



AGENDA OF THE GREEN BAY PLAN COMMISSION

MONDAY, MARCH 23, 2026, 6:00 PM
City Hall, Room 604 - The Harry Maier Room.
Virtual attendance is also available via Zoom.

A. Zoom Meeting Information.

1. Join Zoom Meeting Online:

<https://us02web.zoom.us/j/89807832363?pwd=hbXVacl8EmXu3rNzVafMVwXDhFg693.I>

Or call in by phone: +1 312 626 6799

Meeting ID: 898 0783 2363

Passcode: 421007

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

B. Roll Call.

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

C. Approval of the Agenda.

1. Approval of the agenda for the Monday, March 23, 2026, meeting of the Green Bay Plan Commission.

D. Approval of Minutes.

1. Approval of the minutes from the February 23, 2026, meeting.

E. Regular Business.

1. Consideration with possible action on the Downtown Business Improvement District's year-end financial reporting for 2025.
2. Consideration with possible action on the Olde Main Street Business Improvement District's

year-end financial reporting for 2025.

3. Consideration with possible action on the Broadway Business Improvement District's year-end financial reporting for 2025.
4. Consideration with possible action on the Military Avenue Business Improvement District's year-end financial reporting for 2025.
5. (CPA 26-02) Public Hearing on a request to amend the Go Big Green Bay 2050 Comprehensive Plan for 1696 Janice Avenue from future Multifamily Residential land use to Low Density Residential land use, submitted by Brad Rymer of Vierbicher on behalf of Landmark Real Estate and Development Inc., property owner (Ald. M. Eck, District 11).
6. (CPA 26-02) Consideration with possible action on a request to amend the Go Big Green Bay 2050 Comprehensive Plan for 1696 Janice Avenue from future Multifamily Residential land use to Low Density Residential land use, submitted by Brad Rymer of Vierbicher on behalf of Landmark Real Estate and Development Inc., property owner (Ald. M. Eck, District 11).
7. (ZP 26-04) Public Hearing on a request to rezone property located at 1696 Janice Avenue from Varied Density Residential (R3) to Low-Density Residential (R1), submitted by Brad Rymer of Vierbicher on behalf of Landmark Real Estate and Development Inc., property owner (Ald. M. Eck, District 11).
8. (ZP 26-04) Consideration with possible action on a request to rezone property located at 1696 Janice Avenue from Varied Density Residential (R3) to Low-Density Residential (R1), submitted by Brad Rymer of Vierbicher on behalf of Landmark Real Estate and Development Inc., property owner (Ald. M. Eck, District 11).
9. (ZP 26-03) Public Hearing on a request for a Planned Unit Development for Library, Other Semi-Public Uses and surface parking for property located at 515 S Pine Street and 201 N Monroe Avenue, submitted by Dan Teaters of Brown County, applicant and property owner (Ald. A. Proffitt, District 7).
10. (ZP 26-03) Consideration with possible action on a request for a Planned Unit Development for Library, Other Semi-Public Uses and surface parking for property located at 515 S Pine Street and 201 N Monroe Avenue, submitted by Dan Teaters of Brown County, applicant and property owner (Ald. A. Proffitt, District 7).

F. Informational.

1. Director's report.
2. Next Meeting: April 13, 2026

G. Adjournment.

1. Adjournment of the Monday, March 23, 2026, 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

March 23, 2026

PREPARED BY

AGENDA ITEM # D.I

Approval of the minutes from the February 23 , 2026, meeting.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. GBPC Minutes 02.23.2026



MINUTES OF THE GREEN BAY PLAN COMMISSION

MONDAY, FEBRUARY 23, 2026, 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/89807832363?pwd=hbXVaci8EmXu3rNzVafMVwXDhFg693.I>

Or call in by phone: +1 312 626 6799

Meeting ID: 898 0783 2363

Passcode: 421007

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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, Kelsey Lutzow

Others Present: Logan Wood (Legal), Alder Craig Stevens, Alder Alyssa Proffitt, Alder Bill Morgan, Alder Melinda Eck, Alder Kathy Hinkfuss

C. APPROVAL OF THE AGENDA.

- I. Approval of the agenda for the Monday, February 23, 2026, meeting of the Green Bay Plan Commission.

Moved by Derius Daniels, seconded by Ken Rovinski to approve the agenda. Motion Passed. Yes—Lisa Hanson, Jacob Miller, Jim Hutchison, Derius Daniels, Ken Rovinski, Emma Fulwilder, Kelsey Lutzow. No—None, Abstain—None.

D. APPROVAL OF MINUTES.

- I. Approval of the minutes from the January 26, 2026, meeting.

Moved by Board Member Emma Fulwilder, seconded by Ken Rovinski to approve the minutes. Motion Passed.

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

E. REGULAR BUSINESS.

- I. (ZP 26-02) Public Hearing on a Conditional Use Permit to allow a Boarding House located at 633 E Walnut Street, submitted by Abby Brezinski of the Jackie Nitschke Center, property owner.

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 – Staff

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

2. (ZP 26-02) Consideration with possible action on a Conditional Use Permit to allow a Boarding House located at 633 E Walnut Street, submitted by Abby Brezinski of the Jackie Nitschke Center, property owner.

Moved by Ken Rovinski, seconded by Emma Fulwilder to approve a Conditional Use Permit to allow a Boarding House located at 633 E Walnut Street subject to the following conditions:

1. Any increase in beds and/or capacity shall require an amendment to the Conditional Use Permit.
2. This Conditional Use Permit is for Boarding House use only; any programming changes may require an amendment to this Conditional Use Permit if programming falls outside the Green Bay Municipal Code's definition of Boarding House.

3. Exterior changes to this structure shall be approved by the Zoning Administrator keeping the principles of historic preservation in mind.
4. No building addition shall extend past the front (E Walnut Street) building façade.
5. On-site parking requirements shall be 2 spaces provided per every 3 employees on the largest shift.
6. If there are changes to ownership or program type that would increase vehicular needs at this property, parking availability shall be increased per the Green Bay Municipal Code.
7. The applicant shall provide an assessment easement with parcel #11-233 for access to the rear parking area on this parcel.
8. Compliance with all regulations of the Green Bay Municipal Code.

Motion passed.

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

3. (TA 26-01) Public Hearing on amendments to various sections of the Green Bay Municipal Code, Chapter 44, related to Food Trucks and Food Truck Assembly.

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 – Staff

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

4. (TA 26-01) Consideration with possible action on amendments to various sections of the Green Bay Municipal Code, Chapter 44, related to Food Trucks and Food Truck Assembly.

Moved by Ken Rovinski, seconded by Emma Fulwilder to approve amendments to various sections of the Green Bay Municipal Code, Chapter 44, related to Food Trucks and Food Truck Assembly. Motion Passed.

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

5. (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.

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 – Staff

Ald. Kathy Hinkfuss – 525 Antelope Trl.
Mark Danen – 825 Spring Hills Ct., Ledgeview

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

6. (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.

Moved by Jacob Miller, seconded by Derius Daniels to approve amendments to Section 44-1580(j) of the Green Bay Municipal Code, Chapter 44, related to Short Term Rentals.

Motion Passed.

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

Speakers:

Jon LeRoy – Staff

Alder Bill Morgan – 2405 Gross St.

Alder Alyssa Proffitt – 1262 Cherry St.

Logan Wood, Legal – Staff

Alder Jim Hutchison – Board Member

F. INFORMATIONAL.

1. Director's report.

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

2. Next Meeting: Monday, March 9, 2026

G. ADJOURNMENT.

1. Adjournment of the Monday, February 23, 2026, meeting of the Green Bay Plan Commission.

Moved by Ken Rovinski, seconded by Jacob Miller to adjourn. Motion Passed.

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



Report to the Green Bay Plan Commission

MEETING DATE

March 23, 2026

PREPARED BY

Rebecca Finco, Staff

AGENDA ITEM # E.1

Consideration with possible action on the Downtown Business Improvement District's year-end financial reporting for 2025.

BACKGROUND

The Plan Commission is required to annually review the year-end financial report of each Business Improvement District (BID), as stated in the City's BID handbook.

RECOMMENDATION

Staff recommends approval of the Downtown Business Improvement District's year-end financial report for 2025 as presented.

FISCAL IMPACT

ATTACHMENTS

- I. Downtown BID 2025 Year-End Budget Report

Approved 2026 and 2025 Year End Business Improvement District Operating Plan Budget for Downtown Green Bay

REVENUE		Approved 2026 Budget	Approved 2025 Budget	2025 Actual
	BID Assessment - DGBI	\$263,820.00	\$266,308.00	\$264,715.00
	Total Revenue	\$263,820.00	\$266,308.00	\$264,715.00
EXPENSES				
Administrative				
	Allocation toward DGBI Staffing	\$140,375.00	\$156,908.00	\$138,312.19
Operating Expenses				
	Office Supplies & Equipment	\$2,000.00	\$2,000.00	\$2,000.00
	Phone/Internet	\$2,000.00	\$2,550.00	\$2,500.00
	Dues, Fees and Subscriptions	\$3,350.00	\$3,350.00	\$3,350.00
	Conferences/Professional Devel.	\$3,000.00	\$4,000.00	\$3,205.11
	Insurance	\$11,000.00	\$11,000.00	\$11,000.00
	Lease/Rental Fees	\$29,600.00	\$25,000.00	\$25,000.00
	Total Operating Expenses	\$ 50,950.00	\$ 47,900.00	\$ 47,055.11
BID Audit/Accounting Services	Annual Audit	\$14,750.00	\$14,000.00	\$14,475.00
Marketing/Printing				
	Includes graphic design software, printed and digital promotional materials, website, social media, and promotional giveaways			
	Total Marketing allocations	\$15,000.00	\$15,000.00	\$15,000.00
Economic Development				
	Business recruitment and retention, networking	\$7,000.00	\$7,000.00	\$4,187.15
Physical Improvements				
	Holiday Wreath Lighting & Décor	\$2,000.00	\$10,000.00	\$10,000.00
	Cleanliness - Litter, Weeds *Note Labor is in staffing for '26	\$3,200.00	\$9,000.00	\$9,000.00
	Banner and Bracket Replacements	\$1,000.00	\$3,500.00	\$763.90
	Public Art	\$3,000.00	\$3,000.00	\$3,000.00
	Planters	\$14,200.00		\$13,762.00
	Washington & Adams St. Tree Lights-Grow and Glow through June '25	\$12,345.00		\$9,159.65
	Total Physical Improvements	\$35,745.00	\$25,500.00	\$45,685.55
	Total Expenses	\$ 263,820.00	\$ 266,308.00	\$ 264,715.00



Report to the Green Bay Plan Commission

MEETING DATE

March 23, 2026

PREPARED BY

Rebecca Finco, Staff

AGENDA ITEM # E.2

Consideration with possible action on the Olde Main Street Business Improvement District's year-end financial reporting for 2025.

BACKGROUND

The Plan Commission is required to annually review the year-end financial report of each Business Improvement District (BID), as stated in the City's BID handbook.

RECOMMENDATION

Staff recommends approval of the Olde Main Street Business Improvement District's year-end financial report for 2025 as presented.

FISCAL IMPACT

ATTACHMENTS

- I. OMS BID 2025 Year-End Budget Report

Approved 2026 Budget and 2025 Year End Business Improvement District Operating Plan Budget for Olde Main St.

		Approved 2026 Budget	Approved 2025 Budget	2025 Actual
REVENUE				
	BID Assessment - Olde Main Street	\$71,560.00	\$66,983.00	\$66,611.00
	Total Revenue	\$71,560.00	\$66,983.00	\$66,611.00
EXPENSES				
Administrative				
	Allocation toward DGBI Staffing	\$39,960.00	\$34,233.00	\$35,958.78
Operating Expenses				
	Office Supplies & Equipment	\$500.00	\$500.00	\$500.00
	Phone/Internet	\$900.00	\$900.00	\$768.00
	Conferences/Professional Devel.	\$1,500.00	\$1,500.00	\$978.25
	Office Rent/Lease	\$9,000.00	\$9,000.00	\$8,849.50
	Dues and Subscriptions	\$2,200.00	\$1,050.00	\$1,050.00
	Total Operating Expenses	\$14,100.00	\$12,950.00	\$12,145.75
Marketing/Printing				
	Includes graphic design software, printed and digital promotional materials, website, social media, and promotional giveaways			
	Total Marketing allocations	\$4,500.00	\$4,300.00	\$4,300.00
Economic Development				
	Business recruitment and retention, networking	\$2,500.00	\$2,000.00	\$2,040.43
Physical Improvements				
	Streetscape-Planters & Medians including new mulch (majority of the cost is paid by sponsorships)	\$4,500.00	\$6,000.00	\$6,000.00
	Cleanliness	\$1,000.00	\$2,500.00	\$2,500.00
	Banners & Holiday Décor	\$2,000.00	\$2,000.00	\$1,206.04
	Public Art	\$2,000.00	\$2,000.00	\$2,000.00
	Three Corners Flags	\$1,000.00	\$1,000.00	\$460.00
	Total Physical Improvements	\$10,500.00	\$13,500.00	\$12,166.04
	Total Expenses	\$71,560.00	\$66,983.00	\$66,611.00



Report to the Green Bay Plan Commission

MEETING DATE

March 23, 2026

PREPARED BY

Rebecca Finco, Staff

AGENDA ITEM # E.3

Consideration with possible action on the Broadway Business Improvement District's year-end financial reporting for 2025.

BACKGROUND

The Plan Commission is required to annually review the year-end financial report of each Business Improvement District (BID), as stated in the City's BID handbook.

RECOMMENDATION

Staff recommends approval of the Broadway Business Improvement District's year-end financial report for 2025 as presented.

FISCAL IMPACT

ATTACHMENTS

1. Broadway BID 2025 Year-End Budget Report
2. Broadway BID 2025 Annual Report

2025 Broadway BID

	Budget	Actual
Design		
Lighting	\$ 5,000.00	\$ 14,170.00
Annual Maintenance	\$ 20,000.00	\$ 37,268.49
Public Art	\$ 20,000.00	\$ 50,200.00
Bike Racks	\$ 5,000.00	\$ -
Total Design	\$ 50,000.00	\$ 101,638.49
Organization		
Admin Allocation	\$ 25,581.00	\$ 25,581.00
BBID Annual Audit	\$ 3,200.00	\$ 3,200.00
Total Organization	\$ 28,781.00	\$ 28,781.00
Promotion		
Marketing Allowance	\$ 8,900.00	\$ 39,422.59
Total Promotion	\$ 8,900.00	\$ 39,422.59
Economic Vitality		
Mini-Grants	\$ 5,000.00	\$ 135,000.00
Retail Incubator	\$ 12,000.00	\$ -
Public Market	\$ 25,000.00	\$ 25,000.00
Total Economic Vitality	\$ 42,000.00	\$ 160,000.00
	\$ 129,681.00	\$ 329,842.08

Notes:**2025 Rollover Funds**

2025 Bike Racks	\$ 5,000.00
2025 Retail Incubator	\$ 12,000.00
	\$ -
	\$ -
	\$ -
	\$ -
	\$ 17,000.00

Actual BID Proceeds:

2025 Settlement Statement	\$ 129,681.00
2025 Adopted Budget	\$ 129,669.00
	\$ 12.00

2025 BID Proceeds

Received 03/06/2025	\$ 104,665.00
	\$ 104,665.00

2025 Balance Owed

	\$ 25,016.00
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Annual Report 2025



ABOUT US

Mission

On Broadway, Inc. promotes the Broadway District as Green Bay's cultural core for entrepreneurs, creatives, residents and visitors to engage and succeed in a welcoming environment.

Vision

On Broadway, Inc. is the recognized leader for creatively building a sustainable, relevant, and thriving urban community.

District Vision

As creativity and art provide the underlying pulse of the district, these elements combine making the Broadway District the place people of all ages and backgrounds come to shop, eat, live, work, network and play.

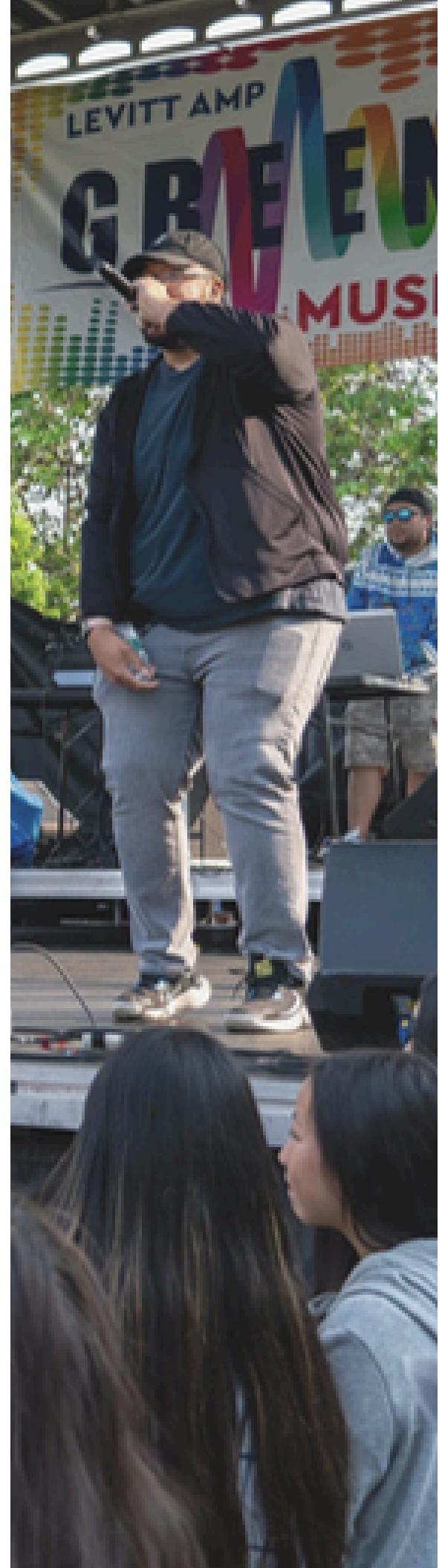
Photography credit

Cover photo: 2025 Festival Foods Fire Over the Fox
Photo taken by Chicken or the Egg Photography

Other photos provided by:

- Shayna Marie Photography
- Audrey Thomas Photography
- Master Sergeant Media

Printing by Kuehn Printing



THE MAIN STREET APPROACH™



STAFF



BRIAN JOHNSON
PRESIDENT & CEO



BROOKE HAFS
VICE PRESIDENT OF DONOR
ENGAGEMENT



MARY RHODE
VICE PRESIDENT OF MARKETING
& COMMUNICATIONS



QUINCY FASSBENDER
DIGITAL MEDIA MANAGER



FATMA LETIFI
DIVERSITY & BUSINESS SUPPORT
MANAGER



MOLLY GRAY IVANOVSKA
FARMERS' MARKET & SPECIAL
EVENTS MANAGER



ROB KOELLER
PROPERTY MANAGER

2025 BOARD OF DIRECTORS



Board President

Linda Bova*
COO/EVP/Partner
NEWCMG, LLC.



