



AGENDA OF THE GREEN BAY PLAN COMMISSION

MONDAY, MAY 9, 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. Jim Hutchison, Sidney Bremer, Derius Daniels, and Ken Rovinski.

C. Approval of the Agenda.

1. Approval of the Agenda for the May 9, 2022, meeting of the Green Bay Plan Commission.

D. Approval of Minutes.

1. Approval of the minutes from the April 25, 2022, Meeting of the Green Bay Plan Commission.

E. Regular Business.

1. (ZP 22-13) Public Hearing on request to authorize a Conditional Use Permit (CUP) for a carwash facility in Community Center Commercial (C3) District located at 1555 West Mason Street, submitted by JJ Alaily, ICAP Development (Ald. M. Eck, District 11).
2. (ZP 22-13) Consideration with possible action on request to authorize a Conditional Use Permit (CUP) for a carwash facility in a Community Center Commercial (C3) District located at 1555 West Mason Street, submitted by JJ Alaily, ICAP Development (Ald. M. Eck, District 11).
3. (ZP 22-15) Public Hearing on request to rezone 221 and 227 North Quincy Street and 618 and 624 Pine Street from Office Residential (OR) to Downtown One (D1), submitted by the Community & Economic Development Department, City of Green Bay property owner (Ald. R. Scannell, District 7).

4. (ZP 22-15) Consideration with possible action on request to rezone 221 and 227 North Quincy Street and 618 and 624 Pine Street from Office Residential (OR) to Downtown One (DI), submitted by the Community & Economic Development Department, City of Green Bay property owner (Ald. R. Scannell, District 7).
5. (AV 22-02) Consideration with possible action on request to vacate an alley between Cherry Street and Pine Street, submitted by the Community & Economic Development Department, City of Green Bay (Ald. R. Scannell, District, 7).
6. (TA 22-02) Public Hearing on request to amend text encouraging Green Infrastructure within code section(s) of Chapter 44.
7. (TA 22-02) Consideration with possible action to amend text encouraging Green Infrastructure within code section(s) of Chapter 44.

F. Informational.

1. Safe Walk & Bike Plan Working Group 2021 Annual Report.
2. Director's Report.
3. Date of the next meeting: June 20, 2022
Please note that the May 23, 2022, meeting of the Plan Commission will be cancelled.

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

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+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

May 9, 2022

PREPARED BY

Madison Smith

AGENDA ITEM # E.1

(ZP 22-13) Public Hearing on request to authorize a Conditional Use Permit (CUP) for a carwash facility in Community Center Commercial (C3) District located at 1555 West Mason Street, submitted by JJ Alaily, ICAP Development (Ald. M. Eck, District 11).

BACKGROUND

RECOMMENDATION

N/A

FISCAL IMPACT

ATTACHMENTS

- I. ZP 22-13 Class 2 Pub PC Mtg

For Official Notice:

**Public Notification
Proposed Conditional Use Permit (CUP)
1555 West Mason Street
(ZP 22-13)**

The Green Bay Plan Commission will hold a public hearing on **Monday, May 9, 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

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

The hearing is regarding the following:

A request to authorize a Conditional Use Permit (CUP) for a car-wash facility at 1555 West Mason Street, submitted by JJ Alaily, on behalf of ICAP Development, property owner (Ald. M. Eck, District 11).

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: Madison Smith

100 N. Jefferson St., Rm. 608

Green Bay, WI 54301

For additional information, contact Madison Smith at (920) 448-3407 or Madison.Smith@greenbaywi.gov.

Publication Dates: April 25, 2022 and May 2, 2022



Report to the Green Bay Plan Commission

MEETING DATE

May 9, 2022

PREPARED BY

Madison Smith

AGENDA ITEM # E.2

(ZP 22-13) Consideration with possible action on request to authorize a Conditional Use Permit (CUP) for a carwash facility in a Community Center Commercial (C3) District located at 1555 West Mason Street, submitted by JJ Alaily, ICAP Development (Ald. M. Eck, District I I).

BACKGROUND

Primary Address: 1555 West Mason Street

Aldersperson/District: Ald. Melinda Eck / District I I

Reason for Request: To permit a carwash business in the C3 District

Surrounding Zoning and Land Uses:

SUBJECT: Community Center Commercial (C3) - Commercial/Business

NORTH: General Commercial (C1) - Commercial/Business

SOUTH: Highway Commercial (C2) - Commercial/Business; General Commercial (C1) - Commercial/Business

EAST: Community Center Commercial (C3) - Commercial/Business

WEST: General Commercial (C1) - Commercial/Business

Comprehensive Plan: The 2022 Smart Growth Plan designates this area for commercial use.

Consistency Analysis: While Ch. 66.1001 Wis. Stats. does not specifically require conditional uses to meet the consistency requirement, the proposed conditional use permit is consistent with the comprehensive plan. The proposed use of the subject property is compliant with the future land use map.

Report: The subject property, 1555 West Mason Street, is currently being rezoned to Community Center Commercial (C3) from General Commercial (C1). The applicant is requesting a Conditional Use Permit (CUP) to permit the development of a future carwash on the corner of Military Avenue and Sixth Street in Green Bay.

A carwash facility is part of this development and requires a CUP in the C3 zoning district. This proposed business will have a carwash circulation. The proposed site plan for Club Car Wash has a footprint of 1.381 acres with access to Military Avenue and Sixth St through Green Bay Plaza.

In the review of the CUP, the Zoning Ordinance Section 44-83(e) establishes seven standards for the Plan Commission to consider when reviewing a CUP:

- (1) *The establishment, maintenance, or operation of the conditional use will not be detrimental to or endanger the public health, safety, or general welfare.*
- (2) *The establishment of the conditional use will not impede the normal and orderly development and improvement of*

the surrounding property for uses permitted in the district.

(3) The conditional use, its exterior architectural design, and functional plan of any proposed structure will not be injurious to the use of other property in the immediate vicinity nor substantially diminish or impair property values within the surrounding neighborhood.

(4) Adequate utilities, access roads, drainage, and/or necessary facilities have been or are being provided.

(5) Adequate measures have been or will be taken to provide ingress and egress and so designed as to minimize traffic congestion.

(6) Adequate parking facilities as specified in Article XVIII of this chapter.

(7) The conditional use shall, in all other respects, conform to the applicable regulations of the district in which it is located and all other applicable City ordinances.

Additionally, Development Standards for a carwash can be found in Section 44-1584(j):

(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 curblin 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

Planning staff feel approval of this request meets the standards above as it keeps with surrounding land uses and is an adequate use for the area. The West Mason and Military Avenue Corridors are auto-oriented, making a carwash an appropriate addition. Staff is supportive of this Conditional Use Permit because the applicant has taken initial steps to ensure traffic safety through completing a precursor traffic study (IR) and will need a Traffic Impact Analysis (TIA). Staff would like to see a land use that fits with adjacent developments and hope a CUP to construct a carwash in a C3 district will provide convenience for the public and help revitalize Green Bay Plaza. The conditions listed in the memo by the City Traffic Engineer analysis must be addressed.

These include:

- a. To be compliant with that corridor plan, Driveways A and C would be the only driveways allowed onto S Military Ave.
- b. Driveway locations must be compliant with Sec. 44-1698 (Access distance from intersections) and Sec 44-1773 (Multifamily residential, mixed-use, institutional, commercial, and industrial use driveways).
- c. Corrected revisions to the supplied IR and a complete Traffic Impact Analysis (TIA) to be submitted.

Full comments are attached in the memo.

Ald. Melinda Eck and property owners within 200 ft. have been notified of the request. As of the drafting of this report, staff has not received any inquiries or objections to the request.

RECOMMENDATION

Approval of the request, subject to the following conditions:

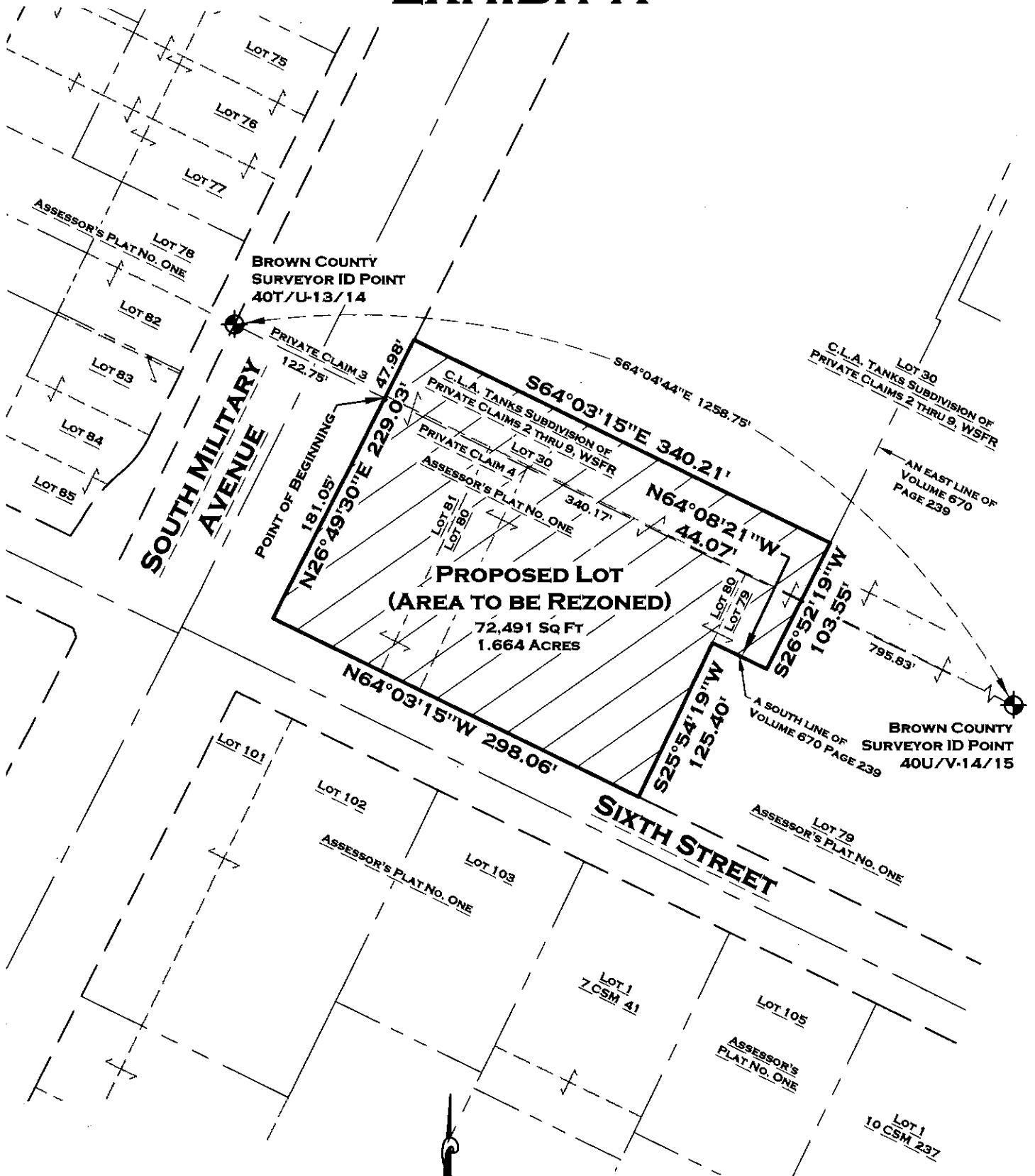
1. CSM submission to create a lot as described in the legal.
2. Standard site plan review and approval.
3. Conditions listed by the City Traffic Engineer must be addressed.

FISCAL IMPACT

ATTACHMENTS

1. ZP 22-13, EXHIBIT A
2. ZP 22-13, Renders
3. ZP 22-13, CUP Carwash
4. GB Plaza Traffic Engineer Memo

EXHIBIT A



SCALE: 1"= 100'

0' 50' 100' 200'

BEARINGS ARE REFERENCED TO THE BROWN COUNTY COORDINATE SYSTEM.



