

AUTHENTICITY

A Strategic Vision for Green Bay's Downtown

TAB: Planning Process



Public Workshop Report for June 27 Event

On June 27, 2013, the City of Green Bay's downtown master planning process was officially launched with the first in a series of public workshops devoted to fostering meaningful community participation. This workshop was a kick-off event that provided basic information on the planning process and asked for initial input in an open house format. More than 100 community members attended the event demonstrating a high level of community interest in the planning effort.

The event was held at the Neville Public Museum and began in the museum's auditorium with a presentation by the Mayor and City staff. The presentation was intended to help the community understand what to expect in terms of the scope, timeline, deliverables, and participation opportunities over the course of the eight-month project. The presentation also provided some initial planning context to help stimulate thinking toward the strengths and weaknesses of the present downtown environment. Change was the centerpiece, looking back over the last 10 years at how the downtown has changed, and looking forward to some of the challenges anticipated to accompany the new growth and development that is already underway.

The event then moved to the classroom area of the museum and continued with an open house format. Three stations provided opportunities for input and discussion centered around each of the following questions:

- What is great about the downtown?
- What is missing from the downtown?
- How do you know when you are in the downtown?

Each station was staffed by a facilitator from the project team, so that participants could write their own responses or have their thoughts recorded for them.



Open House Feedback

The process and results from each open house station are summarized below, and a complete listing of the responses is attached at the end of this report.

What is Great About the Downtown?

Input at this station identified perceptions on the strengths and assets of the present downtown. The exercise was a simple brainstorming recorded on a large sheet of paper so that all participants could view each other's responses. Participants were invited to write new statements and to indicate their agreement with statements written by others. Strengths identified by participants can be classified into the following broad categories:

- | | |
|-----------------------|--------------------------------|
| • Positive Momentum | • Specific Places |
| • Built Environment | • Riverfront |
| • Natural Environment | • Programming, Activities |
| • Amenities | • Transportation, Connectivity |

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The most frequently cited downtown strengths under each category were:

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|---|--|
| <ul style="list-style-type: none"> • Positive Momentum <ul style="list-style-type: none"> ▪ Excitement, renewed interest, progress, energy ▪ Existing and increasing diversity • Built Environment <ul style="list-style-type: none"> ▪ Historic buildings and locations • Natural Environment <ul style="list-style-type: none"> ▪ The Fox River • Amenities <ul style="list-style-type: none"> ▪ The Fox River Trail ▪ Public art ▪ Dining/restaurant/food options | <ul style="list-style-type: none"> • Specific Places <ul style="list-style-type: none"> ▪ Meyer Theater ▪ Neville Museum ▪ Brown County Library • Riverfront <ul style="list-style-type: none"> ▪ The CityDeck and related events • Programming, Activities <ul style="list-style-type: none"> ▪ The farmers markets • Transportation, Connectivity <ul style="list-style-type: none"> ▪ Walkability |
|---|--|

What is Missing from the Downtown?

Input at this station identified perceptions on the weaknesses and challenges of the present downtown. The question was further clarified by also asking “what still needs to be improved in the downtown?” Similar to the exercise on downtown strengths, this was a simple brainstorming recorded on a large sheet of paper so that all participants could view each other’s responses. Participants were again invited to write new statements and to indicate their agreement with statements written by others. Challenges identified by participants can be classified into the following broad categories:

- | | |
|-------------------------|--------------------------------|
| • Atmosphere, Community | • Amenities |
| • Built Environment | • Programming, Activities |
| • Businesses, Services | • Transportation, Connectivity |
| • Development Process | |



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The most frequently cited downtown weakness or missing elements under each category were:

- | | |
|--|---|
| <ul style="list-style-type: none"> • Atmosphere, Community <ul style="list-style-type: none"> ▪ Emphasis on green technologies and recycling ▪ Need for a vision for arts and culture, more emphasis on visual arts • Built Environment <ul style="list-style-type: none"> ▪ Green buildings and infrastructure, green roofs, green stormwater management ▪ A 15-story building • Businesses, Services <ul style="list-style-type: none"> ▪ A cooperative grocery store such as New Leaf Market ▪ A full service grocery store with deli and bakery ▪ More fine dining on Broadway • Development Process <ul style="list-style-type: none"> ▪ <i>Not applicable - consensus on these items was not strong in comparison with the other categories.</i> | <ul style="list-style-type: none"> • Amenities <ul style="list-style-type: none"> ▪ Public/town square or plaza, urban, European-style ▪ Public art museum, contemporary, “big-city” ▪ Family-oriented public park, play equipment for toddlers and young children ▪ East River trail connection • Programming, Activities <ul style="list-style-type: none"> ▪ <i>Not applicable - consensus on these items was not strong in comparison with the other categories.</i> • Transportation, Connectivity <ul style="list-style-type: none"> ▪ Bus route times and frequency, later weekend service ▪ More bike lanes, paths, and completed trails ▪ Pedestrian friendliness, completed sidewalks, more walkable destinations ▪ More people on bikes, sidewalks, transit, fewer cars |
|--|---|

How Do You Know When You are in the Downtown?

Input at this station began the discussion of exactly what and where the downtown is. Perceptions on this question vary widely in the community, and it is anticipated that the related dialogue will continue to some extent throughout the entire planning process. The question was further clarified by asking “what are the downtown’s defining characteristics?” Responses to this question were recorded in a grid, and participants were asked to then vote on which of the listed characteristics were the three most important and defining in their opinions. The defining characteristics to receive the highest number of votes included:

- Historic buildings (24 votes)
- The Fox River (20 votes)
- Energy and excitement (18 votes)
- Walkability and bikability (16 votes)

This exercise also included a mapping component that asked participants to identify the downtown’s gateways and landmarks. Some of the places identified as landmarks included:

- The west side of North Washington Street from Cherry to Pine
- Both sides of Broadway from Walnut to Dousman with Hubbard Street as a focal point
- Titledown Brewing Company
- The Bellin Building
- The Meyer Theater

- The Northland Hotel
- The Brown County Courthouse

The map of landmarks and gateways from the exercise is attached at the end of this report. This map represents an initial identification of these features and will need to be further refined and completed through the planning process.

Conclusions

While all of the comments received help to tell the story of the current state of the downtown and the future state desired by the community, there are some highlights and conclusions that can be drawn at a summary level. In reviewing the whole of the responses, several themes stand out as strong. An initial answer has been framed to the question of the downtown's defining characteristics. Some clear contrasts with the 1997 Downtown Design Plan are readily apparent. And a few conclusions can be drawn regarding the necessary steps as the downtown master planning process moves forward.

Strongest Themes

Several predominant themes rose to the top by appearing under all three exercises and by garnering the support of multiple participants. **Historic resources** was one such category. "Historic Buildings" was voted the most important defining characteristic of the current downtown, and was mentioned nine times in what makes downtown great. It was the most frequently cited great feature under the area of Built Environment. A desire for a more robust historic preservation program was mentioned as something still needed.

The **Fox River** also transcended the three input exercises as the second most important defining characteristic of the downtown. The Fox River and related amenities were identified under 10 different responses in what makes downtown great and ultimately needed its own classification in the analysis: "Riverfront." The Fox River was the most frequently cited great feature under the area of Natural Environment. Under improvements still needed, there is a desire for a kayak launch in the downtown. While the Foxy Lady received a critical comment about causing the bridges to lift, the author of the comment cushioned the criticism by adding that they still view the boat positively.

The role of **arts, culture, and music** was not identified directly as a defining feature of the downtown, but it did receive a notable amount of consensus as both "great" and "missing" features of the downtown. "Public art" was a top cited Amenity that makes the downtown great, as was the desire for an art museum a top missing Amenity. Arts, culture, and music were mentioned in 18 different items across the full spectrum of strengths and weaknesses. The public art, music scene, and cultural elements that are currently present are valued by the community; more are desired, and are likely contributors to the "energy and excitement" that was voted the third most important defining feature of the downtown.

What and Where the Downtown Is

There are many different perspectives in the community regarding the geographic extent of the downtown. In this setting, four defining characteristics rose to the top. Three of them were clearly physical features (historic buildings, the Fox River, and walkability/bikability) while one was more of an intrinsic sense (energy and excitement). Walkability and bikability can be further broken down into other physical characteristics, mainly related to streetscape design and overall development pattern. For example, a varied and higher density environment provides more walking and bicycling destinations.

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A traffic-calm streetscape with dedicated pedestrian and bicycle features along with the absence of walking and bicycling barriers completes the equation. The results of this exercise provide a good starting point to work toward consensus, and future workshops will be used to help refine the analysis.

Comparison with 1997 Downtown Design Plan

An issues identification process was utilized when the Downtown Design Plan was developed, and the contrast with the current process is apparent. The results of a comparable public workshop (held in 1996) are attached at the end of this report. Great strides have been made relative to many of the top issues and concerns of 17 years ago – housing is being added to the downtown, the sense of community has improved, the waterfront is largely transformed, pedestrian friendliness has improved, one-way streets have been removed, there are now 130 downtown event days per year, coal dust is being mitigated, and the mall site is being redeveloped, as a few examples. On the other hand, the coal piles are still present just outside the downtown, a grocery store is still needed, and some of the other concerns are still noted today.

Overall, the tone of the current discussion seems to be significantly more positive. The current momentum in the downtown is recognized in the community. As an example, when participants at this workshop were asked what is “great” about today’s downtown, not only did they respond, they identified 21 different specific locations as being great or as landmark, downtown features. These locations include private businesses, public facilities and institutions, open spaces, historic places, and newer construction.

Planning Process Implications

The results of this workshop help to clarify and set direction for the next steps in the downtown master planning process. Notable patterns in the identification of great features and missing features of the downtown demonstrate a need to further explore certain areas. For example, 21 different desired amenities were identified as missing from the downtown with a public square or plaza being the strongest desire by far. It is not likely that all of these can be provided in the next 5 to 10 years, so priorities must be established. The planning process will need to consider the costs and responsibilities associated with public amenities and whether the private sector and market forces can respond to some of these desired improvements.

