



**Allouez Plan Commission 2017 Annual Report**

**Prepared by Plan Commission/Staff**

**MARCH 2018**

## 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 appreciates the overall support received from the Village Board over the past year; upholding four of the five Plan Commission recommendations sent to the Board, including the sign ordinance amendment and allocating money in the budget for the zoning code update, both of which are meant to be a protection of resident interests and a positive impact for businesses.

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 5 of the municipal ordinances.

### 1. 2017 Actions and Accomplishments

#### a. 2017 Accomplishments:

- i. Engaged the village in bicycle and pedestrian awareness by working with the Ad Hoc Bicycle and Pedestrian Committee for the creation and adoption of the Comprehensive Bicycle and Pedestrian Plan.
- ii. Submitted a Plan Commission Annual Report for 2016.
- iii. Installed community parks identification and wayfinding signs.
- iv. Continued discussion of the zoning code update project and successfully recommended the budgeting of funds to hire a consultant for updating the zoning code.
- v. Successfully enlisted GRAEF to complete a conceptual streetscape design of Webster Avenue.
- vi. Engaged the state to actively considering the decommissioning of the Green Bay Correctional Institution.
- vii. Oversaw the installation of the first Pedestrian Hybrid Beacon in the village, which provides a safe crossing on Riverside Drive to the Fox River Trail.
- viii. Continued to promote the sale of village-owned properties:
  1. 3241 & 3245 Riverside Drive
  2. 535 Greene Avenue
  3. 1649 & 1677 S Webster Avenue

#### b. 2017 Actions:

- i. Planned Development District review recommendation:
  1. Parcels AL-44 & AL-44-1, 1649 S. Webster Avenue, recommended to approve – Board approved petition.
- ii. Rezoning review recommendations:
  1. Parcel AL-275-1, 2202 Woodrow Way from “B’ Residential” to “Highway Business Use”, recommended not to approve – petitioner withdrew the petition.
  2. Parcel AL-920, 1253 S Irwin Avenue from “A’ Residential” to “Commercial”, recommended to approve – Board approved the petition.
  3. Parcel AL-806-C-27, 723 Merlin Drive from “A’ Residential” to “B’ Residential”, recommended to approve – Board approved the petition.
  4. Parcels AL-44, AL-44-1, AL-45, 1649 & 1677 S. Webster Avenue from “Village Owned” to “Commercial”, recommended to approve – Board approved the petition.
- iii. Sign Exception review recommendation:
  1. Parcel AL-3, 1224 S. Monroe Avenue, recommend not to approve billboard location – Board did not approve the petition.
- iv. Conditional Use Permit review recommendation:
  1. Parcel AL-121, 3010 Riverside Drive, recommended to approve – Board approved the permit.
- v. Site Plan & Design Review recommendations:
  1. Parcel AL-1149-906, 2801 S. Webster Avenue, recommended to approve – Board approved the petition.
  2. Parcel AL-2127, 2825 S. Webster Avenue, recommended to approve – Board approved the petition.
- vi. Property vacation:
  1. Vacation of a portion of Dauphin Road to the property owner at 901 Floral Drive, recommended to approve – Board approved the vacation.
- vii. Ordinance and governmental action review and recommendations:

1. Completion of the Recodification Project: Recommended adoption of the chapters covering planning, zoning and related sections: Chapter 460 – Land Division, Chapter 468 – Shoreland-Wetland Zoning, Chapter 475 – Zoning Code.
2. Recommended not to approve a sign ordinance that would have allowed billboards to be located within the village limits – Board did not approve the zoning amendment.
3. Recommended approval of an amendment to the District Regulations and Conditional Use sections of the Zoning Code (Chapter 475), which provides a stop-gap solution to allowing for mixed-use developments in the village Board approved the zoning amendment.
4. Recommended approval of an amendment to the Historic Preservation ordinance (Chapter 248), which was consistent with village policy and clarified what properties are regulated under the ordinance – Board approved the zoning amendment.
5. Recommended approval of an amendment to the Parking Space Requirements section of the Zoning Code (Chapter 475), which allows the village flexibility in the parking space size requirements for a development project – Board approved the zoning amendment.

