



AGENDA OF THE GREEN BAY PLAN COMMISSION

MONDAY, OCTOBER 23, 2023, 6:00 PM
City Hall, Room 604 - The Harry Maier Room.
Virtual attendance is also available via Zoom.

A. Zoom Meeting Information.

I. Join Zoom Meeting Online:

<https://us02web.zoom.us/j/84137675822?pwd=L2EyVlpDSIZGZlFjcmlpWnZlOEVnUT09>

Or call in by phone: +1 312 626 6799

Meeting ID: 841 3767 5822

Passcode: 483400

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

B. Roll Call.

- I. Members:** Lisa Hanson - Chair, Jacob Miller - Vice-Chair, Ald. Jim Hutchison, Sidney Bremer, Derius Daniels, Ken Rovinski, and Michael Poradek.

C. Approval of the Agenda.

- I. Approval of the agenda for the October 23, 2023, meeting of the Plan Commission.**

D. Approval of Minutes.

- I. Approval of the minutes from the October 9, 2023 meeting of the Plan Commission.**

E. Regular Business.

- I. (ZP 23-40) Public hearing on a request for a Conditional Use Permit at 1184 Shadow Lane (Parcel 1-2509) to allow a detached structure with a metal exterior finish exceeding 120 square feet in the Low Density Residential (R1) District, submitted by Dale and Sandra Siewert, property owner (Ald. C. Wery, District 8).**

2. (ZP 23-40) Consideration with possible action on a request for a Conditional Use Permit at 1184 Shadow Lane (Parcel 1-2509) to allow a detached structure with a metal exterior finish exceeding 120 square feet in the Low Density Residential (R1) District, submitted by Dale and Sandra Siewert, property owners (Ald. C. Wery, District 8).
3. (ZP 23-39) Public hearing on the request to amend a Planned Unit Development for property located at 3757 Vital Place, 641 South Grandview Road, 3751 East Mason Street, 3760 East Mason Street and 3855 Finger Road regarding amendments to Section 2.C.(7), Signage, submitted by Carnivore c/o of Rebecca Hamrin of Godfrey & Kahn, applicant, on behalf of Car Green Bay (WI) LLC, property owner (Ald. Grant, District 1 and Ald. Hutchison, District 2)
4. (ZP 23-39) Consideration with possible action on the request to amend a Planned Unit Development for property located at 3757 Vital Place, 641 South Grandview Road, 3751 East Mason Street, 3760 East Mason Street and 3855 Finger Road regarding amendments to Section 2.C.(7), Signage, submitted by Carnivore c/o of Rebecca Hamrin of Godfrey & Kahn, applicant, on behalf of Car Green Bay (WI) LLC, property owner (Ald. Grant, District 1 and Ald. Hutchison, District 2).

F. Informational.

1. Director's Report.
2. Date of the next meeting: November 13, 2023.

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.



Report to the Green Bay Plan Commission

MEETING DATE

October 23, 2023

PREPARED BY

AGENDA ITEM # E.1

(ZP 23-40) Public hearing on a request for a Conditional Use Permit at 1184 Shadow Lane (Parcel I-2509) to allow a detached structure with a metal exterior finish exceeding 120 square feet in the Low Density Residential (RI) District, submitted by Dale and Sandra Siewert, property owner (Ald. C. Wery, District 8).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

October 23, 2023

PREPARED BY

Dena Mooney, Staff

AGENDA ITEM # E.2

(ZP 23-40) Consideration with possible action on a request for a Conditional Use Permit at 1184 Shadow Lane (Parcel 1-2509) to allow a detached structure with a metal exterior finish exceeding 120 square feet in the Low Density Residential (R1) District, submitted by Dale and Sandra Siewert, property owners (Ald. C. Wery, District 8).

BACKGROUND

Primary Address: 1184 Shadow Lane

Alderson/District: Ald. Wery, District 8

Reason for Request: The proposed CUP would allow for a detached accessory structure with a metal exterior finish exceeding 120 square feet.

Surrounding Zoning and Land Uses:

SUBJECT: Low Density Residential (R1) Single-Family Home

NORTH: Low Density Residential (R1) Single-Family Homes

SOUTH: Low Density Residential (R1) Single-Family Homes

EAST: Low Density Residential (R1) Single-Family Homes

WEST: Low Density Residential (R1) Single-Family Homes

Comprehensive Plan: The 2022 Smart Growth Green Bay Comprehensive Plan currently recommends Low Density Residential. The home is a single-family home and the request to place a metal-sided accessory garage building is not relevant to the use recommendations of the Comprehensive Plan.

Report: Dale and Sandra Siewert, property owners, request that a 140 square foot (10'x14'), detached, metal-sided, accessory structure be allowed in the rear yard of their property.

Accessory uses are regulated through Article VI Residential Districts, Division 2 Accessory Uses. Section 44-590(c)(3) notes that "structures with a metal exterior finish exceeding 120 square feet shall be permitted only by conditional use permit."

The property owner installed a 140 square foot, detached, metal-sided, accessory structure in the rear of the property. They received a building permit for a 140 square foot wood and/or vinyl shed. When doing the final inspection on the structure, the building inspector noticed it was constructed with a metal exterior. Since metal siding was used, a conditional use permit (CUP) is needed. While not all metal outbuildings are appropriate in residential districts, the building inspector has commented to staff that he sees no issues with the quality of the construction or the materials.

Conditional use approval may be recommended by the Plan Commission with reasonable consideration of the following:

- I. The establishment, maintenance, or operation of the conditional use will not be detrimental to or

endanger the public health, safety, or general welfare. *Metal is of a higher quality and design/color than a typical sheet or corrugated metal shed and is compatible with homes and adjacent neighborhoods.*

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. *As it is not visible from the street, only 3-6 neighbors adjacent will be impacted.*
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. *Only internally used and temporary structure in nature, so unlikely to impact values.*
4. Adequate utilities, access roads, drainage, and/or necessary facilities have been or are being provided. *N/A*
5. Adequate measures have been or will be taken to provide ingress and egress and so designed as to minimize traffic congestion. *N/A*
6. Adequate parking facilities as specified in Article XVIII of Section 44-83 within the Municipal Code. *N/A*
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. *City inspectors will monitor the structure as they do all others and issue orders to correct if it becomes overly rusted, dented or another form of disrepair.*

Staff supports the request as it complies with the CUP requirements. Ald. Wery and neighbors within 200 feet have been notified of the meeting based on Plan Commission policy. Ald. Wery has responded with his approval of the project. No other inquiries have been made as of the drafting of this report.

RECOMMENDATION

Approval of the request.

FISCAL IMPACT

ATTACHMENTS

1. ZP 23-40 Application
2. ZP 23-40 Map
3. ZP 23-40 Photos
4. APPROVED PLAN



REQUEST FOR CITY ACTION PLAN COMMISSION

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

Location of Property: 1184 Shadow Lane Green Bay, WI 54304

Parcel Number(s): Gaveras-Kapitz Subd, Lot 12 Parcel SD 1-2509

Petitioner(s): Dale P. & Sandra L. Siewert

Date: 9/29/2023

Email: litecrazy@aol.com

Phone Number: 920-362-4071

Address: 1184 Shadow Lane

City: Green Bay

State: WI

Zip: 54304

Property Owner: Dale P & Sandra L Siewert Trust

Phone Number: 920-362-4071

Submit this Request Form and all required attachments to the Community and Economic Development Department, Room 608, City Hall

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

I, Dale P Siewert, respectfully request that the City of Green Bay take the following action:

- ☐ Rezone Property (\$375.00 Review Fee)
- ☒ Conditional Use and CUP Amendment, including Single Lot Duplexes (\$375.00 Review Fee)
- ☐ PUD and PUD Amendments (\$425.00 Review Fee)
- ☐ Approve Preliminary City/Extraterritorial Subdivision Plat (\$150.00 + \$35.00 per Lot/Outlot Review Fee)
- ☐ Approve Preliminary Condominium Plat (\$250.00 + \$35.00 per Lot/Outlot/Lot Equivalent Review Fee)
- ☐ Approve Preliminary City/Extraterritorial Certified Survey Map (\$250.00 Review Fee)
- ☐ Approve Final City/Extraterritorial Subdivision Plat (\$150.00 Review Fee)
- ☐ Approve Final Condominium Plat (\$150.00 Review Fee)
- ☐ Grant a City/Extraterritorial Subdivision/CSM Variance (\$150.00 Review Fee)
- ☐ 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 (\$300.00 Administration Fee) PLEASE FILL OUT PAGE 2 OF APPLICATION
- ☐ Closure of Street/Alley/Pedestrian Way (\$300.00 Administration Fee) PLEASE FILL OUT PAGE 2 OF APPLICATION
- ☐ Comprehensive Plan Amendments (\$275.00 Review Fee)
- ☐ Other (\$200.00 Administration Fee): _____

Owner Signature: Dale P Siewert

Date: 9/29/2023

Petitioner Signature(s): Sandra L Siewert

Dale P Siewert

Checklist of required attachments:

- Map
- Legal Description
- Applicant Narrative Describing Project
- All Other Pertinent Information

For office use only:

Review Fee: \$375.00

Receipt No.: 2764266-11

Zoning Petition No.: _____



-  **Proposed CUP**
-  **200' Property Owner Notice**

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

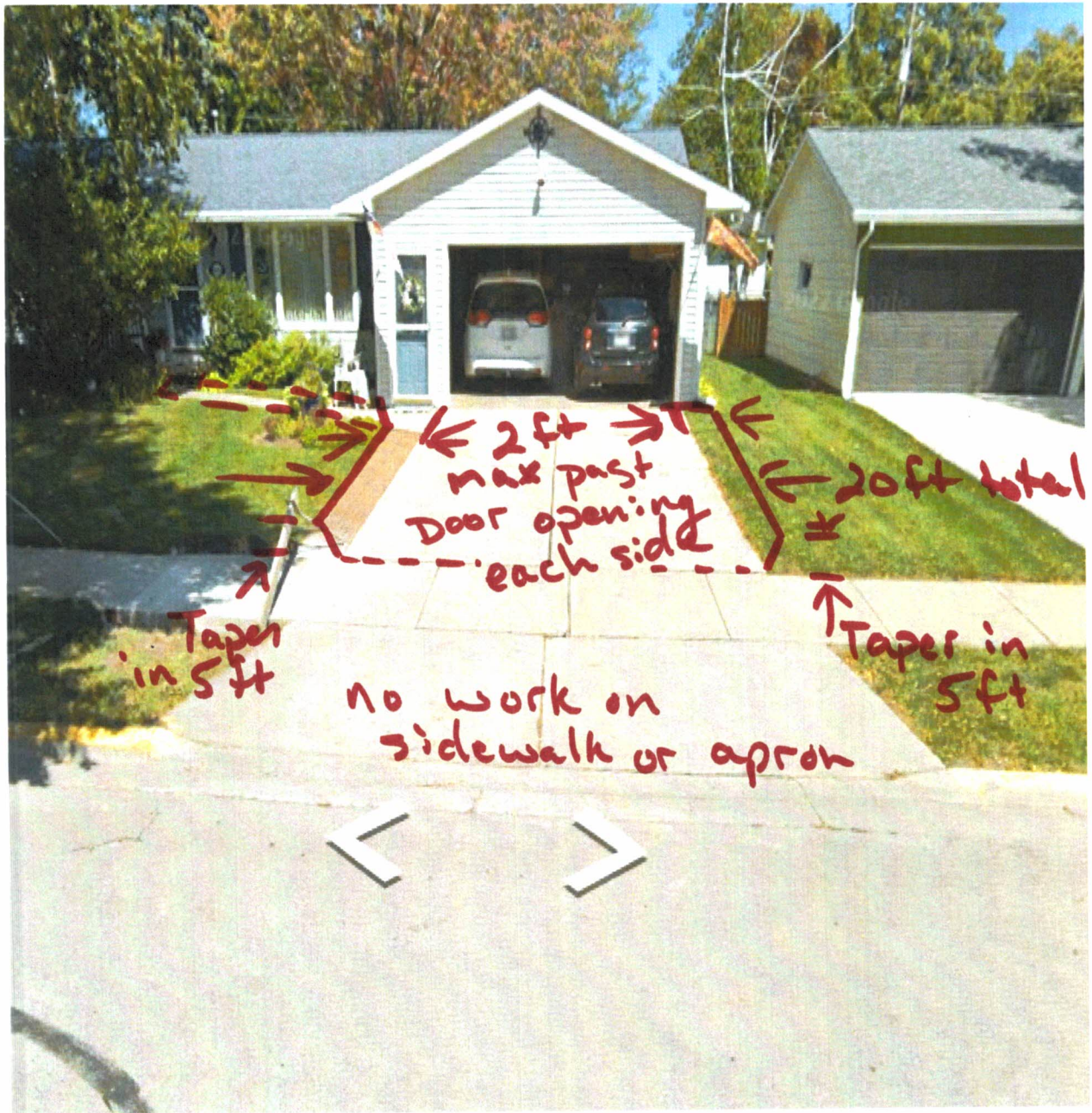
Zoning Petition (ZP 23-40) Proposed Conditional Use Permit (CUP) at 1184 Shadow Lane



