

Focus groups offer Titletown District ideas

Richard Ryman, October 7, 2015



(Photo: Courtesy of Rossetti Design)

The public space in the Green Bay Packers' Titletown District is a 10-acre blank canvas, and for the last two days community members painted it many colors, with broad strokes and narrow. The Packers announced plans for the [Titletown District](#) in August, a commercial/residential/entertainment/social development which will be anchored by three tenants: Lodge Kohler hotel and spa, Hinterland Brewery and a Bellin Health sports clinic. It could include up to 70 townhouses and has 180,000 square feet for additional commercial development. The centerpiece is the 10-acre public space, which will include a full-sized football field and skating pond in the winter. The initial investment will be more than \$120 million.

Biederman Redevelopment Ventures conducted eight focus groups Tuesday and Wednesday to entertain suggestions for designing and programming the public park that will be the centerpiece of the Packers' 34-acre development immediately west of Lambeau Field. Biederman offered 133 suggestions, ranging from a cappella performances to Zumba, which might seem a pretty complete list. It wasn't.



"It's an open canvas. We are listening to any and all ideas," said Packers Director of Public Affairs Aaron Popkey.

With eight to 14 participants in each group, ideas were free flowing.

"It needs to be an experience they can't get anywhere else, so don't Walmartize it. And make it cellphone friendly," said Patrick Hopkins, president of Imaginasion Inc. in Green Bay.

"You have to make it accessible to people who are a little older. A lot of them are going to have hip and knee problems," said Corrie Campbell, Brown County board supervisor whose district includes Lambeau Field.

"Something large scale and unique," said Tina Quigley, executive director of Mosaic Arts inc. "When people go to Millennium Park in Chicago, they go for the Bean and the fountain. They are not going for the programs."

"A sledding hill with a warming hut so parents can watch their kids," said Ann Patteson, chairman of the Green Bay/Brown County Professional Football Stadium District. And so on.

George Roberts, who led the discussions for Biederman Redevelopment, said Green Bay is probably the smallest city they've worked in, "but it doesn't feel in these sessions like you're in a small town. We don't have to have 5,000 people at lunch (in the park) to be a success."



What it does need to be a success, Roberts said, is to be busy.

"If you are not offering a pretty diverse range of things for people to do all the time, you are not going to draw people in," he said.

Many of the businesses and organizations offering programs at the park would be from other parts of the community, so would be drawing attention, and likely visitors, to those areas as well.

Biederman's projects include Bryant Park in Manhattan, Canalside in Buffalo, Klyde Warren Park in Dallas and Military Park in Newark, N.J. Examples of programming for those parks is available at each of their websites.

Roberts listed elements that were important to the success of their other projects, including: Flexible, movable seating; exceptional public restrooms; diversity of user groups; WiFi; movies; outdoor reading rooms and games.



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