Past President

Barb LaMue
Owner
Pebble Rock Partners LLC



Secretary

Kasha Huntowski*
Executive Director
Neville Public Museum
Foundation



Treasurer

Dru Carney*
Senior Consultant
Wipfli



Garritt Bader*
Principal
GB Real Estate
Investments, LLC



Jackie Krutz
Director of Titletown
Development
Green Bay Packers



Danyelle Pierquet
Project Executive
ISG



Nichole Campbell*
Owner & Lead Floral Designer
Petal Pusher Flower Studio



Ryan Martin
Dean of College of Arts,
Humanities and Social
Sciences
University of Wisconsin-
Green Bay



Brad Toll
President/CEO
Discover Green Bay



Rebecca Finco*
Economic Development
Specialist
City of Green Bay



Gail McNutt
Advisor, Coach, Mentor,
Facilitator
GMM Consulting



Chad Van Handel
Chief Lending Officer
Unison Credit Union



Ryan Krumrie
Attorney/Partner
Hager, Dewick &
Zuengler, S.c.



Heather Mueller
Chief Marketing & Product
Officer
Breakthrough



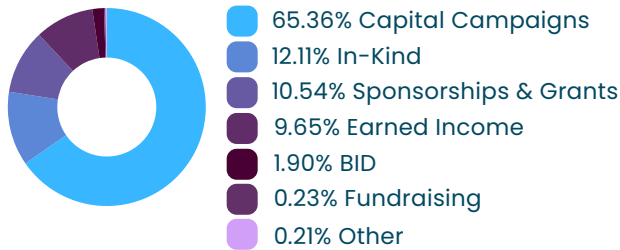
Ken Wachter
Retired President/CEO
PMI Entertainment Group

*Denotes Broadway District business and/or property owner

FINANCIAL OVERVIEW

**These are preliminary year-end financials.*

Sources of support



Uses of support



Income generated through program operations is reinvested into the Broadway District to support design improvements, space activation, business support programs and capital projects. These investments make a more sustainable district that fosters additional public and private investment.

REVENUE		
Business Improvement District	\$ 129,681.00	1.90%
Capital Campaigns	\$ 4,468,771.27	65.36%
Event Revenue	\$ 659,933.31	9.65%
Fundraising	\$ 15,754.40	0.23%
Grants	\$ 259,201.67	3.79%
Sponsorships	\$ 461,090.00	6.74%
Other	\$ 14,642.37	0.21%
In-Kind	\$ 827,942.86	12.11%
TOTAL	\$6,837,016.88	100.00%

EXPENSES		
Administrative	\$ 794,991.40	28.70%
Design	\$ 38,768.49	1.40%
District Marketing	\$ 20,057.32	0.72%
Economic Vitality	\$ 272,581.24	9.84%
Events	\$ 768,009.41	27.73%
Organization	\$ 36,039.79	1.30%
Other	\$ 11,213.93	0.40%
In-Kind	\$ 827,942.86	29.89%
TOTAL	\$ 2,769,604.44	100.00%



WISCONSIN MAIN STREET AWARDS

The team at On Broadway took home three awards at the 2025 event held in Menominee, WI on March 13. On Broadway volunteer, Julie Hill, was also recognized as our Community Champion.



Best Business Support Initiative

Diverse Business Assistance Grant



Best Downtown Special Event

Christkindlmarket on Broadway



Best Program Marketing Campaign

Green Bay Public Market Brand Launch



Community Champion

Julie Hill

On Broadway Inc. remains the winningest Wisconsin Main Street program.

2025 FASTEST GROWING COMPANIES



In late 2025, On Broadway, Inc. was honored to be listed in the Top 10 of the area's 25 Fastest Growing Companies!



DESIGN



50+ murals since 2020



St.Pawtrick's Day Event held at the Vital Essentials Dog Park



3 new sculptures created: Deer and two fawn benches; all located in Red Sculpture Park



42 tree boxes with native pollinator plants maintained



52 planter bowls maintained with seasonal flowers



70 trees wrapped with lights



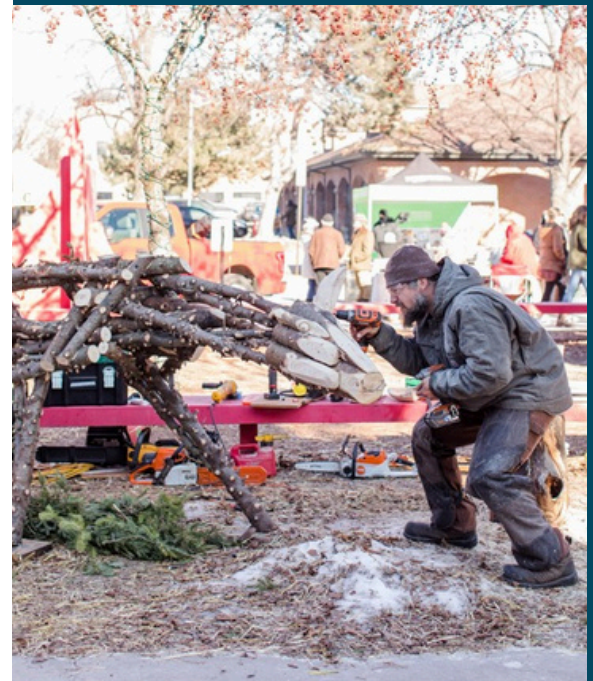
Regular weed management in planters and sidewalk cracks



Coordinated spring and fall clean-ups with volunteers



130 bags of trash collected



Vital Essentials Dog Park 'Pawtnership'



The Vital Essentials Dog Park received some extra attention in 2025 thanks to a Broadway District business, Earth Science!

Earth Science employee, Mauricio, took on the dog park as a passion project and spent many hours using Earth Science's innovative products, like Lawn Food Plus, Gypsum, and Iron fertilizers to help the lawn thrive throughout the year! He also added wildflower seeds to enhance the park's border and attract pollinators!

DESIGN

Through a partnership with the City of Green Bay and Downtown Green Bay, Inc., ISG, a local architecture and engineering firm, was hired to complete Broadway District streetscape design standards and urban design enhancements.

Leicht Park

Phase one of the Leicht Park renovation project broke ground in late summer 2025.

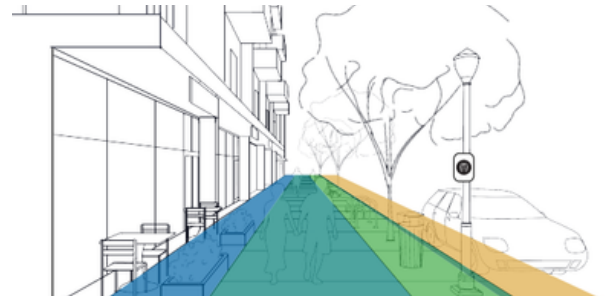
Phase two will continue in 2026, with phase three happening upon completion of fundraising by On Broadway, Inc.



Photo credit: ISG

District Streetscape Design Standards

An adopted set of standards for future streetscape enhancements to create cohesion and consistency with amenities such as benches, trash cans, lighting, pavement treatments, and corridor markers.



La Baye Loop

Because of the NFL Draft in April 2025, the La Baye Loop project was slightly expedited.

This pilot project was a collaborative effort between Downtown Green Bay, Inc. and On Broadway, Inc. to create a branded loop connecting the districts.

The NFL Draft provided the opportunity for temporary wayfinding signage and collateral.



BREWERS + BROADWAY

On August 28, the Milwaukee Brewers in collaboration with On Broadway, Inc., unveiled their latest community mural. The mural, illustrated and painted by Green Bay artist, Andrew Linskens, is located on the back of the Hurckman Mechanical Industries building at 164 North Broadway in Green Bay.

The mural, depicts the iconic Brewers Barrelman and is the fifth mural installed – and first in Green Bay – as part of the Milwaukee Brewers #BeyondTheDiamond community engagement efforts, celebrating fans from communities around the state, and at the same time, contributing to efforts to beautify spaces.

A formal press conference with representatives from the Brewers organization, Mayor Genrich and others was held for the mural unveiling.



WE OUR VOLUNTEERS!

We could not do the work we do without a dedicated group of volunteers.

From district clean-ups, weekly Trashforce, event assistance and Governance committee to the Levitt AMP Green Bay Music Series HYPE Team and so much more, we are so grateful for the more than 700 volunteers that assisted our organization in 2025.

Total Volunteer Hours for 2025
4,490 Hours

Volunteer Hours Economic impact
\$156,207.10



BROADWAY DISTRICT VISITOR TRAFFIC



2025 Visitor Traffic topped
732,000 individuals
2.6 million total trips



Average time spent in the Broadway District: 92 minutes

- Under 30 minutes: 26%

Top origin/destinations:

- 44% come to district from home
- 10% from work
- 10% from shopping

**All data provided by the Wisconsin Economic Development Corp.*



BROADWAY DISTRICT STORIES

Broadway District Stories was a 7-part series highlighted on the downtown Green Bay website and On Broadway social pages.

The stories highlighted diverse businesses in the Broadway District. Funds from the Diverse Business Assistance Grant program supported this promotional effort.

Special thanks to Julie Gile Photography and her team for helping us bring these stories to life.

On Broadway, Inc.
Published by Loomly · September 19, 2025 ·

A Broadway District Story Volume 5: **Mañana Vintage**

"We have a regular client base now, people who come back again and again. That means we are doing something right." ~ Al Valentin, Co-Owner

Read the full story here: <https://rb.gy/cibx4d>

Julie M Gile Photography
Paige Udermann



On Broadway, Inc.
Published by Loomly · October 14, 2025 ·

A Broadway District Story Volume 6: **Sanctuary Tattoo Studio**

"It's awesome to be a part of people's journey. To help people unlock their true potential, not just as artists, but who they are as humans." ~ Eric Wagner, Owner

Read the full story here: <https://downtowngreenbay.com/.../broadway-district-stories>

Julie M Gile Photography
Paige Udermann



On Broadway, Inc.
Published by Loomly · September 9, 2025 ·

A Broadway District Story Volume 4: **Tie the Knot Bridal Boutique**

"Moving to the Broadway District was strategic for us. Brides are looking to make dress shopping an all-day event." ~ Jessica Van Gorden, Owner

Read the full story here: <https://loom.ly/znzVU0Y>

Julie M Gile Photography
Paige Udermann



ECONOMIC VITALITY



Cut the ribbon for 9 new businesses



Celebrated 14 Business Openings



Said Goodbye to 4 small businesses



- The Fort at the Rail Yard started leasing 233 new residential units
- Former Badger Sheet Metal site was razed to make room for 238 residential units and fire station
- Over \$100,000 in microgrants awarded to retail operators and minority-owned businesses
- One of six programs in the country selected for the “Unlocking Capital” grant program to mobilize impact investing into community-centered projects.



GREEN BAY PUBLIC MARKET



Finalized construction plan set.



Continued work on finalizing capital stack including new market tax credits, impact investing, and grant support.



April 9, 2025

Tour of Reading Terminal Market while in Philadelphia for the National Main Street Conference.



May 9, 2025

Provided a building tour to Representative Ben Franklin.



June 10, 2025

Building tour with Governor Tony Evers and Tourism Secretary Anne Sayers as part of their statewide tour promoting tourism economic impact numbers.



June 13, 2025

Provided a tour during the International Public Market Conference hosted in Milwaukee.



July 28, 2025

Provided a building tour to former WEDC Secretary Missy Hughes and other WEDC staff members.

PROMOTION

Special Events

Coordinated programming to attract visitors and vibrancy to the Broadway District.

- 732,000 annual visitors
- 50+ events include:
 - Winterfest on Broadway
 - Farmers' Market on Broadway
 - Levitt AMP Green Bay Music Series
 - igNight Market
 - Fire Over the Fox
 - Fall Fest on Broadway
 - Christkindlmarket on Broadway

Retail Promotions

Activity and promotions coordinated to attract shoppers into our retail businesses.

- Small Business Saturday
- 12 Days of Christmas
- Winter Wine & Beer Walks
- Run For the Roses Wine Walk
- Snowman Scavenger Hunt
- Sweet Stroll on Broadway
- Touchdown Downtown

Special 2025 Programming

- Draft City Music Fest
- 8th Round Downtown



PROMOTION



Social Media

35.3 K

Interactions

3.6 M

Total Views

73,373

Total Followers

Facebook Pages

- On Broadway, Inc
- Farmers' Market on Broadway
- igNight Market
- Christkindlmarket on Broadway
- Green Bay Public Market

Instagram Pages

- On Broadway, Inc
- Green Bay Public Market

LinkedIn - On Broadway, Inc

108,375

Post Impressions

553

New Followers



Media Stories

308

This is a **138% increase** over 2024.



Email Marketing

1,538,322

Sends

45%

Avg. Open Rate

*Analytics include weekly What's Up Downtown email and On Broadway event emails.

Google Reviews



"Amazing and fun experience! We enjoyed talking with all the shop owners, the beautiful decorations, the delicious s'mores, and getting many gifts!! A great addition to our holiday traditions!" - For Christkindlmarket on Broadway

"I'm obsessed with the Green Bay Farmers Market! As a regular visitor from previous years with the scouts and family or friends, I can attest to its exceptional quality and vibrant atmosphere. With over 100 vendors, there's something for everyone." - For Farmers' Market on Broadway



DRAFT 2025 GREEN BAY

Downtown Events Recap

On Broadway was part of a larger planning committee spearheaded by Mayor Eric Genrich, who's purpose was to capitalize on the NFL Draft event and activate downtown to draw visitors and locals. Two specific efforts included:

Draft City Music Fest, a partnership between the City of Green Bay and On Broadway, Inc., took place April 23 and 26 in Leicht Park.

Touchdown Downtown consisted of four days of activities in downtown Green Bay and was a collaborative effort between On Broadway, Downtown Green Bay, the City of Green Bay and Green Bay Parks, Recreation & Forestry Department.

The activities were:

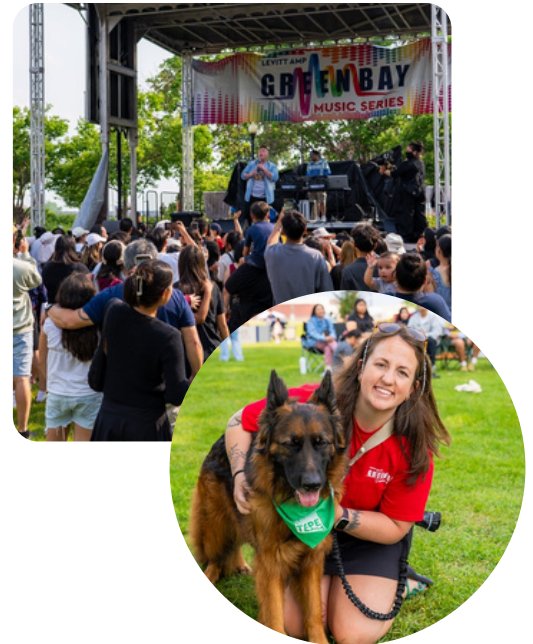
- Field Fest at Historic Old City Stadium - April 23
- Draft City Music Fest - April 23
- Living Packers Heritage Trail - April 24
- Booyah Battle & Uncle Mike's Kringle Combine - April 25
- Draft Day 5k - April 26
- Downtown Farmer's Market Draft Edition - April 26
- 8th Round Downtown - April 26



FOSTERING A DIVERSE COMMUNITY

Levitt AMP Green Bay Music Series

A 10-week music series supported in part by the national Mortimer & Mimi Levitt Foundation. The series provides \$100,000+ in FREE music - bringing people together, fostering belonging, and invigorating community life. Additional placemaking and interactive programming is also coordinated and available to all who attend.



2,900 Attendees

**Attendance number is for Sunday concerts only.*



\$17,327 Direct spend
\$29,367 Total economic impact spend



igNight Market

This nighttime market takes place in both June and August. It provides opportunities for artisans and makers to sell their wares, offers free specialty art activities and live, original music acts all with a nighttime vibe and ambience. A highlight of the August event is the hot air balloon glow.



7,900 Attendees

**Total attendance from June and August events.*



\$61,703 Direct spend
\$104,584 Total economic impact spend

**All attendance numbers are provided by Placer.AI.*

**All direct spend and total economic impact spend data points are provided by Discover Green Bay and are based on estimates. They use the average rate for hotels during the event and assumed that the average percentage of overnight visitors was about 5% - the average they see all year. The tool they use for calculations is the Destinations International Economic Impact Calculator - in partnership with Tourism Economics.*

FIRE OVER THE FOX



Festival Foods Fire Over the Fox brings thousands to downtown and for most, it has become an annual tradition. It brings together all cultures and demographics and affords them the opportunity to explore our downtown while enjoying a festive pedestrian-friendly atmosphere.

Largest fireworks show in Northeast Wisconsin!

