



# 10

## Special Development Areas

Chapter Nine of the Howard Comprehensive Plan identified three special areas within the built-up village for more detailed consideration: the Duck Creek Quarry, the Velp Avenue Corridor, and the Village Center district. This chapter provides this more specific discussion of these three significant opportunity areas.

Chapter Nine of the Howard Comprehensive Plan identified three special areas within the built-up village for more detailed consideration: the Duck Creek Quarry, the Velp Avenue Corridor, and the Village Center district first proposed in the village's 2002 plan. This chapter provides this more specific discussion of these three significant opportunity areas. The concepts presented here should be viewed more as illustrations of possibilities based on recommended policies rather than as highly specific redevelopment plans. They are intended as guides to future decision making by property owners, private developers, and public sector officials. Yet, these areas present opportunities that the Village should take advantage of. They have major benefits for increased investment and tax base, accommodation of new people, economic development, and community image and marketability.

### THE DUCK CREEK QUARRY: HOWARD'S HISTORIC HEART

The Duck Creek area has a strong historical significance for Howard. The area's earliest settlement was a Menominee Indian village along the banks of Duck Creek, which drew its food supply from the wild rice fields along the west bank. Later, Duck Creek fishing and hunting opportunities led to the establishment of a thriving French-Creole fur trading settlement along the creek. A sawmill on Duck Creek, built in 1827, was one of the earliest in the state. The first Duck Creek quarry was established around 1835 and provided employment for many early settlers.

As a result, the Duck Creek/Quarry area (Figure 10.1) is often considered the historic heart of Howard. This area has the potential to be a central development focus and recreational resource for Howard, but it is currently underused and underappreciated. Few businesses take advantage of the quarry lakes and many people are unaware of the history of potential of this resource.

This discussion presents a long-term vision for how the historic heart of the Village can become an integrated, central feature of the Village. This vision would evolve during the plan's 20-year horizon, and may take different form. But the concept illustrates the area's intriguing potential,

### PRINCIPLES AND ASSUMPTIONS

The Development Concept for the Quarry District incorporates the following concepts. Many of these concepts overlap directly with the goals of this comprehensive plan, as outlined in chapter 8, and the land use principles outlined in Chapter Nine.

#### Economic Development

The proposed development will provide economic benefit to the Village by attracting private investment. Amenities proposed in the concept are important elements for encouraging business and community growth.

### Quarry Area Utilization

The quarry areas are currently employed for uses such as the Brown County road maintenance operation, a public facility with industrial characteristics. However, the quarries' great potential as a community resource should encourage more intensive public use and private reinvestment. As viable alternatives emerge for quarry area development, the village should work with current users to relocate to more appropriate locations.

### Water and History

Many successful urban revitalization projects have demonstrated that water is a significant catalyst for recreation, commerce, and housing. The scenic quarries are close to the Velp and Glendale commercial node and convenient to US 41. This feature, in a strategic location with excellent regional transportation access, can stimulate substantial private investment. The rich history of this area will add a unique dimension to new development. The development plan should showcase both the industrial and Native American history.

### Linkage of Area Resources

The plan should contribute to linkages among existing resources and amenities, such as the trail system. The trailhead of the Mountain Bay State Trail is located near the northeast corner of the quarry and connects the area to the greenway network proposed by this plan.