Accessory Structure at 1184 Shadow Lane



1184 Shadow Ln 7#113868



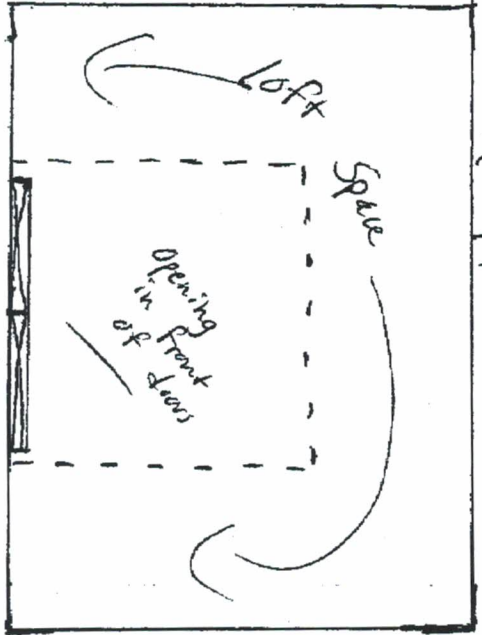
*call 811 to dig

Conditionally
APPROVED
BUILDING INSPECTION DIVISION
GREEN BAY, WISCONSIN
SEE CORRESPONDENCE
9/6/23



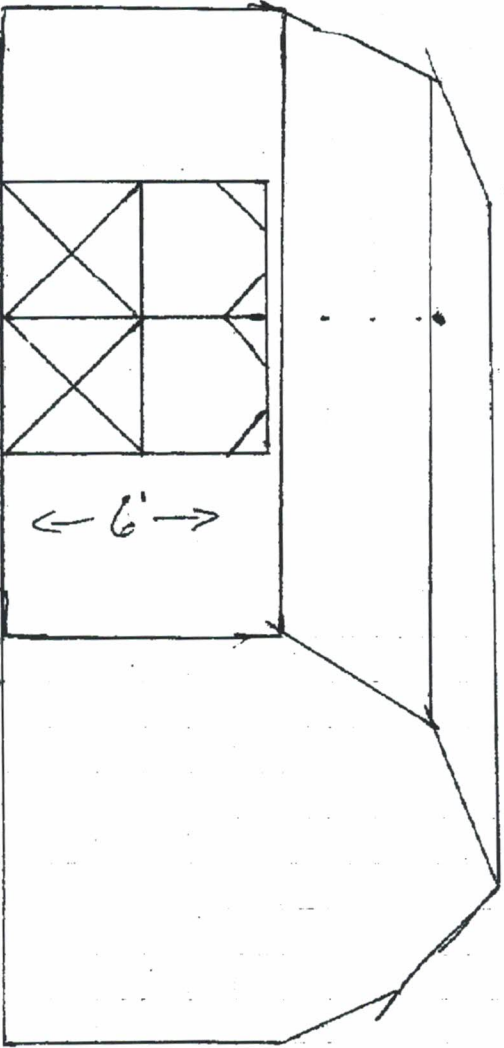
10 x 14 lofted Garden Shed

← 14' →



6' x 6' door way
2-3' x 6' doors ← 4' →

- * Shall be built in workman like manner
- * with stand 30psf snow load
- * 20psf windshear



10' 11"

l!te crazy@aol.com



GARAGE STRUCTURE LAYOUT

Department of Community
and Economic Development
100 N. Jefferson Street, Rm. 608
Green Bay, WI 54301
(920) 448-3300 - phone
(920) 448-3426 - fax
inspmail@greenbaywi.gov

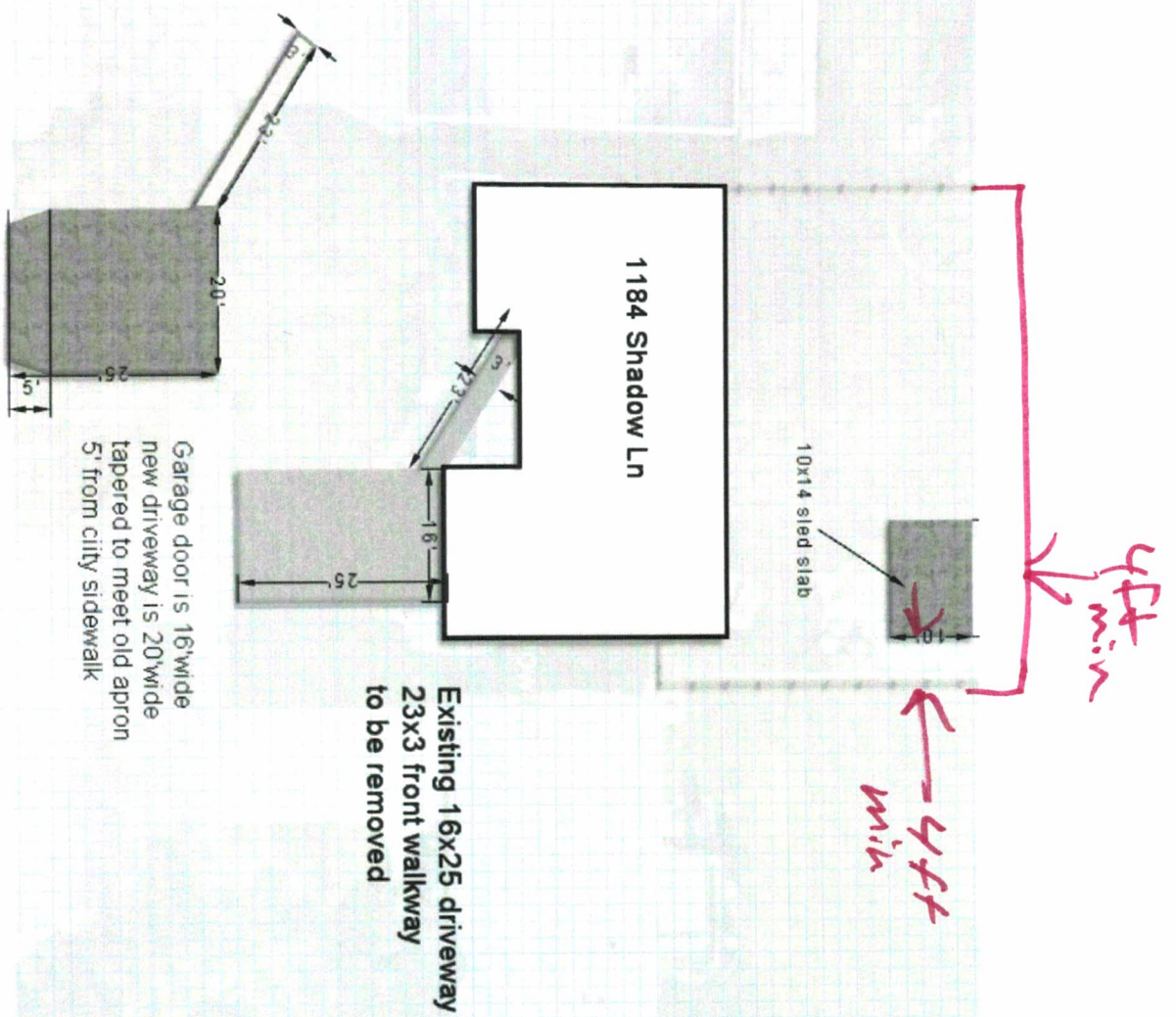
Date: 8/17/23Contractor Name: Curb'n Decor LLCContractor Email: team@permits.com

Phone # _____

Project Address: 1184 Shadow LaneSHED

GARAGE DIMENSIONS - 10 FT X 14 FT		SQUARE FOOTAGE - 140
SETBACK DISTANCE FROM: REAR - 4FT	FRONT - N/A	SIDE - 4FT
WALL HEIGHT -	6' 4 1/2" ✓	
GARAGE ROOF MIDPOINT HEIGHT -	11' 2" ✓	
STUD SIZE	2x4 @ 24" O.C.	
WALL SHEATHING -	2x4 @ 2' onc. horizontal	
TRUSS OR RAFTER? wood size	2x4	
**PROVIDE TRUSS PLANS / RAFTER INFO -	Top chord	2x6 2x8 Bottom chord
ROOF PITCH -	Top 5/12	Bottom leg 2 1/2
ROOF SHEATHING -	2x4 @ 2' onc. spacing	
EAVE OVERHANG -	4"	
OVERHEAD DOOR SIZE INFO -	N/A	
OVERHEAD DOOR HEADER INFO -	N/A	
SERVICE DOOR SIZE INFO -	N/A double doors 3'0x6'8	
SERVICE DOOR HEADER INFO -	2x8 and 2x4	
WINDOWS SIZE INFO -	N/A	
WINDOW HEADER INFO -	N/A	
GUTTER INFO -	N/A	
CONCRETE SLAB INFO -	* to be wood or vinyl exterior	
**REINFORCEMENT -		
**THICKNESS - 4 inch		
ELECTRICAL - Y / (N) ✓		
PLUMBING - Y / (N)		
DISTANCE FROM OTHER BUILDINGS -	see site plan	
DOES EXTERIOR OF GARAGE MATCH PRINCIPLE STRUCTURE -	Y / N	







Report to the Green Bay Plan Commission

MEETING DATE

October 23, 2023

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.3

(ZP 23-39) Public hearing on the request to amend a Planned Unit Development for property located at 3757 Vital Place, 641 South Grandview Road, 3751 East Mason Street, 3760 East Mason Street and 3855 Finger Road regarding amendments to Section 2.C.(7), Signage, submitted by Carnivore c/o of Rebecca Hamrin of Godfrey & Kahn, applicant, on behalf of Car Green Bay (WI) LLC, property owner (Ald. Grant, District 1 and Ald. Hutchison, District 2)

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

October 23, 2023

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.4

(ZP 23-39) Consideration with possible action on the request to amend a Planned Unit Development for property located at 3757 Vital Place, 641 South Grandview Road, 3751 East Mason Street, 3760 East Mason Street and 3855 Finger Road regarding amendments to Section 2.C.(7), Signage, submitted by Carnivore c/o of Rebecca Hamrin of Godfrey & Kahn, applicant, on behalf of Car Green Bay (WI) LLC, property owner (Ald. Grant, District 1 and Ald. Hutchison, District 2).

