



AGENDA OF THE GREEN BAY PLAN COMMISSION

**MONDAY, JUNE 10, 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

B. Approval of the Agenda.

- I. Approval of the agenda for the June 10, 2019, meeting of the Green Bay Plan Commission.

C. Approval of Minutes.

- I. Approval of the minutes from the May 13, 2019, meeting of the Green Bay Plan Commission.

D. Regular Business.

- I. (ZP 19-09) Consideration with possible action on the request to amend the Planned Unit Development (PUD) for the Legacy District, Tony Canadeo Drive, submitted by the Department of Community & Economic Development (Ald. B. Johnson, District 9).
2. (ZP 19-10) Consideration with possible action on the request to authorize a Conditional Use Permit (CUP) to allow for a detached garage to exceed both the height and area limitation in Chapter 13-615, Green Bay Zoning Code at 3071 Gothic Court, submitted by Larry Bednarski, on behalf of Jeff Vogt, property owner (Ald. J. Brunette, District 12).
3. (ZP 19-11) Consideration with possible action on the request to authorize a Conditional Use Permit (CUP) to permit two free-standing parking lots in the 400 to 500 Block of South Broadway, submitted by Michael Bach, Stantec, on behalf of the Green Bay Redevelopment Authority (Ald. B. Johnson, District 9).

4. (ZP 19-12) Consideration with possible action on the request to rezone 2324 University Avenue from General Commercial (C1) to Highway Commercial (C2) to permit the construction of a Burger King restaurant, submitted by Todd Waller, University BK Capital, LLC on behalf of Timothy J. Pease, property owner (Ald. C. Stevens, District 7).
5. (TA 19-03) Consideration with possible action on the request of the Department of Community and Economic Development to amend Chapter 13-509 to permit the installation of a ramp for access to a structure to be compliant with American with Disabilities Act (ADA).
6. (PP 18-02) Consideration with possible action on the request to approve the Safe Walk & Bike Plan, completed with Green Bay Area Public School District and Toole Design Group.
7. Consideration with possible action on a request from Ald. Andy Nicholson to rename Spring Street, referred from the May 21, 2019, Common Council meeting.

Recommendation: Receive and place on file.

8. Consideration with possible action on a request from Ald. Barb Dorff to research and create a fair housing ordinance for the City of Green Bay. Referred from the May 21, 2019, Common Council meeting.

Recommendation: Refer to the Protection and Policy Committee.

9. Consideration with possible action on a request from Ald. Barb Dorff to incorporate the findings of the analysis of impediments to fair housing into the Comprehensive Plan. Referred from the May 21, 2019, Common Council meeting.

Recommendation: Refer to staff.

E. Informational.

1. Director's Report.
2. Date of next meeting: Monday, June 24, 2019 (Special Workshop).

F. Adjournment.

- 1) THIS MEETING IS RECORDED: THE VIDEO OF THIS MEETING AND MINUTES ARE AVAILABLE ONLINE AT www.greenbaywi.gov
- 2) ACCESSIBILITY: Any person wishing to attend who requires special accommodation because of a disability, should contact the City Safety Manager at 920-448-3125 at least 48 hours before the scheduled meeting time so that arrangements can be made.
- 3) QUORUM: Please take notice that a majority or quorum of the Common Council will attend this Plan Commission meeting and will constitute a meeting of the Common Council for purposes of discussion and information gathering relative to this agenda.
- 4) REPRESENTATION: The party requesting the communication, or their representative, should be present at this meeting.



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.

I. (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:

1. 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.

1. (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



Report to the Green Bay Plan Commission

MEETING DATE

June 10, 2019

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # D.I.

(ZP 19-09) Consideration with possible action on the request to amend the Planned Unit Development (PUD) for the Legacy District, Tony Canadeo Drive, submitted by the Department of Community & Economic Development (Ald. B. Johnson, District 9).

BACKGROUND

Reason for Request: To expand the Planned Unit Development (PUD) boundary to include other developable parcels in the Legends District, and include design recommendations from the Legends District Master Plan

Surrounding Zoning and Land Uses:

North: Right-of-Way, Lombardi Avenue

South: Vacant/Commercial, Village of Ashwaubenon

East: PUD, C1, & G1, Hotel and Truck Dealer

West: Commercial, Village of Ashwaubenon

Comprehensive Plan: The 2022 Smart Growth plan recommends Commercial land use for the proposed PUD area. In addition, The Legends District Master Plan recommends mixed-use (commercial, office, residential) in this area. The adoption of this proposed PUD would be consistent with the recommendations of both plans.

Report: The original PUD was created in 2011, and amended in 2014 to accommodate signage requirements for a singular parcel. With the adoption of the Legends District Master Plan in 2017, a new vision for this area was created. Through discussion with staff and our advisory committee during this process, it was determined that design guidelines and requirements should be created. In the Master Plan, Chapter 4 (District Design Standards) detail these guidelines. They were written in a code format, with the intention of adopting this chapter into code as-is.

Currently, there are four PUDs in the Legends District. Most of these were established for specific uses and needs as projects developed. The intention of this PUD expansion is to include the properties most likely to have redevelopment occur, allowing them to adhere to the standards in the Master Plan. The next phase of this will be to expand the PUD to the entire Legends District, dissolving the other existing PUDs. The idea is that a PUD will better capture the uses and design standards from the Master Plan more effectively than a new zoning district. The PUD overlay can also be amended as the Legends District grows.

The draft PUD reflects the expansion in area to include parcels 1-1841-B-1, 1-1841-J, 1-1841-F, 1-1841-M, 1-1841-E-3, and 1-1841-D. These parcels are either vacant or underutilized, making them most eligible for development projects. The draft maintains the original content of the PUD, with the exception of adding chapter 4 of the Master Plan as a design appendix.

Alderman Johnson and affected and adjacent property owners located 200' from the subject area have been noticed of the request. Staff has received no inquiries regarding the proposed PUD amendment as of the

drafting of this report.

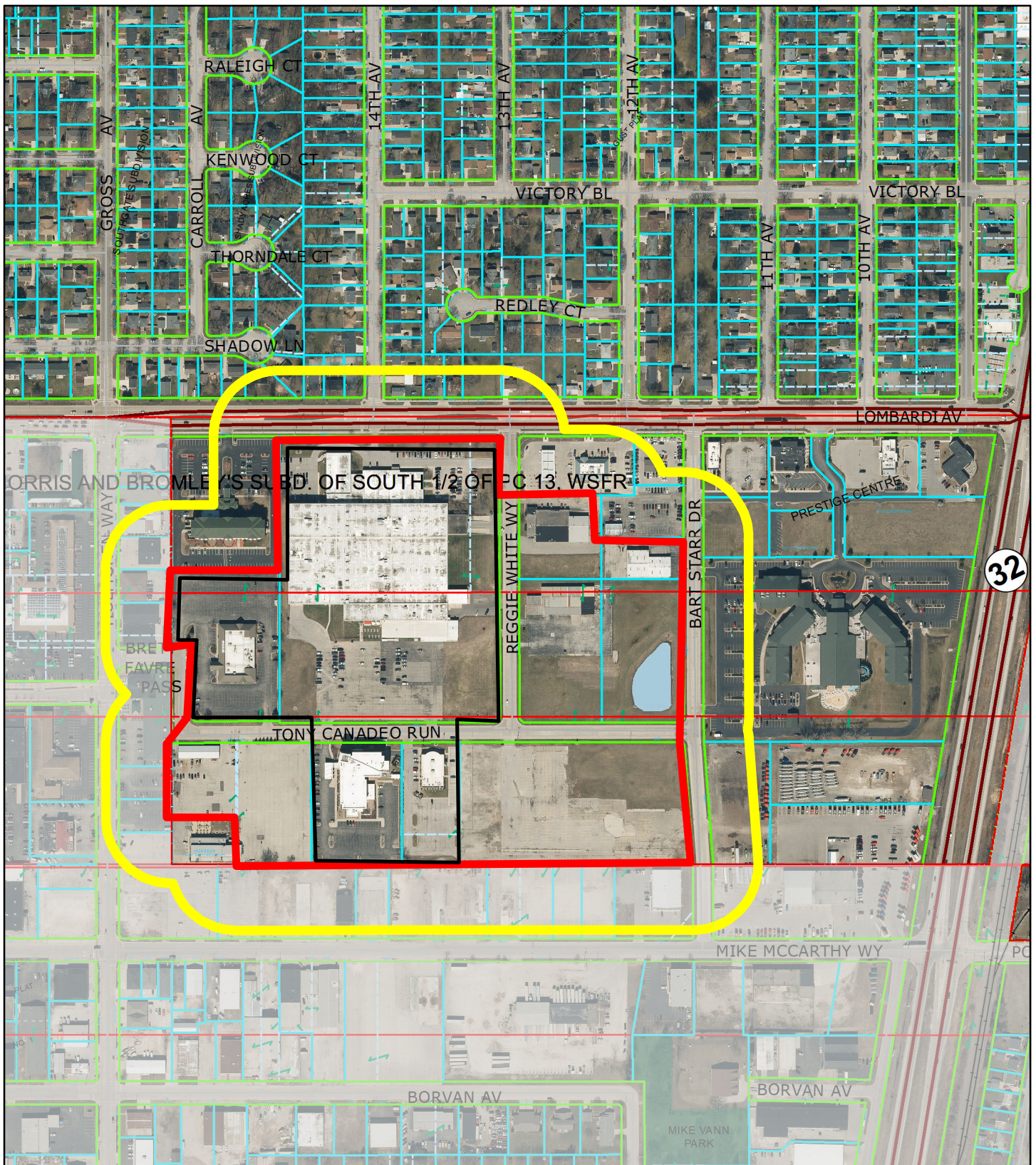
RECOMMENDATION

Approval of the request, subject to the amended Planned Unit Development District Ordinance (PUD).

FISCAL IMPACT

ATTACHMENTS

1. ZP 19-09 Location Map
2. ZO 5-19 - Amend PUD at 990 Tony Canadeo Run, Legends District
3. Exhibit A Conceptual Site Plan
4. Exhibit B Sign Design Concept
5. Exhibit C, Chapter 4, Legends District Design Standards



This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. SJH 30 May 2019 X:\Planning\Basemaps\template_8.5x11.mxd

ZP 19-09, PUD Amendment **Tony Canadeo Run, Legends District**

0 115 230 460 Feet



-  Existing PUD Area
-  Proposed Expansion Area
-  200' Notification Area

ZONING ORDINANCE NO. 5-19

AN ORDINANCE AMENDING
PLANNED UNIT DEVELOPMENT ZO 12-11 ZONING
CERTAIN LANDS LOCATED IN THE 900 AND 1000 BLOCKS OF
LOMBARDI AVENUE AND TONY CANADEO RUN
(ZP 19-09)

THE COMMON COUNCIL OF THE CITY OF GREEN BAY DOES ORDAIN AS FOLLOWS:

SECTION 1. Section 13-108, Green Bay Municipal Code, together with the zoning map referred to therein, is hereby amended by establishing a Planned Unit Development District on the following described property:

Parcel No. 1-1841-C: PART OF LOT 9 MORRIS & BROMLEYS SUBD OF S1/2 PC 13 WSFR & PART OF PC 14 & 15 WSFR AS DESC IN 673 R 126 EX 669 R 91 & EX J1546-30 & EX J15079-24

Parcel No. 1-1841-C-2: LOT 2 OF 37 CSM 99 BNG PART OF LOT 9 MORRIS & BROMLEY'S SUBD OF S1/2 OF PC 13 WSFR & BNG PART OF PC 14 & 15 WSFR

Parcel No. 1-1841-K: LOT 1 OF 50 CSM 323 BNG PRT OF PC 15 WSFR

Parcel No. 1-1841-J-2: LOT 1 OF 52 CSM 161 BNG PRT OF PC 15 WSFR & PRT OF LOT 2 OF SD CSM DESC IN 2305190

Parcel No. 1-1841-B-1: LOT 1 OF 31 CSM 129 BNG PRT OF PC 15 WSFR & PART OF 11 CSM 357 & PART OF PC 15 WSFR AS DESC IN J27435-01

Parcel No. 1-1841-J: LOT 2 OF 52 CSM 161 BNG PRT OF PC 15 WSFR EX 2305190

Parcel No. 1-1841-F: THAT PRT OF LOT 8 OF MORRIS & BROMLEYS SUBD OF S1/2 OF PC 13 WSFR & THAT PRT OF PC 14 & 15 WSFR DESC IN 682 R 512 EX J1396-25

Parcel No. 1-1841-M: THAT PRT OF LOT 8 OF MORRIS & BROMLEYS SUBD OF S1/2 OF PC 13 WSFR & THAT PRT OF PC 14 & 15 WSRF DESC IN 810 R 514 EX J1396-26

Parcel No. 1-1841-E-3: THAT PRT OF LOT 8 MORRIS & BROMLEYS SUBD OF S1/2 OF PC 13 WSFR AS DESC IN 871 R 119

Parcel No. 1-1841-D: LOT 2 OF 3 CSM 103 EX N 180 FT DESC IN 743 R 288
BNG PRT LOT 8 MORRIS & BROMLEYS SUBD OF S1/2 OF PC 13 WSFR

SECTION 2. Pursuant to Section 13-1900, et seq., Green Bay Municipal Code, as they apply, the following conditions are imposed:

- A. PURPOSES AND INTENT. The purpose and intent of this Planned Unit Development (PUD) are established as follows.
1. Interim Measure. This PUD is designed as an interim measure in order to be responsive to the businesses that are currently present and the current economic climate that is creating challenges for these businesses. In particular, certain businesses are not visible from the arterial street, and the full development of the area that would draw additional customer traffic has not yet materialized. More sustainable solutions beyond the limited scope of this PUD should continue to be pursued by the businesses and property owners in and around the subject area.
 2. Future Planning Necessary. The future development and enhancement of the Lombardi Avenue corridor should be planned in a collaborative manner, including the establishment of a brand and identity highlighting the unique offerings of this business district. The formation of a business association or even a formal Business Improvement District is strongly recommended. This PUD should then be built upon, updated, and expanded to reflect and implement the results of future planning efforts and stakeholder participation.
 3. Existing Uses Conforming. The intent of this PUD is two-fold with regard to land uses. First, it establishes commercial uses as the desired form of new development and redevelopment. Such commercial uses should be generally consistent and compatible with the uses permissible in neighboring PUDs of a similar nature **and in keeping with the Legends District Master Plan.** Second, it recognizes, and establishes as conforming, the existing industrial land uses on the subject property. Until such time that market conditions allow for redevelopment to commercial use, the existing industrial uses are suited to their particular locations and shall be allowed to continue and to be modified subject to the limitations of this ordinance, the applicable requirements of the Green Bay Municipal Code, and other applicable regulations.

B. PERMITTED USES. The land uses which may be established and/or maintained on the subject property are as follows:

1. Banks or other financial institutions.
2. General offices.
3. Cultural institutions.
4. General retail, personal services, and business services. Outdoor displays of merchandise are permitted subject to:
 - a. Display is not motor vehicles. (Vehicle sales uses are not permitted.)
 - b. Display is accessory to the principal use.
 - c. Display is within 10 feet of the main structure.
 - d. Display is not located in a required yard or parking area.
 - e. Display is not advertising.
 - f. Display does not involve storage of items not sold on site.
 - g. Display is maintained in a neat and orderly manner.
 - h. Display only allowed during regular business hours.
5. Restaurants and taverns or bars, including outdoor dining areas and indoor play areas. (Note that Zoning Petition 06-08 granted a conditional use to permit to allow for a restaurant or bar with entertainment including outdoor, live, or amplified music on Parcel No. 1-1841-J-2, Champion's Sports Bar and Grill. That conditional-use permit continues to be in effect.)
6. Theaters.
7. Indoor recreation facilities.
8. Accessory buildings and uses customarily incidental to any of the uses when located on the same premises.
9. Other suitable uses are detailed in the Legends District Master Plan.

C. CONDITIONAL USES.

1. Outdoor commercial recreation areas
2. Hotels. (Note that Zoning Petition 06-08 granted a conditional use permit for a hotel on Parcel No. 1-1841-K, Cambria Suites. That conditional-use permit continues to be in effect.)
3. Drive-through facilities, except that a drive through facility shall not be permitted to face the street frontage under any circumstances.

