

# Memo

To: Plan Commission

Fr: Trevor Fuller, Planning and Zoning Administrator

Re: APPROVAL OF PETITION FROM MAYFLOWER GREENHOUSES, INC. – REQUESTING PLANNED DEVELOPMENT DISTRICT ON PARCELS AL-125-7 & AL-125-8; LOCATED AT 3241-3245 RIVERSIDE DRIVE

Date: 19 January 2016

Attached are the proposed plans submitted by Mayflower Greenhouses, Inc. for the preliminary review of the planned development district at 3241-3245 Riverside Drive (attachments 1A, 1B, 1C). A representative from Mayflower will be present at the meeting to talk about the project and answer any questions.

## Planned Development District Process

The PDD process offers both the village and the developer flexibility from the zoning code. Not all details of the plan need to be consistent with what is required in the zoning code, but deviation from the zoning code should be to promote a development that is innovative in design, character, and quality.

The Plan Commission is asked to make a decision on the preliminary plan review of the Mayflower proposal. Site specific details of the project should be discussed and concerns should be brought to the attention of the developer, however, preliminary plan approval or disapproval should be on project principle only – whether or not the proposed project would be consistent with the purpose, spirit, and intent of the Village Comprehensive Plan, other village development plans, and the purpose defined in village ordinance 11.25(C).

The petitioner is not prohibited from resubmitting the same or different proposal in the future if preliminary approval is not obtained. Furthermore, approval is preliminary only and does not bind the Village of Allouez to final approval of the project.

## Staff and Plan Commission Recommendation

Staff has reviewed the presented plans and has shared initial comments with representatives from Mayflower (see attachment 2A).

Given that the proposed use is an allowed use in the existing underlying zoning, staff recommends preliminary approval of the proposed project concept. The developer should continue to work with staff in developing a final site plan that is consistent with the Village of Allouez Comprehensive Plan and meets the necessary permit requirements.

The Plan Commission is asked to recommend to the Village Board to approve, not to approve, or table Mayflower's PDD petition.

*\*\*Note if the recommendation is not to approve, reason for the recommendation must be provided. The Plan Commission can only table a decision for up to two months.*



## Impact Analysis Report for:

3241/3245 Riverside Drive

Allouez, WI 54301

### **Mayflower Greenhouse - Allouez Store**

Our project is a development of the current empty property that formerly held the "Town and Country" Supper Club at 3241 and 3245 Riverside Drive in Allouez. The village of Allouez recently acquired this property and has accepted an offer to sell the property to Mayflower Greenhouse, Inc. The Village of Allouez has insured that the zoning for this property is appropriate for the intended use of a new retail outlet for Mayflower Greenhouse. Mayflower Greenhouse has selected this site as an ideal location for an opportunity to expand our business into Allouez. We are excited to be part of the transformation of the Riverside corridor. This site gives us everything we are looking for: consistent traffic along Riverside Drive and surrounds us with a desirable residential customer base.

Commercially zoned property exists to the north. There are residential properties to the east and south. Current zoning to the west is unknown to us. The property to the west is a large property currently for sale. The layout plan will meet setback rules and we will follow all of the guidelines set out to accommodate our residential neighbors. The site plan consists of a 3000 square foot building that will incorporate a "glass" Greenhouse within the structure. There will be connecting classic greenhouses connected on the rear of the building (east side) adding an additional 2800 square feet. As the property is close to 2 acres there will be plenty of parking and bike rack accessibility. During the spring, summer and fall, we will have full plant and container displays viewable to Riverside. We currently have no plans to eliminate the trees from the site. The site currently has a fence running along the south and east sides as a barrier to the residential properties they adjoin. We will retain and improve the fence to insure privacy for those residences.

