

Major

Recommendations

St. Paul Avenue Design Showroom District

Objective: Establish a new and unique design showroom corridor with a region-wide draw anchored by home and commercial decor manufacturing and designers featuring “front of facility” showroom space.

Strategies and Recommendations:

- Commit to and establish the St. Paul design showroom district as a brand and identity.
- A redefined BID and commercial corridor strategy: implement facade and right-of-way improvements to reflect a unique showroom mission and character.
- Rezone or establish a St. Paul overlay district to accommodate light industrial and related retail uses not otherwise permitted in the current IH classification along St. Paul Avenue.
- Using the example of Brass Light Gallery, each participating business can use simple images, photos, or other exterior improvements to showcase products and to enliven both their building facade and the streetscape.

- Manufacturing and showroom space can act as a compliment to the upscale retail offerings located in the adjacent Third Ward.
- Design, signage, and right of way improvements can follow an un-scripted or non-formulaic design ethos in keeping with the eclectic and varied uses along St. Paul Ave.
- Its location in close proximity to the Milwaukee Intermodal Station and Streetcar line can attract regional visitors and lessen on-street parking pressures.



Brass Light Gallery facade with distinctive window graphics



Examples of non-formulaic building facade and street-scaping that may be attempted along a St. Paul design showroom corridor.

