

**APPENDIX A: ORDINANCE ADOPTING THE CITY OF  
DE PERE COMPREHENSIVE PLAN 2010  
UPDATE**



ORDINANCE 10-12

**ADOPTING THE 2010 UPDATE TO THE 2004  
CITY OF DE PERE COMPREHENSIVE PLAN**

**WHEREAS**, pursuant to Wis. Stats. §62.23(2)(3), the City of De Pere is authorized to amend its comprehensive plan as defined in Wis. Stats. §§ 66.1001(1)(a) and 66.1001(2); and

**WHEREAS**, the City's Plan Commission has adopted a Resolution recommending to the Common Council that an amendment updating the City's 2004 (Amended 2005) Comprehensive Plan, appended hereto as Exhibit 1, which contains all of the elements specified in Wis. Stats. §66.1001(2), be adopted; and

**WHEREAS**, the City of De Pere has held a public hearing on this ordinance in compliance with the requirements of Wis. Stats. §66.1001(4)(d), said hearing being held on July 6, 2010 at 7:30 p.m., whereat interested persons and their representatives were allowed to speak.

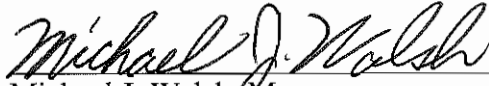
**NOW, THEREFORE**, the Common Council of the City of De Pere, Wisconsin, do hereby ordain as follows:

**Section 1.** By enactment of this ordinance, the document entitled, "City of De Pere 2004 Comprehensive Plan, updated July, 2010, incorporated herein as Exhibit 2, is formally adopted pursuant to Wis. Stats. §66.1001(4)(c).

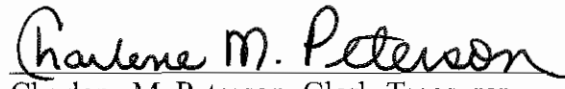
**Section 2.** This ordinance shall take effect upon passage by a majority vote of the members-elect of the Common Council and upon publication required by law.

Adopted by the Common Council of the City of De Pere, Wisconsin, this 6<sup>th</sup> day of July, 2010.

APPROVED:

  
Michael J. Walsh, Mayor

ATTEST:

  
Charlene M. Peterson, Clerk-Treasurer

Ayes: 8

Nays: 0

Date of publication: June 3, 2010 and June 10, 2010



**APPENDIX B: CITY OF DE PERE PLAN COMMISSION  
2010 RESOLUTION**



**PLAN COMMISSION  
RESOLUTION #PC10-01**

**RECOMMENDING ADOPTION OF THE 2010 CITY OF DE PERE  
COMPREHENSIVE PLAN UPDATE**

WHEREAS, the City of De Pere Plan Commission has developed a 2010 update to the City of De Pere 2004 (Amended 2005) Comprehensive Plan to guide and coordinate decisions and development within the City; and

WHEREAS, this update, attached and incorporated as Exhibit A, was prepared by the Brown County Planning Commission in accordance with its contract with the City of De Pere; and

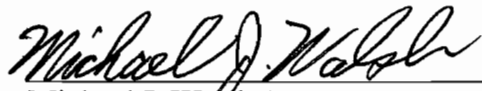
WHEREAS, several public meetings were held to obtain public input during the development of the comprehensive plan update, including steering committee meetings on pedestrian and bicycle transportation and monthly plan commission meetings.

NOW THEREFORE, BE IT RESOLVED:

That the City Plan Commission recommends to the City of De Pere Common Council the adoption of Exhibit A, the City of De Pere 2004 Comprehensive Plan, updated July, 2010.

Adopted by the Plan Commission of the City of De Pere, Wisconsin, this 28<sup>th</sup> day of June, 2010.

APPROVED:

  
\_\_\_\_\_  
Michael J. Walsh, Mayor  
Chair, Plan Commission

Ayes: 4

Nays: 0



**APPENDIX C: ORDINANCE ADOPTING THE CITY OF  
DE PERE 2005 COMPREHENSIVE PLAN AMENDMENT**



ORDINANCE 05-29

**ADOPTING AN AMENDMENT TO THE 2004 CITY OF DE PERE COMPREHENSIVE PLAN**

**WHEREAS**, pursuant to Section 62.23(2)(3) of the Wisconsin Statutes, the City of De Pere is authorized to amend its comprehensive plan as defined in §§ 66.1001(1)(a) and 66.1001(2) Wis. Stats.; and

**WHEREAS**, the City's Plan Commission has adopted a Resolution recommending to the Common Council that an amendment to the City's 2004 Comprehensive Plan, appended hereto as Exhibit 1, which contains all of the elements specified in Section 66.1001(2) of the Wisconsin Statutes be adopted; and

**WHEREAS**, the City of De Pere has held at least one public hearing on this ordinance in compliance with the requirements of §66.1001(4)(d), Wis. Stats., said hearing being held on August 16, 2005 at 7:30 p.m., whereat interested persons or their representatives were allowed to speak.

**NOW, THEREFORE**, the Common Council of the City of De Pere, Wisconsin, do hereby ordain that, by enactment of this ordinance, the City of De Pere 2004 Comprehensive Plan is formally amended as follows:

**Section 1.** That Figure 2-6 be amended to include the following described area in the City's 5-10 year growth increment:

All area between Rockland Road, the Fox River, Old Martin Road and the easterly boundary of the Town of Rockland. Such area is shown on the map attached as Exhibit 2.

**Section 2.** That Figure 2-6 be amended to include the following described area in the City's 10-20 year growth increment:

All areas between Old Martin Road, Midway Road, the east Town boundary and the Fox River. Such area is shown on Exhibit 2.

**Section 3.** That Figure 2-6 be amended to include the following described area in the City's Urban Reserve District:

All areas between Midway Road, the east Town boundary, Wrightstown Road and the Fox River. Such area is shown on Exhibit 2.

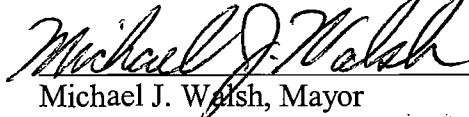
**Section 4.** All ordinances or parts of ordinances in conflict herewith are hereby repealed.

**Section 5.** This ordinance shall take effect upon passage by a majority vote of the members-elect of the Common Council and upon publication required by law.

Adopted by the Common Council of the City of De Pere, Wisconsin, this 6<sup>th</sup> day of

September, 2005

APPROVED: SEP 07 2005

  
Michael J. Walsh, Mayor

ATTEST: SEP 07 2005

  
David G. Minten, Clerk-Treasurer

Ayes: 7

Nays: 0

Date of publication: \_\_\_\_\_



**APPENDIX D: CITY OF DE PERE PLAN COMMISSION  
2005 RESOLUTION**



PLAN COMMISSION RESOLUTION #05-01

RECOMMENDING AMENDMENT TO THE CITY OF DE PERE  
2004 COMPREHENSIVE PLAN

WHEREAS, the City of De Pere Plan Commission has developed the City of De Pere's 2004 Comprehensive Plan to guide and coordinate decisions and development with the City, such Comprehensive Plan having been adopted by the City of De Pere Common Council on October 4, 2004; and

WHEREAS, on June 27, 2005, the Plan Commission reviewed a request to amend the Comprehensive Plan to revise its projected growth area to comport with recent land use inquiries; and

WHEREAS, meeting notices identifying the proposed Comprehensive Plan amendment were mailed to all area units of government, including the Villages of Allouez and Ashwaubenon, and the Towns of Rockland, Lawrence and Ledgeview; and

WHEREAS, such amendment is again before the Plan Commission for review and approval.

NOW, THEREFORE, BE IT HEREBY RESOLVED:

That the City of De Pere Plan Commission recommends to the City of De Pere Common Council the adoption of an Amendment to the City of De Pere's 2004 Comprehensive Plan, such amendment to include:

1. That Figure 2-6 be amended to include the following described area in the City's 5-10 year growth increment:

All area between Rockland Road, the Fox River, Old Marten Road and the easterly boundary of the Town of Rockland. Such area is shown on the map attached as Exhibit I.

2. That Figure 2-6 be amended to include the following described area in the City's 10-20 year growth increment:

All areas between Old Martin Road, Midway Road, the east Town boundary and the Fox River. Such area is shown on Exhibit 1.