ROBERT E. LEE & ASSOCIATES, INC.
ENGINEERING, SURVEYING, ENVIRONMENTAL SERVICES
1250 CENTENNIAL CENTRE BOULEVARD
HOBART, WI 54155
INTERNET: WWW.RELEEINC.COM

PHONE: (920) 662-9641
FAX: (920) 662-9141

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Coil Construction
Building a Better Community

1201 Winneconne Ave
Neenah, WI 54956

Date: 12/03/2021

Issued For: PERMIT S

REVISION

[illegible]

REGISTRATION



PROJECT TEAM

ARCHITECT	FINKLE+WILLIAMS ARCHITECTURE
CIVIL	ROBERT E. LEE & ASSOCIATES, INC.
LANDSCAPE	ROBERT E. LEE & ASSOCIATES, INC.
STRUCTURAL	CROCKETT ENGINEERING
PLUMBING	TIMBERLAKE ENGINEERING
MECHANICAL	TIMBERLAKE ENGINEERING
ELECTRICAL	TIMBERLAKE ENGINEERING
FIRE PROTECTION	N/A
CONTRACTOR	COIL CONSTRUCTION

FINKLE + WILLIAMS
ARCHITECTURE

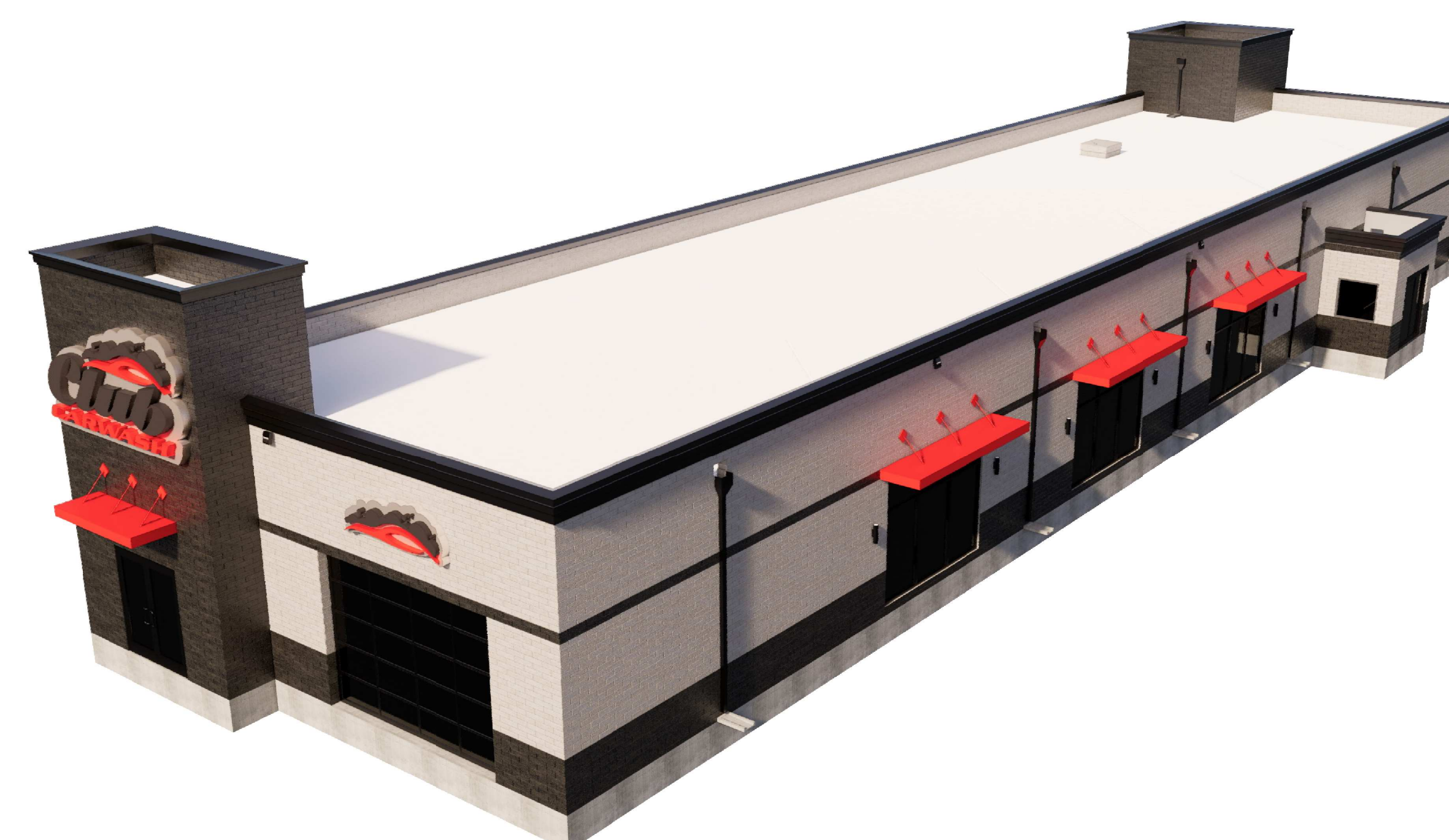
7007 College Blvd, Suite 415
Overland Park, Kansas 66211
913+498-1550

SHEET TITLE

3D VIEWS

SHEET NUMBER

A10.01





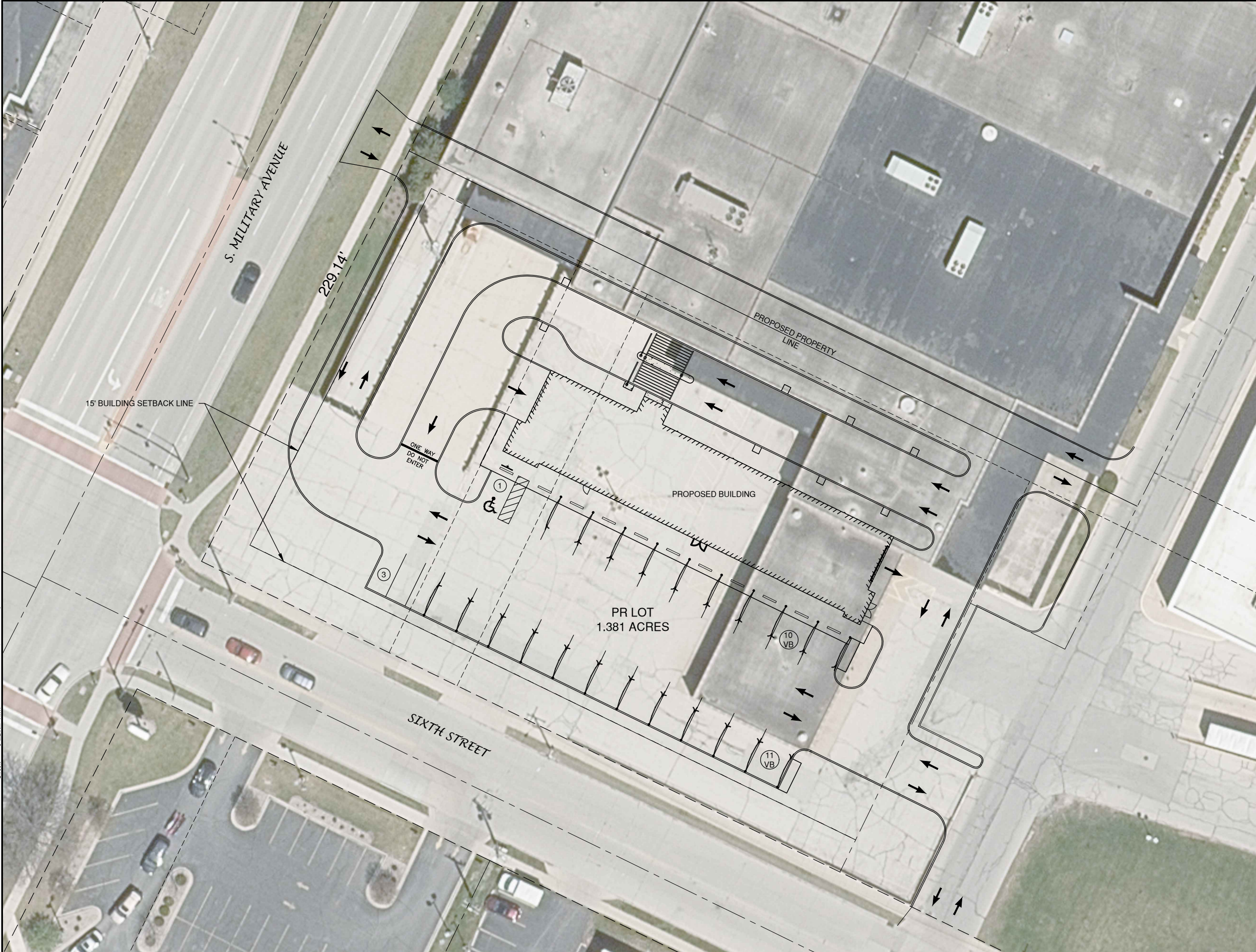




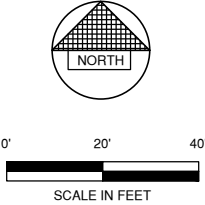


Davenport Alt layout





- LEGEND**
- TRAFFIC FLOW ARROW
 - HANDICAPPED PARKING
 - INDICATES NUMBER OF PARKING STALLS
 - INDICATES NUMBER OF VACUUM STALLS



NO.		DATE		APPROV.		REVISION		NO.		DATE		APPROV.		REVISION		DRAWN LLP		CLUB CAR WASH S. MILITARY AVENUE AND SIXTH STREET CITY OF GREEN BAY BROWN COUNTY, WISCONSIN				SITE PLAN				DATE 09/20/21		 Robert E. Lee & Associates, Inc. ENGINEERING, SURVEYING, ENVIRONMENTAL SERVICES 1250 CENTENNIAL CENTRE BOULEVARD HOBART, WI 54155 920-662-9641 www.releeinc.com		SHEET NO. 1	
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Public Works Department
100 North Jefferson Street - Room 300
Green Bay, Wisconsin 54301-5026
www.greenbaywi.gov

Administration | Engineering | Traffic 920.448.3100
Operations 920.448.3535
Parking 920.448.3431
Fax 920.448.3102

MEMORANDUM

To: Michael May, P.E., PTOE, Traffic Analysis & Design, Inc.
John Bieberitz, P.E., PTOE, Traffic Analysis & Design, Inc.
J.J. Alaily, Partner, ICAP Development

From: Traffic Engineer David J.A. Hansen, P.E., PTOE

Re: Review Comments
Green Bay Plaza Redevelopment Initial Review (IR), S Military Avenue at W Mason Street

Date: Thursday, May 5, 2022

This memorandum serves as review comments to the Initial Review document submitted on April 8, 2022.

1. Page 1, PART B, B2 Study Area

- a. The Military Avenue corridor has its own access management plan which was approved by Common Council in 2009 when they adopted the Military Avenue (Biemeret St to Dousman St) project design and construction. In general, driveways that exist today are the driveways to remain with no other access points created. To be compliant with that corridor plan, Driveways A and C would be the only driveways allowed onto S Military Ave.
- b. Mason Street was not part of the Military Ave corridor approval, nor does it have its own corridor plan. Therefore, driveway locations must be compliant with Sec. 44-1698 (Access distance from intersections) and Sec 44-1773 (Multifamily residential, mixed-use, institutional, commercial, and industrial use driveways). Only Driveway D is reviewed for compliance as the other driveways are not included in the proposal. Driveway D is located about 260 ft from the Military Ave intersection. Although this driveway is 45 ft less than the required 305 ft per Sec. 44-1773, parcel size at Driveway D and proximity to Military Ave limits its location onto W Mason St. Therefore, Driveway D would be "grandfathered in" *unless future redevelopment is proposed to the Green Bay Plaza parcels east of the subject redevelopment.*

2. Pages 3-5, PARTS C and D – Trip generation and the additional assumptions are acceptable but will need to be updated based on the revisions needed per Item 1.
3. Page 5, PART E, Driveway Spacing – Given the Military Ave corridor plan supersedes Sec. 44-1698 and Sec. 44-1773, no response comment on DPW's interpretation of these ordinances is being provided.
4. Provided all Items are addressed, the IR is approved. Preparation of the TIA can begin.



