



AGENDA OF THE GREEN BAY PLAN COMMISSION

MONDAY, AUGUST 31, 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

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.

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

C. Approval of the Agenda.

- I. Approval of the agenda for the Monday, August 31, 2026, meeting of the Green Bay Plan Commission.

D. Approval of Minutes.

- I. Approval of the minutes from the August 10, 2026, meeting.

E. Regular Business.

- I. (ZP 26-36) Public Hearing on a request for Conditional Use Permits to allow single-family homes at 725, 805, 809, 811, 815, 821, 825, 831, 837, and 855 Irvington Street and to allow two-family homes at 715 and 845 Irvington Street within the Office-Residential (OR) District, submitted by Community and Economic Development Department (Ald. M. Eck, District 11).

2. (ZP 26-36) Consideration with possible action on Conditional Use Permits to allow single-family homes at 725, 805, 809, 811, 815, 821, 825, 831, 837, and 855 Irvington Street and to allow two-family homes at 715 and 845 Irvington Street within the Office-Residential (OR) District, submitted by Community and Economic Development Department (Ald. M. Eck, District 11).
3. (ZP 26-32) Public Hearing on a request to rezone 1004, 1016, 1018, 1024, 1032 Shawano Avenue from Low-Density Residential (RI) to Public Institutional (PI), submitted by Larry Peterson, applicant, Resurrection Lutheran Church, property owner (Ald. B. Delie, District 10).
4. (ZP 26-32) Consideration with possible action on a request to rezone 1004, 1016, 1018, 1024, 1032 Shawano Avenue from Low-Density Residential (RI) to Public Institutional (PI), submitted by Larry Peterson, applicant, Resurrection Lutheran Church, property owner (Ald. B. Delie, District 10).
5. (ZP 26-33) Public Hearing on a request for a Conditional Use Permit to allow for an other public or semi-public use (food pantry) within a Public Institutional (PI) district at 1004 Shawano Avenue, submitted by Larry Peterson, applicant, Resurrection Lutheran Church, property owner (Ald. B. Delie, District 10).
6. (ZP 26-33) Consideration with possible action on a request for a Conditional Use Permit to allow for an other public or semi-public use (food pantry) within a Public Institutional (PI) district at 1004 Shawano Avenue, submitted by Larry Peterson, applicant, Resurrection Lutheran Church, property owner (Ald. B. Delie, District 10).
7. (ZP 26-34) Public Hearing on a request for a Conditional Use Permit to allow for an accessory side wall height and building height to exceed maximum height standards within an RI Low-Density Residential district at 1013 S Jackson Street, submitted by Mary Schils and LeRoy Geil, applicants, LeRoy R Geil, Etal property owner (Ald. J. Shelton, District 4).
8. (ZP 26-34) Consideration with possible action on a request for a Conditional Use Permit to allow for an accessory side wall height and building height to exceed maximum height standards within an RI Low-Density Residential district at 1013 S Jackson Street, submitted by Mary Schils and LeRoy Geil, applicants, LeRoy R Geil, Etal property owner (Ald. J. Shelton, District 4).
9. (OMA 26-01) Consideration with possible action on a request to amend the City's Official Map by removing future road between Sussex Road and Future Durham Road, submitted by Brad Rymer, Vierbicher, applicant, on behalf of Mai Xiong and Jack Yer Yang, property owners (Ald. J. Grant, District 1).
10. (TA 26-04) Public Hearing on a request to amend various sections of the Green Bay Municipal Code, Chapter 44, related to Land Use Tables, submitted by Community and Economic Development.
11. (TA 26-04) Consideration with possible action on amendments to various sections of the Green Bay Municipal Code, Chapter 44, related to Land Use Tables, submitted by Community and Economic Development.

12. (ZP 26-35) Public Hearing on a request for a Conditional Use Permit to allow the side wall and building height of an accessory structure to exceed maximum height standards at 3805 Humboldt Road, submitted by Beau Court of D & B Construction, on behalf of Skylar and Carrie VanWinkle, property owners (Ald. J. Grant, District I). ***ITEM ON HOLD UNTIL OCTOBER 12, 2026***

F. Informational.

1. Director's report.
2. Draft Downtown Green Bay Streetscape Design Standards
3. Discussion regarding amendments to 2050 Go Big Green Bay Comprehensive Plan.
4. Next Meeting: September 28, 2026

G. Adjournment.

1. Adjournment of the Monday, August 31, 2026, meeting of the Green Bay Plan Commission.
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- 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

August 31, 2026

PREPARED BY

AGENDA ITEM # D.I

Approval of the minutes from the August 10, 2026, meeting.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. GBPC Minutes 08.10.2026



MINUTES OF THE GREEN BAY PLAN COMMISSION

MONDAY, AUGUST 10, 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, and Kelsey Lutzow.

Others Present: Melinda Eck, District 11, Leah Weycker, Military Avenue Business Improvement District

C. APPROVAL OF THE AGENDA.

- I. Approval of the agenda for the Monday, August 10, 2026, meeting of the Green Bay Plan Commission.

Moved by Derius Daniels, seconded by Ald. Jim Hutchison to approve the agenda with the correction for items E. 3 and 4, changing the address from 2665 Ironwood Drive to 2265 Ironwood Drive. Motion Passed.

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

D. APPROVAL OF MINUTES.

- I. Approval of the minutes from the July 27, 2026, meeting.

Moved by Ald. Jim Hutchison, seconded by Jacob Miller to approve. 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 26-29) Public Hearing on a request for a Conditional Use Permit to permit a Community Center use within a Low-Density Residential District (RI) at 1444 and 1448 Harvey Street, submitted by Neufeld Enterprises II, LLC, applicant and property owner (Ald. J. Prestley, District 6).

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

David Martin—320 S Military Ave.

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 26-29) Consideration with possible action on a request for a Conditional Use Permit to permit a Community Center use within a Low-Density Residential District (RI) at 1444 and 1448 Harvey Street, submitted by Neufeld Enterprises II, LLC, applicant and property owner (Ald. J. Prestley, District 6).

Moved by Ken Rovinski, seconded by Jacob Miller to approve allowing for community center use classification for two parcels within an RI Low-Density Residential District, subject to the following conditions:

1. Community center use must be used in conjunction with Boys and Girls Club community center use.
2. 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. (ZP 26-30) Public Hearing on a request for a Conditional Use Permit to construct an accessory metal shed which exceeds more than 120 square feet in a Low-Density Residential District (R-1) at 2665 Ironwood Drive, submitted by Matthew Haile, property owner and applicant (Ald. M. Eck, District 11).

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

Speakers:

Jon LeRoy—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. (ZP 26-30) Consideration with possible action on a request for a Conditional Use Permit to construct an accessory metal shed which exceeds more than 120 square feet in a Low-Density Residential District (R-1) at 2665 Ironwood Drive, submitted by Matthew Haile, property owner and applicant (Ald. M. Eck, District 11).

Moved by Jacob Miller, seconded by Kelsey Lutzow to approve a request for a Conditional Use Permit to construct an accessory metal shed which exceeds more than 120 square feet in a Low-Density Residential District (R1) at 2265 Ironwood Drive, subject to the following conditions:

1. Compliance with all regulations of the Green Bay Municipal Code.
2. If any evidence of corrosion occurs on the shed, corrective actions must be taken by the property owner to repair corrosion or the metal-sided building must be removed.

Motion Passed.

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

5. (CPA 26-05) Public Hearing on a request to amend the Go Big Green Bay 2050 Comprehensive Plan for 715, Parcel 6-425 (700 Block), 725, 805, 809, 811, 815, 821, 825, 831, 837, 845, 855, and 901 Irvington Street from future Regional Commercial land use to

Mixed Residential land use, submitted by Community and Economic Development Department (Ald. M. Eck, District 11).

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

Speakers:

Dena Mooney—Staff

Leah Weycker—425 S. Military Ave.—Military Avenue Business Improvement District

Cindy Kasson—815 Irvington St.

David Martin—320 S. Military Ave.

Melinda Eck—Alder, District 11

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. (CPA 26-05) Consideration with possible action on a request to amend the Go Big Green Bay 2050 Comprehensive Plan for 715, Parcel 6-425 (700 Block), 725, 805, 809, 811, 815, 821, 825, 831, 837, 845, 855, and 901 Irvington Street from future Regional Commercial land use to Mixed Residential land use, submitted by Community and Economic Development Department (Ald. M. Eck, District 11).

Moved by Emma Fulwilder, seconded by Ken Rovinski to approve the request, excluding 901 Irvington Street. Motion Passed.

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

7. (ZP 26-31) Public Hearing on a request to rezone 715, Parcel 6-425 (700 Block), 725, 805, 809, 811, 815, 821, 825, 831, 837, 845, 855, and 901 Irvington Street from General Commercial (C1) to Low-Density Residential (R1), submitted by Community and Economic Development Department (Ald. M. Eck, District 11).

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

Speakers:

Dena Mooney—Staff

Leah Weycker—425 S. Military Ave.—Military Avenue Business Improvement District

Cindy Kasson—815 Irvington St.

David Martin—320 S. Military Ave.

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.

8. (ZP 26-31) Consideration with possible action on a request to rezone 715, Parcel 6-425 (700 Block), 725, 805, 809, 811, 815, 821, 825, 831, 837, 845, 855, and 901 Irvington Street from General Commercial (C1) to Low-Density Residential (R1), submitted by Community and Economic Development Department (Ald. M. Eck, District 11).

Moved by Jacob Miller, seconded by Ken Rovinski to amend the request to rezone 715, Parcel 6-425 (700 Block), 725, 805, 809, 811, 815, 821, 825, 831, 837, 845, 855, and 901 Irvington Street from General Commercial (C1) and Highway Commercial (C2) to Low-Density Residential (R1) to rezone to Office Residential (OR), excluding 901 Irvington Street. Motion Passed.

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

9. (SC 26-01) Consideration with possible action on a request to authorize the partial closure of the 700 Block of Weise Street, submitted by the City of Green Bay Department of Public Works (Ald. J. Prestley, District 6 and Ald. A. Proffitt, District 7).

Moved by Ken Rovinski, seconded by Emma Fulwilder to approve. Motion Passed.

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

F. INFORMATIONAL.

1. Director's report.

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

2. Next Meeting: August 31, 2026

G. ADJOURNMENT.

1. Adjournment of the Monday, August 10, 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

August 31, 2026

PREPARED BY

AGENDA ITEM # E.I

(ZP 26-36) Public Hearing on a request for Conditional Use Permits to allow single-family homes at 725, 805, 809, 811, 815, 821, 825, 831, 837, and 855 Irvington Street and to allow two-family homes at 715 and 845 Irvington Street within the Office-Residential (OR) District, submitted by Community and Economic Development Department (Ald. M. Eck, District 11).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

August 31, 2026

PREPARED BY

Dena Mooney, Staff

AGENDA ITEM # E.2

(ZP 26-36) Consideration with possible action on Conditional Use Permits to allow single-family homes at 725, 805, 809, 811, 815, 821, 825, 831, 837, and 855 Irvington Street and to allow two-family homes at 715 and 845 Irvington Street within the Office-Residential (OR) District, submitted by Community and Economic Development Department (Ald. M. Eck, District 11).

BACKGROUND

Reason for Request: The Community and Economic Development Department is requesting Conditional Use Permits (CUP) to allow single-family dwellings at 725, 805, 809, 811, 815, 821, 825, 831, 837, and 855 Irvington Street and two-family dwellings at 715 and 845 Irvington Street. The dwellings currently exist. The properties are in the process of being rezoned from General Commercial (C1) and Highway Commercial (C2) to Office-Residential (OR) District. Single and two-family dwellings are permitted in the OR District with a CUP. Approval of the CUPs would make the uses conforming and eliminate complications associated with having a nonconforming use.

Parcel Information: The subject area encompasses approximately 2 acres along the east side of Irvington Street and includes 715, 725, 805, 809, 811, 815, 821, 825, 831, 837, 845, and 855 Irvington Street.

Subject Parcel Zoning and Land Use: General Commercial (C1) and Highway Commercial (C2); *Scheduled to be rezoned to Office-Residential (OR) on September 15, 2026* | Single and Two-Family Dwellings

Report: Staff has reviewed and made their recommendation based on the following information:

- At the August 10, 2026, Plan Commission meeting, staff recommended rezoning the subject parcels to Low-Density Residential (R1). The recommendation made by the Plan Commission to City Council was to instead rezone the parcels to Office-Residential (OR). Plan Commission determined that the OR district offers a path to conforming status for the dwellings with the approval of CUPs. It was also determined that the OR district retains opportunities for commercial development/redevelopment that the Military Avenue Business Association was concerned about losing with the rezone to R1. This request is consistent with the Plan Commission's recommendation to bring the existing dwellings into conformance through the approval of CUPs.
- The request complies with the Land Use Development Standards and Conditional Use Permit Standards of the Zoning Code.

Surrounding Zoning Land Use:

North: Highway Commercial (C2) | Commercial

South: General Commercial (C1) | Vacant

East: General Commercial (C1) | Commercial

West: Low-Density Residential (R1) | Single and Two-Family Residential

Comprehensive Plan: The Go Big Green Bay 2050 Comprehensive Plan recommends Regional Commercial land uses for the project area. This action is not consistent with this recommendation. Action to amend the future land use designation of the comprehensive plan to Mixed Residential is scheduled to take place at City Council on October 6, 2026, which would eliminate the inconsistency.

Land Use Development Standards: The following Land Use Development Standards from Sec. 44-1580 Residential Uses apply:

- (a) Single-family detached dwelling in all residential districts.
 - (1) No parking shall be located in the front yard or between the front facade and the street except on a permitted driveway providing access to parking areas beyond the front yard.
 - (2) The primary entrance shall be located on the facade fronting a public street.
 - (3) Single-family homes shall be designed to reflect the general architectural style of surrounding buildings on the block, including front yard depth, height and roof pitch, primary materials, facade detailing, and size and placement of window and door openings. Renderings of all buildings elevations designs must be complementary with the neighborhoods. This requirement shall only apply under the in-fill lot definition.
- (b) Two-family dwelling, duplexes and semi-detached in R-1 Residential Districts.
 - (1) No parking shall be located in the front yard or between the front facade and the street except on a permitted driveway providing access to parking areas beyond the front yard.
 - (2) Access to the second dwelling unit shall be either through a common hallway with one front entrance or by means of a separate entrance. The primary entrance shall be located on the facade fronting a public street.
 - (3) New housing types should be introduced in limited quantities to increase diversity and housing choice, not to replace whole blocks of existing housing. Therefore, no more than one-quarter of the lineal frontage of a block may be converted to two-family duplexes or two-family semi-detached housing, and no further two-family duplex or two-family semi-detached housing development is permitted once this threshold is reached.
 - (4) Duplexes and semi-detached housing shall be designed to reflect the general architectural style of surrounding buildings on the block, including front yard depth, height and roof pitch, primary materials, facade detailing, and size and placement of window and door openings. Renderings of all buildings elevations designs must be complementary with the neighborhoods. This requirement shall only apply under the in-fill lot definition.
 - (5) Duplexes and semi-detached housing shall be designed to meet the general physical layout for attached garages facing the right of way. Therefore, if the majority of the lineal frontage of a block does not have attached garages facing the right of way, new construction of garages shall not be attached facing the right of way. If the majority of the lineal frontage of a block has garages facing the right of way, attached garages facing the right of way may be constructed. The amount of attached garage stalls per building shall not exceed the average amount of garage stalls per building of the block the dwelling is located or two total stalls, whichever amount is greater.

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

- 1. The establishment, maintenance, or operation of the conditional use will not be detrimental to or endanger the public health, safety, or general welfare.
- 2. The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.
- 3. The conditional use, its exterior architectural design, and functional plan of any proposed structure will not be injurious to the use of other property in the immediate vicinity nor substantially diminish or impair property values within the surrounding neighborhood.
- 4. Adequate utilities, access roads, drainage, and/or necessary facilities have been or are being provided.
- 5. Adequate measures have been or will be taken to provide ingress and egress and so designed as to

minimize traffic congestion.

6. Adequate parking facilities as specified in Article XVIII of this chapter.
7. The conditional use shall, in all other respects, conform to the applicable regulations of the district in which it is located and all other applicable City ordinances.

Public Notification: Alder Eck, Military Avenue Business Association, Fireman's Park Neighborhood Association, and neighbors within 200' were notified. No comments have been received as of the drafting of this report.

RECOMMENDATION

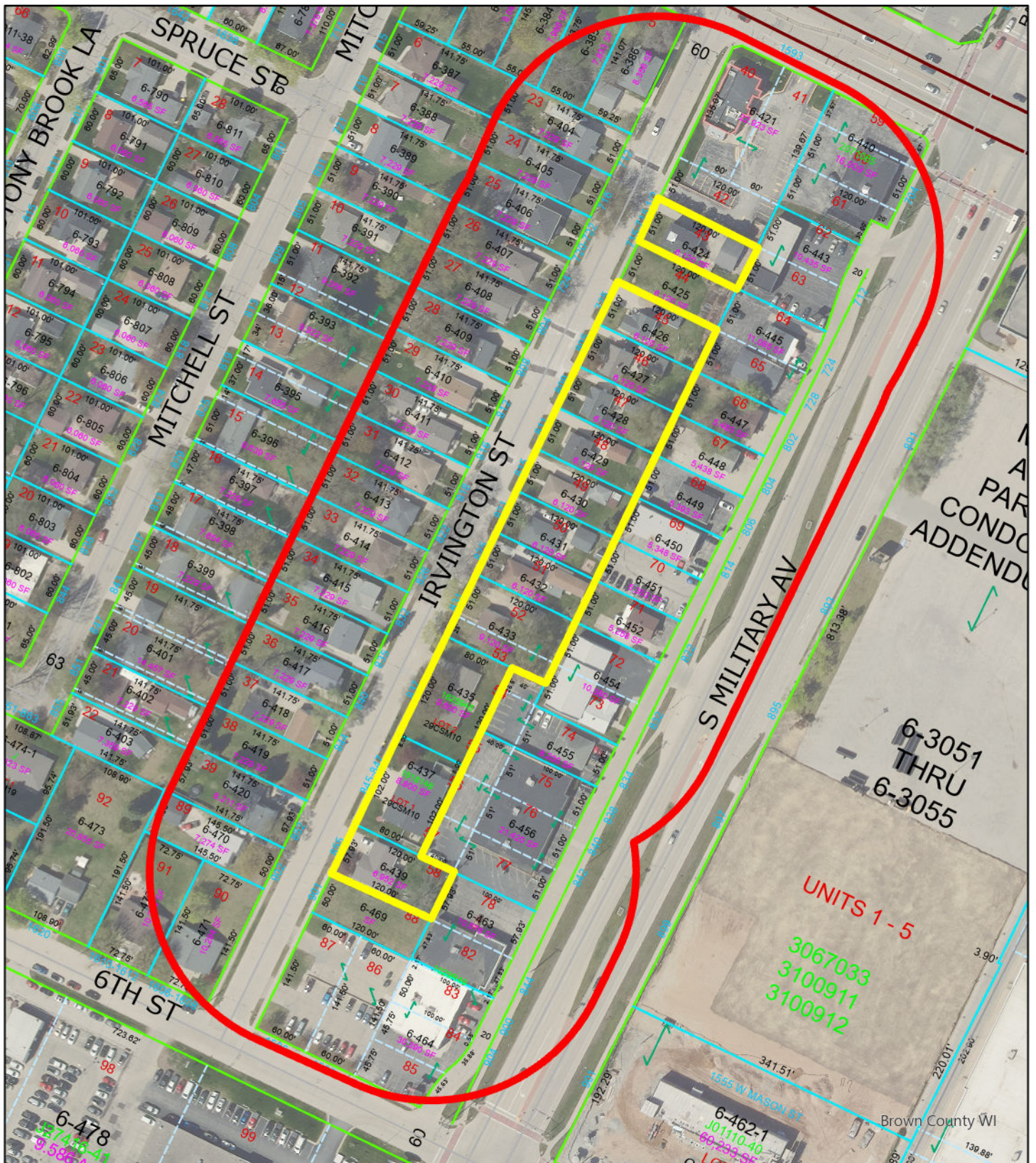
Approval of the request subject to the following conditions:

1. Approval of ZO 09-26 (ZP 26-31) at the September 15, 2026, City Council meeting.
2. Compliance with all regulations of the Green Bay Municipal Code.

FISCAL IMPACT

ATTACHMENTS

- I. ZP 26-36 Map



(ZP 26-36)

Conditional Use Permits for Single and Two-Family Dwellings East Side of Irvington Street



This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. E.R. 17 Aug 2026 C:\Users\denamo\Documents\ArcGIS\Projects\MyProject2\MyProject2.aprx

- Subject Parcels
- 200' Notification Buffer



0 40 80 160 Feet



Report to the Green Bay Plan Commission

MEETING DATE

August 31, 2026

PREPARED BY

AGENDA ITEM # E.3

(ZP 26-32) Public Hearing on a request to rezone 1004, 1016, 1018, 1024, 1032 Shawano Avenue from Low-Density Residential (RI) to Public Institutional (PI), submitted by Larry Peterson, applicant, Resurrection Lutheran Church, property owner (Ald. B. Delie, District 10).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

August 31, 2026

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.4

(ZP 26-32) Consideration with possible action on a request to rezone 1004, 1016, 1018, 1024, 1032 Shawano Avenue from Low-Density Residential (RI) to Public Institutional (PI), submitted by Larry Peterson, applicant, Resurrection Lutheran Church, property owner (Ald. B. Delie, District 10).

BACKGROUND

Reason for Request: The applicant seeks to create a potential addition to the Resurrection Food Pantry at 1004 Shawano Avenue. A food pantry is considered to be an other public-semi public use. RI does not allow for said use. PI allows for said use as a conditional use permit. The rest of the sites are for church use (Resurrection Lutheran).

Parcel Information: The subject area is five parcels apart for two uses; Resurrection Lutheran Church and Resurrection Food Pantry. These parcels constitute about 1.45 acres. It is located on the north side of Shawano Avenue, just to the west of West High School.

Subject Parcel Zoning and Land Use:

Low-Density Residential (RI) | Church and food pantry

Report: Staff has reviewed and made their recommendation based on the following information:

- Staff views this action as a clean-up action. PI Public Institutional zoning is more in alignment with other established churches in neighborhoods, especially along arterials like Shawano Avenue.
- The area consists of 5 parcels. 4 of the parcels are the principal structure, parsonage, and accessory parking.

The fifth parcel at 1004 Shawano Avenue is Resurrection Food Pantry. This use is technically separate from the church itself. The food pantry has been considered to be an accessory to the church. However, since the parcel is separate, planning staff considers this use independent. In addition to rezoning, a conditional use permit is needed as a 'clean-up' action to codify the use and facilitate potential future expansion efforts.

Surrounding Zoning Land Use:

North: Low-Density Residential (RI) | Single Family Residence

South: Low-Density Residential (RI) | Single Family and Two-Family Residences

East: Public Institutional (PI) | West High School

West: Low-Density Residential (RI) | Single Family Residence

Comprehensive Plan: The Go Big Green Bay 2050 Comprehensive Plan recommends public/semi-public and mixed residential land use. This action is not inconsistent with this recommendation.

Public Notification: Alder Delie, Fisk Addition Neighborhood Association, and neighbors within 200' were notified. No comments have been received as of the drafting of this report.

RECOMMENDATION

Approval of the request to rezone parcels from R I Low Density Residential to PI Public Institutional.

FISCAL IMPACT

ATTACHMENTS

1. 26-32 and 26-33 Application Redacted
2. ZP 26-32 and 36-33 Narrative
3. Property Map 26-32



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: 1004 SHAWANO AVE, GREEN BAY, WI 54303
Parcel Number(s): 3-1099
Petitioner(s): LARRY PETERSON Date: _____
Email: L. Redacted Phone Number: 920
City: GREEN BAY State: WI Zip: 54304
Property Owner: RESURRECTION LUTHERAN CHURCH Phone Number: 920

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, Larry Peterson, respectfully request that the City of Green Bay take the following action:

- | | |
|-------------------------------------|---|
| ☒ | Rezone Property (\$375.00 Review Fee) <u>21-91</u> |
| ☒ | Conditional Use and CUP Amendment, including Single Lot Duplexes (\$375.00 Review Fee) <u>other non public - fr. park</u> |
| ☐ | 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: Carol Bouernans Date: 8-5-2026
Petitioner Signature(s): Larry Peterson 8-5-2026

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.: _____

Rezone and Conditional Use Permit Summary

1004 Shawano Avenue

Resurrection Food Pantry

1004, 1016, 1018, 1024, 1032 Shawano Avenue

Resurrection Food Pantry and Resurrection Lutheran Church

Conditional Use Permit for Food Pantry

Rezone for Food Pantry and Resurrection Church



- Proposed CUP
- 200' Property Owner Notice

Rezone and Conditional Use Permit (CUP) Request

1004, 1016, 1018, 1024, 1032 Shawano 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 JL



Report to the Green Bay Plan Commission

MEETING DATE

August 31, 2026

PREPARED BY

AGENDA ITEM # E.5

(ZP 26-33) Public Hearing on a request for a Conditional Use Permit to allow for an other public or semi-public use (food pantry) with in a Public Institutional (PI) district at 1004 Shawano Avenue, submitted by Larry Peterson, applicant, Resurrection Lutheran Church, property owner (Ald. B. Delie, District 10).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

August 31, 2026

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.6

(ZP 26-33) Consideration with possible action on a request for a Conditional Use Permit to allow for an other public or semi-public use (food pantry) within a Public Institutional (PI) district at 1004 Shawano Avenue, submitted by Larry Peterson, applicant, Resurrection Lutheran Church, property owner (Ald. B. Delie, District 10).

BACKGROUND

Reason for Request: The applicant seeks to create a potential addition to the Resurrection Food Pantry at 1004 Shawano Avenue. A food pantry is considered to be an other public-semi public use.

Parcel Information: The subject area is located at the corner of Shawano Avenue and O'Brien Street across from West High School. The parcel is 10,294 square feet.

Subject Parcel Zoning and Land Use:

Low-Density Residential (R1) | Church and food pantry

Report: Staff has reviewed and made their recommendation based on the following information:

- Staff views this CUP request as a clean-up action. Resurrection Lutheran Church has been the user of the property. It has been used as a food pantry for years.
- This request separates an accessory church use and food pantry use. Staff considers a food pantry use designation to be an other semi-public use and is appropriate within the PI designation.
- A change to allow for a CUP for other semi-public use for a food pantry allows for expansion or renovation potential at the site.

Surrounding Zoning Land Use:

North: Low-Density Residential (R1) | Single Family Residence

South: Low-Density Residential (R1) | Single Family Residence

East: Public Institutional (PI) | West High School

West: Low-Density Residential (R1) | Single Family Residence

Comprehensive Plan: The Go Big Green Bay 2050 Comprehensive Plan recommends public/semi-public land use. This action is not inconsistent with this recommendation.

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

1. The establishment, maintenance, or operation of the conditional use will not be detrimental to or endanger the public health, safety, or general welfare.
2. The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.
3. The conditional use, its exterior architectural design, and functional plan of any proposed structure

will not be injurious to the use of other property in the immediate vicinity nor substantially diminish or impair property values within the surrounding neighborhood.

4. Adequate utilities, access roads, drainage, and/or necessary facilities have been or are being provided.
5. Adequate measures have been or will be taken to provide ingress and egress and so designed as to minimize traffic congestion.
6. Adequate parking facilities as specified in Article XVIII of this chapter.
7. The conditional use shall, in all other respects, conform to the applicable regulations of the district in which it is located and all other applicable City ordinances

Public Notification: Alder Delie, Fisk Addition Neighborhood Association, and neighbors within 200' were notified. No comments have been received as of the drafting of this report.

RECOMMENDATION

Staff recommends approval of a Conditional Use Permit to allow for a food pantry as an other public/semi-public use subject to the following condition:

- I. Compliance with all other regulations of the Green Bay Municipal Code.

FISCAL IMPACT

ATTACHMENTS

1. 26-32 and 26-33 Application Redacted
2. ZP 26-32 and 36-33 Narrative
3. Property Map 26-33 Template CUP



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: 1004 SHAWANO AVE, GREEN BAY, WI 54303
Parcel Number(s): 3-1099
Petitioner(s): LARRY PETERSON Date: _____
Email: L. Redacted Phone Number: 920
City: GREEN BAY State: WI Zip: 54304
Property Owner: RESURRECTION LUTHERAN CHURCH Phone Number: 920

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, Larry Peterson, respectfully request that the City of Green Bay take the following action:

- | | |
|-------------------------------------|---|
| ☒ | Rezone Property (\$375.00 Review Fee) <u>21-91</u> |
| ☒ | Conditional Use and CUP Amendment, including Single Lot Duplexes (\$375.00 Review Fee) <u>other non-public - fr. park</u> |
| ☐ | 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: Carol Bouernaus Date: 8-5-2026
Petitioner Signature(s): Larry Peterson 8-5-2026

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.: _____

Rezone and Conditional Use Permit Summary

1004 Shawano Avenue

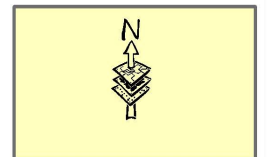
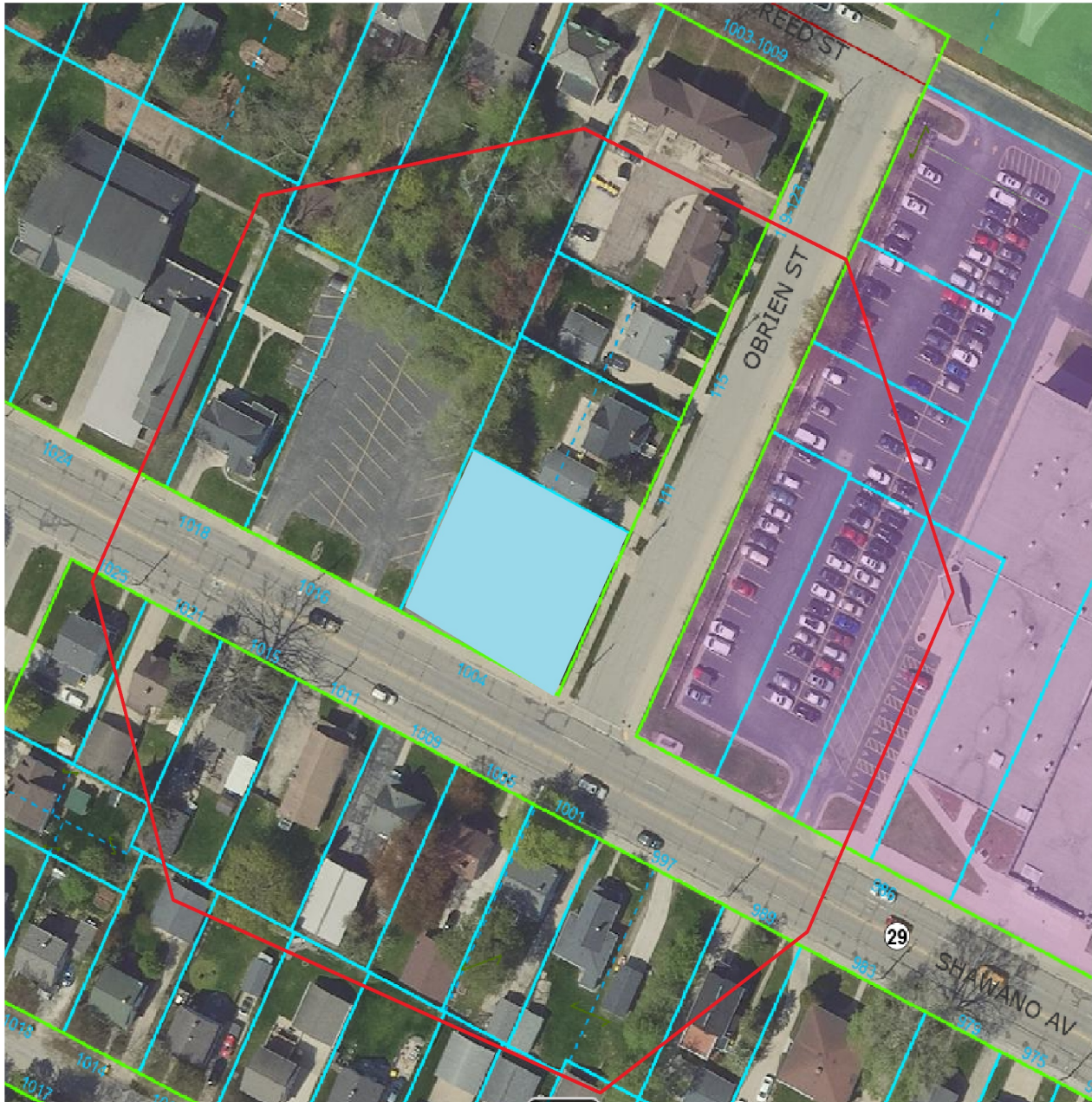
Resurrection Food Pantry

1004, 1016, 1018, 1024, 1032 Shawano Avenue

Resurrection Food Pantry and Resurrection Lutheran Church

Conditional Use Permit for Food Pantry

Rezone for Food Pantry and Resurrection Church



- Proposed CUP
- 200' Property Owner Notice

Conditional Use Permit (CUP) Request

1004 Shawano 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 JL



Report to the Green Bay Plan Commission

MEETING DATE

August 31, 2026

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.7

(ZP 26-34) Public Hearing on a request for a Conditional Use Permit to allow for an accessory side wall height and building height to exceed maximum height standards within an R1 Low-Density Residential district at 1013 S Jackson Street, submitted by Mary Schils and LeRoy Geil, applicants, LeRoy R Geil, Etal property owner (Ald. J. Shelton, District 4).

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

August 31, 2026

PREPARED BY

Jon LeRoy, Zoning Administrator

AGENDA ITEM # E.8

(ZP 26-34) Consideration with possible action on a request for a Conditional Use Permit to allow for an accessory side wall height and building height to exceed maximum height standards within an R1 Low-Density Residential district at 1013 S Jackson Street, submitted by Mary Schils and LeRoy Geil, applicants, LeRoy R Geil, Etal property owner (Ald. J. Shelton, District 4).

BACKGROUND

Reason for Request: The applicant seeks to replace an existing accessory building which has a side wall of 14 feet in height and a roof height of approximately 17 feet, measured to mid-point. This request exceeds typical standards for an accessory building which limits the sidewall height to 10 feet and building height to 16 feet without a conditional use permit.

Parcel Information: The subject area is a 60-foot wide by 165-foot deep parcel located on S Jackson Street between Eliza Street and Emilie Street. The parcel is a single-family residence.

Subject Parcel Zoning and Land Use:

Low-Density Residential (R1) | Single Family Residence

Report: Staff has reviewed and made their recommendation based on the following information:

The applicant seeks to replace an existing accessory building which measures approximately 29 x 20 feet. The proposed accessory building will replace the footprint of the existing accessory building which is located in the same location.

The existing accessory building was originally built as a carriage house and has been used as a three-stall garage and storage space. The new accessory building is proposed to be a three-stall garage with electrical service to the second story but does not offer other utilities and will not be used as an ADU/carriage house.

The principal structure is a 2-story home and the proposed accessory building is smaller in size and height compared to the principal structure. A neighboring house shares a driveway with the home at 1013 S Jackson. The proposed structure is smaller in height and size compared to said house.

This request was initially reviewed by the Landmarks Commission earlier this year and the structure was approved. The applicant is seeking to place the building in the same location as the existing building. The existing building is located approximately 2.5 feet from the side property line and 1.3 feet from the rear property line. New construction must meet the existing code and the placement of said accessory building must be setback at least 4 feet from the rear property line. If the applicant seeks to place the building 1.5 feet from the rear property line, the applicant's site plan will be rejected by planning staff and will require a variance from the Board of Appeals.

Surrounding Zoning Land Use:

North: Low-Density Residential (RI) | Single Family Residence

South: Low-Density Residential (RI) | Single Family Residence

East: Low-Density Residential (RI) | Single Family Residence

West: Low-Density Residential (RI) | Single Family Residence

Comprehensive Plan: The Go Big Green Bay 2050 Comprehensive Plan recommends low density residential land use. This action is not inconsistent with this recommendation.

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

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

Public Notification: Alder Shelton, Astor Neighborhood Association, and neighbors within 200' were notified. No comments have been received as of the drafting of this report.

RECOMMENDATION

Approval of the request to allow for a side wall height of 14' and a roof height of 17' for an accessory building subject to the following conditions:

1. Compliance with all regulations of the Green Bay Municipal Code
2. If the property owner seeks to place the accessory structure 1.3' from the rear property, a variance from the Board of Appeals must be approved. If the Board of Appeals does not grant a variance, the garage must either be reduced in size or moved to 4 feet from the rear property line.

FISCAL IMPACT

ATTACHMENTS

1. ZP 26-34 Redacted Application and Info
2. Property Map 26-34 Template



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: 1013 S. Jackson St.

Parcel Number(s): 16-246

Petitioner(s): Mary Schils and Roy Geil

Date: Aug. 7, 2026

Email: [REDACTED]

Phone Number: [REDACTED]

Address: 1013 S. Jackson St.

City: Green Bay

State: WI

Zip: 54301

Property Owner: Roy Geil et al

Phone Number: [REDACTED]

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, Mary Schils and Roy Geil, 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: Roy R. Geil

Date: 8/7/26

Petitioner Signature(s): Mary Schils

Roy R. Geil

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: 315

Receipt No.: _____

Zoning Petition No.: 2634

We are requesting a CUP for an accessory structure at 1013 S. Jackson St. Our home was built in 1896 and is located within the Astor historic district. We are deeply committed to maintaining historic accuracy for both our home and carriage house (which is also original).

Our carriage house (now used as a three-stall garage) has lost its structural integrity and is becoming unsafe. While our preference has always been to find a way to save the structure through an appropriate restoration, we have been unable to find a contractor willing to take on the project. We searched quite a bit and after looking at the scope of work, no one was willing to bid on it.

Reluctantly, we changed course to explore demolition and rebuild. We hired an architect to draw plans for an exact replica of the original carriage house. The proposed structure maintains the width, depth and height of the original, and is true to the aesthetic of home. Our goal is to create a structure that is appropriate to the historic nature of our property and is respectful of the original. (The second story of the original carriage house was literally used for feed storage. We use it for storage as well.)

We appeared before the Historic Landmark Commission in May of this year and received a Certificate of Appropriateness for the project. They were appreciative of our efforts to restore the original structure and approved our proposed new structure as an acceptable alternative.

We understand that the height of the carriage house/garage is outside the current guidelines for accessory structures. Our intent is exclusively to maintain the appropriate scale of the building in comparison to our historic home which is two-plus stories in height. The plan does include electrical service to the second story but does not include other utilities. There is no intent to use the second story as anything other than storage.

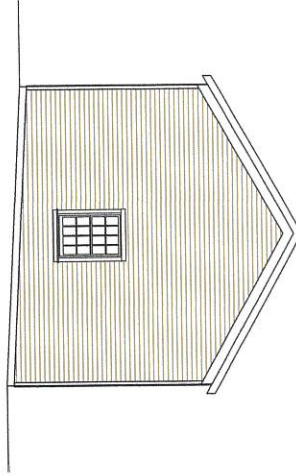
We appreciate the Commission's review of our request.

Mary Schils and LeRoy (Roy) Geil

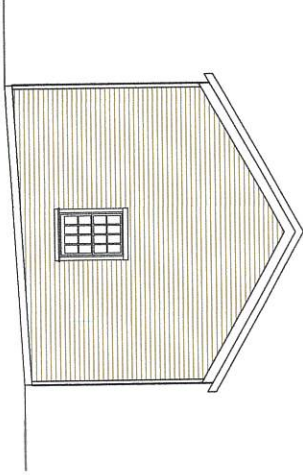
1013 S. Jackson St.

920-288-9302

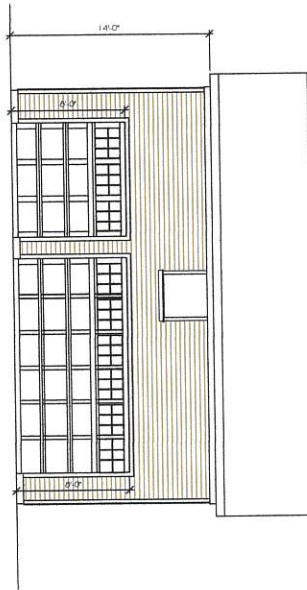
LEFT SIDE ELEVATION



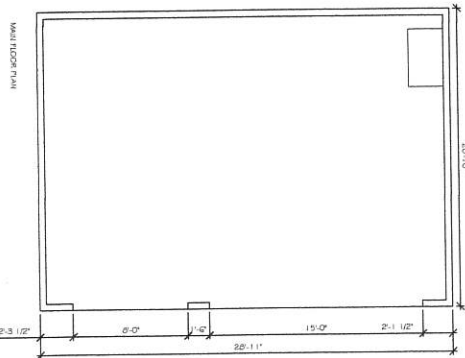
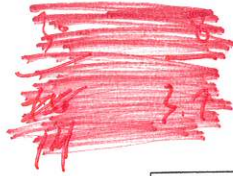
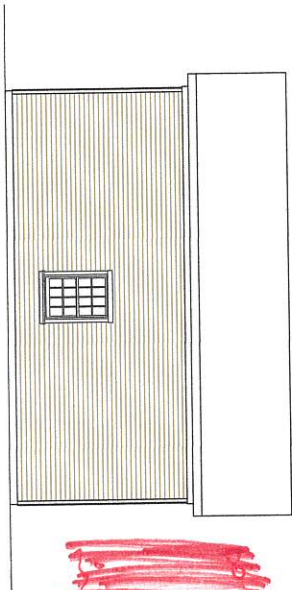
RIGHT SIDE ELEVATION



FRONT ELEVATION



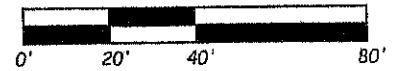
REAR ELEVATION



PLAT OF SURVEY

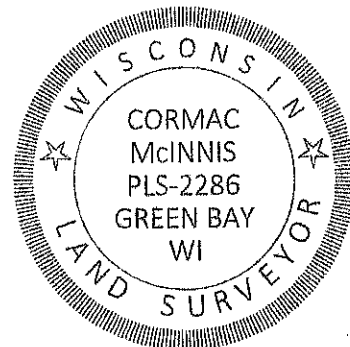
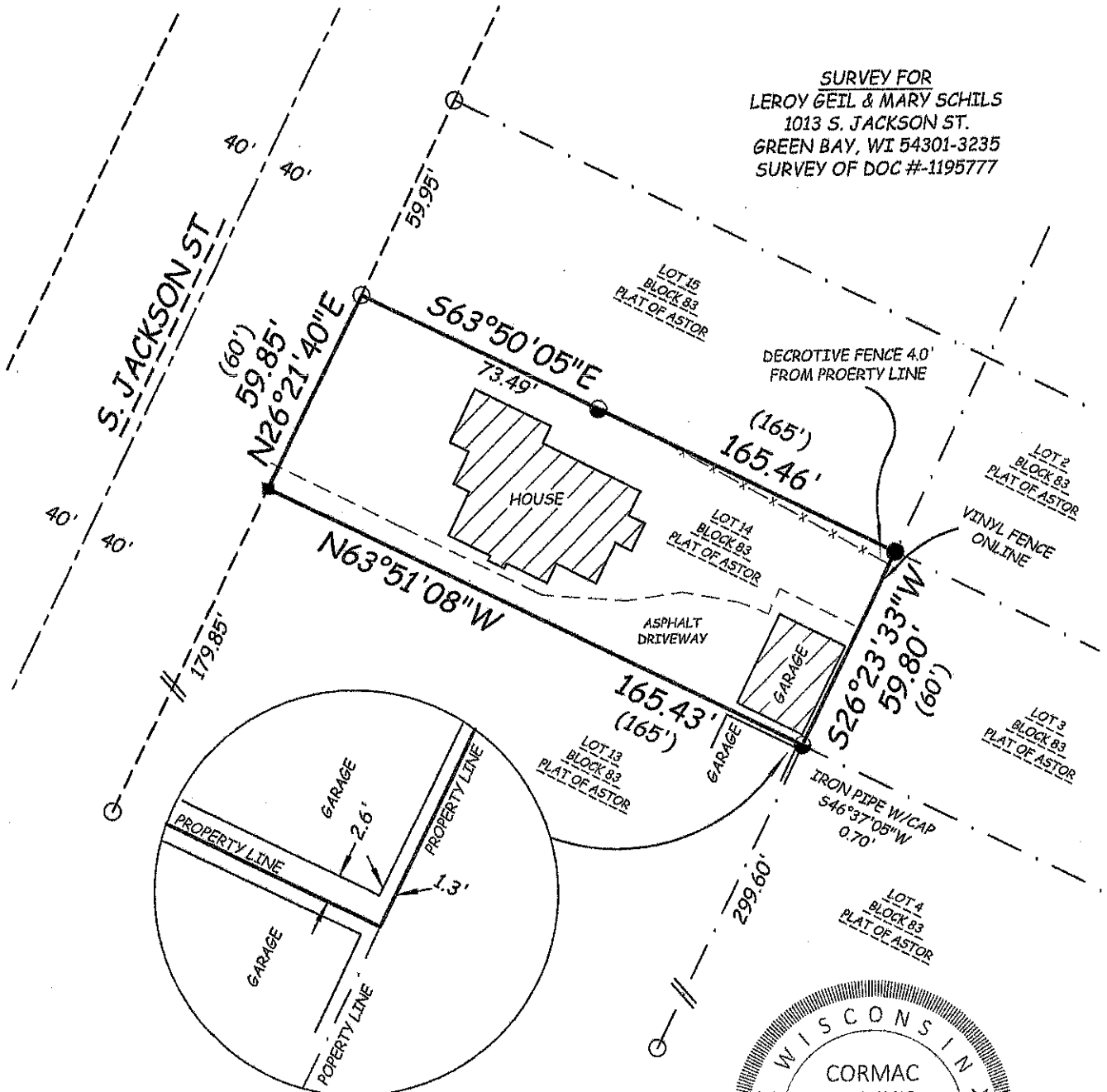
LOT FOURTEEN, BLOCK EIGHTY THREE, ACCORDING TO THE
RECORDED PLAT OF ASTOR IN THE CITY OF GREEN BAY, EAST
SIDE OF FOX RIVER, BROWN COUNTY, WISCONSIN.

