

Memo

To: Plan Commission, Village Board

Fr: Trevor Fuller, Planning and Zoning Administrator

Re: ACTION RE: PETITION FROM THOMAS M. O'ROURKE – REQUESTING THE REZONING OF PARCEL AL-1038, LOCATED AT 535 GREENE AVENUE AND LEGALLY DESCRIBED AS: 21,613 SQ FT GREENE & VROMAN'S SUBD #1 E 100 FT OF S 188 FT OF LOT 23 & WLY 15 FT OF S 188 FT OF LOT 22, FROM VILLAGE OWNED TO COMMERCIAL DISTRICT (formerly Village of Allouez Water Works Pump House)

Date: 14 May 2019

A request to rezone parcel AL-1038, located at 535 Greene Avenue from Village Owned to Commercial District has been submitted. The existing building is a former well and pump house used by the Allouez Water Utility for approximately 80 years.



Plans are to convert a portion of the pump house into a tool library, pop-up art gallery, and residences over several phases. Commercial District allows for “retail trade and service” uses in our current zoning code. Residences in combination with the proposed tool library and art gallery are allowed in Commercial District through a conditional use permit. The petitioner is seeking a conditional use permit to allow for the residential component of the property.

The current phase does not include any additions to the building. Any future additions or changes to the building footprint will have to go through the Site Plan and Design Review process and be consistent with the zoning requirements for a Commercial District. Parking for the site will need to meet applicable parking requirements.

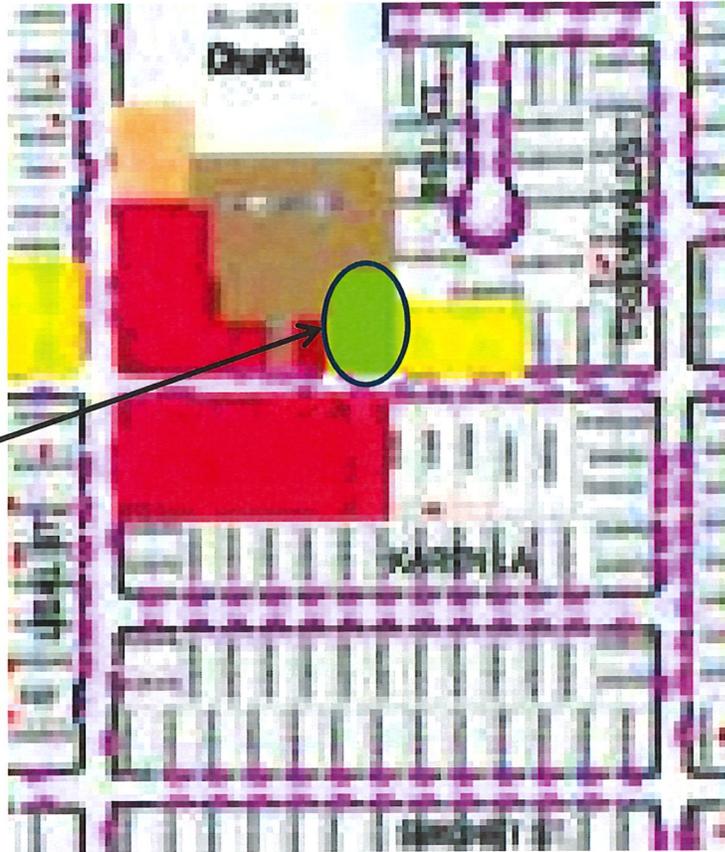
The Village of Allouez Comprehensive Plan (amended in 2015) does not specifically reference this parcel, but does acknowledge the mix of residential and commercial uses in this area.

Surrounding Zoning and Properties

The property is currently zoned Village Owned. The zoning of the neighboring properties is shown in the zoning map below. The existing uses of the surrounding properties includes multi-family (north), office/commercial mix (west), commercial retail (south), two family (east).

LEGEND

- "A" Residential
- "B" Residential
- High Density District
- "C" Professional Office District
- "E" Commercial District
- "F" Light Industrial District
- "G" Highway Business Use District
- PDD- Planned Development District
- Village Owned



Property is currently zoned Village Owned. The zoning of the neighboring properties is shown. Note the zoning does not necessarily indicate existing use.

An informational notice was sent out to property owners within 200' of the property (see below aerial). A Public Hearing Notice will be sent to the same property owners when the petition request is reviewed by the Village Board.