As another example, 15 different types of businesses or services were identified as missing from the downtown with nine of these being related to food and drink. The desire for a grocery store or market of some type was clearly the leader in this area. While this provides some insight into what the community desires, this information must be bolstered with market analysis, site analysis, and other economic factors in order to clarify true market opportunities.

In contrast, Transportation and Connectivity was an area that seemed to lack a strong consensus in any particular direction. “Walkability and bikability” was identified as a top defining characteristic of the downtown, and the subjects were addressed with many points of the “great” and “missing” elements of the downtown. However, there were so many different details included in the participants’ actual comments in this area, that very few of them could be gelled together in the summary. This indicates a need to further explore these topics and perhaps that additional background information would benefit the dialogue.

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Complete Results: What is great about Green Bay’s downtown?

POSITIVE MOMENTUM	BUILT ENVIRONMENT	NATURAL ENVIRONMENT	AMENITIES
Excitement about and renewed interest in what is going on; progress, energy (+3)	Historic buildings and locations (+7)	The Fox River (+5)	Fox River Trail (+5)
Existing and increasing diversity (+3)	Historic homes (+2)	Trees	Public art (+5)
New business and relocations: Associated Bank, Schreiber (+2)	Broadway Street (+2)	Pelicans	Dining options; food and restaurants (+4)
The City has a central attraction, gathering place for all (+1)	Mix of historic and modern buildings	Bald Eagles	Christmas lights on Broadway Street in winter
Growing job base (+1)	Churches (beautiful architecture)		Green space
Nice neighbors, good residents (+1)	No big box stores - all unique shops		Great police service
Development of neglected areas	Unique storefronts		Outdoor seating
Friendly shop owners	Small blocks		New Boutique Shopping
Cultural energy - festivals	Signage		Affordable living especially in close neighborhoods
Feeling safe			Downtown neighborhood associations
Affordable			Cultural center of the city
Lots of potential			Coffee Shops
			Bars
			Waterfront location

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What is great about Green Bay's downtown? (continued...)

SPECIFIC PLACES	RIVERFRONT	PROGRAMMING, ACTIVITIES	TRANSPORTATION, CONNECTIVITY
Meyer Theatre (+2)	The CityDeck and related events (+6)	Farmer's markets (+3)	Living close to where we work
Neville Museum (+2)	The waterfront (+2)	Various cultural and other events, festivals (+2)	Living close to a lot of our favorite places and can walk to them all
Brown County Library (+2)	The big boats/ore boats (+2)	Entertainment opportunities	Trains
Children's Museum	CityDeck near residential development, living on the river (+2)	Art Street (+1)	Walkability (+1)
The Northland Hotel	Lighted bridges	Kayakers on the Fox	Access
YMCA	Riverfront casual dining	Segway Tours	Easy to get around
Urban Frog		Gallery Night	Access to the River
Al's Hamburgers		Festivals, Events	Trail System
Riverside Place Condos		Taste on Broadway	Sharrows
C-Street Pub			Bikeability
Exclusive Company			Fine grained street network
Fiore			Two breweries with walkable distance from our home
Leicht Park			When I don't get a parking ticket!
Kavarna			
Titelown			

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Complete Results: What is missing from Green Bay's downtown (What can still be improved)?

ATMOSPHERE, COMMUNITY	BUILT ENVIRONMENT	BUSINESSES, SERVICES	DEVELOPMENT PROCESS
Emphasis on green technologies; prioritize recycling (+3)	Green buildings and infrastructure; green roofs; green stormwater management (+3)	Cooperative grocery - New Leaf (+9)	Appearance of empty lots while they're awaiting improvement; work with artists (+1)
Aligned arts and culture vision; more emphasis on visual arts (+2)	A 15 story building (+3)	Grocery store - deli, bakery, Trader Joe's (+6)	A common theme--who are we? What do we want to be? (+1)
A greater sense of community	More "street landscaping" - gardens, trees (+1)	More fine dining on Broadway side of river (+3)	More specifics on what is already in the works
Dog-friendly with leash	More green space - plantings and trees (+1)	Dry cleaners (1)	More consistent zoning and development south of Walnut Street
East and west side unity	Landmark building; signature high-rise (+1)	Bike shop (+1)	Downtown historic preservation program
Homeless in public places; drinking and pan-handling	Working bridge lighting 24/7	Ice cream stand	A much more unified look to what is being built
Twenty-four hour businesses	Townhomes	Reception hall	
More people living downtown (4,500 is very low)	Rooftop patios	More independent restaurants	
	Some work needed on infrastructure - walkways, etc	Franchise restaurants	
	Sidewalk/terrace bars and restaurants	Drug store	
	Retail arcade - not a mall	More retail	
		Whole foods	
		IMAX, or just a boutique movie house	
		A gourmet market	
		Starbucks	
		More breweries	
		Northland Hotel developed as a high end hotel	

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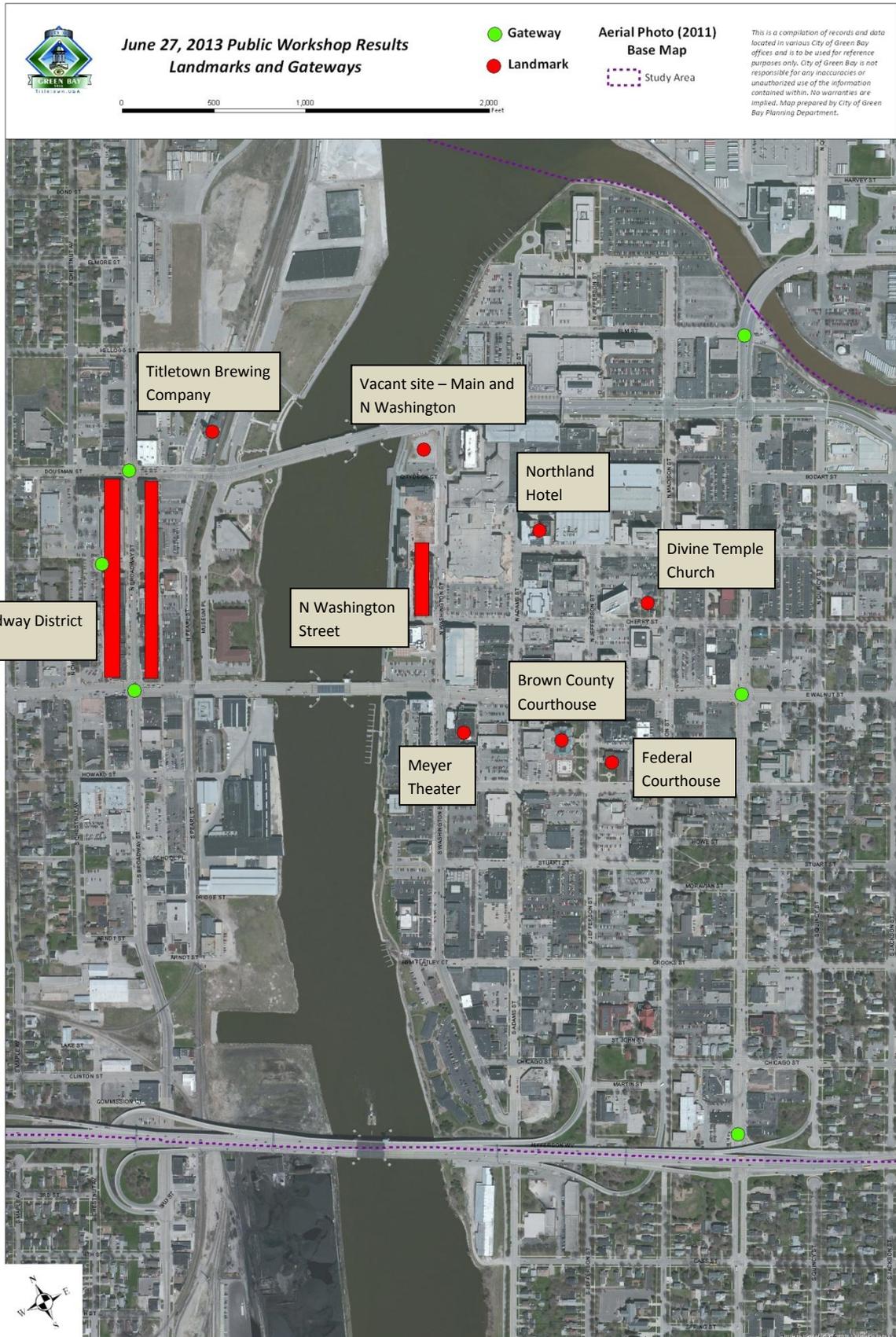
What is missing from Green Bay's downtown? (continued...)

AMENITIES	PROGRAMMING, ACTIVITIES	TRANSPORTATION, CONNECTIVITY
Urban, public/town square/plaza; European style (+13)	Year round market (+1)	Bus routes need to overlap; open on weekends until 11:00PM (+2)
Public art museum; contemporary, "big city" (+8)	A farm market site with permanent covered stalls (+1)	More bike lanes, bicycle paths, complete trails (+2)
A park for families with toddlers, babies, young children - age appropriate play equipment (+3)	Year round events; brainstorm winter--get families out of the house (+1)	Pedestrian friendliness - add sidewalks where missing, reasons to go for a walk, places to go (+2)
East River trail (+3)	Mosaic events	More people on bikes, sidewalks, transit, trolley - less cars (+2)
State of the art public library (+2)		Trolley, circling trolley or bus for work during lunch (+2)
Public Art (+1)		More free parking (+1)
Higher education facilities/institutions (+1)		Bike racks (+1)
Ballpark (baseball) (+1)		Light rail to stadium and Bay Park mall (+1)
Kayak launch (+1)		Foxy Lady causes the bridge to lift - delays traffic, but still like the Foxy Lady
Facility for sea-plane landings and dock (+1)		Concrete joint lines difficult for bikers
Large/monumental fountain (+1)		Indoor bicycle parking with lockers and showers
More affordable entertainment options (1)		
Permanent, brick and mortar outdoor performance venue; amphitheater (+1)		
More acoustic/intimate music venues		
Live music venue (under 40 crowd)		
A revitalized Neville museum as a community anchor		
Skate board park and BMX park		
Science Center aquarium		
Indoor velodrome		
Small "Off-Broadway" theatre		
Marina		
Big sculptures		

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Complete Results: How do you know when you are in Green Bay's downtown (What are its defining characteristics)?