BACKGROUND

Primary Address: 3757 Vital Place, 641 South Grandview Road, 3751 East Mason Street, 3760 East Mason Street and 3855 Finger Road

Aldersperson/District: Ald. J. Grant, District 1 and Ald. J. Hutchison, District 2

Reason for Request: To provide an expanded and enlarged signage area for industrial businesses within the Grandview Industrial Park

Subject Parcel Zoning and Land Use: Subject properties are fully located within the Grandview Industrial Park Planned Unit Development (ZO 08-22). Currently, these parcels are the location of a Green Bay Water Utility Plant, Carnivore Industrial complex and undeveloped green space.

Surrounding Zoning and Land Uses:

NORTH: Planned Unit Development (PUD)/High Density Residential Undeveloped

SOUTH: Low Density & Rural Residential (R-1 & RR) Undeveloped & Single -Family homes

EAST: Town of Humboldt- Undeveloped & /Single -Family homes

WEST: Planned Unit Development (PUD) Undeveloped & Single -Family homes

Comprehensive Plan: The 2022 Smart Growth Plan designates this area as a business/industrial park along with a considerable area to the south and southwest. Traditional Neighborhood Development is recommended for property to the west and low/medium density to the north. A planned unit development has been approved for the Traditional Neighborhood Development to the north and west of the subject properties. The proposed Planned Unit Development overlay district is consistent with the recommendation of the 2022 Smart Growth Comprehensive Plan.

Analysis: Except for the large-scale water supply facility (Green Bay Water Utility) and the industrial user under construction, the subject properties are undeveloped land that was formerly farmed. Adjacent lands are primarily agricultural with extremely low-density residential development.

The original planned unit development for the site was approved as the Grandview Industrial Park in 2022. The first major user of the park is Carnivore Pet Supplies. Their factory at 3757 Vital Place is under construction and gearing up for operations on site. Carnivore has approached the city with signage plans that exceed code allowances.

Carnivore has requested an amendment to the signage language of the PUD to allow for larger signs which exceed typical Business Park (BP) or other industrial district requirements on the site. The existing PUD

primarily follows signage standards for the BP district with the exception of signage for the overall Grandview Industrial Park identity signs that simply identify and locate boundaries for the Industrial Park. Grandview identity signage is allowed to have an identity sign which is located near the arterial entrances to the park itself and allowed to be a sign no greater than 10 feet in height and 300 square feet in area per side (ZO 08-22, Section 2, C. Site Related Regulations 7. Signage throughout the PUD area)

Carnivore has requested monument signage for individual businesses on its property that exceeds current maximum heights. The limitations within BP limit monument signs to 6 feet in height. This request would amend the PUD to allow for monument signage to be no greater than 10 feet in height, the same as the maximum height as a future identity sign for Grandview Park.

Additionally, Carnivore is requesting a change to the PUD to allow directional/wayfinding signage on walls to be up to 64 square feet. Directional signage is considered an exempt sign so long as signage does not exceed 6 square feet. However, this request far exceeds exempt standards. As noted in the narrative from Carnivore, signage size is requested to exceed typical exempt requirements because of the large nature of the overall size of the nearly 225,000 square foot facility. The ability for truck operators to read a sign which has lettering to fit the size of a sign, which is 6 square feet in nature, requires truck drivers to be at a much closer distance to the sign compared to larger sizes. The staff feels a larger size is appropriate given the larger nature of the Carnivore site and the size of the parcels within the PUD, it is appropriate to grant allowances for larger signage. Carnivore is seeking to place two larger directional wayfinding signs on their campus.

Staff recommends adding wayfinding enlargement standards both on walls and with freestanding signs. Staff have separated wall and freestanding signs because of the different relationship a wall sign and a freestanding sign has to an overall development.

Noted in the exhibits attached; two separate documents estimate vision distances to distinguish letters from a distance. Staff believe 500 feet is the maximum distance a truck driver may use to try to distinguish wayfinding signs on a large industrial campus. Staff also believe the cluttering of these signs can be overwhelming and detrimental to neighboring parcels. Staff utilized the two documents below to set a standard of 64 square feet maximum for a wayfinding sign as a wall sign and 32 square feet for a freestanding sign maximum for wayfinding purposes. Individual human eyesight and external conditions play large factors into reading a particular sign at an individual moment. The staff believes having a sign with 22 inch letters along 3-4 lines of text is appropriate for a large wayfinding sign read from a long distance. An 8' x 8' sign (or 64 square feet) is recommended. This type of signage exceeding typical BP exempt directional signage would also count towards the overall square footage of wall signage on a building.

Staff believes larger signs can clutter a site and recommends placing lower maximum signage for any freestanding wayfinding directional sign to no more than one sign for every 500 linear feet on an individual parcel. Additionally, for freestanding signs, staff believe a sign should be limited to no more than 32 square feet per sign. These signs can be placed throughout the property along travel routes, specifically between a building and the property line.

Staff have received several requests and conversations with larger industrial and campus facilities looking to upsize directional signage within an industrial or campus setting in other parcels in the city. Staff believe an examination of the size of signage needs to be on going to update signs in general throughout the city code for industrial and business park zoned properties. Signs which are 6 square feet or less used for the purpose of directional signage remain exempt signs within the PUD.

These changes would be applicable to all parcels with industrial uses within the PUD area. The amended PUD is attached. Text which has been added or amended is bold. Info on Page 1 has some bold text to reflect updated street names and present tense of language of text. Page 9 is the text amendment language

additions relating to signs. Section 2. C. 7. c.-e. has been added. The following language has been added to the PUD to address the sign expansion:

c. Monument Signage for Individual Parcels

(1) The maximum height of a monument sign is limited to no greater than 10 feet in height.

d. Campus way of finding signage (internal operations for wall signs at industrial use sites)

(1) Directional signage is limited to no greater than 64 total square feet per sign.

(2) Any directional signage exceeding standards for the Business Park District (BP) shall be counted towards the overall maximum attached sign area for signs attached to buildings.

(3) No greater than 10 percent of a directional sign may be used for branding purposes.

e. Campus way of finding signage (internal operations for freestanding signs at industrial use sites)

(1) Directional signage is limited to no greater than 32 total square feet per sign.

(2) A directional sign is permitted along a travel route within the campus. Multiple freestanding directional signs are permitted if an individual freestanding directional sign is separated by a minimum of 500 feet from another freestanding directional sign.

(3) Sign height is limited to 8 feet.

(4) No greater than 10 percent of a directional sign may be used for branding purposes.

Ald. J. Grant, Ald. Hutchison, and adjacent property owners within 400 feet have been notified of the request. The staff received an inquiry regarding this request as of the drafting of this report. A neighbor was not in support of the original PUD.

RECOMMENDATION

Approval of the Planned Unit Development (PUD) amendment request, subject to the draft PUD.

FISCAL IMPACT

ATTACHMENTS

1. 23-39 Application
2. Carnivore - Narrative
3. Draft Z.O. 19-23 Grandview Industrial Park PUD
4. 23-39 Letter Visibility Charts
5. Carnivore_Signage_Proposal_10.13.23_With_Staff_Note
6. ZP 23-39 PropMap_Color



REQUEST FOR CITY ACTION PLAN COMMISSION

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

Location of Property: 3757 Vital Place, Green Bay, Wisconsin 54301

Parcel Number(s): 21-22

Petitioner(s): Carnivore Meat Company, LLC

Date: September 29, 2023

Email: rhamrin@gklaw.com

Phone Number: 920-831-6344

Address: c/o Godfrey & Kahn, S.C., 100 W. Lawrence Street

City: Appleton

State: WI

Zip: 54911

Property Owner: CAR Green Bay (WI) LLC

Phone Number: 212-201-4076

Submit this Request Form and all required attachments to the Community and Economic Development Department, Room 608, City Hall

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

I, Carnivore Meat Company, LLC, respectfully request that the City of Green Bay take the following action:

- ☐ Rezone Property (\$375.00 Review Fee)
- ☐ Conditional Use and CUP Amendment, including Single Lot Duplexes (\$375.00 Review Fee)
- ☒ PUD and PUD Amendments (\$425.00 Review Fee)
- ☐ Approve Preliminary City/Extraterritorial Subdivision Plat (\$150.00 + \$35.00 per Lot/Outlot Review Fee)
- ☐ Approve Preliminary Condominium Plat (\$250.00 + \$35.00 per Lot/Outlot/Lot Equivalent Review Fee)
- ☐ Approve Preliminary City/Extraterritorial Certified Survey Map (\$250.00 Review Fee)
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- ☐ Approve Final Condominium Plat (\$150.00 Review Fee)
- ☐ Grant a City/Extraterritorial Subdivision/CSM Variance (\$150.00 Review Fee)
- ☐ Development District Map Amendment (\$200.00 Administration Fee)
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- ☐ Declare City Property "City Surplus" (\$200.00 Administration Fee)
- ☐ Vacate a Street/Alley/Pedestrian Way (\$300.00 Administration Fee) PLEASE FILL OUT PAGE 2 OF APPLICATION
- ☐ Closure of Street/Alley/Pedestrian Way (\$300.00 Administration Fee) PLEASE FILL OUT PAGE 2 OF APPLICATION
- ☐ Comprehensive Plan Amendments (\$275.00 Review Fee)
- ☐ Other (\$200.00 Administration Fee): _____

Owner Signature: Joshua Leventhal

Date: 9/29/23

Petitioner Signature(s): Dan Vaz
President of Carnivore Meat Company, LLC

Checklist of required attachments:

- Map
- Legal Description
- Applicant Narrative Describing Project
- All Other Pertinent Information

For office use only:

Review Fee: _____

Receipt No.: _____

Zoning Petition No.: _____

PUD AMENDMENT NARRATIVE

TO: City of Green Bay Community and Economic Development Department

FROM: Carnivore Meat Company, LLC (“Carnivore”)

DATE: September 29, 2023

PROPERTY: 3757 Vital Place, Green Bay, Wisconsin

Carnivore is in the process of developing a brand-new facility which will total approximately 224,288 square feet at 3757 Vital Place in Green Bay (Parcel No. 21-22). The construction has been ongoing for over a year and progressing on schedule. Carnivore has now reached the stage in the development where it has to add appropriate signage to the site.

Due to the size of the facility, the project manager and architect of the development have recommended larger signs, for safety reasons, than those permitted under the PUD. The larger signs will provide greater visibility at intersections for truck drivers and delivery drivers. Given the volume of trucks which will be coming to and from the building, visible signage is important for traffic flow and the safety of all drivers. Additionally, having larger scale signs also compliments the scale of the facility.

The attached signage packet shows (1) the location of all signage from a bird’s eye view of the new development, (2) the size and scale of the signage, and (3) the location of the monument signs (labeled as A1 and A2) in relation to a 25-foot visibility triangle.