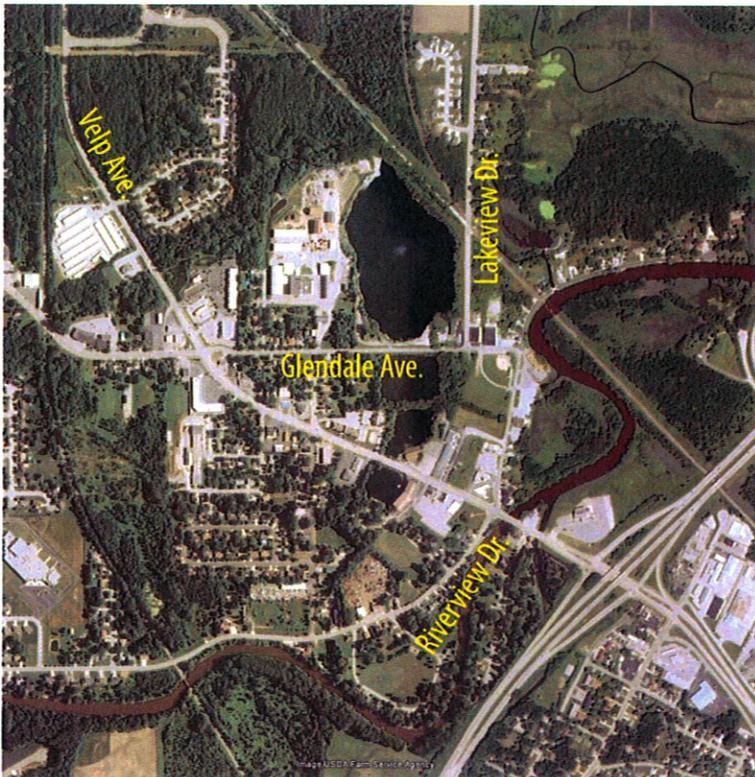


Figure 10.1: The Duck Creek Quarry and Surroundings

### **Increased Housing Choice**

The historic heart of Howard can provide an alternative, urban living style that complements the village's more prevalent low-density single-family character, especially important for both younger and older housing consumers. The quarries can capitalize on this growing market for smaller, quality detached and attached dwellings that are linked to urban services, quality pedestrian facilities and other amenities. Higher density mixed use development here takes advantage of existing infrastructure and can help Howard achieve its ultimate growth goals.

### **Compatibility with Existing and Planned Development**

The development concept should be compatible with existing development and provide opportunities to improve linkages to the rest of the Village, including existing commercial development.. Planned private developments that are consistent with the goal of revitalization will also be incorporated into the overall concept.

### **Major Recreation**

In addition to encouraging private development, the quarries open important recreation possibilities, ranging from a waterfront promenade and pathways to a beach. These can further add to the quality of living in Howard.

## **DEVELOPMENT CONCEPT OVERVIEW**

Figure 10.2 illustrates existing and proposed features of the Duck Creek Quarry concept plan. Existing resources include:

- Duck Creek and the chain of four quarries
- Mountain Bay Trail
- Memorial Park
- Historic Angeline Champeau Rioux House at 2183 Glendale Ave, listed on the National Register of Historic Places.
- Duck Creek Cemetery
- Barney Williams Park (not shown - located directly south of the map)

The concept plan illustrates how these community amenities can be improved by linking them together and to the rest of the community. The major features of the concept include:

- Quarry Promenade
- Major Residential and Commercial Redevelopment
- Relocation of Lakeview Drive to connect to Riverview Drive
- Trail linkage west to the Glendale/Velp commercial node and Village Hall
- Trail connection to Duck Creek.