- Five stages of live music
- Kids Zone with inflatable water slide and dunk tank
- Waterboard Warriors Water Ski performance
- Family-friendly programming



39,000 Attendees



\$217,735 Direct spend

\$368,829 Total economic impact spend



**All attendance numbers are provided by Placer.AI.*

**All direct spend and total economic impact spend data points are provided by Discover Green Bay and are based on estimates. They use the average rate for hotels during the event and assumed that the average percentage of overnight visitors was about 5% - the average they see all year. The tool they use for calculations is the Destinations International Economic Impact Calculator - in partnership with Tourism Economics.*

CHRISTKINDLMARKET ON BROADWAY

This vibrant holiday season event plays a key role in driving shoppers to the Broadway District during the critical holiday shopping period. The market attracts visitors and encourages residents to explore and shop locally.



- 14 market days
- 11 wooden chalets and 11 white pagoda tents that house regional vendors selling homemade gift items
- Rotating programming, musical performances, interactive workshops
- Added Thursdays and extended hours on Saturdays
- Additional event spaces include:
 - 1st floor of the Hurckman Mechanical Industries (HMI) building
 - Rooftop of HMI building (location of the cozy igloos)
 - Mistletoe Lodge (heated large tent behind Beerntsen's Candies) that included a small stage for entertainment, seating, and a beverage bar.



30,000 Attendees



\$195,127 Direct spend
\$329,131 Total economic impact spend



**All attendance numbers are provided by Placer.AI.*

**All direct spend and total economic impact spend data points are provided by Discover Green Bay and are based on estimates. They use the average rate for hotels during the event and assumed that the average percentage of overnight visitors was about 5% - the average they see all year. The tool they use for calculations is the Destinations International Economic Impact Calculator - in partnership with Tourism Economics.*

FARMERS' MARKET ON BROADWAY

For more than two decades, this event has brought increased foot traffic to the Broadway District, supporting hundreds of small businesses. The market also serves as the primary source of funding for On Broadway, Inc., allowing the organization to continue its mission of supporting and serving district businesses.



 **250,000 Estimated Attendees**

 **\$1,389,516 Direct spend**
\$2,354,105 Total economic impact spend

 180+ unique annual vendors

 41 nonprofit vendor booths

 Ranked in top 10% in WI for WIC and Senior FMNP produce sales (\$23,802)

 The funds for the 2025 Fresh Food Drive program, with financial assistance from the Schreiber Foundation, has been fully disbursed to six community partners, totaling \$5,000.

 39 local musicians on two stages

 40 Mini Boss on Broadway vendors (kids 15 and under) for 8-week program.



**All direct spend and total economic impact spend data points are provided by Discover Green Bay and are based on estimates. They use the average rate for hotels during the event and assumed that the average percentage of overnight visitors was about 5% - the average they see all year. The tool they use for calculations is the Destinations International Economic Impact Calculator - in partnership with Tourism Economics.*



ON  *Celebrating 30 Years*
BROADWAY
A Great American Main Street

340 N Broadway, Ste 165, Green Bay
920.437.2531 | DowntownGreenBay.com





Report to the Green Bay Plan Commission

MEETING DATE

March 23, 2026

PREPARED BY

Rebecca Finco, Staff

AGENDA ITEM # E.4

Consideration with possible action on the Military Avenue Business Improvement District's year-end financial reporting for 2025.

BACKGROUND

The Plan Commission is required to annually review the year-end financial report of each Business Improvement District (BID), as stated in the City's BID handbook.

RECOMMENDATION

Staff recommends approval of the Military Avenue Business Improvement District's year-end financial report for 2025 as presented.

FISCAL IMPACT

ATTACHMENTS

1. Military Ave BID 2025 Year-End Budget Report
2. 2025 Military Avenue Annual Review

Military Avenue BID Operating Plan Budget vs Actual
Year 12 – 2025 (unaudited figures)

Revenues	Projected 2025	2025 Actual
Planned BID Assessment Funds	\$109,714	\$104,213
Donations/Partnerships	\$0	\$0
Grants /Restricted Income	\$20,000	\$20,000
Event Funds/Sponsorships/EBT	\$20,000	\$57,016
Interest Income	\$1,500	\$11,773
Carry Over from 2024 audit/review	\$137,916	\$137,916
Total Revenue	\$287,084	\$330,918
Expenses		
Staffing (1 FTE plus 2 PT or 1 FTE)	\$107,585	\$102,291
Operating Expenses	\$19,160	\$29,959
rent, insurance, audit, accounting, supplies, etc.		
Technology	\$2,400	\$1,584
Programs		
Design/Physical improvements	\$54,860	\$10,876
Street pole banners throughout district, Planter boxes winter and summer, throughout district weed control at medians and monument, monument sign Wi-Fi and operations at Lombardi and Military intersection, public amenities and branding across the district.		
Economic/Business Development	\$1,000	\$16,900
Business recruitment and support for current businesses.		
Events	\$15,100	\$43,075
Summer and Winter Market on Military, Small Business Saturday, Joint Advertising, EBT costs.		
Organization/ Marketing	\$8,800	\$14,819
Social media, marketing, advertising, website hosting, web security.		
Total Expenses	\$208,905	\$219,504
BALANCE	\$78,179	\$111,414



MILITARY AVENUE 2025 ANNUAL REVIEW

Stop for minute - Stay for a while - Meet on Military

Events

Business
Assistance
and Branding

Volunteers

Building the
Future

2025 Budget

2025 OVERVIEW

Military Avenue, Inc. is a 501(c)(3) non-profit company operating also as a Business Improvement District (BID) in almost two miles of diverse businesses, on the west side of Green Bay. From roughly Dousman Street to Lombardi Avenue, our historic shopping district of the 1960s and 1970s showcases a healthy mix of charming and unique small businesses to popular national treasures. We are known for the **best all-day breakfasts** and **off-price retail** and home to many successful, long-term home-grown businesses.

Since 2014, we have worked to improve and beautify the Military Avenue Business District!

From our public events to draw people to our district, personalized programs to help partner members, and street beautification efforts, we focus on all things to improve and sustain Military Avenue.

2025 was a successful year filled with growth, new businesses, and the launch of events that are already becoming beloved community traditions. These milestones continue to shape Military Avenue into a vibrant destination, a place where people don't just pass through.

This growing interest also supports rising property values, strengthening the area's long-term stability and appeal. Building on our success also comes with the task of finding ways to sustain our efforts.

EVENTS



NFL 2025 Draft

Military Avenue, Inc. hosted a Draft event to Get the Party Started!

About 200,000 football fans came to our area 600,000 over the three-day event, many walking through our event to access the large NFL Draft campus.

Although WI April weather was not ideal, our event was fun and we brightened up

the district with new banners and colorful signs. Thanks to a City grant, food truck lane, T-

shirt and beer sales, we recovered our expenses to throw a party at the intersection of Lombardi and Military Avenues.

While the “regular” customers stayed away from the area due to extra hype about traffic, it turned out to be easy to access our area and special deals put on by our businesses and advertised by our big social media push.



Summer Market on Military

The resurgence of a summer farmers market in 2016 brings neighbors and customers to Military Avenue from several surrounding zip codes. We take pride in our traditional farmers’ market style to feature local growers, makers and bakers and bring the freshest food and products to our neighborhood.



Seeing an average of **478 customers each week**, the AI Placer data shows that **66% of the customers also shop at the Green Bay Plaza (area)** before or after their market trip.

Additional shopping and grocery store visits rank highest in other stops to the customers' market trip. This met a goal we had as we planned to bring traffic to our district by hosting events!



Cultural diversity at Summer Market on Military **exceeds State averages** and reflects our three-zip code base of regular buying customers.

With a special grant intended to increase consumption of fresh fruits and vegetables, we match SNAP food support up to \$10. Our SNAP customers represent 11% of our customer base. **Spending of \$3,181 in SNAP** helped vendor sales at the summer market.

Every year we look for a space that can accommodate the traditional farmers' market layout. Moving the market has meant a loss of customers. **Thanks to the Martin family, we are now located in the former Shopko parking lot since 2024.**

This year we celebrate **10 years** of a successful Market on Military and continue efforts to secure a permanent location.

920 Week



This is a new event started by Discover Green Bay as a 920 area code focused celebration designed to highlight local businesses through special deals, promotions, and events. Military Avenue contributed by creating exclusive Deal Books filled with coupons from

district businesses. We had a total of **29 Deal Books**, each containing **9 Market Bucks** and **8 BID business deals**, and a **38% pickup rate** after a Facebook contest to select the winners. All of our promotions help boost visibility for participating businesses and encourage community engagement. Overall participation was steady, with **eight businesses** offering a diverse set of deals, and a total of **97 Market on Military Bucks** redeemed—directly supporting local commerce and encouraging residents to shop within the district.

Our social media campaign included four posts, and a nine-day paid promotion. With a modest spend of **\$53.62** that generated **7,399 impressions**, **145 interactions**, and **33 new followers**. Engagement included **15 comments** and **12 shares**, reflecting growing digital visibility and audience interest. Our participating BID businesses benefited from tags on the social media efforts.



Merry on Military is a new event!

Merry on Military, held on Dec. 4th was a resounding success, even in challenging winter **2–5°F conditions**. Despite frigid temperatures the event drew an impressive turnout of approximately 100 participants. The reindeer loved the weather!

Community members shared overwhelmingly positive feedback, highlighting how meaningful it was to come together and celebrate the holiday season.

The event received **\$3,250 in sponsorships** from BID businesses, which played a key role in supporting programming, reindeer, and activities.

With the enthusiastic community response, our hope is to continue building Merry on Military into a cherished annual tradition! Thanks to BID business **Bay Area Diamond** for partnering with us and being the main sponsor for this festive event.

WINTER MARKET ON MILITARY

For the past three years the Winter Market on Military has been the **only** winter farmers market in Green Bay. That feeds to our proven **popularity and success**.



Since the beginning of the winter market, we have **activated vacant space in the district**. In turn, it usually gets rented and we must find another!

We have worked ourselves out of spaces ranging from a thousand square feet to 30,000 square feet in the former Office Depot. Our market has adapted from 80 vendors in 2024-2025 to only **30 vendors** starting in November at the smaller, second floor of BMO's building. We maintain a waitlist for vendors not able to participate as a full season vendor in our current location.



The Winter Market on Military sees attendance of **650-800 customers** on the first and third Saturdays from November to April.

What can you get at a winter market? We have meat, cheese, bakery, honey, prepared and processed foods, eggs, long lasting fall produce, and cold weather greens. "Value added" products made from in-season products that are processed and preserved, are great

sellers to keep our small business vendors going thru the winter. An apple can become so many other products like apple cider, apple chips, apple butter or sauce.

\$5,872 was spent in SNAP food support during the winter market, increasing sales for the small business vendors.

BUSINESSES ASSISTANCE AND BRANDING

Since 2014, when the Military Avenue Business Improvement District was formed, property values have continued to climb with an **increase of 25.5%** over the last 11 years. The bulk of that growth has been since 2022.

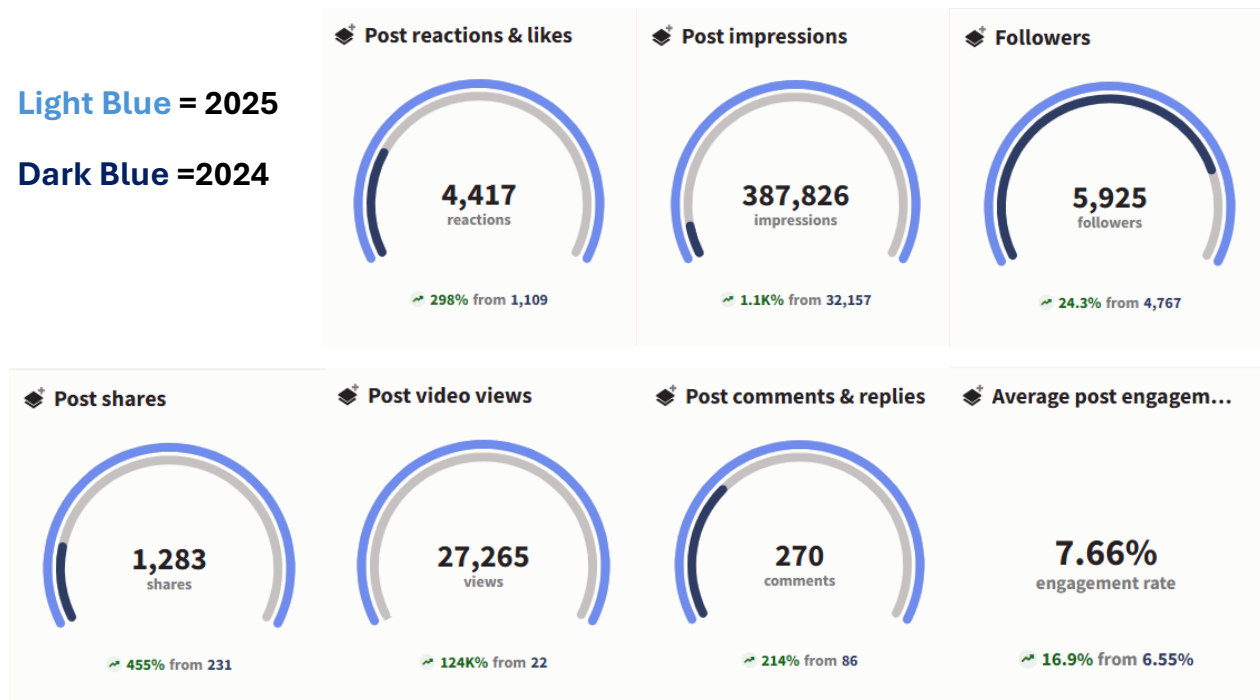
There is room for new development with near ready or shovel ready spaces at the formers GB Nursery, Shopko and Sears locations.

To aid business retention, we focused on increasing our social media presence and that of our BID businesses. A new part-time staff person worked on branding our area with consistent posting for our district.

Here are some graphs to show our **2025 Year in Review Social Media Analytics**

Light Blue = 2025

Dark Blue = 2024



With our data-driven social media success in 2025, Savana will be offering similar strategies for BID businesses. Development of consistent branding and timely postings is

necessary in today's marketing mix. Watch for this opportunity or ask Savana how she can help you. Connect@militaryave.org

VOLUNTEERS

In 2025, our amazing volunteers dedicated **598.5 hours** of service at the market and **90** hours of service at the Board meetings. Although their time is valued at **\$23,409**, the impact they make is truly beyond measure. Several volunteers have been with us for **over nine years**, offering not just their time but their heart, experience, and unwavering support.

We are grateful to every volunteer. They are the backbone of our work, and the reason we have continued to grow.



BUILDING THE FUTURE

What does the future of the Military Avenue Business Improvement District look like?

Military Avenue Inc. and Military Avenue BID Boards have continued to address our need for sustainability by fundraising for a space we now refer to as **Harvest Hall**.

We researched several spots within the district and settled on the best space being in Murphy Park and **partnering with the City of Green Bay**. For sustainability and the ability to grow our services, the shared, multi-use space in a park setting would house our offices, a large event room, a commercial kitchen, and a patio space overlooking the large park.



We formed a Capital Campaign Committee and continue to fundraise the building under Military Avenue, Inc. non-profit arm. Building and infrastructure costs are estimated to be

\$4.9 million. Once 75%-80% is secured, a public effort will be launched to meet the final needs.

Can you help build this neighborhood and west side Green Bay asset?

Please consider support of funds, in-kind supplies, foundation connections, or labor. Contact Leah at Director@militaryave.org for more information.

2025 BUDGET

Military Avenue, Inc. implements the work of the Military Avenue Business Improvement District. (BID) We are required to submit an Operating Plan to the City of Green Bay’s Plan Commission and Common Council each year. The City Attorney reviews and approves the plan based on State BID guidelines.

2025 Operating Plan

Revenues	Approved 2025
Planned BID Assessment Funds	\$109,714
Grants /Restricted Income	\$20,000
Event Funds/Sponsorships/EBT	\$20,000
Interest Income	\$1,500
Carry Over from 2022 audit/review	\$138,064
Total Revenue	\$287,084

Expenses

Staffing (1 FTE plus 2 PT or 1 FTE)	\$107,585
Operating Expenses rent, insurance, audit, accounting, supplies, etc.	\$19,160
Technology	\$2,400
Programs	
Design/Physical improvements	\$54,860
Street pole banners throughout district, Planter boxes winter and summer, throughout district weed control at medians and monument, monument sign Wi-Fi and operations at Lombardi and Military intersection, public amenities and branding across the district.	

Economic/Business Development	\$1,000
Business recruitment and support for current businesses.	
Events	\$15,100
Summer and Winter Market on Military, Small Business Saturday, Joint Advertising, EBT costs.	
Organization/ Marketing	\$8,800
Social media, marketing, advertising, website hosting, web security.	
Total Expenses	\$208,905
BALANCE	\$78,179

Each year we are “reviewed” by CLA as required by law. Preliminary year end budget was overspent for the first time as the NFL Draft expenses were not projected high enough. We maintain a positive balance in the BID. Copies of the review are available on request once completed.

We look forward to a safe and successful 2026!



Report to the
Green Bay Plan Commission

MEETING DATE

March 23, 2026

PREPARED BY

AGENDA ITEM # E.5

(CPA 26-02) Public Hearing on a request to amend the Go Big Green Bay 2050 Comprehensive Plan for 1696 Janice Avenue from future Multifamily Residential land use to Low Density Residential land use, submitted by Brad Rymer of Vierbicher on behalf of Landmark Real Estate and Development Inc., property owner (Ald. M. Eck, District 11).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

March 23, 2026

PREPARED BY

Dena Mooney, Staff

AGENDA ITEM # E.6

(CPA 26-02) Consideration with possible action on a request to amend the Go Big Green Bay 2050 Comprehensive Plan for 1696 Janice Avenue from future Multifamily Residential land use to Low Density Residential land use, submitted by Brad Rymer of Vierbicher on behalf of Landmark Real Estate and Development Inc., property owner (Ald. M. Eck, District 11).

BACKGROUND

Reason for Request: The proposed comprehensive plan amendment from Multifamily Residential to Low Density Residential would support a rezoning request from R3 Varied Density Residential to R1 Low Density Residential on this property.

