

Advancing Streetscapes + Placemaking in Downtown Green Bay

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For APA - Wisconsin

Panelists



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The *WHY*

- + Intentionality is needed to create GREAT places
- + New opportunities are EMERGING in Green Bay
- + New approach is needed to gain different RESULTS

Reassurance that someone is acting on the things the BIDs care about.



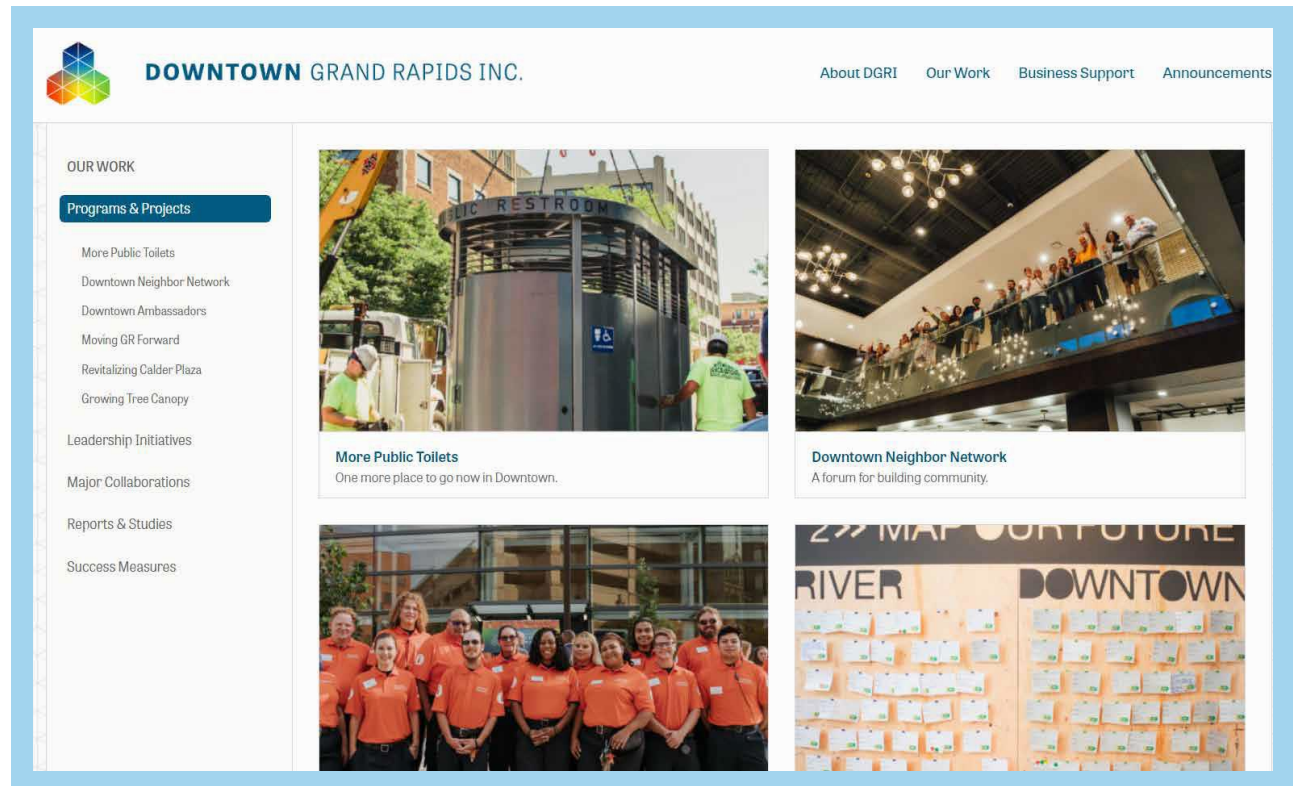
The *HOW*

- + American Rescue Plan Act (ARPA) provided an opportunity
- + City and Downtown Green Bay District and Broadway District partnership (two BIDs)
- + Considered new dedicated hire or consultant services

