



AGENDA OF THE GREEN BAY PLAN COMMISSION

MONDAY, APRIL 7, 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, April 7, 2025, meeting of the Green Bay Plan Commission.

D. Approval of Minutes.

- I. Approval of the minutes from the March 10, 2025, meeting.

E. Regular Business.

- I. (ZP 25-06) Public Hearing on a request for a Planned Unit Development to create a multi-family residential use located at 306 and 308 Mather Street, 709 Alma Street, 301 James Street, 305 James Street, 307 James Street, and 309 James Street; submitted by Collin Arndt of Somerville, applicant; Terri Refsguard of NEW Community Shelter Inc, property owner

(Ald. A. Proffitt, District 7).

2. (ZP 25-06) Consideration with possible action on a request for a Planned Unit Development to create a multi-family residential use located at 306 and 308 Mather Street, 709 Alma Street, 301 James Street, 305 James Street, 307 James Street, and 309 James Street; submitted by Collin Arndt of Somerville, applicant; Terri Refsguard of NEW Community Shelter Inc, property owner (Ald. A. Proffitt, District 7).
3. (CPA 25-01) Public hearing on a request to amend the Smart Growth 2022 Comprehensive Plan for 1135 Guns Road, 1141 Guns Road, and the 1100 Block of Guns Road (Parcel 21-463-4) from future Low-Density Residential land-use to Medium/High Density Residential and Light Industrial land-uses, submitted by Todd Devillers of TMD Properties, on behalf of Twelve LLC, Nelson Yair Melgar, and Keith Schneider, property owners (Ald. B. Morgan, District 3).
4. (CPA 25-01) Consideration with possible action on a request to amend the Smart Growth 2022 Comprehensive Plan for 1135 Guns Road, 1141 Guns Road, and the 1100 Block of Guns Road (Parcel 21-463-4) from future Low-Density Residential land-use to Medium/High Density Residential and Light Industrial land-uses, submitted by Todd Devillers of TMD Properties, on behalf of Twelve LLC, Nelson Yair Melgar, and Keith Schneider, property owners (Ald. B. Morgan, District 3).
5. (ZP 25-08) Pubic Hearing on a request to rezone 1135 Guns Road, 1141 Guns Road, and the 1100 Block of Guns Road (Parcel 21-463-4) from General Commercial (C1) to Light Industrial (LI) and Varied Density Residential (R3), submitted by Todd Devillers of TMD Properties, on behalf of Twelve LLC, Nelson Yair Melgar, and Keith Schneider, property owners (Ald. B. Morgan, District 3).
6. (ZP 25-08) Consideration with possible action on a request to rezone 1135 Guns Road, 1141 Guns Road, and the 1100 Block of Guns Road (Parcel 21-463-4) from General Commercial (C1) to Light Industrial (LI) and Varied Density Residential (R3), submitted by Todd Devillers of TMD Properties, on behalf of Twelve LLC, Nelson Yair Melgar, and Keith Schneider, property owners (Ald. B. Morgan, District 3).
7. (ZP 25-10) Public Hearing on a request for a Conditional Use Permit (CUP) to allow a multiple-message sign at the 2400 Block of West Mason Street (Parcel 6H-1110-23), submitted by Trevor Bowman of Lamar Central Outdoor, LLC, applicant and easement holder; GB Real Estate Investments LLC, property owner (Ald. M. Eck, District 11).
8. (ZP 25-10) Consideration with possible action on the request for a Conditional Use Permit (CUP) to allow a multiple-message sign at the 2400 Block of West Mason Street (Parcel 6H-1110-23), submitted by Trevor Bowman of Lamar Central Outdoor, LLC, applicant and easement holder; GB Real Estate Investments LLC, property owner (Ald. M. Eck, District 11).
9. (TA 25-01) Public Hearing on a request to Amend Section 44-469(1) Green Bay Municipal Code, modifying the limit on events and days of operation per calendar year for rummage sales, submitted by the City of Green Bay Community and Economic Development Department on behalf of Alderperson Proffitt, District 7.
10. (TA 25-01) Consideration with possible action on a request to Amend Section 44-469(1)

Green Bay Municipal Code, modifying the limit on events and days of operation per calendar year for rummage sales, submitted by the City of Green Bay Community and Economic Development Department on behalf of Alderperson Proffitt, District 7.

F. Informational.

1. Director's report.
2. Date of next meeting: April 28, 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

April 7, 2025

PREPARED BY

AGENDA ITEM # E.I

(ZP 25-06) Public Hearing on a request for a Planned Unit Development to create a multi-family residential use located at 306 and 308 Mather Street, 709 Alma Street, 301 James Street, 305 James Street, 307 James Street, and 309 James Street; submitted by Collin Arndt of Somerville, applicant; Terri Refsguard of NEW Community Shelter Inc, property owner (Ald. A. Proffitt, District 7).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

April 7, 2025

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.2

(ZP 25-06) Consideration with possible action on a request for a Planned Unit Development to create a multi-family residential use located at 306 and 308 Mather Street, 709 Alma Street, 301 James Street, 305 James Street, 307 James Street, and 309 James Street; submitted by Collin Arndt of Somerville, applicant; Terri Refsguard of NEW Community Shelter Inc, property owner (Ald. A. Proffitt, District 7).

BACKGROUND

Reason for Request: To allow the construction of a 41-unit multiple-family development project.

Subject Parcel Zoning and Land Use: Subject land area is zoned Varied-Density Residential (R3) and is currently made up of 7 individual single-family residential parcels, slated for demolition or possible relocation in spring 2025 as part of the project plan.

Surrounding Zoning and Land Uses:

North: Varied-Density Residential (R3) & Light Industrial (LI) | Single-family, two-family and warehousing uses

South: Planned Unit Development (PUD) | NEW Community Shelter

East: Light Industrial (LI) | Substation, Single and two-family

West: Varied Density Residential (R3) | Single and two-family

Comprehensive Plan: The 2022 Smart Growth Plan designates this area for industrial uses, adjacent to high-intensity retail, office, housing to the west. The proposed use is part of a PUD overlay. The overlay uses R3 as the base zoning standard. Multi-family residential is a permitted use in R3 zoning.

Analysis:

This request is for a proposed development of an apartment building with 41 living units on 0.99 acres of land bound by a mixture of industrial, residential, and shelter uses on surrounding parcels. The area is currently occupied by seven (7) individual parcels, all owned by NEW Community Shelter, Inc. These lots must be consolidated as part of this project. Additionally, an east-west alley runs through the property. The alley limits full consolidation of lots as individual parcels cannot cross public right-of-ways. Two parcels can be created, each having its own bulk requirement, setback, and use restrictions in a typical zoning fashion. A PUD has been requested to view both sides of the alley as a singular development site though it is bisected. The proposal seeks to use the south side (Development Area A) as the primary building site containing the apartment building and the north side (Development Area B) as the accessory surface parking lot and refuse enclosure area for the purpose of serving the overall development site.

The proposal has been submitted by NEW Community Shelter to create a four-story 41-unit multi-family apartment building and associated parking. Residents of the apartments will be screened by NEW Community Shelter staff, but the use of the building functions as a typical multi-family residential building, not a group home or shelter. If NEW Community Shelter were to sell the site in the future, the operations and use would be of a typical multi-family use. The site is zoned R3 Varied Density Residential District. A PUD is

proposed as the site has limitations on the creation of one individual parcel and the applicant has requested dimensional and bulk code requirement exceptions.

The building is placed in a manner so that it fronts Mather and Alma Streets while having surface parking in the rear of the predominant street, closer to light industrial uses. The project seeks to be as close as 22.5 feet to neighboring parcels to the west. The 41-unit residential component will include all one-bedroom units, a fitness area, lounge/community room area, and manager's office.

Other accessory uses within the building customarily associated with multiple family dwellings and office space include a lobby, mail room, janitorial services, resident storage areas, office space associated with residential uses, home occupations, childcare for residents, and other uses deemed appropriate by the Zoning Administrator. Staff has included a conceptual site plan and building elevations for the project within the draft PUD ordinance and development will need to be in general conformity with it.

The site is proposed to have 37 parking stalls. Typically, zoning would require 51 stalls for the proposed use (1.25 per unit). The applicant seeks to use a combination of shared parking with NEW Shelter across Mather Street and utilize offset measures of bicycle parking in the off-street parking code to meet typical off-street parking minimum requirements.

The PUD designation rather than a straight development within the R3 is necessary because exceptions to zoning regulations associated with the R-3 zoning district will be needed, as follows:

1. Density increases from the required 1,500 sq ft of lot area per unit. Petitioner seeks 400 sq ft of lot area per unit.
2. Maximum height increase from 45 ft to 52 ft.
3. Setback on west property line reduced from 25 feet to 22.5 feet. Staff requires opaque levels to rise from 90 percent to 100 percent opaque.
4. Distance of parking lot throat length off the driveway to be reduced from required 18 feet to 5 feet.
5. Front yard setback along the north plane of Mather Street reduced to 9.3 feet and front yard setback along the west plane of Alma Street reduced to 6 feet.

Staff believes the variations from typical requirements are appropriate at this location due to its proximity near downtown and that the base zoning for the site is R3 Varied Residential. An increase in the height is appropriate to compliment roof lines to the south and industrial structures to the east. Housing units, especially affordable, have been identified in our housing market study as a land-use the greater Green Bay area is specifically lacking. Staff supports the reduced setbacks as the general area is urban in nature with buildings and improvements generally closer to each other than the typical suburban situation.

If the draft PUD is approved with conditions, the final steps for the development of the proposed apartment will be lot consolidation and site/building permits.

The applicants met and shared their concept plans at a neighborhood meeting held on March 24th. Fort Howard Neighborhood Association, neighborhood/surrounding property owners, and Alders Proffitt and Johnson attended with a group of about 16 people. Feedback was received from neighbors with most vocal opposition to the active usage of the public alley from Broadway to Alma. Two adjacent property owners west of the proposed development have come forth with a separate request for city action to vacate the entirety of the alley. At this time, Planning staff is neutral on the alley vacation matter. However, if the alley were to be vacated, a new site plan would be required to show the buffer yard expanding through the vacated alley. Staff would also require consolidation of all lots into one contiguous parcel. The same exceptions to R3 zoning applied in the PUD would be applicable with alley vacation.

RECOMMENDATION

Staff is recommending approval of the request, subject to the following conditions:

1. Adoption of the draft PUD.
2. Consolidation of individual lots.

FISCAL IMPACT

ATTACHMENTS

1. ZP 25-06 Application
2. ZP 25-06 PUD Draft
3. 25-06 PROJECT NARRATIVE
4. ZP 25-06 Property 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: 306 Mather St Green Bay, WI 54303

Parcel Number(s): 5-68, 5-66, 5-65, 5-79, 5-87, 5-75, 5-76

Petitioner(s): Collin Arndt

Date: 3/13/25

Email: carndt@somervilleinc.com

Phone Number: (920) 593-3861

Address: 2100 Riverside Drive

City: Green Bay

State: WI

Zip: 54301

Property Owner: NEW Community Sales Inc.

Phone Number: (920) 437-3766

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, Collin Arndt, 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: 3/13/25

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.: _____

ZONING ORDINANCE NO. xx-25

**AN ORDINANCE
CREATING A PLANNED UNIT DEVELOPMENT (PUD)
OVERLAY DISTRICT FOR PROPERTIES LOCATED AT
300 BLOCK OF MATHER STREET
(ZP 25-06)**

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

SECTION 1. Section 44-30, Green Bay Municipal Code, together with the zoning map referred to therein, is hereby creating a Planned Unit Development Overlay District on the following described property located at 306 Mather Street, 308 Mather Street, 709 Alma Street, 301 James Street, 305 James Street, 307 James Street and 309 James Street, as also depicted on Exhibit A - Location Map

Legal descriptions:

Parcel 5-65

Lots One (1) and Two, excepting therefrom those parts described in Jacket 5162 Records, Image 5, and in Jacket 10894 Records, Image 36, Brown County Records, all in block Eleven (11), according to the record Plat of A. E. Elmore's Park Addition, in the City of Green Bay, West side of Fox River, Brown County, Wisconsin.