Subject Parcels Zoning and Land Use:

R3 Varied Density Residential | Vacant

Surrounding Zoning and Land Uses:

North: Conservancy (CON) | Beaver Dam Creek Parkway

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

East: Low Density Residential (R1) | Vacant

West: Varied Density Residential (R3) | Multi-Family Residential, Vacant

Comprehensive Plan: The 2050 Go Big Green Bay Comprehensive Plan recommends multifamily residential land uses for this parcel. The purpose of this application is to amend the comprehensive plan to low density residential land uses.

Report: This request involves 1696 Janice Avenue, which is a 1.89-acre parcel located near the intersection of 9th and Janice Avenue on the City's west side. The parcel is vacant and is zoned R3 Varied Density Residential. Beaver Dam Creek Parkway and the adjacent vacant parcel to the east are both owned by the City of Green Bay. These properties contain a floodway and a floodplain. The floodway and floodplain do extend onto the subject parcel. With the addition of the floodway, floodway buffer, and the resulting reduction in the amount of buildable area, the property owner is requesting to use the parcel for single-family homes. In the R3 zoning district, a single-family home is permitted with a conditional use permit (CUP). While the applicant could apply for CUPs to build the homes, it was advised by staff that a rezoning of the parcel to R1 Single Family Residential would be the best course of action because of the project's scale. As with all rezoning applications, the future land use map was consulted. The Go Big Green Bay 2050 Comprehensive Plan identifies the parcel as Multifamily Residential. Multifamily Residential is defined as follows:

Multifamily Residential areas consist of residential structures containing multiple dwelling units, typically stacked vertically with a shared entrance, and located near good traffic access. This land use includes apartment buildings with four or more units and can be configured for senior living. New Multifamily Residential development should include amenities such as ground floor commercial areas, common open space, and private recreational facilities.

The proposed use of single-family homes does not fit within the Multifamily Residential land use designation. The appropriate future land use designation would be Low Density Residential. Low Density Residential is defined as follows:

Low Density Residential areas consist of single-family buildings occupying individual lots as well as some single-family attached homes, including duplexes, townhomes, and accessory dwelling units. Low Density Residential may also include small-scale multifamily when designed to meet the built form and density compatible with the surrounding neighborhood. This land use classification is intended to highlight areas that exhibit a lower-density residential scale and larger landscaping frontages. Low Density Residential areas are the most common land use type in Green Bay, extending across the entire City.

The future land use designation of Low Density Residential does not limit development of the property to only single-family homes. The designation would allow opportunities for duplexes, townhomes, and even small-scale multifamily developments. Furthermore, the proposed use of single-family residential in what is a predominately multifamily neighborhood encourages housing diversity as promoted in the 2050 Go Big Green Bay Comprehensive Plan. Because of this, staff is supportive of the comprehensive plan amendment to Low Density Residential.

For the applicant to achieve their goals in conformance with the city zoning code, a comprehensive plan amendment from Multifamily Residential to Low Density Residential must occur first, followed by a zoning action to rezone the parcels from R3 Varied Density Residential to R1 Low-Density Residential (ZP 26-04 on this agenda). The decision made on this item should be the same decision made on the zone change request.

Ald. Eck and neighbors within 200 feet have been noticed of the meeting based on Plan Commission policy. No comments have been received as of the drafting of this report.

RECOMMENDATION

Approval of the request.

FISCAL IMPACT

ATTACHMENTS

1. CPA 26-02 Application_redacted
2. CPA 26-02 Map
3. CPA 26-02 Narrative
4. CPA 26-02 Layout reduced
5. CPA 26-02 FLU Exhibit



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
planning@greenbaywi.gov
www.greenbaywi.gov

Location of Property: 1696 JANICE AVE, CITY OF GREEN BAY 54304

Parcel Number(s): 6-199-A

Petitioner(s): Brad Rymer Date: 02/25/2026

Email: [REDACTED] Phone Number: [REDACTED]

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

Property Owner: LANDMARK REAL ESTATE AND DEV. INC 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, Brad Rymer, 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)
- Planned Unit Development (PUD)/New (\$600.00 Review Fee)
- Planned Unit Development (PUD)/Amendment (\$250.00 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 (\$200.00 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)
- Public Utility Easement Acceptance or Discontinuance (\$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)
- Comprehensive Plan Amendments (\$375.00 Review Fee)
- Other (\$200.00 Administration Fee): _____

Owner Signature: [Signature] Date: 2-26-26

Petitioner Signature(s): [Signature] 2-26-26

Checklist of required attachments:

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

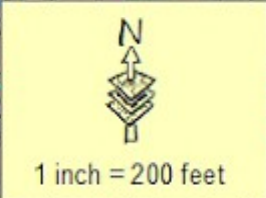
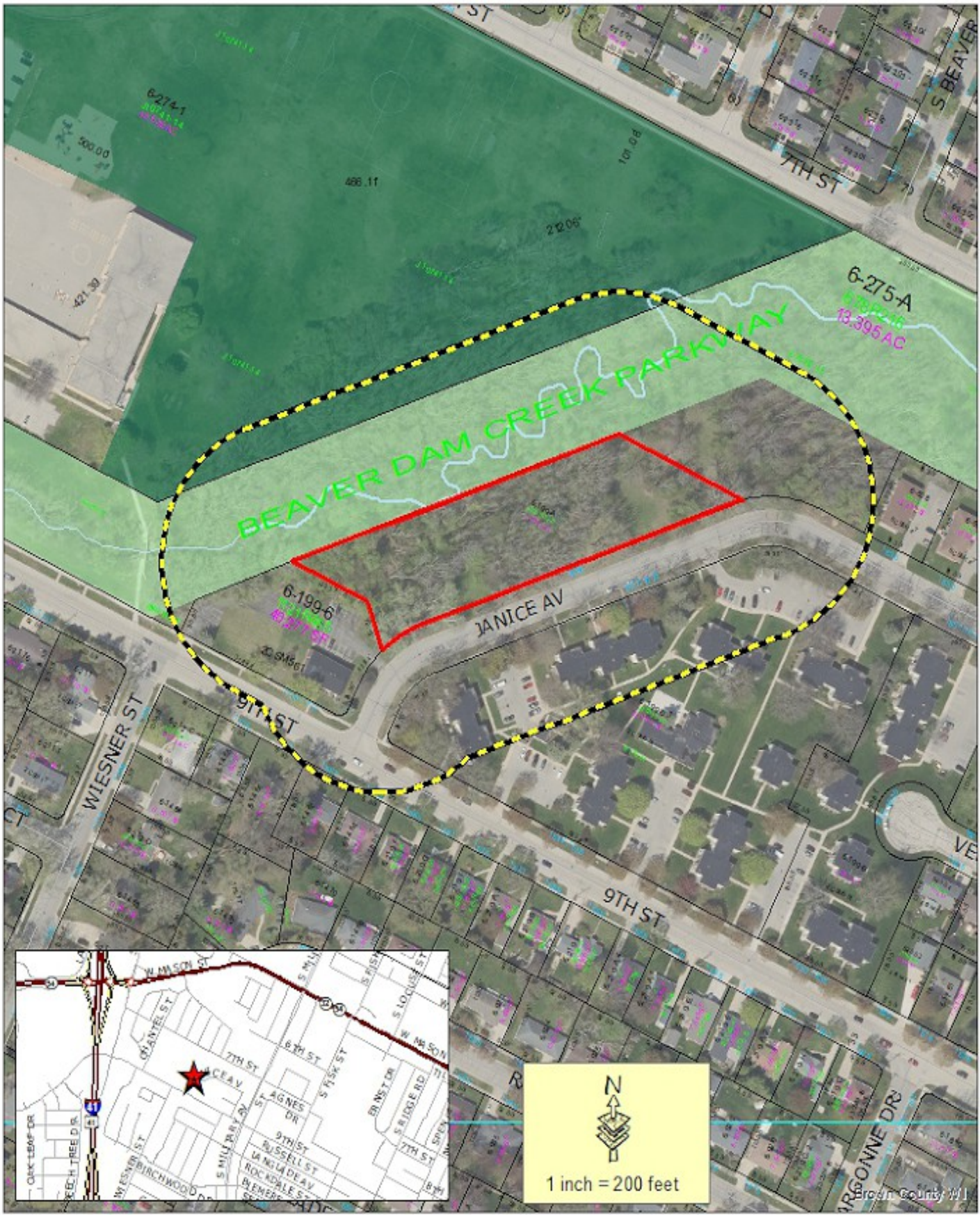
You must meet with Planning staff prior to submission. View City of Green Bay Actions Guide for Rezone, CUP and PUD guidelines - <https://www.greenbaywi.gov/ActionsGuide>

For office use only:

Review Fee: _____

Receipt No.: _____

Zoning Petition No.: _____



- Subject Area
- 200' Property Owner Notice

(ZP 26-04 and CPA 26-02)
Rezone & Comprehensive Plan
Amendment at
1696 Janice Avenue



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.

Project Narrative: Comprehensive Plan Amendment & Rezoning Request

Property Location: 1696 Janice Ave, Green Bay, WI 54304

Parcel Number: 6-199-A

Current Zoning: R-3 (Varied Density Residential)

Proposed Zoning: R-1 (Single-Family Residential)

Current Future Land Use: Multi-Family Residential

Executive Summary

The applicant is requesting a Comprehensive Plan Amendment and a Map Amendment to rezone Parcel 6-199-A from R-3 to R-1. While the city's current long-range plan envisions high-density multi-family use for this corridor, a detailed site analysis reveals that the subject property is uniquely constrained by significant **Environmentally Sensitive Areas (ESA)** and **floodplain designations**.

The proposed "**Layout**" clearly illustrates the significant constraints that the ESA and floodplain place on the property, limiting the developable footprint. The remaining buildable areas are best suited for a high-quality, 7-lot single-family residential pocket that preserves the natural landscape while adding to the city's owner-occupied housing stock

Justification for Rezone and Plan Amendment

1. Environmental Stewardship and Site Feasibility The primary driver for this request is the property's physical topography and environmental profile. As shown in the attached proposed plat, a substantial portion of the northern and eastern acreage is encumbered by floodplain and ESA setbacks.

- **Impact of Constraints:** The "Vierbicher Layout" provides a transparent view of how the ESA and floodplain boundaries dictate the available building area.
- **R-1 Suitability:** The identified "buildable envelopes" for Lots 1 through 7 are appropriately sized for standard single-family homes with 2-3 car attached garage
- **Natural Buffer:** This lower-intensity use provides a natural buffer between the existing urban fabric and the protected environmental zones.

2. Compatibility and Neighborhood Character While the immediate adjacent parcels are not currently zoned R-1, the requested R-1 designation is highly compatible with the existing neighborhood "feel."

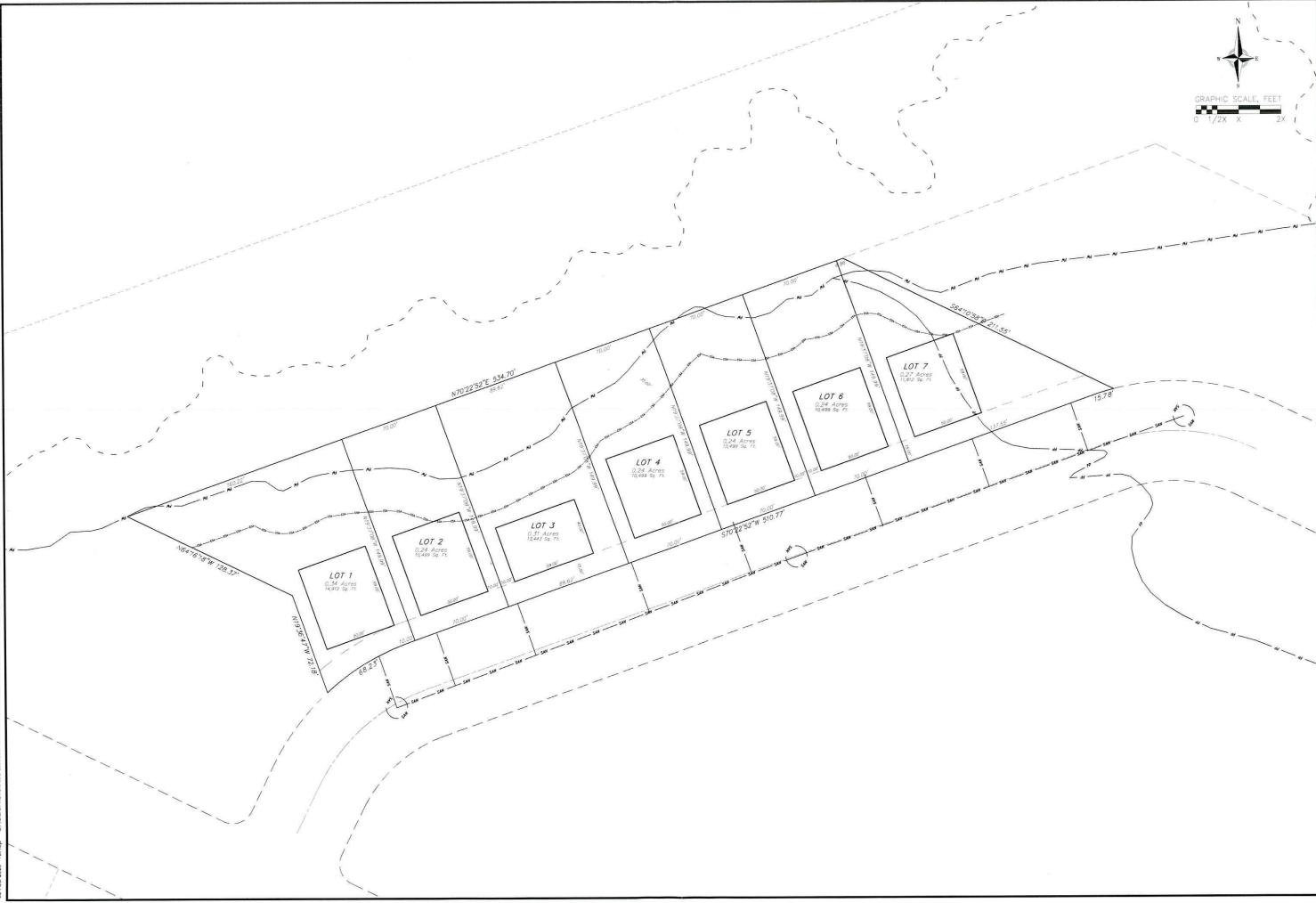
- **Proximity to R-1:** Traditional single-family residential zoning exists less than 300 feet to the south of this parcel.
- **Logical Transition:** Extending this character to the 1696 Janice Ave site creates a cohesive residential transition between the neighboring public school property and the existing multi-family developments in the area.
- **Traffic and Infrastructure:** R-1 development significantly reduces the potential traffic impact on Janice Ave compared to a full-scale R-3 multi-family complex, utilizing existing infrastructure more efficiently and maintaining the quiet character of the street.

3. Consistency with Green Bay City Code This request aligns with the intent of the Green Bay Code of Ordinances regarding residential transitions:

- **Preserving Natural Resources:** Per city standards for Environmentally Sensitive Areas, the R-1 layout minimizes impervious surface ratios, allowing for better stormwater management and protection of the natural drainage-way shown on the plat.
- **Promoting Quality Housing:** The proposed 7-lot subdivision provides an opportunity for high-quality, market-rate single-family homes, filling a critical gap in the Green Bay housing market for new construction within established city limits.

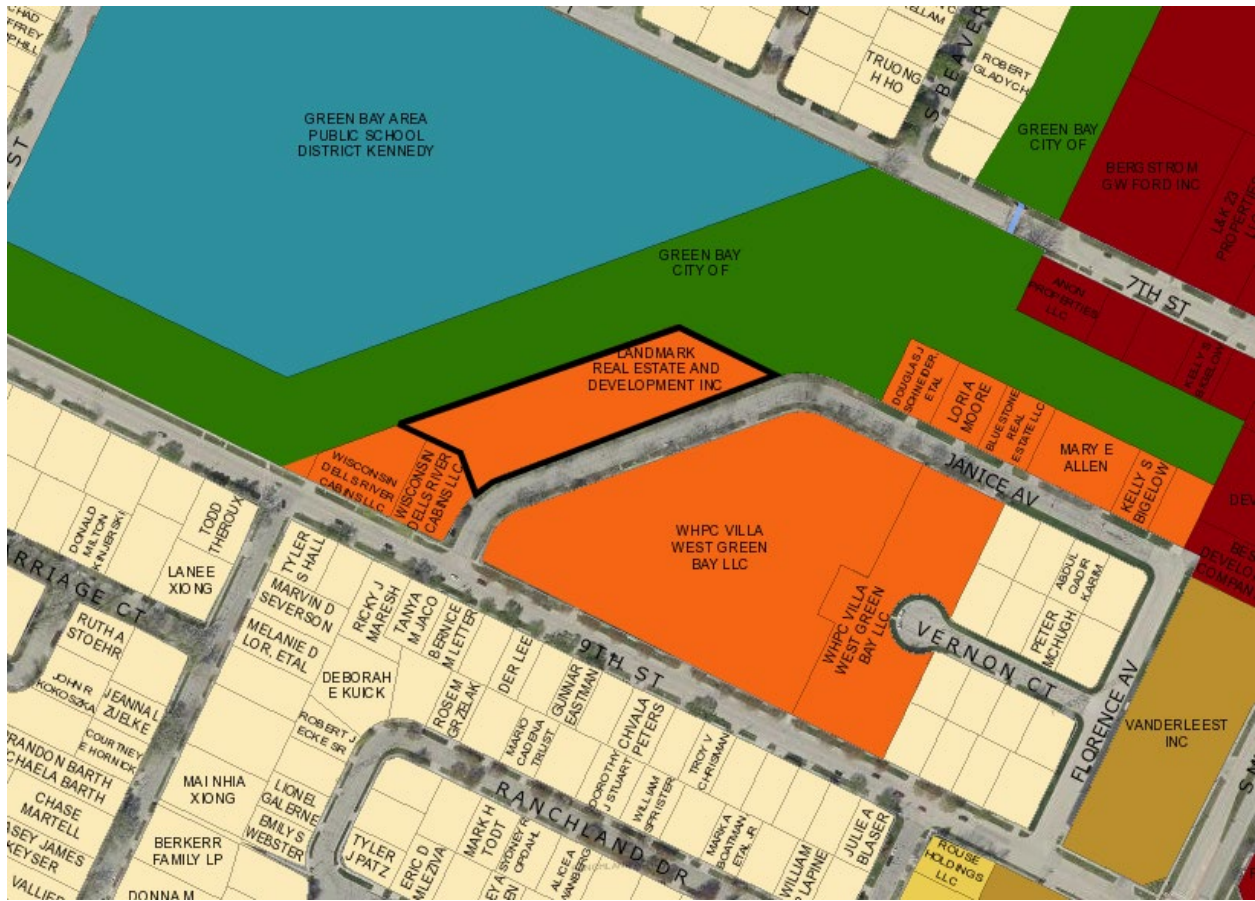
Conclusion

The shift from R-3 to R-1 represents a "**Highest and Best Use**" approach that respects the environmental limitations of the land. By acknowledging the constraints shown in the "Vierbicher Layout," we are proposing a site-sensitive design that replaces a high-density concept with a viable, attractive, and sustainable single-family neighborhood.



