



AGENDA OF THE GREEN BAY PLAN COMMISSION

MONDAY, MARCH 21, 2022, 6:00 PM
Virtual Meeting. Public may join via Zoom.

A. Zoom Meeting Information.

1. This item contains Zoom information, instructions, and a link to the Virtual Comment Form.

B. Roll Call.

1. Members: Lisa Hanson - Chair, Jacob Miller - Vice-Chair, Ald. Veronica Corpus-Dax, Sidney Bremer, Derius Daniels, and Ken Rovinski.

C. Approval of the Agenda.

1. Approval of the Agenda for the March 21, 2022, meeting of the Green Bay Plan Commission.

D. Approval of Minutes.

1. Approval of the minutes from the March 7, 2022, Meeting of the Green Bay Plan Commission.

E. Regular Business.

1. (CPA 21-03) Consideration with possible action on request to amend the City's Comprehensive Plan for property located in the 4000 Block of Champeau Road, from a future commercial land use designation to light industry, submitted by Seth Lenss, ICS Properties, LLC, petitioner, on behalf of Joe Moore, agent for the property owners (Ald. B. Dorff, District 1).
2. (ZP 22-08) Public Hearing on request to partially rezone 2475 University Avenue from General Commercial (C1) to Highway Commercial (C2), submitted by Justin Barnes, on behalf of SRL2 Inc., property owner (Ald. Lefebvre, District 6).
3. (ZP 22-08) Consideration with possible action on request to partially rezone 2475 University Avenue from General Commercial (C1) to Highway Commercial (C2), submitted by Justin Barnes, on behalf of SRL2 Inc., property owner (Ald. Lefebvre, District 6).

4. (PP 22-01) Consideration with possible action on the Downtown Green Bay Inc. Business Improvement District's (BID) year-end reporting for 2021.
5. (PP 21-02) Consideration with possible action on the Olde Main Street Business Improvement District's (BID) year-end reporting for 2021.
6. (PP 22-03) Consideration with possible action on the On Broadway Inc. Business Improvement District's (BID) year-end reporting for 2021.
7. (PP 22-04) Consideration with possible action on the Military Avenue Business Improvement District's (BID) year-end reporting for 2021.
8. (ZP 22-07) Public Hearing on request to amend Zoning Ordinance No. 09-15, a Planned Unit Development (PUD), to permit a drive-through restaurant at 1567 E. Mason Street, submitted by Stephen Wesoloski, Midwest Expansion, LLP, on behalf of Grand Central, LLC, property owner (Ald. B. Galvin, District 4).
9. (ZP 22-07) Consideration with possible action on a request to amend Zoning Ordinance No. 09-15, a Planned Unit Development (PUD), to permit a drive-through restaurant at 1567 E. Mason Street, submitted by Stephen Wesoloski, Midwest Expansion, LLP, on behalf of Grand Central, LLC, property owner (Ald. B. Galvin, District 4).

F. Informational.

1. Director's Report.
2. Date of the next meeting: April 11, 2022

G. 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.

Virtual Meeting Instructions



Plan Commission

Zoom Meeting Information

Join Zoom Meeting

<https://us02web.zoom.us/j/84137675822?pwd=L2EyVlpDSlZGZ1FjcmlpWnZlOEVnUT09>

Meeting ID: 841 3767 5822

Passcode: 483400

One tap mobile

+13126266799,,84137675822# US (Chicago)

+16468769923,,84137675822# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 646 876 9923 US (New York)

+1 301 715 8592 US (Washington DC)

+1 408 638 0968 US (San Jose)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

Meeting ID: 841 3767 5822

Passcode: 483400

Find your local number: <https://us02web.zoom.us/j/kc8xd2MWP>

Public Comments

If you wish to speak at this public meeting or leave a comment, please fill out the online [Comment Form](#) prior to the meeting.

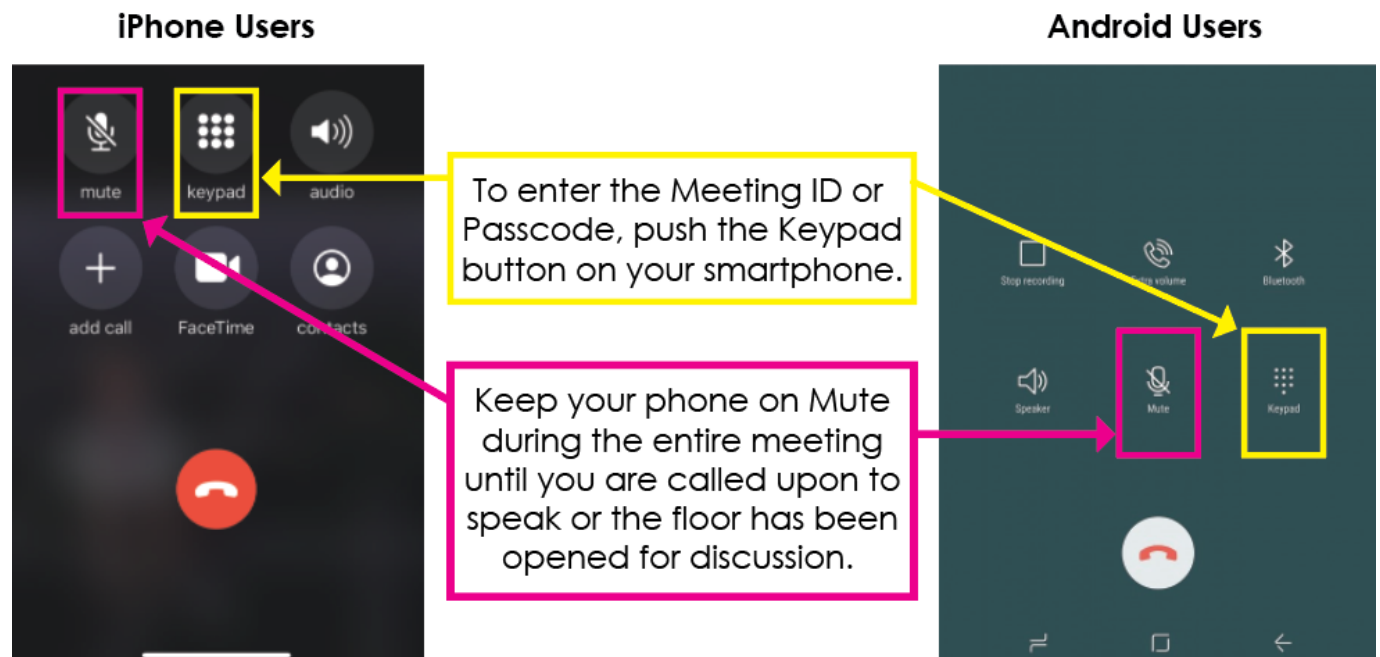
Additional Information

1. Wisconsin Open Meetings Law still applies
 - a. Persons interested in speaking to an item must state their name and address for the minutes.
 - b. Committee/Commission/Board members will still follow *Roberts Rules of Order Newly Revised 12th edition*.
2. Please log into the Zoom meeting at least 10 minutes before the meeting begins to ensure a proper connection and that your technology is working.
 - a. If you are a Board Member, please log into [CivicClerk](#) with a computer, laptop, or tablet device.
3. Once you are in the meeting please mute yourself.
 - a. You may unmute yourself when you are called upon to speak.
4. Waiting room
 - a. When you call in or connect via web or Zoom app, you will be placed in a “waiting room.”
 - b. The meeting host will then admit you to the meeting, and mute you upon entrance (you will still be able to hear and or otherwise observe the meeting).
5. Registering
 - a. The host may ask you to register for the meeting. A registration link will be sent to you along with the invite. You'll receive another email confirming that you're registered for the meeting.
 - b. If you're using a phone, your registration will be tied to an email.
6. Raising your hand
 - a. Committee/Commission/Board members—you can either use CivicClerk and request to speak or you can also utilize the “raise your hand” tool in the Zoom platform (you'd need to use a computer or tablet) to let the host know you would like to speak. You can also un-mute yourself and start speaking.
 - b. Persons with items on the agenda or other interested parties—you can also utilize the “raise your hand” tool on the Zoom platform via computer or mobile device. You will be allowed to speak once the committee, commission, or board has moved to “open the floor for interested parties to speak.” Once discussion on your agenda item has concluded, the host will mute you, unless the committee opens the floor again.
7. What devices should I use?
 - a. Smart phone (please see more detailed instructions on page 3)
 - b. Land line
 - c. Tablet—in advance of the meeting, please download the Zoom Meeting app by using either the Apple Store or the Play Store. You will be asked to input your name, to identify you for the meeting.
 - d. Computer—you can access the meeting through a web browser by clicking on the meeting link, or through the Zoom Meeting app. If using the app, please download it in advance of the meeting. You will be asked to input your name, to identify yourself for the meeting.
 - e. For tablet and computer users—if you download the app you may be asked to verify your email.

8. Zoom etiquette
 - a. Muting yourself when you're not speaking will prevent your background noise from interfering with others' ability to listen to and participate in the meeting.
 - b. If you're using a telephone, please identify yourself with your phone number and state your name and address before you speak. Zoom meeting hosts can see only your telephone number and will ask you to identify yourself.
9. Closed session
 - a. Persons in the Zoom meeting will be put into a waiting room while the committee/commission/board meets in Closed Session. Participants will be admitted back into the Zoom meeting once the committee reconvenes in Open Session.
 - b. Persons watching a Common Council meeting live on YouTube will see a gray screen with the City logo during closed session.
10. Persons interested in attending anonymously or listening to the meeting may call in by dialing *67 followed by the phone number in the Zoom Meeting Information box.

Calling into the Zoom meeting using a smartphone

1. Dial the phone number listed at the beginning of this document.
2. When prompted, enter the Meeting ID number followed by #
3. Once you are in the meeting, notify the meeting host that you are in and state your name.
4. If you do not wish to speak, please make sure your phone is on **Mute**
 - a. If you're using a smartphone, look at your screen and click the Mute button





Report to the Green Bay Plan Commission

MEETING DATE

March 21, 2022

PREPARED BY

David Buck, Staff

AGENDA ITEM # E.1

(CPA 21-03) Consideration with possible action on request to amend the City's Comprehensive Plan for property located in the 4000 Block of Champeau Road, from a future commercial land use designation to light industry, submitted by Seth Lenss, ICS Properties, LLC, petitioner, on behalf of Joe Moore, agent for the property owners (Ald. B. Dorff, District I).

BACKGROUND

This comprehensive plan amendment request was reviewed at the February 21, 2022, Plan Commission meeting. It received a recommendation for approval which was forwarded to the Common Council as a report of the Plan Commission on March 1, 2022. The Common Council referred the item back to the Plan Commission for additional consideration but did not specify any particular topic(s).

The request and associated plans have not changed from the original submittal. The City has received seven additional comments since February 21, 2022. They are attached to the agenda packet as "Post PC Comments". Below is the original staff report.

Primary Address: 4000 Block Champeau Road (Parcel No. 22-SC490)

Aldersperson/District: Ald. Barb Dorff / District I

Reason for Request: The proposed comprehensive plan amendment would allow for the future rezoning of the property for light manufacturing uses. Petitioners goal is to develop self-service storage/warehousing use.

Surrounding Zoning and Land Uses:

SUBJECT: Planned Unit Development (PUD) - Mixed Use (Undeveloped)

NORTH: Planned Unit Development (PUD) - Medical Center

SOUTH: A-1 Agriculture & B-1 Community Business (T of Scott) - Wholesale commercial & Agriculture, Commercial

EAST: Planned Unit Development (PUD)-Mixed Use - Single-Family Residential

WEST: B-2 General Business (T of Scott) - Hwy 54/57

Comprehensive Plan: The Green Bay Smart Growth Comprehensive Plan recommends commercial land-use for the subject property as well as all adjoining lands.

Analysis: The 10.8 acre subject parcel is located at the 4000 Block of Champeau Road, adjacent to the east side of northbound State Trunk Highway 54/57. A watercourse runs along the north end of the property. Land located within the City of Green Bay, to the north and northeast, is the University Heights Commerce Center, currently developed as a medical center. Zoning regulations for the University Height Commerce Center are regulated through a Planned Unit Development that is attached to the agenda packet (land use

map on page 43). Land located within the Town of Scott, to the south, includes Tillman Wholesale and Nursery along the highway, a sign company, multi-tenant commercial and residential homes along the southwest corner of Maloney Road and Champeau Road.

Staff has evaluated the request and believe the Comprehensive Plan land-use change from commercial to light industrial is likely to create a detriment to the surrounding neighborhood as a “spot” land use change is not consistent with surrounding land uses and existing or future zoning. We would like to stress that the Plan Commission should not simply consider the proposed mini/maxi warehousing use, but all uses allowed in the Light Manufacturing district. The University Heights Commerce Center Light Manufacturing zoning permits much more intense land-use (see page 33 of the attached University heights Covenants) than the Mixed-Use zoning (see page 17 of the attached University Heights Covenants) and changing categories for this parcel isolates a light industrial use that is not consistent with the envisioned future development in this area of the University Heights Commerce Center. Additionally, the Mixed-Use district allows far greater flexibility for future uses, including a wide variety of residential and commercial uses. The proposed amendment is not consistent with the current or intended future uses in the area and does not provide a transition to existing and proposed uses.

The petitioner has stated that there is currently water service running to the site, for which the property owner is being assessed, but not sanitary sewer. The argument has been made that the only use suitable for the property is one that does not utilize sanitary sewer, such as the proposed warehousing. While it is true that there are not currently full utilities that the property may access, this site is essentially no different than other Greenfield and farm sites found on the far eastern side of the city. Though they have a specific zoning classification within the city, uses are limited until roads, utilities, fire service, etc. are available. Taxes are based on use not zoning, and these types of properties most often remain in some state of agricultural use until ready for appropriate urban development, as it is not feasible to run roads and full utilities to all vacant lands.

The roadway network (Algoma to Maloney then Champeau) is not designed for higher volume or heavy truck traffic, which could be part of the various light manufacturing land-uses allowed. Additionally, the subject property is large enough to support a plethora of commercial or residential activities and has high visibility with substantial highway frontage. Staff feel that manufacturing/warehousing uses are not the highest and best uses of the property.

The City of Green Bay-Town of Scott Joint Plan Commission held a meeting on February 3, 2022, to discuss the amendment request and recommended denial with a vote of 3-1 (minutes attached and video can be reviewed at: <https://greenbaywi.civicclerk.com/Web/Player.aspx?id=8139&key=-1&mod=-1&mk=-1&nov=0>). The notification for the Comprehensive Plan amendment request includes a Class I Public Hearing Notice published in the Green Bay Press Gazette. Neighborhood notice letters have been sent to property owners within 400 ft. of the property both in the City of Green Bay and Town of Scott and Ald. Barb Dorff has been notified of the request. As of the drafting of this report, staff received communication of support from Frank & Doris Arcuri, adjacent property owners to the east at 4083 Champeau Road and a call from Nicole Goral, property owner of 4050 Champeau Road (Image Advantage Sign Co.) and homeowner at 2479 Maloney Road.

RECOMMENDATION

Denial of the Comprehensive Plan amendment request.

FISCAL IMPACT

ATTACHMENTS

1. CPA 21-03 Application
2. Champeau Rd concept site plan
3. Champeau Rd concept FacadeElevations
4. Application Supplement 2.14.21
5. CPA 21-03 PropMap
6. JPC Minutes 020322
7. Pre-PC Comments
8. Post PC Comments
9. Post Packet Comments Combined



REQUEST FOR CITY ACTION PLAN COMMISSION

Department of Community
and Economic Development
100 N. Jefferson Street, Rm 608
Green Bay, WI 54301-5026
(920) 448-3400 - phone
(920) 448-3426 - fax

Petitioner(s): ICS Properties LLC / Seth Lenss Date: 10-7-21
Email: sethlenss@gmail.com Phone Number: 920-660-6925
Address: 1833 Morrow St City: Green Bay State: WI Zip Code: 54302
Property Owner: Joe Moore, Owners agent Phone Number: 920-328-7885
Parcel Numbers (required): 22-SC490
Location of Property: University Heights

Attach maps and legal descriptions (required) and submit to the Dept. of Community and Economic Development, Room 608, City Hall

To: Honorable Mayor and Common Council, c/o City Clerk

I, ICS Properties LLC / Seth Lenss, respectfully request that the City of Green Bay take the following action:

Attach Zoning Petition Form with first three items.

- ☐ Rezone Property (\$300.00 Review Fee)
- ☐ Conditional Use and CUP Amendment, including Single Lot Duplexes (\$300.00 Review Fee)
- ☐ PUD and PUD Amendments (\$350.00 Review Fee)
- ☐ Approve Preliminary City/Extraterritorial Subdivision Plat (\$150.00 plus \$35.00 per Lot/Outlot Review Fee)
- ☐ Approve Preliminary City/Extraterritorial Certified Survey Map (\$150.00 Review Fee)
- ☐ Approve Final City/Extraterritorial Subdivision Plat (\$100.00 Review Fee)
- ☐ Grant a City/Extraterritorial Subdivision/CSM Variance (\$150.00 Review Fee)
- ☐ Grant a Postponement of Development Fees (\$100.00 Review Fee) [Review by I&S and/or Park Committees]
- ☐ Development District Map Amendment (\$200.00 Administration Fee)
- ☐ Official Map Amendment (\$200.00 Administration Fee)
- ☐ Plat of Right-of-Way (\$200.00 Administration Fee)
- ☐ Discontinue a Public Utility Easement (\$200.00 Administration Fee)
- ☐ Street Name Change (\$200.00 Administration Fee)
- ☐ Declare City Property "City Surplus" (\$200.00 Administration Fee)
- ☐ Vacate a Street/Alley/Pedestrian Way (\$200.00 Administration Fee)
- ☒ Other (\$200.00 Administration Fee): Amendment to the City's Comprehensive Plan

Petitioner Signature(s): [Signature] 10-7-21
Review Fee: \$200 Receipt No.: 2789328-0025 Zoning Petition No.: CPA 21-03

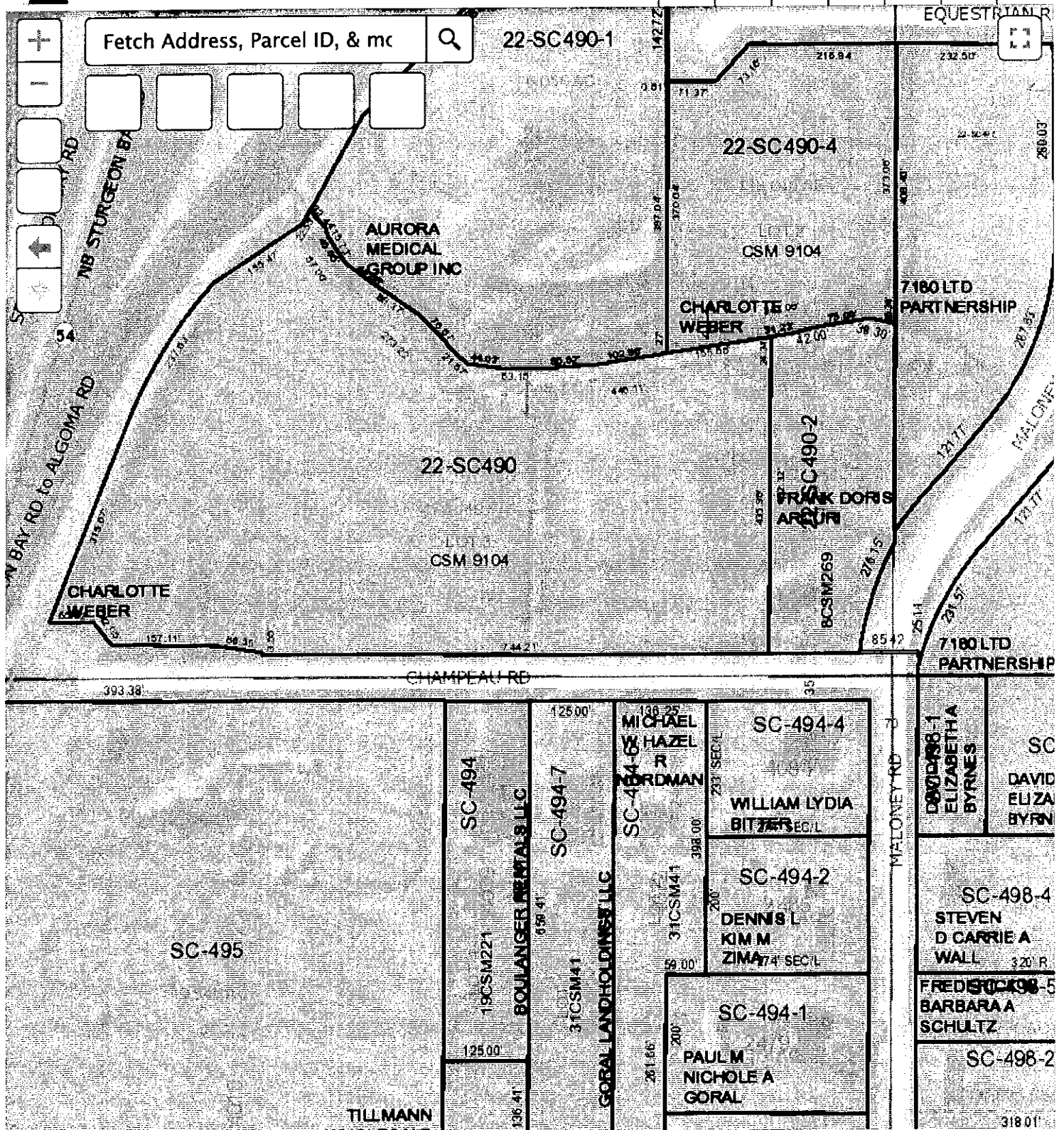
Briefly describe action desired, noting the property affected and all other pertinent information.