ZONING ORDINANCE NO. 19-23

AN ORDINANCE ZONING CERTAIN PROPERTY LOCATED AT 641 SOUTH GRANDVIEW ROAD, 3757 VITAL PLACE, 3751 EAST MASON STREET, 3760 EAST MASON STREET, AND 3855 FINGER ROAD AS A PLANNED UNIT DEVELOPMENT DISTRICT FOR PURPOSES OF DEVELOPING THE GRANDVIEW INDUSTRIAL PARK (ZP 23-39)

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

SECTION 1. Section **44-30**, Green Bay Municipal Code, together with the zoning map referred to therein, is hereby amended by establishing a Planned Unit Development District on the properties listed below and as depicted as Phase I on Exhibit A - Location Map and described below:

Parcel ID	Address	Legal description
21-189	3751 E Mason St	LOT 4 OF 53 CSM 232 BNG PRT OF NW1/4 NE1/4 SEC 12 T23N R21E
21-189-1	3760 E Mason St	LOT 3 OF 53 CSM 232 BNG PRT OF NW1/4 NE1/4 SEC 12 T23N R21E
21-22	3757 Vital Place	LOT 1 OF 53 CSM 232 BNG PRT OF SW1/4 SE1/4 SEC 1 T23N R21E
21-22-1	641 S Grandview Rd	W 310 FT OF S 399 FT OF SW1/4 SE1/4 SEC 1 T23N R21E EX RDS
21-24	3855 Finger Rd	LOT 2 OF CSM 9499 BNG PRT OF SE1/4 SE1/4 SEC 1 T23N R21E

Planned Unit Development Phase I area contains 2,187,669 sq ft/50.22 acres, more or less.

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

- A. **INDUSTRIAL PARK OVERVIEW.** The Grandview Industrial Park (GIP) is a planned development designed to provide a high-quality location **for industrial businesses** and promote the efficient and effective growth of light-medium industrial businesses within the greater Green Bay market, while also integrating land area suitable for supportive commercial retail and service uses.

GIP will initially consist of five parcels **totaling** approximately 50 acres of **land** area. This is the first phase of a larger industrial park that will ultimately include approximately 30 parcels, comprising approximately 375 acres of land. It is located on the east side of the city on both sides of the 3700-3800 Blocks of East Mason Street approximately one and a half miles east of Interstate 43, nine and a half miles from Interstate 41 and about 11 miles from the Green Bay Austin Straubel International Airport.

Through appropriate land use regulation, supportive infrastructure, proximity to the

interstate highway system and nearness of work force, the City has set the stage for a regional industrial “campus” that has been identified as a necessity in the Green Bay Smart Growth Comprehensive Plan and 2021 Commercial Market Study.

GIP is intended to be primarily a light to medium intensity industrial park supporting production, processing, storage, distribution, and transportation uses. Select commercial and workforce-oriented support uses such as restaurants, business and personal services, and vehicle-oriented businesses are also permitted along arterial roadways. It is important to note that regulation within this PUD may be differentiated based on the industrial or commercial nature of the use

- B. **LAND-USE REGULATIONS.** The only permitted or conditional uses that may be established and/or maintained within the PUD area shall be those uses listed below. All other uses shall be specifically prohibited within the PUD area.

Table I-1. Principal Uses in the PUD

Use	GIP	Development Standards	Location limited
Production, Processing, and Storage			
Agricultural Uses	P		
Limited production and processing	P	X	
Light industrial uses	P		
General industrial uses	C		
Heavy industrial uses	C		
Contractor yard	C		
Dry cleaning establishment, commercial laundry	P		
Research and development facility	P		
Warehousing (not including self-service)	P		
Wholesale and distribution facility	P		
Transportation Uses			
Ground transportation service	C		
Motor freight terminal	C	X	
Package delivery service	P		
Public Service and Utility Uses			
Public safety/service facility	P		
Telecommunication tower, wireless communication facility	C	X	
Substation/distribution equipment	C		
Solar or Wind Energy Systems	C		
Office and Mixed Uses			
General office	P		
Government office	P		
Bank or other financial institution	P		Arterial Road
Clinic, healthcare facility	P		Arterial Road
Commercial Uses			
Accommodation and Food Service Uses			

Restaurant,* not including drive-through	P		Arterial Road
Restaurant* with drive-through	P		Arterial Road
Service Businesses			
Business service**	P		
Building maintenance, janitorial service	P		
Catering service	P		
Printing and publishing establishment	P		
Small appliance repair service	P		
Tool/equipment rental facility	P		
Animal hospital, veterinary clinic	C	X	Arterial Road
Animal grooming establishment	C		
Animal boarding facility, kennel	C	X	Arterial Road
Retail Sales			
General retail sales **	C		Arterial Road
Building material sales	P	X	
Contractor showroom	P		
Greenhouse, garden supply store	C		
Commercial Recreation and Entertainment			
Health clubs, fitness centers	C	X	Arterial Road
Vehicle Services			
Automobile rental	C	X	Arterial Road
Convenience store	P		Arterial Road
Fuel/gas/service station	P	X	Arterial Road
Motor vehicle repair, major	C		
Motor vehicle repair, minor	P		Arterial Road
Drive-through facility	C	X	Arterial Road
Educational Uses (Amd. GO 10-18)			
School, specialty or personal instruction, etc.	C	X	
Group daycare center, preschool (9 or more children)	C	X	Arterial Road

Note: P = Permitted Use; C = Conditional Use

* Any establishment at which primarily alcoholic beverages are served must also meet the requirements of Green Bay Municipal Code, Chapter 4 – Alcohol Beverages.

** See Land Use Definitions section of the Green Bay Zoning Code, Chapter 44, Green Bay Municipal Code for complete list of uses.

Table 1-2. Accessory Uses in the PUD:

Use	GIP	Development Standards	Location Limited
Antennas, satellite dishes, and similar equipment	P	X	
Carwash	C	X	
Music (outdoor live or amplified music)	C		Arterial Road
Off-street loading docks	P		
Outdoor display of vehicles	C	X	
Outdoor commercial recreation	C	X	Arterial Road
Outdoor sales, display, and storage	P	X	
Parking (surface)	P		
Parking (structured)	P		

Parking and storage of vehicles licensed to a business	P	X	
Signs, as regulated by Chapter 30	P		
Small wind energy systems	P	X	
Solar energy systems	P	X	
Telecommunication facilities	C	X	
Warehousing, incidental repair, or processing necessary to conduct a permitted principal use, conducted within the principal building	P	X	Arterial Road
Waste and recycling storage	P	X	

Note: P = Permitted Use; C = Conditional Use

- I. Table 1-1 and 1-2 above lists all permitted and conditional uses allowed in the PUD.
 - a. Permitted uses. Uses specified with a "P" are permitted in the PUD or districts where designated, provided that the use complies with all other applicable provisions of this PUD.
 - b. Conditional uses. Uses specified with a "C" are allowed as a conditional use in the PUD where designated, provided that the use complies with all other applicable provisions of this PUD.
 - c. Prohibited uses. Any use not listed as either "P" (permitted) or "C" (conditional) or any use not determined by the Zoning Administrator to be substantially similar to a use listed as permitted or conditional shall be prohibited in the PUD.
 - d. Specific development standards. Permitted and conditional uses specified with an "x" under the development standards column shall be subject to the standards identified in Article XVI of the Green Bay Zoning Code, Chapter 44, the City of Green Bay Municipal Code and below.
 - e. Specific uses are only permitted on parcels with arterial roadway frontage as listed in the use tables and depicted on Exhibit B.
2. Accessory Structures: An accessory structure shall be considered attached and an integral part of the principal structure when it is connected by an enclosed passageway. Such structures shall be subject to the following requirements:
 - a. The structure shall meet the required yard setbacks for a principal structure, as established for the PUD.
 - b. For Commercial uses, the total floor area of an accessory structure shall not exceed the ground floor area of the principal building located on the same lot.
 - c. The structure shall not exceed the height of the principal building to which it is attached.
3. Outdoor storage and Display:
 - a. Outdoor storage areas shall not exceed 35 percent of the lot area and shall be contiguous to the principal use on the site.
 - b. Solid or a minimum of a 90 percent screen is required for outdoor storage and loading/service bays unless the loading/service bay doors are an integral

and necessary component of the principal building and operation of the use, as determined by the Zoning Administrator. The fence shall be at least six feet in overall height and shall consist of wood, vinyl, or masonry material.

- c. All outdoor storage, outdoor display, employee and customer parking, drives and other facilities are required to be surfaced as regulated in Section 44-1694 of the Green Bay Zoning Code, Chapter 44, Green Bay Municipal Code.
- d. No material/product may be stored higher than the screening.
- e. No outdoor storage shall encroach within a required setback.
- f. Outdoor storage shall be completely screened in compliance with Section 44-1964 of the Green Bay Zoning Code, Chapter 44, Green Bay Municipal Code and the Landscape Section of this PUD.
- g. Outdoor sales and display areas shall be separated from any adjacent street, sidewalk, or public walkway by a low landscaped screen, in compliance with Section 44-1918 of the City of Green Bay Zoning Code Chapter 44, Green Bay Municipal Code.

C. SITE RELATED REGULATIONS. The purpose of this section is to regulate the development of land in an integrated and innovative fashion; allow for flexibility in site design; and to encourage development that is sensitive to environmental, cultural, and economic considerations.

I. Dimensional and area requirements. Dimensional and area requirements shall meet the standards in the commercial and industrial districts as enumerated within Articles VIII and IX of the Green Bay Zoning Code, Chapter 44, Green Bay Municipal Code, with the following modifications:

- a. Lot(s). Minimum lot width and lot area shall be regulated as follows:
 - (1) Minimum lot area: 10,000 sq. ft. for commercially used lots and 40,000 sq. ft. for industrially used lots.
 - (2) Minimum frontage: 75 feet for commercially used lots and 200 feet for industrially used lots.
- b. Floor area ratio (FAR): Minimum is 0.25 for both commercially used lots and industrially used lots.
- c. Setbacks:
 - (1) Front yard setback, principal structures. Minimum 25 feet.
 - (2) Front yard setback, accessory and/or ancillary structures. Minimum 100 feet. Additionally, no accessory and/or ancillary structures shall be closer to the right-of-way than the principal structure(s) on the site.
 - (3) Side yard Setback. 10 feet.
 - (4) Rear yard setback. 15 feet.
 - (5) The side façade of a corner building adjoining a public street shall maintain the minimum front yard setback for both the front and side facades.
 - (6) When a side or rear yard adjoins a residential use, the side yard or rear yard setback is 25 feet with screening as regulated by the landscaping standards of this PUD (see Section 2.C.3.d.).
 - (7) Special setbacks. No detached accessory structure shall be located closer

- than three (3) feet from the principal structure. Distance between structures shall be measured from wall to wall.
- d. Impervious Surface. Impervious surfaces shall meet the standards in the commercial and industrial districts as enumerated within Articles VIII and IX of the Green Bay Zoning Code, Chapter 44, Green Bay Municipal Code, with the following modifications:
- (1) Maximum impervious surface. 70% in both the commercially used lots and industrially used lots.
 - (2) Special Considerations. The maximum impervious surface requirement may be increased to 80% if green infrastructure elements such as bioretention areas/ rain gardens, bioswales, green roofs, etc. are installed at a 1.5 to 1 (impervious to green infrastructure) ratio.
2. Access, Circulation and Parking. Access, circulation, parking and outdoor storage or display areas on lots throughout the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article XVIII of the Green Bay Municipal Code, and as modified as follows:
- a. Industrial use drives. If possible, separate individual drives shall be established for customer/employee parking lot access and commercial truck traffic access.
 - b. Areas used for permanent screened outdoor storage:
 - (1) Interior Landscaping. Permanent screened outdoor storage areas are exempt from the interior landscaping and island requirements of Section 2.C.3.e.
 - (2) Pedestrian and Bicycle access and Parking. Permanent screened outdoor storage areas are exempt from the pedestrian and bicycle access and parking regulations of the Green Bay Zoning Code, Article XVIII of the Green Bay Municipal Code.
3. Landscaping. Landscaping for any development site within the PUD area shall meet the standards as set forth below:
- a. All undeveloped areas of a development site shall at a minimum be covered in vegetative ground cover as well as:
 - (1) One (1) tree and three (3) shrubs per 7,500 square feet of total lot area for a commercial use and one (1) tree and two (3) shrubs per 10,000 square feet of total lot area for Industrial uses.
 - (2) Required trees and shrubs are encouraged to be organized in an attractive and ecologically beneficial configuration that may include grouping and variations of plan species. The use of native plants is ideal.
 - (3) All landscape material shall be installed to current industry standards.
 - (4) All ground cover, landscaping and screening features shall be kept free of refuse and debris.
 - (5) Maintenance and replacement of landscape materials on the site shall be the responsibility of the occupant/landowner. Replacement of dead or dying plants shall be required to take place within no more than one planting season.

