



AGENDA OF THE GREEN BAY PLAN COMMISSION

MONDAY, JUNE 17, 2024, 6:00 PM
City Hall, Room 604 - The Harry Maier Room.
Virtual attendance is also available via Zoom.

A. Zoom Meeting Information.

1. Join Zoom Meeting Online:

<https://us02web.zoom.us/j/84137675822?pwd=L2EyVlpDSIZGZlFjcmlpWnZIOEVnUT09>

Or call in by phone: +1 312 626 6799

Meeting ID: 841 3767 5822

Passcode: 483400

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

B. Roll Call.

1. Members: Chair Lisa Hanson, Vice-Chair Jacob Miller, Ald. Jim Hutchison, Derius Daniels, Ken Rovinski, Emma Fulwilder and Kelsey Lutzow.

C. Approval of the Agenda.

1. Approval of the agenda for the Monday, June 17, 2024, meeting of the Green Bay Plan Commission.

D. Approval of Minutes.

1. Approval of the minutes from the June 3, 2024, meeting.

E. Regular Business.

1. Election of Officers
2. (OMA 24-01) Consideration with possible action on a request to amend the City's Official Map by removing future Lafayette Drive extension to future Eric Street extension and

replace with a cul-de-sac at the end of Lafayette Drive, submitted by Brad Rymer, Vierbicher, applicant, on behalf of Thomas and Mary Saphner, property owners. (Ald. K. Hinkfuss, District 12).

3. (ZP 24-17) Public hearing on a request for a Conditional Use Permit to establish a general industrial use at 3885 Finger Rd, submitted by Robert Mach and Cleveland Hardware and Forging, on behalf of the City of Green Bay, property owner. (Ald. J. Grant, District 1).
4. (ZP 24-17) Consideration with possible action on a request for a Conditional Use Permit to establish a general industrial use at 3885 Finger Rd, submitted by Robert Mach and Cleveland Hardware and Forging, on behalf of the City of Green Bay, property owner. (Ald. J. Grant, District 1).
5. (CPA 24-01) Public Hearing on a request to amend the City's Comprehensive Plan for the property located at 2532 University Avenue, 2540 University Avenue, and 2500 Block University Avenue (Parcel 21-1249-1-3) from a combination of Light Industrial and Commercial land uses to Medium/High Density Residential Use.
6. (CPA 24-01) Consideration with possible action on a request to amend the City's Comprehensive Plan for the property located at 2532 University Avenue, 2540 University Avenue, and 2500 Block University Avenue (Parcel 21-1249-1-3) from a combination of Light Industrial and Commercial land use to Medium/High Density Residential land use.
7. (ZP 24-18) Public hearing on a request for a rezone at 2532 University Avenue from General Commercial (C1) to Varied Density Residential (R3) submitted by Steve Bieda of Vierbicher; RTH LLC, property owner. (Ald. C. Stevens, District 5).
8. (ZP 24-18) Consideration with possible action on a request for a zoning district change at 2532 University Avenue from General Commercial (C1) to Varied Density Residential (R3), submitted by Steve Bieda of Vierbicher; RTH LLC, property owner. (Ald. C. Stevens, District 5).

F. Informational.

1. Director's report.
2. Date of next meeting: July 22, 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

June 17, 2024

PREPARED BY

David Buck, Staff

AGENDA ITEM # E.I

Election of Officers

BACKGROUND

The Plan Commission must elect from its membership the office of chairperson, vice-chairperson and secretary annually. Per Plan Commission Policy, the election of officers is held each June.

The election of the Plan Commission Chairperson takes place first followed by the Vice -Chairperson. Lastly, the office of secretary is elected and has historically been the Director of Community and Economic Development. The election of said offices must be approved by a majority of those members present.

RECOMMENDATION

N/A

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

June 17, 2024

PREPARED BY

Dena Mooney, Staff

AGENDA ITEM # E.2

(OMA 24-01) Consideration with possible action on a request to amend the City's Official Map by removing future Lafayette Drive extension to future Eric Street extension and replace with a cul-de-sac at the end of Lafayette Drive, submitted by Brad Rymer, Vierbicher, applicant, on behalf of Thomas and Mary Saphner, property owners. (Ald. K. Hinkfuss, District 12).

BACKGROUND

Reason for Request: To build homes where future Lafayette Drive would connect to future Eric Street

Surrounding Zoning and Land Uses:

Subject Property: Rural Residential (RR) | Undeveloped Lands

North: Low Density Residential (RI) | Single-Family Residential

South: Rural Residential (RR) | Undeveloped Lands Low Density Residential (RI) | Single-Family Residential

East: Low Density Residential (RI) | Single-Family Residential | Two-Family Residential

West: Rural Residential (RR) | Undeveloped Lands Single-Family Residential

Comprehensive Plan: The 2022 Smart Growth Plan designates this area for Low Density Residential.

Report: The subject area is a wooded, undeveloped area south of Hazelwood Lane, north of future Parkwood Drive extension, east of Crestwood Springs Drive and west of Packerland Drive. The petitioners own Parcels 6H-1247-2 and 6H-1247-3. The petitioners are proposing to divide the land and create home sites where Lafayette Drive is officially mapped to extend to the future Eric Street extension. A structure cannot be built in conflict with the Official Map per Sec. 34-1(f) of the City of Green Bay Municipal Code. Instead of Lafayette Drive extending to future Eric Street, the applicant is proposing to cul-de-sac Lafayette Drive. A proposed lot layout is included in this report showing how their property would be divided with the road change.

Justification for the request by the applicant includes the following:

1. There are two parcels on the southside of Hazelwood Lane that are deeper than the other lots on Hazelwood Lane. These two lots impact the depth of the lots on future Lafayette Drive, resulting in small lots that are not consistent with the neighborhood or as desirable to buyers.
2. The expenses associated with the cost of extending Lafayette Drive and Eric Street are too high, which would result in expensive lots.
3. Development of this area involves another large property owner to the south (Kubiak) who may not be interested in developing their property for new home sites.
4. The proposed lot layout will still add new housing stock to the city and the lots will be in keeping with the neighborhood.

Staff does not support the request. The Green Bay Smart Growth 2020 Transportation Plan emphasizes the importance of grid-pattern streets. They offer greater overall road capacity, increased route choices for local

trips, and direct routes for biking and walking compared to conventional street patterns. Currently, the Official Map shows Lafayette Drive as a connected street to future Eric Street. Removing that connection and replacing it with a cul-de-sac is inconsistent with the recommendation of the Smart Growth Plan. The Smart Growth Plan (Page 19-16) states, "It has been argued that cul-de-sacs are desirable and that houses at the end of cul-de-sacs sell at premium prices because people do not want traffic in front of their house. This should not be a surprise. If the options are between a house on a street with traffic and a house on a street with no traffic, most would choose the house with no traffic. However, neighborhoods with grid-pattern streets can and do provide low-volume roads, which, when designed properly, provide desirable housing options with minimal traffic impacts. These grid-pattern neighborhoods also offer environments that provide safer, more comfortable, and attractive places to walk and bike." Furthermore, the 2020 Green Bay Housing Market Study stresses the need for more housing. While two home sites are proposed on the cul-de-sac, a connected road allows for homes on both the north and south sides of future Lafayette Street.

Part of the Official Map amendment process is to reach out to other city departments and the Green Bay School District for feedback and to see if the request would conflict with their operations. As of the drafting of this report, Water Utility, Parks, and Public Works have no comments. The Fire Department had concerns about the size of the cul-de-sacs that are already officially mapped, but no concerns with the proposed cul-de-sac.

Aldersperson Hinkfuss and affected property owners within 200' have been notified of the request. Staff received questions from some of the neighboring property owners trying to understand the request, but they didn't specifically state whether they support or object to the request. An email was received from Dave Kubiak, property owner of 2060 and 2090 Packerland Drive, stating he has no objection to the request.

RECOMMENDATION

Denial of the request.

FISCAL IMPACT

ATTACHMENTS

1. ZP 24-13 Application
2. OMA 24-01 Narrative
3. OMA 24-01 Map with Aerial
4. OMA 24-01 Proposed Lot Layout
5. 2022 Smart Growth Plan-Grid Pattern Streets Excerpt



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: 1745 Moraine Terrace & 1709 Moraine Terrace, Green Bay, WI

Parcel Number(s): 6-58-B-1 & 6-58-1

Petitioner(s): US LBM, LLC 3009 dba Wisconsin Building Supply Date: 4/2/2024

Email: mike.petrina@wibuildingsupply.com Phone Number: 920-496-5094

Address: 1745 Moraine Terrace City: Green Bay State: WI Zip: 54303

Property Owner: Imbar, LLC Phone Number: 715-831-2106

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, Wisconsin Building Supply & Imbar, LLC, respectfully request that the City of Green Bay take the following action:

- ☒ Rezone Property (\$375.00 Review Fee)
- ☐ Conditional Use and CUP Amendment, including Single Lot Duplexes (\$375.00 Review Fee)
- ☐ PUD and PUD Amendments (\$425.00 Review Fee)
- ☐ Approve Preliminary City/Extraterritorial Subdivision Plat (\$150.00 + \$35.00 per Lot/Outlot Review Fee)
- ☐ Approve Preliminary Condominium Plat (\$250.00 + \$35.00 per Lot/Outlot/Lot Equivalent Review Fee)
- ☐ Approve Preliminary City/Extraterritorial Certified Survey Map (\$250.00 Review Fee)
- ☐ 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:  JAN PETR, MANAGING MEMBER, IMBAR, LLC

Date: 4/1/24

Petitioner Signature(s): PetrinM@uslbm.us

Digitally signed by PetrinM@uslbm.us
DN: cn = PetrinM@uslbm.us
Date: 2024.03.29 14:38:29 -0500

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.: _____

REQUEST FOR CITY ACTION PLAN COMMISSION

PLEASE FILL OUT FOR: VACATE OR CLOSE STREET/ALLEY/PEDESTRIAN WAY

Per WI State Statute 66.1003:

All owners who abut the area proposed for vacation or closure, including all members of LLCs or ownership groups, must sign below before submitting this application.

If you are **NOT** vacating or closing a full street/alley/pedestrian way, you must also get signatures from one-third of owners of parcels within 2,650 ft. of the end of the vacation/closure area.

SIGNATURE	PRINTED NAME	ADDRESS

Please contact the Community and Economic Development Department at (920) 448-3400 with any questions.

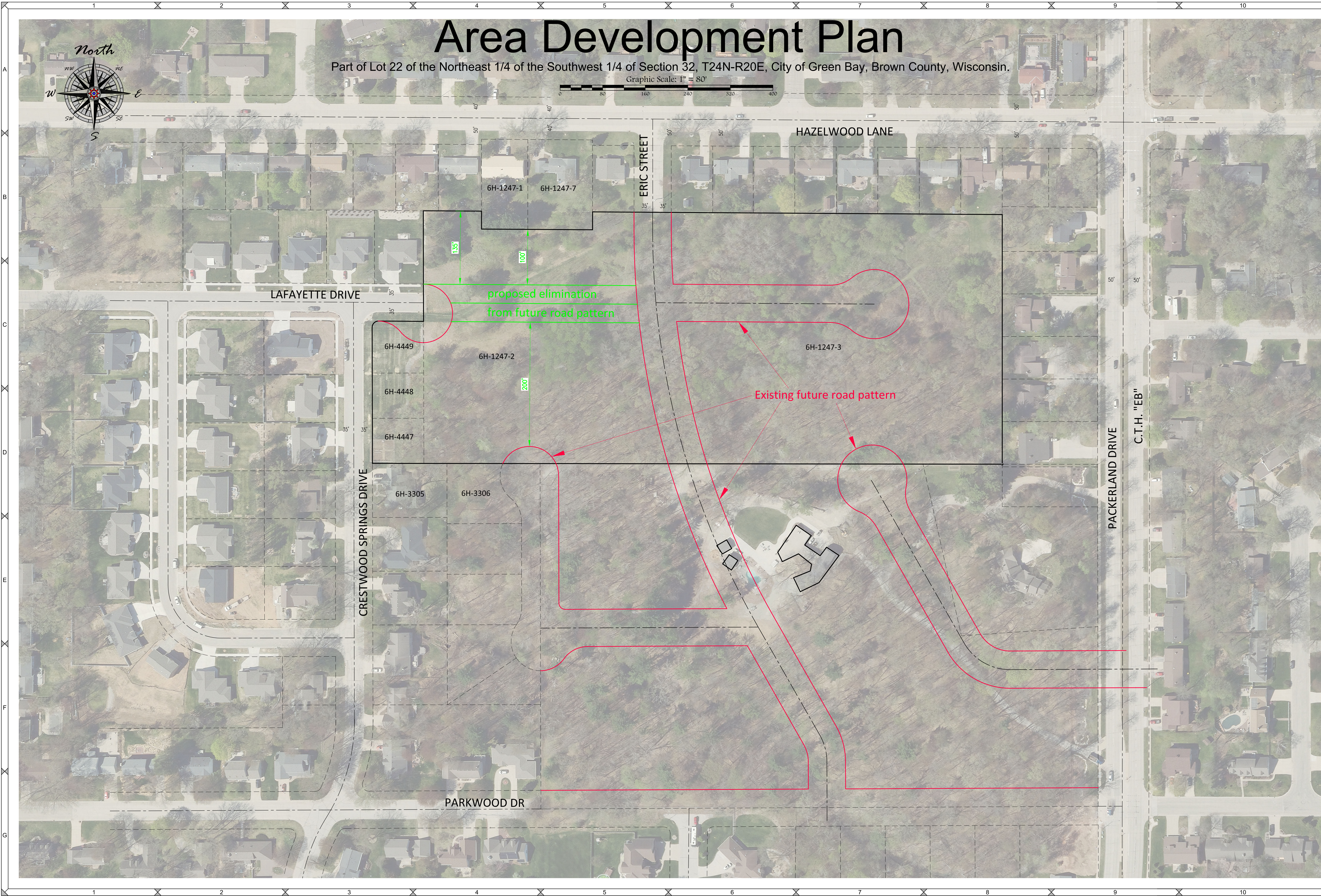
File: B-15018

Client: Thomas & Mary Saphner

Date: May 24, 2024

Official Map Amendment request...

