THE DOWNTOWN GREEN BAY DESIGN PLAN

VILLAGES & DISTRICTS

The downtown area is bounded by the East River on the northeast, Webster on the east, Mason and Adams on the southeast, 7th Street on the southwest, Ashland on the west, and Mather on the northwest. Within the downtown, a Central Activity Core has been identified, which further delineates a zone that contains the economic generators, community functions and unique retail and entertainment uses specific to downtown. This mix of uses provides the opportunity to enhance the vitality and energy of the core.

The downtown area has a variety of conditions and opportunities within its boundaries that creates the need for further development and distinction. Although the Central Activity Core is critical, it is also dependent on the success of the surrounding adjacent areas. Therefore, a series of urban villages and districts provide the framework for the design plan. The location of these villages and districts can be found on the front of this document.

URBAN VILLAGES

An urban village embodies a distinctively urban atmosphere. For this plan, a village is characterized by four primary features:

1. A village is urban in character.
2. Villages are places where people live, work, and spend leisure time.
3. A village is celebrated as distinctive.
4. Village uses are harmonious with other qualities and elements within the village.

TOWN SQUARE VILLAGE

Goal: The creation of a highly identifiable "heart" for the downtown, emphasizing a diversity of uses, and creating a sense of "place" for people.

As the "heart" of Downtown Green Bay, the Town Square Village is intended to personify a traditional small town square, a place in which the community identifies a central geographic focal point within downtown. The scale and architectural qualities of buildings in the village are comfortable and inviting to pedestrian activities. The primary core for this village is the block bounded by the Boston Store, Adams Street, Cherry Street and Washington Street. The space should accommodate a variety of activities in all seasons, such as small concerts, art fairs, ice skating, ice sculptures, Packer spirit rallies, and informal gathering of store patrons, business employees and residents utilizing downtown.

ENTERTAINMENT VILLAGE

Goal: The creation of a round-the-clock activity place (complementing the Town Square Village), by providing opportunities for business, leisure, and community activities.

The Entertainment Village should be developed and marketed as a regional attraction. Complementary activities, including restaurants, entertainment venues, retail, and open air markets should be encouraged to entice area residents and visitors to downtown. This village would provide entertainment options, and provide public gathering opportunities, create a memorable and enjoyable experience, and develop links to the riverfront. In particular, the Entertainment Village includes a variety of unique experiences and entertainment venues not found elsewhere in the greater Green Bay area.

BROADWAY VILLAGE

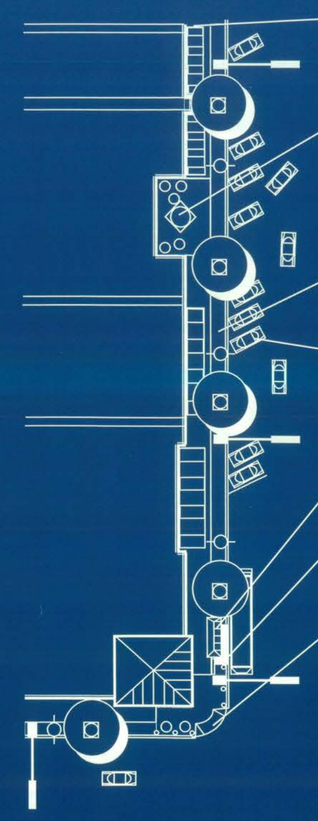
Goal: Provide opportunities for business ventures to operate in a distinctive environment and take advantage of opportunities provided by the character of the Broadway Corridor and the Fox River.

Broadway Village should be developed as a distinctive mixed-use corridor, providing opportunities for small neighborhood support or specialty businesses. Broadway Village should personify the traditional "Main Street" character, focusing primarily on the Broadway block face (except at key intersections that could extend a block deep). This village is a component of downtown, and provides a unique experience through the historical context of the village that complements other parts of downtown. Also critical in this village is retaining a mixture of uses, which provide employment opportunities for residents and add to the diversity of activity taking place in the village.

