



DE PERE, WISCONSIN

CULTURAL DISTRICT MASTERPLAN

SMITHGROUP JJR



EXECUTIVE SUMMARY



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CHARRETTE TEAM

PROJECT CONSULTANT TEAM:

SMITHGROUPJJR

TOM ROGERS
MARK BASTIAN
JAKE JENKINS
GREGG CALPINO
NATHAN HILMER
MICHELLE LI

REDEVELOPMENT RESOURCES

KRISTEN FISH
DEB ERSLAND

KIMLEY-HORN

KEVIN WHITE

CITY OF DEPERE

KIM FLOM
PETER SCHLEINZ

STEERING COMMITTEE:

LARRY DELO, CITY ADMINISTRATOR
AMY HOBBS, DE PERE CHAMBER
CASEY JELINSKI, ARTLESS BASTARD
RYAN JENNINGS, ALDER
CAROL KARLS, REDEVELOPMENT AUTHORITY/WPS
MARTY KOSOBUCKI, PARKS AND REC DIRECTOR
BRIAN NETZEL, HISTORIC PRESERVATION COMMISSION/PERFORMA
TINA QUIGLEY, DEFINITELY DE PERE
JULIE VAN STRATEN, DE PERE CULTURAL FOUNDATION, INC.
MIKE WALSH, MAYOR





EXECUTIVE SUMMARY

The potential development of the Mulva Cultural Center creates a game changing opportunity for the City of DePere as an anchor for economic growth and the potential formation of a possible future cultural district.

The following plan summarizes the results of a three day charrette to study how the City might develop a Cultural District Masterplan to capitalize on the opportunity the Mulva Center provides, and to understand how the city can support and encourage economic growth and establish a sense of vibrancy in the downtown. This plan establishes a thoughtful and inspiring vision of how Downtown De Pere can leverage success and create synergies around the Mulva Cultural Center.

De Pere is a well-regarded community with a high level of satisfaction among residents and visitors. It offers a quaint, small town atmosphere, picturesque views of the Fox River, a walkable downtown, high quality, yet affordable housing, and great schools. A common desire among residents expressed during the charrette and other recent studies has been to attract more people to the downtown and increase vibrancy and vitality.

De Pere has many assets to build on including a tremendous amount of public access along the Fox River, such as the Fox River Trail and Voyageur Park, in addition to less developed spaces such as Wells Park and George Street Landing. The downtown has several cultural amenities. The library and historic society are public buildings, Definitely De Pere is an active organization that supports the arts, and several private business including pottery, theater and cinema and a soon to be opened gallery space contribute to the cultural identity. There is attractive, historic building stock that is worth preserving to maintain the quaint character, in addition to several properties, such as the Front Street Block that provide potential redevelopment opportunities.

As with any downtown, there are also challenges. A significant quantity of surface parking, combined with a few highly visible vacancies make the downtown feel like a few disparate shops rather than cohesive, pedestrian oriented district. While there are a number of parking lots, there is a perception of a lack of parking which may be in part caused by uses that exceed the hourly limits, and also the habits formed by people driving to a specific business, rather than arriving at a district and walking to more than one destination.

Traffic on Broadway is an issue that cannot be ignored from a pedestrian standpoint. The quantity, speed, and volume of traffic is highly detrimental to the walkable Main Street desired by residents and business/ property owners. A large volume of the traffic is also truck traffic due current circulation patterns across the Fox River and within the district. The designation as a state highway, along with the volume of traffic, creates significant challenges to improving the quality of adjacent pedestrian space.



As a significant destination, the Mulva Cultural Center would serve as an anchor to existing De Pere cultural amenities and also attract new similar uses and spaces. While there is interest, and some presence, the cultural arts are not currently substantial enough in the downtown to form a district. The recommendations of this plan establish a vision of economic vitality rooted in arts and culture, that sets a path towards the future establishment of a Cultural District.

Public opinion heard during the charrette, as well as the branding study, emphasized the importance of attracting visitors and residents to the downtown, improving economic vitality, and capitalizing on the Fox River.

With this understanding, the City should focus on promoting economic growth in the downtown by improving the quality of the public realm and promoting redevelopment with a strong urban form thereby creating a district feel that can evolve into a cultural district over time.

Goals for the district are as follows:

- **Make Downtown a destination that:** attracts more residents and visitors, has an increased vibrancy and vitality, is connected to the Fox River, and is a walkable and unified district.
- **Leverage the potential Mulva Cultural Center as a catalyst to:** promote economic growth and emphasize the cultural arts.
- **Preserve the charm and quality of Downtown De Pere by:** maintaining existing historic buildings, complementing historic character with new development that has an appropriate scale and articulation, strategically locate higher density to accommodate growth while preserving character, balance growth with change including traffic and parking needs, and provide a balanced program that serves all ages

Based on these goals, the following preferred recommendations focus on the programming, development, and enhancement of the City's strongest assets, the Fox River waterfront and adjacent public spaces:

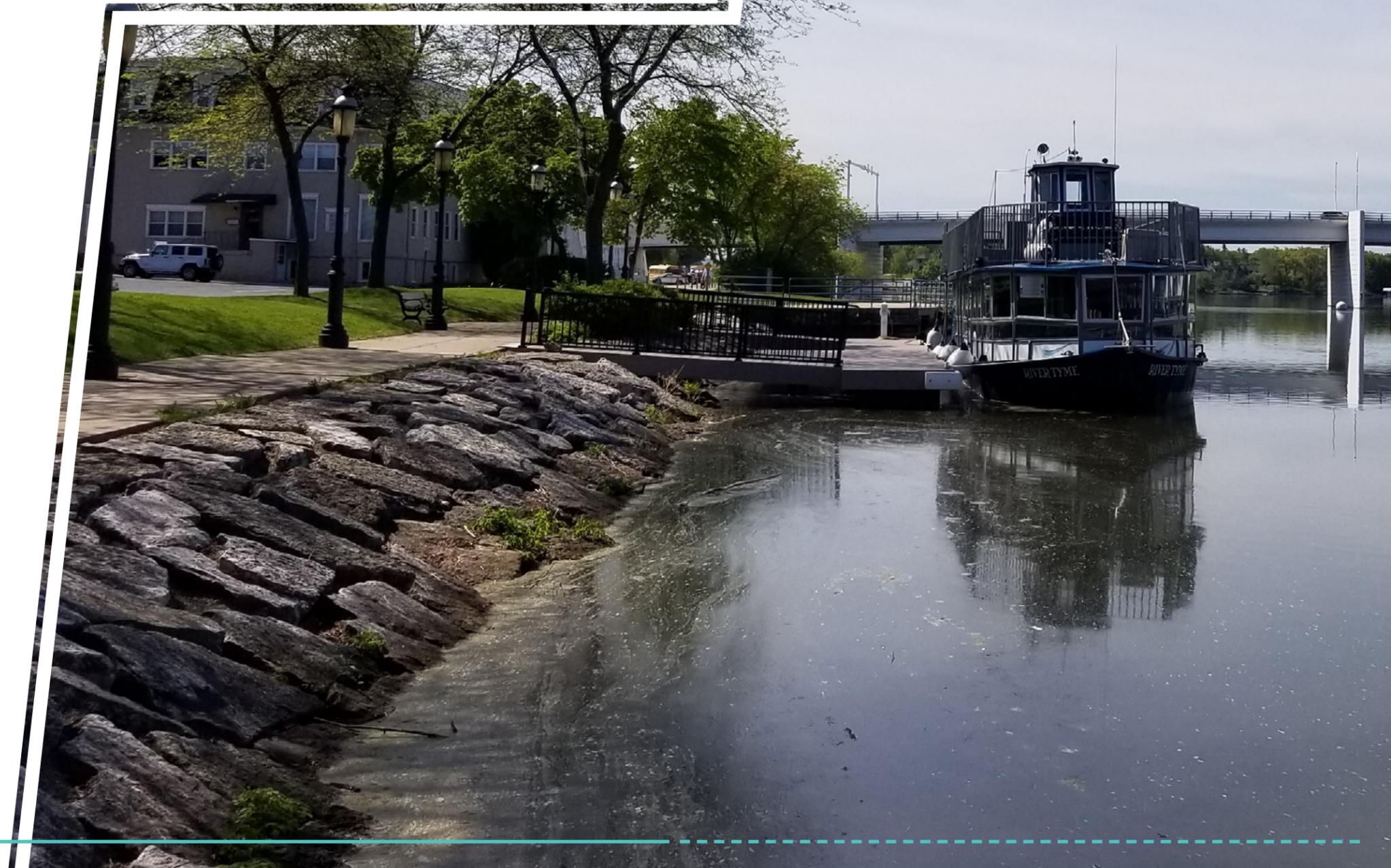
- Create a Riverwalk District that has a distinct character and feel
- Enhance entries to spaces along the water
- Develop active uses within each of the green spaces
- Invest in East/West streets to enhance pedestrian connections, especially:
 - o Develop George Street from Wisconsin Street to the River as the heart of east downtown, extending to a pedestrian bridge connection on the Riverwalk
 - o Develop James Street as a shared street and pedestrian destination
 - o Develop a strong pedestrian connection from the Mulva Center to the Riverfront via a tunnel or pedestrian bridge

Development Scenarios and Recommendations

- Promote development opportunities within the downtown with a scale, character and articulation compatible with the adjacent development, and seek to provide higher density opportunities along Wisconsin and George Street, transitioning to lower densities and heights towards the River and adjacent residential properties.

- Develop the Front Street block with a density that is higher along George Street and transitions lower to the south, activates Broadway with first floor retail, provides the potential for retail facing the Fox River, and provides additional owner occupied multi-family housing in the downtown while preserving and emphasizing Fox River views, particularly around the Claude Allouez Bridge.

In addition to the enhancement of public spaces, improved pedestrian realm, and the attraction of additional development it is also essential for the city or other organizations such as the business improvement district, Chamber of Commerce or Definitely De Pere to actively program and promote activities, especially cultural arts related activities. Active programming is a key component to attract non-local, cultural investment to a community, and its impact is essential for future creation of a Cultural District.





BACKGROUND

PROJECT AREA

The study area is focused around the east downtown of De Pere and explores the area immediately adjacent to the proposed Mulva Cultural Center. It is divided into two zones; a core zone along the river and directly adjacent to the Mulva Center site, including Wells Park, the Front Street Block, the former bridge approach (George Street Landing) and a significant length of river frontage that connects to the City Riverwalk and Voyageur Park. The secondary zone, generally includes the balance of the east side of downtown DePere.

PRELIMINARY OBJECTIVES

The focus of the charrette and recommendations study the east downtown of De Pere to determine the best strategies to accomplish the following:

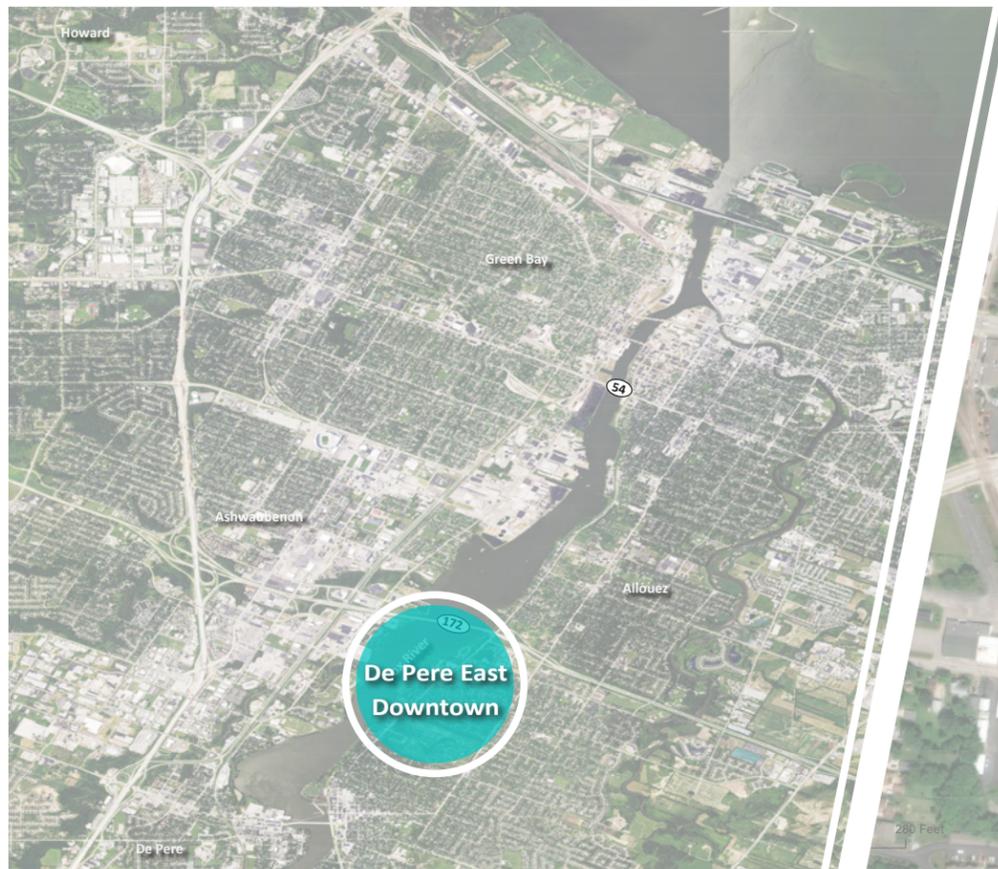
- Emphasize the Mulva Cultural Center as a focal point building
- Preserve views to and from the Fox River
- Promote urban form that enhances the existing character of downtown
- Maximize pedestrian and bicycle mobility and connections
- Elevate the role of the public realm particularly along the Fox River
- Identify opportunities and locations for public art
- Specify optimal business types to create synergies with the cultural center



REGIONAL CONTEXT

De Pere is a community of approximately 25,000 people located on the Fox River in the Greater Green Bay Metropolitan area. The City boasts excellent schools, a dynamic downtown, successful business parks and safe neighborhoods served by ample parks and natural areas that create considerable loyalty and community pride in the community.

The Fox River is a focal point of the community and the Fox River Trail provides a bike and pedestrian connection for 25 miles from Green Bay to Hilbert. The Claude Allouez Bridge links the east and west sides of downtown and serves over 30,000 vehicles per day with a significant volume of truck traffic. The western side of downtown includes St. Norbert college, a top-ranked Catholic liberal arts college with a student population of about 2,000 and has a mix of offices, service businesses, bars, and restaurants. The east side of downtown is considered quieter by local residents with more boutique retail shops and fewer late night entertainment destinations. Overall the community is extremely desirable and valued by both residents and visitors.



EXISTING CONDITIONS

East downtown has many assets, a large amount of open space, including the Fox River Trail, Wells Voyageur Park, George Street Landing, Wells Park and the Bomier Boat Launch.

Cultural amenities include the White Pillars Historical Society, De Pere Library, Definitely De Pere, Broadway Theater, De Pere Cinema, Paintin Pottery, and The Artless Bastard Gallery.

The Mulva Cultural Center is proposed to be constructed at the southeast corner of Broadway and the Claude Allouez Bridge landing. The Center is proposed to be a highly visible, distinguished building with a potential program that includes:

- Core exhibit space
- Flexible contemporary gallery space
- Performance spaces
- Educational spaces accommodating all age groups
- Auditorium space for the De Pere Historical Society, the Center, and the community
- Areas for reflection and contemplation
- Food and beverage opportunities
- Corporate event space
- Library and archives room

The following pages are provided by the Mulva De Pere Cultural Foundation, Inc. and demonstrate the potential impacts of the Mulva Center.



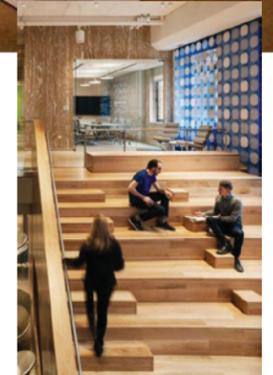
THE GIFT & VISION

A new, very special and genuinely unique type of facility aiming to represent the true character and values of the community while reinforcing De Pere as an ideal place to live, work and play



VISION STATEMENT

“The Mulva Cultural Center will be a dynamic experience (convergence) where new ideas, history, culture, the arts and creativity coalesce to engage, inspire and transform the communities of De Pere and beyond.”



A Look Inside the Mulva Cultural Center

- Permanent Exhibit: Home to the De Pere Historical Society to preserve and share the history of De Pere
- Traveling Exhibits: To host exhibits curated by the Smithsonian, NASA, National Geographic, and more generally only available in major metropolitan areas
- Performance Space
- Reflection Space
- Event Accommodations
- Library/Archives
- Public Fox River Viewing Deck
- Veterans' Memorial
- Education Space



A Transformational Gift for De Pere

The Mulva family is genuinely appreciative of the community upbringing surrounding them while being raised in De Pere. This start provided them the critical foundation for their success. They now want to give back to De Pere in a transformational way and as a future catalyst for the De Pere community.

- The Mulva Family Foundation seeks to gift the City of De Pere, its residents and all who visit an opportunity to experience world-class exhibits and learn the rich history of De Pere.
- The Mulva family adds this project to its existing contributions to De Pere such as the Mulva Library and Mulva Family Fitness & Sports Center – asking for no tax payer or City responsibility for this project beyond the use of land.
- Long-term operational funding will be provided through a combination of endowment, space rental and other sources.

THE SITE

One of the only sites with a panoramic view of the Fox River

History

In 1671, Jesuit Father Claude Allouez founded the Mission of St. Francis Xavier along the site of the first set of rapids on the Fox River and the area became known as “les rapides des peres.” This would later be shortened to De Pere. (deperehistoricalsociety.org)

The project site sits along those very same rapids that were the birthplace of the city, adjacent to the present-day St. Francis Xavier Parish, providing unique and exciting opportunities to engage with history.



NOT TO SCALE

THE OPPORTUNITY

A must-see visitor destination in De Pere presents a meaningful opportunity to draw upon existing tourism, while simultaneously further increasing annual Brown County visitorship

- **Improved Pedestrian Experience**
Will extend the pedestrian zone, increasing driver awareness and helping to ensure De Pere continues to grow as a pedestrian-friendly city.
- **Catalyst for Future Development**
- **Anchor for Arts and Cultural District**

\$ **1.1**
Billion
in tourism spending in
BROWN COUNTY
in 2017

+5.2%
Increase over previous year



5.7 MILLION
visitors to Brown
County
in 2017



OPPORTUNITIES AND CONSTRAINTS

Most of the downtown has public access, yet it is under-programmed and underutilized except for the heavily used Fox River Trail. There is an opportunity to enhance the riverfront spaces as a more significant destination in order to draw trail users east into the Downtown. The steering committee and community members identified the riverfront properties as a key opportunity in the public outreach portion of the charrette and in the outreach for the branding study.

In addition, the downtown feels disconnected from the river due to a lack of signage and distinct, welcoming points of entry. Enhancing entries, increasing signage, and improving streetscapes are potential opportunities for improvement

Traffic volume on Broadway is a significant barrier to creating a connected and walkable pedestrian environment. The roundabout in particular, is dominated by vehicular movement and despite efforts to provide safety through crosswalks, changes in materiality, and refuge islands is uncomfortable to cross as a pedestrian. Improving additional and alternate circulation routes will help pedestrian connectivity.

A significant portion of the downtown is occupied by several surface parking lots that have mixed ownership and receive uneven use. In addition, there are several properties with older but not historic building stock which may provide future redevelopment opportunities. The Front Street block is one of the most significant opportunities due to recent development interest and goals within the 2010 Downtown Master Plan. Enhancing urban form with infill development will create a more walkable district feel.

