

Green Bay, Wisconsin- United States

Green Bay's history is rooted in the meatpacking and paper industries. The city economy is based upon these things today, as well as our American football team- The Green Bay Packers. With the city population being 101,025 (226,778 metropolitan area), it is the smallest American city to sustain a professional football team. The Packers, named after the meatpacking industry, have given the city the nickname of "Titletown, USA" for the 12 National Football League titles. Underneath the sports team, Green Bay is a standard Midwest moderately sized city with urban sprawl being their largest issue.

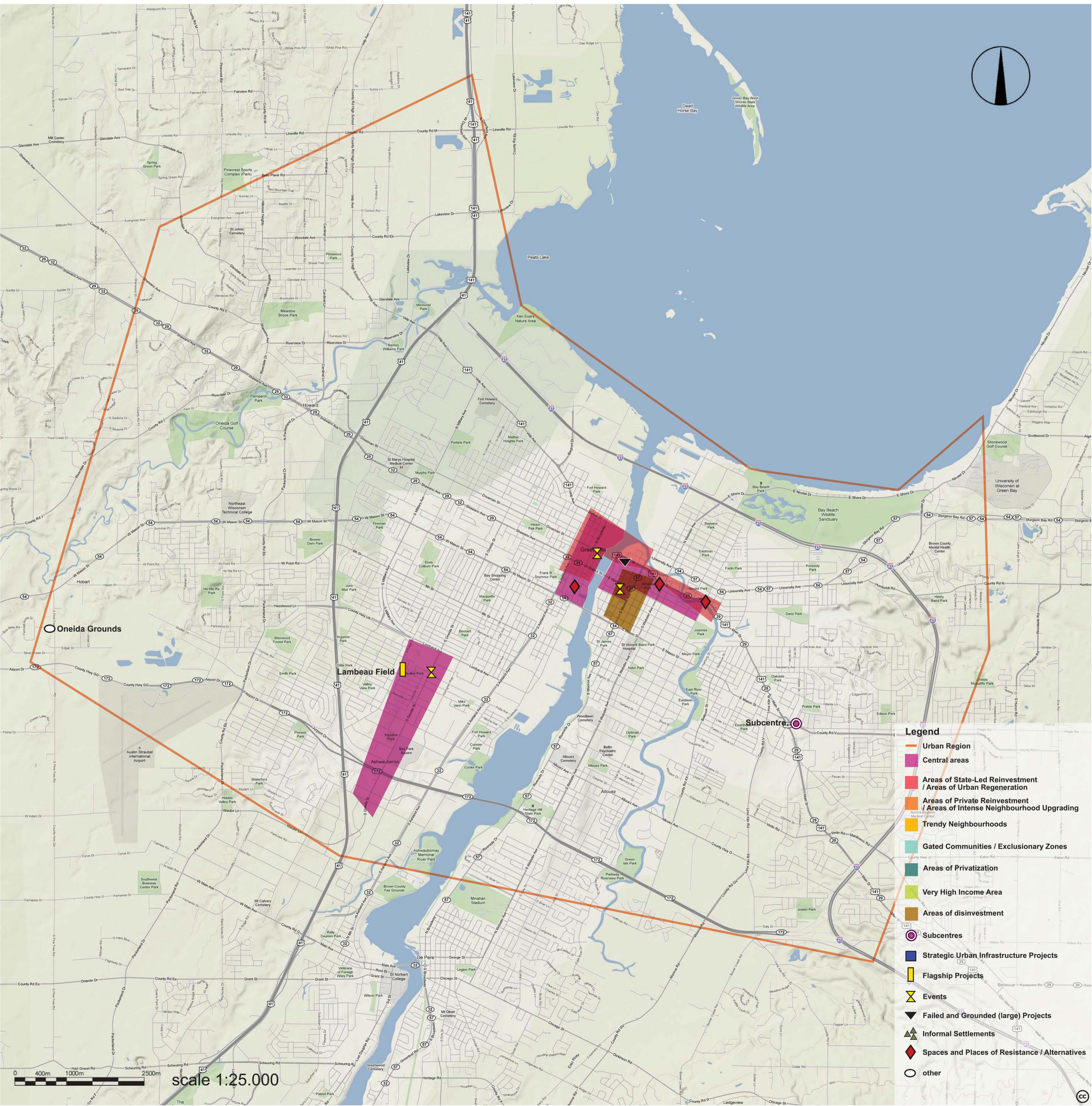
With such a sprawling city (54.3 square miles/140.7 kilometers squared) and a small population (population density 3,332.1 per square mile), a highway within the downtown would keep consumers traveling though. However, Green Bay is surrounded by three highway systems, all bypassing the downtown districts of the city. With limited and highly inaccessible mass transit, our downtown is declining while affluent people continue to