Report to the Green Bay Plan Commission

MEETING DATE

May 9, 2022

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # E.3

(ZP 22-15) Public Hearing on request to rezone 221 and 227 North Quincy Street and 618 and 624 Pine Street from Office Residential (OR) to Downtown One (DI), submitted by the Community & Economic Development Department, City of Green Bay property owner (Ald. R. Scannell, District 7).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. ZP 22-15 Class 2 Pub PC Mtg

For Official Notice:

**Public Notification
Rezoning
618 & 624 Pine Street & 221 & 227 N. Quincy Street
(ZP 22-15)**

The Green Bay Plan Commission will hold a public hearing on **Monday, May 9, 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

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

The hearing is regarding the following:

(ZP 22-15) Consideration with possible action on a request to rezone 221 & 227 N. Quincy Street and 618 & 624 Pine Street from Office Residential (OR) to Downtown One (D1), submitted by City of Green Bay, Community and Economic Development Department, property owner (Ald. R. Scannell, District 7).

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: April 25, 2022, and May 2, 2022



Report to the Green Bay Plan Commission

MEETING DATE

May 9, 2022

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # E.4

(ZP 22-15) Consideration with possible action on request to rezone 221 and 227 North Quincy Street and 618 and 624 Pine Street from Office Residential (OR) to Downtown One (D1), submitted by the Community & Economic Development Department, City of Green Bay property owner (Ald. R. Scannell, District 7).

BACKGROUND

Primary Address: 221 and 227 North Quincy Street and 618 and 624 Pine Street

Aldersperson/District: Ald. Randy Scannell / District 7

Reason for Request: The proposed rezoning would allow for the creation of a large development site

Surrounding Zoning and Land Uses:

SUBJECT: Office Residential (OR) - Parking Lot

NORTH: General Commercial (C1) - Office and Multi-Family Residential

SOUTH: Office Residential (OR) - Jackie Nitschke Center

EAST: Office Residential (OR) - Two-Family Residential and Educational Uses

WEST: Downtown One (D1) - Parking Lot

Comprehensive Plan: The 2022 Smart Growth Plan designates this area for Downtown and High Intensity Retail, Office, or Housing uses.

Report: The subject parcels are a half-block in total between Pine Street and Cherry Street along North Quincy Street. All four parcels total 1.21 acres and are zoned Office Residential (OR). The Community and Economic Development Department is requesting a rezoning to Downtown One (D1). This, along with an alley vacation, will prepare the entire block for a development site; the parcels could be combined and would all have one zoning district.

Both OR and D1 are mixed-use zoning districts. OR district is a transitional district intended for the edges of downtown or segments of commercial corridors. The D1 district is designed specifically for the downtown core on both sides of the Fox River, permitting a full range of high-intensity uses: retail, multifamily housing, offices, entertainment, and civic uses. While these are similar districts, D1 allows for more service, entertainment, and retail businesses. The largest difference between these districts are the dimensional and area requirements; D1 allows a higher floor area ratio for more dense development (1.0 compared to .3 in OR), has a maximum height of 45 ft. (compared to 35 ft. in OR), and allows for 100 percent impervious surface coverage (compared to 60 percent in OR).

The rezoning to D1 is consistent with the Comprehensive Plan. Staff believes this rezoning is appropriate given the location. It is adjacent to D1 zoning across the alley to the west, which will create one cohesive zoning district for the block. Additionally, there is existing OR zoning to the east and south of this block

which maintains the zoning buffer from downtown to the residential neighborhood.

Ald. Randy Scannell 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.

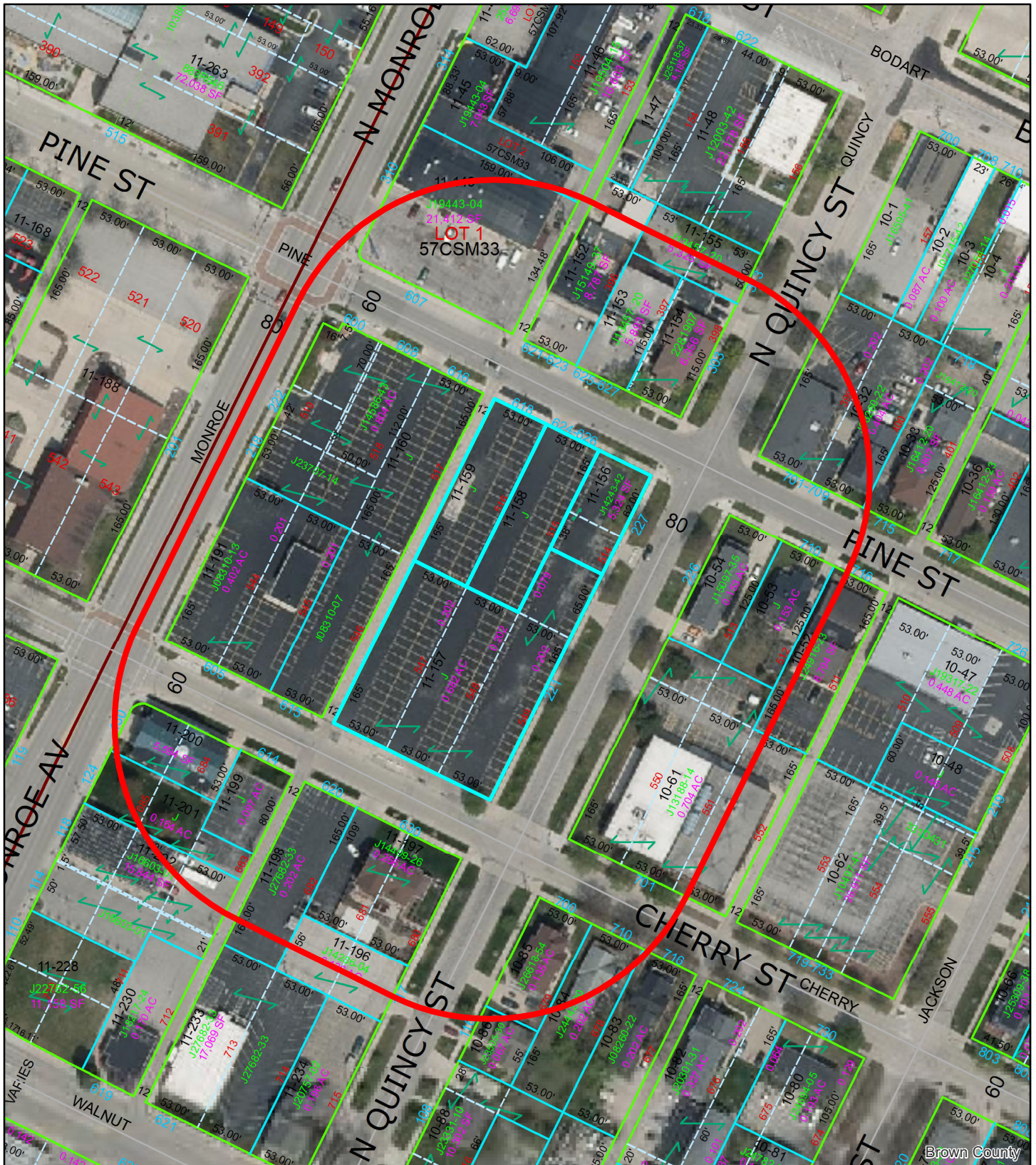
RECOMMENDATION

Approval of the request.

FISCAL IMPACT

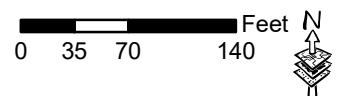
ATTACHMENTS

- I. ZP 22-15 Map



This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. E.R. 19 Apr 2022 X:\Planning\Basemaps\template_8.5x11.mxd

(ZP 22-15) Rezone from OR to D1
221, 227 N Quincy Street
618, 624 Pine Street



- Parcels to Rezone
- 200-ft. Notification Area



Report to the Green Bay Plan Commission

MEETING DATE

May 9, 2022

PREPARED BY

Madison Smith

AGENDA ITEM # E.5

(AV 22-02) Consideration with possible action on request to vacate an alley between Cherry Street and Pine Street, submitted by the Community & Economic Development Department, City of Green Bay (Ald. R. Scannell, District, 7).

BACKGROUND

Primary Address: Alley between Cherry Street and Pine Street

(All of the platted Public Alley lies westerly of Lots 516 and 547, and easterly of Lots 517 and 546).

Aldersperson / District: Ald. Randy Scannell / District 7

Reason for Request: To vacate the alley.

Current Zoning: DI and OR; parking lot

NORTH: DI - Downtown One, CI - General Commercial

EAST: OR - Office Residential

SOUTH: DI - Downtown One, OR - Office Residential

WEST: DI - Downtown One

Comprehensive Plan: The Smart Growth 2022 Plan notes that the subject alley and impacted parcels remain downtown land use. The surrounding parcels to the north, south and west on the future land use plan illustrate Downtown District. To the east there are parcels designated as undeveloped.

Analysis: The City is proposing an alley vacation located between Pine Street and Cherry Street, bound by Monroe Street and Quincy Street in the City of Green Bay. The parcels surrounding the proposed vacation are currently paved and the primary use is a parking lot. The alley is located in the downtown district and in the OR (office residential) zoning district and DI (Downtown I) zoning district.

In the City Zoning Code Chapter 44: Alley means a public or private way typically less than 20 feet wide and permanently reserved as a means of access to abutting property. A street or alley “vacation” means that the public/owner is letting go of, or “vacating,” the public interest in a property. After a street or an alley is vacated, the public no longer has a right to use the property for access. The applicant is the only affected property owner for the proposed alley vacation.

Ald. Randy Scannell, affected property owners and the following departments and agencies were informed of this request with the following comments:

- Green Bay Department of Public Works: No objections, provided:
Adjacent property owners shall be responsible for, and owner of, the Storm Sewer within the vacated Alley.
Adjacent property owners shall be responsible for all costs to close curb openings to Pine Street and

Cherry Street.

- Green Bay Water Utility: No objections
- Green Bay Traffic Engineer: No facilities and no objection
- Green Bay Fire Department: No comment
- Green Bay Police Department: No comment
- NEW Water: No facilities and no objection
- Green Bay Area Public Schools: No comment
- Utility Providers (Mobilitie, ATC, WPS, ATT): No comment at this time.

Staff did not receive any comments from the alderperson or property owners.