Attach maps and legal descriptions (required).

Request for an amendment to the City's Comprehensive Plan from the current commercial land use category to a light industrial land use.

Please contact the Dept. of Community and Economic Development, Room 608, City Hall,
(920) 448-3400, if you have any questions.

Rec'd 10/8/2021

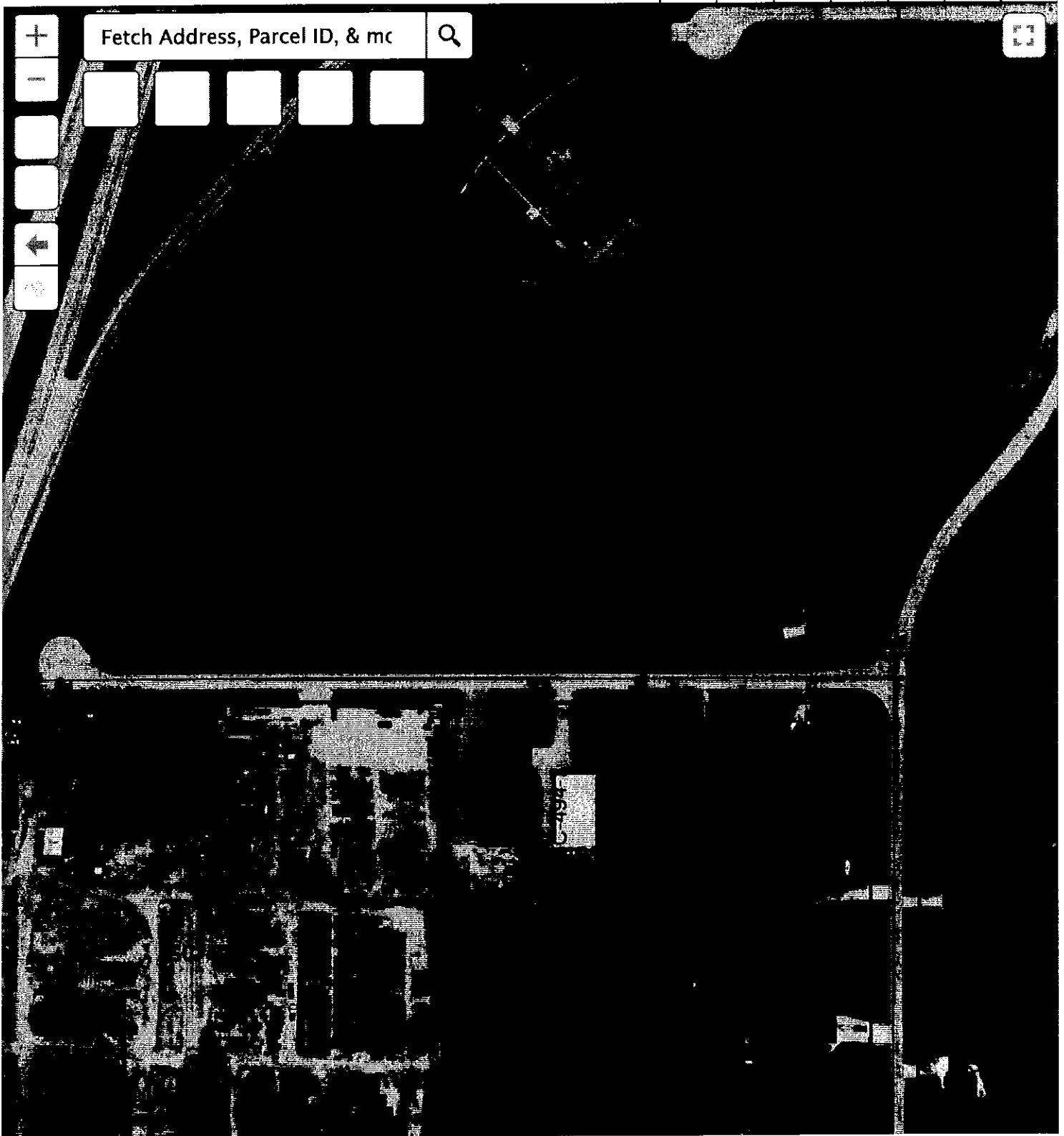




BrownDog

Official GIS map of Brown County, WI

More

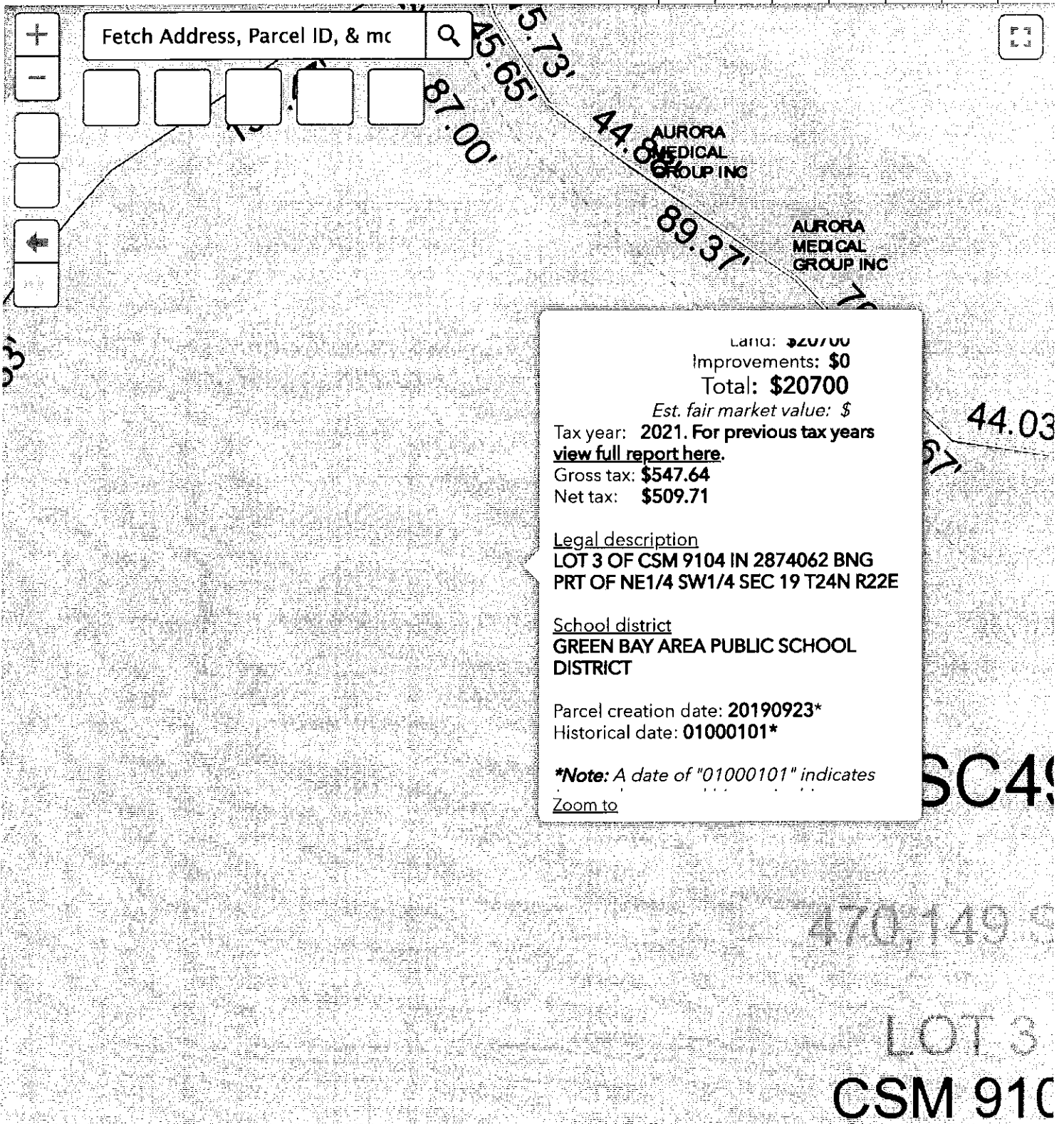


Fetch Address, Parcel ID, & mc



0 100 200ft

137,514.46 575,552.79 Feet

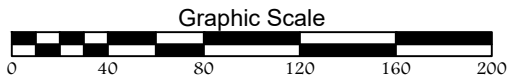
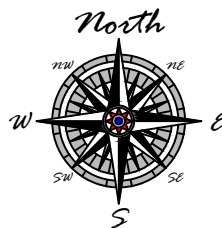


0 30 60ft

134,938.62 574,991.33 Feet

Concept Plan

Lot 3, Certified Survey Map No. 9104, Document No. 2874062, Brown County Records, being located in part of the Northeast 1/4 of the Southwest 1/4 of Section 19, T24N-R22E, City of Green Bay, Brown County, Wisconsin.



Site Statistics

Total area: 470,149 sq. ft.
Ponds: 36,664 sq. ft. 7.8%
Green Space: 142,254 sq. ft. 30.3%
Impervious Surface: 291,231 sq. ft. 61.9%

Storage Unit Count

TO BE DETERMINED



Scale: 1" = 80'

Client: Seth Lenss

Tax Parcel: 22-SC490

Drafted By: MRA

File: Border CSM 021213.dwg

Data File: X####.txt

Mau & Associates, LLP

LAND SURVEYING & PLANNING

CIVIL & WATER RESOURCE ENGINEERING

Phone: 920-434-9670 Website: www.mau-associates.com

400 Security Blvd Ste 1, Green Bay, WI 54313-9712

Sheet One of One

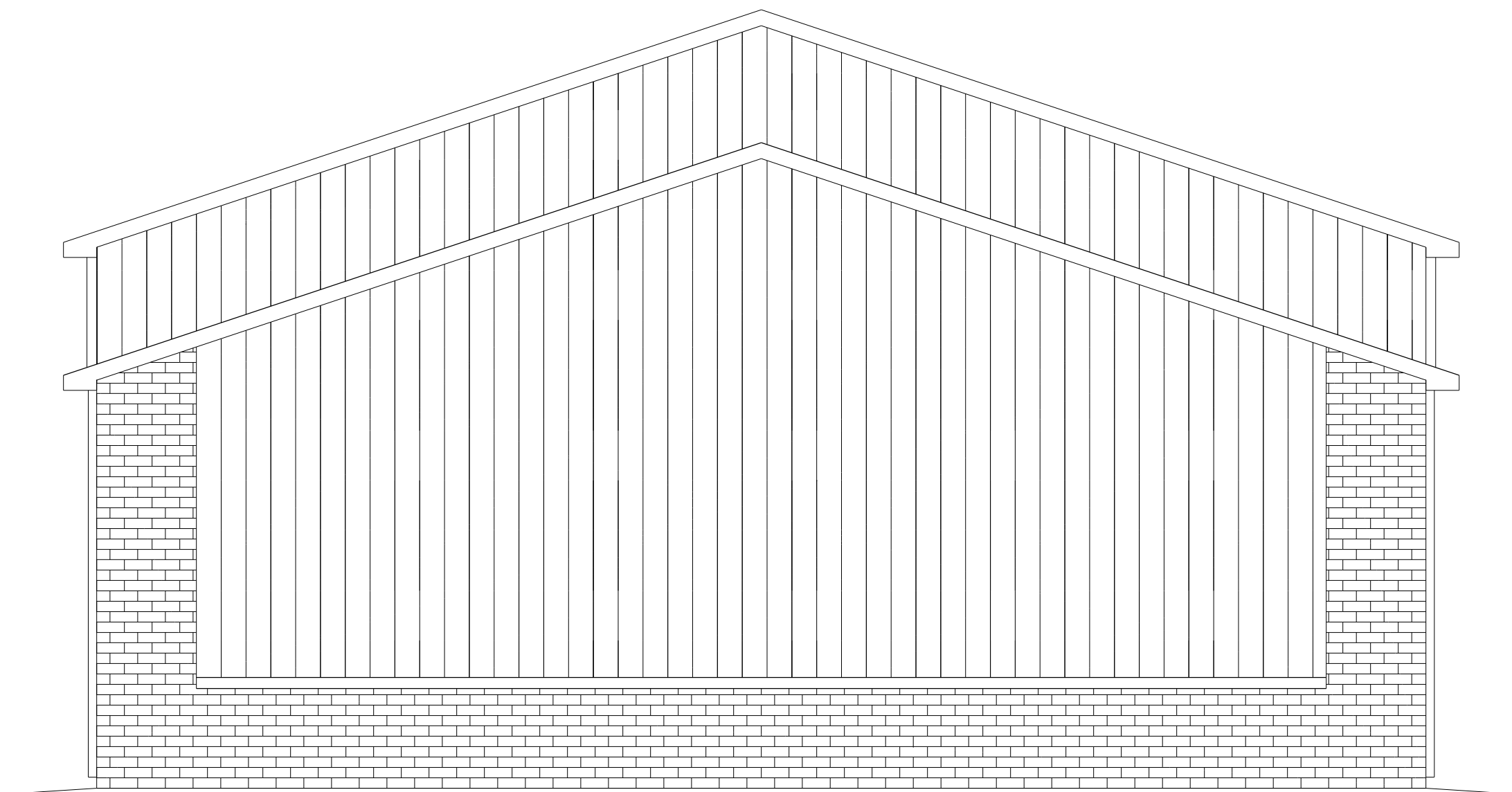
Project No.: L-822

Drawing No.: X-1229

Fieldwork Completed: xx/xx/xx



FRONT ELEVATION
SCALE: 1/4" = 1'-0"



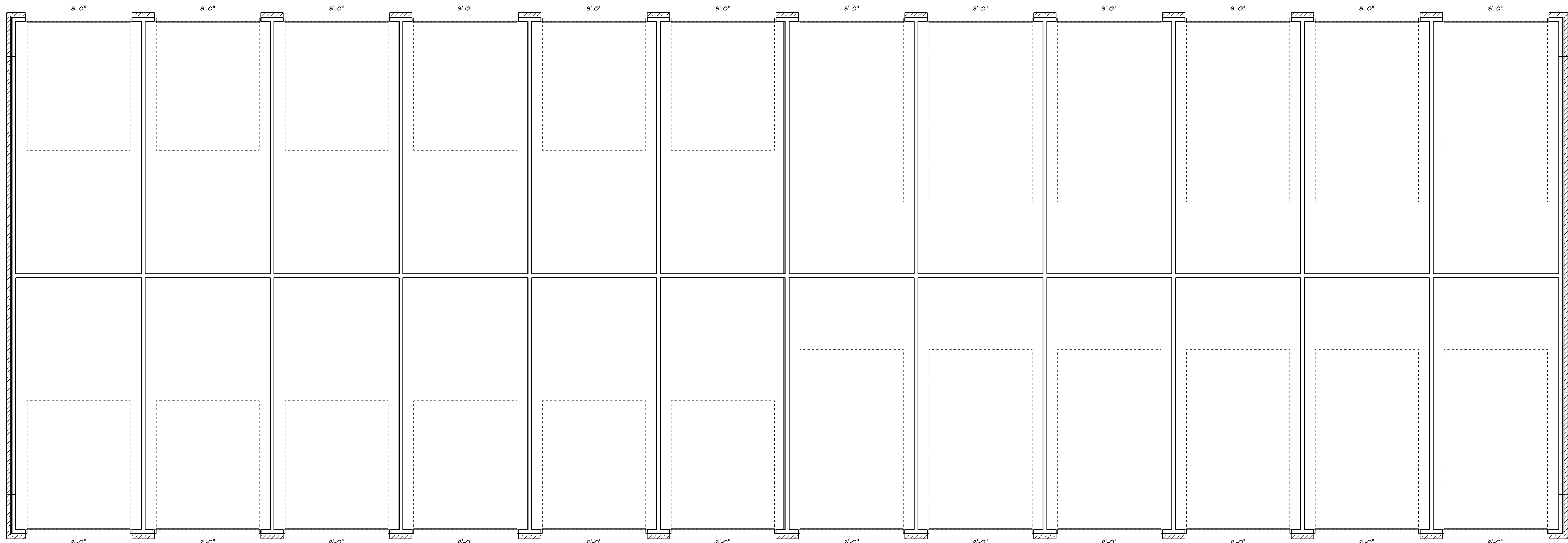
ROAD ELEVATION
SCALE: 1/4" = 1'-0"



STEEL COLOR



BRICK COLOR



FIRST FLOOR PLAN
SCALE: 3/16" = 1'-0"

FIELD VERIFY ALL GIVEN DATA
BEFORE PREPARATION OF
SHOP DRAWINGS,
CONSTRUCTION AND
INSTALLATION

PROPOSED NEW PROJECT FOR:
SELF STORAGE UNITS
GREEN BAY, WI

PRELIMINARY

REVISION DATES:	
△ 1/20/22 (1.5)	
△ 1/30/22 (5)	
△	
△	
△	
△	
△	

PROJECT NUMBER
G22-009

SHEET NUMBER
A1



PROPOSED VEGETATION

FIELD VERIFY ALL GIVEN DATA
BEFORE PREPARATION OF
SHOP DRAWINGS,
CONSTRUCTION AND
INSTALLATION

PROPOSED NEW PROJECT FOR:
SELF STORAGE UNITS
GREEN BAY, WI

PRELIMINARY	
REVISION DATES:	
Δ	1/20/22 (1.5)
Δ	1/30/22 (5)
Δ	
Δ	
Δ	
Δ	
Δ	

PROJECT NUMBER
G22-009

SHEET NUMBER
A2

INSTITUTE OF TRANSPORTATION ENGINEERS

COMMON TRIP GENERATION RATES (PM Peak Hour)

(Trip Generation Manual, 10th Edition)

				Setting/Location	
Code	Description	Unit of Measure	Trips Per Unit	General Urban/ Suburban	Dense Multi- Use Urban
PORT AND TERMINAL					
30	Intermodal Truck Terminal	1,000 SF GFA	1.72		
90	Park-and-Ride Lot with Bus Service	Parking Spaces	0.43		
INDUSTRIAL					
110	General Light Industrial	1,000 SF GFA	0.63		
130	Industrial Park	1,000 SF GFA	0.40		
140	Manufacturing	1,000 SF GFA	0.67		
150	Warehousing	1,000 SF GFA	0.19		
151	Mini-Warehouse	1,000 SF GFA	0.17		
154	High-Cube Transload & Short-Term Storage Warehouse	1,000 SF GFA	0.10		
155	High-Cube Fulfillment Center Warehouse	1,000 SF GFA	1.37		
156	High-Cube Parcel Hub Warehouse	1,000 SF GFA	0.84		
157	High-Cube Cold Storage Warehouse	1,000 SF GFA	0.12		
160	Data Center	1,000 SF GFA	0.09		
170	Utilities	1,000 SF GFA	2.27		
180	Specialty Trade Contractor	1,000 SF GFA	1.97		
RESIDENTIAL					
210	Single-Family Detached Housing	Dwelling Units	0.99		
220	Multifamily Housing (Low-Rise)	Dwelling Units	0.56		
221	Multifamily Housing (Mid-Rise)	Dwelling Units	→	0.44	0.18
222	Multifamily Housing (High-Rise)	Dwelling Units	→	0.36	0.19
231	Mid-Rise Residential with 1st-Floor Commercial	Dwelling Units	0.36		
232	High-Rise Residential with 1st-Floor Commercial	Dwelling Units	0.21		
240	Mobile Home Park	Dwelling Units	0.46		
251	Senior Adult Housing - Detached	Dwelling Units	0.30		
252	Senior Adult Housing - Attached	Dwelling Units	0.26		
253	Congregate Care Facility	Dwelling Units	0.18		
254	Assisted Living	1,000 SF GFA	0.48		
255	Continuing Care Retirement Community	Units	0.16		
260	Recreation Homes	Dwelling Units	0.28		
265	Timeshare	Dwelling Units	0.63		
270	Residential Planned Unit Development	Dwelling Units	0.69		
LODGING					
310	Hotel	Rooms	0.60		
311	All Suites Hotel	Rooms	→	0.36	0.17
312	Business Hotel	Rooms	0.32		
320	Motel	Rooms	0.38		
330	Resort Hotel	Rooms	0.41		
RECREATIONAL					
411	Public Park	Acres	0.11		
416	Campground / Recreation Vehicle Park	Acres	0.98		
420	Marina	Berths	0.21		
430	Golf Course	Acres	0.28		
431	Miniature Golf Course	Holes	0.33		