D. USES OF PARCEL NO. 1-1841-C. Part of the intent of this PUD is to allow the ongoing maintenance of the existing uses of Parcel No. 1-1841-C (Hudson-Sharp, Saranac) and to also allow for the modification, alteration, or expansion of those uses without amending this ordinance. In addition to the potential land uses allowed under Sections 2.B and 2.C above, the existing uses of Parcel No. 1-1841-C may be maintained, modified, altered, or expanded in conformance with the underlying zoning district.

- E. PROHIBITED USES. Any and all other uses of the subject property, other than the uses permitted pursuant to the provisions of Section 2 or appurtenant thereto which are or may otherwise be permitted under the applicable provisions of the Zoning Ordinance, Chapter 13, Green Bay Municipal Code, as now or hereafter amended, are hereby expressly prohibited and shall not be established and/or maintained without specific amendment to this ordinance made as required by law.
- F. Dimensional and Area Requirements. Dimensional and area requirements for principal and accessory structures on the subject property shall be as required in the C1 – General Commercial District as set forth in Section 13-800, Green Bay Municipal Code. **These requirements shall also meet the standards provided in Chapter 4 of the Legends District Master Plan (Exhibit C).**
1. Parcel No. 1-1841-K. The maximum allowable building height on Parcel No. 1-1841-K (Cambria Suites) shall be 70 feet. (Zoning Petition 06-08)
- G. OFF-PREMISE DIRECTIONAL SIGNAGE. In order to promote visibility for the existing businesses located on Tony Canadeo Run while the area is not yet fully developed, one off-premise directional sign shall be permitted for a one-year period in the location shown on Exhibit A. Such signage shall be limited and controlled in order to prevent a proliferation of off-premise directional signage and shall meet the following requirements:
1. The materials, color, appurtenant landscaping, and overall design shall be generally consistent with that shown in Exhibit B and shall also comply with the following requirements:
 - a. The sign shall not mimic public directional signage design.
 - b. The sign design concept shall include complementary landscaping.
 - c. The sign base shall utilize vinyl, painted or coated metal, masonry, or stone to conceal any wooden posts and to increase durability.
 2. The maximum area of the sign face shall be eight (8) square feet per side for a total of 16 square feet.
 3. Sign height shall not exceed six (6) feet.
 4. If lighted, the sign shall utilize external illumination.
 5. The sign shall be located on private property (outside of the right-of-way) and outside of any required vision corner.
 6. The sign may be located inside the front or side yard setback areas but shall be located so as to not obstruct traffic views of vehicles or pedestrians or in any way create a safety hazard.
 7. A written agreement between the owner(s) of Parcel No. 1-1841-C and those businesses identified on the sign shall be submitted with the sign permit application and maintained as long as the sign is present. An easement is the preferred form of agreement.

8. If the timeframe of this PUD is not extended as described under Section 2.I, then the sign shall be removed at the time that the PUD expires, is rescinded, or is otherwise modified to affect the allowance for off-premise directional signage.
9. Signs shall also meet the general intent of the Legends District Master Plan, as well as Chapter 4 (Exhibit C).

H. OTHER ZONING REQUIREMENTS. Where regulations are not specified by this ordinance, including Exhibit C, the applicable requirements of the Zoning Ordinance and Green Bay Municipal Code shall govern. Where zoning requirements are specific to a particular district, the regulations of the C1 – General Commercial District shall govern.

I. REVIEW AFTER ONE YEAR. After a period of approximately one year from the effective date of this PUD, the Plan Commission and City Council shall review the results and effectiveness of this PUD. To be included in this review are progress by the area businesses toward coordinating a planning or branding effort for the Lombardi Avenue corridor, and the results of allowing for the off-premise directional signage. Based on findings, the Plan Commission and City Council may at that time act to extend, remove, or otherwise modify this PUD ordinance, rescind this PUD ordinance, or require further study.

SECTION 3. The provisions of this ordinance, including, without limitation, the granting of a conditional-use permit and all obligations, conditions, restrictions, and limitations related thereto shall run with and be jointly and severally binding upon the fee-simple owner and the beneficial owner of all or any portion of the subject property. All obligations, requirements, and rights of the owner shall run with the land and shall automatically be assigned to be binding upon and inure to the benefit of its successors and assigns, including, but not limited to, any entity acquiring any financial interest in the subject property and/or any subsequent owner and/or beneficial owner of all or any portion of the subject property.

SECTION 4. Each exhibit which is attached to this ordinance is deemed to be and is expressly made a part of and incorporated into this ordinance to the same extent as if each such exhibit and the plans identified therein had been set forth in its entirety in the body of this ordinance.

SECTION 5. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 6. In addition to all other remedies available to the City of Green Bay, the City may decline to issue any building or other permits otherwise required by any ordinance of this City while any violation of this ordinance remains uncured.

SECTION 7. If any provision in this ordinance is held invalid or unconstitutional by any court of competent jurisdiction, such a decision shall not affect the validity of any other provision of this ordinance. It is hereby declared to be the intention of the City of Green Bay that all provisions of this ordinance are separable.

SECTION 8. This ordinance shall not take effect until a public hearing is held thereon as provided by Section 13-204, Green Bay Municipal Code, and the adoption and publication of this ordinance.

Dated at Green Bay, Wisconsin, this _____ day of _____, 2019.

APPROVED:

Mayor

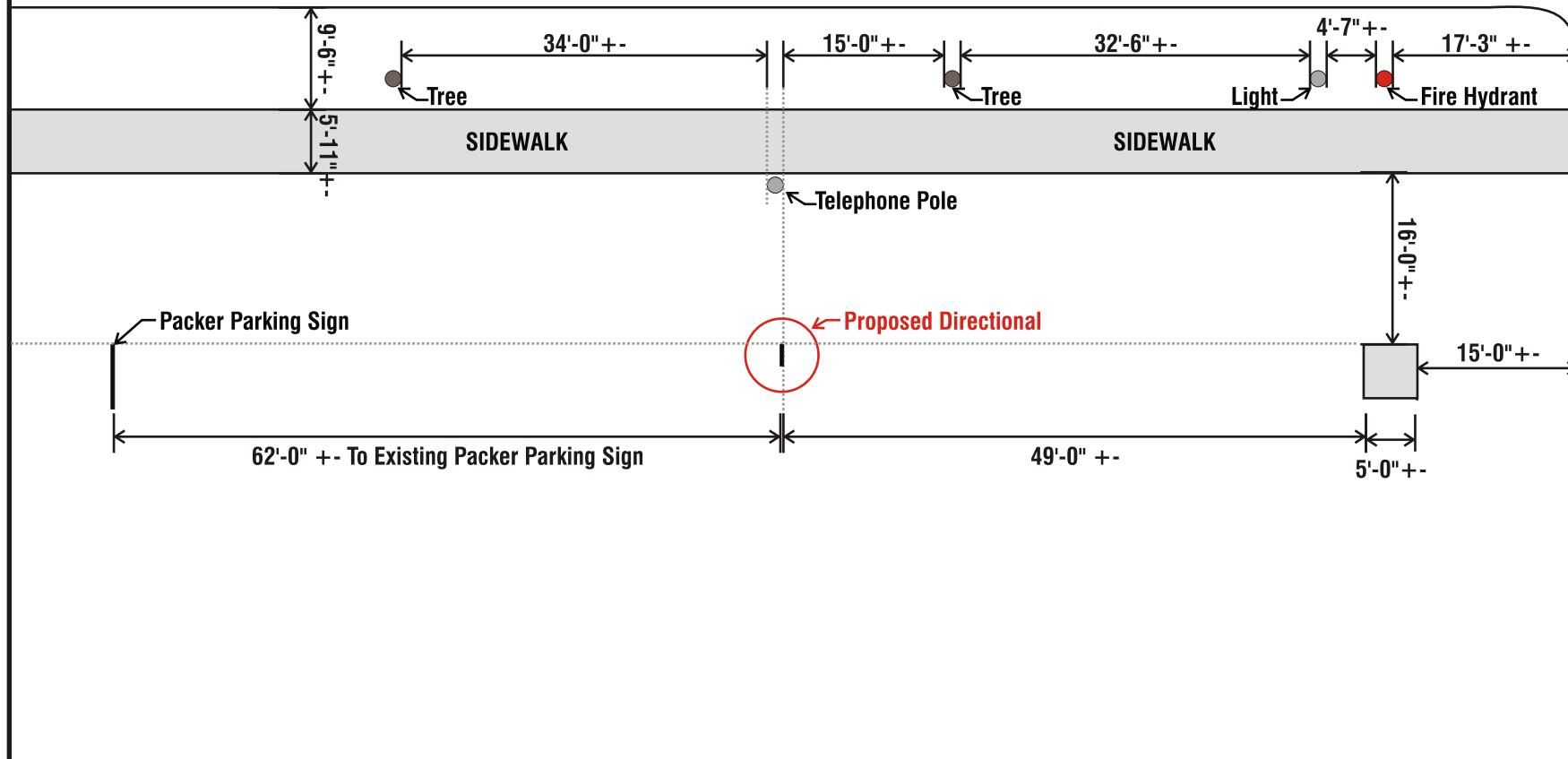
ATTEST:

Clerk

sjh

Attachments: Exhibit A – Conceptual Site Plan
Exhibit B – Sign Design Concept
Exhibit C – Chapter 4, Design Standards, Legends District Master Plan
Location Map

LOMBARDI AVE





DOUBLE FACE DIRECTION

PANEL SPECIFICATIONS

ELECTRICAL	NO ELECTRICAL
PANEL	DOUBLE FACE
MATERIAL	1/2" PLATINUM ALUMINUM PANEL
	BACK SIDE PAINTED
FINISH	REFLECTIVE PRISM YELLOW



CHAPTER FOUR

DISTRICT DESIGN STANDARDS

CHAPTER 4: DISTRICT DESIGN STANDARDS

Design Guidelines Contents

- 4.1 Why utilize Urban Design Guidelines for the Legends District?
- 4.2 When do you use the Legends District Design Standards?
- 4.3 Who uses the Legends District Design Standards?
- 4.4 How do you use the Legends District Design Standards?
- 4.5 District Map and Area Description
- 4.6 Vision Statements, Guiding Objectives, and Design Principles
- 4.7 Design Approval Process
- 4.8 Glossary
- 4.9 Design Standards
 - 4.9.1 Sidewalks, Streetscapes, and Intersections
 - 4.9.2 Site Design, Building Orientation, and Architectural Character
 - 4.9.3 Building Massing, Scale, and Transitions
 - 4.9.4 Landscaping, Screening, and On-Site Features
 - 4.9.5 Public Open Space
 - 4.9.6 Parking, Service Areas, Stormwater
 - 4.9.7 Business Wayfinding and Gateway Signage

This chapter contains a table of contents, directions, and design standards that can be directly incorporated into a future zoning overlay district ordinance.

4.1 Why utilize Urban Design Guidelines for the Legends District?

The Legends District Master Plan details the need for urban design standards necessary to complete the redevelopment of the Legends District study area. The purpose of the pedestrian scale design guidelines is to ensure quality and compatible design throughout the District. Therefore, these design standards guide and define the compatibility of existing properties in the area and the relationship to future potential uses. The design standards are necessary to provide a development that acts as an entrance to the entertainment and commercial uses located off Lombardi Avenue and Ashland Avenue in the City of Green Bay and Holmgren Way and Mike McCarthy Way in the Village of Ashwaubenon. The mixed-use District standards will also act as a buffer between Green Bay neighborhoods and the adjacent commercial and industrial uses that surround the site.

The use of goals and standards included within this guide supports the Master Plan and the 2022 Comprehensive Plan.

4.2 When do you use the Legends District Design Standards?

The design standards illustrated in this guideline shall be used for new construction, additions, renovations, and adaptive reuse of any existing sites located within the District boundary.

4.3 Who uses the Legends District Design Standards?

The Legends District Design Standards is used by landowners, business owners, developers, engineers, architects, commercial tenants, build-out consultants, and others that take part in the development of the Legends District. The City of Green Bay and related development commissions (Redevelopment Authority, Plan Commission, City Council, etc.) shall also use the guidelines to review and approve proposed projects located within the District.

4.4 How do you use the Legends District Design Standards?

Development teams should first meet with City of Green Bay Community and Economic Development staff to review the standards and guidelines of these design plans and discuss the approval process steps. The review with staff should happen early in the process and before the schematic design stages of development. Where conflicts arise between the Zoning Code and any adopted design standards set forth herein, the design standards of the District shall take precedent. These design standards should be periodically reviewed for consistency and applicability with the District. City staff should recommend any changes to the Zoning Administrator and Plan Commission for discussion and review.

4.5 District Map and Area Description

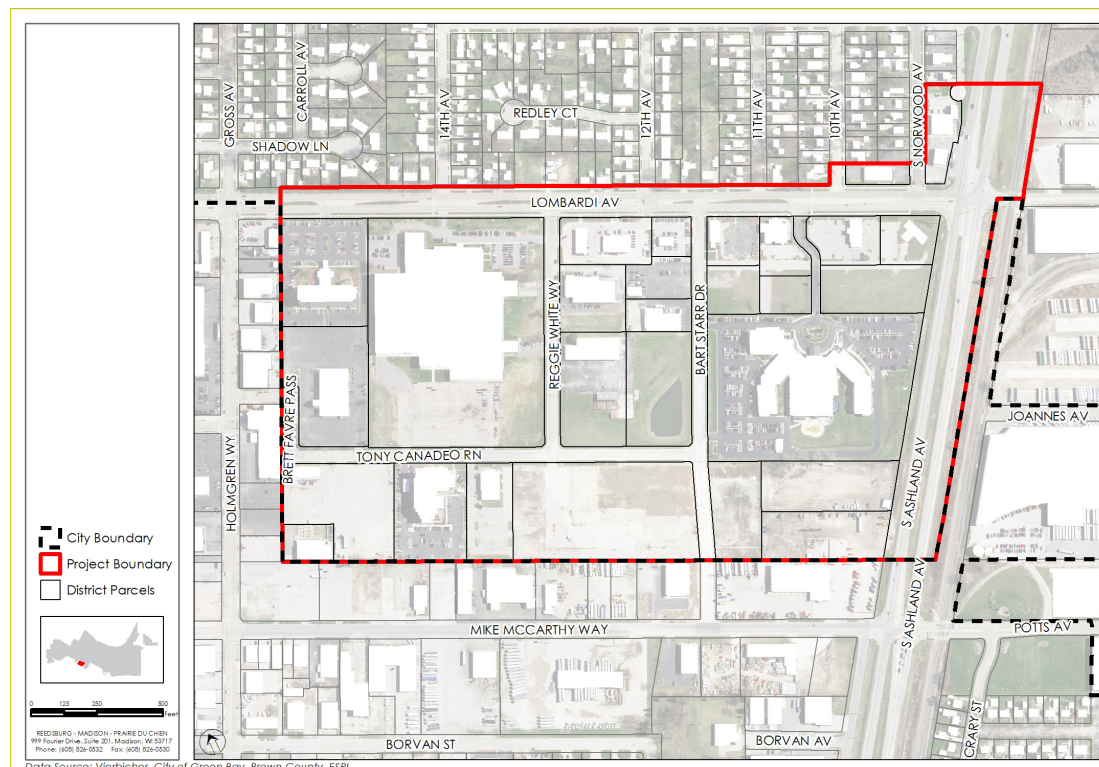
The areas subject to this chapter are identified in Map 4.1. The area described as the Legends District comprises the area roughly bounded by Lombardi Avenue, Ashland Avenue, and the municipal limits on the north of Mike McCarthy Way and Holmgren Way.

4.6 Vision Statements, Guiding Objectives, and Design Principles

Vision Statements

The Citizen Steering Committee and the general public, through their feedback comments, directed the project team to generate a series of separate concepts to “re-brand” the district with a design theme and a name. Throughout the process, the concept of “Industrial Chic” rose to the top as the preferred design theme. The preferred design harkens back to the previous land uses in the area during the industrial and neighborhood boom during the middle 20th century.

Map 4.1 Design District Boundary



Industrial Chic

Industrial chic style refers to an aesthetic trend in design that takes clues from old factories and industrial spaces to incorporate into new or existing buildings. Components of industrial style include weathered wood, exposed building systems, exposed brick, industrial lighting fixtures, and concrete.