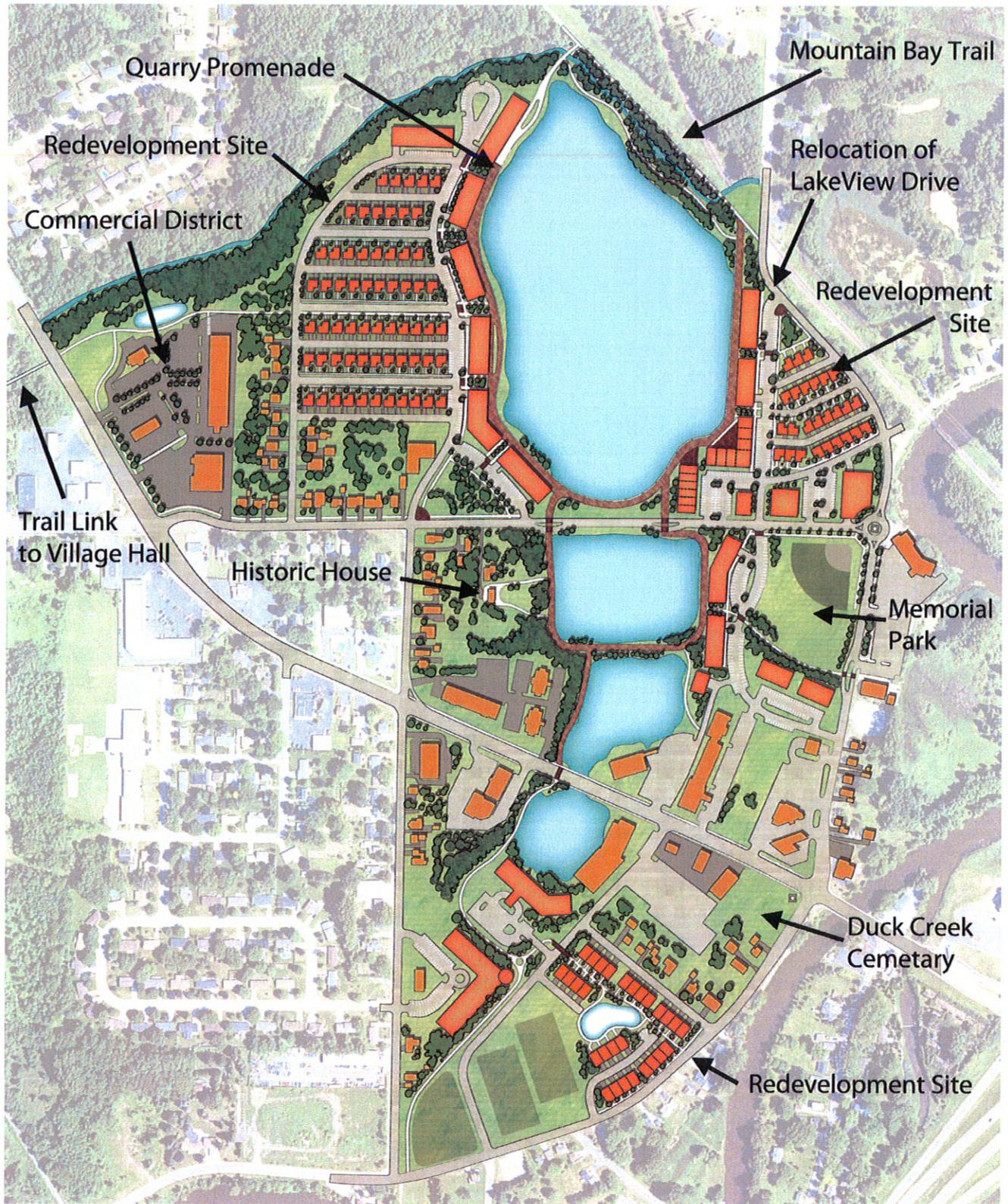


Figure 10.2 - Duck Creek Quarry Concept. Existing buildings are shown in orange, with proposed buildings in pink.

The development concept will be discussed by subarea in the sections below.

North Subarea

Figure 10.3 illustrates the north subarea, north of Glendale Avenue. The quarry lake north of Glendale is the largest of the four bodies of water, and represents the best opportunity for new development. The Brown County highway yard is currently using a large site on the west bank for its maintenance center and material storage. The high potential value of this waterfront site suggests that both the village and county would ultimately benefit from relocation of this quasi-industrial facility to a more appropriate site. Major components of the north subarea include:

**Quarry Promenade.** The central public feature of the north subarea is a promenade circling the quarries. The promenade could become a regional attraction that could also encourage investment in the area. It is conceived as a lighted, continuous walkway with attractive pedestrian amenities. A portion of the Quarry Promenade could become a “Howard History Walk” interpreting the stories of the Village.

**Multi-family Lakefront Buildings.** Buildings along the promenade and the west side of the quarry lake are planned as three story residential structures over parking. Non-residential uses, such as office or commercial, could be integrated into the promenade level. Lakefront buildings are served on the non-quarry side by an access road, with parking provided beneath residential levels at street level. Commercial and/or visitor parking is provided off the access road.



The Quarry development concept includes space for small-lot single-family homes. Above: a small-lot single-family neighborhood in Raytown, Missouri. Garages are located behind the house, with access from an alley.

