



AGENDA OF THE GREEN BAY PLAN COMMISSION

MONDAY, JANUARY 13, 2025, 6:00 PM
City Hall, Room 604 - The Harry Maier Room.
Virtual attendance is also available via Zoom.

A. Zoom Meeting Information.

- I. Join Zoom Meeting Online:

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

Or call in by phone: +1 312 626 6799

Meeting ID: 841 3767 5822

Passcode: 483400

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

B. Roll Call.

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

C. Approval of the Agenda.

- I. Approval of the agenda for the Monday, January 13, 2025, meeting of the Green Bay Plan Commission.

D. Approval of Minutes.

- I. Approval of the minutes from the November 25, 2024 meeting.

E. Regular Business.

- I. (ZP 24-40) Public Hearing on a request to establish a Planned Unit Development located at 1835 Ridge Road and 1820 Frank Street, submitted by Vierbicher on behalf of Kuehn Ridge Holdings LLC, property owner (Ald. C. Wery, District 8).

2. (ZP 24-40) Consideration with possible action on a request to establish a Planned Unit Development located at 1835 Ridge Road and 1820 Frank Street, submitted by Vierbicher on behalf of Kuehn Ridge Holdings LLC, property owner (Ald. C. Wery, District 8).
3. (ZP 24-41) Public Hearing on a request to establish a Planned Unit Development located at 1835 Ridge Road, submitted by Vierbicher on behalf of WISC Short Term Rentals LLC, property owner (Ald. C. Wery, District 8).
4. (ZP 24-41) Consideration with possible action on a request to establish a Planned Unit Development located at 1835 Ridge Road, submitted by Vierbicher on behalf of WISC Short Term Rentals LLC, property owner (Ald. C. Wery, District 8).
5. (CPA 24-05) Public hearing on a request to amend the Smart Growth 2022 Comprehensive Plan for 500 Day St from future Industrial land-use to downtown land-use, submitted by Community and Economic Development (Ald. Proffitt, District 7).
6. (CPA 24-05) Consideration with possible action on a request to amend the Smart Growth 2022 Comprehensive Plan for 500 Day St from future Industrial land-use to downtown land-use, submitted by Community and Economic Development (Ald. Proffitt, District 7).
7. (ZP 24-48) Public hearing on a request to rezone 500 Day St from GI General Industrial District to D2 Downtown Two District, submitted by Community and Economic Development (Ald. Proffitt, District 7).
8. (ZP 24-48) Consideration with possible action on a request to rezone 500 Day St from GI General Industrial District to D2 Downtown Two District, submitted by Community and Economic Development (Ald. Proffitt, District 7).
9. (ZP 24-50) Public Hearing on a request for a Conditional Use Permit (CUP) to allow a single-family home use within the (OR) Office-Residential district at 158 N. Maple Street, submitted by David Erickson of Neighborworks Green Bay, applicant; City of Green Bay Redevelopment Authority, property owner (Ald. B. Johnson, District 9).
10. (ZP 24-50) Consideration with possible action on a request for a Conditional Use Permit (CUP) to allow a single-family home use within the (OR) Office-Residential district at 158 N. Maple Street, submitted by David Erickson of Neighborworks Green Bay, applicant; City of Green Bay Redevelopment Authority, property owner (Ald. B. Johnson, District 9).
11. (ZP 24-51) Public Hearing on the request for a Conditional Use Permit (CUP) to allow a multiple-message sign at 1902 N Irwin Avenue, submitted by Trevor Bowman of Lamar Central Outdoor, LLC, applicant and easement holder; Manuel Bustamante Razo, property owner (Ald. J. Prestley, District 6).
12. (ZP 24-51) Consideration with possible action on the request for a Conditional Use Permit (CUP) to allow a multiple-message sign at 1902 N Irwin Avenue, submitted by Trevor Bowman of Lamar Central Outdoor, LLC, applicant and easement holder; Manuel Bustamante Razo, property owner (Ald. J. Prestley, District 6).
13. (ZP 24-52) Public Hearing on a request to rezone 501 S. Washington Street (Parcel 15-169) from Public Institutional (PI) district to Downtown One (DI) district, submitted by Community and Economic Development (Ald. B. Johnson, District 9).

14. (ZP 24-52) Consideration with possible action on a request to rezone 501 S. Washington Street (Parcel 15-169) from Public Institutional (PI) district to Downtown One (D1) district, submitted by Community and Economic Development (Ald. B. Johnson, District 9).
15. (SP 25-01) Consideration with possible action on the request to declare city-owned properties as surplus located at 0 Mason Way (Parcel 21-1288-2 & Portion of Parcel 21-1281), submitted by Department of Community and Economic Development, property owner (Ald. B. Galvin, District 4).
16. (TA 24-03) Public Hearing on a request to Amend Section 44-82(2)d, Green Bay Municipal Code, removing the sections related to the zoning amendment protest petition, submitted by the City of Green Bay Law Department.
17. (TA 24-03) Consideration with possible action on a request to Amend Section 44-82(2)d, Green Bay Municipal Code, removing the sections related to the zoning amendment protest petition, submitted by the City of Green Bay Law Department.

F. Informational.

1. Director's report.
2. 2025 Plan Commission meeting schedule and deadlines
3. Date of next meeting: January 27, 2025.

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

January 13, 2025

PREPARED BY

AGENDA ITEM # E.I

(ZP 24-40) Public Hearing on a request to establish a Planned Unit Development located at 1835 Ridge Road and 1820 Frank Street, submitted by Vierbicher on behalf of Kuehn Ridge Holdings LLC, property owner (Ald. C. Wery, District 8).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # E.2

(ZP 24-40) Consideration with possible action on a request to establish a Planned Unit Development located at 1835 Ridge Road and 1820 Frank Street, submitted by Vierbicher on behalf of Kuehn Ridge Holdings LLC, property owner (Ald. C. Wery, District 8).

BACKGROUND

Primary Address: 1835 S Ridge Road & 1820 Frank Street

Aldersperson/District: Ald. Wery / District 8

Reason for Request: To permit the development of a mixed-use building and commercial building on these parcels

Subject Parcel Zoning and Land Use: Subject property is currently zoned Office Residential. It is a temporary parking lot vacant green space on 1835 S Ridge, and a single-family home exists at 1820 Frank Street.

Surrounding Zoning and Land Uses:

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

South: Public Institutional (PI) | Lambeau Field

West: Office Residential (OR) & Low-Density Residential (RI) | Two-Family Homes, Vacant Green Space, and Parking

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

Comprehensive Plan: The 2022 Smart Growth Plan designates this area for Low-Density Residential uses. While PUDs should generally follow the City's Comprehensive Plan, we are in the process of updating our comprehensive plan. Draft data shows this area should be designated for higher density and mixed use.

Analysis: This PUD proposal will allow for the development of two buildings on these parcels (which will be required to be combined as part of the PUD): Building A is a commercial building and Building B is a mixed-use building. The applicant refers to this development as "Lombardi Time Square". The parcel is 120,882 square feet / 2.78 acres. The applicant is looking to achieve higher density than is allowed in the base Office Residential (OR) district, aiming for requirements closer to our Downtown (D) district. Additionally, the mix of uses proposed is more appropriate under a PUD versus OR zoning.

Building A is a commercial building that will stretch across the Lombardi Avenue frontage. It will be 31,000 square feet in size with 46 underground parking stalls. There is a slope from the Lombardi/Ridge intersection headed east to the end of the parcel, which requires varied building height and stories. They are requesting a maximum height of 75 feet but anticipate the building to be only five (5) stories. The uses will primarily be retail and office, with other commercial uses allowed (based on Downtown zoning district allowed uses).

Building B is a mixed-use building located at the southeast corner of S Ridge and Thorndale. It will be 12,000 square feet in size with 18 underground parking stalls. They are requesting a maximum height of 52 feet, but only propose a four (4)-story building. The first floor will be commercial, and the top three (3) stories will be multi-family residential. There will be eight (8) units per floor, for a total of 24 units.

Impervious surface for this lot will be 95% (requirement in OR is 60% and Downtown is 100%). Requested setbacks are one (1) foot for side setbacks, and a 10-foot setback along Lombardi Avenue. With the heavy commercial presence in the area and the applicants desire for a “downtown feel”, we have reduced the setbacks to a zero setback requirements for all buildings on this site. Additional, we have added a 10-foot building setback maximum along Lombardi and a five(5)-foot building setback maximum along Ridge, Thorndale, and Frank.

A parking lot setback/buffer of five (5) is still required throughout the site. Additionally, a 10-20 foot landscape buffer is required along the pedestrian right-of-way on the southeast portion of the property, compliant with Section 44-1964 of GBMC. There have been discussions about a possible pedestrian right-of-way expansion in this area; the draft PUD requires a minimum of a 10-foot buffer area regardless of this expansion.

The rest of the site will contain 119 parking stalls and landscaped areas. There are three (3) main access points for this site: Ridge Road (full 3-lane access), Thorndale Street (full 2-lane access), and Frank Street (full 2-lane access). There is an additional driveway on Thorndale directly entering underground tenant parking only.

These access points, parking, and associated road improvements are supported by an updated Traffic Impact Analysis (TIA). A TIA was originally done in 2016. With recent development in that area and much neighborhood concern about traffic, we requested an update to the TIA. This has been completed and reviewed by our Department of Public Works. Here are their conclusion comments:

“The recommended roadway improvements are expected to provide safe and efficient operations at the study intersections with the Lombardi Time Development traffic. Traffic calming treatments at the Thorndale Street/Frank Street intersection are expected to discourage cut-through traffic along Thorndale Street. Signing and marking of movement restrictions at the Thorndale site driveway will further deter development traffic from traveling into the neighborhood when leaving the site.”

A neighborhood meeting was held on Thursday, October 3, 2024. Approximately 60 members of the community attended. Many in attendance had concerns about traffic, noting an 8-year-old TIA may not be reflective of current conditions. There were some concerns about building heights, but also understanding that something higher density is most appropriate along Lombardi Avenue. Some neighbors also had concerns about the number of access points to the site, noting that Thorndale will be used as a “cut-through”. After this and discussions with City Staff, the applicant completed an update to the TIA, as noted above. With DPW’s approval, staff is supportive of the proposed site layout.

Ald. Wery, Lombardi Neighborhood Association, and property owners within 400-feet have been notified of the request. These neighbors were also notified when this was first applied for (Fall 2024). At that time, we received some neighborhood opposition. With the updated mailing for the new proposal, we have received a few calls looking for information, a call in opposition, and the attached public comments, including a letter from the neighborhood association.

RECOMMENDATION

Approval of the request, subject to the draft PUD and the following condition:

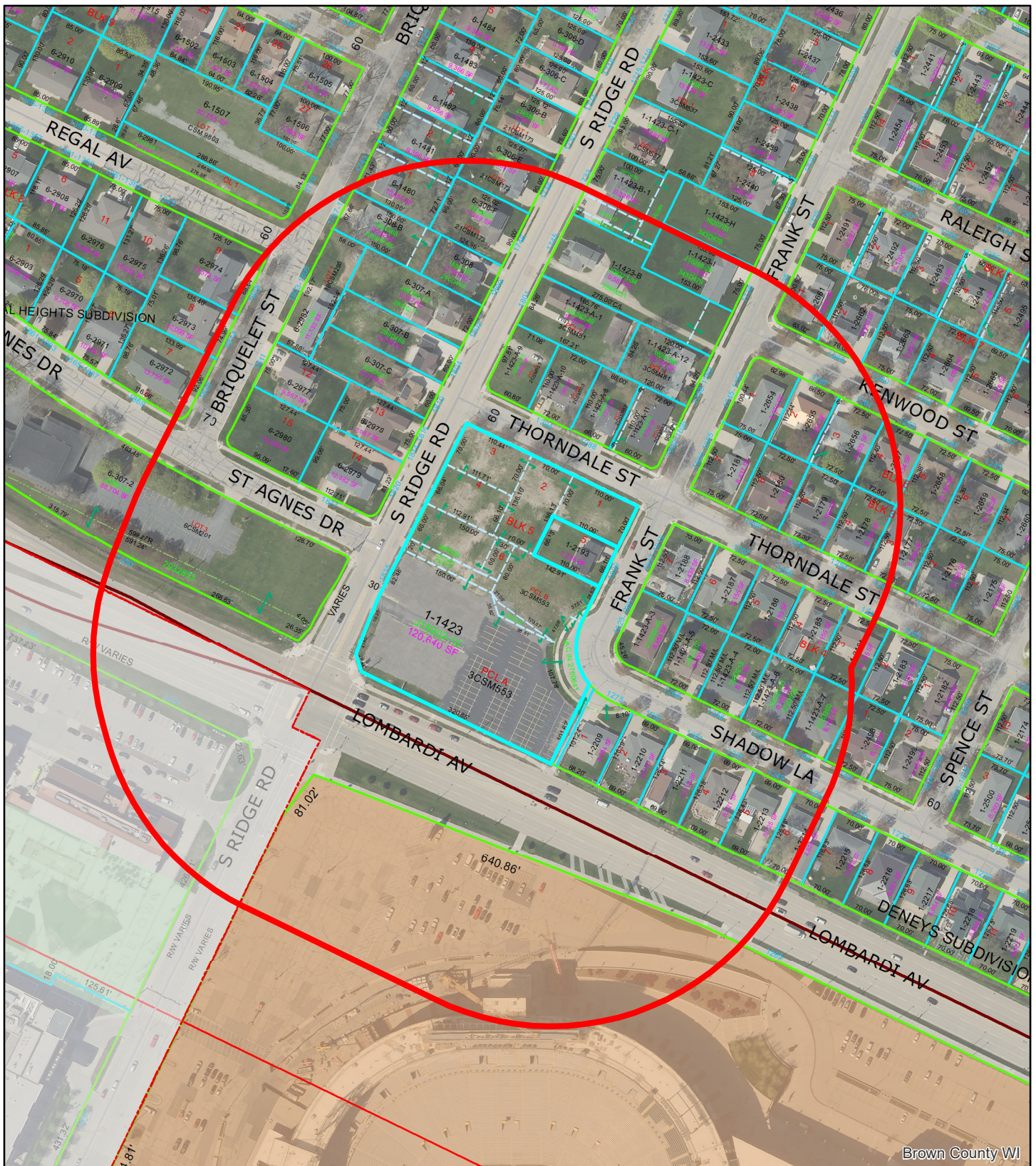
1. Parcels # 1-1423 and # 1-2193 shall be combined for this PUD to be in effect.
2. Right-of-Way improvements as shown as part of the Traffic Impact Analysis and Site Plan shall be

installed as part of this PUD. All right-of-way changes, including any proposed changes, shall be reviewed and approved by the Department of Public Works.

FISCAL IMPACT

ATTACHMENTS

1. ZP 24-40 Map, Exhibit A
2. ZP 24-40 Site Plan, Exhibit B
3. ZP 24-40 Conceptual Renderings, Exhibit C
4. ZP 24-40 Z.O. 03-25, DRAFT PUD, 1835 Ridge
5. ZP 24-40 UPDATED Lombardi Time Square_TIA- SUMMARY
6. ZP 24-40 PUD Narrative
7. ZP 24-40 Updated Application
8. ZP 24-40 & ZP24-41 ONLINE COMMENTS FOR COMMITTEES & COUNCIL



Brown County WI



(ZP 24-40) PUD at 1835 Ridge Road and 1820 Frank Street

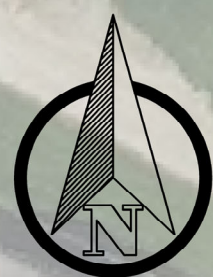


This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. E.R. 23 Oct 2024 X:\Planning\Basemaps\template_8.5x11.mxd

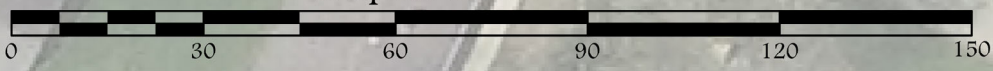
- 1835 Ridge & 1820 Frank
- 400' Notification Area

- Planned Unit Development -

City of Green Bay, Brown County, Wisconsin.



Graphic Scale: 1" = 30'



Total Parcel Size = 120,880 square feet / 2.78 acres
[118,622 square feet / 2.72 acres after r/w dedication]

Approximate parking stats:

surface parking = 119
total parking incl. underground = 183
(119 surface + 64 underground)

Landscaping:

All buildings to be landscaped around perimeter
All parking islands to be landscaped with trees
Greenspace = 5% - 6,000 sq. ft. +/-

Tenant only access

Full access

Proposed center turn lane striping

12,000 S.F. FOOTPRINT
RESIDENTIAL & RETAIL BUILDING
ENCLOSED PARKING [18]
MAX HEIGHT = 52 FEET

Full access

Additional right of way for
turn lane into site

Full access

31,000 S.F. FOOTPRINT
RETAIL, COMMERCIAL & OFFICE BUILDING
UNDERGROUND PARKING [46]
MAX HEIGHT = 75 FEET

Landscaped grading area

Stem wall / signage
(zero setback from r/w)

additional right of way
for expanded sidewalk



DRAWING NO.
S-3717

PROJECT NO.
D-12114

SHEET NO.
1 of 1

Kuehn Ridge Holdings LLC

vierbicher
planners | engineers | advisors



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

TAX PARCEL NO. 1-1423, 1-2193

Planned Unit Development

Lombardi Ave., Ridge Rd.,
Thorndale St. & Frank St.

Data File:

Fieldwork Completed:

DRAWN BY
BAR

SCALE
1" = 30'