Parcels 6H-1247-2 and 6H-1247-3 (approx. 12 acres) are currently undeveloped and owned by Thomas and Mary Saphner. They live adjacent and Southerly to the subject parcels at 2051 Crestwood Springs Drive (6H-3305). They also own parcels 6H-4447, 6H-4448 & 6H-4449 along Crestwood Springs Drive and 6H-3306 in the rear of their existing house. They love the neighborhood and want to maintain the highest standards for it. The Saphners would like to build a new home on the large parcel while keeping in mind options for future development of the area. There is an existing future road pattern on the area. The adopted road pattern through this area offers connectivity from Hazelwood Lane to Parkwood Drive via Eric Street with several cul-de-sacs to fill in the area. It also shows Lafayette Drive connecting to Eric Street. Based on acceptable minimum lot depths (not City code minimums), the Lafayette Drive extension runs into a conflict area as parcels 6H-1247-1 and 6H-1247-7 have additional depth lots that protrude into the client's North property line. The distance from those rear property lines to the existing partially dedicated cul-de-sac on the South of the client's parcel is only 370 feet. Based on the acceptable minimum lot depth of 3 lots and the right of way width of Lafayette Drive extended, we wouldn't have enough room to get everything through this pinch point. This proposal maintains the approved connection from Hazelwood Lane to Parkwood Drive but eliminates the connection of Lafayette Drive to future Eric Street. Through this proposed adjustment to the road pattern, the Saphners would be able to build their home in the desired location on a "future" lot off Lafayette Drive while still maintaining viable development options for the area.



Area Development Plan

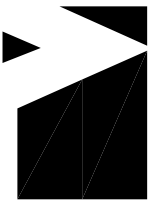
Part of Lot 22 of the Northeast 1/4 of the Southwest 1/4 of Section 32, T24N-R20E, City of Green Bay, Brown County, Wisconsin.
Graphic Scale: 1" = 80'

SCALE
1"=80'

DRAWN BY
BAR

TAX PARCEL NO.

Area Development Plan


planners | engineers | advisors

Thomas & Mary Saphner

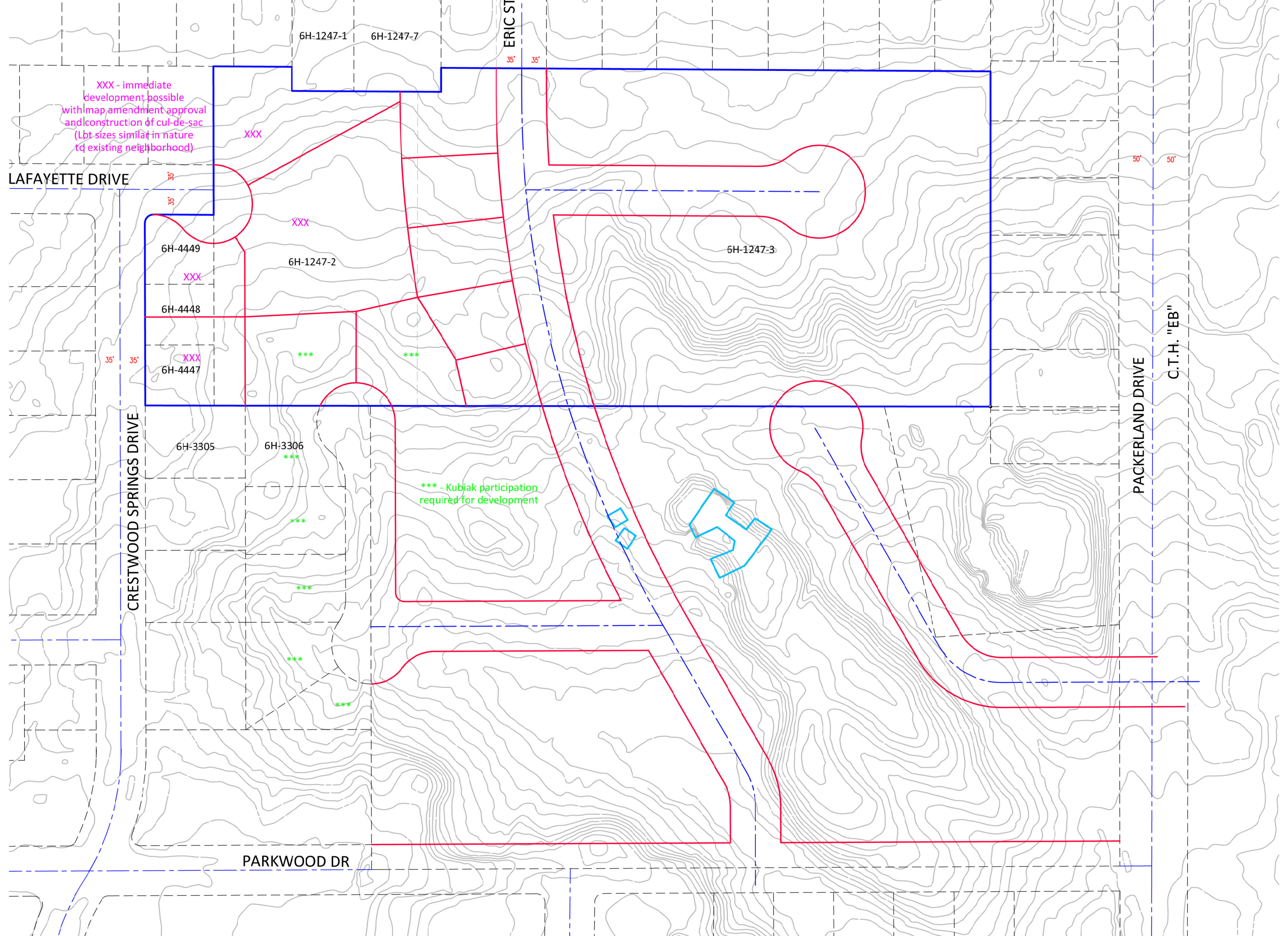
PROJECT NO.
B-15018

SHEET NO.
1 of 1

DRAWING NO.
S-3866

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

File: B-15018Layout 052324.dwg



XXX - immediate
development possible
with map amendment approval
and construction of cul-de-sac
(Lbt sizes similar in nature
to existing neighborhood)

XXX

XXX

XXX

XXX

6H-3306

*** - Kubiak participation
required for development

19. Transportation Plan

optimizing traffic flow. According to the Institute of Transportation Engineers (ITE) 15 percent of intersections would benefit from signal timing adjustments alone, without any hardware changes.²

By interconnecting and coordinating traffic signals and instituting timing plans and a central master control system, traffic flow can dramatically be improved. Such systems can integrate volume-density actuated controllers that can account for traffic volumes and patterns throughout the day.



A roundabout at Lineville Road and Cardinal Lane in Howard

Intersection improvements: Improvements to intersections, via traffic control devices or design changes can increase traffic flow, reduce congestion, and improve safety. The use of roundabouts is one such design change that has proven to be a successful and cost effective means of increasing traffic flow, reducing delay, and enhancing both pedestrian and vehicular safety in the Green Bay metro area. Several roundabouts have been constructed in Brown

² *Twelve Tools for Improving Mobility and Managing Congestion.* Washington, D.C.: Urban Land Institute, 1991.

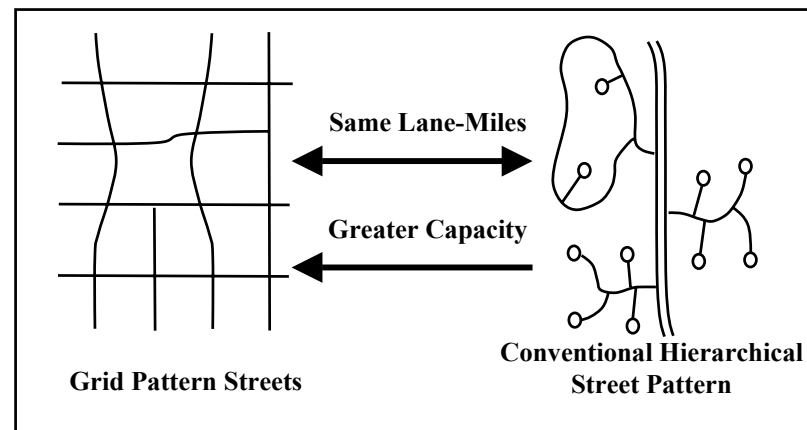
County, including two along Lineville Road at the intersections at Cardinal Lane and Rockwell Road in the Village of Howard.

The Brown County Planning Commission conducted a study of the Lineville Road roundabouts and found that not only did they reduce traffic delays, improve traffic flow and intersection capacity, but they reduced speeds in a school zone, decreased accident rates, and improved conditions for pedestrian and bicycle safety. The cost of constructing and maintaining roundabouts have been shown to be significantly less than installing and maintaining traffic signals.

Grid Pattern Streets: Much of Green Bay is constructed on a grid pattern or a modified grid pattern street network. As described in the discussion above, there are some clear advantages to grid pattern street networks including:

- Greater overall road capacity
- Increased route choices for local trips
- Direct routes for biking and walking.

Figure 19-8: Grid Street vs. Conventional Street Patterns



Grid pattern streets still maintain a hierarchical street function as described in the functional classification section. However, traffic is more dispersed throughout the road network. Because of traffic dispersion and increased route options, a grid pattern street network has greater capacity than the conventional street pattern where all local and collector roads funnel onto a single arterial street (see Figure 19-8).

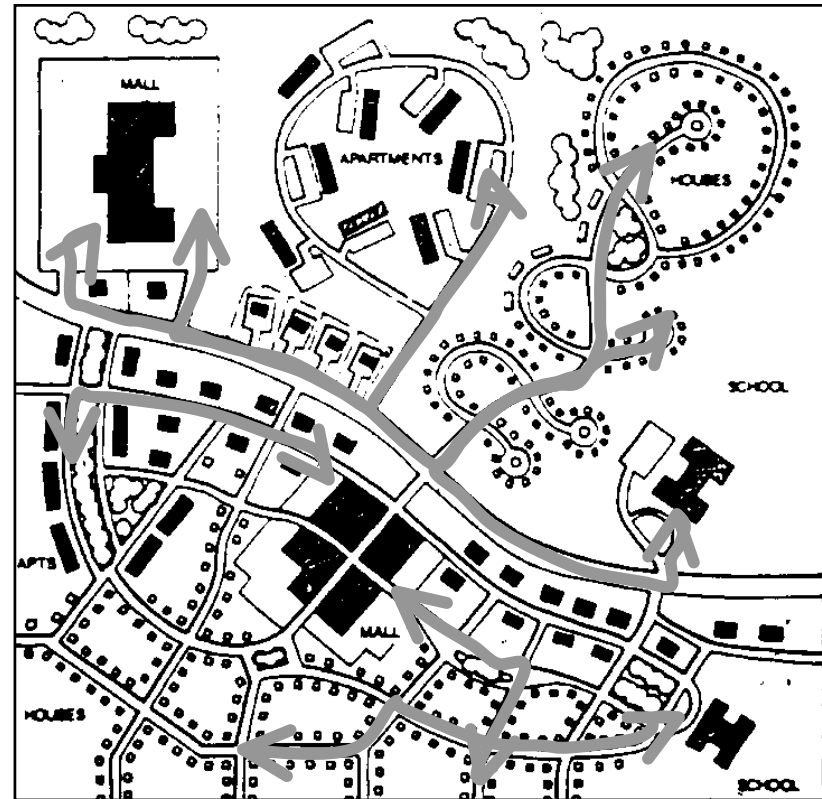
Figure 19-9 illustrates, in a slightly exaggerated manner, the relationship between development type and street pattern. The diagram shows an arterial roadway serving two distinct street patterns. The top half of the figure illustrates a hierarchical or “dendritic” road network with segregated land uses, typical of most suburban development. The bottom half of the figure depicts the same land uses on a grid pattern or modified grid pattern street network.

The purpose of principal arterial streets is primarily to accommodate longer trips. However, the conventional road network requires all trips, regardless of distance, to load onto the arterial roadway. As a result, the arterial street must accommodate local trips as well as long distance trips. Furthermore, once the arterial reaches a point of congestion, the only alternative available to travelers is to sit in congestion or not make the trip. It has been estimated that this type of street and land use pattern results in local trips accounting for up to 60-70 percent of arterial traffic.

In contrast, the grid pattern street network allows local trips to use alternative routes and avoid the arterial streets entirely. This image also illustrates how land use placement and mix can result in shorter trip distances, which make walking and biking more viable alternatives.

From a pedestrian perspective, the suburban road network and land use pattern creates long walking distances between land uses. Furthermore, pedestrians must walk along high-speed noisy arterial

Figure 19-9: Development on Interconnected vs. Conventional Street Pattern



streets and cross multi-lane intersections to get to destinations. As a result, pedestrians experience an uncomfortable and unsafe walking environment, assuming that pedestrians are willing to make the trip at all.

In contrast, the grid pattern development allows pedestrians a direct route and walkable distance to destinations on local roads. As will be described later, local roads can and should provide a comfortable, safe and attractive pedestrian environment.

Grid pattern streets should still follow a functional class hierarchy where design is a critical aspect of how the street will function. Arterial streets should be designed to provide for convenient travel flow that will be attractive to longer distance through-trips, whereas local streets need to be designed to accommodate low speed, shorter distance trips. Roadway design should encourage traffic to drive at speeds and in a manner that is appropriate to the adjacent land uses and street functional classification.

It has been argued that cul-de-sacs are desirable and that houses at the end of cul-de-sacs sell at premium prices because people do not want traffic in front of their house. This should not be a surprise, if the options are between a house on a street with traffic and a house on a street with no traffic, most would choose the house with no traffic. However, neighborhoods with grid pattern streets can and do provide low-volume roads, which when designed properly provide desirable housing options with minimal traffic impacts. These grid pattern neighborhoods also offer environments that provide safer, more comfortable, and attractive places to walk and bike.



Neighborhood Streets

Grid Pattern Residential Streets: As previously discussed, grid pattern streets are an important element in providing traffic alternatives and reducing local trips on arterial streets. Furthermore, grid pattern streets allow convenient and direct walking and biking access to destinations.

Narrow Streets: Narrow streets have been shown to reduce traffic speeds, creating a quieter, safer, and more comfortable pedestrian- and bicycle-friendly neighborhoods. Narrow streets benefit developers by reducing costs and benefit the City by reducing maintenance, snow removal and reconstruction costs. Weekly alternative-side parking can allow for street cleaning and snow removal. Although narrower streets may create some challenges for emergency vehicles, extra planning efforts should be able to address those issues.

