



**Allouez Plan Commission 2015 Annual Report**

**Prepared by Plan Commission/Staff**

**MARCH 2016**

## **Introduction**

Planning is a crucial process for the Village of Allouez, especially because growing out is not an option. Being surrounded by the cities of Green Bay, De Pere and the Village of Bellevue, we must be prepared and ready for redevelopment opportunities within the confined boundaries of the Village. With new programs such as the Tax Incremental Finance District, we must be ever mindful of the needs and ambitions of the community, while keeping in mind that not every redevelopment opportunity is a viable option or a good community fit. We must focus on our Comprehensive Plan as a vision for the Village which the Village Board, staff, and the residents of Allouez can understand and support.

As a place to live, Allouez has many locational amenities. With three primary and two secondary traffic corridors, convenient proximity of the Fox and East Rivers, with their associated recreational trails and other Green Bay Metro communities, residents of Allouez experience both challenges and opportunities. If the village is to find a sustainable and prosperous niche, effective planning is necessary to meet the needs and desires of those who would visit and call Allouez home.

The varied backgrounds and professional talents of the volunteers who serve on the commission provide the village with well considered perspective. However, there is a need to be better informed on current planning thought and its results in other communities. The commission has identified recent development projects that do not add to the qualitative goals of the community as can be found in the comprehensive plan or the recent community visioning survey. The community also needs to be aware of possible erosions to local authority in pursuing our goals from action of the state legislature. As a plan commission, our overriding goal is to prepare Allouez for future redevelopment opportunities that will grow the community sustainably and prosperously so it effectively meets the needs and desires of citizens with a wide range of economic and social backgrounds.

The Plan Commission respectfully submits this Annual Report to the Village Board of Trustees to:

- Summarize the actions and accomplishments of the Commission over the past year.
- Inform the Board of the responsibilities of the Commission in which it should engage over the current and next years, in addition to its normal administrative duties.
- Recommend to the Board priorities for action to help the Village achieve its goals as stated in the Comprehensive Plan.
- Raise awareness in the community for issues in need of examination to increase the possibility of successful, progressive resolution.

## **Plan Commission:**

The Plan Commission role and authority is governed by Wisconsin State Statute 62.23. It is established in Allouez under the Village Charter, Chapter 100 of the municipal ordinances.

## 1. 2015 Actions and Accomplishments

### a. 2015 Accomplishments:

- i. Village Board approval of Riverside Drive and Webster Avenue Corridor Study
- ii. Village Board adoption of the amended Village of Allouez Comprehensive Plan, incorporating the Corridor Study into the plan.
- iii. Engaged the village in bicycle and pedestrian awareness by recommending establishing the Ad Hoc Bicycle and Pedestrian Committee for the creation of the Comprehensive Bicycle and Pedestrian Plan.
- iv. Village Board approved the Request for Proposal for 1649 S Webster Avenue
- v. Joint Review Board adopted amended boundaries and project plan amendment for Tax Incremental District #.
- vi. Supported the Historic Preservation Committee efforts by recommending Village Board adopt amendments to Chapters 13 and 424 of the Village Ordinances, clarifying the razing procedure in the village for locally designated historic structures.
- vii. Recommended Village Board adoption of amendment to Chapter 11 of the Village Ordinances, making “brewpubs” an allowable use in the village.
- viii. Conducted a tour of past and current projects within the Village which sought site plan review and planned development review, examining the result. This is the third year of such tours. Site visits included: Webster Avenue and St. Joseph Street intersection, Webster Avenue and Derby Lane intersection, and the former Brennan Buick used car lot on St. Joseph Street and Riverside Drive
- ix. Submitted a Plan Commission Annual Report for 2014.

### b. 2015 Actions:

- i. CSM review recommendations:
  1. 1910 S Webster Avenue, accept and place on file.
- ii. Planned Development District review recommendations:
  1. Hillcrest Lumber, 1997-1999 Libal Street (amendment), recommended to approve – Board approved petition.
  2. Kwik Trip, 1910 S Webster Avenue, recommended not to approve – Board denied petition.
  3. Krist Oil, 1921 Riverside Drive, recommended not to approve – Board denied petition.
- iii. Site plan review recommendations:
  1. Kwik Trip, 1401 S Webster Avenue, recommended to approve – Board approved petition.
  2. Capital Credit Union, 201 W St. Joseph Street, recommended to approve – Board approved petition.
- iv. Conditional use review.
  1. Labor Ready, 1401 S Webster Avenue, recommended to approve continuation of use – Board approved the petition.
- v. Rezoning review:
  1. Parcel AL-1038, 535 Greene Avenue, recommended a planned development district when land is sold.
  2. Parcel AL-875, 1401 S Webster Avenue (Highway Business Use to Commercial), tabled pending sale of land.

- vi. Ordinance and governmental action review and recommendations:
  - 1. Recodification: Provided input to the consultant on chapters covering planning, zoning and related sections.