SCALE = 1" = 40'



BEARINGS ARE REFERENCED TO THE
EAST LINE OF S. JACKSON STREET,
WHICH BEARS N 26°21'40"E

SURVEY FOR
LEROY GEIL & MARY SCHILS
1013 S. JACKSON ST.
GREEN BAY, WI 54301-3235
SURVEY OF DOC #-1195777

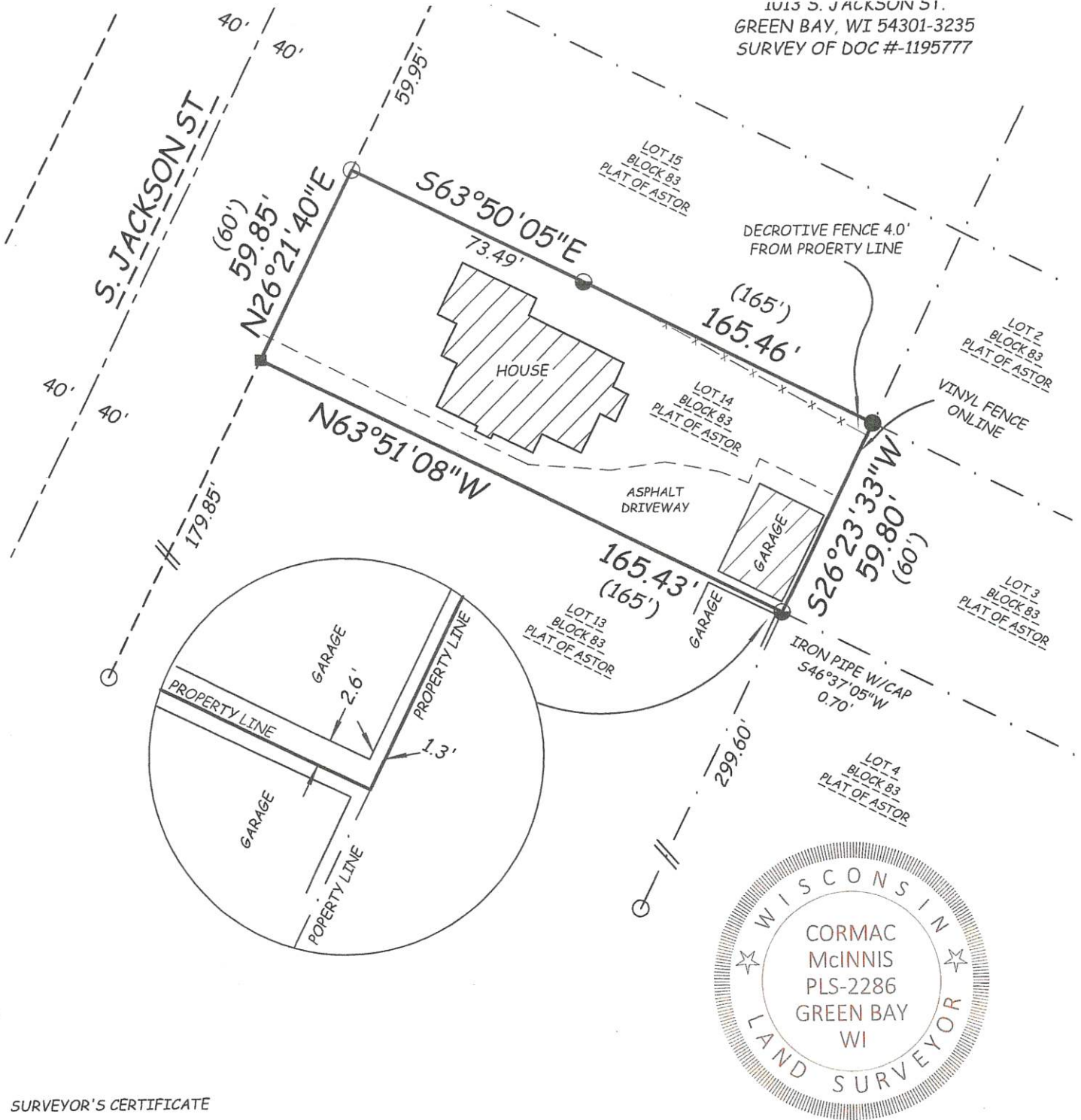


SURVEYOR'S CERTIFICATE

I, CORMAC A. MCINNIS, WISCONSIN PROFESSIONAL LAND SURVEYOR, CERTIFY THAT I HAVE SURVEYED THE ABOVE DESCRIBED LANDS AND THAT, TO THE BEST OF MY KNOWLEDGE AND BELIEF, THIS MAP IS A CORRECT REPRESENTATION THEREOF AND SHOWS THE SIZE AND LOCATION OF THE PROPERTY, ITS EXTERIOR BOUNDARIES AND VISIBLE ENCROACHMENTS, IF ANY. I FURTHER CERTIFY THAT THIS SURVEY COMPLIES WITH CHAPTER 19.7 OF THE WISCONSIN ADMINISTRATIVE CODE

LEGEND

● 1" X 18" IRON PIPE SET,
WEIGHING 113 LBS/FT



SURVEYOR'S CERTIFICATE

I, CORMAC A. MCINNIS, WISCONSIN PROFESSIONAL LAND SURVEYOR, CERTIFY THAT I HAVE SURVEYED THE ABOVE DESCRIBED LANDS AND THAT, TO THE BEST OF MY KNOWLEDGE AND BELIEF, THIS MAP IS A CORRECT REPRESENTATION THEREOF AND SHOWS THE SIZE AND LOCATION OF THE PROPERTY, ITS EXTERIOR BOUNDARIES AND VISIBLE ENCROACHMENTS, IF ANY. I FURTHER CERTIFY THAT THIS SURVEY COMPLIES WITH CHAPTER AE-7 OF THE WISCONSIN ADMINISTRATIVE CODE.

FIELD SURVEY COMPLETED: JUNE 19, 2026

CAM 7-17-26
CORMAC A. MCINNIS, S-2286-008 DATE

LEGEND

- 1" X 18" IRON PIPE SET, WEIGHING 1.13 LBS/FT.
- 1.5" P.K. NAIL SET
- ¾" I.D. IRON PIPE FND.
- ◐ 1" O.D. IRON PIPE FND.
- () RECORDED AS



McInnis Land Surveying, LLC
2951 Timberline Dr.
Green Bay, WI 54313
920-737-8164
mcinnislandsurveying@gmail.com

Project # 26-017 - Mary Schils POS
Drawing # 26-017 mary schils pos.dwg
Date: 2026-07-13



Report to the Green Bay Plan Commission

MEETING DATE

August 31, 2026

PREPARED BY

Dena Mooney, Staff

AGENDA ITEM # E.9

(OMA 26-01) Consideration with possible action on a request to amend the City's Official Map by removing future road between Sussex Road and Future Durham Road, submitted by Brad Rymer, Vierbicher, applicant, on behalf of Mai Xiong and Jack Yer Yang, property owners (Ald. J. Grant, District 1).

BACKGROUND

Reason for Request: The applicants own Parcel 22-159-4. An officially mapped road exists on this parcel and the adjacent parcel (Parcel 22-160-1), which extends from Sussex Road to future Durham Road. The applicants would like to build a house on their parcel where the officially mapped road is located. For the house to be built in its desired location, the applicants are requesting an amendment to remove this future road from the Official Map.

Parcel Information: The site, which is located north-west of the intersection of Sussex Road and Scottwood Drive, consists of two parcels. Parcel 22-160-1 is 4.26 acres and Parcel 22-159-4 is 3.29 acres.

Subject Parcel Zoning and Land Use: Low-Density Residential (R1) | Vacant

Report: Staff has reviewed and made their recommendation based on the following information:

- Sussex Road was built between 2000 and 2005, and its construction included the street stub for the proposed future road.
- The future road follows the existing road pattern of the neighborhood.
- The purpose of an official map in Wisconsin is to legally reserve and protect land layout for future public infrastructure, such as streets, to promote public health, safety, and orderly community development. By identifying and protecting planned corridors ahead of time, municipalities can preserve future infrastructure options for when the improvements are ultimately needed. Simply put, it's a long range planning tool that helps preserve options for future development and connectivity.
- Staff informed the applicants of the officially mapped road prior to purchasing the property.
- The application did not include a letter or signature of support from Gesina Thiry, the owner of Parcel 22-160-1, who is affected by this request.
- The applicant's parcel is over 3 acres in size and provides other opportunities for the location of the house or relocation of the road. Discussions have been held with the applicants on other possible locations for the house and road, but they have decided to move forward with the request as proposed.
- Key takeaways of the Go Big Green Bay 2050 Comprehensive Plan related to the request include: 1) Develop connected streets that provide transportation flexibility with increased safety and discourage cul-de-sac streets; 2) The Community Engagement Summary identified improved connections/connectivity as a major theme during the Community Visioning Workshop; and 3) District 9 identifies the area as a Housing Opportunity area and Neighborhood Node. A Neighborhood Node area encourages economic development that supports everyday necessities for residents and builds key points of social infrastructure. The Housing Opportunity area focuses on

increasing density and mixed-use development in a context-sensitive manner around the Red Smith neighborhood.

Surrounding Zoning Land Use:

North: Low-Density Residential (R1) | Single-Family Residential, Vacant

South: Low-Density Residential (R1) | Single-Family Residential, Vacant

East: Low-Density Residential (R1), Planned Unit Development (PUD) | Vacant

West: Low-Density Residential (R1) | Vacant

Comprehensive Plan: The Go Big Green Bay 2050 Comprehensive Plan recommends Mixed Residential land uses for the project area.

Land Use Development Standards: Not applicable.

Public Notification: Alder Grant, Red Smith Neighborhood Association, and affected property owners within 400' have been notified of the request. No comments have been received as of the drafting of this report. A neighborhood meeting was held on Tuesday, July 28, 2026. The consensus of the neighborhood (19 residents) was in support of the applicant's request.

RECOMMENDATION

Denial of the request.

FISCAL IMPACT

ATTACHMENTS

1. OMA 26-01 Application_redacted
2. OMA 26-01 Narrative
3. OMA 26-01 Map from Applicant
4. OMA 26-01 Map

250491



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: Sussex Road

Parcel Number(s): 22-159-4

Petitioner(s): Vierbicher (Brad Rymer)

Date: 06/05/2025

Email: [REDACTED]

Phone Number: [REDACTED]

Address: 400 Security Blvd

City: Green Bay

State: WI

Zip: 54313

Property Owner: Mai Xiong & Jack Yer Yang

Phone Number: [REDACTED]

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

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

I, Brad Rymer of Vierbicher as agent, respectfully request that the City of Green Bay take the following action:

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

Owner Signature: Mai Xiong

Date: 07/30/26

Petitioner Signature(s): Brad Rymer

Digitally signed by Brad Rymer
Date: 2025.06.06 10:58:35 -0500

Brad Rymer

Digitally signed by Brad Rymer
Date: 2026.07.30 07:33:16 -0500

Checklist of required attachments:

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

For office use only:

Review Fee: _____

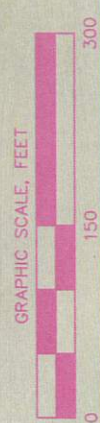
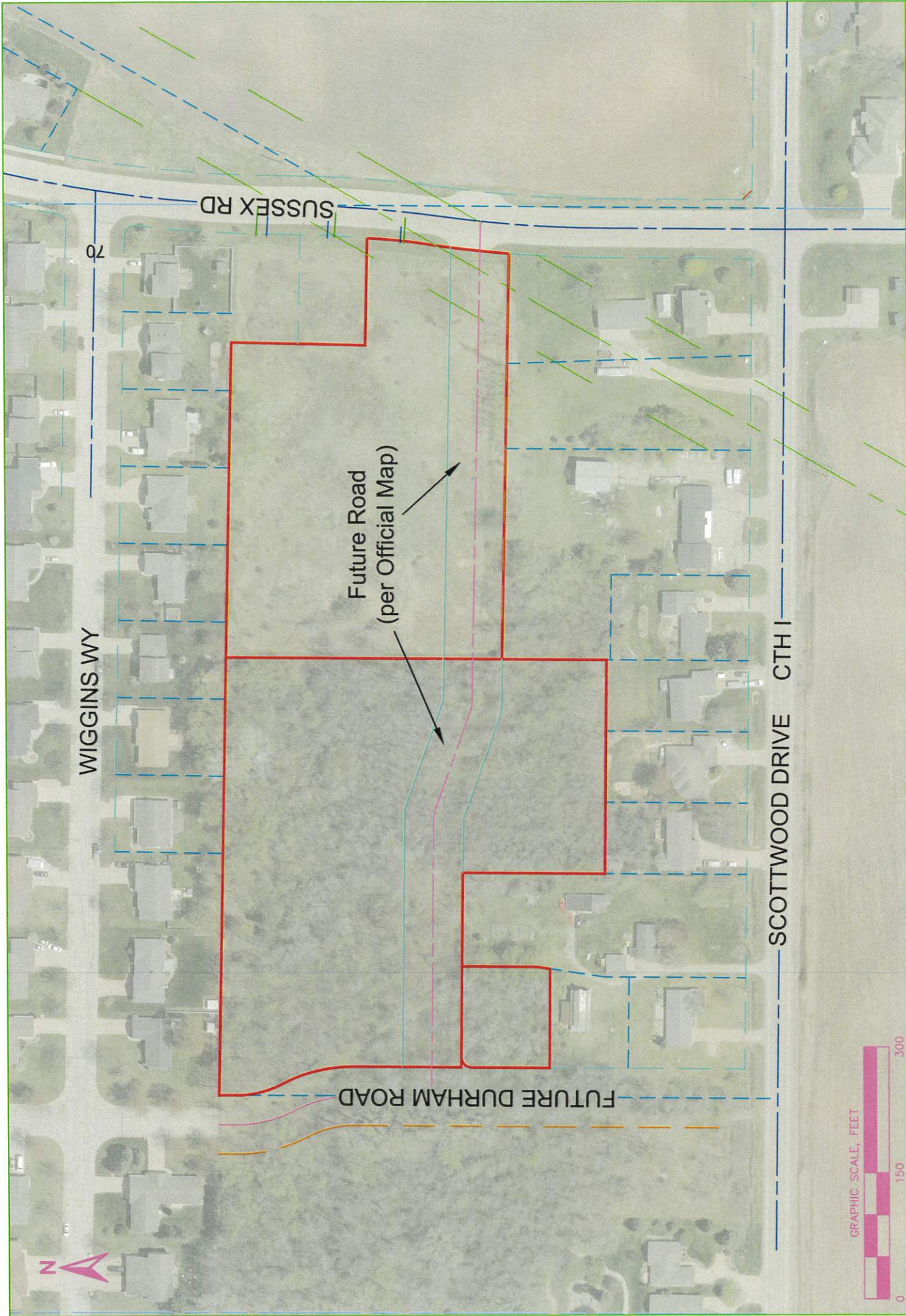
Receipt No.: _____

Zoning Petition No.: _____

Official Map Amendment request

Jack Yang & Mai Xiong (Parcel 22-159-4)

The current official city map depicts a future road connection between Sussex Road on the East and future Durham Road on the West. We are asking that this portion of the road be removed/eliminated from the official map. The current property owner of Tax Parcel 22-159-4 is the applicant. The future road is depicted wholly on the subject parcel and adjacent to their Southerly lot line sharing the future road with the adjacent property owners to the South (Tax Parcels 22-159-3, 22-159 & 22-159-2). The Westerly extension of this future road goes through a larger parcel (22-160-1) of land in which the owner purchased simply to not have neighbors behind her. The applicant would like to build a home on said parcel and orientate it in such a way that encroaches and/or restricts future development in the area of the future road. A neighborhood meeting was held and several of the neighbors attended. A conversation was had with the neighbors regarding the request to remove the future road from the map. Development costs were discussed with the neighbors deterring them from the likelihood of constructing the future road after seeing very little benefit to selling off a portion of their existing parcels. All neighbors in attendance were in agreement to remove the future road from the map. The adjacent property owners to the South also concurred that development of the rear of their parcels was not something they were interested in. There are drainage issues in the area of the mapped road. The neighbors concluded that the drainage issue would only get worse if development were to occur with the construction of the future road and then additional houses. More conversation was had regarding future Durham Road than the elimination of this mapped road. In addition to the elimination of the future road, the development to the East and across Sussex Road was previously approved with the connection to Sussex Road in a slightly different location than officially mapped. We will be submitting for that development very shortly. This will include an official map amendment along with a preliminary plat.

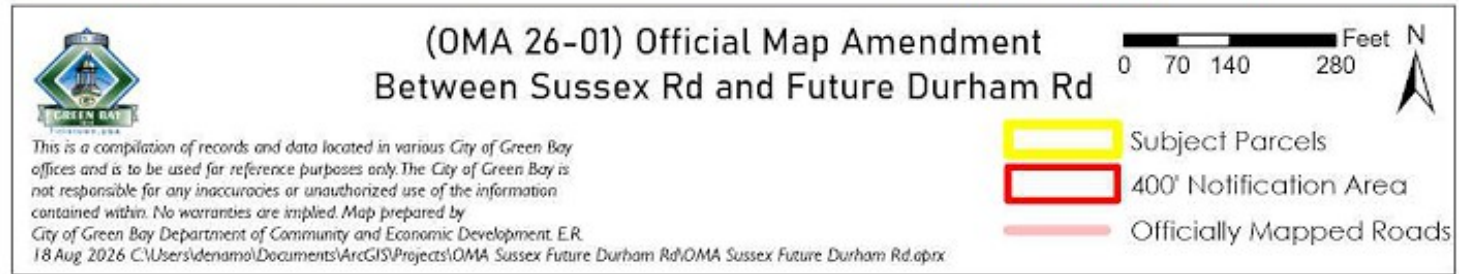


Official Map Amendment

City of Green Bay, Brown County, Wisconsin
06/29/2026

vierbicher
planners | engineers | advisors







Report to the Green Bay Plan Commission

MEETING DATE

August 31, 2026

PREPARED BY

AGENDA ITEM # E.10

(TA 26-04) Public Hearing on a request to amend various sections of the Green Bay Municipal Code, Chapter 44, related to Land Use Tables, submitted by Community and Economic Development.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

August 31, 2026

PREPARED BY

Sierra Schultz, Staff - CED Zoning Intern

AGENDA ITEM # E.11

(TA 26-04) Consideration with possible action on amendments to various sections of the Green Bay Municipal Code, Chapter 44, related to Land Use Tables, submitted by Community and Economic Development.

BACKGROUND

Reason for Request: The proposed text amendment is a clean-up action of the City's current zoning ordinance. The amendment consolidates and clarifies land-use information in a proposed additional article to Chapter 44: Zoning of the Municipal Code.

Report: Staff has reviewed and made their recommendation based on the following information:

- CED is proposing a text amendment to the zoning code related to land-use tables because it can be challenging for both professionals and the public to find if a specific use is permitted, conditional, or prohibited across a variety of zoning districts. In the current zoning ordinance, each article relating to zoning districts has one of each of these tables. In total, this ordinance would reduce 20 individual tables scattered throughout the code to 3 tables, all found in the proposed Article XXII. The organizational change will make the land use permissions easier to locate and compare, and should reduce the time required for property owners, applicants, and staff to identify applicable zoning requirements.
- Through this process, staff identified a few land use definitions referenced in the existing land use tables that do not have corresponding definitions in the zoning ordinance. This is particularly applicable to uses within the Conservancy zoning district. The proposed amendment adds definitions for these uses, as well as organizes the section alphabetically for ease of use.
- The proposed amendment is primarily organizational and clarifying in nature and does not, in itself, change the underlying land use permission established by the existing zoning regulations.

Comprehensive Plan: The Go Big Green Bay 2050 Comprehensive Plan does not provide specific guidance regarding the proposed text amendment.

Land Use Development Standards: Not applicable.

Public Notification: Public notification has gone out on this item. At the time of writing this report, no public comments have been received.

RECOMMENDATION

Approval of the amendment to the Municipal Code as proposed in the draft ordinances.

FISCAL IMPACT

ATTACHMENTS

1. G.O. 16-26 Relating to Repealing of Land Use Definitions
2. G.O. 17-26 Relating to Creating Article XXII, Sec. 44-2200 for Land Use Definitions
3. G.O. 18-26 Relating to Repealing of Certain Land Use Tables
4. G.O. 19-26 Relating to Creating Article XXII for Land Use Tables
5. G.O. 20-26 Relating to Amending Unserved Lots, RR District
6. Allowed Uses Table
7. Lot Dimensions Table
8. Accessory Uses Table
9. Land Use Definitions

GENERAL ORDINANCE NO. 16-26

**AN ORDINANCE
REPEALING SECTION 44-250,
GREEN BAY MUNICIPAL CODE,
RELATING TO LAND USE DEFINITIONS**

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

SECTION 1. Section 44-250, Green Bay Municipal Code, is hereby amended to remove:

Section 44-250, removed and reserved.

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

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

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

APPROVED:

Mayor

GENERAL ORDINANCE NO. 17-26

AN ORDINANCE CREATING ARTICLE XXII, SECTION 44-2200, OF CHAPTER 44 GREEN BAY MUNICIPAL CODE, RELATING TO LAND USE DEFINITIONS

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

SECTION 1. Article XXII, Land Use Standards, Chapter 44, Green Bay Municipal Code, is hereby created to include:

Section 44-2200: Definitions

This section defines each land use listed in the land use tables in alphabetical order. General definitions are listed in [Section 44-249](#). Definitions of signs are listed in [Section 30-3](#).

- 1) *Accessory Dwelling Unit (ADU)* means a residential dwelling unit on the same parcel as a single-family, two-family duplex or a two-family semi-detached dwelling. The ADU provides complete independent living facilities for one family per Wisconsin's Unified Dwelling Code. It may take various forms: a detached unit; a unit that is part of an accessory structure, such as a detached garage; or a unit that is part of an expanded or remodeled principal/primary dwelling.
- 2) *Adult daycare home* means a residential dwelling where services are provided for part of a day in a group setting to adults who need assistance with activities of daily living, supervision, or protection. Services may include personal care and supervision, provision of meals, medical care, medication administration, transportation, and activities designed to meet physical, social, and leisure time needs. Such facilities are not licensed by the State of Wisconsin, but may be certified by the State.
- 3) *Adult entertainment establishment* means an establishment providing nude dancing or other live or recorded performances that depict, describe, or relate to specified sexual activities: human genitals in a state of sexual stimulation or arousal; acts of human masturbation, sexual intercourse, oral copulation, or sodomy; fondling or other erotic touching of specified anatomical areas. Adult entertainment establishments include, but are not limited to, the following uses:
 - a. *Adult bookstore*. An establishment having as a substantial or significant portion of its stock and trade in books, magazines, other periodicals, videotapes, compact disks, and/or other electronic media which are distinguished or characterized by their emphasis on matter depicting, describing, or relating to "specified sexual activities" or "specified anatomical areas" as defined herein.
 - b. *Adult motion picture theater*. An enclosed building or outdoor land area used for the viewing of films or videos at which a significant or substantial portion of the material presented is distinguished or characterized by an emphasis on matter

depicting, describing, or relating to "specified sexual activities" or "specified anatomical areas" as defined herein for observation by patrons therein.

- c. *Adult bath house*. An establishment or business which provides the service of baths of all kinds, including all forms and methods of hydrotherapy, that is not operated by a medical practitioner or a professional physical therapist licensed by the State of Wisconsin and which establishment provides to its patrons an opportunity for engaging in specified sexual activities as defined in this chapter.
 - d. *Adult motel*. A hotel, motel, or similar commercial establishment which:
 - i. Offers accommodations to the public for any form of consideration; provides patrons with closed-circuit television transmissions, films, motion pictures, video cassettes, slides, or other photographic reproductions which are characterized by the depiction or description of "specified sexual activities" or "specified anatomical areas"; and has a sign visible from the public right-of-way which advertises the availability of this adult type of photographic reproductions; or
 - ii. Offers a sleeping room for rent for a period of time that is less than ten hours; or
 - iii. Allows a tenant or occupant of a sleeping room to sub-rent the room for a period of time that is less than ten hours.
 - e. *Adult modeling studio*. An establishment or business which provides the services of modeling for the purpose of reproducing the human body wholly or partially in the nude by means of photography, painting, sketching, drawing, or otherwise.
 - f. *Adult body painting studio*. An establishment or business wherein patrons are afforded an opportunity to paint images on a body which is wholly or partially nude. For purposes of this chapter, the adult body painting studio shall not be deemed to include a tattoo parlor.
 - g. *Adult cabaret*. An establishment or business which features male and/or female topless and/or bottomless dancers, go-go dancers, exotic dancers, strippers, or similar entertainers.
 - h. *Adult novelty shop*. An establishment or business having as a substantial or significant portion of its stock and trade in novelty or other items which are distinguished or characterized by their emphasis on or designed for specified sexual activities as defined herein or stimulating such activity.
- 4) **Agriculture means the use of land for the production of plants, animals, or horticultural products, including farming, dairying, pasturage agriculture, horticulture, floriculture, and animal and poultry husbandry, and the necessary accessory uses for storing the products. Agriculture shall not include animal feedlot operations.**
- 5) **Agriculture, forestry, fishing, and recreation means the use of land for the cultivation, production, harvesting, management, or collection of natural resources, including**

crops, livestock, timber, and fish, as well as associated conservation and resource management activities.

- 6) *Animal boarding facility, kennel, or animal shelter* means an establishment in which more than two dogs or three cats or any combination thereof may be kept for boarding, breeding, safekeeping, convalescence, placement, sale, or humane disposal.
- 7) *Animal grooming facility* means an establishment where domestic animals are bathed, clipped, or combed, including boarding for not more than 48 hours incidental to the grooming services.
- 8) *Animal hospital or veterinary clinic* means an establishment providing medical and surgical treatment of domestic animals, including grooming and boarding for not more than 30 days if incidental to the medical care.
- 9) **Arboreta, wildlife preserves, botanical gardens, trails for non-motorized use, and similar non-intensive or passive recreational facilities means land uses that promote environmental protection, public health, and open spaces.**
 - a. **Arboreta means a space where trees, shrubs, and herbaceous plants are cultivated for scientific and educational purposes.**
 - b. **Wildlife preserves means land dedicated to the natural environment of wildlife for preservation purposes.**
 - c. **Botanical gardens means an indoor or outdoor facility where plants are grown to display to the public and for scientific research.**
 - d. **Trails for non-motorized use means paths dedicated to pedestrians and bicyclists, or any other non-motorized mode of transportation.**
- 10) *Artist's studio* means workspace for artists, artisans, or craftspersons who are engaged in the creation, teaching, or performance of the fine and applied arts and also allows the sale of fine and applied art products as an associated use.
- 11) *Auto salvage yard or scrap yard* means a facility where scrap or salvage materials, including used motor vehicles, are sorted, stored, dismantled, assembled, and distributed, including wholesale and retail sales of such materials. Scrap or salvage materials include, but are not limited to, scrap iron and other metals, paper, rags, rubber tires, bottles, plastics, and aluminum cans.
- 12) *Auto title loan business* means any person licensed pursuant to Wis. Stats. §§ 138.09 and 218.05, who makes a loan that is secured by an interest, other than a purchase money security interest, where the title of an automobile, motorcycle, any motor vehicle or titled vehicle is used as collateral.
- 13) *Automobile rental* means an establishment where contracts are prepared or reservations accepted for the rental or leasing of automobiles and other motor vehicles, including incidental storage.
- 14) *Automobile sales* means an establishment providing wholesale and retail sales or leasing of new or used automobiles, motorcycles, trucks, trailers, boats, or outdoor recreational

vehicles, including outdoor sales area, incidental storage and maintenance and warranty repair work, or other repair service conducted as an accessory use.

- 15) *Bank or financial institution* means a financial institution that is open to the public and engaged in deposit banking and that performs the related functions of making loans, investments, and fiduciary activities. The bank may be in a freestanding building or contained in an office building with other uses and with or without a drive-up window.
- 16) *Bed and breakfast* means a lodging establishment that rents rooms for short periods of time to the public, provides meals to renters, and is the operator's place of residence.
- 17) *Building maintenance or janitorial service* means an establishment providing routine maintenance of buildings, including, but not limited to, window washing, building cleaning, pest extermination, or disinfecting service.
- 18) *Building material sales* means an establishment that sells or rents building supplies, construction equipment, or home decorating fixtures and accessories. The term "building material sales" includes a lumberyard or home improvement center and may include outdoor storage or tool and equipment sales or rental.
- 19) **Campgrounds, public or private means an area to be used for transient occupancy by camping in tents, camp trailers, travel trailers, motor homes, or similar movable or temporary sleeping quarters of any kind.**
- 20) *Carwash* means an establishment where washing, drying, polishing, or vacuuming of an automobile is done by service personnel, the driver, or by automated machinery.
- 21) *Catering service* means a business that prepares food and beverages to be delivered off-premises for consumption at a social, business, or civic function and may also provide service at the function.
- 22) *Cemetery* means a place for the internment of the dead, divided into burial lots subdivided in a cemetery plat in accordance with Wis. Stats. § 157.07, and may also include mausoleum or columbarium and also allow a crematorium as an associated use.
- 23) *Clinic or healthcare facility* means a facility providing medical, psychiatric, or surgical service for sick or injured persons exclusively on an outpatient basis. Also included are related accessory uses, such as emergency treatment facilities, diagnostic services, training, administration, and other services to outpatients, employees, or visitors.
- 24) *College, university*, means an educational institution authorized by the state to award associate, baccalaureate, or higher degrees or any campus of the state vocational, technical, or adult education system.
- 25) *Commercial dog day care* means a commercial facility occupied by dogs for the purpose of exercise and socialization during daytime business hours. No animal will be kept overnight or on weekends. These facilities can include indoor and outdoor spaces.
- 26) *Community center or neighborhood center* means a building used as a place of meeting, recreation, or social activity catering primarily to the surrounding area or neighborhood. The center may be owned or leased by a public agency or nonprofit organization and is generally open to the public for daily use or scheduled events.

- 27) **Community gardens mean sectioned plots of land for individual or group use for the planting, growing and cultivation of fruits, vegetables, plants, flowers, and herbs. Personal gardens on private property used as an accessory use do not apply.**
- 28) *Community living arrangement* means a facility licensed, operated, or permitted by the State of Wisconsin that is either:
- a. A facility where four or more children reside and are provided with care and maintenance by persons other than a relative or guardian. This definition includes foster homes, treatment foster homes, community living arrangements for children, and residential childcare centers as defined by Wisconsin State Statute, but does not include educational institutions, public agencies, hospitals, maternity homes, nursing homes, or sanitariums.
 - b. A facility where three or more adults not related to the operator reside and are typically provided with care, treatment, or services above the level of room service, which may include prescribed personal care. This definition includes Community Living Arrangements (CLAs), Community Based Residential Facilities (CBRFs), and Adult Family Homes (AFHs) as defined by Wisconsin State Statutes, but does not include transitional housing, nursing homes, prisons, jails, correctional facilities, convents, monasteries/seminaries, or educational institutions and related student housing.
- 29) *Concrete, asphalt, and rock crushing facility* means a use in which the principal activity is the processing, handling, sale and transport of concrete, asphalt, rock, brick, cement, or other similar paving or building materials.
- 30) *Contractor showroom or workshop* means an office of a contractor, builder, painter, etc., that includes an enclosed showroom for display of samples, appliances, supplies, and other materials used in the business and/or an enclosed workshop for limited assembly or preparation of building materials.
- 31) *Contractor yard* means an establishment providing general contracting or building construction services, including outdoor storage of machinery or equipment.
- 32) *Convent, monastery, seminary, and religious retreat* mean a building or group of buildings that serves as the primary dwelling and place of work and worship for members of a religious order. A convent, monastery, seminary, and religious retreat may be considered a dormitory as defined and regulated within this Code.
- 33) *Convenience store* means an establishment where motor fuel products or other minor accessories are retailed directly to the public on the premises, in combination with sale of items typically found in a convenience market or supermarket.
- 34) *Convention center* means a commercial facility used for assemblies or meetings of the members or representatives of groups, including exhibition space and catering and food service facilities.
- 35) *Cultural institution* means an institution that displays or preserves objects of interest of the arts or sciences. This term includes, but is not limited to, a museum, gallery, or planetarium.

- 36) *Currency exchange* means an establishment, other than a bank, trust company, savings bank, savings and loan association, credit union, or other financial institution, that exchanges common currencies, sells money orders or cashier's checks, and cashes checks as its principal business activity.
- 37) *Day labor agency* means an establishment engaged in the temporary employment of persons on a daily basis where persons wait on the premises for work assignments.
- 38) *Daycare home/daycare center, preschool* means a facility that provides supervision and care of preschool age children on a regular basis for periods less than 12 hours per day. Daycare or preschool facilities are licensed by the State of Wisconsin Department of Health and Family Services and classified as one of the following:
- a. *Family daycare home* means a dwelling unit licensed as a daycare center by the Wisconsin Department of Health and Family Services where care is provided for up to eight children at one time.
 - b. *Group daycare center, preschool* means a program licensed to provide care for nine or more children at one time.
- 39) **Docks, piers, and boat landings means overwater structures that connect water and land.**
- 40) *Dormitory* means a communal-type living arrangement of four or more persons not related by blood, adoption, or marriage who share common sleeping areas, kitchen, bath, or restroom facilities. This definition includes, but is not limited to, shelter facilities, educational facility housing, rooming houses, boarding houses or lodging houses, community living arrangements, community-based residential facilities, migrant housing, seminary, or similar institution.
- 41) **Drainage ditches, canals, irrigation systems, and stormwater management facilities means systems designed to move and/or store water.**
- 42) *Drive-through facility* means a facility consisting of a dedicated drive aisle that leads to and from a service area for the sale and dispensation of food, beverages, or other consumer items to patrons in motor vehicles. Such facilities may include but are not limited to restaurants, pharmacies, and financial institutions.
- 43) *Dry cleaning establishment or commercial laundry* means an establishment that launders or dry cleans fabric, textiles, wearing apparel, or similar articles, including drop-off of articles by customers or cleaning of articles dropped off at other locations.
- 44) **Fish hatcheries and preserves means the use of land for a facility designed to breed, rear, and release fish in a controlled environment.**
- 45) **Forest nurseries, tree and forest product gathering means the use of land for the production of young forest trees under controlled conditions and the collection, extraction, and harvesting of trees and other forest products.**
- 46) *Fraternity, sorority* means a building used as group living quarters for students of a college, university, or seminary who are members of a fraternity, sorority, or other group that has

been officially recognized by the college, university, or seminary. A fraternity/sorority may be considered a dormitory as defined and regulated within this Code.

- 47) *Fueling/gas/service station* means an establishment where the primary use is the sale of gasoline or any other motor fuel, motor oil, or other minor accessories directly to the public on the premises.
- 48) *Funeral home* means a building used for funeral services, including display of the deceased at a wake for family and friends; embalming and other services in preparation for burial; cremation; storage and sale of caskets, urns, and other funeral supplies for burial or cremation. A funeral home may also include a funeral chapel.
- 49) *Furniture and appliance rental and leasing* means an establishment that rents or leases furniture, electronics, small appliances, major appliances, or other household items, including incidental storage and maintenance of such items.
- 50) *Garden supply store or greenhouse* means a retail business whose principal activity is the selling of plants and garden supplies, which may have outside storage, growing, or display, and which may include sales of lawn furniture and playground equipment.
- 51) *General industrial uses* means general industrial uses include metal working and other uses which have the potential to produce greater amounts of noise, odor, vibration, glare, or other objectionable influences than light industrial uses and which may have an adverse effect on surrounding properties. General industrial uses may include processing of raw materials or production of primary materials. This term includes, but is not limited to, the production or processing of the following:
- a. Electrical equipment, such as motors and generators, lighting, wiring and transmission, and distribution equipment.
 - b. Fabricated metal products, such as cans and shipping containers, cutlery, hand tools, and general hardware.
 - c. Fabricated plastic and rubber products, except tires and inner tubes.
 - d. Glass and glass products, ceramics, china and earthenware, such as dishes and kitchenware.
 - e. Gypsum, drywall, and plaster products.
 - f. Latex paints.
 - g. Lumber and wood products, including plywood.
 - h. Machinery and equipment, such as engines and turbines, farm, lawn, and garden equipment, heating, cooling, and refrigeration equipment, and machine tools.
 - i. Metal-working, such as stamping, welding, machining, extruding, engraving, plating, grinding, polishing, cleaning, and heat treating.
 - j. Textiles and fabrics.
- 52) *General office* means use of a building for administrative, executive, professional, research, or similar organizations having only limited contact with the public. A general office is characterized by a low proportion of vehicle trips attributable to visitors or clients in relationship to employees. Examples include, but are not limited to, firms providing

architectural, computer software consulting, data management, engineering, interior design, graphic design, real estate, insurance, investment, or legal services.

53) *General retail* means the retail sale of products, sometimes with provision of related services, to the general public that produce minimal off-site impacts. General retail sales include, but are not limited to, the following:

- a. Antiques and collectibles store.
- b. Art gallery.
- c. Bicycle sales and repair.
- d. Book store, music store.
- e. Clothing and accessories.
- f. Drugstore, pharmacy.
- g. Electronics and appliance sales and repair.
- h. Florists.
- i. Food store, including grocery, bakery, butcher shop, and delicatessen.
- j. Jewelry store.
- k. Hardware store.
- l. Liquor store.
- m. Newsstands, magazine sales.
- n. Photographic equipment and supplies.
- o. Picture framing.
- p. Sporting goods store.
- q. Stationery store.
- r. Tobacco store.
- s. Video rental or sales.

54) *Government office* means an administrative, clerical, or public contact office of a government agency, including a postal facility, together with incidental storage and maintenance of the agency's vehicles.

55) *Ground transportation service* means an establishment that stores, maintains, or dispatches public transit vehicles, human service vehicles used for the transportation of elderly or handicapped persons, school buses, taxis, or tow trucks.

56) *Health club or fitness center* means an establishment for the conduct of indoor sports and exercise activities, along with related locker and shower rooms, offices and classrooms, and where use is offered on a membership basis.

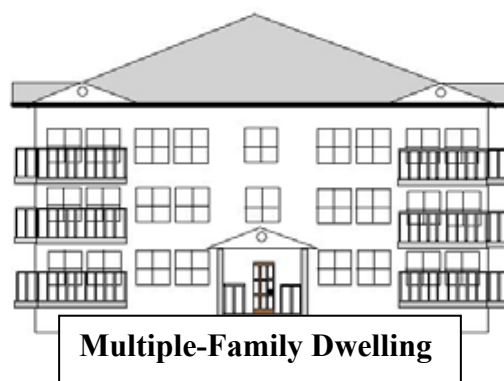
57) *Heavy industrial* uses include high impact and outdoor uses which are likely to have a substantial adverse effect on the environment or on surrounding properties and which require careful site selection to ensure compatibility with the surrounding area. These uses often include processing of extracted or raw materials and production of primary materials. The term "heavy industrial uses" includes, but is not limited to, the production or processing of the following:

- a. Animals or poultry (slaughter or processing).

- b. Asphalt, paving, and roofing materials.
 - c. Battery manufacture and reprocessing.
 - d. Chemicals and chemical products, including ammonia, chlorine, household cleaners, detergent, and fertilizer.
 - e. Oil-based paints, varnishes, lacquers, and enamels.
 - f. Petroleum and coal products, not including mining or extraction.
 - g. Plastics and synthetic resins and fibers.
 - h. Primary metals, including steelworks, rolling and finishing mills, foundries.
 - i. Pulp or paper products.
 - j. Sand and gravel, not including mining or extraction.
 - k. Tanned hides and leather.
 - l. Tires and inner tubes.
- 58) *Hospital* means a state-licensed institution providing primary health services and medical, psychiatric, or surgical care to persons, primarily inpatients, suffering from illness, disease, injury, deformity, and other physical or mental conditions. Also included are related accessory uses or facilities, such as laboratories, outpatient facilities, and training, research, and administrative services for patients and employees.
- 59) *Hotel or inn* means a building containing rooming units providing temporary lodging accommodations to the general public, with rooms having access to the outside through an interior hallway connected to the main lobby of the building and which may provide additional services, such as restaurants, meeting rooms, entertainment, and recreational facilities. A hotel shall not include any use which could be defined as a motel.
- 60) **Hunting, trapping, and game propagation means the use of land for the lawful pursuit or capture of wildlife and the breeding and raising of game.**
- 61) *Indoor recreation facility* means a facility for the indoor conduct, viewing, or participation in recreational activities. This term includes, but is not limited to, an indoor driving range, volleyball court, tennis court, bowling alley, ice or roller skating rink, swimming pool, billiard hall, or basketball court.
- 62) *Laundromat* means a facility that provides washing and drying machines, usually coin-operated, to patrons for cleaning clothes and other fabrics.
- 63) *Library* means a public, nonprofit facility in which books, manuscripts, computers, films, or similar materials are kept for use by or loan to patrons but not normally offered for sale.
- 64) *Limited production and processing* means small-scale activities that are compatible with retail sales and services. These uses produce minimal off-site impacts due to their limited nature and scale. Limited production and processing includes, but is not limited to, the following uses:
- a. Apparel and other finished products made from fabrics.
 - b. Boat building and repair.
 - c. Computers and accessories, including circuit boards and software.
 - d. Electronic components and accessories.

- e. Film, video, and audio production.
 - f. Food and beverage products, not including live slaughter, grain milling, cereal, vegetable oil, or vinegar production.
 - g. Precision medical and optical goods.
 - h. Signs, including electric and neon signs.
 - i. Watches and clocks.
 - j. Wood crafting and carving.
 - k. Wood furniture and upholstery.
- 65) *Light industrial uses* means low impact uses which produce little or no noise, odor, vibration, glare, or other objectionable influences and which have little or no adverse effect on surrounding properties. Light industrial uses generally do not include processing of raw materials or production of primary materials. This term includes, but is not limited to, the production or processing of the following:
- a. Apparel and other finished products made from fabrics.
 - b. Computers and accessories, including circuit boards and software.
 - c. Electronic components and accessories.
 - d. Food and beverage products, not including live slaughter, grain milling, cereal, vegetable oil, or vinegar production.
 - e. Furniture and fixtures, not including metal working.
 - f. Household appliances and components, not including metal working.
 - g. Measuring, analyzing, and controlling instruments.
 - h. Musical instruments.
 - i. Office and commercial equipment.
 - j. Pharmaceuticals, health and beauty products.
 - k. Precision machined products, including jewelry.
 - l. Printing and publishing, including distribution.
 - m. Signs, including electric and neon signs.
 - n. Sporting and athletic goods.
 - o. Telecommunications products.
- 66) *Live-work unit* means a dwelling unit in combination with a shop, office, studio, or other workspace within the same unit where the resident occupant both lives and works.
- 67) *Mail distribution facility* means an establishment designated for receiving, processing, and distributing mail and packages for the purposes of delivery.
- 68) *Marina* means a facility providing mooring of recreational boats, including piers, anchorage areas, launching facilities, boat storage areas, boat sales, service and rentals, and accessory facilities, such as sale of accessories, food, fuel, and fishing supplies for boating patrons. This term does not include a ship terminal used for freight.
- 69) *Material recovery facility (major)* means a facility for the deposit, sorting, or batching, but not processing, of post-consumer recyclable materials, including limited compacting or crushing of recyclable materials.

- 70) **Material recovery facility (minor)** means an establishment for the collection and processing (separation and/or recovery) of materials on-site from products that include, but are not limited to, electronics, computers, televisions, household appliances, monitors, printers, CD/DVD players to be distributed for future re-use.
- 71) *Medical office or clinic* means an establishment providing diagnostic and outpatient medical, dental, chiropractic, or similar therapeutic care on a routine basis. Such facility may be staffed by physical or mental healthcare professionals who provide specialized diagnostic, testing, physical therapy, or treatment services, including clerical and administrative services, to persons for periods of less than 24 hours.
- 72) *Motel* means a building containing rooming units designed primarily for providing sleeping accommodations for transient lodgers, with rooms having a separate entrance providing direct access to the outside and with automobile parking located adjacent to or near sleeping rooms.
- 73) *Motor freight terminal* means a facility for truck-based freight service and operations, including, but not limited to, local pick-up, local sorting and terminal operations, line-haul loading and unloading, destination sorting, terminal operations, and local delivery.
- 74) *Motor vehicle repair, major*, means an establishment that performs major repairs to motor vehicles, engines, or trailers, including all services found in a minor repair establishment, as well as rebuilding or reconditioning of whole vehicles, body frame and fender straightening and painting, and rustproofing.
- 75) *Motor vehicle repair, minor*, means an establishment that may or may not include fuel sales and convenience market, while also performing minor repairs to motor vehicles. Such minor repairs may include muffler replacement, oil changing, lubrication, tire repair and replacement, wheel alignment, brake repair, suspension repair, minor engine repair, transmission repair, radiator flushing and repair, and other activities except rebuilding or reconditioning of whole vehicles, body frame and fender straightening, or painting.
- 76) *Multiple-family dwelling* means a building containing three or more dwelling units; also known as apartment house/apartment building. This type of dwelling typically, but not always, has a common/shared entrance. See the following graphic.



- 77) *Nightclub* means an establishment dispensing alcohol beverages for consumption on the premises and in which dancing and musical entertainment are permitted and may also include sales of food. This use does not include adult entertainment facilities.
- 78) *Nursing home, assisted living facility* means a building or complex of buildings where four or more persons who are not related to the operator or administrator reside, receive care or treatment and, because of their mental or physical condition, require access to 24-hour nursing services, including limited nursing care, intermediate level nursing care, and skilled nursing services, as defined in Wis. Stats. § 50.01. A nursing home/assisted living facility may be considered a dormitory as defined and regulated within this Code.
- 79) *Outdoor commercial recreation facility* means a facility for outdoor conduct, viewing, or participation in recreational activities, which may include one or more structures. This term includes, but is not limited to, a golf facility, tennis, basketball or volleyball court, soccer, baseball or football field, sporting club, amusement park, miniature golf course, or water park.
- 80) *Package delivery service* means a facility which transports individual packages for expedited delivery in single rear axle straight trucks or smaller vehicles where no single item weighs over 150 pounds.
- 81) *Park, playground or recreational center* means a public, noncommercial park, playground, or open space, including any park buildings or other structures. This term does not include commercial recreation facilities.
- 82) *Parking structure* means a structure of one or more levels or floors used for the parking or storage of motor vehicles. A parking structure may be totally below grade (as in an underground parking garage) or partially or totally above grade. The structure can be the principal use of the lot or accessory to a commercial, office, multiple-family residential, or other use.
- 83) *Pawnshop* means any business that loans or advances money on deposit of personal property or deals in the purchase or possession of personal property on condition of selling the same back again to the depositor, while also selling such items to the public by acting as a consignment or secondhand store.
- 84) *Payday loan business* means a payday loan business is any person licensed pursuant to Wis. Stats. § 218.05, or a person licensed pursuant to Wis. Stats. § 138.09, who accepts a check, holds the check for a period of time before negotiating or presenting the check for payment, and pays to the issuer an agreed-upon amount of cash or who refinances or consolidated such a transaction.
- 85) *Personal service business* means an establishment providing services which are of a recurring and personal nature to individuals that produce minimal off-site impacts. This term includes, but is not limited to, the following uses:
- a. Barbershops and beauty shops.
 - b. Dry cleaning pick-up station.
 - c. Interior decorating/upholstery.

- d. Locksmith.
- e. Shoe repair.
- f. Tanning salon.
- g. Tailor shop.
- h. Tattoo or body piercing establishment.
- i. Watch repair and other small goods repair.

86) Pipelines for natural gas, water supply, etc. means underground systems to move natural gas, water, and other resources across regions.

- 87) *Printing and publishing establishment* means an establishment providing custom reproduction of written or graphic materials for individuals or businesses. Typical processes include, but are not limited to, photocopying, blueprint and facsimile sending and receiving, pre-press services and offset printing, binding, and packaging.
- 88) *Public safety/service facility* means a government facility for public safety, service, and emergency services, including a facility that provides police or fire protection and public-related services.
- 89) *Public utilities, streets, roads, and bridges* means the essential infrastructure of communities for services and transportation.
- 90) *Railroad switching yard and freight terminal* means a facility for the operation of a line-haul or short-line freight railroad.
- 91) *Religious institution or place of worship* means a facility where people regularly assemble for religious worship and any incidental religious education which is maintained and controlled by a religious body. This term does not include an elementary, secondary, or specialty school or college.
- 92) *Research and development facility* means an establishment which conducts research, development, or controlled production of high-technology electronic, industrial, or scientific products or commodities for sale or laboratories conducting educational or medical research or testing.
- 93) *Restaurant* means a commercial establishment open to the public where food and beverages are prepared, served, and consumed and where food sales constitute the majority of gross sales.
 - a. A restaurant may include a drive-through lane for food pick-up by vehicle only where specified in a specific zoning district as "restaurant with drive-through."
- 94) *Rooming house, boarding house* means a building that provides a dwelling space to be occupied by four or more individuals who are unrelated and do not constitute a family or by a family and two or more unrelated individuals. A fee is paid to the leaseholder or owner for occupancy for usually longer than one night, and common facilities may be shared, including toilet and kitchen. If, in addition to a room, the leaseholder or owner, as part of the fee for services, provides meals, then the building is considered a boarding house. A rooming house/boarding house may be considered a dormitory as defined and regulated within this Code.

