



AGENDA OF THE ZONING & PLANNING BOARD OF APPEALS

MONDAY, SEPTEMBER 15, 2025, 4:30 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/85419145658?pwd=VWxYYlFIRXBMcXU3dzU0VU0xQlNKdz09>

Or call in by phone: +1 312 626 6799

Meeting ID: 854 1914 5658

Passcode: 735080

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 Noel Halvorsen, Vice Chair Joshua Koch, Steven Schuchart, and Brian Ritter.

C. Approval of the Agenda.

- I. Approval of the agenda for the Monday, September 15, 2025, meeting of the Zoning & Planning Board of Appeals.

D. Approval of Minutes.

- I. Approval of the minutes from the Monday, August 18, 2025, meeting.

E. Regular Business.

- I. **(Appeal 25-23)** Consideration, with possible action, on a variance request from Matt Buchanan of the City of Green Bay Community and Economic Development Department (applicant), and Redevelopment Authority of Green Bay (property owner), requesting to exceed building frontage setbacks within a DI Downtown Zoned district, driveway width

standards, and placement of driveway improvements adjacent to a residential zoned property at 402 and 420 S. Broadway, 419 S. Maple Avenue. (Ald. B. Johnson, District 9)

The Board may convene in closed session pursuant to Sections 19.85(1)(a), Wis. Stats., for purposes of deliberating concerning a case which was the subject of any judicial or quasi-judicial trial or hearing before that governmental body. The Board will thereafter reconvene in open session pursuant to Section 19.85(2), Wis. Stats., to take action on items discussed in closed session, if appropriate, and to consider the remainder of the agenda.

2. **(Appeal 25-21)** Consideration, with possible action, on a variance request from Dana Dallman Zajackowski (applicant), and Aurora BayCare Medical Center (property owner), requesting to exceed signage standards at 2253 W. Mason Street. (Ald. M. Eck, District 11)

The Board may convene in closed session pursuant to Sections 19.85(1)(a), Wis. Stats., for purposes of deliberating concerning a case which was the subject of any judicial or quasi-judicial trial or hearing before that governmental body. The Board will thereafter reconvene in open session pursuant to Section 19.85(2), Wis. Stats., to take action on items discussed in closed session, if appropriate, and to consider the remainder of the agenda.

3. **(Appeal 25-22)** Consideration, with possible action, on a variance request from Jerry Marsland of Reinhold Sign (applicant), and Sky Green Bay LLC (property owner), requesting to exceed signage standards at 2430 E. Mason Street. (Ald. W. Morgan, District 3)

The Board may convene in closed session pursuant to Sections 19.85(1)(a), Wis. Stats., for purposes of deliberating concerning a case which was the subject of any judicial or quasi-judicial trial or hearing before that governmental body. The Board will thereafter reconvene in open session pursuant to Section 19.85(2), Wis. Stats., to take action on items discussed in closed session, if appropriate, and to consider the remainder of the agenda.

F. Informational.

1. Next Meeting: Monday, October 20, 2025

G. Adjournment.

1. Adjournment of the Monday, September 15, 2025, meeting of the Zoning & Planning Board of Appeals.

- 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 Zoning & Planning Board of Appeals 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
Zoning & Planning Board of Appeals
of the City of Green Bay

MEETING DATE

September 15, 2025

PREPARED BY

AGENDA ITEM # D.I

Approval of the minutes from the Monday, August 18, 2025, meeting.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. BOA Minutes 08.18.2025



MINUTES OF THE ZONING & PLANNING BOARD OF APPEALS

MONDAY, AUGUST 18, 2025, 4:30 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/85419145658?pwd=VWxYYlFIRXBMcXU3dzU0VU0xQlNKdz09>

Or call in by phone: +1 312 626 6799

Meeting ID: 854 1914 5658

Passcode: 735080

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B. ROLL CALL.

- I. Members: Chair Noel Halvorsen, Vice-Chair Joshua Koch, Steven Schuchart, and Brian Ritter.

Present: Noel Halvorsen, Steven Schuchart, Joshua Koch, Brian Ritter

Excused: None

Absent: None

C. APPROVAL OF THE AGENDA.

- I. Approval of the agenda for the Monday, August 18, 2025, meeting of the Zoning & Planning

Board of Appeals.

Moved by Joshua Koch, seconded by Steven Schuchart to approve the agenda.

Motion Passed.

Yes-Noel Halvorsen, Steven Schuchart, Joshua Koch, Brian Ritter, No-None, Abstain-None.

D. APPROVAL OF MINUTES.

- I. Approval of the minutes from the July 21, 2025 meeting.

Moved by Brian Ritter, seconded by Steven Schuchart to approve the minutes.

Motion Passed.

Yes-Noel Halvorsen, Steven Schuchart, Joshua Koch, Brian Ritter, No-None, Abstain-None.

E. INFORMATIONAL

- I. Information regarding phishing schemes.

Speakers:

Jon LeRoy

F. REGULAR BUSINESS.

- I. (Appeal 25-20) Consideration, with possible action, on a request from Trista Hobbs of the City of Green Bay—applicant, and Valerie Joosten of the City of Green Bay—property owner; requesting to exceed impervious surface standards in a (PI) Public Institutional District at 511 S. Oneida Street. (Ald. J. Ridderbush, District 8)

Chair Noel Halvorsen asked the Board of Appeals members to confirm whether they had any conflicts of interest. All members affirmed they did not.

Chair Noel Halvorsen asked the Board of Appeals members to confirm whether they had received any communication about this matter. All Board members affirmed they did not.

Chair Noel Halvorsen affirmed Jon Leroy

Chair Noel Halvorsen affirmed Trista Hobbs

Speakers:

Jon Leroy

Trista Hobbs – DPW, City of Green Bay – 100 N Jefferson

Moved by Joshua Koch, seconded by Steven Schuchart to approve to exceed impervious surface standards in a (PI) Public Institutional District at 511 S. Oneida Street, allowing a 100 percent impervious surface on the parcel.

Motion Passed.

Yes-Noel Halvorsen, Steven Schuchart, Joshua Koch, Brian Ritter, No-None, Abstain-None.

2. (Appeal 25-15) Consideration, with possible action, on a variance request from Brian Johnson—applicant and property owner; requesting to exceed standards for the placement of a hot tub near a side yard line at 516 Hubbard Street. (Ald. B. Johnson, District 9)

Chair Noel Halvorsen asked the Board of Appeals members to confirm whether they had any conflicts of interest. All members affirmed they did not.

Chair Noel Halvorsen asked the Board of Appeals members to confirm whether they had received any communication about this matter. All Board members affirmed they did not.

Chair Noel Halvorsen affirmed Jon Leroy

Chair Noel Halvorsen affirmed Brian Johnson

Speakers:

Jon Leroy

Brian Johnson – 516 Hubbard St.

Moved by Steven Schuchart, seconded by Joshua Koch to approve the placement of a hot tub 4.25 feet from the west side yard property line at 516 Hubbard St. Approval is granted with the following condition: A 6-foot-tall fence is currently maintained by the neighboring property owner. If said fence is removed, the owner of 516 must install a privacy fence along the west property line for as long as the hot tub is present.

Motion Passed.

Yes-Noel Halvorsen, Steven Schuchart, Joshua Koch, No-Brian Ritter, Abstain-None.

3. (Appeal 25-14) Consideration, with possible action, on a request by Attorney Michael Vanden Berg—applicant, on behalf of Francis Woyak—property owner; requesting to exceed side yard standards for a driveway leading to a garage stall at 931 Coppens Road. (Ald. A. Proffitt, District 7)

Chair Noel Halvorsen asked the Board of Appeals members to confirm whether they had any conflicts of interest. All members affirmed they did not.

Chair Noel Halvorsen asked the Board of Appeals members to confirm whether they had received any communication about this matter. All Board members affirmed they did not.

Chair Noel Halvorsen affirmed Jon Leroy

Chair Noel Halvorsen affirmed Guy Zima

Chair Noel Halvorsen affirmed Francis Woyak

Speakers:

Jon Leroy

Guy Zima – 1121 12th Ave

Francis Woyak – 931 Coppens Ave

Moved by Joshua Koch, seconded by Brian Ritter, to deny the request for a 0.5-foot side yard setback for a driveway leading to a garage stall at 931 Coppens Road, which exceeds the established side yard standards.

Motion Passed for Denial.

Yes-Noel Halvorsen, Steven Schuchart, Joshua Koch, Brian Ritter, No-None, Abstain-None.

4. (Appeal 25-18) Consideration, with possible action, on a request from Ryan Johnson—applicant and property owner; requesting to exceed front yard setback standards for a one-or-two-family home within a Low-Density Residential (R1) district at 1225 Spence Street. (Ald. J. Ridderbush, District 8)

Chair Noel Halvorsen asked the Board of Appeals members to confirm whether they had any conflicts of interest. All members affirmed they did not.

Chair Noel Halvorsen asked the Board of Appeals members to confirm whether they had received any communication about this matter. All Board members affirmed they did not.

Chair Noel Halvorsen affirmed Jon Leroy

Chair Noel Halvorsen affirmed Ryan Johnson

Chair Noel Halvorsen affirmed Kathy Eland

Chair Noel Halvorsen affirmed Lynn Pavlik

Speakers:

Jon Leroy

Ryan Johnson – 1225 Spence St

Kathy Eland – 1226 9th St

Lynn Pavlik – 1229 Spence St

Moved by Joshua Koch, seconded by Steven Schuchart to approve the request to allow a 6.2 x 7.2-foot-wide porch into the front yard setback. Front yard setback exceeded by 6.2 feet for a one-or-two-family home within a Low-Density Residential (R1) district.

Motion Passed.

Yes-Noel Halvorsen, Steven Schuchart, Joshua Koch, Brian Ritter, No-None, Abstain-None.

5. (Appeal 25-19) Consideration, with possible action, on a variance request from Sarah Brainard of Creative Sign Company—applicant and Steve Genda of Weekes Forest Products, Inc.—property owner; requesting to exceed signage standards at 2225 Starr Court. (Ald. M. Eck, District 11)

Chair Noel Halvorsen asked the Board of Appeals members to confirm whether they had any conflicts of interest. All members affirmed they did not.

Chair Noel Halvorsen asked the Board of Appeals members to confirm whether they had received any communication about this matter. All Board members affirmed they did not.

Chair Noel Halvorsen affirmed Jon Leroy

Chair Noel Halvorsen affirmed Sarah Brainard

Chair Noel Halvorsen affirmed Steve Genda

Speakers:

Jon Leroy

Sarah Brainard – Creative Sign Co – 505 Lawrence Dr, De Pere

Steve Genda – Weekes Forest Products – 2225 Starr Ct

Moved by Joshua Koch, seconded by Brian Ritter, to approve both variance requests for dimensional exceptions for an exempt directional sign at 2225 Starr Court, including a front yard setback of 7.4 feet, a sign size of 32.5 square feet, and a height of 8 feet, which exceed the applicable signage standards.

Motion Passed.

Yes-Noel Halvorsen, Steven Schuchart, Joshua Koch, Brian Ritter, No-None, Abstain-None.

G. INFORMATIONAL.

- I. Next Meeting: September 15, 2025

H. ADJOURNMENT.

- I. Adjournment of the Monday, August 18, 2025, meeting of the Zoning & Planning Board of Appeals.