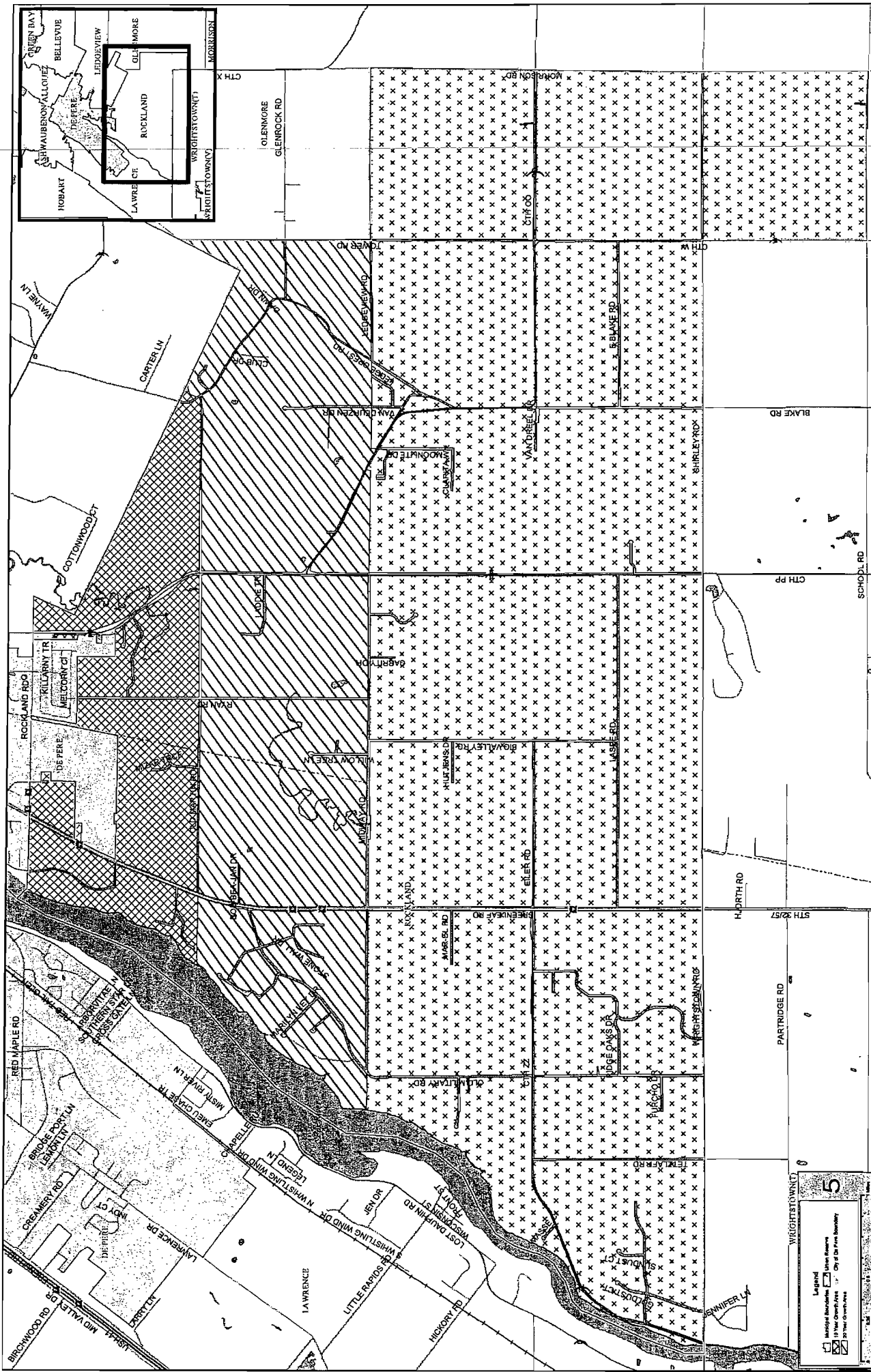
3. That Figure 2-6 be amended to include the following described area in the City's Urban Reserve District:

All areas between Midway Road, the east Town boundary, Wrightstown Road and the Fox River. Such area is shown on Exhibit 1.

By: James Hooyman - Council President  
~~Mayor Michael J. Walsh, Chair~~  
James Hooyman, Council President

Ayes: 5

Nays: 0





**APPENDIX E: ORDINANCE ADOPTING THE CITY OF  
DE PERE 2004 COMPREHENSIVE PLAN**





ORDINANCE 04-23

ADOPTING THE CITY OF DE PERE 2004 COMPREHENSIVE PLAN

The Common Council of the City of De Pere, Wisconsin, do ordain as follows:

**Section 1.** Pursuant to Section 62.23(2)(3) of the Wisconsin Statutes, the City of De Pere is authorized to prepare and adopt a comprehensive plan as defined in Section 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

**Section 2.** The Common Council of the City of De Pere, Wisconsin, has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by Section 66.1001(4)(a) of the Wisconsin Statutes.

**Section 3.** The City's Plan Commission has adopted a resolution recommending to the Common Council the adoption of the document entitled "City of De Pere 2004 Comprehensive Plan," which contains all of the elements specified in Section 66.1001(2) of the Wisconsin Statutes.


**Section 4.** The City of De Pere has held at least one public hearing on this ordinance in compliance with the requirements of Section 66.1001(4)(d) of the Wisconsin Statutes.

**Section 5.** The Common Council of the City of De Pere, Wisconsin, does by enactment of this ordinance formally adopt the document entitled "City of De Pere 2004 Comprehensive Plan" pursuant to Section 66.1001(4)(c) of the Wisconsin Statutes.

**Section 6.** This ordinance shall take effect upon passage by a majority vote of the members-elect of the Common Council and upon publication required by law.

Adopted by the Common Council of the City of De Pere, Wisconsin, this 5<sup>th</sup> day of October, 2004.

APPROVED:

  
Michael J. Walsh, Mayor

ATTEST:

  
David G. Minten, Clerk-Treasurer

Ayes: 7

Nays: 0

Date of publication: October 14, 2004



**APPENDIX F: CITY OF DE PERE PLAN COMMISSION  
2004 RESOLUTION**



PLAN COMMISSION RESOLUTION #04-01

RECOMMENDING ADOPTION OF THE CITY OF DE PERE  
2004 COMPREHENSIVE PLAN

WHEREAS, the City of De Pere Plan Commission has developed the City of De Pere's 2004 Comprehensive Plan to guide and coordinate decisions and development with the City; and

WHEREAS, the Comprehensive Plan was prepared by the Brown County Planning Commission in accordance with the contract with the City of De Pere; and

WHEREAS, many public meetings were held to obtain public input during the development of the Comprehensive Plan, and these meetings include a public visioning session on June 19, 2003, monthly citizen's advisory committee meetings, open house meetings on July 14, and July 29, 2004, and a public hearing on September 7, 2004.

NOW, THEREFORE, BE IT RESOLVED, that the City of De Pere Plan Commission recommends to the City of De Pere Common Council the adoption of the City of De Pere's 2004 Comprehensive Plan.

ADOPTED this 27th day of September 2004.

By: Michael J. Walsh  
Mayor Michael J. Walsh, Chair

Ayes: 7

Nays: 0



## **APPENDIX G: COMPREHENSIVE PLAN VISIONING SESSION RESULTS**





## Comprehensive Plan Visioning Results

- Create additional jobs in the area.
- Make downtown more pedestrian-friendly (slow traffic passing through the downtown, make street crossings safer, etc.).
- Install bicycle lockers in downtown De Pere to allow people to lock their bikes and walk throughout downtown.
- Find ways to maximize riverfront development.
- Preserve Voyager Park to maintain passive (undeveloped) park opportunities.
- Assess housing needs and affordability levels to enable young people to live in De Pere.
- Promote and welcome a diverse population and embrace diversity through various ethnic restaurants and festivals.
- Make it easier and safer to cross Broadway to reach the Fox River Trail and identify/improve public trail access points.
- Increase the number of historic districts in De Pere and maintain the City's existing historical districts.
- Have a ten-year plan in place to identify and preserve areas for future schools.
- Improve citizen participation in government (especially voting).
- Have the City acquire and preserve properties along George Street as they become available.
- Encourage major businesses to improve the appearance of their buildings.
- Eliminate smoking in public buildings.
- Encourage mixed-use development (residential, commercial, bed and breakfasts, etc.) throughout the City.
- Bury utilities (power lines, etc.) throughout the City.
- Inform citizens of the condition of the City's infrastructure (sewer pipes, etc.).
- Promote coordination between the Unified School District of De Pere and West De Pere School Districts regarding service consolidation and the implementation of

other cost-saving measures.

- Redevelopment projects, such as a business boardwalk in Wells Park, should occur in downtown after the new downtown bridge is built.
- Build the southern bridge sooner than the current planned construction year (2020) to reduce traffic in downtown De Pere.
- Increase the number of events at Voyager Park.
- Inform residents about future City boundary expansions.
- Buildings should have zero setbacks (where the buildings are in front and parking is in back), especially along main streets.
- Consolidate the locations of baseball diamonds within the City.
- Better utilize the Fox River shoreline near Tilmany and Sunoco Paper Mills on the west side of the river.
- Combine the De Pere Health Department with the Brown County Health Department.
- Save \$1.5 million by removing the proposed curve in the new downtown bridge.
- Address all issues in the City comprehensively instead of as stand-alone issues.
- Encourage intergovernmental agreements (with surrounding communities, etc.).
- Increase opportunities for City government to comment about the construction spending of the school districts.
- Develop a plan for the fairgrounds.
- The City should enforce its existing ordinances.
- Reserve parkway space for tree planting within and near new developments.
- Add better directional signage and improve the appearance of parking lots in the City's downtown.
- Control urban sprawl.
- Focus on sustainable development (renewable energy, community gardens, etc.).
- Identify a reliable source of drinkable water.
- Maintain and improve the current level of public services.

