



DREXEL TOWN SQUARE DEVELOPMENT CONCEPT

Client | City of Oak Creek

Plan Outcomes

Implemented project is one of the most successful new town center projects in southeastern Wisconsin. \$195 million invested

City approval to move Library and City Hall to Drexel site

Major grocery tenant attracted to the development site

Numerous housing projects developed adjacent to the public square

Hotel and clinic uses bring diverse activities and attract people to the area

Vision concept leads to a town center development on one of the last large parcels in southeastern Wisconsin. Ce Planning Studio staff managed the original planning and design process for moving the City's library and City Hall, which serves as a civic anchor for the walkable neighborhood. Numerous development scenarios were created and vetted with local developers and WE Energies, the City's development partner for the site.

An extensive public input process and market review were critical to determining how to integrate a village center concept into this suburban community. 'Puzzle play' exercises were used to illustrate how large the site is, how much development could be accommodated, and how open space features are critical to establishing an identity for the civic and mixed-use development. This project was completed while staff was employed by GRAEF. Project implementation by Bray Architects and Rinka.



Ce Planning Studio

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