



City of De Pere

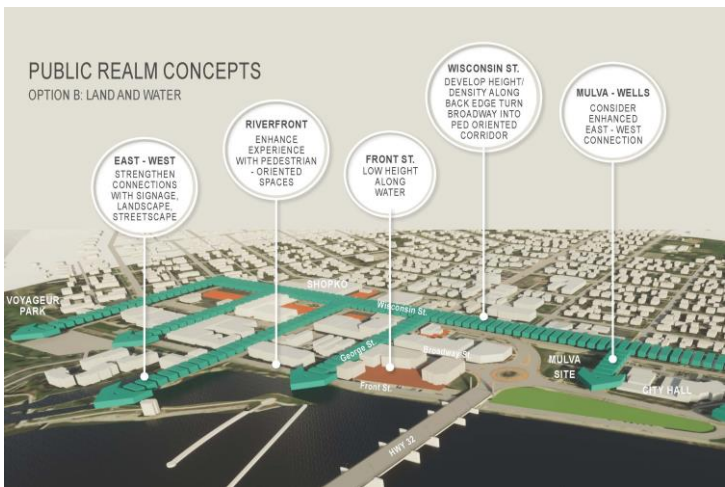
Press Release

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July 20, 2018

FOR IMMEDIATE RELEASE



Significant vision for Downtown De Pere's east side set into motion

De Pere, WI: – From potential splash pads to a rich emphasis on pedestrian travel, to kayak launches, dynamic urban plazas and river-facing townhomes - all anchored by the Mulva Cultural Center - a transformative opportunity for the City of De Pere to become a regional leader in arts and culture has taken a pivotal step toward becoming a reality.

After several public comments at Tuesday's Common Council meeting in favor of the proposal, the City of De Pere officially voted to approve its Cultural District Master Plan.

Approval of the plan paves the way for construction of the Mulva Cultural Center and gives a formal vision for other potential projects, which are aimed at enhancing recreation, commerce and residential spaces throughout Downtown De Pere's east side.

The approval comes following a final recommendation prepared by the De Pere Plan Commission, as well as numerous public meetings, presentations and calls for citizen feedback from City leadership during the past several weeks to help best shape this vision. At its core, the goals in this vision are to:

- 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.

The approved Cultural District Master Plan also outlines guidelines for future construction of buildings near downtown. While buildings may scale up to 5 or 6+ stories in certain areas, the height and mass of buildings near the heart of downtown will scale lower to preserve views of the Fox River and downtown character.

The plan anticipates significant public realm investment in order to enliven activity in the Downtown. Centered around De Pere's most significant natural asset, the Fox River, plan recommendations include a more urban and accessible water

edge, wayfinding and gateway signage, numerous public art opportunities, new urban parks and plazas at George Street Landing and Wells Park and streetscape improvements.

These potential projects would be implemented in phases over the course of several years.

In addition to these broader potential developments, the Common Council's vote on Tuesday sets the stage for one of the Cultural District Plan's most notable elements to move forward: the Mulva Cultural Center.

The Center, a gift to the City by Jim and Miriam Mulva, will not only serve as a \$30-40 million centerpiece destination in the City, but also become both an anchor and catalyst for future downtown investment.

The Center is proposed to be constructed at the southeast corner of Broadway Street and the Claude Allouez Bridge Landing (just north of City Hall).

Some intended major highlights of the facility include:

- Showcasing and displaying nationally renowned, high-quality traveling exhibits that normally would be reserved for major metropolitan area.
- Serving as a new home for the De Pere Historical Society.
- Providing a public plaza honoring veterans.
- A café.
- Educational and event spaces.
- Riverfront viewing decks and rooftop garden providing stunning views of the Fox River (along with education on the river's pivotal role in developing the City throughout history).
- Foundation managed, no City funding for design, construction or operations.

To review the approved Cultural District Master Plan in its entirety, please visit the "News and Announcements" section of de-pere.org.

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