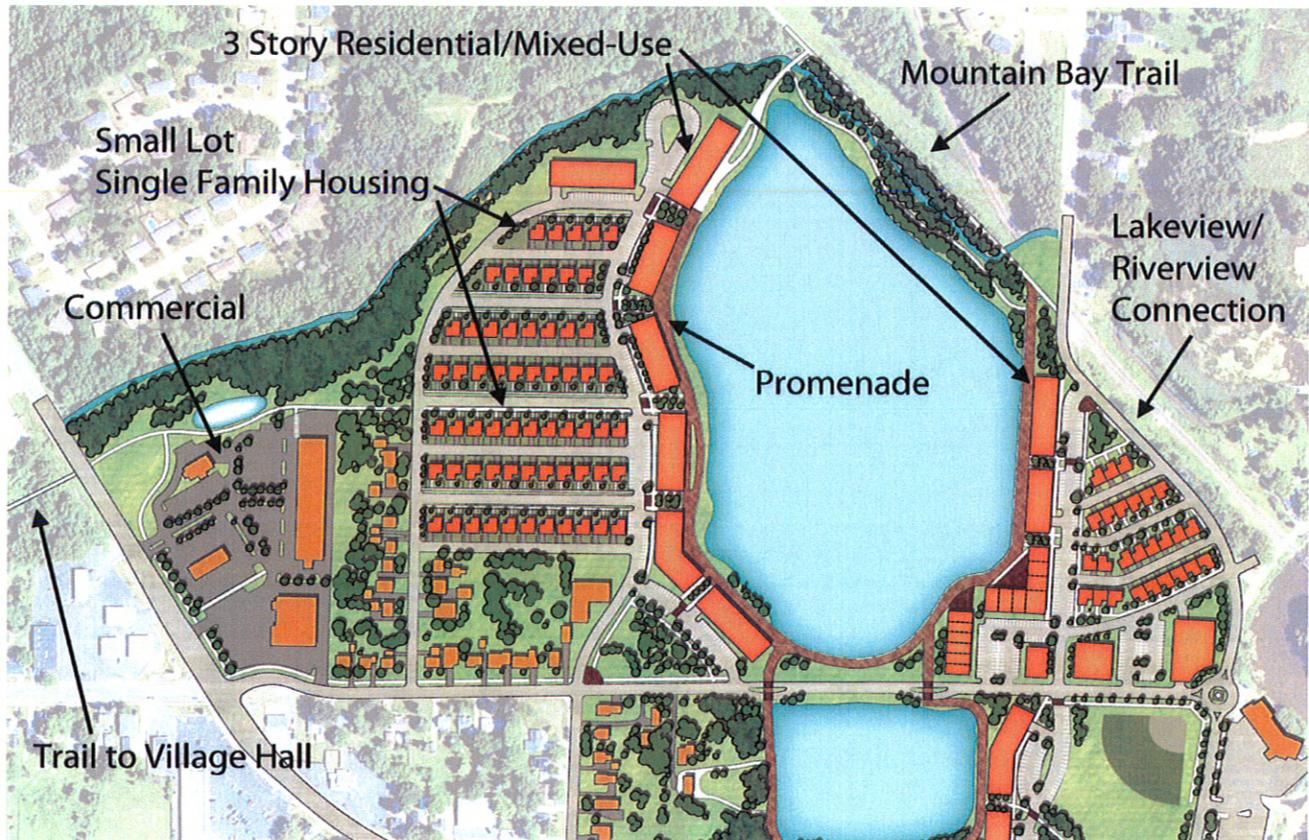


Figure 10.3 - Duck Creek Quarry Development Area - North Subarea, North of Glendale Avenue

**Urban Village.** The majority of the Brown County site would be developed by small-lot single family homes. Alley loaded lots allow for narrower lot width in the 40-45 foot range, achieving higher residential densities in detached housing. This small-lot product, increasingly popular in American cities with empty nesters and young families, is not currently offered in Howard. A local street loop extending from Ardennes Street to Maywood Avenue would serve the residential area, with east-west streets and alleys providing access to individual homes.

**Connection to Glendale/Velp Commercial Node.** Trail and street connections to the west can link new development to the substantial community commercial district at the Glendale/Velp intersection and to Village Hall. These direct connections make the Glendale/Velp Center the natural business center for a Quarry community, thereby increasing its customer base.

