



AGENDA OF THE GREEN BAY PLAN COMMISSION

MONDAY, APRIL 8, 2024, 6:00 PM
City Hall, Room 604 - The Harry Maier Room.
Virtual attendance is also available via Zoom.

A. Zoom Meeting Information.

- I. Join Zoom Meeting Online:

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

Or call in by phone: +1 312 626 6799

Meeting ID: 841 3767 5822

Passcode: 483400

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

B. Roll Call.

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

C. Approval of the Agenda.

- I. Approval of the agenda for the Monday, April 8, 2024, meeting of the Green Bay Plan Commission.

D. Approval of Minutes.

- I. Approval of the minutes from the March 15, 2024, meeting.

E. Regular Business.

- I. (ED 24-01) Consideration with possible action on a request to release two, 10-foot storm sewer easements for Pilgrim Lutheran Church at 1731 St. Agnes Drive (Parcel 6-311), submitted by Tom Beaulieu, applicant, on behalf of Pilgrim Lutheran Church, property owner (Ald. Melinda Eck, District 11).

2. (ZP 24-06) Public Hearing on a request to rezone property located at 1400 Block of South Huron Road (Parcel 21-186) from Rural Residential (RR) Zoning to Varied Density Residential (R3) Zoning, submitted by Brad Rymer of Vierbicher, on behalf of Gerry Bigelow; Huron Limits LLC, property owner (Ald. Jim Hutchison, District 2).
3. (ZP 24-06) Consideration with possible action on a request to rezone property located at 1400 Block of South Huron Road (Parcel 21-186) from Rural Residential (RR) Zoning to Varied Density Residential (R3) Zoning, submitted by Brad Rymer of Vierbicher, on behalf of Gerry Bigelow; Huron Limits LLC, property owner (Ald. Jim Hutchison, District 2).
4. (ZP 24-07) Public Hearing on a request to create a Planned Unit Development (PUD) at 211 N Broadway for the development of Green Bay Public Market, submitted by On Broadway Inc., property owner (Ald. Brian Johnson, District 9).
5. (ZP 24-07) Consideration with possible action on a request to create a Planned Unit Development (PUD) at 211 N Broadway for the development of Green Bay Public Market, submitted by On Broadway Inc., property owner (Ald. Brian Johnson, District 9).

F. Informational.

1. Go Big Green Bay 2050 Comprehensive Plan - Existing Conditions Report
2. Director's report.
3. Date of next meeting: April 29, 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

April 8, 2024

PREPARED BY

Dena Mooney, Staff

AGENDA ITEM # E.1

(ED 24-01) Consideration with possible action on a request to release two, 10-foot storm sewer easements for Pilgrim Lutheran Church at 1731 St. Agnes Drive (Parcel 6-311), submitted by Tom Beaulieu, applicant, on behalf of Pilgrim Lutheran Church, property owner (Ald. Melinda Eck, District 11).

BACKGROUND

Primary Address: 1731 St. Agnes Drive

Aldersperson/District: Alder Eck / District 11

Reason for Request: To discontinue unnecessary utility easements.

Analysis: The applicant is requesting to discontinue two, 10-foot storm sewer easements as part of a building expansion project. These easements are outdated and do not correctly align with the existing or proposed storm sewer on the project site. The owners have agreed to grant any necessary easements over the relocated sewers.

Ald. Eck, adjoining property owners, and the agencies below, were informed of the request. Agencies were informed that if they failed to respond or indicate locations of facilities, it will be assumed that none are present. No objections were received from property owners.

- Department of Public Works: No Objection with Condition
- Wisconsin Public Service: No Objection
- AT&T: No Response
- Green Bay Water Utility: No Objection
- Time Warner Cable: No Response
- Department of Parks, Recreation, & Forestry: No Response
- American Transmission Company: No Objection
- Mobilitie: No Response
- NEW Water: No Objection
- Charter: No Response

RECOMMENDATION

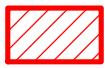
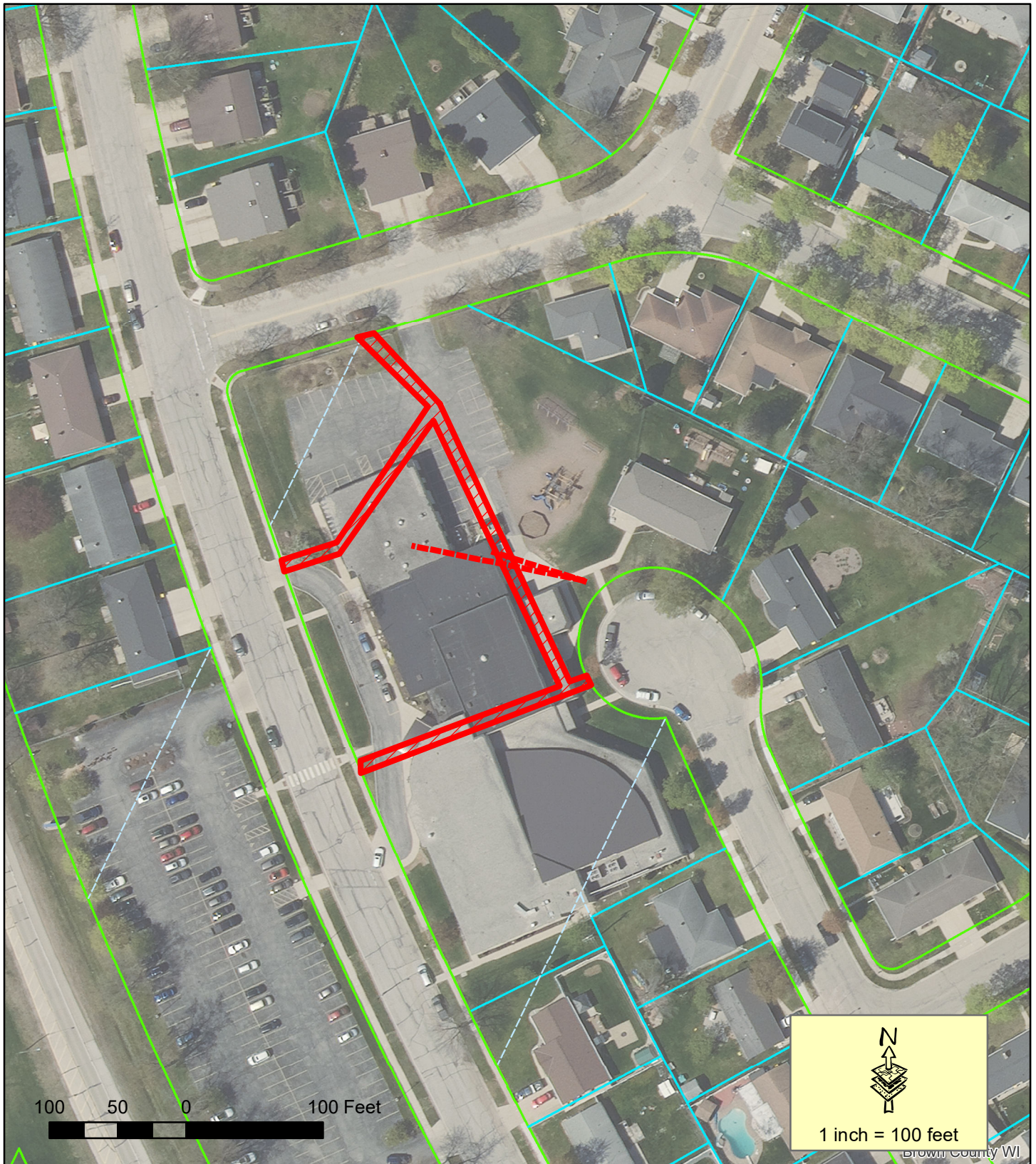
Approval of the request, subject to the following condition:

- a. A sewer easement over the relocated sewer is granted to the City of Green Bay by the property owner from Chateau Drive to Liberty Street.

FISCAL IMPACT

ATTACHMENTS

1. ED 24-01 Map (amended)
2. ED 24-01 Application
3. ED 24-01 Pilgrim Lutheran School Easement Narrative
4. ED 24-01 Alta Final 02-09-24 S-3841
5. ED 24-01 Resolution - 1731 St. Agnes Dr (Pilgrim Lutheran Church)



Easement Area



Easement 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 DM.

Utility Easement Discontinuance (ED 24-01) 1731 St. Agnes Dr.





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: 1731 St Agnes Drive, Green Bay, WI 54304

Parcel Number(s): 6-311

Petitioner(s): Pilgrim Lutheran Church, Tom Beaulieu, Trustee Date: 02/19/2024

Email: tombeaulieu@pilgrimluth.org Phone Number: (920) 412-6700

Address: 1731 St. Agnes Drive City: Green Bay State: WI Zip: 54303

Property Owner: Pilgrim Lutheran Church Phone Number: 920-412-6700

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, Tom Beaulieu, Trustee, Pilgrim Lutheran Church, respectfully request that the City of Green Bay take the following action:

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

Owner Signature: PILGRIM LUTHERAN CHURCH Tom Beaulieu Date: 02/26/2024

Petitioner Signature(s): Tom Beaulieu, TRUSTEE

Checklist of required attachments:

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

For office use only:

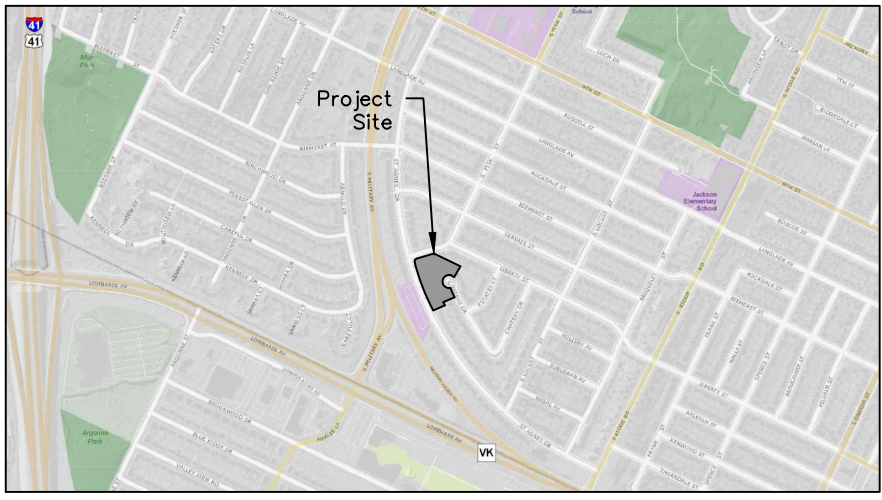
Review Fee: _____ Receipt No.: _____

Zoning Petition No.: ED 24-01

SUBJECT: 1731 St. Agnes Drive Pilgrim Lutheran School Addition – Easement Narrative

We are requesting the discontinuation of two 10' storm sewer easements on the 1731 St. Agnes Drive property. The two easements to be discontinued are labeled B-II, #8 and B-II, #10 on the attached ALTA/NSPS Land Title Survey. These easements are outdated and do not correctly align with the existing or proposed storm sewer on the project site. The legal description of the property is as follows. Part of Parcel "A" Volume 1, Certified Survey Maps, Page 377, Map No. 218, Document No. 592036, Brown County Records, part of Lot 17 of the recorded plat of "Chateau Estates Subdivision", (Volume 11, Plats, Page 8, Document No. 559237, Brown County Records), part of Lot 1 of the recorded plat of "Rosewood Subdivision", (Volume 15, Plats, Page 45, Document No. 758160, Brown County Records), and part of the West ½ of Lot 20, C.L.A Tank's Subdivision of Private Claim 12 and North ½ of Private Claim 13, West Side Fox River, all Brown County Records, City of Green Bay, Brown County, Wisconsin.

Location Sketch
(Not to Scale)



ALTA / NSPS Land Title Survey

Part of Parcel "A", Volume 1, Certified Survey Maps, Page 377, Map No. 218, Document No. 592036, Brown County Records, part of Lot 17 of the recorded plat of "Chateau Estates Subdivision", (Volume 11, Plats, Page 8, Document No. 559237, Brown County Records), and part of the West ½ of Lot 20, C.L.A. Tank's Subdivision of Private Claim 12 and North ½ of Private Claim 13, West Side Fox River, all Brown County Records, City of Green Bay, Wisconsin.
- 1731 St. Agnes Drive -

Graphic Scale: 1" = 30'

NOTES

- Monuments are shown hereon.
- Address of parcel surveyed is 1731 St. Agnes Drive, Green Bay, Wisconsin, 54304.
- PI Public Institutional District(City of Green Bay Ordinance as of January 3rd, 2024) (No Zoning Report)
- Minimum Lot Area (sq. ft.): 10,000 sq. ft.
- Minimum Lot width: 80 ft.
- Maximum height(feet): Building height shall not exceed that permitted in the most restrictive abutting district.
- Maximum impervious surface coverage: Impervious coverage shall not exceed that permitted in the most restrictive abutting district.
- Front Yard Setback: 15 feet
- Side Yard Setback: 10 feet and The side facade of a corner building adjoining a public street shall maintain the front setback of the adjacent property fronting upon the same public street. If no structure exists on the adjacent property, no less than half of the front setback applies.
- Rear Yard Setback: 15 feet

SCHEDULE B-II NOTES

- Any facts, rights, interests, or claims that are not shown by the Public Records but that could be ascertained by an inspection of the Land or by making inquiry of persons in possession of the Land.
- Easements, claims of easements or encumbrances that are not shown by the Public Records.
- Any encroachment, encumbrance, violation, variation, or adverse circumstance affecting the title including discrepancies, conflict in boundary lines, shortages in area, or any other facts that would be disclosed by an accurate and complete land survey of the Land, and that are not shown in the Public Records.
- Restrictive Covenants, Notes, Setbacks, Easements and other matters contained on Map No. 218 recorded in Vol. 1 Certified Survey Maps, Page 377, as Doc. No. 592036 and on Map No. 1488 recorded in Vol. 6 Certified Survey Maps, Page 137, as Doc. No. 837152. (Parcel I) (Plotted as shown)
- Finding, Determination and Declaration establishing a Controlled Access Highway recorded in Vol. 74 Miscellaneous Records, Page 218 as Doc. No. 456120, Notices recorded in Vol. 860 Records, Page 192 as Doc. No. 697275, in Vol. 860 Records, Page 272 as Doc. No. 697326, and in Vol. 860 Records, Page 277 as Doc. No. Order to vacate a portion of Controlled Access Highway recorded in Jacket 5952 Records, Image 19 as Doc. No. 992278. (Parcel I) (Parcel I doesn't have direct access to U.S.H. "41" (Presently known as Military Avenue) Not Plotted)
- Easements for sewer and water purposes recorded in Jacket 111 Records, Image 6 as Doc. No. 827948, in Jacket 11258 Records, Image 35 as Doc. No. 1105411 and as Doc. No. 2230893. (Parcel I) (Plotted as shown)
- Application for Revocable Permit recorded as Doc. No. 2815308. (Parcel I) (doesn't affect subject parcel)
- Restrictive Covenants, Notes, Setbacks, Easements and other matters contained on Plat of Chateau Estates Subdivision recorded in Vol. 11 Plats, Page 8, as Doc. No. 559237. (Parcel I) (Plotted as shown and restrictive covenants have expired)
- Easement recorded in Vol. 617 Records, Page 544 as Doc. No. 598557. (Parcel I) (Plotted as shown)
- Restrictive Covenants, Notes, Setbacks, Easements and other matters contained on Plat of Rosewood Subdivision recorded in Vol. 15 Plats, Page 45, as Doc. No. 758160. (Parcel I) (Plotted as shown)

- 7a, 7b(1) & 7c) Building dimensions are shown on the survey.
- Substantial features observed while conducting the fieldwork have been shown.
- 34 total parking stalls, 11 handicap stalls and 23 regular parking stalls.
- As designated by the client, a determination of the relationship and location of certain division or party walls with respect to adjoining properties. None were observed on Site.
- Name of adjoining owners have been noted and are based upon information obtained on February 7th, 2024, from the Brown Dog GIS website of Brown County.
- At the time field survey was permitted, there was no visible, observed evidence, of which the surveyor is aware, of recent earth moving work, building construction, or building additions.
- There was no proposed changes in street right-of-way lines of which the surveyor is aware. At the time field survey was performed, there was evidence of recent street or sidewalk construction or repairs of which the surveyor is aware
- Pursuant to Sections 5 and 6 (and applicable selected Table A items, excluding Table A Item 1), include as part of the survey any plottable offsite (i.e., appurtenant) easements disclosed in documents provided to or obtained by the surveyor. None were observed to be on Site.

LEGAL DESCRIPTION PER SURVEY

Part of Parcel "A", Volume 1, Certified Survey Maps, Page 377, Map No. 218, Document No. 592036, Brown County Records, part of Lot 17 of the recorded plat of "Chateau Estates Subdivision", (Volume 11, Plats, Page 8, Document No. 559237, Brown County Records), part of Lot 1 of the recorded plat of "Rosewood Subdivision", (Volume 15, Plats, Page 45, Document No. 758160, Brown County Records), and part of the West ½ of Lot 20, C.L.A. Tank's Subdivision of Private Claim 12 and North ½ of Private Claim 13, West Side Fox River, all Brown County Records, City of Green Bay, Wisconsin, more fully described as follows:

Commencing at a Corner on the South line of the North ½ Private Claim 13, West Side of the Fox River, Brown County ID Number 40X/Y-14/15; thence N26°47'14"E, 1354.87 feet to a Corner on the North line of Private Claim 12, West Side of the Fox River, Brown County ID Number 40X/Y-14/15; thence N64°05'09"W, 1944.64 feet to the Northeast Corner of Parcel A, Volume 1, Certified Survey Maps, Page 377, Map No. 218, Document No. 592036, Brown County Records, and the Point of Beginning; thence S25°48'41"W, 113.74 feet along the East line of said Parcel A, also being the West line of Lot 18 of recorded plat of "Chateau Estates Subdivision", (Volume 11, Plats, Page 8, Document No. 559237, Brown County Records); thence N50°27'57"W, 18.73 feet along the East right of way Chateau Drive; thence 219.19 feet along said right of way being the arc of a 55.00 foot radius curve to the left whose long chord bears S15°21'56"W, 100.36 feet; thence 104.82 feet along the West line of said right of way of being the arc of a 2686.60 foot radius curve to the left whose long chord bears S24°31'07"E, 104.81 feet; thence S62°45'41"W, 110.03 feet; thence 23.00 feet along the South line of Lot 17 of said plat, also being the North line of Lot 1 of the recorded plat of "Rosewood Subdivision", (Volume 15, Plats, Page 45, Document No. 758160, Brown County Records), being the arc of a 2796.59 foot radius curve to the left whose long chord bears S25°58'06"E, 23.00 feet; thence S63°41'07"W, 110.03 feet; thence 483.54 feet along East right of way of St. Agnes Drive being the arc of a 2906.62 foot radius curve to the right whose long chord bears N21°24'37"W, 482.98 feet; thence 23.66 feet along a 15.00 foot radius curve to the right whose long chord bears N28°32'30"E, 21.28 feet to the South right-of-way of South Fisk Street; thence N73°43'41"E, 171.86 feet along said South right-of-way, thence S64°04'19"E, 260.89 feet along the North line of said Parcel A, also being the South line of Lots 4, 5, 6 and 7 of recorded plat "Briquelet Subdivision Number One", (Volume 9, Plats, Page 12, Document No. 511478, Brown County Records), to the Point of Beginning.

Parcel contains 117,572 square feet / 2.70 acres, more or less.
Parcel subject to easements and restrictions of record

LEGAL DESCRIPTION PER TITLE COMMITMENT

The Land referred to herein below is situated in the County of Brown, State of Wisconsin, County of Brown, State of Wisconsin and County of Brown, State of Wisconsin, and is described as follows:

Parcel I:

Lots A and B of Vol. 1 Certified Survey Maps, Page 377, Map No. 218, Doc. No. 592036; said map being part of Lot Twenty (20), Tank's Subdivision of Private Claim 12 and the North 1/2 of Private Claim 13, in the City of Green Bay, West side of Fox River, Brown County, Wisconsin, except that part described in Doc. No. 2255129.

AND

That part of Lot Three (3) of Vol. 6 Certified Survey Maps, Page 137, Map No. 1488, Doc. No. 837152; being part of Lot Twenty (20), Tank's Subdivision of Private Claim 12 and the North 1/2 of Private Claim 13, in the City of Green Bay, West side of Fox River, Brown County, Wisconsin, described as follows:

Beginning at the Southern most corner of Lot 3, Vol. 6 Certified Survey Maps, Page 137; thence North 25 deg. 36 min. 35 sec. East a distance of 204.41 feet; thence South 71 deg. 15 min. 49 sec. West to the Southwesterly boundary of Lot 3, Vol. 6 Certified Survey Maps, Page 137; thence Southeasterly along said boundary to the point of beginning.

AND

Part of the West 1/2 of Lot Twenty (20), according to the recorded Plat of Tank's Subdivision of Private Claim 12 and the North 1/2 of Private Claim 13, in the City of Green Bay, West side of Fox River, Brown County, Wisconsin, described as follows:

All that part of the West 1/2 of the said Lot 20, lying Southerly of the South right-of-way line of Fisk Street and Easterly of the East right-of-way of St. Agnes Drive.

AND

Lot Seventeen (17), except the Southeasterly 75 feet, according to the recorded Plat of Chateau Estates Subdivision, in the City of Green Bay, West side of Fox River, Brown County, Wisconsin.

AND

Part of Lot One (1), according to the recorded Plat of Rosewood Subdivision, in the City of Green Bay, West side of Fox River, Brown County, Wisconsin, described as follows:

Commencing at the Northwest corner of Lot 1 located at the right-of-way line of St. Agnes Drive; thence North 25 deg. 49 min. 29 sec. East along the Northwesterly line of Lot 1 a distance of 72.02 feet to the point of beginning; thence continuing North 25 deg. 49 min. 29 sec. East along the Northwesterly line of Lot 1 a distance of 67.68 feet to an iron pipe marking the Northeast corner of Lot 1; thence 41.62 feet along the East line of Lot 1 along the arc of a 2796.62 foot radius curve to the left the chord of which bears South 25 deg. 44 min. 37 sec. East 41.62 feet; thence South 63 deg. 46 min. 26 sec. West a distance of 53.02 feet to the point of beginning.

Tax Parcel No. 6-311

This being the same property as described in First American Title Insurance Company, Title Commitment Number 18119-TI-1, dated December 21st, 2023. (Parcel 1 Only, excluding part of Parcel 1 that lies West of the right of way of St. Agnes Drive)

To: Pilgrim Lutheran Church a/k/a Pilgrim Lutheran Church Inc., Lutheran Church Extension Fund Missouri Synod, its successors and/or assigns as their respective interests may appear., First American Title Insurance Company:

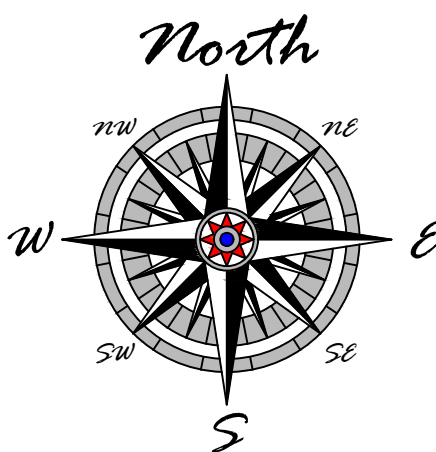
This is to certify that this map or plat and the survey on which it is based were made in accordance with the 2021 Minimum Standard Detail Requirements for ALTA/NSPS Land Title Surveys, jointly established and adopted by ALTA and NSPS, and includes items 1, 2, 6, 7(a), 7(b)(1), 7(b)(2), 8, 9, 10, 13, 16, 17 & 18 of Table A thereof. The field work was completed on February 9th, 2024.

Date of Plot of Map: February 9th, 2024.



Legend

- 1" iron pipe found
- 2" iron pipe found
- cut + found
- Brown County monument type noted
- round catch basin
- storm sewer manhole
- curb inlet
- sanitary sewer manhole
- hydrant
- water valve
- gas meter
- air conditioner
- electrical transformer
- electrical pedestal
- fiber optic manhole
- light pole
- power pole
- anchor wire
- OHE
- concrete curb & gutter line
- concrete paver
- concrete
- concrete retaining wall
- blacktop
- grate area
- existing building
- existing deck
- landscape area
- chain link fence line
- wooden fence line
- top of slope
- holy cross
- flag pole
- sign
- basketball hoop
- handicap parking space



NOTES

Bearings referenced to a line between a Corner on the South line of the North ½ Private Claim 13, West Side of the Fox River, Brown County ID Number 40X/Y-14/15 and a Corner on the North line of Private Claim 12, West Side of the Fox River, Brown County ID Number 40X/Y-14/15, assumed to be N26°47'14"E

The County Monuments used in this survey are shown and their ties have been found and verified and/or Brown County Planning and Land Services has been notified of any discrepancies.

Site was Majority snow covered at time of Survey.

Curve Data

CURVE	ARC LENGTH	RADIUS	CHORD LENGTH	CHORD BEARING	CENTRAL ANGLE	TANGENT BEARING
1-2	219.19'	55.00'	100.36'	S15°21'56"W	228°20'14"	N81°11'49"E
2-3	104.82'	2686.60'	104.81'	S24°31'07"E	2°14'08"	S23°24'03"E & S25°38'11"E
4-5	23.00'	2796.59'	23.00'	S25°58'06"E	0°28'17"	S25°41'57.5"E & S26°10'14.5"E
6-7	483.54'	2906.62'	482.98'	N21°24'37"W	9°31'54"	N18°38'40"W & N26°10'34"W
7-8	23.66'	15.00'	21.28'	N28°32'30"E	90°22'21"	-

Pilgrim Lutheran Church

vierbicher
planners | engineers | advisors



ALTA / NSPS Land Title Survey
- 1731 St. Agnes Drive -

SCALE
1"=30'
DRAWN BY
NOK

File: P-10306ALTA 011924.dwg

400 Security Blvd Ste 1, Green Bay, WI, (920) 434-9670

Data File: P-10306.txt

Fieldwork Completed: 02/02/2024

DRAWING NO.
S-3841
SHEET NO.
1 of 1
PROJECT NO.
P-10306

TAX PARCEL NO. 6-311

**RESOLUTION AUTHORIZING RELEASE OF
UTILITY EASEMENTS AT 1731 ST. AGNES DRIVE
(ED 24-01)**

April 16, 2024

BY THE COMMON COUNCIL OF THE CITY OF GREEN BAY:

WHEREAS, a request has been filed with the Common Council requesting the release of two 10' public utility easements at 1731 St. Agnes Drive (Parcel # 6-311) and more particularly described as follows:

Tax Parcel Affected: 6-311

Part of Parcel "A" Volume 1, Certified Survey Maps, Page 377, Map No. 218, Document No. 592036, Brown County Records, part of Lot 17 of the recorded plat of "Chateau Estates Subdivision", (Volume 11, Plats, Page 8, Document No. 559237, Brown County Records), part of Lot 1 of the recorded plat of "Rosewood Subdivision", (Volume 15, Plats, Page 45, Document No. 758160, Brown County Records), and part of the West ½ of Lot 20, C.L.A Tank's Subdivision of Private Claim 12 and North ½ of Private Claim 13, West Side Fox River, all Brown County Records, City of Green Bay, Brown County, Wisconsin more described as follows:

WHEREAS, the Plan Commission of the City of Green Bay approved said release at its meeting on April 8, 2024.

NOW, THEREFORE, BE IT RESOLVED, pursuant to Easement Discontinuance 24-01 and the recommendation of the Plan Commission on April 8, 2024, the City of Green Bay does authorize the two requested easement discontinuances located at 1731 St. Agnes Drive. The two easement discontinuances are more particularly described as follows:

- 1: Easement shown on Certified Survey Map 287, Volume 1, page 378, recorded as Document Number 592036 described as follows: Beginning at the Southeast corner of Lot A of said Certified Survey Map 287, thence N 24°51' 12" W, 240.16 feet to the center line of a 10-foot-wide easement; thence N 67° 15' 52" E, 222.28 to the terminus of a 10-foot-wide easement.

Easement Document Number 837152, facilities occupy this easement.

- 2: Easement Recorded in Jacket 111 of Records Image 6, Document Number 827948 described as follows: A 10.0 foot strip of land in part of Parcel A of the Certified Survey Map recorded in Volume 1 of Certified Survey Map, Page 377, Brown County Records, being in the City of Green Bay, Brown County, Wisconsin, the centerline of which is more particularly described as follows: Commencing at the Southeast corner of said Parcel A and running thence N. 22° 44' 08" W. 240.0 feet to the centerline of the existing 10.0 foot easement dedicated in said certified survey; thence N. 67° 15' 52" E. along the centerline of said existing easement 160.0 feet to the point of beginning; N. 27°-04'- 08" W. 233.0 feet; thence S. 32° 15' 52" W. 129'0 feet; thence S. 69° 55' 52" W. 40.0 feet more or less to the Northline of St. Agnes Drive and end of said 10.0

foot strip.

Easement Document Number 1105411 more particularly described as follows: A 10.0 foot strip of land in part of Parcel A of the Certified Survey Map recorded in Volume 1 of Certified Survey Maps, Page 377, Brown County Records, being in the City of Green Bay, Brown County, Wisconsin, the centerline of which is more particularly described as follows: commencing at the Southeast corner of said Parcel A and running thence N. 22°-44'-08" W. 240.0 feet, thence N. 67°-15'-52" E 160.0 feet to the point on the centerline of the existing 10.0- foot easement described in 1976 Jacket 111, Image 6, Brown County Records; thence N. 27° 04' 08" W. 233.0 feet along said existing easement to the start of said described centerline; thence N. 51° 47' 08" W. 121.0 feet more/or less to the east line of Liberty Street and the end of said described centerline.

Easement Document Number 2230893 more particularly described as follows: Part of C.L.A. Tanks Subdivision of Private Claim 12 & North 1/2 of 13, East 1/2 of Lot 20, City of Green Bay, Brown County, Wisconsin described as follows: The centerline of the easement is described as follows: Commencing at the Northwest corner of Lot 17 of the recorded plat of Chateau Estates; Thence North 36 degrees 12 minutes 56 seconds West a distance of 50.88 feet to an existing manhole; Thence North 26 degrees 30 minutes 16 seconds West a distance of 51.08 feet to the right of way line of Chateau Drive and the point of beginning of the described centerline of the easement;

Thence continuing North 26 degrees 30 minutes 16 seconds West a distance of 12.27 feet; Thence North 75 degrees 21 minutes 30 seconds West a distance of 49.39 feet; Thence North 79 degrees 07 minutes 03 seconds West a distance of 82.80 feet to the right of way line of Liberty Street and the end of the described centerline of easement.

BE IT FURTHER RESOLVED, the easement discontinuances shall be filed with the Register of Deeds and recorded by the property owner.

Adopted _____

Approved _____

Eric Genrich, Mayor

Celestine Jeffreys, Clerk

DM
Attachment – Map

LIBERTY STREET

ST. AGNES DRIVE

CHATEAU DRIVE

EASEMENT AS RECORDED IN
827948 & 1105411

EXISTING STORM LINE ASSUMED
TO BE IN EASEMENT RECORDED IN
DOC. 2230893 (BASED ON
BUILDING ADDITION
OVER EXISTING LINE)

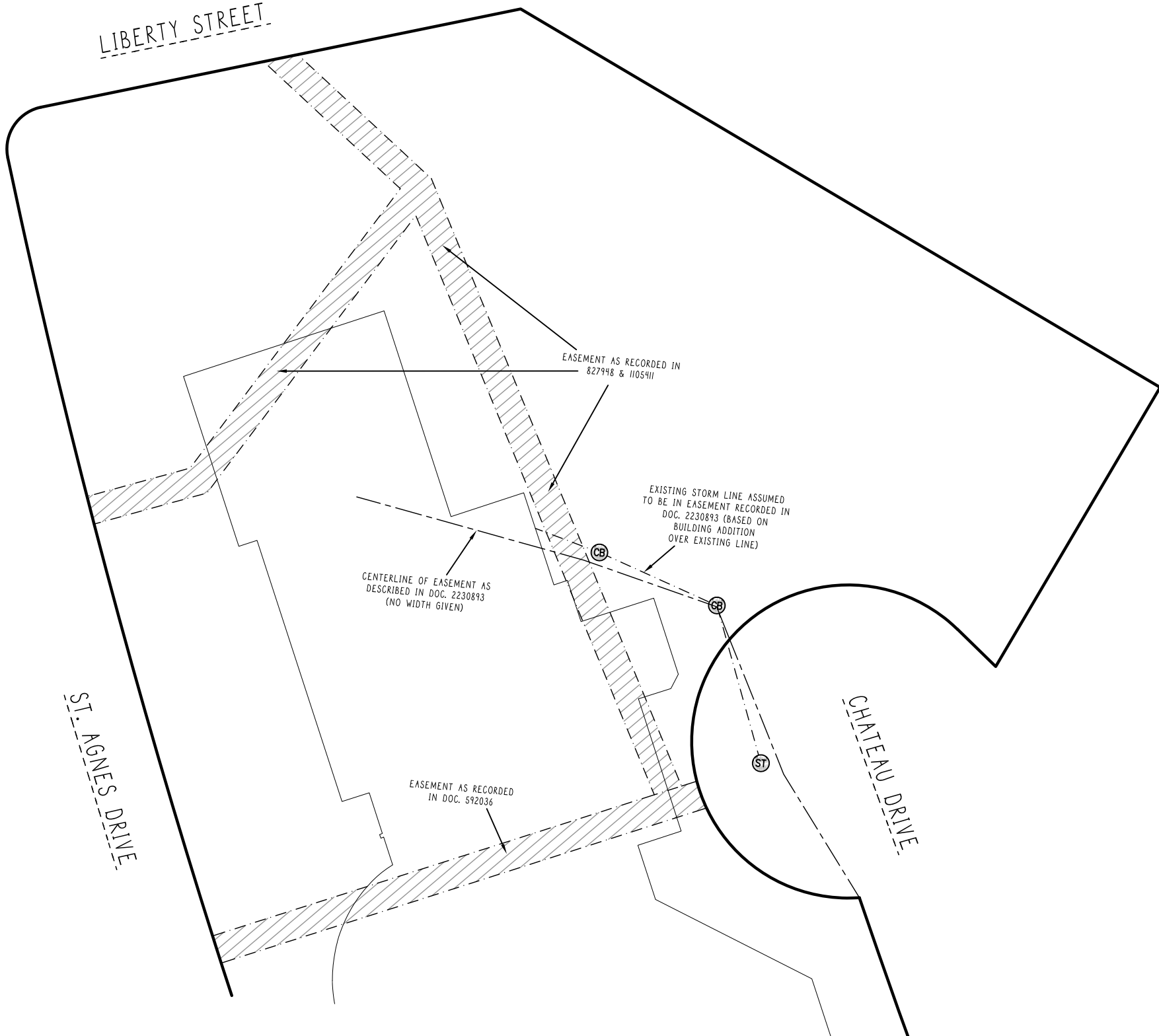
CENTERLINE OF EASEMENT AS
DESCRIBED IN DOC. 2230893
(NO WIDTH GIVEN)

EASEMENT AS RECORDED
IN DOC. 592036

CB

SP

ST





Report to the Green Bay Plan Commission

MEETING DATE

April 8, 2024

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.2

(ZP 24-06) Public Hearing on a request to rezone property located at 1400 Block of South Huron Road (Parcel 21-186) from Rural Residential (RR) Zoning to Varied Density Residential (R3) Zoning, submitted by Brad Rymer of Vierbicher, on behalf of Gerry Bigelow; Huron Limits LLC, property owner (Ald. Jim Hutchison, District 2).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

April 8, 2024

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.3

(ZP 24-06) Consideration with possible action on a request to rezone property located at 1400 Block of South Huron Road (Parcel 21-186) from Rural Residential (RR) Zoning to Varied Density Residential (R3) Zoning, submitted by Brad Rymer of Vierbicher, on behalf of Gerry Bigelow; Huron Limits LLC, property owner (Ald. Jim Hutchison, District 2).

