



AGENDA OF THE GREEN BAY PLAN COMMISSION

MONDAY, DECEMBER 8, 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, December 8, 2025, meeting of the Green Bay Plan Commission.

D. Approval of Minutes.

- I. Approval of the minutes from the November 17, 2025, meeting.

E. Regular Business.

- I. (ZP 25-34) Public Hearing on a request to amend a Planned Unit Development located at 2300-2400 E Mason Street (East Town Mall), submitted by John Palmer on behalf of Sky Green Bay LLC, property owner. (Ald. B. Morgan, District 3)

2. (ZP 25-34) Consideration with possible action on a request to amend a Planned Unit Development located at 2300-2400 E Mason Street (East Town Mall), submitted by John Palmer on behalf of Sky Green Bay LLC, property owner. (Ald. B. Morgan, District 3)
3. (ZP 25-35) Public Hearing on a request for a Conditional Use Permit at 1336 Thrush Street (Parcel 18-12-E) to allow minor motor vehicle repair in the General Industrial (GI) Zoning District, submitted by Tyler Johnson, applicant; MSL Investments, LLC, property owner. (Ald. B. Delie, District 10)
4. (ZP 25-35) Consideration with possible action on a request for a Conditional Use Permit at 1336 Thrush Street to allow minor motor vehicle repair in the General Industrial (GI) Zoning District, submitted by Tyler Johnson, applicant; MSL Investments, LLC, property owner (Ald. B. Delie, District 10).

F. Informational.

1. Director's report.
2. Next Meeting: January 12, 2025.

G. Adjournment.

1. Adjournment of the Monday, December 8, 2025, meeting of the Green Bay Plan Commission.

- 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

December 8, 2025

PREPARED BY

AGENDA ITEM # D.I

Approval of the minutes from the November 17, 2025, meeting.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. GBPC Minutes | 11.17.2025



MINUTES OF THE GREEN BAY PLAN COMMISSION

MONDAY, NOVEMBER 17, 2025, 6:00 PM
City Hall, Room 203 — Council Chambers.
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.

Present: Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder

Excused: None

Absent: None

C. APPROVAL OF THE AGENDA.

1. Approval of the agenda for the Monday, November 17, 2025, meeting of the Green Bay Plan Commission.

Moved by Ken Rovinski, seconded by Derius Daniels to approve the agenda of the November 17, 2025, meeting of the Plan Commission.

Motion Passed.

Yes—Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder, Kelsey Lutzow, No-None, Abstain-None.

D. APPROVAL OF MINUTES.

1. Approval of the minutes from the November 3, 2025, meeting.

Moved by Ken Rovinski, seconded by Emma Fulwilder to approve the minutes of the November 3, 2025, meeting.

Motion Passed.

Yes—Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder, Kelsey Lutzow, No-None, Abstain-None.

E. REGULAR BUSINESS.

1. *****ITEM HAS BEEN WITHDRAWN FROM NOVEMBER 17, 2025, MEETING OF THE PLAN COMMISSION AT THE REQUEST OF THE APPLICANT.***** (ZP 25-31) Public Hearing on a request for a Conditional Use Permit at 1087 W Mason Street and 1101 W Mason Street, seeking to create off-street parking exceeding more than two times a developments use minimum required stalls, submitted by Brad Rymer of Vierbicher on behalf of KTS Investment West LLC, property owner (Ald. J. Ridderbush, District 8).
2. (CPA 25-05) Public Hearing on a request to amend the Smart Growth 2022 Comprehensive Plan future land use map at 1109 S Taylor Street from Low Density Residential to Commercial land uses, submitted by Brad Ryer of Vierbicher on behalf of Dung Nguyen, property owner (Ald. M. Eck, District 11).

Chair Lisa Hanson read into record the rules and procedures for the public hearing. Chair Lisa Hanson opened the floor for the public hearing.

Speakers:

Stephanie Hummel

Tammy Korab – 1121 Taylor St.

Cheryl Lee – 1110 Michaline Dr.

Sandy Vandenberg – 1106 Michaline Dr.

Alder Eck, District 11 – 1634 Birchwood Dr.

Leah Weycker – 425 S. Military Ave.

Chair Lisa Hanson asked staff and the public three (3) times if there was anyone else wishing to speak. Hearing/seeing no one else, the public hearing was closed.

3. (CPA 25-05) Consideration with possible action on a request to amend the Smart Growth 2022 Comprehensive Plan future land use map at 1109 S Taylor Street from Low Density Residential to Commercial land uses, submitted by Brad Rymer of Vierbicher on behalf of Dung Nguyen, property owner (Ald. M. Eck, District 11).

Moved by Jacob Miller, seconded by Ken Rovinski to approve as recommended the request to amend the Go Big Green Bay 2050 Comprehensive Plan future land use map at 1109 S Taylor Street from Low Density Residential to Commercial land uses.

Motion Passed.

Yes—Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder, Kelsey Lutzow, No-None, Abstain-None.

4. (ZP 25-29) Public Hearing on a request to rezone 1109 S Taylor Street from Low-Density Residential (RI) to General Commercial (CI), submitted by Brad Rymer of Vierbicher on behalf of Dung Nguyen, property owner (Ald. M. Eck, District 11).

Chair Lisa Hanson read into record the rules and procedures for the public hearing. Chair Lisa Hanson opened the floor for the public hearing.

Speakers: Stephanie Hummel

Chair Lisa Hanson asked staff and the public three (3) times if there was anyone else wishing to speak. Hearing/seeing no one else, the public hearing was closed.

5. (ZP 25-29) Consideration with possible action on a request to rezone 1109 S Taylor Street from Low-Density Residential (RI) to General Commercial (CI), submitted by Brad Rymer of Vierbicher on behalf of Dung Nguyen, property owner. (Ald. M. Eck, District 11)

Moved by Jacob Miller, seconded by Derius Daniels to approve a request to rezone 1109 S Taylor Street from Low-Density Residential (RI) to General Commercial (CI).

Motion Passed.

Yes—Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder, Kelsey Lutzow, No-None, Abstain-None.

6. (ZP 25-33) Public Hearing on a request to rezone the property located at 1531 Main Street from Public Institutional (PI) to Neighborhood Commercial (NC), submitted by Community and Economic Development Department, property owner. (Ald. A. Proffitt, District 7)

Chair Lisa Hanson read into record the rules and procedures for the public hearing. Chair Lisa Hanson opened the floor for the public hearing.

Speakers:

Stephanie Hummel

Georgiana Baenen – 216 Newhall St.

Mark Piepenburg – 1524 Ellis St.

Dale Phillips – 1516 Ellis St.

Joanne Piepenburg – 1524 Ellis St.

Chair Lisa Hanson asked staff and the public three (3) times if there was anyone else wishing to speak. Hearing/seeing no one else, the public hearing was closed.