Corner of Lombardi and Ridge



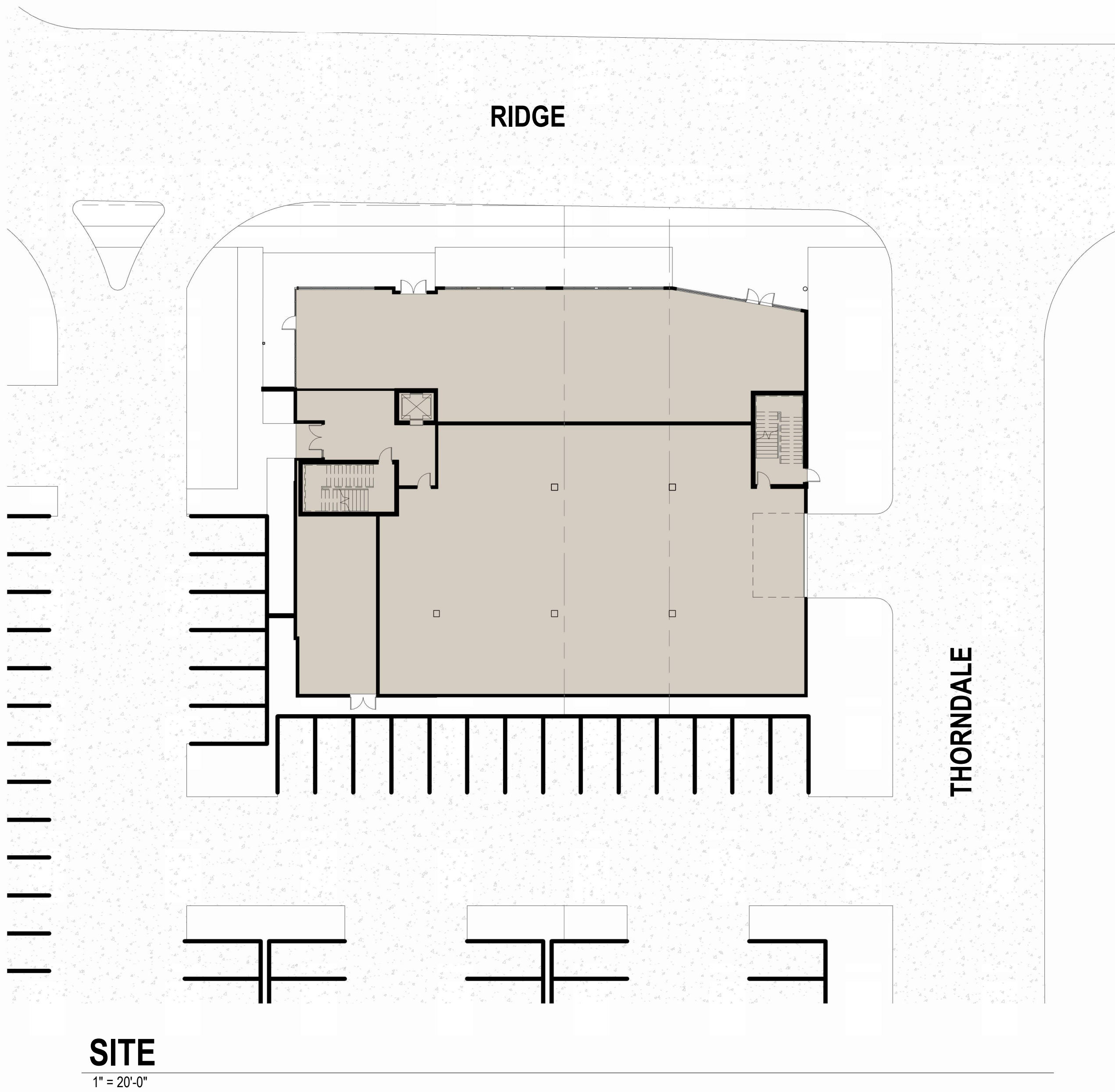
SOUTHEAST CORNER



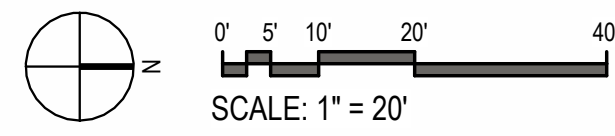
SOUTHWEST CORNER

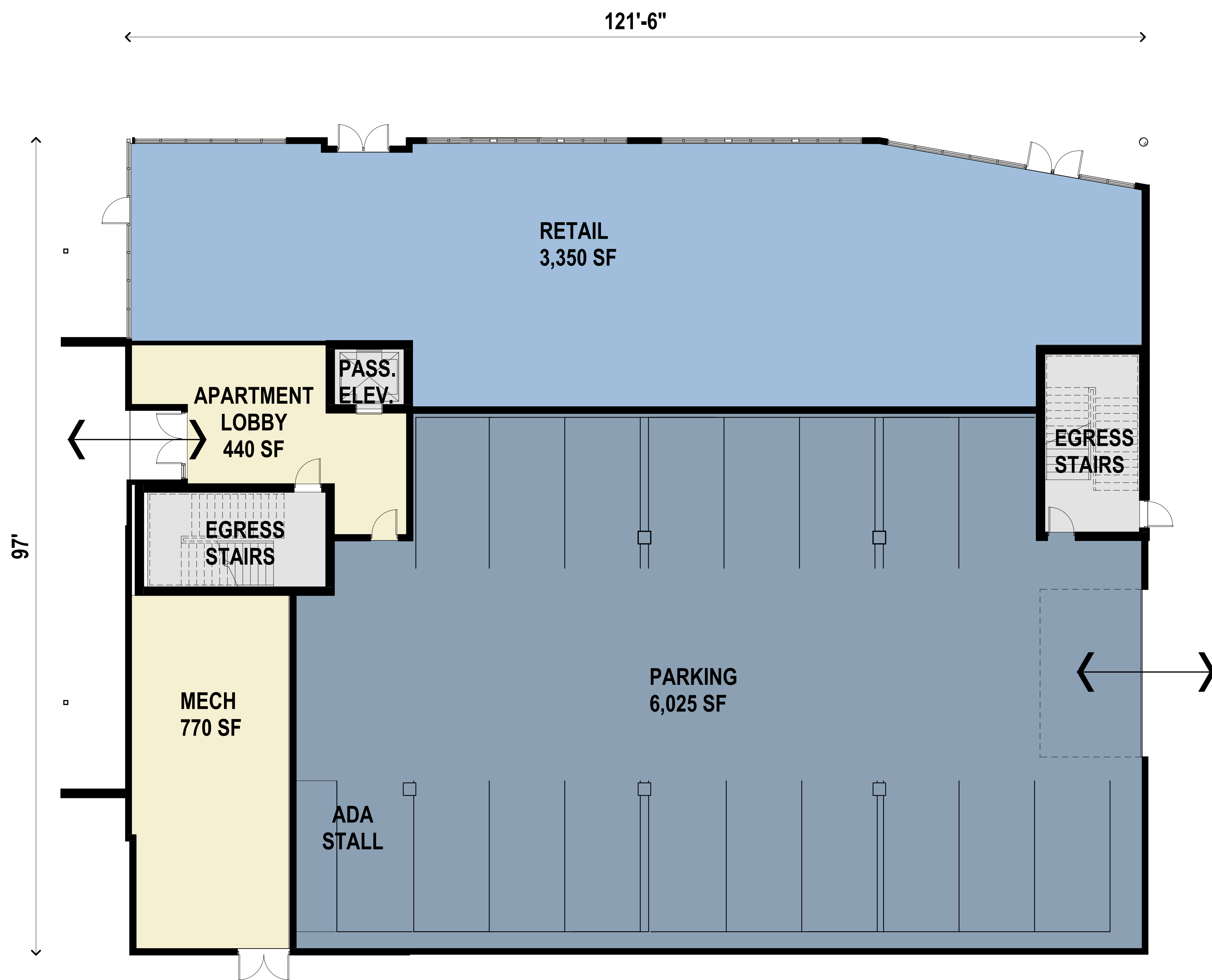


RIDGE AND THORNDALE

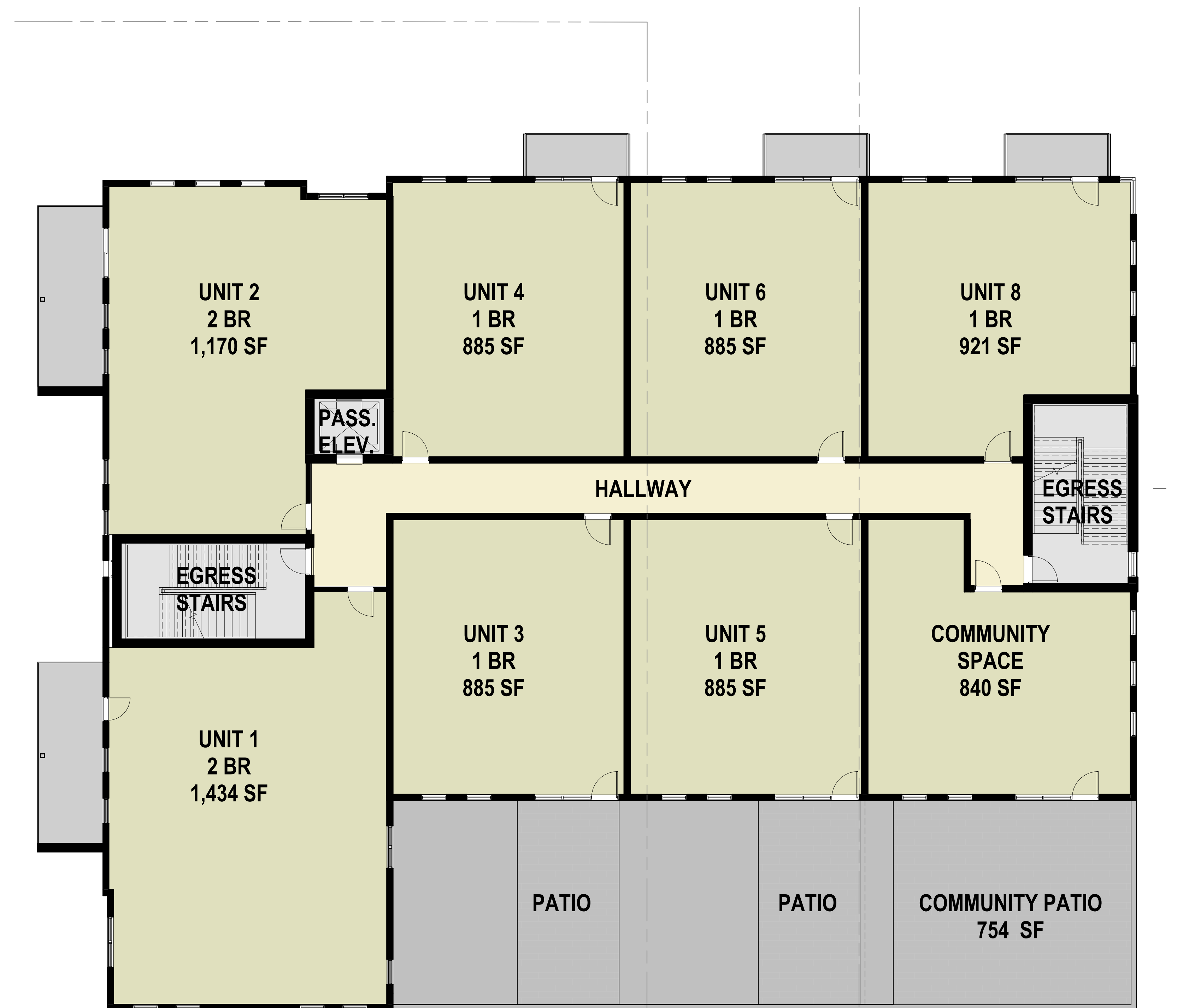


	GSF
4TH FLR	9,777
3RD FLR	9,777
2ND FLR	9,777
1ST FLR	11,761
TOTAL(SF)	39,576

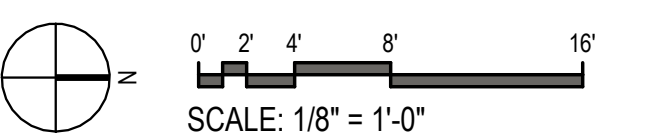


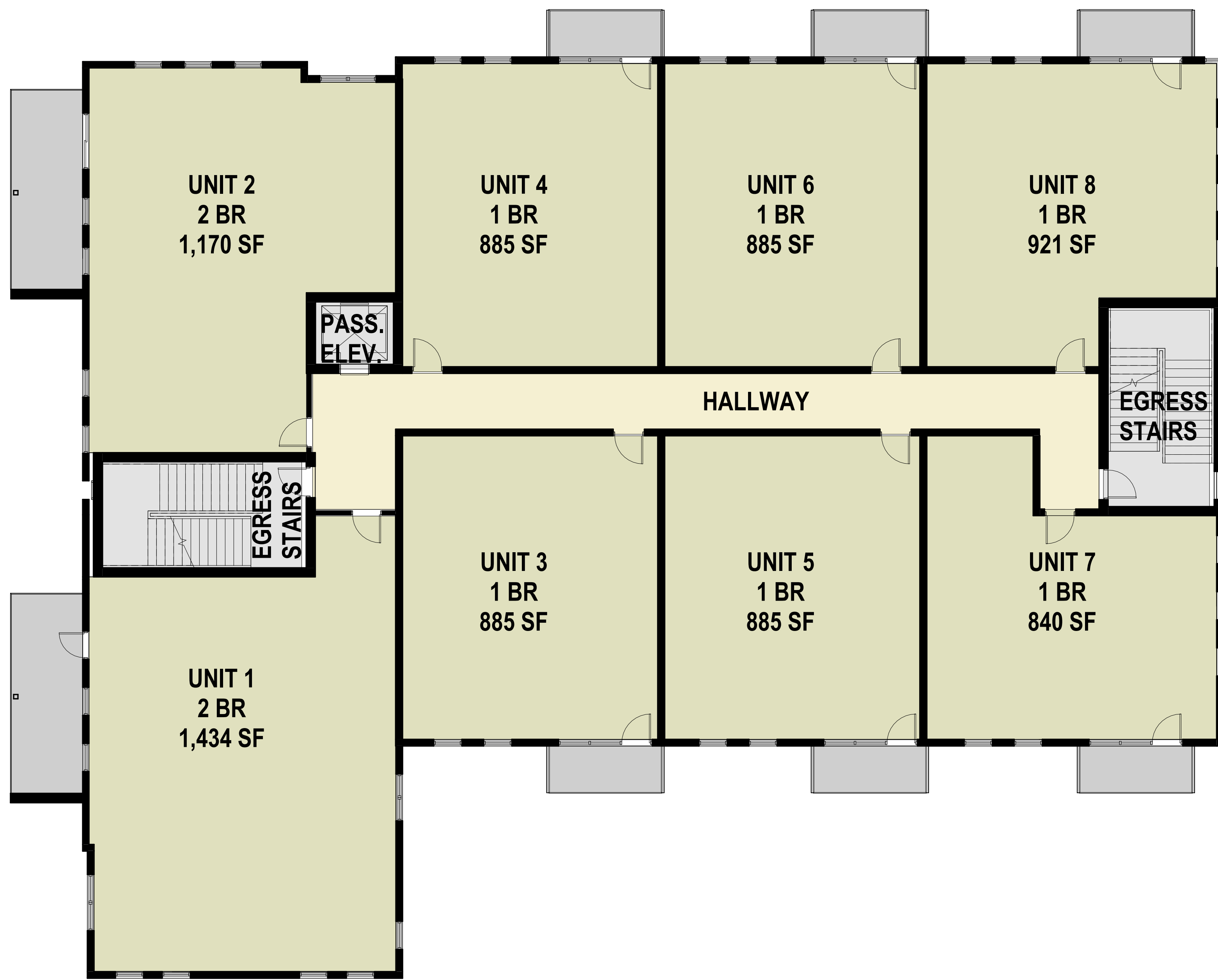


1 1ST FLR PLAN
1/8" = 1'-0" | AP101

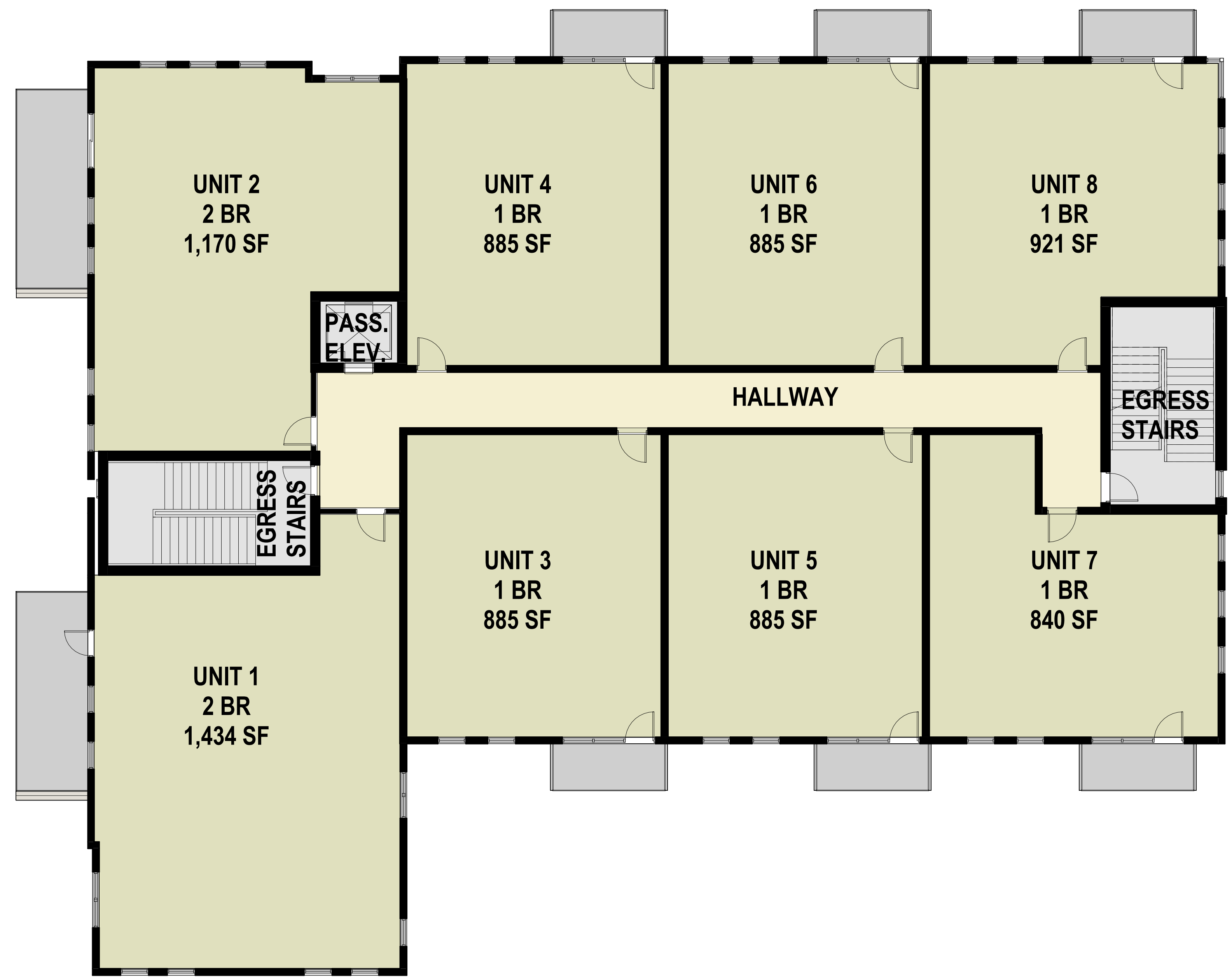


2 2ND FLR PLAN
1/8" = 1'-0" | AP101

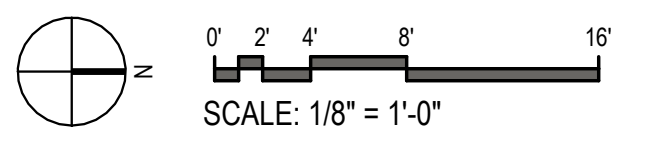




1 3RD FLR PLAN
1/8" = 1'-0" | AP102

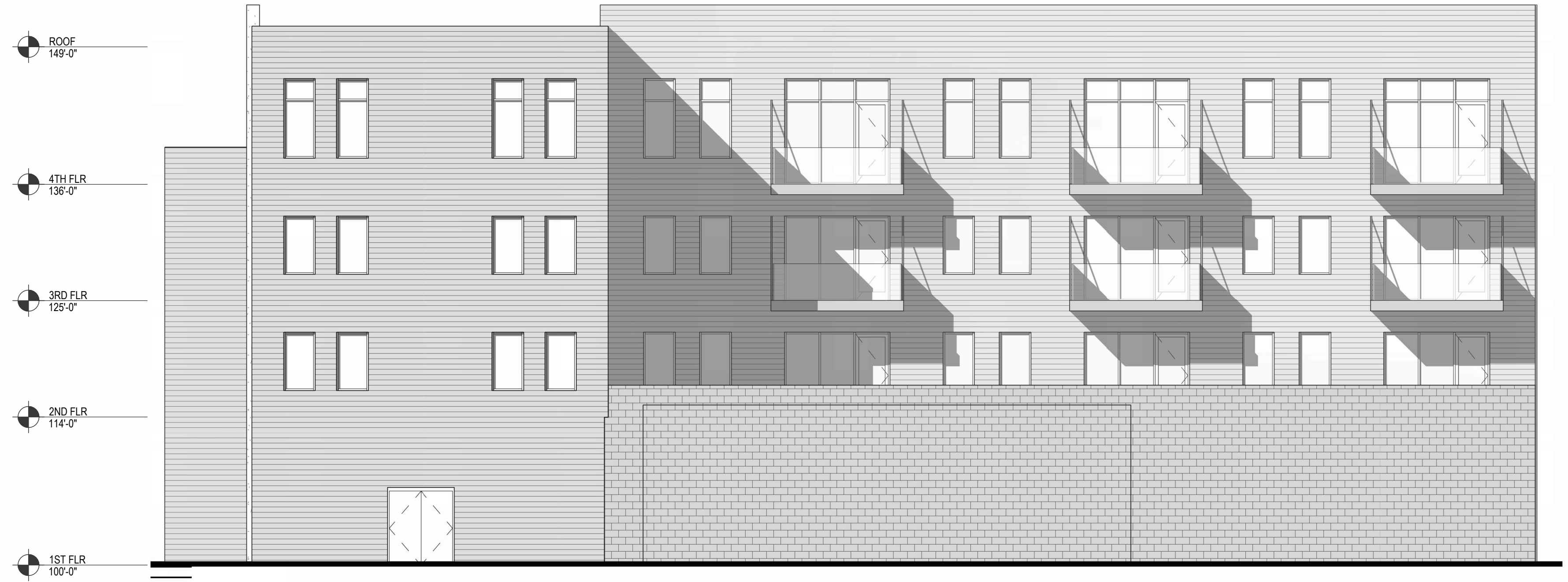


2 4TH FLR PLAN
1/8" = 1'-0" | AP102





1 NORTH ELEVATION
1/8" = 1'-0" | AP103



2 EAST ELEVATION
1/8" = 1'-0" | AP103



3 SOUTH ELEVATION
1/8" = 1'-0" | AP103



4 WEST ELEVATION
1/8" = 1'-0" | AP103

0' 2' 4' 8' 16'
SCALE: 1/8" = 1'-0"

ELEVATIONS



RIDGE AVE PERSPECTIVE

ZONING ORDINANCE NO. 03-25

AN ORDINANCE ZONING CERTAIN LAND LOCATED AT 1835 S RIDGE ROAD AND 1820 FRANK STREET AS A PLANNED UNIT DEVELOPMENT DISTRICT (ZP 24-40)

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

SECTION 1. Section 44-30, Green Bay Municipal Code, together with the zoning map referred to therein, is hereby amended by establishing a Planned Unit Development District on the following described property, as shown on Exhibit A - Location Map:

Part of Lot 16, C.L.A. Tank's Subdivision of Private Claim 12 and of the Northerly 1/2 of Private Claim 13, West Side Fox River, Brown County, Wisconsin, all of Volume 3, Certified Survey Maps, Page 553, Map No. 955, Document No. 732307, Brown County Records, and Part of Lot 1 and all of Lots 2, 3, 4, 5 and 6, Block 5, of Thorndale Subdivision, Volume 8, Plats, Page 42, Document No. 499151, Brown County Records, all in the City of Green Bay, West Side of Fox River, Brown County, Wisconsin, more fully described as follows:

Commencing at the Brown County Surveyor Monument No. 40 Y/Z-14/15(1); thence N25°52'40"E, 539.53 feet to Brown County Surveyor Monument No. 40Y/Z-14/15, being an angle point on the Centerline of Private Claim 13, WSFR, located at the intersection of the centerline of Lombardi Ave and Ridge Road; thence N26°49'26"E, 80.49 feet along the centerline of Ridge Road; thence S63°10'33"E, 38.10 feet to the East right of way of said Ridge Road and the point of beginning; thence N21°01'08"E, 41.60 feet along said East right of way; thence N21°08'08"E, 50.21 feet along said East right of way; thence N26°51'01"E, 298.31 feet along said East right of way to the South right of way of Thorndale Avenue; thence S64°07'51"E, 180.51 feet along said South right of way; thence S25°52'29"W, 66.13 feet; thence S64°07'51"E, 110.00 feet to the West right of way of Frank Street; thence S25°52'29"W, 129.98 feet along said West right of way; thence 101.42 feet along said West right of way being the arc of an 88.81 foot radius curve to the left whose long chord bears S6°50'32"E, 96.00 feet; thence S25°50'01"W, 134.26 feet to the North right of way of Lombardi Avenue; thence N64°03'59"W, 320.75 feet along said North right of way; thence N16°23'16"W, 28.48 feet along a highway vision corner to the point of beginning.

Planned Unit Development area contains 120,882 square feet / 2.78 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. Purpose and Intent. The Planned Unit Development (PUD) is being utilized to permit housing with convenient access to commercial facilities as well as the

promotion of integrated land uses allowing for a mixture of residential, commercial, and public facilities along corridors and in transitional areas. The overall appearance and design of the site and improvements shall comply with the attached Exhibits and as regulated within this PUD.

B. Development Site. The area included within this PUD consists of all land described above, currently part of Parcel 1-1423 and 1-2193. A Land Division is required to create a new parcel, as described above, for this PUD to be in effect. A PUD amendment shall be required for any future changes that do not comply with this PUD.

1. Building A is considered the commercial building along the Lombardi Avenue frontage. This building is approximately 31,000 square feet.
2. Building B is considered the mixed-use building at the corner of S. Ridge Road and Thorndale Street. This building is approximately 12,000 square feet.

C. Land Use Regulations. The principal and accessory land uses which may be established shall be compliant with uses allowed in the Downtown (D) zoning district, with the exceptions of the prohibited uses listed in Section D of this ordinance. A PUD amendment is required for any additional uses. Additionally, the uses shall be as follows:

1. Building A, All Floors: All uses listed in this ordinance
2. Building B, First Floor: All uses listed in this ordinance
3. Building B, All Upper Floors: Multi-Family Residential uses only

D. Prohibited Uses. All below land uses shall be considered prohibited uses within this PUD:

1. Live-Work Units
2. Rooming House, Boarding House, Shelter Facility
3. Community Living Arrangement
4. Convent, Monastery, Seminary
5. Nursing Home, Assisted Living
6. Transitional Living Facility
7. All Educational Uses listed in Table 44-5
8. All Institutional and Civic Uses listed in Table 44-5
9. All Public Service and Utility Uses listed in Table 44-5
10. All Drive-Through Facilities
11. Funeral Home
12. Small Appliance Repair Services
13. Currency Exchange
14. Pawnshop
15. All Vehicle Service Uses listed in Table 44-5

E. Dimensional and Area Requirements. Dimensional and area requirements for

principal structure on the subject property shall generally comply with Exhibit B and be regulated as follows:

1. Setbacks. Setbacks shall be as follows:
 - a. Lombardi Frontage Setback: No building setback is required along this frontage. The maximum setback is 10 feet from the property line. The parking setback/buffer is a minimum of five (5) feet from the property line. Vision triangle shall be maintained at all intersections.
 - b. Ridge Frontage Setback: No building setback is required along this frontage. The maximum setback is five (5) feet from the property line. The parking setback/buffer is a minimum of five (5) feet from the property line. Vision triangle shall be maintained at all intersections.
 - c. Thorndale Frontage Setback: No building setback is required along this frontage. The maximum setback is five (5) feet from the property line. The parking setback/buffer is a minimum of five (5) feet from the property line. Vision triangle shall be maintained at all intersections.
 - d. Frank Frontage Setback: No building setback is required along this frontage. The maximum setback is five (5) feet from the property line. The parking setback/buffer is a minimum of five (5) feet from the property line.
 1. A 10-to-20-foot landscaped buffer is required west of the pedestrian right-of-way. If this right-of-way is expanded, the minimum landscape buffer area is 10 feet. This buffer area shall comply with Section 44-1964 of Green Bay Municipal Code.
2. Impervious surface shall not exceed 95%.
3. All other dimensional and area provisions, including accessory buildings, shall be regulated under the Downtown (D) Zoning District.

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

1. Building A shall not exceed 75-feet in height. Building B shall not exceed 52 feet in height.
2. All rooftop and ground level mechanical equipment shall be screened from public view using architectural treatments consistent with the overall design of the structure.
3. Exterior Materials. Building materials should be durable and appropriate for the district.
 - a. Exterior building façades shall be predominately:
 - i. Brick or brick veneer
 - ii. Stone or stone veneer
 - iii. Glass windows and doors

- b. The following materials may be used as secondary building façade materials. Secondary materials shall not cumulatively exceed 20% any façade:
 - i. Concrete panels
 - ii. Decorative or split-face block
 - iii. Architectural/decorative metals
 - iv. Wood or wood composite
 - v. Cementous panels/siding or stucco
 - c. The following materials are prohibited exterior building façade materials:
 - i. Smooth face or non-decorative block
 - ii. Asphaltic, fiberglass, vinyl or metal 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
- G. Access, Circulation, and Parking. Access, circulation, and parking within the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article XVIII of the Green Bay Municipal Code, and the following standards:
 - 1. Driveway locations must match those on Exhibit B. Relocation shall be approved by the Director of Public Works.
 - 2. Driveway throat length of 18 feet shall be maintained throughout the site.
 - 3. A 5-foot setback/buffer is required for all parking areas from the property line. This buffer area shall comply with Section 44-1964(2) of Green Bay municipal code.
 - 4. Building B shall be provided underground with a minimum of 24 stalls, either underground or surface stalls.
 - 5. Total parking on site shall be a minimum of 80 stalls.
- H. Signage. All signs on the subject property shall conform to the standards as set forth within Chapter 30 of the Green Bay Municipal Code for the Downtown (D) Zoning District.
- I. Lighting. All lighting within the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article V of the Green Bay Municipal Code.
- J. Refuse and Mechanical Equipment. Screening of refuse material containers and mechanical equipment throughout the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article XIX of the Green Bay Municipal Code.

- K. Landscaping and Transitional Yards. Landscaping within the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article XIX of the Green Bay Municipal Code.
- L. Compliance with all the regulations of the Green Bay Municipal Code not covered under the PUD. If not covered as part of this PUD, the base zoning for the parcel shall be considered Downtown (D) Zoning District.

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 _____, 2025.

APPROVED:

Eric Genrich, Mayor

ATTEST:

Celestine Jeffreys, City Clerk

sh:

Attachments:

Exhibit A - Location Map

Exhibit B – Site-Building Layout

Exhibit C - Conceptual Plans



CREATIVITY BEYOND ENGINEERING

MEMORANDUM

DATE: December 18, 2024

TO: Steven Grenier, P.E., Director of Public Works, City of Green Bay
David Buck, Principal Planner, City of Green Bay
Stephanie Hummel, Planner, City of Green Bay

FR: Justin Schueler, P.E.
Pat Hawley, P.E., PTOE, RSP

CC: Tim Kuehn, Kuehn Commercial Properties
Brad Rymer, Vierbicher

RE: Lombardi Time Square
Traffic Impact Analysis (TIA)
Green Bay, WI

INTRODUCTION

Kuehn Commercial Properties (KCP) is proposing to construct a mixed-use development, known as Lombardi Time Square, in the northeast quadrant of the Lombardi Avenue intersection with Ridge Road in the City of Green Bay, as shown in Exhibit 1. The development site includes two parcels (to be combined) and is mostly undeveloped, except one single-family home that is to be demolished. The northeast corner of the site (approximately 0.18 acres) will be broken off and sold for potential future development by others (separate from this project). The remaining development site will be approximately 2.75 acres in size. A preliminary site plan is provided in Exhibit 2 and a recent site aerial is provided in Exhibit 3.

A traffic impact analysis (TIA) was completed in 2016 for a previous version of the development, which was not constructed. The City of Green Bay has requested a new traffic study to be based on the current site plan and conditions. raSmith has conducted a TIA to identify existing traffic conditions, potential traffic impacts of the mixed-use development on the surrounding roadway network, and recommended traffic mitigation measures. This report summarizes the procedures, findings, and recommendations of the TIA.

STUDY AREA

Based on anticipated traffic impacts of the development and input from the City of Green Bay, the study area includes the following intersections:

- Lombardi Avenue with Ridge Road
- Ridge Road with St. Agnes Drive/proposed site driveway
- Ridge Road with Thorndale Street
- Thorndale Street with Frank Street

Substantial traffic impacts are not expected beyond the study area intersections.

Lombardi Avenue (County VK) is a six-lane, divided principal arterial with an urban cross section and a posted speed limit of 35 miles per hour (mph). Year 2022 annual average daily traffic (AADT) volumes ranged from 16,800 east of Ridge Road to 18,500 to the west. Within the study area, on-street parking is not allowed along Lombardi Avenue and sidewalk is provided on both sides of the roadway east of Ridge Road (no sidewalk west of Ridge Road). Lombardi Avenue is under Brown County jurisdiction.

Ridge Road is a two-lane, undivided collector roadway with an urban cross section and a posted speed limit of 25 mph north of Lombardi Avenue and 30 mph to the south. Year 2022 AADT volume along Ridge Road (north of Thorndale Street) was 3,800 vpd. On-street parking is not allowed along the northbound (east) side of Ridge Road within the study area, but is allowed on the southbound (west) side except during Packers game days. Sidewalk is provided along both sides of the roadway.

St. Agnes Drive, Thorndale Street, and Frank Street are two-lane, undivided local roadways with urban cross sections. No AADT information is available for these roadways. Within the study area, on-street parking is allowed on both sides of the roadways except near Ridge Road. Packers game day on-street parking restrictions are present along St. Agnes Drive. Sidewalk is provided along both sides of these roadways.

The study area roadways and development site are oriented with a skew from the cardinal directions. The following orientation references will be used within this report:

- Lombardi Avenue, St. Agnes Drive, and Thorndale Street were considered to have eastbound-westbound travel;
- Ridge Road and Frank Street were considered to have northbound-southbound travel;
- The property line shared with Lombardi Avenue was considered to be the south edge of the site.

Green Bay Metro provides bus service in the study area. Route 8 travels along Ridge Road and has near side, curb lane stops at the intersection with Thorndale Street. Service is provided approximately once per hour in each direction.

BACKGROUND CONDITIONS

raSmith collected information regarding the existing roadway geometrics, speed limits, and traffic control in the study area, as shown in Exhibit 4.

Weekday morning (6:00am to 9:00am on 11/22/2024) and weekday evening (3:00pm to 6:00pm on 11/21/2024) peak period turning movements were collected at the study intersections in November of 2024. The following peak traffic hours were identified based on the existing counts:

- Weekday morning: 7:00am to 8:00am
- Weekday evening: 3:00pm to 4:00pm

The balanced Year 2024 background traffic volumes are shown in Exhibit 5, represent non-Packers game day conditions, and were used for this study. General traffic information, including traffic volume parameters (peak hour factor, heavy vehicle percentage), and raw turning movement counts, is provided in Appendix A.

The Year 2024 background peak hour traffic volumes and existing geometrics/traffic control were analyzed at the study intersections in Synchro software (version 12) using the procedures set forth in the Highway Capacity Manual 7th Edition (HCM7). Level of Service (LOS) is a quantitative measure from the HCM referring to the overall quality of flow at an intersection. LOS ranges from very good, represented by LOS "A," to very poor, represented by LOS "F". For analysis and design purposes, LOS "D" was used to define acceptable peak hour operating conditions. Synchro analysis output files are provided in Appendix B.

Results of the Year 2024 background traffic analysis are shown in Exhibit 6. All movements at the study intersections currently operate acceptably at LOS C or better under Year 2024 background traffic conditions.

Year 2024 background traffic 95th percentile queues are shown in Exhibit 7. All existing turning movement queues are accommodated within the existing turn-lane storage lengths.

The City of Green Bay identified concerns with intersection spacing along Ridge Road, specifically the potential for southbound queues to back-up from Lombardi Avenue through the St. Agnes Drive intersection. Synchro reported 95th percentile southbound queues of 120-feet during the peak hours. The reported queues are generally consistent with field observations and are accommodated within the 150-feet of available stacking distance (as shown in Exhibit 3).

raSmith reviewed weekday morning and weekday evening peak hour video recordings at the Lombardi Ave/Ridge Road intersection and documented the number of vehicles queued during the southbound 'red-phase' (southbound approach has red indication). The following conditions were observed:

- Queues of 1 to 3 vehicles (25-feet to 75-feet) occurred during the majority of signal cycles;
- Four occurrences (twice during the morning peak hour and twice during the evening peak hour) of queues extending up to but not through the St. Agnes Drive intersection (5 to 6 vehicles, 125-feet to 150-feet);
- Two occurrences (once during the morning peak hour and one during the evening peak hour) of queues extending through the St. Agnes Drive intersection (7 to 8 vehicles, 175-feet to 200-feet).
- The presence of a Green Bay Metro bus contributed to the longer queues during some of the occurrences noted above.

In summary, the existing southbound queues do not extend to St. Agnes Drive the majority of the day, but the queues do occasionally extend past St. Agnes during the peak hours.

FUTURE CONDITIONS WITH DEVELOPMENT

The Lombardi Time Square development includes two separate buildings: a larger three-story commercial building known as *Time Square* located along the south property line and a smaller three-story mixed-use building known as *The Ridge* located in the northwest corner of the site. Each building has an underground level for parking and/or commercial space. The site will include a total of 183 parking spaces (119 surface spaces and 64 underground spaces).

Specific tenants have not been identified at this time but are anticipated to include a mix of general office, medical/dental office, retail, and residential uses. The following land use breakdown is a potential representation of occupancy for the buildings and was used for analysis purposes for this study.

Time Square (commercial building)

- 32,040 SF Retail (first floor and partial lower level)
- 16,395 SF Medical-Dental Office Building (second and third floors)
- 30,996 SF General Office Building (second and third floors)

The Ridge (mixed-use building)

- 1,675 SF Retail (first floor)
- 1,675 SF Coffee Shop without drive-through (first floor)
- 23 Apartments (second and third floors)

Three full-movement access points are proposed for the development: one on Ridge Road (aligning with St. Agnes Drive), one on Thorndale Street (located approximately midway between Ridge Road and Frank Street), and one on Frank Street.

The majority of site traffic is expected to use the Ridge Road driveway when accessing the site. The Thorndale Street driveway provides a secondary access point, will primarily serve traffic to/from the north, and supports the long-term viability of the site. The Frank Street access is expected to be a low volume location and provide on-site circulation flexibility.

TRIP GENERATION

Lombardi Time Square development traffic was estimated using the Institute of Transportation Engineer's (ITE) *Trip Generation Manual, 11th Edition*. Based on the mixed-use characteristics of the development, linked trip and pass-by trip reductions were applied. Linked trip reduction accounts for drivers who visit multiple land uses within the development during the same trip (one trip in/one trip out). Pass-by trip reductions account for intermediate stops made by drivers already on the area roadway network (i.e. drivers already on the adjacent roadways who pull into the site and then continue on the roadway, they are not new trips). Reductions selected for the Lombardi Time Square TIA are within the WisDOT acceptable ranges for the impacted land uses.

Weekday morning and weekday evening peak hour trip generation estimates are provided in Exhibit 8. The Lombardi Time Square development is expected to generate 255 new trips (170 in/85 out) during the weekday morning peak hour and 305 new trips (125 in/180 out) during the weekday evening peak hour. All development trips were assumed to be completed via automobile for this study.

No off-site developments were identified or included with this TIA.

TRIP DISTRIBUTION

The trip distribution pattern for Lombardi Time Square development traffic is summarized below and was estimated based on the surrounding roadway network, existing traffic volumes and patterns, and general development conditions in the area.

- Lombardi Avenue to/from the west: 50%
- Lombardi Avenue to/from the east: 25%
- Ridge Road to/from the north: 10%
- Ridge Road to-from the south: 15%

New trips and pass-by trips generated by the proposed development were assigned to the study area intersections based on the above trip distribution pattern.

YEAR 2024 TOTAL TRAFFIC OPERATIONS

Year 2024 total traffic volumes were determined by summing the Year 2024 background traffic volumes (Exhibit 6) and the development trips. Year 2024 total traffic volumes are shown in Exhibit 9. Year 2024 total traffic volumes and the recommended geometrics (see Exhibit 12) were used to evaluate the study intersections during the weekday morning and weekday evening peak hours. Synchro analysis output files are provided in Appendix B.

Results of the Year 2024 total traffic analysis are summarized in Exhibit 10. All movements at the study intersections are expected to continue to operate acceptably at LOS C or better with the proposed development. The additional traffic resulted in minor delay increases and minor changes in level of service.

Year 2024 total traffic 95th percentile queues are shown in Exhibit 11. All turning movement queues are expected to continue to be accommodated within the existing turn-lane storage lengths.

The southbound through 95th percentile reported queues at the Lombardi Avenue/Ridge Road intersection increased from 130-feet to 150-feet. This indicates that the majority (95%) of the time, peak hour queues will be accommodated within the available stacking distance (150-feet). Queues are expected to occasionally (one or two occurrences during the peak hours) back-up into the St. Agnes Drive intersection, similar to existing conditions. The development is expected to add 15 to 20 peak hour vehicles to the southbound through movement, which equates to one additional vehicle every 3 to 4 minutes. Most signal cycles would not see a change in volume due to the development.

