



Public Input Appendix

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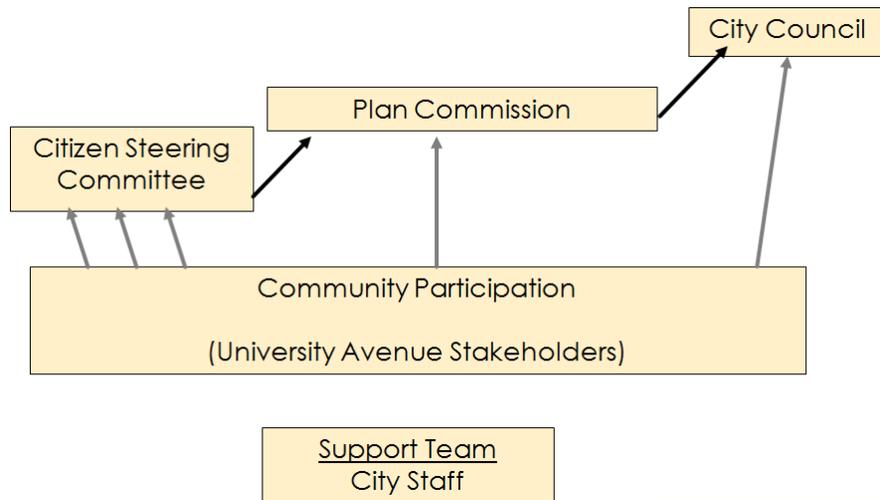
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Public Meeting #1

Overview

The first public meeting of the University Avenue Plan took place on March 21, 2013, at Nicolet Elementary School. The meeting included a presentation in which the project team was introduced and project history and structure was announced. Additionally presented were the project goals, projected timeline, and logistics and methods of outreach. A question and answer session, led by city staff, followed.



Community Participation remained a consistent aspect of the University Avenue Planning Project. The project was structured with this in mind to ensure that the corridor's stakeholders will be satisfied with future development and outcomes.

University Avenue and BF AWP Preliminary, Generalized Timeline

	2012		2013												2014								
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul		
CSC Formation	■	■	■																				
Data Gathering			■	■	■	■	■	■	■	■													
Market Analysis			■	■	■	■	■	■	■	■													
Transportation Analysis			■	■	■	■	■	■	■	■													
Utility Analysis			■	■	■	■	■	■	■	■													
Land Use and Zoning			■	■	■	■	■	■	■	■													
Implementation			■	■	■	■	■	■	■	■													
Visioning								■															
Grant Award to City of Green Bay							□																
Solicit proposals from planning firms							□																
Award Contract							□																
Community Charrette/Open House																							
Visioning/Plan Making							◆							■			■			■			
Redevelopment Scenarios																							
Conceptual Plans																							
Draft Plan																							
Implementation Strategy																							
Plan Adoption																					●	●	●
Public Participation					□		□				□		□				□						

- Milestones**
- Plan Commission Approval ◆
 - City Council Approval ●
 - PC/RDA/City Council Updates ■
 - VA Clinic Completion ◆
 - Other Milestones □



Rev: 5/29/2013

Public Meeting #2

Overview

The second public meeting took place on May, 29, 2013, at Nicolet Elementary School. This meeting was devoted to fostering meaningful community participation based on four key subject areas of transportation, land use, business market, and quality of life.

Staff informed residents of Green Bay that this project was selected by the United States Environmental Protection Agency (U.S. EPA) to receive grant funding. Upon completion of a brief presentation of the EPA award and a project recap, participants were broken up into pre-assigned groups to complete table exercises administered around the four subject areas listed above.

Approximately 60 community members attended the event. Out of approximately 55 people who responded to the surveys, 16 said that they owned a business in the area, were employed in the area, or were developers/landlords in the planning area. Accordingly, the overwhelming majority of the participants confirmed that they live in Green Bay with their residences in or adjacent to the subject area. Further, over 80% of these participants have lived in and/or done business in the corridor for more than 10 years.

Public Feedback—Transportation

Input at the transportation station identified perceptions of the transportation conditions within the University Avenue Corridor. The exercise consisted of group mapping to identify transportation-related concerns which were conveyed on the maps themselves. A summary of concerns related to transportation infrastructure revealed these current needs:

- Dangerous speeds at the east end of the corridor;
- Bad truck route – very narrow and no pedestrian buffer from the curb;
- Missing direct and signed non-motorized connection to East River Trail, Fox River Trail, Bay Beach, Wildlife Sanctuary, and Baird Creek;
- Confusing intersections near the I-43 interchange and Elizabeth Street crossings;
- Need more multimodal options in the corridor and not just adjacent areas;
- Waste and smell from trucks delivering goods to the processing plant(s) that are located on the corridor;
- Lack of bus shelters.

To address these concerns, participants overwhelmingly supported increasing pedestrian and bicycle facilities. Some example elements to address the non-motorized concerns include adding bicycle connections to the parks and trail systems, VA clinic, grocery stores, UWGB, and other destinations. Participants also stated transportation improvements for motorized vehicles were needed. Several groups specifically recommended the placement of a roundabout(s) at the east end of the corridor to slow the traffic to a safe speed when approaching the corridor.

Public Feedback—Land Use

The land use station combined a survey and several mapping exercises. The survey sought feedback on desired land uses, land uses which are too prevalent and existing land uses that need to be increased along the corridor. The top three types of land uses respondents wanted to see more of were retail/commercial, public space/parks, and institutional (such as schools, medical services, government, etc.).

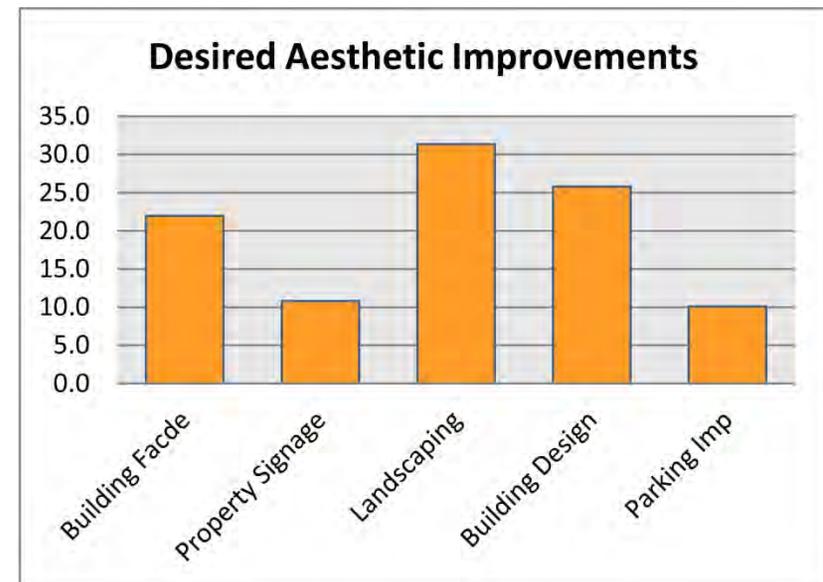
The chart below summarizes responses to the question of whether there are too many or too few specific land uses along the corridor.

Category	Too Little	Just Right	Too Much
Industrial	9%	57%	34%
Retail/Commercial	88%	10%	2%
Single Family Residential	15%	59%	26%
Multi-Family Residential	16%	51%	33%
Institutional	33%	62%	4%
Parks and Open Space	80%	20%	0%

Respondents generally felt that the current amount of industrial, single-family residential, multi-family residential and institutional uses were appropriate for the corridor. The overwhelming majority of people found that current retail/commercial and parks and open space uses drastically underserved the immediate population. There was no majority saying there is too much of a specific land use. Retail/commercial businesses were the most-cited desires as participants expressed the need for additional restaurants and shops in the immediate area as they do not want to travel to

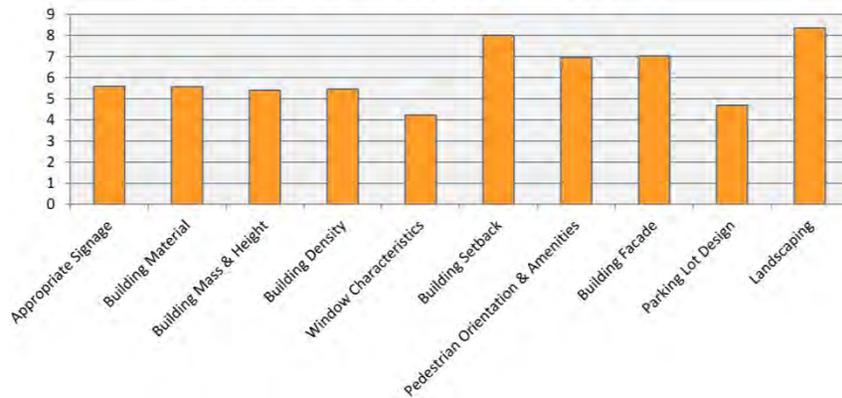
the west side and Ashwaubenon for everyday dining and shopping.

The station asked people to rank three aesthetic improvements they would like to see. Five choices were given, and a ranking of 1 (most desired) to 3 was requested (responses that included more than one of the same number were not counted in this summary). Highest-priority items were landscaping and building-related improvements.



Participants were asked to rank ten specific building design elements in order of importance. This exercise hones in on what participants would like to see in future development along the corridor.

Building Elements: Level of Importance

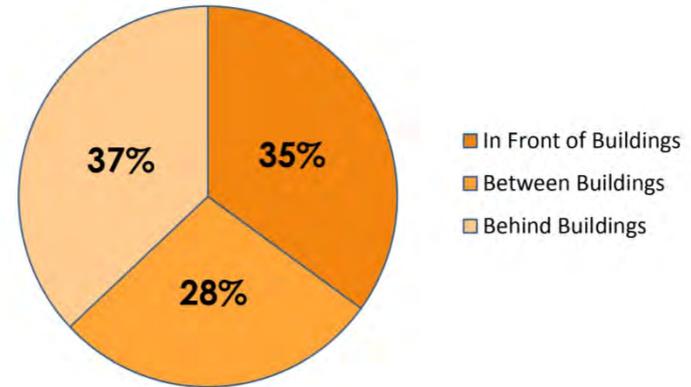


Additional comments/suggestions included the following:

- University Avenue should have a specialty shop look like Door County.
- Pedestrian friendly corridor.
- Need overlay zoning encompassing the above.
- No need for Martha's Vineyard uniformity. Free flow design is best. Let it suit the need of the businesses; not vice-versa.
- The design has to be people friendly and aesthetic to attract people to the area.
- Make corridor cohesive.
- Parking at Hardware Hank too busy and too dangerous sometimes--too many businesses for area.
- Cut grass more often, corner of University Avenue and St Anthony Drive.
- Stay to one specific type of architecture for new buildings.
- Remember that University Avenue is a mix of businesses and homeowners and the needs of the single family are very important.

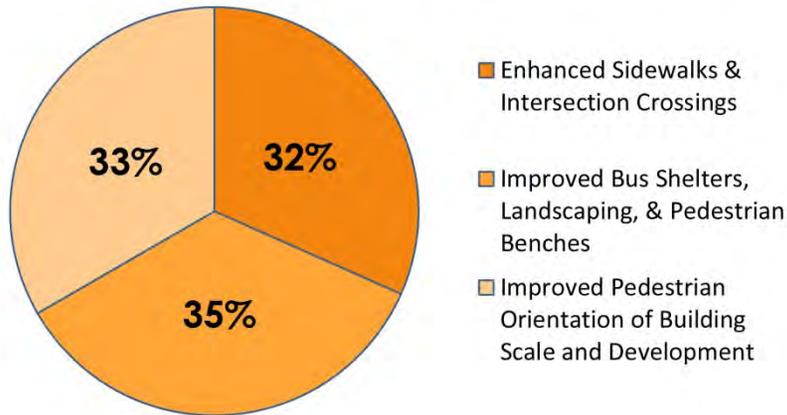
Participants were asked their preference of parking in relation to buildings. A relatively equal amount of participants prefer to see parking in the front (35%) and rear (37%) of a building.

Parking Placement



Lastly, in the land use exercise, participants were asked to rank three types of pedestrian improvements as most desired (1) to least desired (3). Results proved all desired improvements to be comparatively equal.

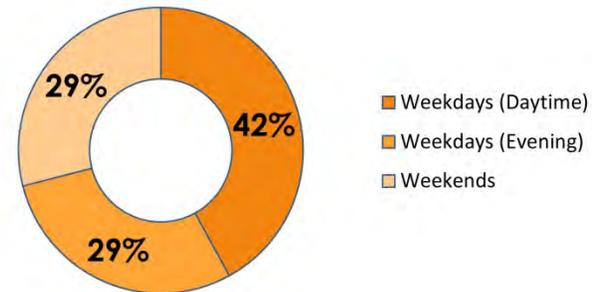
Desired Pedestrian Improvements



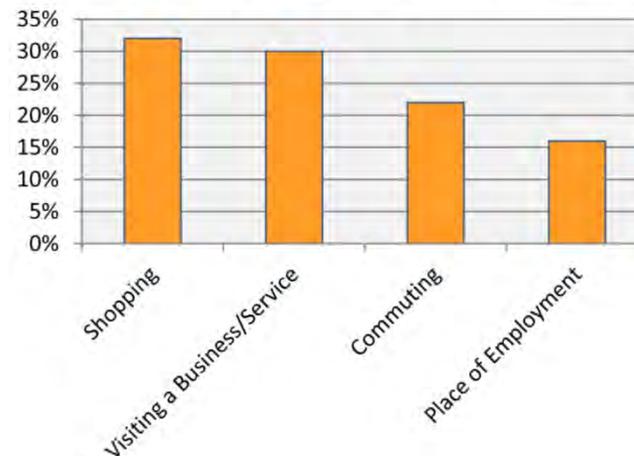
Public Feedback—Business Environment

The business environment station asked a series of questions regarding the shopping and commuting habits of participants. Approximately 75% of participants surveyed visit the University Avenue corridor more than five times per month for shopping or services, and most of those trips occur during the weekday. Only 3 of 48 participants stated that it takes them longer than 15 minutes to travel to the corridor from their homes. Participants stated that once within the corridor’s boundaries, most of them are there for shopping or services (62%), with lesser amounts commuting through (22%) or working in the corridor (16%).

Activity Times

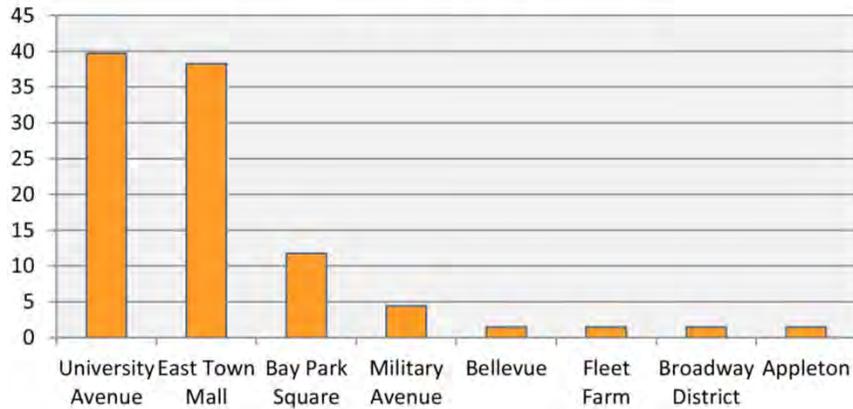


Purpose for Using Corridor



In spite of the number of times (per month) that most people visit University Avenue businesses, over 2/3 of participants go to the East Town Mall (35%) and Bay Park Square Mall (31%) for their specialty shopping needs. Responses were evenly split between University Avenue and East Town Mall area for most-frequented retail area, suggesting that more people travel to University Avenue for necessities as opposed to specialty goods.

Commercial Areas Most Frequented



Feedback on the corridor's strengths and weaknesses were varied. Major strengths that were listed included:

- Central location;
- Grocery store (University Avenue Market);
- Several specific stores/businesses (gas stations, Walgreens, CVS, mechanics)

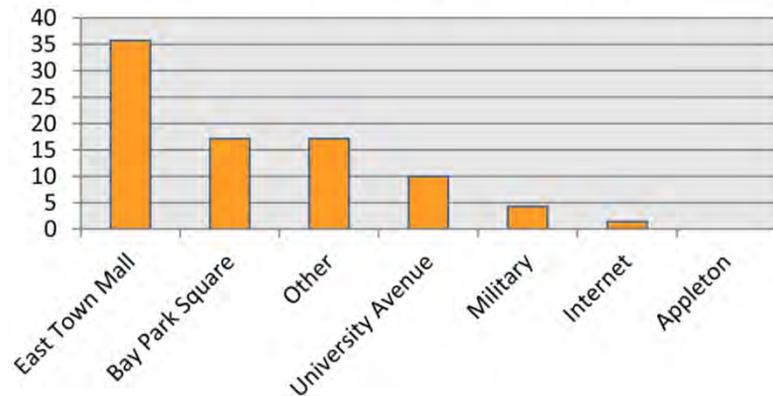
The weaknesses were building and land use specific. Top four responses included lack of variety in shopping, empty buildings, lack of variety in restaurants, and a general lack of assorted retail in the immediate area. Other responses also included:

- Need more business types;
- Beautification needed;
- Transportation improvements;
- Sidewalk safety with traffic and flooding;
- Traffic light timing

Finally, participants were asked what type of businesses they would prefer to see within the corridor.

Participants listed the most desired additional retail for the area as restaurants. Many people cited having to travel further from their home to enjoy a night out. This was followed by the desire for University Avenue to encompass more clothing stores and specialty shops. A few people requested "inexpensive hardware stores", "another grocery store", and one person simply requested "a big box store".

Most Frequented Areas for Specialty Shopping



Public Feedback—Quality of Life

The quality-of-life station consisted of two main exercises: filling out a survey that asked people to rank various quality-of-life factors on a scale (“not a concern”, “concern”, “major concern”) and placing dots on a map to indicate amenities and nuisances.

Sixteen quality-of-life issues were rated by survey respondents. Results from each question are summarized in the table below (with the highest number highlighted for each category):

Generally speaking, the “blight” and “safety” categories received the most “major concerns”. The majority of the table

shows the need for blight clearance, need for aesthetics improvements/beautification, need for additional

landscaping, and need for additional private investment in sites and buildings, etc. (all had significant amounts of concern). On the other end of the spectrum, lack of affordable housing appears to be the least of the concerns for the corridor. The crime concerns are particularly interesting as they were not rated very highly during the Business Environment weaknesses response stated above as it only garnered two related responses.