Safety: It is often assumed that wider roads are safer roads. While it is true that “upgraded” roads decrease the number of accidents per vehicle mile, these statistics can be misleading since they do not take into account the extra trips and the increased length of trips that such upgrades encourage. However, accident rates per trip or per hour spent on the road remain much the same for narrower streets as for wider roads. Furthermore, straighter and wider roads encourage higher speeds. As a result, the accidents that do happen tend to be more severe, resulting in more injuries or a greater likelihood of death. Greater discussion of safety is included in the pedestrian section.

Emergency Vehicle Access: One of the greatest concerns in narrowing streets is that emergency vehicle access will be limited. One of the important aspects of narrow streets is that they are within a grid pattern system so that any individual property has access from two directions. In older neighborhoods, the alley provides an additional access point. Still, emergency response personnel should



Report to the Green Bay Plan Commission

MEETING DATE

June 17, 2024

PREPARED BY

AGENDA ITEM # E.3

(ZP 24-17) Public hearing on a request for a Conditional Use Permit to establish a general industrial use at 3885 Finger Rd, submitted by Robert Mach and Cleveland Hardware and Forging, on behalf of the City of Green Bay, property owner. (Ald. J. Grant, District I).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

June 17, 2024

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # E.4

(ZP 24-17) Consideration with possible action on a request for a Conditional Use Permit to establish a general industrial use at 3885 Finger Rd, submitted by Robert Mach and Cleveland Hardware and Forging, on behalf of the City of Green Bay, property owner. (Ald. J. Grant, District I).

BACKGROUND

Primary Address: 3855 Finger Road

Aldersperson/District: Ald. Grant, District I

Reason for Request: To allow for a general industrial use within the Grandview Industrial Park.

Surrounding Zoning and Land Uses:

SUBJECT: Planned Unit Development (PUD); Vacant Land

NORTH: Rural Residential (RR); Vacant Land

SOUTH: Low-Density Residential (RI); Single-Family Homes and Farmland

EAST: Town of Humboldt, Low-Density Residential and Farmland

WEST: Planned Unit Development (PUD); Industrial (Carnivore)

Comprehensive Plan: The 2022 Smart Growth Plan currently designates this area for Commercial and Business Park use. The CUP request is consistent with the recommendations of the Comprehensive Plan.

Report: 3855 Finger Road is a 12.699 parcel on the City's far-east side, bordering the Town of Humboldt to the east. It is within the Grandview Industrial Park (GIP) Planned Development Area. The GIP was established to provide a location for industrial businesses and promote the efficient and effective growth of light-medium industrial businesses for the City. General industrial uses are allowed with a Conditional Use Permit within the GIP.

The applicant is proposing the construction of a 100,000 square foot manufacturing facility. If the CUP is approved, it must meet all code standards for both the City's municipal code and the PUD for the GIP (ZO 19-23). Current site plan appears to conform with both and would be reviewed in detail during regular site plan review and building permit application.

A neighborhood meeting was held on May 29, 2024, with approximately 50 people in attendance. Issues discussed and answers given are as follows:

- **Noise:** The facility will have levels at 60 decibels at the property line due to the placement of the building housing the forge.
- **Operations:** This will be a 24-hour facility, five days a week, with "hammer hours" from 5am-3pm Monday through Thursday, and occasional overtime hours on Fridays. They expect 10-12 trucks per day. There will be 75 employees to start, with potential expansion in the future for an additional 75

employees.

- **Roads:** According to Steve Grenier, Director of Public Works, “Finger Road is a county trunk highway and is currently designed to accommodate heavy trucks. Northview Road is a local road that cannot currently handle the truck weights and volumes. Should this proposal, or any similar proposal in the future, move forward, City staff would reconstruct Northview Road to a width and thickness to accommodate the anticipated heavy truck loads. There is no need for a Traffic Impact Analysis for this project.”
- **Water Line:** Some neighbors were concerned the additional truck traffic and industrial use could damage the water line. Brian Powell, Director of the Water Utility, said this isn’t a concern as the lines are built to withstand this.

Based on these comments and additional conversations at the neighborhood meeting, the applicant updated their site plan (see attachment “Old vs New Renderings”).

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

1. The establishment, maintenance, or operation of the conditional use will not be detrimental to or endanger the public health, safety, or general welfare.
2. The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.
3. The conditional use, its exterior architectural design, and functional plan of any proposed structure will not be injurious to the use of other property in the immediate vicinity nor substantially diminish or impair property values within the surrounding neighborhood.
4. Adequate utilities, access roads, drainage, and/or necessary facilities have been or are being provided.
5. Adequate measures have been or will be taken to provide ingress and egress and so designed as to minimize traffic congestion.
6. Adequate parking facilities as specified in Article XVIII of Section 44-83 within the Municipal Code.
7. The conditional use shall, in all other respects, conform to the applicable regulations of the district in which it is located and all other applicable City ordinances.

Staff feels that this facility has been designed appropriately for not only GIP standards, but also to provide minimal impact on the neighboring residential uses. The building layout was created to reduce noise at the parcel lines (current zoning allows up to 80 decibels), there are many thoughtful landscaping details, and the applicant made various adjustments to their site plan based on neighbor feedback. The proposed structure will not have a negative impact on the surrounding properties. Staff feels the CUP is appropriate.

Ald. Grant and adjacent property owners within 200 ft. of the subject area have been notified of the request. The Town of Humboldt was also notified. There have been no inquiries regarding this request as of the drafting of this report.

RECOMMENDATION

Approval of the request, subject to compliance with Zoning Ordinance 19-23 and all other regulations of the Green Bay Municipal Code.

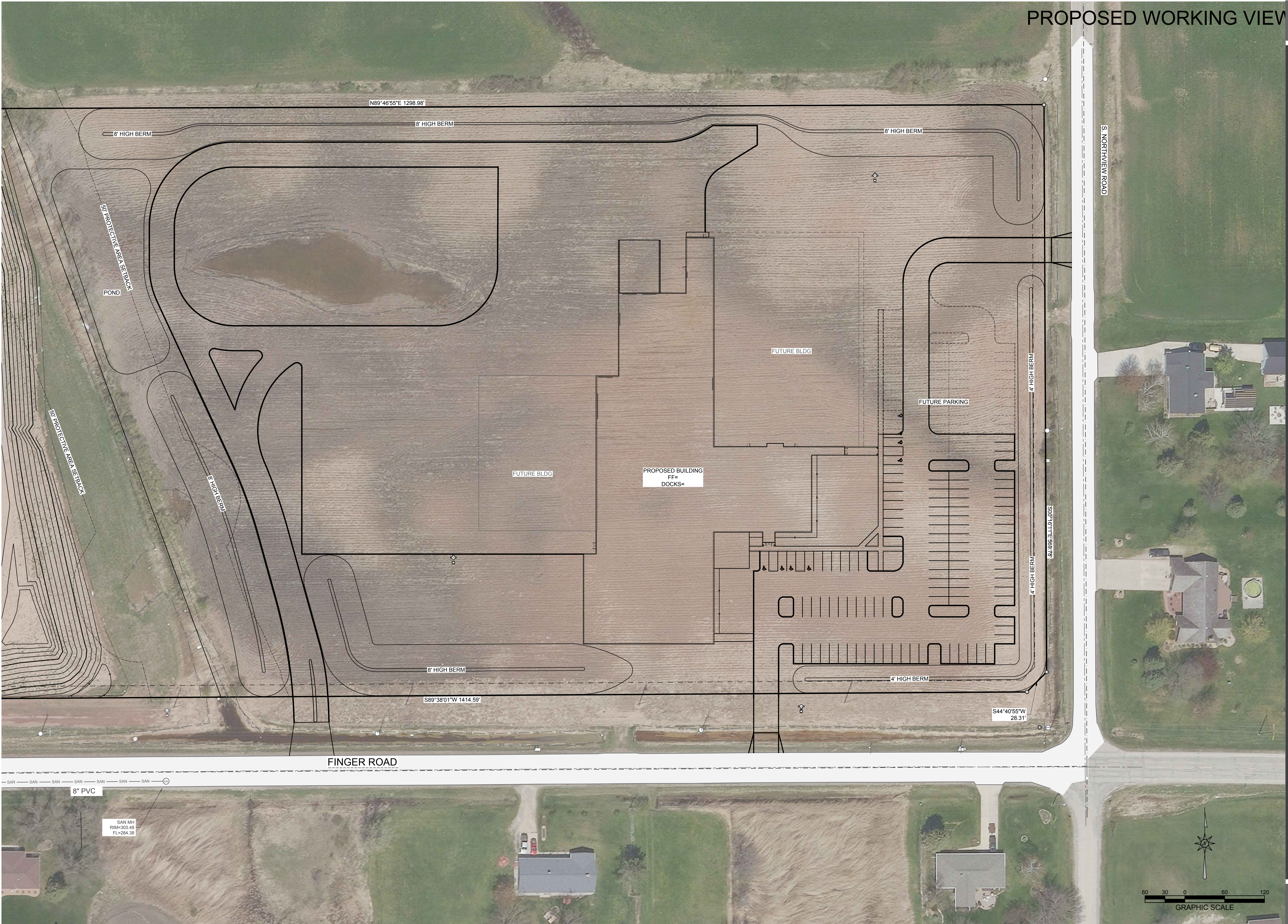
FISCAL IMPACT

ATTACHMENTS

1. ZP 24-17 Map
2. ZP 24-17 Street View
3. ZP 24-17 Site Plan
4. ZP 24-17 Old vs New Renderings
5. ZP 24-17 Narrative
6. ZP 24-17 Cleveland Hardware Forging Acoustical Testing
7. Z.O. 19-23 Grandview Industrial Park PUD
8. ZP 24-17 Application







PROPOSED WORKING VIEW

DESIGN / BUILD
GENERAL CONTRACTING
STEEL FABRICATION



State ID# 680499

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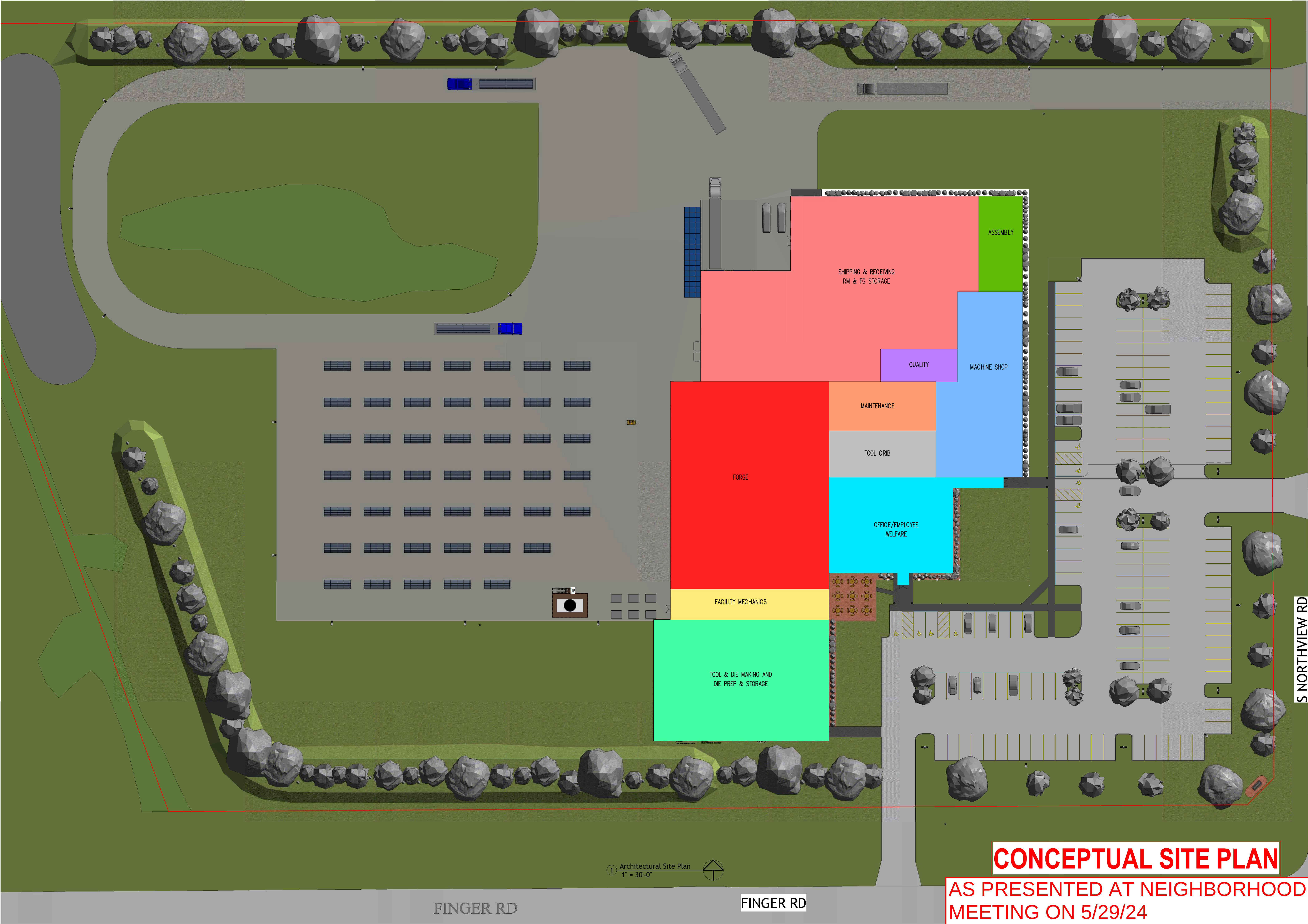
ENGINEERING • SURVEYING • ENVIRONMENTAL

2289 Schuchter Court, Green Bay, WI 54313
PH: 920-589-5765 Fax: 920-589-2767
www.machiv.com
Project Number: 1827-10-24

PROJECT:
**GREEN BAY DROP FORGE
NEW FACILITY**
3855 FINGER ROAD
GREEN BAY, WI 54311

PROJECT NO.:
24-100

SHEET NO.:
C0.1



DESIGN / BUILD
GENERAL CONTRACTING
STEEL FABRICATION
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Sheet Issue Date:
05/24/24