Recommendation

Staff recommends approval of this rezoning request, contingent on receiving a parking plan that meets the zoning requirements prior to business occupancy.

Plan Commission is asked whether or not to recommend approval to rezone parcel AL-1038 from Village Owned to Commercial District.

FEE: \$200.00

VILLAGE OF ALLOUEZ
PETITION FOR REZONING

RECEIPT NUMBER R00120414 DATE PAID 4/18/2019 (check #7349)

4/18/2019 7:47 AM

Please complete this form. In cases where the complete legal description of the property under consideration is too lengthy to include in the space allowed in 3 below, include it on a separate sheet with this application. Also, attach the required map and/or drawing of the property to be considered. A fee of \$200.00 must accompany all petitions for rezoning.

PETITIONER'S NAME Thomas M. O'Rourke, Owner August 2018 to Present.
Village of Allouez (Water Dept.) Previous Owner (1925-2018)

ADDRESS 9044 Burroughs Rd, Los Angeles, CA 90046

PHONE NUMBER

The above named hereby petitions the Village Board of Allouez as follows:

1. That petitioner's interest in the property is : Current Owner, (See attached Deed- Aug.-2018)
PREVIOUS OWNER, Village of Allouez, (Water Department) 1925 to 2018, Condemned then sold Aug. 2018.
2. That record title to the property is presently in the name of **Thomas M. O'Rourke** (See attached Deed)
3. That the legal description of the property under consideration is: See Attached Deed Aug. 21, 2018
Allouez Pump House #1, 535 Greene Ave, Allouez / Green Bay WI 54301) Tax #AL-1038,
Greene & Vromans's Subd #1 E 100 Ft of S 188 Ft of Lot 23 & WLY 15 ft of S 188 Ft of Lot 22.

or a copy of the legal description is attached hereto,: SEE
Attached Deed Village of Allouez to Thomas M. O'Rourke, August, 2018

That the size of the property is: 100x188, (0.496 acres)

4. That a certified survey map, or a copy of the recorded plat on which the property is shown is attached: hereto:
Brown County
Plat Map

5. That the premises are presently zoned as Class:, Village Owned (not zoned)

6. That the petitioner seeks rezoning to : Light Industrial

Commercial 
5/10/2018

①

Dated this 17TH day of April, 20 19. (4/17/2019).

(Signed) Thomas M. O'Rourke  04/17/2019 08:27 PM CDT
(Petitioner) Thomas M. O'Rourke

(Signed) Thomas M. O'Rourke  04/17/2019 08:27 PM CDT
(Owner, if other than Petitioner) Thomas M. O'Rourke