Description	Not a Concern	Concern	Major Concern
Deteriorating Condition of Properties	2	16	30
Need for additional community gathering areas	15	21	10
Gaps in current retail options and retail mix	3	24	23
Problems with drainage/stormwater management	17	20	9
Unaffordable housing	33	10	3
Traffic Congestion or conflicts	9	24	17
Inadequate or poorly placed parking	17	21	10
Barriers to bicycle, pedestrian, and bus options, access, and convenience	13	21	14
Bicycle and pedestrian safety	7	26	15
Areas where adjacent land uses are not compatible	7	21	13
Amount of personal crime (theft, assault)	6	17	25
Amount of property crime (vandalism, trespassing)	9	17	20
Need for clearance of blight, assembly, and sale of development sites	1	23	17
Need for improved visual aesthetics, appearance, beautification	1	23	22
Need for additional vegetation/green cover along public right-of-way and in private property	7	24	16
Need for private investment in site and building improvements	4	20	18

Concluding Thoughts: While all of the comments and opinions received help to tell the story of the current state along University Avenue and the surrounding neighborhoods, they also show the community interest in filling gaps where much is desired. In reviewing the whole of the responses, several themes stand out as strong, and a few conclusions can be drawn regarding the necessary steps as the University Avenue Corridor Brownfield Redevelopment planning process moves forward.

Strongest Themes: The results of this workshop help to clarify and set direction for the next steps in the planning process. Several predominant themes rose to the forefront by appearing under several exercises. **Transportation improvements** were one such category. Participants documented safety concerns for both site-specific and corridor-wide pedestrian/bicycle safety. In addition, several documented the concerns for vehicular safety with the higher speeds and larger truck traffic throughout the corridor. **Building and site reuse** was another reoccurring theme throughout the event. The open-ended question at each station often cited concerns that vacant structures/parcels and unmaintained properties in neglect lead to the negative perception of an unsafe and unappealing area. Participants cited reusing the vacant lots and buildings that currently exist before entering into open areas to the east. **Landscaping and Parks** were expressed as a need within the corridor as a way to increase quality of life, visual aesthetics, and green cover. Considering there is a lack of parks directly along the corridor, more convenient access to the Bay Beach Wildlife Sanctuary and Baird Creek Preserve may serve as resolve. **Crime and Security** was largely commented on especially in terms of crime control within higher concentrated residential areas. The final major takeaway communicated at the public open house is **increasing the business mix**. Not one land use was listed as “too much” for the corridor, but several were listed as too little. Retail and commercial were the primary areas of

concern. Participants often cited a lack of specialty/clothing shopping and the lack of restaurants as reasons for visiting other shopping destinations throughout the region.

These and other notable patterns emerge to demonstrate a need to further explore certain areas. The next stages in the planning process will take this information and dig deeper to find additional information before returning to the public process with new ideas and concepts.

Public Meeting #2, Focus Group

Overview

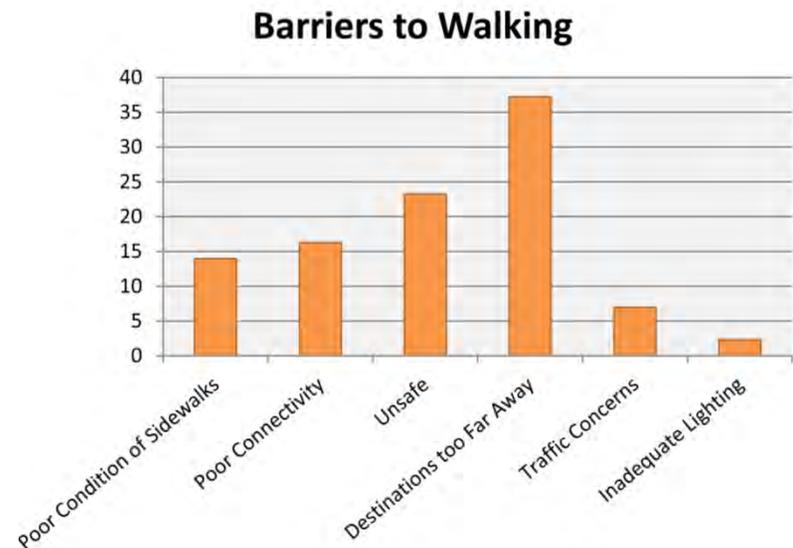
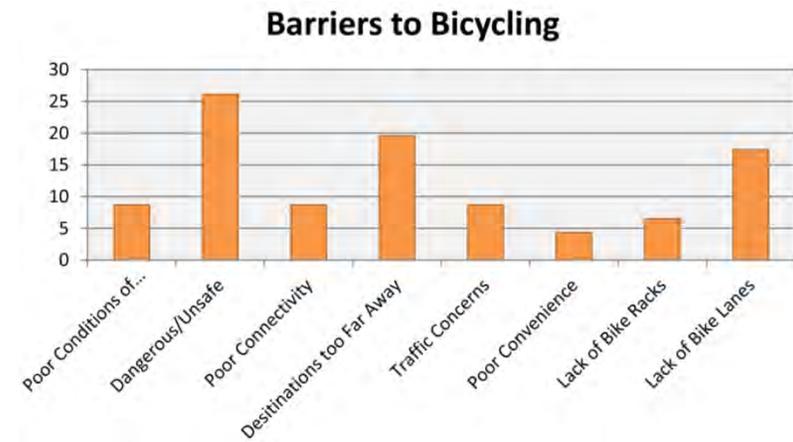
In an attempt to gather feedback from a particular and critical stakeholder of the corridor (students of the University of Wisconsin-Green Bay), a subsequent Public Meeting #2 was held on November 13, 2013. Approximately 100 students attended an open house styled meeting which was devoted to fostering meaningful community participation based on four key subject areas of transportation, land use, business market, and quality of life.

Public Feedback—Transportation

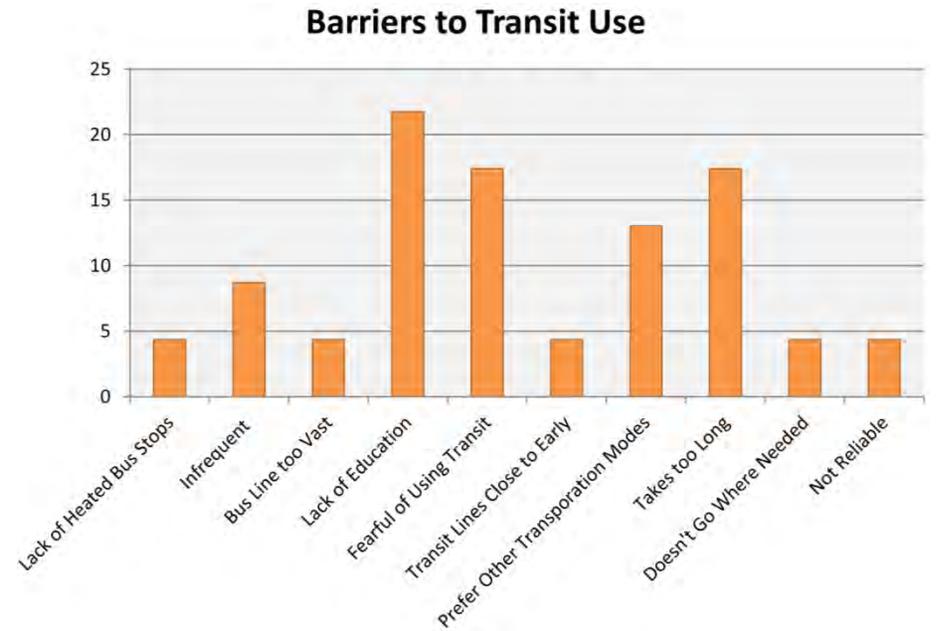
Input at this station identified college students' perceptions and realities of the transportation conditions within the University Avenue Corridor. The exercise consisted of group mapping to identify transportation related concerns which were conveyed on the maps themselves.

In summation of feedback concerning bicycling along the corridor: students generally felt it was dangerous, unsafe, lacked bike lanes and trails, lacked bike racks, created conflict between automobiles and bicycling, and it was too far to bike to useful businesses. Barriers to bicycling include those noted on the chart to the right.

Feedback concerning walking along the corridor: students/pedestrians generally felt walking was unsafe, lacked proper sidewalks, and destinations were too far away. Barriers to walking include those noted on the chart to the right.

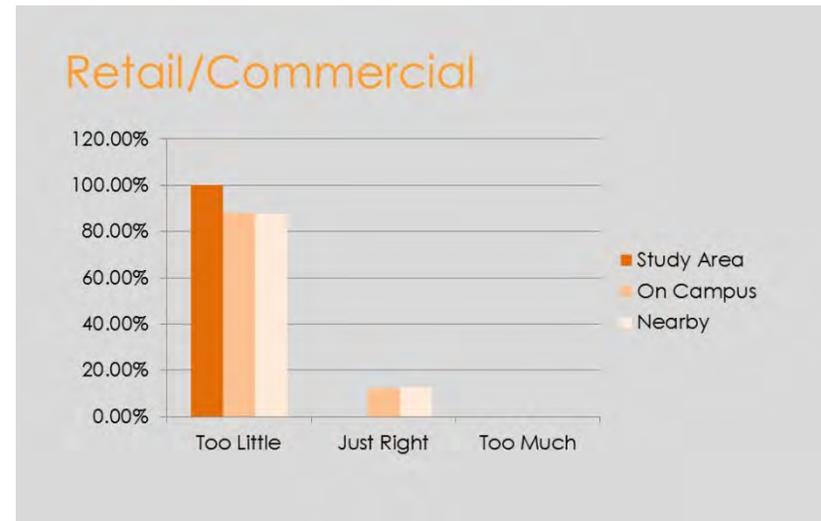
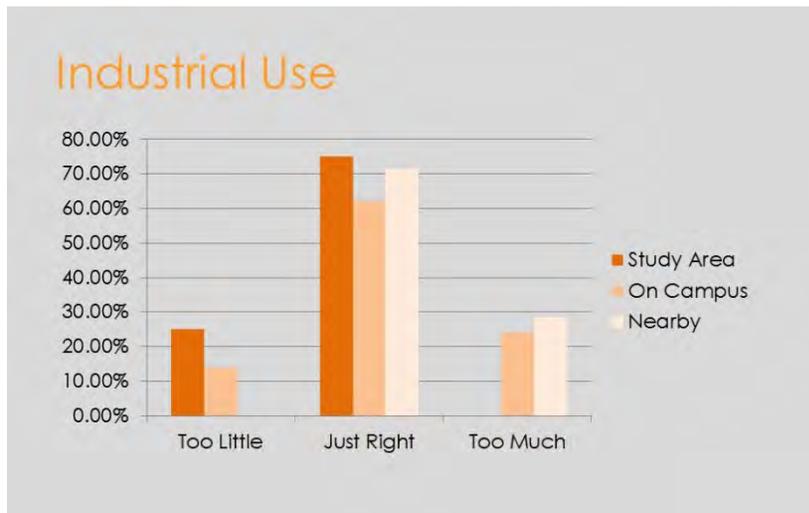


Concerning public transit: the bus was generally well liked by users, large numbers do not use public transit, and there was a strong desire to have a “drunk bus”/night bus. Barriers to transit use as suggested by students include:

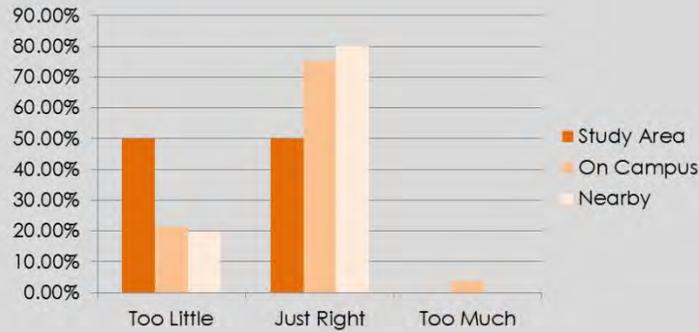


Public Feedback—Land Use

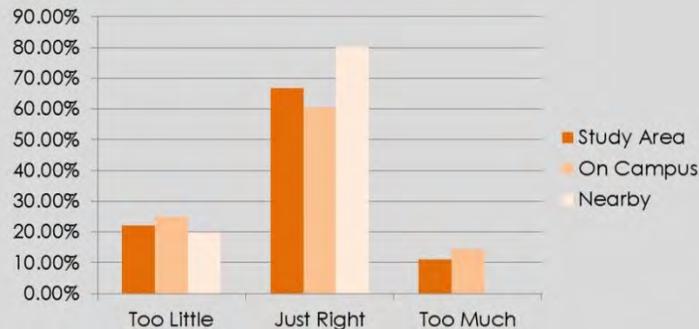
This exercise used a survey to solicit feedback on students' desired land uses, overabundant land uses, and land uses in need to be increased along the corridor. Students included those living in the study area, on campus, and nearby. Land use categories included: industrial, retail/commercial, single family residential, multi-family residential, institutional, and park and open space uses. Quantified results of students' beliefs concerning specific land use categories are as follows:



Institutional



Multi-Family Residential

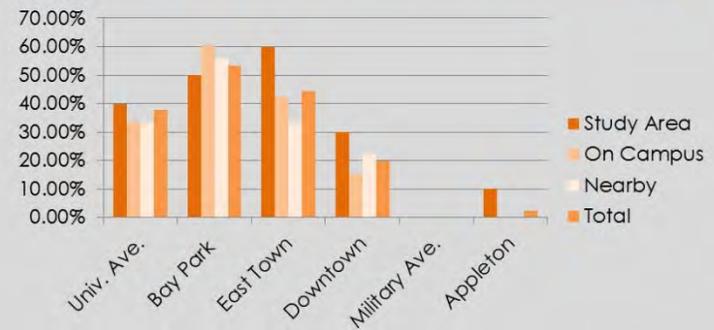


Public Feedback—Business Environment

This exercise asked a series of questions concerning the shopping and commuting habits of students.

Regarding most frequented commercial areas, students generally chose to do their shopping at the Bay Park and East Town Mall.

Commercial Areas Frequented



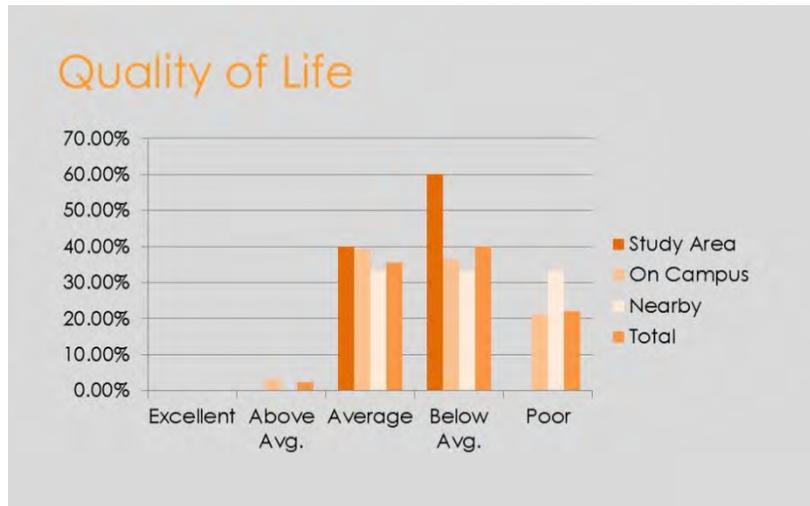
When asked what retail options are needed or desired along the corridor, students recommended: grocery stores, coffee shops, bars, fast food restaurants, clothing stores, big box stores, sit down restaurants, 24 hour convenience stores, and more places to go shopping in general.

Public Feedback—Quality of Life

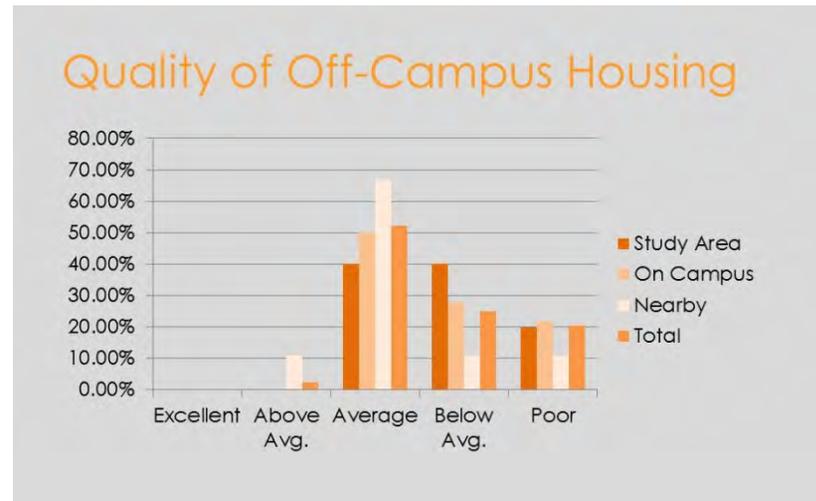
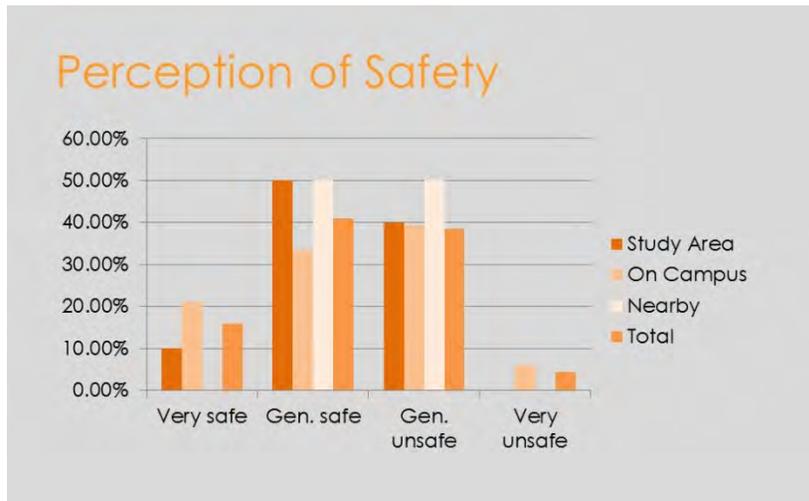
This station utilized a survey to solicit feedback concerning student’s perceptions of quality of life along the University Avenue corridor. Individuals’ surveyed included student’s who lived in the study area, on campus, and nearby.

General feelings about quality of life suggested that the corridor was “below average” and slightly “average” when it comes to the corridors availability of amenities and its adequacy of deterring nuisances.

Student perceptions regarding the reduced feelings of quality of life along the corridor included: empty buildings and storefronts, the feeling of the corridor being “sketchy”, cheap bars, lack of destinations, businesses are too far from campus, poor transportation, too much crime. Suggested improvement to develop quality of life included: more retail, enhance infrastructure (lighting, “fix triangle”, sidewalks, trails, bus bump outs), fix up buildings, and enhance nature views.



Regarding perceptions of safety, students' feelings suggested that they felt "generally safe" and "generally unsafe". It is also noteworthy to see that students' feeling "very unsafe" was the lowest ranking category.



Specific safety concerns included: poor lighting, drug deals, sidewalks, looks sketchy/scary, personal crime, crossing streets, and the lack of trees and plants.

Finally, students were asked to describe the quality of off-campus housing options. Students generally felt that the quality of housing options were "average". Nevertheless, "excellent" and "above average" off-campus housing options were the lowest ranking categories.

Public Meeting #3

Overview

The third public planning meeting took place on February 12, 2014, at Nicolet Elementary School. This meeting considered transportation, catalyst sites, and connectors.