THORNDALE STREET TRAFFIC CALMING

Neighbors located north and east of the development site have expressed concern with future development traffic using the local street network when traveling to/from the site; specifically, along Thorndale Street (which the city has identified is being used as a cut-through route today between Ridge Road and Oneida Street). While the movement is possible, it is expected that very few Lombardi Time Square patrons will choose to use this route or other local residential streets to access the site. Use of Lombardi Avenue and Ridge Road will provide the fastest and most direct route for nearly all traffic accessing the site.

To help address neighbor concerns and the existing cut-through issue, the city may consider traffic calming measures at the Thorndale Street intersection with Frank Street. A variety of treatment options are possible and would include design features such as narrowed travel lanes, vertical deflection, and/or horizontal shift in travel paths. These design features would make Thorndale Street appear less inviting as a cut-through route when viewed from the development site and from Ridge Road. They would also physically slow travel speeds, create shorter and safer crosswalks for pedestrians, and make Thorndale a less desirable through route. In addition, the Thorndale Street development driveway would be signed as a left-turn exit only (exit towards Ridge Road only) to further discourage development traffic from using the local neighborhood streets.

A variety of treatment options with a range of costs, effectiveness, durability, maintenance needs, and aesthetics could be considered for the Thorndale/Frank intersection. raSmith identify the following options to reflect this range (see Exhibit 13 for concept design sketches) but are not inclusive of all potential options. These options could be used individually or in combination to provide a higher level of traffic calming.

- Curb extensions along Thorndale Street (pinned-on or integrated)
- Raised center median along Thorndale Street
- Raised crosswalks
- Traffic circle
- Raised intersection

Additional discussion with the City of Green Bay is recommended to determine which treatment option or features are preferred.

RECOMMENDATIONS

The current site plan has increased development density and revised site access (including eliminating access to Lombardi Avenue and adding access to Frank Street) as compared to the 2016 plan. While overall traffic volumes remained similar between the two development plans, more traffic is expected to

use Ridge Road under the current plan and resulted in a higher level of improvements along this roadway.

The following improvements are recommended to accommodate year 2024 total traffic and are shown in Exhibit 12. A conceptual sketch of the improvements is provided in Exhibit 13.

Ridge Road

- Remark Ridge Road with a two-way center left-turn lane (TWLTL) from approximately 75-feet south of St. Agnes Drive to approximately 100-feet north of Thorndale Street.
- Eliminate/restrict parking along southbound Ridge Road (west side of roadway) from the northern limits of the TWLTL to Lombardi Avenue.
- Maintain one through lane in each direction along Ridge Road.

Ridge Road intersection with Lombardi Avenue

- Remark the southbound left-turn lane and widen the northbound receiving lane (between Lombardi Avenue and St. Agnes Drive) to accommodate the proposed TWLTL.
- Reoptimize signal timings.

Ridge Road intersection with St. Agnes Drive/Site Driveway

- Construct the full access site driveway to align with St. Agnes Drive and form the fourth (east) leg of the intersection.
- Provide two westbound (outbound) travel lanes (shared left-turn/through and exclusive right-turn lane) and operate under stop control. Provide a single eastbound (inbound) lane.
- *Optional:* Provide a northbound right-turn lane or deceleration taper into the site.

Ridge Road intersection with Thorndale Street

- Provide high-visibility crosswalk markings on the south and east legs of the intersection.
- Construct or reconstruct ADA compliant pedestrian curb ramps on the south and east legs of the intersection.
- Coordinate with Green Bay Metro to determine if existing bus stops at the intersection will be impacted and if mitigation measures are required (including possible construction of new bus pads or relocation of the bus stops).

Thorndale Street intersection with Site Driveway

- Construct the full access site driveway at a location approximately midway between Ridge Road and Frank Street.
- Provide one northbound (outbound) travel lane (left-turn only) and operate under stop control. Provide a single southbound (inbound) lane.
- Sign the northbound approach as 'No Right-Turn' and mark as left-turn only.

Thorndale Street intersection with Frank Street

- Provide high-visibility crosswalk markings on all legs of the intersection.
- Change the Frank Street approaches from yield control to stop control (intersection would operate as two-way stop (unless a traffic circle is installed, then provide yield control on all intersection approaches).
- Coordinate with the City of Green Bay on potential traffic calming treatments to discourage cut-through traffic movements along Thorndale Street. See Exhibit 13 and previous section of this report for examples of possible treatment options.

Frank Street intersection with Site Driveway

- Construct the full access site driveway at a location approximately 225-feet south of Thorndale Street and off-set (not in-line) with the Ridge Road site driveway to discourage cut-through movements through the site.
- Provide one eastbound (outbound) travel lane and operate under stop control. Provide a single westbound (inbound) lane.
- Provide high-visibility crosswalk markings for the crossing connecting the exiting pedestrian ramp in the northeast quadrant of the Frank Street intersection with Shadow Lane to the pedestrian pathway connecting Shadow Lane to Lombardi Avenue. Coordinate with City of Green Bay for possible widening of this pedestrian path.

CONCLUSIONS

The recommended roadway improvements are expected to provide safe and efficient operations at the study intersections with the Lombardi Time Development traffic.

Traffic calming treatments at the Thorndale Street/Frank Street intersection are expected to discourage cut-through traffic along Thorndale Street. Signing and marking of movement restrictions at the Thorndale site driveway will further deter development traffic from traveling into the neighborhood when leaving the site.

LOMBARDI TIME SQUARE PUD

Mixed use development at the Northeast corner of Lombardi Avenue and South Ridge Road

LEGAL DESCRIPTION

Part of Lot 16, C.L.A. Tank's Subdivision of Private Claim 12 and of the Northerly 1/2 of Private Claim 13, West Side Fox River, Brown County, Wisconsin, all of Volume 3, Certified Survey Maps, Page 553, Map No. 955, Document No. 732307, Brown County Records, and Part of Lot 1 and all of Lots 2, 3, 4, 5 and 6, Block 5, of Thorndale Subdivision, Volume 8, Plats, Page 42, Document No. 499151, Brown County Records, all in the City of Green Bay, West Side of Fox River, Brown County, Wisconsin, more fully described as follows:

Commencing at the Brown County Surveyor Monument No. 40 Y/Z-14/15(1); thence N25°52'40"E, 539.53 feet to Brown County Surveyor Monument No. 40Y/Z-14/15, being an angle point on the Centerline of Private Claim 13, WSFR, located at the intersection of the centerline of Lombardi Ave and Ridge Road; thence N26°49'26"E, 80.49 feet along the centerline of Ridge Road; thence S63°10'33"E, 38.10 feet to the East right of way of said Ridge Road and the point of beginning; thence N21°01'08"E, 41.60 feet along said East right of way; thence N21°08'08"E, 50.21 feet along said East right of way; thence N26°51'01"E, 298.31 feet along said East right of way to the South right of way of Thorndale Avenue; thence S64°07'51"E, 180.51 feet along said South right of way; thence S25°52'29"W, 66.13 feet; thence S64°07'51"E, 110.00 feet to the West right of way of Frank Street; thence S25°52'29"W, 129.98 feet along said West right of way; thence 101.42 feet along said West right of way being the arc of an 88.81 foot radius curve to the left whose long chord bears S6°50'32"E, 96.00 feet; thence S25°50'01"W, 134.26 feet to the North right of way of Lombardi Avenue; thence N64°03'59"W, 320.75 feet along said North right of way; thence N16°23'16"W, 28.48 feet along a highway vision corner to the point of beginning.

Parcel contains 120,882 square feet / 2.78 acres more or less.

PUD NOTES

-PUD language with similar restrictions/allowances to downtown district

-Permitted uses to allow for broad variety of retailers

-Parking stats:

surface parking = 119 ~ total parking incl. underground = 183 (119 surface + 64 underground)

(Commercial real estate experts express sufficient parking will be needed for national retail tenants)

-Signage on and around buildings similar or better than downtown district zoning

-Access points needed:

Ridge Road – full 3 lane access

Thorndale Street – full access

Thorndale Street – driveway for tenant use only to residential development

Frank Street - full access

-Building Setbacks

One (1) foot minimum to ten (10) feet maximum front yard

One (1) foot minimum side yard

-Building Heights – variable

Fifty-two (52) feet (4 floors) along Thorndale Street

Seventy-five (75) feet (5 floors) along Lombardi Avenue



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: Lombardi Ave. (CTH VK), South Ridge Rd., Thorndale St. & Frank St.

Parcel Number(s): 1-1423 & 1-2193

Petitioner(s): Vierbicher (Brad Rymer) Date: 12/17/24

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

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

Property Owner: Kuehn Ridge Holdings LLC - Tim Kuehn Phone Number: 920-371-4609

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

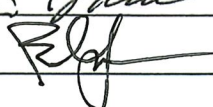
To: Honorable Mayor and Common Council, c/o City Clerk

I, Brad Rymer of Vierbicher, 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: 12/18/2024

Petitioner Signature(s): 

12.18.24

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.: _____

Shannon Sjoquist

From: Inspection Website Mail
Sent: Friday, January 10, 2025 9:11 AM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Thursday, January 9, 2025 10:03 PM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

Comment Form for Committees and Council

The City of Green Bay welcomes input regarding actions of the Common Council or a Committee/Commission/Board. There are many opportunities for interested parties to speak at a public meeting. Signing this form does not obligate you to speak. If you decide to speak, please keep your comments relevant to the topic being deliberated, and also please compose your comments to last around 3 minutes. Thank you!

Online comments will be accepted up until 3 hours before the meeting.

First Name	William
Last Name	Fleming
Address	1177 Thorndale st.
City	Green Bay
State	WI
Zip Code	54304
(Section Break)	
Which Committee/Commission/Board do you have comments for?	Zoning & Planning Board of Appeals

What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	Zp 21-141
What is your opinion of the item?	I OPPOSE the item.
Would you like to speak at the meeting?	<i>Field not completed.</i>
Comments	I was opposed when this 1st was brought up years ago. I am still opposed now. It is not good for the residents and our neighborhood!

Email not displaying correctly? [View it in your browser.](#)

Shannon Sjoquist

From: Inspection Website Mail
Sent: Friday, January 10, 2025 9:11 AM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Thursday, January 9, 2025 10:01 PM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

Comment Form for Committees and Council

The City of Green Bay welcomes input regarding actions of the Common Council or a Committee/Commission/Board. There are many opportunities for interested parties to speak at a public meeting. Signing this form does not obligate you to speak. If you decide to speak, please keep your comments relevant to the topic being deliberated, and also please compose your comments to last around 3 minutes. Thank you!

Online comments will be accepted up until 3 hours before the meeting.

First Name	Tracy
Last Name	Fleming
Address	1177 Thorndale st.
City	Green Bay
State	WI
Zip Code	54304
(Section Break)	
Which Committee/Commission/Board do you have comments for?	Zoning & Planning Board of Appeals

What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	Zp 21-141
What is your opinion of the item?	I OPPOSE the item.
Would you like to speak at the meeting?	<i>Field not completed.</i>
Comments	<i>Field not completed.</i>

Email not displaying correctly? [View it in your browser.](#)

Shannon Sjoquist

From: Inspection Website Mail
Sent: Friday, January 10, 2025 9:08 AM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Thursday, January 9, 2025 8:55 PM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

Comment Form for Committees and Council

The City of Green Bay welcomes input regarding actions of the Common Council or a Committee/Commission/Board. There are many opportunities for interested parties to speak at a public meeting. Signing this form does not obligate you to speak. If you decide to speak, please keep your comments relevant to the topic being deliberated, and also please compose your comments to last around 3 minutes. Thank you!

Online comments will be accepted up until 3 hours before the meeting.

First Name	Ellen
Last Name	Merriman
Address	1183 Thorndale St
City	Green Bay
State	WI
Zip Code	54304
(Section Break)	
Which Committee/Commission/Board do you have comments for?	Green Bay Plan Commission

What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	Kuehn Development Ridge Rd at Thorndale
What is your opinion of the item?	I OPPOSE the item.
Would you like to speak at the meeting?	Yes, I would like to speak at the meeting.
Comments	Every Packer broadcast raves about the unique neighborhood where Lambeau sits. Ashwaubenon has allowed that unique quality to be diminished. Green Bay should work to preserve the safety of our neighborhood by limiting high cost rental space, safety of children down the street and the environmental impacts of water run off flooding neighborhoods and height restrictions.

Email not displaying correctly? [View it in your browser.](#)

Shannon Sjoquist

From: Inspection Website Mail
Sent: Friday, January 10, 2025 9:10 AM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Thursday, January 9, 2025 12:18 PM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

Comment Form for Committees and Council

The City of Green Bay welcomes input regarding actions of the Common Council or a Committee/Commission/Board. There are many opportunities for interested parties to speak at a public meeting. Signing this form does not obligate you to speak. If you decide to speak, please keep your comments relevant to the topic being deliberated, and also please compose your comments to last around 3 minutes. Thank you!

Online comments will be accepted up until 3 hours before the meeting.

First Name	John
Last Name	Gloeckler
Address	1194 Shadow Lane
City	Green Bay
State	WI
Zip Code	54304
(Section Break)	
Which Committee/Commission/Board do you have comments for?	Green Bay Plan Commission

What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	For the consideration on the zoning action for property on the corner of Ridge Rd., Lombardi Ave., Thorndale, and Frank St.
What is your opinion of the item?	I OPPOSE the item.
Would you like to speak at the meeting?	No, I do not want to speak at the meeting. I only want to submit my comments through this form.
Comments	I apologize for not being able to attend this meeting, but am traveling for work and unable to attend. I hope you hear my concerns and consider the large reaching consequences of precedent set by the proposed action. The proposals put forth would change the fabric of our neighborhood, because of the drastic changes I would oppose changing the zoning to facilitate those plans. Green Bay is a tourism destination. There are many reasons to visit, however one of the many repeated reasons for peoples visit is to see Green Bay's large stadium that is built within a neighborhood of people who own the franchise. Buying people out of their homes and replacing it with business is detracting from peoples reason for visiting. I want to see this property developed, but I want to see it done in a way that honors the history and fabric of our neighborhood. It was a residential block with a small office. The proposal seeks to change that. The current proposal does not mesh with the neighborhood. I would like to see more thought put into the development proposal and change it to a way that does not burden or detract from the people who live there. We've already taken on the tax burden from his purchase. Please don't make it harder on us. Despite what the proposing party says, he is proposing to build in a neighborhood WHERE PEOPLE LIVE. He bought homes WHERE PEOPLE LIVED. He now wants to convert it into multi-story buildings to support alot of people and business. He has a map showing the neighborhood and the permits that have been pulled by people who own properties. That map is not

accurate as my house has a dot on it and we have never taken a permit to rent our home, and we've never charged for people parking, tailgating, or staying at our home with us. He has owned his property for several years and used it as a parking lot. The neighborhood has a rodent problem. I am regularly cleaning up his property from garbage cans that are overflowing because they are too small and disposed of too late. To this point he has not been a good neighbor and his proposed building will only further burden his neighbors with traffic, waste, and detract from the neighborhood aesthetic we all enjoy. All I'm asking is that he develop his property as a good neighbor.

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Lombardi Neighborhood Association

Board of Directors

President – Corey Behnke

Treasurer – Diane VanDenElzen

Secretary – Tricia Garrison

At-Large – Cheryl Wolf

At-Large – Gary Coleman

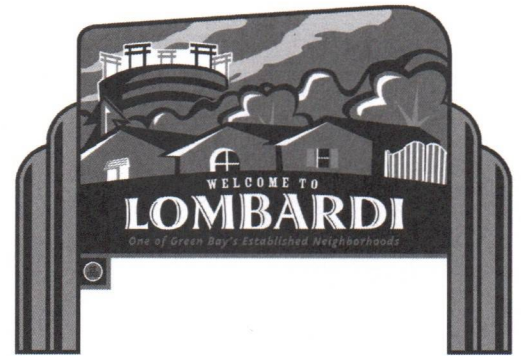
At-Large – Greg Barnes

At-Large – Janet Angus

At-Large – Justin Williquette

City of Green Bay Liaison - Toni Loch

<https://www.facebook.com/LombardiNeighborhood>



Corey Behnke

President, Lombardi Neighborhood Association

1213 Shadow Lane

Green Bay, WI 54304

January 9, 2025

To: Stephanie Hummel, AICP, City Planner

Via email: stephanie.hummel@greenbaywi.gov

CC: Ald. Chris Wery, district.8@greenbaywi.gov

Dear Ms. Hummel,

I am writing on behalf of the Lombardi Neighborhood Association regarding the Proposed Planned Unit Development (PUD) for 1835 Ridge & 1820 Frank, ZP-24-40 and ZP 24-41, which are scheduled for review at the Plan Commission meeting on Monday, Jan. 13, 2025, at 6:00 pm. After a formal vote, the Lombardi Neighborhood Association Board has approved this letter to express our collective concerns and priorities for the future of our community.

The proposed building heights in both proposals are completely out of touch with the surrounding area. These buildings are too tall and would disrupt important views, including those of Lambeau Field, a feature cherished by many residents, and which serves as a symbolic skyline feature across our entire community. The height and scale are not only incongruent with the surrounding lower-profile homes but also with other commercial properties in the vicinity. This area is surrounded by world-class developments including Titletown; we believe any new developments should match the prestige and character of these modern, pedestrian-focused live-work-play environments. We ask that the building heights be reconsidered to better align with the existing architecture and aesthetic of the neighborhood.

Regarding traffic concerns, it is worth noting that on August 16, 2016, the Green Bay City Common Council denied a request for driveway access on Thorndale Street,

following staff recommendation, and after three hours of debate. Given this prior decision, we question why such access would even be considered now, especially when the area has become significantly busier due to ongoing developments. We have traffic, health, and safety concerns, particularly given that an elementary school is part of our neighborhood, and will be impacted. Additionally, to minimize commercial traffic flowing into residential areas, we recommend that curb cuts be placed on Lombardi Avenue and Ridge Road, not on Thorndale Street, Frank Street, or Shadow Lane, to preserve the peace and safety of our neighborhood.

In terms of environmental impact, we request an updated environmental and water study to ensure these developments are both sustainable and in harmony with the neighborhood. Modern transition techniques, such as permeable surfaces and native landscaping, should be implemented to manage stormwater runoff, reduce noise pollution, and create a better buffer between commercial and residential areas. Additionally, this study should incorporate specific runoff, stormwater, and flood mitigation plans to address current and future environmental challenges in the area.

Finally, we would like to emphasize the need to prioritize pedestrian safety, especially at key intersections like Lombardi Avenue and Ridge Road. We recommend the implementation of smart crosswalks with integrated sensors to ensure pedestrians are given priority, enhancing the walkability and safety of our neighborhood. Large intersections like this must be redesigned to place people, not cars, first in the planning process. Additionally, we'd like to request sidewalks as well as trees as a transition between any developments along Frank and Thorndale, to provide a harmonious transition between any developments and the neighborhood.

In conclusion, while we understand and support the need for development, it must be done thoughtfully and in a manner that preserves the unique character of our neighborhood, a character admired by NFL players, tourists, and national sports broadcasters alike. Living in such close proximity to one of the most iconic sports stadiums in the world is a privilege, and it is a combination of residential living and a world-renowned venue that creates a special community dynamic found nowhere else on earth. It is imperative that this development preserves that unique identity and fosters sustainable, responsible growth.

Thank you for your time and attention to these important matters.

Sincerely,

Corey Behnke
President, Lombardi Neighborhood Association

Shannon Sjoquist

From: True Xiong
Sent: Monday, January 13, 2025 9:42 AM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

True Xiong
Inspections Support Specialist
City of Green Bay
Department of Community and Economic Development
(p) 920.448.3300
www.greenbaywi.gov

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Friday, January 10, 2025 4:45 PM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

Comment Form for Committees and Council

The City of Green Bay welcomes input regarding actions of the Common Council or a Committee/Commission/Board. There are many opportunities for interested parties to speak at a public meeting. Signing this form does not obligate you to speak. If you decide to speak, please keep your comments relevant to the topic being deliberated, and also please compose your comments to last around 3 minutes. Thank you!

Online comments will be accepted up until 3 hours before the meeting.

First Name	Aaron
Last Name	Kraus
Address	1705 S Ridge Rd
City	Green Bay
State	WI
Zip Code	54304

(Section Break)

Which Committee/Commission/Board do you have comments for?	Green Bay Plan Commission
What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	Lot on Ridge and Lombardi
What is your opinion of the item?	I OPPOSE the item.
Would you like to speak at the meeting?	<i>Field not completed.</i>
Comments	<i>Field not completed.</i>

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Shannon Sjoquist

From: True Xiong
Sent: Monday, January 13, 2025 9:43 AM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

True Xiong
Inspections Support Specialist
City of Green Bay
Department of Community and Economic Development
(p) 920.448.3300
www.greenbaywi.gov

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Saturday, January 11, 2025 10:52 AM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

Comment Form for Committees and Council

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Online comments will be accepted up until 3 hours before the meeting.

First Name	James
Last Name	McGrath SR
Address	1137 Thorndale St
City	Green Bay
State	WI
Zip Code	54304-3914

(Section Break)

Which Committee/Commission/Board do you have comments for?	Green Bay Plan Commission
What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	Development of the corner of Lombardi/Thorndale/ridge.
What is your opinion of the item?	I am NEITHER in favor or oppose the item.
Would you like to speak at the meeting?	Yes, I would like to speak at the meeting.
Comments	<i>Field not completed.</i>

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Shannon Sjoquist

From: True Xiong
Sent: Monday, January 13, 2025 9:43 AM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

True Xiong
Inspections Support Specialist
City of Green Bay
Department of Community and Economic Development
(p) 920.448.3300
www.greenbaywi.gov

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Saturday, January 11, 2025 12:31 PM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

Comment Form for Committees and Council

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Online comments will be accepted up until 3 hours before the meeting.

First Name	Erin
Last Name	Mathey
Address	1081 thorndale st
City	Green bay
State	Wi
Zip Code	54304

(Section Break)

Which Committee/Commission/Board do you have comments for?	Green Bay Plan Commission
What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	Building on empty lot in front of lambeau
What is your opinion of the item?	I OPPOSE the item.
Would you like to speak at the meeting?	No, I do not want to speak at the meeting. I only want to submit my comments through this form.
Comments	I am concerned of more building when we already have flooding issues in all the homes down from lambeau field. We have major issues with flooding in our yards. Concerns with traffic for the local schools as well. Flooding issues and proper drainage needs to be addressed.

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Shannon Sjoquist

From: True Xiong
Sent: Monday, January 13, 2025 9:44 AM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

True Xiong
Inspections Support Specialist
City of Green Bay
Department of Community and Economic Development
(p) 920.448.3300
www.greenbaywi.gov

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Sunday, January 12, 2025 10:41 AM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

Comment Form for Committees and Council

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Online comments will be accepted up until 3 hours before the meeting.

First Name	Vincent
Last Name	Morris
Address	618 F Street NE, Apt 6
City	Washington
State	DC
Zip Code	20002

(Section Break)

Which Committee/Commission/Board do you have comments for?	Green Bay Plan Commission
What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	green bay commission development
What is your opinion of the item?	I OPPOSE the item.
Would you like to speak at the meeting?	<i>Field not completed.</i>
Comments	Even though I live far away, I visit and love Green Bay, and because two of my close friends live in Wisconsin and really worry about this proposal and what it will do to the unique American experience that Lambeau Field provides to visitors. I would strongly encourage the City avoid creating a domino effect of growth and construction that diminishes the Lambeau tradition. I know it's always tempting to chase development and money and so-called progress. But this is a bad decision and if you go down this path we will all regret it for generations to come. And we all will look back at this vote as the day Green Bay lost its way. Please vote no and do not move this forward.

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Shannon Sjoquist

From: True Xiong
Sent: Monday, January 13, 2025 9:45 AM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

True Xiong
Inspections Support Specialist
City of Green Bay
Department of Community and Economic Development
(p) 920.448.3300
www.greenbaywi.gov

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Sunday, January 12, 2025 11:39 PM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

Comment Form for Committees and Council

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Online comments will be accepted up until 3 hours before the meeting.

First Name	Trisha
Last Name	Vaughn
Address	945 Hoks Ridge Ln.
City	De Pere
State	WI
Zip Code	54115

(Section Break)

Which Committee/Commission/Board do you have comments for?	Green Bay Plan Commission
What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	ZP 24-40 Proposed PUD at 1835 Ridge
What is your opinion of the item?	I OPPOSE the item.
Would you like to speak at the meeting?	<i>Field not completed.</i>
Comments	I'm a parent who sends her child to St. Mark Lutheran School in Green Bay and have the following concerns with the draft in its current form: 1. Safety - Human Trafficking If one of the buildings is possibly used for short-term rentals - a favorite of traffickers, that could have devastating effects. Should the City of Green Bay pursue one of these options, I and many parents would strongly prefer that any PUD housing must be owner-occupied year-round, and that this be written into the land use agreement. I do oppose short term rentals and at this location and say that with the understanding that a short term rental company is pursuing this development. 2. Safety - Alcohol Sales / Drunk Driving Proposing a PUD with the possibility of a restaurant that sells alcohol mere steps away from an elementary school likewise raises concerns and comes across as short-sighted. The new "cocktails-to-go law" would mean patrons walking or driving away with alcohol readily available for consumption as they pass by my child's school. Context rightly suggests that the daily impacts of this would be significant and deleterious. Thank you.

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Shannon Sjoquist

From: True Xiong
Sent: Monday, January 13, 2025 9:45 AM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

True Xiong
Inspections Support Specialist
City of Green Bay
Department of Community and Economic Development
(p) 920.448.3300
www.greenbaywi.gov

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Sunday, January 12, 2025 11:54 AM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

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Online comments will be accepted up until 3 hours before the meeting.

First Name	Vincent
Last Name	Morris
Address	618 F Street NE, Apt 6
City	Washington
State	DC
Zip Code	20002

(Section Break)

Which Committee/Commission/Board do you have comments for?	Green Bay Plan Commission
What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	Proposed Planned Unit Development (PUD) for 1835 Ridge & 1820 Frank, ZP-24-40 and ZP 24-41
What is your opinion of the item?	I OPPOSE the item.
Would you like to speak at the meeting?	No, I do not want to speak at the meeting. I only want to submit my comments through this form.
Comments	Even though I live far away, I visit and love Green Bay, and because two of my close friends live in Wisconsin I am a grateful visitor to this special city. However, as I've read about this plan I have become increasingly worried about what it will do to the unique American experience that Lambeau Field provides to visitors. I would strongly encourage the City avoid creating a domino effect of growth and construction that diminishes the unique Lambeau tradition - and which ultimately damages the special fabric of Green Bay. I know it's always tempting to chase development and money and what looks on paper like progress. But this is a bad decision and if you go down this path we will all regret it for generations to come. And we all will look back at this vote as the day Green Bay lost its way. Please vote no and do not move this forward. I strongly oppose this item.

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Shannon Sjoquist

From: True Xiong
Sent: Monday, January 13, 2025 9:45 AM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

True Xiong
Inspections Support Specialist
City of Green Bay
Department of Community and Economic Development
(p) 920.448.3300
www.greenbaywi.gov

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Sunday, January 12, 2025 12:39 PM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

Comment Form for Committees and Council

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Online comments will be accepted up until 3 hours before the meeting.

First Name	Sharon
Last Name	Brown
Address	1193 Raleigh St
City	GREEN BAY
State	WI
Zip Code	54304-3847

(Section Break)

Which Committee/Commission/Board do you have comments for?	Green Bay Plan Commission
What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	zp24-40 - zp24-41
What is your opinion of the item?	I OPPOSE the item.
Would you like to speak at the meeting?	No, I do not want to speak at the meeting. I only want to submit my comments through this form.
Comments	I am a 30 year resident in the Lombardi Neighborhood, who bought my house because it is a RESIDENTIAL NEIGHBORHOOD. These proposed buildings are not in height and regulation of a residential community, and should be restricted to a residential neighborhood height, and w/no entrances on Thorndale. Being surrounded by residential neighborhoods is what has made Lambeau Field looked up to!

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Shannon Sjoquist

From: True Xiong
Sent: Monday, January 13, 2025 9:45 AM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

True Xiong
Inspections Support Specialist
City of Green Bay
Department of Community and Economic Development
(p) 920.448.3300
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From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Sunday, January 12, 2025 2:55 PM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

Comment Form for Committees and Council

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Online comments will be accepted up until 3 hours before the meeting.

First Name	John
Last Name	Cordry
Address	1288 Thorndale
City	Green Bay
State	Wi
Zip Code	54304

(Section Break)

Which Committee/Commission/Board do you have comments for?	Green Bay Plan Commission
What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	Lombard/Ridge rd development plan
What is your opinion of the item?	I OPPOSE the item.
Would you like to speak at the meeting?	Yes, I would like to speak at the meeting.
Comments	No driveways on Thorndale or Frank, buildings way to tall, inappropriate storm water protection. And a hotel (short stay) in what was a residential zoned neighborhood

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Shannon Sjoquist

From: True Xiong
Sent: Monday, January 13, 2025 9:46 AM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

True Xiong
Inspections Support Specialist
City of Green Bay
Department of Community and Economic Development
(p) 920.448.3300
www.greenbaywi.gov

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Monday, January 13, 2025 6:03 AM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

Comment Form for Committees and Council

The City of Green Bay welcomes input regarding actions of the Common Council or a Committee/Commission/Board. There are many opportunities for interested parties to speak at a public meeting. Signing this form does not obligate you to speak. If you decide to speak, please keep your comments relevant to the topic being deliberated, and also please compose your comments to last around 3 minutes. Thank you!

Online comments will be accepted up until 3 hours before the meeting.

First Name	Amanda
Last Name	Mercure
Address	1183 Thorndale street
City	Green Bay
State	Wi
Zip Code	54304

(Section Break)

Which Committee/Commission/Board do you have comments for?	Zoning & Planning Board of Appeals
What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	Development at Lombardi and ridge
What is your opinion of the item?	I OPPOSE the item.
Would you like to speak at the meeting?	No, I do not want to speak at the meeting. I only want to submit my comments through this form.
Comments	This is a residential area and the traffic flow of having this massive building on the corner would really disrupt our neighborhood. Not to mention there is a school where they struggle to have a crossing guard there and the added traffic could have some potential effects to their safety. It also takes the heart of lambeau Field being in a neighborhood out if you add this ginormous building.