RECOMMENDATION

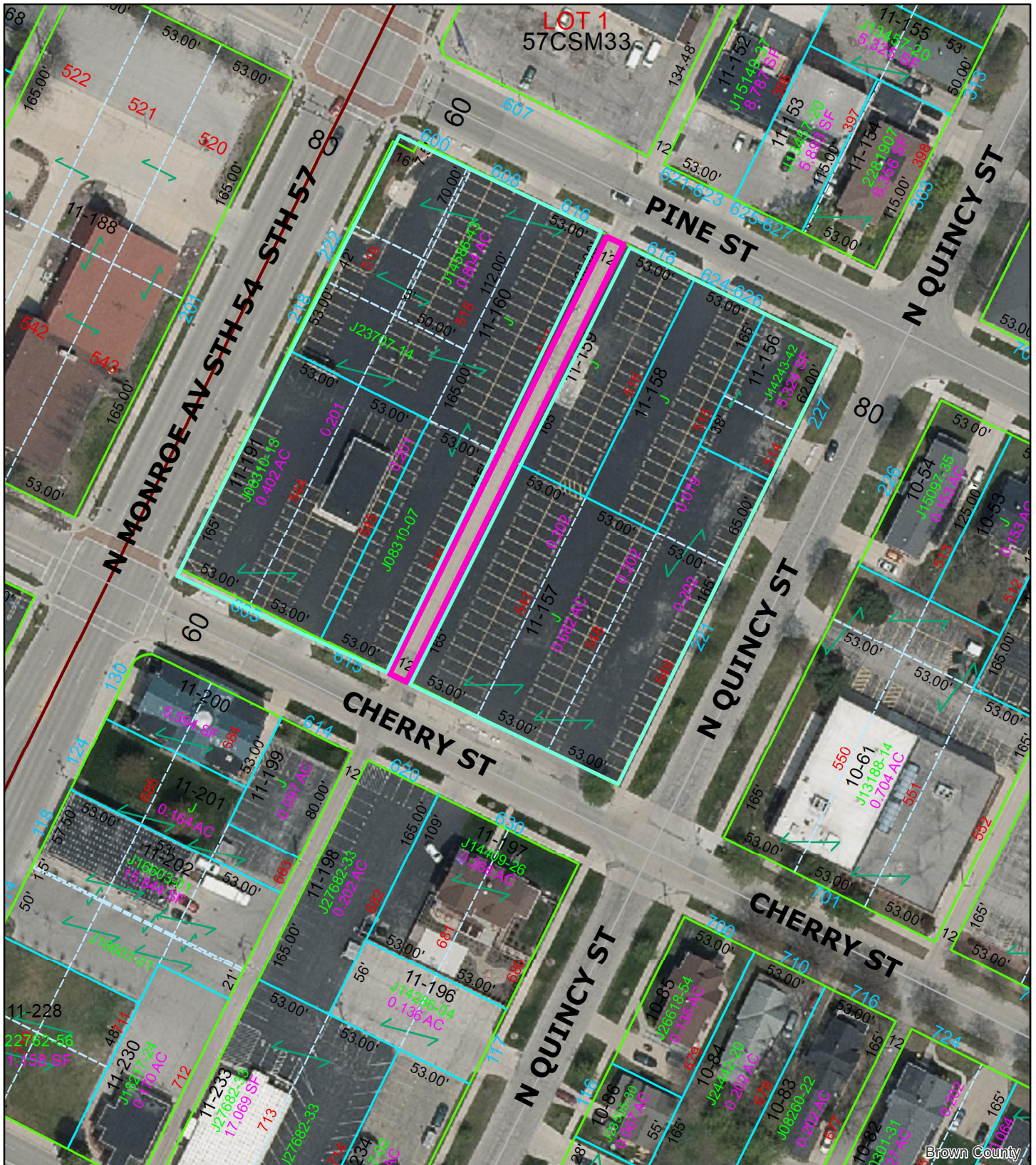
Approval of the request, subject to:

- a. Adjacent property owners shall be responsible for, and owner of, the Storm Sewer within the vacated Alley.
- b. Adjacent property owners shall be responsible for all costs to close curb openings to Pine Street and Cherry Street.
- c. Any and all utility lines with another provider to be removed.

FISCAL IMPACT

ATTACHMENTS

1. AV 22-02 Colored Map
2. DESCRIPTION OF ALLEY TO BE VACATED SV22-02
3. Street View Cherry
4. Street View Pine



(AV 22-02) Alley Vacation Block bound by Monroe, Pine, Quincy, and Cherry

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



0 25 50 100 Feet



- Notified Adjacent Properties
- Street Vacation Area

DESCRIPTION OF PUBLIC ALLEY BETWEEN MONROE AVE AND QUINCY STREET
FROM CHERRY STREET TO PINE STREET TO BE VACATED
(SV 22-02)

All of the platted Public Alley lying westerly of Lots 516 and 547, and easterly of Lots 517 and 546, according to the recorded Plat of Navarino as recorded in Volume 1 of Plats, Page 35, all located in the City of Green Bay, East Side of the Fox River, Brown County, Wisconsin, described as follows:

Beginning at the northwest corner of said Lot 516, Plat of Navarino;
thence southerly along the west line of said Lots 516 and 547, to the southwest corner of said Lot 547;
thence westerly to the southeast corner of said Lot 546;
thence northerly along the east line of said Lots 546 and 517, to the northeast corner of said Lot 517;
thence easterly to said northwest corner of said Lot 516, and the point of beginning.

Parcels affected

11-157, 11-159
& 11-160

Owner Name and Mailing Address

City of Green Bay
100 N. Jefferson Street
Green Bay, WI 54301







Report to the Green Bay Plan Commission

MEETING DATE

May 9, 2022

PREPARED BY

AGENDA ITEM # E.6

(TA 22-02) Public Hearing on request to amend text encouraging Green Infrastructure within code section(s) of Chapter 44.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. TA 22-02 Class 2 Pub PC Mtg

For Official Notice:

**Public Notification
Proposed Green Infrastructure
Zoning Text Amendments
Sections 44-249; 44-358; 44-1694; 44-1917; 44-1964 to 1969
(TA 22-02)**

The Green Bay Plan Commission will hold a public hearing on **Monday, May 9, 2022**, at 6:00 p.m. The meeting will be conducted at a virtual location. 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

+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:

(ZP 22-14) Consideration with possible action to amend portions of the zoning code, chapter 44.

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

City of Green Bay

Community & Economic Development

Attn: Madison Smith

100 N. Jefferson St., Rm. 608

Green Bay, WI 54301

For additional information, contact Madison Smith at Madison.Smith@greenbaywi.gov or 920.448.3407.

Publication Dates: April 25, 2022 and May 2, 2022



Report to the Green Bay Plan Commission

MEETING DATE

May 9, 2022

PREPARED BY

Madison Smith

AGENDA ITEM # E.7

(TA 22-02) Consideration with possible action to amend text encouraging Green Infrastructure within code section(s) of Chapter 44.

BACKGROUND

Purpose: The proposed amendments to Chapter 44 (Zoning) are part of the City's Green Infrastructure Code Project which began in 2019. The city is in the process of updating several municipal codes to encourage green infrastructure in landscaping standards and stormwater management.

Background: Green Infrastructure is part of a strategy to build a City resilient to a changing climate. Traditional "grey" infrastructure will continue to bear the bulk of the burden in terms of storm water management, but as a City, we should utilize innovative engineering approaches and best management practices such green infrastructure to minimize impacts to City infrastructure and private property, and reduce pollutants from stormwater discharges.

Green Infrastructure Code Project Timeline:

July – October 2019 - City applied for and was awarded a Great Lakes Champions Grant to identify barriers and opportunities in codes, ordinances, and policies to support green infrastructure implementation in the City of Green Bay. A consultant was hired to examine the municipal code, identify opportunities, and recommend text amendments.

November 2019 – UW Sea Grant Institute gave Green infrastructure 101 and code audit presentation to Sustainability Commission and Common Council.

January 2020 - Consultant hired to audit of the City's codes using the *Tackling Barriers to Green Infrastructure: An Audit of Local Codes and Ordinances* by the UW Sea Grant Institute.

February 2020 - Green infrastructure code workshop held for city staff from the following departments: Community & Economic Development (CED), Public Works (DPW), Finance, IT, Law, Mayor's Office, Parks Recreation & Forestry and Water Utility.

October 2020 – Consultant completed draft markup and recommended revisions of Chapter 16, 24, 42, and 44. Draft text amendments for Landscape Standards presented Development Team.

November 2020 – Chapter 44 Q&A with CED Land Development Team, consultant, and Resiliency Coordinator.

January-March 2021 – Staff comments and feedback incorporated into Chapter 44 mark-up. Proposed amendments in Law Department review.

Outreach and Engagement

- Green Infrastructure code workshop held for City staff
- Multiple meetings with staff from various departments to gain input
- March – April 2022: GI Code Flyer and summary of text amendments sent to local developers and other stakeholders for questions and comments
- April 2022: Draft text amendments presented 5/9 Plan Commission agenda packet

It is important to note that this is an interdepartmental project and administration duties including code enforcement will also be interdepartmental. Text amendments are evaluated through duration. The proposed text amendments will impact additional codes (i.e. the parking code), and will require staff to review conflicting sections to ensure consistency throughout the municipal code.

RECOMMENDATION

Approval of the code changes in Chapter 44

FISCAL IMPACT

ATTACHMENTS

- I. Chpt 44 Support Docs and TAs

Tackling Barriers to Green Infrastructure:

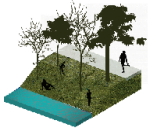
THE CITY OF GREEN BAY CODE CHANGES



GI ?

WHAT IS A GREEN INFRASTRUCTURE (GI) CODE AUDIT?

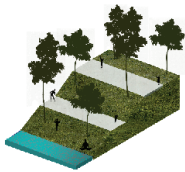
It is an approach municipalities use to audit, revise and prioritize codes that inhibit the use of green infrastructure.



WHY

DID THE CITY EXAMINE ITS CODES FOR GI?

Revising and adopting code recommendations sets the stage for greater use of GI, thereby increasing resilience to environmental, social and economic challenges.



WHAT

ARE THE BENEFITS OF GI?

- *Protect private & public properties from flood hazards*
- *Improve water quality of local waterways*
- *Increase resiliency for changing climate patterns*
- *Improves community livability*
- *Long-term cost savings*



KEY

MUNICIPAL CODES EXAMINED:

Chapters 16, 24, 42, 44

- *Definitions*
- *Architectural Design Standards*
- *Landscaping Standards*
- *Parking*
- *Permeable Materials and Surfacing*
- *Pollutant Reduction Through Site Plan Review*
- *Post-Construction Stormwater Standards and Long-Term Maintenance*

For more information please contact:

Community & Economic Development Department
920.448.3407

Chapter 44

Public Works Department
920.448.3040

Chapters 16, 24 and 42



Click
Link

[Tackling Barriers to Green Infrastructure](#)

City of Green Bay, Wisconsin
Green Infrastructure Codes Project
Summary of Text Amendments

CHAPTER 44 – ZONING*		
Code Sections	Areas	Key Text Amendments
Sec. 44 -249	General Definitions	Green infrastructure definitions added.
Sec. 44 - 358	Permitted Setback Encroachments	Cisterns, stormwater planter boxes & other rainwater harvesting added as a permitted setback encroachment.
Sec. 44 -1694	Surfacing	Permeable pavement and other surfacing systems meeting WI DNR Technical Standards are acceptable to meet the purposes of the section.
Sec. 44 - 1917	Pollutant reduction in service, loading, and storage areas	Standards for trash receptacles and dumpsters updated to address drainage & covers. Changes also apply to Parking Lot Alterations.
Sec. 44 - 1964	Perimeter Landscape Buffers	Increase buffer widths by at least 5 feet between uses to improve water quality and stormwater runoff management.
Sec. 44 - 1965	Interior parking lot landscaping for landscaping islands & medians	Islands 10' wide x 18' long. Medians 10' wide. Minimum soil depth of 3 ft. A minimum soil volume of 1,200 ft ³ per tree. No more than 10% of the surface area of any island or median may be non-living material.
Sec. 44 - 1966	Perimeter parking lot landscaping	Perimeter of parking areas screened by a landscaped area at least 15' wide along each frontage of public street or sidewalk.
Sec. 44 - 1967	Building foundation Landscaping	Foundation plantings shall be installed across 80% of the length of the façade of the building. One tree/50 ft. May consist of trees planted in structural soils, permeable pavement. Minimum soil volume of 600 ft ³ / tree.
Sec. 44 - 1968	Plant materials	Attempt to preserve existing trees with a diameter of 6" DBA or greater. Minimum of 90% area required to be landscaped shall be covered in live material.

