



MINUTES OF THE GREEN BAY PLAN COMMISSION

**MONDAY, OCTOBER 21, 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, Jacob Miller, Randall Petrouske, Sidney Bremer, Lisa Hanson, Veronica Corpus-Dax, Jerry Wiezbiskie, Excused:

B. APPROVAL OF THE AGENDA.

I. Approval of the agenda for the October 21, 2019, meeting of the Green Bay Plan Commission.

Moved by Sidney Bremer, seconded by Lisa Hanson to approve the agenda. Motion carried.

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

C. APPROVAL OF MINUTES.

I. Approval of the minutes from the October 7, 2019, meeting of the Green Bay Plan Commission.

Moved by Randall Petrouske, seconded by Lisa Hanson to approve the minutes. Motion carried.

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

D. REGULAR BUSINESS.

1. (SV 19-03) Consideration with possible action on the request to vacate an unimproved right-of-way located near Hillcrest Drive, submitted by Jamie Sprutles (Ald. J. Brunette, District 12).

Staff Recommendation: Receive and place on file.

Moved by Sidney Bremer, seconded by Lisa Hanson to receive and place on file the request to vacate an unimproved right-of-way located near Hillcrest Drive. Motion carried.

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

2. (ZP 19-22) Consideration with possible action on the request to amend Zoning Ordinance 11-13 to allow painted wall signage at 300 Dousman Street, submitted by David Anderson, property owner (Ald. R. Scannell, District 7).

Moved by Randall Petrouske, seconded by Jacob Miller to amend Zoning Ordinance 11-13 to allow painted wall signage at 300 Dousman Street, subject to the draft Planned Unit Development District Ordinance (PUD) amendment. Motion carried.

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

3. (ZP 19-24) Consideration with possible action on the request to amend the Eaton Heights Planned Unit Development (PUD) land use boundaries, 800 Block N Huron Road/811 Barronwood Drive, submitted by John Bunker, on behalf of GLJB Investments, property owners (Ald. B. Dorff, District 1).

Moved by Randall Petrouske, seconded by Lisa Hanson to open the floor for discussion. Motion carried.

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

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

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

Moved by Sidney Bremer, seconded by Jerry Wiezbiskie to amend the Eaton Heights Planned Unit Development (PUD) land use boundaries, 800 Block N Huron Road/811 Barronwood Drive, subject to the amended Planned Unit Development District Ordinance (PUD). Motion carried.

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

4. (PP 19-05) Consideration with possible action on the request of Downtown Green Bay, Inc. for

approval of their 2020 Business Improvement District Operating Plan (Ald. R. Scannell, District 7).

Moved by Randall Petrouske, seconded by Ald. Veronica Corpus-Dax to approve the Downtown Green Bay, Inc. 2020 Business Improvement District Operating Plan. Motion carried.

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

5. (PP 19-06) Consideration with possible action on the request of Olde Main Street, Inc. for approval of their 2020 Business Improvement District Operating Plan (Ald. R. Scannell, District 7 and Ald. C. Stevens, District 5).

Moved by Lisa Hanson, seconded by Sidney Bremer to approve the Olde Main Street, Inc. 2020 Business Improvement District Operating Plan. Motion carried.

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

6. (PP 19-07) Consideration with possible action on the request of On Broadway, Inc. for approval of their 2020 Business Improvement District Operating Plan (Ald. R. Scannell, District 7 and Ald. B. Johnson, District 9).

Moved by Randall Petrouske, seconded by Jerry Wiezbiskie to approve the On Broadway, Inc. 2020 Business Improvement District Operating Plan. Motion carried.

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

7. (PP 19-08) Consideration with possible action on the request of Military Avenue Business Association for approval of their 2020 Business Improvement District Operating Plan (Ald. C. Wery, District 8, Ald. M Steuer, District 10 and Ald. J. Vander Leest, District 11).

Moved by Lisa Hanson, seconded by Sidney Bremer to approve the Military Avenue Business Association 2020 Business Improvement District Operating Plan. Motion carried.

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

F. INFORMATIONAL.

1. Director's Report.

Kevin Vonck presented the Director's Report.

2. Date of next meeting: Monday, November 11, 2019.

E. ADJOURNMENT.

Moved by Lisa Hanson, seconded by Jerry Wiezbiskie to adjourn. Motion carried.

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

VERBATIM MINUTES

- Good afternoon. Welcome to the Monday, October 21st, 2019 meeting of the Green Bay Planning Commission. First item on the agenda is role call. Tim Gilbert, Chair, is present. Sidney Bremer, Vice Chair.

- Present.

- Alder Veronica Corpus-Dax.

- [Veronica] Present.

- Commissioner Lisa Hanson.

- Present.

- Commissioner Jake Miller.

- Present.

- Commissioner Randy Petrouske.

- Present.

- And Commissioner Jerry Wiezbiski.

- Present.

- Thank you. Next item, approval of the agenda for the October 21st, 2019 meeting of the Green Bay Planning Commission.

- I move for approval.

- Second.

- We have a motion by Commissioner Bremer, second by Commissioner Hanson to approve the agenda. All in favor, say aye.

- [All] Aye.

- Opposed? The agenda is approved. Next item, approval of the minutes from the October seventh, 2019 meeting of the Green Bay Planning Commission.

- Move to approve.

- Second.

- We have a motion by Commissioner Petrouske, seconded by Commissioner Hanson to approve the minutes. All in favor, say aye.

- [All] Aye.

- Opposed?

- The minutes are approved. Next item, regular business. Item one. Consideration with possible action on the request to vacate an unapproved right of way located near Hillcrest Drive, submitted by Jamie Sprouls. Staff recommendation, receive and place on file.

- [Kevin] So in short, we were able to find a solution that didn't require us vacating that piece. It was a parcel left over from a culvert, for the next step. So, right lane division, as Stephanie and Matt approved, but we basically had land line parcel with some access issues, but worked with Public Works to figure out a way to actually accomplish the end objectives through some right of ways. So, we're gonna work on that path, so we're recommending just putting this, receive the business and that.

