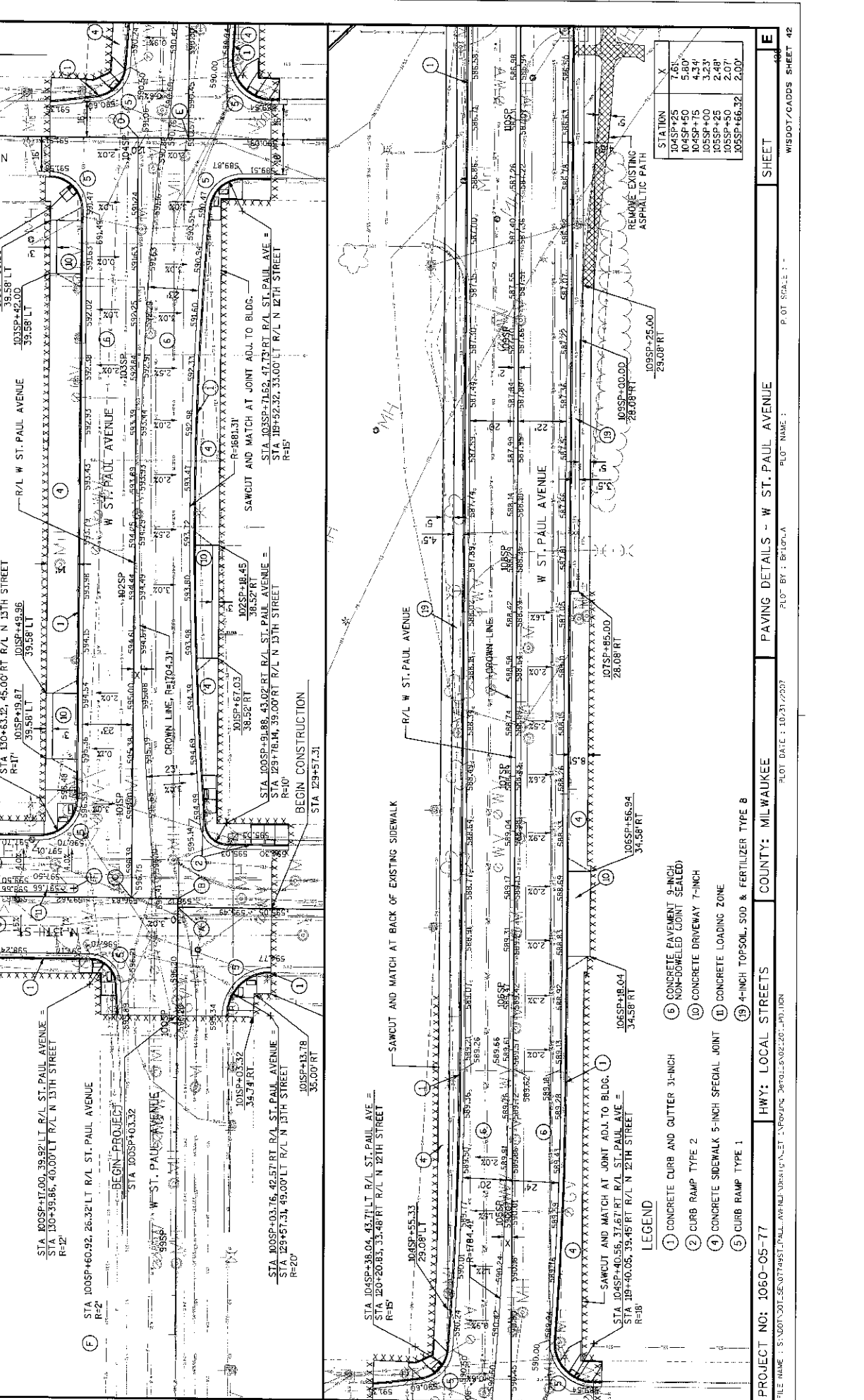
STATION	X	Y
102SP+255	45.81	58.17
102SP+260	48.66	61.02
102SP+265	48.66	61.02
102SP+270	51.61	64.07
102SP+275	53.51	65.97
102SP+280	55.41	67.87
102SP+285	58.17	70.63

STATION	X	Y
102SP+290	58.17	70.63
102SP+295	61.02	73.48
102SP+300	61.02	73.48
102SP+305	64.07	76.53
102SP+310	65.97	78.43
102SP+315	67.87	80.33
102SP+320	70.63	83.09