- CULTURAL ASSETS**
- OPEN SPACE
 - CULTURAL AMENITIES
 - ↔ CONNECTIONS
 - BARRIERS
 - ↔ BIKE LANE, PATH, OR TRAIL
 - A White Pillars De Pere Historical Society
 - B Voyageur Park
 - C Brown County Library
 - D Paint'n Pottery
 - E De Pere Cinema
 - F Broadway Theater



MULVA CULTURAL CENTER- OPPORTUNITIES AND CONSTRAINTS

The proposed project site is highly visible for passersby due to its alignment with the Claude Allouez Bridge and location along Broadway. The visibility of the site provides the opportunity to highlight an architecturally significant destination, but the proximity to the roundabout presents circulation challenges.

The Mulva Center creates an opportunity as a destination for the downtown, especially as a cultural anchor, but to connect it to the rest of the downtown and create a district, it will be important to enhance parking and pedestrian connectivity.

-  OPEN SPACE
-  ENHANCED CROSSWALKS
-  PEDESTRIAN ROUTE
-  PEDESTRIAN BARRIER



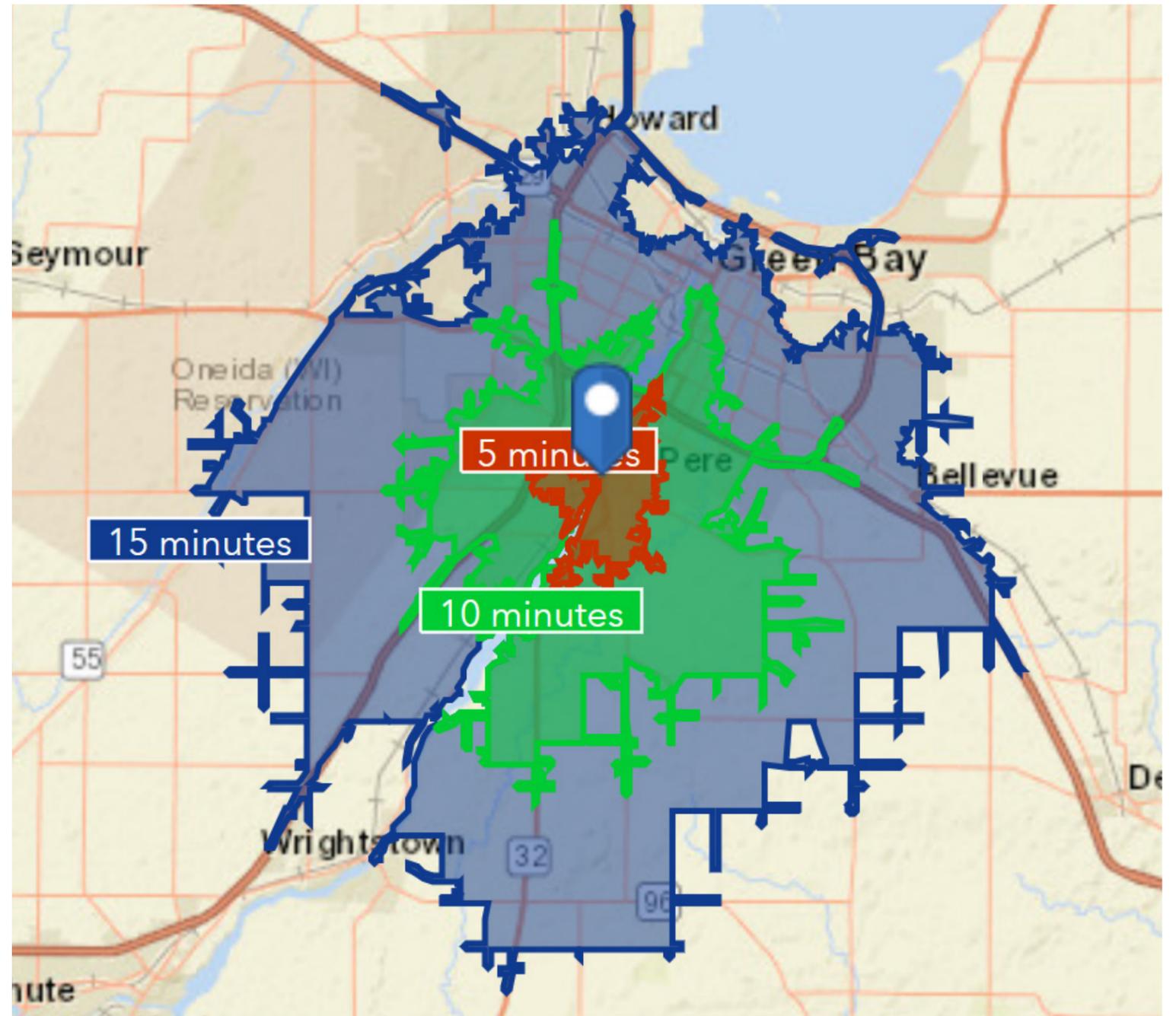
EXISTING MARKET CONDITIONS

De Pere has a unique opportunity to capitalize on private sector investment in downtown, particularly the East Side. Growth has occurred in the residential market (single family homes, multifamily units), and the market appears to be fairly tight, with low inventory of single family homes in a mid-range price point. Commercial leasing is good as there are few vacant retail spaces in downtown. A typical way of understanding market conditions is through a “convenience Trade Area” methodology. A Convenience Trade Area is based on the purchase of products and services needed on a regular basis, such as gasoline, groceries, dry-cleaners, banking, pharmacy, hair care, fast food, restaurants, physical fitness, and how well these services are provided within a 5, 10, or 15 minute drive time. These are services people are more likely to frequent due to convenience to their home or sometime workplace.

The downtown has few vacant buildings and opportunities for redevelopment. Currently the office market is saturated with available and inexpensive office space. Of the 108 businesses located in east downtown, 74 are service related. More residents in the downtown are required to attract and support more retail and restaurant establishments. The City should be conscientious of residential absorption rates and facilitate a moderate amount of development but not overbuilding. Experiential and niche retail may thrive once there is more residential density and programmatic draws, but the current retail market gap analysis does not show a gap within a 10-minute drive time.

POTENTIAL BUSINESS TYPES:

- Music school. Private instruction for piano, violin, etc.
- Specialty grocery, i.e. butcher shop, ethnic foods, local foods, organic foods.
- Upscale bar with food. Handcrafted cocktails, fine wine selections, with outdoor seating
- Higher end resale goods – fashion and furniture.
- Coffee shop with a retail angle, possibly a book store
- Home décor, kitchen accessories store
- Affordable but funky furniture (think IKEA lite)
- Gallery space with artist production units where artists can exhibit and create their work in their own small rented space. Space could host classes, have equipment artists could share (such as a potter’s wheel, high quality printer, computers), could serve as an “arts incubator”
- Community workspace (see <http://unicornhatchlabs.com>)
- Microbrewery/brewpub/distillery
- Wine store/ wine bar



REFER TO ATTACHED REPORT FOR MORE DETAILED MARKET INFORMATION

5 minute drive time

15,348

Population



Average Household Size

38.6

Median Age

\$61,032

Median Household Income

10 minute drive time

53,793

Population



Average Household Size

38.2

Median Age

\$61,226

Median Household Income

15 minute drive time

160,263

Population



Average Household Size

37.0

Median Age

\$53,662

Median Household Income

DEMOGRAPHICS

The De Pere area resident lifestyles can also be studied using lifestyle segmentation information. People who share the same demographic characteristics may have widely divergent desires, spending patterns and preferences. Lifestyle segmentation systems examine the buying habits and preferences of consumers in a geographic area. Community Tapestry data (developed by ESRI Business Information Solutions) categorizes neighborhoods throughout the nation into 65 consumer groups or market segments.

Community Tapestry descriptions help bring to life demographic variables by sharing information regarding the consumer spending habits, household types, hobbies and preferences of local market segments. Existing and prospective businesses can gain valuable insights to the needs and interests of the local shopper base through understanding lifestyle tendencies.

Tapestry Segmentation can help identify the best markets, find the most profitable consumer types, tailor marketing messages, and define product and service preferences. Both the 5 and 10-Minute Drive Times share two of the same lifestyle segments, which are In Style, and Middleburg. Refer to the Appendix for more detailed market information.



LIFEMODE GROUP: GENXURBAN IN STYLE

Households: 2,675,000
Average Household Size: 2.33
Median Age: 41.1
Median Household Income: \$66,000

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.



LIFEMODE GROUP: FAMILY LANDSCAPES MIDDLEBURG

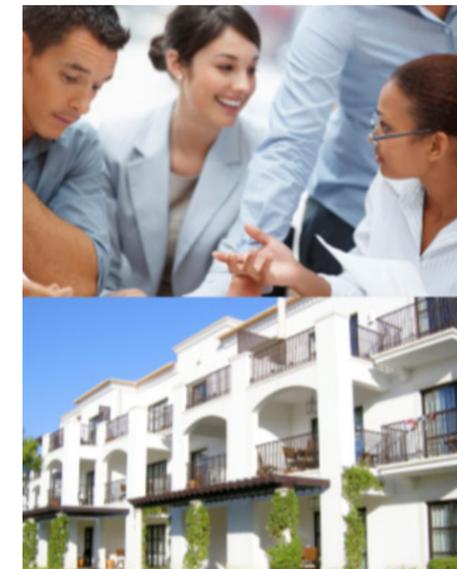
Households: 3,511,200
Average Household Size: 2.75
Median Age: 36.1
Median Household Income: \$59,800

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade. Residents are conservative, family-oriented consumers. They are thrifty but willing to carry some debt and are already investing in their futures.

Leisure Activities

	5 minutes		10 minutes		15 minutes							
	Population 18+	Households	% adults, households	MPI*	% adults, households	MPI*	% adults, households	MPI*				
Population 18+	12,495				42,441				123,655			
Households	6,466				21,974				65,694			
Product/Consumer Behavior												
Attended adult education course in last 12 months	1,059	114	3,592	114	9,674	106						
Went to an art gallery in last 12 months	1,184	128	3,662	116	8,973	98						
Did birdwatching in last 12 months	674	119	2,244	117	5,964	107						
Played a board game in last 12 months	2,135	127	6,879	120	18,240	110						
Did crossword puzzle in last 12 months	1,585	127	4,951	117	13,219	107						
Attended dance performance in last 12 months	730	132	2,135	113	5,282	96						
Went to museum in last 12 months	1,742	113	5,587	107	14,298	94						
Attended classical music performance in last 12 months	651	130	1,924	113	4,737	96						
Played musical instrument in last 12 months	961	120	3,162	116	8,259	104						
Did painting/drawing in last 12 months	983	125	3,040	114	8,286	107						
Did photo album/scrapbooking in last 12 months	798	118	2,449	106	6,836	102						
Did photography in last 12 months	1,512	117	4,850	110	13,011	101						
Went to live theater in last 12 months	1,932	119	6,044	109	15,452	96						
Bought a digital book in last 12 months	1,977	112	6,677	111	17,686	101						
Bought book in last 12 months at bookstore (not B&N)	1,798	129	5,405	114	14,521	105						

*An MPI (Market Potential Index) measures the likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.



LIFEMODE GROUP: MIDDLE GROUND BRIGHT YOUNG PROFESSIONALS

Households: 2,750,000
Average Household Size: 2.41
Median Age: 33.0
Median Household Income: \$54,000

These communities are home to young, educated, working professionals, under the age of 35. Residents of this segment are physically active, white collar, and up on the latest technology.



LIFEMODE GROUP: MIDDLE GROUND OLD AND NEWCOMERS

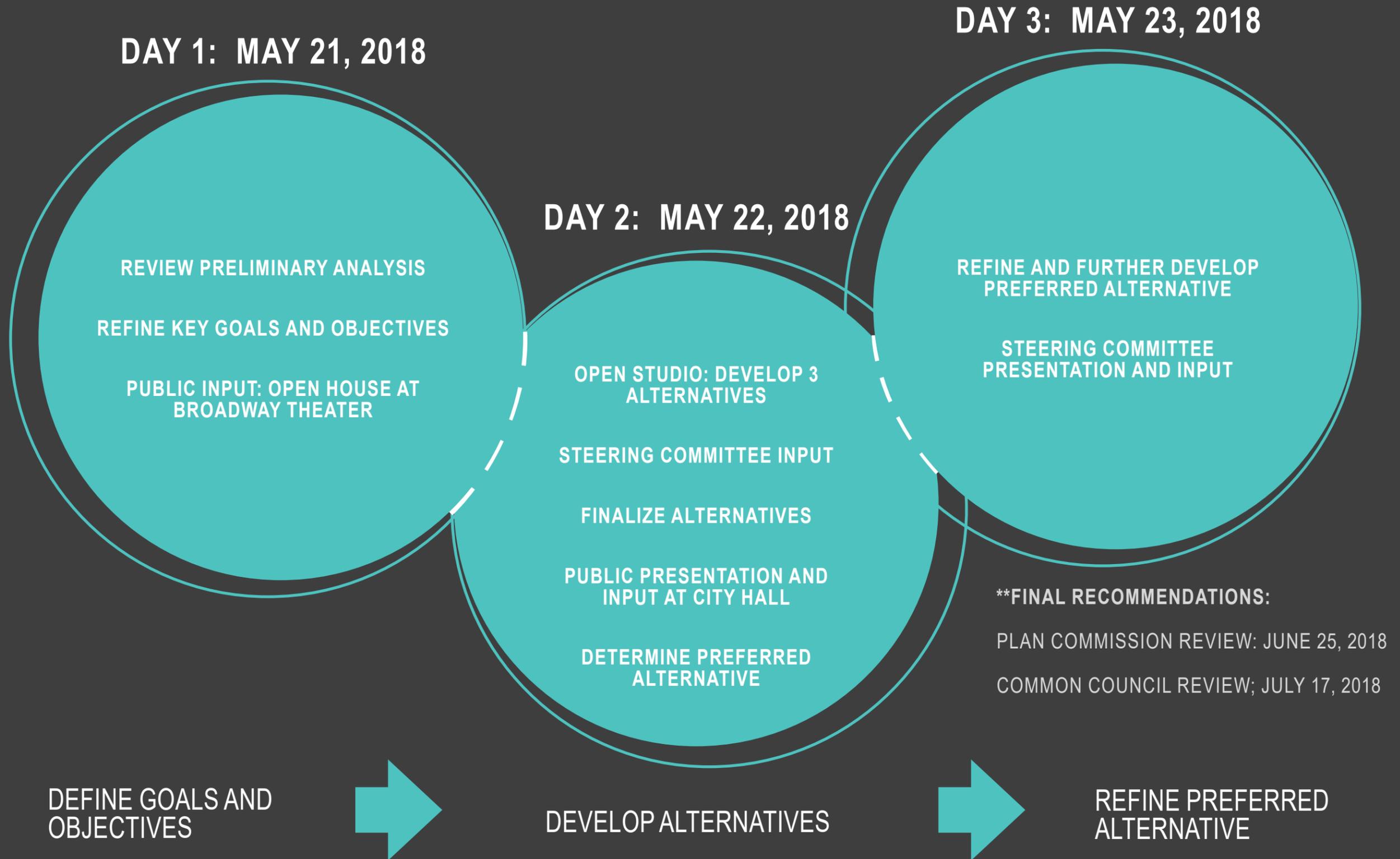
Households: 2,859,200
Average Household Size: 2.12
Median Age: 39.4
Median Household Income: \$44,900

The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring.



CHARRETTE SUMMARY

CHARRETTE SCHEDULE AND PROCESS



CHARRETTE PREPARATION AND PUBLIC OUTREACH

The charrette format creates a condensed process that enables multiple participants to work together and react to a design as it is being developed in real time. The foundation of the charrette process is to establish a thorough understanding of the existing conditions, context, and proposals that will affect the project. Significant stakeholder outreach creates an opportunity for the design team to be flexible and react to live feedback. Outreach was conducted as follows.

Pre-Charrette

- Background Document and Market Research
- Site Visit
- Steering Committee Meeting
- Key Stakeholder Meetings

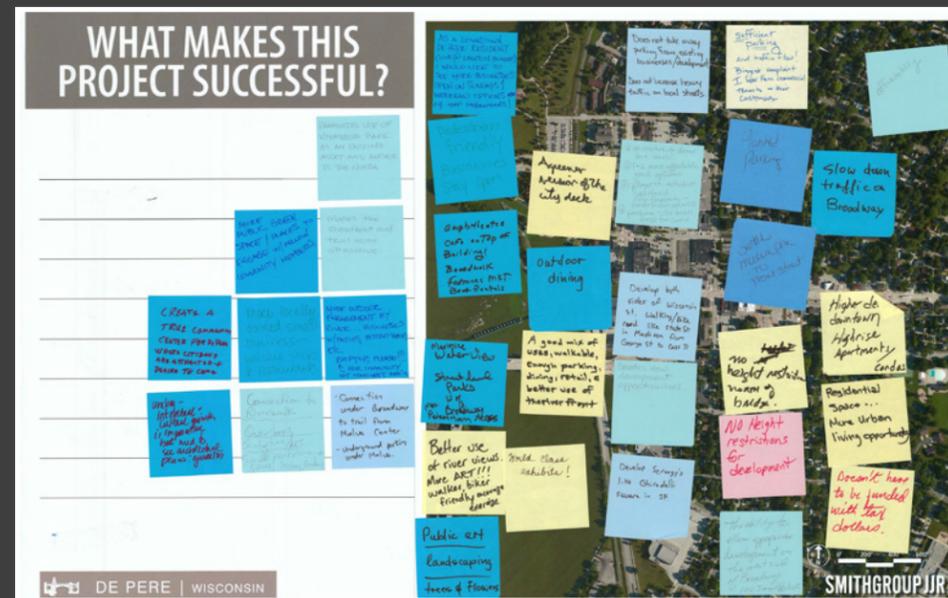
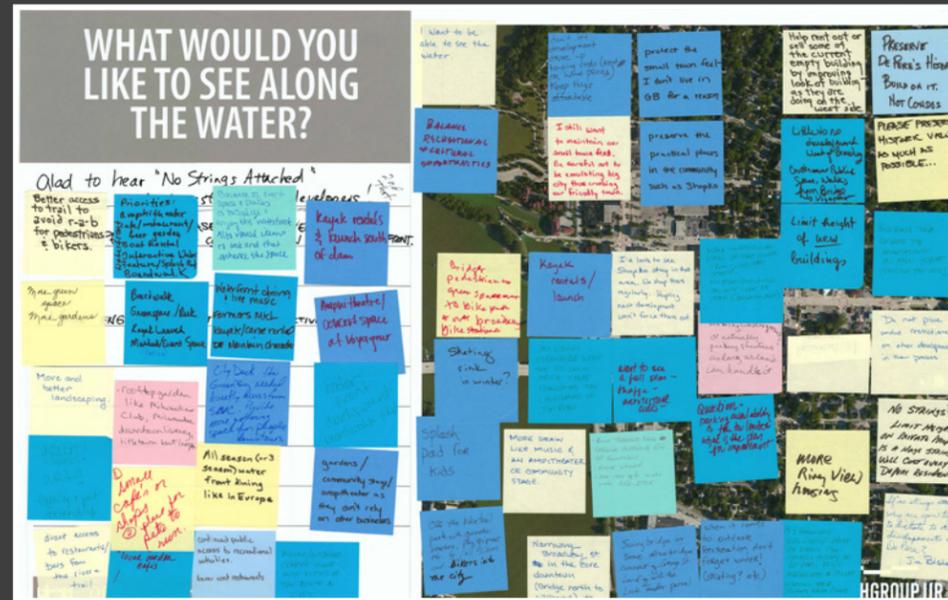
Charrette

- Multiple Steering Committee Meetings
- Day 1 Open House - Downtown Goals & Objectives
- Day 2 Presentation & Open House - Concept Alternatives

Day 1 and Day 2 public meetings were advertised via the City website and social media platforms. The City also issued a press release and both meetings were covered by multiple local news stations. City staff also sent direct email invitations to stakeholders and relevant Commissions and Committees.