- So moved.

- Second.

- We have a motion by Commissioner Bremer, seconded by Commissioner Hanson to receive and place on file. Any further discussion? Hearing none, the Chair would ask that you cast your vote.

- Good luck, Stephanie. This is

- Next item, item two. Consideration with possible action on a request to amend zoning ordinance 11 dash 13 to allow painted wall signage at 300 Dousman Street, submitted by David Anderson, property owner.

- Thank you, Mr. Chairman. This is a small, two-story brick office building on the corner of Donald Driver Way and Dousman Street on the new west side. So, you can see the property here. It is at the southernmost part of what's known as the Rail Yard Innovation Center, part of the Broadway district. You can see it's kind of a standalone parcel, surrounded by parking, and then Donald Driver Way. The zoning down there is all pretty much D2, but that black outline shows that it's a planned unit development. So, the original one was in 2008, covered the whole area. 2013, it was amended. It was amended again last year, and it was amended, I believe, in 2012, as well. So, the zoning is all downtown with the PUD, future land use plan. Well, this looks like it would be business park, but it's not business park. It's actually mixed use. So basically, what's going on is this building was built in 1914. It was the former Chicago Northwestern Railroad Freight Depot or office building. It's all brick, it's two stories. Again, you kinda get a look at it and a feel with its relation. View from the south, so this is from Dousman Street. This is the front of the building, and then this is the east side of the building, and I only show you these two because the request is to place some painted signs on the building. Now, the signs themselves that they're proposing meet the size standards of the code, but we don't currently permit painted signs on buildings, especially brick buildings, but you'll see these old buildings, the way they're designed, there's a sign band in between the first and second floors, and then some people would even call a sign band

up at the top, which is pretty common. So basically, what the petitioner would like to do is paint the Vincent Urban Walker and Associates Insurance sign at these two locations, in that first and second floor sign band on the south side, then up at the top of the corners of the building on the east side. Petitioner has said they are doing this in historic context, so they took some old photographs and you can see one that we would assume is around 1935. You can see the two painted signs in sign bands between the first and second floor. So, the petitioner said they tried to do signage that matched the original signage, as far as lettering goes and stylistic content. Then, they also looked around the Broadway district and what were common signs on these types of building. Now, this building itself is not in a national registered historic district. It's not a building that's registered on its own, but it is a historic building, so we did check with our Historic Preservation Specialist, Jason Flatt. He basically said that painted signs on these types of building are very common. At that time, you would've seen them all over the place. They kinda discourage painted signs on brick because the paint doesn't allow water to wick through the brick, and sometimes you'll see buildings where brick is falling off the front, but these are in such small quantities that there would be the ability for that water to shed out of the brick and other places. This building had never had a second story sign band or sign; however, he did state that that is not uncommon. So with that, staff took a look at it more again from the code standpoint. It meets the size standards. The real only issue is that it's painted directly on the building. In this case, staff felt that it is appropriate. The building was designed that way. It has the sign bands. You can see from the one photo that we have found that it is an homage to the past, and even the lettering and the style is kind of in that old, historic nature. So, we are recommending approval of an amendment to zoning ordinance 11 dash 13, which is the planning and development for the southern half of the rail yard to basically add what you see in your packet. It's basically a very small excerpt to allow this type of signage on the building, and actually, we attached this right hand picture right to the ordinances in there.

- Thank you.

- So, we're changing the whole zoning ordinance just for this building, or is this only going to be applicable to this building?

- It's only applicable to this building. In the zoning ordinance, it's not the city zoning ordinance, it's the PUD zoning ordinance, and so it would be specific to this building. There was one that was done in 2013, as well, for the title town sign on the smoke stack, which had a historic sign on there, as well. I think it said Larson, but they changed that out. They also had to amend it at that time for that sign, as well. Yes, ma'am.

- Related to the concern about the impact on the brick. If some other company bought this building, how possible is it to change a sign that is painted directly onto the brick?

- Well, they could just paint, basically, over the top of what's there, and then repaint it on top of that.

- Okay.

- Yeah, if they wanted to add any more painted signage on that building, they would have to come back through this body.

- Thank you.

- And obviously, those original signs, the older signs are gone, too. Is it something you can pressure wash off of there? I'm guessing.

- Generally, you don't wanna pressure wash the outside of the building. They use chemicals to take it off. Outside of brick, once you remove that exterior brick material, the interior brick is soft, so once the exterior's gone, the deterioration of the building is real drastic. So, you generally don't want to power wash or sand blast or anything on a historic brick building.

- Am I right in assuming that the petitioner was not willing to change their name to Chicago Northwestern Freight Depot.
- I don't think so. Darn. It would have been nice to have that historic little.
- If in fact they would move out of this building, then would this come back to this group also to decide if they would still approve or disapprove the sign?
- Well, if they're gonna repaint in that exact same sign band. So, this picture's attached to the zoning ordinance itself. The content of the sign is not relevant, as long as it keeps the historic content or historic character of the signage and is in the same spots. So, if somebody bought the building or the business changed, they could change out the sign wordage.
- Well, if they paint it a bright yellow or a bright orange or polka dots or something like that.
- Well, staff and our historic preservationist would have to say that that is a historically accurate type of pigment or paint color, and if it wasn't, then we would bring it back here.
- So, it would be subject to approval by staff.
- Correct.
- Okay, thank you.
- Yes?
- Correct me if I'm wrong, isn't this already up?
- Yes, it is. The petitioner didn't realize that he couldn't do it until it was already up. And then, once it was up, then we had enforcement action, which was halted as it came through this process. So, if it were to be denied by the City Council, we would then issue orders to remove.
- And there was no issues with now that it's actually been seen in person by staff?
- No, no. That's an actual photograph. It looks pretty good and it is not out of character. I think if he would've came in originally, we would've probably asked him to move the sign band or the sign down, but the fear is that there could be more damage to the building in removing it than it's worth.
- Okay. Thank you.
- Is there any further discussion? Hearing none, the Chair would entertain a motion.
- Motion to approve.
- Second.
- We have a motion by Commissioner Petrouske, a second by Commissioner Wiezbiski to approve the recommendation. Any further discussion? Hearing none, the Chair would ask that you cast your vote.
- Past unanimously.

