

Brief History

Brown County holds a prominent place in our state's cultural and economic history dating back to the 1500's when the area was first explored and settled. The present day communities are progressive and innovative centers of industry, education and health care. Diversity culture, architecture and development patterns have formed the present day aesthetic quality of the County.

The Community Sensitive Design (CSD) process is intended to weave community values and aesthetic character through the community fabric. The aesthetics and function of the US 41 project will become an icon for the County. The major challenge for the designers was to develop an aesthetic "theme" that reflected the numerous communities adjoining US 41 and State 29.



The design team conducted an extensive visual survey of the County taking numerous photographs to document the existing aesthetic qualities. There were a number of features that repeatedly appeared in various locations. The great number of masonry structures is evident as you tour the area. The use of stone and brick is widespread in residential, religious and commercial structures.



Historical Influence



Historic photographs depict the old brick manufacturing facilities that lined the Fox River.



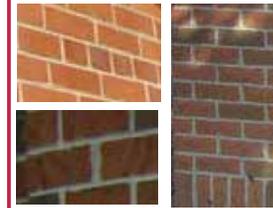
The Citizens Advisory Committee reached a consensus of incorporating brick as an accent building material along US 41 adding a rich color and texture to the various structures along the corridor.

Architectural Forms

The expression of architectural forms within the communities was also examined in terms of their adaptability to proposed structures. A gentle arched shape was one that appeared in a number of diverse structures from the Leo Frigo Bridge, commercial buildings, Pamperin Park shelter and an Oneida longhouse. Because this shape is distinctive the committee decided to use it sparingly. The use of an arched bridge shape could become a gateway to the county. Lineville Road and Scheuring Road were identified as "gateways" to the County with a possible third location at Mason Street.



Texture / Color



Brick is a dominant aesthetic element that will be utilized to set the US 41 project apart from other highway projects and create a positive visual quality that speaks to both the history and future of the area.

Recommended Concepts



The aesthetic design elements of the US 41 project add warmth and character to a distinctive design that will "announce" your entrance to the community and reflect the area's quality of life for the next 75 years.

Architectural Precedent

US 41 | Brown County, Wisconsin

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