7. (ZP 25-33) Consideration with possible action on a request to rezone the property located at 1531 Main Street from Public Institutional (PI) to Neighborhood Commercial (NC), submitted by Community and Economic Development Department, property owner. (Ald. A. Proffitt, District 7)

Moved by Jacob Miller, seconded by Emma Fulwilder to approve as recommended a request to rezone the property located at 1531 Main Street from Public Institutional (PI) to Neighborhood Commercial (NC).

Speakers: Stephanie Hummel

Motion Passed.

Yes—Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder, Kelsey Lutzow, No-None, Abstain-None.

8. (SP 25-04) Consideration with possible action on a request to declare the property located at 1531 Main Street as City Surplus, submitted by the Community and Economic Development Department, property owner. (Ald. A. Proffitt, District 7)

Moved by Ken Rovinski, seconded by Derius Daniels to approve as recommended a request to declare the property located at 1531 Main Street as City Surplus.

Approval of the request, subject to the following conditions:

1. The subject property shall be directed to the City's Redevelopment Authority for disposition.
2. The Redevelopment Authority will work with Wisconsin Public Service to accommodate their easement requests.

Motion Passed.

Yes—Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder, Kelsey Lutzow, No-None, Abstain-None.

9. (TA 25-06) Public Hearing on amendments to Section 44-1580(j) of the Green Bay Municipal Code, Chapter 44, related to Short Term Rentals, as discussed in Communication PC-25-03.

Chair Lisa Hanson read into record the rules and procedures for the public hearing. Chair Lisa Hanson opened the floor for the public hearing.

Speakers:

Jon LeRoy

Amanda Williams – 301 S Maple Ave.

Annette Chavez – 1070 Shadow Ln.

Ann Lor – 1591 Biemeret St.

Ben Bauknecht – 3409 Glendale Ave., Howard

Ben DeBaker – 901 S Oakland St.

Brooke Tassoul – 440 Easy St. – STR 127 S Ashland Ave

Cinnamon Harley – 1198 Canterbury Rd., Ashwaubenon

Dan Piechowski – 1744 13th Ave.

Erika Escamilla – 427 Humboldt Rd.

Erin Buntin – 3279 Barkwood Cir., De Pere

Fran Bourassa – 1198 Shadow Ln.

Frank Torres – 1490 Capital Dr.

Jackie Greely (online) – 8236 Maryland Cir., S Bloomington, MN

James Albright – 2107 Allouez Ave., Bellevue

Jayne Clermont (online) – 11234 84th Pl., N Maple Grove, MN – STR 1019 Redwood Dr.

Jane Lincoln – 1508 Hillcrest Dr. – STR 1601 Hillcrest Dr.

Kevin Lincoln – 1508 Hillcrest Dr. – STR 1601 Hillcrest Dr.

Janet Angus – 1403 Shirley St.

Jason Fisher – 2540 Breezeway Bluff Ct., Suamico

Jerry Hanson – 1922 Old Valley Ct., De Pere – STRs 1810 & 1802 S Ridge Rd.

Jody Demuth – 1600 S Locust St.

John Griffin – 5381 Norway Dr., Pulaski – STR 1285 Liberty St.

Josh Brown – 363 S Main St., Oconto Falls

Kim Martin Berg – 412 Bonduel St., Cecil – STR 1206 Gross Ave.

Kristen Jonas – 3151 Renaissance Ln. – STR 3151 Renaissance Ct.

Kaylynn Bierke – 1432 S Chestnut Ave.

Laura Ritchie – 3801 N Quail Ridge Dr., Appleton

Laurence Chetcuti – 1624 Chateau Dr.

Lonnie Whiting – 1753 Gross Ave.

Mark Danen – 825 Spring Hills Ct., De Pere – STR 111 N Broadway

Melissa Miller – 3113 School Ln., Suamico

Melissa Peterson – 1166 Morris Ave., Ashwaubenon – STRs 1838 & 1844 S Oneida

Mike Boyea – 1292 San Jose Pl., – STR 710-712 Grignon St.

Nick Meisner – 1945 Argonne St., – Discover Green Bay

Rev. Bridget Flad – 2117 Lakeside Pl.

Rick Schlike – 1280 Echo Ln., Ashwaubenon – STR 1485 Biemeret St.

Rick Dejardin – 2811 Classic Dr.

Rob Heinitz – 1807 Lost Dauphin Rd., De Pere

Robin Ondrake – 2531 Indian Hill Dr.

Ron Morrison – 306 N. Clay St.

Scott Miles – 1189 Raleigh St.

Steve Bielefeldt – 1954 W Telemark Cir.

Steve Wilcox – 2057 Wintergreen Ct., De Pere

Steven Karls – 1522 Delores St.

Suzanne Nash – 1928 W Telemark Cir.
Tim Engelbrecht (online) – 15911 Ellsworth D., Tampa, FL – STRs 1311 & 1624 S Locust St.
Tony Schneider – 1019 Crawford St.
Tony Wauters – 3896 Short Crest Trl., Scott
Tyler Kabat – 3120 N Windsong Ln., Appleton
Tyler LeRoy – W2560 County Road OO, Oostburg – STR 3184 Morning Wood Ct.
Zachary Waldrop – 2216 Jen Rae Rd., Bellevue

Chair Lisa Hanson asked staff and the public three (3) times if there was anyone else wishing to speak. Hearing/seeing no one else, the public hearing was closed.

10. (TA 25-06) Consideration with possible action on amendments to Section 44-1580(j) of the Green Bay Municipal Code, Chapter 44, related to Short Term Rentals, as discussed in Communication PC-25-03.

Moved by Ald. Jim Hutchison, seconded by Derius Daniels, to approve amendments to Section 44-1580(j) of Chapter 44 of the Green Bay Municipal Code, relating to Short-Term Rentals, as outlined in Communication PC-25-03.

KEEP — Owner contact information policy changes

Text amendment to subsection (6)

If the local representative responsible for managing short-term rental property varies from the owner of the parcel, the placard shall also contain the name and telephone number of the parcel owner.

KEEP — Three-Strikes policy

Text amendment to updated subsection (13)

In addition to the violations listed above, STR permits shall be revoked if a cumulation of three or more violations of items specified in Chapter 24–75 Definitions: Chronic Nuisance Premises or violations listed in Chapter 44-1580(j) (13) occur over a 365-day period.

STRIKE — Total number of days a dwelling may be rented in a year

Text amendment added as new subsection (11)

Total number of days the dwelling unit may be rented within any 365-day period of an annual license shall not exceed 180 consecutive days. The STRP applicant shall provide the start date on an annual application as to when 180 days shall start and end during the annual license periods.

Motion Passed.

Yes—Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder, Kelsey Lutzow, No-None, Abstain-None.

11. Communication from Alders Hinkfuss and Prestley: To adopt a resolution directed to the Wisconsin State Legislature requesting the laws governing short-term rentals be amended to allow for additional local control.