BACKGROUND

Reason for Request: The proposed rezoning will allow for future development of the site to include varied density residential uses such as multi-family housing.

Surrounding Zoning and Land Uses:

Subject Property: Rural Residential (RR) | Open Space

North: Rural Residential (RR) and I-43 Business Park PUD | Open Space and Distribution Facility

South: Village of Bellevue | Agricultural

East: Public Institutional (PI) | Agricultural

West: Varied-Density Residential (R3) | Multiple Family Residential

Comprehensive Plan: The 2022 Smart Growth Green Bay Comprehensive Plan currently recommends two uses on the 30.5 acre property. A small strip of the property is deemed business park while the majority of the site calls for medium intensity retail office housing. A zoning change to varied-density residential (R3) is an acceptable function in this parcel.

Report: This zoning change application takes into account Parcel 21-186, which is a 30.5 acre property located along the east side of the 1400 block of South Huron Road. The property is located at the city limits adjacent to the Village of Bellevue. The property is zoned RR and the applicant is working on behalf of Gerry Bigelow who is conceptually seeking to create a multi-family development along the southern and eastern edge of the existing property.

The petitioner has provided a conceptual site layout for the property using 14 buildings with attached garages which utilize 12 units in each building. This would account for 168 units on the property. The petitioner has stated the conceptual layout is based on the idea of having a single entrance with vehicular and pedestrian access occurring in a boulevard like fashion with either apartment units, stormwater management, or wetlands flanking the access points. The property has a large wetland running through the center of the property. Projected development places improvements to the south and east of the wetlands, leaving an undeveloped area alongside the front of Huron Road in the northwest corner of the larger property. The petitioner may choose to create a land division in the future to sell off the northwest corner of the existing 30-acre property.

The petitioner has been in touch with the Fire Department and the Department of Public Works to determine feasibility on the site. The conceptual layout was reviewed by FD, and they will work with Bigelow on approaches to ensure emergency safety, but the general concept works since it includes a large

turnaround at the end of the property and multiple vehicular lanes to leave the property at the driveway. DPW has reviewed and utilities access the site.

Ald. J. Hutchison, neighbors within 400 feet of the property, and the Village of Bellevue Clerk have been notified of the meeting based on Plan Commission policy. Staff has not received any inquiries about the request as of the drafting of this report.

RECOMMENDATION

Approval of the request to rezone the property from Rural Residential (RR) to Varied-Density Residential (R3).

FISCAL IMPACT

ATTACHMENTS

1. 24-06 Rezone Application
2. 24-06 Exhibit
3. ZP 24-06 Applicant Narrative
4. 24-06 Map
5. Draft ZO 06-24 1400 Block S Huron Rezone RR to R3



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: Huron Road

Parcel Number(s): 21-186

Petitioner(s): Brad Rymer - Vierbicher - agent for Gerry Bigelow Date: 02/22/24

Email: brym@vierbicher.com Phone Number: 920-434-9670

Address: 400 Security Boulevard City: Green Bay State: WI Zip: 54313

Property Owner: Huron Limits LLC Phone Number: 920-619-9028

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, Brad Rymer - Vierbicher (agent for Gerry Bigelow), respectfully request that the City of Green Bay take the following action:

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

Owner Signature: _____

Date: 2-22-24

Petitioner Signature(s): Brad Rymer

Digitally signed by Brad Rymer
Date: 2024.02.22 11:08:59 -0600

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.: _____

Huron Road

N2°03'28"W 1029.64'

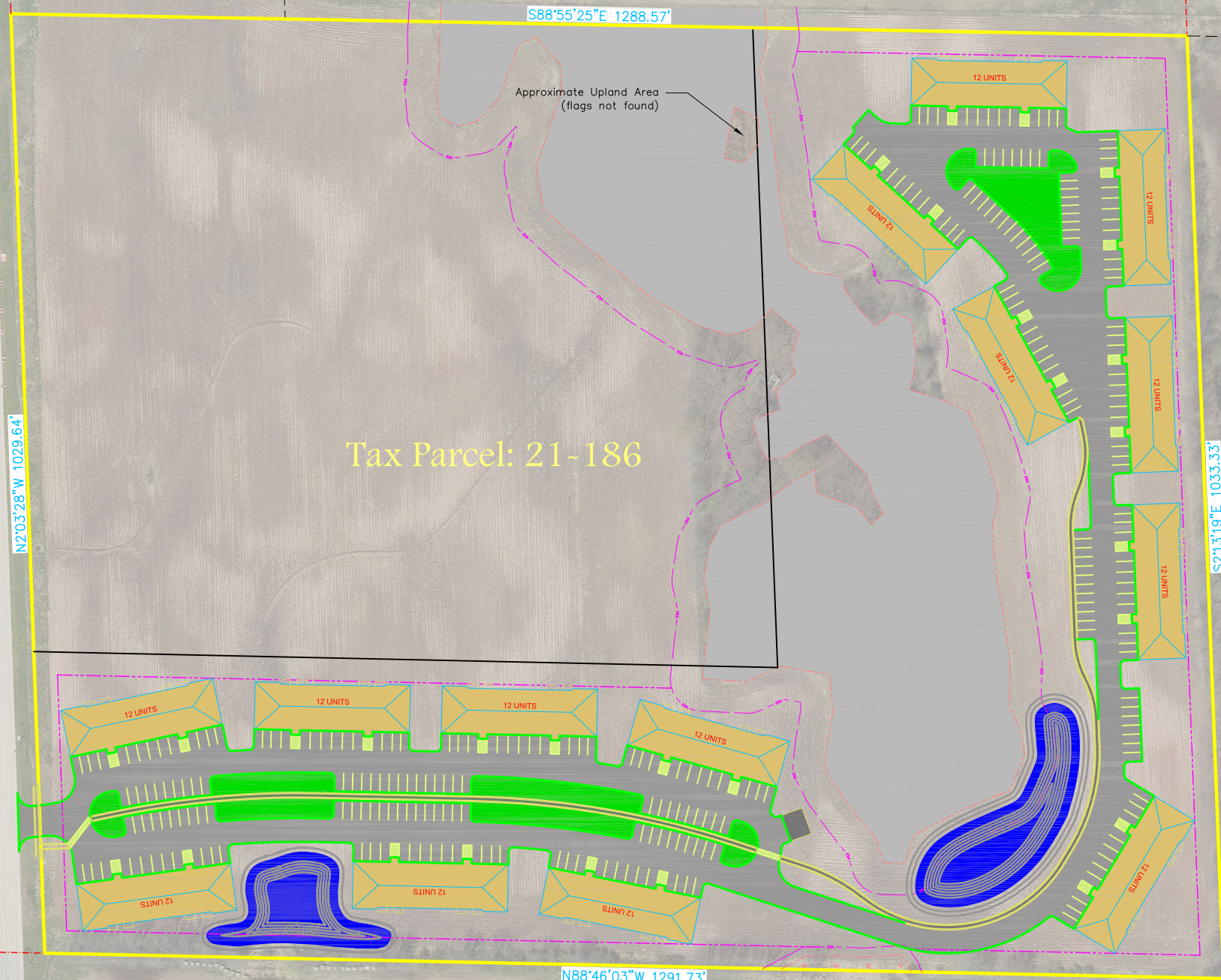
Tax Parcel: 21-186

S88°55'25"E 1288.57'

Approximate Upland Area
(flags not found)

S2°13'19"E 1033.33'

N88°46'03"W 1291.73'



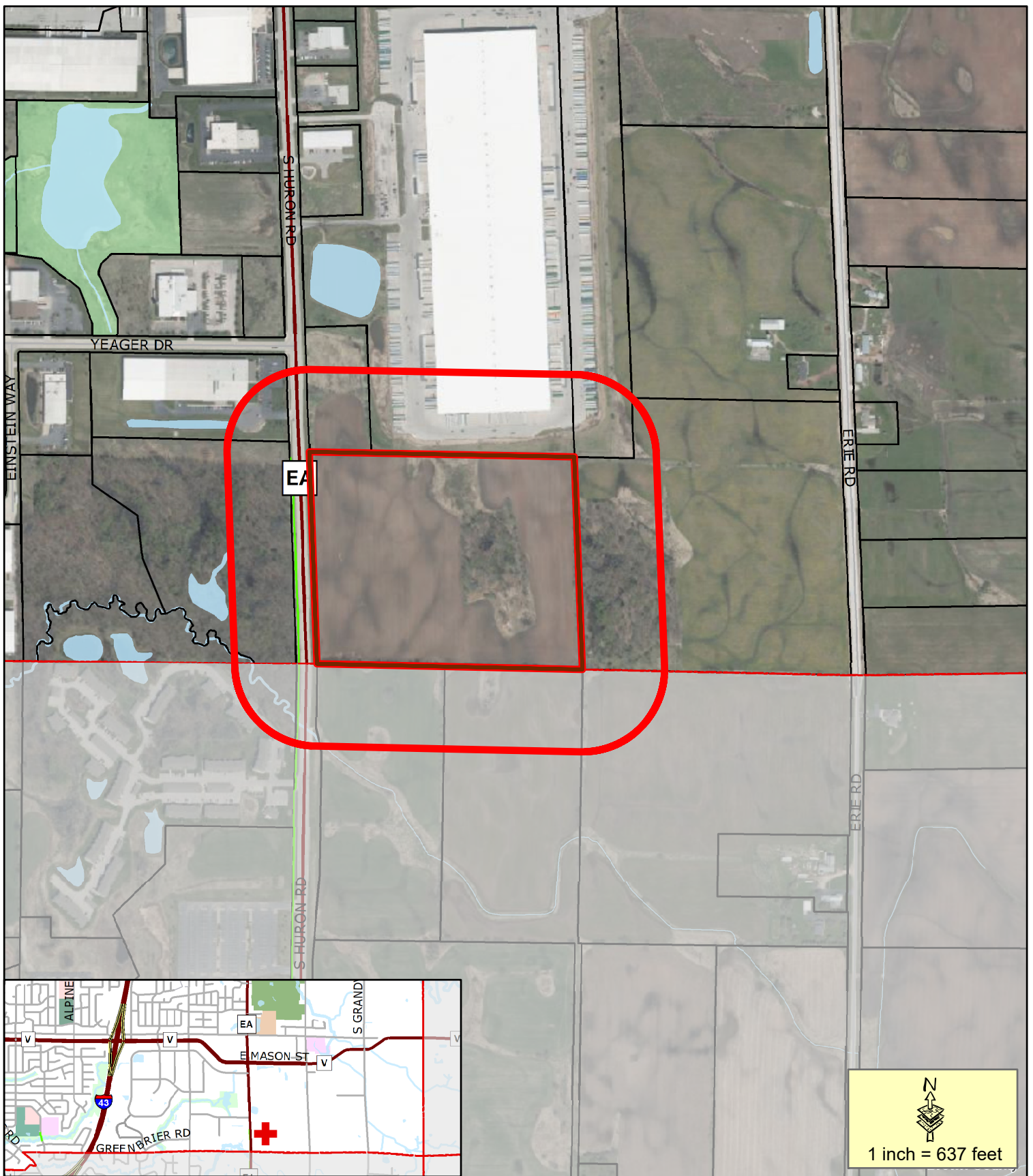
Client: Gerry Bigelow

File: B-17223

Date: 03/04/24

Narrative for rezone of Parcel 21-186...

Tax Parcel 21-186 is located on South Huron Road (C.T.H. "EA") in East Green Bay at the Southern edge of the City where it meets the Village of Bellevue. The parcel is located Southerly and adjacent to the Proctor & Gamble distribution center in the I-43 Industrial Park. The area is a transition area from the City's industrial park to the Village of Bellevue's future C.T.H. "EA" corridor (currently being studied). Across Huron Road (C.T.H. "EA") to the West is an existing multi-family development followed to the South by the YMCA, Bellin Clinic, and Bellin College of Nursing. To the East and South of the subject parcel are undeveloped lands in both the City and Village. The land to the East, in the City of Green Bay, largely consists of wetland areas making development directly adjacent to the property line unlikely. The subject parcel contains a large delineated wetlands effectively splitting the parcel. We are requesting the parcel to be rezoned from Rural Residential to R-3 Residential. A site plan has been included to show a possible multi-family development on the site.



Proposed Conditional Use Permit Parcel

400' 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
(RR) Rural Residential to
(R3) Varied Density Residential
1400 Block of S Huron Road (East Side of Road)

ZONING ORDINANCE NO. 06-24

**AN ORDINANCE REZONING THE PROPERTY LOCATED AT
THE 1400 BLOCK OF SOUTH HURON ROAD (PARCEL NO. 21-186) FROM
RURAL RESIDENTIAL (RR) DISTRICT TO VARIED-DENSITY RESIDENTIAL
(R3) DISTRICT
(ZP 24-06)**

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 tax parcel 21-186 which is located on the 1400 Block of South Huron Road from Rural Residential (RR) District to Varied-Density Residential (R3) District.:

THE SOUTHWEST QUARTER OF THE SOUTHEAST QUARTER (SW $\frac{1}{4}$ OF THE SE $\frac{1}{4}$) OF SECTION ELEVEN (11), TOWNSHIP TWENTY-THREE (23), NORTH, RANGE TWENTY-ONE (21) EAST, IN THE CITY OF GREEN BAY, EAST SIDE OF FOX RIVER, BROWN COUNTY, WISCONSIN, EXCEPT THAT PART DESCRIBED IN DOCUMENT NO. 1826348 AND EXCEPT ROAD.

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 _____, 2024.

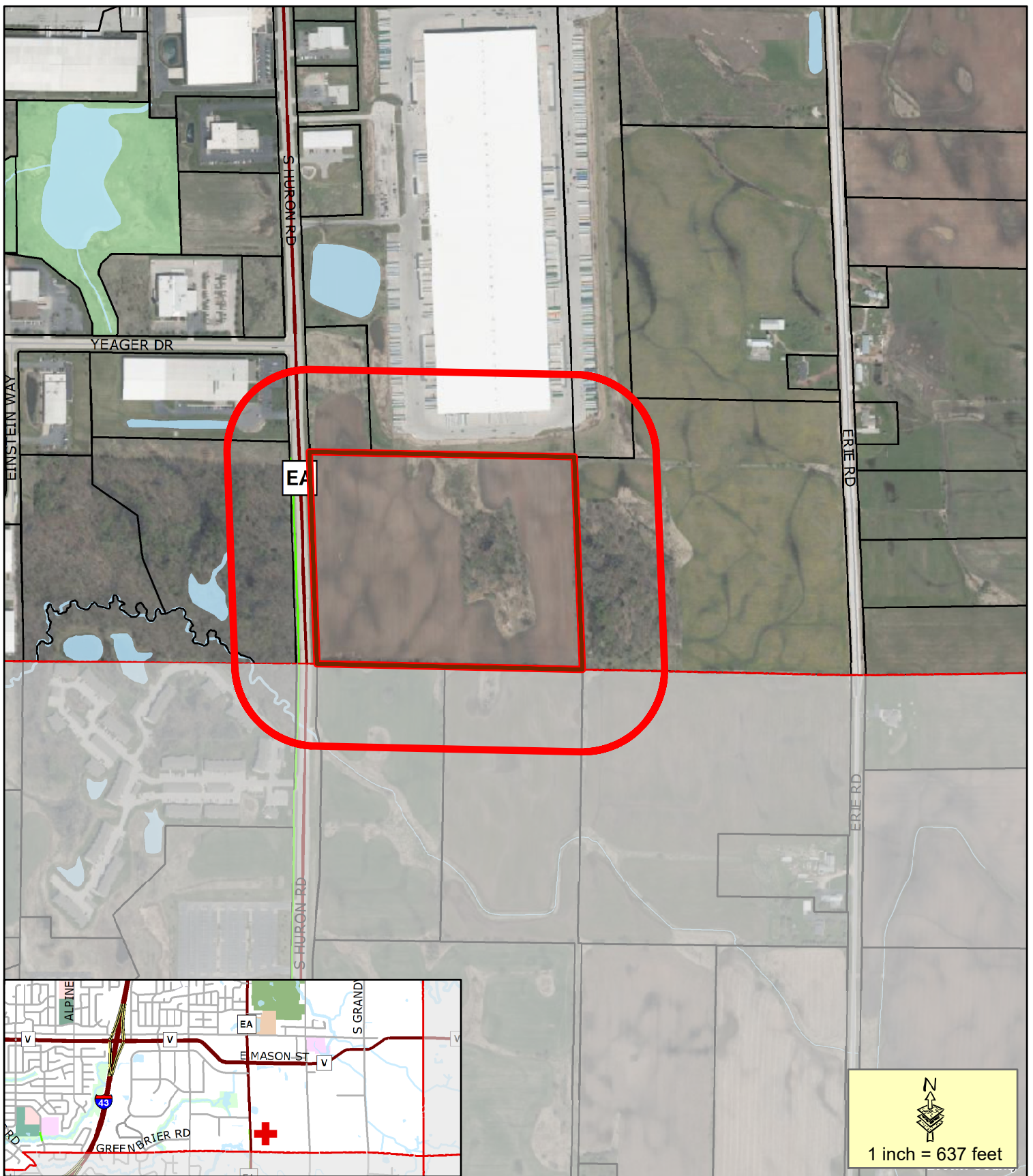
APPROVED:

Eric Genrich, Mayor

ATTEST:

Celestine Jeffreys, City Clerk

jel
Attachment – Map



Proposed Conditional Use Permit Parcel

400' Property Owner Notice

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Map prepared by JL

Rezone Request
(RR) Rural Residential to
(R3) Varied Density Residential
1400 Block of S Huron Road (East Side of Road)



Report to the Green Bay Plan Commission

MEETING DATE

April 8, 2024

PREPARED BY

Stephanie Hummel, Staff, David Buck, Staff

AGENDA ITEM # E.4

(ZP 24-07) Public Hearing on a request to create a Planned Unit Development (PUD) at 211 N Broadway for the development of Green Bay Public Market, submitted by On Broadway Inc., property owner (Ald. Brian Johnson, District 9).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

April 8, 2024

PREPARED BY

David Buck, Staff

AGENDA ITEM # E.5

(ZP 24-07) Consideration with possible action on a request to create a Planned Unit Development (PUD) at 211 N Broadway for the development of Green Bay Public Market, submitted by On Broadway Inc., property owner (Ald. Brian Johnson, District 9).

BACKGROUND

Primary Address: 211 N Broadway (Parcel Number 4-71)

Aldersperson/District: Ald. Johnson / District 9

Reason for Request: To permit the development of a public market that includes restaurant, retail and service uses.

Subject Parcel Zoning and Land Use: Subject property is zoned Downtown (DI) and was most recently office space and is now vacant.

Surrounding Zoning and Land Uses:

North: Downtown (DI) | Commercial retail, service, entertainment and mixed-uses

South: Downtown (DI) | Commercial retail

East: Downtown (DI) | Commercial retail and parking

West: Downtown (DI) | Public parking

Comprehensive Plan: The 2022 Smart Growth Plan designates this area for Downtown uses. The Downtown future category allows and promotes high-intensity office, retail, housing, entertainment, convention, and public land uses, preferably in mixed-use buildings with strong pedestrian orientations. This PUD is in keeping with this designation.

Analysis/Report: This request is for the development of the Green Bay Public Market. The market is proposed to include approximately 45,000 square feet with room for approximately 20 businesses, a community event space, demo kitchen, and additional tenant space. Modeled after the Milwaukee Public Market, the venue will be situated as a regional attraction with vendor prospects including a mix of prepared food, fresh food, and publicly accessible community spaces. Parking is not required for nonresidential uses in the Downtown district, but this development will be serviced by on-street parking, shared parking lots with area businesses, and the public parking lot located adjacent to the property to the west, as the current use is today.

The project will include the substantial redevelopment of the existing Old Fort Square building. The entire front and rear façades of the existing building will be remodeled. The front/Broadway façade will include new masonry and faux wood finishes, curtain glass window and door systems, glass overhead doors, street opening bi-fold windows with sidewalk service counters, second floor balconies, vertical LED lighting elements, large identity roof sign, and roof mounted grain tower architectural feature. The rear façade will

also be addressed but to much less of a degree. It will include new masonry, two-story curtain glass entry, two garage/loading doors, second floor windows, and vertical LED lighting elements but will have larger areas of flat unadorned wall spaces. The rear façade has been given less attention and detail as it is anticipated that a multi-story parking structure/ramp will be developed where the existing surface parking lot servicing the building is currently located. The back of the building is currently visible from both the public lot servicing it as well as Chestnut Street right of way so is different than regular alley frontage that only have other building backs fronting it. As the development of the parking structure has not yet had finalized plans nor property owner approval, staff recommends a condition of the PUD approval be that in the event a multi-story parking structure or other building is not constructed within 5 years of the Public Market occupancy that rear building façade be brought back to the Plan Commission for review to possibly amend the PUD to require building wall articulation through the addition of architectural elements such as entrances, arcades, windows, balconies, awnings, marquees, and recesses or projections of the façade plane.

Building improvements are proposed to be enhanced further with streetscape enhancements along Broadway frontage. Streetscape improvements are proposed to be located within the right-of-way and therefore not covered under the PUD regulations, but are important to mention as they are an essential element of the project aesthetic and function. They are conceptually to include new street furniture and fire pits, outdoor seating, dining and display areas, building façade to sidewalk service windows and counters, heated sidewalks and overhead heating elements, and ground mounted monument and wall mounted signage.

Though not ready for review at this time, the petitioner has indicated they will be coming before the City again with associated projects including a finalized streetscape concept for the front of the property, master sign package for the development site itself, market square branding signage package for the entire block, and the mentioned multi-story parking structure.

The Downtown (DI) zoning district is the appropriate district for mixed-use developments such as this. There are pieces of the proposed development that do not adhere to the DI district regulatory standards. They are as follows:

1. Uses permitted by-right including:
 - a. Limited Production and Processing uses when associated with brewing, distilling or similar use
 - b. Restaurant or Bar with Entertainment/Nightclub uses
 - c. Convenience Store without fuel sales uses
 - d. Outdoor dining and retail display areas
2. Roof signage installation of a 20 feet tall by 75 feet wide (1,500 square feet) front lit identity sign mounted on a steel frame.
3. Adjusted maximum building height exceeding the 45-foot limit to include an architectural grain tower feature at 60 feet and the rooftop "Public Market" signage at 55 feet.

Given the type, location, and innovation of this project, Staff is in support of the requested PUD and code exceptions. Staff feels the project is innovative and a needed business type lacking in the greater Green Bay market. Staff also hope the project will act as a catalyst development and regional attraction that will increase the already high levels of retail, service, and tourism activity within downtown. It is anticipated that the development in itself will not only spur greater activity but stimulate further investment in other area properties and new development of underutilized or undeveloped property.

The petitioner has held multiple public meetings and has had a long-running public capital campaign for the development of the Public Market (see PUD Exhibit C- Public Market Campaign literature). Also, Ald. Johnson and property owners within 400 feet have been notified of the request per Plan Commission guidelines. We have received no objections as of the drafting of this report.

RECOMMENDATION

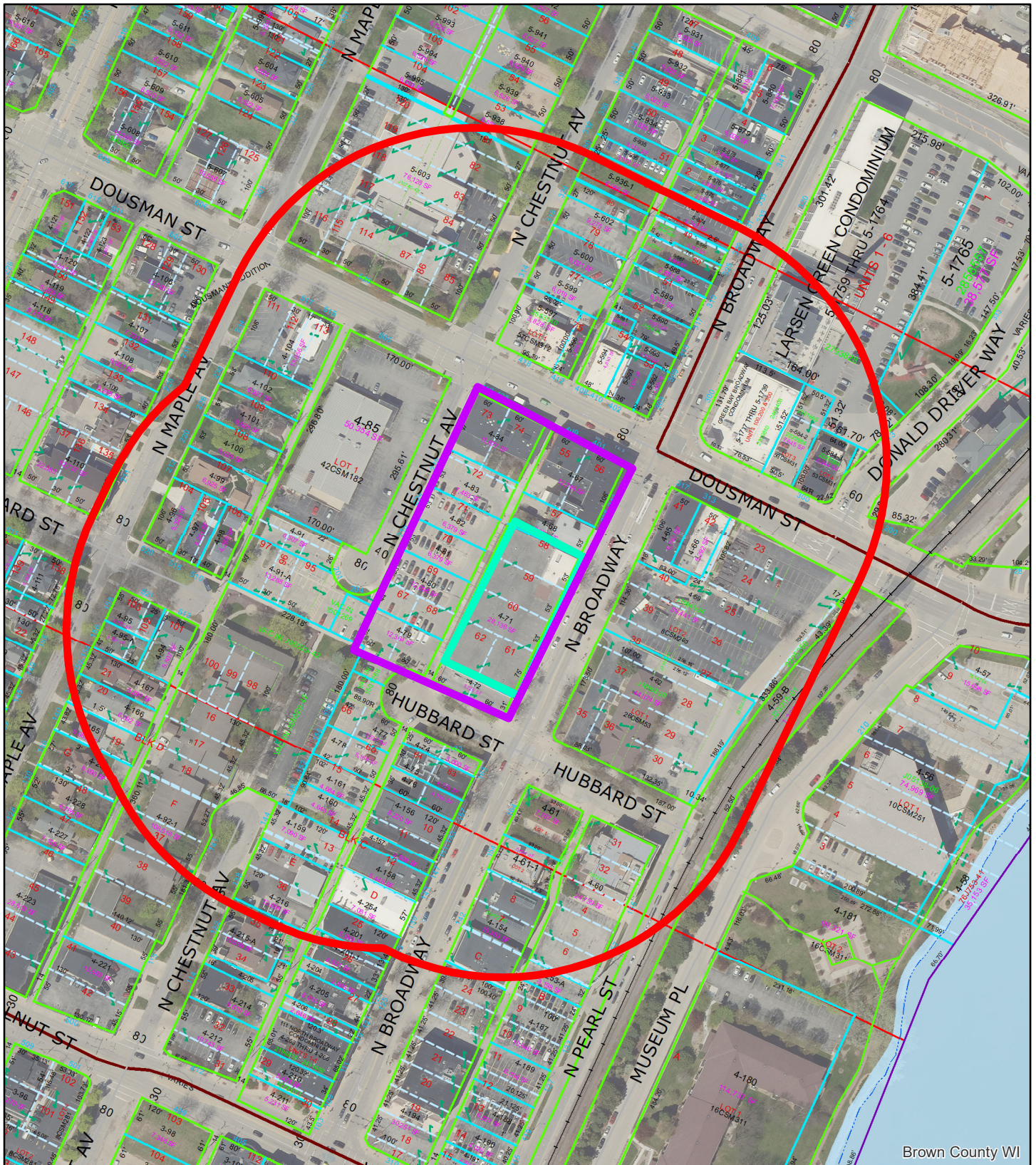
Approval of the request, subject to the following conditions:

- a. Adoption of the draft PUD.
- b. The PUD regulations in relation to the rear/west façade of the structure be reevaluated for appropriateness in five years from the Public Markets occupancy should a multi-story structure not be constructed adjacent to the west.

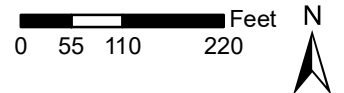
FISCAL IMPACT

ATTACHMENTS

1. ZP 24-07, ZP 24-08 Map
2. ZP 24-07 PUD Application
3. gbpm-campaign-brochure-pages-vf-combined
4. ZO 04-24 DRAFT PUD for Green Bay Public Market



ZP 24-07 & ZP 24-08 PUDs for Broadway Public Market



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. 27 Mar 2024 X:\Planning\Basemaps\template_8.5x11.mxd

- 211 N Broadway - Public Market Site
- 400' Notification Area
- PUD area for Block Signage



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: 211 N Broadway

Parcel Number(s): 4-71

Petitioner(s): Brian Johnson

Date: 03/12/2024

Email: brian@onbroadway.org

Phone Number: (920) 242-2206

Address: 340 N Broadway Ste 165

City: Green Bay

State: WI

Zip: 54303

Property Owner: On Broadway, Inc.

Phone Number: (920) 437-2531

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, Brian Johnson, respectfully request that the City of Green Bay take the following action:

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

Owner Signature: 

Date: 03/12/2024

Petitioner Signature(s): _____

Checklist of required attachments:

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

For office use only:

Review Fee: _____

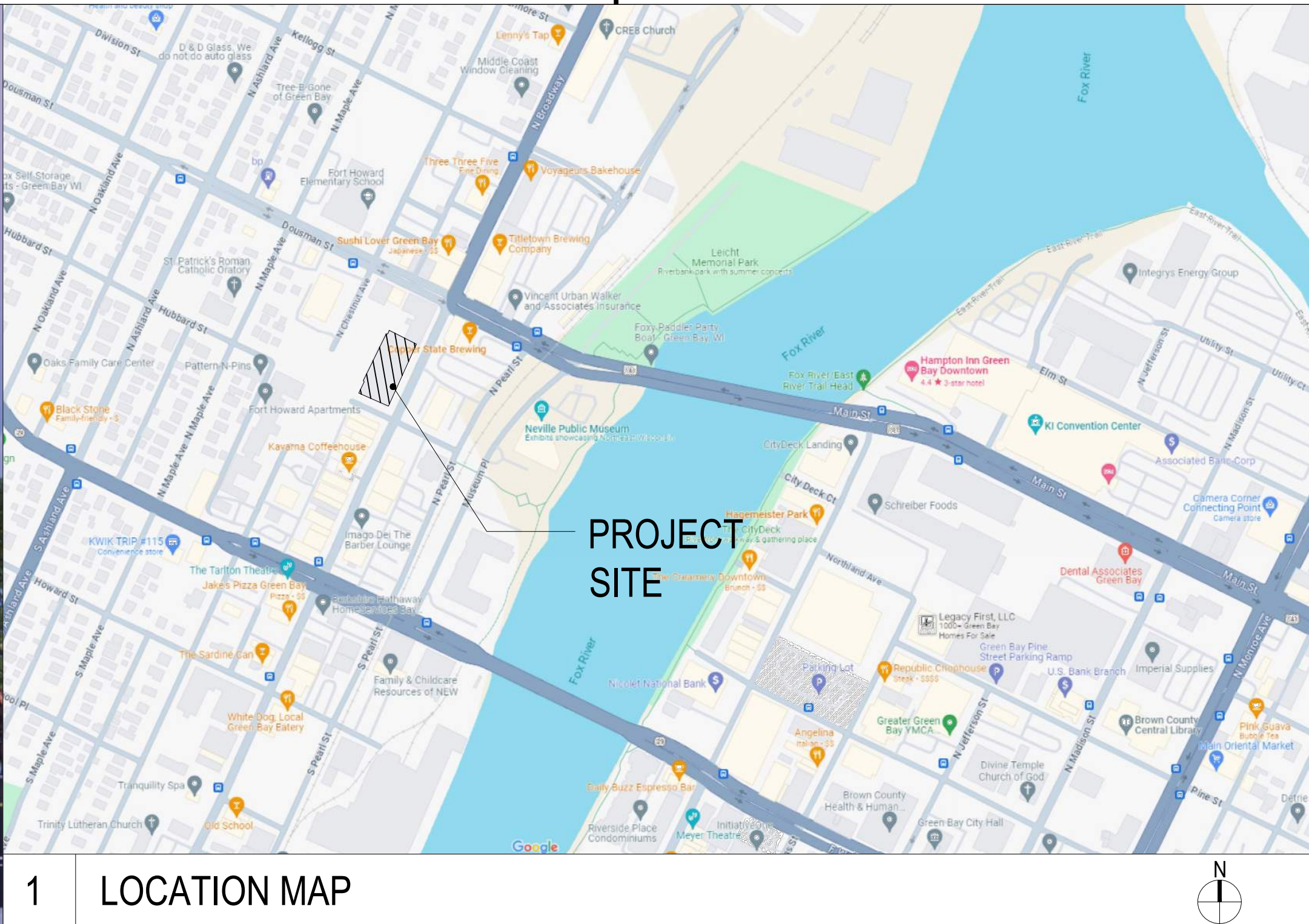
Receipt No.: _____

Zoning Petition No.: _____

Project Narrative

On Broadway, Inc. (OBI) seeks to create a public market in Green Bay's downtown Broadway District in a currently blighted and underperforming property. The preliminary concept plan includes 42,965 square feet with room for approximately 20 businesses, a community event space, demo kitchen, and additional tenant space. Modeled after the Milwaukee Public Market that attracts two million visitors per year, we conservatively expect our market to attract over one million regional visitors with its adjacent location to the Farmers' Market on Broadway that currently draws 250,000 visitors over 19 weeks. Vendor prospects will include a mix of prepared food, fresh food, and publicly accessible community space.