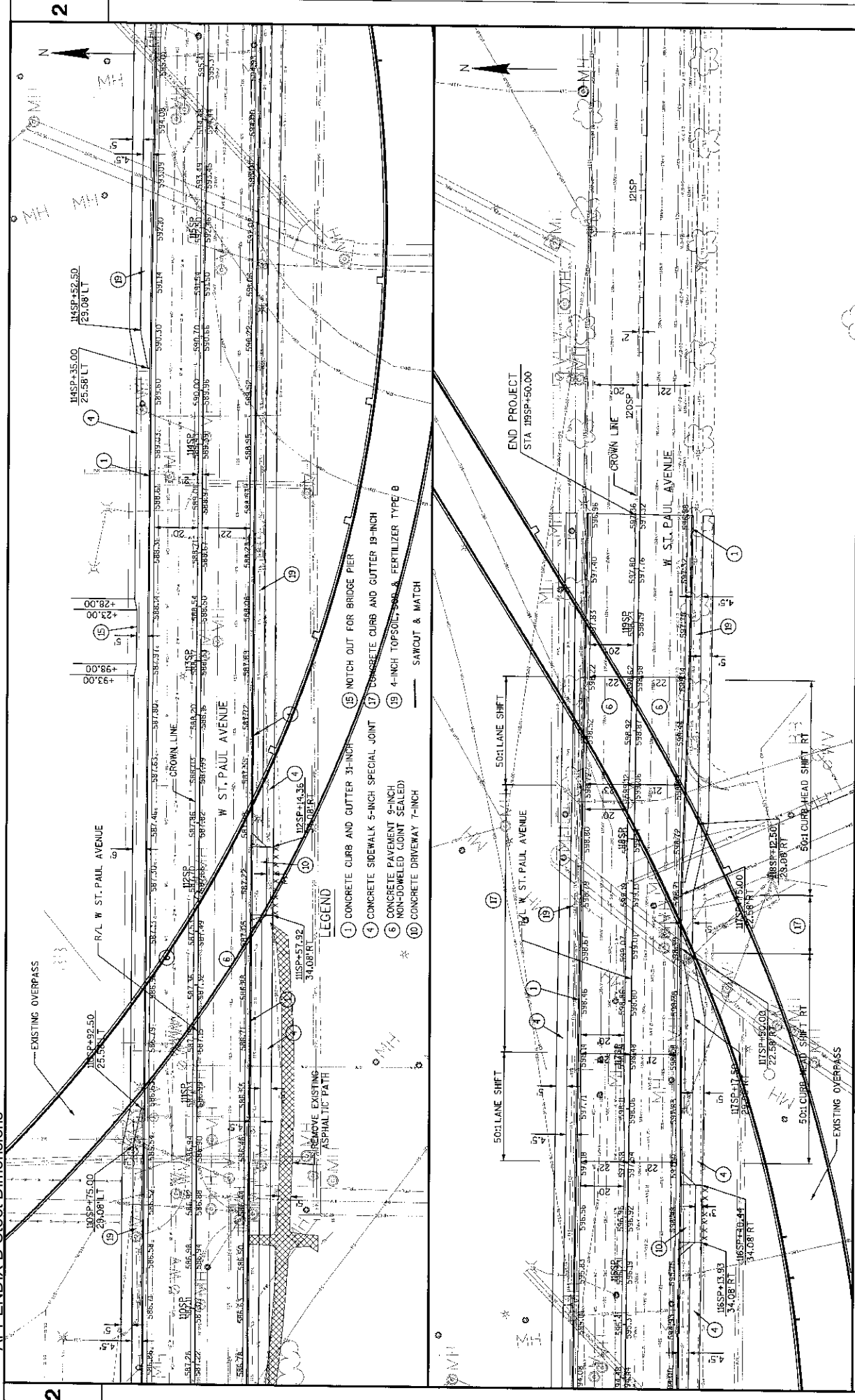
STATION	X	Y
102SP+325	70.63	83.09
102SP+330	73.48	85.94
102SP+335	73.48	85.94
102SP+340	76.53	89.09
102SP+345	78.43	90.99
102SP+350	80.33	92.89
102SP+355	83.09	95.65

STATION	X	Y
102SP+360	83.09	95.65
102SP+365	85.94	98.50
102SP+370	85.94	98.50
102SP+375	89.09	101.65
102SP+380	90.99	103.55
102SP+385	92.89	105.45
102SP+390	95.65	108.21