REVISIONS		REVISIONS		REVISIONS		REVISIONS	
NO.	DATE	NO.	DATE	NO.	DATE	NO.	DATE

DATE	###/###/###
DRAWN	###
CHECKED	###
PROJECT NO.	###
SHEET	###/###



Future Land Use

- Low Density Residential
- Mixed Residential
- Multifamily Residential
- Neighborhood Commercial
- Regional Commercial
- Mixed-Use
- Downtown
- Office and Business Park
- Light Industrial
- General Industrial and Manufacturing
- Public and Semi-Public
- Parks
- Conservation Areas and Private Open Spaces





Report to the
Green Bay Plan Commission

MEETING DATE

March 23, 2026

PREPARED BY

AGENDA ITEM # E.7

(ZP 26-04) Public Hearing on a request to rezone property located at 1696 Janice Avenue from Varied Density Residential (R3) to Low-Density Residential (R1), submitted by Brad Rymer of Vierbicher on behalf of Landmark Real Estate and Development Inc., property owner (Ald. M. Eck, District 11).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

March 23, 2026

PREPARED BY

Dena Mooney, Staff

AGENDA ITEM # E.8

(ZP 26-04) Consideration with possible action on a request to rezone property located at 1696 Janice Avenue from Varied Density Residential (R3) to Low-Density Residential (R1), submitted by Brad Rymer of Vierbicher on behalf of Landmark Real Estate and Development Inc., property owner (Ald. M. Eck, District 11).

BACKGROUND

Reason for Request: The proposed rezoning from R3 Varied Density Residential to R1 Low Density Residential would allow single family homes as a permitted use along with all other uses in the R1 Low Density District on this property.

Subject Parcels Zoning and Land Use:

R3 Varied Density Residential | Vacant

Surrounding Zoning and Land Uses:

North: Conservancy (CON) | Beaver Dam Creek Parkway

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

East: Low Density Residential (R1) | Vacant

West: Varied Density Residential (R3) | Multi-Family Residential, Vacant

Comprehensive Plan: The 2050 Go Big Green Bay Comprehensive Plan recommends multifamily residential land uses for this parcel. A Comprehensive Plan Amendment is proposed on this agenda (CPA 26-02) to change the future land use designation to low density residential land uses. This rezoning is consistent with that recommendation.

Report: This request involves 1696 Janice Avenue, which is a 1.89-acre parcel located near the intersection of 9th and Janice Avenue on the City's west side. The parcel is vacant, zoned R3 Varied Residential, and has a future land use designation of multifamily residential. Beaver Dam Creek Parkway and the adjacent vacant parcel to the east are both owned by the City of Green Bay. These properties contain a floodway and a floodplain. The floodway and floodplain do extend onto the subject parcel. With the addition of the floodway, floodway buffer, and the resulting reduction in the amount of buildable area, the property owner is requesting to use the parcel for single-family homes. In the R3 zoning district, a single-family home is permitted with a conditional use permit (CUP). While the applicant could apply for CUPs to build the homes, it was advised by staff that a comprehensive plan amendment and rezoning of the parcel to R1 Single Family Residential would be the best course of action because of the project's scale.

Because this is a rezoning, all uses within the R1 district must be considered. Other allowed uses and the regulations in the R1 district are appropriate for this parcel, especially considering the recent housing affordability zoning code changes permits more density in the R1 district than previously allowed. Furthermore, the proposed use of single-family residential in what is a predominately multifamily neighborhood encourages housing diversity as promoted in the 2050 Go Big Green Bay Comprehensive Plan.

Because of this, staff is supportive of the rezoning to R1.

Ald. Eck and neighbors within 200 feet have been noticed of the meeting based on Plan Commission policy. No comments have been received as of the drafting of this report.

RECOMMENDATION

Approval of the request.

FISCAL IMPACT

ATTACHMENTS

1. ZP 26-04 Application_redacted
2. ZP 26-04 Map
3. ZP 26-04 Narrative
4. ZP 26-04 Layout reduced
5. Sec. 44_552.____Principal_uses_for_the_residential_districts. (3)



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
planning@greenbaywi.gov
www.greenbaywi.gov

Location of Property: 1696 JANICE AVE, CITY OF GREEN BAY 54304

Parcel Number(s): 6-199-A

Petitioner(s): Brad Rymer Date: 02/25/2026

Email: [REDACTED] Phone Number: [REDACTED]

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

Property Owner: LANDMARK REAL ESTATE AND DEV. INC 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, Brad Rymer, 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)
- Planned Unit Development (PUD)/New (\$600.00 Review Fee)
- Planned Unit Development (PUD)/Amendment (\$250.00 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 (\$200.00 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)
- Public Utility Easement Acceptance or Discontinuance (\$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)
- Comprehensive Plan Amendments (\$375.00 Review Fee)
- Other (\$200.00 Administration Fee): _____

Owner Signature: [Signature] Date: 2-26-26

Petitioner Signature(s): [Signature] 2-26-26

Checklist of required attachments:

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

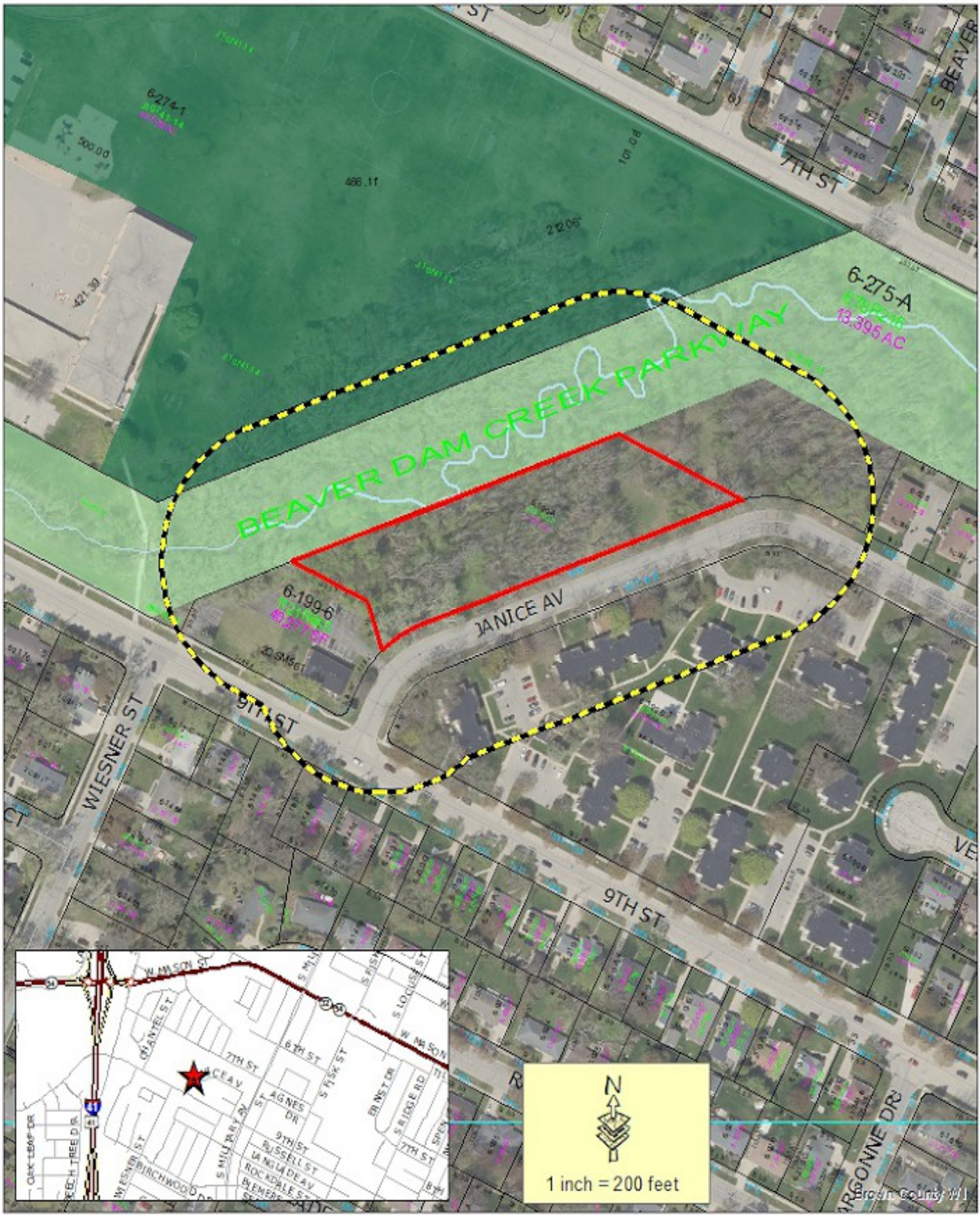
You must meet with Planning staff prior to submission. View City of Green Bay Actions Guide for Rezone, CUP and PUD guidelines - <https://www.greenbaywi.gov/ActionsGuide>



For office use only:

Review Fee: _____

Receipt No.: _____

Zoning Petition No.: _____



-  Subject Area
-  200' Property Owner Notice

(ZP 26-04 and CPA 26-02)
Rezone & Comprehensive Plan
Amendment at
1696 Janice Avenue



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Project Narrative: Comprehensive Plan Amendment & Rezoning Request

Property Location: 1696 Janice Ave, Green Bay, WI 54304

Parcel Number: 6-199-A

Current Zoning: R-3 (Varied Density Residential)

Proposed Zoning: R-1 (Single-Family Residential)

Current Future Land Use: Multi-Family Residential

Executive Summary

The applicant is requesting a Comprehensive Plan Amendment and a Map Amendment to rezone Parcel 6-199-A from R-3 to R-1. While the city's current long-range plan envisions high-density multi-family use for this corridor, a detailed site analysis reveals that the subject property is uniquely constrained by significant **Environmentally Sensitive Areas (ESA)** and **floodplain designations**.

The proposed "**Layout**" clearly illustrates the significant constraints that the ESA and floodplain place on the property, limiting the developable footprint. The remaining buildable areas are best suited for a high-quality, 7-lot single-family residential pocket that preserves the natural landscape while adding to the city's owner-occupied housing stock

Justification for Rezone and Plan Amendment

1. Environmental Stewardship and Site Feasibility The primary driver for this request is the property's physical topography and environmental profile. As shown in the attached proposed plat, a substantial portion of the northern and eastern acreage is encumbered by floodplain and ESA setbacks.

- **Impact of Constraints:** The "Vierbicher Layout" provides a transparent view of how the ESA and floodplain boundaries dictate the available building area.
- **R-1 Suitability:** The identified "buildable envelopes" for Lots 1 through 7 are appropriately sized for standard single-family homes with 2-3 car attached garage
- **Natural Buffer:** This lower-intensity use provides a natural buffer between the existing urban fabric and the protected environmental zones.

2. Compatibility and Neighborhood Character While the immediate adjacent parcels are not currently zoned R-1, the requested R-1 designation is highly compatible with the existing neighborhood "feel."

- **Proximity to R-1:** Traditional single-family residential zoning exists less than 300 feet to the south of this parcel.
- **Logical Transition:** Extending this character to the 1696 Janice Ave site creates a cohesive residential transition between the neighboring public school property and the existing multi-family developments in the area.
- **Traffic and Infrastructure:** R-1 development significantly reduces the potential traffic impact on Janice Ave compared to a full-scale R-3 multi-family complex, utilizing existing infrastructure more efficiently and maintaining the quiet character of the street.

3. Consistency with Green Bay City Code This request aligns with the intent of the Green Bay Code of Ordinances regarding residential transitions:

- **Preserving Natural Resources:** Per city standards for Environmentally Sensitive Areas, the R-1 layout minimizes impervious surface ratios, allowing for better stormwater management and protection of the natural drainage-way shown on the plat.
- **Promoting Quality Housing:** The proposed 7-lot subdivision provides an opportunity for high-quality, market-rate single-family homes, filling a critical gap in the Green Bay housing market for new construction within established city limits.

Conclusion

The shift from R-3 to R-1 represents a "**Highest and Best Use**" approach that respects the environmental limitations of the land. By acknowledging the constraints shown in the "Vierbicher Layout," we are proposing a site-sensitive design that replaces a high-density concept with a viable, attractive, and sustainable single-family neighborhood.

Sec. 44-552. Principal uses for the residential districts.

- (a) *In general.* Table 44-1, Principal Uses in the Residential Districts, lists all permitted and conditional uses allowed in the residential districts.
- (b) *Permitted uses.* Uses specified with a "P" are permitted in the district or districts where designated, provided that the use complies with all other applicable provisions of this chapter. Persons wishing to establish or modify a permitted use, excluding single-family residential uses, shall obtain a zoning certificate for such use as specified in Article II of this chapter, Administration.
- (c) *Conditional uses.* Uses specified with a "C" are allowed as a conditional use in the district or districts where designated, provided that the use complies with all other applicable provisions of this chapter. Persons wishing to establish or expand a conditional use shall obtain a conditional use permit for such use as specified in Article II of this chapter, Administration. Condominiums are permitted in all residential districts per Wis. Stats. Ch. 703.
- (d) *Prohibited uses.* Any use not listed as either "P" (permitted) or "C" (conditional) in a particular district or any use not determined by the Zoning Administrator to be substantially similar to a use listed as permitted or conditional shall be prohibited in that district. Such determination shall be made in the manner provided for in Article II of this chapter, Administration, governing determination of substantially similar uses.
- (e) *Specific development standards.* Permitted and conditional uses specified with an "x" under the Specific development standards column shall be subject to the standards identified in Article XVI of this chapter, Land Use Development Standards.

Table 44-1. Principal Uses in the Residential Districts

Use	District				Dev. Stds.
	R-1	R-2	R-3	RR	
Residential Uses					
Dwellings					
Single-family dwelling, detached	P	P	C	P	x
Two-family dwelling - duplex (upper/lower)	P	P	P	-	x
Two-family dwelling - semi-detached (side-by-side)	P	P	P	-	x
Single-family attached dwelling, townhouse	C	C	P	—	x
Multiple-family dwelling, three or four units	C	C	P	—	x
Multiple-family dwelling, more than four units	—	—	P	—	
Accessory dwelling unit (ADU)	C	C	C	C	x
Live-work unit	C	C	C	P	x
Short-term rentals (STRs)	P	P	P	P	x
Congregate Living					
Rooming house, boarding house	C	C	P	—	x
Community living arrangement:					
Serving three to eight persons	P*	P*	P*	P*	x
Serving nine to 15 persons	—	—	P*	—	x
Serving 16 or more persons	—	—	C	—	x
Dormitory	C	C	P	—	x
Fraternity, sorority house	C	C	P	—	x
Convent, monastery, seminary	C	C	P	—	x
Nursing home, assisted living	C	C	P	—	x
Transitional facility	—	—	C	—	

	*A conditional use permit may be required for community living arrangement uses per the development standards (Section 44-1581)						
Educational Uses							
	Adult daycare home	P	P	P	P		x
	Family daycare home (8 or fewer children)	P	P	P	P		x
	Group daycare center, preschool (9 or more children)	—	—	P	—		x
Institutional and Civic Uses							
	Cemetery	C	C	C	P		
	Community center, neighborhood center	C	C	C	—		x
	Cultural institution	C	C	C	—		x
	Existing Library *	C	P	P	—		x
	Religious institution, place of worship	C	P	P	C		x
	Public park, playground, recreation center	P	P	P	P		
	Existing School, elementary or secondary*	C	C	C	—		x
	Community gardens	P	P	P	P		x
	*"Existing" means those elementary and secondary schools and libraries existing and in operation prior to the effective date of the Zoning Code: August 19, 2006						
Commercial and Production Uses							
	Bed and breakfast	C	C	P	C		x
	Personal service (< 5,000 sq. ft. in floor area)	C	C	C	—		x
	General retail sales (< 5,000 sq. ft. in floor area)	C	C	C	—		x
	Outdoor commercial recreation	—	—	—	C		x
	Agriculture	—	—	—	P		
	Campground	—	—	—	P		x
Public Service and Utility Uses							
	Public safety/service facility	P	P	P	P		x
	Telecommunication tower, wireless communication facility	—	C	C	C		x
	Utility buildings and substations	C	C	C	C		x

Note: P = Permitted Use; C = Conditional Use.

(Code 1984, § 13.602; Ord. No. 23-06; Ord. No. 34-09; Ord. No. 1-10; Ord. No. 10-15; Ord. No. 20-16; Ord. No. 10-18, § 4, 6-19-2018; Ord. No. 29-25, § 1, 12-2-2025)



Report to the
Green Bay Plan Commission

MEETING DATE

March 23, 2026

PREPARED BY

AGENDA ITEM # E.9

(ZP 26-03) Public Hearing on a request for a Planned Unit Development for Library, Other Semi-Public Uses and surface parking for property located at 515 S Pine Street and 201 N Monroe Avenue, submitted by Dan Teaters of Brown County, applicant and property owner (Ald. A. Proffitt, District 7).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

March 23, 2026

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.10

(ZP 26-03) Consideration with possible action on a request for a Planned Unit Development for Library, Other Semi-Public Uses and surface parking for property located at 515 S Pine Street and 201 N Monroe Avenue, submitted by Dan Teaters of Brown County, applicant and property owner (Ald. A. Proffitt, District 7).

