

THE DOWNTOWN GREEN BAY DESIGN PLAN



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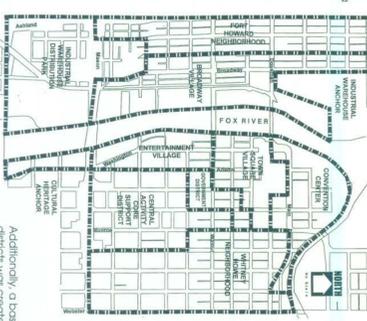
EXECUTIVE SUMMARY

Green Bay's home to a unique series of events:

the establishment of Port Howard, the activities of the Green Bay Packers, the establishment of the Brown County Courthouse, the establishment of the paper industry and medical community, and the commitment of the people who have saved the community through hard work, entrepreneurship and great pride. At the heart of the community and much of its history is Downtown Green Bay.

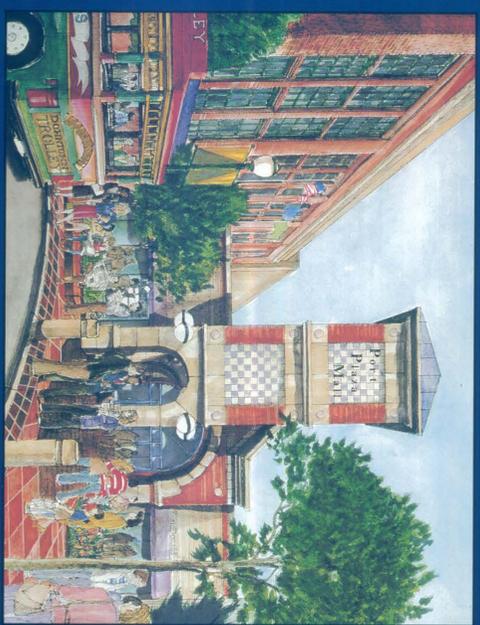
Green Bay's location along the banks of the Fox River from one end to the other is a unique asset. Government and industry, commercial forces, government people can come together for a variety of reasons and activities. Throughout the life of Green Bay development, individual characteristics and elements of downtown have been preserved and enhanced. The Port Howard, the Edge Apartments, Broadway redevelopment, the entertainment uses associated with the Grand Ill, to name a few.

The Downtown Green Bay Design Plan is intended to serve the community as a vision and development framework that can guide government by not only providing a vision of the future, but also by providing a framework for public-private partnerships, private sector corporations and individuals to work together to create a vibrant, exciting, and unique downtown. The plan includes a variety of recommendations for public-private partnerships, private sector corporations and individuals to work together to create a vibrant, exciting, and unique downtown. The plan includes a variety of recommendations for public-private partnerships, private sector corporations and individuals to work together to create a vibrant, exciting, and unique downtown.



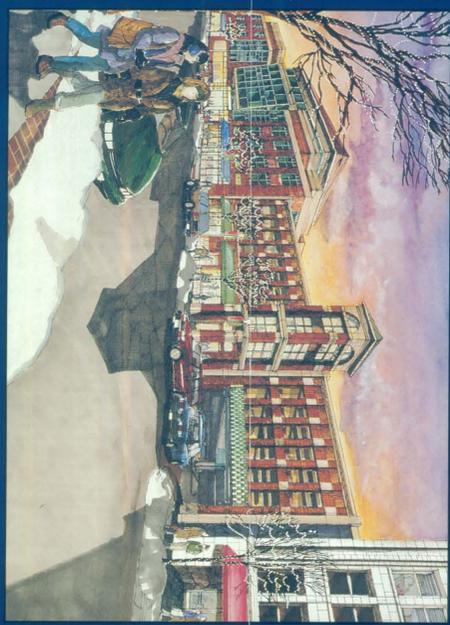
Additionally, a basic framework of villages and districts was created to guide future development and design quality in downtown through the application of these principles.

Many elements must be taken into consideration if the community is going to be successful in implementing actions that will achieve a cohesive vision of downtown. The plan includes a variety of recommendations for public-private partnerships, private sector corporations and individuals to work together to create a vibrant, exciting, and unique downtown. The plan includes a variety of recommendations for public-private partnerships, private sector corporations and individuals to work together to create a vibrant, exciting, and unique downtown.