Vision Statement

The District will become the entertainment destination in Green Bay showcasing clusters of high-density buildings, pedestrian-filled sidewalks, and tree-lined streets that connect neighborhoods and commercial areas; thus, creating places to live, work, recreate, eat, and entertain for residents and tourists alike. The unique design of the District will create a distinct urban characteristic like no other place in the city. This vision for the District is not just about tall buildings. It is about creating a place in which people are engaged in their surroundings and a place where people want to be.

District Name

Throughout the process, the project team developed a list of names to help rebrand the District. The Steering Committee ultimately selected to brand the District as the Legends District to coincide with the industrial chic design theme.

Guiding Objectives

Quality design is an essential element to a quality mixed-use, pedestrian, urban environment. Ideally, each new development and redevelopment would comprise a mix of residential structures, mixed-use structures, and commercial and retail structures that respect the context of the adjoining properties. To reach the desired vision, the Legends District plan established several objectives to guide the decision-making process. These objectives are as follows:

- Establish a placemaking and streetscape design theme to further illustrate a memorable sense of place.
- Improve the pedestrian elements throughout the District to ensure a vital and interesting sidewalk experience.
- Generate site development guidelines that transition existing building architecture to the desired design architecture theme.
- Identify opportunities for development and redevelopment within the area that match the needs of a variety of interested developers.
- Identify areas for new public and private open spaces that are integral to establishing the area as a premier pedestrian environment.
- Establish gateway markers around the periphery of the District to further establish the vision.
- Establish a clear approval process for developers, landowners, and business owners to implement the District Vision.

To implement the objectives listed above, the standards listed in this guide are based on fundamental principles of quality site design, architectural design, landscaping standards, and public space design. The body of this guide is based around five main design topics. Each issue is summarized by a goal and followed by guiding principles and recommended standards.

BELOW: Legends District logo



4.7 Design Approval Process

The submittal process and requirements for proposed projects located in the District are not intended to subvert, but support and advance the requirements established in the City Zoning Code. The process should follow the standard development process outlined in Chapter 13-1800 of the Green Bay Municipal Code.

4.8 Glossary

Terms related to the creation and design implementation of the District shall be the same as those listed in Section 13-300 of the Green Bay Municipal Code.

4.9 Design Standards

4.9.1: Sidewalks, Streetscapes, and Intersections

Goals:

- Create a sidewalk network that is integral to a pedestrian-friendly street system where pedestrians can experience safety, comfort, accessibility, and efficient mobility. Sidewalks also function as outdoor rooms and gathering places, and help define community character.
- Improve the street network to include curb extensions to provide increased pedestrian space and opportunity for social interaction while providing safe refuge and shorter distances while crossing the street.

Guiding Principles:

- Typical minimum width for high-volume pedestrian zones: 6.0 feet.
- Minimum height clearance for mounted traffic signs and tree branches in pedestrian travel ways: 8.0 feet.
- Keep sight triangles open to facilitate safe vehicle and pedestrian movements.

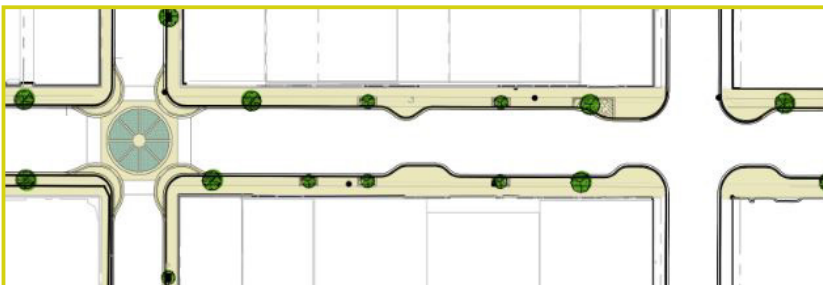
RIGHT: Example of midblock crosswalks



RIGHT: Example of facades differentiated enough to visually separate the structure



BELOW: Example of bumpouts that could be along Tony Canadeo Run



Recommended Design Standards:

1. Zones

a. Development areas shall have clearly defined zones for pedestrians, building development, vehicular travel zones, and designated on-street parking areas where appropriate.

b. Pedestrian zones and networks shall also have designated spaces for pedestrian travel, tree and utility plantings, and clear zones around buildings. (Building position, massing, signage, and lighting are further refined through this chapter.)

2. Sidewalks and Crossings

a. Tony Canadeo Run and Reggie White Way should be targeted streets for building and site redevelopment which places the majority of the building façades at the front property line to create a pedestrian-focused network.

b. As development in the District intensifies, the pedestrian focus should be amplified on one side of the street. Study the removal of one lane of parking to create larger, oversized sidewalks and walkways than would typically be required to be installed for future developments.

c. Due to the position of Tundra Lodge, located off the street, pedestrian focus along Bart Starr Road should focus on the west side of the street.

d. Intersection pedestrian crossing shall consider the incorporation of curb extensions or “bump-outs,” or “bulb-outs.” These curb extensions enhance pedestrian safety by increasing pedestrian visibility, shortening crossing distances, slowing turning vehicles, and visually narrowing the roadway.

e. Mid-block pedestrian crossing should consider the incorporation of curb extensions or “bump-outs,” or “bulb-outs.” Other design considerations aside from bump outs should also be considered. An example of curb extension is shown below.

f. All crossings shall be differentiated enough to visually separate the pedestrian surface from the vehicular surface. Examples include different painting and stamped concrete.

g. Surfaces must be ADA-accessible.

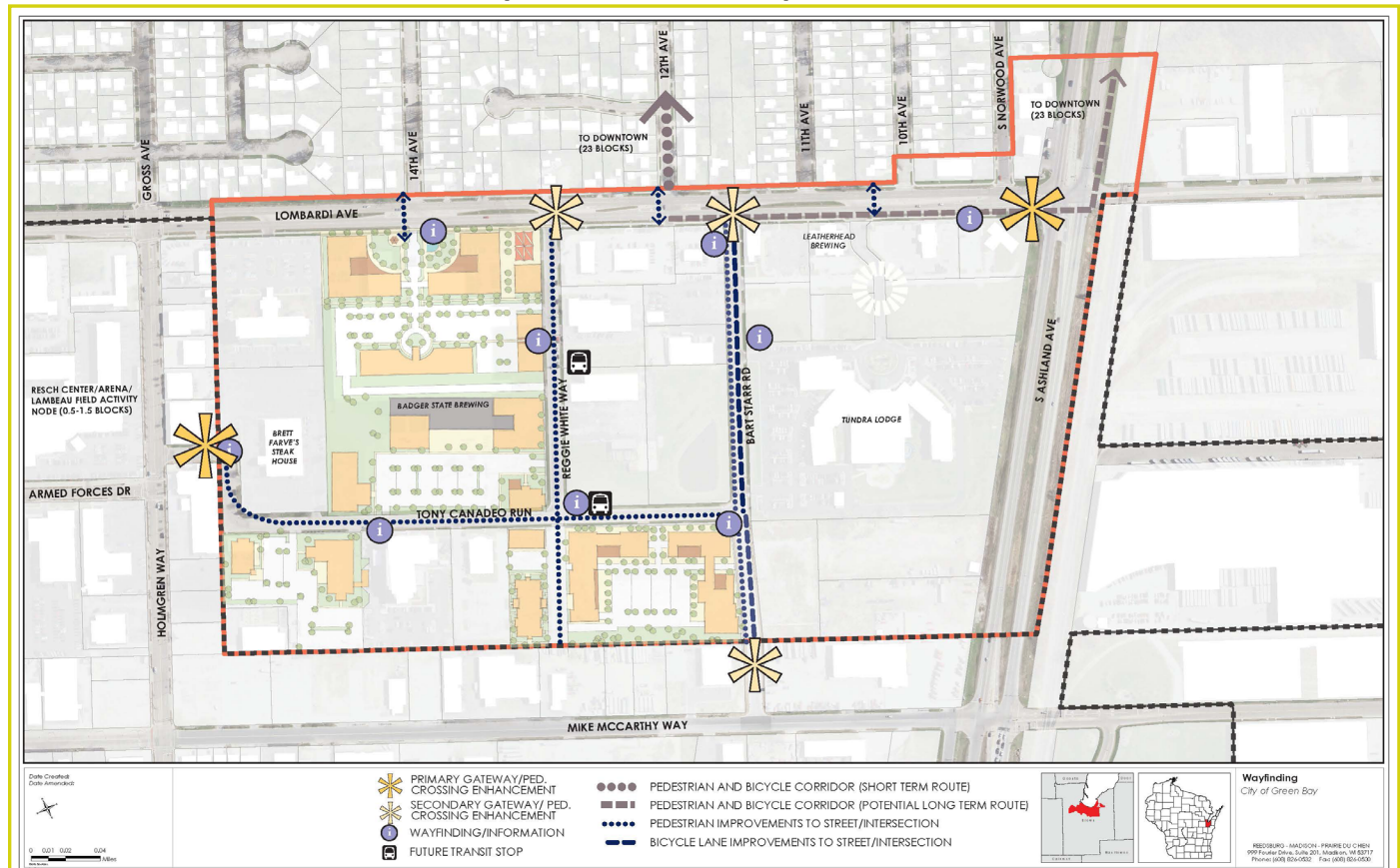
Map 4.2 identifies the designated pedestrian crossing enhancements. Map 1.6.8 illustrates the right-of-way and roadway dimensions. The City has sufficient right-of-way widths to proceed to develop the roads as detailed in the pages 4.6 and 4.7.

3. Pedestrian/Sidewalk Amenities

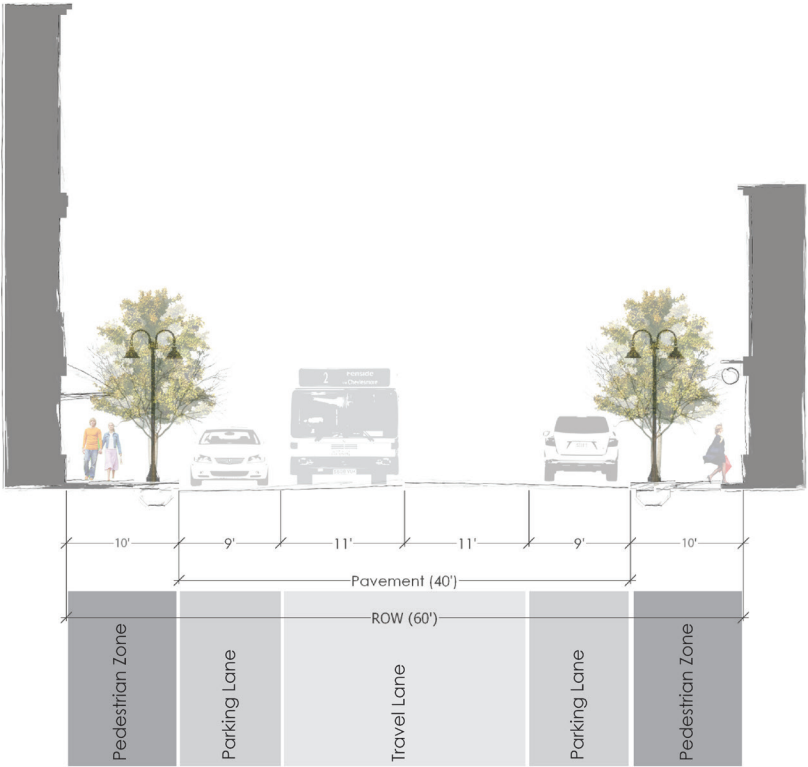
a. All obstacles, such as signs, street furniture, café tables, and benches are to be located to the side of the travel way, and in the café/ tree/utility zones (pedestrian zones).

b. Materials shall be black, patina antique (copper, tin, etc.), stainless, or polished metal finishes.

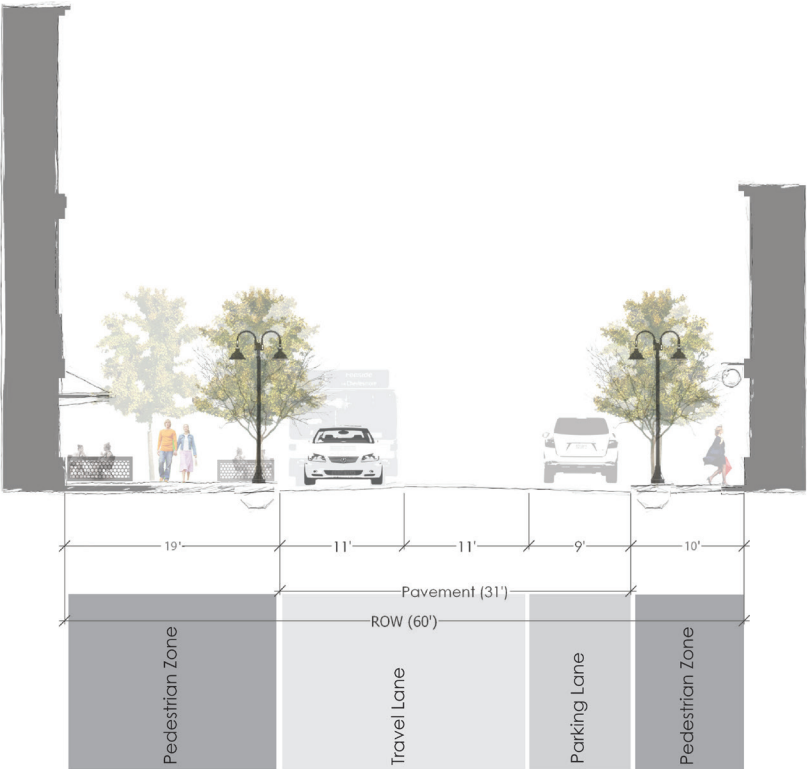
Map 4.2
Recommended Pedestrian and Bicycle Connection Improvements



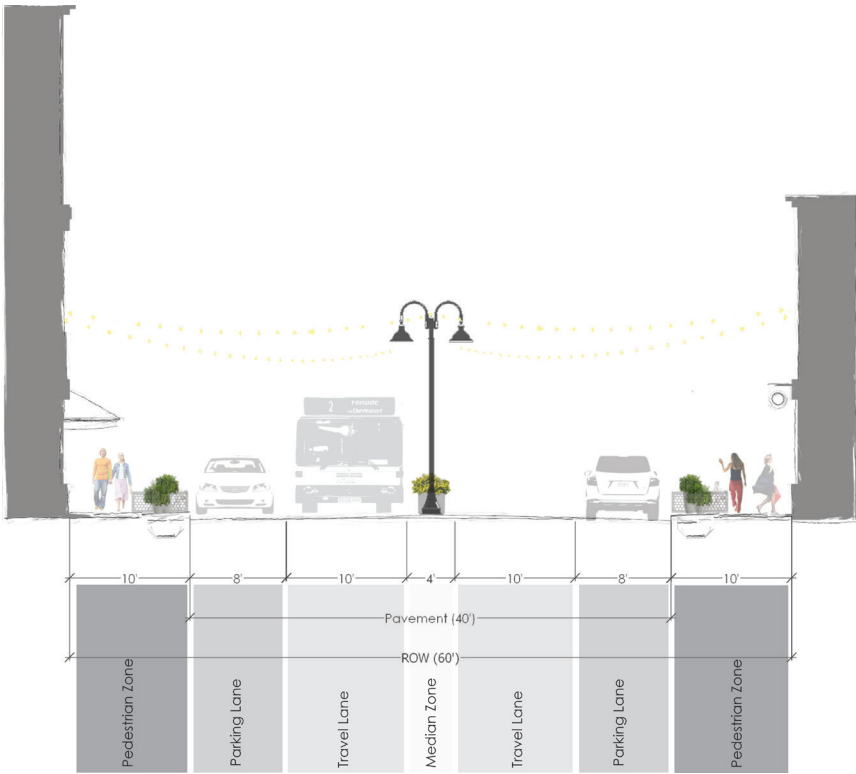
RIGHT: Example street
space recommendation



RIGHT: Example street
space recommendation



LEFT: Example street space recommendation



LEFT: Example street space recommendation



Figure 4.9.1 Streetscaping Elements Examples

RIGHT: Example of separated cafe/ pedestrian space/zones



RIGHT: Example of industrial signage and awning over the ROW with proper clearance



RIGHT: Example of industrial-styled building signage lighting in ROW with proper clearance



FAR RIGHT: Example of industrial-influenced bench and trash can



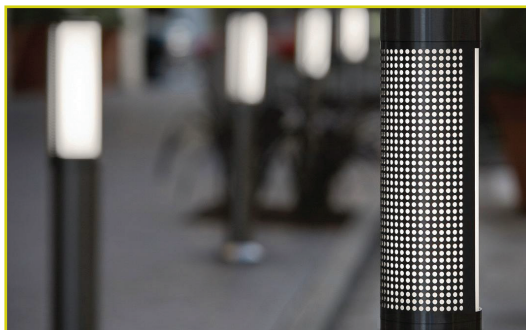
RIGHT: Example of industrial-styled street and pedestrian lighting



FAR RIGHT: Example of industrial-influenced bike rack



RIGHT: Examples of industrial-styled bollard lighting



FAR RIGHT: Example of industrial-influenced bike rack



4. Plantings

a. Minimum overhead tree clearance shall be eight feet if not located over a roadway, or fifteen feet if located over a roadway.

b. Streetscape planting shall be low-profile shrubs and upward-branching trees to maintain visibility and sight distance at intersections, crossings, and other critical areas.

c. Sculpture art and landscaping should be explored as an alternative to plantings where recommended by the City's Parks, Recreation, and Forestry Department.

d. Maximum height of shrubs and raised planters within the corner sight triangle and mid-block bump-out areas shall be two feet.

e. Tree plantings and species shall be approved by a City of Green Bay landscape architect and forester.