- Next item. Item three, consideration with possible action on a request to amend the Eaton Heights planned unit development land use boundaries 800 block North Huron Road and 811 Barrenwood Drive submitted by John Bunker on behalf of JLGB and GLJB Investments Property, your honor.

- Thank you. This property may look familiar to you. We've gone there a few times with Planning Commission. This is at the corner of Humboldt and Huron. This is where the proposed Kwik Trip is, I think, currently under construction. This is the Eaton Heights planned area, this is Eaton Heights condo area. So, as part of the PUD that you guys have before you, Eaton Heights condo originally took up this entire parcel area with the commercial strip being here, which is now where that Kwik Trip is going. What they had originally posed is the site plans before you, which had the exit drive exiting here. What they would like to do is take this expansion area for the condominiums and expand that commercial use up. So, they wouldn't actually be changing the footprint of where the Kwik Trip is going. What they're intending to do is to move the drive a little bit, and also do an extended landscape buffer. So, this would actually further protect the residents because there would be an extended buffer there, versus before, it had some minimal buffering area, but it was mostly just lightly landscaped. So, this attached landscape plan, which I'm not sure was in your packet, we did receive this today, shows an extensive amount of landscaping that would happen at that north boundary. So, the request is to amend the PUD boundary to allow for that commercial expansion with the understanding that this is the same plan that they'll be proposing to our inspection team for approval. So with that, we are recommending approval.

- Thank you. Any discussion?

- I move to open the floor.

- Second.

- We have a motion by Commissioner Petrouske, as seconded by Commissioner Hanson to open the floor. Any further discussion right now? No? All in favor, say aye.

- [All] Aye.

- Opposed? Okay. Does anybody wish to speak on this item?

- [Julie] Yeah, I just have some questions. Come up here?

- State your name and address for the record.

- Julie Malchak, eight six six Barronwood Drive. I'm located right across from where this expansion would be. So, what I wanna know is where it is currently, 'cause now I'm confused as to where, this is nothing to what we have received.

- The next one up. Go up higher.

- [Julie] So, where is the driveway gonna be going out? 'Cause I'm right here. So, where is the driveway gonna be going out onto Huron?

- Sure, it'll be just below where your pen is there.

- [Julie] Right here?

- Just south of that. No.

- Okay, and this is all gonna be a buffer. Who's gonna be taking care of that then? Cutting the grass, making sure that its upkeep.

- That would be the property owner.

- So, that would be Kwik Trip? Okay. Is there enough land there that if they wanted to sell that for another business, is there enough land there that they could do that, so I don't end up with an apartment building across the street from me?

- Or a strip mall.

- Or a strip mall.

- Well, it would have to follow the land use plan that's in the plan in development. So if they were to do that, they would have to come back to this body of Council to extend the commercial furthermore.

- Okay, so it'll all be landscaped and it'll be a large enough buffer for the people that live there? I hope.

- It's pretty substantial landscaping.

- Well, I had seen the original one. I was very impressed with the landscaping. Now, my next question is are there gonna be sidewalks there for people to access around on Huron to walk to the Kwik Trip? 'Cause I know our sidewalks were supposed to be put in before we bought, and they weren't put in by Johnny Bunker, so we ended up ripping up driveways, putting in new sidewalks, putting in new because they were approved by the city, the driveways were, but then they had to be ripped out because the pitch and everything was not correct. So, I just wanna make sure that sidewalks are gonna be going in.

- On the other side of Barronwood?

- On the other side of Barronwood.

- Well, this request is really only for a land use change for this property, so you're getting kind of into heavy details that aren't really related to the request.

- Okay.

- But the one answer I can give you is sidewalks are typically right of way. So, if those are ordered in later, sometimes the developer owners request that they not go in. We find frequently they end up going in later when more people want them, and then they obviously have to go in over driveways.

- Okay.

- But ideally, you put them in at the same time.

- Yeah, no. We know, 'cause we had to put them in after.

- Okay, thank you.

- Yeah, thank you.

- Can I follow up with a question then? I just wanted to make sure, that exit driveway that you were asking about is at the top left corner of the screen.

- Yep.
- And it's only going on Huron. Is that right?
- [Julie] Is that gonna be on the top of the hill on Huron? Because that's a crappy.
- That's a wide hill.
- [Julie] Yep, already it's a blind hill, trying to get out off of Watercrest
- [Man With Suspenders] And nobody knows what the speed limit is on that street.
- I think, for me, one of the questions is that it has to do, especially with the new version that includes the landscaping. Has the footprint changed for the building itself?
- Not that I'm aware, so the commissioner is here to let us ask that. From what they have told staff, it is the extension of moving a driveway north and then do an extended landscaping.
- Oh, moving the driveway.
- From what I understand is that expanded the site.
- And will it be on Humboldt, too? Are they only gonna have one driveway on Huron?
- We'll wait for the petitioner then and ask at that point.
- Okay.
- Thank you.
- That's the one thing I couldn't point out and Stephanie had said, this is the original site plan, so the area that's shaded in purple is where the land use change would take place.
- Yes.
- And it looks like it would be extended north into that purple area.
- Yes. The front paths.
- If you wanna go back to the previous one, I think the goal from Ron was to get the driveway up here where there's a break in the median, and so that way there would be easier flow in and out, that you could make changes for both directions.
- So, how does that relate to the hill and the concern about sight lines coming toward that driveway?
- Mr. Bunker could probably answer that.
- Okay. I may advise to wait.
- [John] Actually, it goes into the church that's there.
- Come up and state your name and address for the record, please.

- Thank you.