Parcel 5-66

Lot Two (2), Block Eleven, except the East 6.00 feet of the North 21.30 feet of the South 105.60 feet, according to the recorded Plat of A.E. Elmore's Park Addition of the City of Fort Howard, now the City of Green Bay, West side of Fox River, Brown County, Wisconsin.

Parcel 5-68

Lot Three (3), Block Eleven, according to the recorded Plat of A.E. Elmore's Park Addition in the City of Green Bay, West side of Fox River, Brown County, Wisconsin.

Parcel 5-79

Lot Ten (10), Block Eleven, according to the recorded Plat of A.E. Elmore's Park Addition in the City of Green Bay, West side of Fox River, Brown County, Wisconsin.

Parcel 5-78

Lot Nine (9), Block Eleven, according to the recorded Plat of A.E. Elmore's Park Addition in the City of Green Bay, West side of Fox River, Brown County, Wisconsin.

Parcel 5-76

The Easterly 9 feet and the Southerly 42 feet of Lot Eight (8), Block Eleven, according to the recorded Plat of A.E. Elmore's Park Addition in the City of Green Bay, West side of Fox River, Brown County, Wisconsin.

Parcel 5-77

The Westerly 45 feet of the Northerly 90 feet of Block Eleven, according to the recorded Plat of A.E. Elmore's Park Addition in the City of Green Bay, West side of Fox River, Brown County, Wisconsin

Tax Parcels: 5-65, 5-66, 5-68, 5-76, 5-77, 5-78, 5-79

Land Area: Comprises approximately 0.99 acres/42,943 square feet more or less.

Parcels located in Development Area A shall be combined into a single parcel. Parcels located in Development Area B shall be combined into a single parcel.

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

- A. Purpose and Intent. The purpose and intent of the amended Planned Unit Development (PUD) is to permit a 4 story, 52 feet multi family building located on the eastern portion of the block bounded by Mather Street, Alma Street, James Street, and Broadway.
- B. Development Site. The area included within this PUD consists of all land included at the addresses of 306 and 308 Mather Street, 709 Alma Street, 301 James Street, 305 James Street, 307 James Street, and 309 James Street. The area is generally bound by the eastern 162.6 feet of the block defined by Mather Street (South), Alma Street (East), James Street (North), and Broadway (West). A 14 foot wide public alley runs east-west through the block

The site shall be denoted as two different use areas; Development Areas A and B (As shown in Exhibit B)

Development Area A:

South side. Parcels 5-65, 5-66, 5-68

Development Area B:North side. Parcels 5-76, 5-77, 5-78, 5-79

- C. Land Use Regulations. The principal and accessory land uses which may be established are as follows:
 - 1. Development Area A:
 - a. All uses defined by (R3) Varied Density Residential district
 - 2. Development Area B:
 - a. All uses defined by (R3) Varied Density Residential district and the

following primary uses:

1. Surface parking as an accessory use to development within Development Area A.
2. Refuse area as an accessory use to development within Development Area A.

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 which exceed primary or accessory uses defined by (R3) Varied Density Residential.

E. Dimensional and Area Requirements. Dimensional and area requirements for principal structures on the subject property shall generally comply with bulk requirements of the (R3) Varied Density Residential district and with Exhibit A with the following exceptions:

1. Development Area A

Building Front Yard Setback (Mather Street): 9.4 foot setback off the east-west plane of off the northern right of way.

Building Front Yard Setback (Alma Street) 6.0 foot setback off the north-south plane of the western right of way

Building Maximum Stories: 4:

Building Maximum Height: 52 feet

Building Side Yard Setback:(Western Property Line) 22.5 feet

Building Rear Yard Setback:(Southern right of way of east-west alley) 7.3 feet

Units Per Square Foot: 1 per 400 square feet of lot area

2. Development Area B

Refuse Setback from Northern Right of Way of Alley: 7 feet

F. Architectural Design. A four story, 52 foot multi-family building is permitted in Development Area A. Building elevations shall substantially meet the design represented by elevations in Exhibit B. If a building is proposed via a site plan or renovation which does not meet the qualities represented in Exhibit B, differences must comply with the following requirements:

1. Wall articulation. No wall that faces a street or connecting walkway shall have a blank, uninterrupted length exceeding thirty (30) feet without including at least one (1) of the following: change in plane, change in texture or masonry pattern, windows, or an equivalent element that subdivides the wall into human scale proportions.
2. Building materials. All building facades shall be designed with architecturally-finished materials. Durable materials, such as masonry or stucco, shall be used on all street-facing facades. All subsequent additions and outbuildings constructed after the erection of an original

building or buildings shall be constructed of comparable materials and designed in a manner consistent with the original design, unless the entire building is being renovated.

3. All rooftop and ground level mechanical equipment shall be screened from public view using architectural treatments consistent with the overall design of the structure.
4. Any building must have a front entrance way which faces Mather Street.

G. Lighting. Lighting shall be regulated by Chapter 44, Article V, Division 8, Green Bay Municipal Code.

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 District (R3)

I. Access, Circulation, and Parking. Access, circulation, and parking within the PUD area shall meet the standards as set forth within the Green Bay Municipal Code, Chapter 44 Article XVIII. Driveway entrance accessing the east-west alleyway separating Development Area A and B may have a throat entrance reduced to a minimum of 5 feet from the northern edge of pavement for said alley driveway.

J. Refuse and Mechanical Equipment. All refuse areas are to be enclosed and impervious to sight.

Screening of refuse material containers and mechanical equipment throughout the PUD area shall meet the standards as set forth within the Green Bay Municipal Code, Chapter 44, Article XIX.

K. Landscaping and Transitional Yards. Landscaping within the PUD area shall generally meet the standards as set forth within the Green Bay Municipal Code, Chapter 44, Article XIX with the following additional standards:

Development Area A; The minimum buffer yard setback along the western project shall be reduced to 22.5 feet. Buffer design shall maintain an opaque level not less than 100 percent on a year round basis.

Development Area B. The minimum size of the buffer area shall be 15 feet from the western property line.

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 R-3.

M. Prior to the issuance of any building permits, stormwater management plans, meeting the standards established by the City's Department of Public Works, shall be submitted to and approved by the City.

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

jl:

Attachments:

Exhibit A – Location Map

Exhibit B – Development Area Map

Exhibit C – Building Elevations



- Proposed PUD
- 200' Property Owner Notice

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

Zoning Petition (ZP 25-06)
Planned Unit Development Request (PUD)
Multi-Family Residential Proposal
306 and 308 Mather Street, 709 Alma Street,
301 James Street, 305 James Street,
307 James Street, and 309 James Street





FIRST FLOOR

- (8) 1 BEDROOM UNITS
- OFFICE / BUILDING MANAGER
- LOUNGE / GAME ROOM / MULTI-PURPOSE
- FITNESS
- STORAGE / UTILITIES
- CIRCULATION

SECOND AND THIRD FLOOR

- (11) 1 BEDROOM UNITS
- LOUNGE
- STORAGE / UTILITIES
- CIRCULATION

SECOND AND THIRD FLOOR PLANS 11,350 SF





SOUTHWEST PERSPECTIVE



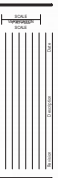
SOUTHEAST PERSPECTIVE



NORTHEAST PERSPECTIVE



NORTHWEST PERSPECTIVE



PROJECT NARRATIVE

The NEW Community Shelter is proposing to build a 46,000 square foot four-story apartment building that will be constructed on the corner of Mather and Alma Street beginning the summer of 2025. The new apartment building will consist of (41) 1-bedroom apartments, lounge spaces, fitness room, building manager's office, mail room, and a full basement for storage. The building structure will be wood frame construction. The exterior materials will be durable split-face block and brick on the lower half, with fiber cement siding above. There will be a sloped asphalt shingle roof. The elevation is detailed in a way to fit into its residential surroundings.

The site will feature a landscaped plaza tucked behind the building. This plaza will have a natural fence of arborvitae and smaller trees providing visual separation from the parking lot across the alley. The parking lot will have (37) parking stalls accessed from the existing alley and has dumpster enclosure readily accessible from the apartment building. The parking lot will be surrounded with smaller trees and a landscaped buffer. The intent is to provide a sidewalk around the entire property for site access and circulation.



- Proposed PUD
- 200' Property Owner Notice

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Map prepared by JL

Zoning Petition (ZP 25-06)
Planned Unit Development Request (PUD)
Multi-Family Residential Proposal
306 and 308 Mather Street, 709 Alma Street,
301 James Street, 305 James Street,
307 James Street, and 309 James Street



Report to the Green Bay Plan Commission

MEETING DATE

April 7, 2025

PREPARED BY

AGENDA ITEM # E.3

(CPA 25-01) Public hearing on a request to amend the Smart Growth 2022 Comprehensive Plan for 1135 Guns Road, 1141 Guns Road, and the 1100 Block of Guns Road (Parcel 21-463-4) from future Low-Density Residential land-use to Medium/High Density Residential and Light Industrial land-uses, submitted by Todd Devillers of TMD Properties, on behalf of Twelve LLC, Nelson Yair Melgar, and Keith Schneider, property owners (Ald. B. Morgan, District 3).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

April 7, 2025

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # E.4

(CPA 25-01) Consideration with possible action on a request to amend the Smart Growth 2022 Comprehensive Plan for 1135 Guns Road, 1141 Guns Road, and the 1100 Block of Guns Road (Parcel 21-463-4) from future Low-Density Residential land-use to Medium/High Density Residential and Light Industrial land-uses, submitted by Todd Devillers of TMD Properties, on behalf of Twelve LLC, Nelson Yair Melgar, and Keith Schneider, property owners (Ald. B. Morgan, District 3).

BACKGROUND

Reason for Request: The proposed comprehensive plan amendment would allow for a rezoning action for multi-family residential development along Guns Road and industrial land-uses (in this case an industrial distribution center) along Main Street, with access to Guns Road.

Surrounding Zoning and Land Uses:

Subject: General Commercial (C1) | Single-Family Homes and Vacant Green Space

North: General Commercial (C1) | Tavern

South: Village of Bellevue | Big-Box Commercial

East: General (C1) & Highway (C2) Commercial | Gas Station and Storage

West: Business Park (BP) | GBAPS Food Services Building

Report: The subject three parcels are a total of 4.859 acres located between Main Street and Guns Road. 1135 and 1141 Guns Road currently have single-family homes located on them. The 1100 Block of Guns Road is a vacant, undeveloped lot. All of these parcels are currently zoned General Commercial (C1).

The applicant is interested in developing two separate parcels with a land division. One parcel (Lot A) is requested to be zoned Varied-Density Residential (R3) and the other (Lot B) zoned Light Industrial (LI). The associated rezoning request is next on the agenda (ZP 25-08).

The future land use of the subject parcels is low-density residential within the current Comprehensive Plan. All three parcels were one parcel until a CSM was completed in 2020, creating the existing lot configuration. We do not generally do Comprehensive Plan Amendments following a land division unless there is a development proposal. Since there wasn't one at the time of the CSM, the area was left with the low-density residential designation, even though the zoning has been General Commercial (C1) for at least 23 years.

While staff is supportive of the Medium/High Density Residential Future Land-Use Designation (multi-family component of this proposal), we are opposed to future industrial uses along Main Street, which has approximately 600 feet of frontage. Main Street is one of the city's primary commercial corridors. This is shown with the dominant zoning along Main Street being one of our three commercial districts. Additionally, the City is working on an update to our Comprehensive Plan (anticipated to be finalized Summer of 2025). This parcel is part of the "Commercial Core" district and has an individual recommendation for commercial to be maintained along Main Street. We believe the zoning should remain C1 for this portion of the subject

area and therefore the land use recommendation should not be amended to Light Industrial for this portion of the subject area.

Ald. Morgan and neighbors within 200 feet have been notified of the meeting based on Plan Commission policy. No comments have been made as of the drafting of this report.