Code	Description	Unit of Measure	Trips Per Unit	Setting/Location	
				General Urban/ Suburban	Dense Multi- Use Urban
432	Golf Driving Range	Tees/Driving Positions	1.25		
433	Bating Cages	Cages	2.22		
434	Rock Climbing Gym	1,000 SF GFA	1.64		
435	Multi-Purpose Recreational Facility	1,000 SF GFA	3.58		
436	Trampoline Park	1,000 SF GFA	1.50		
437	Bowling Alley	1,000 SF GFA	1.16		
440	Adult Cabaret	1,000 SF GFA	2.93		
444	Movie Theater	1,000 SF GFA	8.17		
445	Multiplex Movie Theater	1,000 SF GFA	4.91		
452	Horse Racetrack	Seats	0.06		
454	Dog Racetrack	Attendees	0.15		
460	Arena	1,000 SF GFA	0.47		
462	Professional Baseball Stadium	Attendees	0.15		
465	Ice Skating Rink	1,000 SF GFA	1.33		
466	Snow Ski Area	Slopes	26.00		
473	Casino/Video Lottery Establishment	1,000 SF GFA	13.49		
480	Amusement Park	Acres	3.95		
482	Water Slide Park	Parking Spaces	0.28		
488	Soccer Complex	Fields	16.43		
490	Tennis Courts	Courts	4.21		
491	Racquet/Tennis Club	Courts	3.82		
492	Health/Fitness Club	1,000 SF GFA	3.45		
493	Athletic Club	1,000 SF GFA	6.29		
495	Recreational Community Center	1,000 SF GFA	2.31		
INSTITUTIONAL					
520	Elementary School	1,000 SF GFA	1.37		
522	Middle School / Junior High School	1,000 SF GFA	1.19		
530	High School	1,000 SF GFA	0.97		
534	Private School (K-8)	Students	0.26		
536	Private School (K-12)	Students	0.17		
537	Charter Elementary School	Students	0.14		
538	School District Office	1,000 SF GFA	2.04		
540	Junior / Community College	1,000 SF GFA	1.86		
550	University/College	1,000 SF GFA	1.17		
560	Church	1,000 SF GFA	0.49		
561	Synagogue	1,000 SF GFA	2.92		
562	Mosque	1,000 SF GFA	4.22		
565	Daycare Center	1,000 SF GFA	11.12		
566	Cemetery	Acres	0.46		
571	Prison	1,000 SF GFA	2.91		
575	Fire and Rescue Station	1,000 SF GFA	0.48		
580	Museum	1,000 SF GFA	0.18		
590	Library	1,000 SF GFA	8.16		

INSTITUTE OF TRANSPORTATION ENGINEERS COMMON TRIP GENERATION RATES (PM Peak Hour)

(Trip Generation Manual, 10th Edition)

				Setting/Location	
Code	Description	Unit of Measure	Trips Per Unit	General Urban/ Suburban	Dense Multi- Use Urban
MEDICAL					
810	Hospital	1,000 SF GFA	0.97		
820	Nursing Home	1,000 SF GFA	0.59		
830	Clinic	1,000 SF GFA	→	3.28	5.18
840	Animal Hospital / Veterinary Clinic	1,000 SF GFA	3.53		
850	Free-Standing Emergency Room	1,000 SF GFA	1.52		
OFFICE					
710	General Office Building	1,000 SF GFA	→	1.15	0.87
712	Small Office Building	1,000 SF GFA	2.45		
714	Corporate Headquarters Building	1,000 SF GFA	0.80		
715	Single Tenant Office Building	1,000 SF GFA	1.74*		
720	Medical-Dental Office Building	1,000 SF GFA	3.48		
730	Government Office Building	1,000 SF GFA	1.71		
731	State Motor Vehicles Department	1,000 SF GFA	5.20		
732	United States Post Office	1,000 SF GFA	11.21		
733	Government Office Complex	1,000 SF GFA	2.82		
750	Office Park	1,000 SF GFA	1.07		
760	Research and Development Center	1,000 SF GFA	0.49		
770	Business Park	1,000 SF GFA	0.42		
RETAIL					
810	Tractor Supply Store	1,000 SF GFA	1.40		
811	Construction Equipment Rental Store	1,000 SF GFA	0.99		
812	Building Materials and Lumber Store	1,000 SF GFA	2.06		
813	Free-Standing Discount Superstore	1,000 SF GFA	4.33		
814	Variety Store	1,000 SF GFA	6.84		
815	Free Standing Discount Store	1,000 SF GFA	4.83		
816	Hardware / Paint Store	1,000 SF GFA	2.88		
817	Nursery (Garden Center)	1,000 SF GFA	6.94		
818	Nursery (Wholesale)	1,000 SF GFA	5.18		
820	Shopping Center	1,000 SF GFA	3.81	3.81	4.92
823	Factory Outlet Center	1,000 SF GFA	2.29		
840	Automobile Sales (New)	1,000 SF GFA	2.43		
841	Automobile Sales (Used)	1,000 SF GFA	3.75		
842	Recreational Vehicle Sales	1,000 SF GFA	0.77		
843	Automobile Parts Sales	1,000 SF GFA	4.91		
848	Tire Store	1,000 SF GFA	3.98		
849	Tire Superstore	1,000 SF GFA	2.11		
850	Supermarket	1,000 SF GFA	9.24		
851	Convenience Market (Open 24 Hours)	1,000 SF GFA	49.11		
853	Convenience Market with Gasoline Pumps	1,000 SF GFA	49.29		
854	Discount Supermarket	1,000 SF GFA	8.38		
857	Discount Club	1,000 SF GFA	4.18		
860	Wholesale Market	1,000 SF GFA	1.76		
861	Sporting Goods Superstore	1,000 SF GFA	→	2.02	1.85
862	Home Improvement Superstore	1,000 SF GFA	→	2.33	3.35
863	Electronics Superstore	1,000 SF GFA	4.26		

Code	Description	Unit of Measure	Trips Per Unit	Setting/Location	
				General Urban/ Suburban	Dense Multi- Use Urban
864	Toy/Children's Superstore	1,000 SF GFA	5.00		
865	Baby Superstore	1,000 SF GFA	1.82		
866	Pet Supply Superstore	1,000 SF GFA	3.55		
867	Office Supply Superstore	1,000 SF GFA	2.77		
868	Book Superstore	1,000 SF GFA	15.83		
869	Discount Home Furnishing Superstore	1,000 SF GFA	1.57		
872	Bed and Linen Superstore	1,000 SF GFA	2.22		
875	Department Store	1,000 SF GFA	1.95		
876	Apparel Store	1,000 SF GFA	→	4.12	1.12
879	Arts and Craft Store	1,000 SF GFA	6.21		
880	Pharmacy / Drugstore without Drive-Through Window	1,000 SF GFA	8.51		
881	Pharmacy / Drugstore with Drive-Through Window	1,000 SF GFA	10.29		
882	Marijuana Dispensary	1,000 SF GFA	21.83		
890	Furniture Store	1,000 SF GFA	0.52		
897	Medical Equipment Store	1,000 SF GFA	1.24		
899	Liquor Store	1,000 SF GFA	16.37		
SERVICES					
911	Walk-In Bank	1,000 SF GFA	12.13		
912	Drive-In Bank	1,000 SF GFA	20.45		
918	Hair Salon	1,000 SF GFA	1.45		
920	Copy, Print, and Express Ship Store	1,000 SF GFA	7.42		
925	Drinking Place	1,000 SF GFA	11.36		
926	Food Cart Pod	Food Carts	3.08		
930	Fast Casual Restaurant	1,000 SF GFA	14.13		
931	Quality Restaurant	1,000 SF GFA	7.80		
932	High-Turnover (Sit-Down) Restaurant	1,000 SF GFA	→	9.77	9.80
933	Fast Food Restaurant without Drive-Through Window	1,000 SF GFA	28.34		
934	Fast Food Restaurant with Drive-Through Window	1,000 SF GFA	→	32.67	78.74
935	Fast Food Restaurant with Drive-Through Window and No Indoor Seating	1,000 SF GFA	42.65		
936	Coffee/Donut Shop without Drive-Through Window	1,000 SF GFA	36.31		
937	Coffee/Donut Shop with Drive-Through Window	1,000 SF GFA	→	43.38	83.19
938	Coffee/Donut Shop with Drive-Through Window and No Indoor Seating	1,000 SF GFA	83.33		
939	Bread / Donut / Bagel Shop without Drive-Through Window	1,000 SF GFA	28.00		
940	Bread / Donut / Bagel Shop with Drive-Through Window	1,000 SF GFA	19.02		
941	Quick Lubrication Vehicle Shop	1,000 SF GFA	8.70		
942	Automobile Care Center	1,000 SF GFA	3.11		
943	Automobile Parts and Service Center	1,000 SF GFA	2.26		
944	Gasoline / Service Station	1,000 SF GFA	109.27		
945	Gasoline / Service Station with Convenience Market	1,000 SF GFA	88.35		
947	Self Service Car Wash	Wash Stalls	5.54		
948	Automated Car Wash	1,000 SF GFA	14.20		
949	Car Wash and Detail Center	Wash Stalls	13.80		
950	Truck Stop	1,000 SF GFA	22.73		
980	Super Convenience Market/Gas Station	1,000 SF GFA	69.28		
970	Winery	1,000 SF GFA	7.31		

Note: All land uses in the 800 and 900 series are entitled to a "pass-by" trip reduction of 60% if less than 50,000 ft² or a reduction of 40% if equal to or greater than 50,000 ft².

*From 9th edition, no PM peak hour in 10th

An area designated as **General Urban/Suburban** in the *Trip Generation Manual* is an area associated with almost homogeneous vehicle-centered access. Nearly all person trips that enter or exit a development site are by personal passenger or commercial vehicle.

The area can be fully developed (or nearly so) at low-medium density with a mix of residential and commercial uses. The commercial land uses are typically concentrated at intersections or spread along commercial corridors, often surrounded by low-density, almost entirely residential development. Most commercial buildings are located behind or surrounded by parking.

The mixing of land uses is only in terms of their proximity, not in terms of function. A retail land use may focus on serving a regional clientele or a services land use may target motorists or pass-by vehicle trips for its customers. Even if the land uses are complementary, a lack of pedestrian, bicycling, and transit facilities or services limit non-vehicle travel.

An area designated as **Dense Multi-Use Urban** in the *Trip Generation Manual* is a fully developed area (or nearly so), with diverse and complementary land uses, good pedestrian connectivity, and convenient and frequent transit. This area type can be a well-developed urban area outside a major metropolitan downtown or a moderate size urban area downtown.

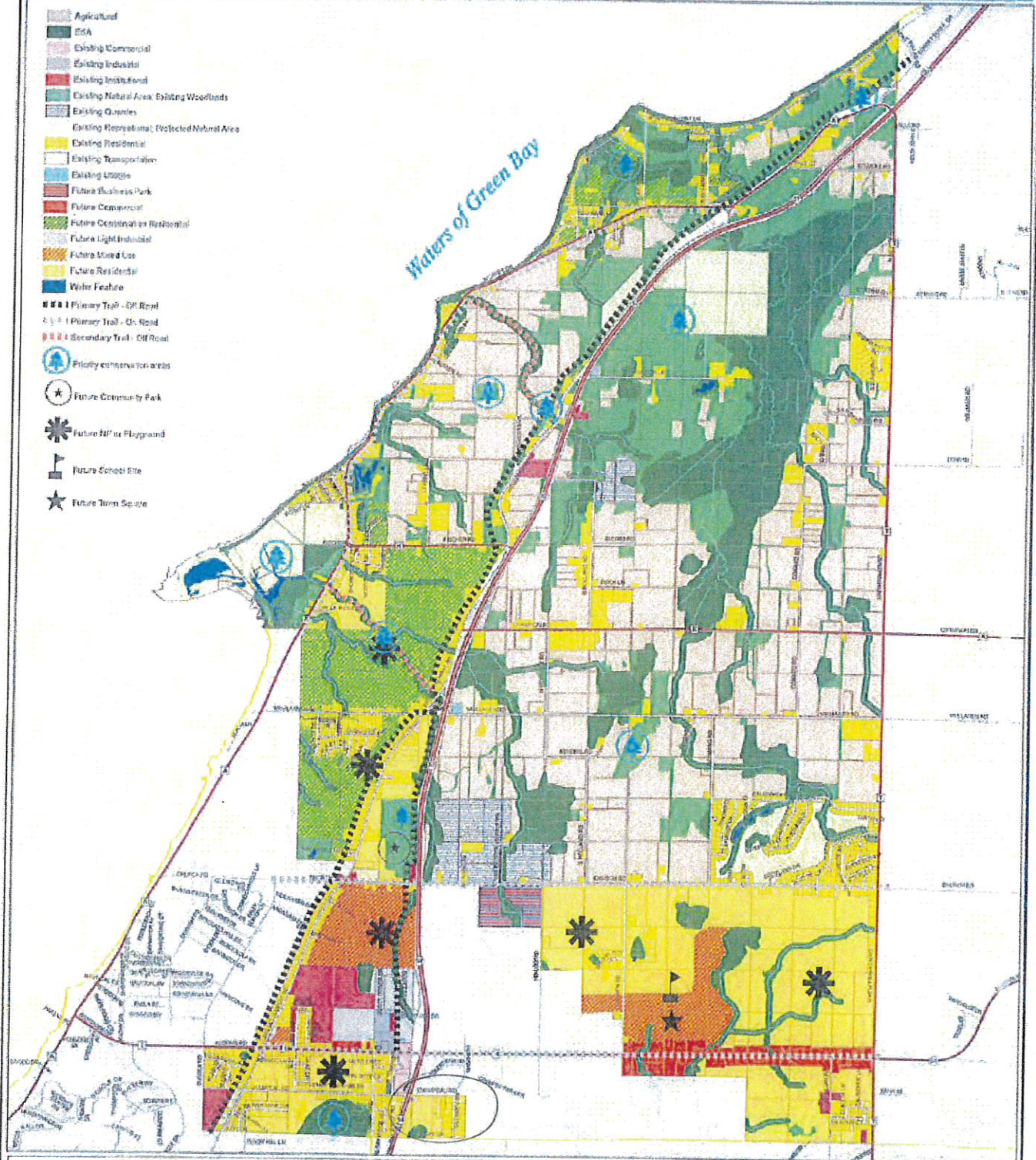
The land use mix typically includes office, retail, residential, and often entertainment, hotel, and other commercial uses. The residential uses are typically multifamily or single-family on lots no larger than one-fourth acre. The commercial uses often have little or no setback from the sidewalk. Because the motor vehicle still represents the primary mode of travel to and from the area, there typically is on-street parking and often public off-street parking.

The complementary land uses provide the opportunity for short trips within the Dense Multi-Use Urban area, made conveniently by walking, biking, or transit. The area is served by significant transit (either rail or bus) that enables a high level of transit usage to and from area development.