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Shannon Sjoquist

From: True Xiong
Sent: Monday, January 13, 2025 10:12 AM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

True Xiong
Inspections Support Specialist
City of Green Bay
Department of Community and Economic Development
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From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Monday, January 13, 2025 10:11 AM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

Comment Form for Committees and Council

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Online comments will be accepted up until 3 hours before the meeting.

First Name	Erik
Last Name	Krumholz
Address	1820 Briquetet Street
City	Green Bay
State	WI
Zip Code	54304

(Section Break)

Which Committee/Commission/Board do you have comments for?	Economic Development Authority
What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	ZP 24-40 Proposed Planned Unit Development (PUD) at 1835 Ridge and 1820 Frank
What is your opinion of the item?	I OPPOSE the item.
Would you like to speak at the meeting?	No, I do not want to speak at the meeting. I only want to submit my comments through this form.
Comments	Ms. Hummel - In my opinion, the proposed development for the empty parcels on Ridge Road / Lombardi Avenue will be poor fit for the neighborhood and for the future of the City. I echo all of the thoughts provided in the recent letter offered by the Lombardi Neighborhood Association and have a few more concerns. I understand your role is to seek development for the City and add to the tax roles and job creation in a meaningful way, however this development will require a tremendous sacrifice of all residents that surround this area. My main points of opposition and concern are the following: 1) Increased Traffic: I've read your public comments in the media recently related traffic studies and do not agree. I can't see how a loading dock for a large office building right next to a residential home on Shadow can't offer a major disturbance to the residents with greatly increased traffic and noise on a daily basis. There will be semi trucks routinely driving down Thorndale, Frank and Shadow at all hours. Additionally, adding almost 200 parking spaces for the 3 proposed structures underground parking and surface parking will greatly increase traffic in and out of the location. There was no where near that many parking spaces for the former Vainisi building and 7 residential properties.

2) Major traffic increase on Ridge Road / St. Agnes intersection as a safety hazard. It appears a great deal of traffic will be routed directly in front of the end of St. Agnes Drive, which is can be a busy intersection already without contending with traffic continually leaving this new proposed development. Making left turns for any of the directions will be a challenge. Essentially, this will now be a 4 way uncontrolled intersection which may lead to increased accidents for vehicles, bikes and pedestrians.

3) Set backs of the Office Building to Lombardi Avenue / Ridge Road intersection. The proximity of the 4-5 story office building tight to Lombardi Avenue and Ridge road does not make any sense to me. This will be a sore thumb sticking out on Lombardi Avenue. As example, the Title Town District went to great pains to provide pleasant architecture and a reasonable set back off Lombardi avenue (150 - 200 ft) for all of the structures built. In my opinion this proposed office building will be obnoxious and not fit the neighborhood at all an potentially be a blind spot for traffic and pedestrians with only a 20-30 ft set back. With over 100,000 square feet of land available, there has to be a better option.

Final thoughts:

Why are three separate structures required (two in the case of this request and one related to ZP 24-41)? This will require three construction schedules, three sets of contractors building at different times, etc - all disrupting the neighbors. Why can't the development be accomplished with one structure that sets back off Lombardi and the side streets an appropriate amount with architecture that complements the neighborhood? Is there a proposed construction schedule of all three structures?

The City is under no obligation to accept Mr. Kuehn's development plans. While the representatives for the City would likely love to have this 50 million dollar development value on the tax rolls, there likely can be much more appropriate options offered. As it appears, Mr. Kuehn has invested his own funds to purchase these residential and small commercial parcels as a form of real estate speculation. When one chooses to do this prior to having the needed approvals and

neighborhood support - there are NO guarantees the project or development will be approved by the municipality or residents. I'm hopeful the City Council rejects this proposed development in its present form and asks for additional options. Once a project like this is approved and built - there is no going back.

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Shannon Sjoquist

From: True Xiong
Sent: Monday, January 13, 2025 12:04 PM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

True Xiong
Inspections Support Specialist
City of Green Bay
Department of Community and Economic Development
(p) 920.448.3300
www.greenbaywi.gov

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Monday, January 13, 2025 11:22 AM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

Comment Form for Committees and Council

The City of Green Bay welcomes input regarding actions of the Common Council or a Committee/Commission/Board. There are many opportunities for interested parties to speak at a public meeting. Signing this form does not obligate you to speak. If you decide to speak, please keep your comments relevant to the topic being deliberated, and also please compose your comments to last around 3 minutes. Thank you!

Online comments will be accepted up until 3 hours before the meeting.

First Name	Melissa
Last Name	Peterson
Address	1844 S Oneida St
City	Green Bay
State	Wi
Zip Code	54304

(Section Break)

Which Committee/Commission/Board do you have comments for?	Green Bay Plan Commission
What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	Ridge Rd and Lombardi Ave development
What is your opinion of the item?	I am IN FAVOR of the item.
Would you like to speak at the meeting?	<i>Field not completed.</i>
Comments	I feel the neighbors have had years of views of Lambeau Field and they won't want any building to take that away. It's called progress and there's been plenty of it all around this area. I am for this building. As far as traffic, there's not going to be an over abundance at one single time. Let this guy develop his plot like the packers and home owners that built large structures. Thank you

Email not displaying correctly? [View it in your browser.](#)

Shannon Sjoquist

From: Inspection Website Mail
Sent: Monday, January 13, 2025 12:56 PM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Monday, January 13, 2025 12:17 PM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

Comment Form for Committees and Council

The City of Green Bay welcomes input regarding actions of the Common Council or a Committee/Commission/Board. There are many opportunities for interested parties to speak at a public meeting. Signing this form does not obligate you to speak. If you decide to speak, please keep your comments relevant to the topic being deliberated, and also please compose your comments to last around 3 minutes. Thank you!

Online comments will be accepted up until 3 hours before the meeting.

First Name	Jim & Bergen
Last Name	Peterson
Address	1194 Thorndale Street
City	Green Bay
State	WI
Zip Code	54304
(Section Break)	
Which Committee/Commission/Board do you have comments for?	Green Bay Plan Commission

What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	E1, E2, E3, E4
What is your opinion of the item?	I OPPOSE the item.
Would you like to speak at the meeting?	No, I do not want to speak at the meeting. I only want to submit my comments through this form.
Comments	Thank you for the opportunity to comment. Unfortunately, my wife and I will not be able to attend the meeting and speak in person. We reside at 1194 Thorndale Street. Our home is not a rental. We oppose the development as written. We do believe the property owner should have the right to develop his or her property. However, this development does not keep with the aesthetics of the neighborhood. We ask the commission to consider the following: Height of building, density of building/apartments, water retention, and traffic flow. We urge a new traffic study be performed as a lot of development has transpired with Title Town since the last study. We also ask you consider access from Lombardi and Ridge versus Thorndale and Frank. We believe the site should be developed with a plant that is a better fit for surrounding area than being proposed. Thank you again for your time. Jim and Bergen Peterson

Email not displaying correctly? [View it in your browser.](#)

Shannon Sjoquist

From: Inspection Website Mail
Sent: Monday, January 13, 2025 12:56 PM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Monday, January 13, 2025 12:19 PM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

Comment Form for Committees and Council

The City of Green Bay welcomes input regarding actions of the Common Council or a Committee/Commission/Board. There are many opportunities for interested parties to speak at a public meeting. Signing this form does not obligate you to speak. If you decide to speak, please keep your comments relevant to the topic being deliberated, and also please compose your comments to last around 3 minutes. Thank you!

Online comments will be accepted up until 3 hours before the meeting.

First Name	Michael and Deborah
Last Name	Schreiner
Address	1201 Raleigh St
City	Green Bay
State	WI
Zip Code	54304
(Section Break)	
Which Committee/Commission/Board do you have comments for?	Green Bay Plan Commission

What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	Regular Business items 1, 2, 3, 4
What is your opinion of the item?	I OPPOSE the item.
Would you like to speak at the meeting?	No, I do not want to speak at the meeting. I only want to submit my comments through this form.
Comments	We strongly oppose the proposals submitted in these business items. The building heights are grossly out of character for our neighborhood; 52ft and 75ft (double the zoning code limit) reflect a complete disregard by the developer(s) to "add to and complement" this property and the surrounding community. Such structures belong in commercial areas, not on residential streets. And the proposed housing plans surely cannot be considered potential solutions to affordable housing problems. Commercial traffic on nearby streets, especially Thornydale, will increase. The fact that there is an elementary school on Thornydale should not be dismissed. Should these proposals be passed, know that you have taken the first steps to destroying the much cherished and renowned culture and integrity of the Lombardi Neighborhood District.

Email not displaying correctly? [View it in your browser.](#)

Shannon Sjoquist

From: Inspection Website Mail
Sent: Monday, January 13, 2025 12:57 PM
To: Stephanie Hummel
Cc: Shannon Sjoquist
Subject: FW: Online Form Submittal: Comment Form for Committees and Council

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Monday, January 13, 2025 12:38 PM
To: Inspection Website Mail <InspectionWebsiteMail@greenbaywi.gov>
Subject: Online Form Submittal: Comment Form for Committees and Council

Comment Form for Committees and Council

The City of Green Bay welcomes input regarding actions of the Common Council or a Committee/Commission/Board. There are many opportunities for interested parties to speak at a public meeting. Signing this form does not obligate you to speak. If you decide to speak, please keep your comments relevant to the topic being deliberated, and also please compose your comments to last around 3 minutes. Thank you!

Online comments will be accepted up until 3 hours before the meeting.

First Name	Janet
Last Name	Angus
Address	1383 W. Mason Street and 1804 Spence Street
City	Green Bay
State	WI
Zip Code	54304
(Section Break)	
Which Committee/Commission/Board do you have comments for?	Green Bay Plan Commission

What is the date of the meeting?	1/13/2025
For which item do you wish to provide comments?	Proposed PUD for 1835 Ridge & 1820 Frank, ZP 24-40 and ZP 24-41
What is your opinion of the item?	I OPPOSE the item.
Would you like to speak at the meeting?	Yes, I would like to speak at the meeting.
Comments	USA Today recently ranked all 32 NFL Stadiums from best to worst. Lambeau Field came in second. Nancy Armour, a columnist for USA Today Sports, praised Lambeau and said what makes Lambeau so unique is the surrounding area it resides in. She said “for those not fortunate enough to have been there, it’s set in the middle of a neighborhood. There are people for whom Lambeau is their backyard. It’s the perfect blend of quaint, old-word charm and modern glitz, there is nothing else in the NFL like it.” The developer, Mr. Kuehn, is a savvy businessman who wants to get the most out of his investments. But, the fact is that Mr. Tim Kuehn purchased numerous properties on the corner of Lombardi and Ridge Road and he destroyed them. He tore down numerous homes and two one-story office buildings. He turned the area into an unsightly gravel lot. The homes were all zoned residential. Mr. Kuehn knew what he was buying – he bought residential property - homes. Now he wants to develop those one and two story homes into 4 and 5 story commercial buildings in an area that is zoned residential under the 2022 Smart Growth Plan. The height of the buildings will cause restrictions of sight for many properties in the area. This 2022 Smart Growth Plan designates this area for low-density residential uses. The PUD’s must follow the City’s Comprehensive Plan until the Plan is changed. There is a process for changing the City’s Comprehensive Plan and until the process is completed and the Plan is changed, the City must

follow the current Plan. In this matter the applicable Plan is the 2022 Smart Growth Plan and as Stephanie Hummel stated, the "2022 Smart Growth Plan designates this area for Low-Density Residential uses". This appears to be a case of "spot zoning".

What area in this PUD will there be improvements for public uses? Are there any population density limits? What is the extent and location of open space? What architectural, scenic, historic or natural features of the area are being preserved? Where is the "quaint old world charm of the neighborhood" in the proposed PUD? Where is the green space required by the City of Green Bay? Has a review been done regarding the green space requirements? Setback requirements have been reduced to zero and green space is less than 5%. In the Report to the Plan Commission it is noted that the applicants desire a "downtown feel". This property is not located downtown it is located in the residential area of the Lombardi Neighborhood. Perhaps Mr. Kuehn should develop his project downtown?

1. Building A

Building A is located at 1835 Ridge Road and currently zoned residential. The applicant is requesting a permit for the development of commercial building on the parcel. It has a footprint of 31,000 square feet and there is a request for the building to be 75 feet tall but the developer anticipates that the building will be only 5 stories tall. The total square footage of the building could exceed 150,000 square feet ($5 \times 31,000 = 155,000$). The required parking spots for this size of a building according to code should be 1 spot per 300 square feet resulting in a requirement of 500 spots. The total parking including underground parking for buildings A and B is only 183 spots. This violates the code requirements for parking. Where will all of the cars park? Will they park at Lambeau Field?

The traffic will increase significantly in the neighborhood with 200 plus additional cars daily on Ridge, Thorndale and Shadow Lane. Large delivery trucks will use Thorndale and Shadow Lane potentially causing severe damage to the streets. Early hour and off-hour deliveries will disturb the quiet enjoyment of residents. The loading dock for building A is located at the Shadow Lane entrance to the site.

In the rendering of the building, on the west side of the building there is a very large lighted (EMC) sign. Allowing signs like this on a residential zoned property will start a precedent that lighted signs are allowed. What happens here will have a domino effect up and down Lombardi. Will all Lombardi Neighborhood residents have the ability to have a large lighted message sign on their property? Will each house on Lombardi Avenue have the ability to build a large sign in their backyards and to advertise on their fences?

2. Building B

The 24-unit apartment complex on the corner of Ridge and Thorndale is referred to as Building B in staff's report dated January 13, 2025. The proposed building will have a total of 39,576 square feet and a maximum height of 52 feet. The developer is proposing a 4-story building but is requesting a height of 5 stories. If the 5 story building is approved the developer could add another 8 units on an additional floor. The maximum height of 52 feet will be imposing on the neighboring properties. The height of the building will stop any views of the stadium from buildings located both north and west of the development.

Parking space is inadequate. Was a parking study done for the development? In building B, according to

code, there should be parking for at least 41 cars. (11 spots for the 3,350 square feet of retail space, 18 parking spots for the one bedroom apartments and 6 parking spots for the two bedroom apartments). Building B only has 18 underground parking stalls.

The site plan indicates that there are a total of 183 parking spots for Building A and Building B. 64 underground and 119 surface. The parking spot numbers fail to meet code requirements.

3. Ridge Road

Ridge Road will be expanded with a third lane for a center turn lane and for an additional right of way for turn lane into the site. Where will the land come from to expand the street? Will the grass be reduced between the curb and the sidewalk? How much green space will be lost?

4. Drainage and Sewer:

Problems with drainage at Spence and Thorndale already exist. Impervious surface for this lot is 95% (requirement in OR is 60%). What will be done to provide for water drainage for the lot? Again as noted in the report, setbacks have been reduced to zero setback requirements for all buildings on this site.

5. ZP 24-41: WISC Short Term Rentals LLC.

This property is currently zoned residential. This property has always been zoned residential. There has never been an office on this site. This property had a

one story home torn down.

The setbacks are reduced significantly and fail to follow code for residential zoning. The building will be 5 stories tall and will have 8 units in it. It is unclear the size of each unit. There are only 12 underground parking spots and the parking will be an issue.

The height of the building is unacceptable for the neighborhood. The building is too tall compared to the adjacent buildings.

If these apartments are to be used as short term rentals, the building will be considered a hotel and should not be built in this residential area. The commercial zoning for building hotels, restaurants and bars is on the south side of Lombardi Avenue from Oneida Street to Ashland. This short term rental building should be built in a commercially zoned area.

In conclusion, while I understand and support the need for development, it must be done in a manner that preserves the charm of the neighborhood. This quaint old world charm is loved and admired by national sports reporters, NFL players, the NFL, tourists and residents of Green Bay. It seems that the City of Green Bay is putting money before the neighborhood. This neighborhood has always been residential. This development is a turning point in Green Bay history. This is a residential neighborhood and it is turning into a large commercial development.

The caricature of Green Bay is of a residential neighborhood with an iconic stadium in a middle of the neighborhood. Will it become a stadium located in the middle of a commercial district? It is disappointing that

the uniqueness of Lambeau Field and the surrounding area is being forgotten and destroyed.

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Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

AGENDA ITEM # E.3

(ZP 24-41) Public Hearing on a request to establish a Planned Unit Development located at 1835 Ridge Road, submitted by Vierbicher on behalf of WISC Short Term Rentals LLC, property owner (Ald. C. Wery, District 8).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # E.4

(ZP 24-41) Consideration with possible action on a request to establish a Planned Unit Development located at 1835 Ridge Road, submitted by Vierbicher on behalf of WISC Short Term Rentals LLC, property owner (Ald. C. Wery, District 8).

BACKGROUND

Primary Address: Northeast corner of 1835 Ridge Road

Aldersperson/District: Ald. Wery / District 8

Reason for Request: To permit the development of an 8-unit multi-family building

Subject Parcel Zoning and Land Use: Subject property is currently zoned Office Residential. It is vacant green space.

Surrounding Zoning and Land Uses:

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

South: Office Residential (OR) | Single-Family Home and Vacant Green Space

West: Office Residential (OR) | Single-Family Home and Vacant Green Space

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

Comprehensive Plan: The 2022 Smart Growth Plan designates this area for Low-Density Residential uses. While PUDs should generally follow the City's Comprehensive Plan, we are in the process of updating our comprehensive plan. Draft data shows this area should be designated for higher density and mixed use.

Analysis: This PUD proposal will be on a to-be-created parcel located on the northeast corner of 1835 S Ridge Road, near the southwest intersection of Thorndale and Frank Streets. The parcel will be 7,277 square feet / 0.17 acres. The creation of the parcel is a requirement of the PUD and noted as a condition of approval. The PUD in general is to allow for a higher density residential building near a commercial corridor. The applicant is interested in requirements closer to our Downtown (D) district versus the existing Office Residential (OR) district.

The building proposed as part of this PUD will be an 8-unit multi-family building. Twelve (12) underground parking stalls are proposed, with vehicular access on Frank Street. The building will be 5,220 square feet and be a maximum of 52 feet in height (approximately five (5) stories). This would create approximately 72% impervious coverage. The draft PUD allows for 80% to allow for flexibility in final building design (OR requirement is 60%; D is 100%).

Building setbacks are the most notable exception from the OR zoning district, as noted below:

OR Setbacks:

Front: 15 feet minimum; 25 feet maximum

Rear: 25 feet
Side: 6 feet minimum, 16 feet total

Proposed Setbacks:

Front: 1-20 feet
Rear: 6 feet
Side (Thorndale): 3 feet
Interior Side: 3 feet

The front setback was requested at 1-20 feet, with the building shown at 20 feet. Many of the surrounding residential uses have a 20-foot front setback and that would be appropriate for this development as well. Staff has reduced the applicants rear and side setback requests to a zero (0) foot setback requirement to allow for flexibility in final building design, and to match the setbacks granted as part of ZP 24-40, which is located on the rest of the block. We have also added a five (5) setback/buffer requirement across the front (Frank Street) side. This would reduce the front patio/landscaped area by four (4) feet.

The building rendering provided and attached shows many high-quality materials being used. The draft PUD lists appropriate materials to achieve this look, and the applicant must closely follow the submitted rendering.

A condition has been added that this PUD will only be valid is the PUD for the rest of the block (ZP 24-40) is executed. This is a unified and planned development campus. This proposal would not stand alone without the neighboring project. Typically, only one PUD would be done over the entire area, but the applicants requested separate PUDs for the separate parcels and ownership.

A neighborhood meeting was held on Thursday, October 3, 2024. Approximately 60 members of the community attended. Many in attendance were not supportive of the building proposal at its initial location, at the northeast corner of Frank and Shadow, noting the building height was inappropriate immediately adjacent to single-family homes.

After this and discussions with City Staff, the applicant moved the building location to the “main site” of 1835 S Ridge Street. This will alleviate the encroachment into the single-family neighborhood and will be more conducive to creating a mixed-use block on the main site to properly engage with the commercial corridor of Lombardi Avenue and neighboring Lambeau Field.

Ald. Wery, Lombardi Neighborhood Association, and property owners within 400-feet have been notified of the request. These neighbors were also notified when this was first applied for (Fall 2024). At that time, we received some neighborhood opposition. With the updated mailing for the new proposal, we have received a few calls looking for information, a call in opposition, and public comments that were attached to the associated PUD (ZP 24-40), including a letter from the neighborhood association.

RECOMMENDATION

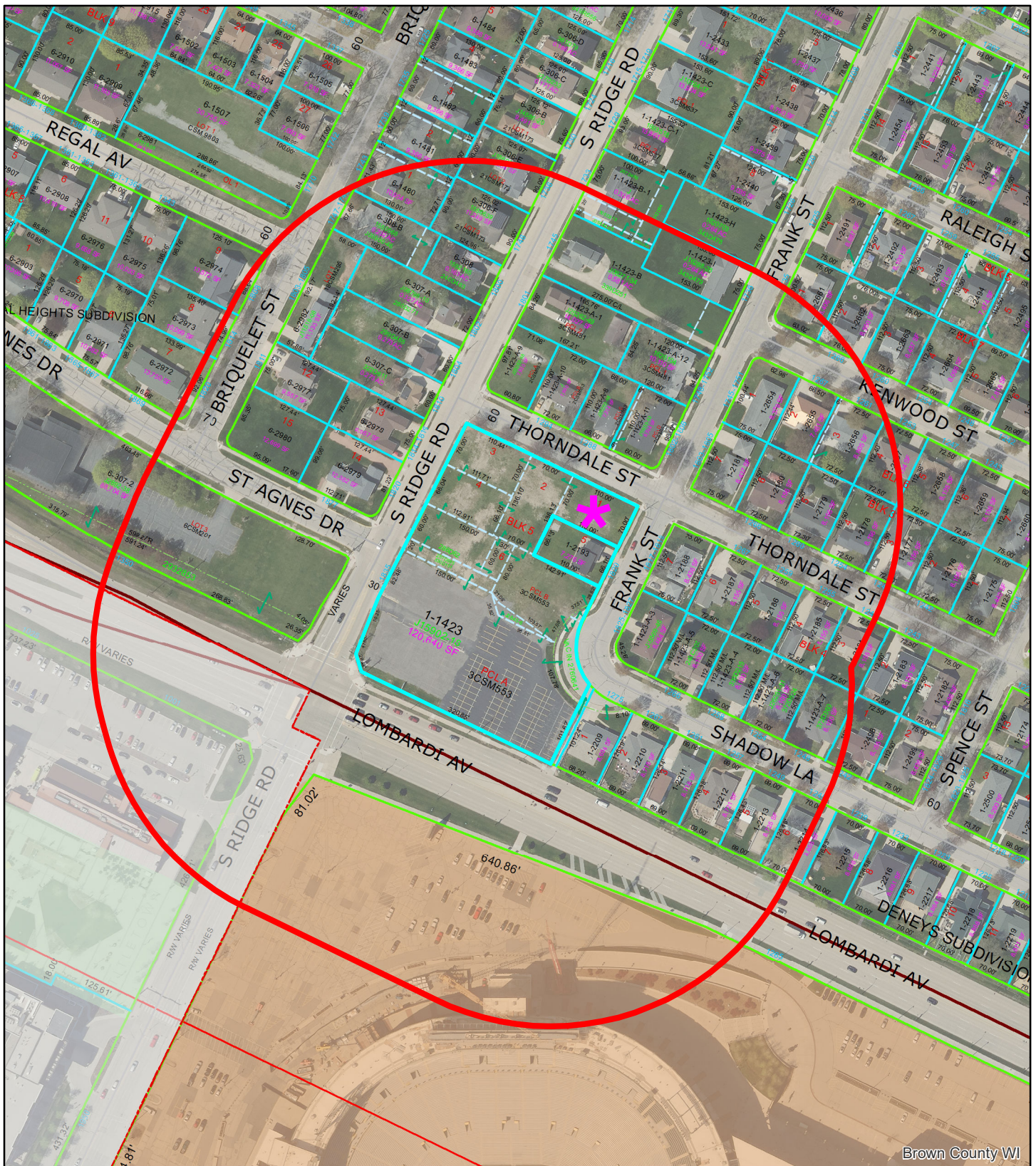
Approval of the request, subject to the draft PUD and the following condition:

1. A land division is required to create a new parcel for the PUD, as described in the attached PUD Ordinance.
2. This PUD is not considered valid until the associated PUD (ZP 24-40) is executed.

FISCAL IMPACT

ATTACHMENTS

1. ZP 24-4I Map, Exhibit A
2. ZP 24-4I Site Plan, Exhibit B
3. ZP 24-4I Building Renderings, Exhibit C
4. ZP 24-4I Updated PUD Narrative
5. ZP 24-4I Updated Application
6. ZP 24-4I Z.O. 02-25, DRAFT PUD Thorndale-Frank



Brown County WI



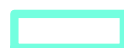
This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. E.R. 23 Oct 2024 X:\Planning\Basemaps\template_8.5x11.mxd

(ZP 24-41) PUD at 1835 Ridge Road and 1820 Frank Street

0 55 110 220 Feet



 Project Site

 1835 Ridge & 1820 Frank

 400' Notification Area

- Planned Unit Development -

City of Green Bay, Brown County, Wisconsin.



PROJECT NO.
D-12114
SHEET NO.
1 of 1
DRAWING NO.
S-3717

WISCO Short Term Rentals LLC

vierbicher
planners | engineers | advisors



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

TAX PARCEL NO. 1-1423-A-3

Planned Unit Development

Frank St. & Shadow Ln.