- (6) Landscaping required within subsection b-f below may count towards satisfying this tree/shrub requirement.
 - b. Frontage Landscaping. In addition to the requirements of Section 2.C.3.a, all land area located along a public right-of-way shall contain:
 - (1) A minimum of one (1) deciduous, ornamental, or evergreen tree for every 30 linear feet of right-of-way/street frontage.
 - (2) Required frontage trees are encouraged to be organized in an attractive and ecologically beneficial configuration that may include grouping and variations of plant species.
 - c. Buffering Outdoor Storage. All permanent outdoor storage areas shall be screened from view and include:
 - (1) A solid fence or wall that is impervious to sight.
 - (2) Fence or wall shall be a minimum of eight (8) feet of in height.
 - d. Buffer from Residential. Property lines adjacent to lands currently zoned residential or that have future residential land use designation in the City's Comprehensive Plan shall include:
 - (1) A screening element such as a fence, berm or evergreen trees/shrubs that is 80% impervious to sight year-round running the length of the property line adjacency.
 - (2) Screening shall be a minimum of 8 feet high at installation if a fence/berm or at plant maturity.
 - e. Interior Parking Facility Landscaping. Interior parking lot landscaping regulations apply to all parking facilities containing 25 or more parking stalls designed/intended to be used by visitors, customers, and employees. The goal is to minimize the expansive appearance of hard surface areas and provide shade trees that reduce the "heat island" affect associated with such development. Internal parking facility landscaping shall consist of:
 - (1) Landscaped islands shall be provided at the end of all parking rows and within the rows of parking spaces so that there are no more than 15 consecutive parking spaces without an island.
 - (2) Landscape islands shall have a minimum interior dimension of at least 10 feet in width and 15 feet in length.
 - (3) Landscape islands shall be planted with vegetative ground cover and a minimum of 1 shade or deciduous tree that is hardy and salt resistant.
 - f. Building Foundation Landscaping. Landscaping required around customer and office areas shall be regulated as follows:
 - (1) A minimum of 5 feet of landscaped area shall be provided around a minimum of 60% of a structure's foundation, excluding areas utilized for loading/service.
 - (2) Plant material shall be decorative such as ornamental trees, flowering shrubs and perennials.
4. Stormwater Management and Grading. A storm water management and grading plan meeting the standards established by the Department of Public Works, Brown County, and the State of Wisconsin shall be submitted to and approved by the

City prior to the issuance of building permits. The purpose of these standards to promote the use of green infrastructure or vegetated stormwater management measures, where suitable, to manage stormwater runoff volumes and quality.

- a. Scope. Storm water management and grading shall be comprehensive and take into account expected build-out of the entire PUD area as depicted on Exhibit A.

- (1) A regional stormwater management approach may be utilized for any and all new developments; if so, the site may be required to buy in and be a part of the regional plan. This will be required upon approval of the Department of Public Works.

- b. Additional Function.

- (1) Human-scale interest and native planting should be included.
 - (2) Stormwater management facilities shall function not only as a utility but also as site amenity. This applies to both regional and site specific.
 - a) Site amenities include but not limited to walking paths, sitting areas, art, educational/interpretive signage, etc.
 - (3) It is encouraged to include suitable green infrastructure practices in streetscapes (tree boxes, sidewalk bioretention areas, curb bump-outs).
 - (4) In areas where infiltration is needed to manage stormwater or where soils are highly erodible, these areas shall be identified on erosion control plans and specifically protected from disturbance during and after development.
 - (5) Stormwater management areas such as bioretention areas, rain gardens, stormwater trees, or other plantings may count toward required landscape minimums.

5. Refuse and Mechanical Equipment. Screening of refuse material containers and mechanical equipment throughout the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article XIX-Division 3 of the Green Bay Municipal Code, and as modified as follows:

- a. Refuse storage and ground mechanical equipment shall not be located closer to the right-of-way than the front façade of the principal structure located on the same lot, regardless of minimum setbacks.
 - b. Wall or roof mounted mechanical equipment is regulated by Architectural Standards Section 2.D.2.h.

6. Lighting. Lighting throughout the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article V-Division 8 of the Green Bay Municipal Code and further regulated as follows:

- a. Pedestrian oriented lighting is required for all walkways/trails and building entrances.
 - b. Wall or roof-mounted lighting shall be integrated into overall building design/architecture. Fixtures shall be consistent for either the entire building or alternatively for each of the building's individual units.

7. Signage throughout the PUD area shall be regulated as follows:
 - a. Signage shall meet the standards for the Business Park District (BP) as set forth in Chapter 30, Article II of the Green Bay Municipal Code with the following additions.
 - b. Industrial Park Identity Signage.

Signs identifying the industrial park itself as well as identifying uses located within the PUD boundaries, though they may not be on the parcel for which the use is located.

 - (1) Must be located as depicted on Exhibit B. These are highly visible locations on arterial roads near entrances to the industrial park boundaries.
 - (2) Industrial Park identity signage shall be limited to the monument style of signage no greater than 300 square feet in area (per side) and no greater than 10 feet in height.
 - c. **Monument Signage for Individual Parcels**
 - (1) **Maximum height of a monument sign is limited to no greater than 10 feet in height.**
 - d. **Campus way finding signage (internal operations for wall signs for industrial use sites)**
 - (1) **Directional signage is limited to no greater than 64 total square feet per sign.**
 - (2) **Any directional signage exceeding standards for the Business Park District (BP) shall be counted towards the overall maximum attached sign area for signs attached to buildings.**
 - (3) **No greater than 10 percent of a directional sign may be used for branding purposes.**
 - e. **Campus way finding signage (internal operations for freestanding signs for industrial use sites)**
 - (1) **Directional signage is limited to no greater than 32 total square feet per sign.**
 - (2) **A directional sign is permitted along a travel route within the campus. Multiple freestanding directional signs are permitted if an individual freestanding directional sign is separated by a minimum of 500 feet from another freestanding directional sign.**
 - (3) **Sign height is limited to 8 feet.**
 - (4) **No greater than 10 percent of a directional sign may be used for branding purposes.**
- D. STRUCTURAL DESIGN REGULATIONS. The purpose of this section is to regulate the design and materials used for buildings within the PUD area to maintain and enhance the aesthetic, function, and values of property within the greater area.
- I. Applicability. Architectural design of new construction, additions to existing

buildings, and alterations to existing buildings within the PUD area shall meet the standards as set forth below:

- a. New Construction. The requirements of this Section shall apply to all structures and buildings within the PUD area constructed after the effective date of its adoption. Future expansions of structures shall be compatible with the existing structures.
- b. Exceptions and Appeals. Exceptions to the Architectural Design Standards may be granted by the Director of Community and Economic Development. Exceptions can include: 1. permission to substitute building materials; 2. construction of comparable quality or design; or 3. to enable unique and inventive architectural concepts within the PUD.
 - (1) Denial by the Director of Community and Economic Development of the requested exception may be appealed to the Plan Commission. Appeals shall be made within thirty (30) days of the date of the denial.

2. Architectural Design Standards.

- a. Orientation.
 - (1) Front façades shall face the street right-of-way, land area dedicated to pedestrian ways or internal drive aisle (if building does not front the right-of-way).
 - (2) Service or loading areas shall not be permitted between the building and the street right-of-way.
- b. Height. The maximum height on commercially used lots shall be thirty-five (35) feet, including screening for rooftop mechanicals. The maximum height in industrially used lots shall be fifty (50) feet, including screening for rooftop mechanicals.
 - (1) Smokestacks, water towers, and similar structures associated with industrial uses may exceed the maximum height limit as specified by conditional use in Chapter 44, Article IX and Article II, Section 44-83 of the Municipal Code.
 - (2) Heights of structures may be increased with a conditional use permit as specified by conditional use in Chapter 44, Article II, Section 44-83 of the Municipal Code.
- c. Exterior Materials. Building materials should be durable and appropriate for the district.
 - (1) Commercial structures.
 - a) Exterior building façades shall be predominately:
 - i. Brick or brick veneer.
 - ii. Stone or stone veneer.
 - iii. Glass (curtain/storefront).
 - iv. Windows and doors.
 - b) The following materials may be used as secondary building façade materials. Secondary materials shall not cumulatively exceed 40% of the front and side façades or 75% of the rear façade.
 - i. Concrete panels.

- ii. Decorative or split-face block.
 - iii. Architectural/decorative metals.
 - iv. Wood or wood composite.
 - v. Cementitious panels/siding.
 - vi. Stucco or exterior insulation and finish system (EIFS).
 - c) The following materials may be used as accent building façade materials. Accent materials shall not cumulatively exceed 10% of the front and side façades or 10% of the rear façade.
 - i. Vertical vinyl or corrugated metal siding.
 - ii. Concealed fastener metal panels.
 - d) The following materials are prohibited exterior building façade materials.
 - i. Smooth face or non-decorative block.
 - ii. Asphaltic or fiberglass siding.
 - iii. Non-decorative metal panels or corrugated metal.
 - iv. Plywood, chipboard, rough texture wood siding, or other non-decorative wood.
 - v. Imitation/“fake” brick or stone and gravel aggregates.
- (2) Industrial structures.
- a) Exterior building façades shall be predominately:
 - i. Brick or brick veneer.
 - ii. Stone or stone veneer.
 - iii. Concrete panels.
 - iv. Cementitious panels/siding.
 - v. Concealed fastener metal panels.
 - vi. Windows and doors.
 - b) The following materials may be used as accent building façade materials. Accent materials shall not cumulatively exceed 10% of the front and side façades or 10% of the rear façade.
 - i. Vinyl or corrugated metal siding.
 - ii. Decorative or split-face block.
 - iii. Architectural/decorative metals.
 - iv. Wood or wood composite.
 - v. Stucco or exterior insulation and finish system (EIFS).
 - c) The following materials are prohibited exterior building façade materials:
 - i. Smooth face or non-decorative block.
 - ii. Asphaltic or fiberglass siding.
 - iii. Non-decorative metal panels or corrugated metal.
 - iv. Plywood, chipboard, rough texture wood siding, or other non-decorative wood.
 - v. Imitation/“fake” brick or stone and gravel aggregates.
- (3) Material substitutions may be permitted as an exception per Section 2.D.1.a. of this PUD.
- d. Façade Articulation. Buildings shall be designed to provide interest and

variety. Flat, unadorned walls should be avoided.

