

DE PERE®



ILCMA/WCMA
2022 SUMMER CONFERENCE

DE PERE

C R A C K I N G T H E
D O W N T O W N S E C R E T U S I N G
L O C A L A S S E T S , A R T S ,
A N D D I V E R S I T Y

De Pere

Cracking the
Downtown Secret
Using Local Assets,
Arts, and Diversity

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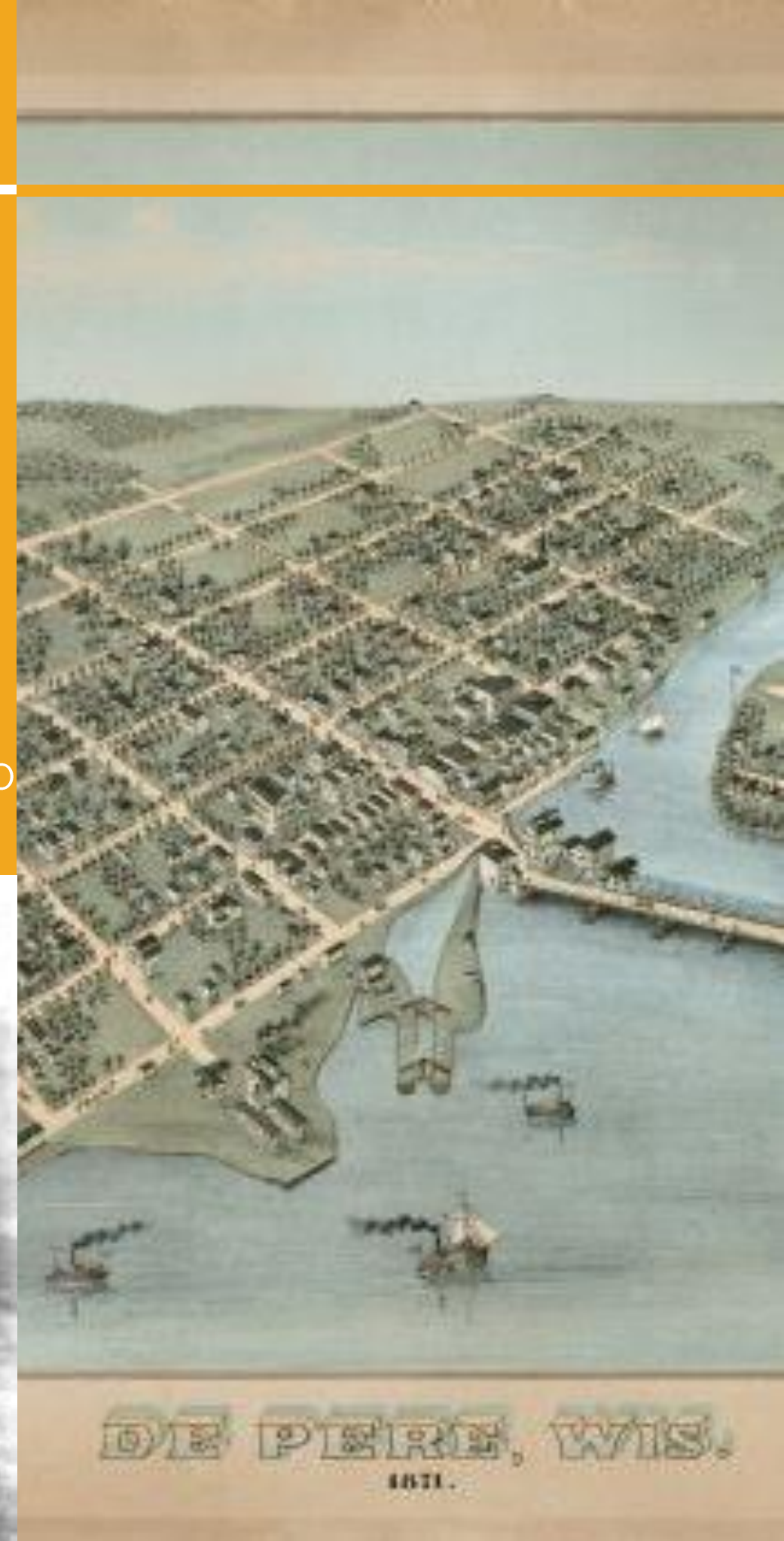
Roadmap

