

Downtown Core Enhancements

The downtown core enhancements project envisions a new signature public green space occupying a full city block and located between Washington and Adams Street just south of the new Schreiber Foods office building (see Figure 7: Pine Street Extension- Town Square). The location of this square in the core of downtown creates the potential for the square to be activated on all four sides by varying uses, including a new mixed-use anchor building. This follows a number of best practices for successful public spaces, creating activity throughout the day and evening by different user groups and for different purposes.

The northern edge of the square is bounded by the new Schreiber Foods office building and this façade acts as the “front door” to this important community business and asset. An extension of CityDeck Court to the east creates a vehicular access drive to this front door and new angled parking spaces along the square create the opportunity for short term parking for visitors and clients of Schreiber Foods. This business edge would activate the square during weekdays; on mornings as employees arrive to work, during lunch hours, and on evenings after work. The square provides an ideal venue for Schreiber and other downtown employees to enjoy an active, urban environment and would either replace or expand the planned green that Schreiber began to construct in 2013.

The eastern edge of the square is bounded by the Hotel Northland. This historic hotel has been targeted for reinvestment and renovation and the square creates a strong amenity, bringing value to that property. Currently views from upper floors of the hotel look out over the roof of the Baylake Bank building. For out-of-town visitors, this is a less than ideal view of what Green Bay’s downtown has to offer. The square will create a scenic and memorable space not only for hotel guests to view but also to use, particularly on evenings and weekends when hotels are typically most active.

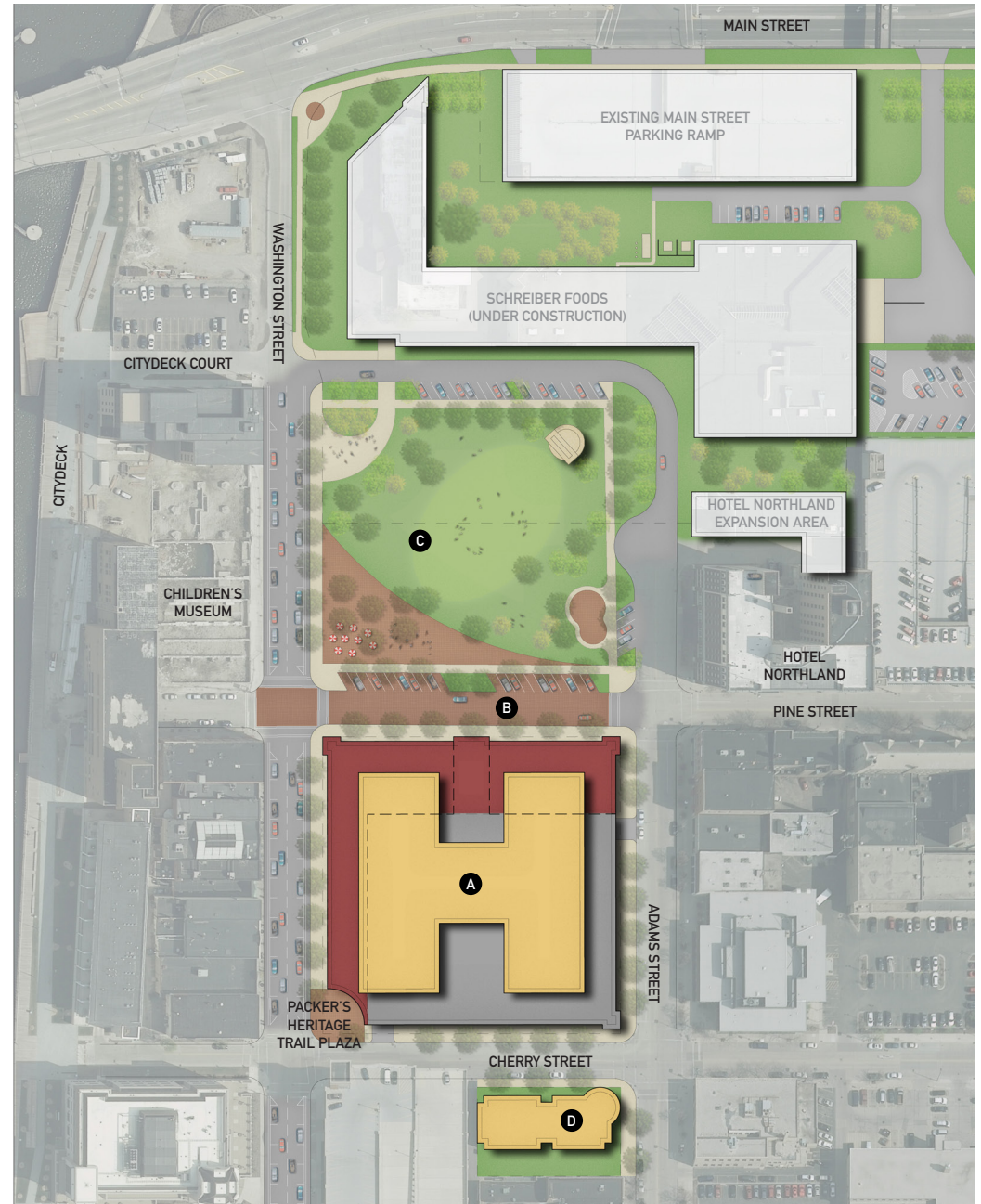
The western edge of the square is bounded by Washington Street and many first floor commercial uses, most notably the Children’s Museum. These uses will activate the square during weekdays and even more so on weekends. As families visit the Children’s Museum it is important to offer other nearby activities that invite them to stay downtown, explore what other things Green Bay’s downtown has to offer, and perhaps to make a day out of the museum visit. Additionally, the square could incorporate additional outdoor learning activities or public art to complement the Children’s Museum.