Moved by Jacob Miller, seconded by Ken Rovinski to approve a resolution directed to the Wisconsin State Legislature requesting the laws governing short-term rentals be amended to allow for additional local control.

Motion Passed.

Yes—Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder, Kelsey Lutzow, No-None, Abstain-None.

F. INFORMATIONAL.

1. Director's report.

– Development Director, Cheryl Renier-Wigg, presented the Director's Report.

2. Next Meeting: December 8, 2025.

G. ADJOURNMENT.

1. Adjournment of the Monday, November 17, 2025, meeting of the Green Bay Plan Commission.

Moved by Ken Rovinski, seconded by Derius Daniels to adjourn the meeting.

Motion Passed.

Yes—Jacob Miller, Lisa Hanson, Derius Daniels, Ken Rovinski, Jim Hutchison, Emma Fulwilder, No-None, Abstain-None.



Report to the
Green Bay Plan Commission

MEETING DATE

December 8, 2025

PREPARED BY

AGENDA ITEM # E.1

(ZP 25-34) Public Hearing on a request to amend a Planned Unit Development located at 2300-2400 E Mason Street (East Town Mall), submitted by John Palmer on behalf of Sky Green Bay LLC, property owner. (Ald. B. Morgan, District 3)

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

December 8, 2025

PREPARED BY

Stephanie Hummel, Staff

AGENDA ITEM # E.2

(ZP 25-34) Consideration with possible action on a request to amend a Planned Unit Development located at 2300-2400 E Mason Street (East Town Mall), submitted by John Palmer on behalf of Sky Green Bay LLC, property owner. (Ald. B. Morgan, District 3)

BACKGROUND

Reason for Request: To amend the PUD (ZO 13-21) to allow for increased wall signage size on the mall property

Subject Parcel Zoning and Land Use:

Planned Unit Development (PUD) | East Town Mall

Surrounding Zoning and Land Uses:

North: Office Residential (OR), Planned Unit Development (PUD), and Low-Density Residential (RI) | Commercial Uses

South: Highway Commercial (C2) and Low-Density Residential (RI) | Commercial and Residential Uses

East: Low-Density Residential (RI) | Residential Uses

West: General Commercial (CI) and Light Industry (LI) | Commercial and Storage Uses

Comprehensive Plan: The Go Big Green Bay 2050 Comprehensive Plan recommends Regional Commercial land uses for this parcel. This PUD amendment is consistent with the recommendation.

Report: In late 2021, Plan Commission approved the Planned Unit Development (PUD) for East Town Mall, which replaced a previous PUD from 1979 with 11 amendments. This was amended in 2022 relating to a semi-public access road. No other content has been amended in this PUD.

Section 3.E.1.b of the PUD details regulations for wall signs within the PUD area as follows:

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.*

After reviewing and denying a new wall signage application for Dunham's Sports, which will be going into the former Shopko Store building, staff discussed with the applicant an increase in wall signage for the main mall structure. The argument is that building-mounted identity signage is problematic, due in part to the distance from Mason Street to the main mall structure (approximately 550 feet). Additionally, the allowance and development of "in-lot" businesses within the parking lot area partially obstruct and decrease visibility of the main mall structure. The developer does plan to have signage on the multiple tenant signs located at the entrances to East Town, but this is felt to be insufficient to address the visibility issues, and it was agreed upon that an increase in wall signage would also help to alleviate the obstructed visibility.

Staff is recommending an increase in wall-mounted signage allowance for the main mall structure to 200 square feet per sign on any single wall per business and a maximum of 640 square feet of total wall signage per building frontage. As already written into the PUD, the base zoning regulation will remain matching the C3 regulations and all other sign regulations will be enforced through that zoning district.

Alder Morgan and property owners within 200-feet have been notified of the request. As of the drafting of this report, staff has received no objections or calls regarding this request.

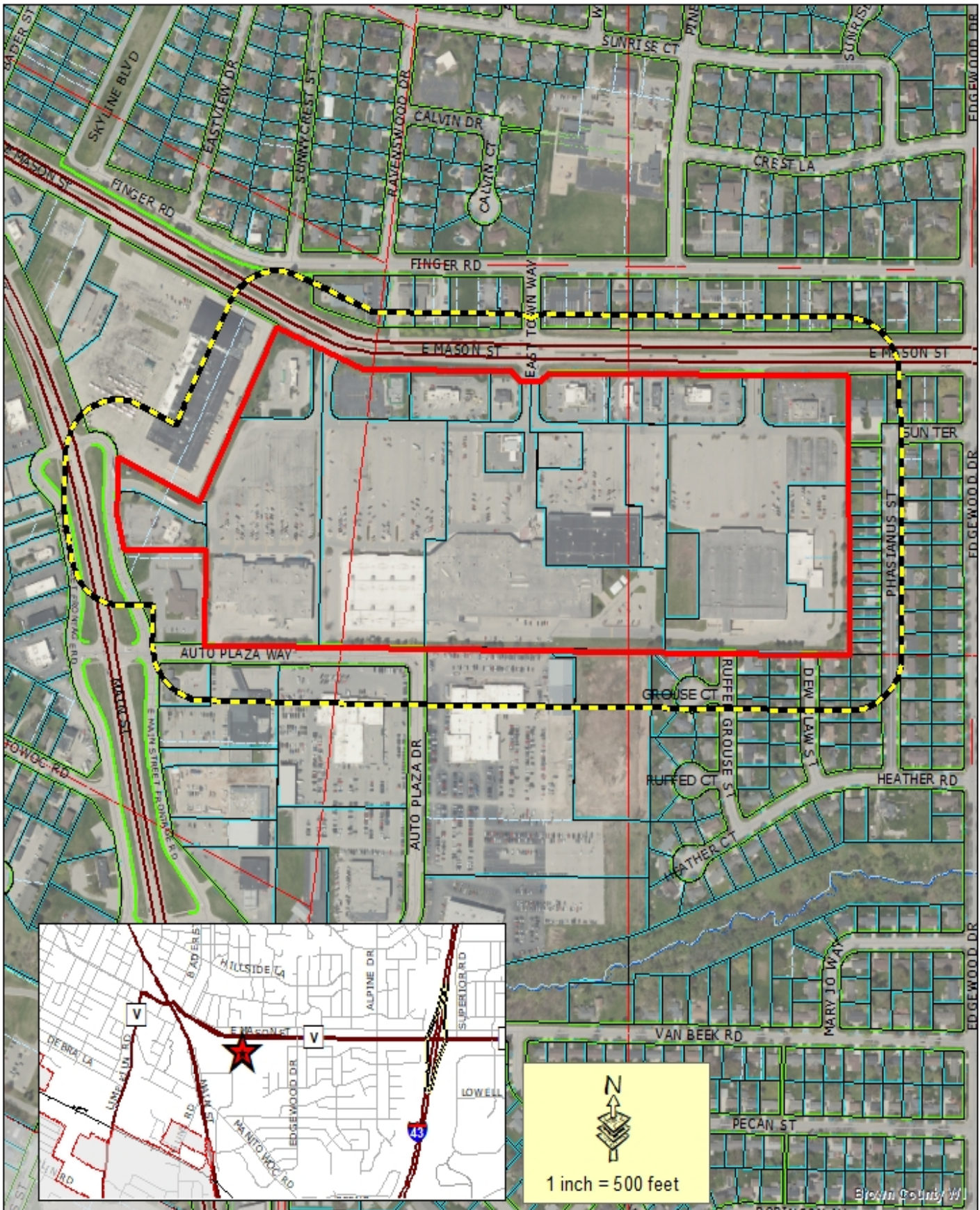
RECOMMENDATION



Approval of the request, subject to the draft Planned Unit Development (PUD) amendment.

