Agenda Item Number _____8____

Memo

To: Community Development Authority, Village Board

Fr: Trevor Fuller, Director of Planning and Community Development

Re: ACTION RE: WEBSTER AVENUE STREETSCAPE CONCEPT

Date: 13 November 2026

Webster Avenue is one of the primary commercial corridors in the village and serves as an important gateway to the community. The corridor is anticipated to undergo significant roadway reconstruction over the next decade, creating an opportunity to reimagine the public realm and establish a cohesive vision for the future character of the corridor. However, infill development is occurring now, in the north segment of Webster Avenue, before the roadwork will begin.

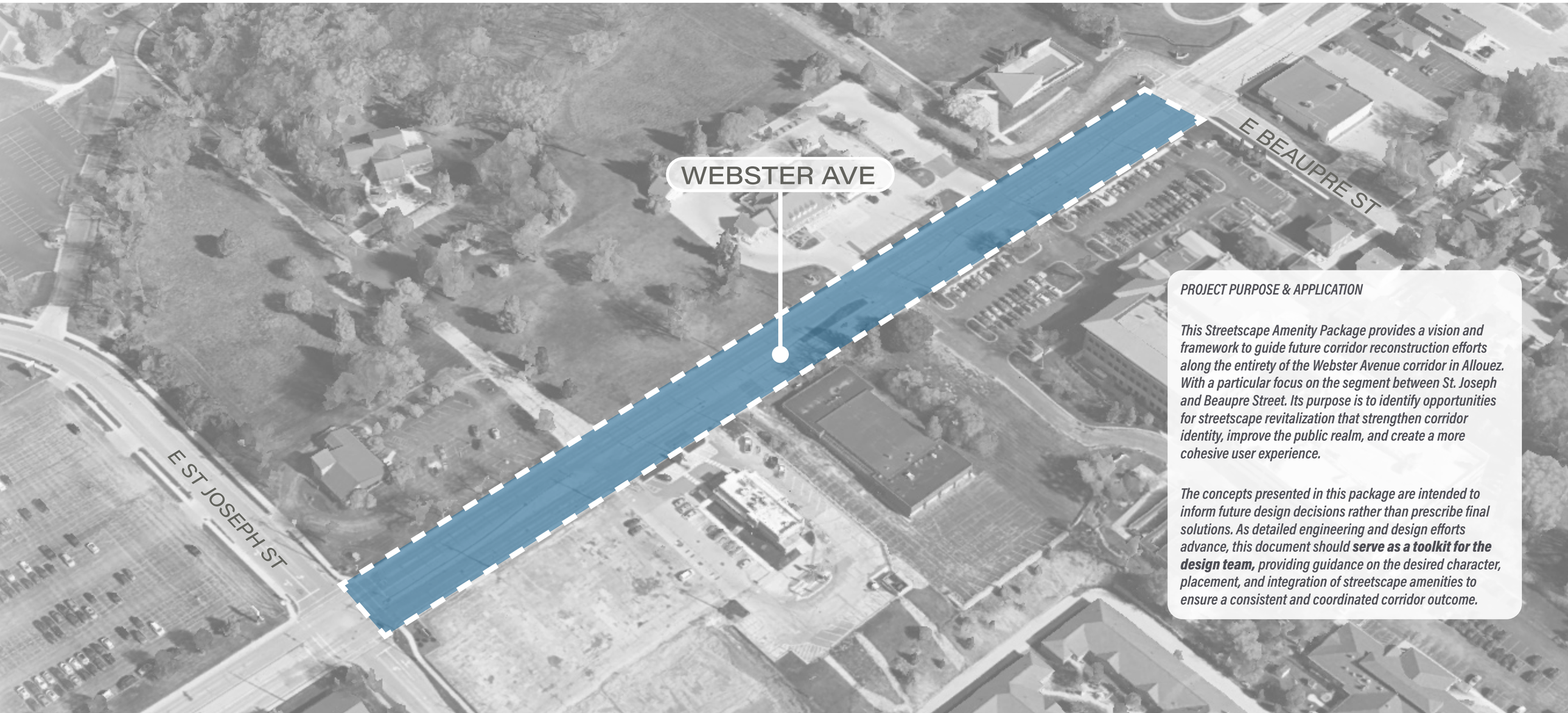
The Community Development Authority and staff have worked with ISG to develop a Webster Avenue Streetscape Design Standards Plan to guide future public and private investments along the corridor as these infill developments occur. Establishing a Streetscape Design Standards Plan provides a unified framework for property owners, developers, staff, and decision-makers as improvements are proposed. The intent is to begin shaping the long-term vision today and avoid situations where streetscape elements are installed in the near term only to be removed or replaced during future reconstruction activities.