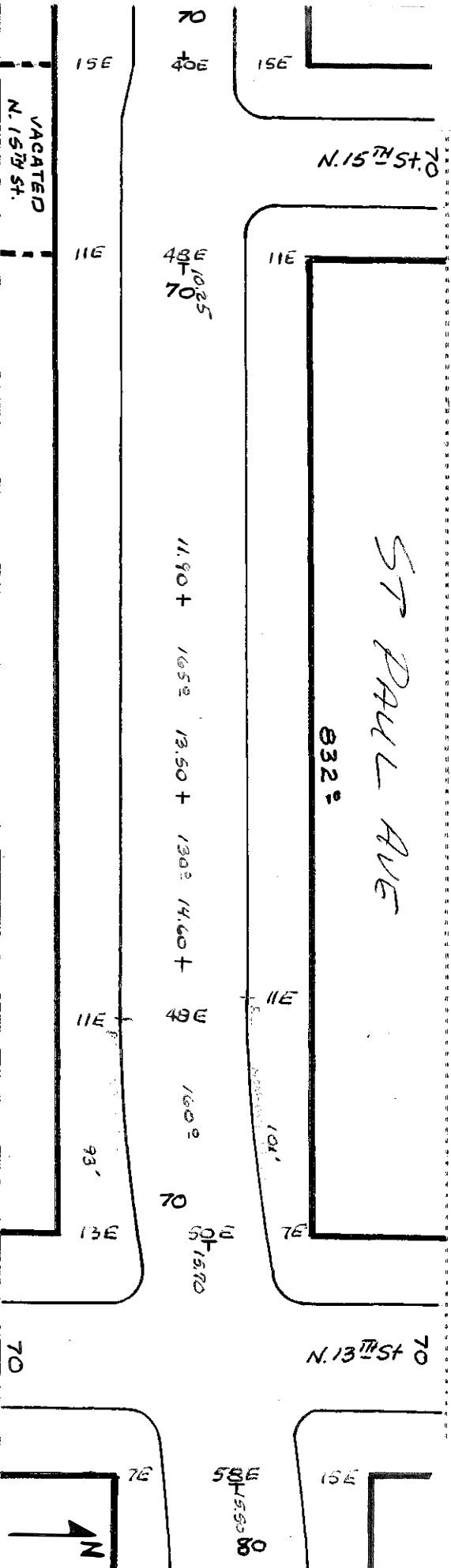
STATION	X	Y
102SP+395	95.65	108.21
102SP+400	98.50	111.06
102SP+405	98.50	111.06
102SP+410	101.65	114.21
102SP+415	103.55	116.11
102SP+420	105.45	118.01
102SP+425	108.21	120.77



APPENDIX D Steel Dimensions

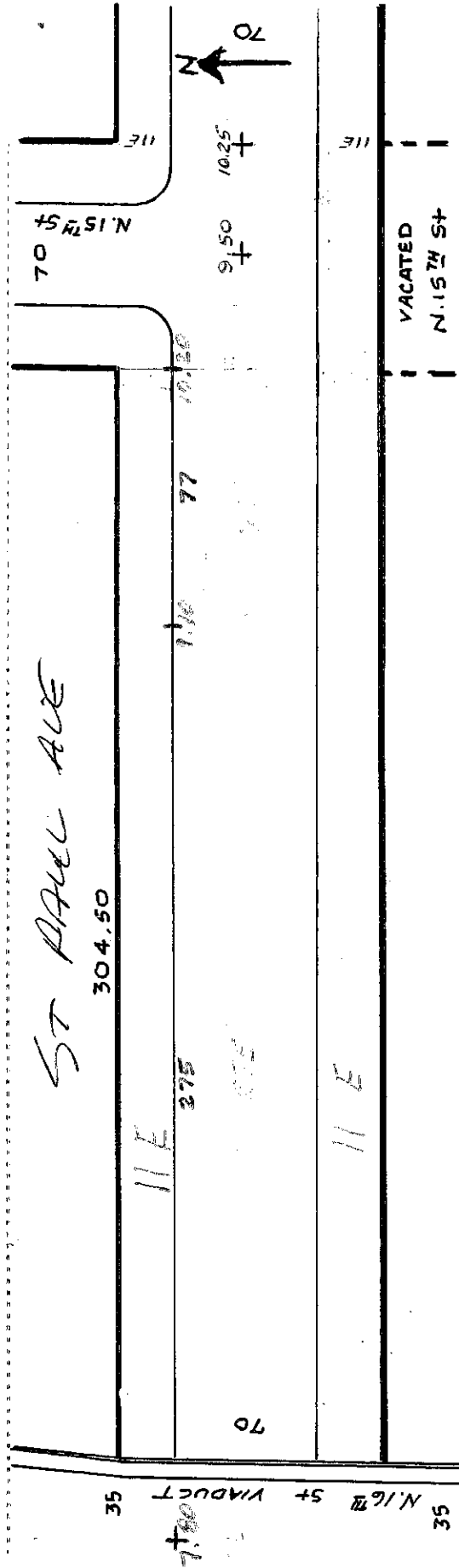


APPENDIX D Street Dimensions



SIDEWALK WIDTH ORDINANCES		GRADE ORDINANCES		REMARKS	
ORD. NO.	DATE	WIDTH	ORD. NO.		DATE
111	8-28-99	15'	179	9-21-91	
712-65-2838	1-11-66	N.S.-11' & Var.	GO	1896	
963-65-2838a	2-21-67	7'	to 111	8-28-99	
		S.S.-11' & Var.	to 331-65-1006	7-27-65	
		13'			
		Corrected error			
					140