- 103) *Small appliance repair service* means an establishment that repairs or services household goods, furniture, appliances, or lawn and garden equipment but not motor vehicles.
- 104) *Solid waste disposal facility* means a facility for the disposal or storage of solid waste material, including garbage, trash, construction debris, and other kinds of organic or inorganic refuse by dumping, burial, incineration, or any other similar means.
- 105) *Substation/distribution equipment* means a facility other than a transmission tower enclosed or outdoor that aids in the distribution of a utility, including, but not limited to, electric power or telephone service or in the transmission of voice, data, text, internet, sound, or video between network termination points.
- 106) *Surface parking lot* means an off-street open area used for parking of operable motor vehicles for limited periods of time. A parking lot can be the principal use of the lot or accessory to a commercial, office, residential, or other use. It may be available to the public or reserved for employees, residents, or visitors.
- 107) *Tavern or bar* means an establishment serving alcohol beverages primarily for consumption on the premises and where food or packaged alcohol beverages may be served or sold only as accessory to the primary use.
- 108) *Telecommunication Tower/Wireless communications facilities* means any system of antennas, wires, poles, rods, reflecting discs, or similar devices used for the transmission or reception of electronic waves external to or attached to the exterior of any structure. This definition also includes all accessory equipment and/or structures which contribute to and are subordinate and secondary to the transmission or reception of electronic waves.
- a. Wireless communications facilities, attached. Wireless communication facilities that are affixed to existing support structures, such as existing buildings, towers, water tanks, utility poles, and the like. A wireless communication support structure proposed to be newly established shall not be included within this definition. See also "Wireless communication support structures."
 - b. Wireless communications facilities, freestanding. Wireless communication facilities that are not affixed to existing support structures but are mounted on the ground and not supported in any way by a structure.
- 109) *Theater or assembly hall* means a facility for presenting motion pictures or live performances for patrons. This term includes an outdoor stage, band shell, or amphitheater but does not include an adult entertainment establishment.
- 110) *Tool/equipment rental facility* means an establishment that rents tools, lawn and garden equipment, party supplies, and similar goods and equipment, including incidental storage and maintenance of such items.

- 111) *Transitional facility* means a premises, other than a community living arrangement or community based residential facility, for the temporary placement of persons on parole, extended supervision, or probation in a controlled environment, including supervision or monitoring. A transitional housing facility may be considered a dormitory as defined and regulated within this Code.
- 112) *Two-family dwelling, duplex (upper/lower)* means a separate or detached two-family residence on a single lot, the first and second floors of which are each designed and arranged for use by one family. See the following graphic.

Two-Family Dwelling, Duplex



- 113) *Two-family dwelling, semi-detached (side-by-side)*, means a dwelling within a building containing two attached dwelling units which share a common wall. The dwelling units may be located on the same lot or on separate lots, with the common wall at the lot line. See the following graphic.



Two-Family Dwelling, Semi-Detached

- 114) *Wholesale and distribution facility* means an establishment providing storage, movement, or sale of merchandise and bulk goods, including mail order and catalog sales, importing,

wholesale or retail sales of goods received by the establishment but not sale of goods for individual consumption.

115) Yard waste site, municipal, means a facility for collection, storage, and composting of vegetative matter resulting from landscape maintenance.

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

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

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

APPROVED:

Mayor

GENERAL ORDINANCE NO. 18-26

**AN ORDINANCE REPEALING SECTIONS OF CHAPTER 44,
ARTICLES VI, VII, VIII, IX, X, XI, XXI
GREEN BAY MUNICIPAL CODE,
RELATING TO LAND USE TABLES**

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

SECTION 1. Article VI, Residential Districts, of Chapter 44, Green Bay Municipal Code, is hereby amended to remove:

Section 44-552, removed and reserved.

Section 44-554, removed and reserved.

Section 44-589, removed and reserved.

SECTION 2. Article VII, Mixed-Use Districts, of Chapter 44, Green Bay Municipal Code, is hereby amended to remove:

Section 44-615, removed and reserved.

Section 44-620, removed and reserved.

Section 44-653, removed and reserved.

SECTION 3. Article VIII, Commercial District, of Chapter 44, Green Bay Municipal Code, is hereby amended to remove:

Section 44-681, removed and reserved.

Section 44-720, removed and reserved.

Section 44-742, removed and reserved.

SECTION 4. Article IX, Industrial Districts, Chapter 44, Green Bay Municipal Code, is hereby amended to remove:

Section 44-769, removed and reserved.

Section 44-802, removed and reserved.

Section 44-830, removed and reserved.

SECTION 5. Article X, Public Institutional District, Chapter 44, Green Bay Municipal Code, is hereby amended to remove:

Section 44-855, removed and reserved.

Section 44-856, removed and reserved.

Section 44-884, removed and reserved.

SECTION 6. Article XI, Conservancy District, Chapter 44, Green Bay Municipal Code, is hereby amended to remove:

Section 44-903, removed and reserved.

Section 44-904, removed and reserved.

SECTION 7. Article XXI, Special Purpose Districts, Chapter 44, Green Bay Municipal Code, is hereby amended to remove:

Section 44-2075, removed and reserved.

Section 44-2113, removed and reserved.

Section 44-2147, removed and reserved.

SECTION 8. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 9. Effective date. This ordinance shall take effect on and after its passage and publication.

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

APPROVED:

Mayor

GENERAL ORDINANCE NO. 19-26

AN ORDINANCE AMENDING CHAPTER 44, CREATING ARTICLE XXII, SECTIONS 2201-2203. GREEN BAY MUNICIPAL CODE, RELATING TO LAND USE TABLES

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

SECTION 1. Article XXII, Land Use Standards, Chapter 44, Green Bay Municipal Code, is hereby created to include:

Section 44-2201: Allowed Uses

- (a) Table 44-30, Allowed Uses, lists all permitted and conditional uses allowed throughout all districts.
- (b) Use Category classifies principal land uses into five major groupings. The use categories are as follows:
 - 1. Residential
 - 2. Public Institutional
 - 3. Conservation
 - 4. Commercial
 - 5. Industrial
- (c) Use Subcategory further divides uses into more specific "subcategories". Use subcategories classify uses based on common functional and physical characteristics.
- (d) Specific Use Types lists the exact uses within each use category.
- (e) Add'l Standards refers to the Land Use Development Standards (Article XVI. Sec. 44-1579) for each respective use when applicable.
- (f) 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.
- (g) 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.

- (h) *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.

Table 44-30: Allowed Uses

TABLE 44-30: Allowed Uses
P = Permitted Use | C = Conditional Use

USE CATEGORY	DISTRICTS																Add'l Standards
Use Subcategory	RESIDENTIAL				COMMERCIAL			INDUSTRIAL			MIXED-USE				PUBLIC		
Specific Use Type	R-1	R-2	R-3	RR	C1	C2	C3	LI	GI	BP	OR	NC	D	S-LRI	PI	CONS	

RESIDENTIAL

Dwellings

Single-family dwelling, detached	P	P	C	P							C	C		P/C ²			Sec. 44-1580 (a)
Single-family attached dwelling, townhouse	C	C	P								P	P	P	C			Sec. 44-1580 (c)
Two-family dwelling, duplex (upper/lower)	P	P	P								C	C		P/C ²			Sec. 44-1580 (b)
Two-family dwelling, semi-detached (side-by-side)	P	P	P								C	C		P/C ²			Sec. 44-1580 (b)
Multiple-family dwelling, three or four units	C	C	P		P/C ¹	P/C ¹	P/C ¹				P	P	P				Sec. 44-1580 (e)
Multiple-family dwelling, more than four units			P								P	P	P				
Carriage-house														P			
Accessory dwelling unit (ADU)	C	C	C	C							C	C					Sec. 44-1580 (f)
Live-work unit	C	C	C	P	P	P	P				P	P	P	P			Sec. 44-1580 (g)
Short-term rentals (STRs)	P	P	P	P													Sec. 44-1580 (l)

Congregate Living

Rooming house, boarding house	C	C	P								C	C	C				Sec. 44-1581 (a)
Community Living Arrangement					C												Sec. 44-1581 (b)
Serving three to eight persons	p ³	p ³	p ³	p ³							p ³	p ³					
Serving nine to 15 persons			p ³								C	C	C				
Serving 16 or more persons			C								C	C	C				
Dormitory	C	C	P		C						P	P	C				Sec. 44-1581 (c)
Fraternity, sorority house	C	C	P								P	P					Sec. 44-1581 (d)
Convent, monastery, seminary	C	C	P								C		C				Sec. 44-1581 (e)
Nursing home, assisted living	C	C	P		C	C					P	C	C				Sec. 44-1581 (f)
Transitional facility			C										C				

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Use Subcategory	RESIDENTIAL				COMMERCIAL			INDUSTRIAL			MIXED-USE				PUBLIC		
Specific Use Type	R-1	R-2	R-3	RR	C1	C2	C3	LI	GI	BP	OR	NC	D	S-LRI	PI	CONS	

COMMERCIAL

Office

General office					P	P	P	P	P	P	P	P	P	P			
Bank or other financial institution, not including drive-through					P	P	P			P	P	P	P				
Bank or other financial institution, including drive-through					P	P	P			P	C	C	C				Sec. 44-1584 (f)
Medical office, clinic					P	P	P			P	P	P	P	C			
Artist's studio					P	P	P	P		P	P	P	P	P			

Accommodation and Food Service

Bed and breakfast	C	C	P	C	P	P	P				P	P	P				Sec. 44-1584 (g)
Hotel, inn					C	P	P				P	P	P				
Motel						C	C										
Restaurant ⁴ , not including drive-through					P	P	P			P	P	P	P	P			
Restaurant, including drive-through					C	P	P			C		C					Sec. 44-1584 (v)
Tavern, bar					C	C	P				C	C	P	C			

Service Businesses

Personal service ⁵	C	C	C		P	P	P	C		P	P	P	P	C			Sec. 44-1584 (u)
Business service ⁵					P	P	P	P	P	P	P	P	P	P			
Building maintenance, janitorial service					P	P	P	P	P	P		P	P	P			
Catering service					P	P	P	P		P	P	P	P	P			
Day labor agency					C	C	C						C				Sec. 44-1584 (l)
Funeral home, crematory					P	P	P				P	P	P				
Furniture and appliance rental and leasing					P	P	P					P	P				
Laundromat					P	P	P				P	P	P	P			
Printing and publishing establishment					P	P	P	P	P	P		P	P	P			
Small appliance repair service					P	P	P	P			P	P	P	P			
Tool/equipment rental facility					P	P	P	P		P		P	P	P			
Animal hospital, veterinary clinic					P	P	P	P		P	P	P	P	P			Sec. 44-1584 (d)
Animal grooming establishment					P	P	P	P			P	P	P	P			Sec. 44-1584 (c)

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Use Subcategory	RESIDENTIAL				COMMERCIAL			INDUSTRIAL			MIXED-USE				PUBLIC		
Specific Use Type	R-1	R-2	R-3	RR	C1	C2	C3	LI	GI	BP	OR	NC	D	S-LRI	PI	CONS	
Animal boarding facility, kennel					P	P	P	P						P			Sec. 44-1584 (b)
Material recovery facility (minor)					C	C											
Commercial dog day care								P		P				P			Sec. 44-1584 (k)
Retail Sales																	
Auto title loan business					C	C	C										Sec. 44-1584 (w)
General retail sales	C	C	C		P	P	P	C	C	C	C	P	P	C			Sec. 44-1584 (q)
Building material sales					C	P	P	P	P					P			Sec. 44-1584 (h)
Contractor showroom					P	P	P	P	P	P		C	P	P			
Currency exchange						C	C						C				
Firearms sales and service					P	C	C	C	C	C			P	C			Sec. 44-1584 (n)
Greenhouse, garden supply store					C	P	P	C				P	P	C			Sec. 44-1584 (o)(p)
Pawnshop					P	P	P	C					C	C			
Payday loan business					C	C	C										Sec. 44-1584 (w)
Pet store					P	P	P										
Secondhand goods store, consignment store					C	P	P				C	P	P				
Commercial Recreation and Entertainment																	
Convention center													P				
Adult entertainment								C	C								Sec. 44-1584 (a)
Health clubs, fitness centers					P	P	P	P		P	C	P	P				Sec. 44-1584 (r)
Indoor recreational facility					P	P	P	P	P			C	P				
Marina						C	C	C	C								
Outdoor commercial recreation area						C	C			C							Sec. 44-1584 (t)
Restaurant or bar with entertainment, nightclub					C		C						C				
Theater, assembly hall					P		P					P	P				
Vehicle Services																	
Automobile rental						P	C	P	P	C				P			Sec. 44-1584 (e)
Automobile sales – used or new						P	C										Sec. 44-1584 (e)
Carwash						P	C										Sec. 44-1584 (i)
Convience store						P	C	C	C	C			C	C	C		
Fuel/gas/service station						P	C	C	C	C			C	C	C		Sec. 44-1584 (s)
Motor vehicle repair, major						P	C	C	C	C			C	C	C		Sec. 44-1584 (s)
Motor vehicle repair, minor					C	P	C	C	C	C				C			Sec. 44-1584 (s)

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P = Permitted Use | C = Conditional Use

USE CATEGORY	DISTRICTS																Add'l Standards
Use Subcategory	RESIDENTIAL				COMMERCIAL			INDUSTRIAL			MIXED-USE				PUBLIC		
Specific Use Type	R-1	R-2	R-3	RR	C1	C2	C3	LI	GI	BP	OR	NC	D	S-LRI	PI	CONS	
Parking structure (principal use)					C	C	P					C	C		C		
Surface parking lot (principal use)					C	C	C	P	P		C	C		P			
Drive-through facility					P	P	P			P				C		Sec. 44-1584 (m)	

INDUSTRIAL

Production, Processing, and Storage

Agricultural uses								P	P	P							
Limited production and processing								P	P	P				P			Sec. 44-1585 (b)
Light industrial uses								P	P	P				P			
General industrial uses									P								
Heavy industrial uses									C								
Concrete, asphalt, and rock crushing facility									C								
Contractor yard								P	P					C			
Dry cleaning establishment. Commercial laundry								P	P	P				P			
Research and development facility								P	P	P				P			
Material recovery facility (major)									P								
Material recovery facility (minor)								P		P							Sec. 44-1585 (d)
Auto salvage yard, scrap yard									C								Sec. 44-1585 (a)
Self-service storage facility								C	P					C			Sec. 44-1585 (c) Sec. 44-1588
Wholesale and distribution facility								P		P				P			

Transportation

Ground transportation service								P	P					P			
Mail distribution facility								P	C	P							Sec. 44-1584 (rm) Sec. 44-1585 (e)
Motor freight terminal								P	P	C				C			
Package delivery service								P	P	P				P			
Railroad switching yards and freight terminal									P								
Ship terminal or docking facility								P	P								

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USE CATEGORY	DISTRICTS																Add'l Standards	
Use Subcategory	RESIDENTIAL				COMMERCIAL			INDUSTRIAL			MIXED-USE				PUBLIC			
Specific Use Type	R-1	R-2	R-3	RR	C1	C2	C3	LI	GI	BP	OR	NC	D	S-LRI	PI	CONS		
PUBLIC INSTITUTIONAL																		
Institutional and Civic																		
Cemetery	C	C	C	P											P			
Community center, neighborhood center	C	C	C		P	P	P				P	P	P	P	P		Sec. 44-1583 (b)	
Cultural institution	C	C	C		P	P	P				P	P	P		C		Sec. 44-1583 (c)	
Existing library ⁶	C ⁶	P	P		P	P	P				P	P	P		P		Sec. 44-1583 (e)	
New library					P	P	P				P	P	P		P			
Public park, playground, recreation facility					P	P	P				P	P	P	P	P			
Religious institution, place of worship					P	P	P				P	P	P	P	P/C ⁷		Sec. 44-1583 (f)	
Hospital															C		Sec. 44-1583 (d)	
Clinic, healthcare facility					P	P	P				P	P	P	C	C		Sec. 44-1583 (a)	
Government office					P	P	P	P	P	P	P	P	P	P	P			
Other public or semi-public facilities not listed in this table															C			
Educational and Health Care																		
Existing school, elementary or secondary ⁶	C	C	C		C		C				P	P	P		P		Sec. 44-1582 (a)	
New school, elementary or secondary					C		C				P	P	P		P			
College, university					C		C				P	P	P		C		Sec. 44-1582 (b)	
School, specialty or personal instruction, etc.								C		C	P	P	P				Sec. 44-1582 (c)	
Adult/family daycare home (8 or few children)											P	P	P	C			Sec. 44-1582 (d)	
Group daycare center, preschool (9 or more children)										P	P	P	P	C			Sec. 44-1582 (e)	
Public Service and Utilities																		
Public safety/service facility	P	P	P	P	P	P	P	P	P	P				P	P		Sec. 44-1586 (a)	
Solid waste disposal facility									C						P			
Substation/distribution equipment	C	C	C	C					C					C	P	C		
Sewage treatment plant									C						P			
Telecommunication tower, wireless communication facility		C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	Sec. 44-1586 (b)	
Yard waste site, municipal									C						P			

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USE CATEGORY	DISTRICTS																Add'l Standards
Use Subcategory	RESIDENTIAL				COMMERCIAL			INDUSTRIAL			MIXED-USE				PUBLIC		
Specific Use Type	R-1	R-2	R-3	RR	C1	C2	C3	LI	GI	BP	OR	NC	D	S-LRI	PI	CONS	
CONSERVANCY																	
Agriculture, forestry, fishing, and recreation				P				P	P	P						P	
Agricultural uses ⁸				P				P	P	P						P	
Forest nurseries, tree and forest product gathering																P	
Fish hatcheries and preserves																C	
Hunting, trapping, and game propagation																P	
Campgrounds, public or private																P	Sec. 44-1584 (i)
Arboreta, wildlife preserves, botanical gardens, trails for non-motorized use, and similar non-intensive or passive recreational facilities																C	
Community gardens	P	P	P	P							P	P	P		P	P	Sec. 44-1589
Public Service and Utility Uses																	
Docks, piers, and boat landings																P	
Drainage ditches, canals, irrigation systems, and stormwater management facilities																P	
Pipelines for natural gas, water supply, etc.																C	
Public utilities, streets, roads, and bridges																P	

Section 44-2202: Dimensional Standards and Setbacks

- (a) **Table 44-31, Dimensional Standards and Setbacks, lists all lot area and setback requirements.**

Table 44-31: Dimensional Standards and Setbacks

Table 44-31: Lot Dimensions and Setback Requirements

Zoning District	Use	Lot		Building		Setback Requirements ⁶				Coverage
		Min. Lot Area (sq. ft.)	Min. Lot Width (ft.)	Min. Building Width (ft.) ⁹	Max. Height (feet/stories)	Front yard (ft.)	Side Yard (ft.) ^{1,5}	Rear Yard (ft.)	Garage (attached) (ft.)	Max. Impervious Surface Coverage
RESIDENTIAL										
R-1	Single-family detached dwelling	6,000 (P) 5,000 (C)	60 (P) 50 (C)	None	35/2.5 ³	10 ^{7,8}	5 ea.	5	18	40%
	Single-family attached, townhouse	2,500 or 17 units/acre (the lesser) ¹	20							
	Two-family dwelling-duplex (upper/lower)	6,000 (P) 5,000 (C)	60 (P) 50 (C)							
	Two-family dwelling – semi-detached (side-by-side) per unit	3,000	60							
	Multifamily dwelling (per unit)	2,000 ²								
	All other uses (per lot)	10,000								
R-2	Single-family detached dwelling	5,000	45	None	35/3 ³	10 ^{7,8}	5 ea.	5	18	50%
	Single-family attached, townhouse	2,500 or 17 units/acre (the lesser) ¹	20							
	Two-family dwelling-duplex (upper/lower)	5,000	45							
	Two-family dwelling – semi-detached (side-by-side) per unit	3,000	60							
	Multifamily dwelling (per unit)	2,000 ²	40							
	All other uses (per lot)	10,000								
R-3	Single-family detached dwelling	5,000	45	None	55/5 ³	10 ^{7,8}	5 ea.	5	18	60%
	Single-family attached, townhouse	2,500 or 17 units/acre (the lesser) ¹	20							

Table 44-31: Lot Dimensions and Setback Requirements

Zoning District	Use	Lot		Building		Setback Requirements ⁶				Coverage
		Min. Lot Area (sq. ft.)	Min. Lot Width (ft.)	Min. Building Width (ft.) ⁹	Max. Height (feet/stories)	Front yard (ft.)	Side Yard (ft.) ^{1,5}	Rear Yard (ft.)	Garage (attached) (ft.)	Max. Impervious Surface Coverage
	Two-family dwelling-duplex (upper/lower)	5,000	45							
	Two-family dwelling – semi-detached (side-by-side) per unit	3,000	60							
	Multifamily dwelling (per unit)	1,500 ²	40							
	All other uses (per lot)	10,000								
RR	Single-family detached dwelling	10,000 ⁴	75	None	35/2.5 ³	20 ^{7/8}	6/8 ea.	25	25	70%
	Single-family attached, townhouse	--	--							
	Two-family dwelling-duplex (upper/lower)	--	--							
	Two-family dwelling – semi-detached (side-by-side) per unit	--	--							
	Multifamily dwelling (per unit)	--	--							
	All other uses (per lot)	10,000 ⁴	--							

Table: 44-31 Lot Dimensions and Setback Requirements

Table: 44-31 Lot Dimensions and Setback Requirements									
Zoning District	Use	Lot		Building	Setback Requirements ⁶			Coverage	
		Min. Lot Area (sq. ft.)	Min. Lot Width (ft.)	Max. Height (feet/stories)	Front yard (ft.)	Side Yard (ft.) ^{1,5}	Rear Yard (ft.)	Max. Impervious Surface Coverage	Min. Floor Area Ratio
COMMERCIAL									
C1	All uses	5,000 ¹⁵	--	35 ³	15	6 ^{5,14}	6	80%	0.1 ¹⁶
C2	All uses	10,000 ¹⁵	--	35 ³	15	6 ^{5,14}	6	80%	0.1 ¹⁶
C3	All uses	10,000 ¹⁵	--	35 ³	15	6 ^{5,14}	6	80%	0.1 ¹⁶
INDUSTRIAL									
LI	All uses	10,000 ¹⁵	--	35 ¹⁷	None	6 ^{5,14}	6 ¹⁴	80%	None
GI	All uses	20,000 ¹⁵	--	35 (none by CU) ¹⁷	None	6 ^{5,14}	6 ¹⁴	80%	None
BP	All uses	20,000 ¹⁵	--	35 (none by CU) ¹⁷	15	10 ⁵	15	80%	0.75

Table: 44-31 Lot Dimensions and Setback Requirements

Zoning District	Use	Lot		Building	Setback Requirements ⁶			Coverage		
		Min. Lot Area (sq. ft.)	Min. Lot Width (ft.) ⁹	Max. Height (ft./stories)	Min./Max. Front yard (ft.) ^{7,20}	Min. Side Yard (ft.) ^{5, 14,19}	Min. Rear Yard (ft.) ¹⁴	Max. Impervious Surface Coverage	Min./Max. Floor Area Ratio	Max. Ground Floor Area, Retail & Service Uses (sq. ft.) ¹⁸

MIXED-USE

OR	One-family and Two-family dwelling, duplex (upper/lower) or semi-detached (side-by-side)	Regulated as if in the R-1 district	Regulated as if in the R-1 district	35 ³	10/25 ⁷	5	5	70%	0.3/3.0	5,000
	Single-family attached (townhomes) and live-work units	2,500 per unit	20							
	Multifamily dwelling (per unit)	1,000 per unit	None							
	Nonresidential or mixed-use	None	--							
	All other uses	--	50							
NC	One-family and Two-family dwelling, duplex (upper/lower) or semi-detached (side-by-side)	Regulated as if in the R-1 district	Regulated as if in the R-1 district	35 (45 by CU) ³	10/25 ⁷	5 ²¹	5 ²¹	80%	0.5/3.0	None
	Single-family attached (townhomes) and live-work units	2,500 per unit	20							
	Multifamily dwelling (per unit)	1,500 1,000 per unit	None							
	Nonresidential or mixed-use	None	--							
	All other uses	--	None							
D	One-family and Two-family dwelling, duplex (upper/lower) or semi-detached (side-by-side)	N/A	N/A	55 (D1) None (D2) ³	None/15 ⁷	5 ²¹	5 ²¹	100%	1.0/5.0 (D1) 1.0/None (D2)	None
	Single-family attached (townhomes) and live-work units	2,000 per unit	20							

Table: 44-31 Lot Dimensions and Setback Requirements

Zoning District	Use	Lot		Building	Setback Requirements ⁶			Coverage		
		Min. Lot Area (sq. ft.)	Min. Lot Width (ft.) ⁹	Max. Height (ft./stories)	Min./Max. Front yard (ft.) ^{7,20}	Min. Side Yard (ft.) ^{5, 14,19}	Min. Rear Yard (ft.) ¹⁴	Max. Impervious Surface Coverage	Min./Max. Floor Area Ratio	Max. Ground Floor Area, Retail & Service Uses (sq. ft.) ¹⁸
	Multifamily dwelling (per unit)	250 per unit (D1) None (D2)	None							
	Nonresidential or mixed-use	None	--		None/15	None ²¹	None ²¹			
	All other uses	--	None							
S-LRI	Single-family detached dwelling	5,000	50 ²²	35 ¹⁷	15 (New) ²³ See note ⁷ (Existing)	12 (total)/ 2.5 min. ²⁴ (New) 2.5 (Existing)	15 (New) 6 (Existing)	80%	--	--
	Duplex (per building)	5,000	50 ²²							
	Single-family attached and live-work units	2,500 per unit	24 ²²							
	Multifamily dwelling (per unit)	2,000 per unit	50 ²²							
	Nonresidential or mixed-use	5,000	50 ²²		None ²³ /20	6	6			
	Production, processing, and storage or transportation use	10,000	75 ²²							

Table #.: Lot Dimensions and Setback Requirements

Zoning District	Use	Lot		Building	Setback Requirements ⁶			Coverage	
		Min. Lot Area (sq. ft.)	Min. Lot Width (ft.)	Max. Height (feet/stories)	Front yard (ft.)	Side Yard (ft.) ^{1,5}	Rear Yard (ft.)	Max. Impervious Surface Coverage	Min. Floor Area Ratio
PUBLIC									
PI	All uses	10,000 ¹⁰	80 ¹⁰	Note ¹¹	15	10	15	Note ¹¹	--
CONS ¹²	All uses	--	50	--	25 ¹³	15 ¹³	25 ¹³	35%	--

¹ Side yards: Setbacks shall apply to the ends of attached or semi-detached dwellings.

² The lot area requirement for multifamily uses in the R-1 and R-2 Districts is 2,000 square feet per unit. In the case of boarding homes, dormitories, hospitals, and other residential facilities, the area requirement shall be 1,000 square feet for each resident occupancy of the structure.

³ Heights of structures may be increased with a conditional use permit as permitted in Section 44-83.

⁴ For lots in the RR district without City services, minimum lot area shall be ten acres. Other lot dimensions shall be as specified in table 44-2. See Section 44-555.

⁵ Corner properties: The side facade of a corner building adjoining a public street shall maintain the front setback of the adjacent property fronting upon the same public street. If no structure exists on the adjacent property, the setback shall be a minimum of one-half the required front yard setback of the subject property's zoning district.

⁶ Note that screening/buffer yard setbacks located in Article XIX, Division 5 of this code may supersede the setback requirements.

⁷ Where at least 50 percent of the front footage of any block is built up with principal structures, the front yard setback for new structures shall be equal to the average of the existing structures, except that any structure which is set back 20 percent more or less than the average may be discounted from the formula.

⁸ Covered porches are permitted in the front setback compliant with the conditional use permit requirements found in Section 44-83. A porch proposed for a designated historic property or a contributing building within a historic district may be constructed within a front and/or side yard setback provided the porch is historically appropriate or a restoration of a significant architectural feature of the original structure.

⁹ For residential structures, the minimum building width on any side shall be at least 22 feet, not including any entryways or other structures that do not run the full length of the building.

¹⁰ Public utility well sites, pump stations, substations, and similar uses involving no major structure are exempt from the minimum lot area and lot width requirements.

¹¹ Building height and impervious coverage shall not exceed that permitted in the most restrictive abutting district.

¹² Because the permitted and conditional uses in the Conservancy District are generally not conducted in buildings, no minimum lot area is specified.

¹³ Waterway setback: All buildings and structures, except for road, bridge and utility crossings, docks, piers, boat landings, or drainage structures, shall be set back a minimum of 50 feet from the bulkhead line or ordinary high water mark, whichever provides the greater landward distance, of all navigable waterways

¹⁴ Side and rear yards shall be required when a nonresidential use adjoins a side yard of a residential property or as necessary to provide access for deliveries, loading, etc.

¹⁵ A minimum 75 feet of public street frontage is required.

¹⁶ Surface parking lots (principal use) approved through conditional use permits shall not be required to meet the floor area ratio minimum.

¹⁷ Smokestacks, water towers, and similar structures may exceed the maximum height limit as specified by conditional use.

¹⁸ Maximum ground floor area for retail or service uses may be exceeded as a conditional use.

¹⁹ Side yards are required only for dwelling units on the ends of townhouse buildings. Minimum size is one-half of the total distance shown in the table.

²⁰ At least 60 percent of the front facade must fall between the maximum setback and minimum setback lines.

²¹ In the NC and D Districts, side and rear yards shall be required when a nonresidential use adjoins a side yard or rear yard of a residential property or as necessary to provide access for deliveries, loading, etc.

²² The minimum building width on any side shall be at least 22 feet, not including any entryways or other structures that do not run the full length of the building.

²³ Covered porches are permitted in the front setback compliant with the conditional use permit requirements found in Section 44-83.

²⁴ Where required, side yards shall add up to a total of no less than 12 feet, but shall also be no less than 2½ feet on any one side.

Section 44-2203: Accessory Uses

- (a) Table 44-32, Accessory Uses, lists all permitted accessory uses.

Table 44-32: Accessory Uses

TABLE 44-32: Accessory Uses
P = Permitted Use | C = Conditional Use

USE CATEGORY	DISTRICTS																Add'l Standards
	RESIDENTIAL				COMMERCIAL			INDUSTRIAL			MIXED-USE				PUBLIC		
	Specific Use Type	R-1	R-2	R-3	RR	C1	C2	C3	LI	GI	BP	OR	NC	D	S-LRI	PI	

USES ACCESSORY TO DWELLINGS

Antennas, satellite dishes, and similar equipment as regulated by Article XVI of this chapter	P	P	P	P	P	P	P				P	P	P	P			Sec. 44-418
Boarding or renting of rooms to not more than two persons	P	P	P	P	P	P	P				P	P	P	P			
Buildings temporarily located for construction purposes	P	P	P	P													
Fences	P	P	P	P	P	P	P				P	P	P	P			Sec. 44-450
Gardening and other horticultural uses	P	P	P	P							P	P	C	P			
Home-based occupations	P	P	P	P	P	P	P				P	P	P	P			Sec. 44-1587
Private garages, carports, and parking spaces	P	P	P	P	P	P	P				P	P	P	P			
Private swimming pools, tennis courts, indoor exercise facilities, community meeting rooms, and other recreational facilities that are operated for the sole use and convenience of the residents of the principal use and their guests	P	P	P	P	P	P	C				P	P	P	P			Sec. 44-518 Sec. 44-416
Small wind energy systems											C	C	C				
Solar energy systems					P	P	P				P	P	P				
Tool houses, sheds, and similar buildings	P	P	P	P	P	P	P				P	P	P	P			
Parking, structured	P	P															Article XVIII
Outdoor kennel or exercise run for household pets			P	P							P	P	C	P			Sec. 44-1584 (b)
Retail, office, or service uses designed for residents of a multifamily building or complex of limited size and wholly contained within the principal structure	P	P															
Small-scale animal keeping			P														Chapter 6

TABLE 44-32: Accessory Uses
P = Permitted Use | C = Conditional Use

USE CATEGORY	DISTRICTS																Add'l Standards
	RESIDENTIAL				COMMERCIAL			INDUSTRIAL			MIXED-USE				PUBLIC		
Specific Use Type	R-1	R-2	R-3	RR	C1	C2	C3	LI	GI	BP	OR	NC	D	S-LRI	PI	CONS	
USES ACCESSORY TO NONRESIDENTIAL USES																	
Antennas, satellite dishes, and similar equipment	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Sec. 44-418
Carwash (automatic) when accessory to a service station in compliance with Article XVI of this chapter						C	C	C	C	C		C	C	C			
Music (outdoor live or amplified music)					C	C	C	C	C	C			C				
Off-street loading docks					C	P	P	P	P	P	C	P	P	P	P		
Outdoor display of vehicles								C	C	C			C	C			
Outdoor recreation facilities					C	C	C	C	C	C		C	C		P	C	
Outdoor sales, display, and storage					1	2	1	P	P		3	3	3	P			
Parking (surface)	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	C	
Parking (structured)	P	P		C		C	P	P	P	P	C	C	P		P		Article XVIII
Parking and storage of vehicles licensed to a business					P	P	P	P	P	P	P	P	P	P			
Self-service storage units					C												
Rooming/boarding house as accessory to religious institution														C			
Signs, as regulated by Chapter 30	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
Small wind energy systems	C	C	C	C	C	C	C	C	C	C	C	C	C		C		Sec. 44-1626
Solar energy systems, flush roof-mount	P	P	P	P	P	P	P	P	P	P	P	P	P				Article XVII
Solar energy systems, other than flush roof-mount	P	P	P	C	P	P	P	P	P	P	P	P	P		P		Article XVII
Storage within enclosed buildings															P		
Storage or other accessory buildings customarily associated with a principal use																C	
Telecommunication facilities	C	C	C	C	C	C	C	C	C	C	C	C	C	C	P		Sec. 44-1586 (b)
Warehousing, incidental repair, or processing necessary to conduct a permitted principal use, conducted within the principal building, not exceeding 40 percent of total floor area						P	P	P	P	P		P	P	P			
Waste and recycling storage	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		Sec. 44-1917

¹ See [Section 44-684, Outdoor Storage and Display, C1 and C3 Districts.](#)

² See [Section 44-685, Outdoor Storage and Display, C2 District.](#)

³ See [Section 44-618](#).

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

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

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

APPROVED:

Mayor

GENERAL ORDINANCE NO. 20-26

AN ORDINANCE AMENDING SECTION 44-555 OF CHAPTER 44,
GREEN BAY MUNICIPAL CODE,
RELATING UNSERVICED LOTS, RR DISTRICT

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

SECTION 1. Sec. 44-555, Green Bay Municipal Code, is hereby amended to include:

(4) On parcels of ten acres or more, keeping of domestic animals, such as horses or ponies, sheep, goats, or domestic fowl, provided that no more than one horse, pony, sheep, goat, or similar large farm animal may be kept per acre of property. Animal feedlot operations and pig farms are not permitted. Barns and pens for domestic animals are permitted.

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

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

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

APPROVED:

Mayor

TABLE #.: Allowed Uses
P = Permitted Use | C = Conditional Use

USE CATEGORY	DISTRICTS																Add'l Standards
Use Subcategory	RESIDENTIAL				COMMERCIAL			INDUSTRIAL			MIXED-USE				PUBLIC		
Specific Use Type	R-1	R-2	R-3	RR	C1	C2	C3	LI	GI	BP	OR	NC	D	S-LRI	PI	CONS	

RESIDENTIAL

Dwellings

Single-family dwelling, detached	P	P	C	P							C	C		P/C ²			Sec. 44-1580 (a)
Single-family attached dwelling, townhouse	C	C	P								P	P	P	C			Sec. 44-1580 (c)
Two-family dwelling, duplex (upper/lower)	P	P	P								C	C		P/C ²			Sec. 44-1580 (b)
Two-family dwelling, semi-detached (side-by-side)	P	P	P								C	C		P/C ²			Sec. 44-1580 (b)
Multiple-family dwelling, three or four units	C	C	P		P/C ¹	P/C ¹	P/C ¹				P	P	P				Sec. 44-1580 (e)
Multiple-family dwelling, more than four units			P								P	P	P				
Carriage-house														P			
Accessory dwelling unit (ADU)	C	C	C	C							C	C					Sec. 44-1580 (f)
Live-work unit	C	C	C	P	P	P	P				P	P	P	P			Sec. 44-1580 (g)
Short-term rentals (STRs)	P	P	P	P													Sec. 44-1580 (I)

Congregate Living

Rooming house, boarding house	C	C	P								C	C	C				Sec. 44-1581 (a)
Community Living Arrangement					C												Sec. 44-1581 (b)
Serving three to eight persons	p ³	p ³	p ³	p ³							p ³	p ³					
Serving nine to 15 persons			p ³								C	C	C				
Serving 16 or more persons			C								C	C	C				
Dormitory	C	C	P		C						P	P	C				Sec. 44-1581 (c)
Fraternity, sorority house	C	C	P								P	P					Sec. 44-1581 (d)
Convent, monastery, seminary	C	C	P								C		C				Sec. 44-1581 (e)
Nursing home, assisted living	C	C	P		C	C					P	C	C				Sec. 44-1581 (f)
Transitional facility			C										C				

TABLE #.: Allowed Uses
P = Permitted Use | C = Conditional Use

USE CATEGORY	DISTRICTS																Add'l Standards
Use Subcategory	RESIDENTIAL				COMMERCIAL			INDUSTRIAL			MIXED-USE				PUBLIC		
Specific Use Type	R-1	R-2	R-3	RR	C1	C2	C3	LI	GI	BP	OR	NC	D	S-LRI	PI	CONS	

COMMERCIAL

Office

General office					P	P	P	P	P	P	P	P	P	P			
Bank or other financial institution, not including drive-through					P	P	P			P	P	P	P				
Bank or other financial institution, including drive-through					P	P	P			P	C	C	C				Sec. 44-1584 (f)
Medical office, clinic					P	P	P			P	P	P	P	C			
Artist's studio					P	P	P	P		P	P	P	P	P			

Accommodation and Food Service

Bed and breakfast	C	C	P	C	P	P	P				P	P	P				Sec. 44-1584 (g)
Hotel, inn					C	P	P				P	P	P				
Motel						C	C										
Restaurant ⁴ , not including drive-through					P	P	P			P	P	P	P	P			
Restaurant, including drive-through					C	P	P			C		C					Sec. 44-1584 (v)
Tavern, bar					C	C	P				C	C	P	C			

Service Businesses

Personal service ⁵	C	C	C		P	P	P	C		P	P	P	P	C			Sec. 44-1584 (u)
Business service ⁵					P	P	P	P	P	P	P	P	P	P			
Building maintenance, janitorial service					P	P	P	P	P	P		P	P	P			
Catering service					P	P	P	P		P	P	P	P	P			
Day labor agency					C	C	C						C				Sec. 44-1584 (l)
Funeral home, crematory					P	P	P				P	P	P				
Furniture and appliance rental and leasing					P	P	P					P	P				
Laundromat					P	P	P				P	P	P	P			
Printing and publishing establishment					P	P	P	P	P	P		P	P	P			
Small appliance repair service					P	P	P	P			P	P	P	P			
Tool/equipment rental facility					P	P	P	P		P		P	P	P			
Animal hospital, veterinary clinic					P	P	P	P		P	P	P	P	P			Sec. 44-1584 (d)
Animal grooming establishment					P	P	P	P			P	P	P	P			Sec. 44-1584 (c)
Animal boarding facility, kennel					P	P	P	P						P			Sec. 44-1584 (b)
Material recovery facility (minor)					C	C											
Commercial dog day care								P		P				P			Sec. 44-1584 (k)

TABLE #.: Allowed Uses
P = Permitted Use | C = Conditional Use

USE CATEGORY	DISTRICTS																Add'l Standards
Use Subcategory	RESIDENTIAL				COMMERCIAL			INDUSTRIAL			MIXED-USE				PUBLIC		
Specific Use Type	R-1	R-2	R-3	RR	C1	C2	C3	LI	GI	BP	OR	NC	D	S-LRI	PI	CONS	

Retail Sales

Auto title loan business					C	C	C										Sec. 44-1584 (w)
General retail sales	C	C	C		P	P	P	C	C	C	C	P	P	C			Sec. 44-1584 (q)
Building material sales					C	P	P	P	P					P			Sec. 44-1584 (h)
Contractor showroom					P	P	P	P	P	P		C	P	P			
Currency exchange						C	C						C				
Firearms sales and service					P	C	C	C	C	C			P	C			Sec. 44-1584 (n)
Greenhouse, garden supply store					C	P	P	C				P	P	C			Sec. 44-1584 (o)(p)
Pawnshop					P	P	P	C					C	C			
Payday loan business					C	C	C										Sec. 44-1584 (w)
Pet store					P	P	P										
Secondhand goods store, consignment store					C	P	P				C	P	P				

Commercial Recreation and Entertainment

Convention center													P				
Adult entertainment								C	C								Sec. 44-1584 (a)
Health clubs, fitness centers					P	P	P	P		P	C	P	P				Sec. 44-1584 (r)
Indoor recreational facility					P	P	P	P	P			C	P				
Marina						C	C	C	C								
Outdoor commercial recreation area						C	C			C							Sec. 44-1584 (t)
Restaurant or bar with entertainment, nightclub					C		C						C				
Theater, assembly hall					P		P					P	P				

Vehicle Services

Automobile rental						P	C	P	P	C				P			Sec. 44-1584 (e)
Automobile sales – used or new						P	C										Sec. 44-1584 (e)
Carwash						P	C										Sec. 44-1584 (j)
Convience store						P	C	C	C	C			C	C	C		
Fuel/gas/service station						P	C	C	C	C			C	C	C		Sec. 44-1584 (s)
Motor vehicle repair, major						P	C	C	C	C			C	C	C		Sec. 44-1584 (s)
Motor vehicle repair, minor					C	P	C	C	C	C				C			Sec. 44-1584 (s)
Parking structure (principal use)					C	C	P					C	C		C		
Surface parking lot (principal use)					C	C	C	P	P		C	C		P			
Drive-through facility					P	P	P			P				C			Sec. 44-1584 (m)

TABLE #.: Allowed Uses
P = Permitted Use | C = Conditional Use

USE CATEGORY	DISTRICTS																Add'l Standards
Use Subcategory	RESIDENTIAL				COMMERCIAL			INDUSTRIAL			MIXED-USE				PUBLIC		
Specific Use Type	R-1	R-2	R-3	RR	C1	C2	C3	LI	GI	BP	OR	NC	D	S-LRI	PI	CONS	

INDUSTRIAL

Production, Processing, and Storage

Agricultural uses								P	P	P							
Limited production and processing								P	P	P				P			Sec. 44-1585 (b)
Light industrial uses								P	P	P				P			
General industrial uses									P								
Heavy industrial uses									C								
Concrete, asphalt, and rock crushing facility									C								
Contractor yard								P	P					C			
Dry cleaning establishment. Commercial laundry								P	P	P				P			
Research and development facility								P	P	P				P			
Material recovery facility (major)									P								
Material recovery facility (minor)								P		P							Sec. 44-1585 (d)
Auto salvage yard, scrap yard									C								Sec. 44-1585 (a)
Self-service storage facility								C	P					C			Sec. 44-1585 (c) Sec. 44-1588
Wholesale and distribution facility								P		P				P			

Transportation

Ground transportation service								P	P					P			
Mail distribution facility								P	C	P							Sec. 44-1584 (rm) Sec. 44-1585 (e)
Motor freight terminal								P	P	C				C			
Package delivery service								P	P	P				P			
Railroad switching yards and freight terminal									P								
Ship terminal or docking facility								P	P								

TABLE #.: Allowed Uses
P = Permitted Use | C = Conditional Use

USE CATEGORY	DISTRICTS																Add'l Standards
Use Subcategory	RESIDENTIAL				COMMERCIAL			INDUSTRIAL			MIXED-USE				PUBLIC		
Specific Use Type	R-1	R-2	R-3	RR	C1	C2	C3	LI	GI	BP	OR	NC	D	S-LRI	PI	CONS	

PUBLIC INSTITUTIONAL

Institutional and Civic

Cemetery	C	C	C	P											P		
Community center, neighborhood center	C	C	C		P	P	P				P	P	P	P	P		Sec. 44-1583 (b)
Cultural institution	C	C	C		P	P	P				P	P	P		C		Sec. 44-1583 (c)
Existing library ⁶	C ⁶	P	P		P	P	P				P	P	P		P		Sec. 44-1583 (e)
New library					P	P	P				P	P	P		P		
Public park, playground, recreation facility					P	P	P				P	P	P	P	P		
Religious institution, place of worship					P	P	P				P	P	P	P	P/C ⁷		Sec. 44-1583 (f)
Hospital															C		Sec. 44-1583 (d)
Clinic, healthcare facility					P	P	P				P	P	P	C	C		Sec. 44-1583 (a)
Government office					P	P	P	P	P	P	P	P	P	P	P		
Other public or semi-public facilities not listed in this table															C		

Educational and Health Care

Existing school, elementary or secondary ⁶	C	C	C		C		C				P	P	P		P		Sec. 44-1582 (a)
New school, elementary or secondary					C		C				P	P	P		P		
College, university					C		C				P	P	P		C		Sec. 44-1582 (b)
School, specialty or personal instruction, etc.								C		C	P	P	P				Sec. 44-1582 (c)
Adult/family daycare home (8 or few children)											P	P	P	C			Sec. 44-1582 (d)
Group daycare center, preschool (9 or more children)										P	P	P	P	C			Sec. 44-1582 (e)

Public Service and Utilities

Public safety/service facility	P	P	P	P	P	P	P	P	P	P				P	P		Sec. 44-1586 (a)
Solid waste disposal facility									C						P		
Substation/distribution equipment	C	C	C	C					C					C	P	C	
Sewage treatment plant									C						P		
Telecommunication tower, wireless communication facility		C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	Sec. 44-1586 (b)
Yard waste site, municipal									C						P		

TABLE #.: Allowed Uses
P = Permitted Use | C = Conditional Use

USE CATEGORY	DISTRICTS																Add'l Standards
Use Subcategory	RESIDENTIAL				COMMERCIAL			INDUSTRIAL			MIXED-USE				PUBLIC		
Specific Use Type	R-1	R-2	R-3	RR	C1	C2	C3	LI	GI	BP	OR	NC	D	S-LRI	PI	CONS	

CONSERVANCY

Agriculture, forestry, fishing, and recreation				P				P	P	P						P	
Agricultural uses ⁸				P				P	P	P						P	
Forest nurseries, tree and forest product gathering																P	
Fish hatcheries and preserves																C	
Hunting, trapping, and game propagation																P	
Campgrounds, public or private																P	Sec. 44-1584 (i)
Arboreta, wildlife preserves, botanical gardens, trails for non-motorized use, and similar non-intensive or passive recreational facilities																C	
Community gardens	P	P	P	P							P	P	P		P	P	Sec. 44-1589

Public Service and Utility Uses

Docks, piers, and boat landings																P	
Drainage ditches, canals, irrigation systems, and stormwater management facilities																P	
Pipelines for natural gas, water supply, etc.																C	
Public utilities, streets, roads, and bridges																P	

¹ Residential uses are permitted when located above the ground floor. Full residential developments with residential uses on the ground floor which are a minimum distance of ¼ mile (1,320 feet) from any right-of-way intersection of an arterial street, freeway or highway as well as being separated a minimum of ½ mile (2,640 feet) from any other full residential development along the same street frontage/corridor are a conditional use.