VOTES	CHARACTERISTICS
24	Historic buildings
20	The Fox River
18	Energy and excitement
16	Walkability and bikability
8	Tall buildings
5	Mixed land uses
5	Parks and trails
5	Great restaurants - no chains; coffee shops - not Starbucks; boutiques - not chains
4	Public square
4	You are on Broadway - the new downtown (retail shopping)
3	Buildings up to the sidewalk
2	The smell of seagulls
2	None- you cannot tell
2	Bars



1997 Downtown Design Plan Issues Identification

Downtown Green Bay Design Plan

Issues

Two issues oriented community work sessions were held as part of the activities conducted in October, 1996. During these sessions, a variety of issues and concerns were raised by those in attendance. Approximately fifty to sixty people attended the two combined sessions and the issues varied from neighborhood and daily concerns to aesthetics and regional attraction.

The individual issues raised are provided in the following tables. The issues are ranked and prioritized based upon a voting procedure conducted at the work sessions. For the purposes of the Downtown Green Bay Design Plan, these issues have been looked at along with issues raised through key person interviews, the Downtown Summit meetings and conversations with the public, as well as the review of recent studies.

10/22/96 GREEN BAY PUBLIC MEETING ISSUES

RANK	POINTS	ISSUES
1	15	Loss of middle/low income housing
1	15	Loss of community downtown
3	12	Losing aesthetics along the riverfront
4	10	Loss of neighborhood services (grocery, laundry)
5	9	Downtown is not pedestrian friendly
6	8	Gentrification/dislocation of people
7	6	Lack of open space & activity oriented parks
8	4	Code enforcement - seems complaint driven
9	3	Mall detracts from identity and character of downtown
9	3	Room for improved property conditions
9	3	Parking - too many lots and locations, no mixed-use garages
9	3	Access: bridge out & only one pedestrian access across river
9	3	Amount of land available on the riverfront
14	2	Too much demolition of downtown buildings
14	2	Lack of communication and coordination among groups
14	2	Poor pedestrian lighting in neighborhoods
14	2	Trains
14	2	Condition of infrastructure
19	1	Concentration of certain uses- taverns & XXX
19	1	The west side is not a part of downtown
19	1	Pleasure boats blocking the bridges all summer
22		Perceived/actual gangs and gang types in the mall
22		Poor circulation system/chopped up (Monroe)
22		Large truck traffic
22		Mixed-use expansion - influence upon neighborhood
22		Homeless shelters downtown
22		Parking prices and 1 hour meters
22		Boundary perception: river divides city
22		East side vs. West side - it's a reality
22		Need to bring the two sides together with events
22		School issues: traffic
22		Lack of historic pattern to public access to river
22		Safety & vandalism

Downtown Green Bay Design Plan

10/23/96 GREEN BAY PUBLIC MEETING ISSUES

RANK	POINTS	ISSUES
1	22	Circulation is a rat maze - confusing, dark, dead ends, one way.
2	20	Presence of coal piles
3	17	Draw community events downtown
4	15	Coal dust: health issues
5	12	No plan-give ramps to mall, let private decisions direct downtown change
6	11	Accountability of landowners and landlords
7	7	Parking tickets and meters downtown
7	7	Safety concerns
9	5	Park needed downtown
10	4	Previous plans didn't work; how will this one work
10	4	Lack of nice places (parks)
10	4	Downtown is not inviting or attractive
10	4	Not bicycle compatible or interactive
10	4	Downtown needs attractions for residents
15	3	Poor neighborhood conditions; relate to little downtown investment
15	3	Youth murals
15	3	Vandalism - action on bad landlords and renters
15	3	Open space on Washington
15	3	No activities for 16-20 year olds
20	2	Downtown feels like the remains of a war zone; not pedestrian friendly
20	2	Lack of specialty shops
20	2	Need programs to help homeowners
20	2	Mall needs redone
24	1	Paths along river with seating
24	1	Need festivals downtown
26		Concerns on government planning
26		Lack of grocery stores
26		Lack of smoke free establishments
26		Media sees area as "inner-city": negative connotation
26		Little local ownership in downtown
26		Lack of cultural identity downtown
26		Safety in alley and vacant areas
26		Old structures not rehabilitated because of cost and code restrictions
26		Air quality
26		Lack of information to middle income
26		Acquire old NW Engineering property
26		Low percentage of home ownership
26		More ethnic diversity in ownership
26		Lack of gateway feature for downtown
26		Main street needs to be downtown

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A Strategic Vision for Green Bay's Downtown



Public Workshop Report for August 29th Event

The Planning Team, including City staff, Lakota, TY Lin, and Goodman Willams Group conducted the second Community Workshop on Thursday August 29th, from 6:00 to 8:00 p.m. at the Neville Public Museum. The purposes of this second workshop were to build on the input received at the first workshop and stakeholder interviews and collect more specific information regarding the downtown. In advance of the workshop, the team identified specific topics they wanted to receive more input on: the desired future role of the downtown, challenges related to transportation and moving through the downtown, and the preferred character of the downtown.

Upon entry to the workshop, participants were asked to sign-in and complete a brief survey to identify the general demographics of the participants. Based on the sign-in sheet, 123 people attended the workshop. Only 57 participants filled out the demographics survey. Survey results are attached at the end of this summary.

Based on the survey results, there was a wide range in age and background in attendance at the event.



The Workshop started with a presentation that provided an overview of initial findings and analysis. This discussion also included common themes collected at the first public workshop.

Following the presentation, participants were able to provide feedback at three separate stations:

- Future mission/role of the downtown
- Transportation barriers and missing linkages
- Visual preference survey

Future mission/role of the downtown

Participants were presented with seven separate boards at this station. Each one described, with narrative and representative imagery, a possible mission or role for the future of the downtown. Participants were provided with three green stickers to be used to vote on which missions or roles they supported. They were also given one red sticker that they could choose to indicate a mission or role that they would not support.



Based on the overall number of stickers, it appears that 100 people participated in this activity. The highest rated board was the mission of creating a downtown that provides for the next generation of Green Bay residents. This concept received 70 green stickers and no red stickers. This concept includes ideas for making the downtown more vibrant, with increased bikeability and walkability, proximate residential, and other amenities desirable for recent graduates and young professionals.

The second highest rated concept was for the downtown to be a cultural center for the region. The board received 68 green stickers and no red stickers. This includes increased music, theater, arts and other cultural opportunities.

The third highest rated mission/role board was for the downtown to house more residential density. The board received 51 green stickers and no red stickers. The support for this board relates well to the support for appealing to the next generation, and the growing desire for residential opportunities in the downtown that has been expressed at stakeholder interviews.

The remaining concepts all received significantly fewer positive votes, between 22 and 32, and all received at least one negative vote. There seems to be support for these concepts, and should not be completely disregarded in the future. Additionally, while the boards worked to convey one singular concept, in reality, all the concepts are interrelated to different levels and support each other. For example, increased residential and next generation support imply easy access to jobs and shops, creating a mixed-use walkable downtown.

Images of all boards following voting are attached.

Transportation barriers and missing linkages

At the second station, participants were presented with three aerial photographs of the downtown. For each board, participants were asked to mark-up any barriers or missing linkages related to three modes of transportation: transit, bikes, and pedestrian.

Mark-ups were summarized in cleaned-up exhibits attached to this document. The following is a summary of the mark-ups and discussion that occurred between participants and members of the team.



Bicycle

Barriers:

- Travel westward from the Broadway district is difficult.
- Freight trains west of the Fox River restrict east/west travel and access to the river front.
- The Fox River and East River form barriers to travel, particularly the Fox River due to its width.
- Monroe Ave. acts as an east/west barrier through downtown.
- Monroe Ave. is a difficult crossing point over the East River for bicyclists/pedestrians.
- Mason St. is a difficult crossing point over the Fox River for bicyclists/pedestrians

- Mason St. acts as a barrier as many of the local streets do not cross it. Streets where additional/improved crossings were suggested include:
 - Broadway St.
 - Jefferson St.
 - Madison St.
 - Jackson St.
 - Quincy St.
- Main St. east of Monroe Ave – bike lane ends.
- Access to westbound Main St. from northbound Washington St. was noted as being difficult for bicyclists.
- Adams St. not connecting to Main St. was noted as a barrier to north/south travel.
- Webster Ave. was noted as a poor crossing point for the East River.
- Bike trails were suggested along the western bank of the Fox River and the north bank of the East River.
- Washington St. was noted as being difficult for bicyclists to travel along.
- Walnut St. was noted as being difficult for bicyclists.
- The Walnut St. bridge over the Fox River was noted as being a difficult crossing for bicyclists.
- Create a Fox River crossing to connect Arndt St. and Flatly Ct.
- The intersection of Washington St. and Walnut St. was noted as being a difficult intersection where bicyclists use the sidewalk.
- Create a bike lane along Monroe Ave./University Ave. to cross the East River.
- Improve access to University of Wisconsin Green Bay and Bay Beach.

