



AGENDA OF THE GREEN BAY PLAN COMMISSION

MONDAY, DECEMBER 11, 2023, 6:00 PM
City Hall, Room 604 - The Harry Maier Room.
Virtual attendance is also available via Zoom.

A. Zoom Meeting Information.

1. Join Zoom Meeting Online:
<https://us02web.zoom.us/j/84137675822?pwd=L2EyVlpDSIZGZlFjcmlpWnZIOEVnUT09>

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.

1. 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.

1. Approval of the agenda for the December 11, 2023, meeting of the Plan Commission.

D. Approval of Minutes.

1. Approval of the minutes from the November 13, 2023 meeting of the Plan Commission.

E. Regular Business.

1. Consideration with possible action on the request by Military Avenue, Inc. (MAI) to approve their 2024 Business Improvement District (BID) Operating Plan.
2. Consideration with possible action on the request by On Broadway Inc.(OBI) to approve their 2024 Business Improvement District (BID) Operating Plan.

3. Consideration with possible action on the request by Downtown Green Bay, Inc. (DGBI) to approve their 2024 Business Improvement District (BID) Operating Plan.
4. Consideration with possible action on the request by Olde Main Street, Inc. (OMSI) to approve their 2024 Business Improvement District (BID) Operating Plan.
5. (ZP 23-30) Public Hearing on a request to rezone 1409 Velp Avenue from CI General Commercial District and R-1 Low Density Residential District to R-3 Varied Density Residential District, submitted by Community and Economic Development. (Ald. Steuer, District 10)
6. (ZP 23-30) Consideration with possible action on a request to rezone 1409 Velp Avenue from CI General Commercial District and R-1 Low Density Residential District to R-3 Varied Density Residential District, submitted by Community and Economic Development. (Ald. Steuer, District 10)
7. (ZP 23-31) Public Hearing on a request to rezone 1046 Gray Court and 1052 Velp Ave from LI Light Industrial and GI General Industrial Districts to C2 Highway Commercial District, submitted by Community and Economic Development. (Ald. Steuer, District 10)
8. (ZP 23-31) Consideration with possible action on a request to rezone 1046 Gray Court and 1052 Velp Ave from LI Light Industrial and GI General Industrial Districts to C2 Highway Commercial District, submitted by Community and Economic Development. (Ald. Steuer, District 10)
9. (ZP 23-44) Public hearing on the request to rezone property at 1218 Velp Avenue, the southern 180 feet of property at 1212 Velp Avenue, and the southern 160 feet of property at 1156 Velp Avenue (Parcels: #18-782-E, #18-782, #18-783) from General Industrial (GI) District to Highway Commercial (C2) District, submitted by Department of Community and Economic Development. (Ald. M. Steuer, District 10)
10. (ZP 23-44) Consideration with possible action on the request to rezone property at 1218 Velp Avenue, the southern 180 feet of property at 1212 Velp Avenue, and the southern 160 feet of property at 1156 Velp Avenue (Parcels: #18-782-E, #18-782, #18-783) from General Industrial (GI) District to Highway Commercial (C2) District, submitted by Department of Community and Economic Development. (Ald. M. Steuer, District 10)
11. (ZP 23-45) Public Hearing on the request to rezone the front 200' of 1562 Velp Avenue from General Industry (GI) District to Highway Commercial (C2) District, submitted by Department of Community and Economic Development. (Ald. M. Steuer, District 10)
12. (ZP 23-45) Consideration with possible action on the request to rezone the front 200' of 1562 Velp Avenue from General Industry (GI) District to Highway Commercial (C2) District, submitted by Department of Community and Economic Development. (Ald. M. Steuer, District 10)
13. (ZP 23-46) Public Hearing on the request to rezone 1006 Velp Avenue and 0 Atkinson Drive (parcel #18-756-B) from General Industry (GI) District to Highway Commercial (C2) District, submitted by Department of Community and Economic Development. (Ald. R. Scannell, District 7)

14. (ZP 23-46) Consideration with possible action on the request to rezone 1006 Velp Avenue and 0 Atkinson Drive (parcel #18-756-B) from General Industry (GI) District to Highway Commercial (C2) District, submitted by Department of Community and Economic Development. (Ald. R. Scannell, District 7)
15. (ZP 23-47) Public Hearing on the request to rezone 0 Emmet Street (parcel #18-756-C) and 0 Atkinson Street (parcel #18-756-D) from General Industry (GI) District to Conservation (CON) District, submitted by Department of Community and Economic Development. (Ald. R. Scannell, District 7, and Ald. M. Steuer, District 10)
16. (ZP 23-47) Consideration with possible action on the request to rezone 0 Emmet Street (parcel #18-756-C) and 0 Atkinson Street (parcel #18-756-D) from General Industry (GI) District to Conservation (CON) District, submitted by Department of Community and Economic Development. (Ald. R. Scannell, District 7, and Ald. M. Steuer, District 10)
17. (ZP 23-48) Public hearing on a request to rezone 322 S Monroe Avenue, 326 S Monroe Avenue, 512 Moravian Street, 315 S Madison Street, 325 S Madison Street, and 333 S Madison Street from Office-Residential (OR) District to Downtown (DI) District submitted by Community and Economic Development. (Ald. Johnson, District 9)
18. (ZP 23-48) Consideration with possible action on a request to rezone 322 S Monroe Avenue, 326 S Monroe Avenue, 512 Moravian Street, 315 S Madison Street, 325 S Madison Street, and 333 S Madison Street from Office-Residential (OR) District to Downtown (DI) District submitted by Community and Economic Development. (Ald. Johnson, District 9)
19. (ZP 23-43) Public Hearing on a request to create a Planned Unit Development (PUD) for the creation of a mixed-use neighborhood at the JBS redevelopment site located on the 1300 block of Guns road, submitted by Community and Economic Development on behalf of the Redevelopment Authority of the City of Green Bay, Property Owner. (Ald. Morgan, District 3)
20. (ZP 23-43) Consideration with possible action on a request to create a Planned Unit Development (PUD) for the creation of a mixed-use neighborhood at the JBS redevelopment site located on the 1300 block of guns road, submitted by Community and Economic Development on behalf of the Redevelopment Authority of the City of Green Bay, Property Owner (Ald. Morgan, District 3).
21. (CPA 23-06) Public hearing on a request to amend the Green Bay 2022 Smart Growth Comprehensive Plan to include recommendations of the 2020 Green Bay Area Housing Market Study.
22. (CPA 23-06) Consideration with possible action on a request to amend the Green Bay 2022 Smart Growth Comprehensive Plan to include recommendations of the 2020 Green Bay Area Housing Market Study.

F. Informational.

1. Director's Report.
2. Comprehensive Plan Rewrite - Project Kick-Off Summary

3. Date of the next meeting: January 8, 2024.

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

December 11, 2023

PREPARED BY

Wendy Townsend, Economic Coordinator

AGENDA ITEM # E.1

Consideration with possible action on the request by Military Avenue, Inc. (MAI) to approve their 2024 Business Improvement District (BID) Operating Plan.

BACKGROUND

Each year the City of Green Bay's Business Improvement Districts are required to submit their annual operating plans to the Plan Commission for review and approval. The attached 2024 MAI BID Operating Plan has been approved by the MAI BID Board and has been reviewed by the City Attorney.

RECOMMENDATION

Approve the 2024 MAI BID Operating Plan as submitted

FISCAL IMPACT

ATTACHMENTS

1. 2024 MABA Operating Plan
2. 2024 MABA District 4 OP Attorney Letter-11.27.23

Operating Plan - 2024
Military Avenue, Inc.

BUSINESS IMPROVEMENT DISTRICT NO. 4

2024
OPERATING PLAN



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I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created 66.1109 (formerly S. 66.608) of the Statutes ([see Appendix A](#)) enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is “to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities.” (1983 Wisconsin Act 184, Section 1, legislative declaration.)

The City of Green Bay approved a petition from property owners in September 2013 to create a Business Improvement District for the purpose of revitalizing and improving the Military Avenue business area on Green Bay’s west side. The BID law requires that every district have an annual Operating Plan.

This document is the Operating Plan for the Military Avenue district. The Military Avenue BID Executive Director, in coordination with the Military Avenue BID Board, prepared this Plan with technical assistance from the City of Green Bay Department of Economic Development.

B. Physical Setting

The Military Avenue Business District has boundaries starting at Lombardi Avenue moving north on Military with a northern most boundary of 116 N Military on the east side of the street and 123 N Military on the west side of the street.

Including: 1560 and 1598 W Western Ave, 1603, 1614 and 1626 W Seventh St, 1559-1565 Ninth St, 1577 Langlade Ave, 1530, 1536 and 1540 Leo St, 1521, 1541, 1587, 1590, and 1606 W Shawano Ave, 1505, 1529, 1555, 1561, 1566, 1593, and 1616 W Mason St.

II. DISTRICT BOUNDARIES

Boundaries of the proposed district are shown on the map in [Appendix B](#) of this plan. A listing of the properties included in the district is provided in [Appendix C](#).

III. PROPOSED OPERATING PLAN

A. Plan Objectives – 2024

Military Avenue, Inc. exists to create an environment that supports the continued success of the businesses and neighborhoods in the Military Avenue district located on the west side of Green Bay.

Military Avenue, Inc. fosters a spirit of collaboration and cooperation with local businesses and neighborhoods by working to improve the entire district. We do our work by marketing, branding and

promoting business activities, physical improvements in the district, event planning, new business recruitment, retaining and supporting existing businesses.

B. Proposed Activities – 2024

Principle activities to be engaged in by the district during its ELEVENTH year of operation, 2024, will include:

- Fully utilize promotion tools; monument sign, social media platforms, market bags, joint advertising opportunities, 2025 NFL Draft, and new ideas.
- Support new and existing Military Avenue BID businesses and fill vacant spaces.
- Continue to explore a central, public friendly, location for events.
- Offer and support opportunities for public art and murals throughout the district.
- Improve sustainability and on-going cost of plants and medians to provide a clean and professional appearance.
- Continue to build on the Market on Military success, bringing customer traffic to the district.
- Seek out grant funding for quality projects.
- Explore new options for, and invest in, public amenities such as bike racks, benches, security and safety tools, and garbage cans.

C. Proposed Budget – Year – ELEVEN 2024

Revenues	Projected 2024	Change from 2023
Planned BID Assessment Funds	\$108,275	+\$8,887
(BID Assessments minus 2% delinquent)	-\$2,166	-\$4,791
Donations/Partnerships	\$0	\$0
Grants /Restricted Income	\$10,000	\$0
Event Funds/Sponsorships/EBT	\$20,000	\$0
Interest Income	\$500	+\$400
Carry Over from 2022 audit/review	\$133,420	
Total Revenue	\$270,029	+\$4,496
Expenses		
Staffing	\$90,117	-\$5,715
Operating Expenses rent, insurance, audit, accounting, supplies, etc.	\$17850	-\$150

Technology	\$2,400	\$0
Programs		
Design/Physical improvements	\$60,460	+\$2,600
Street pole banners throughout district, Planter boxes winter and summer, throughout district weed control at medians and monument, monument sign Wi-Fi and operations at Lombardi and Military intersection, public amenities and branding across the district.		
Economic/Business Development	\$11,000	\$0
Business recruitment and support for current businesses.		
Events	\$15,200	\$0
Summer and Winter Market on Military, Small Business Saturday, Joint Advertising, EBT costs.		
Organization/ Marketing	\$8,500	+\$3,000
Social media, marketing, advertising, website hosting, web security.		
Total Expenses	\$205,527	-\$265
BALANCE	\$74,190	

D. Financing Method

\$108,275 is proposed to be raised through BID assessments as laid out in section IV. METHOD OF ASSESMENT and assume an assessment delinquency amount of \$2,166 based on 2% delinquencies. We have therefore budgeted for \$106,109. We are also setting a goal to obtain grants, sponsorships, fees, and donations to provide funding in the amount of \$30,500. The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

E. Organization of BID Board

Upon creation of the BID, the Mayor appointed members to the district board ("board"). The board's primary responsibility is implementation of this Operating Plan. This will require the board to negotiate with providers of services and materials to carry out the Plan; to enter into various contracts; to monitor development activity; to periodically revise the Operating Plan; to ensure district compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of BID assessments.

State law requires that the board be composed of at least five members and that a majority of the board members be owners or occupants of property within the district.

It is recommended that the BID board be structured and operate as follows:

1. Board Size – at least Five

2. Composition - At least three fifths members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Green Bay. The board shall elect its Chairperson from among its members.
3. Term - Appointments to the board shall be for a period of three years except that initially two members shall be appointed for a period of three years, two members shall be appointed for a period of two years, and one member shall be appointed for a period of one year.
4. Compensation – None
5. Meetings - All meetings of the board shall be governed by the Wisconsin Open Meetings Law.
6. Record Keeping - Files and records of the board's affairs shall be kept pursuant to public record requirements.
7. Staffing - The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.
8. Meetings - The board shall meet regularly, at least twice each year. The board shall adopt rules of order ("by laws") to govern the conduct of its meetings.

F. Relationship to the Military Avenue Business Association.

The BID shall be a separate entity from the Military Avenue Business Association, notwithstanding the fact that members, officers and directors of each may be shared. The Association shall remain a private organization, not subject to the open meeting law, and not subject to the public record law except for its records generated in connection with the BID board or as required by law. The Association may, and it is intended, shall contract with the BID to provide services to the BID, in accordance with this Plan.

IV. METHOD OF ASSESMENT

A. Assessment Rate and Method

Assessment rate per thousand for industrial is \$0.25, office \$2.00, retail/entertainment \$2.25. Minimum assessment rate per parcel is \$250.00 Maximum assessment rate is \$2,500 per parcel.

The principle behind the assessment methodology is that each property should contribute to the BID in proportion to the benefit derived from the BID. After consideration of other assessment methods, it was determined that assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a fixed assessment on the assessed value of the property was selected as the basic assessment methodology for this BID.

For properties whose use comprises mixed SIC codes, the property has been identified by the ground level use(s) of any buildings constructed on the property. The ground level use is presumed to be the dominant use of the property. If a ground level has more than two uses, then the property has been identified by the use that makes up more than one half of the ground level square footage. The burden is on the owner to change a property classification from that designated in Appendix C. It must be proven annually by the owner of the property in question to the BID board.

However, maintaining an equitable relationship between the BID assessment and the expected benefits requires an adjustment to the basic assessment method. To prevent the disproportional assessment of a small number of high value properties, a maximum assessment of \$2,500.00 per parcel will be applied.

As of January 1, 2014 the property in the district had a total assessed value of over seventy-three million dollars. This plan assesses the property in the district at a rate for industrial \$0.25, for office \$2.00, for retail/entertainment \$2.25. per \$1,000.00 of assessed value, subject to the maximum assessment, for the purposes of the BID.

Appendix C shows the projected BID assessment for each property included in the district.

B. Excluded and Exempt Property

The BID law requires explicit consideration of certain classes of property. In compliance with the law the following statements are provided.

1. State Statute 66.1109(1)(f)Im: The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.
2. State Statute 66.1109(5)(a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix C, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109(1)(b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax-exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

V. RELATIONSHIP TO GREEN BAY COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY

A. City Plans

The plan for Military Avenue is to transform the corridor into a signature street with a cohesive identity. This will be accomplished by elevating the level of aesthetics, functionality and safety with improved site and building design. The balance of land uses along Military Avenue must shift in recognition of current and expected future market conditions and to better manage the supply and demand of real estate. Sections of the corridor will transition to finer blocks of mixed-use development that better relate to the scale of surrounding neighborhoods.

Implementation of this plan will result not only in attracting new businesses to Military Avenue, but also in creating an environment that supports the continued success of existing, beneficial businesses. Limited amounts of redevelopment may result in tear down and reconstruction. But in most cases, redevelopment will occur in smaller steps like landscaping parking areas, upgrading building façades, or adding decorative lighting. Military Avenue will become a more complete corridor that caters to local residents and employees who use multiple modes of transportation. This transition is a necessary response to the changing market and context,

and will create a more economically sustainable future for Military Avenue. *(Military Avenue Market Analysis and Corridor Design Plan, Executive Summary, Pages 7-8. Adopted by the City of Green Bay: 3/1/2011)*

B. City Role in District Operation

The City of Green Bay has committed to helping private property owners in the district promote its development. To this end, the City is expected to play a significant role in the creation of the Business Improvement District and in the implementation of the Operating Plan. In particular, the City will:

1. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district.
4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.
5. Provide the board, through the Tax Commissioner's Office on or before June 30th of each Plan year, with the official City records and the assessed value of each tax key number with the district, as of January 1st of each Plan year, for purposes of calculating the BID assessments.
6. Encourage the State of Wisconsin, Brown County and other units of government to support the activities of the district.

VI. FUTURE YEAR OPERATING PLANS

A. Phased Development

It is anticipated that the BID will continue to revise and develop the Operating Plan annually, in response to changing development needs and opportunities in the district, in accordance with the purposes and objectives defined in the initial Operating Plan.

Section 66.1109 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Greater detail about subsequent year's activities will be provided in the required annual Plan updates, and approval by the Common Council of such Plan updates shall be conclusive evidence of compliance with this Plan and the BID law.

In later years, the BID Operating Plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. However, the method of assessing shall not be materially altered, except with the consent of the City of Green Bay.

B. Amendment, Severability and Expansion

This BID has been created under authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of this Statute invalid or unconstitutional its decision will not invalidate or terminate the BID and this BID Plan shall be amended to conform to the law without need of reestablishment.

Should the legislature amend the Statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Green Bay as and when it conducts its annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under Section 66.1109 (3)(b).

APPENDICES

- A. STATUTE
- B. DISTRICT BOUNDARIES
- C. LISTING OF PROPERTIES (CITY HOLDS MOST RECENT LIST)

APPENDICE A

Wisconsin State Statute "BID Law"

66.1109 Business improvement districts.

(1) In this section:

(a) "Board" means a business improvement district board appointed under [sub. \(3\) \(a\)](#).

(b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.

(c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.

(d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.

(e) "Municipality" means a city, village or town.

(f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:

1. The special assessment method applicable to the business improvement district.

1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.

2. The kind, number and location of all proposed expenditures within the business improvement district.

3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.

4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

5. A legal opinion that [subds. 1. to 4.](#) have been complied with.

(g) "Planning commission" means a plan commission under [s. 62.23](#), or if none a board of public land commissioners, or if none a planning committee of the local legislative body.

(2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

(a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under [par. \(b\)](#) has petitioned the municipality for creation of a business improvement district.

(b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.

(c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under [ch. 985](#). Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property within the proposed business improvement district. The notice shall state the boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.

(d) Within 30 days after the hearing under [par. \(c\)](#), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40% of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40% of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district or its proposed initial operating plan.

(e) The local legislative body has voted to adopt the proposed initial operating plan for the municipality.

(3)

(a) The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.

(b) The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.

(c) The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit upon termination of the business improvement district.

(d) Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.

(4) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than special assessments, to pay the costs of audits required under [sub. \(3\) \(c\)](#) or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.

(4m) A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:

(a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.

(b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under [par. \(c\)](#) and unless the business improvement district is not terminated under [par. \(e\)](#).

(c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under [ch. 985](#). Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.

(d) Within 30 days after the date of hearing under [par. \(c\)](#), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.

(e) If after the expiration of 30 days after the date of hearing under [par. \(c\)](#), by petition under this subsection or subsequent notification under [par. \(d\)](#), and after subtracting any retractions under [par. \(d\)](#), the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

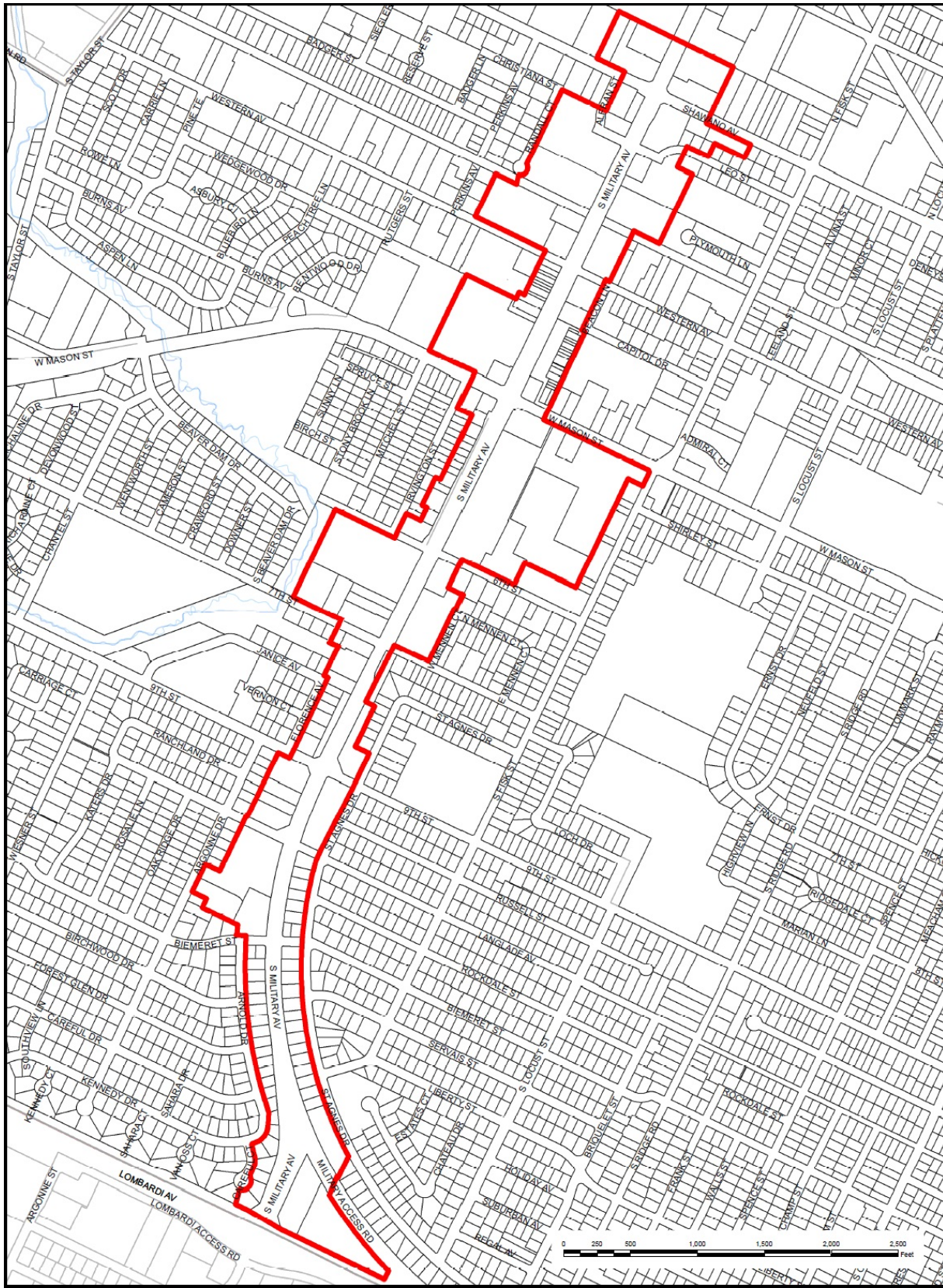
(5)

(a) Real property used exclusively for residential purposes and real property that is exempted from general property taxes under [s. 70.11](#) may not be specially assessed for purposes of this section.

(b) A municipality may terminate a business improvement district at any time.

(c) This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.

History: 1983 a. [184](#); 1989 a. [56](#) s. 258; 1999 a. [150](#) s. [539](#); Stats. 1999 s. 66.1109; 2001 a. [85](#).



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. 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 Planning Department, DUL

City of Green Bay Military Ave BID Boundary

BID Boundary





City of Green Bay Law Department
100 North Jefferson Street - Room 200
Green Bay, Wisconsin 54301-5026
www.greenbaywi.gov

Phone 920.448.3080
Fax 920.448.3081

November 28, 2023

Wendy Townsend, Project and Program Manager
City of Green Bay
100 North Jefferson Street, Room 608
Green Bay, WI 54301

RE: Proposed Operating Plan for Business Improvement District No. 4

Dear Ms. Townsend:

The purpose of this correspondence is to respond to your request for a legal review of the proposed 2024 Operating Plan for Business Improvement District No. 4 (hereafter "Plan"). Your request asks the City Attorney's Office to provide an opinion with respect to the Plan's compliance with the requirements of Wisconsin Statute § 66.1109(l)(f).

Our office has reviewed the Plan, a copy of which is attached hereto, and based upon such review, are of the opinion that the Plan meets the requirements of Wisconsin Statute § 66.1109(l)(f), subsections 1 through 4.

Thank you for your attention to this matter.

Sincerely,

Joanne Bungert
City Attorney



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

Wendy Townsend, Economic Coordinator

AGENDA ITEM # E.2

Consideration with possible action on the request by On Broadway Inc.(OBI) to approve their 2024 Business Improvement District (BID) Operating Plan.

BACKGROUND

Each year the City of Green Bay's Business Improvement Districts are required to submit their annual operating plans to the Plan Commission for review and approval. The attached 2024 Operating Plan has been approved by the OBI BID Board and has been reviewed by the City Attorney.

RECOMMENDATION

Approve the OBI 2024 BID Operating Plan as submitted.

FISCAL IMPACT

ATTACHMENTS

1. 2024 OBI-District3-OP Attorney Letter-11.27.23
2. Operating Plan OBI 2024 - DRAFT



City of Green Bay Law Department
100 North Jefferson Street - Room 200
Green Bay, Wisconsin 54301-5026
www.greenbaywi.gov

Phone 920.448.3080
Fax 920.448.3081

November 27, 2023

Wendy Townsend, Project and Program Manager
City of Green Bay
100 North Jefferson Street, Room 608
Green Bay, WI 54301

RE: Proposed Operating Plan for Business Improvement District No. 3

Dear Ms. Townsend:

The purpose of this correspondence is to respond to your request for a legal review of the proposed 2024 Operating Plan for Business Improvement District No. 3 (hereafter "Plan"). Your request asks the City Attorney's Office to provide an opinion with respect to the Plan's compliance with the requirements of Wisconsin Statute § 66.1109(l)(f).

Our office has reviewed the Plan, a copy of which is attached hereto, and based upon such review, are of the opinion that the Plan meets the requirements of Wisconsin Statute § 66.1109(l)(f), subsections 1 through 4.

Thank you for your attention to this matter.

Sincerely,

Joanne Bungert
City Attorney

2024 Operating Plan

Broadway Business Improvement District

BUSINESS IMPROVEMENT DISTRICT NO. 3

PROPOSED OPERATING PLAN



I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created 66.1109 (formerly S. 66.608) of the Statutes (see Appendix A) enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is “to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities.” (1983 Wisconsin Act 184, Section 1, legislative declaration.)

The City of Green Bay has received a petition from property owners which requests creation of a Business Improvement District for the purpose of revitalizing and improving the Broadway business area on Green Bay’s West side. (see Appendix B). The BID law requires that every district have an annual Operating Plan. This document is the initial Operating Plan for the proposed Broadway Business Improvement District. The BID proponents prepared this Plan with technical assistance from the City of Green Bay Economic Development Department.

B. Physical Setting

The Broadway Business Improvement District has a general setting starting at the point where Mason Street meets the west bank of the Fox River; west to the southwestern property line of parcel 2-948 (Wisconsin Central LTD); continuing northwest to Maple Avenue; north on Maple Avenue to the northern property line of parcel 3-1144-B (339 South Maple Avenue); east along said property line to Chestnut Avenue; north along Chestnut Avenue to Howard Street; west on Howard Street to the alleyway beginning on the western most property line of parcel 3-330 (506-508 Howard Street); north through the alleyway to the southern border of parcel 3-85 (515 West Walnut Street); west at the property line to South Maple Avenue; north on South Maple Avenue through Walnut Street to the northern property line of 4-223 (514 West Walnut Street); east at said property line to alleyway; north in alleyway to the northern property line of parcel 4-102 (230 North Maple Avenue); west along said property line to North Maple Avenue; north on North Maple Avenue to Dousman Street; west on Dousman Street to alleyway beginning at the western property line of parcel 5-607 (301 North Maple Avenue); north in said alleyway to northern property line of parcel 5-605-1; east along said property line to North Maple Avenue; north on North Maple Avenue to Kellogg Street; east on Kellogg Street to Chestnut Avenue; north on Chestnut Avenue to Elmore Street; east on Elmore Street to Broadway Street; north on Broadway Street to alleyway beginning on the northern property line of parcel 5-72 (710 North Broadway Street); east through said alleyway to McDonald Street; north on McDonald Street to James Street; east on James Street to the northeastern property line of parcel 5-1525-A; south along said property line to western bank of Fox River.

II. DISTRICT BOUNDARIES

Boundaries of the proposed district are shown on the map in Appendix B of this plan. A listing of the properties included in the district is provided in Appendix C.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The object of the Broadway Business Improvement District is to foster a vibrant community activated by:

- People strolling the streets shopping for one-of-a kind gifts or everyday goods
- Diners enjoying diverse restaurants that intermingle with shops and other cultural and entertainment venues
- Activity flowing between the streets of Broadway and the waterfront to the rest of downtown
- A variety of housing styles mixed throughout the district, providing affordable housing for all markets
- The entrepreneurial spirit coupled with a strong dynamic employee base

As creativity and art provide the underlying pulse of the district, these elements combine making the Broadway District the place people of all ages and backgrounds come to shop, eat, live, work, network and play.

Proposed Activities – Year Next

Principle activities to be engaged in by the district during its next year of operation, if the environment allows, will include:

1. Maintain benches, garbage cans, planters/beautification, pole banners, and other hardscape improvements throughout the district. 50 planters will be planted in the spring with flowers, 20 planters with fall décor, weed management throughout district during the growing season, weed management and perennial plantings in 48 tree boxes, 25 bowls with winter décor, coordinated trash pickups once per month, 150 poles banners, and 30 trees with annual lighting.
2. Enhance public art installations throughout the district by partially funding the installation of two murals, a temporary sculpture, utility box wraps, and other streetscape art such as sidewalk poetry, painted pianos, or decorative lighting. Expand decorative public seating in a high impact area with heavy pedestrian traffic.
3. Improve awareness of BBID investments in the district by partnering with On Broadway, Inc. and other funded partners to promote the BBID brand.
4. Maintain a mini-grant program to support retail occupancy of ground floor storefronts. Mini-grants may also support streetscape activation including retail racks, tables, chairs, etc.
5. Help sustain operations and solvency of On Broadway, Inc. by providing an administrative allocation for payment of rent, telephones, internet, office supplies, utilities and salaries that are necessary to perform services to the businesses in the district.

6. Initiate conversations with adjacent commercial property owners north of Mason Street to gauge interest in joining the BBID, and subsequently propose modifications if warranted to the City of Green Bay Plan Commission.
7. Review and make recommendations to update the by-laws of the BBID.

Proposed Budget

Design

Lighting

tree lighting in winter	\$	5,000
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Annual Maintenance

planters in spring		
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watering in spring, summer, fall		
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weeding in spring, summer, fall		
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fall décor		
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winter décor		
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banner maintenance	\$	20,000
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Public Art

murals, sculptures, streetscape art	\$	20,000
-------------------------------------	----	--------

Public Seating

introduce unique seating in high impact areas	\$	2,500
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Bike Racks

Install artistic bike racks	\$	5,000
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Cigarette Receptacles

install receptacles in high pollution areas	\$	1,500
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Total Design	\$	54,000
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Organization

Admin Allocation

To assist with payment of administrative expenses including but not limited to rent, telephones, internet, office supplies, utilities, and salaries necessary to execute the proposed activities.

	\$	21,528
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BBID Annual Audit

2023 audit	\$	3,200
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Total Organization	\$	24,728
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Promotion

Marketing Allowance

District marketing throughout the year

\$ 11,911

Total Promotion

\$ 11,911

Economic Vitality**Mini-Grants**

Maintain a mini-grant program to encourage retail occupancy in ground floor spaces

\$ 5,000

Retail Incubator

Partial rent subsidy to open and operate a retail incubator space

\$ 12,000

Total Economic Vitality

\$ 17,000

Total

\$ 107,639

B. Financing Method

It is proposed to raise \$107,639 with estimated manufacturing assessments through BID assessments (see Appendix C). The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

C. Organization of BID Board

Upon creation of the BID, the Mayor will appoint members to the district board ("board"). The board's primary responsibility will be implementation of this Operating Plan. This will require the board to negotiate with providers of services and materials to carry out the Plan; to enter into various contracts; to monitor development activity; to periodically revise the Operating Plan; to ensure district compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of BID assessments.

State law requires that the board be composed of at least five members and that a majority of the board members be owners or occupants of property within the district.

The Broadway Business Improvement District Board shall be organized as follows:

1. Board size – Maximum of 9, minimum of 7, with one representative of the Mayor or Council.
2. Composition - A majority (at least 5) members shall be owners or occupants of property within the District.
3. Term – The nine board member positions shall rotate every three years, with three positions expiring at the end of each calendar year-end. The Board may remove, by a majority vote, any BID Board member who is absent from more than 3 meetings, without a valid excuse. In the event that a member takes the position mid-term (before the position expires every three years), that term shall count as the first term if two years or more remain on the term. Should

less than two years remain on the term, this time is not counted towards the term limit and the board member shall be allowed to serve up to the maximum two additional three year terms.

4. Compensation - None.
5. Meetings - All meetings of the Board shall be governed by the Wisconsin Open Meetings Law. Minutes will be recorded and submitted to the City and the Board. The Board shall adopt rules of order to govern the conduct of its meetings and meet regularly, at least annually.
6. Record keeping - Files and records of the Board's affairs shall be kept pursuant to public records requirements.
7. Staffing - The Board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof. Unless requested otherwise by the Board, any staff members or employees of contractors may attend all meetings of the Board, but will not have voting authority.
8. Officers - The Board shall appoint a Chairman, Treasurer and Secretary, any two of the three of which shall have the power to execute documents on behalf of the full Board, for the purposes authorized by the full Board. The Board may also give its staff limited ability to write checks to carry out the Plan. Any individual on the Board can be appointed an Officer, but shall be limited to two consecutive years as an Officer.

D. Relationship to On Broadway, Inc.

The BID shall be a separate entity from On Broadway, Inc., notwithstanding the fact that members, officers and directors of each may be shared. The Association shall remain a private organization, not subject to the open meeting law, and not subject to the public record law except for its records generated in connection with the BID board. The Association may, and it is intended, shall, contract with the BID to provide services to the BID, in accordance with this Plan.

IV. METHOD OF ASSESMENT

A. Assessment Rate and Method

The principle behind the assessment methodology is that each property should contribute to the BID in proportion to the benefit derived from the BID. After consideration of other assessment methods, it was determined that assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a fixed assessment on the assessed value of the property was selected as the basic assessment methodology for this BID.

As of January 1, 2024, the property in the Broadway Business Improvement District will have a total assessed value of \$76.885 million. This plan proposes to assess the property in the district at a rate of \$1.40 per \$1,000.00 of assessed value. This represents a 5% change from the prior year, or \$0.07 per \$1,000, and subject to the maximum assessment for the purposes of the BID.

Appendix shows the projected BID assessment for each property included in the district.

B. Excluded and Exempt Property

The BID law requires explicit consideration of certain classes of property. In compliance with the law the following statements are provided.

1. State Statute 66.1109(1)(f)Im: The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.
2. State Statute 66.1109(5)(a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix C, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109 (1)(b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax-exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

V. RELATIONSHIP TO GREEN BAY COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY

A. City Plans

Objectives: Downtown Revitalization Support economic revitalization of downtown by encouraging diverse economic activity including government and professional offices, insurance and financial services, education and training, convention, lodging, food and beverages, and entertainment, retail, and high-density residential land uses. - *Chapter 26: Economic Development: Objective - 4, from Smart Growth 2022, City of Green Bay, May 2003.*

Land Uses: "Downtown" Mixed Use: The "downtown" land use category allows and promotes high-intensity office, retail, housing and civic land uses, preferably in mixed use buildings with a strong pedestrian orientation. It applies within the Broadway corridor as it does in Downtown "proper," although the scale of buildings along Broadway is smaller, and the intensity of use is likely to be somewhat lower. As discussed in the Historic Preservation Plan, the Broadway historic districts could benefit from site plan review of development projects, using design standards that are geared to the specific character of those districts. - *Chapter 22: Neighborhoods and Districts: Objectives, Policies and Recommendations for District 3, from Smart Growth 2022, City of Green Bay, May 2003.*

Based on the objectives and land use requirements cited above, this BID Operating Plan is consistent with the City's Comprehensive Plan for the Broadway District.

B. City Role in District Operation

The City of Green Bay has committed to helping private property owners in the district promote its development. To this end, the City expected to play a significant role in the creation of the Business Improvement district and in the implementation of the Operating Plan. In particular, the City will:

1. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district.
4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.
5. Provide the board, through the Tax Commissioner's Office on or before June 30th of each Plan year, with the official City records and the assessed value of each tax key number with the district, as of January 1st of each Plan year, for purposes of calculating the BID assessments.
6. Encourage the State of Wisconsin, Brown County and other units of government to support the activities of the district.

VI. PLAN APPROVAL PROCESS

A. Public Review Process

The Wisconsin Business Improvement district law establishes a specific process for reviewing and approving proposed districts. Pursuant to the statutory requirements, the following process will be followed:

1. The City of Green Bay Plan Commission will review the proposed district boundaries and proposed Operating Plan and will then set a date for a formal public hearing.
2. The City Plan Commission, in cooperation with the Economic Development Department, will send, by certified mail, a public hearing notice and a copy of the proposed Operating Plan to all owners of real property within the proposed district. In addition, a Class 2 notice of the public hearing will be published in a local newspaper of general circulation.
3. The City Plan Commission will hold a public hearing, will approve or disapprove the Plan, and will report its action to the Common Council.

4. The Common Council will act on the proposed BID Plan.
5. If adopted by the Common Council, the proposed BID Plan is sent to the Mayor for his approval.
6. If approved by the Mayor, the BID is created and the Mayor will appoint members to the district board established to implement the Plan.

B. Petition against Creation of the BID

The City may not create the Business Improvement district if, within 30 days of the City Plan Commission's hearing, a petition is filed with the City containing signatures of:

1. Owners of property to be assessed under the proposed initial Operating Plan having a valuation equal to more than 40% of the valuation of all property to be assessed under the proposed initial Operating Plan, using the method of valuation specified in the proposed initial Operating Plan; or
2. Owners of property to be assessed under the proposed initial Operating Plan having an assessed valuation equal to more than 40% of the assessed valuation of all property to be assessed under the proposed Operating Plan.

VII. FUTURE YEAR OPERATING PLANS

A. Phased Development

It is anticipated that the BID will continue to revise and develop the Operating Plan annually, in response to changing development needs and opportunities in the district, in accordance with the purposes and objectives defined in this initial Operating Plan.

Section 66.1109 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, it focuses upon Year One activities, and information on specific assessed values, budget amounts and assessment amounts are based on Year One conditions. Greater detail about subsequent year's activities will be provided in the required annual Plan updates, and approval by the Common Council of such Plan updates shall be conclusive evidence of compliance with this Plan and the BID law.

In later years, the BID Operating Plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. However, the method of assessing shall not be materially altered, except with the consent of the City of Green Bay.

B. Amendment, Severability and Expansion

This BID has been created under authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of this Statute invalid or unconstitutional its decision will not invalidate or terminate the BID and this BID Plan shall be amended to conform to the law without need of reestablishment.

Should the legislature amend the Statute to narrow or broaden the process of a BID to exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Green Bay as and when it conducts its annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under Section 66.1109(3)(b).

OPERATING PLAN APPENDICES

- A. STATUTE
- B. DISTRICT BOUNDARIES MAP
- C. YEAR PROJECTED ASSESSMENTS
- D. CITY ATTORNEY'S OPINION

APPENDIX A - Wisconsin State Statute "BID Law"

66.1109 Business improvement districts.

(1) In this section:

- (a) "Board" means a business improvement district board appointed under [sub. \(3\) \(a\)](#).
- (b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.
- (c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.
- (d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.
- (e) "Municipality" means a city, village or town.
- (f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:
 - 1. The special assessment method applicable to the business improvement district.
 - 1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.
 - 2. The kind, number and location of all proposed expenditures within the business improvement district.
 - 3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.
 - 4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.
 - 5. A legal opinion that [subds. 1. to 4.](#) have been complied with.
- (g) "Planning commission" means a plan commission under [s. 62.23](#), or if none a board of public land commissioners, or if none a planning committee of the local legislative body.

(2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

- (a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under [par. \(b\)](#) has petitioned the municipality for creation of a business improvement district.
- (b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.
- (c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under [ch. 985](#). Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property within the proposed business improvement district. The notice shall state the boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.
- (d) Within 30 days after the hearing under [par. \(c\)](#), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40% of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40% of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district or its proposed initial operating plan.
- (e) The local legislative body has voted to adopt the proposed initial operating plan for the municipality.

(3)

- (a) The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.
- (b) The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local

legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.

(c) The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit upon termination of the business improvement district.

(d) Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.

(4) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than special assessments, to pay the costs of audits required under [sub. \(3\)](#) (c) or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.

(4m) A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:

(a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.

(b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under [par. \(c\)](#) and unless the business improvement district is not terminated under [par. \(e\)](#).

(c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under [ch. 985](#). Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.

(d) Within 30 days after the date of hearing under [par. \(c\)](#), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.

(e) If after the expiration of 30 days after the date of hearing under [par. \(c\)](#), by petition under this subsection or subsequent notification under [par. \(d\)](#), and after subtracting any retractions under [par. \(d\)](#), the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

(5)

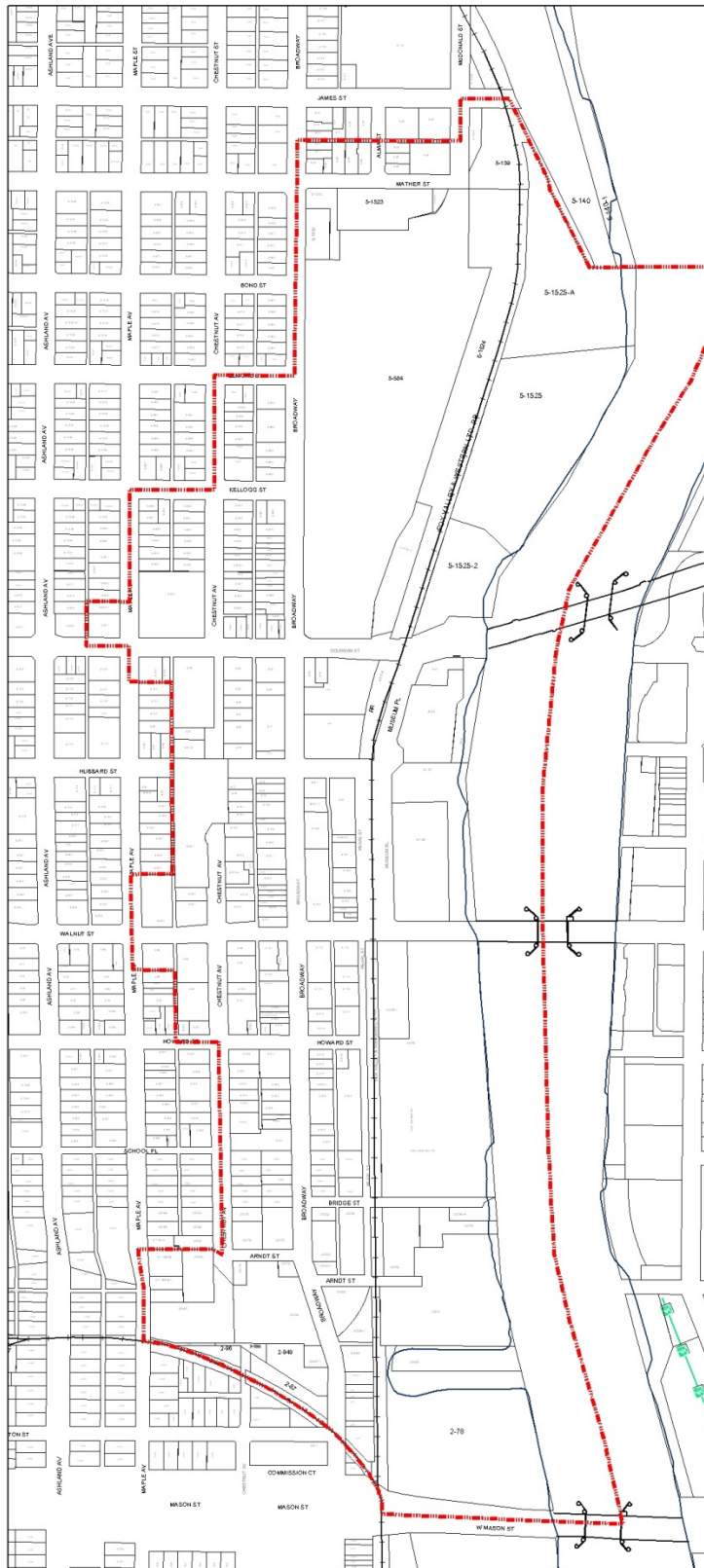
(a) Real property used exclusively for residential purposes and real property that is exempted from general property taxes under [s. 70.11](#) may not be specially assessed for purposes of this section.

(b) A municipality may terminate a business improvement district at any time.

(c) This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.

History: 1983 a. [184](#); 1989 a. [56](#) s. 258; 1999 a. [150](#) s. [539](#); Stats. 1999 s. 66.1109; 2001 a. [85](#).

APPENDIX B – District Map



On Broadway, Incorporated

A MAIN STREET PROGRAM

 Business Improvement
District Boundary



0 100 200 400 600 800 Feet



This is a compilation of records and data located in various Brown County and City of Green Bay offices and is to be used for reference purposes only. The map is controlled by the field measurements between the corners of the Public Land Survey System and the parcels are mapped from available records which may not precisely fit field conditions. Brown County/ City of Green Bay are not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied.

Map prepared by City of Green Bay Planning Department.
July, 2004.
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APPENDIX C – Year Projected Assessments

GISLink	TotalAssessedValue	BID	PropertyAddress	OwnerName
2-72	\$ 217,000.00	\$ 303.80	519 S Broadway	Joseph L. Aerts
2-76	\$ -	\$ -	525 S Broadway	Redevelopment Authority of the City of Green Bay
2-77	\$ -	\$ -	531 S Broadway	Redevelopment Authority of the City of Green Bay
2-947	\$ -	\$ -	419 S Maple Ave	Redevelopment Authority of the City of Green Bay
3-101	\$ 166,400.00	\$ 232.96	125 S Chestnut Ave	Badgerland Management, LLC
3-104-A	\$ 85,800.00	\$ 120.12	116 S Broadway	Thavone Ly
3-105	\$ 412,800.00	\$ 577.92	112 S Broadway	Bosley Properties LLC
3-113	\$ 624,200.00	\$ 873.88	123 S Broadway	Dubois Real Estate Holdings, LLC
3-114	\$ 196,400.00	\$ 274.96	120 S Pearl St	Sma Construction Services LLC
3-1300	\$ 170,500.00	\$ 238.70	126 S Broadway	Urban Concepts, LLC
3-100	\$ 85,300.00	\$ 119.42	117 S Chestnut Ave	Badgerland Management, LLC
3-106	\$ 349,300.00	\$ 489.02	110 S Broadway	Thavone Ly
3-107	\$ 338,100.00	\$ 473.34	405 W Walnut St	Historic West LLC
3-110	\$ 402,500.00	\$ 563.50	317 W Walnut St	Zeise Marital Trust
3-116	\$ 76,400.00	\$ 106.96	100 S Pearl St Unit BLK	Abby Holdings LLC
3-1301	\$ 172,600.00	\$ 241.64	126 S Broadway	Benjamin T. Henry
3-310	\$ 13,100.00	\$ 18.34	307 Howard St	201 Building, LLC
3-312	\$ 114,900.00	\$ 160.86	127 S Broadway	Dubois Real Estate Holdings, LLC
3-313	\$ 74,000.00	\$ 103.60	131 S Broadway	Dubois Real Estate Holdings LLC
3-314	\$ 148,300.00	\$ 207.62	201 S Broadway	201 Building, LLC
3-320	\$ 251,600.00	\$ 352.24	128 S Broadway	Slcre LLC
3-322	\$ 132,800.00	\$ 185.92	124 S Broadway	Thavone Ly
3-325	\$ 7,900.00	\$ 11.06	412 Howard St	Badgerland Management, LLC
3-364	\$ 35,000.00	\$ 49.00	223 S Broadway	Nicker Bobs Craft Mall, LLC
3-562	\$ 14,700.00	\$ 20.58	325 S Broadway	Rbj Holdings, LLC
3-563-1	\$ 222,700.00	\$ 311.78	339 S Broadway	Guppo LLC
3-572	\$ -	\$ -	402 S Broadway	Redevelopment Authority of the City of Green Bay
3-588	\$ 118,200.00	\$ 165.48	316 S Broadway	Chao T. Moua
3-589	\$ 10,300.00	\$ 14.42	312 S Broadway	Dawn M. Mccoy
3-642	\$ 218,400.00	\$ 305.76	301 S Broadway	Vaj Holdings, LLC
3-644	\$ 33,100.00	\$ 46.34	309 S Broadway	Rbj Holdings, LLC
3-85	\$ 445,600.00	\$ 623.84	515 W Walnut St	Kwik Trip, Inc
3-92	\$ 241,600.00	\$ 338.24	118 S Chestnut Ave	Democratic Party of Brown County
3-96	\$ 532,300.00	\$ 745.22	509 W Walnut St	Newcmg Properties LLC
3-98	\$ 47,700.00	\$ 66.78	409 W Walnut St	Historic West LLC
4-187	\$ 113,200.00	\$ 158.48	133 N Pearl St	Petes Annex LLC
4-193	\$ 27,000.00	\$ 37.80	100 N Pearl St Unit BLK	Petes Annex LLC
4-201	\$ 344,300.00	\$ 482.02	133 N Broadway	Xa Lee
4-210	\$ 480,100.00	\$ 672.14	107 N Broadway	Czachor & Polack Development LLC

4-221	\$	148,000.00	\$	207.20	500 W Walnut St	Walnut Auto Investments LLC
4-223	\$	661,700.00	\$	926.38	514 W Walnut St	Sorensen Development Inc
4-253-A	\$	34,300.00	\$	48.02	N Pearl St	Petes Annex LLC
4-254	\$	472,400.00	\$	661.36	139 N Broadway	Bascom Holdings LLC
4-264	\$	212,500.00	\$	297.50	111 N Broadway	Vantagepoint Holdings, LLC
4-266	\$	212,500.00	\$	297.50	111 N Broadway	Eventful Concepts LLC
4-62	\$	800,700.00	\$	1,120.98	200 N Broadway	Theresa M. Beerntsen
4-65	\$	392,300.00	\$	549.22	317 Dousman St	Bfam, LLC
4-68	\$	395,100.00	\$	553.14	231 N Broadway	Washington LLC
4-74	\$	384,700.00	\$	538.58	163 N Broadway	Ildeman R. Nielson
4-85	\$	1,303,900.00	\$	1,825.46	505 Dousman St	Frank Land Holding LLC
5-1525-B	\$	12,500.00	\$	17.50	201 Mather St	Arthur W. Zingler III
5-1525-A	\$	1,687,100.00	\$	2,361.94	700 Mc Donald St	Graymont Western Lime Inc
5-1737	\$	1,447,600.00	\$	2,026.64	300 N Broadway Unit 100	Green Bay Broadway Development LLC
5-1757	\$	1,565,300.00	\$	2,191.42	520 N Broadway	Ddl Holdings LLC
5-1758	\$	300.00	\$	0.42	305 Donald Driver Way	DDL Holdings, LLC
3-306	\$	5,198,600.00	\$	7,278.04	111 W Walnut St	Green Bay Acquisition Co 4 Inc
3-306-1	\$	544,300.00	\$	762.02	201 W Walnut St	Abby Holdings LLC
3-311	\$	90,700.00	\$	126.98	100 S Pearl St Unit BLK	Abby Holdings LLC
3-315	\$	26,300.00	\$	36.82	205 S Broadway	201 Building, LLC
3-316	\$	48,400.00	\$	67.76	211 S Broadway	Jessifer, LLC
3-317	\$	-	\$	-	200 S Broadway	Green Bay Area Public School District
3-362	\$	146,900.00	\$	205.66	301 S Pearl St	Green Bay Acquisition Co 4 Inc
3-363	\$	46,400.00	\$	64.96	S Broadway	Vaj Holdings, LLC
3-369-A	\$	88,500.00	\$	123.90	226 S Broadway	Mitchell T. Hyde
3-563	\$	99,800.00	\$	139.72	327 S Broadway	Rbj Holdings, LLC
3-569	\$	-	\$	-	420 S Broadway	Redevelopment Authority of the City of Green Bay
3-590	\$	11,000.00	\$	15.40	304 S Broadway	Dawn M. Mccoy
3-591	\$	199,400.00	\$	279.16	300 S Broadway	Sanctuary Spas LLC
3-643	\$	140,500.00	\$	196.70	307 S Broadway	Nicker Bobs Craft Mall, LLC
3-99	\$	55,900.00	\$	78.26	100 S Chestnut Ave Unit BLK	Historic West LLC
4-104	\$	491,800.00	\$	688.52	517 Dousman St	Bo Enterprises LLC
4-154	\$	1,186,700.00	\$	1,661.38	142 N Broadway	Lorenzen Holdings LLC
4-156	\$	334,300.00	\$	468.02	151 N Broadway	Noc Harn LLC
4-157	\$	97,100.00	\$	135.94	147 N Broadway	Lawrence Frye
4-158	\$	363,600.00	\$	509.04	143 N Broadway	Sand and Sun, LLC
4-159	\$	53,800.00	\$	75.32	144 N Chestnut Ave	Sand and Sun, LLC
4-188	\$	66,700.00	\$	93.38	119 N Pearl St	Petes Annex LLC
4-189	\$	64,700.00	\$	90.58	127 N Pearl St	Petes Annex LLC
4-190	\$	42,700.00	\$	59.78	115 N Pearl St	Petes Annex LLC
4-192	\$	12,600.00	\$	17.64	105 N Pearl St	Petes Annex LLC
4-191	\$	21,100.00	\$	29.54	111 N Pearl St	Petes Annex LLC

4-194	\$	1,981,100.00	\$	2,773.54	310 W Walnut St	Petes Annex LLC
4-201-1	\$	451,200.00	\$	631.68	127 N Broadway	Widmer Properties LLC
4-204	\$	223,400.00	\$	312.76	123 N Broadway	Game Holdings LLC
4-205	\$	296,100.00	\$	414.54	121 N Broadway	Xa Lee
4-206	\$	323,400.00	\$	452.76	119 N Broadway	Eric J. Woller
4-215-A	\$	205,200.00	\$	287.28	122 N Chestnut Ave	Green Bay Community Theatre Inc
4-216	\$	94,700.00	\$	132.58	138 N Chestnut Ave	Bett, LLC
4-263	\$	212,500.00	\$	297.50	111 N Broadway Unit 1	Taj Enterprises, LLC
4-265	\$	216,100.00	\$	302.54	111 N Broadway	Whetter Daniel D & Carrie L Joint Revoc Trust
4-59	\$	509,400.00	\$	713.16	N Broadway	Parking Lot U LLC
4-60	\$	2,005,700.00	\$	2,807.98	164 N Broadway	L&T Investments, LLC
4-61-1	\$	900,700.00	\$	1,260.98	154 N Broadway	154 N Broadway LLC
4-66	\$	586,300.00	\$	820.82	313 Dousman St	High Brau LLC
4-67	\$	2,099,100.00	\$	2,938.74	235 N Broadway	Platten Place, LLC
4-71	\$	2,195,600.00	\$	3,073.84	211 N Broadway	On Broadway, Inc
4-72	\$	547,600.00	\$	766.64	201 N Broadway	201 Broadway, LLC
4-75	\$	483,100.00	\$	676.34	159 N Broadway	David Bartikofsky
4-76	\$	139,400.00	\$	195.16	157 N Broadway	Noc Harn LLC
4-84	\$	576,400.00	\$	806.96	413 Dousman St	Kaliz Ltd Partnership
5-1525	\$	2,155,800.00	\$	3,018.12	Dousman St Unit RR	Graymont Western Lime Inc
5-1738	\$	1,251,100.00	\$	1,751.54	300 N Broadway Unit 200	Green Bay Broadway Development LLC
5-1739	\$	1,281,200.00	\$	1,793.68	300 N Broadway Unit 300	Green Bay Area Chamber of Commerce
5-58	\$	86,600.00	\$	121.24	704 Alma St	Nancy Rogers
5-584-2	\$	57,200.00	\$	80.08	308 Dousman St	DDL Holdings, LLC
5-584-3	\$	476,100.00	\$	666.54	300 Dousman St	Luga Properties, LLC
5-590	\$	355,500.00	\$	497.70	313 N Broadway	Fort Howard New Town Redevelopment LLC
5-591	\$	13,500.00	\$	18.90	Dousman St	Brittany J. Paulsen
5-592	\$	302,900.00	\$	424.06	400 Dousman St	Cathy T. Lesandrini
5-593	\$	217,000.00	\$	303.80	402 Dousman St	Sams Investments LLC
5-597	\$	409,100.00	\$	572.74	414 Dousman St	GNC Development LLC
5-599	\$	-	\$	-	314 N Chestnut Ave	Green Bay Redevelopment Authority
5-600	\$	25,500.00	\$	35.70	N Chestnut Ave	Fort Howard New Town Redevelopment LLC
5-602	\$	49,800.00	\$	69.72	324 N Chestnut Ave	Ddl Holdings LLC
5-54	\$	275,800.00	\$	386.12	200 Mather St	Arthur W. Zingler III
5-588	\$	244,400.00	\$	342.16	319 N Broadway	Caesars Palace of Green Bay LLC
5-589	\$	46,000.00	\$	64.40	317 N Broadway	Fort Howard New Town Redevelopment LLC
5-594	\$	478,500.00	\$	669.90	408 Dousman St	Brittany J. Paulsen
5-595	\$	136,800.00	\$	191.52	309 N Broadway	Dhuey Property, LLC
5-596	\$	163,100.00	\$	228.34	412 Dousman St	Widmer Properties LLC
5-607	\$	310,500.00	\$	434.70	301 N Maple Ave	Express Property LLC
5-877	\$	177,400.00	\$	248.36	335 N Broadway	Cst LLC
5-879	\$	87,800.00	\$	122.92	341 N Broadway	Benzplekan Real Estate LLC
5-882	\$	1,502,900.00	\$	2,104.06	401 N Broadway	Historic Restorations LLC

5-874	\$	43,300.00	\$	60.62	329 N Broadway	Cst LLC
5-875	\$	189,900.00	\$	265.86	331 N Broadway	Cst LLC
5-876	\$	167,000.00	\$	233.80	333 N Broadway	Cst LLC
5-878	\$	26,300.00	\$	36.82	N Broadway	Cst LLC
5-885	\$	387,900.00	\$	543.06	419 N Broadway	419, LLC
5-890	\$	225,000.00	\$	315.00	431 N Broadway	Martin R. Leonhard
5-1761	\$	890,700.00	\$	1,246.98	340 N Broadway Unit 200	Ddl Holdings LLC
5-1763	\$	1,047,900.00	\$	1,467.06	340 N Broadway Unit 400	Ddl Holdings LLC
5-1764	\$	249,700.00	\$	349.58	313 Donald Driver Way Unit 6	Ddl Holdings LLC
5-1759	\$	3,591,000.00	\$	5,027.40	320 N Broadway	Ddl Holdings LLC
5-1760	\$	916,600.00	\$	1,283.24	340 N Broadway Unit 110	Ddl Holdings LLC
5-1762	\$	890,000.00	\$	1,246.00	340 N Broadway Unit 355	Ddl Holdings LLC
5-1770	\$	7,844,300.00	\$	10,982.02	200 Bond St	Broadway Lofts, LP
5-1782	\$	288,600.00	\$	404.04	400 Donald Driver Way Unit 4	Rail Yard Innovation District Townhomes LLC
5-1783	\$	253,800.00	\$	355.32	400 Donald Driver Way Unit 5	Rail Yard Innovation District Townhomes LLC
5-1768	\$	160,200.00	\$	224.28	430 Donald Driver Way	Ddl Holdings LLC
5-1757-1	\$	4,220,300.00	\$	5,908.42	520 N Broadway	Ddl Holdings LLC
5-1765	\$	183,400.00	\$	256.76	333 Donald Driver Way	DDL Holdings, LLC
5-1766	\$	1,163,600.00	\$	1,629.04	200 Dousman St	Cnw Green Bay, LLC
5-1771	\$	497,900.00	\$	697.06	519 Donald Driver Way	Ddl Holdings LLC
5-1772	\$	1,319,100.00	\$	1,846.74	419 Donald Driver Way	The Fort, LP
5-1773	\$	62,200.00	\$	87.08	435 Donald Driver Way	Ddl Holdings LLC
5-1774	\$	12,600.00	\$	17.64	500 Donald Driver Way	Ddl Holdings LLC
5-1779	\$	205,900.00	\$	288.26	400 Donald Driver Way Unit 1	Rail Yard Innovation District Townhomes LLC
5-1780	\$	190,500.00	\$	266.70	400 Donald Driver Way Unit 2	Rail Yard Innovation District Townhomes LLC
5-1781	\$	262,800.00	\$	367.92	400 Donald Driver Way Unit 3	Rail Yard Innovation District Townhomes LLC
5-1784	\$	428,800.00	\$	600.32	400 Donald Driver Way Unit 6	Brighid Riordan
5-1785	\$	685,400.00	\$	959.56	400 Donald Driver Way Unit 7	Karen F. Van Gemert
5-1786	\$	166,600.00	\$	233.24	400 Donald Driver Way Unit 8	Rail Yard Innovation District Townhomes LLC
5-1769	\$	75,600.00	\$	105.84	520 Donald Driver Way	Ddl Holdings LLC
Total	\$	76,885,200.00	\$	107,639.28		

APPENDIX D – City Attorney Opinion

DRAFT



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

Wendy Townsend, Economic Coordinator

AGENDA ITEM # E.3

Consideration with possible action on the request by Downtown Green Bay, Inc. (DGBI) to approve their 2024 Business Improvement District (BID) Operating Plan.