Post-Charrette

- City Staff Presentation to Council summarizing process and preferred alternative - June 5, 2018
- Review and recommendation at the City Plan Commission meeting - June 25, 2018
- Public Hearing and Resolution at the Common Council meeting - July 17, 2018



REFER TO THE APPENDIX FOR ENLARGED BOARDS

GOALS AND OBJECTIVES:

The charrette preparation and the first day of the charrette are based on creating a foundation of guidance from city staff. Several key trends emerged based on guidance from city staff, conversations with the steering committee, stakeholder outreach, public input, and additional previous outreach like the Strategic Visioning and Branding Initiative which guided the design work for the area.

DEFINING SUCCESS

BASED ON INFORMATION GATHERED FROM PUBLIC INPUT SESSIONS, THE COMMUNITY DEFINES SUCCESS AS:

- Creating and enhancing community greenspace and gathering spaces
- Improving connectivity, access, engagement, and views between the downtown and the Fox River
- Providing a walkable, pedestrian friendly mix of residential and non-residential uses with sufficient and accessible parking
- Attracting and enhancing the variety of local businesses and activity at different days of the week and times of days, including dining options
- Managing traffic on Broadway and throughout downtown
- Establishing an appropriate development density that is consistent with preserving the downtown character

WATERFRONT PROGRAMMING

BASED ON INPUT GATHERED FROM PUBLIC INPUT SESSIONS, THE COMMUNITY PREFERS TO SEE THE FOLLOWING ON THE WATERFRONT:

- Improved access to the trail system, water, and waterfront views
- Dining options, including low cost restaurants, indoor/outdoor café space, beer garden / microbrewery
- Improved green space: landscaping, gardens, and rooftop use
- Additional community activities and gathering space: amphitheater, community stage, live music, art, terraced park, farmer's market
- Increased water related activities: kayak rentals, boat launch
- Additional park facilities: bike parking, seating, play equipment, splash play
- Maintain the existing character and small town feel of the riverfront
- Develop housing and renovate / redevelop vacant buildings, with lower building height to preserve river views

WHY A CULTURAL DISTRICT?

The project kickoff began with significant discussion about the notion of a Cultural District and whether it makes sense for the community. What was heard, and observed in the community is a growing interest in the Cultural Arts, and the potential for the Mulva Center as an anchor for a future district. However, there is not currently a significant density of cultural amenities, or a strong artist presence in the downtown to immediately create a formal Cultural District. As a result, the recommendations for the project reflect a goal to create enhancements that foster economic growth and activity in the downtown while supporting the arts for the potential, future formation of a district.

CULTURAL DISTRICTS

- Are unique to the character, community and resources available locally.
- Have a significant economic impact on cities, attracting businesses, tourists, and local residents to a central part of the city
- Can help revitalize neighborhoods and increase quality of life for residents
- Serve as a vehicle to assist in the support of marketing of local non-profit cultural organizations
- Serve as a focal point to brand a city's unique cultural identity and embrace its historic significance
- Sometimes have formal boundary lines with specific zoning ordinances and economic tax incentives
- Might have informal, unofficial boundaries that become a focal marketing point to cluster arts organizations

From Americans for the Arts



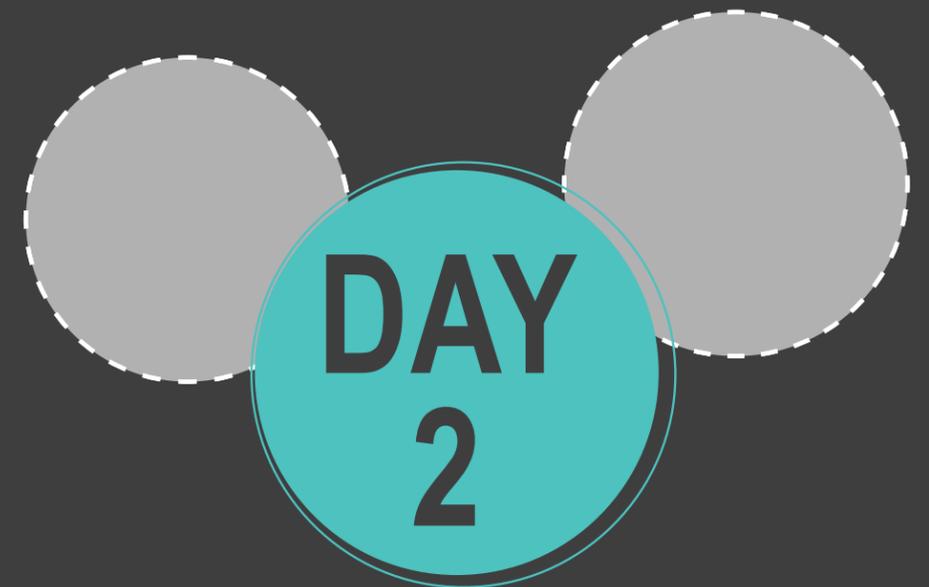


EXPLORATION

Three concept alternatives proposed options for public realm enhancements as well as development scenarios for the Front Street Block. Public realm enhancements focused on existing city owned property, including parks, parking lots and rights of way. While the project reviewed redevelopment opportunities throughout the east side of Downtown, the development scenarios focused on the Front Street block due to the site's proximity to the river and recent development proposals.

The initial concepts are designed to explore ideas and challenge solutions to determine what resonates with the community and what doesn't. Certain aspects of one concept are often combined with another when reaching a final recommendation.

The following sheets describe the big idea behind the concept with a short description and list of design drivers, which are the key objectives and patterns that form the basis of the approach.



PUBLIC REALM CONCEPTS

OPTION A: ART WALK

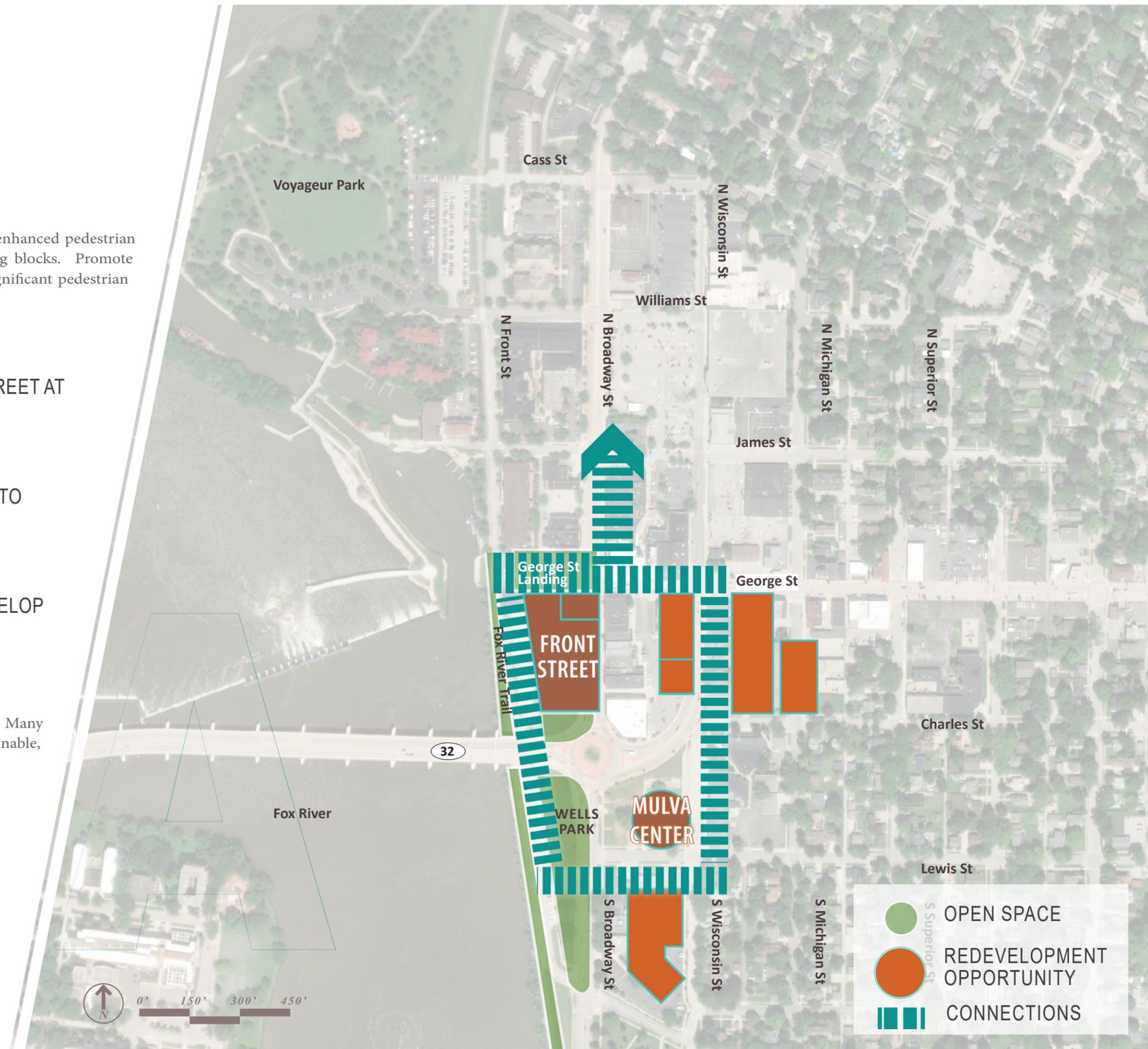
Invest in the four block area centered on the roundabout to create an enhanced pedestrian zone and art walk that connects the Mulva center to the surrounding blocks. Promote redevelopment of the adjacent blocks and enhance George Street as significant pedestrian destination.

DESIGN DRIVERS:

1. PEDESTRIAN CENTRIC CORE ZONE WITH SHARED STREET AT GEORGE STREET
2. CONNECT GEORGE STREET TO ISLAND
3. REDUCE VEHICULAR ACCESS ALONG FRONT STREET TO ENHANCE PEDESTRIAN CHARACTER AND ACCESS
4. MAXIMIZE DENSITY AROUND CORRIDOR
5. IMPROVE PEDESTRIAN CROSSING AT LEWIS AND DEVELOP WELLS PARK

PUBLIC INPUT:

This concept received the fewest votes of the three concepts presented. Many residents appreciated the focus on George Street because it seemed attainable, but many others felt the downtown was shifted too far south.



PUBLIC REALM CONCEPTS

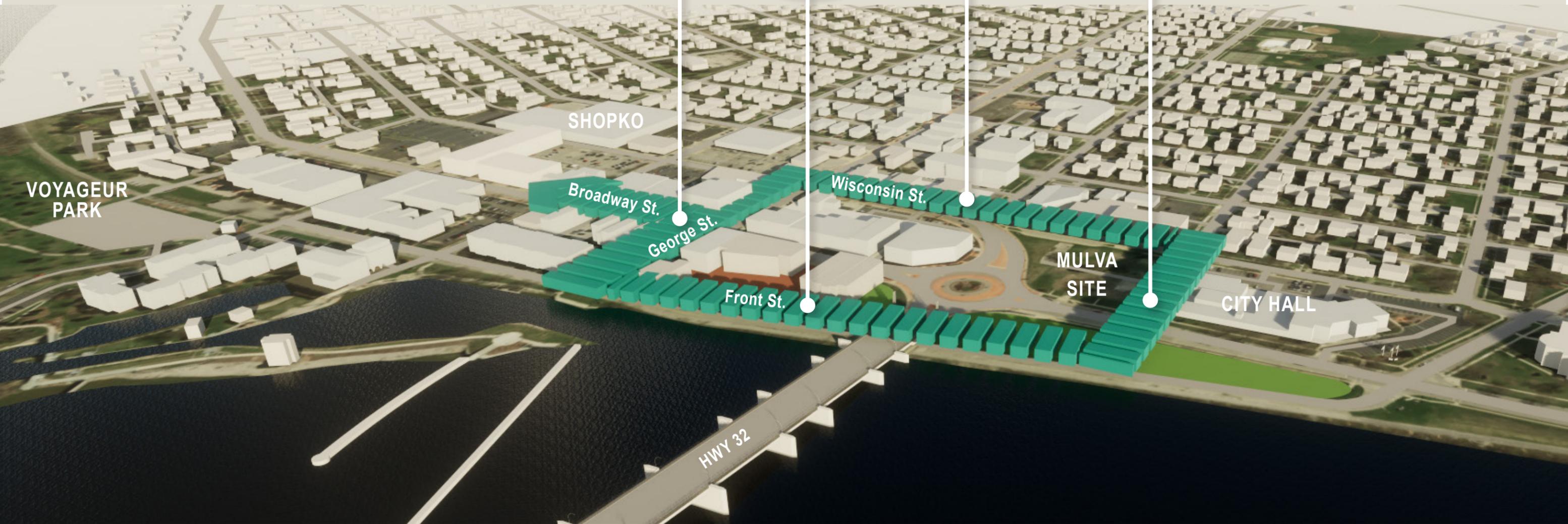
OPTION A: ART WALK

GEORGE ST.
PEDESTRIAN ZONE
WITH SHARED
STREETS

CORE
MAXIMIZE DENSITY
ALONG CORRIDOR

FRONT ST.
ARTWALK; REDUCE
VEHICULAR ACCESS;
ENHANCE PED
EXPERIENCE

WELLS PARK
IMPROVE
PEDESTRIAN
CROSSINGS





PLACE



AS



STREET



PUBLIC REALM CONCEPTS

OPTION B: LAND AND WATER

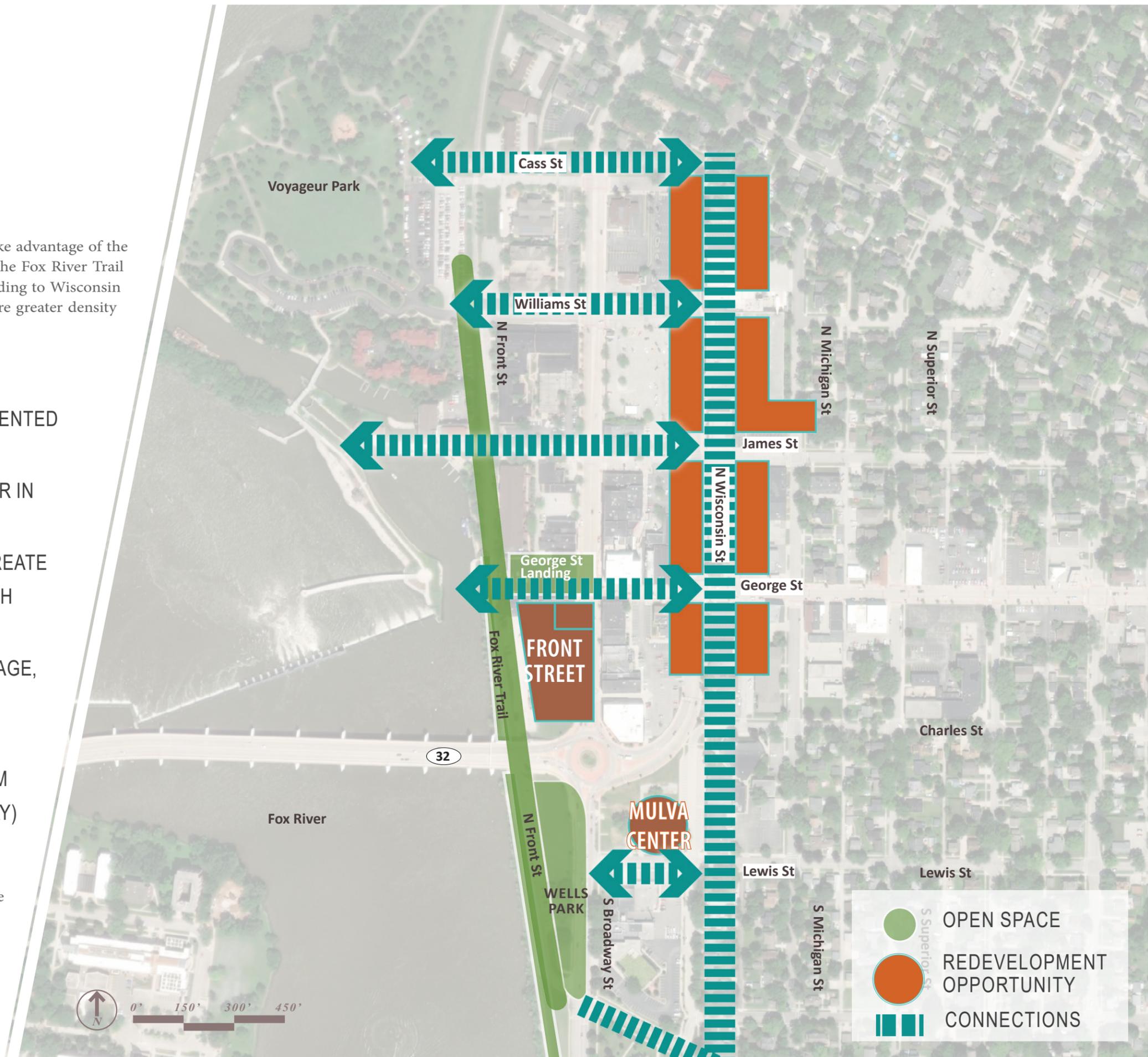
Invest in the wealth of public property at the edge of the Fox River to take advantage of the City's most valuable resource. Promote entries to the city and parks at the Fox River Trail intersection and improve pedestrian connections east into the city, extending to Wisconsin Street. Prioritize redevelopment opportunities on Wisconsin Street where greater density can be added without impacting river views.

DESIGN DRIVERS:

1. ENHANCE RIVERFRONT AREAS WITH PEDESTRIAN ORIENTED SPACES
2. CONTINUE PATTERN OF LOW HEIGHT ALONG THE RIVER IN ORDER TO PRESERVE VIEWS.
3. FOCUS DEVELOPMENT DENSITY ON WISCONSIN TO CREATE PEDESTRIAN ORIENTED 'OFF-BROADWAY' ON AXIS WITH MULVA CENTER
4. STRENGTHEN EAST / WEST CONNECTIONS WITH SIGNAGE, LANDSCAPE, STREETScape ELEMENTS
5. DISPERSE PARKING
6. CONSIDER ENHANCED EAST/WEST CONNECTION FROM RIVER TO MULVA CENTER (OVER OR UNDER BROADWAY)

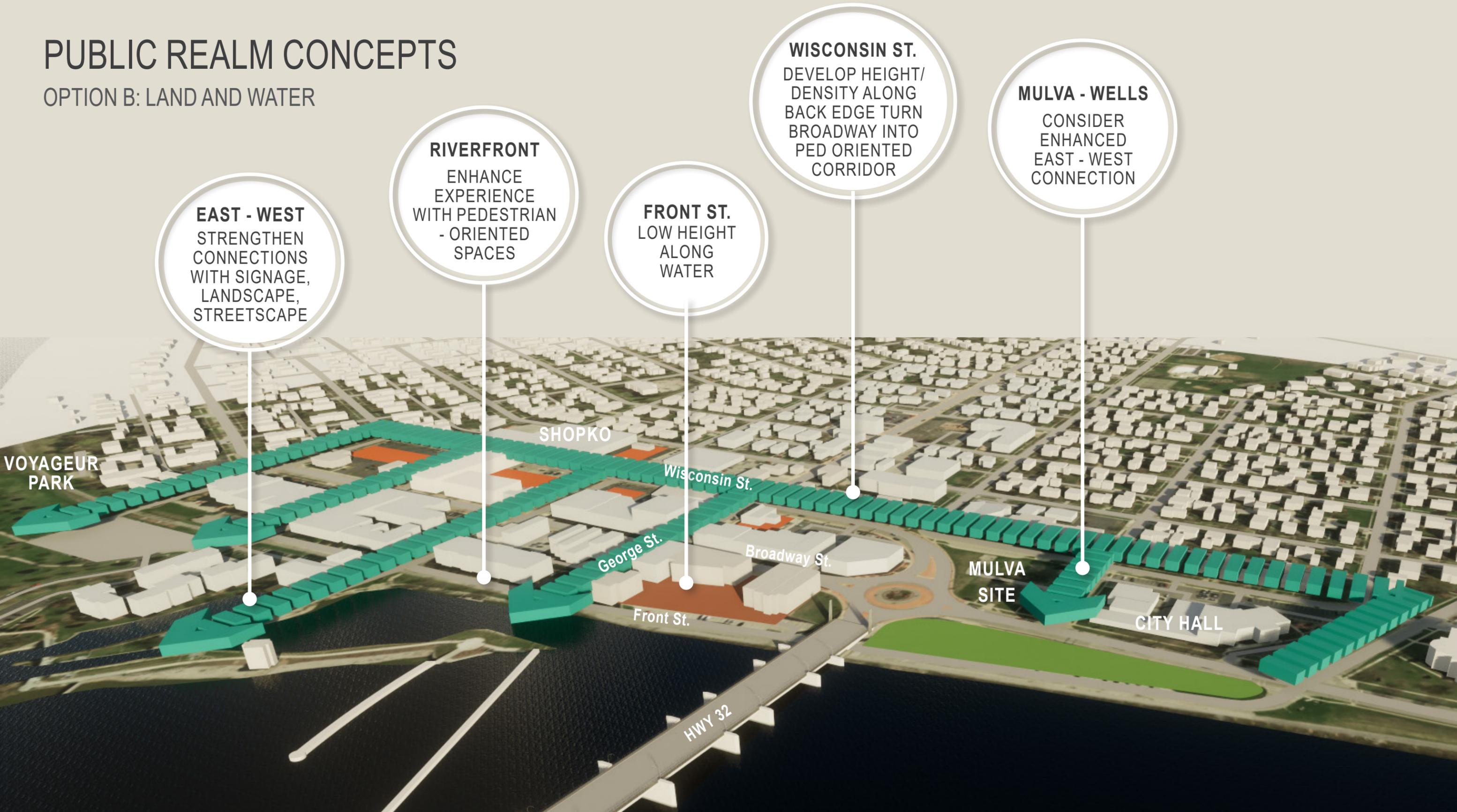
PUBLIC INPUT:

This options received the most votes from the community. Many people favored the focus on the public realm along the Fox River as well as enhanced connections from the river to downtown. This option also seemed the most implementable in the short term.