LEFT: Example of landscape planters screening and separating cafe zone from pedestrian zone



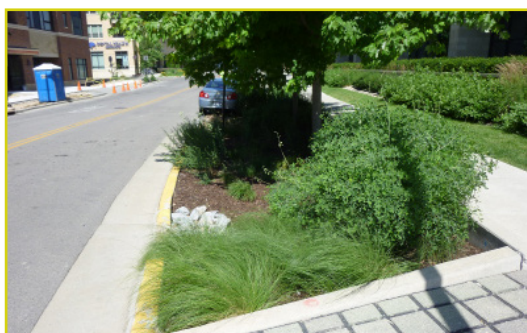
LEFT: Example of appropriate building setbacks and clear zone for residential uses in walkable areas



LEFT: Example of curb extensions and mid-block crossings in walkable areas



LEFT: Example of upward-branching trees to maintain visibility and sight distance at intersections, crossings, and other critical areas



LEFT: Example of integrated stormwater management landscaping

What is Industrial Chic?

Industrial style or chic refers to an aesthetic trend in design that takes clues from old factories and industrial spaces to incorporate into new or existing buildings. Components of industrial style include weathered wood, exposed building systems, exposed brick, industrial lighting fixtures, and concrete.

RIGHT: Example of mixed-use development with an industrial reuse influence

RIGHT: Example of urban, industrial-themed residential with modern industrial influence

RIGHT: Example of urban, industrial-themed commercial space with a single floor of residential above

4.9.2: Site Design, Building Orientation, and Architectural Character

Goals:

- Create a building design theme that accentuates pedestrian and bicycle connections between the street and adjoining properties to create a memorable user experience.
- Create a District design theme that develops and maintains quality building standards that reflects the industrial history of the area, the desired design theme, and a character that is sensitive to the pedestrian environment - commonly referred to as *"industrial chic"*

Guiding Principles:

- The District should reflect a modern and high-quality adaptation on industrial design.
- Site buildings reinforce pedestrian connections.
- Pedestrian safety is a priority over vehicular access.
- Stress the importance of functional first-floor façades.
- Articulate building massing through window placement and scale.

Figure 4.9.2 Site Design, Building Orientation, and Architectural Character Examples



Recommended Design Standards:

1. District architectural design styles shall blend high-quality contemporary building design with the industrial style within the District. Each building is not required to blend styles, but should be complementary to the District identity. See example images.
2. Primary building entrances shall be oriented to and visible from the main pedestrian traffic-generating streets, and routes should be designed as the focal point of the façade.
3. Encourage positioning of buildings parallel to streets to establish and maintain a larger block face.
4. Provide a direct link from the main entrance of the building to the public sidewalk plazas.
5. Multi-family residential uses may be permitted on the first floor, but shall be designed, integrated, and consistent with façade requirements.
6. Vehicular site entrances shall be located away from main entrances to promote pedestrian safety and are encouraged to be co-located to reduce conflict points.
7. The areas between the building façade and the street should only be used for small pedestrian plazas, planting beds, business signage, public art, decorative fencing and screening, cafes, retail sales, and other pedestrian-scale amenities.

8. Future buildings that are located at the zero setback line are encouraged to provide additional building articulation, where at least 70% remains at the zero setback line.

9. Residential developments within the district are encouraged to be integrated into a mixed-use development and have doors, windows, and sidewalks oriented toward the street. Parking garage entrances and parking shall be located on the side or rear of buildings.

10. Building characteristics: New developments are encouraged to place new structures as close to the front property line to establish the pedestrian zones; however, if developments integrate pedestrian entrances, plazas, or cafes into their hardscaping plans, the following standards shall apply.

a. Building standards for placement less than or equal to five feet from the front property line.

i. Building entrances – at least once every 75 feet.

ii. Major façade modulation every 100 feet. Major façade modulation is defined as façade extensions or recesses greater than five feet.

iii. Buildings of more than 30 feet in width shall be divided into smaller regular visual increments through the articulation of the façade. This can be achieved through variation in materials, detailing, roof lines, and elements, such as arcades, awnings, windows, and balconies.

b. Building standards for placement between five and 15 feet from the front property line.

i. Building entrance - at least once every 50 feet.

ii. Major façade modulation every 75 feet. Major façade modulation is defined as façade extensions or recesses greater than five feet.

iii. Buildings of more than 30 feet in width shall be divided into smaller regular visual increments through the articulation of the façade. This can be achieved through variation in materials, detailing, roof lines, and elements, such as arcades, awnings, windows, and balconies.

c. The maximum setback line is 15 feet.



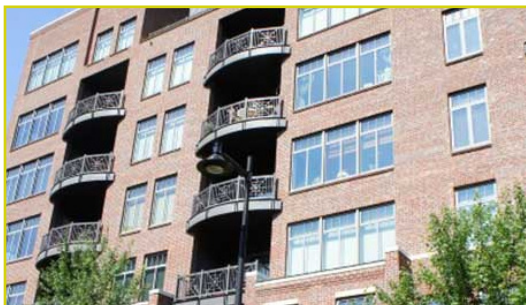
LEFT: Example of urban, industrial-themed buildings and district and zero lot line development and proper window transparency



LEFT: Example of building located at a zero lot line. The building also represents a quality mix of building massing and wall articulation



LEFT: Example of active private space with an industrial design focus



LEFT: Example of balconies aligned with the building's vertical elements representing and industrial design focus



LEFT: Example of a building with quality materials, focused building entrance, minimal setbacks, hardscaping, and landscaping

RIGHT: Example of an internal building plaza



RIGHT: Example of industrial reuse and industrial materials



RIGHT: Example of building with accentuated window openings



RIGHT: Example of a quality building design that incorporates quality materials



11. Storefronts: Design should highlight storefronts and building entrances with architectural features, canopies, awnings, lighting, color, different massing, or unique features and finishes.

12. The ground level of any multi-story, commercial, and mixed-use structure shall be visually distinct from the upper stories through the use of an intermediate cornice line, sign band, awning or arcade, or a change in building materials, texture, or detailing.

13. Materials

a. Building materials shall relate to the use of the building. Materials should support the building's hierarchical composition. Heavier and more massive materials should be located closer to the ground, whereas, materials that appear lighter should be used on upper stories, parapets, and cornices.

b. Building materials shall be of high-quality and durable material for northern climates.

c. Building materials shall be of complementary colors and shall be used to break up the apparent mass and visual interest to the site and streetscaping. Matte materials are encouraged for large wall expanses, whereas gloss finishes are to be used as accents.

d. Building materials shall be varied in nature, with emphasis on high-quality materials in the pedestrian zone, such as brick or stone with accent materials, such as metal and tile accounting for no more than 20% of the façade. Simpler materials are suitable for upper portions of the building and sides not visible to the street.

e. Building materials shall not include materials such as EFIS, vinyl siding, and pressed wood siding.

f. The use of energy-efficient, sustainable materials should be encouraged.

14. Lighting

a. Use low-level building and landscape lighting to develop a sense of place and aid in wayfinding during evening hours.

b. Use pedestrian-scale lighting around parking areas and sidewalks to extend hours of utility (including safety and crime prevention).

15. Building Openings

a. All buildings should have at least one prominent public entrance that is directly visible from the adjacent street and which contributes to the public realm. Entrances shall incorporate generous glass windows, accent lighting, pedestrian-scaled architectural detailing, and seating elements to create emphasis on the entrance. Entrances along the streetscape should be accessed either directly from the sidewalk or through a small plaza situated between the entrance and the sidewalk.

b. Street-facing first floor façades shall be accentuated with window openings no more than 36 inches from the ground and must be located at least every 15 feet for commercial uses and 20 feet for residential unless interrupted by doors or other openings.

c. Efforts should be made to maximize street frontage transparency and maintain active uses on the ground floor.

d. For commercial or mixed-use buildings, a minimum of 60 percent of the front façade on the ground floor shall be transparent, consisting of window or door openings and allowing views into and out of the interior.

e. Building entrances should be designed as the focal point of the façade.

f. Mixed-use buildings should provide separate side or rear entrances for residential and/or office tenants to minimize conflict with retail patrons, eliminate noise and focus attention on store entrances.

16. Other Elements: Canopies/Awnings

a. The design and materials of canopies should share common architectural elements of the building and be integrated with the building façade.

b. Canopies and awnings should be located at a sufficient height to allow for hanging or projecting signs to be a minimum of nine feet above finish grade.

c. Awning signage shall be regulated by the signage section of this plan and the chapter 13-2000 of the Green Bay Municipal Code.



LEFT: Example of building awnings



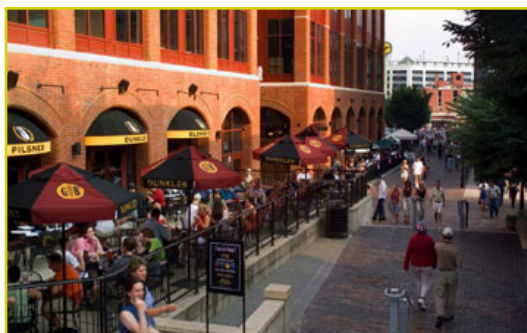
LEFT: Example of building awnings



LEFT: Example of covered building promenade



LEFT: Example of pedestrian streetscape amenities



LEFT: Example of a quality pedestrian-scale environment

4.9.3: Building Massing, Scale, and Transitions

Goal:

Develop and maintain quality buildings that respect the pedestrian-scale environment.

Guiding Principles:

- Respect pedestrian-scale environment through the use of material, massing, and wall articulation.
- Use consistent window and wall articulation patterns to break up large walls adjacent to the public spaces.
- Utilize mid-scale buildings to step back upper floors and reduce the visual impact of buildings from the street.
- Maximize view sheds to Lambeau Field and Downtown Green Bay.

Figure 4.9.3 Building Massing, Scale, and Transitions Examples

RIGHT; Example of industrial chic building design



RIGHT; Example of internal plaza spaces with proper scaling, passive lighting, and quality building design



RIGHT; Example of proper step-down scaling, building articulation, transition architecture from the industrial architectural styles



Recommended Design Standards:

1. Building height and massing should be loosely defined by those listed in Map 3.3 of this plan.
2. Mixed-use, multi-family residential, and hotel uses are encouraged to position buildings that create view sheds and encourage density.
3. Building height along Lombardi Avenue shall be limited to seven stories with a minimum of two stories. All other areas shall be regulated by the height standards in the Downtown One (D1) zoning district.
4. Garage doors, drives, and parking shall be located on the side or rear of structures.
5. Buildings greater than three stories must establish a clear distinction between the ground floor (base) and upper levels. The top floor must be accentuated with a cornice or other architectural elements.

4.9.4: Landscaping, Screening, and On-Site Features

Goal:

Develop and maintain quality site landscaped areas that are integrated with the site design, building architecture, and the District theme.

Guiding Principles:

- Create and add interest to public and private open spaces.
- Balance landscape design throughout the site and District.
- Direct planting design to pedestrian amenities (plazas, sidewalks, etc.)
- Screen parking lots, services areas, and other accessory uses that detract from the overall site aesthetics.

Recommended Design Standards:

1. A landscape architect shall prepare a landscaping plan as part of the site plan review process.

2. Where a portion of a property abutting the sidewalk does not include a plaza or building, then a street planting yard must be provided in accordance with site landscaping standards from Chapter 13-1800 of the Green Bay Municipal Code. Similar materials shall be used to construct fencing along the remaining block face, similar to the Old Main Street District.

3. Private patios and greenspaces should be integrated into the site and building design as an extension of the internal space.

4. Mechanical, service equipment, and other facilities shall be located away from principal pedestrian routes. Where such site amenities are located adjacent or are visible from a right-of-way, the amenities shall be screened as part of the landscape plan or integrated into the architecture of the principle structure.

5. Planting species shall be located based on the site position, and species shall be appropriate based on the amount of anticipated sunlight, water, and ground coverings.

6. Planting materials shall be native to the region so they can adapt to the changing seasons.

7. The parking lot and site landscaping standards shall be consistent with Chapter 13-1800 of the Green Bay Municipal Code.

8. Existing parking lots abutting the public

Figure 4.9.4 Landscaping, Screening, and On-Site Features Examples



LEFT: Example of private, open space that extends the interior of the business to the outside



LEFT: Example of urban residential use positioned near the street and with site-appropriate landscaping

street should be redeveloped with a common District screening wall until such time as the entire site or property is redesigned.

9. Front Yard Plantings

a. Where the building does not abut the front lot line but is less than 5 feet from the lot line, there shall be a minimum of 20% of the setback area landscaped with plantings identified in the required landscape plan. The remainder of the front setback area shall be hardscaped and supplemented with additional pedestrian amenities.

b. Buildings positioned between five feet and the maximum 15 feet setback shall have a minimum of 40% of the setback area landscaped with plantings identified in the landscape plan. The remainder of the front setback area shall be hardscaped and supplemented with additional pedestrian amenities.

10. Plantings within the side yard: Where buildings or plazas do not abut the side lot line, a five foot planting area shall be provided for at least 75% of the side yard.

11. Plantings within the rear yard: Where ground floor rear yard setbacks are utilized, a five foot planting area shall be provided for at least 75% of the side yard.

12. A minimum of one 36" box tree shall be planted with a mature height of 30 feet, and a mature canopy of 20 feet shall be planted for each 1,000 sq ft of on-site open space.

13. Ground-related open space shall be connected to the public pedestrian network to encourage walkability.

14. Above-grade or open-air spaces are encouraged, but shall not be substituted for coverage requirements unless it is a certified and installed green roof.

15. Tree and light standard placement need to be coordinated to assure trees do not block proper illumination. If possible, place lights midway between trees to avoid conflicts.

16. Bike racks should be positioned adjacent to entryways, but should not impede pedestrian pathways or routes.

17. Development proposals must also comply with all other site and landscaping standards from Chapter 13 of the Green Bay Municipal Code that are not detailed in this chapter.

RIGHT: Example of private, open space integrated into the greater building design, but still positioned adjacent to the public right-of-way.



RIGHT: Example nonstandard industrial bike rack.



4.9.5: Public Open Space

Goal:

Encourage and continue the creation of a District that is pedestrian focused, that enhances quality of life for users, and stresses the importance of an active and vibrant urban streetscape.

Guiding Principles:

- Utilize existing road right-of-ways to create pedestrian-focused environments.
- Capitalize on private, open space to create a network of unique spaces and places.
- Capitalize on private Walk of Legends development and incorporate the path into the greater landscape design.
- Create safe and accommodating spaces for pedestrians and bicyclists.

Recommended Design Standards:

1. Public amenities listed in 4.9.1, such as benches, transit stops, lighting, planters, trash cans, and ground surface treatments should be part of a complete landscape treatment plan complementary to the architectural design and district theme. The complementary design theme images are provided within this section.

2. Sites that contain Walk of Legends Monuments shall accentuate the position to encourage people to use the space. If an existing monument position impedes the redevelopment of a viable site, then the applicant/developer shall work with the owner to secure a new position within the immediate area.