Future Land Use

Town of Scott, Brown County, Wisconsin



Source: Brown County
Planning Commission agenda 10/2017

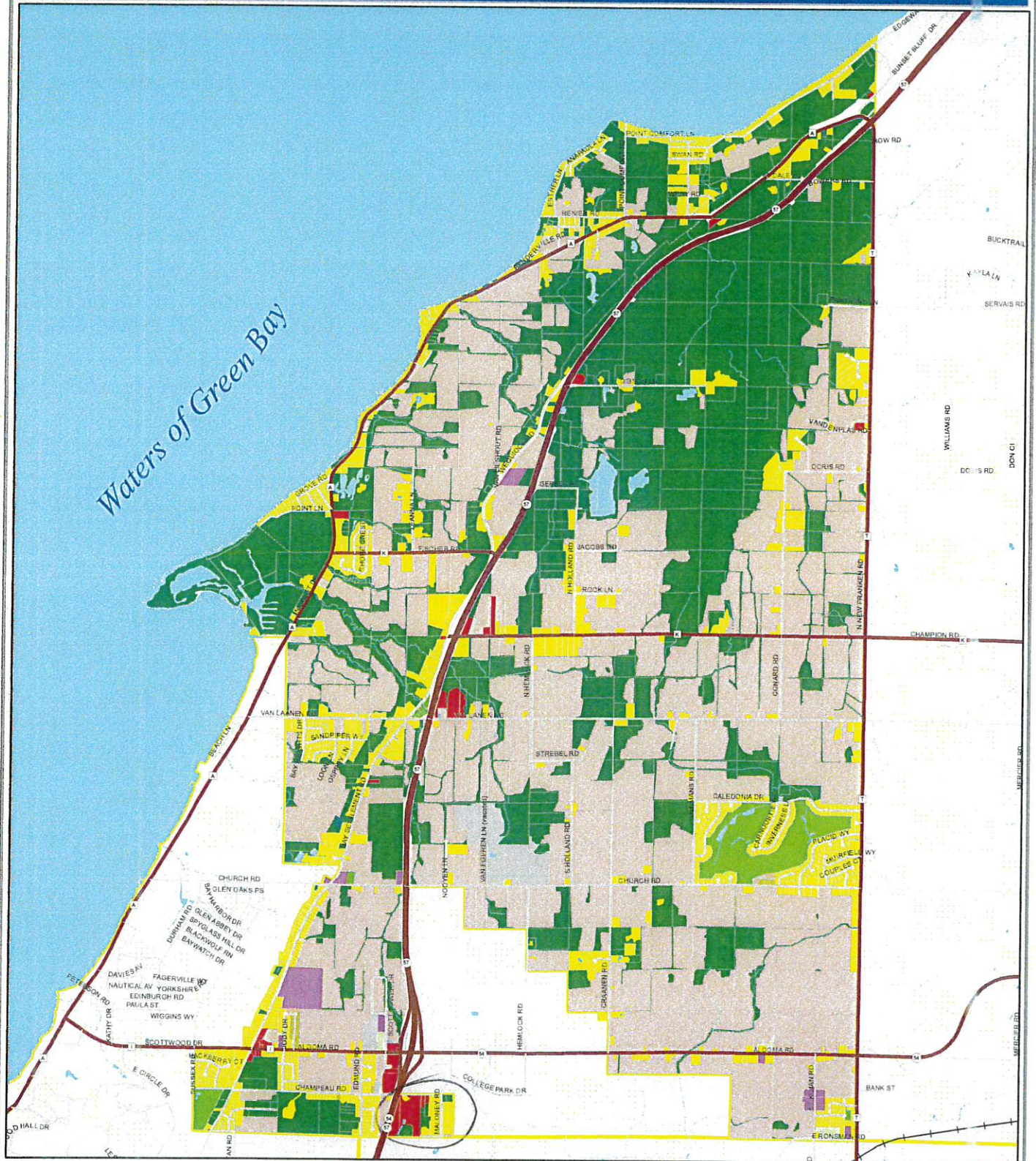




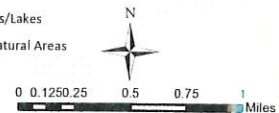
Figure 2-2

Existing Land Use

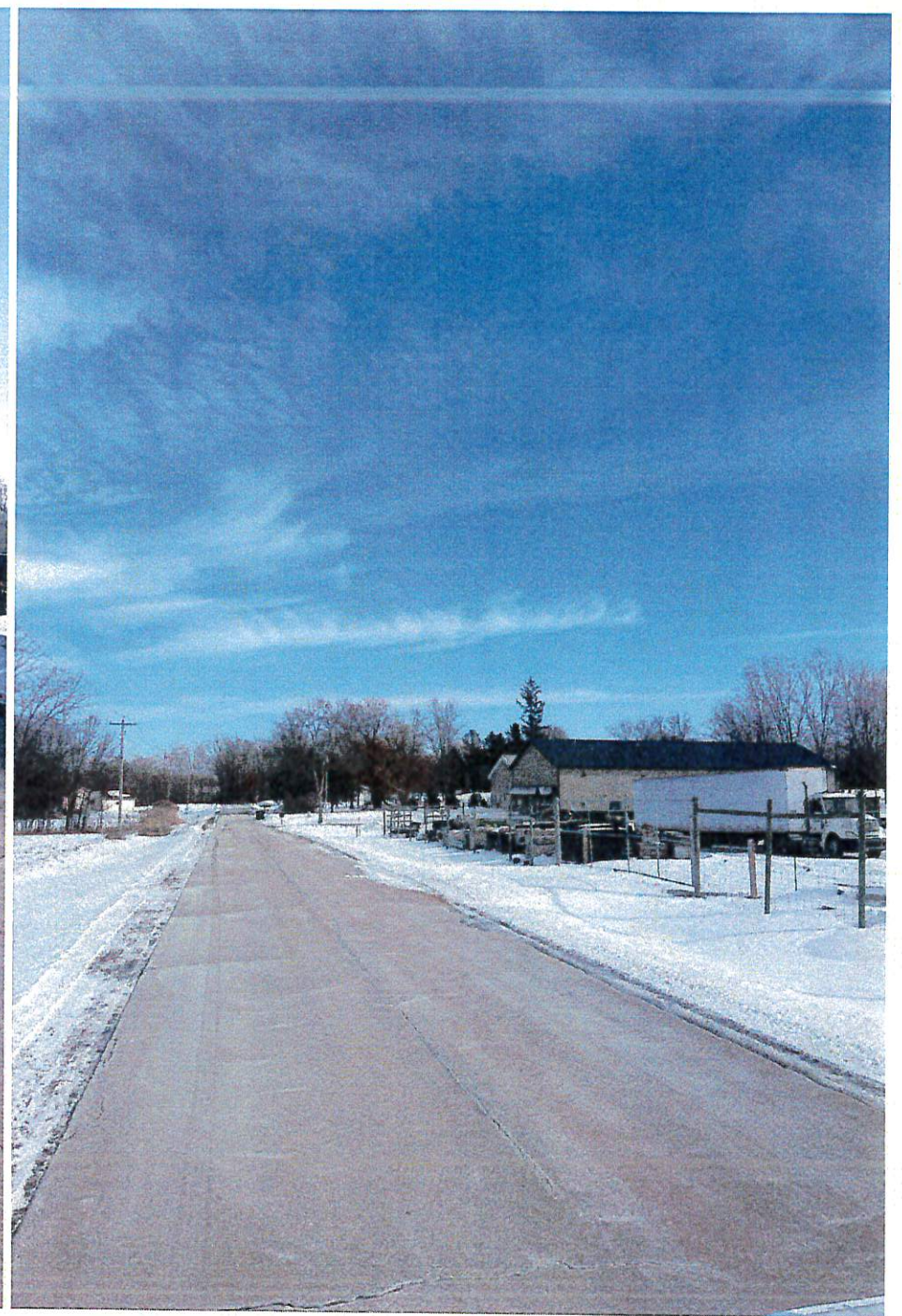
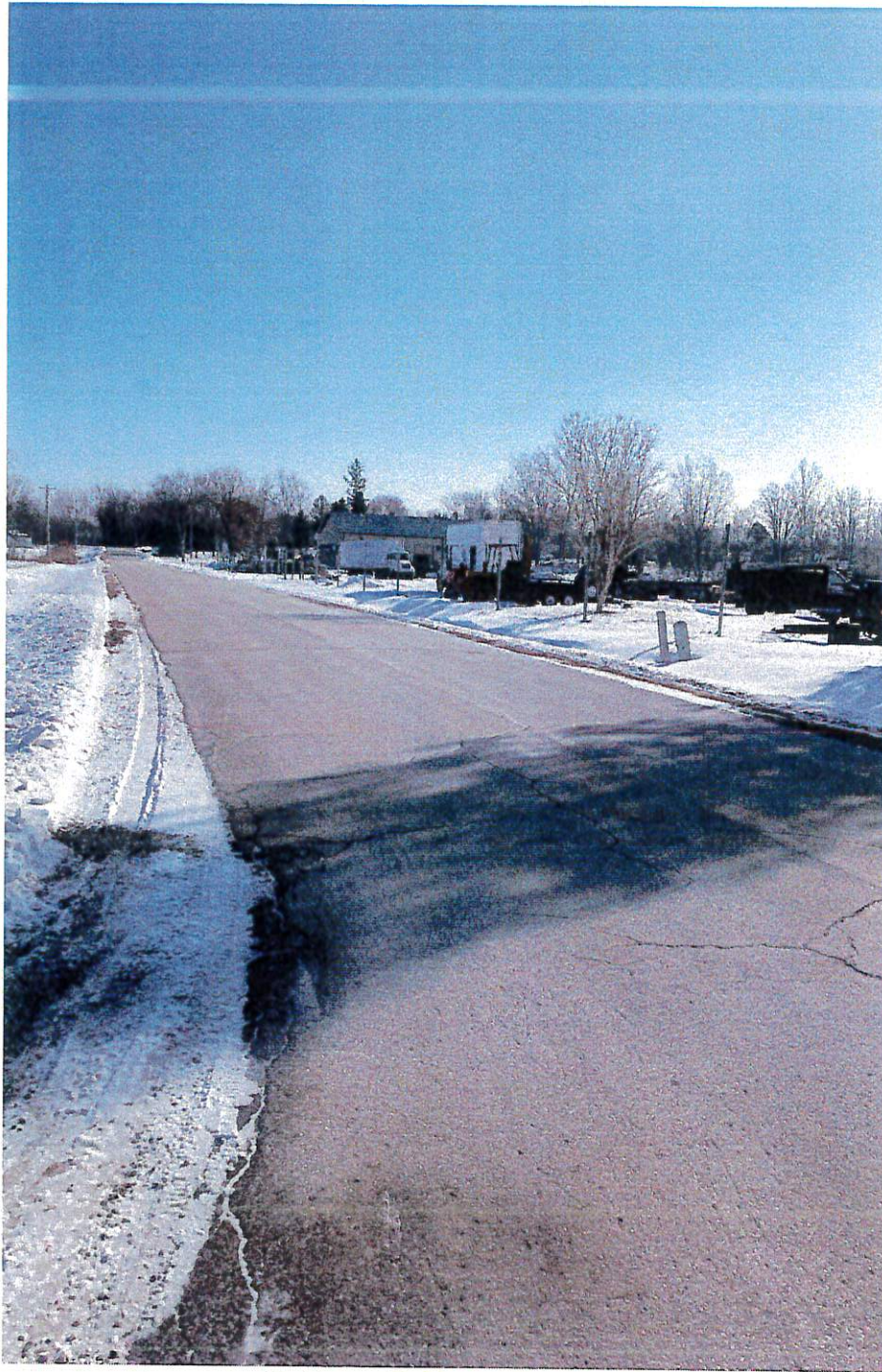
Town of Scott, Brown County, Wisconsin

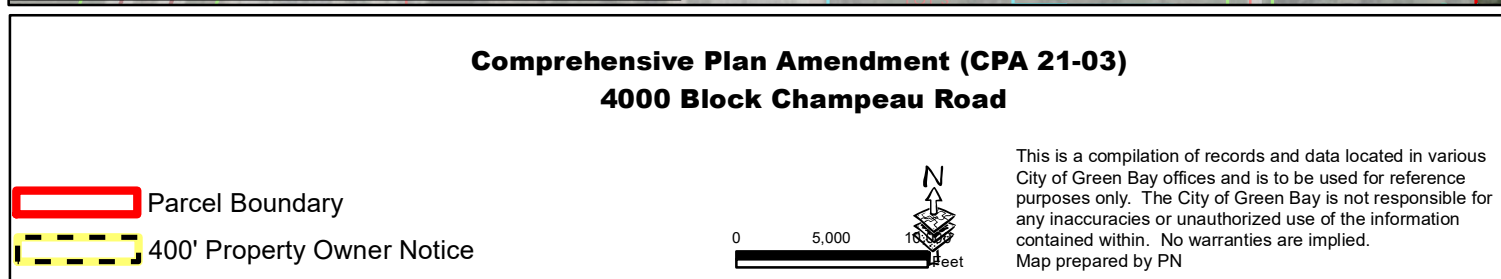


Source: Brown County
Planning Commission 1/2017









MINUTES
GREEN BAY-SCOTT JOINT PLAN COMMISSION
Wednesday, February 20, 2019
Scott Town Hall
5:00 p.m.

MEMBERS PRESENT: Ed Dorff, Eric Rakers, Jerry Hruska and Ken Rovinski.

MEMBERS EXCUSED: Dale Herold

OTHERS PRESENT: Dave Cerny (Town of Scott Staff), Dave Buck (City of Green Bay Staff), Seth Lenss, Joe Moore (via Zoom)

APPROVAL OF AGENDA:

A motion was made by K. Rovinski and seconded by E. Rakers to approve the Agenda of February 3, 2022. Motion carried 4-0.

APPROVAL OF MINUTES:

Approval of the minutes from the February 19, 2019, Green Bay-Scott Joint Plan Commission meeting.

A motion was made by E. Rakers and seconded by J. Hruska to approve the minutes of the February 20, 2019, Green Bay-Scott Joint Plan Commission meeting. Motion carried 4-0.

REGULAR BUSINESS:

- 1. Discussion and action on the annual election of officers on the Joint Plan Commission per Exhibit C of the Boundary Agreement between the City of Green Bay and the Town of Scott - Chair, Vice-Chair, and Secretary.**

A motion was made by E. Rakers seconded by J. Hruska to elect D. Herold as Chair. Motion carried 4-0.

A motion was made by Hruska seconded by E. Dorff to elect E. Rakers as Vice-Chair. Motion carried 4-0.

Secretary position to remain vacant.

- 2. Consideration with possible action of a request to amend the City of Green Bay's Comprehensive Plan for property located in the 4000 Block of Champeau Road (Parcel No. 22-SC490) from commercial to light industry, submitted by Seth Lenss, ICS Properties, LLC, petitioner, on behalf of Joe Moore, agent for the property owners.**

Excerpt from Staff Report:

The proposed comprehensive plan amendment would allow for the future rezoning of the property for light manufacturing uses. Petitioners overall goal is to develop self-service storage/warehousing use.

The Green Bay Smart Growth Comprehensive Plan recommends commercial land- use for the subject property as well as all adjoining lands.

The subject 10.8 acre parcel is located at the 4000 Block of Champeau Road adjacent on the east side of northbound State Trunk Highway 54/57. Wequiock Creek runs along the north end of the property. Lands located within the City of Green Bay to the north and northeast is the University Heights Commerce Center currently developed with a medical center. Lands located within the Town of Scott to the south include Tillman Wholesale and Nursery along the highway, a sign company, multi-tenant commercial and residential homes along the southwest corner of Maloney Road and Champeau Road.

City and Town staff have evaluated the request and collectively believe the Comprehensive Plan land-use change from commercial to light industrial may create a detriment for the surrounding neighborhood as a “spot” land use change is not consistent with surrounding land uses and existing or future zoning. We would like to stress that the Joint Plan Commission should not simply consider just the proposed warehousing use but all the uses allowed in the district. The University Heights Commerce Center Light Manufacturing zoning permits much more intense land-uses than the Mixed-Use zoning and changing categories for this parcel isolates a light industrial use that is not consistent with the envisioned future development in this area of the University Heights Commerce Center. The proposed amendment is not consistent and does not provide a transition to existing and proposed uses.

The roadway network (Maloney then Champeau) is not designed for higher volume or heavy truck traffic, which could be part of the various light manufacturing land-uses allowed. Additionally, the subject property is large enough to support a plethora of commercial or residential activities and has extremely high visibility with substantial highway frontage and staff feels that manufacturing/warehousing uses are not the highest and best uses of the property.

Applicant: Seth Lenss & Joe Moore

S. Lenss explained that he is proposing self-storage development. He explained:

~ that the 10 acre parcel change would not be significant impact on the area.

~ the Town had changed 2 of the parcels to Commercial.

~ his proposal would not create significant traffic.

~ The site has water available but does not have access to the sewer line, without significant cost.

~ his proposal of self-storage would not require sewer lines.

In closing he is asking

Neighbor provided an e-mail comment:

Hello, we are the neighbors to the East of the property and would be most affected by the project.

We support the development!

Sincerely,

Frank and Doris

Arcuri

Joe Moore, (Realtor listing the property): Explained how, as the Real Estate Listing Agent there have been no willing buyers due to the cost of extending the sewer line. He provided other examples of developments in the area.

Discussion by JPC:

Rakers: asked staff if they feel there is already too much commercial in the area, and what is the best future land use.

Buck explained that the plan should be updated.....

Cerny explained the historic process of including the neighbors with the original planning maps and proposed uses. A change and re-visit to these plans should include the residents and the land owners.

Dorff: asked about stormwater management due to the large amount of proposed impervious surfaces.

Buck: explained that it is a conceptual plan and that level of detail has not yet been developed.

Rovinski: asked if the Town and the City had discussed how to improve the area with Sewer (and water) and he asked if there is Federal money that would be available.

Buck: explained that originally the City was going to improve the area thru the use of TIF monies.

Cerny: The Town has been researching some of the same questions about Federal money and infrastructure improvements and is interested in further discussing.

Dorff: Asked for clarification on the process; if this were approved would it go to the Plan Commission. Staff responded yes.

A motion was made by E. Rakers and seconded by Rovinski to deny the request to amend the City of Green Bay's Comprehensive Plan.

Discussion:

Moore addressed the JPC stating that a development like this would be a catalyst for future development, and provide an example of what land values should actually be priced at (being purchased for \$35,000 per acre).

Dorff: Started this meeting looking to have questions answered, which he felt were answered, he would be in favor of the request.

Motion carried 3-1.

INFORMATIONAL

1. Joint Plan Commission background discussion

D. Buck and D. Cerny summarized the background of the Joint Plan Commission, its roles, and its duties. The formation of the Joint Plan Commission is tied to the Boundary Agreement between the City and the Town. That Agreement was approved by the City and the Town on March 3, 2003, and the Joint Plan Commission had their first meeting on October 1, 2003.

Rakers: emphasizes that the Joint Planning Commission has had a good working relationship and the City and the Town has worked together throughout the parcel.

ADJOURNMENT:

A motion was made by Rovinski and seconded by Hroska to adjourn the meeting. Motion carried 4-0.

Meeting adjourned at 6:13 p.m.

From: [Tim Beyer](#)
To: [David Buck](#)
Subject: Storage units on champeau rd
Date: Wednesday, February 16, 2022 7:31:52 PM

I am NOT in favor of this happening here. I bought my house & property here because of the location & the quiet area . Rezoning to put up those storage units is going to bring alot of extra traffic here , the roads here aren't built for that not to mention all the young kids that ride bikes on the road here too. We have the park & ride here which is enough for us out here !!!!! Thank you for your time !!

From: [Nikki Goral](#)
To: [David Buck](#)
Subject: Letter regarding rezoning request for the 4000 block of Champeau Road
Date: Thursday, February 17, 2022 3:21:33 PM

Feb 17, 2022

Mr. David Buck,

My name is Nichole Goral and my husband and I own the Community Business Zoned building in the Town of Scott at 4050 Champeau Road. I operate the Graphic Design and Sign Business, Image Advantage, located within the building. We also live in the neighborhood at 2479 Maloney Road. We received the notice of rezoning for the (10) acre parcel in the City across the road from our building in the Town of Green Bay.

According to the comprehensive/development plan that the City of Green Bay has for the University Heights Commerce Center, (to be referred to as UHCC,) the request to rezone the parcel in question does not align with those concepts. The parcel is currently zoned for Commercial development, which does not include Self-Storage units as being proposed. University Heights does have zoning developed to meet this need and request on Hemlock Road just a mile away. As such, according to the Light Manufacturing Permitted uses on page 33 of the UHCC, it appears that even in this permitted zoning and use, a Conditional Use permit would also be required. If these conditions are correct, then not only would the property in question require rezoning (prior to the purchase of said property by Mr. Lenss,) it would also need to be approved for a Conditional Use Permit as well. The impetus for this amount of requests for a parcel must only be driven by the purchase price for the ten acre parcel of \$35,000 per acre, which is significantly lower than the other available, currently correctly zoned parcels.

Upon a possible approval of rezoning by the City, there are no guarantees that Mr. Lenss will in fact, purchase said parcel. It is possible he could re-sell to a Light Industrial user that would not fit with the current mixed-use thought process of bounding residential with small community business uses.

The Smart Growth 2022 Concept Plan emphasizes that "Rural Character" should be maintained along with water quality and wildlife habitat. The amount of impervious surface Mr. Lenss would create is significant and with the ESA abutting the entirety of the northern edge of the parcel, his proposal is not suited for this property. This speaks directly to water quality as this "creek" drains to the Bay. Retention type ponds shown on the proposed plan, are a concern due to the impact of creating those reservoirs within 75 feet of a navigable waterway. They do not align with the natural contour of the parcel. This is concerning as there is a residence abutting the proposed plan that is already lower than Champeau Road

and significantly lower in elevation from the highest point of the property near the exit ramp to highway 54. The drainage that crosses Champeau Road between 4030 and 4050 Champeau was not addressed on the site plan. This drainage services the entire Maloney Road/Champeau Road neighborhood. The residents pay an assessment for this drainage annually on their taxes and as such, is a point to address. A significant amount of water drains naturally through this area and any impediment of this flow on the north side of the road will cause catastrophic issues not only for the businesses but the residents as well.

The neighborhood is a quiet mix of Community Businesses, as the Town refers to the commercial buildings at 4030 and 4050 Champeau. Tillmann's Landscape Nursery is a fixture in the Town, and even though they do generate some commercial type traffic, it generally does not impact the neighborhood to the extent that a transient population associated with Self-Storage units, which according to the proposed site plan could number around 600 units at completion, would.

Security is also an issue for the existing businesses. Although the companies here have security systems, lighting, cameras and fences, they have all been cognizant of the residents who live in the neighborhood and communicate regularly if there is suspicious activity. There would be an added burden to maintain a secure working environment for the livelihoods of the business owners and a safe, peaceful neighborhood for the residents. The added transient traffic, the lighting and the 24/7 nature of the Self-Storage industry is not acceptable to the above groups.

In addition to the above mentioned issue is to address how many jobs would be created with this type of use? The goal with any business developments is to create new economic opportunities (jobs) within the community.

Finally, in my position as the Zoning Board of Appeals Chair for the Town of Scott, I reviewed the YouTube footage from the February 3rd meeting of the Joint Plan Commission. The JPC reviewed the materials and input from the applicant at the meeting and voted to recommend denial of the rezoning application. Appreciating that the JPC approached the application from many angles and had relevant discussion items brought forward, I am in agreement with their decision. The Zoning of cities and towns is in place for many years of future development in order to make the area attractive to live, work and play in. Considering the City already has earmarked property for this specific use, pending other conditional permits as needed, less than one mile away, would go against the Comprehensive Plan and the UHCC plan for future development. Also, to be noted, that development does not exist in a vacuum. We must look at development of an area as a whole, regardless if it is in the City or the Town. The Town of Scott recently opened an industrial area of its own on Algoma Road which currently is under construction with business condo warehousing units. The distance between the units in that compliant and zoned area and Mr. Lenss' proposed project is 1.2 miles following the Industrial Park roads

in the Town of Scott, east on Algoma Road, south on Maloney and west to the edge of the parcel in question or similarly approximately 2600 feet in a straight line. As a whole, this would not be an appealing decision to make.

For these reasons mentioned and the current denial recommendation by the Joint Plan Commission, I would respectfully request this application be denied.

Thank you very much for your time.

Nikki Goral
Owner Goral Landholdings
4050 Champeau Road
New Franken, WI 54229
920.465.4500

--

Nikki Goral
Owner, Image Advantage Signs
4050 Champeau Road
New Franken, WI 54229
920-465-4500
www.image-advantage.com

From: [MARK HERMANS](#)
To: [David Buck](#)
Subject: (CPA 21-03) Comprehensive Plan Amendment-4000 Block Champeau Road
Date: Thursday, February 17, 2022 8:32:45 AM

Dear Mr. Buck

My name is Mark J. Hermans and I live in the vicinity of the request for amendment to the Comprehensive Plan - 4000 Block Champeau Road. My address is 4090 Leland Rd. I feel that the Comprehensive Plan that was developed years ago for this area should NOT be amended.