PRECEDENTS

Grand Rapids, MI

Pittsburgh, PA

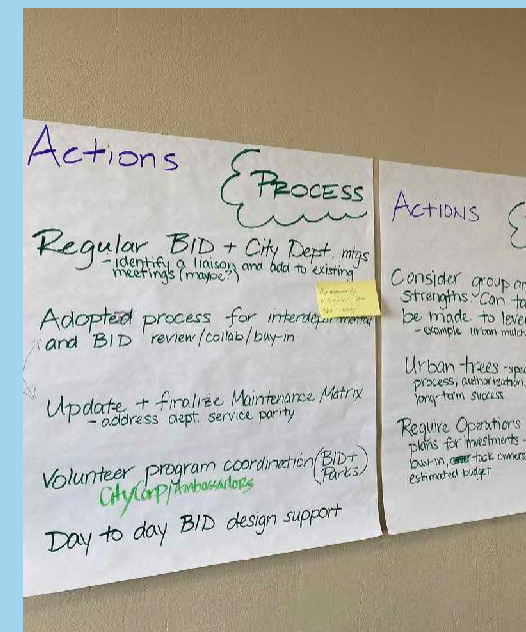


Visioning + Prioritization

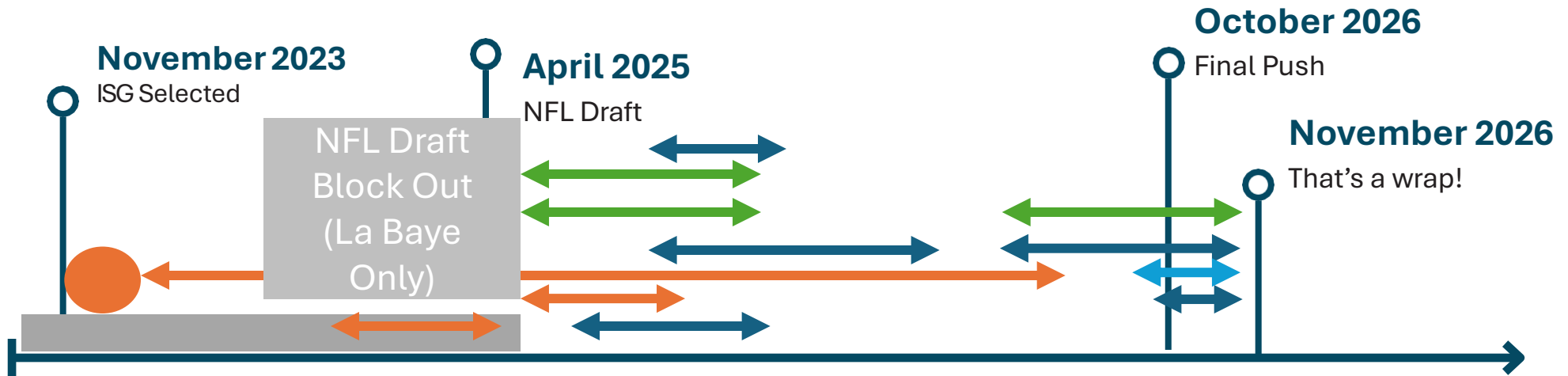
- + Kicked off at the end of 2023
- + Scope developed through department and organization interviews
- + All group workshop to prioritize actions

Priority to dos

- Streetscape Standards
- Opportunity Parcels
- Identify Placemaking Opportunities
- Wayfinding



The Timeline



What this Investment Delivered

1. **Implementation Tools** That Continue to Shape Future Investment
2. Projects That **Built Momentum** and Advanced Toward Implementation
3. **System Improvements** That Changed How Work Gets Done



Implementation Tools

- Urban Tree Planting Details
- Maintenance Matrix
- Streetscape Standards

Infrastructure	Responsible Entity	Location	Maintenance Type	Frequency
Weed Control	City of GB Forestry	Within BID Boundaries		Not involved
	City of GB Public Works	Within BID Boundaries		Not involved
	City of GB Parks Dept.	Within Parks		As Needed
	Property Owners	City Wide	Hand Pull or use Weed Trimmer	Primary Responsibility
	DGBI	Within BID Boundaries	Hand Pull or use Weed Trimmer	As Needed
	OBI	Within BID Boundaries	Hand Pull or use Weed Trimmer	As Needed
Tree Beds/Grates/Bricks around Tree Beds	City of GB Forestry	Within BID Boundaries	Provide Mulch	As Needed - Let's make a plan. ***BIDS to make a map on priority areas for mulch.
			Maintain Bricks around Tree Beds	BIDS to work with Brian as a walk through.
			Add or Remove Tree Grates	***Work on during Design Standards
	City of GB Public Works		Maintain Bricks in the Terrace	As Needed
	DGBI	Within BID Boundaries	Update Mulch	1 x per year
			Sweeping/Cleaning	As Needed
	OBI	Within BID Boundaries	Plantings & Maintenance	As Needed
				As Needed
			Sweeping/Cleaning	As Needed
Sidewalks	City of GB DPW	Curb ramps or tree damage	Installation and Repair	
	Property Owners	All Locations	Replacements, Weeding, Sweeping, Powerwashing, Leveling	
	DGBI	Within BID Boundaries	Notify DPW of hazards	
	OBI	Within BID Boundaries	Notify DPW of hazards	