City of Green Bay, Wisconsin
Green Infrastructure Codes Project
Summary of Text Amendments

Sec. 44 - 1968	Plant materials (cont'd)	Plants indigenous to WI shall comprise no less than two-thirds (2/3) of the proposed trees and sixty percent (60%) of proposed shrubs, and shall be species proven adaptable to the climate and site conditions.
Sec. 44 - 1968	Plant materials (cont'd)	Where twenty (20) or more trees are proposed, at least three (3) species of tree shall be utilized.
Sec. 44-1969	Maintenance & installation of landscape materials	Plantings under this ordinance shall be maintained perpetually and replaced if they die or are substantially weakened or damaged. If plantings succumb due to site conditions to which they are ill adapted, they shall be replaced with more culturally suitable species of the same type.
CHAPTERS 16 & 42 – RELATING TO STORMWATER MANAGEMENT** BMP=best management practice, SWM=stormwater management, GI=green infrastructure; ERU=equivalent runoff units		
Code Sections	Areas	Key Text Amendments
Sec. 16-79	General Definitions	Green infrastructure definitions added.
Sec. 16-81 (j)	BMP Location	Cisterns, Stormwater Planter Box added as onsite BMPs
Sec. 16-82	BMP Installation certification	Wisconsin-licensed landscape architect, arborist, or nursery professional shall certify vegetation planting and vegetation establishment one full growing season after planting.
Sec. 16-84	Maintenance Agreement	Establishment, verification, maintenance schedule for vegetated SWM, GI, and propriety SWM devices.
Sec. 42-203	Permeable Surfaces	Acceptable pervious surfaces to include approved permeable surfacing and green roofs - exempt from ERU calculation.
Sec. 42-203 (d)	Definitions	Definition for <i>permeable surfacing</i> added & <i>stormwater system</i> amended.

*Questions or comments relating to Chapter 44: madison.smith@greenbaywi.gov; 920-448-3407

**Questions or comments relating to Chapter 16 and 42: melissa.schmitz@greenbaywi.gov; 920-448-3040

GENERAL ORDINANCE NO. 12-22

AN ORDINANCE AMENDING SECTION 44-1917, GREEN BAY MUNICIPAL CODE, RELATING TO SERVICE, LOADING, AND STORAGE AREAS

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

SECTION 1. Section 44-1917, Green Bay Municipal Code, is hereby amended to read:

44-1917. Service, loading, and storage areas.

(a) *Placement and orientation.* Loading, delivery, and service bays should be oriented away from existing residences and public streets to the extent feasible.

(b) *Setback from street.* No areas for outdoor storage, trash collection or compaction, loading, or other such uses shall be located within twenty (20) feet of any public street or public sidewalk.

(c) *Screening.* Trash receptacles and dumpsters, trash recycling containers, and loading docks shall be fully enclosed and screened with walls and/or fences at least six (6) feet in height and ninety (90) 90 percent impervious to sight. All receptables and dumpsters shall have secure, fully closing lids or covers that prevent rainfall or snowmelt from coming into contact with the refuse being stored. All enclosure gates and receptable and dumpster lids shall remain closed when not in use.

(d) *Design.* Architectural elements, materials, colors and design of screening walls, coverings, and/or fences shall be compatible with those used as predominant materials, colors, and elements on the building or landscaping.

(e) Drainage. All outdoor storage and trash collection or compaction areas shall be graded, curbed, or drained to prevent the discharge of storm water runoff directly to storm drains or surface waters. Runoff shall be directed through a grassed or vegetated area prior to reaching a storm drain or surface water or, where approved by the Director of Public Works or their designee, to a properly designed sanitary sewer inlet.

(i) Rehabilitation, reconstruction, and new construction Parking Lot Alterations, as defined in Section 44-249, Green Bay Municipal Code, are subject to the drainage requirements for outdoor storage and trash collection in this section.

SECTION 2. All ordinances, or parts of ordinances, in conflict herewith are hereby repealed.

SECTION 3. Effective date. This ordinance shall take effect on and after its passage and publication.

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

APPROVED:

Mayor

ATTEST:

Clerk

ljm

05/17/2022

GENERAL ORDINANCE NO. 13-22

**AN ORDINANCE CREATING SECTIONS 44-358(a)(13)-(15),
GREEN BAY MUNICIPAL CODE, RELATING TO
PERMITTED SETBACK ENCROACHMENTS**

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

SECTION 1. Sections 44-358(a)(13) through (15), Green Bay Municipal Code, are hereby created to read:

(13) A cistern or cisterns with a maximum combined capacity of three hundred (300) gallons. Cisterns exceeding 300 gallons in capacity shall be located within rear or side yards and no closer than one-half the applicable setback to a side or rear property line.

(14) Planter boxes for stormwater management projecting not more than three (3) feet into a yard.

(15) Any other similar item as those listed above, as determined by the Zoning Administrator.

SECTION 2. All ordinances, or parts of ordinances, in conflict herewith are hereby repealed.

SECTION 3. Effective date. This ordinance shall take effect on and after its passage and publication.

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

APPROVED:

Mayor

ATTEST:

Clerk

ljm

05/17/2022

GENERAL ORDINANCE NO. 14-22

**AN ORDINANCE AMENDING SECTION 44-1694,
GREEN BAY MUNICIPAL CODE, RELATING TO SURFACING**

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

SECTION 1. Section 44-1694, Green Bay Municipal Code, is hereby amended to
read:

44-1694. Surfacing.

(a) All off-street parking facilities and driveways leading to such parking facilities,
and all other areas upon which motor vehicles may traverse or be parked shall
be graded and surfaced with a dust-free all-weather hard surface material
capable of carrying a wheel load of 4,000 pounds.

(1) Acceptable surfacing materials include asphalt, concrete, brick, cement
pavers, permeable pavement as defined in Section 44-249, or similar
material approved by the City and installed and maintained per industry
standards.

(b) Residential drives serving single- and two-family dwellings may contain a
grass or permeable center, provided that the areas on which the vehicle's
wheels touch are a minimum of 12 to 18 inches in width.

SECTION 2. All ordinances, or parts of ordinances, in conflict herewith are hereby
repealed.

SECTION 3. Effective date. This ordinance shall take effect on and after its
passage and publication.

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

APPROVED:

Mayor

ATTEST:

Clerk

MS

05/17/2022

GENERAL ORDINANCE NO. 15-22

AN ORDINANCE AMENDING SECTIONS 44-1964, 44-1965,
44-1966, 44-1967, AND 44-1968, GREEN BAY MUNICIPAL CODE,
RELATING TO LANDSCAPING

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

SECTION 1. Section 44-1964, Green Bay Municipal Code, is hereby amended to
read:

44-1964. Perimeter Landscape Buffers. Buffers shall be used to provide visual
and noise separation of intensive uses from less intensive between uses, and to
improve water quality and stormwater runoff management. Buffer landscaping shall
be provided as follows:

~~(a) Non-residential or multifamily uses in residential districts: At least 10 feet~~
~~wide abutting residential uses (at least fifteen (15) feet wide if the nonresidential use is~~
~~two (2) stories or more). Large nonresidential buildings (25,000 square feet or greater)~~
~~shall provide a buffer yard at least 20 feet wide. Nonresidential buildings with service~~
~~areas or mechanicals oriented toward residential uses shall provide a buffer yard of 20~~
~~feet or more depending on the intensity of the development.~~

~~(b) Nonresidential or multifamily uses in commercial or industrial districts: At~~
~~least fifteen (15) feet wide abutting residential uses in residential districts (at least twenty~~
~~(20) feet wide if the nonresidential use is two (2) stories or more). Large nonresidential~~
~~buildings (25,000 square feet or greater) shall provide a buffer yard at least twenty-five~~
~~(25) feet wide.~~

(a) For non-residential or multifamily uses, buffers shall be at least twenty
(20) feet wide. The following buffers shall be at least twenty-five (25) feet wide:

(1) Buffers for non-residential or multifamily buildings of two or more
stories in residential, commercial, or industrial districts.

(2) Buffers for non-residential buildings of 25,000 square feet of floor area
or more in residential, commercial, or industrial districts.

(3) Buffers along loading docks, service areas, or outdoor mechanical
systems in residential, commercial, or industrial districts.

(4) Buffers for non-residential uses abutting residential uses or districts
in commercial or industrial districts.

(c) Buffer design.

(1) Buffer areas shall consist of either a masonry wall, fence, berm, ~~or hedge plantings,~~ or ~~a~~ combination thereof that forms a screen a minimum of four (4) feet in height, ~~a maximum of 6 feet in height,~~ and not less than 90 percent opaque on a year-round basis. Screening located along front and corner side yards ~~are~~ is limited to four (4) feet in height and not less than 90 percent opaque on a year-round basis and which shall effectually ~~blocks~~ block automobile headlights from trespass on roads or adjacent property.

(2) Buffers shall be landscaped with at least one (1) tree and five (5) shrubs for every 50 linear feet. A minimum soil volume of 1,200 cubic feet for the indicated tree species shall be provided in the landscape island. A minimum of three (3) feet of soil depth shall be provided below the final surface elevation of the landscape island where the tree is planted.

(3) Buffers may be interrupted for necessary pedestrian and vehicle access.

(4) Buffer designs included in an approved stormwater management plan under Chapter 16 of this Code shall be constructed in accordance with said plan. Any combination of fencing and plantings may be used, provided the degree of opacity and screening required in this section is achieved.

SECTION 2. Section 44-1965, Green Bay Municipal Code, is hereby amended to read:

44-1965. Interior parking lot landscaping. The purpose of interior parking lot landscaping is to minimize the expansive appearance of parking lots, to ~~and~~ provide shaded parking areas, and to provide water quality and stormwater management benefits where appropriate. Landscaping shall consist of planting islands and medians comprising the required planting area specified under item (1) below.

(a) Planting area.

(1) At least ten (10) percent of the interior area of parking lots with ~~more than~~ twenty-five (25) or more spaces shall be devoted to landscape planting areas.

(2) ~~Shade~~ Canopy trees shall be provided within the interior of parking lots areas of twenty-five (25) or more spaces ~~in accordance with the following table at the rate of one tree per ten (10) spaces. Trees required to be planted in landscape islands, landscape medians, and perimeter areas shall count toward this requirement.~~

Number of Parking Spaces	Minimum Required Tree Planting
0—24	None required
25—100	1 tree per 10 spaces
101+	1 tree per 15 spaces

(3) Parking lot landscape areas shall be protected with concrete curbing, wheel stops, or other suitable barriers to protect plant function and ensure survivability, with breaks as required to allow storm water inflow where the landscape areas have been designed to provide storm water treatment and control.

(b) Landscape islands.

(1) Landscape islands shall be provided at the end of each parking row and within the row of parking spaces so that there are no more than ~~fifteen (15)~~ **ten (10)** consecutive parking spaces without a landscape island.

(2) Landscape islands shall have minimum interior dimensions of at least ten (10) feet in width and ~~fifteen (15)~~ **eighteen (18)** feet in length. **Double rows of parking shall provide parking lot islands opposite one another to form continuous double islands. Where islands include a sidewalk, their width shall be increased to provide a planting area of at least ten (10) feet in width.**

(3) ~~Landscape islands~~ **Each landscape island** shall be planted with **a mix of herbaceous or woody** ground cover, ~~or sod and a minimum of one (1) shade/deciduous tree.~~ **shrubs, and mulch, or other ground cover sufficient to fully cover the ground surface and prevent the growth of weeds. No more than ten percent (10%) of the surface area of any landscape island may be non-living material, and no more than twenty percent (20%) of the surface area of any landscape island may be turf grass. A minimum soil depth of three feet (3') shall be provided unless this provision is specifically waived due to on-site conditions.**

(4) Required tree planting in landscape islands.

a. A minimum of one canopy tree shall be planted per 180 square feet of landscape island on the site.

b. Except where the requirements for soil volume and depth in this section cannot be met due to dimensional or site conditions, or where an individual landscape island is designed as part of an approved stormwater management plan described herein, at least one (1) tree shall be planted in each ten by eighteen-foot landscape island. Where tree planting is not possible, the required tree(s) shall be planted in another interior or perimeter parking lot landscape area.

c. A minimum soil volume of 1,200 cubic feet per tree for the indicated tree species shall be provided in the landscape island.

d. A minimum of three (3) feet of soil depth shall be provided below the final surface elevation of the landscape island where the tree is planted.