Public Feedback—Transportation

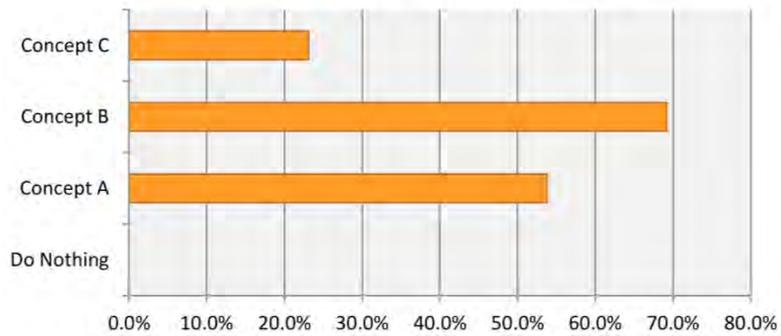
At the open house, participants were asked question regarding the streetscape improvements, Eastern Trail connections, and bicycle facilities.

Regarding streetscapes, participants were given the option to select between three alternative approaches to the exiting streetscape form as well as the option to “do nothing”. There was an extremely strong response rate for streetscape change on University Avenue with no respondents selecting the “do nothing” approach.



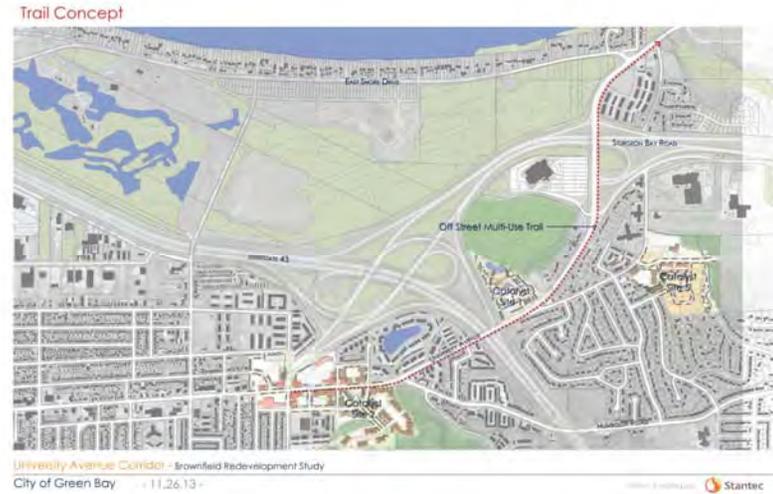
Response Options	Response Rate
The Existing Section, I do not want major changes	0.0%
Concept A, which is the least expensive improvement option since it leaves the powerlines above ground	53.8%
Concept B, which is the middle expense improvement option since it buries the powerlines but does not affect the traffic lanes	69.2%
Concept C, which is the most expensive improvement option since it buries the powerlines and adds landscaped medians in the roadway	23.1%

Preferred Future Streetscape Vision



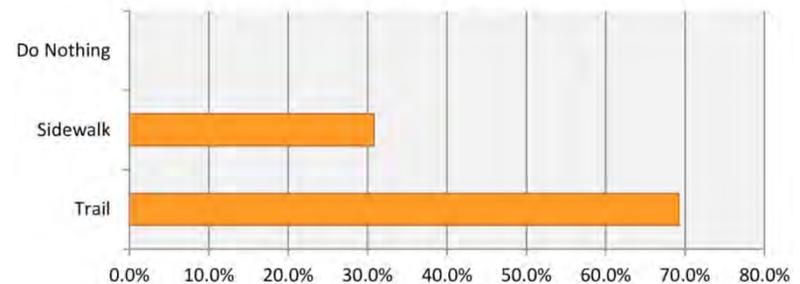
Almost 70% approve of the option that includes the burial of overhead powerlines, although a slim majority of respondents also found streetscape upgrades that kept the overhead lines to be acceptable. There was weak support for providing landscape medians in the roadway.

Regarding Eastern Trail connections, participants were given the option to select between three alternatives for bicycle and pedestrians.



Response Options	Response Rate
A Trail should be constructed to connect this location	69.2%
A Sidewalk should be constructed in this location	30.8%
Do Nothing—I don't think there should be any bicycle or pedestrian improvements in this area	0.0%

Preferred Alternatives for Cyclists and Pedestrians

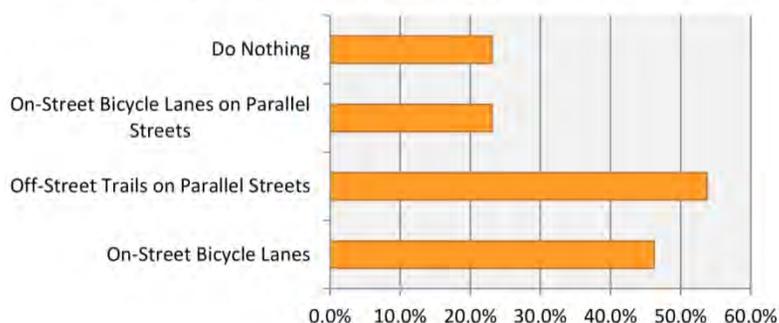


The support for a trail along the eastern project area, connecting Catalyst Site 2 and the UW-Green Bay campus received a strong positive response with almost 70% support. Construction of a sidewalk in this location received weak support. There was no support for taking a “do nothing” approach.

Regarding bicycle facilities, participants were asked their preferred method of handling bicyclist traffic on University Avenue in areas where off-street trails are not feasible due to room requirements.

Response Options	Response Rate
Construct on-street bicycle lanes on University Avenue	46.2%
Construct off-street trails along a parallel street (not on University Avenue)	53.8%
Construct on-street bicycle lanes along a parallel street (not on University Avenue)	23.1%
Do Nothing—I don't think there should be any bicycle improvements in this corridor	23.1%

Preferred Alternatives for Space Constricted Areas



There was moderate support for improving bicycle access along the remainder of University avenue with on-street lanes and parallel off-street trails receiving the top support. “Do Nothing” and constructing on-street lanes on parallel streets received weak support.

Public Feedback—Catalyst Sites

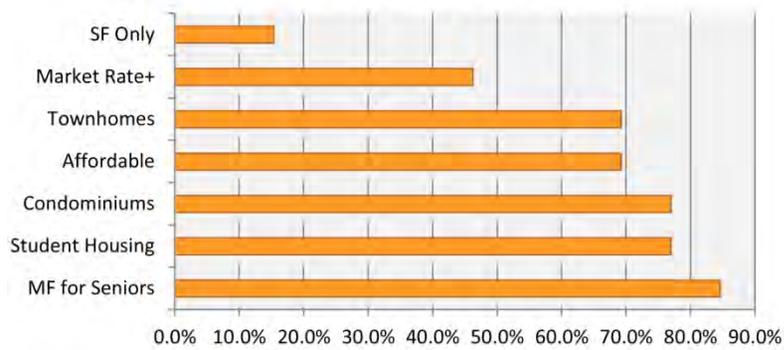
At the open house, participants were asked questions regarding preferred residential redevelopment types, Catalyst 1: Tillman’s Nursery, Catalyst 2: former Packerland Packing site, Catalyst 3 and 4: American Foods Group and Webster properties, and Catalyst 5: former Brown County Mental Health facility.

Regarding residential redevelopment type preferences, participants were asked to choose all acceptable multi-family (MF) housing options.

There was a large amount of support for most multi-family types along University Avenue. Support for market rate/luxury apartments was moderate. There was very little support for additional single family (SF) residential development in the corridor.

Response Options	Response Rate
Multi-family housing for seniors would be acceptable	84.6%
Student housing would be acceptable	76.9%
Condominiums would be acceptable	76.9%
Affordable rate apartments would be acceptable	69.2%
Attached townhomes would be acceptable	69.2%
Market rate/luxury apartments would be acceptable	46.2%
Redevelopment should be single family homes, even if substantial tax dollars are required to subsidize the redevelopment and brownfield cleanup	15.4%

Preferred Residential Redevelopment



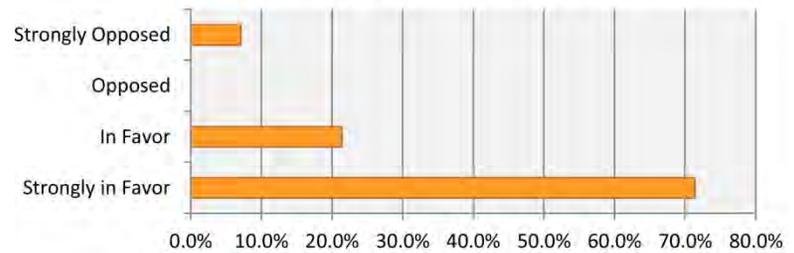
Regarding Catalyst 1: Tillman’s Nursery site is at the northeast intersection of Interstate 43 and the State Highway 54/57 interchange. The site was operated as a tree nursery and landscaping business from the 1980s until 2009. The site currently includes a vacant retail building and vacant storage area. The site’s steep slopes increase the cost of extending utilities to this site, limiting some redevelopment potential.

The 20-acre site is a key gateway location to the University Avenue corridor with easy access and visibility from one of the city’s busiest interchanges. Easy automobile access makes this an attractive destination for office workers and area visitors, so this concept proposes a mixture of office space, hotels, and open space. Existing open space on the site’s northern end would be preserved and enlarged.

Participants were asked their level of support for featuring offices, hotels, and open space on the site.

The draft concept for the Tillman site received very strong support with 92.8% of respondents supporting the concept with

Catalyst Site 1 Concept: Levels of Support



71.4% of respondents strongly supporting. There was limited opposition to the concept, but when there was opposition, the feeling was more intense.

Response Options	Response Rate
Strongly in Favor	71.4%
In Favor	21.4%
Opposed	0.0%
Strongly Opposed	7.1%

Regarding Catalyst 2: This 33-acre site is the former headquarters and beef processing facility of Packerland Packing. The site overlooks a portion of Baird Creek Parkway, with attractive views and wooded areas along the site’s southern border. West of the site, existing retail facilities are largely vacant and under-used. The intersection of Sturgeon Bay Road and University Avenue is complicated, making retail access more difficult to drivers. The site is near the VA clinic, UW-Green Bay, and stable residential neighborhoods to the east.

This site offers strong redevelopment potential and an opportunity to showcase University Avenue. By proposing the realignment of the intersection of Sturgeon Bay Road and University Avenue, drivers turning movements become simplified and the new intersection has strong potential to better direct traffic to existing retail centers and attract new retail and commercial demand. A hotel and event center, commercial, and retail spaces could serve as a new destination for visitors to the corridor.

The concept proposes using Site 2 for several mixed use and multi-family/student housing units, which could serve workers at the new VA hospital, the Site 1 office complex, and UW-Green Bay. Housing units about the ravine and wooded area at the site’s south end, maximizing views and connections to the regional trail system. At the center of the site, a public plaza creates a new public amenity and flexible destination space that could be used for social gatherings or farmer’s markets. The new plaza is strategically placed along the street to develop a new identity for University Avenue and open views into the new development. In addition, this provides a

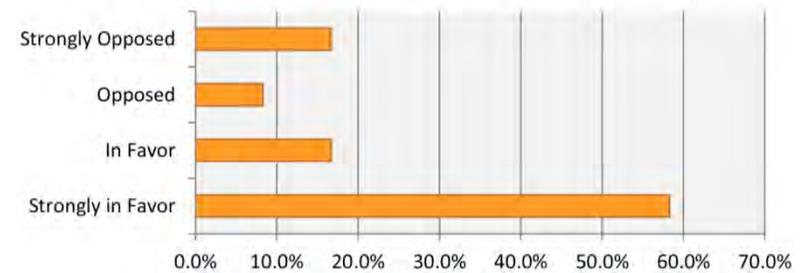
pedestrian connection between University Avenue and regional trails.

Participants were asked their level of support for a concept featuring offices, hotels, and open space.

The draft concept for the Packerland packing site received strong support with 75% of respondents expressing support and 58.3% expressing strong support. One-fourth of respondents were opposed to the concept with 2/3 of those strongly opposed.

Response Options	Response Rate
Strongly in Favor	58.3%
In Favor	16.7%
Opposed	8.3%
Strongly Opposed	16.7%

Catalyst Site 2 Concept: Levels of Support



Regarding Catalyst Site 3 and 4: Site 3 includes the American Foods Group meat processing facility, located at the northwest corner of University and Webster Avenues. Site 4 includes the American Foods Group training center, located at the northeast corner of University and Webster Avenues. Much of the existing buildings are under-utilized, in part because parking space is limited at these sites.

This concept would leave existing buildings in place on Site 3 while creating space for additional amenities by replacing surface parking with a one-level parking deck. The structure on Site 4 would be redeveloped as mixed-use functions that take advantage of the site's river views and connection to the proposed regional trail system.

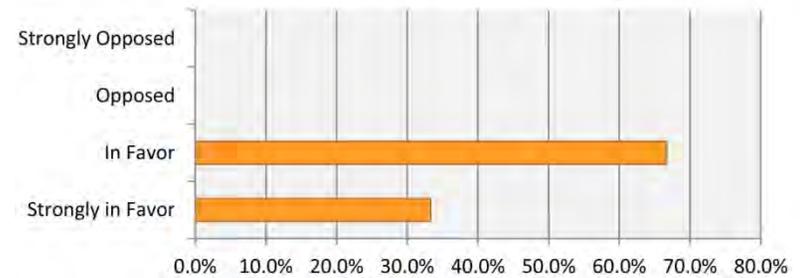
This concept depicts an extension of the East River Trail through both sites and new park space that connects people to the river and trail. Improvements to pedestrian safety and aesthetics through streetscaping and a trail underpass at Webster Avenue would attract more pedestrian traffic to the site and to downtown Green Bay. Existing community gardens along University Avenue would be preserved.

Participants were asked their level of support for a concept featuring offices, hotels, and open space.

All respondents were supportive of this concept.

Response Options	Response Rate
Strongly in Favor	33.3%
In Favor	66.7%
Opposed	0%
Strongly Opposed	0%

Catalyst Site 3 and 4: Levels of Support



Regarding Catalyst Site 5: This site is the former location of the Brown County Mental Health Care Facility, which operated on the site until 2008. Existing buildings are in a state of decay. The site's proximity to a residential community and its natural amenities, including a creek running through a forested section on the east side of the site, make this an attractive area to add new housing.

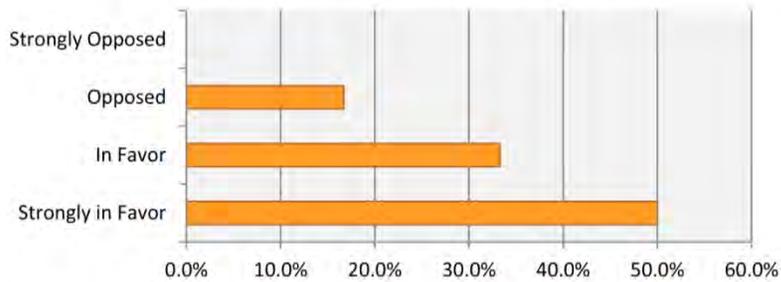
In this concept, the existing farm cemetery is surrounded by office, multi-family and open space uses.

Participants were asked their level of support for a concept featuring offices, hotels, and open space on this site.

There was strong support (83.3%) for this draft concept; half of all respondents expressing strong support. There was light opposition and no respondents were strongly opposed to the concept.

Response Options	Response Rate
Strongly in Favor	50%
In Favor	33.3%
Opposed	16.7%
Strongly Opposed	0%

Catalyst Site 5: Levels of Support



Public Feedback—Connection Concepts

The areas between the Catalyst sites were referred to as “Connectors” because they connect the catalyst sites. These areas will likely not experience the same level of change in the future, but are still very important to maintaining the health and vitality of the area.

The first of 5 connectors is Connector A (Quincy Street to Irwin Avenue).

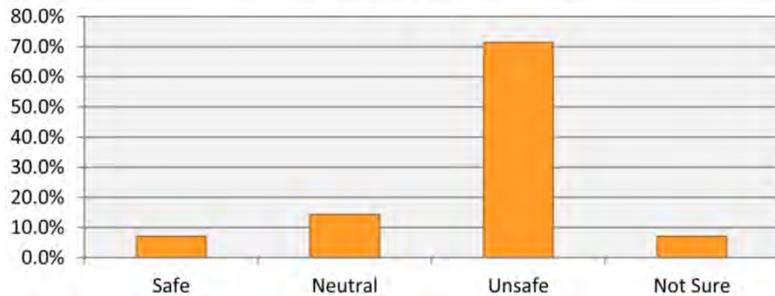
Participants were asked to consider current uses along Connector A and to indicate whether they desired to see more, less, about the same, or no more of said uses in the future. Their quantified results include:

Land Use	More	Less	About the Same	None
Single Family	0%	38.5%	38.5%	0%
Townhouse	30.8%	15.4%	7.7%	7.7%
Multi-Family	53.8%	7.7%	7.7%	0%
Recreational/ Open Space	76.9%	7.7%	0%	0%
Retail	38.5%	0%	7.7%	7.7%
Office	30.8%	0%	7.7%	15.4%
Industrial	15.4%	15.4%	7.7%	7.7%

Participants were asked about their perceptions of safety when walking along or across University Avenue in Connector A. Their quantified results include:

Response Options	Response Rate
Safe, I would be comfortable walking here frequently	7.1%
Neutral	14.3%
Unsafe, I would not be comfortable walking here frequently	71.4%
Don't Know	7.1%

Connector A: Walkability

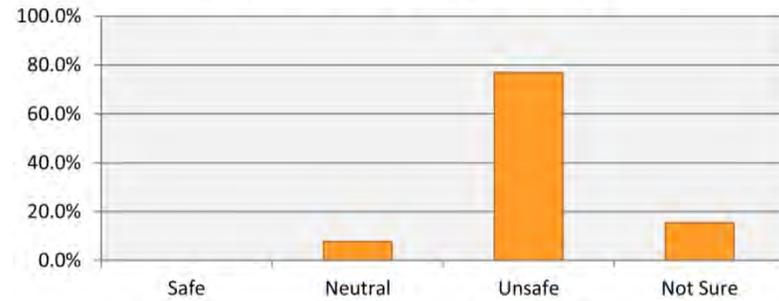


Participants were additionally asked about their perceptions of safety when biking along or across University Avenue in Connector A. Their quantified results include:

Response Options	Response Rate
Safe, I would be comfortable walking here frequently	0%
Neutral	7.7%
Unsafe, I would not be comfortable walking here frequently	76.9%
Don't Know	15.4%

The next connector is Connector B (Irwin Avenue to Forest Street).