Implementation Tools Example



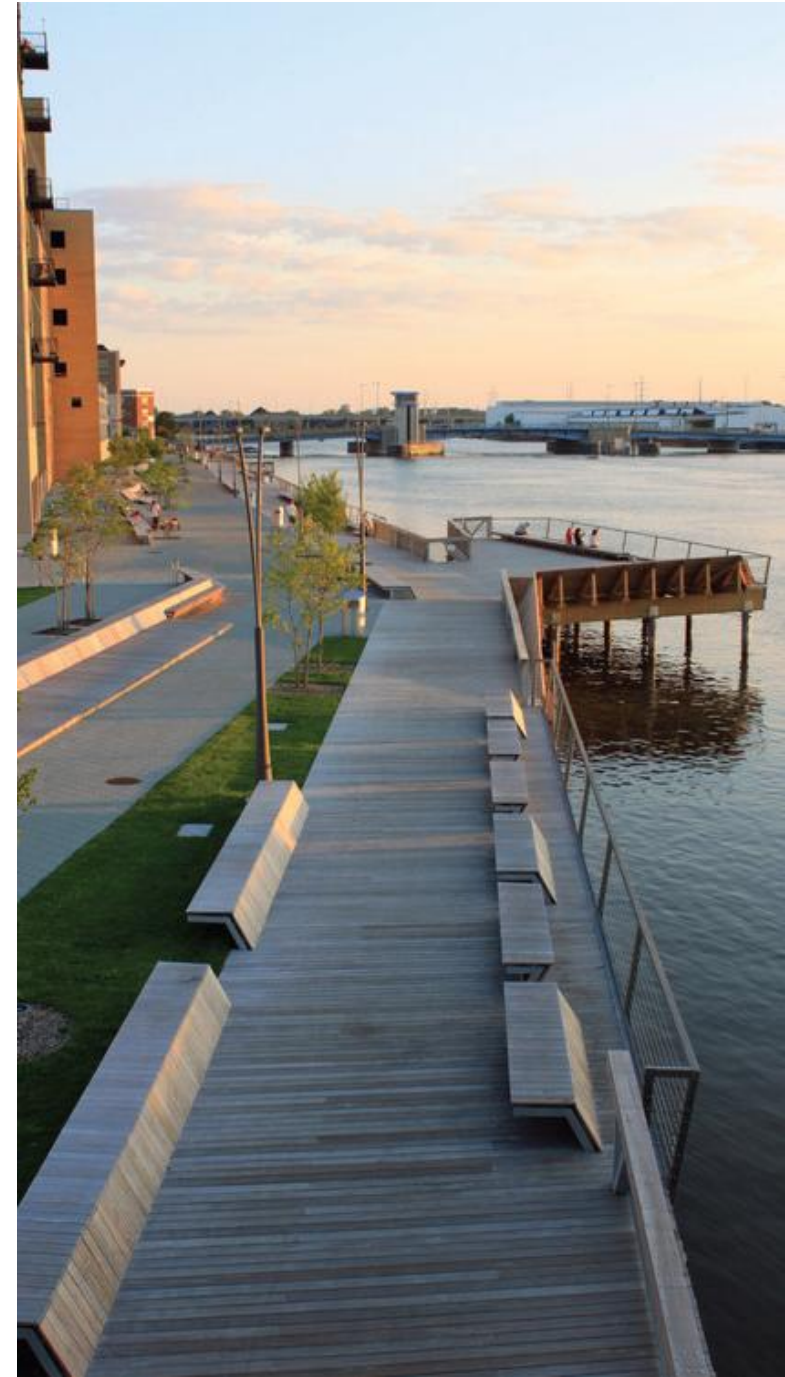
View Plan Here

<https://checkitout.isginc.com/GBStreetscape/>



Momentum Builders

- Grant Support (Federal, WEDC – Vibrant Spaces, Local Foundation)
- City Deck and Main + Baird Support
- Wayfinding Pilot (La Baye Loop)
- Street Concepts (Dousman)
- Placemaking and Activation (Pine Plaza, Hubbard Street Plaza, Doty Market Area)