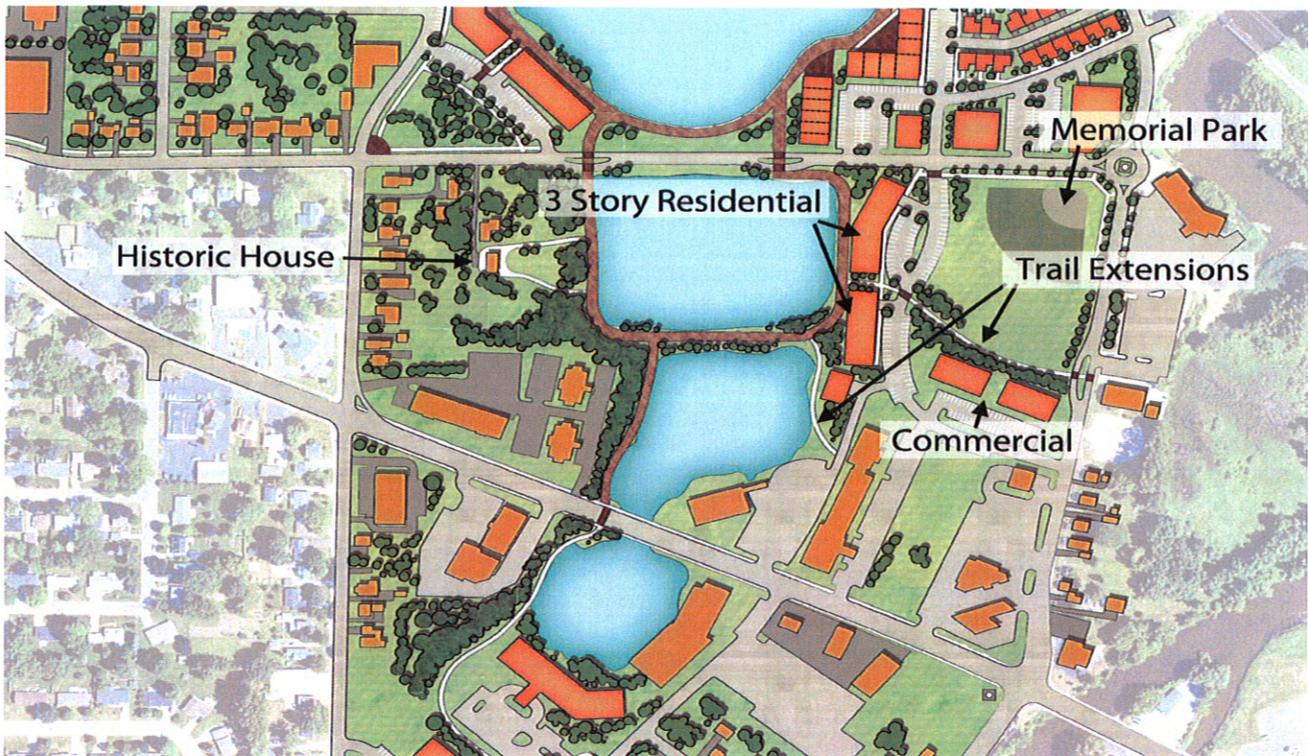
**Lakeview-Riverview Link and Adjacent Development.** A new street alignment would connect Lakeview Drive to Riverview Drive, opening up a second development site on the east side of the quarry. The two northern buildings in this second site are three-story residential buildings, with townhouses to the east. Existing commercial/office buildings fronting Glendale Avenue at Lakeview Drive could provide neighborhood uses for the new residential areas around the Quarry.

**Middle Subarea**

Between Glendale and Velp, the Quarry Promenade continues around the two middle quarry lakes (Figure 10.4). The promenade links to the historic Rioux House, the only Howard property listed on the National Register of Historic Places.

Two new 3-story residential buildings are sited to the east of the middle quarry lakes. Adequate parking and a new access point from Glendale can connect to the existing AmericInn hotel and Julie’s Restaurant off Velp. New commercial/office buildings could also be developed south of Memorial Park, with access from River-view Drive, Glendale Avenue and Velp Avenue.

The Quarry Promenade should extend south from Memorial Park, crossing River-view Drive safely by way of pedestrian refuge median. This trail would then extend to Duck Creek, and its existing and proposed trail. Consideration may also be given to the closure of Glendale Avenue between the two quarry lakes. Closing greatly improves the connection of the north and south loops of the Promenade, and could provide space for such special amenities as a pier or beach. These advantages would have to be weighed against the cost of less direct access to housing and businesses on the east side of the development area. An alternative might be traffic calming improvements on Glendale, including pedestrian refuge medians, roundabouts, and/or pedestrian signals.



**Figure 10.4 - Duck Creek Quarry Development Area – Middle Subarea between Glendale and Velp**

### South Subarea

The Quarry Promenade continues south under the Velp Avenue bridge on the west side of Quarry (Figure 10.5). Here, the Promenade becomes a multi-use trail, continuing south to Riverview Drive. This trail could then cross Riverview Drive to connect to nearby Duck Creek. The links between the Quarry Walk and Duck Creek are important for providing recreational continuity, and should be completed as part of trail planning and construction along this section of the stream.