² Permitted for existing dwellings, conditional for new dwellings.

³ A conditional use permit may be required for community living arrangement uses per the development standards (Section 44-1581).

⁴ Any establishment at which primarily alcohol beverages are served must also meet the requirements of [Chapter 10, Businesses](#).

⁵ See definitions section for complete list of uses.

⁶ Existing as in elementary and secondary schools and libraries existing and in operation prior to the effective date of the Zoning Code: August 19, 2006.

⁷ Any facility with seating capacity of greater than 600 persons in the sanctuary or main activity area shall be a conditional use. Such facility shall be located with access to an arterial or collector street.

⁸ Uses that do not involve the use of fertilizer, including field crops, specialty crops, and similar uses but not livestock or animal husbandry.

Table #.: Lot Dimensions and Setback Requirements

Zoning District	Use	Lot		Building		Setback Requirements ⁶				Coverage
		Min. Lot Area (sq. ft.)	Min. Lot Width (ft.)	Min. Building Width (ft.) ⁹	Max. Height (feet/stories)	Front yard (ft.)	Side Yard (ft.) ^{1,5}	Rear Yard (ft.)	Garage (attached) (ft.)	Max. Impervious Surface Coverage
RESIDENTIAL										
R-1	Single-family detached dwelling	6,000 (P) 5,000 (C)	60 (P) 50 (C)	None	35/2.5 ³	10 ^{7,8}	5 ea.	5	18	40%
	Single-family attached, townhouse	2,500 or 17 units/acre (the lesser) ¹	20							
	Two-family dwelling-duplex (upper/lower)	6,000 (P) 5,000 (C)	60 (P) 50 (C)							
	Two-family dwelling – semi-detached (side-by-side) per unit	3,000	60							
	Multifamily dwelling (per unit)	2,000 ²								
	All other uses (per lot)	10,000								
R-2	Single-family detached dwelling	5,000	45	None	35/3 ³	10 ^{7,8}	5 ea.	5	18	50%
	Single-family attached, townhouse	2,500 or 17 units/acre (the lesser) ¹	20							
	Two-family dwelling-duplex (upper/lower)	5,000	45							
	Two-family dwelling – semi-detached (side-by-side) per unit	3,000	60							
	Multifamily dwelling (per unit)	2,000 ²	40							
	All other uses (per lot)	10,000								
R-3	Single-family detached dwelling	5,000	45	None	55/5 ³	10 ^{7,8}	5 ea.	5	18	60%
	Single-family attached, townhouse	2,500 or 17 units/acre (the lesser) ¹	20							
	Two-family dwelling-duplex (upper/lower)	5,000	45							
	Two-family dwelling –	3,000	60							

Table #.#: Lot Dimensions and Setback Requirements										
Zoning District	Use	Lot		Building		Setback Requirements ⁶				Coverage
		Min. Lot Area (sq. ft.)	Min. Lot Width (ft.)	Min. Building Width (ft.) ⁹	Max. Height (feet/stories)	Front yard (ft.)	Side Yard (ft.) ^{1,5}	Rear Yard (ft.)	Garage (attached) (ft.)	Max. Impervious Surface Coverage
	semi-detached (side-by-side) per unit									
	Multifamily dwelling (per unit)	1,500 ²	40							
	All other uses (per lot)	10,000								
RR	Single-family detached dwelling	10,000 ⁴	75							
	Single-family attached, townhouse	--	--							
	Two-family dwelling-duplex (upper/lower)	--	--							
	Two-family dwelling – semi-detached (side-by-side) per unit	--	--							
	Multifamily dwelling (per unit)	--	--							
	All other uses (per lot)	10,000 ⁴	--							
				None	35/2.5 ³	20 ^{7/8}	6/8 ea.	25	25	70%

Table #.#: Lot Dimensions and Setback Requirements									
Zoning District	Use	Lot		Building	Setback Requirements ⁶			Coverage	
		Min. Lot Area (sq. ft.)	Min. Lot Width (ft.)	Max. Height (feet/stories)	Front yard (ft.)	Side Yard (ft.) ^{1,5}	Rear Yard (ft.)	Max. Impervious Surface Coverage	Min. Floor Area Ratio
COMMERCIAL									
C1	All uses	5,000 ¹⁵	--	35 ³	15	6 ^{5,14}	6	80%	0.1 ¹⁶
C2	All uses	10,000 ¹⁵	--	35 ³	15	6 ^{5,14}	6	80%	0.1 ¹⁶
C3	All uses	10,000 ¹⁵	--	35 ³	15	6 ^{5,14}	6	80%	0.1 ¹⁶
INDUSTRIAL									
LI	All uses	10,000 ¹⁵	--	35 ¹⁷	None	6 ^{5,14}	6 ¹⁴	80%	None
GI	All uses	20,000 ¹⁵	--	35 (none by CU) ¹⁷	None	6 ^{5,14}	6 ¹⁴	80%	None
BP	All uses	20,000 ¹⁵	--	35 (none by CU) ¹⁷	15	10 ⁵	15	80%	0.75

Table #.#: Lot Dimensions and Setback Requirements

Zoning District	Use	Lot		Building	Setback Requirements ⁶			Coverage		
		Min. Lot Area (sq. ft.)	Min. Lot Width (ft.) ⁹	Max. Height (ft./stories)	Min./Max. Front yard (ft.) ^{7,20}	Min. Side Yard (ft.) ^{5, 14,19}	Min. Rear Yard (ft.) ¹⁴	Max. Impervious Surface Coverage	Min./Max. Floor Area Ratio	Max. Ground Floor Area, Retail & Service Uses (sq. ft.) ¹⁸
MIXED-USE										
OR	One-family and Two-family dwelling, duplex (upper/lower) or semi-detached (side-by-side)	Regulated as if in the R-1 district	Regulated as if in the R-1 district	35 ³	10/25 ⁷	5	5	70%	0.3/3.0	5,000
	Single-family attached (townhomes) and live-work units	2,500 per unit	20							
	Multifamily dwelling (per unit)	1,000 per unit	None							
	Nonresidential or mixed-use	None	--							
	All other uses	--	50							
NC	One-family and Two-family dwelling, duplex (upper/lower) or semi-detached (side-by-side)	Regulated as if in the R-1 district	Regulated as if in the R-1 district	35 (45 by CU) ³	10/25 ⁷	5 ²¹	5 ²¹	80%	0.5/3.0	None
	Single-family attached (townhomes) and live-work units	2,500 per unit	20							
	Multifamily dwelling (per unit)	1,500 1,000 per unit	None							
	Nonresidential or mixed-use	None	--							
	All other uses	--	None							
D	One-family and Two-family dwelling, duplex (upper/lower) or semi-detached (side-by-side)	N/A	N/A	55 (D1) None (D2) ³	None/15 ⁷	5 ²¹	5 ²¹	100%	1.0/5.0 (D1) 1.0/None (D2)	None
	Single-family attached (townhomes)	2,000 per unit	20							

Table #.#: Lot Dimensions and Setback Requirements										
Zoning District	Use	Lot		Building	Setback Requirements ⁶			Coverage		
		Min. Lot Area (sq. ft.)	Min. Lot Width (ft.) ⁹	Max. Height (ft./stories)	Min./Max. Front yard (ft.) ^{7,20}	Min. Side Yard (ft.) ^{5, 14,19}	Min. Rear Yard (ft.) ¹⁴	Max. Impervious Surface Coverage	Min./Max. Floor Area Ratio	Max. Ground Floor Area, Retail & Service Uses (sq. ft.) ¹⁸
	and live-work units									
	Multifamily dwelling (per unit)	250 per unit (D1) None (D2)	None							
	Nonresidential or mixed-use	None	--		None/15	None ²¹	None ²¹			
	All other uses	--	None							
S-LRI	Single-family detached dwelling	5,000	50 ²²	35 ¹⁷	15 (New) ²³ See note ⁷ (Existing)	12 (total)/ 2.5 min. ²⁴ (New) 2.5 (Existing)	15 (New) 6 (Existing)	80%	--	--
	Duplex (per building)	5,000	50 ²²							
	Single-family attached and live-work units	2,500 per unit	24 ²²							
	Multifamily dwelling (per unit)	2,000 per unit	50 ²²							
	Nonresidential or mixed-use	5,000	50 ²²		None ²³ /20	6	6			
	Production, processing, and storage or transportation use	10,000	75 ²²							

Table #.: Lot Dimensions and Setback Requirements									
Zoning District	Use	Lot		Building	Setback Requirements ⁶			Coverage	
		Min. Lot Area (sq. ft.)	Min. Lot Width (ft.)	Max. Height (feet/stories)	Front yard (ft.)	Side Yard (ft.) ^{1,5}	Rear Yard (ft.)	Max. Impervious Surface Coverage	Min. Floor Area Ratio
PUBLIC									
PI	All uses	10,000 ¹⁰	80 ¹⁰	Note ¹¹	15	10	15	Note ¹¹	--
CONS ¹²	All uses	--	50	--	25 ¹³	15 ¹³	25 ¹³	35%	--

¹ Side yards: Setbacks shall apply to the ends of attached or semi-detached dwellings.

² The lot area requirement for multifamily uses in the R-1 and R-2 Districts is 2,000 square feet per unit. In the case of boarding homes, dormitories, hospitals, and other residential facilities, the area requirement shall be 1,000 square feet for each resident occupancy of the structure.

³ Heights of structures may be increased with a conditional use permit as permitted in Section 44-83.

⁴ For lots in the RR district without City services, minimum lot area shall be ten acres. Other lot dimensions shall be as specified in table 44-2. See Section 44-555.

⁵ Corner properties: The side facade of a corner building adjoining a public street shall maintain the front setback of the adjacent property fronting upon the same public street. If no structure exists on the adjacent property, the setback shall be a minimum of one-half the required front yard setback of the subject property's zoning district.

⁶ Note that screening/buffer yard setbacks located in Article XIX, Division 5 of this code may supersede the setback requirements.

⁷ Where at least 50 percent of the front footage of any block is built up with principal structures, the front yard setback for new structures shall be equal to the average of the existing structures, except that any structure which is set back 20 percent more or less than the average may be discounted from the formula.

⁸ Covered porches are permitted in the front setback compliant with the conditional use permit requirements found in Section 44-83. A porch proposed for a designated historic property or a contributing building within a historic district may be constructed within a front and/or side yard setback provided the porch is historically appropriate or a restoration of a significant architectural feature of the original structure.

⁹ For residential structures, the minimum building width on any side shall be at least 22 feet, not including any entryways or other structures that do not run the full length of the building.

¹⁰ Public utility well sites, pump stations, substations, and similar uses involving no major structure are exempt from the minimum lot area and lot width requirements.

¹¹ Building height and impervious coverage shall not exceed that permitted in the most restrictive abutting district.

¹² Because the permitted and conditional uses in the Conservancy District are generally not conducted in buildings, no minimum lot area is specified.

¹³ Waterway setback: All buildings and structures, except for road, bridge and utility crossings, docks, piers, boat landings, or drainage structures, shall be set back a minimum of 50 feet from the bulkhead line or ordinary high water mark, whichever provides the greater landward distance, of all navigable waterways

¹⁴ Side and rear yards shall be required when a nonresidential use adjoins a side yard of a residential property or as necessary to provide access for deliveries, loading, etc.

¹⁵ A minimum 75 feet of public street frontage is required.

¹⁶ Surface parking lots (principal use) approved through conditional use permits shall not be required to meet the floor area ratio minimum.

¹⁷ Smokestacks, water towers, and similar structures may exceed the maximum height limit as specified by conditional use.

¹⁸ Maximum ground floor area for retail or service uses may be exceeded as a conditional use.

¹⁹ Side yards are required only for dwelling units on the ends of townhouse buildings. Minimum size is one-half of the total distance shown in the table.

²⁰ At least 60 percent of the front facade must fall between the maximum setback and minimum setback lines.

²¹ In the NC and D Districts, side and rear yards shall be required when a nonresidential use adjoins a side yard or rear yard of a residential property or as necessary to provide access for deliveries, loading, etc.

²² The minimum building width on any side shall be at least 22 feet, not including any entryways or other structures that do not run the full length of the building.

²³ Covered porches are permitted in the front setback compliant with the conditional use permit requirements found in [Section 44-83](#).

²⁴ Where required, side yards shall add up to a total of no less than 12 feet, but shall also be no less than 2½ feet on any one side.

TABLE #.: Accessory Uses
P = Permitted Use | C = Conditional Use

USE CATEGORY	DISTRICTS																Add'l Standards
	RESIDENTIAL				COMMERCIAL			INDUSTRIAL			MIXED-USE				PUBLIC		
Specific Use Type	R-1	R-2	R-3	RR	C1	C2	C3	LI	GI	BP	OR	NC	D	S-LRI	PI	CONS	

USES ACCESSORY TO DWELLINGS

Antennas, satellite dishes, and similar equipment as regulated by Article XVI of this chapter	P	P	P	P	P	P	P				P	P	P	P			Sec. 44-418
Boarding or renting of rooms to not more than two persons	P	P	P	P	P	P	P				P	P	P	P			
Buildings temporarily located for construction purposes	P	P	P	P													
Fences	P	P	P	P	P	P	P				P	P	P	P			Sec. 44-450
Gardening and other horticultural uses	P	P	P	P							P	P	C	P			
Home-based occupations	P	P	P	P	P	P	P				P	P	P	P			Sec. 44-1587
Private garages, carports, and parking spaces	P	P	P	P	P	P	P				P	P	P	P			
Private swimming pools, tennis courts, indoor exercise facilities, community meeting rooms, and other recreational facilities that are operated for the sole use and convenience of the residents of the principal use and their guests	P	P	P	P	P	P	C				P	P	P	P			Sec. 44-518 Sec. 44-416
Small wind energy systems											C	C	C				
Solar energy systems					P	P	P				P	P	P				
Tool houses, sheds, and similar buildings	P	P	P	P	P	P	P				P	P	P	P			
Parking, structured	P	P															Article XVIII
Outdoor kennel or exercise run for household pets			P	P							P	P	C	P			Sec. 44-1584 (b)
Retail, office, or service uses designed for residents of a multifamily building or complex of limited size and wholly contained within the principal structure	P	P															
Small-scale animal keeping			P														Chapter 6

TABLE #.: Accessory Uses
P = Permitted Use | C = Conditional Use

USE CATEGORY	DISTRICTS																Add'l Standards
	RESIDENTIAL				COMMERCIAL			INDUSTRIAL			MIXED-USE				PUBLIC		
Specific Use Type	R-1	R-2	R-3	RR	C1	C2	C3	LI	GI	BP	OR	NC	D	S-LRI	PI	CONS	

USES ACCESSORY TO NONRESIDENTIAL USES

Antennas, satellite dishes, and similar equipment	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	Sec. 44-418
Carwash (automatic) when accessory to a service station in compliance with Article XVI of this chapter						C	C	C	C	C		C	C	C			
Music (outdoor live or amplified music)					C	C	C	C	C	C			C				
Off-street loading docks					C	P	P	P	P	P	C	P	P	P	P		
Outdoor display of vehicles								C	C	C			C	C			
Outdoor recreation facilities					C	C	C	C	C	C		C	C		P	C	
Outdoor sales, display, and storage					1	2	1	P	P		3	3	3	P			
Parking (surface)	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	C	
Parking (structured)	P	P		C		C	P	P	P	P	C	C	P		P		Article XVIII
Parking and storage of vehicles licensed to a business					P	P	P	P	P	P	P	P	P	P			
Self-service storage units					C												
Rooming/boarding house as accessory to religious institution														C			
Signs, as regulated by Chapter 30	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
Small wind energy systems	C	C	C	C	C	C	C	C	C	C	C	C	C		C		Sec. 44-1626
Solar energy systems, flush roof-mount	P	P	P	P	P	P	P	P	P	P	P	P	P				Article XVII
Solar energy systems, other than flush roof-mount	P	P	P	C	P	P	P	P	P	P	P	P	P		P		Article XVII
Storage within enclosed buildings															P		
Storage or other accessory buildings customarily associated with a principal use																C	
Telecommunication facilities	C	C	C	C	C	C	C	C	C	C	C	C	C	C	P		Sec. 44-1586 (b)
Warehousing, incidental repair, or processing necessary to conduct a permitted principal use, conducted within the principal building, not exceeding 40 percent of total floor area						P	P	P	P	P		P	P	P			
Waste and recycling storage	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P		Sec. 44-1917

¹ See [Section 44-684](#), Outdoor Storage and Display, C1 and C3 Districts.

² See [Section 44-685](#), Outdoor Storage and Display, C2 District.

³ See [Section 44-618](#).

This section defines each land use listed in the land use tables in alphabetical order. General definitions are listed in [Section 44-249](#). Definitions of signs are listed in [Section 30-3](#).

- 1) *Accessory Dwelling Unit (ADU)* means a residential dwelling unit on the same parcel as a single-family, two-family duplex or a two-family semi-detached dwelling. The ADU provides complete independent living facilities for one family per Wisconsin's Unified Dwelling Code. It may take various forms: a detached unit; a unit that is part of an accessory structure, such as a detached garage; or a unit that is part of an expanded or remodeled principal/primary dwelling.
- 2) *Adult daycare home* means a residential dwelling where services are provided for part of a day in a group setting to adults who need assistance with activities of daily living, supervision, or protection. Services may include personal care and supervision, provision of meals, medical care, medication administration, transportation, and activities designed to meet physical, social, and leisure time needs. Such facilities are not licensed by the State of Wisconsin, but may be certified by the State.
- 3) *Adult entertainment establishment* means an establishment providing nude dancing or other live or recorded performances that depict, describe, or relate to specified sexual activities: human genitals in a state of sexual stimulation or arousal; acts of human masturbation, sexual intercourse, oral copulation, or sodomy; fondling or other erotic touching of specified anatomical areas. Adult entertainment establishments include, but are not limited to, the following uses:
 - a. *Adult bookstore*. An establishment having as a substantial or significant portion of its stock and trade in books, magazines, other periodicals, videotapes, compact disks, and/or other electronic media which are distinguished or characterized by their emphasis on matter depicting, describing, or relating to "specified sexual activities" or "specified anatomical areas" as defined herein.
 - b. *Adult motion picture theater*. An enclosed building or outdoor land area used for the viewing of films or videos at which a significant or substantial portion of the material presented is distinguished or characterized by an emphasis on matter depicting, describing, or relating to "specified sexual activities" or "specified anatomical areas" as defined herein for observation by patrons therein.
 - c. *Adult bath house*. An establishment or business which provides the service of baths of all kinds, including all forms and methods of hydrotherapy, that is not operated by a medical practitioner or a professional physical therapist

licensed by the State of Wisconsin and which establishment provides to its patrons an opportunity for engaging in specified sexual activities as defined in this chapter.

- d. *Adult motel*. A hotel, motel, or similar commercial establishment which:
 - i. Offers accommodations to the public for any form of consideration; provides patrons with closed-circuit television transmissions, films, motion pictures, video cassettes, slides, or other photographic reproductions which are characterized by the depiction or description of "specified sexual activities" or "specified anatomical areas"; and has a sign visible from the public right-of-way which advertises the availability of this adult type of photographic reproductions; or
 - ii. Offers a sleeping room for rent for a period of time that is less than ten hours; or
 - iii. Allows a tenant or occupant of a sleeping room to sub-rent the room for a period of time that is less than ten hours.
 - e. *Adult modeling studio*. An establishment or business which provides the services of modeling for the purpose of reproducing the human body wholly or partially in the nude by means of photography, painting, sketching, drawing, or otherwise.
 - f. *Adult body painting studio*. An establishment or business wherein patrons are afforded an opportunity to paint images on a body which is wholly or partially nude. For purposes of this chapter, the adult body painting studio shall not be deemed to include a tattoo parlor.
 - g. *Adult cabaret*. An establishment or business which features male and/or female topless and/or bottomless dancers, go-go dancers, exotic dancers, strippers, or similar entertainers.
 - h. *Adult novelty shop*. An establishment or business having as a substantial or significant portion of its stock and trade in novelty or other items which are distinguished or characterized by their emphasis on or designed for specified sexual activities as defined herein or stimulating such activity.
- 4) *Agriculture* means the use of land for the production of plants, animals, or horticultural products, including farming, dairying, pasturage agriculture, horticulture, floriculture, and animal and poultry husbandry, and the necessary accessory uses for storing the products. Agriculture shall not include animal feedlot operations.
- 5) *Agriculture, forestry, fishing, and recreation* means the use of land for the cultivation, production, harvesting, management, or collection of natural resources, including

crops, livestock, timber, and fish, as well as associated conservation and resource management activities.

- 6) *Animal boarding facility, kennel, or animal shelter* means an establishment in which more than two dogs or three cats or any combination thereof may be kept for boarding, breeding, safekeeping, convalescence, placement, sale, or humane disposal.
- 7) *Animal grooming facility* means an establishment where domestic animals are bathed, clipped, or combed, including boarding for not more than 48 hours incidental to the grooming services.
- 8) *Animal hospital or veterinary clinic* means an establishment providing medical and surgical treatment of domestic animals, including grooming and boarding for not more than 30 days if incidental to the medical care.
- 9) *Arboreta, wildlife preserves, botanical gardens, trails for non-motorized use, and similar non-intensive or passive recreational facilities* means land uses that promote environmental protection, public health, and open spaces.
 - a. *Arboreta* means a space where trees, shrubs, and herbaceous plants are cultivated for scientific and educational purposes.
 - b. *Wildlife preserves* means land dedicated to the natural environment of wildlife for preservation purposes.
 - c. *Botanical gardens* means an indoor or outdoor facility where plants are grown to display to the public and for scientific research.
 - d. *Trails for non-motorized use* means paths dedicated to pedestrians and bicyclists, or any other non-motorized mode of transportation.
- 10) *Artist's studio* means workspace for artists, artisans, or craftspersons who are engaged in the creation, teaching, or performance of the fine and applied arts and also allows the sale of fine and applied art products as an associated use.
- 11) *Auto salvage yard or scrap yard* means a facility where scrap or salvage materials, including used motor vehicles, are sorted, stored, dismantled, assembled, and distributed, including wholesale and retail sales of such materials. Scrap or salvage materials include, but are not limited to, scrap iron and other metals, paper, rags, rubber tires, bottles, plastics, and aluminum cans.
- 12) *Auto title loan business* means any person licensed pursuant to Wis. Stats. §§ 138.09 and 218.05, who makes a loan that is secured by an interest, other than a purchase money security interest, where the title of an automobile, motorcycle, any motor vehicle or titled vehicle is used as collateral.
- 13) *Automobile rental* means an establishment where contracts are prepared or reservations accepted for the rental or leasing of automobiles and other motor vehicles, including incidental storage.

- 14) *Automobile sales* means an establishment providing wholesale and retail sales or leasing of new or used automobiles, motorcycles, trucks, trailers, boats, or outdoor recreational vehicles, including outdoor sales area, incidental storage and maintenance and warranty repair work, or other repair service conducted as an accessory use.
- 15) *Bank or financial institution* means a financial institution that is open to the public and engaged in deposit banking and that performs the related functions of making loans, investments, and fiduciary activities. The bank may be in a freestanding building or contained in an office building with other uses and with or without a drive-up window.
- 16) *Bed and breakfast* means a lodging establishment that rents rooms for short periods of time to the public, provides meals to renters, and is the operator's place of residence.
- 17) *Building maintenance or janitorial service* means an establishment providing routine maintenance of buildings, including, but not limited to, window washing, building cleaning, pest extermination, or disinfecting service.
- 18) *Building material sales* means an establishment that sells or rents building supplies, construction equipment, or home decorating fixtures and accessories. The term "building material sales" includes a lumberyard or home improvement center and may include outdoor storage or tool and equipment sales or rental.
- 19) *Campgrounds, public or private* means an area to be used for transient occupancy by camping in tents, camp trailers, travel trailers, motor homes, or similar movable or temporary sleeping quarters of any kind.
- 20) *Carwash* means an establishment where washing, drying, polishing, or vacuuming of an automobile is done by service personnel, the driver, or by automated machinery.
- 21) *Catering service* means a business that prepares food and beverages to be delivered off-premises for consumption at a social, business, or civic function and may also provide service at the function.
- 22) *Cemetery* means a place for the internment of the dead, divided into burial lots subdivided in a cemetery plat in accordance with Wis. Stats. § 157.07, and may also include mausoleum or columbarium and also allow a crematorium as an associated use.
- 23) *Clinic or healthcare facility* means a facility providing medical, psychiatric, or surgical service for sick or injured persons exclusively on an outpatient basis. Also included are related accessory uses, such as emergency treatment facilities, diagnostic services, training, administration, and other services to outpatients, employees, or visitors.

- 24) *College, university*, means an educational institution authorized by the state to award associate, baccalaureate, or higher degrees or any campus of the state vocational, technical, or adult education system.
- 25) *Commercial dog day care* means a commercial facility occupied by dogs for the purpose of exercise and socialization during daytime business hours. No animal will be kept overnight or on weekends. These facilities can include indoor and outdoor spaces.
- 26) *Community center or neighborhood center* means a building used as a place of meeting, recreation, or social activity catering primarily to the surrounding area or neighborhood. The center may be owned or leased by a public agency or nonprofit organization and is generally open to the public for daily use or scheduled events.
- 27) *Community gardens* mean sectioned plots of land for individual or group use for the planting, growing and cultivation of fruits, vegetables, plants, flowers, and herbs. Personal gardens on private property used as an accessory use do not apply.
- 28) *Community living arrangement* means a facility licensed, operated, or permitted by the State of Wisconsin that is either:
- a. A facility where four or more children reside and are provided with care and maintenance by persons other than a relative or guardian. This definition includes foster homes, treatment foster homes, community living arrangements for children, and residential childcare centers as defined by Wisconsin State Statute, but does not include educational institutions, public agencies, hospitals, maternity homes, nursing homes, or sanitariums.
 - b. A facility where three or more adults not related to the operator reside and are typically provided with care, treatment, or services above the level of room service, which may include prescribed personal care. This definition includes Community Living Arrangements (CLAs), Community Based Residential Facilities (CBRFs), and Adult Family Homes (AFHs) as defined by Wisconsin State Statutes, but does not include transitional housing, nursing homes, prisons, jails, correctional facilities, convents, monasteries/seminaries, or educational institutions and related student housing.
- 29) *Concrete, asphalt, and rock crushing facility* means a use in which the principal activity is the processing, handling, sale and transport of concrete, asphalt, rock, brick, cement, or other similar paving or building materials.
- 30) *Contractor showroom or workshop* means an office of a contractor, builder, painter, etc., that includes an enclosed showroom for display of samples, appliances, supplies, and other materials used in the business and/or an enclosed workshop for limited assembly or preparation of building materials.

- 31) *Contractor yard* means an establishment providing general contracting or building construction services, including outdoor storage of machinery or equipment.
- 32) *Convent, monastery, seminary, and religious retreat* mean a building or group of buildings that serves as the primary dwelling and place of work and worship for members of a religious order. A convent, monastery, seminary, and religious retreat may be considered a dormitory as defined and regulated within this Code.
- 33) *Convenience store* means an establishment where motor fuel products or other minor accessories are retailed directly to the public on the premises, in combination with sale of items typically found in a convenience market or supermarket.
- 34) *Convention center* means a commercial facility used for assemblies or meetings of the members or representatives of groups, including exhibition space and catering and food service facilities.
- 35) *Cultural institution* means an institution that displays or preserves objects of interest of the arts or sciences. This term includes, but is not limited to, a museum, gallery, or planetarium.
- 36) *Currency exchange* means an establishment, other than a bank, trust company, savings bank, savings and loan association, credit union, or other financial institution, that exchanges common currencies, sells money orders or cashier's checks, and cashes checks as its principal business activity.
- 37) *Day labor agency* means an establishment engaged in the temporary employment of persons on a daily basis where persons wait on the premises for work assignments.
- 38) *Daycare home/daycare center, preschool* means a facility that provides supervision and care of preschool age children on a regular basis for periods less than 12 hours per day. Daycare or preschool facilities are licensed by the State of Wisconsin Department of Health and Family Services and classified as one of the following:
- a. *Family daycare home* means a dwelling unit licensed as a daycare center by the Wisconsin Department of Health and Family Services where care is provided for up to eight children at one time.
 - b. *Group daycare center, preschool* means a program licensed to provide care for nine or more children at one time.
- 39) *Dormitory* means a communal-type living arrangement of four or more persons not related by blood, adoption, or marriage who share common sleeping areas, kitchen, bath, or restroom facilities. This definition includes, but is not limited to, shelter facilities, educational facility housing, rooming houses, boarding houses or lodging houses, community living arrangements, community-based residential facilities, migrant housing, seminary, or similar institution.

- 40) *Drive-through facility* means a facility consisting of a dedicated drive aisle that leads to and from a service area for the sale and dispensation of food, beverages, or other consumer items to patrons in motor vehicles. Such facilities may include but are not limited to restaurants, pharmacies, and financial institutions.
- 41) *Dry cleaning establishment or commercial laundry* means an establishment that launders or dry cleans fabric, textiles, wearing apparel, or similar articles, including drop-off of articles by customers or cleaning of articles dropped off at other locations.
- 42) *Fish hatcheries and preserves* means the use of land for a facility designed to breed, rear, and release fish in a controlled environment.
- 43) *Forest nurseries, tree and forest product gathering* means the use of land for the production of young forest trees under controlled conditions and the collection, extraction, and harvesting of trees and other forest products.
- 44) *Fraternity, sorority* means a building used as group living quarters for students of a college, university, or seminary who are members of a fraternity, sorority, or other group that has been officially recognized by the college, university, or seminary. A fraternity/sorority may be considered a dormitory as defined and regulated within this Code.
- 45) *Fueling/gas/service station* means an establishment where the primary use is the sale of gasoline or any other motor fuel, motor oil, or other minor accessories directly to the public on the premises.
- 46) *Funeral home* means a building used for funeral services, including display of the deceased at a wake for family and friends; embalming and other services in preparation for burial; cremation; storage and sale of caskets, urns, and other funeral supplies for burial or cremation. A funeral home may also include a funeral chapel.
- 47) *Furniture and appliance rental and leasing* means an establishment that rents or leases furniture, electronics, small appliances, major appliances, or other household items, including incidental storage and maintenance of such items.
- 48) *Garden supply store or greenhouse* means a retail business whose principal activity is the selling of plants and garden supplies, which may have outside storage, growing, or display, and which may include sales of lawn furniture and playground equipment.
- 49) *General industrial uses* means general industrial uses include metal working and other uses which have the potential to produce greater amounts of noise, odor, vibration, glare, or other objectionable influences than light industrial uses and which may have an adverse effect on surrounding properties. General industrial uses may include processing of raw materials or production of primary materials.

This term includes, but is not limited to, the production or processing of the following:

- a. Electrical equipment, such as motors and generators, lighting, wiring and transmission, and distribution equipment.
- b. Fabricated metal products, such as cans and shipping containers, cutlery, hand tools, and general hardware.
- c. Fabricated plastic and rubber products, except tires and inner tubes.
- d. Glass and glass products, ceramics, china and earthenware, such as dishes and kitchenware.
- e. Gypsum, drywall, and plaster products.
- f. Latex paints.
- g. Lumber and wood products, including plywood.
- h. Machinery and equipment, such as engines and turbines, farm, lawn, and garden equipment, heating, cooling, and refrigeration equipment, and machine tools.
- i. Metal-working, such as stamping, welding, machining, extruding, engraving, plating, grinding, polishing, cleaning, and heat treating.
- j. Textiles and fabrics.

50) *General office* means use of a building for administrative, executive, professional, research, or similar organizations having only limited contact with the public. A general office is characterized by a low proportion of vehicle trips attributable to visitors or clients in relationship to employees. Examples include, but are not limited to, firms providing architectural, computer software consulting, data management, engineering, interior design, graphic design, real estate, insurance, investment, or legal services.

51) *General retail* means the retail sale of products, sometimes with provision of related services, to the general public that produce minimal off-site impacts.

General retail sales include, but are not limited to, the following:

- a. Antiques and collectibles store.
- b. Art gallery.
- c. Bicycle sales and repair.
- d. Book store, music store.
- e. Clothing and accessories.
- f. Drugstore, pharmacy.
- g. Electronics and appliance sales and repair.
- h. Florists.
- i. Food store, including grocery, bakery, butcher shop, and delicatessen.
- j. Jewelry store.

- k. Hardware store.
 - l. Liquor store.
 - m. Newsstands, magazine sales.
 - n. Photographic equipment and supplies.
 - o. Picture framing.
 - p. Sporting goods store.
 - q. Stationery store.
 - r. Tobacco store.
 - s. Video rental or sales.
- 52) *Government office* means an administrative, clerical, or public contact office of a government agency, including a postal facility, together with incidental storage and maintenance of the agency's vehicles.
- 53) *Ground transportation service* means an establishment that stores, maintains, or dispatches public transit vehicles, human service vehicles used for the transportation of elderly or handicapped persons, school buses, taxis, or tow trucks.
- 54) *Health club or fitness center* means an establishment for the conduct of indoor sports and exercise activities, along with related locker and shower rooms, offices and classrooms, and where use is offered on a membership basis.
- 55) *Heavy industrial* uses include high impact and outdoor uses which are likely to have a substantial adverse effect on the environment or on surrounding properties and which require careful site selection to ensure compatibility with the surrounding area. These uses often include processing of extracted or raw materials and production of primary materials. The term "heavy industrial uses" includes, but is not limited to, the production or processing of the following:
- a. Animals or poultry (slaughter or processing).
 - b. Asphalt, paving, and roofing materials.
 - c. Battery manufacture and reprocessing.
 - d. Chemicals and chemical products, including ammonia, chlorine, household cleaners, detergent, and fertilizer.
 - e. Oil-based paints, varnishes, lacquers, and enamels.
 - f. Petroleum and coal products, not including mining or extraction.
 - g. Plastics and synthetic resins and fibers.
 - h. Primary metals, including steelworks, rolling and finishing mills, foundries.
 - i. Pulp or paper products.
 - j. Sand and gravel, not including mining or extraction.
 - k. Tanned hides and leather.
 - l. Tires and inner tubes.

- 56) *Hospital* means a state-licensed institution providing primary health services and medical, psychiatric, or surgical care to persons, primarily inpatients, suffering from illness, disease, injury, deformity, and other physical or mental conditions. Also included are related accessory uses or facilities, such as laboratories, outpatient facilities, and training, research, and administrative services for patients and employees.
- 57) *Hotel or inn* means a building containing rooming units providing temporary lodging accommodations to the general public, with rooms having access to the outside through an interior hallway connected to the main lobby of the building and which may provide additional services, such as restaurants, meeting rooms, entertainment, and recreational facilities. A hotel shall not include any use which could be defined as a motel.
- 58) *Hunting, trapping, and game propagation* means the use of land for the lawful pursuit or capture of wildlife and the breeding and raising of game.
- 59) *Indoor recreation facility* means a facility for the indoor conduct, viewing, or participation in recreational activities. This term includes, but is not limited to, an indoor driving range, volleyball court, tennis court, bowling alley, ice or roller skating rink, swimming pool, billiard hall, or basketball court.
- 60) *Laundromat* means a facility that provides washing and drying machines, usually coin-operated, to patrons for cleaning clothes and other fabrics.
- 61) *Library* means a public, nonprofit facility in which books, manuscripts, computers, films, or similar materials are kept for use by or loan to patrons but not normally offered for sale.
- 62) Limited production and processing means small-scale activities that are compatible with retail sales and services. These uses produce minimal off-site impacts due to their limited nature and scale. Limited production and processing includes, but is not limited to, the following uses:
- a. Apparel and other finished products made from fabrics.
 - b. Boat building and repair.
 - c. Computers and accessories, including circuit boards and software.
 - d. Electronic components and accessories.
 - e. Film, video, and audio production.
 - f. Food and beverage products, not including live slaughter, grain milling, cereal, vegetable oil, or vinegar production.
 - g. Precision medical and optical goods.
 - h. Signs, including electric and neon signs.
 - i. Watches and clocks.
 - j. Wood crafting and carving.

- k. Wood furniture and upholstery.
- 63) *Light industrial uses* means low impact uses which produce little or no noise, odor, vibration, glare, or other objectionable influences and which have little or no adverse effect on surrounding properties. Light industrial uses generally do not include processing of raw materials or production of primary materials. This term includes, but is not limited to, the production or processing of the following:
- a. Apparel and other finished products made from fabrics.
 - b. Computers and accessories, including circuit boards and software.
 - c. Electronic components and accessories.
 - d. Food and beverage products, not including live slaughter, grain milling, cereal, vegetable oil, or vinegar production.
 - e. Furniture and fixtures, not including metal working.
 - f. Household appliances and components, not including metal working.
 - g. Measuring, analyzing, and controlling instruments.
 - h. Musical instruments.
 - i. Office and commercial equipment.
 - j. Pharmaceuticals, health and beauty products.
 - k. Precision machined products, including jewelry.
 - l. Printing and publishing, including distribution.
 - m. Signs, including electric and neon signs.
 - n. Sporting and athletic goods.
 - o. Telecommunications products.
- 64) *Live-work unit* means a dwelling unit in combination with a shop, office, studio, or other workspace within the same unit where the resident occupant both lives and works.
- 65) *Mail distribution facility* means an establishment designated for receiving, processing, and distributing mail and packages for the purposes of delivery.
- 66) *Marina* means a facility providing mooring of recreational boats, including piers, anchorage areas, launching facilities, boat storage areas, boat sales, service and rentals, and accessory facilities, such as sale of accessories, food, fuel, and fishing supplies for boating patrons. This term does not include a ship terminal used for freight.
- 67) *Material recovery facility (major)* means a facility for the deposit, sorting, or batching, but not processing, of post-consumer recyclable materials, including limited compacting or crushing of recyclable materials.
- 68) *Material recovery facility (minor)* means an establishment for the collection and processing (separation and/or recovery) of materials on-site from products that

include, but are not limited to, electronics, computers, televisions, household appliances, monitors, printers, CD/DVD players to be distributed for future re-use.

- 69) *Medical office or clinic* means an establishment providing diagnostic and outpatient medical, dental, chiropractic, or similar therapeutic care on a routine basis. Such facility may be staffed by physical or mental healthcare professionals who provide specialized diagnostic, testing, physical therapy, or treatment services, including clerical and administrative services, to persons for periods of less than 24 hours.
- 70) *Motel* means a building containing rooming units designed primarily for providing sleeping accommodations for transient lodgers, with rooms having a separate entrance providing direct access to the outside and with automobile parking located adjacent to or near sleeping rooms.
- 71) *Motor freight terminal* means a facility for truck-based freight service and operations, including, but not limited to, local pick-up, local sorting and terminal operations, line-haul loading and unloading, destination sorting, terminal operations, and local delivery.
- 72) *Motor vehicle repair, major*, means an establishment that performs major repairs to motor vehicles, engines, or trailers, including all services found in a minor repair establishment, as well as rebuilding or reconditioning of whole vehicles, body frame and fender straightening and painting, and rustproofing.
- 73) *Motor vehicle repair, minor*, means an establishment that may or may not include fuel sales and convenience market, while also performing minor repairs to motor vehicles. Such minor repairs may include muffler replacement, oil changing, lubrication, tire repair and replacement, wheel alignment, brake repair, suspension repair, minor engine repair, transmission repair, radiator flushing and repair, and other activities except rebuilding or reconditioning of whole vehicles, body frame and fender straightening, or painting.
- 74) *Multiple-family dwelling* means a building containing three or more dwelling units; also known as apartment house/apartment building. This type of dwelling typically, but not always, has a common/shared entrance. See the following graphic.



- 75) *Nightclub* means an establishment dispensing alcohol beverages for consumption on the premises and in which dancing and musical entertainment are permitted and may also include sales of food. This use does not include adult entertainment facilities.
- 76) *Nursing home, assisted living facility* means a building or complex of buildings where four or more persons who are not related to the operator or administrator reside, receive care or treatment and, because of their mental or physical condition, require access to 24-hour nursing services, including limited nursing care, intermediate level nursing care, and skilled nursing services, as defined in Wis. Stats. § 50.01. A nursing home/assisted living facility may be considered a dormitory as defined and regulated within this Code.
- 77) *Outdoor commercial recreation facility* means a facility for outdoor conduct, viewing, or participation in recreational activities, which may include one or more structures. This term includes, but is not limited to, a golf facility, tennis, basketball or volleyball court, soccer, baseball or football field, sporting club, amusement park, miniature golf course, or water park.
- 78) *Package delivery service* means a facility which transports individual packages for expedited delivery in single rear axle straight trucks or smaller vehicles where no single item weighs over 150 pounds.
- 79) *Park, playground or recreational center* means a public, noncommercial park, playground, or open space, including any park buildings or other structures. This term does not include commercial recreation facilities.
- 80) *Parking structure* means a structure of one or more levels or floors used for the parking or storage of motor vehicles. A parking structure may be totally below grade (as in an underground parking garage) or partially or totally above grade. The structure can be the principal use of the lot or accessory to a commercial, office, multiple-family residential, or other use.
- 81) *Pawnshop* means any business that loans or advances money on deposit of personal property or deals in the purchase or possession of personal property on condition of selling the same back again to the depositor, while also selling such items to the public by acting as a consignment or secondhand store.
- 82) *Payday loan business* means a payday loan business is any person licensed pursuant to Wis. Stats. § 218.05, or a person licensed pursuant to Wis. Stats. § 138.09, who accepts a check, holds the check for a period of time before negotiating or presenting the check for payment, and pays to the issuer an agreed-upon amount of cash or who refinances or consolidated such a transaction.

83) *Personal service business* means an establishment providing services which are of a recurring and personal nature to individuals that produce minimal off-site impacts. This term includes, but is not limited to, the following uses:

- a. Barbershops and beauty shops.
- b. Dry cleaning pick-up station.
- c. Interior decorating/upholstery.
- d. Locksmith.
- e. Shoe repair.
- f. Tanning salon.
- g. Tailor shop.
- h. Tattoo or body piercing establishment.
- i. Watch repair and other small goods repair.

84) *Printing and publishing establishment* means an establishment providing custom reproduction of written or graphic materials for individuals or businesses. Typical processes include, but are not limited to, photocopying, blueprint and facsimile sending and receiving, pre-press services and offset printing, binding, and packaging.

85) *Public safety/service facility* means a government facility for public safety, service, and emergency services, including a facility that provides police or fire protection and public-related services.

86) *Public utilities, streets, roads, and bridges* means the essential infrastructure of communities for services and transportation.

87) *Railroad switching yard and freight terminal* means a facility for the operation of a line-haul or short-line freight railroad.

88) *Religious institution or place of worship* means a facility where people regularly assemble for religious worship and any incidental religious education which is maintained and controlled by a religious body. This term does not include an elementary, secondary, or specialty school or college.

89) *Research and development facility* means an establishment which conducts research, development, or controlled production of high-technology electronic, industrial, or scientific products or commodities for sale or laboratories conducting educational or medical research or testing.

90) *Restaurant* means a commercial establishment open to the public where food and beverages are prepared, served, and consumed and where food sales constitute the majority of gross sales.

- a. A restaurant may include a drive-through lane for food pick-up by vehicle only where specified in a specific zoning district as "restaurant with drive-through."

- 91) *Rooming house, boarding house* means a building that provides a dwelling space to be occupied by four or more individuals who are unrelated and do not constitute a family or by a family and two or more unrelated individuals. A fee is paid to the leaseholder or owner for occupancy for usually longer than one night, and common facilities may be shared, including toilet and kitchen. If, in addition to a room, the leaseholder or owner, as part of the fee for services, provides meals, then the building is considered a boarding house. A rooming house/boarding house may be considered a dormitory as defined and regulated within this Code.
- 92) *School, elementary or secondary*, means a public, parochial, or private school which provides an educational program for one or more grades between kindergarten and grade 12 and which is commonly known as an elementary school, grade school, middle school, junior high school, or high school.
- 93) *School, specialty or personal instruction*, means a business, professional, trade, or other specialty school, including, but not limited to, a school offering instruction in music, art, dance, martial arts, GED preparation, computer use or programming, or cosmetology.
- 94) *Secondhand store or consignment store* means a retail establishment that sells used merchandise, such as clothing, furniture, books, shoes, or household appliances, on consignment or a retail store that sells used merchandise donated to a charitable, tax exempt organization that also sorts, cleans, and marks goods for resale.
- 95) *Sewage treatment plant* means a facility which collects, treats, and disposes of water-borne sewage generated within a given service area.
- 96) *Ship terminal or docking facility* means a facility for the docking, loading, or unloading of ships, barges, or boats that primarily transport freight.
- 97) *Short-term rentals (STRs)* means a dwelling unit in which paying guests are entitled to occupancy for a period less than 28 calendar days.
- 98) *Single-family attached dwelling, townhouse* means a one-family dwelling unit with an individual private entrance which is part of a structure containing more than two dwelling units attached horizontally in a linear arrangement and having a totally exposed front and rear wall to be used for access, light, and ventilation. See the following graphic.

Single-Family Attached Dwelling, Townhouse



- 99) *Single-family detached dwelling* means a separate and detached one-family residence on a single lot designed and arranged for use by one family or household. See the following graphic.



Single-Family Detached Dwelling

- 100) *Small appliance repair service* means an establishment that repairs or services household goods, furniture, appliances, or lawn and garden equipment but not motor vehicles.
- 101) *Solid waste disposal facility* means a facility for the disposal or storage of solid waste material, including garbage, trash, construction debris, and other kinds of organic or inorganic refuse by dumping, burial, incineration, or any other similar means.
- 102) *Substation/distribution equipment* means a facility other than a transmission tower enclosed or outdoor that aids in the distribution of a utility, including, but not limited to, electric power or telephone service or in the transmission of voice, data, text, internet, sound, or video between network termination points.
- 103) *Surface parking lot* means an off-street open area used for parking of operable motor vehicles for limited periods of time. A parking lot can be the principal use of the lot or accessory to a commercial, office, residential, or other use. It may be available to the public or reserved for employees, residents, or visitors.
- 104) *Tavern or bar* means an establishment serving alcohol beverages primarily for consumption on the premises and where food or packaged alcohol beverages may be served or sold only as accessory to the primary use.
- 105) *Telecommunication Tower/Wireless communications facilities* means any system of antennas, wires, poles, rods, reflecting discs, or similar devices used for the

transmission or reception of electronic waves external to or attached to the exterior of any structure. This definition also includes all accessory equipment and/or structures which contribute to and are subordinate and secondary to the transmission or reception of electronic waves.