3. Publicly controlled open space shall be designed and developed in a means complementary with the district theme.

4. Pedestrian-scale traditional street lights should be installed in the sidewalk terrace in the pedestrian-oriented node of Lombardi Avenue and Tony Canadeo Run.

5. The common stormwater facilities shall be designed or adapted to include amenities complementary with the District theme.

Figure 4.9.5 Public Open Space Examples



ABOVE: Sidewalks with terraced areas for areas off main roads.



ABOVE: Pedestrian-scale traditional pedestal lighting.

LEFT: Existing Walk of Legends monuments.

LEFT: Example of public plaza with art positioned between buildings.

FAR-LEFT: Example of natural terrace planting on less traveled streets.

LEFT: Example of active sidewalks and terraces for pedestrian-focused streets.

4.9.6: Parking, Service Areas, and Stormwater

Goal:

Promote pedestrian-enhanced, on-site or on-street parking design that limits the visual impact of surface parking while prioritizing safety, activity, and visual aesthetics.

Guiding Principles:

- Utilize existing on-street parking to the extent feasible.
- Accommodate alternate modes of transportation, such as transit, walking, and biking.
- Utilize shared parking agreement and parking maximums to discourage over-parking of the District.
- Surface lots should be reduced or minimized to blend with the surroundings.

Recommended Design Standards:

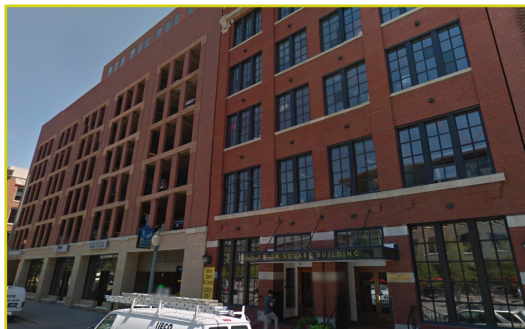
1. Developer shall submit a parking plan as required by 13-1711 of the Green Bay Municipal Code.
2. All new surface parking shall be located either underground or to the side or rear of buildings. Underground parking is highly recommended and should be explored before including surface parking.
3. All surface parking lots must provide safe pedestrian connections that are differentiated from vehicular uses.
4. Parking Maximums:
 - a. Multi-family residential: As described in Table 17-2 of the Green Bay Municipal Code
 - b. Hotel: As described in Table 17-2 of the Green Bay Municipal Code
 - c. Retail: 1 space per 500 GFA or as determined by Zoning Administrator
 - d. Office/Commercial: 1 space per 500 GFA or as determined by Zoning Administrator
 - e. Restaurant: 1 space per 200 GFA or as determined by Zoning Administrator
 - f. Multi-family properties that do not utilize the maximum parking requirements are encouraged to offer the unused lots as part of a shared parking program.
5. Surface parking should be designed to be unobtrusive and have minimal impact on the scale and character of the District. Surface parking shall not be located adjacent to intersections.

Figure 4.9.6 Parking, Service Areas, and Stormwater Examples

RIGHT: Example of structured parking that reflects the surrounding building character



RIGHT: Example of structured parking that reflects the surrounding building character



6. Structured parking should be designed to be unobtrusive and have minimal impact on the scale and character of the District. The structure shall be located below or partially below grade. Remaining above-grade structured parking adjacent to the street shall be wrapped and architecturally treated to blend with the surroundings and encouraged to incorporate first floor retail or commercial uses.

7. Existing development with parking in front should be enhanced with interior landscaping, walkways, and a landscape buffer (possibly including decorative fencing and walls) to screen the parking from the sidewalk and street.

a. Fences and railings should be a minimum of 30 inches and a maximum of 42 inches in height. Fencing and railings shall be a minimum of 70 percent open.

b. Solid walls shall be a minimum of 18 inches and a maximum of 32 inches in height. Hedges shall be no less than 80 percent open in the winter months and no more than 32 inches in height.

8. Customer parking and pedestrian areas should be separated from service and loading areas.

9. Screening is required for ground-level utility meters, mechanical equipment, refuse areas, and other potentially unattractive or unsafe features.

10. Stormwater facilities should be incorporated into the design of the site. For example, bioretention areas, rain gardens and basins should be aesthetically pleasing and include decorative elements.

11. Development proposals must also comply with all other site and landscaping standards from Chapter 13 of the Green Bay Municipal Code that are not detailed in this chapter.



LEFT: Example of structured parking that reflects the surrounding building character



LEFT: Example of how existing parking areas could be renovated



LEFT: Example of how side and rear parking areas should accommodate pedestrians and bicyclists

4.9.7: Business, Wayfinding, and Gateway Signage

Goal:

Create and implement signage standards that complement the architectural character of the district.

Business Signage Guiding Principles:

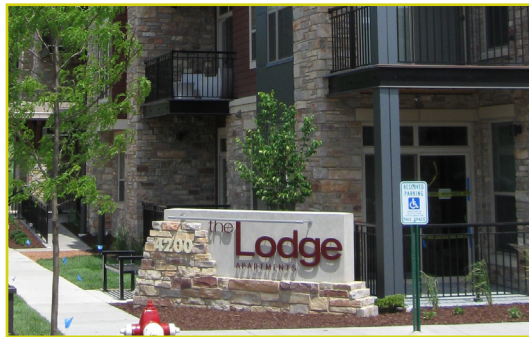
Develop integrated and aesthetically pleasing building signage.

Figure 4.9.7 Business, Wayfinding, and Gateway Signage Examples

RIGHT: Example of common building monument industrial chic signage



RIGHT: Example of a mix of industrial and natural monument signage with base lighting



RIGHT: Example of individual building signage that is pedestrian focused with wall-mounted lighting



RIGHT: Example of individual building signage that is pedestrian-focused with wall-mounted lighting



FAR RIGHT: Example of industrial-styled painted building signage

Recommended Business Signage Design Standards:

Recommended Design Standards:

1. Signage should be integrated as an architectural element with attention given to the color, materials, scale, and orientation of all proposed signs in relation to the overall design of the building and to each other, as well as complying with the sign regulations specified in Table 20-1 of Chapter 13-2000 of the Green Bay Municipal Code, except that the following signs are prohibited in the District.

a. Plastic box signs

b. Pole/pylon signs

2. Preferred lighting: The following is a list of preferred lighting for exterior business signage.

a. Mounted, backlit letters

b. Building-mounted letters, with up or down lighting

3. Individual business signage should preferably be mounted on the building façade or located on awnings above the primary business entrance.



Wayfinding Signage Guiding Principles:

- Create aesthetically pleasing and easy-to-understand wayfinding and District signage that is complementary to the overall District design.
- Direct people to and from the surrounding neighborhoods, Downtown Green Bay, and the surrounding entertainment uses.

Recommended Wayfinding Signage Design Standards:

1. Regulatory signage should reinforce District theme through repetition of the brand, choice of materials, and consistent naming of districts.
2. Signage style should coordinate with lighting and pedestrian amenities.
3. Use pedestrian-oriented signage that can be read easily while on foot.
4. Ensure that wayfinding signage includes both roadway signage for vehicular traffic as well as signage directed toward pedestrian viewpoints. Signage should be streamlined to minimize clutter and improve message clarity.
5. Wayfinding signage should be consistently visible yet, not compete with regulatory or storefront signage. Signage should be consistent and coordinated among public, private, and non-profit entities.
6. Multiple destinations listed per sign are encouraged, including up to four messages, with more detailed interpretive signage reserved for public spaces.
7. Signage shall comply with MUTCD Section 2D.50, Community Wayfinding Signs.



LEFT: Examples of thematic wayfinding signage at heavily traveled intersections



LEFT: Example of thematic wayfinding signage at heavily traveled intersections



LEFT: Example of simple wayfinding signage located throughout the District



LEFT: Example of simple wayfinding signage located throughout the District. (Wayfinding elements would be located on the horizontal elements.)

RIGHT: Example of industrial gateway signage



RIGHT: Example of industrial gateway signage



RIGHT: Example of industrial gateway signage



BOTTOM: Example of less prominent industrial gateway signage



Recommended Gateway Signage Guiding Principles:

Create inviting gateway entry signage to attract tourists, residents, and other visitors.

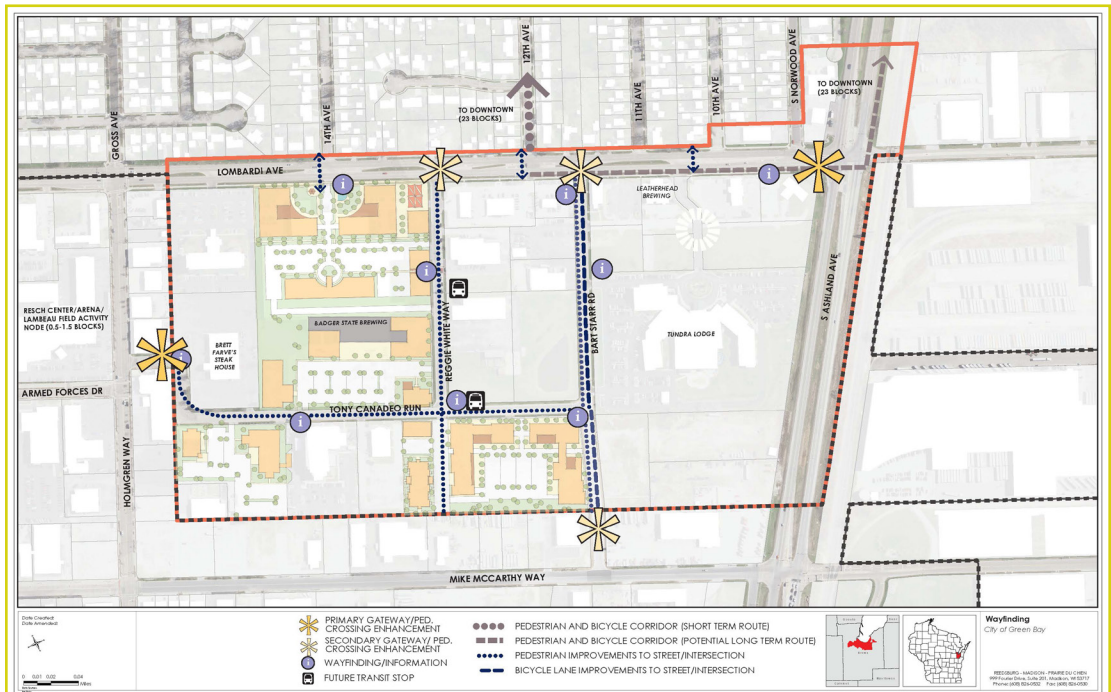
Recommended Gateway Signage Design Standards:

1. Signage should be placed at the designated intersections as illustrated on Map 4.1.

2. Signage should be complementary to the architectural standards and wayfinding signage in the District.

Wayfinding can be defined as the planning and communication of information throughout a built or dimensional environment. When done properly, wayfinding enables each person to form a mental map of a site, and/or navigate an environment through the use of a comprehensive, systematic, cohesive, and visually unified graphic system.

Map 4.3 Wayfinding Signage Locations





Report to the Green Bay Plan Commission

MEETING DATE

June 10, 2019

PREPARED BY

Paul Neumeyer, Staff

AGENDA ITEM # D.2.

(ZP 19-10) Consideration with possible action on the request to authorize a Conditional Use Permit (CUP) to allow for a detached garage to exceed both the height and area limitation in Chapter 13-615, Green Bay Zoning Code at 3071 Gothic Court, submitted by Larry Bednarski, on behalf of Jeff Vogt, property owner (Ald. J. Brunette, District 12).

BACKGROUND

Primary Address: 3071 Gothic Court

Aldersperson/District: Ald. Jesse Brunette/12

Reason for Request: Obtain a permit to construct a detached garage that exceeds the height and area for an accessory structure.

Subject Parcel Zoning and Land Use: R1 – Low Density Residential zoning, Single-family dwelling.

Surrounding Zoning and Land Uses:

North: R1-Low Density Residential Single-family residences

South: R1-Low Density Residential Single-family residences

East: R1-Low Density Residential Single-family residences

West: R1-Low Density Residential Single-family residences

Comprehensive Plan: The 2022 Smart Growth Plan designates this area for Low Density Housing.

Analysis: The petitioners intend to construct a detached garage at 3071 Gothic Court. The proposed detached garage will be placed approximately 25 ft. from the Gothic Court right-of-way. The subject site is approximately 2.18 acres. Upon review of a preliminary site plan for the property it was noted that the proposed garage exceeded the maximum height and the maximum side wall height of the accessory structure requirements found in the Zoning Code. Chapter 13-615, Table 6-4 requires that heights and area of detached accessory structures may be increased with a conditional use permit. The following is the specific increases the petitioner is requesting:

Maximum Height:

The petitioner is seeking an increase from the designated maximum accessory structure height of 16 ft. to a proposed accessory structure height of approximately 18 ft. Height is measured from grade to the mid-point of the roof-line, not the overall height to the peak. In addition, the petitioner is also seeking an increase from the maximum side wall height of 10 ft. to a proposed accessory structure side wall height of approximately 12 ft. The existing principal dwelling is 2.5 stories in height.

The proposed structure has a gable roof line with a south facing dormer and the exterior of the building will have brick on the north and east elevations and a lap siding on the other two. Images of the proposed garage and the site layout are attached within this agenda. The existing residence is a two- story dwelling with an attached garage located on the southern edge of the site.

Maximum Area:

The petitioner is also seeking an increase in the overall area of the detached accessory structure to 1,920 sq. ft. from the maximum 1,000 sq. ft. The existing principal structure is 7,389 sq. ft. based on the City Assessor's records.

The petitioners have also applied for a variance from the Board of Appeals for the placement of the structure setback from the Gothic Court right-of-way. Their request will be heard at the June 17, 2019, Board of Appeals meeting.

The subject parcel is large enough that Planning staff believes the increased heights will not detract from the adjacent property owners or disrupt the perceived spatial density and character of the existing neighborhood. The accessory use is smaller than the principal residence footprint.

Ald. J. Brunette, adjacent property owners and the King of Arms Neighborhood Association were notified of the request. Staff received one inquiry but no objections to the request as of the drafting of this report.

RECOMMENDATION

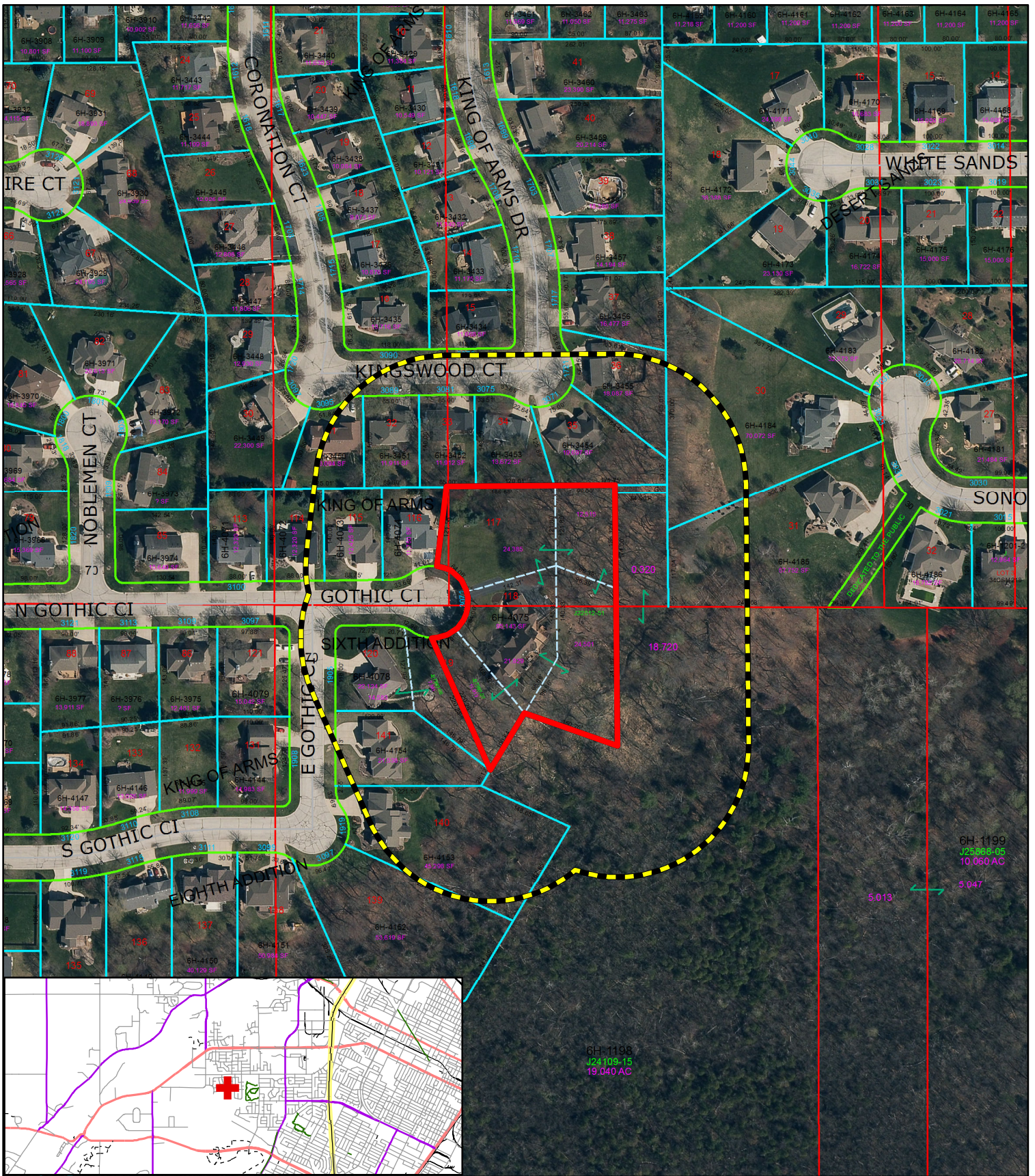
Approval of the request, subject to:

- a. Compliance with all of the regulations of the Green Bay Municipal Code not covered under the Conditional Use Permit, including standard site plan review and approval.
- b. Continuance of similar style of architecture, exterior construction material, and color of the structure.