Revision History

Revision Number	Revision Date
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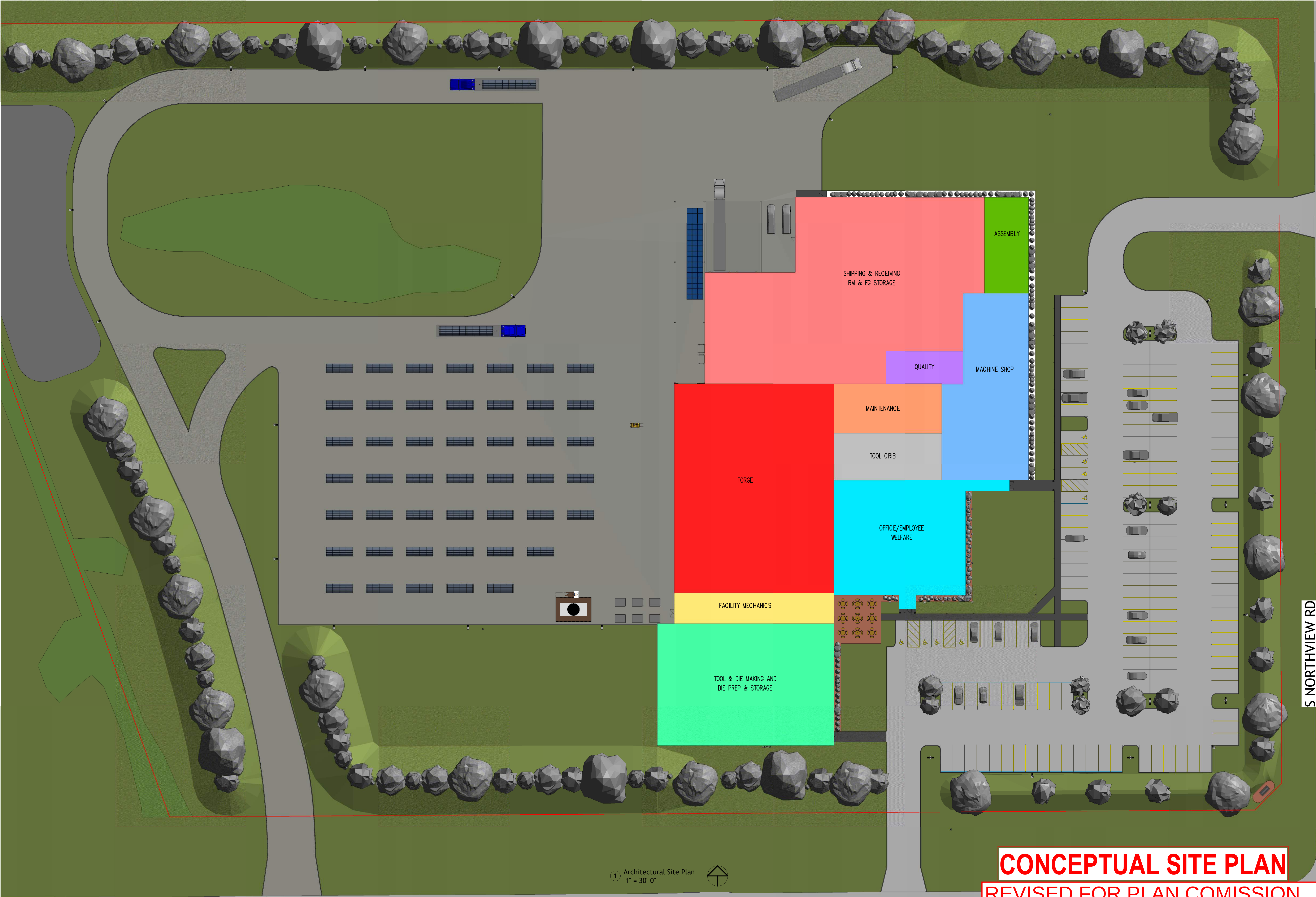
PROJECT:
CLEVELAND HARDWARE & FORGING CO.
NEW FACILITY
Enter address here
Address Line 2

PROJECT NO.:
24-100

SHEET NO.:
AC1

ARCHITECTURAL CIVIL PLAN

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DESIGN / BUILD
GENERAL CONTRACTING
STEEL FABRICATION
METAL BUILDINGS

Schuh
CONSTRUCTION, INC.

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Revision History

Revision Number	Revision Date
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24-100

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AC1

ARCHITECTURAL CIVIL PLAN

CONCEPTUAL SITE PLAN

REVISED FOR PLAN COMISSION
MEETING ON 6/17/24

FINGER RD

FINGER RD

S NORTHVIEW RD

1 Architectural Site Plan
1" = 30'-0"



AS PRESENTED AT NEIGHBORHOOD
MEETING ON 5/29/24

CONCEPTUAL RENDERERS

① Front
1" = 30'-0"



③ Southeast
1" = 30'-0"

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Sheet Issue Date:
05/15/24

Revision History

Revision Number	Revision Date
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PROJECT:
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PROJECT NO.:
24-100

SHEET NO.:
A3.1



REVISED FOR PLAN COMISSION
MEETING ON 6/17/24

CONCEPTUAL RENDERS
(NOT TO SCALE)

① Front
1" = 30'-0"



② Southeast
1" = 30'-0"

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Sheet Issue Date:
05/24/24

Revision History

Revision Number	Revision Date
2	06/05/24

PROJECT:
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Address Line 2

PROJECT NO.:
24-100

SHEET NO.:
A3.1



① Northeast
1" = 30'-0"



② Northwest
1" = 30'-0"



③ Southwest
1" = 30'-0"

CONCEPTUAL RENDERS AS PRESENTED AT
NEIGHBORHOOD MEETING ON
5/29/24

DESIGN / BUILD
GENERAL CONTRACTING
STEEL FABRICATION
METAL BUILDINGS

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Sheet Issue Date:
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Revision History	
Revision Number	Revision Date

PROJECT:
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NEW FACILITY
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Address Line 2

PROJECT NO.:
24-100

SHEET NO.:
A3.2

EXTERIOR RENDERINGS

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CONCEPTUAL RENDERERS
(NOT TO SCALE)

REVISED FOR PLAN COMISSION
MEETING ON 6/17/24



1 Northeast
1" = 30'-0"



2 Northwest
1" = 30'-0"



3 Southwest
1" = 30'-0"

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Sheet Issue Date:
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Revision History	
Revision Number	Revision Date
2	06/05/24

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NEW FACILITY
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PROJECT NO.:
24-100

SHEET NO.:
A3.2

CLEVELAND HARDWARE & FORGING CO.

AFFILIATED BUSINESS UNITS:

Green Bay Drop Forge • Green Bay, WI
Cleveland Hardware • Green Bay, WI
Fox Valley Forge • Aurora, IL



WHO ARE WE?

Cleveland Hardware and Forging Company "CHFC" is comprised of three business units: Cleveland Hardware, Green Bay Drop Forge and Fox Valley Forge.

Cleveland Hardware was established in 1878 in Cleveland, OH. In 2019 the facility in OH was shut down and the operations were moved to Green Bay, WI. Today this business unit assembles and distributes hardware for bus manufacturers, industrial equipment, aviation, heavy & specialized trucks and service vehicles.

Green Bay Drop Forge was founded in 1914 and produces custom forged parts weighing <10 pounds for a variety of industries including tool manufacturers, lawn and garden, railroad, solar, energy, mining, defense, medical and distribution. They use 1500, 2500 and 3000 lb. drop hammers, as well as small upsetters and machining tools to produce a saleable product.

Fox Valley Forge was founded in 1948 and produces near final parts, weighing 20-100 pounds for a variety of industries including heavy and specialized truck, off highway construction vehicles, energy, agriculture, oil, gas and water and material handling. They use a large 2500 Ton Mechanical, a 3000 Ton Hydraulic press, large upsetters and machining equipment to produce a saleable product.

PROJECT SCOPE

Our commitment to modernization consists of constructing a 100,000 ft² manufacturing facility and investing in equipment advancements tailored specifically for our forging operations.

An overview of the major equipment investments includes:

1. New fully automated Lasco press line composed of a VPA 1000/200 hydraulic preforming press and SPR 2000 SO screw press with in-line saw and induction heating. This two-press solution will replace both current press lines that currently use outdated induction furnaces, no longer offer the best technical solution for our product and processes, and increase output from ~70 pcs/hr to 120-150 pcs/hr.
2. Two new semi-automated Lasco hammer lines composed of a hydraulic double-acting forging hammer HO-U 315 and hydraulic double-acting forging hammer HO-U 160 with induction heating and offline saw. These two hammer line investments will replace all eleven existing board drop hammers and nine gas furnaces with new equipment that will increase output from ~100-200 pcs/hr to ~300-400 pcs/hr.
3. We are still in beginning stages of scoping out new fully automated upset line(s). This investment will replace all nine existing upset machines and nine gas furnaces. Current processes are currently averaging ~75 pcs/hr, but with the new solutions we are looking to achieve rates of ~120 pcs/hr.

CLEVELAND HARDWARE & FORGING CO.

AFFILIATED BUSINESS UNITS:

Green Bay Drop Forge • Green Bay, WI

Cleveland Hardware • Green Bay, WI

Fox Valley Forge • Aurora, IL



PROJECT TIMELINE

CHFC is currently working with Schuh Construction and Mach IV, on site and facilities design. Construction is scheduled for August 2024. The installation and commissioning of the four new pieces of equipment will be staged from June-August 2025 with full production no later than September 2025.

PROPOSED OPERATIONS

Press Production: Monday-Friday 24 hours

Hammer/Machine Shop/Upset Production: Monday-Thursday 5-3, OT on Fridays

Office: Monday-Friday 8-5

115-130 employees

Titles & Roles:

- | | | |
|-----------------------|---------------------------|---------------|
| • Production Laborers | • Accounting/IT/HR | • Quality |
| • Engineering | • Purchasing/Supply Chain | • Maintenance |
| • Safety | • Sales/Customer Service | • Shipping |
| • Operations | | |
| Managers/Supervisors | | |

WHAT ARE WE FOCUSED ON?

We as leaders in the company are looking at current restraints and challenges that we are faced with every day and are in the process of making decisions that will take CHFC into the next 100+ years.

We recognize that we need to accomplish the following to meet our long-term objectives:

- We will make improvements/upgrades to our facilities to continue to be an employer of choice.
- We will advance current technologies to ensure that we can remain competitive in the market and expand into new ones.
- We will strengthen customer relationships and capitalize on the demand that exists in the market.



Shen Milsom & Wilke
125 S Wacker Drive, #1510
Chicago, IL 60606
T: 312-559-4585
F: 312-559-5359

Cleveland Hardware & Forging

GREEN BAY, WI

New Green Bay Location – Rev 1

SM&W PROJECT #23323AS

Prepared for:

Cleveland Hardware and Forging Company
1341 South State Street
Green Bay, WI 54304

Jun 7, 2024

Table of Contents

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3.0	Design Criteria	3
4.0	Existing and Proposed Conditions	4
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1.0 INTRODUCTION

This document presents a summary of our test procedures and results for the future forging facility in Green Bay, WI, and existing facilities in Elk Grove, and Rockford, IL. The future site in Green Bay will have new drop forge hammers similar to the hammers in Klein Tools (Elk Grove) and Estwing (Rockford).

SM&W conducted testing on 9/29/2023 (Estwing) and 10/5/2023 (Klein Tools).

Please let us know if you have any questions about this information.

2.0 TERMINOLOGY

Sound Levels

The logarithmic unit of measure defining the amplitude of sound pressure level (SPL) is decibel (dB). Human hearing is not equally sensitive across all frequencies. We tend to perceive mid-frequencies (speech) better than high or low frequencies. To account for human hearing response at typical listening levels, sound pressure can be expressed in units of A-weighted decibels (dBA).

For dBA rating, a higher number corresponds to louder sound levels. By way of reference, a 3-point difference in dBA rating represents a just-noticeable difference; a change of 5-6 points is clearly noticeable, and a sound level that is 10 points higher is perceived to be twice as loud.

Vibration Terminology

Root-mean-square (RMS) acceleration is typically measured as a multiple of the acceleration due to Earth's gravity (g). One g is approximately equal to 9.8 m/s² or 386 in./s². The g is one of the most common units for vibration measurements with accelerometers. RMS amplitude is used to describe the "smoothed" vibration amplitude of acceleration and velocity.

3.0 DESIGN CRITERIA

The new site is parcel 21-24 3855 Finger Road, Green Bay, WI 54311. The noise and vibration ordinance ((Section 24-146 and Section 24-180) for Green Bay was provided by Cleveland Hardware and Forging Company, and it is also can be found on the [Municode Library](#) website. The details are shown below.

3.1 Noise Ordinance

Sec. 24-146. Regulation of noise.

- (b) *Unreasonably loud noise.* No person shall produce unreasonably loud noise. A court shall consider any relevant factors to determine whether any noise is unreasonable, including, but not limited to, the following:
- (1) *Decibels.* A court may determine any noise is unreasonable solely because it exceeds 80 dB(A) using an A-weighted sound pressure level instrument when measured from any property not under control of the person producing the noise.
 - (2) *Time of day.* Certain noise that is reasonable during daytime hours may be unreasonably loud during nighttime hours.
 - (3) *Land use.* Certain loud noise that is unreasonably loud in residential areas may be reasonable in mixed-use, commercial, or industrial areas.
 - (4) *Duration of noise.* Certain loud noise may be reasonable for a short time but may be unreasonable if the noise persists over a long time.

Note that there is only one clear objective limit in the noise ordinance, which is 80 dB(A). Based on the description of (1) *Decibels*, 80 dB(A) at the property line is selected as a noise limit for the analysis. The ordinance makes no mention of noise frequency and is a consistent limit across all possible perceived frequencies

3.2 Vibration Ordinance

Sec. 24-180. Vibrations

- (a) *In general.* No use or structure shall be operated or occupied as to vibrate in such an amount or to such a degree or intensity as to constitute a hazardous condition or as to unreasonably interfere with the use and enjoyment of property by any person of normal sensitivities or otherwise as to create a public nuisance.
- (b) *Specific standards.* Uses creating vibration shall comply with the performance standards identified in the below table, Maximum Permitted Vibration, and shall be conducted in such a manner as to make such vibration completely imperceptible from any point along a non-industrial zoning district boundary line. Vibration shall be measured at any point along a property line with a three-point component measuring system recognized as a standard for such purpose and shall be expressed as displacement in inches.

Maximum permitted Vibration	
Frequency in Cycles per Second	Maximum Vibration Displacement in inches
Under 10	0.0008
10-19	0.0005
20-29	0.0002
30-39	0.0002
40 and over	0.0001

4.0 EXISTING AND PROPOSED CONDITIONS

The aerial views of the future site in Green Bay, WI, is shown in Figure 1 and Figure 2 below. The distanced to the property line are shown in in Figure 3.