BACKGROUND

Each year the City of Green Bay's Business Improvement Districts are required to submit their annual operating plans to the Plan Commission for review and approval. The attached DGBI BID Operating Plan has been approved by the DGBI BID Board and has been reviewed by the City Attorney.

RECOMMENDATION

Approve the DGBI BID Operating Plan for 2024 as submitted.

FISCAL IMPACT

ATTACHMENTS

1. 2024 DGBI Operating Plan
2. 2024 DGBI District I OP Attorney Letter-11.27.23

2024
Downtown Green Bay, Inc.
BUSINESS IMPROVEMENT DISTRICT

OPERATING PLAN



**Downtown
District**
The Heart and Soul of Green Bay

Downtown Green Bay, Inc.

130 E. Walnut St. Suite 501

Green Bay, WI 54301

Phone: (920) 437-5972

downtowngreenbay.com

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I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created 66.1109 (formerly S. 66.608) of the Statutes (see Appendix A) enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is “to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities.” (1983 Wisconsin Act 184, Section 1, legislative declaration.)

The City of Green Bay received a petition from property owners that requested creation of a Business Improvement District for the purpose of revitalizing and improving the Downtown District business area on Green Bay’s east side. (see Appendix B). The BID law requires that every district have an annual Operating Plan. This document is the 2024 Operating Plan for the Downtown District.

B. Physical Setting

The physical boundaries of the district include Mason Street to the south, Monroe to the east and the Fox and East Rivers bounding the west and north respectively.

II. DISTRICT BOUNDARIES

Please see the map of the district in Appendix C of this plan. A listing of the properties included in the district is provided in Appendix C.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The objective of the BID is to provide leadership and management for revitalizing the Downtown District. By emphasizing community-based planning, planning that appreciates the advantages of low-cost, modest initiatives over the blockbuster resuscitation efforts of large-scale stand-alone projects the District performs the classic function of the urban neighborhood. Such districts give growth to new businesses, add substance to the local economy and export their innovations to the rest of the City.

B. Proposed Activities ~ Principal activities to be engaged in by the district during 2024 include:

BUSINESS DEVELOPMENT -DGBI will initiate strategies to advance corporate, residential, and retail development through:

- Business recruitment and retention initiatives in collaboration with regional and local partners (ie New North, Start Up Hub, City of Green Bay, Discover Green Bay, etc.)
- Available Property Promotion and real estate connectivity.
- Leadership on the Chamber’s Downtown Task Force and participation in Downtown Study Trips
- Outreach events such as Network with your Neighbor, presentations, and business tours.
- Direct communication with district property and businesses through monthly newsletters and personal interactions.

WELCOMING ENVIRONMENT- DGBI will provide an inviting and unique environment for residents and visitors through:

- Amenities such as planters and hanging baskets in summer, as well as winter planters, banners and holiday décor.
- In 2024, new winter themed banners will be ordered and installed in the high traffic areas of the BID District.
- Plan and execute placemaking initiatives such as murals and lighting projects in preparation for the 2025 NFL Draft.
- Cleanliness initiatives that include litter pick up and weed control by our Clean Team (paid staff) and Adopt-A-Block (volunteers) as well as district wide clean up events.
- Work with the Urban Design firm and City staff on streetscape improvements for the district.

MARKETING AND PROMOTION OF DOWNTOWN- DGBI will promote the benefits of the BID as an important community asset and a unique place to attend events, shop, dine and do business by:

- Utilizing digital and traditional methods (website, newsletter, social media, print, broadcasting, and billboard advertising), to market the brand of the Downtown District.
- Creating specific marketing plans with the DGBI Events team to attract visitors and increase foot-traffic to the district.
- Strategizing creative marketing initiatives with DGBI and City Economic Development team to recruit new businesses, support existing businesses and attract residents.

EVENTS – Although BID funding is not utilized for event expenses, DGBI will continue to activate the downtown district with a year-long calendar of engaging events and activities that aim to support downtown businesses while attracting residents and visitors from all walks of life to the district.

COMMUNITY OUTREACH AND ENGAGEMENT- DGBI will work with community partners to respond and understand social issues and how they impact district businesses. We will celebrate diversity, equity and inclusion through new events and initiatives. We will aim to create an ambassador program in collaboration with the city and community partners to provide a safe and welcoming Downtown.

C. Proposed Expenditures – 2024

DGBI BID Operating Plan Budget 2024			
REVENUE			
	2024 BID Assessment - DGBI		\$ 266,871.00
	Total Revenue		\$ 266,871.00
EXPENSES			
Administrative			
	Allocation toward DGBI Staffing		\$ 125,171.00
Operating Expenses			
	Office Supplies & Equipment		\$ 2,500.00
	Phone/Internet		\$ 3,200.00
	Dues, Fees and Subscriptions		\$ 3,000.00
	Conferences/Professional Development		\$ 5,000.00
	Insurance		\$ 10,000.00
	Office Lease		\$ 25,000.00
	Total Operating Expenses		\$ 48,700.00
BID Audit/Accounting Services	Annual Audit		\$ 12,000.00

Marketing & Promotion			
	Includes graphic design software, printed and digital Promotional materials, website, social media, and promotional give-aways		
	Total Marketing allocations		\$ 15,000.00
Economic Development			
	Business recruitment and retention, networking		\$ 7,500.00
Physical Improvements			
	Holiday Wreath Lighting & Décor		\$ 10,000.00
	Cleanliness - Litter, Weeds		\$ 9,000.00
	Banner and Bracket Replacements		\$ 40,000.00
	Public Art		\$ 3,000.00
	Planters-Paid for by private contributions		
	Washington St. Tree Lights-Paid for by private contributions		
	Total Physical Improvements		\$ 62,000.00
	Total Expenses		\$ 266,871.00

D. Financing Method

The proposed expenditures contained in Section C, above, will be financed through the BID assessment. It is estimated that approximately **\$266,871** will be raised through assessments. This amount is a portion of the overall organizational budget of Downtown Green Bay, Inc. Sponsorships and event revenues are anticipated to cover the additional staffing, operating, and event costs. The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds available.

E. Organization of BID Board

Upon creation of the BID, the Mayor will appoint members to the district board ("board"). The board's primary responsibility is the implementation of this Operating Plan. This will require the board to negotiate with providers of services and materials to carry out the Plan; to enter various contracts; to monitor development activity; to periodically revise the Operating Plan; to ensure district compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of BID assessments.

State law requires that the board be composed of at least five members and that a majority of the board members be owners or occupants of property within the district.

It is recommended that the BID board be structured and operate as follows:

1. Board Size – at least Five

2. Composition - At least three fifths members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Green Bay. The board shall elect its Chairperson from among its members.
3. Term - Appointments to the board shall be for a period of three years except that initially two members shall be appointed for a period of three years, two members shall be appointed for a period of two years, and one member shall be appointed for a period of one year.
4. Compensation – None
5. Meetings - All meetings of the board shall be governed by the Wisconsin Open Meetings Law.
6. Record Keeping - Files and records of the board's affairs shall be kept pursuant to public record requirements.
7. Staffing - The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.
8. Meetings - The board shall meet regularly, at least twice each year. The board shall adopt rules of order (“by laws”) to govern the conduct of its meetings.

F. Relationship to Downtown Green Bay, Inc.

The BID shall be a separate entity from Downtown Green Bay, Inc., notwithstanding the fact that members, officers and directors of each may be shared. Downtown Green Bay, Inc. shall remain a private non-profit organization, not subject to the open meeting law, and not subject to the public record law except for its records generated in connection with the BID board. The BID shall contract with Downtown Green Bay, Inc. to provide services, in accordance with this Plan. The Downtown Green Bay, Inc. 501C3 Organization will also manage the Olde Main Street BID. The accounting of the BID assessment funds will be tracked in our accounting software. Each BID’s income and expenses will be separated by Class and can be reported to the BID Boards at any time.

IV. METHOD OF ASSESMENT

A. Assessment Rate and Method

Parcels Assessed

All tax parcels within the District required to pay real estate taxes, including those taxed by the State as manufacturing, and all parcels used exclusively for manufacturing, will be assessed. Real property used exclusively for residential purposes may not be assessed, as required by the BID law. Residential property will be defined as 100% residential property or owner-occupied properties. Property exempt from paying real estate taxes will not be assessed. Property owned by government agencies will not be assessed.

Levy of Assessment

Special assessments under this 2024 Operating Plan are hereby levied against each tax parcel of property within the District which has a separate tax key number, in the amount shown on the assessment schedule which is attached hereto as Appendix D. The assessment was based on the assessed value of that parcel (land and improvements) as shown in the records of the City Assessor’s office in September 2023 except as otherwise identified below.

The principle behind the assessment methodology is that each non-exempt parcel’s owners should pay for District development in proportion to the benefits derived. Obviously, not every parcel within the District will benefit equally, thus it has been assumed that hospitality and entertainment uses will derive the most benefit and therefore will

contribute to the BID at a higher assessment rate and warehouse uses will benefit the least and therefore contribute at a lower rate.

The 2023 assessment shown on Appendix D was calculated as \$2.28 for each \$1,000 of assessed value for properties whose use is identified as retail, hospitality or entertainment-related and \$.76 for each \$1,000 of assessed value for properties whose use is identified as office/commercial. Appendix C, attached hereto, contains a list of SIC codes identifying these properties.

For properties whose use comprises mixed SIC codes, the property has been identified by the ground level use(s) of any buildings constructed on the property. The ground level use is presumed to be the dominant use of the property. If a ground level has more than two uses, then the property has been identified by the use that makes up more than one half of the ground level square footage. The burden is on the owner to change a property classification from that designated in Appendix D. It must be proven annually by the owner of the property in question to the BID board.

B. Excluded and Exempt Property

The BID law requires explicit consideration of certain classes of property. In compliance with the law the following statements are provided.

1. State Statute 66.1109(1)(f)lm: The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.
2. State Statute 66.1109(5)(a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix D, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109(1)(b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax-exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

V. RELATIONSHIP TO GREEN BAY COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY

A. City Plans

Creation of a business improvement district to facilitate District redevelopment is consistent with the City of Green Bay's Comprehensive Plan, Downtown Design Plan and Waterfront Plan and would promote the orderly development of the City in general.

B. City Role in District Operation

The City of Green Bay has committed to helping private property owners in the district promote its development. To this end, the City is expected to play a significant role in the creation of the Business Improvement District and in the implementation of the Operating Plan. In particular, the City will:

1. Provide technical assistance to the proponents of the district through adoption of the Plan and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district.

4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.
5. Provide the board, through the Tax Commissioner's Office on or before June 30th of each Plan year, with the official City records and the assessed value of each tax key number with the district, as of January 1st of each Plan year, for purposes of calculating the BID assessments.
6. Encourage the State of Wisconsin, Brown County and other units of government to support the activities of the district.

VI. PLAN APPROVAL PROCESS

A. Public Review Process

The Wisconsin Business Improvement district law establishes a specific process for reviewing and approving proposed districts. Pursuant to the statutory requirements, the following process will be followed:

1. The City of Green Bay Plan Commission will review the BID audits and approve the proposed Operating Plan. They will provide a recommendation to Council.
2. Common Council will act on the proposed Operating plans.
3. The Common Council will act on the proposed BID Plan.

VII. FUTURE YEAR OPERATING PLANS

A. Phased Development

It is anticipated that the BID will continue to revise and develop the Operating Plan annually, in response to changing development needs and opportunities in the district, in accordance with the purposes and objectives defined in this Operating Plan.

Section 66.1109 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, it focuses upon 2024 activities, and information on specific assessed values, budget amounts and assessment amounts are based on 2023 conditions. Greater detail about subsequent year's activities will be provided in the required annual Plan updates, and approval by the Common Council of such Plan updates shall be conclusive evidence of compliance with this Plan and the BID law.

In later years, the BID Operating Plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. However, the method of assessing shall not be materially altered, except with the consent of the City of Green Bay.

B. Amendment, Severability and Expansion

This BID has been created under authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of this Statute invalid or unconstitutional its decision will not invalidate or terminate the BID and this BID Plan shall be amended to conform to the law without need of reestablishment.

Should the legislature amend the Statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Common

Council of the City of Green Bay as and when it conducts its annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under Section 66.1109 (3)(b).

APPENDICES

- A. STATUTE
- B. PETITION
- C. PROPOSED DISTRICT BOUNDARIES
- D. 2023 PROJECTED ASSESSMENTS
- E. CITY ATTORNEY'S OPINION

APPENDIX A & B:

Wisconsin State Statute "BID Law"

66.1109 Business improvement districts.

(1) In this section:

- (a) "Board" means a business improvement district board appointed under [sub. \(3\) \(a\)](#).
 - (b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.
 - (c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.
 - (d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.
 - (e) "Municipality" means a city, village or town.
 - (f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:
 - 1. The special assessment method applicable to the business improvement district.
 - 1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.
 - 2. The kind, number and location of all proposed expenditures within the business improvement district.
 - 3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.
 - 4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.
 - 5. A legal opinion that [subds. 1. to 4.](#) have been complied with.
 - (g) "Planning commission" means a plan commission under [s. 62.23](#), or if none a board of public land commissioners, or if none a planning committee of the local legislative body.
- (2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:
- (a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under [par. \(b\)](#) has petitioned the municipality for creation of a business improvement district.
 - (b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.
 - (c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under [ch. 985](#). Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property within the proposed business improvement district. The notice shall state the boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.
 - (d) Within 30 days after the hearing under [par. \(c\)](#), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40% of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40% of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district or its proposed initial operating plan.
 - (e) The local legislative body has voted to adopt the proposed initial operating plan for the municipality.

(3)

(a) The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.

(b) The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.

(c) The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit upon termination of the business improvement district.

(d) Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.

(4) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than special assessments, to pay the costs of audits required under [sub. \(3\) \(c\)](#) or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.

(4m) A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:

(a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.

(b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under [par. \(c\)](#) and unless the business improvement district is not terminated under [par. \(e\)](#).

(c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under [ch. 985](#). Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.

(d) Within 30 days after the date of hearing under [par. \(c\)](#), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.

(e) If after the expiration of 30 days after the date of hearing under [par. \(c\)](#), by petition under this subsection or subsequent notification under [par. \(d\)](#), and after subtracting any retractions under [par. \(d\)](#), the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

(5)

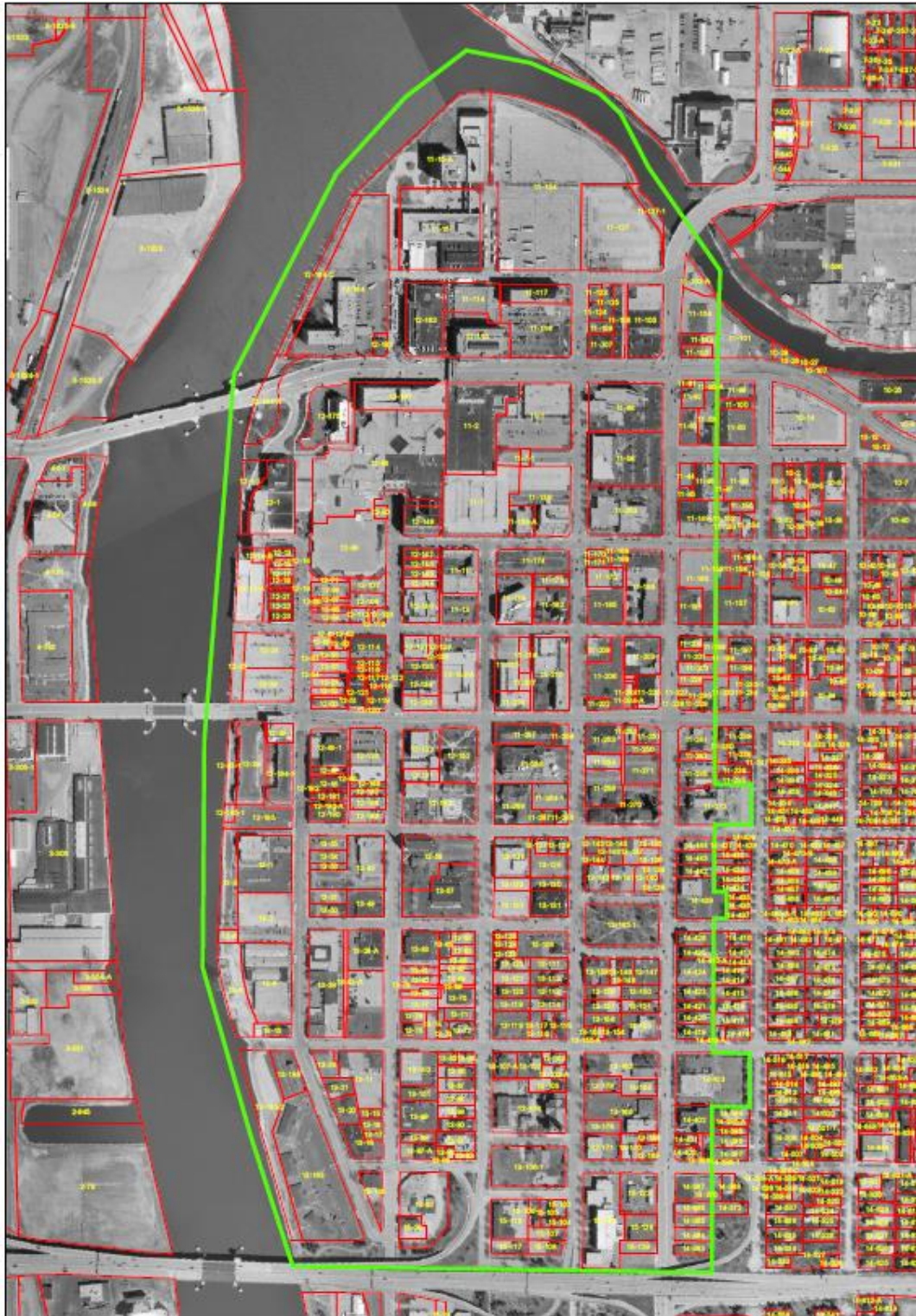
(a) Real property used exclusively for residential purposes and real property that is exempted from general property taxes under [s. 70.11](#) may not be specially assessed for purposes of this section.

(b) A municipality may terminate a business improvement district at any time.

(c) This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.

History: 1983 a. [184](#); 1989 a. [56](#) s. 258; 1999 a. [150](#) s. [539](#); Stats. 1999 s. 66.1109; 2001 a. [85](#).

APPENDIX C - PROPOSED DISTRICT BOUNDARIES



This is a compilation of records and data located in various Brown County and City of Green Bay offices and is to be used for reference purposes only. The map is controlled by the field measurements between the corners of the Public Land Survey System and the parcels are mapped from available records which may not precisely fit field conditions. Brown County/ City of Green Bay are not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied.

Map provided by City of Green Bay Planning Department, September, 2024.

400 200 0 400 feet
District Boundary

City of Green Bay
Downtown Green Bay, Inc
Business Improvement District

APPENDIX D - 2024 PROJECTED ASSESSMENTS

Assessment options are based on the type of business occupying the majority of a parcel. Properties that are assessed are coded as follows:

Assessment Rate

.00228 Retail, Hospitality or Entertainment (BID 3)

.00076 All other commercial properties being assessed (BID 4)

Parcel	Property Address	Owner Name	Total Value	Assessment	District
12-366	301 N Washington St Unit 2	FE Watermark LLC	\$410,500	\$936	BID 3
12-365	301 N Washington St Unit 1	FE Watermark LLC	\$334,200	\$762	BID 3
12-367	301 N Washington St Unit 3	325 North Washington LLC	\$1,646,900	\$3,755	BID 3
11-203	119 N Monroe Ave	Cowles Limited Partnership Etal	\$788,400	\$1,798	BID 3
11-241	103 S Monroe Ave	Tkd Petroleum LLC	\$491,500	\$1,121	BID 3
11-92	416 N Monroe Ave	Green Bay City of	\$0	\$0	BID 3
12-115	119 N Adams St	Vice Enterprises, LLC	\$535,500	\$1,221	BID 3
12-116	117 N Adams St	RBN Properties,, LLC	\$222,300	\$507	BID 3
12-13	227 N Washington St	Widmer Properties LLC	\$850,400	\$1,939	BID 3
12-138	312 Cherry St	Frankenthal Building LLC	\$125,800	\$287	BID 3
12-164	201 Main St	Phvif Green Bay LLC	\$8,262,800	\$18,839	BID 3
12-165	501 N Adams St	Green Bay Redevelopm Authority	\$0	\$0	BID 3
12-18	217 N Washington St	Dupont Investments, LLC	\$385,400	\$879	BID 3
12-191	129 S Washington St	Karman Development LLP	\$469,400	\$1,070	BID 3
12-196	301 N Adams St Unit 120	Baylake Food Court Real Estate LLC	\$934,500	\$2,131	BID 3
12-23	201 N Washington St	Goelz Jeffrey J Living Trust	\$331,100	\$755	BID 3
12-354	102 N Washington St Unit 4	7878 Big Sky LLC	\$881,800	\$2,011	BID 3
12-356	Cherry St	Nicolet National Bank	\$5,100	\$12	BID 3
12-47	119 S Washington St	Secora Family Trust	\$247,500	\$564	BID 3
13-10	348 S Washington St	Freimann Hotel Building LLC	\$499,600	\$1,139	BID 3
13-2	234 S Washington St	Harp & Eagle Ltd	\$2,203,500	\$5,024	BID 3
11-105	529 N Monroe Ave	529 N Monroe Ave Building LLC Etal	\$1,431,500	\$3,264	BID 3
11-115	333 Main St	Hr Green Bay Owner, LLC	\$12,115,200	\$27,623	BID 3
11-116	335 Main St	Hr Green Bay Owner, LLC	\$522,500	\$1,191	BID 3
11-149	310 N Monroe Ave	Main Oriental Market, LLC	\$286,700	\$654	BID 3
11-45	314 N Monroe Ave	Edward M. Wineck	\$205,600	\$469	BID 3
11-46	610 Bodart St	Wagner Robert E & Melida Revocable Living Trust	\$373,800	\$852	BID 3
12-117	115 N Adams St	Green Genes Real Estate LLC	\$356,100	\$812	BID 3
12-120	225 E Walnut St	Liza Rae LLC	\$232,100	\$529	BID 3
12-121	217 E Walnut St	Vic Theatre Green Bay, LLC	\$346,100	\$789	BID 3
12-145	218 N Adams St	Vice Enterprises LLC	\$1,129,200	\$2,575	BID 3
12-147	306 Pine St	A & E Investment Corp	\$828,200	\$1,888	BID 3
12-148	304 N Adams St	304 North Adams Green Bay LLC	\$10,352,700	\$23,604	BID 3
12-17	219 N Washington St	Ronald L. Smits	\$584,800	\$1,333	BID 3
12-190-A	131 S Washington St	131 South Washington LLC	\$128,300	\$293	BID 3

12-20	213 N Washington St	Cowles Limited Partnership	\$250,000	\$570	BID 3
12-21	209 N Washington St	Aj Todey LLC	\$519,700	\$1,185	BID 3
12-22	207 N Washington St	Donna K. Muenster	\$265,300	\$605	BID 3
12-353	211 E Walnut St	A&M Futures, LLC	\$430,700	\$982	BID 3
12-355	126 N Washington St	Nicolet National Bank	\$155,500	\$355	BID 3
12-44	123 S Washington St	Amh LLC	\$430,300	\$981	BID 3
12-46	121 S Washington St	121 South Washington Investments LLC	\$184,400	\$420	BID 3
13-39	321 S Washington St	Sainaam, LLC	\$3,870,000	\$8,824	BID 3
13-49	234 S Adams St	Rummele S Jewelers Inc of Green Bay	\$636,000	\$1,450	BID 3
13-76	339 S Adams St	William M. Atkinson	\$134,400	\$306	BID 3
15-122	510 S Monroe Ave	Ltb Property LLP	\$629,500	\$1,435	BID 3
12-38-1	130 E Walnut St	Bellin Building, LLC	\$555,200	\$1,266	BID 3
12-38-2	130 E Walnut St Unit B	Bellin Building, LLC	\$638,900	\$1,457	BID 3
12-364	115 E Walnut St	GB Metreau, LLC	\$12,681,400	\$9,638	BID 4
12-368	301 N Washington St Unit 4	FE Watermark LLC	\$1,778,000	\$1,351	BID 4
12-370	301 N Washington St Unit 6	FE Watermark LLC	\$23,200	\$18	BID 4
12-371	301 N Washington St Unit 7	FE Watermark LLC	\$2,832,400	\$2,153	BID 4
12-372	301 N Washington St Unit 8	FE Watermark LLC	\$313,100	\$238	BID 4
12-373	115 Pine St Unit 300	FE Watermark LLC	\$1,082,500	\$823	BID 4
12-374	301 N Washington St Unit 10	FE Watermark LLC	\$464,400	\$353	BID 4
12-375	301 N Washington St Unit 11	FE Watermark LLC	\$474,800	\$361	BID 4
12-363	E Walnut St	Nicolet Joint Ventures LLC	\$503,000	\$382	BID 4
12-369	301 N Washington St Unit 5	FE Watermark LLC	\$802,900	\$610	BID 4
11-1	430 Main St	Manos Holdings Green Bay LLC	\$2,713,000	\$2,062	BID 4
11-102	500 N Monroe Ave	Green Bay Radiator LLC	\$298,900	\$227	BID 4
11-109	514 N Madison St	Fae Holdings 453826r LLC	\$66,500	\$51	BID 4
11-125	510 Elm St	Fae Holdings 453826r LLC	\$98,800	\$75	BID 4
11-124	516 N Madison St	Fae Holdings 453826r LLC	\$49,200	\$37	BID 4
11-13	201 N Jefferson St	Associated Kellogg Bank	\$298,800	\$227	BID 4
11-138-A	417 Pine St	Pine Street Cat Company LLC	\$718,100	\$546	BID 4
11-139	425 Pine St	Mlt Investments, LLC	\$2,861,500	\$2,175	BID 4
11-160	616 Pine St	City of Green Bay	\$0	\$0	BID 4
11-174	225 N Madison St	Associated Kellogg Bank	\$728,500	\$554	BID 4
11-2	330 N Adams St	304 North Adams Green Bay LLC	\$297,300	\$226	BID 4
11-202	118 N Monroe Ave	Starblazer One4 Investment Trust	\$291,300	\$221	BID 4
11-222	503 E Walnut St	Eamr, LLC	\$76,300	\$58	BID 4
11-243	113 S Monroe Ave	Ruesch Properties, LLC	\$273,400	\$208	BID 4
11-264-1	130 S Madison St	Gray Television Group Inc	\$272,800	\$207	BID 4
11-269	125 S Jefferson St	Uirc-Gsa Green Bay WI, LLC	\$2,640,600	\$2,007	BID 4
11-55	406 N Monroe Ave	Rico S Parking Lot, LLC	\$263,800	\$200	BID 4

11-95-A	Main St	Green Bay Redevelopment Authority	\$0	\$0	BID 4
12-1-2	335 N Washington St	River Center Lofts LLC	\$3,681,200	\$2,798	BID 4
12-114	216 Cherry St	222 Cherry Street, LLC	\$719,500	\$547	BID 4
12-119	227 E Walnut St	Green Bay Redevelopment Authority	\$0	\$0	BID 4
12-122	101 N Adams St	Green Bay Redevelopment Authority	\$0	\$0	BID 4
12-130	118 S Adams St	Gigot Properties LLC	\$1,705,000	\$1,296	BID 4
12-137	130 N Adams St	Frankenthal Building LLC	\$1,265,200	\$962	BID 4
12-139	314 Cherry St	Frankenthal Building LLC	\$30,900	\$23	BID 4
12-140	202 N Adams St	Associated Kellogg Bank	\$4,051,100	\$3,079	BID 4
12-185	Washington St	Gdc Washington Street LLC	\$550,100	\$418	BID 4
12-19	215 N Washington St	Timothy J. Jelinski	\$142,100	\$108	BID 4
12-190	201 Doty St	Gdc Washington Street LLC	\$1,714,800	\$1,303	BID 4
12-197	301 N Adams St Unit 130	301 N Adams Street, LLC	\$936,800	\$712	BID 4
12-198	301 N Adams St Unit 140	301 N Adams Street, LLC	\$321,100	\$244	BID 4
12-202	301 N Adams St Unit 220	Hcw LLC	\$1,661,000	\$1,262	BID 4
12-203	301 N Adams St Unit 230	Hcw LLC	\$112,000	\$85	BID 4
12-204	301 N Adams St Unit 240	Hcw LLC	\$447,800	\$340	BID 4
12-205	301 N Adams St Unit 250	Hcw LLC	\$532,400	\$405	BID 4
12-38-10	130 E Walnut St Unit 405	Bellin Building Assoc	\$364,300	\$277	BID 4
12-38-7	130 E Walnut St Unit G-2	Bellin Building, LLC	\$294,300	\$224	BID 4
12-38-7-1	130 E Walnut St Unit G-1	Bellin Building, LLC	\$289,700	\$220	BID 4
12-38-8	130 E Walnut St Unit H	Bellin Building, LLC	\$60,600	\$46	BID 4
12-86	330 N Washington St	Schreiber Foods, Inc	\$557,700	\$424	BID 4
13-1	200 S Washington St	Nicolet Real Estate and Investments Corp	\$3,571,700	\$2,714	BID 4
13-101	417 S Adams St	Sw Leasing LLP	\$301,200	\$229	BID 4
13-107-A	403 S Jefferson St	U Save America LLC	\$355,800	\$270	BID 4
13-11	400 S Adams St	Second Wind Auto Gallery, LLC	\$1,405,300	\$1,068	BID 4
13-117	421 Crooks St	Jefferson Street Partnership LLP	\$117,100	\$89	BID 4
13-118	345 S Jefferson St	Jefferson Street Partnership LLP	\$518,500	\$394	BID 4
13-119	333 S Jefferson St	Thomas J. Kitslaar	\$90,400	\$69	BID 4
13-120	325 S Jefferson St	Jose Avella	\$230,700	\$175	BID 4
13-122	315 S Jefferson St	Newcap, Inc	\$0	\$0	BID 4
13-123	311 S Jefferson St	Eric R. Wimberger	\$134,500	\$102	BID 4
13-125	303 S Jefferson St	Vande Castle Properties, LLP	\$112,400	\$85	BID 4
13-132	225 S Jefferson St	Premonstratensian Fathers	\$188,300	\$143	BID 4
13-133	221 S Jefferson St	Premonstratensian Fathers	\$94,100	\$72	BID 4
13-164	416 S Monroe Ave	Lawrence G. Vesely	\$260,200	\$198	BID 4
13-183	420 S Washington St	Washington Street River Properties LLC	\$3,758,300	\$2,856	BID 4
13-185	400 S Washington St	Greater Green Bay Community Foundation, Inc	\$0	\$0	BID 4
13-43	200 S Adams St	Peoples Marine Bank	\$2,131,400	\$1,620	BID 4
13-50	201 Stuart St	Peoples Marine Bank	\$153,300	\$117	BID 4
13-53	211 S Washington St	Peoples Marine Bank	\$46,000	\$35	BID 4
13-54	205 S Washington St	Peoples Marine Bank	\$90,800	\$69	BID 4
13-55	201 S Washington St	Peoples Marine Bank	\$96,800	\$74	BID 4
13-56	201 S Adams St	Premonstratensian Fathers the	\$213,400	\$162	BID 4

13-57	219 S Adams St	Premonstratensian Fathers	\$1,037,500	\$789	BID 4
13-71	336 S Jefferson St	Duke Otis, LLC	\$257,500	\$196	BID 4
13-74	315 Crooks St	William M. Atkinson	\$57,600	\$44	BID 4
13-75	345 S Adams St	Mcvey Properties, LLC	\$374,100	\$853	BID 3
13-8	318 S Washington St	River East 318 LLC	\$5,185,700	\$3,941	BID 4
13-97-A	445 S Adams St	301 N Broadway, LLC	\$428,900	\$326	BID 4
13-99	425 S Adams St	Van Ess Family Limited Partnership	\$571,400	\$434	BID 4
14-387	503 S Monroe Ave	Family Services of Northeast Wisconsin Inc	\$0	\$0	BID 4
14-419	331 S Monroe Ave	Bta Gb, LLC	\$1,031,900	\$784	BID 4
14-422	327 S Monroe Ave	Journey to Adult Success, Inc	\$0	\$0	BID 4
14-439	225 S Monroe Ave	Monroe Central, LLC	\$623,900	\$474	BID 4
14-444	203 S Monroe Ave	Skinny Buddha Tattoo, LLC	\$163,900	\$125	BID 4
15-105	426 Martin St	Marilyn R. Gardner	\$59,000	\$45	BID 4
15-107	526 S Madison St	Marilyn R. Gardner	\$75,600	\$57	BID 4
15-117	533 S Jefferson St	Marilyn R. Gardner	\$84,400	\$64	BID 4
15-108	530 S Madison St	Marilyn R. Gardner	\$119,700	\$91	BID 4
15-118	529 S Jefferson St	Jadeite Inc	\$779,100	\$592	BID 4
11-103-A	600 N Monroe Ave	Rico S Parking Lot, LLC	\$73,800	\$56	BID 4
11-107	503 Main St	Gb Future 503 LLC	\$921,400	\$700	BID 4
11-117	433 Main St	Associated Bank	\$12,152,000	\$9,236	BID 4
11-123	528 N Madison St	Fae Holdings 453826r LLC	\$48,800	\$37	BID 4
11-185	501 Cherry St	Associated Bank Na	\$347,000	\$264	BID 4
11-188	201 N Monroe Ave	Green Bay Retail Center, LLC	\$844,300	\$642	BID 4
11-191	605 Cherry St	City of Green Bay	\$0	\$0	BID 4
11-206	512 Cherry St	Eamr, LLC	\$431,400	\$328	BID 4
11-209	126 N Madison St	Brian F. Michaud	\$421,500	\$320	BID 4
11-210	435 E Walnut St	Eamr, LLC	\$3,618,000	\$2,750	BID 4
11-224	521 E Walnut St	Green Bay Business Center 333, LLC	\$73,800	\$56	BID 4
11-224-A	519 E Walnut St	Green Bay Business Center 333, LLC	\$100,900	\$77	BID 4
11-225	533 E Walnut St	George M. Lepak	\$855,300	\$650	BID 4
11-228	102 N Monroe Ave	Starblazer One4 Investment Trust	\$94,800	\$72	BID 4
11-230	619 E Walnut St	Fox Valley Investments, LLC	\$175,100	\$133	BID 4
11-253	500 E Walnut St	Two Beelers LLC	\$625,500	\$475	BID 4
11-254	117 S Madison St	Sas Real Estate LLC	\$150,300	\$114	BID 4
11-257	414 E Walnut St	Columbus Office Building LLC	\$1,245,500	\$947	BID 4
11-258	115 S Jefferson St	Gray Television Group Inc	\$1,959,300	\$1,489	BID 4
11-259	434 E Walnut St	Sas Real Estate LLC	\$182,200	\$138	BID 4
11-44	Bodart St Unit BLK	Edward M. Wineck	\$63,400	\$48	BID 4
11-53	607 Bodart St	May Marie, Inc	\$345,800	\$263	BID 4
11-56	300 N Madison St	Imperial Supplies, LLC	\$5,319,100	\$4,043	BID 4
11-91	420 N Monroe Ave	GB Real Estate Investments, LLC	\$1,300	\$1	BID 4
12-118	109 N Adams St	Green Bay Redevelopment Authority	\$0	\$0	BID 4
12-130-1	110 S Adams St	Tmj LLC	\$1,133,600	\$862	BID 4
12-134	112 N Adams St	Neighborhood Housing Services of Green Bay, Inc	\$0	\$0	BID 4
12-135	116 N Adams St	Frankenthal Building LLC	\$142,800	\$109	BID 4

12-144	214 N Adams St	Associated Kellogg Bank	\$465,700	\$354	BID 4
12-175	400 N Washington St	Schreiber Foods, Inc	\$36,631,400	\$27,840	BID 4
12-184-A	401 N Washington St	Vast Properties 801, LLC	\$8,526,500	\$6,480	BID 4
12-192	127 S Washington St	Manifit Alterations LLC	\$248,700	\$189	BID 4
12-200	301 N Adams St Unit 160	301 N Adams Street, LLC	\$212,100	\$161	BID 4
12-201	301 N Adams St Unit 210	Hcw LLC	\$1,477,800	\$1,123	BID 4
12-206	301 N Adams St Unit 260	Hcw LLC	\$388,700	\$295	BID 4
12-24	111 N Washington St	Nicolet Joint Ventures LLC	\$10,134,200	\$7,702	BID 4
12-281	126 S Washington St Unit A101	Varsity Holdings LLC	\$624,100	\$474	BID 4
12-282	126 S Washington St Unit A102	Mancoske Kramer Real Estate	\$137,300	\$104	BID 4
12-283	110 S Washington St Unit 1-103	Nicolet National Bank	\$687,600	\$523	BID 4
12-38-3	130 E Walnut St Unit C	Bellin Building, LLC	\$190,200	\$145	BID 4
12-38-4	130 E Walnut St Unit D	Bellin Building, LLC	\$151,700	\$115	BID 4
12-38-5	130 E Walnut St Unit E	Bellin Building, LLC	\$269,700	\$205	BID 4
12-38-6	130 E Walnut St Unit F	Bellin Building, LLC	\$190,300	\$145	BID 4
12-38-9	130 E Walnut St Unit I	Bellin Building, LLC	\$40,800	\$31	BID 4
13-107	416 Crooks St	Jrmc Real Estate Partners, LLC	\$324,100	\$246	BID 4
13-112	318 S Madison St	Jamkat, LLC	\$93,200	\$71	BID 4
13-114	332 S Madison St	Melanie J. Horkman	\$269,400	\$205	BID 4
13-121	321 S Jefferson St	Jamkat, LLC	\$93,200	\$71	BID 4
13-124	307 S Jefferson St	Vande Castle Properties, LLP	\$37,100	\$28	BID 4
13-127	420 Doty St	Tosa 420 LLC	\$228,200	\$173	BID 4
13-128	212 S Madison St	Eamr, LLC	\$178,500	\$136	BID 4
13-135	200 S Monroe Ave	First United Methodist Church Green Bay	\$0	\$0	BID 4
13-153	340 S Monroe Ave	Warren Family Funeral Homes Inc	\$884,600	\$672	BID 4
13-163	408 S Monroe Ave	Madison Monroe Investments LLP	\$653,400	\$497	BID 4
13-165	424 S Monroe Ave	Moski Corp	\$938,700	\$713	BID 4
13-171	445 S Madison St	445 Madison Chicago LLC	\$853,200	\$648	BID 4
13-179	413 S Madison St	Mce Properties LLC	\$293,800	\$223	BID 4
13-18	444 S Adams St	American Foods Group LLC	\$1,333,800	\$1,014	BID 4
13-20	419 S Washington St	Second Wind Auto Gallery LLC	\$444,000	\$337	BID 4
13-51	229 Stuart St	Peoples Marine Bank	\$92,100	\$70	BID 4
13-87	414 S Jefferson St	414 S Jefferson St Green Bay LLC	\$912,300	\$693	BID 4
14-383	535 S Monroe Ave	Ps & Lc Real Estate LLC	\$237,100	\$180	BID 4
14-403	417 S Monroe Ave	Schiegg Investments LLC	\$917,600	\$697	BID 4
14-424	315 S Monroe Ave	Provenance LLP	\$539,300	\$410	BID 4
14-443	211 S Monroe Ave	Gage Williamson	\$269,000	\$204	BID 4
15-103	432 Martin St	Marilyn R. Gardner	\$41,300	\$31	BID 4
15-104	508 S Madison St	Marilyn R. Gardner	\$119,400	\$91	BID 4
15-106	420 Martin St	Marilyn R. Gardner	\$103,400	\$79	BID 4
15-23	501 S Adams St	Cosmo LLC	\$117,900	\$90	BID 4



City of Green Bay Law Department
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Green Bay, Wisconsin 54301-5026
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November 27, 2023

Wendy Townsend, Project and Program Manager
City of Green Bay
100 North Jefferson Street, Room 608
Green Bay, WI 54301

RE: Proposed Operating Plan for Business Improvement District No. 1

Dear Ms. Townsend:

The purpose of this correspondence is to respond to your request for a legal review of the proposed 2024 Operating Plan for Business Improvement District No. 1 (hereafter "Plan"). Your request asks the City Attorney's Office to provide an opinion with respect to the Plan's compliance with the requirements of Wisconsin Statute § 66.1109(l)(f).

Our office has reviewed the Plan, a copy of which is attached hereto, and based upon such review, are of the opinion that the Plan meets the requirements of Wisconsin Statute § 66.1109(l)(f), subsections 1 through 4.

Thank you for your attention to this matter.

Sincerely,

Joanne Bungert
City Attorney



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

Wendy Townsend, Economic Coordinator

AGENDA ITEM # E.4

Consideration with possible action on the request by Olde Main Street, Inc. (OMSI) to approve their 2024 Business Improvement District (BID) Operating Plan.

BACKGROUND

Each year the City of Green Bay's Business Improvement Districts are required to submit their annual operating plans to the Plan Commission for review and approval. The attached Operating Plan has been approved by the OMSI BID Board and has been reviewed by the City Attorney.

RECOMMENDATION

Approve the OMSI BID 2024 Operating Plan as presented.

FISCAL IMPACT

ATTACHMENTS

1. 2024 OMSI Operating Plan
2. 2024 OMSI-District 2 OP Attorney Letter 11.27.23

OLDE MAIN STREET BUSINESS IMPROVEMENT DISTRICT

2024 OPERATING PLAN



Olde Main Street District

130 E. Walnut St. Suite 501

Green Bay, WI 54301

Phone: (920) 437-5972

downtowngreenbay.com

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I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created 66.1109 (formerly S. 66.608) of the Statutes (see Appendix A) enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is “to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities.” (1983 Wisconsin Act 184, Section 1, legislative declaration.)

The City of Green Bay received a petition from property owners that requested creation of a Business Improvement District for the purpose of revitalizing and improving the Olde Main Street business area on Green Bay’s east side. (see Appendix B). The BID law requires that every district have an annual Operating Plan. This document is the 2024 Operating Plan for the Olde Main Street district.

B. Physical Setting

The physical boundaries of the district include the Main Street corridor bounded on the west by the alleyway immediately east of Monroe Avenue, on the east by Grove Street, the East River shoreline to the north and varying commercial boundaries on the south.

II. DISTRICT BOUNDARIES

Please see the map of the district in Appendix C of this plan. A listing of the properties included in the district is provided in Appendix C.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The objective of the BID is to provide leadership and management for revitalizing Main Street. By emphasizing community-based planning, planning that appreciates the advantages of low-cost, modest initiatives over the blockbuster resuscitation efforts of large-scale stand-alone projects the District performs the classic function of the urban neighborhood. Such districts give growth to new businesses, add substance to the local economy and export their people and innovations to the rest of the City.

B. Proposed Activities

Principle activities to be engaged in by the district during 2024 include:

BUSINESS DEVELOPMENT -Olde Main Street will initiate strategies to advance corporate, residential, and retail development through:

- Business recruitment and retention initiatives in collaboration with regional and local partners (Chamber of Commerce, City of Green Bay, Discover Green Bay, etc.)
- Available Property Promotion and real estate connectivity.
- Leadership on the Chamber’s Downtown Task Force and participation in Downtown Study Trips.
- Outreach events and activities such as Network with your Neighbor, presentations, and business tours.
- Direct communication with district businesses through monthly newsletters and personal interactions.

MARKETING AND PROMOTION OF DOWNTOWN- Olde Main Street will promote the benefits of the BID as an important community asset and a unique place to attend events, shop, dine and do business by:

- Utilizing digital and traditional methods (website, newsletter, social media, print, broadcasting, and billboard advertising), to market the brand of the Olde Main Street district as a historic, inclusive, and cultural hub.
- Creating specific marketing plans with the Events team to attract visitors and increase foot-traffic to the district.

- Strategizing creative marketing initiatives with DGBI and the City Economic Development team to recruit new businesses, support existing businesses and attract residents.

EVENTS – Olde Main Street will continue to plan events that activate spaces, support businesses, and introduce visitors and residents to the historic, artistic, and inclusive charm of the district.

PHYSICAL IMPROVEMENTS AND FIRST IMPRESSIONS- Olde Main Street will continue to provide and facilitate district enhancements that include planters, banners, and holiday décor. Cleanliness will continue to be addressed through our paid staff as well as volunteers through our Adopt-A-Block program and semi-annual district clean ups. We also hope to add additional murals and public art to the district in 2024.

COMMUNITY OUTREACH AND ENGAGEMENT- Olde Main Street will work with community partners to respond and understand social issues and how they impact district businesses. We will celebrate diversity, equity and inclusion through new events and initiatives.

C. Proposed Expenditures – 2024

2024 Proposed Business Improvement District Operating Plan Budget for Olde Main St.			
REVENUE			Proposed 2024 Budget
	BID Assessment - Olde Main Street		\$67,212.00
	Total Revenue		\$67,212.00
EXPENSES			
Administrative			
	Allocation toward DGBI Staffing		\$38,212.00
Operating Expenses			
	Office Supplies & Equipment		\$800.00
	Phone/Internet		\$1,000.00
	Conferences/Professional Devel.		\$1,000.00
	Office Rent/Lease		\$6,500.00
	Dues and Subscriptions		\$1,200.00
	Total Operating Expenses		\$10,500.00
Marketing/Printing			
	Includes graphic design software, printed and digital promotional materials, website, social media, and promotional giveaways		
	Total Marketing allocations		\$3,500.00

Economic Development			
	Business recruitment and retention, networking		\$2,000.00
Physical Improvements			
	Streetscape-Planters & Medians (majority of the cost is paid by sponsorships)		\$3,500.00
	Cleanliness		\$2,000.00
	Banners & Holiday Décor		\$4,000.00
	Public Art		\$2,000.00
	Three Corners Flags		\$1,500.00
	Total Physical Improvements		\$13,000.00
	Total Expenses		\$67,212.00

D. Financing Method

The proposed expenditures contained in Section C, above, will be financed through the BID assessment. It is estimated that approximately **\$67,212** will be raised through assessments. Additionally, we anticipate collecting **\$8,100** in sponsorships to pay for planters that are placed around the district. This amount is a portion of the overall organizational budget of Downtown Green Bay, Inc. Sponsorships and event revenues are anticipated to cover the additional operating costs. The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds available.

E. Organization of BID Board

Upon creation of the BID, the Mayor appointed members to the district board ("board"). The board's primary responsibility is the implementation of this Operating Plan. This will require the board to negotiate with providers of services and materials to carry out the Plan; to enter into various contracts; to monitor development activity; to periodically revise the Operating Plan; to ensure district compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of BID assessments.

State law requires that the board be composed of at least five members and that a majority of the board members be owners or occupants of property within the district.

It is recommended that the BID board be structured and operate as follows:

1. Board Size – at least Five
2. Composition - At least three fifths' members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Green Bay. The board shall elect its Chairperson from among its members.
3. Term - Appointments to the board shall be for a period of three years except that initially two members shall be appointed for a period of three years, two members shall be appointed for a period of two years, and one member shall be appointed for a period of one year.
4. Compensation – None

5. Meetings - All meetings of the board shall be governed by the Wisconsin Open Meetings Law.
6. Record Keeping - Files and records of the board's affairs shall be kept pursuant to public record requirements.
7. Staffing - The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.
8. Meetings - The board shall meet regularly, at least twice each year. The board shall adopt rules of order ("by laws") to govern the conduct of its meetings.

F. Relationship to Olde Main Street, Inc. and Downtown Green Bay, Inc.

The Olde Main Street BID shall be a separate entity from Downtown Green Bay, Inc., notwithstanding the fact that members, officers and directors of each may be shared. Downtown Green Bay, Inc. shall remain a private organization, not subject to the open meeting law, and not subject to the public record law except for its records generated in connection with the BID board. The Olde Main Street BID shall contract with Downtown Green Bay, Inc. to provide services, in accordance with this Plan. All income and expenses for each BID (Downtown Green Bay BID and Olde Main Street BID) will be maintained and accounted for independently and separately, despite one entity managing both BIDS. The accounting of the BID assessment funds will be tracked in our accounting software. Each BID's income and expenses will be separated by Class and can be reported to each of the BID Boards at any time.

IV. METHOD OF ASSESMENT

A. Assessment Rate and Method

Parcels Assessed

All tax parcels within the District required to pay real estate taxes, including those taxed by the State as manufacturing, and all parcels used exclusively for manufacturing, will be assessed. Real property used exclusively for residential purposes may not be assessed, as required by the BID law. Residential property will be defined as 100% residential property or owner-occupied properties. Property exempt from paying real estate taxes will not be assessed. Property owned by government agencies will not be assessed.

Levy of Assessment

Special assessments under this 2024 Operating Plan are hereby levied against each tax parcel of property within the District which has a separate tax key number, in the amount shown on the assessment schedule which is attached hereto as Appendix D. The assessment was based on the assessed value of that parcel (land and improvements) as shown in the records of the City Assessor's office in January 2023 except as otherwise identified below.

The principle behind the assessment methodology is that each non-exempt parcel's owners should pay for District development in proportion to the benefits derived. Obviously, not every parcel within the District will benefit equally, thus it has been assumed that hospitality and entertainment uses will derive the most benefit and therefore will contribute to the BID at a higher assessment rate and warehouse uses will benefit the least and therefore contribute at a lower rate.

The 2023 assessment shown on Appendix D was calculated as \$3.00 for each \$1,000 of assessed value for properties whose use is identified as hospitality or entertainment-related and \$1.00 for each \$1,000 of assessed value for properties whose use is identified as warehouse. Appendix C, attached hereto, contains a list of SIC codes identifying these properties. The 2023 assessment for remaining

non-exempt tax parcels in the District, not identified as used for hospitality or entertainment-related uses or for warehousing, was calculated as \$2.50 for each \$1,000 of assessed value.

For properties whose use comprises mixed SIC codes, the property has been identified by the ground level use(s) of any buildings constructed on the property. The ground level use is presumed to be the dominant use of the property. If a ground level has more than two uses, then the property has been identified by the use that makes up more than one half of the ground level square footage. The burden is on the owner to change a property classification from that designated in Appendix D. It must be proven annually by the owner of the property in question to the BID board. The maximum assessment for any individual or business shall be \$3,000.

B. Excluded and Exempt Property

The BID law requires explicit consideration of certain classes of property. In compliance with the law the following statements are provided.

1. State Statute 66.1109(1)(f)lm: The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.
2. State Statute 66.1109(5)(a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix D, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109(1)(b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax-exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

V. RELATIONSHIP TO GREEN BAY COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY

A. City Plans

The mission of Olde Main Street- to facilitate District redevelopment, is consistent with the City of Green Bay's Comprehensive Plan and Downtown Master Plan; the organization promotes the orderly development of the City in general. Olde Main Street's Design Plan was adopted in 2001 and recognized by the City of Green Bay as an integral element of the city's vision and plan.