Areas of need to be addressed with the market include tourism, entrepreneurship, food insecurity, public infrastructure, housing, and overall growth in property values and new tax increment. The size and scope of the facility position it as a regional attraction drawing more than one million visitors per year. The expansion of our convention center, new construction of an expo hall, and hosting the NFL draft in 2025 are creating demand for attractions visitors can patronize. It will be the only facility of its kind in Northeast Wisconsin, and the market will create a positive experience for visitors. The space creates opportunity for new businesses, and a test kitchen and event space will allow us to program activity using existing small businesses. OBI has a rich legacy with coordinating vendor-based events that have incubated businesses into storefronts, and the test kitchen will fill a void in our community to provide food vendors access to a certified kitchen. The property is in a designated food desert at a time when there is no full-service grocery store. We will leverage our relationships from our farmers' market to ensure the addition of fresh foods to serve the existing low-income neighborhood. The addition of this project will spark investment in public infrastructure including street resurfacing, intersection reconstruction, pedestrian-friendly amenities, and the possibility of restoring a vacated street grid. The \$12.5 million project is taxable, and there is strong developer interest in a housing/parking ramp development in conjunction with this project estimated at another \$12.5 million for a total of \$25 million (less the value of housing).



1 LOCATION MAP

GREEN BAY PUBLIC MARKET

211 N. BROADWAY
GREEN BAY, WI 54303

On Broadway, Inc.
340 N. Broadway, Suite 165
Green Bay, WI 54303
(920) 437-2531

PUD DRAWINGS
3/13/2024

ELECTRONIC FILE TRANSFER DISCLAIMER

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EXISTING PROJECT CONDITIONS

INFORMATION PERTAINING TO EXISTING PROJECT CONDITIONS, SUCH AS LOCATIONS OF ARCHITECTURAL AND STRUCTURAL BUILDING COMPONENTS, MECHANICAL AND ELECTRICAL EQUIPMENT, PIPING, DUCTWORK, ROUGH-INS AND OTHER MISCELLANEOUS CONSTRUCTION, APPEARS ON PROJECT DRAWINGS. THIS INFORMATION IS BASED ON AVAILABLE RECORDS AS WELL AS INFORMATION COLLECTED WITH REASONABLE CARE AT THE PROJECT SITE. CONTRACTORS SHALL BE SOLELY RESPONSIBLE FOR VERIFYING DIMENSIONS AND RELATED INFORMATION AT THE PROJECT SITE PRIOR TO PROCURING ANY MATERIALS, PRODUCTS OR EQUIPMENT TO PERFORM THEIR WORK.



116 S. Adams St.
Suite 201
Green Bay, WI 54301
920 / 592 9440

www.graef-usa.com



architecture plus design
491 BLOOMFIELD AVE, SUITE 201
MONTCLAIR, NJ 07042
TEL: 973.707.2081
info@rhgdesign.com
www.rhgdesign.com

DESIGNED WITH LOVE

CLIENT:

ON BROADWAY, INC.
340 N. BROADWAY,
SUITE 165
GREEN BAY, WI 54303
920-437-2531

PROJECT TITLE:

Broadway District Public Market

211 N Broadway
Green Bay, WI 54303

ISSUE:

2024-01-26

PROJECT INFORMATION:

PROJECT NUMBER: 2330

DATE: 01-26-2024

DRAWN BY: RHG A+D

CHECKED BY: AS NOTED

APPROVED BY: AS NOTED

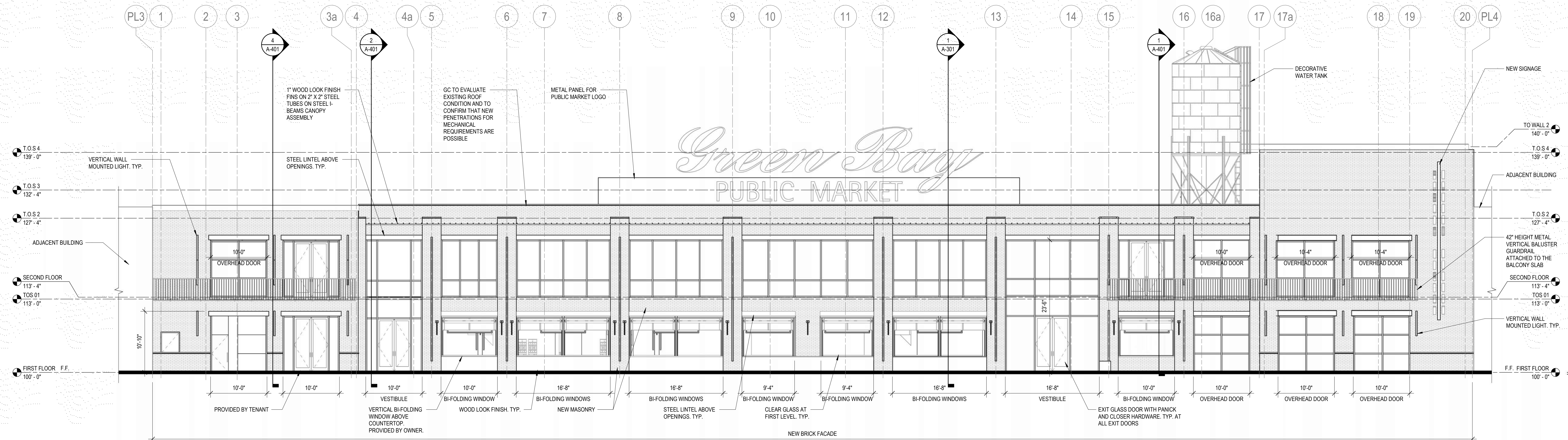
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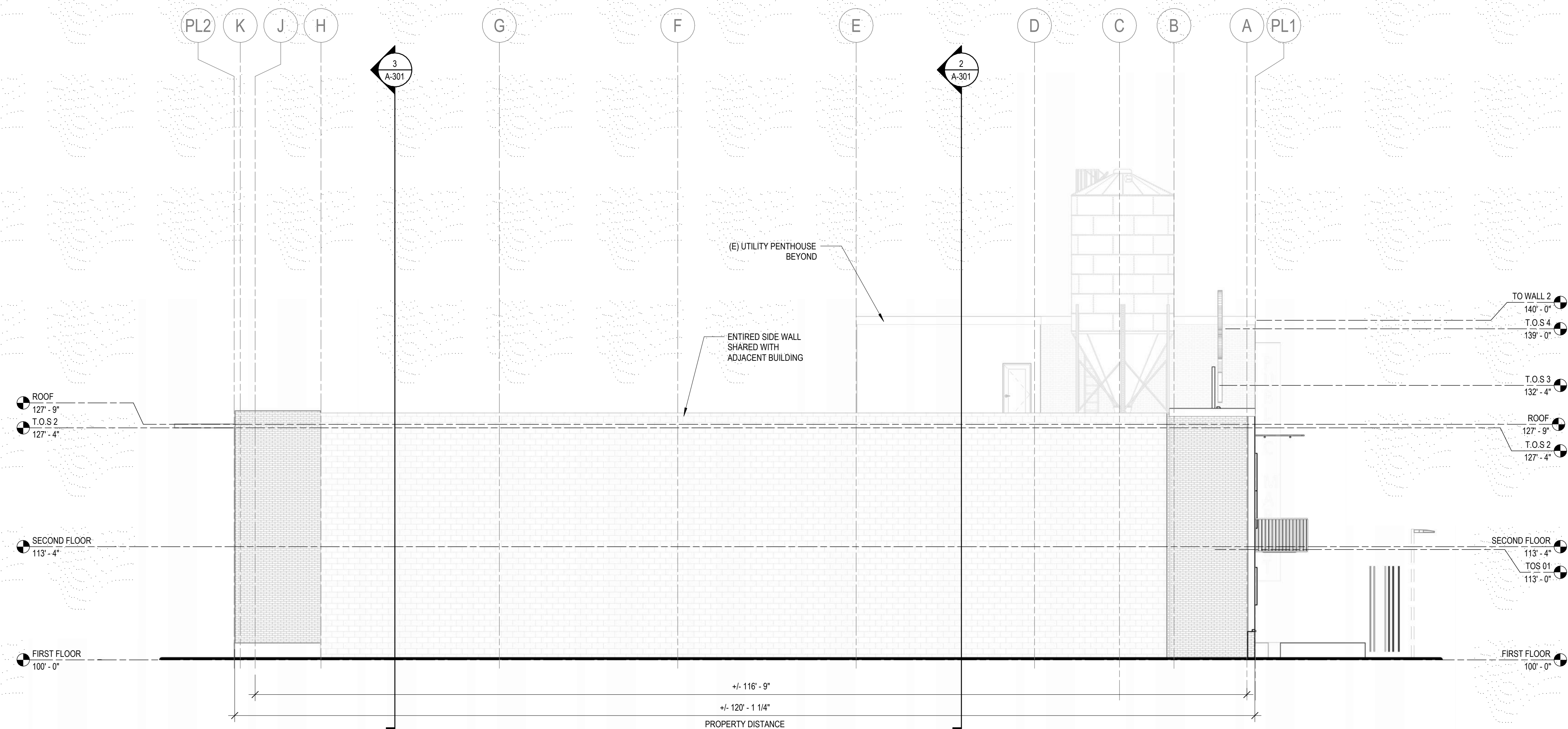
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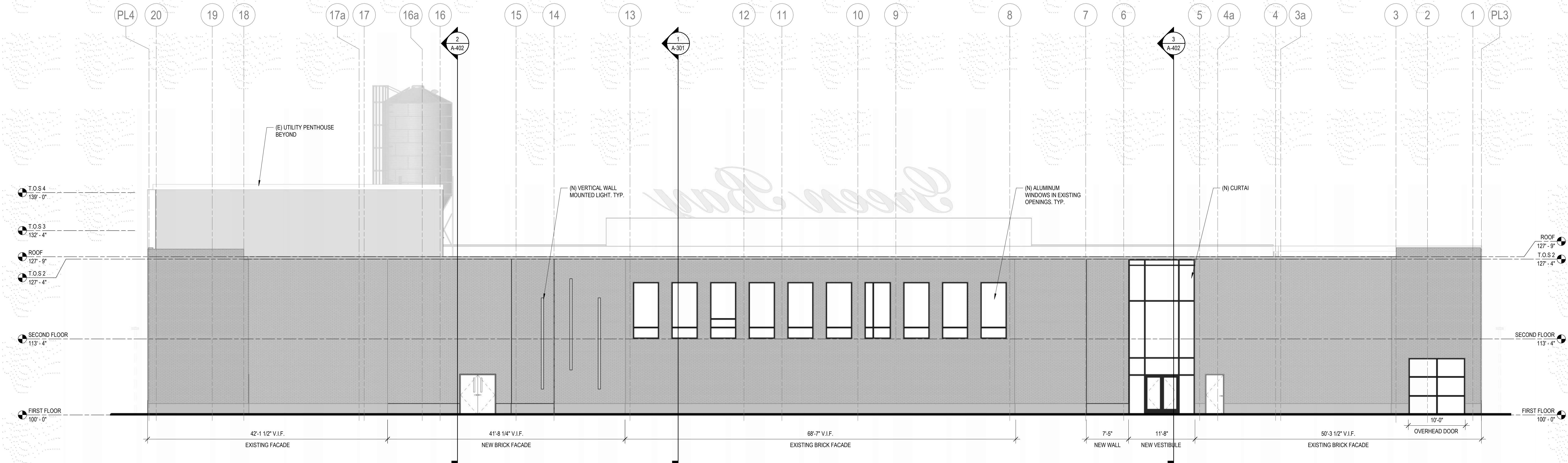
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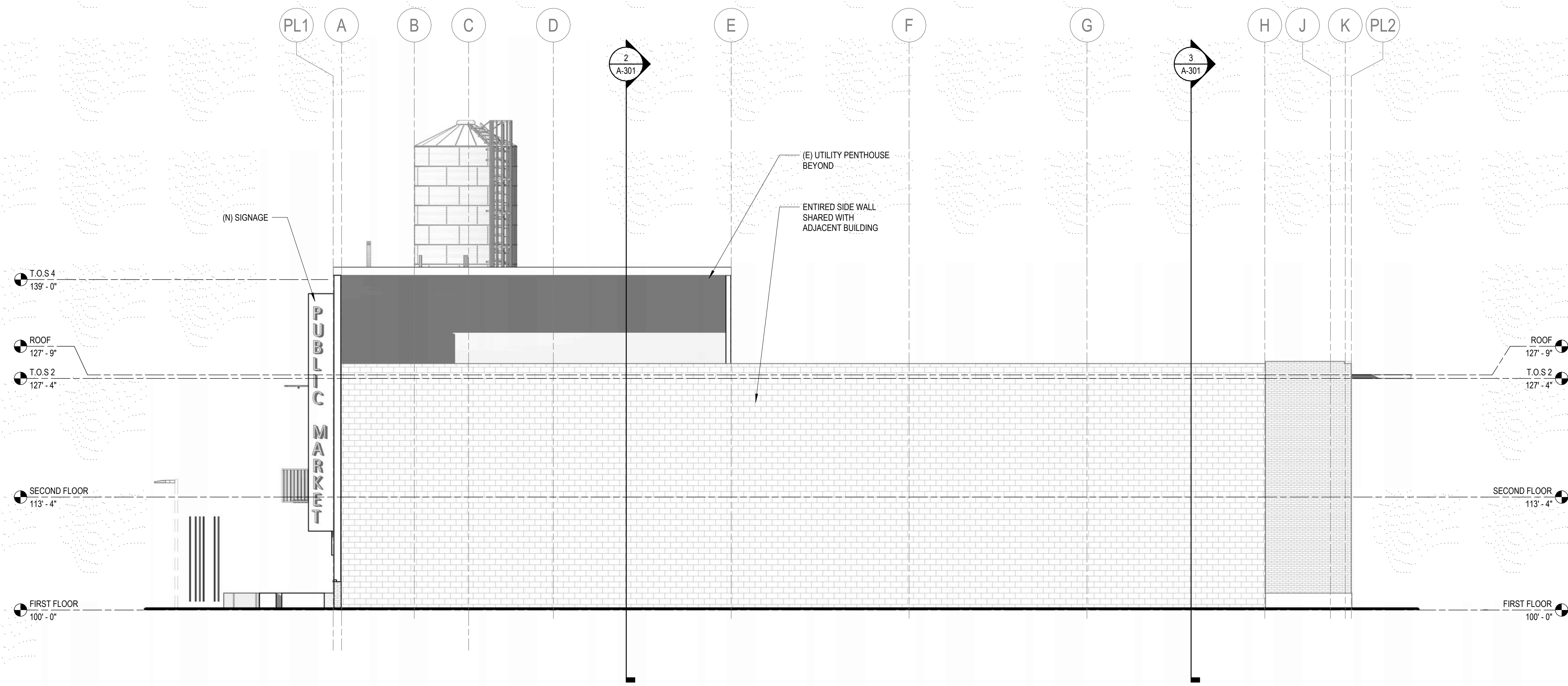
2 FRONT FACADE - (SOUTH EAST)
1/8" = 1'-0"



1 SIDE ELEVATION (SOUTH WEST)
1/8" = 1'-0"



2 BACK FACADE (NORTH WEST)
1/8" = 1'-0"



1 SIDE ELEVATION (NORTH EAST)
1/8" = 1'-0"

PUD Site Plan

Green Bay Public Market

N Chestnut St

Hubbard St

Dousman St

Proposed Building
Parcel ID: 4-71

N Broadway

N Broadway

N Broadway

Hubbard St

Dousman St



GRaEF

60

Feet

1 in = 30 ft

THE PUBLIC MARKET CAMPAIGN

Creating Green Bay's public market with public purpose.





A YEARS-LONG VISION FOR GREEN BAY'S PUBLIC MARKET

in downtown Green Bay is becoming a reality. A building is purchased. The design is determined. The business model — a food-focused facility that creates space for entrepreneurs to connect product to people — is set. To ensure we can realize that dream, we need your help.

On Broadway, Inc., a local 501(c)3 non-profit organization that focuses on the economic vitality of the downtown's near-west side, is spearheading the fundraising campaign to redevelop Old Fort Square, 211 N. Broadway, into the Green Bay Public Market. The market will host over 20 small businesses that will benefit from a space that provides retail and food sales, hosts events and creates a dynamic public place.

“The single greatest way to elevate the Broadway District for tourism, economic impact and employee attraction is to create Green Bay’s Public Market.”

**Brian Johnson,
Executive Director,
On Broadway, Inc.**

Run by a non-profit organization, the lease terms will be tenant-friendly, provide less risk to business owners and create a diverse offering of goods and experiences. The market's vendors will operate seven days a week, offering prepared food and items to shop for and prepare at home.

The Green Bay Public Market will draw residents and visitors from the Greater Green Bay area and beyond to the Broadway District where they can enjoy everything the city's downtown offers. Please join us as we raise funds to realize the Green Bay Public Market, a place where entrepreneurs can connect their products with people while the ripple effect of a public market with public purpose will flourish.



INTRODUCING GREEN BAY'S PUBLIC MARKET: A CATALYST FOR GROWTH AND ACTIVATION

The Green Bay Public Market will provide entrepreneurs an opportunity to launch their businesses in a busy downtown location where they will find built-in support to grow. Locally sourced products sold by people who live and work in the community deliver a strong economic impact to the community.

In a metro area with a population greater than 320,000 and 5.7 million annual tourists, the Public Market will quickly become one of Green Bay's top tourist destinations as well as a place where local residents will visit regularly to purchase locally sourced food that is fresh and nutritious.

Public markets in other communities become the catalyst for additional development, spurring millions of dollars in residential and commercial real estate. Not only will the property known as "Old Fort Square" receive a much-needed makeover, but the entire district, downtown, city and region will benefit.



PROJECT IMPACT:



**CATALYST FOR ECONOMIC
DEVELOPMENT**



**PROMOTES HEALTHY
COMMUNITY LIVING**



**PROVIDES A DYNAMIC
ENVIRONMENT FOR CULINARY
BUSINESSES TO GROW**



**CREATES AN ATTRACTIVE PUBLIC
SPACE AND CITY BLOCK**



**ENHANCES EXPERIENCES FOR
EMPLOYEES AND VISITORS**



**MAGNET FOR TALENT
RECRUITMENT AND RETENTION**

The Public Market will create a new gathering place downtown, which has been transformed over the past two decades to an area bustling with life. The Farmers' Market on Broadway is one example of that success. Every Wednesday during the summer, it draws more than 100 vendors and thousands of customers. The Farmers' Market is located just outside of the new public market, which will provide community access to locally sourced goods daily.

The Green Bay Public Market will be more than a place to shop and eat—it will also be a place for new experiences. Fit with a kitchen space created for unique food experiences, the market focuses on providing culinary education to people with all backgrounds, skills and interests. Through partnerships that focus on youth, disadvantaged populations and connecting area neighborhoods, the kitchen and event space within this project will play a vital role in giving back to the community.

The current Old Fort Square building was purchased by On Broadway in spring 2022. With 45,000 square feet, the future Public Market will include:

- **A grand market atrium featuring over 20 vendors**
- **Community event space available for public and private events**
- **Indoor and outdoor seating**

As part of this project, the building will receive a dramatic new façade and interior makeover as shown in our accompanying renderings, as will the exterior sidewalk and plaza areas with new streetscaping and lighting.

FIRST FLOOR



- Anchor spaces for larger users including on-site production and/or restaurant seating
- Junior anchors with programming needs similar to anchors
- Pod suites for smaller food or retail users
- Storefront stalls providing inside and outside service counters
- Seating
- All-season plaza



PUBLIC MARKETS ARE PLACES OF DISCOVERY, LEARNING, HUMAN INTERACTION, COMMUNITY INVOLVEMENT AND COMMERCE.

SECOND FLOOR



- Event space with seating for up to 200 people
- Kitchen space for private and public events, including culinary education and cooking shows
- Member space available to corporate partners, including tech and AV equipment, hosted food and beverage service
- Atrium-wrapped overlook seating
- Office space for market staff





COME BE PART OF THE MOMENTUM!

- NAMING RIGHTS FOR VARIOUS INTERIOR AND EXTERIOR SPACES, INCLUDING KITCHEN, ATRIUM, PROGRAMMING, AND MORE
- PROGRAMS AND EVENT OPPORTUNITIES FOR YEAR-ROUND EXPERIENCES

With an expected total project cost of \$12.5 million, bringing the Green Bay Public Market to life will involve public and private financial support. On Broadway has applied for multiple grants to help with funding, and private gifts are needed to help us reach our goal to fund the renovation. With your support, we can make a difference in creating a dynamic new space in downtown Green Bay that will not only create a new community gathering space but also spur more economic development. This is a once in a generation opportunity.

The Green Bay Public Market operations will be funded through rents and event revenue allowing an exciting, sustainable non-profit enterprise managed by On Broadway. **Join us!**

For more information, please reach out to:

Chelsea Kocken
Director of Special Projects at On Broadway
920-680-1684 or chelsea@onbroadway.org.

PROJECT GOAL: \$12.5 MILLION



- \$1.5M | Government
- \$3M | Grants and New Market Tax Credits
- \$8M | Private Support

ON BROADWAY'S SUCCESS

On Broadway continues to build upon the district's ongoing improvements and increased vibrancy.

Since its creation in 1995, the non-profit organization has amassed multiple successes:

- Advocated city planning and business owners for increased retail, restaurant and commercial density.
- Facilitated over \$100 million of new construction and renovation in the district, including more than 1,000 new housing units either complete or underway.
- Invested in streetscape design with seasonal plantings, pedestrian friendly amenities and storefront signage.
- Created more than 40 community events that attract over 400,000 visitors each year. Events included igNight Markets, Fall Fest and the Levitt AMP Green Bay Music Series.
- Committed volunteers, including an engaged board of directors who amass over 2,000 volunteer hours each year.
- Dedicated to historic preservation as well as an investment in public art.
- Supported two major redevelopment efforts along with the City of Green Bay, including Leicht Memorial Park and the Shipyard for increased riverfront access and activation, a \$7 million and \$20 million effort, respectively.
- Applied for and received a \$1 million grant to support diverse businesses in the Broadway District, including a \$300,000 micro-grant program.
- Recognized consistently among Main Street peers for events, volunteer commitment, promotions and community partnerships.
- Producer of Farmers' Market on Broadway that hosts 100+ vendors and brings 250,000 people to the district each summer.

JOIN US AS WE ADD THE PUBLIC MARKET TO THE LIST AND EXPERIENCE THE RIPPLE EFFECT OF THIS EXCITING PROJECT WITH PUBLIC PURPOSE.



On Broadway, Inc.
340 N. Broadway, Suite 165
Green Bay, WI 54303

920-437-2531
greenbaypublicmarket.org

THE PUBLIC MARKET CAMPAIGN

Creating Green Bay's public market with public purpose.

ENHANCED ECONOMIC IMPACT

A catalyst for continued downtown development, the Green Bay Public Market is expected to draw 1 million visitors annually. The Public Market will serve as an anchor in the Broadway District and generate more than \$100 million in nearby development, including housing, commercial space, parking infrastructure and pedestrian friendly amenities. With an estimate

of \$10 million annually in sales, the market will also generate sales tax revenue of more than \$550,000.

The Green Bay Public Market will be home to 20-plus small businesses who will be supported through various programs, available grant funds and mentorship opportunities.

ENHANCED CULINARY EXPERIENCES

In recent years, the Green Bay area has witnessed, despite pandemic-sized hospitality industry challenges, the launch of new restaurants, coffee houses, bakeries and more. Many of these new places began with a simple concept and a booth at a Green Bay farmers' market.

We now seek to create an intentional incubator for culinary entrepreneurs to bring their concepts to life within a cost-effective, high-traffic, supportive environment. The Green Bay Public Market creates the ideal mix of support and visibility to allow new

businesses to thrive, and for Green Bay's pallet to come alive with the sights, sounds, smells, and tastes of the market.

Frequent food-focused programming will also occur within the market that will attract people of all interests and abilities.

Health equality will be maintained through the EBT program that will be an expansion of the Farmers' Market on Broadway program.

ENHANCED EMPLOYEE AND VISITOR EXPERIENCES

Working with architects, On Broadway will transform a currently blighted building into an attractive, public space for families, friends and business professionals to gather, whether it is to purchase food and eat it on site, enjoy culinary experiences in the commercial kitchen or meet up in the members' space to socialize and work.

The Public Market's event space will also host private and public gatherings and a year-round calendar of special events in addition to culinary programming.



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NAMING OPPORTUNITIES

Giving Participation Levels

Gifts to the Green Bay Public Market campaign at the following levels are eligible for naming opportunities.

(NAME) PUBLIC MARKET SQUARE **\$3,000,000**

In recognition of a gift at this level, On Broadway seeks to add an organization's name to the city square surrounding the public market. For example, Green Bay Public Market presented by (NAME). *(One)*

PUBLIC MARKET MAIN HALL **\$1,500,000**

In recognition of a gift at this level, On Broadway seeks to name the market's atrium. *(One)*

PUBLIC MARKET KITCHEN **\$500,000**

In recognition of a gift at this level, On Broadway seeks to name the market's commercial kitchen.

PUBLIC MARKET EVENT SPACE **\$500,000**

In recognition of gifts at this level, On Broadway seeks to name the market's event space.

PUBLIC MARKET PLAZA **\$250,000**

In recognition of gifts at this level, On Broadway seeks to name the market's terrace and outdoor seating areas.

PUBLIC MARKET LOUNGE **\$250,000**

In recognition of gifts at this level, On Broadway seeks to name the member space.

PUBLIC MARKET CHILDREN'S AREA **\$150,000**

In recognition of a gift at this level, On Broadway seeks to name the public market's children's area.

Additional giving levels:

- PUBLIC MARKET CHAMPION: \$50,000**
- PUBLIC MARKET AMBASSADOR: \$25,000**
- PUBLIC MARKET ADVOCATE: \$10,000**
- PUBLIC MARKET FRIEND: \$5,000**

Naming opportunities are based on availability.

Please indicate your interest on the pledge card and details will be confirmed with you by On Broadway.



On Broadway, Inc.
340 N. Broadway, Suite 165
Green Bay, WI 54303

920-437-2531
greenbaypublicmarket.org

THE PUBLIC MARKET CAMPAIGN

Creating Green Bay's public market with public purpose.

PLEDGE FORM

CONTACT INFORMATION:

Donor (Company/Individual)

Please indicate how you would like to be recognized in donor recognition materials (if different from above)

Address

City

State

Zip

Phone

Email

TERMS OF PLEDGE:

I am interested in this naming opportunity. Naming opportunities are based on availability. Please indicate your interest on this Pledge Card and details will be confirmed with you by On Broadway, Inc.

My pledge is to be paid as follows (make checks payable to On Broadway, Inc.):

☐ I am supporting this campaign with a one-time gift of: \$ _____

☐ I am supporting this campaign with a multi-year gift of: \$ _____

Beginning on (date): _____ to be paid over _____ years

Please invoice me: ☐ Annually ☐ Quarterly ☐ Monthly ☐ Other: _____

My gift will be matched by: _____

☐ Matching gift enclosed ☐ Matching gift form will be sent

☐ I wish for my gift to remain anonymous

Notes: _____

Donor Signature: _____ Date: _____



***Return this form and
payment to:***

On Broadway, Inc.
340 N. Broadway St. #165
Green Bay, WI 54303

***For other ways to give, please contact Chelsea Kocken
at 920-680-1684 or chelsea@onbroadway.org***

***For your records, this letter acknowledges that no products or services
were provided for this contribution and it is tax deductible to the fullest
extent of the law. On Broadway, Inc. is a 501(c)(3) organization.***

THE PUBLIC MARKET CAMPAIGN

Creating Green Bay's public market with public purpose.

PUBLIC MARKET SQUARE

It's a new day on Broadway!

The Green Bay Public Market is just the beginning for planned development in the Broadway District. On Broadway, Inc., a non-profit organization that will own and operate the public market, is seeking to brand the block bordered by Broadway, Dousman, Chestnut and Hubbard streets as Public Market Square.

Public Market Square will become the epicenter of not only that block, but the entire Broadway District and the near west side of downtown Green Bay.

Streetscaping, lighting and other visual enhancements being added for the Green Bay Public Market will be implemented around the block and eventually throughout the Broadway District. The enhancements will reconnect neighborhoods and tie together residents, visitors and business owners while physically and visually eliminating barriers between Broadway and neighborhoods immediately to the east and west. Re-establishing an east-west openness along Hubbard Street will also be part of the initiative.

To make Public Market Square a reality, we need your help!

On Broadway is seeking a partner to join us and sponsor the branding of the block by adding its name to Public Market Square.



On Broadway, Inc.
340 N. Broadway, Suite 165
Green Bay, WI 54303



The partnering organization will benefit from having its name in front of:

- **250,000 annual visitors to the Wednesday Farmers' Market on Broadway**
- **1 million annual visitors to the Green Bay Public Market**
- **37,800 vehicles daily on Broadway and Dousman (WisDOT)**
- **50,000+ followers and fans on social media**

If your organization is interested in partnering with On Broadway on Public Market Square, please reach out to **Chelsea Kocken at 920-680-1684 or chelsea@onbroadway.org** and help us transform the Broadway District!

920-437-2531
greenbaypublicmarket.org

ZONING ORDINANCE NO. 04-24

**AN ORDINANCE
CREATING A PLANNED UNIT DEVELOPMENT (PUD)
OVERLAY DISTRICT FOR PROPERTY LOCATED AT
211 N BROADWAY
(ZP 24-07)**

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 Overlay District on the following described property, as also depicted on Exhibit A - Location Map:

LOTS FIFTY-EIGHT (58), FIFTY-NINE (59), SIXTY (60), SIXTY-ONE (61) AND SIXTYTWO (62), ACCORDING TO THE RECORDED PLAT OF DOUSMAN'S ADDITION, IN THE CITY OF GREEN BAY, WEST OF FOX RIVER, BROWN COUNTY, WISCONSIN, EXCEPTING THEREFROM THE SOUTHERLY 31 FEET OF SAID LOTS 61 AND 62, TOGETHER WITH AN EASEMENT FOR ENCROACHMENT PURPOSES AS DESCRIBED IN JACKET 25896 RECORDS, IMAGE 35, AS DOCUMENT NO. 1475759.

Tax Parcel: 4-71

Land Area: Comprises approximately 28,136 square feet / 0.645 acres

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 public market. The overall appearance and design of the site and improvements shall comply with the attached Exhibits and as regulated within this PUD.
- B. Development Site. Area included within this PUD consists of all land included at 211 N Broadway (Parcel Number 4-71). A PUD amendment shall be required for any future changes that do not comply with this PUD. Further, any PUD amendments shall reflect any land divisions recorded after the execution of this document.
- C. Land Use Regulations. The principal and accessory land uses which may be established are as follows:
 - 1. The principal use of this parcel shall be for a public market. This public market will contain a variety of land uses, primarily commercial in nature.
 - 2. Allowed land uses shall follow the allowed uses within the base zoning district, Downtown One (D1), with the following exceptions:
 - a. Limited Production and Processing uses are permitted and do not

require a Conditional Use Permit when associated with brewing, distilling or similar use, as deemed appropriate by the Zoning Administrator.

- b. Restaurant or Bar with Entertainment/Nightclub uses are permitted and do not require a Conditional Use Permit.
- c. Vehicle Service uses are prohibited as part of this PUD with the following exceptions:
 - 1. Convenience Store without fuel sales uses are allowed without a Conditional Use Permit.
 - 2. A Parking Structure may be allowed in future phases of this development with an amendment to this PUD.
- 3. Accessory uses customarily associated with downtown commercial, multiple-family and mixed-use uses such as antennas, solar systems, exercise facilities, and other uses deemed appropriate by the Zoning Administrator are allowed.
- 4. Outdoor dining and retail display areas shall be allowed as part of the PUD, in compliance with the specific development standards for such uses.

D. Prohibited Uses. The PUD limits certain uses from being established on the site or as accessory to the public market are as follows:

- 1. Residential dwellings and Congregate Living uses are prohibited.
- 2. Bed and breakfast uses are prohibited.
- 3. Funeral home uses are prohibited.
- 4. Vehicle Service uses are prohibited except as described in Section 2.C.2.c of this ordinance.
- 5. Any other uses not permitted in the Downtown (D) Zoning District are prohibited.