Figure 1. Aerial View of the Site – South West View



Figure 2. Aerial View of the Site – South East View

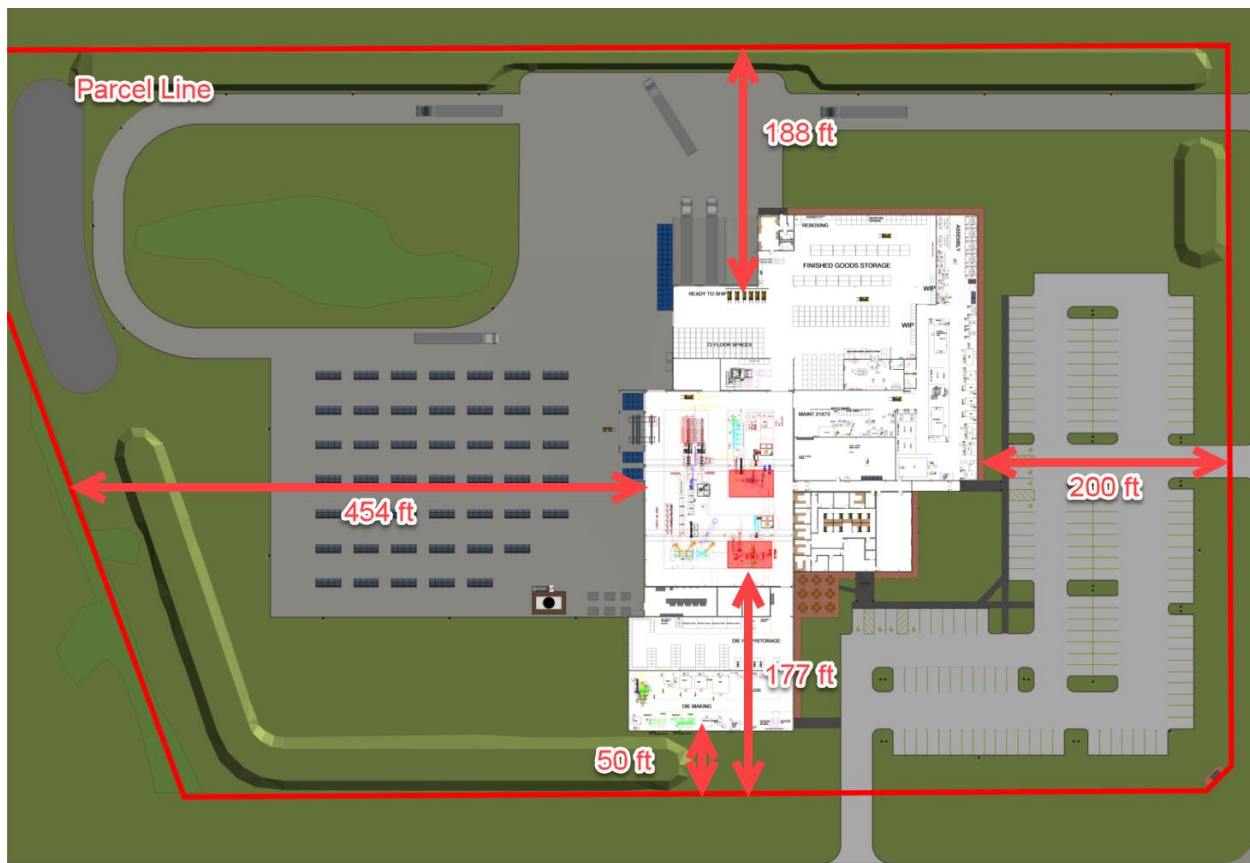


Figure 3. Distances to Parcel Line

The new facility will be constructed as follows:

- Wall: 12" precast concrete wall panel
- Roof:

- Height
 - High Bay Forge Building 48'
 - Lower Bays Forge Building 30'
- Composition
 - 60 Mil TPO or PVC membrane, mechanically fastened.
 - 5.2" of ISO roof insulation
 - 22 gauge 1.5B-deck

The exterior assemblies (wall and roof) are similar to Estwing and KelinTools facilities and are expected to provide similar sound isolation performance.

5.0 SURVEY PROCEDURES

One site survey was performed at each site, and both noise and vibration levels were measured.

5.1 Noise

Sound pressure levels were measured at the site utilizing a Bruel & Kjaer Type 2270-S sound level meter, which meet ANSI S1.4 criteria for Type 1 sound level meter. Calibration was performed before the testing. The meter was mounted on a tripod with a windscreen to prevent wind noise from influencing the measured data. Sound levels were measured on fast response in 1/3 octave band from 6.3 Hz to 20 kHz. The sound pressure levels reported in this document are max levels.



Figure 4. Estwing (inside)



Figure 5. Estwing (outside)



Figure 6. Klein Tools (inside)



Figure 7. Klein Tools (outside)

5.2 Vibration

Vibration measurements were made using a tri-axial piezoelectric accelerometer, model G-Link 200 manufactured by LORD MicroStrain. Data were transferred wirelessly through a LORD MicroStrain WSDA-1500-LXRS Wireless Sensor Data Aggregator to a Microsoft Surface Laptop 4 running SensorConnect software. The frequency response of the sensors is 0.5 Hz to 500 Hz with amplitude resolution from 0.0000002g to 2g. An accelerometer measured the Z-axis which was the plane perpendicular to the surface. Fourier transforms were applied to determine the amplitude of frequency peaks in the vertical axis. During our testing, accelerometers were installed at various locations on the metal surface of the heavy object fixed to the ground.



Figure 8. Estwing (outside)



Figure 9. Estwing Tools (inside)



Figure 10. Klein Tools (inside)

6.0 SURVEY RESULTS

6.1 Noise

Table 1 shows the measured noise levels at various locations in three sites.

Table 1. Measured Noise Levels				
Site	Location		Goal	Measured Noise Level
Estwing	Inside (33 ft from hammer)			105 dBA
	Outside (12 ft from building) With door open			100 dBA
	Outside (12 ft from building) With door closed			78 dBA
Klein Tools	Inside (30 ft from hammer)			105 dBA
	Outside (130 ft from building)			84 dBA*
Estimated Noise Level (based on Estwing)				
New Location (Green Bay)	West	With door open	80 dBA	79 dBA
		With door closed		57 dBA
	South			66 dBA
	East			60 dBA
	North			61 dBA
* The background noise coming from traffic was dominating (loud). Since the traffic noise was too loud, the measurement of the receiving level of the hammering was unavailable.				

- Source Levels
 - o The noise levels inside the factories were similar between the two sites, which was 105 dBA.
- Receiving Levels (Estimated)
 - o West (454 ft away)
 - The estimated noise level at 454 ft outside of the factory to the west is 79 dBA with the door open and 57 dBA with the door closed, which both are less than the noise ordinance of 80 dBA.
 - o South (50 ft away)
 - The estimated noise level at 50 ft outside of the factory to the south is 66 dBA, which is less than the noise ordinance of 80 dBA.
 - o East (200 ft away)
 - The estimated noise level at 200 ft outside of the factory to the east is 60 dBA, which is less than the noise ordinance of 80 dBA.
 - o North (188 ft away)
 - The estimated noise level at 200 ft outside of the factory to the north is 61 dBA, which is less than the noise ordinance of 80 dBA.

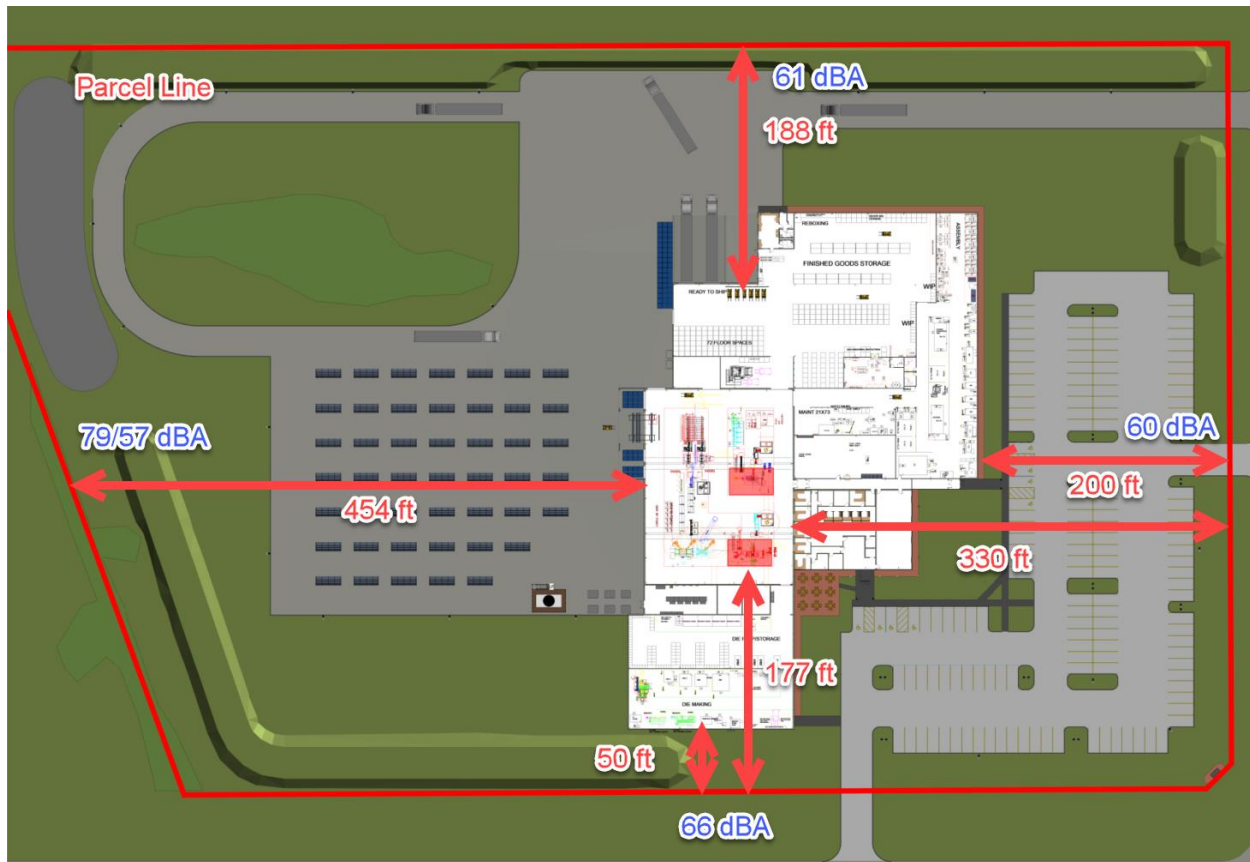


Figure 11. Distance and Estimated Noise Levels at Property Line

- Conclusion
 - o The proposed wall and roof of the future factory in Green Bay would provide enough sound isolation to meet the Green Bay noise code.
 - Note that 80 dBA is only one parameter listed in the noise ordinance, and a court shall consider any relevant factors to determine whether any noise is unreasonable.
 - For reference, 60 dBA is a typical human's conversation level.

6.2 Vibration

Table 2 shows the measured vibration levels at various locations in two sites.

Table 2. Measured Vibration Levels		
Site	Location	Measured Vibration Level
Estwing	Data is not valid.	
Klein Tools	Inside (30 ft from hammer)	0.02 G
	Outside (350 ft from building)	0.003 G*
* The vibration was coming from heavy traffic.		

Table 3 shows the estimated vibration levels of displacement in inches and compared with the vibration ordinance. Note that displacement was calculated based on frequency and acceleration (G).

Table 3. Measured and Estimated Vibration Levels (Displacement in Inches)			
Frequency in Cycles per Second	Maximum Vibration Displacement in inches	Klein Tools (30ft) 0.02 G	New Location (Green Bay) Estimated at 177 ft
Under 10	0.0008	0.00097	0.00016
10-19	0.0005	0.00027	0.00005
20-29	0.0002	0.00012	0.00002
30-39	0.0002	0.00006	0.00001
40 and over	0.0001	0.00006	0.00001

177 ft is the distance between the future hammer location and the closet property line to the south. As shown in Table 3, the estimated vibration levels are much lower than the maximum allowable vibration by 1/10 and meet the vibration ordinance.

ZONING ORDINANCE NO. 19-23

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

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

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

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

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

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

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

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

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

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

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

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

Table I-1. Principal Uses in the PUD

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

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

Note: P = Permitted Use; C = Conditional Use

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

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

Table 1-2. Accessory Uses in the PUD:

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

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

Note: P = Permitted Use; C = Conditional Use

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

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

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

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

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

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

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

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

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

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

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

- b. Additional Function.

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

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

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

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

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

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

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

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

D. STRUCTURAL DESIGN REGULATIONS. The purpose of this section is to regulate the design and materials used for buildings within the PUD area to maintain and enhance the aesthetic, function, and values of property within the greater area.

- I. Applicability. Architectural design of new construction, additions to existing

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

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

2. Architectural Design Standards.

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

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

variety. Flat, unadorned walls should be avoided.