- a. Wireless communications facilities, attached. Wireless communication facilities that are affixed to existing support structures, such as existing buildings, towers, water tanks, utility poles, and the like. A wireless communication support structure proposed to be newly established shall not be included within this definition. See also "Wireless communication support structures."
 - b. Wireless communications facilities, freestanding. Wireless communication facilities that are not affixed to existing support structures but are mounted on the ground and not supported in any way by a structure.
- 106) *Theater or assembly hall* means a facility for presenting motion pictures or live performances for patrons. This term includes an outdoor stage, band shell, or amphitheater but does not include an adult entertainment establishment.
- 107) *Tool/equipment rental facility* means an establishment that rents tools, lawn and garden equipment, party supplies, and similar goods and equipment, including incidental storage and maintenance of such items.
- 108) *Transitional facility* means a premises, other than a community living arrangement or community based residential facility, for the temporary placement of persons on parole, extended supervision, or probation in a controlled environment, including supervision or monitoring. A transitional housing facility may be considered a dormitory as defined and regulated within this Code.
- 109) *Two-family dwelling, duplex (upper/lower)* means a separate or detached two-family residence on a single lot, the first and second floors of which are each designed and arranged for use by one family. See the following graphic.

Two-Family Dwelling, Duplex



110) *Two-family dwelling, semi-detached (side-by-side)*, means a dwelling within a building containing two attached dwelling units which share a common wall. The dwelling units may be located on the same lot or on separate lots, with the common wall at the lot line. See the following graphic.



Two-Family Dwelling, Semi-Detached

- 111) *Wholesale and distribution facility* means an establishment providing storage, movement, or sale of merchandise and bulk goods, including mail order and catalog sales, importing, wholesale or retail sales of goods received by the establishment but not sale of goods for individual consumption.
- 112) *Yard waste site, municipal*, means a facility for collection, storage, and composting of vegetative matter resulting from landscape maintenance.



Report to the Green Bay Plan Commission

MEETING DATE

August 31, 2026

PREPARED BY

AGENDA ITEM # E.12

(ZP 26-35) Public Hearing on a request for a Conditional Use Permit to allow the side wall and building height of an accessory structure to exceed maximum height standards at 3805 Humboldt Road, submitted by Beau Court of D & B Construction, on behalf of Skylar and Carrie VanWinkle, property owners (Ald. J. Grant, District I). ***ITEM ON HOLD UNTIL OCTOBER 12, 2026***

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None



Report to the Green Bay Plan Commission

MEETING DATE

August 31, 2026

PREPARED BY

AGENDA ITEM # F.I

Director's report.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Development Tracking 20260826

City of Green Bay Development Tracker (Large Scale) - Sep 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
						66	0	
2	1116 Hobart Drive	Moski Corp	1116 Hobart Drive	Market multifamily	Construction underway	Total #	Under 80%	\$3,000,000
						30	0	
3	200 N. Monroe	Three Sixty LLC	200 N. Monroe	Market multi-family rental, commercial	Phase 1 construction start early 2027	Total #	Under 80%	\$18,500,000
						164	0	
4	Gorman @ JBS	Gorman & Co.	0 Lime Kiln Rd	Workforce multi-family	Construction underway	Total #	Under 80%	\$11,000,000
						95	0	
5	Fire Station Flats	General Capital	420 S. Broadway/419 S. Maple	Multi-family rental, retail, Fire Station/Admin, greenway	Construction planned for Oct. 2026	Total #	Under 80%	\$7,000,000
						85	85	
6	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
						71	0	
7	One Astor	Spark Development	100 E. Mason	Market rate multi-family rental	Construction underway	Total #	Under 80%	\$15,500,000
						126	0	
8	1531 Main Street	GB Real Estate	1531 Main Street	Market rate multi-family rental	PO deadline 1/14/2027	Total #	Under 80%	\$3,000,000
						40	0	
9	1409 Velp	Velp Locust Investments LLC	1409 Velp Ave	Market rate multi-family rental	DA approved in June	Total #	Under 80%	\$9,500,000
						90	0	
Single-family								
10	Southwest Woods	Garritt Bader	Hinkle S. of Mason	Single family housing with new roads	Construction underway	Total #	Under 80%	\$8,000,000
						29	0	

11	The Pines	Broadway Realty	0 Deuchert Street	Single family housing with new roads	Construction underway	Total #	Under 80%	\$10,000,000
						41	0	
12	Radue @ JBS	Radue	1327 &1331 Paj Way	JBS-Single Family	Construction underway	Total #	Under 80%	\$700,000
						2	0	
13	Habitat @ JBS	HFH	Lots 1-7 Vernon Taylor Dr	JBS-Single Family	DA to be considered	Total #	Under 80%	TBD
						7	0	
14	NWGB @ JBS	Neighbor Works	Lots 1-6 Dahlia Lane	JBS-Single Family	DA to be considered	Total #	Under 80%	TBD
						6	0	
15	Brook Park	Tycore Built	Brook Park Drive at Moore Drive	Residential subdivision with singles, duplexes, and townhomes	DA application under review	Total #	Under 80%	TBD
						155	0	
Commercial								
16	S&S Buildings	Investment Creations	227 E Walnut, 101 & 109 N Adams	Mixed use law office, retail, market rate apartment	Adams complete Walnut construction underway	Total #	Under 80%	\$1,500,000
						0	0	
17	Fire Station One	MOWGS LLC	501 S. Washington	Fire station rehab conversion to commercial uses	Tenant recruitment underway	Total #	Under 80%	\$1,000,000
						0	0	
18	C. Reiss Relocation	Port of Green Bay / Brown County	420 S. Broadway/419 S. Maple	Port development / C. Reiss relocation	Port improvements underway. Lease signed.	Total #	Under 80%	TBD
						0	0	
19	Green Bay Public Market	On Broadway, Inc	211 N. Broadway	Public Market	DA amendment terms under negotiation	Total #	Under 80%	\$7,000,000
						0	0	
20	United Soccer League Stadium	USL	TBD	Soccer Stadium	Site selection, owner recruitment underway	Total #	Under 80%	TBD
						0	0	
Industrial								
21	Grandview - Keller 9 Acres	Keller client	Erie Rd south of Mason	Industrial	TIF request under review	Total #	Under 80%	
						0	0	

								TBD
Public Spaces								
22	Shipyards Phase 2	City of GB	100 W. Mason St.	Great event lawn, playground, urban beach, beer garden, dog park, fountains	Bid approved, construction planned late 2026	Total #	Under 80%	\$0
						0	0	
23	Fire Station Flats Greenway	City of GB	420 S. Broadway	Green stormwater infrastructure with bike/ped trail connection	Bid approved, construction planned late 2026	Total #	Under 80%	\$0
						0	0	

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

	Units	Under 80%	Value
TOTALS	1,007	85	\$115,800,000



Report to the Green Bay Plan Commission

MEETING DATE

August 31, 2026

PREPARED BY

Matthew Buchanan, Staff

AGENDA ITEM # F.2

Draft Downtown Green Bay Streetscape Design Standards

BACKGROUND

In December 2023, the City of Green Bay entered into a subgrant agreement with Downtown Green Bay, Inc. (DGBI) to support downtown planning, urban design, and development initiatives through American Rescue Plan Act (ARPA) funds. The City awarded DGBI up to \$300,000 to engage a qualified urban planning and design professional or consulting firm to work in coordination with the City, the Downtown Business Improvement District (BID), Olde Main BID, and Broadway BID.

The subgrant supports implementation of several adopted plans and downtown development initiatives, including the 2014 Downtown Authenticity Plan, 2020 Shared Vision Corridor Plan, 2020 Shipyard Corridor Redevelopment Plan, Broadway District Design Plan, and 2023 Adams Street Streetscape design concept. The scope of work includes preparing and implementing urban design standards, planning and designing public space improvements, executing streetscape plans, and preparing conceptual designs to support downtown development.

As part of this effort, DGBI engaged ISG, an urban planning and design consultant, to work with City staff, BID staff, and downtown stakeholders to develop downtown streetscape design standards. The standards establish a consistent framework for the design and implementation of streetscape improvements while allowing flexibility to respond to the character and function of individual streets and downtown districts. They are intended to help coordinate and streamline the City's streetscape design process and guide future investments in the downtown public realm. The standards address elements such as pedestrian and streetscape amenities, furnishings, street trees, landscaping, lighting, materials, and other components that contribute to the appearance, function, accessibility, and identity of downtown streets.

The proposed standards are being presented to the Plan Commission for review and input. Formal adoption will be considered by the Improvement & Services Commission at its September 9 meeting, followed by consideration by the Common Council on September 15.

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

1. 2026-08-31 SLIDES_Streetscape Standards
2. 08-25-2026 Streetscape Design Standards



Downtown Green Bay Streetscape Design Standards

AUGUST 2026



HOW TO USE THIS DOCUMENT

The Downtown Green Bay Streetscape Design Standards (Design Standards) detail the planning and design of all future street projects within the three Business Improvement Districts (BIDs) in Downtown Green Bay. These standards do not apply to other areas of the City of Green Bay outside of the BIDs. While the document is extensive, most users will only need to reference specific sections.

Document Organization + Overview

- » **01 Introduction:** Explains the purpose, users, and how to use it.
- » **02 Plan Development:** Lists goals for improving the pedestrian environment.
- » **03 Responsible Parties + Regulations:** Covers rules, standards, and permitting requirements.
- » **04 Standard Streetscape Composition:** Defines pedestrian zones, street types, widths, and design standards.
- » **05 Streetscape Elements:** Provides design guidance for pedestrian realm elements and streetscape amenities.
- » **06 Special Places + Elements:** Identifies gateways, special places, and destination connections.
- » **Appendix:** Includes specifications and branding guides.

Document Intent

This document offers practical insights and design recommendations for organizations involved in streetscape improvements, with a focus on public and private decision-makers. It sets baseline expectations for enhancements within the Downtown BIDs, aligning with the City of Green Bay's goals. Both public and private entities are encouraged to follow these Design Standards when planning improvements and collaborating with the BIDs and the City for support.



Users

The Design Standards are intended for a variety of users, including:



DECISION-MAKERS

The Design Standards offer a cohesive vision to help decision-makers navigate the development and redevelopment of the streetscape, ensuring the creation of an inviting and functional pedestrian environment.



STREET DESIGNERS + MANAGERS

The Design Standards establish clear guidelines to assist in the design and management of pedestrian spaces, whether for new streets, comprehensive streetscape redesigns, or the design and placement of individual elements.



STAKEHOLDERS + PUBLIC USERS

The Design Standards provide resources and guides for community members, organizations, and private developers making streetscape improvements or those seeking to understand the rules regarding the design and use of the pedestrian environment.

Getting Started

Street designers are encouraged to reference the Street Types Map (Figure 4.3) to identify guiding information such as the street type, basic design standards, and modal network. This serves as the starting point for informed design decisions. From there, Chapter 5: Streetscape Elements provides detailed guidance to support the design process. While the Design Standards are intended to inform all projects, each street has unique characteristics that will influence the final design.



CHECK THE STREET TYPES MAP

To identify the designated street type, refer to Figure 4.3 for the Street Types Map (p. 33).



LEARN MORE ABOUT STREET WIDTHS

If you know the street type and are seeking details on typical dimensions and configurations, refer to Figure 4.4 for the Pedestrian Way Widths Map (p. 35).



EXPLORE THE STREETScape ELEMENTS DESIGN GUIDE

Chapter 5 (p. 43), provides resources and guides for those making streetscape improvements regarding the design and use of the pedestrian environment.

Approval Process

When private properties within the downtown are redeveloped and adjacent streetscape improvements are required or proposed, the City will seek input from the applicable Business Improvement District (BID) as part of the formal site plan review process. For City-led street reconstruction and terracing projects within a BID, the Department of Public Works will seek input from the applicable BID during project scoping and/or design relative to streetscape components.

ROADWAY DESIGN VS STREETSCAPE DESIGN

Elements like lane numbers, widths, traffic speed, and shared uses by cars, bikes, and transit all impact pedestrian safety and experience. However, the Streetscape Design Standards focus on sidewalks and pedestrian spaces from the back of curb to the building face or property line, not on changing roadway layouts.

ENTITIES SHAPING THE STREETSCAPE

Several public and private entities are involved with the streetscape.

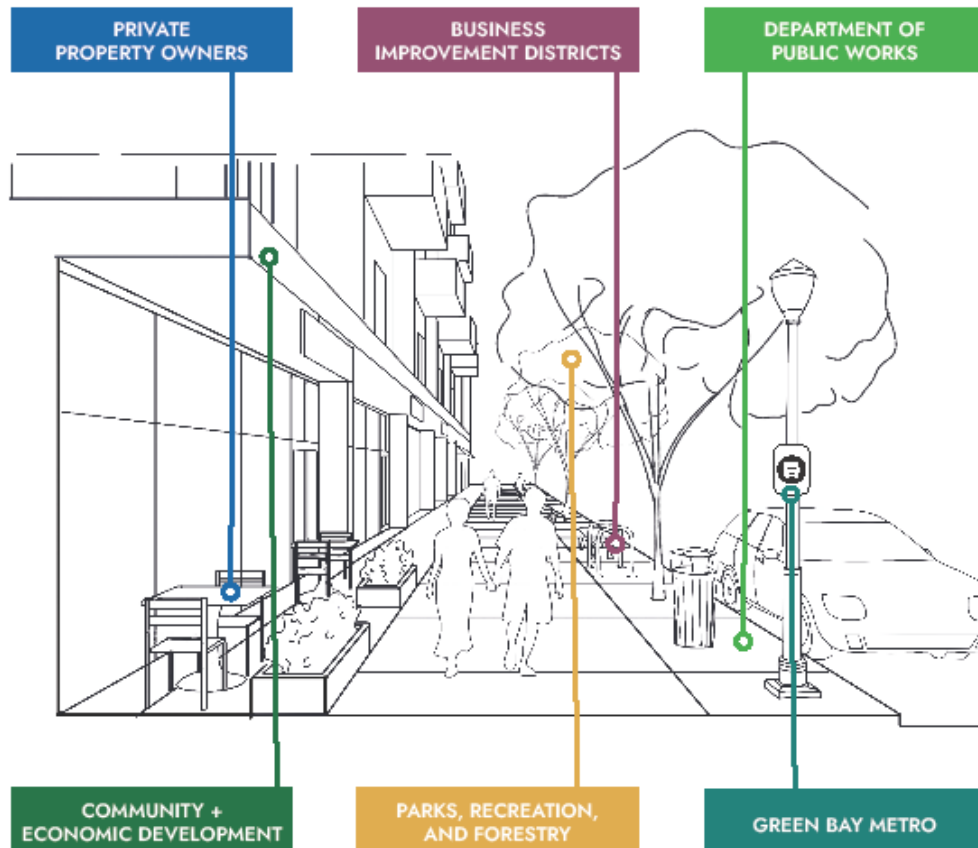


Figure 3.2 Shaping the Streetscape

Private Property Owners

Under the City of Green Bay Code of Ordinances (Section 34-7) and Wisconsin State Statutes 66.0907 and 62.16, private property owners are responsible for maintaining sidewalks within the public right-of-way, including ensuring that building frontages, entrance spaces, and private signage are kept in good condition.

Business Improvement Districts

The Downtown, Broadway, and Olde Main Street Districts are responsible for managing and maintaining several aspects within their boundaries. This includes street furnishings, public art, and seasonal decorative items. The Districts also support keeping the streetscape vibrant and clean by coordinating with the Department of Public Works.

Department of Public Works

The Department of Public Works (DPW) ensures that streets, sidewalks, and intersections are designed to accommodate the movement of people, vehicles, bicycles, and transit. They support the design and construction of infrastructure, as well as support the Districts through routine operations and maintenance.

Community + Economic Development

The Community + Economic Development Department oversees building and site regulations, including requirements for building height and placement, signage, landscaping, and the preservation of historic properties. They review exterior projects for compliance with zoning codes and work with other departments, such as DPW and PRF, to ensure that public infrastructure aligns with City design standards.

Parks, Recreation, and Forestry

The Parks, Recreation, and Forestry Department (PRF) is responsible for all trees within the public right-of-way, as well as City parks and trails. PRF has numerous parks within the BID areas, creating a synergy with event planning, open space activation, and some maintenance overlap.

Green Bay Metro

As the local transit authority, Green Bay Metro handles the configuration of transit routes, stop placements, scheduling, and the design and placement of transit stations.

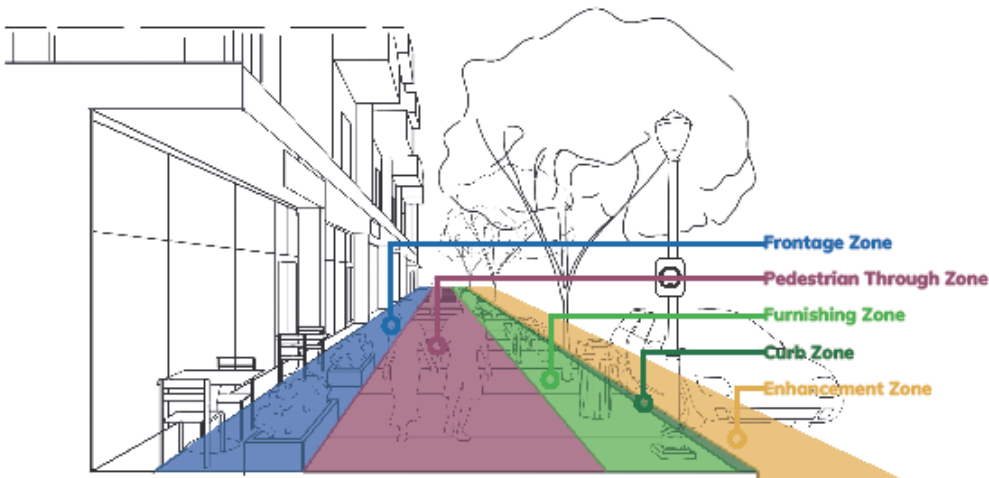


Figure 4.1 Pedestrian Way Zones

PEDESTRIAN WAY ZONES

Zone Definitions

Frontage Zone: The frontage zone refers to the area that provides a buffer between a building's façade and the pedestrian through zone. At minimum, it provides a shy zone for walking near the buildings or for window shopping. It is the preferred location for amenities such as café seating, provided a minimum five-foot pedestrian thoroughway is maintained to ensure unobstructed pedestrian flow and a safe, accessible pathway for all users.

Pedestrian Through Zone: The pedestrian through zone is the primary, accessible pathway that runs parallel to the street, also defined as a sidewalk. A five-foot clear width meets ADA accessibility standards and is the required minimum accessible route by the City of Green Bay.

Furnishing Zone: The furnishing zone is defined as the section of the pedestrian way between the through zone and curb zone in which street furniture and amenities, such as street trees, planters, benches, lighting, above-ground utilities, and bicycle parking are provided. The furnishing zone may also consist of green infrastructure elements, such as rain gardens or flow-through planters and provide a place for snow storage in winter.

Curb Zone: The curb zone, which has a maximum width of two feet immediately behind the curb face, acts as a buffer between the pedestrian way and vehicular traffic. This space can accommodate essential elements such as parking meters, signs, minimal snow storage, and vehicle door swings. Maintaining this clearance behind the curb is essential to prevent obstructions and ensure adequate space for snow removal equipment and vehicle door access in curbside parking areas.

Enhancement Zone: The enhancement zone refers to the space on the street immediately adjacent to the pedestrian way, which is part of the vehicle right-of-way but can be incorporated into the pedestrian way through permanent or interim design solutions. This space may include features such as curb extensions, parklets, stormwater management elements, parking, bike racks, bike share stations, and curbside bike lanes.

STREET TYPES + WIDTHS

STREET TYPES

BID streets have been strategically divided into four distinct street types, each reflecting the unique functions and context of the respective area. These classifications carefully balance current land uses and physical conditions with future aspirations, fostering inviting, sustainable spaces that prioritize people.

By recognizing the distinct characteristics of each street type, this approach offers tailored design guidelines for key streetscape elements such as paving, benches, bike racks, trash receptacles, and other amenities. This ensures that the overall Downtown character is enriched while establishing a cohesive and unique identity that is deeply rooted in the specific context of each street.



CORE STREETS

Core Streets function as the vibrant heart of the Pedestrian Priority Zone, connecting economic corridors and key destinations. These streets provide primary access to major businesses and cultural landmarks and must accommodate significant traffic. As the busiest streets, they should offer diverse amenities that foster a welcoming, unified Downtown atmosphere. Minimum design elements should include wide sidewalks, enhanced lighting, clear wayfinding, and spaces for public art, all working together to create a functional and visually appealing environment that reflects the vibrancy of the surrounding economic activity.



IDENTITY STREETS

Identity Streets link important destinations. Amenities should be comprehensive and reflect the character and needs of adjacent residents and businesses. The emphasis on these amenities aims to encourage social interaction, support local businesses, and enhance the overall aesthetic appeal, making Identity Streets a focal point for both residents and visitors.



DISTRICT STREETS

District Streets play a crucial role in connecting the broader BIDs to the Pedestrian Priority Zone. While they are still important for pedestrian movement, these pedestrian right-of-ways should focus on essential amenities that facilitate a comfortable walking experience. Streetscape amenities should be strategically integrated to enhance pedestrian safety and accessibility and reflect the neighborhood's character. Although fewer amenities may be needed, attention must still be paid to creating a welcoming environment that connects the Pedestrian Priority Zone with nearby neighborhoods.



RIVER CONNECTORS

River Connectors play a pivotal role in linking the Fox River with the surrounding Downtown, particularly by connecting the Broadway District to the Downtown District. Through thoughtful wayfinding and signage, they ensure easy navigation across key spaces. Additionally, incorporating public art and other placemaking features will help reinforce the Fox River as a central, vibrant destination and contribute to the area's distinctive character.

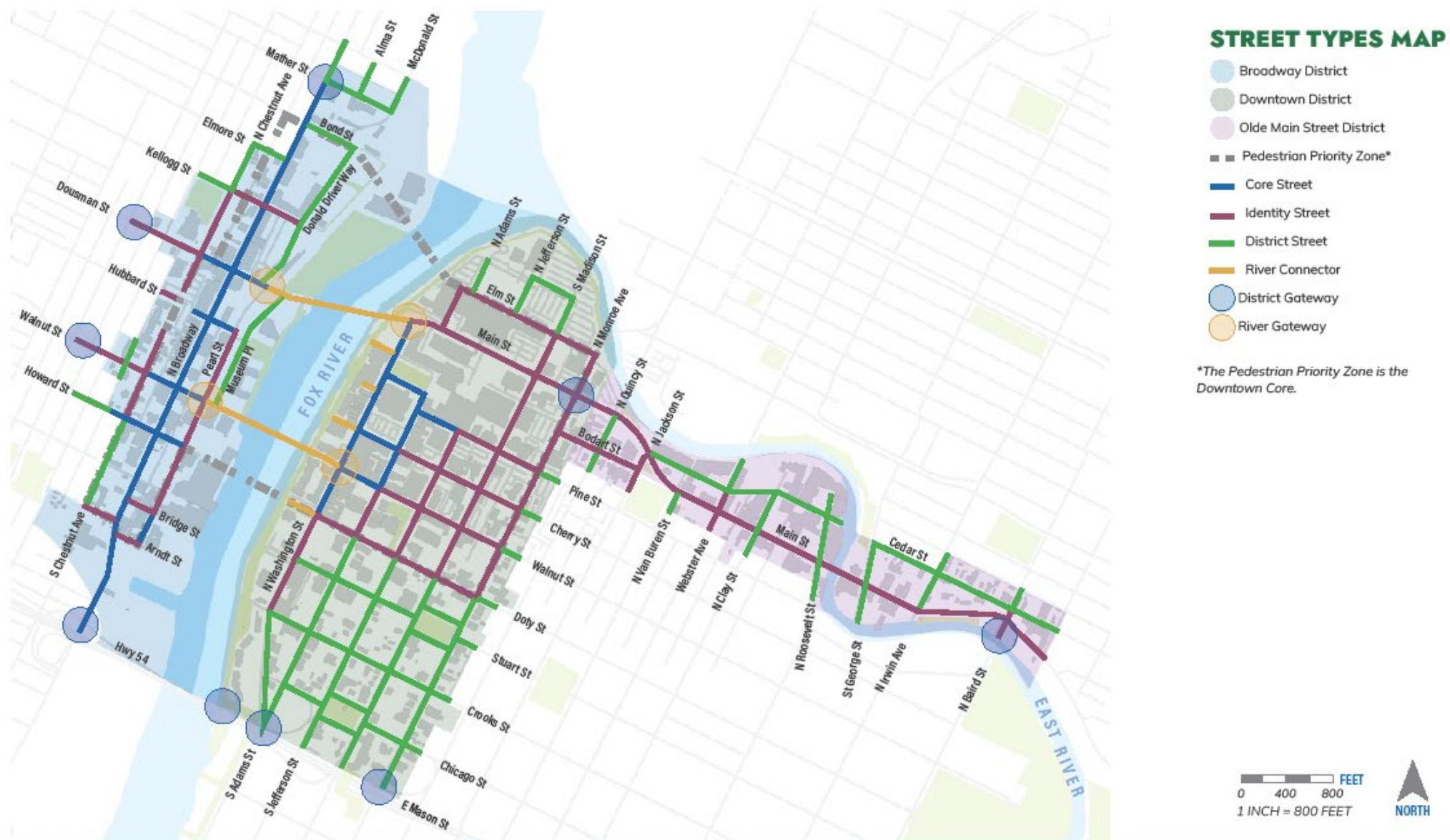


Figure 4.3 Street Types Map

STREET TREES

Not only do street trees provide vehicular buffering for pedestrians, but street trees also provide many environmental benefits, combating the urban heat island effect, decreasing excess stormwater runoff, and providing necessary habitat for urban wildlife. Appropriate tree species selection, placement, and planting site design will ensure healthy growth and longevity of trees, thus enhancing the Downtown streetscape character, and overall maximizing investment of local resources.

TREE SELECTION

Tree species selection should be consistent with the goals of a particular street, based upon the street type. Core Streets should use consistent planting palettes to provide a strong aesthetic character and facilitate a distinct Downtown identity. Identity Streets should maintain a cohesive planting palette but with greater flexibility in species use than in Core Streets. District Streets may use a more diverse, less formal planting palette to indicate District preference and create a rich planting variety. Accent trees, distinguished by their contrasting color, texture, or size, may be used to distinguish District gateways. Regardless of street type, there is an expectation of a cohesive plan or pattern of types of trees planted along a street.

Tree size at the time of installation is a minimum City requirement. Additional tree protections or a larger installed tree size are recommended in areas with a high likelihood of damage, vehicle collisions, or vandalism.

Table 5.1 Current Plant Size Minimums

TREE/PLANT MINIMUM	REQUIRED SIZE AT TIME OF PLANTING
Deciduous Trees	Two-Inch Caliper
Ornamental Deciduous Trees	One and One-Half-Inch Caliper
Shrubs	Five-Gallon Container Size

Appropriate tree species selection should consider form, mature size, color, and texture to reflect the urban design goals of a street. This includes the size of the mature tree canopy concerning how it may affect street and pedestrian lighting, views of signage and building fronts, the potential for root systems to affect sidewalks, curbs, and utilities, and constraints created by the local climate. Additionally, trees that produce fruits, nuts, or otherwise messy droppings should be avoided in the most urban areas for accessibility and maintenance considerations.

Species Mix

Per City Standards: Plants indigenous to Wisconsin shall comprise no fewer than two-thirds of the proposed trees and 60 percent of proposed shrubs and shall be species proven adaptable to the climate and site conditions. The trees listed in the Tree Selections Table note which species are native to aid in choosing indigenous species.

Consider following the “30-20-10 rule” to ensure diversity in the Downtown tree canopy. It requires that no more than 30 percent of one family, 20 percent of one genus, or 10 percent of one species be planted on a project.



BID SPECIFIC TREE GUIDANCE

Recognizing the economic and cultural importance of the BIDs, consideration should be given to the long-term vision of the District identities, as well as the visual harmony between new and existing trees. Carefully selected trees will not only elevate the aesthetic charm of each District but also enrich their unique atmospheres and activities.

The accompanying table lists the recommended tree species to be used within the BIDs, chosen to complement their specific characteristics and foster a cohesive and visually appealing streetscape that strengthens Downtown Green Bay’s vibrant urban environment. The chosen tree size and form should correlate to the pedestrian realm width and adjacent use of its intended location. For example, on a constrained sidewalk, trees with a narrow upright or oval form should be selected to thrive in the limited space and avoid conflicting with building facades.



STREET TREES ARE ECONOMIC INFRASTRUCTURE
www.hotlterealestate.com/blog/street-trees-economic-infrastructure

Why are street trees good for business?

Business owners and developers are key players in Downtown Green Bay’s development. Budget limitations often restrict streetscape funding due to its indirect return on investment. However, research shows that mature street trees boost economic benefits by increasing retail rental rates by 7%, consumer spending by 9%–12%, and the distance consumers are willing to travel. Ultimately, creating a healthy urban forest can contribute to Downtown economic development.

PLANTINGS

Perennials, ornamental grasses, and small shrubs provide a durable, low-maintenance planting palette for streetscape planters, offering year-round structure, texture, and seasonal interest while reinforcing the character of the corridor.

PLANTING TYPES

Understory Landscaping

Understory plantings within streetscapes are often subjected to harsh growing conditions, including urban air pollution, compacted soils, and exposure to de-icing salts from adjacent roadways and sidewalks. These stressors can limit plant performance and longevity, requiring careful species selection and an expectation of periodic replacement. As canopy trees mature and shade levels increase over time, the understory palette may also need to transition from sun-tolerant species to shade-adapted plantings to ensure long-term health, resilience, and visual consistency within the streetscape. Plantings outlined on the following pages represent the recommended palette for use in the design of new or replacement streetscapes within the BIDs. Selection from this palette helps ensure consistency in character, performance, and maintenance expectations; however, all proposed plantings remain subject to plan review and approval in accordance with applicable City standards.

Above Ground Planters

Where space is constrained or a stronger visual statement is desired, freestanding planters with seasonal plantings and enhancements can introduce bold color, flexibility, and focal points that enliven the streetscape and support changing programming or events. Freestanding planters also provide an effective strategy for maintaining streetscape quality of place in areas where underground utilities limit opportunities for in-ground planting.

The hanging basket program planned in strategic locations further enhances the BID's aesthetic and seasonal appeal. Successful coordination and long-term maintenance require shared support and funding from a broad range of partners to cover fundraising, installation, regular watering, and seasonal removal.



Table 5.3 Preferred Species for Plantings

SCIENTIFIC NAME	COMMON NAME	HEIGHT (MAX)	SUN	WINTER APPEAL	WATER	COLOR	SEASON	SOIL	NOTES
GROUNDCOVERS									
<i>Geranium x cantabrigiense</i>	Cranesbill 'Blokovo'	1'	Sun, Shade	Yes	Moderate	White	Early-Mid Fall	Loam, Clay, Sand	Foliage interest in fall
<i>Phlox subulata</i>	Creeping Phlox 'Fort Hill'	0.5'	Sun	Yes	Moderate	Pink	Early	Loam, Clay, Sand	Semi-evergreen
<i>Alchemilla mollis</i>	Garden Lady's-mantle	2'	Sun, Part Shade	No	Moderate	Yellow	Early-Mid	Loam, Clay, Sand	Suitable for Downtown plantings
<i>Nepeta x faassenii</i>	Catnip 'Walker's Low'	2.5'	Sun, Part Shade	No	Moderate	Purple	Early, Mid, Late	Loam, Clay, Sand	Suitable for Downtown plantings
<i>Pachysandra procumbens</i>	Allegheny Spurge	0.5'	Part Shade, Shade	Yes	Moderate	White	Early	Loam, Clay, Sand	Semi-evergreen
GRASSES									
<i>Schizachyrium scoparium</i>	Little Bluestem 'Blaze'	3'	Sun	Yes	Moderate to Dry	Red	Late, Winter	Loam, Clay, Sand	Suitable for Downtown plantings
<i>Panicum virgatum</i>	Switchgrass 'Heavy Metal'	3'	Sun	Yes	Moderate to Dry	Bronze	Late, Winter	Loam, Clay, Sand	Choose varieties for limited height
<i>Sporobolus heterolepis</i>	Prairie Dropseed	2-3'	Sun	No	Dry	Green	Late	Loam, Sand	Great for Downtown plantings
<i>Hakonechloa macra</i>	Hakone Grass	2'	Part Shade, Shade	No	Moderate	Yellow, Green	Mid-Late	Loam, Clay, Sand	May not tolerate full sun in open Downtown areas

CORE STREET PAVING TYPE - ALL DOWNTOWN BIDS

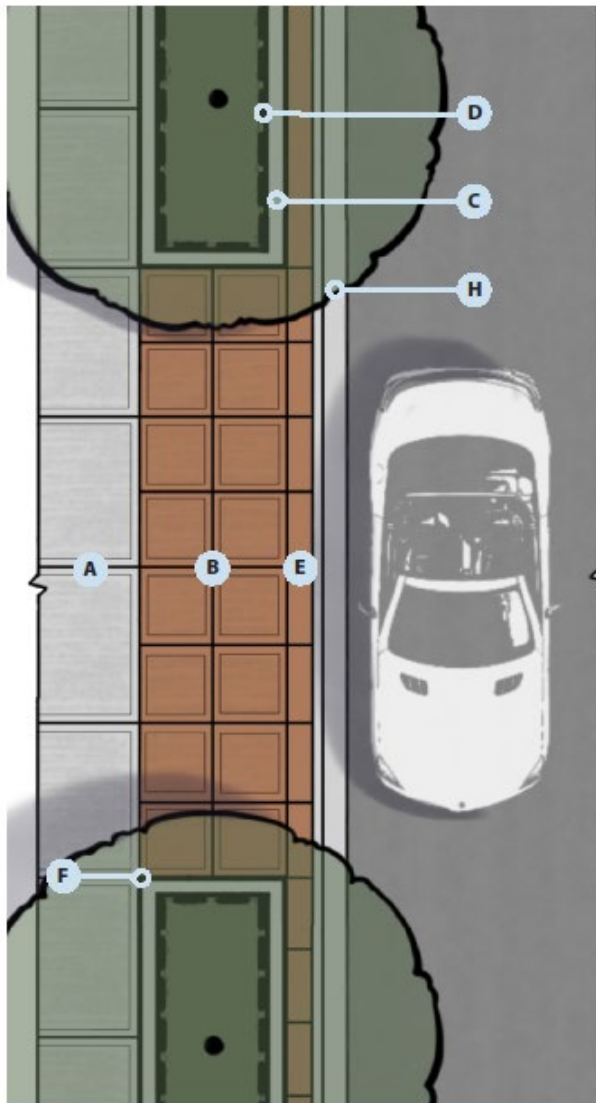


Figure 5.4 Core Street Paving Type

- A** 5' x 5' standard concrete panels with light broom and window pane finish
- B** 2.5' x 2.5' integral color* concrete panels with light broom and window pane finish
- C** Concrete planter curb*; length and width depending on amenity zones
- D** Black powdercoat, square tube steel planter fence*
- E** 2.5' x 1' integral color* concrete curb zone
- F** Align edge of planters with concrete scoring
- H** Face of curb

*See Appendix for detail

IDENTITY STREET PAVING TYPE - ALL DOWNTOWN BIDS

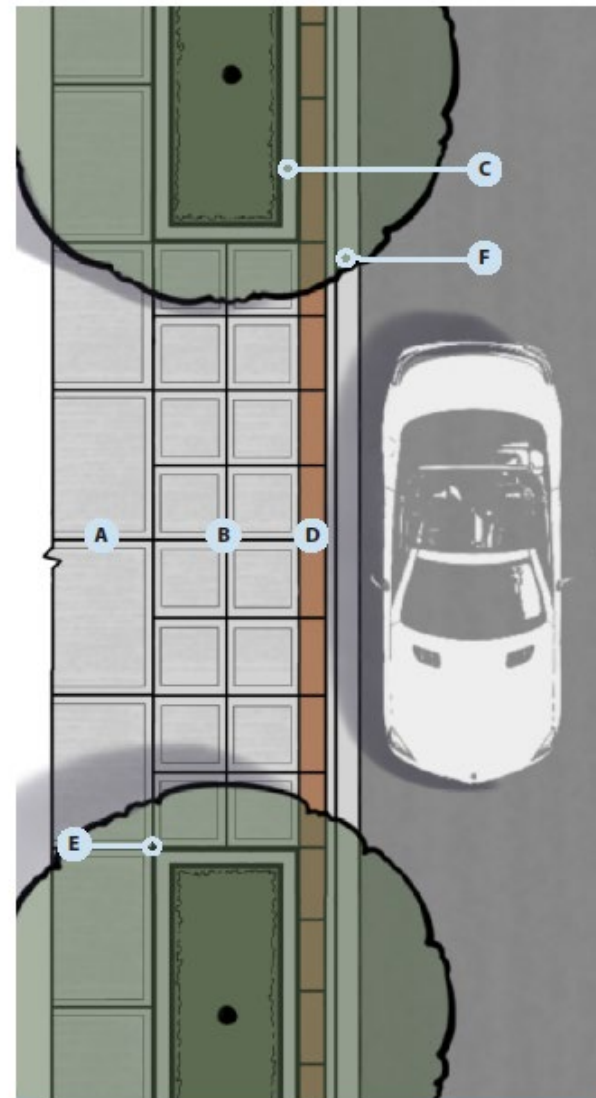


Figure 5.5 Identity Street Paving Type

- A** 5' x 5' standard concrete panels with light broom and window pane finish
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- D** 2.5' x 1' integral color* concrete curb zone
- E** Align edge of planters with concrete scoring
- F** Face of curb

*See Appendix for detail

Table 7.1 Bench Specifications

BENCHES	
BROADWAY	
Product	Coronado Recycled Plastic Contour Bench
Manufacturer	Anova Furnishing
Color	Brazilian Walnut Woodgrain Seat and Backrest with Black Metal Frame
Length	6 Feet
DOWNTOWN	
Product	Beacon Hill Recycled Plastic Contour Bench or Recycled Plastic Flat Bench
Manufacturer	Anova Furnishing
Color	Brazilian Walnut Woodgrain Seat and Backrest with Black Metal Frame
Length	6 Feet
OLDE MAIN STREET	
Product	C-12 City Sites Recycled Plastic Contour Bench
Manufacturer	Victor Stanley
Color	Espresso Wood Slat Seating and Backrest with Black Metal Frame
Length	6 Feet



Broadway



Downtown



Olde Main Street

Table 7.2 Bicycle Rack Specifications

BICYCLE RACKS	
DOWNTOWN, BROADWAY, + OLDE MAIN STREET	
Option 1	
Product	Icon Hitch Bike Rack
Manufacturer	Dero
Powder Coat	Custom design to be coordinated with the BID
Icon	Custom design to be coordinated with the BID
Option 2	
Product	Logo Bike Rack
Manufacturer	Dero
Powder Coat	Custom design to be coordinated with the BID
Icon	Custom design to be coordinated with the BID



Option 1



Option 2 - Design TBD

Thank you!

Danyelle Pierquet, PLA

LA + Planning Lead

An aerial photograph of downtown Green Bay, Wisconsin. The image shows a mix of urban architecture, including multi-story brick and modern buildings. A prominent yellow building is visible in the center. A wide river flows through the city, with a bridge crossing it in the background. A red boat is docked at a pier on the right side of the river. The foreground shows a parking lot and some greenery. A semi-transparent teal banner is overlaid on the bottom half of the image, containing the title text.

Downtown Green Bay Streetscape Design Standards

AUGUST 2026

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- » **05 Streetscape Elements:** Provides design guidance for pedestrian realm elements and streetscape amenities.
- » **06 Special Places + Elements:** Identifies gateways, special places, and destination connections.
- » **Appendix:** Includes specifications and branding guides.

Document Intent

This document offers practical insights and design recommendations for organizations involved in streetscape improvements, with a focus on public and private decision-makers. It sets baseline expectations for enhancements within the Downtown BIDs, aligning with the City of Green Bay's goals. Both public and private entities are encouraged to follow these Design Standards when planning improvements and collaborating with the BIDs and the City for support.



Users

The Design Standards are intended for a variety of users, including:



DECISION-MAKERS

The Design Standards offer a cohesive vision to help decision-makers navigate the development and redevelopment of the streetscape, ensuring the creation of an inviting and functional pedestrian environment.



STREET DESIGNERS + MANAGERS

The Design Standards establish clear guidelines to assist in the design and management of pedestrian spaces, whether for new streets, comprehensive streetscape redesigns, or the design and placement of individual elements.



STAKEHOLDERS + PUBLIC USERS

The Design Standards provide resources and guides for community members, organizations, and private developers making streetscape improvements or those seeking to understand the rules regarding the design and use of the pedestrian environment.

Getting Started

Street designers are encouraged to reference the Street Types Map (Figure 4.3) to identify guiding information such as the street type, basic design standards, and modal network. This serves as the starting point for informed design decisions. From there, Chapter 5: Streetscape Elements provides detailed guidance to support the design process. While the Design Standards are intended to inform all projects, each street has unique characteristics that will influence the final design.



CHECK THE STREET TYPES MAP

To identify the designated street type, refer to Figure 4.3 for the Street Types Map (p. 33).



LEARN MORE ABOUT STREET WIDTHS

If you know the street type and are seeking details on typical dimensions and configurations, refer to Figure 4.4 for the Pedestrian Way Widths Map (p. 35).



EXPLORE THE STREETScape ELEMENTS DESIGN GUIDE

Chapter 5 (p. 43), provides resources and guides for those making streetscape improvements regarding the design and use of the pedestrian environment.

Approval Process

When private properties within the downtown are redeveloped and adjacent streetscape improvements are required or proposed, the City will seek input from the applicable Business Improvement District (BID) as part of the formal site plan review process. For City-led street reconstruction and terracing projects within a BID, the Department of Public Works will seek input from the applicable BID during project scoping and/or design relative to streetscape components.

INTRODUCTION

PURPOSE

The Design Standards are the result of the partnership between City departments and the BIDs, with the goal of standardizing, increasing consistency and coordination, and streamlining the City's streetscape design processes, ultimately resulting in a more intuitive and activated pedestrian realm. The Design Standards provide a roadmap and criteria for achieving a multi-use vision for streets that continue to function as corridors of movement while at the same time increasing their potential to enhance community life, recreational opportunities, and ecological benefits. As Green Bay continues to grow and evolve, these Design Standards will help to ensure that it can fulfill its vision of a vibrant city, one that is renowned for the quality of the place and the vibrant public life it fosters.

BUSINESS IMPROVEMENT DISTRICTS

There are three operational BIDs within Downtown Green Bay. These are professionally managed and include the Broadway District, Downtown District, and Olde Main Street District. In addition to providing economic development assistance like business recruitment and retention, the BIDs organize dozens of events throughout the year and are also involved in maintaining information about available real estate in their respective districts and charting redevelopment progress.



Broadway District

The Broadway District is known for its eclectic shops, authentic dining establishments, and distinct entertainment venues. Home to popular events such as the Farmers Market on Broadway and Christkindlmarket, the District hosts a wide variety of community events to complement the vibrancy of the business activity. Residing west of the Fox River, key streets include South Broadway, Ashland Avenue, West Walnut Street, and Dousman Street.



Downtown District

The Downtown District is home to thriving businesses, a growing mix of residential options, local eateries, entertaining attractions and activities. Some of the featured events located here are the Saturday Farmers Market and Fridays on the Fox. Located east of the Fox River, some key streets within the District include Washington Street, Jefferson Street, Mason Street, Monroe Avenue, and East Walnut Street. This District is also the financial, legal, and government center for Northeast Wisconsin.



Olde Main Street District

The Olde Main Street District celebrates Downtown's diversity in its inclusive and historic business corridor. It features murals, art studios, pet-friendly green spaces, and creative businesses, alongside authentic, international grocery stores and locally owned restaurants and pubs. With the East River as a northern border, the District runs along Main Street and includes Pine Street, Bodart Street, Webster Avenue, and Baird Street. The Olde Main Street District also features family-friendly community events such as Theatre in the Park and Café Crawls.

BUSINESS IMPROVEMENT DISTRICT MAP



- Broadway District
- Downtown District
- Olde Main Street District

Figure 1.1 Business Improvement District Map

THE BENEFITS OF STREETSCAPE PLANNING

The Design Standards serve as a central, guiding document that consolidates information from a variety of existing plans, ensuring a cohesive approach to urban design. Synthesizing diverse elements into a single resource provides clarity and consistency while still allowing for the unique characteristics and needs of the individual BIDs. Ultimately, the Design Standards support sustainable development, encourage economic vitality, and improve the overall quality of life for residents and visitors alike.



PUBLIC SAFETY + ACCESSIBILITY

Streets designed for accessibility can increase usability for all street users through strategies such as wider and continuous sidewalks, pedestrian crossings, curb ramps, and adequate lighting, ensuring equitable access for people of all abilities and alignment with the Americans with Disabilities Act (ADA) requirements.



BOLSTER THE ECONOMY

Downtown spaces can be revived by creating vibrant, pedestrian-friendly streetscapes that consider connectivity between different parts of Downtown, which encourages people to explore various shops and services. Increased foot traffic means more potential customers for businesses, leading to higher sales and revenue. Flexible streetscapes also allow for festivals, markets, and outdoor dining that attract visitors and create a welcoming atmosphere.





SUPPORT MULTI-MODAL TRANSIT

Well-designed streets prioritize infrastructure that supports cyclists and transit users, creating inviting spaces for bike parking and comfortable, accessible transit stops. These elements encourage alternative modes of transportation by making them more convenient and appealing, and can increase overall accessibility, enhance street capacity, and improve the daily commuting experience.



ENVIRONMENTAL BENEFITS

Streetscape design can help address environmental challenges by incorporating green infrastructure, including bioswales, permeable pavement, porous pavers, stormwater trees, and native plantings to manage stormwater runoff, reduce pressure on drainage systems, and improve water quality.

A thoughtfully designed streetscape can also help regulate ambient temperatures. By incorporating greenery, shade, and permeable surfaces, it reduces the urban heat island effect, making cities more comfortable and energy efficient.

Decreased vehicle emissions through the promotion of walking, cycling, and public transit can contribute to improved air quality and reduced negative impacts on the environment and human health.



RESIDENT QUALITY OF LIFE

Active transportation, including walking and cycling, resulting from pedestrian-friendly streetscapes can help combat obesity and chronic illnesses by increasing daily physical activity levels. Additionally, safe streetscapes contribute to overall neighborhood safety, reducing stress and anxiety for residents.

Improved streetscape design can also positively impact neighborliness, civic interaction, and identity by creating gathering spaces, public art installations, and community events that foster a sense of belonging and pride in the neighborhood.

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PLAN DEVELOPMENT

VISION + GOALS

Vision

The Design Standards are one of many steps to bring the City's vision for a vibrant pedestrian space to life. This section outlines the vision for Downtown Green Bay's pedestrian environment, describing what the streets will become through a series of goals. Each goal contains a set of objectives to establish a framework for making decisions based on sound design and management of the pedestrian realm.

Goals

- » Vibrant Places for Commerce
- » Prioritized Pedestrian Use + Comfort
- » Safety + Security
- » Promotes Human Health
- » Convenient Connections
- » Ecologically Sustainable
- » Accessible
- » Inviting + Well Cared For

GOAL 01

VIBRANT PLACES FOR COMMERCE

Downtown streets will be designed and managed as attractive and exciting destinations that encourage residents and visitors to walk to local shopping and dining areas, rather than driving between each stop.

Objectives

Streets that are vibrant places for commerce are designed to:

- » Become destinations of choice, rather than necessity.
- » Have adequate space for businesses to provide outdoor seating and merchandise displays while maintaining a pedestrian through zone.
- » Provide temporary space for pop-up farmer's markets, street fairs, or flexible design of the parking lane for pedestrian use.
- » Create one continuous street environment by maximizing both sides of a shopping street and facilitating ease of crossing.