Connector A: Bikeability



Participants were asked to consider current uses along Connector B and to indicate whether they desired to see more, less, about the same, or no more of said uses in the future. Their quantified results include:

Land Use	More	Less	About the Same	None
Single Family	0%	22.2%	66.7%	0%
Townhouse	55.6%	0%	33.3%	11.1%
Multi-Family	22.2%	11.1%	33.3%	11.1%
Recreational/ Open Space	33.3%	0%	33.3%	11.1%
Retail	22.2%	0%	55.6%	11.1%
Office	22.2%	0%	55.6%	11.1%
Industrial	0%	22.2%	55.6%	11.1%

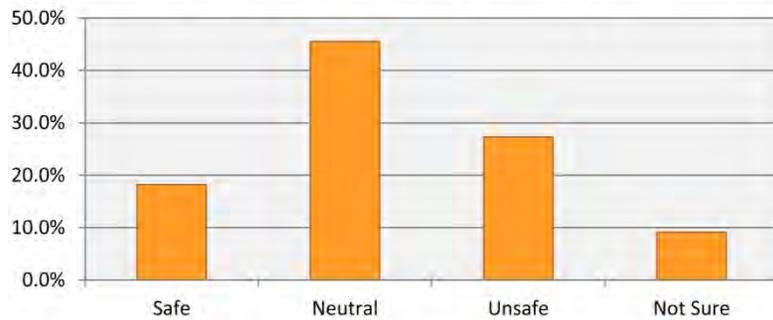
Participants were asked about their perceptions of safety when walking along or across University Avenue in Connector B. Their quantified results include:

Response Options	Response Rate
Safe, I would be comfortable walking here frequently	18.2%
Neutral	45.5%
Unsafe, I would not be comfortable walking here frequently	27.3%
Don't Know	9.1%

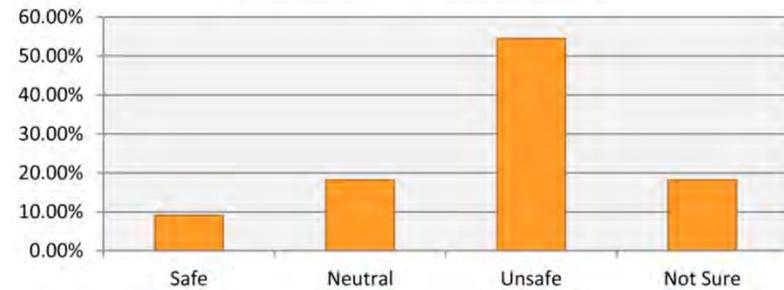
Participants were additionally asked about their perceptions of safety when biking along or across University Avenue in Connector B. Their quantified results include:

Response Options	Response Rate
Safe, I would be comfortable walking here frequently	9.1%
Neutral	18.2%
Unsafe, I would not be comfortable walking here frequently	54.5%
Don't Know	18.2%

Connector B: Walkability



Connector B: Bikeability



The next connector is Connector C (Forest Street to Henry Street).

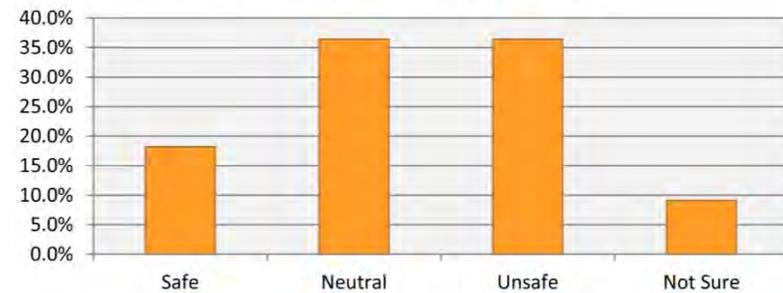
Participants were asked to consider current uses along Connector C and to indicate whether they desired to see more, less, about the same, or no more of said uses in the future. Their quantified results include:

Land Use	More	Less	About the Same	None
Single Family	9.1%	36.4%	18.2%	0%
Townhouse	18.2%	18.2%	0%	18.2%
Multi-Family	36.4%	18.2%	0%	18.2%
Recreational/ Open Space	63.6%	0%	0%	9.1%
Retail	63.6%	0%	9.1%	9.1%
Office	45.5%	27.3%	18.2%	9.1%
Industrial	9.1%	27.3%	27.3%	9.1%

Participants were asked about their perceptions of safety when walking along or across University Avenue in Connector C. Their quantified results include:

Response Options	Response Rate
Safe, I would be comfortable walking here frequently	18.2%
Neutral	36.4%
Unsafe, I would not be comfortable walking here frequently	36.4%
Don't Know	9.1%

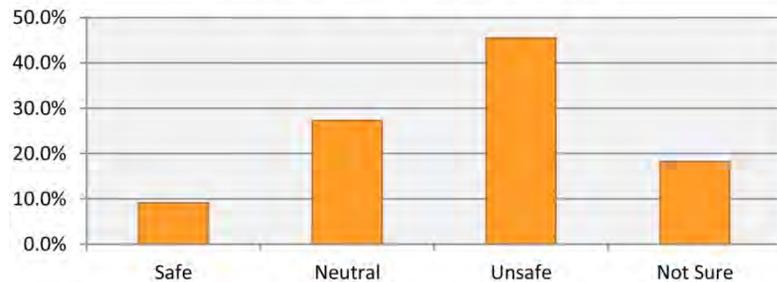
Connector C: Walkability



Participants were additionally asked about their perceptions of safety when biking along or across University Avenue in Connector C. Their quantified results include:

Response Options	Response Rate
Safe, I would be comfortable walking here frequently	9.1%
Neutral	27.3%
Unsafe, I would not be comfortable walking here frequently	45.5%
Don't Know	18.2%

Connector C: Bikeability



The next connector is Connector D (Henry Street to Fred Street).

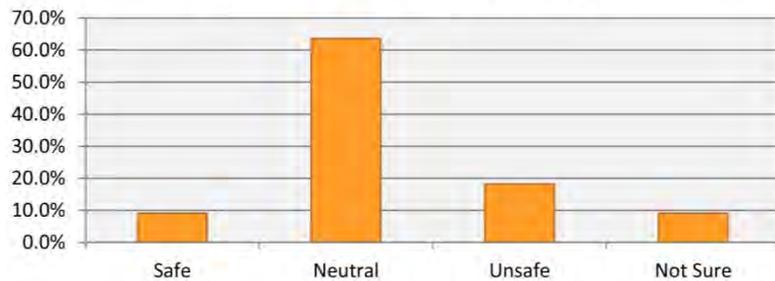
Participants were asked to consider current uses along Connector D and to indicate whether they desired to see more, less, about the same, or no more of said uses in the future. Their quantified results include:

Land Use	More	Less	About the Same	None
Single Family	0%	40%	40%	0%
Townhouse	20%	0%	50%	10%
Multi-Family	50%	0%	40%	0%
Recreational/ Open Space	70%	0%	10%	0%
Retail	60%	0%	10%	0%
Office	50%	0%	20%	10%
Industrial	10%	30%	10%	20%

Participants were asked about their perceptions of safety when walking along or across University Avenue in Connector D. Their quantified results include:

Response Options	Response Rate
Safe, I would be comfortable walking here frequently	9.1%
Neutral	63.6%
Unsafe, I would not be comfortable walking here frequently	18.2%
Don't Know	9.1%

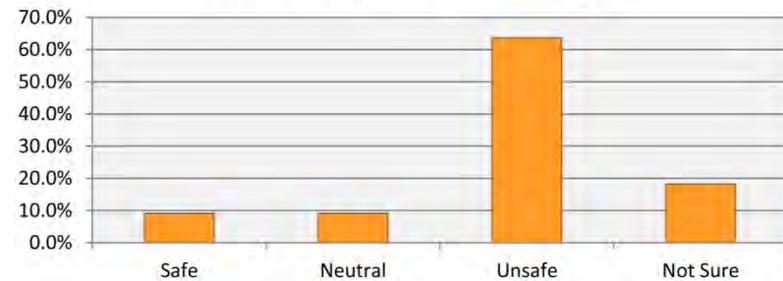
Connector D: Walkability



Participants were additionally asked about their perceptions of safety when biking along or across University Avenue in Connector D. Their quantified results include:

Response Options	Response Rate
Safe, I would be comfortable walking here frequently	9.1%
Neutral	9.1%
Unsafe, I would not be comfortable walking here frequently	63.6%
Don't Know	18.2%

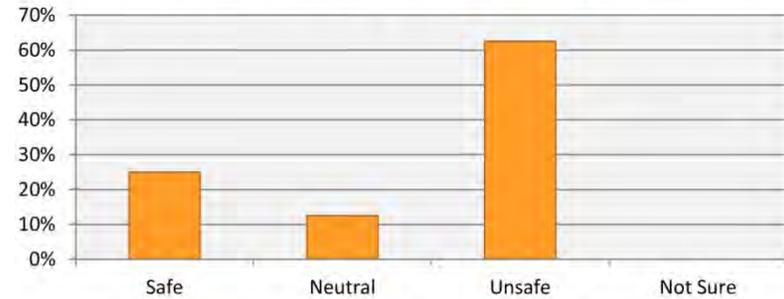
Connector D: Bikeability



The last connector is Connector E (St. Anthony Drive to Sturgeon Bay Road). Participants were asked to consider current uses along Connector E and to indicate whether they desired to see more, less, about the same, or no more of said uses in the future. Their quantified results include:

Land Use	More	Less	About the Same	None
Single Family	25%	25%	25%	12.5%
Townhouse	37.5%	0%	0%	12.5%
Multi-Family	87.5%	0%	0%	0%
Recreational/ Open Space	62.5%	0%	12.5%	0%
Retail	75%	0%	0%	0%
Office	50%	12.5%	0%	12.5%
Industrial	12.5%	37.5%	0%	12.5%

Connector E: Walkability



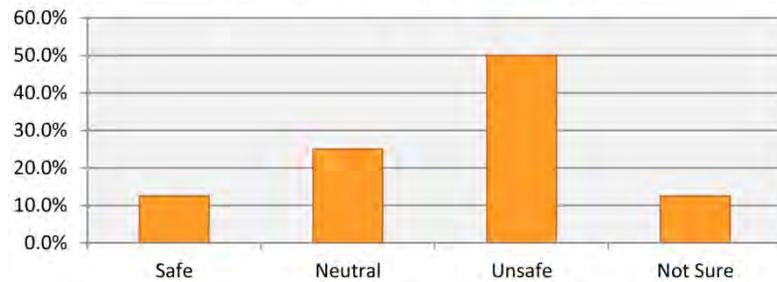
Participants were asked about their perceptions of safety when walking along or across University Avenue in Connector E. Their quantified results include:

Response Options	Response Rate
Safe, I would be comfortable walking here frequently	25%
Neutral	12.5%
Unsafe, I would not be comfortable walking here frequently	62.5%
Don't Know	0%

Participants were additionally asked about their perceptions of safety when biking along or across University Avenue in Connector E. Their quantified results include:

Response Options	Response Rate
Safe, I would be comfortable walking here frequently	12.5%
Neutral	25%
Unsafe, I would not be comfortable walking here frequently	50%
Don't Know	12.5%

Connector E: Bikeability

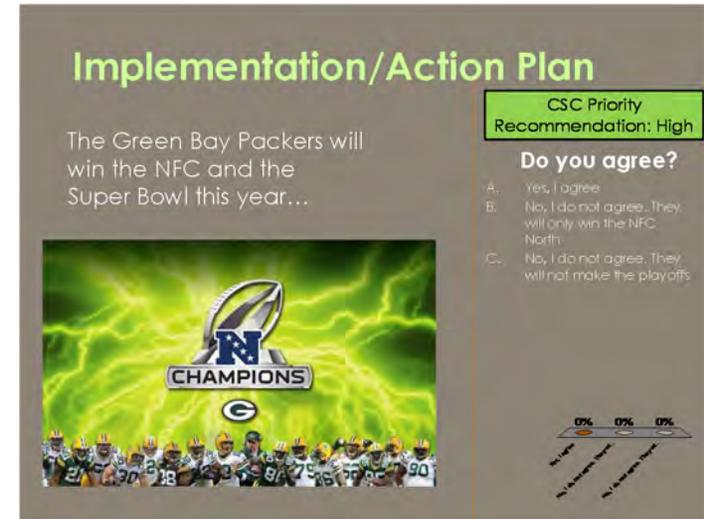


Public Meeting #4

Overview

The fourth public meeting took place on June 25, 2014 at Nicolet Elementary School. The purpose of this workshop was to solicit feedback from the community regarding their thoughts on the project's action steps/implementation items.

Planning Staff and Stantec first reviewed the planning process with public attendees (approximately 40 people) to update individuals on the current state of the redevelopment plan and what has been accomplished thus far in the planning process. Next, staff and Stantec explained the workshop exercise which involved community members utilizing an Audience Response System to take part in the prioritization of implementation action steps. This exercise, which helped to establish a more accurate depiction of implementation concerns, had the audience vote on already prioritized action steps (as recommended by the University Avenue Citizen Steering Committee) to convey whether they thought the action step's priority levels were acceptable to them or off the mark. An example of what this procedure looked like is as follows:



The image above portrays the example PowerPoint slide shown to the public. Community members had the option to vote on whether they thought the Citizen Steering Committee's (CSC) priority level was fitting. After each member cast their vote, a bar graph revealed the audience's feedback in the form of quantified percentages.



The image to the left portrays the keypad audience members utilized as part of the Audience Response System. Community members clicked button A, B, C, or D to cast their opinions.

Community members helped to prioritize a total of 81 Action/Implementation objectives into low, medium, and high labeled priority levels. Categories that were prioritized were overall land use priorities, residential preservation areas, improvement/expansion areas, transition areas, gateway areas, catalyst sites, land uses, placemaking through urban design, parks and trails, transportation, business development (development, retention, and branding), and brownfield remediation (12 categories total). There were also two questions at the end of the exercise that were used to extract a little information about the attendees. These questions included:

1. Where attendees lived:
 - a. 32% lived within the planning area
 - b. 29% lived in a neighborhood near the planning area
 - c. 12% visited the corridor for retail and services
 - d. 15% owned or were employed by a business in the planning area
 - e. 12% were a developer or landlord in the planning area
2. How long attendees have lived/done business in the University Avenue corridor:
 - a. 15% less than 5 years
 - b. 9% between 5 and 10 years
 - c. 76% More than 10 years

Below is a detailed summary of each category and some information regarding the public’s satisfaction, concern, or indifference on particular questions throughout the exercise.

I. Overall Land Use Priorities

Table 1: CSC Prioritized Action Items

	Item	CSC Recommendation
1	LUP 1 Neighborhood Residential Preservation and Enhancement (Olde North, St Anthony Drive, and East End Apartments)	Low
2	LUP 2 Neighborhood Residential Improvements - Multi Family (Spinnaker Lane, former JBS Site)	High
3	LUP 3 Mixed Use Commercial/Residential Nodes (Webster, Elizabeth, Danz, Clement/Triangle)	Medium
4	LUP 4 VA Commercial Expansion	Medium
5	LUP 5 Neighborhood Mixed Use Commercial Expansion	Medium
6	LUP 6 Urban Industrial and Business Park Transition	Low
7	LUP 7 Gateway Area Improvements	High

This category utilized seven action items related to the implementation of land uses throughout the entire corridor (map of land uses below).

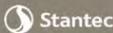


Generally the community agreed with the CSC’s prioritization of the seven action items (50% or more of the participants in concurrence). Three questions had some discrepancies however; the first was that a large portion of the public (30%) believed that the Mixed-Use Commercial/Residential Nodes should have a higher priority (from medium to high), the second was that a large portion of the public (30%) believed that the Veteran’s Affairs Clinic (VA) expansion should have a lower priority (from medium to low), and the third discrepancy was that a large portion of the public (30%) believed the Neighborhood Mixed-Use Commercial Transition area should have a lower priority (from medium to low).

II. Residential Preservation

Table 2: CSC Prioritized Action Items

RP 1. Olde North Residential and neighborhood services		Priority: High
RP 2. East End Apartment		Priority: Medium
RP 3. East End Single-Family		Priority: Low



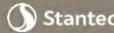
This category utilized three action items related to three specific residential preservation areas: Olde North Residential and Neighborhood Services preservation area, the East End Apartment concept area, and East End Single-Family concept area. The public was generally in favor (50% or more of the

participants were in agreement) for the CSC’s prioritization of these three areas. Nevertheless, there was one discrepancy associated with the East End Apartment concept area where a large portion of the public (37%) believed its priority level should be moved from a medium to low level priority.

III. Improvement/Expansion Areas

Table 3: CSC Prioritized Action Items

IE 1. Spinnaker Lane		Priority: Low
IE 2. JBS Mixed Use Multi-Family		Priority: High
IE 3. VA Related Commercial		Priority: High

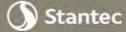


This category utilized three action items related to three specific areas: the Spinnaker Land improvement area, JBS Mixed Use Multi-Family area, and the VA area dedicated to related commercial services. The public was in favor of the CSC’s prioritization of these three areas. There was however a substantial amount of attendees (37%) who believed the priority level for VA related commercial services should be lowered from a high priority to a medium priority.

IV. Transition Areas

Table 4: CSC Prioritized Action Items

T 1. American Foods – Webster		Priority: Low
T 2. Neighborhood Mixed – Use Commercial Transition		Priority: Medium
T 3. American Foods – Elizabeth		Priority: Medium
T 4. Brown Co. Mental Health Center		Priority: High

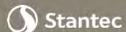


This category utilized four action items involving the idea of introducing buffer areas between dissimilar services. The areas in question were the American Foods/Webster Street area, neighborhood mixed-use and commercial transition areas along the corridor (in general), the American Foods/Elizabeth Street area, and the area where the old Brown County Mental Health Facility was located. The public was generally in favor of all CSC recommended priority levels. One discrepancy however included the American Foods/Elizabeth Street transition area where a large amount of public responses (33%) revealed the desire to raise the priority level from a medium to high priority.

V. Gateway Areas

Table 5: CSC Prioritized Action Items

G 1. Clement - Triangle		Priority: High
G 2. Webster		Priority: Medium
G 3. Nicolet Drive & East Shore Drive		Priority: Low



This category utilized three action items related to the Clement Street triangle (image to the left), Webster Avenue, and Nicolet Drive/East Shore Drive intersection. This category helped prioritize the developed of each area into gateways (engaging or attracting means of access or entry into an identifiable area). The public agreed with the CSC that the Clement Triangle is deserving of a high priority, Webster Avenue of a medium priority, and the Nicolet Drive and East Shore Drive intersection area as a low priority. There was a notable amount (22%) of individuals who also felt that the Webster Avenue gateway should be given a low priority level as opposed to a medium priority.



VI. Catalyst Sites

Table 6: CSC Prioritized Action Items

Item		CSC Recommendations
C1.1	Catalyst Site 1 - Former Tillman Nursery	Medium
C1.2	Catalyst Site 2 - Former Packerland Facility	High
C1.3	Catalyst Sites 3 & 4 - American Foods Group facility & Training Center	Low
C1.4	Catalyst Site 5 - Brown County Mental Health Center	Low

This category utilized four action items related to the project’s five catalyst sites (catalyst site #3 and #4 were combined into one action item as they are both the property of American Foods). These catalyst site action items aimed to prioritize the redevelopment order of each catalyst site. The CSC recommended priorities are as follows: Catalyst Site #1 (the former Tillman’s Nursery) = medium, Catalyst Site #2 (former Packerland Facility) = high, Catalyst Site #3 and #4 (American Foods Group facility and Training center) = low, and lastly, Catalyst Site #5 (old Brown County Mental Health Center) = low. The public was generally in favor (50% or more of the participants were in agreement) of the CSC’s recommendations. There was a small discrepancy on Catalyst Site #1 however where 29% of attendees believed the priority level should be raised from a medium to a high level priority.