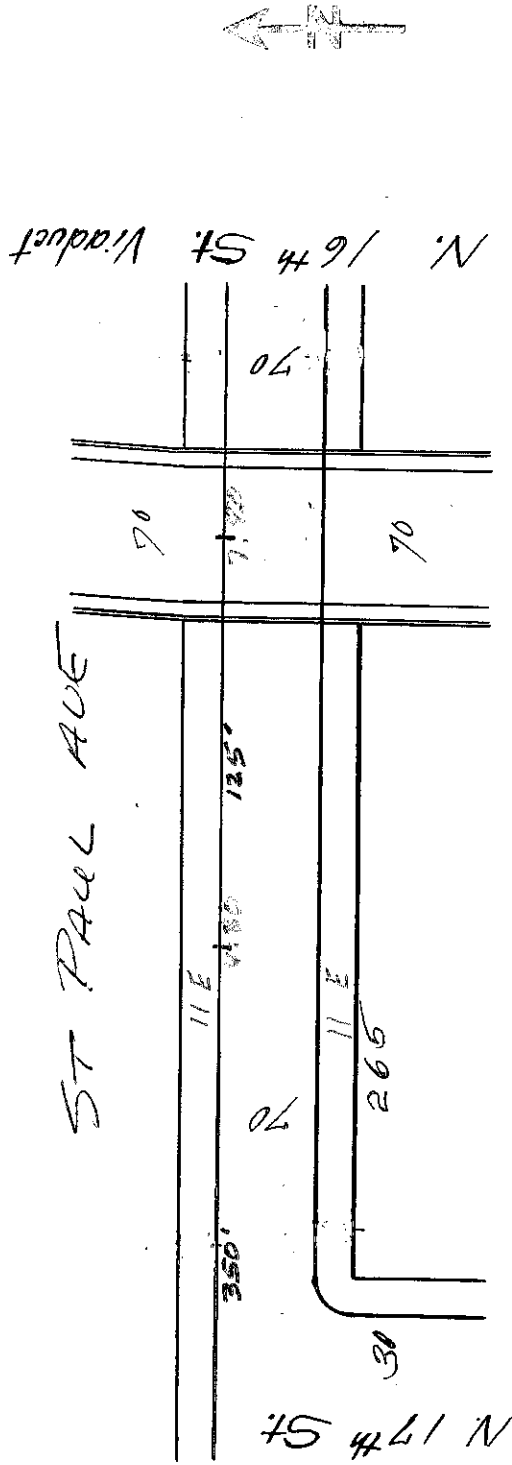
APPENDIX D Street Dimensions



SIDEWALK WIDTH ORDINANCES		GRADE ORDINANCES		REMARKS
ORD. NO.	DATE	WIDTH	ORD. NO.	DATE
81	10-24-10	15'		9-9-72
12-84-2	6-1-84	11'	GO	1888
			GO	1896
			111	8-28-99
			81	10-24-10
			236	3-17-13
			12. 86-2202	5/21/89
				141

APPENDIX D Street Dimensions

1/46  
hr

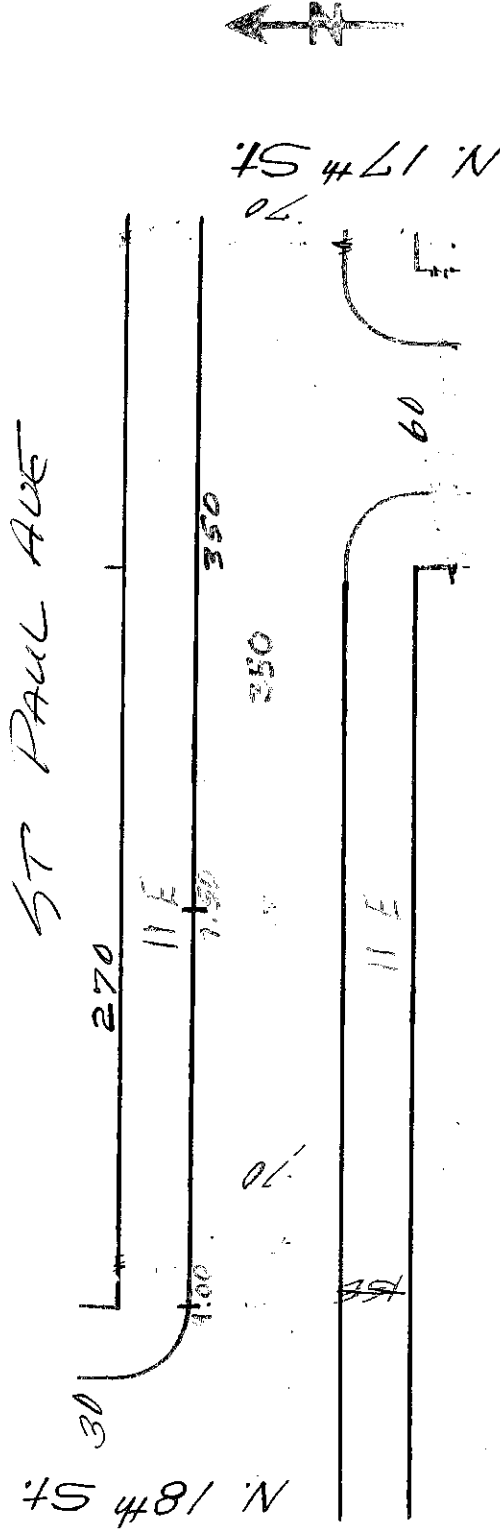


SIDEWALK WIDTH ORDINANCES		GRADE ORDINANCES	
ORD. NO.	DATE	ORD. NO.	DATE
42	7/21/84	--	9/ 9/72
12-84-2	6-1-84	42	7/21/84
		60	1888
		60	1896
		81	10/24/10
		236	3/17/13
		12 86-2202	5-21-87
			142