FISCAL IMPACT

ATTACHMENTS

1. ZP 25-34 Map
2. DRAFT ZO 22-25 - Amend PUD at 2300-2400 Block East Mason - East Town Mall, Signage
3. ZP 25-34 Application and Narrative REDACTED



-  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 DM.

**Zoning Petition (ZP 25-34)
Planned Unit Development
Amendment
East Town Mall Wall Signage
2300-2400 E. Mason Street**



ZONING ORDINANCE NO. 22-25

AN ORDINANCE AMENDING
ZONING ORDINANCE NO. 13-21 FOR THE
PLANNED UNIT DEVELOPMENT FOR THE
2300-2400 BLOCK EAST MASON STREET, EAST TOWN MALL
(ZP 25-34)

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

SECTION 1. Pursuant to Section 44-29, Green Bay Municipal Code, together with the zoning map referred to therein, Section 3.E.1 of Zoning Ordinance No. 13-21, relating to the Planned Unit Development (PUD) for the 2300-2400 Block of East Mason Street, is hereby amended as follows:

b. Wall mounted signage for **each “in lot” or parcel separate from the main mall structure** ~~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.

c. **Wall mounted signage for the main mall structure shall be restricted to the following:**

1. **No more than 200 square feet of signage for any single sign.**
2. **No more than one (1) wall sign per business per street frontage.**
3. **A maximum of 640 square feet of total wall signage per building frontage is allowed.**

SECTION 2. 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 3. 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 4. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 5. 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 6. 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 7. This ordinance shall not take effect until a public hearing is held hereon as provided by Section 44-82, Green Bay Municipal Code, and the adoption and publication of this ordinance.

Dated at Green Bay, Wisconsin, this _____ day of _____, 2026.

APPROVED:

Mayor

sh



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: 2430 East Mason Street, Green Bay WI

Parcel Number(s): 21-126-11

Petitioner(s): Jeffrey Talbot, John Palmer Date: 11/06/2025

Email: _____ Phone Number: _____

Address: 5607 New King Dr City: Troy State: MI Zip: 48098

Property Owner: Sky Green Bay LLC Phone Number: _____

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, Jeffrey Talbot, John Palmer, 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: Joshua Platt 11/11/2025 Date: _____

Petitioner Signature(s): John Palmer Jeffrey Talbot 11/6/25 11/11/2025

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.: _____

NARRATIVE DESCRIBING PROJECT

This project pertains to the former Shopko building at the East Towne Mall located at 2430 East Mason Street, Green Bay, Wisconsin. The former Shopko building is 105,923 square feet. The proposal is to split the Shopko building between Vasa Fitness and Dunham's Sports. The Shopko building will be remodeled to accommodate Vasa and Dunham's (see attached site plan). Dunham's Sports would take approximately 45,431 square feet of the former Shopko building and VASA would have the remaining space.

Dunham's Sports is a full line sporting goods retailer, selling among other items, apparel, footwear, general athletics, exercise equipment, hunting, fishing, camping, golf and watersports. Landlord is seeking a PUD Overlay which would allow 400 SF of wall signage for the Shopko building. This would mean Dunham's and VASA each would have 200 SF of wall signage. This falls within the General Commercial Standards for a wall sign in Green Bay. Dunham's sign drawing showing a 200 SF wall sign is attached. Prior to moving forward with the project, Dunham's Sports requires the PUD Overlay permitting a 200 SF wall sign.



Report to the
Green Bay Plan Commission

MEETING DATE

December 8, 2025

PREPARED BY

AGENDA ITEM # E.3

(ZP 25-35) Public Hearing on a request for a Conditional Use Permit at 1336 Thrush Street (Parcel 18-12-E) to allow minor motor vehicle repair in the General Industrial (GI) Zoning District, submitted by Tyler Johnson, applicant; MSL Investments, LLC, property owner. (Ald. B. Delie, District 10)

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

December 8, 2025

PREPARED BY

Dena Mooney, Staff

AGENDA ITEM # E.4

(ZP 25-35) Consideration with possible action on a request for a Conditional Use Permit at 1336 Thrush Street to allow minor motor vehicle repair in the General Industrial (GI) Zoning District, submitted by Tyler Johnson, applicant; MSL Investments, LLC, property owner (Ald. B. Delie, District 10).

BACKGROUND

Reason for Request: To allow minor motor vehicle repair in the General Industrial (GI) District.

Subject Parcel Zoning and Land Use: General Industrial (GI) | Warehousing

Surrounding Zoning and Land Uses:

North: General Industrial (GI) | Industrial

South: General Industrial (GI) | Office, Medical

East: General Industrial (GI) | Vacant, Warehousing

West: General Industrial (GI) | Single-Family Residential, Retail

Comprehensive Plan: The Go Big Green Bay 2050 Comprehensive Plan designates this area for Neighborhood Commercial. The requested CUP for minor auto repair is not in full coordination with the highest and best neighborhood commercial future land use recommendation but is not inconsistent.

Report: The subject request is located at 1336 Thrush Street between Donald Street and Velp Avenue. The applicant, Tyler Johnson, is requesting to operate a minor motor vehicle repair business in the existing building. The property is zoned General Industrial (GI) District. In the GI district, minor motor vehicle repair is allowed with a Conditional Use Permit (CUP).

Chapter 44 (Zoning) of the Green Bay Municipal Code breaks motor vehicle repair into two categories, major and minor. Motor vehicle repair, minor, is defined as “an establishment that may or may not include fuel sales and convenience goods, while also performing minor repairs to motor vehicles. Such minor repairs may include muffler replacement, oil changing, lubrication, tire repair and replacement, wheel alignment, brake repair, suspension repair, minor engine repair, transmission repair, radiator flushing and repair, and other activities except rebuilding/reconditioning of whole vehicles, body frame and fender straightening, body work or painting.” According to the narrative provided by the applicant, the proposed use would involve routine maintenance (oil changes, tire rotations, tune-ups), engine and transmission diagnostics, brake and suspension repair, electrical system testing and repair, vehicle inspections and safety checks, and fleet maintenance.

