

Memo

To: Plan Commission

Fr: Trevor Fuller, Planning and Zoning Administrator

Re: ACTION RE: RESOLUTION 2015-33 RECOMMENDING ADOPTION OF THE AMENDED
VILLAGE OF ALLOUEZ COMPREHENSIVE PLAN

Date: October 19, 2015

At the August meeting, the plan commission recommended approval of the Riverside Drive and Webster Avenue Corridor Study. The Village Board subsequently approved the corridor study and requested the plan commission recommend amendments to the Village of Allouez Comprehensive Plan, incorporating elements of the corridor study.

The comprehensive plan was last updated in January 2014. The current adoption of the plan can be viewed on the Village of Allouez website, under the tab "About"
(<http://www.villageofallouez.com/about/comprehensive-plan/>).

The plan commission reviewed proposed amendments at the September meeting and suggested changes. Attached are the amendments with the suggested changes. The amendments include insertions of development scenarios and strategies referenced in the Riverside Drive and Webster Avenue Corridor Study.

The plan commission is asked to review the proposed amendments and approve Resolution 2015-33, recommending adoption of the amended Village of Allouez Comprehensive Plan.

PLAN COMMISSION RESOLUTION NO. 2015-33

**RECOMMENDING ADOPTION OF THE AMENDED VILLAGE OF ALLOUEZ
COMPREHENSIVE PLAN**

WHEREAS, the Village of Allouez Comprehensive Plan was developed to guide and coordinate decisions and development within the village in accordance with Chapter 66.1001 of the Wisconsin Statutes and was adopted on February 10, 2004; and

WHEREAS, on January 21, 2014 Comprehensive Plan updates were adopted by the Village of Allouez Board of Trustees; and

WHEREAS, on January 13, 2015, the Village of Allouez contracted with GRAEF to create a Corridor Study for Riverside Drive and Webster Avenue, to meld forthcoming major infrastructure improvements and future development with the residential character, local ecology, and economic activity along both corridors; and

WHEREAS, on September 15, 2015, the Village of Allouez Board of Trustees approved the Riverside Drive and Webster Avenue Corridor Study and requested the Village of Allouez Plan Commission recommend an amendment to the Village of Allouez Comprehensive Plan, incorporating elements and development scenarios of the Corridor Study to the Comprehensive Plan; and

WHEREAS, public meetings were held to obtain public input during the development of the amendment to the Comprehensive Plan, which included monthly Plan Commission meetings.

WHEREAS, such amendment has been reviewed and approved by the Village of Allouez Plan Commission.

NOW, THEREFORE, BE IT RESOLVED that the Village of Allouez Plan Commission recommends the Village of Allouez Board of Trustees adopt such amendment to the Village of Allouez Comprehensive Plan, following a public hearing, incorporating elements and development scenarios mentioned in the Riverside Drive and Webster Avenue Corridor Study.

Approved this 26th day of October 2015

By _____
Wes Kornowske, Plan Commission Chair

Ayes: _____

Nays: _____

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Land Use

Green Bay, Neenah, Oshkosh, and Sheboygan, since they already receive a direct allocation of housing funds from the U.S. Department of Housing and Urban Development (HUD).

CDBG-Housing funds may be utilized for the following eligible activities:

- Zero-percent deferred loan payment housing rehabilitation loans to low- and moderate- income (LMI) owner-occupied households. Projects could include such actions as replacement of private onsite wastewater treatment systems, new electrical or plumbing systems, lead paint or asbestos abatement, roof replacement, or any other rehabilitation deemed necessary to meet housing quality standard (HQS) inspection.
- Low percentage rate deferred and/or installment housing rehabilitation loans to owners of LMI renter-occupied units.
- Accessibility improvements such as wheelchair ramps and wider doorways for LMI households and homeless facilities.
- Homebuyer assistance such as down payment and eligible closing costs.
- Conversion of structures into dwelling units affordable to LMI households.
- Small-scale neighborhood oriented public facilities improvements that support affordable housing initiatives such as sewer and water lateral extensions to property lines, streets, sidewalks, curb-cuts, and demolition of dilapidated structures.

Marine Street Industrial Area

~~The area along the Fox River on Marine Street is gradually being transformed from a small industrial zone to a riverfront entertainment district. Over the last five years, some of the old industrial buildings have been replaced by two restaurants, and other similar uses could follow in the next several years.~~

Marine Street is one of the areas identified in the Riverside Drive and Webster Avenue Corridor Study as a key site for redevelopment. The study suggests the Village work with the property owners to redevelop the site into an entertainment district, with mixed use and high density residential development being proposed. In the future, the Village should consider allowing the development of additional commercial and possibly some riverfront residential uses (such as townhouses or condominiums) in this area. These uses would fit well with the existing commercial and residential uses that surround the site, and the Fox River Trail would certainly be viewed as an amenity by residents of the new developments.

Former Village Hall Site (1649 South Webster Avenue)

Economic Development

- The Allouez Business Association (ABA) is an organization of local business owners and residents that focus on improving the relationships, development, and sustainability among Allouez's business community. The sharing of ideas helps to ensure Allouez's healthy economy for current and future businesses in our community.

Commercial Development

Commercial development activities allow communities to identify market needs and seek prospective businesses to fill the needs. The Tax Incremental District (TID)~~Tax Increment Finance (TIF) district~~, created by the Village, promotes development that otherwise would not take place by enabling the Village to offer~~encourages development by offering developer incentives and infrastructure improvements to developers and land owners publicly-owned and improved land for sale to commercial developers.~~ The Village could also encourage the redevelopment of existing structures and the development of new structures and ensure that the designs whose developments meet the standards and goals established for the community. ~~In addition, economic development incentive revolving loan fund programs could be established to assist in financing commercial projects that meet the goals of the Village.~~ The Riverside Drive and Webster Avenue Corridor Study recommended amending the boundaries of TID#1, to include the development areas identified in the study. The Village Board approved this amendment in September 2015.

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Although Allouez has limited acreage available for new commercial development, it has promoted quality design and made the most of the limited land that is available. It is important that the Village wisely use any resources available to it to attract new businesses. The Village can take advantage of the Fox-Wisconsin Heritage Parkway project for an increase in tourism and economic development.

The Village is presently a member of Advance, a branch of the Green Bay Area Chamber of Commerce. Advance acts in part as an informational and referral service for potential businesses and industries looking to locate in Brown County. This enables businesses and industries to hear about Allouez when it otherwise may have no knowledge of the opportunities available in the Village.

Village Economic Development Revolving Loan Funds

The village should take a role in actively marketing the Brown County Revolving Loan Fund that can provide low interest loans to businesses that would generate new employment opportunities and corresponding expansion of the Village's tax base. Similarly, the Village should market other existing angel investment and micro loan funds that more specifically address the needs of entrepreneurial and start-up enterprises. Through its partnership with Advance, the economic development division of the Green Bay Chamber of Commerce, the Village of Allouez has access to developmental opportunities and grant information for the business community, as well as economic development marketing services. Additionally, the state of Wisconsin through its Wisconsin Economic Development Corporation (WEDC) has a large number of grant, tax credit, and low interest loan programs for retention of area companies as well as those in the startup phase and those experiencing business growth and the

Figure 2-9
TIF District Parcels
 Village of Allouez, Brown County, WI