E. Dimensional and Area Requirements. Dimensional and area requirements for principal structure on the subject property shall generally comply with Exhibit B and be regulated as follows:

- 1. Building.
 - a. Maximum building height may exceed 45 feet, as follows:
 - 1. Specific architectural grain tower feature has a maximum height of 60 feet from sidewalk grade.
 - 2. Rooftop "Public Market" signage has a maximum height of 55 feet from sidewalk grade.
- 2. Dimensional and area provisions, including accessory buildings, shall be regulated as the underlying D1 Zoning District.

F. Architectural Design. All building elevations shall substantially comply with Exhibit B and subject to the following requirements:

- 1. Design. All sides of the building visible to the public shall include materials

and design characteristics similar to and compatible with those on the Broadway façade though it would not need to match.

2. Façade Articulation. Buildings shall be designed to provide interest and variety. Flat, unadorned walls should be avoided. Façade lengths shall not be greater than 40 feet without articulation including but not limited to:
 - a. Division of façade into individual components (i.e. storefronts, distinct uses) through the use of architectural elements such as entrances, arcades, windows, balconies, awnings, marquees, etc.
 - b. Recesses or projections of the main façade plane.
 - c. Recesses or projections of upper floors from the ground floor façade plane.
 - d. Vertical division using different materials and textures.
 3. Exterior Materials. Building materials shall be durable and appropriate for the D1 zoning district as well as being regulated as follows:
 - a. Exterior building façades shall be predominately (minimum of 80%):
 1. Brick or brick veneer
 2. Cementitious panels/siding
 3. Architectural/decorative metal panels
 4. Wood or wood composite
 5. Windows and doors
 - b. Windows and doors. Windows shall include trim.
- G. Signage. All signage within the PUD area shall meet the standards as set forth within Chapter 30 of the Green Bay Municipal Code for the underlying Downtown Zoning District with the following exception:
1. The primary sign for this building shall face the Broadway Street frontage and shall be regulated as follows:
 - a. The sign shall be a roof sign and its support structure.
 - b. The sign height may extend above the roof/cornice of the roof for which it is placed by no greater than 20 feet.
 - c. The sign is limited in size to no greater than 20 feet tall by 75 feet wide and no greater than 1,500 square feet in area.
 - d. The sign support structure shall be structural steel frame and perforated architectural metal.
 - e. The signage itself shall be front lit letters mounted to the framing and also allow for a 9 foot by 9 foot area within the overall 1,500 square feet for Public Market logo signage.
 - f. Other than listed above, no off-premise advertising, corporate logos, business names, product advertising, etc. is permitted on the roof signage.
- H. Access, Circulation, and Parking. Access, circulation, and parking within the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article XVIII of the Green Bay Municipal Code.

- I. Lighting. All lighting within the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article V of the Green Bay Municipal Code.
- J. Refuse and Mechanical Equipment. Screening of refuse material containers and mechanical equipment throughout the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article XIX of the Green Bay Municipal Code.
- K. Landscaping and Transitional Yards. Landscaping within the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article XIX of the Green Bay Municipal Code.
- L. Compliance with all the regulations of the Green Bay Municipal Code not covered under the PUD. If not covered as part of this PUD, the base zoning for the parcel shall be considered Downtown (D1).

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 _____, 2024.

APPROVED:

Eric Genrich, Mayor

ATTEST:

Celestine Jeffreys, City Clerk

sh:

Attachments:

Exhibit A – Location Map

Exhibit B – Conceptual Plans

Exhibit C- Public Market Campaign literature



Report to the Green Bay Plan Commission

MEETING DATE

April 8, 2024

PREPARED BY

David Buck, Staff

AGENDA ITEM # F.I

Go Big Green Bay 2050 Comprehensive Plan - Existing Conditions Report

BACKGROUND

The Existing Conditions Memorandum (ECM) answers the question “Where is Green Bay today?” It is a summary of relevant data points; an interim deliverable rather than an adopted document. The report is directed toward City staff and the Advisory Group, but should also be made available to the Common Council, Plan Commission, residents, business owners, developers, and other stakeholders in the community. It is the result of research and analysis, field reconnaissance, and a review of data provided by the City and its partners.

Specifically, this report includes an overview of:

- Demographics, including a review of recent and future trends.
- Recent plans, studies, and reports, acknowledging that they contain relevant recommendations and policies that may be carried forward.
- Existing land uses and current zoning in the City.
- The transportation network and mobility options.
- Community service facilities and infrastructure.
- Parks, open spaces, and natural features including recreational facilities, amenities, and trails.

The memo is a preliminary step in the planning process and does not contain plan recommendations. Existing conditions, issues, and opportunities identified in the document will guide the development of the Green Bay Comprehensive Plan.

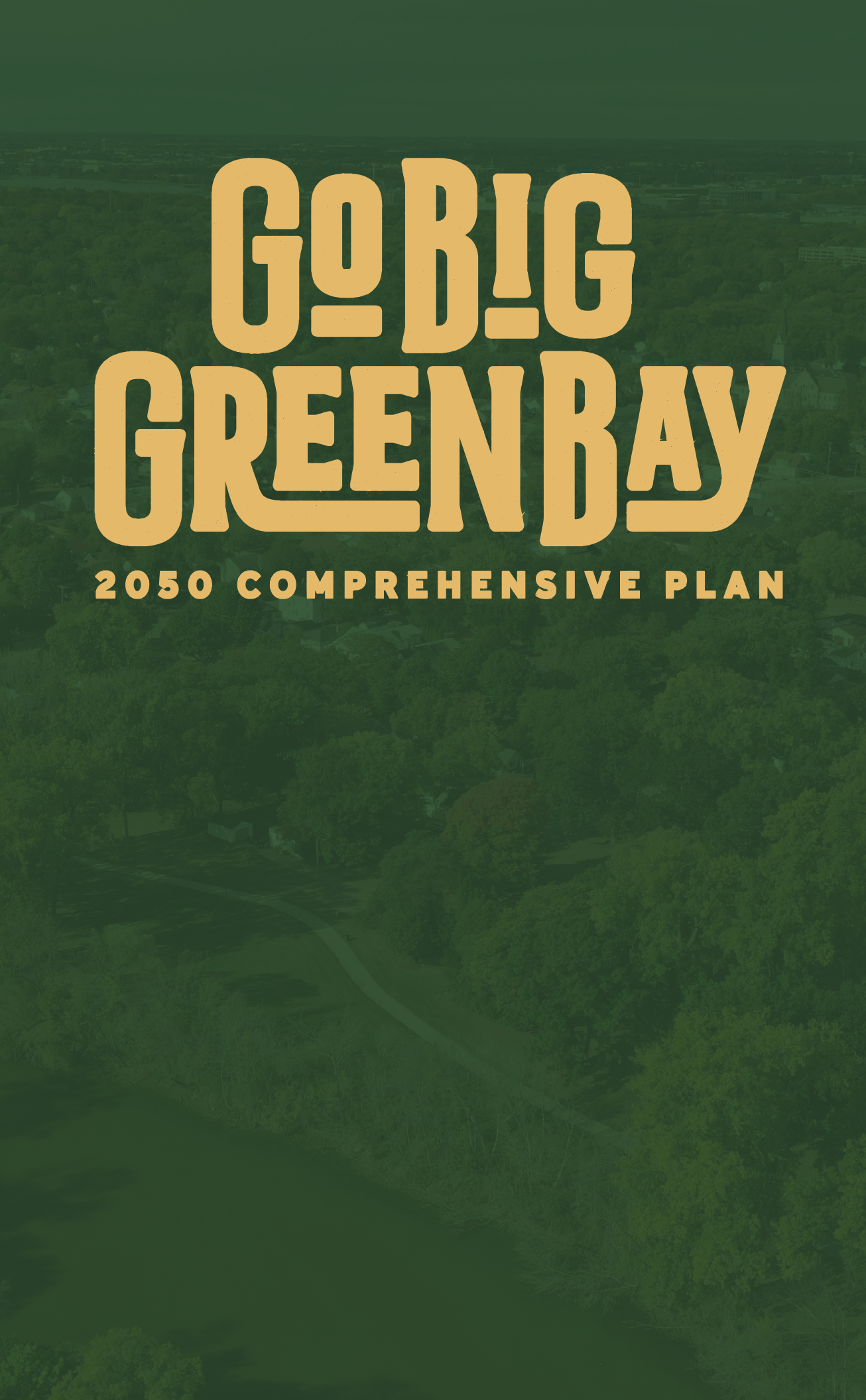
RECOMMENDATION

Receive and place on file

FISCAL IMPACT

ATTACHMENTS

- I. DRAFT Green Bay WI ECM 3.22.24



GO BIG GREEN BAY

2050 COMPREHENSIVE PLAN

EXISTING CONDITIONS MEMORANDUM

PRESENTED TO:

DAVID BUCK, AICP
PRINCIPAL PLANNER
CITY OF GREEN BAY
DEPARTMENT OF COMMUNITY
AND ECONOMIC DEVELOPMENT

PREPARED BY:

HOUSEAL LAVIGNE

DATE:

MARCH 19, 2024

DRAFT

GO BIG GREEN BAY

2050 COMPREHENSIVE PLAN

DRAFT

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01

INTRODUCTION

The Existing Conditions Memorandum (ECM) presents the City of Green Bay's existing conditions and discusses their influence on the comprehensive plan. The memo is a preliminary step in the planning process and does not contain plan recommendations. Existing conditions, issues, and opportunities identified in the document will guide the development of the Green Bay Comprehensive Plan.

Purpose of the Existing Conditions Memorandum

The Existing Conditions Memorandum (ECM) answers the question “Where is Green Bay today?” It is a summary of relevant data points; an interim deliverable rather than an adopted document. The report is directed toward City staff and the Advisory Group, but should also be made available to the Common Council, Plan Commission, residents, business owners, developers, and other stakeholders in the community. It is the result of research and analysis, field reconnaissance, and a review of data provided by the City and its partners. Specifically, this report includes an overview of:

- Demographics, including a review of recent and future trends.
- Recent plans, studies, and reports, acknowledging that they contain relevant recommendations and policies that may be carried forward.
- Existing land uses and current zoning in the City.
- The transportation network and mobility options.
- Community service facilities and infrastructure.
- Parks, open spaces, and natural features including recreational facilities, amenities, and trails.

Using the Existing Conditions Memorandum

As an overview, the Existing Conditions Memorandum aims to incorporate relevant data to ensure accuracy in shaping the Green Bay Comprehensive Plan. This baseline information on existing conditions will serve as a basis for formulating goals, key policies, and land use recommendations during the upcoming stages of the planning process.

The figures presented in this memorandum are based on information available during the data collection process. Updated data will be incorporated into the planning process and Comprehensive Plan document as it becomes available.





Community Overview

Located in northeast Wisconsin at the mouth of the Fox River on Lake Michigan's Green Bay, the City of Green Bay encompasses an area of approximately 56 square miles. As of the 2020 Census, Green Bay had a population of 107,395, making it Wisconsin's third largest city and the hub of Northeastern Wisconsin. Green Bay also serves as the county seat for Brown County and is the principal city of the Green Bay Metropolitan Statistical Area that has a combined population of 330,292.

The City has excellent access to the Great Lakes region, with highway connections to major metropolitan areas including Milwaukee, Chicago, and Minneapolis. For many, Green Bay is also the gateway to northern Wisconsin and the beautiful natural areas of the Upper Midwest including Door County, Governor Earl Peshtigo River State Forest, and many others. Served by *Port of Green Bay*, the City has a rich naval/shipping history and numerous public and private marinas. Additionally, the Austin Straubel International Airport is located eight miles southwest of downtown, connecting the City to the greater region and throughout the country.

Perhaps best known as home to the Green Bay Packers, the City of Green Bay is a vibrant community with a rich history that is made up of diverse neighborhoods; industrial and commercial districts/corridors; and a downtown experiencing an urban renaissance. The City is also home to many established and emerging industries, multiple corporate headquarters, and numerous retail and service businesses. It has a low cost of living, a wide range of housing choices, quality educational institutions (including the University of Wisconsin Green Bay and Northeast WI Technical College), four major hospitals, year-round recreational and cultural opportunities, and an ever-growing variety of regional entertainment and sporting venues.



02

DEMOGRAPHIC PROFILE

The demographic profile summarizes the existing characteristics of Green Bay's current population. Understanding Green Bay's demographics enables the City to respond to the community's needs, provide necessary services, and predict future demands more adequately. The following profile will guide the planning process, ensuring the Green Bay Comprehensive Plan is founded on accurate demographic data and an understanding of existing trends, issues, and opportunities. Where appropriate, the City of Green Bay has been compared to the Appleton Metropolitan Area and Brown County to provide regional context, gain a more comprehensive understanding of its current demographic status, and role within the broader region of northeast Wisconsin.

Notes on Data: The most current year of data is the 2021 American Community Survey 5-year estimates. At the time of writing, the only 2020 US Census data in this report is for total population estimates. All references to dollar amounts are adjusted to reflect inflation.

Demographic Summary

Green Bay's 2021 population of 107,083 is 39.7% of the total population of Brown County. The City's average household size is just above those of the Appleton Metropolitan Area and the County, while its median household income is significantly lower than that of the comparative communities. The City's median age of 38.1 years sits between the Appleton Metropolitan Area's 38.9 and the County's 37.6. Green Bay's population could grow to 113,500 by the year 2040 if the City's growth rate keeps pace with projections from the Wisconsin Department of Administration.

Population

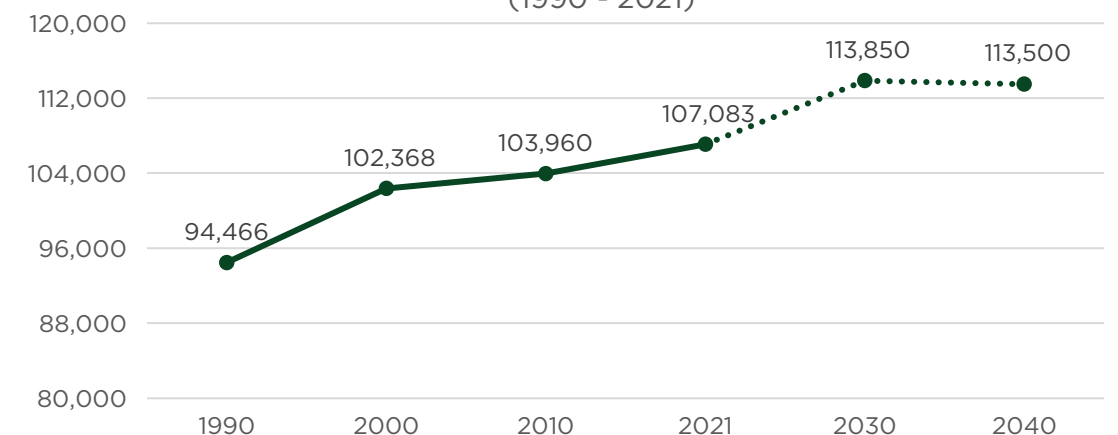
Population growth in Green Bay has been consistent over the past 20 years, trailing slightly behind Brown County.

According to the 2021 US Census, Green Bay's population is 107,083. The population has grown 4.7% since 2000, at an annual rate of 1.6%; the rate increased to 3.0% after 2010. Over the same period, Brown County and the Appleton Metropolitan Area grew at much faster rates of 9.6% since 2000 and 8.5% since 2010 for Brown County and 8.7% since 2010 for the Appleton Metropolitan Area.

Demographic Profile

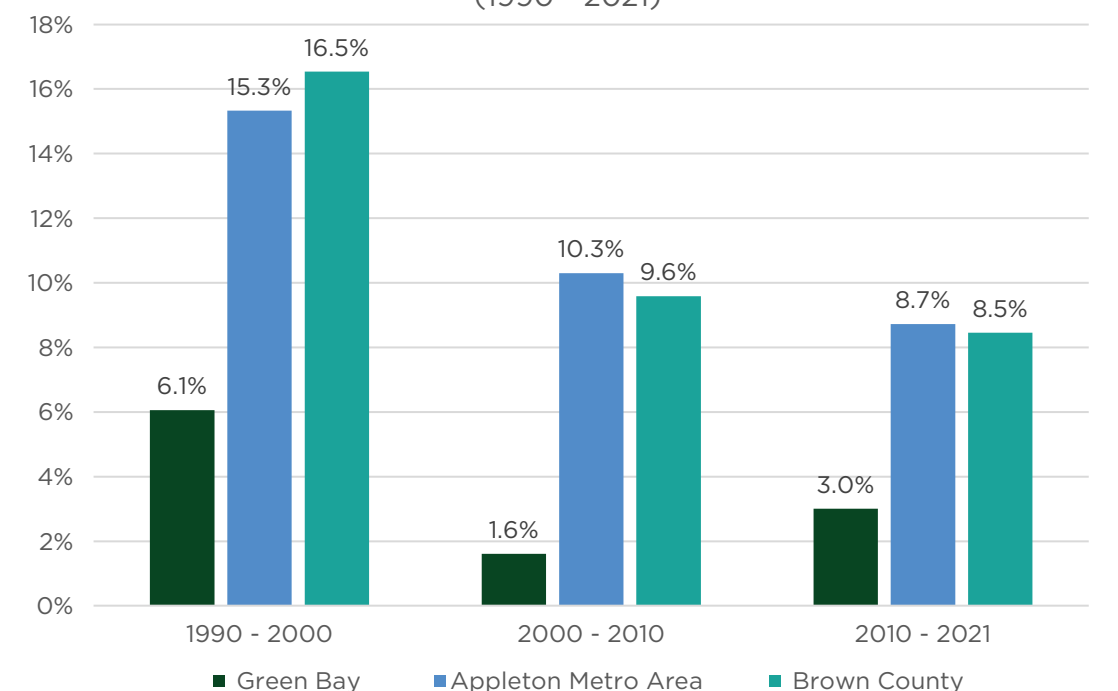
	Green Bay	Appleton Metropolitan Area	Brown County
Population (2021)	107,083	241,748	269,521
Households (2021)	45,689	100,640	112,390
Median Age (2021)	38.1	38.9	37.6
Average Household Size (2021)	3.1	2.4	2.3
Median Household Income (2021)	\$55,221	\$97,237	\$88,785

Green Bay Population Over Time (1990 - 2021)



Source: U.S. Decennial Census

10-Year Population Growth Rates (1990 - 2021)



Source: 1990-2021 ACS 5-Year Estimates

Age

The median age is rising in Green Bay, and children are becoming a smaller percentage of the population.

Although the Green Bay population grew by 4.7% from 2000 to 2021, the number of residents aged 19 and under grew by just 3.1%. The fastest-growing groups were those aged 55-64 (38.7%) and 65+ (24.5%). Growth in the 65+ group has accelerated since 2010, contributing to the median age rising from 33.2 in 2000 to 38.1 in 2021.

Race and Ethnicity

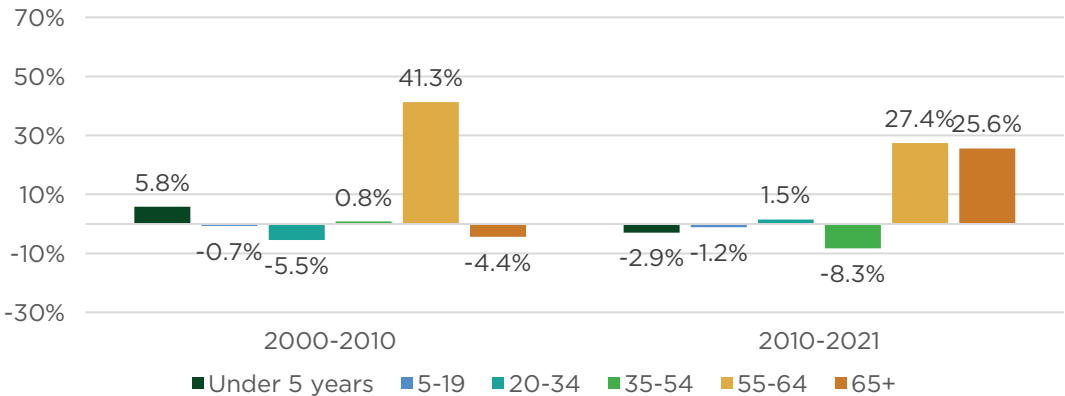
Green Bay's population continues to be predominantly White (74.4%), with growing Black or African American (4.4%) and Asian and Pacific Islander populations (3.9%). Green Bay is more diverse than the Appleton Metropolitan Area and Brown County, which are 92.6% and 88.2% White, respectively.

In 2021, 16.6% of Green Bay's population identified as Hispanic. This is greater than the percentage identifying as Hispanic in the Appleton Metropolitan Area (4.6%) and Brown County (9.3%). Hispanic or Latino is an ethnicity that includes individuals of all races as defined by the U.S. Census.

Hmong Population

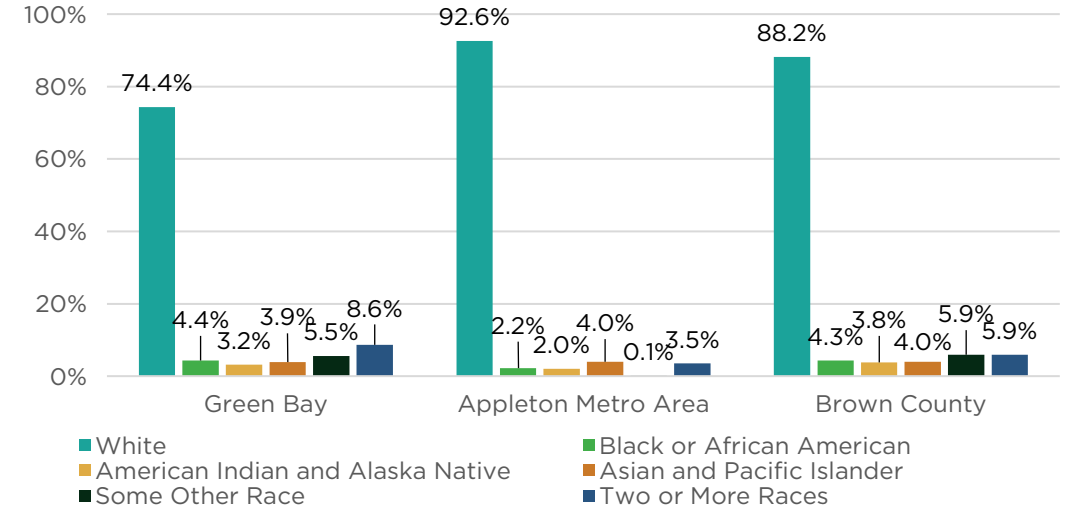
The Hmong people are an indigenous group in East and Southeast Asia. There is a large diasporic Hmong community in the United States of more than 300,000. Wisconsin has the third-largest Hmong population, after California and Minnesota, making the Hmong people the state's largest Asian ethnic group. Brown County has the fifth largest Hmong population in Wisconsin, with 2,776 Hmong in Green Bay proper according to the 2021 American Community Survey.

Population Change by Age Group
(2000-2021)



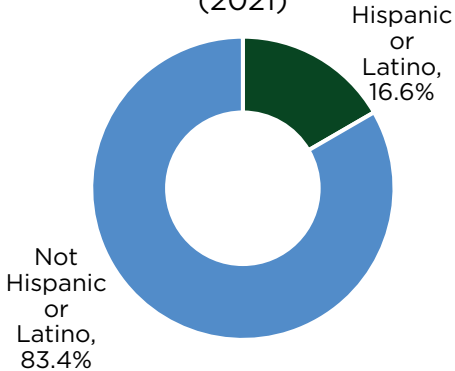
Source: 2000, 2010, and 2021 ACS 5-Year Estimates

Racial and Ethnic Composition by Community
(2021)



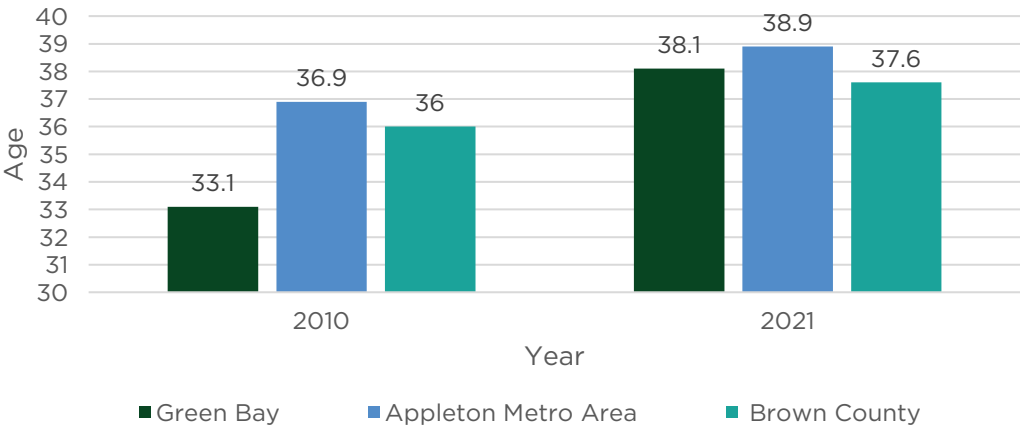
Source: 2021 ACS 5-Year Estimates

Hispanic or Latino Population
(2021)



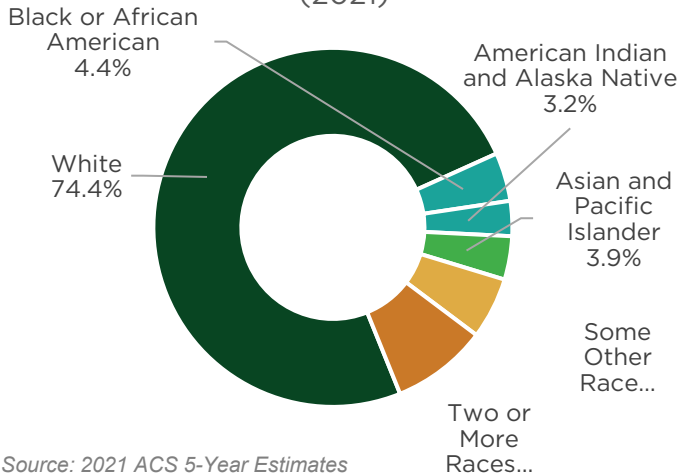
Source: 2021 ACS 5-Year Estimates

Median Age Over Time
(2010-2021)



Source: 2000, 2010, and 2021 ACS 5-Year Estimates

Racial and Ethnic Composition
(2021)



Source: 2021 ACS 5-Year Estimates

Oneida Nation

The Oneida Nation is a federally recognized tribe of Oneida Native Americans in Wisconsin. The tribe's reservation spans parts of Brown County and Outagamie County west of the Green Bay metropolitan area. The reservation has a total area of 102.27 square miles. Only about 23,122 acres, or slightly over 35% of the Oneida Reservation, were tribally-owned as of 2010. Most of the reservation passed out of tribal ownership due to 19th century federal policies of allotment, allowing a large non-native population to settle within the reservation boundaries. Much of the east side of the reservation has been incorporated into Green Bay and villages of Hobart and Ashwaubenon. The west side of the reservation contains the unincorporated community of Oneida.

As of the 2021 American Community Survey, the population living on the Oneida Reservation was 26,624. The racial makeup of the reservation was 69.5% White, 12.9% Native American, 4.8% Asian, 1.1% Black or African American, 0.1% Pacific Islander, 2.0% some other race, and 9.7% from two or more races. Ethnically, the population was 6.1% Hispanic or Latino of any race.

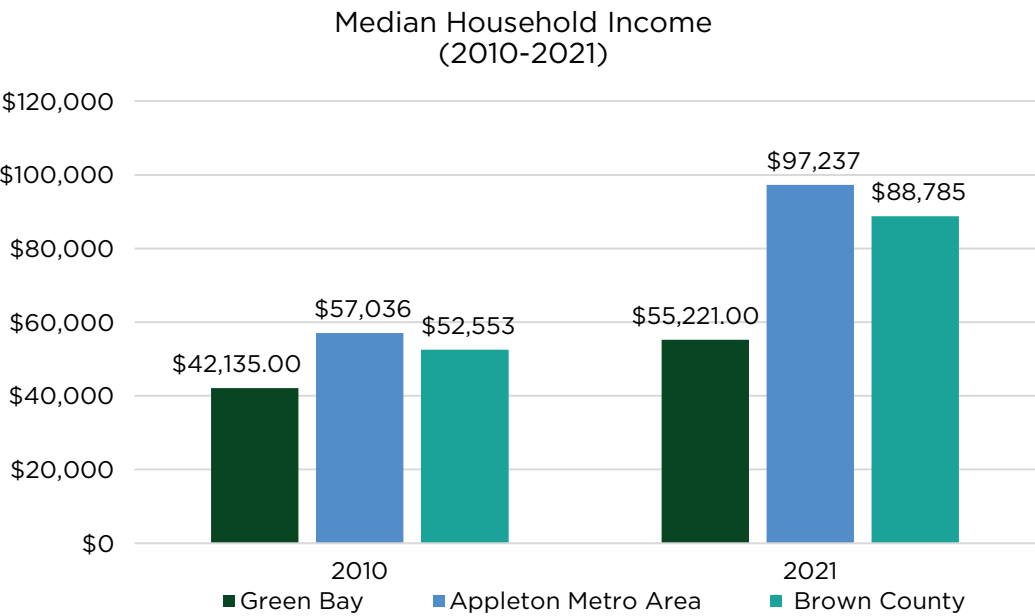
Income

The median income in Green Bay has grown modestly in recent years but remains below the median for the Appleton Metropolitan Area and Brown County.

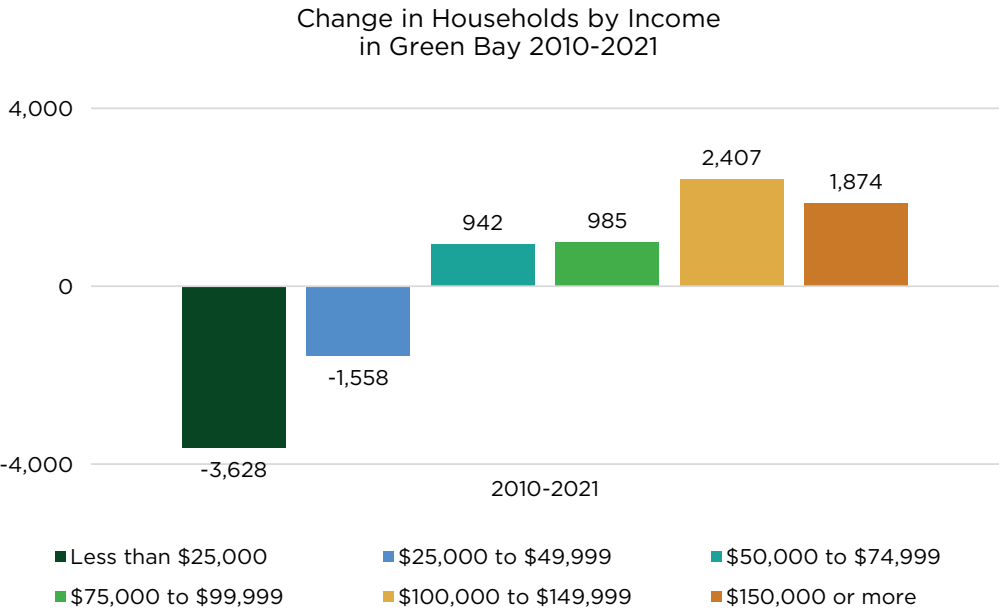
The median household income in Green Bay was \$55,251 in 2021, up from \$42,135 in 2010. This represents a 31.1% increase, while the Appleton Metropolitan Area and Brown County saw increases of 70% and 68.9% respectively. The local increase in median income can be attributed to an increase in all categories for households earning between \$50,000 to \$150,000 or more, and a decrease in households earning less than \$50,000. The Appleton Metropolitan Area has the largest proportion of households earning greater than \$100,000/year at 34.1%.

Poverty

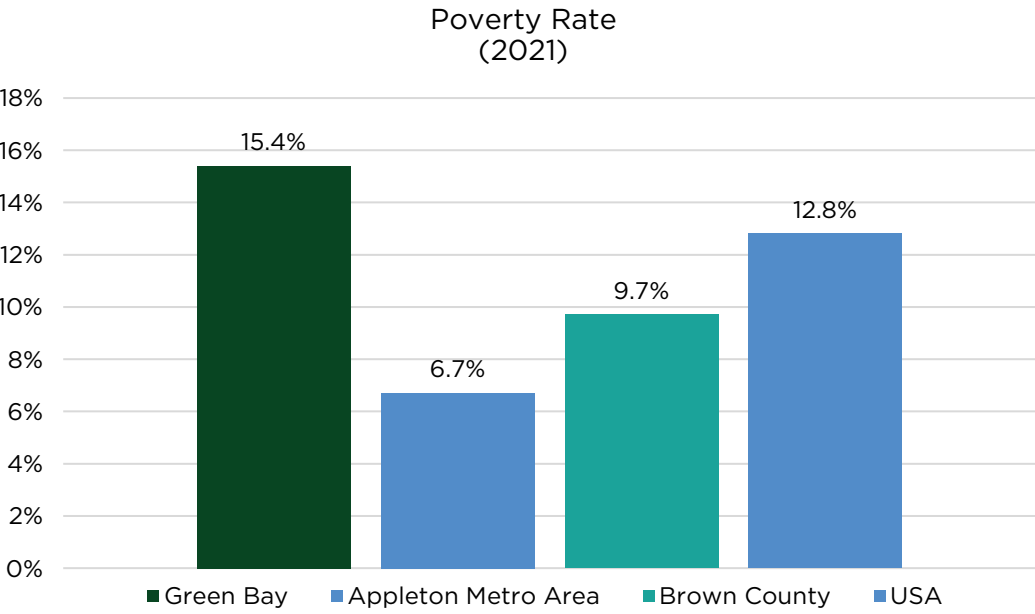
The U.S. Census Bureau defines households in poverty as those households earning less than the cost-of-living threshold. The threshold is calculated every year to consider changes in the cost of necessities like housing and food costs. According to the 2021 American Community Survey, 16,003 residents in Green Bay live in poverty. More individuals in Green Bay (15.4%) face poverty compared to the Appleton Metropolitan Area (6.7%), Brown County (9.7%), and the national average (12.8%).