→ 23055

APPENDIX D Street Dimensions

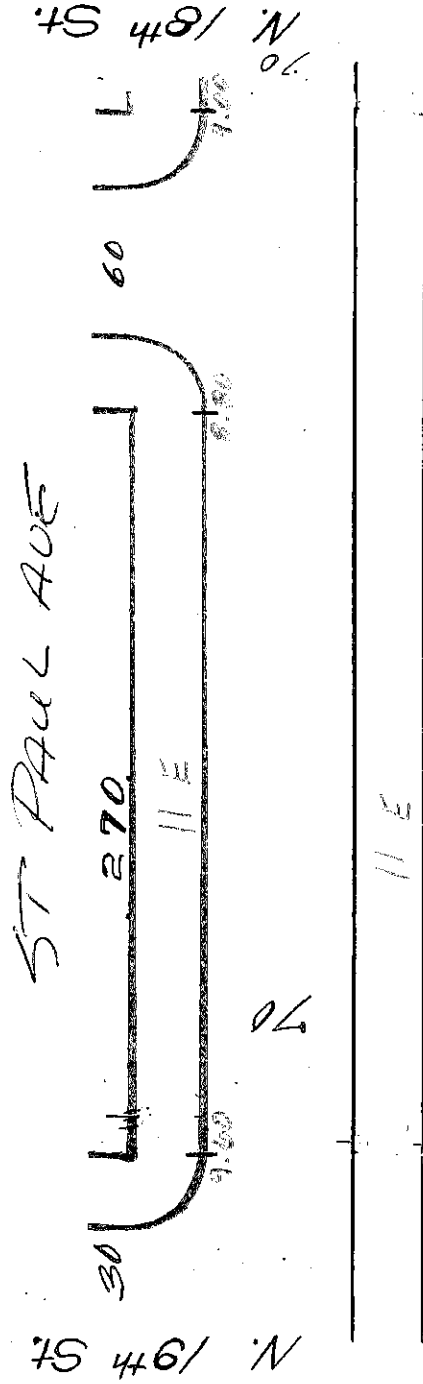
1/46  
hr



SIDEWALK WIDTH ORDINANCES		GRADE ORDINANCES	
ORD. NO.	DATE	ORD. NO.	DATE
42	7/21/84	--	9/9/72
12-84-2	6-1-84	42	7/21/84
		60	1888
		60	1896
		236	3/17/13
		12 86-2202	5-21-87
			143

APPENDIX D Street Dimensions

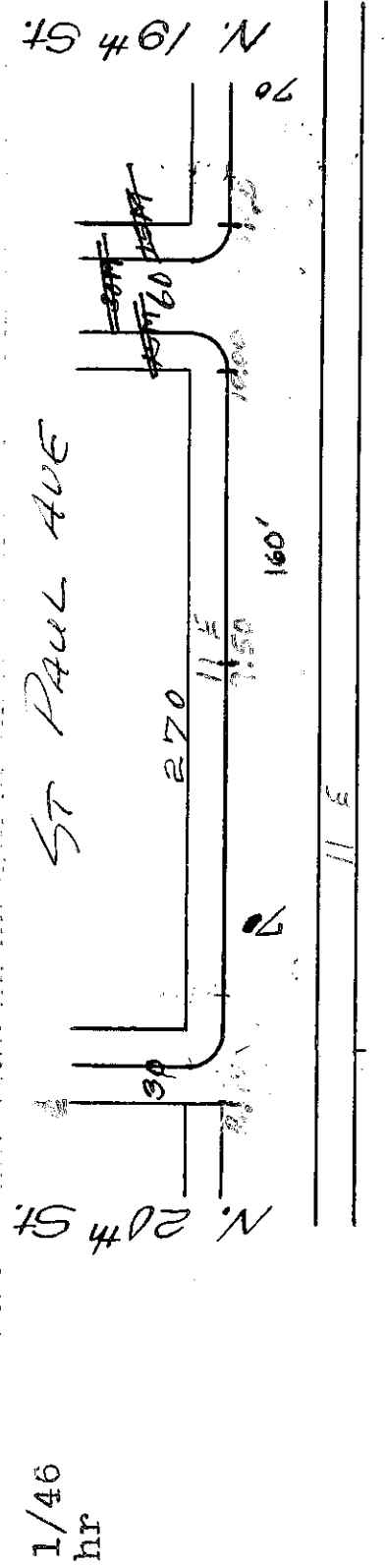
1/46  
hr



SIDEWALK WIDTH ORDINANCES		GRADE ORDINANCES		→ 23065	
ORD. NO.	DATE	WIDTH	ORD. NO.	DATE	REMARKS
345	4/20/42	15'		9/9/72	
12-84-2	6-1-84	11	42	7/21/84	
			60	1888	
			60	1896	
			236	3/17/13	
			60-202	5/21/17	144