- John Bunker, 3184 Morning Woods Court. There again, we had that condo to go in, and while I don't know about Kwik Trip, I figured that I wouldn't be able to sell buildings that backed up 25 feet out. The master bedroom would be a 24/7 gas station, so I wasn't gonna put \$300,000 condos in there. So, I called Kwik Trip. So, what this will do is there's an entrance to get into the church out there. It'll have the same, the driveway will line up with the driveway to the church.

- Okay, 'cause you can see.

- I see that there on the left.

- Correct.

- Yeah.

- Okay, I see. Yes.

- What'll happen, it'll make it easier for Kwik Trip to get cars in and out, otherwise they're gonna have to go to the corner and stop, turn left, and then turn left, and they wanna go to the south. When you leave, you have to go back onto Humboldt and back up to the stop sign. So, it just makes it a lot better.

- And where is that in relationship to the concern about the hill?

- I would say.

- Could you go to the map and kinda point out?

- Watercrest is probably, I'm gonna say, at least 300 feet down.

- Okay.

- So, we're more on top of the hill.

- Would you please go up there and point? This photograph here, whatever you wanna call, to see the very route.

- [John] Yeah, you can see the driveway that goes into the church.

- Yep.

- On the other side.

- Their driveway is gonna come out and line up with that now.

- Okay.

- [John] If you go back to the.

- Are they coming up with it?

- [John] Yeah, they're sliding the driveway down, so the cars and the semis and everything can get back out.

- So, they're going south.
- North or south on Huron.
- Okay.
- And going back to the other image then, where would the top of that hill be?
- Well, the hill's right here, and then it starts going down here. So there again, I believe there hasn't been any accidents with the church.
- There's been a lot of close calls on that corner.
- A lot.
- A lot.
- Yes, a lot.
- John, would you please point out where your new homes are there? The triplexes, I guess you call 'em.
- Condominiums.
- Yeah, condominiums. Okay.
- There are three that are built and sold here. We're putting three more right here.
- Right.
- That's under construction, and then we'll build three more. So, it's adding 17 plus nine.
- And then, the back side of that are doors going in them, between the purple and the.
- No, this is all landscaping.
- Oh, okay. So, that's the landscaping they're proposing now.
- Right.
- So, you now have a row of houses there, and a row of houses there. What's gonna go in between the planting and the houses you just built?
- The southwest area right.
- You've got your new houses you've built here. You've got some new ones you've just built here.
- [John] Yeah, there's room for three more to be built right here.
- Okay. And then, here is gonna be the buffer zone.
- [John] From here to here, we're selling one acre, yes.
- Okay. What's gonna be here?

- [John] Nothing. We can't get access onto Huron there.
- Oh, okay. So, this is just gonna be blank land?
- [John] Correct.
- Green space.
- Oh, but Malchak said before, what the heck are you gonna do there?
- [John] It was always gonna be blank in here.
- Oh, it was. Okay.
- Correct.
- Oh, okay. Like a parkway or something?
- [John] Whatever.
- So, you don't have anything else there. Just here, here, buffer zone here.
- [John] Yeah, so the driveways line up.
- So it makes it really nice. Looks like they're putting everything in this trash of land here right now. It's just loaded. Okay, thanks, John.
- You bet. And we are putting sidewalks on Fairwood and Watercrest.
- Okay, great.
- So, I don't know, with Kwik Trip putting in side ones?
- [Man] Wherever we have to, we'll put them.
- Right. Okay.
- You got stubs there already on Huron, on this corner down here that head up that direction. I would think you would continue the sidewalks up. John, are you gonna have sidewalks here or down here.
- [John] No. There's gonna be a sidewalk from here up to here.
- So, you're gonna have 'em here.
- It'd be nice if the sidewalks were.
- [John] There's no sidewalks here and there's no sidewalks there.
- Yeah, and yet they do have a turn down here where it's already stubbed right here. If something heading that way, suppose there's no place for it to go.
- [John] No.

- Same here.
- [John] There's no sidewalks down here, either.
- No, and nothing here, either.
- [John] No.
- Interesting.
- Thanks, John.
- Yep, thank you.
- Troy Mleziva, real estate manager for Kwik Trip one six two six Elk Street, La Crosse. Just to summarize, as Kevin mentioned and the staff mentioned, basically we're looking to push the existing driveway from a right in, right out condition north to the existing full access cut, would line up with the church access. Seems to be a more logical, clear spot access-wise, and then with this plan, obviously, this driveway would slide further north. In our plan, we have more room to the north with the land acquired from the bunkers to have that landscaping in there, so you've got that landscaping, and then there'd also be a fence along that line, as well, so we got a privacy fence screening that area, as well, in addition to all the plantings and landscaping in that area. So, we think with this, we've got more room to make that access more appropriate, convenient, and safe. We have a four corners type intersection, if you will, and then a little bit more room to make that landscape and buffering and fencing all work in that area to be part of the neighborhood.
- Thank you. Any more questions? Yes, Mr. Wiezbiski?
- Are you gonna have down lighting, too, so that it doesn't get over bright for the new people who are moving in to the condominiums that are going up?
- Correct.
- They'll be protected? Now, those buffers, they'll even improve that.
- Correct.
- Okay. Good idea. Very good. I gotta ask you this question. Aren't you dang close to the other Kwik Trip? I don't understand.
- 14 miles.
- It's none of my business, really, I'm not gonna lie, and ask you that, but I'm just curious. How do you end up building this so close to the other one? I imagine everybody's gonna ask that.
- No, it's a fair question. Our answer is, obviously, this area of the community is growing and it's been planned as a planned commercial development with this particular use since, Kevin help me, maybe 2003, 2004.
- [Kevin] Yeah, it's about 15 years ago that it was initially proposed, and I think it was pre-recession, and this Humboldt and Huron was identified as a commercial node. I think across the street, there's also a commercial area there, but we hit recession, and that development just waned, but it started to pick back up again.
- But Kevin, commercial, not necessarily a gas station convenience store.