Momentum Builders Example



La Baye Blue

RGB 24, 59, 97
CMYK 75, 39, 0, 61
HEX 183B61

La Rivière Blue

RGB 134, 188, 215
CMYK 37, 12, 0, 15
HEX 86BCD7

Loop Gray

RGB 153, 174, 187
CMYK 18, 6, 0, 26
HEX 99AEBB

Black

RGB 0, 0, 0
CMYK 60, 40, 40, 100
HEX 000000

Interstate Bold

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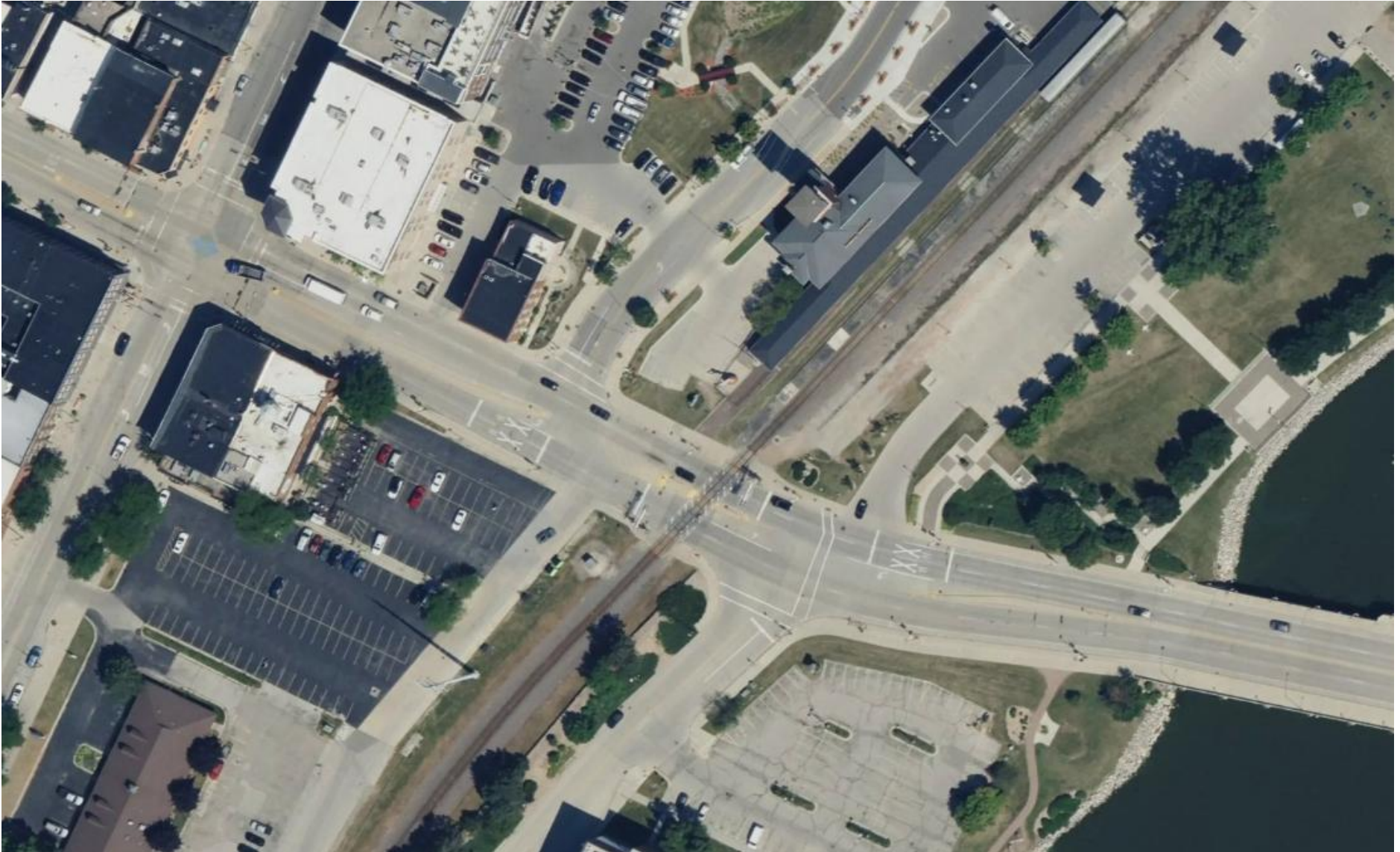