Source: 2000, 2010, and 2021 ACS 5-Year Estimates



Source: 2010 and 2021 ACS 5-Year Estimates



Source: 2021 ACS 5-Year Estimates

Housing

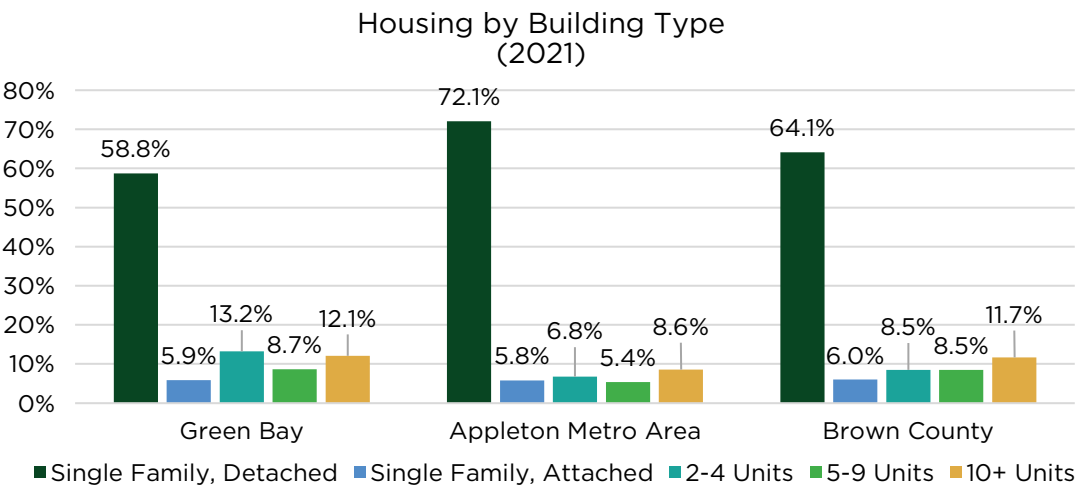
Green Bay's housing stock predominantly consists of owner-occupied single-family homes, similar to but to a lesser degree than the Appleton Metropolitan Area and Brown County.

Green Bay has a housing stock consisting of 58.8% single-family detached homes, which is a similar share to that of Brown County, but nearly 20 percentage points lower than that of the Appleton Metropolitan Area. Green Bay has the highest share of residents living in two-to-four-unit (13.2%), five-to-nine-unit (8.7%), and ten or more-unit (12.1%) buildings. The median home value in Green Bay is \$192,900, the highest among the comparative communities. Between 2010 and 2021, Green Bay's home values increased by 46.0%, compared to 23.7% for the Appleton Metropolitan Area and 21.6% for Brown County.

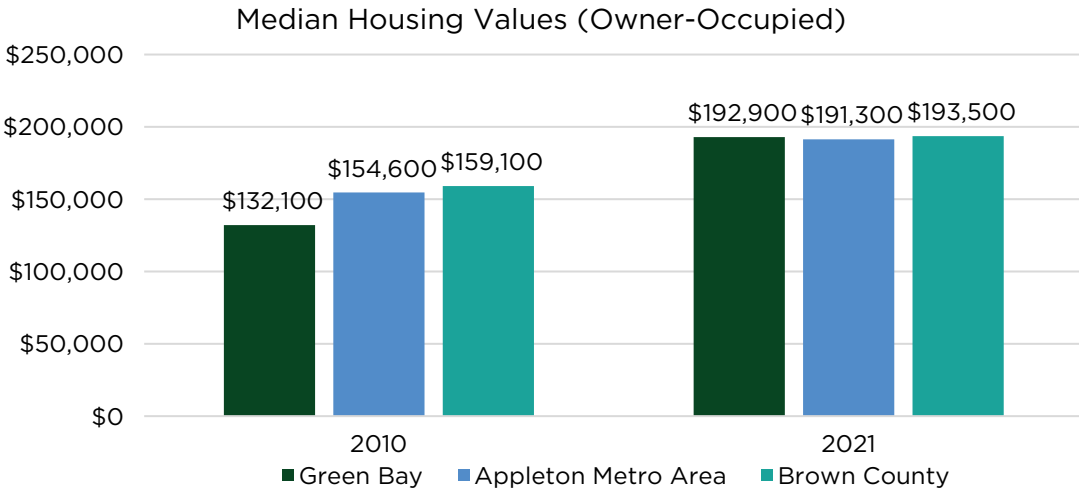
Housing tenure refers to households owning or renting the housing units they reside in. Green Bay has the highest rental rate at 43.9% compared to Appleton Metropolitan Area at 26.5% and Brown County at 35.7%. Conversely, Green Bay has the lowest ownership tenure at 56.1%, Appleton Metropolitan Area at 73.5%, and Brown County at 64.3%. Green Bay's vacancy rate of 4.5% is slightly higher than that of the Appleton Metropolitan Area at 3.8% and Brown County at 4.0%.

Housing Cost Burden

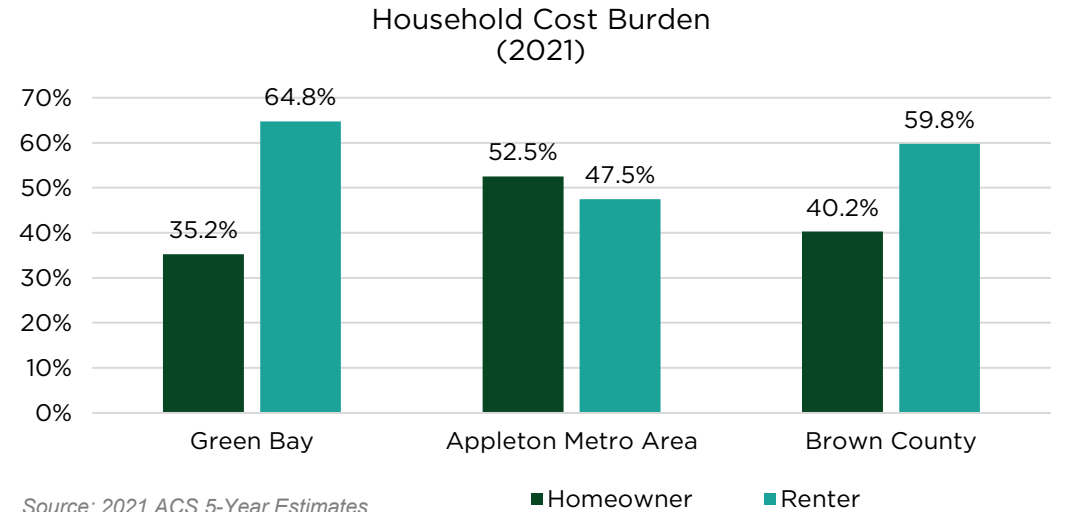
Housing cost burden is defined as a household paying more than 30% of its income towards housing. Greater than 35% indicates a severe burden. Green Bay has the lowest share of cost-burdened homeowners, at 35.2% compared to homeowners in the Appleton Metropolitan Area (52.5%) and Brown County (40.2%). Green Bay also has the highest percentage of cost-burdened renters compared to Appleton Metro Area (47.5%) and Brown County (59.8%).



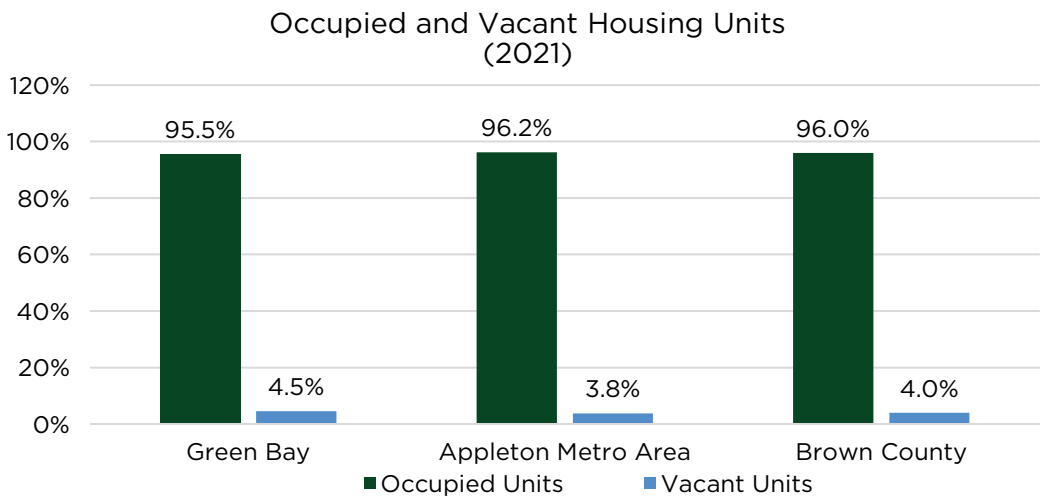
Source: 2021 ACS 5-Year Estimates



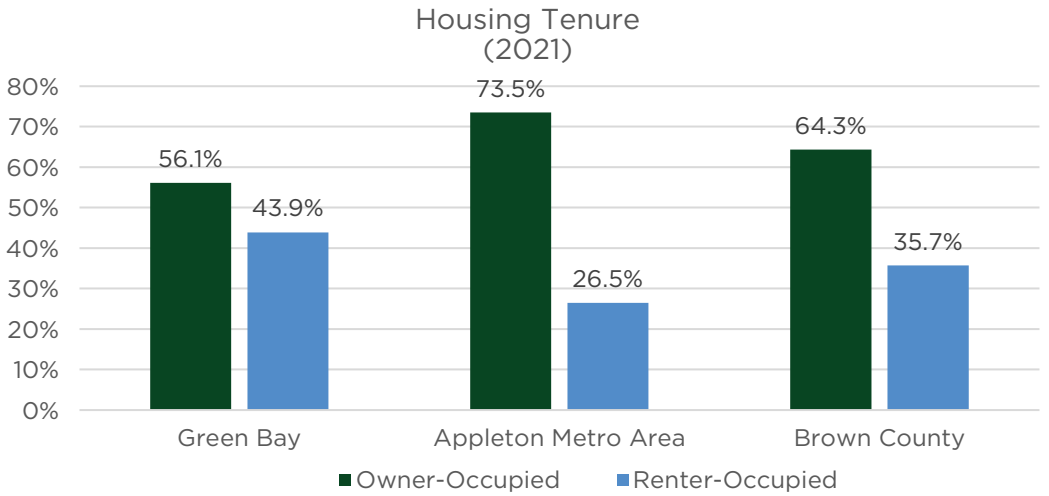
Source: 2010 and 2021 ACS 5-Year Estimates



Source: 2021 ACS 5-Year Estimates



Source: 2021 ACS 5-Year Estimates



Source: 2021 ACS 5-Year Estimates

Affordable Housing

The City has promoted housing affordability in a variety of programs and initiatives. In the 3-5 Year Strategic Plan, Green Bay invested over \$7,333,280 of Community Development Block Grant (CDBG) and HOME funds over the past five years to provide affordable housing, suitable living environments, and expand economic opportunities that benefit low to moderate income residents, neighborhoods, and families. The City also acquired 24 properties, provided rehab loans for 61 low- or moderate-income families, provided homebuyer assistance for 143 families, provided 245 families with homebuyer counseling, and provided three businesses with direct economic assistance creating low income jobs.

Employment

The number of jobs is decreasing in Green Bay. Between 2010 and 2020 (the latest year the data is available), the number of jobs in Green Bay shrank at an annual rate of 0.8%. Health Care and Social Assistance is the largest sector within Green Bay, while manufacturing is the leading employer of Green Bay residents.

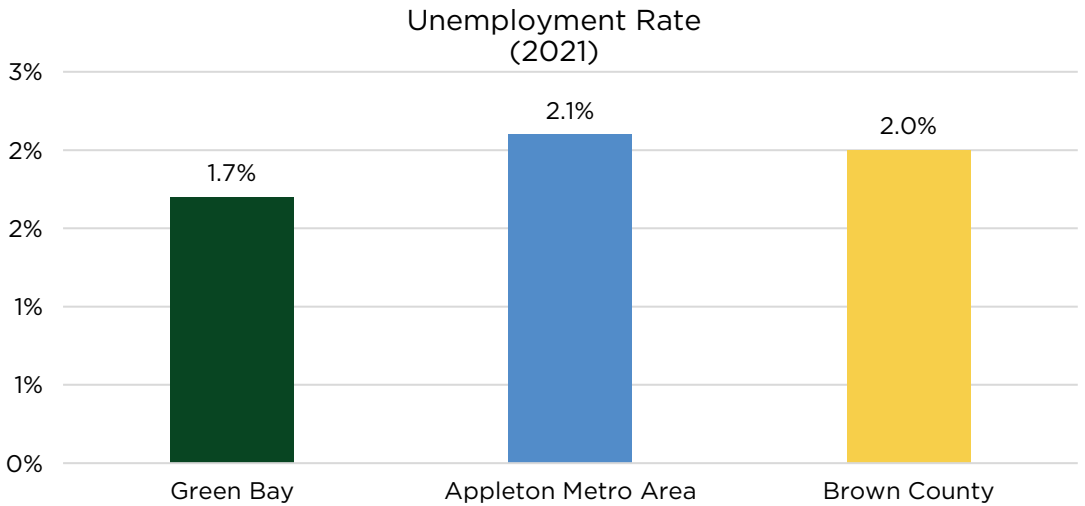
Health and Social Assistance is the largest sector within Green Bay but has decreased in dominance since 2010, accounting for 15.7% (9,071) of all jobs in 2020, down from 22.0% and 13,840 in 2010. According to the U.S. Census, 14.7% (6,688) of Green Bay residents are employed in this sector, which has grown from 13.0% in 2010. Though Health and Social Assistance is the largest sector within Green Bay, it does not employ the most Green Bay residents. The Manufacturing sector employs 20.9% (9,515) of Green Bay’s residents, up from 18.4% and 8,021 jobs in 2010. This means that most jobs provided by the Health and Social Assistance sector within Green Bay are filled by non-Green Bay residents.

Unemployment

The unemployment rate in Green Bay is 1.7% as of 2021, which is lower than the national rate of 4.8%, the Appleton Metropolitan Area rate of 2.1%, and the Brown County rate of 2.0%.

Top Five Sectors Where Workers Work						
	2010		2020		2010 - 2020	
	Share	Percent	Share	Percent	Change in Jobs	Percent Change
Health Care and Social Assistance	13,840	22.0%	9,071	15.7%	-4,769	-34.5%
Manufacturing	10,816	17.2%	11,547	19.9%	731	6.8%
Educational Services	5,431	8.7%	5,860	10.1%	429	7.9%
Retail Trade	5,136	8.2%	5,090	8.8%	-46	-0.9%
Accommodation and Food Services	4,549	7.2%	3,145	5.4%	-1,404	-30.9%
Total Primary Jobs	62,775	100.0%	57,942	100.0%	-4,833	-7.7%

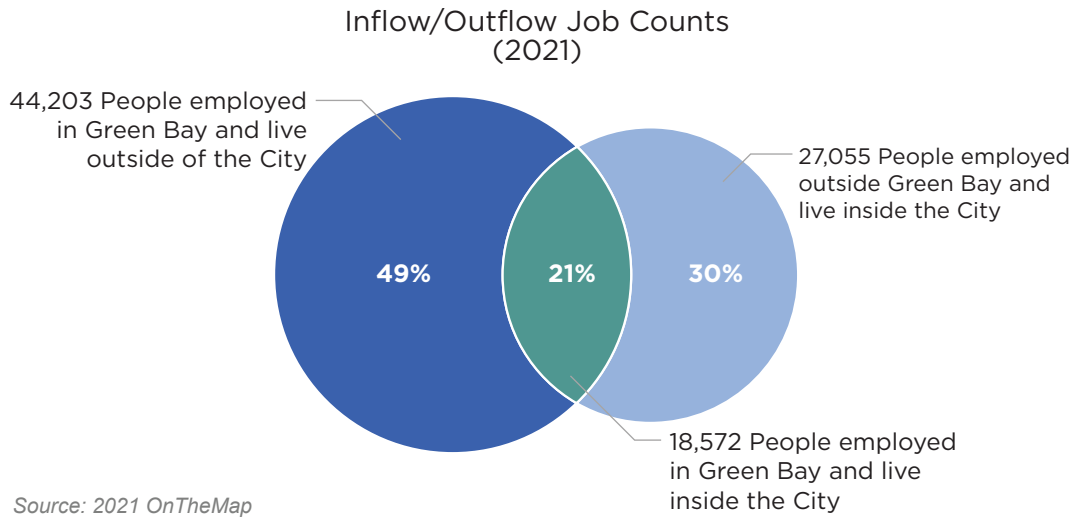
Source: 2000, 2010, and 2021 ACS 5-Year Estimates



Source: 2021 ACS 5-Year Estimates

Top Five Sectors Where Residents Work						
	2010		2020		2010 - 2020	
	Share	Percent	Share	Percent	Change in Jobs	Percent Change
Manufacturing	8,021	18.4%	9,515	20.9	1,494	18.6%
Health Care and Social Assistance	5,679	13.0%	6,688	14.7%	1,009	17.8%
Retail Trade	4,372	10.0%	4,677	10.3%	305	7.0%
Accommodation and Food Services	4,030	9.2%	3,690	8.1%	-340	-8.4%
Education Services	3,106	7.1%	2,614	5.7%	-492	-15.8%
Total Primary Jobs	43,596	100.0%	45,627	100.0%	2,031	4.7%

Source: 2000, 2010, and 2021 ACS 5-Year Estimates



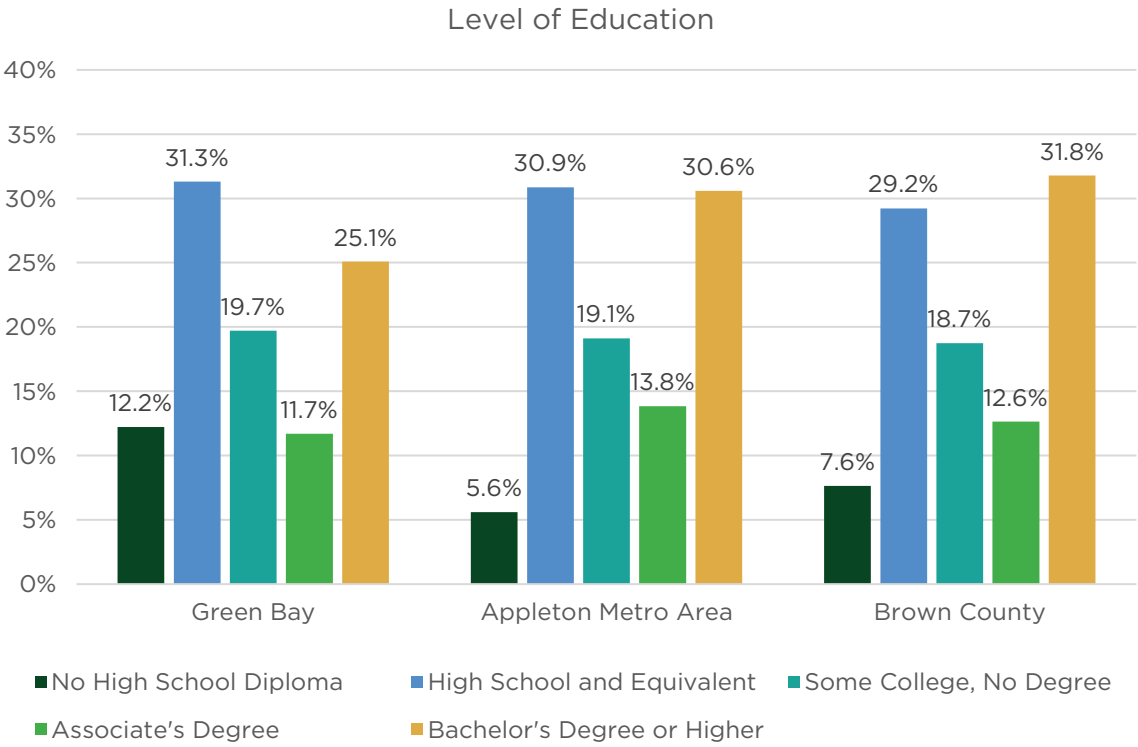
Source: 2021 OnTheMap

Education

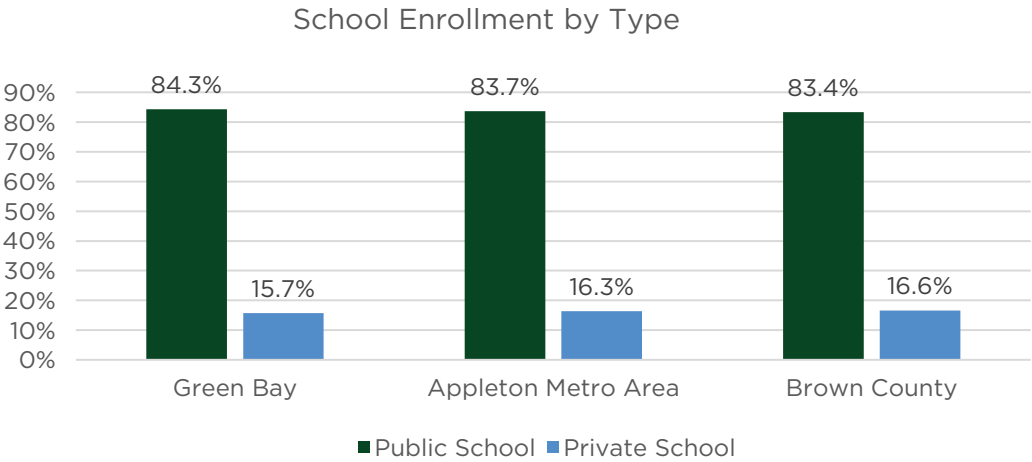
Green Bay has education attainment levels that are generally lower than the Appleton Metropolitan Area and Brown County, with a higher share of residents having no high school diploma, high school and equivalent, or some college, no degree; and a lower share of residents having an associate degree, bachelor's degree or higher.

School Enrollment

Most students in Green Bay are enrolled in the City's public school system at 84.3%, the highest public school rate among the comparative communities.



Source: 2021 ACS 5-Year Estimates



Source: 2021 ACS 5-Year Estimates

Higher Education

The University of Wisconsin Green Bay (UWGB) is a four-year public institution part of the University of Wisconsin system. The school was founded in 1965 and has regional campuses in Marinette, Manitowoc, and Sheboygan. The Green Bay campus sits on 200 acres in the northeast part of the City, bordered on one side by the bay and on the other by the Niagara Escarpment. Between 2012 and 2022, UWGB saw a 25.2% increase in enrollment, with a total undergraduate population of 9,257 as of 2022. Enrollment growth over the past decade can be attributed to an increased number of high school students taking college credits either on-campus or virtually. The school employs 153 faculty and 145 instructional staff. UWGB is also a NCAA Division I school and member of the Horizon League.

Northeast Wisconsin Technical College (NWTC) is a two-year public institution located in west Green Bay. Founded in 1912, NWTC offers more than 200 degree, diploma, certificate, and apprentice programs and has a total enrollment of 10,763.

03

CURRENT AND PAST PLANS

This section reviews past plans, studies, and reports that have influenced planning and development policy in Green Bay. The new Green Bay Comprehensive Plan should integrate relevant goals and ideas from these documents to set a foundation for established community priorities and aspirations.

The status of each plan's implementation is provided for plans in which City staff provided information on how the plan resulted in tangible improvements. Plans that do not include an implementation status either did not have tangible improvements to point to, or the City did not provide this information.

Olde Main Street District Design Plan (2001)

The Olde Main Street District Design Plan was intended to improve Green Bay's Main Street by enhancing its physical appearance, visual continuity, and individuality. It also sought to address parking issues by supporting City partnerships that would facilitate change. These enhancements aimed to establish a vibrant business district, attracting visitors to experience the pride and spirit of the City's core.

Status: Olde Main Street businesses have implemented parking lot screening, the City added a new section of the East River Trail was added, and the City applied special pavement treatments at intersections.

Smart Growth 2022 Comprehensive Plan (2003)

The Smart Growth 2022 Comprehensive Plan served as a long-term strategy for growth in Green Bay and provided City leaders with a guide to use while assessing policy and development proposals. The plan utilized significant community engagement during the plan making process and responded to identified issues, including natural resources, housing, land use, transportation, and economic development. Guided by "smart growth" principals, it encouraged development while preserving natural resources, optimizing land use, offering housing diversity, reducing car-dependence, and promoting active transportation.

Military Avenue Market Study and Corridor Design Plan (2011)

The Military Avenue Market Analysis and Corridor Design Plan intended to understand the current business climate and envision a future for the west side street. In 2011, car-oriented Military Avenue was challenged with vacant and aging properties yet still economically viable with many longstanding businesses. The plan aimed to revitalize Military Avenue and positioned it to adapt to future growth and innovation over the next 50 years. Its recommendations focused on improving the aesthetics, functionality, and safety of the corridor with updates to key redevelopment sites.

Status: The City has determined boundaries for the Business Improvement District (BID), elected a BID board, and established an additional property tax assessment rate for the BID.

East River Trail Connection Study (2013)

The City of Green Bay conducted the East River Trail Connection Study to bridge the gap between Joannes Park and the Fox River Trail and examine the connection from the urban environment to Green Bay's environmental assets. Proposed improvements included a new river crossing, a canoe/kayak launch, a new trail access point and trail connectivity, and lighting enhancements.

Status: The City has built the canoe/kayak launch and the trail section from North Webster Avenue to St George Street.

Downtown Master Plan (2014)

The Downtown Master Plan, otherwise known as the AuthenticCity plan, developed a unified vision for downtown to achieve sustainable growth supported by the needs and desires of the community. Key goals included expanding downtown's economic base and improving its competitive position in the global marketplace; continuing to make downtown and its surrounding neighborhoods livable places; improving connectivity and increasing choices for getting to and around downtown; and preserving and expanding upon the features that make downtown an authentic place.

Status: The City has strengthened its historic preservation ordinance, determined community values through a public process, established an improved design review process, secured funding sources to overcome gaps in financing, and completed roadway improvements.

Velp Avenue Plan (2017)

The Velp Avenue corridor on the west side of the City serves as a main entry point into downtown Green Bay. Historically, Velp Avenue has been dominated by industrial uses. The Velp Avenue Plan was created to support a mix of uses along the corridor and emphasize the area as a gateway to Green Bay. Planned improvements included upgrading community aesthetics, addressing brownfield contamination, and supporting employment.

Status: The City is working on establishing a gateway at Velp Avenue and Military Avenue, creatively reusing the Alwin building, rezoning industrial properties for commercial or residential development, establishing a retail center at Velp Avenue and Atkinson Drive, implementing urban design enhancements, and addressing vacant structures.



Legends District Master Plan (2017)

The Legends District Master Plan envisioned a transformation for one of Green Bay’s oldest industrial corridors into an entertainment district. Capitalizing off Packers-related investment surrounding Lambeau Field, the plan envisioned the new Legends District as a center of leisure, recreation, retail, and entertainment. The intention was for the City of Green Bay and the Village of Ashwaubenon to collaborate and use the Master Plan to help guide redevelopment and as new development in the area.

Status: The City is working on incorporating branding, street furniture, and signage elements; implementing pedestrian and bicycle infrastructure improvements; creating a City bike share program; and attracting new businesses to the District and maintaining successful existing businesses.

Safe Walk and Bike Plan (2019)

The Safe Walk and Bike Plan was a collaborative effort between the City and the Green Bay Area Public School District. The combined effort included both a Safe Routes to School plan and a Bicycle and Pedestrian plan. The plan includes recommendations for improvements to the bicycle and sidewalk networks for the entire City and to the pedestrian networks surrounding each City school.

Status: The City has installed Rectangular Rapid Flashing Beacons throughout Green Bay and has plans for a bicycle facilities public education campaign.

Green Bay Housing Market Study (2020)

The City of Green Bay completed a Housing Market Study to better understand the existing housing market, where gaps exist, and where needs are not being met in and around the City. The study produced a toolbox of strategies to improve housing options that included new communication approaches, regulatory changes, funding opportunities, and potential partnerships.

Status: The City is pursuing strategies including growing neighborhood associations to engage residents in planning efforts and developments, retaining the inventory of City-owned redevelopment properties, revising the suite of assistance programs for home buyers and homeowners, and maintaining the supply of lots for new affordable housing construction.

Park, Recreation and Open Space Plan 2020-2024 (2020)

The Park, Recreation and Open Space Plan takes inventory of Green Bay’s existing parks and creates recommendations for new parks, expansions, and recreation opportunities. Through analysis and outreach, it found that the eastern and western edges of the City need more parks; that large athletic fields are not distributed evenly through the City; and that the top activities in City parks are walking/hiking, biking/mountain biking, and using the playgrounds.

Broadway District Neighborhood Master Plan (2014)

The Broadway District Neighborhood Master Plan identified challenges and opportunities to guide the development of Broadway Street as a regional cultural the integration of neighborhoods within the district and highlighted the need for mixed-use, walkable development while preserving historic sites and supporting existing businesses.

University Avenue Corridor Redevelopment Plan (2015)

In 2013, the City of Green Bay received a U.S. Environmental Protection Agency grant for the redevelopment of the University Avenue Corridor. University Avenue extends approximately four miles from the East River to the University of Wisconsin - Green Bay campus and included a mix of commercial, industrial, and residential properties and several large vacant brownfield sites. The plan intended to capitalize on a new \$60 million Veterans Administration Outpatient Clinic to serve as a catalyst for future development along University Avenue for hotels, housing, medical offices, and restaurants.

Status: The City has completed an inventory of existing buildings to determine if the structure can be reused, rezoned the Packerland site and surrounding properties, rerouted the I-43 interchange, and encouraged mixed-uses and multi-family developments.

City of Green Bay Shared Corridor Vision (2021)

The City of Green Bay Shared Corridor Vision Plan provided design recommendations for the area in and around the Broadway and Downtown Business Improvement Districts. The plan intended to provide the City, residents, and business owners with ideas on how to make the corridors more pedestrian friendly and how to activate the corridors for special events. The plan created City Loop, a new identity for the corridors that intended to connect the districts via a vibrant, accessible route.

Status: The plan has informed the City’s parklet policy and future placemaking and street activation initiatives.

University of Wisconsin - Green Bay (UWBG) Plans

UW Green Bay Campus Master Plan (2006)

The 2006 UWGB Campus Master Plan guided the campus through several primary planning issues regarding circulation and wayfinding, parking, programming space, community connection, and sustainability. The Master Plan is currently being updated for 2024.

UWGB Capital Improvement Plan 2023-2029 (2022)

The UWGB’s 2022 Capital Improvement Plan addressed strategic goals including student success, technology improvements, campus safety and infrastructure, University services, athletics, and the arts. The plan anticipated that proposed investments, upgrades, and repairs to building systems and infrastructure will be required to support enrollment increases and new and growing academic programs outlined in the 2024 Campus Master Plan Update.

UWGB Campus Master Plan (2024)

The UWGB Campus Master Plan Update is currently in development. When completed, the update will serve as a framework for considering future growth, development, and emerging opportunities in making facility decisions from 2022 through 2032. Special attention is being paid to the campus’ unique location 4.7 miles northeast of downtown Green Bay, which offers unparalleled access to natural assets but limits University exposure and community connection. Goals focus on expanding connectivity within the campus, to the City, and to northeast Wisconsin. The plan is proposing building partnerships with local businesses and creating a future physical presence in more central parts of Green Bay.

04 LAND USE AND DEVELOPMENT

An inventory of the existing land use and development patterns has been conducted to inform the planning process and gain a better understanding of Green Bay. The information from this review has been used to inform issues and opportunities throughout this memorandum. Existing land use will further provide the basis for recommendations regarding planning and future development in the Comprehensive Plan.

The review of existing land use was guided by field reconnaissance, research, and existing available data.

Land Use Classifications

The review of existing land use was guided by field reconnaissance, research, and existing available data.

Agriculture

Agriculture uses include land actively used to produce crops, raise livestock, grow orchards, and conduct farming-related activities. Farms devoted wholly or partially to agritourism are included. Low-density single family detached homes within the same parcel utilized for agricultural production are also included in this land use. Agricultural land uses are generally concentrated in the eastern portion of the City.

Single-Family Detached

Single-family detached consists of single-family homes occupying individual lots ranging in size from modest to large. Single-family detached is the predominant residential type within the City. Single-family detached includes both newer planned subdivisions and older established neighborhoods in traditional neighborhood patterns, such as the area around Enos Colburn Park, Joannes Park, and the Preble Park and Wilder Park Neighborhoods.

Single-Family Attached

Single-family attached includes structures where dwelling units share an exterior wall with at least one adjacent unit while still maintaining a separate dedicated entrance for each unit. This land use includes townhomes and duplexes. Single-family attached homes are largely situated downtown in older, denser neighborhoods. Several other single-family attached homes are located throughout the City along major roadways and economic districts.

Multi-Family

Multi-family includes residential structures with multiple dwelling units stacked vertically with shared entrances and corridors, such as apartment buildings and condominiums. Multi-family ranges in price point, tenure, and age and includes senior and assisted living developments. In Green Bay, multi-family uses are largely located off major corridors and intersections where there is good traffic access; between single-family detached and nonresidential land uses and at high-amenity locations such as greenways, parkways, and the Fox River.