Moved by Steven Schuchart, seconded by Brian Ritter to adjourn.

Motion Passed.

Yes-Noel Halvorsen, Steven Schuchart, Joshua Koch, Brian Ritter, No-None, Abstain-None.



Report to the
Zoning & Planning Board of Appeals
of the City of Green Bay

MEETING DATE

September 15, 2025

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.1

(Appeal 25-23) Consideration, with possible action, on a variance request from Matt Buchannan of the City of Green Bay Community and Economic Development Department (applicant), and Redevelopment Authority of Green Bay (property owner), requesting to exceed building frontage setbacks within a D1 Downtown Zoned district, driveway width standards, and placement of driveway improvements adjacent to a residential zoned property at 402 and 420 S. Broadway, 419 S. Maple Avenue. (Ald. B. Johnson, District 9)

The Board may convene in closed session pursuant to Sections 19.85(1)(a), Wis. Stats., for purposes of deliberating concerning a case which was the subject of any judicial or quasi-judicial trial or hearing before that governmental body. The Board will thereafter reconvene in open session pursuant to Section 19.85(2), Wis. Stats., to take action on items discussed in closed session, if appropriate, and to consider the remainder of the agenda.

BACKGROUND

The applicant seeks variance relief from 3 sections of the Green Bay Municipal Code, Chapter 44: Zoning.

Sec. 44-620 Table 44-6 (f).

At least 60 percent of the front facade must fall between the minimum (0 feet) and maximum (20 feet).
Applicant seeks a setback of 25–66 feet off the right of way for approximately 70 percent of the building in parcel 3-569.

Sec. 44-1773 (d) 3.

Opening of a driveway shall not exceed 30 feet at the right of way and 40 feet at the curb.
Applicant seeks an opening of 160 feet at ROW and 170 at the curb.

Sec. 44-1964.

Buffer at a residential zoned property for non-residential uses shall be 25 feet wide.
Applicant seeks a 6.8 feet wide driveway off Maple.

The applicant seeks to create a development at S. Broadway and Arndt Streets. The proposal calls for a five-story, mixed-use building with apartments on the north side of the development with commercial uses on the ground floor. To the south, the Green Bay Metro Fire Department is seeking to create a new fire station. Site plans have been reviewed by DCED planning staff and three areas have come into question for variances.

The site is currently located on four parcels, all owned by the Redevelopment Authority (RDA). Those parcels will be consolidated in some fashion in the future. None of the requests brought forth are directly related to bulk requirements which are specifically tied to the individual boundary lines of each parcel. The three questions before the BOA are linked to 420 S Broadway (Building front yard depth in D1 and driveway width) and 419 S Maple (Buffer alongside residential property).

Front Setback.

The applicant is seeking a front setback of the overall building at 420 S Broadway to be between 25 and 66 feet off the front right of way for approximately 70 percent of the overall proposed length of building (approximately 190 feet) of an overall 330-foot-long building. This area of the building will house multiple garage bays for fire department vehicles.

Driveway Width:

The applicant is seeking a driveway width of approximately 160 feet at the right of way and 170 feet at the curb and gutter of S Broadway. This area leads to multiple garage bays and a 20-foot driveway around the southern portion of the fire department garage bays for access to surface parking behind the garage bays.

Buffer:

The applicant is seeking a driveway near the northern edge of the development. This driveway would permit ingress/egress for personal vehicles and non-emergency vehicles to Maple Street as well as provide ingress for fire department trucks returning to the fire station after calls in the field. It is an individual entry for fire department use, separate from other mixed development users on site or residential uses to the north. The edge of the proposed driveway is proposed to be 6.75 feet from the property line with a 24-foot wide driveway.

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

1. 25-23 Variance Application
2. 25-23 Proposed Site Plan
3. 25-23 Rendering

List ordinance(s) (number and description) the variance will be impacting (staff will assist with this).

THREE STEP TEST - To qualify for a variance, the applicant must demonstrate that their property meets the following three (3) requirements:

Does unique physical characteristics of your property prevent the compliance with the ordinance? Explain

Would granting the variance be contrary to the public interest? Explain.

Why would not getting the variance unreasonably prevent you from using the property for a permitted purpose (leaving the property owner without any use that is permitted for the property) or would render conformity with such restrictions unnecessarily burdensome?

I HEREBY CERTIFY THAT I HAVE READ AND FULLY UNDERSTAND THE VARIANCE PROCEDURE AND FAILURE TO COMPLY WITH CITY REQUIREMENTS WILL RESULT IN THIS APPLICATION BEING WITHHELD FROM CONSIDERATION BY THE ZONING BOARD OF APPEALS.

Cheryl Renier-Wigg
 Signature of the Property Owner

Cheryl Renier-Wigg
 Print Name

9-10-2025
 Date

Matthew A. Buchanan
 Signature of Applicant (working as "Agent" for owner)

Matthew A. Buchanan
 Print Name

9-10-2025
 Date

| | | | |
|-------------------------|--|--------------------|---|
| OFFICE USE ONLY: | | Parcel #: 3-569 | Residential \$125 <input type="checkbox"/> Commercial \$250 <input checked="" type="checkbox"/> |
| District: 9 | Zoning: d1 | Meeting Date: 9.15 | Receipt #: <u>wuind</u> |
| Submittal Date: 9.2 | Staff Signature: <u>[Signature]</u> jl | | |

Does unique physical characteristics of your property prevent the compliance with the ordinance? Explain

Building setback

Site is in the flood plain. Properties must get structures out of flood plain to proceed with development. To get the building out of flood plain, the building must be approximately 3 feet higher than grade at street. The closer the building is situated towards Broadway, the building must remain at least 3 feet in height taller than the street elevation, which will remain the same; creating an elevation change from the garage exit to the street. A steeper building to right of elevation change would become dangerous and unfeasible closer towards the street. The 60-foot offset creates generally a 3 percent grade change, which while steep, is feasible.

Best practices would typically incorporate a fire department garage bay setback further than 60 feet to allow for ample area to perform maintenance of emergency trucks, but in an attempt to find a practical middle ground and best utilize the site within the downtown, a 60-foot setback provides a minimum amount of depth from the right of way.

Driveway width

Best practices call for a direct access to the street or a long driveway off the street to be able to maneuver emergency vehicles on to the road. With the building setback at 60 feet, the site practically has a one vehicle length for larger vehicles or upwards of two vehicle lengths. Funneling vehicles to a singular opening creates challenges for emergency operations to egress the property to perform functions.

Driveway location on west side

All four RDA owned properties are proposed to be developed as a cohesive development which would allow for an entrance for fire department trucks, work vehicles, and staff vehicles to enter from a designated driveway off Maple. This allows for ingress egress of fire truck vehicles to come from west to east and depart onto Broadway directly in the event of emergency calls. The placement of the driveway is placed to keep enough space to have plantings between the property line and edge of pavement but allow for future development of D1 zoned land to the south of the proposed driveway. The overall frontage allows for 160 feet along Maple. The proposed driveway placement allows for a more marketable option to redevelop land south of the driveway and keep a generally passive use in place closer to existing residential uses to the north.

Would granting the variance be contrary to the public interest? Explain.

Building setback

In this event no. The mixed-use building maintains the intent of the code to place commercial/residential portion of the building near the front of right of way.

Additionally, the 60-foot offset allows for emergency vehicles to begin egress from the garages with emergency lights and sirens activated. This space gives the public additional time to react and maneuver to give way to emergency vehicles leaving the site.

Driveway width

Funneling multiple vehicles leaving from multiple vehicle bays into one exit can create a backup or confusion if multiple vehicles must respond at the same time. While the overall size is large, the

Driveway location on west side

No. A drive entrance from the west is needed for dedicated fire department access as to not interfere with potential emergency response with a mixed flow of traffic. The placement of the fire station to the southern portion of the developable site allows for a larger separation of uses (residential and public institutional) with existing homes along Maple. If the driving lane is moved further south, the possibility of utilizing frontage on Maple for permitted D1 uses would co-mingle adjacent to the existing residential. This 6.75 foot buffer, along with the driveway width, leaves approximately 30 plus feet of passive space between properties and potential future development rather than future development placed directly south of existing residential development.

Why would not getting the variance unreasonably prevent you from using the property for a permitted purpose (leaving the property owner without any use that is permitted for the property) or would render conformity with such restrictions unnecessarily burdensome?

Building setback

The fire department utilizes space in front of garage bays for routine maintenance of operational vehicles as well as provides a threshold of space to alert nearby pedestrians and motorists of an oncoming emergency response.

Driveway width

Ample, direct width is needed for fire emergencies. However, given the nature that emergencies are not a frequent event, the possibility of interactions between the public and fire response vehicles are limited. Unlike other driveway facilities, the possibility of more frequent interactions between driveway vehicles and street vehicles or pedestrians is less common than a typical site as the only users will be the fire department, and not the public at large.

Driveway location on west side

Fire stations are a permitted use within Downtown 1. The placement of the driveway allows for a transition of low density residential to the north to the higher intensity uses associated with Downtown 1, which can be redeveloped further south by placing the driveway within the buffer zone prescribed by 44-1964; yet still allowing space to grow plant species and allow for fencing along the residential property line off Maple.

Preliminary Concept





Report to the
Zoning & Planning Board of Appeals
of the City of Green Bay

MEETING DATE

September 15, 2025

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.2

(Appeal 25-21) Consideration, with possible action, on a variance request from Dana Dallman Zajackowski (applicant), and Aurora BayCare Medical Center (property owner), requesting to exceed signage standards at 2253 W. Mason Street. (Ald. M. Eck, District 11)

The Board may convene in closed session pursuant to Sections 19.85(1)(a), Wis. Stats., for purposes of deliberating concerning a case which was the subject of any judicial or quasi-judicial trial or hearing before that governmental body. The Board will thereafter reconvene in open session pursuant to Section 19.85(2), Wis. Stats., to take action on items discussed in closed session, if appropriate, and to consider the remainder of the agenda.

BACKGROUND

The applicant seeks variance relief from I section of the Green Bay Municipal Code, Chapter 30: Signs

Sec. 30-6. (4) Directional signs.

Directional signs not exceeding six square feet in a commercial, mixed-use, or industrial district or three square feet in a residential district displayed strictly for the direction, safety, or convenience of the public, including signs which identify restrooms, parking area entrances or exits, loading areas, addresses, or similar noncommercial information. Sign height shall not exceed six feet.

The applicant seeks to place a directional sign which is 84.5 square feet in size, and 10 feet in overall height.

The applicant is seeking to create a new directional safety sign at their facility at 2253 W Mason. The overall signage (sign face and structure) is proposed to be 10 feet tall and 8.45 feet in width. The sign would replace an existing sign which received a variance to exceed direction signage standards to create a 9 x 5 foot sign (45 square feet). The sign face proposed equates to 7.8 feet wide by 6 feet in height (47 square feet).

Staff consider the proposed sign to be a directional sign, which is considered to be an exempt sign. This means it does not need to have a permit and said signs are not applied towards the maximum sign allowance on a property. However, the signage must still meet the requirements of sizing for exempt signs and placement of signs within a district.

The directional sign is purposed to stay in the existing location of a similar-sized sign on the property.

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

1. 25-21 Application Redacted
2. 25-21 Supporting Images
3. 25-21 Existing Sign View From Street

List ordinance(s) (number and description) the variance will be impacting (staff will assist with this).