- [Kevin] No. The original PUD did contemplate, in that PUD, that commercial, I think, feature land use did allow for a service station at one time. I think it was planned for a. U.S. oil had it. It might have been a Shell station at one time. So, it had been discussed as a service station.

- That was part of the thinking.

- Correct.

- Thank you.

- So, I guess to answer your question, it's kinda been in the works for a while. We think it's a good spot.

- And many more houses to come to the north and Johnny's got the other property to towards Bay Hills. That's gonna be going ahead, I would imagine.

- [John] Yeah, there's a subdivision started.

- Yeah. An entire subdivision with a lot of houses. Okay. Thank you.

- Yes, Commissioner Bremer.

- My major concern with the earlier version that we saw that would be further to the south was exactly the lack of a berm for the residential area, so I'm very glad to see that. It looks like it's well planned out to be fairly lush, but that raises that question that the earlier speaker raised about sidewalks, and particularly the connection between the residential area there coming into the gas station. Seems to me that there needs to be some kind of connector there, or they just walk across the fields into the back of the gas station.

- Right. I might be able to speak to that a little bit. On the original condo plan and on the original Eaton Heights plan does called for the connection between the commercial, the condo, and the residential area. So, there will be, at some point, a trail put in there. What that trail looks like, that's to be determined. It's not on the site plan, but it will have to be a part of that site plan once it goes to the right site plan approval.

- Very good. Thanks.

- I'm not sure why it wasn't on the first one, but that's what the plan calls for.

- Thank you.

- Thank you.

- Any more questions?

- Well, kind of off-topic, but why are we not requiring sidewalks? Just immediately, when there's new development going in, why are we not just immediately requiring them to be in?

- [Kevin] So, we do.

- Okay.

- Sometimes, it's a matter of implementation, and one of the things, too, is we've been working internally to go through and see, 'cause sometimes it takes a long time to get a development done, and so at times, it may get recorded in the plan, and generally, that's where it's recorded, right, per our ordinance in the plan, but a plot

that's been sitting out there for some time, 'cause it's not fully developed, sometimes, all right, there's a lag in putting it in. You know, and I'll agree with in terms of development, sometimes it's more efficient to put them in if you go in and put a lot in at once, where you also don't wanna put it in and then have somebody driving over it, to put in homes. Generally, we've gotten to a point where, all right, once you can hit that tipping point of 50% of the lot's developed, then you go in and put them all in, but then there's also a process of working through our Department of Public Works and our legal department to have them order it. So, it's trying to maintain that balance of waiting for enough development so that you don't ruin it and have to do it twice, but also then not waiting so long that just because when a lot isn't developed, you're not doing it at all; and in some cases, we've found that there's been places where, I don't know, how old are some of those plots? We didn't look at them for decades, and now we're going back in and yeah, it's tough, because for a homeowner who may be the second or third home owner saying, "look, now I've got a sidewalk going in. "Wait a minute." Well, it goes back to that original plan. So, I think our code is pretty clear in terms of where sidewalks are required, and mostly in, especially residential areas, most cases it's both sides of the street, but it's also a matter of implementation, making sure that we, Public Works, and legal to make sure that those actually get done. For this, to reign it back in, I think that's one of those site specific things. I think you've seen right here, today, it's just a zoning, but as we get into the second lane process, I think we've been doing really well with making sure there's a connection back to the public right of way for pedestrians; and I think in this case, it's really important not to have a vehicular connection back to Barrenwood, but in terms of letting those neighbors have access to that amenity that's there, yeah, we're gonna work through the site plan process and figure out where that pedestrian connection would be.

- Thank you.

- Thank you.

- Thank you.

- Thank you.

- I'm sorry, one more thing. As I understand it, you've already begun construction on this, using the plan that we were looking at before, the one that's more to the north. Is that correct?

- We started construction. Basically, none of the actual buildings or facilities would change.

- Okay.

- All that with, obviously, the required approvals, working through this body and staff, the driveway would shift, and obviously some of the landscaping and fencing would shift further north and in that area, but none of the actual construction that we're doing right now shifts anywhere north with this.

- Including the paving itself, correct?

- Correct. Obviously, the drive lane would be paved and that would change, but yeah, that north end.

- I'm very glad to hear that because I think this Commission and the city have been very welcoming to Kwik Trip along the way, and it's one thing for a single time builder not to know the procedures for dealing with the sign on a side of a building. It's another thing for Kwik Trip not to know the procedures for going through the okays, and I was concerned that you had already begun construction without coming here first, and I appreciate you clarifying that. Thank you.

- [Kevin] Yeah. The structure as proposed, and as approved through our permit process basically contemplates it on the existing parcel, as it is right now. This request, yeah, just to reaffirm is to be able to get the driveways

to come up to that area, and then move the landscaping buffer, but the structure, gas pumps, all of those are gonna be in the location as proposed.

- Which does get the driveway further away from that hill.

- [Kevin] Correct.

- Thank you.

- Motion to close the floor.

- Second.

- Is there anybody else who wishes to speak on this? Okay, thank you.

- Motion to close the floor.

- Second.

- We have a motion by Commissioner Hanson, a second by Alder Corpus-Dax to close the floor. All in favor, say aye.

- [All] Aye.

- Opposed? Okay, we are back.

- I move approval.

- Second.

- We have a motion by Commissioner Bremer, a second by Commissioner Wiezbiski to approve the recommendation. Any further discussion? Hearing none, the Chair would ask that you cast your vote.

- Jerry, ready to vote?

- I don't know. I think it's my hand. My hand. I vote yes. This thing is so lame.

- Thank you.

- And this, for those who are interested, this will go to the City Council for a first reading November fifth, the second meeting on November ninth.

- Next item. Item four. Consideration with possible action on the request of Downtown Green Bay Incorporated with the approval of their 2020 business improvement district upgrading plan.