## **2. 2016 Plan Commission Assigned Tasks:**

- a. Unscheduled priorities based on applications as they occur:
  - i. CSM review
  - ii. Site plan review
  - iii. Planned development district review
  - iv. Conditional use review
  - v. Rezoning review
- b. TID:
  - i. Develop design guidelines:
    - 1. Develop a strategy on how the Tax Incremental Finance District and the major gateways into Allouez should look or be redeveloped.
    - 2. Discuss themes, types of development strategies, applications to various portions of the TID.
  - ii. Determine how TID applications should be handled administratively.
  - iii. Determine whether a qualitative design review process should be implemented.
- c. Corridor Study:
  - i. Review and make assessment of corridor study findings, reporting to Village Board. Make recommendations for zoning code changes, community programs, educational opportunities and other means of implementing study recommendations. Make assessment of Riverside Drive reconstruction design with respect to accepted recommendations of the corridor study and provide the Board with direction for DOT to incorporate appropriate program and design modifications.
- d. Zoning:
  - i. Identify the best zoning use for the Greene Avenue water station. [Completed.]
  - ii. Reassess Allouez zoning ordinances with respect to the Comprehensive Plan:
    - 1. Review/become informed of types of zoning programs in use.
    - 2. Determine whether engaging a consultant would provide Allouez a better result. Interview potential consultants for information gathering purposes.
  - iii. Village Official Map: Determine and recommend a process for updating the map. Re: Municipal Ordinances 2.03.
  - iv. Develop a future land use map that brings together the elements of the Comprehensive Plan
  - v. Village Official Map: Determine and recommend a process for updating the map. Re: Municipal Ordinances 2.03.
- e. Excess Lambeau Field sales tax revenue: Provide the Village Board with a recommendation on how to best use the surplus revenue refunded by the state from the Lambeau Field sales tax.

## **3. 2016 Plan Commission Recommended Initiatives**

- a. STH 57/Riverside Drive Reconstruction Project:
  - i. Work with the Wisconsin Department of Transportation in incorporating new development into the reconstruction project.
- b. Engage Committees of the Village Board to consider programs of common concern:
  - i. Economic Development Committee:
    - 1. Develop a map of vacant properties available for redevelopment.
    - 2. Identify a sign ordinance that furthers the promotion of the business in the village, while maintaining the residential character of the village.

- ii. Historical Preservation Committee:
  - 1. Discuss historic places identifying signs.
- iii. Parks, Recreation, and Forestry Committee
  - 1. Discuss parks identification and wayfinding signs.
- iv. Public Works Committee
  - 1. Identify planning opportunities to be done in conjunction with the street schedule (e.g. Webster Avenue reconstruction, Arboretum trail).
- d. NEWEYE:
  - i. Discuss using marketing videos to promote our development opportunities in the village.
  - ii. Increase public awareness of proposed projects or projects that are underway.
  - iii. Identify our community assets to highlight.
  - iv. Advertise economic development programs such as the Façade Improvement Program.
- e. Annual village tour of past and current project sites within the Village.

#### **4. Recommended Future Tasks and Initiatives:**

- a. Examine multi-jurisdictional tax incremental finance districts.
- b. Review Village property development documents to ensure consistency with the comprehensive plan and zoning code.
- c. Analyze zoning classification separations of commercial and residential would eliminate the conditional use permit process which adds cost and time to development proposals.
- d. Discuss the possibility of a second TID.
- e. Develop means of informing committees of the Board how the comprehensive plan applies to their activities.

#### **5. Opportunities to Improve:**

- a. Better advocate/promote the concepts of the comprehensive plan to the Village Board, its committees and developers.
- b. Seek out education/training opportunities the Plan Commission and staff could attend, including opportunities through UW Extension, UWGB, Brown County Planning Commission/Metropolitan Planning Organization, and surrounding communities.
  - i. Subscribe to a program for training commission members such as the recently closed “Planner’s Network” or other community development periodicals and sources of information.
- c. Seek out ways to involve the community.
- d. Recruit new members to fill alternate member positions so there is a group of people with the interest in taking a full position. The alternates should be involved in education/training opportunities.
- e. Develop procedures for working through time consuming tasks, such as a bi-monthly meeting (one for the discussion of business and another for reviewing documents) or a committee structure.

Thank you for your attention to the 2015 Plan Commission Annual Report. Please contact staff or the Plan Commission Chair with questions or if there is additional information that should be considered for future reports.

**Plan Commission Members:**

**Wes Kornowske** 04/30/17  
01/06/15 (Appointed as a regular member)  
Elected chair 05/15

**Howard Ropp** 04/30/17  
09/18/12 (Appointed as 1<sup>st</sup> alternate)  
10/16/12 (Appointed as regular member)  
Elected vice-chair 06/14, 05/15

**Penny Dart** 04/30/16  
04/30/13 (Appointed as Village Board Representative)

**Kendra Hansen** 04/30/18  
05/15/12 (Appointed as regular member)

**Angela Kowalzek-Adrians** 04/30/17  
05/19/15 (Appointed as regular member)

**Roger Retzlaff** 04/30/17  
08/02/11 (Appointed as 1<sup>st</sup> alternate)  
04/17/12 (Appointed as regular member)  
Elected vice-chair 06/12, 05/13

**James Wheeler** 04/30/16  
08/18/15 (Appointed as regular member - filling remainder of term due to resignation)

**Heater Nohr** 04/30/17  
08/18/15 (Appointed as 1<sup>st</sup> alternate)

**2nd alt** 04/30/17

**3rd alt** 04/30/17

**Administrative Staff:**

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**Trevor Fuller**, Planning and Zoning Administrator  
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[trevor@villageofallouez.com](mailto:trevor@villageofallouez.com)

**Village Board:**

**Randy Gast**, President  
**Rob Atwood**, Trustee  
**Penny Dart**, Trustee  
**Bob Dennis**, Trustee

**Lynn Green**, Trustee  
**Matthew Harris**, Trustee  
**Jim Rafter**, Trustee