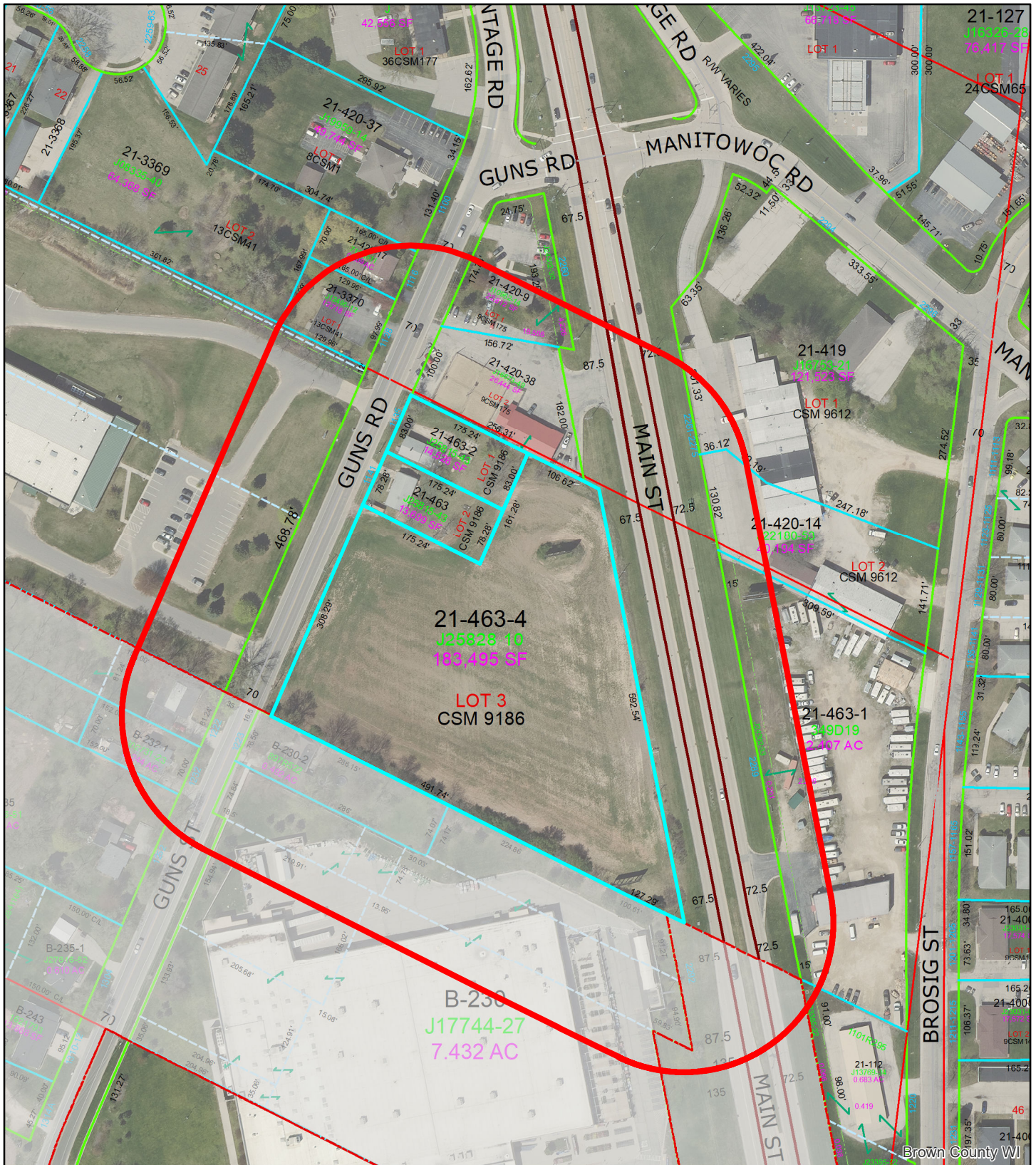
RECOMMENDATION

Approval of the request for the Medium/High Density Residential land use amendment request and denial of the Light Industrial land use amendment request.

FISCAL IMPACT

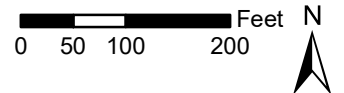
ATTACHMENTS

1. ZP 25-08 CPA 25-01 Map
2. ZP 25-08 Applicant Narrative and Site Plan
3. ZP 25-08 CPA 25-01 Land Division Exhibit
4. ZP 25-08 Application



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(ZP 25-08 & CPA 25-01) Rezone and Comprehensive Plan Amendment at Guns Road and Main Street



- 1135 & 1141 Guns and 1100 Block Guns
- 200' Notification Area

Date: 3/4/2025
To: City of Green Bay
Petitioners: TMD Properties LLC
Property Owners: Twelve LLC, Nelson Yair Melgar, and Keith Schneider
Subject: Main Street and Guns Road Redevelopment (Parcel #s 21-463-3, 21-463-2, and 21-463-4)

TMD Properties LLC is asking for the subject property to be zoned for two different zoning classifications. Currently, the 5.6-acre property is zoned Commercial 1. The site has approximately 392 feet of frontage along Main Street with restricted access allowing only for a right-in/right-out turn. The site consists of three tax parcels:

21-463-4: Vacant land
21-463: Single family home
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This commercial site has been actively for sale at below market price for over 30 years with no interest from the user and development market. This is due to the sites' access, zoning, and configuration. An alternative use and subdivision of the site should be considered if this property is going to be developed and on the City of Green Bay's tax rolls.

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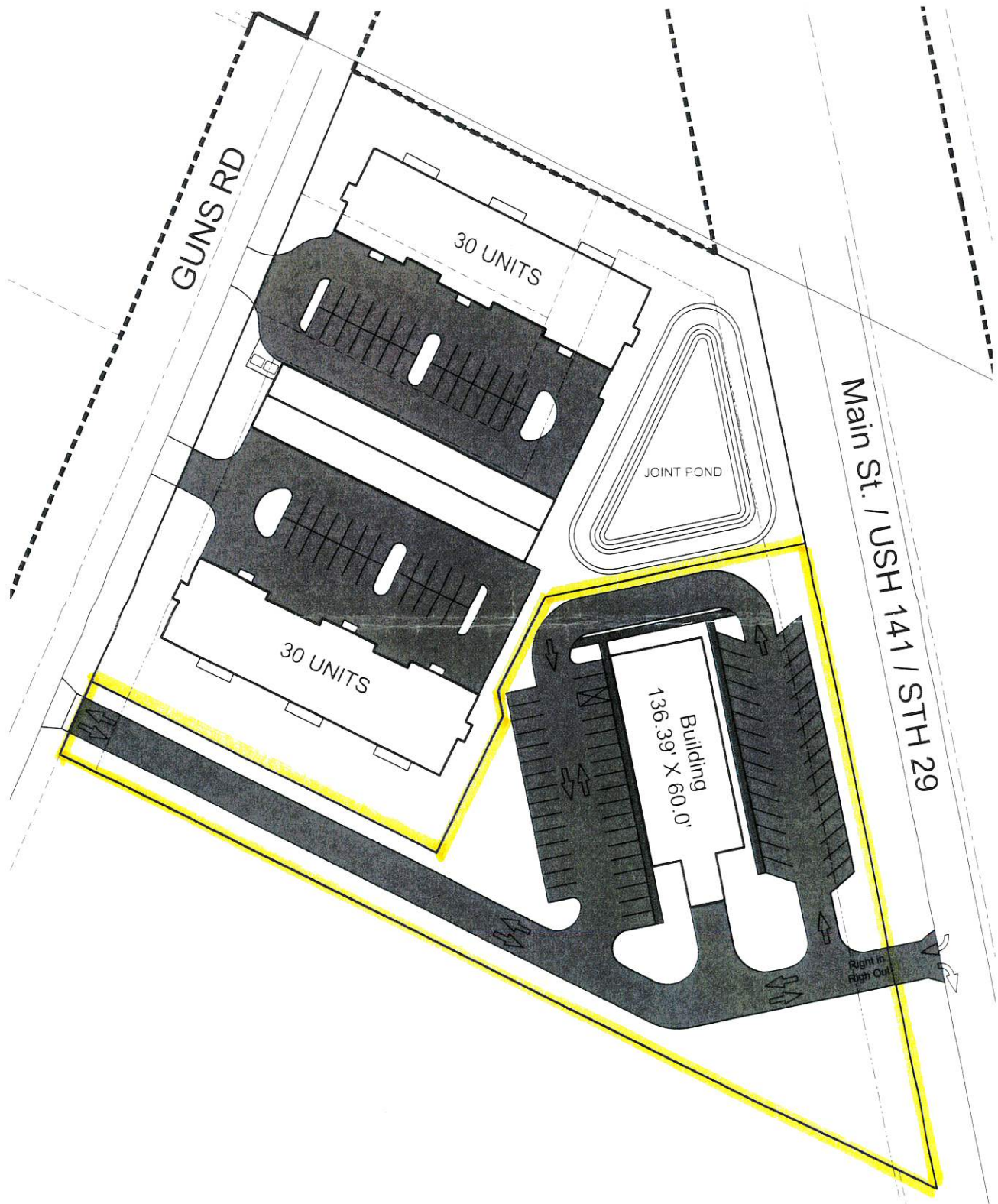
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- a) Requesting a rezoning from Commercial 1 to Residential 3
- b) Comprehensive land use change from low density residential to medium/high density residential
- c) Estimated cost of development to be \$9,000,000
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Main Street Site (Part of parcel #21-463-4) to be developed with an 8,592 square foot US Postal Service Annex, which will be a facility for the mail carriers to pick up and deliver mail to local neighboring residential areas.

- a) Requesting a rezoning from Commercial 1 to Industrial
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Strategically, this site is ideally located for the USPS due to its ease of access to the neighborhoods, and other mailing zip code areas. Even though the USPS's use may not fit into the current commercial zoning classification along Main Street, it fits with the neighboring properties, and the proposed buildings' aesthetics fit in with any new commercial project and commercial zoning district within the Green Bay area. The multi-family also fits in this area as well as with Green Bay's long-range comprehensive plan calling for residential in this area.



GUNS RD

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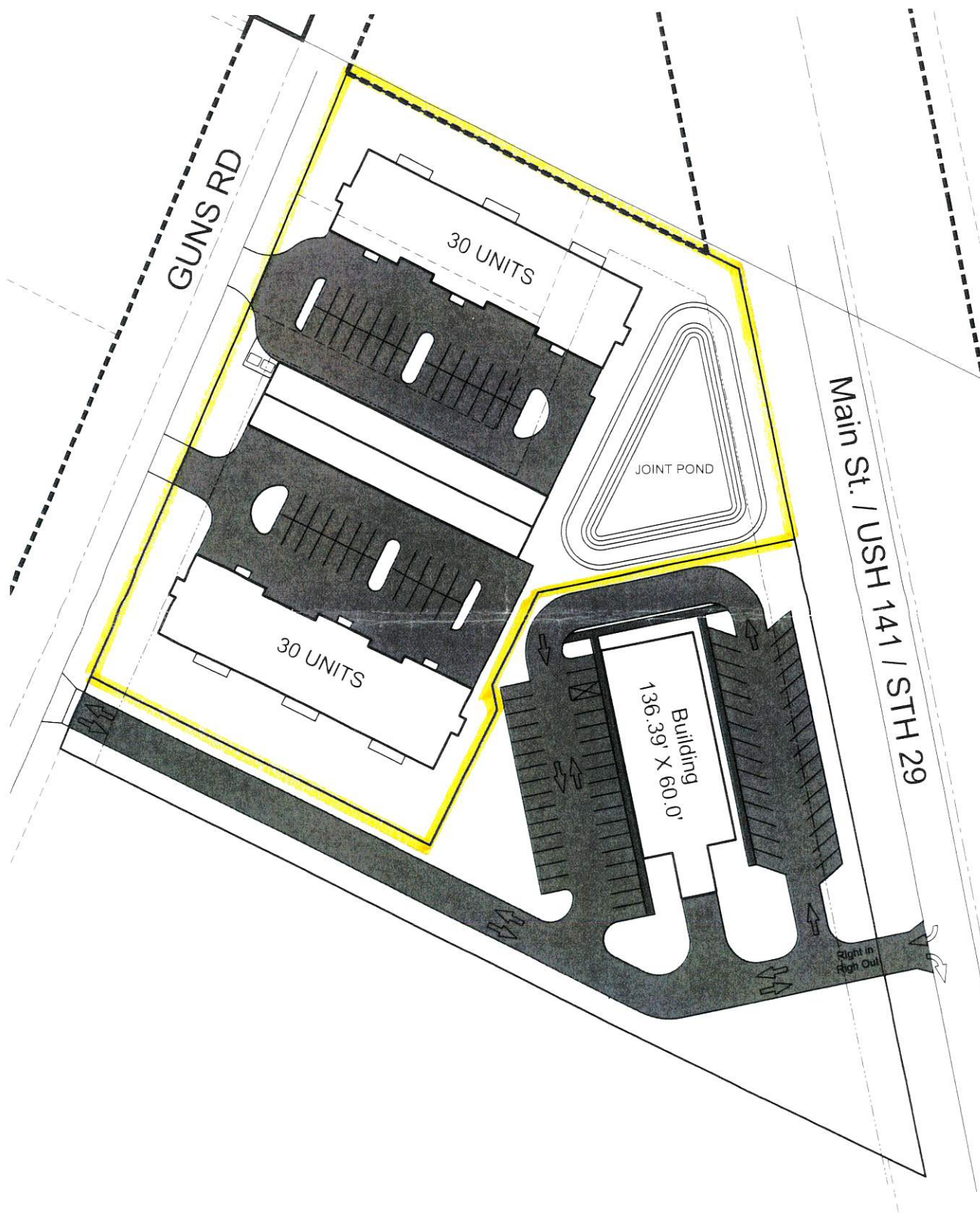
JOINT POND