PUBLIC REALM CONCEPTS

OPTION B: LAND AND WATER



EAST - WEST
STRENGTHEN CONNECTIONS WITH SIGNAGE, LANDSCAPE, STREETScape

RIVERFRONT
ENHANCE EXPERIENCE WITH PEDESTRIAN - ORIENTED SPACES

FRONT ST.
LOW HEIGHT ALONG WATER

WISCONSIN ST.
DEVELOP HEIGHT/ DENSITY ALONG BACK EDGE TURN BROADWAY INTO PED ORIENTED CORRIDOR

MULVA - WELLS
CONSIDER ENHANCED EAST - WEST CONNECTION

VOYAGEUR PARK

SHOPKO

Wisconsin St.

George St.

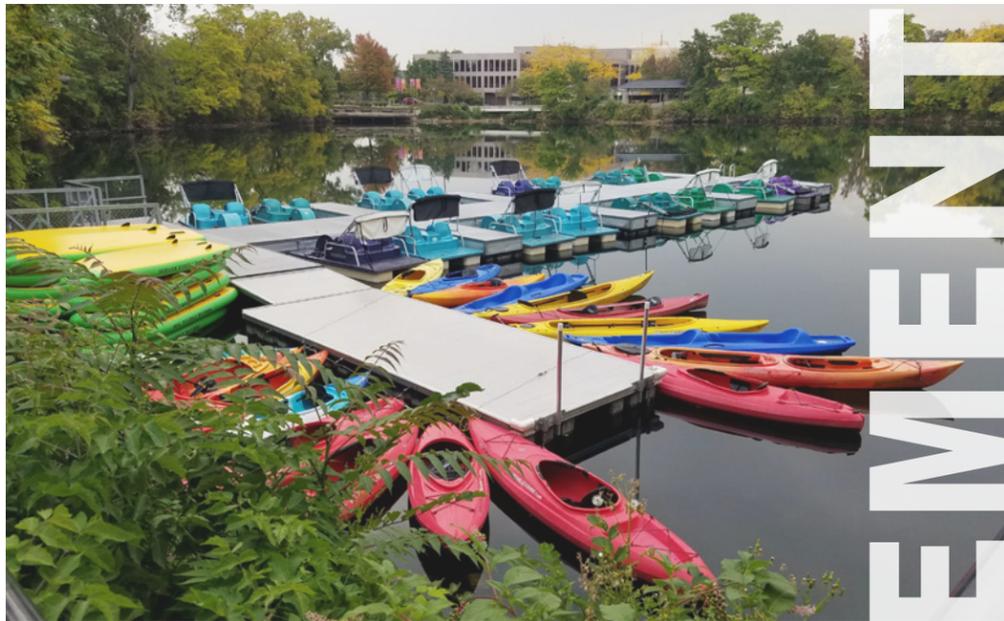
Front St.

Broadway St.

MULVA SITE

CITY HALL

HWY 32



RIVER
 ENGAGE
 ENHANCE
 ENHANCE



PUBLIC REALM CONCEPTS
 OPTION B: LAND AND WATER

PUBLIC REALM CONCEPTS

OPTION C: RE-ROUTE BROADWAY

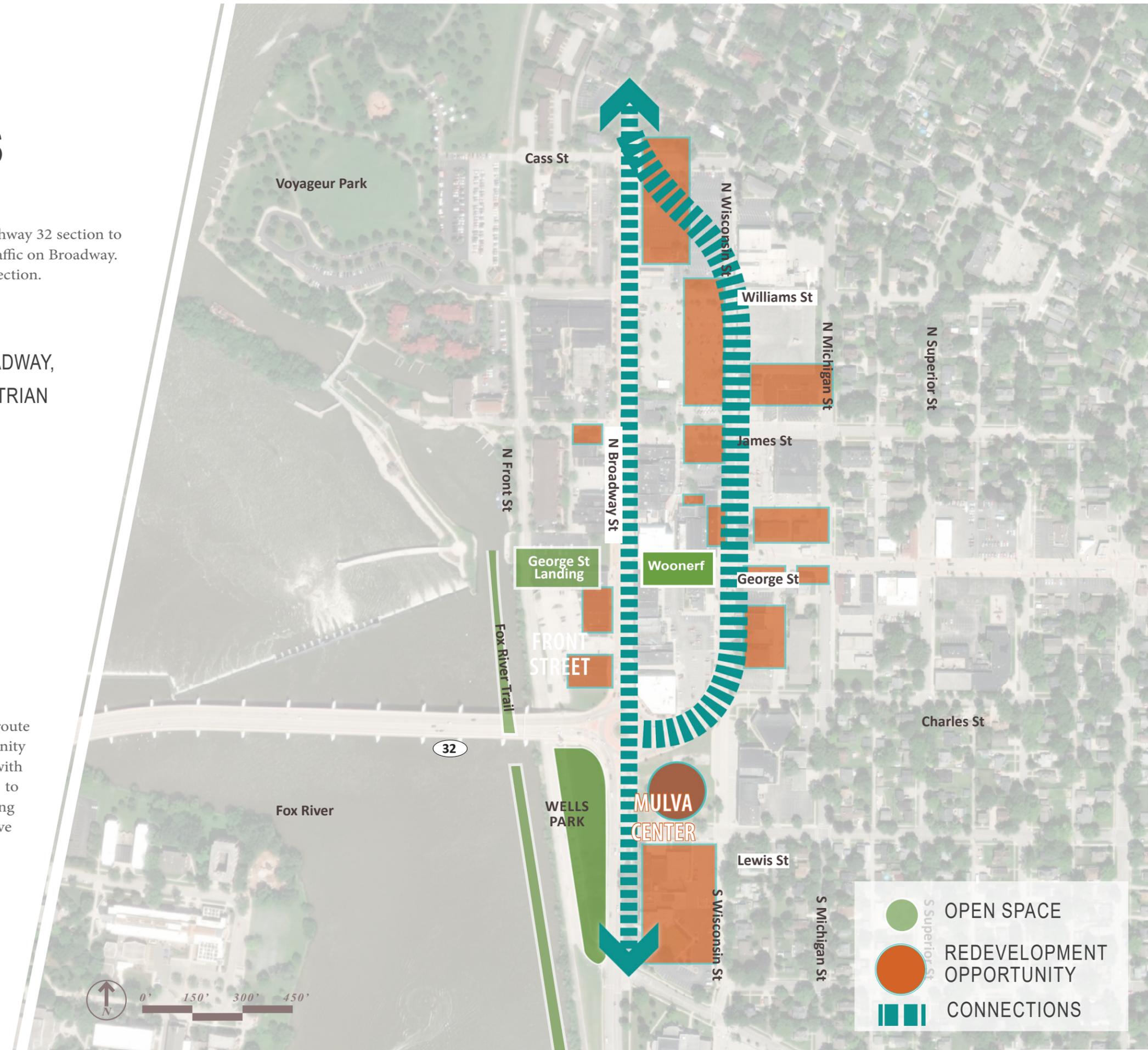
Make pedestrians a priority on Broadway by splitting off a Business Highway 32 section to alleviate the sharp right turn for trucks at the roundabout and reduce traffic on Broadway. Focus public realm efforts along Broadway and narrow the street cross section.

DESIGN DRIVERS:

1. CREATE A PEDESTRIAN ORIENTED SECTION OF BROADWAY, WITH 2 LANES OF TRAFFIC AND SUBSTANTIAL PEDESTRIAN STREETScape AMENITIES.
2. REROUTE TRUCK TRAFFIC TO WISCONSIN.
3. BOOKEND NORTH END OF DOWNTOWN WITH A COMPLEMENTARY ANCHOR DEVELOPMENT AND STRUCTURED PARKING TO CREATE A DISTRICT FEEL.
4. DEVELOP RIVERFRONT PARKS WITH 3 FOCUSED CONNECTIONS

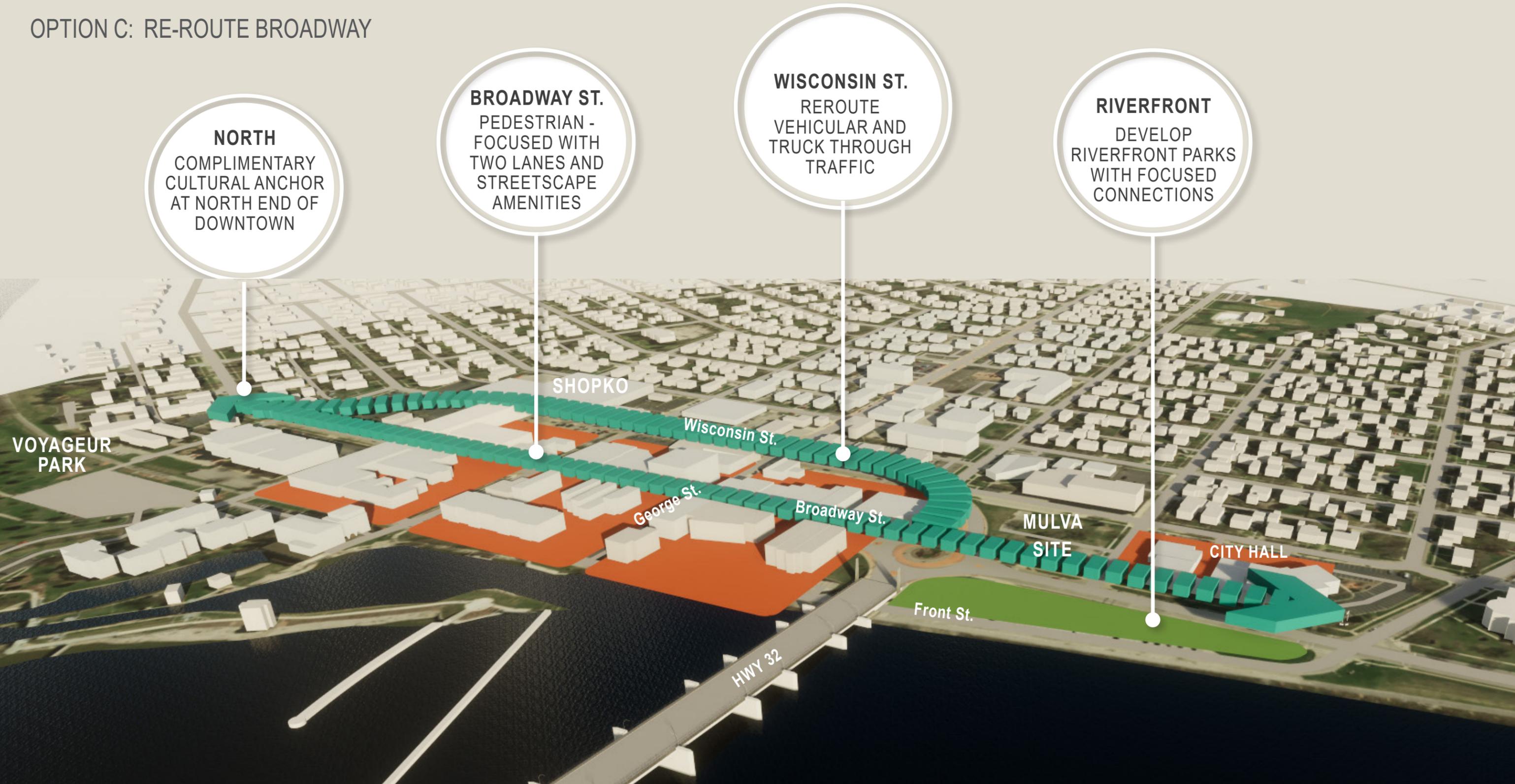
PUBLIC INPUT:

Many residents were intrigued with the notion of creating an alternate route along Wisconsin for large truck traffic. They were fond of the opportunity for pedestrian enhancements along Broadway that would be provided with this option, but some were concerned that this option may be difficult to implement in the short term. A general discussion took place about pulling certain features from all three concepts and integrating into one cohesive scheme.



PUBLIC REALM CONCEPTS

OPTION C: RE-ROUTE BROADWAY



PUBLIC REALM CONCEPTS

OPTION C: RE-ROUTE BROADWAY



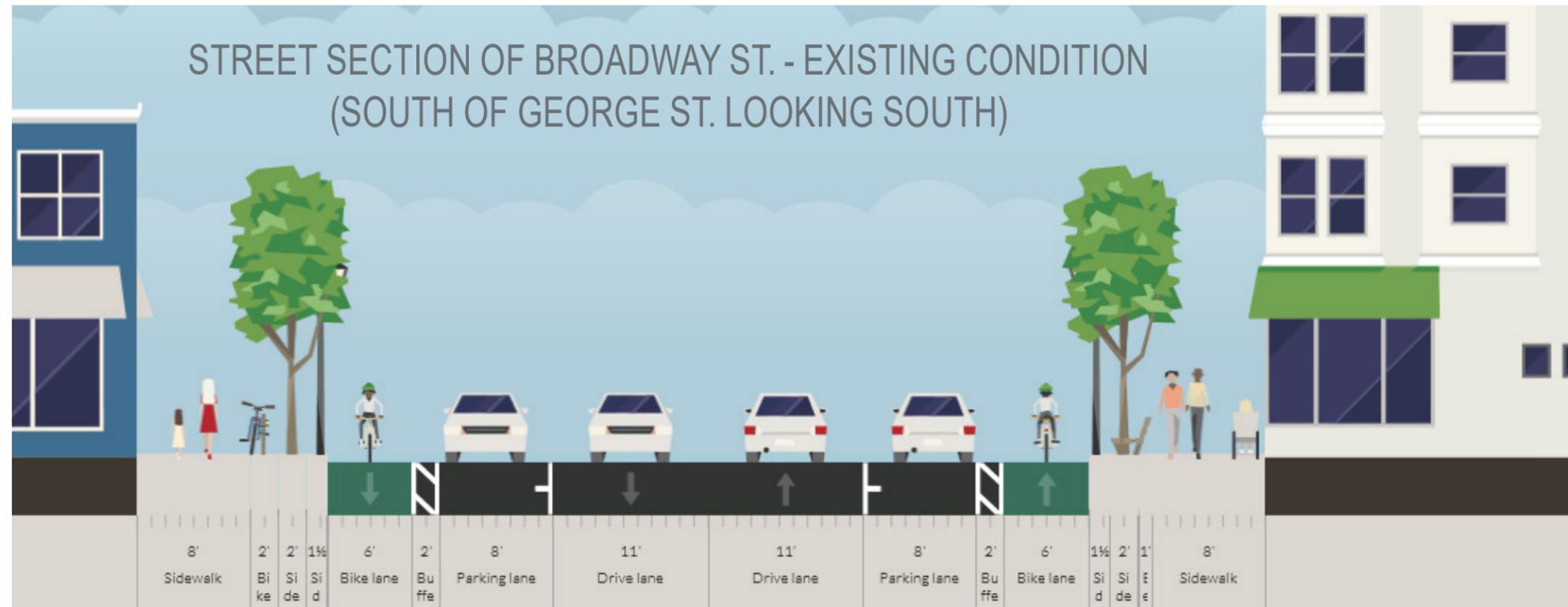
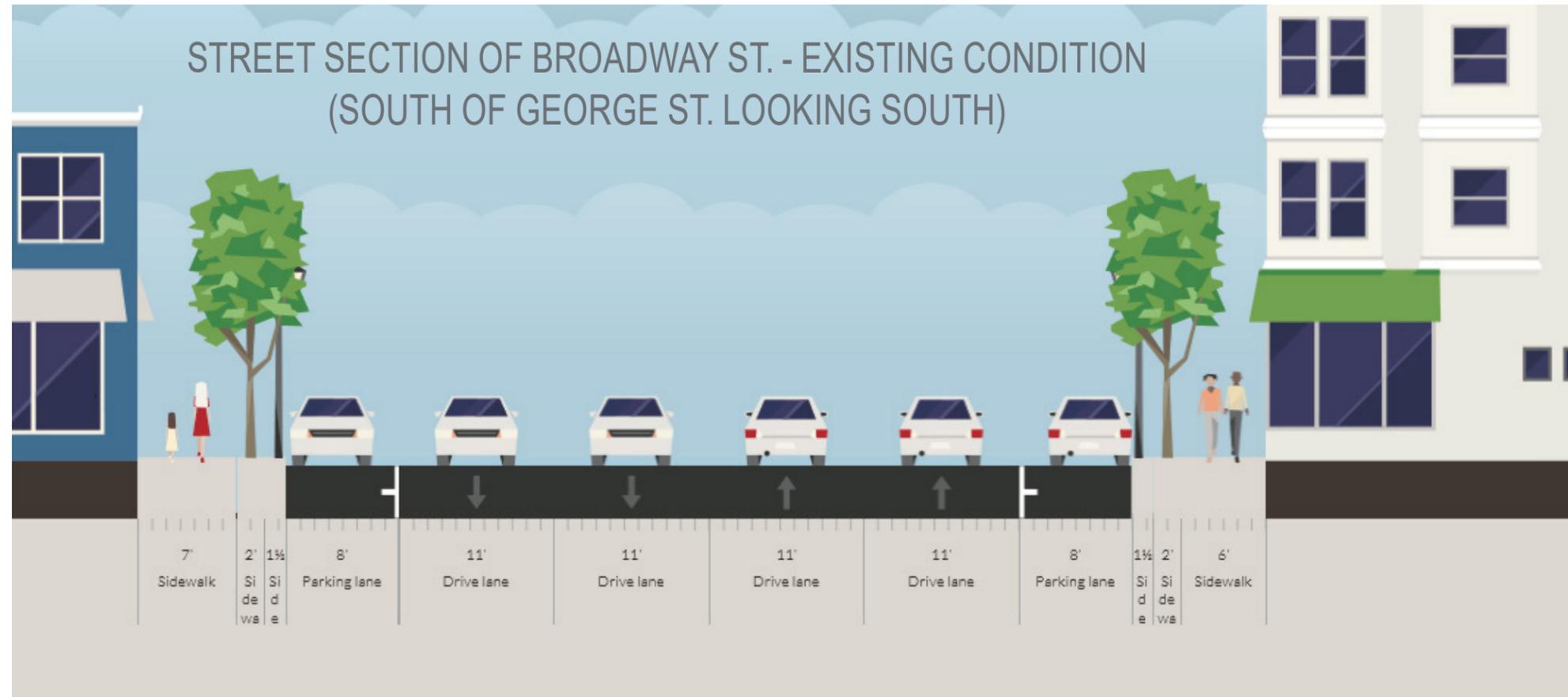
ALTERNATIVE CONCEPT:

REROUTE TRAFFIC EAST OF MULVA CENTER, WOULD REQUIRE CITY HALL/ FIRE/ POLICE RELOCATION



STREET SECTIONS

Splitting large truck and vehicular traffic to a Business Hwy 32 along Wisconsin allows narrowing of the Broadway street section creating a calmer and more traversable street. Reducing Broadway to one vehicular lane in either direction allows for sidewalk expansion from 6' to 8', allows a new 6' bike lane on both sides, and a 2' buffer with an 8' wide on street parallel parking lane to shelter pedestrians and bikers for moving automobile traffic.