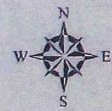
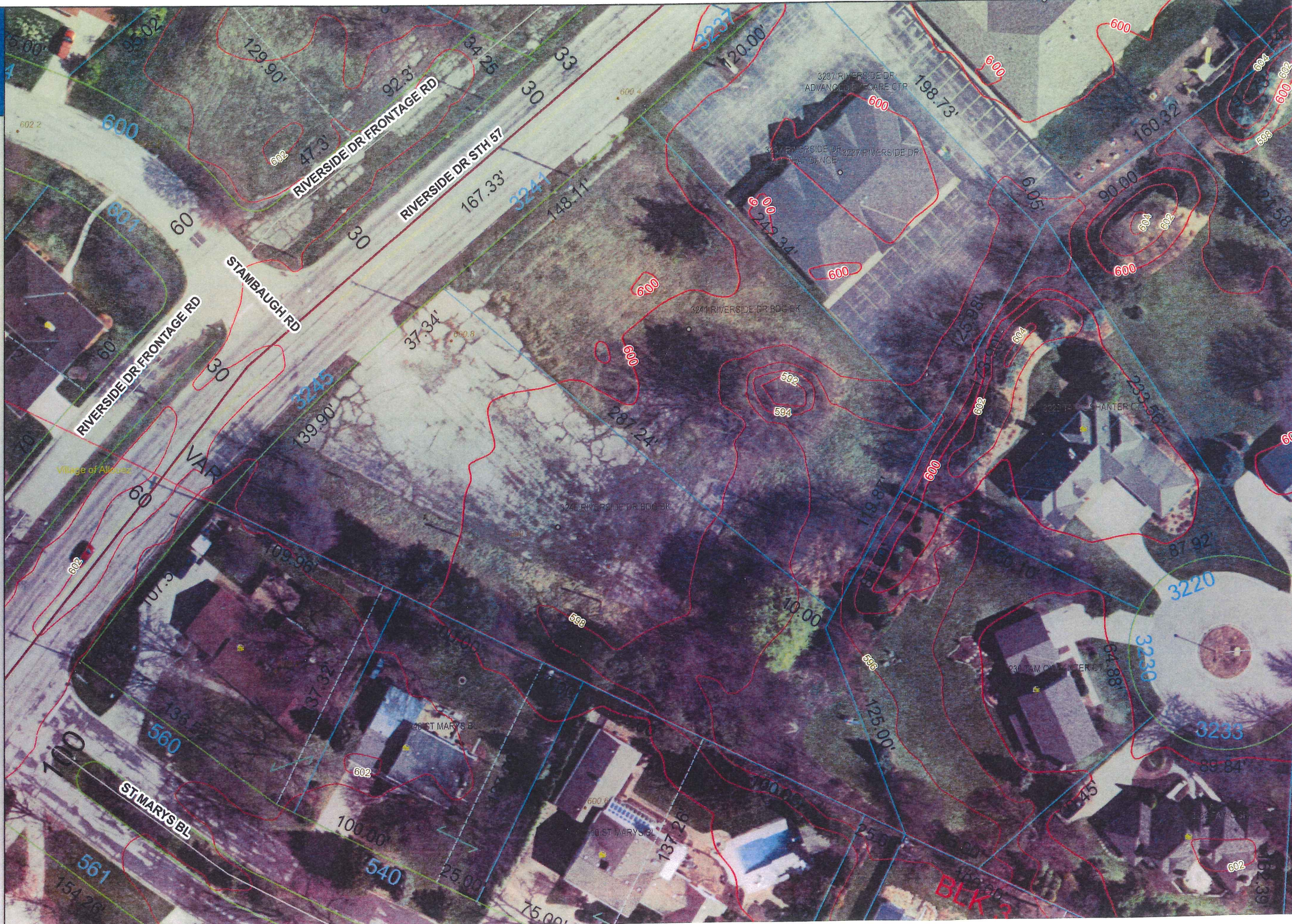
Anticipated impacts to the site and adjacent neighborhood are expected to be entirely positive. Mayflower Greenhouse is the leading design greenhouse in NE Wisconsin and we will not only beautify the current property but give Allouez residents an additional resource to make their own properties even more beautiful. Our unique building proposal and fantastic plant displays will immediately improve the current lot and enhance the entire corridor. Proposed hours of operation will be 8 AM to 7PM on most days. Seasonal demands in April, May and June will expand hours while winter hours will be contracted to some degree. We expect brisk traffic during the spring and summer seasons and normal retail traffic the rest of the year. We will be conducting regular workshops and classes throughout the year that are often started at 6-6:30 PM and have 2 hour duration. This site enjoys 2 driveway connections to Riverside Drive which will allow easy in and out traffic flow. There is existing parking lot lighting which we will retain and improve. Security lighting around the building will be employed during hours while business is closed and parking lot lighting will be dimmed but remain on during this time.

This store will not be a production facility. All plant production will occur at our west side location and plants and hard goods will be delivered to this location by our own vehicles. Any commercial deliveries will be during business hours.