BACKGROUND

Reason for Request: Brown County is seeking to redevelop sites at 515 Pine and 201 N Monroe. The County is seeking to remodel the Central Library and add an addition to the building by creating the Grounded Café in conjunction with moving the Brown County Aging and Disability Resource Center (ADRC) and Job Center to the existing Library site. Additionally, the county seeks to create a new, reconstructed surface parking lot across the street from the Central Library to create 54 parking stalls and raze the existing abandoned bank building on the southern portion of the property. The proposed PUD is utilized to allow the promotion of integrated land uses, allowing for a mixture of potential residential, commercial, and public facilities along corridors and in transitional areas and the provision of more adequate, usable, and suitably located open space, recreational amenities, and other public facilities than would otherwise be provided under conventional land development techniques.

Subject Parcel Zoning and Land Use:

The properties are the existing Brown County Library (515 Pine Street) and a former bank building (201 N Monroe). The library is zoned PI Public Institutional and 201 N Monroe is zoned Downtown (D1).

Surrounding Zoning and Land Uses:

North: Downtown (D2) | Office building

South: Downtown (D1) | Motel

West: Downtown (D1) | Child care facility, surface parking, structured parking, multi-use multi-story building

East: Downtown (D1) | Retail, restaurant, and surface parking

Comprehensive Plan: The 2050 Go Big Green Bay Comprehensive Plan currently denotes the parcel as Downtown for future uses. The existing library use, proposed additions to the library, and downtown zoning classification fit within the Comprehensive Plan.

Report: Brown County owns two parcels in Downtown Green Bay at 515 Pine Street and 201 N Monroe. 515 Pine Street is the Brown County Central Library and 201 N Monroe is a former bank site which currently does not have a use, but the physical building and surface parking remains on site.

Brown County is seeking to expand the uses and footprint of the Central Library by adding and remodeling space for the library use and adding semi-public users such as the ADRC and Job Center to the building. The County seeks to expand the footprint of the building to the corner of N Monroe and Pine by moving the Grounded Café to this site in conjunction with the ADRC relocation.

Other site improvements request the addition of extra parking stalls and a drive entrance along the northern edge of the parcel to N Madison Street.

Brown County is seeking to create a brand-new reconstructed surface parking lot in the northern 190 feet of 201 N Monroe, raze the existing abandoned building, and seed for grass for the remaining southern portion of the site. This transition will allow for Brown County to meet parking expectations for the additional users at the Central Library site and encourage redevelopment of the site in the future. In its application, Brown County presented two options for reconstruction of the site. One option included surface parking for the whole of the parcel. A second option called for 58 stalls to be created on the north side of the property, the building to be razed, and grass/landscaping to occur for the remainder of the parcel. Staff feels the option with reduced parking is the better of two options to consider achieving the short-term goals of creating additional parking for the additional facilities and uses in the Central Library building, while seeking to create measured investment for surface parking facilities at the site and encourage medium-term planning for higher intensity, mixed-use development which could include structured, shared parking, which could meet the goals of the County for the library, ADRC, and Job Center uses.

The base zoning for 201 N Monroe remains Downtown (D1). The PUD would not need to be amended if a future land use which meets D1 use and design characteristics were to be pursued in the future. Staff feels it is in the best interest of the city and county to market the site to find higher-intensity, mixed-use developments for the parcel. The county feels they must have a total of 100 parking stalls for county needs at the site.

Land use development techniques which exceed code:

515 Pine Street

- Creation of a parking aisle which does not have a landscaped island after 15 consecutive stalls. The county seeks to create a row of parking which is proposed to have 31 consecutive stalls. The county seeks to create accessible parking stalls near the midpoint of the row of parking, near the northern entrance of the building.
- Allowance for a five (5) foot parking throat to the parking lot off Monroe. This meets existing conditions, but will not need to meet the 18 standard in the existing code.

201 N Monroe

- Allowance for a 10-foot parking throat to the parking lot off Monroe and a five (5) foot parking throat off the alley to parking.
- Allowance for a surface parking lot as a principal use for the north 190 feet of the parcel in conjunction with use of the Central Library building. The southern 25 feet of said 190 feet is to be granted as shared driveway ingress-egress for the southern development of the parcel if the entirety of the parcel does not get redeveloped in the future.

Additionally, the concept plans provided by Brown County note for on-street parking along Pine Street to accommodate angled parking in front of the main entrance to the Central Library. This could create upwards of 20 parking stalls, eight (8) angled parking stalls, and eight (8) parallel parking stalls on the south side of Pine Street. This Planned Unit Development does not address specific street configurations, but does acknowledge the request made by Brown County to facilitate more parking on Pine Street and create design standards such as bump outs and curb extensions along Pine Street.

Ald. Proffitt and neighbors within 400 feet have been notified of the meeting based on Plan Commission policy. As of the writing of this report, staff has not received any comment from neighbors.

RECOMMENDATION

Approval of the request to create a Planned Unit Development.

FISCAL IMPACT

ATTACHMENTS

1. ZP 26-03 Application Cover Sheet Redacted
2. ZP 26-03 Application and Narrative
3. ZP 26-03 Draft PUD Update 032326



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: 515 Pine Street & 201 N Monroe Avenue

Parcel Number(s): 11-188 & 11-263

Petitioner(s): Brown County Date: 2/20/2026

Email: ---- Phone Number: 920 448-4436 Address: 305 E Walnut Street

City: Green Bay State: WI Zip: 54305 Property Owner: Brown County

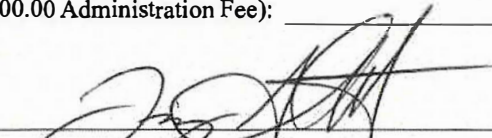
Phone Number: 920 448-4436

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, Dan Teaters on behalf of Brown County, 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)
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- Discontinue a Public Utility Easement (\$200.00 Administration Fee)
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- 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)
- Comprehensive Plan Amendments (\$275.00 Review Fee)
- Other (\$200.00 Administration Fee): _____

Owner Signature:  Date: 2/19/26

Petitioner Signature(s): Dan Teaters Digitally signed by Dan Teaters. Date: 2026.02.19 14:09:57 -0600

- 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.: _____



305 E. WALNUT STREET, ROOM 320
 P.O. BOX 23600
 GREEN BAY, WISCONSIN 54305-3600

DAN TEATERS

PHONE (920) 448-6480 FAX (920) 448-4487
 WEB SITE www.browncountywi.gov/planning

PLANNING DIRECTOR

MEMORANDUM

DATE: February 19, 2026
TO: City of Green Bay, Planning Department
FROM: Dan Teaters, Planning Director/MPO Director, Brown County
RE: Application for a Planned Unit Development – Brown County Central library

Introduction: Brown County is seeking approval of a Planned Unit Development (PUD) to enable the Third on the Square project to become a reality. The PUD request is necessary to accommodate the expansion of services that will be housed within the Central Library. This includes repurposing the north half of the property located at 201 N Monroe Avenue to allow surface level parking as a primary. The surface level parking will accommodate expanded uses at the Brown County Central Library across the street. The request also includes reductions to parking stall size requirements for on-street parking on Pine Street and reduced building setbacks for the Third on the Square addition on the southeast corner of the library building.

Property Description: The property included in the PUD request is described as 515 Pine Street (parcel 11-263) and 201 N Monroe Ave. (parcel 11-188).

Parcel	Size	Current Zoning	Description
11-188	1.209 Acres or 52,690 SQ FT	D1-Downtown One	PLAT OF NAVARINO LOTS 541-542 & 543 ALSO LOTS 520, 521 & 522
11-263	1.654 Acres or 72,038 SQ FT	PI-Public Property / Institutional	LOT 1 OF 4 CSM 513 BNG PART OF LOTS 145 THRU 150 & BNG PRT VAC ALLEY & ALL OF LOTS 389, 390, 391 & 392 EX 1024 R 523 & PART DESC IN 908 R 113 OF LOTS 148, 149 & 150 & VAC ALLEY ADJ PLAT OF NAVARINO & LOT H OF H K HAGAMEISTERS SUBD OF LOTS 147, 148 & 149 NAVARINO



Background:

After several decades of use as a bank, the building at 201 N. Monroe Ave. is now vacant and facing costly repairs. As the owner, Brown County has assessed reactivation of the site with a variety of different tenants as well as issuing an RFP for redevelopment of the site. Those efforts have shown that the site, despite its convenient and visible location downtown, poses several challenges that have been discussed with City of Green Bay staff.

Brown County has a vision for the Central Library and the former Bank Mutual site that can work with the City of Green Bay's comprehensive plan. The County is actively taking steps that will move the Brown County Aging and Disability Resource Center (ADRC) and Grounded Café into the Brown County Central Library. The planned renovations that enable these entities to move into this space illustrates Brown County's continued commitment to these important community resources maintaining their presence in Downtown Green Bay. After a lengthy assessment of the Central Library site and understanding the challenges of redeveloping the former Bank Mutual site, the central issue that the County needs addressed in order for this investment into Downtown to come to fruition is the inclusion of safe and convenient parking.

With direction from City of Green Bay staff, Brown County determined that the best approach to addressing the many facets of this project is requesting a PUD that covers the Central Library and the north half of the former Bank Mutual parcel. The PUD will enable the uses and future building alterations that are necessary to support this project. The following sections of this PUD request provide a description of the various components of this project that will need to be addressed.

Central Library Building & Site Alterations

To enable the ADRC and Grounded Café to move into the Central Library building, drastic changes will need to occur to the interior and exterior of the building. Brown County staff, alongside administration, are developing plans to create office space for the ADRC and will need to design a first-floor addition on the southeast corner of the Library for the new Grounded Café. The site changes are discussed in more detail below.

A conceptual site plan for the library site is provided herein as Exhibit A. In addition to the site plan, there are additional concept renderings attachments to provide context for the expected changes to the interior of the Library*.

Grounded Café alterations

The Grounded Café is expected to move into a new, approximately 3500 square-foot addition, as noted in Exhibit A. The addition will include a larger kitchen and interior dining space as well as a small patio area on the exterior of the building adjacent to the existing sidewalk on Pine Street and Monroe Avenue. It is expected that the more visible location on an active corner in the Downtown will encourage more people to visit Grounded Café.

Library parking lot alterations

In an attempt to improve vehicular circulation and maximize parking on-site, this project includes creating a new driveway and additional parking spaces on the NW corner of the library site. The new driveway and addition of thirteen (13) parking spaces, including 2 ADA van accessible spaces, will improve traffic flow on site, offset seven (7) parking spaces and the driveway access on Pine Street that will be lost due to the addition of the Grounded Café, and improve ADA conditions.

*Disclaimer: Any/all renderings provided herein that depict the interior of the library space are in a conceptual stage and may change as the project evolves.

Former Bank Mutual Site

The former Bank Mutual site, south of the library, will be linked to the Library via this PUD to provide the necessary customer parking for the increased number of services that will be provided at that location. To create the amount of parking sufficient to support the ADRC, Library, Job Center, and Grounded Café, the existing building will need to be razed, and the north half of the site will be prepared for a parking lot as depicted in Exhibit B.

North half parking

The proposed parking lot depicted in Exhibit B would act as the primary use on the north half of the site while the south half of the site will remain vacant. The parking lot design includes a total of fifty-four (54) stalls including a minimum of two (2) parking stalls that meet ADA requirements with an option to provide four (4) more if desired. The parking lot design also includes a walkway with pedestrian striping across drive aisles. All driveway throats meet the minimum ten (10) foot depth required and the site is surrounded by the required minimum five (5) foot vegetated buffer. Additionally, as seen in Exhibit B, the existing driveway access point on Monroe Avenue would shift south approximately seventy (70) feet. Realigning the driveway will allow for parking to be maximized while still providing access to both the north and south half of the lot. Considering the potential for all of the County owner property on this block to be part of a large redevelopment project, the County would designate this as mutual access for the property if it were ever to be split in the future.

On-Street Parking Alterations

As is the theme throughout this PUD request, the need to maximize parking for ADRC, Library, Job Center, and Grounded Café patrons extends beyond the parking spaces being created on the north half of the former Bank Mutual site and the additional thirteen (13) spaces on the north side of the library. Brown County and City of Green Bay staff have discussed a number of on-street parking configurations for Pine Street between Madison Street and Monroe Avenue and for the southern part of Madison Street adjacent to the Central Library parcel. The preferred on-street parking configuration would include restriping Pine Streets existing parking and centerline to incorporate eight (8) parallel parking stalls and twenty (20) diagonal stalls. Additional parallel stalls could be added on Madison Street as depicted in Exhibit C. The preferred parking configuration is described in more details in the following sections.

Pine Street parking configuration

Pine Street is currently forty-eight (48) feet curb face to curb face. Brown County's preferred Pine Street parking configuration would not require any change to the hardscape. This proposal requires repainting the roadway and relaxing the dimensional requirements for parking stall size.

The parallel parking spaces on the north side of Pine Street will be replaced with twenty (20) diagonal spaces at a sixty (60) degree angle. The south side of the street will not see any change to the number or location of the current parallel parking spaces, however, to allow the angled parking and parallel parking to fit while maintaining two 11-foot drive lanes, this proposal seeks relief from the required depth of the angled parking and the width of the parallel parking.

The "Parking Space Design Standards" table in Municipal Code section 44-1774, identifies a depth of 19 feet 10 inches for sixty (60) degree parking and a width of nine (9) feet for parallel parking. To enable the angled parking, two 11' drive lanes, and parallel parking within the

current 48' wide road, a reduction in the angled parking depth to eighteen (18) feet and a reduction in the width of the parallel parking spaces to eight (8) feet would be required.

Madison Street parking configuration

Madison Street currently has no parking on the east side of the road adjacent to the library. Considering the addition of the driveway access point on the north side of the parcel and the presence of a bus stop at the midpoint of the parcel, it is estimated that between two (2) and four (4) additional parallel parking spaces could be added at this location depending on if the bus stop is moved slightly. No reduction to the parking width is needed on Madison Street.

A sample rendering of the preferred on-street parking scenario is provided as Exhibit C.

Other PUD Items

The following items have been identified as code sections that this development would need relief from to ensure that the Third on the Square project moves forward.

- CH 44-615:
 - Brown County is requesting the primary use of the north half of parcel 11-188, current zoned D1, to be surface parking. As described earlier, the parking lot has been designed to meet the City's parking lot design requirements.
 - NOTE: The Library is specifically listed as a permitted use in the Public Institutional district. The ADRC and Job Center are other institutional uses that are not specifically listed in the zoning code that could be incorporated into the PUD.
- CH 44-884: The future Grounded Café addition (Restaurant, not including drive-through) is not listed as a permitted or permitted accessory use within the Public Institutional zoning district. This PUD request must incorporate this use as a permitted accessory use to allow for the addition to the library building to house Grounded Café.
- CH 44-856: The Grounded Café addition may create a building setback issue. Depending on the final design, the addition may not meet the minimum 15' front yard setback. To ensure that the design of the Grounded Café addition and patio area fit, the requested setback would be reduced to zero (0) feet. This would also bring the existing building into compliance.
- CH 44-1774: As previously identified, Brown County is requesting a reduction to the parking stall length for 60 degree parking from nineteen (19) feet ten (10) inches to eighteen (18) feet and a reduction to the width of the parallel parking stall from nine (9) feet to eight (8) feet. These adjustments will enable everything to fit within the existing curb faces and will minimize costs associated with redesigning the roadway.
- CH 44-1966: The perimeter parking lot landscaping requirements require landscaping areas to be a minimum of fifteen (15) feet along each frontage of a public street or sidewalk. The proposed parking on the north side of the Bank Mutual as presented utilizes a five (5) foot vegetated buffer along Pine Street and a ten (10) foot buffer along Monroe Avenue. This request would seek a reduction from fifteen (15) to five (5) feet for the minimum.

Other Considerations

In addition to the requested relief from the zoning code sections listed above, Brown County has identified additional items that may need to be addressed with the Third on the Square project.