ISG evaluated existing conditions, surrounding land uses, anticipated future land uses, anticipated roadway design standards, existing public plans, and zoning regulations to develop conceptual design directions and streetscape prototypes for Webster Avenue. ISG then was able to create a plan that focuses on the pedestrian realm, including the area between the right-of-way and the back of curb.

The resulting standards establishes a coordinated approach to future improvements while providing flexibility to respond to changing development patterns and corridor needs.

The CDA reviewed and approved the plan at the October 1, 2026 meeting.

The Village Board is asked to review and approve the Webster Avenue Streetscape Concept. A representative from ISG will be present at the meeting to present the plan and answer questions.



PROJECT PURPOSE & APPLICATION

This Streetscape Amenity Package provides a vision and framework to guide future corridor reconstruction efforts along the entirety of the Webster Avenue corridor in Allouez. With a particular focus on the segment between St. Joseph and Beaupre Street. Its purpose is to identify opportunities for streetscape revitalization that strengthen corridor identity, improve the public realm, and create a more cohesive user experience.

The concepts presented in this package are intended to inform future design decisions rather than prescribe final solutions. As detailed engineering and design efforts advance, this document should ***serve as a toolkit for the design team,*** *providing guidance on the desired character, placement, and integration of streetscape amenities to ensure a consistent and coordinated corridor outcome.*

Village of Allouez
Historically progressive

WEBSTER AVENUE

STREETSCAPE ENHANCEMENT I OCTOBER 2026

ISG

STREETSCAPE CHARACTER

Street Section

Street section defines the general roadway framework due to anticipated traffic volumes and required vehicular movement. *It establishes required transportation elements of a corridor, including lane widths and configurations, and median placements. The Department of Public Works is coordinating with Brown County on the Street Section design.*

Typologies

Character typology establishes a cohesive identity and sense of place for an area. *It provides design intent and guides how users perceive, interact and engage within spaces. This enhancement study recommends streetscape improvements informed by contextual clues. It is focused between the back of curb and the right of way line.*



Neighborhood

Neighborhood corridors are found along quieter areas, such as residential streets and near the cemetery, where a great emphasis is placed on safety, comfort, and fostering a welcoming sense of place. These corridors should provide green terraces with trees as a buffer separating the sidewalks from the street.

Interchange

The interchange accommodates the highest traffic volume with additional travel lanes. Design enhancements may include decorative pavement in medians, pole banners, and free standing planters, with approval by WI-DOT.

Commerce

Commerce corridors will be situated in areas where pedestrian activity will be higher, allowing for people to interact and access nearby businesses. Strong connectivity, visual appeal, and an engaging social hub for users should occur. Design elements such as colored concrete, plantings, pedestrian-scale lighting, and site furnishings should be included.

DEFINITIONS

Frontage Zone

Area that provides a buffer between a building's facade and the pedestrian through zone. At minimum, it provides a shy zone for walking near the buildings or for window shopping. It is the preferred location for amenities such as cafe seating, provided a minimum five-foot pedestrian throughway is maintained to ensure unobstructed pedestrian flow and a safe, accessible pathway for all users. In narrow streetscapes, the frontage zone may overlap with the Pedestrian Through Zone, limiting amenities.