DRAWN BY
BAR

SCALE
1" = 30'

File: D-12114Layout 112524.dwg

Data File:

Fieldwork Completed:





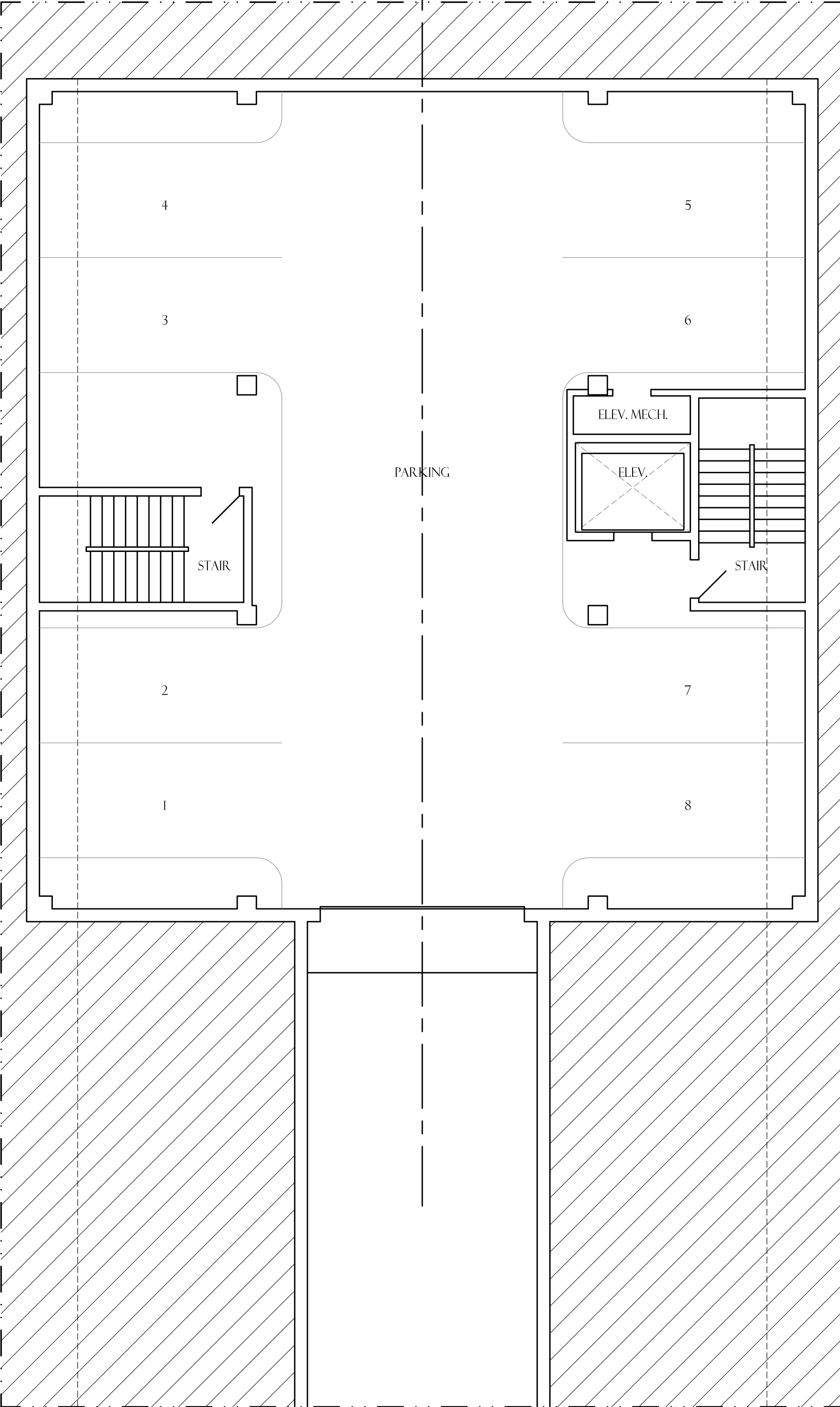


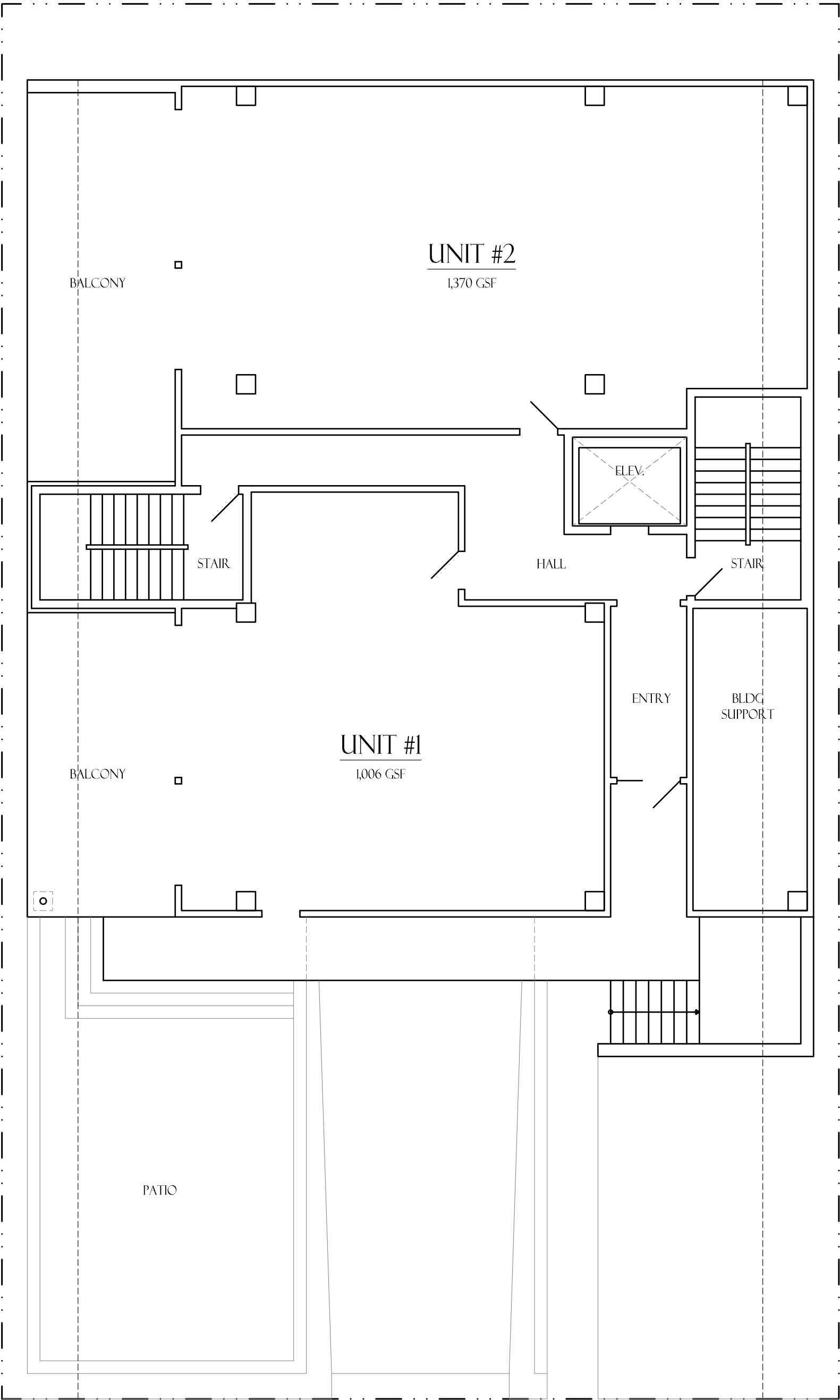


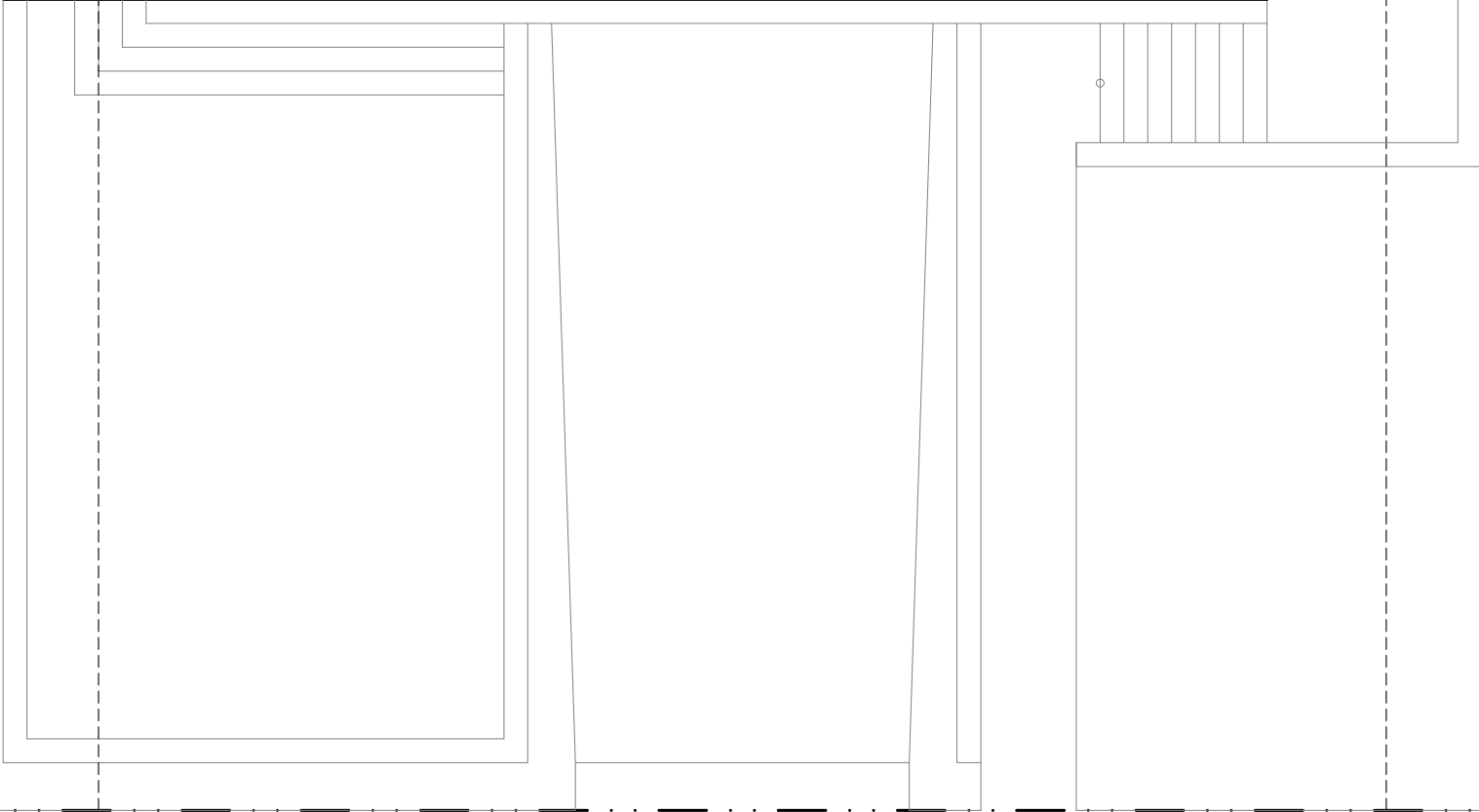
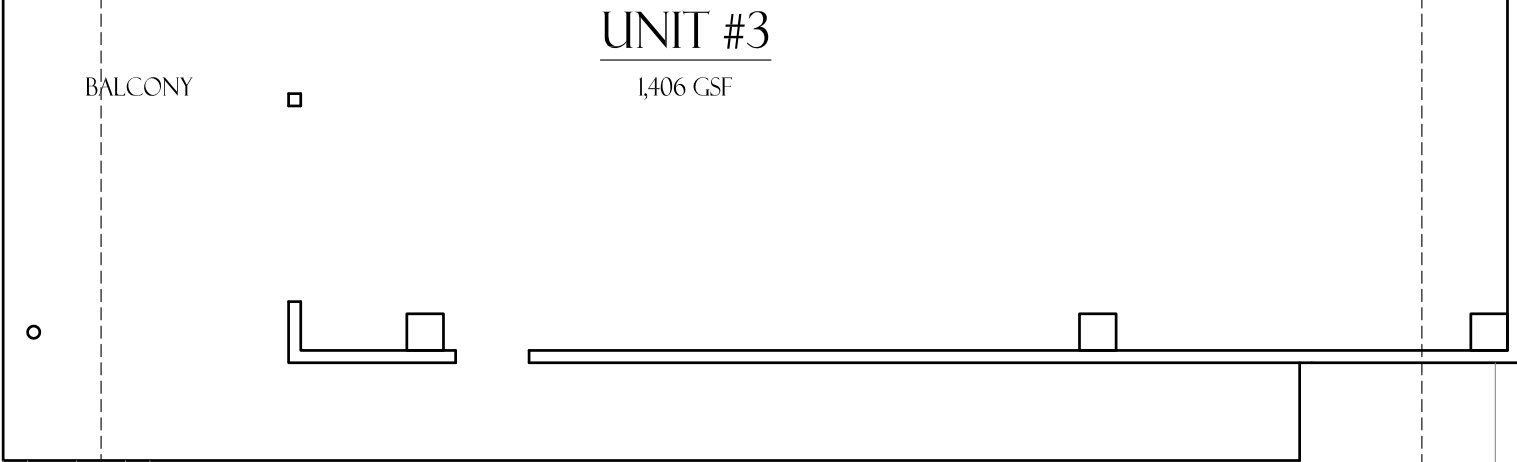
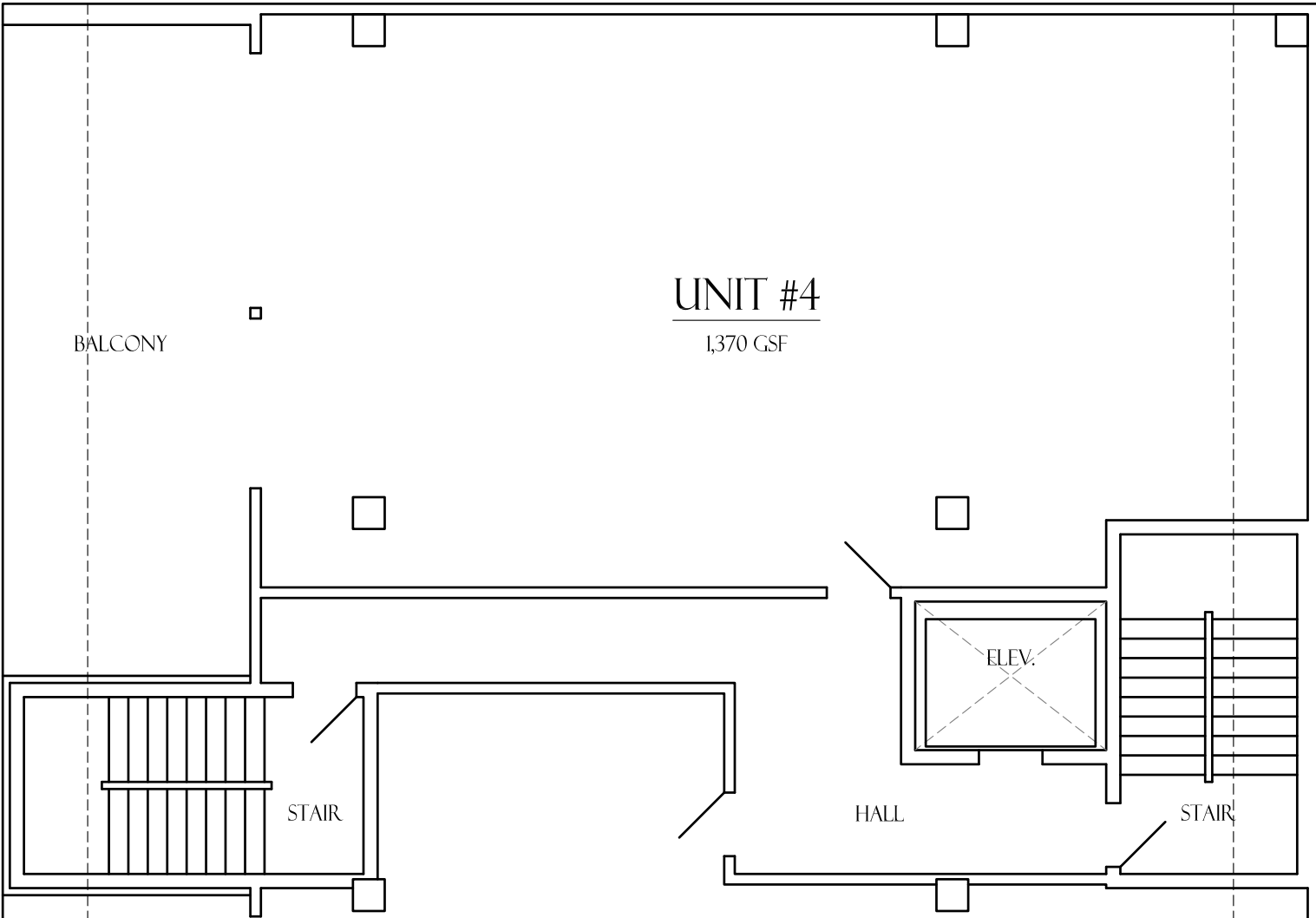




7,260 GSF LOT
2,408 GSF LOT
OPEN AREA







THE LOFTS AT LAMBEAU PUD

Residential development at the Southwest corner of Frank Street and Thorndale Street

LEGAL DESCRIPTION

Part of Lot 1, Block 5, of Thorndale Subdivision, Volume 8, Plats, Page 42, Document No. 499151, Brown County Records, all in the City of Green Bay, West Side of Fox River, Brown County, Wisconsin, more fully described as follows:

Commencing at the Brown County Surveyor Monument No. 40 Y/Z-14/15(1); thence N25°52'40"E, 539.53 feet to Brown County Surveyor Monument No. 40Y/Z-14/15, being an angle point on the Centerline of Private Claim 13, WSFR, located at the intersection of the centerline of Lombardi Ave and Ridge Road; thence N26°49'26"E, 80.49 feet along the centerline of Ridge Road; thence S63°10'33"E, 38.10 feet to the East right of way of said Ridge Road; thence N21°01'08"E, 41.60 feet along said East right of way; thence N21°08'08"E, 50.21 feet along said East right of way; thence N26°51'01"E, 298.31 feet along said East right of way to the South right of way of Thorndale Street; thence S64°07'51"E, 180.51 feet along said South right of way to the point of beginning; thence S25°52'29"W, 66.13 feet; thence S64°07'51"E, 110.00 feet to the West right of way of Frank Street; thence N25°52'29"E, 66.18 feet along said West right of way to its intersection with said South right of way of Thorndale Street; thence N64°07'41"W, 110.00 feet along said South right of way to the point of beginning.

Parcel contains 7,277 square feet / 0.17 acres more or less.

PUD NOTES

- PUD language with similar restrictions/allowances to downtown district
- Parking stats:
 - underground = 12 stalls
- Building Setbacks
 - One (1) foot minimum to twenty (20) feet maximum front yard
 - Six (6) foot minimum rear yard
 - Three (3) foot minimum side yard
- Building Height
 - Fifty (52) feet (5 floors) with possibility of roof top deck



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: Thorndale St. & Frank St.

Parcel Number(s): 1-1423 & 1-2193

Petitioner(s): Vierbicher (Steve Bieda) Date: 12/17/24

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

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

Property Owner: Wisco Short Term Rentals LLC - Mike Coppens Phone Number: 920-562-0307

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 of Vierbicher, 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: 12/18/2024

Petitioner Signature(s): _____

12/18/24

Checklist of required attachments:

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

For office use only:

Review Fee: _____

Receipt No.: _____

Zoning Petition No.: _____

ZONING ORDINANCE NO. 02-25

AN ORDINANCE ZONING CERTAIN LAND LOCATED AT THE NORTHEAST CORNER OF 1835 S RIDGE ROAD AS A PLANNED UNIT DEVELOPMENT DISTRICT (ZP 24-41)

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

SECTION 1. Section 44-30, Green Bay Municipal Code, together with the zoning map referred to therein, is hereby amended by establishing a Planned Unit Development District on the following described property, as shown on Exhibit A - Location Map:

Part of Lot 1, Block 5, of Thorndale Subdivision, Volume 8, Plats, Page 42, Document No. 499151, Brown County Records, all in the City of Green Bay, West Side of Fox River, Brown County, Wisconsin, more fully described as follows:

Commencing at the Brown County Surveyor Monument No. 40 Y/Z-14/15(1); thence N25°52'40"E, 539.53 feet to Brown County Surveyor Monument No. 40Y/Z-14/15, being an angle point on the Centerline of Private Claim 13, WSFR, located at the intersection of the centerline of Lombardi Ave and Ridge Road; thence N26°49'26"E, 80.49 feet along the centerline of Ridge Road; thence S63°10'33"E, 38.10 feet to the East right of way of said Ridge Road; thence N21°01'08"E, 41.60 feet along said East right of way; thence N21°08'08"E, 50.21 feet along said East right of way; thence N26°51'01"E, 298.31 feet along said East right of way to the South right of way of Thorndale Street; thence S64°07'51"E, 180.51 feet along said South right of way to the point of beginning; thence S25°52'29"W, 66.13 feet; thence S64°07'51"E, 110.00 feet to the West right of way of Frank Street; thence N25°52'29"E, 66.18 feet along said West right of way to its intersection with said South right of way of Thorndale Street; thence N64°07'41"W, 110.00 feet along said South right of way to the point of beginning.

Planned Unit Development area contains 7,277 square feet / 0.17 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. Purpose and Intent. The Planned Unit Development (PUD) is being utilized to accommodate housing with convenient access to commercial facilities, as well as the promotion of integrated land uses allowing for a mixture of residential, commercial, and public facilities along corridors and in transitional areas. The overall appearance and design of the site and improvements shall comply with the attached Exhibits and as regulated within this PUD.
- B. Development Site. The area included within this PUD consists of all land described above, currently part of Parcel 1-1423. A Land Division is required

to create a new parcel, as described above, for this PUD to be in effect. A PUD amendment shall be required for any future changes that do not comply with this PUD.

- C. Land Use Regulations. The principal and accessory land uses which may be established are as follows:

1. Multi-Family Residential Uses

- a. Eight (8) multi-family units are allowed. Any changes to overall unit number will require an update to this PUD.
2. Accessory uses customarily associated with multiple family dwelling including but not limited to a lobby, mail room, janitorial services, community room that may be made available to public entities, office space associated with the principal use, home occupations, childcare for residents, educational spaces for residents, outdoor gathering spaces, and other uses deemed appropriate by the Zoning Administrator.

- D. Prohibited Uses. Land uses not listed in Section C shall be considered prohibited uses within this PUD. A PUD amendment is required for any additional uses.

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

1. Setbacks. Setbacks shall be established in conformity with the approved site plan. In no case shall setbacks, from all public street frontages, be less than as follows:
 - a. Front Yard Setback (Frank Street): Building setback shall be 20 feet from the property line. A five (5) foot front setback/buffer shall be required for any hardscaping related to a patio area and/or landscaping area.
 - b. Rear Yard Setback: Building setback shall be zero (0) feet from the property line.
 - c. Side Yard Setback (Thorndale Street): Building setback shall be zero (0) feet from the property line.
 - d. Interior Side Yard Setback: Building setback shall be zero (0) feet from the property line.
2. The building shall not exceed 5,822 square feet.
3. Impervious Surface shall not exceed 80%.
4. Density is allowed at a minimum of 900 square feet per dwelling unit.
5. All other dimensional and area provisions, including accessory buildings, shall be regulated under the Downtown (D1) Zoning District.

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

1. The building height shall not exceed 52 feet and/or five (5) stories.
2. All rooftop and ground level mechanical equipment shall be screened from public view using architectural treatments consistent with the overall design of the structure.
3. Exterior Materials. Building materials should be durable and appropriate for the district.
 - a. Exterior building façades shall be predominately:
 - i. Brick or brick veneer
 - ii. Stone or stone veneer
 - iii. Glass windows and doors
 - b. The following materials may be used as secondary building façade materials. Secondary materials shall not cumulatively exceed 20% of any façade:
 - i. Concrete panels
 - ii. Decorative or split-face block
 - iii. Architectural/decorative metals
 - iv. Wood or wood composite
 - v. Cementous panels/siding or stucco
 - c. The following materials are prohibited exterior building façade materials:
 - i. Smooth face or non-decorative block.
 - ii. Asphaltic, fiberglass, vinyl or metal 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.

G. Access, Circulation, and Parking. Access, circulation, and parking within the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article XVIII of the Green Bay Municipal Code, and the following standards:

1. The driveway shall only lead to the underground parking area; no parking is permitted in this area.
2. The driveway shall not exceed 25 feet in width.
3. Parking shall be provided underground with a minimum of 8 stalls.

H. Signage. All signs on the subject property shall conform to the standards as set forth within Chapter 30 of the Green Bay Municipal Code for the Varied-Density Residential (R3) Zoning District, and the following:

1. All signs shall be illuminated on the exterior. No internally illuminated signs are allowed on the property due to adjacent residential properties.

I. Lighting. All lighting within the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article V of the Green Bay Municipal Code.

- J. Refuse and Mechanical Equipment. All refuse shall be enclosed within the building. Screening of refuse material containers and mechanical equipment throughout the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article XIX of the Green Bay Municipal Code.
- K. Landscaping and Transitional Yards. Landscaping within the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article XIX of the Green Bay Municipal Code.
- L. Compliance with all the regulations of the Green Bay Municipal Code not covered under the PUD. If not covered as part of this PUD, the base zoning for the parcel shall be considered Varied-Density Residential (R3).

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 _____, 2025.

APPROVED:

Eric Genrich, Mayor

ATTEST:

Celestine Jeffreys, City Clerk

sh:

Attachments:

Exhibit A - Location Map

Exhibit B – Site-Building Layout

Exhibit C - Conceptual Plans



Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

David Buck, Staff

AGENDA ITEM # E.5

(CPA 24-05) Public hearing on a request to amend the Smart Growth 2022 Comprehensive Plan for 500 Day St from future Industrial land-use to downtown land-use, submitted by Community and Economic Development (Ald. Proffitt, District 7).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

David Buck, Staff

AGENDA ITEM # E.6

(CPA 24-05) Consideration with possible action on a request to amend the Smart Growth 2022 Comprehensive Plan for 500 Day St from future Industrial land-use to downtown land-use, submitted by Community and Economic Development (Ald. Proffitt, District 7).

BACKGROUND

Reason for Request: The proposed comprehensive plan amendment would allow for the future rezoning of the property for mixed uses development potential and expansion of Green Bay's downtown.

Surrounding Zoning and Land Uses:

Subject Property: General Industrial (GI) | Vacated/Closed Paper Mill (Georgia Pacific)

North: General Industrial (GI) | Paper Mill (Proctor & Gamble)

South: Downtown Two (D2) | East River & Vacated/Closed Office Complex (WPS)

East: General Industrial (GI) & Public Institutional (PI) | Storage lots, Church and Transit

West: N/A | Fox River

Comprehensive Plan: The 2022 Smart Growth Green Bay Comprehensive Plan recommends General Industrial use for this property as well as the properties to the north and east as industrial expansion areas. The Comprehensive Plan recommends Parkway and Downtown uses to the south.

Report: The request for the Future Land-Use alteration includes a single 44.267-acre parcel of land (Parcel Number 7-1). It is located at the northwest corner of University Avenue and North Quincy Street with the confluence of the Fox River and East Rivers to the south and west. The property has approximately 1,850 feet of frontage on North Quincy Street and University Avenue and approximately 2,340 feet of river frontage. It is bordered on the north by railroad tracks and on the east by affiliated Georgia Pacific outdoor storage yards, parking lots, and warehousing. There is also a single block of north Quincy Avenue that contains a religious institution, automobile repair business and the entrance to the Green Bay Metro Transportation Center. The parcel is currently zoned GI General Industrial.

The Georgia Pacific Paper Mill (under several operating names) was established at this location in 1901 and became the birthplace of Quilted Northern Bathroom Tissue and a big reason Green Bay is recognized as the "toilet paper capital of the world." Following 122 years of operation the company announced the closure and shutdown of operations at the Georgia Pacific Paper Mill at 500 Day Street based on customer demand of products manufactured at the site, bath tissue manufacturing upgrades, lesser comparable assets at other mills and the substantial \$500 million investment in upgrades at their Broadway mill. This closure closely followed the decommission and clearing of the 15-acre WVI Public Service office campus adjacent to the south of the 500 Day Street property across the East River.

With these two significant downtown riverfront properties becoming available for sale and redevelopment, the City initiated a more thorough and broader look at land uses in the area and believe changes are needed at this time. Advantages to changing land-use and rezoning this location include:

- Potential to connect the north and south side of the East River in a more unified and organized fashion.
- Utilization of the location of Green Bay Metro Transportation Center for transportation interconnections. Green Bay Metro Transit Center is approximately 500 linear feet from the subject site, providing close and convenient transportation options for potential employees and residents.
- Ability to improve the aesthetics of the property as it is one of the gateway locations to the city center from University Avenue and both rivers.
- Potential for much more rapid redevelopment as land use options (permitted uses) are drastically increased from industrial to mixed uses. Additionally, potential employment opportunities for service and commercial activities generally outnumber industrial warehousing and many modern manufacturing employment numbers.
- Improved tax base for the community in that the value of commercial, mixed-use or residential properties downtown far exceed general industrial uses.
- Higher and better use of the waterfront potentially including shore improvements and riverfront access to the public.
- Uses are more compatible with surrounding uses and needed in the downtown area including commercial/service/office, mixed-use and higher density residential. The downtown area is limited in the amount of land available for redevelopment. This 44+ acre property could provide a needed increase.

The presence of general industrial uses to the north as well as the active railroad (running west to east) adjacent the property to the north makes staff contemplate the idea that a light industrial land use adjacent the tracks would be acceptable and possibly even more desirable than straight downtown future land use. However, as the site is currently all one single parcel and the fact that there is no development proposal for light industrial uses that we are aware of, staff believes it is appropriate to change the future land-use for the entire lot to Downtown with the understanding that should a user come forward that staff would likely recommend approval of the change of said undefined buffer area to a light industrial future land use.

As the Plan Commission is aware, the City's Comprehensive Plan rewrite effort is currently underway. The consulting team, staff, Advisory Group, and citizens have been discussing and analyzing future land use for the entire city and will be more thoroughly reviewing the land area bound by North Quincy Street on the west, the East River on the south, Eastman Avenue on the north and Webster Avenue on the east. Changes in existing land uses and changes to regulatory controls such as FEMA floodplain maps have provided a different environment than when the Smart Growth 2022 Comprehensive Plan was adopted in 2003. Staff would have liked to include a Comprehensive Plan future land use change and potentially rezoning for this entire area at this time however reaching out to nearly 200 properties involved is a large undertaking that is more appropriate to include in the rewrite of future land uses when the rest of the City is done.

Aldersperson Proffitt, Aldersperson Johnson (neighboring Aldermanic District), The Olde North Neighborhood Association, the Downtown Neighborhood Association (neighboring neighborhood association) and property owners within 400+ ft. have been notified of the meeting by mail and a zoning action pending sign has been placed on the property per Plan Commission policy. Staff have not received any inquiries about the request as of the drafting of this report.

RECOMMENDATION

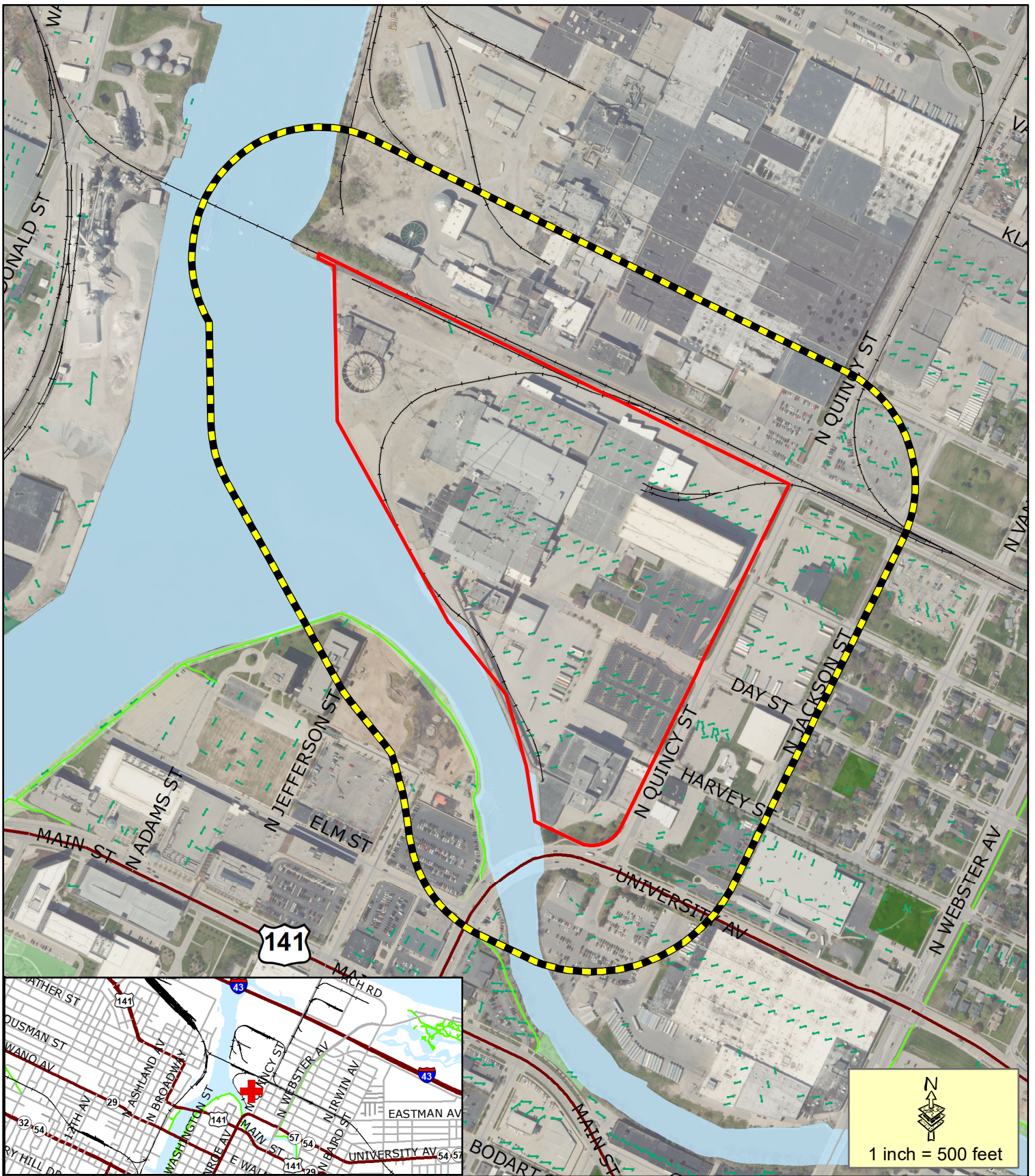
Approval of amending the Comprehensive Plan future land use plan from General Industrial to Downtown.