CODE / CHAPTER 30-6 SECTION 4. DIRECTIONAL SIGN

THREE STEP TEST - To qualify for a variance, the applicant must demonstrate that their property meets the following three (3) requirements:

Does unique physical characteristics of your property prevent the compliance with the ordinance? Explain

UNIQUE CHARACTERISTICS: MULTIPLE ENTRANCES AND TRAVEL FLOW COMPLEXITY. THE PROPERTY HAS MULTIPLE DRIVEWAYS + PARKING LOT ENTRANCES / EXITS. THIS IS THE PURPOSE OF UPDATING THE DIRECTIONALS + MONUMENT SIGNAGE. IT WILL HELP TO PREVENT CONFUSION + UNSAFE MANUEVERS.

Would granting the variance be contrary to the public interest? Explain.

IT WOULD NOT BE CONTRARY TO PUBLIC INTEREST BECAUSE PUBLIC SAFETY IS ENHANCED NOT REDUCED. A VARIANCE ALLOWING A LIKE FOR LIKE SIZE SIGN WILL IMPROVE DUE TO THE DESIGN CHANGE MAKING THE SIGN IN QUESTION A MONUMENT. DRIVERS WILL NOW BE ABLE TO IDENTIFY THE MAIN ENTRANCE / EXIT WHILE CLEARLY BEING DIRECTED.

Why would not getting the variance unreasonably prevent you from using the property for a permitted purpose (leaving the property owner without any use that is permitted for the property) or would render conformity with such restrictions unnecessarily burdensome?

WHY DENYING THE VARIANCE WOULD CAUSE UNREASONABLE BURDEN FOR VISIBILITY TO PATIENTS AND VISITORS. I BELIEVE BY REMOVING THIS MONUMENT FROM THE CLIENTS PROPOSED SIGN COULD CAUSE A SAFETY BURDEN THAT WOULD BE CONTRAINED BY THE CODE. CAUSING CONFUSION AND ALSO SAFETY HAZARDS.

I HEREBY CERTIFY THAT I HAVE READ AND FULLY UNDERSTAND THE VARIANCE PROCEDURE AND FAILURE TO COMPLY WITH CITY REQUIREMENTS WILL RESULT IN THIS APPLICATION BEING WITHHELD FROM CONSIDERATION BY THE ZONING BOARD OF APPEALS.



Signature of the Property Owner

ISRIAN KASMUSSEN

Print Name

08/27/25

Date



Signature of Applicant (working as "Agent" for owner)

DANE DAWMAN TRAKOWSKI

Print Name

8/27/25

Date

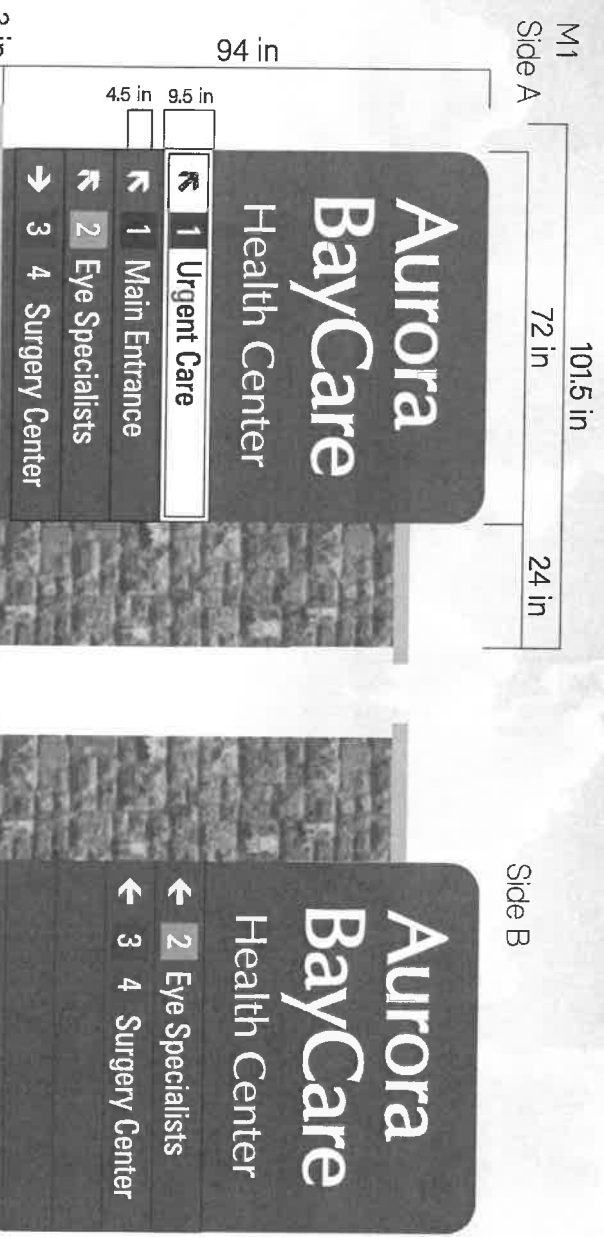
| | | | | |
|-------------------------|---------|------------------|--|--|
| OFFICE USE ONLY: | | Parcel #: | Residential \$125 <input type="checkbox"/> | Commercial \$250 <input checked="" type="checkbox"/> |
| District: | Zoning: | Meeting Date: | Receipt #: | |
| Submittal Date: | | Staff Signature: | | |



Customer: Aurora
 Job Location: Green Bay
 Job #: 20304
 Proof Date: 8-18-25
 Sales Rep: Josh
 Designer: DB
 Client Approval:

- Substrate:
- Double Sided
 - Single Sided
 - Lit Sign
 - Non Lit
 - Opaque Vinyl
 - Translucent Vinyl
 - Frosted
 - Painted
 - Exterior
 - Interior

- Colors:
- AKZO Teal S16K60784
 - Opaque White 7725-20
 - 7725-263
 - TBD
 - Pantone 302
 - Pantone 157
 - Pantone 2612
 - Pantone 3288



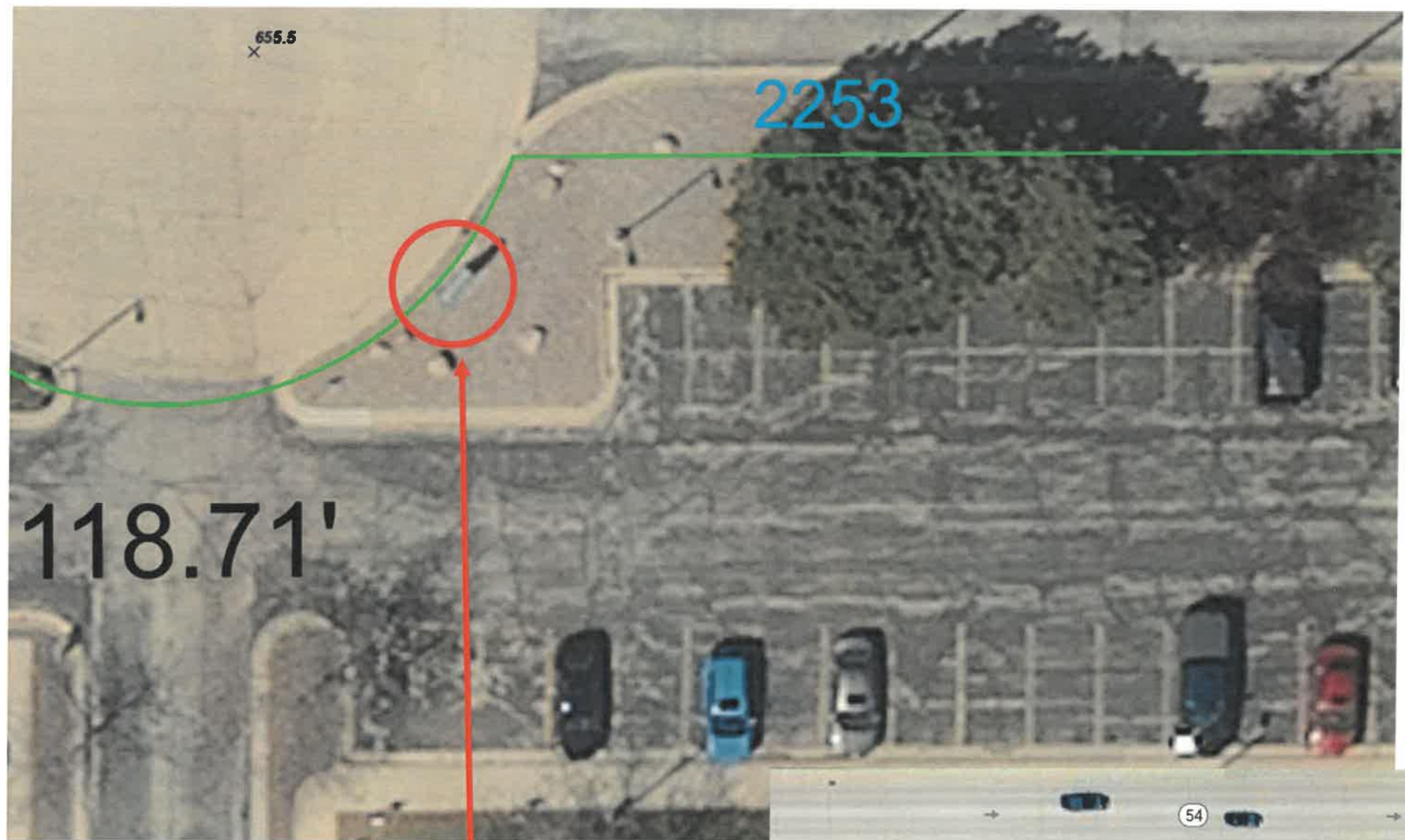
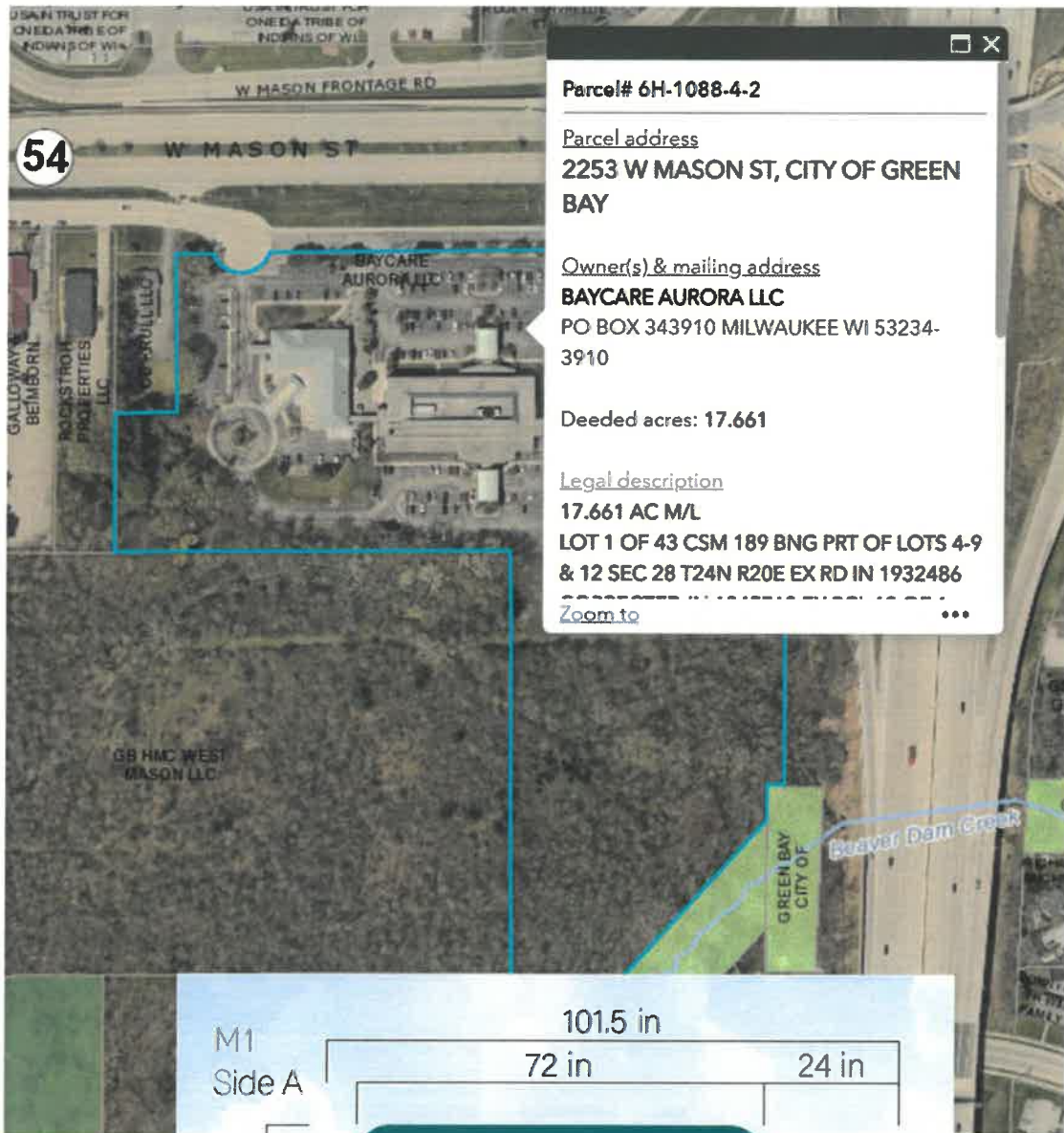
Pending new foundation.
 May need temp signage
 in between switch over