(5) Landscape island designs included in an approved stormwater management plan under Chapter 16 of this Code shall be constructed in accordance with said plan.

(c) ~~Landscape medians. Parking lots with more than 100 spaces shall be divided into at least two smaller areas by landscape medians. Parking lot landscape medians shall be placed between every other bay of parking in any lot with more than two parallel bays and more than forty (40) spaces. A parking bay shall be defined as one or two rows of spaces accessed from a single drive aisle.~~

(1) Landscape medians shall be a minimum of eight (8) feet wide or fourteen (14) to eighteen (18) feet wide with a pedestrian walk. ~~ten (10) feet wide. Where medians include a sidewalk running lengthwise, their width shall be increased to provide a planting area of at least ten (10) feet in width.~~

(2) Landscape medians shall have a minimum of one (1) shade tree per forty (40) lineal feet along the length of the median and shall contain mulch or irrigated grass. ~~be planted with a mix of herbaceous or woody ground cover, shrubs, and mulch, or other ground cover sufficient to fully cover the ground surface and prevent the growth of weeds. No more than ten percent (10%) of the surface area of any landscape island may be non-living material, and no more than twenty percent (20%) of the surface area of any landscape island may be turf grass. A minimum soil depth of three (3) feet shall be provided unless this provision is specifically waived due to on-site conditions.~~

(3) Required tree planting in landscape medians.

a. Landscape medians shall have a minimum of one (1) canopy tree per fifty (50) lineal feet along the length of the median.

b. Except where the requirements for soil volume and depth described in this section cannot be met due to dimensional or site conditions, or where an individual landscape median is designed as part of an approved stormwater management plan described herein, at least one (1) tree shall be planted in each landscape median. Where tree planting is not possible, the required tree(s) shall be planted in another interior or perimeter parking lot landscape area.

c. A minimum soil volume of 1,200 cubic feet per tree for the indicated tree species shall be provided in the landscape median.

d. A minimum of three (3) feet of soil depth shall be provided for and accessible to the tree below the final surface elevation of the landscape median where the tree is planted.

(4) Landscape median designs included in an approved stormwater management plan under Chapter 16 of this Code shall be constructed in accordance with said plan.

(d) ~~General Compliance~~ **Existing parking lots**. For existing parking lots that currently do not comply with the interior **parking** lot landscaping **requirements of this section** as of the **its** adoption of this ordinance, such **compliant** landscaping shall be provided when any one of the following occurs:

(1) Any ~~new~~ construction of a **new** parking lot must comply with the current requirements of this ordinance.

(2) Existing approved parking areas that are either rehabilitated or reconstructed are required to ~~replace existing approved interior lot landscaping or provide a total of 5% interior lot landscaping.~~ **either:**

a. Replace existing approved interior lot landscaping with landscape islands or landscape medians that meet the requirements of this section for dimensions, tree planting, planting mix, and soil volume and depth, or

b. Construct new interior landscape islands or landscape medians, the cumulative area of which is equal to at least five percent (5%) of the interior area of the parking lot.

(3) When an existing approved parking lot is expanded by **twenty-five percent (25%)** or greater **by more** than 7,500 sq. ft. **square feet** in total surface area, **whichever is less**, the entire parking area shall be brought into compliance with the requirements of this ordinance. ~~All expanded~~ **When determining the applicability of this standard, all permitted expansions of parking lot** areas are considered cumulative.

(4) Re-striping, patching, resurfacing of an existing parking area shall not be subject to this requirement.

(e) General Compliance. All new or replaced parking lot landscaping shall meet the standards for dimensions, tree planting, planting mix, and soil volume and depth set forth in this section. The Director of the Department of Community and Economic Development, or their designee, may vary or waive the requirements of this section upon a finding that site conditions or planting area sizes are not likely to lead to successful establishment and growth of required plantings.

SECTION 3. Section 44-1966, Green Bay Municipal Code, is hereby amended to read:

44-1966. Perimeter parking lot landscaping. Parking area edges shall be screened from public streets and sidewalks, public open space, and adjacent properties. The perimeter of parking areas shall be screened ~~from residential uses~~ by **means of:**

(a) ~~A landscaped frontage strip at least 5 feet wide along the public street or sidewalk. If a parking area contains over 100 spaces, the minimum required yard shall be increased to 8 feet in width.~~ area meeting the following standards:

(1) Landscaped areas shall be at least fifteen (15) feet wide along each frontage of a public street or sidewalk.

(2) If a parking area adjacent to a public street or sidewalk contains over 100 parking spaces, the minimum required landscaped area shall be increased to twenty (20) feet in width.

(3) Where parking lots border property lines, setbacks from the property line to the edge of the parking lot pavement shall meet the buffer requirements of Section 44-1964, but in no case shall a property line setback be fewer than twenty (20) feet.

(4) *Exception.* In Downtown One and Downtown Two zoning districts, the landscaped area shall be at least five (5) feet wide along each frontage of a public street or sidewalk.

(b) Screening consisting of either a masonry wall, fence, berm, ~~or hedge plantings,~~ or a combination thereof that forms a screen a minimum of four (4) feet in height, ~~a maximum of 6 feet in height (6-8' in industrial districts),~~ and not less than 90 percent opaque on a year-round basis. Screening located along front and corner side yards ~~are~~ is limited to four (4) feet in height and ~~not less than~~ must be at least 90 percent opaque on a year-round basis and ~~which effectually blocks~~ block automobile headlights from trespass on adjacent property.

(c) Tree planting. Trees shall be planted at a minimum of one (1) shade tree per ~~forty (40) lineal feet within the frontage strip.~~ A minimum of one (1) canopy tree per forty (40) lineal feet shall be planted within the perimeter parking lot landscape area.

(1) Except where the requirements for soil volume and depth in this section cannot be met due to dimensional or site conditions, or where the perimeter parking lot landscape area is designed as part of an approved stormwater management plan described herein, at least one (1) tree shall be planted per forty (40) lineal feet within each perimeter parking lot landscaping area. Where tree planting is not possible, the required tree(s) shall be planted in another interior or perimeter parking lot landscape area.

(2) A minimum soil volume of 1,200 cubic feet per tree for the indicated tree species shall be provided in the perimeter parking lot landscape area.

(3) A minimum of three (3) feet of soil depth shall be provided for and accessible to the tree below the final surface elevation of the perimeter parking lot area where the tree is planted.

(4) Perimeter parking lot landscaping designs included in an approved stormwater management plan under Chapter 16 of this Code shall be constructed in accordance with said plan.

(d) General compliance. For existing parking lots that currently do not comply with the perimeter parking lot landscaping standards of this section as of its adoption, compliant landscaping is required when any one of the following occurs:

(1) Any construction of a new parking lot must comply with the current requirements of this ordinance.

(2) Re-striping, patching, resurfacing of an existing parking area shall not be subject to the requirements of this section.

(3) When an existing approved parking lot is expanded by 25 percent or by more than 7,500 square feet in total surface area, whichever is less, the entire parking area shall be brought into compliance with the requirements of this ordinance. All permitted expansions of parking lot areas are considered cumulative in determining the applicability of this standard.

(4) Existing approved parking areas that are either rehabilitated or reconstructed, but do not meet the thresholds set forth in (3) above, are required to take one of the following actions with respect to perimeter parking lot landscaping:

a. Replace all existing, approved perimeter parking lot landscaping with perimeter landscape areas meeting the standards for tree planting, planting mix, soil volume, and soil depth set forth in this section; OR

b. Implement a new perimeter parking lot landscape area with a minimum width of five feet (5'), meeting the standards for tree planting, planting mix, soil volume, and soil depth set forth in this section.

(5) The number of trees required to be planted pursuant to this Section may be varied or waived upon finding that site conditions or planting area sizes are not likely to lead to successful establishment and growth of a canopy tree.

(6) Exceptions.

a. Where the Plan Commission determines that full compliance with this Section would not be possible due to site dimensions or the location

of existing buildings; or where full compliance would result in the number of existing parking spaces being reduced by more than ten percent or in a manner that would result in non-compliance of the proposed use(s) with the provisions of this ordinance,

b. The Plan Commission may approve a substitute landscaping plan for the perimeter area which shall consist at a minimum of any combination of a three-foot masonry wall, three-foot ornamental metal fence, and plantings of low shrubs, perennials, or ornamental grasses.

SECTION 4. Section 44-1967, Green Bay Municipal Code, is hereby amended to read:

44-1967. Building foundation landscaping. Building foundations adjoining parking areas, walkways, or open space shall be planted with ornamental plant material such as ornamental trees, flowering shrubs, and perennials, annuals, and ground covers, with the exception of buildings that have facades flush with the sidewalk, i.e., downtown or storefronts.

(a) Foundation plantings shall be installed across eighty (80) percent of the length of the façade of the building, except where walkways and driveways are located.

(b) Foundation plantings shall include trees planted at the rate of one (1) tree per fifty (50) lineal feet of building façade, and may also include shrubs, herbaceous perennials, bioretention or rain garden plantings, and groundcover. Tree planting requirements may be varied, or required trees located on another portion of the site, if a minimum distance of five (5) feet from the building cannot be maintained.

(c) Where the area between the building and parking or street curb is entirely paved for pedestrian use, landscaping may consist of canopy trees planted in structural soils beneath tree grates or permeable pavement. The minimum structural soil volume provided shall be 600 cubic feet per tree.

(d) Above-ground planter boxes along building facades may be substituted for foundation plantings.

SECTION 5. Section 44-1968, Green Bay Municipal Code, is hereby amended to read:

44-1968. Plant Materials.

(a) In general. A reasonable attempt shall be made to preserve as many existing trees with a diameter of six (6) inches diameter at breast height or greater as is practicable, and to incorporate them into the site plan.

~~(1) All required landscaping shall emphasize the use of native species or plants that are proven adaptable to the climate but are not invasive on native species.~~

~~(2)~~**(1) Each A minimum of ninety percent (90%) of each area required to be landscaped shall be covered in live material. Live material includes trees, shrubs, perennials, ground cover, and sod. Areas not covered in live material may be covered by mulch, rock, or other natural materials. Exposed gravel, aggregate rock, or concrete shall only be used where drainage ~~and/or~~ or soil conditions require a non-irrigated and/or hard surface pan at finished grade adjoining a building foundation.**

(2) Plants indigenous to Wisconsin shall comprise no fewer than two-thirds (2/3) of the proposed trees and sixty percent (60%) of proposed shrubs, and shall be species proven adaptable to the climate and site conditions.

(3) Tree Plant species mix. Any Where twenty (20) or more trees are proposed, at least three (3) species of tree shall be utilized, and no single one species of ~~trees~~ tree shall not make up more than fifty percent (50%) of the total tree plantings for the property. Where thirty (30) or more shrubs are proposed, no single species of shrub shall comprise more than one-third (1/3) of shrub plantings.

(4) Minimum sizes. All required trees shall meet the following minimum size requirements:

Tree/Plant	Minimum Required Size at time of planting
Deciduous trees	Two (2) inch caliper
Ornamental deciduous trees	One and one-half (1-½) inch caliper
Evergreen trees	Six (6) feet in height
Shrubs	Five gallon (#5) container size

(5) Any plant materials used to meet the requirements of this ordinance shall not include any species identified as a Regulated Invasive Plant by the Wisconsin Department of Natural Resources pursuant to Wis. Admin. Code Ch. NR 40.