B. City Role in District Operation

The City of Green Bay has committed to helping private property owners in the district promote its development. To this end, the City expected to play a significant role in the creation of the Business Improvement district and in the implementation of the Operating Plan. In particular, the City will:

1. Provide technical assistance to the proponents of the district through adoption of the Plan and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district.
4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.

5. Provide the board, through the Tax Commissioner's Office on or before June 30th of each Plan year, with the official City records and the assessed value of each tax key number with the district, as of January 1st of each Plan year, for purposes of calculating the BID assessments.
6. Encourage the State of Wisconsin, Brown County and other units of government to support the activities of the district.

VI. PLAN APPROVAL PROCESS

A. Public Review Process

The Wisconsin Business Improvement district law establishes a specific process for reviewing and approving proposed operating plans. Pursuant to the statutory requirements, the following process will be followed:

1. The City of Green Bay Plan Commission will review the BID audits and approve the proposed Operating Plan. They will provide a recommendation to Council.
2. Common Council will act on the proposed Operating Plans
3. The Common Council will act on the proposed BID Plan.

B. Petition against Creation of the BID

VII. FUTURE YEAR OPERATING PLANS

A. Phased Development

It is anticipated that the BID will continue to revise and develop the Operating Plan annually, in response to changing development needs and opportunities in the district, in accordance with the purposes and objectives defined in this initial Operating Plan.

Section 66.1109 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, it focuses upon 2023 activities, and information on specific assessed values, budget amounts and assessment amounts are based on 2023 conditions. Greater detail about subsequent year's activities will be provided in the required annual Plan updates, and approval by the Common Council of such Plan updates shall be conclusive evidence of compliance with this Plan and the BID law.

In later years, the BID Operating Plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. However, the method of assessing shall not be materially altered, except with the consent of the City of Green Bay.

B. Amendment, Severability and Expansion

This BID has been created under authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of this Statute invalid or unconstitutional its decision will not invalidate or terminate the BID and this BID Plan shall be amended to conform to the law without need of reestablishment.

Should the legislature amend the Statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Green Bay as and when it conducts its annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under Section 66.1109 (3)(b)

APPENDICES

- A. STATUTE
- B. PETITION
- C. PROPOSED DISTRICT BOUNDARIES
- D. 2023 PROJECTED ASSESSMENTS
- E. CITY ATTORNEY'S OPINION

APPENDIX A & B:

Wisconsin State Statute "BID Law"

66.1109 Business improvement districts.

(1) In this section:

(a) "Board" means a business improvement district board appointed under [sub. \(3\) \(a\)](#).

(b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.

(c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.

(d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.

(e) "Municipality" means a city, village or town.

(f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:

1. The special assessment method applicable to the business improvement district.

1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.

2. The kind, number and location of all proposed expenditures within the business improvement district.

3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.

4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

5. A legal opinion that [subds. 1. to 4.](#) have been complied with.

(g) "Planning commission" means a plan commission under [s. 62.23](#), or if none a board of public land commissioners, or if none a planning committee of the local legislative body.

(2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

(a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under [par. \(b\)](#) has petitioned the municipality for creation of a business improvement district.

(b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.

(c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under [ch. 985](#). Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property within the proposed business improvement district. The notice shall state the boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.

(d) Within 30 days after the hearing under [par. \(c\)](#), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40% of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40% of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district or its proposed initial operating plan.

(e) The local legislative body has voted to adopt the proposed initial operating plan for the municipality.

(3)

(a) The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.

(b) The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.

(c) The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit upon termination of the business improvement district.

(d) Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.

(4) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than special assessments, to pay the costs of audits required under [sub. \(3\) \(c\)](#) or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.

(4m) A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:

(a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.

(b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under [par. \(c\)](#) and unless the business improvement district is not terminated under [par. \(e\)](#).

(c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under [ch. 985](#). Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.

(d) Within 30 days after the date of hearing under [par. \(c\)](#), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.

(e) If after the expiration of 30 days after the date of hearing under [par. \(c\)](#), by petition under this subsection or subsequent notification under [par. \(d\)](#), and after subtracting any retractions under [par. \(d\)](#), the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

(5)

(a) Real property used exclusively for residential purposes and real property that is exempted from general property taxes under [s. 70.11](#) may not be specially assessed for purposes of this section.

(b) A municipality may terminate a business improvement district at any time.

(c) This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.

History: 1983 a. [184](#); 1989 a. [56](#) s. 258; 1999 a. [150](#) s. [539](#); Stats. 1999 s. 66.1109; 2001 a. [85](#).

APPENDIX C - PROPOSED DISTRICT BOUNDARIES



APPENDIX D- 2022 PROJECTED ASSESSMENTS

Assessment options are based on the type of business occupying most of a parcel. Properties that are assessed are coded as follows:

Assessment Rate

- .003 hospitality or entertainment related (BID 12)
- .001 warehouse (BID 10)
- .0025 all other properties being assessed (BID 11)

Parcel	Property Address	Owner Name	Total Value	Assessment	District
8-279	313 St George St	Green Bay City of	\$ -	\$ -	BID 10
8-286	1278 Main St	Moski Corp	\$ 429,700	\$ 217	BID 10
8-324-A	432 N Irwin Ave	Patrick J. Liebman	\$ 172,300	\$ 172	BID 10
9-33-1	413 N Clay St	Main Street Green Bay Properties LLC	\$ 60,000	\$ 60	BID 10
9-52	423 N Clay St	Main Street Green Bay Properties LLC	\$ 161,200	\$ 161	BID 10
9-56	1108 Cedar St	Pomp S Tire Service, Inc	\$ 93,100	\$ 93	BID 10
9-74	1141 Cedar St	Pomp S Tire Service, Inc	\$ 59,800	\$ 28	BID 10
9-80	1111 Cedar St	Miller Scrap Iron & Steel	\$ 421,200	\$ 421	BID 10
9-81	1101 Cedar St	Cedar Street Partnership	\$ 1,313,900	\$ 1,314	BID 10
9-34	1023 Main St	Main Street Green Bay Properties LLC	\$ 277,300	\$ 135	BID 10
9-58	1118 Cedar St	F R W Realty LLC	\$ 482,100	\$ 482	BID 10
9-62	409 N Roosevelt St	F R W Realty LLC	\$ 506,500	\$ 507	BID 10
9-64	435 N Roosevelt St	F R W Realty LLC	\$ 120,700	\$ 121	BID 10
9-72	1207 Cedar St	Maricque S, Inc	\$ 79,100	\$ 79	BID 10
10-25	801 Cedar St	Rfs Green Bay LLC	\$ 1,058,200	\$ 1,058	BID 10
10-4	714 Bodart St	Robert E. Cadmus Jr	\$ 184,000	\$ 184	BID 10
11-100	417 N Quincy St	Kevin C. Kuehn	\$ 93,300	\$ 93	BID 10
14-30	300 N Roosevelt St	318 N Roosevelt LLC	\$ 18,500	\$ 19	BID 10
14-10	Main St	Green Bay Area Public School District Minoka-Hil	\$ -	\$ -	BID 10
8-1	1400 Main St	Nulund Group II LLC	\$ 268,700	\$ 672	BID 11
8-114	1417 Cedar St	Northeast Wisconsin Technical College	\$ -	\$ -	BID 11
8-116	1411 Cedar St	Cedar Center Arts Inc.	\$ 33,600	\$ 84	BID 11
8-117	1405 Cedar St	Carols Ordaz	\$ 134,300	\$ 336	BID 11
8-263	433 St George St	Green Bay City of	\$ -	\$ -	BID 11
8-264	1245 Main St	J Darrell Greig Jr	\$ 270,600	\$ 677	BID 11
8-272	1242 Main St	Sarah E. Cooper	\$ 126,800	\$ 317	BID 11
8-287	1296 Main St	Moski Corp	\$ 123,100	\$ 308	BID 11
8-289	1306 Main St	Green Bay City of	\$ -	\$ -	BID 11
8-296	1352 Main St	Green Bay City of	\$ -	\$ -	BID 11
8-301	1313 Main St	Gb Area Unitarian Universalist Fellowship Inc	\$ -	\$ -	BID 11
8-302	1335 Main St	Saneha Real Estate, Inc	\$ 925,000	\$ 2,313	BID 11

8-305	1281 Main St	Kosmoski Investment Corp	\$ 212,400	\$ 413	BID 11
8-311	1255 Main St	Dogfish LLC	\$ 79,000	\$ 198	BID 11
8-312	1251 Main St	Dogfish LLC	\$ 44,200	\$ 111	BID 11
8-314	1242 Cedar St	West Ave LLC	\$ 50,100	\$ 125	BID 11
8-318	1274 Cedar St	Dynamic Ventures, LLC	\$ 192,000	\$ 480	BID 11
8-320	1284 Cedar St	Moski Corporation	\$ 35,800	\$ 90	BID 11
8-321	433 N Irwin Ave	Saneha Real Estate, Inc	\$ 378,200	\$ 946	BID 11
8-335	1333 Cedar St	Ana Rosa Gonzalez	\$ 228,200	\$ 571	BID 11
8-75	1405 Main St	Cedar Center Arts Inc.	\$ 311,100	\$ 778	BID 11
8-840	1230 Main St	Urban Concepts, LLC	\$ 45,600	\$ 114	BID 11
8-842	1232 Main St	Urban Concepts, LLC	\$ 60,000	\$ 150	BID 11
8-843	1234 Main St	Urban Concepts, LLC	\$ 37,900	\$ 95	BID 11
8-844	1234 Main St	Urban Concepts, LLC	\$ 56,400	\$ 141	BID 11
8-852	1238 Main St	Rey Rey Properties, LLC	\$ 70,700	\$ 177	BID 11
8-854	1240 Main St	Rey Rey Properties, LLC	\$ 92,000	\$ 230	BID 11
9-14	1000 Main St	Ronald L. Smits	\$ 628,600	\$ 1,572	BID 11
9-17	1028 Main St	Pdq Real Estate Holdings LLC	\$ 592,400	\$ 1,481	BID 11
9-19-1	319 N Clay St	Pdq Real Estate Holdings LLC	\$ 29,000	\$ 73	BID 11
9-29	1121 Main St	Wochinske Realty LLC	\$ 96,300	\$ 164	BID 11
9-31	1109 Main St	Pomp S Tire Service, Inc	\$ 99,600	\$ 143	BID 11
9-32	416 N Clay St	Pomp S Tire Service, Inc	\$ 207,000	\$ 60	BID 11
9-33	1033 Main St	Main Street Green Bay Properties LLC	\$ 116,700	\$ 270	BID 11
9-36	1019 Main St	Main Street Green Bay Properties, LLC	\$ 95,400	\$ 239	BID 11
9-45	915 Main St	Green Bay City of	\$ -	\$ -	BID 11
9-50	1018 Cedar St	Main Street Green Bay Properties LLC	\$ 24,600	\$ -	BID 11
9-55	1102 Cedar St	Pomp S Tire Service, Inc	\$ 40,000	\$ 35	BID 11
9-85	500 N Webster Ave	Denny H. Brotski	\$ 322,200	\$ 806	BID 11
9-86	903 Cedar St	929 Cedar LLC	\$ 718,600	\$ 1,797	BID 11
9-9	930 Main St	Scp 2011 C37 044 LLC	\$ 2,222,400	\$ 3,000	BID 11
8-273	1244 Main St	Johnson Ventures, LLC	\$ 262,200	\$ 656	BID 11
8-280	1250 Main St	John L. Lerch	\$ 82,200	\$ 206	BID 11
8-282	1260 Main St	Moski Corporation	\$ 146,600	\$ 367	BID 11
8-284	1270 Main St	Moski Corp	\$ 371,600	\$ -	BID 11
8-285	1276 Main St	Moski Corp	\$ 306,300	\$ 766	BID 11
8-290	1322 Main St	Green Bay City of	\$ -	\$ -	BID 11
8-295	1344 Main St	Green Bay City of	\$ -	\$ -	BID 11
8-306	1285 Main St	Moski Corp	\$ 335,400	\$ 839	BID 11
8-309	1263 Main St	West Ave LLC	\$ 1,050,300	\$ 2,626	BID 11
8-313	1247 Main St	Dogfish LLC	\$ 86,500	\$ 216	BID 11
8-315	1250 Cedar St	West Ave LLC	\$ 58,800	\$ 147	BID 11
8-329	1371 Cedar St	Ana Maria Ortega Morano	\$ 321,500	\$ 804	BID 11
8-8	1428 Main St	Melotte Distributing Inc	\$ 148,000	\$ 370	BID 11
8-839	1228 Main St	Urban Concepts, LLC	\$ 50,700	\$ 127	BID 11

8-841	1232 Main St	Urban Concepts, LLC	\$ 26,200	\$ 66	BID 11
8-845	1234 Main St	Urban Concepts, LLC	\$ 54,900	\$ 137	BID 11
8-846	1234 Main St	Urban Concepts, LLC	\$ 83,000	\$ 208	BID 11
8-847	1234 Main St	Bridge Recording Studio LLC the	\$ 124,200	\$ 311	BID 11
8-848	1236 Main St	Urban Concepts, LLC	\$ 46,600	\$ 117	BID 11
8-849	1236 Main St	Urban Concepts, LLC	\$ 56,400	\$ 141	BID 11
8-851	1238 Main St	Liza Rae LLC	\$ 125,800	\$ 315	BID 11
8-850	321 St George St	Urban Concepts, LLC	\$ 116,400	\$ 291	BID 11
8-853	1240 Main St	Rey Rey Properties, LLC	\$ 92,000	\$ 230	BID 11
9-20	1201 Main St	Wochinske Realty LLC	\$ 838,400	\$ -	BID 11
9-26	1131 Main St	Pomp S Tire Service, Inc	\$ 541,000	\$ 1,353	BID 11
9-30	1115 Main St	Pomp S Tire Service, Inc	\$ 110,900	\$ 277	BID 11
9-33-2	1031 Main St	Main Street Green Bay Properties LLC	\$ 54,200	\$ 136	BID 11
9-35	1021 Main St	Main Street Green Bay Properties, LLC	\$ 111,500	\$ 279	BID 11
9-37	1013 Main St	Main Street Green Bay Properties LLC	\$ 203,100	\$ 508	BID 11
9-41	931 Main St	McHaHa, LLC	\$ 246,900	\$ 617	BID 11
9-48	901 Main St	Rmr Partners, LLC	\$ 2,359,400	\$ 3,000	BID 11
9-49	900 Cedar St	David Bartikofsky	\$ 166,500	\$ 416	BID 11
9-57	1112 Cedar St	Pomp S Tire Service, Inc	\$ 319,400	\$ 799	BID 11
9-60	1124 Cedar St	F R W Realty LLC	\$ 140,600	\$ 352	BID 11
9-77	1123 Cedar St	Wochinske Realty LLC	\$ 1,959,000	\$ 48	BID 11
10-14	700 Main St	U Haul Real Estate Co	\$ 674,100	\$ 1,685	BID 11
10-27	Cedar St	Betty Lou Lewis	\$ -	\$ -	BID 11
10-29	500 N Quincy St	Betty Lou Lewis	\$ -	\$ -	BID 11
10-6	722 Bodart St	Neighborhood Housing Services of Green Bay, Inc	\$ 599,900	\$ 1,500	BID 11
10-8	800 Cedar St	Hus Properties, LLC	\$ 324,400	\$ 811	BID 11
11-47	618 Bodart St	Ruesch Properties, LLC	\$ 128,100	\$ 320	BID 11
11-50	619 Bodart St	Kevin C. Kuehn	\$ 182,900	\$ 457	BID 11
11-99	620 Main St	Kuehn, LLC	\$ 153,900	\$ 385	BID 11
14-27	312 N Roosevelt St	318 N Roosevelt LLC	\$ 113,600	\$ 284	BID 11
10-28	Cedar St	Green Bay City of - East River Trail	\$ -	\$ -	BID 11
11-104	635 Main St	Jnt Venture LLC	\$ 902,400	\$ 2,256	BID 11
14-7	1138 Main St	1138 Main LLC	\$ 553,300	\$ 1,383	BID 11
8-118	500 N Baird St	Leonel Cortes	\$ 162,400	\$ 487	BID 12
8-266	1237 Main St	Dogfish LLC	\$ 528,300	\$ 1,585	BID 12
8-283	1264 Main St	Ronald L. Smits	\$ 98,100	\$ 294	BID 12
8-303	1301 Main St	Tasty Treats Real Estate LLC	\$ 266,700	\$ 800	BID 12
8-297-A	1356 Main St	Green Bay City of	\$ -	\$ -	BID 12
8-307	1277 Main St	Circle B Development LLC	\$ 305,600	\$ 917	BID 12
8-332	1351 Cedar St	Arnold J. Pendergast	\$ 195,700	\$ 587	BID 12

9-25	1139 Main St	Cyrus Development Services, LLC	\$ 578,600	\$ 1,736	BID 12
9-39	1001 Main St	Main Street Green Bay Properties, LLC	\$ 470,600	\$ 1,212	BID 12
9-44	919 Main St	Simonet Development, LLC	\$ 555,800	\$ 1,667	BID 12
10-2	708 Bodart St	Wade M. Conard	\$ 102,100	\$ 306	BID 12
10-5	718 Bodart St	720 Bodart LLC	\$ 176,300	\$ 529	BID 12
14-2	1106 Main St	Heiman Partnership, LLC	\$ 362,700	\$ 1,088	BID 12
14-338	324 N Roosevelt St	A&J Investment Properties, LLC	\$ 249,800	\$ 749	BID 12
10-1	700 Bodart St	Gto Investments, LLC	\$ 199,600	\$ 599	BID 12
14-1	1100 Main St	Greater Source LLC	\$ 1,054,200	\$ 3,000	BID 12
8-281-A	1258 Main St	Everardo Ortiz	\$ 584,000	\$ 1,752	BID 12
			\$35,019,000	\$ 67,212	

APPENDIX E - CITY ATTORNEY'S OPINION – TO BE SUBMITTED



City of Green Bay Law Department
100 North Jefferson Street - Room 200
Green Bay, Wisconsin 54301-5026
www.greenbaywi.gov

Phone 920.448.3080
Fax 920.448.3081

November 27, 2023

Wendy Townsend, Project and Program Manager
City of Green Bay
100 North Jefferson Street, Room 608
Green Bay, WI 54301

RE: Proposed Operating Plan for Business Improvement District No. 2

Dear Ms. Townsend:

The purpose of this correspondence is to respond to your request for a legal review of the proposed 2024 Operating Plan for Business Improvement District No. 2 (hereafter "Plan"). Your request asks the City Attorney's Office to provide an opinion with respect to the Plan's compliance with the requirements of Wisconsin Statute § 66.1109(l)(f).

Our office has reviewed the Plan, a copy of which is attached hereto, and based upon such review, are of the opinion that the Plan meets the requirements of Wisconsin Statute § 66.1109(l)(f), subsections 1 through 4.

Thank you for your attention to this matter.

Sincerely,

Joanne Bungert
City Attorney



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

David Buck, Staff

AGENDA ITEM # E.5

(ZP 23-30) Public Hearing on a request to rezone 1409 Velp Avenue from C1 General Commercial District and R-1 Low Density Residential District to R-3 Varied Density Residential District, submitted by Community and Economic Development. (Ald. Steuer, District 10)

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

David Buck, Staff

AGENDA ITEM # E.6

(ZP 23-30) Consideration with possible action on a request to rezone 1409 Velp Avenue from C1 General Commercial District and R-1 Low Density Residential District to R-3 Varied Density Residential District, submitted by Community and Economic Development. (Ald. Steuer, District 10)

BACKGROUND

Primary Address: 1409 Velp Avenue

Alder person/District: Ald. Steuer / District 10

Reason for Request: The proposed rezoning will allow for future development of residential uses, as recommended in the Velp Avenue Areawide Plan (Transformative Site #2).

Surrounding Zoning and Land Uses:

SUBJECT: C1 General Commercial & R-1 Low Density Residential District | Vacant & Single-Family Home

NORTH: G1 General Industry (GI) | Vacant & Auto Repair

SOUTH: R-1 Low Density Residential District | Single-Family Homes

EAST: C1 General Commercial & R-1 Low Density Residential District | Multi-Family Apartments

WEST: R-3 Varied Density Residential District | Cemetery

Comprehensive Plan: The 2022 Smart Growth Green Bay Comprehensive Plan future land-use map recommends commercial uses for this parcel. However, the Velp Avenue Areawide Plan, which was adopted and made part of the Comprehensive Plan, lists this parcel as Transformative Site #2, recommending Multiple-Family or Mixed Use uses as the most desirable uses for this parcel. This rezoning is consistent with this recommendation.

Report: The subject parcel is a 3.579-acre site at the southwest corner of Velp Avenue and North Locust Street. This site was selected as a Transformative Site in the Velp Avenue Areawide Plan due to its redevelopment potential, access to Velp Avenue, and proximity to medium and low-density residential uses to the south and east. Two concepts for redevelopment are shown in the attached exhibit from the Plan.

We are requesting a rezoning of the property from C1 General Commercial & R-1 Low Density Residential District to the R-3 Varied Density Residential District to match the recommendations of the Velp Avenue Areawide Plan.

Ald. Steuer and neighbors within 400 feet have been notified of the meeting based on Plan Commission policy. Outside the property owner's comments, one comment was received by a neighbor who expressed his desire for it to only allow single-family homes on the property. No other inquiries have been made as of the drafting of this report.

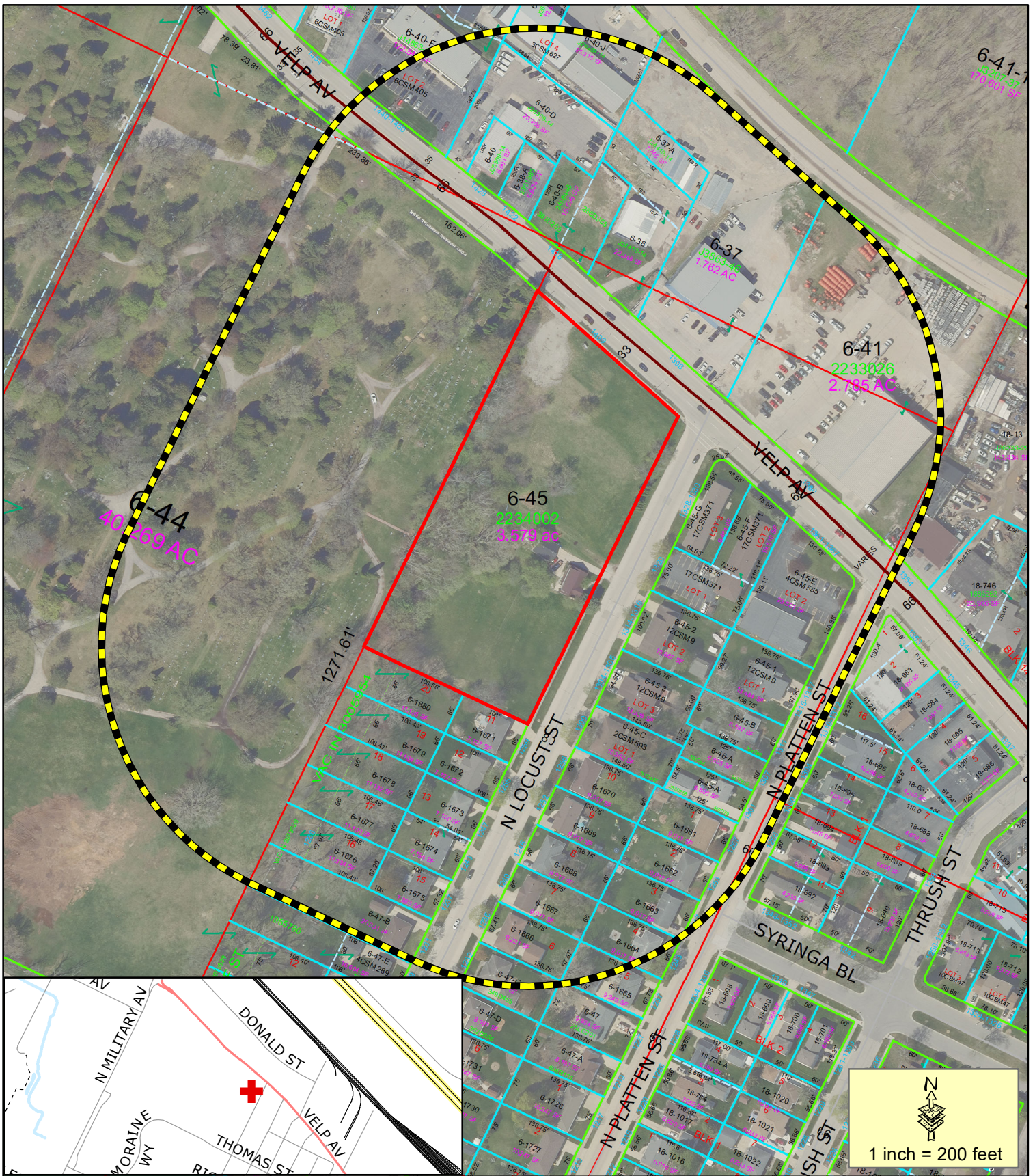
RECOMMENDATION

Approval of the request.

FISCAL IMPACT

ATTACHMENTS

1. ZP 23-30 Location Map
2. Velp Areawide Plan Excerpt
3. Draft ZO XX-23 -1409 Velp Ave from CI & RI to R3



- Proposed Zone Change
- 400' Property Notice Area

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 DB

Zoning Petition (ZP 23-30)

Proposed Zone Change at 1409 Velp Avenue



TRANSFORMATIVE OPPORTUNITY SITE #2

SITE DESCRIPTION

Transformative Opportunity Site #2 is a single 3.6-acre parcel at the southwest corner of Velp Avenue and North Locust Street. The site currently contains one home and garage totaling approximately 2,000 square feet on the central portion of the parcel. The remainder of the site is vacant and includes green space and a gravel parking area.

Like much of the Velp Avenue corridor, this property was once associated with agriculture, housing a greenhouse and plant nursery. Aerial photos from 1938 indicate large structures on the parcel, likely to have been a large barn or greenhouses. Site operations dwindled over the years until only a small greenhouse and floral shop occupied

the northern half of the parcel. Site #2 is illustrated in Figure 5-5. Buildings depicted in the northern portion of the aerial photograph were recently razed.

Transformative Site #2 is one of few parcels on the south side of Velp Avenue large enough to support significant redevelopment. The site is flat, outside of the 100-year flood plain and contains no major geographic features that would prevent redevelopment on the entirety of the parcel.

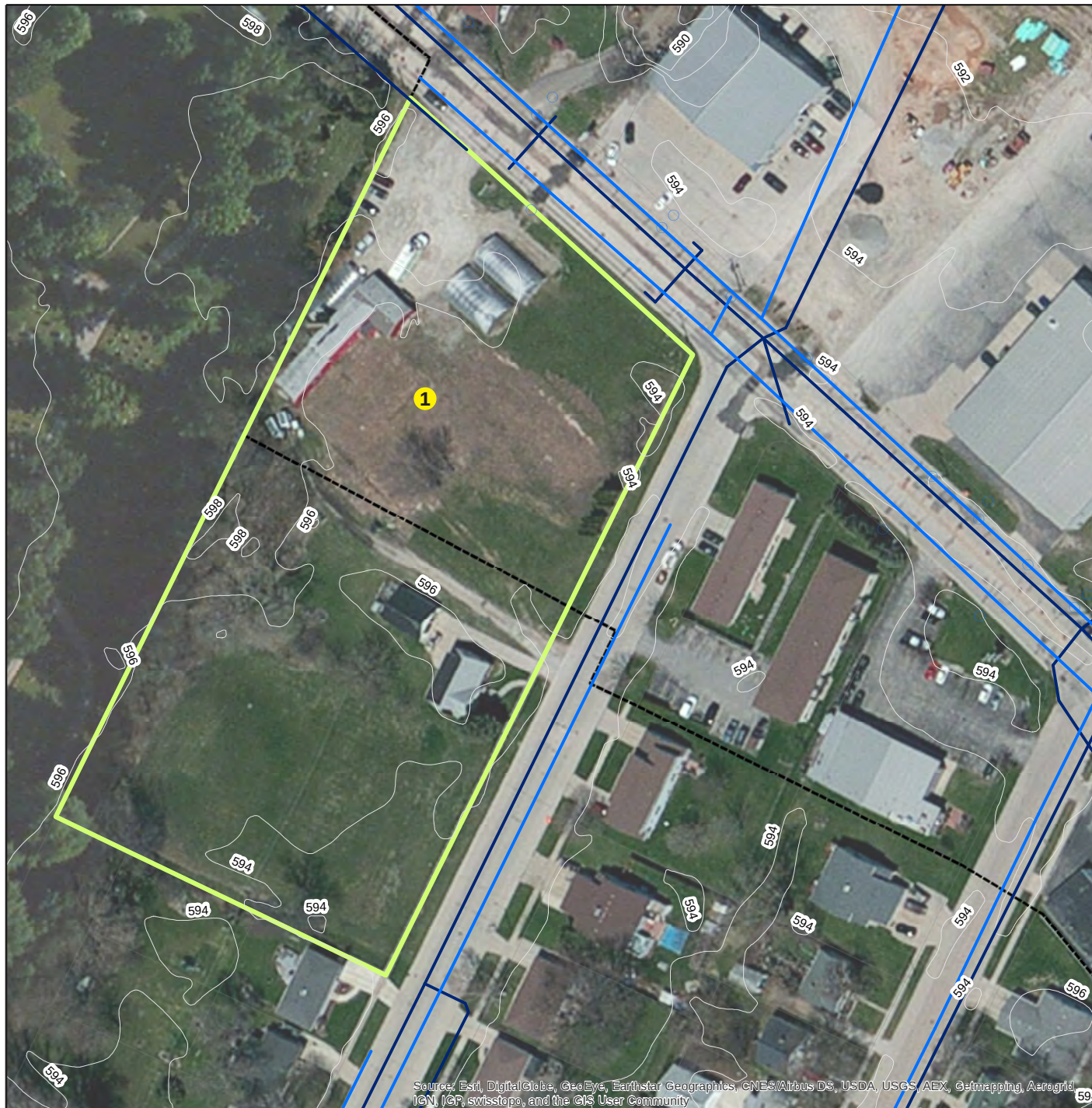
The site is currently owned by one individual, who has expressed interest in redevelopment but has no immediate plans.

BROWNFIELD STATUS

This site is considered to have low to medium environmental risk with moderate data uncertainty. While no known impacts are currently associated with this property, past use of the site for large scale agriculture including a nursery, greenhouse, and floral business presents potential environmental risks. Potential contaminants include pesticides and fertilizers used in bulk quantities for growing plants and for agricultural use. Agricultural activities are also often associated with bulk storage of petroleum products for fueling equipment. Although no known contaminants have been identified on the property, assessment is recommended. Figure 5-4 highlights the property and lists the potential environmental concerns for the parcel. Table 5-1b summarizes the known and potential impacts associated with Transformative Opportunity Site #2.

Table 5-1b: Site #2 Known and Potential Contamination

Parcel #	Description	Known BRTS #(s)	Soil Contamination Description	Groundwater Contamination	Potential Vapor Intrusion	Building Condition	Comment
6-45	1409 Velp Avenue Former Floral Shop and Green House	None	Unknown	Unknown	Possible	No Structure	Former farm and greenhouse business with one residential dwelling remaining on the parcel



Transformative Opportunity Site #2

Velp Avenue Corridor
Green Bay, WI



0 25 50 100 Feet

- Sanitary Network Junctions
- Sanitary Sewer Main
- Storm Sewer Main
- 2-Foot Contours

Site Number

- Transformative Opportunity #2
- 100-year Floodplain
- Planning Area Boundary
- Parcels

Owner	McVestments LLC
Existing Land Use	Vacant, residential
Zoning	C1 General Commercial
Future Land Use	Commercial
Site Size	3.58 acres

Documented and Potential Environmental Concerns:

- 1 Former greenhouse and floral business and farm. Potential pesticide, fertilizer, and petroleum storage use.

Figure 5-4: Transformative Opportunity Site #2 Physical Conditions

Source: Stantec

Figure 5-5: Transformative Opportunity Site #2



Source: Google

POTENTIAL REDEVELOPMENT SCENARIOS

Transformative Opportunity Site #2 is one of few existing parcels along Velp Avenue that could be developed as multi-family housing. Properties on the north side of Velp are generally unsuitable for housing, given the proximity of industrial uses and potential environmental contamination. Opportunities to add housing along the south side of Velp that do not require site assembly or demolition of existing buildings are rare.

Furthermore, the site’s proximity to the Fort Howard Cemetery offers views of green space that would be desirable to residential users. Adding multi-family housing to this vacant parcel could create a buffer between single-family homes along Locust and commercial and industrial properties along Velp Avenue. This site also presents a unique opportunity to add housing choices in a neighborhood of primarily single-family homes, creating new options for people at all life cycle phases.

GREATEST OPPORTUNITIES

- Multi-family housing

SECONDARY OPPORTUNITIES

Site could be redeveloped as mixed use residential/retail, should market conditions support

Land Use	Compatibility	
	Least	Most
Commercial		x
Multi-family Residential		x
Office		x
Mixed Use: Office/Retail		x
Industrial	x	
Green Open Space	x	

REDEVELOPMENT CONCEPTS

Two concepts are presented showing two scenarios for multi-family housing. One depicts approximately 28 townhomes with attached garages and entry points on both Velp Avenue and Locust Street. The other shows approximately 70 to 90 units developed at 2 to 3 stories with a combination of detached garages and surface parking. This concept shows the main building adjacent to the street frontage. Both redevelopment concepts show a sidewalk extension along Locust Street filling an existing gap in the network.

GENERAL OBSERVATIONS OF SITE DEVELOPMENT NEEDS

Previous land use on the site presents limited environmental risk. No grading is needed to prepare the site for redevelopment. Municipal sewer and storm services can readily be extended into the site from Locust Street. If fully developed, the site has limited options for site based filtration or infiltration due to limited green space areas on the site; it may be possible to store stormwater underneath a surface parking lot, depending on the site’s design.

IMPLEMENTATION CONSIDERATIONS

In order to initiate redevelopment of this site, the following are key considerations:

- Investigation and clean-up of potential contamination
- Demolition of existing single-family home
- Rezoning from CI General Commercial (unless ground floor retail is included)
- Investigation and clean-up of potential contamination
- Address neighborhood concerns regarding increased traffic on Locust Street
- Address neighborhood concerns regarding quality and maintenance of structures





ZONING ORDINANCE NO. XX-23

**AN ORDINANCE REZONING THE PROPERTY LOCATED AT
1409 VELP AVENUE (PARCEL 6-45) FROM GENERAL COMMERCIAL (C1)
AND LOW DENSITY RESIDENTIAL (R1) DISTRICTS TO VARIED DENSITY
RESIDENTIAL (R3) DISTRICT
(ZP 23-36)**

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 rezoning the following described property, known as 1409 Velp Avenue from general commercial (C1) and low density residential (R1) districts to varied density residential (R3) district:

MILITARY RESERVE N 1/2 OF PRT OF LOT 72 SW OF VELP AV EX 233 D 258 & EX 247 D 592 & EX 310 D 66 & EX 324 D 86 & EX 791 R 445 & EX 958 D 375 & EX 12 CSM 9 & EX PCL 161 OF TPP 1450-04-21-4.24.

REZONE AREA CONTAINS 155,901 SQUARE FEET / 3.579 ACRES, MORE OR LESS.

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

SECTION 3. This ordinance shall not take effect until a public hearing is held hereon as provided by Section 44-82, Green Bay Municipal Code, and the adoption and publication of this ordinance.

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

APPROVED:

Eric Genrich, Mayor

ATTEST:

Celestine Jeffreys, Clerk

Db:

Attachment – Map



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.7

(ZP 23-31) Public Hearing on a request to rezone 1046 Gray Court and 1052 Velp Ave from LI Light Industrial and GI General Industrial Districts to C2 Highway Commercial District, submitted by Community and Economic Development. (Ald. Steuer, District 10)

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.8

(ZP 23-31) Consideration with possible action on a request to rezone 1046 Gray Court and 1052 Velp Ave from LI Light Industrial and GI General Industrial Districts to C2 Highway Commercial District, submitted by Community and Economic Development. (Ald. Steuer, District 10)

BACKGROUND

(ZP 23-31) Consideration with possible action on a request to rezone 1046 Gray Court and 1052 Gray Court from LI Light Industrial and GI General Industrial Districts to C2 Highway Commercial District, submitted by Community and Economic Development (Ald. Steuer, District 10).

Primary Address: 1046 Gray Court and 1052 Velp Ave (Parcel #18-756-2 and #18-756-A-1)

Aldersperson/District: Ald. Steuer/District 10

Reason for Request: The proposed rezoning will allow for future commercial development, as recommended in the Velp Avenue Areawide Plan (Transformative Site #4).

Surrounding Zoning and Land Uses:

1052 VELP: General Industry (GI), Communications Tower and Vacant Land

1046 GRAY: Light Industry (LI) and General Industrial (GI) | Car Sales

NORTH: General Industry (GI) and Planned Unit Development (PUD) | Railroad and Multi-Family Development

SOUTH: General Commercial (C1) and Community Center Commercial (C3) | Retail, Convenience Store, Drive Through Bank

EAST: General Industry (GI) & Light Industry (LI) | Vacant Land and Car Sales

WEST: Planned Unit Development (PUD) and General Industrial (GI) | Multi-Family Development and Single Family Residence

Comprehensive Plan: The 2022 Smart Growth Green Bay Comprehensive Plan recommends commercial uses for these parcels as well as wetlands and private open space for the northern portion of 1046 Gray Court. This rezoning is consistent with this recommendation. The Velp Avenue Areawide Plan lists this parcel as Transformative Site #4, recommending Commercial, Mixed Use, Office/Retail, and Industrial uses for this parcel. This rezoning is also consistent with this recommendation.

Report: This rezoning request includes two parcels. 1046 Gray Court (parcel #18-756-2) is owned by NSighttel Wireless LLC. It is 4.56 acres with a communications tower and facility located in the southern portion of the parcel and wetlands and open space to the north. The second is 1052 Velp, a 1.84-acre site located at the northwest corner of the intersection of Velp Avenue and Atkinson Drive. It currently has two zoning districts: GI and LI. These two parcels along with a portion of 1060 Gray Court were identified as part of Transformative Site #4 (West Side). 1060 Gray Court is part of a Planned Unit Development approved in 2018. This PUD includes approximately an acre of land adjacent to the two parcels in question which has been designated as commercial land use.

We are requesting a rezoning of both parcels in their entirety to be zoned C2. The C2 district offers much flexibility in redeveloping, especially for a potentially environmentally challenging site. It also allows for the existing use of car sales and a communications tower.

Ald. Steuer and neighbors within 200 feet were notified of the meeting based on Plan Commission policy. Staff received feedback from a neighboring property owner and the existing property owner at 1046 Gray Court. Feedback was neutral.

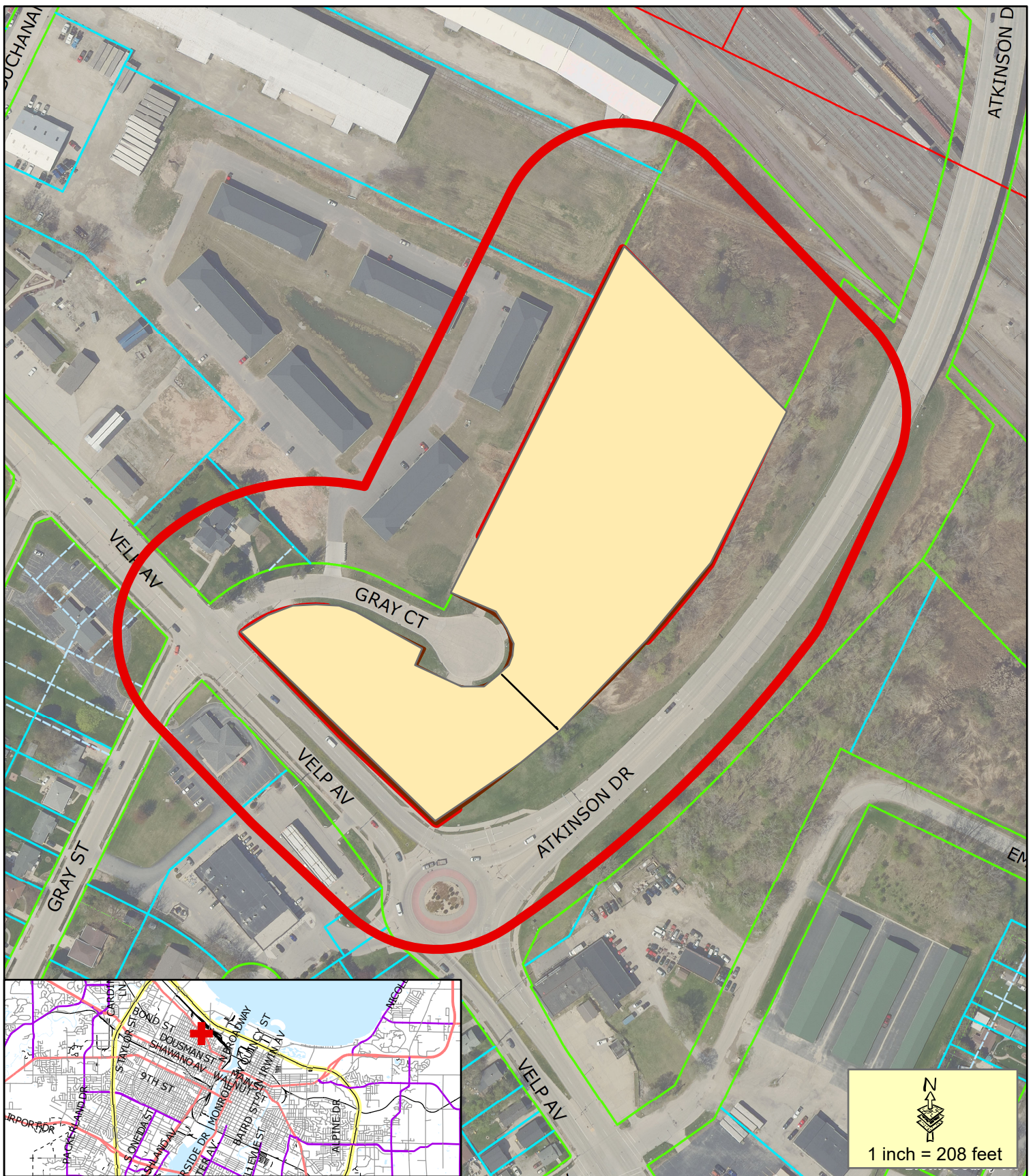
RECOMMENDATION

Approval of the request to rezone the parcels from (GI) General Industrial and (LI) Light Industrial to (C2) Highway Commercial.

FISCAL IMPACT

ATTACHMENTS

1. ZP 23-31 Property Map
2. Velp Avenue Plan, Transformative Site #4



- Proposed Rezone Parcels
- 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 JL

Rezone Request (ZP 23-31)
LI and GI to C2
1052 Velp Ave
1046 Gray Court

TRANSFORMATIVE OPPORTUNITY SITE #4

EASTERN PARCELS

SITE DESCRIPTION

This 20.5-acre site is comprised of six parcels located east of the Atkinson Drive and Velp Avenue intersection. The site is approximately half a mile south of Interstate Highway 43 (I-43) making this site easily accessible from I-43. Currently, two parcels contain commercial businesses that include automotive sales/automotive repair with a building occupying approximately 12,642 square feet at the southwest corner, and a pipe and sewer inspection company with building occupying 5,320 square feet at the southeast corner of Transformative Opportunity Site #4. A small additional parcel is located at the corner of Velp and Atkinson.

This small vacant parcel is owned by the City and is currently grass covered. The additional three properties comprising of the north half of Transformative Opportunity Site #4 are largely undeveloped green spaces with large trees and dominant vegetation. The largest parcel, parcel #18-756-D is owned by Wisconsin Central Limited railroad company and lies immediately south of the main rail corridor and has multiple rail sidings extending onto its northern border. A mix of residential, commercial, and industrial properties surrounds Transformative Opportunity Site #4. Historically, this site consisted of farm fields and undeveloped lands which gave way to more developed use by the 1960s. The two parcels situated along Velp Avenue (parcels #18-756 and #18-756-C-3) are the most developed and have housed multiple small businesses. Site #4 is illustrated in Figure 5-8.

BROWNFIELD STATUS

Transformative Opportunity Site #4 is generally classified to have high environmental concern with a moderate level of data uncertainty. Figure 5-10 highlights known environmental impacts associated with the site. Table 5-1d summarizes potential and known impacts associated with Transformative Opportunity Site #4. During November 1997, a petroleum release was discovered associated with a leaking underground storage tank (LUST) at the southwestern most parcel and assigned WDNR BRRS #03-05-175675. The petroleum tanks were removed with the soil and groundwater contaminant plumes found existing on and off-site. Soil contamination extends beneath the sidewalk along Velp Avenue with groundwater contamination extending into the Velp Avenue and Columbia Avenue right-of-ways. Based on investigation, the Wisconsin Department of Commerce determined the contamination did not pose a significant threat to human health or the environment.

Figure 5-8: Transformative Opportunity Site #4 (eastern parcels)



Source: Google

A “No Further Action” letter was issued, noting if soil is removed from the property for future developments, it must be sampled and analyzed for proper disposal. Additionally, the letter also restricts the installation of a potable well without WDNR approval.

In September 1992, soil contaminated with polynuclear aromatic hydrocarbons (PAHs) was discovered on the northern portion of parcel #18-756-C-3 located at 1100 Columbia Avenue and the WDNR opened BRRTS #02-05-000380. Contamination was investigated and associated with historic cleaning of truck trailers containing emulsified asphalt and asphaltic cement. The impacted area was remediated by installing an engineered cap consisting of 4.5 feet of gravel, clay, and topsoil over the contaminated location. In total the cap which must be maintained covers approximately 14,400 square feet. Alterations of the cap can only be made with WDNR approval. A deed restriction was also placed on the parcel to inform prospective buyers that residual soil contamination remains in place and the BRRTS case was subsequently closed in October of 2000.

Two additional closed BRRTS cases are also associated with the southern portion of Parcel #18-756-C-3 (BRRTS #03-05-208233 and 03-05-000664). Prior to 1990, the site contained three USTs, two of which were removed in September 1990 with an 8,000-gallon diesel fuel tank left in place. During removal of the USTs, sampling indicated soil and groundwater were contaminated with PVOCs and/or PAHs. In October 1994 an estimated 588-tons of soil was excavated from the Property and disposed. With remediation completed, the WDNR closed case 03-05-000664 in February 1995 with no further investigation or actions necessary. No information was attainable regarding the status of the third UST, however, according to WDNR personnel, closed BRRTS case 03-05-208233 is likely related to its removal. Verification was not available as the case file could not be located by the WDNR.

The previous soil and groundwater Investigations did not fully assess all parcels that make up Transformative Opportunity Site #4 for potential releases of petroleum or hazardous substances. Therefore, in addition to the known residual contamination on Transformative Opportunity Site #4, potential impacts may be associated with continued use of the southwestern most parcel (parcel #18-756) for automotive repair or the northern most parcel (parcel #18-756-D) for railroad operations. Auto repair facilities are often associated with the use and storage of bulk petroleum products common to the industry and may include leaded and unleaded gasoline, diesel, engine coolants, and degreasers. Contamination commonly associated with railroad corridors include arsenic (to control weeds), metals, and petroleum products, which likely dripped from rail cars and locomotives. Other contaminants may include creosote used to preserve wood ties, coal ash from engines, and PAHs from diesel exhaust. Given the estimated age of the buildings, additional assessment should be completed to evaluate if ACMs or LBP is present.

Figure 5-9: Transformative Opportunity Site #4 (western parcels)



Source: Google

WESTERN PARCELS

SITE DESCRIPTION

This site is made up of two full parcels and one partial parcel, the conditions of which are described below (illustrated in Figure 5-9). Like the eastern parcels, the western quadrant of Velp and Atkinson offers highway visibility that could support large-scale retail redevelopment.

1052 Velp Avenue

This 1.82 acre parcel located at the corner of Velp Avenue and Atkinson Drive is zoned general industry (GI) and Light industrial (LI) and currently home to a small used car dealership. The lot consists of gravel and grass surfaces with one small building located along Velp Avenue. Aerial photography provided by Brown County reveals the site was formerly a smaller portion of a larger farm until at least the mid-1970s. Photos also show two structures on the site during this time which may have been the original farm house and barn. In 1978 the property appeared to be used for semi-trailer storage which later gave way to the car dealership in the 1990s.

1046 Gray Court

This property is a 4.56 acre parcel immediately adjacent to Atkinson Drive. The lot is zoned GI and consists of a wireless tower installation business surrounded by low vegetated areas to the north and east. The business appears to have been present since at least 2000. Historically the property appears to have been used as a portion of an agricultural or undeveloped field from 1936 to at least 1978. A 1992 aerial shows two small structures were eventually constructed on the site with access to Gray Court. These structures appear to be utilized today.

1060 Gray Court (Eastern half of lot)

This 8.91 acre parcel zoned GI consists primarily of open vacant land with access to Gray Court and North Buchanan Street. The eastern third of the property (area of interest) consists primarily of a vacant grass covered field, gravel driveway and parking area. Multiple boats, wood, and metal debris were observed scattered on or adjacent to the area of interest during a 2016 windshield survey. Historic aerial photos show the entire property appears to have been utilized as a small farm from approximately 1936 to 2000.

BROWNFIELD STATUS

The brownfield status of each of the three parcels is outlined by parcel address below. A summary of brownfield status is included in Table 5-1d on the following page.

1052 Velp Avenue

While no known impacts are currently associated with this property, the site was identified as a potential brownfield due to the storage of used and damaged vehicles on the lot over unpaved surfaces. Potential leaks of automotive fluids have the ability to infiltrate soil on the site potentially creating soil and/or groundwater impacts.

Additionally, past use of the site for agriculture does present potential environmental risks. Potential contaminants can include pesticides and fertilizers stored and used in bulk quantities common within the industry. Agricultural activities are also often associated with bulk storage of petroleum products for fueling equipment.

1046 Gray Court

This property was labeled a potential brownfield based on data received by the environmental records search conducted by EDR, a property research company. The EDR report highlighted four active diesel fuel above ground storage tanks are on the site for storage of backup generator fuel. Aerial photos did not reveal the location of these tanks and no known spills or contamination have been documented. However, storage of bulk quantities of petroleum poses a higher risk for a release.

1060 Gray Court (Eastern half of lot)

This property was not identified as a potential brownfield during the brownfield inventory. The site is adjacent to a closed former BRRts site situated approximately 630 feet to the west of the area of interest. However, no indications of offsite contamination have been noted by WDNR. Therefore there are no likely impacts in this location. The use of the site as a former agricultural field also presents a small risk of being impacted. This risk is still considered low as it is unlikely the field was utilized for bulk petroleum, fertilizer, or pesticide storage. While no impacts have been documented or are suspected, this does not mean impacts are not present.

Table 5-1d: Site #4 Known and Potential Contamination

Parcel #	Description	Known BRRS #(s)	Soil Contamination Description	Groundwater Contamination	Potential Vapor Intrusion	Building Condition	Comment
EASTERN PARCELS							
18-756	1006-1018 Velp Avenue	03-05-175675	Residual Petroleum contamination from former LUST	Residual Petroleum contamination from former LUST	Likely	Moderate/Good	Residual soil and groundwater contamination exists on the Property and within the Columbia Street and Velp Avenue ROWs.
18-754-A	None	None	Unknown	Unknown	Possible	No Structure	Wooded lot with no structures
18-756-B	None	None	Unknown	Unknown	Possible	No Structure	City owned parcel immediately adjacent to auto body repair shop.
18-756-C	None	None	Unknown	Unknown	Possible	No Structure	City owned vacant wooded lot.
18-756-D	None	None	Likely but not identified	Likely but not identified	Possible	No Structure	Primarily vacant vegetated parcel with some railroad tracks on its northern edge. Parcel is adjacent to Wisconsin Central Limited railroad yard
18-756-C-3	1100 Columbia Avenue	02-05-000380, 03-05-000664, 03-05-208233	Emulsified asphalt containing PAHs	None discovered	Possible	Moderate/Good	Impacted soil has been remediated by placement of an engineered cap that must be maintained over the contamination.
WESTERN PARCELS							
18-756-A-1	1052 Velp Avenue	None	Unknown	Unknown	Unknown	Moderate	Small used car dealership, former farm
18-756-2	1046 Gray Court	None	Unknown	Unknown	Unknown	Moderate/Good	Wireless tower installation business has been present since 2000 on the site.
18-781	1060 Gray Court (eastern part of the parcel)	None (adjacent to a closed BRRS site)	Unlikely	Unlikely	Unlikely	No Structure	Property was formerly used for agriculture, with no likely storage of petroleum or fertilizer. However, impacts may still be present.

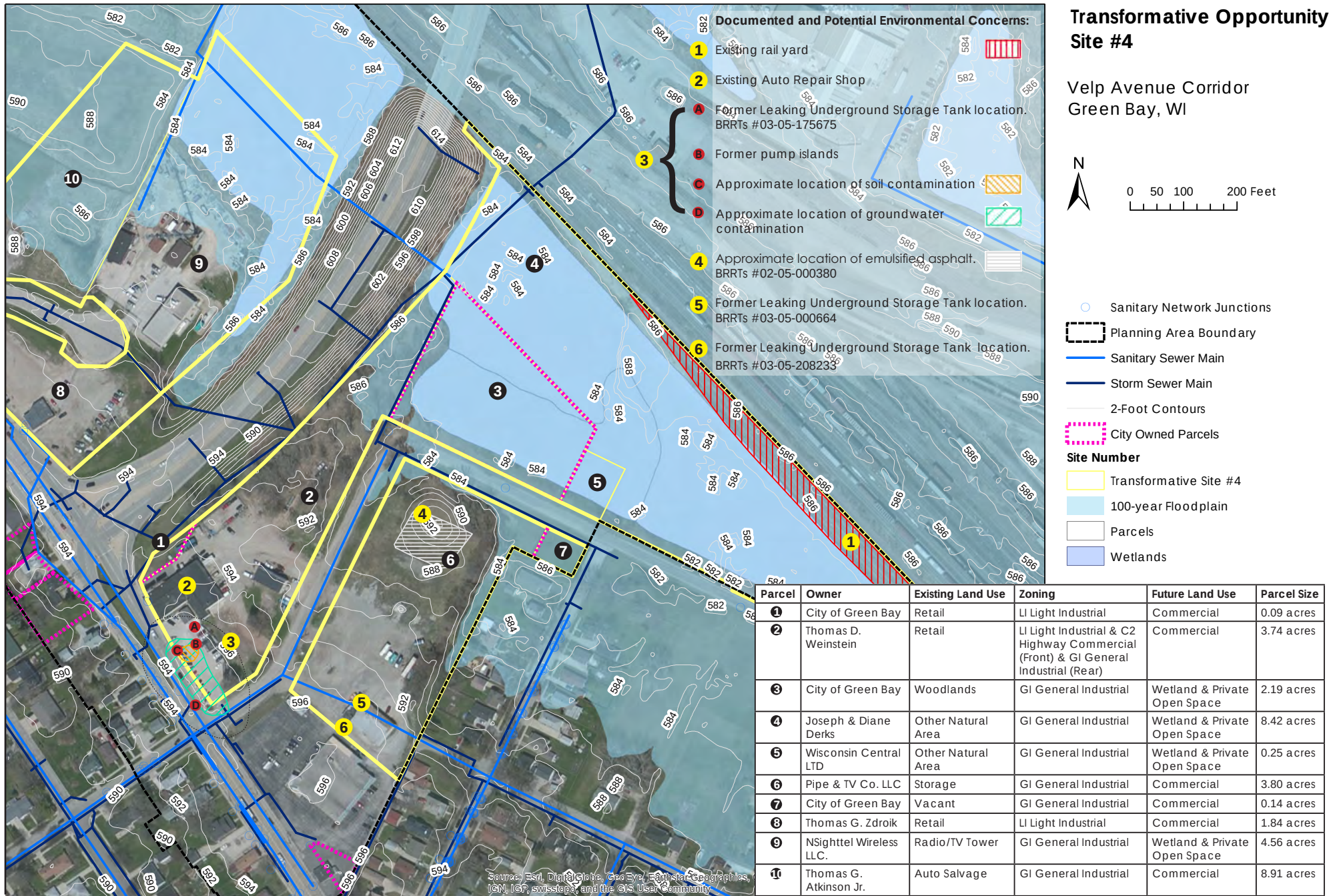


Figure 5-10: Transformative Opportunity Site #4 Issues

GREATEST OPPORTUNITIES

- Gateway into Green Bay
- Commercial land uses

SECONDARY OPPORTUNITIES

- Site could include office or mixed use office/retail, should market conditions support
- There could also be the potential to reconfigure the roadway/truck route which would allow for additional developable land

Land Use	Compatibility	
	Least	Most
Commercial		x
Multi-family Residential	x	
Office		x
Mixed Use: Office/Retail		x
Industrial		x
Green Open Space	x	

POTENTIAL REDEVELOPMENT SCENARIO

This transformative opportunity site is identified as a gateway to Green Bay and a key opportunity to diversify neighborhood land uses with more retail opportunities. This area should welcome visitors to Green Bay and be a source of basic goods and service along Velp Avenue. Given the proximity to I-43, this site could attract a mix of commercial, residential, and large scale retail (including a grocery store).

