



MINUTES OF THE GREEN BAY PLAN COMMISSION

**MONDAY, MAY 13, 2019, 6:00 PM
CITY HALL, ROOM 604 - THE HARRY MAIER ROOM**

A. ROLL CALL.

I. Members: Timothy Gilbert - Chair, Sidney Bremer - Vice Chair, Ald. Veronica Corpus-Dax, Lisa Hanson, Jacob Miller, Randall Petrouske and Jerry Wiezbiskie

Members present: Timothy Gilbert, Randall Petrouske, Veronica Corpus-Dax, Lisa Hanson, Jerry Wiezbiskie, Jacob Miller, Excused: Sidney Bremer

Others present: Ald. Mark Steuer and Ald. Brian Johnson

B. APPROVAL OF THE AGENDA.

I. Approval of the agenda for the May 13, 2019, meeting of the Green Bay Plan Commission.

Moved by Jerry Wiezbiskie, seconded by Randall Petrouske to approve the agenda. Motion carried.
Yes- Jacob Miller, Jerry Wiezbiskie, Lisa Hanson, Randall Petrouske, Timothy Gilbert, Veronica Corpus-Dax, No- None, Abstain- None

C. APPROVAL OF MINUTES.

I. Approval of the minutes from the April 22, 2019, meeting of the Green Bay Plan Commission.

Moved by Lisa Hanson, seconded by Ald. Veronica Corpus-Dax to approve the minutes. Motion carried.

Yes- Jacob Miller, Jerry Wiezbiskie, Lisa Hanson, Randall Petrouske, Timothy Gilbert, Veronica

Corpus-Dax, No- None, Abstain- None

D. REGULAR BUSINESS.

1. (ZP 19-04) Consideration with possible action on the request to amend an existing Planned Unit Development (PUD) boundary to include the northeast corner of Shawano Avenue and North Taylor Street for the construction of a Prevea Clinic in the 1850 Block Shawano Avenue, submitted by Aaron Breitenfeldt, Robert E. Lee & Associates on behalf of Prevea Clinic (Ald. Steuer, District 10).

Moved by Lisa Hanson, seconded by Ald. Veronica Corpus-Dax to open the floor for discussion. Motion carried.

Yes- Jacob Miller, Jerry Wiezbiskie, Lisa Hanson, Randall Petrouske, Timothy Gilbert, Veronica Corpus-Dax, No- None, Abstain- None

Chair Tim Gilbert closed the floor and returned the meeting back to regular business.

Moved by Randall Petrouske, seconded by Jacob Miller to approve the request to amend an existing Planned Unit Development (PUD) boundary to include the northeast corner of Shawano Avenue and North Taylor Street for the construction of a Prevea Clinic in the 1850 Block Shawano Avenue, subject to the amended Planned Unit Development District Ordinance (PUD). Motion carried.

Yes- Jacob Miller, Jerry Wiezbiskie, Lisa Hanson, Randall Petrouske, Timothy Gilbert, Veronica Corpus-Dax, No- None, Abstain- None

2. (ZP 19-06) Consideration with possible action on the request to rezone 1132 West Mason Street, 1134 West Mason Street and a portion of 1136 West Mason Street from Public Institutional (PI) to General Commercial (CI), submitted by the Department of Community and Economic Development (Ald. C. Wery).

Moved by Randall Petrouske, seconded by Jerry Wiezbiskie to open the floor for discussion. Motion carried.

Yes- Jacob Miller, Jerry Wiezbiskie, Lisa Hanson, Randall Petrouske, Timothy Gilbert, Veronica Corpus-Dax, No- None, Abstain- None

Chair Tim Gilbert closed the floor and returned the meeting back to regular business.

Moved by Lisa Hanson, seconded by Jerry Wiezbiskie to approve the request to rezone 1132 West Mason Street, 1134 West Mason Street and a portion of 1136 West Mason Street from Public Institutional (PI) to General Commercial (CI). Motion carried.

Yes- Jacob Miller, Jerry Wiezbiskie, Lisa Hanson, Randall Petrouske, Timothy Gilbert, Veronica Corpus-Dax, No- None, Abstain- None

3. (ZP 19-07) Consideration with possible action on the request to authorize a Conditional Use

Permit (CUP) to permit a limited production and processing use at 1136 West Mason Street, submitted by Jerome James, property owner (Ald. C. Wery, District 8).

Moved by Randall Petrouske, seconded by Jacob Miller to open the floor for discussion. Motion carried.

Yes- Jacob Miller, Jerry Wiezbiskie, Lisa Hanson, Randall Petrouske, Timothy Gilbert, Veronica Corpus-Dax, No- None, Abstain- None

Chair Tim Gilbert closed the floor and returned the meeting back to regular business.

Moved by Jerry Wiezbiskie, seconded by Randall Petrouske to authorize a Conditional Use Permit (CUP) to permit a limited production and processing use at 1136 West Mason Street, subject to standard site plan review and approval. Motion carried.

Yes- Jacob Miller, Jerry Wiezbiskie, Lisa Hanson, Randall Petrouske, Timothy Gilbert, Veronica Corpus-Dax, No- None, Abstain- None

4. (PP 19-02) Consideration with possible action on an appointment to the Broadway Business Improvement District (BID) Board, as nominated by the BID and approved by Mayor Genrich (Ald. R. Scannell, District 7 and Ald. B. Johnson, District 9).

Moved by Lisa Hanson, seconded by Ald. Veronica Corpus-Dax to approve the appointment to the Broadway Business Improvement District (BID) Board, as nominated by the BID and approved by Mayor Genrich. Motion carried.

Yes- Jacob Miller, Jerry Wiezbiskie, Lisa Hanson, Randall Petrouske, Timothy Gilbert, Veronica Corpus-Dax, No- None, Abstain- None

5. (SV 19-02) Consideration with possible action on the request to vacate a portion of right-of-way, Padi-Wood Lane, submitted by Department of Public Works (Ald. B. Dorff, District 1).

Moved by Randall Petrouske, seconded by Lisa Hanson to approve the request to vacate a portion of right-of-way, Padi-Wood Lane, subject to the following:

1. The existing right-of-way area shall be retained on the City's Official Map.

Motion carried.

Yes- Jacob Miller, Jerry Wiezbiskie, Lisa Hanson, Randall Petrouske, Timothy Gilbert, Veronica Corpus-Dax, No- None, Abstain- None

6. (ED 19-02) Consideration with possible action on the request to discontinue an easement located at 1060 Gray Court, submitted by Mau & Associates (Ald. R. Scannell, District 7).

Moved by Commissioner Lisa Hanson, seconded by Ald. Veronica Corpus-Dax to approve the discontinuance of an easement located at 1060 Gray Court, subject to the following condition added by Dept. Public Works:

I. The requestor shall provide legal description of easement discontinuance area at their expense.

Motion carried.

Yes- Jacob Miller, Jerry Wiezbiskie, Lisa Hanson, Randall Petrouske, Timothy Gilbert, Veronica Corpus-Dax, No- None, Abstain- None

7. (TA 19-02) Consideration with possible action on a request from Jerry Hanson, on behalf of the Green Bay Packers, to amend Chapter 13-2021 to permit video display signs within the Public Institutional (PI) District.

Moved by Ald. Veronica Corpus-Dax, seconded by Lisa Hanson to open the floor for discussion.

Motion carried.

Yes- Jacob Miller, Jerry Wiezbiskie, Lisa Hanson, Randall Petrouske, Timothy Gilbert, Veronica Corpus-Dax, No- None, Abstain- None

Chair Tim Gilbert closed the floor and returned the meeting back to regular business.

Moved by Randall Petrouske, seconded by Jerry Wiezbiskie to approve the request to amend Chapter 13-2021 to permit video display signs within the Public Institutional (PI) District. Motion carried.

Yes- Jacob Miller, Jerry Wiezbiskie, Lisa Hanson, Randall Petrouske, Timothy Gilbert, Veronica Corpus-Dax, No- None, Abstain- None

8. Consideration with possible action on a request from Ald. Kathy Lefebvre to consider an exemption/conditional use to allow storage unit expansion, cleaning up & improvement of the property at 1725 N Irwin Avenue.

Recommendation: Refer to staff.

Moved by Jerry Wiezbiskie, seconded by Randall Petrouske to refer to staff a request from Ald. Kathy Lefebvre to consider an exemption/conditional use to allow storage unit expansion, cleaning up & improvement of the property at 1725 N Irwin Avenue. Motion carried.

Yes- Jacob Miller, Jerry Wiezbiskie, Lisa Hanson, Randall Petrouske, Timothy Gilbert, Veronica Corpus-Dax, No- None, Abstain- None

E. INFORMATIONAL.

I. (PP 19-03) 2018 BID Work Plan Progress Update.

The 2018 BID Work Plan progress updates were presented by the following:

Ald. Brian Johnson - On Broadway

Jeff Mirkes - Downtown District/Olde Main

Matt Buchanan - Military Ave

2. Director's Report.

Paul Neumeyer presented the Director's Report.

3. Date of next meeting: Monday, June 10, 2019.

F. ADJOURNMENT.

Moved by Lisa Hanson, seconded by Randall Petrouske to adjourn. Motion carried.

Yes- Jacob Miller, Jerry Wiezbiskie, Lisa Hanson, Randall Petrouske, Timothy Gilbert, Veronica Corpus-Dax, No- None, Abstain- None

VERBATIM MINUTES

- [Man] Look at that.
- You all need any help?
- Yeah, if it works for her, I think it works for me.
- [Tim] Good afternoon. Welcome to the May 13th meeting of the Green Bay Plan Commission. First order of business, roll call. Tim Gilbert, chair, is present. Sidney Bremer, vice chair, is excused. Alder Veronica Corpus Dax?
- [Veronica] Present.
- [Tim] Commissioner Lisa Hanson?
- [Lisa] Present.
- [Tim] Commissioner Jacob Miller?
- [Jacob] Present.
- [Tim] Commissioner Randall Petrouske?
- [Randall] Present.
- [Tim] And Commissioner Jerry Wiezbiskie?