- Add more connections to STH 172 and US Highway 41.
- Require a percentage of the land in new developments to remain as greenspace.
- Build more bridges in the City (in addition to the southern and downtown bridges).
- Maintain the City's low tax rate.
- Increase the amount of greenspace in the City through plantings, trees, open space, etc.
- Maintain De Pere's small town atmosphere.
- Improve cooperation between De Pere and its neighboring communities.
- Improve the flow of traffic between east and west sides of the river.
- Expand bus service in De Pere.



**APPENDIX H: PUBLIC PARTICIPATION PROCESS FOR  
THE DE PERE COMPREHENSIVE PLAN**



## **Public Participation Process for the De Pere Comprehensive Plan**

The City of De Pere Comprehensive Plan will include several public participation components. These components are summarized below.

### Citizens Advisory Committee

At the beginning of the plan development process, the City will appoint representatives to a citizens advisory committee. The advisory committee will advise staff during the plan development process, review plan recommendations, discuss the plan elements with public meeting participants, and recommend a final draft of the comprehensive plan to the City's Plan Commission and Common Council. These meetings will be open to the public.

### City Website - [www.de-pere.org](http://www.de-pere.org)

Residents will be encouraged to log onto the City's website to obtain information about each plan element and provide input to the process. The comprehensive plan component of the website will be established at the beginning of the process to allow people the chance to contribute immediately.

### Flier

To officially start the planning process, a flier will be mailed to each De Pere household that summarizes the process and provides survey questions for people to answer to get them thinking about planning issues. The flier will also invite residents to a community visioning session that will occur at the beginning of the planning process.

### Community Visioning Session

Once the project is underway, a community visioning session will be held during an evening to establish many of the goals and objectives that will serve as the foundation of the comprehensive plan. All De Pere residents will be invited to attend the sessions to offer and discuss their ideas of how the City should grow over the next several years.

### Stakeholder Interviews

After the first draft of the plan's goals and objectives is completed, staff will conduct interviews with elected officials and other residents who make decisions for the community to determine how they feel about the goals and objectives and if additional issues should be addressed in the plan.

### Public Open House Meetings

Once the survey, visioning session, stakeholder interviews, and other foundation-building exercises are completed and the plan is starting to take shape, at least one public open house meeting will be held to present various sections of the plan. Meeting participants will also have the opportunity to discuss the recommendations with planning staff and advisory committee members and to suggest modifications.

### Public Hearing

Following the open house meetings and the approval of the draft document by the citizens advisory committee, a public hearing will be held to receive additional input from the public.

### Plan Commission and Common Council Meetings

Following the public hearing, the draft plan will be presented to the City's Plan Commission and Common Council. These meetings will be open to the public and will be intended to discuss and adopt the plan.



**APPENDIX I: 2004 DOWNTOWN DE PERE DESIGN  
PLAN**



# 2004 Downtown De Pere Design Plan

## Introduction

The City of De Pere has built a reputation around its wonderful downtown, and the improvements have been the envy of many communities throughout the State of Wisconsin. A Main Street Community since 1990, it has many of the amenities other communities strive for. Revitalization of its historic downtown started as early as 1978 with the establishment of the City's first TID that included a significant portion of the east side Central Business District (CBD). In a 1982 comprehensive downtown revitalization plan, the west side CBD was identified as an area of study, and the study recommended that the east and west sides be planned and developed with a consistent theme with similar architectural styles and streetscape improvements. Other recommendations included avoiding partial or piecemeal developments and preservation of surrounding neighborhoods from commercial encroachment. In 1997, TID #5 was created to assist in the redevelopment of the west side downtown area, and the projects recommended in that plan have been or are in the process of being implemented.

The 2000 City of De Pere Comprehensive Plan recommended further development and improvements to the mutual CBD straddling the Fox River, and more recent developments, such as the replacement of the Claude Allouez Bridge, have created new challenges to the CBD. Recent redevelopment improvements on the east and west sides of downtown have greatly improved the appearance and employment base of the CBD. Revitalization of existing structures and construction of new buildings have followed the recommendations of the comprehensive plans and TIDs. Historic character has been protected and enhanced through the adoption and enforcement of the development and design standards set forth in the comprehensive plans. The downtown, however, still has much work left to be done. This urban design plan will recommend improvements and enhancements to create a unified downtown area for residents and visitors.

## Purpose and Goal

The purpose of the Downtown De Pere Urban Design Plan is to provide the City of De Pere a planning tool that can be used to guide short-term and long-term improvements to the downtown area. This plan builds on De Pere's many strengths: historic character, diversity of retail and service businesses, industry, strong neighborhoods, the Fox River, St. Norbert College, and beautiful parks and recreational facilities—all of which unify both sides of the river and strengthen the downtown's position as a focal point and destination for the community and the region.

The goal of this downtown urban design plan is to focus on maintaining and, in some cases, enhancing walkability, diversity, visual appeal, and other elements that will enable the City to retain existing businesses and attract new ones, provide interesting places to

live and visit, and create the activity necessary to allow downtown De Pere to thrive for many years to come.

## Project Area

The project area for the downtown urban design plan includes both the east and west sides of the Fox River as shown in Figure 10-1. Downtown De Pere features distinct business districts on each side of the Fox River. One of the challenges of this plan is how to provide design commonality linking these areas together into a unified CBD.

**Figure 10-1: Downtown De Pere Urban Design Plan Project Area**





















## Existing Conditions Assessment and Opportunities Analysis

The following is an assessment of the existing conditions in the downtown De Pere project area and an opportunities analysis supported by photographs and narrative. Exhibits 1 and 2 indicate where improvements have been implemented and graphically identify new opportunities for improvements on the east and west sides of the Fox River.

### Traffic and Circulation

Several state and county highways converge in downtown De Pere and create challenges to pedestrians, bicyclists, and motorists. The City of De Pere and WisDOT have decided to construct one new four-lane bridge across the Fox River. This new bridge, which will be located just south of the existing bridge, will impact the traffic and visual character of downtown De Pere and could affect pedestrian and bicycle safety, streetscape design

## De Pere, Wisconsin

	Downtown Entry Improvements/Reinforcements
	Major Intersection
	- Curb Extensions
	- Lighting
	- Crosswalks
	Entry Feature
	- Signage
	- Sense of Arrival
	Interest Conflict
	Pedestrian Connectivity
	Vehicular Access
	Public Parking
	Private Parking
	On Street Bike Lane
	Existing Street Improv.
	Limit of Study Area
	Collector/Local Road
	Arterial Road Streetscape Improv.
	Implemented Redevelopment Areas
	Existing Greenspace Location
	Potential Greenspace Location
	NHRP Designation
	NHRP Eligible Designation



Age Group	Number of People
18-24	350
25-34	300
35-44	250
45-54	200
55-64	150
65-74	100
75+	50



June, 2004  
Project No. 1896



# Assessment and Opportunities

Downtown  
De Pere- East

De Pere, Wisconsin



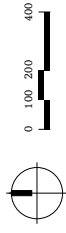
## Legend

- Downtown Entry Improvements/Reinforcement
- Major Intersection
  - Curb Extensions
  - Lighting
  - Crosswalks
- Pedestrian Connectivity
- Vehicular Access
- Public Parking
- Private Parking
- Off Street Bike Lane
- Existing Street Improv.
- Limit of Study Area
- Collector/Local Road
- Arterial Road - Streetscape Improv
- Potential Redevelopment Areas
- Existing Greenspace Location
- Potential Greenspace Location
- NRHP Designation
- NRHP Eligible Designation

Buildings to be Removed with Bridge Realignment

A	North Broadway Historic District NRHP 0 8.83 Ref. ID: 03003365
B	De Pere Lock and Dam Historic District NRHP 12.7.93 Ref. ID: 91001311
C	C.A. Lawton NRHP 130.92 Ref. ID: 91001385
D	Union Hotel NRHP 11.26.03 Ref. ID: 03001216
E	State Bank Building
F	Steele Falk Building
G	South Broadway Historic District
H	Krause Building

EXHIBIT 2



## URBAN DESIGN PLAN

opportunities, and on-street parking. Main Avenue will continue to be a one-way street to the west and Reid Street will be one-way to the east. A roundabout will be built at the intersection of the bridge and Broadway on the east side of the river. A modified roundabout intersection is proposed at Main Avenue and Third Street on the west side. The roundabouts will calm traffic in the downtown, reduce traffic congestion, maximize safety and accessibility for all transportation modes, and create opportunities for downtown entrance features.

### **Streetscape Character**

In general, the streetscape character in the downtown is good; however, there is room for improvement. Much of what was implemented years ago needs updating. Some areas have few or no streetscape improvements, and these improvements should be designed and implemented in conjunction with the bridge replacement or in the near future. Some areas have problems with failing light fixtures, heaving sidewalks, or cracking and uneven pavements, making it difficult for pedestrians. Several intersections are in need of pedestrian safety and convenience improvements. Recent improvements to Grant Street on the west side should be the model for new streetscapes and improvement of old ones. This includes intersection and crosswalk enhancements, updated light fixtures, and the addition of streetscape amenities such as benches, trash receptacles, bollards, street trees, bike parking, and wayfinding and specialty signage.