Pedestrian Through Zone

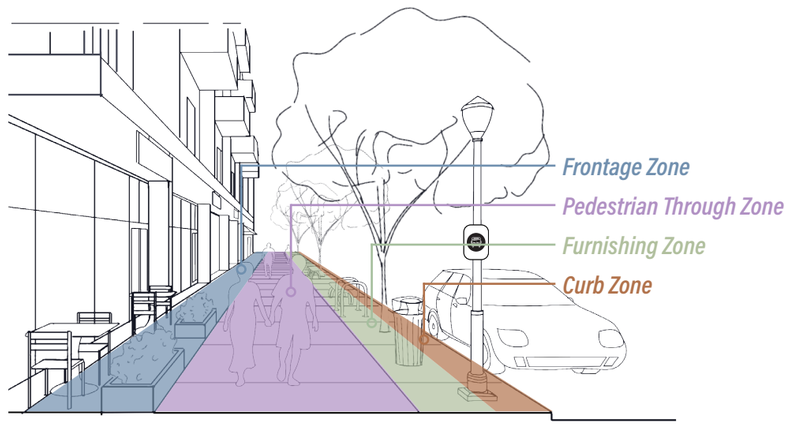
The primary, accessible pathway that runs parallel to the street, also defined as a sidewalk. A five-foot clear width meets ADA accessibility standards.

Furnishing Zone

The section of the pedestrian way between the through zone and curb zone in which street furniture and amenities, such as street trees, planters, benches and lighting are provided.

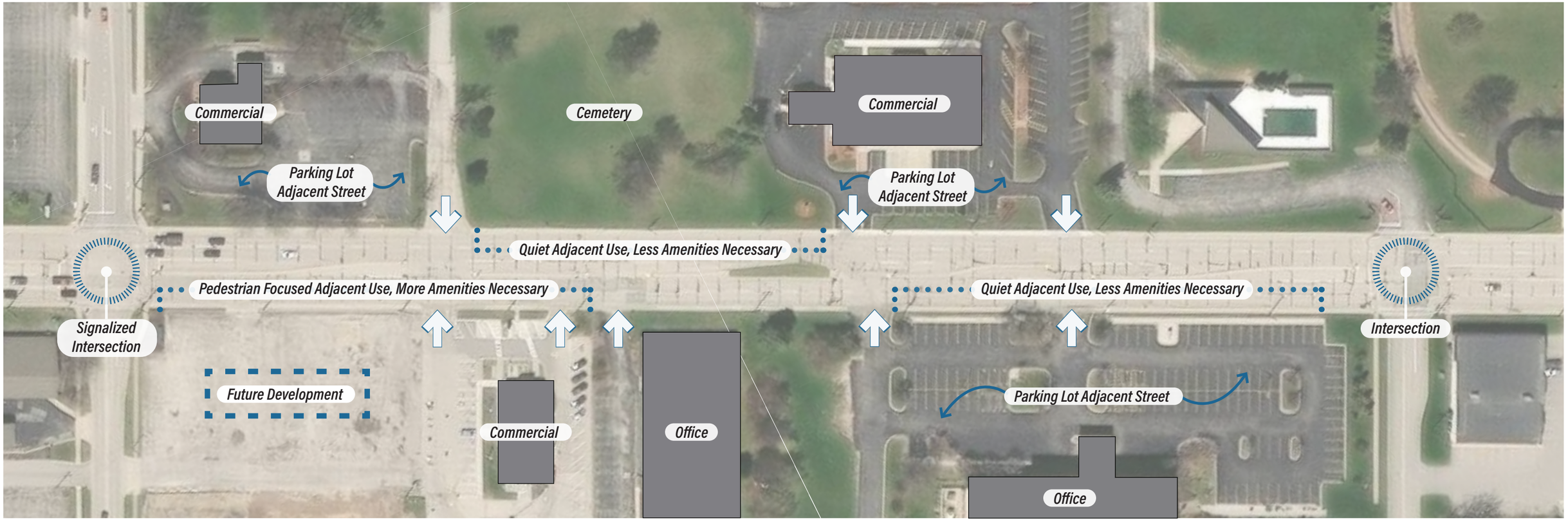
Curb Zone

Acts as a buffer between the pedestrian way and vehicular traffic. Accommodates essential elements such as minimal snow storage and vehicle door swings. Maintaining this clearance behind the curb is essential to prevent obstructions and ensure adequate space for snow removal equipment and vehicle door access in curbside parking areas. In narrow streetscapes, the curb zone may overlap with the Furnishing Zone, limiting amenities.



