

OCTOBER 16, 2018

Streetscape

CONCEPTS

Village of Allouez, Wisconsin





INTRODUCTION

All flourishing communities have a core district where residents can satisfy their primary needs to work, live, play, eat and shop. When joined together, these necessities form a centralized destination of activity, contributing to an overall sense of place. **This “place” is missing in the Village of Allouez** – a true village center. Expanding on prior studies and the Village’s master plan, Somerville Architects & Engineers took a closer look at the intersection of Webster Avenue and St. Joseph Street.

As one of the busiest intersections in the Village, the area has promising potential to become the “center” of attraction. Creating an identifiable center of a community involves the proper balance of landscape, buildings, pedestrian and motorist circulation and ability to support regular activity. The current environment has low density buildings with surface parking abutting the street edge; contributing to little visual intensity. Pedestrians walk on narrow sidewalks immediately adjacent to motorist lanes, without any regular destinations. What the area needs is **more opportunities for community engagement**, through residential and workplace anchors and purposeful attractions. Daytime, evening, weekdays and weekends, the revitalized streetscape concept aims to increase social intensity. **The newly dubbed “Village Green” will provide a sense of arrival, promote interaction and give people a reason to stay.**

EXISTING

Site Plan

KEY

- A** UNDERUTILIZED INTERSECTION WITH NO VILLAGE OF ALLOUEZ IDENTIFIERS
- B** LARGE BUILDING SETBACKS AND PARKING ADJACENT TO STREET DOES NOT FORM A UNIFIED VISUAL STREET EDGE
- C** NARROW PEDESTRIAN SIDEWALK WITH NO BUFFER TO STREET TRAFFIC
- D** NO AREAS FOR OUTDOOR COMMUNITY ENGAGEMENT, GREEN SPACE OR SCENIC VIEWS TO THE EAST





Visioning

In early 2018, the Village of Allouez and Somerville Architects & Engineers held a “Visioning Session” with area leaders and businesses to **gain an understanding of what their vision for the future of Allouez’s streetscapes could look like.** Ideas generated from these sessions establish principles and guidelines that are later used as benchmarks to develop future designs. The photos and design elements below and on the following page are the top ranked concepts that the Visioning group selected.

TOP RANKED DESIGN ELEMENTS

- | | |
|---|---|
| 1 WALKING PATHS
(That tie to area amenities
Fox River Trail, East River Trail) | 9 ATTRACT YOUNGER
GENERATION |
| 2 SIDEWALK CAFE | 10 MIXED-USE DEVELOPMENTS |
| 3 BICYCLE LANES | 11 AWNINGS |
| 4 BENCHES | 12 CONDOS / TOWNHOMES |
| 5 MULTI-STORY BUILDINGS | 13 BALCONIES |
| 6 LOCALLY-OWNED
BUSINESSES | 14 BUILDINGS WITH LARGE
TRANSPARENT WINDOWS
ON THE FIRST FLOOR |
| 7 BICYCLE RACKS | 15 PUBLIC GATHERING SPACE |
| 8 CREATIVE CROSSWALK
DESIGNS | 16 WIDE SIDEWALKS |

TOP RANKED DESIGN ELEMENTS





#1
PICKS



#2
PICKS



#2
PICKS



#1
PICKS



#2
PICKS



PROPOSED

Site Plan

KEY

- A** TWO-STORY - MIXED USE
- B** TWO-STORY - MIXED USE (B.1. - Bank Tenant)
- C** SINGLE-STORY - COFFEE SHOP / CAFE
- D** SINGLE STORY - COMMERCIAL / RETAIL
- E** THREE-STORY - MIXED USE (E.1. - Bank Tenant)
- F** THREE-STORY - MIXED USE (F.1. & F.2. - Cafe/Restaurant Tenants)
- G** THREE-STORY - TOWNHOMES
- H** TWO-STORY - MIXED USE
- J** VILLAGE GREEN / PARK (J - Amphitheater, J.1. - Concessions & Restrooms)
- K** THREE-STORY - APARTMENTS
- L** TWO-STORY - MIXED USE (L.1. - Drive-Thru Tenant)
- M** THREE-STORY - APARTMENTS





Conceptual

STREETScape

VIEW OF WEBSTER AVENUE & ST. JOSEPH STREET INTERSECTION
LOOKING NORTH



Conceptual

STREETSCAPE

VIEW OF WEBSTER AVENUE LOOKING SOUTH AND ENTRANCE TO THE VILLAGE GREEN



Conceptual

STREETSCAPE

VIEW OF THE VILLAGE GREEN WITH COMMUNITY GREEN SPACE AND AMPHITHEATER



Conceptual

STREETSCAPE

VIEW OF WEBSTER AVENUE & ST. JOSEPH STREET INTERSECTION
LOOKING NORTH



Conceptual

STREETScape

VIEW OF WEBSTER AVENUE & ST. JOSEPH STREET INTERSECTION
LOOKING NORTHEAST



Conceptual

STREETScape

VIEW OF WEBSTER AVENUE LOOKING SOUTH TOWARD THE ST. JOSEPH STREET INTERSECTION



Conceptual

STREETSCAPE

VIEW OF WEBSTER AVENUE & ST. JOSEPH STREET INTERSECTION
LOOKING WEST



Conceptual

STREETScape

VIEW OF WEBSTER AVENUE LOOKING NORTH TOWARD THE VILLAGE GREEN ENTRANCE



Conceptual

STREETSCAPE

VIEW OF THE VILLAGE GREEN ENTRANCE



Conceptual

STREETScape

VIEW OF THE VILLAGE GREEN AMPHITHEATER FROM
OUTDOOR RESTAURANT SEATING

Allovez
Historically progressive


somerville
architects | engineers