Commercial

Commercial uses include retail and service businesses such as shops, restaurants, banks, gas stations, and auto service stations. Green Bay's major commercial strips are located downtown typically on major corridors like Military Avenue, Main Street, Broadway, and Mason Street.

Industrial

Industrial uses include both heavy and light industrial businesses such as manufacturing, warehousing, and the distribution of goods and materials. Industrial uses are located throughout Green Bay. Notable examples include the corridor used historically for paper mills and other industries dependent on port access along the Fox River and industrial parks located near major highways and interstate routes.

Public/Semi-Public

Public and Semi-Public includes local government uses, municipal facilities, community service providers, schools, and places of worship and assembly. Green Bay City Hall, the police station, its libraries, churches, civic buildings, medical facilities, University of Wisconsin's Green Bay campus, the City's public schools, and museums are public/semi-public uses.

Natural Areas

Natural areas are open space conservation areas that may have a recreational element but are generally more passive and provide natural services including water filtration, natural habitat, streams, wind breaks, and shade. Green Bay's natural areas include wetlands, areas along the Fox River, private golf courses, cemeteries, and detention ponds and creeks in planned subdivisions.

A significant portion of natural areas is located on the west side of Green Bay in the Oneida Reservation. The Oneida Nation initiated a land buy-back program and environmental restoration efforts on reservation land to recreate natural habitats, increase wildlife populations, reconnect tribal members to ancestral lands, and provide new recreation opportunities. Baird Creek Parkway and Bay Beach Wildlife Sanctuary are two urban greenspaces that offer recreational opportunities on the east side.

Parks and Recreational Areas

This land use includes parks that provide active recreation options, including public parks owned and maintained by the City and private parks in planned subdivisions. Other recreational land uses include boat launches, school-affiliated athletic fields and playgrounds, trails, and private recreation facilities.

Utilities and Transportation

Utility and transportation land uses support local infrastructure and provide rights-of-way or easements for the transmission of gas, electric, water, and sewer. This includes both facilities and infrastructure as well as related rights-of-way. Landfills, electric transformer stations, and parking lots related to utility facilities are all qualifying uses.

Vacant/Undeveloped

Vacant uses include properties and parcels that have utilities and can reasonably be considered available for development/redevelopment. This includes properties that have been prepared for development and those that once held a structure that has since been demolished. This category does not include vacant areas that are part of a larger parcel.

Undeveloped land includes natural areas such as fields or wooded areas that have not been prepared for development but have not been set aside for conservation. In their current state, development could not occur without first improving the site. Tree removal and grading are often necessary before development.

EXISTING LAND USE

- Agriculture

Single-Family Detached

Single-Family Attached

Multi-Family

Commercial

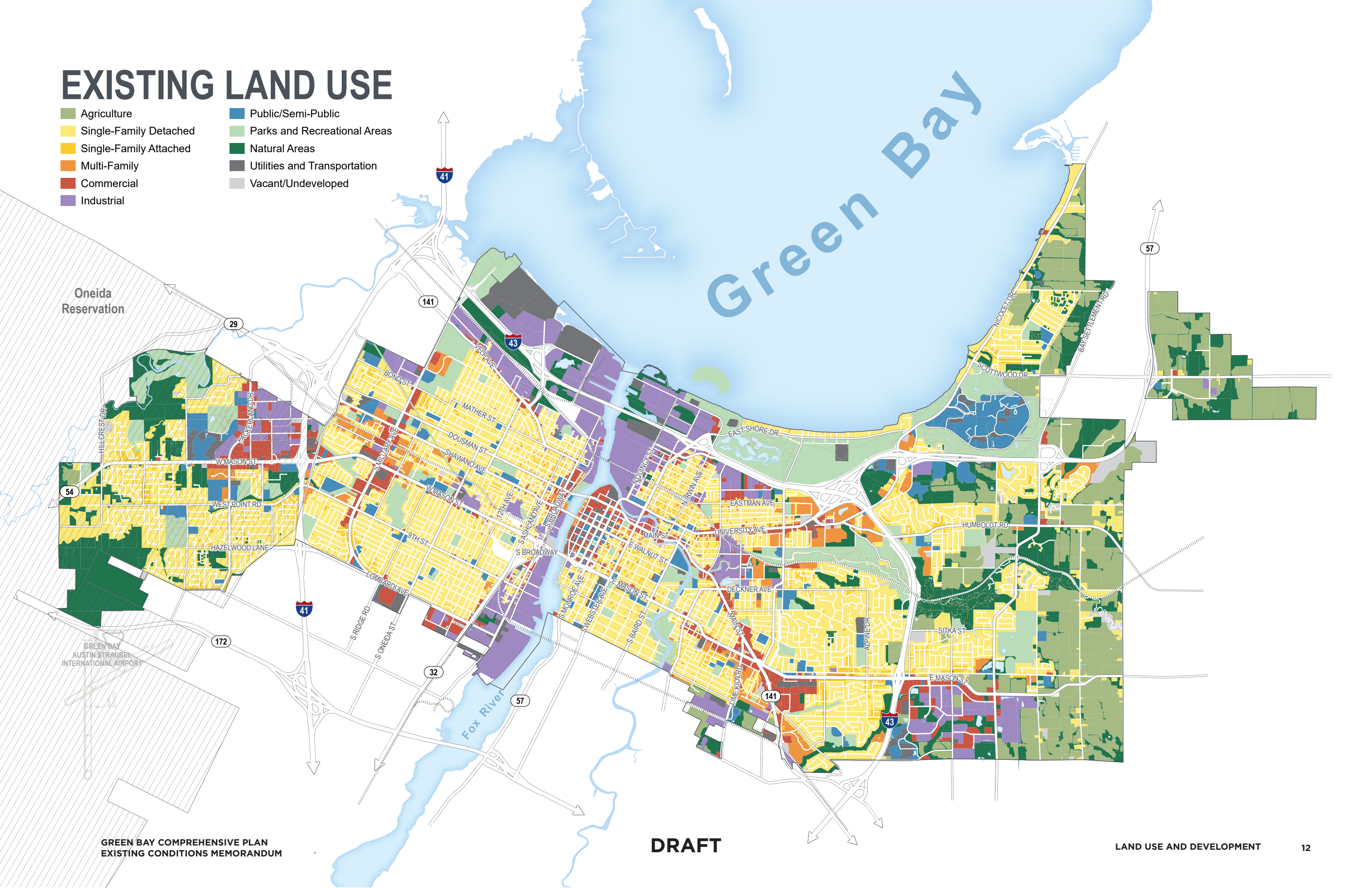
Industrial
- Public/Semi-Public

Parks and Recreational Areas

Natural Areas

Utilities and Transportation

Vacant/Undeveloped



05

ANNEXATION AND GROWTH

This section examines Green Bay's history of annexation and how the City has enabled growth and expansion of its municipal boundary. The City has pursued strategic annexation over time to facilitate planned, sustainable development in line with its infrastructure capacity. As part of the Comprehensive Plan, understanding past annexation activity, development patterns, and impacts provides context for evaluating future land use and planning boundaries.

Annexation

Annexation is the process of bringing property into the municipal boundary. It is the primary way that a city can grow outwardly and provide urbanized areas with public facilities and services. Annexation is also a means to ensure current and future residents and businesses benefit from public facilities and services while sharing the tax burden of maintaining those services. Annexation is a tool that Green Bay uses to support continued growth of the local tax base and jobs in the region, ensure sustainable urbanization, and strengthen the community by including members of all social groups.

As the central city of the surrounding urban area, maintaining the long-term fiscal health and tax base of Green Bay is critical to ensuring the economic success and quality of life for the whole metropolitan area. Historically, Green Bay used annexation to promote economic development around the bay and keep up with suburban growth. The most recent annexation agreements involved the Town of Scott in 2003.

Methods for Annexation

Green Bay can utilize these two methods to annex property into the municipal boundary.

Annexation by Referendum. The City Council can request a referendum on annexation which goes to a public vote. Unless the majority of property owners or registered voters in the area file a protest petition, the referendum process will proceed.

Annexation by Electors. Half of the property owners within an area can file a petition for annexation. This process requires a two-thirds approval from City Council or a majority approval from electors in the area.

Extra-Territorial Zoning

Extra-territorial zoning may help a city plan for future growth and development. Wisconsin law dictates that cities may not independently impose the land use and zoning patterns of adjacent villages and towns. A city may coordinate with the adjacent village or town within three miles of its border to adopt a plan and zoning regulations if:

- The planning areas are contiguous to the city
- The city publicly publishes its intentions (either in the newspaper or notifying the town clerk)
- Both the city and village or town appoint three members each to a joint planning committee
- Any plan or zoning regulations are approved by a majority of the joint planning committee

Green Bay Smart Growth 2022

The Smart Growth Plan from 2003 emphasized compact growth directing new development in areas with existing public utilities and roads. Regional planning goals included coordinating with adjacent Towns and Villages to adopt plans and zoning policies that align with Green Bay's goals of preservation and cost-efficient urban growth. The Plan emphasized that future growth may occur with annexation of the Town of Scott through landowner petitions and redevelopment along natural waterways and major streets such as Mason Street,

Main Street, and University Avenue. The Plan intended to create a balance between quality of life, property values, environmental protection, and economic development.

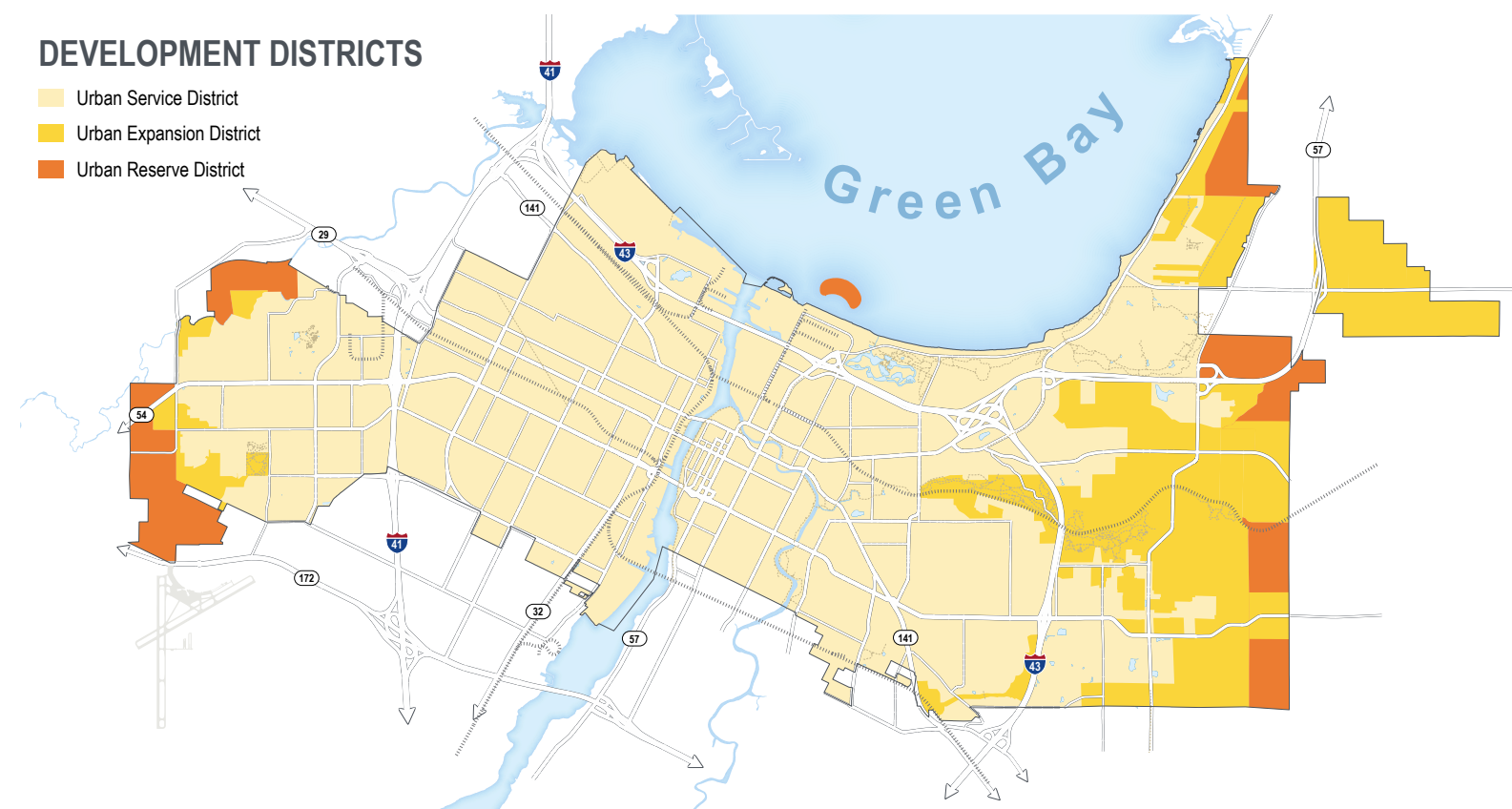
Fringe Development

The Smart Growth Plan outlined a Residential Development Districts Policy that established three growth districts: Urban Service, Urban Expansion, and Urban Reserve. These districts were adopted to promote contiguous development and equitably charge developers for newly created lot-related services rather than the community as a whole. The Urban

Service District is intended to encourage infill development within areas already fully serviced by urban facilities and within one mile of an existing neighborhood. The Urban Expansion District is located along the fringe of the Urban Service District where properties may be partially serviced by urban facilities or may be served with minimal expansion. The Urban Reserve District are areas that are yet to be or minimally serviced. Land divisions smaller than five acres are not allowed in this district.

DEVELOPMENT DISTRICTS

- Urban Service District
- Urban Expansion District
- Urban Reserve District

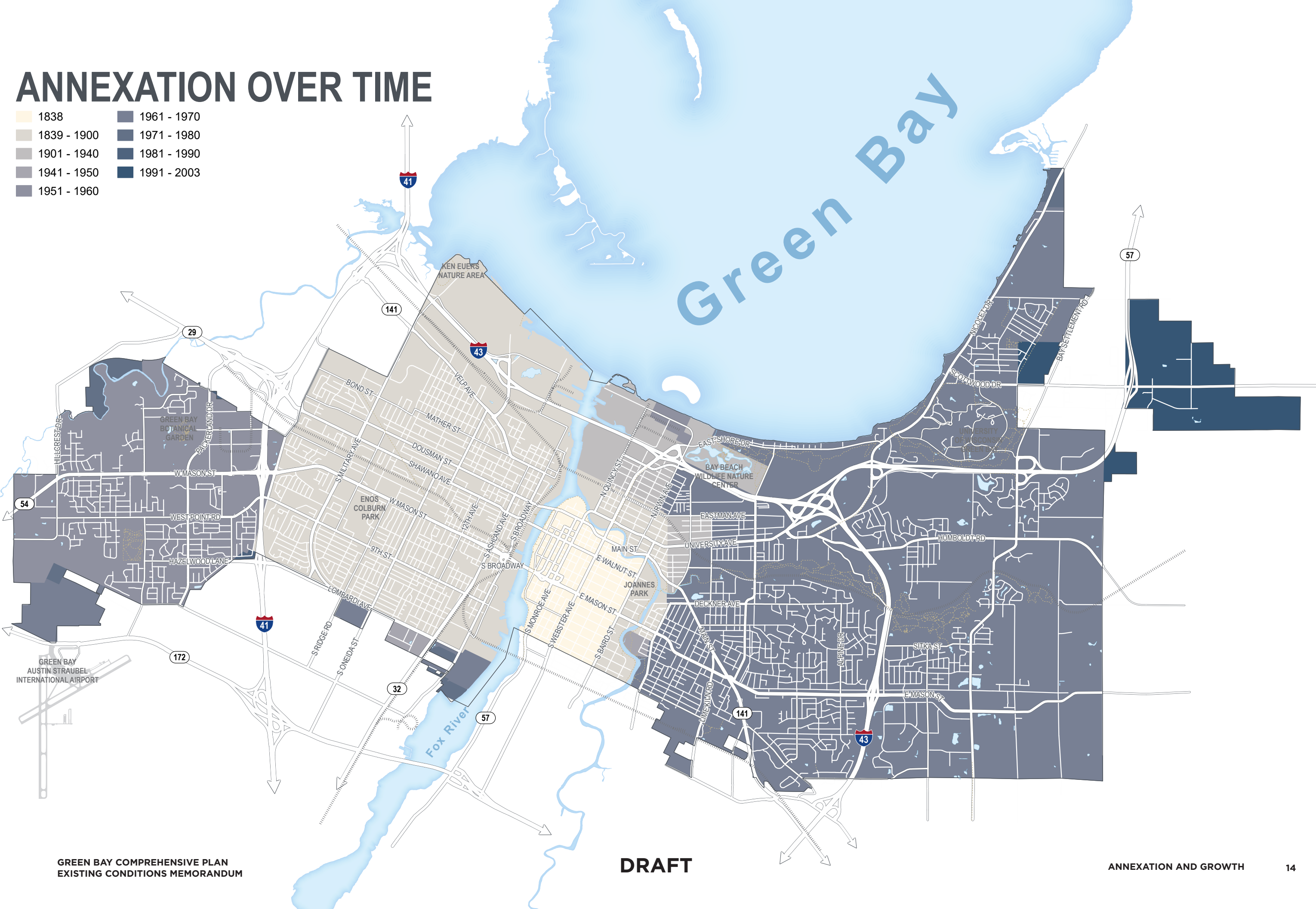


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GREEN BAY COMPREHENSIVE PLAN
EXISTING CONDITIONS MEMORANDUM

ANNEXATION OVER TIME

- | | |
|-------------|-------------|
| 1838 | 1961 - 1970 |
| 1839 - 1900 | 1971 - 1980 |
| 1901 - 1940 | 1981 - 1990 |
| 1941 - 1950 | 1991 - 2003 |
| 1951 - 1960 | |



06

CURRENT ZONING AND REGULATIONS

Green Bay's municipal zoning ordinance provides a legal framework to regulate public and private development within the City limit. Land use within the City is regulated through the Zoning Ordinance, City of Green Bay Wisconsin.

Zoning and development controls are critical to shaping the community. They establish what specific land uses are permitted; the density, intensity, scale, and orientation of those uses; and requirements for parking, signs, and other standards. These regulations help direct growth in a visually attractive and suitable manner and are some of the primary tools for implementing the Comprehensive Plan.

Zoning Districts

Each property within Green Bay's municipal boundary is designated as one of the following zoning districts as defined in the Zoning Ordinance. District descriptions are included for reference in the Existing Conditions Memorandum to provide a baseline of regulatory understanding alongside the City's existing land use.

Low-Density Residential District (R1)

The Low-Density Residential District generally provides single-family housing on moderately sized lots. The district encourages infill development on similarly sized and types of lots. Limited two-family housing is permitted within the district to promote affordable housing and encourage a variety of housing in the neighborhood. The Low-Density Residential District is the largest zoning district classification.

Medium-Density Residential District (R2)

The Medium-Density Residential District provides further housing density including single-family and two-family housing, townhomes, and small multi-family buildings. Development in this district is intended to be designed to be compatible with adjacent properties. The Medium-Density Residential District is generally concentrated near Downtown, west of the Fox River, serving as a transition between more intensive districts and low-density housing.

Varied-Density Residential District (R3)

The Varied-Density Residential District provides moderate to high density attached and multifamily housing suited along major corridors and nodes near other commercial and public/semi-public uses. Development in this district is typically well integrated with adjacent uses and includes private or semi-private outdoor space.

Rural Residential District (RR)

The Rural Residential District provides opportunities for large-lot development in areas that the City does not service public utilities. This district is intended to foster future cost-effective urban development with relevant street connections and appropriate amounts of open space. Areas that are serviced by public utilities provide low-density housing and allow for conservation designed subdivisions.

Office Residential District (OR)

The Office Residential District provides transitional mixed-use development surrounding Downtown. The district is intended to ease development pressure by converting residential uses to office space. Small office spaces and service businesses are permitted by right.

Neighborhood Commercial District (NC)

The Neighborhood Commercial District is intended to provide small neighborhood commercial nodes that include limited size retail, office, service uses, multifamily housing, and supporting civic uses. The district encourages transit-oriented development supported by public transit.

Downtown District (D1/D2)

The Downtown District is intended to develop the Downtown core of Green Bay on both sides of the Fox River. The district provides a variety of high intensity uses including retail, multifamily housing, offices, entertainment, and civic uses. The Downtown District is comprised of two sub-districts "Downtown One" and "Downtown Two". The sub-districts facilitate the different architecture, building types, and character in the central business district, the Broadway District, and the Olde Main Street District.

General Commercial District (C1)

The General Commercial District is intended to provide moderate intensity retail, office, and service uses along primary commercial corridors. This district discourages intensive or outdoor uses such as storage, sales, or motor repair services.

Highway Commercial District (C2)

The Highway Commercial District promotes existing and planned car-oriented businesses along commercial corridors. This district discourages intensive or outdoor uses such as storage, sales, or motor repair services.

Community Center Commercial District (C3)

The Community Center Commercial District provides major commercial areas that serve a significant portion of the population. This district includes major traffic generator businesses such as shopping centers and "big box" retail buildings. Limited outdoor activities and uses are included under conditional uses.

Light Industrial District (LI)

The Light Industrial District provides industrial operations including warehousing, wholesaling, shipping, and other related activities. This district also includes limited commercial uses with a mix of uses in medium-sized buildings with moderate outdoor storage.

General Industrial District (GI)

The General Industrial District provides high intensity industry including large buildings with extensive exterior storage and/or mechanical equipment. This district accommodates land uses requiring large sites, rail, or port services. The General Industrial District includes standards for screening and buffering between incompatible uses such as residential neighborhoods.

Business Park District (BP)

The Business Park District provides modern industry, research, and development, and associated office and commercial uses in a park-like environment. This district is based on the I-43 Business Center Standards.

Special District Light Industry (S-RLI)

The Special District Light Industry encourages a mix of compatible land uses across a variety of locations and sizes to preserve and enhance the vitality of the neighborhood. This district is intended to allow:

- Limited expansion of existing single-family and two-family residential uses
- Attached or accessory residential uses as part of commercial or industrial development
- Very limited new residential uses
- Select compatible commercial and light industrial uses

Public Institutional District (PI)

The Public Institutional District provides public and civic buildings and supports large institutional uses that may not fit with other zoning districts. This district includes uses such as libraries, schools, recreation centers, and other government buildings.

Conservancy District (CON)

The Conservancy District promotes the preservation of open space and natural features. This district may also be used to preserve watercourses, floodplains, wetlands, and stormwater management systems.

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CURRENT ZONING 2023

Residential Districts

- RR Rural Residential District
- R1 Low-Density District
- R2 Medium-Density District
- R3 Varied-Density District

Mixed-Use Districts

- D1 Downtown District One
- D2 Downtown District Two
- NC Neighborhood Commercial District
- OR Office Residential District

Commercial Districts

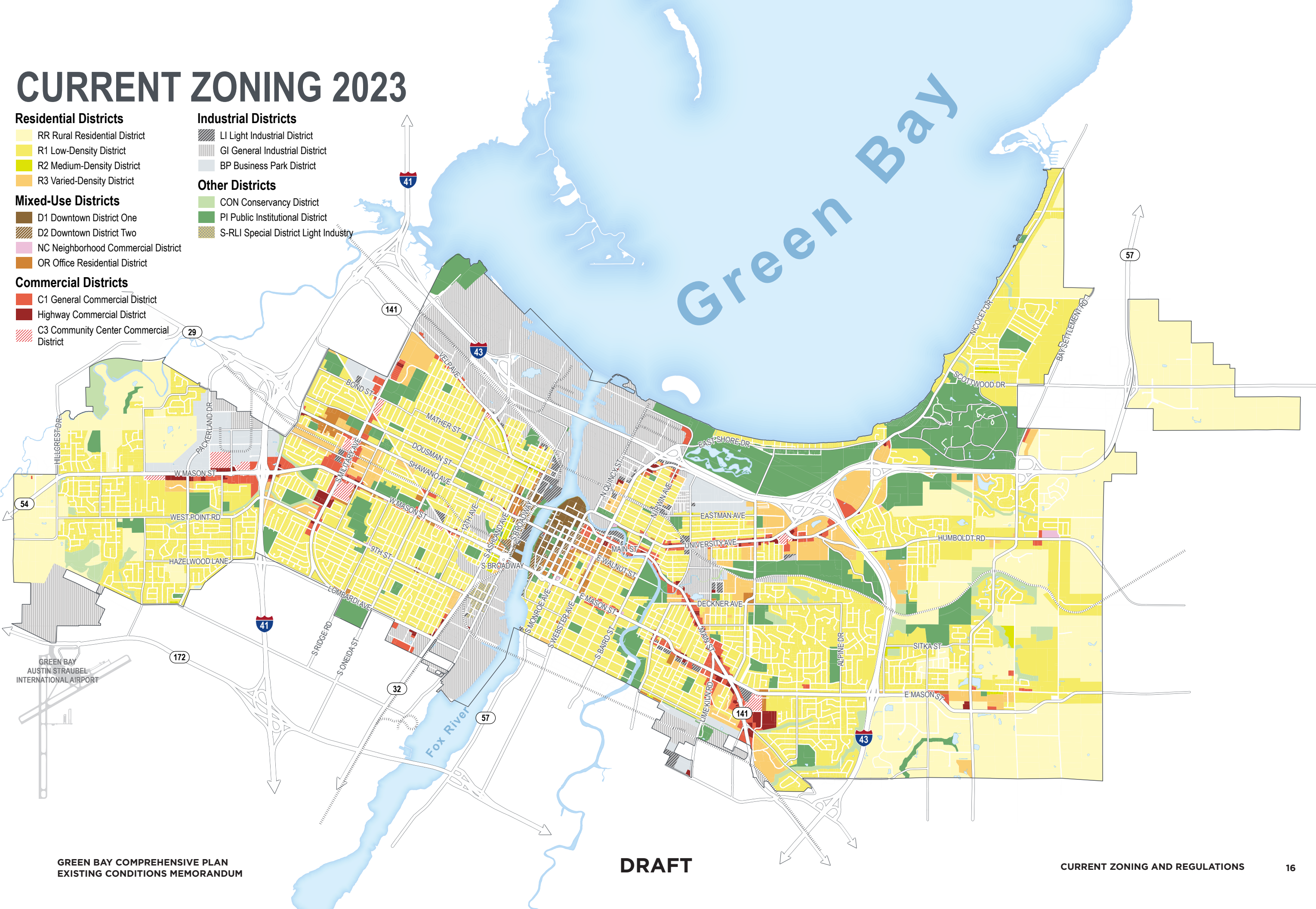
- C1 General Commercial District
- Highway Commercial District
- C3 Community Center Commercial District

Industrial Districts

- LI Light Industrial District
- GI General Industrial District
- BP Business Park District

Other Districts

- CON Conservancy District
- PI Public Institutional District
- S-RLI Special District Light Industry



07

TRANSPORTATION AND MOBILITY

The existing transportation system in Green Bay consists of an interconnected network of streets, highways, public transportation services, pedestrian facilities, and bicycle infrastructure. Major roadways that service Green Bay include Interstate 41 to the west and Interstate 43 to the east. Although most transportation in Green Bay is now conducted with a private car or truck, developing an integrated and multimodal transportation system provides access, mobility, and connectivity for all residents of Green Bay.

This section describes the components of Green Bay's transportation system, including the roadway network, transit services, and accommodations for pedestrians and bicyclists.

Jurisdiction

The Wisconsin Department of Transportation (WisDOT) is responsible for the planning, building, and maintaining of Wisconsin's state highways and interstates. WisDOT also supports other forms of transportation, such as public transit and active transportation. WisDOT owns and operates several roads and highways throughout Green Bay including Interstate Highway 41, Interstate Highway 43 and multiple state and county roads.

Vehicular Transportation

Functional Classification

Green Bay's roadways are organized by the Wisconsin Department of Transportation (WisDOT) into a functional classification hierarchy based on each roadway's mobility and access priorities. This classification includes four categories: principal arterials, minor arterials, collectors, and local roads. Each classification denotes a road's anticipated capacity and purpose. An entire network of these classifications seeks to properly collect and distribute traffic around the City.

Principal Arterial

Principal arterials are the highest level of the functional classification hierarchy. These roads provide a high level of mobility and allow for long-distance travel at high speeds to a high volume of traffic. Principal arterials often feature multiple lanes, grade separation, and limited access. Examples of principal arterials in Green Bay include Interstate Highway 41, Interstate Highway 43, and State Route 172. Urban principal arterials are intended to provide access to major activity centers within urban areas, such as the central business district or major commercial corridors. These roads also carry the most traffic through urban areas. Examples of urban arterials in Green Bay include East Mason Street State Route 54, Webster Avenue, and the World War I Memorial Highway.

Minor Arterial

Minor arterials primarily connect and support principal arterials. Urban minor arterials have lower speeds than principal arterials, often support other transportation modes, such as bus routes, and provide access to adjacent businesses and neighborhoods. Examples of minor arterials in Green Bay include Baird Street, 9th Street, and Dousman Street.

Collector

The primary role of collectors is to collect and distribute traffic from local roads to arterials. Collectors typically provide circulation that local roads could not. The amount of access provided by a collector depends on the purpose of the roadway. Major connectors feature higher speeds, more travel lanes, and fewer driveway entrances. Minor connectors, especially in urban areas, will provide access to surrounding land uses. Example of collectors in Green Bay include Mather Street, Irwin Avenue, and Ridge Road.

Local

Local roads are the lowest level of the functional classification hierarchy. They comprise the largest percentage of all roadways in Green Bay and Wisconsin. Local roads have fewer lanes and lower speeds to provide the greatest amount of access to surrounding land uses. Examples of local roads in Green Bay include South Roosevelt Street, Kellogg Street, and Farlin Avenue.

Rail

Historically, Green Bay was a major hub for freight and passenger rail with many connections to other major cities in the Midwest including Chicago, Milwaukee, and Minneapolis. Regular passenger service to Green Bay ended in 1971. Canadian National (CN), who own and operate all remaining 33 miles of railroad tracks within the City, continue to run freight trains through Green Bay and regionwide. CN manages a major rail terminal northwest of Downtown along the shore of Lake Michigan. Several industrial sites throughout the City, such as Green Bay Packaging regularly move their products to CN's terminal with the use of switcher trains.

The Federal Rail Administration's Corridor ID Program provided federal funding for the planning and development of a new Amtrak line between Milwaukee and Green Bay with stops in Fond du Lac, Oshkosh, and Appleton. This service plans to operate three round trips a day with a total travel time of just under three hours. Many advocates and city mayors along the route have expressed interest in this plan. The Comprehensive Plan should consider a potential passenger rail connection in coordination with Amtrak.

River and Lake Travel

The City's position on a major bay provides opportunities for commercial and recreational water travel. The Fox River and the waters of Green Bay have served as a port for many hundreds of years. The official Port of Green Bay, established in the 1800s for the fur trading industry, is the westernmost port of Lake Michigan. The Port offers the shortest, most direct route for shipments between the Midwest and the world. It provides modern, state-of-the-art facilities for handling a variety of cargo. Additional port property is available for expanding port operations. Major railroads and highway infrastructure connect the Port with America's heartland. The Port predominately imports dry and liquid bulk commodities for Northeastern Wisconsin's manufacturing businesses. Residents and visitors also use Lake Michigan, the Bay of Green Bay, and the Fox River for recreational transportation, accessed via the City's two marinas and various boat launches.

FUNCTIONAL ROADWAYS

- Principal Arterials
- Minor Arterials
- Major Collectors
- Minor Collectors
- Local Roads





Public Transportation

The Green Bay Metro Transit provides bus transit services to the residents of Green Bay, with some lines providing service to the neighboring villages of Allouez and Ashwaubenon. Green Bay Metro Transit saw an annual ridership of over 727,000 in 2022 and currently maintains around 40 buses and 11 routes. It also provides free bus service on 4 routes to and from Lambeau Field during game days. The transit agency also provides paratransit and “On Demand” services within their operating area. All fixed routes converge at the Green Bay Transit Center on University Avenue, which also provides access to intercity bus services.

The Green Bay Transit Commission is a group comprised of six citizen members who are appointed by the Mayor and approved by Green Bay’s Common Council. This Commission is responsible for developing Metro’s annual budget and determining the service levels and fares of each route.

Metro established the Disadvantaged Business Enterprise (DBE) program in 2021. It ensures nondiscrimination in the award and administration of DOT-assisted contracts. Therefore, all businesses applying to construct improvements for Metro will have an equal opportunity to receive work contracts.

Active Transportation

Active transportation is becoming an increasingly important element of planning that includes providing safe, available, and reliable walking, bicycling, or transit options. Many cities are recognizing the importance of active transportation, as they help combat obesity, heart problems, and other diseases linked to sedentary lifestyles. The ability to travel about on foot or by bicycle is a healthy alternative to more common automobile trips and such systems can link to a wider transit network. Infrastructure associated with active transportation includes sidewalks, bike lanes, bike paths, and multi-use paths.

Sidewalks

Much of the City consists of a connected street grid with sidewalks located on either side of a street. A pedestrian can easily walk around Green Bay’s historic street grid (developed pre-WWII). Newer neighborhoods, such as those outside of Interstate 41, Interstate 43, and State Route 172, often feature curvilinear streets with sparse connections and few sidewalks. A resident in such a neighborhood may encounter sidewalk gaps and other connectivity issues if traveling by foot. The City developed a Safe Walk & Bike Plan to identify sidewalk connectivity issues near Green Bay schools and provide safe walking routes for students.