Other Comments

- Lack of shower facilities.
- The bike path under Mason St. along Washington St./Adams St. needs to be smoother.

Pedestrian

Barriers:

- Monroe Ave bridge crossing over the East River is difficult for pedestrians (also noted in *Bicyclist* section).
- Webster Ave. bridge crossing over the East River is difficult for pedestrians.
- Main St. bridge, crossing the Fox River, is difficult for pedestrians.
- Pedestrian access to Main St. from Washington St./riverfront is limited (also mentioned in *Bicyclist* section). Additional signs and stairs connecting Main St. to the riverfront were suggested.
- Mason St. was noted as a barrier to north/south pedestrian travel (see *Bicyclist* section for recommended crossing points).
- Train tracks on west side of Fox River act as a barrier (also noted in *Bicyclist* Section).
- Lack of through connection at Pine St. and Adams St.
- Lack of pedestrian connection at Hubbard St. and Chestnut Ave.
- Create a river crossing to connect Arndt St. and Flatly Ct. (also noted in *Bicyclist* Section).
- Pearl St./Donald Driver Way needs crosswalks installed at the intersection with Main St.
- Bodart St. between Jackson St. and Cherry St. can feel unsafe due to taverns.
- Sidewalks need to be installed on Main St. east of Jackson St.
- Sidewalks need to be installed on University Ave. East of Quincy St.

- Southwest area near the Broadway St./ Mason St. intersection can be uncomfortable for pedestrians.
- Traffic calming (stop sign or speed humps) should be installed at Broadway St. and Hubbard St.
- The berm between the Fox River and Hubbard St. should be leveled to improve access to the riverfront.

Other Comments

- Shrink the visual distance across the Fox River by creating additional piers between Walnut St. and north of Main St.
- The parking lot northeast of Washington St. and Cherry St. should be converted into a bicycle/pedestrian core.
- Install decorative lighting on the bridges.
- Install wind barriers on the bridges.
- Downtown needs more pedestrian awareness signs installed throughout.
- Driver education needs to be improved.
- Improve street lighting.
- Create a pedestrian bridge over the Fox River at Porlier St.
- Ensure Americans with Disability Act (ADA) compliance.

Transit

Comments

- Train tracks on west side of Fox River act as a barrier (also noted in *Bicyclist & Pedestrian* sections).
- More direct transit routes to University of Wisconsin Green Bay are needed.
- Bring street cars back to downtown.
- Improve transit access to the bay.
- Regional bus service is needed.
- Weekend service should be expanded.
- A link between the FRT and Whitney Park should be created across Main St. at Jackson St.

Summary

The identification of barriers to bicycle, pedestrian and transit modes of transportation is a useful exercise to begin the identification of action strategies for improving alternative forms of transportation.

Visual preference survey

Participants at the third station were presented with nine boards. Each board contained six or seven images representing a range of built examples supporting a common theme. The nine themes were:

- | | |
|---------------------------|-------------------------|
| • Branding | • Riverfront |
| • Historic & Adaptive Use | • Storefronts & Facades |
| • Mixed-use | • Transportation |
| • Office | • Urban Amenities |
| • Residential | |

Participants were provided with a ballot to rate each image on a scale from -2 to +2. 62 completed ballots were tabulated and average scores were developed for each image. Team members noticed that many couples used one ballot in voting. This, along with the amount of time necessary to rate all the images, could account for the drop-off in number of completed ballots relative to the overall attendance and the participation at the Mission/Role station. The images along with their corresponding average score are attached. Lakota reviewed the scores and the following is a summary of common themes and key take-aways.



Branding: Branding imagery included wayfinding signage, gateway markers, and banners. All of the images presented received positive, but generally low scores. The highest score was a 0.94 for a multi-colored directional sign identifying districts within a downtown. Based on this and the input received a stakeholder interviews, it does not appear that branding and identity are a high priority currently. There may be support for some amount of directional signage, if handled appropriately with the desired character of the downtown.

Historic & Adaptive Use: Images on this board showed a range of local and regional examples of historic buildings and adaptive use of existing buildings. These images all scored very positive, with the lowest scoring image earning a 1.14. An image of the downtown YMCA building scored 1.70, an image of the Northland Hotel scored 1.64 and an image of the Farmers Exchange building scored 1.41. Based on stakeholder interviews and input from the first public workshop, these scores indicate a strong support for historic preservation in the downtown as well as support for preservation and adaptive use of buildings within the downtown. The comments provided by participants indicated a concern that a large amount of history and character have already been lost from the downtown through the removal of existing buildings, creating an increased importance in retaining remaining buildings and character.

Mixed-Use: The images shown on this board included representative mixed-use buildings, generally with commercial uses on the first floor and office or residential on the upper-floors. Most of the images received positive scores. The one negative score showed an eight-story building and received a -0.15. This building lacks articulation, trees or streetscape, and a well-defined first-floor character. The highest scoring image was the Berners Schober Building on the southeast corner of Adams and Pine Streets. Based on previous public input and specific comments provided on this image, this score seems to support preservation of the existing character and buildings of the downtown. The remaining photos scored favorable, with higher scores for buildings that had a more clearly activated first floor.

Office: Images on this board showed a range of office uses. Scores ranged from negative to positive. The lowest scoring image, receiving a -0.66, was of a two-story glass and brick building with limited architecture and surface parking in front. The one comment provided indicated it was “too suburban.” The highest scoring image, receiving a score of 0.92, was an eight-story contemporary glass and brick building set with trees and landscape in front. Of the remaining images, it appears that low-rise buildings and buildings with surface parking in front score poorer. The Nicolet Bank building received a relatively positive score of 0.88.

Residential: This board included images of different scales of residential buildings, ranging from infill single-family to seven-story multi-family. The one image that received a negative score was the River's Edge Apartments at the northeast corner of Museum Place and Walnut Street, with a -0.55. The one comment provided on this specific image commented that it is "out of place." The remaining images all received scores between 0.60 and 0.87. There did not seem to be a noticeable difference in scoring due to materials or size of the buildings. It is surprising that scoring on residential was not higher given that residential was one of the top three choices at the Mission/Role station. More exploration and testing may be needed in future phases of the project to better understand what character and types of products stakeholders and residents would like to see in the downtown.

Riverfront: The images on this board included photos from Green Bay and the Midwest of waterfronts and bridges. In general, the images received high scores, which is not surprising given that the Fox River has been cited as one of the most important features of the downtown at the first workshop and in stakeholder interviews. The only image to score negatively, with a -1.29, was the existing Walnut Street bridge. Conversely, a photo of a bridge with pedestrian scale lighting and signage scored 1.46. This supports input received at the Transportation station that pedestrian enhancements to the downtown bridges is a high priority. This board also included the highest scoring image of the whole station. An image of a downtown riverfront park, from Columbus, Ohio, received a 1.89. This, along with the high score of an image of the CityDeck, indicates that a range of active riverfront uses, both more landscaped/natural and urban is desired.

Storefronts & Facades: On this board, images were presented of a range of retail storefronts, including examples from Broadway and Washington Streets. The only image to receive a negative score was of a one story pharmacy with surface parking in front, with a -0.67. This indicates a negative reaction to more traditional suburban type storefronts and retail within the downtown. Based on the remaining scores and the comments provided, the preference is for more activated storefronts with authentic materials and traditional character.

Transportation: This board included images representing a variety of transportation related enhancements and amenities. The scoring indicates a strong support for bicycle enhancements, including protected bike trails or cycle tracks and bike parking. The only negative score, with a -0.83, was for a surface parking lot. The remaining images of parking structures and screened parking lots received a range of lower positive scores. This along with input from stakeholders, appears to indicate that while parking is necessary to the downtown, it should be incorporated into the downtown in a way to minimize the visual impacts.

Urban Amenities: Images on this board showed a range of urban amenities, mostly focused on additional pedestrian activated spaces. The images all received high positive scores, with most of them in the range of 1.32 to 1.65. The scores support additional pedestrian and open spaces in the downtown that include a mix of activated spaces and landscape.

GB Demographics Survey



1. Which category below includes your age?

		Response Percent	Response Count
17 or younger		0.0%	0
18-20		1.9%	1
21-29		23.1%	12
30-39		25.0%	13
40-49		5.8%	3
50-59		25.0%	13
60 or older		19.2%	10
answered question			52
skipped question			6

2. Household income range

		Response Percent	Response Count
\$20,000 or below		7.0%	4
\$20,000 - \$35,000		15.8%	9
\$35,000- \$50,000		15.8%	9
\$50,000- \$75,000		21.1%	12
\$75,000- \$100,000		10.5%	6
\$100,000- \$150,000		21.1%	12
\$150,000 or more		8.8%	5
answered question			57
skipped question			1

3. What is your Community of Residence?

		Response Percent	Response Count
Green Bay		72.7%	32
Astor Park		11.4%	5
Broadway District		9.1%	4
Navarino		6.8%	3
Other (please specify)			9
answered question			44
skipped question			14

4. Are you a Resident or Employee of Downtown Green Bay?

		Response Percent	Response Count
Resident		15.8%	9
Employee		17.5%	10
Both		47.4%	27
Neither		19.3%	11
answered question			57
skipped question			1

5. How many members are in your Household?

		Response Percent	Response Count
1		22.8%	13
2		50.9%	29
3		14.0%	8
4		8.8%	5
5		3.5%	2
6+		0.0%	0
answered question			57
skipped question			1

6. How did you hear about Workshop?

		Response Percent	Response Count
Social Media - Facebook or Twitter		35.2%	19
Mail		11.1%	6
Work		11.1%	6
TV		13.0%	7
Word of mouth		29.6%	16
	Other (please specify)		5
answered question			54
skipped question			4

Q3. What is your Community of Residence?

