

# About the Project



## WHY THIS PLAN?

The City of Green Bay has initiated this areawide plan to support the uses along Velp Avenue and think pro-actively about how the corridor could transition in the future. Velp Avenue has great potential to serve as a gateway into Green Bay and a destination for neighbors. However, Velp Avenue is not widely perceived this way today.

This plan includes work to investigate brownfields along Velp Avenue and identify any sources of contamination that may be discouraging redevelopment of these properties. In addition, a market analysis will identify what kinds of redevelopment are feasible and realistic along Velp.

Throughout the process, we will consult the community to develop a vision and goals for the corridor. We will identify specific redevelopment opportunities along Velp and illustrate how new uses could create transformative opportunities and reimagine the role of Velp Avenue in Green Bay.

## WE NEED YOUR INPUT!

The City of Green Bay wants to enhance the vitality of Velp Avenue.

You are invited to an open house to *review market research for the corridor and envision redevelopment opportunities with potential to transform Velp Avenue.*

## OPPORTUNITY SITES



## MEETING DETAILS

### Where:

St. Paul's United Methodist Church  
341 Wilson Ave  
Green Bay, WI 54303

**When:** January 25<sup>th</sup>, 2017 at 6:00 PM

**Contact:** Mark Lyons, Planner  
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**See the project website for more info:**

<http://greenbaywi.gov/csa/planning-development/what-we-do/long-range-planning/velp-avenue-plan/>

## NEXT STEPS

|                   |   |
|-------------------|---|
| <b>FEB 2017</b>   | Refine Strategies, Action Steps and Redevelopment Scenarios |
| <b>APRIL 2017</b> | Public Open House: Review Draft Plan                        |
| <b>MAY 2017</b>   | City Council Action on Draft Plan                           |



# VELP AVENUE AREAWIDE PLAN



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