GOAL 02

PRIORITIZED PEDESTRIAN USE + COMFORT

The Downtown pedestrian realm will be designed to prioritize the everyday needs of people. The Design Standards influence the pedestrian realm, from the back of the curb to the property line.

Objectives

Streets that promote human use and comfort are designed to:

- » Provide facilities such as crosswalks, site furnishings, landscaping, and other elements in a functional manner to maximize human comfort and therefore usage.
- » Minimize vehicle intrusions on pedestrian walkways.
- » Minimize noise from vehicles by calming traffic and providing buffers between the sidewalk and automobile traffic.
- » Create a favorable environment for pedestrians by offering opportunities for sitting or walking in sun and shade, providing welcoming and inviting lighting for pedestrians, and offering shelter from the weather.



GOAL 03

SAFETY + SECURITY

Downtown streets will be designed to create an environment that supports a high level of pedestrian safety and security.

Objectives

Safe and secure streets are designed to:

- » Reduce occurrences of pedestrian injury collisions and fatalities.
- » Reduce the severity of pedestrian injuries, should they occur, by calming traffic, reducing speeding, creating intersections for convenient and safe pedestrian crossings, particularly for seniors, children, and people with disabilities.
- » Maximize security by creating more activity and “eyes on the street” and appropriate pedestrian-scale lighting.

GOAL 04

PROMOTES HUMAN HEALTH

Downtown streets will promote healthy lifestyles by encouraging walking to daily destinations and minimizing pedestrian injuries.

Objectives

Streets that promote healthy lifestyles are designed to:

- » Encourage walking to shops, restaurants, transit, parks, and other destinations to promote daily physical activity and help decrease chronic diseases such as obesity and heart disease.
- » Improve ambient air quality by providing alternatives to driving alone and by including generous amounts of trees and other plantings.
- » Create attractive and safe pedestrian routes from neighborhoods to important cultural and civic institutions, such as schools, libraries, parks, and museums.
- » Promote high levels of pedestrian activity that encourage physical activity as well as social opportunities, reducing feelings of social isolation and associated mental health issues.



GOAL 05

CONVENIENT CONNECTIONS

Downtown streets will be designed to facilitate safe, accessible, and convenient connections among major destinations.

Objectives

Streets with convenient connections are designed to:

- » Accommodate pedestrians at locations with high levels of residential or employment densities and at destinations that generate a large number of people coming and going.
- » Connect neighborhoods and commercial districts to transit centers to encourage transit use.
- » Utilize wayfinding, signage, and amenities to create visually identifiable pedestrian routes between activity hubs.
- » Connect streets to parks, water features, and greenways.

GOAL 06

ECOLOGICALLY SUSTAINABLE

Downtown streets will be designed as a green network, enhancing the City's long-term ecological functioning.

Objectives

Streets that promote sustainability are designed to:

- » Reduce pressure on drainage systems and improve water quality by incorporating green infrastructure, including bioswales, permeable pavement, porous pavers, stormwater trees, and native plantings.
- » Serve as green corridors through the use of tree canopies and ground level landscaping to provide shade coverage and link larger open spaces.
- » Ensure the health of street trees and other plantings by providing planting areas and soil volumes supportive of long-term growth.



GOAL 07

ACCESSIBLE

Downtown streets will be designed for ease of use and access to destinations for all populations, particularly people with disabilities and mobility challenges.

Objectives

Accessible streets are designed to:

- » Achieve best practices in universal design to create clear, easy, and unobstructed connections between all destinations for all users.
- » Promote access and enjoyment for the broadest range of users, including people with disabilities and mobility constraints.
- » Create a district-wide pedestrian network that connects activity centers and addresses gaps in pedestrian accessibility to destinations.

GOAL 08

INVITING + WELL CARED FOR

Downtown streets will be welcoming, create an engaging visual impression, and encourage a sense of ownership.

Objectives

Inviting and well-cared for streets are designed to:

- » Reinforce the character of Downtown Green Bay's local districts and neighborhoods through placemaking and distinct materials and branding.
- » Use high-quality materials for site furnishings, paving materials, and lighting.
- » Efficiently locate signage, signals, utility infrastructure, and similar elements to minimize their visual impact on the street.
- » Provide pedestrian-friendly lighting that enhances safety, creates an inviting ambiance, and minimizes glare and light pollution.
- » Enable and encourage opportunities for community stewardship, volunteerism, and local adoption of street and amenity care.
- » Clearly define maintenance responsibilities to ensure a clean and well-maintained streetscape.



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RESPONSIBLE PARTIES + REGULATIONS

OVERVIEW

Implementation of the Design Standards should be coordinated with future Downtown infrastructure and public realm projects. As the Department of Public Works plans and executes improvements through the Capital Improvement Plan, these Standards should be used to help guide project design and decision-making. This coordination will ensure that streetscaping enhancements are integrated seamlessly with ongoing and future infrastructure projects, maximizing funding opportunities for these improvements.

Historically, streetscaping efforts in Green Bay have been conducted on an as-needed basis, primarily during corridor upgrades or in conjunction with redevelopment initiatives. While the timing of these improvements may not change, these Design Standards establish a consistent framework that guides material selections and design expectations for all future projects. The overall aesthetic and functionality of streetscapes are enhanced through a unified approach, ensuring they reflect the community's vision while supporting public works objectives.



RESPONSIBLE PARTY

Roadway design responsibilities are structured in a hierarchy. The federal government requires strict adherence to national standards for federally funded projects. The state government enforces compliance with state guidelines while allowing some flexibility. Local municipalities have more freedom to design roads according to local preferences, though they must still follow higher-level standards when applicable.

FEDERAL

In Wisconsin, the federal government becomes involved in roadway design primarily when federal funding is used for a project. This typically includes highways that are part of the National Highway System (NHS), projects receiving federal-aid highway funds, or projects subject to federal transportation regulations. Federal involvement may require compliance with national design standards, environmental reviews such as the National Environmental Policy Act (NEPA), and specific requirements set by the FHWA. Additionally, federal agencies may get involved in projects with interstate significance or those affecting federal lands or facilities.

STATE

WisDOT gets involved in roadway design in Wisconsin when the project impacts state trunk highways, state-managed roadways, or when state or federal funding is involved. WisDOT oversees the design of roads within its jurisdiction, including state highways and major infrastructure projects. Additionally, WisDOT may be involved as an administrative agent in local projects that use state or federal funds, ensuring that these projects comply with state and federal design standards, policies, and procedures. WisDOT also oversees projects affecting the state transportation system, even when local municipalities are leading the design efforts.

LOCAL

Local municipalities are involved in roadway design when projects fall under their jurisdiction, such as city streets, town roads, or county highways. They are responsible for the design, maintenance, and improvement of local roadways, typically using local funds. However, when state or federal funding is involved, municipalities must follow WisDOT or federal guidelines and collaborate with WisDOT to ensure compliance. Local governments also handle projects that involve non-highway transportation systems, such as pedestrian walkways and bike lanes within their boundaries.

REGULATORY CONTEXT

GUIDING POLICY

Federal, state, and local policies guide the design and implementation of pedestrian and streetscape elements.

These elements function as a hierarchy, where the highest-level requirements and statutes must be followed. As you move down the hierarchy, these become standards. In design, particularly for pedestrian access and curb ramps, the goal is to achieve compliance with the requirements and statutes, and then, to the maximum extent feasible, adhere to the standards set by the state or local municipality.

Federal

FEDERAL HIGHWAY ADMINISTRATION (FHWA)

- » **Manual on Uniform Traffic Control Devices (MUTCD):** This manual provides standardized guidelines for traffic control devices, including signs, signals, and pavement markings, ensuring consistency across roadways.
- » **AASHTO Green Book:** Published by the American Association of State Highway and Transportation Officials (AASHTO), this guide outlines geometric design standards for roads, including lane widths, vertical and horizontal alignment, sight distances, and clear zones.
- » **FHWA's Roadway Design Guidelines:** The FHWA offers specific guidelines on various design elements, including lane configuration, shoulder design, drainage, and roadway cross-section, emphasizing safety and operational efficiency.
- » **Design Guidelines for Accessible Public Rights-of-Way:** These guidelines ensure that roadway designs accommodate pedestrians and individuals with disabilities, promoting accessibility through features like curb ramps and detectable warnings.

U.S. ACCESS BOARD

- » **Public Right-of-Way Accessibility Guidelines (PROWAG):** These guidelines provide minimum standards for the accessibility of pedestrian facilities in the public right-of-way.
 - › This includes guidelines under the ADA and the Architectural Barriers Act (ABA) that address access to sidewalks, crosswalks, curb ramps, pedestrian signals, on-street parking, and other components of public right-of-way. These guidelines also address shared use paths, designed primarily for use by bicyclists and pedestrians.

Disclaimer

The information presented in this document is a summary of various resources related to federal, state, and local policies governing pedestrian and streetscape design. It is essential to consult the original resources in their entirety to ensure comprehensive understanding and compliance with current standards, as this information is dynamic and subject to regular updates and modifications.

For additional information, please consult the following resources:

- » Wisconsin Department of Transportation Federal/State Aid Project Delivery ➡
- » Wisconsin Department of Transportation Road and Bridge Assistance Programs ➡
- » Wisconsin Department of Transportation Metropolitan Planning Organizations ➡

State

WISCONSIN DEPARTMENT OF TRANSPORTATION (WISDOT)

- » **Facilities Development Manual (FDM):** This manual provides policies and procedures for highway improvements managed by WisDOT's Division of Transportation Systems Development. It applies to state highways, federal-aid projects, and state-funded road systems, ensuring consistent development that follows engineering standards and environmental guidelines.
- » **Standard Detail Drawings (SDD):** SDDs are completed designs of highway elements common to many highway projects. Their purpose is to simplify the design process and standardize the design of features found on many highway improvement projects.
- » **Standard Specifications (Spec):** The Spec Book is a comprehensive document that outlines the materials, construction methods, and requirements for highway and bridge construction projects in Wisconsin. It serves as the official guide for contractors and engineers to ensure consistency, quality, and compliance with state standards.

City of Green Bay

DEPARTMENT OF PUBLIC WORKS

- » City-Wide Green Stormwater Infrastructure (GSI) Plan 🗑️
- » Standard Specifications + Construction Standards 🗑️

COMMUNITY + ECONOMIC DEVELOPMENT

- » AuthentiCity Plan 🗑️
- » Go Big Green Bay 2050 Comprehensive Plan 🗑️
- » Safe Walk + Bike Plan 🗑️
- » Shared Corridor Vision Plan 🗑️

Business Improvement Districts

- » **Business Improvement District Maintenance Plan:** An outline of the roles and responsibilities of property owners, BIDs, and City departments in maintaining public infrastructure and streetscape elements within BID boundaries, ensuring they are functional, accessible, and well-maintained.

WisDOT Metropolitan Planning Area Boundaries

The area managed by a Metropolitan Planning Organization (MPO) is called the Metropolitan Planning Area (MPA). The MPA usually covers a larger area than the Urban Area Boundary (UAB). The federal government assigns various planning and project responsibilities to MPOs. Every 10 years, Wisconsin's MPA boundaries are officially designated, requiring approval from the Governor or their representative after the MPOs approve them. WisDOT works with each MPO to review and approve these boundaries, including the UABs, and WisDOT Planning staff collaborate with MPO officials to review and adjust the MPA boundaries, considering expected growth or reduction over the next 20 years.

The Green Bay MPO is the designated policy body responsible for continuing, cooperative, and comprehensive urban transportation planning and decision making for the Green Bay MPA. This MPA consists of the City of Green Bay and the Green Bay Urbanized Area, including all or portions of the 13 contiguous villages, cities, and towns that are or are likely to become urbanized within a 20-year planning period. The planning area currently consists of the cities of De Pere and Green Bay, villages of Allouez, Ashwaubenon, Bellevue, Hobart, Howard and Suamico, towns of Lawrence, Ledgeview, Pittsfield, Rockland, and Scott, and the Oneida Nation of Wisconsin.



GREEN BAY MPA 2030 LONG-RANGE MULTIMODAL TRANSPORTATION PLAN

wisconsin.gov/Documents/projects/multimodal/conn2030/maps/greenbay-mpa.pdf 🗑️

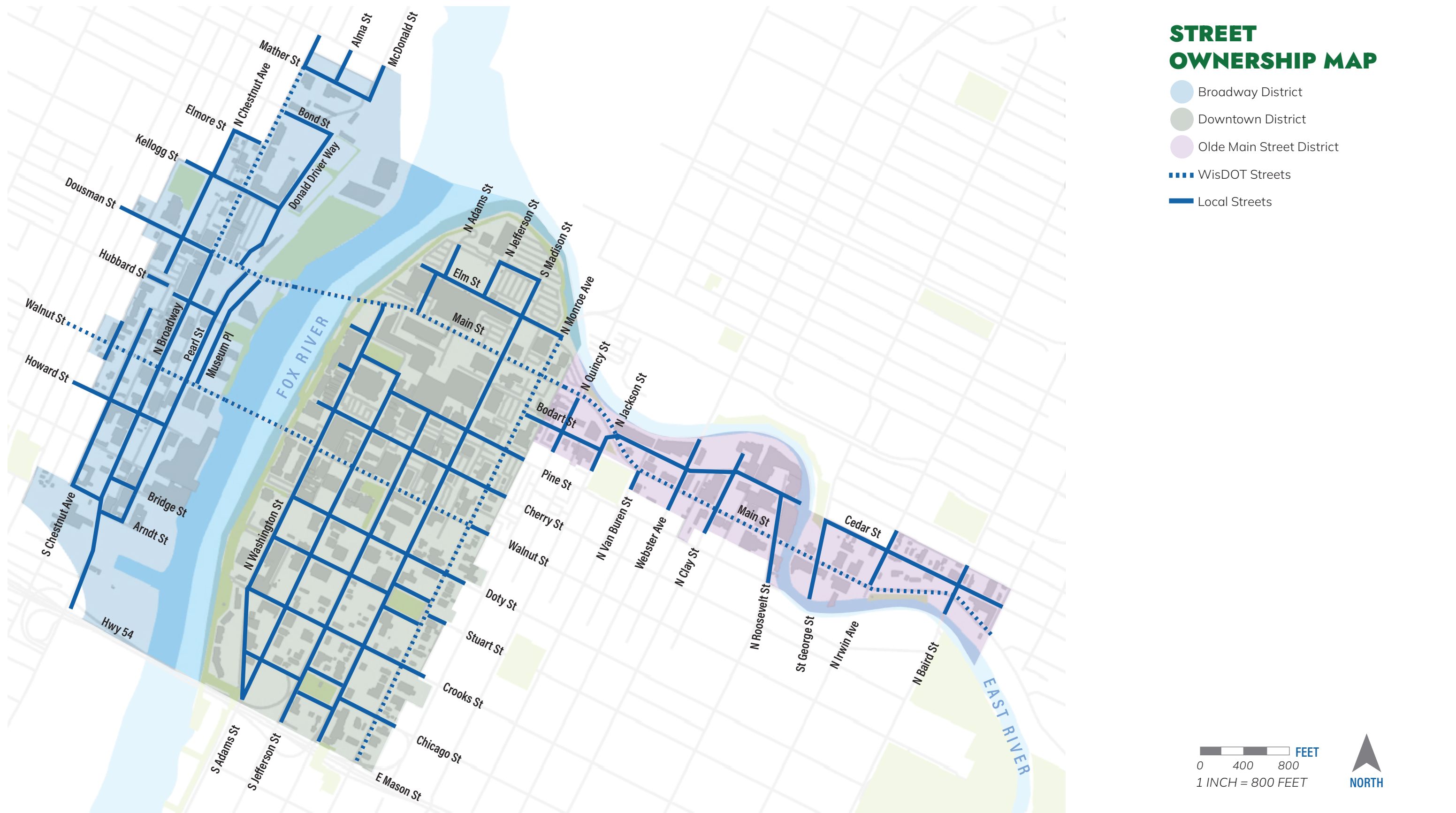


Figure 3.1 Street Ownership Map

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ROADWAY DESIGN VS STREETScape DESIGN

Elements like lane numbers, widths, traffic speed, and shared uses by cars, bikes, and transit all impact pedestrian safety and experience. However, the Streetscape Design Standards focus on sidewalks and pedestrian spaces from the back of curb to the building face or property line, not on changing roadway layouts.

ENTITIES SHAPING THE STREETScape

Several public and private entities are involved with the streetscape.

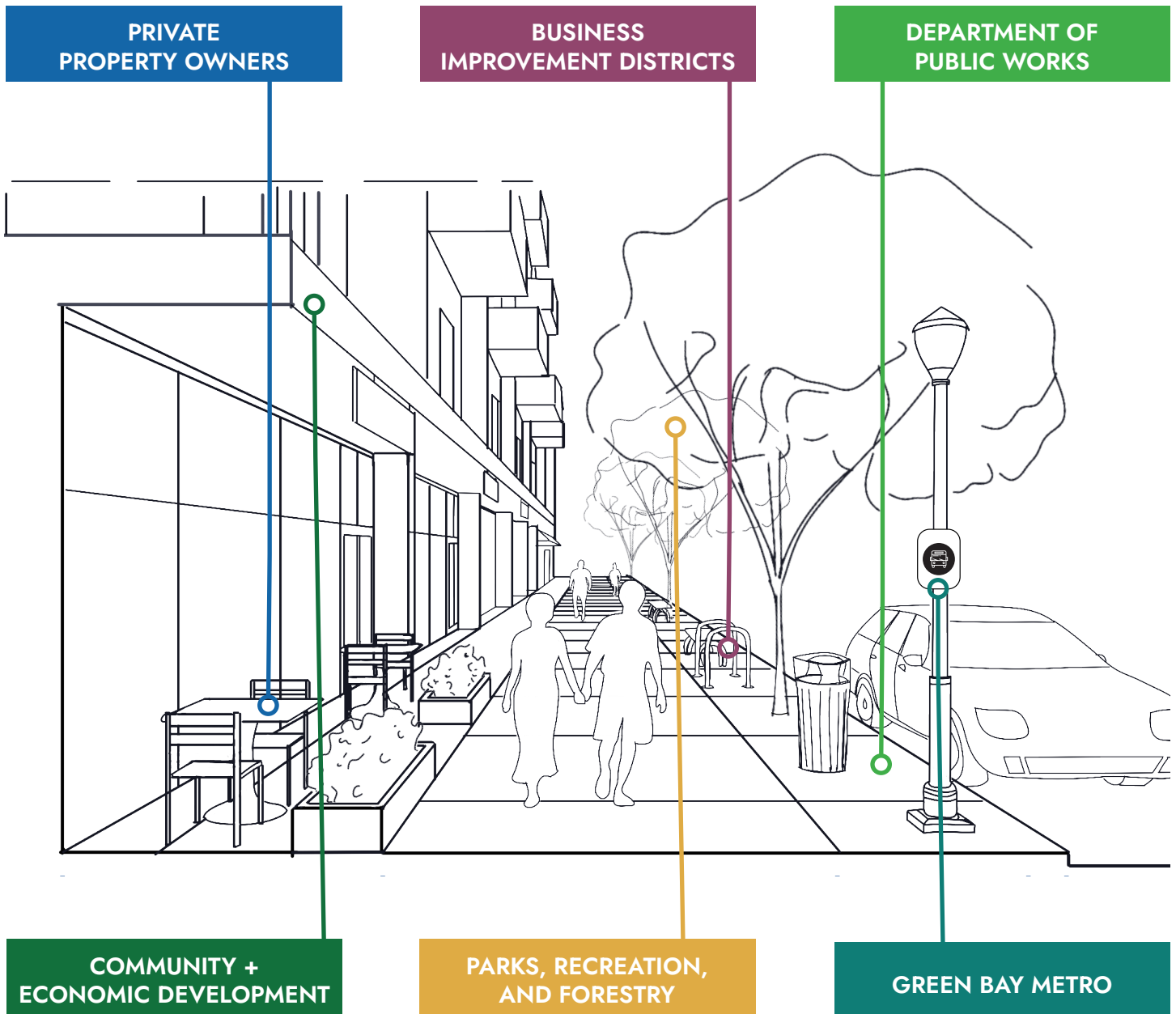


Figure 3.2 Shaping the Streetscape

Private Property Owners

Under the City of Green Bay Code of Ordinances (Section 34-7) and Wisconsin State Statutes 66.0907 and 62.16, private property owners are responsible for maintaining sidewalks within the public right-of-way, including ensuring that building frontages, entrance spaces, and private signage are kept in good condition.

Business Improvement Districts

The Downtown, Broadway, and Olde Main Street Districts are responsible for managing and maintaining several aspects within their boundaries. This includes street furnishings, public art, and seasonal decorative items. The Districts also support keeping the streetscape vibrant and clean by coordinating with the Department of Public Works.

Department of Public Works

The Department of Public Works (DPW) ensures that streets, sidewalks, and intersections are designed to accommodate the movement of people, vehicles, bicycles, and transit. They support the design and construction of infrastructure, as well as support the Districts through routine operations and maintenance.

Community + Economic Development

The Community + Economic Development Department oversees building and site regulations, including requirements for building height and placement, signage, landscaping, and the preservation of historic properties. They review exterior projects for compliance with zoning codes and work with other departments, such as DPW and PRF, to ensure that public infrastructure aligns with City design standards.

Parks, Recreation, and Forestry

The Parks, Recreation, and Forestry Department (PRF) is responsible for all trees within the public right-of-way, as well as City parks and trails. PRF has numerous parks within the BID areas, creating a synergy with event planning, open space activation, and some maintenance overlap.

Green Bay Metro

As the local transit authority, Green Bay Metro handles the configuration of transit routes, stop placements, scheduling, and the design and placement of transit stations.



MAKING COMMUNITY STREETSCAPE IMPROVEMENTS

Community-led improvements represent a significant positive contribution to the City's streetscape environment. Individuals or community groups may be involved in the design, construction, or maintenance of improvements to the public right-of-way (with appropriate permits) such as adding sidewalk plantings, utilizing street areas for community spaces, or placing café seating and merchandise displays in the pedestrian right-of-way. Depending on the scope of the work, a community-led project may require a number of permit types from DPW. The project must meet all applicable guidelines for these permits to ensure proper safety, accessibility, and design.

PERMITS FOR USE IN RIGHT-OF-WAY

The public right-of-way provides essential avenues for travel within the City. DPW regulates all work and activity within the right-of-way to ensure that impacts or disruptions are managed accordingly. This section provides an overview of City permits related to the use of the pedestrian realm within the public right-of-way, serving as a reference to ensure clarity and accessibility for stakeholders involved in streetscape projects and activities. It is important to note that this document does not propose any changes to existing permits nor does it aim to create conflicts with established regulations. Instead, it seeks to facilitate a better understanding of the requirements and processes necessary for compliant use of the right-of-way. All forms and information can be found on the Green Bay Public Works web page.



DEPARTMENT OF PUBLIC WORKS WEB PAGE
greenbaywi.gov/609/Public-Works ➔

Permits

- » Right-of-Way Excavation Permit
- » Right-of-Way Obstruction Permit
- » Parklet Permit
- » Planned Natural Landscaping Area Application
- » Revocable Occupancy Permit

Right-of-Way Excavation Permit

Any work that involves cutting, excavation, or work to service connections made in any right-of-way requires an Excavation Permit.

Right-of-Way Obstruction Permit

Obstructions or blockages within any traveled portion of a public street, alley, or sidewalk (except for an emergency situation), requires a Right-of-Way Obstruction Permit.

Parklet Permit

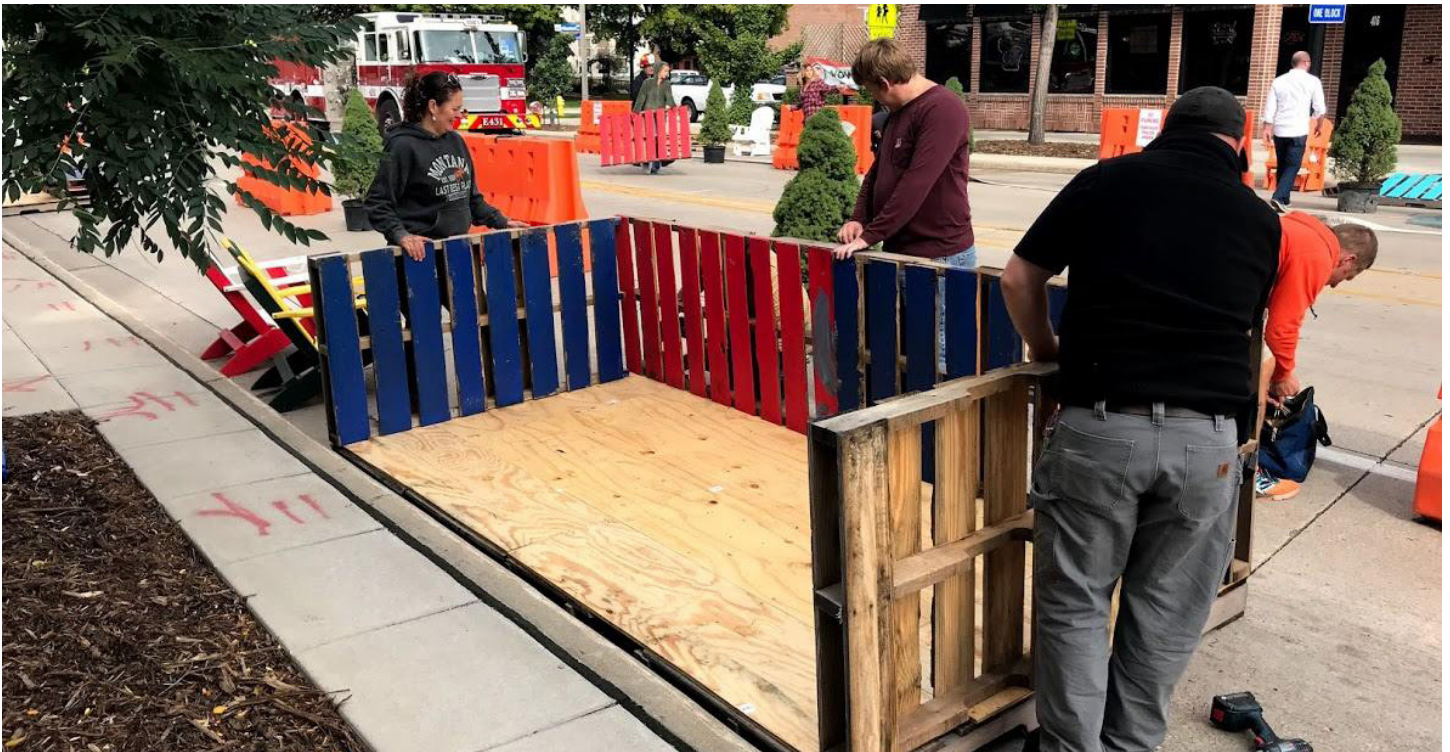
Parklets are a constructed platform that repurpose curbside parking spaces for expanded pedestrian use. Parklets can facilitate uses such as outdoor public seating and dining areas, and are licensed through the City under the Parklet Permit. Parklets are allowed in Green Bay from May 1st through October 31st.

Planned Natural Landscaping Area Registration

Planned natural landscaping consists of an intentionally planned and maintained planting area which may include trees, shrubs, native plants, or vegetation associated with a rain garden. Any property owner or tenant may implement a planned natural landscaping area on their property upon completing an application to ensure compliance with City regulations and cohesion within the streetscape.

Revocable Occupancy Permit

This permit is issued to those wanting to place objects within the City Right-of-Way, such as movable objects along the sidewalk. To obtain this permit, an information sheet on the Public Works website must be completed.



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STANDARD STREETSCAPE COMPOSITION

PEDESTRIAN WAY

Amenities such as landscaping, lighting, seating, and trash receptacles are featured in the pedestrian way, overall working together to activate the street. These amenities should be intentionally organized to ensure safe and accessible travel. To accomplish this balance, the pedestrian way should be viewed holistically as well as through a set of zones spanning from the curb to the property line.

DEFINITIONS

- » **Pedestrian Way** is a walk designated for the use of pedestrian travel according to Wisconsin statute.

As defined by the City of Green Bay Zoning Code:

- » **Sidewalk** is the portion of a public street right-of-way or public easement that is paved or otherwise surfaced and intended for pedestrian use. Also referred to as the pedestrian through zone.
- » **Terrace** is the space between the street pavement and the sidewalk, if any, excluding the driveway apron, often landscaped with grass and street trees. Also referred to as the furnishing zone.

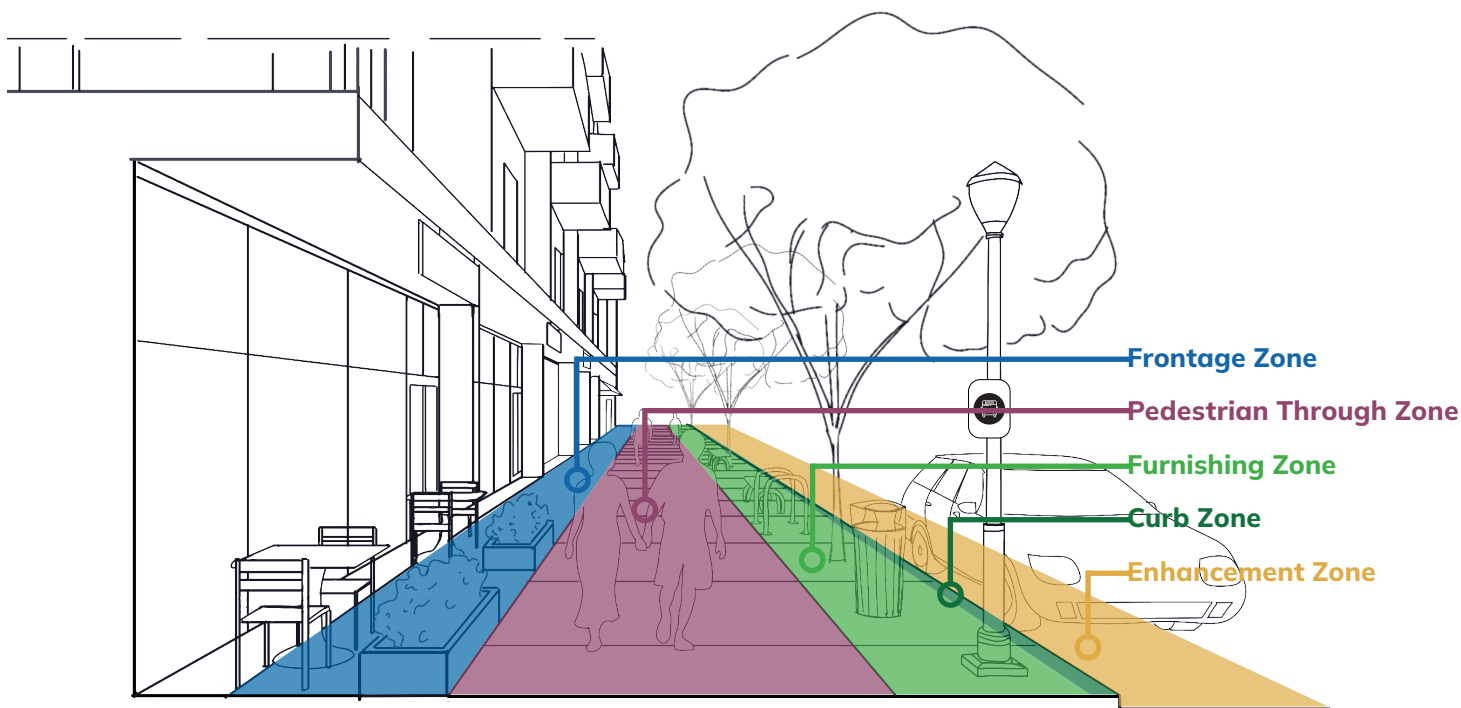


Figure 4.1 Pedestrian Way Zones

PEDESTRIAN WAY ZONES

Zone Definitions

Frontage Zone: The frontage zone refers to the area that provides a buffer between a building's façade and the pedestrian through zone. At minimum, it provides a shy zone for walking near the buildings or for window shopping. It is the preferred location for amenities such as café seating, provided a minimum five-foot pedestrian throughway is maintained to ensure unobstructed pedestrian flow and a safe, accessible pathway for all users.

Pedestrian Through Zone: The pedestrian through zone is the primary, accessible pathway that runs parallel to the street, also defined as a sidewalk. A five-foot clear width meets ADA accessibility standards and is the required minimum accessible route by the City of Green Bay.

Furnishing Zone: The furnishing zone is defined as the section of the pedestrian way between the through zone and curb zone in which street furniture and amenities, such as street trees, planters, benches, lighting, above-ground utilities, and bicycle parking are provided. The furnishing zone may also consist of green infrastructure elements, such as rain gardens or flow-through planters and provide a place for snow storage in winter.

Curb Zone: The curb zone, which has a maximum width of two feet immediately behind the curb face, acts as a buffer between the pedestrian way and vehicular traffic. This space can accommodate essential elements such as parking meters, signs, minimal snow storage, and vehicle door swings. Maintaining this clearance behind the curb is essential to prevent obstructions and ensure adequate space for snow removal equipment and vehicle door access in curbside parking areas.

Enhancement Zone: The enhancement zone refers to the space on the street immediately adjacent to the pedestrian way, which is part of the vehicle right-of-way but can be incorporated into the pedestrian way through permanent or interim design solutions. This space may include features such as curb extensions, parklets, stormwater management elements, parking, bike racks, bike share stations, and curbside bike lanes.

Special Zones

ACCESSIBLE PARKING + PASSENGER LOADING ZONES

Accessible parking and passenger loading zones require special streetscape considerations to ensure that passengers can safely get into and out of vehicles. Specific guidelines include:

- » Street trees, furnishings, and other obstructions should allow a minimum of five feet of clear sidewalk adjacent to accessible parking spaces and 10 feet of clear sidewalk adjacent to passenger loading zones.
- » Special paving treatments and sub-surface utilities may be located within these zones, as long as they provide an accessible surface.

CORNERS

Corners, as defined by an extension of the property line to the curb, should be kept clear of obstruction. Corners should maintain drivers' and pedestrians' clear views of each other. Amenities should be clustered adjacent to corners but not within the corner zone itself. Corners should include curb ramps and detectable warning surfaces per accessibility regulations. Code Sec. 44-359 manages vision triangle sight clearances adjacent to intersections.

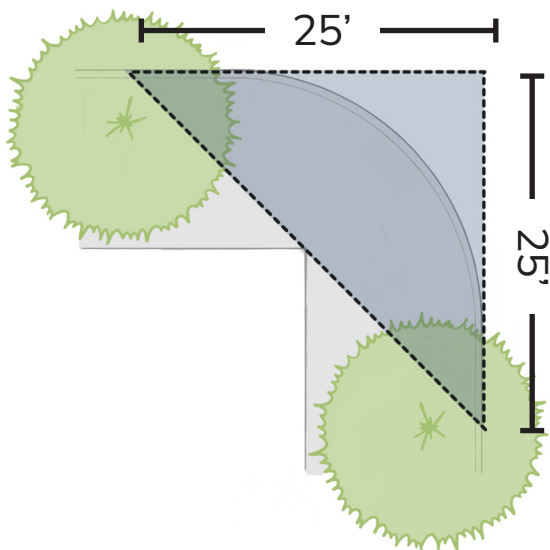


Figure 4.2 Vision Triangle Sight Clearances

PEDESTRIAN WAY DESIGN GUIDELINES

The pedestrian way is an essential component of the urban environment and serves as the corridor for people, goods, and commerce.

- » Under ADA accessibility guidelines, sidewalks should be provided on all streets in urban areas and it is recommended they be provided on both sides of the streets.
- » Construction of all sidewalks should follow the City of Green Bay Standard Specifications and Construction Standards for Public Works Construction.
- » Relocation of fixed objects, such as utility poles, light fixtures, and other street furniture should not impinge on or restrict the adjacent walkway. Walkways must be clear of fixed objects in coordination with ADA accessibility guidelines.
- » Ensure that sidewalks are without major gaps or deformities that would make them non-traversable for wheelchairs and other mobility devices.
- » Any construction project that obstructs the sidewalk should be mitigated through the provision of a temporary sidewalk that affords a safe convenient passage or clearly directs users to an equivalent nearby detour.
- » Sidewalks should be maintained at-grade through driveways when plausible to meet PROWAG requirements and maintain a maximum of 10% apron slope.

STREET TYPES + WIDTHS

STREET TYPES

BID streets have been strategically divided into four distinct street types, each reflecting the unique functions and context of the respective area. These classifications carefully balance current land uses and physical conditions with future aspirations, fostering inviting, sustainable spaces that prioritize people.

By recognizing the distinct characteristics of each street type, this approach offers tailored design guidelines for key streetscape elements such as paving, benches, bike racks, trash receptacles, and other amenities. This ensures that the overall Downtown character is enriched while establishing a cohesive and unique identity that is deeply rooted in the specific context of each street.



CORE STREETS

Core Streets function as the vibrant heart of the Pedestrian Priority Zone, connecting economic corridors and key destinations. These streets provide primary access to major businesses and cultural landmarks and must accommodate significant traffic. As the busiest streets, they should offer diverse amenities that foster a welcoming, unified Downtown atmosphere. Minimum design elements should include wide sidewalks, enhanced lighting, clear wayfinding, and spaces for public art, all working together to create a functional and visually appealing environment that reflects the vibrancy of the surrounding economic activity.



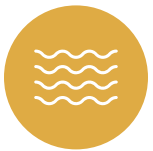
IDENTITY STREETS

Identity Streets link important destinations. Amenities should be comprehensive and reflect the character and needs of adjacent residents and businesses. The emphasis on these amenities aims to encourage social interaction, support local businesses, and enhance the overall aesthetic appeal, making Identity Streets a focal point for both residents and visitors.



DISTRICT STREETS

District Streets play a crucial role in connecting the broader BIDs to the Pedestrian Priority Zone. While they are still important for pedestrian movement, these pedestrian right-of-ways should focus on essential amenities that facilitate a comfortable walking experience. Streetscape amenities should be strategically integrated to enhance pedestrian safety and accessibility and reflect the neighborhood's character. Although fewer amenities may be needed, attention must still be paid to creating a welcoming environment that connects the Pedestrian Priority Zone with nearby neighborhoods.



RIVER CONNECTORS

River Connectors play a pivotal role in linking the Fox River with the surrounding Downtown, particularly by connecting the Broadway District to the Downtown District. Through thoughtful wayfinding and signage, they ensure easy navigation across key spaces. Additionally, incorporating public art and other placemaking features will help reinforce the Fox River as a central, vibrant destination and contribute to the area's distinctive character.

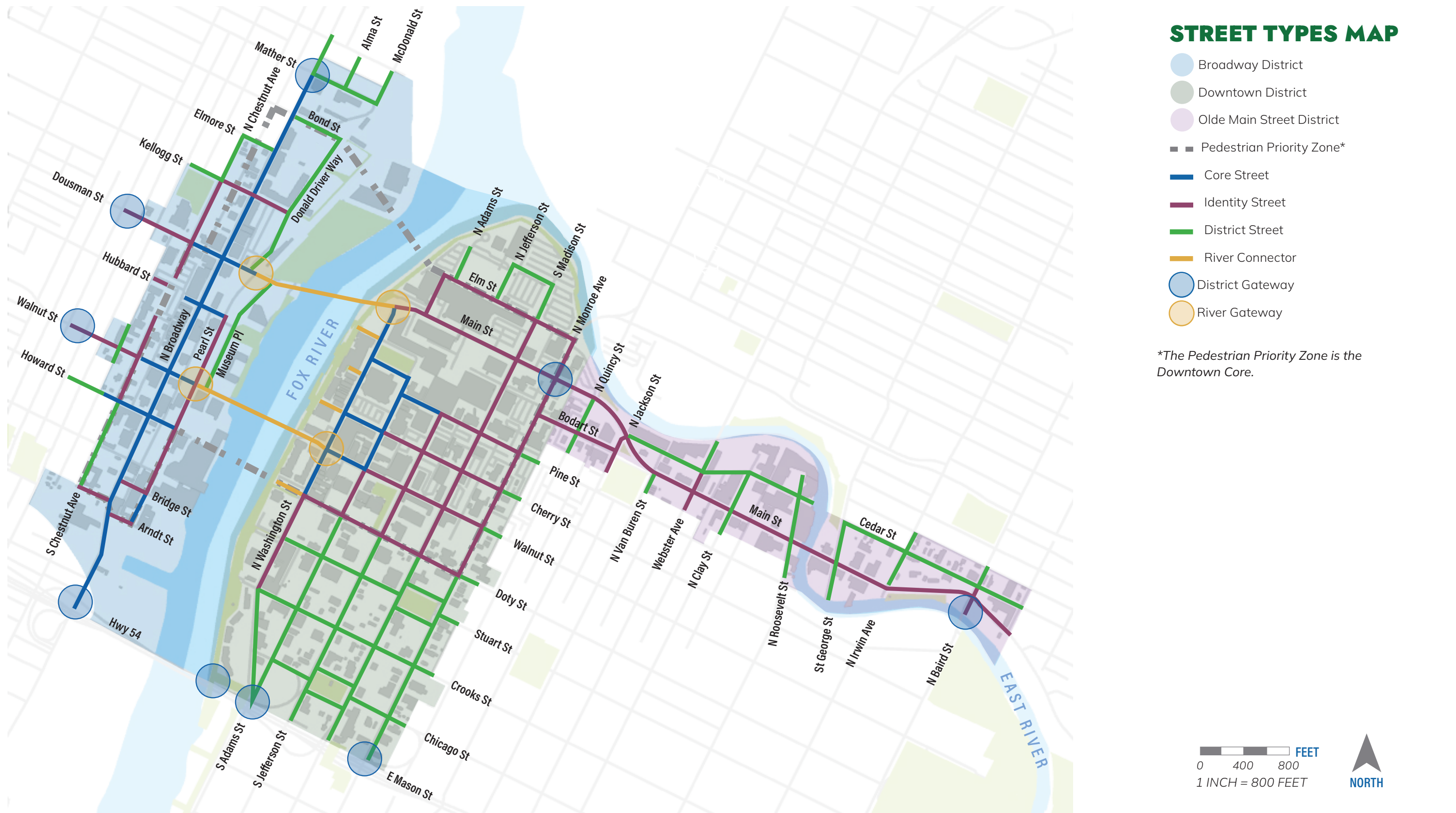


Figure 4.3 Street Types Map

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PEDESTRIAN WAY WIDTHS MAP

- Broadway District
- Downtown District
- Olde Main Street District
- Pedestrian Priority Zone
- Core Street
- Identity Street
- District Street
- River Connector
- Constrained Pedestrian Way
- Typical Pedestrian Way
- Bonus Pedestrian Way
- Missing Sidewalk

Note:
The map on this page is an aggregation of field and desktop review. A proper survey and site visit is essential to verify actual pedestrian way widths before project budgeting or design begins.

Width:
Constrained: Less than 11 feet
Typical: 11 feet - 15 feet
Bonus: More than 15 feet.

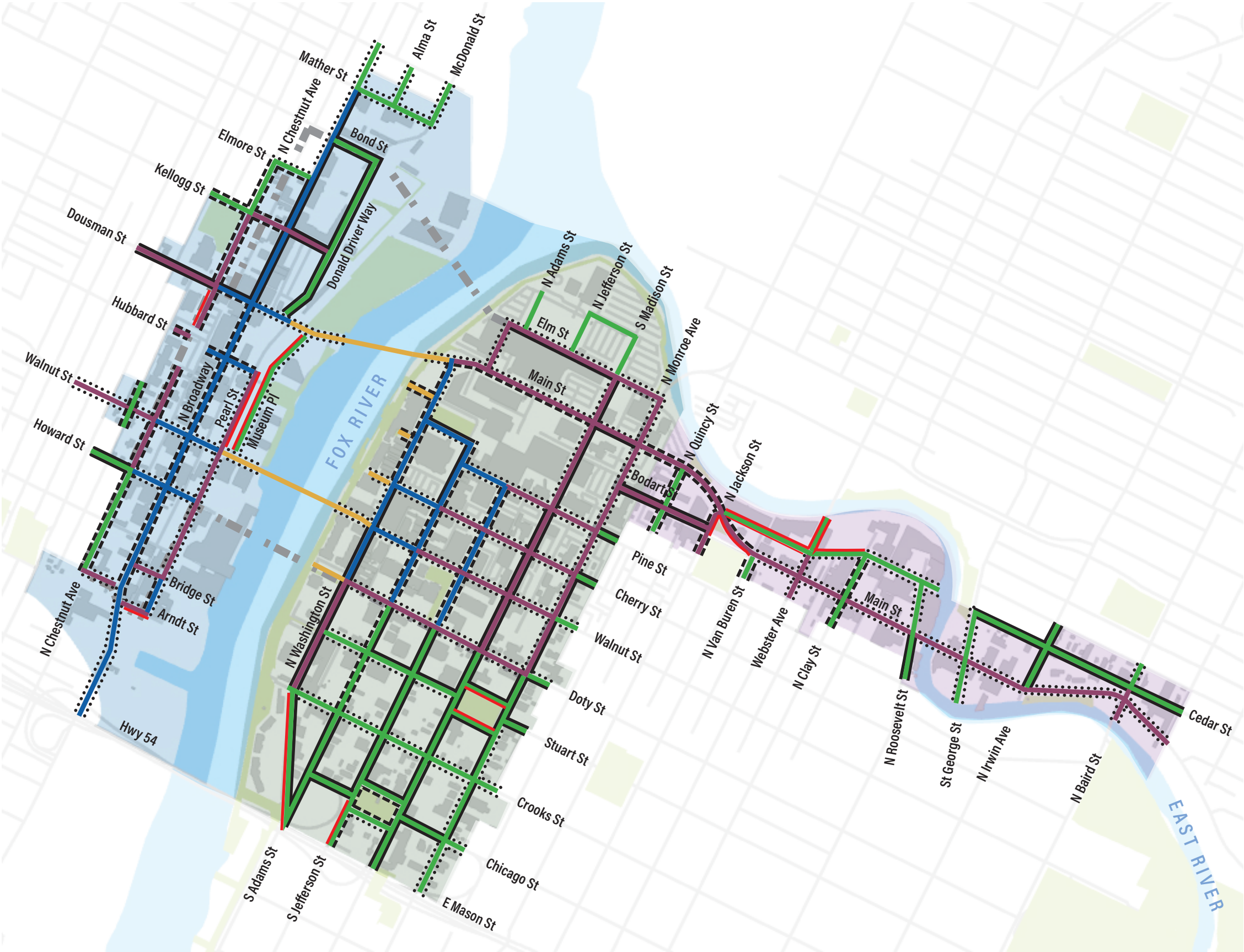
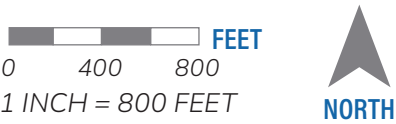


Figure 4.4 Pedestrian Way Widths Map

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PEDESTRIAN WAY WIDTHS

In the design of Core, Identity, and District Streets, the width of the pedestrian way is a critical factor that influences the types of amenities that can fit into the available space and maintain an accessible pedestrian through zone. The map on the prior page is an aggregation of field and desktop review. A proper survey and site visit are essential to verify actual pedestrian way widths before project budgeting or design can begin. All widths fit within the classification of **Constrained**, **Typical**, or **Bonus**.

All pedestrian way amenities should adhere to the guidelines outlined in the Streetscape Elements chapter.