### **Public Spaces**

Creviere Commons, located at the intersection of Broadway and George Street, is a small public space in downtown De Pere with a gazebo, seating, floral displays, and a portable sign used for community event announcements. Opportunities exist to improve this small park to make it a destination for special events such as noontime concerts, arts and crafts shows, and blood drives. The existing readerboard should be updated to a permanent installation, replacing the portable trailer-style sign currently at the site.

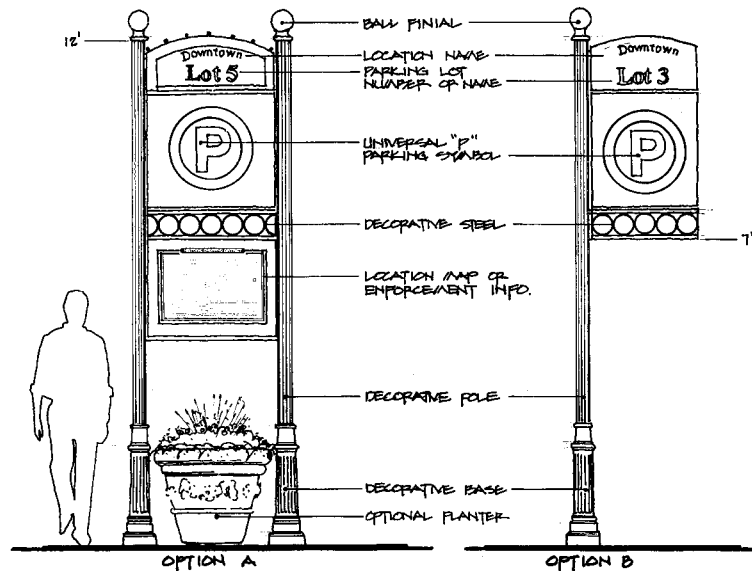
Another opportunity for this space is to provide a new infill development and relocate Creviere Commons across the street in the area of the existing bridge approach at the western end of George Street as part of a grand waterfront plaza. This concept is illustrated in Figure 10-5.

### **Public Parking**

There are many public parking lots located on both sides of the river serving the employees and visitors in the downtown. The universal “P” parking symbol identifies these public lots on the plan. There are opportunities to provide a clearer understanding of enforcement hours and time limits for these lots. Special parking lot entrance signs similar to those shown in Figure 10-2 should be placed at the entrances to the lots. These signs should be designed to incorporate informational maps of the downtown.

Special landscape treatment along with fences or screens should be utilized to screen parking lots adjacent to the public rights-of-way.

**Figure 10-2: Parking Lot Entrance Sign Concepts**

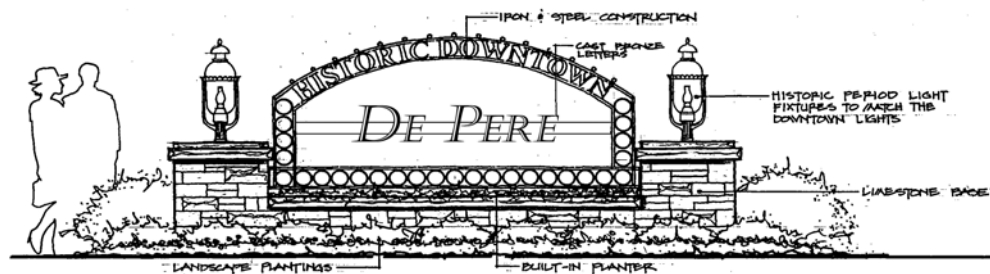


*Note: Refer to "A Downtown Parking Analysis and Plan for De Pere, Wisconsin" prepared in September 2000 for an in-depth look at the current and future parking in the Downtown.*

### **Entrances to Downtown**

There are several entrances to downtown De Pere (see the figures and exhibits in this chapter and the figures in the plan's Transportation chapter). Several connecting state highways and a county highway pass directly through downtown De Pere, and opportunities exist to improve the gateway corridors leading into downtown. These gateways should be enhanced with special wayfinding ("trailblazer") signs and banners. Special ornamental roadway lights and streetscape enhancements should be implemented along these gateway corridors. Entrance signs and features should be placed at key entrances to the downtown and could include community readerboards that announce special community events similar to the sign located at the intersection of Main Avenue and Third Street.

**Figure 10-3: Downtown Entrance Sign Concept**





Entrances should be enhanced with seasonal landscaping to provide color and year-round interest along these corridors. Figure 10-3 is an example of a downtown feature that could be located at key entrances to the downtown. Proposed downtown entrance feature locations are shown in Exhibits 3 and 4.

Figure 10-4 illustrates how the overhead railroad bridge on the western edge of the downtown could be enhanced with a stone veneer applied to the existing concrete walls, decorative street lights, ornamental landscaping, and a “Welcome to Downtown De Pere” sign attached to the repainted bridge.

**Figure 10-4: View Heading East into Downtown De Pere**



### **Waterfront**

Perhaps the best opportunity for downtown De Pere is to better utilize its riverfront along both sides of the Fox River as it passes through downtown. There are opportunities on both sides of the river to incorporate riverwalk paths for enjoying the water and long views. Because the river holds a lot of history, it should have a series of interpretive signs recognizing the river as a power source, the lock and dam system, the bridges, river ecology, and many related subjects. Transient boat docks should be implemented along the east side of the Fox River to allow visitors arriving by boat to access the CBD.

Figure 10-5 illustrates how the former Claude Allouez Bridge location—in conjunction with infill development—can be utilized to enhance the waterfront on the east side of the downtown. The illustration also shows how Creviere Commons could be relocated to the west side of Broadway where the former bridge approach was located. A new pedestrian bridge links the George Street Plaza to Government Island. Infill development is

recommended at this important corner. The illustration also shows a new mixed-use development along the riverfront.

**Figure 10-5: View of East Side of Fox River at the George Street Plaza and Additional Infill Development**



### **Redevelopment Opportunities**

Although there has been ongoing redevelopment in downtown De Pere, there are several opportunities for additional redevelopment in the downtown area that are identified in Exhibits 3 and 4. Many of these opportunities were identified in the City's 2000 comprehensive plan. Infill opportunities on Main Avenue should include first floor retail and upper story residential or office/commercial spaces. Utilizing the falling grades that exist one block north of Main Avenue, underground parking should be incorporated into developments as much as possible.

### **Bicycle and Pedestrian Systems**

De Pere has several local and regional bike trails near by or running through the community. The Fox River Trail runs along the east side of the Fox River as shown in Exhibit 4. There are also on-street bike systems in the form of marked bike lanes and shared systems. It is a goal of the community to link the downtown and riverfront to area neighborhoods with a system of safe, family-friendly pedestrian and bike routes. Bicycle safety improvements should be implemented, including signage, additional bicycle lanes, intersection bump-outs or extensions, pedestrian signals, and education.

The City should work with St. Norbert College to implement a multi-use trail along the west side of the Fox River as shown in Exhibit 3. This trail should continue to the north

to connect to the area behind Main Avenue near International Paper to ultimately connect to the Brown County Fairgrounds.

Another future bike trail could be located along the railroad spur that currently crosses Reid Street and continues into the International Paper property. It could proceed north along the west shore of the Fox River, eventually connecting to the Brown County Fairgrounds. This is also shown in Exhibit 3.

### **Architectural Character**

The architectural character of De Pere's downtown is a mix of historic structures and newer architectural styles that define the CBD on both sides of the river. Newer buildings on the redeveloped west side were designed to have a historic feel in the use of materials, proportion, and scale and typically are three to four stories high. The City of De Pere's *West Side Redevelopment District Development Design Guidelines* document was developed to guide the design and development of building architecture, signage, streetscapes, parking, public spaces, and neighborhoods for the west side of downtown De Pere. Similar, if not somewhat identical, guidelines should be adhered to as downtown redevelopment occurs on the east side of the river. The new public library is an excellent example of this. The *Main Street De Pere Design Guidelines* contains detailed information for redevelopment and infill developments and should be adhered to as opportunities occur.

Infill development and riverfront development opportunities should be designed to fit into the context of the east side downtown area. Redevelopment opportunities are identified in Exhibits 3 and 4.

### **Wayfinding**

De Pere currently has a good system of wayfinding directional signage to direct motorists to points of interest throughout the community. The system should be enhanced to include additional downtown destinations and should include other types of wayfinding signs to help direct motorists, bicyclists, and pedestrians in and around the downtown. Trailblazer signs should be located along major travel corridors leading to the CBD.

## **Downtown De Pere Urban Design Plan Recommendations**

The following text, figures, and exhibits summarize the urban design recommendations for downtown De Pere. These recommendations represent a comprehensive list of specific improvements that should be considered for downtown De Pere over the next 20 years. Specific plan recommendations are divided into several categories that include Parking (P), Transportation (T), Wayfinding (W), and Streetscape (S), which include the riverfront walkway. Recommendations identified in these categories are numbered and keyed to master plan Exhibits 3 and 4.