SITE ANALYSIS DIAGRAM

E SAINT JOSEPH ST TO E BEAUPRE ST



EXISTING CONDITIONS





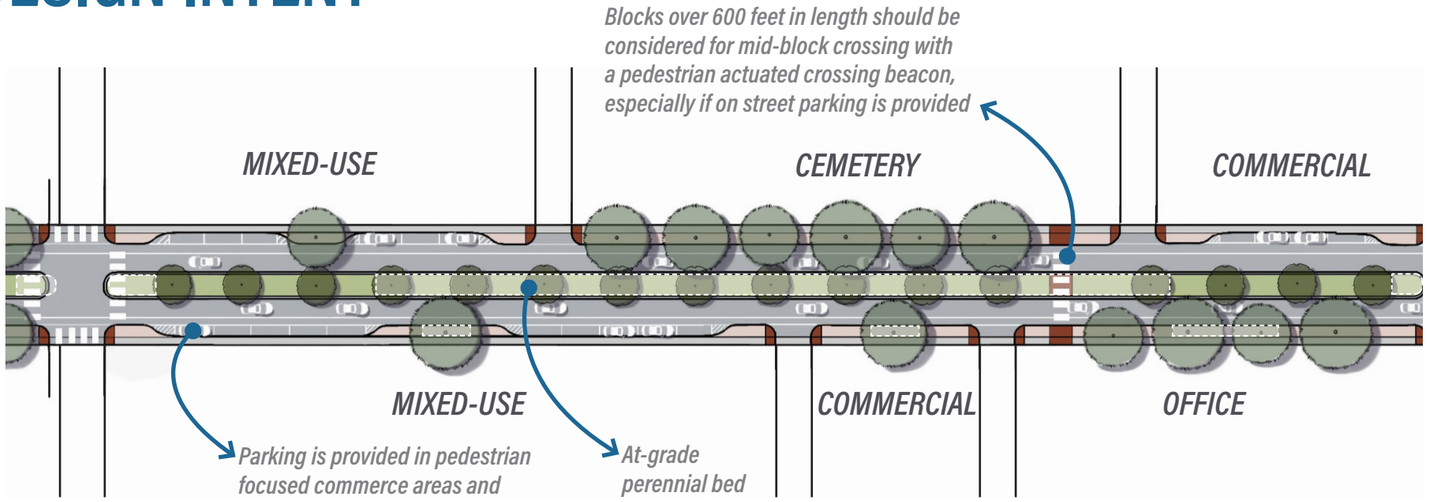


EXISTING CONDITIONS OBSERVATIONS

- *Vehicle-oriented character dominates corridor identity.*
- *Gateway character is weak and not well defined.*
- *Land use transitions create inconsistent streetscape conditions.*
- *Surface parking heavily influences visual character.*
- *Redevelopment is shifting the corridor toward mixed-use activity.*
- *Pedestrian comfort and amenities are limited. Urban tree canopy lacks continuity and maturity.*
- *Pedestrian-scale lighting is minimal.*
- *Corridor-wide identity and cohesion are currently lacking.*

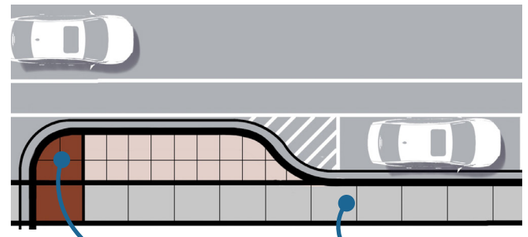
STREETSCAPE DESIGN INTENT

Integral colored concrete, in two colors, is planned within intersections, near driveways, and as an indicator of a pedestrian crossing. The colored concrete extends throughout all zones of travel along the sidewalk , alerting users of approaching transition areas.