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

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

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

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

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

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

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

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

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

APPROVED:

Eric Genrich, Mayor

ATTEST:

Celestine Jeffreys, City Clerk

jl:
10.13.23

Attachments:

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

EXHIBIT A: LOCATION MAP

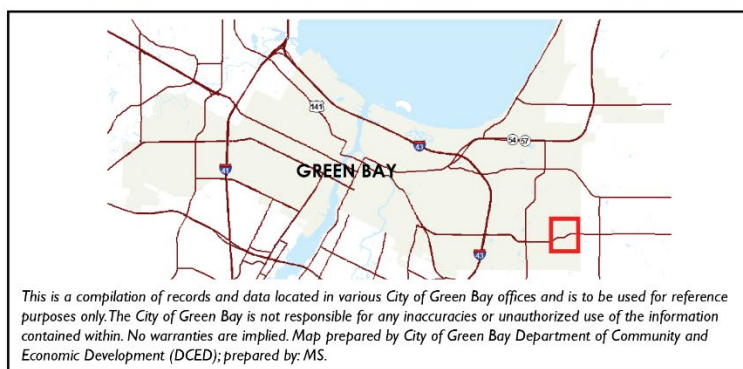
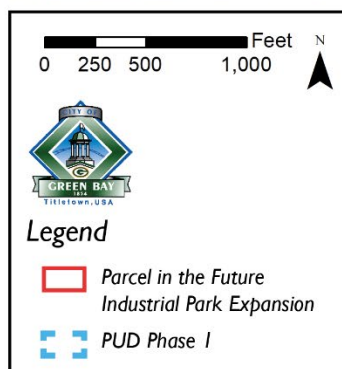
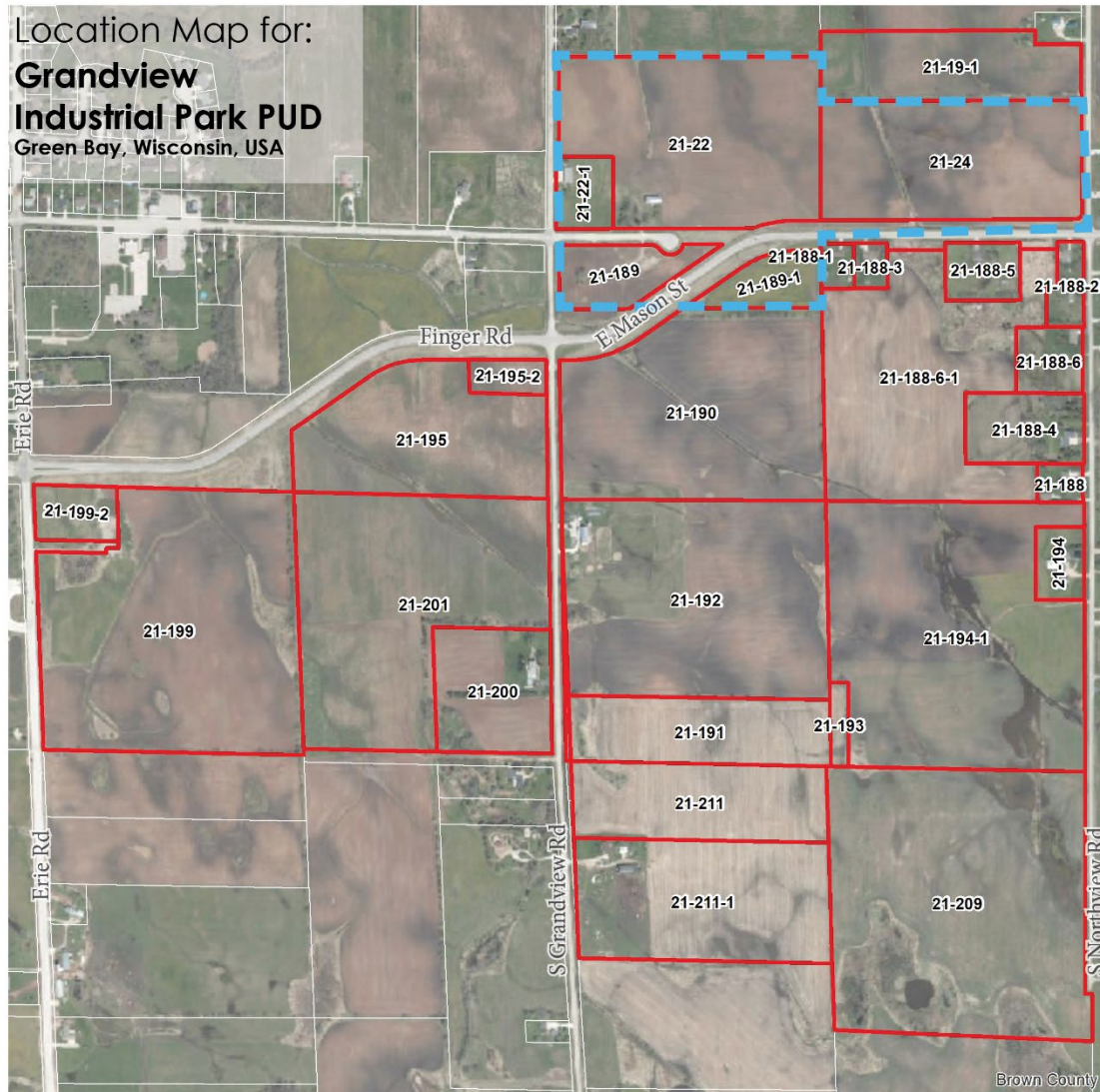


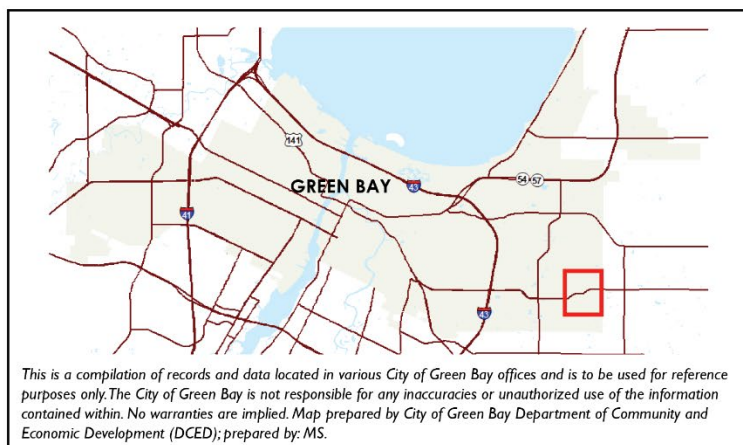
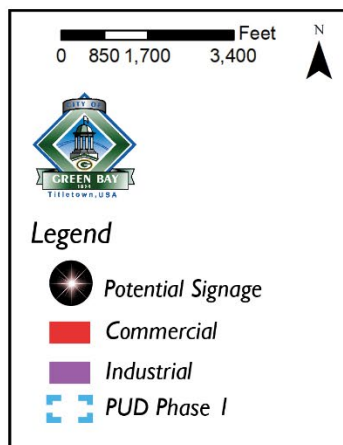
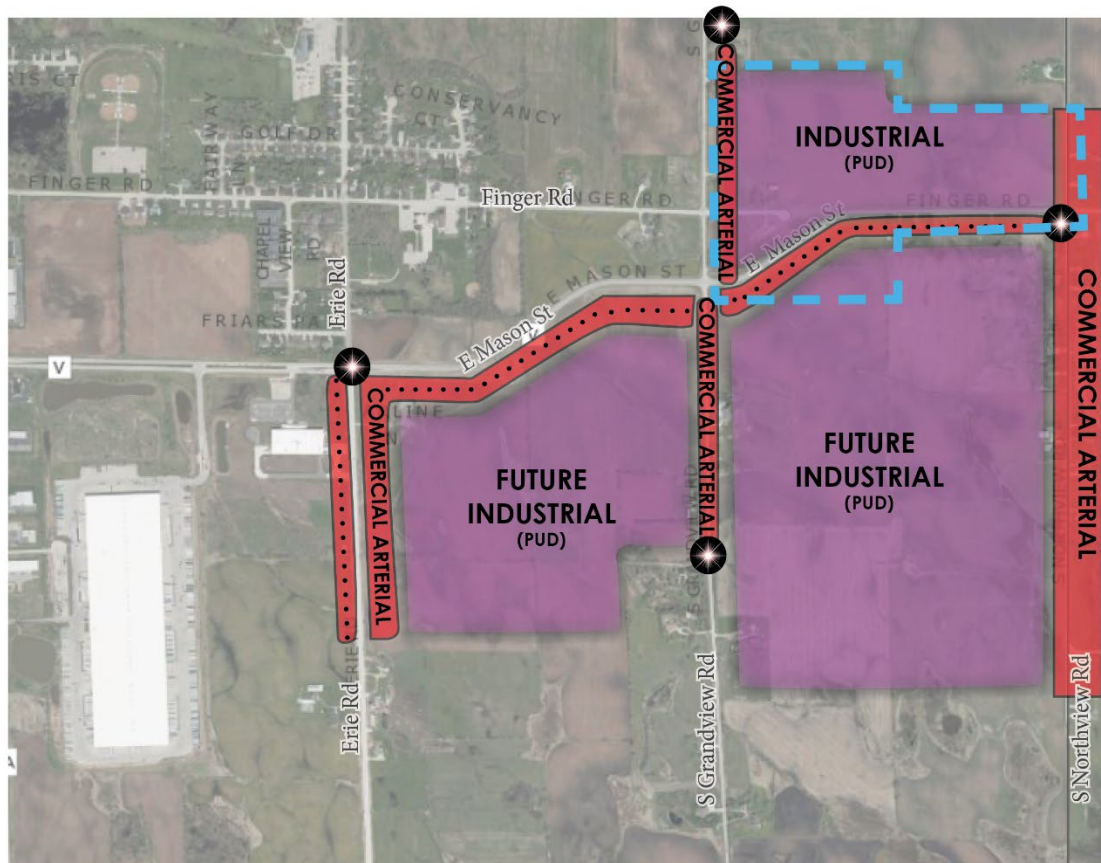
EXHIBIT B: LAND-USE MAP

Land-Use Composition for:

Grandview

Industrial Park PUD

Green Bay, Wisconsin, USA





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: 3855 Finger Rd.

Parcel Number(s): 21-24

Petitioner(s): Cleveland Hardware and Forging, Robert Mach Agent Date: May 20, 2024

Email: rmach@mach-iv.com

Phone Number: 920-569-5765

Address: 2260 Salscheider Ct.

City: Green Bay

State: WI

Zip: 54313

Property Owner: City of Green Bay

Phone Number: 920-448-3396

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, Robert Mach, Agent for Cleveland Hardware and, 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: May 20, 2024

Petitioner Signature(s): Robert Mach

Digitally signed by Robert Mach
Date: 2024.05.20 16:56:18 -0500

Checklist of required attachments:

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

For office use only:

Review Fee: \$375.-

Receipt No.: 2265555-4

Zoning Petition No.: 2P 24-17



Report to the Green Bay Plan Commission

MEETING DATE

June 17, 2024

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.5

(CPA 24-01) Public Hearing on a request to amend the City's Comprehensive Plan for the property located at 2532 University Avenue, 2540 University Avenue, and 2500 Block University Avenue (Parcel 21-1249-1-3) from a combination of Light Industrial and Commercial land uses to Medium/High Density Residential Use.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

June 17, 2024

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.6

(CPA 24-01) Consideration with possible action on a request to amend the City's Comprehensive Plan for the property located at 2532 University Avenue, 2540 University Avenue, and 2500 Block University Avenue (Parcel 21-1249-1-3) from a combination of Light Industrial and Commercial land use to Medium/High Density Residential land use.

BACKGROUND

Reason for Request: The proposed comprehensive plan amendment is proposed to codify underlying Future Land Use to developments recently completed, currently under construction, and proposed, including multifamily uses on three parcels located on University Avenue.

Surrounding Zoning and Land Uses:

Subject Property: General Commercial (C1) | Varied Density Residential (R3) | Planned Unit Development | Vacant and Multi-Family Residential

North: General Commercial (C1) | Self Storage

South: Public Institutional (PI) | Baird Creek Parkway

East: Varied Density Residential (R3) | Green Space, Forest Land

West: General Commercial (C1) | Varied Density Residential (R3) | General Industrial (GI) | Multi-Family Residential and Auto Repair

Comprehensive Plan: The 2022 Smart Growth Green Bay Comprehensive Plan recommends commercial use for this property as well as the properties to the west and north. The comp plan also recommends light industrial to the south and east (the former Packerland Packaging site). The University Avenue Corridor Plan calls for the three parcels to be part of a larger-scale multifamily development.

Report: A zoning change application involving a 1.033 acre parcel at 2532 University Avenue has been submitted by RTH LLC (Toonen Companies) to request the development of a multifamily residential housing project on the parcel. This parcel currently has a future land use designation of commercial within the 2022 Smart Growth Green Bay Comprehensive Plan. In order to rezone the property, a planned unit development or comprehensive plan amendment is needed to permit a zone change on the property in alignment with the comprehensive plan.

The subject parcel is adjacent to the Toonen Companies larger development of the former industrial site parcel, which is a 33-acre property that has both completed and under construction apartment homes. Toonen Companies is seeking to create additional multifamily housing on the 1.033 parcel. To the west of the 1.033 property, Gorman Companies is currently nearing completion of a 48-unit multifamily residential development.

As part of this request, city staff recognizes that the two surrounding properties at 2540 University and Parcel 21-1249-1-3 have a future land use designation of Light Industrial (2540 University Avenue) and Commercial (Parcel 21-1249-1-3). 2540 University Avenue has been part of a multi-year redevelopment

process to change the site from the former Packerland Packing use to a multifamily use. Some of the residential buildings have been leased for years, while other units remain under construction. Parcel 21-1249-1-3 is located at the corner of University and Rothe. This parcel is part of an approved Planned Unit Development to allow for multifamily residential with office/assembly space on a portion of the ground floor.

Toonen Companies has requested the rezone of the parcel at 2532 University Avenue to allow for multifamily use expansion on the conse 1.03-acre lot. The city believes it is appropriate to amend the comprehensive plan for all three properties which have multifamily construction as they are in alignment with the University Avenue Corridor Plan. The University Avenue Corridor Plan calls for the three parcels to have a medium/high density residential use. An action to amend the comprehensive plan for all three properties to Medium/High Density Residential use codifies both the Corridor Plan and existing/under construction/proposed land use for the sites.

Ald. C. Stevens and neighbors within 400 ft. 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 amend the Comprehensive Plan for parcels at 2532 University Avenue, 2540 University Avenue and Parcel 21-1249-1-3 from Light Industrial and Commercial to Medium/High Density Residential.