- Brief De Pere History
- Challenges & Opportunities
- Partnerships
- Strategic Plan and Branding
- Public Engagement
- Placemaking
- Landmark Projects
- Land Use & Cultivating the Creative Community
- Public Art
- Facade Grants & Historic Preservation
- Programming and Events
- Next Steps



Brief De Pere History - Two Communities to One

- 1630-1640 Marked as missionary location (Nicolet/Allouez)
- Nearly 200 Years as a small outpost for trading and travel
- 1829 First permanent settler to De Pere (east)
- 1837 First permanent settler to De Pere (west)
- 1851 Village of De Pere (east)
- 1864 Village of West De Pere (west)
- 1883 Both became cities (De Pere and Nicolet)
- 1880's Several bridge and downtown-wide building fires
- 1890 Merge into one City primarily for cost-sharing mechanisms related to a new bridge and fire protection.



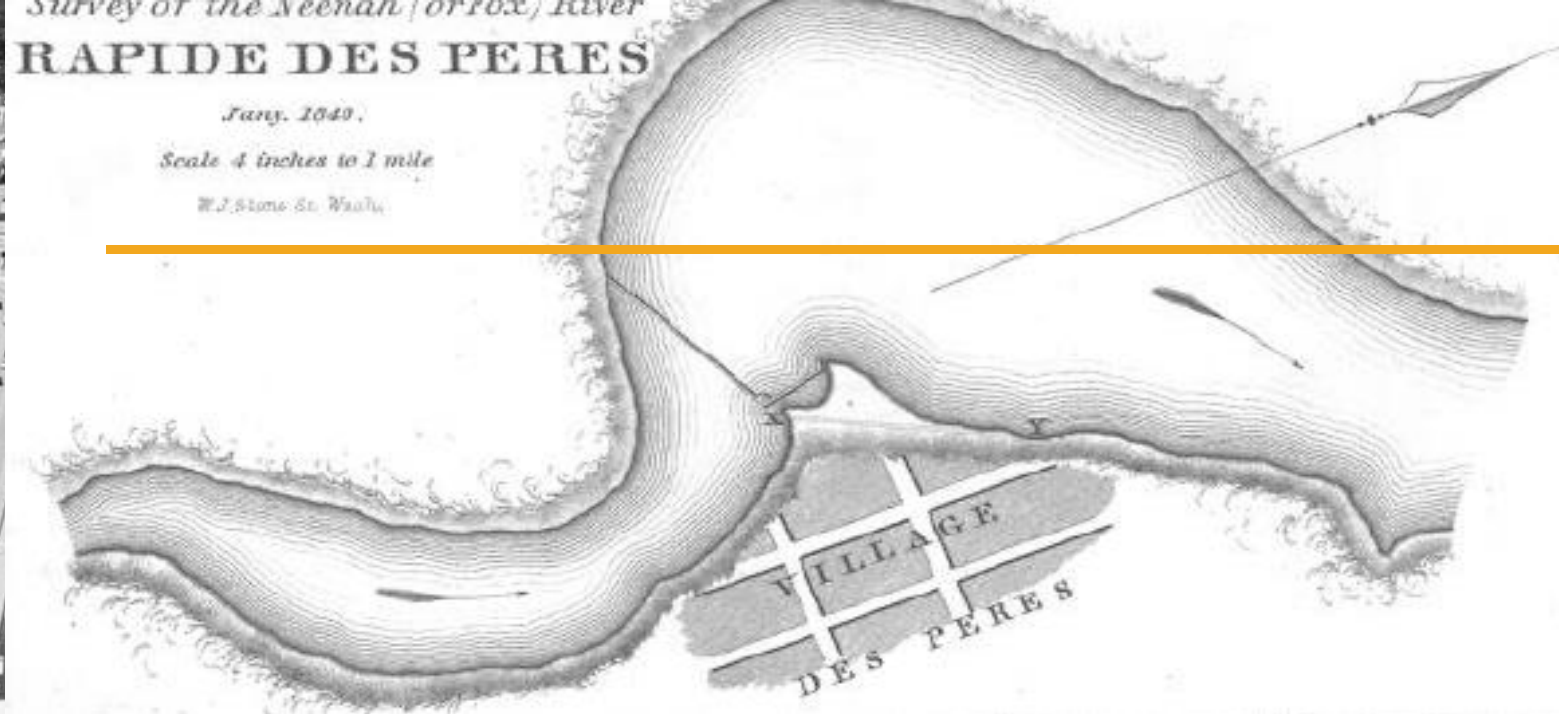
*Claude Allouez Memorial Bridge at De Pere, Wis., Officially
Sunday, July 2, 1933*