FISCAL IMPACT

ATTACHMENTS

1. ZP 24-48_CPA 24-05 Application
2. CPA 24-05 & ZP 24-48 Location Map

Zoning Petition No.: CPA 24-05 / ZP 24-4



- Proposed CPA & ZP
- 400+⁺ Property Owner Notice

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Map prepared by DB

Comp Plan Amendment (CPA 24-05) & Zoning Petition (ZP 24-48) Proposed Future Land-Use & Zoning District Change at 500 Day Street (Parcel 7-1)





Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

AGENDA ITEM # E.7

(ZP 24-48) Public hearing on a request to rezone 500 Day St from GI General Industrial District to D2 Downtown Two District, submitted by Community and Economic Development (Ald. Proffitt, District 7).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

David Buck, Staff

AGENDA ITEM # E.8

(ZP 24-48) Consideration with possible action on a request to rezone 500 Day St from GI General Industrial District to D2 Downtown Two District, submitted by Community and Economic Development (Ald. Proffitt, District 7).

BACKGROUND

Reason for Request: The proposed zone change of the property from GI General industrial to D2 Downtown Two will allow a much greater mix of future uses, a higher density and the expansion of Green Bay's downtown.

Surrounding Zoning and Land Uses:

Subject Property: General Industrial (GI) | Vacated/Closed Paper Mill (Georgia Pacific)

North: General Industrial (GI) | Paper Mill (Proctor & Gamble)

South: Downtown Two (D2) | East River & Vacated/Closed Office Complex (WPS)

East: General Industrial (GI) & Public Institutional (PI) | Storage lots, Church and Transit

West: N/A | Fox River

Comprehensive Plan: The 2022 Smart Growth Green Bay Comprehensive Plan recommends General Industrial use for this property as well as the properties to the north and east as industrial expansion areas. The Comprehensive Plan recommends Parkway and Downtown uses to the south. Corresponding request CPA 24-05 on this agenda recommends a change in the future land-use from General Industrial to Downtown.

Report: A dual request Comprehensive Plan (CPA 24-05) amendment and zoning change (ZP 24-48) application involving a single 44.267-acre parcel of land (Parcel Number 7-1) has been submitted by the City of Green Bay Department of Community and Economic Development. The property is located at the northwest corner of University Avenue and North Quincy Street with the confluence of the Fox River and East Rivers to the south and west. The property has approximately 1,850 feet of frontage on North Quincy Street and University Avenue and approximately 2,340 feet of river frontage. It is bordered on the north by railroad tracks and on the east by affiliated Georgia Pacific outdoor storage yards, parking lots, and warehousing. There is also a single block of north Quincy Avenue that contains a religious institution, automobile repair business and the entrance to the Green Bay Metro Transportation Center. The parcel is currently zoned GI General Industrial.

The Georgia Pacific Paper Mill (under several operating names) was established at this location in 1901 and became the birthplace of Quilted Northern Bathroom Tissue and a big reason Green Bay is recognized as the "toilet paper capital of the world." Following 122 years of operation the company announced the closure and shutdown of operations at the Georgia Pacific Paper Mill at 500 Day Street based on customer demand of products manufactured at the site, bath tissue manufacturing upgrades, lesser comparable assets at other mills and the substantial \$500 million investment in upgrades at their Broadway mill. This closely followed the decommission and clearing of the 15-acre WI Public Service office campus adjacent to the south of the

500 Day Street property across the East River.

With these two significant downtown riverfront properties becoming available for sale and redevelopment, the City initiated a more thorough and broader look at land uses and zoning in the area and believe changes are needed at this time. Advantages to changing land-use and zoning of this location include:

- Potential to connect the north and south side of the East River in a more unified and organized fashion.
- Utilization of the location of Green Bay Metro Transportation Center for transportation interconnections. Green Bay Metro Transit Center is approximately 500 linear feet from the subject site, providing close and convenient transportation options for potential employees and residents.
- Ability to improve the aesthetics of the property as it is one of the gateway locations to the city center from University Avenue and both rivers.
- Potential for much more rapid redevelopment as land use options (permitted uses) are drastically increased from industrial to mixed uses. Additionally, potential employment opportunities for service and commercial activities generally outnumber industrial warehousing and many modern manufacturing employment numbers.
- Improved tax base for the community in that the value of commercial, mixed-use or residential properties downtown far exceed general industrial uses.
- Higher and better use of the waterfront potentially including shore improvements and riverfront access to the public.
- Permitted uses are more compatible with surrounding uses and needed in the downtown area including commercial/service/office, mixed-use and higher density residential. The downtown area is limited in the amount of land available for redevelopment. This 44+ acre property could provide a needed increase.

The presence of general industrial uses and GI zoning to the north as well as the active railroad (running west to east) adjacent the property to the north makes staff contemplate the idea that a light industrial land use adjacent the tracks would be acceptable and possibly even more desirable than straight downtown future land use. However, as the site is currently all one single parcel and the fact that there is no development proposal for light industrial uses that we are aware of, staff believes it is appropriate to change the zoning designation to Downtown with the understanding that should a user come forward that staff would likely approve the change of said buffer area to a LI light Industrial District, depending on the development proposal.

As the Plan Commission is aware, the City's Comprehensive Plan rewrite effort is currently underway. The consulting team, staff, Advisory Group, and citizens have been discussing and analyzing future land use for the entire city and will be more thoroughly reviewing the land area bound by North Quincy Street on the west, the East River on the south, Eastman Avenue on the north and Webster Avenue on the east. Changes in existing land uses and changes to regulatory controls such as FEMA floodplain maps have provided a different environment than when the Smart Growth 2022 Comprehensive Plan was adopted in 2003. Staff would have liked to include a Comprehensive Plan future land use change and potentially rezoning for this entire area at this time however reaching out to nearly 200 properties involved is a large undertaking that is more appropriate to include in the rewrite of future land uses and more collective zone change when the rest of the City is done.

Alderson Proffitt, Alderson Johnson (neighboring Aldermanic District), The Olde North Neighborhood Association, the Downtown Neighborhood Association (neighboring neighborhood association) and property owners within 400+ ft. have been notified of the meeting by mail and a zoning action pending sign has been placed on the property per Plan Commission policy. Staff have not received any inquiries about the request as of the drafting of this report.

RECOMMENDATION

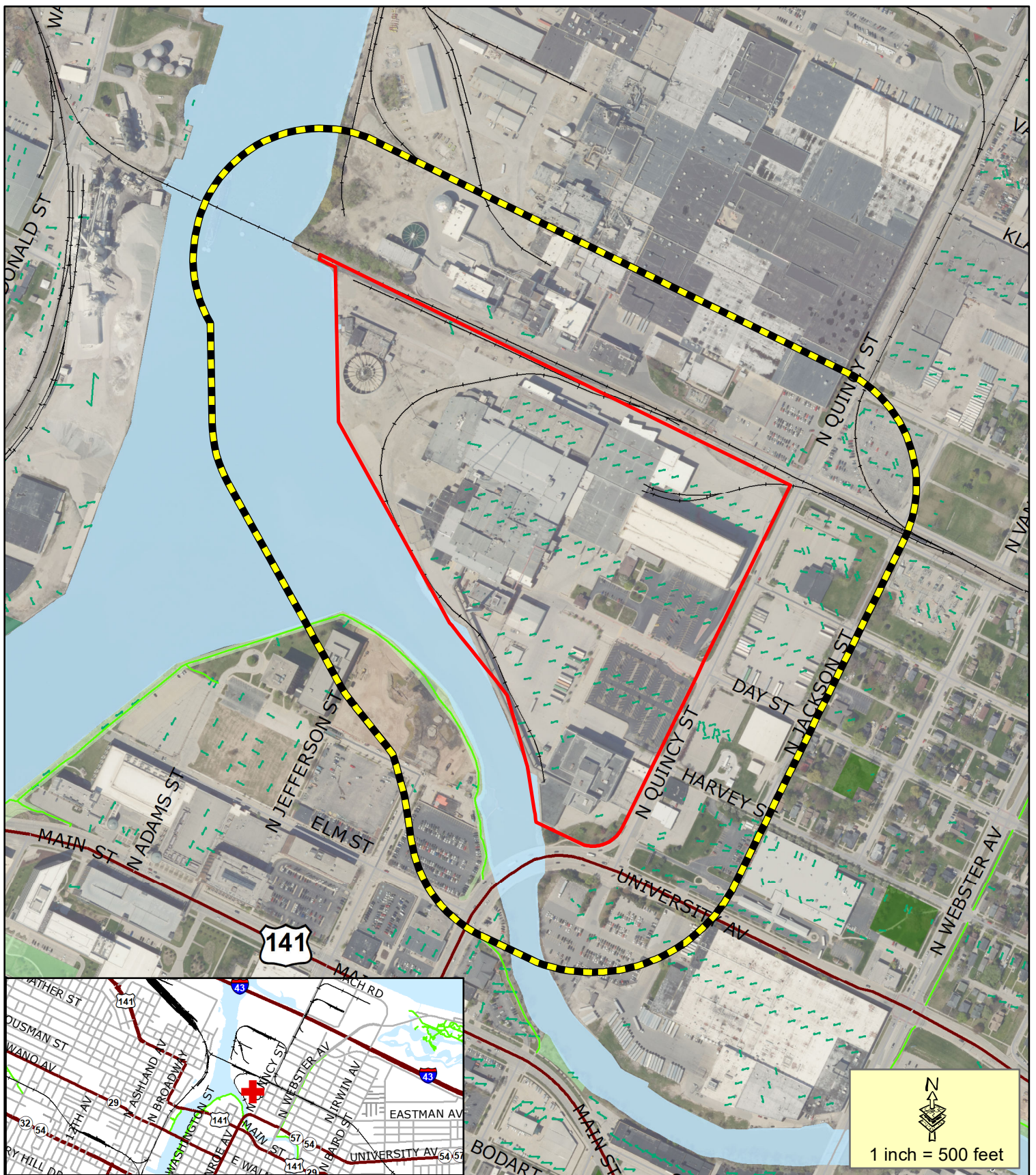
Approval of the zoning district change from GI General Industrial to D2 Downtown Two.

FISCAL IMPACT

ATTACHMENTS

1. ZP 24-48_CPA 24-05 Application
2. CPA 24-05 & ZP 24-48 Location Map

Zoning Petition No.: CPA 24-05 / ZP 24-41



- Proposed CPA & ZP
- 400+ Property Owner Notice

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Map prepared by DB

Comp Plan Amendment (CPA 24-05) & Zoning Petition (ZP 24-48) Proposed Future Land-Use & Zoning District Change at 500 Day Street (Parcel 7-1)





Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

AGENDA ITEM # E.9

(ZP 24-50) Public Hearing on a request for a Conditional Use Permit (CUP) to allow a single-family home use within the (OR) Office-Residential district at 158 N. Maple Street, submitted by David Erickson of Neighborworks Green Bay, applicant; City of Green Bay Redevelopment Authority, property owner (Ald. B. Johnson, District 9).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

Dena Mooney, Staff

AGENDA ITEM # E.10

(ZP 24-50) Consideration with possible action on a request for a Conditional Use Permit (CUP) to allow a single-family home use within the (OR) Office-Residential district at 158 N. Maple Street, submitted by David Erickson of Neighborworks Green Bay, applicant; City of Green Bay Redevelopment Authority, property owner (Ald. B. Johnson, District 9).

BACKGROUND

Reason for Request: To permit the development of a single-family residential home with a covered front porch that extends 6 feet into the front yard setback within the Office Residential (OR) district.

Subject Parcel Zoning and Land Use: Subject property is zoned Office Residential (OR) and is a vacant lot.

Surrounding Zoning and Land Uses:

North: Office Residential (OR) | Single Family Residence

South: Office Residential (OR) | Single Family Residence

East: Office Residential (OR) | Multi Family Residence

West: Office Residential (OR) | Single Family Residence

Comprehensive Plan: The 2022 Smart Growth Plan designates this area for medium/high density residential. While Ch. 66.1001 Wis. Stats. does not specifically require conditional uses to meet the consistency requirement of the Comprehensive Plan, the proposed conditional use permit is consistent in regards to density. Medium-High Density Residential uses should be 8 or more units per acre. Since the lot size of 158 N. Maple Avenue is 4,131 sq. ft., the density matches the comp plan land use recommendation at 10 units per acre, however the single-family style of housing does not. The proposed use of the subject property is compatible with and is not contradictory to the applicable recommended policy and the future land use map when considering site limitations.

Analysis: The parcel at 158 N. Maple Avenue is a corner lot located at the southeast intersection of Hubbard and North Maple Streets. The parcel contained a three-story residence, which had been used for multi-family residential uses in the past but was unoccupied for years. In 2024, the home was demolished, and now a vacant parcel remains.

The site is currently owned by the City of Green Bay Redevelopment Authority (RDA). Neighborworks Green Bay has applied to the RDA for a one-year development agreement to build a single-family residence. The RDA will be reviewing the proposal. The applicant seeks to build a two-story home with three bedrooms and 1½ baths with a detached, 1-car garage. Based on the site plan, a variance to the rear yard setback appears to be necessary (proposed 20.3 feet where 25 feet is required). In the Office-Residential (OR) zoning district, a detached single-family dwelling requires a Conditional Use Permit (CUP). The home would also include a covered front porch, which needs a CUP as well.

Neighborworks Green Bay is requesting to include a 6'x24' covered porch on the front of this home. Based

on lot averaging, the front yard setback is 21 feet. The home is proposed to be setback 21 feet in the front along Maple Avenue. With the addition of the covered porch, the front yard setback would be 15 feet putting the porch 6 feet into the front yard setback. Covered front porches are common in this neighborhood.

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

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

Staff believes the single-family use and the extension of the covered front porch an additional 6 feet into the front yard setback is acceptable and meets the standards for CUP approval.

Ald. Johnson, Fort Howard Neighborhood Association, and property owners within 200 feet of the parcel were notified of the request for action. Staff has not received inquiries on the action as of the drafting of this report.

RECOMMENDATION

Approval of the request to allow a single-family residential home with a covered front porch to extend 6 feet into the front yard setback within the Office Residential (OR) district, subject to:

- (1) A development agreement shall be approved by the City of Green Bay Redevelopment Authority.
- (2) Site plan approval by the Office of Community and Economic Development.
- (3) Compliance with all other regulations of the Green Bay Municipal Code.

FISCAL IMPACT

ATTACHMENTS

1. ZP 24-50 Application
2. ZP 24-50 Map
3. ZP 24-50 Site Plan
4. ZP 24-50 Elevations



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: 158 N. Maple Street, Green Bay, WI 54301

Parcel Number(s): 4-95

Petitioner(s): David Erickson for NeighborWorks Green Bay Date: 12/9/24

Email: david@nwggreenbay.org Phone Number: 920-448-3075

Address: 437 S. Jackson Street City: Green Bay State: WI Zip: 54301

Property Owner: City of Green Bay Redevelopment Authority Phone Number: 920-448-3400

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, David Erickson, 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: 12/9/2024

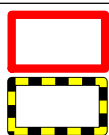
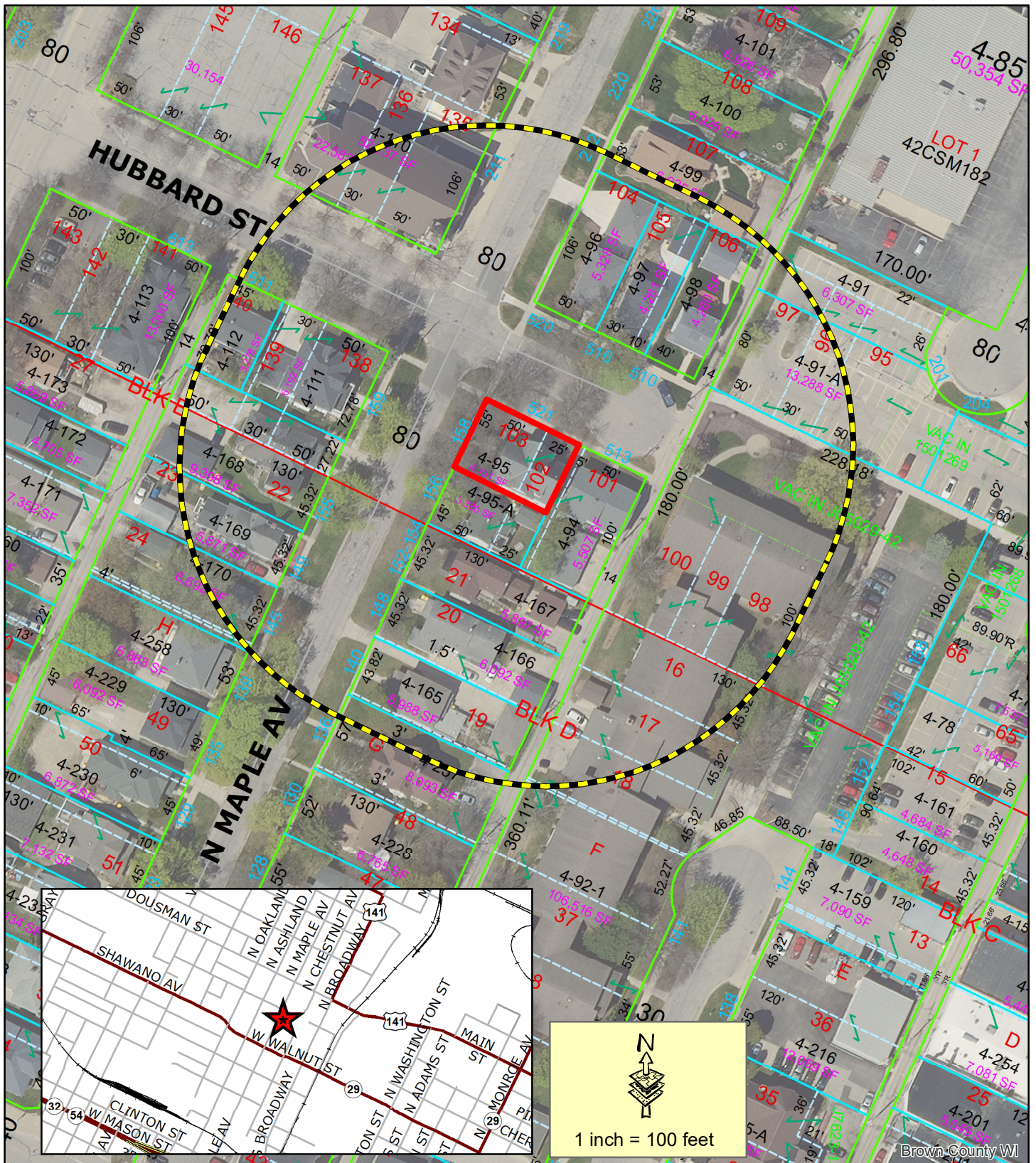
Petitioner Signature(s): _____

Checklist of required attachments:

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

For office use only:

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



Subject Area

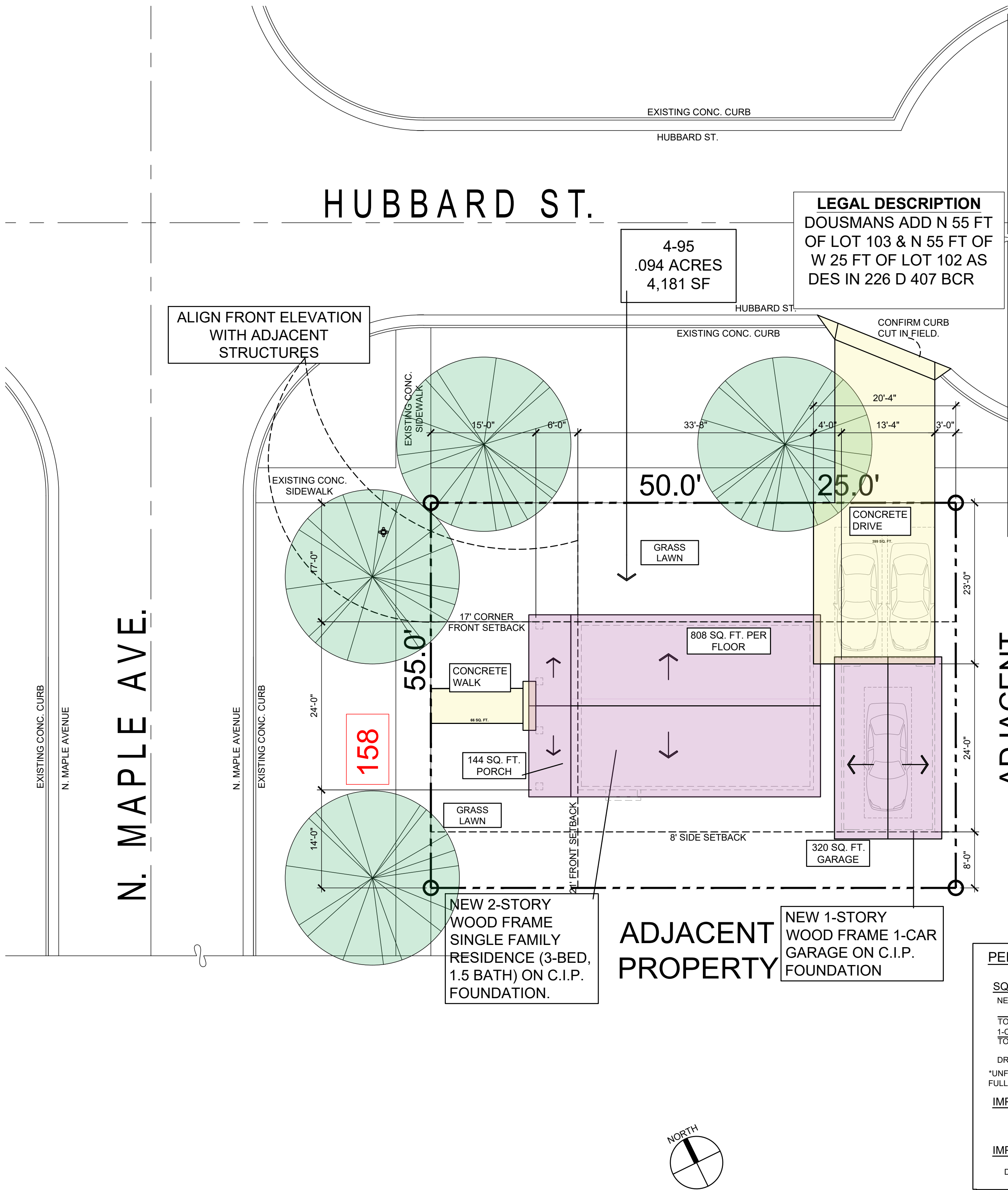
200' Property Owner Notice

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ZP 24-50

**Conditional Use Permit (CUP) Request
Single-Family Residential Use in
(OR) Office-Residential District
158 N. Maple Avenue**





GREEN BAY

NEW SINGLE FAMILY

RESIDENCE

V.1a

3 Bed/1.5 Bath/1 Car Garage (detached)

158 N. Maple Avenue

Green Bay, WI 54303

Parcel 4-95

NOT FOR CONSTRUCTION

ISSUE DATE: 12/6/2024

ISSUED FOR: REVIEW

REVISION LOG

© NEIGHBORWORKS GREEN BAY



158 N. MAPLE AVENUE
GREEN BAY, WI

PROJECT NAME

SITE PLAN

SHEET NAME

PROJECT NUMBER: -

DRAWN BY: DE CHECKED BY: TD

SCALE: 1" = 10'-0"

0.2

SHEET NUMBER

PERCENTAGE OF IMPERVIOUS

SQUARE FOOTAGE INFORMATION:

NEW RESIDENCE =	741.0 SQ. FT. (MAIN LEVEL*) + 132.0 SQ. FT. (PORCHES)
TOTAL RESIDENCE =	873.0 SQ. FT.
1-CAR GARAGE (DETACHED) =	320.0 SQ. FT.
TOTAL SPACE =	1,193.0 SQ. FT.

DRIVEWAY + WALKWAYS = 465.0 SQ. FT.

UNFINISHED LOWER LEVEL AND FINISHED UPPER LEVEL ARE FULLY CONTAINED WITHIN MAIN LEVEL FOOTPRINT

IMPERVIOUS SQ. FOOTAGE CALC.

TOTAL BLDG. FOOTPRINT: 1,658.0 SQ. FT.

TOTAL LOT SIZE: 4,181.0 SQ. FT.