Sincerely,

Mark J Hermans

From: [Madison Hansen](#)
To: [David Buck](#)
Subject: CPA 21-03
Date: Wednesday, February 16, 2022 9:37:36 PM

>> Dear Mr. Buck,

>>

>> My name is Madison Hansen and my family resides at 4067 Leland Road in New Franken. I am contacting you because I strongly oppose the proposed Comprehensive Plan Amendment and rezoning request on the 4000 block of Champeau Road.

>>

>> My parents built our family home in this neighborhood before I was born because it was a secluded, safe environment for me, my sisters, and our dogs to grow up. Since then, traffic has increased in our neighborhood due to the addition of both the Park and Ride and the Aurora Clinic. Over the years, a multitude of questionable activities and individuals have been noted at the Park and Ride, making my family, especially my sisters and I being young women, feel less safe to go walking or running near our home.

>>

>> Building 600 storage units will make our peaceful, family-friendly, residential neighborhood more industrialized and bring in many transient, unfamiliar tenants and vehicles. Increased traffic to the area will make it even less safe to exercise, especially independently as a young woman. Enhanced traffic to the neighborhood will inevitably result in more unfamiliar vehicles arriving in our driveway (the dead end of the road is where our home sits), putting my family on higher alert for stranger danger and giving our home unwelcomed and much unwanted visibility. Please help us keep our little corner of the world secluded and peaceful.

>>

>> I respectfully request that you consider the best interests of my family and my neighbors by denying the rezoning request, and proceed with the original Comprehensive Plan instead.

>>

>> Sincerely,

>> Madison Hansen

From: [Mackenzie Hansen](#)
To: [David Buck](#)
Subject: CPA 21-03
Date: Wednesday, February 16, 2022 9:12:10 PM

> Dear Mr. Buck,

>

> My name is Mackenzie Hansen and my family resides at 4067 Leland Road in New Franken. I am contacting you because I strongly oppose the proposed Comprehensive Plan Amendment and rezoning request on the 4000 block of Champeau Road.

>

> My parents built our family home in this neighborhood when I was 1 year old because it was a secluded, safe environment for me, my sisters, and our dogs to grow up. Since then, traffic has increased in our neighborhood due to the addition of both the Park and Ride and the Aurora Clinic. Over the years, a multitude of questionable activities and individuals have been noted at the Park and Ride, making my family, especially my sisters and I being young women, feel less safe to go walking or running near our home.

>

> Building 600 storage units will make our family-friendly, residential neighborhood more industrialized and bring in many transient, unfamiliar tenants and vehicles. Increased traffic to the area will make it even less safe to exercise, especially independently as a young woman. Enhanced traffic to the neighborhood will inevitably result in more unfamiliar vehicles arriving in our driveway (the dead end of the road is where our home sits), putting my family and I on higher alert for stranger danger and giving our home unwelcomed visibility.

>

> I respectfully request that you consider the best interests of my family and the others in our community by denying the rezoning request, and proceed with the original Comprehensive Plan instead.

>

> Many thanks for your consideration.

>

> Sincerely,

> Dr. Mackenzie Hansen

From: kzima55@aol.com
To: [David Buck](#)
Subject: Rezoning request for 4000 block of Champeau Rd
Date: Thursday, February 17, 2022 3:47:16 PM

David,

My name is Kim Zima and I live at 2485 Maloney Road. I received a letter of the rezoning request by Mr. Seth Lenss for the ten acres in the 4000 block of Champeau Road. I have lived at my home for over 35 years and moved to the country to not have to deal with City type issues.

The amount of traffic, the questionable activities and individuals that this type of development would bring to our neighborhood is unacceptable. As I am aware, the City does not have this type of construction in it's plan for this area but it does less than a mile away off Hemlock Road.

Mr. Lenss recently stopped at my home to convince me his plan was better than having apartments and asked me which I would prefer to have. My response was that I would prefer to have neither! I did not appreciate his implication and threat of other development if I didn't support his plan.

I live in a very family oriented neighborhood with several sets of family members living on Maloney and Champeau. Our neighbors look out for each other and the neighborhood and we enjoy a sense of peace, safety and community because of that. Bringing a demographic that is transient into our neighborhood will remove that sense of safety and security. Along with that, the amount of traffic and the lighting will impact the residents who live here.

For these above reasons, I oppose the rezoning request.

Thank you for your time.

Kim Zima

[Sent from the all new AOL app for Android](#)

From: [STEVEN HANSEN](#)
To: [David Buck](#)
Subject: CPA 21-03
Date: Wednesday, February 16, 2022 8:05:13 PM

Dear Mr. Buck,

My name is Holly Hansen and I reside at 4067 Leland Road New Franken. I am contacting you regarding the proposed Comprehensive Plan Amendment and rezoning request on the 4000 block of Champeau Road. I am highly opposed to this proposal.

My family moved to this neighborhood because it was secluded with very little traffic and a safe environment for our children and pets. Since then, both the Park and Ride and the Aurora Clinic have come into our neighborhood. Traffic has increased as a result, not to mention that many questionable activities and individuals have been noted at the Park and Ride.

The addition of 600 storage units will bring in as many tenants. Traffic will increase significantly making it less safe to walk and bike in our neighborhood. I would also expect more traffic will be venturing down our road (our driveway is the dead end) and there will be an increased awareness of our secluded neighborhood. We have experienced no crime to date in this location and we do not want that to change.

Please deny the rezoning request, let's keep with the original Comprehensive Plan.

Thank you,
Holly Hansen

Sent from my iPhone

From: [Doris Arcuri](#)
To: [David Buck](#)
Subject: Property on Champeau Rd
Date: Thursday, February 3, 2022 12:45:44 PM

Hello, we are the neighbors to the East of the property and would be most affected by the project.

We support the development!

Sincerely,
Frank and Doris
Arcuri

From: [Barbara Popp](#)
To: [David Buck](#)
Subject: zoning on 4000 block Champeau Rd
Date: Wednesday, February 16, 2022 7:08:37 PM

David,

I am against changing the zoning on Champeau Rd from lite commercial to industrial. This area is zoned residential and lite commercial now. I think it is a terrible idea to 'spot' zone industrial here next to residents.

If storage units are built and each rented out to different clientele, that would be a lot of traffic for the road. I think more than the area should have to handle.

I moved out here knowing there was lite commercial near the residential zone and I am not happy to have that changed. So to repeat myself I am **against** changing the zoning to industrial.

Barbara Popp
Homeowner on Maloney Road



2621 Jody Drive - New Franken, WI - 54229
Ph. (920) 406-9380 www.townofscott.com fax: (920) 406-9381

To: Mayor Genrich
100 N. Jefferson Street
Green Bay City Hall
Green Bay, WI 54301

Re: Request to amend the City's Comprehensive Plan for property located in the
4000 Block of Champeau Road, from a future commercial land use designation to light industrial.

Date: March 1, 2022

Mayor Genrich,

Please accept this letter as official correspondence from the Town of Scott; as stating our opposition to the City of Green Bay's consideration to amend the Comprehensive Plan for property along the 4000 Block of Champeau Road.

The City of Green Bay and the Town of Scott has had a good working relationship through our Joint Planning Agreement and the Joint Planning Area. Since 2003 the two communities have worked together cooperatively to develop land use plans in this area. Those cooperative plans were developed to consider both sides the municipal boundaries. This was accomplished with the input from property owners throughout the Joint Planning Area. That community involvement, built consensus, and that consensus was used to develop the future land use plans, which guided this portion of the City's Comprehensive Plan.

It was with great disappointment that the Town of Scott learned of the City Plan Commission's willingness to disregard the citizen input and consensus building that the two communities have built. For almost 20 years the two communities relied on citizens input to guide land use based decision making for over 4,000 acres divided by the two communities. If a change to a Comprehensive Plan is to be considered, it should be done with sound planning principals, and community involvement; not based on individual gain, and to the detriment of the community.

I would like to thank you in advance for helping to rectify this situation and to help guide the City in getting it re-aligned with our shared communities' vision.

Sincerely,

Mike Van Lanen

Mike Van Lanen, Chairman
Town of Scott

From: [Mary Goral](#)
To: [David Buck](#)
Subject: (CPA-21-03) Comprehensive Plan Amendment-4000 Block Champeau Road
Date: Friday, February 18, 2022 1:18:35 PM

Mr. Buck,

We are Wayne and Mary Goral and live at 2470 Maloney Road and have for over 30 years. We moved to this area to be in the country, down a dead end road to enjoy living in a family oriented, safe neighborhood where the neighbors look out for each other. Finding out about the rezoning proposal for the property on the 4000 block of Champeau Road, has caused us great distress.

The area was zoned to be transitional from the neighborhood, buffered by locally owned, community minded businesses and kept as such. To change the zoning from Commercial to Industrial, and for the use that Mr. Lenss is proposing is unacceptable.

First, the neighborhood already has issues with the Park and Ride and the random comings and goings of unsavory individuals there. Adding a significant transient population of mini-warehousing to our neighborhood will only increase the safety risk to the neighborhood. The families in this neighborhood use the roads on Maloney, Champeau and Equestrian to spend time together biking, running and walking in groups. The added traffic and the safety issues with unknown people at all times of the day or night would impact us severely.

Secondly, the added wear and tear on the road, the light pollution and vehicle noise are not something we moved here to deal with. We moved here to get AWAY from these issues.

Third, there is industrial zoning that allows this over by the substation on Hemlock. Why would this individual require this specific parcel to be changed when there are already parcels allotted for this use? I would guess there is some other reason driving this parcel, which he does not own yet. With that, we will have no guarantee if it is rezoned that Mr. Lenss will actually follow through on his proposal. He could re-sell the property, if he purchases it when this is all done and we could have a series of businesses that would be even more detrimental to the welfare of the neighborhood.

Fourth, we are also concerned about our property values. This type of zoning does not make it attractive for families to purchase in this area. Well-maintained office style buildings like the Aurora Clinic are what would fit best for this area.

Finally, if we had moved into this neighborhood and this use was already happening on the parcel, we would have no right to complain. We are not opposed to progress, but plans are put in place to ensure the communities are SAFE, well suited for the use and individuals

who want to live there. For all these reasons, we are opposed to the proposed rezoning.

Thank you.

Wayne and Mary Goral

Sent from my iPad

From: [Chuck Servi](#)
To: [David Buck](#)
Cc: [District One](#)
Subject: CPA 21-03 Comprehensive Plan Amendment - 4000 Block Champeau Road
Date: Monday, February 28, 2022 9:24:31 PM

Dear Mr. Buck,

The purpose of this letter is to register our **opposition** to the amendment to the City's Comprehensive Plan for property located in the 4000 Block of Champeau Road from commercial to light industry. As an owner of Scott Holdings and University Heights LLC (approximately 150 acres on the corner of Highway 54/57. We are concerned for the following reasons:

1. A joint planning commission was put in place to promote and allow for cooperation between two municipalities (City of Green Bay and Town of Scott)
2. They met recently and **unanimously disagreed** with this spot zoning. A development plan was put in place for the property that was annexed to the City to discourage spot zoning and to ensure a benefits for the City and property owners.
3. This is the last major interchange that serves as the gateway to Door County. The City representatives, along with property owners put a plan in place to ensure business and population growth. The plan also considered required amenities for **commercial businesses**.
4. The corner properties are zoned commercial to avoid the numerous calls we received for storage buildings. In our planning discussions the City and property owners agreed it is not in the best interest of the City, nor the property owners to build storage buildings. Storage building will not bring tax increment to this area to assist in paying down infrastructure costs.
5. Last year, Seth Lenss, ICS Properties, LLC tried to have the Town of Humboldt rezone property for storage buildings on the other side of the highway. The Town of Scott, Town of Humboldt and the City of Green Bay expressed in writing their disagreement with this rezoning. At least 50 area residents (from both sides of the highway) were at the meeting to register their opposition to storage building. All of the reasons for denial of this request are still valid and apply to this second request.
6. All adjacent property owners to the property requesting the rezoning are in opposition except for one. It is my understanding, the one party not opposed is a family relative.

Recently, land owners in this business park have begun new conversations with the City Planners, Public Work and the Economic Development Director. It is not the appropriate time to make a decision that would result in spot zoning while these discussion are occurring.

Until these concerns can be addressed it is important that a final decision is **NOT** made at the City Council Meeting of Tuesday, March 1, 2022 at 6:00 PM. We implore you to support this effort.

I will contact you tomorrow morning to further discuss. Thank you for consideration of this issue. I can be reached at 920-621-2549.

Chuck Servi

Scott Holdings LLC
University Heights LLC

Chuck Servi

Vice President/Manufacturing Manager



Phone: 920.468.1000

Direct: 920.406.6152

Web: FEECO.com

This message and any attachments are confidential and are intended for the personal attention of the addressee. Any review, retransmission, dissemination or other use of or taking action in reliance upon this information by persons or entities other than the intended recipient is prohibited. See disclaimer.

From: [Mike Nordman](#)
To: [District One](#); [David Buck](#)
Cc: Seth@lensscustombuilders.com
Subject: (CPA 21-03) Comprehensive Plan Amendment - 4000 Block Champeau Road
Date: Sunday, February 20, 2022 2:50:16 PM

Hello Planners (Ald. Barb Dorf, David Buck, AICP),

My name is Michael Nordman. My wife and I live at 4072 Champeau Road.

We support the request that Seth Lenss is asking for; to amend the City's Comprehensive Plan future land use for the property located in the 4000 Block of Champeau Road and rezone that property.

We think our planners should support the aspirations of our own citizens. If we treat our neighbors and citizens like strangers and then do not give them kindness, compassion, and understanding would that be considered xenophobic?

Let Seth live the American dream and don't let some sort of maybe potential future planning squelch his actual real and present dream.

Let's give our own people a leg up!

Would you please let me know that you have received this email?

Thank you,

Michael W. Nordman
(920) 857-7675



From: [Paul](#)
To: [David Buck](#)
Cc: [Paul](#)
Subject: Rezoning 4000 block of Champeau Road
Date: Thursday, February 17, 2022 10:03:10 PM

Mr. Buck,

My name is Paul Goral. I live at 2479 Maloney Road, New Franken, WI. I am writing regarding the requested rezoning of approximately 10 acres on the north side of the 4000 block of Champeau Road. I am a homeowner at 2479 Maloney Road, which is right around the corner of the mentioned rezoning. We built our home on Maloney Road in 1999 and have enjoyed this location ever since. We had selected this neighborhood for our family because of its rural feel, low traffic quiet dead end road and safe neighborhood. All of these qualities literally disappear with the proposed rezoning of this Champeau Road parcel to light industrial and then proceeding to fill it with mini warehouses.

I understand and can accept future development around our neighborhood but am against any granting exceptions based solely on the convenience of the proposed buyer. There was a joint comprehensive plan developed for a reason between the city and the town so new development could be properly transitioned to the already established areas, including residential areas. Because a proposed buyer feels they should be given an exception does not warrant a right to carry out their plan. In addition, spot rezoning directly next to an established residential area is simply POOR planning.

In closing, I will state again, I am adamantly against rezoning the Champeau Road parcel to industrial. If you consider what both the town and city have already planned for this area in addition to the concerns of the entire adjoining neighborhood, I also see you can not support this type of rezoning request at this location.

Please confirm receipt of this email.

Thanks you,

Paul Goral
2479 Maloney Road
New Franken, WI 54229

From: [Shannon Sorensen](#)
To: [District One](#)
Cc: [David Buck](#); [Dan Madigan](#)
Subject: Opposition to Spot Zoning 4000 Block of Champeau Rd Parcel
Date: Tuesday, March 1, 2022 10:48:27 AM

Good Morning Barb,

On behalf of 7180, LTD (landowners in the area) we are writing in opposition of rezoning land in the 4000 block of Champeau Road. We ask that the decision be delayed until a further date when the University Heights Business District as a whole has been reviewed.

Recently land owners had a joint meeting with members from Community & Economic Development (Neil Stechschulte & Wendy Townsend), Planning & Projects (David Buck) and Public Works (Steve Grenier). They are currently working on changes to the Master Plan that would include rezoning the land as well as looking at sewer, water and traffic patterns for the area. All of these changes would greatly impact the community in a positive way. What can negatively impact the community though, is making a decision on spot zoning without looking at the big picture; like what is being requested with the 4000 Block of Champeau Rd.

We also feel that the opinions of those in City planning, who best understand the consequences of these changes, should be taken more seriously. Although the land is in Green Bay, it falls into an area that affects both the Town of Scott and the City of Green Bay. A joint planning meeting with both municipalities voted unanimously against the rezoning. David Buck and the City Planning Department recommended against the rezoning. The Planning Commission sent it to the City Council with only a 3/2 vote.

It should also be taken into consideration that the 4000 block of Champeau Rd. is on an intersection that affects not just the City of Green Bay & Town of Scott but the Town of Humboldt as well. Last year the same Developer looked to purchase the Champeau Rd. parcel, tried to purchase a parcel on the same intersection but in the Town of Humboldt. The Town of Humboldt voted unanimously against storage units being put on the land.

Highway 54/57 is the last major intersection for the City of Green Bay and one that is highly traveled by people going to Door County. Traffic driving North will look into the property and give a horrible image to the corner if it is zoned industrial; which will hinder future development.

For all the above reasons we are in opposition of spot zoning the land and ask that the decision be delayed until members of Economic Development and Planning can review the area as a whole.

Shannon Sorensen
7180, LTD

Cell: (920)655-2587

From: [William Bitter](#)
To: [David Buck](#)
Subject: 4000 Block Champeau Rd.
Date: Monday, March 14, 2022 11:58:27 AM

Attention Mr.Buck,

I would like to bring my wife and I our opinion of changing the code on Champeau Rd.

We are the newest members of this neighborhood. We have lived here going on three years. We moved here to be outside of the city limits and are afraid of what could happen to our quite neighborhood if the code changes to industrial use. Not only the increase traffic that could come along with a change but take away from the natural beauty and smell of country living. We strongly oppose the amendment to this parcel of land.

If Mr.Lenss did get his way, how close to Dodi and Frank's house would he build his storage buildings? It gives us great pain to think that this could happen right across the street from our home.

Vote No,
William Bitter
4084 Champeau Rd
New Franken

Sent from [Mail](#) for Windows

March 17, 2022

Mr. Paul Neumeyer, Mr. Dave Buck and Ms. Stephanie Hummel,

As a concerned and affected citizen, in a business and resident capacity and as the Town of Scott Zoning Board of Appeals Chair, I urge the City Planning Department and Plan Commission of the City of Green Bay to deny the request by Seth Lenss to change the zoning designation of Brown County, WI Parcel #22 SC-490 in the 4000 Block of Champeau Road, to Light Industrial from Commercial for the reasons listed below. Documentation and verification of information follows each bolded section.

- 1. The area in question is a transitional area between the Town of Scott and the City of Green Bay as indicated in the Border Agreement of June 9, 2003 and as such, does not comply with the agreement to be rezoned ONLY by the City of Green Bay.**

The Joint Plan Commission on February 2, 2022, voted to DENY the request as it does not fit the Comprehensive Plan for this area. The Border Agreement also confirms that ALL planning and issuing of permits etc is to be handled by BOTH the City and Town per #4, #5, #10, #12, Exhibit C, Map B <https://mds.wi.gov/View/BoundaryAgreement?ID=96>

- 2. Current zoning is in compliance with the City of Green Bay Comprehensive Plan, University Heights Commerce Center Protective Covenants and the Smart Growth Plan.**

<https://greenbaywi.gov/DocumentCenter/View/1442/University-Height-Protective-Covenants-PDF>

<https://greenbaywi.gov/DocumentCenter/View/1298/Neighborhood-and-Districts-Plan-PDF>

The Mixed Use designation, section 1 “Purpose” (page 17) clearly delineates this area as “a transitional area between more intensive commercial and light manufacturing districts and the future residential uses in the Town of Scott.” To allow industrial zoning in a residential area would be devastating to the homeowners who would face extreme challenges selling their properties at a fair value. If the proposed use, allowed by a conditional use permit process above and beyond the zoning request, would be constructed, the crime, safety, traffic, light and noise pollution concerns would increase exponentially.

