

## Design Guidelines

Development within the **Primary Focus Area** should follow the design guidelines listed below:

- Minimize setbacks, bringing commercial and residential buildings close to the street.
- Locate parking lots to the sides or rear of buildings. Promote shared parking and internal traffic circulation.
- Building height adds character and definition to the street. Non-residential buildings should be between 1.5 and 3 stories.
- Human-Scaled Architecture: All buildings should be designed and proportioned to provide interest and avoid blank walls and large uninteresting areas.
- Connect entrances to public sidewalks or trails.
- Implement appropriately scaled site lighting that complements street lighting.

In addition to the architectural requirements prescribed in the Town of Grand Chute Zoning Code, buildings in the Sports Facility District should follow the requirements below:

- The primary material for building facades visible from a public street or residential property will be brick, block, fieldstone, architectural metal panels, cast stone or concrete, or other masonry product.
- Acceptable secondary building materials are stucco, ornamental metals, glass panels, cement board siding, and wood/pre-engineered wood siding.

## Commercial Development

Particularly within the **Primary Focus Area**, development should focus on service based commercial activity that will complement the Sports Facility. More traditional commercial uses, are best suited on the periphery of the District. New industrial and warehouse type uses are not allowed in the **Primary Focus Area**.



## Pedestrian & Bicycle Accommodations

An emphasis will be placed on establishing pedestrian and bicycle access throughout the District. A series of multi-use trails will merge at the Sports Facility, providing access for those walking or bicycling. As future development occurs, sidewalk and/or other facilities will be incorporated in each project to provide connectivity. Additionally, a combination of proposed multi-use trails and sidewalk segments on surrounding collector and arterial streets will provide safe connections to nearby destinations and other areas of the community.

## Residential Development

Residential development adjacent to established single-family residential neighborhoods should focus on providing additional single family detached homes or owner-occupied condos or townhomes.

**Lower Density** - Single-Family Detached Homes, Attached/ Detached Condominiums, or Townhomes/Row Houses



**Higher Density** - Multi-Family Apartments



# Sports Facility District Master Plan

## Purpose and Objectives

The Town of Grand Chute and the Fox Cities Convention & Visitors Bureau are partnering in the development of a premier indoor sports facility on land the Town currently owns near the intersection of McCarthy Road and Greenville Drive. The Town will gift the land for this high-impact project and Fox Cities Sports Development, Inc., a subsidiary of the Convention & Visitors Bureau, will own and operate the Fox Cities Sports Facility. Scheduled to open in Fall 2019, this will be exclusively an indoor facility with a combination of ice and hard-court surfaces. It will focus on attracting sports teams from outside the Fox Cities to tournaments and events, drawing tourists to hotels, restaurants and retail establishments.

The Sports Facility will create substantial economic impact to benefit local businesses, residents and the broader community. It will make the Fox Cities the premier location for indoor sports of all kinds, with an emphasis on attracting hockey, basketball, and volleyball tournaments for all ages. It will also provide a state-of-the-art venue for community use during non-tourism periods. Additionally, adjacent property values should be preserved or enhanced as a result of the Sports Facility providing a strong anchor around which other new development can be carefully placed and where existing residential areas can be effectively buffered and stabilized.

A Sports Facility District Master Plan has been prepared to: (1) provide guidance when siting this new project; (2) identify opportunities for future development that could complement the sports venue; and, (3) prescribe protections for residential areas nearby.

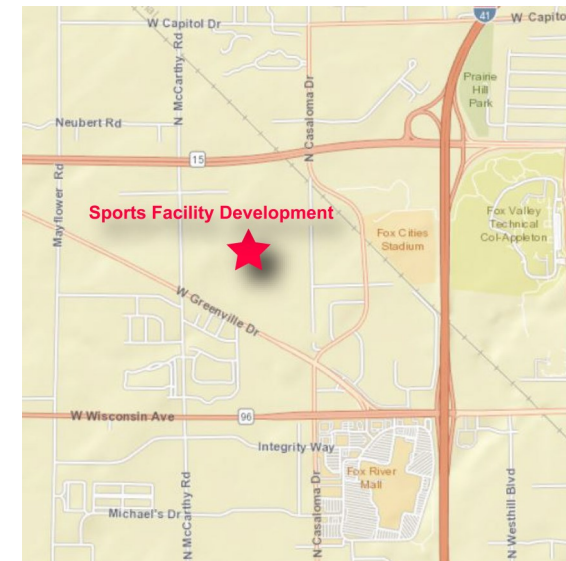
## District Profile

The land in or surrounding the Sports Facility District consists of some commercial use along Greenville Drive, large tracts of vacant agricultural land on both sides of McCarthy Road (north of Greenville Drive), and a mix of residential properties on Olde Casaloma Drive and in areas south of Greenville Drive.