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

- I. The establishment, maintenance, or operation of the conditional use will not be detrimental to or endanger public health, safety, or general welfare.

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

This neighborhood has a wide variety of uses. There are commercial uses along Velp Avenue with industrial storage/warehousing facilities, automobile salvage yards, and single-family homes along Thrush Street. Although there are a variety of uses, the neighborhood is zoned General Industrial. Chapter 44 of the Green Bay Municipal Code states that the General Industrial (GI) district accommodates high-intensity industry and often includes very large structures, exterior storage and exterior mechanical equipment operations. It accommodates uses that require large or isolated sites or rail or port service. Most sites within the GI District have already been developed. Where possible, the GI District should be separated from residential neighborhoods. "Standards for screening and buffering of these operations should be enhanced where feasible."

The future land use map does identify the subject parcel as Neighborhood Commercial along with the buildings that front Velp Avenue. The Go Big Green Bay 2050 Comprehensive Plan defines Neighborhood Commercial as areas consisting of properties and buildings that integrate into the surrounding neighborhood and provide daily goods and services such as food stores, daycares, restaurants, and other essential services. Neighborhood Commercial areas should be appropriately scaled within the surrounding neighborhood, ranging in scale and intensity based on the nearby context. This land use can be arranged in nodes, along neighborhood corridors, or as smaller districts. The remainder of the neighborhood is identified as Light Industrial in the future land use map. While there are existing residential land uses along Thrush Street, the future land use map does not include residential land uses.

After reviewing the request, staff has determined that the use can comply with the seven standards for CUP approval and, after improvements, will not be detrimental to public health, will not impede development of the area, will not be injurious to other nearby uses, and will have adequate access, parking and utilities. However, a site plan must be submitted to the City to establish the new use and to depict where parking and how vehicle circulation will take place on the site.

Ald. Delie, the Mather Heights Neighborhood Association, and adjacent property owners within 200 ft. of the subject area have been notified of the request. There have been no inquiries or objections made regarding this request as of the drafting of this report.

RECOMMENDATION

Approval of the request subject to the following condition:

- I. A change of use site plan is submitted and approved by the Community and Economic Development Department.

FISCAL IMPACT

ATTACHMENTS

1. ZP 25-35 Application REDACTED
2. ZP 25-35 Narrative and Site Plan
3. ZP 25-35 Architectural Report
4. ZP 25-35 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: 1336 Thrush St Green Bay WI 54 54303

Parcel Number(s): 18-12-E

Petitioner(s): Tyler Johnson Date: 11-3-25

Email: _____ Phone Number: _____

Address: 805 Glenwood Ave City: De Pere State: W.F Zip: 54115

Property Owner: Jeff Denruyter Phone Number: _____

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

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

Owner Signature: [Signature] Date: 11-3-25

Petitioner Signature(s): [Signature] 11-3-25

- Checklist of required attachments:**
- Map
 - Legal Description
 - Applicant Narrative Describing Project
 - All Other Pertinent Information

For office use only:
Review Fee: \$375.00 Receipt No.: _____ Zoning Petition No.: ZP 25-35

Company Description Narrative

Business Name: Thrush Auto & Cycle

Business Structure: Limited Liability Company (LLC)

Location: 1336 Thrush St Green bay, W.I.

Owner: Tyler Johnson, ASE-Certified Automotive Technician

Overview:

Thrush Auto & cycle is a automotive repair and maintenance shop dedicated to providing dependable, high-quality auto care to individuals, families, and small businesses in the Green Bay area. The company offers a wide range of services including diagnostics, brake and suspension repair, oil changes, tune-ups, and preventive maintenance. By combining advanced diagnostic technology with personalized customer service, Thrush Auto & Cycle aims to deliver efficient, trustworthy, and affordable solutions that keep customers safe and satisfied.

Founding and Purpose:

Having worked in dealership environments for more than a decade, I (Tyler Johnson) saw firsthand how many customers felt uncertain or pressured when dealing with large service centers. Thrush Auto & cycle will be created to offer an alternative—where honesty, communication, and technical skill come first.

Legal Structure:

Thrush Auto & Cycle operates as a **Limited Liability Company (LLC)** registered in the state of Wisconsin . This structure provides flexibility in management and protects the owner's personal assets while allowing for future growth or partnership opportunities.

Location and Facilities:

The shop operates from a one bay facility conveniently located on Thrush Street, offering easy access for both residential and commercial customers. The workspace will be equipped with modern hydraulic lift, advanced diagnostic scanners, and specialized tools for efficient repairs. A small customer waiting area provides a comfortable environment for clients while vehicles are serviced.

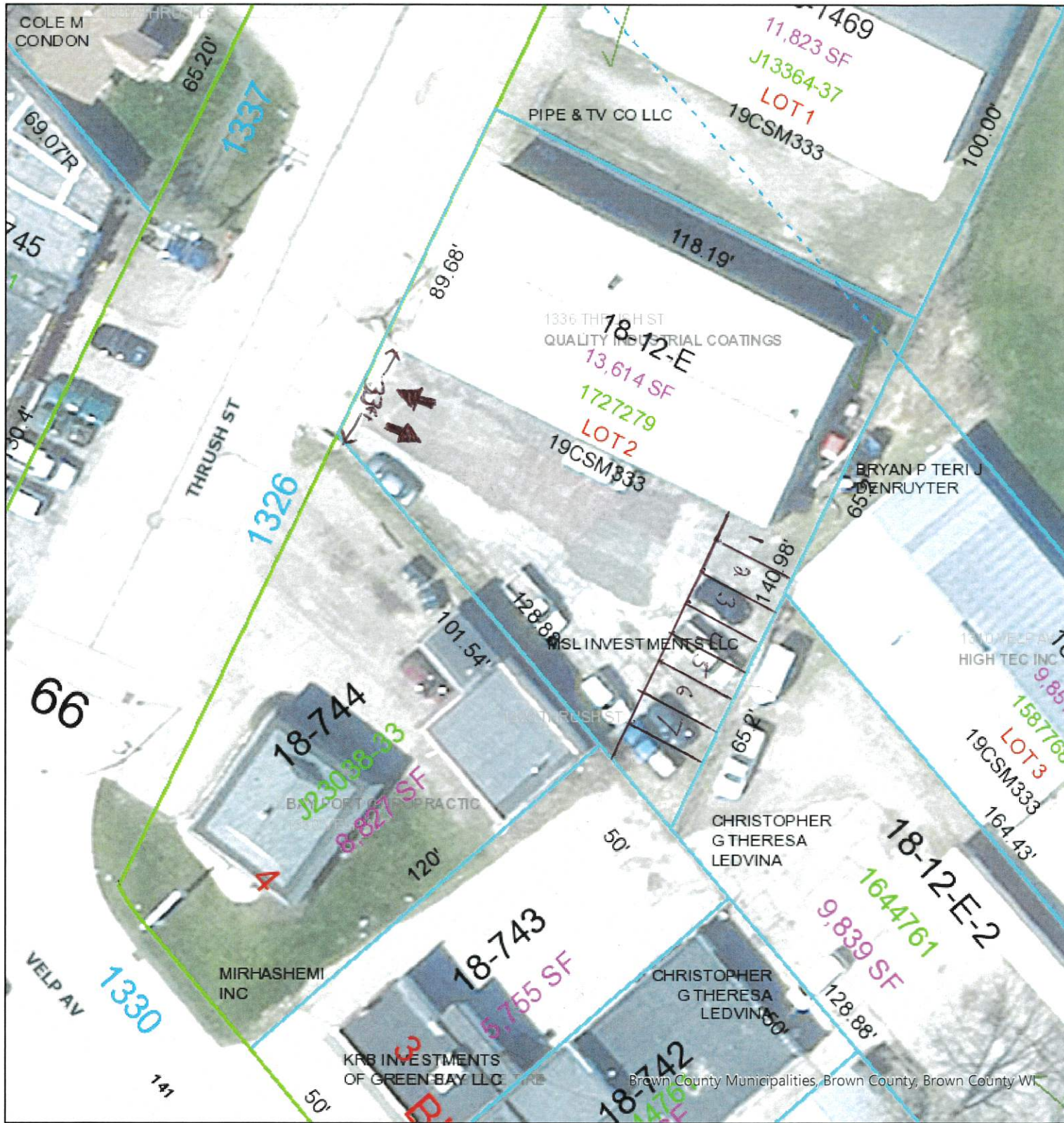
Products and Services:

Thrush auto & cycle Service provides:

- Routine maintenance (oil changes, tire rotations, tune-ups)
- Engine and transmission diagnostics
- Brake and suspension repair
- Electrical system testing and repair
- Vehicle inspections and safety checks
- Fleet maintenance (Year 2 expansion goal)

Competitive Advantage:

Thrush Auto & cycle differentiates itself through its commitment to transparency and



Brown County Municipalities, Brown County, Brown County WI



1"=47'

1:564 Feet

Legend

PropertyHook

ParcelLine

Block boundary

Bulkhead Line

Historic Parcel Line (20under)

Hydrography

Lines between deeds or lots (20pdashed)

Lot boundary

Meander line

Original Right of Way

PLSS line

Parcel line

Plat boundary

Private Road Right of Way

Right of Way line

U

V

TaxP

C

G

H

R

T

UGB - GIS

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.

Date Printed: 28 Oct 2025



1825 South Webster Avenue, Suite 202
Green Bay, WI 54301
Phone: 920-432-1232
Website www.aglgb.com
agl@aglgb.com

October 21, 2025

Erik Wasilewski
Green Bay Inspection Department

Phone: (920)680-6505
Email: erik.wasilewski@greenbaywi.gov

RE: 1336 Thrush Garage
Tyler Johnson – (920)680-0057

We were contacted by Tyler Johnson to look at the above existing building to be used as an auto repair facility he is looking at purchasing. The following is what was observed and photos of the existing space for your review.

The existing building is a metal building, type 2B construction, non-sprinklered. Building is approximately 50' wide x 100' long and is subdivided into two sections. The west section is approximately 50' wide x 60' long and is the portion Tyler would occupy. The east portion is occupied by others. The demising wall between the two spaces appears to be wood stud with a non-metallic finish covering with a vertical lift wood overhead door in the wall.

The interior of the space has evidence of being a repair facility before with two vehicles inside and automotive repair equipment in the space. The east portion of the building we could not enter but was told vehicles are stored in it. Does not appear there would be a change of use with the new owner. It appears an occupancy of S-1 would be for both spaces.

Viewing the west portion of the interior, an existing electrical panel was opened and found one breaker space was open without a cover and a number of other breakers taped.

Two exit doors have exit signs but were not illuminated.

Access to an upper storage mezzanine is by a vertical wall mounted ladder with an adjacent platform. No guard rails were observed around the platform.

Space is headed by a Modine ceiling hung heater. A disconnect was found for an exhaust fan but no fan was found, but evidence of ductwork is in place.

Space did have a metal storage cabinet for flammable liquids. A welding/oxygen tank was found in the space, not in a protected room.

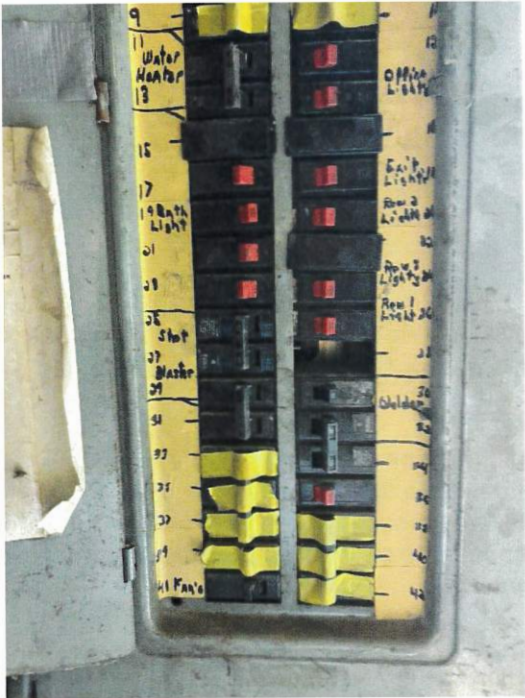
The concrete floor, of what could be seen, had no visible signs of deterioration or cracking. Trench drains observed in floor.

Existing bathroom is a single occupancy, non-handicap. Walls are drywall with many sections cut out for possible access to piping for repair. Drywall has not been repaired.

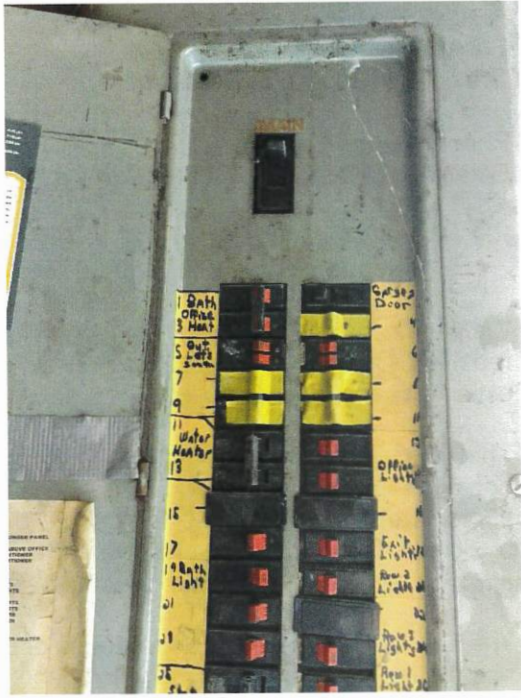
The office and storage are wood framed with wood paneling. Mezzanine is wood framed.