- (1) Façade lengths for industrially used structures shall not be greater than one hundred (100) feet without articulation, and façade lengths for commercially used structures shall not be greater than fifty (50) feet without articulation. Articulation includes, but is not limited to:
 - a) Division of façade into individual components (i.e. storefronts, distinct uses) through the use of architectural elements such as entrances, arcades, windows, balconies, awnings, marquees, etc.
 - b) Recesses or projections of the main façade plane.
 - c) Recesses or projections of upper floors from the ground floor façade plane.
 - d) Vertical division using different materials and textures.
 - e) Roof form variation such as the change in roof lines or roof types.
- (2) Minimum fenestration. Facades facing the right-of-way or pedestrian way/internal drive aisle for which the building fronts (if building does not front the right-of-way) shall consist of a minimum percentage of windows and doors to promote a visual connection. The principal structure on a corner property that faces two public rights-of-way shall be treated as two front facades. Mirrored, smoked, or heavily tinted glass is discouraged. Windows should be proportional with doors in height and design. The minimum percentage of windows and doors are based on floor and use as follows:
 - a) Ground floor, industrial use. Total area of windows and doors shall comprise no less than ten (10) percent of the ground floor customer and office areas.
 - b) Ground floor, commercial use. Total area of windows and doors shall comprise no less than ten (20) percent of the ground floor façade area.
 - c) Upper floors, all uses. Total area of windows and doors shall comprise no less than ten (10) percent of the total façade area above the ground floor.
- e. Building Entrances. Main entrances shall be clearly identified and articulated using detailing, distinctive materials and/or colors, projections, recesses, or another comparable element.
 - (1) Main entrances are defined as those regularly used by employees, customers, and/or the public.
 - (2) Main entrances shall be visible from the right-of-way or pedestrian way/internal drive aisle for which the building fronts (if building does not front the right-of-way).
- f. Patios, Decks and Balconies.
 - (1) Ground level patios and decks facing the right-of-way or pedestrian way/internal drive aisle for which the building fronts (if building does not front the right-of-way) should be bordered with treatment such as landscaping.
 - (2) Exterior stairs leading to a deck or balcony shall not be permitted on

- the front or right-of-way side of buildings
- g. Accessory structures. Accessory structures shall match the character of the principal structure, reflected in colors, materials, windows, and architectural features.
- h. Mechanical and Exterior Building Systems. Mechanical and exterior building systems should be integrated into the overall building design.
 - (1) Roof-mounted equipment shall be screened, preferably by parapet walls. Screening shall be architecturally compatible with the structure which it is attached, be of identical or substantially similar materials used on the nearest building façade and designed as an integral part of the building.
 - (2) Wall mounted equipment are not permitted on the front or any right-of-way facing side of the building.
 - (3) Refer to Section 2.C.5 of the PUD.

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

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

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

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

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

SECTION 8. This ordinance shall not take effect until a public hearing is held thereon as provided by Chapter 44, Article II, Division 2, Section 44-82 Zoning Amendments, Green Bay Municipal Code, and the adoption and publication of this ordinance.

Dated at Green Bay, Wisconsin, this _____ day of _____, 2023.

APPROVED:

Eric Genrich, Mayor

ATTEST:

Celestine Jeffreys, City Clerk

jl:
10.13.23

Attachments:

Exhibit A - Location Map
Exhibit B – Land-Use Map

EXHIBIT A: LOCATION MAP

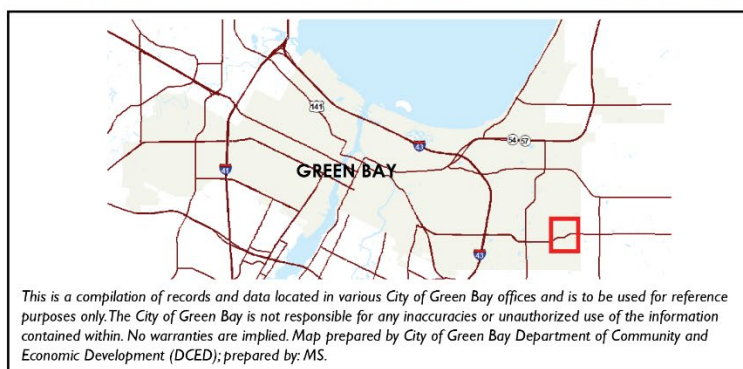
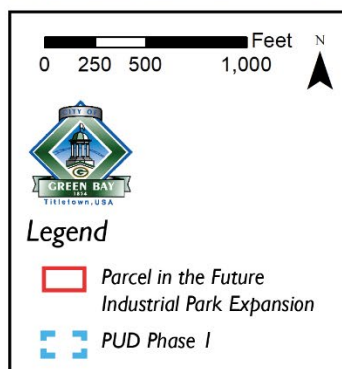
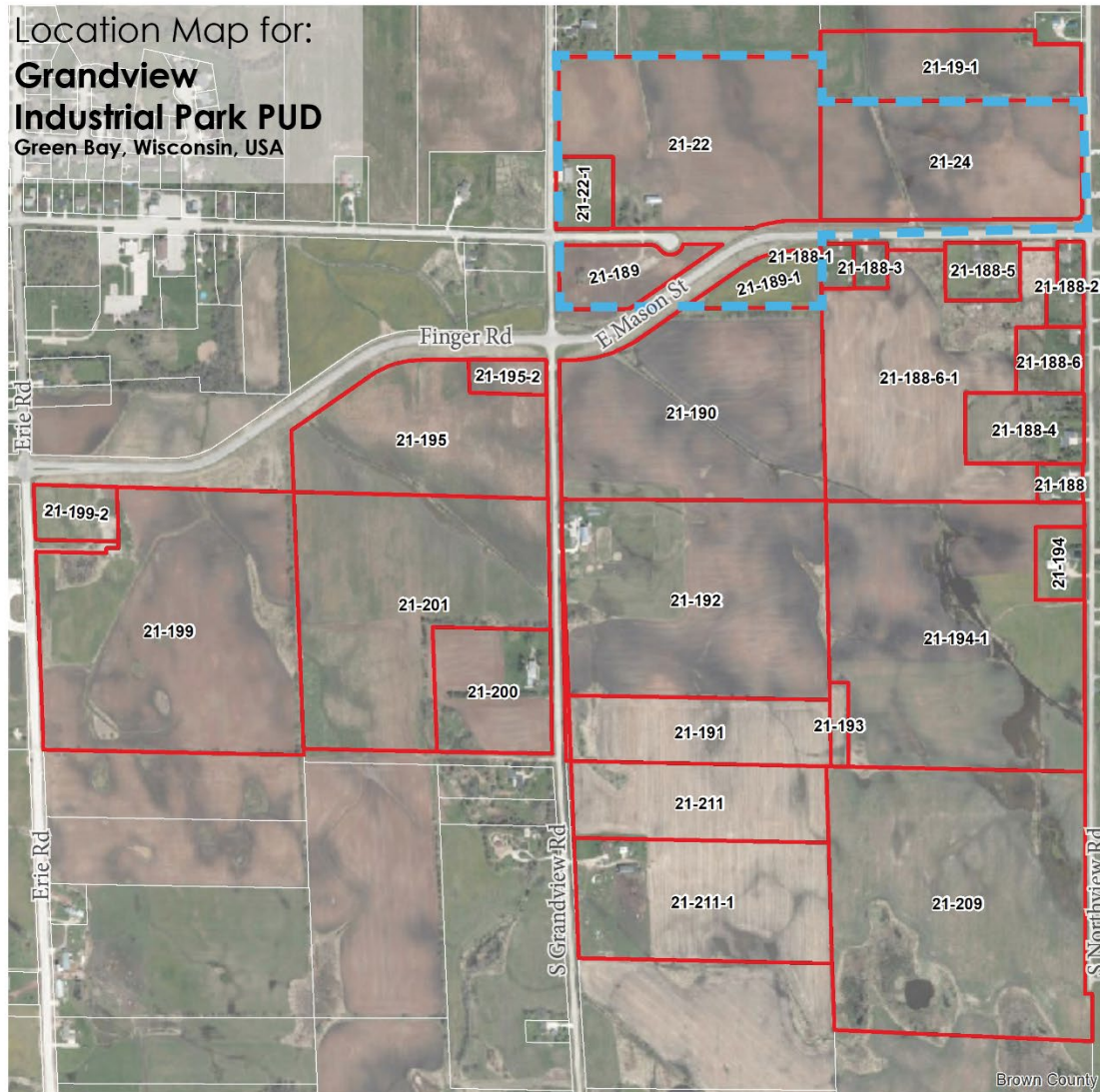


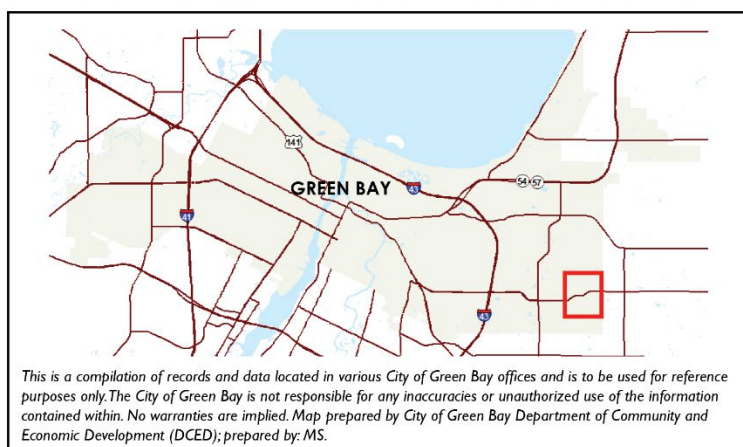
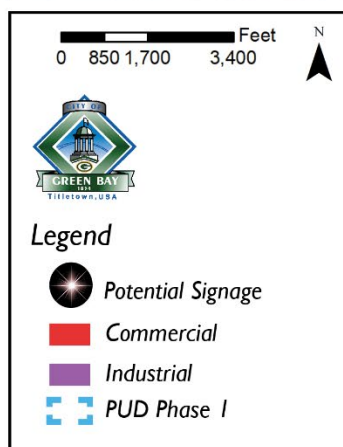
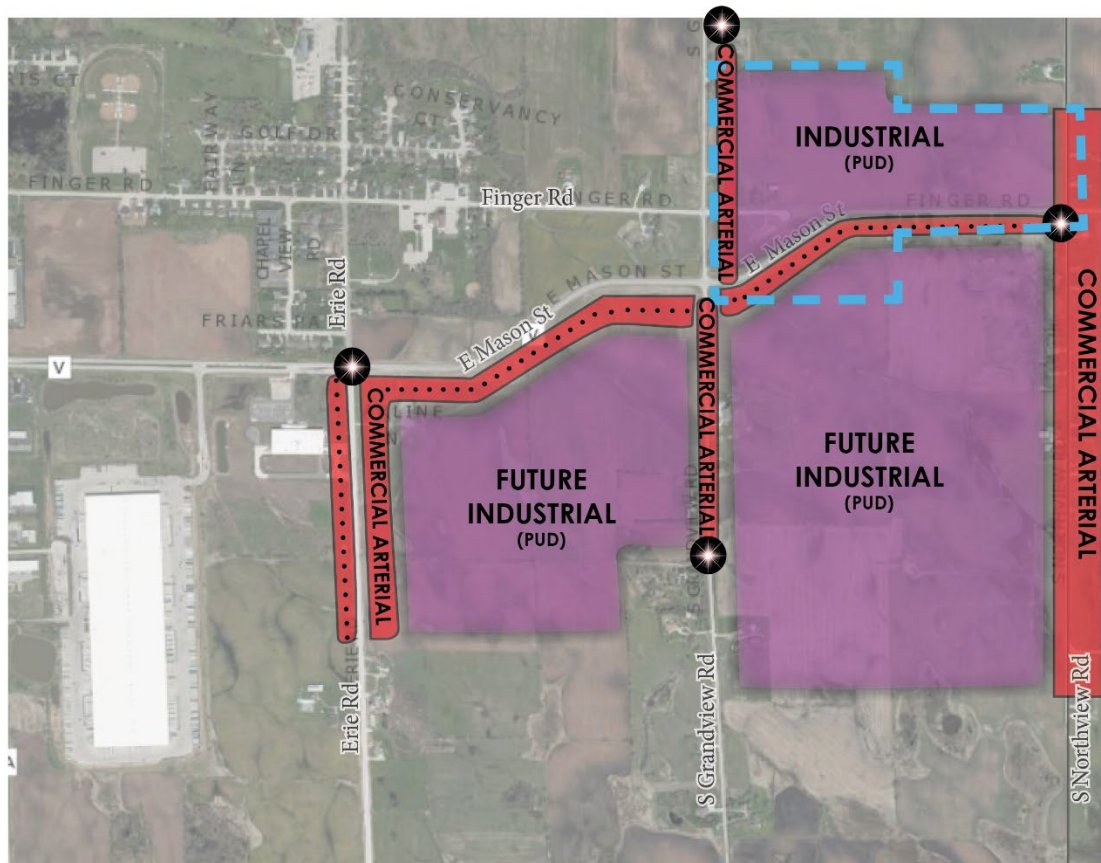
EXHIBIT B: LAND-USE MAP