- [Jerry] Present.
- [Tim] Thank you. Next item, approval of the agenda for the May 13th, 2019 meeting of the Green Bay Plan Commission.
- [Jerry] Motion approved.
- [Randall] Second.
- [Tim] We have a motion by Commissioner Wiezbiskie, a second by Commissioner Petrouske to approve the agenda. Any further discussion? Hearing none, all those in favor?
- [Group] Aye.
- [Tim] Opposed? The agenda is approved. Next item, approval of the minutes from the April 22, 2019 meeting of the Green Bay Plan Commission.
- [Lisa] Motion to approve.
- [Veronica] Second.
- [Tim] We have a motion by Commissioner Hanson, a second by Alder Veronica Corpus Dax. Any further discussion? Hearing none, all in favor?
- [Group] Aye.
- [Tim] Opposed? The minutes are approved. Next item, regular business, item one, consideration with possible action on the request to amend an existing Planned Unit Development boundary to include the northeast corner of Shawano Avenue and North Taylor Street for the construction of a Prevea Clinic in the 1850 Block Shawano Avenue, submitted by Aaron Breitenfeldt, Robert E. Lee & Associates on behalf of Prevea Clinic.
- [Paul] Thank you, Mr. Chair, this is a request to amend the planning boundary. for St. Mary's Hospital to construct Prevea Clinic, and that would be on the Northeast Corner of Shawano Avenue and Taylor. The property is highlighted in red here, that's kind of just the subject area where the clinic will be constructed. The amendment is just for the boundary to include this immediate corner here. The corridor has single family low density residential to the north, of course, hospital uses to the east here. Kwik Trip is on the corner here, and again, mixture of some singles and some higher density residential. The comp plan recommends medium to high intensity retail, office, and housing on this particular area. The core boundary change is certainly consistent with the existing comp plan. From a zoning perspective, there's a lot of things going on here, again, this is the piece that will be added to the PUD boundary. It currently has a commercial zoning. And there's highway commercial to the south, low density residential to the north, and again, there are some corridor zoning in here for the hospitals. So back in 2007, dating back originally to 2003, there was a remote parking lot constructed. PUD was done for that site at that time. In 2007 there were some major changes to the corridor with this exhibit here, and a change to the zoning and future zoning of the area to off the corridor to expand a road. And again this was the site that was excluded at that time. This is the corner that will be added here. So this is a conceptual site plan from the applicant. Again, Shawano Avenue on the south here. North Taylor Street just off the roundabout. This is about 20,000 square feet footprint, four story structure with obviously quite a bit of parking associated with the development. Main access is off of Fellow Drive and Shawano Avenue here. These are some perspective drawings on the proposed building. This would be looking northwest from Shawano Avenue. This would be looking kinda from that intersection at the roundabout looking northeast. And this is a kind of aerial perspective so to speak. Looking again kind of northeast to the campus and the expansion. So this was done in planning new development, so again, we were just expanding the boundary but

we did put a draft of PUD ordinances together and attached in your agenda. A lot of it's kind of repeats from past zoning ordinances just to emphasize certain points for the development. We did notify effective property owners within 400 feet. We received a few calls and questions about this. There was a neighborhood meeting that was conducted by St. Mary's and Prevea at the hospital to address neighbors' questions and concerns. The staff tonight is recommending approval requests over to the draft amended planning and development within your agenda.

- [Tim] Thank you. Any discussion among?

- [Lisa] Move to open the floor.

- [Vanessa] Second.

- [Tim] We have a motion by Commissioner Hanson. A second by Alder Corpus Dax to open the floor to interested speakers, all in favor?

- [Group] Aye.

- [Tim] Opposed? Does anybody wish to speak on this item? Yes, Alder Steuer.

- [Mark] Should I come up here?

- [Tim] Yes, please.

- [Mark] Sorry I was a couple minutes late. I had another meeting downstairs but I don't know what you fully discussed. You just wanted us to discuss the initial plan here. This has been an interesting project, not only for the neighborhood, but also for some of the neighbors and such. I think one of the issues and I think some of the citizens may talk about this a little bit. Before I get into that, I'm not against development, okay? Very tax-based and that is very important for the City of Green Bay, so I understand that. I think that one of the concerns, some of the concerns, that came out when I spoke with the neighbors, and I've met with the neighbors a number of times. A couple things here, I mean, you've got, of course, you've got Fleet Farm right over here, very, very busy. You've got a roundabout here, you've got a gas station that is extremely busy, probably one of the busiest in the whole county. You got Shawano Avenue, extremely busy. Fellows, it connects Shawano to Dousman, very busy. So with that being said, those are some of the factors. Now, what happened back in 2007 I believe, there was a hospital corridor, a PUD, that was brought forward. One of the concerns that I had, and I spoke about this with the neighbors quite a bit, was the fact that to go through the city, I was told that the city notified the neighbors. The neighbors told me that they weren't notified. So this was before I was on the Council, but I think one of the issues here, Jerry, you all right?

- [Jerry] They've got some kind of cord there.

- [Mark] Anyway, I think one of the concerns was the fact that they were not notified. So the fact is that back in 2007, 2008 this PUD went through, kinda set the ground, the thing in motion, to move forward eventually. I think the neighbors were thinking that a lot of this was just going to be parking for the existing hospital and I will say that we went to the hospital, and very professional presentation. I was actually impressed and I actually talked to the folks at Prevea and the hospital. They did a great job. But with that being said, I think one of the issues that the neighbors had was that even though it was a great presentation, I think there still were a lot of concerns. I think part of it is that they feel, I mean, there was talk at one time that this was gonna be a driveway which went back and forth and I finally found out that I believe some utilities may be going through here. But these two houses will be removed. The fact that, it's not quite the same maybe as the downtown hospitals, but the fact of the matter is that there's pressure on this entire neighborhood because of the fact that the hospital's here. Now I realize it's part of the neighborhood. It's been there a long time, but the fact is that when this project came forward, I think some of the neighbors thought maybe it would be a two story

building, not a four story. So part of it is like we're looking at traffic studies to know what's out there and I still haven't heard a lot as far as what that's gonna do 'cause this is a tremendously busy intersection. So one of the thoughts is that we were hoping that maybe this structure could be moved further toward Shawano rather than being this far back. I think one of the problems that was brought up is that there's drainage issues in the back and I know that the hospital folks are talking about a pond here, drainage. What's that called, Paul?

- [Paul] Wet detention pond.

- Detention pond, thank you. I knew it, but I just had to figure out, so detention pond over here, which would alleviate a lot of the pressure for drainage but the fact is that there's maybe a 20 foot setback up here. Is that enough? I don't know. Questions about lighting, is it gonna be up in the air? Is it gonna be recessed? And I think the hospital, they actually talked about a lot of this, I think the one point that we really had an issue with was the hospital itself being built. First of all two story, now it's four story. We were hoping that maybe it would be closer here. And I know the hospital folk, and they'll talk about this as well, that they were saying because of the way the hospital is designed for the clinic, that they needed that area for handicapped access and other things in order to make their project work. So I'm just here it's a two edged sword. I represent the city, District 10. I'm all about economic development. I think it's, in essence, it's a great project, but I just feel that it's not, that there's a couple of things that we need to discuss. Part of it's the height of the building. Part of it's the fact that it's over here and I know that they have looked at it a number of times. I really feel like it should be, if there's anyway to move it closer to Shawano, that would be big. Some of the neighbors along here already are talking about moving. They're already putting up their houses for sale. So they feel abandoned, somewhat. The fact that the hospital corridor came through in 2007 and they said they were not aware of it raised a red flag. I know that the city has many different developments that happen over time but I think what happens sometimes is that maybe the neighbors aren't notified at a wider range as they should be. I guess in this area, the people that were notified were here, a little bit down here, 200 feet. We've talked about 400 feet. We've talked about other setbacks that should be brought in. I can probably speak to this further but I just wanted to throw a few comments out for discussion and I'll let some of the neighbors speak unless you have some questions right now.

- [Tim] Thank you.

- [Mark] Again, thank you, Paul.

- [Tim] This item at this time, is this, are we concerned as much with the details, the lighting, the parking, or are we more concerned right now with just the amendment to the PUD?

- [Paul] I think it's both. So it's just a boundary adjustment, along with that we could add some requirements. We did include some of that in the PUD language just to emphasize again, so some of that has already been covered as part of the past PUD. You could tweak it soon if you want. But again some of those details aren't present because they haven't completed final designs yet. You may wanna ask the architect as well to speak up on some of those topics for more detail.

- [Tim] But they are equipping for--

- [Paul] Eventually.

- [Tim] Okay, thank you.

- [Randall] As I read this on the agenda here, I'm interpreting this that we're just essentially changing the boundary. We're not changing the underlying use, correct? We're expanding the boundary?

- [Paul] We're expanding the boundary to allow them to go in. The challenge is that a medical office building is pretty much going right in this spot here. So it's right on that, so we have to expand that boundary to allow for that.

- [Randall] Sure, but just theoretically if this were a smaller building, it could go in exactly, so we're not really changing the use, we're just changing the size of the space.

- [Paul] Right, correct.

- [Randall] Just wanted to clarify that.

- [Tim] Thank you, that's a good point.

- [Lisa] So, we aren't looking specifically right now, we're just looking at what is green space right now.

- [Paul] It is, right.

- [Lisa] Okay.

- [Paul] It's a former gas station site and a portion of it was here.

- [Lisa] Right. So everything else is already within the zoning, it's just that little segment that is currently green space on that corner on the intersection?

- [Paul] Correct, yes.

- Thank you.

- Thank you.

- [Tim] Is there anybody else that wishes to speak on this? Yes, ma'am? And if you would, give your name and address for the record.

- Okay. My name is Lisa Williamson and I'm not a public speaker, I'm a resident at 1875 Gary Lane. I speak for the neighborhood. We're very upset about this. We understand that the city needs a tax base and we understand that St. Mary's wants to expand this area. But we went to a meeting on April 4th and were basically told that the site plans that are being submitted, even though this is a Planned Unit Development where they only want to request this property here, they basically said that this is fixed in stone and that we have no say in this which, if this zoning goes through, we have no say. We have wildlife that lives in the area. We have 200 year old trees along this property line that are going to be destroyed. And I do get that we need a tax base. I'm a small business owner, I rely on that. And I want to contribute to the community. And I want our community to be successful. But we strongly feel as a neighborhood that there can be adjustments to this, and that there should be considerations taken, because us as property owners that border this have no say now! We have no say whatsoever. We have a four story building with lighting that's gonna be 28 feet tall with parking. I have, I live here, I have pine trees along here that birds nest in and they have babies in. We have rabbits, we have trees along here. We have a berm along here to try to stop some of the noise that we get from Fleet Farm and the expansion of the DOT when they widened this street with a roundabout. If all of this is disseminated, we end up with more lighting, more noise, less privacy and where do our property values go? So I'm just asking you as a citizen, to deeply consider how this affects residents, not just the tax base, thank you.