VII. Land Use

Table 7: CSC Prioritized Action Items

	Action Step	CSC Recommendation
1	Develop housing rehabilitation programs to support residential neighborhoods along the corridor.	High
3	Rezone the properties between the former Tillman Nursery and the VA Clinic for Mixed Use Development.	High
2	Target the area between Webster and Forest for housing rehabilitation.	High
4	Where vacancy occurs between Danz & Newtols, only non-commercial redevelopment should be encouraged so that commercial development is focused around nodes at Elizabeth, Clement, or Webster.	High
5	Develop land use transitions to buffer urban industrial areas from surrounding uses.	Medium
8	Complete a study to understand the long-term sensitivity to flood events of the Olde North neighborhood, located in the expanding floodplain.	L
7	Create a proactive plan to mitigate effects of new construction in the floodplain near Webster Avenue and the Olde North neighborhood.	L
6	Incentivize sustainable on-site stormwater practices to reduce overall runoff created by corridor land uses during site plan review.	L

This category utilized eight action items related to the prioritization of future land use development. The public was generally in favor (50% or more of the participants were in agreement) of the CSC’s recommendations with the exception of two of the eight action item priorities. The first disagreement was regarding the CSC’s recommendation of a low priority regarding the completion of a neighborhood floodplain study to understand the long-term sensitivity of flood events for the Olde North Neighborhood (image to the left). Of the attendees, 48% believed the priority level should be higher than the recommended low priority level while only 45% of attendees agreed with the low



level priority. The second disagreement involved the CSC’s recommendation of a low priority for the notion of incentivizing sustainable on-site stormwater practices to reduce overall runoff. Of the attendees, 55% believed the priority should be higher where as only 42% agreed with the low priority level.

VIII. Placemaking through Urban Design

Table 8: CSC Prioritized Action Items

	Action Step	Priority
1	Develop overlay districts with form-based code requirements to support the corridor's visual quality.	Medium
2	Begin systematic program to enhanced the University Avenue streetscape with street trees, pedestrian level lighting, understory planting and undergrounding of utilities, where feasible.	Medium
3	Explore feasibility and seek cleanup funding to develop an urban plaza that serves as an amenity and gathering spot for the residents on the E end of the corridor. The urban plaza should be designed to serve as a cap for any contamination at the former gas station at Univ Ave and Liebman St	High
4	Review industrial buffering standards to ensure they adequately accommodate sudden transitions to residential land uses.	Medium
5	Introduce high quality, pedestrian level street lighting and street trees into the Spinnaker streetscape.	Medium
6	Repaint traffic signal poles to a dark hue that is compatible with the selected streetscape lighting materials.	Low
7	Develop and support community-based initiatives to facilitate and implement urban design elements of this plan.	Low

This category utilized seven action items to create a sense of identity in the corridor. The action items touched on form-based coding, streetscape enhancements, the development of an urban plaza, industrial buffering standards, pedestrian level lighting and street trees, the appeal of traffic signal poles, and lastly, the development and support of community-based initiatives to implement urban design elements. The public was generally in favor of the CSC’s recommended priorities for each action item with the exception of two. The first disagreement involved the introduction of a systematic program to enhance the University Avenue streetscape with street trees, pedestrian level lighting, understory plantings, and

underground utilities (where feasible). Only 34% of attendees agreed with the CSC’s recommendation of giving this action item a medium priority while 54% believe this item should have a high priority. The second disagreement involved the introduction of high quality, pedestrian level street lighting and street trees in the Spinnaker streetscape area specifically. While 43% of attendees agreed on the CSC’s recommendation of a medium priority, 20% believed it should be a high priority and 37% believed it should be a low priority.

IX. Parks and Trails

Table 9: CSC Prioritized Action Items

	Action Step	Priority
1	Work with American Foods Group to continue the East River Trail connection behind the Webster facility (catalyst sites 3&4). Extensions should have adequate buffers and safety separation to protect both trail users and the users of the Webster facility.	Medium
2	Develop a trail connection between Clement Street and East Shore Drive to better connect the corridor with UWGB.	High
3	Work with the railroad line's sole user to determine if they can be incentivized to relocate to another portion of the city, enabling recapture of the railroad right-of-way for trail development.	Low
4	Improve street lighting along Danz Avenue to support frequent evening bicycling between the bay shore and University Avenue.	High
5	As the Packerland site is redeveloped, add trail connections between the University Avenue/Humboldt Road trails and existing recreational trails.	High

This category utilized five action items regarding the implementation of recreational space (public parks and trails). This category was littered with discrepancies and accordingly, each action item will be discussed separately.

The first action item discussed the idea of working with American Foods Group to continue the East River Trail connection. Attendees were generally in agreement with this medium priority at 69% in favor of the CSC recommendation.

The second action item discussed the development of a trail connection between Clement Street and East Shore drive to better connect the corridor with UWGB.



Of the attendees, 55% were in agreement with the action item's high priority (recommended by the CSC) while 43% believed the priority should be lower.

The third action item involved the notion of relocating the railroad lines. This vote was quite split with 47% of attendees in favor of the CSC recommendation of giving this action item a low priority while 47% of attendees believed the priority level should be raised.

The fourth action item involved the improvement of street lighting to support frequent bicycling. The CSC recommended a high priority level which was generally agreed upon by the public (with 67% in favor). Nevertheless, 33% of the public also believed that this priority should be lowered.

The fifth, and last action item for this category, involved adding a trail connection between University Avenue and Humboldt Road. The CSC recommended this as a high priority in which 73% of public attendees agreed upon. Nevertheless, 24% believed this priority should be lowered.

X. Transportation

Table 10: CSC Prioritized Action Items

	Action Step	Priority
1	Reroute the I-43 int' chge to eliminate the "triangle" and create a signalized intersection at Clement St	High
2	Develop a plan with Wisconsin DOT to reduce traffic speeds from the I-43 interchange to Danz Avenue.	High
3	Work with Wisconsin DOT and the City of Green Bay Department of Public Works to reduce or eliminate traffic and loading issues along University Avenue.	High
4	Concentrate vehicular access points to reduce driveways along University Avenue.	High
5	Analyze signalized intersections for opportunities to reduce ped waiting times & increase crossing times.	Medium
6	Continue plans to reconstruct Webster Ave as a blvd providing a gateway experience to DT & Univ Ave	High
7	Analyze medians on University Avenue to ensure they provide consistent function, safety and aesthetics and support commercial growth at the commercial focus nodes.	High
8	Following completion of Webster Ave reconstruction, revise HWY signage to redirect downtown visitors toward the Webster Avenue exit.	Medium
9	Work with American Foods Group to improve truck exiting movements at the Elizabeth facility, particularly westbound movements toward the Webster facility.	Medium
10	Continue to work w/ Am Foods Group to improve livestock truck clean-up prior to leaving the site.	Low
11	During commercial site plan approval, require/encourage inter-connections & cross easements between adjacent commercial parking lots so that vehicles can travel between them w/out using Univ Ave	Low
12	During commercial site plan approval, require and/or encourage businesses to install and mark pedestrian pathways to building entrances from the street.	Low
13	Investigate the feasibility of lengthening transit service hours of operation along the corridor to facilitate student patronage and expand key employment opportunities for transit dependent populations.	High
14	Work with Transit to identify priority transit stops/locations for convenient business access.	Medium
15	Work with Transit to focus on the co-location of transit shelters, benches, and bike facilities.	Medium
16	Work with Brown Co to ID barriers & missing links to commuter bike network. Discuss & confirm improvement priorities with DOT, the City of Green Bay Dept. of Public Works, businesses, and neighborhood groups.	Low

The category of transportation was the longest category with 16 action items. The public was in favor of the CSC recommendation for each action item with the exception of three. The first disagreement involves the analysis of signalized intersections for opportunities to reduce pedestrian waiting times and increasing crossing times. The CSC recommended a medium priority where only 32% of the public was in favor. Of the attendees, 26% believed this priority level should be high and 42% believed this priority level should be low. The second

disagreement involved revising highway signs to redirect downtown visitors towards the Webster Avenue exit to help make University Avenue a destination and not solely a pass through corridor. Only 46% of public attendees were in agreement with the CSC’s medium level priority while 37% of attendees believed the action item should have a high priority. The third disagreement involved working with the transit center to focus on the co-location of transit shelters, benches, and bike facilities. Of the attendees, only 41% agreed with the CSC’s medium level recommendation while 36% believed this action item should have a low priority and 24% believed this action item should have a high priority.

In addition to these three disagreements, where at least 50% of the attendees were not in favor of the CSC’s recommendations, there were four noteworthy discrepancies as well. The first involved rerouting the I-43 interchange to eliminate the existing “triangle” (image to left). Of the attendees, 55% were in favor of the high priority recommendation while 45% believed the priority should be lowered. The second discrepancy involved continuing plans to reconstruct Webster Avenue as a boulevard that provides gateway experience to Downtown. While 54% of attendees were in favor of the CSC’s high priority level recommendation, 43% believed the priority level should be lowered. The third discrepancy involves continuing to work with American Foods Group to improve truck clean-up compliance



prior to leaving the site. While 57% were in favor of the CSC’s low level recommendation, 43% of attendees believed the priority should be raised. The fourth discrepancy involves requiring and/or encouraging inter-connections and cross easements between adjacent commercial parking lots so that vehicles can travel between them without using University Avenue. While 54% of attendees were in favor of the CSC’s low level priority, 46% of attendees believed the priority should be raised.

XI. Business Development, Retention, and Branding

Table 11: CSC Prioritized Action Items

	Action Step	Priority
1	Partner with the City of GB Bay Econ Dev't Dept. to support a local business group.	Low
2	Develop an effective business owners' group, including minority businesses, to promote private sector improvements along University Avenue.	High
3	Use market analysis of retail demand to assess gaps in commercial dev't opportunities.	Medium
4	Develop infill strategy to ID, map, & reutilize chronic vacant properties in the corridor.	Medium
5	Identify & recruit complementary business to locate on Univ Ave & near the VA Clinic.	High
6	Create an "incentive package" or policy that guides potential developers through the process and illustrates the roles of public-private partnership in the redevelopment.	High
7	Market redevelopment sites to developers and national corporations to fill identified market and commercial voids identified in this plan.	High
8	Attract anchor businesses to proposed mixed use development sites.	Low
9	Work with NWTC and UWGB business programs to facilitate small business incubator programs along University Avenue.	Low
10	Work with existing businesses to identify/correct current deficiencies in the UA retail/commercial market.	High
11	Work with existing business to encourage reinvestment into existing sites and properties to ensure they remain viable within the corridor.	Medium
12	Develop strategy to "weed-n-feed" business away from business activity nodes.	Medium

This category utilized 12 action items. There were four disagreements of the 12 items involving the CSC recommendations of priority levels. The first involved the use of market analysis of retail demand to assess gaps in commercial development opportunity. While the CSC recommended this item as a medium, only 48% of attendees agreed with this

recommendation and 29% of attendees believed that it should be a high priority. The second disagreement involved the development of infill strategies to identify, map, and reutilize chronic vacant properties within the corridor. The CSC gave this action item a medium priority but only 21% of attendees agreed with this while 74% of attendees believed this action item should have a high priority. The third disagreement involved attracting anchor businesses to proposed mixed use development sites. The CSC gave this action item a low priority level but only 35% of attendees agreed with this recommendation while 65% believed the priority should be raised. The last disagreement for this category involved working with existing businesses to encourage reinvestment of existing sites and properties—ensuring they remain viable within the corridor. The CSC gave this action item a medium priority level but only 41% of attendees agreed with this while 53% of attendees believed this item should be a high priority.

The last category included 6 action items in which there were disagreements about half. The first disagreement had a completely split vote where 50% of attendees believed creating and maintaining an inventory of known brownfield properties was a low priority (as recommended by the CSC) and the other 50% believed this priority needed to be higher. The second disagreement involved working with owners of existing brownfields to identify redevelopment opportunities. The CSC recommended this action item with a medium priority in which 44% of attendees agreed while 44% of attendees believed this priority should be a high priority. The last disagreement involved creating a redevelopment plan to protect natural resources immediately adjacent to brownfield sites. The CSC gave the recommendation for this action item a low priority level although only 18% of the public agreed with this recommendation and 82% of public attendees believed the priority level should be higher.

XII. Brownfield Remediation

Table 12: CSC Prioritized Action Items

	Action Step	Priority
1	Create and maintain an inventory of known brownfield properties in the corridor to inform City staff in future decisions.	Low
2	Develop property profiles for vacant commercial brownfield sites throughout the corridor.	Medium
3	Work with owners of existing brownfields to identify redevelopment opportunities.	Medium
4	Create brownfield marketing program that identifies and leverages state and federal funding to attract redevelopment.	High
5	Create a redevelopment work plan to protect natural resources immediately adjacent to brownfield sites.	Low
6	Access, monitor, and remediate remainder of catalyst site contamination.	High

Public Meeting #5

Overview

The fifth public meeting took place on September 24, 2014 in the shopping center space formerly occupied by Deals and Steals furniture store at 2350 University Avenue. The purpose of



this workshop was to summarize the draft report and solicit feedback from the community regarding their thoughts on the overall project.

The meeting was set up in the vacant retail space with selected

maps and graphics from the report on easels for viewing by attendees. City staff and consultants were available for discussion and to answer questions. About 100 community

members attended (including some who conversed in Spanish with the consultant).

The open house portion was followed by a Powerpoint presentation by city staff and the

consultants – a summary of the key information in the report: background, goals, market assessment, land use, catalyst sites



redevelopment, and implementation steps. Four City Council members were also in attendance and each offered brief comments. Questions and discussion from the audience followed.

The comments and questions were positive overall, focusing not on whether the conclusions of the report were good, but when and how it would get implemented. Some were concerned about the traffic situation at many points along the corridor and others expressed concern over how to fill or renovate vacant or blighted commercial properties.



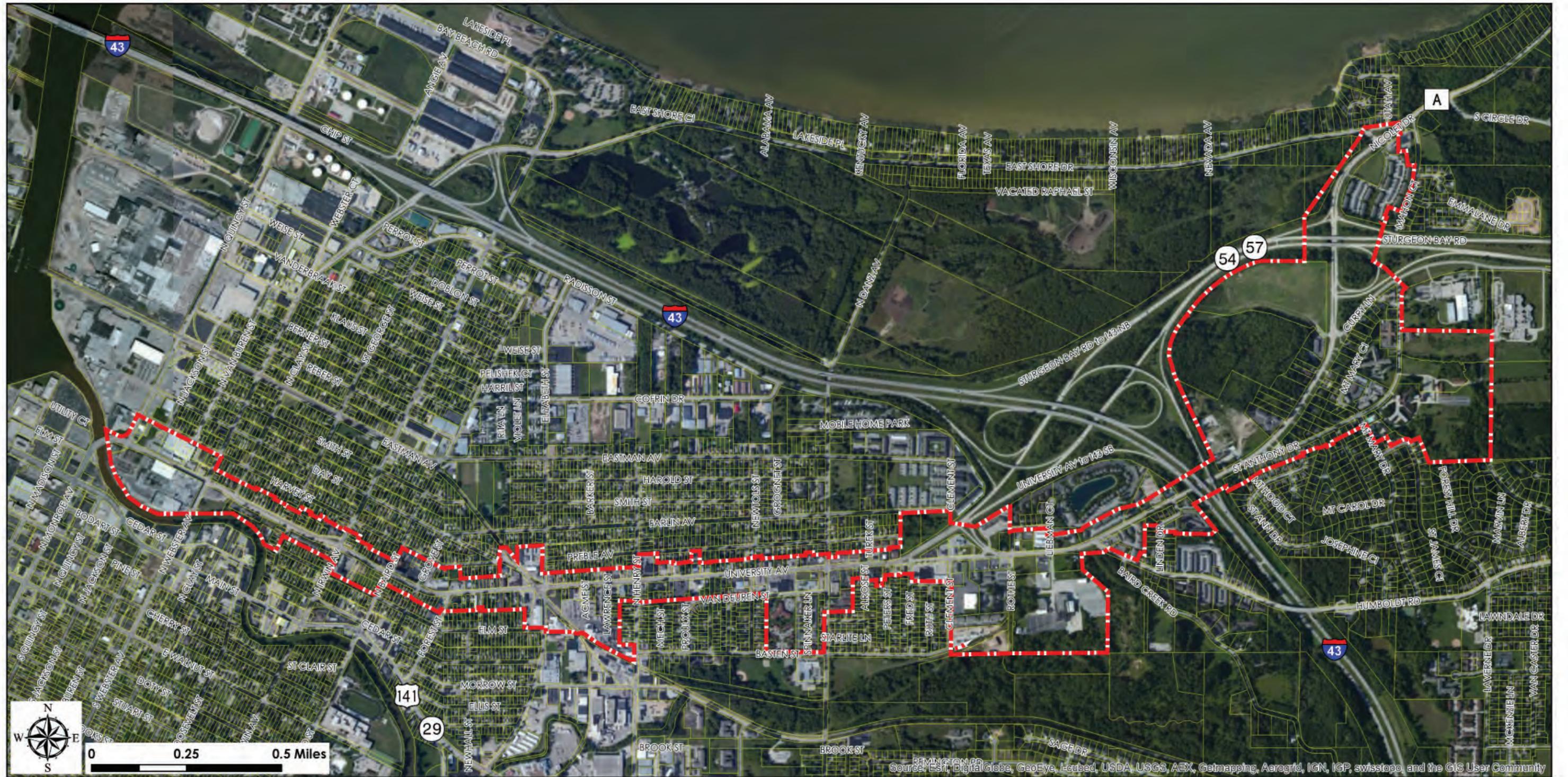


Figure 1.A: Study Area

 Study Area



Figure 2.1A: Excerpt from the Smart Growth Plan 2022, "Urban Design Objectives and Policies"