- Sign Specifications:**
- Routed aluminum pylon sign with acrylic backed characters. *Aurora Health Care*, *BayCare Clinic* to be white cut vinyl
 - *Urgent Care* panel to be lean with translucent vinyl
 - New foundation, include stone pillar and brick base

FINAL DRAWING APPROVAL

These drawings will be released to manufacturing once signed and returned. Any detail or dimension changes will delay fabrication and incur extra charges. Once the design is approved Finishing Touch will not be responsible for errors. Colors shown for representation only. Actual paint or vinyl graphics may not match ink colors on layout.

This artwork is copyrighted and may not be reproduced or used without written permission. Design fees will be charged without authorized use.



Existing Monument Sign to be replaced with like signage

New proposed Signage to be installed in the same location as the old

Showing the location of the nearest intersection





Aurora BayCare
Health Center

2253

↶ Urgent Care Plus

↶ Eye Specialty

↶ Physician Offices

↶ Physical Therapy

→ Surgery Center

↶ Hearing Center

↶ Ear, Nose & Throat

↶ Oral & Maxillofacial



Report to the
Zoning & Planning Board of Appeals
of the City of Green Bay

MEETING DATE

September 15, 2025

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.3

(Appeal 25-22) Consideration, with possible action, on a variance request from Jerry Marsland of Reinhold Sign (applicant), and Sky Green Bay LLC (property owner), requesting to exceed signage standards at 2430 E. Mason Street. (Ald. W. Morgan, District 3)

The Board may convene in closed session pursuant to Sections 19.85(1)(a), Wis. Stats., for purposes of deliberating concerning a case which was the subject of any judicial or quasi-judicial trial or hearing before that governmental body. The Board will thereafter reconvene in open session pursuant to Section 19.85(2), Wis. Stats., to take action on items discussed in closed session, if appropriate, and to consider the remainder of the agenda.

BACKGROUND

The applicant seeks variance relief from I section of the Green Bay Municipal Code: Planned Unit Development Overlay ZO 13-21

Sec. 3. E.1.b.

1. No more than 80 sf of signage on any wall.
2. No more than 185 sf of signage of total wall signage.

The applicant seeks a 335.9 sf sign at 55.9' wide by 6' feet tall wall sign facing E Mason Street.

The Board is reviewing this application as the code is a request for a one-time use within the code written for the Planned Unit Development at East Towne Mall. The applicant is seeking a large wall sign at the former Shopko site. The ZO language for the site has been amended nearly a dozen times for different uses, design standards, and sign standards since its original inception in 1979. The last revision occurred in 2021. The Board is considering this single building, which is located approximately 550 feet from the right of way of East Mason Street.

The site has multiple sign features for promotion of business within the mall located at the right of way. The overall development has two large, multi-panel sign structures located along E Mason, showcasing individual storefronts located off the right of way. The PUD also allows for a third smaller monument, multi-panel sign, which exceeds typical sign standards.

Dunhams Sporting Goods is seeking to become a user within the old Shopko building, along with a fitness center. Attached images show a VASA Fitness sign on documents as well, but this particular signage for VASA has not been applied for.

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

1. 25-22 Variance Application
2. 25-22 Application Info
3. ZO 13-21 Repeal and Recreate East Town Mall PUD_with exhibits



ZONING BOARD OF APPEALS VARIANCE APPLICATION

Application Deadline: First Tuesday of the Month at 12:00 Noon.

| | | |
|--|--------------------------|------------------------|
| DATE: 8/29/2025 | PROJECT #: 121449 | APPEAL #: 25-22 |
| APPLICANT INFORMATION: | | |
| Name: Jerry Marsland | | |
| Business Name: Reinhold Sign Service Inc. | | |
| Address: 2070 Holmgren Way | | |
| City, State, Zip: Green Bay WI 54304 | | |
| Phone: [REDACTED] | | |
| Email: [REDACTED] | | |
| PROPERTY OWNER INFORMATION (if different from above): | | |
| Name: Joshua Platt | | |
| Business Name: Green Bay dropco, LLC | | |
| Address: 5862 W 3rd St. | | |
| City, State, Zip: Los Angeles, CA 90036 | | |
| Phone: [REDACTED] | | |
| Email: [REDACTED] | | |
| HAS A SITE PLAN BEEN REVIEWED BY PLANNING STAFF? <input checked="" type="checkbox"/> YES <input checked="" type="checkbox"/> NO | | |
| If you checked "NO", do not proceed. You must contact a member of the Planning staff to review your site, identify issues with the Zoning Code, and seek potential alternatives. Upon denial of a site plan, a formal variance submission may proceed. | | |
| PLEASE FILL OUT INFORMATION BELOW REGARDING THE PROPOSED DIMENSIONAL VARIANCE: | | |
| Location/Address: 2430 East Mason Street, Green Bay WI 54302 | | |
| Tax Parcel Number(s): 21-126-11 | | |
| Describe the Variance Request: | | |
| Dunham's Sports is requesting additional square footage for their storefront wall sign. | | |
| The Planned Development Overlay states new signs shall conform to C3 Zoning District requirements as specified in Chapter 30. Current C3 Zoning allows 4 sq ft per 1ft of building frontage, with a maximum of 400sq ft. | | |
| Dunham's Sports requests their signage be reviewed per the current C3 zoning requirements. | | |
| | | |
| | | |
| | | |
| | | |

| |
|--|
| List ordinance(s) (number and description) the variance will be impacting (staff will assist with this). |
| Planned Development Overlay ZO 13-21 |
| Section 3.E.1.b on page 4 |
| 1. No more than 80 sq ft of signage on any single wall |
| 2. No more than 185 sq ft of signage of total wall signage |
| THREE STEP TEST - To qualify for a variance, the applicant must demonstrate that their property meets the following three (3) requirements: |
| Does unique physical characteristics of your property prevent the compliance with the ordinance? Explain |
| The store frontage is set back 575ft from the right of way (E Mason Street). |
| Previous tenant's (Shopko) sign was 180sf (9'h x 20' l). Even with the 100' over code the sign is not easily viewable from the main road. |
| Business located along the right of way (set back at approximately 60ft) obstruct the view of the site till directly in front of the entrance. |
| |
| |
| |
| |
| |
| Would granting the variance be contrary to the public interest? Explain. |
| Granting the variance would not be contrary to the public interest. |
| The variance sign would not obstruct any right of way, and would not infringe on neighboring tenant's leaselines, |
| Granting the variance would be beneficial to the public interest. It would aid them in locating the store. |
| |
| |
| |
| |
| |
| Why would not getting the variance unreasonably prevent you from using the property for a permitted purpose (leaving the property owner without any use that is permitted for the property) or would render conformity with such restrictions unnecessarily burdensome? |
| Not granting the variance would put Dunham's Sports at a disadvantage with in the center. |
| Eighty square feet (80sf) of signage would permit Dunham's Sports only a 2'-10" tall sign. The previous tenant's sign was 180 sf, 7'h x 20' l. The existing neighboring tenants' signs are larger than 80sf. The Dunham's Sports sign would be disproportional. |
| PetCo - 15'-3" h x 38'-5' l = 577.5sf, Hobby Lobby - 6'-0" h x 47'-0" = 282 sf with an additional six (6) wall signs with a total of almost 400sf, Aldi has two wall signs - 12'h x 10'l and 4'h x 27'l, and the newest tenant Rogan's Shoes has a 7'h x 20'l sign for a total of 140sf. |
| |
| |
| |

I HEREBY CERTIFY THAT I HAVE READ AND FULLY UNDERSTAND THE VARIANCE PROCEDURE AND FAILURE TO COMPLY WITH CITY REQUIREMENTS WILL RESULT IN THIS APPLICATION BEING WITHHELD FROM CONSIDERATION BY THE ZONING BOARD OF APPEALS.