FISCAL IMPACT

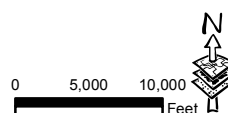
ATTACHMENTS

1. ZP 19-10letter revised
2. Bldg Elevation _ Site Plan



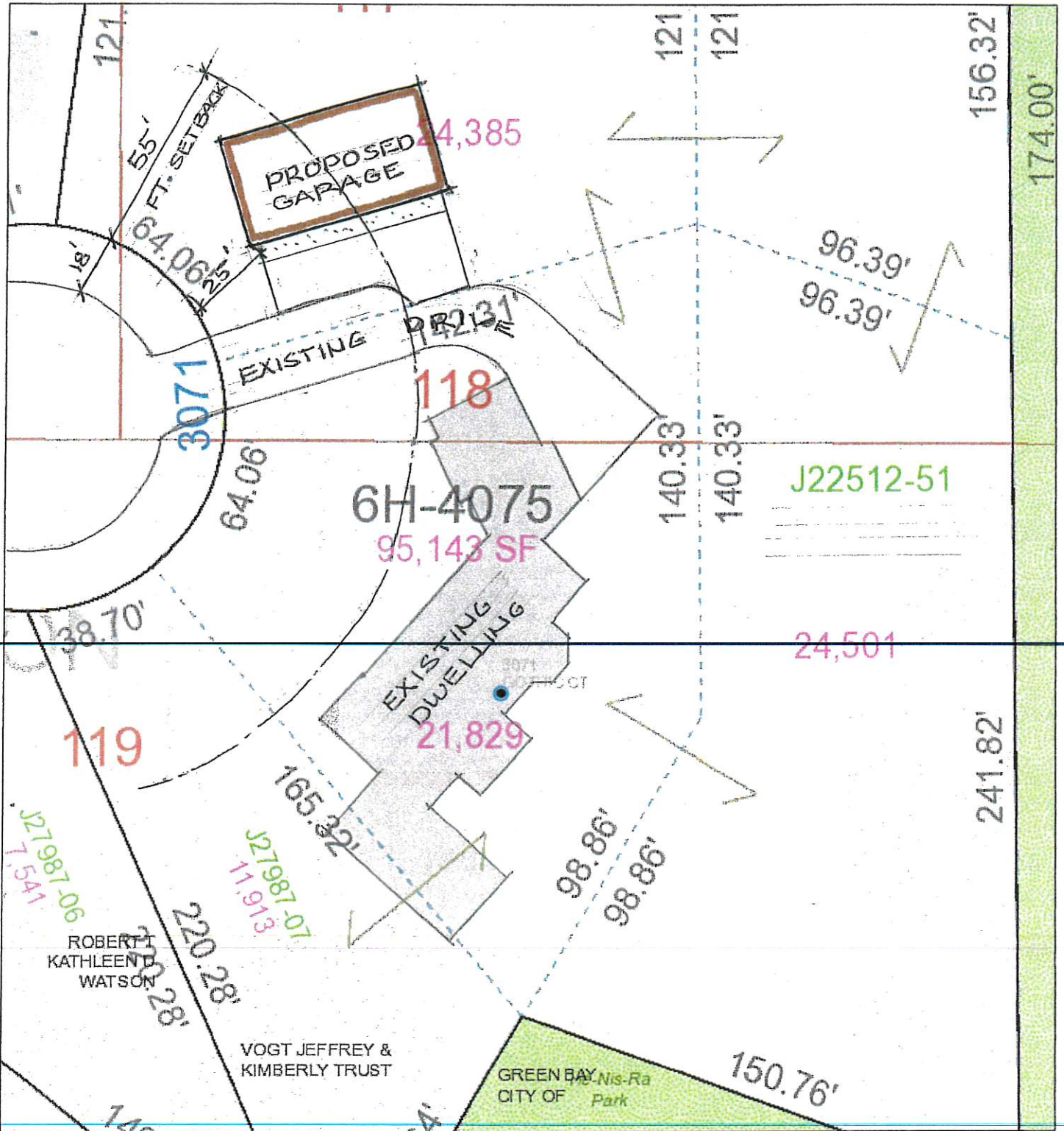
Zoning Petition (ZP 19-10)
Proposed Conditional Use Permit (CUP)
3071 Gothic Court

-  Proposed CUP
-  200' Property Owner Notice



This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by PN

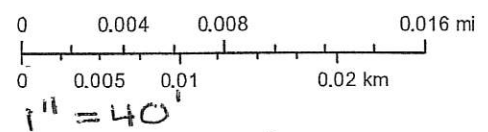
Part of Brown County WI



5/22/2019, 11:40:45 AM

JEFF VOGT
3071 GOTHIC CT.
GREEN BAY, WI

1:480



Brown County Municipalities
Brown County
Brown County WI

1 OF 3

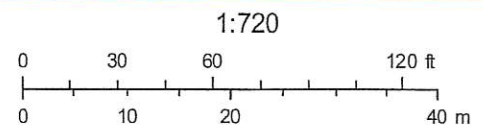
ACTUAL LOCATION
MAY VARY SLIGHTLY

Part of Brown County WI



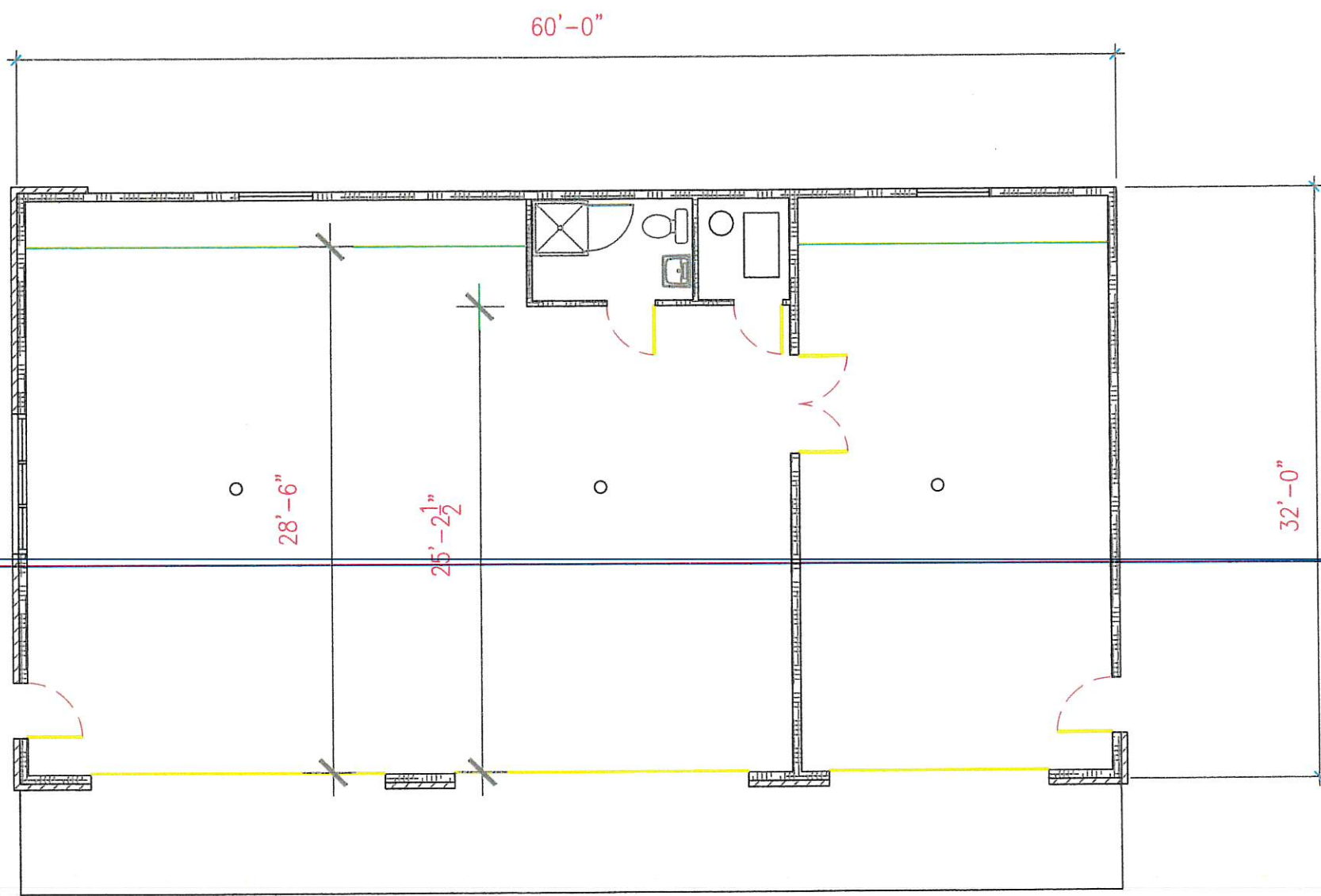
5/9/2019, 4:07:06 PM

JEFF VOGT
3071 GOTHIC CT.
GREEN BAY, WI



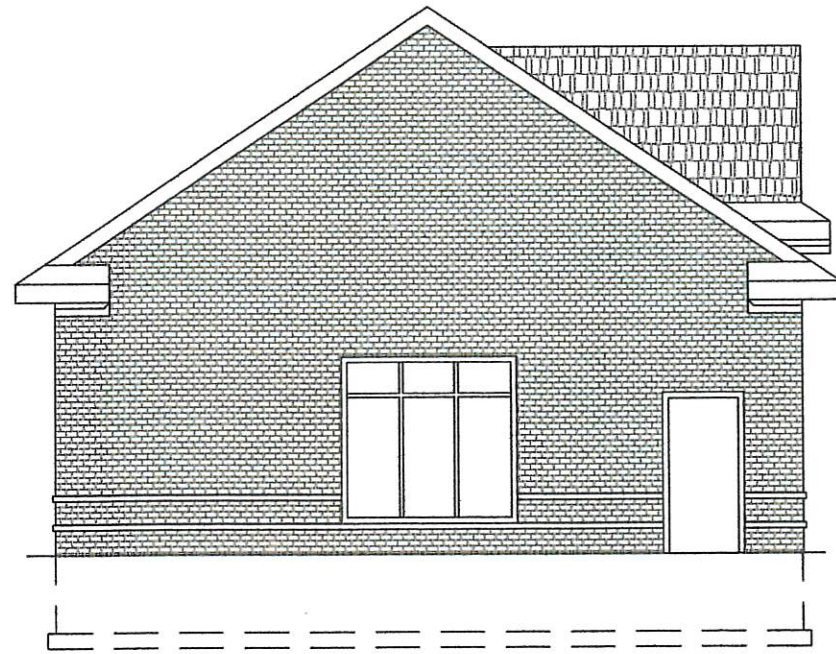
Brown County Municipalities
Brown County
Brown County WI

3 OF 3



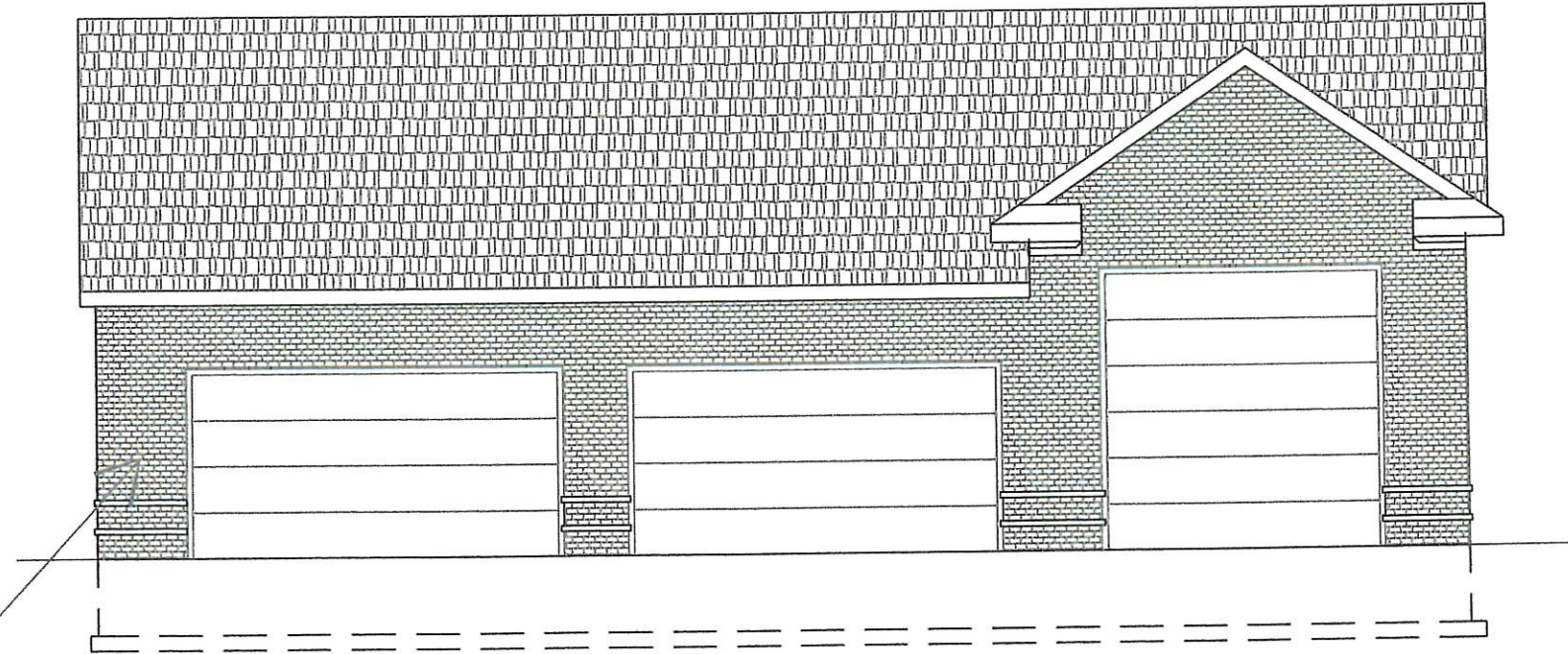
FLOOR PLAN 1,920 SQUARE FEET
SCALE 1/8" = 1'-0"

1	GARAGE JEFF VOGT 3071 GOTHIC COURT GREEN BAY, WI.	HOME REMAKES 1523 SHADOW RIDGE WAY DEPERE, WISCONSIN 54115 920 360 5262	DATE: 05/22/2019
			REVISIONS:



EAST ELEVATION

SCALE 1/8" = 1'-0"