- [Paul] Thank you.

- [Tim] Would anyone else care to speak? Yes, sir?

- Name's Pat Kenney at 1845 Gary Lane. What I'm concerned about is drainage. I am right here and when they put that parking lot in last time, there's the land here and that parking lot, there's a foot higher parking lot, everything runs right into my yard right now. I complained about it too when they were doing it and everything else and I got stonewalled on it, period. So right now, I want something done about that. And that's about all along there. Everybody's gonna get it, but it was a mess. It is a mess. My yard gets flooded. I had water in my basement this year, that was the first time, but that was when we had that heavy snow and it ran it around there but otherwise it would run right through the backyard and out between the two houses, between my house here and here, it would run out. That's my biggest concern right there. And we're on record now. Okay, thank you.

- [Tim] Does anybody else wish to speak on this matter? Yes, sir?

- [Jared] Jared Schmidt, with Robert E. Lee & Associates. 1250 Centennial Centre Boulevard. Just want to let the commission know that there's some members of the design team as well as the ownership group here tonight. If you have any specific questions for them, we'd be happy to answer those and Paul did a great job introducing the project and, ultimately, what we're here today is to ask for that boundary amendment to include the far southwest corner to add the component that wasn't previously added which was, excuse me, the gas station, to include within that total use. And there was a lot of thought going into this development as well as going back to 2007 with the hospital and the coordination with the city and with the property owners. So hopefully those things are understood and shared amongst staff and I appreciate what the folks here tonight have to say. But yeah, if there's any other questions that you guys have for us, we're here and happy to answer those. Yes, sir?

- [Jerry] Question. The drainage, have you addressed that and is it gonna be addressed and satisfactorily, to protect the situation that allowed, that's already existing I guess?

- [Jared] Yeah, ultimately, there are some challenges on the common property line with the hospital's property and the property owners to the north. By and large there's a fence line that exists on this side, the entire length, and it might be the entire length. I don't recall if there are a few gaps or not, but there's a fence that exists on the north side of the existing parking lot for the hospital, and then there's private fences that follow the property line. We've done a site survey that identified those challenges and a lot of them are tied to rear lot drainage with single family homes that are poorly drained without a great place and a great outlet. So the design concept here is that there would actually be a secondary soil, just in between the curb line and the fence line that would capture the runoff water from the hospital, or from Prevea's property here, and then also the development, by and large, will drain to the detention pond first before discharging all out through the storm sewer system. So the drainage characteristics of the site will change. Our objective is to change to the positive. There are some challenges, I think, to directly address some of the drainage problems that may exist on private property solely without crossing the property lines and draining onto their property. I can't say we can address those wholly but I can say that there will be an improvement from what's there now. The perimeter of the parking lot will be curbed to capture it in the storm sewer and then direct it to the pond and then ultimately out through the storm sewers.

- [Jerry] So in other words, you're putting the swale end there right alongside where those bushes are just to maintain the water and the complexion of the problems they're having with it. Is it gonna solely be on their own, not because of this, because of this is actually being taken care of by the pond basically.

- [Jared] There will be drainage considerations, correct, for the development itself, and snow will push off to the side and our objective is to hold that in a swale on our property, discharge it to the storm sewer system, and not cross boundaries.

- [Jerry] The lighting? We've had an awful lot of these things come through here and we've got all these questions of lighting. The lighting basically, 28 feet high? I don't know where that came from.

- [Jared] The PUD language states that it can be up to 28 feet tall. Steve, I don't know if you, I don't think it will be 28, but I don't know if we have that designed yet. So the PUD just allows for it to be that tall. Will it be 28 feet? I don't know that but that's what the PUD allows this to be.

- [Jerry] And that kinda brings us to the standard that I'm used to, an old bonus that we had for a long period of time, we had down lighting that does not really broadcast out to interfere with anybody else's.

- [Jared] Yeah, so the lighting here will be dark sky compliant.

- [Jerry] Right, okay.

- [Jared] And most of those cutoffs.

- [Tim] All right, thank you. Yes, sir?

- [Randy] I don't think it's really our role to get too much into micromanaging the nuts and the bolts of the plan here. But can you talk a little bit about what your plan is for the green space that's in the, what looks like the western boundary, east of, or west of the building, as far as maintaining the existing foliage, trees, et cetera. Do you know what the plan is for that?

- [Jared] Sure, at this time, the intent is to allow it to remain green space. Our objective would be to make sure we're not creating, pumping in water that doesn't exist now so that we don't artificially create wetlands in the future. Odds are if there would be snow storage off that western side of the parking lot, we would look to have it drain out there, to capture that water and flow it. But, yeah, our hope is to save the trees we can save and we don't know what the future brings but someday the building may expand out to the west and the parking lot may expand to the west so, to say those trees will stay in perpetuity, I can't tell you that. But at this point, our hope is not to disturb any of those big trees that we don't need to.

- [Tim] Okay, thank you. Does anybody else wish to speak on this? Okay, hearing none, I'll close the floor. Return to regular order of business. Any discussion among commissioners? Paul, what would happen if we didn't approve this? Would the clinic still be able to--

- [Paul] I suppose they could on a different portion of the property. Yeah, expanding those boundaries allows those other requirements in the PUD to come in and take hold and offering lighting, uses, all those are kind of packaged together at that boundary.

- [Tim] Thank you. Yes?

- [Jerry] Paul, we're here trying to resolve a footprint nearing a year right now and I also just heard that they might be expanding in the future in different areas. Have they purchased the land around this area or is that already in the making or something that has been done in the past?

- [Paul] I believe it's owned by St. Mary's but you'd have to talk to the applicant about the arrangement that they have with Prevea. Prevea's on campus already and I think they're being relocated to this site to allow the hospital to grow and allow Prevea to grow as well.

- [Jerry] Okay, all right, thank you.

- [Tim] Is there any further discussion?

- [Paul] As far as the lighting, there should be zero foot-candles at the property line. There should be no spillover of light. They'll provide a full metric plan for us to review making sure it's compliant. There will be a transitioning area along the north side, along that parking lot, that'll provide some buffer to the neighbors. It's very typical for a project of this size, there should be a 25 foot transitional area, we call it, of separation of plantings to ride that buffer. And those we'll look at as part of the site plan review when that comes in. And when it comes in, neighbors are welcome to come in as well and take a look once it's public record.
- [Tim] Okay, thank you. The chair would entertain a motion.
- [Randy] I'd move to approve the proposal as recommended by staff.
- [Tim] We have a motion by Commissioner Petrouske to approve the recommendation. Do we have a second?
- [Jacob] Second.
- [Tim] We have a second by Commissioner Miller. Any further discussion? I would just like to say that this area is hospital corridor as it is and it has been for about a dozen years or more, so it's just a matter of what goes in but it's, unless something catastrophic happens, it's gonna be a medical based area. That's just the way it is. I think what they're proposing here is a nice building. Obviously the details, the lighting, and parking, and the green space and everything will be submitted by the site plan and those details will be hashed out at some future date. But right now we're just approving the extension of the PUD. So, yeah, I personally am in favor of it. Having said that, would you please cast your votes?
- [Woman] Motion approved unanimously.
- [Tim] Now keep in mind this is just a recommendation to the City Council which will meet next, Tuesday?
- [Paul] Next Tuesday the 21st.
- [Tim] Which will be the, they'll decide for sure at that time so you're obviously welcome and encouraged to attend that meeting also. Thank you. The next item, consideration with possible action on the request to rezone 1132 West Mason Street, 1134 West Mason Street, and a portion of 1136 West Mason Street from Public Institutional to General Commercial, submitted by the Department of Community & Economic Development.
- [Paul] Hey, Mr. Chair. The first part's a request, the next item also will be addressing this point as well, but this is a rezoning of 1132, 1134, and a portion of 1136 West Mason Street. So, West Mason Street, running east and west, of course, South Oneida Street here. The properties in question are commercial in nature, a car dealership to the south, Green Bay's Municipal Garages to the north here. So the comprehensive plan recommends commercial for this particular area. The need for this rezoning has to do with the existing zoning for these properties here. They're public institutional zoning which is rather strange because they are existing commercial uses that have been around for years. So the idea here is to clean up this zone in here, take this to commercial to allow for a conditional use permit on the next request. So therefore we are recommending approval of the request to rezone to general commercial.
- [Tim] Thank you.
- [Randy] I move to open the floor to see if there's anyone who wants to be heard.
- [Jerry] Second.

- [Tim] We have a motion by Commissioner Petrouske, a second by Commissioner Wiezbiskie to open the floor. All in favor?

- [Group] Aye.

- [Tim] Opposed? Is there anyone that wishes to speak on this item? Yes, sir?

- My name is Jerome James, I'm the property owner at 1136 West Mason. Just introducing myself so that you know I'm available if you need any help on this.

- [Tim] Thank you. Go ahead.

- My name is Jeff Baird, we have Badger State Insurance & Financial Group. We're at 1138 West Mason. And can I familiarize myself with this for a second, guys? My eyes aren't real good. This is us right here and these three parking spots are us and this is Accent Photography. Right here in Muenster's and, I forget, it's a cleaning business in here, it used to be the barber. This is that 1136 here that they're talking. This is a driveway here right now that we use to get in and out of here. And I'm first finding out tonight that, is it an 18 by 40 addition?

- [Randy] I think it's 14 by 40.

- [Jeff] 14 by 40 would be added to the back of this building. And this has been a common area driveway for all the years that we've been there. We've been on and off there for almost 20 years. We left when Marlon Stenson lost the building. We were in 1136 when Stenson lost the buildings. Then we found out that this was in foreclosure. We bought 1138. Kim's been there forever, the photography, but so, this would no longer be access to us. It would put us back in here another 14 feet and right now we're, we just clear here if nobody parks here and this is supposed to be left open. This is where the handicapped access doors are, our fire exit doors are, and there's a sign company Lamar has a lease here for their side but if this comes out 14 more feet then everybody will use this. Right now, in the wintertime, this is all snow plowed back here. Muenster's keeps us clean for being able to park back here. I don't know what he, Jerome said he doesn't have a plan for what they're gonna do with the snow yet. And we're just finding out tonight that we're gonna lose that driveway. So I don't know how much time we have to have things, to follow up on this. We'd like to do a survey, et cetera. So and then, I guess that's my biggest point. So we haven't had a chance to talk it over with Jerome. We were told when he first came in and introduced himself to us, we were glad to have him there as a neighbor. That's been being used like a--

- Residential?