DISTRICTS

A district is identified with a primary function. Within districts there may also be more flexibility in the development requirements than is suggested in the villages because the focus is based on functional aspects of the district versus strong design elements. Districts may have one primary function, such as the Government District and the Convention District. Other districts may facilitate a variety of uses. These areas may be less pedestrian-oriented, accommodating business types and functions that would disrupt the urban continuity desired in the villages.

VILLAGE STREETSCAPE PRINCIPLES



Pedestrian Oriented Storefronts:
- Generous transparent windows
- Displays
- Weather protection - awnings, canopies

Defined Building Entrance and Additional Amenities:
- Recessed entrance
- Special paving treatments to accentuate building entrances
- Larger recessed areas provide opportunities for sidewalk cafe's or public gathering spaces

Urban Streetscape:
- Street trees, tree grates, shrubs, flowers
- Pedestrian lighting, accent paving (varies among urban villages)

On-Street Parking:
- Provides buffer zone between traffic and pedestrian movement
- Angle parking helps reduce vehicular traffic speeds (dependent upon right-of-way width and road function)

Transit Stops:
- Special design to reflect desired character of urban villages

Pedestrian Furniture:
- Locate to serve and reinforce pedestrian traffic patterns and gathering places
- Enhanced landscaping planters

Pedestrian Landing Zone:
- Accessible curb cuts
- Decorative bollards
- Reduction of curb radii - helps reduce vehicular traffic turning speeds
- Signalized crosswalk with signalized intersections

CONVENTION DISTRICT

Goal: Create a highly identifiable and viable convention center complex, serving the intrastate and interregional conference/meeting markets.

The Convention District should be developed as a regional destination point to facilitate conventions, conferences, special attractions and events. While the focus is on visitors, activities and uses are also intended to attract residents. This district should accommodate exhibit hall and conference center expansion, new lodging development, limited new support/commercial development, a marina, and a major regional attraction, such as a planetarium, science museum, arboretum, or discovery center.

GOVERNMENT DISTRICT

Goal: Encourage the retention and expansion of Civic functions in downtown.

The Government District is focused on government and civic functions. The Green Bay area should support the development of Federal, State, County and City functions in this district. To the extent possible, government, municipal and related support services should be encouraged to locate, expand and remain within this district. These functions provide a stable employment base in downtown, as well as a destination for residents and visitors to Green Bay. Although no specific projects are identified in this district, the role and impact of civic services and facilities should not be diminished through the future development of downtown. Facility improvement investment, such as the Brown County Courthouse, serves as an example of quality improvement and should be used to encourage further public and private improvements.

CENTRAL ACTIVITY CORE SUPPORT DISTRICT

Goal: Accommodate businesses and services that may require larger parcels and have overall lower densities within the downtown area.

This district is intended to accommodate a wide array of business and institutional types, providing flexibility within downtown for future development. Typically, development in these districts will be of an intensity that is less urban than the villages, more vehicle-oriented, and may require larger parcels to accommodate on-site activities (such as churches, halls, schools, automobile service, grocery, office, storage and distribution, etc.). It is possible that the expansion of the Entertainment and Town Square Villages and Government District may be accommodated in this district in the long-term future.

INDUSTRIAL & WAREHOUSING ANCHORS

Goal: Encourage industrial facilities and employers to actively participate in design and development efforts.

Surrounding and within downtown, there are a variety of established industrial plants and facilities. These anchors provide employment opportunities; employees support other downtown activities and uses, such as retail and restaurant/food establishments. Retaining and attracting these employment generators is critical to the economic health of downtown. These anchors should be sensitive to the image and maintenance of their structures, screening of parking/service areas, and buffering between noncompatible uses.

NEIGHBORHOODS

Goal: Stabilize, preserve and enhance residential opportunities and expand neighborhood support services.