Trails

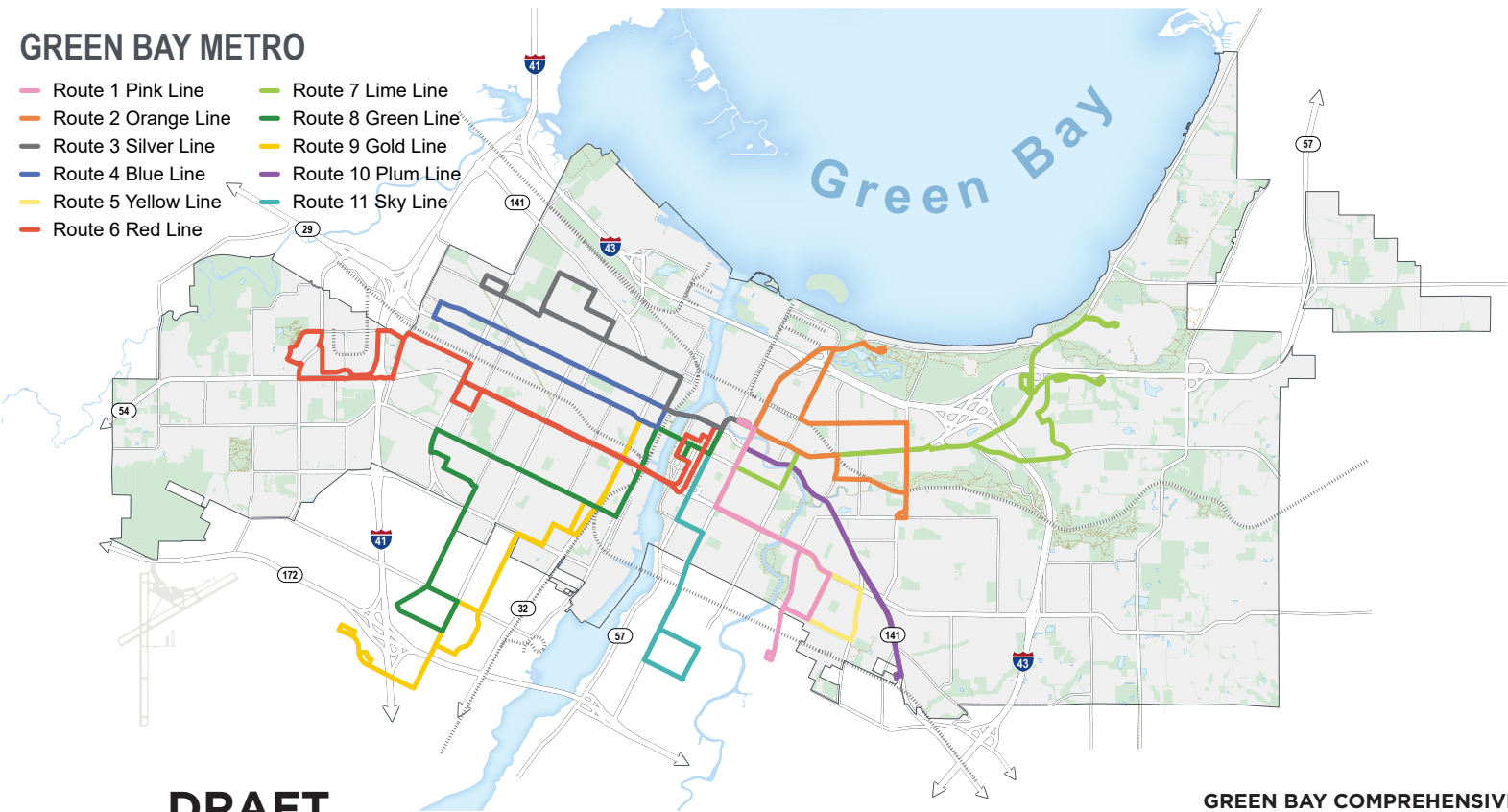
Green Bay’s Department of Parks, Recreation & Forestry manages multiple paved and unpaved multi-use trails. Trails can be paved with concrete and provide a wide surface for pedestrians, bicyclists, runners, and more to safely pass in both directions of travel. Trails in Green Bay run along old railroad right of way, along rivers and creeks, and around university campuses. These trails primarily provide space for recreation and access to green space adjacent to the trails, but connections between individual trails provide the opportunity for users to travel across Green Bay for work or shopping. Eastern Green Bay is best primed for this use as the Fox River Trail, East River Trail, and

Baird Creek Trail create linkages between eastern residential neighborhoods and Downtown.

In addition to the paved multi-use trails, several unpaved trails can be found in the Baird Creek Greenway, UWGB campus, Bay Beach Wildlife Sanctuary, He-Nis-Ra Park, Ted Fritsch Park, and the Ken Euers Nature Area. During the summer, these unpaved trails are used for hiking and/or mountain biking. In the winter, the trails are transformed into cross country skiing or snowshoeing routes.

Micromobility

The City offers rental micromobility options (electric scooters, bicycles, and e-bikes) by partnering with vendors such as Bird and Lime. Bicycling is an increasingly popular mode of transportation for both commuting and recreation. Green Bay currently has 12.5 miles of on-street bicycle facilities and 13 miles of off-street bicycle facilities. The Green Bay Safe Walk & Bike Plan categorizes the city’s on-street facilities as “bike lanes”, “signed bike routes with shared lane marking”, or “sidepaths”. Off-street facilities are categorized as “shared-use paths”. This section focuses on on-street bicycle facilities, as trails cover off-street facilities.



BICYCLE NETWORK

- Existing Buffered Bicycle Lane
- Existing Bicycle Lane
- Recommended Bicycle Lane
- Planned Bicycle Lane
- Existing Shared Lane Marking
- Recommended Shared Lane Marking
- Existing Multi-use Trail
- Recommended Multi-use Trail



08

COMMUNITY FACILITIES

Community facilities include parks, fire stations, government buildings, and more. These facilities and the services they provide ensure a high quality of life for Green Bay residents. Most “community” facilities are provided by the city, such as libraries or municipal services, but many public and semi-public organizations provide complementary services to the community. An inventory of Green Bay community facilities and services was completed and provided below.

City Governance

Green Bay follows a Mayor-Council form of government. The mayor is elected every 4 years by the city at large, whereas the 12-person Common Council is elected by their respective districts. The mayor may serve a maximum of three consecutive four-year terms and council members may serve six consecutive two-year terms.

Term limits for elected city officials were introduced in 2019 after a binding referendum was accepted by city voters in 2018.

Green Bay is the county seat of Brown County, and it is home to the County Courthouse and other major government offices.

Fire Protection

The Green Bay Fire Department was founded in 1841 and provides fire, EMS, and rescue services to the City of Green Bay, the Village of Allouez, and the Village of Bellevue. The Fire Department has 212 sworn personnel and 5 support staff. It responded to 17,514 total incidents in 2022, of which the majority were for medical emergencies. The Fire Department operates 8 stations. Station 8 is in the Village of Allouez.

Fire Stations

- Station 1 (501 South Washington Street)
- Station 2 (929 University Avenue)
- Station 3 (885 Shawano Avenue)
- Station 4 (2650 West Point Road)
- Station 5 (2310 Finger Road)
- Station 6 (1701 West Mason Street)
- Station 7 (3489 Humboldt Road)
- Station 8 (135 Dauphin Street)

Law Enforcement

The Green Bay Police Department was founded in 1857 and has dutifully served the City for over 150 years. As of 2020, the department maintained 194 sworn officers and received a little over 75,000 calls. The department has three main branches: Patrol, Administrative, and Investigations. It also maintains a two-person behavioral health officer unit, which responds to Green Bay residents suffering from mental health disorders. The police department is headquartered at 307 South Adams Street. It also maintains a community policing center on South Baird Street, across from Washington Middle School.

The police department manages a variety of community outreach programs including community events, drug take back events, food drives, and more.

Brown County Public Libraries

Library services in Green Bay are managed by the Brown County Library System. Three branches are in Green Bay: the Central Library, the South-west Branch, and the East Branch. The libraries provide residents access to an array of library materials including books, computers, internet access, printers, copiers, meeting rooms, and a digital library database. Each branch hosts numerous events for children, teenagers, and adults on a wider variety of topics.

Public Works

The Green Bay Public Works Department is responsible for maintaining and improving the City’s public roadways, sidewalks, and utilities. The department provides the following services:

- Constructs and maintains local streets
- Conducts engineering services for the city
- Manages Downtown parking decks
- Issues parking citations
- Clears streets from snow, ice, and other debris
- Maintains water, stormwater, and sewer lines
- Collects garbage and recycling
- Operates centers for disposing of hazardous waste

Water Services

Green Bay’s drinking water is supplied by the Green Bay Water Utility, who pumps all their water from a pumping station on Lake Michigan. The Water Utility is responsible for maintaining and replacing all 404 miles of water lines in the City. The Utility prides itself in being a community focused utility provider and achieved its goal of removing all lead pipes from Green Bay’s water supply system in 2020.

Sewer Services

The Sewer Section of the Public Works Department maintains 465 miles of sanitary sewers and 407 miles of storm sewers. The management of wastewater is conducted by the Green Bay Metropolitan Sewerage District, which collects and sanitizes all wastewater at its wastewater treatment plant north of Downtown.

Wastewater and runoff management is particularly important to Green Bay given its proximity to the Fox River and the East River. Both rivers were very polluted during Green Bay’s industrial past and have been slowly cleaned for the past 50 years. The Public Works Department and the Green Bay Metropolitan Sewerage District commit resources to educating Green Bay residents about the effects of polluted runoff or nondegradable waste in wastewater to reduce source pollution entering the system.



Gas & Electricity

Green Bay receives its gas and electricity from Wisconsin Public Service (WPS), a private utility company headquartered in Green Bay. The company provides electricity and natural gas to nearly half a million residents in northeast Wisconsin and Michigan’s Upper Peninsula. Electricity is primarily generated from 2 coal-fired power plants, but wind and solar power is a growing sector.

Green Bay recently approved a resolution to reach a climate goal of 100% clean energy use and carbon neutrality for the entire city by 2050. A Clean Energy Plan is still in development, but

a major component of the plan requires the use of green energy for municipal electricity consumption and the installation of solar panels on all municipal buildings. Most utility infrastructure, other than solar panel connections, will not change, but the transition to clean energy will require more renewable energy production facilities from WPS or another provider.

Broadband

Most residents of Green Bay have access to high-speed broadband coverage with download speeds between 25mbps and 100+mbps. Residents have numerous internet service providers (ISPs) to choose from and Brown County is working towards total high-speed broadband coverage. New fiber optic lines are planned to fully connect the county with existing high internet speeds.

Healthcare Services

Hospital Sisters Health System (HSBS)

The Hospital Sister Health System (HSBS) is a non-profit healthcare system that operates 15 hospitals in Wisconsin and Illinois. HSHS manages two hospitals in Green Bay. St. Mary’s Hospital Medical Center is an 83-bed hospital on Shawano Avenue in west Green Bay. St. Vincent Hospital, at 256 beds, is the largest hospital in Green Bay. It is located south of Downtown on Webster Avenue. St. Vincent’s is the primary hospital for the Green Bay Packers.

Bellin Hospital

Bellin Hospital is a 189-bed hospital operated by Bellin Health. The hospital stands immediately north of St. Vincent Hospital and the two hospitals have a collaboration agreement. In 2016, Bellin Health opened a new sports medicine and orthopedics clinic in the Green Bay Packer Titletown District.

Aurora BayCare

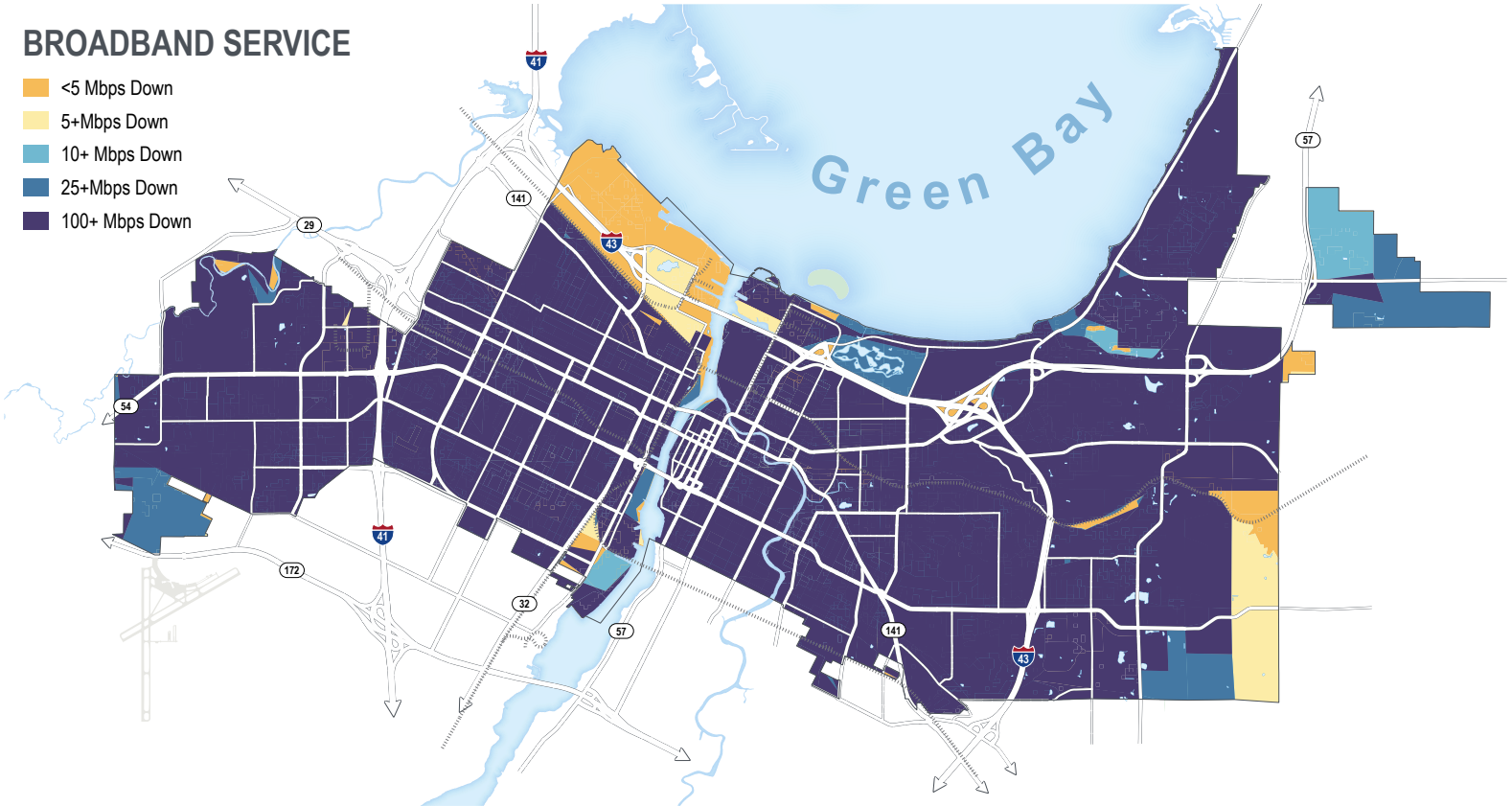
Aurora BayCare Medical Center is a 190-bed hospital operated by Aurora BayCare. The Medical Center is a joint venture of Aurora Health Care and BayCare Clinic. The hospital is located just east of Interstate Highway 43 along Hubble Drive in eastern Green Bay.

Willow Creek Behavioral Health

Willow Creek Behavioral Health is a 72-bed psychiatric hospital on Ontario Road in east Green Bay. It provides inpatient care for those in need of long-term care or crisis stabilization and outpatient care for those in need of basic support.

Brown County Community Treatment Center

The Brown County Community Treatment Center is a 79-bed psychiatric hospital and nursing home. It is owned and operated by Brown County. The facility specializes in treating and housing vulnerable populations and often provides emergency stabilization housing to those in need. Along with its medical services, the Treatment Center offers a variety of community services, including adult and child protective services, foster care services, shelter care, youth justice, criminal justice services, and economic support services.





Schools and Education

Green Bay Area Public Schools

The Green Bay Area Public School District is the fourth largest school district in Wisconsin and oversees all public schools in the city of Green Bay. The district is primarily located in Green Bay, but also manages schools in the Village of Allouez, the Village of Bellevue, the Town of Scott, and parts of the Town of Ledgeview. The District serves around 18,000 students across 42 schools. 29 of those schools are in the City of Green Bay. Of those 29 schools, 21 are elementary schools, 4 are middle schools, and 4 are high schools.

The district also offers 6 choice schools and other special education programs. Per the District’s 2021-2022 Annual Report, 26% of elementary students were considered proficient and/or advanced in English, and 36% were considered proficient and/or advanced in math. 20% of middle school students were considered proficient and/or advanced in English, and 17% were considered proficient and/or advanced in math. 20% of high school students were considered proficient and/or advanced in English, and 17% were considered proficient and/or advanced in math. The district has a high school graduation rate of 87.5%. Per US News, 45% of the District’s students are considered economically disadvantaged. The City is considering constructing two new schools on the City’s east side.

Elementary Schools

- Baird Elementary School
- Beaumont Elementary School
- Chappell Elementary School
- Danz Elementary School
- Eisenhower Elementary School
- Elmore Elementary School
- Fort Howard Elementary School
- Helen Keller Elementary School
- Howe Elementary Community School
- Jackson Elementary School
- Jefferson Elementary School
- Kennedy Elementary School
- King Elementary Children’s Center for Engineering
- Lincoln Elementary School
- MacArthur Elementary School
- Martin Elementary School
- Nicolet Elementary School
- Red Smith K-8 School
- Sullivan Elementary School
- Tank Elementary School
- Wilder Elementary School

Middle Schools

- Edison Middle School
- Franklin Middle School
- Lombardi Middle School
- Red Smith K-8 School
- Washington Middle School

High Schools

- East High School
- Preble High School
- Southwest High School
- West High School

Choice Schools

- Aldo Leopold Community School
- Katherine Johnson Academy of Enriched Virtual Learning
- Leonardo da Vinci School for Gifted Learners
- John Dewey Academy of Learning
- Northwest Wisconsin School of Innovation
- OAK Learning Center

Private Education

Green Bay contains about 20 private schools that offer education associated with places of worship. These include Bay City Christian School, Pilgrim Lutheran School, St. Mark Lutheran School, and more. These schools operate outside of the traditional public school system, but they provide valuable education opportunities to their students, and they are still an important component of Green Bay’s community.

Universities and Colleges

Green Bay contains 2 university campuses within city limits. The first is Northeast Wisconsin Technical College (NWTC), a 2-year technical community college and the second is University of Wisconsin-Green Bay (UWGB), a 4-year public university that is a part of the University of Wisconsin System. NWTC’s campus occupies a large footprint in west Green Bay on Highway 54 and serves around 20,000 students each year.

NWTC leased a portion of its land to the Green Bay Botanical Garden. UWGB was founded in 1965 to serve as the premier university of northeast Wisconsin. It currently serves nearly 10,000 students across all its campuses. The school’s main campus is located on a 200-acre site in northeast Green Bay overlooking Lake Michigan.

Lambeau Field

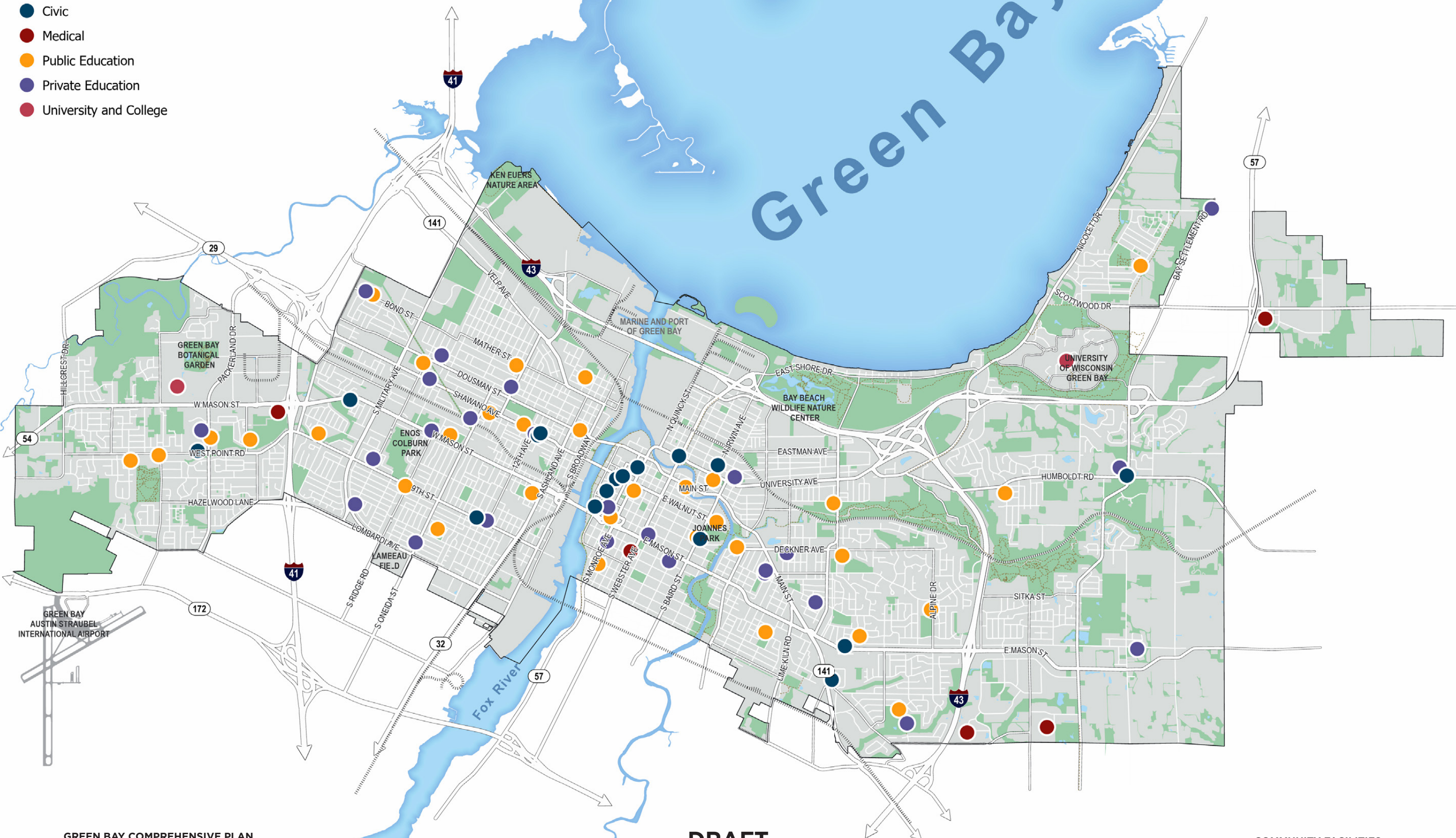
Lambeau Field is an outdoor multi-purpose stadium home to the Green Bay Packers. Lambeau Field is one of the oldest continually operating National Football League (NFL) stadiums. Onsite is the Lambeau Field Atrium that includes several year-round indoor dining, entertainment, and retail options. The facility also hosts various events including Hall of Fame and Stadium Tours, conferences, wedding receptions, trade shows, galas, and receptions.

Green Bay Austin Straubel International Airport

Green Bay Austin Straubel International Airport, also known as the “Gateway to Lambeau” is a county-owned public-use airport just outside Green Bay in Brown County. The airport originally opened in 1948 and is now the fourth busiest commercial airport in Wisconsin, with nearly 650,000 passengers passing through its terminals in 2023. There are two terminals with six gates each that handle flights from Chicago, Minneapolis, Detroit, Atlanta, and other seasonal destinations. In addition to domestic flights from major airlines, the airport maintains facilities for local fixed-base operators which charter private flights. Given the airport’s location on the edge of Green Bay’s urbanized area, it can expand to meet traveler demands and support the City’s air traffic for many years to come. The Plan should ensure any development recommendations near the airport account for any potential future growth.

COMMUNITY FACILITIES

- Civic
- Medical
- Public Education
- Private Education
- University and College



Parks

The City of Green Bay’s Department of Parks, Recreation & Forestry operates 68 parks that cover a total of 2,658 acres of recreational space. This total is made up of 4 mini-parks, 30 neighborhood parks, 15 park/schools, 7 community parks, 1 large urban park, 2 sports complexes, and 9 special use parks. In addition, the city manages 1 natural resource area, 13 greenways, and 11 urban green spaces totaling another 1,011 acres.

The Wisconsin Department of Natural Resources requires local governments to develop a comprehensive park and recreation plan that guides them in acquiring and developing public outdoor parks and recreation facilities as well as ensure the plans meet minimum requirements for participation in both state and federal programs. Green Bay’s current Park, Recreation, and Open Space Plan 2020-2024 serves as the City’s key vision, goals, and recommendations for parks, open spaces, and natural features. The Recreation and Open Space Plan 2020-2024 provides a description of each park classification.

Minipark

A minipark is intended to address limited, isolated, or unique recreational needs (2,500 sq. ft. to one acre).

Neighborhood Park

A neighborhood park is the basic unit of the park system and serves as the recreational and social focus of the neighborhood. The focus of these types of parks is on informal and passive recreation (5 - 10 acres).

Community Parks

Community parks serve a broader scale than neighborhood parks. The focus of community parks is meeting community-based recreation needs, as well as preserving unique landscapes and open spaces (30 – 50 acres; variable to accommodate desired uses).

School Parks

Combining parks with school sites can fulfill space requirements for other classes of parks, such as neighborhoods, communities, sports complexes, and special uses. These types of parks are found on school grounds but are owned and operated by Green Bay’s Department of Parks, Recreation & Forestry (size variable).

Community Parks

Community parks serve a broader scale than neighborhood parks. The focus of community parks is meeting community-based recreation needs, as well as preserving unique landscapes and open spaces (30 – 50 acres; variable to accommodate desired uses).

Large Urban Park

Large urban parks serve broader purposes than community parks and are used when community and neighborhood parks are not adequate to serve the needs of the community (50 – 75+ acres; variable to accommodate desired uses).

The Bay Beach Amusement Park, a City-owned park located along the Fox River, features several amusement rides, a pavilion that can accommodate 300 people, and a picnic shelter.

Sports Complex

Sports complexes consolidate heavily programmed athletic fields and associated facilities to larger and fewer sites strategically located throughout the community (25 acres minimum, with 40 – 80 acres being optimal).

Natural Resource Areas

Natural resource areas are lands set aside for the preservation of significant natural resources, remnant landscapes, open space, and visual aesthetics/buffering (size variable).

Special Use Parks

Special use parks cover a broad range of parks and recreation facilities oriented toward single-purpose use (size variable).

The Bay Beach Wildlife Sanctuary, established in 1936, is a 535-acre urban wildlife refuge offering environmental education, nature walks, urban fishing, summer camps, and cross-country skiing. It is the largest park in the Green Bay Park system.

Greenways

Greenways effectively tie park system components together to form a continuous park environment (size variable).

Urban Green Space

Urban green space includes public areas with pedestrian trails characterized by a more urban instead of natural environment. (size variable).

Trails

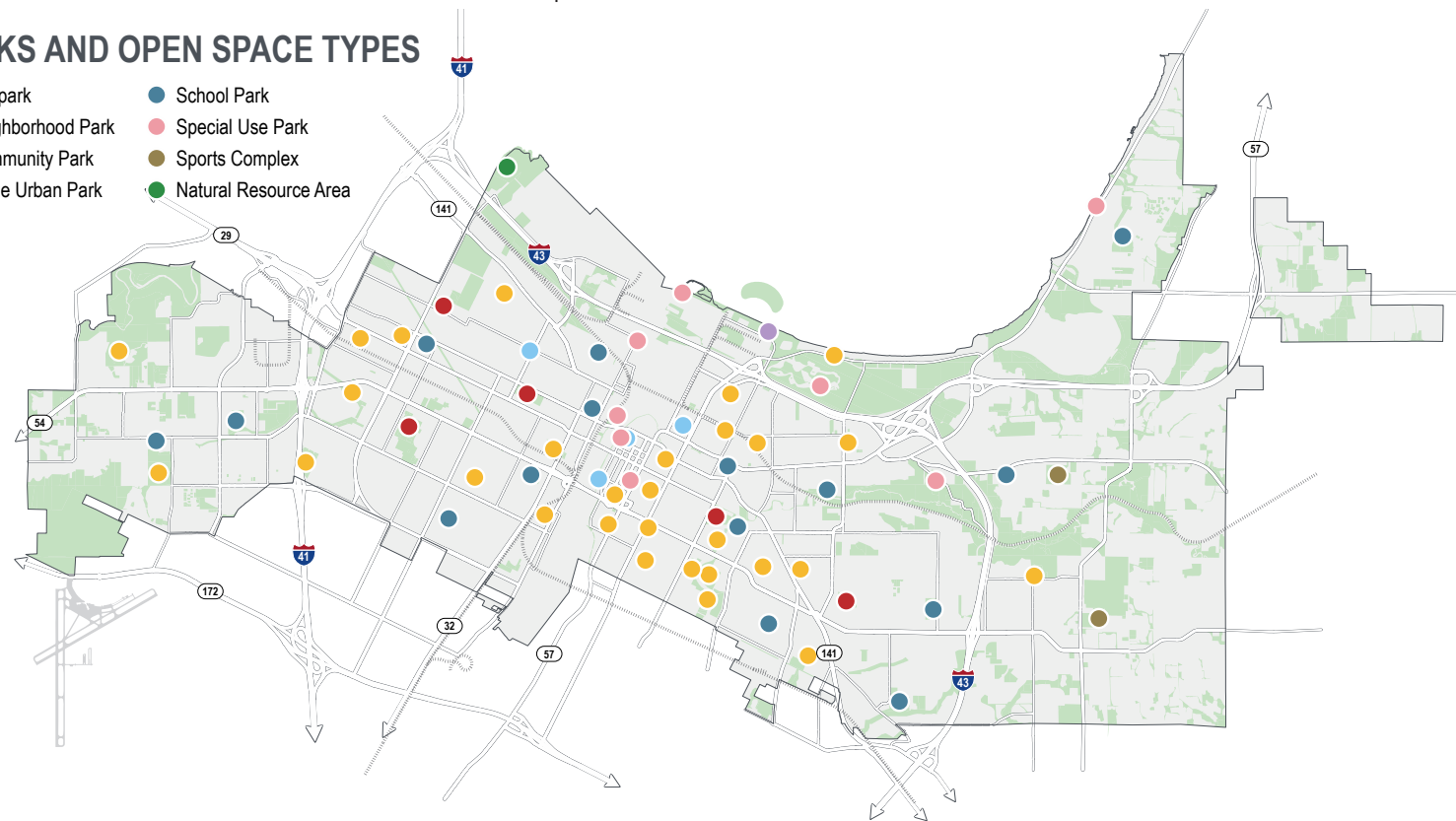
In addition to parks, the Department of Parks, Recreation & Forestry manages a system of recreational trails that extend through parks, greenways, and other natural areas. This trail inventory includes nearly 12 miles of paved shared-use trails, nearly 12 miles of informal (unpaved trails), and almost 16 miles of wintertime cross-country ski trails. The Department also manages 8 miles of dirt mountain bike trails along the Baird Creek Greenway.

Golf Courses

Oneida Golf Club is an 18-hole golf course and club on the western boundary of Green Bay. It was founded in 1928 and originally featured facilities for both golfing and horseback riding. It was listed as one of the top 15 golf courses in Wisconsin by Golf Digest in 2015. Woods Golf Club is an 18-hole golf course and club on the eastern boundary of Green Bay. Both golf courses are located on the outskirts of Green Bay’s developed area.