If there are questions on what is in this letter, please get back to me.

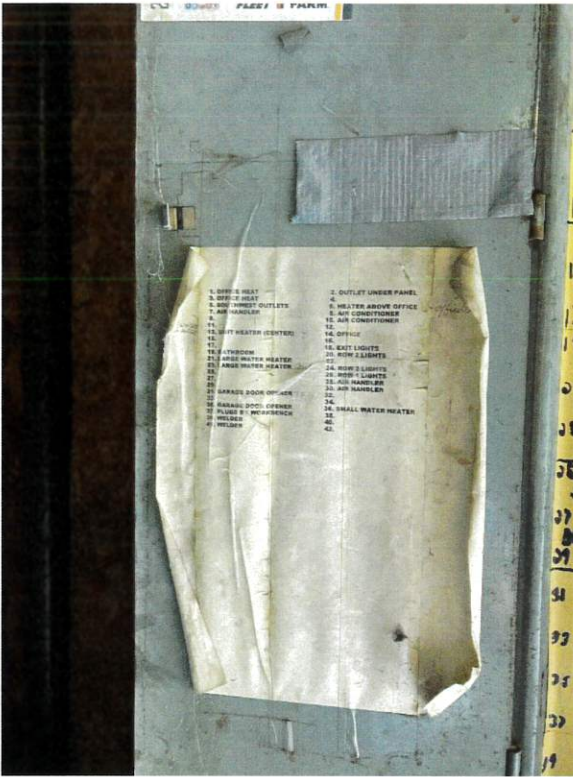
Dave Johnson
Architects Group Ltd.