move to the suburbs. While this trend is old to the USA, it is new to Green Bay.

The culture within Green Bay is a very mid-western culture: mostly Caucasian, Christian, straight, with a median income per household of \$38,820. There are cultural cuisine, entertainment options, and places of worship, but not as many as larger cities have to offer. Many of our tourist's attractions are outdoor or historically based: NEW Zoo, Heritage Hill State Park, Neville Public Museum, Bay Beach Amusement Park, Cofrin Memorial Arboretum, National Railroad Museum, Green Bay Botanical Gardens, and the University of Wisconsin-Green Bay.

Though behind on urban and cultural trends, Green Bay has the advantage of looking into the future. They can assess projects done in the past to solve problems they are having now. With the correct political leaders, Green Bay could blossom into an example of a correctly planned moderate sized American city.

USA	9'629'091Km2	* Inhabitants	308.2 Mio
Urban Region	363Km2	* Inhabitants	226'778



Failed Project:
Port Plaza Mall

Event:
Artstreet

Flagship Project:
Lambeau Field

Alternative:
Bar Scene

Purpose Create a shopping center downtown

Dimensions 28,000 meters squared

Projets costs -

Investors Sidney H. Morris & Associates, Port Plaza Development Co.

Architects Valentine Architects

Purpose To bring arts and culture to downtown Green Bay

Dimensions all of downtown streets

Projets costs -

Investors Arts Events, Inc.

Architects -

Purpose Home of the Green Bay Packers

Dimensions five square city blocks with maximum capacity of 72,928

Projets costs -

Investors City of Green Bay and Green Bay/Brown County Professional Football Stadium District, Green Bay Packers, Inc.

Architects Somerville Associates

Purpose Social gathering and entertainment

Dimensions City wide

Projets costs -

Investors -

Architects -



Description / Reason for this choice / Background / context

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The Port Plaza Mall was opened in 1977 to give Green Bay's downtown a boost in economic sales and consumerism. This multi-anchored mall was the first of its kind in the region, making it a popular place and brought a new life to downtown. Other developers caught on to its success and a mall on the far west side of Green Bay and close by Appleton were introduced. These malls are both more centrally located regionally, and eventually drove Port Plaza Mall out of business in 2006 after almost a decade of steady and dismal decline.



Artstreet is a regional draw to Green Bay's downtown districts. This event shows over 200 visual artists, three performing arts stages, street performers throughout the event, and edible arts are showcased with gourmet specialties and ethnic foods. This family-friendly event gives children a chance to interact with their community through art with hands-on children projects throughout the weekend. Along with the extra art in the streets, event-goers can enjoy the variety of cuisine already offered downtown. A variety of historical buildings, cozy parks, and the Fox River are also easily accessible.

This event allows Green Bay great economic and cultural growth all in one event. The artists at Artstreet are from all around the country and the cuisine served is from all around the world. It offers an opportunity for change for members of the community as well as the travelers coming from all over the Midwest.



Artstreet began as most other events do—a small group of art lovers got together and approached local nonprofit art groups to bring like-minded people together for a weekend to celebrate art. It has now become a regional event with many big name sponsors such as Pepsi, Starbucks, and Miller Lite. Many different community organizations sponsor and volunteer at the event. Overall, Artstreet enhances the Green Bay community immensely in only one weekend a year.