Both the east and west sides of Atkinson are underutilized and have been evaluated for redevelopment potential. Common challenges for both sites include wet soils, floodplain, and assembling multiple parcels for redevelopment. It is important to note that only the east side of Atkinson has been studied for potential contamination. If development occurs on the west side of Atkinson, an assessment of potential contamination will need to be completed and the site may have to be remediated.

GENERAL OBSERVATIONS OF SITE DEVELOPMENT NEEDS

Eastern Quadrant: The site has known soil, groundwater, and other impacts associated with underground tanks and former uses as a gas station and auto-repair that will need to be addressed as part of any site development. Site grades will not need to change to support redevelopment, with the exception of a mound near the location of emulsified asphalt area that must be removed. Stormwater management will favor filtration and if possible infiltration, grassy swales and overland drainage to wetland area to the north of Emmett Street where permitted.

To achieve the full redevelopment potential of the site, the redevelopment concepts presented in this plan depict Columbia Avenue being relocated through the project site. This enlarges the developable area west of Columbia Avenue, creating more potential for a large-scale anchor retail tenant. Relocation of the street is a public cost, and could only be initiated after the City had acquired properties along the proposed realignment.

Western Quadrant: The site contains wetlands and much of the property lies within the 100-year floodplain. Any developer should consult the Wisconsin DNR before planning potential impacts to wetlands and discuss potential options in obtaining permits for filling or mitigating wetlands to allow for future development.

To achieve the full redevelopment potential of the site, the redevelopment concepts presented in this plan depict Gray Court being relocated through the project site. This enlarges the developable area with intersection visibility, creating more potential for a large-scale anchor retail tenant. Relocation of the street is a public cost, and could only be initiated after the city had acquired properties along the proposed realignment.

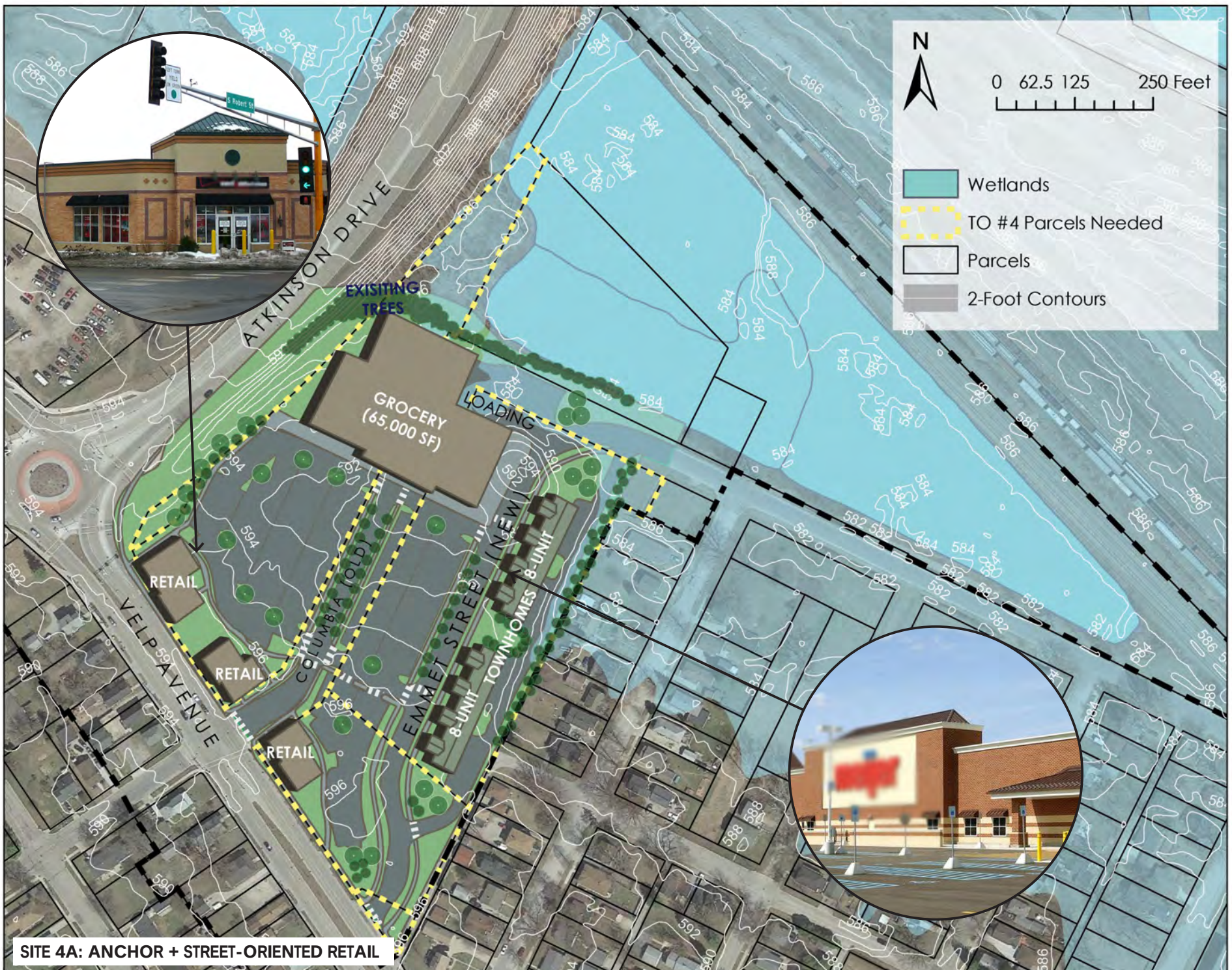




SITE 4A: STREET-ORIENTED, MIXED-USE NODE



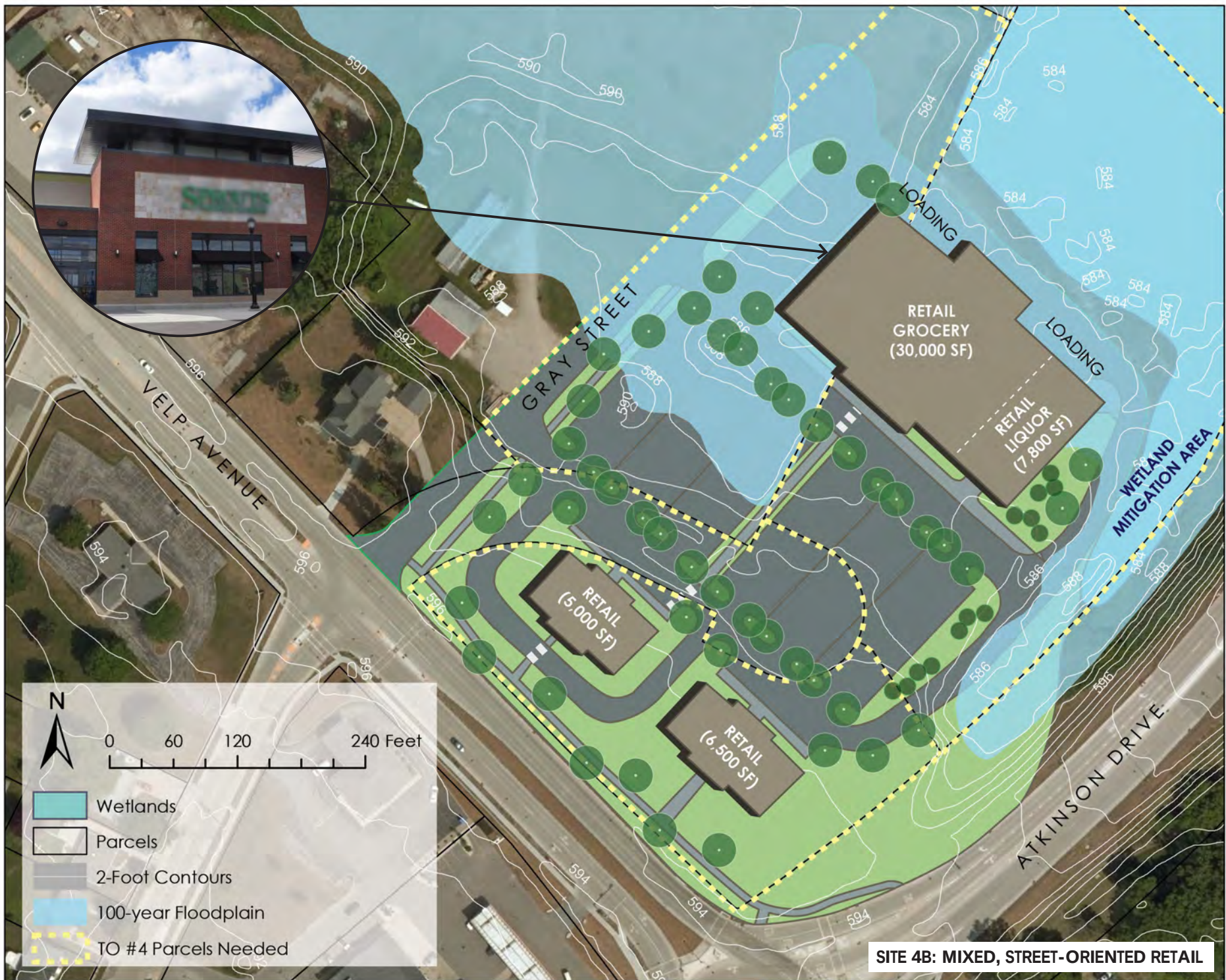
SITE 4A: DESTINATION RETAIL



SITE 4A: ANCHOR + STREET-ORIENTED RETAIL



4B: LARGE-SCALE RETAIL WITH PEDESTRIAN CONNECTIONS





Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

Dena Mooney, Staff

AGENDA ITEM # E.9

(ZP 23-44) Public hearing on the request to rezone property at 1218 Velp Avenue, the southern 180 feet of property at 1212 Velp Avenue, and the southern 160 feet of property at 1156 Velp Avenue (Parcels: #18-782-E, #18-782, #18-783) from General Industrial (GI) District to Highway Commercial (C2) District, submitted by Department of Community and Economic Development. (Ald. M. Steuer, District 10)

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

Dena Mooney, Staff

AGENDA ITEM # E.10

(ZP 23-44) Consideration with possible action on the request to rezone property at 1218 Velp Avenue, the southern 180 feet of property at 1212 Velp Avenue, and the southern 160 feet of property at 1156 Velp Avenue (Parcels: #18-782-E, #18-782, #18-783) from General Industrial (GI) District to Highway Commercial (C2) District, submitted by Department of Community and Economic Development. (Ald. M. Steuer, District 10)

BACKGROUND

Primary Address: 1218 Velp Avenue, 1212 Velp Avenue, and 1156 Velp Avenue

Alderson/District: Ald. Steuer / District 10

Reason for Request: The proposed rezoning is a City-initiated request for purposes of implementing the *Velp Avenue Areawide Plan*. These parcels are part of *Transformative Opportunity Site #3*.

Surrounding Zoning and Land Uses:

SUBJECT: General Industrial (GI) and Highway Commercial (C2) | Vacant Buildings, Manufacturing/Industrial Uses, and Vacant Land

NORTH: General Industrial (GI) | Manufacturing/Industrial Uses

SOUTH: General Commercial (C1) and Varied Density Residential (R3) | Single-Family Homes, Multi-Family Housing, and Commercial Uses

EAST: General Industrial (GI) | Industrial Uses

WEST: General Commercial (C1) | Retail, Restaurants, Single-Family Homes

Comprehensive Plan: The 2022 Smart Growth Green Bay Comprehensive Plan currently recommends commercial uses for these parcels. Furthermore, the *Velp Avenue Areawide Plan* lists these parcels as *Transformative Opportunity Site #3*, recommending Commercial, Office, Mixed Use: Office/Retail, and Industrial uses for these parcels. This rezoning is consistent with these recommendations.

Report: In June 2017, the *Velp Avenue Areawide Plan* was adopted. This request involves *Transformative Opportunity Site #3* of the Plan. *Transformative Opportunity Site #3* includes the following three parcels:

- 1) The building located at 1218 Velp Avenue (Parcel #18-783) is vacant and currently has a raze or repair order on it. The request is to rezone the entire parcel from General Industrial (GI) to Highway Commercial (C2) District. Given the historic character of this building, the Velp Plan suggests rehabilitating it to house a unique destination, such as a brewery and tap room or restaurant.
- 2) The owner of 1212 Velp Avenue (Parcel #18-782) stated that the southern portion of the building along Velp Avenue is vacant but the northern portion of the building is occupied. The request is to rezone the unoccupied, southern 180 feet of the parcel from General Industrial (GI) to Highway Commercial (C2). The Velp Plan suggests uses such as larger-scale commercial/industrial spaces such as warehousing or small-scale production areas and showrooms. Because the northern portion of the building is occupied, staff is recommending that only the southern 180 feet be rezoned.

3) The southern portion of 1156 Velp Avenue (Parcel #18-782-E) is vacant. A self-storage facility is currently being constructed on the northern portion of the parcel. A two lot, Certified Survey Map (CSM) has been approved by the City, but the property owner has not yet recorded the CSM. The request is to rezone the vacant, southern 160 feet of the parcel from General Industrial and Highway Commercial (C2) to Highway Commercial (C2). The rezoning corresponds to the proposed new lot configuration shown on the CSM. A portion of the southern 160 feet of the property is currently zoned C2. The Velp Plan suggests uses such as larger-scale commercial/industrial spaces such as warehousing or small-scale production areas and showrooms.

Due to the auto-oriented nature of Velp Avenue, the neighboring uses, and recommended uses in the *Velp Avenue Areawide Plan*, staff recommends rezoning these areas to the Highway Commercial (C2) District.

Ald. Steuer and neighbors within 200 feet have been notified of the meeting based on Plan Commission policy. No inquiries have been made as of the drafting of this report. Prior to holding the public hearing, staff did reach out to the owners of the subject parcels. Only the owner of 1212 Velp Avenue (Alwin Manufacturing Co.) responded. The owner did not have any objections to rezoning the unoccupied portion of the building to C2.

RECOMMENDATION

Approval of the request.

FISCAL IMPACT

ATTACHMENTS

1. ZP 23-44 Map
2. Velp Avenue Plan - Transformative Site #3
3. Draft CSM for 1156 Velp Ave

TRANSFORMATIVE OPPORTUNITY SITE #3

SITE DESCRIPTION

Transformative Opportunity Site #3 is located north of Velp Avenue between Rug Road and Winford Avenue. The site is composed of three adjacent parcels totaling approximately 10.5 acres. Two of the western-most parcels (1218 and 1212 Velp) have been the site of the Alwin building which has housed industrial operations including pulp warehouses, metal stamping, and auto trailer manufacturing since at least the 1930s. These parcels are currently utilized as adjoined manufacturing facilities occupying approximately 50,500 square feet with associated gravel receiving and parking areas. The third parcel (1156 Velp) is a vacant former concrete block manufacturing facility. Most of the third parcel consists of a large asphalt staging area with small industrial buildings occupying approximately 11,853 square feet along Velp Avenue. Buildings on Transformative Opportunity Site #3 appear in generally poor condition cosmetically; however, all have consistently passed building inspections by the City of Green Bay Fire Department within the last seven years. Transformative opportunity Site #3 is illustrated in Figure 5-6.

Figure 5-6: Transformative Opportunity Site #3



Source: Google

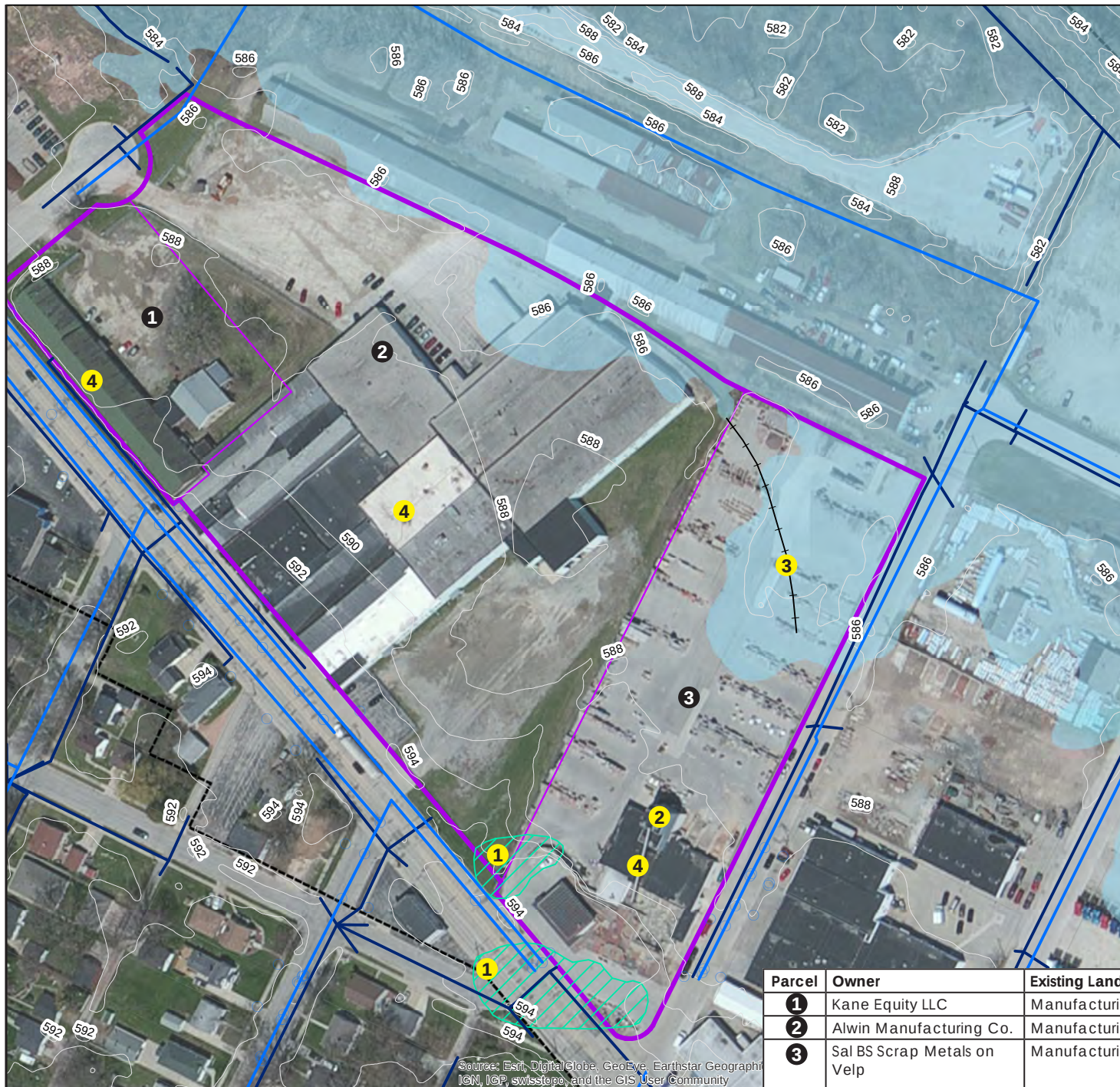
Table 5-1c: Site #3 Known and Potential Contamination

Parcel #	Description	Known BRRTS #(s)	Soil Contamination Description	Groundwater Contamination	Potential Vapor Intrusion	Building Condition	Comment
18-783	1218 Velp Avenue Manufacturing Company	None	Unknown	Unknown	Possible	Poor with signs of neglect	Old manufacturing facility in poor condition with signs of neglect and proper maintenance
18-782	1212 Velp Avenue Alwin Manufacturing Company	13-05-573409	Unknown	Contamination from 1156 Velp Avenue	Possible	Moderate/Poor	Groundwater contamination resulting from an offsite release at 1156 Velp Avenue, former County Block facility
18-782-E	1156 Velp Avenue Vacant Former County Block facility	03-05-000812	Unknown	Petroleum = benzene, xylene, MTBE	Likely	Poor	Five closed/removed Petroleum storage tanks registered with DATCP. Two ASTs currently remain on the Parcel

BROWNFIELD STATUS

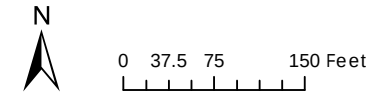
Transformative Opportunity Site #3 is generally classified to have high environmental concern with a moderate level of data uncertainty. Historically, one Underground Storage Tank (UST) and four Above Ground Storage Tanks (ASTs) containing petroleum were present on the easternmost parcel at 1156 Velp Avenue. These tanks are registered with the Department of Agriculture Trade and Consumer Protection (DATCP) and listed as closed/removed. In 1991 the WDNR was notified of a petroleum release in association with the petroleum tanks and the WDNR opened Bureau of Remediation and Redevelopment Tracking System (BRRTS) case #03-05-000812 for the parcel. Upon further investigation, contaminated groundwater was discovered on-site and extending off-site to the west onto Parcel #18-782 at 1212 Velp Avenue. Following groundwater monitoring, the WDNR closed the case in September of 2000 with groundwater use restrictions indicating groundwater contamination was still present on and off-site. Currently, there appear to be two petroleum or diesel ASTs present at 1156 Velp and it is unclear whether these tanks are empty.

Potential other contaminants that may be present on Transformative Opportunity Site #3 include petroleum or other hazardous substances related to former industrial activities given over 75 years of industrial use of these parcels and a railroad spur which formerly occupied a portion of the 1156 Velp Avenue parcel. In addition, it is unknown whether an evaluation for the potential presence of ACM and LBP in the site buildings has been conducted. Since many of the site buildings were constructed prior to the 1980s, there is a greater likelihood for ACM and LBP to be present. Sampling and assessment of the buildings for these and other hazardous materials is also recommended as a prerequisite for demolition or rehabilitation of the site buildings. Assessment of potential hazardous substances not investigated as a part of previous investigations is also recommended. Figure 5-7 highlights known environmental impacts associated with the Site. Table 5-1c summarizes the known and potential impacts associated with Transformative Opportunity Site #3.



Transformative Opportunity Site #3

Velp Avenue Corridor
Green Bay, WI



- Sanitary Network Junctions
- 2-Foot Contours
- Sanitary Sewer Main
- Storm Sewer Main
- Former Railroad Spur
- Site Number**
- Transformative Opportunity #3
- 100-year Floodplain
- Planning Area Boundary
- Parcels

Documented and Potential Environmental Concerns:

- 1** Approximate extent of groundwater impacts. BRRs #03-05-000812
- 2** Existing Above-ground Storage Tanks (2)
- 3** Approximate location of former railroad spur.
- 4** Potential Asbestos Containing Materials and Lead Based Paint in buildings.

Parcel	Owner	Existing Land Use	Zoning	Future Land Use	Parcel Size
1	Kane Equity LLC	Manufacturing	GI General Industrial	Commercial	1.16 acres
2	Alwin Manufacturing Co.	Manufacturing	GI General Industrial	Commercial	6.31 acres
3	Sal BS Scrap Metals on Velp	Manufacturing	GI General Industrial (Rear) C2 Highway Commercial (Front)	Commercial	3.20 acres

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, IGN, IGP, swisstopo, and the GIS User Community

Figure 5-7: Transformative Opportunity Site #3 Issues

Source: Stantec

Land Use	Compatibility	
	Least	Most
Commercial		x
Multi-family Residential	x	
Office		x
Mixed Use: Office/Retail		x
Industrial		x
Green Open Space	x	

POTENTIAL REDEVELOPMENT SCENARIO

This site has a complex industrial history and much of the site is still active. The Alwin Building presents a unique situation: the older, western part of the building is vacant, while the newer, eastern part of the building is home to four active businesses. Over time, a potential redevelopment scenario assumes the site remains industrial, but with some modifications.

Given the historic character of the western part of the Alwin building, this structure could be rehabilitated to house a unique destination, such as a brewery and tap room or restaurant. There is ample room behind the building which could serve as a patio space for customers. Additionally, there is little room between the existing structure and roadway. A patio space behind the building could provide opportunities for pedestrian facilities to create connectivity behind the site.

The eastern part of the site could be redeveloped to include larger-scale commercial/industrial spaces. These spaces could include both warehousing or small-scale production areas and showrooms.

GENERAL OBSERVATIONS OF SITE DEVELOPMENT NEEDS

Removing existing buildings could generate issues related to ground contamination, asbestos remediation, etc. Soils and subsoils will need to be tested for industrial solvents or other contaminants from previous land uses. Should the redevelopment scenario involve showroom commercial areas with loading docks, additional excavation may be necessary to support loading docks. Buildings shown in the redevelopment scenarios are slab on grade construction with structural footings and foundations requiring excavations. Stormwater management will favor filtration and if possible infiltration, grassy swales and overland drainage to existing wetland north of the site (if permitted; easements may be needed). Additional stormwater management may be accomplished through connection to the municipal storm and sewer system on Velp and Winford Avenues.

GREATEST OPPORTUNITIES

- Modern industrial uses
- Potential reuse of historic structure



SITE 3: CREATIVE REUSE

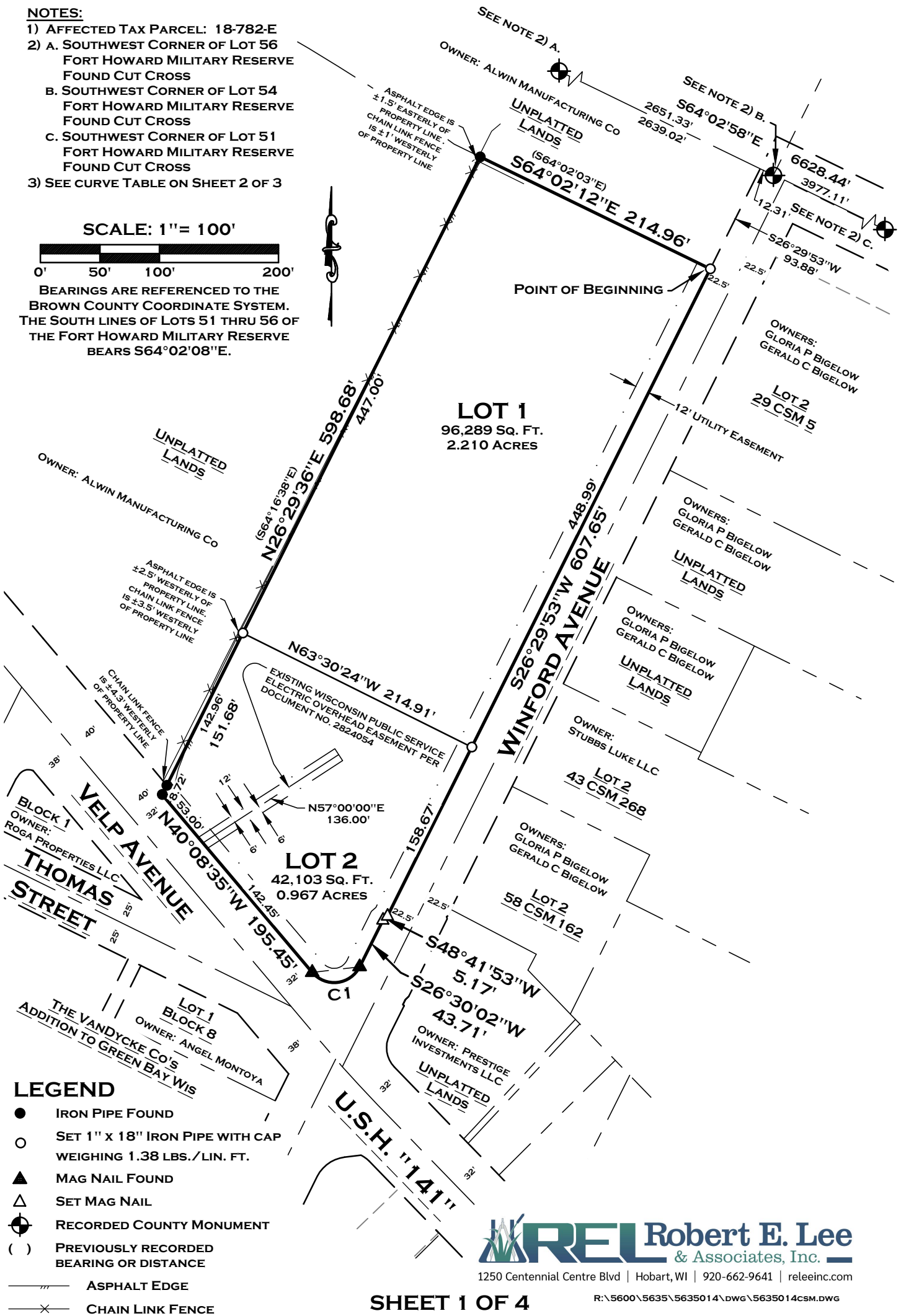
Source: Esri, DeLorme, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Geomatics, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

PRELIMINARY
CERTIFIED SURVEY MAP
PART OF THE LAVENTURE CLAIM, WEST SIDE OF FOX RIVER,
CITY OF GREEN BAY, BROWN COUNTY, WISCONSIN

NOTES:
1) AFFECTED TAX PARCEL: 18-782-E
2) A. SOUTHWEST CORNER OF LOT 56
FORT HOWARD MILITARY RESERVE
FOUND CUT CROSS
B. SOUTHWEST CORNER OF LOT 54
FORT HOWARD MILITARY RESERVE
FOUND CUT CROSS
C. SOUTHWEST CORNER OF LOT 51
FORT HOWARD MILITARY RESERVE
FOUND CUT CROSS
3) SEE CURVE TABLE ON SHEET 2 OF 3

SCALE: 1" = 100'

BEARINGS ARE REFERENCED TO THE
BROWN COUNTY COORDINATE SYSTEM.
THE SOUTH LINES OF LOTS 51 THRU 56 OF
THE FORT HOWARD MILITARY RESERVE
BEARS S64°02'08"E.



- LEGEND**
- IRON PIPE FOUND
 - SET 1" X 18" IRON PIPE WITH CAP
WEIGHING 1.38 LBS./LIN. FT.
 - ▲ MAG NAIL FOUND
 - △ SET MAG NAIL
 - ⊙ RECORDED COUNTY MONUMENT
 - () PREVIOUSLY RECORDED
BEARING OR DISTANCE
 - ASPHALT EDGE
 - CHAIN LINK FENCE

REL Robert E. Lee
& Associates, Inc.

1250 Centennial Centre Blvd | Hobart, WI | 920-662-9641 | rel@leeinc.com

R:\5600\5635\5635014.DWG\5635014CSM.DWG

CERTIFIED SURVEY MAP

PART OF THE LAVENTURE CLAIM, WEST SIDE OF FOX RIVER,
CITY OF GREEN BAY, BROWN COUNTY, WISCONSIN

SURVEYOR'S CERTIFICATE:

I, **BRYAN L. PFEFFER**, PROFESSIONAL LAND SURVEYOR, DO HEREBY CERTIFY THAT BY THE ORDER AND UNDER THE DIRECTION OF **SAL BS SCRAP METALS ON VELD, LLC**, I HAVE SURVEYED, MAPPED AND DIVIDED PART OF THE LAVENTURE CLAIM, WEST SIDE OF FOX RIVER, CITY OF GREEN BAY, BROWN COUNTY, WISCONSIN, MORE FULLY DESCRIBED AS FOLLOWS:

COMMENCING AT THE SOUTHWEST CORNER OF SAID LOT 56 OF THE RECORDED PLAT OF FORT HOWARD MILITARY RESERVE, VOLUME 1, PLATS, PAGE 43, DOCUMENT NUMBER 130; THENCE **S64°02'58"E**, 2639.02 FEET ON A LINE THAT CONNECTS SAID SOUTHWEST CORNER TO THE SOUTHWEST CORNER OF LOT 54 OF SAID FORT HOWARD MILITARY RESERVE TO THE WESTERLY RIGHT OF WAY OF WINFORD AVENUE; THENCE **S26°29'53"W**, 93.88 FEET ON SAID WESTERLY RIGHT OF WAY TO THE POINT OF BEGINNING; THENCE CONTINUING **S26°29'53"W**, 607.65 FEET ON SAID WESTERLY RIGHT OF WAY; THENCE **S48°41'53"W**, 5.17 FEET ON SAID WESTERLY RIGHT OF WAY; THENCE **S26°30'02"W**, 43.71 FEET ON SAID WESTERLY RIGHT OF WAY; THENCE ON SAID WESTERLY RIGHT OF WAY 47.48 FEET ON THE ARC OF A 24.00 FOOT RADIUS CURVE TO THE RIGHT, HAVING A LONG CHORD WHICH BEARS **S83°10'43.5"W**, 40.11 FEET TO THE NORTHERLY RIGHT OF WAY OF VELD AVENUE - A.K.A. U.S.H. "141"; THENCE **N40°08'35"W**, 195.45 FEET ON SAID NORTHERLY RIGHT OF WAY TO THE WESTERLY LINE OF LANDS DESCRIBED IN VOLUME 598, RECORDS, PAGE 361 AS DOCUMENT NUMBER 590956; THENCE **N26°29'36"E**, 598.68 FEET ON SAID WESTERLY LINE TO THE NORTHWEST CORNER OF SAID LANDS; THENCE **S64°02'12"E**, 214.96 FEET ON THE NORTHERLY LINE OF SAID LANDS TO THE POINT OF BEGINNING.

SAID DESCRIBED LANDS CONTAINS 138,392 SQUARE FEET OR 3.177 ACRES MORE OR LESS SUBJECT TO ALL EASEMENTS AND RESTRICTIONS OF RECORD.

THAT THE WITHIN MAP IS A TRUE AND CORRECT REPRESENTATION OF THE EXTERIOR BOUNDARIES OF THE LAND SURVEYED AND THE DIVISION OF THAT LAND AND THAT I HAVE FULLY COMPLIED WITH THE PROVISIONS OF CHAPTER 236.34 OF THE WISCONSIN STATUTES IN THE SURVEYING, MAPPING AND DIVIDING OF THE SAME.

DATED THIS _____ DAY OF _____, 2023.

BRYAN L. PFEFFER **PLS #2924**
ROBERT E. LEE & ASSOCIATES, INC.

THIS CERTIFIED SURVEY MAP IS CONTAINED WHOLLY WITHIN THE PROPERTY DESCRIBED IN THE FOLLOWING RECORDED INSTRUMENTS:

OWNER OF RECORD:
SAL BS SCRAP METALS ON VELD, LLC
ADDRESS: 14520 PIONEER RD, NEWTON WI 53063
PHONE NUMBER: 920-693-8261

RECORDING INFORMATION:
DOCUMENT NUMBER: 2655582

TAX PARCEL NUMBER:
18-782-E

CURVE TABLE							
CURVE #	DELTA	RADIUS	LENGTH	CHORD DIRECTION	CHORD LENGTH	TANGENT BEARING	SECOND TANGENT BEARING
C1	113°21'23"	24.00'	47.48'	S83°10'43.5"W	40.11'	N40°08'35"W	S26°30'02"W

CERTIFIED SURVEY MAP

PART OF THE LAVENTURE CLAIM, WEST SIDE OF FOX RIVER,
CITY OF GREEN BAY, BROWN COUNTY, WISCONSIN

RESTRICTIVE COVENANTS:

- 1. THE LAND ON ALL SIDE AND REAR LOT LINES OF ALL LOTS SHALL BE GRADED BY THE PROPERTY OWNER AND MAINTAINED BY THE ABUTTING PROPERTY OWNERS TO PROVIDE FOR ADEQUATE DRAINAGE OF SURFACE WATER.
- 2. EACH LOT OWNER SHALL GRADE THE PROPERTY TO CONFORM TO THE ADOPTED SIDEWALK GRADE ELEVATION AND MAINTAIN SAID ELEVATION FOR FUTURE SIDEWALKS.
- 3. NO POLES, PEDESTALS OR BURIED CABLE ARE TO BE PLACED SO AS TO DISTURB ANY SURVEY STAKE OR OBSTRUCT VISION ALONG ANY LOT LINES OR STREET LINE, A DISTURBANCE OF A SURVEY STAKE BY ANYONE IS A VIOLATION OF SECTION 236.32 OF THE WISCONSIN STATUTES.

SURVEYOR'S NOTES:

- 1. CITY OF GREEN BAY ZONING AND BUILDING APPROVALS ARE REQUIRED PRIOR TO COMMENCING CONSTRUCTION OF BUILDINGS, STRUCTURES, DRIVES, OR PARKING AREAS, AND MAY ALSO BE REQUIRED PRIOR TO COMMENCING GRADING, EXCAVATION, FILLING, OR OTHER LAND DISTURBING ACTIVITY.
- 2. THE PROPERTY OWNERS, AT THE TIME OF CONSTRUCTION, SHALL IMPLEMENT THE APPROPRIATE SOIL EROSION CONTROL METHODS OUTLINED IN THE WISCONSIN CONSTRUCTION SITE EROSION AND SEDIMENT CONTROL TECHNICAL STANDARDS (AVAILABLE FROM THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES) TO PREVENT SOIL EROSION. HOWEVER, IF AT THE TIME OF CONSTRUCTION THE CITY HAS AN ADOPTED SOIL EROSION CONTROL ORDINANCE, IT SHALL GOVERN OVER THIS REQUIREMENT. THIS PROVISION APPLIES TO ANY GRADING, CONSTRUCTION, OR INSTALLATION-RELATED ACTIVITIES.

UTILITY EASEMENT PROVISIONS:

AN EASEMENT FOR ELECTRIC, NATURAL GAS, AND COMMUNICATIONS SERVICE IS HEREBY GRANTED BY

SAL BS SCRAP METALS ON VELP, LLC, GRANTOR, TO

WISCONSIN PUBLIC SERVICE CORPORATION, A WISCONSIN CORPORATION, GRANTEE,

WISCONSIN BELL INC.. D/B/A AT&T WISCONSIN, A WISCONSIN CORPORATION
PAETEC USA TELECOM SERVICES
BROWN COUNTY C-LEC, LLC
US EXCHANGE/RVP FIBER
CHARTER TELECOMMUNICATIONS OPERATING, LLC

THEIR RESPECTIVE SUCCESSORS AND ASSIGNS, TO CONSTRUCT, INSTALL, OPERATE, REPAIR, MAINTAIN AND REPLACE FROM TIME TO TIME, FACILITIES USED IN CONNECTION WITH OVERHEAD AND UNDERGROUND TRANSMISSION AND DISTRIBUTION OF ELECTRICITY AND ELECTRIC ENERGY, NATURAL GAS, TELEPHONE AND CABLE TV FACILITIES FOR SUCH PURPOSES AS THE SAME IS NOW OR MAY HEREAFTER BE USED, ALL IN, OVER, UNDER, ACROSS, ALONG AND UPON THE PROPERTY SHOWN WITHIN THOSE AREAS ON THE PLAT DESIGNATED AS "UTILITY EASEMENT" AND THE PROPERTY DESIGNATED ON THE PLAT FOR STREETS AND ALLEYS, WHETHER PUBLIC OR PRIVATE, TOGETHER WITH THE RIGHT TO INSTALL SERVICE CONNECTIONS UPON, ACROSS, WITHIN AND BENEATH THE SURFACE OF EACH LOT TO SERVE IMPROVEMENTS, THEREON, OR ON ADJACENT LOTS; ALSO THE RIGHT TO TRIM OR CUT DOWN TREES, BRUSH AND ROOTS AS MAY BE REASONABLY REQUIRED INCIDENTAL TO THE RIGHTS HEREIN GIVEN, AND THE RIGHT TO ENTER UPON THE SUBDIVIDED PROPERTY FOR ALL SUCH PURPOSES. THE GRANTEES AGREE TO RESTORE OR CAUSE TO HAVE RESTORED, THE PROPERTY, AS NEARLY AS IS REASONABLY POSSIBLE, TO THE CONDITION EXISTING PRIOR TO SUCH ENTRY BY THE GRANTEES OR THEIR AGENTS. THIS RESTORATION, HOWEVER, DOES NOT APPLY TO THE INITIAL INSTALLATION OF SAID UNDERGROUND AND/OR ABOVE GROUND ELECTRIC FACILITIES, NATURAL GAS FACILITIES, OR TELEPHONE AND CABLE TV FACILITIES OR TO ANY TREES, BRUSH OR ROOTS WHICH MAY BE REMOVED AT ANY TIME PURSUANT TO THE RIGHTS HEREIN GRANTED. STRUCTURES SHALL NOT BE PLACED OVER GRANTEES' FACILITIES OR IN, UPON OR OVER THE PROPERTY WITHIN THE LINES MARKED "UTILITY EASEMENT" WITHOUT THE PRIOR WRITTEN CONSENT OF GRANTEES. AFTER INSTALLATION OF ANY SUCH FACILITIES, THE GRADE OF THE SUBDIVIDED PROPERTY SHALL NOT BE ALTERED BY MORE THAN SIX INCHES WITHOUT WRITTEN CONSENT OF GRANTEES. THIS UTILITY EASEMENT PROVISION DOES NOT PREVENT OR PROHIBIT OTHERS FROM UTILIZING OR CROSSING THE UTILITY EASEMENT AS THE UTILITY EASEMENT(S) ARE NON-EXCLUSIVE.

THE GRANT OF EASEMENT SHALL BE BINDING UPON AND INURE TO THE BENEFIT OF THE HEIRS, SUCCESSORS AND ASSIGNS OF ALL PARTIES HERETO.

CERTIFIED SURVEY MAP

PART OF THE LAVENTURE CLAIM, WEST SIDE OF FOX RIVER,
CITY OF GREEN BAY, BROWN COUNTY, WISCONSIN

OWNER'S CERTIFICATE:

SAL BS SCRAP METALS ON VELP, LLC, AS OWNER, DOES HEREBY CERTIFY THAT WE CAUSED THE LAND DESCRIBED HEREIN TO BE SURVEYED, MAPPED AND DIVIDED AS REPRESENTED ON THIS CERTIFIED SURVEY MAP. SAL BS SCRAP METALS ON VELP, LLC DOES FURTHER CERTIFY THAT THIS CERTIFIED SURVEY MAP IS REQUIRED BY S-236.34 TO BE SUBMITTED TO THE FOLLOWING FOR APPROVAL OR OBJECTION:

CITY OF GREEN BAY

SAL BS SCRAP METALS ON VELP, LLC DATE

PRINT NAME AND TITLE ABOVE

STATE OF _____)
_____ COUNTY) SS

PERSONALLY CAME BEFORE ME THIS _____ DAY OF _____, 2023, THE ABOVE NAMED TO ME KNOWN TO BE THE SAME PERSONS WHO EXECUTED THE FOREGOING INSTRUMENT AND ACKNOWLEDGED THE SAME.

NOTARY PUBLIC, STATE OF WISCONSIN

(PRINT NAME)_____

MY COMMISSION EXPIRES:_____

CERTIFICATE OF THE GREEN BAY PLANNING DEPARTMENT:

APPROVED BY THE CITY OF GREEN BAY, AS REQUIRED BY WISCONSIN STATUTES CHAPTER 236,
AND THE CITY OF GREEN BAY MUNICIPAL CODE CHAPTER 36, SUBDIVISION AND PLATTING.

ON THIS _____ DAY OF _____, 2023.

CHERYL RENIER-WIGG
INTERIM DEVELOPMENT DIRECTOR

CERTIFICATE OF THE GREEN BAY CITY CLERK:

AS DULY APPOINTED CITY CLERK FOR THE CITY OF GREEN BAY, I HEREBY CERTIFY THAT THE RECORDS IN MY OFFICE SHOW NO UNREDEEMED TAXES AND NO UNPAID OR SPECIAL ASSESSMENTS AFFECTING ANY OF THE LANDS INCLUDED IN THIS CERTIFIED SURVEY MAP AS OF THE DATE LISTED BELOW.

CELESTINE JEFFREYS DATE
GREEN BAY CITY CLERK



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

AGENDA ITEM # E.11

(ZP 23-45) Public Hearing on the request to rezone the front 200' of 1562 Velp Avenue from General Industry (GI) District to Highway Commercial (C2) District, submitted by Department of Community and Economic Development. (Ald. M. Steuer, District 10)

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # E.12

(ZP 23-45) Consideration with possible action on the request to rezone the front 200' of 1562 Velp Avenue from General Industry (GI) District to Highway Commercial (C2) District, submitted by Department of Community and Economic Development. (Ald. M. Steuer, District 10)

BACKGROUND

Primary Address: 1562 Velp Avenue

Alderson/District: Ald. Steuer / District 10

Reason for Request: The proposed rezoning will allow for commercial development, as recommended in the Velp Avenue Areawide Plan (Transformative Site #1).

Surrounding Zoning and Land Uses:

SUBJECT: General Industry (GI) | Vacant Land & Storage

NORTH: General Industry (GI) | Industrial Storage

SOUTH: Varied-Density Residential (R3) | Cemetery

EAST: General Industry (GI) & General Commercial (C1) | Mini Storage & Religious Institution

WEST: Village of Howard | Gas Station

Comprehensive Plan: The 2022 Smart Growth Green Bay Comprehensive Plan recommends commercial uses for this parcel. This rezoning is consistent with this recommendation. The Velp Avenue Areawide Plan lists this parcel as Transformative Site #1, recommending Commercial, Mixed Use, Office/Retail, and Industrial uses for this parcel. This rezoning is also consistent with this recommendation.

Report: The subject parcel is a 4.435 acre site at the northeast corner of Military Avenue and Velp Avenue, the entrance to the City from the Village of Howard. This site was selected as a Transformative Site in the Velp Avenue Areawide Plan due to its redevelopment potential, access to two major roadways, and its location as a gateway to the City. Three concepts for redevelopment are shown in the attached exhibit from the Plan.

We are requesting a rezoning of the front 200' along Velp Avenue from General Industry (GI) to Highway Commercial (C2). We are only requesting the front 200' currently, in support of industrial uses along the rear of the property to accommodate the current owner. The owner has stated they would prefer to maintain the GI zoning throughout the parcel at this time, noting uncertainty with environmental studies (see attached letter). We still support the rezoning to C2, as this supports the Comprehensive Plan, Velp Plan, and the C2 district offers much flexibility in redeveloping, especially for a potentially environmentally challenging site.

Ald. Steuer and neighbors within 200 feet have been notified of the meeting based on Plan Commission policy. Outside the property owner's comments, no other inquiries have been made as of the drafting of this report.

RECOMMENDATION

Approval of the Request.

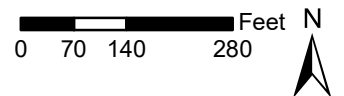
FISCAL IMPACT

ATTACHMENTS

1. ZP 23-45 Map
2. ZP 23-45, Velp Avenue Plan, Transformative Site #1
3. ZP 23-45 Letter From Owner, 8.28.2023



(ZP 23-45) Rezone front 200' of 1526 Velp Avenue from GI to C2



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. 28 Nov 2023 X:\Planning\Basemaps\template_8.5x11.mxd

 Approximate
Rezone Area

 1526 Velp Avenue
 200' Notification Area

TRANSFORMATIVE OPPORTUNITY SITE #1

SITE DESCRIPTION

Transformative Opportunity Site #1 is a single, 4.4-acre parcel at the northeast intersection of North Military Avenue and Velp Avenue. The property contains multiple small structures. The largest, along Velp Avenue, is 10,578 square feet and currently vacant. Historic aerial photos indicate that the northern half of the property was used as an auto salvage yard dating from at least 1992. Vehicles were no longer present in a September 2016 Google Streetview photo. The property was listed for sale in March 2015 and was for sale at the time of plan publication. This indicates there is a near-term opportunity for redevelopment of this parcel. Unlike many properties along Velp Avenue, the site is fully outside of the 100-year floodplain and could be redeveloped in full without requiring floodplain mitigation. Site #1 is shown in Figure 5-2.

BROWNFIELD STATUS

This site is considered to have high environmental risk with a high level of data uncertainty. Past use of the property as an automobile salvage yard is considered an environmental risk given the potential of a release of petroleum products or other hazardous substances over the life of the operation. Additionally, the site's largest building dates from 1938 and there is potential for asbestos containing material (ACM) and lead based paint (LBP) to be present in the structure due to its age. Based on the potential presence of these substances, further assessment is warranted to investigate the potential release of petroleum products or hazardous substances at the site. Figure 5-3 shows the property layout and the location of potential sources of environmental impacts. Table 5-1a summarizes these impacts.

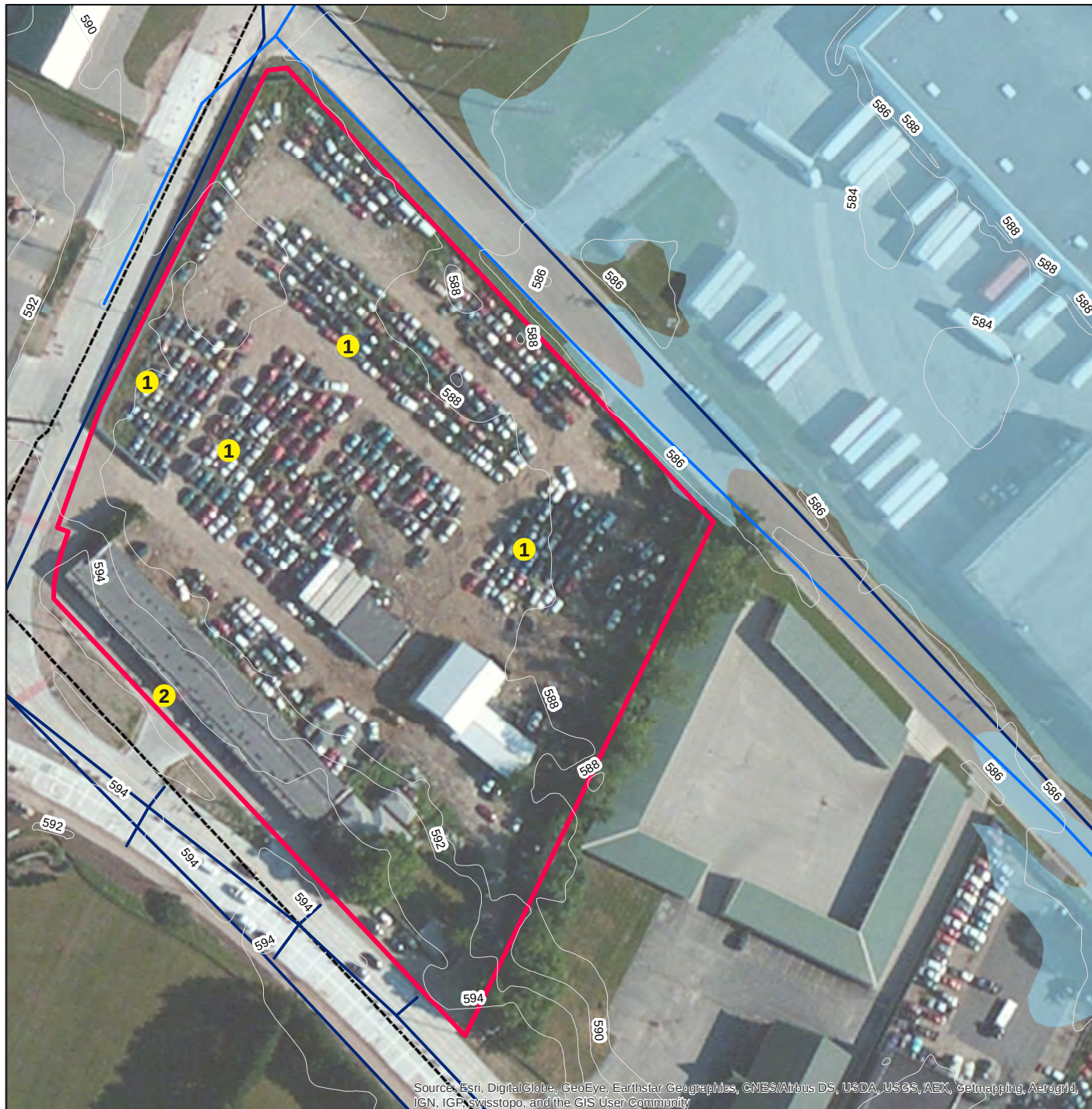
Figure 5-2: Transformative Opportunity Site #1



Source: Google

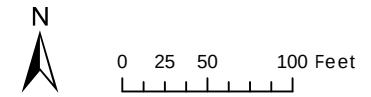
Table 5-1a: Site #1 Known and Potential Contamination

Parcel #	Description	Known BRTS #(s)	Soil Contamination Description	Groundwater Contamination	Potential Vapor Intrusion	Building Condition	Comment
6-42-A	1562 Velp Avenue Auto Salvage facility	None	Likely but not investigated	Unknown	Possible	Poor with signs of neglect	Former auto salvage lot, vehicles have been removed



Transformative Opportunity Site #1

Velp Avenue Corridor
Green Bay, WI



- Sanitary Network Junctions
- Sanitary Sewer Main
- Storm Sewer Main
- 2-Foot Contours

Site Number

- Transformative Opportunity #1
- 100-year Floodplain
- Planning Area Boundary
- Parcels

Owner	A & B Mitchell Properties
Existing Land Use	Auto Salvage
Zoning	GI General Industrial
Future Land Use	Commercial
Site Size	4.44 acres

Documented and Potential Environmental Concerns:

- 1 Historic storage area of damaged vehicles used for salvage.
- 2 Potential Asbestos Containing Materials and Lead Based Paint in building.

Figure 5-3: Transformative Opportunity Site #1 Physical Conditions

Source: Stantec

Land Use	Suitability	
	Least	Most
Commercial		x
Multi-family Residential	x	
Office		x
Mixed Use: Office/Retail		x
Industrial		x
Green Open Space	x	

POTENTIAL REDEVELOPMENT SCENARIOS

Transformative Opportunity Site #1 is located on the western border of Green Bay, adjacent to the Village of Howard. Community members recognize that the site's location and high traffic counts along Velp make this an ideal location to create a gateway into Green Bay and incorporate features that welcome visitors to the Velp Avenue corridor.

In addition, this site has some of the highest potential among other sites on Velp to support retail development, given its size and location at the intersection of Velp and Military Avenues. Community members view opportunities to add basic goods and services, such as groceries and restaurants, to the corridor as highly desirable.

REDEVELOPMENT CONCEPTS

Three concepts show potential Retail Gateway options on this site. All three include gateway features at the corner of Velp and Military Avenues, either as open space or as part of the design and configuration of buildings highlighting this intersection. In addition, all three concepts depict sidewalks on the property that could support pedestrian access on the north side of the corridor.

Based on the site's size and entry points, a variety of retail configurations are possible at this location. Concepts show a range of possible development intensity for the site, including a gas station and restaurant, stand-alone retail, or a small retail strip center.