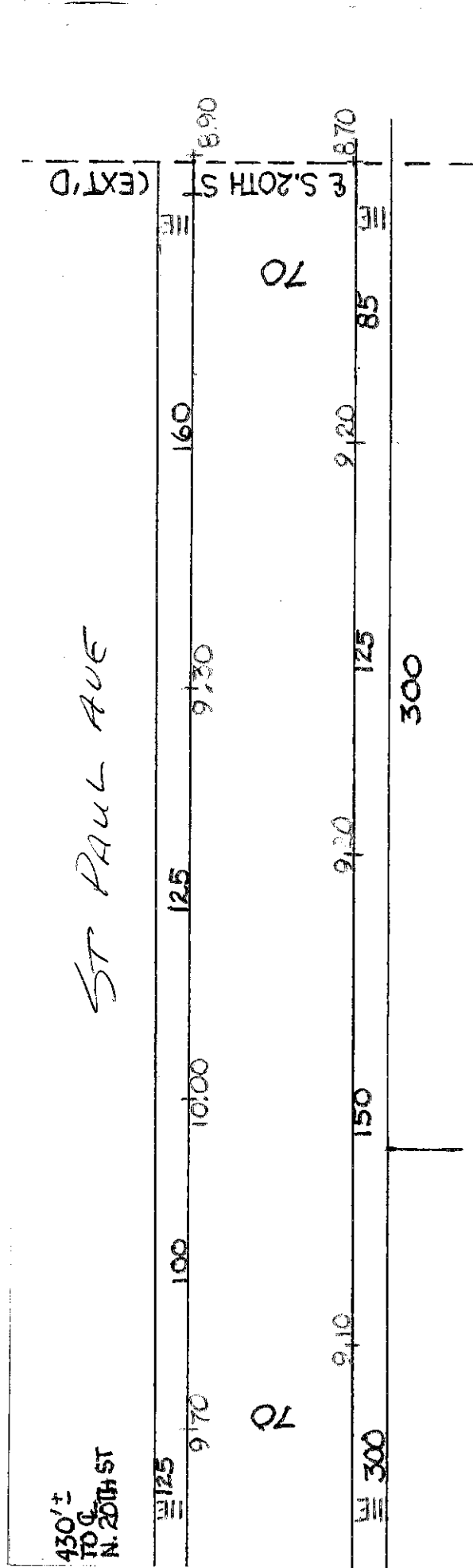


APPENDIX D Street Dimensions



SIDEWALK WIDTH ORDINANCES		GRADE ORDINANCES	
ORD. NO.	DATE	ORD. NO.	DATE
345-73999	4/20/42	--	9/ 9/72
12--84-2	6-1-84	GO	1888
		GO	1896
		236	3/17/13
		86-202	5/21/13
			145

APPENDIX D Street Dimensions



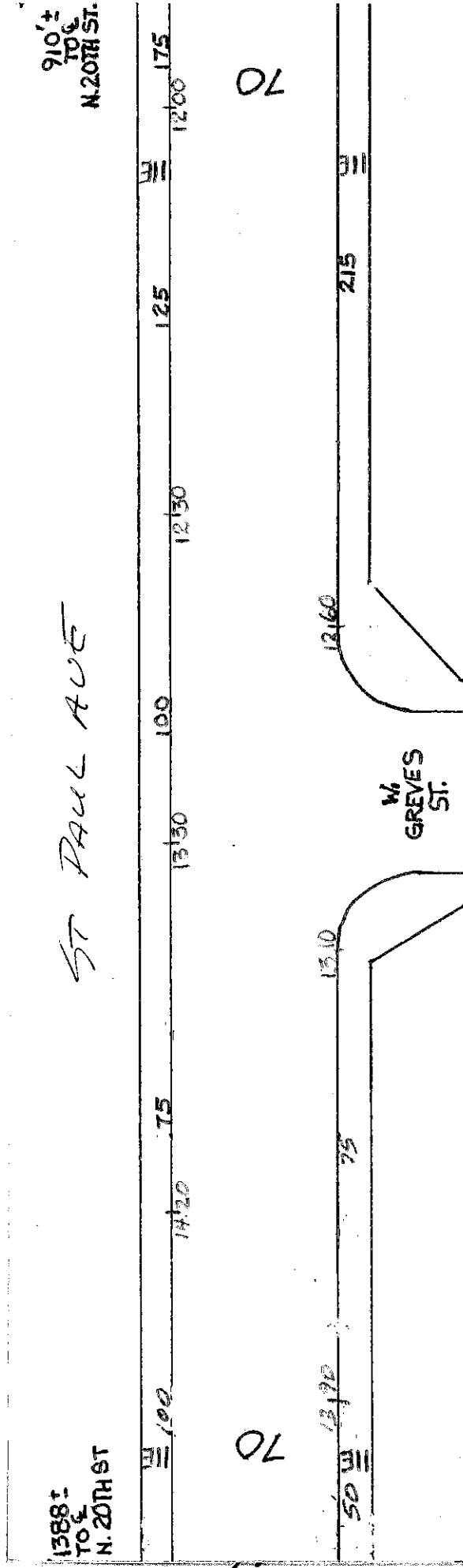
ORD. NO.	DATE	WIDTH	ORD. NO.	DATE	REMARKS
61	5-7-00	15'	60	1988	
40-59-20	5-12-59		80	6-11-94	
12-84-2	6-1-84	11	60	1896	
			61	5-7-00	
			236	3-17-13	
			39-59-19	5-12-59	
			12 86-220	5/21/87	