IMPERVIOUS RATIO =

(BUILDING FOOTPRINT +
DRIVEWAY) / LOT SIZE) x 100 =
% OF IMPERVIOUS SURFACE 1,658.0 / 4,181.0) x 100 = 39.7%



GREEN BAY

NEW SINGLE FAMILY

RESIDENCE

V.1a

3 Bed/1.5 Bath/1 Car Garage (detached)

158 N. Maple Avenue

Green Bay, WI 54303

Parcel 4-95

NOT FOR CONSTRUCTION

ISSUE DATE: 12/6/2024

ISSUED FOR: REVIEW

REVISION LOG

© NEIGHBORWORKS GREEN BAY



158 N. MAPLE AVENUE

GREEN BAY, WI

PROJECT NAME

EXTERIOR ELEVATIONS

SHEET NAME

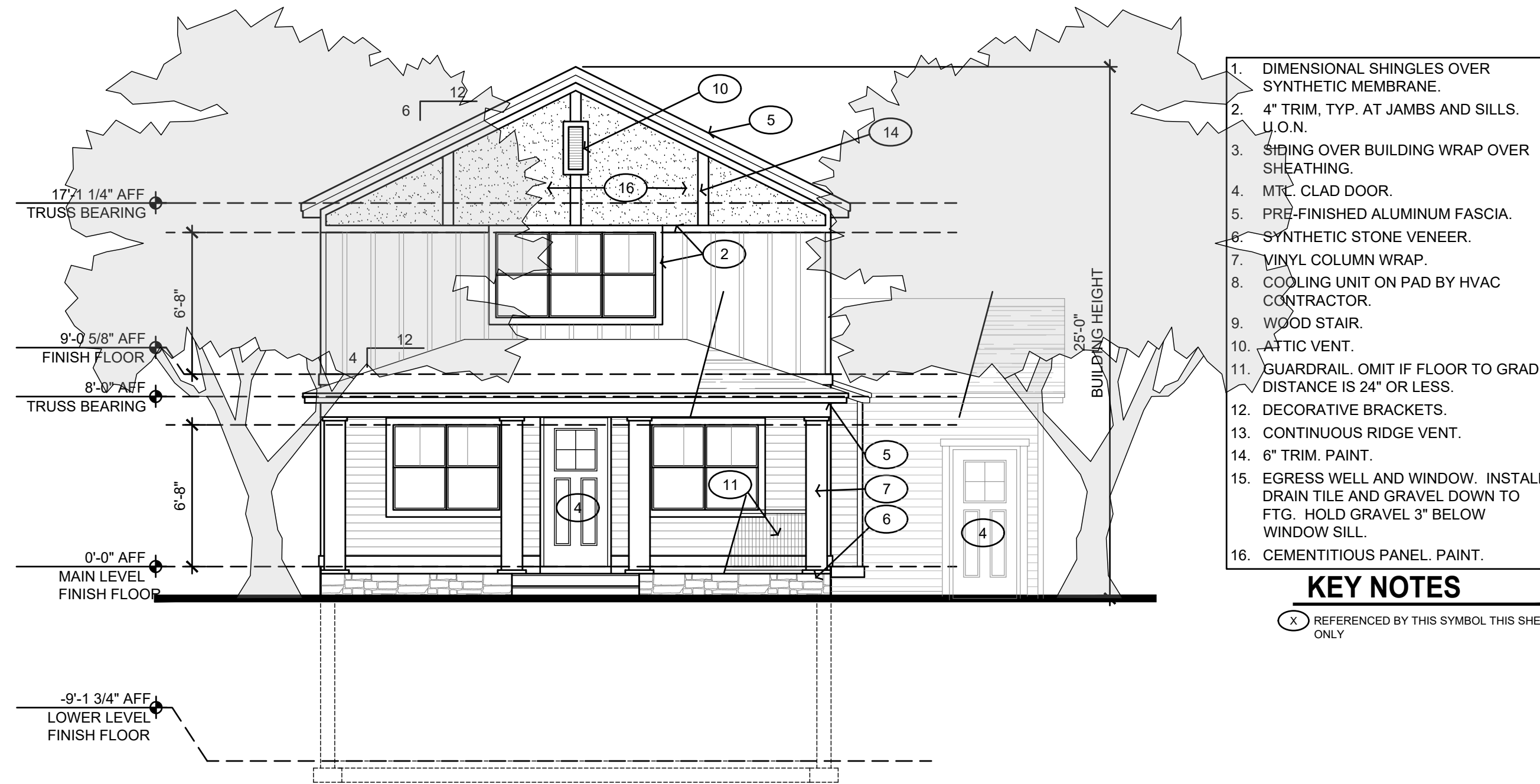
PROJECT NUMBER: -

DRAWN BY: DE CHECKED BY: TD

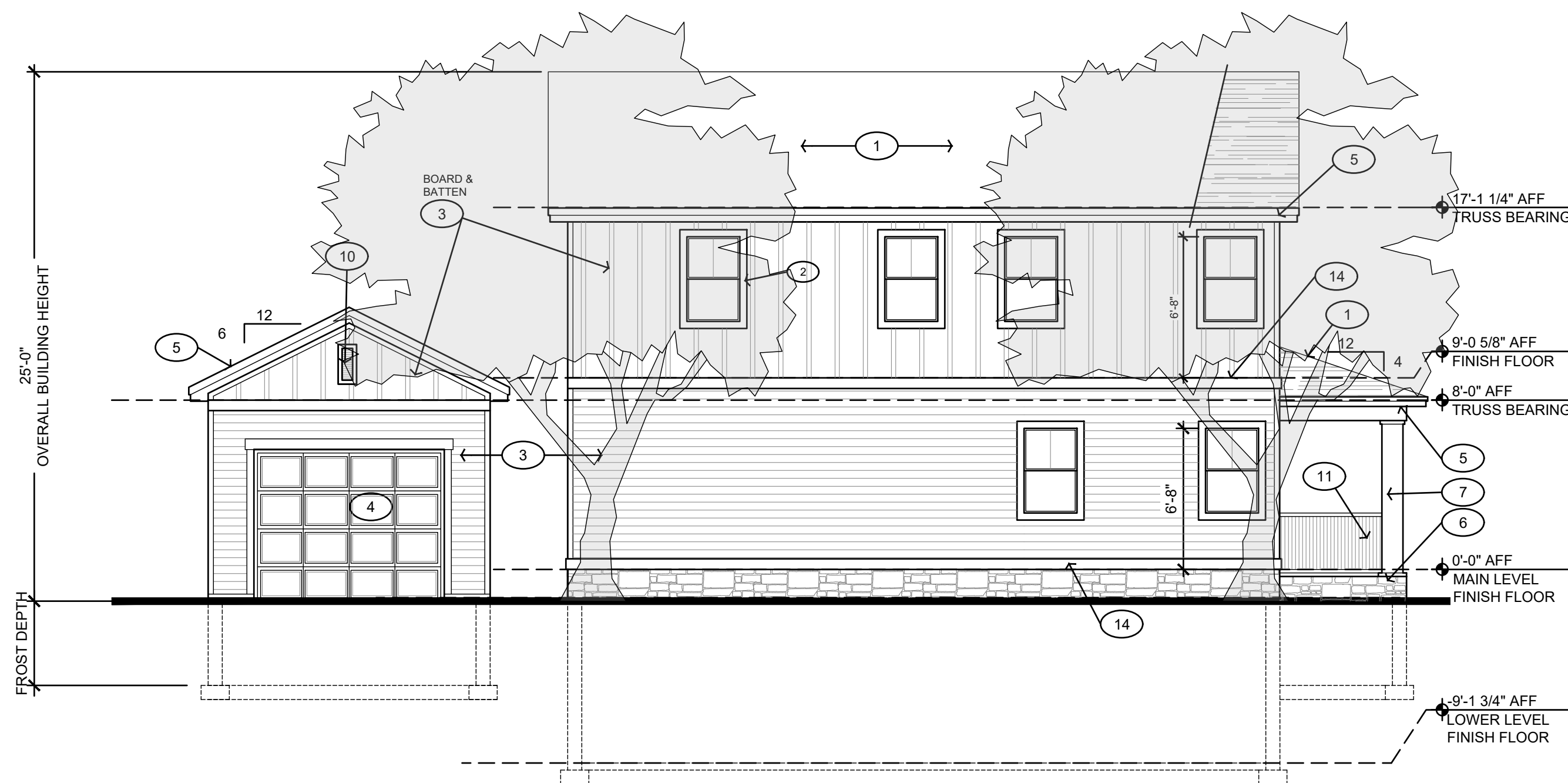
SCALE: AS NOTED

2.1

SHEET NUMBER



1 WEST ELEVATION
3/16" = 1'-0"



2 NORTH ELEVATION
3/16" = 1'-0"



GREEN BAY

NEW SINGLE FAMILY

RESIDENCE

V.1a

3 Bed/1.5 Bath/1 Car Garage (detached)

158 N. Maple Avenue

Green Bay, WI 54303

Parcel 4-95

NOT FOR CONSTRUCTION

ISSUE DATE: 12/6/2024

ISSUED FOR: REVIEW

REVISION LOG

© NEIGHBORWORKS GREEN BAY



158 N. MAPLE AVENUE

GREEN BAY, WI

PROJECT NAME

EXTERIOR ELEVATIONS

SHEET NAME

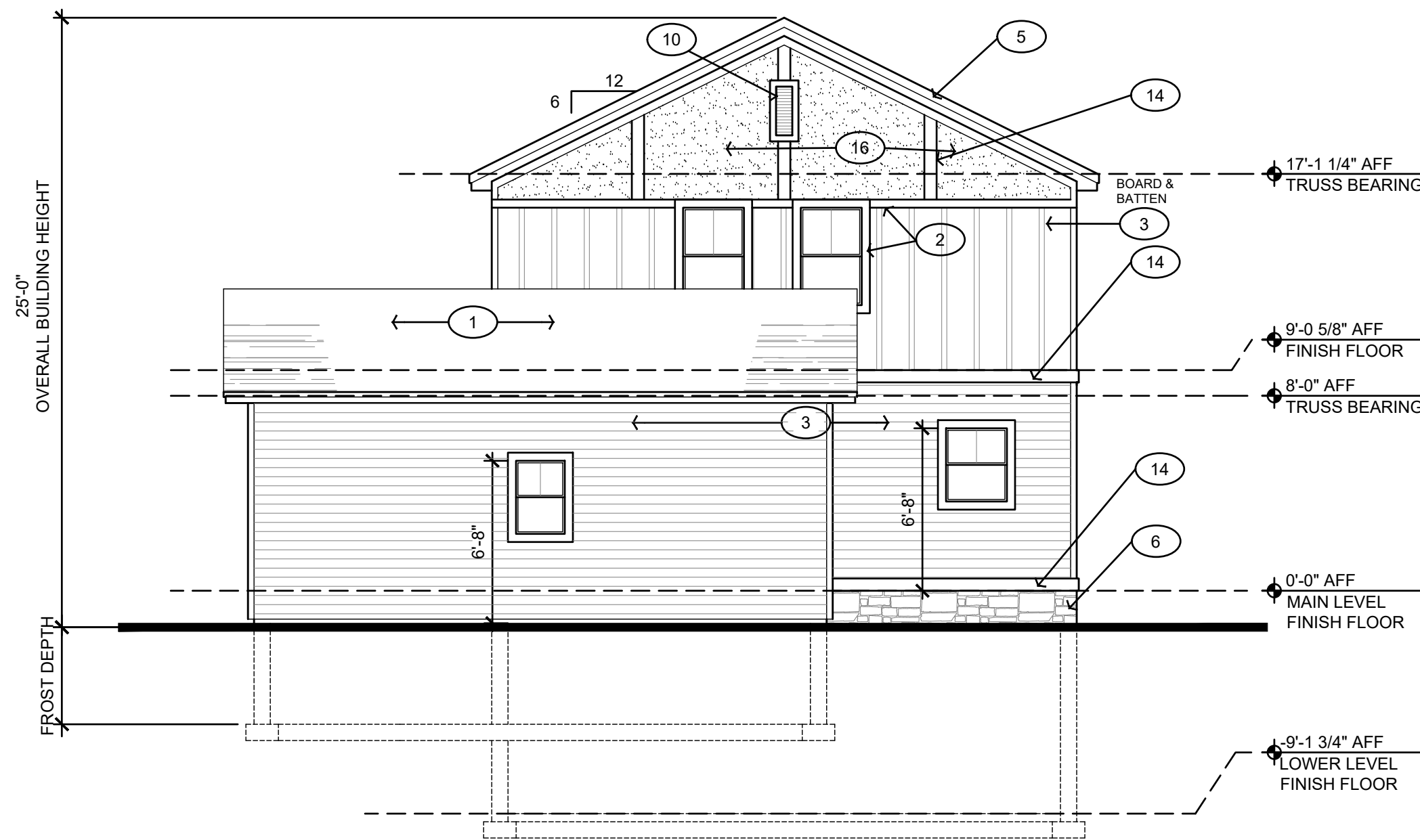
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DRAWN BY: DE CHECKED BY: TD

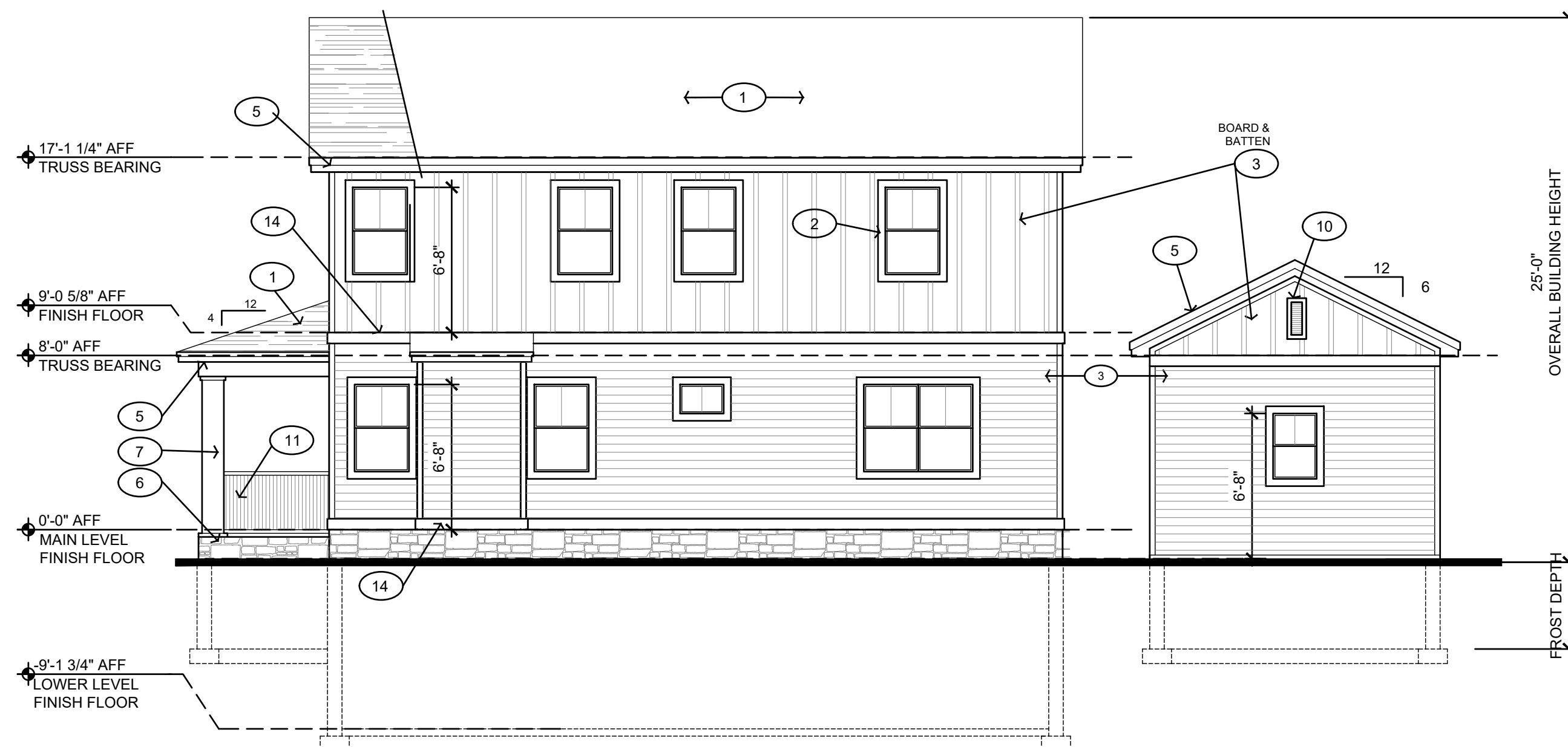
SCALE: AS NOTED

2.2

SHEET NUMBER



1 EAST ELEVATION
3/16" = 1'-0"



2 SOUTH ELEVATION
3/16" = 1'-0"



Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

AGENDA ITEM # E.11

(ZP 24-51) Public Hearing on the request for a Conditional Use Permit (CUP) to allow a multiple-message sign at 1902 N Irwin Avenue, submitted by Trevor Bowman of Lamar Central Outdoor, LLC, applicant and easement holder; Manuel Bustamante Razo, property owner (Ald. J. Prestley, District 6).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.12

(ZP 24-51) Consideration with possible action on the request for a Conditional Use Permit (CUP) to allow a multiple-message sign at 1902 N Irwin Avenue, submitted by Trevor Bowman of Lamar Central Outdoor, LLC, applicant and easement holder; Manuel Bustamante Razo, property owner (Ald. J. Prestley, District 6).

BACKGROUND

Reason for Request: To permit the reconstruction of an off-premise billboard adding multiple message signage operation.

Surrounding Zoning and Land Uses:

Subject: General Commercial (C1), existing billboard/vacant commercial property.

North: I43

South: General Commercial (C1) | Light industrial

East: Light Industrial (LI) | Vacant

West: Light Industrial (LI) | Restaurant

Comprehensive Plan: The 2022 Smart Growth Plan designates the subject area as Commercial. The proposed use of the subject property is compatible with and is not contradictory to the applicable recommended policy and the future land use map.

Report: The subject property is located on the northeast corner of North Irwin Avenue and Radisson Street. The site is vacant with the exception of a two-sided static message billboard on the west side of the billboard and an approximately 30 feet in overall height.

The petition is to reconstruct the sign in its current location, maintain an existing static message on the east side of the sign panel and add a digital message panel on the west facing sign panel. The east side of the existing billboard has 14' x 48' sign panel approximately 672 square feet. This proposal seeks to create a 14' x 46' electronic sign panel approximately 644 square feet. The existing billboard location will not change, rather the existing two static panels on the west side of the sign will be removed and replaced. At its closest point, the billboard is approximately 230 feet to the eastbound intersection of Radisson and Irwin. A minimum of 200 feet is required for oncoming traffic for an electronic billboard sizing up to 650 square feet. The petitioner is proposing a 644 square foot message board for the proposed digital signage. (Eastbound traffic for Radisson at Irwin).

A copy of the sign permit application the applicant has submitted includes the permissible area on site for the billboard and a street view image of the existing signage is attached within this agenda.

In the review of the proposed reconstructed billboard, the requirements of Chapter 44, Article III, Off-Premise Advertising in addition to the requirements of Section 30-63 related to multiple message signs are required. Multiple message billboard signage is only permitted as a Conditional Use Permit (CUP) under Section 30-63. The standards for the multiple message sign proposed on the south side of the billboard is

subject to the following requirements found in Section 30-63.

Mitigation requirements found in Section 30-63(2)(a). require billboard removal swaps to allow for new digital billboards. An off-premises billboard was removed by Lamar in June 2022 at the 600 block of Cherry Street along N Monroe Avenue, a total of 5 points, enough to add a digital message panel on the south facing sign face at this location.

Zoning Ordinance Section 44-83(e) establishes seven standards for the Plan Commission to consider when reviewing a conditional use permit:

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. The conditional use shall have adequate parking facilities as specified in Article XVIII.
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.

In the review of the requirements above in Section 44-83(e) and the standards found in Section 30-63, staff believe the applicant has demonstrated compliance. The proposed CUP does not conflict with the current and future land uses as reflected in the City's Comprehensive Plan. The sign is not located near a residentially zoned district.

Alder Prestley and adjacent property owners within 200 feet of the site have been notified of the request. As of the drafting of this report, staff has received no objections and one call regarding this request.

RECOMMENDATION

Approval of the request, subject to:

- a. A site plan and applicable permit applications are submitted to the Department of Community and Economic Development for review and approval. Said plan shall include a panel which does not exceed 650 square feet in size.
- b. The sign permit application shall not be valid unless approved by the Director of Public Works or their designee.
- c. The Department of Public Works shall be provided with the means to turn off a digital billboard in the case of hazardous glare, interference with the visibility or effectiveness of a traffic signal or control, or other traffic hazard caused by the sign.
- d. The owner of the sign shall maintain up-to-date contact information with the Department of Public Works. The contact information is to provide 24 hours per day, 7 days per week access to a person or persons that is/are available at all times to respond to a hazardous sign situation.
- e. The proposed signage shall meet all of the requirements of Article III, Off-Premise Advertising, Green Bay Zoning Code.

FISCAL IMPACT

ATTACHMENTS

1. 24-5I CUP Application
2. 24-5I Property Map A
3. ZP 24-5I Code Standards for Multiple Message Sign Operations
4. 24-5I Easement 1902 N Irwin Ave
5. 24-5I N Irwin Specs of Billboard



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: 1902 N Irwin Ave

Parcel Number(s): 21-487

Petitioner(s): Lamar Central Outdoor, LLC

Date: 12/11/24

Email: TBowman@lamar.com

Phone Number: 920-347-1767

Address: PO Box 5846

City: De Pere

State: WI

Zip: 54115

Property Owner: TLC Properties/Lamar (Easement Holder)

Phone Number: 920-347-1767

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, Trevor Bowman, 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: Lamar Outdoor Green Bay

Date: 12/11/24

Petitioner Signature(s): Trevor Bowman

12/11/24

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.: _____

City of Green Bay: Project Narrative

Site Plan: City of Green Bay (Parcel 21-487)

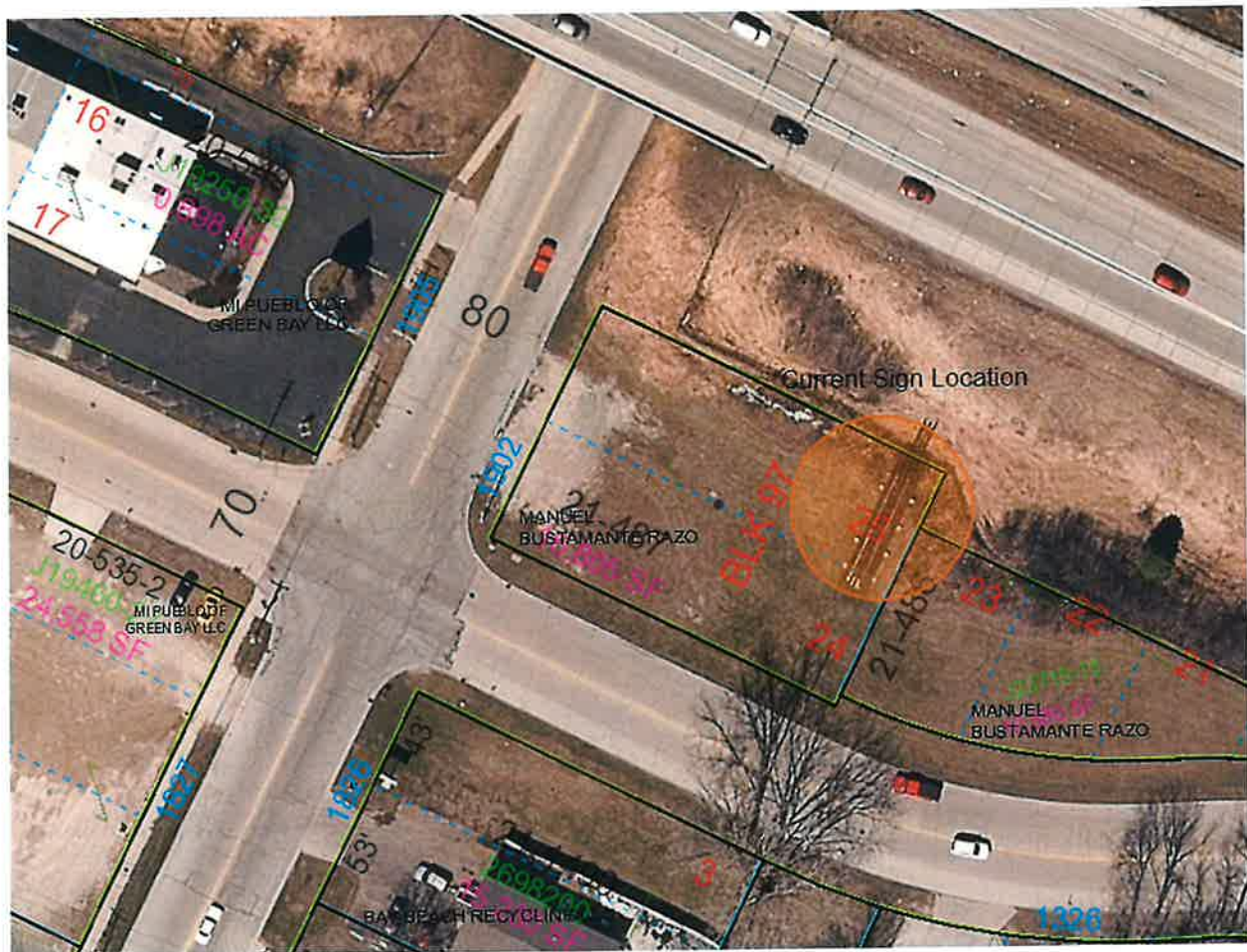
Site Address: 1902 N Irwin Ave.

Orange Circle indicates current sign location

TLC Properties is the Easement Holder

Abbreviated Legal Description: 16,805 SQ FT ADDN TO GREEN BAY BY THE BUSINESS MENS ASSOC LOTS
24 & 25 BLK 97

Lamar Central Outdoor LLC requests to convert the West face to a 14x46 digital billboard. The current sign has (2) 10'6x22'9" static posters on the West face and (1) 14x48 digital bulletin on the East face. Lamar Central Outdoor LLC will use 5 mitigation points from the removal of a billboard that is nonconforming due to location in the CBD, a natural area, or a historical district. Lamar Central Outdoor LLC removed 2 poster faces from 605 Cherry St (Project #109183) on June 20th, 2022. This structure was in the historical district.



Current Sign: East Face

Sign Face is a 14x48 Digital Bulletin

Approach



Close Up



Current Sign: West Face

Lamar Central Outdoor LLC requests to change our west sign face from (2) side-by-side 10'6x22'9 posters to (1) 14x46 digital bulletin.

Approach



Close Up



Mitigation Plan

Lamar Central Outdoor LLC plans to convert the West face to a 14x46 digital billboard. The current sign has (2) 10'6x22'9 static posters on the West face and (1) 14x48 digital bulletin on the East face. Lamar Central Outdoor LLC will use 5 mitigation points from the removal of a billboard that is nonconforming due to location in the CBD, a natural area, or a historical district. Lamar Central Outdoor LLC removed 2 poster faces from 605 Cherry St (Project #109183) on June 20th, 2022. This structure was in the historical district.

Code standards for Multiple Message Sign Operations

Multiple message sign operation. Multiple message signs are permitted as a conditional use. To be considered for a conditional use permit, such signs must meet all regulations of this chapter and the following:

(1) Standards for multiple message signs.

- a. The transition time, or the time it takes to change the message (electronically, via louver rotation, or other means), shall be one second or less.
- b. The time the message remains in a fixed position shall be eight seconds or more, and movement or animation is prohibited.
- c. Audio speakers and all forms of pyrotechnics are prohibited.
- d. Electronic multiple message signs (digital billboards) shall be equipped with automatic dimming capability, and light produced by such signs shall not exceed 0.3 foot candles over ambient light levels. The ambient light reading is taken at least 30 minutes past sunset with the sign turned off or displaying all black copy. The fully lit reading is taken with the sign displaying all white copy. Measurement of light levels should be taken perpendicular to the face of the sign, and the following distances should be used as guidelines to determine where to take measurements:
 1. 100 square foot or smaller sign to be measured 100 feet from source
 2. Greater than 100 to 350 square foot sign to be measured 150 feet from source
 3. Greater than 350 to 650 square foot sign to be measured 200 feet from source
 4. Greater than 650 to 700 square foot sign to be measured 250 feet from source
- e. Spill-over light exceeding 0.2 foot candles as measured at a residential property line is prohibited.

(2) Mitigation of multiple message signs. Since the maximum number of off-premise signs permitted in the City is fixed at the number in the current sign inventory, and because multiple message signs can display multiple messages, a new multiple message sign (whether new construction or sign replacement) shall be mitigated. In addition to meeting the requirements of Section 30-94, a new multiple message sign must earn at least 5 mitigation points per sign face. One or more existing billboards will be removed as part of the mitigation process.

- a. Mitigation points can be earned in the following ways. Note that points are assessed and required per sign face.
 1. Five (5) points per sign face for the removal of a billboard that is nonconforming due to location in the CBD, a natural area, or a historic district
 2. Four (4) points per sign face for the removal of any other nonconforming billboard
 3. Three (3) points per sign face for the removal of a conforming billboard that is capable in its existing structural condition of safely supporting a multiple message sign of the same area as the existing sign face.
 4. Two (2) points per sign face for the removal of any other existing billboard that is not capable in its existing structural condition of safely supporting a multiple message sign of the same area as the existing sign face.
 5. One (1) additional point per sign face for the removal of a billboard visible from a street or highway with a functional classification of Interstate, Freeway, or Principal Arterial
 6. No points are awarded for the replacement of an existing billboard (While a digital billboard may be approved where an existing static sign has been removed from a conforming location, this sign removal does not count toward the required mitigation points. The points must be obtained from other sign sites.)
- a. A mitigation plan shall be submitted for review by the Planning Department, and more than one new multiple message sign may be included in a single mitigation plan. The cumulative points earned for

sign removal may be applied to multiple signs within a single mitigation plan and sign permit application. However, any excess points remaining are not carried over or “banked” for future applications. In other words, mitigation points will not be tracked beyond a single sign project which may involve multiple new signs. The reason for this is to avoid conflicts between mitigation points and the existing cap on the total number of allowable off-premise signs.c. If the cumulative result of a sign project and mitigation plan is a net reduction in signs, then the maximum allowable number of off-premise signs for the City as a whole will be reduced immediately. This means that signs removed under a mitigation plan can only be replaced with the multiple message sign(s) being mitigated. They cannot be replaced with other signs in the future.

(3) Permitted locations of multiple message signs

- a. Sign message must be directed to a state or federal highway, or a designated connecting highway, as mapped by the Wisconsin Department of Transportation in accordance with Ch. 84.02(12), Wis. Stats.
- b. Signs with a variable message face visible to drivers approaching an intersection, where drivers must also watch for cross traffic, bikes, and/or pedestrians, must comply with the following setbacks from that intersection as measured from the street right-of-way line.
 - 1. 100 square foot or smaller sign to be set back at least 100 feet
 - 2. Greater than 100 to 350 square foot sign to be set back at least 150 feet
 - 3. Greater than 350 to 650 square foot sign to be set back at least 200 feet
 - 4. Greater than 650 to 700 square foot sign to be set back at least 500 feet
- c. Such signs shall not be located within one hundred (100) feet of residential district boundaries, school property, or public parks and parkways (including those so designated on the Official Map) if said signs are perpendicular to or facing away from such uses. This distance increases to four hundred (400) feet if signs are facing (oriented with message side parallel) said uses.

(4) Hazard abatement.

- a. If the Director of Public Works or his/her designee finds that an electronic multiple message sign (digital billboard) is causing interference with the visibility or effectiveness of a traffic signal or control, the sign shall be turned off without delay.
- b. If the Director of Public Works or his/her designee finds that an electronic multiple message sign (digital billboard) is malfunctioning in a fashion that creates a hazardous glare or other traffic hazard, the sign shall be turned off without delay.
- c. In such a situation, the owner of the sign must then meet with City staff to determine how to rectify the situation, and the sign shall not be turned back on without City staff approval.
- d. Each sign owner is to maintain up-to-date contact information with the Department of Public Works for such purposes. The contact information is to provide 24-7 (24 hour per day, 7 days per week) access to a person or persons that is/are available at all times to respond to a hazardous sign situation.

(5) Standard conditions of approval. The following are the minimum conditions of approval that shall be applied to the conditional use permit. Other appropriate conditions of approval may also be required by the Plan Commission and City Council.

- a. A site plan and applicable permit applications (sign permit, electrical permit, building permit) shall be required for erecting a new multiple message sign or for converting an existing static display sign to a multiple message sign.
- b. The sign permit application shall not be valid unless approved by the Director of Public Works or his/her designee (Traffic Engineer).
- c. A mitigation plan shall be submitted for review and approval by the Planning Department.

- d. If the US Department of Transportation, Federal Highway Administration concludes before June 1, 2010 that digital billboards or their particular operation are detrimental to traffic safety, then the hazard posed by this sign shall be resolved. If the hazard can be effectively resolved by adjusting the brightness, length of display, or other such performance issue, then this shall be allowed as the course of action. If the hazard cannot be effectively resolved by adjusting the performance of the sign, then the sign shall be removed and may be replaced with an approvable sign.
- e. The Department of Public Works shall be provided with the means to turn off a digital billboard in the case of hazardous glare, interference with the visibility or effectiveness of a traffic signal or control, or other traffic hazard caused by the sign.

EASEMENT AGREEMENT

Document Number

Title of Document

2257276**CATHY WILLIQUETTE
BROWN COUNTY RECORDER
GREEN BAY, WI****RECORDED ON
05/22/2006 01:43:30PM****REC FEE: 29.00
TRANS FEE:
EXEMPT #
PAGES: 10**

Record this document with the Register of Deeds

Name and Return Address:

**Liebmann Conway Law Firm
Thomas M. Olejniczak
P.O. Box 23200
Green Bay, WI 54305-3200****See Attached**

(Parcel Identification Number)

instrument drafted by:
my Thomas M. Olejniczak
mann, Conway, Olejniczak & Jerry, S.C.
South Adams Street
n Bay, WI 54301

n County – Owned Properties and One Easement

EASEMENT AGREEMENT

THIS EASEMENT AGREEMENT (this "Easement Agreement") is made this 11th day of April, 2006, by and between Beverly French (hereinafter referred to as "Grantor"), and Orde Outdoor, LLC, a Wisconsin limited liability company (hereinafter referred to as "Grantee").

RECITALS

WHEREAS, Grantor is the owner of or the owner of an easement in the following described property ("Real Property"):

SEE ATTACHED ADDENDUM.