GREATEST OPPORTUNITIES

- Gateway in Green Bay
- Commercial Land Uses

SECONDARY OPPORTUNITIES

Site could support office or retail, depending on market conditions

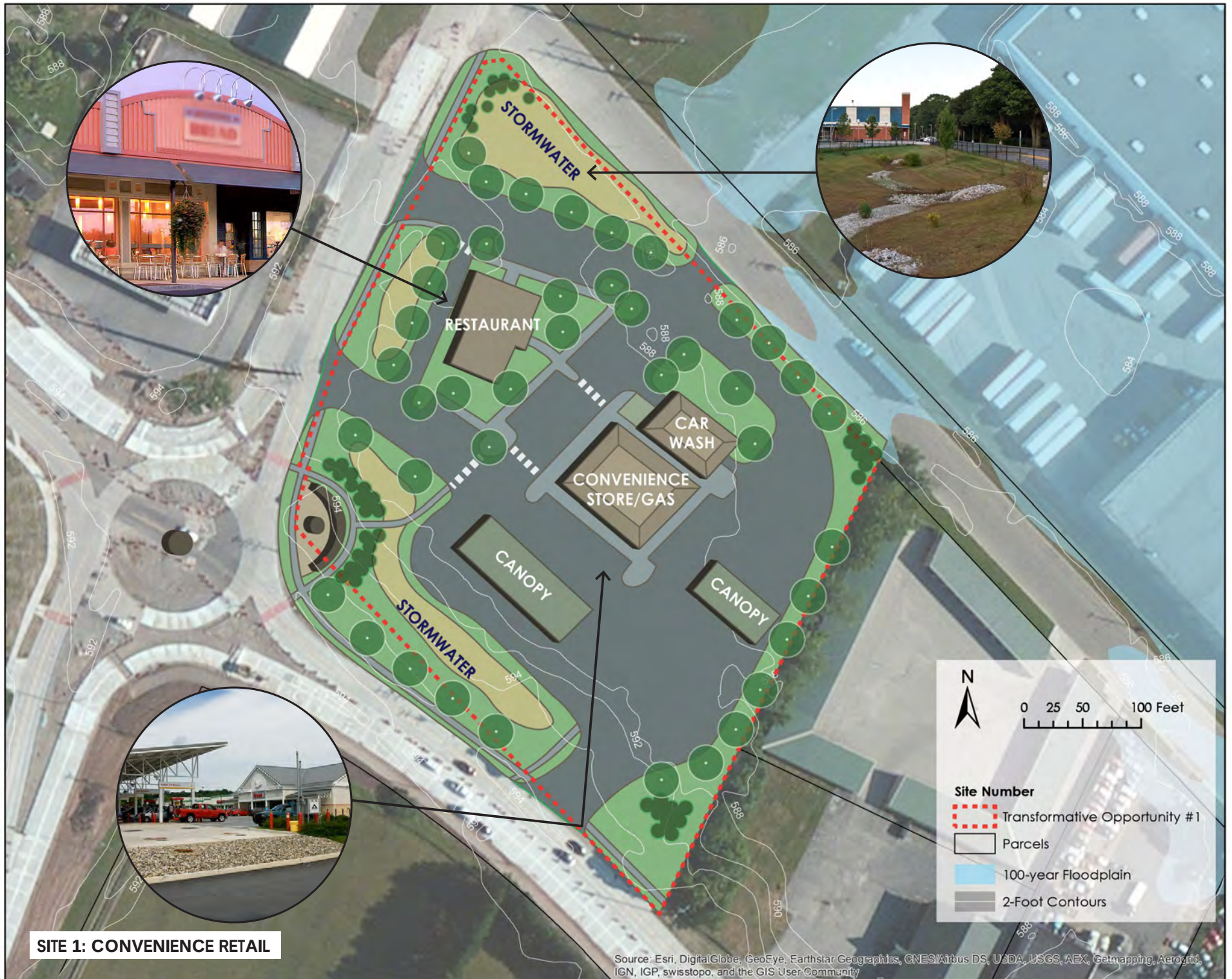
GENERAL OBSERVATIONS OF SITE DEVELOPMENT NEEDS

Potential development can occur based on grades found presently with slab on grade construction for buildings (no basements). Excavation will require footings for building foundations but it is possible that contaminated areas could be capped unless fuel or other materials from auto yard pose an environmental risk requiring active remediation. Stormwater management will favor filtration and if possible infiltration, grassy swales and overland drainage to the northwest corner of the site with overflow to the City's stormwater system on Military Avenue.

IMPLEMENTATION CONSIDERATIONS

In order to initiate redevelopment of this site, the following are key considerations:

- Investigation and clean-up of potential contamination
- Demolition of existing structures
- Rezoning from GI General Industrial to CI General Commercial



SITE 1: CONVENIENCE RETAIL





ARNOT LAW OFFICES

Thomas D. Arnot
1025 Thoroughbred Lane, De Pere, WI 54115
Ph: 920/347-1969
tom@arnotlaw.com & ringels@arnotlaw.com

August 28, 2023

City of Green Bay
Community & Economic Development Department
Attn: Stephanie Hummel, AICP
100 North Jefferson Street, Room 608
Green Bay, WI 54301-5026

RE: VELD AREA REZONING

Dear Ms. Hummel,

We recently received your letter from the City of Green Bay Department of Community and Economic Development, regarding the land we own at the corner of Veld Avenue and North Military.

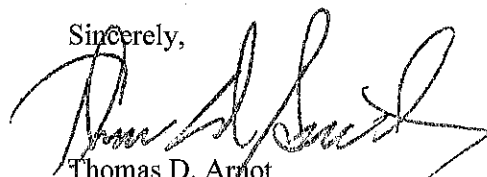
We note your desire to rezone the parcel and I also noticed you have invested in new concepts and planning for this lot that were attached to your letter. We are at a standstill and hold pending further environmental testing and research to explore in the final analysis what ideas and planning may be possible once completed. We were previously told we could bring back a PUD and address any zoning considerations at that time to achieve the planned unit development as we see fit.

Given the uncertainty of the site until the studies result in a mitigation plan or "no further action required" any rezoning on the City's part at this time on that site is premature and inappropriate and we would request our site not be a part of the plan at this time.

With the City's apparent interest in Veld and the other improvements made along this entry point into Green Bay, we would welcome the City's interest in purchasing the frontage identified in your concept planning in order to implement your zoning and development control. I'd be agreeable to a discussion around recovering our cost of the land, demolition, sitework, and future environmental investigations, if that is consistent with your focus for the area.

Please let me know your interest and mutual benefit in how to move forward, where I simply don't get rezoned for something that may limit my development opportunities in the future.

Sincerely,



Thomas D. Arnot
Toy Box Storage, LLC



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

AGENDA ITEM # E.13

(ZP 23-46) Public Hearing on the request to rezone 1006 Velp Avenue and 0 Atkinson Drive (parcel #18-756-B) from General Industry (GI) District to Highway Commercial (C2) District, submitted by Department of Community and Economic Development. (Ald. R. Scannell, District 7)

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # E.14

(ZP 23-46) Consideration with possible action on the request to rezone 1006 Velp Avenue and 0 Atkinson Drive (parcel #18-756-B) from General Industry (GI) District to Highway Commercial (C2) District, submitted by Department of Community and Economic Development. (Ald. R. Scannell, District 7)

BACKGROUND

Primary Address: 1006 Velp Avenue & 0 Atkinson Drive (Parcel #18-756-B)

Aldersperson/District: Ald. Scannell / District 7

Reason for Request: The proposed rezoning will allow for future commercial development, as recommended in the Velp Avenue Areawide Plan (Transformative Site #4).

Surrounding Zoning and Land Uses:

1006 VELP: General Industry (GI), Light Industry (LI), & Highway Commercial (C2) | Vacant Land & Car Sales

0 ATKINSON: Light Industry (LI) | Vacant Land

NORTH: General Industry (GI) | Vacant Land

SOUTH: Medium-Density Residential (R2) | Single-Family Homes

EAST: General Industry (GI) & Light Industry (LI) | Mini Storage & Retail

WEST: Right-of-Way | Atkinson Drive

Comprehensive Plan: The 2022 Smart Growth Green Bay Comprehensive Plan recommends commercial uses for this parcel. This rezoning is consistent with this recommendation. The Velp Avenue Areawide Plan lists this parcel as Transformative Site #4, recommending Commercial, Mixed Use, Office/Retail, and Industrial uses for this parcel. This rezoning is also consistent with this recommendation.

Report: This rezoning request includes two parcels. The City-owned 0 Atkinson Drive (parcel #18-756-B) is a small (3,719 square feet), vacant parcel currently zoning LI. The second is 1006 Velp, a 3.742-acre site located at the northeast corner of the intersection of Velp Avenue and Atkinson Drive. It currently has three zoning districts: GI, LI, and C2.

This site was selected as a part of a Transformative Site in the Velp Avenue Areawide Plan due to its redevelopment potential location near the interchange with Interstate 43. A variety of concepts for redevelopment are shown in the attached exhibit from the Plan.

We are requesting a rezoning of both parcels in their entirety to be zoned C2. The C2 district offers much flexibility in redeveloping, especially for a potentially environmentally challenging site. It also allows for the existing use of car sales.

Ald. Scannell and neighbors within 200 feet have been notified of the meeting based on Plan Commission policy. Staff received two calls about this request, both requesting more information and supportive of the action, including the current property owner.

RECOMMENDATION

Approval of the Request.

FISCAL IMPACT

ATTACHMENTS

1. ZP 23-46, Velp Avenue Plan, Transformative Site #4
2. ZP 23-46 Map

TRANSFORMATIVE OPPORTUNITY SITE #4

EASTERN PARCELS

SITE DESCRIPTION

This 20.5-acre site is comprised of six parcels located east of the Atkinson Drive and Velp Avenue intersection. The site is approximately half a mile south of Interstate Highway 43 (I-43) making this site easily accessible from I-43. Currently, two parcels contain commercial businesses that include automotive sales/automotive repair with a building occupying approximately 12,642 square feet at the southwest corner, and a pipe and sewer inspection company with building occupying 5,320 square feet at the southeast corner of Transformative Opportunity Site #4. A small additional parcel is located at the corner of Velp and Atkinson.

This small vacant parcel is owned by the City and is currently grass covered. The additional three properties comprising of the north half of Transformative Opportunity Site #4 are largely undeveloped green spaces with large trees and dominant vegetation. The largest parcel, parcel #18-756-D is owned by Wisconsin Central Limited railroad company and lies immediately south of the main rail corridor and has multiple rail sidings extending onto its northern border. A mix of residential, commercial, and industrial properties surrounds Transformative Opportunity Site #4. Historically, this site consisted of farm fields and undeveloped lands which gave way to more developed use by the 1960s. The two parcels situated along Velp Avenue (parcels #18-756 and #18-756-C-3) are the most developed and have housed multiple small businesses. Site #4 is illustrated in Figure 5-8.

BROWNFIELD STATUS

Transformative Opportunity Site #4 is generally classified to have high environmental concern with a moderate level of data uncertainty. Figure 5-10 highlights known environmental impacts associated with the site. Table 5-1d summarizes potential and known impacts associated with Transformative Opportunity Site #4. During November 1997, a petroleum release was discovered associated with a leaking underground storage tank (LUST) at the southwestern most parcel and assigned WDNR BRRS #03-05-175675. The petroleum tanks were removed with the soil and groundwater contaminant plumes found existing on and off-site. Soil contamination extends beneath the sidewalk along Velp Avenue with groundwater contamination extending into the Velp Avenue and Columbia Avenue right-of-ways. Based on investigation, the Wisconsin Department of Commerce determined the contamination did not pose a significant threat to human health or the environment.

Figure 5-8: Transformative Opportunity Site #4 (eastern parcels)



Source: Google

A “No Further Action” letter was issued, noting if soil is removed from the property for future developments, it must be sampled and analyzed for proper disposal. Additionally, the letter also restricts the installation of a potable well without WDNR approval.

In September 1992, soil contaminated with polynuclear aromatic hydrocarbons (PAHs) was discovered on the northern portion of parcel #18-756-C-3 located at 1100 Columbia Avenue and the WDNR opened BRRTS #02-05-000380. Contamination was investigated and associated with historic cleaning of truck trailers containing emulsified asphalt and asphaltic cement. The impacted area was remediated by installing an engineered cap consisting of 4.5 feet of gravel, clay, and topsoil over the contaminated location. In total the cap which must be maintained covers approximately 14,400 square feet. Alterations of the cap can only be made with WDNR approval. A deed restriction was also placed on the parcel to inform prospective buyers that residual soil contamination remains in place and the BRRTS case was subsequently closed in October of 2000.

Two additional closed BRRTS cases are also associated with the southern portion of Parcel #18-756-C-3 (BRRTS #03-05-208233 and 03-05-000664). Prior to 1990, the site contained three USTs, two of which were removed in September 1990 with an 8,000-gallon diesel fuel tank left in place. During removal of the USTs, sampling indicated soil and groundwater were contaminated with PVOCs and/or PAHs. In October 1994 an estimated 588-tons of soil was excavated from the Property and disposed. With remediation completed, the WDNR closed case 03-05-000664 in February 1995 with no further investigation or actions necessary. No information was attainable regarding the status of the third UST, however, according to WDNR personnel, closed BRRTS case 03-05-208233 is likely related to its removal. Verification was not available as the case file could not be located by the WDNR.

The previous soil and groundwater Investigations did not fully assess all parcels that make up Transformative Opportunity Site #4 for potential releases of petroleum or hazardous substances. Therefore, in addition to the known residual contamination on Transformative Opportunity Site #4, potential impacts may be associated with continued use of the southwestern most parcel (parcel #18-756) for automotive repair or the northern most parcel (parcel #18-756-D) for railroad operations. Auto repair facilities are often associated with the use and storage of bulk petroleum products common to the industry and may include leaded and unleaded gasoline, diesel, engine coolants, and degreasers. Contamination commonly associated with railroad corridors include arsenic (to control weeds), metals, and petroleum products, which likely dripped from rail cars and locomotives. Other contaminants may include creosote used to preserve wood ties, coal ash from engines, and PAHs from diesel exhaust. Given the estimated age of the buildings, additional assessment should be completed to evaluate if ACMs or LBP is present.

Figure 5-9: Transformative Opportunity Site #4 (western parcels)



Source: Google

WESTERN PARCELS

SITE DESCRIPTION

This site is made up of two full parcels and one partial parcel, the conditions of which are described below (illustrated in Figure 5-9). Like the eastern parcels, the western quadrant of Velp and Atkinson offers highway visibility that could support large-scale retail redevelopment.

1052 Velp Avenue

This 1.82 acre parcel located at the corner of Velp Avenue and Atkinson Drive is zoned general industry (GI) and Light industrial (LI) and currently home to a small used car dealership. The lot consists of gravel and grass surfaces with one small building located along Velp Avenue. Aerial photography provided by Brown County reveals the site was formerly a smaller portion of a larger farm until at least the mid-1970s. Photos also show two structures on the site during this time which may have been the original farm house and barn. In 1978 the property appeared to be used for semi-trailer storage which later gave way to the car dealership in the 1990s.

1046 Gray Court

This property is a 4.56 acre parcel immediately adjacent to Atkinson Drive. The lot is zoned GI and consists of a wireless tower installation business surrounded by low vegetated areas to the north and east. The business appears to have been present since at least 2000. Historically the property appears to have been used as a portion of an agricultural or undeveloped field from 1936 to at least 1978. A 1992 aerial shows two small structures were eventually constructed on the site with access to Gray Court. These structures appear to be utilized today.

1060 Gray Court (Eastern half of lot)

This 8.91 acre parcel zoned GI consists primarily of open vacant land with access to Gray Court and North Buchanan Street. The eastern third of the property (area of interest) consists primarily of a vacant grass covered field, gravel driveway and parking area. Multiple boats, wood, and metal debris were observed scattered on or adjacent to the area of interest during a 2016 windshield survey. Historic aerial photos show the entire property appears to have been utilized as a small farm from approximately 1936 to 2000.

BROWNFIELD STATUS

The brownfield status of each of the three parcels is outlined by parcel address below. A summary of brownfield status is included in Table 5-1d on the following page.

1052 Velp Avenue

While no known impacts are currently associated with this property, the site was identified as a potential brownfield due to the storage of used and damaged vehicles on the lot over unpaved surfaces. Potential leaks of automotive fluids have the ability to infiltrate soil on the site potentially creating soil and/or groundwater impacts.

Additionally, past use of the site for agriculture does present potential environmental risks. Potential contaminants can include pesticides and fertilizers stored and used in bulk quantities common within the industry. Agricultural activities are also often associated with bulk storage of petroleum products for fueling equipment.

1046 Gray Court

This property was labeled a potential brownfield based on data received by the environmental records search conducted by EDR, a property research company. The EDR report highlighted four active diesel fuel above ground storage tanks are on the site for storage of backup generator fuel. Aerial photos did not reveal the location of these tanks and no known spills or contamination have been documented. However, storage of bulk quantities of petroleum poses a higher risk for a release.

1060 Gray Court (Eastern half of lot)

This property was not identified as a potential brownfield during the brownfield inventory. The site is adjacent to a closed former BRRts site situated approximately 630 feet to the west of the area of interest. However, no indications of offsite contamination have been noted by WDNR. Therefore there are no likely impacts in this location. The use of the site as a former agricultural field also presents a small risk of being impacted. This risk is still considered low as it is unlikely the field was utilized for bulk petroleum, fertilizer, or pesticide storage. While no impacts have been documented or are suspected, this does not mean impacts are not present.

Table 5-1d: Site #4 Known and Potential Contamination

Parcel #	Description	Known BRRTS #(s)	Soil Contamination Description	Groundwater Contamination	Potential Vapor Intrusion	Building Condition	Comment
EASTERN PARCELS							
18-756	1006-1018 Velp Avenue	03-05-175675	Residual Petroleum contamination from former LUST	Residual Petroleum contamination from former LUST	Likely	Moderate/Good	Residual soil and groundwater contamination exists on the Property and within the Columbia Street and Velp Avenue ROWs.
18-754-A	None	None	Unknown	Unknown	Possible	No Structure	Wooded lot with no structures
18-756-B	None	None	Unknown	Unknown	Possible	No Structure	City owned parcel immediately adjacent to auto body repair shop.
18-756-C	None	None	Unknown	Unknown	Possible	No Structure	City owned vacant wooded lot.
18-756-D	None	None	Likely but not identified	Likely but not identified	Possible	No Structure	Primarily vacant vegetated parcel with some railroad tracks on its northern edge. Parcel is adjacent to Wisconsin Central Limited railroad yard
18-756-C-3	1100 Columbia Avenue	02-05-000380, 03-05-000664, 03-05-208233	Emulsified asphalt containing PAHs	None discovered	Possible	Moderate/Good	Impacted soil has been remediated by placement of an engineered cap that must be maintained over the contamination.
WESTERN PARCELS							
18-756-A-1	1052 Velp Avenue	None	Unknown	Unknown	Unknown	Moderate	Small used car dealership, former farm
18-756-2	1046 Gray Court	None	Unknown	Unknown	Unknown	Moderate/Good	Wireless tower installation business has been present since 2000 on the site.
18-781	1060 Gray Court (eastern part of the parcel)	None (adjacent to a closed BRRTS site)	Unlikely	Unlikely	Unlikely	No Structure	Property was formerly used for agriculture, with no likely storage of petroleum or fertilizer. However, impacts may still be present.

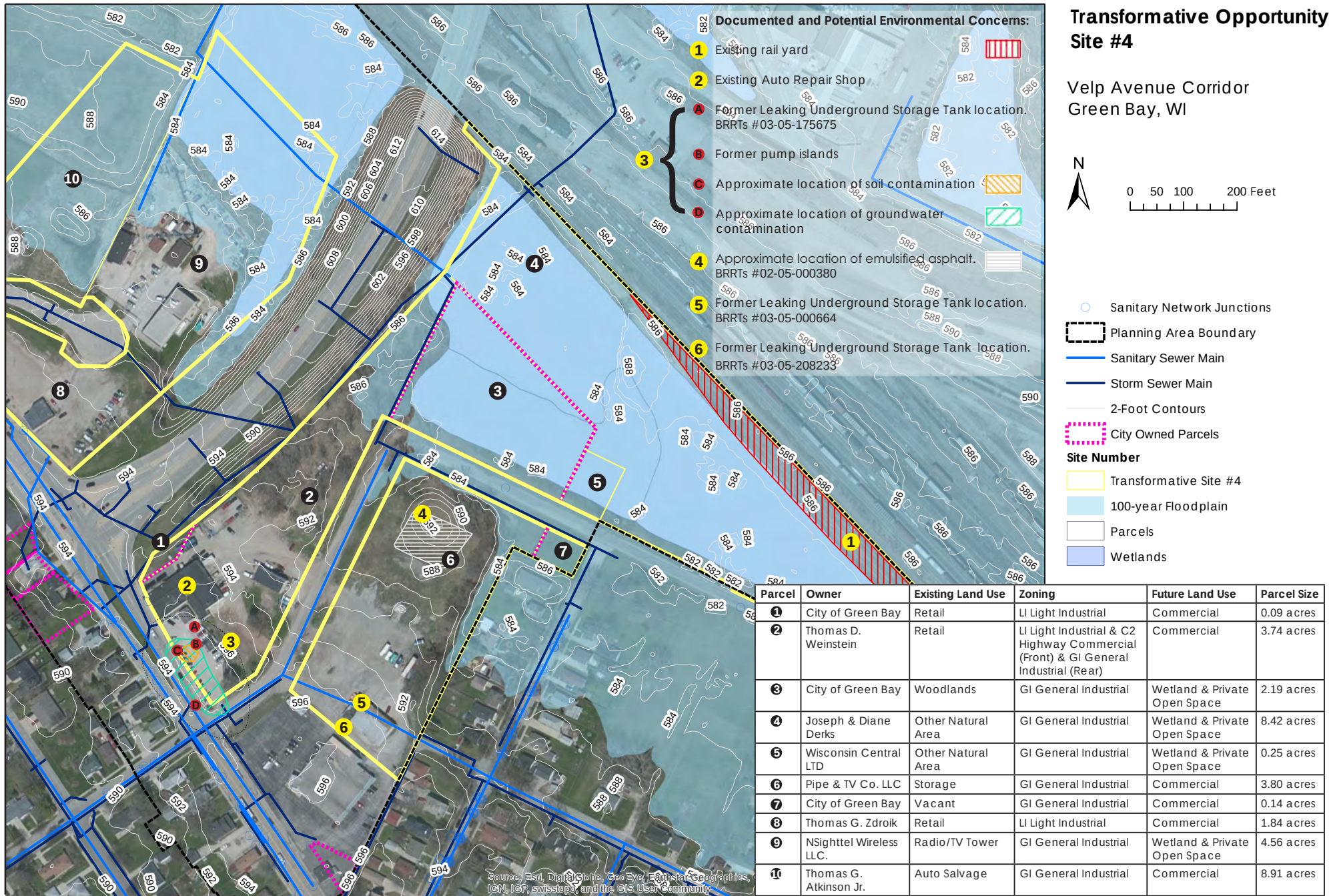


Figure 5-10: Transformative Opportunity Site #4 Issues

GREATEST OPPORTUNITIES

- Gateway into Green Bay
- Commercial land uses

SECONDARY OPPORTUNITIES

- Site could include office or mixed use office/retail, should market conditions support
- There could also be the potential to reconfigure the roadway/truck route which would allow for additional developable land

Land Use	Compatibility	
	Least	Most
Commercial		x
Multi-family Residential	x	
Office		x
Mixed Use: Office/Retail		x
Industrial		x
Green Open Space	x	

POTENTIAL REDEVELOPMENT SCENARIO

This transformative opportunity site is identified as a gateway to Green Bay and a key opportunity to diversify neighborhood land uses with more retail opportunities. This area should welcome visitors to Green Bay and be a source of basic goods and service along Velp Avenue. Given the proximity to I-43, this site could attract a mix of commercial, residential, and large scale retail (including a grocery store).

Both the east and west sides of Atkinson are underutilized and have been evaluated for redevelopment potential. Common challenges for both sites include wet soils, floodplain, and assembling multiple parcels for redevelopment. It is important to note that only the east side of Atkinson has been studied for potential contamination. If development occurs on the west side of Atkinson, an assessment of potential contamination will need to be completed and the site may have to be remediated.

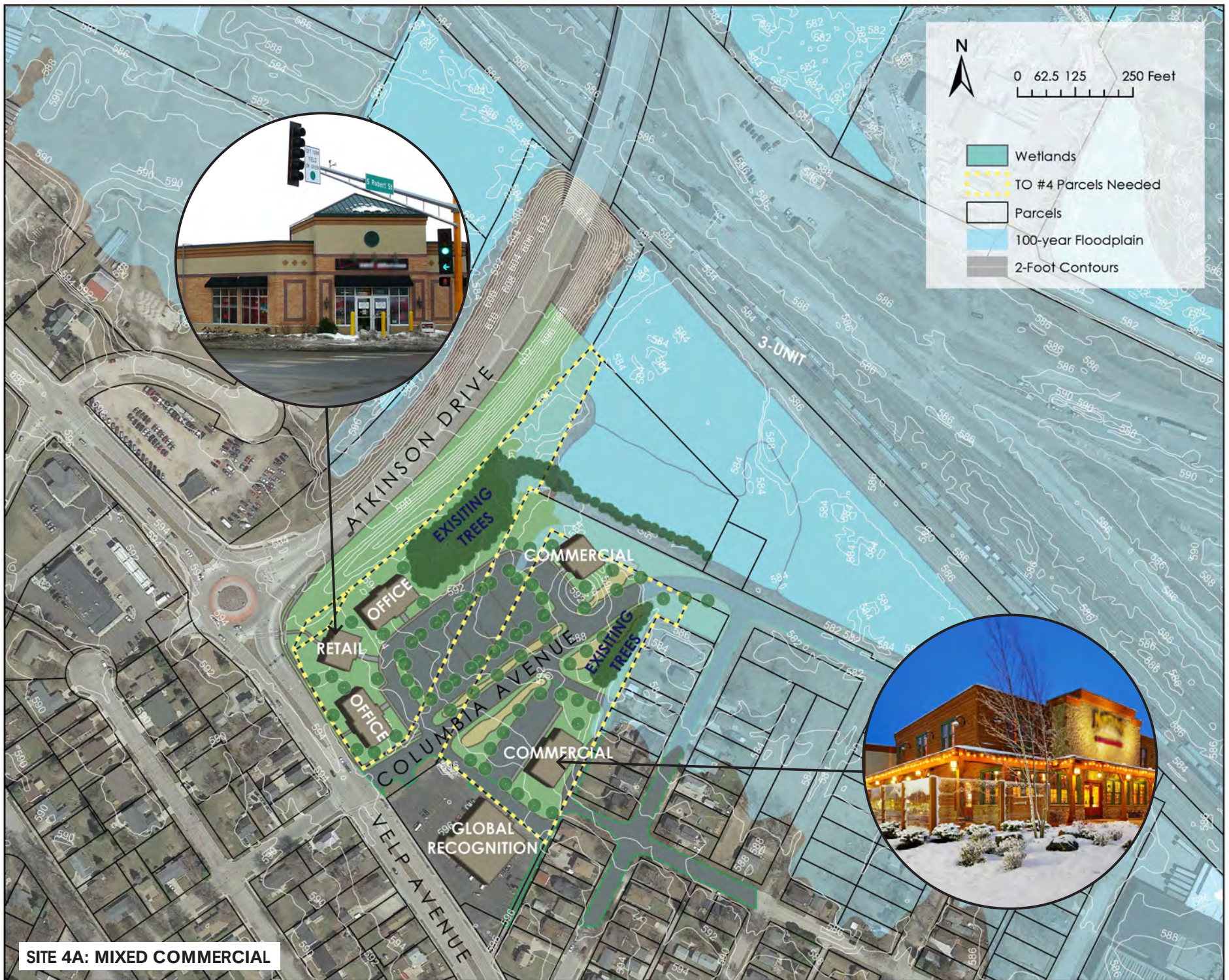
GENERAL OBSERVATIONS OF SITE DEVELOPMENT NEEDS

Eastern Quadrant: The site has known soil, groundwater, and other impacts associated with underground tanks and former uses as a gas station and auto-repair that will need to be addressed as part of any site development. Site grades will not need to change to support redevelopment, with the exception of a mound near the location of emulsified asphalt area that must be removed. Stormwater management will favor filtration and if possible infiltration, grassy swales and overland drainage to wetland area to the north of Emmett Street where permitted.

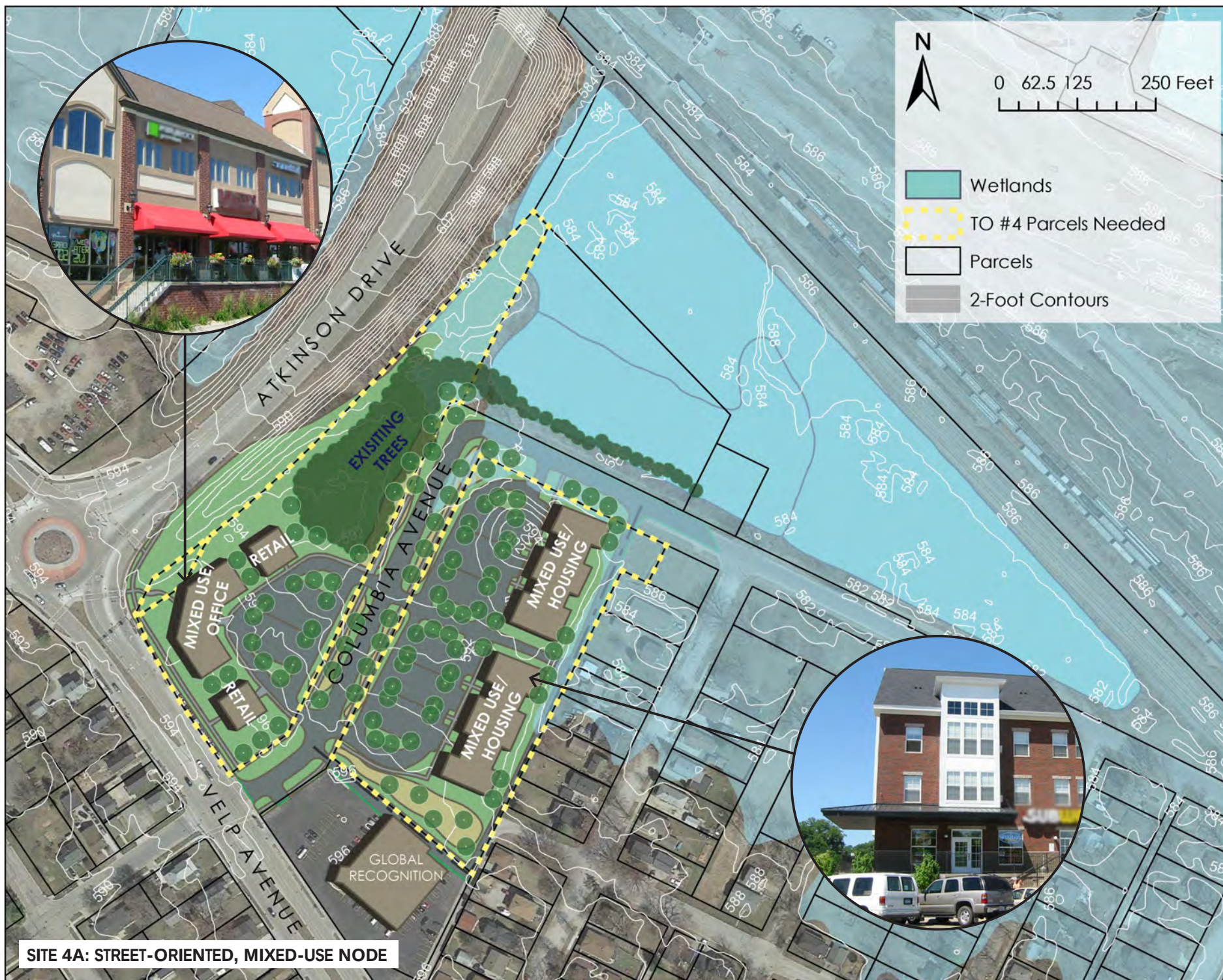
To achieve the full redevelopment potential of the site, the redevelopment concepts presented in this plan depict Columbia Avenue being relocated through the project site. This enlarges the developable area west of Columbia Avenue, creating more potential for a large-scale anchor retail tenant. Relocation of the street is a public cost, and could only be initiated after the City had acquired properties along the proposed realignment.

Western Quadrant: The site contains wetlands and much of the property lies within the 100-year floodplain. Any developer should consult the Wisconsin DNR before planning potential impacts to wetlands and discuss potential options in obtaining permits for filling or mitigating wetlands to allow for future development.

To achieve the full redevelopment potential of the site, the redevelopment concepts presented in this plan depict Gray Court being relocated through the project site. This enlarges the developable area with intersection visibility, creating more potential for a large-scale anchor retail tenant. Relocation of the street is a public cost, and could only be initiated after the city had acquired properties along the proposed realignment.

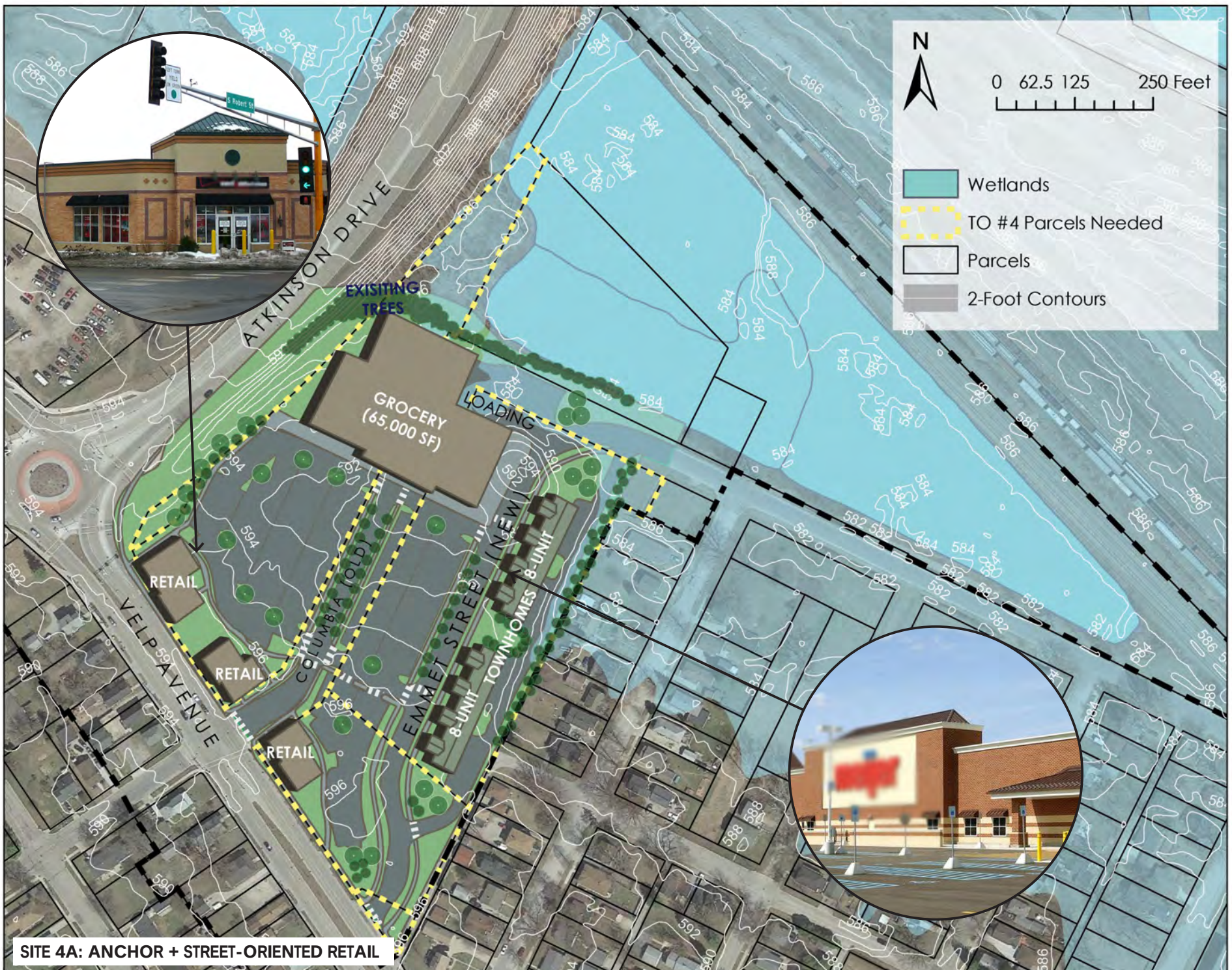


SITE 4A: MIXED COMMERCIAL



SITE 4A: STREET-ORIENTED, MIXED-USE NODE

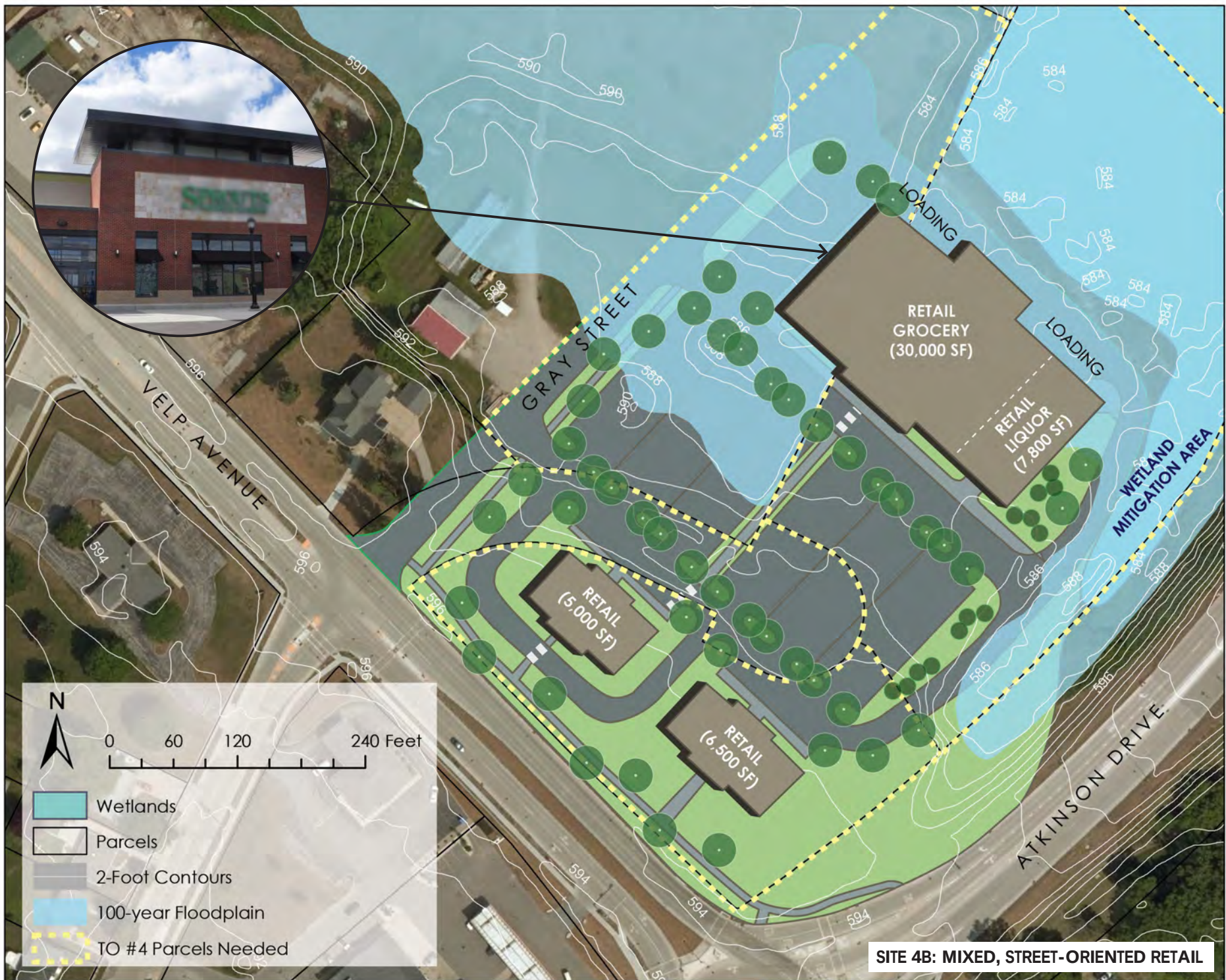


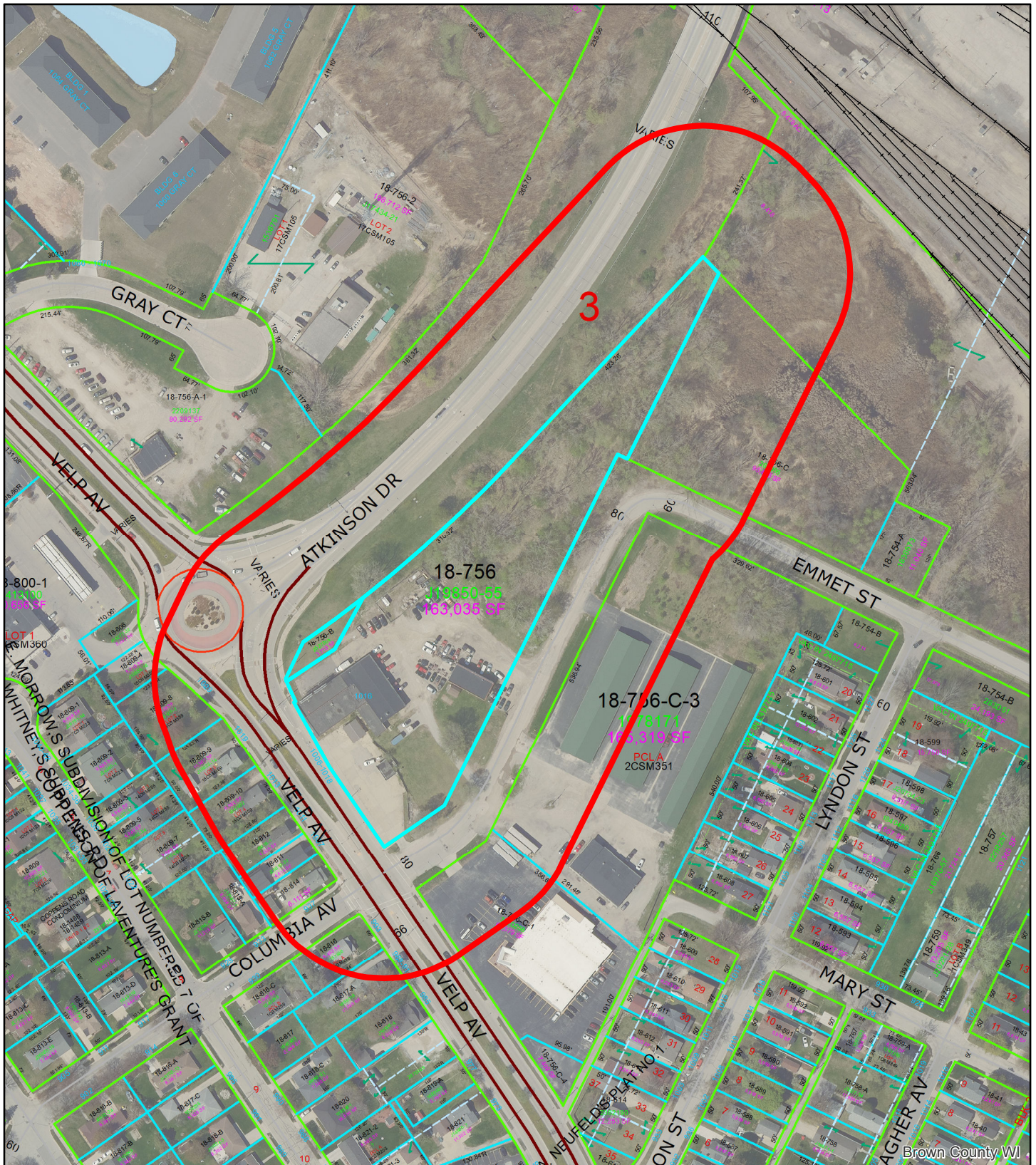


SITE 4A: ANCHOR + STREET-ORIENTED RETAIL



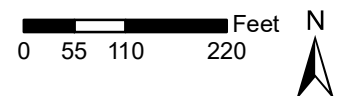
4B: LARGE-SCALE RETAIL WITH PEDESTRIAN CONNECTIONS





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. 28 Nov 2023 X:\Planning\Basemaps\template_8.5x11.mxd

(ZP 23-46) Rezone 0 Atkinson & 1006 Velp from Varied Zoning to C2



- 0 Atkinson & 1006 Velp
- 200' Notification Area



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

AGENDA ITEM # E.15

(ZP 23-47) Public Hearing on the request to rezone 0 Emmet Street (parcel #18-756-C) and 0 Atkinson Street (parcel #18-756-D) from General Industry (GI) District to Conservation (CON) District, submitted by Department of Community and Economic Development. (Ald. R. Scannell, District 7, and Ald. M. Steuer, District 10)

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # E.16

(ZP 23-47) Consideration with possible action on the request to rezone 0 Emmet Street (parcel #18-756-C) and 0 Atkinson Street (parcel #18-756-D) from General Industry (GI) District to Conservation (CON) District, submitted by Department of Community and Economic Development. (Ald. R. Scannell, District 7, and Ald. M. Steuer, District 10)

BACKGROUND

Primary Address: 0 Emmet Street (Parcel #18-756-C) & 0 Atkinson Drive (Parcel #18-756-D)

Aldersperson/District: Ald. Scannell / District 7 & Ald. Steuer / District 10

Reason for Request: The proposed rezoning will allow for conservation of the parcels, as recommended in the Velp Avenue Areawide Plan (Transformative Site #4).

Surrounding Zoning and Land Uses:

SUBJECT: General Industry (GI) | Vacant Land

NORTH: General Industry (GI) | Railyard

SOUTH: Low-Density Residential (RI) & General Industry (GI) | Single-Family Homes & Vacant Land

EAST: General Industry (GI) | Storage

WEST: General Industry (GI) | Industrial Uses

Comprehensive Plan: The 2022 Smart Growth Green Bay Comprehensive Plan recommends Water & Wetland uses for these parcels. This rezoning is consistent with this recommendation. The Velp Avenue Areawide Plan lists these parcels as Transformative Site #4, recommending Wetland uses for these parcels. This rezoning is also consistent with this recommendation.

Report: This rezoning request includes two parcels. The City-owned 0 Emmet Street is 2.190 acres of vacant land. The privately-owned 0 Atkinson Drive is 10.555 acres of vacant land, extending across Atkinson Drive.

This site was selected as a part of a Transformative Site in the Velp Avenue Areawide Plan due to its redevelopment potential location near the interchange with Interstate 43. A variety of concepts for redevelopment are shown in the attached exhibit from the Plan. All concepts show these parcels as wetlands. Conservancy (CON) zoning is the appropriate zoning district for wetlands.

Ald. Scannell and neighbors within 200 feet have been notified of the meeting based on Plan Commission policy. Additionally, two letters were sent to the private property owner concerning this request. No inquiries were received at the time this report was drafted.

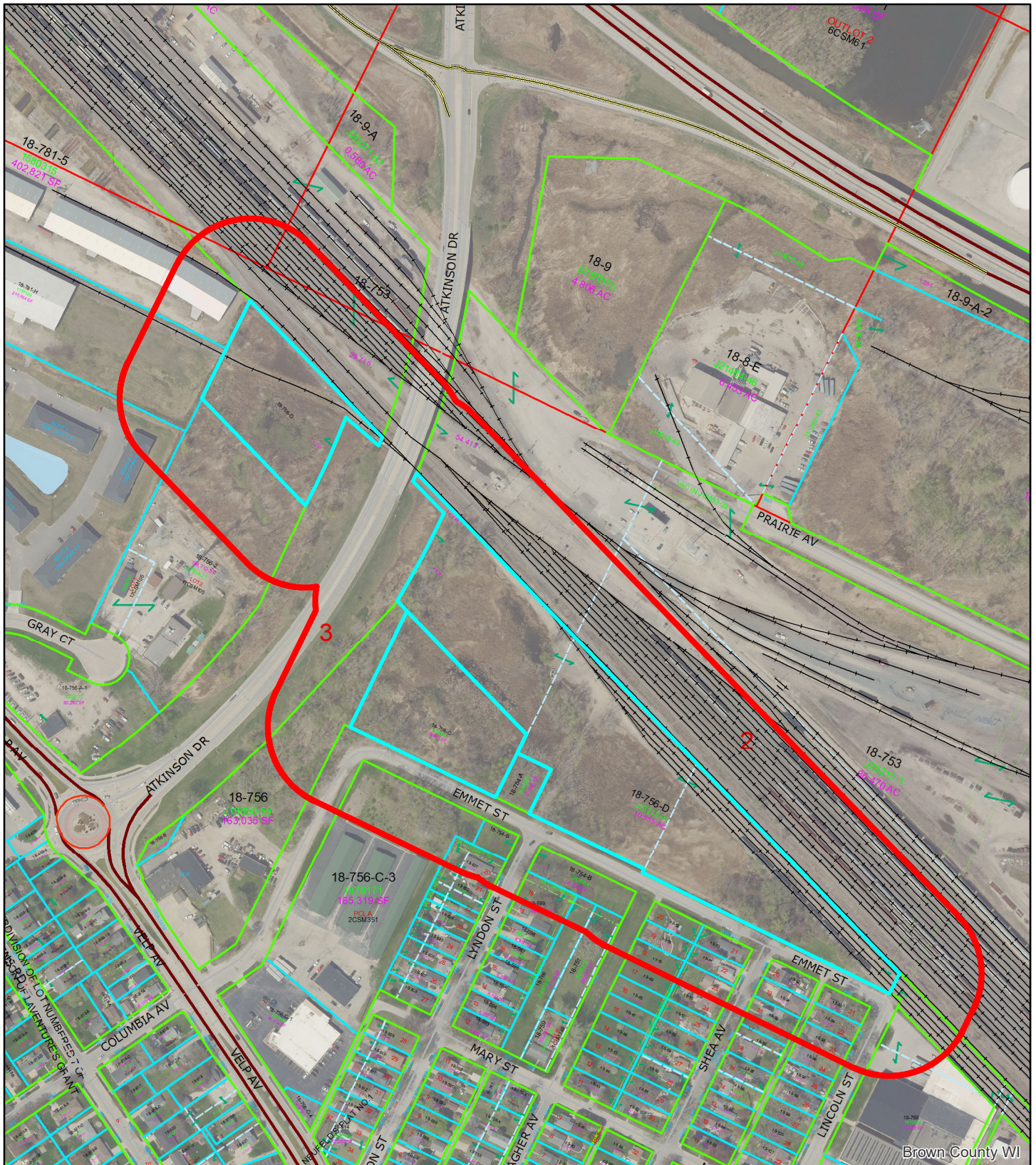
RECOMMENDATION

Approval of the Request.

FISCAL IMPACT

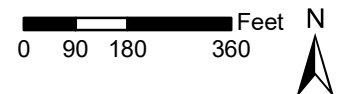
ATTACHMENTS

1. ZP 23-47 Map
2. ZP 23-47 Velp Avenue Plan, Transformative Site #4



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. 28 Nov 2023 X:\Planning\Basemaps\template_8.5x11.mxd

(ZP 23-47) Rezone 0 Atkinson & 0 Emmet from GI to CON



- 0 Atkinson & 0 Emmet
- 200' Notification Area

TRANSFORMATIVE OPPORTUNITY SITE #4

EASTERN PARCELS

SITE DESCRIPTION

This 20.5-acre site is comprised of six parcels located east of the Atkinson Drive and Velp Avenue intersection. The site is approximately half a mile south of Interstate Highway 43 (I-43) making this site easily accessible from I-43. Currently, two parcels contain commercial businesses that include automotive sales/automotive repair with a building occupying approximately 12,642 square feet at the southwest corner, and a pipe and sewer inspection company with building occupying 5,320 square feet at the southeast corner of Transformative Opportunity Site #4. A small additional parcel is located at the corner of Velp and Atkinson.

This small vacant parcel is owned by the City and is currently grass covered. The additional three properties comprising of the north half of Transformative Opportunity Site #4 are largely undeveloped green spaces with large trees and dominant vegetation. The largest parcel, parcel #18-756-D is owned by Wisconsin Central Limited railroad company and lies immediately south of the main rail corridor and has multiple rail sidings extending onto its northern border. A mix of residential, commercial, and industrial properties surrounds Transformative Opportunity Site #4. Historically, this site consisted of farm fields and undeveloped lands which gave way to more developed use by the 1960s. The two parcels situated along Velp Avenue (parcels #18-756 and #18-756-C-3) are the most developed and have housed multiple small businesses. Site #4 is illustrated in Figure 5-8.

BROWNFIELD STATUS

Transformative Opportunity Site #4 is generally classified to have high environmental concern with a moderate level of data uncertainty. Figure 5-10 highlights known environmental impacts associated with the site. Table 5-1d summarizes potential and known impacts associated with Transformative Opportunity Site #4. During November 1997, a petroleum release was discovered associated with a leaking underground storage tank (LUST) at the southwestern most parcel and assigned WDNR BRRS #03-05-175675. The petroleum tanks were removed with the soil and groundwater contaminant plumes found existing on and off-site. Soil contamination extends beneath the sidewalk along Velp Avenue with groundwater contamination extending into the Velp Avenue and Columbia Avenue right-of-ways. Based on investigation, the Wisconsin Department of Commerce determined the contamination did not pose a significant threat to human health or the environment.

Figure 5-8: Transformative Opportunity Site #4 (eastern parcels)



Source: Google

A “No Further Action” letter was issued, noting if soil is removed from the property for future developments, it must be sampled and analyzed for proper disposal. Additionally, the letter also restricts the installation of a potable well without WDNR approval.

In September 1992, soil contaminated with polynuclear aromatic hydrocarbons (PAHs) was discovered on the northern portion of parcel #18-756-C-3 located at 1100 Columbia Avenue and the WDNR opened BRRS #02-05-000380. Contamination was investigated and associated with historic cleaning of truck trailers containing emulsified asphalt and asphaltic cement. The impacted area was remediated by installing an engineered cap consisting of 4.5 feet of gravel, clay, and topsoil over the contaminated location. In total the cap which must be maintained covers approximately 14,400 square feet. Alterations of the cap can only be made with WDNR approval. A deed restriction was also placed on the parcel to inform prospective buyers that residual soil contamination remains in place and the BRRS case was subsequently closed in October of 2000.

Two additional closed BRRS cases are also associated with the southern portion of Parcel #18-756-C-3 (BRRS #03-05-208233 and 03-05-000664). Prior to 1990, the site contained three USTs, two of which were removed in September 1990 with an 8,000-gallon diesel fuel tank left in place. During removal of the USTs, sampling indicated soil and groundwater were contaminated with PVOCs and/or PAHs. In October 1994 an estimated 588-tons of soil was excavated from the Property and disposed. With remediation completed, the WDNR closed case 03-05-000664 in February 1995 with no further investigation or actions necessary. No information was attainable regarding the status of the third UST, however, according to WDNR personnel, closed BRRS case 03-05-208233 is likely related to its removal. Verification was not available as the case file could not be located by the WDNR.

The previous soil and groundwater Investigations did not fully assess all parcels that make up Transformative Opportunity Site #4 for potential releases of petroleum or hazardous substances. Therefore, in addition to the known residual contamination on Transformative Opportunity Site #4, potential impacts may be associated with continued use of the southwestern most parcel (parcel #18-756) for automotive repair or the northern most parcel (parcel #18-756-D) for railroad operations. Auto repair facilities are often associated with the use and storage of bulk petroleum products common to the industry and may include leaded and unleaded gasoline, diesel, engine coolants, and degreasers. Contamination commonly associated with railroad corridors include arsenic (to control weeds), metals, and petroleum products, which likely dripped from rail cars and locomotives. Other contaminants may include creosote used to preserve wood ties, coal ash from engines, and PAHs from diesel exhaust. Given the estimated age of the buildings, additional assessment should be completed to evaluate if ACMs or LBP is present.

Figure 5-9: Transformative Opportunity Site #4 (western parcels)



Source: Google

WESTERN PARCELS

SITE DESCRIPTION

This site is made up of two full parcels and one partial parcel, the conditions of which are described below (illustrated in Figure 5-9). Like the eastern parcels, the western quadrant of Velp and Atkinson offers highway visibility that could support large-scale retail redevelopment.

1052 Velp Avenue

This 1.82 acre parcel located at the corner of Velp Avenue and Atkinson Drive is zoned general industry (GI) and Light industrial (LI) and currently home to a small used car dealership. The lot consists of gravel and grass surfaces with one small building located along Velp Avenue. Aerial photography provided by Brown County reveals the site was formerly a smaller portion of a larger farm until at least the mid-1970s. Photos also show two structures on the site during this time which may have been the original farm house and barn. In 1978 the property appeared to be used for semi-trailer storage which later gave way to the car dealership in the 1990s.

1046 Gray Court

This property is a 4.56 acre parcel immediately adjacent to Atkinson Drive. The lot is zoned GI and consists of a wireless tower installation business surrounded by low vegetated areas to the north and east. The business appears to have been present since at least 2000. Historically the property appears to have been used as a portion of an agricultural or undeveloped field from 1936 to at least 1978. A 1992 aerial shows two small structures were eventually constructed on the site with access to Gray Court. These structures appear to be utilized today.

1060 Gray Court (Eastern half of lot)

This 8.91 acre parcel zoned GI consists primarily of open vacant land with access to Gray Court and North Buchanan Street. The eastern third of the property (area of interest) consists primarily of a vacant grass covered field, gravel driveway and parking area. Multiple boats, wood, and metal debris were observed scattered on or adjacent to the area of interest during a 2016 windshield survey. Historic aerial photos show the entire property appears to have been utilized as a small farm from approximately 1936 to 2000.

BROWNFIELD STATUS

The brownfield status of each of the three parcels is outlined by parcel address below. A summary of brownfield status is included in Table 5-1d on the following page.

1052 Velp Avenue

While no known impacts are currently associated with this property, the site was identified as a potential brownfield due to the storage of used and damaged vehicles on the lot over unpaved surfaces. Potential leaks of automotive fluids have the ability to infiltrate soil on the site potentially creating soil and/or groundwater impacts.