- Like a residential for years now. Those that were renting it were supposedly in a music producing business. I think half of Green Bay had the key to the building. They parked in there so we couldn't remove snow. You could bang on the door until you were blue and they wouldn't wake up because they'd been up all night. My cameras would catch them doing, they were exchanging product during the night, three o'clock, four o'clock, five o'clock in the morning. It never ended, so we were glad to see that go. When Jerome first came and introduced himself to us he said all the renters are going, we're going to turn this into this pizza, for Hydrant Pizza. That included the contents that were in there. Now they're keeping tenants. Why couldn't that pizza, the rest of that building, get rid of the tenants and use that for the entire pizza business? That was the first intentions. There wasn't any talk of adding 14 feet on by 40. I just heard about that tonight. And I've talked to him several times and I'm just hearing it tonight so that's about all I gotta say right now. So, thanks, guys.

- [Tim] Thank you.

- [Kim] Hi, I'm Kim Martin. I'm at 1140 West Mason. I own Accent Photography. My big concern seeing this is, I'm wondering why it's zoned to include this and our parking spots. So I'm right here, I have two parking spots here, and I have three spots along the back, so I have five parking spots for my building. And I'm not sure why

this is marked off that, does that mean that's not ours anymore then? I mean technically it's an easement, but we've shifted, we all basically use the middle as the easement instead of here, but this property along here does not belong to this corner lot. So I'm not sure why that's included in the rezoning, and my other concern is how many spaces, even though it's grandfathered in, how many spaces are we supposed to have for parking? And if there's an addition being made on and we're losing parking spaces, where are those parking spaces coming from? That's my main concern, thank you.

- [Tim] Thank you. Paul, would you?

- [Paul] Well, I think some more details still have to be worked out and there are some oddly shaped lots and some unusual parking arrangements going on there. So I don't know if I can speak to that directly. Those are private matters. The request before you was simply a strict rezoning, it's a clean up. So you could take that as it is and move forward to the next item I guess and consider more of those conditions or issues that come up on the conditional rezoning.

- [Tim] Okay, so did you tell that they were just addressing are still kind of in the works?

- [Paul] Well, I think so. And I think those are spilling over into the next request for a conditional use permit. This is rather straightforward from a staff perspective. It's just one district to another. This would make all those uses permitted in that particular district.

- [Tim] Okay, so the next item on the agenda will address some of those ones?

- [Paul] Right, but I often rely on some of the property owners because as a rep. I'm not privy to some of the agreements that might be out there as well. Again, our focus is on land use and making sure those uses are appropriate for the agreement.

- [Lisa] Can you go back to the zoning map?

- [Paul] Sure.

- [Lisa] What the current is and what they're looking for? So that's current.

- [Paul] That's current, right. So that little finger of green, that's the public institutionals coming down to Mason. So there are commercial properties. A commercial property on the corner here. There's parking which is part of I 136 and then there's a free standing parking lot, so mainly it would make this permitted use.

- [Lisa] So on this agenda item we're just cleaning up the zone?

- [Paul] Correct. Thank you.

- [Tim] Okay, if there's nobody else to speak on this item right now, I'll close the part after direct order of business. Any discussion among commissioners? The Chair would entertain a motion.

- [Lisa] Motion to approve.

- [Jerry] Second.

- [Tim] We have a motion by Commissioner Hanson and second by Commissioner Wiezbiskie to approve the recommendation. Any further discussions? Hearing none, I ask that you cast your vote, please.

- [Woman] Unanimously approved.

- [Tim] Thank you. Item three. Consideration with possible action on the request to authorize a Conditional Use Permit to permit a limited production and processing use at 1136 West Mason Street, submitted by Jerome James, property owner.

- [Paul] Okay, Mr. Chair, so this is the request for a conditional use permit for that right production and processing to assemble pizzas and then ship them out from 1136. So I just verified on the city's GIS that this is the actual property boundary for 1136, so it's kinda like a T-shaped lot. So there must be some agreements that are back and forth between these property owners for access alley for 1136 but for other owners to the west to get back to their property. Again, they're very familiar with the area. Commercial land use is in the area. Again we tried to correct the zoning here in the previous item and then this is the site plan of the proposed development so, Redwood, West Mason. This is 1136 right here. This is an existing building and this is that small addition that was over here and the related parking in that area. So limited production and processing in the conditional use permit would allow some of these hybrid uses to exist in a commercial district. We have a couple in the community but this is kind of rare. We don't typically see this, but it's a passive use that seems to be acceptable in the commercial district. So there are development criteria in Chapter 13, 1607. That's kind of detailed in your agenda and report. And this certainly meets those criterias fitting within the commercial district. We did notify affected property owners. We didn't receive any calls or questions regarding this and we are recommending approval of the request so there's the standard site plan review and approve.

- [Tim] Thank you. Now it's my understanding that this addition would take up five parking spaces?

- [Paul] It could. The parking there is a little strained. I don't think it's traditional or necessarily approved. I think people over the years have parked kind of where they need to. Some of those spots may be legal. I can't speak to all of them being legal. If this is approved, a site plan will come in and we'll have to assure that those parking stalls meet conventional requirements. I can't speak for other sites. The one next door probably would not meet our parking code standards. But again it's probably been there for a number of years and it's simply grown with the business and used over time.

- [Tim] So it's maybe informally grandfathered in.

- [Paul] Right, possibly.

- [Tim] Okay, so the issue of not enough parking spaces for not only this property but the surrounding properties would be addressed or?

- [Paul] Well it's only for 1136, it'll be addressed. So there are some office uses in there. There are some limited production crossing. We'll have to have our parking calculation and they'll demonstrate where that parking will be. I believe they have enough parking along that north property line, but how they get there again is relying on their neighbors to gain access to that, which probably dates back years, maybe to the previous owners. Now if there are some other easement agreements that limit that addition, that's something that the current property owner will have to be aware of or do some research or if there's other interest in the property, those property owners will have to discuss that with the current owner. So, again, our issue is with the land use and making sure that that is compliant.

- [Tim] Okay, thank you.

- [Lisa] So I'm confused by the red lines versus the pink lines.

- [Paul] Yeah, it's confusing to me too.

- [Lisa] So we're just talking about 1136. So this isn't affecting 1132 and I'm assuming the two properties on, is that Redwood right there? Or I can't even tell the lots. I see the blue lines. Those are very clear.

- [Paul] It was a challenge to represent this so I did it the best I could. So what it is, what you see in pink is that rezoning line, the previous item we just went through. The red line, although it's very strange, is the boundaries of 1136 West Mason and that request for the conditional use permit. So that boundary goes like this.

- [Lisa] It's like an F and a T?

- [Paul] Yeah.

- [Lisa] A T on top but an F on the side?

- [Paul] There's a flag, there's a T, there's a lot of things going on. So that kind of, this parking lot is a free standing parking lot and that property boundary goes around that based on our GIS system. To that T and then down so, that's why it's confusing to represent that, it's sort of a simple graphic way to do that.

- [Lisa] So here's the concern I have is that, are there, and I guess it sounds like we're not sure about this but are there easements in place, because there's no way to access those businesses from Mason.

- [Paul] Correct.

- [Lisa] I mean, there are doors but it's not like you can park or anything. I can't imagine there's a lot of parking available on Redwood.

- No.

- So I guess my concern is, and I guess I don't know if this is something we're supposed to be concerned with, but the easement's in place so that people can actually get to their businesses and that so their customers can get to the businesses.

- [Paul] Right, in some ways we operate in a vacuum. We think that everything is fine. If the rules are private, potentially private, easement agreements that we're not privy to and those neighbors would have to work out that problem if there is an issue. Again, we're looking at it from a site layout perspective of the loose issue if that's compliant here. There could be issues beyond that, that the property owners will have work out amongst themselves. I don't know what those are at this point. I guess if they're clearly presented tonight, maybe that'd give you some cause or pause to this request but I'm not aware of those at this point.

- [Lisa] So because they have access on Mason Street, it's considered not, I mean obviously it's not landlocked, but because they have access from Mason.

- [Paul] They have frontage, they're not landlocked, but the reality is the parking's in the back and they have to get the parking somehow, so there must be some mechanism in place with those owners. I don't know if that's a handshake agreement. I don't know if that's a legal document. I don't know what that is necessarily. When we look at the site plan, we're gonna look at it from setbacks, parking, other typical things, unless we're presented with some sort of private issue that we'll have to possibly put the thing on hold.

- [Jerry] Our objective here today is to clean up a mess it looks like to me to just make that conform to standards, I guess.

- [Paul] Well, I think it's twofold. one is to clean up the zoning to make it commercial so it's compliant and this one is, do we allow limited production and processing use into a commercial district? A lot of times you'll find that in the industrial district or light industry district. So is it appropriate here? We feel it is because it's a lighter industrial type use.

- [Jerry] But who's the people to actually accept the rulings that we probably will come up with just to clean that up in this action to their benefit and, well, they better go with their agreements, handshakes, head nods or whatever to work that part of it out, 'cause we have no part in their battle.

- [Paul] I don't believe we do. I'm not an attorney but I know those are sometimes private matters that they'd have to look into. Again, unless if you have something presented to you tonight, I think we could proceed but that will be up to the Commission.

- [Jerry] Okay thank you.

- [Tim] I see there are interested parties requesting to speak.

- [Randall] I would move to open the floor.

- [Jacob] Second.

- [Tim] We have a motion by Commissioner Petrouske, a second by Commissioner Miller to open the floor for discussions. All in favor?

- [Group] Aye.

- [Tim] Opposed? Does anybody wish to speak on this item? Yes, ma'am?

- [Woman] Yes, if you go back to where the addition on this building is built back.

- [Tim] Could I ask you please to give your name and address for the record?

- Oh, I'm sorry! I'm Karen Baird with Badger State Insurance. So where our parking will be affected and I heard you mention there'd be illegal parking that would be grandfathered in?

- [Jerry] No, actually, if you don't take any action here tonight, you're actually operating businesses improperly at the wrong place. It behooves you to kind of, the way I'm seeing it anyway to try to clean, help us clean up the zoning, so it's properly zoned, so you can have your business and how you agree with your parking, I hope you can work that out, maybe you'll park a car somewhere else.

- [Jeff] Will the building portion be decided tonight, the addition?

- [Karen] We do agree with the zoning. We're happy to have Jerome as a neighbor, a legitimate business is always a terrific thing. We're just concerned on the, if you could go back one.

- [Paul] To the site plan?