The south end of the quarry area includes two development opportunities. A local developer has proposed an extended stay lodging facility on the lake with senior housing project to the southwest. These projects would enjoy easy access to the Quarry Walk Promenade and Velp Avenue commercial along the proposed multi-use trail.

Another concept plan has already been submitted for property (including a salvage yard) on the southeast corner of the south quarry lake. To access this development site, Elmwood Court loops around the new development, connecting back to Riverview at Valley Lane. The current plan suggests reuse of the salvage yard as a privately-owned sports park.

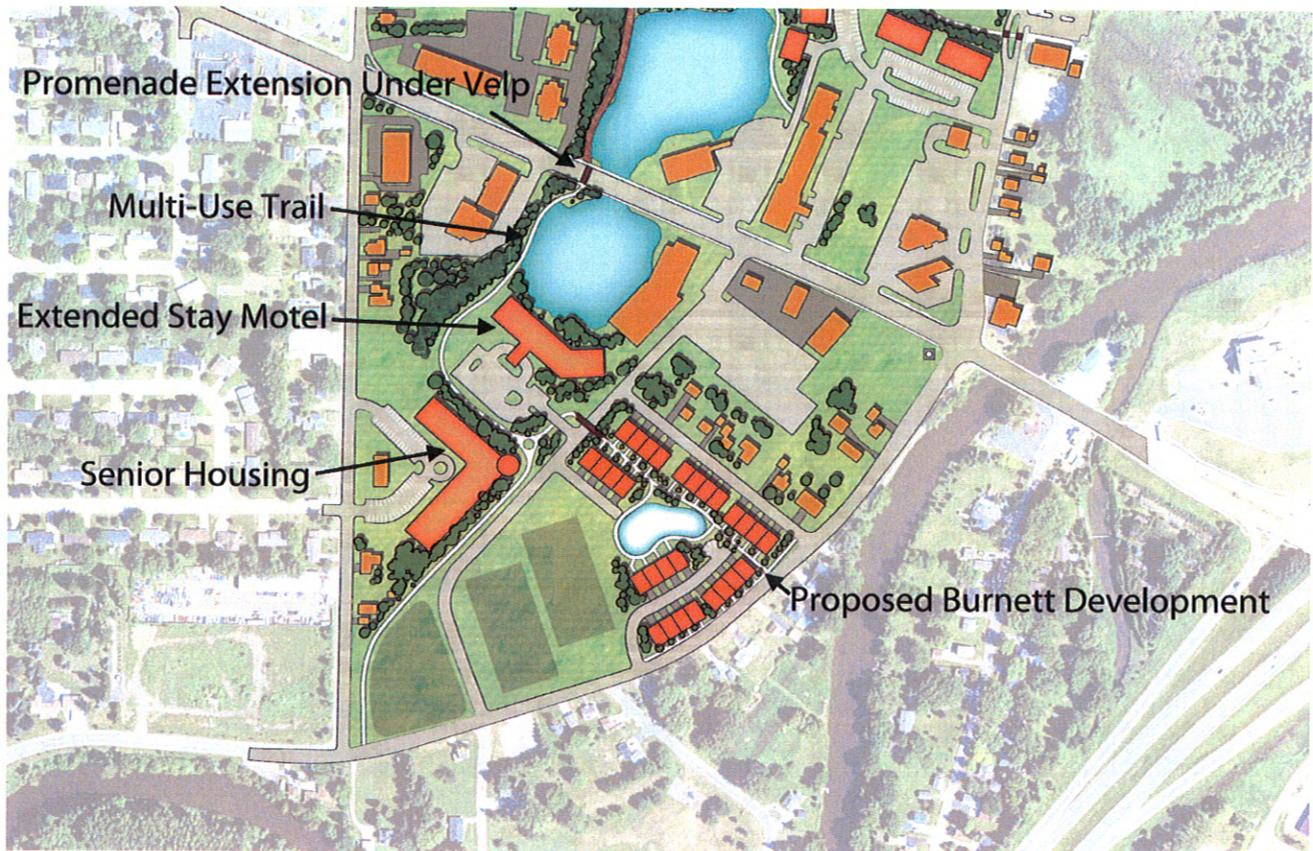


Figure 10.5 - Duck Creek Quarry Development Area – South Subarea south of Velp

#### Development Yield

The Duck Creek Quarry concept includes seven new commercial/office buildings, a new extended-stay hotel, eleven three-story multi-family residential structures, a new single-family urban village, senior housing, and a townhouse development. Approximate yield includes:

- 80,000 square feet of commercial/office development (assuming one-story)
- 425 multi-family units
- 28 townhouses
- 88 small-lot single-family homes
- 50 senior living units (assuming one-story)
- 45 extended stay hotel units (assuming one-story)

Total potential value of this private development (2012 estimate) is \$105 million. (This estimate does not consider site improvements and utilities.)

This concept plan illustrates development and amenity potentials. Actual development may vary, depending on market conditions and funding availability. The next step in the process is to undertake a more thorough development concept that investigates the feasibility of specific projects and includes conceptual design and statements of probable cost of public amenities.

#### THE VILLAGE CENTER

The Village Center concept included in the 2002 plan and 2005 concept recommended a mixed use new urban center between Cardinal and Shawano north of Riverview Drive to Meadowbrook Park. Its study area also included the Cardinal Lane corridor to Duck Creek. Since 2002, some progress has been made consistent with the Village Center concept, including construction of the village's public library; and a mixed use building featuring apartments over commercial development and new townhouses on Cardinal south of Riverview.

However, other development, including freestanding office buildings along the north side of Riverview and single-purpose multi-tenant commercial space on the east side of Cardinal respond to market demands but are not completely consistent with the Village Center's downtown-like diagram. Further, the development of Linville as a significant commercial corridor, the likely growth of retail development along US 41 and STH 29, and changes in markets after 2008 including the re-emergence of multi-family development as a strong demand, require revisiting the 2005 concept plan. Figure 10.6 displays a revised concept for this potentially important development area. The goal of the the Village Center is to establish a mixed-use neighborhood with offices, limited commercial, civic and public space, and a variety of housing choices. These include single family houses, apartments, and urban housing types that include single-family attached and townhouse units. The revised plan proposes:

- A local street network, extending DNR Drive as an east-west boulevard across the Village Center, desirably continuing all the way east to Cardinal Lane north of the YMCA.

The boulevard provides a common boundary for office/commercial uses on the south and residential uses on the north, and continues through a potential civic complex that features a central civic park. The boulevard is complemented by a system of local streets that serve development in the area. Rhine Street and Riverwood Lane continue north of Riverview to DNR Boulevard, continuing north into the residential portions of the Village Center.

- An emphasis on office and residential development over substantial downtown-style retailing. Office development is focused between Riverview and the extended DNR Boulevard, and incorporates existing new office development along Riverview. The plan includes free-standing small and larger office projects, with buildings defining the two east-west streets and parking located toward the center of the block. Retail and service uses, including restaurants, can be incorporated into this office sector.
- Residential development is located between DNR Boulevard and Meadowbrook Park, and includes a mix of densities and configurations. The concept proposes a neighborhood of urban density housing, including attached and small-lot detached concepts within a loop formed by the continuation of Rhine and Riverwood, and a peripheral residential collector. High density housing, including a possible independent living senior development, surround a semicircular Village Commons, a reconcepting of the town square envisioned in the 2005 Village Center plan.