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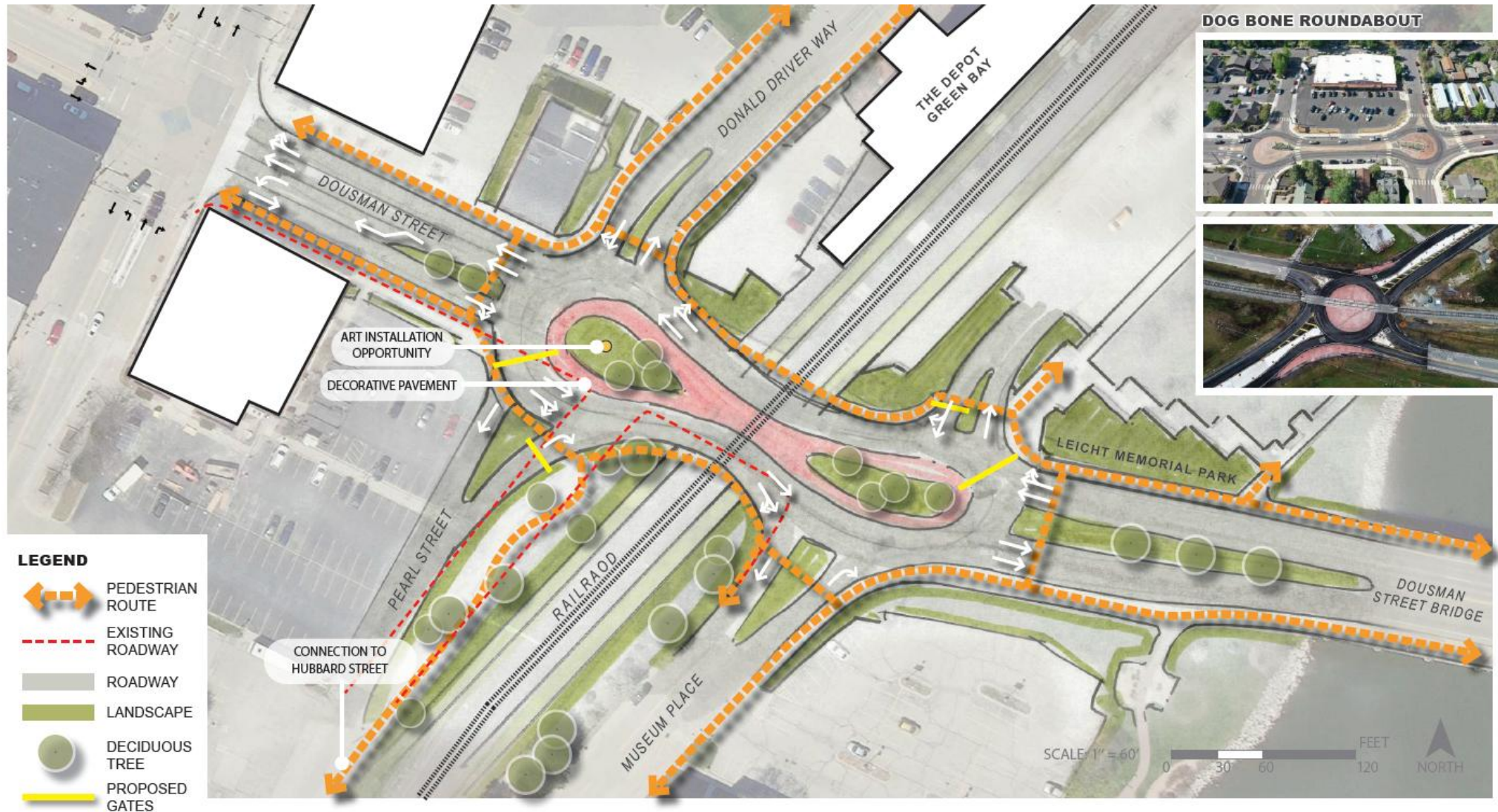
Momentum Builders Example

Dousman Pedestrian Enhancements - Existing



Momentum Builders Example

Dousman Pedestrian Enhancements - Conceptualized



PLAN NOTES:

- Safer pedestrian crossing routes.
- Same number of lanes on Dousman Street.
 - Reduces number of lanes needed on side streets.
- 2 gates needed on each side of tracks.