30 UNITS

Building
136.39' X 60.0'

Main St. / USH 141 / STH 29

Right in
Right Out



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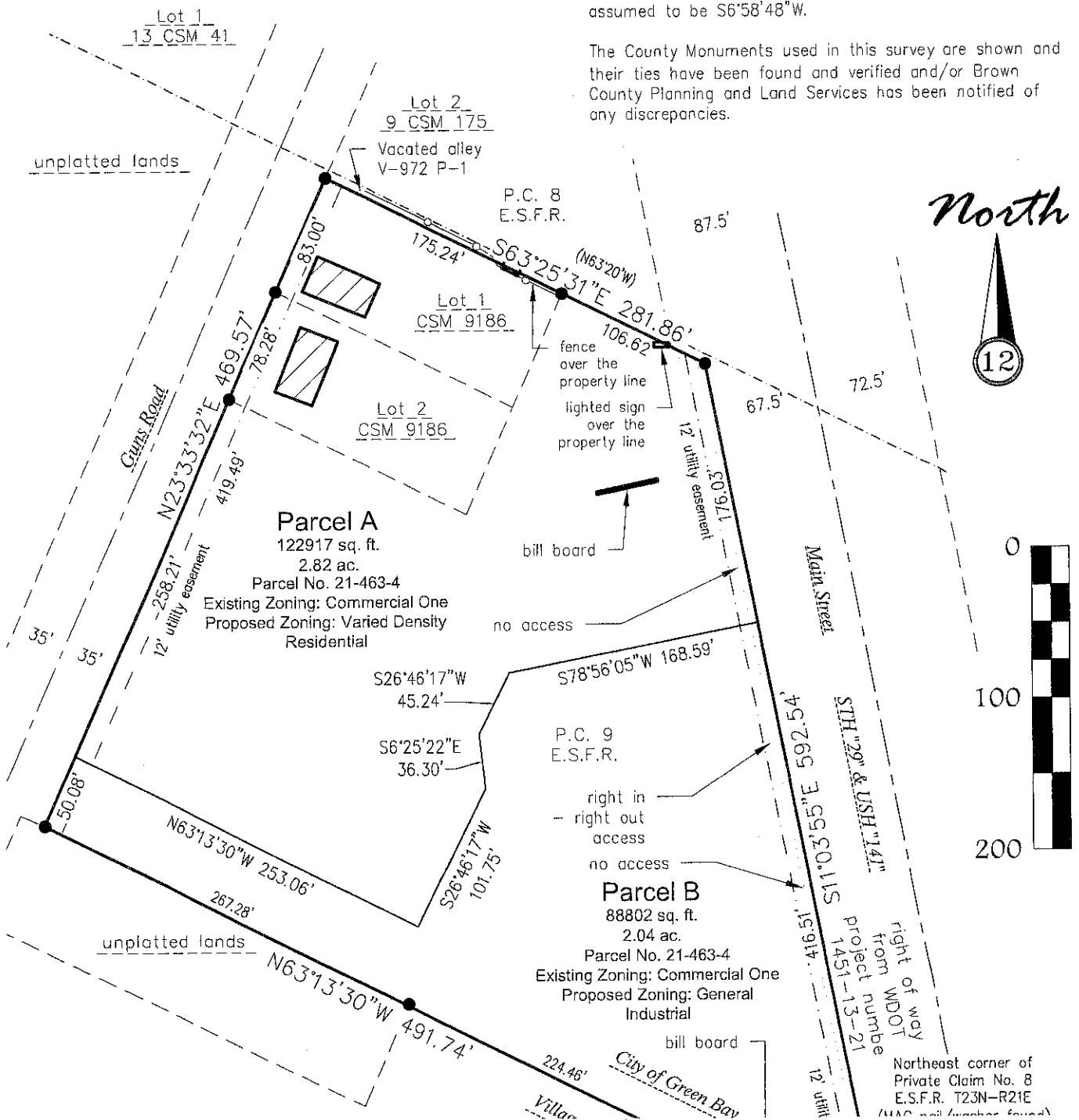
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All of Lot 3, Certified Survey Maps, Map No. 9186, Document No. 2909961, Brown County Records, being part of Lot 4 and part of vacated alley of the "Plat of the Subdivision of the North Half of Private Claim number 9 East Side of East River" (Volume 8, Plats. Page 24, Document number 598, Brown County Records), located in Private Claim number 9 East Side of the Fox River, T23N-R21E, City of Green Bay, Brown County, Wisconsin.

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





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: Main Street/Guns Road, 1135 Guns Road, 1141 Guns Road Green Bay WI

Parcel Number(s): 21-463-4, 21-463, 21-463-2

Petitioner(s): TMD Properties LLC Date: 2/29/2025

Email: todd.devillers@recommercialwi.com Phone Number: 920-470-7573

Address: 677 Baeten Road City: Green Bay State: WI Zip: 54304

Property Owner: Twelve LLC, Keith Schneider, Nelson Yair Melgar Phone Number: 920-470-7573

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

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- ☐ Vacate a Street/Alley/Pedestrian Way (\$300.00 Administration Fee) PLEASE FILL OUT PAGE 2 OF APPLICATION
- ☐ Closure of Street/Alley/Pedestrian Way (\$300.00 Administration Fee) PLEASE FILL OUT PAGE 2 OF APPLICATION
- ☒ Comprehensive Plan Amendments (\$275.00 Review Fee)
- ☐ Other (\$200.00 Administration Fee): _____

Owner Signature: Keith A Schneider Date: 2-25-25

Petitioner Signature(s): Todd DeVillers

Checklist of required attachments:

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

For office use only:

Review Fee: \$22 375 Receipt No.: 2767-08-0015

Zoning Petition No.: 2767-08-0017

2767-08-0015 rezone
CPA 25-01 Comp Plan



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| ☐ | Other (\$200.00 Administration Fee): _____ |

Owner Signature: Randall Swille Darwin Swille Date: 2/29/2025

Petitioner Signature(s): Todd DeVillers

Checklist of required attachments:

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- All Other Pertinent Information

For office use only:

Review Fee: _____

Receipt No.: _____

Zoning Petition No.: _____



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Owner Signature: _____

Date: 2/27/25

Petitioner Signature(s): Todd DeVillers

Checklist of required attachments:

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- All Other Pertinent Information

For office use only:

Review Fee: _____

Receipt No.: _____

Zoning Petition No.: _____



Report to the Green Bay Plan Commission

MEETING DATE

April 7, 2025

PREPARED BY

AGENDA ITEM # E.5

(ZP 25-08) Pubic Hearing on a request to rezone 1135 Guns Road, 1141 Guns Road, and the 1100 Block of Guns Road (Parcel 21-463-4) from General Commercial (C1) to Light Industrial (LI) and Varied Density Residential (R3), submitted by Todd Devillers of TMD Properties, on behalf of Twelve LLC, Nelson Yair Melgar, and Keith Schneider, property owners (Ald. B. Morgan, District 3).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

April 7, 2025

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # E.6

(ZP 25-08) Consideration with possible action on a request to rezone 1135 Guns Road, 1141 Guns Road, and the 1100 Block of Guns Road (Parcel 21-463-4) from General Commercial (C1) to Light Industrial (LI) and Varied Density Residential (R3), submitted by Todd Devillers of TMD Properties, on behalf of Twelve LLC, Nelson Yair Melgar, and Keith Schneider, property owners (Ald. B. Morgan, District 3).

BACKGROUND

Primary Addresses: 1135 Guns Road (Parcel 21-463-2), 1141 Guns Road (Parcel 21-463), and the 1100 Block of Guns Road (Parcel 21-463-4)

Aldersperson/District: Ald. Morgan, District 3

Reason for Request: The requested rezoning would allow for a conceptual multi-family residential development along Guns Road and a conceptual industrial distribution center along Main Street, with access to both Guns Road and Main Street.

Surrounding Zoning and Land Uses:

Subject: General Commercial (C1) | Single-Family Home and Vacant Green Space

North: General Commercial (C1) | Tavern

South: Village of Bellevue | Big-Box Commercial

East: General (C1) & Highway (C2) Commercial | Gas Station and Storage

West: Business Park (BP) | GBAPS Food Services Building

Comprehensive Plan: The 2022 Smart Growth Green Bay Comprehensive Plan currently recommends Low-Density Residential uses for this parcel. The associated application, CPA 25-01, requests a future land use of Medium/High Density Residential and Light Industrial future land uses. Staff has recommended denial of the Light Industrial portion of this application. Therefore, this application does not match the Comprehensive Plan; only the R3 portion of the request would match if CPA 25-01 is approved as staff recommends.

Report: The subject three parcels are a total of 4.859 acres located between Main Street and Guns Road. 1135 and 1141 Guns Road currently have single-family homes located on them. The 1100 Block of Guns Road is a vacant, undeveloped lot. All of these parcels are currently zoned General Commercial (C1).

The applicant is interested in developing two separate parcels with a land division. One parcel (Lot A) is requested to be zoned Varied-Density Residential (R3) and the other (Lot B), Light Industrial (LI). Lot A is intended to have two (2), 30-unit apartment buildings with garages, as well as a retention pond. Lot B is intended to have a distribution facility for the U.S. Postal Service. The distribution center would not be publicly accessible and would only be used to sort and distribute mail to mail carriers. Main Street access restrictions allow for a right in/right out drive onto Main Street. There would be a full-access drive to Guns

Road.

The future land use of the subject parcels is low-density residential. All three parcels were one parcel until a CSM was completed in 2020, creating the existing lots. We do not generally do Comprehensive Plan Amendments following a land division unless there is a development proposal. Since there wasn't one at the time of the CSM, area was left with the low-density residential designation, even though the zoning has been CI for at least 23 years.

While staff is supportive of the varied density zoning designation requested (allowing for the multi-family component of this proposal), we are opposed to the industrial zoning designation and subsequent allowed industrial uses along Main Street. Main Street is one of the City's primary commercial corridors. This is shown with the dominant zoning along Main Street being one of our three commercial districts. Additionally, the City is working on an update to our Comprehensive Plan (anticipated to be finalized Summer 2025). This parcel is part of the "Commercial Core" district and has an individual recommendation for commercial to be maintained along Main Street. We believe the zoning should remain CI for this portion of the subject area.

Additionally, a rezoning allows for all uses that fall within a zoning district. Light Industrial uses include, but aren't limited to, agricultural uses, self-service storage as a conditional use, material recovery facility, limited production and processing, and adult entertainment as a conditional use. Further, it allows for many automobile related uses to be allowed, usually conditionally, that are not allowed in the CI zoning district, including gas stations, vehicle repair, and surface parking lot as a principle use.