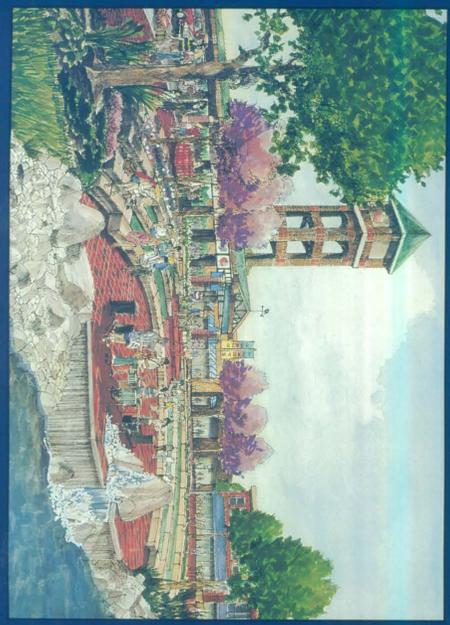
PEDESTRIAN ACCESS

Improved entrance on the north side of the mall. A visual landmark enhances identification and an improved pedestrian entrance enhances the link from the redesigned entrance of the mall at the terminus of Washington Street to a similarly



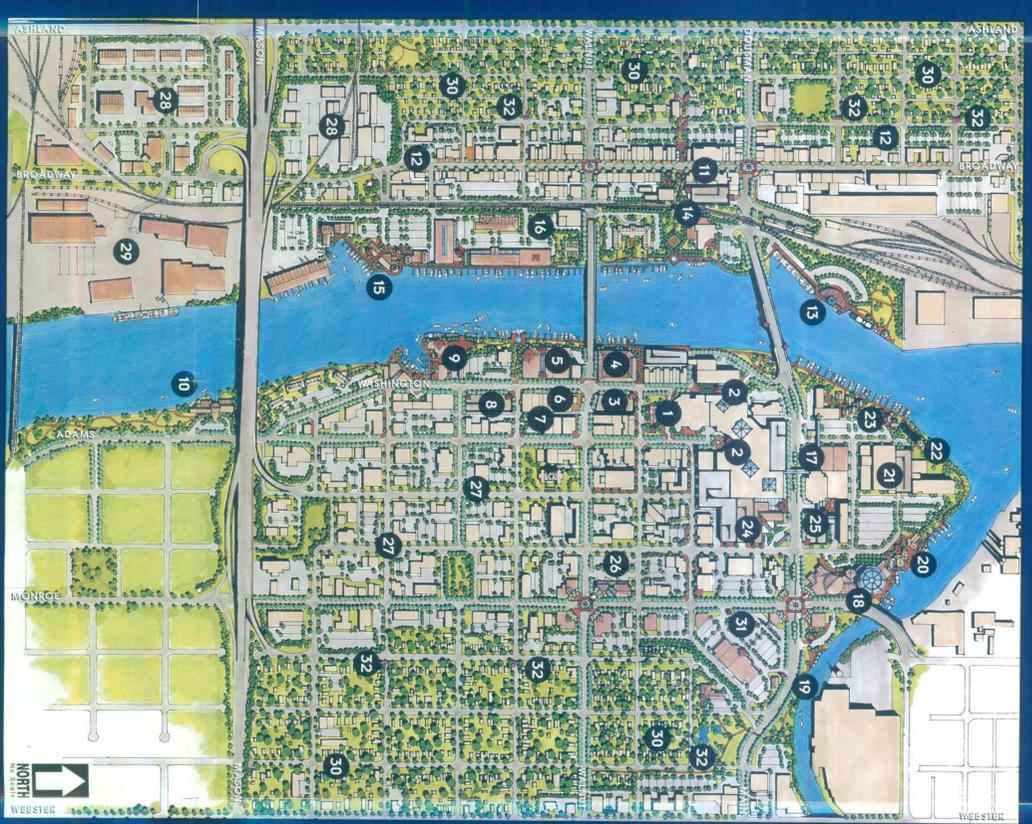
SIGNATURE OFFICE COMPLEX

The site south of the train building provides the opportunity to develop a signature office complex. The site is located on the north side of the Fox River and is adjacent to the downtown area.



OPEN-AIR MARKET

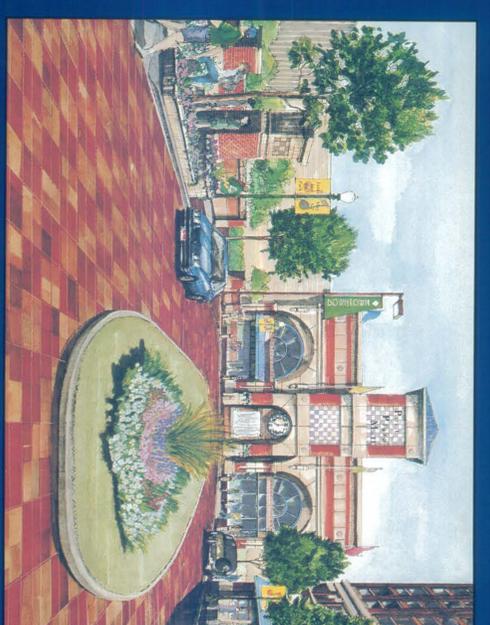
Directly south of the existing Riverside Plaza building and parking lot, the opportunity exists for an open-air market and nearby mixed-use. The market will provide a venue for special events along the Fox River.