DEVELOPMENT SCENARIOS

The design team explored potential development scenarios for the Front Street block to determine possibilities and create a deeper understanding of the challenges of the site. The team worked through physical design concepts simultaneously with a financial model to understand and evaluate development scenarios during the design charrette.

Conceptual alternatives were designed and developed with input and feedback from the steering committee to understand how the block might fit with the vision for the downtown. Given thin operating incomes, other strategies may be needed when site redevelopment occurs, and could include incentive options or different city participation and a strategic approach to density and land use.

The preferred alternative is a study of a potential development scenario, but the reality is any future proposals for private development will not look exactly like the study. The preferred alternative includes objectives to be considered in order to help decision makers determine if future development aligns with plan vision.

The block is challenging to develop per the current zoning code. In particular the parking requirements may necessitate a public/private partnership due to the costs of structured parking. The concepts seek to balance a feasible development with the context of the project goals (Fox River Views and preserving downtown character) and the realities of the current market, which indicates low demand for retail or office. In addition the market for residential absorption along Broadway could be challenged due to vehicular traffic and road adjacency.

All of the secondary zone should also be considered as area to promote height and density in a manner that fits the downtown goals.



DEVELOPMENT SCENARIOS

FRONT STREET BLOCK

Based on the input received from the public, and at the direction of the steering committee, several concepts were explored to determine what a low-density option could look like in the downtown and how it might be financially viable.

CONCEPT 1: GALLERIA

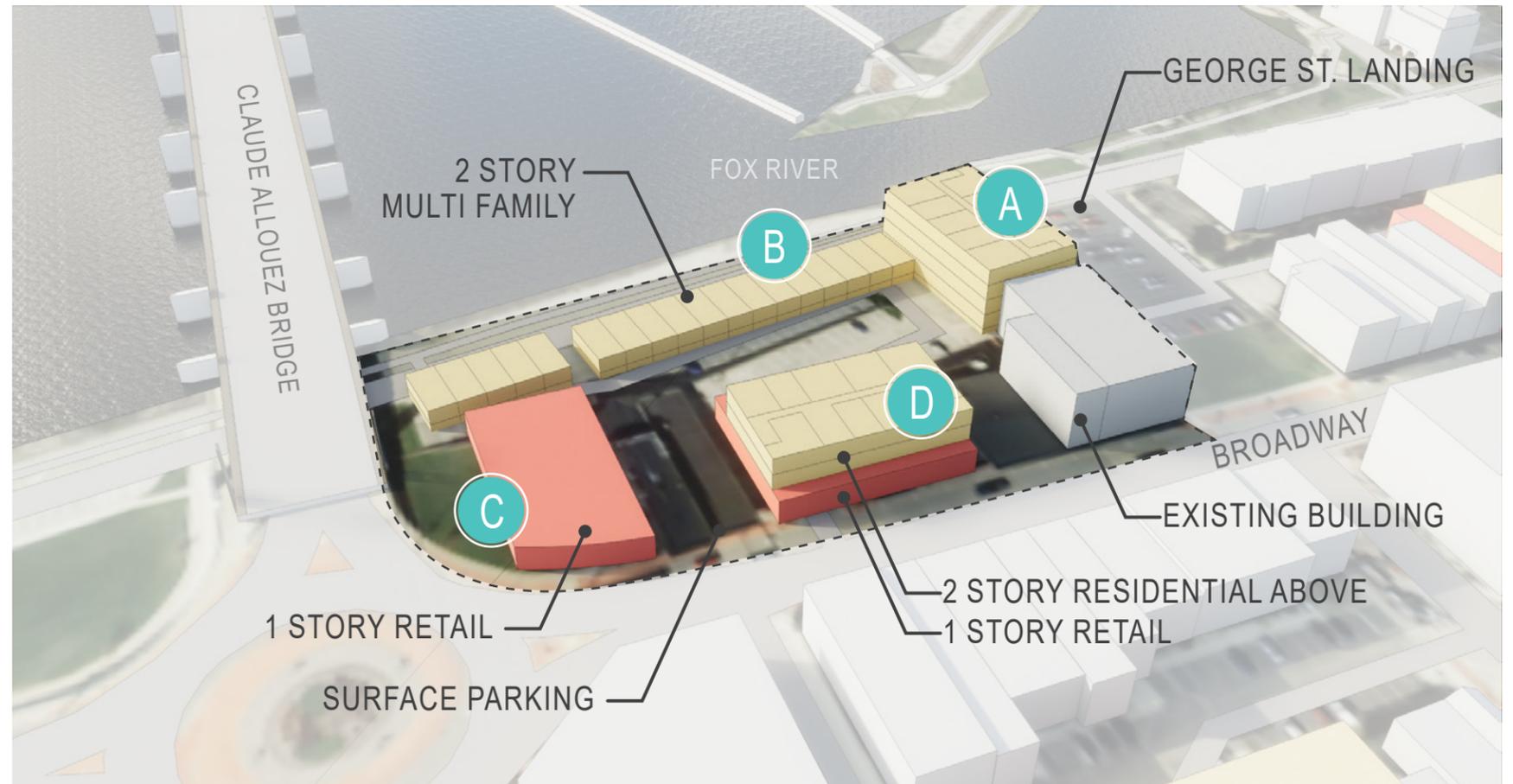
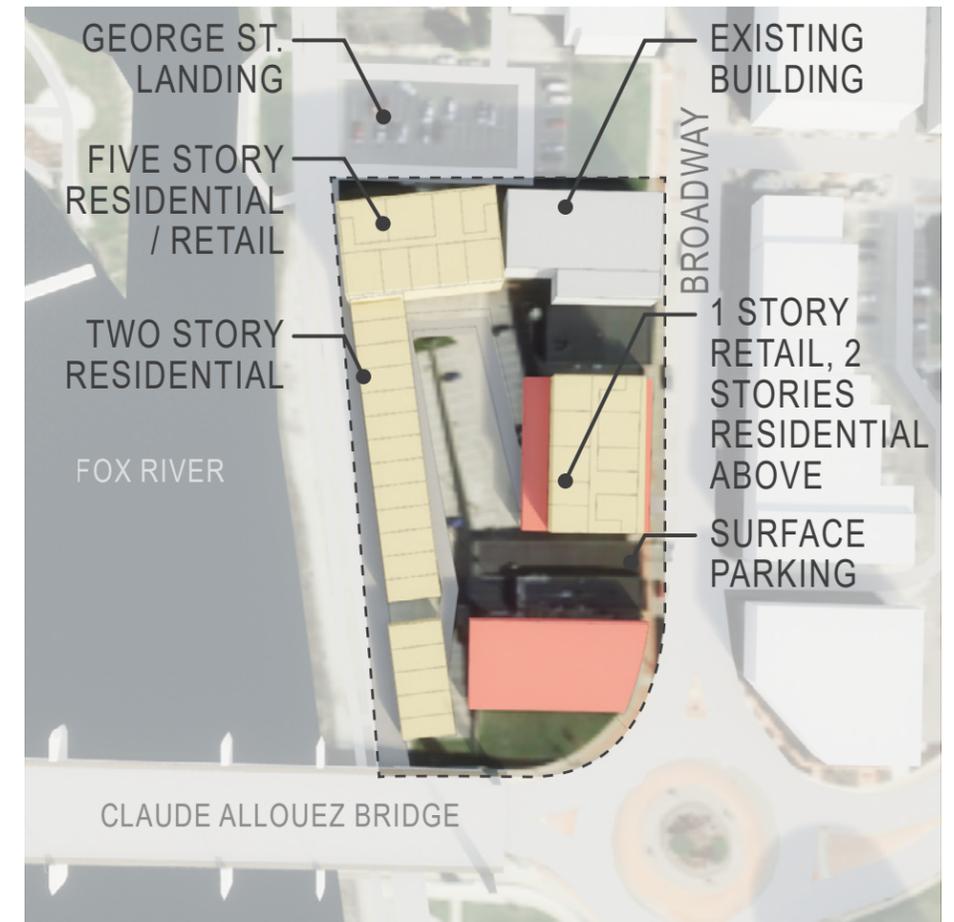
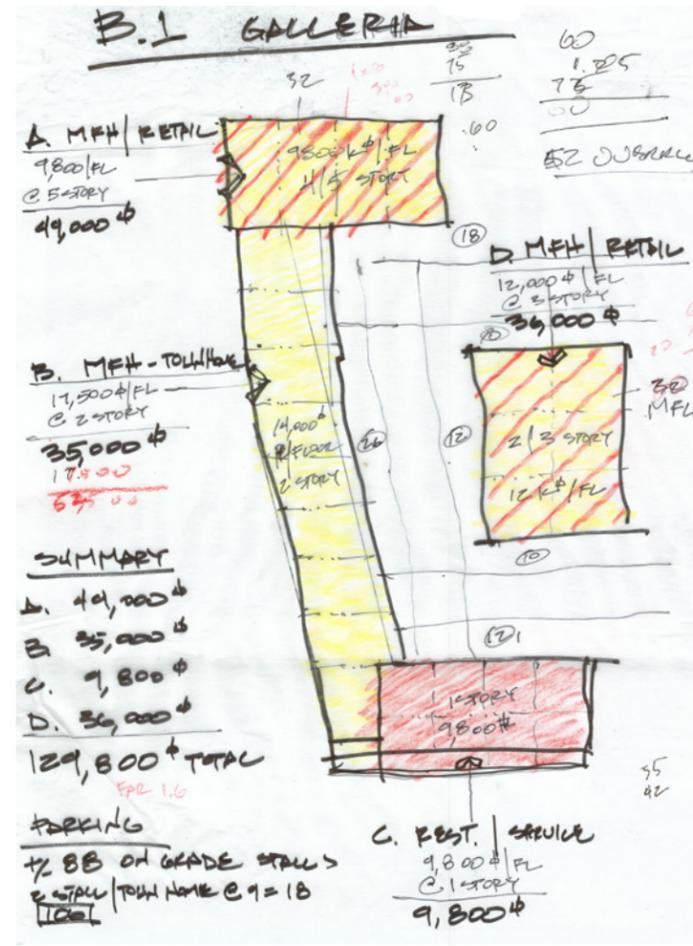
The Galleria concept wrapped the site on three sides and had a free standing center building facing Broadway St. with a driveway and surface parking in a horseshoe shape through the development to capitalize on the rivers views and adjacency to George Street Landing. The concept features an anchor restaurant near the roundabout, two multi-family/retail mixed used buildings and a single row of townhomes.

BUILDING	MFH(SF)	RETAIL(SF)	TOTAL
A	39,200	9,800	49,000
B	35,000	-	35,000
C	-	9,800	9,800
D	24,000	12,000	36,000
TOTAL	98,200	31,600	129,800

PARKING	MFH RESIDENT	MFH VISITOR	RETAIL
PARKING RATIO	1.00/UNIT	.25/UNIT	1.1/1,000 SF*
PARKING STALLS PROVIDED	60	20	8
TOTAL FOR MFH AND RETAIL			88 STALLS
PLUS 2 STALLS PER 18 TOWNHOMES			36 STALLS
TOTAL			106 TOTAL STALLS

* RETAIL PARKING RATIO INCLUDES MFH VISITOR STALLS

With 78 units of residential (60 apartments and 18 townhomes) and 31,600 sq. ft. of commercial space, this example arrives at a very thin positive Net Operating Income and reaches a payback of a 25% public TIF incentive after 18 years.



DEVELOPMENT SCENARIOS

FRONT STREET BLOCK

CONCEPT 2: THE SPLIT BAR

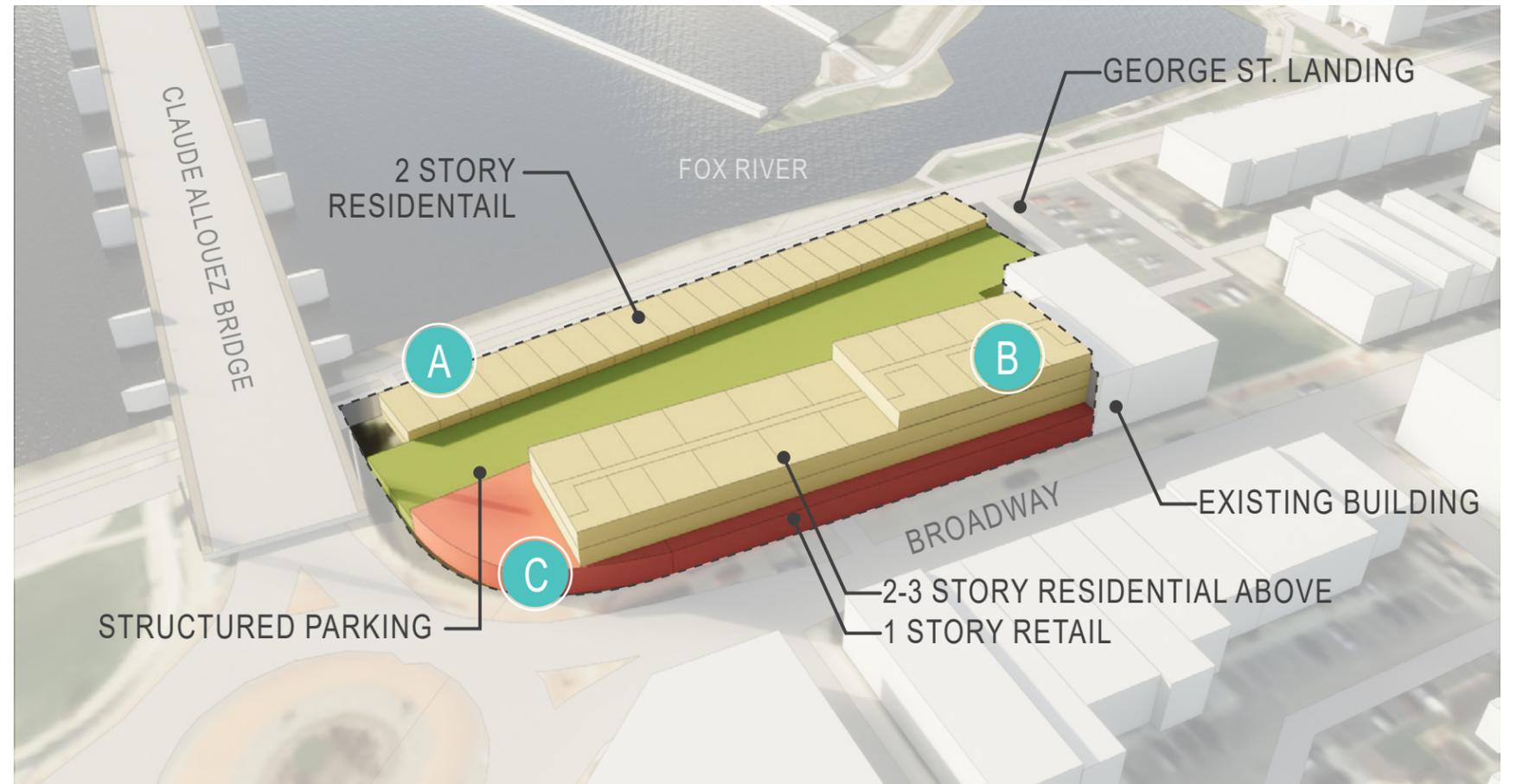
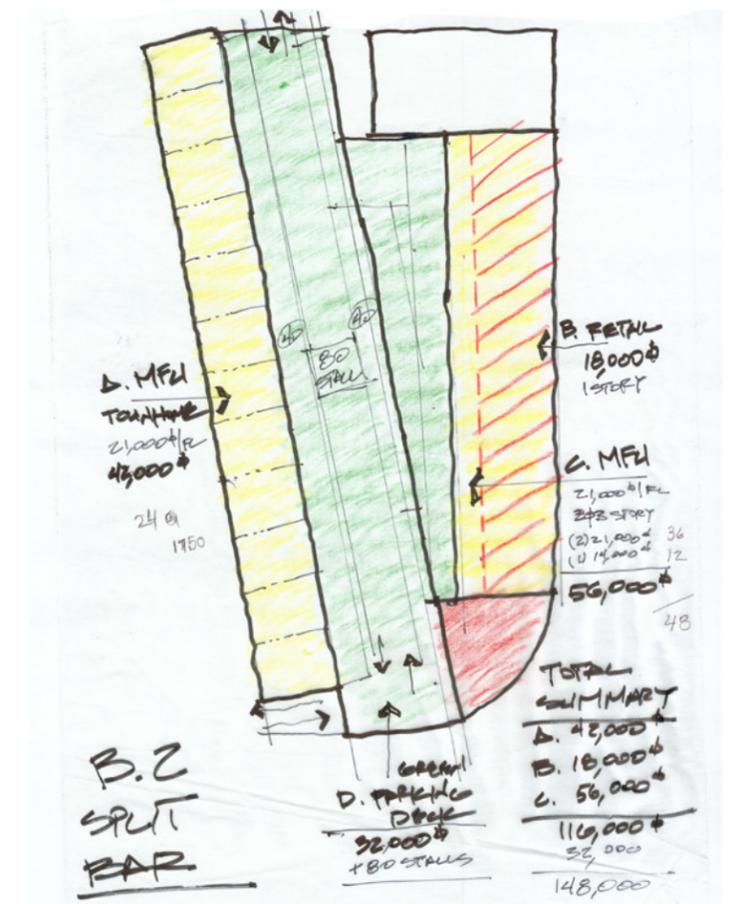
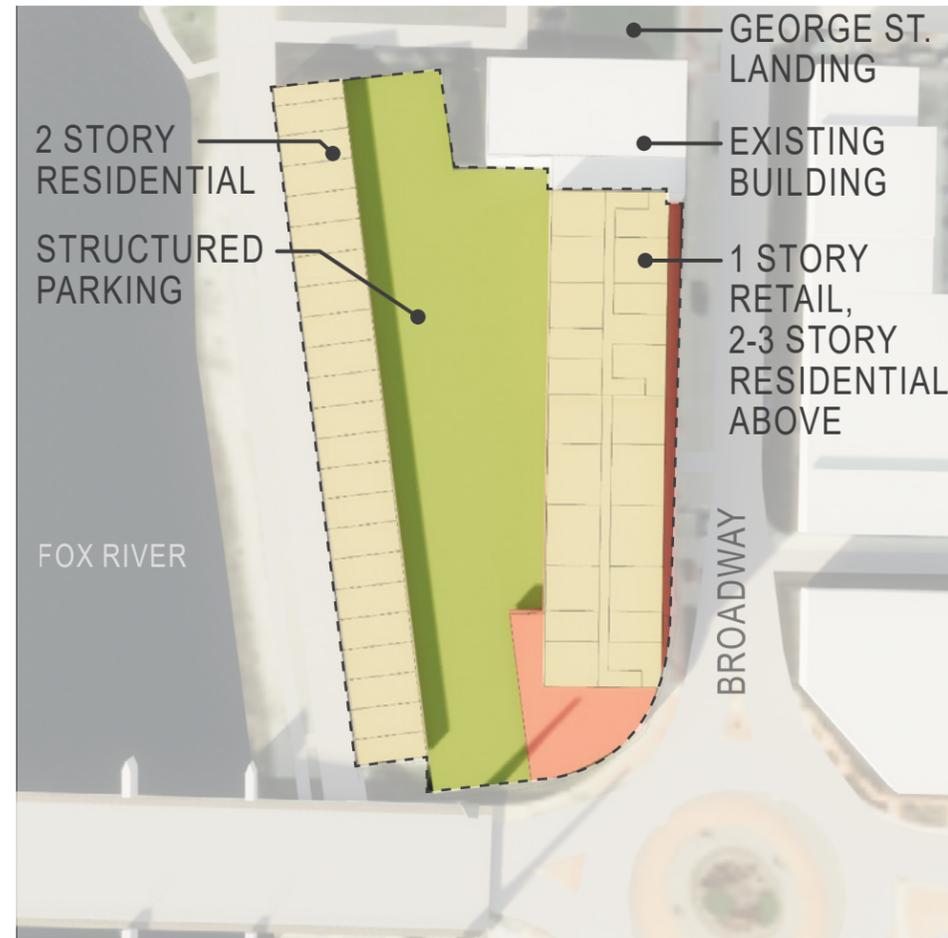
The Split Bar concept was created as an alternative with structured parking, and has a continuous two story facade along Broadway that includes retail on the ground floor and multi-family above. It is a layout designed for massing purposes which had a set of buildings facing the river and a set of buildings facing Broadway St. and a parking structure between. An anchor retail tenant occupies the corner at the roundabout. A green parking structure connects to the townhomes, creating an opportunity to remove driveways from Front Street and create a pedestrian zone or green alley.