Momentum Builders Example

Hubbard Street - Conceptualized

CONCEPT A



CONCEPT LAYOUT



PRECEDENT IMAGERY

Momentum Builders Example

Hubbard Street - Conceptualized

CONCEPT A



CONCEPT LAYOUT



PRECEDENT IMAGERY

Momentum Builders Example

Hubbard Street - Conceptualized

CONCEPT B



CONCEPT LAYOUT



PRECEDENT IMAGERY

Momentum Builders Example

Hubbard Street - Conceptualized

CONCEPT B



CONCEPT LAYOUT



PRECEDENT IMAGERY



System Improvements

Alignment across **City departments and BIDs** through regularly schedule conversations.

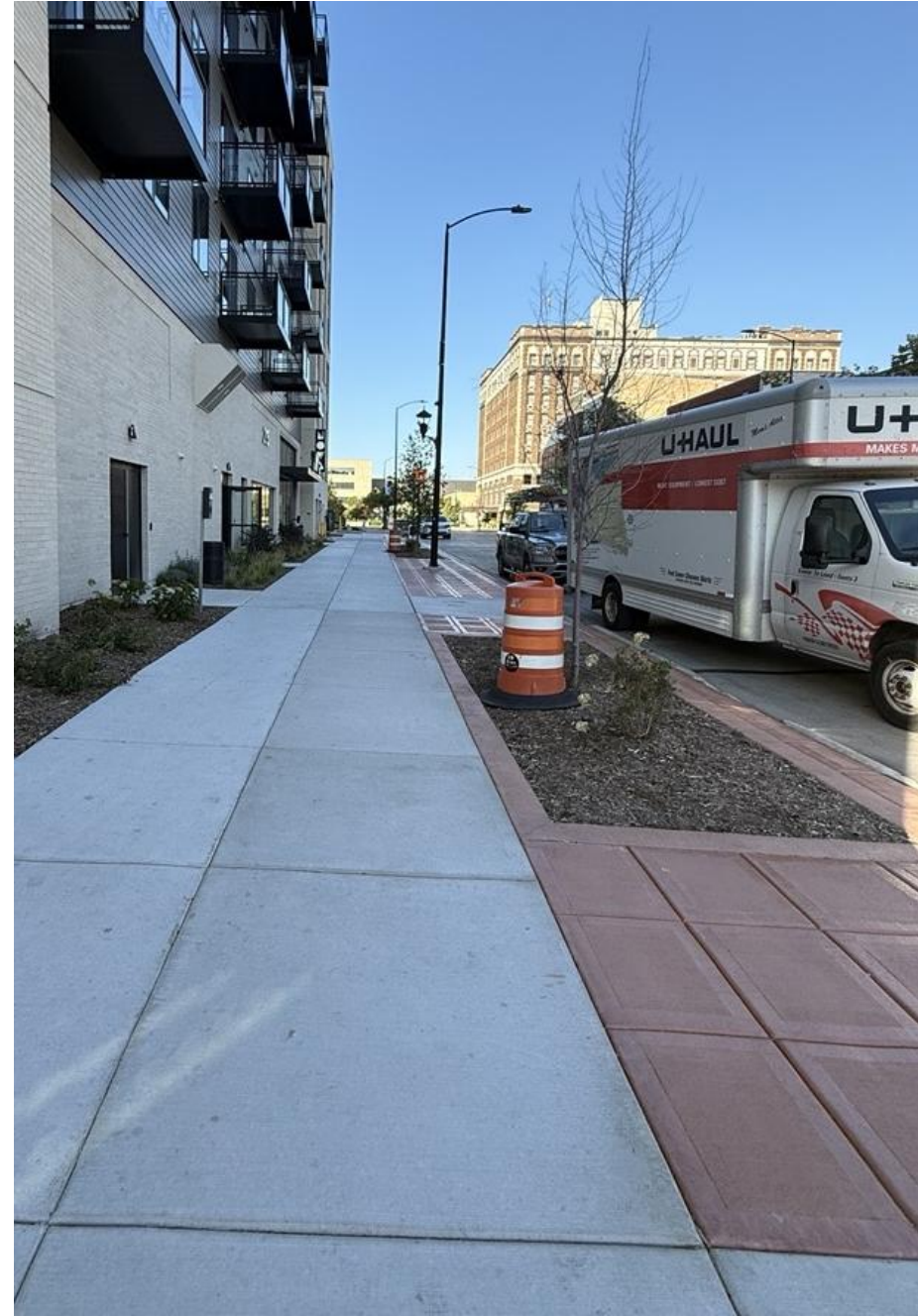
Creation of **implementation-ready tools** (standards, details, processes).