IMPLEMENTATION

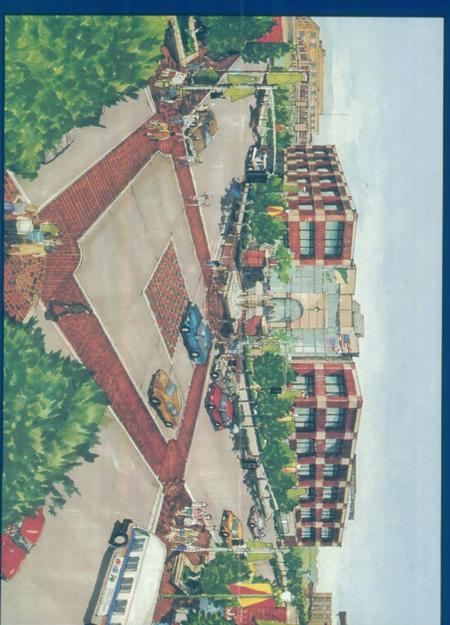
The Downtown Green Bay Design Plan identifies significant development opportunities for downtown. Some actions will occur early and others later in the implementation process through an incremental and strategic approach. The timeline, responsibilities, and funding resources will vary. Some development could (and should) be implemented in phases and many of the elements within the plan are interdependent upon each other. Meetings with the public are required to ensure a cooperative spirit of public/private partnership if Downtown Green Bay is to become a destination for visitors and residents seeking a unique place to conduct a variety of activities.

VILLAGES	DISTRICTS
TOWN SQUARE VILLAGE 1 Open Center Park 2 Port Plaza Mall Enhancements ENTERTAINMENT VILLAGE 3 Signature Office Complex 4 Fox Theatre Renovation 5 Mixed-Use Infill BROADWAY VILLAGE 6 Fox River / Grand Lakes Park 7 Neville Museum Expansion 8 Marina Complex 9 Mixed-Use Development	CONVENTION DISTRICT 10 Convention Center Expansion 11 Landmark Tower 12 Hotel Expansion (Suites) 13 New Hotel / Pines Street 14 Parking Ramp 15 Mixed-Use Parking Ramp CENTRAL ACTIVITY CORE SUPPORT DISTRICT 16 Commercial / Institutional Development
WINTERS-HOVE NEIGHBORHOOD 17 Residential Rehabilitation and Infill Programs 18 Commercial Development NEIGHBORHOODS 19 Residential Rehabilitation and Infill Programs FORT HOWARD NEIGHBORHOOD 20 Residential Rehabilitation and Infill Programs 21 Residential Rehabilitation and Infill Programs	INDUSTRIAL/WAREHOUSING 22 Warehouse / Distribution Park NEIGHBORHOODS 23 Warehouse / Distribution Park



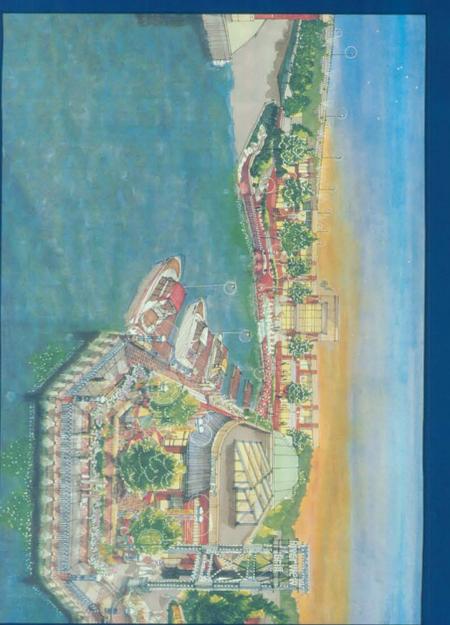
MALL IMPROVEMENTS

Green Bay is distinct in that it has a "contemporary" mall within the Central Activity Core of downtown. The opportunity exists to further enhance the image and visibility of the mall. Entry points become more inviting and open to the adjacent streets. Elements such as entrance towers, plazas, and pedestrian oriented amenities enhance the image and identification of the mall, and blend with other buildings and elements in downtown.



TRANSIT FACILITY

A new transit center is envisioned at the northwest corner of Walnut Street and Monroe. The center will serve as a hub for bus routes and provide a variety of services, including a regional bus service, taxi cabs and some vehicular parking. A loop shuttle system originating from this



BROADWAY VILLAGE MARINA

This mixed-use development anchors the south end of the Broadway Village area. A public boat launch will be designed dry dock and marina facilities add to the activity generated by a variety of public and private uses. A public boat launch will be designed dry dock and marina facilities add to the activity generated by a variety of public and private uses. A public boat launch will be designed dry dock and marina facilities add to the activity generated by a variety of public and private uses.