DOWNTOWN WEST



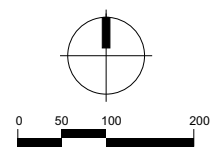
- Legend**
- ENTRY SIGNAGE
  - ENTRY FEATURE
  - PUBLIC PARKING SIGNAGE LOCATION & WAYFINDING
  - EXISTING BUILDING
  - GREENSPACE
  - WATER
  - REDEVELOPMENT OPPORTUNITY
  - TRANSPORTATION RECOMMENDATION
  - WAYFINDING RECOMMENDATION
  - SIGNAGE RECOMMENDATION

NOTE: See following pages of report for numbered recommendations keyed to this graphic

EXHIBIT 3

URBAN DESIGN PLAN

DOWNTOWN WEST  
RECOMMENDATIONS



June, 2004  
Project No. 1896





DOWNTOWN EAST



Legend



ENTRY SIGNAGE



ENTRY FEATURE



PUBLIC PARKING  
SIGNAGE LOCATION  
& WAYFINDING



EXISTING BUILDING



GREENSPACE



WATER



REDEVELOPMENT  
OPPORTUNITY



TRANSPORTATION  
RECOMMENDATION



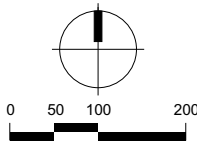
WAYFINDING  
RECOMMENDATION



SIGNAGE  
RECOMMENDATION

NOTE: See following pages of report for  
numbered recommendations keyed to this graphic

EXHIBIT 4



DOWNTOWN EAST  
RECOMMENDATIONS

URBAN DESIGN PLAN

June, 2004  
Project No. 1896



## Transportation and Wayfinding

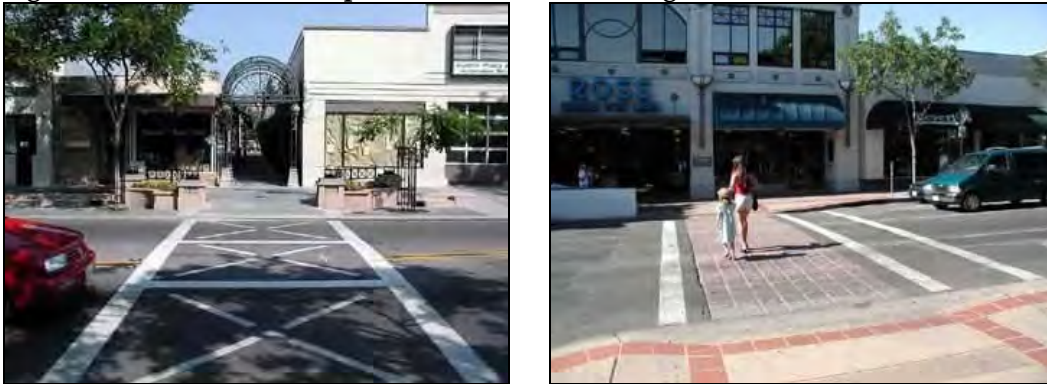
As discussed in the plan's Transportation chapter, the transportation recommendations for downtown De Pere focus on improving bicycle and pedestrian safety in the downtown while increasing the efficiency of traffic movement through the downtown and supporting parking areas.

### **Bicycle and Pedestrian Improvements**

The comprehensive plan and its downtown design element heavily emphasize the improvement of the pedestrian and bicycling environment in the downtown. The bicycle and pedestrian connections between the downtown and community and regional destinations will also enhance the quality of life for all De Pere residents and improve the downtown as a destination retail, entertainment, and recreational center.

- The downtown should be emphasized as a pedestrian area. Improvements should be made to create a comprehensive pedestrian network with connections to businesses, retail centers, parks, the St. Norbert College campus, public and private parking lots, regional bike paths, neighborhoods, public facilities, and the riverfront.
- Improve pedestrian walkways by widening sidewalks and providing safety improvements at intersections, including pavement material or color changes at intersections and crosswalks with curb extensions or bump-outs at corners.
- Provide the mid-block pedestrian bump-outs and crosswalks recommended in the Transportation chapter for Main Avenue and Reid Street to connect to the public parking areas. These mid-block crossings should also incorporate special pavements, and the City should consider designing them as at-grade walks that help to calm traffic.

**Figures 10-6 and 10-7: Examples of Mid-Block Crossings**



Figures 10-6 and 10-7 are examples of mid-block crossings that are recommended for Main Avenue and other locations in downtown De Pere.

- Improve on-street bicycle connections between the downtown, neighborhoods, and community destinations. Provide connections to allow safe access to the Fox River Trail and the trail recommended for the west side of the river.

## **Traffic Calming**

Pedestrian safety and comfort in the downtown is a priority for the community. A safe and accessible downtown business district will encourage more walking and improve business. Traffic calming techniques should be prioritized, including “table-top” mid-block crossings, intersection bump-outs, colored and textured crosswalks, pedestrian warning lights, pedestrian refuge islands, and signalization and other streetscape improvements to emphasize downtown as a pedestrian environment. The implementation of traffic calming features should be done when streetscape improvements are being constructed.

### **Specific Recommendations (T)**

The following recommendations identify specific improvements for automobile, bicycle, and pedestrian circulation in the downtown. Important considerations for transportation improvements include improving access to the downtown for all travel modes in a manner that is consistent with community transportation goals, improving traffic flow by reducing congestion and conflicts, strengthening the downtown as a neighborhood and community destination, and providing safe, attractive, and convenient pedestrian and bicycle circulation patterns. Refer to Exhibits 3 and 4 for the following keyed recommendations.

- T1. Implement pedestrian/bicycle crosswalk improvements, including colored and textured pavement and bump-outs at intersections. Pedestrian warning lights should be used at signalized intersections to improve pedestrian and bicycle safety. Figure 10-8 is an example of this type of intersection treatment.

**Figure 10-8: Intersection with Pedestrian Warning Lights**



- T2. Provide bicycle lanes on new street section between the east side roundabout and the intersection of Wisconsin and George Streets.



- T3. Expand sidewalk and terrace widths as much as possible to provide space for safe and convenient pedestrian traffic and streetscape amenities. Extension of the pedestrian zone improves pedestrian circulation and comfort in the downtown while extending the capacity of the sidewalk to support outdoor cafes, A-boards (sandwich boards), sidewalk sales, and special events.
- T4. Utilize 11-foot-wide automobile travel lanes to allow for traffic calming and expansion of the pedestrian environment without impeding efficient traffic flow through the downtown. This should be implemented on Main Avenue, Reid Street, Broadway, and George Street.
- T5. Maintain one-way traffic on Main Avenue to the west and Reid Street to the east. Third Street will remain one-way to the north from Reid Street to Main Avenue where an altered roundabout will carry traffic onto the new bridge and to Main Avenue.
- T6. Provide “table-top” mid-block crossings to provide safe pedestrian circulation and traffic calming. Mid-block crossings should be located to connect pedestrian circulation patterns to public parking, recreation systems, public spaces, parks, and other destinations.
- T7. Provide bicycle and pedestrian access from the east end of the new bridge down to the lower area of Front Street and the Fox River Trail.
- T8. Provide accessible pedestrian walkways that connect public parking areas to commercial streetscape areas as shown in Figure 10-6. Pedestrian-scale light fixtures should be used to provide a safe nighttime environment.
- T9. Establish on-street bike lanes from existing residential neighborhoods linking them to the downtown, the Fox River Trail, and the riverfront.
- T10. Provide a roundabout on the east end of the new Fox River Bridge as it meets the intersection of Broadway and Charles Street. This roundabout will provide an opportunity for a major entrance feature, ornamental landscaping, lighting, or other features. Figure 10-9 is an example of this type of roundabout. The roundabout can contain subtle indications of travel direction and incorporate materials such as special pavers or colored concrete to achieve this. A modified roundabout is proposed on the west side of the new bridge at the intersection of Third Street and Main Avenue and is shown in Figure 10-12. This roundabout can provide an opportunity to place a major entrance feature with ornamental landscaping and lighting while linking the two sides of the downtown together with similar opposing entry features.