1	Michigan	Sep 5, 2013 4:08 PM
2	River Side Place	Sep 5, 2013 4:03 PM
3	Scott	Sep 5, 2013 4:01 PM
4	Scott	Sep 5, 2013 3:59 PM
5	Bellevue	Sep 5, 2013 3:56 PM
6	Allouez	Sep 5, 2013 3:54 PM
7	Sturgeon Bay	Sep 5, 2013 3:52 PM
8	Brown Co	Sep 5, 2013 3:50 PM
9	Oneida	Sep 5, 2013 3:43 PM

Q6. How did you hear about Workshop?

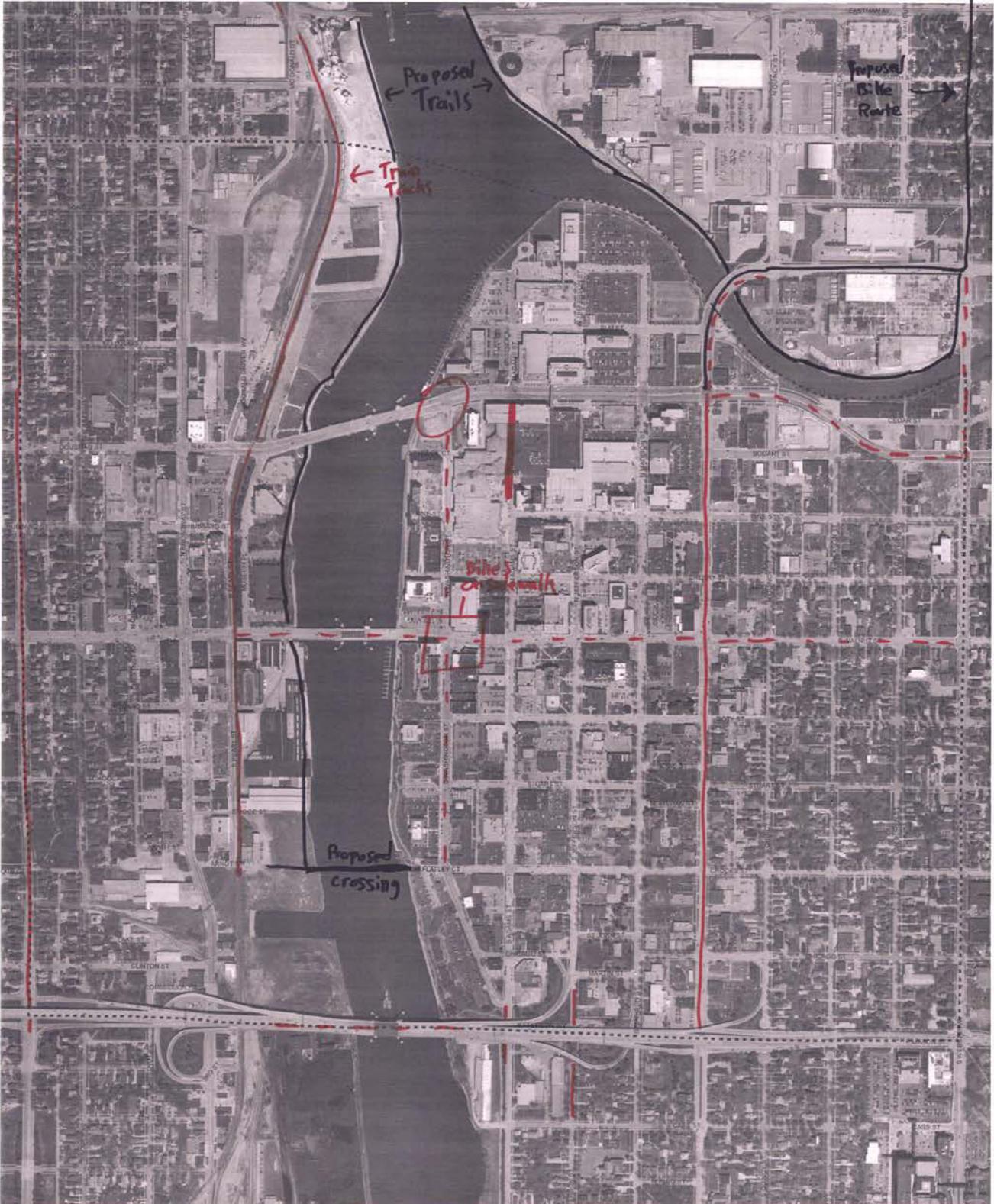
1	I'm an Alderman	Sep 5, 2013 4:06 PM
2	Board Member	Sep 5, 2013 4:04 PM
3	Intuition	Sep 5, 2013 4:03 PM
4	Mayor	Sep 5, 2013 4:02 PM
5	City Council Member	Sep 5, 2013 4:01 PM



MARK THE FOLLOWING WITH THE MARKERS PROVIDED:

*Missing links/connections, Barriers to important places,
Areas where you do not feel safe/comfortable*

To Bay Beach
& UWGB



- COMMENTS:
- Driver Education needed
 - Downtown needs more "Yield to Pedestrians" (and other Ped. Safety Signs) Signs throughout
 - Bridges need wind barriers
 - Install decorative lighting on Bridges

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Pedestrian



MARK THE FOLLOWING WITH THE MARKERS PROVIDED:

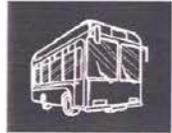
Missing links/connections, Barriers to important places, Areas where you do not feel safe/comfortable



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Transit

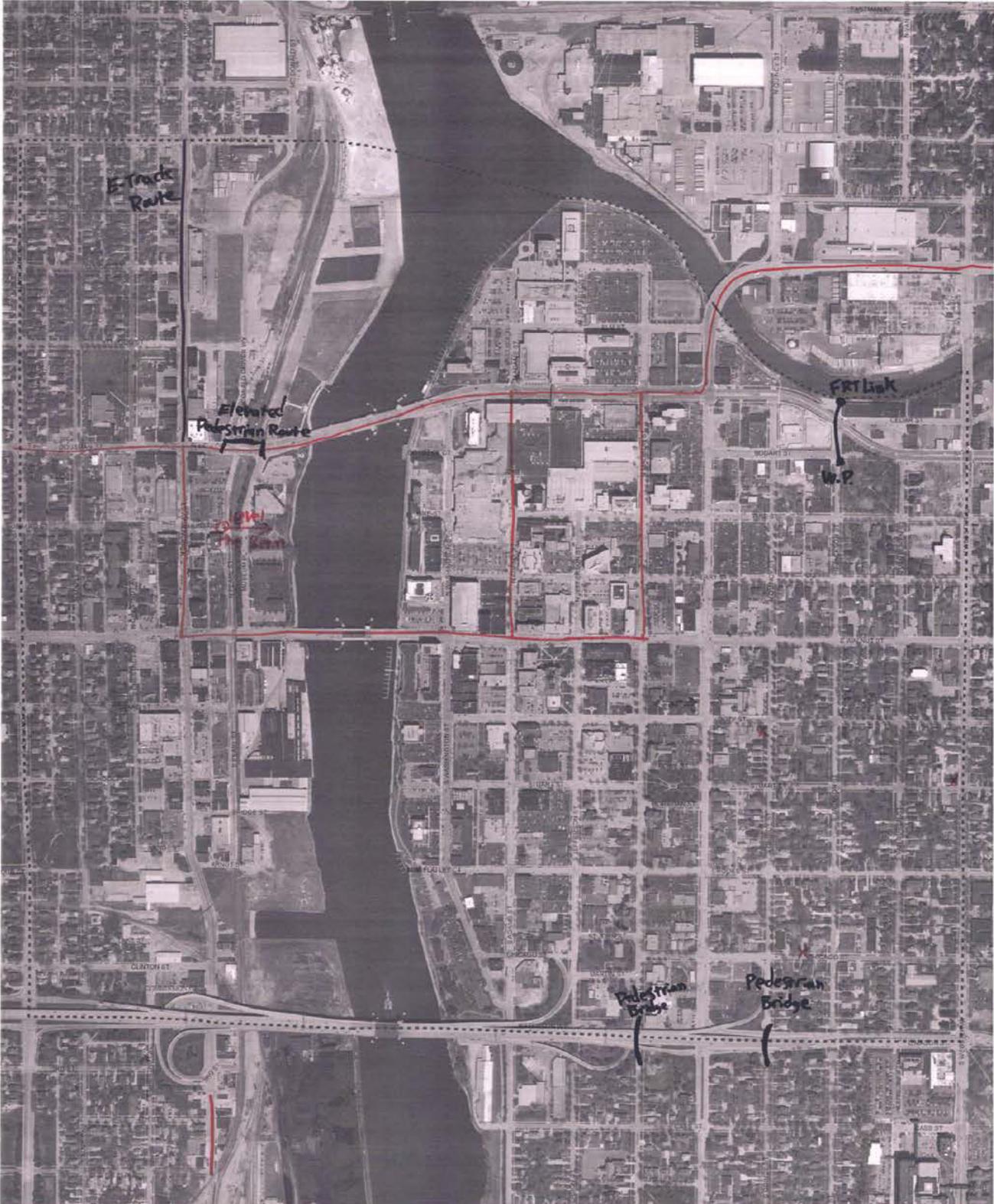


Comments:

- More direct Transit to UWGB
- Bring Street Cars Back to Downtown
- Improve Access to The Bay
- Weekend Service
- Regional Bus Service

MARK THE FOLLOWING WITH THE MARKERS PROVIDED:

Missing links/connections, Barriers to important places, Areas where you do not feel safe/comfortable



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VISUAL PREFERENCE SURVEY BRANDING