DocuSigned by:
Joshua Platt
42A9B9913B44452
Signature of the Property Owner

Joshua Platt
Print Name

9/2/2025
Date

Jerry Marston
Signature of Applicant (working as "Agent" for owner)

Jerry Marston
Print Name

9/2/2025
Date

| | | |
|------------------------------|---------------------|---|
| OFFICE USE ONLY: | Parcel #: 21-126-11 | Residential \$125 <input type="checkbox"/> Commercial \$250 <input type="checkbox"/> mail |
| District: 3 Zoning: pud | Meeting Date: 9.15 | Receipt #: |
| Submittal Date: 9.2 | Staff Signature: jl | |

Dunham's ***SPORTS***

**2430 E MASON ST
GREEN BAY, WI 54302**

**DRAWING NO.
E049895 REV 3**

ASG
ADVANCE SIGN GROUP



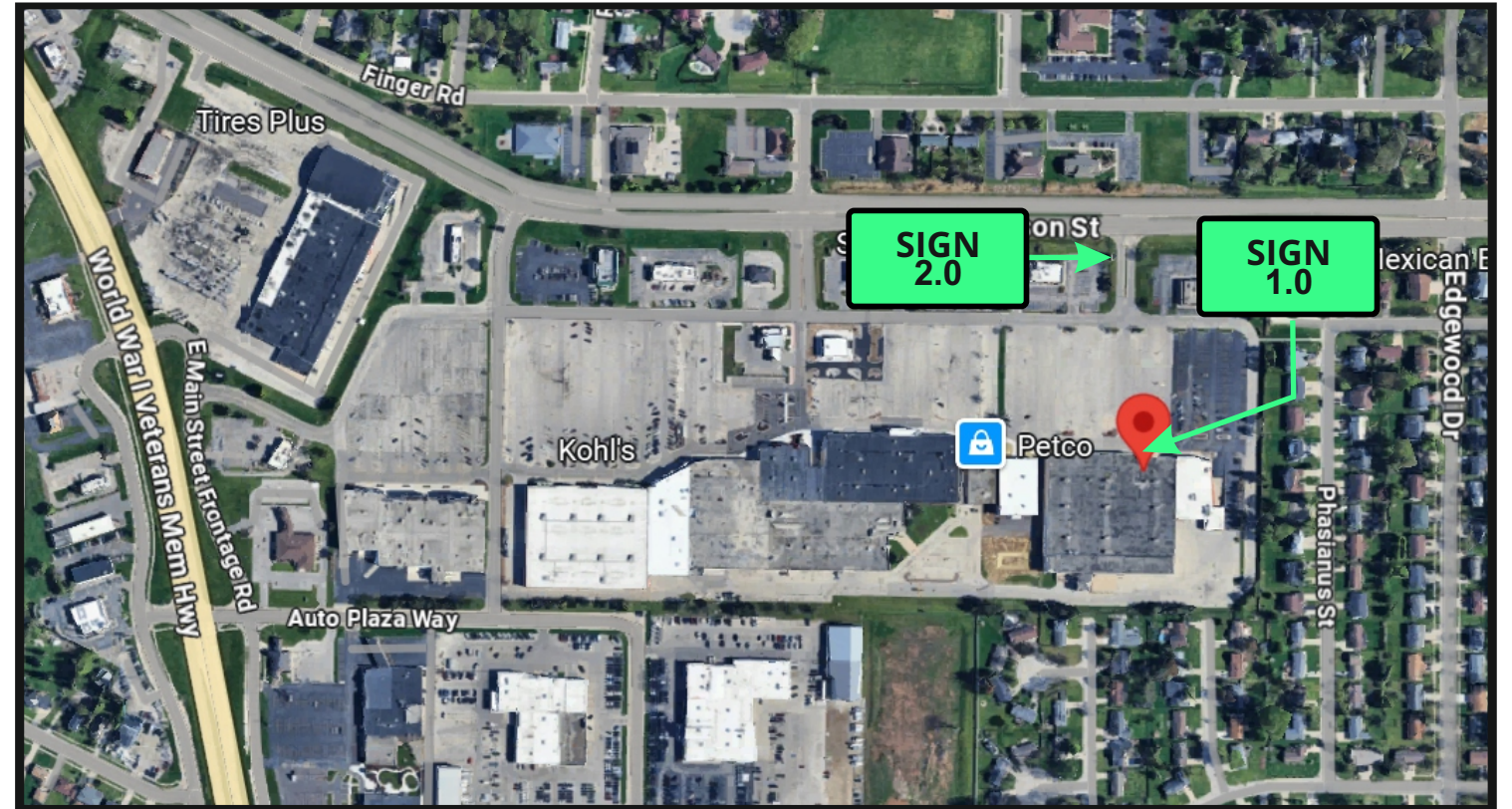
800.861.8006
ADVANCESIGNGROUP.COM

SUMMARY OF SIGNAGE

| SIGN | GRAPHIC | DESCRIPTION | FT ² |
|------|---------|--|-----------------|
| 1.0 | | - FRONT ELEVATION - FACE-LIT CHANNEL LETTERS - 5" DEEP, RED RETURNS/RED FACE - (1) SET REQUIRED | 335.88 |
| 2.0 | | - TENANT PANELS REPLACEMENT - POLYCARB FACES W/ RED VINYL - (2) TWO REQUIRED FOR D/S PYLON | 20.0 |

SITE MAP

SCALE: NA



CODE INFO

PLANNED DEVELOPMENT OVERLAY ZO 13-21 EAST TOWN
 NEW SIGNS, INCLUDING BUT NOT LIMITED TO FREESTANDING AND WALL SIGNS, SHALL CONFORM TO C3 ZONING DISTRICT REQUIREMENTS, AS SPECIFIED IN CHAPTER 30.

**Dunham's
SPORTS**

2430 E MASON ST, GREEN BAY, WI 54302

DRAWING NO.
E049895

SITE/
SUM

DATE OF
LAST CHANGE:
08/22/25

REVISION #
3

ADDITIONAL INSTALL NOTES:

FILE LOC:
Company\CURRENT PROJECTS\DUMHAM'S SPORTS\2025\Green Bay, WI E049895\11 Production Files\E049895

CONSULTANT:
N/A
PROJECT MANAGER:
CARRIE WINSTEAD
DESIGNER:
ZT

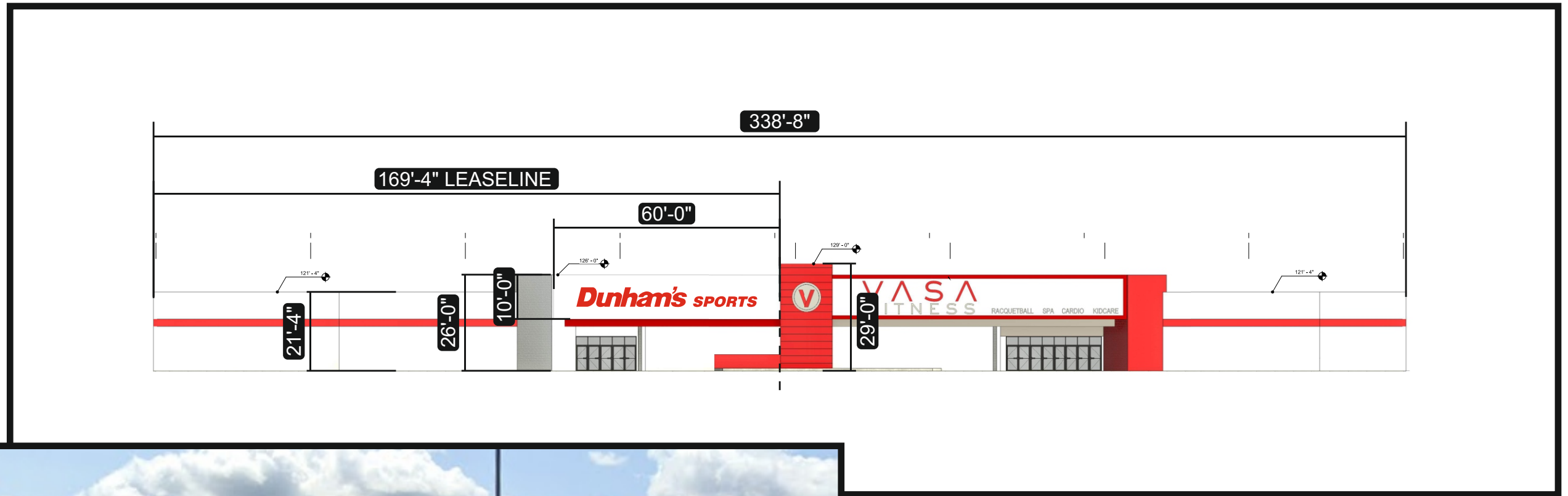
ASG
ADVANCE SIGN GROUP



800.861.8006
ADVANCESIGNGROUP.COM

PROPOSED ENTIRE STOREFRONT ELEVATION - SIGN 1.0

SCALE: 1/32" = 1'-0"



EXISTING



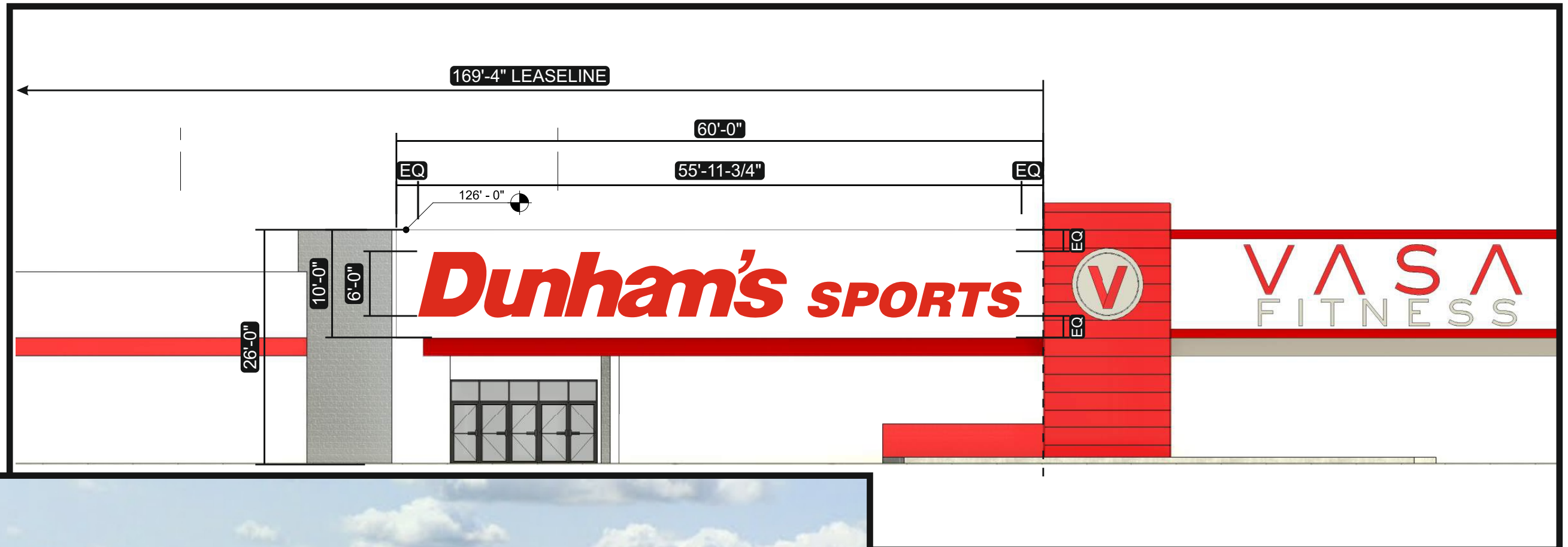
INSTALLATION NOTES 1: USE NON-CORROSIVE HARDWARE AND SEAL ALL EXTERIOR FACADE PENETRATIONS WATERTIGHT.

INSTALLATION NOTES 2: ONE DEDICATED (1) 120VAC CIRCUIT BY OTHERS REQUIRED WITHIN 5' OF CENTER OF SIGN. THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE CODES. THIS INCLUDES PROPER GROUNDING AND BONDING.