Land-Use Composition for:

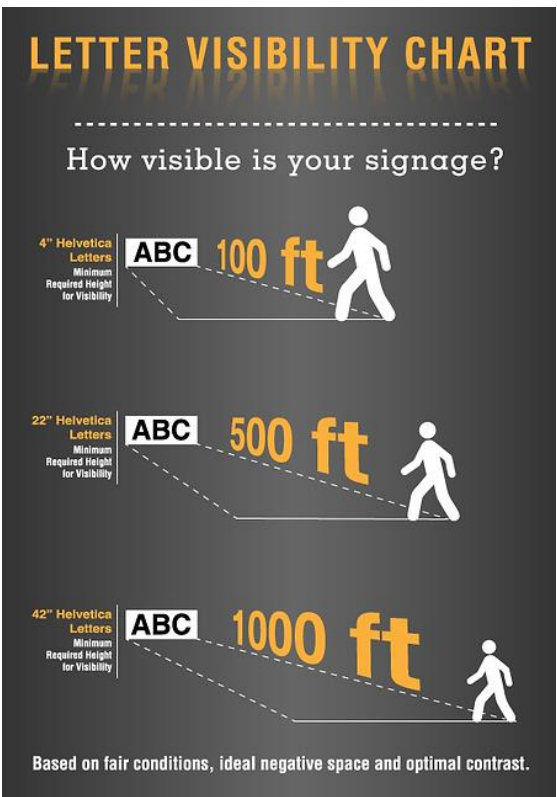
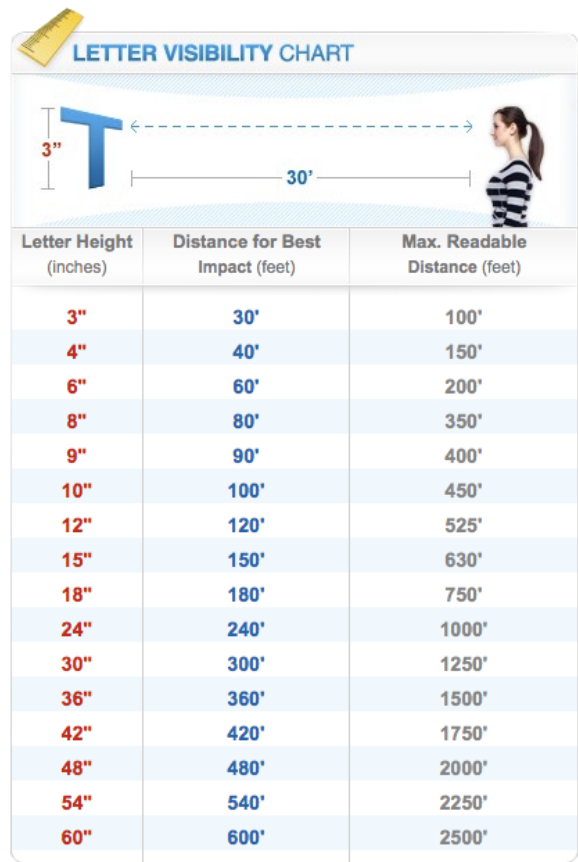
Grandview

Industrial Park PUD

Green Bay, Wisconsin, USA



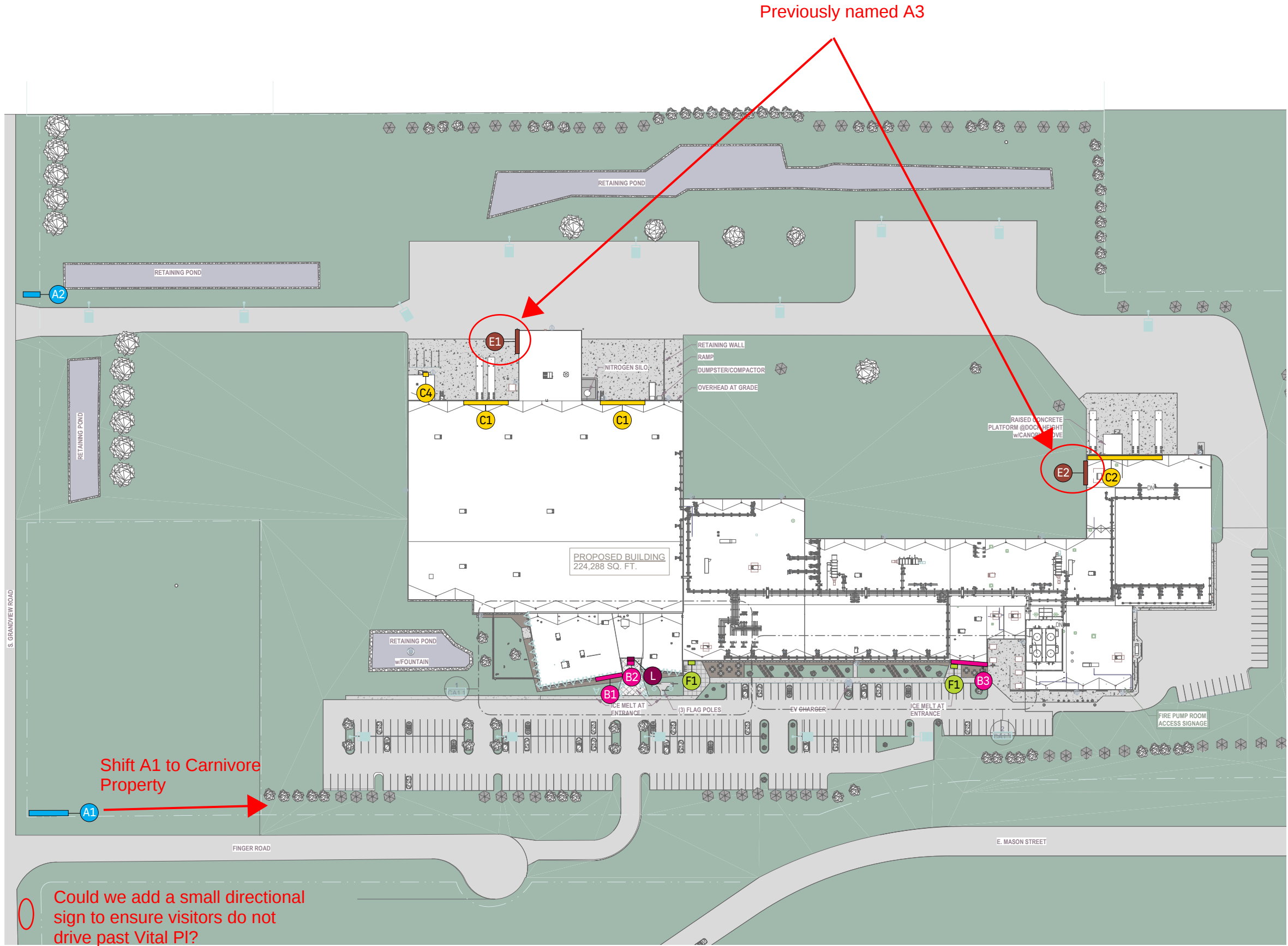
Letter Visibility Chart Examples



Not For Construction | For Design Intent Only | Field Verification Required | Sign Fabricator is responsible for:
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Final design and engineering of components indicated including all anchoring and attachment.
Structural integrity, electrical function, and connections to power specified by the owner.
Coordination with contractors in other trades, including but not limited to, excavation, retaining wall, drainage, and landscaping.
Verification of conditions in field prior to submission of drawings, including but not limited to deep drawings of all materials, colors, applications and finishes.

Submittals for approval by Younts Design prior to fabrication and installation, including but not limited to deep drawings of all materials, colors, applications and finishes.



Exterior Location Overview (1 of 2)

SIGN CODE	SIGN TYPE
A	Exterior Pylon
B	Building ID
C	Shipping/Receiving ID
D	Door ID
E	Vehicular Directional
F	Employees Only
G	Dog Waste Disposal
H	Parking Signs
J	No Trucks
K	Evacuation Location
L	Address Number

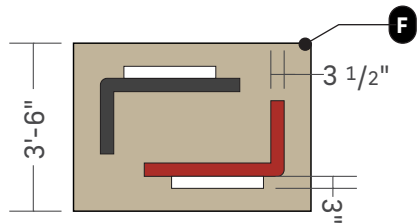
Submittals for approval by Younts Design prior to fabrication and installation, including but not limited to shop drawings, material samples, and color and finish samples, are required.

Coordination with contractors in other trades, including but not limited to electrical, plumbing, and HVAC, is required.

Structural integrity, electrical function, and connections to power and ground are to be specified by the owner.

Final design and engineering of components indicated including all materials, fasteners, and anchoring and attachment.