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RECOMMENDATION

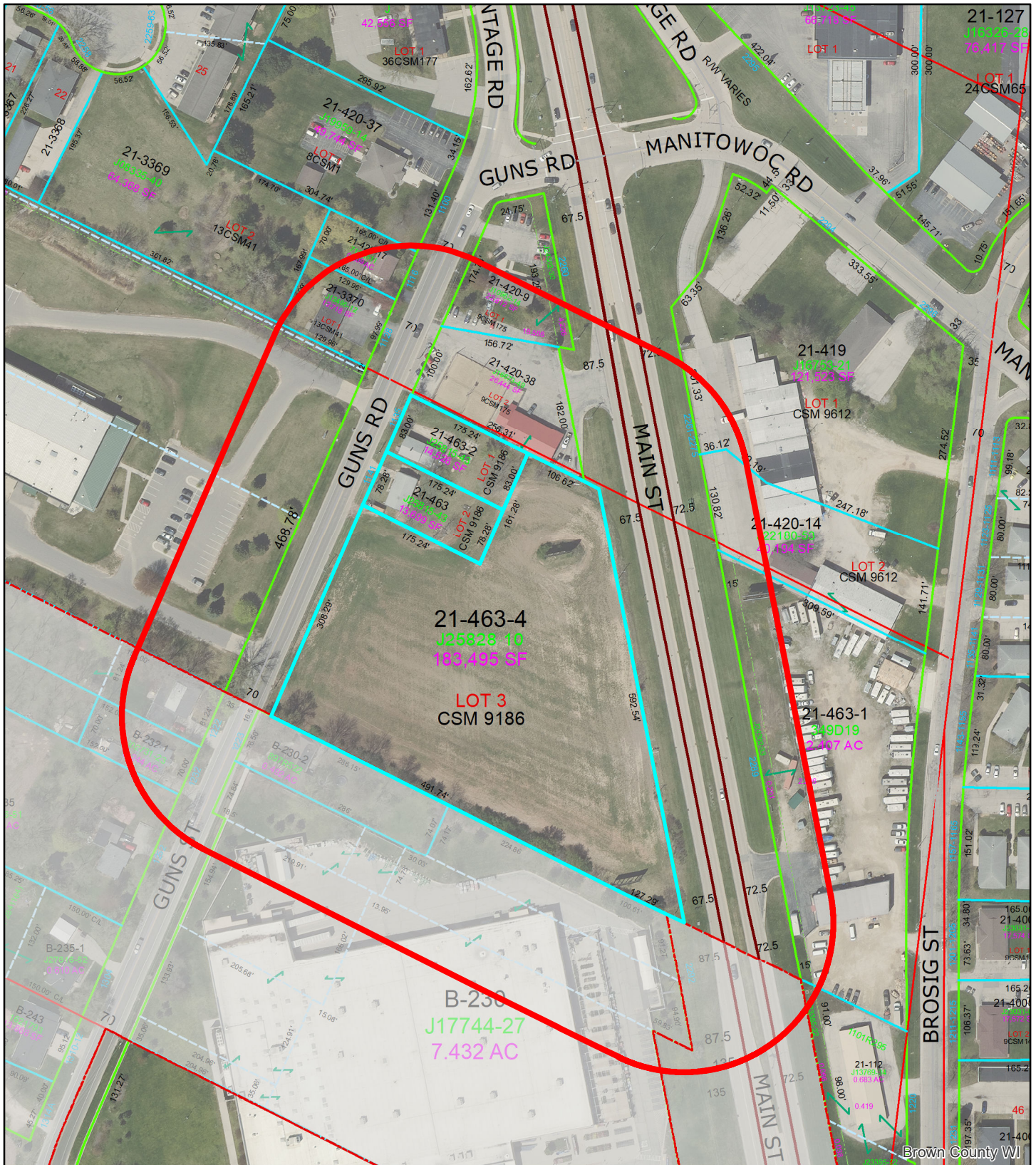
Approval of the request for the Varied-Density Residential rezoning and denial of the Light Industrial rezoning, with the following condition:

- I. A land division must be completed as proposed for the rezoning to become effective to avoid split zoning on one parcel.

FISCAL IMPACT

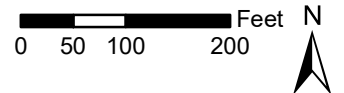
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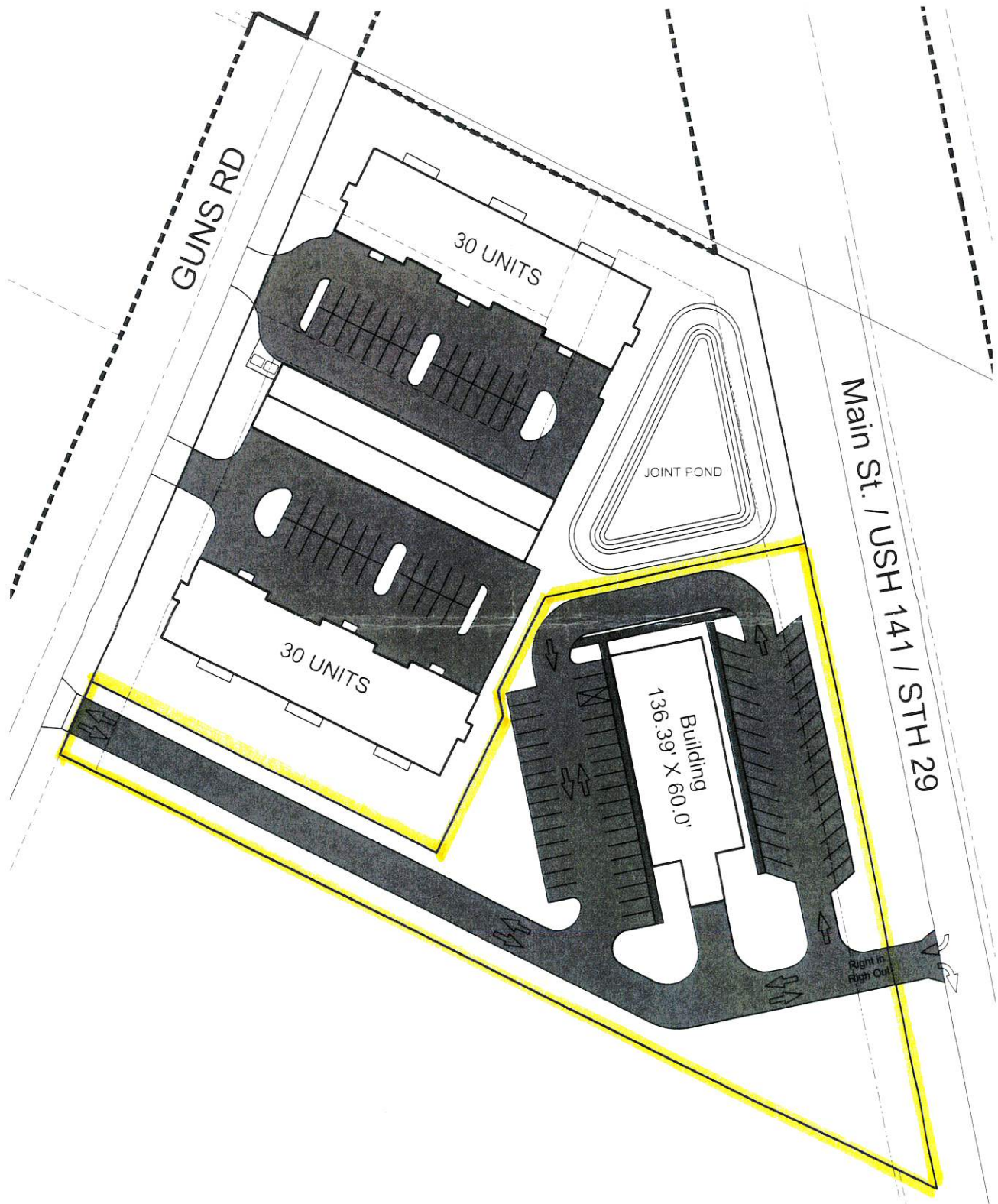
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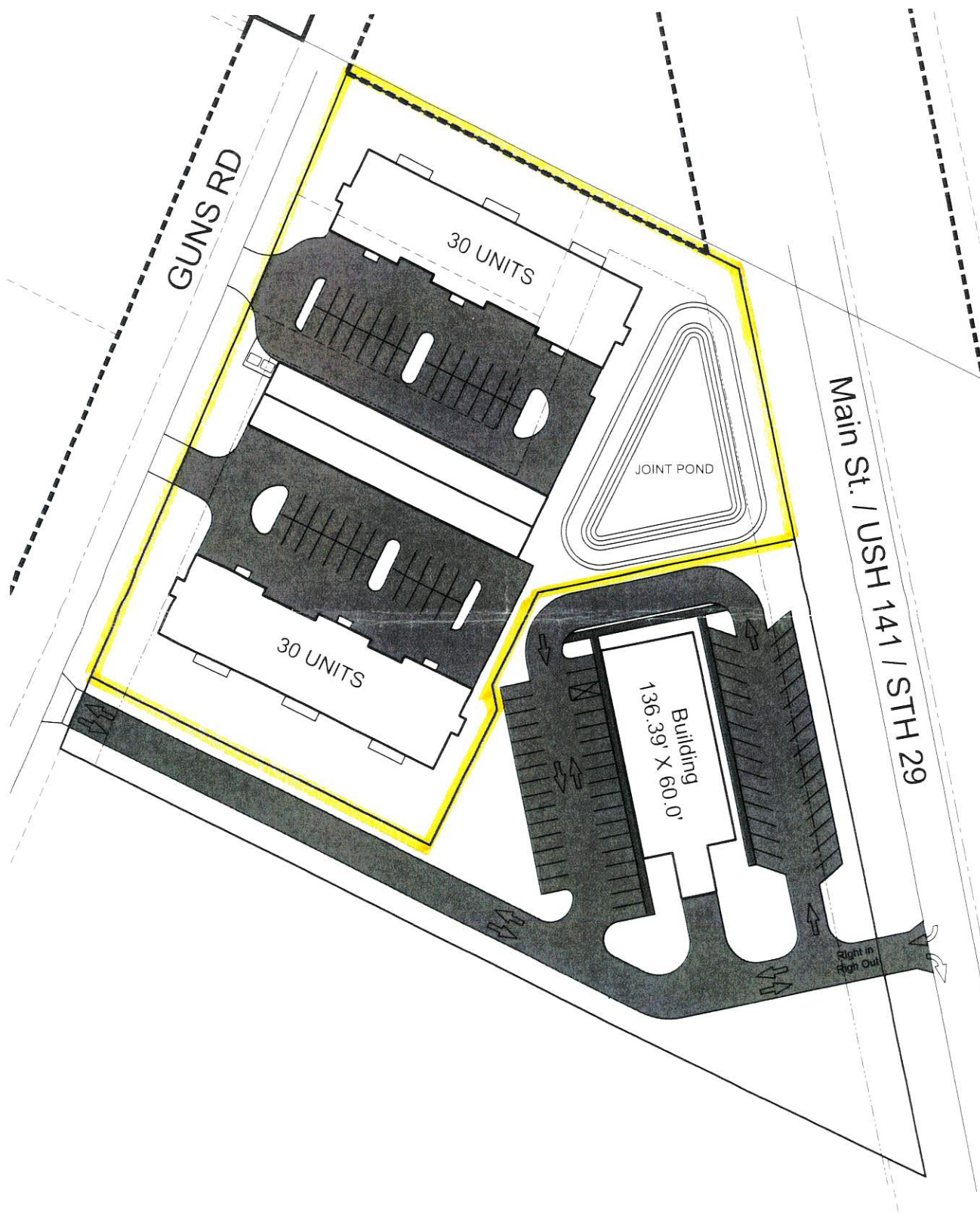
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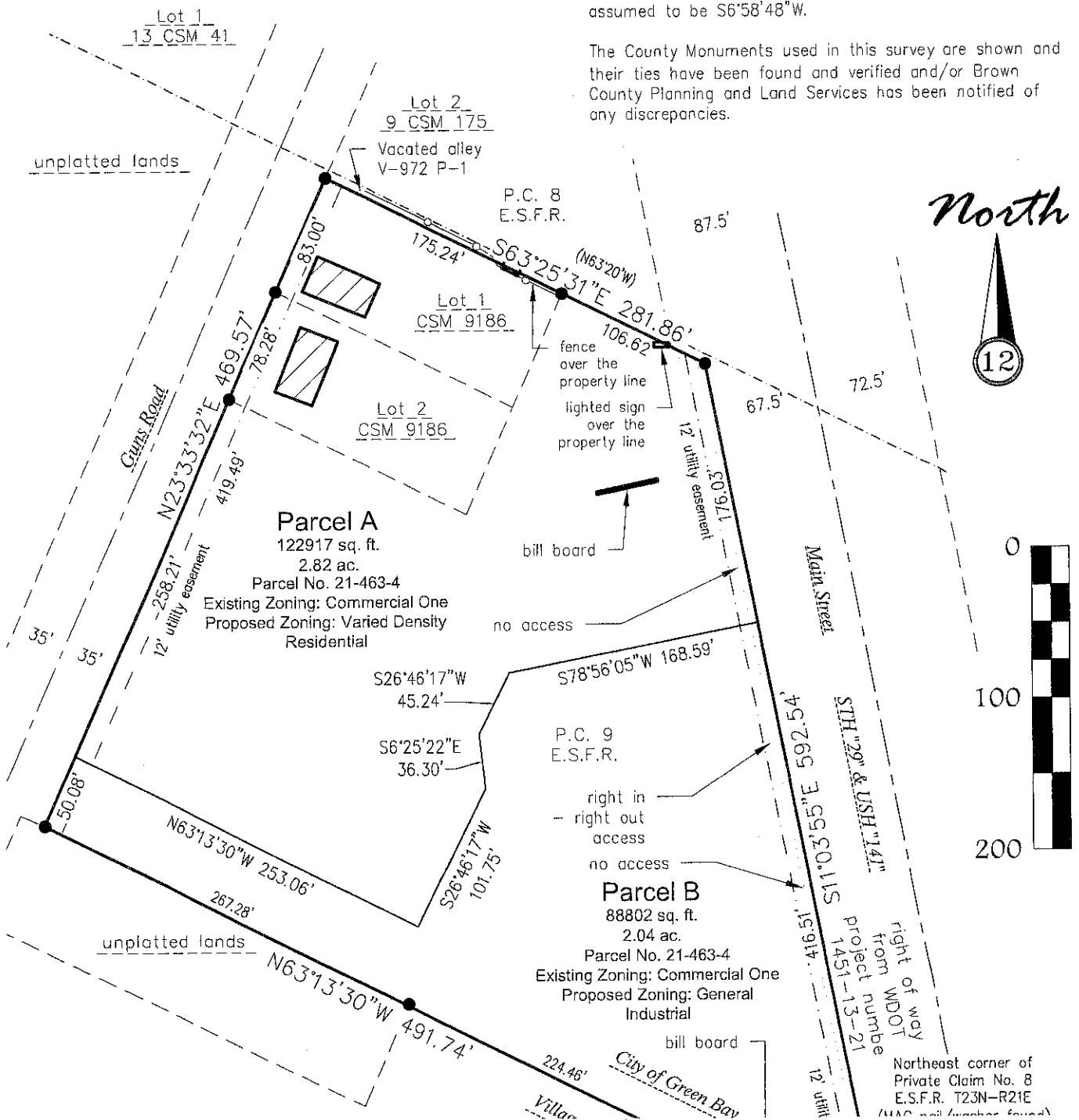
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- ☐ Discontinue a Public Utility Easement (\$200.00 Administration Fee)
- ☐ Street Name Change (\$200.00 Administration Fee)
- ☐ Declare City Property "City Surplus" (\$200.00 Administration Fee)
- ☐ Vacate a Street/Alley/Pedestrian Way (\$300.00 Administration 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: Keith A Schneider Date: 2-25-25