Green Bay is known in America for The Packers. With the recent renovations to the Lambeau Field Stadium, it has become their flagship project as well. It is the largest building in Green Bay, and also the entrance to the Oneida entertainment district. The stadium itself is one of the largest tourists attractions in Green Bay, as they provide the field, the atrium, the hall of fame, and a variety of restaurants.

The strong financial performance was continued and bolstered with the redevelopment of the stadium. The stadium's NFL revenue ranking has continued to be near the top of the second quartile, allowing the team to continue delivering on its promise to the community and its fans -- turning profitability into the preservation of the franchise and the stadium.



The redevelopment's economic impact on the area has been positive as well; businesses and entertainment spots in the area see significant revenue increases when Lambeau Field is in use, Packer season or not. Green Bay Packers, Inc. is committed to keeping The Packers in Green Bay and maintaining the team's positive name in the community. This renovation has been a great step in achieving this long-term goal.



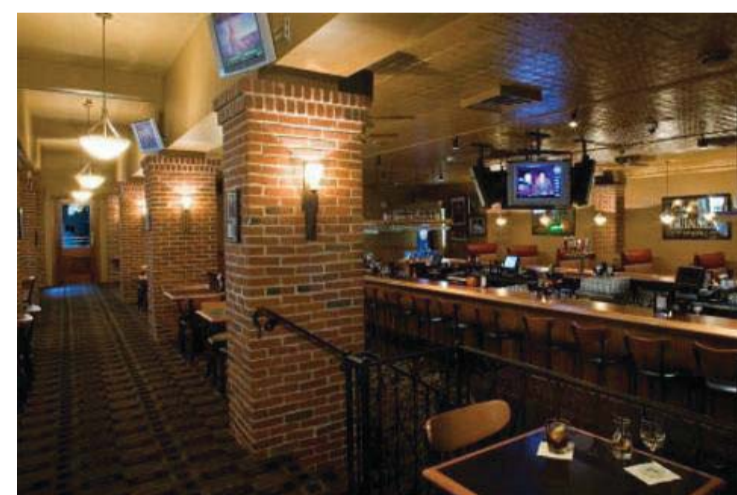
The bar scene in Green Bay and the Midwest in general (save Chicago) is quite different from most areas in the world. Because of the lack of variety in culture in Green Bay, the entertainment spots tend to be very similar: sports bars, pubs, and restaurant/bar combinations. There are few coffee houses, especially for adults, few bookstores, very few dance clubs, and very limited public spaces for social interaction. Bars place a very unique and specific role in the urban setting and culture overall.

People of years 21 and older find their entertainment and social connections at bars. Therefore, they navigate the city differently. Washington Street and Main Street are the main bar streets in the city. Young to middle aged adults tend to find friends, business connections, and love at these establishments. There are very few other locations that give people easy access to people of similar ages and interest in one area.



Much money is invested into bars in Green Bay- not only from consumers, but from developers, business owners, and the city. There must be a suitable amount of safety precautions taken and parking available for a strip of bars. This makes the street look and interact very differently than in a commercial or residential district.

While Green Bay's bar scene is alternative compared to other social scenes, within the bar scene are alternative bars. Alternative clubs are a typical scene in most other cities, but the most alternative Green Bay gets is the four Lesbian/Gay/Bisexual/Transgendered bars.



Green Bay's downtown is the home of the city hall, court house, largest public library, and industry. Port Plaza Mall was an attempt to bring a consumer-driven base to the area to give it the economic jump start it needed. The far west side has become the shopping and entertainment district of Green Bay, creating a duality in downtowns. The failure of the Port Plaza Mall project is ever-present, being one of the largest buildings downtown is left empty and lifeless.



The downtown districts continue to suffer because of this project. It has recently been decided to demolish this site with no concrete plans for post-demolition development. A more cohesive effort needs to be made between the city of Green Bay and the private developers to incorporate this space correctly into the downtown atmosphere.