Where there is available pedestrian way width, individual zones should be greater than the minimum depending on the context. For example:

- » On streets with significant pedestrian volumes, the through zone should be proportionally wider.
- » Where there is significant high-speed vehicle traffic and a need for buffering pedestrians, or a desire to create a public space character or significant planting area, the furnishing zone should be proportionally wider.
- » On commercial streets with larger numbers of restaurants where there is a desire to encourage outdoor seating, the frontage zone should be prioritized.



Constrained Pedestrian Way Example



Typical Pedestrian Way Example



Bonus Pedestrian Way Example

Table 4.1 Pedestrian Way Minimum Width Variations

	CONSTRAINED	TYPICAL	BONUS
Width Range	< 11'	11' - 15'	15' +
Frontage Zone	0'	1' - 2'	1.5' - 6'
Pedestrian Through Zone	5'	5' - 6'	6' - 12'
Furnishing Zone	Flexible Remaining Space		
Curb Zone	2' From Curb Face		

Constrained

LESS THAN 11 FEET

Constrained pedestrian ways are no wider than 11 feet and cannot comfortably accommodate all zones. Given the constraints, individual zones must be correspondingly smaller, necessitating trade-offs. Some zone dimensions are fixed, such as a five foot minimum required through width for accessibility, while others are variable depending on conditions.

Where a constrained pedestrian way does not allow for the recommended dimensions for each zone, the design of the pedestrian way should meet the following criteria in order:

1. Accommodate required ADA through zone and transit stops.
2. Accommodate expected levels of pedestrian activity.
3. Provide necessary buffering between pedestrians and adjacent traffic.
4. Integrate design elements to enhance the public realm and provide space for adjacent businesses to use the terrace for seating and displays.
5. Where adequate clearances and soil volumes can be provided, street trees are required.

Constrained pedestrian ways could benefit from expansion into the enhancement zone with a parklet, curb extensions, or both.

Typical

11 FEET—15 FEET

Typical pedestrian ways range greater than 11 feet and less than 15 feet and comprise the majority of existing pedestrian way infrastructure Downtown. The pedestrian through zone must remain at least five feet wide with a minimum of a one foot frontage zone from the property line. The furnishing zone must be at least five feet wide and should accommodate all plantings, furnishings, lighting, and wayfinding.

There should be access for pedestrians from curbside parking, when present, to the through zone roughly every 40 to 50 feet.

Bonus

MORE THAN 15 FEET

Bonus pedestrian ways are wider than 15 feet and can accommodate ample space in each zone. Pedestrian through zones and furnishing zones along bonus pedestrian ways may be expanded and amenities increased. The extra space can be allocated to a variety of uses to achieve goals surrounding a wider pedestrian through way, café seating, stormwater management, and placemaking amenities.

STANDARDS

Classifying streets within the BIDs into distinct types directly shapes streetscape design, with the width of pedestrian pathways playing a crucial role in determining the form and functionality of these designs. Each street type has specific design criteria tailored to its function, and the width of the pedestrian way influences how much space is available for various elements such as sidewalks, seating, greenery, and other amenities.

This section outlines design considerations, standard improvements, and specific additions tailored to each street type, emphasizing adaptability based on available space. Wider pedestrian ways offer more flexibility for incorporating features such as wider sidewalks, enhanced landscaping, and additional street furniture, while narrower pedestrian ways necessitate a more streamlined approach to ensure pedestrian accessibility and safety. In general, the wider the pedestrian way, the more flexibility there is in incorporating a variety of streetscape elements. Specific design features for each BID area are covered in the Streetscape Element Composition section of this document, where tailored solutions are presented based on unique neighborhood needs and aspirations.

Considerations

CORE STREETS

- » Support Pedestrian Volume
- » Provide Robust Amenity Integration
- » Enhance Safety Features

IDENTITY STREETS

- » Serve Diverse Users
- » Connect Pedestrian Priority Zones
- » Link Important Destinations

DISTRICT STREETS

- » Enhance Connectivity to Key Areas
- » Provide Essential Amenity Provision
- » Reflect Neighborhood Character

RIVER CONNECTORS

Considerations

- » Present Jurisdictional Constraints + Partnership Opportunities
- » Connect to the Fox River
- » Feature Wayfinding + Signage
- » Provide Opportunity for Public Art + Placemaking

Additional Guidelines

- » River Connector design should promote easy pedestrian movement while integrating with adjacent streets and public spaces
- » These streets should strengthen visual and physical connections between the Fox River and Downtown spaces through wayfinding and public art
- » River Connectors should incorporate unique streetscape elements

Table 4.2 Standard + Case by Case Improvements Table

	CORE + IDENTITY STREETS			DISTRICT STREETS			River Connector
	Constrained	Typical	Bonus	Constrained	Typical	Bonus	
Benches	●	●	●	✗	●	●	●
Curb Extensions	●	●	●	●	●	●	●
High Visibility Crosswalks	●	●	●	●	●	●	●
Marked Crosswalk	●	●	●	●	●	●	●
Pedestrian Lighting	●	●	●	✗	✗	✗	●
Pedestrian Signal Countdown	●	●	●	●	●	●	●
Trash Receptacles	●	●	●	✗	●	●	●
Freestanding Planters	●	●	●	✗	●	●	●
Colored Concrete	●	●	●	✗	✗	✗	●
Stormwater Amenity	✗	●	●	●	●	●	●
Street Trees	●	●	●	●	●	●	●
Tree Grates	●	●	●	✗	✗	✗	✗

- Standard Improvements
- Case by Case Additions
- ✗ Not Recommended

INTERIM DESIGN STRATEGIES: ACTIVATE THE CURB

Whether setting a parklet along a curb, pedestrianizing a narrow corridor, or redesigning a complex intersection, cities have the opportunity and the responsibility to make the most efficient use of valuable street space. An interim design can serve as a bridge to the community, helping to build support for a project and test its functionality before investing in more costly permanent infrastructure.



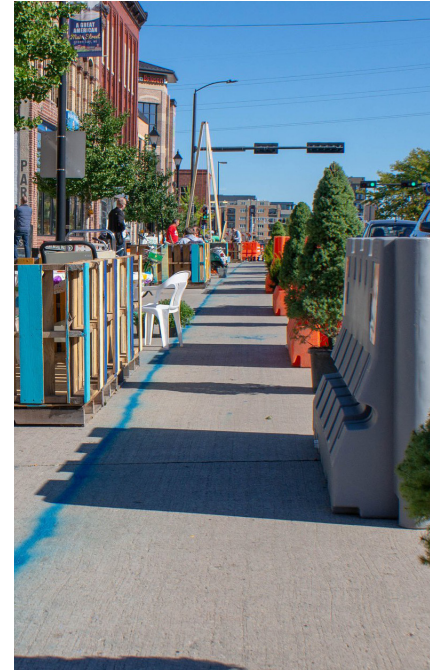
Bike Corral or Bike + Scooter Share

Bike corrals or bike and scooter share stations can replace one parking space at the request of a local business or property owner and accommodate 12–24 bikes. Corrals can be installed at the ends of blocks to daylight an intersection since bicycle parking has little effect on the visibility of pedestrians to moving vehicle traffic. Bike corrals have been shown to have a positive impact on business. Bike network maps and bike and scooter share maps and kiosks can serve as a focal point that orients visitors while drawing people to key destinations.



Parklets

Parklets are public seating platforms that replace parking spaces in places where the existing terrace is unable to support a desired furnishing zone function. They serve as a gathering place for the community and can energize local stores and shops. Green Bay has an existing parklet permitting process and supportive design manual. See Chapter 5: Streetscape Elements for more information.



Interim Pedestrian Way Widening

As neighborhoods change and develop, the intensity of a street's uses may also change. Pedestrian ways can be expanded using interim materials, such as planter beds or bollards, easing pedestrian congestion in advance of a full reconstruction.

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CHAPTER

05

STREETSCAPE ELEMENTS

INTRODUCTION

As Downtown Green Bay evolves, its streetscapes must balance functionality, community identity, and infrastructure by integrating greenery, bicycle parking, lighting, business platforms, and underground systems for utilities and stormwater management. These Design Standards provide detailed descriptions of how to design and construct the streetscape to satisfy the functional needs of its built environment while creating more people-focused spaces for residents, workers, and visitors.

Elements in this Chapter

- » Utilities
- » Stormwater Management
- » Sidewalk Cafés
- » Parklets
- » Transit Stops
- » Street Trees
- » Plantings
- » Streetscape Element Composition
 - › Bicycle Parking
 - › Lighting
 - › Paving
 - › Planters
 - › Public Seating
 - › Receptacles

UTILITIES

Providing public utilities to parcels within the City is a key function of City services, however, the need for utilities doesn't always blend well with the spatial constraints or aesthetic designs in a streetscape. Streetscape utilities include a variety of overhead, underground, and at-grade equipment. They also include sewer, water, gas, and telecommunications, as well as traffic signals and streetlights—discussed in the Lighting section of this chapter. Utility installation can occur as a new installation on new streets or part of new development or upgrade to an existing system, such as undergrounding of overhead wires, sewer upgrades, or emergency repairs.

Please refer to the Department of Public Works and the City of Green Bay Standard Specifications and Construction Standards for Public Works Construction for utility standards and requirements.

Benefits of Thoughtful Utility Placement

- » A safer environment for users of all abilities.
- » Increased soil volume for street trees because of minimized conflict between utilities and street trees.
- » A more unified and orderly streetscape aesthetic.
- » Ease of access to utilities and fewer long-term maintenance conflicts for utility providers.

Challenges to Utility Coordination + Placement

- » Utility providers that adhere to internal standards for utility placement in lieu of coordinating with the development team.
- » The high cost of relocating existing utilities might be financially unfeasible for both retrofits and new developments with existing utilities on-site.

STORMWATER MANAGEMENT

The City of Green Bay Green Stormwater Infrastructure (GSI) Plan, adopted in 2023, guides decisions for incorporating green stormwater infrastructure elements into development, redevelopment, or public infrastructure improvement projects. The purpose of designing for these elements is to build future flood and climate change resiliency, increase healthy green spaces for the community, and improve water quality in the Fox River, East River, other tributaries, the bay, and Lake Michigan.



SIDEWALK CAFÉ

Sidewalk café means any group of tables, chairs, benches, or partitions maintained within the public right-of-way for use directly in front of an establishment with a valid Class B license (Ord. No 12-20).

It is recommended that sidewalk cafés be placed within the frontage zone of the public right-of-way, provided a minimum five-foot pedestrian thoroughway is maintained. Location of café seating in the frontage zone ensures that pedestrian flow is not obstructed by the café activities and helps preserve a safe and accessible pathway for all users. However, in situations where space is insufficient in the frontage zone to maintain the required pedestrian thoroughway, sidewalk café may be relocated to the furnishing zone. The furnishing zone is the portion of the sidewalk typically used for street furniture, trees, and other landscaping elements, but in cases of spatial limitations, it can also accommodate sidewalk cafés. In such cases, it is critical to ensure that the seating arrangement does not obstruct or disrupt pedestrian movement and accessibility.

In instances where additional space beyond the frontage or furnishing zone is required to accommodate sidewalk cafés, businesses may apply for a parklet permit, adhering to the guidelines outlined below.

PARKLETS

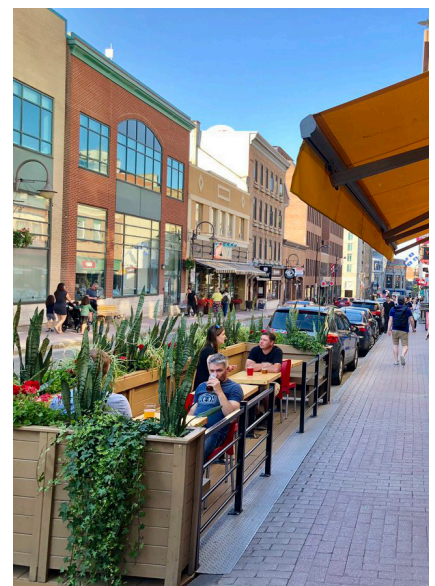
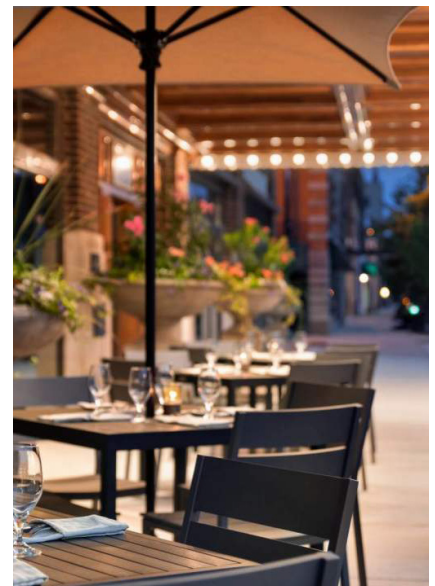
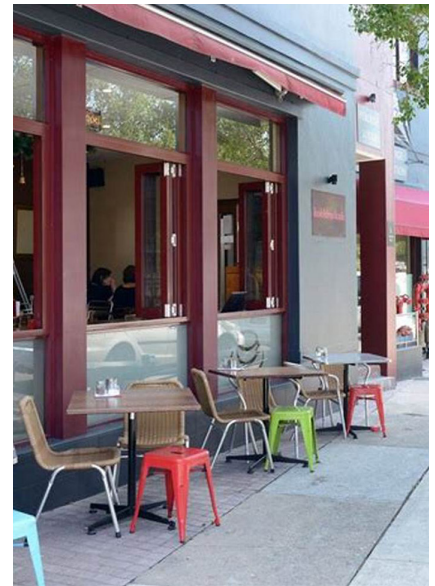
Parklets, as previously introduced as an Interim Design Strategy in Chapter 4: Standard Streetscape Composition, can often be used as temporary solutions to test viability of an idea. Parklets can also serve as long-term features that enhance public spaces and are creative solutions to expanding public realm space in areas with high pedestrian volumes.

A parklet is a constructed platform that repurposes curbside parking spaces for expanded pedestrian use. Most parklets have a distinctive design that incorporates seating, greenery, bike racks, and other amenities to accommodate an unmet demand for pedestrian space along active corridors. Green Bay parklet designs must meet local ordinances and should be crafted of materials that are safe and accessible for the local context.

Please refer to the City of Green Bay Parklets webpage and the Green Bay Parklets Handbook for regulations regarding parklets.



CITY OF GREEN BAY PARKLETS
www.greenbaywi.gov/1228/Parklets ➔



TRANSIT STOPS

Integrating Metro Transit stops into streetscape design significantly enhances the transit rider experience and solidifies public transportation as a vital component of community mobility options. This approach considers the diverse patterns of pedestrian movement, contributing to a holistic urban experience.

The 2023 Bus Stop Report highlights ridership patterns along various transit lines and identifies areas where enhancements to transit stops can be prioritized.

Metro Transit provides standard shelters that are strategically located throughout the City. Each BID has the opportunity to partner with Metro Transit to enhance these stops by incorporating unique elements that reflect the local character, provided they cover any additional costs. This collaboration not only improves the functionality and aesthetics of transit stops but also promotes greater public transportation use, fostering a more vibrant and connected community. In the absence of an approved Metro Transit furnishing palette, the preference is for transit stop furnishings to align with the recommended BID furnishing palettes. Amenities that should be considered to support transit comfort include benches, trash receptacles, and bicycle racks.

Key Transit Stop Components

- » Benches
- » Trash Receptacles
- » Bicycle Racks

Optional

- » Lean Rails
- » Pedestrian Lighting
- » Push Button Heat Source
- » Curb Extension
- » Wayfinding
 - › Transit Route Specific
 - › Tourism Focused Destinations



2023 GREEN BAY METRO BUS STOP STUDY

www.browncountywi.gov/i/f/files/Planning-and-Land-Services/Transportation/2023%20Bus%20Stop%20Report.pdf 🗑️



Covered Bike Racks (NACTO)



Branded Bus Service Shelter (NACTO)

STREET TREES

Not only do street trees provide vehicular buffering for pedestrians, but street trees also provide many environmental benefits, combating the urban heat island effect, decreasing excess stormwater runoff, and providing necessary habitat for urban wildlife. Appropriate tree species selection, placement, and planting site design will ensure healthy growth and longevity of trees, thus enhancing the Downtown streetscape character, and overall maximizing investment of local resources.

TREE SELECTION

Tree species selection should be consistent with the goals of a particular street, based upon the street type. Core Streets should use consistent planting palettes to provide a strong aesthetic character and facilitate a distinct Downtown identity. Identity Streets should maintain a cohesive planting palette but with greater flexibility in species use than in Core Streets. District Streets may use a more diverse, less formal planting palette to indicate District preference and create a rich planting variety. Accent trees, distinguished by their contrasting color, texture, or size, may be used to distinguish District gateways. Regardless of street type, there is an expectation of a cohesive plan or pattern of types of trees planted along a street.

Tree size at the time of installation is a minimum City requirement. Additional tree protections or a larger installed tree size are recommended in areas with a high likelihood of damage, vehicle collisions, or vandalism.

Appropriate tree species selection should consider form, mature size, color, and texture to reflect the urban design goals of a street. This includes the size of the mature tree canopy concerning how it may affect street and pedestrian lighting, views of signage and building fronts, the potential for root systems to affect sidewalks, curbs, and utilities, and constraints created by the local climate. Additionally, trees that produce fruits, nuts, or otherwise messy droppings should be avoided in the most urban areas for accessibility and maintenance considerations.

Species Mix

Per City Standards: Plants indigenous to Wisconsin shall comprise no fewer than two-thirds of the proposed trees and 60 percent of proposed shrubs and shall be species proven adaptable to the climate and site conditions. The trees listed in the Tree Selections Table note which species are native to aid in choosing indigenous species.

Consider following the “30-20-10 rule” to ensure diversity in the Downtown tree canopy. It requires that no more than 30 percent of one family, 20 percent of one genus, or 10 percent of one species be planted on a project.

Table 5.1 Current Plant Size Minimums

TREE/PLANT MINIMUM	REQUIRED SIZE AT TIME OF PLANTING
Deciduous Trees	Two-Inch Caliper
Ornamental Deciduous Trees	One and One-Half-Inch Caliper
Shrubs	Five-Gallon Container Size



BID SPECIFIC TREE GUIDANCE

Recognizing the economic and cultural importance of the BIDs, consideration should be given to the long-term vision of the District identities, as well as the visual harmony between new and existing trees. Carefully selected trees will not only elevate the aesthetic charm of each District but also enrich their unique atmospheres and activities.

The accompanying table lists the recommended tree species to be used within the BIDs, chosen to complement their specific characteristics and foster a cohesive and visually appealing streetscape that strengthens Downtown Green Bay's vibrant urban environment. The chosen tree size and form should correlate to the pedestrian realm width and adjacent use of its intended location. For example, on a constrained sidewalk, trees with a narrow upright or oval form should be selected to thrive in the limited space and avoid conflicting with building facades.



STREET TREES ARE ECONOMIC INFRASTRUCTURE

www.hottlerealestate.com/blog/street-trees-economic-infrastructure ➡

Why are street trees good for business?

Business owners and developers are key players in Downtown Green Bay's development. Budget limitations often restrict streetscape funding due to its indirect return on investment. However, research shows that mature street trees boost economic benefits by increasing retail rental rates by 7%, consumer spending by 9%–12%, and the distance consumers are willing to travel. Ultimately, creating a healthy urban forest can contribute to Downtown economic development.

Table 5.2 Preferred Tree Species

LATIN NAME	COMMON NAME	HEIGHT	FAMILY	GENUS	NATIVE
LARGE TREES					
<i>Acer miyabe</i>	State Street Maple	30'–40'	Sapindaceae	<i>Acer</i>	
<i>Acer rubrum</i>	Red Maple	40'–70'	Sapindaceae	<i>Acer</i>	X
<i>Betula nigra</i>	Dura Heat 'Heritage' River Birch	30'–40'	Betulaceae	<i>Betula</i>	
<i>Celtis occidentalis</i>	Hackberry	40'–60'	Cannabaceae	<i>Celtis</i>	X
<i>Fagus sylvatica</i>	European Beech	50'–60'	Fagaceae	<i>Fagus</i>	
<i>Gleditsia triacanthos</i> f. <i>inermis</i>	Thornless Honey Locust	30'–70'	Fabaceae	<i>Gleditsia</i>	X
<i>Gymnocladus dioicus</i>	True North Kentucky Coffeetree, Espresso	50'–70'	Fabaceae	<i>Gymnocladus</i>	X
<i>Platanus x acerifolia</i>	London Planetree	75'–100'	Platanaceae	<i>Platanus</i>	
<i>Quercus bicolor</i>	Swamp Oak	50'–60'	Fagaceae	<i>Quercus</i>	X
<i>Quercus rubra</i>	Red Oak	50'–75'	Fagaceae	<i>Quercus</i>	X
<i>Tilia cordata</i>	Little Leaf Linden	50'–70'	Malvaceae	<i>Tilia</i>	
<i>Ulmus americana</i>	Princeton	50'–70'	Ulmaceae	<i>Ulmus</i>	X
<i>Ulmus davidiana</i> var. <i>japonica</i> 'Morton'	Accolade Elm	50'–60'	Ulmaceae	<i>Ulmus</i>	
<i>Ulmus</i> Hybrid x Morton Glossy	Triumph	50'–60'	Ulmaceae	<i>Ulmus</i>	
MEDIUM TREES					
<i>Aesculus glabra</i>	Ohio Buckeye	20'–40'	Sapindaceae	<i>Aesculus</i>	
<i>Betula nigra</i>	Little King Dwarf River Birch	8'–10'	Betulaceae	<i>Betula</i>	
<i>Carpinus virginiana</i>	Musclewood x Blue Beech, Fire King	20'	Betulaceae	<i>Carpinus</i>	X
<i>Cladrastis kentukea</i>	Yellowwood	30'–50'	Fabaceae	<i>Cladrastis</i>	

Table 5.2 Preferred Tree Species

LATIN NAME	COMMON NAME	HEIGHT	FAMILY	GENUS	NATIVE
<i>Alnus x spaethii</i>	Spaeth Alder	40'–50'	Betulaceae	<i>Alnus</i>	
<i>Maackia amurensis</i>	Amur maackia	20'–30'	Fabaceae	<i>Maackia</i>	
<i>Ostrya virginiana</i>	Ironwood	25'–40'	Betulaceae	<i>Ostrya</i>	X
<i>Phellodendron amurense</i>	Corktree x Eye Stopper (male cultivars only)	30'–60'	Rutaceae	<i>Phellodendron</i>	
<i>Populus tremuloides</i>	Prairie Gold Aspen	40'–50'	Salicaceae	<i>Populus</i>	
<i>Ulmus 'Frontier'</i>	Frontier Elm	25'–40'	Ulmaceae	<i>Ulmus</i>	
<i>Ulmus Hybrid</i>	Patriot Elm	40'–50'	Ulmaceae	<i>Ulmus</i>	
SMALL TREES					
<i>Amelanchier x Grandiflora</i>	Apple Serviceberry	15'–25'	Rosaceae	<i>Amelanchier</i>	X
<i>Carpinus virginiana</i>	Musclewood x Firespire	15'–20'	Betulaceae	<i>Carpinus</i>	X
<i>Cercis canadensis</i>	Redbud	20'–30'	Fabaceae	<i>Cercis</i>	
<i>Chionanthus virginicus</i>	White Fringe tree	12' - 20'	Oleaceae	<i>Chionanthus</i>	X
<i>Cornus alternifolia</i>	Pagoda Dogwood	15'–25'	Cornaceae	<i>Cornus</i>	
<i>Cornus kousa</i>	Kousa dogwood	15'–30'	Cornaceae	<i>Cornus</i>	
<i>Cornus mas</i>	Corneliancherry Dogwood x Golden Glory	15'–30'	Cornaceae	<i>Cornus</i>	
<i>Heptacodium miconioides</i>	Seven-Son Flower	15'–20'	Caprifoliaceae	<i>Heptacodium</i>	
<i>Malus</i>	Crabapple (numerous varieties)	15'–30'	Rosaceae	<i>Malus</i>	
<i>Staphylea trifolia</i>	Bladdernut	10'–15'	Staphyleaceae	<i>Staphylea</i>	X
<i>Syringa perkinesis</i>	Peking Lilac	15'–20'	Oleaceae	<i>Syringa</i>	
<i>Syringa reticulata</i>	Japanese Tree Lilac x Ivory Silk, Snowcap, Ivory Pillar	20'–25'	Oleaceae	<i>Syringa</i>	



TREE PLACEMENT

Planning, budgeting for, and constructing life-sustaining tree infrastructure is critical to long-term tree survival. A new tree placed within a tree pit lacking adequate soil volume, drainage, water, nutrients, and oxygen will ultimately fail.

Tree Location + Spacing

Where on-street parking, transit stops, pedestrian traffic, and amenities compete for space, trees are especially constrained and vulnerable. The cost of structural cells, CU-structured soils, and Stockhold soils adds to the cost of tree infrastructure. To maximize the cost-benefit and enhance the overall pedestrian way, tree spacing requires added consideration. Trees may be clustered and need not be evenly spaced. Doing so can create a connected soil volume where two or more trees in a single linear bed simplify construction costs and offer shared root space. Trees should preferably be located within a planting strip between the sidewalk and the curb, within a landscaped median strip, or in tree wells installed in pavement or concrete.

Relationship to Streetscape Elements

Corners + Adjacent Hardscapes

- » Trees should not be placed within in the Vision Triangle, see City Code Sec. 44-359.
- » Trunks should be at minimum two feet from the edge of adjacent hardscapes.
- » Trees should be limbed up to a minimum of 14 feet when along retail corridors to promote visibility of storefront and business signage.

Medians

- » Trees should have arching canopy structures that provide visibility without excessive pruning, or be upright and columnar in form.
- » Medians must be four feet or wider to plant trees.
- » In medians four to six feet wide, trees should grow to trunk diameters no more than 12 inches.

Parking/Loading Zones + Transit Stops

Trees should be:

- » Five feet from edge of accessible parking spaces.
- » 10 feet from edge of passenger loading zones and transit boarding and landing zones.

Utilities

Trees should:

- » Be 15 feet from street lights and stop or yield signs and 10 feet from driveways, fire hydrants, and above ground utility boxes.
- » Avoid conflicts with above ground utilities by using short stature trees.
- » Avoid placing trees over sewer laterals or underground utilities.

TREE PITS

Planting Areas

It is recommended to maintain a minimum of 5' x 10' (50 square feet) of open planting area per tree to support passive stormwater diversion to the tree pit. Drip irrigation can supplement trees in impervious pedestrian areas and also help wash salts through the soil profile. This is recommended as a general guide only since soil volume can be achieved with the use of CU-structural soil, Stockholm soil, or structural cells regardless of at-grade permeable area.

Grates + Guards

Without a written agreement and commitment to long-term grate and guard maintenance, these features should be avoided. Grates and guards are recommended sparingly in high foot traffic areas where a budget for maintenance is supportive of long-term monitoring and adjustments to the grates and guards as the trees grow. Corridors with high transit use, busy sidewalk cafés, and numerous entertainment destinations may require grates and guards to protect trees and their roots from damage.

Tree Pit Planting Mix

Coordinate with the City Forester and see City Tree Details for more guidance.

Volumes + Depth Standards

Soil volume provided per tree should support long-term growth and health. One to three cubic feet of soil volume, up to a three-foot depth, supports roughly one-square-foot of tree canopy area (Source: *Up By Roots*). Street tree plans should account for an appropriate amount of soil volume to support the trees planned for a given location.

ULTIMATE TREE SIZE

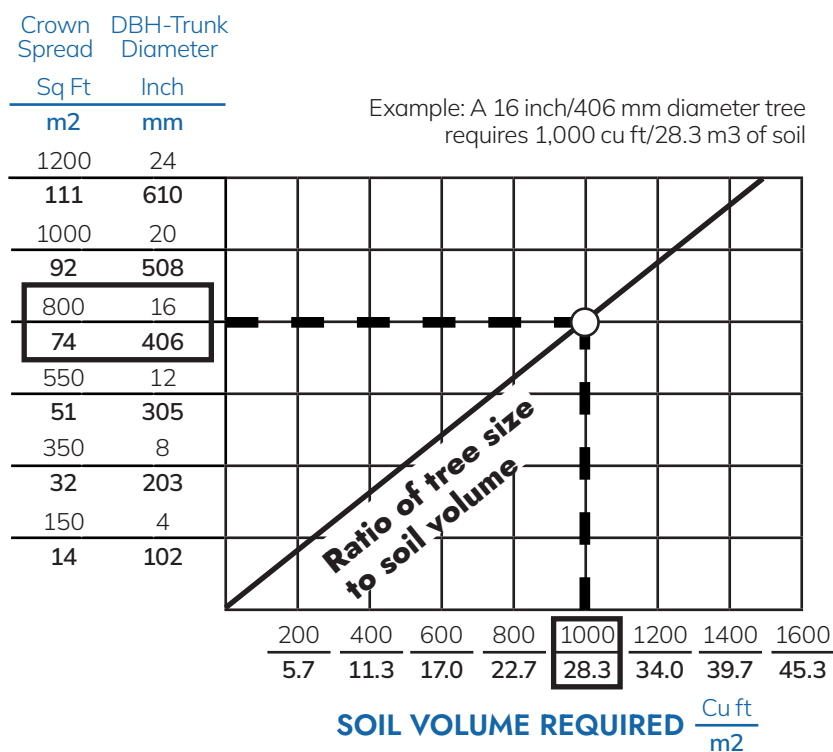


Figure 5.1 Soil Volume Requirements (Urban 1992)

PLANTINGS

Perennials, ornamental grasses, and small shrubs provide a durable, low-maintenance planting palette for streetscape planters, offering year-round structure, texture, and seasonal interest while reinforcing the character of the corridor.

PLANTING TYPES

Understory Landscaping

Understory plantings within streetscapes are often subjected to harsh growing conditions, including urban air pollution, compacted soils, and exposure to de-icing salts from adjacent roadways and sidewalks. These stressors can limit plant performance and longevity, requiring careful species selection and an expectation of periodic replacement. As canopy trees mature and shade levels increase over time, the understory palette may also need to transition from sun-tolerant species to shade-adapted plantings to ensure long-term health, resilience, and visual consistency within the streetscape. Plantings outlined on the following pages represent the recommended palette for use in the design of new or replacement streetscapes within the BIDs. Selection from this palette helps ensure consistency in character, performance, and maintenance expectations; however, all proposed plantings remain subject to plan review and approval in accordance with applicable City standards.

Above Ground Planters

Where space is constrained or a stronger visual statement is desired, freestanding planters with seasonal plantings and enhancements can introduce bold color, flexibility, and focal points that enliven the streetscape and support changing programming or events. Freestanding planters also provide an effective strategy for maintaining streetscape quality of place in areas where underground utilities limit opportunities for in-ground planting.

The hanging basket program planned in strategic locations further enhances the BID's aesthetic and seasonal appeal. Successful coordination and long-term maintenance require shared support and funding from a broad range of partners to cover fundraising, installation, regular watering, and seasonal removal.



Table 5.3 Preferred Species for Plantings

SCIENTIFIC NAME	COMMON NAME	HEIGHT (MAX)	SUN	WINTER APPEAL	WATER	COLOR	SEASON	SOIL	NOTES
GROUNDCOVERS									
<i>Geranium x cantabrigiense</i>	Cranesbill 'Biokovo'	1'	Sun, Shade	Yes	Moderate	White	Early-Mid Fall	Loam, Clay, Sand	Foliage interest in fall
<i>Phlox subulata</i>	Creeping Phlox 'Fort Hill'	0.5'	Sun	Yes	Moderate	Pink	Early	Loam, Clay, Sand	Semi-evergreen
<i>Alchemilla mollis</i>	Garden Lady's-mantle	2'	Sun, Part Shade	No	Moderate	Yellow	Early-Mid	Loam, Clay, Sand	Suitable for Downtown plantings
<i>Nepeta x faassenii</i>	Catnip 'Walker's Low'	2.5'	Sun, Part Shade	No	Moderate	Purple	Early, Mid, Late	Loam, Clay, Sand	Suitable for Downtown plantings
<i>Pachysandra procumbens</i>	Allegheny Spurge	0.5'	Part Shade, Shade	Yes	Moderate	White	Early	Loam, Clay, Sand	Semi-evergreen
GRASSES									
<i>Schizachyrium scoparium</i>	Little Bluestem 'Blaze'	3'	Sun	Yes	Moderate to Dry	Red	Late, Winter	Loam, Clay, Sand	Suitable for Downtown plantings
<i>Panicum virgatum</i>	Switchgrass 'Heavy Metal'	3'	Sun	Yes	Moderate to Dry	Bronze	Late, Winter	Loam, Clay, Sand	Choose varieties for limited height
<i>Sporobolus heterolepis</i>	Prairie Dropseed	2-3'	Sun	No	Dry	Green	Late	Loam, Sand	Great for Downtown plantings
<i>Hakonechloa macra</i>	Hakone Grass	2'	Part Shade, Shade	No	Moderate	Yellow, Green	Mid-Late	Loam, Clay, Sand	May not tolerate full sun in open Downtown areas

Table 5.3 Preferred Species for Plantings

SCIENTIFIC NAME	COMMON NAME	HEIGHT (MAX)	SUN	WINTER APPEAL	WATER	COLOR	SEASON	SOIL	NOTES
PERENNIALS									
<i>Liatris spicata</i>	Dense Blazing Star 'Kobold'	2.5'	Sun	No	Moderate	Purple	Mid	Loam, Clay, Sand	Vertical accents w/ fuzzy purple blooms; Beloved by bees and butterflies
<i>Penstemon</i>	Beardtongue 'Midnight Masquerade'	3'	Sun	No	Moderate to Wet	Purple	Early	Sand, Loam	Suitable for Downtown plantings
<i>Allium</i>	Ornamental Onion 'Serendipity'	2'	Sun	Yes	Moderate to Dry	Purple	Mid, Late, Winter	Sand, Clay	Globular blooms add vertical interest; tidy and ornamental foliage
<i>Hylotelephium</i>	Sedum 'Autumn Joy'	2'	Sun	No	Moderate to Dry	Pink	Late	Loam, Clay, Sand	Suitable for Downtown plantings
<i>Asclepias tuberosa</i>	Butterfly Milkweed	2'	Sun	No	Moderate to Dry	Orange	Early, Mid, Late	Loam, Clay, Sand	Essential for monarchs. Bright essence in dry, sunny beds
<i>Anemone canadensis</i>	Windflower	2.5'	Sun, Part Shade	No	Moderate to Wet	White	Early	Clay, Loam, Sand	Good for natural areas
<i>Geranium maculatum</i>	Spotted Geranium	2'	Shade, Part Sun	No	Moderate to Well Drained	Pink	Early	Chalk, Clay, Loam, Sand	Great for edging. Dense foliage covers weeds. Attracts pollinators

Table 5.3 Preferred Species for Plantings

SCIENTIFIC NAME	COMMON NAME	HEIGHT (MAX)	SUN	WINTER APPEAL	WATER	COLOR	SEASON	SOIL	NOTES
<i>Salvia nemorosa</i>	Woodland Sage 'Caradonna'	2'	Sun	Yes	Moderate	Purple	Summer	Loam, Sand	Upright spikes of deep purple blooms. Excellent for contrast and pollinators
<i>Rudbeckia fulgida</i>	Black-Eyed Susan 'Goldsturm'	2'	Sun	Yes	Moderate	Yellow	Mid	Clay, Loam, Sand	Seedheads provide winter interest
<i>Echinacea purpurea</i>	Purple Coneflower	3'	Sun	No	Moderate to Dry	Pink	Mid	Clay, Loam, Sand	Iconic native wildflower. Great in a pollinator garden

Table 5.3 Preferred Species for Plantings

SCIENTIFIC NAME	COMMON NAME	HEIGHT (MAX)	SUN	WINTER APPEAL	WATER	COLOR	SEASON	SOIL	NOTES
SHRUBS									
<i>Rhododendron</i>	Rhododendron 'Bubblegum'	3'	Sun, Part Shade	Yes	Moderate	Light Pink	Early	Rich Loam, Acidic	—
<i>Salvia yangii</i>	Russian Sage 'Blue Steel'	3'	Sun	No	Moderate	Light Purple	Mid, Late	Chalk, Loam, Sand	Upright spikes of deep purple blooms. Excellent for contrast and pollinators
<i>Rosa</i>	Rose 'Oso Easy Italian Ice'	1.5' - 2.5'	Sun	No	Moderate	Light Pink to Yellow	All	Clay, Loam, Sand	Continuous bloomer



STREETSCAPE ELEMENT COMPOSITION

OVERVIEW

Streetscape furnishings, like benches, bike racks, receptacles, and lighting, play a key role in making public spaces more functional and welcoming. This section outlines the standards for choosing, placing, and maintaining these elements to improve comfort, safety, and accessibility for everyone. The goal is to use durable, resilient materials that enhance the overall design and create inviting, lasting streetscapes in Downtown Green Bay.

For each amenity, the Design Standards outlines City requirements and coordination needs, provides guidance on placement and design, identifies enhancement opportunities, and recommends appropriate application within each BID district.

BICYCLE PARKING

OVERVIEW

Bicycle racks make bicycle parking more accessible, promote bicycling as a viable form of transportation, and minimize bikes getting secured to light poles and signs. Good bicycle parking racks are permanently fixed to the ground, optimize capacity, maintain an orderly appearance, provide secure parking, are simple to use, and are durable.

City Requirements

All bicycle parking should comply with Zoning Code Chapter 44, Article, XVIII, Division 6.

Refer to the Safe Walk and Bike Plan for a Citywide view of priority crossings and bike infrastructure plans.

City Collaboration

Selection, installation, and maintenance of racks shall be coordinated with the following City entities:

- » The BID in which the bike rack will be located
- » DPW for bike racks within the pedestrian way
- » PRF for bike racks within parks or trails

BICYCLE PARKING GUIDELINES

Element Placement

Placement of bicycle racks should meet the dimensional requirements depicted on the graphics on the following page. Departures from this preferred placement due to site conditions shall be coordinated with the applicable BID and approved by the City.

- » Bike racks should be located in either the furnishings zone or on curb extensions where possible.
- » Bicycles parked at a rack should have a minimum one-foot clearance from utility vaults.
- » There should be at least three feet of clearance between bicycles parked at racks and any other street furniture or tree.

Bike Racks Perpendicular to Curb

Racks placed in the furnishings zone should be perpendicular to the curb (see Figure 5.2) where pedestrian ways are wide enough so that bikes parked at them do not project into the through zone or curb zone.

Bike Racks Parallel to Curb

Racks should be placed parallel to the curb when space does not allow for them to be placed perpendicular to the curb (see Figure 5.3).

Transit + Loading Zones

Per Ord. No 14-23, racks should not be placed adjacent to any freight loading zone, truck loading zone, passenger loading zone, loading zone for people with disabilities, taxi stand or any ADA accessible stalls or routes so as to interfere with the unloading or loading of persons or property.

Bicycle parking near transit stops is an important aspect of multi-modal transportation, however, bike racks should be placed near the back of the transit stop or with sufficient clearance as to not obstruct passenger loading, unloading, and general flow of pedestrian traffic.

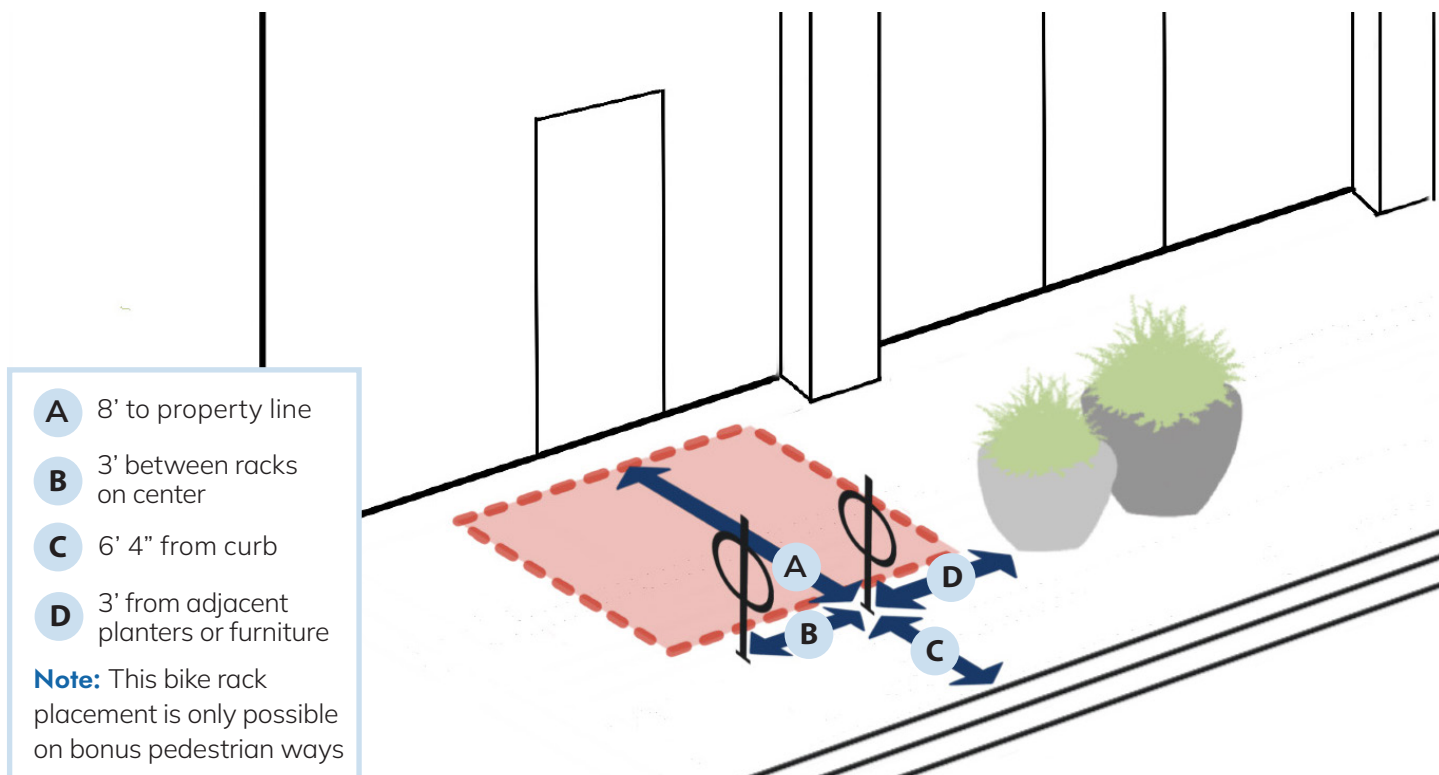


Figure 5.2 Bicycle Rack Clearance Detail for Bike Racks **Perpendicular to Curb**

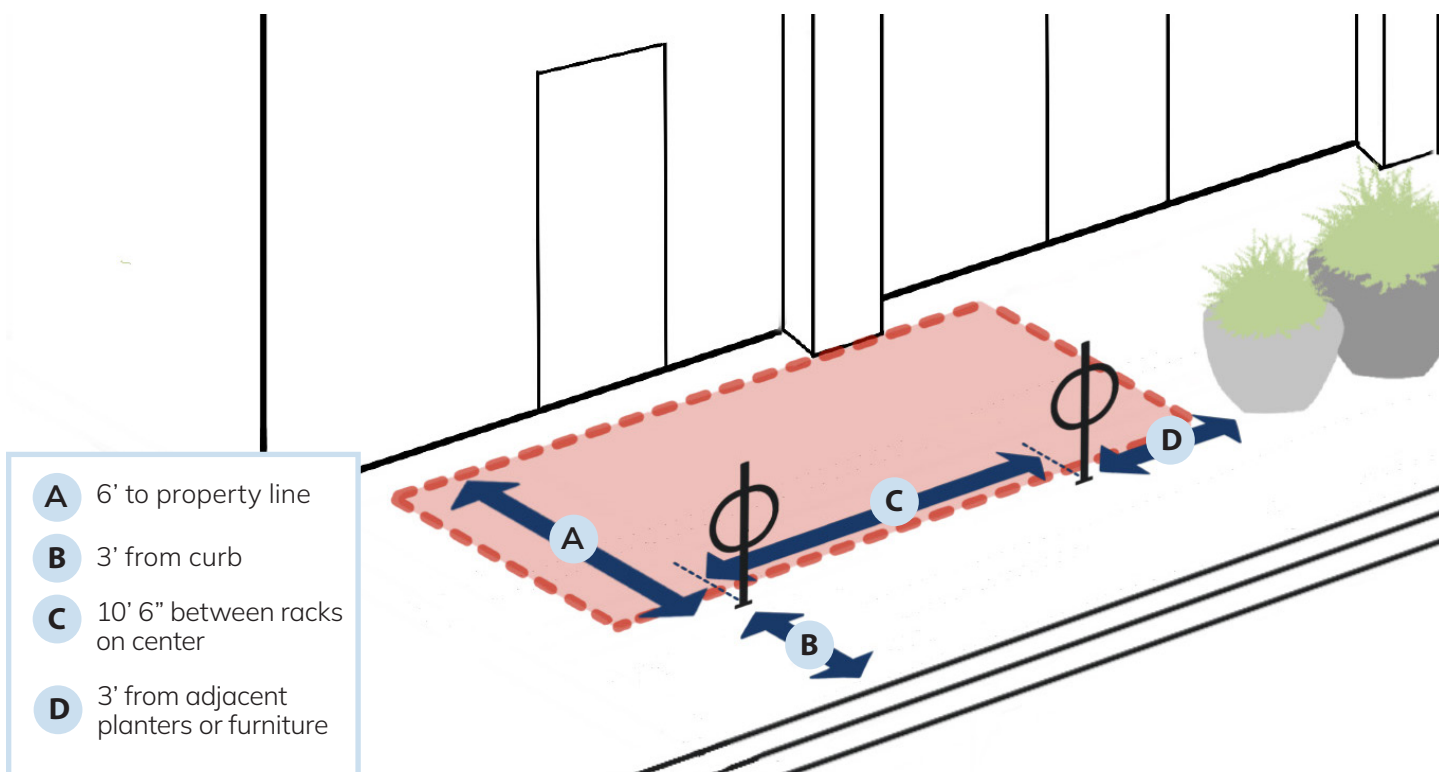


Figure 5.3 Bicycle Rack Clearance Detail for Bike Racks **Parallel to Curb**

Enhancement: Bicycle Racks

Custom, artistic, or branded bicycle racks are allowed as replacements for the standard bike rack to strengthen the sense of place in certain areas or streetscapes with BID coordination and City approval.

Enhanced bicycle racks should:

- » Support the bicycle frame at two locations above the bicycle's center of gravity.
- » Enable user to easily lock the frame and at least one, but preferably both wheels.
- » Support bicycles of all frame types, styles, and sizes.
- » Allow front-in and back-in parking.
- » Be firmly surface mounted to a concrete sidewalk.
- » Allow for easy access while meeting all minimum setback and placement requirements.
- » Consist of sturdy, climate-appropriate materials and finishes to prevent rust stains on sidewalks.
- » Meet the Element Placement criteria as outlined in these guidelines.
- » Complement existing artistic or branded enhancements within the streetscape furnishing zone.

Application Per BID

This section provides the minimum standards for bicycle racks placed within each BID. The design of bicycle racks should align with the overall Design Standards, contributing to a cohesive and functional public space. The standard bicycle racks to be adhered to are listed in the Appendix and any deviations from the standard shall be coordinated with the applicable BID and approved by the City.

BROADWAY + DOWNTOWN DISTRICTS

Core Streets

Pedestrian way bike parking for **six** bikes per block face.

Key destinations and established event corridors may require additional bike parking as needs are identified and space allows.