**Figure 10-9: Example of Central Island Features at a Roundabout**



**Figure 10-10: Example of a Roundabout Design for the Intersection of George Street and Webster Avenue**



**Figure 10-11: View of New Bridge, Wells Park, and Roundabout on the River's East Side**



**Figure 10-12: View of the Modified Roundabout at the Intersection of Main Avenue and Third Street**



### **Wayfinding Improvements**

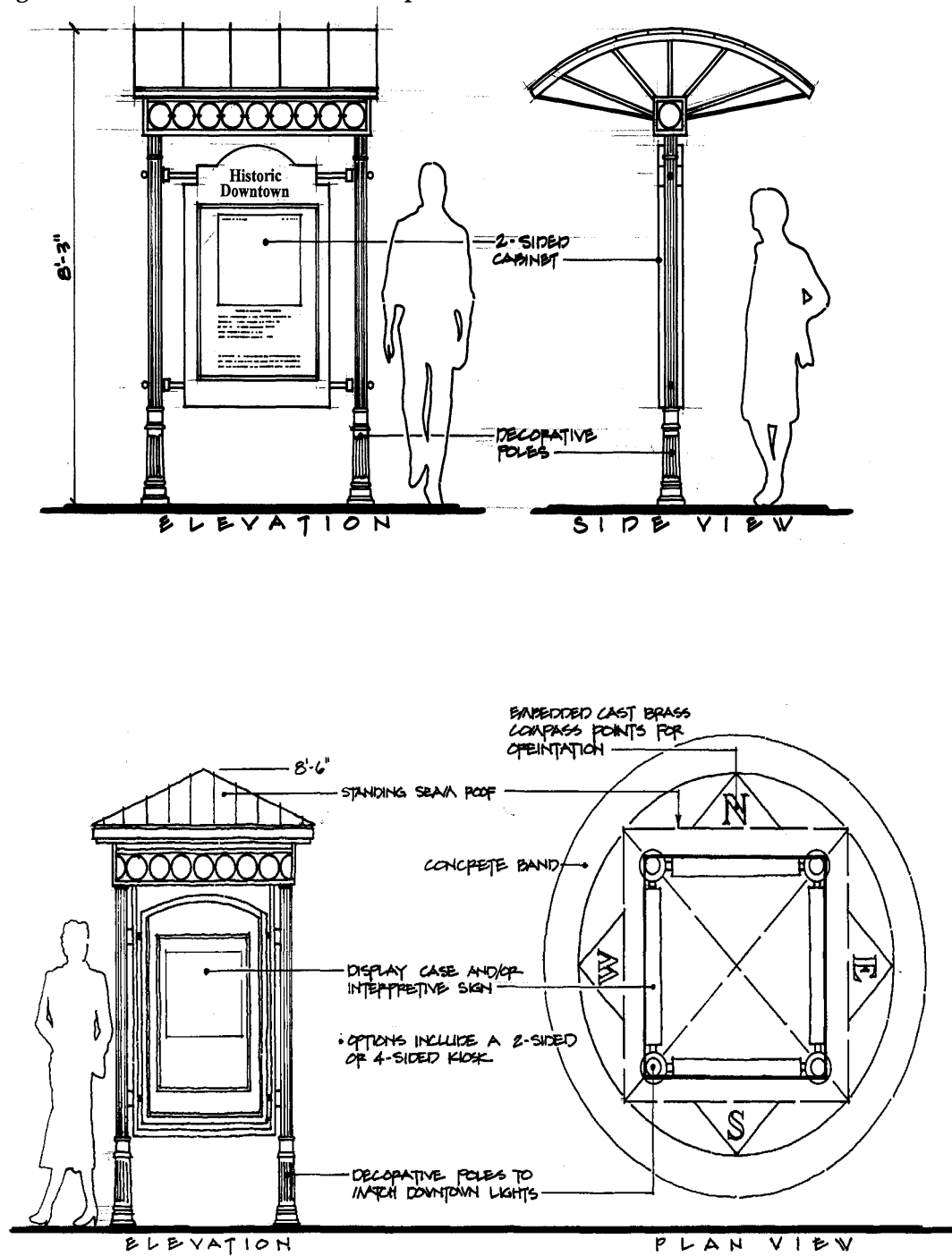
The downtown De Pere urban design master plan recommends several wayfinding improvements for the downtown that build on the existing wayfinding signage system. The improvements are intended to develop a comprehensive wayfinding system that will guide customers and visitors to destinations in the downtown and around the community. The wayfinding system is intended to serve automobile travelers, pedestrians, and bicyclists. Exhibits 3 and 4 indicate possible locations for wayfinding signage.

Key components of the wayfinding improvements should include:

- W1. A downtown De Pere trailblazer signage system that directs visitors to the downtown on major arterial streets.
- W2. Establish several downtown entrance features.
- W3. Expansion of the existing wayfinding signage system to direct visitors to key destinations not currently listed (e.g., public library).
- W4. A signage system that directs customers to public parking areas. Parking lot entrance signs should be located at parking lot entrances and should include the universal parking "P" symbol along with hours of enforcement and other information.
- W5. A pedestrian signage system that includes informational kiosks located at key public places such as public parking areas, Creviere Commons, City Hall, public library, and Voyageur Park. These kiosks could include a map identifying key destinations in the downtown and a place to post information about downtown and community events. Examples of informational kiosks are shown in Figure 10-13.
- W6. A bicycle directional signage system directing trail users to destinations located downtown and throughout the community.
- W7. An interpretive signage program at key points of interest describing historical events, places, buildings, and natural features of local or regional significance such as the historic Fox River locks, lock master's house, and river ecology.

Examples of wayfinding signage types proposed for downtown De Pere are shown in Exhibit 5.

Figure 10-13: Pedestrian Kiosk Concepts





## Entrance Signage Examples



Community Entry Feature  
with Amenities

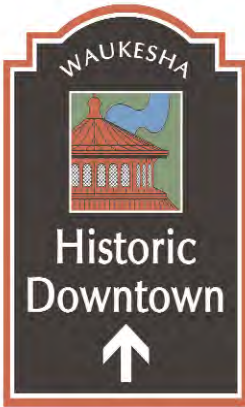


Entry Signage



Naturalistic Entry Sign

## Signage Examples



Trail Blazer  
Example



Existing  
Directional



Informational  
Kiosk

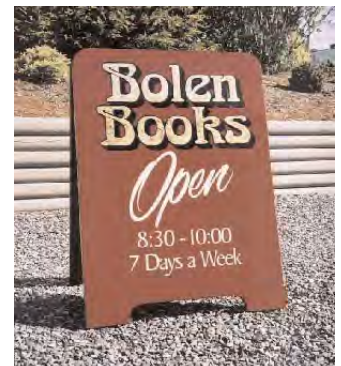


Interpretive  
Sign



Focal Signage

## A-Board Signage



## EXHIBIT 5

## WAYFINDING SIGNAGE TYPES

## **Streetscape Recommendations**

The following recommendations identify general streetscape improvements for downtown De Pere. Recommended streetscape improvements vary depending on the location, with more intensive treatment in the CBD. A family of streetscape amenities has been in place for some time in De Pere, and these recommendations build on this family of amenities. The family of amenities is an important aspect as it ties both sides of the CBD together and identifies the CBD as a unified district. The new bridge should be designed to incorporate some of these amenities, especially decorative lighting, railings, and entry features, to unify the two sides of the CBD.

Because much of the downtown has had streetscape improvements, much of what was installed years ago has begun to deteriorate and should be improved and updated. Some streets have not been improved and are included in these specific recommendations. Grant Street on the west side of the CBD was recently improved with new lighting, benches, trash receptacles, bike racks, street trees, enhanced pedestrian crosswalks, and bicycle lanes, and the street will be used as the new model streetscape for the CBD.

The streetscape zones recommended herein are summarized on the Streetscape Zone Map (Exhibit 6).

### **Specific Recommendations**

The following recommendations are for specific streetscape types to be established within each streetscape zone. Plan views, cross sections, and graphics illustrating these streetscape types are shown in Exhibit 7.

#### **Type I, Full Streetscape (S1)**

This is the primary streetscape zone (Type I) proposed for De Pere's CBD. This area should receive the most intensive streetscaping to establish a strong pedestrian character related to the CBD's historic theme and retail area. Type I streetscape treatments include concrete or paver brick terraces, concrete walkways with broomed and troweled finish, gas light period style street lights, street trees with tree grates and optional guards, historic period benches and trash receptacles, pedestrian bump-outs at intersections and mid-block crossings, bike racks, informational kiosks, bollards, banners, planters, and wayfinding signage.

#### **Type II, Medium Streetscape (S2)**

The secondary CBD streetscape zone (Type II) is proposed for downtown commercial areas and transition zones. This level of streetscape is appropriate for the zones between the major downtown entrance features and the core commercial district and generally includes decorative roadway and pedestrian lights, landscaping, grass terraces with street trees, wayfinding signage, banners, and enhanced pedestrian crosswalks. This streetscape is best exemplified by the recent reconstruction of Grant and Reid Streets between Fifth and Third Streets.

# DOWNTOWN De PERE URBAN DESIGN PLAN

# URBAN DESIGN PLAN

## Type I, Full Streetscape (S1)

This is the primary streetscape zone (Type I) proposed for De Pere's CBD. This area should receive the most intensive streetscaping to establish a strong pedestrian character related to the CBD's historic theme and retail area.

## Type II, Medium Streetscape (S2)

The secondary CBD streetscape zone (Type II) is proposed for Downtown commercial areas and transition zones. This level of streetscape is appropriate for the zones between the major downtown entrance features and the core commercial district. This streetscape is best exemplified by the recent re-construction of Grant and Reid Streets between Fifth and Third Streets.