Since this site is technically a redevelopment, utility services currently exist to service building and entire site. All utility services will be upgraded as needed to accommodate our needs and abide by the codes that dictate them. The site function will be improved to accommodate storm water and drainage concerns. Our surveyor is currently working with the village to address these issues. The Blacktop and gravel parking lot that is proposed should help mitigate some drainage issues. This project should have no negative impacts to village services or schools. Five Allouez residents are already in place as employees and we will add additional Allouez residents as employees when we near completion. We also have an Allouez based contractor constructing the building. The store will create an entirely new tax revenue for the village and will enhance the look of Riverside Drive.

If the PDD process proceeds as we have planned with the village, we will pour the foundation in February and start construction in mid-March. As the center section of the building is a glass greenhouse structure, this portion of the construction will be accomplished in only a few days. The same is true for the classic style greenhouses attached to the back of the building on the east side of the property. The remaining normal construction (framed/stick built) will commence at the same time as the greenhouse construction. The entire facility should be completed and open for business by the first week of May, 2016. The design of this structure, while deviating from normal design requirements (thus the PDD process), will add a unique "wow" factor to the Riverside corridor. This business will strongly contribute to the Village's vision for the new look and purpose of Riverside drive and add beauty and cache to the street and neighborhood.

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To Enter Title>>

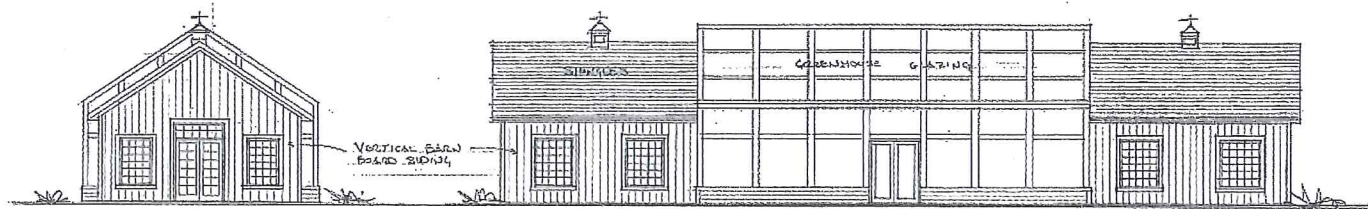


1 in = 50 ft  
Original page size:  
17" x 11"

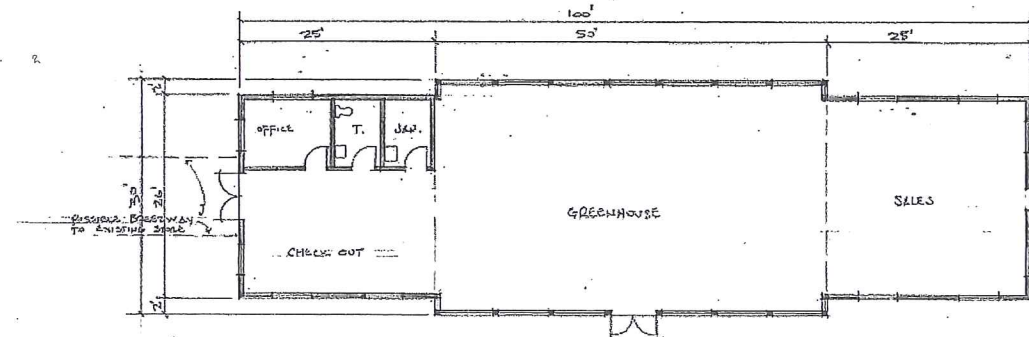
This map is intended for advisory purposes only. All boundaries shown on this map are general representations only and should NOT be used for legal documentation or boundary survey determinations. This information is based on sources believed to be reliable, but Brown County distributes this information on an As Is basis. No warranties are implied.