- [Karen] Yeah, right here. When they put that addition on, already we're coming in, this is our first spot here. We have foot traffic so we have customers come in. We're insurance so we have a customer base. I don't know how they're gonna negotiate that. Right now, and I know Jerome said he was gonna take care of that and get rid of his tenants up front and use the whole building but now those tenants are coming in here, which is the sign company's right of way. So when they're pushed back even further they're gonna be parking back here. We'll never get in our building. I know that's a parking issue, but, but no, we're happy to have Jerome as a neighbor. But wondering if he can't utilize the front of this building or shove that over a little? I don't know, it's up to Jerome, I'm sure. He's the building owner.

- [Tim] That's a discussion you'll have to have and work it out.

- [Jerry] I'll be the first to admit that this is really a mess.

- [Karen] They have parking and it's not just us. It's Kim and there's like five businesses and parking behind the building so, it's a whole .

- [Tim] Thank you. Does anybody else wish to speak on this? Yes, ma'am?

- [Kim] Do you need me to say who I am again?

- [Tim] Yes, please.

- [Kim] Kim Martin, I I40 West Mason, I own accent photography.

- [Tim] Thank you.

- [Kim] We do, on my title it does say that we have that legal access and it is right on the title and I have been here 30 years. So that is there. One thing I wanted to point out, when the sign company does come in, they bring their big truck, and they come through, I don't know how often they come through and do the signs but they drive all the way into here. So I'd be cautious to see how they're able to navigate that, that there's room for them to still get in there. Because they do own that, and they need to get in there. My other concern is, I'm in retail also. I have a lot of families and kids and stuff come through and a lot of business clientele and I'm curious as to the safety for them navigating through there also. But I've always believed it to be commercial, so thank you.

- [Tim] Thank you. Does anybody else? Yes, sir?

- [Jerome] Jerome James, I I36 Mason. Just to kinda clarify this, these should be about five parking spots that we're gonna remove. The easement that I'm aware of is here. I don't know about any handshake agreements but I would imagine there might be an easement for these spots but we don't, this building's existing so we don't interfere with this pathway at all. In fact, there should be enough of a setback there where we would be able to make the turn. There's an additional 90 feet to the fence line and two access points for trucks and cars. So I think we should be able to navigate that turn pretty easily with just about any size vehicle. I don't know what type of equipment they bring in for the sign but we bring in all relatively low single axle equipment so it wouldn't really affect us. The other thing is, I've kinda spent a lot of time here 'cause we've doing a little bit of work at the building site and I had never really saw a time where there's more than 15 or 20 cars in this lot and that's at the very high end of it. We anticipate using four. We don't have any retail space so we don't have customers coming and going. It's just my employees. A few of them ride their bikes. We're a minimum wage paying company so we do have some of the people who don't even have cars. But if that's part of the concern I can definitely address it in a further iteration and this particular piece of building is modular. It's a fridge and freezer combo that hasn't been built yet. So we can slide it around based on the needs of my neighbors and whatnot.

- [Tim] Thank you.

- [Jerry] Question for you, sorry. You said you can slide that around. Can you just push it over there and put those parking spots over there? Is that the type of thing you could arrange?

- [Jerome] I believe it will be possible from a fixture standpoint as long as there's no issues with code or zoning. We could put that there.

- [Jerry] You have a kitchen on that wall basically so you wanna be near the cooler. Does that designate where it's supposed to be or--

- [Jerome] We can move the door to accommodate.
- [Jerry] And the kitchen?
- [Jerome] Well, the kitchen's kinda set but there's enough space in that freezer where wherever we put it the door would still access the freezer.
- [Jerry] In other words I'm saying, eliminate these and move this down to here and put the parking over here. And now you got a little bit better access to that, right?
- [Jerome] We absolutely could, yes.
- [Jerry] Okay, thank you.
- [Paul] But there is a building set back there as well so.
- [Jerry] So it means that we just ignore that like we have for the last 25 years or whatever, holy mackerel.
- [Tim] So we'd have to actually keep that in consideration?
- [Paul] I mean, as part of the site plan review we would. So it could be shifted, just not, it's up to 15 feet of that line drawn.
- [Tim] Okay, thank you. Well, does anybody else wish to speak? Hearing none, I will close the floor and get back to direct order of business.
- [Jerry] Motion to approve this part of it.
- [Randall] Second.
- [Tim] We have a motion to approve by Commissioner Wiezbiskie, a second by Commissioner Petrouske. Any further discussion? Hearing none, would you please vote?
- [Woman] Are they all hung up down there?
- [Lisa] They haven't gotten the prompts yet.
- [Woman] Oh! Just the voice vote would be okay too.
- [Tim] Okay, all those in favor?
- [Group] Aye.
- [Tim] Opposed? Motion passes. And, again, this recommendation will go before the City Council next Tuesday. You're encouraged to attend that meeting if you wish.
- [Jeff] Okay thank you.
- [Tim] Thank you. Item four. Consideration with possible action on an appointment to the Broadway Business Improvement District Board, as nominated by the BID and approved by Mayor Genrich.
- Thank you.

- Thank you.

- [Woman] Well, as you may or may not be aware, in the BID guidelines we have all of our new appointments to the BID boards go through Plan Commission so we ask that you familiarize yourself with the new people. This is for the Broadway bid. It's been in your packet, you have her resume and the subsequent nomination form. So if you have any questions Matt is here if you have any questions about the applicant but those are usually just bringing you up to. So you're required to make an approval.

- [Tim] Okay, thank you.

- [Lisa] Motion to approve.

- [Veronica] Second.

- [Tim] We have a motion by Commissioner Hanson and a second by Alder Corpus Dax to approve recommendation. I would just like to say, I read the resume, and talked over the item and it's a great recommendation. Having said that, if there's no further discussion, would you please vote?

- [Jerry] All in favor?

- [Lisa] Just giving up?

- [Jerry] Yes, this thing don't work at all.

- [Tim] Okay, I'll have a voice vote in favor. All those in favor?

- [Group] Aye.

- [Tim] Opposed? The recommendation is passed. Item five. Consideration with possible action on a request to vacate a portion of greater way Paddy Wood Lane submitted by Department of Public Works.

- [Woman] Thank you. This is on the far east side of town. This is basically really far north here. Paddy Wood Lane doesn't actually exist so if you were gonna go look at it, you wouldn't find it. This was actually acquired from the town of Preble in the 1800s. And they had officially opened the road as a designated road. When we acquired the town of Preble, it was still designated as an open road. Legally we have to release that opening of that right of way if we have not improved it within four years. So this is all detailed within your staff report, but this is really just a legal cleanup action in our eyes because we can't legally keep the road open anymore because we have no plans to improve it. We are only doing the partial vacation of this because this portion, if we vacate this, we leave it landlocked which we can't do by state statute or current Subdivision Code. So this would be retained as right of way with the minimal access to the drive that's right here. And then this entire portion would be vacated and split off to the property owners to the north and to the south. With this vacation request, we are doing something a little different with the condition that it remain on our official map. We don't wanna lose this connection through for any future development that may occur but we don't need the right of way itself right now so this area will be maintained on our official map but the vacation would take away the actual right of way that exists now. So that is what we are recommending.

- [Tim] Thank you. Any further discussion?

- [Randall] I move to approve.

- Second.

- Second.

- [Tim] We have a motion to approve by Commissioner Petrouske and a second by Commissioner Hanson to approve the recommendation. Any further discussion? Hearing none would you please vote, if possible?

- Still nothing?

- No.

- [Tim] Well, we might as well do this. Can we do a voice vote on this?

- [Woman] Go ahead.

- [Tim] Okay. All those in favor?

- [Group] Aye.

- [Tim] Opposed? Thank you. Item six. Consideration with possible action on the request to discontinue an easement located at 1060 Gray Court submitted by Mau & Associates.

- [Woman] Thank you. This site may look familiar. We did a preview of this area to offer multifamily housing. This is Atkinson Drive. It comes off of 43 and Velp Avenue here. The portion that is being considered for discontinuance is on this side of the property. So this was an easement that was created during the original padding process. There are no actual facilities on the ground here. So with the proposal for the multifamily development, they were hoping to vacate this easement. So with that, we are recommending approval with the condition that's in red that was added today from our Department of Public Works which is pretty standard that they pay for the legal description that they provide that for us for the time of recording.

- [Tim] Thank you. Any discussion?

- [Lisa] So they're still planning to go ahead with the development, 'cause I feel like it's been a while since we've seen it last.

- [Woman] Last I've heard, but John is here from Mau if you have any questions for him.

- [Tim] Would you care to pursue that then?

- [Lisa] I don't need to, it's fine.

- [Woman] Motion to approve.

- [Veronica] Second.

- [Tim] We have a motion to approve by Commissioner Hanson, a second by Alder Corpus Dax for approved recommendation. Any further discussion? Hearing none, all in favor, say aye.

- [Group] Aye.

- [Tim] Opposed? Is there a reason that item ?

- [Woman] Sometimes it just does that in the system. I would ignore it.

- [Tim] Thank you.

- [Lisa] So the seven, eight, and eight, seven?

- [Woman] Sometimes it switches the letters too so you get whole sections out of order.

- [Lisa] Oh, that's really fun.

- [Tim] Okay. Item seven. Consideration with possible action on a request from Jerry Hanson, on behalf of the Green Bay Packers from Chapter 13-2021 to permit video display signs within the Public Institutional District.

- [Paul] Thank you, Mr. Chair. This is a request to amend, it's a text amendment to amend the Signage Code to permit video display signs in the Public Institutional District. So right now video display signs are allowed in the commercial districts, the industrial districts and the downtown districts. This request led to also meeting with the Public Institutional District. The PI District is mainly owned by the City of Green Bay, the Green Bay Packers, Green Bay School District, and UWGB are the primary property owners. So this change would provide some flexibility for those property owners to have video display. Video display simply is animated images, basically video display literally. There are other types, there's EMCs, Electronic Message Centers, which just have text. This would allow graphics displayed, and animated, and so on. We recommend approval of this request, text amendment to include video display in Public Institutional District.

- [Jerry] I think I observed that UWGB is installing one as we speak.

- [Tim] I would hope not. They don't have approval yet, though.

- [Jerry] If I know what it is, yeah!

- [Tim] So if this is approved and becomes logged, then the schools would also be able to make use of this? And if that's the case, would that be a problem?

- [Paul] The schools are regulated differently in the Zoning Code. So they have their own set of requirements. This will be mainly beneficial to the City of Green Bay initially, I guess. UWGB also has its own set of sign requirements. Even though they are a public institution, they have their own unique set. But this would allow us to have the flexibility to include those.