- Thank you, Mr. Chairman. Actually, the next four items, items four through seven area all gonna be proposed 2020 operating plans for the four business improvement districts. So the first one, which is 1905 is for downtown Green Bay for the downtown bid, and you're gonna see this map for the first three times, til we get to the last one, but what's shaded in red is the downtown bid area. The bid manager's here. She's gonna talk about their proposed operating plan that you have today.

- Thank you.

- Good evening, commissioners. Jeff Mirkes with Downtown and Olde Main Street. If it's all right, I would talk about both Downtown and Olde Main Street because they are really sister organizations. While they're separate legal entities, shared office space, shared team, and kind of a similar strategy. So, if it is all right, I will talk about Olde Main Street and Downtown Green Bay. Just wanted to let you know that over the last couple of months, our team has refined our plan for 2020, both with budget and operating plan. We presented that, we go through an executive committee, that then was presented to our Board of Directors, and that was approved by our Board recently, and then also approved by the appointed business improvement district board. So, this is now coming to you for your blessing. We're seeing some very positive trends in both districts. The housing interest is kicking off just recently, and in the Main Street district, with 50 units under construction, both at nine oh one Main, opening next month, and Whitney School opening in January, that comprises a very nice mix of redeveloped historic building and brand new product; and then town homes, half a dozen are under construction right now. This really does contribute to business interest, as well, and not long ago, the oral health partnership moved a team of 18 people into the old historic Farmer's Merchant Bank, what you may know of as the Balance Studio, or United Way was there. We're very pleased that that building was taken. Right across the street, at Main Street Commons, while they have a for lease sign up, the building's 100% occupied, and as you drive past, you'll notice their parking lot is full, and the professionals that work in that building love the place and love what's going on. We're seeing some cleaning up of that district. The old abandoned box filled building, a blighted property came down recently, Al's Upholstery was relocated, and now is under construction as a tap room, and the owners of that property are doing a very nice job with an outdoor patio, and we'll have a restaurant that will service that venue. So, we're very pleased with some of the business progress in the Main Street district. In the downtown district, just the recent news going through the RDA, 180 additional residential units on the drawing board, along with a grocery store. We really feel that this is really in response to the process, the progress. Our department, we work very closely with the city's economic development team. I'm also really delighted to share that the relationship and the working together with On Broadway is probably better than ever in 20 years. This year, we joined forces. The downtown website is a website for all three of those organizations. So, you go to that homepage and it represents three districts. So, there's a lot of collaboration taking place. Our guides, our new strategy with the guides is a combined effort between the three organizations, and just recently, the newsletter that's read by somewhere 12,000 or so in a community, that is the official newsletter of all three organizations. So, we're pleased our teams work well together. Just for those who may not be that familiar with the Downtown and Olde Main Street Organization, we have a team of seven people and those seven dedicated professionals, two are full time in the special events area. So, the 70 special events that take place in those two districts are led by those people, and we list all those events. I won't rattle them off for you now. We also have two people full-time doing marketing. We are seeing more opportunity than ever before. The local morning shots, promoting our events, we're getting a lot of exposure, and a lot of traditional marketing, as well, but the newsletter and the website, a lot of it is promo for the activities that we're involved in. One person is involved in physical improvements. So, that's the first impression, the planters, the wreaths, the banners, the cleanliness, the weeds. We're really dedicated to what our districts look like, and we have a full-time person that addresses that. And then, my main focus is on recruitment and development, and we have a half time person who pays the bills, our admin person, minutes and agendas and that sort of thing. So, I wanted to just give you a little bit of an introduction to the team of people. There's a shared cost arrangement with Olde Main and Downtown. Olde Main Street, as an organization, could not survive with a budget of \$115,000 if they didn't share a home with Olde Main Street, and those seven people that I just mentioned work for both organizations, and then there's a cost sharing arrangement that we have with them. In the Downtown district, Adams Street has had some very good success. We're pleased that, in the past year, six eateries have either expanded or arrived on Adams Street in a three block stretch just in the past year, and we are aware that the Heel, a vacant building for the past three years, is under new ownership, and that could be the seventh. We will be hearing more plans about that development. So, that's what I wanted to share with you, just kind of a quick lap around the district. The waterfront is also doing very well. Waterfront residential, you should know, of those 500 units on the river, they have stayed very healthy. Aside from just the normal turnover, those 500 units have remained fully occupied. I think maybe part of a compliment to our organizations and to our city, just over the past few weeks, the Convention and Visitors Bureau brought in a national event, the Small Market Meetings conference. 450 meeting planners and CBBs from all over the country came to the KI Convention Center, stayed in

downtown hotels. The Packers and the CBB and the Hyatt and the KI and the Radisson worked together to really show off Green Bay, Wisconsin to those 450, and they have the potential to bring significant activity events to Green Bay, and the fact that we're an NFL city plays big into that, but if you ask Brad Toll, and the people at that Hyatt, they have a lot of confidence that we have a lot going here, and we have a lot to brag about, and I think our organizations are doing a better job of that, as well. Just last week, our organization helped co-host another state conference, which was the Wisconsin Downtown Action Council. This was downtown organizations from throughout the state that had an event. It was headquartered at both the Automobile Gallery and the Hotel Northland, and our teams, working closely with economic development and other organizations, we were able to really show off what we have going on in this community, and it was well received. So, just wanted to share with you that all of the pillars that we represent in events and business and marketing and first impressions, those pillars are working better than ever before, from what I can see, and it's generating some very good results, and additional business activity, as well. So, happy to answer any of your questions and hear your observations.

- Thank you.

- Congratulations on that collaborative effort, and I'm delighted that you've reached out in some informal ways to work with our Broadway, as well. I know from my own administrative experience that collaboration does not go well unless you've got buy in from the My special thanks to you.

- Absolutely. All our team members get along great, make things happen, and yeah, very good collaboration.

- I did notice the On Broadway thing had something in its report that Downtown lacked that I really appreciated, and that was having previous years budgetary numbers that allows me to see pretty quickly where there might be any shifts or changes.