INSTALLATION NOTES 3: GC TO PROVIDE ADEQUATE WOOD OR METAL BLOCKING IN CORRELATION W/ FACADE FRAMING AS REQUIRED.

| | | | | | | |
|--|------------------------|----------------------------------|---------------------------|--|------------------------|--|
| 2430 E MASON ST, GREEN BAY, WI 54302 | DRAWING NO. E049895 | DATE OF LAST CHANGE: 08/22/25 | ADDITIONAL INSTALL NOTES: | CONSULTANT: N/A PROJECT MANAGER: CARRIE WINSTEAD DESIGNER: ZT | ADVANCE SIGN GROUP | 800.861.8006 ADVANCESIGNGROUP.COM |
| | 1.0 | REVISION # 3 | | | | |

SCALE: 3/32" = 1'-0"



INSTALLATION NOTES 1: USE NON-CORROSIVE HARDWARE AND SEAL ALL EXTERIOR FACADE PENETRATIONS WATERTIGHT.

INSTALLATION NOTES 2: ONE DEDICATED (1) 120VAC CIRCUIT BY OTHERS REQUIRED WITHIN 5' OF CENTER OF SIGN. THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE CODES. THIS INCLUDES PROPER GROUNDING AND BONDING.

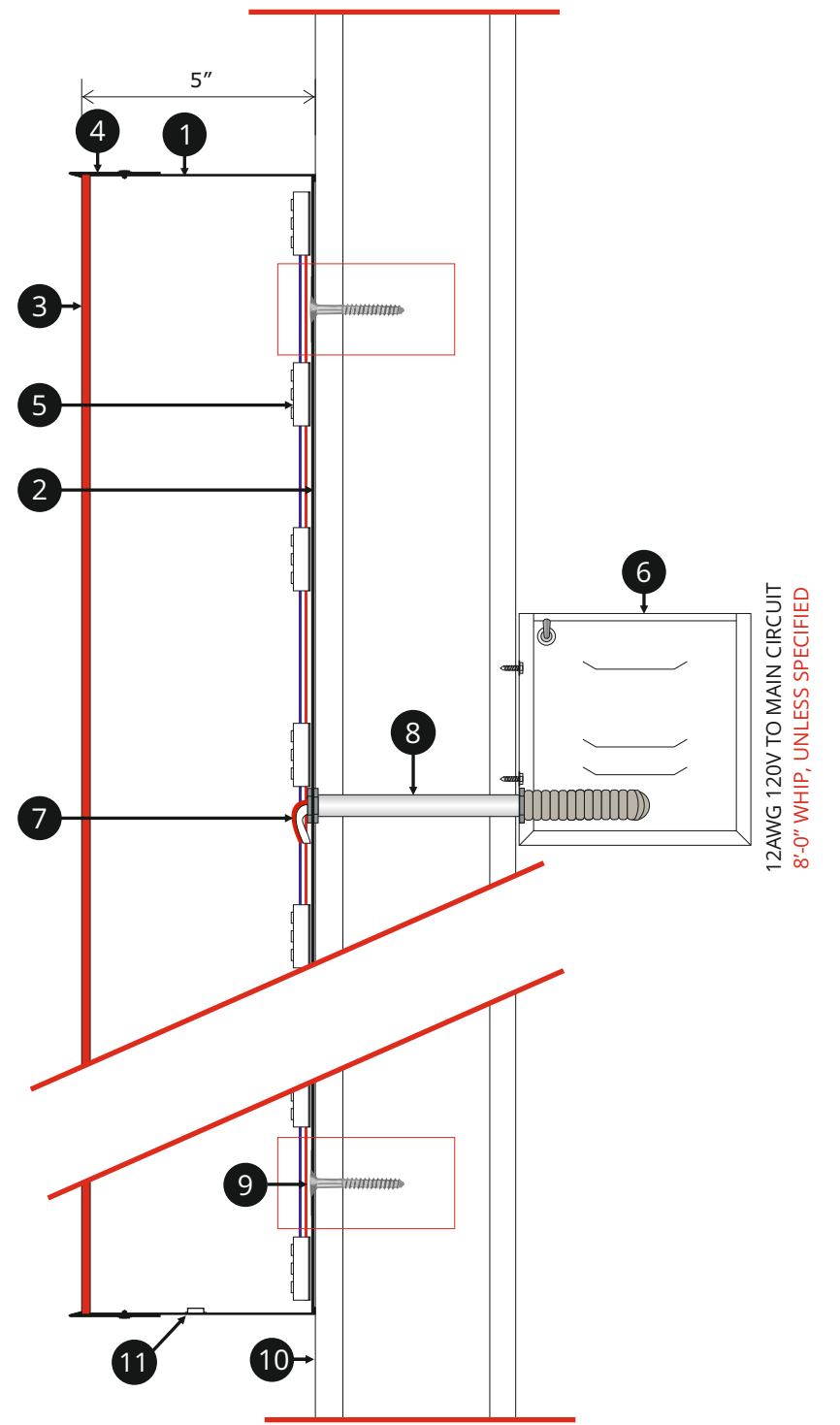
INSTALLATION NOTES 3: GC TO PROVIDE ADEQUATE WOOD OR METAL BLOCKING IN CORRELATION W/ FACADE FRAMING AS REQUIRED.

| | | | | | | |
|--|------------------------|----------------------------------|---------------------------|--|------------------------|--|
| 2430 E MASON ST, GREEN BAY, WI 54302 | DRAWING NO. E049895 | DATE OF LAST CHANGE: 08/22/25 | ADDITIONAL INSTALL NOTES: | CONSULTANT: N/A PROJECT MANAGER: CARRIE WINSTEAD DESIGNER: ZT | ADVANCE SIGN GROUP | 800.861.8006 ADVANCESIGNGROUP.COM |
| | 1.0 | REVISION # 3 | | | | |



SECTION DETAIL

NOT TO SCALE



ILLUMINATED LINEAR CHANNEL LETTERS

SCALE: 1/8" = 1'-0"

(QTY. 1) ONE REQUIRED

335.88 FT²

SIGN DETAIL:

- 1 5" DEEP - .040 ALUMINUM - DUNHAM'S
5" DEEP - .040 ALUMINUM - SPORTS
OUTSIDE RED/INSIDE WHITE
- 2 1/8" ACM
OUTSIDE WHITE/INSIDE WHITE
- 3 3/16" 2283 RED ACRYLIC FACES
- 4 2" RED JEWELITE TRIM CAP - DUNHAM'S
1" RED JEWELITE TRIM CAP - SPORTS
- 5 RED LED ILLUMINATION (QTY & PLACEMENT DETERMINED BY SIGN SIZE)
- 6 REMOTE 120V POWER SUPPLIES MOUNTED INSIDE UL LISTED/RECOGNIZED BOXES
- 7 UL LISTED/RECOGNIZED 18 AWG/2PLTC WIRING AND FIXTURES GOING TO POWER SUPPLIES
- 8 SIGN TO HAVE AN 8'-0" WHIP, INSTALLER TO SPECIFY IF SPECIFIC LENGTH IS REQUIRED
- 9 MOUNTING HARDWARE TO BE DETERMINED BY SURVEY
- 10 WALL CONSTRUCTION TO BE DETERMINED BY SURVEY
- 11 WEEP HOLES

INSTALLATION NOTES 1: USE NON-CORROSIVE HARDWARE AND SEAL ALL EXTERIOR FACADE PENETRATIONS WATERTIGHT.

INSTALLATION NOTES 2: ONE DEDICATED (1) 120VAC CIRCUIT BY OTHERS REQUIRED WITHIN 5' OF CENTER OF SIGN. THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE CODES. THIS INCLUDES PROPER GROUNDING AND BONDING.

INSTALLATION NOTES 3: GC TO PROVIDE ADEQUATE WOOD OR METAL BLOCKING IN CORRELATION W/ FACADE FRAMING AS REQUIRED.

**Dunham's
SPORTS**

2430 E MASON ST, GREEN BAY, WI 54302

DRAWING NO.

E049895

1.0

DATE OF
LAST CHANGE:
08/22/25

REVISION #
3

ADDITIONAL INSTALL NOTES:

FILE LOC:
Company\CURRENT PROJECTS\DUNHAM'S SPORTS\2025\Green Bay, WI E049895\11 Production Files\E049895

CONSULTANT:
N/A
PROJECT MANAGER:
CARRIE WINSTEAD
DESIGNER:
ZT

ASG

ADVANCE SIGN GROUP



800.861.8006
ADVANCESIGNGROUP.COM

PROPOSED D/S PYLON - 2.0

SCALE: NOT TO SCALE



TENANT PANELS REPLACEMENT

SCALE: NTS

QTY: (2) TWO REQUIRED

20 FT²

SIGN DETAIL:

- 1 3/16" WHITE POLYCARBONATE FACE PANELS
- 2 PSV - 3630-33 RED VINYL ON FIRST SURFACE

NOTE:
SIZE TBD BY SURVEY



3630-33 RED VINYL

EXISTING



**Dunham's
SPORTS**

2430 E MASON ST, GREEN BAY, WI 54302

DRAWING NO.
E049895

2.0

DATE OF
LAST CHANGE:
08/22/25

REVISION #
3

ADDITIONAL INSTALL NOTES:

FILE LOC:
Company\CURRENT PROJECTS\DUNHAM'S SPORTS\2025\Green Bay, WI E049895\11 Production Files\E049895

CONSULTANT:
N/A
PROJECT MANAGER:
CARRIE WINSTEAD
DESIGNER:
ZT

ASG
ADVANCE SIGN GROUP



800.861.8006
ADVANCESIGNGROUP.COM

ZONING ORDINANCE NO. 13-21

AN ORDINANCE REPEALING ZONING ORDINANCES NOS. 38-79,
10-81, 01-87, 20-88, 12-89, 19-96, 13-97, 04-98, 19-98, 26-98, 08-00, AND 01-21
AND CREATING A PLANNED UNIT DEVELOPMENT (PUD)
FOR THE 2300-2400 BLOCK EAST MASON STREET, EAST TOWN MALL
(ZP 21-26)

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

SECTION 1. Zoning Ordinance No. 38-79, creating the Planned Unit Development (PUD) for the 2300-2400 block of East Mason Street, and all subsequent zoning ordinances amending it, including but not limited to ZO Nos. 10-81, 01-87, 20-88, 12-89, 19-96, 13-97, 04-98, 19-98, 26-98, 08-00, and 01-21, are hereby repealed. It is hereby declared to be the intention of the City of Green Bay that any Zoning Ordinances affecting said PUD not explicitly enumerated herein are likewise repealed in their entirety.