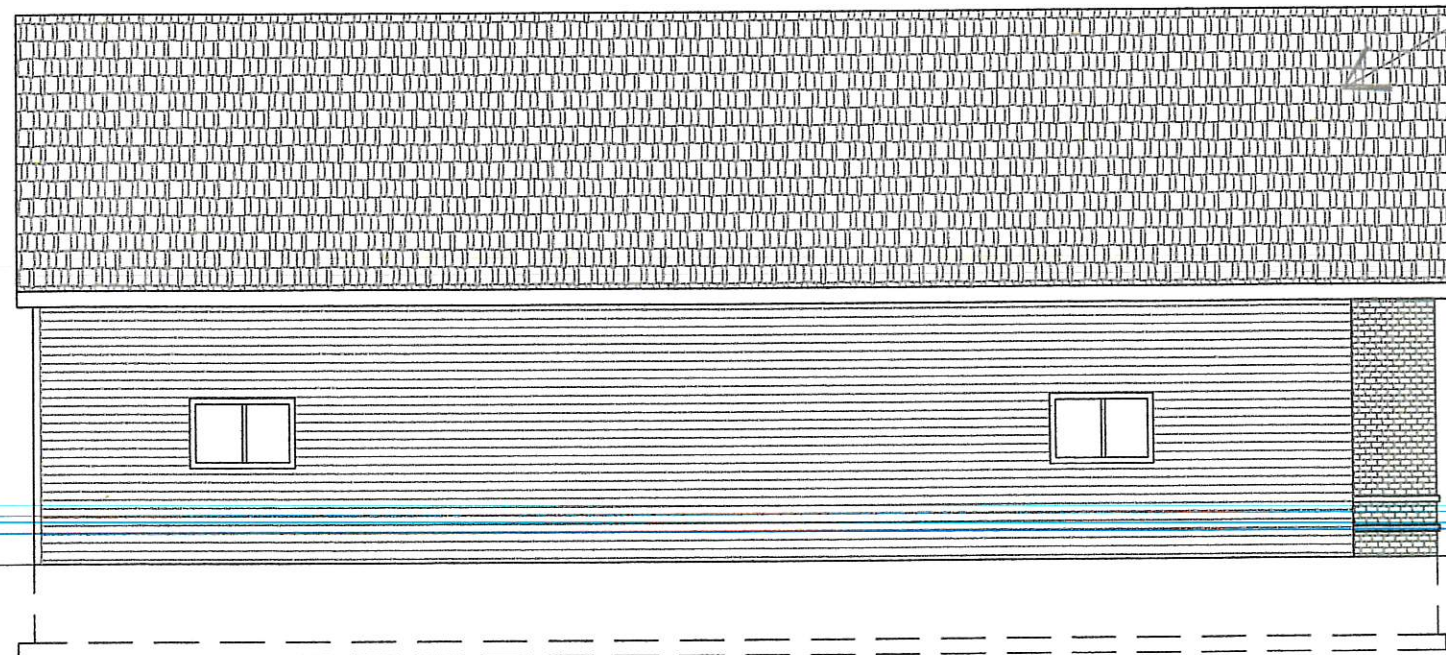


NORTH ELEVATION

SCALE 1/8" = 1'-0"

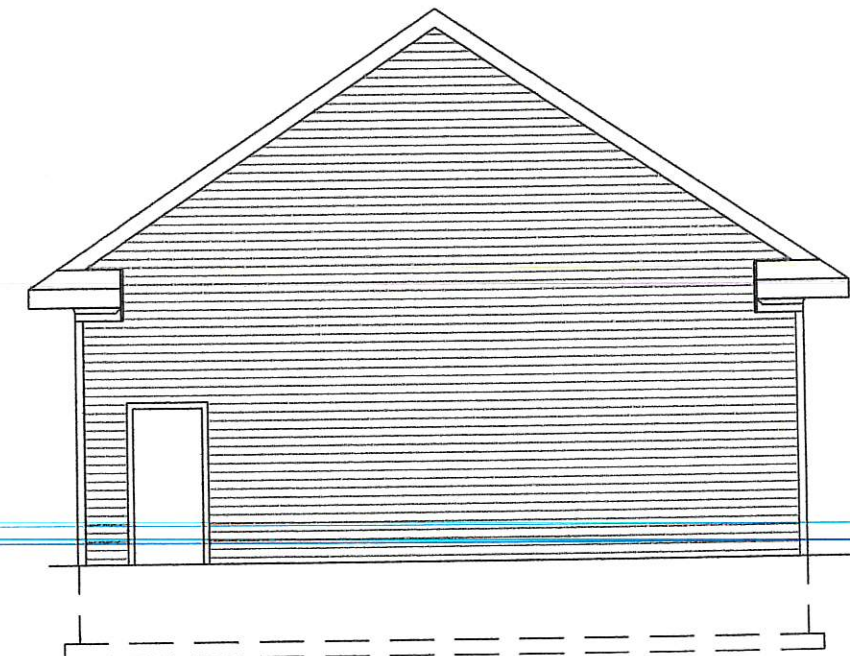
BRICK, EAVE DESIGN, AND BRICK
ROLOCK TO MATCH EXISTING
RESIDENCE

ROOF SHINGLES TO MATCH
EXISTING RESIDENCE



SOUTH ELEVATION

SCALE 1/8" = 1'-0"



WEST ELEVATION

SCALE 1/8" = 1'-0"

DATE: 05/22/2019

REVISIONS:

HOME REMAKES

1523 SHADOW RIDGE WAY
DEPERE, WISCONSIN 54115
920 360 5262

GARAGE
JEFF VOGT

3071 GOTHIC COURT
GREEN BAY, WI.

TRUSSES 24" O.C., 1/2" O.S.B.,
MIN. 15# FELT PAPER, ASPHALT
SHINGLES.

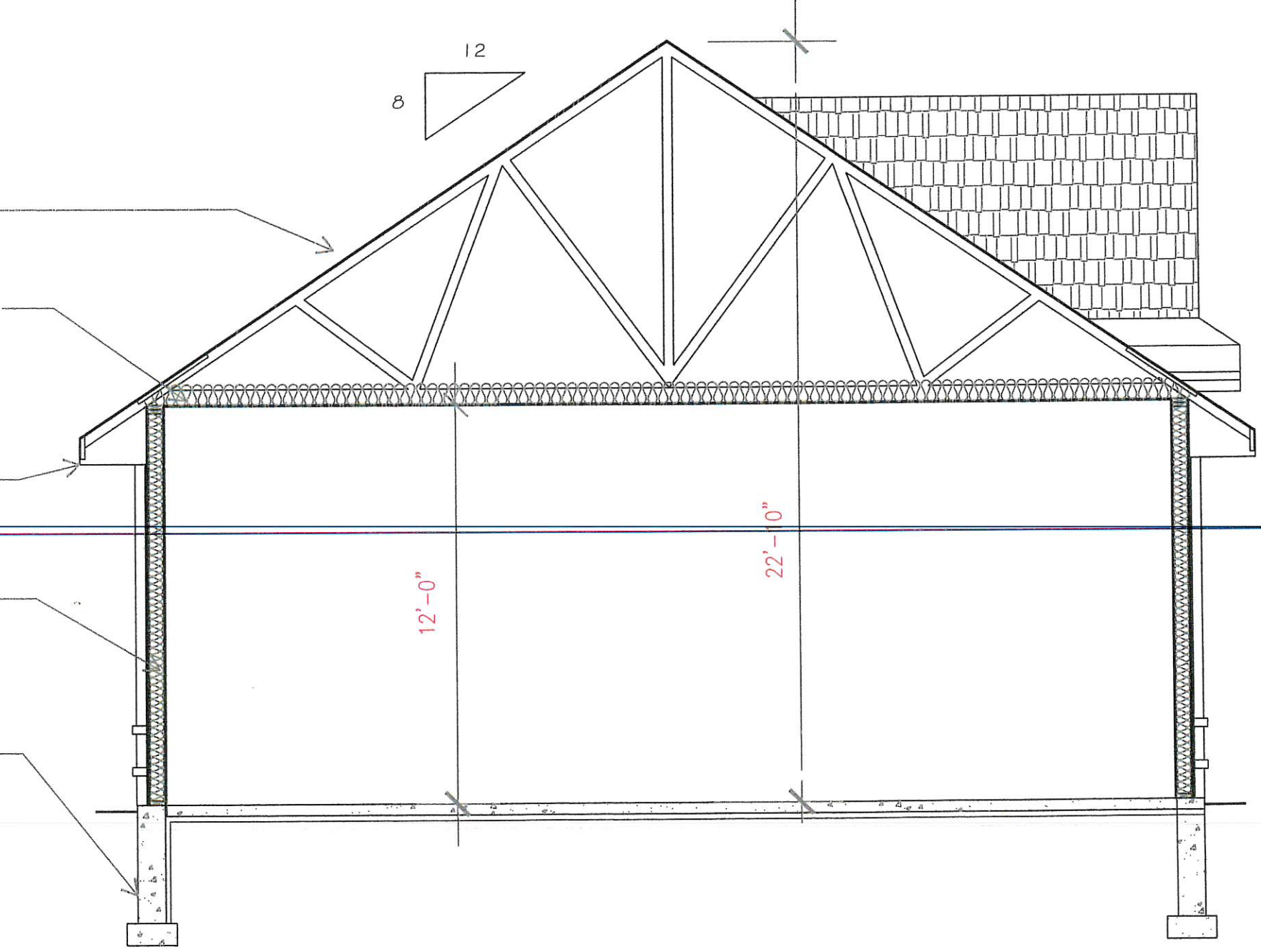
FIBERGLASS BATT OR BLOWN IN
INSULATION, THICKNESS AS PER
REQUIREMENTS, AND VAPOR
BARRIER.

FACIA AND SOFFIT TO MATCH
EXISTING RESIDENCE.

FACE BRICK, 1/2" O.S.B.
SHEATHING AND BUILDING WRAP,
2 X 6 STUDS 16" O.C., BATT
INSULATION, VAPOR BARRIER,
AND O.S.B. OR 1/2" GYP. BD.
PAINTED.

CONCRETE FLOOR SLAB, RIGID
INSULATION, AND CONCRETE
FOUNDATION WALL AND
FOOTING. SIZE AND
THICKNESSES TO BE
DETERMINED.

NOTE: INSULATION AND
FOUNDATION SIZES TO BE
DETERMINED. NOTES ARE FOR
GENERAL DESCRIPTION.



SECTION LOOKING WEST

SCALE 1/4"= 1'-0"

DATE: 05/22/2019

REVISIONS:

HOME REMAKES

1523 SHADOW RIDGE WAY
DEPERE, WISCONSIN 54115
920 360 5262

GARAGE
JEFF VOGT

3071 GOTHIC COURT
GREEN BAY, WI.



Report to the Green Bay Plan Commission

MEETING DATE

June 10, 2019

PREPARED BY

Paul Neumeyer, Staff

AGENDA ITEM # D.3.

(ZP 19-11) Consideration with possible action on the request to authorize a Conditional Use Permit (CUP) to permit two free-standing parking lots in the 400 to 500 Block of South Broadway, submitted by Michael Bach, Stantec, on behalf of the Green Bay Redevelopment Authority (Ald. B. Johnson, District 9).

BACKGROUND

Primary Address: 400 to 500 Block of South Broadway

Aldersperson/District: Ald. Brian Johnson/9

Reason for Request: To permit two free-standing parking lots.

Subject Parcel Zoning and Land Use: D1 – Downtown One, vacant.

Surrounding Zoning and Land Uses:

North: D1 – Downtown One/LI-Light Industrial vacant commercial

South: D1-Downtown One commercial

East: D2-Downtown Two vacant- Breakthrough Fuel site

West: D2-Downtown Two/LI-Light Industrial vacant

Comprehensive Plan: The 2022 Smart Growth Plan designates this area as downtown.

Report: The request is to create two freestanding parking lots along South Broadway at Arndt Street. The area is comprised of three lots, two of which will be consolidated, south of the railroad spur with an existing lot on the southeast corner of South Broadway and Arndt Street. All three parcels are vacant and have been for some time. Because the principal use will be a parking lot, a Conditional Use Permit (CUP) is required as part of the Downtown One (D1) district. The properties will remain in public ownership and will be used as overflow parking for both Breakthrough Fuel corporate headquarters at the end of Arndt Street and the Shipyard redevelopment north of West Mason Street/Tillman Bridge.

The northern most parking lot contains 24,756 sq. ft. or 0.57 acres with 40 proposed parking spaces. The southern parking lot contains 31,970 sq. ft. or 0.73 acres with 71 proposed parking spaces. Areas of green space will be added in the form of internal parking islands; however, the parking areas will significantly consume the lots as allowed under the D1 zoning. The northern parking lot will have one-way drives off of Arndt Street and the southern drive will have one access point off of South Broadway. A pedestrian connection is provided to South Broadway from the southern lot and a walkway is proposed from the northern lot parallel with Arndt Street to the Breakthrough Fuel site. A preliminary site plan is attached within this agenda packet.

Ald. Brian Johnson and adjacent property owners have been notified of the request. Staff has not received any inquiries or objection to the request as of the drafting of this report.

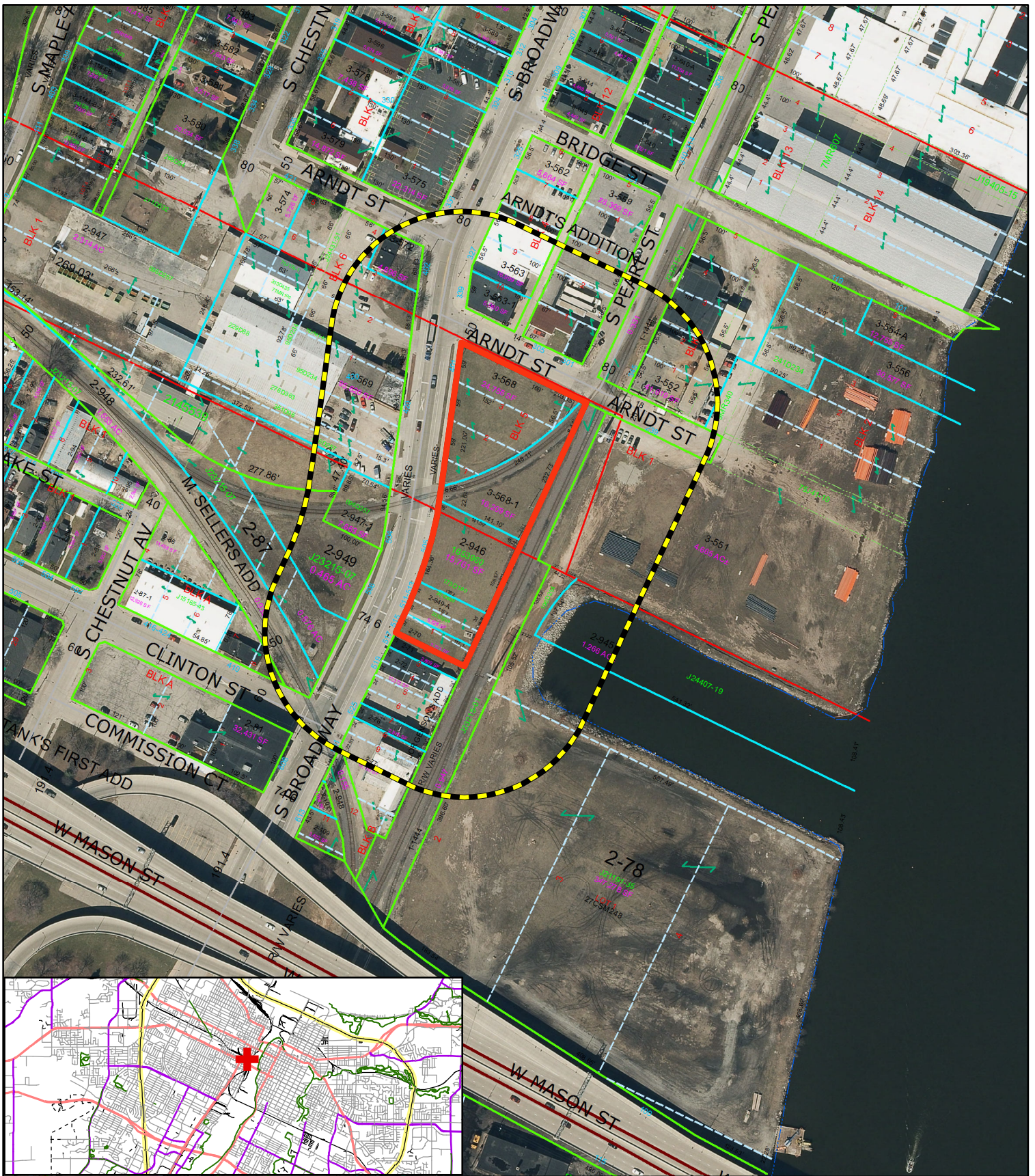
RECOMMENDATION

Approval of the request subject to standard site plan review and approval all applicable standards listed in Chapter 13, Green Bay Zoning.