FISCAL IMPACT

ATTACHMENTS

1. CPA 24-01 Submitted Items
2. 24-01 FLU Map



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: University Avenue

Parcel Number(s): 21-1247-1

Petitioner(s): Vierbicher (Steve Bieda)

Date: 05/21/24

Email: sbie@vierbicher.com

Phone Number: 920-434-9670

Address: 400 Security Blvd

City: Green Bay

State: WI

Zip: 54313

Property Owner: RTH LLC

Phone Number: 920-406-9300

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, Steve Bieda, 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)
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- ☐ 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)
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- ☐ 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: LLC Signature of Bieda

Date: _____

Petitioner Signature(s): SB

5/22/24

Checklist of required attachments:

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

For office use only:

Review Fee: _____

Receipt No.: 2705579-0013

Zoning Petition No.: _____

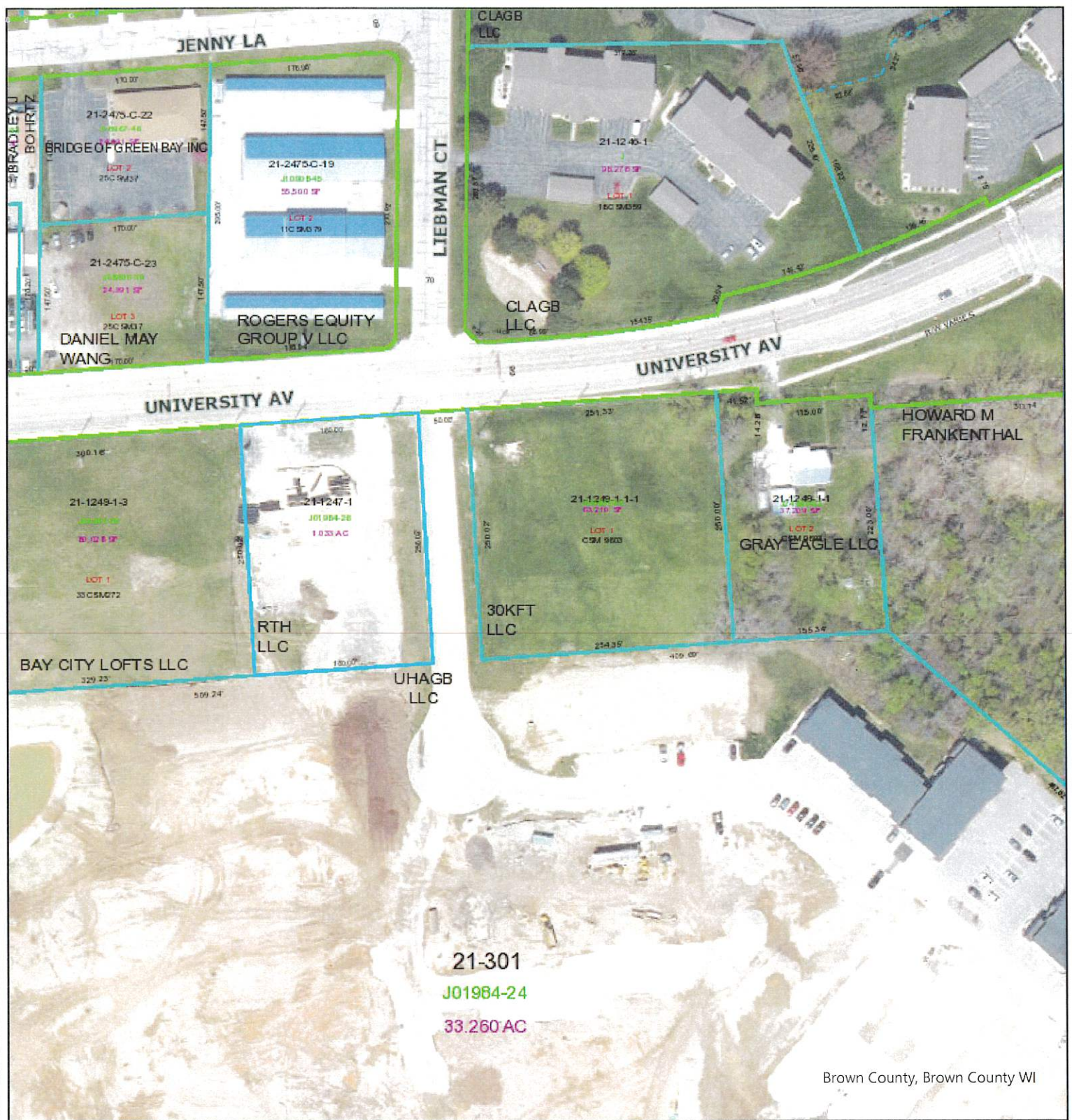
File: R-11514

Client: RTH, LLC

Date: May 22, 2024

Rezone request...

Parcel 21-1247-1 on University Avenue is currently zoned C-1 Commercial with the comprehensive plan showing Commercial for the future land use. The site is currently owned by RTH, LLC, an entity of Robert Toonen of Toonen Companies. Toonen Companies is currently under construction with the multi-family development in the rear of this property (21-301) known as Elevate (comp plan shows LI-Light Industry). They would like to bring elements of the Elevate community down to University Avenue and onto this parcel. By rezoning to R-3, this would allow him to combine the parcels into one and construct another unit closer to University Avenue as part of the overall development of Elevate. I will enclose a proposed site plan for your reference.



1"=188'

1:2,257 Feet

Legend

Property Hook

Parcel Line

Block boundary

Bulkhead Line

Historic Parcel Line (20under)

Hydrography

Lines between deeds or lots (20pdashed)

Lot boundary

Meander line

Original Right of Way

PLSS line

Parcel line

Plat boundary

Private Road Right of Way

Right of Way line

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TaxP

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UGB - GIS

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Date Printed: 22 May 2024

City of Green Bay

UNIVERSITY AVENUE

<<15" SAN

33'

33'

<<15" SAN

BIO-FILTER

APPROXIMATELY
6.5' EXPOSED

24 UNITS
(12 per FLOOR)

FF ELEV.:145.00

13 STALLS

APPROXIMATE 3.5'
FINISHING WALL

ELEV. @ GARAGE
DOOR OPENING: 145.50

12 STALLS

ELEV. @ GARAGE
DOOR OPENING: 149.50

12 STALLS

APPROXIMATELY
7' EXPOSED

5 STALLS

CLUBHOUSE

FF ELEV.:157.15

STAIRS

ELEV. @ GARAGE DOOR
OPENING: 155.30

MAIL
FF ELEV.:151.05



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Parcel Line

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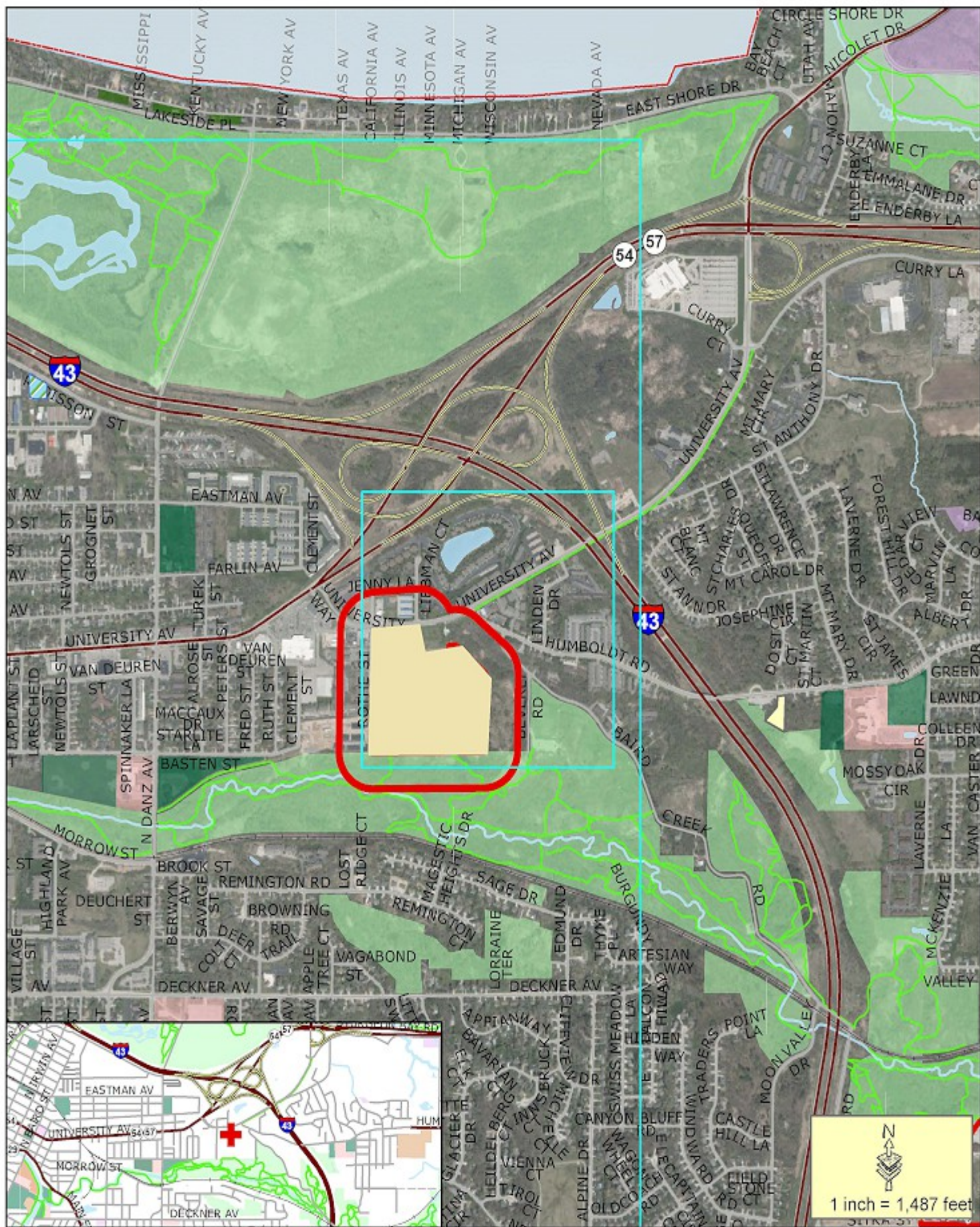
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City of Green Bay



Proposed Comp Plan Amend Area

400' Property Owner Notice

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Map prepared by JL

Proposed Comprehensive Plan Amendment
2532 University Ave, 2540 University Avenue
and 2500 Block University Avenue (Parcel 21-1249-1-3)
Light Industrial and Commercial Land Uses
to Medium/High Density Land Use



Report to the Green Bay Plan Commission

MEETING DATE

June 17, 2024

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.7

(ZP 24-18) Public hearing on a request for a rezone at 2532 University Avenue from General Commercial (C1) to Varied Density Residential (R3) submitted by Steve Bieda of Vierbicher; RTH LLC, property owner. (Ald. C. Stevens, District 5).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

June 17, 2024

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.8

(ZP 24-18) Consideration with possible action on a request for a zoning district change at 2532 University Avenue from General Commercial (C1) to Varied Density Residential (R3), submitted by Steve Bieda of Vierbicher; RTH LLC, property owner. (Ald. C. Stevens, District 5).

BACKGROUND

Reason for Request: The proposed rezoning would permit the expansion of multifamily development along University Avenue for 2532 University Avenue (Parcel 21-1247-1), which is a 1.033 lot adjacent to te 33.3 acre Toonen Properties University Heights apartment campus.

Surrounding Zoning and Land Uses:

Subject Property: General Commercial (C1) | Vacant

North: General Commercial (C1) | Self Storage

South: Varied Density Residential (R3) | University Heights Multi-Family Residential

East: Varied Density Residential (R3) | University Heights Multi-Family Residential

West: Planned Unit Development | Multi-Family Residential

Comprehensive Plan: The 2022 Smart Growth Green Bay Comprehensive Plan recommends commercial use for this property as well as the properties to the west and north. The comp plan recommends light industrial to the south and east (the former Packerland Packaging industrial site). The University Avenue Corridor Plan calls for the area to be part of a larger-scale multifamily development. As noted from the previous comprehensive plan amendment item on the agenda, city staff recommends approval of the land use designation for this site and the surrounding western and southern properties to clean up and codify the area as medium/high density residential, which is consistent with both existing development patterns and the proposed redevelopment of the 1.033 acre site.

Report: The zoning change application involves a 1.033 acre parcel at 2532 University Avenue.

Toonen Companies is looking to create additional multifamily housing at the subject parcel. The parcel has been a blighted brownfield site for approximately 10 years. Past uses included an auto service center and gas station, but those facilities were razed in 2018.

Toonen Companies owns and operates University Heights apartment campus on the 33-acre property directly south and east of the subject property. Toonen Companies is seeking a rezone to expand their existing residential campus with an additional 2-story residential apartment building and parking for the campus clubhouse, which is to be constructed directly south of the subject parcel.

Ald. C. Stevens and neighbors within 400 ft. 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 General Commercial (C1) to Varied-Density Residential (R3).

FISCAL IMPACT

ATTACHMENTS

1. 24-18 Application and Submitted Materials
2. 24-18 Zoning Map



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: University Avenue

Parcel Number(s): 21-1247-1

Petitioner(s): Vierbicher (Steve Bieda)

Date: 05/21/24

Email: sbie@vierbicher.com

Phone Number: 920-434-9670

Address: 400 Security Blvd

City: Green Bay

State: WI

Zip: 54313

Property Owner: RTH LLC

Phone Number: 920-406-9300

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, Steve Bieda, 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)
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Owner Signature: _____

Date: _____

Petitioner Signature(s): Steve Bieda

5/22/24

Checklist of required attachments:

