

The New Green Landmark-- City of Geneva

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Our project area, located on the east side of both Exchange and Castle Street, represents an immense opportunity to draw positive commercial and residential interest to the downtown area. A number of the historical buildings on the block boast unique architectural features as centerpieces of the area.

Currently the area offers retail space to local small businesses and local entertainment. There are plans for a nano-brewery as well as a scotch and tea bar, in addition to the currently operating facilities. The rear functions as an underutilized parking lot for business owners, but its' use is limited by lack of access or direction to the space.

Issues:

1. Underutilized Parking Lot
2. Deteriorating Rear Facades
3. Lack of Connection to Lakefront
4. Vacant Commercial Spaces

Opportunities:

1. Lakefront Views
2. New Entertainment Venues
3. Large Public Space



For East Castle Street:

- Parklets/ One Lane Street
- Bicycle Path (Connection to Lake)

Design Interventions

For Rear of Exchange Street:

- Green Parking
- Green Roofs/ White Roofs
- Rear Facade Renovations
- Attractive Landscaping Along 5&20

