

4 takeaways from State of Broadway meeting

Jeff Bollier Green Bay Press-Gazette USA TODAY NETWORK - WISCONSIN

GREEN BAY - The city's largest mural and a Breakthrough "ground raising" will be coming to Broadway in 2019.

On Broadway Inc. held its annual State of Broadway event Tuesday morning at Gather on Broadway. The event serves as a progress report on the prior year's activities, a look at what's ahead and a chance to honor the volunteers and businesses that contribute to the district day-in and day-out.

Speakers also provided fresh details on four things happening this year in the downtown area.

Here's a look at what you need to know:

Breakthrough 'ground raising'

While most companies dig into a building project, Breakthrough intends to literally raise the floor in the Shipyard area.

In October, the logistics technology firm announced plans to build a 40,000-square-foot headquarters just north of the dock at the center of the city's Shipyard project.

On Tuesday, Breakthrough president and CEO Doug Mueller said crews will raise the site 4 to 5 feet as soon as the ground thaws.

Construction, Mueller said, would begin in earnest in late spring or early summer. Under that timeline, the company now expects to move into the new headquarters by late 2020.

On Broadway, Downtown Green Bay and Olde Main worked together to develop the new Downtown Green Bay website. It includes user-friendly maps, event listings, dining guides, retail lists, job postings, digital versions of event guides and available housing for all three districts.

On Broadway program manager Samantha Maas said the new site is a better product that should gain more traction with visitors and businesses throughout the central city.

City's biggest mural

Green Bay artist Beau Thomas works on an impressive scale, but none will be larger than the "Greetings from Broadway" mural Thomas and On Broadway want to put on the northern face of the DuBois Formalwear building, 127 S. Broadway.

Thomas said the mural would be three stories tall and 94 feet long. He estimates it will take two months to paint. The mural would resemble the popular "Greetings from ..." postcards. Each letter of "Broadway" would include a feature or amenity for which the district is known.

"Broadway has so many landmarks and events that make the place special," Thomas said. "It'll be a cool project. This would be the biggest mural in the city."

On Broadway Inc. Executive Director Brian Johnson said about 75 percent of the needed funds have been raised. The project will be entirely communityfunded, and Thomas and Johnson said you can contact On Broadway at (920) 437-

Green Bay Mayor Jim Schmitt on Tuesday said he's meeting with interested parties on Wednesday as progress continues. But he also said it's an initiative his successor as mayor will have to take up after the April election.

Schmitt noted the relocation would open up 36 acres of riverfront land to redevelopment opportunities.

"Keep the faith," Schmitt told the crowd. "These things take time."



A rendering of the mural artist Beau Thomas intends to put on the DuBois Formal Wear building at 127 S. Broadway. JEFF BOLLIER/USA TODAY NETWORK-WISCONSIN

“We’re doing a lot of the planning and engineering work now,” he said. “We’re really excited. The Shipyard is going to be a great space for us and for the public.”

One website for downtown districts

Downtown Green Bay’s three business districts now have one website for all their event, dining and retail details.

2531 or info@onbraodway.org for more information.

Coal piles relocation

In spring 2018, Green Bay, Brown County, state and interested parties started to look at relocating the coal piles from the 36-acre site just south of the Mason Street bridge upriver of Wisconsin Public Service’s Pulliam Power Plant site.

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