## **2. 2018 Plan Commission Assigned Tasks:**

- a. Unscheduled priorities based on applications as they occur:
  - i. CSM review
  - ii. Site plan and design review
  - iii. Planned development district review
  - iv. Conditional use review
  - v. Rezoning review
  - vi. Sign exception review
- b. TID:
  - i. Develop a strategy on how the Tax Incremental Finance District and the major gateways into Allouez should look or be redeveloped.
  - ii. Discuss themes, types of development strategies, applications to various portions of the TID.
- c. Comprehensive Plan & Corridor Study:
  - i. Identify ways to promote mixed-use development within the village.
  - ii. 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 Webster Avenue reconstruction design with respect to accepted recommendations of the Comprehensive Plan and corridor study and provide the Board with direction to incorporate appropriate program and design modifications.
- d. Zoning:
  - i. Reassess Allouez zoning ordinances with respect to the Comprehensive Plan:
    1. Review/become informed of types of zoning programs in use.
    2. Identify the existing non-conforming properties in the village and determine a method for addressing in a zoning code.
    3. Determine whether engaging a consultant would provide Allouez a better result. Interview potential consultants for information gathering purposes.
  - ii. Village Official Map: Determine and recommend a process for updating the map.
  - iii. Develop a future land use map that brings together the elements of the Comprehensive Plan

## **3. 2018 Plan Commission Recommended Initiatives**

- a. STH 57/Riverside Drive Reconstruction Project:
  - i. Work with the Wisconsin Department of Transportation in identifying more crossings, which would provide more pedestrian friendly access points to the Fox River Trail.
- b. CTH X / Webster Avenue Reconstruction Project:

- i. Work with the Brown County Highway Department in incorporating the new streetscape design and proposed redevelopment areas into the reconstruction project.
- c. W. St. Joseph Street Reconstruction Project:
  - i. Promote a safe and practical design of the “Arboretum Trail” in the reconstruction project, even if it is not a “trail” in the traditional sense.
- d. 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.
  - ii. Historical Preservation Committee:
    - 1. Discuss historic places identifying signs.
  - iii. Parks, Recreation, and Forestry Committee
    - 1. Discuss ways to incorporate the Bicycle and Pedestrian Plan recommendation on trails, in parks, and at community facilities.
  - iv. Public Works Committee
    - 1. Identify planning opportunities to be done in conjunction with the street schedule (e.g. Webster Avenue reconstruction, Arboretum trail).
- e. Annual village tour of past and current project sites within the Village.
- f. Identify ways to better partner with community groups on projects that further village goals.
- g. Continue to encourage the state to decommission the Green Bay Correctional Institution and plan for future development, when necessary.
- h. Hire and oversee a consultant to rewrite the zoning code.

#### **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. Discuss the possibility of a second TID.
- d. Develop means of informing committees of the Board how the comprehensive plan applies to their activities.
- e. Review noticing requirements and determine if there are ways to improve public awareness of projects.

#### **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 2017 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** 04/30/19

01/06/15 (Appointed as a regular member)  
Elected chair 05/16, 05/17

**Howard Ropp** 04/30/20

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

**Penny Dart** 04/30/18

04/30/13 (Appointed as Village Board Representative)

**Angela Kowalzek-Adrians** 04/30/20

05/19/15 (Appointed as regular member)

**James Wheeler** 04/30/19

08/18/15 (Appointed as regular member)

**Heather Nohr** 04/30/18

08/18/15 (Appointed as 1<sup>st</sup> alternate)  
04/18/17 (Appointed as regular member)

**Rebecca Nyberg** 04/30/20

04/18/17 (Appointed as 1<sup>st</sup> alternate)  
09/01/17 (Appointed as regular member)

**Matthew Honold** 04/30/20

11/07/17 (Appointed as 1<sup>st</sup> alternate)

**Jason Albertz** 04/30/19

11/21/17 (Appointed as 2<sup>nd</sup> alternate)

**3rd alt** 04/30/18 – Vacant

**Administrative Staff:**

**Brad Lange**, Village Administrator  
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**Trevor Fuller**, Planning and Zoning Administrator  
448-2800 ext. 134  
[trevor@villageofallouez.com](mailto:trevor@villageofallouez.com)

**Village Board:**

**Jim Rafter**, President  
**Rob Atwood**, Trustee  
**Penny Dart**, Trustee  
**Jim Genrich**, Trustee

**Lynn Green**, Trustee  
**Matthew Harris**, Trustee  
**Christopher Sampson**, Trustee