- 3. ALL services including fire protection (hydrants), natural gas, water and high speed internet (Spectrum) ARE IN PLACE and are CURRENTLY BEING USED**

with the exception of a sewerage system. Sewer can be installed as a POWTS (Personal On Site Wastewater Treatment System) as much of the Town is on these systems, ie mound systems or holding tanks. The 57 BP on the corner of Champion Road and Hwy 57 utilizes a mound system for it's entire car wash operation. POWTS estimates are significantly less costly than the argument the developer and agent are claiming for the costs of sewer. One of the

largest sewer and water contractors in the state provided estimates significantly less than the developer and agent provided.



High speed internet



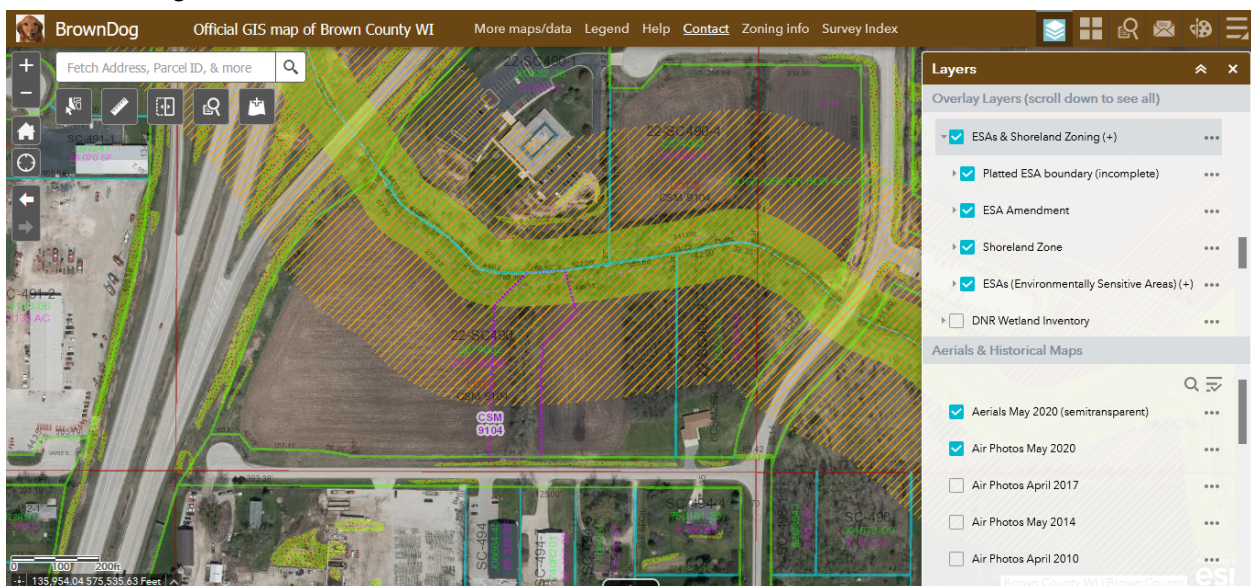
Natural gas



Municipal Water/ Fire protection service

4. The parcel is in an ESA (Environmentally Sensitive Area) and would require extensive planning and approval to move forward.

As shown on the map below from the Brown County GIS with all layers shown regarding ESA's, this parcel abuts a creek that flows to the Bay of Green Bay. The University of Wisconsin Green Bay has undertaken an ecological study in this area for the past few years as part of the Wequiock Creek Watershed. The amount of impervious surface shown in the plan would be challenging to manage even with retention plans due to the amount of run-off from roof surfaces, asphaltting and the residues from vehicular traffic (ie oil and fuel) and storage/use in the self-storage units.



The consideration of the foliage for a “buffer” is not accurate as the majority of the trees in the ESA zone are Ash trees and susceptible to rot, deterioration and the Emerald Ash Borer Beetle. These mature trees would need to be replaced if used as a “selling point” for a buffer between the Aurora Clinic and the storage units.

5. The parcel is a high-visibility lot, on highway 54/57 at the interchange and would be a draw for new commercial development in this highly traveled tourism corridor. This is not an "end of plan" parcel, but rather a parcel which will influence the balance of the development in the 1100+ acre University Heights area.

A project is not begun by conceding to the last possible use of a property. This is not the end of a project and needs to find a use for the last parcel available. Proper and ethical planning pursues the best possible outcomes, not settling for the lowest possible outcome at the beginning.

6. Depiction of the neighborhood by the applicant was not complete. See photos below.

As an established neighborhood with long-term residents, this area has accepted change with the annexation of the Town of Scott areas nearby, the construction of the 54/57 interchange and the construction of the Aurora Clinic and the Park and Ride. It is a family neighborhood mainly designated with the creek being the boundary between the "neighborhood" and the commercial areas for development. Photos below show seven immediate residential properties out of the 14 homes in the neighborhood that would be affected by traffic, light and sound pollution on a 24 hour basis of these units being constructed. An additional property on Leland Lane would be in the direct path of light pollution from this project. A site visit by the Plan Commission would place this rezoning into a more complete picture of why there is much opposition.



Corner of Maloney & Champeau-3 homes ON Champeau. Additional 4 homes in line of sight.



Home directly next to subject parcel with a 10-20' side setback. Storage units could be placed where the small pine tree is located in the photo. Property line is 10' from westernmost corner of residence.

7. An additional concern the residents have is that the clientele of a self-storage unit so close to a major highway system will not only introduce additional crime, like has been experienced in the nearby Park and Ride, but will make crossing the Hwy 54 traffic nearly impossible.

The crossing is within 1000' of the interchange ramp and at the point of convergence from two lanes to one to the east. With the added traffic, and the only inlet/outlet being Hwy 54 and Maloney Road, the likelihood of accidents from clients removing boats, RV's and trailers of outdoor equipment attempting to cross Hwy 54 will be exponential. A resident is a First Responder for County Rescue and the amount of accidents at high traffic, uncontrolled (no traffic light) intersections is extremely high. In fact, the intersection at Champion Road (Hwy K) and Hwy 57, previously mentioned for the 57 BP station, is undergoing reconstruction this year to close off cross traffic due to the number of severe accidents. A 600 unit storage facility will provide far too much exiting traffic and result in more accidents.

8. The Town of Scott has communicated its opposition to this plan via a letter to Mayor Genrich on 3.1.2022.

9. The Town of Humboldt was approached by Mr. Lenss for a similar proposal in 2019 on the west side of 54/57 and was denied August 1, 2019.

Information on this proceeding is found in this link

<https://humboldt-wi.gov/wp-content/uploads/2019/05/2019-06-11-Plan-Comm-agenda-1.pdf>

By stating ones' position as an authority without facts is deceptive. As is claiming that the only use for this parcel is self-storage or a parking lot!

Of special note in the Humboldt case, are the developer's statements that there is bedrock and is unsuitable to build. This is a false statement. The area in question has a lower bedrock level than the nearby escarpment areas and none of the residences in that area required blasting for their basements. The access to the area in question was through a residential, dead-end neighborhood, and by installing 600+ units of transient traffic to be accessed through a neighborhood, to provide income for a single individual is absurd. This position was held by the Town of Scott as well due to the access route would affect the neighborhood located in the Town of Scott.

10. Attached is a petition of concerned individuals opposed to this rezoning including a Town resident who was affected by the Humboldt rezoning attempt.

11. Mr. Lenss currently has a rezoning request in the Town of Red River to rezone Parcel 310182 ASR 33 from RS Single Family Residential to B-1 Business/Commercial.

It is unknown at this time what the use for rezoning this parcel is for. Notice is from the Town of Red River at www.townofredriver.org.

12. Mr. Lenss lives in the Dyckesville area, not the Luxemburg area, on a bay shore property at N8877 Wellers Lane.

<https://www.google.com/search?client=firefox-b-1-d&q=N8877+Wellers+lane+54217>

The post office zip code is Luxemburg, but the physical location is a bay front home in Dyckesville. Rezoning an adjacent parcel for commercial use in this residential area would not be recommended. Moving from a residential zoning to commercial must be carefully considered as would be placing industrial zoning in a neighborhood area.

Conclusion:

The applicant does not currently own the property he is requesting rezoning for, nor did he own the property in the Town of Humboldt. The general theme is that Mr. Lenss is attempting to find a reasonably priced parcel and rezone for his own personal gain without regard to the individuals he will be affecting. Rezoning a parcel for the gain of only one individual and the immense burden and impact around said “plan” does not fit any ethical, moral or planned uses for properties in the City or the Town. Upon rezoning a Conditional Use permit would need to be filed on top of the issue. If the use is violated, the “use” is halted and the City now has a brownfield site, attracting crime, disrepair and inability to reuse the site for many years, until it truly becomes the “last use site.” Please carefully consider the above facts, the input from the neighborhood and community and the past requests that have been denied by both the Joint Planning Commission and the Town of Humboldt.

Thank you for your time and consideration.

Nikki Goral

Homeowner, 2479 Maloney Road, New Franken, 54229

Business Owner, 4050 Champeau Road, New Franken, 54229

Petition attachments.

**Petition to Request Denial of Zoning Change to the City of Green Bay Comprehensive Plan
Regarding the 400 Block of Champeau Road (CPA 21-03)**

Request to the City of Green Bay, WI, and the Town of Scott, WI, both in Brown County in regards to the Joint Plan Commission Meeting on February 3, 2022, the City of Green Bay Plan Commission Meeting on February 21, 2022, the Green Bay City Council meeting on March 1, 2022 and the upcoming City of Green Bay Plan Commission Meeting on March 21, 2022.

We, the undersigned, are concerned and affected citizens of the Town of Scott, who urge the City of Green Bay Plan Commission as well as the City of Green Bay Common Council to **act now to deny the request by Seth Lenss** to change the zoning designation of Brown County, WI Parcel #22 SC-490 in the 4000 Block of Champeau Road, to Light Industrial from Commercial for the reasons including, but not limited to:

1. Current zoning is in compliance with the City of Green Bay Comprehensive Plan and the 6.9.2003 Border Agreement with the Town of Scott as a Transitional Boundary Area.
2. The Joint Plan Commission DENIED the original request at their level. The Town of Humboldt was approached by Mr. Lenss for a similar proposal in 2019 on the west side of 54/57 and was DENIED. Following these precedents, we are asking for denial from the Plan Commission and City Council.
3. The shared road, Champeau, will be impacted significantly by the additional traffic the proposed 600 shed units will produce.
4. The area is an established residential neighborhood and will negatively impact the resident's quality of life by introducing Industrial uses next to residential.

Printed Name	Signature	Address	Date
Nichole Goral		2479 Maloney Rd.	3-15-22
Paul Goral		2479 Maloney Rd	3-15-22
Barbara Schultz		2478 Maloney Rd	3-15-22
Kim Zima		2485 Maloney Rd	3-15-22
Frederick Schultz		2478 Maloney Rd	3-15-22
Lydia Bitter		4084 Champeau Rd.	3-16-22
William Bitter		" "	3-16-22
Ashley York		2473 Maloney Rd	3-16-22
Barbara Popp		2466 Maloney Rd	3-16-22
Mary Goral		2470 Maloney Rd	3-16-22
Mary Goral			

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Printed Name	Signature	Address	Date
WAYNE GORAL	Wayne Goral	2470 Maloney Rd.	3/16/22
HOLLY HANSEN	Holly Hansen	4067 Leland Rd	3/16/22
Steve Hansen	Steve Hansen	4067 Leland Rd	3/16/22
Judy Marcuse	Judy Marcuse	4171 Algoma Rd	3/16/22
Darrell Marcuse	Darrell Marcuse	"1"	"1"
Steve Deppay JR	Steve Deppay JR	2584 Bay Settlement RD	3-16-22
STEVE DEPPAY SR.	Steve Deppay Sr	3866 Algoma Rd	3-16-22
Tina Beyer	Tina Beyer	2466 Maloney RD	3/16/22
Brian York	Brian York	2473 Maloney RD	3/16/22
Sharon Kruehl	Sharon Kruehl	2469 Edmund Rd	3.16.22

From: FSCHULTZ2@new.rr.com
To: [David Buck](#)
Subject: Zoning opposition letter
Date: Wednesday, March 16, 2022 9:02:03 PM

Good Morning David,
We are Barb and Fred Schultz and we have resided at 2478 Maloney Road for the last 50 years. We have become aware of the rezoning request for the 4000 block of Champeau Road from Commercial to Light Industrial. We are opposed to the request as it does not follow the Comprehensive Plan the City has set forth for this area. There is currently Light Industrial Zoning off of Hemlock Road, less than a mile away, where this purposed use of mini-warehousing would be allowed.

The location of the parcel in question is a mixed use area with residential parcels across the street in the town of Scott. Champeau Road is a rural road and the added traffic for as many as 600 units will deteriorate not only the road but the neighborhood with a varied, transient population. Neighborhood safety, pollution and water run-off from nearly ten acres of "parking lot" is not acceptable. Property values will go down. This project will also create major problems for the intersection of Maloney Road and State Highway 54. Also where will all of the water runoff from the snow in the winter and the rain during the other seasons go? Down to the creek that flows into Wequiock Falls and then to the bay, we will have excess flowage and a lot of garbage besides. I've never seen a storage facility that didn't have trash from people and garbage left behind. Also who will be monitoring the questionable activities going on at all hours.

For the reasons described, we oppose the rezoning request.

Thank you for your time.
Barb and Fred Schultz

From: [Barbara Popp](#)
To: [David Buck](#)
Subject: Zoning on 4000 Champeau Road
Date: Thursday, March 17, 2022 11:46:07 AM

To Whom It May Concern:

I am against the change of zoning on Champeau Road. I sent an email for the February meeting stating that. I am against "spot" zoning. I don't like the added traffic this will bring to our neighborhood. We deal with some 'riff raff' from the Park and Ride and I think this will add to that. Will people be running a small business out of their rented unit?

I was very disappointed with the meeting in February. I do not think it was ran very well. I thought when an item was motioned and then seconded that the vote was to follow immediately after. I did not think it was proper for the person heading the meeting putting his own spin on the matter before the vote. It was like he knew they were not voting according to his own so he needed to confuse people. Speak of confused! It looked to me that at least two people did not do their homework before attending. I don't think they were very informed on what the issue was. I would not be surprised if not everyone knew the area if they had to drive out here. It is upsetting to know that they are voting on something they know little about. I would be very embarrassed if that was me on that board.

I think it is wrong that lies can be told to make your side look good. Does anyone on that board know they were lied to? That property can be used for more than just a parking lot. Tillman's truck only goes out in the morning and returns late in the afternoon, they do not run in and out all day. And when everyone is told that they have 3 minutes to talk and then let one side continue far beyond that. So wrong! This was a circus!

My question is how many of you would like to have **a very large number** of storage units a block from your home? Do you want the added traffic? Speaking of added traffic, who is going to pay for road repairs because of the extra traffic?

Please send the Zoom connection for the meeting. thank you

Barbara Popp
Homeowner on Maloney Road

From: [Sijhansen](#)
To: [David Buck](#)
Subject: Proposed Comprehensive Plan Amendment and rezoning request on the 4000 block of Champeau Road
Date: Wednesday, March 16, 2022 12:25:42 PM

Dear Mr. Buck,

My name is Holly Hansen and I reside at 4067 Leland Road New Franken. I am contacting you regarding the proposed Comprehensive Plan Amendment and rezoning request on the 4000 block of Champeau Road. I am opposed to this proposal.

My family moved to this neighborhood because it was secluded with very little traffic and a safe environment for our children and pets. Since then, both the Park and Ride and the Aurora Clinic have come into our neighborhood. Traffic has increased as a result, not to mention that many questionable activities and individuals have been noted at the Park and Ride.

The addition of 600 storage units will bring in as many tenants. Traffic will increase significantly making it less safe to walk and bike in our neighborhood. I would also expect more traffic will be venturing down our road (our driveway is the dead end) and there will be an increased awareness of our neighborhood. We have experienced no crime to date in this location and we do not want that to change.

Please deny the rezoning request, let's keep with the original Comprehensive Plan.

Thank you,
Holly Hansen

From: kzima55@aol.com
To: [David Buck](#)
Subject: Rezoning of 4000 Block Champeau Rd
Date: Wednesday, March 16, 2022 2:05:17 PM

Dear Mr. Buck,

My name is Kim Zima and I live at 2485 Maloney Rd. I have received the letters regarding the rezoning request by Mr. Seth Lenss for the rezoning of the 4000 block of Champeau Rd from commercial land use to light industrial land use. I am writing to express my opposition to this zoning request.

The proposed change does not follow the Comprehensive Plan previously set in place for this area. There have been multiple storage buildings going up in this area recently. None of them have been approved along Highway 54/57. I believe the proposed site with 600 storage units would be an eyesore to the multiple tourists traveling this stretch of highway. Also the amount of traffic going down Maloney Rd and Champeau Rd 24/7, the questionable activities, and the individuals that this type of development would bring is unacceptable and very concerning to me.

I moved to this area over 35 years ago to be in a rural setting and I feel safe here. The neighborhood includes families with small children who walk and bike these roads without the worry of high traffic. My neighbors look out for each other. Bringing a 600 unit storage facility into this area will remove this sense of security and safety.

I also have environmental concerns on how this proposed project will affect Wequiock Creek that runs adjacent to this plot of land. Wequiock Creek flows to the Wequiock Falls. Have the possible adverse effects to the creek been investigated? This large development will add increased light pollution to this rural area as well.

Therefore I respectfully request that the requested rezoning be denied.

Thank you for your attention to this matter.

Sincerely,

Kim Zima

[Sent from the all new AOL app for Android](#)

From: [Mackenzie Hansen](#)
To: [David Buck](#)
Subject: CPA 21-03
Date: Wednesday, March 16, 2022 12:17:05 PM

>

> Dear Mr. Buck,

>

> My name is Mackenzie Hansen and my family resides at 4067 Leland Road in New Franken. I am contacting you because I strongly oppose the proposed Comprehensive Plan Amendment and rezoning request on the 4000 block of Champeau Road.

>

> My parents built our family home in this neighborhood when I was 1 year old because it was a secluded, safe environment for me, my sisters, and our dogs to grow up. Since then, traffic has increased in our neighborhood due to the addition of both the Park and Ride and the Aurora Clinic. Over the years, a multitude of questionable activities and individuals have been noted at the Park and Ride, making my family, especially my sisters and I being young women, feel less safe to go walking or running near our home.

>

> Building 600 storage units will make our family-friendly, residential neighborhood more industrialized and bring in many transient, unfamiliar tenants and vehicles. Increased traffic to the area will make it even less safe to exercise, especially independently as a young woman. Enhanced traffic to the neighborhood will inevitably result in more unfamiliar vehicles arriving in our driveway (the dead end of the road is where our home sits), putting my family and I on higher alert for stranger danger and giving our home unwelcomed visibility.

>

> I respectfully request that you consider the best interests of my family and the others in our community by denying the rezoning request, and proceed with the original Comprehensive Plan instead.

>

> Many thanks for your consideration.

>

> Sincerely,

> Dr. Mackenzie Hansen

March 16, 2022

Mr. Buck and to whom this may concern:

Re: (CPA 21-03) Comprehensive Plan Amendment – 4000 Block Champeau Rd

My name is Mary Goral, 2470 Maloney Road and I have lived here for 30 years.

The meeting held on February 22, 2022 was very disappointing. I did not feel it was run by law in the proper manner.

- First question for the members of the Planning Committee: Did you take the time and come and look at this parcel that is being proposed so you can make a wise informative decision that would benefit everyone concerned not just ONE person, Mr. Lenss. His representatives can twist his request any way they want, but do they have the information to back up what they say? Does Aurora want 600 storage units in their front yard? I would think they would want something that would enhance their investment. Does the neighborhood want this?
- Mr. Lenss is requesting that his parcel on Champeau Road be rezoned from commercial to light industrial. The proposal to add 600 + storage units is NOT what this area needs. The proposed drawings may look pretty on paper, but it is another thing to maintain and supervise these units.
- Let me ask you this question: Would you want this in your neighborhood, by YOUR HOME? The traffic, noise, pollution as you are trying sleep, walk or bike with your family. No sidewalks here. This is a dead end road in which the cars would come in and out the same way. The traffic from these 600 units would be 24 hours a day, 7 days a week. Not regular business hours. We already have the park and ride down our road that causes issues.
- What is the percentage of existing businesses and home owners in the surrounding area that approve this rezoning besides the people selling the property??
- I am not against progress, but put these storage units where there is existing industrial zoning down on Hemlock where it would benefit everyone! The almighty dollar is talking here, NOT common sense. Six hundred storage units, down a dead end road, in an existing neighborhood.
- I want to continue to feel safe with my family.
- I am AGAINST this request / proposal 100%. I have signed a petition requesting this proposal not to go through.