SECTION 2. Pursuant to section 44-29, Green Bay Municipal Code, together with the zoning map referred to therein, a Planned Unit Development for the 2300-2400 Blocks of East Mason Street is hereby created on the following described properties, collectively known as “East Town Mall”:

Legal Description: Those parts of Lots 28 and 29 of Astor’s Subdivision of Private Claims 3 through 7, East Side of Fox River, of Government Lot 1 and of the NE ¼ of the NW ¼ of Section 9, Township 23 North, Range 21 East, all lying in the City of Green Bay, Wisconsin described as:

Commencing at the southeast corner of Private Claim 7, East Side of Fox River; thence north 64°21’33” West 598.70 feet; thence North 43°33’47” West 33.37 feet to the easterly right-of-way line of U.S. Highway “141”; thence along said right-of-way North 11°13’00” West 660.52 feet; thence South 89°24’00” East 280.00 feet along the north line of Auto Plaza Way to the point of beginning; thence North 0°36’00” east 300.00 feet; thence North 89°24’00” West 313.49 feet to the east line of the frontage road; thence along said east line along the arc of a curve to the right with a radius of 597.79 feet and the chord of which bears North 12°59’58” West 37.19 feet; thence continuing along said east line North 11°13’00” West 68.00 feet; thence continuing along said east line along the arc of a curve to the right with a radius of 604.28 feet and the chord of which bears North 4°25’12” West 143.03 feet; thence continuing along said east line North 2°22’36” East 104.94 feet; thence continuing along said east line along the arc of a curve to the left with a radius of 87.57 feet and the chord of which bears North 1°25’43” East 2.90 feet; thence South 693.81 feet to the south line of Mason Street; thence along said south line South 63°49’30” East 20.00 feet; thence continuing along said south line South 66°51’59” East 376.91 feet; thence continuing along said south line South 89°05’47” East 97.12 feet; thence continuing along said south line South 89°36’59” East 434.67 feet; thence South 44°36’59” East 56.57 feet; thence South 89°36’59” East 70.00

feet; thence North 45°23'01" East 56.57 feet; thence South 89°36'59" East 1090.54 feet along the south line of Mason Street; thence South 89°48'27" East 52.91 feet; thence South 0°21'25" East 172.64 feet along the west line of the plat of "Scotland East"; thence North 89°38'35" East 9.11 feet; thence South 0°21'25" East 809.55 feet along the west line of said plat to the north line of the plat of "Pheasant Run East" thence along said north line and along the south line of the NE ¼ of the NW ¼ of Section 9 and the south line of Government Lot 1 and the north line of Auto Plaza Way, North 89°24'00" West 2484.45 feet to the point of beginning and containing 57.382 acres.

Tax Parcels: 21-126-4, 21-126-5, 21-126-6, 21-126-14, 21-126-15, 21-126-8, 21-126-9, 21-126-9-1, 21-126-7, 21-126-3, 21-126-17, 21-126-13, 21-126-1, 21-126-2, 21-126-11-1, 21-126-11, 21-126-16, 21-126-10, 21-126-12

SECTION 3. Pursuant to Chapter 44, Article XX, et seq., Green Bay Municipal Code, as they apply, the following regulations are imposed:

- A. Purpose and Intent. The purpose and intent of repealing and recreating the Planned Unit Development (PUD) for East Town Mall is to update language that has received multiple amendments. This ordinance will clarify the signage allowance for the campus. It will also allow for the creation of "in lot" parcels on this campus in their vast parking areas. The PUD will unify the campus with consistent zoning standards and provide appropriate buffering to surrounding properties. The PUD boundaries are shown in Exhibit B.
- B. Permitted and Conditional Uses. The land uses which may be established and/or maintained on the subject property shall comply with uses as detailed under Community Center Commercial (C3) zoning, found in Chapter 33, Article VIII, Green Bay Municipal Code, with the following exceptions:
1. Limited production and processing uses, as defined in Section 44-250, Green Bay Municipal Code, shall be permitted to be established and occupy the rear portion of the multiple tenant shopping mall building as depicted on Exhibit A, with the following conditions:
 - a. Retail and/or service businesses shall occupy the northern section of the building with individual storefronts and entrances directly adjacent to the parking area.
 - b. All outdoor display and storage associated with the limited production and processing uses on the property are prohibited.
 - c. Truck traffic, delivery staging, loading/unloading, or other accessory uses associated with the limited production and processing uses on the property are prohibited to the north of the Mall's façade.
 - d. Additional limited production and processing uses shall require a Conditional Use Permit to be established.
 2. Restaurants with a drive-through facility require a Conditional Use Permit to be established.

C. Prohibited Uses.

1. Automobile sales- used or new
2. Motor vehicle repair, major

D. Dimensional and Area Requirements. Dimensional and area requirements for structures on the subject property shall comply C3 zoning requirements, with the following exceptions:

1. Lots. “In Lot” parcels, as described as a buildable lot with no public right-of-way access, are allowed within the PUD area if fronting an approved semi-public road, as detailed in Exhibit C with the following regulations:
 - a. All semi-public roads must be created through a recorded permanent cross-access easement that includes public access and access to all adjacent parcels. The City of Green Bay must be a party to this easement.
 - b. All semi-public roads shall be no less than 30-feet in width and shall not exceed 70-feet in width.
 - c. This PUD is only in effect if/when the semi-public roads detailed in Exhibit C are recorded with the Brown County Register of Deeds on all adjacent parcels as described in Section 3.D.1.a above. This PUD will be considered void if no recordation happens within twelve (12) months of the adoption of this PUD.
 - d. Additional semi-public roads shall be established only through amendment of this PUD and recording with the Brown County Register of Deeds on all adjacent parcels.
 - e. Information related to the maintenance of each semi-public road shall be approved by the City of Green Bay and recorded with the permanent cross-access easement.
 - f. All lot creation must be done according to Chapter 36, Green Bay Municipal Code, including the requirement that if five or more lots are to be created from a parent parcel within five (5) years, a subdivision plat is required. The requirement of public right-of-way frontage will be the only exception granted through this ordinance.
2. Setbacks and Lot Dimensions: All setbacks are as established under the C3 Zoning District, with the following exception:
 - a. “In Lot” parcels must have a minimum of a 60-foot frontage onto a semi-public road.
 - b. “In Lot” parcels shall have 6-foot side and rear setbacks.
 - c. “In Lot” parcels shall only have access on one semi-public or public road. No double-fronting parcels are permitted. However, corner lots are permitted.
3. Heights of Structures: Height requirements shall be regulated as specified within the C3 Zoning District.

E. Signage. All signage shall be regulated as follows:

1. New signs, including but not limited to freestanding and wall signs, shall conform to C3 Zoning District requirements, as specified in Chapter 30,

Signs, and in accordance with the following:

- a. Freestanding signage is permitted for each “in lot” or parcel separate from the main mall structure in accordance with the following:
 1. There shall be a message panel/sign no greater than fifteen (15) feet in length by four (4) feet in height for a total of 60 square feet on one side. The message panel/sign may be two-sided, but may not have more than two sides. The message shall be limited to one business name per parcel and may consist of the business name and corporate logo. The corporate color scheme is permitted.
 2. The message panel/sign shall be directly mounted to a brick base ten (10) feet in length and three (3) feet in height. There shall not be any air space or opening between the message panel and the base. The texture, size, and color of the brick for the sign base shall be the same as that of the business structure on that parcel.
 3. The depth of the message panel/ sign and base shall not exceed two (2) feet. No message or logo shall be permitted on the depth of the sign.
 4. The signs shall be placed perpendicular to the street right-of-way or semi-public road. There shall be a ten-foot (10’) minimum setback from the street right-of-way or semi-public road. Only one (1) sign is permitted for each parcel. The message panel and base constitute a “sign.”
 5. The permitted freestanding signs shall be illuminated. All lighting shall be limited to the interior of the sign panels.
 6. All required dimensions or standards shall be no more or less than specified herein unless specifically stated.
 7. All signs are subject to sign permitting requirements.
 - b. Wall mounted signage for all principal buildings shall be restricted to the following:
 1. No more than 80 square feet of signage on any single wall.
 2. No more than 185 square feet of signage for all wall total.
 3. Accessory buildings shall not be allowed any signage.
2. Three (3) pylon directory signs and one (1) monument directory sign are permitted for the whole of the East Town campus. Approved pylon directory sign locations are noted in Exhibit D as signs 1, 2, and 3. Approved monument directory sign is noted in Exhibit D as sign 4. All directory signs are further regulated as follows:
 - a. Any tenant of the main mall structure may have signage on the pylon directory signs. Any tenant within the East Town campus may have signage on the monument directory sign. The color of each tenant panel shall bear the corporate colors of the tenant identified by the sign.
 - b. Any sign face changes require review and approval of a Sign Permit.
 - c. Any changes to the design, location, or size of the existing directory

signs require review and approval of a Sign Permit and must conform to the following:

1. These signs must remain perpendicular to the nearest public right-of-way.
 2. Pylon signs shall be no higher than 40 feet, and the monument sign shall be no more than twelve (12) feet. The height of the sign shall be measured from the finish grade of the entrance at which it is located.
 3. The base of the column shall be no greater than six (6) feet in height and fourteen (14) feet in length.
 4. The depth of the signs, base and column, shall not exceed three (3) feet.
 5. The column shall be 24 feet in height and eight (8) feet in length.
 6. The finish material and color of the base and column shall be the same as the structural finish material of the mall building.
 7. Each directory sign must contain a campus identification portion that reads "East Town".
- d. Tenant panels on directory signs may be internally illuminated. No exterior lighting is permitted.
- e. Tenant panels may extend the full length of the directory sign or may extend only halfway.
- f. Up to 25% of the pylon directory signs 2 & 3 and monument sign (4) may be used as a one-line multiple message sign. The design of the sign is subject to review and approval of the City. Multiple message signs are prohibited on pylon directory sign 1.

F. Site Plan Review & Standards

1. A site plan shall be submitted, reviewed, and approved in accordance with Chapter 44, Article XIX, Green Bay Municipal Code.
2. All service, loading and refuse areas shall be screened in accordance with Section 44-1917, Green Bay Municipal Code.
3. Any ground-mounted and/or roof-mounted mechanicals shall be screened compliant with Section 44-1919, Green Bay Municipal Code.
4. All "In Lots" shall be curbed around the property line aside from approved driveway areas.

G. Parking, Pedestrian Access, and Traffic

1. All parking and loading requirements for uses in the C3 Zoning District shall be as set forth in Chapter 44, Article XVIII, Green Bay Municipal Code, relating to Off-Street Parking, Drives and Loading.
2. Access to the development shall be limited to East Mason Street, Main Street frontage road, and Auto Plaza Way.
3. Shared parking is encouraged as part of this development.
4. Pedestrian and bike access is required as detailed in Section 44-1819. "In lots" have the same requirements as a standard lot.

H. Landscaping/Transitional Yard

1. All landscaping requirements are established under the Community Center Commercial (C3) zoning, further described in Sections 44-1964 through 44-1969, Green Bay Municipal Code, with the following exception:
 - a. Any additional development within 100 feet of the eastern and southern boundaries adjacent to residentially zoned property shall require the installation of a minimum twenty-five-foot (25') wide landscaped area that includes a berm not less than four (4) feet in elevation next to the adjoining residential areas.

- I. Compliance with all the regulations of the Green Bay Municipal Code not covered under the PUD.

SECTION 4. 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 5. 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 6. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 7. 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 8. 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 9. 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 _____, 2021.

