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## Stakeholder Workshop Notes - Drexel Avenue Streetscape June 22, 2021

Existing thoughts about Drexel: boring, busy, congested, slow, bland, broken up, utilitarian, potential

Proposed thoughts: green, inviting, bold, place to go, maintainable, pedestrian friendly, intriguing, explorable, discovery, aesthetically pleasing, accessible, simple to read (cohesive), intentional, fun and whimsical

Concerns of note: signal timing issues, maintenance, budget, lack of continuity, non-memorable, safety

### Land Use Map/ Maintenance

- Cemetery at 13th and Drexel
- Aldi should be on the N side. Current spot it is shown on the map is vacant
- Falk Park on the West Side: just green space/wetland. No county plans for development

### Site Challenges

- Landscape work constricted by easements on the south side
- Continuity: how Drexel Ave relates to other streetscape developments on the west side (Creekside)
  - Not same level of amenity but could reference or replicate some features
- Main street is not signalized but as developments near S 6th street progress it will be busier (full access). Adding sidewalk and crosswalks on the North. Cross access (consolidate driveways)
- Backups/congestion eastbound on main and freeway intersection
- 13th street will be expanded w/ sidewalk, bike lanes. County project
- Width of corridor and lack of space
- Main entrance to Drexel is a narrow street. East and West driveways are becoming the main ones

### Movement

- Speed limit is 35 but everyone speeds. Cars also speed up even more past Ikea Way
- Wayfinding signs are sparse and non-cohesive
- 13th and freeway intersections with main street look bad. Interested in their beautification
- If a bike path looks like a sidewalk, bikes will not ride on it. Drexel Avenue does not look like you should be walking along it. Making it look like a bike path/wayfinding is important for clarity's sake
- Trail signage needed
- A lot of trucks like to U-turn so be mindful about busy/tall medians

### Site Opportunities

- How to attract people from Ikea and beyond to Drexel Town Square



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- Softening the railroad. Make it go away or blend in with murals?
- Consistent fencing
- Repeat wayfinding signs and style. Should lead to town square depending on scale. Repairs needed. Banners?
- Creekside monument signs. Could be tied structurally through the corridor to pull everything together. Consistent in material
- New conference center will bring many visitors
- Benches? Site furniture will be integrated. No shade so do not use metal

### Making a Place

- It is off an interstate, so it is more of a pass-thru condition.
- Making the design interactive (visually rather than physically) could draw people into the town square but should not distract from the square itself or driving
- Again, it should be intentional. Do not just throw up a sculpture and some flowers. Be judicious
- Regional reputation. For first time visitors, what is Drexel Square?
- Common opinion is that medians and sidewalk/terrace spaces are the most important key places to enhance

### Landscapes

- Currently the eastern landscape feels manicured and western feels naturalistic
- Green infrastructure intervention in certain areas with flooding for example but roads are already built so not a lot of room for that
- Plants that grow vertically are easier to maintain
- Prefer plantings that catch your eye. Flowing patterns and natural plantings on medians
- Avoid high maintenance lawns i.e. ones that make it impossible to mow due to the inclusion of inconvenient curbs for example
- Plantings should be intentional horticultural versus loose prairie style
- Scale is critical

### Artistic Expression

- Community involved art is important. Add some texture outside the landscaping element
- Artistically bare so sculptures and stuff are needed but should not be too avant-garde
- Opportunity to establish an art scene here but daunting to start
- Cautious of murals because they do not stand the test of time
- Big fan of decorative/programmed lighting because it will last
- Be cautious of noise. Wind walls? Drexel gets a lot of high wind days so be cautious of anything that cannot be regulated
- Wrapped/disguised utility boxes.
- Less utilitarian, more creative or expressive
- Stuff that will look good during the day and night.
- Colorful/ innovative landscaping could be used on steep hills because it is easier to see



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- Larger sculptures or recognizable designs at the entrance of the corridor and smaller/repeated ones along the rest
- Maybe a sculpture or structure that includes a solar panel? Like the flower solar panel at the zoo in Milwaukee
- Simple lighting is preferable because, again, what does it look like during the day?

#### Final Thoughts

- Involve business stakeholders