Thank you.
Mary Goral

From: [Paul](#)
To: [David Buck](#)
Cc: [Paul](#)
Subject: Re: Rezoning 4000 block of Champeau Road
Date: Wednesday, March 16, 2022 5:50:09 PM

Mr. Buck,

My name is Paul Goral. I live at 2479 Maloney Road. I am also an owner of Goral Landholdings, which owns a community business building located at 4050 Champeau Road, across the street from the petitioned parcel. I am writing to state my continued strong objection to the rezoning request at the 4000 block of Champeau Road.

Throughout my career, I have led the planning of large multisite masterplans for a Fortune 100 company and managed large expansion and infrastructure projects. I would like to comment on a few areas of concern. Community planning is done for several main reasons; to ensure consistency with agreed upon zoning, to identifying transition zones and ultimately prevent inconsistencies in zoning. Going back to planning 101, this rezoning request is an immediate fail. It doesn't provide any alignment with the town and the city joint plans. The joint plan commission has already reviewed the request and recommended the denial of this rezoning request.

I would also like to note, during the last Plan Commission meeting held on 2/21/2022, the petitioner claimed the parcel was not economical for other uses and underscored it as a wasteland. I want to make it very clear the subject property is indeed a viable commercial property with high speed internet, city water, natural gas, fire protection hydrant service, and 3phase power (required for large HVAC systems) all at the property line. Sanitary sewer service is available on Maloney Road and also west of Hwy 54/57 on Chapeau Road. Both locations could be available to this parcel owner at less than half the cost claimed by the petitioner. The other option is an onsite septic service (mound system or holding tank) that can be obtained just like all the businesses (including my business building) in the surrounding area. In fact, a car wash on Hwy 57 recently installed a private mound system for waste water treatment. All these options are viable and still economical for a new owner. I know, because I put in a private septic system at my business on Champeau Road. I also enjoy the high speed internet, reasonably priced natural gas heat and reduced rate building insurance because there is a hydrant across the road.

I have spoken to all my neighbors, who have all adamantly objected to this rezoning. During the last rezoning meeting on 2/21/2022, the petitioner claimed support from the resident directly east of the parcel, except he did not tell the whole story. The petitioner failed to mention the homeowner will directly benefit from the sale because it is an immediate family property that is being sold. The corner of their house garage is 10 feet from the proposed rezoned parcel. I wonder how this resident will ever be able to sell their house if this rezoning was completed?

In summary, this rezoning request is inconsistent with the Town of Scott and the City of Green Bay's joint plan who have worked cooperatively to develop the right plan for this transition area. Solely benefitting this petitioner at the expense of the public is not a valid consideration.

Also, please include the below letter of rezoning objection from the 2/21/2022 Planning

meeting. I missed the original cut off date and did not make it into the package for that meeting.

Thank you,
Paul Goral

Sent from my iPhone

On Feb 18, 2022, at 2:13 PM, David Buck <David.Buck@greenbaywi.gov> wrote:

Thank you for your comment Paul.

The packet for the Plan Commission was published yesterday so I am unable to add your comment to the packet however I will share the details of your e-mail with them at the meeting itself. The City encourages you to attend the virtual meeting to express your opinion "in person" but rest assure it will be shared if you are in attendance or not. I have attached a copy of the notice letter with link for your convenience.

David Buck, AICP

Principal Planner

City of Green Bay

Department of Community & Economic Development

920.448.3411

david.buck@greenbaywi.gov

<image001.jpg>

www.greenbaywi.gov

-----Original Message-----

From: Paul <paulgoral@msn.com>

Sent: Thursday, February 17, 2022 10:03 PM

To: David Buck <David.Buck@greenbaywi.gov>

Cc: Paul <paulgoral@msn.com>

Subject: Rezoning 4000 block of Champeau Road

Mr. Buck,

My name is Paul Goral. I live at 2479 Maloney Road, New Franken, WI. I am writing regarding the requested rezoning of approximately 10 acres on the north side of the 4000 block of Champeau Road. I am a homeowner at 2479 Maloney Road, which is right around the corner of the mentioned rezoning. We built our home on Maloney Road in 1999 and have enjoyed this location ever since. We had selected this

neighborhood for our family because of its rural feel, low traffic quiet dead end road and safe neighborhood. All of these qualities literally disappear with the proposed rezoning of this Champeau Road parcel to light industrial and then proceeding to fill it with mini warehouses.

I understand and can accept future development around our neighborhood but am against any granting exceptions based solely on the convenience of the proposed buyer. There was a joint comprehensive plan developed for a reason between the city and the town so new development could be properly transitioned to the already established areas, including residential areas. Because a proposed buyer feels they should be given an exception does not warrant a right to carry out their plan. In addition, spot rezoning directly next to an established residential area is simply POOR planning.

In closing, I will state again, I am adamantly against rezoning the Champeau Road parcel to industrial. If you consider what both the town and city have already planned for this area in addition to the concerns of the entire adjoining neighborhood, I also see you can not support this type of rezoning request at this location.

Please confirm receipt of this email.

Thanks you,

Paul Goral
2479 Maloney Road
New Franken, WI 54229

<CPA 21-03 Property Ltr_2.pdf>

March 16, 2022

Mr. Buck and to whom this may concern:

Re: (CPA 21-03) Comprehensive Plan Amendment – 4000 Block Champeau Rd

My name is Wayne Goral and I live at 2470 Maloney Road.

I can't believe it!

I can't believe that this issue has gotten this far.

I can't believe the city is looking to put 600 sheds in a 10 acre site. The site is a beautiful parcel with a nice slope and a creek in the back. The site would be awesome for a something that would need a beautiful few such as a business and or condos.

When the city annexed this area, I attended the meetings. I can remember when I spoke with the city planners, I said, I hope you are not going to put any sheds in this area. One of the planners replied that would never happen. It would be an upscale park.

Where is the consideration for Aurora Clinic, the pillar of the park? The trees that border this property are mostly ash trees, so in time there would be no division of the properties. Do you think Aurora would have built there if there was 600 sheds in there front yard? You would not want to lose Aurora in this park with your proposal.

We have lived here for 30 years, it is an awesome area to raise a family. The families all work together in this area to keep it safe. Having 600 sheds would be dangerous for our neighborhood and make the park unsightly.

When I give directions to someone coming to our home, I tell them to take the exit by Aurora and then take another right. I do not want to say take the exit by the unsightly sheds!

Thank you.
Wayne Goral



Report to the Green Bay Plan Commission

MEETING DATE

March 21, 2022

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # E.2

(ZP 22-08) Public Hearing on request to partially rezone 2475 University Avenue from General Commercial (C1) to Highway Commercial (C2), submitted by Justin Barnes, on behalf of SRL2 Inc., property owner (Ald. Lefebvre, District 6).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. ZP 22-08 Class 2 Pub PC Mtg

For Official Notice:

**Public Notification
Rezoning
2475 University Avenue
(ZP 22-08)**

The Green Bay Plan Commission will hold a public hearing on **Monday, March 21, 2022**, at 6:00 p.m. If you wish to participate in a public hearing, you may access the meeting by the internet or telephone using the access code below.

Join Zoom Meeting

<https://us02web.zoom.us/j/84137675822?pwd=L2EyVlpDSlZGZlFjcmlpWnZlOEVnUT09>

Meeting ID: 841 3767 5822

Passcode: 483400

One tap mobile

+1 312 626 6799,,84137675822# US (Chicago)

+1 646 876 9923,,84137675822# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 646 876 9923 US (New York)

Find your local number: <https://us02web.zoom.us/j/84137675822?pwd=L2EyVlpDSlZGZlFjcmlpWnZlOEVnUT09>

The hearing is regarding the following:

(ZP 22-08) Consideration with possible action on request to rezone 2475 University Avenue from General Commercial (C1) to Highway Commercial (C2), submitted by Justin Barnes, on behalf of SRL2 Inc., property owner (Ald. Lefebvre, District 6).

Public comments will be invited at the public hearing or can be sent in writing to:

City of Green Bay

Community and Economic Development

Attn: Stephanie Hummel

100 N. Jefferson St., Rm. 608

Green Bay, WI 54301

For additional information, contact Stephanie Hummel at (920) 448-3424 or

Stephanie.Hummel@greenbaywi.gov.

Publication Dates: March 7, 2022, and March 14, 2022



Report to the Green Bay Plan Commission

MEETING DATE

March 21, 2022

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # E.3

(ZP 22-08) Consideration with possible action on request to partially rezone 2475 University Avenue from General Commercial (C1) to Highway Commercial (C2), submitted by Justin Barnes, on behalf of SRL2 Inc., property owner (Ald. Lefebvre, District 6).

BACKGROUND

Primary Address: 2475 University Avenue

Aldersperson/District: Ald. K. Lefebvre / District 6

Reason for Request: The proposed rezoning would allow for the development of any allowed use within the C2 zoning district, with the applicant specifically requesting a car wash on a portion of this site.

Surrounding Zoning and Land Uses:

SUBJECT: General Commercial (C1); Commercial- Mall

NORTH: Right-of-Way & Varied-Density Residential (R3); University Avenue & Multi-Family Apartments

SOUTH: Highway Commercial (C2); Commercial- Car Sales

EAST: Varied-Density Residential (R3) & General Commercial (C1); Single-Family Homes & Apartments, Commercial- Car Sales

WEST: Community Center Commercial (C3); Commercial- Grocery and Food Services

Comprehensive Plan: The 2022 Smart Growth Plan designates this area for Commercial uses.

Report: The subject parcel, 2475 University Avenue, is a 3.405-acre corner lot with street frontage along University Way and University Avenue. The applicant is requesting a rezone for the northwest portion of this lot, with a Certified Survey Map (CSM) being completed to divide this portion into a separate lot. The CSM is required to be completed before approval of this rezoning to avoid split-zoning on the existing lot. The new lot is proposed to be 1.28 acres. It is currently zoned General Commercial (C1) which does not allow auto-focus uses, including car washes. The applicant is requesting a rezoning to Highway Commercial (C2), which allows car washes as a permitted use. Standard site plan review will be required for this use, as well as the enforcement of the following land development standards:

Section 44-1584(j):Carwash.

- 1. The carwash shall be completely enclosed when not in operation.*
- 2. Any access drive shall be located at least 30 feet from any public street intersection, measured from the interior curbline commencing at the intersection of the street.*
- 3. Any carwash line exit shall be at least 30 feet distant from any street line.*
- 4. Sound from any speakers used on the premises shall not be audible at the boundary of any surrounding residential district or on any residential property.*
- 5. Water from the carwash shall not drain across any sidewalk or into a public right-of-way.*

The rezoning to C2 is consistent with the Comprehensive Plan. Staff believes this rezoning and allowable

uses within the C2 district are appropriate given the location of the proposed parcel on the corner of the site. Because of the wide adjacent right-of-way and nearby highway interchange, there would be limited new driveway access to this site (if any), which is positive for traffic control with C2 zoning and associated uses, as well as queuing for the proposed car wash use.

Ald. Kathy Lefebvre and adjacent property owners within 200 ft. have been notified of the request. As of the drafting of this report, staff had received no inquiries regarding the request.

RECOMMENDATION

Approval of the Request.

FISCAL IMPACT

ATTACHMENTS

1. ZP 22-08 Map
2. ZP 22-08 Street View
3. ZP 22-08 Site Plan
4. ZP 22-08 Applicant Narrative





Robert E. Lee & Associates, Inc.
 ENGINEERING, SURVEYING, ENVIRONMENTAL SERVICES
 1250 CENTENNIAL CENTRE BOULEVARD HOBART, WI 54155
 920-662-9641 www.releeinc.com



Robert E. Lee & Associates, Inc.
Engineering • Surveying • Environmental Services

1250 Centennial Centre Boulevard • Hobart, WI 54155 • 920-662-9641 • www.releeinc.com

February 25, 2022

Mr. Paul Neumeyer, Zoning Administrator
CITY OF GREEN BAY
100 N Jefferson St
Green Bay, WI 54301

RE: Club Carwash ▲ University Ave ▲ Rezoning Permit Application

Dear Mr. Neumeyer:

On behalf of Club Car Wash, Robert E. Lee & Associates, Inc. is submitting the attached Rezoning Permit application and associated documentation for the proposed car wash development on parcel number 21-1251-1 (2475 University Ave). The request is to rezone this property from C1 to C2. The rezoning is only being requested for the far southwest corner of this parcel. See the attached legal description and exhibit illustrating this portion of the parcel being requested for rezone. A Certified Survey Map is currently being drafted and will be submitted shortly for City review which formally creates this area as a separate parcel.

The proposed project includes the construction of a 6,044 square foot automated car wash building and the associated paved parking lot, driveways, and vacuum stations. A concept site plan is also included with this submittal. As can be seen on the concept plan, the overall project also includes extending Jenny Lane to University Ave and creating 2 additional future commercial lots that will remain zoned C1 at this time. The proposed car wash will be open Monday to Saturday from 7:00 AM to 8:00 PM during the summer and 7:00 AM to 7:00 PM during daylight savings. The car wash will only be open 8:00 AM to 8:00 PM or 8:00 AM to 7:00 PM on Sundays. The car wash will have 3-4 employees on site during all hours of operation. The vacuum stalls will be self-serve but the carwash will be staffed at all times.

Please do not hesitate to contact me regarding any questions.

Sincerely,

ROBERT E. LEE & ASSOCIATES, INC.

Aaron Breitenfeldt, P.E.
Project Manager

AJB

ENC.



Report to the Green Bay Plan Commission

MEETING DATE

March 21, 2022

PREPARED BY

Wendy Townsend, Economic Coordinator

AGENDA ITEM # E.4

(PP 22-01) Consideration with possible action on the Downtown Green Bay Inc. Business Improvement District's (BID) year-end reporting for 2021.

BACKGROUND

The Planning Commission is required to review the year-end financial reports of each Business Improvement Districts (BID) as stated in the BID handbook.

RECOMMENDATION

Staff is recommending approval of the annual financial report(s) as submitted for 2021.

FISCAL IMPACT

ATTACHMENTS

1. DGBI and Charities 2021 Budget vs. Actual Summary
2. 2021 DGBI & Charities Budget vs. Actual

Downtown Green Bay and Charities, Inc. 2021 Budget vs. Actual Notes

- The total Special Events Revenue and Sponsorships came in much lower than anticipated (\$48,216 less) for the 2nd year in a row due to the strain on business sponsorships and ability to hold some events due to Covid-19.
- Covid-19 relief funds were received from the CARES funding through the City of GB (\$28,750) and two PPP loans were forgiven (\$134,540). This funding has helped us retain our employees during the uncertainty of '20 and '21 and will continue to be used in '22.
- Staffing Expenses were lower than budgeted due to the turnover and restructuring of the Marketing Manager, Assistant Director, Event Manager, and Farmers Market Manager positions.
- The Physical Improvements budget is off mainly because the downtown planter expenses were originally placed here, but then actually paid for by Grown and Glow restricted funds. This change is reflected in the '22 budget.
- Marketing expenses were less than budgeted. One reason is that we printed one edition of Year in the City Guides instead of the three that would have happened if not for the uncertainty of Covid-19.

DGBI & Charities 2021 Budget vs. Actual						
					2021 Budget in Operating Plan	2021 Final
Income						
				4030 · Contributions Income		
				4071 · OMSI Administrative Fees	\$59,782	\$59,782
				4072A - Special Events Revenue/Sponsorships (Charities)	\$287,390	\$239,174
				4077 · Stadium Tax \$ Reimbursement-DGBI	\$0	\$0
				7010 Interest Income (Money Market Account) & Misc.	\$50	\$52
				CARES Funding from the City of Green Bay	\$0	\$28,750
				PPP Funding	\$67,270	\$134,540
				SBA EIDL Advance Received in 2020	\$7,000	
				4740 · BID Revenue	\$266,698	\$265,862
				Total Income	\$688,190	\$728,159
Expense						
				Total 5800 · Administrative Expense		
				DGBI Staff	\$129,860	\$125,302
				OMSI Staff	\$59,693	\$56,056
				Charities Staff	\$157,581	\$148,384
				SEP Contribution	\$8,831	\$8,604
				Payroll Taxes	\$27,000	\$26,136
				Workmen's Comp	\$1,300	\$1,927
				Employee Health Insurance	\$3,000	\$4,500
				*Gray columns to be paid 41% by OMSI & Charities		
				Total Admin including DGBI, OMSI & Charities Staffing	\$387,265	\$370,909
				6000 · Operating Expense		
				6020 · Building Rent & Utilities	\$26,400	\$25,863
				6060 · Telephone & Internet	\$3,320	\$3,364
				6084 · Business Insurance	\$8,000	\$4,932
				6100 · Office Supplies	\$1,600	\$1,426
				6120 · Postage	\$250	\$213
				6140 · Dues and Subscriptions	\$1,600	\$2,007
				6150 · Banking Charges	\$180	\$220
				6160 · Non-Profit Licenses/Fees/Personal Prop. Taxes	\$100	\$87
				6220 · Accounting (Audit)	\$12,000	\$10,315
				6240 · Training/Education/Staff Search/Recruitment	\$1,500	\$960
				6300 · Business Expense/Travel/Meetings/Parking/Misc.	\$2,000	\$3,092
				6420 · Repairs & Maintenance	\$1,200	\$613
				6490 · Equipment, Copy Machine, Technology	\$2,500	\$1,235
				6490A-Office 365	\$700	\$698
				Total 6000 · Operating Expense	\$61,350	\$55,025
				6800 · Program Expense		
				6830 · Physical Improvements	\$100	\$1,688
				· Holiday Wreath Lighting & Décor, Window Décor	\$2,000	\$2,453
				· Clean Team and Adopt-a-Block for litter and weeds	\$2,000	\$1,747
				· Banner Repair and Maintenance	\$500	\$163
				· Public Art	\$2,000	\$1,573
				· Planters *Most Planter and Hanging Basket expenses will be paid for through Grow and Glow Restricted Funds	\$11,600	\$722
				6840 · Business Development	\$12,650	\$5,891
				6860 · Marketing & Public Relations	\$26,730	\$16,080
				Special Event Expenses	\$158,095	\$181,400
				Total Program & Special Event Expenses	\$215,675	\$211,717
				Total Expense	\$664,290	\$637,651
				Net Income	\$23,901	\$90,508



Report to the Green Bay Plan Commission

MEETING DATE

March 21, 2022

PREPARED BY

Wendy Townsend, Economic Coordinator

AGENDA ITEM # E.5

(PP 21-02) Consideration with possible action on the Olde Main Street Business Improvement District's (BID) year-end reporting for 2021.

BACKGROUND

The Planning Commission is required to review the year-end financial reports of each Business Improvement District's (BID) as stated in the BID handbook.

RECOMMENDATION

Staff is recommending approval of the annual financial report(s) as submitted for 2021.

FISCAL IMPACT

ATTACHMENTS

1. OMSI 2021 Budget vs. Actual Notes
2. 2021 OMSI Budget vs. Actual

OMSI 2021 Budget vs. Actual Notes

- The Contributions and Sponsorship totals are \$20,000 short of what was budgeted for. This is due to the continued strain on businesses for Corporate Sponsorships, and the fact that we were not able to hold as many events due to Covid-19 and the construction around Whitney Park.
- Overall, we show a budget shortfall of \$1,825 which was a result of keeping expenses in check when we knew revenues would be lower, and not incurring expenses on the events that we are unable to hold.
- Business Insurance pricing is higher because we switched our carrier mid-year and had a more thorough evaluation of our insurance coverage.
- \$2672 was spent on 20 new banners to replace ones that were torn/worn out.
- WPS increased their billing on the light poles used for the holiday wreaths.
- Art on Main are restricted funds to be used only towards Public Art initiatives in the Arts District. These funds are not included on the annual budget. In 2021, Olde Main received \$12,200 in fundraising, mainly from Give Big Green Bay. \$5958.00 was spent in 2021 and \$6242.00 remains available for use in 2022.