_____ Plan Commission Meets
(Informational Notice - Petitioner to be present)

_____ Board accepts or rejects Plan Commission recommendation.
Board may or may not schedule a hearing.

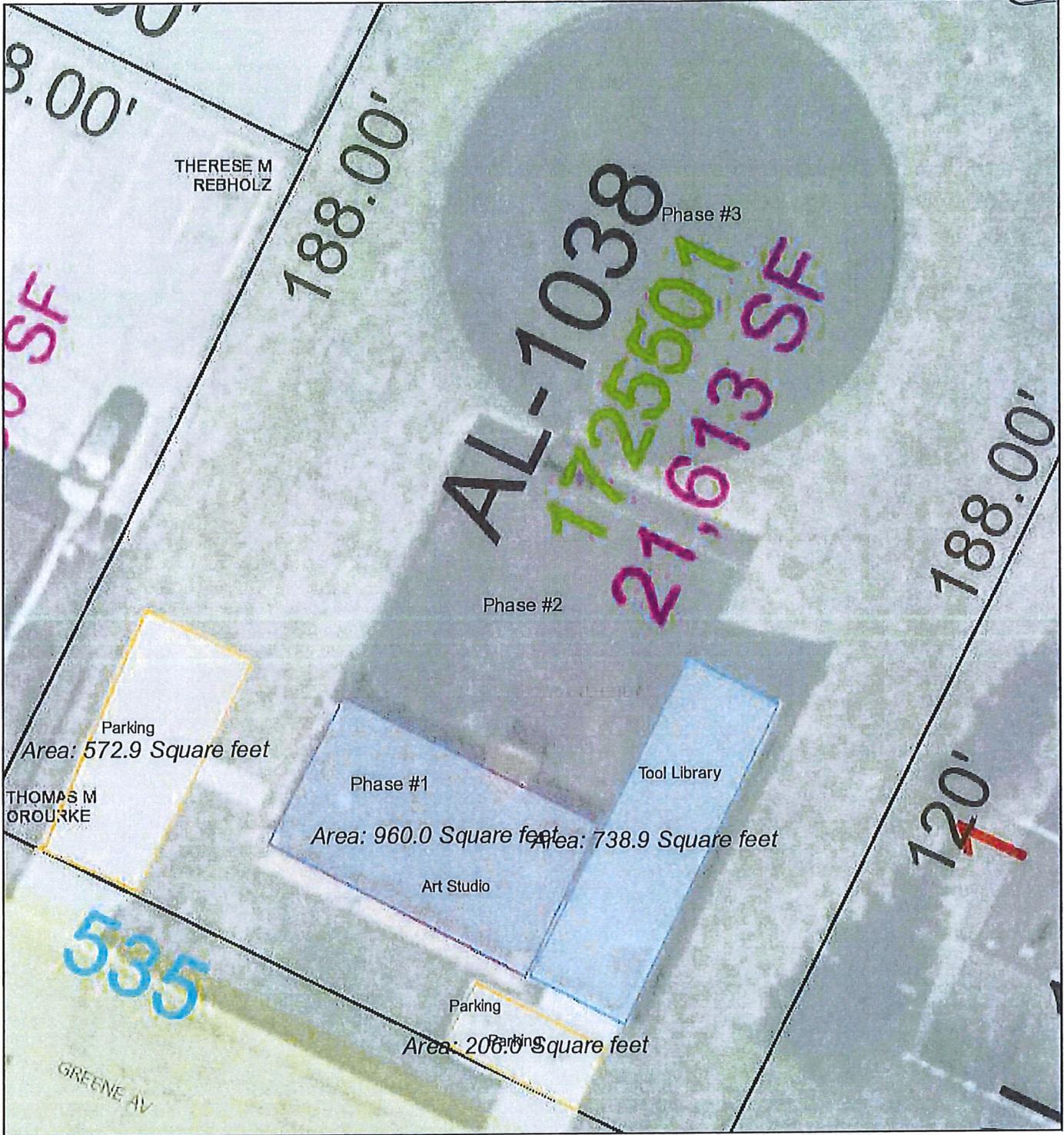
_____ Date of hearing if one is scheduled
(requires a Class II Notice - Petitioner to be present)

ATTACHMENTS:

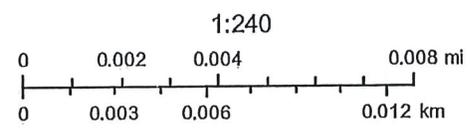
1. Commercial Offer To Purchase Dated August 13, 2018 with Addendum A and Exhibit A -Proposed Use, Tool Library and Art Studio Approved by Village Board in 2018.
2. Recorded Deed with Legal Description: Deed Dated August, 21, 2018, County Property Tax Record & Tax Legal Description
3. Brown County Plat Map – Online Version, showing property lines and lot size.
4. SITE PLAN showing Parking, 2 Parking Spaces Required, Under 2,000 Sq. Ft.
5. Zoning Code, Light Industrial “Tool Library” and “Art Studio” are not prohibited uses. (See Commercial Zoning)
6. Petitioner: Both Village of Allouez and Thomas M. O'Rourke. (See offer to purchase, Addendum A and Exhibit #1)

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535 Greene Ave, SITE PLAN & PARKING *A PARKING PLAN* *PHASE SP-1*

