

UA UNIVERSITY AVENUE CORRIDOR REDEVELOPMENT PLAN PLANNING WORKSHOP

When: Thursday, March 21, 2013
6:00-8:00 PM

Where: Nicolet Elementary School
1309 Elm Street



WHY CREATE A PLAN FOR UNIVERSITY AVE?

The University Avenue corridor has been a traditional urban corridor for neighborhood serving commercial and retail services on the east side, but because of the changes in the economic environment and the shift in urban development patterns, the area struggles to attract and retain high-quality businesses. Not unlike other cities of similar size, the commercial and retail services have shifted to suburban areas where larger tracts were more readily available. A revitalization plan is necessary.

The City of Green Bay intends to focus redevelopment planning efforts along the University Avenue corridor which extends from the East River to the University of Wisconsin-Green Bay campus, approximately 4 miles in length. This corridor includes a mixed use of commercial and industrial properties and low to moderate income housing. A key stimulus for future improvements in the corridor is \$60 million Veterans Administration Outpatient Clinic (VA Clinic) that is in the final stages of construction at the east end of the corridor at 2800 University Avenue.

This plan will help ensure that the public investment in VA Clinic becomes the catalyst for continued reinvestment. The plan is intended to provide a sound basis for making decisions relative to improvements and land use and to serve as a blueprint for efforts to achieve the community's vision over the long term. In order for the plan to adequately address the needs of the neighborhoods and City, it is critical that citizens become involved in the process.

WHY PARTICIPATE IN A PLANNING WORKSHOP?

A solid corridor plan can only be created by the people who know it best those who work, play or live there each day. You know what works and what doesn't, what needs to be preserved and what needs work. We provide a variety of options for you to give us your opinion- group mapping exercises, individual use and preference surveys, comment cards, and group discussion. We would love to hear from you!

DETAILS

The first planning workshop will be held on **Thursday, March 21, 2013** from **6:00pm to 8:00pm** at **Nicolet Elementary School at 1309 Elm Street**. This workshop is the first of five that will be held in order to obtain public input and encourage community members to become engaged in the planning process. This meeting will include a presentation about the goals of the project, the proposed planning process and timeline, and a question & answer session. Attendees will also have an opportunity to speak directly with representatives from various city departments and after the meeting. We hope you can join us!