



River Shores Master Plan

Project

GRAEF Planners prepared a mixed-use master plan to convert a 38-acre industrial site into a lively riverfront neighborhood. The award-winning plan integrated the adaptive reuse of historic buildings with new retail, office, and residential areas.

Environmental Challenges

The plan addressed many distinct challenges to development including limited access, soil contamination, and floodplain issues.

Maximizing Views and Amenities

The plan includes a riverwalk, overlooks, terraces, a public plaza, and numerous landscaped public amenities.

An open space park plan with gateway entrances and bike trails is also part of the design.

Density and Circulation

The planning process involved an analysis of densities, as well as traffic calming, street design, and parking strategies.

Floodplain Issues

Due to floodplain issues, the riverfront development was set back from the shoreline to accommodate fluctuations in water levels.

Aesthetic Diversity

GRAEF Planners coordinated the design work for residential units from several different architectural firms to obtain aesthetic diversity.

River Shores received an Urban Design Award from the Wisconsin Chapter of the American Planning Association.



Client:

Riverbend, LLC

Location:

West Bend, WI