BR-01

WAYFINDING SIGNAGE



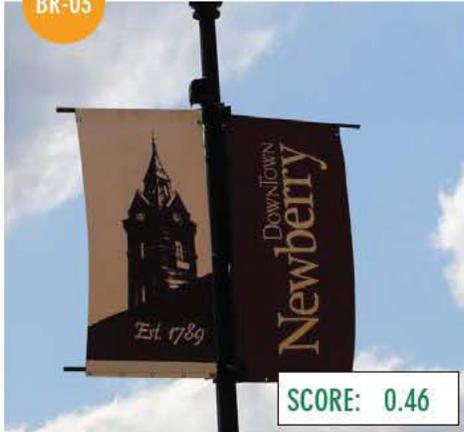
BR-02

PERMANENT BANNERS



BR-03

TEMPORARY/SEASONAL BANNERS



BR-04

KIOSK



BR-05

HISTORICAL/ INFORMATIONAL MARKERS



BR-06

WAYFINDING SIGNAGE



BR-07

GATEWAYS



BR-08

GATEWAYS



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VISUAL PREFERENCE SURVEY HISTORIC & ADAPTIVE USE

HA-01

PRESERVATION OF HISTORIC STRUCTURES



SCORE: 1.70

HA-02

CONVERSION OF HISTORIC STRUCTURES



SCORE: 1.53

HA-03

CONVERSION TO LOFTS



SCORE: 1.14

HA-04

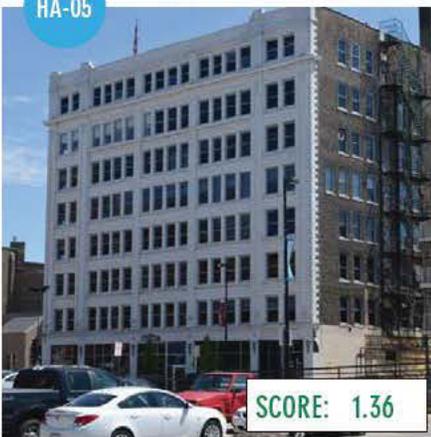
RE-USE OF SIGNIFICANT BUILDINGS



SCORE: 1.64

HA-05

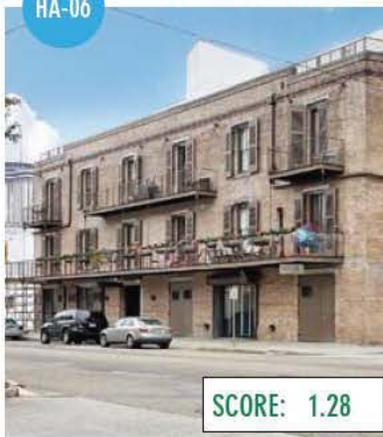
PRESERVATION OF SIGNIFICANT BUILDINGS



SCORE: 1.36

HA-06

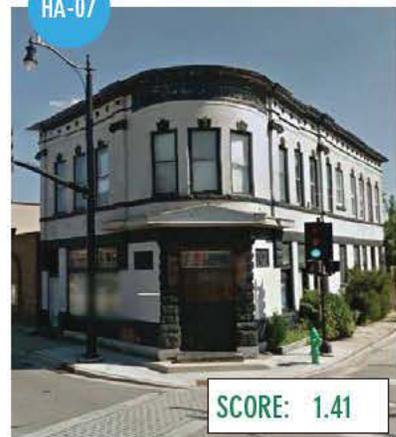
RESIDENTIAL RE-USE OF HISTORIC STRUCTURES



SCORE: 1.28

HA-07

RE-USE OF EXISTING STRUCTURES



SCORE: 1.41

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VISUAL PREFERENCE SURVEY MIXED USE

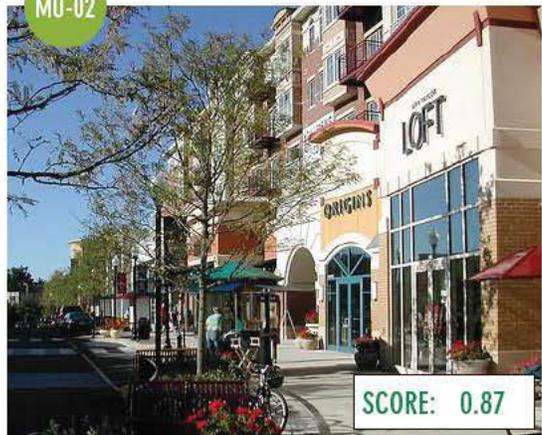
MU-01

LOW-RISE MIXED-USE



MU-02

LOW-RISE MIXED-USE



MU-03

MID-RISE MIXED-USE



MU-04

LOW-RISE MIXED-USE



MU-05

LOW-RISE MIXED-USE



MU-06

MID-RISE MIXED-USE



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VISUAL PREFERENCE SURVEY OFFICE

OF-01

MID-RISE OFFICE BUILDING



SCORE: 0.88

OF-02

LOW-RISE OFFICE BUILDING



SCORE: -0.10

OF-03

LOW-RISE OFFICE BUILDING



SCORE: -0.66

OF-04

MID-RISE OFFICE BUILDING



SCORE: 0.33

OF-05

MID-RISE OFFICE BUILDING



SCORE: 0.92

OF-06

MID-RISE OFFICE BUILDING



SCORE: 0.73

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VISUAL PREFERENCE SURVEY RESIDENTIAL

RE-01

MID-RISE MULTI-FAMILY



SCORE: 0.87

RE-02

LOW-RISE MULTI-FAMILY



SCORE: -0.55

RE-03

INFILL/REHAB SINGLE FAMILY



SCORE: 0.77

RE-04

MID-RISE MULTI-FAMILY



SCORE: 0.70

RE-05

TOWNHOMES



SCORE: 0.77

RE-06

LOW-RISE MULTI-FAMILY



SCORE: 0.60

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VISUAL PREFERENCE SURVEY RIVERFRONT