- And if you would like that, we could provide. There's not a great deal of change year over year, but if you would like to see last years, we can Okay, great. We can do that.

- Since you did have that detail, I was curious about the new event that's being planned for the Main Street Park Place. There's just a \$500 budget.

- Okay. Yeah, in the Main Street district, we're bringing back Gallery Night, some of the park concerts. We had a summer solstice celebration to kick off summer. We also had a theater in the park, which went over very well. So, that may have been that.

- Thank you.

- I'm trying to think what six eateries on Adams Street.

- Okay, so there's two in Hotel Northland, Poke the Bear, the Walnut Room, Skaliwags Burger Company, the High Cotton Club, Republic Chop House doubled their space by taking a vacant building, and Glas is a new coffee house. So, that's six new eateries in the past year.

- And you could count Cafe Madrid, too.

- Right, but I was just talking about new. New in the past year.

- Yes, wow.

- Okay.

- That's impressive.

- Thank you.
- Yes, Commissioner Wiezbiski.
- I would like to play off of Sid's comments there. I think you're doing a hell of a good job, and I'm dang proud of seeing the hard work that you do and that your people you work with do, and I think we're heading nowhere but up. It's looking real good.
- We agree. Thank you.
- Thanks.
- I think we have to take these one at a time.
- Yes.
- So, I would move to approve the request of the downtown Green Bay to approve their operating plan.
- Second.
- Okay, we have a motion by Commissioner Petrouske, a second by Commissioner Hanson to approve the Downtown Green Bay Incorporated BID operating plan. Any further discussion? Hearing none, I would ask you to cast your vote.
- Jerry, I assume you're a yes?
- Well, we'll try again. I've got a new device here that should make it all better.
- Unanimous.
- Tada!
- I think my fingers are getting too old and you've got this sensitive device.
- Just your fingers?
- Gotta warm them up.
- And then now, item five.
- Motion to approve.
- Second.
- Okay we have motion by Commissioner Hanson, a second by Commissioner Bremer to approve the recommendation for the Olde Main Street BID operating plan. Any further discussion on that? Hearing none, the Chair would ask you to cast your votes.
- Unanimously approved.

- Okay. They've both been unanimously approved. Thank you. Next item. Item six. Consideration with possible action with the request of On Broadway Incorporated for approval of their 2020 business improvement district operating plan.

- Hi, everyone.

- [Jeff] I'd just like to add, you have a paper in front of you. I know everything's electronic now, but we didn't have this time to get this in, so the clerk can get it out and what do we know. So, what you have in front of you is an updated section. The back page is the updated budget, and updated assessment roles. So, that'll be different than what you have in your pack. I'm sorry.

- That's all right. Hi, everyone. I'm Tawny. I'm with On Broadway. So, I've been with them for about three years now. I was their event coordinator for a few years, and I recently got promoted to their marketing manager, so I'm here.

- Congratulations.

- Thank you. I feel very proud of it, 'cause I have been with them for a while, so the whole team that we have is, you could say, brand new. It's less than five years everybody has started here. So, one of the biggest things that we were able to do this year was specialize our team. So, we never had a marketing department before me, so I'm the first in our marketing department, but we recently added another program manager who will be specializing in design. So, her name's Kelsey. She started last week. So, we will have one dedicated person who is for the physical improvement of the district and everything like that. So, we do have some fun things going on, especially with the rail yard and the ship yard coming in. The rail yard's getting new roads, if you haven't seen that motion. The district, it's been quite a mess, but a good mess, 'cause something good will come out of it. The Broadway Lofts are coming in with 107 units, the Rail Yard Condos has a ribbon cutting on October 30th, so there's eight units there, and not only this operating plan, but On Broadway created a strategic plan this year that got approved by our board, so that's a five year plan looking ahead on what we're gonna do, both on the event side and the design side of things. So, that's pretty special that we were able to create that as a team and work through our needs and things like that. Jeff kind of touched on how our two organizations, our organization and their two organizations have worked very collaboratively together, so I was involved on the newsletter side of things and the guide. So, it's really great that we are all a team, really, 'cause downtown doesn't need to be separated. We should all be one. So, that's been great to work with. We do have some proposed activities that were the same as last year. So, we're trying to be consistent with that. When it comes to the budget, Bryan wanted me to mention that our bid only makes up six percent of our total organization budget. So, we do spend a lot of time being thoughtful and deliberate on the ways we use that money. So, it doesn't really get us as far as we would hope it would, so we do spend a lot of time filling out grants and finding sponsors, and that's why we do events is to gain more funding for our organization. So when I started, we did 28 events, including 18 farmers markets, and now we do over 60. So, we have really increased the amount of events that we do to help us fund more projects and things like this. I'm not sure if any of you drove down Broadway, past Dousman, there's that pop up park that went up this year. So, we've been doing a lot of specialized design projects, such as the pop up park. We also did a park-let, which we placed on Broadway, kind of in front of Kavarna, if any of you drove by on that day. It was beach themed. They had a little green walkway. So, we've done, Sam, she's kind of transitioning into our volunteer role. She was doing a lot of the design this past year, so she got a lot of really cool design things together. The addition, we have a lot of murals that we did at this time last year, so I know Butter Block happened a year ago, as well. So, there's a lot of different design things that are going on. Yeah. So, if any of you have questions for me, I came here with a general overview, but I do have quite a bit of knowledge on On Broadway, in general, so I'm open to questions.

- Thank you.

- Yes, Commissioner Bremer.

- Gotta ask one. First of all, congratulations on that collaboration. I think that really makes good sense. I was wondering if, besides also asking for you in future times to include last year's budget figures along with this year's, it does help for seeing the directions you're going in, and that's kind of what my question's about. As particularly, the Larson Green Complex changes, what impact is that having on what you're doing?

- So, with the addition of the buildings, having tenants and things like that, that does increase our bid by quite a significant amount, since we didn't have too much before the Larson building was renovated by of all of that land. We're hoping to see our bid increase on that, as well.