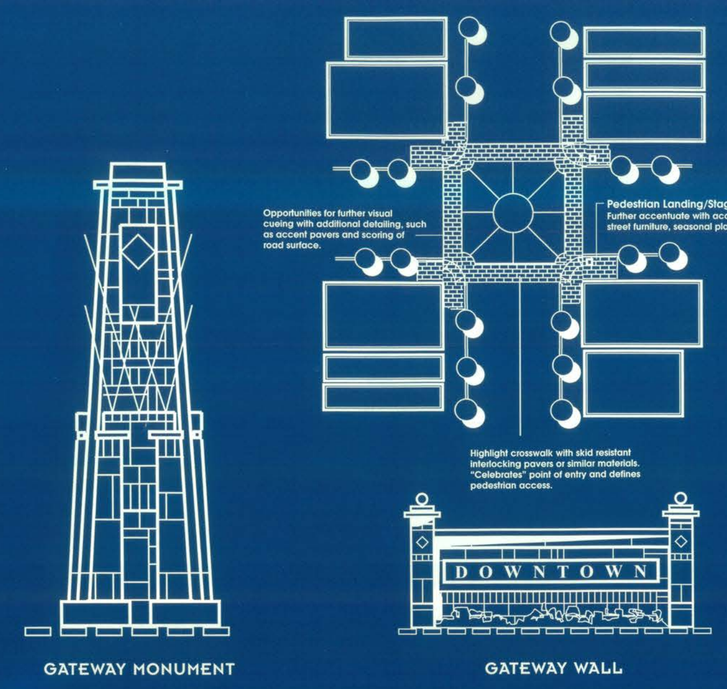
Neighborhoods are intended to be primarily residential in nature, providing a broad range of housing types (multifamily apartments, town homes, duplex units, and single-family units). In residential neighborhoods within and adjacent to downtown, the focus should be on stabilization, maintenance, and improvements. Neighborhood programs and services should be proactively targeted (weatherization, home-ownership, property maintenance, neighborhood watch and patrols, etc.). A clear delineation and a sense of boundary should also be considered through the use of generous buffering between residential and nonresidential uses, and the use of parklets (street closures with landscaping and neighborhood markers) to minimize the impact of traffic destined for the Central Activity Core. Buffers between residential areas (Fort Howard, Whitney-Howe and Astor) and the intensive uses of the downtown commercial areas help to prevent speculation regarding the expansion of downtown into these neighborhoods. Such speculation has a tendency to discourage residential investment. It is anticipated that if improvement efforts are not made in these areas, the continuing trend of property deterioration will have a greater detrimental impact on residents and development efforts in the neighborhood and downtown.

THE DOWNTOWN GREEN BAY DESIGN PLAN

WAYFINDING & GATEWAYS

Wayfinding and gateway systems offer visual cues for visitors to an area. It is critical that visitors are directed conveniently to their destination - Downtown Green Bay. Custom signage should be strategically implemented along regional roadways and thoroughfares that lead into downtown and at key intersections. Signage can be mounted to existing roadway lighting standards or custom mounted poles along key thoroughfares, as well as integrated into enhanced treatments at key intersections. For portions of roadways not in Green Bay or along state highways and interstates, the City will need to work cooperatively with other jurisdictional agencies.

In addition to wayfinding signage, a series of downtown gateways is integral to the design plan. These gateways enhance the sense of arrival to the downtown and more specifically, the Central Activity Core, better identifying a memorable "place". The gateways can range from monumental pylons and walls, to sculptural pieces, to simple highly readable signage. Consistency is desired among all gateway features, such as text, color of text, logo, structural materials, or identifiable form. The gateway elements (materials, color, etc.) may be complementary of or similar to the proposed Landmark Tower. Also, gateway elements should incorporate similar logos, colors or other elements associated with wayfinding signage. This visual cue will provide consistency and ease of recognition for visitors. Gateway locations that have a generous amount of area should utilize that opportunity for a more elaborate treatment, such as landscaping or fountain treatments. Some gateway areas have additional special intersection treatments to further emphasize the sense of arrival or departure from the Central Activity Core. These intersections include treatments, such as enhanced pedestrian crossings, articulated pedestrian landings/plazas, special road/paving treatments, and distinct landscaping.