- [Jerry] Unless already has one.

- [Paul] Well, they may have them sealed if they're not video display. Video display is much different. It's all animation. It can be more of a traffic hazard so we try to be very cautious.

- [Tim] But you don't see it as being--

- [Paul] I don't see it being detrimental. I see it being more flexible, I guess. It's kind of new technology and we tend to see signage come in different forms, and this is one.

- [Tim] Thank you.

- [Lisa] So the reason why we're opening it up to all PI District is because there is limited ownership of those, of that area, or that zoning, I guess.

- [Paul] There is, but for the Packers, in part, own the PI District so we can't change just for them. It has to be district wide. So that's why they're included in this. So as Jerry can speak to this, but they are gonna add two pylon signs that'll have the video display signage.

- [Tim] Thank you. Thank you. Any of our interested parties wishing to speak? Do we need to open the floor?
- [Veronica] Motion to open the floor.
- [Lisa] Second.
- [Tim] We have a motion by Alder Corpus Dax and a second by Commissioner Hanson to open the floor. All in favor?
- [Group] Aye.
- [Tim] Opposed?
- [Jerry] Jerry Hanson, Staff Counsel for the Green Bay Packers. We've got approval. There were two marquees out there, one in the current position. Then when the Johnson Tailgate Village was built, there was another one over there. They're basically gonna be, they're being torn down and replaced and I think I have a picture here of what it would look like. So it's gonna be a much better look on this thing. There's people right now that go in front of the marquee. There's constantly people taking pictures in front. This will be a much better photo opp. There are video boards. There's the full electronics on these things. There are standards, it's my understanding, that these video boards, there are standards that you've got to follow. They've gotta be adjusted at dusk, the lighting has to go down, there's a number of rules already on these things. If you're gonna show a video, you've gotta show it for X number of seconds, things like that. So there's rules on this thing and we're just looking to bring ourselves into the next level. It's basically in the same spot where the marquee is on Lombardi as where it's going and then it's a little off of where it was before on the Oneida Street side. Those two dots, I think you have it in your packet, showing where this thing is going to.
- [Tim] Okay, thank you. Any needed discussion?
- [Woman] Do we need to close the floor?
- [Tim] Oh, yes. So we need to close the floor, thank you. Back to regular order of business.
- [Randall] I move to approve the recommendation.
- Second.
- Second.
- [Tim] We have a motion by Commissioner Petrouske, a second by Commissioner Wiezbiskie to approve the recommendation. Any further discussion? Hearing none. Please vote.
- [Man] Can you get it up there?
- [Woman] Motion approved.
- [Tim] Okay, thank you. Motion is approved.
- [Jerry] Thank you much. Have a good evening.
- Yes, sir.

- [Tim] Item eight. Consideration with possible action on a request from Alder Kathy Lefebvre to consider an exemption/conditional use to allow storage unit expansion, cleaning up, and improvement of the property at 1725 North Irwin Avenue. Recommendation, refer to staff.
- [Paul] We have no staff report, just that I referred it to staff for further review.
- [Jerry] Motion to refer to staff.
- [Randall] Second.
- [Tim] We have a motion by Commissioner Wiezbiskie and a second by Commissioner Petrouske to refer to staff. Any further discussion? Hearing none, would you please vote?
- [Jerry] Aye.
- [Tim] Your prompt didn't work?
- [Woman] Motion approved.
- [Tim] Motion is approved. Thank you. Informational. BID work plan progress update.
- [Woman] So as you may recall, every fall we look at their budgets for approval for the next year and then in the winter or springtime, let's look back at their past year's accomplishments. So each of the BIDs are here to represent their 2018 action plans and what they've done. Their financial statements were in your packet for review and I think each prepared a little bit to go over and what they've accomplished in 2018. So free for all, whoever wants to go first.
- [Tim] We need to open the floor.
- [Male] Have at it, Brian. I will yield the floor.
- Motion to open the floor.
- Motion to open the floor. I'll second.
- [Tim] We have a motion by Commissioner Petrouske, a second by Commissioner Hanson to open the floor. All in favor?
- [Group] Aye.
- [Tim] Opposed?
- [Brian] Unanimously, that was a shame. Okay, well thanks for having us here today. So my name's Brian Johnson. I represent the Broadway District, or On Broadway. One thing's that a little bit different with our organization from, say, the downtown Olde Main or Military Avenue Business Association is that we are a designated Wisconsin Main Street Community. So that means we, since it's inception, I think, in '95, we've been a part of that program. So we kind of operate by a slightly different set of parameters and in particular, because we are part of that Wisconsin Main Street Program, we also follow the national Main Street framework and there are basically four pillars that we follow, the Four Point Approach is what they call it. The first is organization, followed by promotion, design, and economic vitality. So when I report back to you, I'm gonna kind of share some facts and bits of data, I guess, compartmentalized in that way. So the first is organization which essentially talks about building leadership and strong organizational capacity, ensuring broad community engagement, we forge partnerships across all sectors. So a lot of that is having a healthy

organization, having a healthy volunteer base. Something that was really important, I've been with the organization for exactly three years. My anniversary, I think, was last week. So one of the things that was really important when I first came on board was shoring up our financial positions in the organization. We went through a couple of rocky years. Some of it attributed to Larsen Green, some of it attributed to some other fiscal management practices that kind of put us in a real bad spot and so happy to say that three years later our income has more than doubled in that past three years. That make up of our income, 56% comes from events, 20% is sponsorships, other, meaning grants and other revenue generating, 18%. Our BID which is the part I think that you're most concerned is actually only 6% of our total operating budget. One of the lowest in the state, actually. So our income revenue over that same period of time has grown sixfold to over \$130,000. Our net income has gone from losses to profitability. We've had record setting revenue, record setting income, and record setting in kind investment in the organization. So we've diversified our investment, so we're very proud of that. It's one of those things that now we've kind of put some of that piece behind us we can take our energy and focus it on other things within the organization which is going to be, our executive committee is going to be adopting a new strategic plan for the organization probably next week. So we're excited to kind of get underway with that. We participated this year in the Give BIG Green Bay initiative that raised approximately \$15,000 for us which was really exciting because I think traditionally people don't think of organizations like ours as nonprofits. And so to see the community step up and want to invest in some of the projects that we're working on is very exciting. We had 2,107 volunteer hours which has a market value of \$50,568 and also, of significance, On Broadway, for the first time in its history is located on Broadway. So we moved our offices in October and we've been very grateful to be, BMO Harris Bank, who's donated space to us in the past but they're looking to divest of their properties and so this gave us a new opportunity to secure some new digs so we are now in the Rail Yard area in one of their buildings. Second up, promotion. So that talks a lot about not only what we do from a marketing perspective but also events. Some of our promotional campaigns to help bring people into the district and into our businesses. So essentially markets and districts to finding assets, community, unique features through storytelling, and support the buy local experience. Of course, you know many of our staple events, Farmers Market On Broadway. Last year was our first year we picked up the Fire Over the Fox event, after Jeff with his years of experience smartly dodged that bullet. We have the igNight Market, Taste On Broadway. We do some other smaller events as well but those are some of our big signature events. We've grown the number of events we offer significantly from 24 events in 2016 to 52 events this year and why that's important for a few reasons. One, it brings people into the district. When people see that it's active and vibrant, they feel safe and, excuse me, safe and secure. It's the kind of place that people want to be a part of, quite frankly. But the other part of it is that it brings bodies into our district to help support and patronize the many businesses that we have. We do a lot of marketing campaigns including Sips 'n Sales. This year we're doing one called Ships 'n Sales and, to tie into the Tall Ships Festival, Small Business Saturday which we collaborate with downtown Green Bay, Olde Main and Military Avenue on, again, all marketing campaigns designed to bring people into our district to help patronize our small businesses. We've co-branded our website with downtown Green Bay and Olde Main which is a very significant accomplishment and I'm sure Jeff probably had that on his list of things to talk about as well but really excited to see, I guess, that level of collaboration amongst our downtown districts because we really put ourselves in the position of a visitor and how do we make things easier for them. And so that collaboration has really, I think, elevated our presence in that regard. We also provide a lot of assistance for events that come from the outside and so we have Cellcom Marathon, it's going to be ending at Lake Memorial Park. Tall Ships will be at Leicht Park, the UntitledTown Book Festival and the Hopeland Music Festival which will be later this year. So we oftentimes say that we are not the end all, be all. We do not want to be the only organization that's hosting events in our district. We want others to do it and we oftentimes provide that support that's necessary to help them do it that right way within, sometimes, there's a lot of guidelines that people need to follow and especially if you're an inexperienced organization or event planner, we try to provide those resources to help them be successful. One of the big things that we secured this year is the Levitt AMP Green Bay Music Series. So that was a grant, a national grant, that we applied for. We are one of 15 organizations that received that, a grant, this year, only one of three that's new. And so that's gonna be a pretty prominent thing that's really about promoting social equity in your community. I think it's no secret that diversity within our community is growing but the amenities, oftentimes, have not grown with that. So this is about bringing ethnically diverse music into our community. So whether you're Latino, African American, we've seen a lot of