Piloted model for **incremental, opportunistic urban design** using flexible funding and partnerships.



Design Advocacy + Coordination

- Development interface support (NOVA)
- Technical advocacy and translation for the BID
- Extended capacity for BID (Grant support)



Capacity expander - WIN

Pine Street Grant Support



Quick Wins - BUILT

Doty Market Area Enhancements

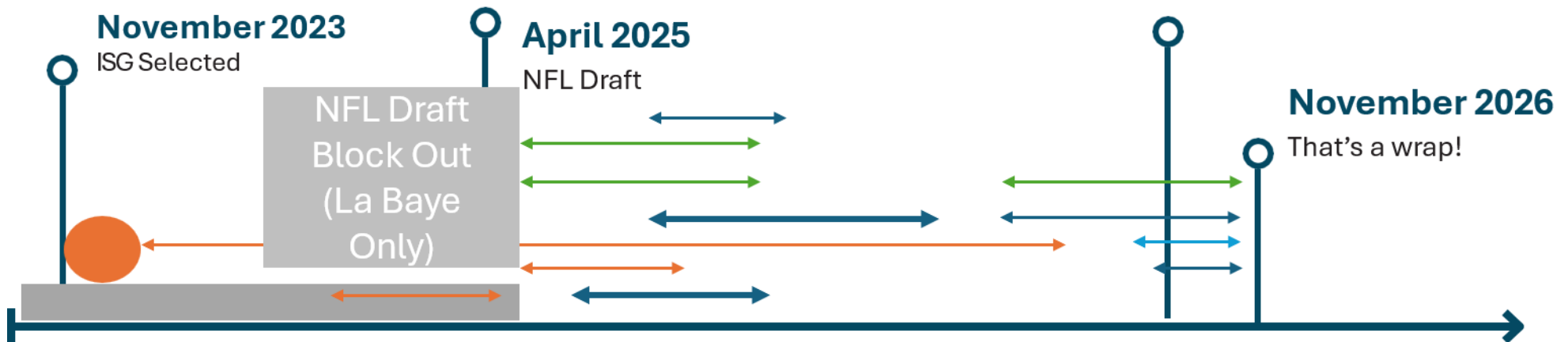


Initiatives

1. ADOPTED - Streetscape Design Standards
2. BUILT Doty Market Area
3. PILOTED La Baye Loop
4. INITIAL AWARD Pine Plaza Grant
5. CONCEPT COMPLETE Hubbard Street
6. City REVIEW Maintenance Matrix
7. Forestry REVIEW Urban Tree + Policy
8. WisDOT REVIEW Dousman Avenue

UNDERWAY

1. Broadway Catalyst Sites
2. City Deck Assessment
3. Main and Baird Site



City Benefits

Added City Capacity

Dedicated urban design expertise advanced BID priorities, such as downtown planning and design work, alongside the City's competing demands.

BID Leadership

The BIDs were able to take the lead in shaping streetscape standards for their district(s), with City departments contributing technical and operational guidance.

Better Coordination and Processes

- Closer collaboration brought BID challenges into focus.
- Created opportunity for better communication between departments and external partners.
- Helped improve internal processes and coordination with developers.

Lasting Tools and Relationships

Streetscape standards, maintenance planning, and ongoing communication provide a foundation for future improvements.

Key Takeaways

Impact across three distinct levels:

1. Frameworks Created

Cohesive system (standards, tools, and priorities) to guide future decisions.

2. Projects Advanced

A pipeline of implementable projects that build momentum.

3. System Improved

Increased communication —where City, BID, and development partners:

- Coordinate earlier to leverage each other's strengths,
- Make better-informed decisions, and
- Deliver higher-quality outcomes.

What did we learn?

- + Time! The struggle is real.
- + Focus! You get more of what you pay attention to.
- + Efficiency and Communication! We are all connected.
- + Context is Powerful! We have a great place to launch from.



Questions? Thank You!

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