Petitioner Signature(s): Todd DeVillers

Checklist of required attachments:

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

For office use only:

Review Fee: \$22 375 Receipt No.: 2767-08-0015

Zoning Petition No.: 2767-08-0017

2767-08-0015 rezone
CPA 25-01 Comp Plan



REQUEST FOR CITY ACTION PLAN COMMISSION

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

Location of Property: Main Street/Guns Road, 1135 Guns Road, 1141 Guns Road Green Bay WI

Parcel Number(s): 21-463-4, 21-463, 21-463-2

Petitioner(s): TMD Properties LLC Date: 2/29/2025

Email: todd.devillers@recommercialwi.com Phone Number: 920-470-7573

Address: 677 Baeten Road City: Green Bay State: WI Zip: 54304

Property Owner: Twelve LLC, Keith Schneider, Nelson Yair Melgar Phone Number: 920-470-7573

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, Todd DeVillers, respectfully request that the City of Green Bay take the following action:

- | | |
|-------------------------------------|--|
| ☒ | Rezone Property (\$375.00 Review Fee) |
| ☐ | Conditional Use and CUP Amendment, including Single Lot Duplexes (\$375.00 Review Fee) |
| ☐ | PUD and PUD Amendments (\$425.00 Review Fee) |
| ☐ | Approve Preliminary City/Extraterritorial Subdivision Plat (\$150.00 + \$35.00 per Lot/Outlot Review Fee) |
| ☐ | Approve Preliminary Condominium Plat (\$250.00 + \$35.00 per Lot/Outlot/Lot Equivalent Review Fee) |
| ☐ | Approve Preliminary City/Extraterritorial Certified Survey Map (\$250.00 Review Fee) |
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| ☐ | Official Map Amendment (\$200.00 Administration Fee) |
| ☐ | Plat of Right-of-Way (\$200.00 Administration Fee) |
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| ☐ | 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: Randall Swille Darwin Swille Date: 2/29/2025

Petitioner Signature(s): Todd DeVillers

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.: _____



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(920) 448-3400 - phone
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www.greenbaywi.gov

Location of Property: Main Street/Guns Road, 1135 Guns Road, 1141 Guns Road Green Bay WI

Parcel Number(s): 21-463-4, 21-463, 21-463-2

Petitioner(s): TMD Properties LLC Date: 2/29/2025

Email: todd.devillers@recommercialwi.com Phone Number: 920-470-7573

Address: 677 Baeten Road City: Green Bay State: WI Zip: 54304

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

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- ☒ Rezone Property (\$375.00 Review Fee)
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- ☒ Comprehensive Plan Amendments (\$275.00 Review Fee)
- ☐ Other (\$200.00 Administration Fee): _____

Owner Signature: _____

Date: 2/27/25

Petitioner Signature(s): Todd DeVillers

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.: _____



Report to the Green Bay Plan Commission

MEETING DATE

April 7, 2025

PREPARED BY

AGENDA ITEM # E.7

(ZP 25-10) Public Hearing on a request for a Conditional Use Permit (CUP) to allow a multiple-message sign at the 2400 Block of West Mason Street (Parcel 6H-1110-23), submitted by Trevor Bowman of Lamar Central Outdoor, LLC, applicant and easement holder; GB Real Estate Investments LLC, property owner (Ald. M. Eck, District 11).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

April 7, 2025

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.8

(ZP 25-10) Consideration with possible action on the request for a Conditional Use Permit (CUP) to allow a multiple-message sign at the 2400 Block of West Mason Street (Parcel 6H-1110-23), submitted by Trevor Bowman of Lamar Central Outdoor, LLC, applicant and easement holder; GB Real Estate Investments LLC, property owner (Ald. M. Eck, District 11).

BACKGROUND

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

Surrounding Zoning and Land Uses:

Subject: General Commercial (C1), Planned Unit Development (PUD); Parking, Vacant

North: Highway Commercial (C2) | Right-of-Way (W. Mason/W. Mason Frontage Rd) | Drive-through restaurants

South: Highway Commercial (C2) | Planned Unit Development (PUD) | Automobile dealership, Retail

East: General Commercial (C1) | Planned Unit Development (PUD) | Retail

West: General Commercial (C1) | Highway Commercial (C2) | Automobile Repair, Carwash

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 at the 2400 Block of West Mason Street, Parcel 6H-1110-23.

This proposal requests the placement of a 644-square-foot digital billboard at the site of an existing billboard located near the intersection of West Mason and Hinkle. The placement of the proposed digital billboard is at a billboard which has two static signs on the west face of the billboard and a smaller digital and static sign on the east end of the billboard structure. Lamar and the property owner intend to move it to the east approximately 35 feet as redevelopment is projected in the Mason Street corridor in anticipation of future redevelopment this parcel and the parcel to the west. The updated billboard would be placed 210 feet from the southwest corner of W Mason Frontage Rd and Hinkle St. A minimum of 200 feet is required for oncoming traffic for an electronic billboard sized up to 650 square feet. The applicant is requesting a 644-square-foot electronic billboard.

A copy of the sign permit application which the applicant has submitted regarding the permissible area on site for the billboard and a street view image of the existing signage is attached within this agenda. A site plan for future redevelopment of driveways and buildings was not included as part of the application. Future sign plans for both the billboard location and the configuration of future redevelopment of driveways, parking aisles and building locations must be compatible. Staff recommends a condition requiring final approval, noting the placement of the billboard and account of access parking, drive access, and buildings compatibility

on the site.

The 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 Section 44-83(e) and the standards found Section 30-63, 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 adjacent to a residential zoned district. The size of the signage, at 644 square feet, meets length requirements to the nearest on-coming facing traffic (Westbound W Mason at Hinkle). The movement of the existing billboard some 35 feet to the west does not affect the existing smaller digital billboard on the east side of the structure as that sign is less than 650 square feet.

An off-premises billboard with two sides was removed by Lamar in June 2022 at the 600 block of Cherry Street along N Monroe Avenue, a total of 5 points. One signage was applied to one side of an approved digital billboard at Irwin and I-43 approved in January. This allows the panel on the existing billboard at West Mason and ends points used for N. Monroe to meet requirements found in Section 30-63(2)(a).

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

RECOMMENDATION

Approval of the request, subject to:

1. 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.
2. A site plan submitted which accounts for future redevelopment of the parcel noting location of driveways, ingress/egress and building locations. The billboard location shall not impede vehicular or pedestrian access to the site. The billboard shall not be located directly over any new buildings nor placed directly in front of any new buildings.
3. The sign permit application shall not be valid unless approved by the Director of Public Works or their designee.
4. 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.
5. 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.
6. The proposed signage shall meet all of the requirements of Article III, Off-Premise Advertising, Green Bay Zoning Code.

FISCAL IMPACT

ATTACHMENTS

1. ZP 25-10 Application and Attachments
2. ZP 25-10 Location 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: 2425 W Mason St. Green Bay, WI 54303

Parcel Number(s): 6H-1110-8

Petitioner(s): Lamar Central Outdoor, LLC (Trevor Bowman) Date: 3/12/25

Email: TBowman@lamar.com

Phone Number: 920-347-1767

Address: 1800 Scheuring Rd. (Suite C)

City: DePere State: WI Zip: 54115

Property Owner: GB Real Estate Investments LLC

Phone Number: 813-500-0296

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)
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- ☐ Street Name Change (\$200.00 Administration Fee)
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- ☐ Comprehensive Plan Amendments (\$275.00 Review Fee)
- ☐ Other (\$200.00 Administration Fee): _____

Owner Signature: [Signature]

Date: 3-12-25

Petitioner Signature(s): [Signature]

Trevor Bowman

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.: _____



SIGN PERMIT APPLICATION

Department of Community
and Economic Development
100 N. Jefferson Street, Rm 608
Green Bay, WI 54301-5026
(920) 448-3300 - phone
(920) 448-3426 - fax
inspmail@greenbaywi.gov
www.greenbaywi.gov

General Information: Complete application and submit copy of plan and sign details with supporting documentation demonstrating compliance with Chapter 30, Regulation of Signs, Green Bay Municipal Ordinance, prior to commencing installation.

Project Address: 2425 W Mason St. Green Bay, WI 54303		Parcel #: 6H-1110-8	Zoning: G2 - Commercial	Project #:
Applicant Applicant is: ☐ Property Owner ☒ Sign Contractor		Property Owner (Required if other than Applicant)		
Name Trevor Bowman		Name Garritt Bader		
Company Lamar Central Outdoor, LLC		Company GB Real Estate Investments LLC		
Address PO Box 5846		Address 300 N Van Buren St.		
City, State, Zip De Pere, WI 54115		City, State, Zip Green Bay, WI 54301		
Phone # 920-347-1767	Fax #	Phone # 813-500-0296	Fax #	
Email TBowman@lamar.com		Email gb@gb-re.com		

Site Plan: [30-5(1)] Provide a scaled site plan showing property lines, street(s), location of buildings, structures, drives, parking areas, and location of proposed sign and its supporting structure. Also, list all existing signs on the property below.