the Somali refugees that have kind of come into our community so this music series is about promoting the ability for our community to come together through the power of music. And it's a free and open live music series that'll be hosted at Leicht Park on Tuesday nights. It's a 10 weeks series. Our music line up is going to be announced next week so we're very excited for that. Overall, we had 348,000 event attendees which was a 40% increase over the prior year. A lot of that attributed, of course, to us taking on Fire Over the Fox. Design. So design is about inviting an inclusive atmosphere, celebrating historical character, fostering accessible people-centered public spaces. A couple of things that we did on this front. One was we saw several mural installations. We oversaw several mural installations and we were the co-recipient of the Mayor's Beautification Award along with the Public Arts commission. That was a mural that we installed during the Better Project Initiative, which if you didn't hear much about that, that was an initiative we did on Dousman Street that was designed to get people to think about what happens when you recreate or reimagine the use of a space that oftentimes goes overlooked. For us, that stretch was Dousman Street, between Broadway and really like Chestnut. So where the Exclusive Company is, we had a lot of vacant stores and, coincidentally, the second we announced we were gonna do this, the stores almost all filled up which is great news but part of it was that you want to stage pop-up businesses, which we still had one property do that in which brought a lot of interest there but we closed down one lane on each side. We put in some temporary parking lanes or, excuse me, biking lanes. We did some painted crosswalks which were out of chalk so that it was temporary but it was really, again, getting people to use the space differently and the purpose of that is to, again, not only imagine what could be rather than what is but to try to inspire some permanent investment into that space and so because of that, not only did we have the mural but we're looking at some permanent lighting installations, some furniture fixtures that might work really well in that space. Through that proof of concept experience that allows us to see how people might utilize that space differently. Seasonal decor continues to be a thing that we fund and invest in so that, from your planting to the fall decor, winter decor, that type of thing. We expanded the lighting in the district so that's the lighting that you see in the trees. Lighting is not only meant to be a design feature but also again to instill that sense of safety. When people can see, they feel safer and crime does go down. So that's a really important piece of what we do. We just said we did a lot of the planning for a Pop-Up Park. If you haven't seen it, I encourage you to go check it out. It's on the piece of land the Redevelopment Authority owns, across the street from the Titledown Tap Room on Broadway. We used a lot of our Better Block amenities to install in that park. The idea is, again, that you have just a piece of vacant land that's doing nothing. So what happens when you put some stuff in there. So there's some seeding. We're gonna plan some low scale programming. So it might be like poetry reading or a musician just to encourage people to come in and use that space. There's a solar powered picnic table that you can put your laptop on or your phone. We also built a GaGa Ball Pit so that's something that the kids love to do. Our ball has already been thieved away but we'll keep putting it back there 'cause balls are cheap. But it's a real fun activity for the kids and there's some chalkboards and there's some different things that you can just kind of have fun with. Then, of course, a lot of work has gone into the Shipyard and the Rail Yard. It's exciting to see that at the Rail Yard, the roads are starting to go in and to make that connection. On the Shipyard site, we've been a part of the city's team in terms of figuring out kind of how we're going to execute that Shipyard investment strategy, particularly in the neighborhood front which goes hand in hand with Our Love Here Live Here initiative. The last of these pillars then would be the economic vitality which is about building a diverse economic base, catalyzing smart new investment, and cultivate a strong entrepreneurship ecosystem. So as I mentioned our Love Here Live Here is a big piece of that. That's our initiative designed to, so the commercial corridor has really developed and evolved nicely but the residential corridor hasn't quite kept pace. Very, very high concentration of rental properties which are not bad but it's when you have derelict landlords that aren't investing in their properties and so we want to try to encourage a little bit more homeownership in that area but more importantly investment in those properties. And so the city invested in one of those, 159 North Maple. That project was completed and opened and just was absolutely gorgeous. They also acquired the one across the street, 158 North Maple, and I think are preparing to do an RFP on that through the Redevelopment Authority. So that'll take what's really been a six unit that's just in really, really poor disrepair and hopefully restore that in a way that the neighborhood can be proud. Couple other things on the construction side. Breakthrough headquarters, of course, announced that they're gonna build their new headquarters on the northern end of the slip in the Shipyard. Within the Rail Yard, as I mentioned, the streets are going in. Redevelopment of the northern building, so Building R is what they call it, has occurred. Big

Brothers Big Sisters was the first tenant to move into that space. There's a few other tenants that I believe have signed but I just don't think are ready for public announcement yet and then we have a few others in negotiation and so we're very excited to see progress take place on that one. The building that we're in which is the building with the Titledown Tap Room, cannery, that building is, with one caveat, is 100% occupied, way faster than expectations. The caveat is the retail space on the ground floor. We've got some work to do there and we're working very closely with the developers to determine what types of things they can do there to create, I guess, more interest, because it is a different type of retail access. So being cognizant of that, we need to, I think, approach that strategically a little bit differently than we might some of our other traditional retail shops. TWG, of course, we've been working with. They're gonna be installing 109 working class units on the northern end of the district. So that'll be new housing coming into the district, Rail Yard townhomes, the first building is under construction. It's moving along quite nicely. They just held their first open house this past weekend and then, of course, the Shipyard itself, the facility there is, they're gonna be moving dirt this year and I think that there's a number of things happening there. The new plan I think is slated to be revealed soon. And the city staff, have they kind of indicated That it might come out soon-ish? Okay, so a little bit more work to come on that. But what's exciting for us is that the last new construction project in the district was when they built the Chamber Building. Redevelopment has occurred and that's obviously very important especially to a historic district but we are gonna have four new construction projects this year. Technically, the Rail Yard townhomes, I think, broke ground late last year but that'll be four new construction projects in over, first new construction, in over a decade. So we're very excited about that. The city has a planning option with Merge which is a development firm. What's significant about Merge is that they have the planning option where the barracks was previously proposed but what's significant about them is that they are an opportunity zone fund. And so they have \$150 million held right now in this fund and unlike other developments where, oftentimes, you have a complicated capital stack that may or may not come through, they have the money. They just need to invest it, and for us it's about making sure that we position Green Bay appropriately to secure as much of that investment as possible and they are very interested in our community. If we can get them to break ground on the first project, typically companies don't want to see just one project happen in a community. For them to scale up, they need to see several projects happen. So the energy with working with them has been very exciting and if you're not familiar with opportunity zones, I encourage you to read up on them. It's a game changer and the entire Broadway District is encompassed within two different opportunity zones. Velp Avenue is also one and there's a fourth one in Brown County that kind of extends out into the Ashwaubenon area. So I think there's gonna be a lot of things coming out with that. So, overall, in 2018, we had 4.2 million in private investment which is a 56% increase over the prior year, 10 net new businesses joined the district with a total of 36 net new jobs. So we're on the up and up and I would just close with something that we're very excited about as a staff that I just saw the Green Bay Press Gazette article just came out on it. At the Wisconsin Main Street Awards, we were recognized for three awards, and technically four if you consider our Volunteer of the Year, John Rook, who has just been a superstar and just does everything in our district without asking. He shows up like a full-time employee. We have his own drawer in the freezer. We stock it full of food and he just comes in every day, and it's awesome. But the other awards. Best Adaptive Reuse by DDL Holdings. So if you think back again to the history of the Rail Yard and what that sight could've been, it's really exciting to see the investment net site be recognized for what that site always could have aspired to become and did become. So that was one. The other was Best Public Private Partnership. So that was with the City of Green Bay and On Broadway. A lot of that rooted in the Better Block Project and in the way that the different city departments kind of came together, Public Arts Commission, Public Works, Planning and Economic Development Department, we kind of worked with all of them and then, of course, throughout the year, the number of things that we work on together and for which they're very supportive and we're very grateful for. And then the last one was, for the second year in a row, which is very rare. I don't actually know if it's even happened ever before but we took home the Best Special Event in the State of Wisconsin. So last year, 2017, it was for the igNight Market. For this year, Farmer's Market On Broadway. Oddly enough we had never been nominated before. So yeah, so that is our report for 2-18. I'm happy to field any questions, if you have any.

- [Tim] Outstanding.

- [Brian] I talked fast.

- [Tim] Yeah, but you really covered a lot.

- [Brian] Okay, great, thank you.

- [Tim] Thank you.

- [Man] It's tough to follow that. That was a very inspiring year by the Broadway District. Congratulations, Brian. It's so much easier for me to talk about what we're working on next week, and what's happening and developers, and things that are going on. But we really respect the opportunity to come here and talk about last year and some of the accomplishments that took place in the downtown and the Olde Main Street District but I do want to kind of lead into and respond to Brian's powerful report and it was inspiring. I am often asked the question, why isn't there just one downtown organization? And this city went through like about a decade of there should be just one downtown. There is one downtown. There's one downtown and it's made up of Broadway and the Olde Main Street District and the Downtown District but as evidenced by his report, it allows focus and it allows, so much of what we do is based on relationships and some of those unique projects that they get involved in allows them to be award winning. So that just came to me as I was listening to all the things the Broadway District is working on. I have a team of people that I work with every day. We have a staff of about seven people and the challenges that our Olde Main Street District faces are much more significant than either of the other two districts and I mentioned this last year, Olde Main Street has a tiny budget, under \$100,000 a year. And they couldn't survive without a partnership with downtown Green Bay and a shared relationship and accounting, basically a shared services agreement that provides an event planner, and a marketing person, and a director, and an admin, and an office, and a copy machine. Before I leave, I do want to share one other, Brian did mention some collaborative projects. We are proud of a great website. It's state of the art. It's map based, it's interactive, it's mobile friendly, and Randy has it up right now. So we have a great website, and that could not have taken place without the three organizations and we went and met with the Broadway Board and said, this is what we're gonna do. We landed a great contract. They produce 40 of the top websites for downtowns in the country. Are you on? And they came onboard with us. We're about to make a change with What's Up Downtown. That is going to be, that newsletter is going to be a three organization initiative but I did want you to know that we're going public this week with the summer guide and whenever an organization can have a news conference about a summer guide, four TV stations and a newspaper, they show up to hear about the kickoff of activity in our downtown and that'll take place out on the CityDeck. But this guide which lists all the great things that are happening in the three downtown districts couldn't happen without those three organizations working together. So it's Brian's team, and ours, and a great printer. I gave a presentation to the Rotary Club today. Talked about this and the cool things that are happening and let them know that they were the only ones that were gonna get their hands on this. It's not true, we're gonna give 'em to the Plan Commission as well. But it's these companies on the back of this guide, these are the sponsors. I was kind of shocked just hearing Brian talk about how limited their budget is based on a Business Improvement District assessment, such a small percentage and so they're more dependent on other sources. We are very dependent on our Business Improvement District. So our commercial properties in our defined area account for half of our budget. So it's those commercial properties and quite a few of 'em are exempt. The residential's exempt and municipal are as well but it's those commercial properties that for the past 22 years that this organization has been in place, have believed that this organization that's involved with these four pillars, which I'm about to get into, were making a difference and we really do feel that the team of people that I work with are, have passion and they kind of feel like we're making a positive difference and we're appreciated for that. So these are the sponsors that really make a lot of things happen. We don't put on a single event using BID money. All of our 70 events that we coordinate are due to sponsorships. So you can each feel free to take one of those. Don't let it distract you. There's such great information in there. I didn't hand 'em out to the Rotary Club until after my presentation. So now just to take a look back at 2018. First of all, and I may just kind of deal with both organizations. When I go to an event, I'm representing downtown and Olde Main Street and so I'm kind of going to do that here as well. From a financial standpoint, downtown's BID generates about a quarter of a million dollars per year and all of that goes into programs that are, a staff and programs. Sponsorship puts on, is what funds our special events. Olde Main Street's BID is