SECTION 6. Section 14-1969, Green Bay Municipal Code, is hereby amended to read:

44-1969. Maintenance and installation of materials. Installation and maintenance of all landscape materials shall comply with the following standards:

(a) All landscape materials shall be installed to current industry standards. All installed landscape shall conform to the most recently approved American Standard for Nursery Stock, published by the American National Standards Institute.

- (b) An adequate water supply shall be indicated in the site plan.
- (c) All required landscaping and screening features shall be kept free of refuse and debris.
- (d) Maintenance and replacement of landscape materials, **including the maintenance of any trees planted in the public right-of-way**, shall be the responsibility of the applicant or property owner, ~~including the maintenance of any trees planted in the public right-of-way.~~ **All plantings required under this ordinance shall be maintained perpetually and replaced if they die or are substantially weakened or damaged. If plantings succumb due to site conditions to which they are ill adapted, they shall be replaced with more culturally suitable species of the same type (tree, shrub, ground cover, etc.).**

SECTION 7. All ordinances, or parts of ordinances, in conflict herewith are hereby repealed.

SECTION 8. Effective date. This ordinance shall take effect on and after its passage and publication.

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

APPROVED:

Mayor

ATTEST:

Clerk

MS

05/17/2022

GENERAL ORDINANCE NO. 16-22

AN ORDINANCE AMENDING SECTION 44-249, GREEN BAY MUNICIPAL CODE, RELATING TO GENERAL DEFINITIONS

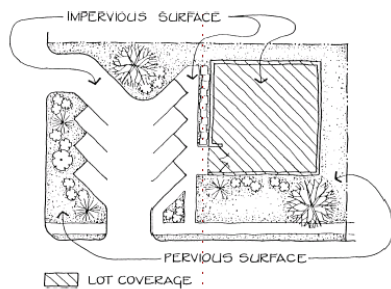
THE COMMON COUNCIL OF THE CITY OF GREEN BAY DOES ORDAIN AS FOLLOWS:

SECTION 1. Certain definitions in Section 44-249, Green Bay Municipal Code, are hereby amended as follows:

~~Drainage system:~~ One **Drainage system means one** or more artificial ditches, tile drains, or similar devices which collect surface runoff or groundwater and convey it to a point of discharge. **The term “drainage system” shall include storm water conveyance systems as defined in Section 16-79, Green Bay Municipal Code.**

~~Gross acre:~~ An **Gross acre means** an acre of land (43,560 sq. ft.) that includes street rights-of-way and other publicly-dedicated improvements, such as parks, open space, and stormwater detention and retention facilities **management measures.**

~~Impervious surface:~~ A surface that has been compacted or covered with a layer of material so that it is highly resistant to infiltration by water. It includes semi-impervious surfaces, such as compacted clay or gravel, as well as conventional street or alley surfaces, roofs, sidewalks, drives, parking lots, and similar improvements. **Impervious surface means an area that releases as runoff all or a large portion of the precipitation that falls on it, except for frozen soil. Rooftops, swimming pools, ponds, decks, sidewalks, driveways, gravel, and paved parking lots and streets are examples of areas that typically are impervious. See graphic example. Green infrastructure, gardens, forests, or other similar vegetated areas are examples of surfaces that typically are permeable.**



Graphic Courtesy of the American Planning Association

Replace the words ‘pervious surface’ with ‘permeable surface’ in the graphic to match wording of the definition.

~~Land-disturbing construction activity:~~ Any manmade change of the land surface, including removing vegetative cover, excavating, filling, and grading but not including agricultural land uses, such as planting, growing, cultivating, and harvesting of crops, growing and tending of gardens, harvesting of trees, and landscaping modifications. **Land-disturbing construction activity means any human-made alteration of the land surface resulting in a change in the topography or existing vegetative or non-vegetative soil**

cover that may result in runoff and lead to an increase in soil erosion and movement of sediment into waters of the state, including clearing and grubbing, demolition, excavating, pit trench dewatering, filling and grading activities, and soil stockpiling.

~~Pond:~~ Any **Pond means any** naturally occurring or **constructed** manmade body of water that retains or detains the natural flow of water. This definition does not include ponds used for or are a part of a stormwater management plan, as regulated in Chapter 30 of the Green Bay Municipal Code.

~~Stormwater management plan:~~ A written description of the number, locations, sizes, and other pertinent information of stormwater control measures designed to meet the requirements of the municipal code submitted by the applicant for review and approval by the Director of Public Works. **Stormwater management plan means a comprehensive plan that identifies and designs what actions will be taken to reduce storm water quantity and pollutant loadings from the post-development land use condition to levels meeting the requirements of Chapter 16.**

SECTION 2. Section 44-249, Green Bay Municipal Code, is hereby amended by creating definitions of the following terms:

Bioretention area means excavated area that is back-filled with a prepared or amended soil mixture, which may or may not be covered with a mulch layer and planted with a diversity of woody or herbaceous vegetation, to which stormwater is directed to promote infiltration or evapotranspiration. Such an area may also be known as a “rain garden.”

Canopy tree means a woody perennial usually having one dominant trunk and a mature height greater than 5 meters (16 feet).

Cistern means a collection system that does not exceed 5,500 gallons and detains rainwater or stormwater runoff in above-ground or underground storage tanks for later outdoor use. A cistern of under one hundred twenty (120) gallons in capacity typically is known as a “rain barrel.”

Green infrastructure means any combination of landscaping, facilities, or equipment that captures rain at or near the site where it falls through infiltration, evapotranspiration, or storage for beneficial use or delayed discharge. Green infrastructure includes but is not limited to amended soil areas, bioretention areas, rain gardens, green roofs, vegetated swales, landscaping with deeply-rooted plants in amended soil, cisterns, rain barrels, stormwater trees, permeable pavements, planter boxes, and vegetated buffer strips, as well as the removal of structures or pavements to allow revegetation.

Green roof means an engineered roofing system that includes vegetation planted into a growing medium above an underlying waterproof membrane material which is designed to reduce the volume or peak flow of stormwater runoff from a building roof.

Green wall means the use of a supporting structure or wall panel installed to enable plants to grow vertically along the façade of a building or structure in order to provide air and water quality improvement as well as aesthetic enhancement.

Ornamental refers to trees that are grown primarily for blooms, fruit, foliage, or other seasonal interest. Ornamental trees may be small to medium size at maturity.

Permeable Surfacing means material(s) and accompanying subsurface treatments designed and installed specifically to allow stormwater to penetrate into the material, thereby reducing the volume of stormwater runoff from the surfaced area. Permeable surfacing may include, without limitation, permeable interlocking pavers, concrete lattice pavers, porous blocks or pavers or similar structural support materials, and permeable concrete or asphalt.

Rain barrel has the same meaning as “Cistern.”

Rain garden has the same meaning as “Bioretention Area.”

Stormwater planter box means a structure with vertical walls and an open or closed bottom, which may be attached to a building or structure, that is planted with a soil medium and vegetation intended to collect, absorb, and filter runoff from impervious surfaces.

Vegetative buffer strip means a vegetated area designed, constructed, and planted as an integral and intentional component of a stormwater management or landscape plan, in a manner specifically intended to collect and slow stormwater runoff and promote uptake by plants and soils. A vegetated filter strip also may be designed in a manner that provides visual and noise buffering between uses. A “vegetated buffer strip” also may be known as a “vegetated filter strip.”

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

SECTION 4. Effective date. This ordinance shall take effect on and after its passage and publication.

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

APPROVED:

Mayor

ATTEST:

Clerk

MS

05/17/2022



Report to the Green Bay Plan Commission

MEETING DATE

May 9, 2022

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # F.I

Safe Walk & Bike Plan Working Group 2021 Annual Report.

BACKGROUND

Per the Green Bay Safe Walk & Bike Plan, an annual report for 2021 has been compiled by the Safe Walk & Bike Plan Working Group. See attached.

RECOMMENDATION

Informational Only.

FISCAL IMPACT

ATTACHMENTS

- I. Safe Walk and Bike Green Bay, 2021 Annual Report

Safe Walk & Bike Plan 2021 Annual Report



Published By:

Safe Walk and Bike Green Bay Working Group

<https://greenbaywi.gov/1019/Safe-Walk-Bike-Plan>

The Green Bay Safe Walk & Bike Plan was passed unanimously by the Green Bay City Council and Green Bay Area Public School Board in spring of 2019 after a year-long planning and engagement process to collaboratively establish a Safe Walk and Bike Plan for the City and a Safe Routes to School Plan for the District. The plan actively identifies ways to help adults and kids of all ages and ability levels make walking and biking part of their daily routines. This is a major step forward that prioritizes projects that will provide years of health and economic benefits for the community.

The Safe Walk & Bike Green Bay Working Group was formed as a collaborative effort to seek funding, continue engagement, and implement the “Five E’s” (Education, Encouragement, Engineering, Enforcement, and Evaluation) from the Plan with an equity lens through partnerships, community engagement, accountability, and transparency. The goal is to accelerate change in our community by effectively implementing the goals of the Plan. We strive to provide equitable options that empower and make it easy for all people to walk and bike in our community. Our Working Group’s minutes and previous annual reports can be found here: <https://greenbaywi.gov/1019/Safe-Walk-Bike-Plan>

Our working group represents a variety of stakeholders, including city staff, school district staff, technical experts, non-profit agencies, and elected officials. Current members include:

- Lori Blakeslee, Green Bay Area Public Schools
- Natalie Bomstad, Wello
- Jesse Brunette, Green Bay City Council
- Peter Flucke, WE BIKE, etc.
- Bill Galvin, Green Bay City Council
- Dave Hansen, City of Green Bay Engineering
- Kimberly Hess, Center for Childhood Safety
- Stephanie Hummel, City of Green Bay Planning
- Chad Jensema, Green Bay Area Public Schools
- Danyelle Pierquet, ISG
- Kristina Shelton, Wisconsin State Assembly
- Mike Sobieck, Green Bay Police Department
- Eric Vanden Heuvel, Green Bay Area Public Schools Board
- Ker Vang, Brown County Planning
- Stephanie Zander, Green Bay Area Public Schools

2021 Achievements

Engineering

In 2020, we were able to install many much-needed bike lanes (2.52 miles worth) due to recommendations from the Safe Walk & Bike Plan. In 2021, the focus shifted to other infrastructure that helps bicyclists and pedestrians move through our city. This included **adding or upgrading all pedestrian accommodations at seven signalized intersections** along the West Mason corridor from the Fox River to Interstate 41. This included push buttons and countdown timers at all locations. West Mason is a highly utilized corridor for all users of the road, and this project will improve safety for all.