OMSI 2021 Budget vs. Actual		
	2021 Budget	2021 Final
Revenues		
BID Assessments	\$58,071	\$59,885
Contributions & Sponsorships*	\$47,225	\$27,418
Planter Program Revenue	\$8,550	\$8,100
Total Revenue	\$113,846	\$95,403
Expenses		
Administrative Fees	\$59,782	\$59,782
Operating		
Insurance	\$2,300	\$4,683
Postage & Meetings & Misc.	\$300	\$109
Legal/Accounting/Audit	\$7,800	\$6,560
Training/Education/Mileage/Dues & Subs.	\$500	\$589
Equipment/Office Supplies	\$700	\$158
Total Admin & Operating Expense	\$71,382	\$71,881
Programs		
Physical Improvements		
Greenspace/Planter Program	\$10,800	\$11,128
District Appearance	\$500	\$95
Three Corner Marker Flag	\$250	\$532
Holiday Decorations and Banner Maint.	\$100	\$4,182
Public Art Contribution	\$2,000	\$0
<i>Total Physical Improvements</i>	<i>\$13,650</i>	<i>\$15,937</i>
Business Development		
Business Recruitment & Retention	\$2,000	\$267
<i>Total Business Development</i>	<i>\$2,000</i>	<i>\$267</i>
Marketing & Events		
Website	\$804	\$808
Branding/Guides/Public Awareness	\$3,179	\$2,746
Gallery Nite/Artisan Nite on Cedar	\$3,000	\$2,539
ArtMainia		
Summer in the Park		\$0
Theater / Comedy in the Park	\$3,000	\$2,536
Annual Meeting-Year in Review	\$1,000	\$0
Small Business Saturday	\$400	\$514
Summer Solstice		\$0
Galentines Day	\$400	\$0
New Events/Music	\$5,000	
<i>Total Marketing and Events</i>	<i>\$16,783</i>	<i>\$9,144</i>
Total Programs	\$32,433	\$25,347
Total Expense	\$103,815	\$97,228
Net Income	\$ 10,032	\$ (1,825)



Report to the Green Bay Plan Commission

MEETING DATE

March 21, 2022

PREPARED BY

Wendy Townsend, Economic Coordinator

AGENDA ITEM # E.6

(PP 22-03) Consideration with possible action on the On Broadway Inc. Business Improvement District's (BID) year-end reporting for 2021.

BACKGROUND

The Planning Commission is required to review the year-end financial reports of each Business Improvement District's (BID) as stated in the BID handbook.

RECOMMENDATION

Staff is recommending approval of the annual financial report(s) as submitted for 2021.

FISCAL IMPACT

ATTACHMENTS

- I. BID Report 2021

2021 Broadway BID

	Budget	Actual
<u>Administrative</u>		
Admin Allocation		
To assist with payment of administrative expenses including but not limited to rent, telephones, internet, office supplies, utilities, and salaries necessary to execute the proposed activities.		
	\$ 66,628.00	\$ 74,466.00
BBID Annual Audit		
2020 audit	\$ 2,000.00	\$ 2,000.00
Total Administrative	<u>\$ 68,628.00</u>	<u>\$ 76,466.00</u>
<u>Total</u>	<u><u>\$ 68,628.00</u></u>	<u><u>\$ 76,466.00</u></u>

Actual BID Proceeds

2/25/2021 2021 BID Proceeds	\$ 73,389.00
2/25/2021 2020 Delinquent Collection	\$ 794.00
6/2/2021 2020 Delinquent Collection	\$ 1,781.00
9/30/2021 2020 Delinquent Collection	\$ 502.00
	<u>\$ 76,466.00</u>



Report to the Green Bay Plan Commission

MEETING DATE

March 21, 2022

PREPARED BY

Wendy Townsend, Economic Coordinator

AGENDA ITEM # E.7

(PP 22-04) Consideration with possible action on the Military Avenue Business Improvement District's (BID) year-end reporting for 2021.

BACKGROUND

The Planning Commission is required to review the year-end financial reports of each Business Improvement District's (BID) as stated in the BID handbook.

RECOMMENDATION

Staff is recommending approval of the annual financial report(s) as submitted for 2021.

FISCAL IMPACT

ATTACHMENTS

- I. SKM_C3320i22031713510

Military Avenue Business Inc.			Budget for 2021 vs Actual			
Revenue			2021 Budget	Totals	Actual	Difference
301	BID Assessments		99,388		99,124	-264
302	Donations/Pd. Partnerships		2,000			
303	Grants-restricted income		5,000			
310	Event Funds/Sponsorships		5,000		25,402	20,402
		<i>Large increase in EBT food program, and market success</i>				
380	Interest Income		1,000		158	-842
390	Projected delinquent		-6,957			
Total Revenue			105,431		124,684	19,253
		<i>Took in 19,253 over budget</i>				
	Carry over		74,952		93,904	18,952
		<i>Larger carry over per audit/review</i>				
			180,383		218,588	
Expenses						
	Personnel			47,528	45,534	-1,994
	Operating Expenses			15,400	15,542	142
	Technology			2,400	3,260	860
	Direct Program Expenses					
	DESIGN			45,136	15,442	-29,694
	ECONOMIC DEVELOPMENT			31,000	7,500	-23,500
		<i>Part of the plan done in 2021, more in 2022 to 2024- three yr plan</i>				
	EVENTS			10,200	27,047	16,847
		<i>Output for increase in EBT food program</i>				
	ORGANIZATION			3,100	6,685	3,585
		<i>Extra security due to website hack and more advertising</i>				
Total Expenses				154,764	121,010	-33,754
	BALANCE		25,619		97,578	



Report to the Green Bay Plan Commission

MEETING DATE

March 21, 2022

PREPARED BY

Paul Neumeyer, Staff

AGENDA ITEM # E.8

(ZP 22-07) Public Hearing on request to amend Zoning Ordinance No. 09-15, a Planned Unit Development (PUD), to permit a drive-through restaurant at 1567 E. Mason Street, submitted by Stephen Wesoloski, Midwest Expansion, LLP, on behalf of Grand Central, LLC, property owner (Ald. B. Galvin, District 4).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. ZP 22-07 Class 2 Pub PC Mtg -Revised

For Official Notice:

**Public Notification
Planned Unit Development (PUD) Amendment
1567 East Mason Street
(ZP 22-07)**

The Green Bay Plan Commission will hold a public hearing on **Monday, March 21, 2022**, at 6:00 p.m. The meeting will be conducted at a virtual location. If you wish to participate in the Public Hearing, you may access the meeting by the internet or telephone, using the access code below.

Join Zoom Meeting

<https://us02web.zoom.us/j/84137675822?pwd=L2EyVlpDSlZGZlFjcmlpWnZlOEVnUT09>

Meeting ID: 841 3767 5822

Password: 483400

One tap mobile

+13126266799,,84137675822# US (Chicago)

+16468769923,,84137675822# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 646 876 9923 US (New York)

Find your local number: <https://us02web.zoom.us/j/84137675822?pwd=L2EyVlpDSlZGZlFjcmlpWnZlOEVnUT09>

The hearing is regarding the following:

A request to amend Zoning Ordinance No. 09-15, a Planned Unit Development (PUD), to permit a drive-through restaurant at 1567 East Mason Street, submitted by Stephen Wesoloski, Midwest Expansion, LLP, on behalf of Grand Central, LLC, property owner (Ald. B. Galvin, District 4).

Public comments will be invited at the public hearing or can be sent in writing to:

City of Green Bay

Community and Economic Development

Attn: Paul Neumeyer

100 N. Jefferson St., Rm. 608

Green Bay, WI 54301

For additional information, contact Paul Neumeyer at (920) 448-3405 or paul.neumeyer@greenbaywi.gov.

Publication Dates: March 7, 2022 and March 14, 2022



Report to the Green Bay Plan Commission

MEETING DATE

March 21, 2022

PREPARED BY

Paul Neumeyer, Staff

AGENDA ITEM # E.9

(ZP 22-07) Consideration with possible action on a request to amend Zoning Ordinance No. 09-15, a Planned Unit Development (PUD), to permit a drive-through restaurant at 1567 E. Mason Street, submitted by Stephen Wesoloski, Midwest Expansion, LLP, on behalf of Grand Central, LLC, property owner (Ald. B. Galvin, District 4).

BACKGROUND

PrimaryAddress: 1567 E. Mason Street

Aldersperson/District: Ald. Bill Galvin / District 4

Reason for Request: The applicant would like to develop the subject parcel for a drive-through restaurant.

Surrounding Zoning and Land Uses:

SUBJECT: Low Density Residential (RI) - Vacant

NORTH: Low Density Residential (RI) - Single Family

SOUTH: Low Density Residential (RI) - Single & Two Family Dwellings

EAST: Planned Unit Development (CI) - Gas Station/Convenience Store/restaurant

WEST: Low Density Residential (RI) - Single & Two Family Dwellings

Comprehensive Plan: The 2022 Smart Growth Plan designates this area as Commercial, updated in 2015.

Report: This request is to facilitate the construction of a Starbucks drive-through restaurant. The vacant site is the western counterpart to the Grand Central Station Convenience Store and restaurant developments to the east on the adjoining site. The current site was the former location of six (6) residential parcels that have since been consolidated into one tax parcel. The total square footage of the vacant lot is approximately 37,858 sq. ft. or roughly 0.87 acres in size. A previous alley vacation, under AV 22-01, was reviewed and recommended for approval at the March 7, 2022, Plan Commission meeting.

It was a condition of approval under CPA 15-03 that the development of the subject site be included in the existing Planned Unit Development (PUD) for the convenience store, fuel station and car wash. The properties along Kimball Street, north of the subject area, and properties along the west side of John Street are comprised of single and two-family homes zoned RI. South along E. Mason Street, are single-family homes zoned RI.

A Planned Unit Development (PUD) was initially created under ZP 15-08, for the convenience store and adjoining restaurants, Zoning Ordinance 06-15. An amendment was made to Zoning Ordinance 06-15, later under ZP 15-08A, Zoning Ordinance 09-15 to permit the expansion of the car wash.

A copy of the draft PUD and Exhibits are attached within this agenda packet. It includes an extension of the

landscape buffer along Kimball Street and a smaller setback of 8 ft. along John Street which includes the same screening requirements. The PUD also includes the latest drive-through requirements referenced in the Zoning Code.

Access is provided through a shared drive along E. Mason Street and one driveway off of John Street. The City's Traffic Engineer has been working with the applicant on traffic concerns and, as a result, the applicant has provided a Traffic Impact Analysis (TIA) for review by the Department of Public Works-Engineering.

Based on the proposed request, staff feels the expansion of the commercial land use designation would be compliant with the previously approved Comprehensive Plan Amendment and would serve as a neighborhood commercial node. The expanded commercial land use would be an extension of the commercial corridor south of E. Mason Street and an expansion of the existing commercial land use east of the subject area. The amendment is also compatible with highway commercial zoning on the south side of E. Mason Street.

Ald. Bill Galvin and adjacent property owners within 200 ft. of the site have been notified of the request. As of the drafting of this report, staff has received no objections and one call regarding this request.

RECOMMENDATION

Approval of the request, subject to:

1. A site plan and applicable permit applications are submitted to the Community and Economic Development Department (CEDD) for review and approval.
2. Approval of the Traffic Impact Analysis (TIA) by the City Traffic Engineer.
3. Approval of the draft Planned Unit Development (PUD)

FISCAL IMPACT

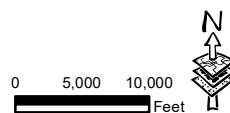
ATTACHMENTS

1. ZP 22-07 letter
2. Draft ZO 04-22 - Amend ZO 9-15 PUD 1567 East Mason St w_ Exhibits



Zoning Petition (ZP 22-07)
Planned Unit Development (PUD) Amendment
1567 East Mason Street

- Subject Area
- 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

ZONING ORDINANCE NO. 04-22

AN ORDINANCE AMENDING ZONING ORDINANCE NO. 9-15
FOR THE PLANNED UNIT DEVELOPMENT OVERLAY DISTRICT
1567 EAST MASON STREET
(ZP 22-07)

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

SECTION 1. Pursuant to Section 44-29, Green Bay Municipal Code, together with the zoning map referred to therein, the Planned Unit Development Overlay District for 1567 East Mason Street is hereby amended on the following described property:

GUESNIERS 4TH ADDN LOT 9 & S 27 FT OF LOT 8 EX ST IN 1038 R 239 BLK 1,
8,155 SQ FT

Tax Parcel: 8-475

SECTION 2. Pursuant to Chapter 44, Article XX, Green Bay Municipal Code, as applicable, the following conditions are imposed:

- A. Purpose and Intent. To permit the construction of a free-standing drive-through restaurant compatible with existing commercial development on the adjoining site. The proposed uses shall be consistent with both Exhibits A & B attached.
- B. Permitted Uses. The land uses which may be established and/or maintained on the subject property are as follows:
 1. Drive-through restaurant
 2. Other uses as permitted within the General Commercial (C1) District.
 3. Accessory uses and structures as allowed in Chapter 44, Article VIII, Division 3, Green Bay Municipal Code.
- C. Dimensional and Area Requirements. Dimensional and area requirements for principle and accessory structures on the subject property shall be as follows:
 1. Front yard setback (East Mason Street): Fifteen (15) feet.
 2. Corner Side yard setback (John Street): Eight (8) feet.
 3. Interior side yard: Zero (0) feet.
 4. Rear yard setback (Kimball Street): Fifteen (15) feet.
 5. The height of all structures shall not exceed twenty-five (25) feet.
 6. Floor Area Ratio (F.A.R) shall not be less than 0.06 for drive-through facilities.
 7. The site impervious coverage shall not exceed 70%.
 8. Setback areas shall exclude paving and buildings.

- D. Lighting. All lighting on the subject property shall be regulated as set forth in Chapter 44, Article V, Division 8, Green Bay Municipal Code. All canopy lighting shall be recessed.
- E. Signage. All signage for the current project shall be regulated as required in Section 30-36, Green Bay Municipal Code, for the Highway Commercial (C2) district. No signage shall face north to Kimball Street and west to John Street except for direction signage approved by staff.
- F. Site Plan Review & Standards
1. A site plan shall be submitted for review in accordance with Section 44-1889, Green Bay Municipal Code.
 2. Any ground-mounted and/or roof-mounted mechanicals shall be screened in accordance with Section 44-1919, Green Bay Municipal Code.
 3. Service, loading and storage areas shall comply with Section 44-1917, Green Bay Municipal Code.
 4. The site shall be complaint with the drive-through requirements found in Section 44-1584(l), Green Bay Municipal Code.
 5. An all-weather ADA compliant pedestrian connection shall be provided from the East Mason Street right-of-way to the entrance of the restaurant.
- G. Landscaping/Transitional Yard
1. A detailed landscape plan shall be submitted identifying the type and placement of all plant materials.
 2. An impervious fence that is minimum 4' high but not to exceed 6' high is required within the setback along Kimball Street, excluding the vision triangle. A 4' to 6' high impervious fence is required along John Street and shall taper to no higher than 3 feet at the entrance of the proposed drive.
 3. Additional landscaping shall be placed between the Kimball Street and John Street rights-of-way and the proposed fence. Such landscaping shall include shrubs and plant material to soften the fence edge.
 4. All street terrace areas shall be vegetated and/or covered with a natural material.

SECTION 3. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 4. This ordinance shall not take effect until a public hearing is held hereon as provided by Section 44-82, Green Bay Municipal Code, and the adoption and publication of this ordinance.

Dated at Green Bay, Wisconsin, this _____ day of _____, 2022.

APPROVED:

Mayor Eric Genrich

ATTEST:

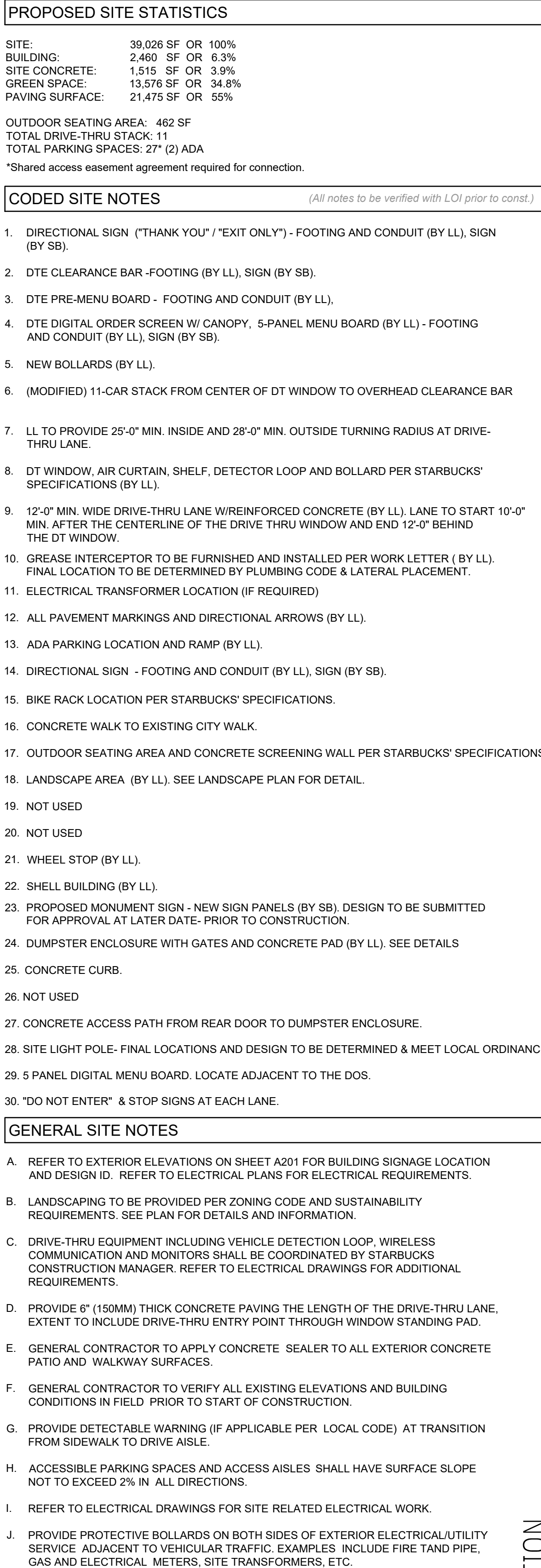
Clerk

Attachments:

Exhibit A – Site Plan

Exhibit B – Building Elevations

DRAFT



PRELIMINARY - NOT FOR CONSTRUCTION

REVISIONS:		
NO.	DATE:	DESCRIPTION:

PROJECT: PROPOSED BUILDING FOR:
STARBUCKS
EAST MASON STREET
GREEN BAY, WISCONSIN

PROJECT NUMBER:
DRAWN BY:
CHECKED BY:

SHEET TITLE:

PROPOSED
SITE PLAN

SHEET NUMBER

C101

MIDWEST
EXPANSION companies

2300 Linville Road Suite 200
Green Bay, Wisconsin 54313
920.434.7707 ph 920.434.7717 fax
www.midwestexpansion.com

EXHIBIT A

REGIONAL CRITERIA

TYPICAL SINGLE
TENANT BUILDING
ELEVATIONS -

PALETTE A

- 1 RUNNING BOND BRICK, NO
DECORATIVE SOLDIER
COURSES
- 2 MODERN EXTERIOR WALL
SCONCES PER STARBUCKS
DESIGNER
- 3 LIGHT NEUTRAL TEXTURED
BRICK
- 4 WARM VERTICAL WOOD
PLANKS
- 5 LIGHT GRAY PAINTED EIFS



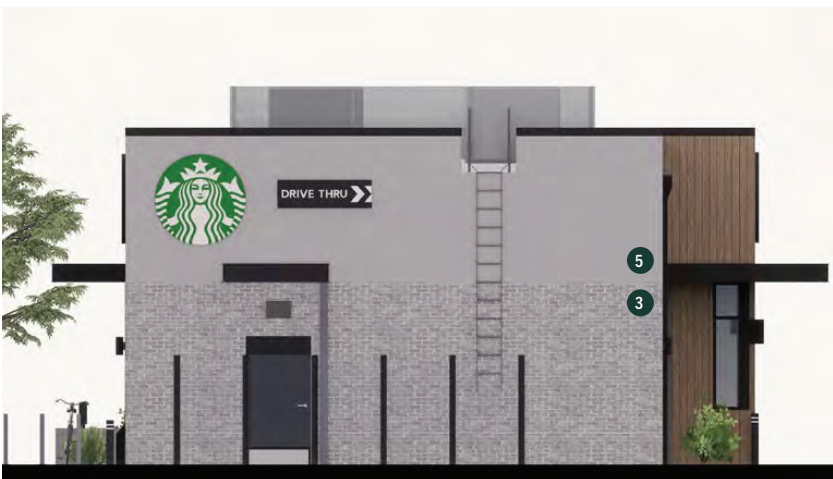
Main Entrance Elevation



Patio Elevation



Drive Thru Elevation



Rear Elevation