List and describe all existing signs on property (provide additional sheet if necessary)	Check if NON-CONFORMING ☐
1. 30-ft flagged billboard structure (See attached site plan)	☐
2.	☐
3.	☐

Construction Specifications: [30-5(2)] Provide scaled drawings showing sign design, size, materials to be used, method of construction, lighting, and means of attachment to the building or the ground. Illuminated signs are required to have labels attached, one from a listed nationally recognized testing lab and separate label indicating the manufacturer's name, input amperes, and voltage. Both labels must be visible from the ground after installation and the sign must have an externally operable disconnect.

Sign Type: ☐ Awning ☐ Canopy ☐ Building ☐ Pole ☐ Monument ☒ Off-Premise Billboard ☐ Projecting ☐ Temporary - Display Period _____

Fixed Face: Width 48 X Height 14 Area 672 SF Illuminated ☐ Internally ☒ Externally, # of Faces 2

Reader Bd: Width _____ X Height _____ Area _____ SF Illuminated ☐ Internally ☐ Externally, # of Faces _____

Sign Construction 14x48 full flag. 30-ft at road grade Estimated Sign Cost \$ \$ 100,000

Sign Contractor	Electrical Contractor (Required if sign is illuminated)
Name Dan Strey	Name Jim Eland License # (8-403)
Company Lamar Central Outdoor, LLC	Company Eland Electric
Address PO Box 5846	Address 3154 Holmgren Way
City, State, Zip De Pere, WI 54115	City, State, Zip Green Bay, WI 54304
Phone # 920-246-3983 Fax #	Phone # 920-338-6000 Fax #
Email DStrey@lamar.com	Email N/A

Dan Bowman
Applicant Signature

3-12-25
Date

1. If work herein authorized is suspended or abandoned for one year any time after commencing work, this permit shall become null and void.
2. All signs exceeding 150 sq. ft. in area per side shall be designed by, and within five days of installation, shall be certified by a professional engineer registered in the State of Wisconsin that such sign meets all state and local construction requirements.
3. Signs having an electrical permit require a final inspection by the electrical inspector.

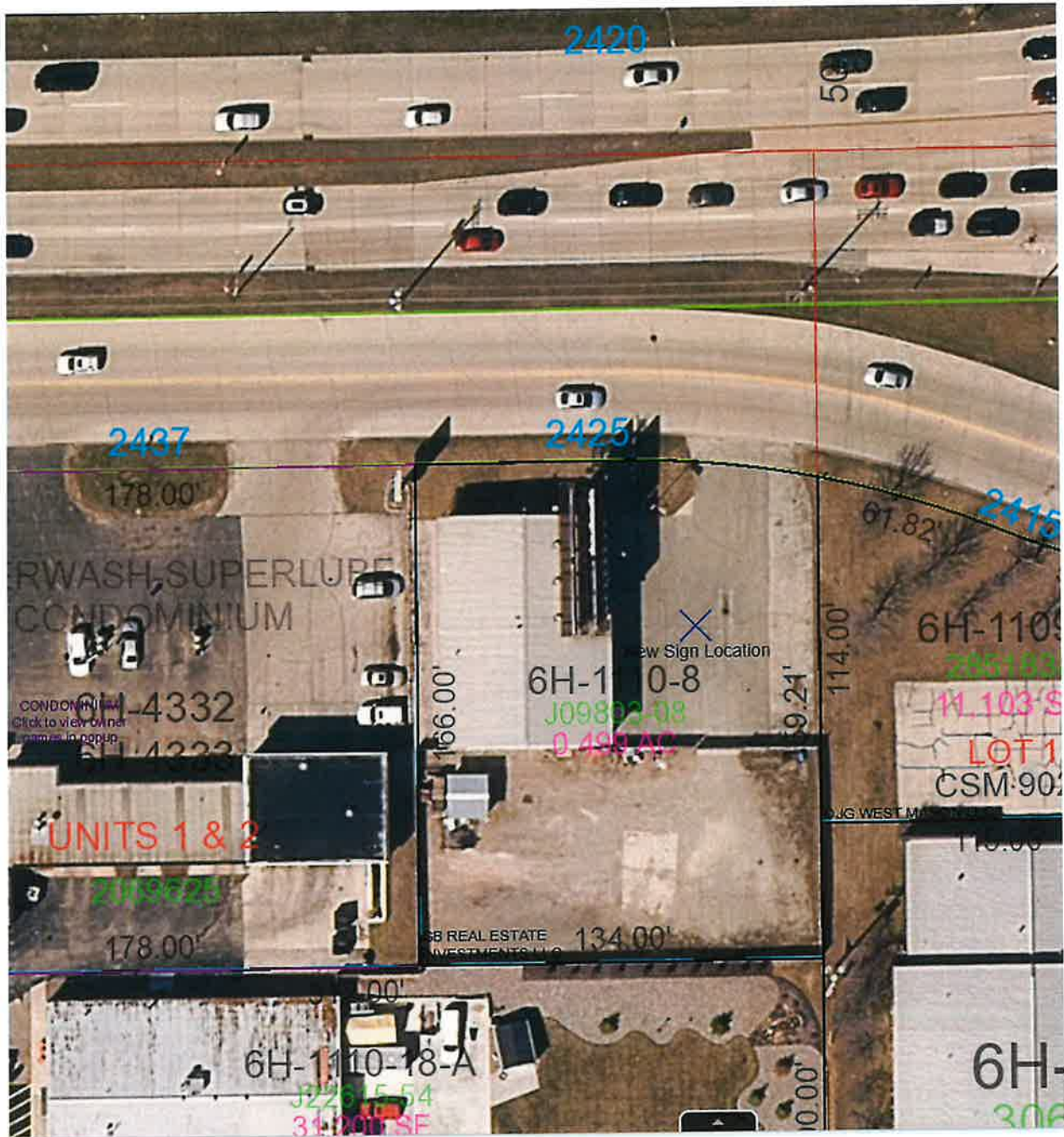
City of Green Bay: Site Plan

Site Plan: City of Green Bay (Parcel 6H-1110-8)

Site Address: 2425 W Mason St.

Property Owner: GB Real Estate Investments LLC

"X" indicates new sign location



Current Sign: East Face

Approach

PANEL #24132

📍 2425 W MASON ST E/O HOBART DR



ADVERTISING STRENGTHS: This highly desirable digital poster unit is located on the West side of Green Bay. As one of the busiest surface street locations, it targets traffic heading to restaurants, retail shops, grocery stores, Oneida Bingo and Casino and Northeast Wisconsin Technical College. It is also within a 1/2 mile of the Interstate 41 on ramp.

Location #1

Google

Map data ©2024

WEEKLY IMPRESSIONS: 33,757 per spot*

MEDIA TYPE/STYLE: Poster - Digital

GEOPATH ID: 30650039

LAT/LONG: [44.52776 / -88.00036](#)

MARKET: GREEN BAY

PANEL SIZE: 10' 0" x 21' 0" [View Spot Street](#)

FACING/READ: East / Left

SLOTS/DWELL: 8 slots / 8 seconds

*Impressions based on 2023 data. Actual results may vary.

Close Up

PANEL #24132

📍 2425 W MASON ST E/O HOBART DR



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PANEL SIZE: 10' 0" x 21' 0" [View Spot Street](#)

FACING/READ: East / Left

SLOTS/DWELL: 8 slots / 8 seconds

*Impressions based on 2023 data. Actual results may vary.

Current Sign: West Face

Lamar Central Outdoor LLC requests to convert the West Face to a 14x46 flag unit digital billboard. The current sign includes (2) 10'6"x22'9" static posters.

Approach

PANEL #24133

2425 W MASON ST E/O HOBART DR



ADVERTISING STRENGTHS: This side by side highly desirable poster unit is located on the West side of Green Bay. As one of the busiest surface street locations, it targets traffic heading to restaurants, retail shops, grocery stores, Oneida Bingo and Casino and Northeast Wisconsin Technical College. It is also within a 1/2 mile of the Interstate 41 on ramp.

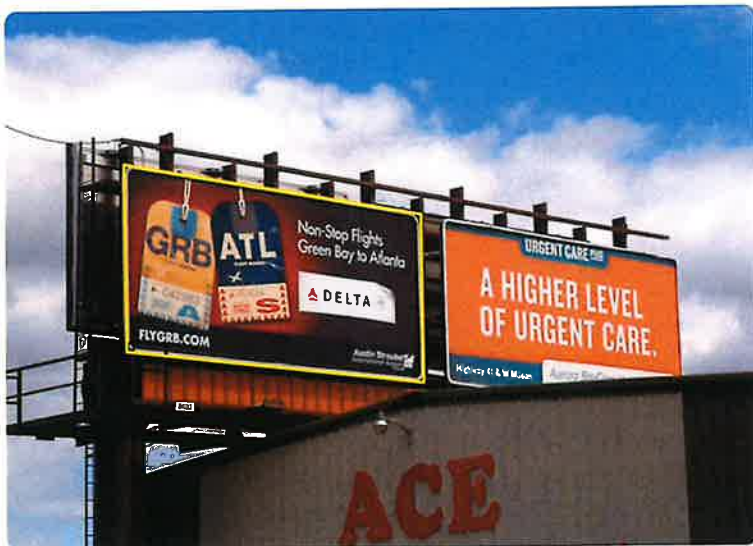


WEEKLY IMPRESSIONS: 47,683*
MEDIA TYPE/STYLE: Poster - Retro
GEOPATH ID: 30642088
LAT/LONG: 44.52376 / -88.09048
MARKET: GREEN BAY
PANEL SIZE: 10' 6" x 22' 9" *Vista Sign Street*
FACING/READ: West / Right
ILLUMINATED: YES
SHIPPING ADDRESS: 1800 Scheuring Road
De Pere, WI 54115

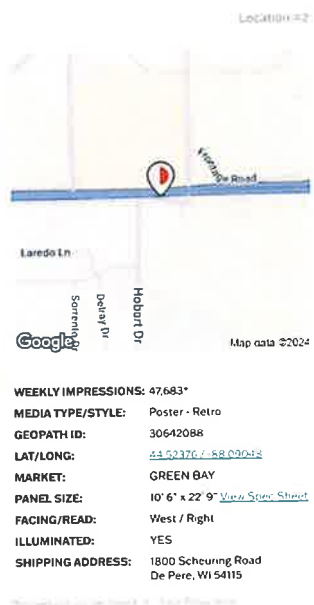
Close Up

PANEL #24133

2425 W MASON ST E/O HOBART DR



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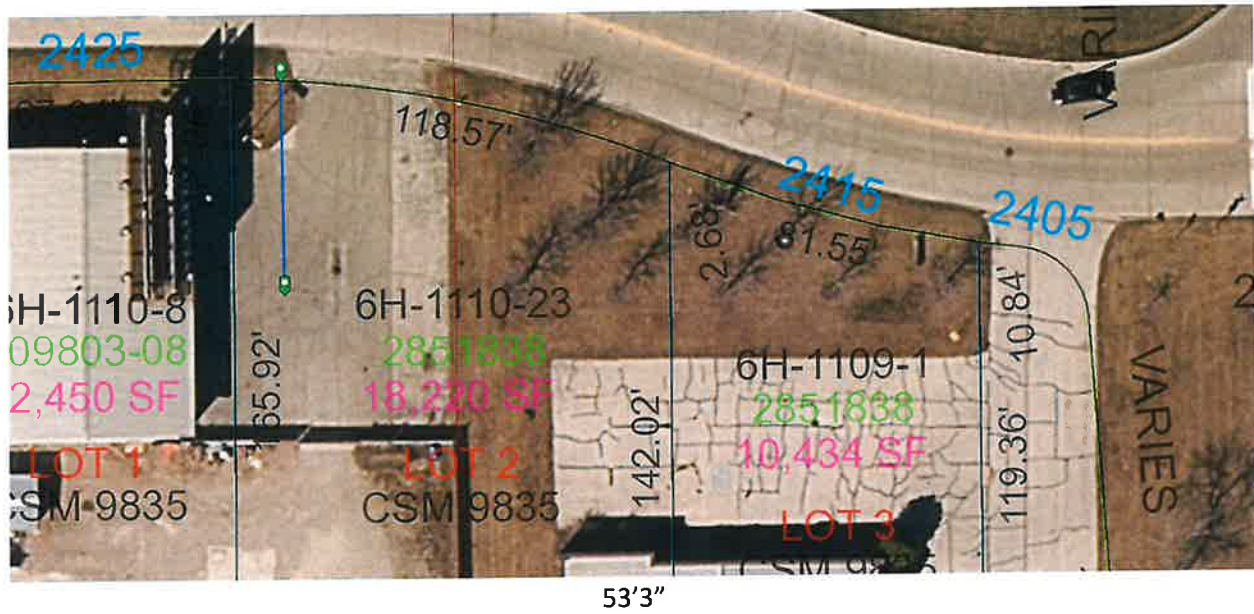