WHEREAS, Orde Advertising, Inc., a Wisconsin corporation ("Seller"), desires to sell to NextMedia Outdoor, Inc., a Delaware corporation ("Buyer"), and Buyer desires to purchase from Seller, one hundred percent (100%) of the units of membership interests (the "Units") of Grantee, pursuant to the terms and conditions of that certain Unit Purchase Agreement dated March 31, 2006 (the "Purchase Agreement"), by and among Grantor, Seller and Buyer;

WHEREAS, in connection with the transactions to be consummated by the Purchase Agreement, Grantor desires to grant an easement to Grantee pursuant to this Easement Agreement and to provide such services for the benefit of the parties as described herein.

NOW THEREFORE, in consideration of the recitals and the mutual covenants and agreements contained herein and in the Purchase Agreement, Grantor and Grantee hereby agree as follows:

1. Ingress and Egress; Access. Grantor does hereby grant, demise, convey, and otherwise transfer to Grantee, its successors, assigns, tenants, employees, customers, and/or invitees an exclusive and perpetual easement for ingress and egress through and across, and access to, the Real Property in connection with the purposes described herein.

2. Use and Occupancy. Grantor does hereby grant, demise, convey, and otherwise transfer to Grantee, its successors, assigns, tenants, employees, customers, and/or invitees an exclusive and perpetual easement for the use, occupancy, inspection, maintenance and repair of the outdoor advertising displays owned by Grantee and located or which may be located on the Real Property.

3. ~~Grantor Warranties. Grantor warrants to Grantee that it is the owner in fee~~
simple of the Real Property upon and within which the easement premises is contained,
that said Real Property is free of all liens and encumbrances which may interfere with the
easements granted herein, and that the Grantor has full right and authority to grant
easements concerning the same.

4. Grantee Covenants. In consideration of the easement conveyed hereunder,
Grantee covenants and agrees to provide and perform the following services, at Grantee's
sole cost and expense, for the mutual benefit of the parties: all snowplowing and snow
removal services, lawn care services and any and all other maintenance of the easements
deemed necessary by Grantee, in its sole discretion, for Grantee's operation of its
business on the real property covered by the easements.

[SIGNATURE PAGE FOLLOWS]

Dated this 11th day of April, 2006.

GRANTOR:

Beverly French
Beverly French

STATE OF WISCONSIN :

: ss.

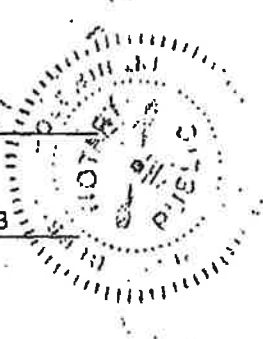
COUNTY OF BROWN :

Personally came before me this 11th day of April, 2006, the above-named Beverly French, to me known to be the person who executed the foregoing instrument and acknowledged the same.

Debbie A. Holewinski

* Debbie A. Holewinski
Notary Public, State of Wisconsin

My Commission expires: 2-17-08



GRANTEE:

ORDE OUTDOOR, LLC

By:

Beverly French
Name: Beverly French

Title: Vice President of Orde Advertising, Inc., the sole member

STATE OF WISCONSIN :

: ss.

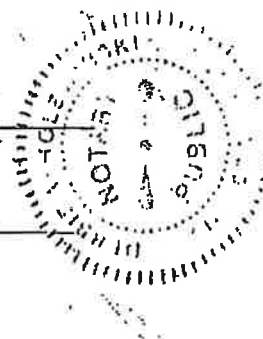
COUNTY OF BROWN :

Personally came before me this 11th day of April, 2006, the above-named Beverly French of Orde Outdoor, LLC, to me known to be the person who executed the foregoing instrument and acknowledged the same.

Debbie A. Holewinski

* Debbie A. Holewinski
Notary Public, State of Wisconsin

My Commission expires: 2-17-08



PROPERTY NUMBER TWENTY-ONE:

Address: South Broadway

Tax Parcel No.: 2-107

Legal Description:

All that part of Lot Twelve (12), Block "B", lying West of the West line of the right-of-way of the Green Bay and Western Railway Company, according to the recorded Plat of C.L.A. Tank's First Addition, in the City of Green Bay, West side of Fox River, Brown County, Wisconsin.

PROPERTY NUMBER TWENTY-FIVE:

Address: 1902 North Irwin Avenue

Tax Parcel No.: 21-487

Legal Description:

Lots Twenty-four (24) and Twenty-five (25), Block Ninety-seven (97), according to the recorded Plat of Addition to Green Bay by the Business Men's Association, in the City of Green Bay, East side of Fox River, Brown County, Wisconsin.

PROPERTY NUMBER THIRTY-TWO:

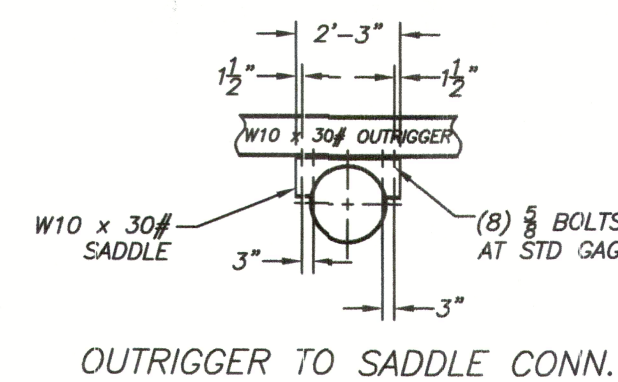
Address: 1200 Block South Monroe Avenue

Tax Parcel No.: AL-25

Legal Description:

Unplatted parts of Private Claims 9E through 28E lying between Fox and East Rivers - that part of Private Claim 10E lying between railroad and Monroe Avenue; except northerly 162 feet and except as described in J13408 I34, Town of Allouez, Brown County, Wisconsin.

REV.	CHANGE	BY	DATE
A	REVISED 14' x 48' FROM STATIC & RH	PP	09/28/22



BACKHOE FOUNDATION PLAN

- ## PRODUCTIVITY FABRICATORS

DRAWN BY:	G. SHAFFER
-----------	------------

LAMAR - DE PERF WI	DRAWING NUMBER 66-0015
--------------------	---------------------------

LAMAR - DE PERF WI	DRAWING NUMBER 66-0015
--------------------	---------------------------



Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

AGENDA ITEM # E.13

(ZP 24-52) Public Hearing on a request to rezone 501 S. Washington Street (Parcel 15-169) from Public Institutional (PI) district to Downtown One (DI) district, submitted by Community and Economic Development (Ald. B. Johnson, District 9).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

Dena Mooney, Staff

AGENDA ITEM # E.14

(ZP 24-52) Consideration with possible action on a request to rezone 501 S. Washington Street (Parcel 15-169) from Public Institutional (PI) district to Downtown One (DI) district, submitted by Community and Economic Development (Ald. B. Johnson, District 9).

BACKGROUND

Reason for Request: The property will no longer be used as a fire station or other public institutional use. Per municipal code, it must be zoned out of that district.

Surrounding Zoning and Land Uses:

Subject Property: Public Institutional (PI) | Former Fire Station #1

North: Downtown One (DI) | Office

South: Downtown One (DI) | Fox River Greenway

East: Downtown One (DI) | Vacant

West: Downtown One (DI) | Office

Comprehensive Plan: The 2022 Smart Growth Green Bay Comprehensive Plan currently recommends downtown uses.

Report: This zone change application involves 0.33-acres of land at 501 S. Washington Street.

The site was home to the Green Bay Fire Department, known as Fire Station #1. All fire department operations have moved out of the building. Per Sec. 44-857(1), if any land zoned Public Institutional (PI) is sold, conveyed, or transferred to any nongovernmental entity, the buyer or transferee must submit an application requesting the City to rezone the land. The property is still owned by the City of Green Bay, but completion of this step now will make any future property ownership transfers easier.

Since the rezone complies with the future land use map and complements surrounding land uses, staff supports the request.

Ald. B. Johnson, Downtown Neighborhood Association, and neighbors within 200 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 Public Institutional (PI) district to Downtown One (DI) district.

FISCAL IMPACT

ATTACHMENTS

1. ZP 24-52 Application
2. ZP 24-52 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: 501 S. Washington St.
Parcel Number(s): 15-169
Petitioner(s): City of GB Dept. of Com. Econ. Dev. Date: 12/18/24
Email: plan.tasks@greenbaywi.gov Phone Number: 920 448 3400
Address: 100 N. Jefferson St Rm 608 City: Green Bay State: WI Zip: 54301
Property Owner: City of Green Bay (Fire Station 1) Phone Number: 920 448 3280

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, Cheryl Renier-Wigg, respectfully request that the City of Green Bay take the following action:

- ☒ Rezone Property (\$375.00 Review Fee) rezone
- ☐ 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: N/A City Initiated City Property Date: 12/18/24

Petitioner Signature(s): Cheryl Renier-Wigg

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.: 2P 24-51



Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # E.15

(SP 25-01) Consideration with possible action on the request to declare city-owned properties as surplus located at 0 Mason Way (Parcel 21-1288-2 & Portion of Parcel 21-1281), submitted by Department of Community and Economic Development, property owner (Ald. B. Galvin, District 4).

BACKGROUND

Primary Address: 0 Mason Way: All of Parcel# 21-1288-2 and portion of Parcel# 21-1281

Aldersperson/District: Ald. Galvin / District 4

Reason for Request: To declare unused City property as surplus property for disposition to the adjoining property owner at 1650 Mason Way for a driveway project.

Surrounding Parcels Zoning and Land Use:

Subject: Low-Density Residential (R1) | Vacant Land

North: Low-Density Residential | Single-Family Homes

South: Right-of-Way | E Mason Street

East: Varied-Density Residential (R3) | Single-Family Home

West: Low-Density Residential (R1) | Vacant Green Space

Comprehensive Plan: The 2022 Smart Growth Green Bay Comprehensive Plan currently recommends Low-Density Residential uses for this parcel.

Assessor's Valuation: All of parcel 21-1288-2 (2,245 square feet) together with approximately 1,715 square feet from parcel 21-1281 is assessed at \$12,500.

Analysis: The subject parcels are located near the intersection of E Mason Street, Mason Way, and Heyrman Street. There are three (3) City-owned parcels located here. There is a neighborhood association sign located between two (2) of these parcels.

The single-family home located at 1650 Mason Way has an existing garage and driveway which is located partially on their parcel as well as partially on the subject parcels. The owner at 1650 Mason Way would like to do work to their driveway, but it is not permitted due to it crossing property lines and utilizing City-owned property.

The City has no need for the subject parcels. Staff released an agency review memo to other City departments, utility providers, and other interested parties. WPS has facilities over a portion of the subject parcels and is requesting an easement for the existing overhead electric facilities (see attached). CED and DPW note the need for a CSM to combine these parcels; this is a condition of approval. No other comments or objections were received.

Ald. Galvin and adjacent property owners have been notified of this request. As of the drafting of this report, no comments or inquiries have been received.

RECOMMENDATION

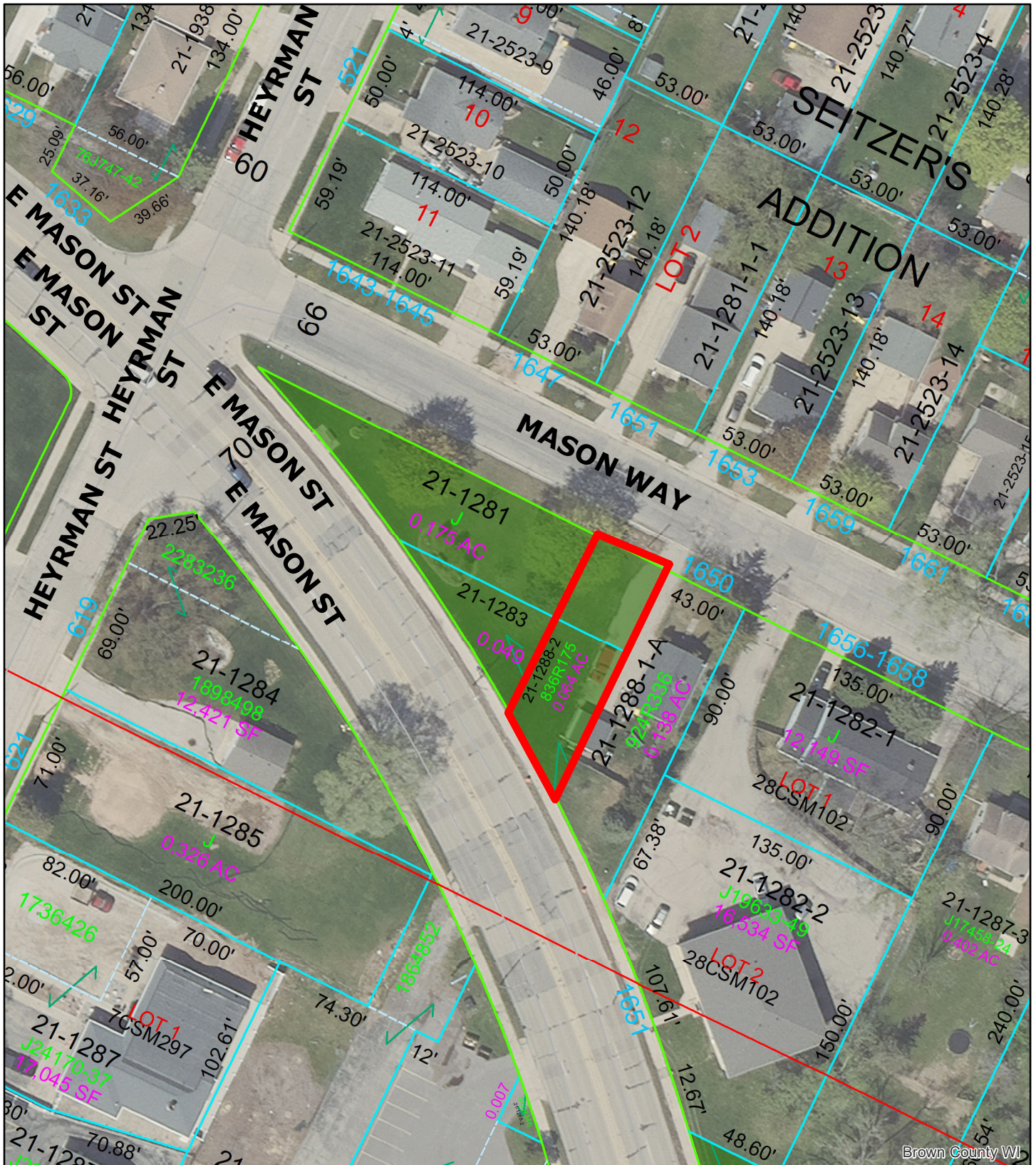
Approval of the request, subject to the following conditions:

1. The subject property shall be directed to the property owner of 1650 Mason Way for disposition.
2. An easement is required for the existing overhead WPS facilities at the property owner of 1650 Mason Way's expense.
3. A Certified Survey Map is required to combine the subject parcels and 1650 Mason Way at the property owner of 1650 Mason Way's expense.

FISCAL IMPACT

ATTACHMENTS

1. SP 25-01 Map
2. SP 25-01 WPS Facility, Easement Needed



Brown County WI



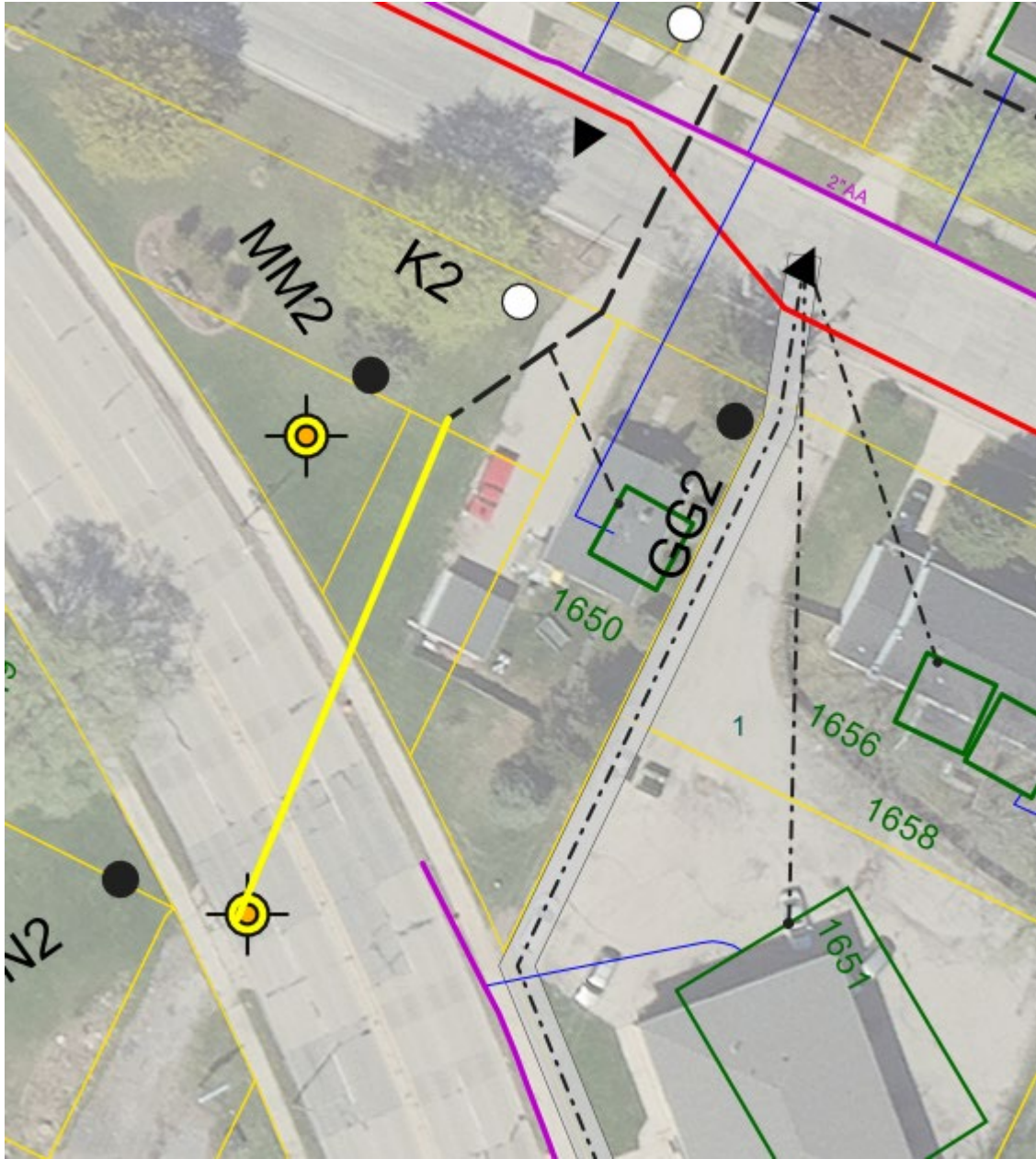
(SP 25-01) Declaration of City Surplus located along Mason Way

0 15 30 60 Feet



This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. E.R. 19 Dec 2024 X:\Planning\Basemaps\template_8.5x11.mxd

 Surplus Area



WPS Facilities Map; Easement Needed



Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

David Buck, Staff

AGENDA ITEM # E.16

(TA 24-03) Public Hearing on a request to Amend Section 44-82(2)d, Green Bay Municipal Code, removing the sections related to the zoning amendment protest petition, submitted by the City of Green Bay Law Department.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

David Buck, Staff

AGENDA ITEM # E.17

(TA 24-03) Consideration with possible action on a request to Amend Section 44-82(2)d, Green Bay Municipal Code, removing the sections related to the zoning amendment protest petition, submitted by the City of Green Bay Law Department.

BACKGROUND

Reason for Request: The Zoning Ordinance text amendments are necessary to bring the City's Ordinance into compliance with recently adopted 2023 Wisconsin Act 16 (signed by the Governor on June 23, 2023) removing the requirement of a three-fourths vote of the members of the council for zoning amendment approval.

Comprehensive Plan: The 2022 Smart Growth Green Bay Comprehensive Plan does not provide specific guidance regarding the proposed text amendments.

Analysis: 2017 Wis. Act 243 repealed Wis. Stat. § 62.23(7)(d)2m.a., which required a three-fourths vote by the governing body to approve a proposed zoning amendment when a protest petition was filed. Although the statutory protest petition was eliminated, municipalities could still enact local ordinances that established a protest petition process like the former Wis. Stat. § 62.23(7)(d)2m.a., because nothing in the law prohibited such ordinances. Municipal Code Chapter 44, Article II, Division 2, Section 44-82(2)d includes such regulation.

Under 2023 Wisconsin Act 16, as of January 1st state law prohibits such a process from being established or utilized at the local/municipal level. Wisconsin Stat. § 66.10015(3)(a) provides that a zoning amendment only requires approval by a simple majority of a quorum of the Council. The City needs to remove this section of code from the Zoning Ordinance as it no longer is supported and actually is prohibited to be enforced. Section 44-82(2)d is proposed to be amended to remove said reference and to read as follows (text to be removed in red strike-through font):

d. Public hearing. The Common Council or the Plan Commission, upon designation by the Common Council, shall hold a public hearing with a Class 2 public notice. The notice shall be published at least two times prior to the hearing. ~~In case of a protest against such change, duly signed and acknowledged either by:~~
~~1. The owners of 20 percent or more of the land included in such proposed change;~~
~~2. The owners of 20 percent or more of the land immediately adjacent and extending 100 feet therefrom;~~
~~or~~
~~3. The owners of 20 percent or more of the land directly opposite thereto extending 100 feet from the street frontage of such opposite land, such amendment shall not become effective unless approved by a three-fourths vote of the members of the Council.~~

RECOMMENDATION

Approve amendment to the Municipal Code, Chapter 44, Article II, Division 2, Section 44-82(2)d as proposed.

FISCAL IMPACT

ATTACHMENTS

- I. Draft G.O. 01-25 Relating to Zoning Amendment Protest Petitions

GENERAL ORDINANCE NO. 01-25

**AN ORDINANCE
REPEALING PART OF SECTION 44-82(2)d,
GREEN BAY MUNICIPAL CODE, RELATING TO
ZONING AMENDMENT PROTEST PETITIONS**

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

SECTION 1. Part of Section 44-82(2)d, Green Bay Municipal Code, is hereby repealed.

- d. *Public hearing.* The Common Council or the Plan Commission, upon designation by the Common Council, shall hold a public hearing with a Class 2 public notice. The notice shall be published at least two times prior to the hearing. ~~In case of a protest against such change, duly signed and acknowledged either by:~~
- ~~1. The owners of 20 percent or more of the land included in such proposed change;~~
 - ~~2. The owners of 20 percent or more of the land immediately adjacent and extending 100 feet therefrom; or~~
 - ~~3. The owners of 20 percent or more of the land directly opposite thereto extending 100 feet from the street frontage of such opposite land, such amendment shall not become effective unless approved by a three-fourths vote of the members of the Council.~~

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

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

Dated at Green Bay, Wisconsin, this _____ day of _____, 2025.

APPROVED:

Eric Genrich, Mayor

ATTEST:

Celestine Jeffreys, Clerk

law

01/21/2025



Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

Matthew Buchanan, Staff

AGENDA ITEM # F.I

Director's report.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Development Tracking 20250109

City of Green Bay Development Tracker (Large Scale) - January 2025								
	Project Name	Developer	Project Location	Project Description	Status Update	Housing Units		Est. Prop Value
Multi-family								
1	US Bank Redevelopment	Living Downtown LLC	425 Pine Street	Market multi-family rental, commercial	DA approved in November. Construction scheduled early 2025	Total #	Under 80%	\$9,600,000.00
						55	0	
2	1116 Hobart Drive	Moski Corp	1116 Hobart Drive	Market multifamily	Term Sheet approved in November. DA anticipated in February	Total #	Under 80%	\$5,500,000.00
						30	0	
3	Merge @ Shipyard	Merge LLC	239 Arndt Street	Market multi-family rental, retail	Developer going out to bid for construction in January.	Total #	Under 80%	\$21,000,000.00
						225	0	
4	200 N. Monroe	Three Sixty LLC	200 N. Monroe	Mixed Income rental 148 rental units, 27 townhomes	PO expires 4/8/2025	Total #	Under 80%	tbd
						175		
5	Gorman @ JBS	Gorman & Co.	0 Lime Kiln Rd	Workforce multi-family	Terms of DA under negotiation	Total #	Under 80%	\$10,000,000.00
						95	0	
6	Revel49 @ JBS	Revel49	0 Lime Kiln Rd	Destination park, mixed housing, urban farm	Terms of DA under negotiation	Total #	Under 80%	tbd
						44	0	
7	Former Badger Sheet Metal	General Capital	420 S. Broadway/419 S. Maple	Multi-family rental, retail, Fire Station/Admin, greenway	Design underway. Update to RDA anticipated in February	Total #	Under 80%	tbd
						140	TBD	
8	The Fort @ Railyard	TWG	419 Donald Driver Way	Affordable multi-family rental, retail	Completion anticipated in Jan or Feb	Total #	Under 80%	\$21,000,000.00
						233	187	
9	New Land 221 Cherry	New Land Enterprises	221 Cherry	Market rate multi-family rental, retail	Construction underway	Total #	Under 80%	\$38,000,000.00
						268	0	
10	222 Cherry St LLC	Peter Nugent	216-222 Cherry St	Market rate apts with retail 1st floor	DA amendment approved Nov '24. Demo planned early 2025.	Total #	Under 80%	\$10,500,000.00
						71	0	
11	University Ave	NWGB	1100 Block of University Ave	16 Unit Complex	Waiting for BC funding determination for possible FEB RDA	Total #	Under 80%	TBD
						14	TBD	
Single-family								
12	Habitat Homestead	Habitat for Humanity	0 Richmond St	Affordable single-family owner occupied detached and townhomes	Construction underway	Total #	Under 80%	\$2,925,000.00
						14	14	
13	Southwest Woods	Garritt Bader	Hinkle S. of Mason	Single family housing with new roads	Development Agreement approved in March. New TID created	Total #	Under 80%	\$8,000,000.00
						29	0	
Commercial								
14	Green Bay Plaza	ICAP Development	155 W. Mason	Commercial	DA approved in March for public infrastructure development underway	Total #	Under 80%	\$4,000,000.00
						0	0	
15	S&S Buildings	Investment Creations	227 E Walnut, 101 & 109 N Adams	Commerical	PO Expires 2/14/2025	Total #	Under 80%	
						0	0	

								tbd
Industrial								
16	Pulliam Redevelopment	Port of Green Bay / Brown County	420 S. Broadway/419 S. Maple	Port development / C. Reiss relocation	Negotiations continue	Total #	Under 80%	tbd
17	Green Bay Drop Forge Cleveland Hardware	Bill Hoben	1341 State Street	Industrial	CUP approved. DA under negotiation	Total #	Under 80%	\$10,500,000.00
						0	0	
18	Grandview - Smet	Smet	Erie at Arline	Includes 12,500 sf office / 93,750 sf industrial	Design underway for 20-acre site. PO to be reconsidered by City in Jan	Total #	Under 80%	tbd
						0	0	
19	Grandview - Gerarden	Gerarden Fabrication	Erie at Arline	Furniture manufacturing, showroom, office	Design underway for 5-acre site. PO to be reconsidered by City in Jan	Total #	Under 80%	tbd
						0	0	
Park/Public								
20	Shipyards Phase 2	City/RDA	100 W. Mason	Event lawn, dog park, urban beach, splash pad, playground, restrooms	Engineer selected. Construction planned to start in late 2025	Total #	Under 80%	\$0.00
						0	0	

COLOR KEY
Multi-family
Single-family
Commercial
Industrial
Park/Public

	Units	Under 80%	Value
TOTALS	1,393	212	\$141,025,000.00



Report to the Green Bay Plan Commission

MEETING DATE

January 13, 2025

PREPARED BY

AGENDA ITEM # F.2

2025 Plan Commission meeting schedule and deadlines

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

1. PC 2025 Meeting Schedule and Deadlines, Public
2. 2025 Calendar Final

2025 Plan Commission Meeting Schedule and Deadlines

*Rezoning***, *CUP**, *PUD***, *CSM Variance**, *Plat of Right-of-Way***, *Comprehensive Plan Amendment***, *Text Amendment***, *Discontinue Easement**
*Street Name Change**, *City Surplus Declaration**, *Street/Alley Vacation**^/Closure***, *Official Map Amendment***, *Development District Map Amendment***

Application Deadline	Plan Commission Meeting/Public Hearing	City Council 1 st Reading	City Council 2 nd Reading
Four Wednesdays prior to PC meeting, 4:30pm	Mondays a week prior to City Council, 6:00pm	Tuesdays, 6:00pm	Tuesdays, 6:00pm
December 18, 2024	January 13	January 21	February 4
January 2	January 27	February 4	March 4
January 29	February 24	March 4	March 18
February 12	March 10	March 18	April 15
March 12	April 7	April 15	May 6
April 2	April 28	May 6	May 20
April 16	May 12	May 20	June 10
May 7	June 2	June 10	June 24
May 21	June 16	June 24	July 15
June 11	July 7	July 15	August 5
July 2	July 28	August 5	August 19
July 16	August 11	August 19	September 16
August 13	September 8	September 16	October 7
September 3	September 29	October 7	October 21
September 17	October 13	October 21	November 11
October 8	November 3	November 11	December 2
October 22	November 17	December 2	December 16
November 12	December 8	December 16	January 20, 2026
December 17	January 12, 2026	January 20, 2026	February, 2026
* One Reading at City Council	<u>Underline</u> Public Hearing at City Council	^ A 40 day wait between 1 st and 2 nd Common Council Meeting	
** Two Readings at City Council	<i>Italic</i> Public Hearing at Plan Commission		

For the most up to date meeting information visit greenbaywi.gov/Meetings

Green Bay Public Arts Commission typically meets the fourth Wednesday of the month at 8:30 am, with the exception of November and December. Call 920-448-3400 with questions.