Identity Streets

Pedestrian way bike parking for **six** bikes per block face.

OLDE MAIN STREET DISTRICT

Identity Streets

Pedestrian way bike parking for **six** bikes per block. In high-traffic areas with constrained pedestrian space, such as Main Street, bike parking may need to be located around the corner on minor blocks.



LIGHTING

OVERVIEW

Street lighting plays a vital role in shaping safe, accessible, and welcoming public spaces throughout Downtown Green Bay. Well-designed lighting enhances visibility for all users, supports nighttime activity, and contributes to the overall character of the streetscape.

City Requirements

Public street lighting must conform to the standards established by the State Department of Transportation, Brown County Highway Department, the City of Green Bay Zoning Code, and Department of Public Works.

Temporary special event lighting, outdoor recreation lighting, and others may require a conditional use permit.

City Collaboration

Selection, installation, and maintenance of lighting shall be coordinated with the following City entities:

- » The BID in which the lighting will be located
- » DPW
- » PRF for lighting within parks or trails

LIGHTING GUIDELINES

Element Placement + Design

The following placement considerations focus on optimizing safety, aesthetics, and functionality while minimizing conflicts with other street elements.

- » **See the Appendix for pedestrian lighting fixture specifications.**
- » All lighting should comply with the City of Green Bay Zoning Code Division 8 - Lighting and the Standard Specifications and Construction Standards for Public Works Construction in Section 708.
- » Light poles are typically located 24" from the back of the curb and arranged parallel to the back of curb.
- » Street lights should be evenly spaced as uniformly as possible to provide even light coverage of the pedestrian through zone. They may be arranged in an opposite or alternating pattern.
- » Street lights should not interfere with street tree canopies and be placed a minimum of 15' from the center of the tree.
- » Undergrounding utilities is strongly recommended on all streetscapes and should be prioritized during construction projects.
- » Lighting may be increased near certain uses such as bike share stations, crosswalks, mid-block crossings, transit stops, and other locations with high levels of nighttime pedestrian traffic.
- » The preference is for pole top pedestrian-scale lighting on Core and Identity Streets especially in reconstruction scenarios.
- » Piggyback pedestrian-scale lighting, referring to lighting co-located on roadway lighting poles, is acceptable until reconstruction allows for pole top designs.
- » Use of microcells, security cameras, and other necessary pole-mountable amenities should be co-located on light poles to minimize clutter.

Light Quality + Environmental Performance

COLOR TEMPERATURE

Lighting shall use warm white illumination to support pedestrian comfort and minimize harsh nighttime environments.

City Standard for color temperature is 4000K for both high level and low level lighting. All lighting color temperatures should be of matching kelvin ratings.

DARK SKY COMPLIANCE

All luminaires shall follow DarkSky and the Illuminating Engineering Society principles for responsible outdoor lighting, including:

- » Minimal uplight
- » Cutoff fixtures to reduce light trespass
- » Shielding or careful aiming near residential areas, parks, and natural areas



Accent Lighting

Accent and path lighting offer valuable opportunities to enrich the streetscape by improving visibility, highlighting key features, and enhancing the overall ambiance of public spaces. These lighting types can illuminate walkways, steps, and building entrances, drawing attention to landscaping or architectural elements. Common forms of accent and path lighting include lit bollards, uplighting, and wall-mounted fixtures. Properties in Downtown are encouraged to design their sites and structures holistically to include accent lighting within the criteria defined in these Design Standards and City Code.

Catenary

Catenary lighting refers to strands of lights suspended above streets, alleys, and walkways. By creating an overhead “ceiling,” catenary systems bring large outdoor areas down to a more comfortable, human scale, particularly in pedestrian-focused environments. Catenary lighting selection should be completed at the project level with design consideration for the desired effect, scale, and mounting requirements.

- » Catenary lighting may be anchored to building facades, free-standing columns, or other appropriate supports.
- » When attaching to masonry, fasteners should be placed in mortar joints to avoid damaging the brick or stone.
- » Considerations for ice and wind loads should be accounted for when selecting lighting and during design of the anchoring system.
- » An encroachment agreement with the City of Green Bay is required for installations within the public right-of-way, including a maintenance plan and clear delineation of ownership.



Accessories on Light Poles

Accessories are encouraged to enhance visual interest and reinforce the character of the BID.

- » Hanging baskets may also be permitted on light poles with joint approval from DPW and the relevant BID.
- » To minimize visual clutter, regulatory signage and traffic signals should be consolidated onto light poles wherever feasible.



PAVING



OVERVIEW

Paving design creates accessible, durable, and appealing streetscapes. It ensures safe pathways while reflecting the character of the area. Materials should be selected based on available space and pedestrian zone widths, with proper sub-grade preparation to ensure long-term performance and support tree health.

City Requirements

All paving in the public right-of-way should adhere to Zoning Code Chapter 34 – Streets, Sidewalks and Other Public Places and the Standard Specifications and Construction Standards for Public Works Construction.

City Collaboration

Selection, installation, and maintenance shall be coordinated with the following City entities:

- » The BID in which the paving will be located
- » DPW

PAVING GUIDELINES

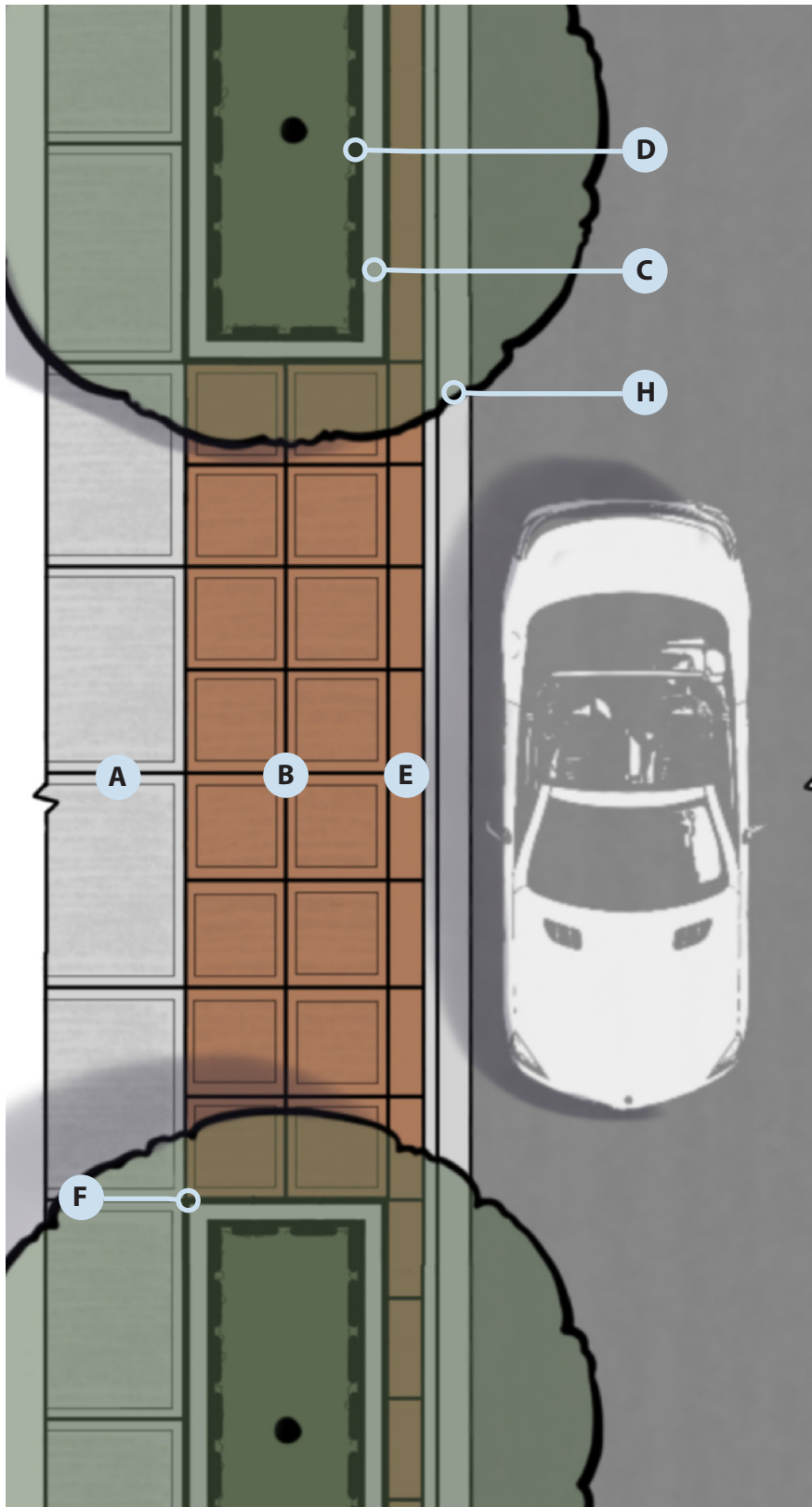
Paving Standards

Paving materials and their installation have a significant impact on both the functionality and aesthetic experience of a streetscape. Careful consideration should be given to the selection of materials that support the larger urban context of Downtown while allowing for place-based variations that add interest to specific streetscapes. Paving materials not directly specified by a particular paving type should adhere to the standards outlined in the Standard Specifications and Construction Standards for Public Works Construction. All materials should be installed and maintained according to industry standards to ensure their long-term performance and alignment with city regulations.

Application Per BID

The following design guidelines should be followed within the Downtown BIDs, according to the Street Type classification. Any deviations from the standard shall be coordinated with the applicable BID and approved by the City.

CORE STREET PAVING TYPE - ALL DOWNTOWN BIDS



- A** 5' x 5' standard concrete panels with light broom and window pane finish
- B** 2.5' x 2.5' integral color* concrete panels with light broom and window pane finish
- C** Concrete planter curb*; length and width depending on amenity zones
- D** Black powdercoat, square tube steel planter fence*
- E** 2.5' x 1' integral color* concrete curb zone
- F** Align edge of planters with concrete scoring
- H** Face of curb

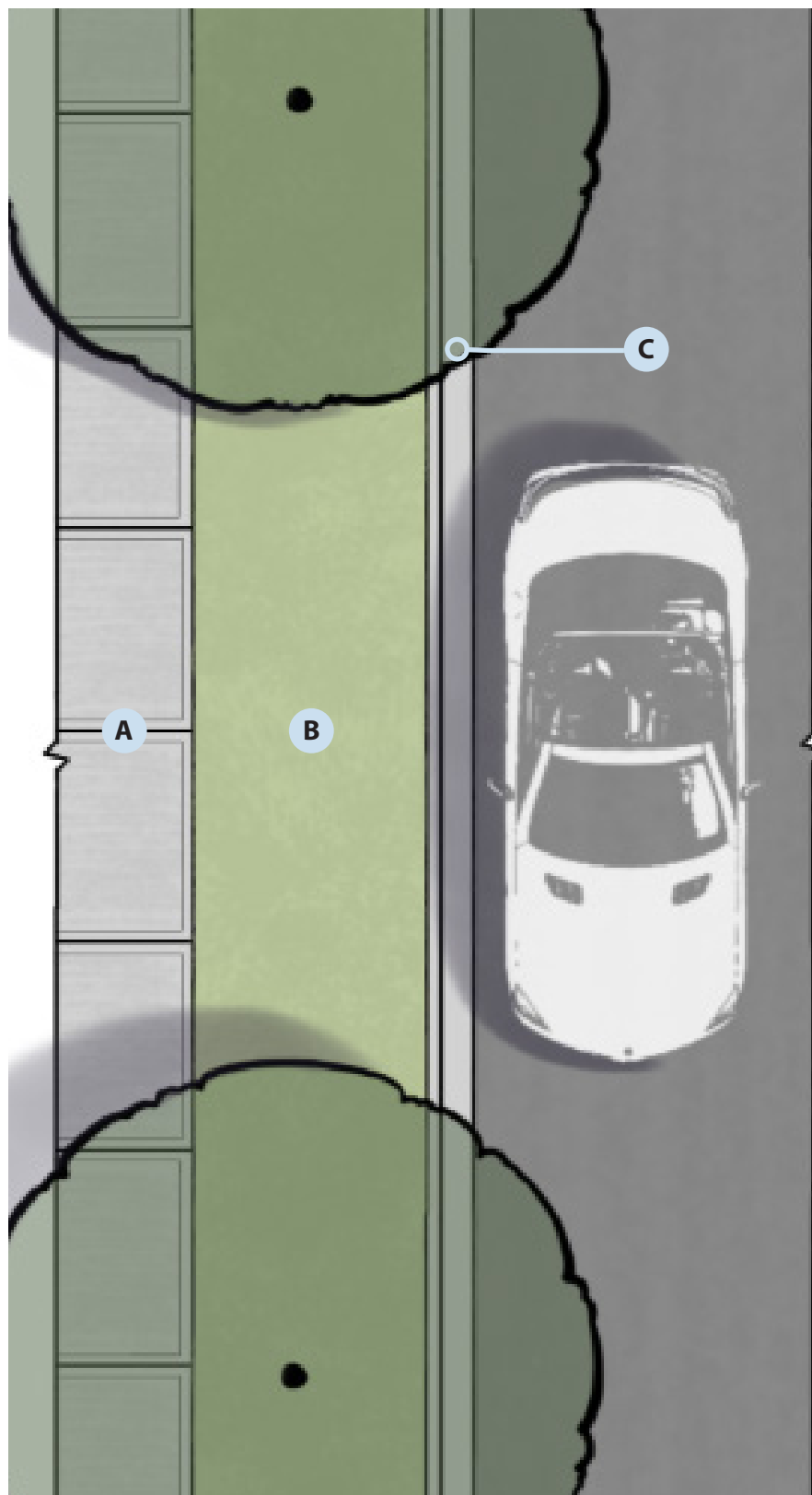
**See Appendix for detail*

Figure 5.4 Core Street Paving Type

- *See Appendix for detail

Figure 5.5 Identity Street Paving Type

DISTRICT STREET PAVING TYPE - ALL DOWNTOWN BIDS



- A** 5' x 5' standard concrete panels with light broom and window pane finish
- B** Salt tolerant sod, WisDOT 630.0140 Seed Mix No. 40, or approved equal
- C** Face of curb

Figure 5.6 District Street Paving Type

PLANTERS

OVERVIEW

Landscape planters offer valuable opportunities to incorporate natural elements into the streetscape while supporting green infrastructure in the Downtown area. They create spaces for street trees and understory plantings, add vibrant color and texture to public spaces, and foster human-scaled environments.

City Requirements

All plantings should comply with City ordinances.

Movable plants placed by property owners in the right-of-way require a Revocable Occupancy Permit.

City Collaboration

Selection, installation, and maintenance of planters shall be coordinated with the following City entities:

- » The BID in which the planter will be located
- » DPW
- » PRF

PLANTER GUIDELINES

Element Placement

The general principles outlined below apply to all planter types across all BIDs.

- » Planters should not obstruct pedestrian pathways and careful consideration must be given to placement within the frontage, furnishing, or enhancement/buffer zones.
- » A minimum distance of 24 inches should be maintained between any planters and fire hydrants.
- » Planters should be coordinated with transit shelters and stops to ensure accessible routes are maintained around transit stops.
- » Careful planning of planting trenches, soil volumes, and irrigation systems is essential for their success.

Planter Types

FREESTANDING PLANTERS

Freestanding above-ground planters are versatile features that add greenery to the streetscape without permanently eliminating paved space for pedestrians. These planters are typically large and heavy, greater than 200 pounds when full, to prevent theft and displacement by mischief. However, with the proper equipment, they can be repositioned to suit changing streetscape needs, offering flexibility while maintaining the visual appeal of the public realm. They are often used in areas where underground utilities or other limitations prevent in-ground plantings. With their prominent verticality, freestanding planters provide a valuable buffer between pedestrians and vehicles, enhancing the perception of safety.

AT-GRADE PLANTERS

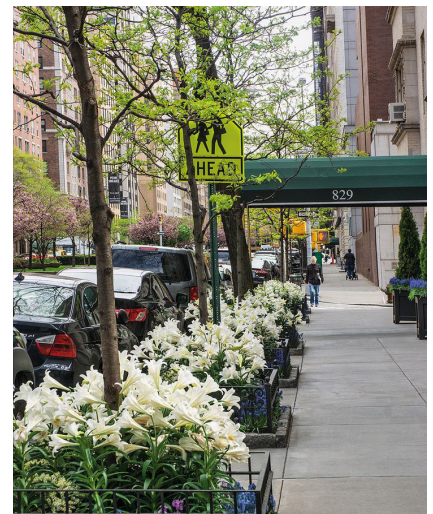
At-grade planters are permanent, in-ground planting areas, sometimes surrounded by protective barriers such as concrete curbs, walls, or decorative fencing. These planters create a designated space for planting, protecting the soil from compaction due to foot traffic. At-grade planters can be designed with curb cut or cuts at the base to channel runoff into the planter base. Drought and salt tolerant native perennials are preferred over water-intensive annual plants.

CURB EXTENSION PLANTERS

Curb extension planters provide planting space in areas where the streetscape width is limited. While the decision to add curb extensions serves primarily as a traffic-calming measure, it also offers an opportunity to create green space. When not allocated for green space, the curb extension can be used for furnishings, transit facilities, or pedestrian crossing improvements. Curb extension planters are typically created by converting on-street parking spaces at mid block or ends of blocks. These interventions increase green space and contribute to stormwater management, often incorporating at-grade designs to facilitate water infiltration. In some cases, these planters may be raised, but they are often designed at-grade to allow for optimal stormwater management. Drought and salt tolerant native perennials are preferred over water-intensive annual plants.



Free Standing Planter



At-Grade Planter



Curb Extension Planter

Application Per BID

This section provides the minimum standards for planters placed within each BID. The design and placement of planters should align with the overall Design Standards, contributing to a cohesive and functional public space. The standard planters to be adhered to are listed in the Appendix and any deviations from the standard shall be coordinated with the applicable BID and approved by the City.

BROADWAY DISTRICT

Core Streets

At-grade planters with a curb surround and low planter fence. In key areas, a built-in seat wall at the end of the planter is desired.

Freestanding planters placed in singles or pairs where a street barrier or vertical feature is needed, or where underground conflicts limit at-grade solutions. This planter type is likely to feature seasonal enhancements.

Identity Streets

At-grade planters with a curb surround.

Freestanding planters in singles or pairs where a street barrier or vertical feature is needed, or where underground conflicts limit at-grade solutions.

District Streets

At-grade grass terrace.

DOWNTOWN DISTRICT

Core Streets

At-grade planters with a curb surround and low planter fence.

Freestanding planters in pairs or trios where a street barrier or vertical feature is needed, or where underground conflicts limit at-grade solutions. This planter type is likely to have seasonal enhancements.

Identity Streets

At-grade planters with a curb surround.

Freestanding planters in singles or pairs where a street barrier or vertical feature is needed, or where underground conflicts limit at-grade solutions.

District Streets

At-grade grass terrace.

OLDE MAIN STREET DISTRICT

Identity Streets

At-grade planters without curb surround.

Freestanding single planters where a street barrier or vertical feature is needed, or where underground conflicts limit at-grade solutions. In constrained areas, an upright rectangular planter may be placed in the frontage zone.

Note: Unless a road diet reallocates pedestrian realm space in this district, most of the furnishings zones remain too narrow to accommodate significant plantings.

District Streets

At-grade grass terrace.



At-Grade Planter with Curb Surround and Fence Example



At-Grade Planter with Curb Surround Example



Freestanding Planter Example

PUBLIC SEATING



OVERVIEW

Public seating enhances the streetscape by providing spaces for rest, socializing, and engagement. It improves comfort and accessibility, encouraging pedestrian activity while complementing the area's aesthetic. Thoughtfully designed seating supports accessibility, adds vibrancy to public spaces, and helps define the character of the streetscape.

City Collaboration

Selection, installation, and maintenance of public seating shall be coordinated with the following City entities:

- » The BID in which the seating will be located
- » DPW

PUBLIC SEATING GUIDELINES

Element Placement

Public seating is a key element in creating inviting and functional public spaces in Downtown Green Bay. Its placement should prioritize accessibility, comfort, and social interaction, while ensuring it does not obstruct pedestrian flow or other important street functions. The following placement considerations aim to maximize the effectiveness and integration of seating within the streetscape.

- » Public seating should be located in the furnishing zone of the streetscape but may also be placed in the frontage zone if space allows.
- » Seating locations should be strategically evaluated to ensure they meet the needs of the surrounding area, are highly visible, and are likely to be regularly used.
- » When possible, seating should be placed near street trees to provide shade and enhance comfort for users.
- » Seating must not impede or encroach upon the required five-foot pedestrian thoroughway. It should be placed in a way that does not block pedestrian movement, building entries, loading zones, parked vehicles, access to fire hydrants, or other essential street functions.
- » Public seating should be surface mounted to a concrete sidewalk.
- » A minimum three-foot clear zone should be maintained on the sides and front of the seating to ensure accessibility and adequate space for wheelchair clearance. Additionally, space adjacent to seating should be provided to accommodate wheelchairs or strollers.
- » Seating should be seven feet or more from fire hydrants and maintain a minimum of four feet of clearance from other street fixtures.
- » Where sidewalk widths permit, public seating is preferred to be placed perpendicular to the curb in the furnishing zone. In such cases, two seats may face one another to encourage conversation and interaction.
- » When seating is oriented parallel to the curb in the furnishing zone, it should face towards buildings and the sidewalk, except for seating at transit stops, which should face the street and transit service.
- » Backed benches are preferred but where dual side seating is needed and space is constrained, backless benches are an option.

Enhancement: Public Seating

In areas where the streetscape width allows, creative seating can be a powerful tool to strengthen the sense of place and enhance the public realm. Interactive, movable, or artistic seating elements can offer not only functional seating but also serve as visual focal points that draw people in and encourage engagement. These enhanced seating options may incorporate features such as light, sound, or other dynamic visual elements, transforming the seating area into a more vibrant and immersive experience. Creative seating can also foster social interaction and community engagement by inviting people to linger and interact in the space.

Enhanced public seating may be approved by the applicable BID and City Department(s). Seating must meet the placement requirements outlined in these guidelines. Enhanced seating should provide increased comfort, an improved sense of refuge, a stronger sense of place or visual interest, and/or increased opportunities for interaction between users.



Application Per BID

This section provides the minimum standards for public seating placed within each BID. This seating is in addition to transit area seating. The design and placement of public seating should align with the overall streetscape plan, contributing to a cohesive and functional public space. The standard benches to be adhered to are listed in the Appendix and any deviations from the standard shall be coordinated with the applicable BID and approved by the City.

BROADWAY DISTRICT

Core Streets

Freestanding benches with backs and armrests. Ideally **three** per block face depending on land use context. May be fewer in areas with increased café seating needs. Also, seatwall benches as noted in planter section.

Identity Streets

Freestanding benches with backs and armrests. Ideally **two** per block face depending on land use context.

District Streets

As needed based on destinations.

DOWNTOWN DISTRICT

Core Streets

Freestanding benches with backs and armrests. Ideally **three** per block face depending on land use context. May be fewer in areas with increased café seating needs.

Identity Streets

Freestanding benches with backs and armrests. Ideally **two** per block face depending on land use context.

District Streets

As needed based on destinations.

OLDE MAIN STREET DISTRICT

Identity Streets

Freestanding benches with armrests, backs are optional, depending on spatial constraints. Ideally **two** per block face depending on land use context.

District Streets

As needed based on destinations.

RECEPTACLES

OVERVIEW

Public receptacles offer a logical place for visitors to dispose of materials and keep the District clean. When covered, receptacles minimize rain and snow from collecting in the container.

City Collaboration

Selection, installation, and maintenance of receptacles shall be coordinated with the following City entities:

- » The BID in which the receptacle will be located
- » DPW

RECEPTACLE GUIDELINES

Element Placement

Receptacles should be placed as close to street corners as practical while adhering to corner clearance requirements. They should be near high-activity areas, such as major civic, commercial, and transit destinations, to accommodate high volumes of waste. Strategic placement of receptacles limits unnecessary service by crews, encourages proper disposal, and minimizes littering. Receptacles should be positioned away from seating areas to avoid proximity to odor and seasonal attraction of bees or other flying insects.

Application Per BID

The design and placement of receptacles should align with the overall Design Standards, contributing to a cohesive and functional public space. The standard receptacles to be adhered to are listed in the Appendix and any deviations from the standard shall be coordinated with the applicable BID and approved by the City. Units in transit areas can be included in the overall receptacle placement strategy.

Core Streets

Ideally, **three** receptacles per block face depending on land use context. There may be more in areas with increased café seating or entertainment and restaurant venues.

Identity Streets

Two per block face depending on land use context.

District Streets

As needed based on destinations.

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SPECIAL PLACES

In unique BIDs such as Broadway, Downtown, and Olde Main Street—and in a City with a history as rich as Green Bay—there are numerous community thresholds that enhance the pedestrian experience and strengthen the sense of arrival. This section identifies the locations of these special places, gateways, and walking loops and provides guidance on their future potential. As their name implies, these areas should be designed with their unique context in mind and coordinated with adjacent streetscape, park, or nearby private development projects to achieve the most efficient, cohesive, and engaging results.

GATEWAYS

Gateways are streetscape thresholds that signify the entrance to or a key decision point in navigating a District. Features within a gateway can include overhead features like arches, banners, special lighting; mid-level components like public art, decorative fence panels, or signage; or ground plan features like lush landscaping or enhanced paving. The design of the gateway, the level of components included, and the focus of the improvement (pedestrian, vehicular, or feature enhancement) will be on a case-by-case basis as space and budget allow.

BROADWAY DISTRICT

Broadway Avenue at Mather Street: Serving as the northern gateway to the Broadway District, this entry point could benefit from distinctive signage, enhanced landscaping, and pedestrian-scale lighting to create a welcoming arrival.

Ashland Avenue at Dousman Street: As a western gateway, this transition between residential and commercial areas should reflect the neighborhood's character with elements like greenery and scaled-down signage that complements surrounding architecture.

Ashland Avenue at Walnut Street: This western entrance should align with enhancements at Ashland and Dousman to create a cohesive identity along the western edge.

Broadway Avenue at Dousman Street: This gateway is one of four River Gateways and is the northern most entrance into the Broadway District from the Downtown District.

Broadway Avenue at Walnut Street: This River Gateway should be designed to enhance both the experience of vehicular traffic, as well as pedestrians. Wayfinding should be included to improve the pedestrian experience along Broadway Avenue.

Broadway Avenue at Mason Street: A southern gateway into the Broadway District features the elevated Mason Street bridge. Enhancements at the Mason Street underpass with lighting or additional murals could be explored.



Historic Pillars Along Broadway Avenue



Mural on Broadway Avenue



Mason Street Bridge Enhancements

DOWNTOWN DISTRICT

Washington Street at Main Street: As a key entrance into Downtown, improvements could include bold signage, modern streetscaping, and landmark lighting to reinforce its role as a major access point.

Washington Street at Walnut Street: This southeastern River Gateway, shaped by the Downtown core, could integrate waterfront design elements, interactive public art, or innovative lighting that complements the vibrancy of Washington Street and the City Deck.

Monroe Avenue at Main Street: As a heavily trafficked eastern gateway, enhancements should consider both aesthetics and visibility, such as elevated signage and lighting to guide visitors effectively.

Fox River Trail at Mason Street: This unique pedestrian-focused gateway along the Fox River Trail could be enhanced with artistic wayfinding, improved lighting, and sculptural elements that celebrate Green Bay's riverfront identity.

S. Adams Street at Washington Street: The southern most entrance to Downtown, provides an opportunity for a landmark gateway feature, such as signage, public art, or enhanced landscaping that defines the District edge. Improvements should be coordinated with the Mason Street Bridge reconstruction/replacement, projected for 2033.

Monroe Avenue at Mason Street: While the existing Astor mural under the Mason Street Bridge adds character, further improvements like additional murals, artistic lighting, or interactive elements could increase its visibility and impact. Improvements should be coordinated with the Mason Street Bridge reconstruction/replacement, projected for 2033.

OLDE MAIN STREET DISTRICT

Main Street at N Baird Street: As the easternmost gateway to Downtown, existing gateway features should be preserved, while new design elements, such as vintage-inspired signage, historic markers, or ornamental lighting, can reinforce the Olde Main Street District's heritage.



Mural on Main Street



Monroe Avenue at Mason Street Mural



Olde Main Gateway on Main Street



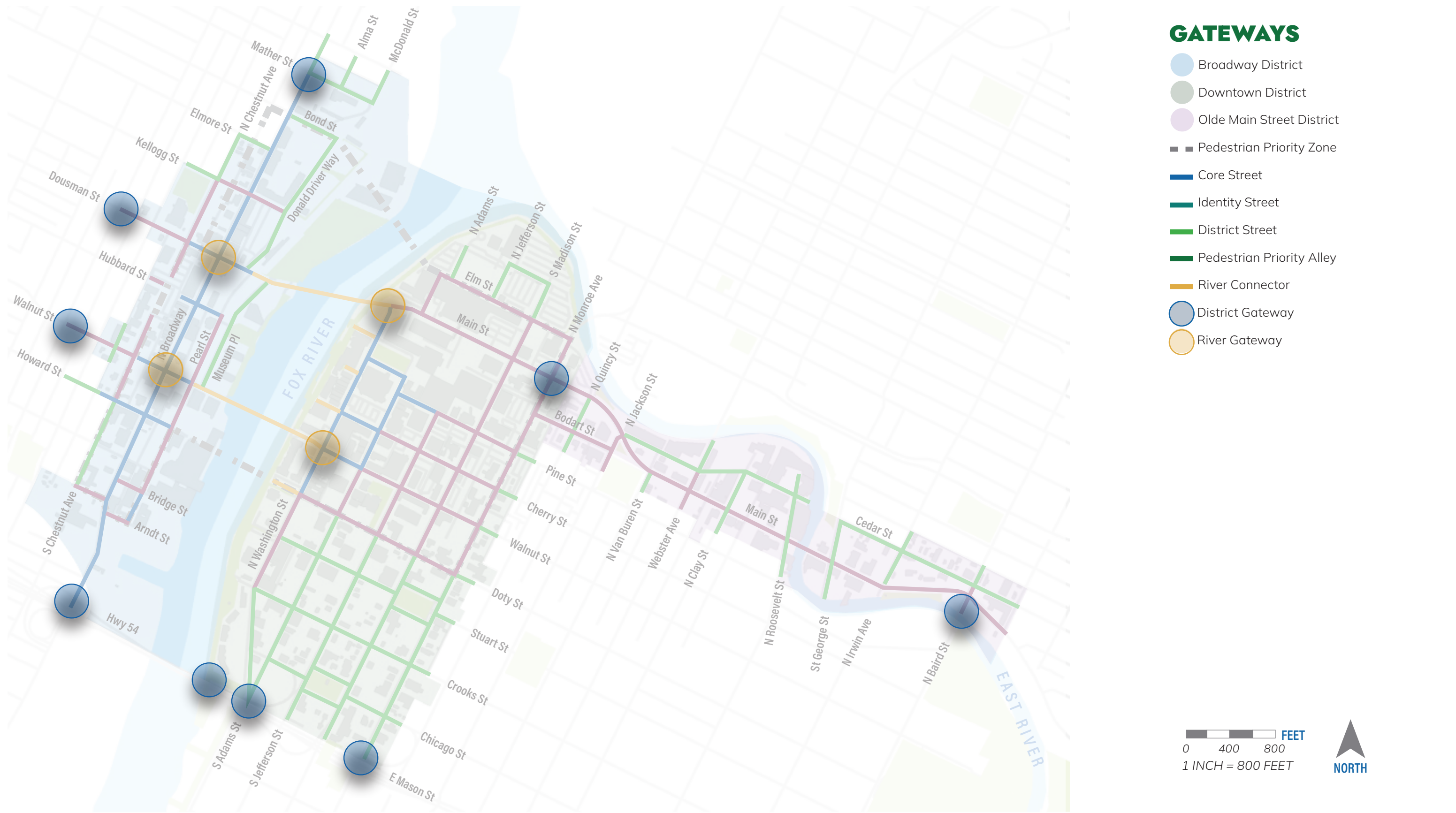


Figure 6.1 Gateways Map

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LA BAYE LOOP

The La Baye Loop is envisioned as a connected route linking key Downtown districts with a nod to Green Bay's history. Originating in the 2021 Shared Corridor Vision Plan and then called City Loop, this route is envisioned as both a mobility corridor and an experience, prioritizing pedestrians and cyclists through enhanced streetscapes, trails, gateways, and interpretive elements that reinforce a strong sense of place. A pilot project branded the loop as La Baye and tested the idea with temporary signage during the 2025 NFL Draft.



2021 SHARED CORRIDOR VISION

www.greenbaywi.gov/ArchiveCenter/ViewFile/Item/789 ➡

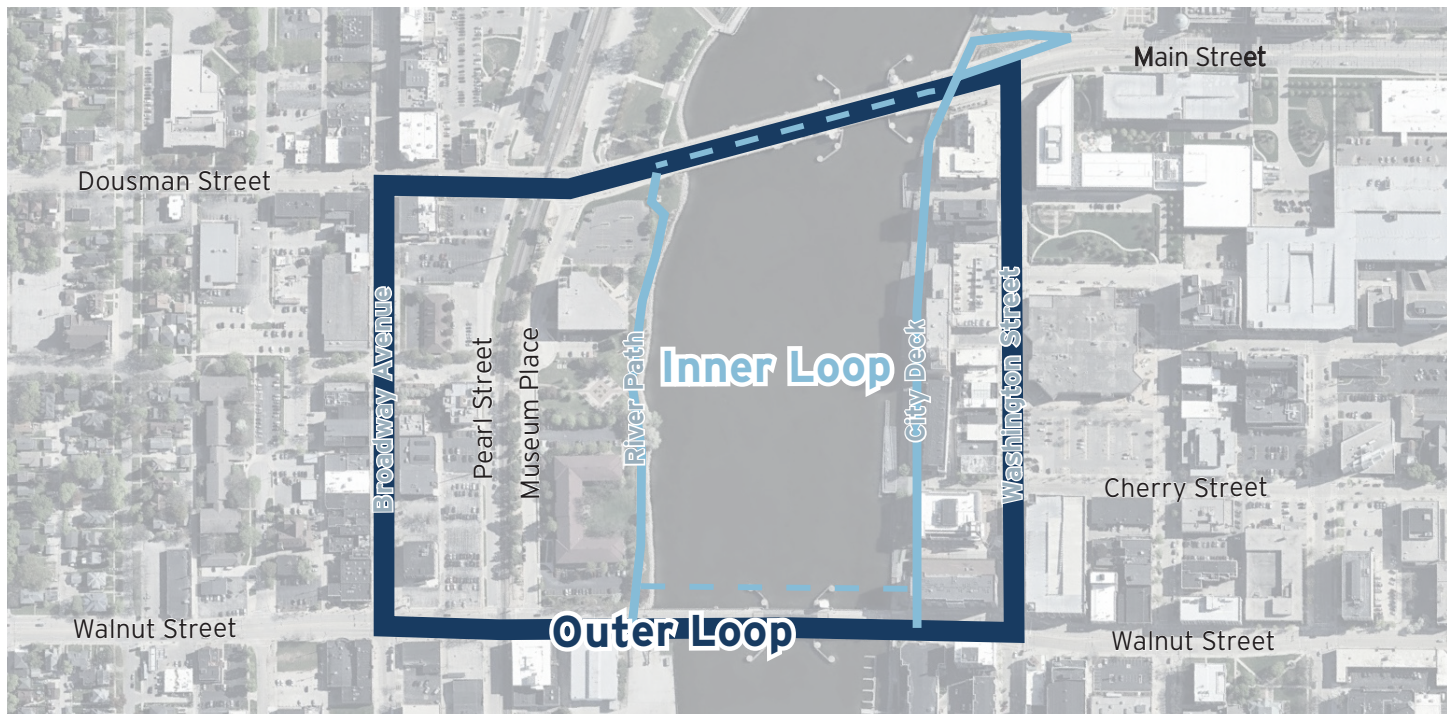


Figure 6.2 La Baye Loop

"Before it was Green Bay, it was La Baye"

Historically, La Baye is the French name used by early European explorers and traders to describe what is now Green Bay. Derived from La Baie des Puants—a name first recorded in the 17th century—the term referred to the bay and its strategic location at the mouth of the Fox River, a critical gateway between the Great Lakes and the Mississippi River system. La Baye became an early center of Indigenous trade, French exploration, and culture, shaping the City's role as one of the oldest European settlements in the Upper Midwest and establishing its long-standing identity as a place of exchange, arrival, and connection.

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APPENDIX

SPECIFICATIONS + FIGURES

The following specifications and figures are included in the Appendix.

SPECIFICATIONS

- » Benches
- » Bicycle Racks
- » Planters
- » Lighting
- » Paving
- » Receptacles

FIGURES

- » La Baye Loop Branding Package

Table 7.1 Bench Specifications

BENCHES	
BROADWAY	
Product	Coronado Recycled Plastic Contour Bench
Manufacturer	Anova Furnishing
Color	Brazilian Walnut Woodgrain Seat and Backrest with Black Metal Frame
Length	6 Feet
DOWNTOWN	
Product	Beacon Hill Recycled Plastic Contour Bench or Recycled Plastic Flat Bench
Manufacturer	Anova Furnishing
Color	Brazilian Walnut Woodgrain Seat and Backrest with Black Metal Frame
Length	6 Feet
OLDE MAIN STREET	
Product	C-12 City Sites Recycled Plastic Contour Bench
Manufacturer	Victor Stanley
Color	Espresso Wood Slat Seating and Backrest with Black Metal Frame
Length	6 Feet



Broadway



Downtown



Olde Main Street

Table 7.2 *Bicycle Rack Specifications*

BICYCLE RACKS	
DOWNTOWN, BROADWAY, + OLDE MAIN STREET	
Option 1	
Product	Icon Hitch Bike Rack
Manufacturer	Dero
Powder Coat	Custom design to be coordinated with the BID
Icon	Custom design to be coordinated with the BID
Option 2	
Product	Logo Bike Rack
Manufacturer	Dero
Powder Coat	Custom design to be coordinated with the BID
Icon	Custom design to be coordinated with the BID

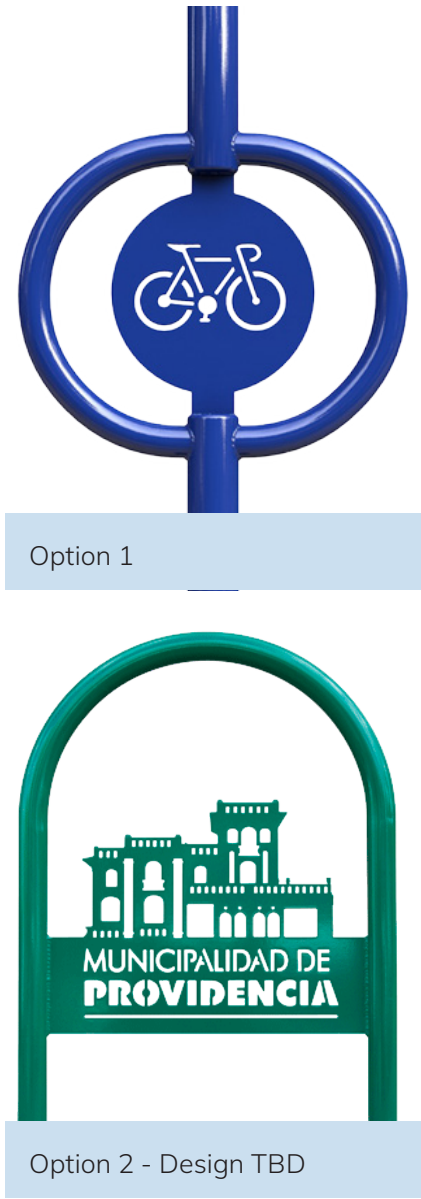


Table 7.3 Planter Specifications

PLANTERS	
BROADWAY	
Free Standing Planters	
Product	VCC Series Round Concrete Planter, TF4086 - 30" dia. x 42" ht. and TF4106 - 48" dia. x 18" ht.
Manufacturer	Wausau Tile
Color	W-26 Charcoal, Acid Wash Finish
Free Standing Planters - Constrained	
Product	TF4355 Rectangular Concrete Planter
Manufacturer	Wausau Tile
Color	W-26 Charcoal, Acid Wash Finish
DOWNTOWN	
Free Standing Planters	
Product	Urban Vase Series, Sizes 41, 31, and 21 as needed
Manufacturer	Earth Planter
Color	Millstone (Dark Gray)

OLDE MAIN STREET	
Free Standing Planters	
Product	Westlake Concrete Planter with WB108 Mundellin Band, TF4220 - 36" dia. x 24" ht.
Manufacturer	Wausau Tile
Color	W22F-Sand, Acid Wash Finish
Free Standing Planters - Constrained	
Product	TF4355 Rectangular Concrete Planter
Manufacturer	Wausau Tile
Color	A22Y-Sand, Acid Wash Finish



Broadway



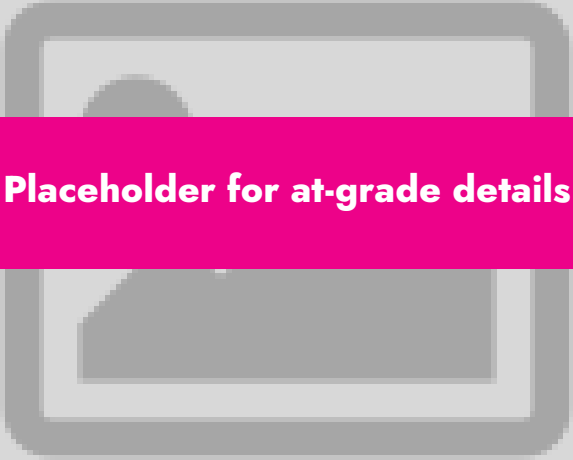
Downtown



Olde Main Street



Olde Main Street and
Broadway, Constrained
Areas, see left for color.

A large, light gray rectangular area occupies the upper half of the page. In the center of this area is a smaller, rounded square frame. Inside this frame is a faint, gray silhouette of a person walking, which serves as a visual cue for a placeholder image. Overlaid on the center of this frame is a bright pink rectangular box containing the text "Placeholder for at-grade details" in white, bold, sans-serif font.

Placeholder for at-grade details

Table 7.4 Lighting Specifications

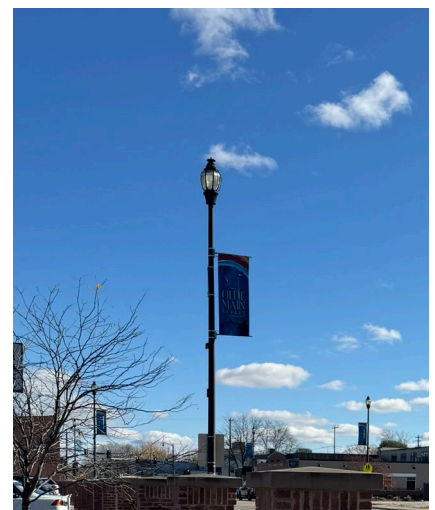
PEDESTRIAN LIGHTING	
DOWNTOWN + BROADWAY	
Pedestrian Lighting	
Product	PUCL2-P40-40K-MVOLT-FC3-BK-SK-SH-L20
Manufacturer	Holophane
Finish	Black
Color Temp	4000k
OLDE MAIN STREET	
Pedestrian Lighting	
Product	MDLE2-P30-40K-AS-3-BK-BK-SP-BK-PSC
Manufacturer	Holophane
Finish	Black
Color Temp	4000k



Post Top Option



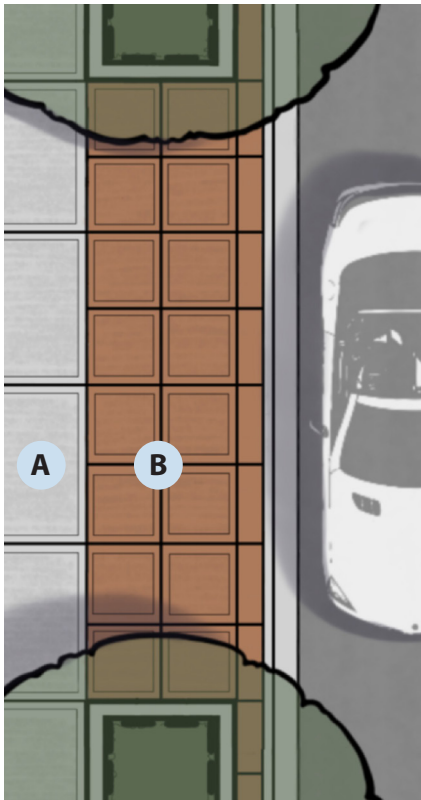
Piggyback Option



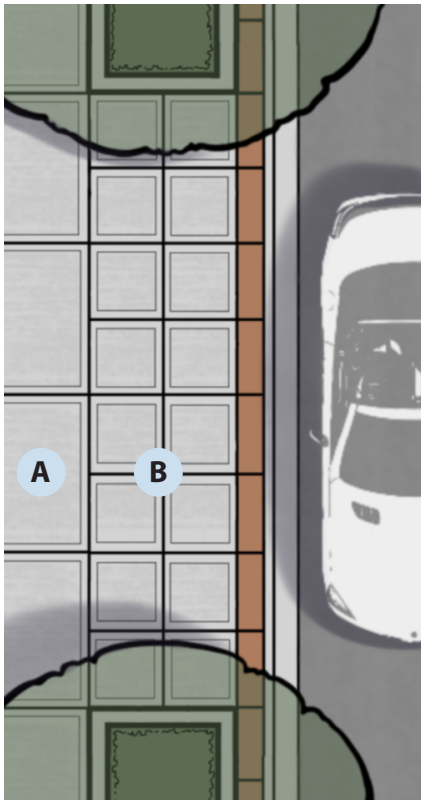
Olde Main Street

Table 7.5 Paving Specifications

PAVING	
DOWNTOWN, BROADWAY, + OLDE MAIN STREET	
Standard Concrete A	
Concrete mix per Green Bay Department of Public Works	
Integral Color Concrete B	
Product	SikaColor-100P Powder Integral Color (or equal)
Manufacturer	Sika Corp
Color	U24 Georgia Clay
Website	usa.sika.com



Core Street Paving Type



Identity Street Paving Type

Table 7.6 Receptacle Specifications

RECEPTACLES	
DOWNTOWN, BROADWAY, + OLDE MAIN STREET	
Product	S-42 Ironsites Litter Receptacle with Rain Bonnet
Manufacturer	Victor Stanley
Color	Black
Capacity	36 Gallon



All BIDs Receptacle



La Baye Blue

RGB 24, 59, 97
CMYK 75, 39, 0, 61
HEX 183B61

La Rivière Blue

RGB 134, 188, 215
CMYK 37, 12, 0, 15
HEX 86BCD7

Loop Gray

RGB 153, 174, 187
CMYK 18, 6, 0, 26
HEX 99AEBB

Black

RGB 0, 0, 0
CMYK 60, 40, 40, 100
HEX 000000

Interstate Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 ! # & ?

Interstate Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 ! # & ?

fonts.adobe.com/fonts/interstate 



Figure 7.1 La Baye Loop Branding Package



PREPARED BY



Architecture
Engineering
Environmental
Planning
ISGInc.com



Report to the Green Bay Plan Commission

MEETING DATE

August 31, 2026

PREPARED BY

AGENDA ITEM # F.3

Discussion regarding amendments to 2050 Go Big Green Bay Comprehensive Plan.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

None