BUILDING	MFH(SF)	RETAIL(SF)	TOTAL
A	42,000	-	42,000
B	-	18,000	18,000
C	56,000	-	56,000
PARKING	-	-	32,000
TOTAL	98,000	18,000	148,000

PARKING	MFH RESIDENT	MFH VISITOR	RETAIL
PARKING RATIO	1.00/UNIT	.25/UNIT	1.8/1,000 SF*
PARKING STALLS PROVIDED	48	12	20
TOTAL FOR MFH AND RETAIL			80 STALLS
PLUS 2 STALLS PER 12 TOWNHOMES			24 STALLS
TOTAL			104 TOTAL STALLS

* RETAIL PARKING RATIO INCLUDES MFH VISITOR STALLS

This example had 48 apartments, 18 townhomes and 18,000 sq. ft. of commercial space with only 80 parking stalls. With a TIF incentive of 25%, this example barely ekes out a positive Net Operating Income and has a 19-year payback period on the incentive.



PREFERRED ALTERNATIVE

Based on input from the public meeting and direction provided by the steering committee, the Public Realm Option B (Land and Water) and The Galleria Development Scenario were selected as the Preferred Alternative. The design team studied these areas in more detail to explore how the riverfront could be leveraged as an asset over the next five years. Converting Broadway to a pedestrian focused road by rerouting truck and vehicular traffic to Wisconsin remains a long term vision the city could like to explore. The overall project goals were refined as follows:

PROJECT GOALS

MAKE DOWNTOWN A DESTINATION THAT:

- Attracts more residents and visitors
- Has increased vibrancy and vitality
- Is connected to the Fox River
- Is a walkable and unified district
- Provides ample opportunity for public art and cultural amenities

LEVERAGE THE POTENTIAL MULVA CULTURAL CENTER AS A CATALYST TO:

- Promote economic growth
- Emphasize cultural arts

PRESERVE THE CHARM AND QUALITY OF DOWNTOWN DE PERE BY:

- Maintaining existing historic buildings
- Complementing historic character with new development that has an appropriate scale and articulation while strategically locating higher density development to accommodate growth and preserve character
- Balance growth with change, including traffic and parking needs
- Providing a balanced program that serves all ages



**DAY
3**

PREFERRED ALTERNATIVE CORE ZONE PUBLIC REALM REFINEMENTS

The team studied the core zone along the water as based on the approach outlined in Option B with plan recommendations as follows:

GEORGE STREET LANDING:

- Maintain parking and create an elevated pedestrian deck on grade with George Street
- Create a series of outdoor rooms with art, shade, seating and entertainment elements
- Connect to the island with a pedestrian bridge
- Enable a level vehicular connection to north and south under deck at Front Street

FRONT STREET

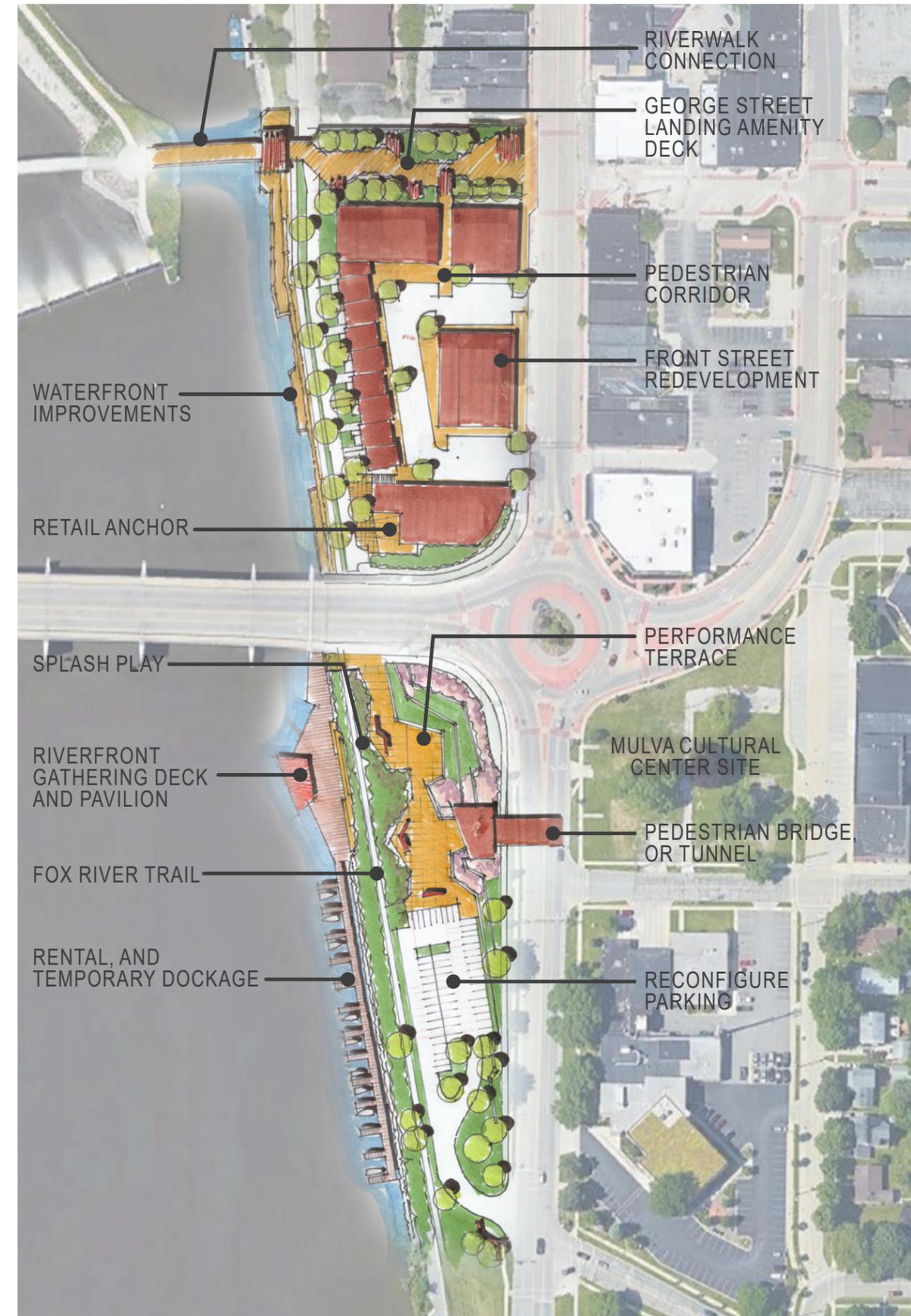
- Close Front Street to vehicular traffic from George Street Landing to Lewis
- Walk-up townhome frontage on Front Street Block
- Add waterfront improvements (fishing, overlook, habitat, art)

WELLS PARK

- Create a designated pedestrian connection to Mulva Center over or under Broadway
- Create a terraced plaza for small performances
- Incorporate a splash play and sculpture garden
- Add boardwalk/dock as gathering area, with a pavilion
- Provided rentable and short-term dockage
- Reconfigure parking to the south end of park
- Incorporate an educational stormwater feature

FOX RIVER TRAIL

- Maintain trail, expand signage and art opportunities to communicate and market a De Pere 'brand' on trail



SITE SECTIONS

Sections show proposed relationships in the core zone:

GEORGE STREET LANDING

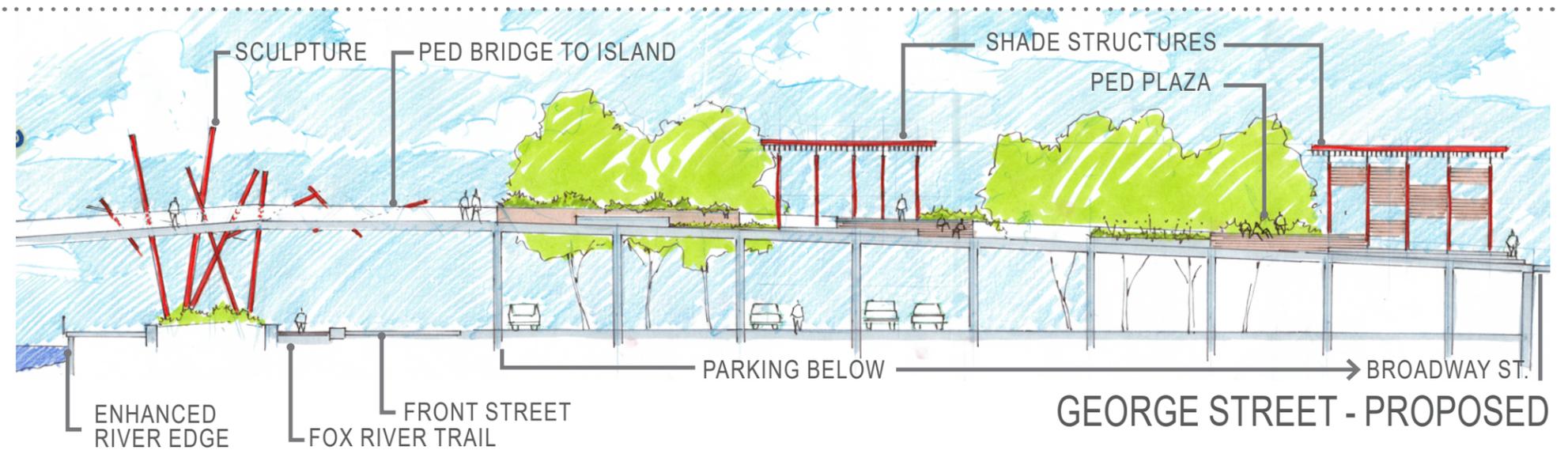
- Transition from Broadway to pedestrian overpass at river with incorporation of art and shelters

FRONT STREET

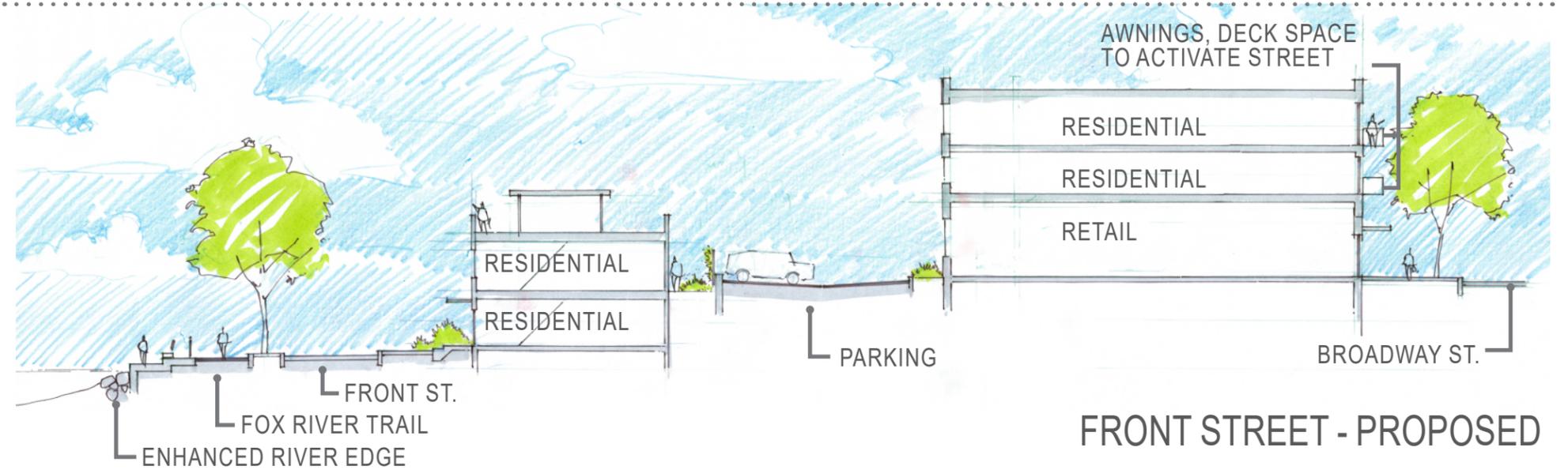
- Three story buildings on Broadway with parking behind, transitioning to two story townhomes that step down to the Fox River

WELLS PARK

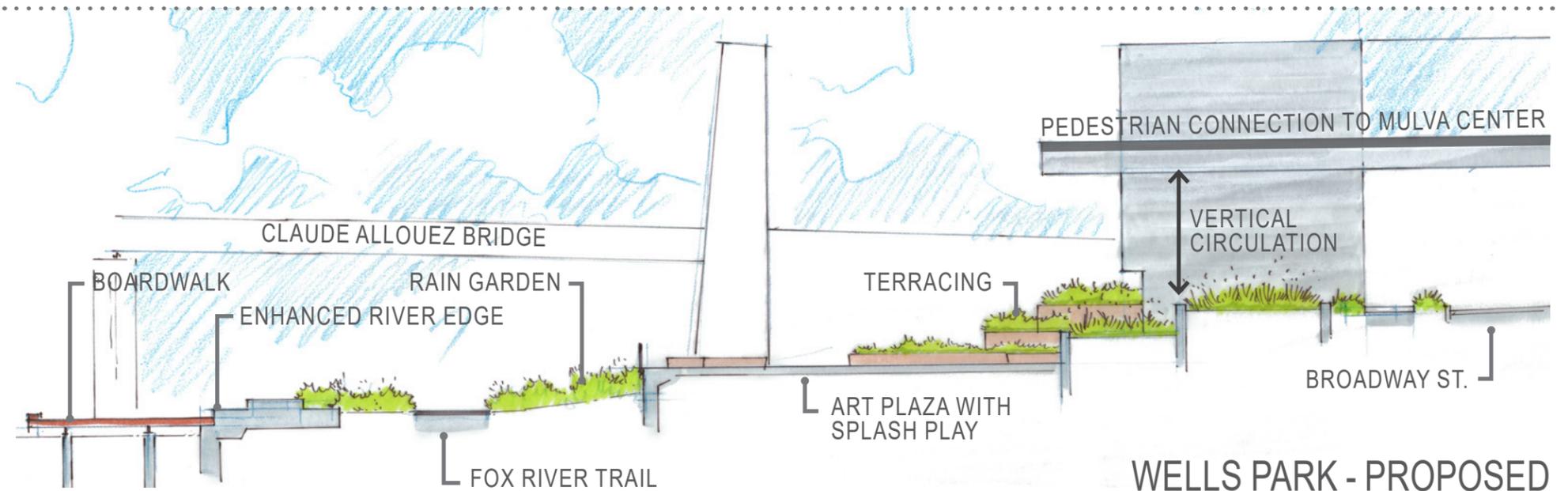
- Overpass and terrace transitioning to boardwalk at the Fox River



GEORGE STREET - PROPOSED



FRONT STREET - PROPOSED



WELLS PARK - PROPOSED



WELLS PARK

GALLERIA MARKET SUMMARY

The Galleria massing and proforma example considers total development costs just under \$37.7 million and does not replace any public parking formerly existing on the site. The parking provided is designed to meet the needs of the commercial and residential tenants within a downtown environment that includes shared parking. If a developer provides 25% equity and the city contributes 25% of the project costs in a TIF incentive, there would be approximately \$19 million of debt in this example. With the project fully leased, the project would generate an estimated Net Operating Income of \$131,000 per year.

Because this exercise is part of a market study and not an actual development, conservative estimates were made in the context of creating working examples that indicate development potential.

RECOMMENDATION:

The commercial space proposed could house a restaurant, an upscale bar, music school, community workspace, organic grocery store, artist production/gallery/exhibit space or other large user of space which would draw people to downtown De Pere.

A note of caution: at a TIF contribution of 25% on a project of this scope and size, the payback period is 18 years. This development will not add positive net tax base until its 19th year, provided it stays leased up and the developer can cash flow the development for that length of time.



VIEW LOOKING NORTHEAST



FINAL RECOMMENDATIONS

PUBLIC REALM RECOMMENDATIONS

The preferred plan reflects the goals of the community by focusing on the its strongest asset, an extensive amount of public land in the downtown along the Fox River. The plan builds upon the goals defined by the city, community, and Steering Committee and supports the metrics established within the study.