Redevelopment Opportunities

Brown County and the City of Green Bay have discussed a possible development agreement that both parties would enter into for the redevelopment of parcel 11-188 (Bank Mutual) and 11-185 (Associated Bank Parking Lot). Exhibit D depicts the redevelopment area described in this section. Under this agreement the County would ask that the following is included:

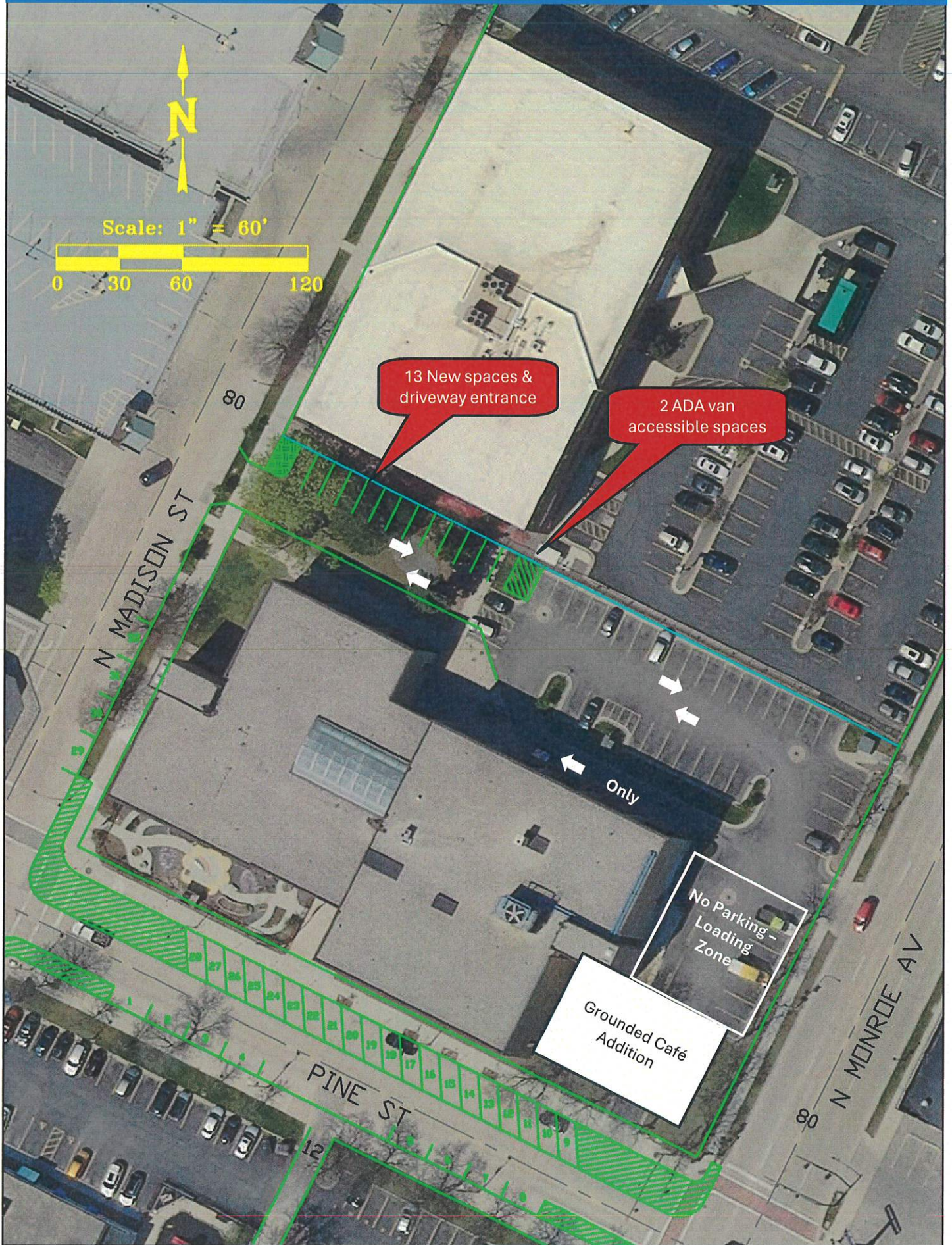
- Brown County will retain ownership of parcel 11-188 (Bank Mutual) and 11-185 (Associated Bank Parking Lot) while cooperatively marketing the property for redevelopment with the City of Green Bay. To date, these efforts have been in coordination with City of Green Bay staff. It is the County's expectation that we will continue our cooperative approach to the redevelopment of the parcels listed here.
- In the event that a development proposal came forward that included all the parcels described above, Brown County would offer to terminate the surface level parking on the north half of the Bank Mutual site as well as the parking on the Associated Bank parcel if the proposed development incorporates a minimum of 100 parking spaces for County use.
- Stormwater management requirements are unknown at this time.
- If the PUD is approved, Brown County will pursue razing of the Bank Mutual building to coincide with the development of the parking lot on the north half of the site. All necessary permits will be coordinated through the City of Green Bay for demolition activities and any future construction activities.

DT: km

Map Exhibits A-D

Attachments (Conceptual renderings of library spaces)

Exhibit A – Library Site & Circulation



Scale: 1" = 60'



13 New spaces & driveway entrance

2 ADA van accessible spaces

No Parking - Loading Zone

Grounded Café Addition

Only

N MADISON ST

N MONROE AV

PINE ST

80

80

12

27

26

25

24

23

22

21

20

19

18

17

16

15

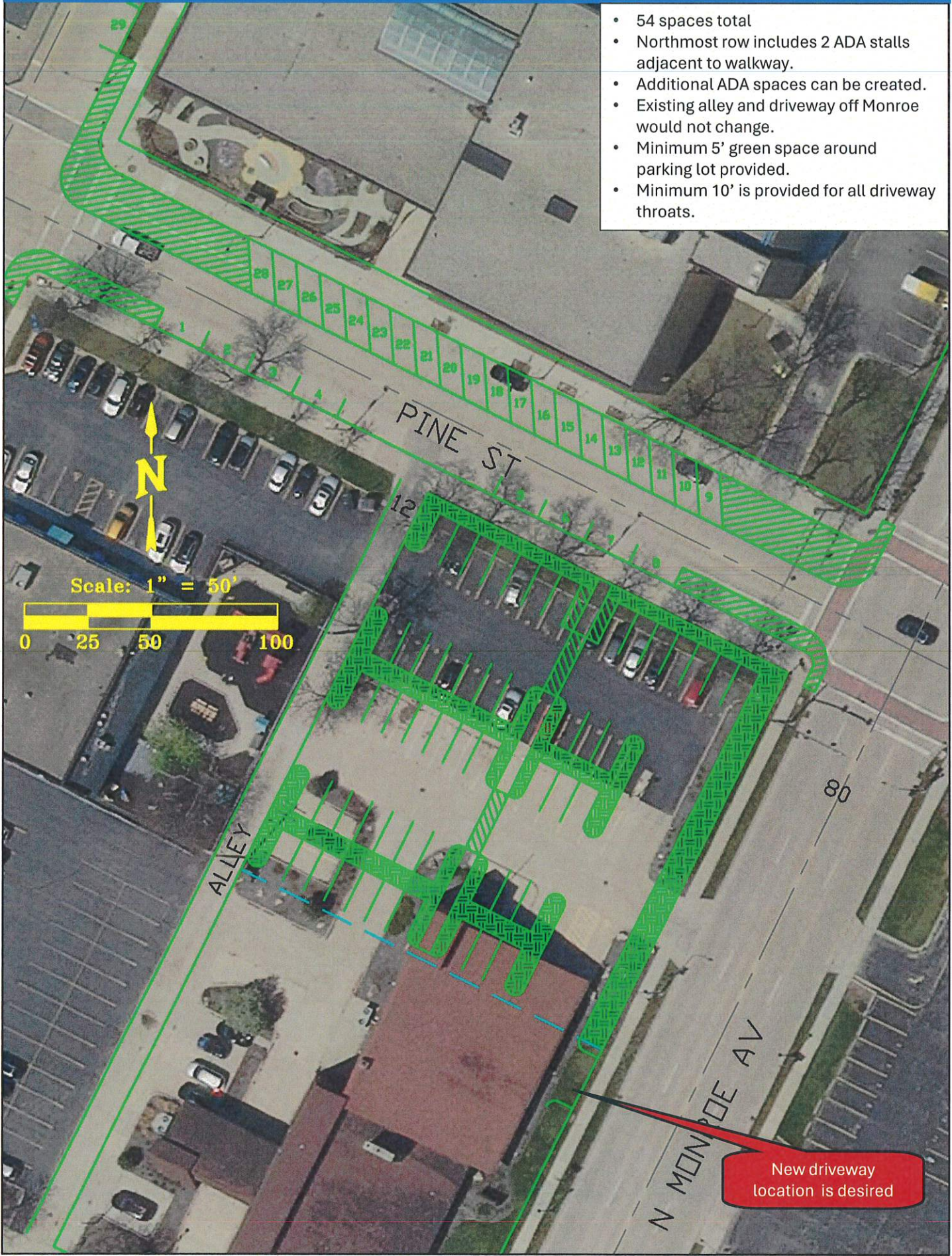
14

13

12

Exhibit B – Bank Mutual Site Parking Modifications

- 54 spaces total
- Northmost row includes 2 ADA stalls adjacent to walkway.
- Additional ADA spaces can be created.
- Existing alley and driveway off Monroe would not change.
- Minimum 5' green space around parking lot provided.
- Minimum 10' is provided for all driveway throats.



New driveway location is desired

Exhibit C – On-street Parking

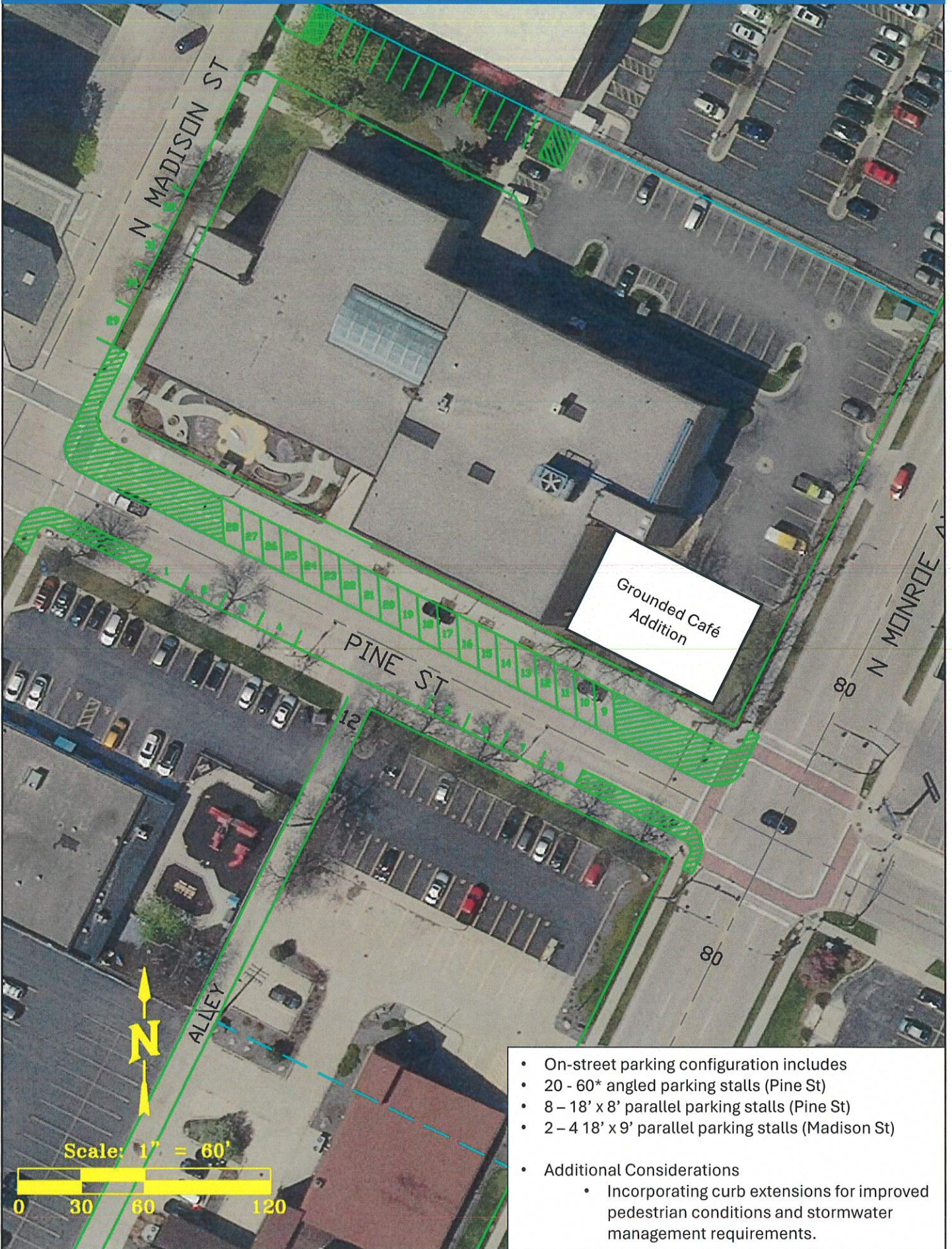


Exhibit D – PUD Parcels & Future Marketing Strategy



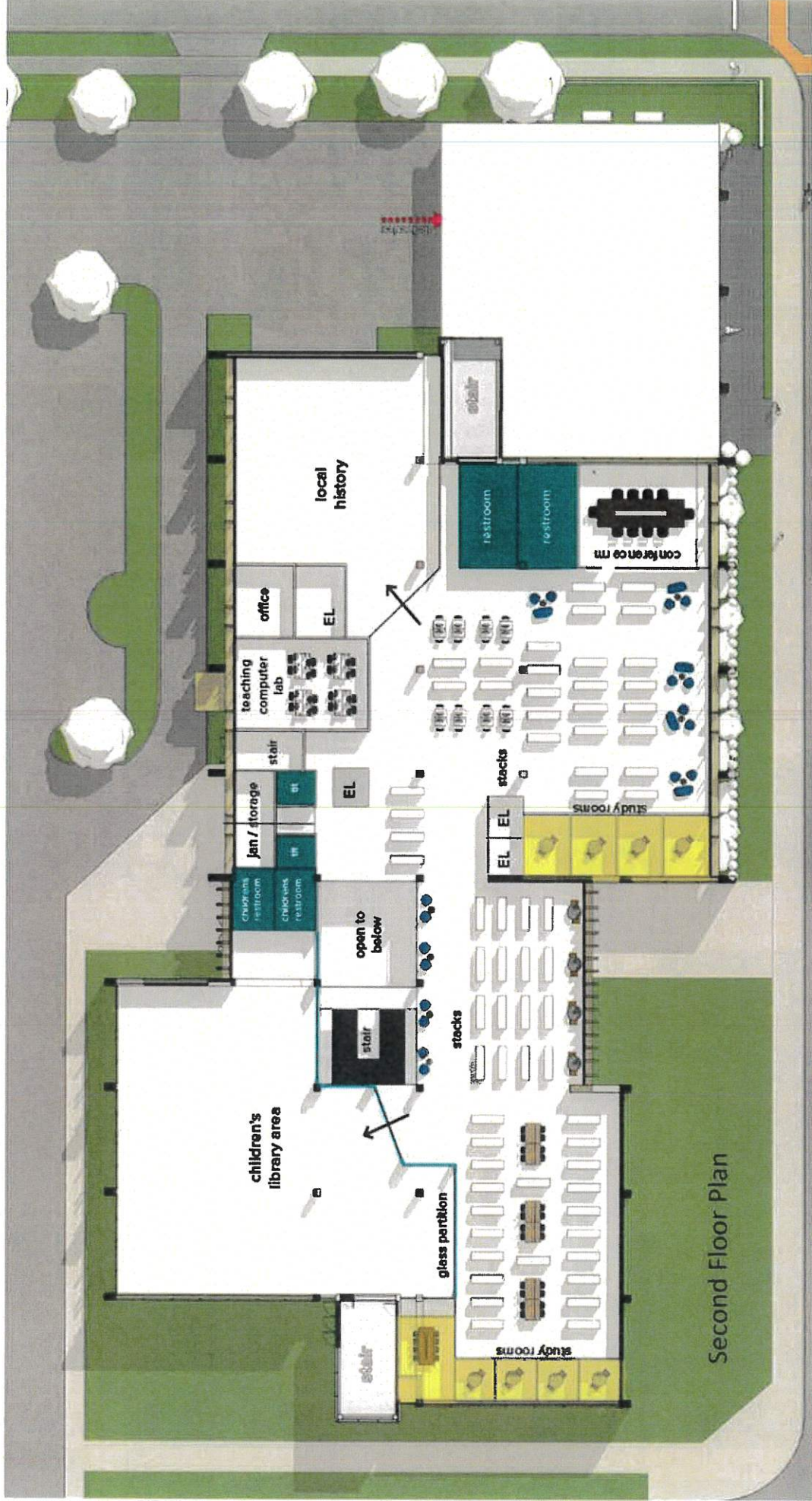
P Parking for Brown County Library, ADRC, Grounded Café, & Brown County Job Center clients



**Corner of Pine and Monroe -
Grounded Addition**



First Floor Plan



Second Floor Plan



ZONING ORDINANCE NO. XX-26

**AN ORDINANCE ZONING LAND LOCATED AT 201 N MONROE
AVENUE AND 515 PINE STREET
AS A PLANNED UNIT DEVELOPMENT DISTRICT
(ZP 26-03)**

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

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

LOTS FIVE HUNDRED TWENTY (520), FIVE HUNDRED TWENTY-ONE (521), FIVE HUNDRED TWENTY-TWO (522), FIVE HUNDRED FORTY-ONE (541), FIVE HUNDRED FORTY-TWO (542), AND FIVE HUNDRED FORTY-THREE (543), PLAT OF NAVARINO, IN THE CITY OF GREEN BAY, EAST SIDE OF FOX RIVER, BROWN COUNTY WISCONSIN
Parcel 11-188 (201 N Monroe Ave)

LOT 1 OF 4 CSM 513 BEING PART OF LOTS 145 THROUGH 150 AND BEING PART OF VACATED ALLEY AND ALL OF LOTS 389,390,391,392 EXCEPT 1024 R 523 AND PART DESCRIBED IN 908 R 113 OF LOTS 148, 149 AND 150 AND VACATED ALLEY ADJACENT PLAT OF NAVARINO AND LOT H OF H K HAGEMEISTERS SUBDIVISION OF LOTS 147, 148, AND 149 OF NAVARINO, CITY OF GREEN BAY, EAST SIDE OF FOX RIVER, BROWN COUNTY, WISCONSIN
Parcel 11-263 (515 Pine Street)

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

- A. Purpose and Intent. The Planned Unit Development (PUD) is being utilized to allow promotion of integrated land uses allowing for a mixture of potential residential, commercial, and public facilities along corridors and in transitional area and the provision of more adequate, usable, and suitably located open space, recreational amenities, and other public facilities than would otherwise be provided under conventional land development techniques. The overall appearance and design of the site and improvements shall comply with the attached Exhibits and as regulated within this PUD. The PUD is established to facilitate expansion of the existing Brown County Central Library for the purposes of including office space and restaurant use and to permit surface parking lot use within the northern portion Parcel 11-188 for Brown County Library user purposes while advocating for future redevelopment of Parcel 11-188 to be consistent with Downtown and Future Land Use Standards

- B. Development Site. The area included within this PUD consists of all land described above, Parcel 11-263 and 11-188 A PUD amendment shall be required for any future changes that do not comply with this PUD.
- C. Land Use Regulations. The principal and accessory land uses which may be established shall be compliant with uses listed below. A PUD amendment is required for any additional uses.
1. Parcel 11-263:
 - a. Principal uses may include public institutional uses for library, office, and restaurant purposes for public or other-semi public users. Accessory uses include surface parking and a drive through drop off for library uses.
 2. Parcel 11-188
 - a. Principal uses. Northern 190 feet: Surface parking lot and shall include all D1-Downtown uses. Southern 140 feet. All existing buildings and improvements on the site shall be razed and returned to green space. Future improvements shall include D1-Downtown uses.
- D. Prohibited Uses. Any land use not listed in Section C is considered a prohibited use within this PUD.
- E. Dimensional and Area Requirements. Dimensional and area requirements for principal structure on the subject property shall generally comply with Exhibit B and shall be regulated under the Downtown (D1) zoning district with the following exceptions:
 - a. A maximum of 31 parking stalls located along the north property line of Parcel 11-263 may continue contiguously with a handicapped stall located near the northern entryway of the library building without a landscaped island.
- F. Architectural Design Standards. All building elevations shall substantially comply or be similar to those depicted in Exhibit C as well as any standards associated with the base zoning as determined in Section M of this ordinance.
- H. Access, Circulation, and Parking. Access, circulation, and parking within the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article XVIII of the Green Bay Municipal Code, and the following standards:
 1. Surface parking is permitted as a principal use in the northern 190 feet of Parcel 11-188. The southernmost 25 feet of said 190 feet shall grant ingress-egress shared driveway easement access to any future development to the southern 140 feet of Parcel 11-188

- I. Signage. All signs on the subject property shall conform to the standards as set forth within Chapter 30 of the Green Bay Municipal Code for Downtown (D1) zoning district.
- J. Lighting. All lighting within the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article V of the Green Bay Municipal Code.
- K. Refuse and Mechanical Equipment. Screening of refuse material containers and mechanical equipment throughout the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article XIX of the Green Bay Municipal Code. Any loading area shall not directly face a public right of way. All loading areas or refuse area shall be screened by use of architectural elements, materials, colors of which create a design of screening walls, coverings, and/or fences shall be compatible with those used as predominant materials, colors, and elements on the building or landscaping. Said screened screening with walls and/or fences or landscaping shall be designed to be at least six feet in height and 90 percent impervious to sight on a year-round basis.
- L. Landscaping and Transitional Yards. Landscaping within the PUD area shall meet the standards as set forth within the Green Bay Zoning Code, Article XIX of the Green Bay Municipal Code, with the following exception:
 - 1. Surface parking located along the north edge of Parcel 11-263 may replace a required mid-aisle landscape island within the parking aisle near or adjacent to the adjacent parcel to be replaced with handicapped parking stalls.
- M. Compliance with all the regulations of the Green Bay Municipal Code not covered under the PUD. If not covered as part of this PUD, the base zoning shall be considered Public Institutional (PI) for Parcel 11-263 and Downtown (D1) for Parcel 11-188.