- And as you do that, what kinds of priorities are you looking at for using the additional funding?

- Well, we will have more space to be taken care of now, with the additions of those roads, so our footprint, if that footprint gets larger, our footprint to take care of gets larger, so things like we do downtown district clean ups, there was one that was going on tonight, and is still going on until 7:30, so we would increase the area that we go into to try and improve, so maybe the next time we do a park-let, we do it in that area when that's ready. So, with the increase in money that's coming in and funding four of those projects, we also see our footprint increase and the need to take care of a larger piece of property and land for our district.

- Any more questions? No? Thank you.

- Yep.

- I move to approve.

- Second.

- We have a motion by Commissioner Petrouske, a second by Commissioner Wiezbiski to approve the recommendation. Any further discussion? Hearing none, the Chair would ask that you cast your vote.

- Unanimously agree.

- Thank you. Next item. Item seven. Consideration with possible action and the request of Military Avenue Business Association for the approval of their 2020 business improvement district operating plan.

- Hi. Leah Weycker with Military Avenue Business District. In our new upgrading plan, there were two things that really stand out. We decided we don't wanna sit on a carry over for very long. Because we're a newer bid, it was important for us to get some money saved so that we could work without worrying about things and no payment on bid requirements and things, so now we feel comfortable having earmarked two new areas in our proposed activities for 2020, one being including physical improvement. So, we always do the banners, the cleanup, the holiday boxes. The flowers are very expensive. I'm really shocked how expensive those are. It's the watering that takes the expense. And then, our monument sign. So, the new part of that is gonna be public amenities. We're gonna look at public amenities. We have a lot of bus stops on Military Avenue and many do not have any facilities at them, so I've been taking pictures as I see people sitting on the sidewalk, or even with their legs hanging over the edge of the curb on that busy street. It just doesn't make for very good public amenities. So, we're gonna look at benches or visually relaxing areas, and garbage cans, things like that. So, we added about 28,000 is the increase. I did do the before and after prices.

- I appreciated that. Thank you.

- And then the other piece was economic development. Because the plan, the Vierbicher study was done in 2011, things have really changed in the retail arena, and the big boxes, they're closing, and we need to look at things differently. So that plan, as good as it was and there's still a lot of really good stuff in the plan that we

can continue to implement, we wanna have professional eyes look at what else could we be doing to fill those boxes, and so we added an additional 30,000 in that category to really focus on that. We've gotten a couple of bids from Vierbicher again, and Graef is gonna give us another proposal, how we should look at things. For instance, if we do the park bench or if we do bunches at the bus stop, what does that look like? Is it good to be industrial? Is it good to be calming and more natural? Or just what would work in our district. So, really looking at Military Avenue. We're a unique animal. The other bids pretty much downtown, so we're the unique animal up in the west, and so I think we need to keep our own identity, and that's a good thing for us. So, other than that, most of the other things we're doing are gonna be similar to the prior years, with the addition of those two large spending items; and we earmarked that money in, but we're gonna just do more research on the details, and then that will have to come back to our two boards, the bid board, and the mama board for the detailed spending. Any questions? Sid!

- I hate to disappoint you, but you already took care of my standard one.

- Jerry?

- I was glad to hear that prior to this time, every time you come here, it seems like you're always just suffering and trying to get things really going. Sounds like you're on the move. That's good news. Great news.

- Yeah, I think we are. I think it's a really good district. We have a lot to offer. We just kicked off the Pop Up Ready Program with Men's Health, too, with the city. I don't know if anyone caught that on Channel 11, but unfortunately, I didn't realize that my voicemail was out. I just switched companies, and my website was not working correctly, so in spite of that, I still had four or five calls about that program. So, the Pop Up Ready Program is where we're gonna identify the empty spaces and landlords that are interested in accepting a short term lease, short term being a day, a week, a month, anything under what a traditional lease is, three to five, or five to 10 years.

- Are you actually looking at the bus stops having too many not really needed, they're not used that much?

- No, they're used.

- Okay. I was kinda wondering about that, too.

- Actually, the one up by Sears, I think that's the busiest, other than the transportation site. I wanna say six routes are meeting there. So, that's always a ton of people, and the bus shelter is actually not in front of where the buses are, and I think I can work with the Sears property owner to actually put, if there was picnic tables or something more permanent in there in that grassy area there.

- Good. Looks like you're on the move.

- What it looks like is we have to get from the professionals. I can tell you what I think it should be, but I'm not the professional, and so I don't want it to be that. I want it to be decided by all of the group.

- Well, congrats for moving on and really gaining some ground.

- Yeah. I am still the only staff person. We do rely on, for the farmers market, I have a volunteer that's like my right hand, but our entire budget is still about 100,000. We've gotta carry over. So, yeah. We do a lot on a little.

- Great. Thank you.

- Thank you.

- Good luck with the re-visioning, too.
- Yeah. Yeah, that'll be fun.
- Move to approve.
- Second.
- We have a motion by Commissioner Hanson, a second by Commissioner Bremer to approve the recommendation. Any further discussion? Hearing none, the Chair would ask that you cast your vote.
- [Blonde Woman] Nice job.
- [Leah] Thanks.
- Unanimously approved.
- Thank you. Okay. Next item on the agenda. Informational, director's report.
- [Kevin] All right. So, updated from Council, ordinance 2400 block University Avenue, and that was amending the PUD for the Dollar Tree next to FESCO. So, that went through and it's approved. Then, the Planning Commission report was also approved. Talked about first reading EBA for NWTC, rezoning for Berger Street. Hillcrest, which took care of actually today, and then It's all approved.
- Okay, thank you. Okay, the date of the next meeting is Monday, November 11th, 2019.
- It's this day.
- Move to adjourn.
- Second.
- We have a motion by Commissioner Hanson, a second by Commissioner Wiezbiski to adjourn. Any further discussion? Hearing none, we are adjourned.
- Great.