APPENDIX D Street Dimensions

910' TO N 20TH ST.	ST PAUL AVE	430' TO N. 20TH.
175	250	125
70	70	
11.90	10.00	
215	300	

ORD. NO.	SIDEWALK WIDTH	DATE	ORD. NO.	GRADE	ORDINANCES	DATE	REMARKS
61	15'	5-7-00	60	1888			
40-59-20		5-12-59	80	6-11-94			
12-84-2	11	6-1-84	60	1896			
			61	5-7-00			
			236	3-17-13			
			39-59-19	5-12-59			147
			12 86-220	5/21/87			

APPENDIX D Street Dimensions



SIDEWALK WIDTH ORDINANCES		GRADE ORDINANCES		REMARKS
ORD. NO.	DATE	WIDTH	ORD. NO.	DATE
61	5-7-00	15'	60	1888
40-59-20	5-12-59		80	6-11-94
12-84-2	6-1-84	11	60	1896
			61	5-7-00
			236	3-17-13
			39-59-19	5-12-59
			12 86-220	5/21/87

910'± TO C N. 20TH ST.

1388'± TO C N. 20TH ST.

ST PAUL AVE

W GREVES ST.

70

70

148

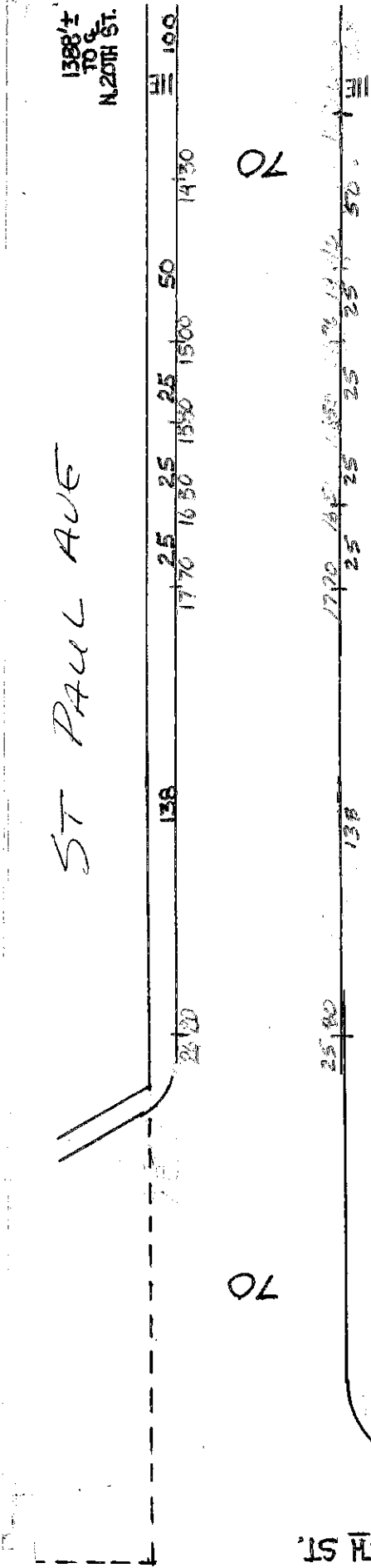
5/21/87

12 86-220

APPENDIX D Street Dimensions

138'±  
TO C&  
N. 20TH ST.