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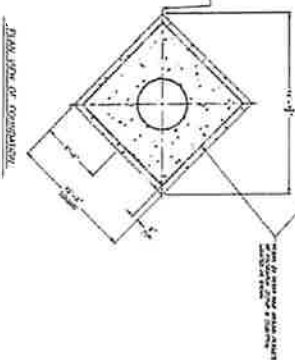
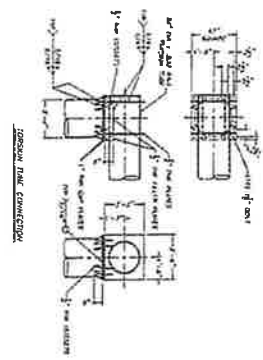
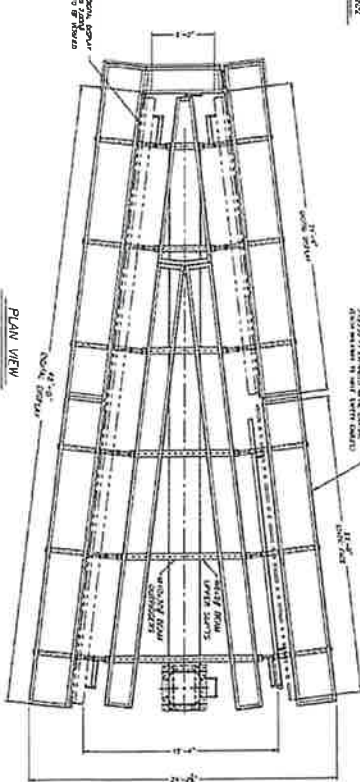
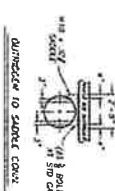
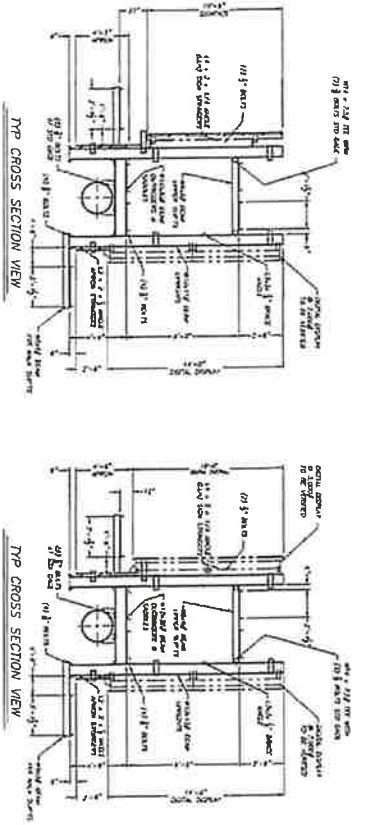
Mitigation Plan

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) 10x21 digital poster and (1) 10'6x22'9 static poster 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.

Measurements from Right of Way



NO.	REVISION	DATE
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		



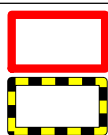
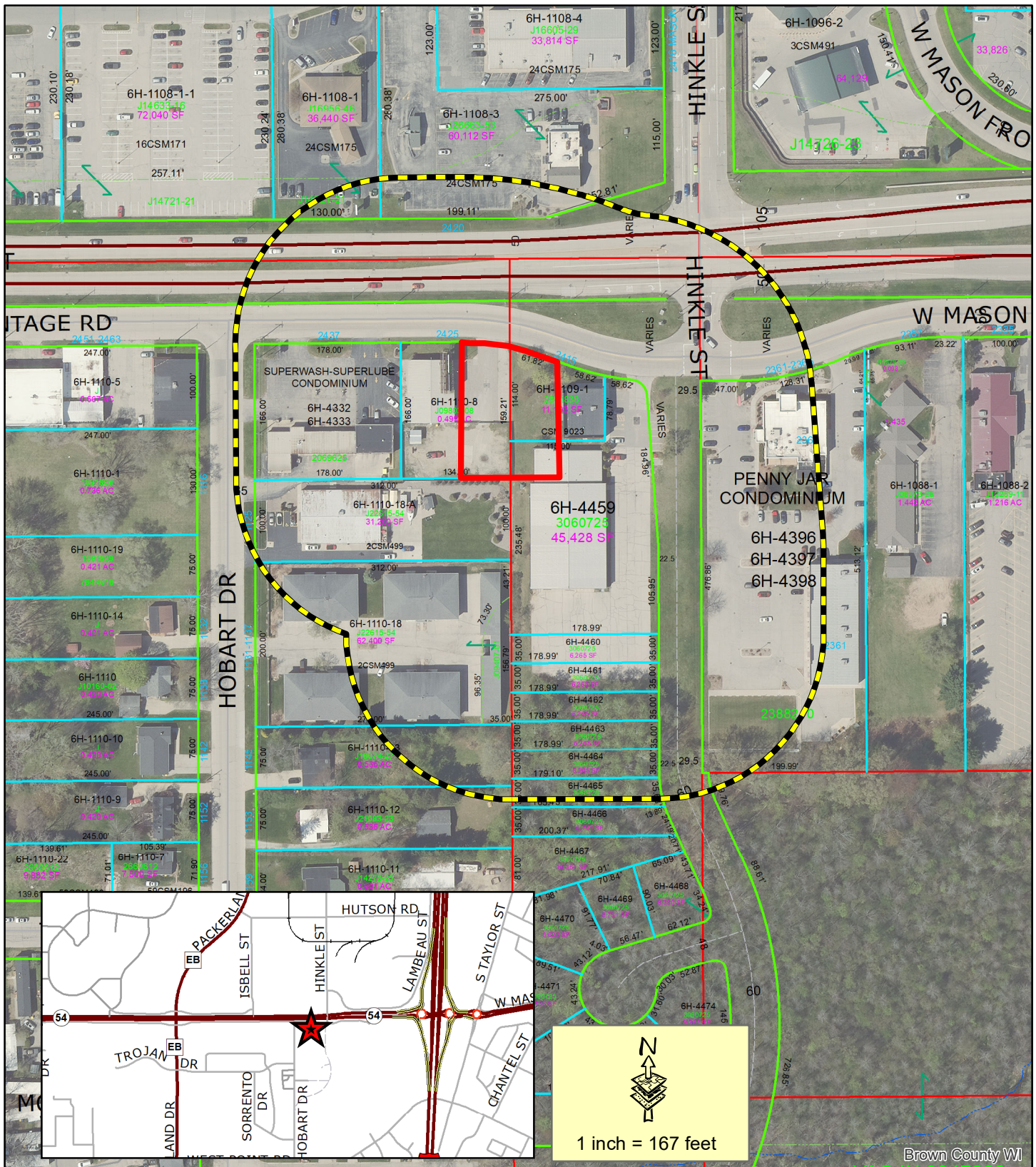
SPECIFICATIONS:

1. STEEL: ROLL-UP, RISE SECTIONS, ASTM A572, ALL OTHERS
2. PIPE: SECTIONS, A57, 1/2, 1/4, 1/8, 1/16, 1/32
3. BOLTS: MINIMUM 1/2" DIAMETER UNLESS OTHERWISE SPECIFIED
4. CONCRETE: 3000 P.S.I., 28 DAYS
5. FLOORING: 4" THICK, 12" SPACING, 120#/FT²
6. INSULATION: MEETS THE REQUIREMENTS OF THE 2018
7. ALL WELDING SHALL BE IN ACCORDANCE WITH AWS STANDARDS
8. ALL WELDING TO MEET SAFETY CRITERIA
9. REINFORCING: 1/2" DIAMETER, 12" SPACING, 120#/FT²
10. WIND LOADING: EXTERIOR STATIC LOADING, 15 PSF
11. DISCARD TOP WEIGHT OF (2) DOWEL UNITS @ 2000/FT²

PRODUCTIVITY FABRICATORS

14'x18' FLG. (WE) 15' V. 15' CLEARANCE
LAMAR - DE PERE, WI
DB-9226





Subject Area

200' Property Owner Notice

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

ZP 25-10

Conditional Use Permit Request

2400 Block W Mason Street





Report to the Green Bay Plan Commission

MEETING DATE

April 7, 2025

PREPARED BY

AGENDA ITEM # E.9

(TA 25-01) Public Hearing on a request to Amend Section 44-469(I) Green Bay Municipal Code, modifying the limit on events and days of operation per calendar year for rummage sales, submitted by the City of Green Bay Community and Economic Development Department on behalf of Alderperson Proffitt, District 7.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

April 7, 2025

PREPARED BY

David Buck, Staff

AGENDA ITEM # E.10

(TA 25-01) Consideration with possible action on a request to Amend Section 44-469(1) Green Bay Municipal Code, modifying the limit on events and days of operation per calendar year for rummage sales, submitted by the City of Green Bay Community and Economic Development Department on behalf of Alderperson Proffitt, District 7.

BACKGROUND

Reason for Request: The Zoning Ordinance text amendment is proposed to increase the number of rummage sales activities on residential properties to be increased from three to four events per year for a total of 16 days of operation per year.

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

Analysis: On November 11, 2024, Alderperson Alyssa Proffitt referred a request to amend the Green Bay Municipal Code, Chapter 44, Article V, Division 7, Section 44-469 (1) to the Protection and Policy Committee. This was referred to staff and as it is an amendment to the City's Zoning Code was referred to the Plan Commission for consideration and recommendation. Rummage sales on residential properties are limited in number of events to three (3) and total number of days to no greater than nine (9).

Section 44-469 (1) reads as follows:

(1). Rummage sales. Rummage sales shall be limited to a total of no more than three events for a total of nine days of operation per calendar year at any residential location.

Staff is not sure how these numbers were determined, but common planning practice is to limit the quasi-commercial uses in residential neighborhoods to match the seasons in which they could occur, allowing a residential sale of miscellaneous items to take place in the spring, summer and the fall. Additionally, the limit of nine (9) calendar days per year would allow these three (3) events to be three (3) days long, presumably Friday through Sunday. Generally, limitations are placed on rummage sales in residential neighborhoods to minimize disruption associated with rummage sales like increased traffic, loss of available parking, and the display of products generally within a driveway in a front yard area of a residential neighborhood. Zoning Inspection staff commented that the number of rummage sales is not a concern of theirs. They caution that frequent rummage sale operators have the potential to stockpile merchandise, often outside, creating a nuisance situation for adjoining and nearby neighbors, however the use is regulated by the City's property maintenance code.

The determination to allow additional or limit rummage sales is relatively arbitrary and a choice of the legislative body of the City. Staff does not object to the requested minor increase in permissible days and times.

RECOMMENDATION

Approval of the amendment to the Municipal Code, Chapter 44, Article V, Division 7, Section 44-469(1), as proposed.

FISCAL IMPACT

ATTACHMENTS

- I. Ald Proffitt Communication 4.11.24

From: noreply@civicplus.com
To: [Celestine Jeffreys](#); [Eric Genrich](#); [Amaad Rivera](#); [Joseph Faulds](#); [Craig Stevens](#)
Subject: Online Form Submittal: Alders' Petitions and Communications
Date: Monday, November 11, 2024 12:08:57 PM

Alders' Petitions and Communications

Name	Alyssa Proffitt
Committee Name	Protection and Policy Committee
Text of Communication	To refer to staff the possibility of amending municipal code Sec. 44-469 (1) to read "Rummage sales. Rummage sales shall be limited to a total of no more than four events for a total of sixteen days of operation per calendar year at any residential location".

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Report to the Green Bay Plan Commission

MEETING DATE

April 7, 2025

PREPARED BY

AGENDA ITEM # F.I

Director's report.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None