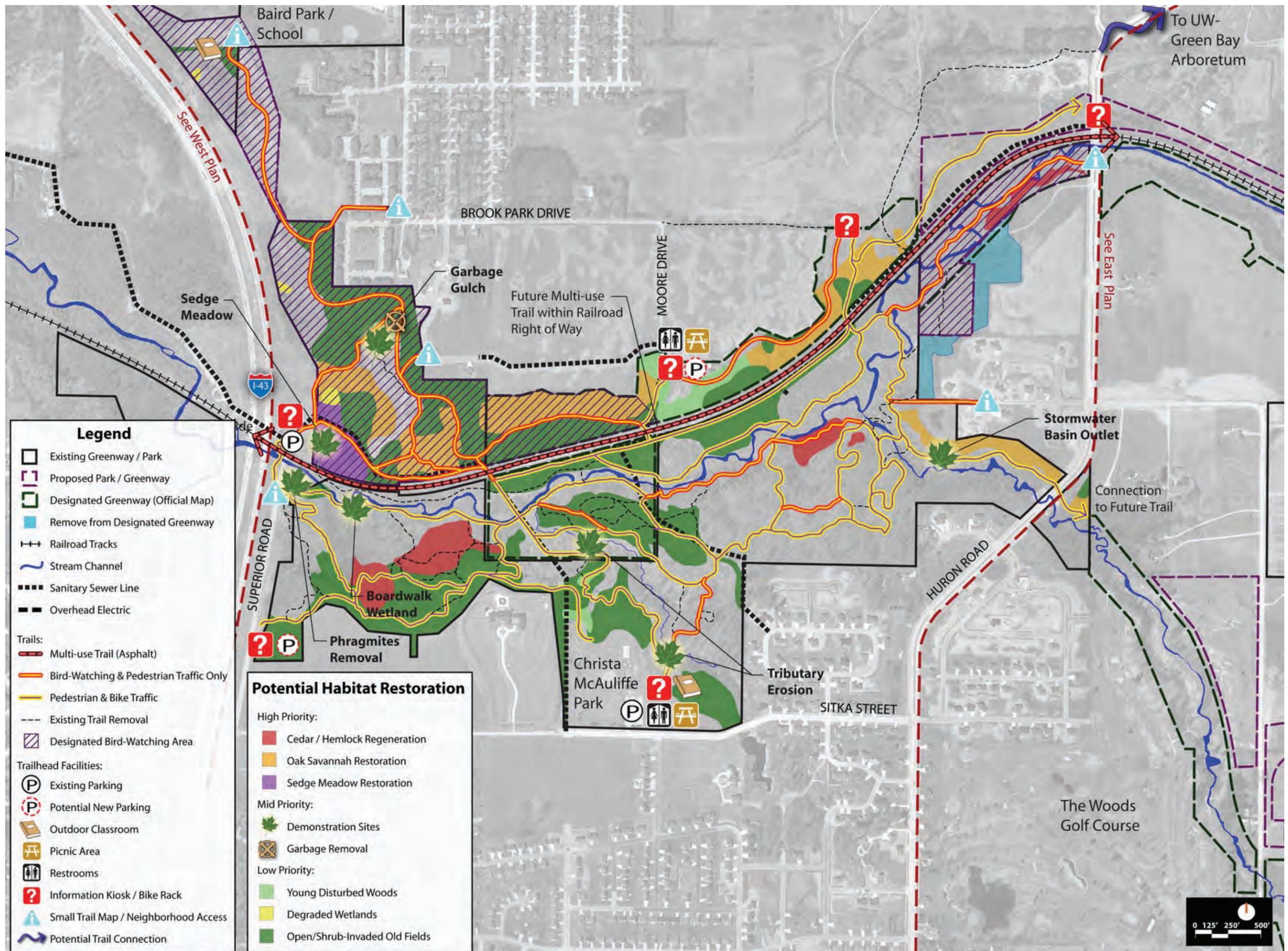


Figure 2.1E Study Area Natural Amenities (Source: Baird Creek Master Plan)

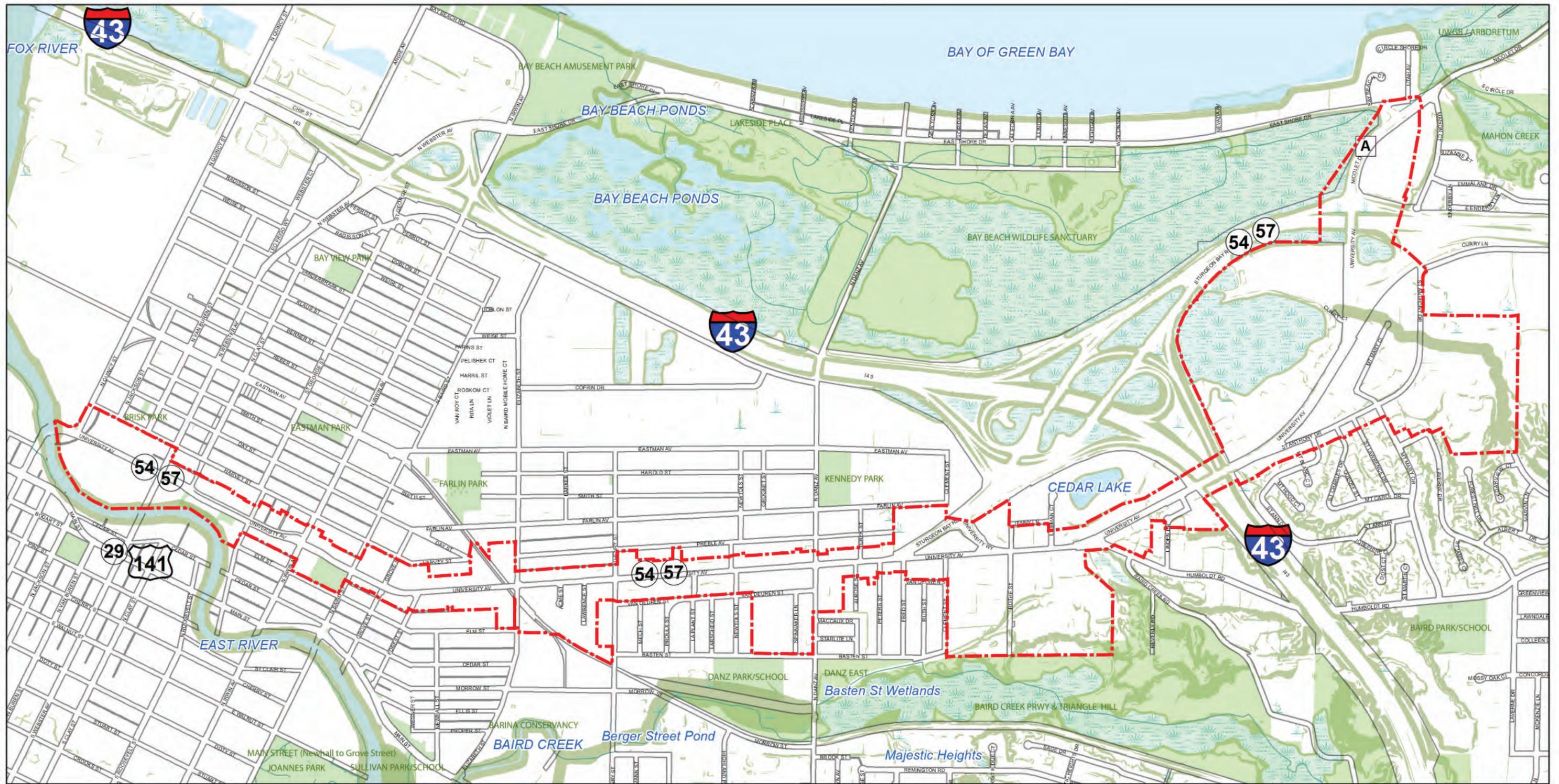


Figure 2.2F: Study Area Green and Open Space



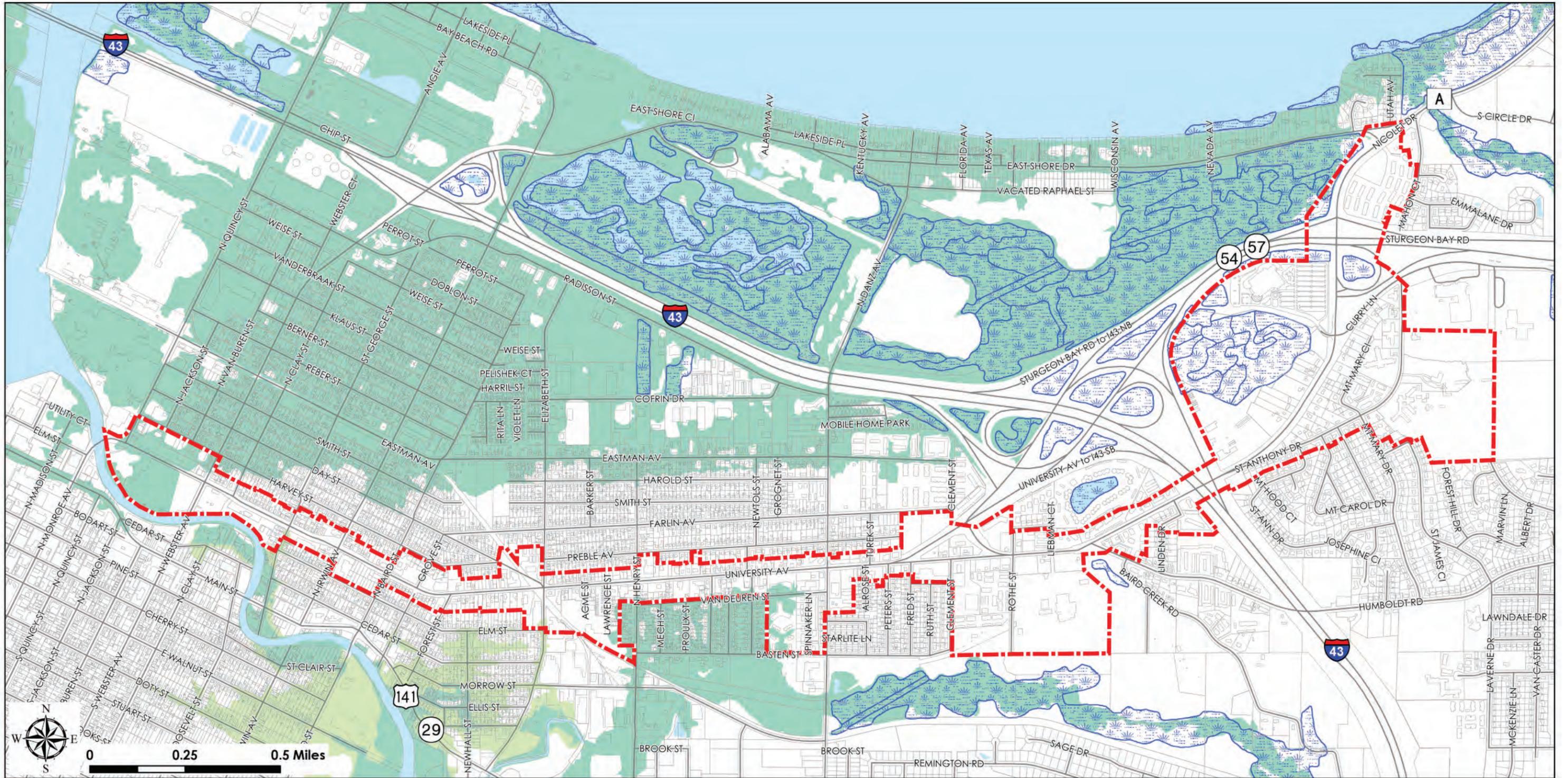


Figure 2.21: Study Area Floodplains

-  Study Area Boundary
-  Open Water
-  Wetland
-  100-Year Floodplain
-  500-Year Floodplain

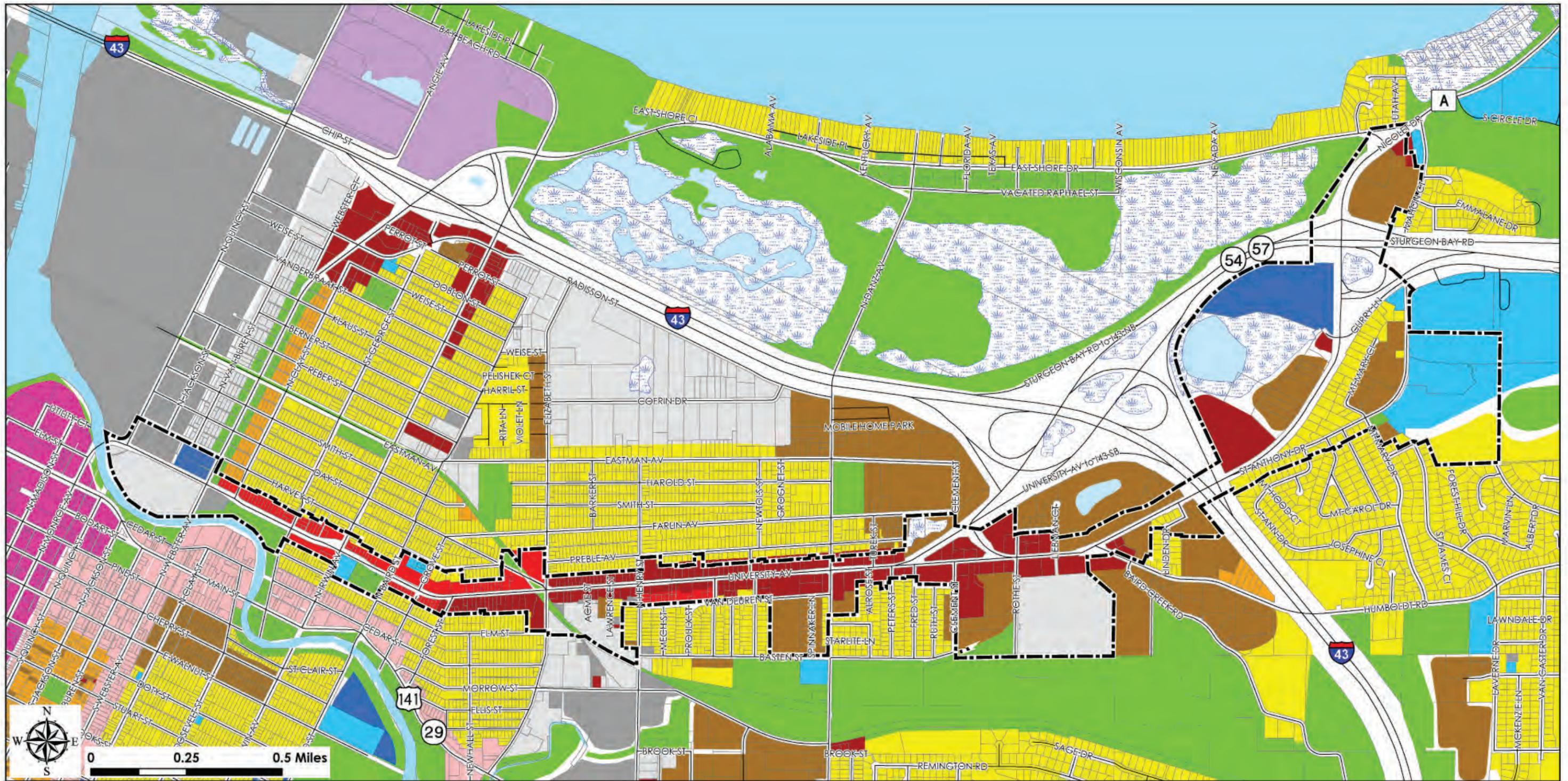


Figure 2.2J: Study area land use. (Source: Smart Growth Plan 2022)



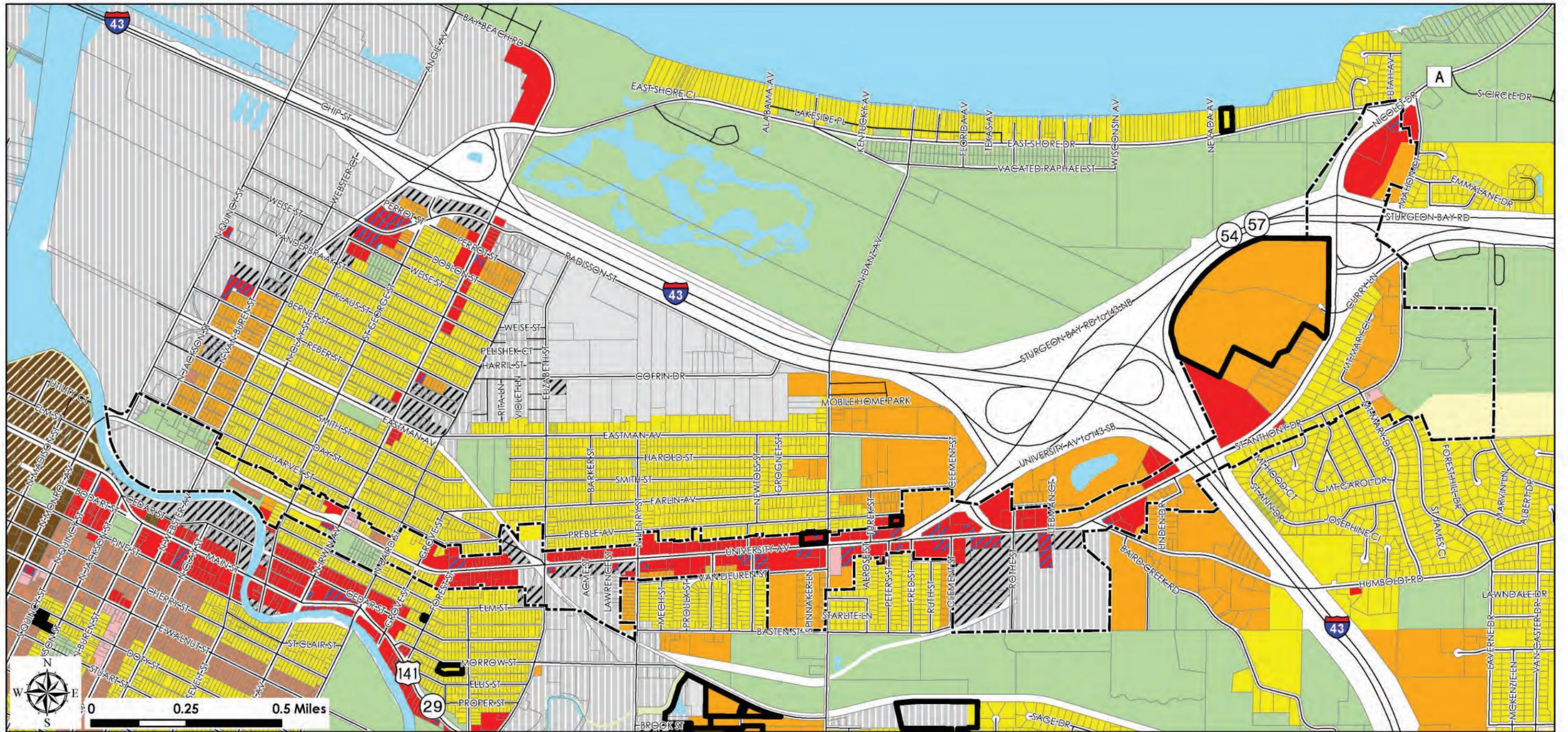


Figure 2.2K: Zoning on and around the University Avenue Corridor





Figure 2.4A: Existing Roadway and Traffic Signal Conditions along the University Avenue Corridor

- █ 4 - Lane Undivided
- █ 4 - Lane Divided
- Traffic Signal
- xxxx 2009 Average Daily Traffic Volume