## The Master Plan

This Sports Facility District Master Plan includes a map, which provides guidance on the preferred future land use of the District. It also provides use and design guidelines for future development in the District to ensure land use compatibility and thoughtful site design and building architecture.

## Location Map





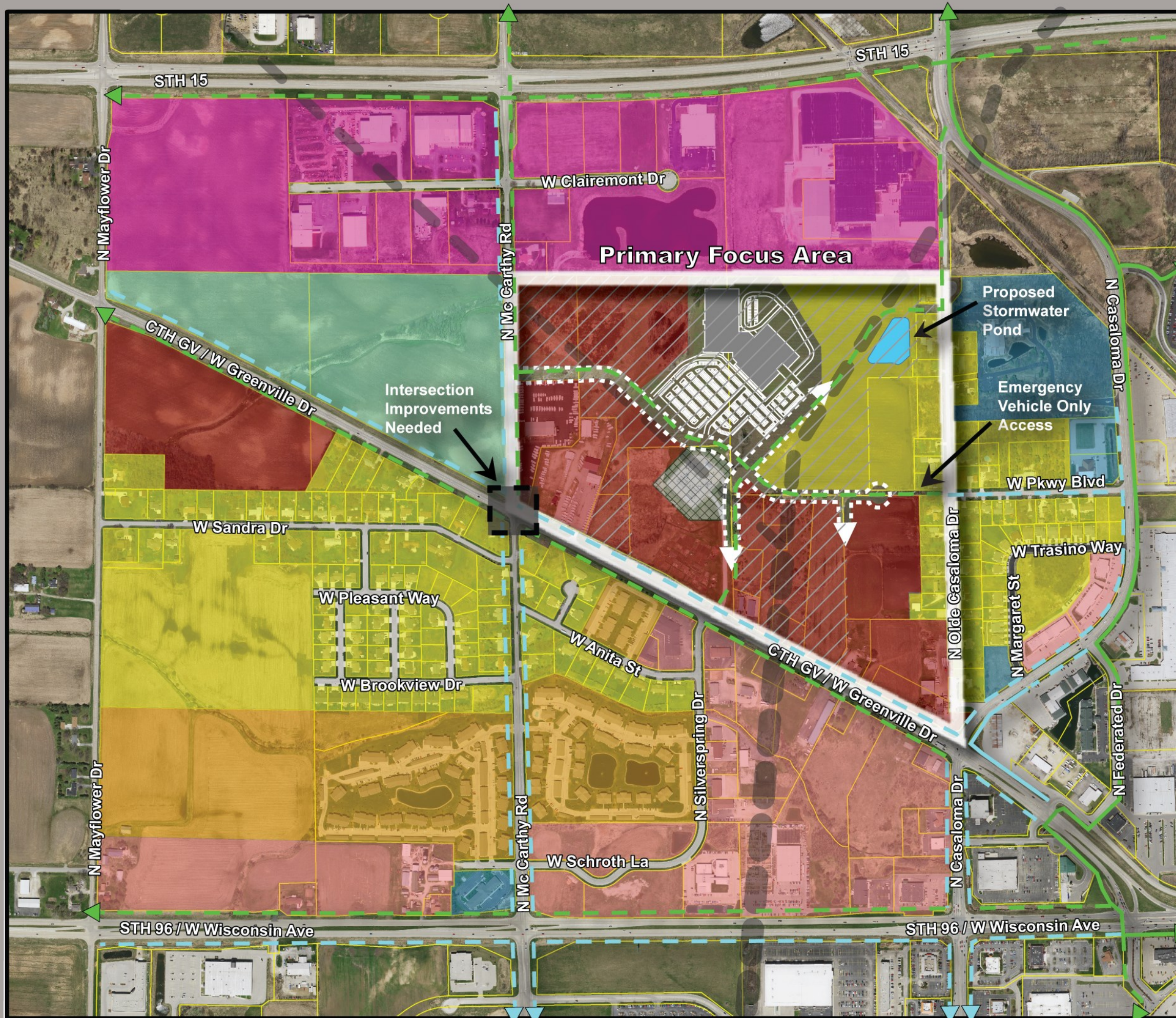
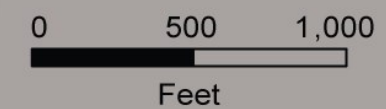
# Sports Facility District Master Plan