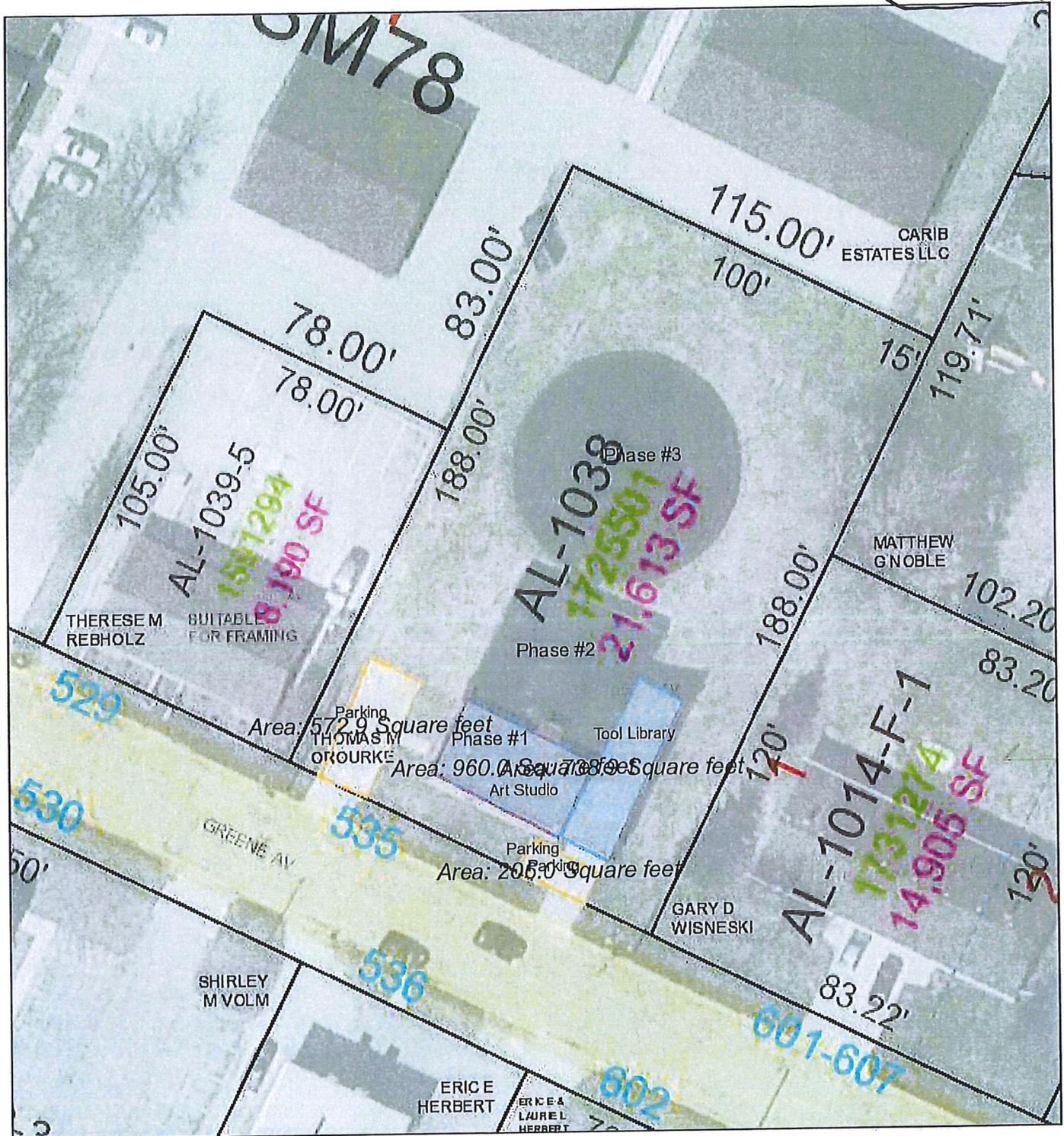


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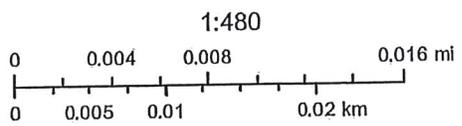


535 Greene Ave, SITE PLAN & PARKING

PLAT MAP
PAGE SP-2



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Brown County Municipalities
Brown County
Brown County WI