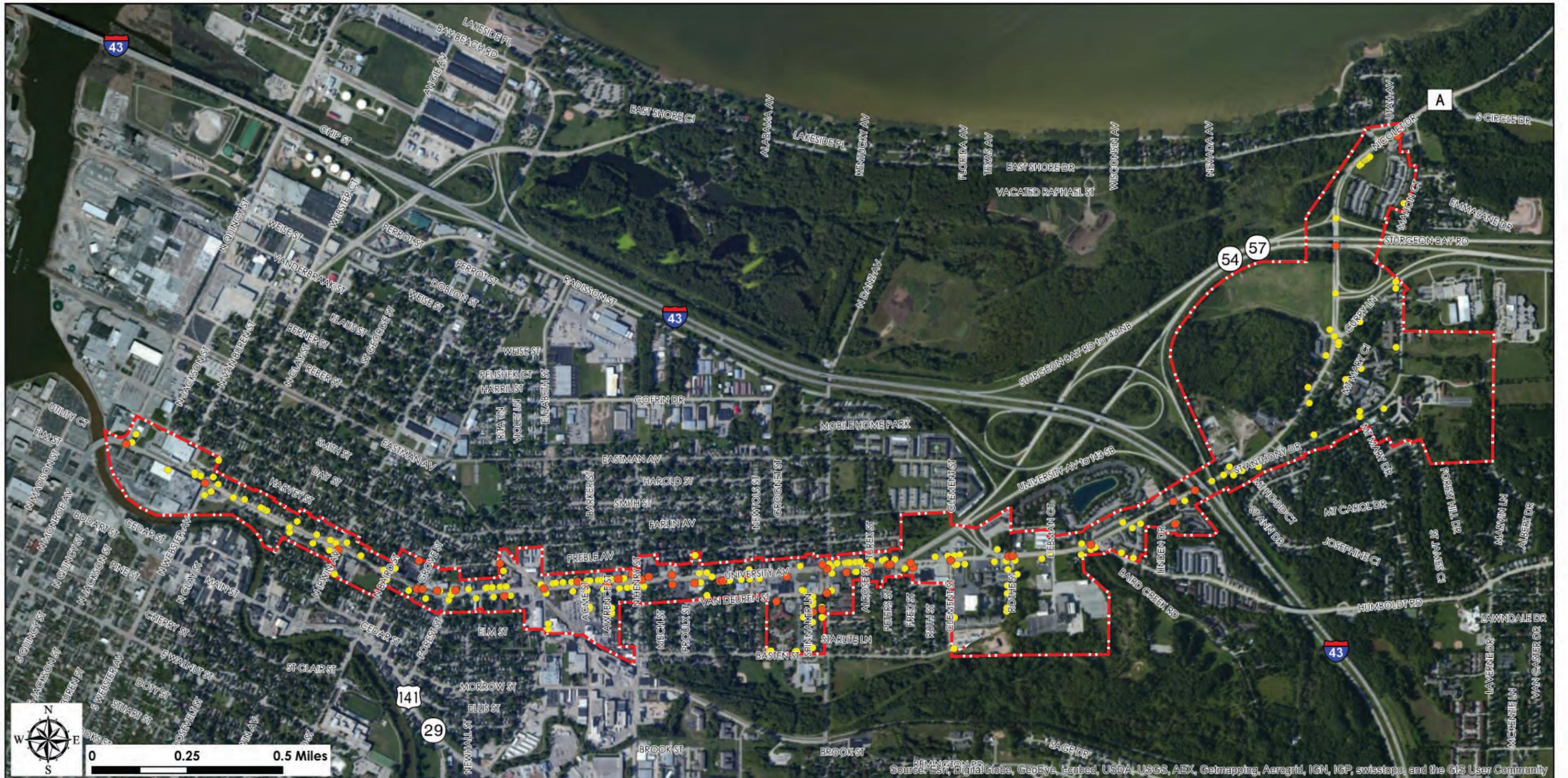


Figure 2.4C: Recent crash locations along the University Avenue Corridor

- Crash with Injury
- Crash without Injury
- Study Area Boundary

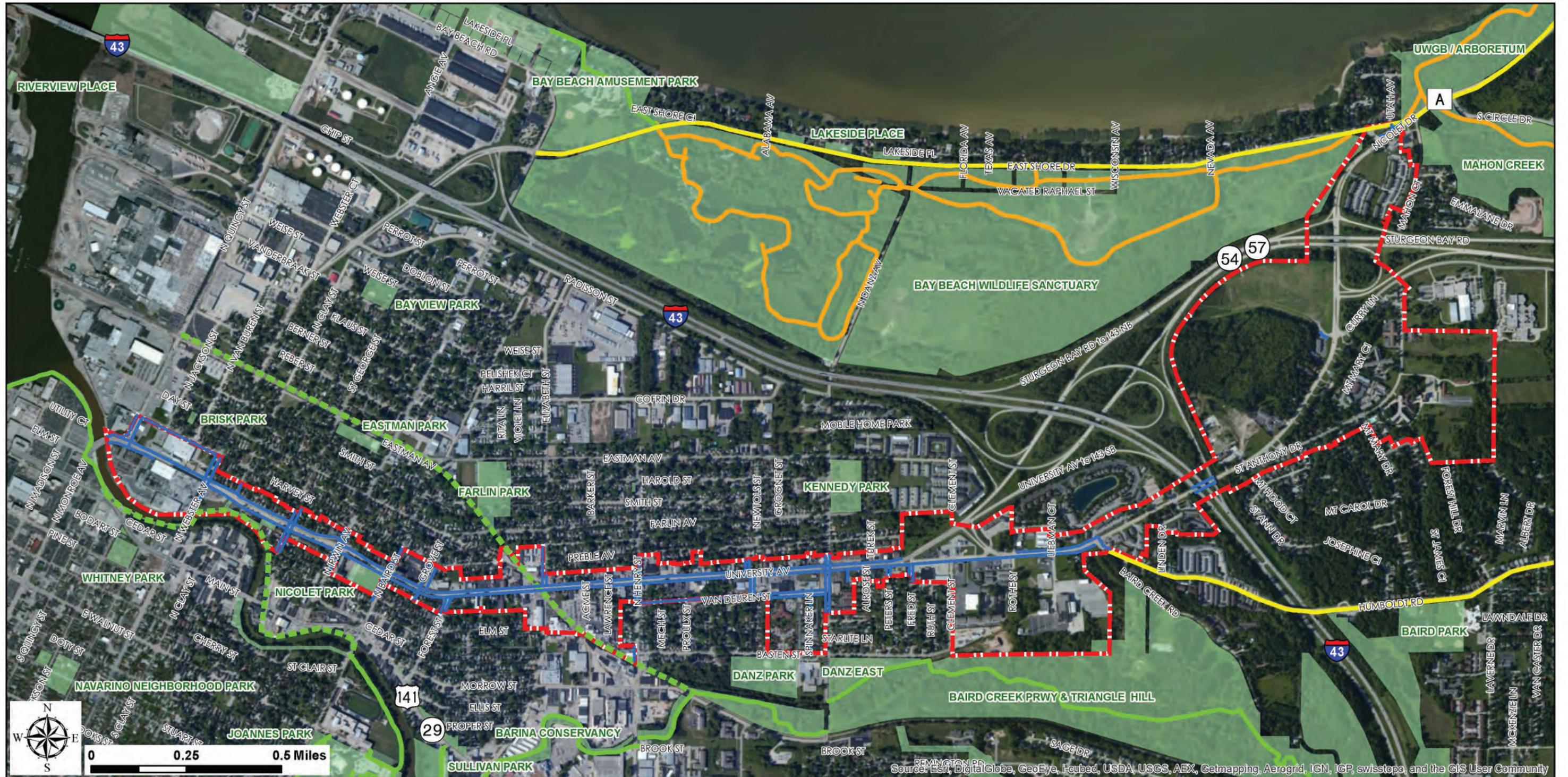


Figure 2.4D: Pedestrian and Bicycling Facilities along the University Avenue Corridor

- Paved Trails
- Sidewalks
- Parks and Parkways
- Unpaved Trails
- Bike Lane
- Study Area Boundary
- - - Proposed Trail

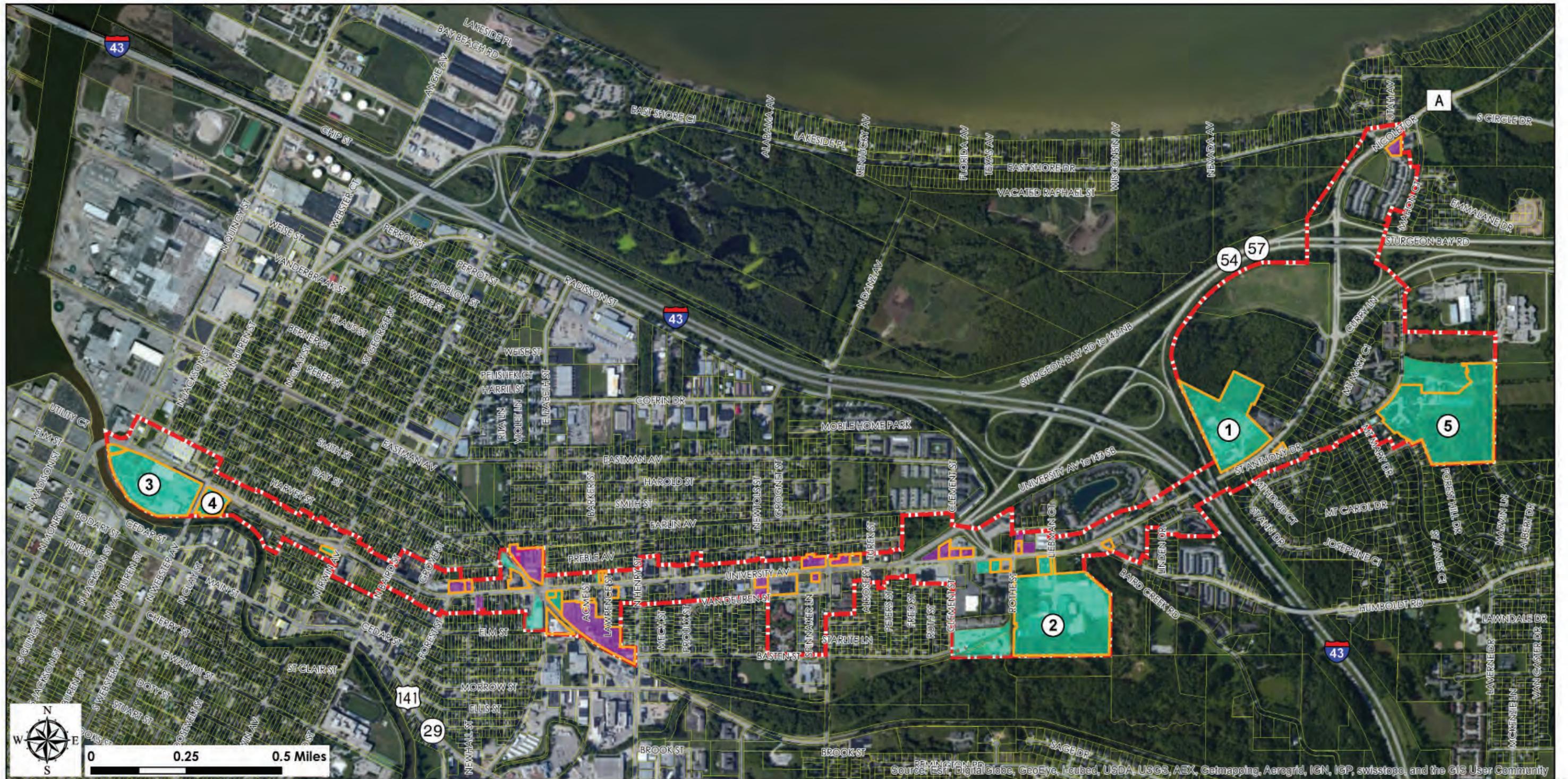


Figure 2.5D: Study Area brownfield sites

- Study Area Boundary
- Brownfields Based on EDR Information
- City Identified Future Brownfield
- City Identified Perceived Brownfield



Figure 2.5E: Catalyst Site #1 (Former Tillman's Nursery)
Known Environmental Impacts

 Site Boundary

Note: The data presented on this figure is based on known information available to Stantec Consulting Services Inc. at the time of this study and does not represent an exhaustive search of all known or potential contaminants at the site. Specifically, Stantec cannot represent that the Property does not contain any hazardous or toxic materials or other latent conditions beyond that presented. Additionally, due to limitations of the investigation process and the necessary use of data furnished by others, Stantec cannot assume liability if actual conditions differ from the information presented on this figure.

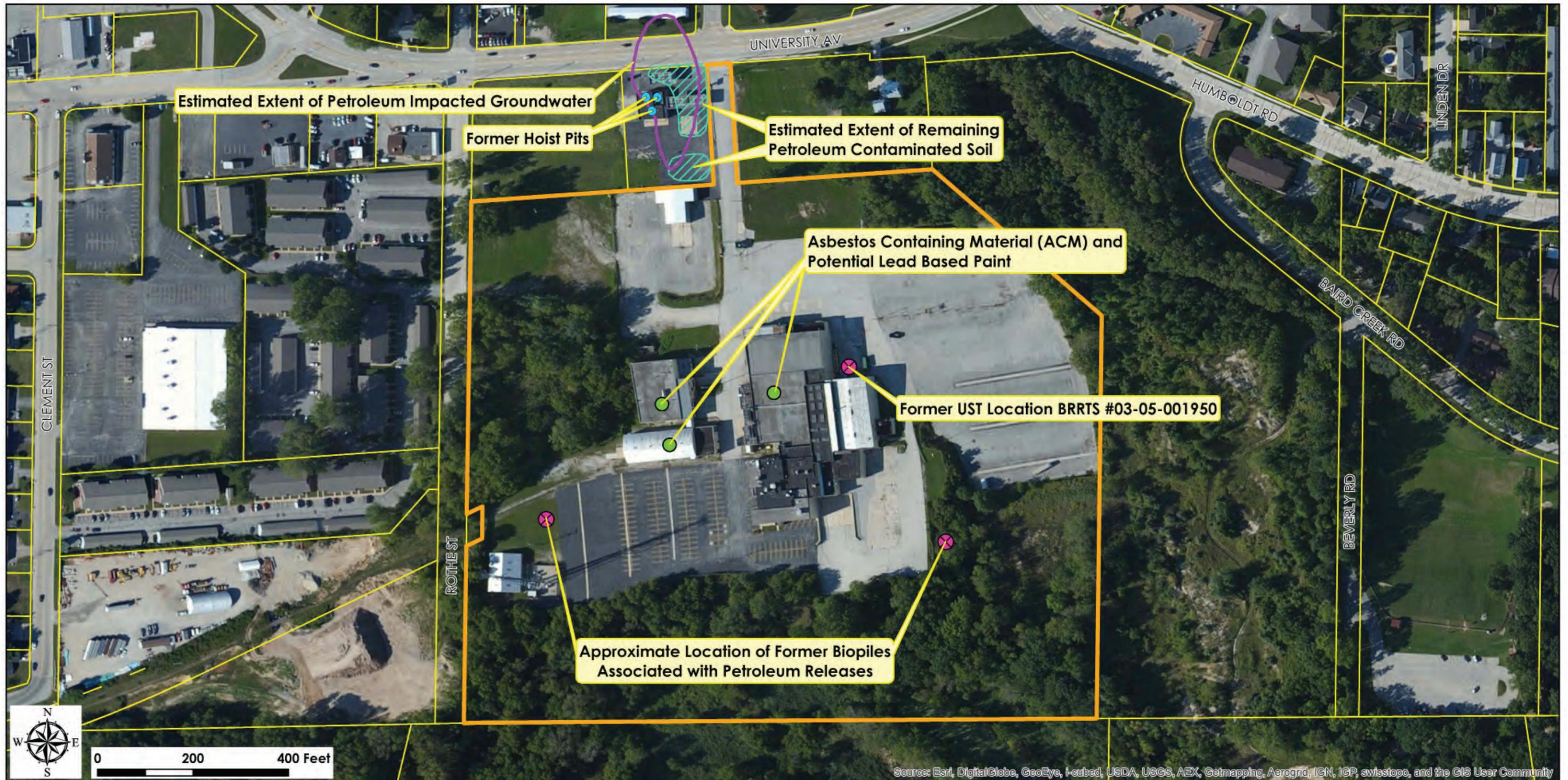


Figure 2.5F: Catalyst Site #2 (Former Packerland Packing Facility)
Known Environmental Impacts

 Site Boundary

Note: The data presented on this figure is based on known information available to Stantec Consulting Services Inc. at the time of this study and does not represent an exhaustive search of all known or potential contaminants at the site. Specifically, Stantec cannot represent that the Property does not contain any hazardous or toxic materials or other latent conditions beyond that presented. Additionally, due to limitations of the investigation process and the necessary use of data furnished by others, Stantec cannot assume liability if actual conditions differ from the information presented on this figure.



Figure 2.5H: Catalyst Site #3 - American Foods Group Facility
Known Environmental Impacts

 Site Boundary

As a condition of the WDNR closure, a Cap Maintenance Plan dated July 20, 2004 is in place at site requiring all impervious surfaces on-site to remain to prevent potential direct contact exposure in association with remaining Arsenic and/or PAHs in the soil.

Note: The data presented on this figure is based on known information available to Stantec Consulting Services Inc. at the time of this study and does not represent an exhaustive search of all known or potential contaminants at the site. Specifically, Stantec cannot represent that the Property does not contain any hazardous or toxic materials or other latent conditions beyond that presented. Additionally, due to limitations of the investigation process and the necessary use of data furnished by others, Stantec cannot assume liability if actual conditions differ from the information presented on this figure.



Figure 2.51: Catalyst Site #4 (American Foods Group Employment and Training Center)
Known Environmental Impacts

 Site Boundary

Note: The data presented on this figure is based on known information available to Stantec Consulting Services Inc. at the time of this study and does not represent an exhaustive search of all known or potential contaminants at the site. Specifically, Stantec cannot represent that the Property does not contain any hazardous or toxic materials or other latent conditions beyond that presented. Additionally, due to limitations of the investigation process and the necessary use of data furnished by others, Stantec cannot assume liability if actual conditions differ from the information presented on this figure.



Figure 2.5K: Catalyst Site #5 (Brown County Mental Health Center Facility)
Known Environmental Impacts

 Site Boundary

Note: The data presented on this figure is based on known information available to Stantec Consulting Services Inc. at the time of this study and does not represent an exhaustive search of all known or potential contaminants at the site. Specifically, Stantec cannot represent that the Property does not contain any hazardous or toxic materials or other latent conditions beyond that presented. Additionally, due to limitations of the investigation process and the necessary use of data furnished by others, Stantec cannot assume liability if actual conditions differ from the information presented on this figure.