RF-01

BOARDWALK



SCORE: 1.73

RF-02

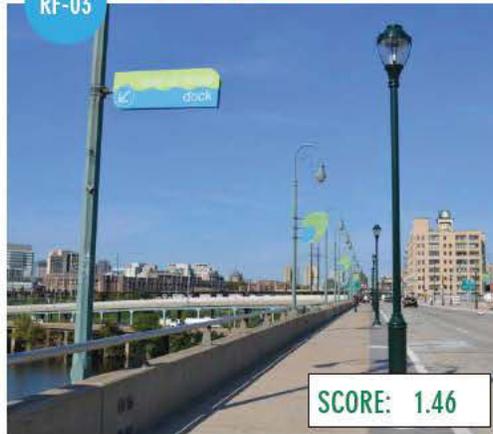
TRANSIENT BOAT DOCKS



SCORE: 1.27

RF-03

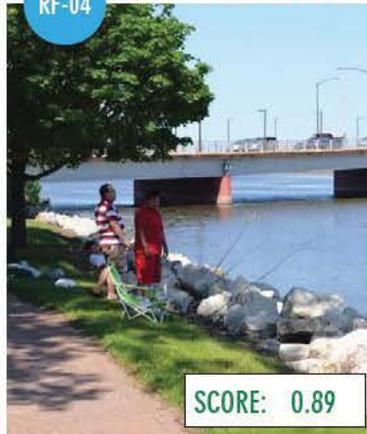
BRIDGE WITH
PEDESTRIAN ELEMENTS



SCORE: 1.46

RF-04

EROSION
PROTECTION ROCK EDGE



SCORE: 0.89

RF-05

GREAT LAKES
SHIPPING TOURISM



SCORE: 0.59

RF-06

BRIDGE WITHOUT
PEDESTRIAN ELEMENTS



SCORE: -1.29

RF-07

MULTI-USE RIVERFRONT PARK



SCORE: 1.89

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VISUAL PREFERENCE SURVEY STOREFRONTS & FACADES

SF-01

FULL GLASS STOREFRONTS



SF-02

COLORFUL FACADES



SF-03

RUSTIC MATERIALS



SF-04

HALF-GLASS STOREFRONTS



SF-05

TYPICAL DOWNTOWN FACADES



SF-06

GLASS STOREFRONTS



TR-01

OFF ROAD BIKE TRAIL



SCORE: 1.25

TR-02

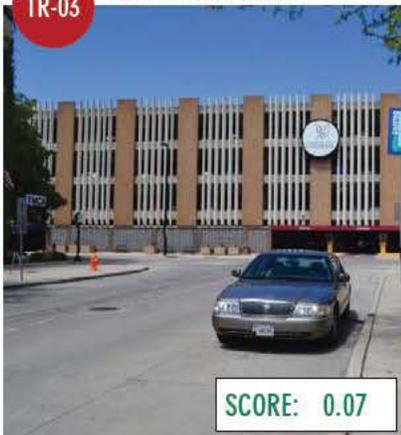
CYCLE TRACK



SCORE: 1.34

TR-03

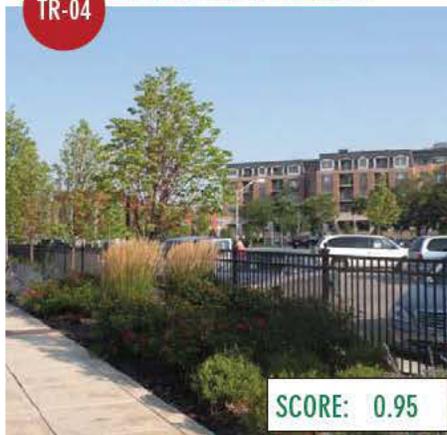
PARKING GARAGE



SCORE: 0.07

TR-04

LANDSCAPED SCREENING



SCORE: 0.95

TR-05

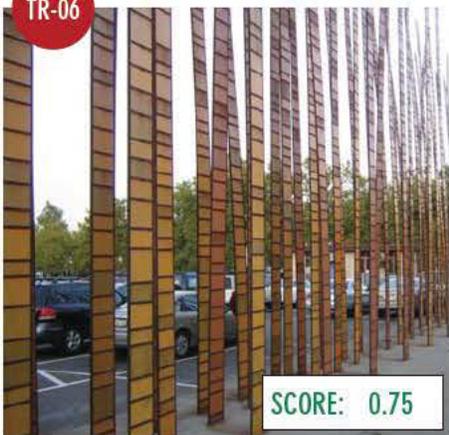
SURFACE PARKING



SCORE: -.83

TR-06

ARTFUL PARKING SCREENING



SCORE: 0.75

TR-07

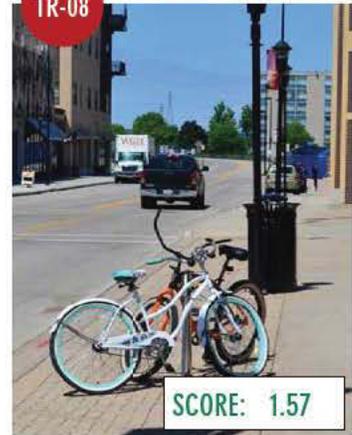
LOW PARKING STRUCTURE



SCORE: 0.39

TR-08

BIKE PARKING



SCORE: 1.57

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VISUAL PREFERENCE SURVEY URBAN AMENITIES

UA-01

OPEN CENTRAL GREENSPACE



SCORE: 1.65

UA-02

CURB BUMP-OUT FOR CAFE SPACE



SCORE: 1.57

UA-03

HANGING RETAIL SIGNAGE



SCORE: 1.32

UA-04

PARKLET DINING



SCORE: 1.39

UA-05

PUBLIC PLAZA



SCORE: 1.51

UA-06

PROGRAMMABLE OPEN SPACE



SCORE: 1.58

UA-07

BUMP-OUTS AS GREEN INFRASTRUCTURE



SCORE: 0.88

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A Strategic Vision for Green Bay's Downtown

Public Workshop Report for October 16th Event & Follow-up Online Survey

PUBLIC WORKSHOP

The Planning Team, including City staff, Lakota, TY Lin, and Goodman Williams Group conducted the third Community Workshop on Wednesday October 16th, from 6:00 to 8:00 p.m. at the Brown County Library. An additional public workshop was conducted by City of Green Bay staff on Saturday November 16th at the Neville Public Museum. The purpose of the third public workshop was to present and solicit feedback from the participants on a series of alternate concepts and strategies for the downtown. The workshop began with an approximately 40-minute long presentation which included a summary of previous steps, input gathered from the second public workshop, and an overview of the concepts and strategies developed for the downtown.

Following this presentation, participants were able to review the concepts and strategies in more detail at a series of stations. Participants were provided ballots to record their input, thoughts and preferences. Members of the project team were available to answer questions. Based on the sign-in sheet at the October 16th event, 49 people attended the workshop. 38 participants filled out ballots analyzing the concepts. For the November 16th event, 33 people signed the sign-in sheet and 23 completed ballots were turned in.



Concepts were organized into three categories (the workshop presentation and the individual concepts are available for review on the project website):

- Opportunity Sites: Development concepts for key catalytic sites within the downtown
- Policies and Programs: Concepts and strategies for policies and programs that would enhance targeted areas within the downtown.
- Public Improvements: Concepts for enhancing areas, like roadways and river edges, which are within the public realm.

Participants were asked to rate the importance of each concept to the downtown, with the choices being: high, medium, low or not at all. Based on the tabulation of the ballots collected, most concepts were well received. A summary table of the ballots is provided below.

TABLE 1: WORKSHOP #3 BALLOT TABULATION (FROM 61 SUBMITTED BALLOTS)

			Importance			
			High	Medium	Low	Not At All
Development Concepts	DC1	Downtown Core - Town Square	46.6%	29.3%	17.2%	6.9%
	DC2	Downtown Core - Pine Street Extension	67.8%	23.7%	6.8%	1.7%
	DC3	Larsen Green - Neighborhood	55.2%	24.1%	15.5%	5.2%
	DC4	Larsen Green - Campus	43.1%	31.0%	17.2%	8.6%
	DC5	Monroe Corridor	47.5%	42.4%	10.2%	0.0%
	DC6	Broadway District Parking	30.0%	61.7%	6.7%	1.7%
Programs & Policies	DC7a	Neighborhood Infill A - S.F./Duplexes	20.7%	46.6%	29.3%	3.4%
	DC7b	Neighborhood Infill B - Townhomes	38.6%	45.6%	12.3%	3.5%
	DC8a	Downtown Infill A - Office	29.6%	44.4%	18.5%	7.4%
	DC8b	Downtown Infill B - Mixed-use	29.6%	51.9%	16.7%	1.9%
Public Improvements	PI1	Bridge Enhancements	65.5%	19.0%	15.5%	0.0%
	PI2	Shoreline Enhancements	55.9%	35.6%	6.8%	1.7%
	PI3	Hubbard Promenade/Overlook	28.8%	50.8%	20.3%	0.0%
	PI4	Washington Street Protected Bike Lanes	50.0%	26.8%	16.1%	7.1%
	PI5	Washington Street Angled Parking	19.6%	32.1%	32.1%	16.1%
	PI6	One-way to Two-way Street Conversions	40.0%	40.0%	12.7%	7.3%
	PI7	Walnut Street Road Diet	38.9%	38.9%	18.5%	3.7%
	PI8	Focal Nodes	31.6%	35.1%	19.3%	14.0%

	= Highest percentage category
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The best performing concepts from the evening were the Pine Street Extension Concept for the Downtown Core and the Bridge Enhancements Concept. The Pine Street Extension Concept showed Pine Street reconnected between Adams and Washington Streets and a new full-block town square located north of Pine between Adams and Washington. The Bridge Enhancement Concept envisioned the Walnut and Main Street Bridges being enhanced with pedestrian scale lights, banners, hanging baskets and architectural lighting.

Several other concepts were indicated as highly important by the majority of participants, including:

- Larsen Green Neighborhood Concept: A mixed product type residential infill concept for the Larsen Green development site.
- Neighborhood Infill – Townhomes Concept: A concept to allow or encourage townhomes as a way to infill and increase density in neighborhoods within the downtown.

- Shoreline Enhancements Concept: A series of naturalized enhancements to the west side of the Fox River between Walnut and Main Streets.
- Washington Street Protected Bike Lanes Concept: Modifications to the Washington Street roadway to create protected bike lanes, while maintaining two-way traffic flow and on-street parking.
- One-way to Two-way Street Conversions: Restriping of Madison and Jefferson Streets to allow for on-street bike lanes and convert the roads from one-way to two-way traffic.

ONLINE SURVEY

The project team identified the desire for additional input beyond what was collected at the workshop, so an online survey was prepared to collect additional information. The survey was organized to solicit input on both preference and importance. Due to the amount of information covered, the survey was offered in a short version and a more detailed version, to allow participants to choose how much time they were able to commit.

The survey was made available online from November 7th to November 20th. A link to the survey was provided on the project website and announcements were sent out to the project mailing list, and through Downtown Green Bay Inc.'s weekly email newsletter. Of the 424 surveys started, 281 were completed. This total was above the project team's expectation and similar or better to comparable planning projects. Of the surveys completed, 46% were the short version and 54% were the detailed version.

A full report of the survey questions and results can be found at the end of this document. Below are the major highlights of the results.

Downtown Core

The Pine Street Extension concept was favored over the other concept for this site by a margin of 72% to 28%. When asked how important the Pine Street Extension concept was, 57% of all surveyed indicated it was of high importance. Of those taking the survey who specifically picked the Pine Street Extension as their preferred concept, 71% indicated it was of high importance. The more detailed survey asked participants to indicate what type of timing was appropriate for this project. Of all responding, 45% chose "The City should aggressively work to make this concept a reality" and 41% chose "I like the concept and would be happy to see it accomplished in the next five to ten years." However, for only those who selected the Pine Street Extension concept, preference for the aggressive timing drops to 44% and the preference for a five to ten year timing grows to 44%, which shows an understanding that this concept is more challenging to accomplish in a short time frame amongst those who prefer it.

Participants were also asked what activities or features they would like to see in a town square. The preferred options included open lawn, amphitheater, public art and seasonal ice skating rink. The one option that scored poorly, relative to the other options, was a playground.

Larsen Green

For this site, the two concepts (neighborhood and campus) presented received similar amounts of support. 38% of participants indicated a high importance for the neighborhood concept and 39% indicated medium importance. For the campus concept, 34% indicated high importance and 39%

indicated medium importance. When asked what uses would be acceptable on this site, most were favorable towards restaurants, small retail shops, mixed-use, institutional uses and higher density residential. Light industrial, duplexes and single-family uses were generally seen as not acceptable for the site. In terms of importance and priority, residential was the highest, followed by retail and cultural.

Monroe Corridor

As there were not alternate concepts for this site, the online questions focused on appropriate land uses. Most participants were supportive of a wide range of land uses on the corridor, with restaurants, small retail and mixed-use regarded as most acceptable. Only light industrial was seen as not acceptable. When asked about importance and priority, residential was again the highest, followed by retail and office. Specific businesses that were highly desired included independent restaurants, a grocery store and a coffee shop.

Neighborhood Infill

In evaluating what types of residential would be appropriate for infilling downtown neighborhoods, 63% preferred the concept showing townhomes to 37% preferring the concept that show only single-family and duplexes. In the more detailed survey, participants were asked their opinion on increased density. 37% selected the answer that duplexes and townhomes should be allowed and 25% selected the answer indicating that duplexes and townhomes should be encouraged. Only 23% felt that the neighborhoods should remain single-family.

Downtown Core Infill

For infilling the downtown core, the preference was towards residential/mixed-use infill with 65% over office infill with 35%. Most uses were found acceptable, and residential, office and retail were seen as the most important.

Public Improvements

In the online survey, participants were asked to indicate the importance of four public improvement concepts and then prioritize them against the others. The following table details how the four concepts were ranked in terms of importance.