RECOMMENDATION:

1. CREATE A RIVERWALK DISTRICT EXPERIENCE THAT HAS A DISTINCT CHARACTER AND FEEL, ROOTED IN ART AND CULTURE

2. ENHANCE ENTRIES TO SPACES ALONG THE WATER, ACTIVITIES ALONG THE WATER AND RIVERFRONT EXPERIENCE

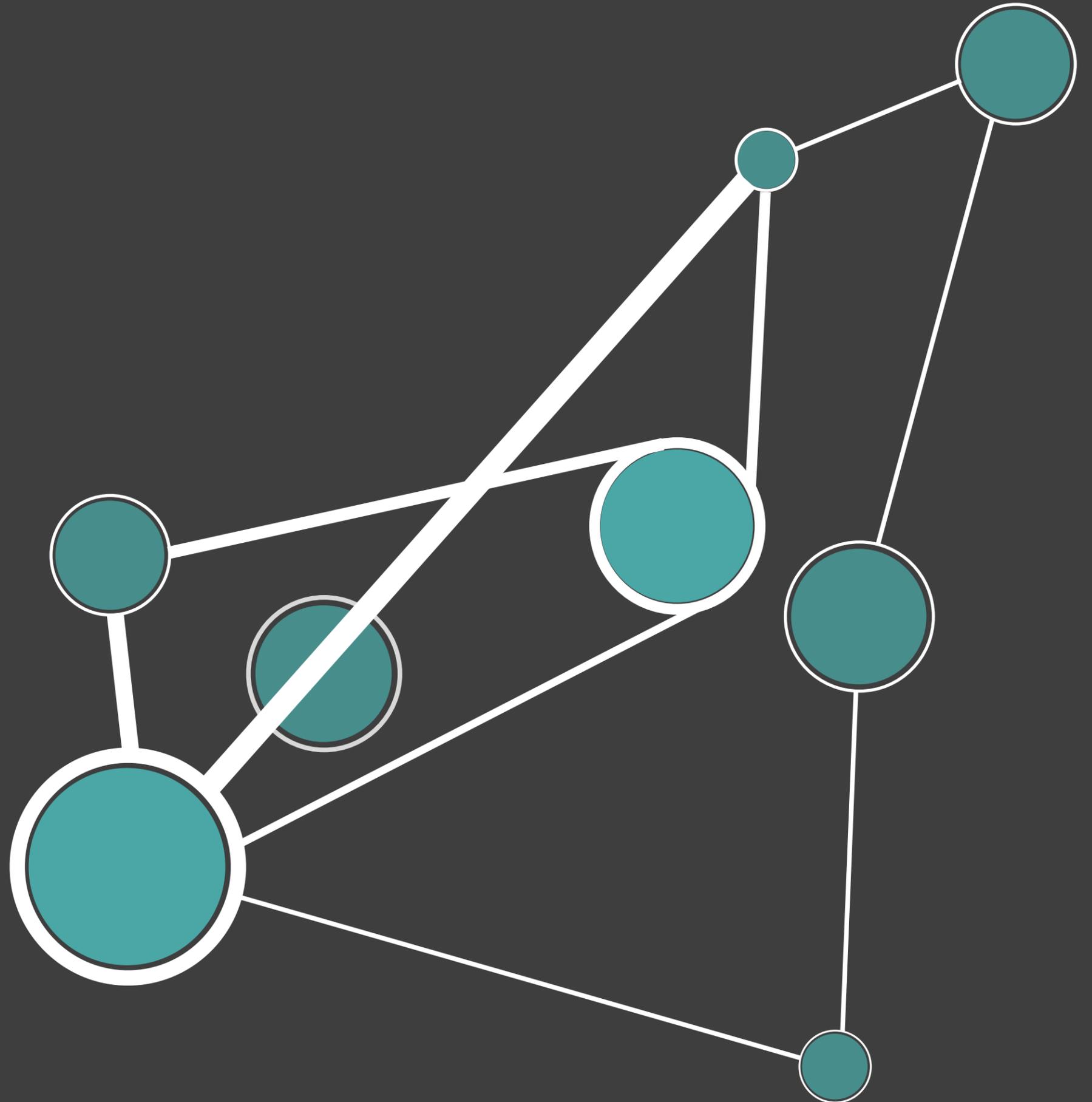
3. PROGRAM ACTIVE USES WITHIN EACH OF THE GREEN SPACES

4. INVEST IN EAST/WEST STREETS TO ENHANCE THE PEDESTRIAN EXPERIENCE ESPECIALLY:

- Develop George Street from Wisconsin Street to the river as the heart of east downtown as a shared street and overlook, connecting to the riverwalk
- Develop James Street as a secondary pedestrian focused street
- Develop an alternate connection to the Mulva Center

5. EXPLORE POTENTIAL FOR CREATING A BUSINESS HIGHWAY 32 ON WISCONSIN.

- Direct future downtown growth to increase height and density on George and Wisconsin in an appropriate manner to preserve views and character of the downtown.



PUBLIC REALM RECOMMENDATIONS

The following plans and imagery demonstrate a preferred approach to develop goals, outcomes and metrics established through the design process, and provide examples of the potential character of improvements.

Create a distinct De Pere feel to the public spaces adjacent to the Fox River Trail. Improve entries to the public spaces and program active use as indicated. Enhance east to west connections between the riverwalk downtown. Explore the potential for reconfiguring truck traffic and redevelopment on Broadway. Specific recommendations for each area are as follows:

RIVERWALK

Incorporate enhanced and branded De Pere-centric signage, furniture and art along the section of the Fox River Trail adjacent to the downtown such as: wayfinding, mile markers, counters, bike parking, bike amenities, seating, lighting, and landscaping.

VOYAGEUR PARK

Incorporate kayak rental, dockage, and storage/rental structure downstream from the locks away from boat traffic and prime fishing areas. Preserve and promote Voyageur park as a north public realm anchor of the district that provides a lush and pastoral landscape. Support and increase current park assets as related to fishing opportunities, playground and large gathering space.

Incorporate an appropriately scaled, programmed, and designed amphitheater or performance spaces.

CASS STREET

Enhance entry at Voyageur Park to make it feel welcoming and inviting (art, furniture, signage) to create an artful trailhead.

Consider signage and wayfinding to direct users east into Downtown.

Explore potential for sidewalks and signage.

Capitalize on public spaces by utilizing green space behind library as outdoor reading room or other gathering space.



PUBLIC REALM RECOMMENDATIONS

WILLIAM STREET

Improve the Voyageur Park entry to make it feel more welcoming and intentional by incorporating signage, art and landscaping.

Consider signage and wayfinding to direct users east into Downtown.

Improve walk connections and streetscape.



JAMES STREET

Improve small plaza at terminus of James Street as a destination. Consider a water feature or sculptural art piece to provide a connection to the Fox River to reflect on the communities history and enhance seating and shoreline between James and George Streets. Add signage and art.

Explore shared street or concept between Broadway and Wisconsin Street.

GEORGE STREET

Create a pedestrian plaza on George between Wisconsin and Broadway Streets as shared street or (a curbless street that allows cars, but can be shut down and fully accessible and flexible for events like the farmers market, and art event or buskers). Promote and provide design for all season use. When complete, George Street will serve as the central public realm activity zone of the district, serving the entire Downtown, with an emphasis on connecting the river into into the commercial areas.

Create pedestrian deck over parking at grade with Broadway with a series of rooms, sculptural shade structures and all ages activities.

Extend connection to the riverwalk via pedestrian bridge.



PUBLIC REALM RECOMMENDATIONS

FRONT STREET

Close to vehicular access from George south to Lewis Street, expand pedestrian space, and create urban destination spaces on water.

CLAUDE ALLOEUZ BRIDGE

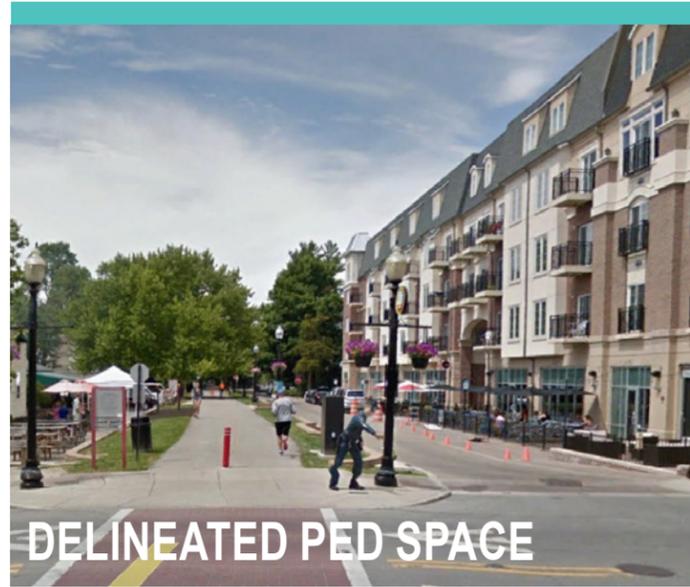
Explore artistic improvements such as lighting, and capitalize on space under and adjacent to the bridge as a potential gathering area for 'movie nights' or other activities.

WELLS PARK

High visibility, proximity to the Mulva Center, and a blank canvas create opportunity for Wells Park to be a public realm anchor for the downtown, and it should be developed as a urban park, with terraced seating and a small performance area, splash play and an art plaza that is the crescendo of the art walk. In addition, a waterfront pavilion and boating access could provide opportunities to invite additional visitors, and activate the riverfront. Wells Park will serve as the southern public realm anchor of the District and will have a strong connection to the Mulva Cultural Center.

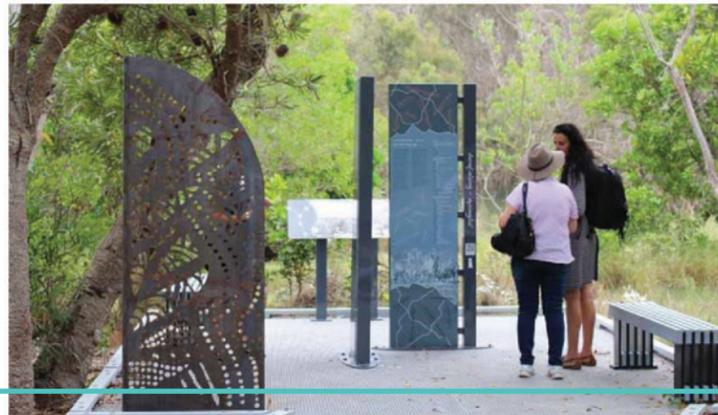
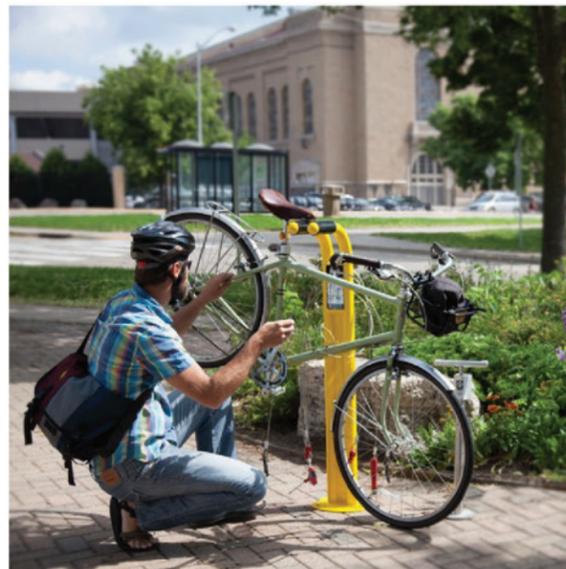
BOMIER BOAT LAUNCH:

Add branded signage, trailhead markers, and public art to begin a delineated corridor. Designate downtown sections as trail.



AN OPEN SPACE DISTRICT

Define, enhance and market a series of loop trails that establish a distinct and unified character for De Pere as a district and emphasize culture to capitalize on the public spaces along the river and promote arts and culture. Routes could include a heritage loop, a cultural loop and a water trail.

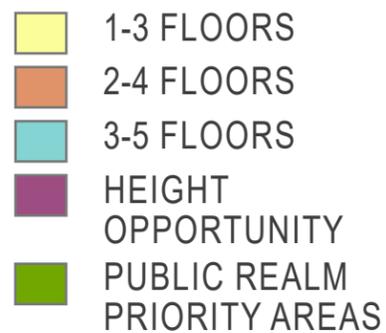


MASSING AND DEVELOPMENT

As the downtown grows, there will be a demand for additional height and density in the future. The adjacent diagram explores a strategy to encourage growth and density while preserving downtown character and river views. The basis of the concept is to focus on George Street near Broadway and Wisconsin as the heart of east downtown, complementing the investments in the public realm. Wisconsin Street offers an opportunity to add height without compromising adjacent views. As a general approach, height and density 'steps down' towards the adjacent neighborhood and the river. However, the quality of design of each development is important, and a detailed review of every individual project should be used to ensure they meet the goals of the district.

The following are conceptual options showing what height might look like if the following objectives are met:

- Preserve important view vistas, particularly at each end of the Claude Allouez Bridge
- Maintain and promote river views
- Height 'steps back' starting from the river and moving east in order to provide river views from the upper stories of more interior buildings.
- Use Wisconsin and George Streets as the downtown core
- Transition appropriately from taller buildings to surrounding neighborhoods.
- Height promoted along Wisconsin Ave due to greater redevelopment opportunity and lower historic housing stock.
- Consider additional setbacks and/or design considerations for any building that is more than one story taller than adjacent buildings.



FRONT STREET DEVELOPMENT SCENARIO

GALLERIA CONCEPT

Of the development scenarios explored during the charrette, the steering committee and public favored the Galleria concept, which was the low density option. The concept is one illustration of what could work for the site, but still results in a very thin net operating income. The Galleria option includes first floor retail on Broadway with an anchor restaurant near the roundabout. Second and third story multifamily units face Broadway, and a single row of townhomes faces the river. A 5 story multifamily building anchors the north end of the site and would be perceived as a smaller structure from Broadway due to existing topography. The buildings wrap an internal parking lot that could be designed with a parking plaza character. Future development may vary from the proposed concept, but should consider the following:

1. COMPLEMENT THE SCALE, HEIGHT AND CONTEXT OF THE SURROUNDING BUILDINGS
2. MAINTAIN VIEWS TO THE FOX RIVER , BY MAINTAINING LOW HEIGHTS ALONG THE RIVER AND ENCOURAGING INCREASED HEIGHTS THAT STEP FROM THE RIVER MOVING EAST.
3. TRANSITION IN HEIGHT AND DENSITY FROM SOUTH TO NORTH: SOUTH END 1-3 STORIES, NORTH 3-5 STORIES
4. INCLUDE 1ST FLOOR RETAIL ON BROADWAY
5. STRIVE TO INCORPORATE RETAIL OPPORTUNITIES ON FRONT STREET IF VIABLE
6. INCLUDE A MIX OF RETAIL AND RESIDENTIAL
7. PROVIDE SUFFICIENT PARKING CONSISTENT WITH DOWNTOWN DEVELOPMENT AND SUPPORTED BY MARKET STUDY THAT INDICATES USES AND ABSORPTION

A. MULTI FAMILY HOME / RETAIL

9,800 ft²/FL @ 5 story
49,000 ft²

B. MULTI FAMILY HOME-TOWNHOME

17,500 ft²/FL @ 2 story
35,000 ft²

C. REST / SERVICE

9,800 ft²/FL @ 1 story
9,800 ft²

D. MULTI FAMILY HOME / RETAIL

12,000 ft²/FL @ 3 story
36,000 ft²

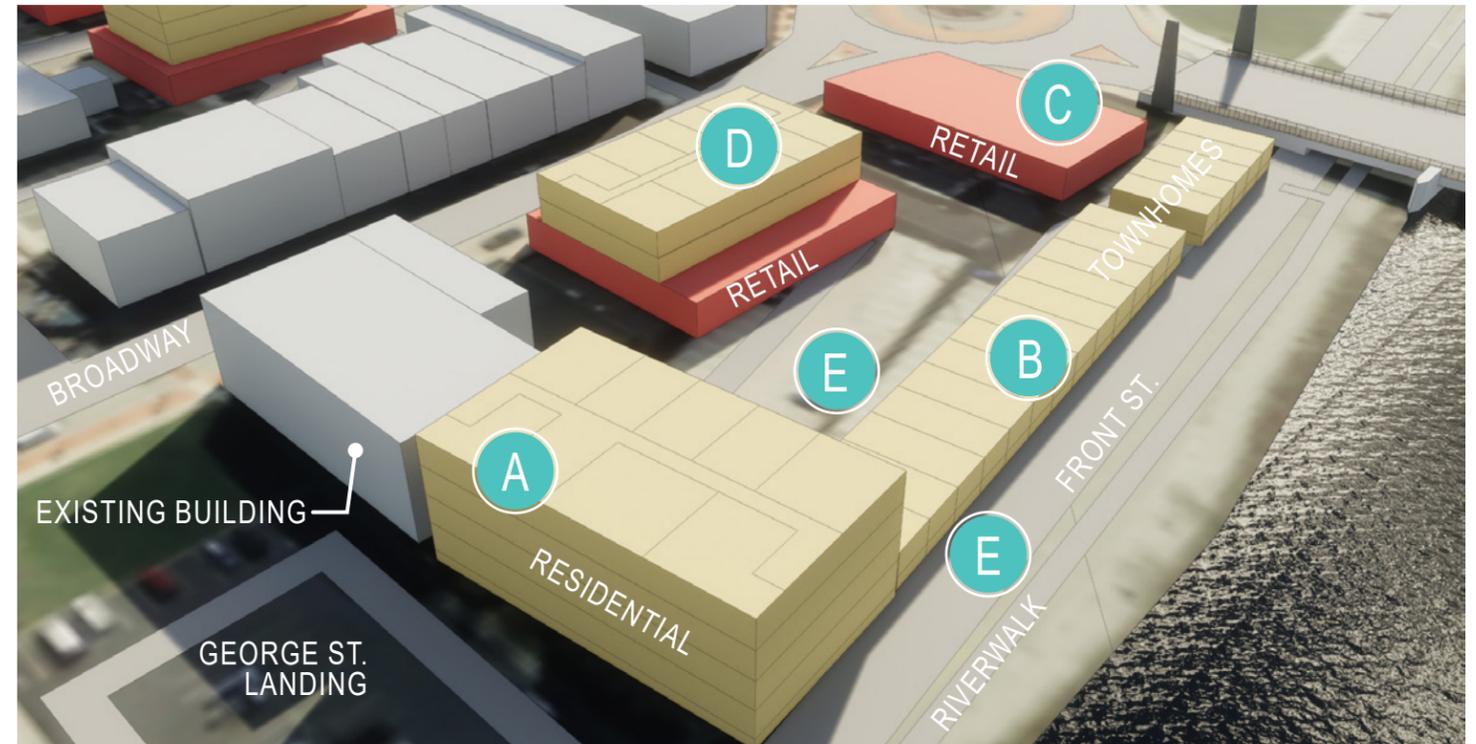
E. PARKING

+/- 88 on Grade Stalls
 2 Stalls/Townhome @ 9 = 18 Stalls
100 Total Stalls

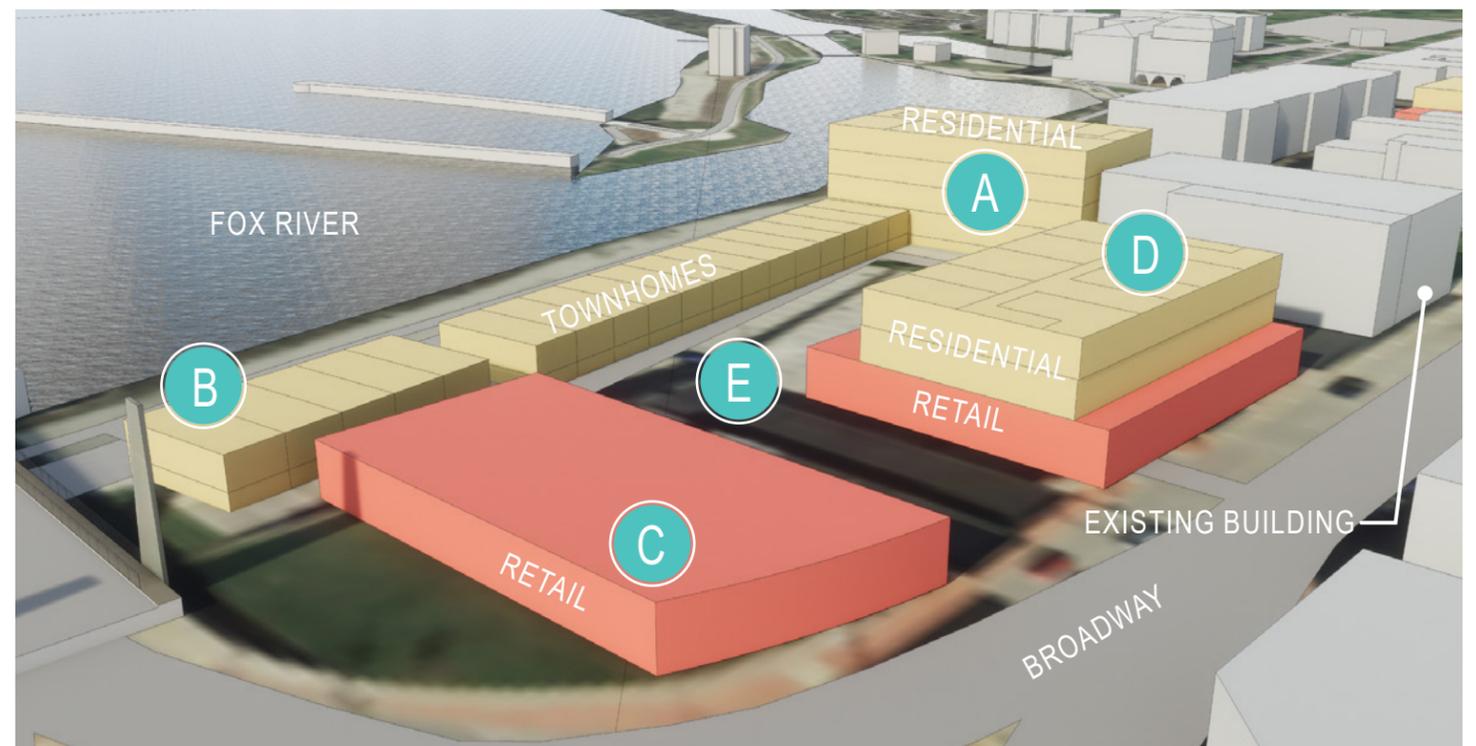
SUMMARY

A. 49,000 FT²
 B. 35,000 FT²
 C. 9,800 FT²
 D. 36,000 FT²

129,800 FT² TOTAL



VIEW LOOKING SOUTHEAST



VIEW LOOKING NORTHWEST

MIXED USE AND NON-RESIDENTIAL BUILDING FORMS

COMMERCIAL BLOCK BUILDING

The multi-story buildings located at the sidewalk create street walls that frame the streetscape and form view corridors.