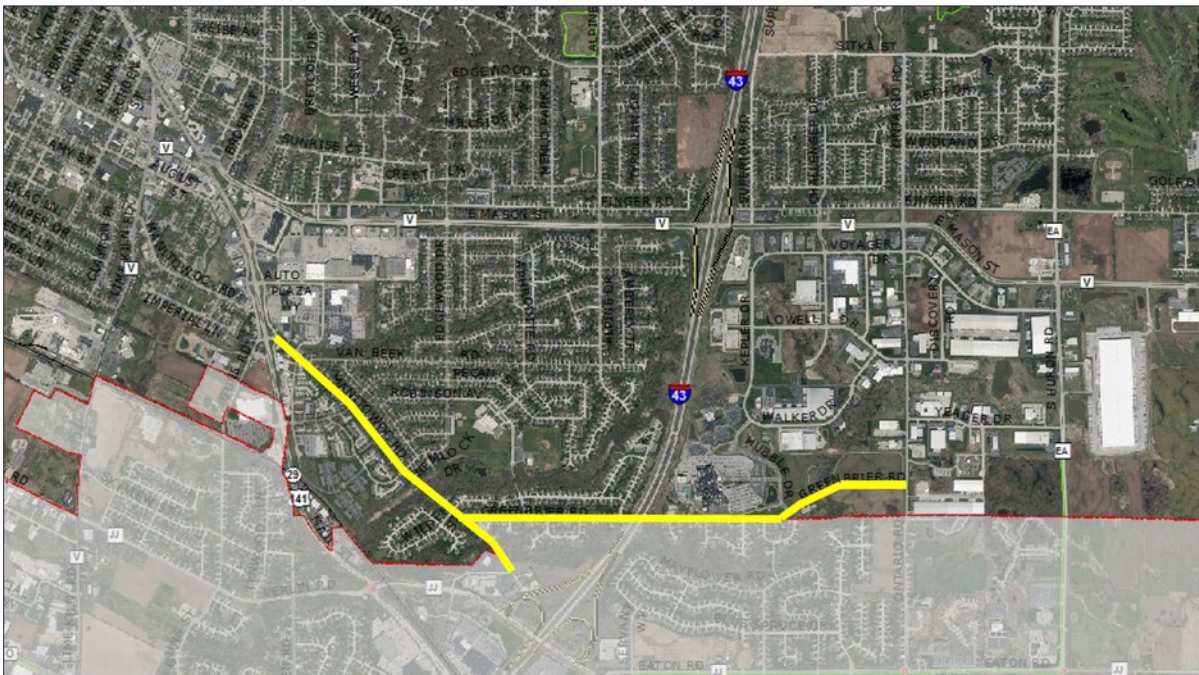
This year also saw the **installation of four Rectangular Rapid Flashing Beacons (RRFBs)**. RRFBs have one of the highest efficacy rates among pedestrian safety signs and have been very welcomed by our community. The signs were installed at the following locations:

- North Irwin Avenue at Bay Beach Road (near Bay Beach Amusement Park)
- Ninth Street at Gross Avenue (near a school route crossing)
- Dousman Street at Murphy Drive (near Aspiro Special Needs School)
- Baird Street at Stuart Street (near Washington Middle School)

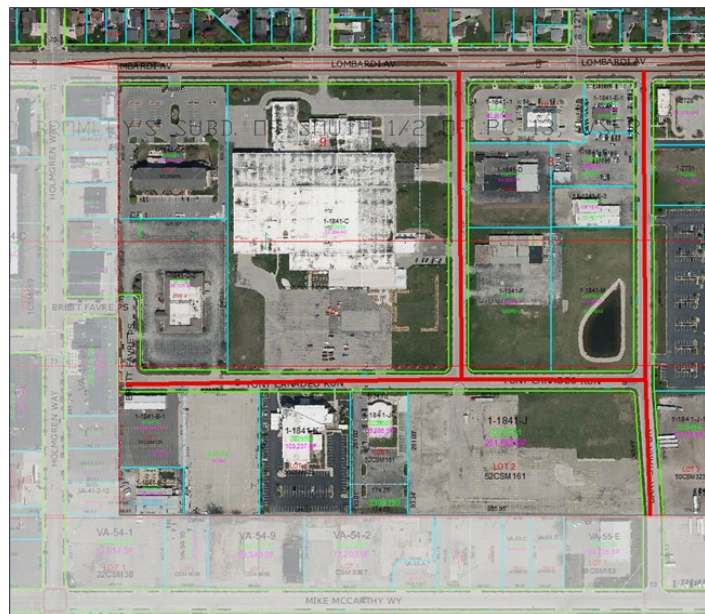
The installation of the RRFB should see a near-immediate reduction in crashes/incidences at these high-volume pedestrian locations. They also provide the feeling of safety to pedestrians.

Planning & Design

This year was a big year for planning and design work from the City's Engineering team, with much implementation to come in 2022-2026. This includes the installation of another RRFB on South Ashland Avenue at the Seymour Park crossing, a much-needed addition to this auto-centric roadway. A major bike lane project was approved that will include **4.75 miles of additional bike lanes** being added to the City along Manitowoc Road and Greenbrier Road. The route is shown below in yellow. This will fill the biking infrastructure gap on the south side of the City and also provide a connection for bikers to cross Interstate 43.



Also approved in 2021 is the construction of **1.28 miles of sidewalks** in the City's Legend's District (shown here in red), which is an entertainment district near Lambeau Field. With no current pedestrian accommodations, the Safe Walk & Bike Plan recommend these sidewalks and we are excited to see this implementation in 2022!



E-Scooters Have Arrived

The City created an ordinance to allow for e-scooters within the City in summer of 2021. This allowed us to execute a pilot program with Bird in July 2021. From late July through mid-November, we saw 28,226 rides on the e-scooters for a total of **41,314.58 miles covered**. While the e-scooters were used for fun, they were also used as a transportation option. Per Bird Rides, we **saved over 8.1 metric tons of CO2 emissions**, and was accomplished with a fleet of only 150 e-scooters. The great success in micro-mobility will be expanded in 2022 with the return and increase in e-scooters, as well as the addition of e-bikes.

The e-scooters have also provided us with an educational opportunity, as they are required by ordinance to be used as a bicycle would be. The City increased education surrounding speed control, helmet wearing and other safety measures, use of bike and vehicle lanes, correct yielding practices, and not riding on sidewalks in commercial areas.



Enforcement

Wello, a local nonprofit organization, coordinates annual Regional Crosswalk and Enforcement events, also known as “**Frogger**”. These were held on June 24th, July 22nd, and August 19th of 2021. There was participation from Green Bay Police Department, Brown County Sheriff’s Office, De Pere Police Department, Ashwaubenon Public Safety, City of Green Bay Public Works, and De Pere Public Works.



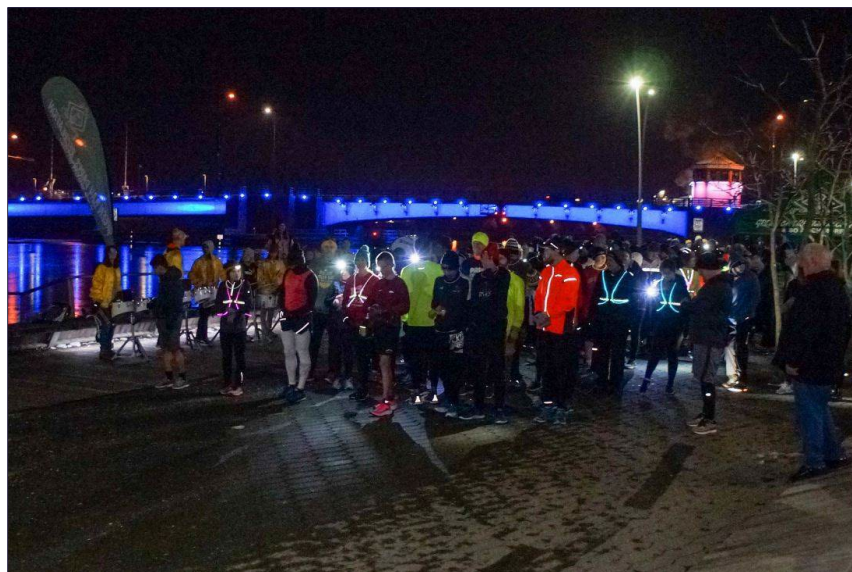
Coordinated efforts such as these build greater awareness of the rules of the road throughout our region strengthening our collective efforts to improve accessibility and safety for residents walking, biking, and rolling. We saw an increase in our media and online presence from 2020 to 2021, with nine media stories, 13,557 media impressions, and 3,134 views of the Google Map that shows the Frogger locations. There was a total of 30

Frogger locations in Brown County, with 343 warnings issued, 35 citations issued, and 542 vehicles yielding correctly.

In 2021, we added a member of the **Green Bay Police Department** to our working group. The addition of law enforcement ties back into the working group’s vision and is strategic and essential to the holistic, purposeful implementation of the Safe Walk and Bike Plan. Also in 2021, the Green Bay Police Department started issuing **monthly reports** dedicated to traffic safety. The monthly Traffic Safety Plans provide an overview of the previous month’s accidents and traffic enforcement numbers. It highlights areas for enforcement based off predictive analytics provided by Wisconsin Traffic Operations and Safety Laboratory and highlights traffic complaints from community members.

Education and Encouragement

Frenzy on the Fox was held in winter of 2021 to celebrate the plowing of the Fox River Trail, creating needed connectivity between Brown County communities when the snow is falling. Even with many events still being held virtually, we still saw the return of events to the Fox River Trail and other community trails in 2021. While there was not the significant increase in Fox River Trail usage we saw from 2019 to 2020 (a 3200% increase from April 2019 to April 2020 is hard to beat), there was still an increase in use, **totaling 212,961 users in 2021**. The 2021 numbers also show continued increase in use during winter months thanks to the multi-jurisdictional agreement to maintain the trail during snowy months. The significant success of trail use in the winter is an important regional precedent. It proves the community values year-round access to our pedestrian infrastructure, opening our community up to funding and strategic partnerships to drive local innovations in place-making.



National Attention: Robert Wood Johnson Foundation (RWJF) Culture of Health Finalist

Wello, in partnership with the City of Green Bay, was named a 2021 Robert Wood Johnson Foundation (RWJF) Culture of Health Finalist. RWJF is the nation's largest philanthropy solely devoted to health and this is their most prestigious community award. Reviewers pointed out the innovative partnership between the City of Green Bay, Green Bay Area Public School District, and community collaborators that developed the comprehensive Green Bay Safe Walk and Bike Plan as a major factor in our finalist designation. The cooperation and partnership between government, education, and the nonprofit community was highlighted as leading edge. We should be proud of the ways in which our community is partnering to equitably improve health and well-being.

The Safe Walk & Bike Working Group worked collaboratively with our State Representative, Kristina Shelton, to increase awareness via state-level resolutions and bills. With this partnership, **five bills and resolutions were created**. These items were directly related to recommendations from the Safe Walk & Bike Plan, including tax credits for bicycle purchases, recognizing National Bike to School Day at the state level, requiring bicycle and pedestrian facilities in highway projects, restoring local government ability to condemn for trails, and a pending bill that would make Wisconsin a “Stop State” which requires vehicles to make a full stop instead of a yield to pedestrians and bikers in crosswalks.



Wello launched their **Yield to Your Neighbor** campaign in May of 2021. This campaign was created to call attention to the number one action everyone can take to improve safety and reduce crashes throughout our community: yielding. This strategic media campaign allowed residents and experts to share their stories and knowledge of why yielding is so important. In seven short months, this campaign created **32,878 media impressions**, media coverage from nine different sources, **3,508 newsletter impressions**, three presentations, one press conference, and some great t-shirts to be worn proudly by campaign advocates.



Evaluation

Engagement: Resident Input Efforts

The 2021 Wello Health and Well-Being survey asked residents what one thing would improve well-being in their community. Overwhelmingly, access to bike lanes, sidewalks and trails was a common theme. Specific areas of opportunity that were identified included improving the connectivity of these amenities from one area to another, increasing the amount of options and accessibility for people of different backgrounds and abilities, and ensuring these assets were available year-round. During the spring and summer of 2021, Wello also piloted a community-driven data tool to test options for increasing equitable community engagement. Participants noted that the intersection of Mason St. and Packerland Drive was an area of concern, including the roadway, sidewalks and bike lanes near Green Bay Southwest High School (both areas were also identified in the Green Bay Safe Walk and Bike Plan). Community engagement efforts are critical to continue informing the work and to ensure efforts are guided by the people living, working, and learning in the spaces and places around the City.

A significant focus of the Safe Walk and Bike Plan is the **continued evaluation** of our collective efforts as a community. The committee will continue to produce annual reports detailing accomplishments, outlining opportunities, and welcomes feedback. This Plan is in support of the people who live, work, learn, play, and visit our community.

The public can provide comments by contacting Stephanie Hummel, AICP, Planner II, City of Green Bay, Stephanie.Hummel@greenbaywi.gov or (920) 448-3424

Looking Ahead

The Safe Walk and Bike Plan represents a multi-year effort with a goal to accelerate change in our community by effectively implementing the goals of the Plan. We look forward to continuing cross-sector, collaborative efforts that improve accessibility, safety, and livability for all residents.