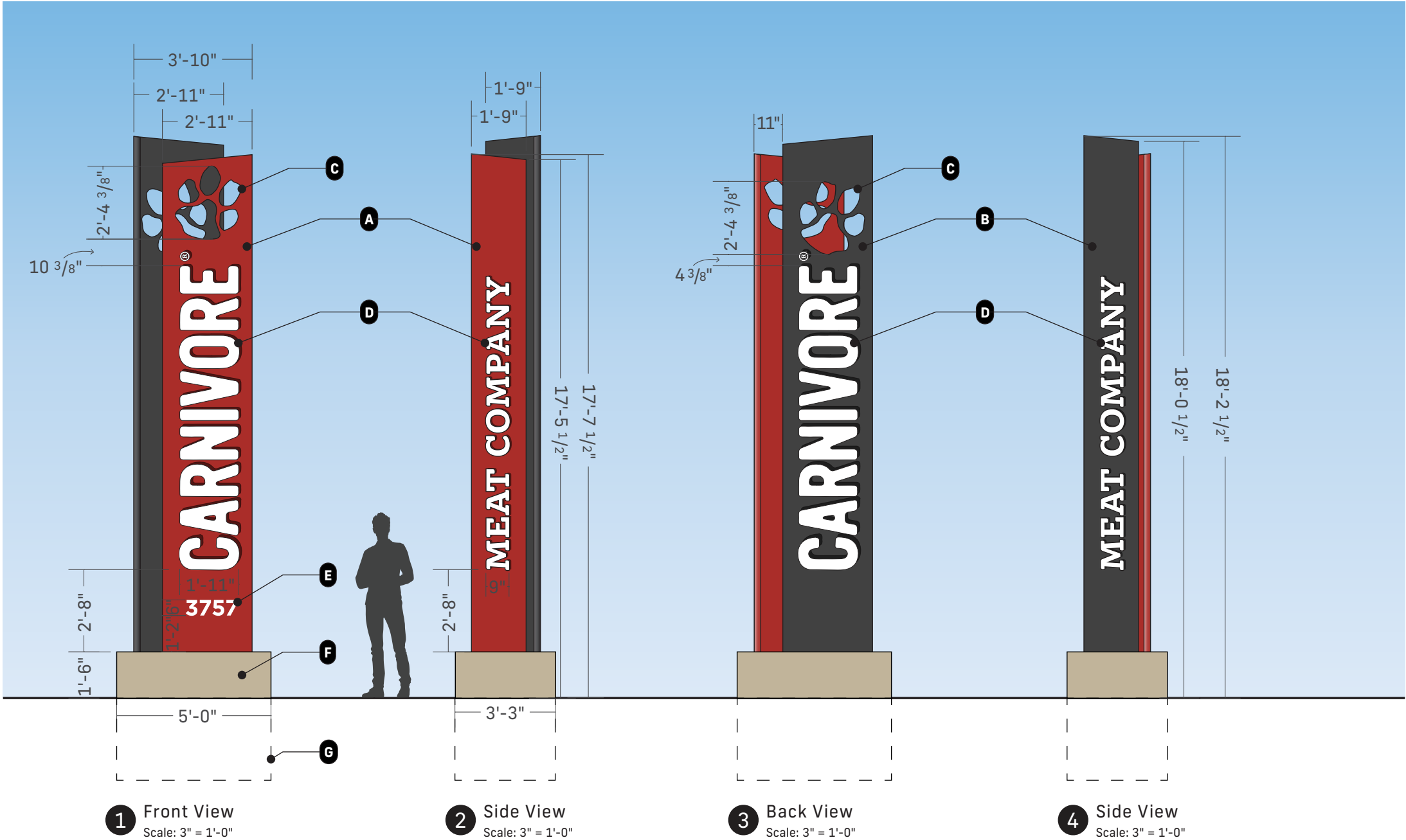
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5 Top View
Scale: 3" = 1'-0"

PLANNING STAFF NOTE SHEETS 2 AND 3: HEIGHTS OF SIGNS SHOWN ON PDF EXCEEDS 10 FEET IN MAXIMUM HEIGHT. PUD DRAFT LANGUAGE LIMITS HEIGHT TO 10 FEET FOR MONUMENT SIGNS. IF PUD AMENDMENT IS APPROVED AT MAXIMUM HEIGHT OF 10 FEET, FINAL SIGNAGE MUST BE UPDATED FOR APPROVALS.

A1 – Primary Exterior Pylon



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Final design and engineering of components indicated including all materials, fasteners, and anchoring and attachment.
Structural integrity, electrical function, and connections to power and ground shall be as specified by the owner.
Coordination with contractors in other trades, including but not limited to, electrical, mechanical, and landscaping.
Verification of conditions in field prior to submission of drawings and production of samples.
Submittals for approval by Younts Design prior to fabrication and installation, including but not limited to shop drawings, material samples, and color and finish samples of all materials, colors, applications and finishes.



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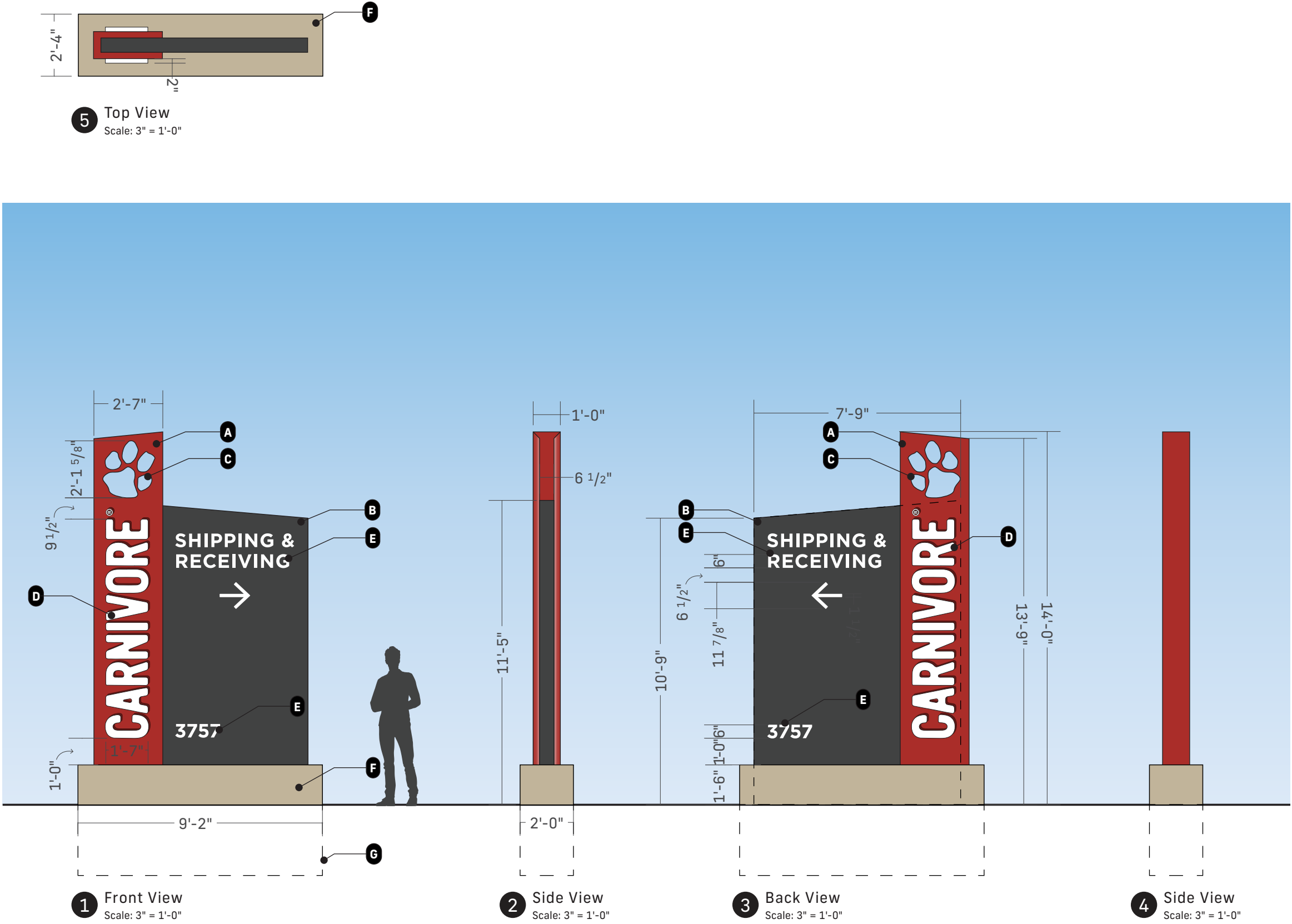
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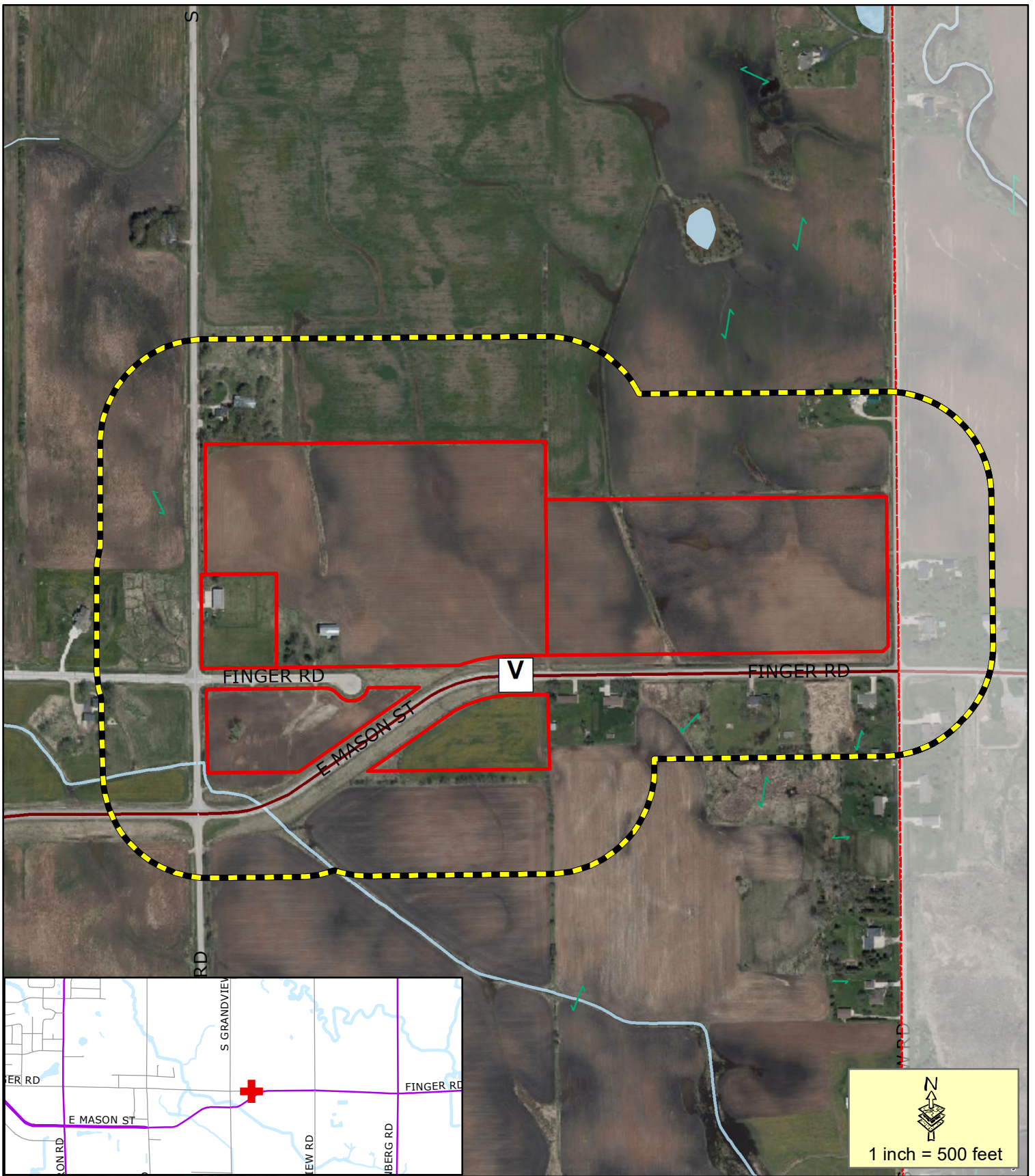
Phase
Design Development

Document Name
Carnivore_Signage_DD

9/26/2023
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A2 – Secondary Exterior Pylon





- Proposed PUD Amendment
- 400' Property Owner Notice

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Map prepared by JL

Zoning Petition (ZP 23-39)
Proposed Planned Unit Development
Amendment at 3757 Vital Pl,
641 S Grandview Rd, 3751 E Mason St,
3760 E Mason St, and 3855 Finger Rd