## Type III, Corridor Streetscape (S3)

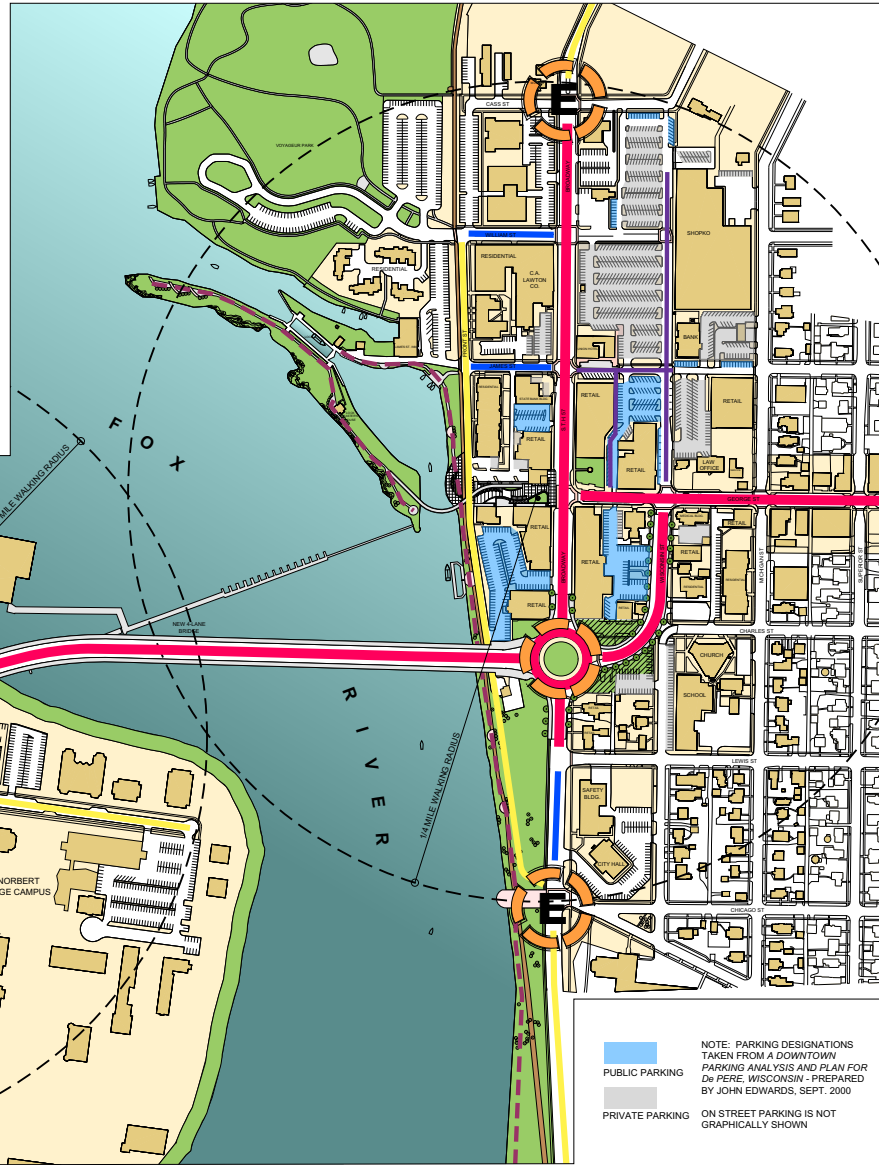
Key gateway corridors (Type III) leading into De Pere's core commercial CBD include Main Avenue from STH 41 west to the CBD, CTH D (Third Street) from the south on the west side of the river, North and South Broadway (STH 32/57) and George Street (CTH G) on the east side of the river.

## Type IV, Rear Alley/Parking (S4)

Local streets that connect to public parking lots (i.e. Wisconsin Street to Shopko) and "alley" areas behind Main Avenue that provide major parking areas for the CBD should be improved with pedestrian scale light fixtures, sidewalks, trash enclosures, signs and landscaping.

## Type V, Historic Riverfront Walkway (S5)

A continuous riverfront walkway along the east side of the Fox River in downtown De Pere should include ornamental lighting, benches, overlooks, landscaping and interpretive and wayfinding signage. The riverfront path will provide connections to the Historic Lock and Dam, Lockmaster's House, Voyageur Park, and the Fox River Recreational Trail. The area near Wells park could have a pedestrian promenade on axis with Lewis Street to provide a ceremonial connection to the riverwalk and the Fox River Recreational Trail linking the neighborhood and downtown to the river.



## PRELIMINARY STREETSCAPE ZONES

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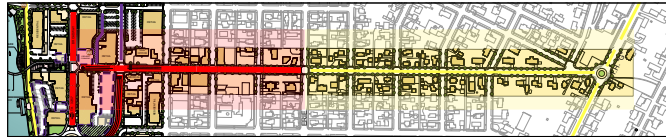
**SAA**  
Schreiber/Anderson  
Associates, Inc.  
1435 Lake Main Street  
Madison, WI 53703  
(608) 235-0800  
www.saa.usa.com



## GEORGE ST. | STREETSCAPE ZONES

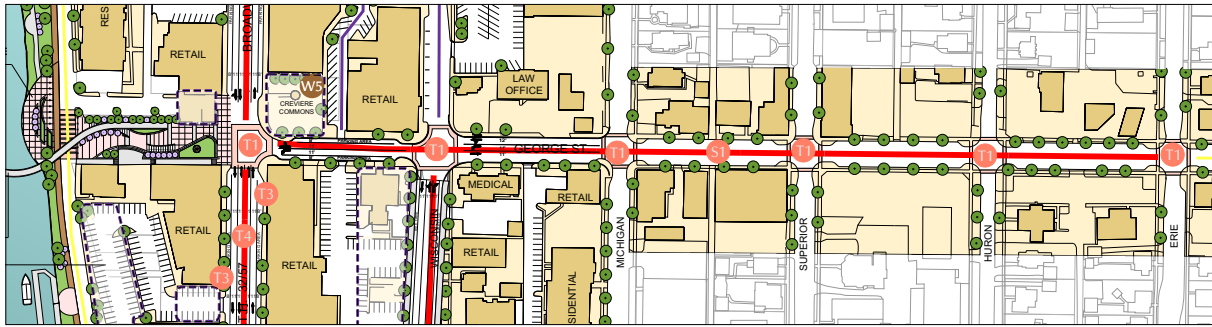
### TYPE I STREETSCAPE

HARDSCAPE TERRACES  
WIDEN SIDEWALKS  
STREET TREES



### TYPE III STREETSCAPE

GRASS TERRACES  
REDUCE LANE WIDTH  
STREET TREES



TYPE I STREETSCAPE 1" = 100'-0"

0 50 100 200



EXISTING GEORGE ST. CONDITION VIEW WEST



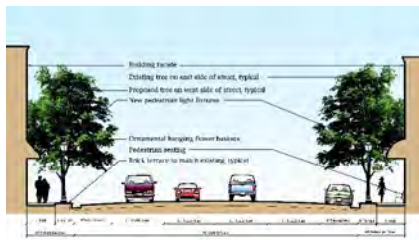
PROPOSED GEORGE ST. SECTION



TYPE III STREETSCAPE 1" = 100'-0"

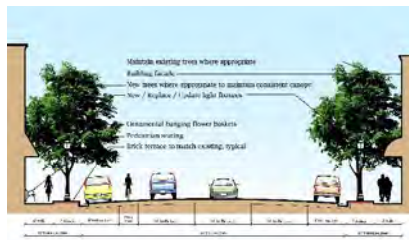
0 50 100 200

### TYPE I STREETSCAPE



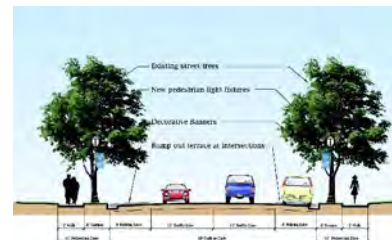
TYPICAL BROADWAY SECTION  
80'-0" R.O.W.  
NORTH

### TYPE I STREETSCAPE



TYPICAL MAIN AVE. SECTION  
80'-0" R.O.W.  
WEST

### TYPE III STREETSCAPE



TYPICAL GEORGE ST. SECTION  
60'-0" R.O.W.  
VIEW WEST

## EXHIBIT 7

## URBAN DESIGN PLAN

## DOWNTOWN STREETSCAPE TYPES



JUNE, 2004  
Project No. 1896





Figure 10-14 shows George Street with pedestrian-friendly streetscape improvements, including bump-outs at intersections, decorative streetlights, pavers, and bollards.

**Figure 10-14: Existing and Proposed View of Streetscape Looking West on George Street**



### **Type III, Corridor Streetscape (S3)**

Key gateway corridors (Type III) leading into De Pere's core commercial CBD include Main Avenue from USH 41 west to the CBD and Third Street from the south on the west side of the river, and North and South Broadway (STH 32/57) and George Street (CTH G) on the east side of the river. Streetscape improvements along these gateway corridors, including downtown trailblazer wayfinding signs, ornamental street lights with banners, landscaping improvements, underground utilities, and bike lanes, are needed to create distinctive approaches for downtown De Pere.

### **Type IV, Rear Alley/Parking (S4)**

Local streets that connect to public parking lots (e.g., Wisconsin Street to Shopko) and "alley" areas behind Main Avenue that provide major parking areas for the CBD should be improved with pedestrian-scale light fixtures, sidewalks, trash enclosures, signs, and landscaping. Trash enclosures are recommended in the areas behind the buildings along the south side of Main Avenue and other similar public and private parking areas in the downtown. Decorative concrete walls or wooden fences with ornamental gates should be used to hide the existing wheeled trash dumpsters (see Figure 10-15). Locating these at key locations allows for covered bike parking to be incorporated into the design.