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

SECTION 4. Each exhibit which is attached to this ordinance is deemed to be and is expressly made a part of and incorporated into this ordinance to the same extent as if

each such exhibit, and the plans identified therein, had been set forth in its entirety in the body of this ordinance.

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

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

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

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

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

APPROVED:

Eric Genrich, Mayor

ATTEST:

Celestine Jeffreys, City Clerk

jl:

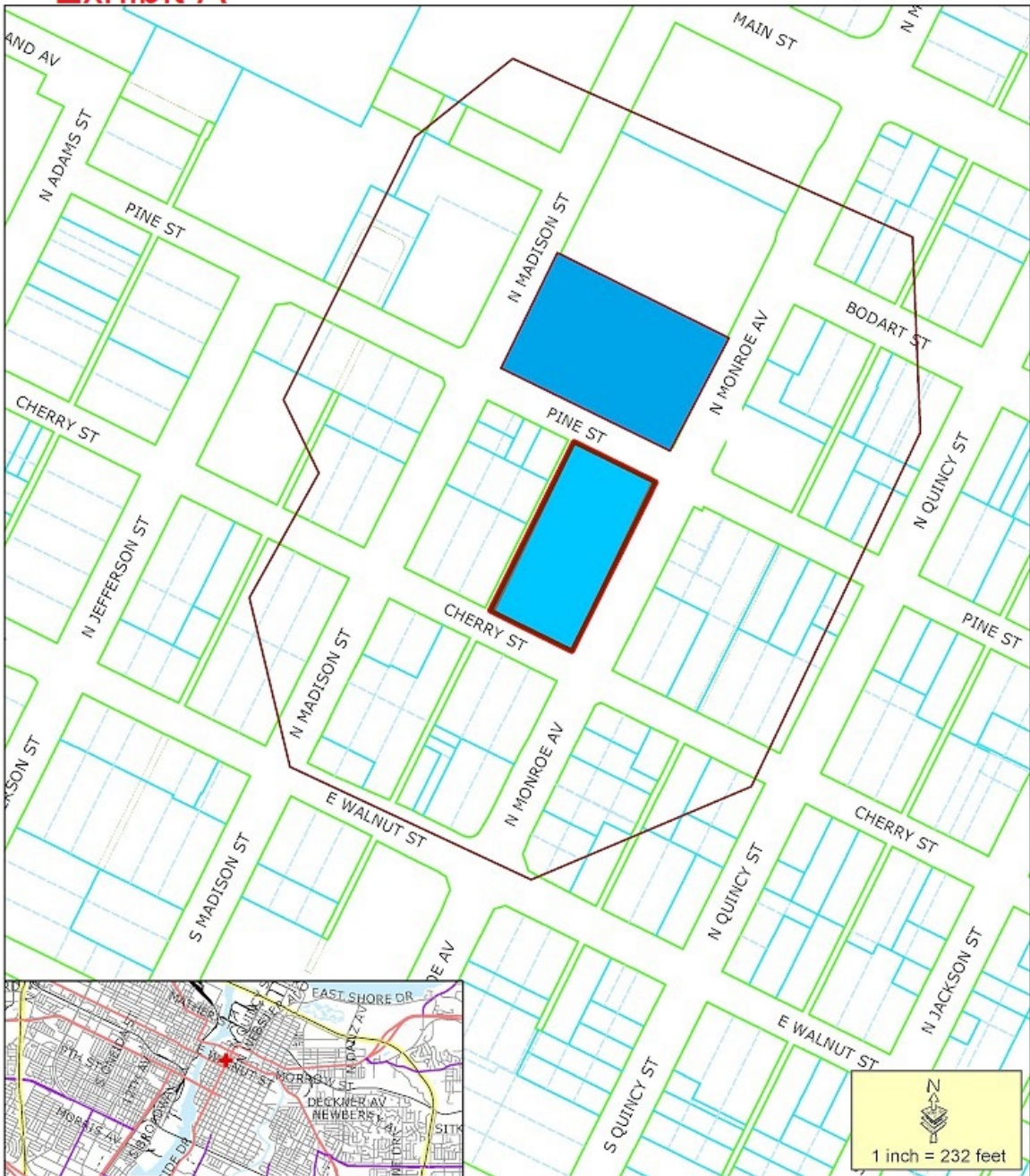
Attachments:

Exhibit A – Location Map

Exhibit B1 and B2 – Off Street Parking Modification Exhibits

Exhibit C- Library Café Addition Concept

Exhibit A



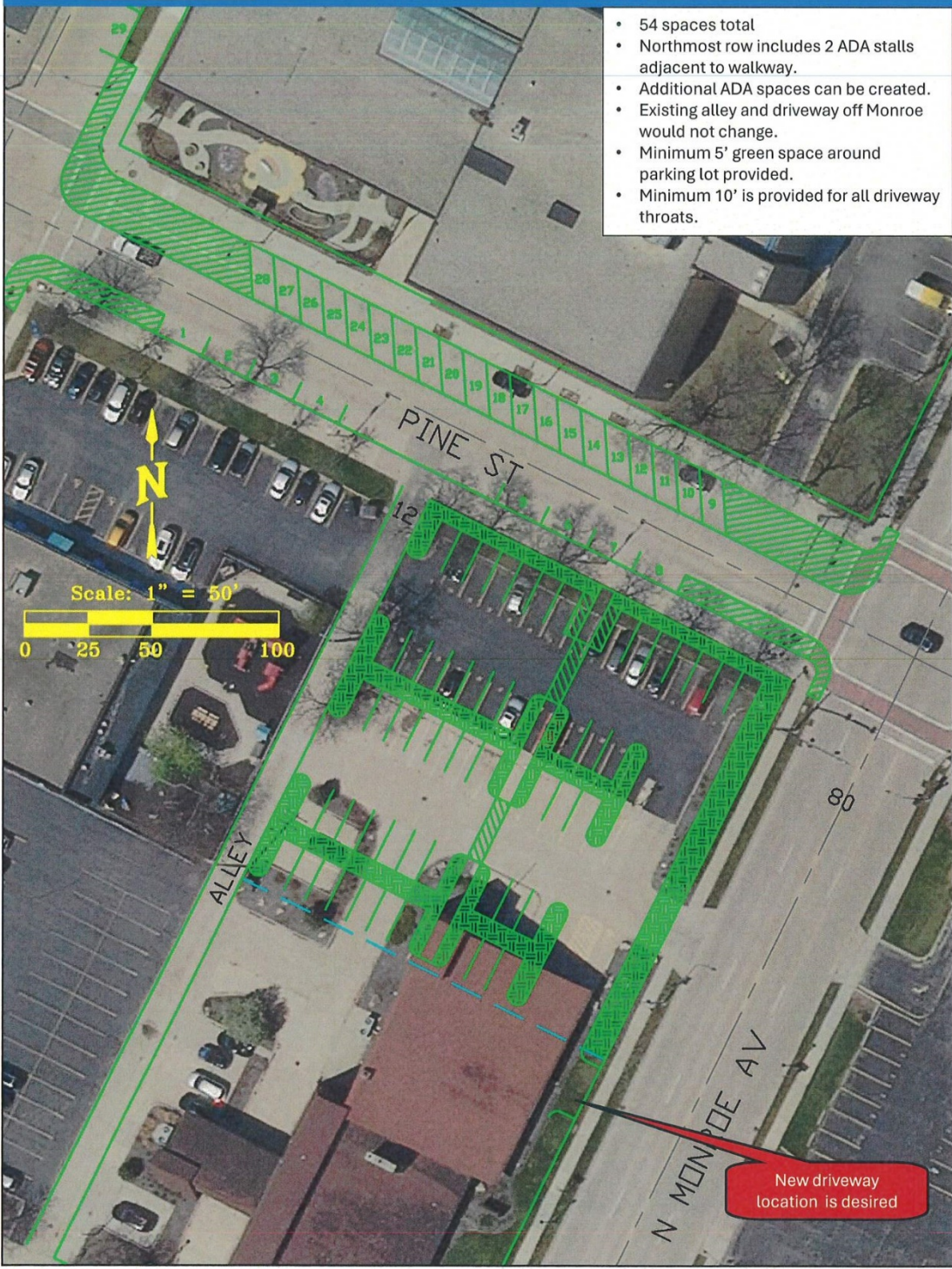
- Proposed PUD
- 400' Property Owner Notice

Planned Unit Development (PUD) Proposal
Permit Library, Community Center, Surface Parking Uses
515 Pi 201 N Monroe Ave

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

Exhibit B1 – Bank Mutual Site Parking Modifications

- 54 spaces total
- Northmost row includes 2 ADA stalls adjacent to walkway.
- Additional ADA spaces can be created.
- Existing alley and driveway off Monroe would not change.
- Minimum 5' green space around parking lot provided.
- Minimum 10' is provided for all driveway throats.



New driveway location is desired

Exhibit B2 - Library Site & Circulation

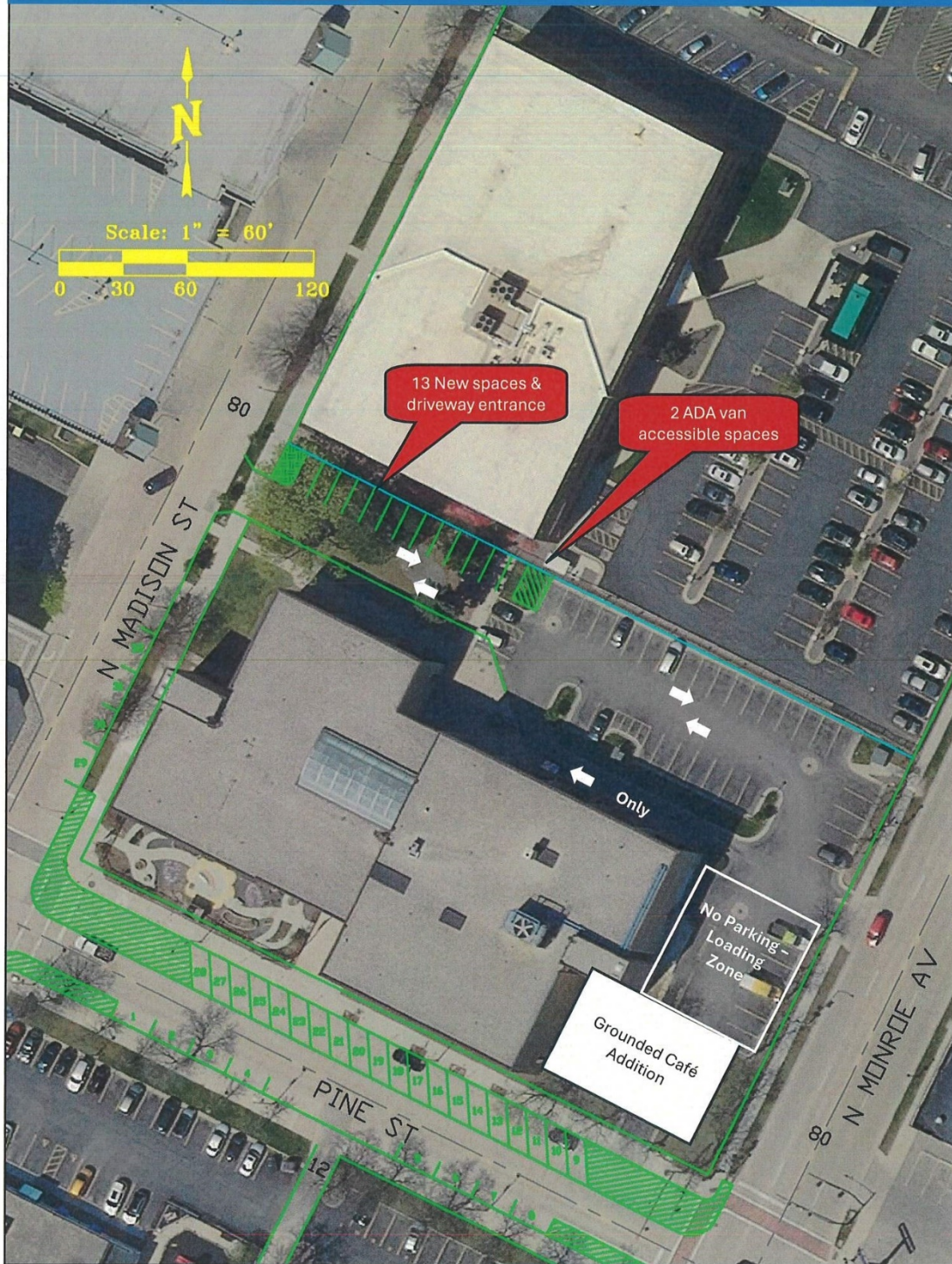


Exhibit
C



Corner of Pine and Monroe -
Grounded Addition



Report to the
Green Bay Plan Commission

MEETING DATE

March 23, 2026

PREPARED BY

AGENDA ITEM # F.1

Director's report.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Development Tracking 3.6.26

City of Green Bay Development Tracker (Large Scale) - March 2026

	Project Name	Developer	Project Location	Project Description	Status Update	Housing Units		Est. Prop Value
Multi-family								
1	Skyline@425	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	RDA mtg 3/10/26 update DA	Total #	Under 80%	\$21,000,000.00
						225	0	
4	200 N. Monroe	Three Sixty LLC	200 N. Monroe	Market multi-family rental, commercial	DA request anticipated in March	Total #	Under 80%	\$18,500,000.00
						164	0	
5	Gorman @ JBS	Gorman & Co.	0 Lime Kiln Rd	Workforce multi-family	Construction underway	Total #	Under 80%	\$11,000,000.00
						95	0	
6	Fire Station Flats	General Capital	420 S. Broadway/419 S. Maple	Multi-family rental, retail, Fire Station/Admin, greenway	Construction planned for August 2026	Total #	Under 80%	\$7,000,000.00
						85	85	
7	New Land 221 Cherry	New Land Enterprises	221 Cherry	Market rate multi-family rental, retail	Construction underway complete fall '26	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	Chicago/Monroe	Nolan Carter	436 S. Monroe	Market rate multi-family rental, commercial	PO approved in November. Expires in May.	Total #	Under 80%	TBD
						25	0	
10	One Astor	Spark Development	100 E. Mason	Market rate multi-family rental	Construction underway	Total #	Under 80%	\$15,500,000.00
						126	0	
Single-family								
						Total #	Under 80%	

11	Southwest Woods	Garritt Bader	Hinkle S. of Mason	Single family housing with new roads	Construction underway	29	0	\$8,000,000.00
12	The Pines	Broadway Realty	0 Deuchert Street	Single family housing with new roads	Construction planned in 2026	Total # 41	Under 80% 0	\$10,000,000.00
Commercial								
13	S&S Buildings	Investment Creations	227 E Walnut, 101 & 109 N Adams	Mixed use law office, retail, market rate apartment	Construction underway	Total # 1	Under 80% 0	\$1,500,000.00
14	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
15	C. Reiss Relocation	Port of Green Bay / Brown County	420 S. Broadway/419 S. Maple	Port development / C. Reiss relocation	Port improvements planned to start in 2026	Total # 0	Under 80% 0	TBD
16	United Soccer League Stadium	USL	TBD	Soccer Stadium	Site selection and due diligence underway	Total # 0	Under 80% 0	TBD
Industrial								
17	WE Hoban Co.	Hoban Real Estate	Finger Rd at Northview Rd	Industrial	Construction underway	Total # 0	Under 80% 0	\$10,500,000.00
18	Grandview - Keller 9 Acres	Keller client	Erie Rd south of Mason	Industrial	TIF request under review	Total # 0	Under 80% 0	tbd
Park/Public								
19	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	1,226	85	\$165,100,000.00