Additionally, past use of the site for agriculture does present potential environmental risks. Potential contaminants can include pesticides and fertilizers stored and used in bulk quantities common within the industry. Agricultural activities are also often associated with bulk storage of petroleum products for fueling equipment.

1046 Gray Court

This property was labeled a potential brownfield based on data received by the environmental records search conducted by EDR, a property research company. The EDR report highlighted four active diesel fuel above ground storage tanks are on the site for storage of backup generator fuel. Aerial photos did not reveal the location of these tanks and no known spills or contamination have been documented. However, storage of bulk quantities of petroleum poses a higher risk for a release.

1060 Gray Court (Eastern half of lot)

This property was not identified as a potential brownfield during the brownfield inventory. The site is adjacent to a closed former BRRts site situated approximately 630 feet to the west of the area of interest. However, no indications of offsite contamination have been noted by WDNR. Therefore there are no likely impacts in this location. The use of the site as a former agricultural field also presents a small risk of being impacted. This risk is still considered low as it is unlikely the field was utilized for bulk petroleum, fertilizer, or pesticide storage. While no impacts have been documented or are suspected, this does not mean impacts are not present.

Table 5-1d: Site #4 Known and Potential Contamination

Parcel #	Description	Known BRRS #(s)	Soil Contamination Description	Groundwater Contamination	Potential Vapor Intrusion	Building Condition	Comment
EASTERN PARCELS							
18-756	1006-1018 Velp Avenue	03-05-175675	Residual Petroleum contamination from former LUST	Residual Petroleum contamination from former LUST	Likely	Moderate/Good	Residual soil and groundwater contamination exists on the Property and within the Columbia Street and Velp Avenue ROWs.
18-754-A	None	None	Unknown	Unknown	Possible	No Structure	Wooded lot with no structures
18-756-B	None	None	Unknown	Unknown	Possible	No Structure	City owned parcel immediately adjacent to auto body repair shop.
18-756-C	None	None	Unknown	Unknown	Possible	No Structure	City owned vacant wooded lot.
18-756-D	None	None	Likely but not identified	Likely but not identified	Possible	No Structure	Primarily vacant vegetated parcel with some railroad tracks on its northern edge. Parcel is adjacent to Wisconsin Central Limited railroad yard
18-756-C-3	1100 Columbia Avenue	02-05-000380, 03-05-000664, 03-05-208233	Emulsified asphalt containing PAHs	None discovered	Possible	Moderate/Good	Impacted soil has been remediated by placement of an engineered cap that must be maintained over the contamination.
WESTERN PARCELS							
18-756-A-1	1052 Velp Avenue	None	Unknown	Unknown	Unknown	Moderate	Small used car dealership, former farm
18-756-2	1046 Gray Court	None	Unknown	Unknown	Unknown	Moderate/Good	Wireless tower installation business has been present since 2000 on the site.
18-781	1060 Gray Court (eastern part of the parcel)	None (adjacent to a closed BRRS site)	Unlikely	Unlikely	Unlikely	No Structure	Property was formerly used for agriculture, with no likely storage of petroleum or fertilizer. However, impacts may still be present.

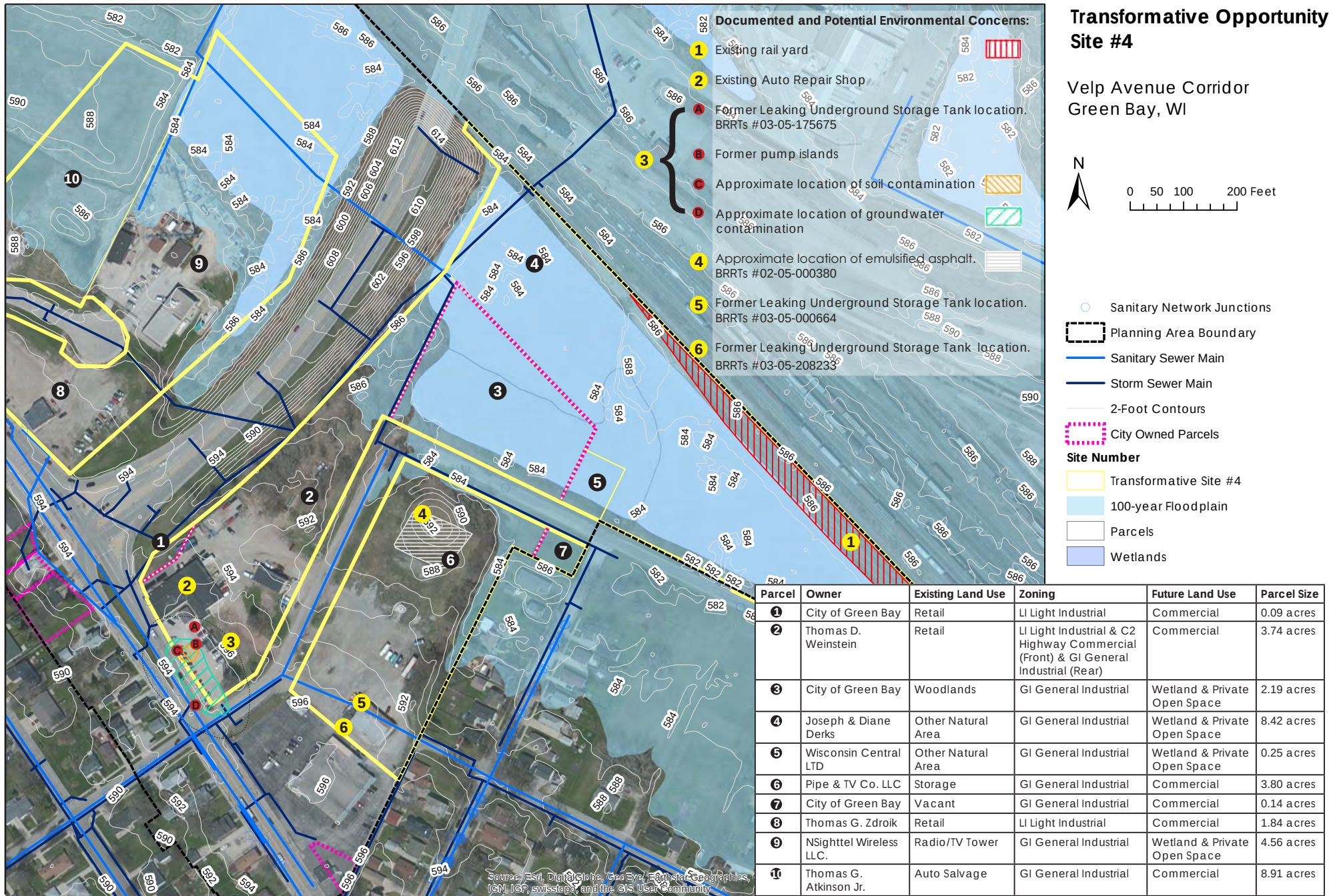


Figure 5-10: Transformative Opportunity Site #4 Issues

GREATEST OPPORTUNITIES

- Gateway into Green Bay
- Commercial land uses

SECONDARY OPPORTUNITIES

- Site could include office or mixed use office/retail, should market conditions support
- There could also be the potential to reconfigure the roadway/truck route which would allow for additional developable land

Land Use	Compatibility	
	Least	Most
Commercial		x
Multi-family Residential	x	
Office		x
Mixed Use: Office/Retail		x
Industrial		x
Green Open Space	x	

POTENTIAL REDEVELOPMENT SCENARIO

This transformative opportunity site is identified as a gateway to Green Bay and a key opportunity to diversify neighborhood land uses with more retail opportunities. This area should welcome visitors to Green Bay and be a source of basic goods and service along Velp Avenue. Given the proximity to I-43, this site could attract a mix of commercial, residential, and large scale retail (including a grocery store).

Both the east and west sides of Atkinson are underutilized and have been evaluated for redevelopment potential. Common challenges for both sites include wet soils, floodplain, and assembling multiple parcels for redevelopment. It is important to note that only the east side of Atkinson has been studied for potential contamination. If development occurs on the west side of Atkinson, an assessment of potential contamination will need to be completed and the site may have to be remediated.

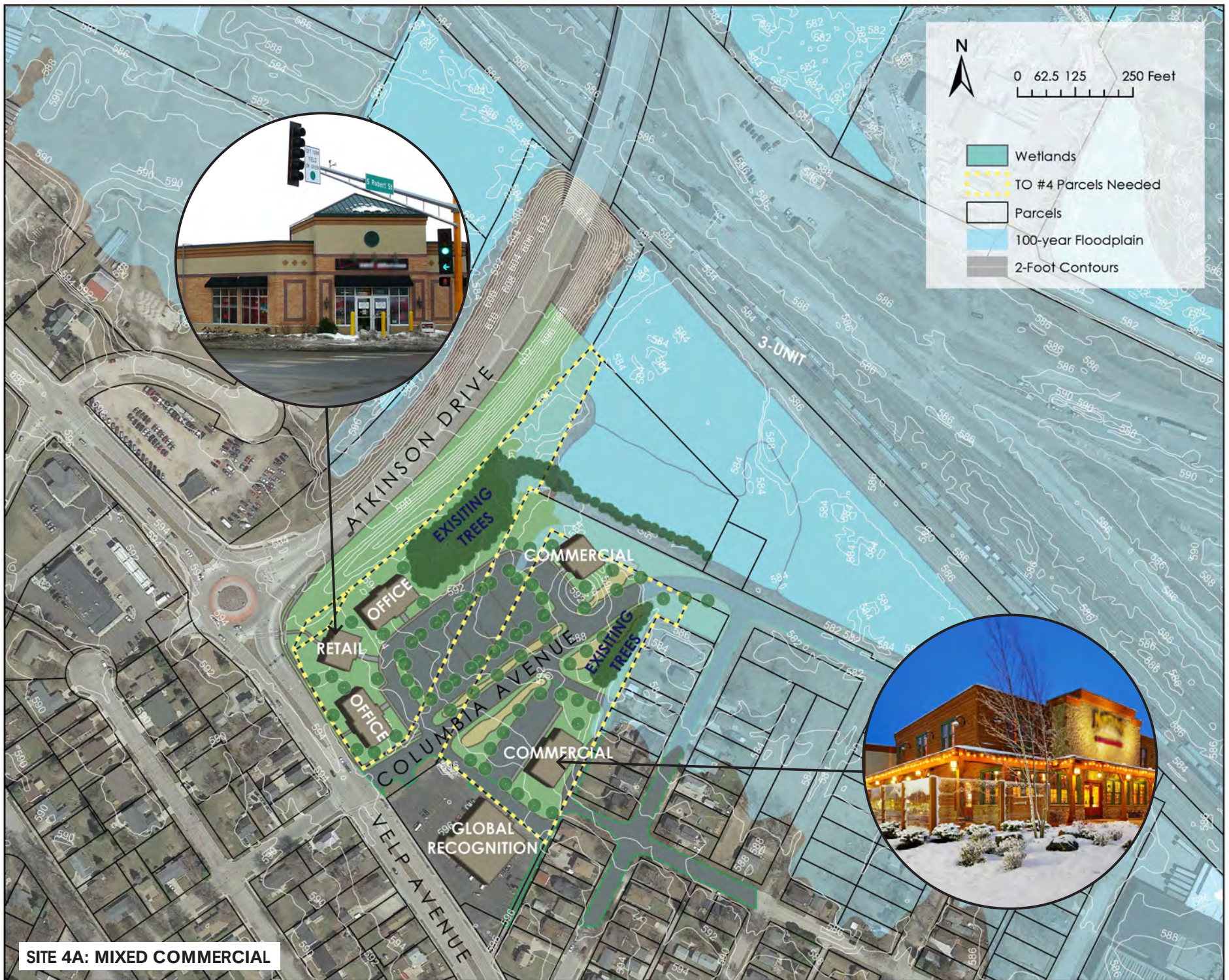
GENERAL OBSERVATIONS OF SITE DEVELOPMENT NEEDS

Eastern Quadrant: The site has known soil, groundwater, and other impacts associated with underground tanks and former uses as a gas station and auto-repair that will need to be addressed as part of any site development. Site grades will not need to change to support redevelopment, with the exception of a mound near the location of emulsified asphalt area that must be removed. Stormwater management will favor filtration and if possible infiltration, grassy swales and overland drainage to wetland area to the north of Emmett Street where permitted.

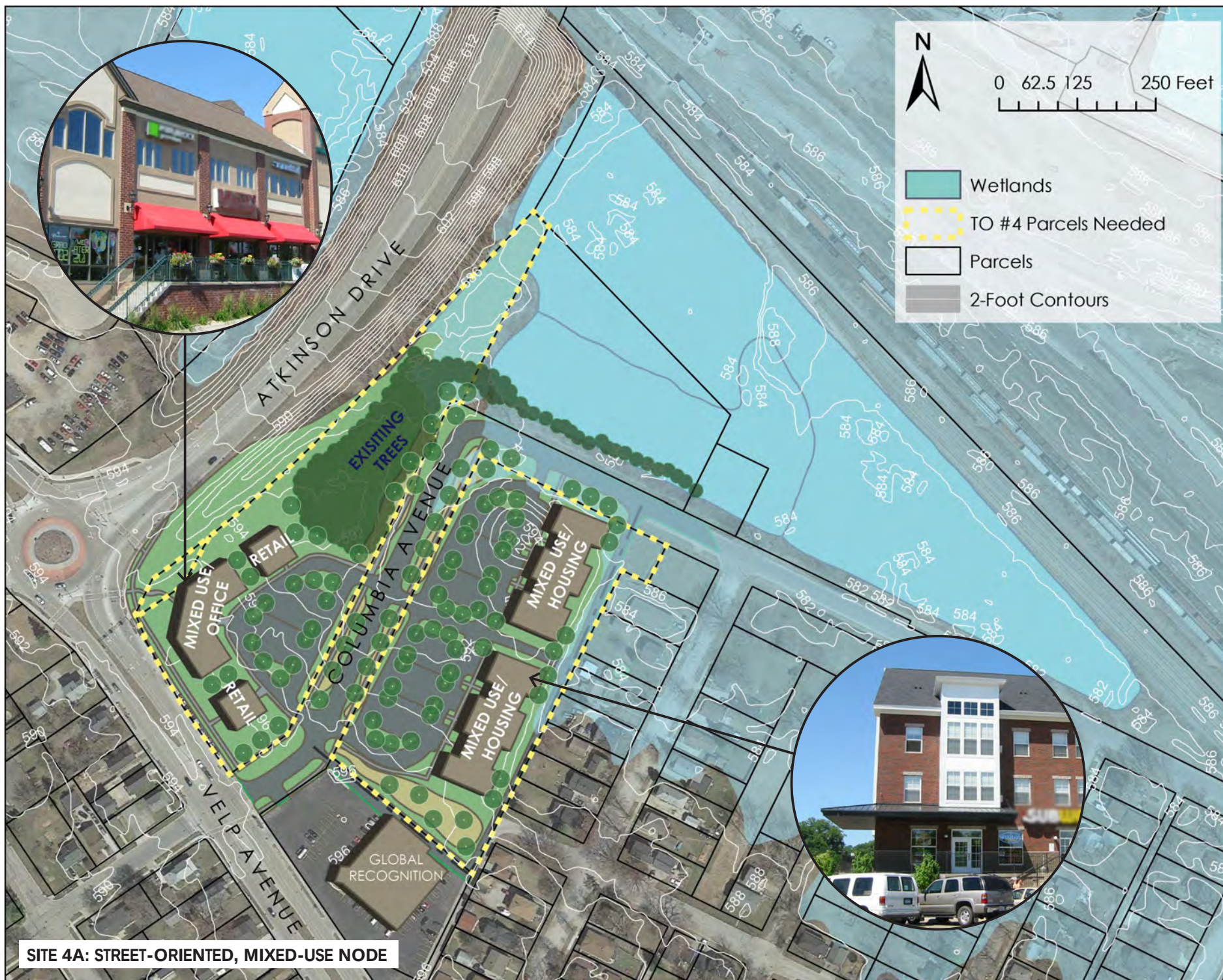
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Western Quadrant: The site contains wetlands and much of the property lies within the 100-year floodplain. Any developer should consult the Wisconsin DNR before planning potential impacts to wetlands and discuss potential options in obtaining permits for filling or mitigating wetlands to allow for future development.

To achieve the full redevelopment potential of the site, the redevelopment concepts presented in this plan depict Gray Court being relocated through the project site. This enlarges the developable area with intersection visibility, creating more potential for a large-scale anchor retail tenant. Relocation of the street is a public cost, and could only be initiated after the city had acquired properties along the proposed realignment.



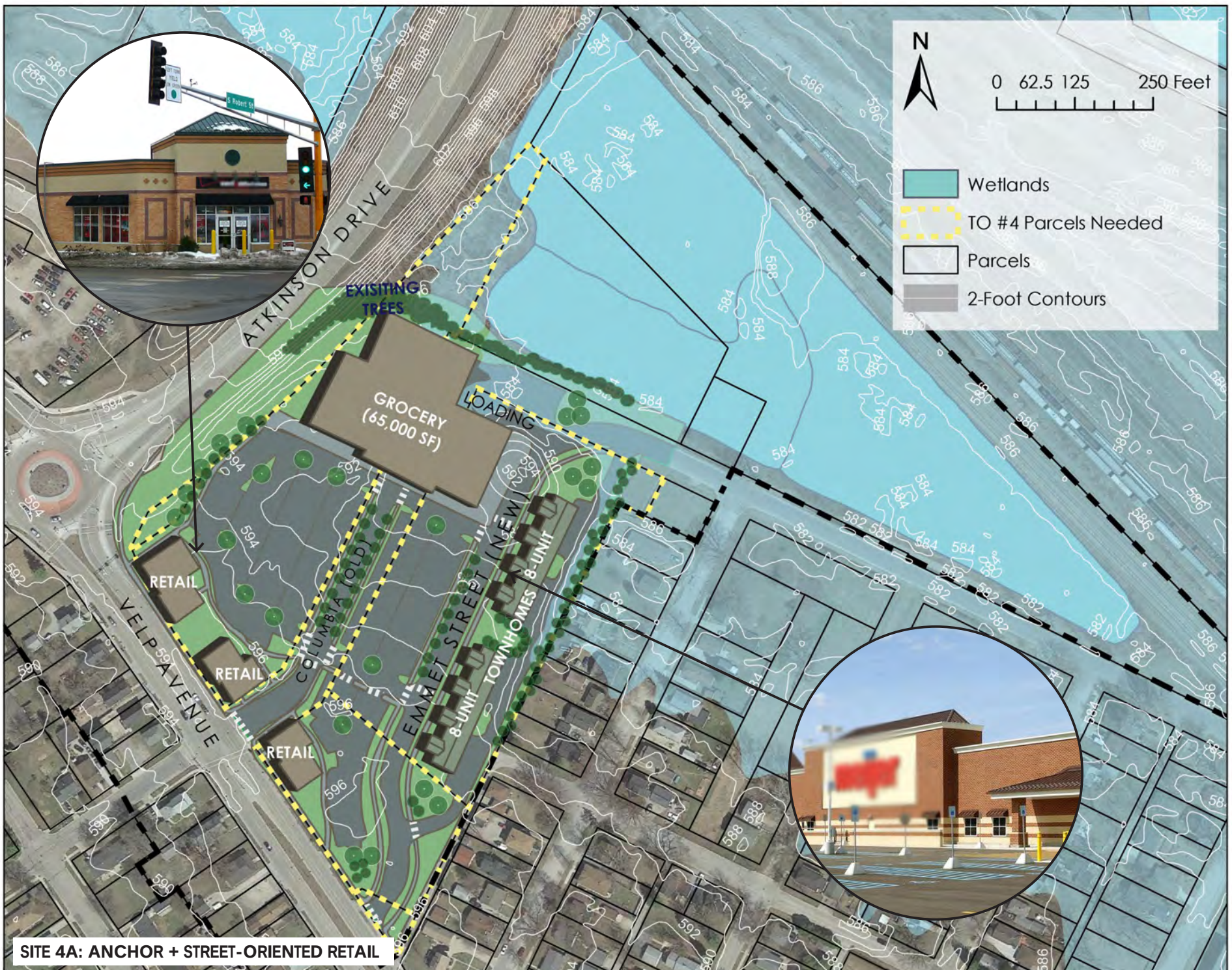
SITE 4A: MIXED COMMERCIAL



SITE 4A: STREET-ORIENTED, MIXED-USE NODE



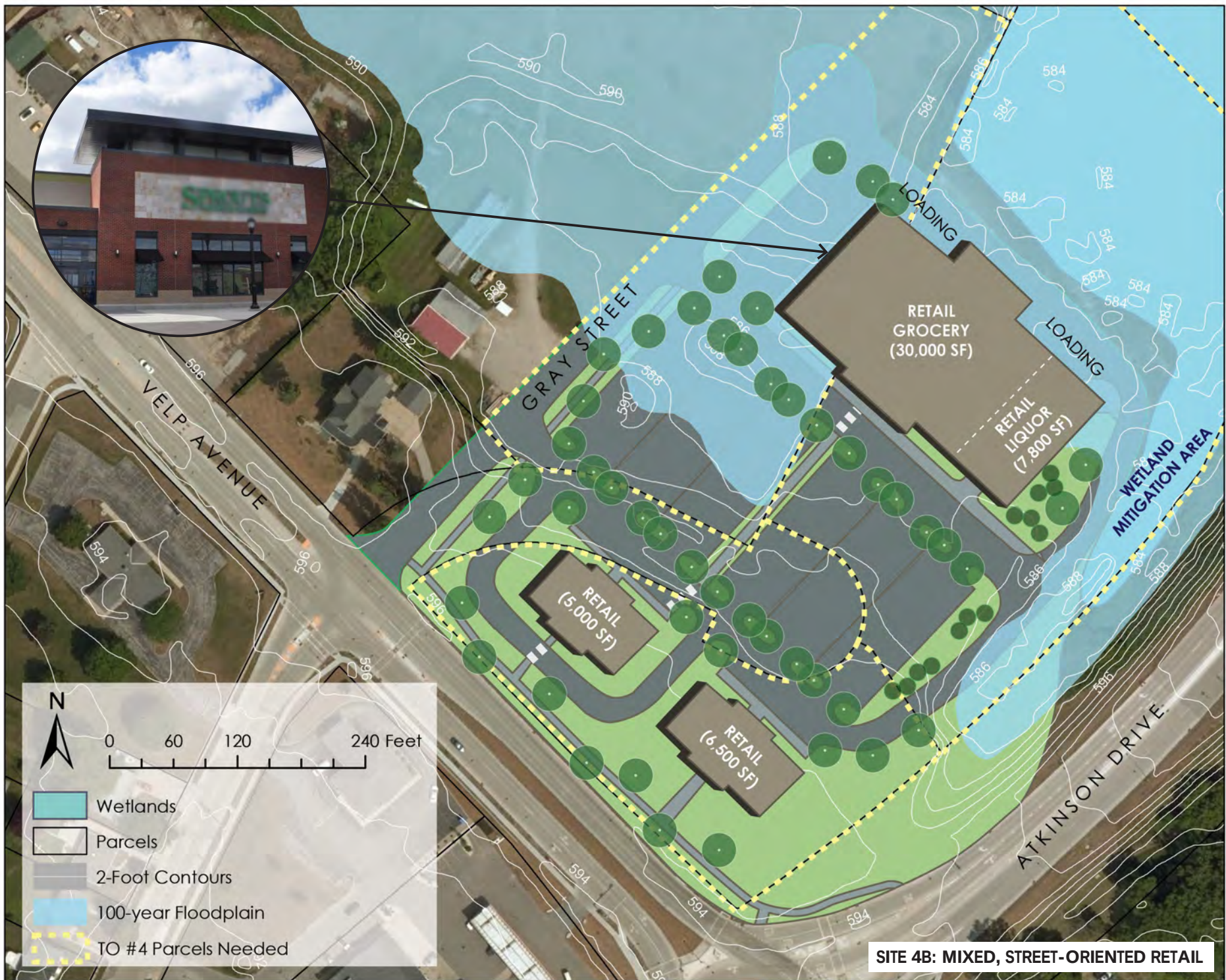
SITE 4A: DESTINATION RETAIL



SITE 4A: ANCHOR + STREET-ORIENTED RETAIL



4B: LARGE-SCALE RETAIL WITH PEDESTRIAN CONNECTIONS





Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

AGENDA ITEM # E.17

(ZP 23-48) Public hearing on a request to rezone 322 S Monroe Avenue, 326 S Monroe Avenue, 512 Moravian Street, 315 S Madison Street, 325 S Madison Street, and 333 S Madison Street from Office-Residential (OR) District to Downtown (DI) District submitted by Community and Economic Development. (Ald. Johnson, District 9)

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.18

(ZP 23-48) Consideration with possible action on a request to rezone 322 S Monroe Avenue, 326 S Monroe Avenue, 512 Moravian Street, 315 S Madison Street, 325 S Madison Street, and 333 S Madison Street from Office-Residential (OR) District to Downtown (D1) District submitted by Community and Economic Development. (Ald. Johnson, District 9)

BACKGROUND

(ZP 23-48) Consideration with possible action on a request to rezone 322 S Monroe Avenue, 326 S Monroe Avenue, 512 Moravian Street, 315 S Madison Street, 325 S Madison Street, and 333 S Madison Street from Office-Residential (OR) District to Downtown (D1) District submitted by Community and Economic Development (Ald. Johnson, District 9).

Primary Address: Grace Lutheran Church; 322 S Monroe Avenue, 326 S Monroe Avenue, 512 Moravian Street, 315 S Madison Street, 325 S Madison Street, and 333 S Madison Street

Aldersperson/District: Ald. Johnson, District 9

Reason for Request: The proposed rezoning will best match the existing land use.

Surrounding Zoning and Land Uses:

SUBJECT: Office-Residential (OR) | Religious Institution

NORTH: PI Public Institutional | Jackson Square Park

SOUTH: Office-Residential (OR) | Funeral Home

EAST: Office-Residential (OR) | Offices

WEST: Office-Residential (OR) | Offices and Single-Family Homes

Comprehensive Plan: The 2022 Smart Growth Green Bay Comprehensive Plan currently recommends Other Public or Semi-Public uses for this parcel. This rezoning is consistent with this recommendation.

Report: The subject parcel is the Grace Lutheran Church contiguous campus consisting of the church and parking lot. The overall size of the six lots is 1.37 acres. We are recommending a rezoning to Downtown (D1) district. Our staff has been rezoning religious institutions that are currently zoned in mismatching miss we come across them, considering them a “clean-up” action. Religious institutions are a more appropriate land use in the D1 district in this area as the comprehensive plan calls for Downtown use. Churches are a permitted use in the downtown district and is diagonally opposite of recent zoning actions which rezoned parcels along Monroe too Downtown to better match the comprehensive plan.

Ald. Johnson and neighbors within 200 feet have been noticed of the meeting based on Plan Commission policy. No inquiries have been made as of the drafting of this report.

RECOMMENDATION

Approval of the request.

FISCAL IMPACT

ATTACHMENTS

1. ZP 23-48 Application
2. 23-48 Current Zoning
3. ZP 23-48 FLU



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: Grace Lutheran Church
Parcel Number(s): See attached
Petitioner(s): Community + Economic Development Dept. Date: 10/26/23
Email: jon.lerry@greenbaywi.gov Phone Number: 920 448 3300
Address: 100 N. Jefferson St City: Green Bay State: WI Zip: 54301
Property Owner: Grace Lutheran Congregation Phone Number: _____

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, Jon Lerry, respectfully request that the City of Green Bay take the following action:

- | | |
|-------------------------------------|--|
| ☒ | Rezone Property (\$375.00 Review Fee) <u>w a r n i n g</u> <u>OR - PI</u> |
| ☐ | 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): _____ |

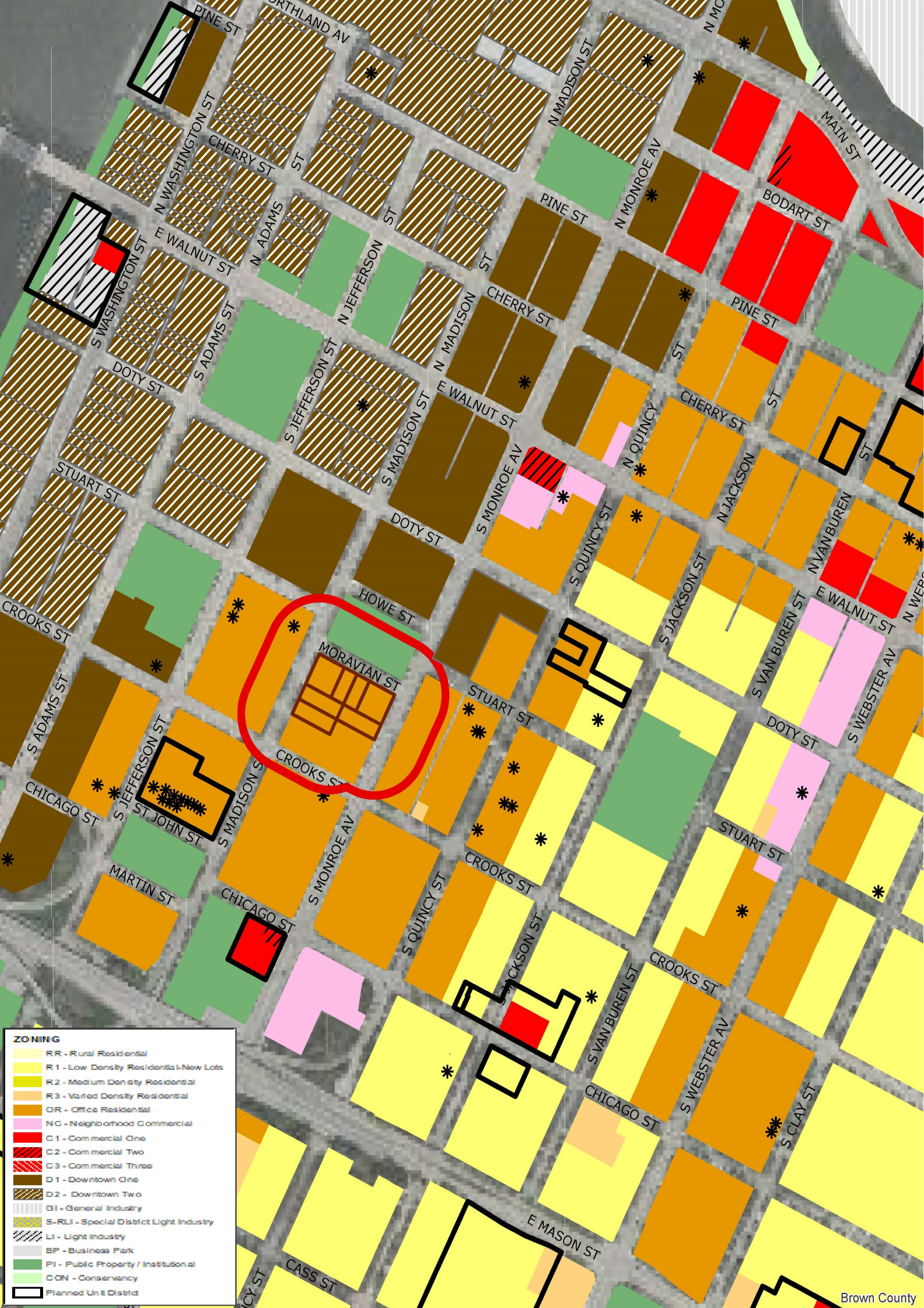
Owner Signature: [Signature] Date: 10-26-2023
Petitioner Signature(s): [Signature] 10/26/23

Checklist of required attachments:

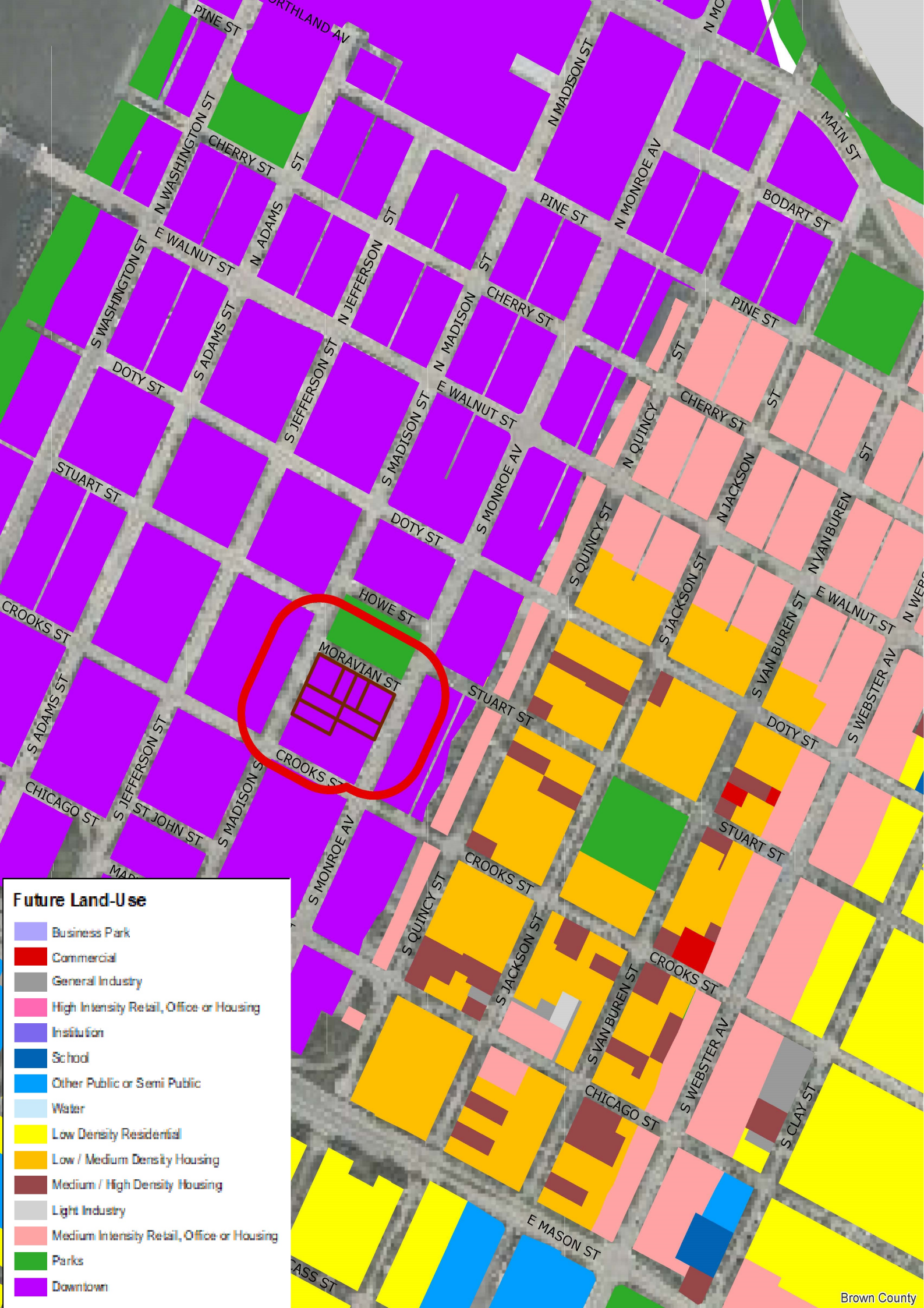
- Map
- Legal Description
- Applicant Narrative Describing Project
- All Other Pertinent Information

For office use only:

Review Fee: _____ Receipt No.: _____ Zoning Petition No.: _____



ZONING	
	RR - Rural Residential
	R1 - Low Density Residential - New Lots
	R2 - Medium Density Residential
	R3 - Varied Density Residential
	OR - Office Residential
	NC - Neighborhood Commercial
	C1 - Commercial One
	C2 - Commercial Two
	C3 - Commercial Three
	D1 - Downtown One
	D2 - Downtown Two
	GI - General Industry
	S-RI - Special District Light Industry
	LI - Light Industry
	BP - Business Park
	PI - Public Property / Institutional
	CON - Conservancy
	Planned Unit District



Future Land-Use

- Business Park
- Commercial
- General Industry
- High Intensity Retail, Office or Housing
- Institution
- School
- Other Public or Semi Public
- Water
- Low Density Residential
- Low / Medium Density Housing
- Medium / High Density Housing
- Light Industry
- Medium Intensity Retail, Office or Housing
- Parks
- Downtown



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

David Buck, Staff

AGENDA ITEM # E.19

(ZP 23-43) Public Hearing on a request to create a Planned Unit Development (PUD) for the creation of a mixed-use neighborhood at the JBS redevelopment site located on the 1300 block of Guns road, submitted by Community and Economic Development on behalf of the Redevelopment Authority of the City of Green Bay, Property Owner. (Ald. Morgan, District 3)

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

David Buck, Staff

AGENDA ITEM # E.20

(ZP 23-43) Consideration with possible action on a request to create a Planned Unit Development (PUD) for the creation of a mixed-use neighborhood at the JBS redevelopment site located on the 1300 block of guns road, submitted by Community and Economic Development on behalf of the Redevelopment Authority of the City of Green Bay, Property Owner (Ald. Morgan, District 3).

BACKGROUND

Reason for Request: To permit the development of a mixed-use neighborhood development that will include new housing opportunities, destination community parks, and an urban farm with a community center facility/barn.

Surrounding Zoning and Land Uses:

Subject Parcel Zoning and Land Use: Subject land area is zoned GI General Industrial District and is undeveloped green space (formerly farmed).

NORTH: Business Park District (BP) Green Bay School District Services Building

SOUTH: Village of Bellevue Railroad Tracks

EAST: Village of Bellevue Single-family homes and Walmart Store

WEST: Public Institutional District (PI) Kroc Community Center

Comprehensive Plan: The 2022 Smart Growth Plan designates this area for light industrial use. The proposed zoning change to a Planned Unit Development, as drafted, is not consistent with the recommendation of the Comprehensive Plan. However, changes to the area, including the development of the Kroc Center, as well as the donation of the property and funding to the Redevelopment Authority for the construction of a residential neighborhood and park have made the former designation inconsistent with current uses and community growth desires. The 2022 Smart Growth Plan future land use plan will need to be changed to match the new uses, but as the overall comprehensive plan rewrite is in process, staff believe the utilization of the PUD with a condition that the future land use plan reflects the residential nature of the property when it is rewritten is sufficient at this time.

Report: The purpose of the Planned Unit Development District and the regulations applicable to the same are to encourage and provide means for effecting desirable and quality development by permitting greater flexibility and design freedom than that permitted under the basic district regulations. The draft PUD regulations are established to permit latitude in the uses permitted and flexibility in the development of building sites. It is intended to permit and encourage diversification, variation, and imagination in the relationship of uses, structures, and open spaces as comprehensive and cohesive projects. It is further intended to encourage more rational and economic development with relationship to public services, and to encourage and facilitate preservation of open space and other natural features, such as woodlands and wetlands.

The Redevelopment Authority of the City of Green Bay and City staff have spent the past several years meeting with key strategic stakeholders and employers, community advocates and partners gathering input

on the creation of a transformative development plan for a tract of land that straddles the municipal boundary with the Village of Bellevue. GRAEF, a planning and engineering consulting firm, was retained to help refine the plan and numerous informational meetings were held with community partners, as well as between the two municipalities, to advance the project towards fruition. A detailed timeline as well as an extensive explanation of the planning process can be found in the attached JBS Final Concept Plan.

The overall development area is approximately 25.61 acres of land with 22.98 located within the City of Green Bay and 2.63 acres being located within the Village of Bellevue. The development is proposed to incorporate three primary elements:

- **Housing:** A variety of housing choices and types are proposed to be included in the development plan. The Redevelopment Authority will solicit proposals from developers with an emphasis on including both owner-occupied and rental single-family, two-family, townhomes, and lower-density multifamily units. The intent is to provide both market rate and affordable options.
- **Community Parks:** Active and passive recreation opportunities and programmable spaces are proposed strategically throughout the development to enhance the area.
- **Urban Farming:** A concept to focus more on the family level sustainability of production with potential training and support facilities including a community center.

Key aspects of the plan include a Grand Boulevard and an “activity zone” that will connect the development to Guns Street. This is identified as a community asset within the planning area. The Grand Boulevard roadway will be designed to support both vehicular traffic and community activity. Other key aspects are longer-term goals of providing connectivity between existing neighborhoods (both vehicular and pedestrian) within the City of Green Bay and an east-west connecting roadway between Lime Kiln Road and Guns Road.

The development plan includes an active play park, urban farm and community center barn, grand boulevard and incorporates numerous development areas that target a variety of different housing and development areas as depicted on the attached plan and as follows:

- **Development Areas A, B and C:** permit single-family, two-family, attached single-family townhomes, and multiple-family dwellings.
- **Development Area D:** permit attached single-family townhomes, and multiple-family dwellings.
- **Development Area E:** permit multiple-family dwellings and mixed-use development.
- **Development Area F:** permit single-family and two-family dwellings.
- **Development Area G:** permit attached single-family townhomes.
- **Development Area H:** permit multiple-family dwellings and mixed-use development.

Based on the fact that the proposal covers two municipalities with unique attributes associated with their respective zoning and subdivision codes, the proposal is to create an overlay district in each community that will co-exist in harmony to achieve the intended outcome while still providing flexibility for possible development opportunities without the need to come back and amend the PUD. The project was proposed to the Village of Bellevues Plan Commission on November 21, 2023, and received unanimous recommendation of approval and is scheduled to go before their Village Board on December 13, 2023, for final action.

Attached to the staff report is the draft PUD that contains specific details on uses, lot areas/widths, setbacks, building height, impervious surface coverage, stormwater management, signage, parking, lighting, landscaping, and access/circulation. The regulations are specifically drafted to afford the ability of a developer to be innovative in development planning while containing regulatory guarantees that projects will achieve desired neighborhood dynamics like urban street frontages along Grand Boulevard.

The Public Participation Plan for Comprehensive Plan Amendments is being followed for this request and notices have been provided regarding the public hearings for this meeting. Ald. Morgan, Imperial Pride Neighborhood Association, and neighbors within 400 ft. have been notified of the meeting based on Plan

Commission policy. The staff has not received any inquiries about the request as of the drafting of this report.

RECOMMENDATION

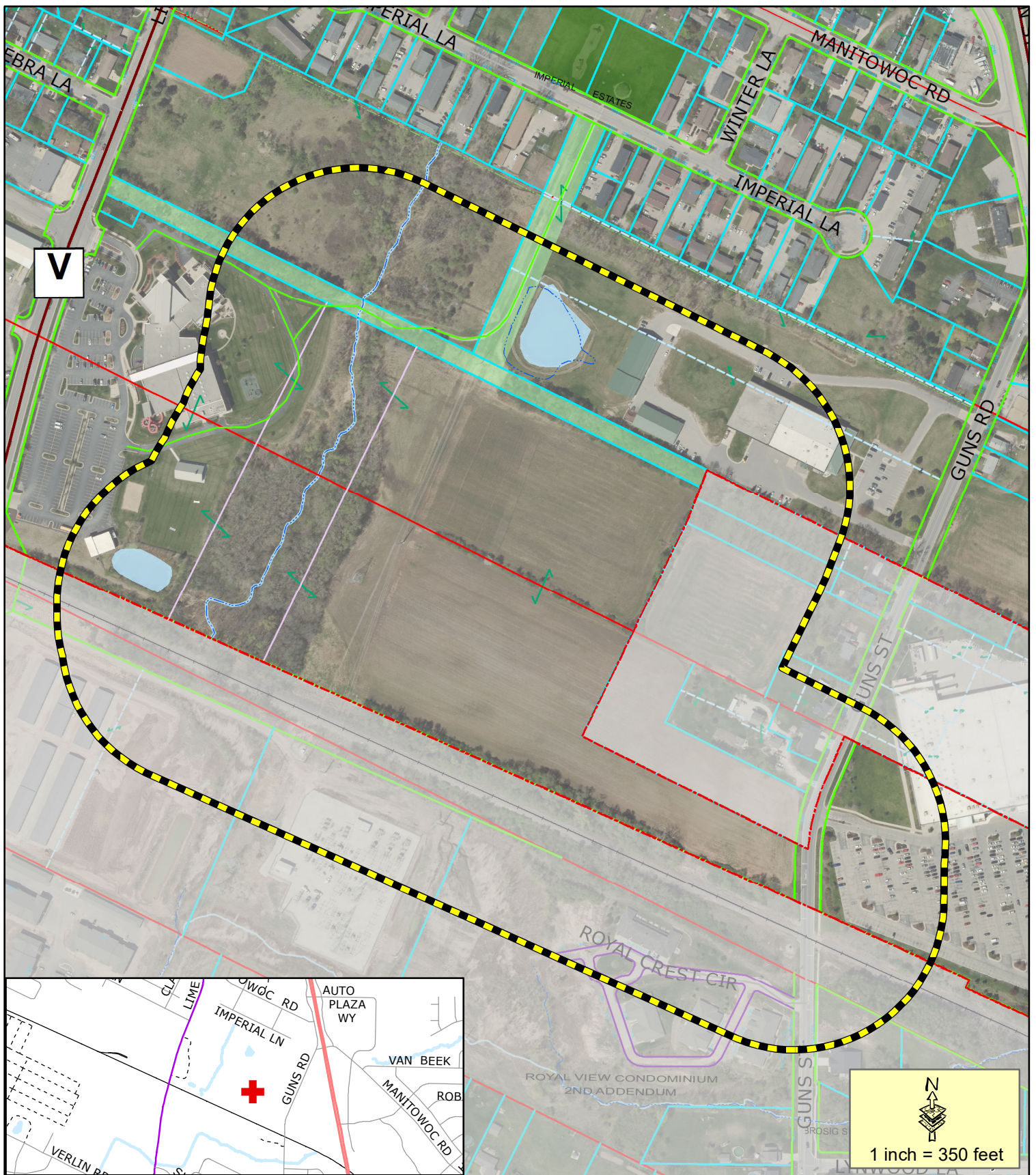
Approval of the request, subject to the following condition:

- I. Adoption of the draft PUD

FISCAL IMPACT

ATTACHMENTS

1. ZP 23-43 Location Map
2. ZP 23-43 Development Block Map
3. ZO XX-23 JBS_City PUDwExhibits 10.23.23
4. 2023-08-07 JBS Final Concept Plan



- Proposed PUD
- 400' Property Notice Area

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 DB

Zoning Petition (ZP 23-43)

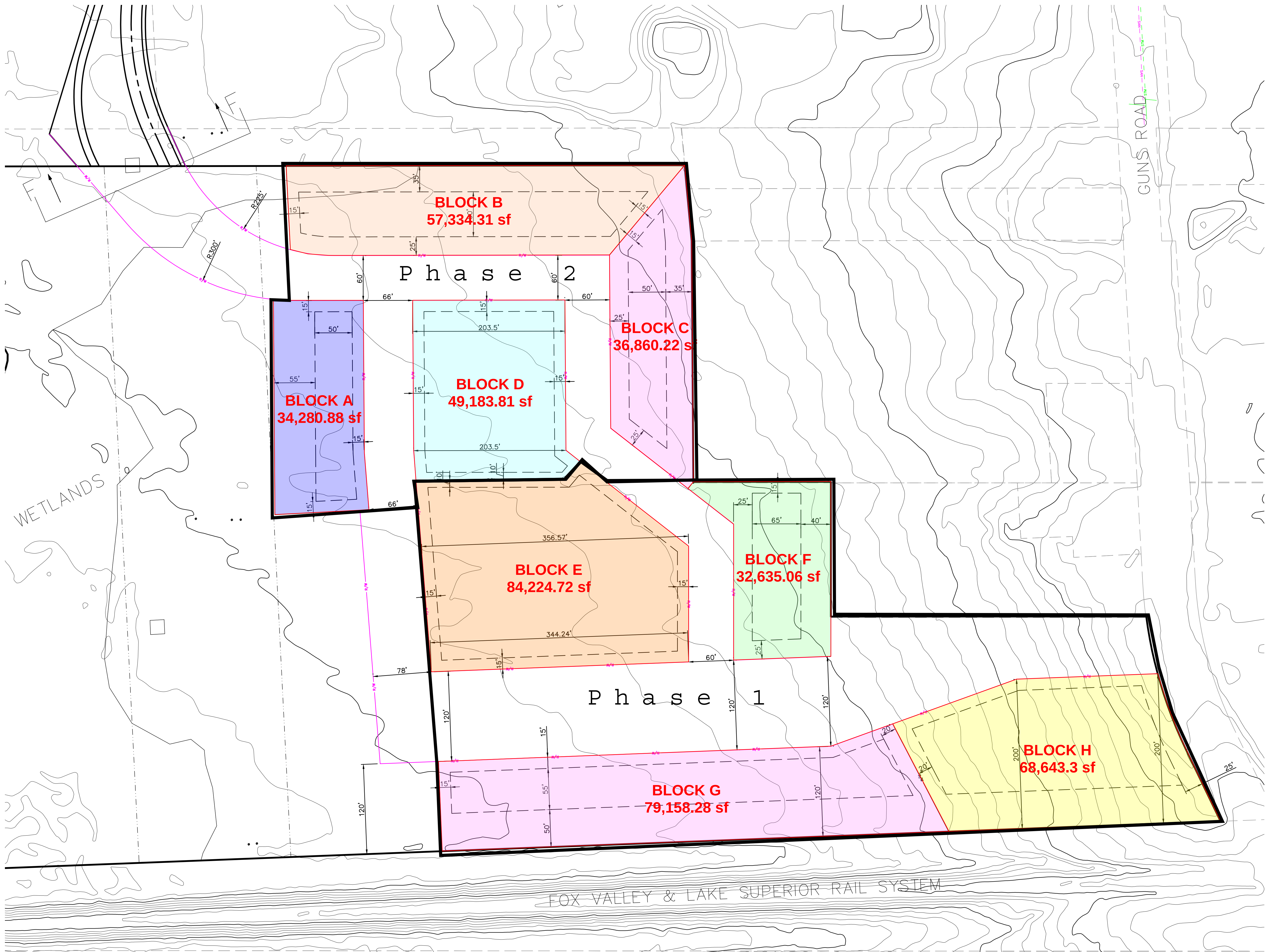
Proposed PUD at 1300 Block Guns Rd



C:\Users\2035\OneDrive\Documents\GRAEF\2022-0399.00 - JBS PH2\Project Files\Design\Civil\Misc\MAW_Site Baseplan 9/29/2023 10:04 AM

NOTICE:
In accordance with Wisconsin statute 182.0175, damage to transmission facilities, excavator shall be solely responsible to provide advance notice to the designated "ONE CALL SYSTEM" not less than three working days prior to commencement of any excavation required to perform work contained on this drawing, and further, excavator shall comply with all other requirements of this statute relative to excavator's work.

DISCLAIMER:
The underground utilities shown have been located from field survey information and existing drawings. GRAEF makes no guarantee that the underground utilities shown comprise all such utilities in the area, either in service or abandoned. GRAEF further does not warrant that the underground utilities shown are in the exact location indicated. GRAEF has not physically located the underground utilities.



GRAEF

1150 Springhurst Drive,
Suite 201
Green Bay, WI 54304-5947
920 / 592 9440

CONSULTANTS:

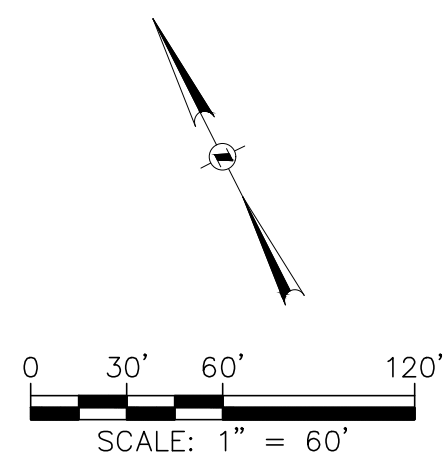
PROJECT TITLE:

JBS SITE REDEVELOPMENT
HOUSING PLAN EXHIBIT

ISSUE:

NO.	DATE	REVISIONS RELEASED FOR REVIEW	BY MW
1	9/29/23		

NOT FOR CONSTRUCTION



PROJECT INFORMATION:

PROJECT NUMBER: 2022-0399
DATE: 09/29/2023
DRAWN BY: MW
CHECKED BY: RLH
APPROVED BY: KS
SCALE: AS NOTED

SHEET TITLE:

CONCEPTUAL SITE PLAN HOUSING
BLOCK EXHIBIT

SHEET NUMBER:

EXH. A

ZONING ORDINANCE NO. XX-23

AN ORDINANCE ZONING CERTAIN LAND KNOWN AS
THE JBS REDEVELOPMENT SITE (TAX PARCEL 23-243-1)
LOCATED ON THE 1300 BLOCK OF GUNS ROAD
AS A PLANNED UNIT DEVELOPMENT DISTRICT
(ZP 23-43)

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 following described property (as shown on Exhibit A - Location Map):

PARCEL NUMBER 23-243-1: LOT 1 OF 53 CSM 221 MAP 7758 IN 2350722 BEING PART OF THE SOUTH 1/2 OF PC 9 ESRF & BEING PART OF LOT 1 OF SUBDIVISION OF PC 10 & 11 ESRF. AREA CONTAINS 1,001,009 SQUARE FEET / 22.98 ACRES MORE OR LESS.

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

- A. PURPOSE AND INTENT. The Planned Unit Development (PUD) is being utilized to permit the development of a bold and impactful mixed-use development that will complement the Imperial Pride neighborhood, the East Side, and greater Green Bay. This project will incorporate three primary elements:
1. New housing opportunities that include unique urban housing designs with higher density and a wide range of products to provide affordability options for both rental and ownership.
 2. Destination community park facilities that are culturally and ecologically inclusive incorporating active and passive recreational opportunities as well as programmable space.
 3. Urban farming concept scaled to focus on family sustaining levels of production, with potential training/support facilities and include a public gathering area (building and exterior space).
- B. DEVELOPMENT AREAS. The approximately 26 acres of the JBS development site is broken into two (2) public community asset site and seven (7) residential development areas as illustrated in Exhibit B – Development Areas. Each development area may have different and distinct permitted uses and other land-use/dimensional regulations as outlined within this PUD.

- C. LAND-USE. The principal and accessory land uses which may be established and/or maintained on the subject property, public community asset sites and development areas are as follows:
1. Active Play Park, Urban Farm and Community Center Barn. Permitted and conditional uses within the active play park, urban farm and community center barn as identified on Exhibit B – Development Areas are those identified within Green Bay Municipal Code, Chapter 44, Article X – Public Institutional District. The following uses shall also be permitted with the issuance of a Conditional Use Permit:
 - a. General Retail Sales.
 - b. Personal Service.
 - c. Outdoor Commercial Recreation.
 - d. Agriculture.
 2. Grand Boulevard. Permitted and conditional uses within the active play park as identified on Exhibit B – Development Areas are those identified within Green Bay Municipal Code, Chapter 44, Article X – Public Institutional District. The following uses shall also be permitted with the issuance of a Conditional Use Permit:
 - a. General Retail Sales.
 - b. Personal Service.
 - c. Outdoor Commercial Recreation.
 3. Development Areas A, B and C. The following uses shall be permitted within Development Area A, B or C as identified on Exhibit B – Development Areas:
 - a. Single-family dwelling, detached. 4-8 units/acre.
 - b. Two-family dwelling, upper/lower duplex. 6-10 units/acre.
 - c. Single-family attached dwelling, townhouse. 8-12 units/acre.
 - d. Multiple-family dwelling. 10-30 units/acre.
 - e. Live-work unit.
 - f. Short-term rentals.
 - g. Community living arrangements serving 4-8 persons.
 - h. Family daycare home serving 8 or fewer children.
 4. Development Area D. The following uses shall be permitted within Development Area D as identified on Exhibit B – Development Areas:
 - a. Single-family attached dwelling, townhouse. 8-12 units/acre.
 - b. Multiple-family dwelling. 10-30 units/acre.
 - c. Live-work unit.
 - d. Short-term rentals.
 - e. Community living arrangements serving 4-8 persons.
 - f. Family daycare home serving 8 or fewer children.