**Figure 10-15: Examples of Trash Enclosures**



**Type V, Historic Riverfront Walkway (S5)**

A continuous riverfront walkway along the east side of the Fox River in downtown De Pere should include ornamental lighting, benches, overlooks, landscaping, and interpretive and wayfinding signage. The riverfront path will provide connections to the historic lock and dam, lockmaster's house, Voyageur Park, and the Fox River Trail. The area near Wells Park could have a pedestrian promenade on axis with Chicago Street across from city hall to provide a ceremonial connection to the riverwalk and the Fox River Trail, which would link neighborhoods and the downtown to the river (see Figure 10-16). Additional examples of potential waterfront design treatments and amenities are shown in Exhibit 8.

**Figure 10-16: Example of a Riverfront Walkway Next to a Regional Multiuse Trail**







Waterfront Amenities



Waterfront Seating Pockets



Waterfront Promenade / Plaza



## EXHIBIT 8

### WATERFRONT EXAMPLES

June, 2004  
Project No. 1896

**SAA**  
Schreiber/Anderson  
Associates, Inc.  
1133 East Main Street  
Madison, WI 53703  
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## **Streetscape Amenities**

Streetscape amenities include benches, trash receptacles, sidewalk pavements (such as concrete, colored concrete, and brick pavers), street lights, planters, bollards, bike racks, trees, tree grates and guards, hanging floral baskets, grass terraces, regulatory and private signage, flagpoles, and banners. These streetscape elements are as important as the buildings and open spaces that adjoin them in creating a sense of place and a pedestrian-scale environment during the daytime and nighttime. Examples of coordinated streetscape amenities are shown in Exhibits 9A, 9B, and 9C.

## **Bridge Design**

An important component of the overall downtown streetscape is the new Claude Allouez Bridge and how it relates to the downtown and the provision of a safe and exciting experience for pedestrians crossing the Fox River. By incorporating pedestrian-scale amenities, the bridge will allow users to enjoy the outstanding views the bridge offers by providing overlooks with benches, decorative lighting, interpretive signs, and other features. The bridge will be a major asset for both sides of the downtown area by providing pedestrian access to the Fox River Trail on the east side. The design of the bridge should include ornamental railings and structures to make it a first class attraction for downtown De Pere.

A new dramatic pedestrian bridge that complements the design of the new Claude Allouez Bridge should be constructed from the west end of George Street at the old bridge approach to Government Island. Nighttime lighting should be dramatic (similar to the image shown in Figure 10-17).

**Figure 10-17: Pedestrian Bridge with Lighting Designed to Add Nighttime Interest**







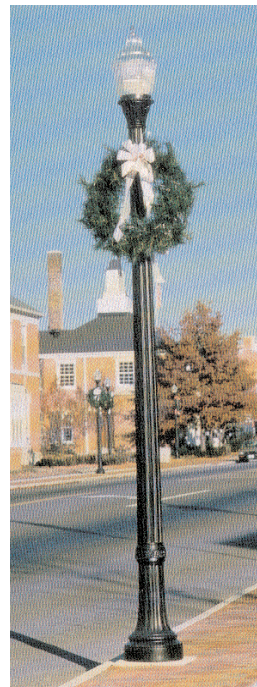
Existing Light Fixture



Hanging Floral Basket



Street Light Banner



Holiday Decoration



Streetscape Amenities at Night



Waterfront Amenities



Floral Displays along Streetscape

## EXHIBIT 9A

### COORDINATED STREETScape AMENITIES

June, 2004  
Project No. 1896

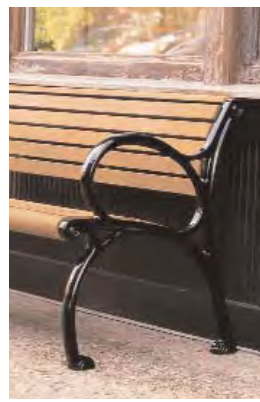




Existing Street Amenities



Open Space Bench



Downtown Bench



Waterfront / Plaza Bench



Existing Bike Rack Type



Bollard Bike Rack



Existing Trash Receptacle  
Multiple Hood Options



Existing Bollard



Existing Grant Street Amenities - Typical Type II Streetscape

## EXHIBIT 9B

### COORDINATED STREETScape AMENITIES

June, 2004  
Project No. 1896







Extended Tree Grates



Tree Guard



Planters



Street Trees & Planters

#### Street Trees - Large

<i>Name</i>	<i>Mature Size</i>	<i>Shape</i>	<i>Texture</i>
Emerald Queen Maple	50' - 60'	Round	Dense
Deborah Norway Maple	50' - 60'	Round	Dense
Autumn Purple Ash	50' - 50'	Upright	Medium
Pin Oak	60' - 70'	Pyramidal	Medium - Dense
Marshall Ash	50' - 60'	Oval Pyramidal	Medium



*Large trees: Norway Maple and Pin Oak*

#### Street Trees - Medium

<i>Name</i>	<i>Mature Size</i>	<i>Shape</i>	<i>Texture</i>
Moraine Honey Locust	35' - 50'	Rounded Spreading	Fine, Open
Skyline Honey Locust	35' - 50'	Pyramidal	Fine, Open
Redmond Linden	30' - 50'	Pyramidal	Medium - Dense
Greenspire Linden	30' - 50'	Pyramidal	Medium - Dense



*Medium tree: Honey Locust*



*Ornamental tree: Japanese Tree Lilac*

#### Street Trees - Small

<i>Name</i>	<i>Mature Size</i>	<i>Shape</i>	<i>Texture</i>
Amur Maple	15' - 20'	Rounded	Medium
Japanese Tree Lilac	20' - 30'	Oval	Medium
Flowering Pear	25' - 35'	Pyramidal	Medium
Canadian Red Cherry	20' - 30'	Oval	Medium



*Small tree: Little Leaf Linden*



*Evergreen tree: Scotch Pine*

#### Evergreen Trees

<i>Name</i>	<i>Mature Size</i>	<i>Shape</i>	<i>Texture</i>
Colorado Blue Spruce	30' - 60'	Pyramidal	Dense
Black Hills Spruce	25' - 40'	Pyramidal	Dense
Scotch Pine	40' - 50'	Pyramidal-Rounded	Coarse
Austrian Pine	40' - 50'	Pyramidal	Coarse

## EXHIBIT 9C

## COORDINATED STREETScape AMENITIES

June, 2004  
Project No. 1896

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## Implementation

Implementation of the urban design improvements in downtown De Pere will generally take place over the next 20 years. Some streetscape and other improvements will be implemented over a shorter time frame due to the replacement of the existing Claude Allouez bridge and the reconstruction of other transportation facilities (such as George Street) in and near the downtown. Several downtown streets will be directly impacted, including the intersection of Main Avenue and Third Street and the planned roundabout. The intersections of Broadway and George Street and Broadway and Charles Street will be directly impacted and redesigned to accommodate the new bridge, roundabout, and a new street connection between the roundabout and George Street. Broadway will be reconstructed from Chicago Street on the south to George Street on the north to accommodate the new bridge and projected traffic volumes.

Transportation enhancement grants should be utilized to fund the streetscape improvements for downtown De Pere. These grants can fund up to 80% of a project's costs, with the local municipality responsible for 20%. These grants can also fund design and engineering costs. If possible, the enhancement grants should be tied into the future reconstruction projects scheduled for the state and county highways that pass through De Pere. Other projects that would be eligible for enhancement funds include streetscape amenities, pedestrian and bicycle safety improvements, and wayfinding improvements.

Because of the new bridge location and connection to George Street, several buildings are going to be demolished and the resulting land patterns will create opportunities for infill development in the near future. The west end of Main Avenue also has several opportunities for redevelopment in the short term as indicated in the urban design plans.

Other projects proposed for downtown De Pere include bicycle trail and path improvements and a river walk with overlooks that could be financed by WisDOT transportation enhancement grants, urban rivers grants, urban forestry assistance grants, urban green space grants, recreational boating facilities and trails grants, private funds, public fund raising, corporate funds, TIF district revenues, and other funding sources.

## Typical Streetscape Costs

The following typical streetscape costs should be utilized to establish reconstruction budgets for streetscape improvements. These costs are shown in 2004-05 dollars and should be adjusted as required. The costs do not include demolition, design & engineering, utilities, and street pavement costs.

New Curb & Gutter	\$15.00/lf
Concrete Pavement	\$4.00/sf
Color Concrete	\$10.00/sf
Special Pavers	\$10.00/sf
3 ½" cal. Street Trees	\$500.00/each



6' x 6' Tree Grates	\$1000.00/each
Tree Guards	\$350.00/each
Roadway Lights	\$7,500.00/each
Pedestrian Lights	\$3,500.00/each
Trash Receptacles	\$800-\$1000/each
6' Benches	\$1000.00/each
Floral Planters	\$800.00/each
Bollards (un-lit)	\$650.00/each
Wayfinding Sign	\$550.00/each