The southern edge of the square is created by extending Pine Street west to Washington Street. Pine Street has been identified as an important corridor that connects Whitney Park and the Navarino neighborhood to the east with the downtown core and amenities such as the Library. Currently Pine Street ends at Adams Street and is cut off from the Fox River by the Baylake Bank building, which is the last remaining remnant of the downtown mall. The Pine Street Square project would extend Pine Street all the way to the CityDeck and reinforce the importance of this corridor which connects so many important downtown amenities. Additionally, new angled on-street parking spaces could be created to provide short-term parking options for nearby retailers and to create a more pedestrian-friendly streetscape.

Extending Pine Street also creates a new development block to the south. This new city block becomes highly valuable with its proximity to the Cherry Street parking ramp, CityDeck and the new town square (see Figure 8: Town Square Perspective). Development on this block is envisioned as a 7-story mixed-use building that incorporates a 720 space in-structure parking ramp. Up to 33,000 square feet of first floor retail would line Pine and Washington Streets and incorporate storefront windows and street trees, reinforcing the pedestrian character of these two important streets. Upper floors would be occupied by up to 150,000 square feet of office space.

Concept Data

- A** NEW MIXED-USE DEVELOPMENT
- Seven-story, mixed use building with retail on the first floor, in-structure parking ramp, and upper story office space.
- B** PINE STREET EXTENSION
- Pine Street extended to Washington Street with angled, on-street parking on one side and specialty paving.
- C** NEW PUBLIC PLAZA / GREENSPACE
- Public plaza / greenspace with amenities
- D** MIXED-USE COMMERCIAL/OFFICE
- Mixed-use commercial/office building



The extension of Pine Street will be retail and pedestrian oriented, activating the new public greenspace.



Figure 7: Pine Street Extension - Town Square

There is currently limited modern, Class A office space in the downtown core, with views to amenities such as the Fox River or public open spaces. While there may not be a demand in the short term, a development such as this may be critical to enticing another downtown office anchor, as along the order of Schreiber Foods or Associated Bank, to Green Bay. This building would provide that office space and help reinforce the importance of downtown as a business and economic hub for the region. Additionally, the southwest corner of Cherry and Adams Streets has the potential to redevelop as a 9,000 square foot footprint, mixed-use commercial building. The proximity to the new public square can bring value to this underdeveloped corner as well.

Not only does the new public square project bring value to adjacent properties, but the size and scale of the square would bring value to the entire downtown. Conceptually shown as a 2-acre full city block, the public square has the ability to host a number of public events and large gatherings and complement the near-by CityDeck. The final design could accommodate an amphitheater for summer concerts or movies in the park. Additionally, the square could incorporate other active features, such as an interactive water element, a soft, central lawn for sunbathing, sports play, and lounging, and a hard, paved plaza for outdoor dining, temporary exhibit space, and programmed events. The final size and location could be modified or reduced depending on community sentiment, site control, budgets, and programming needs.