GATEWAY MONUMENT

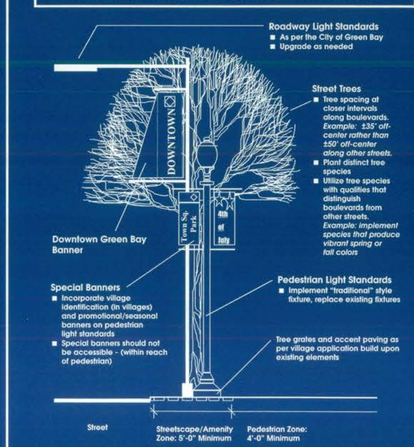
GATEWAY WALL

THE DOWNTOWN GREEN BAY DESIGN PLAN

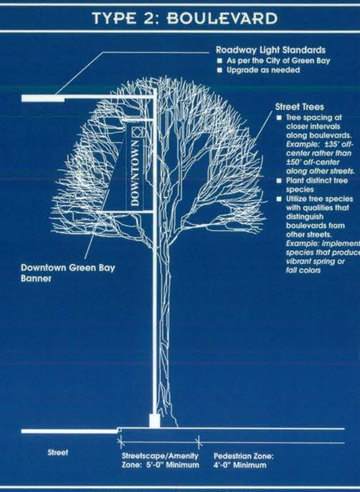
STREETSCAPE TREATMENT

To further delineate a distinct, identifiable image for downtown, the plan proposes a hierarchy of streetscape treatments related to the intensity of use of the public right-of-way. General principles for streetscape elements are provided and graphics reflect specific applications based on the existing and anticipated character and function of the various streets and adjacent uses.