5. Development Area E. The following uses shall be permitted within Development Area E as identified on Exhibit B – Development Areas:
- Multiple-family dwelling. 10-30 units/acre.
 - Mixed-use building. 10-30 units/acre. Commercial components shall only be permitted on the ground floor fronting the Grand Boulevard.
 - Live-work unit.
 - Short-term rentals.
 - Community living arrangements serving 4-8 persons.
 - Family daycare home serving 8 or fewer children.
6. Development Area F. This development area is located within the Village of Bellevue and is regulated by the Village however they are listed within this PUD for reference. The following uses shall be permitted within Development Area F as identified on Exhibit B – Development Areas:
- Single-family dwelling, detached. 4-8 units/acre.
 - Two-family dwelling, upper/lower duplex. 6-10 units/acre.
 - Live-work unit.
 - Short-term rentals.
 - Community living arrangements serving 4-8 persons.
 - Family daycare home serving 8 or fewer children.
7. Development Area G. The following uses shall be permitted within Development Area G as identified on Exhibit B – Development Areas:
- Single-family attached dwelling, townhouse. 8-12 units/acre.
 - Live-work unit.
 - Short-term rentals.
 - Community living arrangements serving 4-8 persons.
 - Family daycare home serving 8 or fewer children.
8. Development Area H. The following uses shall be permitted within Development Area H as identified on Exhibit B – Development Areas:
- Multiple-family dwelling. 10-30 units/acre.
 - Mixed-use building. 10-30 units/acre. Commercial components shall only be permitted on the ground floor fronting Guns Road or the Grand Boulevard. Permitted and conditional commercial uses shall be those listed for the Neighborhood Commercial District within Green Bay Municipal Code, Chapter 44, Article VIII – Commercial Districts.
 - Live-work unit.
 - Short-term rentals.
 - Community living arrangements serving 4-8 persons.
 - Family daycare home serving 8 or fewer children.

9. Accessory Uses.

- a. Accessory uses for active play park, urban farm, community center barn and Grand Boulevard shall be those listed within for the Public Institutional District within Green Bay Municipal Code, Chapter 44, Article X, Division 2, Section 44-884, Table 44-16.
- b. Accessory uses for Development Areas A, B, C, D, E, F and G shall be those listed within for the R-3 Varied Density Residential District within Green Bay Municipal Code, Chapter 44, Article VI, Division 2, Section 44-589, Table 44-3.

D. DIMENSIONAL AND AREA REQUIREMENTS. Dimensional and area requirements shall meet the following regulations:

1. Lot Width and Area. Minimum lot width and lot area shall be regulated by use.
 - a. Single-family dwellings, detached and two-family dwelling, upper/lower duplexes: minimum lot width of 35 feet with minimum lot area of 3,500 square feet.
 - b. Single-family, attached dwellings/townhomes: minimum lot width of 15 feet per unit with minimum lot area of 1,500 square feet per unit.
 - c. Multiple-family dwellings and mixed-use buildings: minimum lot width of 40 feet with minimum lot area of 750 square feet per unit.
2. Setbacks. Setbacks are established by Development Area and uses, as depicted on Exhibit B - Development Areas.
 - a. Development Areas A, B and C
 - (1) Front yard setback, principal structures: Minimum setback required for yards fronting the public right-of-way is fifteen (15) feet. Attached garages fronting the right-of-way shall maintain a minimum front yard setback that is five (5) feet further back than the home.
 - (2) Rear yard setback, principal structures: Minimum rear yard setback is fifteen (15) feet.
 - (3) Side yard setback, Principal Structures and Drives: Minimum side yard setback is five (5) feet.
 - i. Side yard setbacks shall apply only to the ends of single-family attached dwellings.
 - ii. Side yard setbacks for drives leading to detached garages shall have the same side yard setback of the detached garage.
 - (3) Setbacks for accessory structures: Accessory structures shall not be permitted between the principal structure's façade and the public right-of-way. Minimum rear and side yard setbacks is two and a half (2.5) feet.

- b. Development Area D
 - (1) Front yard setback, principal structures: Minimum setback required for yards fronting the public right-of-way is ten (10) feet.
 - (2) Rear yard setback, principal structures: Minimum rear yard setback is fifteen (15) feet.
 - (3) Side yard setback, Principal Structures: Minimum side yard setback is ten (10) feet.
 - i. Side yard setbacks shall apply only to the ends of single-family attached dwellings.
 - (4) Setbacks for accessory structures: Accessory structures shall not be permitted between the principal structures façade and the public right-of-way. Minimum rear and side yard setbacks is two and a half (2.5) feet.
 - (5) Setbacks for surface parking: Surface parking lots shall not be permitted between a structures front façade and the public right-of-way. Side and rear yard setbacks for parking lots is ten (10) feet
- c. Development Area E
 - (1) Front yard setback, principal structures: There is no minimum setback required for yards fronting the public right-of-way and the maximum front yard setback is fifteen (15) feet.
 - (2) Rear yard setback, principal structures: Minimum rear yard setback is fifteen (15) feet.
 - (3) Side yard setback, Principal Structures: Minimum side yard setback is ten (10) feet.
 - (6) Setbacks for accessory structures: Accessory structures shall not be permitted between the principal structures façade and the public right-of-way. Minimum rear and side yard setbacks is ten (10) feet.
 - (7) Setbacks for surface parking: Surface parking lots shall not be permitted between a structures front façade and the public right-of-way. Side and rear yard setbacks for parking lots is ten (10) feet.
- d. Development Area F
 - (1) Front yard setback, principal structures: Minimum setback required for yards fronting the public right-of-way is fifteen (15) feet.
 - (2) Rear yard setback, principal structures: Minimum rear yard setback is fifteen (15) feet.
 - (3) Side yard setback, Principal Structures and Drives: Minimum side yard setback is six (6) feet for single story structures and eight (8) feet for greater than single story structures.
 - i. Side yard setbacks for drives leading to detached garages shall have the same side yard setback of the detached garage.

- (4) Setbacks for accessory structures: Accessory structures shall not be permitted between the principal structure's façade and the public right-of-way. Minimum rear yard setback is four (4) feet and minimum side yard setbacks is two and a half (2.5) feet.
- e. Development Area G
 - (1) Front yard setback, principal structures: Minimum setback required for yards fronting the public right-of-way is five (5) feet and maximum front yard setback is fifteen (15) feet.
 - (2) Rear yard setback, principal structures: Minimum rear yard setback is fifteen (15) feet.
 - (3) Side yard setback, Principal Structures: Minimum side yard setback is six (6) feet for single story structures and eight (8) feet for greater than single story structures.
 - i. Side yard setbacks shall apply only to the ends of single-family attached dwellings.
 - (5) Setbacks for accessory structures: Accessory structures shall not be permitted between the principal structure's façade and the public right-of-way. Minimum rear and side yard setbacks is two and a half (2.5) feet.
- f. Development Area H
 - (1) Front yard setback, principal structures: There is no minimum setback required for yards fronting the public right-of-way and the maximum front yard setback is fifteen (15) feet.
 - (2) Rear yard setback, principal structures: Minimum rear yard setback is fifteen (15) feet.
 - (3) Side yard setback, Principal Structures: Minimum side yard setback is ten (10) feet.
 - (6) Setbacks for accessory structures: Accessory structures shall not be permitted between the principal structures façade and the public right-of-way. Minimum rear and side yard setbacks is ten (10) feet.
 - (7) Setbacks for surface parking: Surface parking lots shall not be permitted between a structures front façade and the public right-of-way. Side and rear yard setbacks for parking lots is ten (10) feet.
- 3. Height. Maximum building heights shall be regulated by use.
 - a. Single-family dwellings, detached and two-family dwelling, upper/lower duplexes: maximum height is thirty-five (35) feet or two and a half (2.5) stories, whichever is less.
 - b. Single-family, attached dwellings/townhomes: maximum height is thirty-five (40) feet or three (3) stories, whichever is less.
 - c. Multiple-family dwellings and mixed-use buildings: maximum height is fifty (50) feet or four (4) stories, whichever is less.

- d. Active play park, urban farm and community center : maximum height of fifty (50) feet or four (4) stories, whichever is less.
- 4. Impervious Surface. Maximum impervious surface coverage shall be regulated by use.
 - a. Single-family dwellings, detached and two-family dwelling, upper/lower duplexes: maximum impervious surface including all buildings, drives, walks, etc. is 60% of lot area.
 - b. Single-family, attached dwellings/townhomes: maximum impervious surface including all buildings, drives, walks, etc. is 70% of lot area.
 - c. Multiple-family dwellings and mixed-use buildings: maximum impervious surface including all buildings, drives, walks, etc. is 80% of lot area.
 - (1) Beyond typical green space, when calculating impervious surface, exposed balconies; decks; patios; active hardscaped plazas; roof gardens; green roofs and planters may be included as pervious surfaces.
 - d. Active play park, urban farm and community center: maximum impervious surface including all buildings, drives, walks, etc. is 80% of lot area.
- E. STORM WATER MANAGEMENT AND GRADING PLAN. 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.
 - 1. The storm water management and grading plan shall be comprehensive and take into account expected build-out of the entire PUD area as depicted on Exhibit A – Location Map.
 - a. With approval of the Department of Public Works, this requirement may be adjusted to address only storm water management needs of the specific Development Area for which development is proposed, as depicted on Exhibit B – Development Areas.
 - 2. Stormwater management facilities should function not only as a utility but also as an integral site amenity.
 - a. Green infrastructure and sustainable stormwater management practices are encouraged to be utilized throughout the site.
 - b. Traditional stormwater facilities shall be designed with landscaping providing human-scale interest and incorporating native plant species where possible.

- c. Include public interface and interaction through the use of site amenities such as walking paths, sitting areas, art and educational/interpretive signage.

F. SIGNAGE. Signage throughout the PUD area shall be regulated as follows:

1. Signage for single-family dwellings, detached and two-family dwelling, upper/lower duplexes shall be regulated as the R-1 Low Density District per the Green Bay Municipal Code, Chapter 30, Article II.
2. Signage for multiple-family dwellings and mixed-use buildings shall be regulated as the OR Office Residential District per the Green Bay Municipal Code, Chapter 30, Article II.

G. REFUSE AND MECHANICALS. Screening of refuse material containers and mechanical equipment throughout the PUD area shall meet the standards as set forth within the Green Bay Municipal Code, Chapter 44, Article XIX, Division 3, Section 44-1917 and further regulated as follows:

1. Refuse material containers and mechanical equipment shall not be located between any principal structure's front facade and the public right-of-way and shall be screened so as not to be visible from the public right-of-way with materials compatible to the nearest structure.
2. Shared communal recycling/trash may be utilized in lieu of dedicated space on individual sites provided that proof of sufficient capacity exists for the number of proposed users and a recorded shared access/use agreement is provided.

H. PARKING. Parking requirements shall be regulated by use:

1. Single-family dwellings, detached and two-family dwelling, upper/lower duplexes: two (2) spaces per dwelling unit, of which one (1) space per unit must be an enclosed (garage) space.
2. Single-family, attached dwellings/townhomes: one (1) space per dwelling unit.
3. Multiple-family dwellings and mixed-use buildings:
 - a. Residential Uses: one (1) space per dwelling unit.
 - b. Commercial and Service Uses: regulated by specific use per the Green Bay Municipal Code, Chapter 44, Article VIII.
4. Active play park, urban farm and community center: To be determined by Zoning Administrator based on a parking study.

- H. LIGHTING. Lighting throughout the PUD area shall meet the standards as set forth within the Green Bay Municipal Code, Chapter 44, Article V, Division 8.
- I. LANDSCAPING. Landscaping throughout the PUD area shall meet the standards as set forth within the Green Bay Municipal Code, Chapter 44, Article XIX, Division 5.
- J. ACCESS AND CIRCULATION. Access and circulation for automobile and pedestrian traffic shall be established in substantial conformity with Exhibit C – Circulation Plan.
1. Roadway area identified as “Grand Boulevard” shall be dedicated to the public and be a wide boulevard designed with a variety of social and active spaces within its center. The linear boulevard shall create a link through the site from Guns Road to the activity zone (community gathering space, community building/barn and urban farm on the west side of the development area.)
 2. Roadway areas identified as “Imperial Lane Connection” shall be dedicated to the public as street right-of-way.
 - a. “Imperial Land Connection” shall connect Interior Roads and Imperial Lane.
 3. Roadway areas identified as “West-East Connector” shall be dedicated to the public as street right-of-way.
 - a. “West-East Connector” shall connect Lime Kiln Road to the “Imperial Lane Connection” and continue to Guns Road.
 4. Roadway areas identified as “Interior Roads” shall be dedicated to the public or privately held.
 - a. If privately held, “Interior Roads” shall provide for public access and use through permanent easement(s).
 5. Coordinated pedestrian connections linking all individual building entries, public rights-of-way, community gathering space, barn and urban farm within the PUD area through the use of public sidewalks and/or private walks/trails.

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

db:

Attachments:

Exhibit A - Location Map

Exhibit B - Development Areas

Exhibit C – Circulation Plan

EXHIBIT A-Location Map

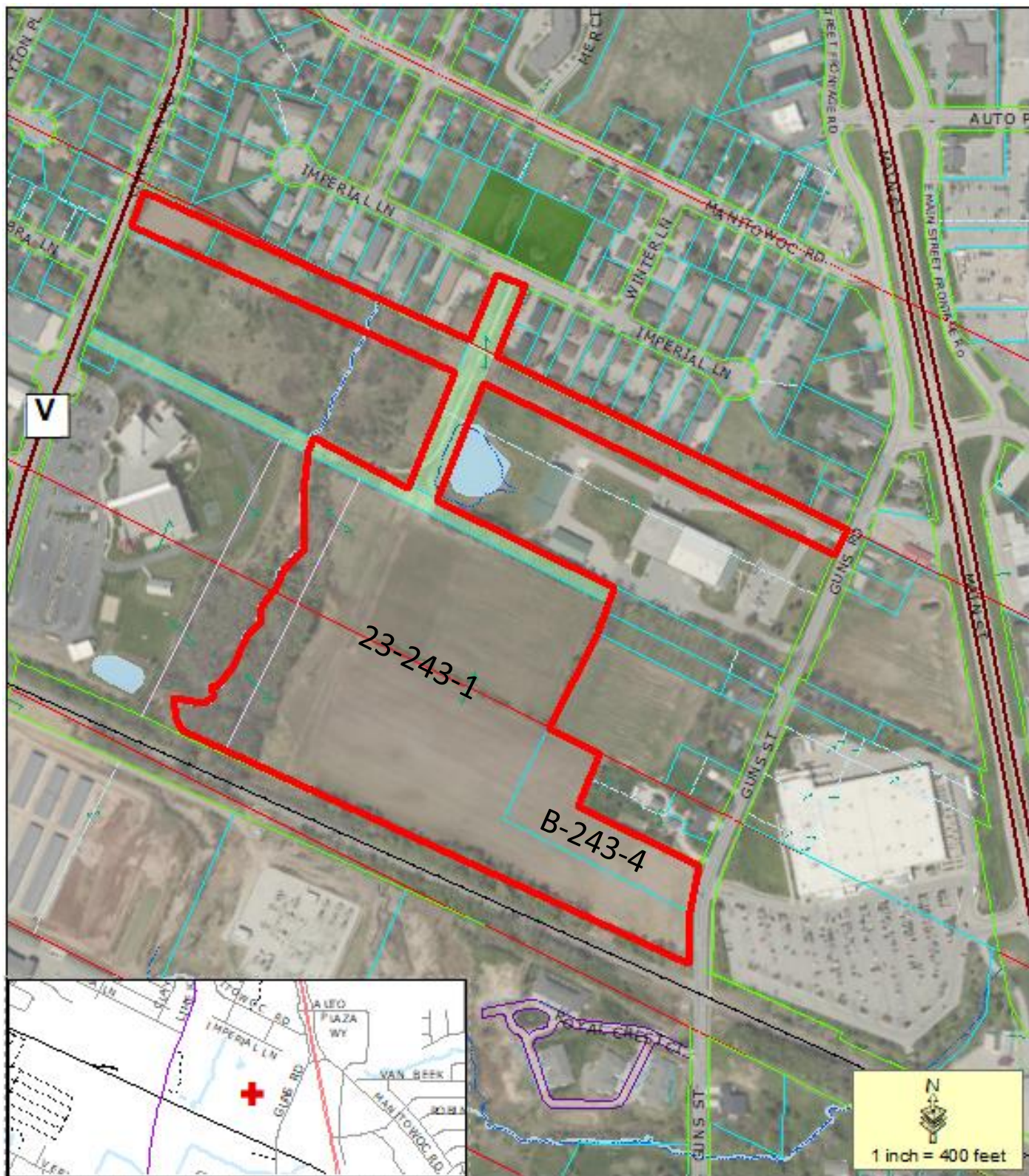


EXHIBIT B-Development Areas

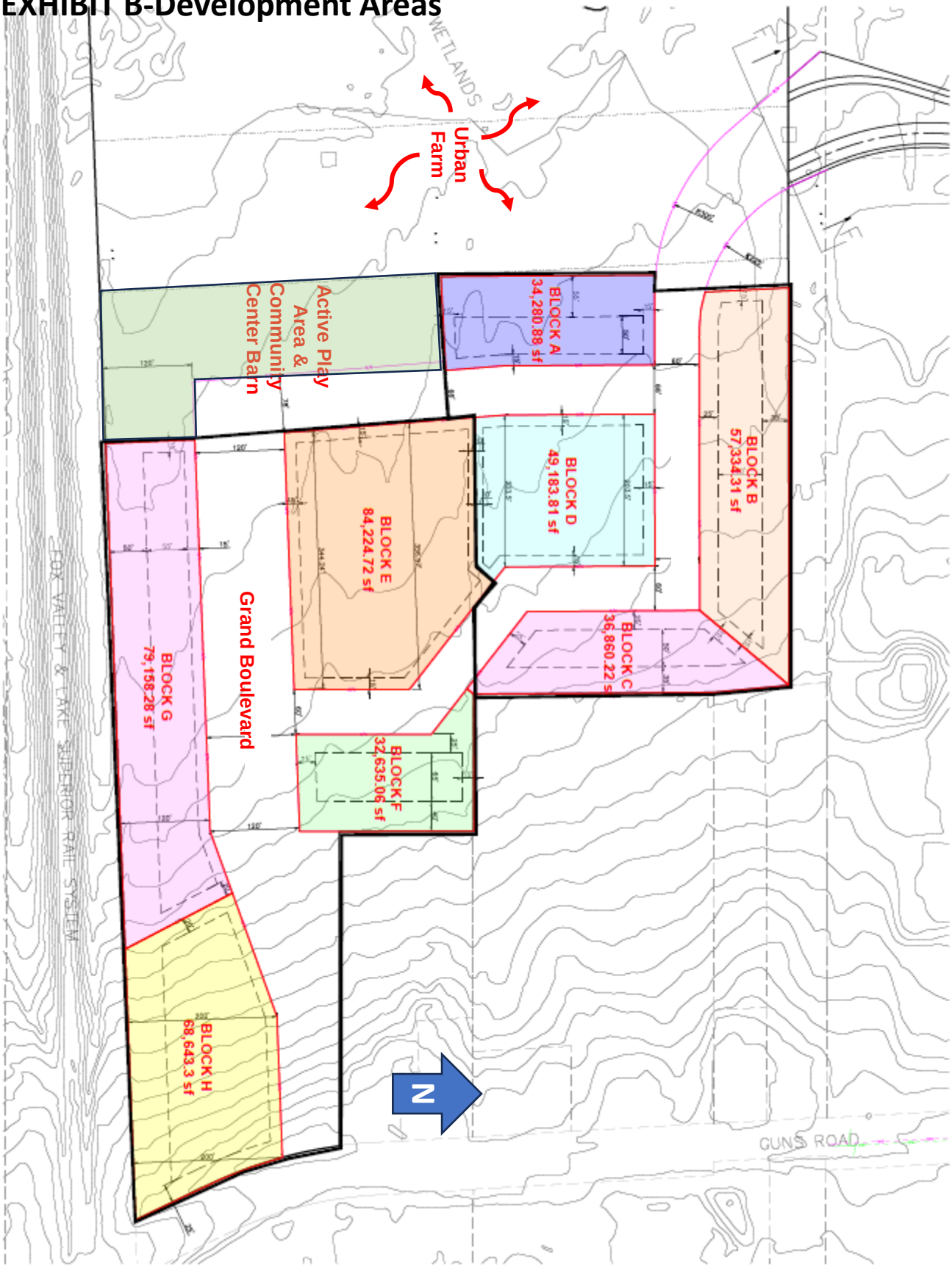
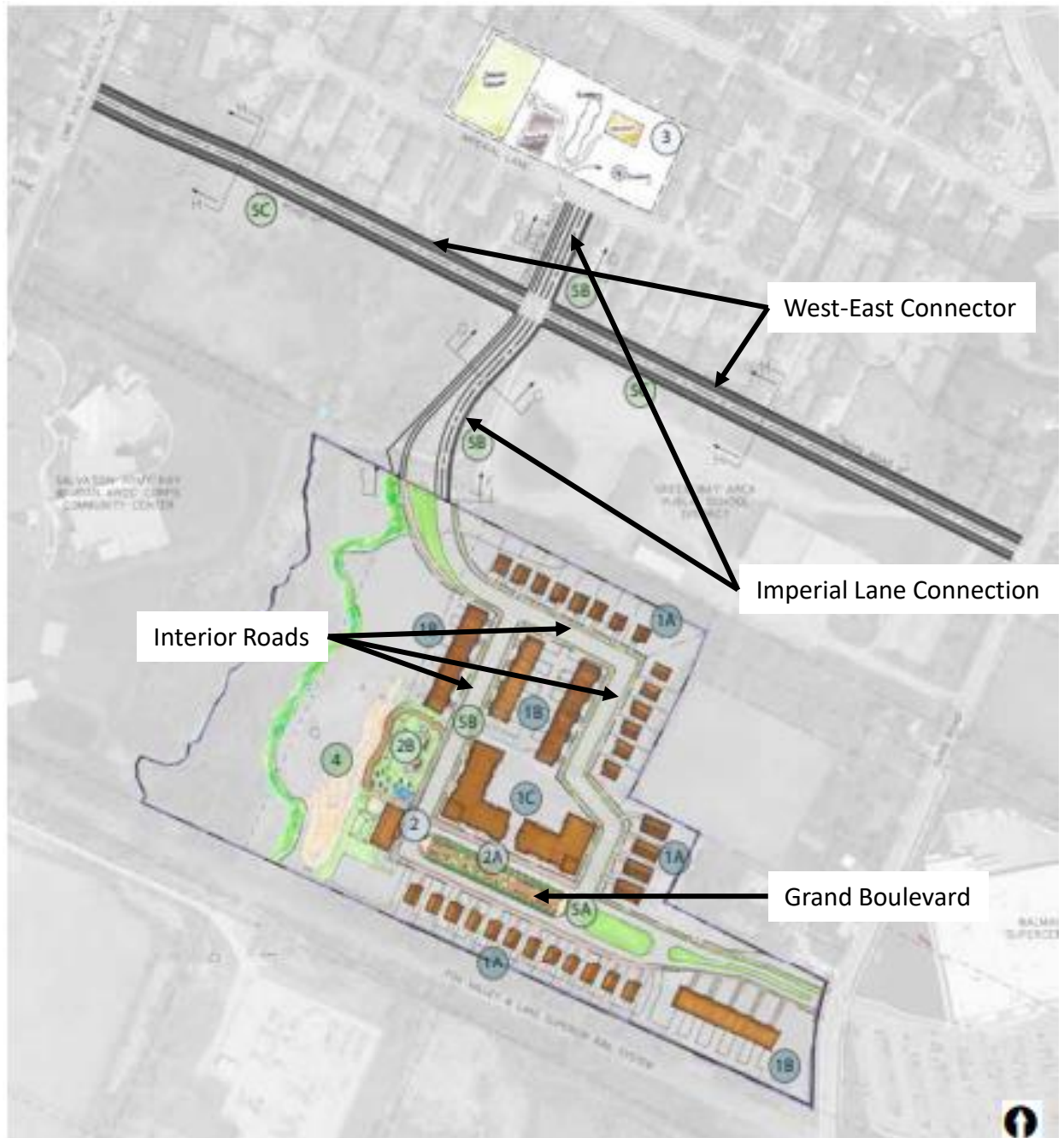


EXHIBIT C- Circulation Plan





JBS Redevelopment Site
Final Concept Plan
August 7, 2023



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10. Programmatic Elements - Roads & Trails
11. The Process

“A city's environment is shaped not only by people who have an important influence, but by everyone who lives or works there.”

-Robert Cowan

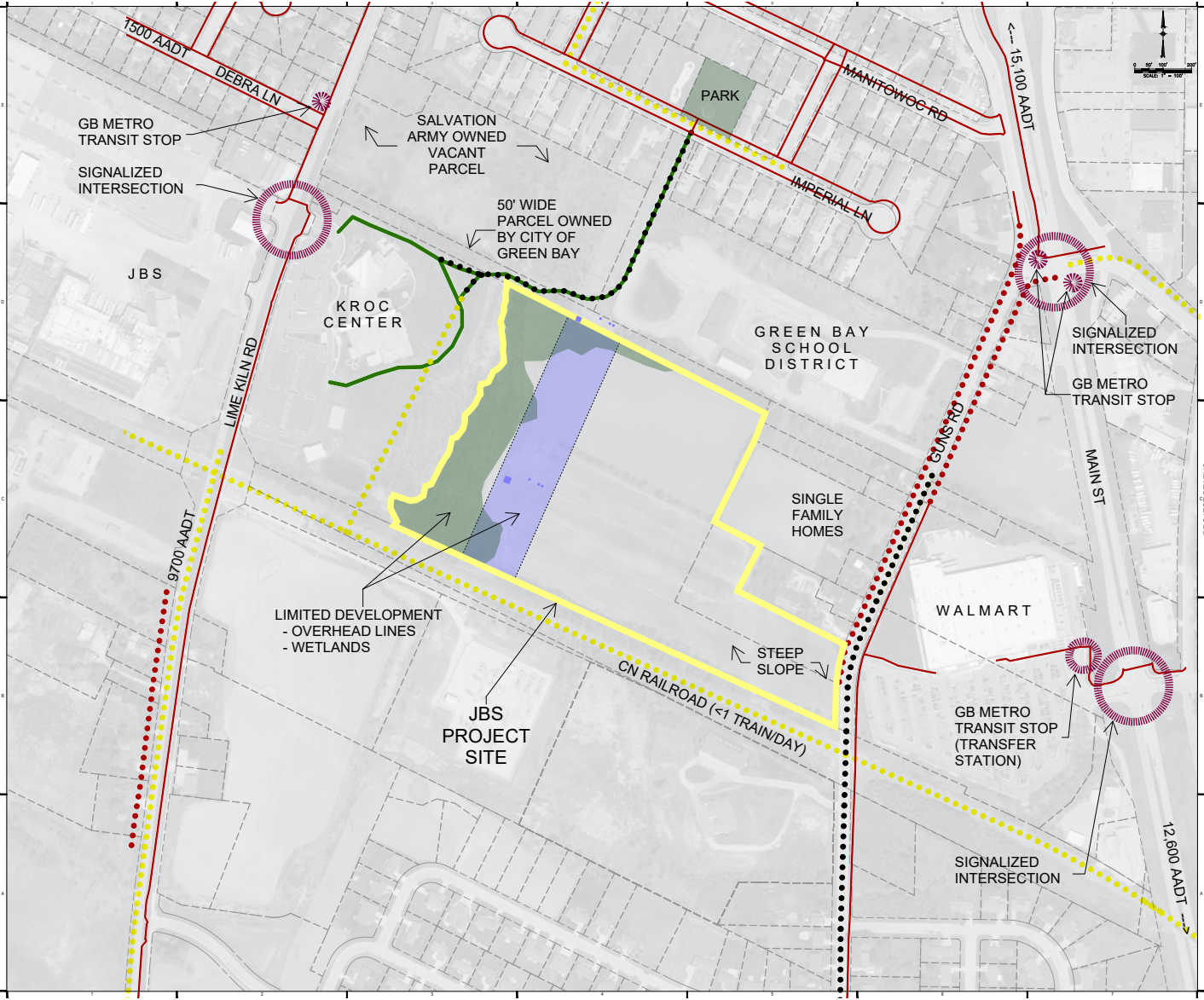
1. Project Introduction

Project Location



1. Project Introduction

Project Neighborhood



2. Site Aspirations

Multi-cultural. Authentic. Diverse. Multi-generational. Active. Destination. Fun!

The future for a welcoming, diverse, culturally-inclusive, economically-varied, and destination for Green Bay residents can be found at the JBS redevelopment site. The concept plan and support material found in this document identifies the collaborative nature in creating a bold and impactful development to complement the Imperial Pride neighborhood, the East Side, and greater Green Bay.

The addition of a destination park and urban farm embraces community members' desires to bring people together from diverse backgrounds. It builds on a foundation of teaching, growing and supplying food for the community. The destination park adds to the impact of the redevelopment on the broader Green Bay community. The plan includes park elements that provide interest, amusement, and community to multiple generations of residents and area employees. Working together, a park and farm can build the knowledge and capability

to grow the urban farm – through park aesthetics and hands-on training and building. It will instill neighborhood pride.

The concept plan doesn't stop there. Roadway connections to existing neighboring destinations, sidewalks, and trails will only enhance the redevelopment as an innovative and desirable place to live and play. Improved multi-modal connections that enhance access to assets and resources on and off the site – connecting jobs, social spaces, parks, and people.

The development of the concept plan was led by a diverse group of local community non-profit organizations, stakeholders, community members, area employees, and residents. City staff rounded out the visionary team for the redevelopment site. Interviews with stakeholders, on-site engagement meetings, community open houses, and regular team meetings were held to generate and gather design ideas and priorities. In short, ideas were shared, voices heard, and a concept plan finalized.

On the following pages you'll find the concept development process and final plan. Programmatic elements are outlined for the four main pieces of the plan:

- Housing
- Parks
- Urban Farm
- Infrastructure

Let's keep the momentum moving!

“**Cultures and climates differ all over the world, but people are the same. They'll gather in public if you give them a good place to do it.**”

-Jan Gehl



3. Project Foundation

The final concept plan overall organization was centered on a grand social boulevard. The foundation of the concept is the robust inclusion of a variety of social spaces for all ages and backgrounds. The boulevard is anchored by the community building and a custom activity zone for multi-generational fun. An urban farm utilizes the shared community building and the land adjacent for in-ground farming, further highlighting the JBS site as a city-wide destination.

A central boulevard from Guns Road creates the primary entry to the site. A series of social spaces are within the wide boulevard, designed for market stalls, picnicing, seating, swings, relaxation, walking, biking and many other activities. This leads visitors and residents through the site to the community building landmark at the west end of the site. Within the community building, shared space for farming education, training, and growing is on hand. This building can also serve as rental space for meetings, gatherings, weddings, and other larger events.

The vision for the activity zone at the west end of the boulevard includes outdoor play space for all ages—including a splash pad, a climbing and adventure space, zip lines, grills, and large group picnic tables. These amenity spaces further enhance the desirability of living and working here.

An internal ring road creates the framework for the housing, trails, and vehicular roadways within the site. Working with adjacent property owners to the north, an additional connection was designed to connect to Imperial Lane, Lime Kiln Road, and a second connection to Guns Road. These new connections create a more connected, accessible neighborhood for both the new development and the Imperial Pride neighborhood overall. The trail network also makes an important connection to the existing multi-use path that connects Imperial Pride to the Kroc Center and Lime Kiln Road.



“Our ability to reach unity in diversity will be the beauty and the test of our civilization.”
-Mahatma Gandhi

3. Project Foundation

The Concept Plan



JBS Site Redevelopment
Conceptual Site Plan
Key Map

LEGEND	
1A	Housing-Single Family
1B	Housing-Townhomes
1C	Housing-Apartments
2	Destination Park
2A	Grand Boulevard
2B	Activity Zone
3	VT Pride Park
4	Urban Farm
5A	Grand BLVD ROW
5B	Connector Road ROW (F-F/G-G)
5C	Main Road East-West ROW (H-H)

4. Concept Plan Development

As part of the conceptual design process, the design team molded and produced three concept site plans for the redevelopment site. The three concepts addressed different park locations and circulation patterns and connections to neighboring uses and roads. During the development and review of the initial concept plans, access solely with one intersection along Guns Road did not provide the connectivity desired for the Imperial Pride neighborhood. It was determined that incorporating multi-point access was essential to improving Imperial Pride neighborhood connections to many existing assets and the greater City of Green Bay.

During this concept development stage, adjacent property owner meetings were held to discuss the viability of additional connections beyond the JBS site itself. Stemming from these conversations an east-west connector street was design to connect Lime Kiln Road and Guns Road, and from the JBS site north to Imperial Lane. The three concepts illustrate this in the diagram. As conversations developed with the adjacent property owners, refinements to these connections were designed into the final plan.

After discussion and deliberation with stakeholders, the Grand Boulevard concept was selected. It's heavy focus on social spaces through the site, the community building located at a focal point, and important multi-modal connections to the east, west and north made it a clear front runner.

Gateway Park – This concept focused on a park at the entrance of the site from Guns Road and a linear park along the southern boundary connecting with an urban farm component at the west end of the site. It centered on the idea of providing access to the park directly from Guns Road, and drawing park users west through the park. Finally, an internal circular road network with new access to the north connecting the existing Imperial Pride neighborhood rounds out this concept.

Central Square – This concept focused on a central street grid system with a park at the center of the site. This concept focused on park amenities in a central location surrounded by residences.

Grand Boulevard – This concept focused on a wide boulevard designed with a variety of social and active spaces. The linear boulevard created a link through the site to the activity zone on the west side. Community gathering spaces and the urban farm surround the community building. This concept was the final selected for further refinement.

Gateway Park



Central Square



Grand Boulevard



5. Programmatic Elements Overview

The City of Green Bay and area partners had the foresight to identify many needed core elements as part of the neighborhood design. Social spaces where all are—and feel—welcome, urban farming, active play spaces, economically-diverse housing options, connected roadway and trail system, and the aim of attracting diverse and multi-generational residents were key elements defined up front.

The preferred concept provides all that and more.

Research was conducted to understand local demographics and market trends, as well as interviews and surveys to pinpoint the overall vision and the specific program amenities for the park.

A multi-lingual survey and pictorial visual preference survey was conducted as part of community and stakeholder meetings to understand style preferences, neighborhood feel, housing types, and park amenities.

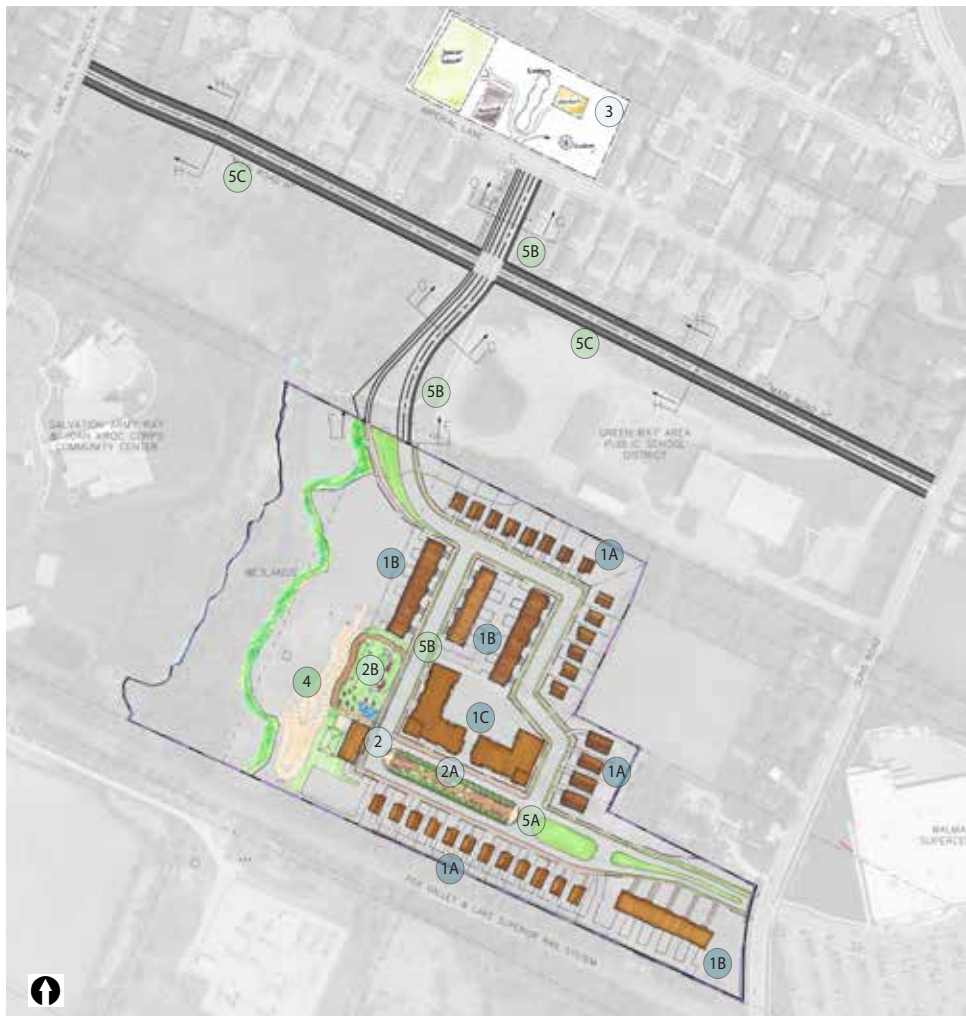
Research on multi-modal roads and trails was done to understand ideal bike lane widths, multi-modal needs, on-street parking, and lane widths.

The following pages provide details to each of the four major program elements: housing, park amenities, the farm, and roads and trails.



6. Programmatic Elements - Housing

The design of the neighborhood itself—the streets and blocks—were meant to allow for flexibility in the ultimate development of the homes. The housing shown on the concept plan is meant as a guide to illustrate feasible combinations of housing types. The intention of the plan is to include a variety of rental and owner-occupied housing suitable for singles, couples, families, and extended families. The images at right illustrate the types of housing represented on the Concept Plan, below.



JBS Site Redevelopment
Conceptual Site Plan
Key Map

LEGEND

- 1A Housing-Single Family
- 1B Housing-Townhomes
- 1C Housing-Apartments
- 2 Destination Park
- 2A Grand Boulevard
- 2B Activity Zone
- 3 VT Pride Park
- 4 Urban Farm
- 5A Grand BLVD ROW
- 5B Connector Road ROW (F-F/G-G)
- 5C Main Road East-West ROW (H-H)



6. Programmatic Elements - Housing

The Concept Plan imagined a neighborhood of interconnected streets, within the site and beyond, linking the site to the rest of the Imperial Pride neighborhood. The plan illustrates a variety of housing options on the site: single family homes, townhomes, and apartment buildings. The idea is that the plan's streets and blocks can accommodate a diversity of housing. Below (left) the table explains the number of units with a mix of housing types. For comparison, the tables below (right) explain other options—for example, if the site was all single family homes or a different mix of single family homes, townhomes, and apartments. This can serve as a guide in future conversations with residential developers interested the site.

THE CONCEPT PLAN

The data below summarizes the housing illustrated on "The Concept Plan"

Single family and townhomes with apartments.

	Density Ranges	Unit Count	
		Lower Density	Higher Density
30% Single Family	4-8 DU/AC	27	54
30% Townhomes	8-12 DU/AC	36	54
40% Low Density Apartments	10-30 DU/AC	38	75
Totals	15-18 DU/AC	101	183



ALTERNATE HOUSING OPTIONS

The data below offers alternate housing mix options for the site. The intent is to show a range of options and densities for the site.

Single Family Focus

Average number of homes: 90 DU

	Density Ranges	Unit Count	
		Lower Density	Higher Density
100% Single Family	4-8 DU/AC	60	120

Townhome Focus

Average number of homes: 150 DU

	Density Ranges	Unit Count	
		Lower Density	Higher Density
100% Townhomes	8-12 DU/AC	120	180

Single Family Focus

	Density Ranges	Unit Count	
		Lower Density	Higher Density
15% Single Family	4-8 DU/AC	15	30
45% Townhomes	8-12 DU/AC	75	90
40% Low Density Apartments	10-30 DU/AC	75	75

Note: DU is the abbreviation for "dwelling unit" and can mean single family home, townhome unit, condo unit, or apartment.

7. Programmatic Elements - Destination Park

The park is modeled after great active public spaces around the world. After hearing during the engagement the desire for social spaces and gathering spaces, this became the driving force behind the design of the destination park: provide social spaces, gathering spaces, and activity spaces that are designed for singles to extended families; all ages; and intended to be welcoming and open to the neighborhood. People were not merely looking for homes, they were looking for connections.

The destination park has two main components: the Grand Boulevard and the Activity Zone. The Grand Boulevard contains outdoor cafe seating, colonnades of trees, space for art, seating surrounding fire pits, large front porch-styled swings, and festoon lighting all create a festive vibe. What we know: not just kids like to play – have things for adults too! The Activity Zone contains tall climbing structures, rolling hills and knolls, zip lines, and tower structures all which provide active spaces to explore whether you're 8 or 80 years old.

The final detailed design of these amenities can pull in local and global influences. It may contain educational pieces about Green Bay's native lands and waters, its history and its relationship with farming and early industries such as meatpacking and paper. It may celebrate the homeland of area residents and the rich sensory experiences of different cultures. Each of these ideas will make it a unique and special place, a diverse and inclusive destination!



Space	Size (approximate)	Elements
Grand Boulevard	60' X 375'	• Outdoor cafe seating • Food truck parking • Public art • Festive art lighting • Fire pits • Front porch-style swings
Activity Zone	1.5 acre	• Community building with event space • Outdoor event patio space • Splash pad • Harvest tables picnic area with grills • Tall climbing structures • Adventure hills and knolls • Zip lines • In-ground farming • Off-street parking

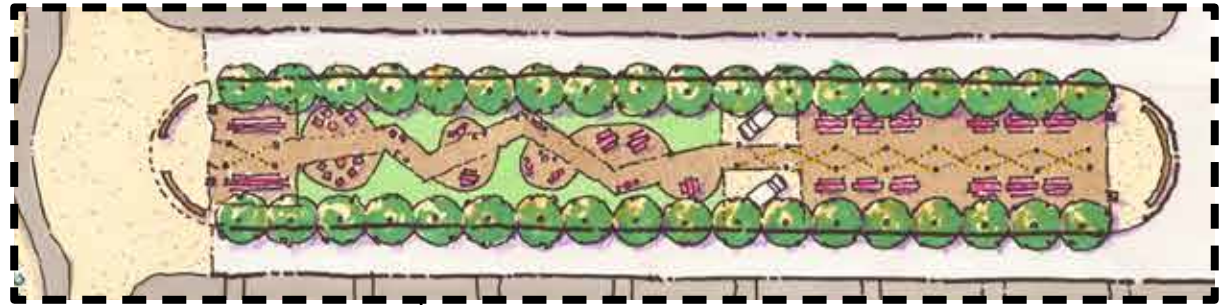
“ Public play spaces are essential building blocks of a thriving society. They provide opportunities for physical wellness, social cohesion, and emotional health for people of all ages. ”

- The National Study of Playgrounds, Studio Ludo, June 7, 2023

7. Programmatic Elements - Destination Park

The Grand Boulevard

INSPIRATION:
A grand social boulevard.



7. Programmatic Elements - Destination Park

The Grand Boulevard

The Grand Boulevard, a linear park: welcoming social spaces for all.



Specialty paving



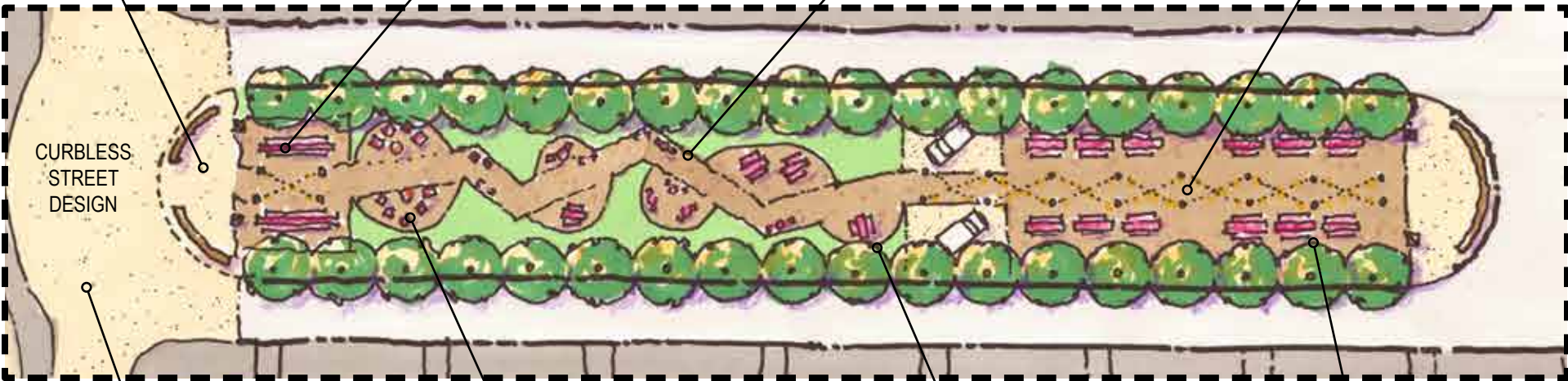
Front porch style swings



Art lighting



Festoon lights



Specialty paving



Fire pits



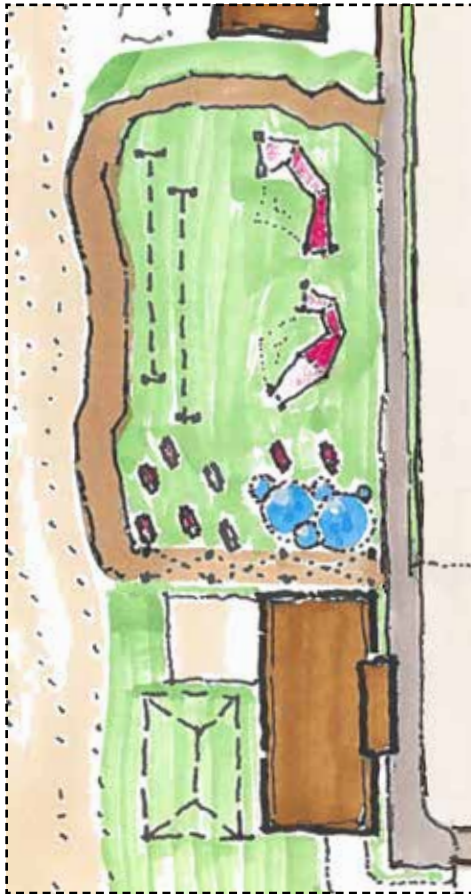
Picnic groves



Tables & chairs

7. Programmatic Elements - Destination Park

The Activity Zone



7. Programmatic Elements - Destination Park

The Activity Zone

The Activity Zone: a place for all ages to get active and have fun.



8. Programmatic Elements - VT Pride Park

During the project discovery and concept development it was determined that additional playing fields should be incorporated within the plan. City staff had always considered VT Pride Park an important neighbor and complement to the JBS site design. The park is nearby located to the north and connected by a multi-use path to the redevelopment site.

Incorporating the adjacent parcel owned by City of Green Bay Redevelopment Authority (RDA), the site is large enough to accommodate a combination of playing fields, including basketball, sand volleyball, and a youth soccer field. Dedicated playing fields will complement the destination elements planned within the JBS site and provide additional play space and park amenities to the existing Imperial Pride Neighborhood.



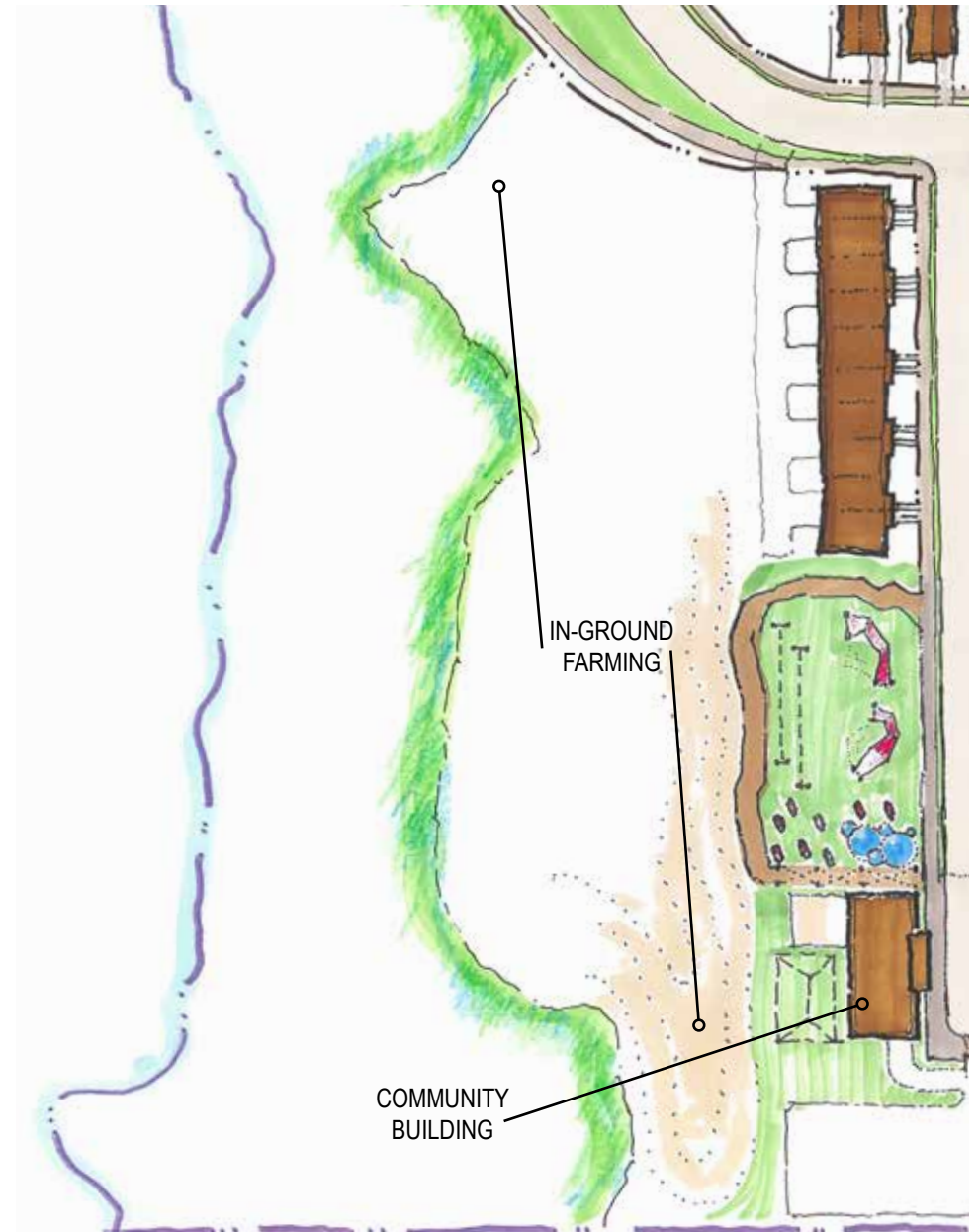
Junior Soccer Field	125'x200'
Basketball Court	60'x90'
Sand Volleyball Court	50'x80'

9. Programmatic Elements - Urban Farm

Urban farming with its critical enrichment, education, cultural connection, and food solidarity was identified as one of the foundation elements of the JBS Redevelopment Site. The proposal focused on a combined food system and community building to be shared among users, residents, and visitors to the site and destination park.

Key stakeholders involved in the urban farm and community building program included City staff, Northeast Wisconsin Technical College (NWTC), JBS, Brown County, Greater Green Bay Community Foundation, and Green Bay Area Public School District. NWTC and GB Area Public Schools further developed the urban farm component. A multi-story building space for activities, education, and community services is recommended at 5,000-6,000 square feet. Program elements can be broken down into the following:

School Age Field Trip Destination	Bathrooms (accessible to building exterior and interior), covered outdoor pavilion, kitchen, and indoor gathering space for capacity 150 people
Higher Education & Adult Enrichment Education	2 Classrooms
Community Service Space	Secure offices (3), small meeting/study rooms (2), supply and material storage
Food Production and Connection	3-5 acres



9. Programmatic Elements - Urban Farm

The program information below was provided by the urban farm concept team. It is intended to be the starting point for discussion for the program for the in-ground farming and development of the architecture program of the community building. As envisioned, the community building would have event rental spaces, educational spaces, and food production support spaces and storage.

DESCRIPTION OF PROPOSAL: This food system and community center provides empowering opportunities that foster learning, food solidarity and cultural connection. Urban farm components include farmer incubation, growing-to-distribution activities, and relational food solidarity work. Educational components include k-12 curriculum and field trip hosting, and higher ed plus adult enrichment opportunities. The Urban Farm Center will also have space for community partner office and meeting space, as well as community gathering space.

BACKGROUND: The City of Green Bay is developing a 26-acre parcel on the east side. For the past 18 months, the City's administration has worked with specific community stakeholders (NWTC, JBS, GGBCF, Brown County) to design an equitable and inclusive vision and process for development. The three critical components to the opportunity site are 1) dynamic workforce housing, 2) a destination playground and 3) an urban farm. Northeast Wisconsin Technical College has been invited to explore its role in becoming a lead stakeholder in the urban farm component. With few parameters, the College's exploration team is collaborating with other community stakeholders to bring clarity around form around the opportunity.

CONCEPT TEAM: NWTC has partnered with Green Bay Area Public Schools to explore opportunities and develop a concept proposal for what the "Urban Farm" component could be. Members of the concept team include: NWTC- Meridith Jaeger, Amy Kox, Miranda Schornack, Amanda Chu, Chet Lamers GBAPS- Joshua Patchak, Lynette Kiehnau, Josh DePouw, Eric Conn

WHY: The development meets the needs of existing and new workforce/community, inclusive of employers. Involvement in the development is a mission aligned action for the college and school district that reflects shared equity-grounded values around engagement, passion & inspiration, results & accountability and innovation.

Programs	Potential Partners/Roles	Facilities	Flexible elements	Who benefits	Need more info on...
k-12 Field Trip Destination	GBAPS- brings students Urban Farm programming staff	Bathrooms (accessible from the building's exterior, as well as interior) covered outdoor eating pavilion indoor gathering space (for lunch and presentations) capacity for 150 ppl [inc kitchen] Landing location to receive students	Indoor gathering space Outdoor covered pavilion Bathrooms	k-12 students	What types of curriculum should be offered? Who will program, fund and operate the field trip curriculum?
Education- higher ed & adult enrichment	NWTC - instruction GBAPS (dual-credit) - coordinate credential pathway with NWTC and students UW-Extension	2 flexible classrooms - screens, projectors, pc systems, tables + chairs, phone	Classrooms	adult learners	What types of curriculum should be offered? Who's classroom is it? Who's classroom equipment is it?
Community services (TBD)		secure office setups (3) supply and material storage small meeting/ study rooms (2) office equip (?)	Office spaces Meeting/study rooms	all community members	Who will coordinate providers shared utilization by partners?
Food production and connection	Wello GBAPS UW-EXT NEW Food Forum UW-Extension	Outdoor, in ground (4-5 acres) 2 high tunnels greenhouse- propagation post-harvest handling station Cold storage minimal processing food center Farm stand	Outdoor, in-ground minimal processing food center	beginning growers residents- access to local produced healthy foods food access program participants (individuals and orgs)	Who will program, fund and operate the farming and food components??