04

Brief De Pere History - (cont)

- 1894 after four years of debate new bridge opens to connect community and start of Nicolet Mill
- 1900-1930 Downtown continues to grow and need for a new bridge to connect the two communities
- Bridge was repair in 1970's and replaced in 2007





Challenges

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- Engrained history of two communities
- River bisecting downtown
- State Connecting highways and Roundabout
- High speed zones on both east and west sides
- Disjointed parking system
- Low walking tolerance by residents and employees
- Need to balance historic preservation vs new development
- Growing college campus presence
- Affordable/workforce housing



Opportunities

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- Pivot to an experienced-based economy
- Quality building stock
- Ample infill and redevelopment opportunities
- **Partnership** opportunities with SNC, Definitely De Pere, De Pere Chamber of Commerce, school districts, and the Mulva Cultural Center
- Strategic Plan and Branding

2018 Strategic Plan and Branding

Beginning in the Fall of 2017, the City of De Pere undertook a planning process to develop a Strategic Vision Plan for the City to guide future decision making by defining a vision and mission for the City.



Strategic Plan

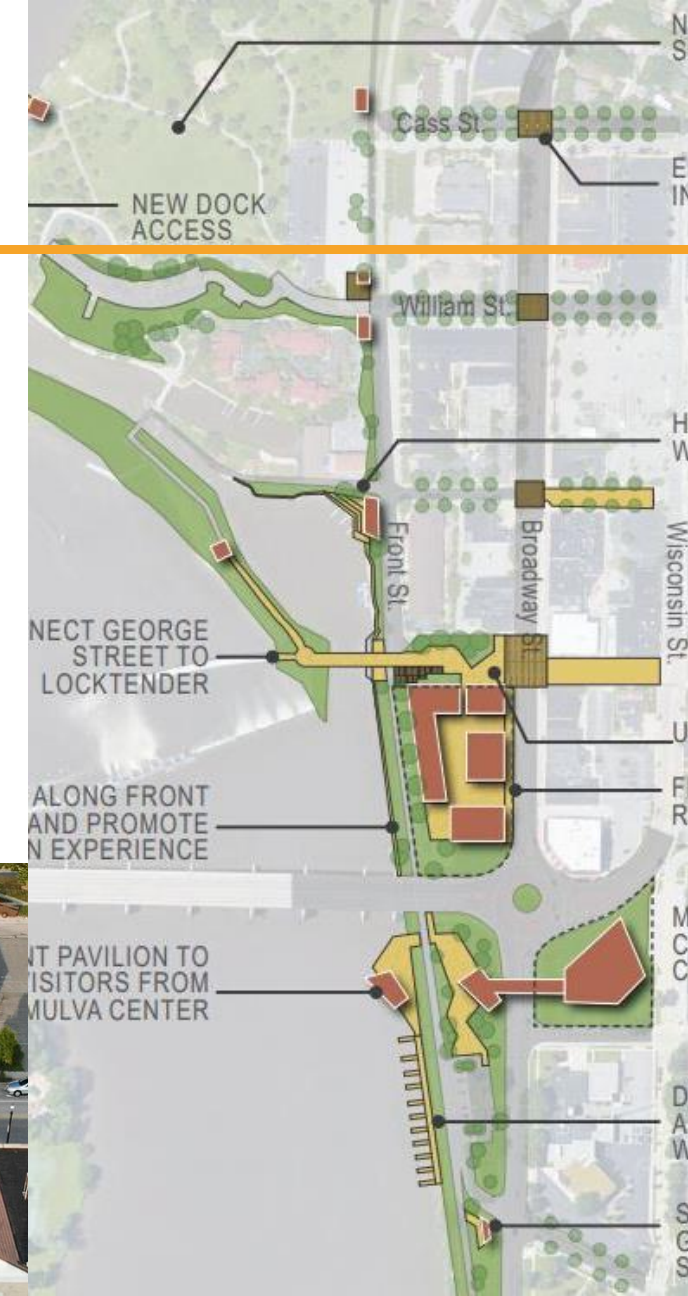
VISION AND GOALS



Encourage the growth of business

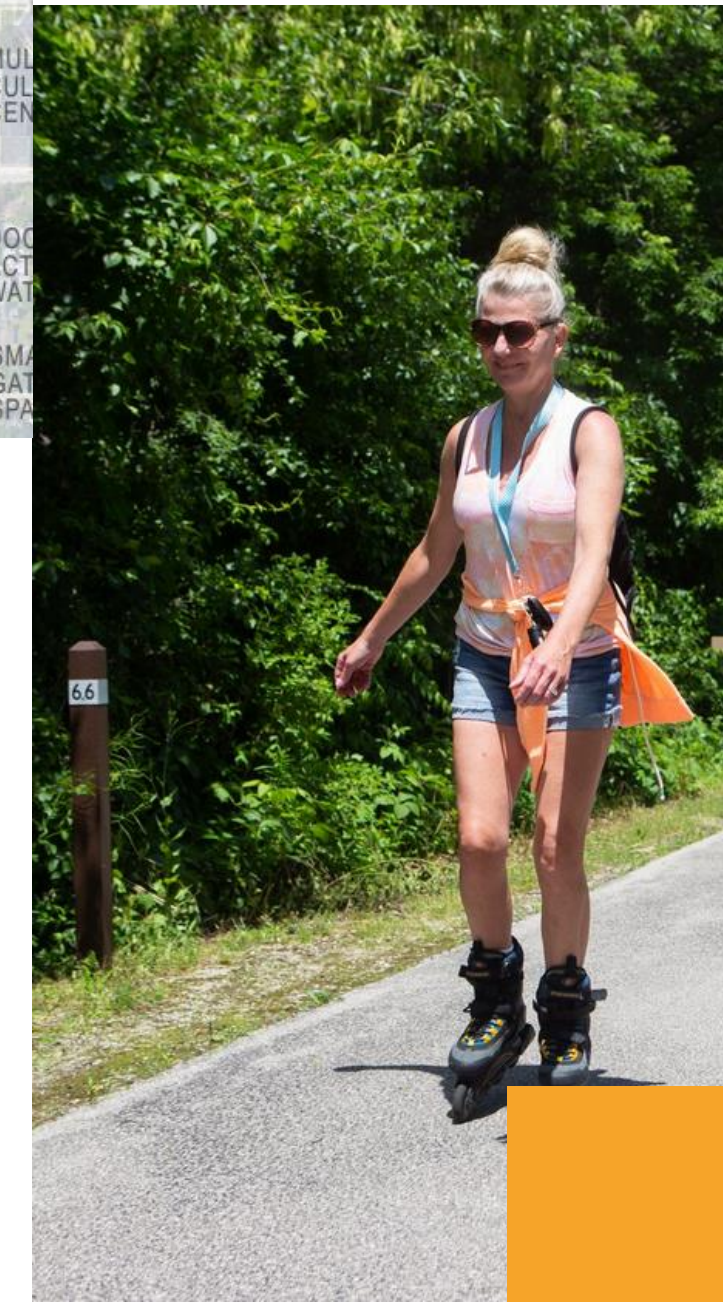


Grow the downtown to provide new commercial, entertainment, cultural, and housing opportunities for De Pere without losing the authentic character the community has built



Increase and coordinate unique activities that enliven the City and increase the sense of community

Embrace, enhance, connect and activate the open space networks throughout the City





DE PERE'S VISION

De Pere's unwavering focus on quality of life will set a national standard for a vibrant community.