They create a sheltered pedestrian streetscape while defining the edges of plazas and public spaces.

This multi-story building allows for a mix of commercial or office uses on the ground floor and office and/or residential uses above. Storefronts ground floor are typical.



PODIUM BUILDING

Podium buildings help define the character of pedestrian-oriented streets and building frontages through levels of setbacks on upper stories.

These multi-story buildings step back from a lower storefront base to provide natural light to the street level while creating outdoor terraces on the upper floors.

They employ a combination of setbacks, upper-story setback, and articulated sub-volumes to sensitively and adequately transition to adjacent lower height buildings.



RESIDENTIAL BUILDING FORMS

SINGLE-FAMILY ATTACHED BUILDING, TOWNHOUSE, ROWHOUSE

Two-three story rowhouses establish consistent design character through coordinated type, color, and material while maintaining pattern, rhythm, and inherent variety within the individual units in order to create visual interest.

They use features such as porches and stoops to relate to the street level, while their individual form and roof lines add variety and interest to mitigate apparent massing.

They maintain the pedestrian scale through simple harmonious proportions to reflect the neighborhood context.



IMPLEMENTATION STRATEGY

PHASING

The City of De Pere should invest in the public realm and seek to attract both residential and commercial development to spur growth the downtown. The Mulva Center has the potential to anchor a Cultural Arts District, but the city will need to attract a greater density of cultural amenities and establish priorities for art in the downtown to create the feel of a district. The following implementation strategy outlines a potential approach to developing public spaces, attracting private development and activating the downtown through arts centric programming.

Public Realm investment should acknowledge the work done to date, and seek to build upon recent and current efforts such as the branding initiative and concepts for James Street. Future projects should be prioritized by balancing impact, demand and feasibility. The highest impact projects often happen concurrently with adjacent projects, and the timeline for implementation may vary as project schedules, funding and private investment evolve over time and could be adjusted in order to take advantage of opportunities like grant funding, fundraising, etc.

Public Realm investments should be prioritized as following:

Phase 1: Continue with current public realm proposals.

- Improve James Street as a pedestrian centric street between Wisconsin and Broadway, highlight connections to the River (currently underway).
- Build on the branding initiative to explore district signage design and opportunities (particularly at nodes along the riverwalk).
- Design a Kayak Launch and Rental, and explore an amphitheater or performance space at Voyageur Park.

Phase 2: Improve Wells Park in conjunction with the Mulva Center.

Phase 3: Create a pedestrian center at George Street.

- Create a shared street between Wisconsin and Broadway.
- Create an elevated pedestrian plaza and bridge that connects to the island and riverwalk.
-

Phase 4: Develop the riverfront at the Front Street block concurrent with adjacent development.

Phase 5: Improve the existing Riverwalk from Cass to George, and from Wells to Bomier boat launch as a De Pere branded section of the Fox River Trail integrated with public art.

Long Term: Explore potential for future re-route of truck traffic on Wisconsin Avenue in order to facilitate a road diet on Broadway.



RECOMMENDATIONS

Regulatory recommendations are important to maintaining the character of the downtown as well as facilitate an environment for capturing an increase in property taxes. Through zoning codes and design guidelines, the City can inform and enhance redevelopment to create economic growth and support the cultural arts by establishing a cohesive district and attractive pedestrian realm. At the same time, these requirements must be balanced to not overly restrict development opportunities. The current design guidelines should be updated to remove conflicts, address new infill projects and to provide developers with a consistent message. The guidelines should address the following to promote a high quality urban realm:

- Establish standards for the aesthetic, scale, and character of downtown
 - Site Planning to promote urban form: orientation to the street, location of driveways, entries
 - Site Design: landscaping, lighting, and pedestrian open space
- Building Design: character, architectural elements, details, materials. Create an active first floor
 - Retail, restaurant/bar, experiential entertainment uses should be encouraged on first floor space to drive pedestrian traffic and encourage pedestrian interaction with multiple venues
 - If first floor residential is allowed, provide for setbacks, patios, and landscaping
- Implement Downtown Design Guidelines with goal of maintaining continuity and high-quality building design, recommendations could include but not be limited to:
 - Building height – articulate a specific height opposed to a FAR to allow for taller buildings in key areas to facilitate growth and preserve character.
 - Articulation – specify building material such as glass, brick, use of garage doors etc. and utilize careful integration of traditional facade features, that may be interpreted in new and contemporary ways, yet contribute to the overall character of the downtown.
 - Scale: consider the proportion of height and mass to the building footprint, and maintain a human scale rather than a monolithic or monumental scale.
 - Consider strategic setbacks for Broadway infill where viable to increase pedestrian realm.

INCENTIVE POLICY

Incentives should be based on a proven need and provided to enhance economic development and the arts. Specific incentives could include:

- Grants or loans
 - Review existing programs and revise to meet goals of new Cultural Arts District
 - Grants, if offered, should be used as matching funds to high quality improvements
 - TIF incentives, if offered, should be based on proven need (after review of financials)

- Rather than a developer grant, use TIF funds to pay off a property owner's construction loan. Work with a local bank to ensure payoff. Value is created before the incentive is provided.
- Each project deserves a unique solution, so standard incentive policies are not always recommended.
- General TIF tips:
 - * Owners must have cash/equity in project equal to or greater than TIF incentive, proportionately
 - * Payback period should be seriously considered/weighed against the desire for the project in a specific location
 - * Incentive doesn't always have to be cash. Could be infrastructure support, loan (or forgivable when metrics are met), technical assistance. The question should be asked, "What do you need?"
 - * TIF funds could seed a commercial rehab loan program with a consortium of local banks also providing funds
 - * TIF funds could be used to provide owners with high quality architectural renderings of what their buildings could look like
- Single site:
 - City of De Pere should consider purchasing severely blighted property, remediating with TIF funds and offering building back to private sector. This is especially useful to ensure the proper redevelopment of integral properties. WEDC Community Improvement Grants would support this effort.

OPERATIONAL AND PROGRAMMING

Promoting the arts through activation of the public realm is imperative to establishing a place as a district. The following activities can help promote arts and culture in the downtown and enhance activity and create economic development.

- Evaluate current events, plan and promote a regular schedule of downtown events such as: Festivals, art walks, outdoor performances, concerts, street performers, film festivals, or game nights. Evaluate current events for improvements.
- Brand downtown De Pere as a District: with unique and helpful signage that lets visitors know they have arrived somewhere special. (current vision and branding efforts will support this)
- Create a Public Art Plan: to integrate art into the community, whether on an art walk, located at key public spaces, or integrated into new development
- Create Spaces for Artists: that could include galleries, exhibit or live work locations

An example of Design Guidelines Specific to Art/Tech, Entertainment and Water (shared by Olympia Washington)

- A. Art/Tech i. General objectives and description:
 - Utility is a design driver for the informal Artisan/Tech District, suggesting opportunities for adaptive reuse of existing buildings, and low-cost street improvements that promote new pedestrian and bike

uses. The incorporation of "warm industrial" materials—weathered wood, metal, etc.—and design elements—garage doors or large entryways that engage the street, parklets, etc.—are examples of how architecture and streetscape designs might complement the area's do-it-yourself character

- Design vision elements
- Utilitarian, workshop character
 - Warm industrial materials – weathered wood, metal, etc.
 - Diverse, eclectic, water and energy efficient architecture
 - Adaptive reuse of existing buildings
 - Low cost street improvements that promote new pedestrian and bike uses
 - Outdoor work activities and storage of materials may be appropriate.
- B. Entertainment
 - General objectives and description: Art and creative expression defines this hub of dining, nightlife, and the performing arts. Design elements here may reflect aspects of the Core the Art/Tech Districts, but a focus on art, theatricality, imagination, and glittery night lighting will distinguish this area. Opportunities may include an art-themed corridor, permanent public art features, temporary art installations, performances, and creative detailing that perhaps features a hint of glitz. Buildings and streetscapes should support entertainment needs, such as wide sidewalks and pedestrian spaces, consistent and inviting lighting, and clear wayfinding.
 - Design vision elements
 - An artsy, creative imaginative character
 - Substantial night lighting, perhaps with theatrical elements
 - Buildings and streetscapes should support entertainment needs (e.g., wider sidewalks, consistent lighting, clear wayfinding, etc.
 - Facades may have some similar elements as Core and Art/Tech Districts.

C. Waterfront

- General objectives and description: Better connecting Downtown to its waterfront location—visually, physically, and symbolically—is a primary goal of this District. Design elements found at Percival Landing—furnishings, light fixtures, marine hardware, wood pilings and boardwalks, rope, etc.—may be incorporated into streetscape improvements and new developments to help draw the aesthetics of the waterfront deeper into Downtown. Designs and materials may reflect additional waterfront themes of shoreline ecology, Northwest Native American history, historic industrial uses, sailing and boating, fishing and aquaculture, and commercial trading at the Port.

- Design vision elements:
 - Visual, physical, and symbolic connections to the water
 - Incorporate design features found at Percival Landing
 - Reflect themes of shoreline ecology, local maritime activities, NW Native American history, historic industrial uses, sailing & boating, fishing and aquaculture and commercial trading

PERFORMANCE METRICS:

Understanding measurable outcomes to the plan is essential for decision making. For each goal, we have provided a measurable outcome to guide decision making. These metrics help define the form and structure of the plan, can inform more detailed design through implementation, and can be measured over time as to demonstrate success for the project.

When possible, planning decisions should be reviewed for the effect they have on both the project goals and the measurable outcomes of the plan.

PROJECT GOALS

METRIC

ATTRACT MORE RESIDENTS AND VISITORS	➤	PERCENTAGE INCREASE OF RESIDENTS AND VISITORS, DOWNTOWN REDEVELOPMENT
INCREASE VIBRANCY AND VITALITY	➤	SUCCESS OF PROGRAMED ACTIVITIES AND NUMBER OF PEOPLE IN PUBLIC SPACES
CONNECT TO THE FOX RIVER	➤	NUMBER OF DOWNTOWN USERS ARRIVING FROM THE FOX RIVER TRAIL
WALKABLE AND UNIFIED DISTRICT	➤	MORE URBAN FORM THAT INCREASES NUMBER OF USERS, A UNIFIED CHARACTER, SIGNAGE AND BRANDING
PROMOTE ECONOMIC GROWTH	➤	INCREASED NUMBER OF CULTURAL, ENTERTAINMENT, RESTAURANT AND RETAIL BUSINESSES ON THE FIRST FLOOR, INCREASED OUTDOOR AND ROOFTOP DINING OPPORTUNITIES.
EMPHASIZE CULTURAL ARTS	➤	VISIBLE ARTS (MURAL, ARTWALK, SCULPTURE), ARTS-RELATED PROGRAMMING
MAINTAINING EXISTING HISTORIC BUILDINGS	➤	RENOVATE AND PRESERVE HISTORIC AND CONTRIBUTING BUILDINGS
COMPLEMENT HISTORIC CHARACTER WITH NEW DEVELOPMENT THAT HAS A SIMILAR SCALE AND ARTICULATION	➤	GUIDELINES FOR HEIGHT, SCALE AND CHARACTER OF BUILDINGS
BALANCE GROWTH WITH CHANGE, INCLUDING TRAFFIC AND PARKING NEEDS	➤	URBAN FORM ACCOMPANIED WITH HIGH QUALITY PUBLIC REALM, PROVIDE PARKING, INCREASE USE ALTERNATIVE TRANSPORTATION
PROVIDE A BALANCED PROGRAM THAT SERVES ALL AGES	➤	INCREASE IN ALL AGE DEMOGRAPHICS



William St

AND MACHINISTS.

889-1998

APPENDIX

PUBLIC OUTREACH

WHAT MAKES THIS PROJECT SUCCESSFUL?

CREATE A TRUE COMMUNITY CENTER FOR DE PERE WHERE CITIZENS ARE ATTRACTED & DESIRE TO COME

More locally owned small business - unique shops & restaurants

More outdoor engagement by river... businesses w/ patios, bistro tables, etc. Rooftop, please!!! For community, not apartment residents

Connection to Riverwalk

Overlook Sculpture/Art - Small performance space, Seating, Gardens

Connection under Broadway to trail from Mulva Center - Underground parking under Mulva.

Unleash - Intellectual & Cultural growth is imperative but need to see architectural plans: guidelines

MORE PUBLIC GREEN SPACE / PLACES TO ENGAGE W/ BELOW COMMUNITY MEMBERS.

Makes the Riverfront and trail more attractive.

AS A DOWNTOWN DE PERE RESIDENT (LIVE @ LAWTON FOUNDRY) I WOULD LIKE TO SEE MORE BUSINESSES OPEN ON SUNDAYS & WEEKEND OPTIONS e.g. open restaurants!

Does not take away parking from existing businesses/development

Does not increase heavy traffic on local streets.

Sufficient parking and traffic flow! Biggest complaint I hear from commercial tenants - their customers

affordability

Planned Parking

Slow down traffic on Broadway

1. An anchor to draw foot traffic
2. 1-2 more affordable food options
3. play-on exhibits (wellhead, nice fountain - fun for kids + adults)
4. parking - for bikes and for cars

Agreener version of the city deck

Amphitheater Cafe on top of Building! Boardwalk Farmers Mkt. Boat Rentals

Outdoor dining

Develop both sides of Wisconsin St. Walking/Bike road like state St in Madison from George St to Cass St

Swirl Mulva plan to front street

Higher density downtown Highrise Apartments/condos

Maximize Water View Street level Parks w/ min. Pedestrian Access

A good mix of uses, walkable, enough parking, dining, retail, & better use of the river front

Creates new development opportunities.

no ~~height~~ height restrictions north of bridge.

Residential Space... More urban living opportunities

Better use of river views. More ART!!! walker, biker friendly encourage exercise

World class exhibits!

Develop Scroggy's like Ghirardelli square in SF.

No height restrictions for development

Doesn't have to be funded with tax dollars.

Public art landscaping Trees & Flowers

The ability to allow appropriate development on the west side of Broadway 100 South Park

PUBLIC OUTREACH

WHAT WOULD YOU LIKE TO SEE ALONG YOUR WATER?

Glad to hear No Strings Attached

Better access to trail to avoid r-2-b for pedestrians & bikers.

Priorities: amphitheater, cafe/restaurant/beer garden, Boat Rental, Interactive Water Feature/Splash Pad, Boardwalk

More green space, More gardens

Boardwalk, Greenspace/Deck, Kayak Launch, Market/Event Space

Balance of event space & places to socialize & enjoy the waterfront. Also vocal items to look and that enhance the space

Waterfront dining & live music, Farmers Mkt, Kayak/canoe rental, Main character

More and better landscaping.

rooftop garden like Milwaukee Club, Milwaukee downtown library, Hittletown but large

green! spaces, art!! family & pet friendly

Small cafe's or shops place for pets to run, local outdoor cafes

City Deck-like Green Bay needed directly across from SMC. Provide more gathering space for people downtown.

All season (or 3 season) water front dining like in Europe

direct access to restaurants/bars from the river + trail

continued public access to recreational activities, lower cost restaurants

INDOOR/OUTDOOR COFFEE SHOP WITH VIEWS OF THE RIVER & CITY

Kayak rentals & launch south of dam

Amphitheatre/concert space at Voyager

Water front development (boardwalk like)

gardens / community stage/ amphitheater as they don't rely on other businesses

want to be able to see the water.

BALANCE RECREATIONAL & CULTURAL OPPORTUNITIES

don't let development drive up housing costs (rent OR home prices) Keep things affordable

I still want to maintain our small town feel. Be careful not to be emulating big city thus crushing our friendly town.

protect the small town feel- I don't live in GB for a reason

preserve the practical places in the community such as Shopko

Help rent out or sell some of the current empty building by improving look of building as they are doing on the west side

PRESERVE DE PERE'S HISTORY. BUILD ON IT. NOT CONDOS

PLEASE PRESERVE HISTORIC VALUE AS MUCH AS POSSIBLE...

Little to no development west of Broadway, Continue Public Space, Walks from Bridge to Voyager

Limit height of new buildings

BUILDINGS THAT RESPECT THE ARCHITECTURE ON MAIN STREET (UNLIKE THE 102!)

Bridge pedestrian to green space over to bike path or over Broadway bike stations

Kayak rentals/launch

I'd love to see Shopko stay in that area. We shop there regularly. Hoping new development won't force them out.

WIDE UNRESTRICTED VIEWS OF THE RIVER FROM CULTURE CENTER. NO HIGH BUILDINGS ON WEST SIDE OF MAIN (Broadway West)

Do not place undue restrictions on other developments in the process

direct access to restaurants/bars from the river + trail

continued public access to recreational activities, lower cost restaurants

INDOOR/OUTDOOR COFFEE SHOP WITH VIEWS OF THE RIVER & CITY

gardens / community stage/ amphitheater as they don't rely on other businesses

Splash pad for kids

MORE DRAW LIKE MUSIC & AN AMPHITHEATER OR COMMUNITY STAGE.

- BUILD TERRACED PARK (VIEWING PLATFORM) S/W OF RIVERBENT - KAYAK LAUNCH - 1200-1400 sq ft condos under 250-275K

Question - parking availability is the limiting factor what is the plan for improvement

MORE RIVER VIEW HOUSING

NO STRINGS? LIMIT HEIGHT ON PRIVATE PROPERTY IS A HUGE STRINGS. WILL COST EVERY DEPERE RESIDENT

Off the bike trail park with gazebo benches, play equipment etc. to pull bikers and bikers into the city

Narrowing Broadway St. in the core downtown (Bridge north to Williams) to make it easier to cross.

Swing bridge or some draw bridge connecting George St. Landing with the Lock Tender parcel

when it comes to outdoor recreation, don't forget winter! (skating? etc)

A PROMINENT MILESTONE ABOUT THE EARLY 19TH CENTURY HISTORY OF DE PERE, PLUS MARQUETTE & JOLIEF STARTING THEIR JOURNEY FROM RIGHT HERE.

If no strings attached why are you trying to dictate to other developments in De Pere? Jim Bishop

PUBLIC OUTREACH

● WHAT IS SACRED?

● WHAT NEEDS TO GO?

● WHAT NEEDS IMPROVED?