TABLE 2: ONLINE SURVEY PUBLIC IMPROVEMENTS IMPORTANCE

Concept	Importance			
	High	Medium	Low	Not at all
Bridge Enhancements	35.6%	35.6%	23.2%	5.6%
Shoreline Enhancements	61.8%	31.2%	6.0%	1.1%
Promenade and Overlook	43.7%	37.8%	16.1%	2.4%
Focal Nodes	36.3%	39.1%	18.3%	6.3%

	= Highest percentage category
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Similar to the workshop results, all the concepts were well received. However, in the online survey, more participants identified the shoreline enhancements concepts as having high importance. This was also supported by the results of a second evaluation where participants were asked to indicate priority. In this evaluation, shoreline enhancements were identified as the first priority, bridge enhancements as second, the Hubbard Street promenade and overlook as third and the focal nodes as fourth.

Roadway Improvements

A second set of public improvements focused on roadway specific concepts. Again, participants were asked to indicate their importance and then prioritize them against the others. One difference from the workshop evaluation was that streetscape enhancements for Washington Street was pulled out as a separate concept for evaluation. The following table details how the five concepts were ranked in terms of importance.

TABLE 3: ONLINE SURVEY ROADWAY IMPROVEMENTS IMPORTANCE

Concept	Importance			
	High	Medium	Low	Not at all
Washington Street - Protected Bike Lanes	47.1%	29.6%	15.7%	7.5%
Washington Street - Back-in Angle Parking	17.6%	31.2%	31.5%	19.7%
Washington Street - Streetscape Enhancements	49.6%	31.4%	15.7%	3.2%
One-way to Two-way Conversion (w/ bike lanes)	36.2%	33.3%	24.6%	5.8%
Walnut Street Road Diet	28.7%	34.9%	24.0%	12.4%

	= Highest percentage category
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Washington Street protected bike lanes and streetscape enhancements were both favored. In terms of prioritization, Washington Street protected bike lanes were first, Washington Street streetscape was second, one-way to two-way conversion with bike lanes was third, Walnut Street road diet was fourth and Washington Street back-in angled parking was fifth.

COMBINED WORKSHOP/ONLINE SURVEY RESULTS

While there were differences between the workshop ballot questions and the online survey questions, there were several questions that were consistent between the two formats. The totals for these questions have been combined and the results are summarized in the table on the next page. Generally, the ratings dropped with the addition of the online survey results, with the exception of shoreline enhancements and the Hubbard promenade and overlook, which both increased due to the strong support expressed in the online survey results.

TABLE 4: COMBINED WORKSHOP AND ONLINE SURVEY BALLOT TABULATION

			Importance			
			High	Medium	Low	Not At All
Development Concepts	DC1	Downtown Core - Town Square	32.4%	37.3%	23.5%	6.8%
	DC2	Downtown Core - Pine Street Extension	58.3%	24.7%	12.8%	4.2%
	DC3	Larsen Green - Neighborhood	40.4%	36.2%	17.4%	5.9%
	DC4	Larsen Green - Campus	35.7%	37.9%	18.8%	7.6%
Public Improvements	PI1	Bridge Enhancements	40.6%	32.7%	21.9%	4.7%
	PI2	Shoreline Enhancements	60.8%	32.0%	6.1%	1.2%
	PI3	Hubbard Promenade/Overlook	41.2%	40.0%	16.8%	2.0%
	PI4	Washington Street Protected Bike Lanes	47.6%	29.2%	15.8%	7.4%
	PI5	Washington Street Angled Parking	17.9%	31.3%	31.6%	19.1%
	PI6	One-way to Two-way Street Conversions	36.9%	34.4%	22.7%	6.0%
	PI7	Walnut Street Road Diet	30.4%	35.6%	23.1%	10.9%
	PI8	Focal Nodes	35.5%	38.4%	18.5%	7.6%

	= Highest percentage category
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CONCLUSIONS

Based on the input received from both the workshop and online survey, there are certain themes and direction that the project team can surmise:

- Most of the concepts developed were well received and should move forward into the Downtown Master Plan, although they should be reviewed and refined to ensure they are implementable, and given the appropriate prioritization and sequencing. The notable exception was the back-in angle parking concept for Washington Street.
- A few of the concepts received strong support and helped to create additional excitement for the future of the downtown. Specifically, the concept for a town square redevelopment in the downtown core and the enhancement of the west shoreline of the Fox River. These concepts should receive focused attention to determine how they can be advanced towards reality, even if implementation occurs over a longer time frame due to the complexity of these projects.
- Additional effort needs to occur in testing solutions for the Larsen Green site. While both concepts did well, comments from participants indicated there were components of both concepts that they liked, and there appears to be a need to further refine and test options for this site.
- For areas such as the Monroe Corridor, and areas of infill in residential neighborhoods or the downtown core, the public will accept a wide range of uses. Based on input, the character of any redevelopment in these areas is more important than specific uses. The Master Plan should address this by providing direction on how to create policies and regulations that will create

flexibility for a range of potential uses, helping these sites respond to market demands, while also providing guidance on character.

- As seen in feedback from the previous public workshops, strong support continues to be expressed relative to additional housing types in and around the downtown. Townhomes in particular are desired by the community as reflected in the responses to the Neighborhood Infill, Downtown Core Infill, and Larsen Green Neighborhood concepts.
- There is strong support for innovative bicycle amenities. While specific concepts have been presented and discussed, they should be planned and implemented in a cohesive way throughout the downtown. This will likely require the preparation of a separate Pedestrian and Bicycle Plan in the near-term.

AUTHENTICITY CITY

A Strategic Vision for Green Bay's Downtown

Public Workshop Report for December 12th Event

The Planning Team, including City staff and members of the Lakota team conducted the fourth Community Workshop on Thursday December 12th from 6:00 to 8:00 p.m. at the Neville Public Museum. The purpose of the fourth public workshop was to present the structure and components of the draft Master Plan and solicit feedback from the participants to confirm that the process continues to move in the appropriate direction. The workshop began with an approximately 60-minute long presentation which included an overview of the public participation to date and the results of the online survey, review of draft Master Plan vision and goal statements, discussion of the Master Plan components and recommendations, and information about implementation strategies for the Plan such as priorities and timing. Based on the sign-in sheet, 45 people attended the workshop.



Following this presentation, the group moved into a classroom space with several break-out tables. At each of the tables were large-format copies of the plan maps and graphics for review and discussion. Additionally, copies of the vision and goals were available for review and comment. Participants were organized at each table in groups of five to eight people, with a project team representative as a table facilitator. General questions were provided to help guide the conversation. The tables spent approximately 40 minutes discussing, and then all tables were asked to report back to the entire group. The following are the summaries of each table's major points.

TABLE 1

- Pleased that the City is preparing a plan – is important to have a plan, even if everyone does not agree completely on all points
- Generally supportive of the Master Plan direction, priorities seem appropriate
- Desire for historic character to be preserved, support for re-use of buildings where possible
- Preference for Larsen Green “A” concept – preference for townhomes to increase density
- Indicated there should be a goal in the Larsen Green development of a mix of live/work/shop
- One of the goals should be a thriving downtown, which creates the added benefit of more people and eyes on the street – increased safety
- Indicated that programs that encourage single-family rehab are important
- Downtown should consider dog owners and provide accommodations for them

TABLE 2

- Preference for Larsen Green “A” concept
- Single-family homes were not seen as appropriate in Larsen Green
- New retail should not be single-story in the Larsen Green development
- East-west connections between neighborhoods and downtown core are critical

TABLE 3

- Ensure that the Fox River is embraced
- Leicht Park could further work with the river through grade changes at the shoreline
- Could the bridge enhancements be more aggressive and draw people to the river?
- Supportive of transportation enhancement concepts – transit loop and increased frequency
- Plan might be over-emphasizing bike enhancements
- The town square may be over-sized and many of the elements may be achievable on a smaller scale

TABLE 4

- Not enough emphasis on education components
- Support streetscape and lighting, especially on the bridges, to create pedestrian-friendly environment
- Continue to enhance the river’s edge and continue CityDeck efforts
- Support for transit loop

TABLE 5

- Potential for extending riverfront trail on the west side of the river to make connections using local roads
- Town square was confirmed as a high priority, but the Baylake Bank building employees need to be maintained in the downtown
- Town square needs to connect and work with the CityDeck
- Shoreline enhancements on the west side of river are important.
- Could the Hubbard Street promenade include a pedestrian overpass over the tracks
- Bayshore in Milwaukee as a potential example for how Larsen Green development could work
- Need for architectural guidelines in the downtown to support and reinforce the character
- Monroe needs its own identity, through pocket parks or other amenities, to create the character
- Desire for additional marina space

TABLE 6

- Consider scaling back the town square concept
- Liked the potential for infill single-family in the Larsen Green development
- Need to identify live-work possibilities within the Master Plan
- Suggest bike rental facility that works jointly with other regional communities
- Wayfinding and signage indicated as important
- Supported more mixed-use in the downtown that brings more people and activity

CONCLUSIONS

Overall, the input and discussion supported the direction and content of the Master Plan. There are several specific comments that should be reviewed by the Planning Team and the Citizen Steering Committee and clarified for the final plan recommendations. For example, there appears to be a preference for townhomes on the Larsen Green site, but there are differing opinions on whether this is an appropriate location for a new single-family neighborhood. Additionally, some participants noted concern for the size of the town square concept.

The table discussions continued to show support for the same central themes that have been heard throughout the planning process and have become foundational to the plan that is being formulated. Participants confirmed the importance of the Fox River, historic preservation, pedestrian- and bicycle-friendliness, and the vibrancy and energy of the downtown. Discussions reflected a strong level of agreement on the top priority future development opportunities and public realm enhancements.