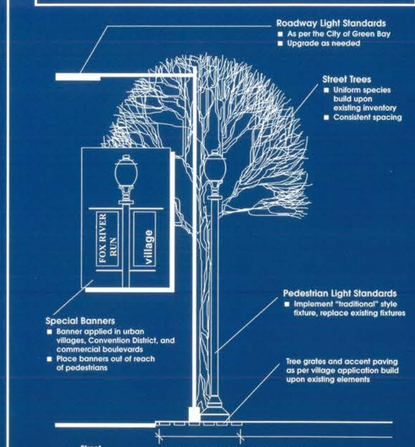
TYPE 1: COMMERCIAL BOULEVARD



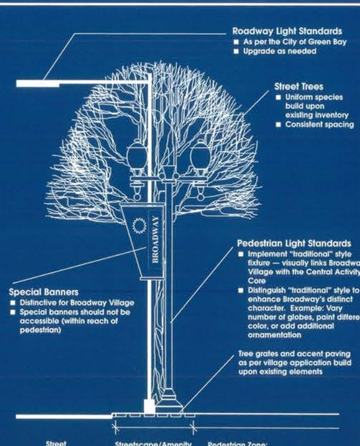
TYPE 2: BOULEVARD



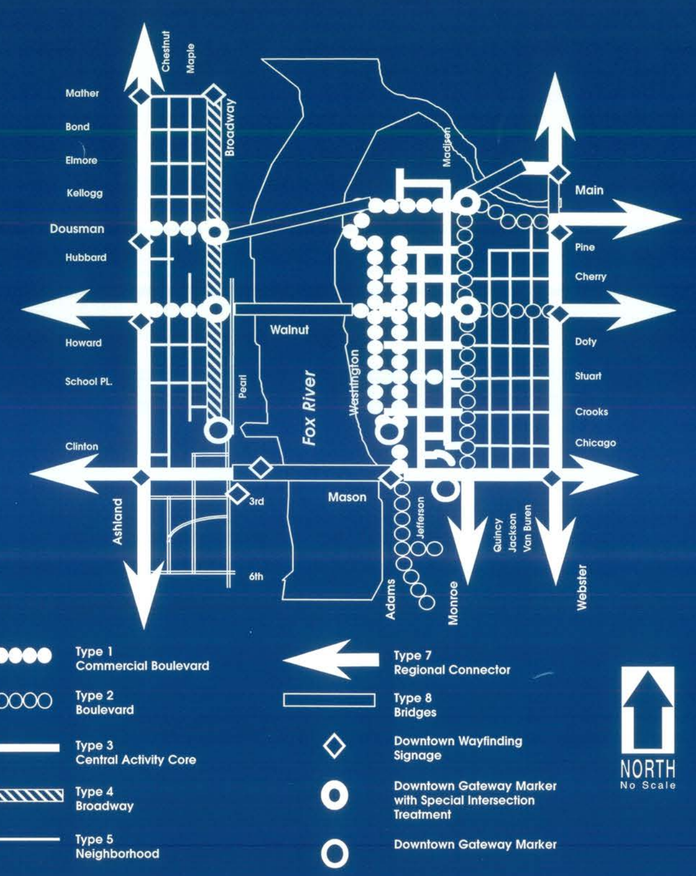
TYPE 3: CENTRAL ACTIVITY CORE



TYPE 4: BROADWAY



STREETSCAPE FRAMEWORK



• BLUEPRINT TO SUCCESS •

PREPARED FOR THE CITY OF GREEN BAY, WISCONSIN

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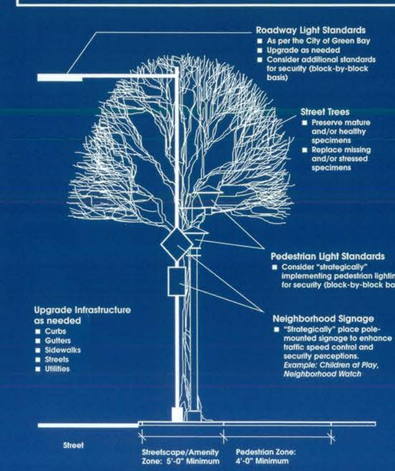
Community Futures, Denver, Colorado

Groves and Associates, San Antonio, Texas

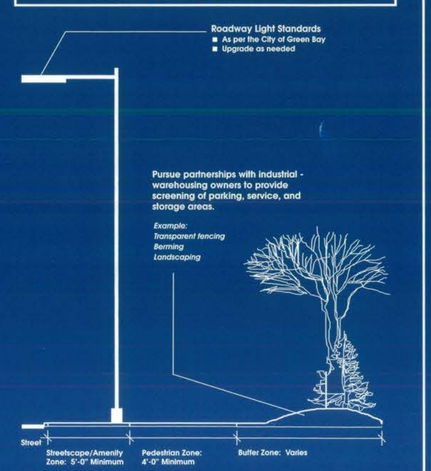
Hammer Siler George Associates, Denver, Colorado