PARKS AND OPEN SPACE TYPES

- Minipark
- Neighborhood Park
- Community Park
- Large Urban Park
- School Park
- Special Use Park
- Sports Complex
- Natural Resource Area

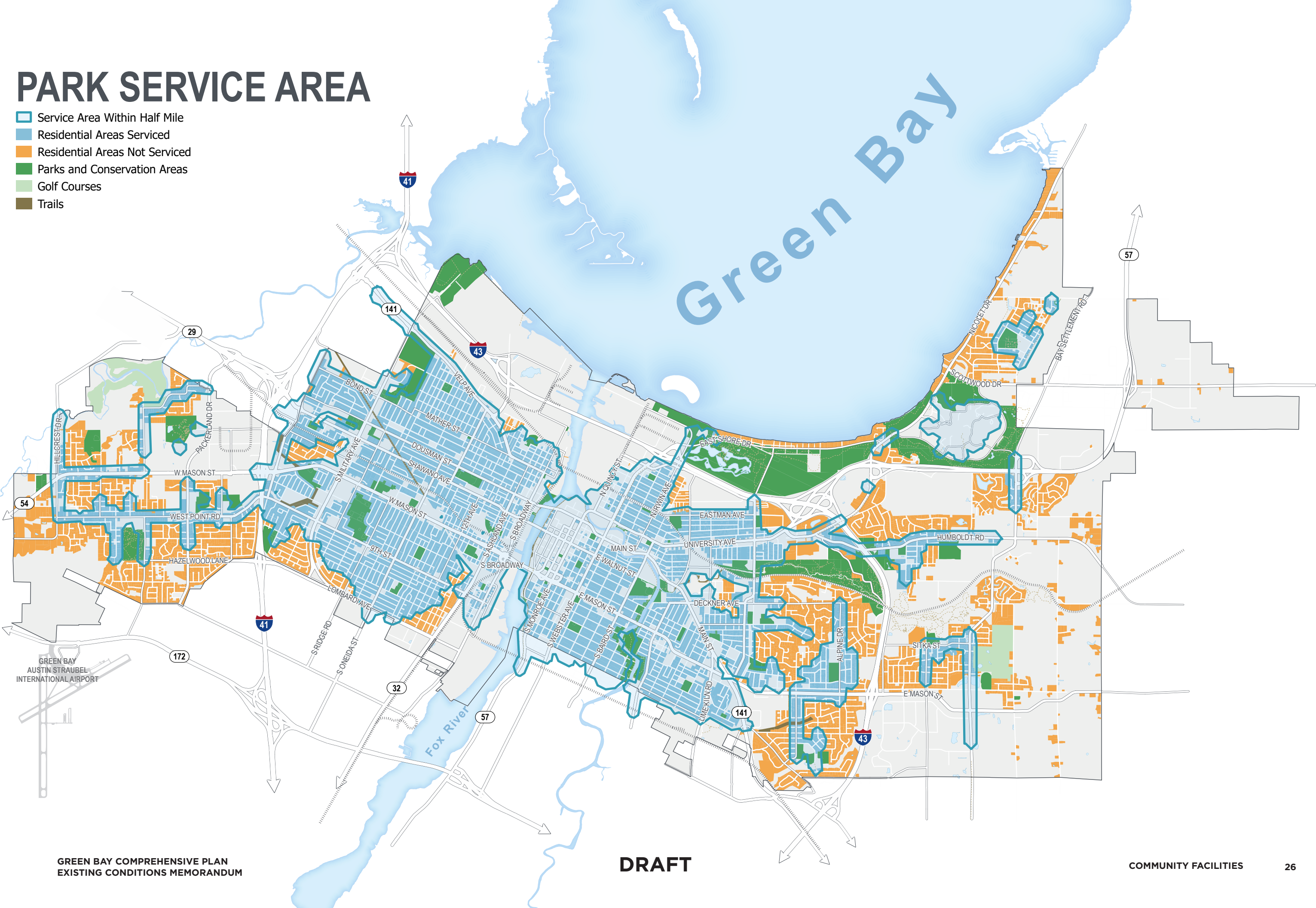


Parks and Open Space Analysis

Parks throughout Green Bay offer a variety of programming that includes athletic fields, shared-use trails, playgrounds, and other associated facilities. An analysis of the distribution of parks operated by the City shows that approximately 70% of residential areas are within walking distance of one or more parks. The park service area is determined by a half-mile distance from the park entrances. The analysis utilizes sidewalk data to determine routes but does not include the condition of infrastructure or areas where residents may walk along the side of the road. In some cases, residential parcels may abut parks and open spaces yet there may be some landscape buffering or inaccessible entry points that restrict connections. Ensuring equitable access and adequate service levels for these facilities will support a more active and well-connected community.

PARK SERVICE AREA

- Service Area Within Half Mile
- Residential Areas Served
- Residential Areas Not Served
- Parks and Conservation Areas
- Golf Courses
- Trails





Oneida Nation

The Oneida Nation is a federally recognized tribe of the Oneida People that administers the Oneida Reservation west of Green Bay. The 102 square-mile reservation was established in 1838 and overlaps with a portion of west Green Bay. It covers portions of Outagamie County and Brown County and has a population of around 27,000. Because of the Reservation's proximity to Green Bay, many important land uses are on tribal land. This includes the Green Bay Austin Straubel International Airport, Northeast Wisconsin Technical College, the Green Bay Botanical Garden, and numerous neighborhoods. The Oneida Nation takes advantage of this proximity and operates several casinos, the largest of which is the Oneida Casino on Airport Drive. The site also has a hotel and conference center and shuttle services to the airport and various hotels around Green Bay. Many governmental services, including healthcare, economic support, and senior care are available only for members of the Oneida Nation.

Natural Features

Green Bay is located at the confluence of the Fox River, which runs south to north from Lake Winnebago to Lake Michigan, and the East River, which also runs south to northeast of the City. The City sits at the southern end of Green Bay, which is a major bay of Lake Michigan. These water sources played a prominent role in Green Bay's development, with many historic industries utilizing the two rivers to transport goods via ships across Lake Michigan. Today, many greenways and natural areas can be found along the rivers and Lake Michigan, and important riparian and wetland ecosystems provide homes for sensitive flora and fauna. Nowadays, the Fox River, East River, and Green Bay are primarily used for recreational purposes. Many trails run along both rivers with space for walkers, runners, and cyclists, and the rivers and lakes are popular with kayakers and boaters leaving from the South Bay Marina.

Green Bay maintains extensive tree cover provided by tree-lined city streets and privately owned trees. A good urban canopy reduces air temperature, increases air quality, and encourages physical activity. The City's Department of Parks, Recreation & Forestry provides numerous services to maintain the current tree canopy, plant new trees, and remove limbs, stumps, and dead trees.

Watersheds

Watersheds are geographical areas that collect and drain water into a common point such as a lake, river, or wetland. They play a crucial role in supplying freshwater resources, supporting diverse ecosystems, and regulating water flow. The City of Green Bay resides within three separate watersheds. Most of the City is split between the East River Watershed and the Fox River-Frontal Green Bay Watershed. The western edge of the City lies within the Duck Creek-Frontal Green Bay Watershed.

Shoreland Zones

Brown County Zoning is the recognized authority by the legislature of Wisconsin to administer the Shoreland and Floodplain Management Programs. These programs control shorelands, wetlands, and floodplains of navigable waterways in the unincorporated areas of Brown County. Shoreland zones are intended to identify areas to preserve and protect the quality of lakes, rivers, and waterways throughout the region.

Flood Hazard Areas

Due to Green Bay's proximity to water, flooding is an omnipresent concern for the government and residents alike. Federal Emergency Management Agency (FEMA) flood zones are geographic areas that the FEMA has defined according to varying levels of flood risk. The 100 Year Floodplain indicates land that has a 1% chance of flooding in any given year and is often the standard delineation for non-developable areas along a water body. Areas of concern include land adjacent to the Fox River, East River, and Lake Michigan. The City routinely inspects parkways, streams, and drains for blockages to ensure future flooding events will not result in severe flooding. The Inspection Division will also advise properties located in Special Flood Hazard Areas on how best to protect against flooding.

Flood Zone A

Flood Zone A areas may experience 1% annual chance of flooding otherwise considered a 100 year floodplain.

Flood Zone AE

Flood Zone AE areas are the base floodplain where base flood elevations are provided. AE areas are now used on new format Flood Insurance Rate Maps (FIRMs) instead of A1-A30 zones.

Flood Zone AO

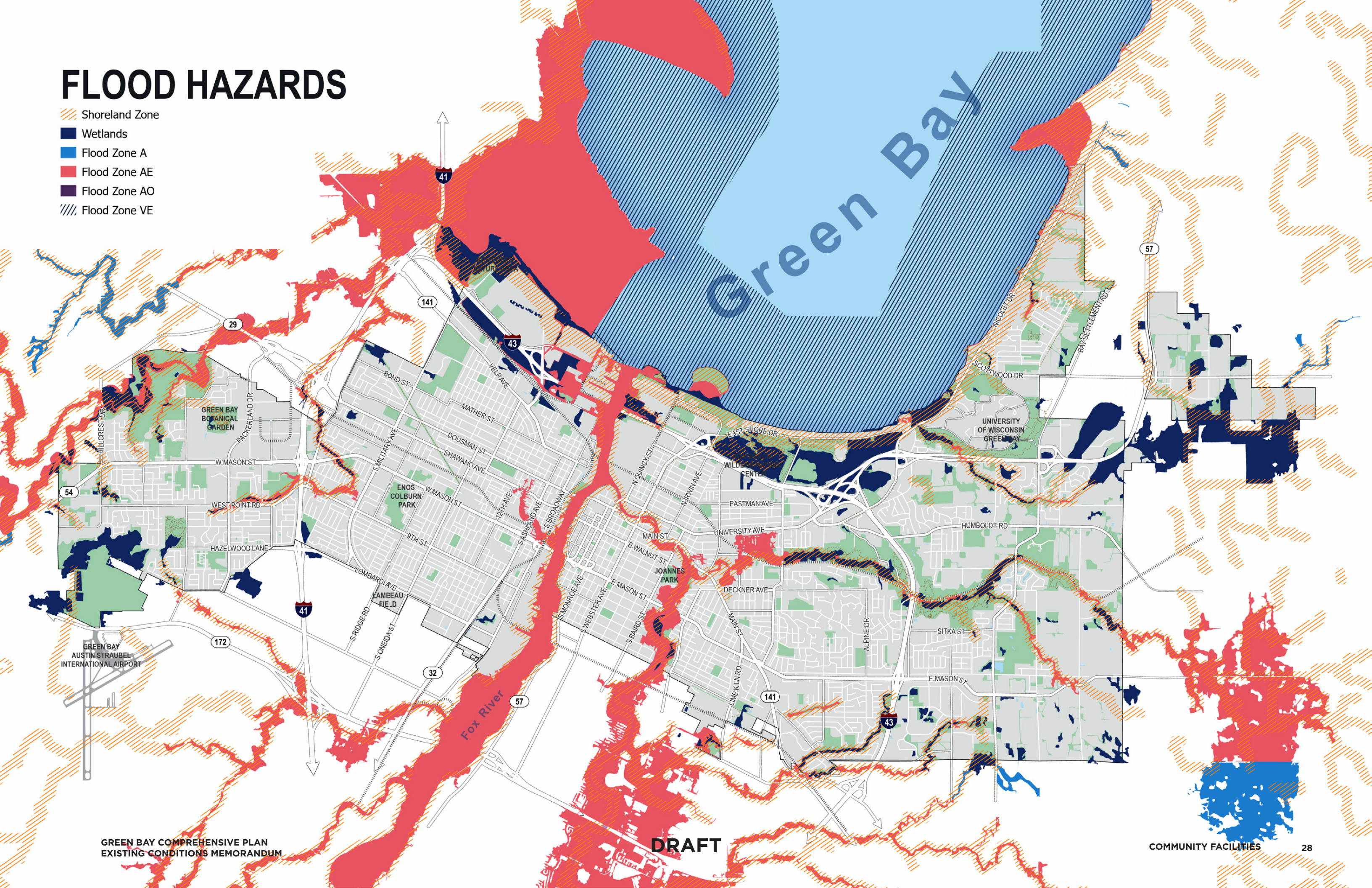
Flood Zone AO areas are river or stream flood hazard areas as well as areas with a 1% or greater chance of shallow flooding each year.

Flood Zone VE

Flood Zone VE areas are coastal areas with a 1% or greater chance of flooding and including additional hazards associated with storm waves.

FLOOD HAZARDS

- Shoreland Zone
- Wetlands
- Flood Zone A
- Flood Zone AE
- Flood Zone AO
- Flood Zone VE



09

APPENDIX I: COMMUNITY ENGAGEMENT

As part of the initial phase of the planning process, community outreach was conducted to engage residents, local businesses, the development community, City staff, and key stakeholders on issues, challenges, and opportunities facing Green Bay.

To date, the planning process has included a combination of in-person and online community outreach tools and exercises. Completed and ongoing outreach efforts include:

- City Department Heads Meeting
- City Leadership Roundtable
- Key Stakeholder and Focus Group Sessions
- Advisory Group Meeting
- Online Questionnaire
- map.social
- Community Visioning Workshop (Upcoming)

Project Kick-off and Advisory Group Formation

During the kick-off outreach for the Green Bay Go Big Comprehensive Plan, the project team conducted three workshops for City Department Heads, City Leadership, and the Advisory Group to identify the City's issues, opportunities, strengths, and assets.

Each workshop was structured around four prompts. The first step involved participants identifying the community's issues and concerns, which were listed on a worksheet provided. Participants then shared their concerns and issues with the group to create a cumulative list. Participants were asked to rank the three most important issues discussed from the cumulative list as part of the second prompt. Responding to the list of issues, participants were asked to identify specific projects or actions that would address those issues. The final part of the exercise asked participants to list the strengths and advantages of Green Bay that should be preserved.

Department Heads Meeting

Tuesday, October 24, 11:00 am
12 Participants

The purpose of this workshop was to gain a deeper understanding of the issues and opportunities facing Green Bay as identified by City Department Heads from departments such as Community Development, Parks, Finance, Human Resources, the Mayor's Office, and Legal.

Participants identified several issues and concerns, such as the aging infrastructure in the City, a shortage of affordable housing, a lack of housing options, and the need to increase the population within the City. They then discussed multiple priority actions and key projects in Green Bay, including simplifying the construction process, drafting legislative amendments to address budget concerns, and developing a marketing strategy. The participants also identified Green Bay's natural environmental assets, friendly community, and urban atmosphere with a small-town feel as strengths and assets.

City Leadership Roundtable

Tuesday, October 24, 6:00 pm
12 Participants

Similarly to the Department's workshop, the City Council workshop followed the four-prompt structure, focusing on identifying the issues and opportunities facing Green Bay. The top issues and concerns were the lack of housing stock, increased crime, and rising property taxes. Priority actions and projects highlighted included redevelopment of key areas throughout Green Bay, infill development opportunities, and connecting the various activity nodes (such as downtown, Lambeau Field, and Bay Beach). They concluded by emphasizing Green Bay's historical significance, extensive environmental features, and exceedingly welcoming community as the participants' strengths and assets.

Advisory Group Workshop

Wednesday, January 31, 6:00 pm
11 Participants

During the advisory group workshop, a committee formed of community residents and key stakeholders had the opportunity to share opinions and contribute to the development of the Go Big Green Bay Comprehensive Plan. They were tasked with pinpointing the five most critical issues and concerns facing Green Bay. The top issues identified included affordable housing, inclusive transportation networks, workforce challenges, and homelessness. Following the identification of these issues, participants were encouraged to propose specific projects or actions that could address the problems highlighted earlier. The final part of the exercise involved listing Green Bay's strengths and assets that should be maintained, which encompassed its small-town charm and diversity, access to Fox Rivers, East Rivers, and Lake Michigan, a strategic location, an industrial heritage, a high quality of life, and a safe, low-crime environment.



Key Stakeholder Interviews Summary

January 31, February 1 and February 8
31 Participants

Thirty-one stakeholders participated in confidential small focus group interviews, conducted in 45-minute sessions. Various key stakeholders were interviewed both in person and online as part of the Public and Stakeholder Engagement phase of the planning process to discuss the existing conditions and opportunities in the Green Bay community. Green Bay residents, business owners, and stakeholders were asked to provide unique and direct insights into the community.

Self-guided Outreach

Project Website

A dedicated interactive project website, available in English and Spanish, supports the planning process and inform the public. The website contains information, updates, workshop details, and meeting notices and will offer project documents such as public review drafts and memorandums. The website also hosts outreach tools, including an online questionnaire and map.social. The website will remain active until the completion of the Comprehensive Plan. The website is available at GoBigGreenBay.com

Community Survey

Through the project website, residents and stakeholders can access an online questionnaire that asks key questions about Green Bay’s current and future state. The questionnaire contains multiple-choice questions in nine sections with questions about housing and residential areas, commercial and industrial land uses, community facilities and services, transportation, parks and recreation, image and identity, and top strengths and weaknesses. There are optional business community questions aimed specifically at merchants and entrepreneurs. As an additional option, the survey can also be taken in Spanish to broaden its reach.

The Community Survey will remain available through the visioning stage of the planning process.



map.social

map.social is an online mapping tool available in English and Spanish that allows participants to pinpoint issues and opportunities in Green Bay on their own personalized map. Points can be used to identify the City’s assets and opportunities, such as public services, priority development sites, new bike routes, and paths, and desired uses and developments. Site users can also place points on the map to identify issues such as problematic intersections, poor building appearance, and public safety concerns. The map on the next page utilizes the actual data from map.social participants.

map.social will remain available through the visioning stage of the planning process.

DIY Kit Workshops

Do-It-Yourself (DIY) workshop kits are provided to engage residents at the local or neighborhood level. Using the kits, participants can facilitate a self-guided workshop to gather input outside of a more formal planning activity. DIY kits are available in both English and Spanish.

Upcoming Public Engagement

There are several opportunities throughout the remainder of the planning process for the community to engage. Details for upcoming events will be listed on the project website.

Community Visioning Workshop

Green Bay staff and the Project Team will host a Community Visioning Workshop to facilitate community input related to the Go Big Green Bay Comprehensive Plan. The workshop will enable residents and stakeholders to discuss ideas and provide visioning input before the plan and recommendations are crafted. Input from this and other outreach activities will help guide the planning process and inform the Comprehensive Plan’s goals, recommendations, and policies.

Upcoming Events

The City staff and the project team will host a number of community events, such as farmers markets and night markets, to promote direct engagement with residents. Additionally, the staff will contact special interest groups, including students in schools. Input from this process will shape the Comprehensive Plan’s goals, recommendations, and policies.

10

APPENDIX II: KEY CONSIDERATIONS

Through field observations, meetings with City staff, and discussions with key stakeholders and the advisory group, several key considerations have emerged that may influence the topics addressed in the Comprehensive Plan. This is not meant to be a comprehensive list of content that will be in the final plan but rather highlight some of the general issues and concerns that have consistently been brought up during project kick-off. Additional observations and considerations may emerge as engagement continues throughout the planning process.

Land Use and Development

Smart Growth

Feedback from project kickoff events included concerns for community facilities and emergency services to be able to support future growth and development. The Comprehensive Plan will consider the distribution of community facilities and the role of aging infrastructure in the planning process. While areas exist for Green Bay to expand development east, the planning process will consider opportunities to limit sprawl and concentrate growth into stronger, compact neighborhoods that take advantage of existing infrastructure.

Redevelopment of Downtown

The Comprehensive Plan can examine redevelopment of key commercial and economic districts throughout the City such as downtown. Feedback from project kickoff events indicated support for increasing the density of Downtown Green Bay and building a stronger tax base. Redevelopment in these areas could provide the opportunity to introduce context sensitive urban design, commercial and retail stores, walkability, and streetscape enhancements that align with the City's vision and goals. The Comprehensive Plan can recommend design guidelines and infrastructure improvements to attract high-quality redevelopment in the City's commercial areas.

Expanding Housing Opportunities

Observations from fieldwork presented concern for Green Bay's ability to sustainably accommodate future development and population growth. The Comprehensive Plan will need to consider the existing mix of housing options, locations and formats for new residential development, attainability, and long-term housing needs as the City plans to support existing and new residents. The planning process should also consider if certain residential formats, such as accessory dwelling units and upper-story residential housing are appropriate for certain neighborhoods and where they should be located.

Supporting Established Commercial Areas

Growing the City's tax base was a top issue and concern during project kickoff events. Supporting critical commercial corridors and such as Military Avenue and Main Street will be important areas of study to consider in the Comprehensive Plan. As part of the planning process, holding meetings and discussions with key stakeholders, property owners, and businesses could provide key insight towards targeted public realm improvements and streamlining development procedures.

Considering Mixed-Use Development

The Existing Land Use map notably lacks a mixed-use category. Mixed-use refers to an individual building or development that includes a variety of uses. Uses are typically stacked vertically with commercial at ground level with residential and/or offices on the upper floors. The City's zoning codes include mixed-use districts, however they may need to be revised to meet current and future development needs such as office building conversions to new residential uses.

Mixed-use development can provide greater flexibility and foster more viable business and commercial districts. In the Comprehensive Plan, the future land use framework can consider mixed-use as a category in some capacity to enable economic growth and produce a broader housing stock.

Phoenix Innovation Park

UW-Green Bay is planning to develop an amenity-rich environment to incubate and foster growth as well as reinforce interactions between the University and the private sector. The project has the potential to promote a variety of commercial uses, philanthropy, and academic advances in the region.

Annexation and Growth

Future Annexation

As Green Bay continues to grow, boundary agreements with surrounding municipalities will need to be considered when determining potential expansions and annexations. The Comprehensive Plan can establish land use and development policies that provide a clear vision and long-term goals for how future neighborhoods evolve and adjacent land use types should be located.

Riverfront Access

The Bay of Green Bay, Fox River, and East River provide residents and visitors with numerous opportunities for recreation and relaxation. During project kickoff events, feedback indicated the City should continue to embrace the riverfronts and waterfront areas throughout the community. The Comprehensive Plan should consider opportunities for expanding riverfront/waterfront access that creates a welcoming environment and promotes outdoor social interactions.

Preserving Natural Resources

The City of Green Bay is committed to preserving and enhancing natural flora, fauna, and waterways. Natural areas outside of current City boundaries could impact environmental conditions and quality of life within the City. If such areas are threatened by unregulated development, the Comprehensive Plan should consider annexation to preserve these areas for the future.

Planning for Increased Workforce

During project kickoff events, feedback highlighted the difficulty in finding employees and the general workforce was a topic. The Comprehensive Plan should consider land use and infrastructure capacity for current and future industry growth. Strategies for growing and strengthening the local workforce will support a thriving economy.

Supporting Economic Growth

The high demand to increase and strengthen the tax base and identifying areas for future commercial, industrial, and business growth will be critical to the continued expansion of the City's employment base. The Comprehensive Plan will need to identify where future development should occur based on infrastructure and service provisions, access to skilled labor, and major transportation routes such as Interstate 43 and Mason Street.

Current Zoning and Development

Future Land Use and Zoning Alignment

The City frequently utilizes Planned Unit Developments (PUDs) due to outdated zoning codes that do not align with contemporary land use and density preferences. As future land uses will be developed in the Comprehensive Planning process, the City will need to review and align its zoning ordinance with the Comprehensive Plan’s new land use plan following adoption to ensure successful implementation.

Diversify Housing Stock

Most of Green Bay’s residential developments are single-family detached housing. The planning process can support an exploration of ways to diversify housing options while maintaining rich quality of life and high design standards. The Comprehensive Plan should consider ways to create more equitable and attainable housing opportunities for all residents including young people, new families, and seniors.

Infill and Redevelopment

Opportunities for infill development and redevelopment within the City should be explored to promote reinvestment in existing neighborhoods, increase utilization of existing infrastructure and services, and maximize development potential. Zoning standards can enable mixed-use projects that blend complementary land uses including retail, residential, and offices. The Comprehensive Plan should include ways to promote diverse uses equally across the City through targeted nodes and corridors that build up vibrant and economically sustainable neighborhoods.

Reinforce Distinct Commercial Districts

Major commercial areas such as Downtown, Military Avenue, and Main Street provide a blend of commercial, retail, and service amenities for residents. The City may explore ways to support development and streamline permitting processes that strengthen central gathering places and identify unique activities to engage with. The Comprehensive Plan will need to build on these commercial district’s existing strengths and establish guidelines for redevelopment that are tailored to each district’s identity and vision.

Transportation and Mobility

Slow and Safe Traffic

During project kickoff events, traffic and roadway safety for all users including cars, pedestrians, and bicyclists were an important concern throughout discussions. The Comprehensive Plan should address the existing roadways infrastructure and policies needed to provide safe travel and support greater access throughout the community.

Expand Public Transit

During project kickoff events, there was a desire to see key destinations throughout the City connected through alternative modes of transportation such as Green Bay Metro Transit. The Comprehensive Plan can address providing proper access to amenities and essential services as well as supporting future residential growth through the existing bus transit network.

Address Remaining Sidewalk Gaps

The 2019 Safe Walk and Bike Plan focused on creating safe walking and biking routes for students in Green Bay. In doing so, an analysis of the City’s existing sidewalk network revealed numerous gaps, especially in residential neighborhoods developed after the Second World War. The Comprehensive Plan update should fill existing sidewalk gaps and ensure new residential neighborhoods are adequately connected with the rest of the City.

Connect Trails

Green Bay’s current trail network allows access to some great waterside walking and biking, but it would be difficult to use the trail network for nonrecreational travel. Connecting the City’s separate trails with quality off street connections would give more residents a comfortable walking and biking option for getting around the City. A comprehensive trail network could also provide regional connections with neighboring cities and villages.

Complete Bike Network

Green Bay’s current on-street bike facilities do not provide a complete network for easy bike travel. There are many local neighborhood streets for low stress riding, but crisscrossing minor arterials and collectors present intimidating obstacles for all but the most confident cyclists. The 2019 Safe Walk and Bike Plan proposed a system of safe bike routes around City schools and such a concept could be implemented for other purposes, such as commuting or shopping.

Community Facilities

Leverage Environmental Assets

While Green Bay maintains impressive access to a wide network of parks, trails, and open spaces, there are still areas within the community that do not fall within the service areas for community parks, neighborhood parks, or school parks. Planning efforts should focus on continuing to utilize Green Bay’s location on Lake Michigan’s bay and riverfront to expand access to parks and open spaces and protect these environmental assets from new development.

Preserving Natural Areas

Fostering stewardship of Green Bay’s natural resources, wildlife, and waterways promotes a healthy, resilient environment for future generations. During project kickoff events, discussions focused on cleaning up the river and other shorelines throughout the City. The Comprehensive Plan can help identify sensitive areas that require responsible management of resources, reduce runoff and other sources of pollution, and expand green infrastructure.

Strategic Growth for Community Services

Providing quality and easily accessible programs, facilities, and services are an integral part of supporting a strong and equitable community. Feedback from project kickoff events illustrated how many community assets such as the University of Wisconsin Green Bay, Lambeau Field, and Austin Straubel Airport are decentralized throughout the City. Residents utilize these community assets for work, entertainment, play, socializing, and building relationships. The Comprehensive Plan should explore ways of optimizing access and mobility to bridge gaps between key community assets in underserved neighborhoods.

Identify City as a Service

Enhancing civic engagement, increasing public communication outlets with residents, and promoting collaborative partnerships can make the City more inviting and inclusive for all. Discussions during project kickoff events noted that the City has a perception of being difficult to work with. The Comprehensive Plan can offer an opportunity to evaluate and improve ways residents interact with the City. Processes and services for residents and stakeholders can be streamlined to enable development and bring the City’s vision and goals into reality.

Develop Meaningful Partnerships

Maintaining strong working relationships with neighboring communities, Brown County, local neighborhood organizations, commissions, service providers, and other key stakeholders is important for the City to successfully coordinate services and amenities. The Comprehensive Plan should consider partnerships where the City coordinates with other organizations to expand services and programming opportunities.

Expanding Critical Facilities

The Comprehensive Plan provides an opportunity to explore the barriers and points of access for overlooked communities such as unhoused individuals. Feedback during project kickoff events demonstrated concern for the homeless population and working with the County to provide better drug enforcement and rehabilitation. Strategic investments in transitional housing, counseling, job training, and other services can put more residents on a positive trajectory and encourage stronger community bonds.



Report to the Green Bay Plan Commission

MEETING DATE

April 8, 2024

PREPARED BY

AGENDA ITEM # F.2

Director's report.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Development Tracking PUBLIC 20240404



Community & Economic Development Department
100 North Jefferson Street - Room 608
Green Bay, Wisconsin 54301-5026
www.greenbaywi.gov

Phone 920.448.3300
Fax 920.448.3426

City of Green Bay Development Tracker - April 2024

#	Project Name	Developer	Project Location	Project Description	Status Update	Housing Units		Est. Prop Value
						Total #	Under 80%	
1	Merge @ Shipyard	Merge LLC	239 Arndt Street	Market multi-family rental, retail	CSM underway. PUD approved 2/6/24. Construction starting August 2024.	225	0	\$21,000,000
2	City East Apartments	City East Apartments, LLC.	1165 E Walnut	Affordable multi-family rental, United Way office	Construction underway	43	36	\$11,627,300
3	Bay City Lofts	Bay City Lofts, LLC.	2510 University Ave	Affordable multi-family rental	Construction underway	48	40	\$14,125,500
4	200 N. Monroe	200 N. Monroe PropCo LLC	200 N. Monroe	Market rate multi-family rental, ground floor commercial	DA amendment under review	172	TBD	\$22,000,000
5	JBS	City/RDA	0 Lime Kiln Rd	Destination park, mixed housing, urban farm	Five development RFP responses accepted and under review. Road and utility construction to begin in summer.	TBD	TBD	TBD
6	New Land 221 Cherry	New Land Enterprises	221 Cherry	Market rate multi-family rental, retail	DA to be considered in May	268	0	\$38,000,000
7	Former Badger Sheet Metal	TBD	420 S. Broadway/419 S. Maple	Market rate multi-family rental, fire station, retail, green infrastructure corridor	Eleven development RFQ responses accepted and under review.	TBD	TBD	TBD
8	The Fort @ Railyard	TWG	419 Donald Driver Way	Affordable multi-family rental, retail	Under construction. Completion anticipated Fall 2024	233	187	\$21,000,000
9	Cherry Faith Properties	DuJuan Cherry	436 S. Monroe	Multi-family rental, ground floor commercial	Developer proposal withdrawn. RFP to be reissued.	33	26	TBD
10	222 Cherry St LLC	Peter Nugent	216-222 Cherry St	Market rate apts with retail 1st floor	Amendment to DA to be considered	71	0	\$9,000,000

PRIMARY USE COLOR KEY	
Multi-family	
Single-family	
Commercial	
Industrial	
Public	

City of Green Bay Development Tracker - April 2024

#	Project Name	Developer	Project Location	Project Description	Status Update	Housing Units		Est. Prop Value
11	University Ave	Neighborworks Green Bay	Near 1120 University Ave	16 Unit Complex	Bidding and Design process. Planning Option extension may be considered at April RDA.	Total #	Under 80%	TBD
						TBD	16	
12	4th Street	Neighborworks Green Bay	4th Street and Chestnut	7 unit town house development	Finalizing bidding and design. Planning Option expires 6/30/24	Total #	Under 80%	TBD
						7	TBD	
13	Mary and Gallagher	Neighborworks Green Bay	Mary St and Gallagher St	Housing	PO Expired. Neighborworks to meet with DPW on infrastructure needs before proceeding.	Total #	Under 80%	TBD
						TBD	TBD	
14	1035 Vandertbraak	Danna Capital, Horizon	1035 Vanderbraak & Corner Vanderbraak and Clay	52 Unit affordable housing multi story & Stacked Townhomes	Developer preparing development proposal and is seeking financing. PO Expires 5/14/2024	Total #	Under 80%	TBD
						52	TBD	
15	Pulliam Redevelopment	Port of Green Bay / Brown County	420 S. Broadway/419 S. Maple	Port development / C. Reiss relocation	Engineering underway for Pulliam improvements. RAISE Grant submitted in February.	Total #	Under 80%	TBD
						NA	NA	
16	Carnivore	Lanny Viegut	3757 Vital Pl	Industrial - pet food processing	Phase 2 nearing completion	Total #	Under 80%	\$35,000,000
						NA	NA	
17	Grandview Project #2		3855 Finger Rd	Industrial	Design phase. PO Expires 8/6/24	Total #	Under 80%	TBD
						NA	NA	
18	Shipyard Phase I	City/RDA	100 W. Mason, 239 Arndt	Riverfront promenade, pier, docks, kayak launch, habitat, site utilities	Under construction. Completion anticipated July 2024. Phase 2 grant and Shipyard DA amendment approved in March	Total #	Under 80%	NA
						NA	NA	
19	Schauer & Schumacher	33 Investments LLC	227 E Walnut, 101 & 109 N Adams St	Event venue, speakeasy and boutique hotel	Planning option expired. Staff considering alternatives while developer continues to seek financing.	Total #	Under 80%	TBD
						NA	NA	
20	Green Bay Plaza	ICAP Development	1555 W. Mason	Commercial	Development Agreement approved in March	Total #	Under 80%	\$4,000,000.00
						NA	NA	
21	Southwest Woods	GB Real Estate Investments	Hinkle south of Mason	Single-family houses and townhomes with road extension	Development Agreement approved in March. Staff working to create new TID	Total #	Under 80%	\$8,000,000
						29	0	
22	Veterans Village	Veterans First	2890 Anthony Drive	Cottage Court development for veterans	PUD application submitted - item held	Total #	Under 80%	TBD
						21	21	

PRIMARY USE COLOR KEY	
	Multi-family
	Single-family
	Commercial
	Industrial
	Public

City of Green Bay Development Tracker - April 2024								
#	Project Name	Developer	Project Location	Project Description	Status Update	Housing Units		Est. Prop Value
23	1915 Harold St.	LeMense	1915 Harold St	Single family, owner occupied home	DA approved, expires 12/31/2024	Total #	Under 80%	\$198,300
						1	0	
24	445 S Baird St	Deals, Development, Partnership Capital	445 S Baird St	Single family, owner occupied home	Completion anticipated Fall 2024	Total #	Under 80%	\$243,000
						1	0	
25	929 N Broadway	Neighborworks Green Bay	929 N Broadway	Single family, owner occupied home	PO Expires 03/12/2024	Total #	Under 80%	TBD
						1	1	
26	1162 & 1164 Day St	Neighborworks Green Bay	1162 & 1164 Day St	Single family, owner occupied home on each lot	Construction underway. DA Expires 12/31/2024	Total #	Under 80%	\$500,000
						2	1	
27	1008 Smith St.	Habitat for Humanity	1008 Smith Street	Affordable single-family	DA expires 12/31/2024	Total #	Under 80%	\$240,000
						1	1	
28	1132 Harvey St.	Habitat for Humanity	1132 Harvey Street	Affordable single-family	DA expires 12/31/2024	Total #	Under 80%	\$250,000
						1	1	
29	1151 Reber St.	Habitat for Humanity	1151 Reber Street	Affordable single-family	DA expires 12/31/2024	Total #	Under 80%	\$250,000
						1	1	
30	Habitat Homestead	Habitat for Humanity	0 Richmond Street	Affordable single-family owner occupied detached homes and townhomes	Development Agreement approved in March. Road construction to start in fall.	Total #	Under 80%	\$2,925,000
						14		

TOTAL UNITS	UNDER 80%	TOTAL VALUE
1223	315	\$188,359,100

PRIMARY USE COLOR KEY
Multi-family
Single-family
Commercial
Industrial
Public