APPROVED:

Mayor Eric Genrich

ATTEST:

Clerk

Attachments:

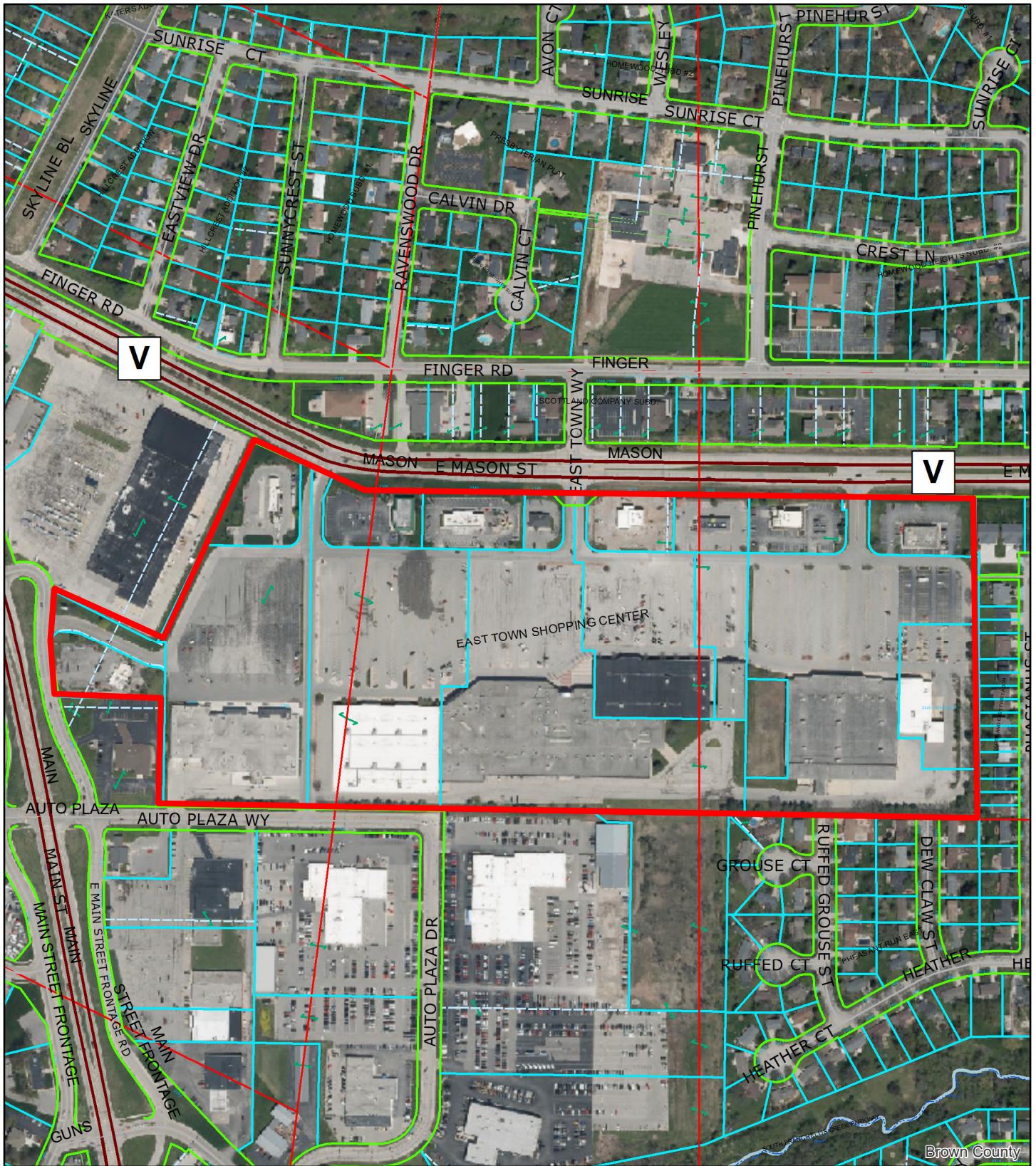
Location Map

Exhibit A – Use Map

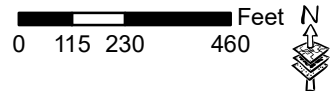
Exhibit B – Boundary Map

Exhibit C – Semi-Public Roads

Exhibit D – Pylon Sign Locations

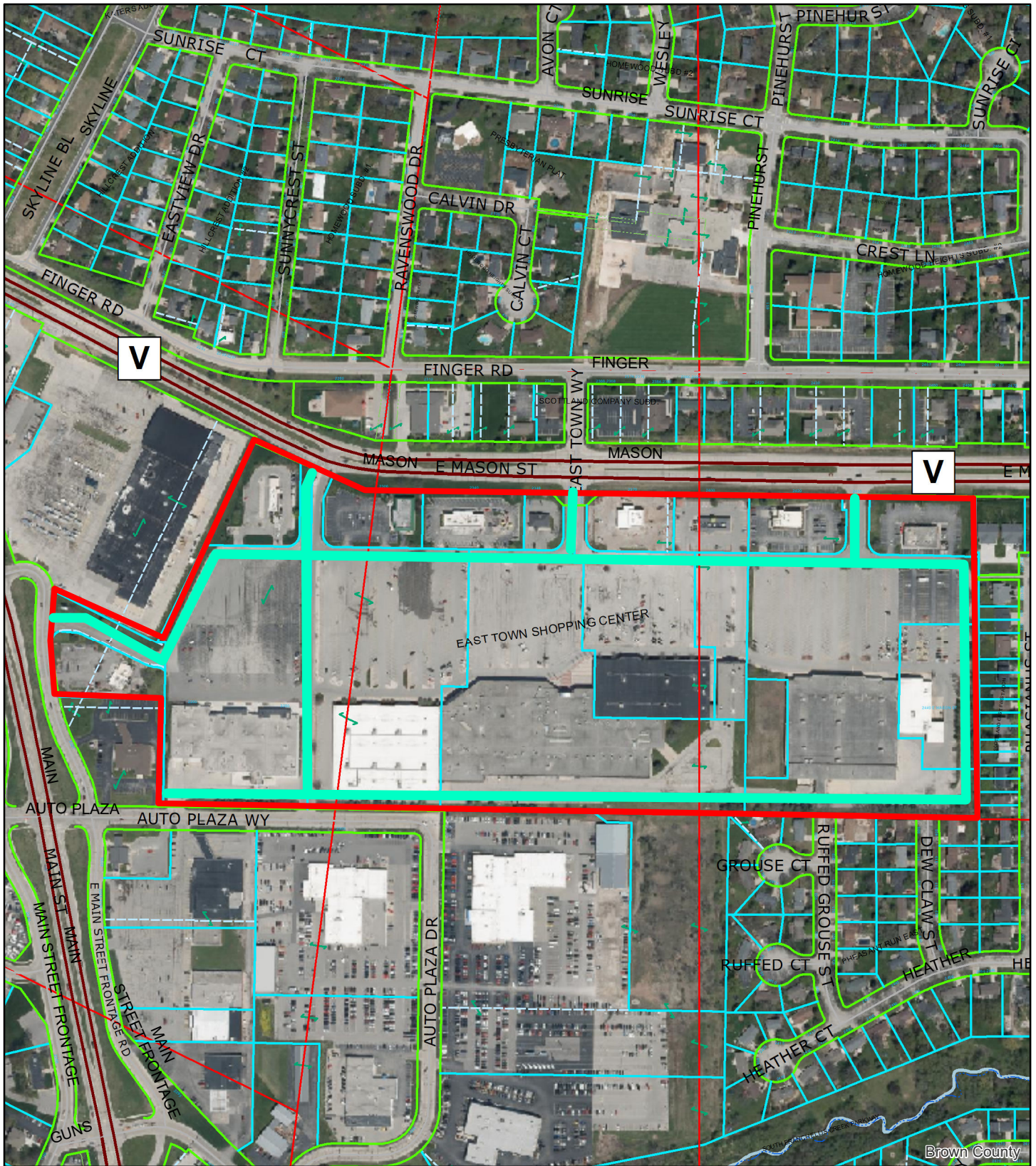


(ZP 21-26) Exhibit B

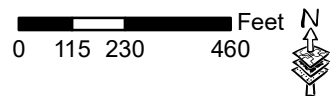



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 Boundary



(ZP 21-26) Exhibit C

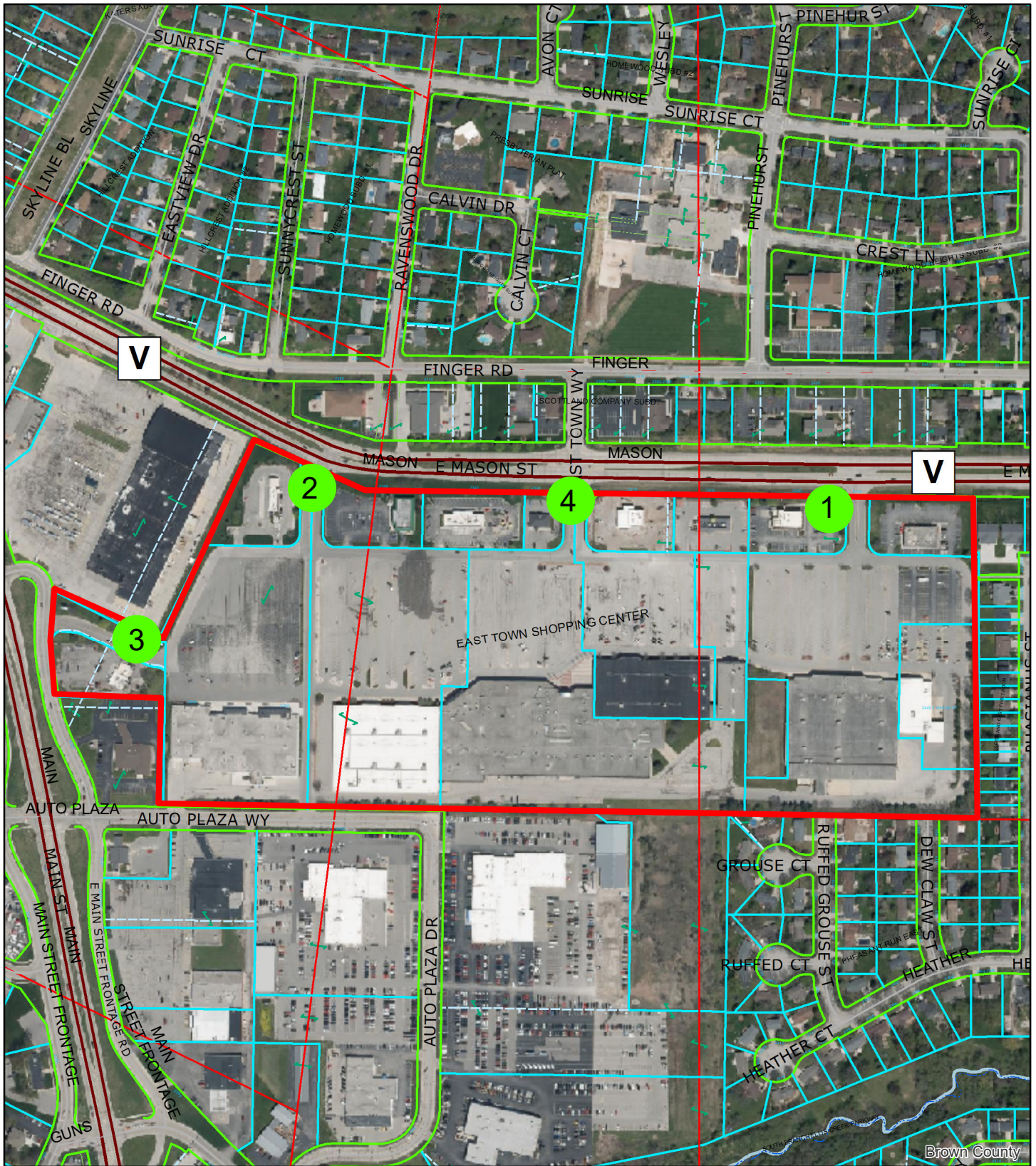


 Semi-Public Roads

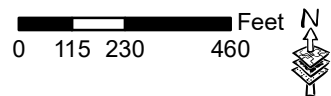
 Boundary



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(ZP 21-26) Exhibit D



- Sign Locations
- Boundary



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