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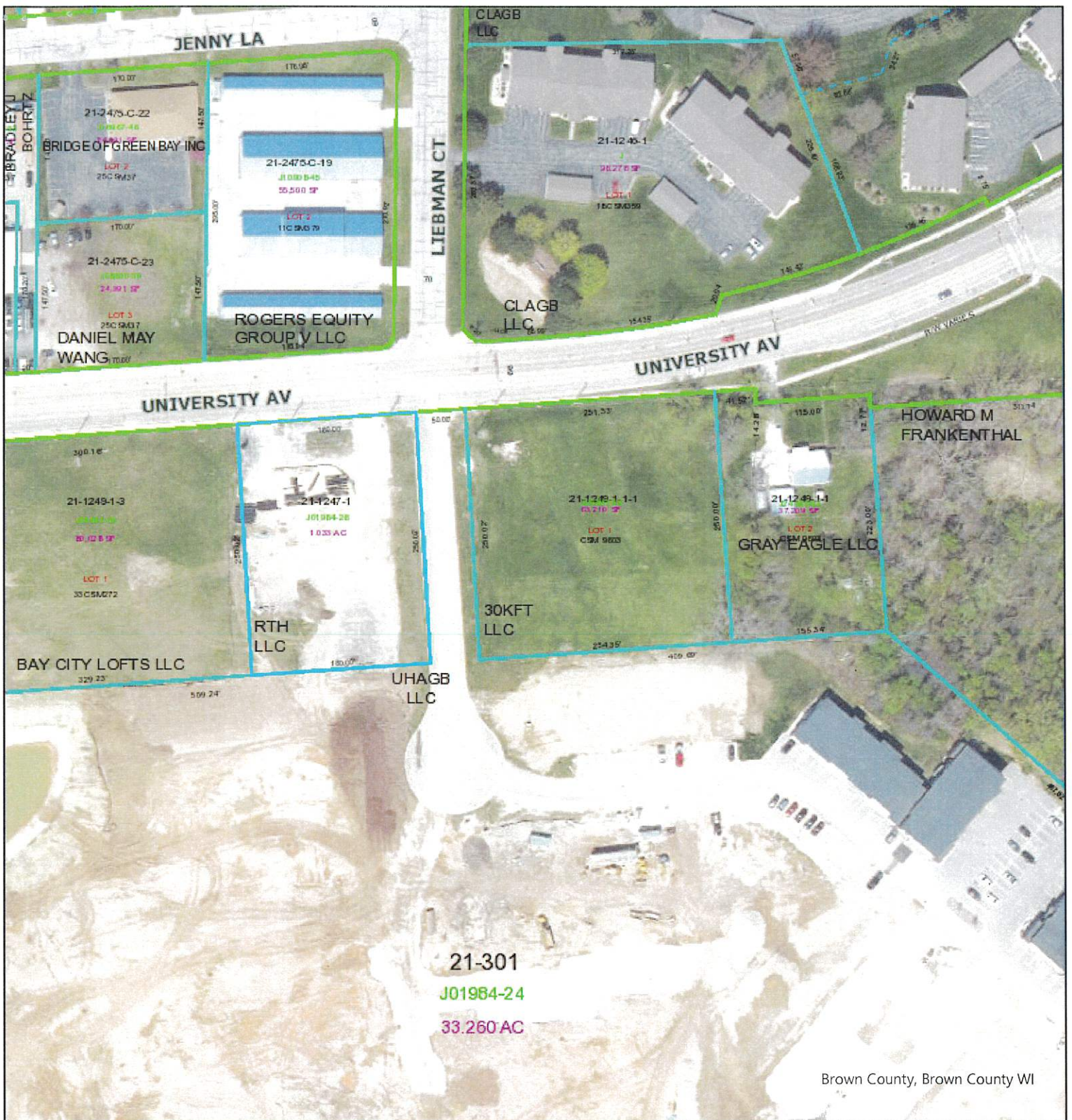
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Client: RTH, LLC

Date: May 22, 2024

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Date Printed: 22 May 2024

City of Green Bay

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Brown County Municipalities, Brown County, Brown County WI



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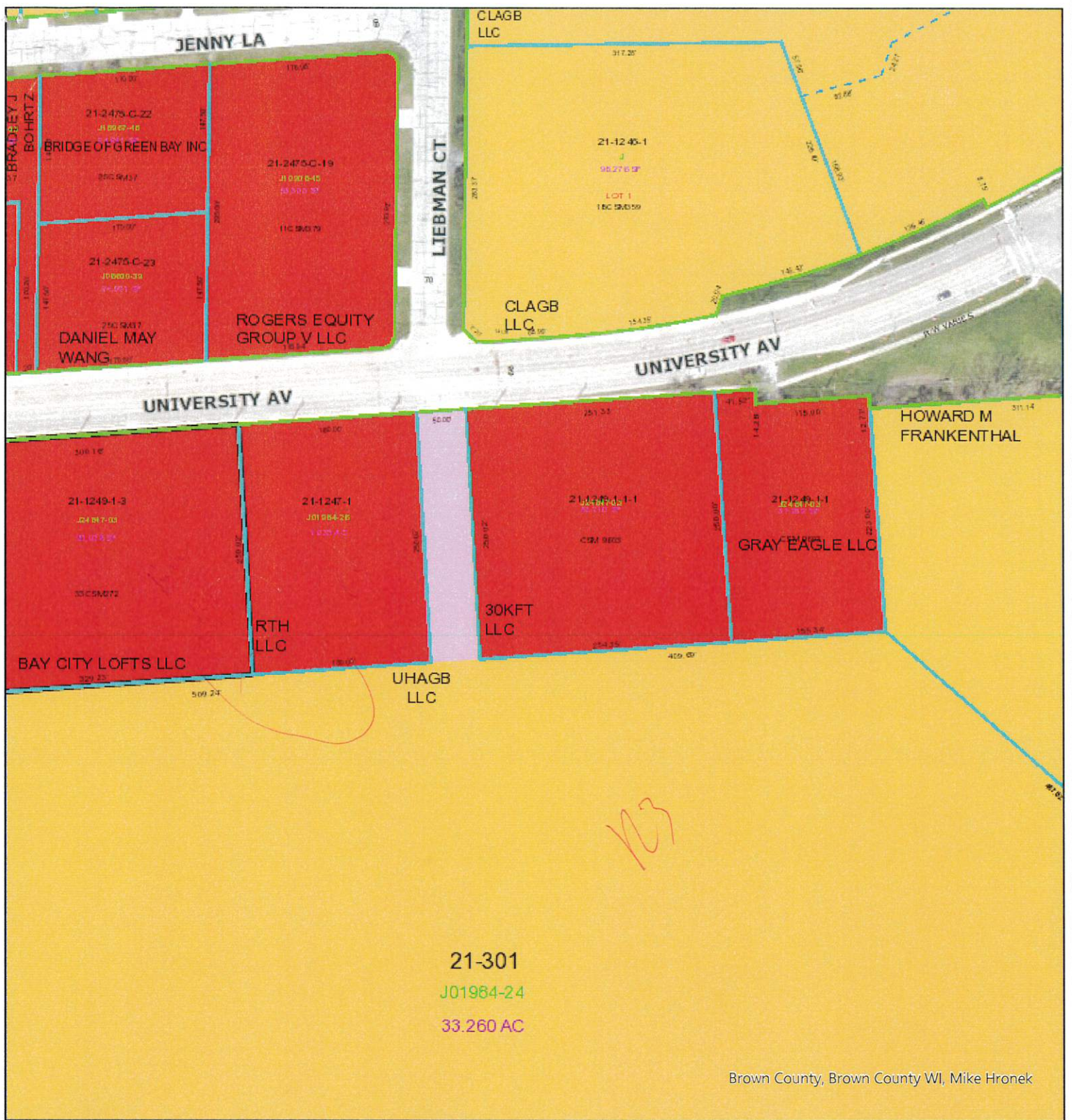
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Date Printed: 22 May 2024

City of Green Bay



Brown County, Brown County WI, Mike Hronek



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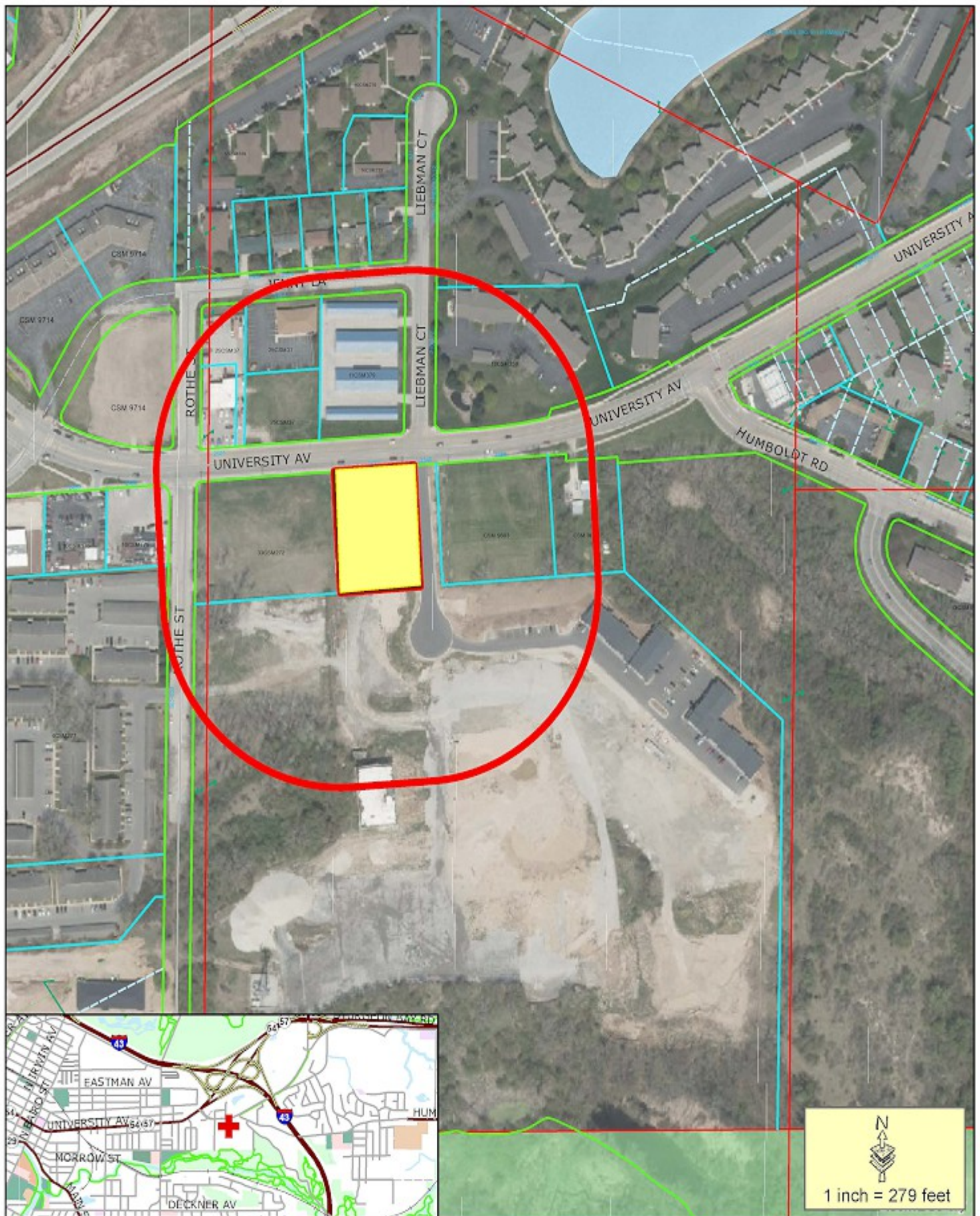
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Date Printed: 22 May 2024

City of Green Bay



- Proposed Rezone Parcel
- 400' Property Owner Notice

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Map prepared by JL

Proposed Rezone Parcel
2532 University Ave
General Commercial (C1) to
Varied Density Residential (R3) Zoning District



Report to the Green Bay Plan Commission

MEETING DATE

June 17, 2024

PREPARED BY

AGENDA ITEM # F.I

Director's report.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Development Tracking PUBLIC 20240607



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 - May 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	Property transferred. Construction starting November 2024.	225	0	\$21,000,000
2	JBS	Revel49, Gorman & Co.	0 Lime Kiln Rd	Destination park, mixed housing, urban farm	Development partners approved in April. Site design underway. Road and utility construction out to bid. Staff working to create new TID.	TBD	TBD	TBD
3	New Land 221 Cherry	New Land Enterprises	221 Cherry	Market rate multi-family rental, retail	DA and PUD approved. Construction anticipated in October. Staff working to create new TID.	268	0	\$38,000,000
4	Former Badger Sheet Metal	General Capital Group	420 S. Broadway/419 S. Maple	Market rate multi-family rental, fire station, retail, green infrastructure corridor	Development partner approved in April. Site design underway.	TBD	TBD	TBD
5	Monroe/Chicago RDA Site	TBD	436 S. Monroe	Multi-family rental, ground floor commercial	RFP to be reissued in May.	TBD	TBD	TBD
6	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
7	University Ave	Neighborworks Green Bay	Near 1120 University Ave	16 Unit Complex	Bidding and Design process. Planning Option expires 7/11/24.	TBD	14	TBD
8	4th Street	Neighborworks Green Bay	4th Street and Chestnut	7 unit town house development	Finalizing bidding and design. DA to be considered at June RDA	7	4	\$1,900,000.00
9	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 11/14/24.	52	TBD	TBD
10	Public Market Parking Lot Redevelopment	TBD	204 N. Chestnut	Parking ramp, multi-family housing, commercial	RFP to be released in June	TBD	TBD	TBD

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

City of Green Bay Development Tracker - May 2024

#	Project Name	Developer	Project Location	Project Description	Status Update	Housing Units		Est. Prop Value
11	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, to be announced this Summer.	Total #	Under 80%	TBD
						NA	NA	
12	Cleveland Hardware/Green Bay Drop Forge	Cleveland Hardware & Forging Co.	3855 Finger Rd	Industrial	Design phase. PO Expires 8/6/24	Total #	Under 80%	TBD
						NA	NA	
13	Shipyard Phase I	City/RDA	100 W. Mason, 239 Arndt	Riverfront promenade, pier, docks, kayak launch, habitat, site utilities	Under construction. Ribbon cutting tentatively scheduled July 17	Total #	Under 80%	NA
						NA	NA	
14	Shipyard Phase 2	City/RDA	100 W. Mason St	Event lawn, dog park, urban beach, splash pad, playground	RFP for engineering is being prepared by Parks Dept. Construction likely to start in early 2025	Total #	Under 80%	NA
						NA	NA	
15	Schauer & Schumacher	Investment Creations	227 E Walnut, 101 & 109 N Adams St	Multi-family housing, commercial	Planning/design underway. PO expires 11/14/24.	Total #	Under 80%	TBD
						TBD	0	
16	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	
17	Veterans Village	Veterans First	2890 Anthony Drive	Cottage Court development for veterans	PUD application to be considered at Council June 11	Total #	Under 80%	TBD
						21	21	
18	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	
19	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	
20	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	
21	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	

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

City of Green Bay Development Tracker - May 2024

#	Project Name	Developer	Project Location	Project Description	Status Update	Housing Units		Est. Prop Value
22	1008 Smith St.	Habitat for Humanity	1008 Smith Street	Affordable single-family	DA expires 12/31/2024	Total #	Under 80%	\$240,000
						1	1	
23	1132 Harvey St.	Habitat for Humanity	1132 Harvey Street	Affordable single-family	DA expires 12/31/2024	Total #	Under 80%	\$250,000
						1	1	
24	1151 Reber St.	Habitat for Humanity	1151 Reber Street	Affordable single-family	DA expires 12/31/2024	Total #	Under 80%	\$250,000
						1	1	
25	Habitat Homestead	Habitat for Humanity	0 Richmond Street	Affordable single-family owner occupied detached homes and townhomes	Development Agreement approved in March. Road construction underway.	Total #	Under 80%	\$2,925,000
						14		

TOTAL UNITS	UNDER 80%	TOTAL VALUE
695	43	\$82,006,300

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