ST PAUL AVE



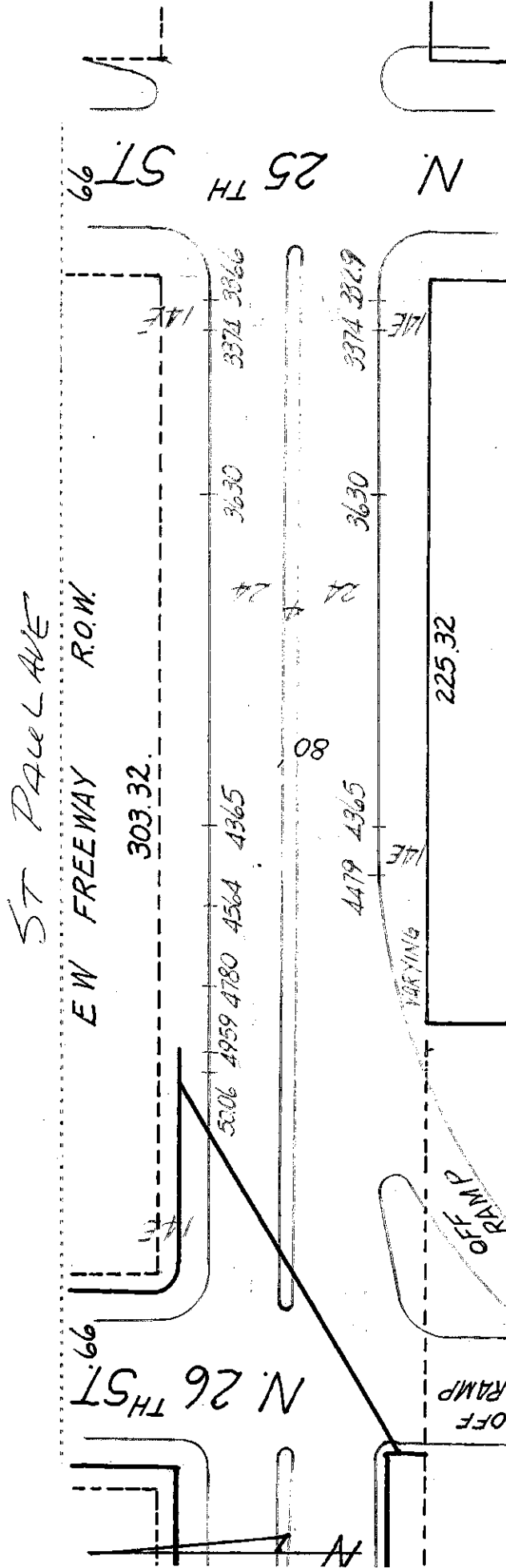
70

70

N. 25TH ST.

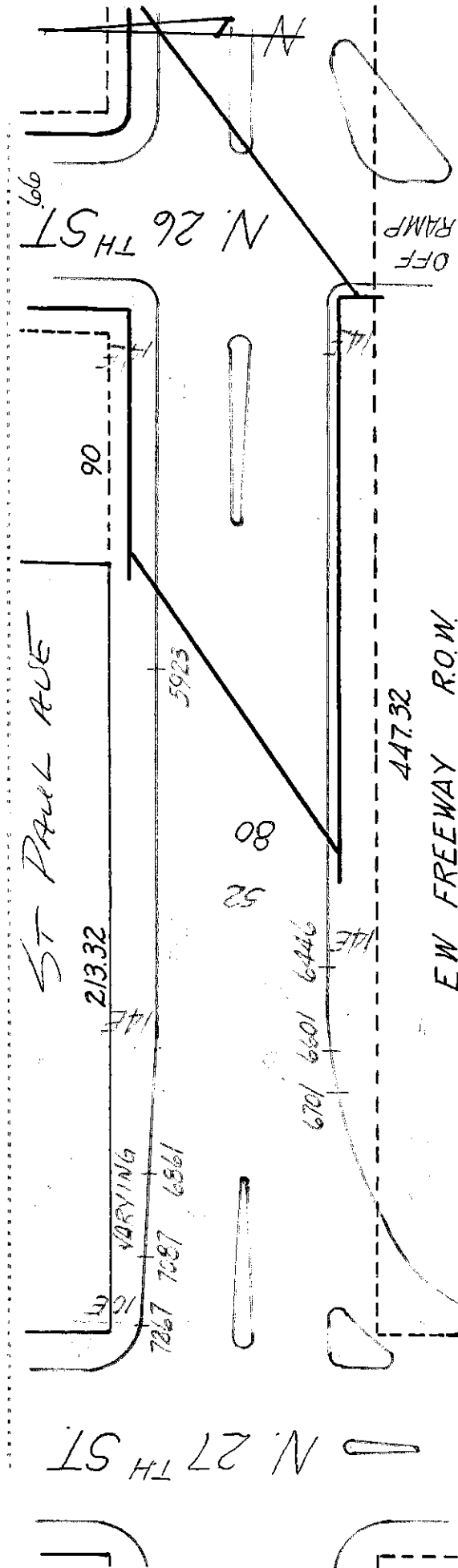
SIDEWALK WIDTH ORDINANCES		GRADE ORDINANCES		REMARKS	
ORD. NO.	DATE	WIDTH	ORD. NO.	DATE	
61	5-7-00	15'	60	1888	
40-59-20	5-12-59		80	6-11-94	
12-84-2	6-1-84	11	00	1896	
			61	5-7-00	
			236	3-17-13	
			39-59-19	5-12-59	149
			12 86-220	5/21/87	

APPENDIX D Street Dimensions



SIDEWALK WIDTH ORDINANCES		GRADE ORDINANCES	
ORD. NO.	DATE	ORD. NO.	DATE
127	10-17-92	127	10-17-92
80	6-11-94	80	6-11-94
26	3-23-03	60	1896
40-59-20	5-12-59	61	5-7-00
		236	3-17-13
		39-59-19	5-12-1959
			150

APPENDIX D Street Dimensions



SIDEWALK WIDTH ORDINANCES		GRADE ORDINANCES	
ORD. NO.	DATE	ORD. NO.	DATE
26	3-23-1903	60	1896
127	10-17-1898	56	10-1-1883
60-59-20	5-12-59	60	1888
		127	10-17-1892
		39-59-19	5-12-59
			151