DE PERE'S MISSION

De Pere will foster an engaged community spirit and encourage forward thinking to seize on opportunities for education, business, recreation, and culture — with steadfast support for the city's history and character.



THE BRAND PROMISE

De Pere is the destination for anyone looking for exceptional opportunities offered by a business-friendly environment, great schools, respect for history, vibrant culture, and recreation — and new ideas

De Pere Brand Architecture

Genuine.
Down to earth.
Forward thinking.
Rooted in strong values.



Planning Process - Public Engagement Philosophy

**THIS VISION AND MISSION REFLECT THE
CHARACTER OF THE COMMUNITY, THE
VALUES OF THE RESIDENTS AND WORKERS
OF DE PERE, AND THE GOALS FOR THE
FUTURE.**

FORMER MAYOR MICHAEL WALSH

Place making



Definitely De Pere Beautification Committee: Banners, planters, hanging planters - beautification committee

Use of public ROW for private spaces with minimal disruption



Coordinating Pedestrian and street light replacements with DOT. Implementing Rectangular Rapid Flashing Beacon (RRFB) Pedestrian Crosswalk Systems, painted crosswalks

Encouraging 360 design for downtown investment



Community Focused Landmark Projects



Mulva Cultural Center

75,000-square-foot cultural destination. Mulva Cultural Center is the vision of James J. and Miriam B. Mulva, De Pere natives whose immense generosity will provide world-class cultural experiences for generations to come.



Community Focused Landmark Projects

Art Alley



Community Focused Landmark Projects

Walsh Plaza





VISUAL ART

PERFORMANCE ART

LANDSCAPE ARCHITECTURE



ARCHITECTURE

CULINARY ART

FASHION



STUDIOS

BODY ART

CLASSES

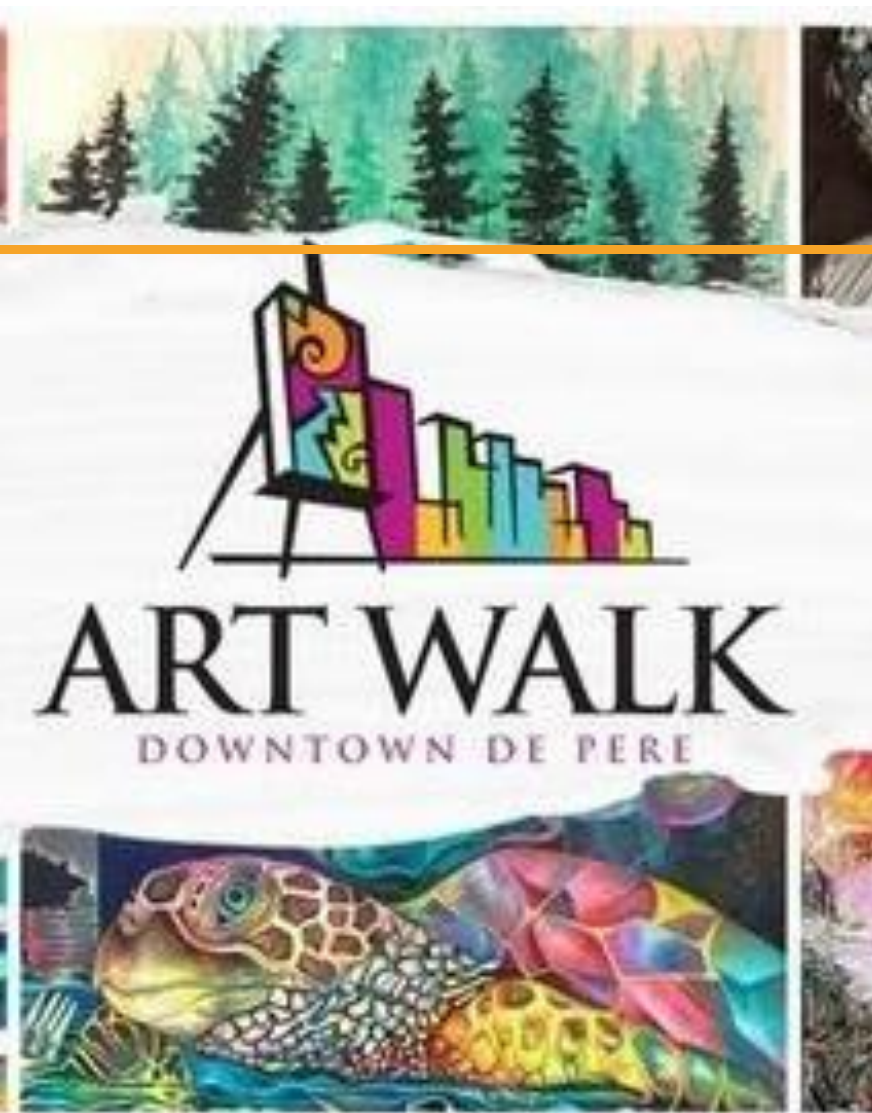
Land Use & Cultivating the Creative Community