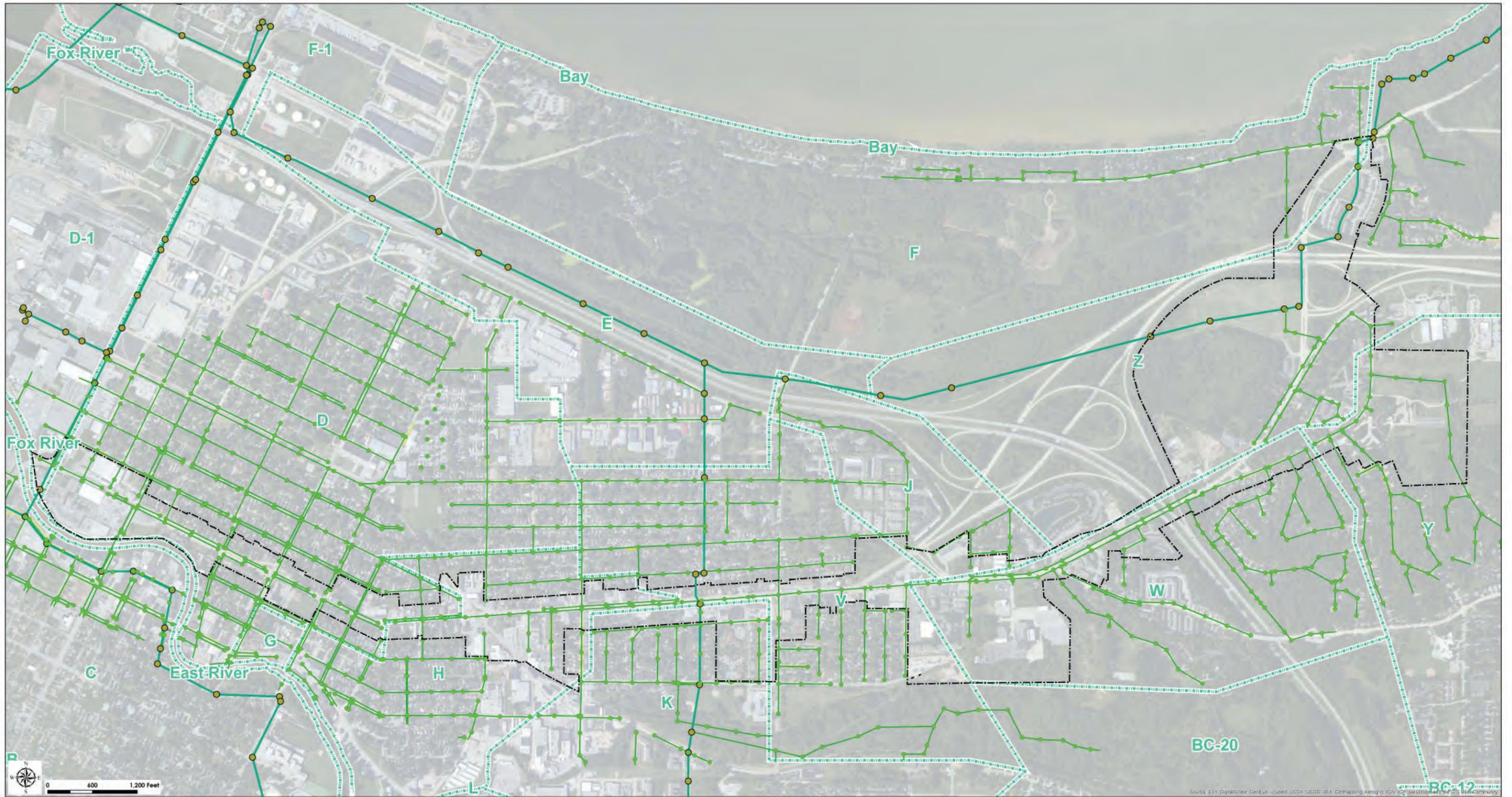


Figure 2.6A: Study Area sanitary sewer system

- Cleanout ●●●●● Force Main ● GBMSD Manholes [] Sanitary Sewer Basin Boundary
- Lift Station — Gravity Main — GBMSD Main [] Study Area Boundary
- Manhole — Lateral Sanitary

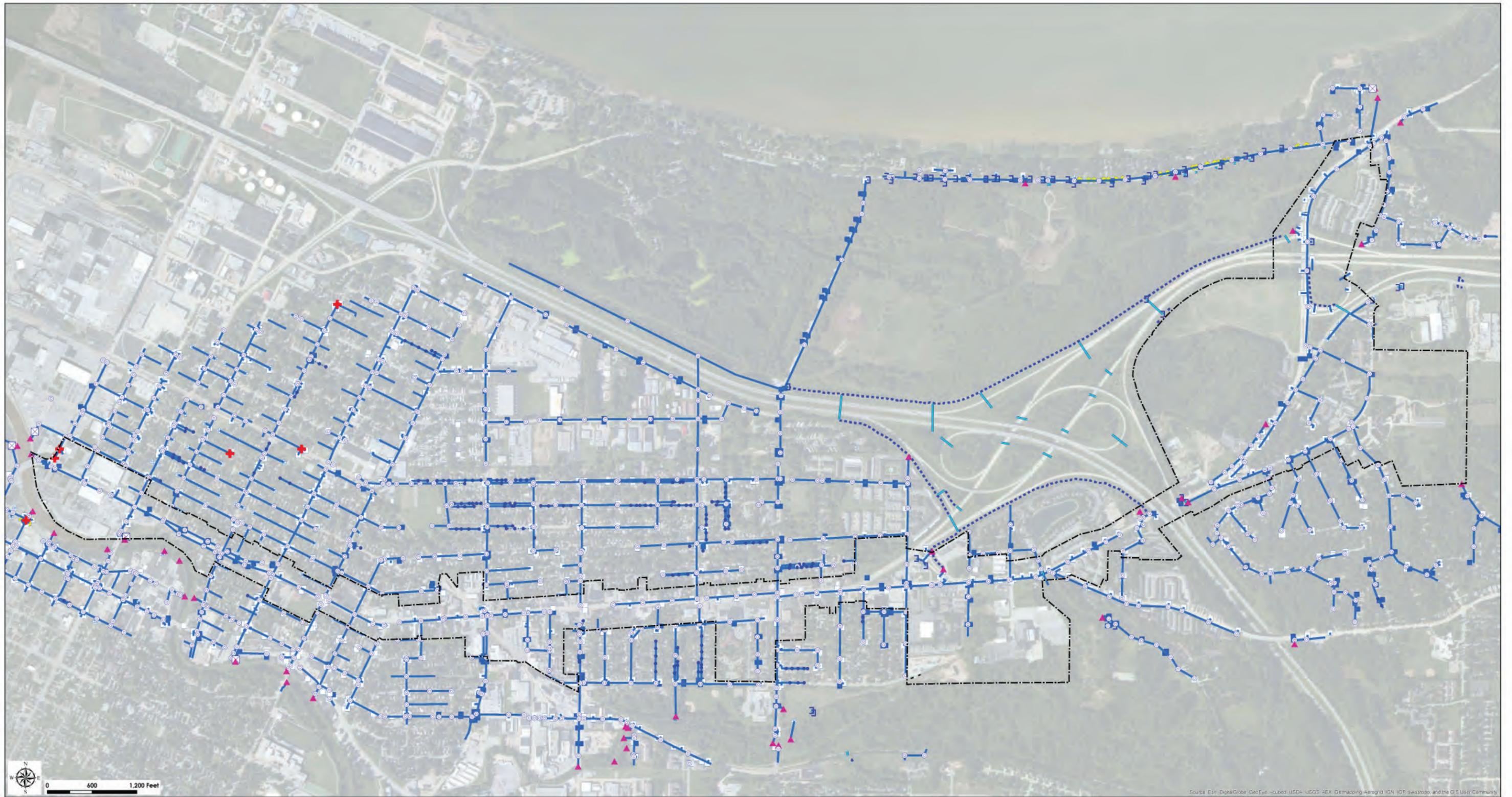


Figure 2.6B: Storm sewer system inventory by location, line, and type



Source: Esri, DigitalGlobe, GeoEye, i-cubed, USDA, USGS, AeroX, GeoMapping, AeroGRID, IGN, IGP, swisstopo, and the GIS User Community

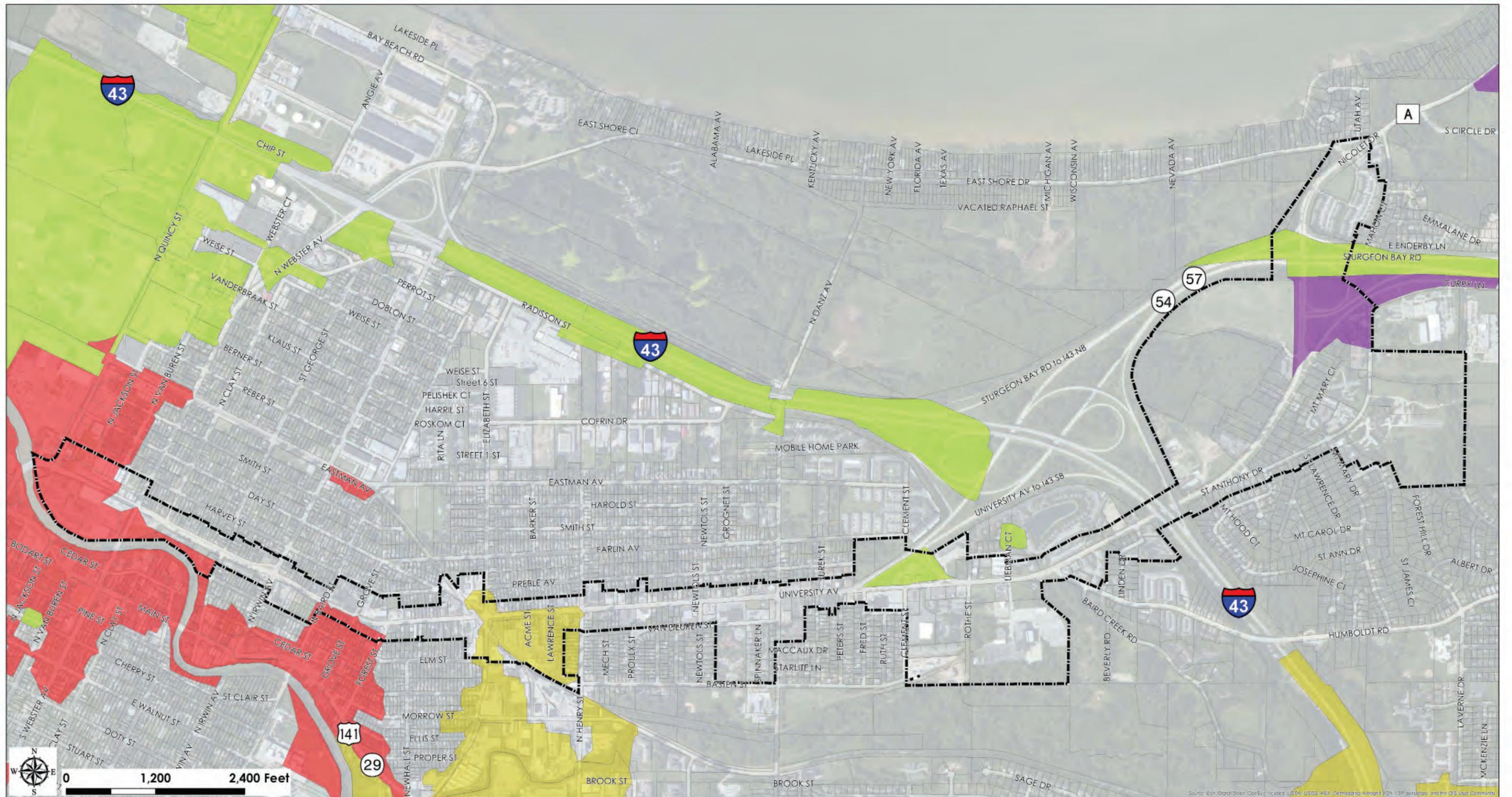


Figure 2.6C: Storm sewer inventory by critical basins

-  Study Area Boundary
- Critical Basins**
-  Baird Creek
-  Duck Creek
-  Green Bay
-  Lower East River
-  Lower Fox River



Figure 3.20: Catalyst sites along University Avenue Corridor



Figure 3.21: Overall Corridor Catalyst Sites

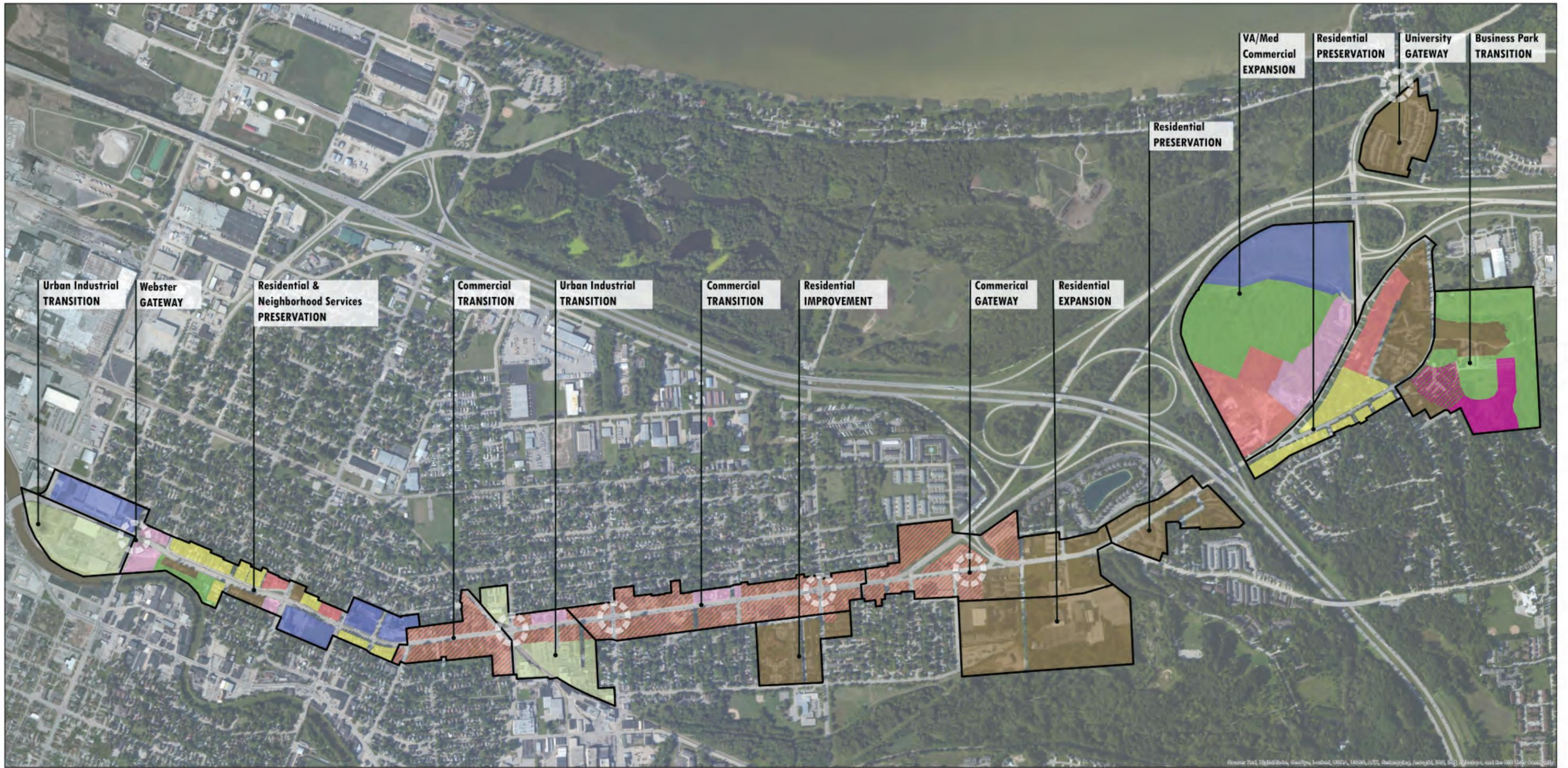


Figure 3.22: Draft Land Use Plan



Figure 3.23: Trail Concept

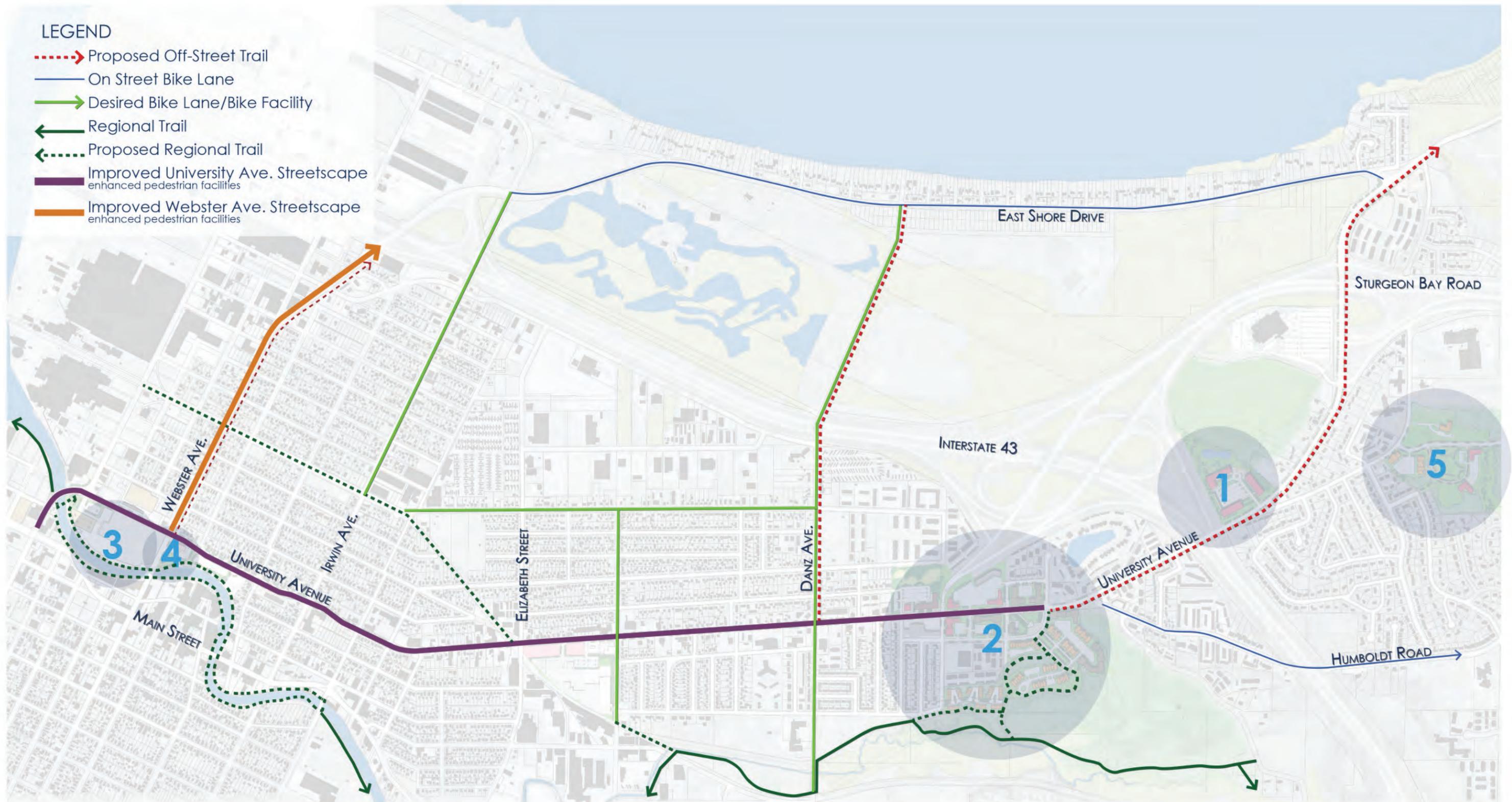


Figure 3.24: Pedestrian Connections