



Meeting: Downtown Citizen Steering Committee Meeting #6

Date: September 19, 2013

Time: 6:00 – 8:00 p.m.

Location: Associated Bank, 6th floor Conference Room

Last Updated On: September 20, 2013

MEETING SUMMARY

1) Call to Order

A. Galt called the meeting to order at 6:02 p.m.

2) Approval of August 15, 2013, Meeting Summary

A motion was made by C. Mills and seconded by T. Quigley to approve the summary of the August 15, 2013, meeting. Motion carried.

3) Review Results of August Public Workshop

The consultant and City staff team provided a draft report of the August 29 public workshop to the Steering Committee members and presented highlights of the results. About 130 people participated in the workshop, and the demographic questionnaire showed that this included a broad cross-section of ages and a mix of study area residents and non-residents. The Committee discussed the results of the public participation exercises.

The exercise on the future mission and role of the downtown showed the strongest consensus for “attracting and retaining the next generation of Green Bay residents” followed closely by “becoming a cultural center for the region.” Several Committee members commented that they were surprised that “Economic Engine” did not receive a stronger vote of support. Being a center of employment has been foundational to recent downtown growth and a strong source of economic investment. It was concluded that this dynamic is likely understood, but the community is now looking for other factors, like housing and cultural amenities, to catch up with the recent growth in jobs.

The visual preference exercise provided a depth of insights into community preferences for future development. In response to the housing development images having moderately positive scores with little variation, Committee members suggested that this means that people want to see a variety of housing types developed in the downtown core and in the surrounding neighborhoods. This makes sense in the context of the mission and role exercise where “becoming a residential and population center” was a top priority. The Committee discussed whether the captions on the images introduced bias or caused any confusion for participants. There did not seem to be any bias between local images versus those from other communities. Both types received a wide variety of responses. Several Committee members expressed that the results were encouraging and helpful. The community wants a downtown that looks like a downtown as opposed to a suburban environment.

The Committee discussed whether there should be additional opportunities for the community to participate in these exercises. This could occur digitally via the project website, or the displays could be set up in other locations around the community. It was also noted that more participation from residents of the surrounding neighborhoods is desired.

4) Discuss Development/Redevelopment Opportunities

The project team facilitated mapping of potential development and redevelopment opportunities. Ideas were solicited from each Steering Committee member for potential private real estate development sites, for potential public realm enhancements, and for potential policies and programs that could further strengthen the downtown.

5) Discuss Upcoming Public Workshop

D. Grove presented draft materials for the next public workshop in October. Based on public input and data collection to date, several potential areas of focus were identified. Within each focus area, potential alternative development scenarios were identified. D. Grove showed further examples of how the development scenarios could be visually depicted for the public workshop. The Steering Committee reviewed the potential focus area and alternative scenario ideas. Key discussion points included the following:

- Overall, the initial draft seemed to the Committee to be on track. The focus areas provide some logical, bite-size pieces.
- Some potential modifications to the focus area boundaries were identified.
- Testing community opinions on the appropriate size of a potential grocery store or other large retailer is a relevant topic.
- The idea of a cultural campus is a potential scenario for both the Larsen Green and Green Field areas. Each of these large sites could benefit from an “anchor” use to help define the space.
- The final master plan for downtown will attempt to capture all of the good ideas that are being generated, but will really focus on carrying forward those that are feasible and near-term implementable. This reflects the balance between vision and realism that has been an overall objective for this process.

The date for the next workshop has been set as Wednesday, October 16. The location is yet to be determined. The general flow will be similar to the previous workshops with a large group presentation followed by an open house period. The specific methods of community involvement during the open house will be different and are still being formulated for the upcoming event.

6) Downtown Development Projects Update

N. Sparacio provided an update on several development projects that are currently underway in the downtown. These current development projects were actually used as the backdrop for the mapping of future development opportunities under Item 4, and progress continues to be made on each of these:

- New Leaf Market
- Whitney Park Townhomes
- Monroe Avenue reconstruction
- Fox River to East River Trail connection
- Schreiber Foods corporate headquarters
- Clarion Hotel remodel and rebranding
- KI Convention Center expansion
- Hotel Northland
- “Adams Station” project (Schauer and Schumacher building)
- Dermond “Metreau” project
- T. Wall “City Deck Commons” project
- Titledown Brewery and SMET Construction project

- Platten Building remodel

J. Schmitt added that several of the available properties mentioned by the Committee in the brainstorming exercise already have interested developers in discussion with the City. The momentum downtown continues to be very positive. The City is making a significant investment in the Monroe Avenue corridor in particular. In addition to the \$8 million street reconstruction, the City has key property acquisitions and other potential developments at various stages of discussion.

7) Set Next Meeting

The Committee meets on the third Thursday of each month, so the next meeting will be October 17. The location will be confirmed prior to the meeting. The public workshop would take place the evening before, so the project team will do their best to quickly summarize the results to share with the Committee.

8) Public Comment

Several individuals were present in addition to the Steering Committee and Support Team. The following public comments were offered:

- M. LeMay stated that he is getting more involved in the community and is opening a business on Walnut Street. He is concerned about the proposed Walmart on Broadway.
- T. Kapalczynski stated that he is getting more involved in the community and asked whether there could be a study on whether existing downtown buildings have the capacity to construct additional stories upward.
- B. Meindl stated that he encourages everyone to hear out Walmart before deciding to reject their proposal.
- E. Gabrielson stated that he is concerned about the proposed Walmart on Broadway and started a website and petition on this topic. He believes that Walmart's business model is irresponsible regardless of whatever building style they are proposing.
- J. Sievert stated that he agrees with testing a wide range of ideas with this process. He supports including Broadway as part of the downtown and is concerned with the proposed Walmart.

9) Adjourn

A. Galt adjourned the meeting at 8:28 p.m.

Meeting Attendees		<u>P</u> resent, <u>E</u> xcused, <u>A</u> bsent	
<u>P</u>	Alex Galt	<u>P</u>	Ian Griffiths
<u>A</u>	Brent Weycker	<u>E</u>	Jamie Blom
<u>P</u>	Carol Karls	<u>P</u>	Jeff Mirkes
<u>P</u>	Chris Naumann	<u>A</u>	Lawrence Ferry
<u>E</u>	Chris Niles	<u>P</u>	Mayor Jim Schmitt
<u>E</u>	Chuck Lamine	<u>E</u>	Miriah Kelley
<u>P</u>	Cindy Mills	<u>P</u>	Nicole Zich
<u>P</u>	Dan Moore	<u>P</u>	Rob Byrne
<u>P</u>	Ald. Dave Boyce	<u>P</u>	Scott Dettman
<u>P</u>	Glenn Spevacek	<u>P</u>	Tim Duckett
<u>E</u>	Heather Mueller	<u>P</u>	Tina Quigley

Support Team

Nic Sparacio, Planning Department
Neil White, Economic Development Department
Daniel Grove, Lakota Group

Others Present

Bill Meindl
Kate Bodart
Tristen Zimmerman
Troy Kapalczynski
Matthew LeMay
Eric Gabrielson
Kim Jankowski
Jim Sievert