

Warehouse District Concept A

Residential Focus



New residential lofts are envisioned in the existing warehouse building along North Broadway.



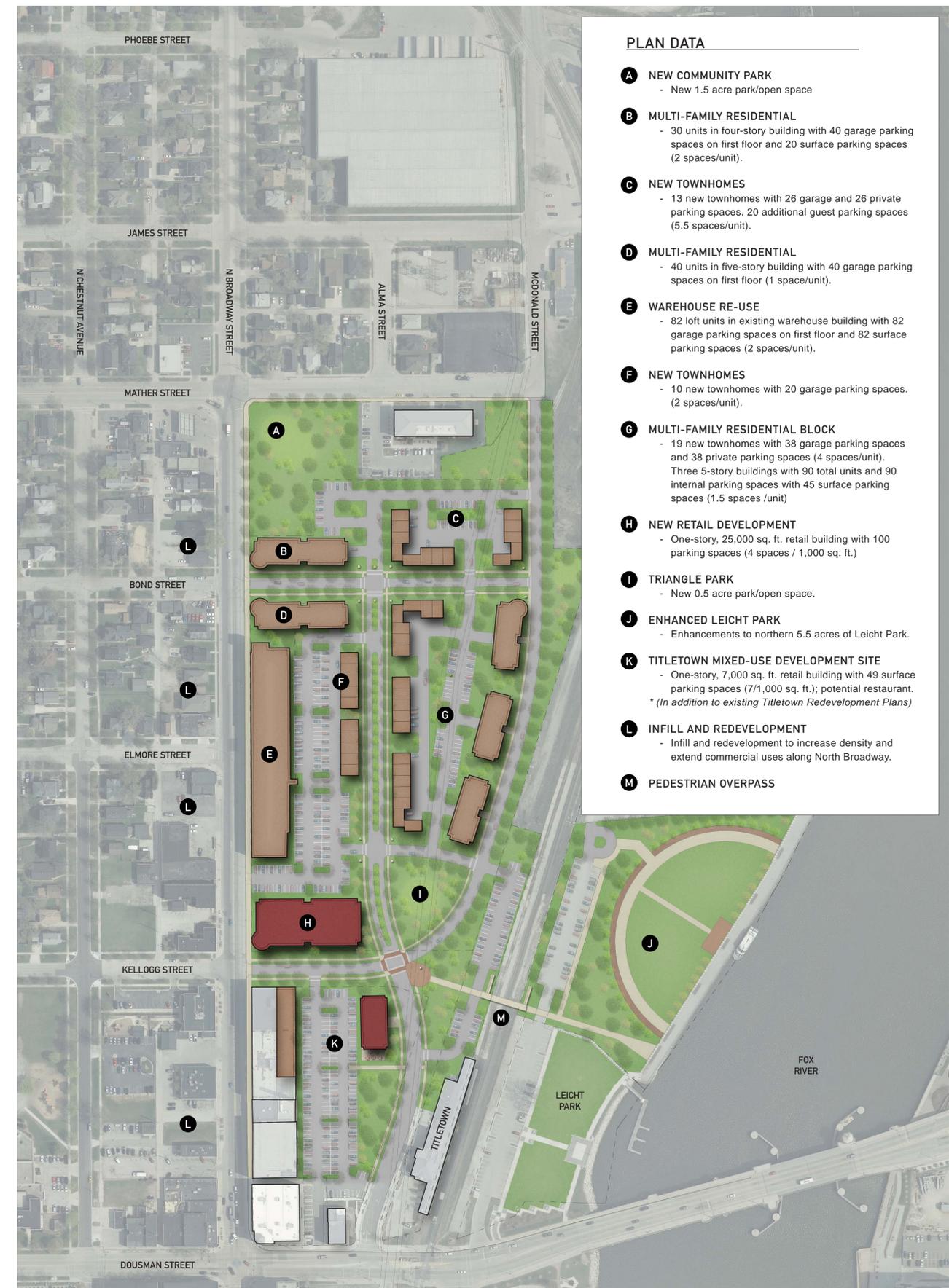
New townhomes along new city streets can define a modern and unique urban lifestyle close to the Broadway District.



New residential buildings incorporate the site back into the neighborhood while creating more housing options.



Architectural features and appropriate building siting helps commercial uses fit within the context of surrounding neighborhoods.



Warehouse District Concept B

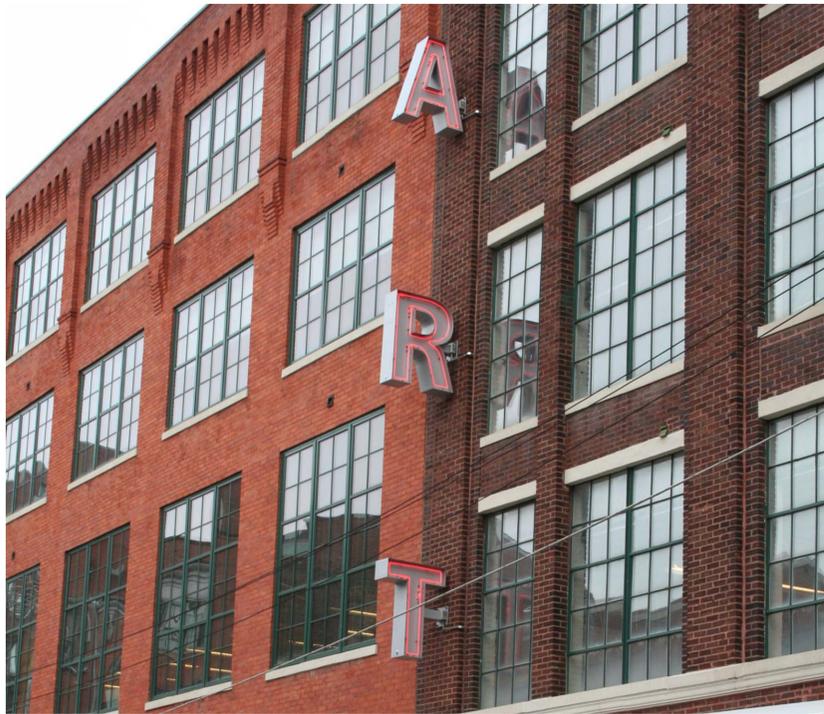
Office and Retail Focus



Retail infill should respect the surrounding context and reinforce the existing pedestrian-oriented character.



A campus "quad" west of the rail tracks can be the organizing central greenspace that defines a new campus atmosphere.



Former warehouse buildings are often successfully re-used for office or institutional uses.



A new indoor/outdoor concert venue offers views of the downtown skyline while also activating this stretch of the Fox River.



Warehouse District Concept C

Sports and Entertainment Focus



New residential buildings incorporated into the site create a neighborhood atmosphere and provide a unique urban lifestyle near entertainment venues.



A new hotel integrated into a parking ramp with a rooftop patio could offer views of the new stadium, downtown skyline and Fox River.



Retail such as a sports theme restaurant can be integrated into parking ramps and can activate plaza space adjacent to the stadium.



A new multi-purpose stadium can be the anchor of a redeveloped Warehouse "Entertainment" District on the Larsen Green site.