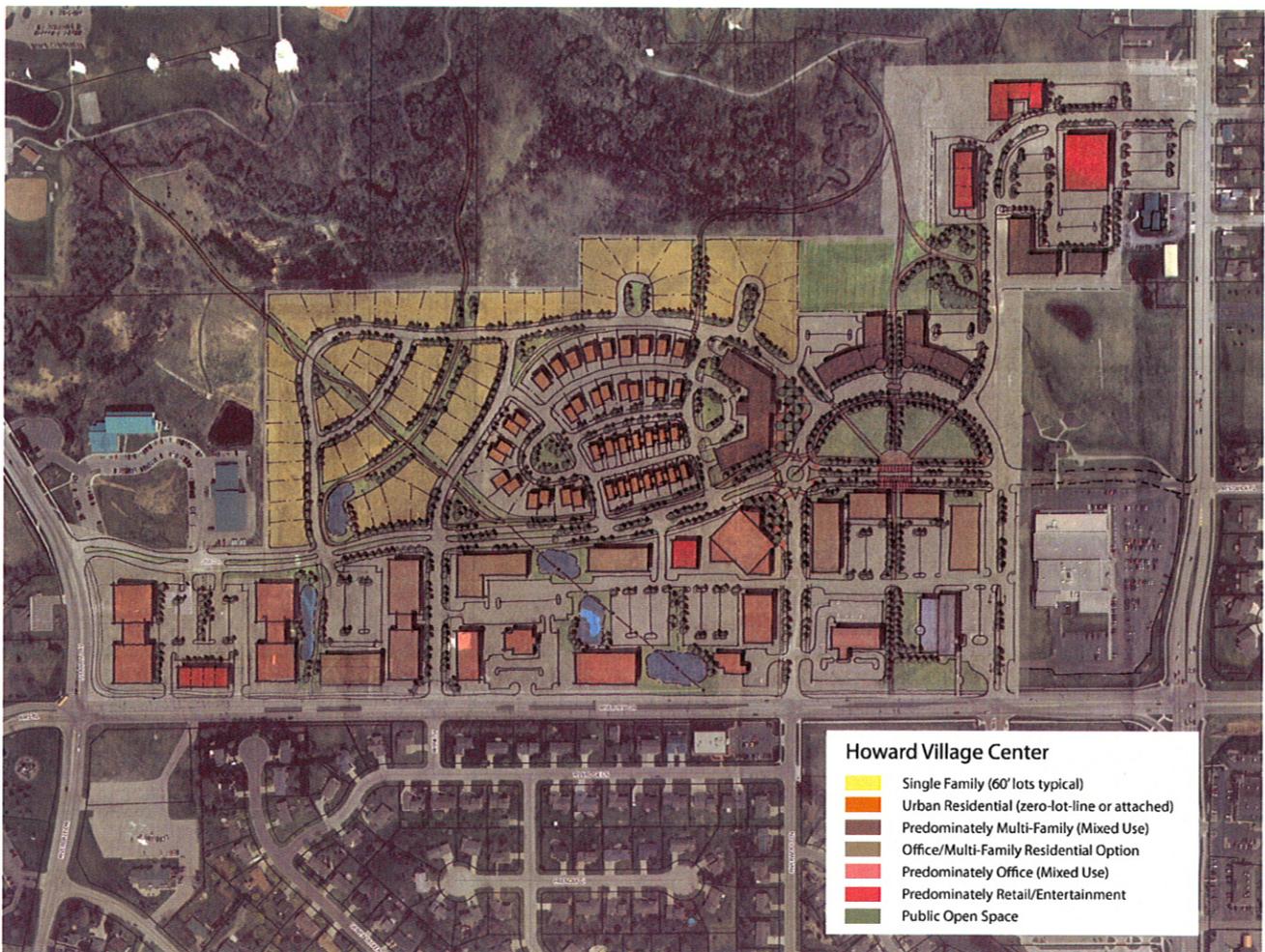


Figure 10.6 - Village Center Concept

- A civic and office campus, including Howard's public library, is proposed between Riverwood Lane and a continuation of the existing entrance boulevard into the library. This campus fronts the Village Commons along DNR Boulevard and could include sites for both substantial private office structures and a possible new municipal building in the long-term future.
- Finally, mixed use residential/commercial development would occur along Cardinal north of the YMCA property. This site accommodates a small box, free-standing retail building, two multi-tenant retail structures, and smaller multi-family residential buildings. Retail development is substantially scaled back from earlier concepts because of the growth of development along Lineville on both the Howard and Suamico sides of the street, and the likelihood of other major commercial growth near the upgraded US 41 and STH 29 corridors.
- An extensive pedestrian and bicycle system, with a complete (multi-modal) street treatment of the east-west boulevard, a continuous sidewalk system, greenways and paths that connect the Village Center area to the Meadowbrook Park Trail and the cross-Village system proposed by other sections of this plan. The major northwest to southeast greenway uses a major utility easement through the site, enhanced by storm management features that can be designed as site amenities.

In general, the revised Village Center concept responds to current market demands for the area, trending toward higher-density residential and offices, and away from major retailing; and, without compromising on the connectedness and pedestrian scale of the New Urban concepts of the 2002 and 2005 plans, responds to the type of development that builders active in Howard are more likely to build.