FISCAL IMPACT

ATTACHMENTS

1. ZP 19-11 letter
2. PARKING SITE PLAN



Zoning Petition (ZP 19-11)
Proposed Conditional Use Permit (CUP)
400 to 500 Block of South Broadway

- Proposed CUP
- 200' Property Owner Notice

0 5,000 10,000
 Feet



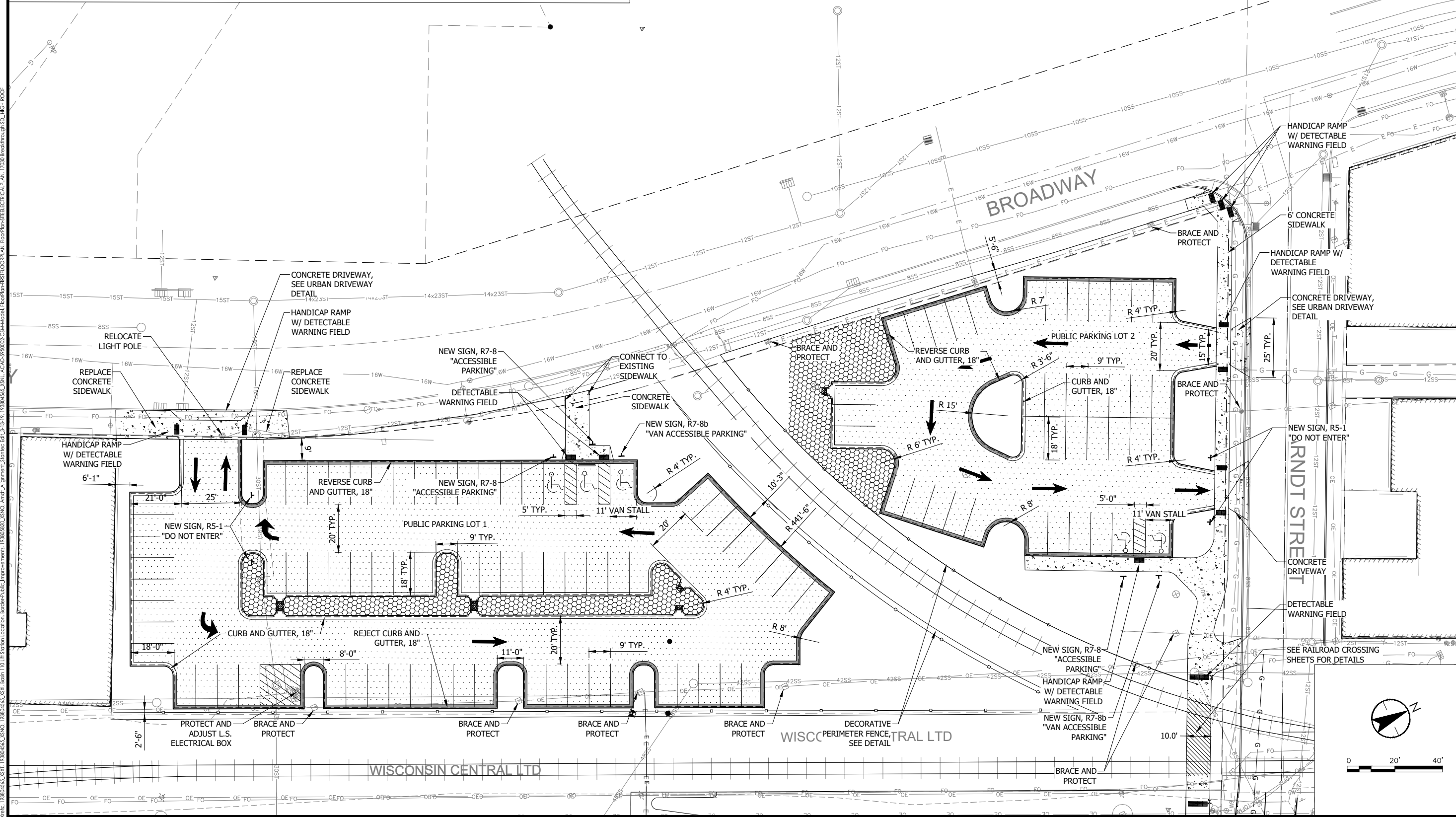
This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied.
 Map prepared by PN

Plot Date: 05/28/2019 - 3:45pm
Drawing name: V:\1938\active\

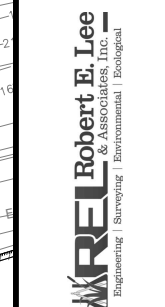
NOTES

1. PUBLIC ROADWAY IMPROVEMENTS TO BE COMPLETED BY ROBERT E. LEE
2. ALL RAILROAD CROSSING ARMS AND LIGHTS MUST BE PROTECTED AND
MAINTAINED DURING CONSTRUCTION.

CN RAIL CONTACT:
JACKIE MACEWICZ, MANAGER PUBLIC WORKS
STEVENS POINT, WI
OFFICE: (715) 345-2503
EMAIL: Jackie.Macewicz@cn.ca



Stantec
12075 N. Corporate Parkway, Suite 200
Mequon, WI 53092
www.stantec.com



WREL Robert E. Lee
& Associates, Inc. —
Engineering | Surveying | Environmental | Ecological

PROPOSED SITE PLAN

GREEN BAY SHIPYARD - PUBLIC IMPROVEMENTS
CITY OF GREEN BAY
BROWN COUNTY, WISCONSIN

DATE OF ISSUANCE	
May 28, 2019	
NO. OF REVISION	DATE

SURVEY	ROBERT E. LEE
DRAWN	CMM
DESIGNED	CMM
CHECKED	MAB
APPROVED	MAB
PROJ. NO.	193604565

SHEET NUMBER
C2.01



Report to the Green Bay Plan Commission

MEETING DATE

June 10, 2019

PREPARED BY

Paul Neumeyer, Staff

AGENDA ITEM # D.4.

(ZP 19-12) Consideration with possible action on the request to rezone 2324 University Avenue from General Commercial (C1) to Highway Commercial (C2) to permit the construction of a Burger King restaurant, submitted by Todd Waller, University BK Capital, LLC on behalf of Timothy J. Pease, property owner (Ald. C. Stevens, District 7).

BACKGROUND

Reason for Request: To permit the redevelopment of the site for a drive-through restaurant.

Aldersperson/District: Ald. Craig Stevens/7

Surrounding Zoning and Land Uses:

Subject Property: General Commercial (C1) Commercial uses

NORTH: General Commercial (C1) Westside Municipal Garage

SOUTH: General Commercial (C1) Commercial uses

EAST: Planned Unit Development (PUD) Vacant commercial

WEST: General Commercial (C1) Commercial uses

Comprehensive Plan: The 2022 Smart Growth Plan designates the subject area as Commercial (C). The proposed request is compatible with and is not contradictory to the applicable recommended policy and the future land use map.

Report: The subject property contains a vacant commercial building on the southeast corner of University Avenue and Peters Street. The rezoning will allow for the redevelopment of the site and adjoining parcel for a Burger King restaurant. The subject parcel contains 6,587 sq. ft. or 0.15 acres and combined with the adjoining parcel (0.33 acres) would result in one parcel of 0.48 acres in size for a redevelopment site. The proposed use would adjoin the Kwik Trip site to the east and is a compatible use along the commercial corridor.

Ald. C. Stevens and adjacent property owners have been notified of the request. As of the drafting of this report, staff has received no inquiries or objections regarding this request.

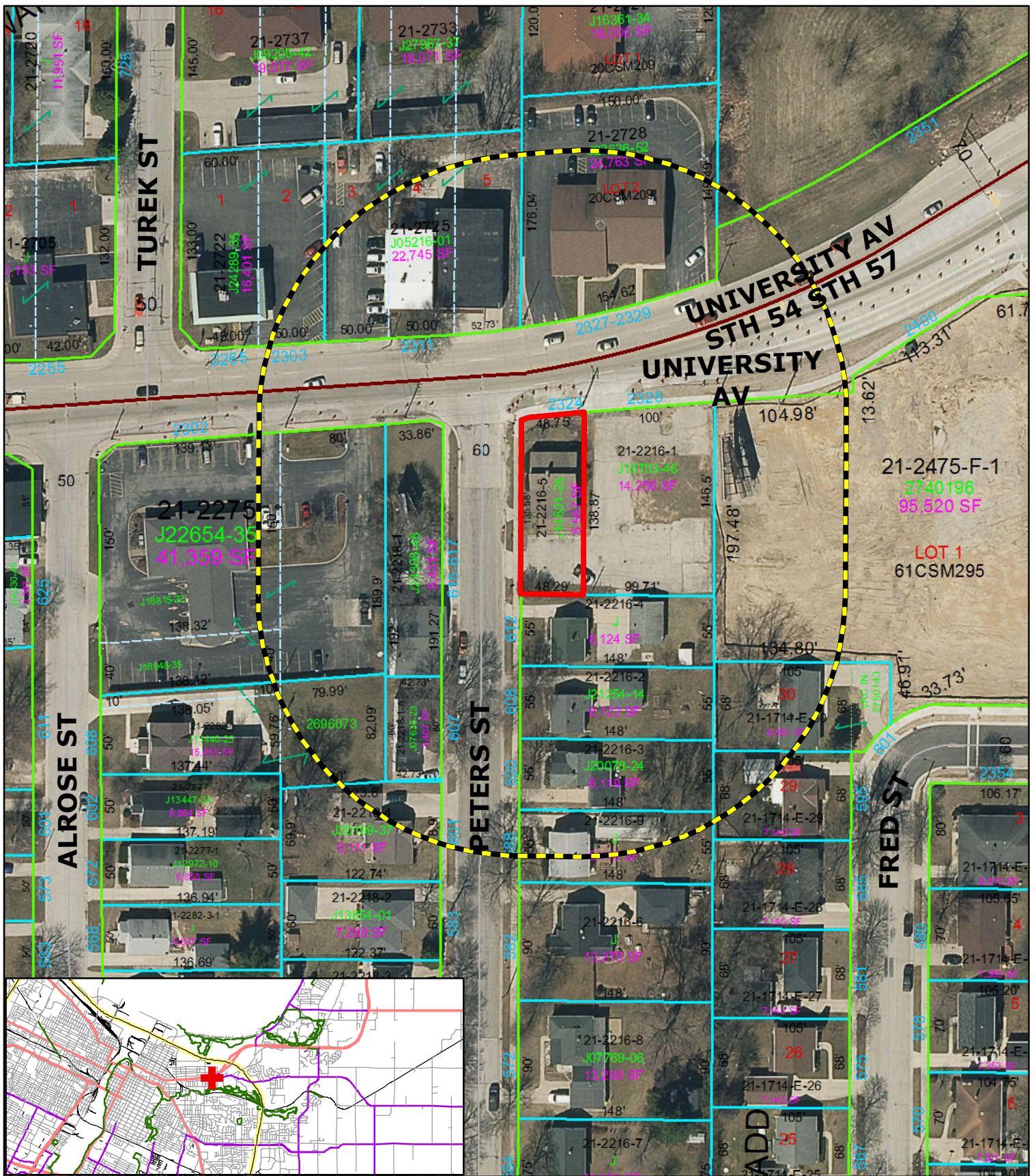
RECOMMENDATION

Approval of the request.

FISCAL IMPACT

ATTACHMENTS

- I. ZP 19-12 letter revised



Zoning Petition (ZP 19-12)
Proposed Rezoning
2324 University Avenue

- Subject Area
- 200' Property Owner Notice



0 5,000 10,000
 Feet



This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied.
 Map prepared by PN



Report to the Green Bay Plan Commission

MEETING DATE

June 10, 2019

PREPARED BY

Paul Neumeyer, Staff

AGENDA ITEM # D.5.

(TA 19-03) Consideration with possible action on the request of the Department of Community and Economic Development to amend Chapter 13-509 to permit the installation of a ramp for access to a structure to be compliant with American with Disabilities Act (ADA).

BACKGROUND

Aldersperson/District: All

Reason for Request: Allow ADA accessible ramps to encroach within a required setback.

Report: The proposed amendment would allow a ramp to be permitted within a required front, corner side, interior and rear yard setback for access to a building/dwelling. Currently, ramps are prohibited in such setbacks because they are considered part of the principal structure. Many times applicants will need to seek a variance through the Board of Appeals for the encroachment. The proposed amendment would allow ramps as a permitted encroachment to within 1 ft. of the property line as currently stipulated in Chapter 13-509. Such ramps shall be constructed to meet ADA requirements. The proposed amendment would be as follow:

(12) Ramps that provide access to a principal building compliant with ADA requirements.

Staff feels the proposed amendment would benefit individuals requesting access to a structure and not being delayed based on a disability.

RECOMMENDATION

Approval of the request.

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

June 10, 2019

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # D.6.

(PP 18-02) Consideration with possible action on the request to approve the Safe Walk & Bike Plan, completed with Green Bay Area Public School District and Toole Design Group.

BACKGROUND

Since 2016, there have been a public push for a bicycle and pedestrian plan for the City of Green Bay. While we have many great facilities, programs, and community organizations focused on multi-modal access & safety and health, there are many gaps in infrastructure, outreach, and programs. The City began working in partnership with the Green Bay Area Public School District (GBAPS) to create a joint Safe Routes for Non-Drivers Plan and Bicycle & Pedestrian Plan in late 2017. We further partnered with Brown County Planning and Wello to create a workgroup that has led this planning process with Toole Design Group and WE BIKE, etc. GBAPS received a grant funded through the Wisconsin Department of Transportation to fund most of this plan. The City and GBAPS have each contributed 10 percent of the total project cost (\$30,994 for each entity). The City's portion was funded through unrestricted Community Development Block Grant funds, and was approved by the Plan Commission, RDA, and Common Council in summer of 2018.

Since then, we have completed a year-long public planning process to develop this comprehensive plan, the Safe Walk & Bike Plan. The original intent of this plan was to identify ways to empower adults and children of all ability levels throughout Green Bay to make walking and biking a part of their daily routines in getting to schools and other community destinations in an equitable way. Through extensive outreach including public meetings, school site visits, surveys, and stakeholder meetings, the Safe Walk & Bike Plan represents the community's needs with realistic and actionable implementation recommendations. This plan is unique in that it equally addresses the City's overall needs while giving school-specific recommendations as well. This plan is intended to be a guiding document for the City, GBAPS, and our community partners in ensuring safety, livability, and equity in our community.

The plan focuses on the 5 "E's": Engineering, Encouragement, Education, Enforcement, and Evaluation. These topics guided the plan, from data collection to implementation. For the recommendations of this plan, each "E" is broken down between City-Wide and School recommendations. These recommendations address a wide variety of issues, and also give resources for other similar projects or implementation strategies. Implementation will be done in phases, as noted in the prioritization maps. As redevelopment, new development, or roadway projects occur, this document will be consulted to address the bicycle and pedestrian accommodations that are most appropriate for the site or roadway.

The approval of this plan will allow our community to be eligible for additional funding resources to complete the tasks as recommended by this plan. Many of these funding opportunities are matching or fully-funded grants, taking all or the majority of the financial burden off of each entity's general budget. Being able to participate in the planning process for 10% of the total project cost, which can lead to grant opportunities for infrastructure projects is a great opportunity for the City. To ensure this plan is used effectively, the original workgroup from the planning process will be retained and expanded. With an active, multi-representative group, we will be able to continue sharing resources, learn about projects and funding opportunities, and hold one another accountable to the implementation recommendations in the plan.

The final document and maps can be viewed here:

https://www.gbaps.org/our_district/departments/transportation/safe_routes_project

RECOMMENDATION

Approval of the request, as proposed in the provided draft.

FISCAL IMPACT

ATTACHMENTS

None