about 100,000 annually coming mostly from the BID and some sponsorships and a lot of those funds are used to contract for the team of people that do the work in the Main Street District. So to highlight, and Brian kind of talked about the areas that On Broadway focuses on. We also use a four pillar approach and those four pillars, and I'll start with DGBI. Looking back at '18, and I have them listed here and I'll just maybe highlight a few of them. But the first one is physical improvements, and that would be the public art initiatives and the murals, and those types of things. But I'd like to call it the first impression initiatives. It's like we care about the first impression when someone comes into our community. Last year we unveiled the new seasonal banners, so the decorative banners using local artists and custom made. We didn't buy them out of a catalog. We wanted to be unique and so the banners were one of our major initiatives and related to that first impression. We bought a GumBuster, and we're gonna start taking care of the sidewalks. So that was a last year initiative and we had some of the worst looking sidewalks and once we got that fired up and started cleaning sidewalks, we have a new standard. And the sidewalks that are just peppered with gum spots now are, we can do better than that. So we also have recognized that we're an entertainment district, and we're a financial district, and we're a legal district. We're a business district and we're an entertainment district. When people come down here to have a fun time and to party and to celebrate, sometimes they leave litter, and bottles, and cans. And so we have committed to a cleanliness program. And everyone does their part and the city cleans their ramp, and their lots, but no one is really addressing the general area and we are doing that now with a team on a weekly basis that goes out. And we can't pick up every little scrap and it's still incumbent upon the property owners to take responsibility for their property, but we need to do a better job with cleanliness and we are attacking that with a crew throughout the year. On the event side of things, as I mentioned, we coordinate about 70 events. There has been an incredible relationship between development and events. We make fun things happen. We're about to celebrate 10 years of the CityDeck and those events that take place on the CityDeck, not only the infrastructure of that community asset but the things that happen there. We know that it is contributing to business recruitment. We know that businesses want to be along the river. Properties along there are doing so much better. The Residential is very strong along our Fox River and growing elsewhere as well, but we hear time and again that it's the fun things that are going on here, that everyone in Brown County, population of a quarter million people, they're coming to downtown Green Bay for experiences and the markets, whether it's the Wednesday market or the Saturday market, the markets here are very popular. Looking back to '18, and we're always willing to try out some new things. We came up with a Cafe Crawl. We want to show off our cool coffee shops. We hope that 250 people would sign up for the Cafe Crawl and 1,000 people came out on a Saturday morning to just sample the various coffee shops. We came up with a formula that worked, it was free, we convinced those businesses in all three districts that you put out something tasty, or sweet, or show off what you can do, and we're gonna get new patrons into your shop and it worked. So we tried that and we'll do that again. We also experimented this past year with an International Cuisine Crawl. So many of the events that we do are free, open to the public, we get a sponsor, and bring out 1,000 people to come to a concert, Summer in the Park, Dine on the Deck, Fridays on the Fox. And we're now just beginning to experiment with ticketed and maybe even a more unique experience and the International Cuisine Crawl was to highlight six or seven of our great ethnic restaurants and have those chefs show off what they can do. For a \$25 ticket, you get to sample them all, free trolleys, and it worked. People loved it, it sold out in four days, and so we're going to build on that theme. Downtown is known for its great restaurants and we are going to keep telling the world about that. So now we're going to come up with an American Cuisine Crawl. That'll be coming up this summer. So more on that, but we're always willing to test out some new events and keep doing those that are working great. In the business and development side of things, there's still commercial activity. We had a company like Foxconn buy a building. They're only going to develop one floor but the rest of that building, there is interest in it and we worked with the city to recruit an engineering firm from the Twin Cities that wants to grow here and ISG move in last year. That's just one example. It brought a team of 30 people, and they set up a shop for 60. And another major addition to our downtown last year was Imperial Supplies. They moved 400 people downtown, and when we found out the reason they bought a building and invested in it and moved 400 people here, it is because they want to recruit another 200 and they felt that they need to be downtown. So we're hearing that and we care just as much about the company that's gonna show up with eight employees as the next one that wants to bring 500. And so we have opportunities to work with many of those types. Residential is also very significant and it's big. We always talk about how the supply, we don't have the supply to meet the demand. He's got 100 units above to

start. Jumping over to the Main Street District right now, we have 50 some residential units under construction in the Main Street District, Whitney School, Whitney Park, 901 Main, a variety of types, townhouses, apartments, most of it is all market rate and again it's because of the vibe. In the Main Street District, it has a lot to do with the vibe in Whitney Park. So some of the activities in Whitney Park are influencing some of the development and I give a lot of credit to Garritt Bader. He bought a block and took a block of junk homes down and put 10 homes, 10 townhomes up, and now there's another 50 residential units going up because of that. And he tested the market, he's building another four nice townhomes, all four under contract, and it's kind of cool to see how the Whitney School developers and Garritt's developments are very compatible. They're not cutthroat competitors. They have unique product and share in the same neighborhood. So something else on the business development side of things that we do, we want to really recognize how important the downtown employee is coming here. So when those 375 employees showed up in Imperial Supply, we have a welcome packet which is a bunch of goodies. It's an introduction to what we do, it's the latest guide and it's a handful of incentives and it's on behalf of our business partners. But we give them gift cards, and discounts, and go check out these restaurants. And so we recognize that those are the employees that are down here five days a week. They know where to park their car, they're becoming more pedestrian oriented and the downtown employee is one of our cherished consumers, next to downtown residents. So that program, we test marketed the welcome packets for employees. It worked very well and now we're doing the same thing for downtown residents. So there's a resident package and there's also a new employee package. On the marketing side of things, just five years ago, we had a halftime marketing person doing posters, What's Up Downtown, our website, and then those types of things. We have reached a point where there's so much marketing opportunity, we now have two full time employees who are doing downtown marketing and sponsorship development, and I'm very proud of that. Two quality people who love what they do and they have so much more to talk about. We are using traditional media, a great website, social media, billboards, TV, and our organization. We don't do a ton of news conferences, but when we do have something to share, like Brian and I are coordinating one on Wednesday morning, we really feel like we have very good relationships with the local media. And to get that free publicity, it just continues to shed the light on the things that are happening in the downtown. Another area on the marketing side of things that we experimented with last year and we like the way it worked was to have a concierge tent at some of our events where so many people, when you go to a city or are unfamiliar with it, you might just be looking for a recommendation as to, well, where should we dine and what should we do, and you're looking for someone. And that's why we have a concierge tent at our events to interact with people maybe not as familiar with the area and looking for a recommendation. In the Downtown District, the most significant activity or the most significant thing that took place was the opening of the historic Hotel Northland and 160 rooms, two unique restaurants. It complements very well the convention center and the Hyatt, and the Hampton Inn. It's great that this weekend, the Cellcom Green Bay Marathon has made a decision to move their start and move their finish line. We now have 700 hotel rooms that marathon runners can park and walk to the start line. People still run through Lambeau Field, but the start and the finish are right here in our downtown. I just wanna see if I may have missed anything in the Main Street District as I mentioned earlier, in terms of recruiting businesses to that district, it's a challenge but we are continuing to be in touch with entrepreneurs that are looking at some of the available properties in that district. On the event side of things, we sampled an event called Summer Solstice last June 21st, and it went very well and we will be doing that again. We also experimented with an event kind of targeting women at an event called Galentine's Day and we, again that was kind of a targeted event that went very well so we'll be trying out more things like that as well. On the marketing side, the marketing for downtown and Olde Main Street, that department kind of wears the same hat. We're marketing both districts and working collaboratively with the Broadway District. Happy to field any of your questions. I know you all want to get home.

- [Tim] No. Good job.

- [Jeff] Thank you.

- [Tim] Thanks, Jeff.

- [Matt] Hi, everybody. I'm Matt Buchanan. I am the Economic Development Specialist for the city. And Leah with Military Avenue Business District unfortunately learned tonight that she lost a dear friend and wasn't able to join us for her presentation. So she just asked me to pass out her handouts to you all. If you wouldn't mind just passing that down. You have her financial statements from last year in the big packet, or the Plan Commission packet. She's a one woman show over there, a smaller organization. I go to their meetings. They continue to do good work. They continue to operate a market in the summer and now in the winter as well. They erected, you probably saw it on Lombardi, a brand new sign this past year. That was a big expense. They got a \$50,000 grant to do that so they're excited to improve the district in that way. Unfortunately, she just learned tonight that she couldn't join us so I wasn't really prepared to give a bigger presentation but if you have any questions I can do my best to answer them or maybe we can have Leah join us at a future meeting.

- Okay.

- All right, thank you.

- [Tim] Thank you. Okay, next item, do we have a director's report?

- [Paul] I can try to give you one.

- [Veronica] Paul's our new director!

- [Paul] I'm not a director but I can give you one.

- [Veronica] So on the administrator report.

- [Paul] Sure, so on last Tuesday the Council met on May 7th. They approved the April 22nd Plan Commission report with three items on the agenda or on that report. The comp plan amendment on North Irvin, that was denied. The Legacy Hotel over by Brett Favre Pass, that was approved, issued a permit and the surplus property request on Main Street, that was . That is all we had as far as a report. There were no resolutions and no ordinances that were presented to the Council so that's it for the Council. Ken did want me to mention one point. We've canceled some Plan Commission meetings in the summer here but there's some projects that we're working on. One is the parking overall possibly, updating the parking standards. We're also working on our Subdivision and Planning Code. If you'd like to throw out June 24th as a date to possibly have just an informal discussion and get the kind of temperature of the Plan Commission members on some of those projects. So if you wanna kind of look at your calendar, maybe we'll have Jessie reach out to you in the next week or so to try and set something up. But Monday, June 24th, the Plan Commission meeting just will be discussion on the parking standards and subdivision. So if you wanna put a placeholder on your calendar and we'll follow up to confirm that.

- [Jerry] So your next meeting will be--

- [Paul] Our next meeting will be June 10th. We'll have a few items ready for that agenda to go.

- [Lisa] So the 24th meeting will just be informational or will it be this?

- [Paul] It'll be more informational, there will be more discussion. Just kind of want to talk through some philosophical points about parking and some updates that Stephanie's working on in the Subdivision Code. So we just wanna bring you up to speed and get your thoughts before we go much further on the policies. We'll try to keep it short, the best we can.

- [Tim] Thank you.

- [Paul] Yep, thank you.

- [Lisa] Motion to adjourn.
- [Randall] Second.
- [Tim] We have a motion by Commissioner Hanson, a second by Commissioner Petrouske to adjourn. All in favor?
- [Group] Aye.
- [Tim] Opposed? We are adjourned.