## Future Development

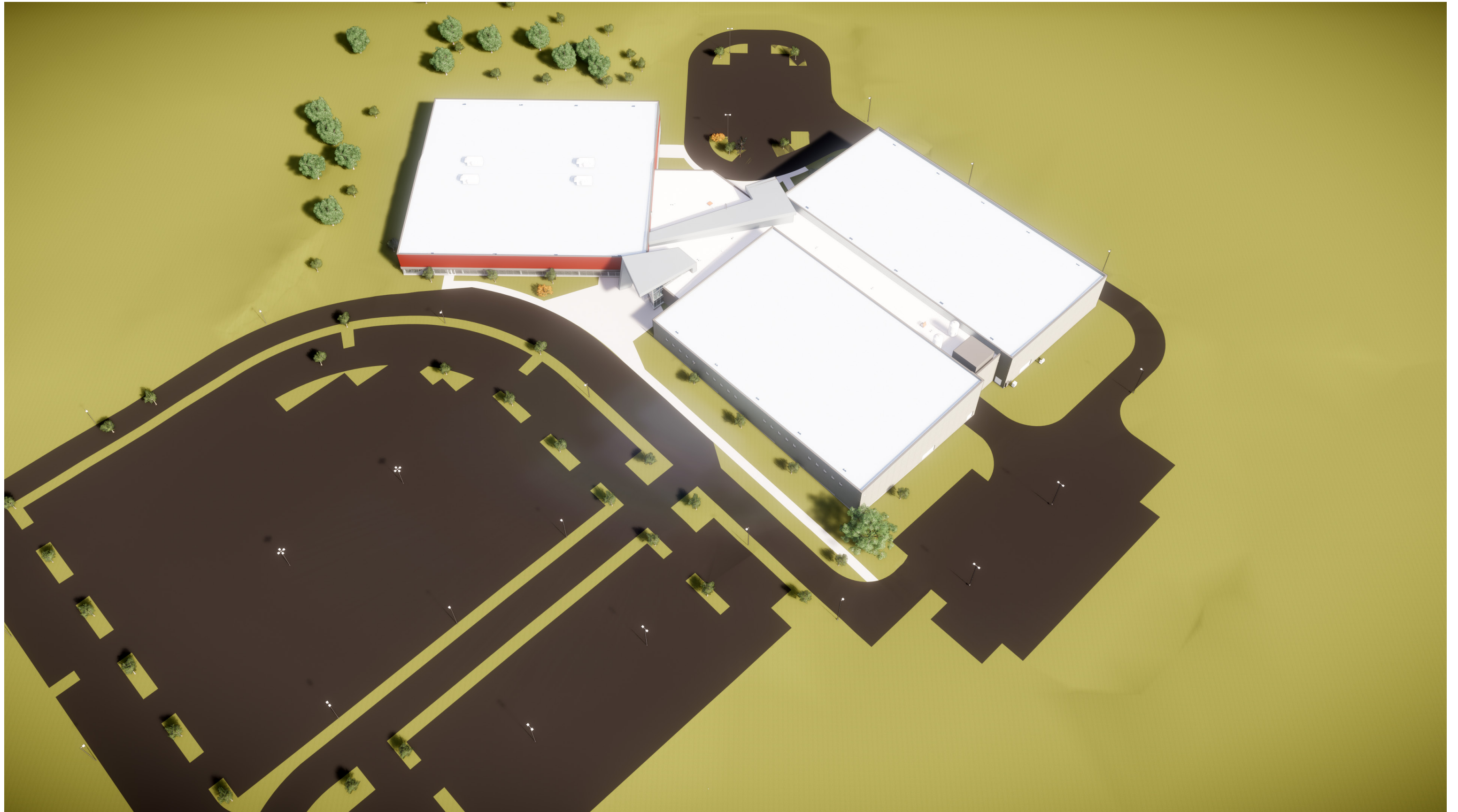
-  Phase 1 Planned Development
-  District Boundary
-  Sports Facility Complex Footprint
-  Public Right-of-Way
-  Lower Density Residential
-  Higher Density Residential
-  Mixed-Use Commercial/Residential
-  Commercial or Higher Density Residential
-  Commercial
-  Office Commercial
-  Commercial/Light Industrial
-  Electrical Substation
-  Electrical Transmission Lines (Easement Area Displayed)

## Pedestrian & Bicycle Facilities

-  Existing Sidewalk
-  Existing Trail
-  Future Sidewalk
-  Future Trail











Fox Cities Champion Center  
DESIGN

## Spectator Entrance



April 16, 2018





Fox Cities Champion Center  
DESIGN

## Player Entrance



April 16, 2018









Fox Cities Champion Center  
DESIGN

## Courts



April 16, 2018