ADOPTED MAY 1997

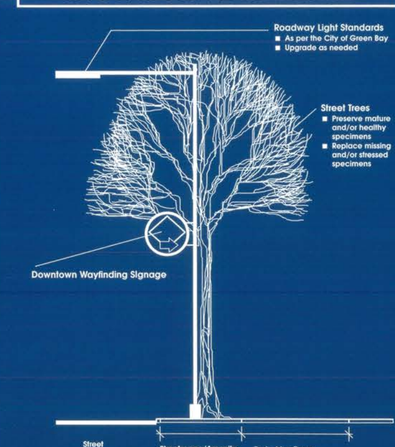
TYPE 5: NEIGHBORHOOD



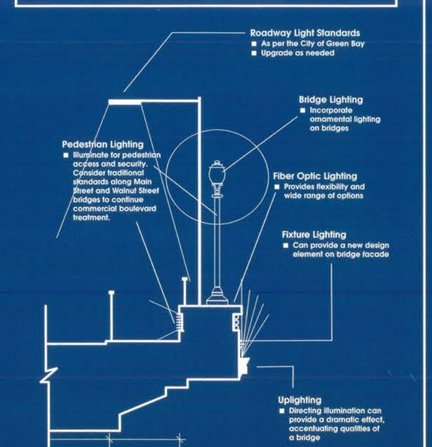
TYPE 6: INDUSTRIAL



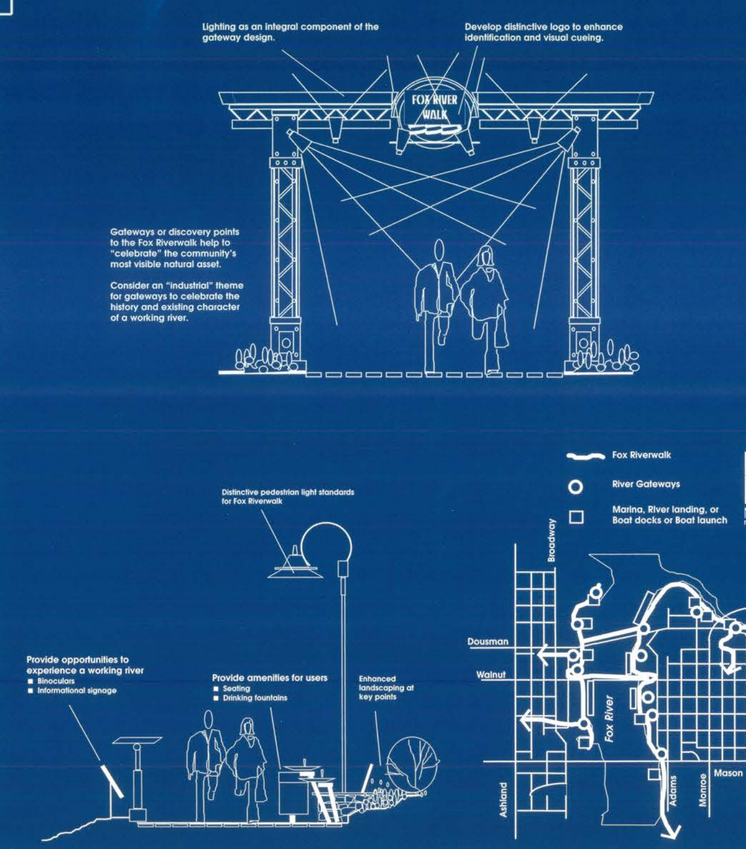
TYPE 7: REGIONAL CONNECTOR



TYPE 8: BRIDGES



THE DOWNTOWN GREEN BAY DESIGN PLAN

FOX RIVERWALK

The primary intent of the riverwalk is to accommodate nonmotorized activities and to celebrate pedestrian access to the Fox River, a series of rivertront gateways is proposed at several access points. The gateway design is envisioned as an arched structure that is pedestrian in scale, but highly identifiable and could incorporate some interpretive elements that tell the story of downtown. Additionally, enhancement of the existing pedestrian trail along the Fox River is a major component of the plan, thus, ensuring public access to the rivertront. Pedestrian trails also link development "landings" along the river, such as marinas and boat launches. The riverwalk should not only accommodate temperate weather foot traffic, but opportunities for multipurpose uses in all climates, such as biking, inline skating, and potentially cross-country skiing, as well as meet accessibility standards per the Americans with Disabilities Act (ADA). The trail may need to leave the rivertront periodically to accommodate safe crossing of streets or proposed and existing development patterns. The design plan recommends the use of a boardwalk cantilevered around the Fox River Ramp and the use of complementary, yet unique pedestrian fixtures to those found throughout downtown.