Public Art

ART WALK

MURALS

SCULPTURES



Public Art

ART WALK

MURALS

SCULPTURES





Facade Grants & Historic Preservation

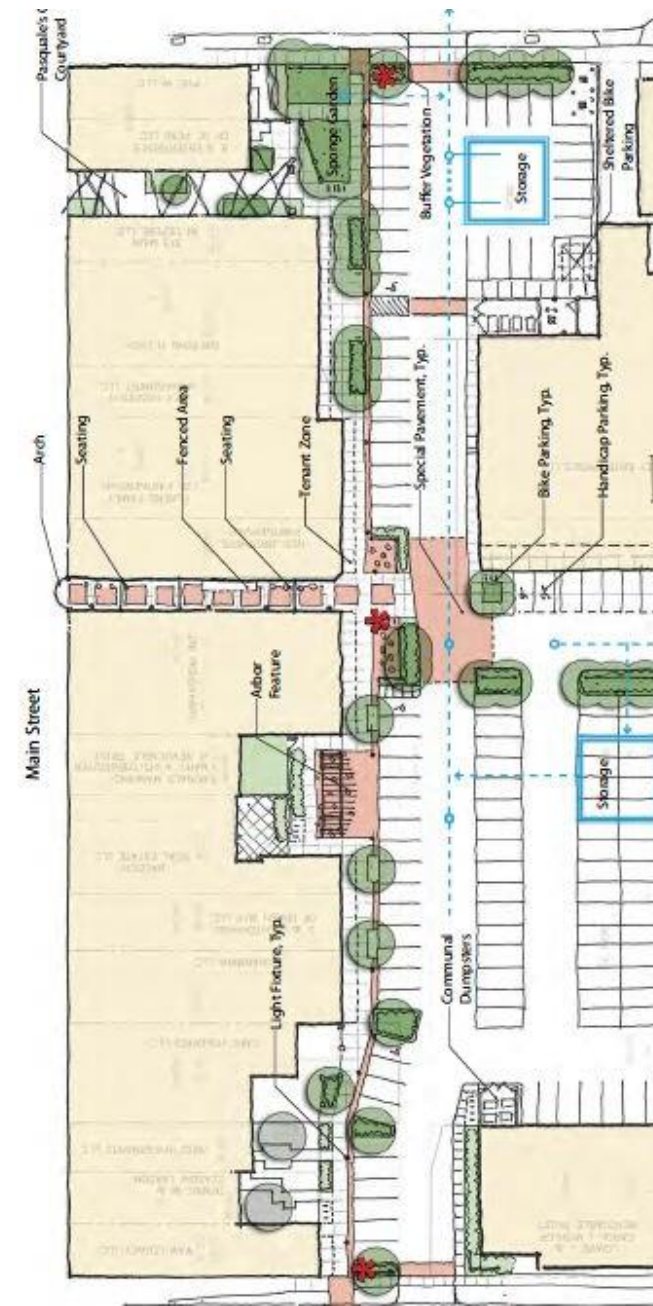


Programming and Events

Next Steps



Additional Streetspacing Improvements



Additional Downtown De Pere Mural and Sculpture Projects and Competitions

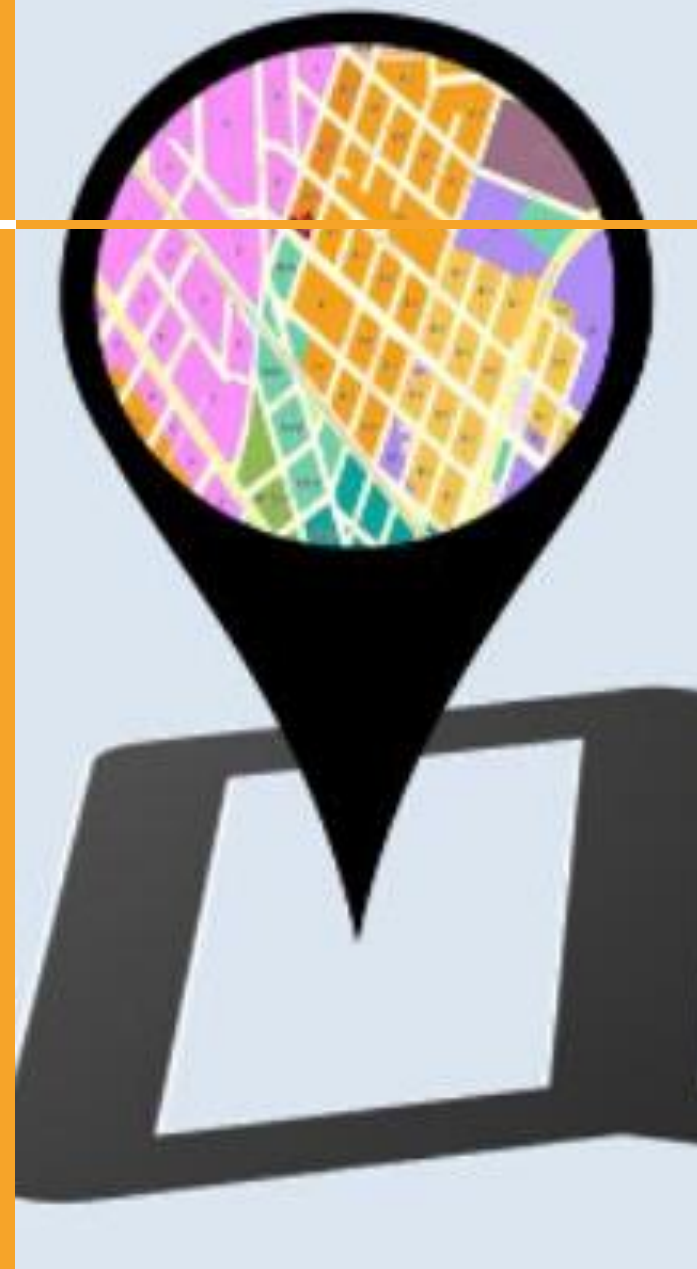


Targeted incentives for experienced based businesses

Wayfinding Plan Implementation



Next Steps



Additional
historic
preservation
grants



Redevelopment
of vacant Shopko
and other sites
damaged by fire

Zoning code
update for
flexibility and
stressing
important of
contextually
sensitive design
with new projects



Infill
Redevelopment
of brownfield
sites



Contact with us



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