This concept supports several of the community goals identified through the Master Plan process. High quality public spaces are needed to provide space for outdoor cultural events, to provide quality and useable outdoor space for downtown residents who may live in small condos or apartments, and to provide excitement and interest in downtown for the next generation of Green bay residents.



A new public greenspace can become the centerpiece of a revitalized downtown core area.



Water features, outdoor dining and active first floor uses can be combined to create vibrant and successful public spaces.



A new development block is created, making way for a modern, signature mixed-use building.

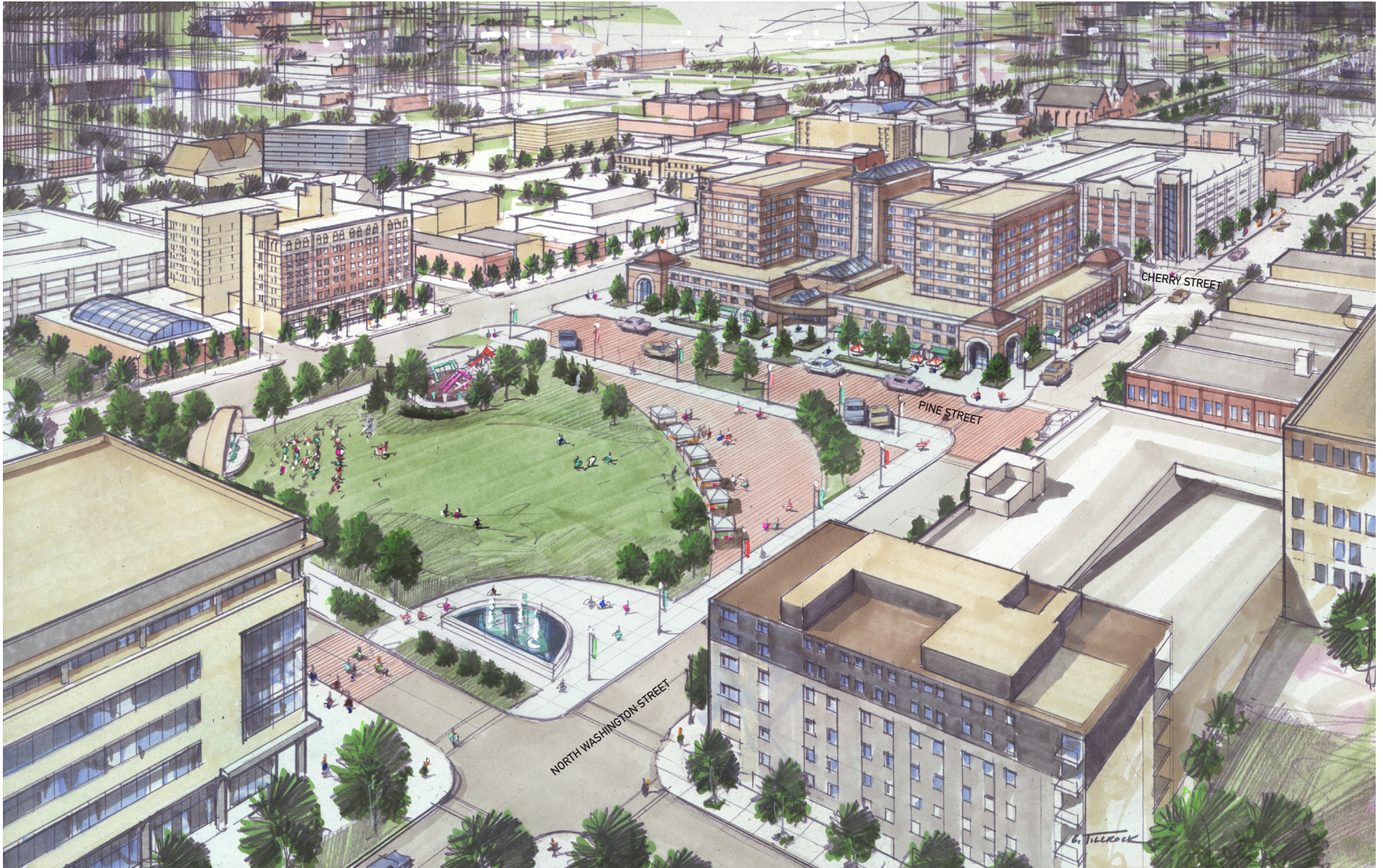


Figure 8: Town Square Perspective (looking southwest from North Washington Street and City Deck Court)