



Military Avenue Corridor Plan



LOCATION

City of Green Bay, WI

PROJECT SERVICES

- Market Analysis
- Community Engagement
- Master Planning
- Streetscape Design
- Design Guidelines
- Zoning Regulations



The Military Avenue corridor in the City of Green Bay was originally an automobile-oriented shopping district, but was in decline as retailers had relocated to newer shopping centers on the fringes of the community. Faced with increasing vacancy and declining property values, the City sought a vision for the corridor's future.

The project included analysis of land use, development density, property values, development patterns, space utilization, traffic flow, and residential and commercial occupancy patterns. A detailed market analysis provided a maximum supportable square footage within each major property type, providing a guideline for future development. A list of commercial and retail industry clusters with a demonstrated supply gap was also developed. Specific space needs for these industries were identified, as well as their desired space and demographic location profiles. Residential demand in the surrounding areas was also evaluated, which demonstrated a lack of units for senior and multi-family properties.

Geographic Information Systems (GIS) software allowed multiple factors to be compared simultaneously, aiding in the identification of sub district areas most suitable for each of the various recommended development types. This analysis resulted in the recommendation for five specific sub districts. Associated streetscape plans, site plans, design guidelines, zoning changes and recruitment targets were developed for each of these sub districts to help guide appropriate development patterns.