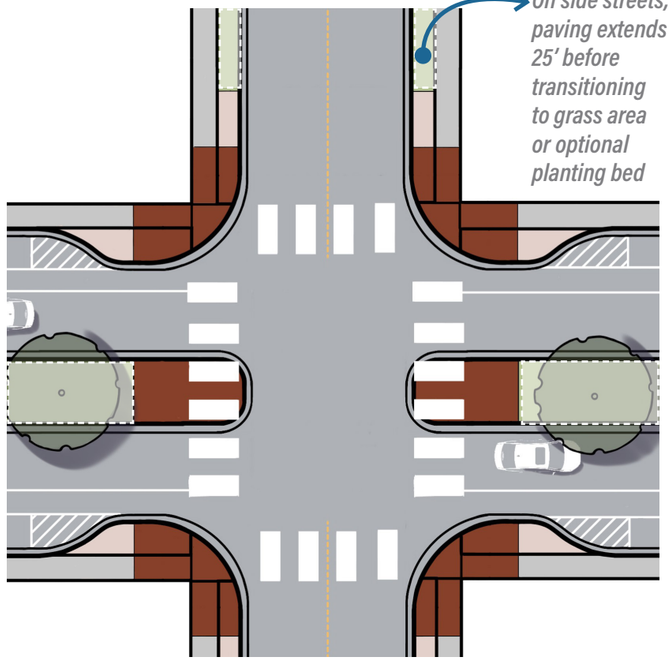
CURB CUTS + BUMPOUTS

Integral colored concrete along curb cuts and bump outs indicates driveway and intersection points.



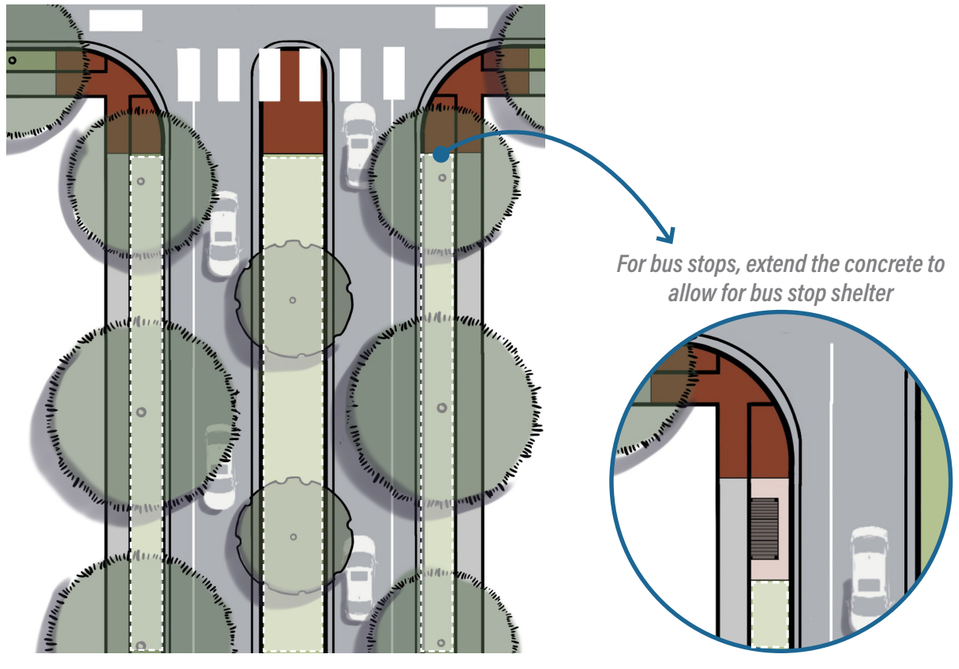
COMMERCE TYPE INTERSECTION

Integral colored concrete in the furnishing zone, seperated by on-street parking stalls, is incorporated at intersections along pedestrian crosswalks in medians.