Concept outlined collaboratively developed by NWTC + GBAPS with input from partners, City of Green Bay, NEW Food Forum and Wello

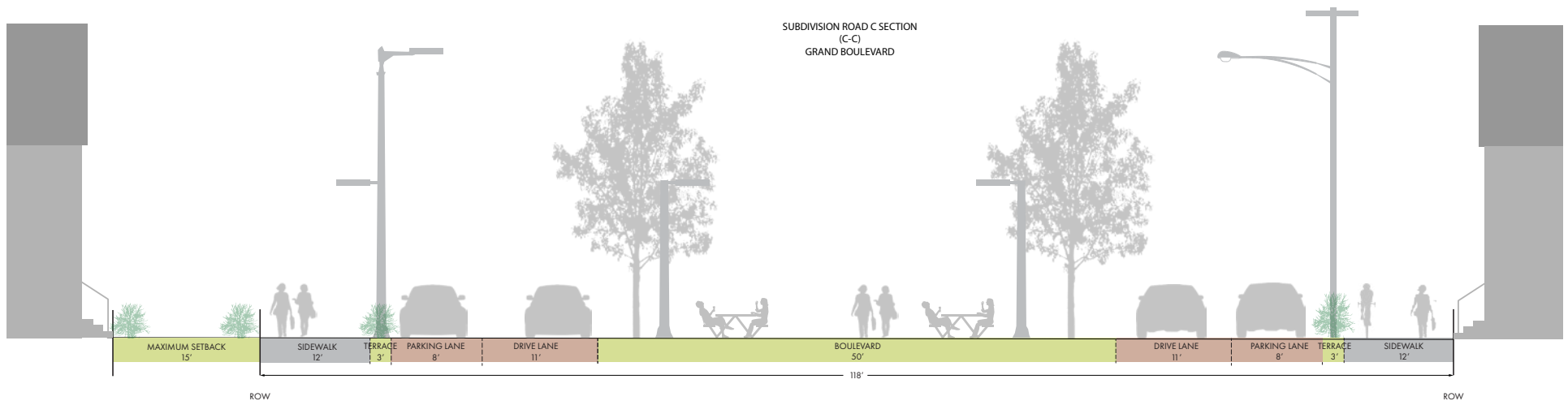
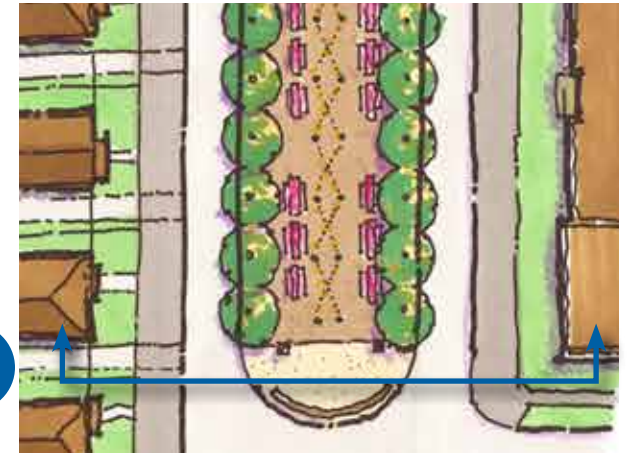
Developer and point of contact: Amanda Chu amanda.chu@nwtc.edu

10. Programmatic Elements - Roads & Trails

Along with an iconic boulevard, multi-modes of transportation need to be well thought out. It's important in the design of the streets that adequate space is provided for vehicles, pedestrians and cyclists. The Grand Boulevard is designed with an internal active pedestrian zone, with divided two-way vehicle lanes, and multi-use sidewalks (pedestrians and bikes) beyond the curb. Sidewalks are wide enough that they can accommodate pedestrians and bicycles side by side safely. A multi-use trail connects within the neighborhood and extends north through the site and joins the multi-use trail leading to the Kroc Center, Lime Kiln Road, Imperial Lane, and VT Pride Park.

“A great street should help make community...Streets are settings for activities that bring people together.”

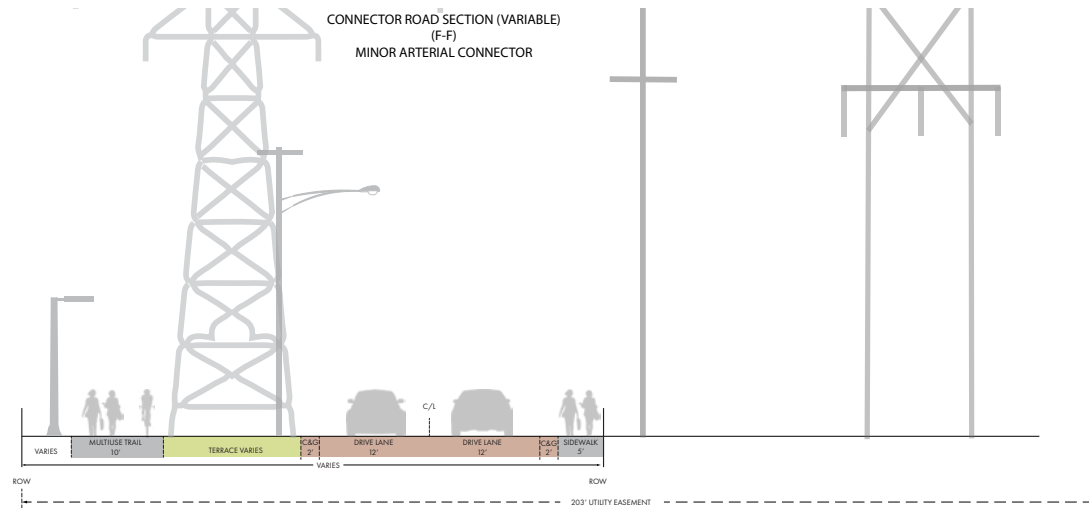
- Allan Jacobs



C-C

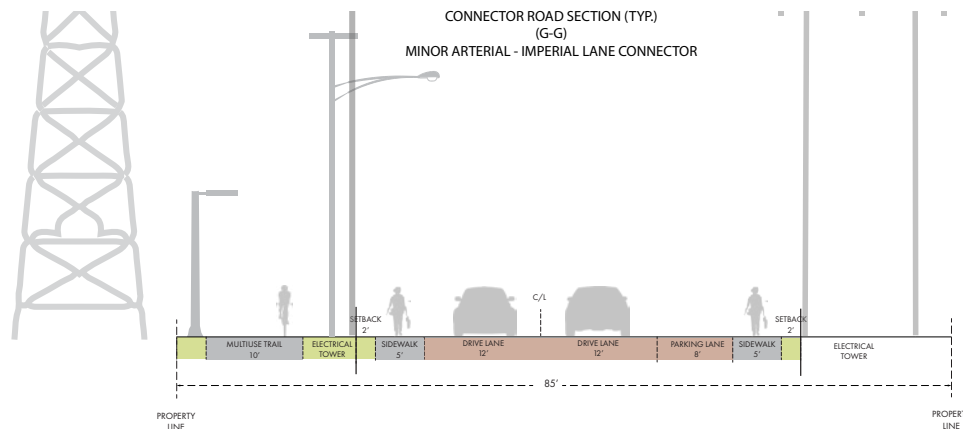
Roadway section C-C illustrates the diverse elements of the Grand Boulevard.

10. Programmatic Elements - Roads & Trails



F-F

Roadway section F-F illustrates the connecting road from the JBS Redevelopment Site north to Imperial Lane. Multiple power poles and towers are within the area and the road sections reflect the approximate dimensions to successfully navigate through the site.

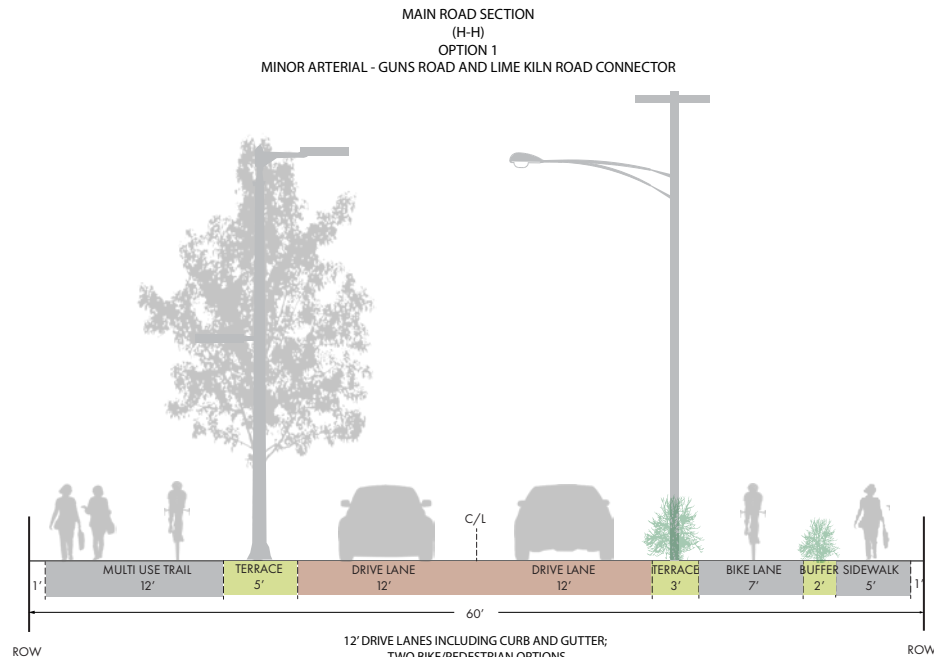


G-G

Roadway section G-G illustrates the connecting road through the Green Bay Area Public School District and Salvation Army parcels north to Imperial Lane. Multiple power poles and towers are within the area and the road sections reflect the approximate dimensions to successfully navigate through the site.



10. Programmatic Elements - Roads & Trails



H-H

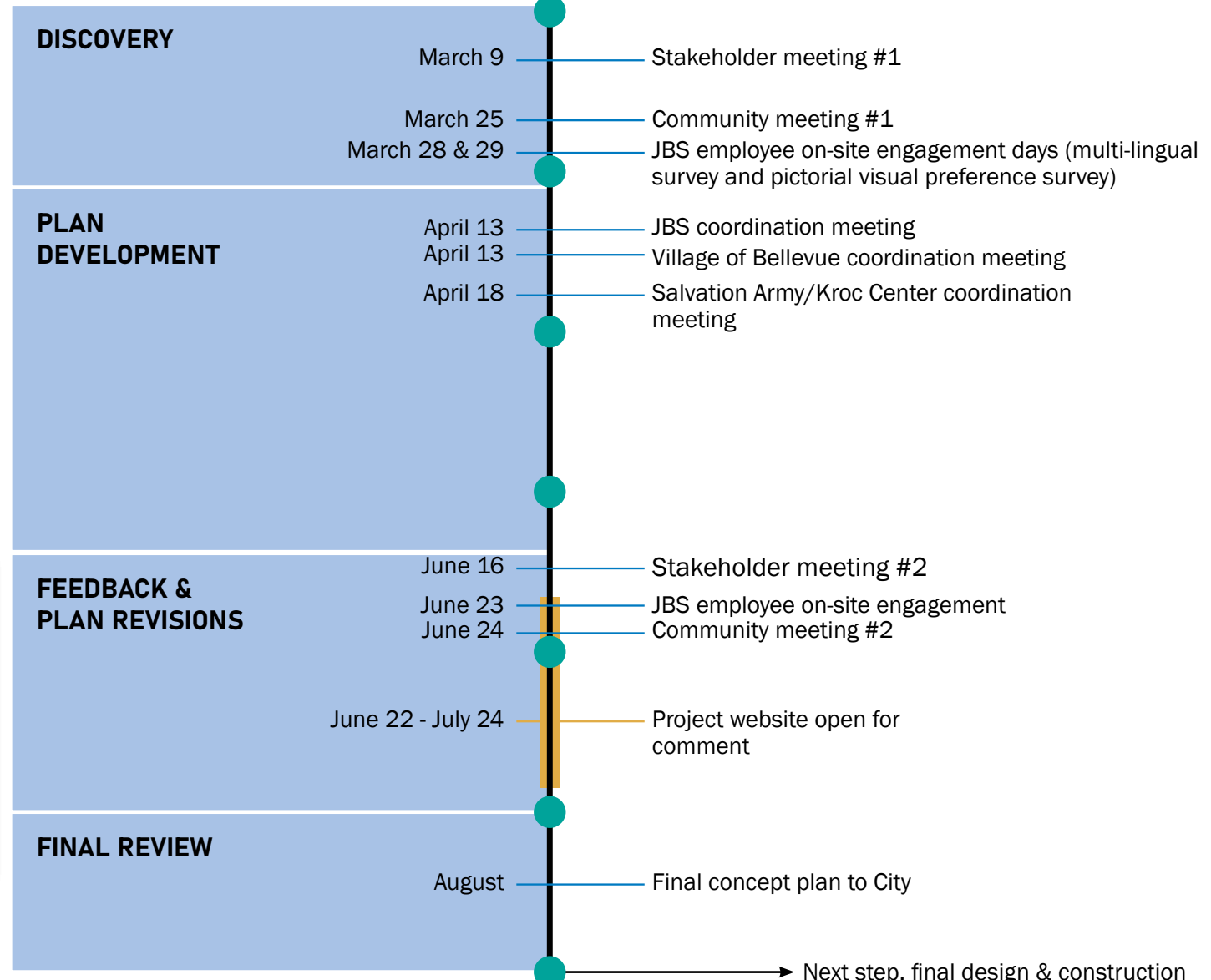
Roadway section H-H illustrates the east-west connecting road that connects Guns Road to Lime Kiln Road. The intention is to create a pedestrian and bicycle trail, with separate spaces for each.



11. The Process

The process incorporated stakeholders and viewpoints from around the Green Bay metro area and locally right in the Imperial Pride neighborhood.

From regular staff update meetings, stakeholder meetings, on-site employer visioning sessions, community pop-ups, and a project website for comment—the local community has been encouraged to comment and share what they feel is important for the site. Below is a summary of the project process to date.





Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

David Buck, Staff

AGENDA ITEM # E.2I

(CPA 23-06) Public hearing on a request to amend the Green Bay 2022 Smart Growth Comprehensive Plan to include recommendations of the 2020 Green Bay Area Housing Market Study.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

David Buck, Staff

AGENDA ITEM # E.22

(CPA 23-06) Consideration with possible action on a request to amend the Green Bay 2022 Smart Growth Comprehensive Plan to include recommendations of the 2020 Green Bay Area Housing Market Study.

BACKGROUND

Reason for Request: To incorporate specific recommendations of the 2020 Green Bay Area Market Study related to the removal of barriers to affordable housing.

Report: A Housing Market Study was commissioned by the Redevelopment Authority (RDA) of the City of Green Bay in 2019-2020. The RDA identified housing as a critical issue that needs to be addressed to improve Green Bay and grow its economy based on feedback from various stakeholders. The purpose of the study was to help the city better understand its housing market and the housing market in surrounding communities (Allouez, Ashwaubenon, Bellevue, Suamico, De Pere and Howard), and to craft targeted strategies to improve housing options.

The study examined the balance between housing demand and supply by analyzing data, talking to housing experts, and understanding residents' experiences. Based on the examination, gaps in the number, type, price point and location of housing units in Green Bay were identified. To help close the gaps and improve housing options in the City, the study laid out a toolbox of targeted strategies. The seven recommended amendments to the housing element of the Comprehensive Plan have been selected from the market study recommendations and include:

1. Examine waiving or reducing fees on a case-by-case basis to encourage affordable housing and reduce development costs.
2. Examine streamlining review processes for affordable housing projects as an incentive to include affordable units in various development projects.
3. Adopt policies that encourage accessory dwelling units (ADUs) by-right in appropriate residential zoning districts.
4. Creation of an affordable housing trust fund as a general purpose vehicle to serve various affordable housing initiatives throughout the City.
5. Utilizing Tax Increment Financing (TIF) for infrastructure construction associated with affordable housing as well as always holding tax increment districts open for the one-year affordable housing extension.
6. Enabling cottage court housing development types through Planned Unit Development as well as exploring areas where cottage courts could be located and promoting those areas to developers and city leaders.
7. Create a rural holding district in the zoning code for undeveloped and unserved land that will discourage large lot sprawl development by holding land as agricultural or open space until it is serviced by public utilities and ready to be placed into a regular zoning classification.

The Smart Growth 2022 Comprehensive Plan establishes the following review criteria for periodic amendments:

1. The change is consistent with the goals and objectives or other elements of Smart Growth 2022.
The staff feels the proposed amendments are consistent.
2. The change does not create an adverse impact on public facilities and services that cannot be mitigated. Public facilities and services include roads, sewers, water supply, drainage, schools, police, fire, and parks.
The proposed amendments will have no significant negative issues relative to services or facilities and may assist with orderly extension of said facilities and services by discouraging large lot sprawl and allowing housing in greater density.
3. Development resulting from the change does not create an undue impact on surrounding properties. Such development should be consistent with the physical character of the surrounding neighborhood or would upgrade and improve its viability.
N/A.
4. The change allows a more viable transition to the planned uses on adjacent properties than the current land use.
The proposed changes do not affect the transition of uses from its current condition.
5. The change does not have a significant adverse impact on the natural environment including trees, slopes, and groundwater, or the impact could be mitigated by improvements on the site or in the same vicinity.
There are no known environmental impacts.
6. There is a change in City policies or neighborhood characteristics that would justify a change.
The general changes in the housing market, especially affordable housing, have made these amendments extremely important to be incorporated and acted upon at this time.
7. The change corrects an error made in the original plan.
N/A.
8. There is a community or regional need identified in the Comprehensive Plan for the proposed land use or service.
N/A.
9. The change helps the City meet its life-cycle and affordable housing goals.
Amendments are specifically drafted to promote affordable housing goals.
10. The change does not adversely impact any landmarks or other historically significant structures or properties unless mitigated through relocation, commemoration, or dedication.
N/A.

The Public Participation Plan for Comprehensive Plan Amendments is being followed for this request. A public hearing notice has been issued for this meeting. The staff has not received any inquiries about the request as of the drafting of this report.

RECOMMENDATION

Approval of the request to amend the City's Comprehensive Plan, as proposed.

FISCAL IMPACT

ATTACHMENTS

1. Green Bay Housing Market Study_Executive Summary
2. MO XX-23- Amend Comp Plan for Housing Elements
3. CPA 23-06 - 2022 Comp Plan - Housing Obj & Policies_edit 11.22.23

EXECUTIVE SUMMARY

GREEN BAY HOUSING MARKET STUDY

INTRODUCTION

The purpose of this study is to help the City better understand its housing market and the housing market in surrounding communities (Allouez, Ashwaubenon, Bellevue, Suamico, De Pere and Howard)—the secondary market. This study examines the existing balance between housing demand and supply by analyzing data, talking to housing experts, and understanding local residents' experiences. Based on this examination, gaps in the number, type, price point and location of housing units in Green Bay are indicated. To close these gaps and improve housing options in the City, this study lays out a toolbox of targeted strategies.

HOUSING GAPS & OPPORTUNITIES

Using both conservative and high growth scenarios to arrive at a range, the City will need the following to meet projected housing demand by 2040:

- **3,314 - 7,441 rental units (140 - 310/year)**

This equates to approximately the following per year, based on current rental pricepoints and HUD FY2020 income categories:

- 75-170 units with monthly rent up to \$1,030
- 50-110 units with monthly rent between \$1,150-\$1,650
- 15-30 units with monthly rent greater than \$1,440

- **4,052 - 9,098 owner-occupied units (170 - 375/year)**

This includes attached and detached units and equates to the following per year, based on current ownership price points and HUD FY2020 income categories:

- 35-75 units priced up to \$158,000
- 35-75 units priced between \$178,000-\$248,000
- 100-225 units priced greater than \$217,000

IMPLEMENTATION

(refer to pages 80-84 for more detail)

Goal

The City's primary housing goal is to Build Healthy

Neighborhoods. Healthy neighborhoods have:

- Varied housing types, sizes and price points, including both owner- and renter-occupied units. This enables more people to stay in the neighborhood as housing needs shift, and it limits future instability due to changes in the housing market.
- Sidewalks and urban design features that make walking pleasant and safe (whether for transportation or for pleasure).
- Convenient access to public transit and daily needs retail and services.
- Quality parks and open space.
- Community gather places, including both public venues (e.g. community center) and private venues (e.g. coffee shops).
- Active neighborhood associations and public or quasi-public places to meet within or near the neighborhood.

STRATEGIES TO IMPROVE HOUSING OPTIONS

Communication Strategies

1. **Establish Housing Committee**—The Housing Committee can be the driving force to implement this plan, provide oversight on the development and administration of funding programs, support public outreach about the City's housing needs and programs, and support updates to this plan as the market shifts and outside funding programs change.
2. **Improve Staff & Developer Communications & Processes**—Improve the experience for developers by coordinating feedback and sign-off from each department during the development review process. Increasing efficiency should also decrease costs to developers.

Initiatives

3. **Assist & Grow Neighborhood Associations**—Promote neighborhood identity and social cohesion through neighborhood associations. Use neighborhood associations as a way to engage residents in planning efforts and developments.
4. **Retain Inventory of and Market City-Owned Redevelopment Properties**—Continue maintaining a repository of properties owned by the RDA and

EXECUTIVE SUMMARY

incentives offered for residential and other types of development.

Regulation

5. **Amend Comprehensive Plan**—Update Future Land Use Map to include more flexibility in residential and mixed use areas.
6. **Examine Waiving or Reducing Development Fees**—Consider waiving or reducing fees on a case-by-case basis to encourage affordable housing and reduce costs to developers.
7. **Increase Code Enforcement for Converted Single-Family Rentals**—Create a targeted rental inspection program in areas with large number of single-family homes converted to rentals.
8. **Streamline Approval Process for Affordable Housing**—Streamline approval process for housing projects that include affordable units to offer an incentive to include these types of units in developments.
9. **Reduce Parking Requirements for Affordable Housing**—Consider reducing parking requirements for affordable multi-family developments located within a certain distance (1,000 to 1,500 feet) of a bus stop.
10. **Review Requirements for Landscaping and Building Materials in Zoning Code**—These elements can drive up developer costs. Review requirements for landscaping and hardscaping materials to see if any requirements can be softened or if there are materials that could be used to offer the same aesthetic at a lower price point.
11. **Adopt Policies That Encourage Accessory Dwelling Units (ADUs)**—Consider permitting ADUs by right in all residential areas. A requirement could be added that the property owner live on-site.
12. **Enable Cottage Courts Through PUDs**—Explore areas where cottage courts could be possible in the City and assemble and promote these areas to developers through the RDA.
13. **Create a Rural Holding (RH) Zoning District**—Create a Rural Holding District in the City's Zoning Code for undeveloped Land. The purpose of the district should be to hold land as agricultural or open space until it is ready to be placed into regular zoning classification such as R-1, R-2, etc.

Funding

14. **Create an Affordable Housing Trust Fund**—Create an Affordable Housing Trust Fund as a general purpose vehicle that can serve various affordability initiatives anywhere in the City.
15. **Utilize Tax Increment Financing for Affordable Housing Incentives**—Use TIF for the construction

of infrastructure to encourage the development of housing.

16. **Utilize Tax Increment Financing-Affordable Housing One-Year Extension**—Hold open TIF Districts that are about to be closed for one additional year beyond their planned or maximum duration to generate funds that can be used anywhere in the City for affordable housing.
17. **Promote the Use of the Federal and State Low Income Housing Tax Credit (LIHTC) Program**—Support and encourage developer use of LIHTC. Affordable Housing Trust Funds could be used as local match for LIHTC.
18. **Market Opportunity Zones**—Promote the four areas in the City that qualify under this program offering opportunity for private investment and development of workforce housing.
19. **Increase Use of Downpayment Assistance**—Promote Wisconsin Housing and Economic Development Association (WHEDA) and Federal Home Loan Bank of Chicago (FHLBC) downpayment assistance programs.
20. **Amend Rental Conversion Program Policy**—Consider the following changes to the City's rental conversion grant program: 1) at least 10% of funds must be used for exterior renovations; and 2) increase the maximum amount of the grant.

Partnerships

21. **Support Habitat for Humanity, NeighborWorks Green Bay and Other Affordable Housing Providers**—Maintain supply of lots for new home construction.
22. **Form Working Groups with Major Employers**—Convene major employers annually to discuss housing issues and initiatives.
23. **Coordinate with the University of Wisconsin-Green Bay and Northeast Wisconsin Technical College(NWTC)**—Work with the University to update its campus plan every 5-10 years. A big component of the plan should be plans to house students within the community. Partner with NWTC and the Department of Workforce Development to encourage people to seek training in building trades.

MISCELLANEOUS ORDINANCE NO. XX-23

**AN ORDINANCE AMENDING THE SMART GROWTH 2022
COMPREHENSIVE PLAN OF THE CITY OF GREEN BAY TO
INCLUDE RECOMMENDATIONS OF THE 2020 GREEN BAY
AREA HOUSING MARKET STUDY
(CPA 23-06)**

WHEREAS, pursuant to Wis. Stats. §§ 62.23(2) and (3), the City of Green Bay is authorized to prepare, adopt, and amend a comprehensive plan, as defined in Wis. Stats. § 66.1001(4)(a); and

WHEREAS the Common Council has adopted the Smart Growth 2022 Comprehensive Plan for the purpose of guiding future land-use decision making, but recognizes that from time-to-time amendments may be necessary to reflect changes in the land use and planning needs of the community; and

WHEREAS the Common Council of the City of Green Bay has adopted written procedures (known as the Public Participation Plan for Periodic Comprehensive Plan Amendments) designed to foster public participation in every stage of the preparation of periodic comprehensive plan amendments required by Wis. Stats. § 66.1001(4)(a); and

WHEREAS the City of Green Bay has held at least one public hearing on this ordinance in compliance with the requirements of Wis. Stats. § 66.1001(4)(d), and it is the Common Council's belief that this comprehensive plan amendment is necessary and consistent with the overall goals, policies, and other related elements of the plan;

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

SECTION 1. Comprehensive Plan Amendment CPA 22-01 is hereby adopted pursuant to Wis. Stats. § 66.1001(4)(c). A copy of the comprehensive plan amendment is attached to this ordinance.

SECTION 2. This ordinance shall take effect upon its passage and publication.

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

APPROVED:

Mayor

MISCELLANEOUS ORDINANCE NO. XX-23
Page 2

ATTEST:

Clerk

Enclosure – Text Change

Housing Objectives and Policies



Green Bay Smart Growth 2022

Housing Plan

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Housing Plan

Relationship to the Issues and the Concept Plan

The Green Bay Housing Plan is intended to guide public and private investments to ensure an adequate housing supply that meets existing and forecasted housing demand in Green Bay.

The policies of this chapter recommend how to promote new and rehabilitated housing, provide choices for people of all ages and incomes and for people with special needs. Private actions are directed through the City's review of development applications, working within federal, state and city programs, and amendments to the zoning ordinance.

Strategies and actions also address the findings of the Green Bay Housing Market Study conducted in October 2020.

Summary of Issues

The major housing issues are summarized as:

- How can the City's housing supply best be structured to compete with new housing in outlying communities?
- How should the mix of housing types change during the plan period? Should greater diversification of the City's housing stock be encouraged?
- Is there a market demand for housing types not represented? (Examples might include higher-end apartments in mixed-use buildings; urban townhouses or rowhouses; live-work units; small-lot single-family homes with common amenities; larger rental apartments; senior housing for independent living.)
- To what degree is a diversity of housing types desirable within single neighborhoods? Could design standards help to create a compatible mix of housing types and densities? Should the greatest variety of housing types be concentrated around neighborhood commercial nodes?
- Should design standards be developed for new infill housing in existing older neighborhoods? These might include basic criteria such as similar setbacks, building massing and garage placement.
- Should programs be developed to assist the City's elderly now residing in large single-family homes, to provide for shared living arrangements, maintenance assistance, or rehabilitation for accessibility?
- How can the City's existing housing stock best be preserved and upgraded? Are additional incentives needed to stimulate private sector investment in housing in the City's older neighborhoods?
- How can homes in existing floodplain areas be upgraded to better meet flood protection standards?
- How can the City's large stock of 1950s to 1960s single-family homes best be updated to meet current market needs and ensure the continued viability of their neighborhoods?

23. Housing Plan

- Should certain housing types be targeted for selective replacement? (Examples might include small multifamily buildings in poor condition.) If so, what kind of housing should replace them? What is the ideal balance between “retention” and “replacement”?
 - Are fair housing issues being adequately addressed? (This includes non-discrimination in provision of housing and housing assistance.) Are additional efforts needed?
 - Should the City’s zoning code be made more flexible to accommodate a greater variety of housing types and site designs?
- **Infill and Rehabilitation:** Green Bay should emphasize infill development and rehabilitation of existing housing units. Design guidelines should be established for new infill housing and rehabilitation work. The City should create incentives for housing rehabilitation to safeguard or improve the quality of housing in the City.
 - **Design Guidelines for Attached Housing:** The City should adopt guidelines for the site planning and general design of apartments and townhouses so that these housing forms will become a more attractive alternative and an asset to the neighborhoods in which they are located. New subdivisions and rebuilt streets should include buried utilities and street trees. Neighborhood commercial development should be encouraged and designed to be more attractive through site planning, landscaping, access control and sign design.

Guidance from the Concept Plan

- **Affordable Housing:** Green Bay should work with Brown County, other communities and the private housing market to find a regional solution to the need for housing priced and sized for lower-income households, especially families.
 - **Housing Diversity:** Diversify the housing stock by adding more attractive attached housing in all price ranges, styles and tenure (ownership or rental).
 - **Housing Density:** Housing densities should be increased using quality planned unit development guidelines. However, concentrations of high-density dwellings should be discouraged. Neighborhood design options should provide choices, to incorporate affordability and compete with urban sprawl desires that allow for home workshops etc.
- **Code Enforcement:** Green Bay should provide increased support and resources for systematic nuisance and code enforcement regarding property maintenance, especially in terms of hazardous or toxic materials such as lead paint or asbestos.



Plan Overview

Summary of Objectives

The Green Bay Housing Plan sets goals, objectives and policies that can be undertaken by both the public and private sectors to improve and enhance the quality of the housing in Green Bay. The Plan is closely related to the Neighborhoods and Districts Plan and the Urban Design Plan in its focus on compatible infill and redevelopment in established neighborhoods.

Goal: Continue to stabilize and improve established neighborhoods while promoting affordable and decent housing for all residents of Green Bay.

Objective 1 – Affordable Housing. Promote cooperation among agencies, both private and public, that promote affordable housing opportunities for all.

Objective 2 – Housing Diversity. Encourage a broad range of housing types and price levels in order to bring people of diverse ages, races, incomes and abilities into daily interaction, strengthening the personal and civic bonds essential in a community.

Objective 3 – Housing Density. Encourage appropriate increases in housing density in established, new and developing neighborhoods while discouraging the over-concentration of high-density dwellings in limited areas.

Objective 4 – Infill and Rehabilitation. Encourage and assist in the rehabilitation of housing units in neighborhoods to create desirable living environments.

Objective 5 – Design Guidelines for Attached Housing.

Develop site planning and general design guidelines for new and rehabilitated attached housing (townhouses, rowhouses, apartments) to ensure that these types of housing become a more attractive alternative and an asset to the neighborhoods in which they locate.

Objective 6 – Code Enforcement. Provide increased support and resources to building, fire, health and zoning code enforcement regarding property maintenance to protect the health, safety, and welfare of the housing occupants.

Objectives and Policies

Objective 1 – Affordable Housing

Promote cooperation among agencies, both private and public, that promote affordable housing opportunities for all.

Recommended Policies:

- 1. Affordable Housing:** Plan and design neighborhoods that provide housing options with character and neighborhood identities. Continue to identify areas for affordable housing in conformance with *Smart Growth 2022*. The City's Neighborhood Division will continue to provide information on City-owned property suitable for low and moderate income housing or for special needs housing. Use acquisition and rehabilitation to increase the supply of quality affordable housing units. Provide housing opportunities for all residents throughout the City.
- 2. Federal Housing Assistance.** The City should continue to administer all available federal housing programs including, but not limited to:
 - The federal HOME program
HUD-Section 8 Voucher Choice Program
 - Community Development Block Grants (CDGB)
 - Section 108 Loan program
 - All other federally funded programs.

Expand the City's implementation of housing programs that take maximum advantage of all available state and federal funding sources. The City should continue to monitor housing availability and should aggressively pursue all available federal funds to meet special housing needs and create new funding

sources to assist with the provision of affordable housing.

- 3. State Housing Assistance:** The City should continue to administer all available state housing programs offered by, but not limited to:
 - Wisconsin Housing and Economic Development Authority (WHEDA) Emergency Shelter Program
 - Housing Cost Reduction Initiative Program
 - Neighborhood Enhancement Fund
 - Tax increment Financing.

The City should continue to monitor housing availability and should aggressively pursue all available state funding to meet special housing needs and create new funding sources to assist with the provision of affordable housing.

- 4. Local Housing Assistance:** The City along with other appropriate agencies should create a package of services that will help enable those low-income families who wish to become responsible homeowners.
 - The City should participate with private and nonprofit groups seeking to leverage or obtain new funding sources aimed at solving housing problems by supporting or jointly pursuing foundation funds and social investment by corporations, and by assisting with grant writing and with completing applications for available federal and State funds.

- The City should continue to work with financial institutions; underwriters of development loans and mortgages, to find and promote solutions to barriers in the real estate finance process that inhibit the development of modest single-family houses.
 - The City should continue to work with the Mayor's Neighborhood Resources Board to assist in the acquisition, rehabilitation and construction of new residences.
 - **The City should examine waiving or reducing fees on a case-by-case basis to encourage affordable housing and reduce development cost.**
 - **The City should streamline review process for affordable housing projects as an incentive to include affordable units in various development projects.**
- 5. Residential Development:** The City will use the future Land Use Plan to ensure the availability of land for the construction of residential units to meet the projected population demand for the life of *Smart Growth 2022*. The City will continue to follow and update the adopted Residential Development Policy to ensure planned, orderly growth. A future study on the supply-side nature of the housing market should be completed to support future residential expansion.
- 6. Flexible Zoning:** The City will consider various zoning techniques in its new zoning ordinance that will permit greater housing choices in neighborhoods such as “granny flats” and live-work units. **Adopt policies that encourage accessory dwelling units (ADUs) by-right in appropriate residential zoning districts.**
- 7. Affordable Housing Trust Fund.** **Create an affordable housing trust fund as a general purpose vehicle to serve various affordable housing initiatives throughout the city.**

- 8. Tax Increment Financing (TIF).** **Utilize TIF for infrastructure construction associated with affordable housing as well as always holding tax increment districts open for the one year affordable housing extension.**



Example of senior multifamily apartments.

Objective 2 – Housing Diversity

Encourage a broad range of housing types and price levels in order to bring people of diverse ages, races, incomes and special needs into daily interaction strengthening the personal and civic bonds essential in a community.

Recommended Policies:

- 1. Special Needs:** Encourage safe, decent and sanitary housing for those who are disabled in compliance with the American Disabilities Act (ADA) requirements. Continue to permit:
 - Community Living Arrangements (CLAs)
 - Adult Family Homes (AFH)
 - Community Based Residential Facilities (CBRFs)
 - Other assisted living facilities in appropriate locations.

Strive to allocate housing subsidy resources in a manner that increases opportunities for ethnic minorities, diverse ages, races and incomes to choose residences located throughout the City.

Establish reasonable ordinances in compliance with state and federal law and establish guidelines to govern the concentration and density of group living facilities including rooming houses, shelters, CBRF's, special needs residential facilities, migrant housing and dormitories that create opportunities and lessens impacts on surrounding neighborhoods.

- 2. Homeless:** Encourage agencies and organizations in their efforts to meet the housing needs of the homeless. Primary efforts should be aimed at early intervention and out reach to prevent households from becoming homeless. Strive to develop a continuum of housing opportunities, ranging from emergency shelters to transitional housing to permanent housing, in order to assist households that become homeless to regain stable, permanent housing. The Green Bay Housing Authority along

with appropriate agencies, non-profit groups should assist in determining the location and design of homeless facilities and the feasibility of renovating publicly owned vacant buildings for use as homeless facilities.

- 3. Elderly Housing:** Encourage a range of affordable housing types for the elderly, including but not limited to independent living, various degrees of assisted living, and skilled nursing care facilities.

Develop programs to be included in the overall services system by providing labor, maintenance and renovation of homes owned by elderly residents so they can remain in their homes.

- 4. Equal Opportunity:** Provide training, and public information outreach on county, state and federal fair housing law, and procedures for relief of discrimination under the law. The City in partnership with local housing agencies should provide home-buyer counseling and tenant and landlord training to inform prospective homebuyers, tenants and landlords of their legal responsibilities, rights and opportunities.

- 5. Housing Types:** The City should facilitate and encourage the construction of a variety of housing types, such as townhouses, rowhouses, apartments, live-work, etc, to provide alternatives to single-family detached housing in-keeping with the Urban Design and Neighborhoods Plans. Plan and promote the use of "Universal Design" to meet the future needs of the physically disabled, in all multifamily and commercial developments.

Objective 3 – Housing Density

Encourage appropriate increases in housing density in established, new and developing neighborhoods while discouraging the concentration of high-density dwellings.

Recommended Policies:

- 1. High Density Housing Supply:** Provide an adequate supply of sites for higher density housing in desirable locations to meet current and projected demand.
- 2. Work Force Multiple Family Housing:** Plan for higher density affordable” work force” multifamily housing in close proximity to employment centers. Utilize planned-unit developments to maximize parking, storage and green space.
- 3. Mid- and High-Density Housing:** Allow higher residential development densities in moderate density multifamily zones, based on the lower traffic and parking impacts this type of housing generates. Higher density housing should be located near public transit stops, commercial services and schools when feasible.
- 4. Planned Developments and Design:** Consider the use of cluster housing and planned unit developments to conserve open space and environmentally sensitive or valuable areas in keeping with the Natural Resources Plan. Appropriate design requirements should be developed in keeping with the surrounding neighborhood. Promote neighborhood identity and active resident involvement through the incorporation of Neighborhood park and recreation centers, which provide resident meeting places.

Enable cottage court housing development types through Planned Unit Development. Explore areas where cottage courts could be located and promote these to developers and city leaders.
- 5. Neighborhood Design:** Provide for neighborhoods with smaller lots and smaller less expensive homes, built to high energy conservation standards, with narrower streets and sidewalks, that incorporate neighborhood commercial service centers. Promote neighborhood identity and active resident involvement through the incorporation of neighborhood park and recreation centers which provide resident meeting places. (See the discussion in the Urban Design Plan.)
- 6. Rural Holding (RH) District:** Create a rural holding district in the zoning code for undeveloped and unserved land. Purpose should be to discourage large lot sprawl development by holding land as agricultural or open space until it is serviced by public utilities and ready to be placed into a regular zoning classification.

Objective 4 – Infill and Rehabilitation

Encourage and assist in the rehabilitation of housing units in neighborhoods to create desirable living environments.

Recommended Policies:

- 1. Adaptive Reuse:** Encourage the adaptive reuse of existing buildings for residential and commercial uses in appropriate areas through flexible zoning standards and financial assistance.
- 2. Historic Structures:** Preserve and conserve historically significant structures in accordance with the Historic Preservation Chapter.
- 3. Incompatible Land Uses:** Identify and remove those incompatible, non-residential land uses that degrade the residential character of a neighborhood, and that are not in conformance with *Smart Growth 2022*.
- 4. Infill Lots:** Support the donation of vacant lots and structures appropriate for infill housing to other organizations engaged in providing homes in established neighborhoods. Consideration should be given to amending the zoning code to include regulatory incentives for infill projects that are compatible with older neighborhoods and historic districts. Design requirements should be established to regulate the placement and design of infill buildings in keeping with surrounding homes.
- 5. Blighted Properties:** Continue to identify areas of housing and infrastructure deterioration and blight, which would benefit from neighborhood rehabilitation.
- 6. Neighborhoods Rehabilitation:** Target rehabilitation efforts toward clusters of units or toward sound, established neighborhoods where the use of resources will result in desirable

living environments. The City's Neighborhood Division should identify neighborhoods each year, which due to location or other factors have the potential to become stable, safe, livable areas. Involve both the City and neighborhoods in rehabilitation efforts as they affect each neighborhood.



Example of rowhouse-style attached units suitable for infill development

Objective 5 – Design Guidelines for Attached Housing

Develop site planning and general design guidelines for new and rehabilitated attached housing (townhouses, rowhouses, apartments) to ensure that these types of housing become a more attractive alternative and an asset to the neighborhoods in which they locate.

Recommended Policies:

1. **Energy Efficiency:** Encourage the use of energy-saving materials and construction techniques in new and rehabilitation projects when economically feasible.
2. **Alternative Housing:** Continue the use of modular and manufactured housing, using more efficient manufacturing processes, conforming to the standards of Federal, State & local building and high standards for energy conservation. Encourage the development of mixed-use neighborhoods that include neighborhood commercial activities that are designed appropriately through site planning, landscaping, access control and sign control.
3. **Residential Areas:** Encourage quality residential areas, which function as integral neighborhood units with schools, parks and other similar facilities as centers. Encourage new forms of housing in neighborhoods to provide housing for neighborhood residents at different stages in their lives. New and existing housing stock shall be safe and sanitary and located in a livable environment with adequate public services for the level of development. Involve both the City and neighborhoods in planning the types, appearance, and location of new housing best suited for each neighborhood. (See the standards in the Urban Design Plan.)
4. **Land Use:** Coordinate the City's growth management planning to provide adequate capacity to accommodate expected residential growth and anticipated demand for different types of housing. Maintain sufficient zoned development capacity to accommodate Green Bay's projected share of Brown County household growth over the next 20 years as provided for and described in the land use element. Make certain the Affordable Housing Objective is taken into account when making future housing land use decisions.
5. **Education:** Continue to educate neighborhood residents and organizations and encourage homeowners to increase private reinvestment in housing by providing information, technical assistance, and Incentives.
6. **Design Standards:** Establish urban design standards for infill and rehabilitation work with the assistance of the neighborhoods. Promote the conservation of the existing housing stock when feasible.

Objective 6 – Code Enforcement

Provide increased support and resources to building, fire, health and zoning code enforcement regarding property maintenance to protect the health, safety, and welfare of the housing occupants.

Recommended Policies:

- 1. Enforcement:** City building, fire, health, and zoning codes will continue to be enforced to remedy existing pockets of blight and deterioration. Establish a strict systematic nuisance and housing code enforcement programming and monitor property conditions in all residential areas to help prevent neighborhood deterioration.

The City's Building and Zoning Inspection Division will strengthen its ability to investigate Zoning Code and Building Code violations with an emphasis on maintaining the residential character of neighborhoods.

Work with the federal government to remove actual and perceived barriers to home improvements in areas regulated by the Floodplain Overlay District.

- 2. Blight and Deterioration:** Emphasize the revitalization of existing pockets of blight and deterioration in a timely fashion and the prevention of future degradation. Continue to educate residents and neighborhood organizations in detecting hazardous or toxic materials such as lead paint or asbestos.



Implementation Program

This section describes the major actions involved in implementing the *Smart Growth 2022* Housing Element and indicates the relative priority of each, the responsible agency and any required coordination. Numerous specific actions are described in the body of the plan while the times listed below are only the major short- and long-term actions.

Table 23-1: Implementation Program for the Housing Plan

Priority	Action	Lead and Coordinating Agencies
1	Establish Design Guidelines for Attached Housing: Create design guidelines for various housing types in the new zoning ordinance.	Planning Department Inspection Division
1	Zoning Ordinance: Amend the Green Bay zoning ordinance to allow and encourage a variety of housing types including housing in mixed-use buildings and in traditional neighborhood settings including the allowance of accessory dwelling units.	Planning Department Law Department
1	Affordable Housing: continue to work with Brown County, other communities and the private housing market to address the issue of affordable housing that may include reduced fees and prioritize reviews.	Planning Department Green Bay Housing Authority Brown County Housing Authority
1	Infill and Rehabilitation: Continue to emphasize infill and rehabilitation of existing housing units utilizing various funding options and the design guidelines in the new zoning ordinance. Create a Rural Holding District to discourage sprawl.	Planning Department Public Works Department
2	Code Enforcement: Provide increased support , training and resources to improve City of Green Bay code enforcement.	Public Works Department and the Inspections division Planning Department

23. Housing Plan

Priority	Action	Lead and Coordinating Agencies
2	Local Housing Assistance: Continue to work with the Mayor's Neighborhood Resource board and other local agencies to provide housing services to residents.	Planning Department Mayor's Office
2	Housing Density: Provide an adequate supply of sites for higher density housing in desirable locations to meet current and projected demands. Enable and promote cottage court development through PUD.	Planning Department Neighborhood and Planning Division
3	Floodplain Overlay District Review: Work with various agencies to update the current floodplain mapping and remove barriers to home improvement projects in the mapped floodplain.	Federal Emergency Management Agency Planning Department
3	Historic Preservation: Use the Historic Preservation Plan to assist in the preservation of historic structures.	Planning Department Green Bay Historic Preservation Commission
3	Housing Assistance: Continue to administer state, federal and local programs aimed at rent assistance, homeownership assistance and alleviating homelessness.	Neighborhood and Community Development Division of the Planning Department
3	Federal and State Funding: Monitor and pursue all available state and federal funding sources to meet special housing needs in the city. Utilize TIF one-year extensions for affordable housing.	Planning Department Green Bay and Brown County Housing Authorities.



Report to the Green Bay Plan Commission

MEETING DATE

December 11, 2023

PREPARED BY

David Buck, Staff

AGENDA ITEM # F.2

Comprehensive Plan Rewrite - Project Kick-Off Summary

BACKGROUND

The City of Green Bay hosted two workshops on October 24-25, 2023, hosted by staff planners from Houseal Lavigne, as part of the new Green Bay Comprehensive Plan kick-off and public outreach. These included one workshop with city elected officials and one with city Department Heads. A summary of the workshops and results are included with this report.

RECOMMENDATION

Receive and place on file.

FISCAL IMPACT

ATTACHMENTS

- I. Project Kick-Off Summary 10-24-2023

Project Kick-Off Summary

Green Bay Comprehensive Plan | October 24-25, 2023

The City of Green Bay hosted two workshops on October 24-25, 2023, at Green Bay City Hall as part of the new **Green Bay Comprehensive Plan** kick-off and public outreach. These workshops included the Department Heads Meeting and City Leadership Roundtable. The workshops provided city officials, residents, and stakeholders the opportunity to discuss the community's strengths, weaknesses, issues, and concerns. Community input from these workshops and other outreach activities will help guide the planning process and inform visioning, goals, recommendations, and policies for the Comprehensive Plan.

*Across the two workshops, a total of **27 participants** engaged with the planning process during the two-day kickoff.*

Workshop Format

In each workshop, participants were asked to individually identify the issues and concerns facing the Green Bay community. Following this, participants were asked to create a single, cumulative list as a group where each participant shared issues from their list. Participants were then tasked with ranking the top three most important issues discussed from the cumulative list.

The summaries identify the highest-ranked collective issues as determined by this method using a number in parentheses, as well as all other issues identified throughout the workshop. The number of votes an issue received is included for issues most often identified by participants. Issues written on participants' worksheets are also grouped by category.

Note on Summary Context

The following is a summary of ideas, suggestions, and opinions recorded by Green Bay community members and stakeholders. Some comments were shared with the entire group, while others were recorded privately on worksheets. The items identified in this summary are not recommendations or observations of the consultant, but represent feedback and comments received from those who participated in the kick-off workshops.

Summary of Top Issues and Concerns

The following issues and concerns were ranked as the most important to the participants throughout the kick-off trip. The remaining participant responses for the top issues and concerns are listed at the end of this summary.

Address the City's aging infrastructure. Providing critical infrastructure and services allows the City to operate and function effectively. Participants raised concerns about the deteriorating infrastructure including roadways and utilities. City infrastructure requires routine maintenance, repairs, as well as consistent budgeting in capital improvement plans. Proper infrastructure improvements will be integral to Green Bay's planning efforts moving forward through the Comprehensive Plan process.

Need more housing options. Participants expressed concern as Green Bay plans for future growth and development, there will be a need to develop additional housing types across the board to support future residents and expand affordability. For instance, housing types such as apartments, townhomes, duplexes, and other missing middle housing options were shared as potential examples that could serve all incomes and stages of life.

Increase population. Participants advocated for efforts to expand Green Bay's population to support City services. Some participants noted that attracting new residents must be aligned with a focus on retaining residents and businesses. Discussions were centered around how the City needs to become a more desirable place to live where current and new residents choose to stay.

Grow the tax base. Participants identified a need to increase the tax base within the City. This included growing the population as well as promoting the future development of commercial and industrial nodes and corridors. During both workshops, groups discussed focusing development in targeted areas such as Downtown and along the Fox River.

Community safety. During the two workshops some participants voiced concerns over safety in the community. While the Comprehensive Plan will address a wide variety of topics, it is not a universal remedy for all public policy and City or County initiatives. The Comprehensive Plan can play an indirect role acknowledging coordination with other City services such as the police department and raising awareness of community priorities.

Department Heads Meeting

Tuesday, October 24, 11:00 pm | Participants – 14

Issues and Concerns

The top issues and concerns identified at the Department Heads Meeting were addressing the city's aging infrastructure, the lack of available housing, the insufficient number of housing options, and the need to grow as a population.

Highest Group-Ranked Issues

- Aging Infrastructure (9)
- Need for increased housing stock (6)
- Need to increase population growth (5)

Other Issues by Category

Housing and Neighborhoods

- Need housing for people at a variety of income levels
- Need more housing types for current and future residents to choose from
- Not enough effort towards recruitment/retention of residents
- Downtown density and tax base should be stronger
- Capitalize on development along the waterfront
- Need to increase tax base
- Aging housing stock

Infrastructure

- Need more corridor planning (Main Street, University Avenue, Mason Street) (1)
- Need to redevelop and build a denser Downtown (1)
- Planning for growth of undeveloped areas (far east)
- Lack of public access to bay and riverfront
- Growing need for building updates

Economic Development

- Need to attract new industries and sectors (3)
- Limited dollars to support operating budget and capital budget (2)
- Need to continue to be competitive with surrounding communities, particularly for commercial resources
- Lack of business development/economic growth
- Lack of available space for new development
- Limited tools to support development
- Outstanding long-term debt

Transportation

- Lack of accessible options for pedestrian and bicyclists
- Traffic gets cut off at bridges by trains and ships
- Lack of transportation options from other regions
- Poor public transportation
- Traffic safety with high rates of speeding

Community Facilities and Services

- Need to develop more meaningful public engagement (1)
- Community assets are decentralized (UWGB, Lambeau Field, and Airport)
- Concerns for physical and mental health of residents
- Service response times increasingly being delayed
- Perception that the city is hard to work with
- Difficulty distributing liquor licenses
- Lack of community space
- Recent increases in crime

Other

- There is a disparity between city services and money in the suburbs (3)
- Overconcentration of non-tax paying entities (3)
- Attitudes of “it’s not for Green Bay” concerning development (2)
- Lack of trust in elected officials (1)
- Not enough quality fresh food options downtown, with a lack of grocery stores
- Lack of direction or consensus on future direction of the city
- The City is spread out and it is difficult to walk to places
- There has been a recent decrease in trust within the community
- The City will have to deal with the impacts of climate change
- There is an East/West divide that hinders collective advancement
- There is a lack of creativity in new community developments

Priority Actions and Projects

Participants shared multiple different priority actions and key projects around Green Bay including simplifying the development process, developing legislative amendments to address budget concerns, and creating a marketing strategy for the city.

Projects and Actions by Category

Housing and Neighborhoods

- Engage with more housing developers and develop programs for residential Tax Increment Districts (TID) and Tax Increment Financing (TIF)
- Create a marketing plan for the City to entice new residents
- Develop more urban nodes outside of Downtown
- Simplify the housing approval process
- Pursue a comprehensive housing study
- Revitalize the Downtown core
- Build denser redevelopments
- Subsidize new housing construction
- Grow the population

Infrastructure

- Encourage well designed infrastructure that slows down traffic and encourages pedestrian activity
- Make Green Bay prettier with more trees, boulevards, and intersection improvements
- Establish annual funding allocations for capital reinvestment
- Rebuild infrastructure that is appropriate for its function

- Coordinate with partners to fund infrastructure repairs
- Invest in long term infrastructure

Economic Development

- Redevelopment the old rail yard under Ashland Avenue
- Create additional business incentives to attract development
- Support development focused around Lambeau Field
- Engage with more national developers for businesses
- Allow more dense and urban developments throughout the city
- Identify new programs to financially support redevelopment
- Recruit/attract technology businesses and workers

Transportation

- Improve mass transit connections to spread out assets such as universities and sports fields
- Establish transportation utilities

Community Facilities and Services

- Need for legislative action to levy a sales tax or coordinate an agreement with County for a share of tax
- Develop more green space and parks Downtown
- Redevelop the Wisconsin Public Service Campus
- Seek out and expand project funding while creating realistic budgets

Other

- Move County buildings to Ashwaubenon
- Embrace the riverfront and bay waterfront areas
- Relocate and redevelop the coal pile site
- Allow overnight on-street parking

Strengths and Assets

The strengths and assets provided by the participants included Green Bay's natural environmental assets, friendly community, and urban city with a small-town feel. Other identified strengths and assets include:

- The Fox River and East River
- The Bay of Green Bay
- Parks
- Bay Beach / the amusement park
- Neighborhood Association Network
- Business Improvement District organizations
- The strong manufacturing base
- Quality of life
- Friendly People
- The community is becoming more ethnically and culturally diverse
- Only urban style community "Up North"
- Historic buildings
- There is a low crime rate
- Residents have pride in the community
- Green Bay is a City with small town feel
- There are many activities and events

- The community is clean
- Destination of choice for “Out of Towners”
- Access to medical providers
- Potential room for growth
- Hometown feel
- The City has notoriety and a good brand
- The City is affordable
- Residents have a “Can do!” spirit
- Everything is “a 15-minute drive away”

City Leadership Roundtable

Tuesday, October 25, 6:00 pm | Participants – 13

Issues and Concerns

The top issues and concerns identified at the City Leadership Roundtable were the lack of housing stock, an increase in crime, and rising property taxes.

Highest Group-Ranked Issues

- Need for more housing (6)
- Need for a safe community (4)
- Building the tax base (and lowering property taxes) (3)

Other Issues by Category

Housing and Neighborhoods

- Lack of neighborhood institutions (commercial and local businesses)
- Need for more affordable housing options
- Need for more housing options in general

Infrastructure

- Consider infrastructure conditions, quality, sustainability, and appropriateness
- Condition of roadways (reconstruction and maintenance)
- Poor traffic control and signaling

Economic Development

- Redeveloping the waterfront (2)
- Creating more commercial nodes throughout the City to support a more walkable “15-Minute City” (2)
- Lack of cultural and entertainment options (1)
- Trouble finding workforce/employees (1)
- No connectivity or plans for growth between the University of Wisconsin – Green Bay and city
- Need more redevelopment Downtown (Theater District)
- Lack of employment opportunities
- Not enough business growth

Transportation

- Need for more connectivity (sidewalks, trails, bike lanes, green space corridors)
- Too auto focused and not enough multimodal options
- Issues with speeding (racing on city streets)

Community Facilities and Services

- Lack of support for the homeless population (housing and counseling) (2)
- Need to build strong schools for a strong community (2)
- Need for more green initiatives and reducing the carbon footprint (1)
- Establishing a clear identity (1)
- Poor recognition and pride for city institutions compared to suburban Green Bay
- Financial instability (need to maintain roads, infrastructure, fire, police, etc.)
- River cleanup and redevelopment along the shoreline
- Ensure city is clearly welcoming and inclusive for all
- Flooding issues

Other

- Balancing growth with small, big city character (2)
- Need to secure election integrity (1)
- Small town reality clashing with bigger city mentality
- Need to bring uniqueness to the city
- Concerns over safety and crime
- Lack of confidence in constituents

Priority Actions and Projects

The most shared projects involved redevelopment of key areas throughout Green Bay, creating opportunities for new infill development, and connecting different nodes of activity (i.e., Downtown, Lambeau Field, and Bay Beach).

Projects and Actions by Category

Housing and Neighborhoods

- Ashland Viaduct redevelopment (connect to neighborhoods) (1)
- Housing redevelopment Downtown on city lots (dense, walkable development)
- Next big project donation (New Land Enterprises)
- Northeast side housing improvement
- Move forward with the redevelopment of the JBS site to provide more housing and flexible development

Economic Development

- Focused legislation – push to encourage redevelopment with existing area and corridor plans (1)
- Successful implementation of opening the Green Bay Public Market
- Relocate coal piles (infill mixed-use development)
- Speed up permits and inspections for building
- Expand single-family homes on the east side
- Redevelop Downtown Theater District
- Develop area east of Lambeau Field
- Grow and expand business parks

Transportation

- Road diets (1)
- Redevelop Velp Avenue corridor
- Develop University Avenue corridor
- Amtrak Service

Community Facilities and Services

- Improve city employee wage and benefits to maintain staffing levels
- Create a homeless housing initiative (e.g., tiny houses for homeless veterans)
- Develop a more comprehensive plan to tackle homelessness
- Work with the County on drug enforcement and rehabilitation
- Continue development of Baird Creek Parkway
- Connecting Downtown to Bay Beach by water
- Shipyard/Leicht Park Pavilion/Stage buildout
- Partner more with County government
- Build new fire/police station
- Build police force to capacity

Other

- Develop outdoor movie theater
- Link between Lambeau Field and Downtown
- Create welcoming gateways into to city (Shawano Avenue and Military Avenue)

Strengths and Assets

The strengths and assets provided by the participants included Green Bay's historical significance, extensive environmental features, and exceedingly welcoming community.

- Historic districts
- History
- Sidewalks
- Strong neighborhoods
- More diversity of housing stock compared to suburbs
- Proximity to regional destinations
- Water/Waterfront
- Wildlife Sanctuary
- Good drinking water
- Bay Beach
- Trees
- Fishing
- Rivers/Bay
- Workforce has great reputation
- Hardworking constituents
- Diversified industries
- Growing entrepreneur community
- Growing entertainment options
- Safe city
- Friendly community
- Welcoming and neighborly
- Faith filled community
- Diversity
- Lambeau Field
- Packers