Introduction

University Ave has the potential to be a gateway to the City of Green Bay - it features an exit off of a major highway, direct access to downtown, and a major state university. Unfortunately it has struggled to create an identity for itself which has hindered its commercial activities and economic prosperity. Numerous brownfield sites have been laying vacant, but with a recent grant from the city they will be revitalized to their full potential and become beneficial once again to the surrounding community. The vast majority of people living within the corridor are Hispanic and many of the already successfully established businesses within the corridor are Latino-oriented. By identifying specific characteristics within the corridor such as demographics and different market niches, there may be evidence enough to motion the redevelopment of University Ave into a "Mexicantown" similar to that of "Chinatown".

Materials & Methods

I retrieved my data from the general Brown County Land Information Office geodatabase. The download contained an immense amount of information for Brown County and I kept only the files I needed to help analyze my research question, which included census tracts, parcels, addresses, and buildings. My basemap, aerial imagery from the Brown County Land Information Office, was available on ArcGIS Online. I also requested a spreadsheet from the University Ave Planning Department Office that listed all of the buildings located within the redevelopment corridor. I was able to export this spreadsheet as a text file and join it to a feature class of address points from the Brown County geodatabase in ArcMap, which allowed me to then select addresses by location to only show the addresses within the redevelopment corridor. After I did on-foot surveying of University Ave, I was able to identify those businesses that were either Latino-owned, Latino-oriented, or neither Latino-owned nor-oriented. I tabulated this information in another attribute column within the address point attribute table which allowed me to further differentiate businesses within the University Ave Corridor. For the next map I worked with the census tract feature class within the Brown County geodatabase. I only wanted to view the census tracts within 0.5 miles of University Ave because people living within this area are most likely to frequent businesses in the corridor. I used the clip feature and clipped the census tract to the redevelopment corridor within 0.5 miles. I then visualized the Hispanic population by census tract by normalizing the Hispanic population with the overall population and symbolizing it in five different classes.

Conclusion

The term enclave implies natural formation of a certain identity of a place, most commonly used when referring to communities that are economically autonomous formed by ethnic minorities (Lee). Example of successful ethnic enclaves include Little Havana in Miami, Florida, and Chinatown in San Francisco, California. These ethnic enclaves blossomed with the authentication of space that immigrants appropriated through signage and festivities, as well as coalition urban planning of community organization and government agencies. As displayed by the supporting maps University Avenue corridor demonstrates prospective attributes of aforementioned ethnic enclave of a possible "Mexicantown". It has a two block "Banner Street" on which ethnic restaurants, signs, churches, and businesses congregate (Ford). Also the surrounding neighborhood's largest minority group is Latinos making up at least 27% of the areas total population. University Avenue corridor is an authentic ethnic enclave of the city of Green Bay but is also considered an undesirable place due to the lack of support and approval from historic residents and the city planning department (Lee). In order for it to become as successful as the Chinatowns of larger cities like San Francisco, the city of Green Bay city’s needs to incorporate a comprehensive plan within their redevelopment blueprint that will satisfy the demands of the diverse stakeholders, preserve cultural authenticity and protect immigrants’ right to the city (Lee).

Analysis & Results

The results showed that within University Ave corridor there are a total of 17 Latino owned businesses, with countless more that are Latino oriented laid within the corridor surrounded by residential units as well as other business and services. The majority of Latino owned businesses tended to congregate within a two block radius beginning at Irwin St and ending at Elizabeth Street. This area exemplifies what many urban scholars would refer to as a banner street within an ethnic enclave because there appears a display of ethnic businesses and signage. The census tracts that are being displayed represent the percentage of Latino living within 5 miles of University Avenue. People residing in these areas are more likely to utilize the goods and services provided in the region. The densest populous of Latinos surrounds the cluster of Latino owned business in that two block ‘Banner Street’. The largest minority population are Latinos and make up nearly 27% of the population.

Analysis & Results

Does University Ave have the potential to be successfully redeveloped into a “Mexicantown”? 

Analysis & Results

The results showed that within University Ave corridor there are a total of 17 Latino owned businesses, with countless more that are Latino oriented laid within the corridor surrounded by residential units as well as other business and services. The majority of Latino owned businesses tended to congregate within a two block radius beginning at Irwin St and ending at Elizabeth Street. This area exemplifies what many urban scholars would refer to as a banner street within an ethnic enclave because there appears a display of ethnic businesses and signage. The census tracts that are being displayed represent the percentage of Latino living within 5 miles of University Avenue. People residing in these areas are more likely to utilize the goods and services provided in the region. The densest populous of Latinos surrounds the cluster of Latino owned business in that two block ‘Banner Street’. The largest minority population are Latinos and make up nearly 27% of the population.

Literature Cited