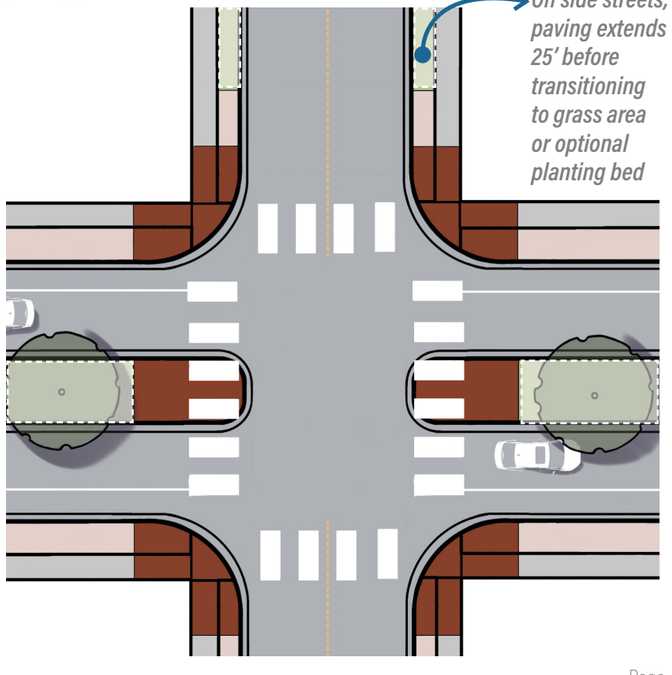
NEIGHBORHOOD TYPE INTERSECTION

Integral colored concrete and optional planting beds are provided at intersection points, extending from the furnishing zone into the pedestrian through zone.



INTERCHANGE TYPE INTERSECTION

Integral colored concrete is incorporated at intersections along with wide pedestrian crosswalks traversing the medians with no on-street parking provided.



WEBSTER AVE AMENITY PACKAGE



Product: Streetside Contour Bench

Manufacturer: Anova

Color: Black

Length: 6 Feet

Procuring powder-coated steel furnishings from a Midwest-based manufacturer will reduce shipping costs. The durable steel construction offers a service life measured in decades and can be readily refurbished through sandblasting and repainting.



Product: Streetside 40 Gallon Receptacle

Top: Bonnet

Manufacturer: Anova

Color: Black



Product: 3-Bike/1-Loop Bike Rack

Manufacturer: Anova

Color: Black



Heritage Hill light is an aesthetic inspiration for Acorn pedestrian light provided in commerce district



Utilizing a WPS product with visual cues to local aesthetic precedent offers design alignment while minimizing operations and maintenance costs.

Product: Acorn

Manufacturer: WPS

Color: Black

Accessories: Top Attachment

Decorative banners employ hierarchy of installation types based on character typology.

***Interchange** area and signalized intersections with roadway light poles feature larger banners.*

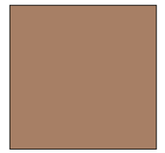
*The mid-block areas of the **Commerce** district prioritize pedestrian-scaled banners mounted on pedestrian scale lighting.*

Not all street segments require banners; installations are strategically focused where economic development or wayfinding benefits are greatest.

Seasonal decor, scaled appropriately to their respective light posts, are planned within both the interchange and commerce areas.

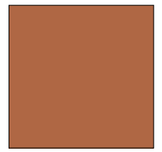


Recommended Integral Colored Concrete



Manufacturer: Sika

Color: Coral Buff



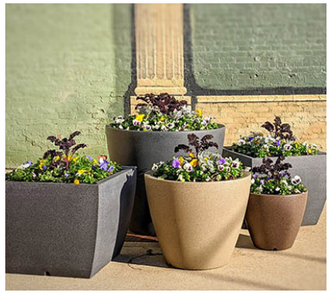
Manufacturer: Sika

Color: Weathered Terra Cotta

Integral color provides a durable, permanent, and low-maintenance solution delivering consistent appearance and long-term performance.



Features self-regulating technology that allows excess water, from precipitation events, overwatering, etc. to be distributed to the root system as necessary



Arrange planters in groupings of two or three to better create effective barriers, while adding additional visual interest



Products:

- *Urban Vase 21*
  - *18” H x 21” Top Diameter*
- *Urban Vase 31*
  - *25.75” H x 31” Top Diameter*
- *Urban Vase 41*
  - *36” H x 41” Top Diameter*

Manufacturer: Earth Planter

Color: Millstone

ADDITIONAL DESIGN CONSIDERATIONS

DESIGN OPTION - LIMESTONE

Limestone is a prevalent material in community buildings and landmarks. Strategic use of limestone in the streetscape could occur in a variety of ways.