Electric Panel 1



Electric Panel 2



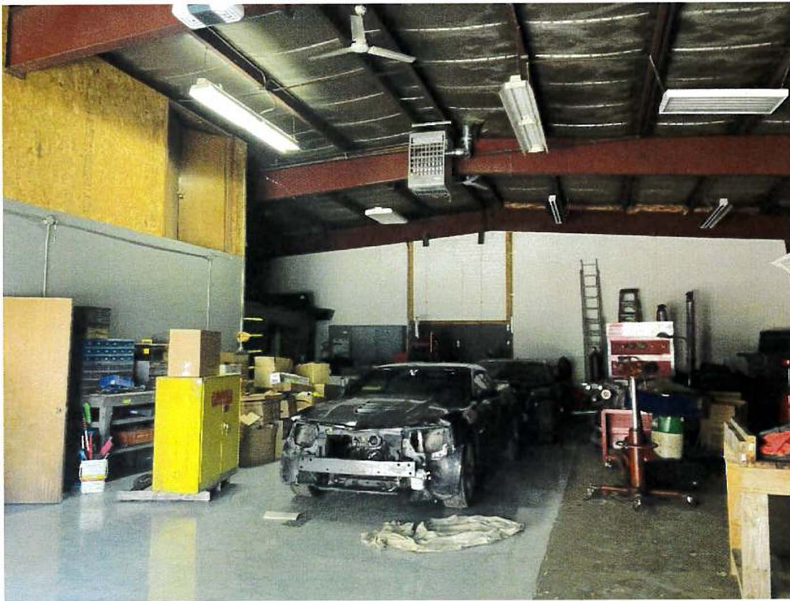
Electric Panel Directory



Exit Door



Garage 1



Garage 2



Mezzanine
Platform



Mezzanine
Storage



Office



Power Switch for
Removed Fan



Storage 1



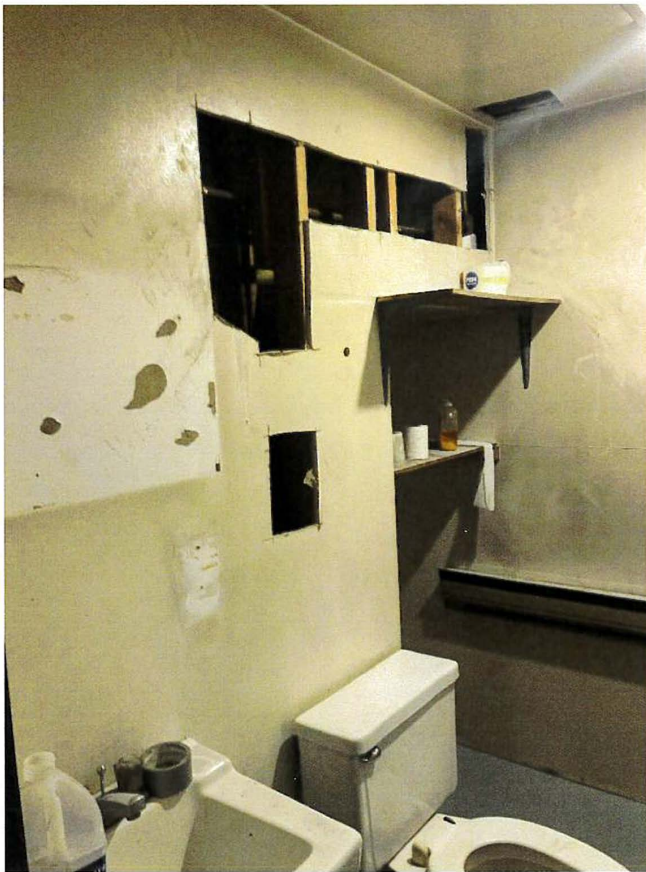
Storage 2



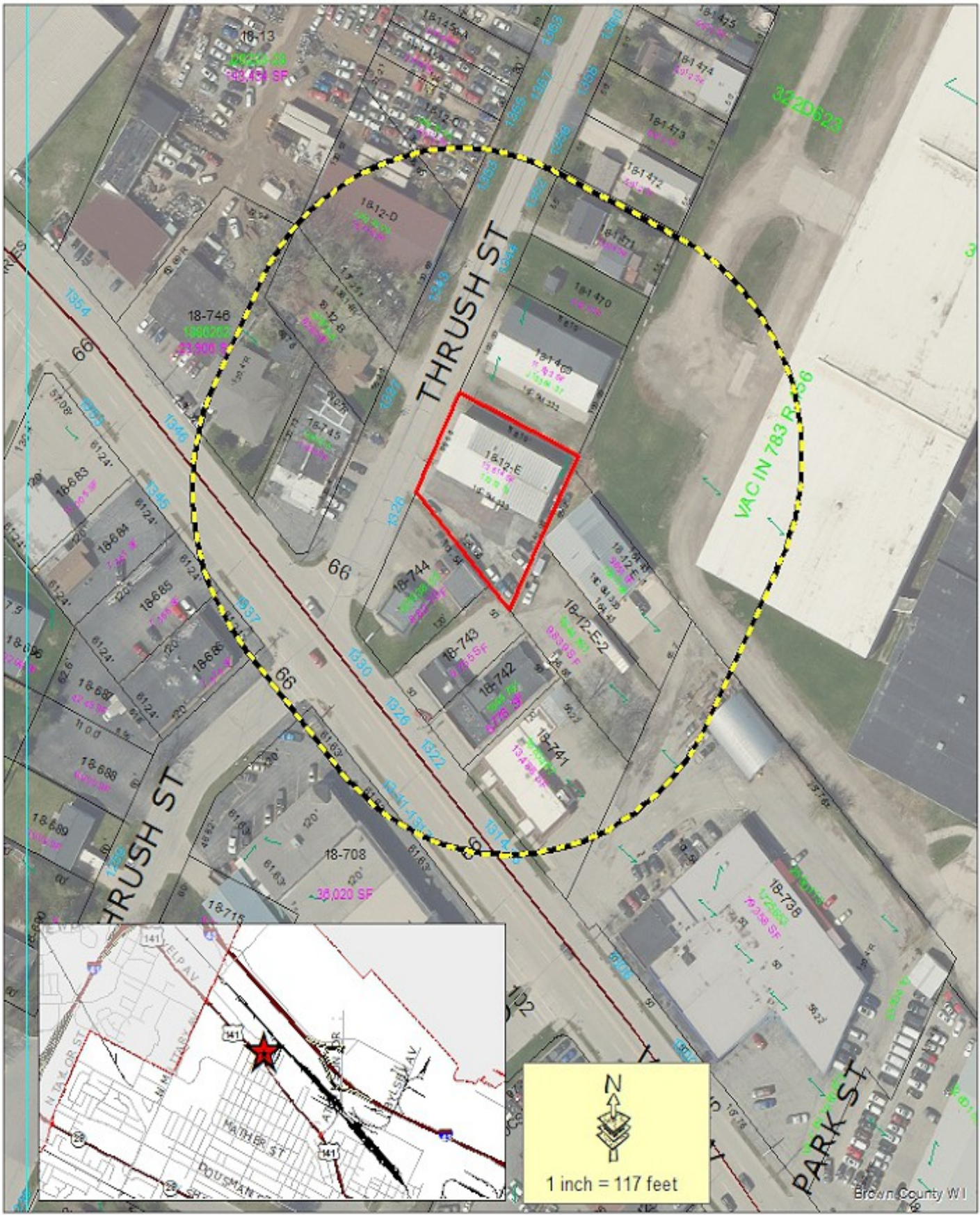
Storage 3



Toilet 1



Toilet 2



- 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 DM.

**Zoning Petition (ZP 25-35)
 Conditional Use Permit Request
 at 1336 Thrush Street for
 Minor Motor Vehicle Repair in
 General Industrial (GI) District**





Report to the
Green Bay Plan Commission

MEETING DATE

December 8, 2025

PREPARED BY

AGENDA ITEM # F.I

Director's report.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Development Tracking 2025 I 204

City of Green Bay Development Tracker (Large Scale) - December 2025

	Project Name	Developer	Project Location	Project Description	Status Update	Housing Units		Est. Prop Value
Multi-family								
1	US Bank Redevelopment	Living Downtown LLC	425 Pine Street	Market multi-family rental, commercial	Construction underway	Total #	Under 80%	\$9,600,000.00
						66	0	
2	1116 Hobart Drive	Moski Corp	1116 Hobart Drive	Market multifamily	Construction underway	Total #	Under 80%	\$3,000,000.00
						30	0	
3	Merge @ Shipyard	Merge LLC	239 Arndt Street	Market multi-family rental, retail	2025 construction start anticipated	Total #	Under 80%	\$21,000,000.00
						225	0	
4	200 N. Monroe	Three Sixty LLC	200 N. Monroe	Mixed Income rental 148 rental units, 27 townhomes	Design and due diligence underway, due at Jan RDA mtg	Total #	Under 80%	tbd
						175	tbd	
5	Gorman @ JBS	Gorman & Co.	0 Lime Kiln Rd	Workforce multi-family	Construction underway	Total #	Under 80%	\$11,000,000.00
						95	0	
6	Former Badger Sheet Metal	General Capital	420 S. Broadway/419 S. Maple	Multi-family rental, retail, Fire Station/Admin, greenway	Construction to start Summer 2026	Total #	Under 80%	\$19,000,000.00
						85	85	
7	New Land 221 Cherry	New Land Enterprises	221 Cherry	Market rate multi-family rental, retail	Construction underway	Total #	Under 80%	\$38,000,000.00
						268	0	
8	222 Cherry St LLC	Peter Nugent	216-222 Cherry St	Market rate apts with retail 1st floor	DA amendment terms under negotiation	Total #	Under 80%	\$10,500,000.00
						71	0	
9	One Astor	Spark Development	100 E. Mason	Market rate multi-family rental	Construction planned in early 2026.	Total #	Under 80%	\$15,500,000.00
						125	0	
Single-family								
10	Southwest Woods	Garritt Bader	Hinkle S. of Mason	Single family housing with new roads	Construction underway	Total #	Under 80%	\$8,000,000.00
						29	0	
						Total #	Under 80%	

11	The Pines	Broadway Realty	0 Deuchert Street	Single family housing with new roads	DA approved in May.	41	0	\$10,000,000.00
Commercial								
12	S&S Buildings	Investment Creations	227 E Walnut, & 109 N Adams	Mixed use law office, retail, market rate apartment	Construction underway	Total # 1	Under 80% 0	\$1,500,000.00
13	Fire Station One	MOWGS LLC	501 S. Washington	Fire station rehab conversion to commercial uses	DA approved in May. Rehab work underway.	Total # 0	Under 80% 0	\$1,000,000.00
14	C. Reiss Relocation	Port of Green Bay / Brown County	420 S. Broadway/419 S. Maple	Port development / C. Reiss relocation	County approved agreement in June 2025.	Total # 0	Under 80% 0	TBD
Industrial								
15	WE Hoban Co.	Hoban Real Estate	Finger Rd at Northview Rd	Industrial	Construction underway	Total # 0	Under 80% 0	\$10,500,000.00
16	Grandview - Keller 9 Acres	Keller client	Erie Rd south of Mason	Industrial	180-day Planning Option approved in October	Total # 0	Under 80% 0	tbd
Park/Public								
17	Shipyards Phase 2	City/RDA	100 W. Mason	Event lawn, dog park, urban beach, splash pad, playground, restrooms	Construction planned to start in 2026.	Total # 0	Under 80% 0	\$0.00

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

	Units	Under 80%	Value
TOTALS	1,211	94	\$158,600,000.00