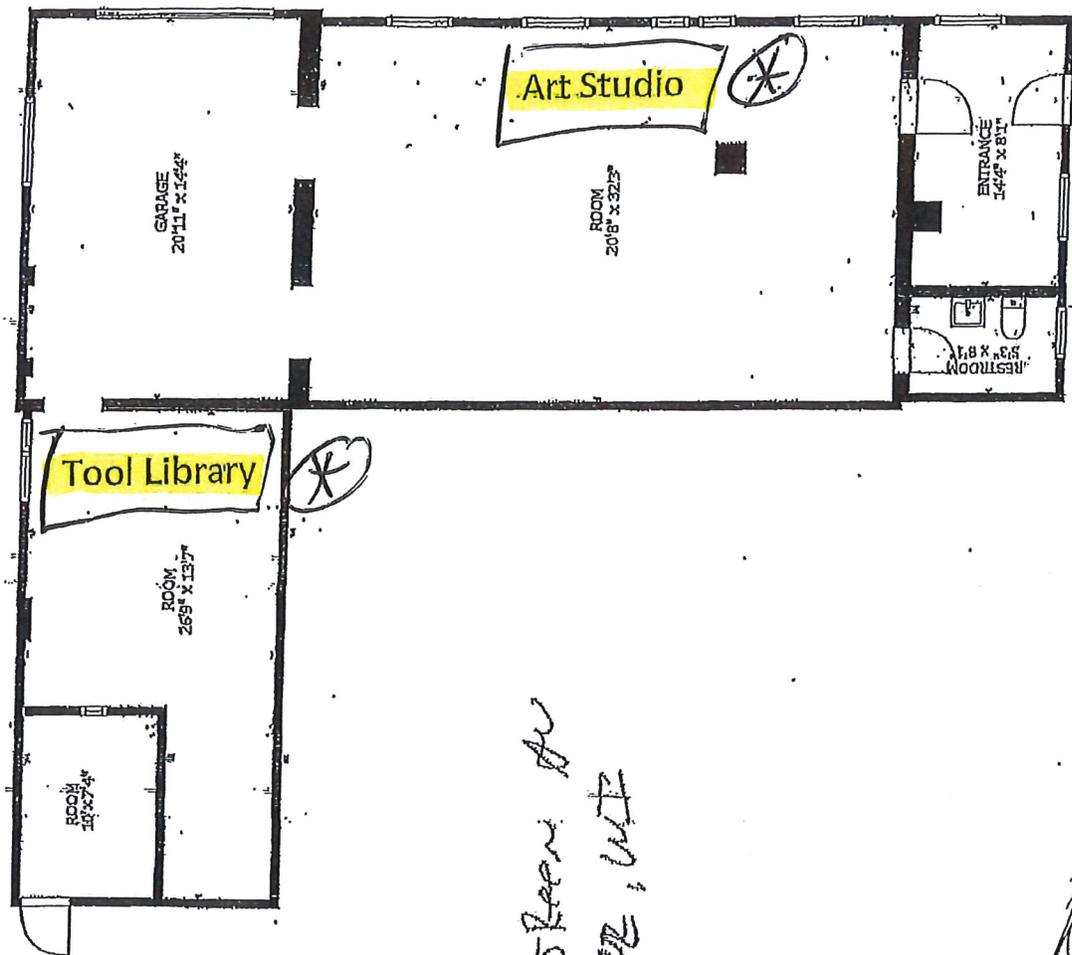
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OFFER-
EXHIBIT 1

535 Greene Ave, Allouez WI 54301
Pump House #1
Allouez Water Works
Tom O'Rourke
8/7/2018

IMMEDIATE PROPOSED USE: Art Studio and Tool Library.

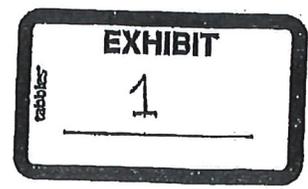
Possible Future Use #2 if determined to be economically reasonable by owner and allowed by law: Gallery, Residence, gift shop, office, cut doors & windows into square and round reservoirs, remove some berms, add parking, signage, garden and a possible 2nd story if permitted.



GROSS INTERNAL AREA
FLOOR: 1228 sq ft EXCLUDED AREAS:
GARAGE: 299 sq ft
TOTAL: 1502 sq ft

535 Greene Ave
Allouez, WI

5/10/2019
Andy [Signature]



5

Storefront

MAGAZINE

[Storefront Magazine](#) [Success Stories](#) [Retail Trends](#) [How-to](#) [Neighborhood Guides](#) [Inspiration](#) 

How-to

What is a Pop-Up Shop?

3 years ago



Whether you hear temporary retail, flash retailing, pop-up store, or pop-up shop, it is all one and the same. Pop-up shops are taking over the retail world and rethinking traditional brick-and-mortar and big-box stores, but what exactly is a shop that ‘pops up’?

Introduced as early as the 1990s in large urban cities such as **London**, **Los Angeles**, Tokyo and **New York City**, **pop-up shops** and pop-up retail are temporary retail spaces that sell merchandise of any kind. That’s right, just about every consumer product has been sold via a pop-up shop at one point in time. From art to fashion to tech gadgets and food, pop-up stores are exciting because they create short-term stores that are as creative as they are engaging. And, they come in all shapes and sizes.

Specific Details

Term: typically 3 days to 3 months.

Location: high foot-traffic areas such as city centers, malls, and busy streets.

Price: **much lower** than a traditional store, typically paid upfront.

Use: to launch a new product, generate awareness, move inventory, introduce collaborations, increase ‘cool’ factor.