- *Stone slab benches could replace furniture benches in low use areas, or stone slabs could be used as public art pedestals.*
- *Stone planter curb could frame planting beds in high-intensity areas of the corridor where pedestrian traffic and amenity investment is high.*
- *Naturalistic stone outcroppings could be included in planting beds for a low maintenance and low cost upgrade in neighborhood district.*



Example of Limestone in Allouez



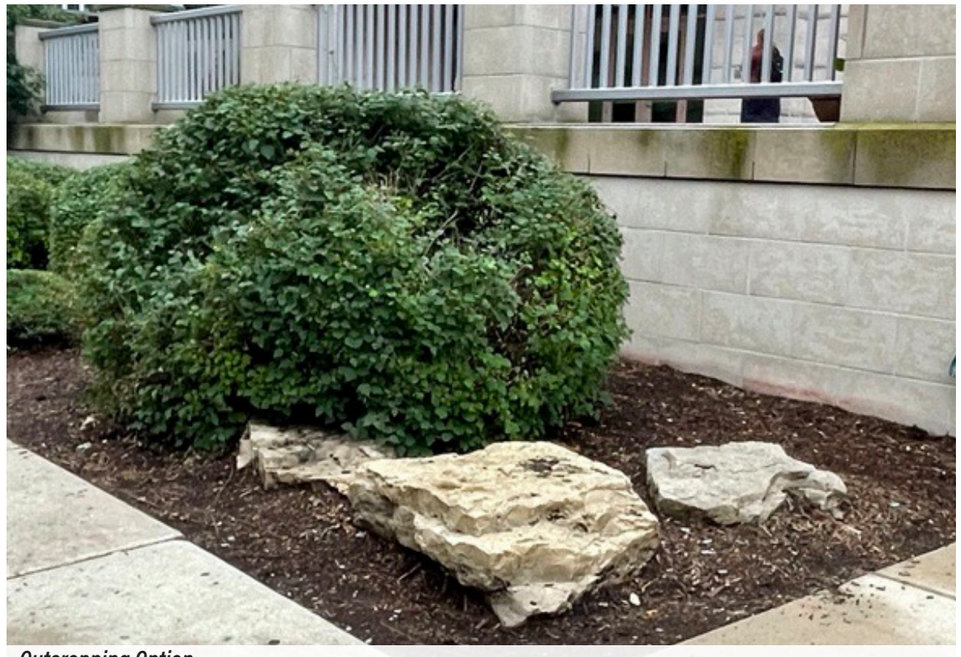
Example of Limestone in Allouez



Stone Planter Curb Option



Stone Bench Option



Outcropping Option

PERENNIAL + LOW SHRUB OPTIONS

In lieu of at grade annual plantings, perennials and low shrubs could enhance the corridor medians and boulevards strategically. With lower water use, after establishment, and seasonal maintenance the following could be options for jump-starting the corridor planting design.

FULL SUN

- *Schizachyrium scoparium I Little Bluestem 'Blaze'*
- *Sporobolus heterolepis I Prairie Dropseed*
- *Panicum virgatum I Switchgrass 'Heavy Metal'*
- *Phlox subulata I Creeping Phlox 'Fort Hill'*
- *Liatris spicata I Dense Blazing Star 'Kobold'*
- *Penstemon I Beardtongue 'Midnight Masquerade'*
- *Allium I Ornamental Onion 'Serendipity'*
- *Hylotelephium spectabile I Sedum 'Autumn Joy'*
- *Asclepias tuberosa I Butterfly Weed*
- *Salvia nemorosa I Woodland Sage 'Caradonna'*
- *Rudbeckia fulgida I Black-Eyed Susan 'Goldsturm'*
- *Echinacea purpurea I Purple Coneflower*
- *Salvia yangii I Russian Sage 'Blue Steel'*
- *Rosa I Rose 'Oso Easy Italian Ice'*

PARTIAL SUN / PARTIAL SHADE

- *Hakonechloa macra I Hakone Grass*
- *Alchemilla mollis I Garden Lady's-mantle*
- *Nepeta x faassenii I Catnip 'Walker's Low'*
- *Anemone canadensis I Windflower*
- *Geranium maculatum I Spotted Geranium*
- *Rhododendron I Rhododendron 'Bubblegum'*

FULL SHADE

- *Geranium x cantabrigiense I Cranesbill 'Biokovo'*
- *Pachysandra procumbens I Allegheny Spurge*