# Building to face Riverside Drive



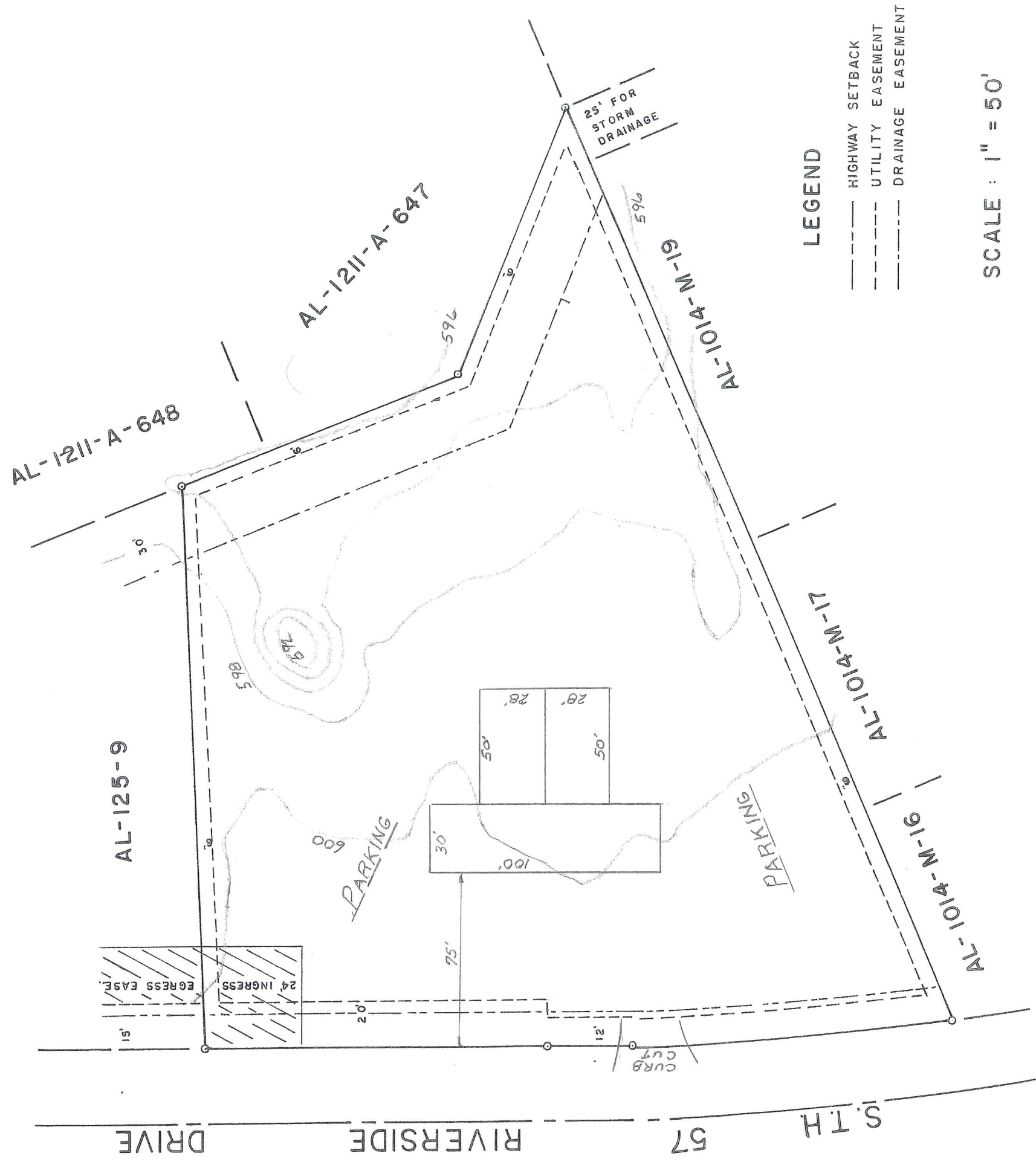
SCALE: 1/8" = 1'-0"



FLOOR PLAN SCALE: 1/8" = 1'-0"

<small>NOTE: ALTHOUGH EVERY EFFORT HAS BEEN MADE IN PREPARING THESE PLANS AND CHECKING THEM FOR ACCURACY, THE CONTRACTOR MUST CHECK ALL DETAILS, DIMENSIONS &amp; CONDITIONS AND REPORT ANY DISCREPANCIES TO THE ARCHITECT BEFORE CONSTRUCTION.</small>	<b>LLOYD CARPENTER ARCHITECT LLC</b> 2683 Maple Hills Dr., Green Bay, WI 54313 Office: (920) 434-0753 Cell: (920) 655-3929 Carp.arch@gmail.com	DATE: 05/02/15 FILE: _____ JOB NO: _____
	PROPOSED BUILDING MAYFLOWER GREENHOUSE DE PERE, WI	1

# TAX PARCELS 125-7 & 125-8

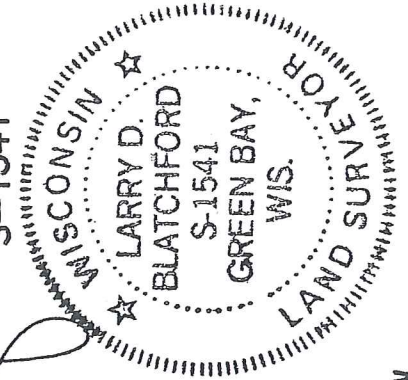


# Certified Survey Map

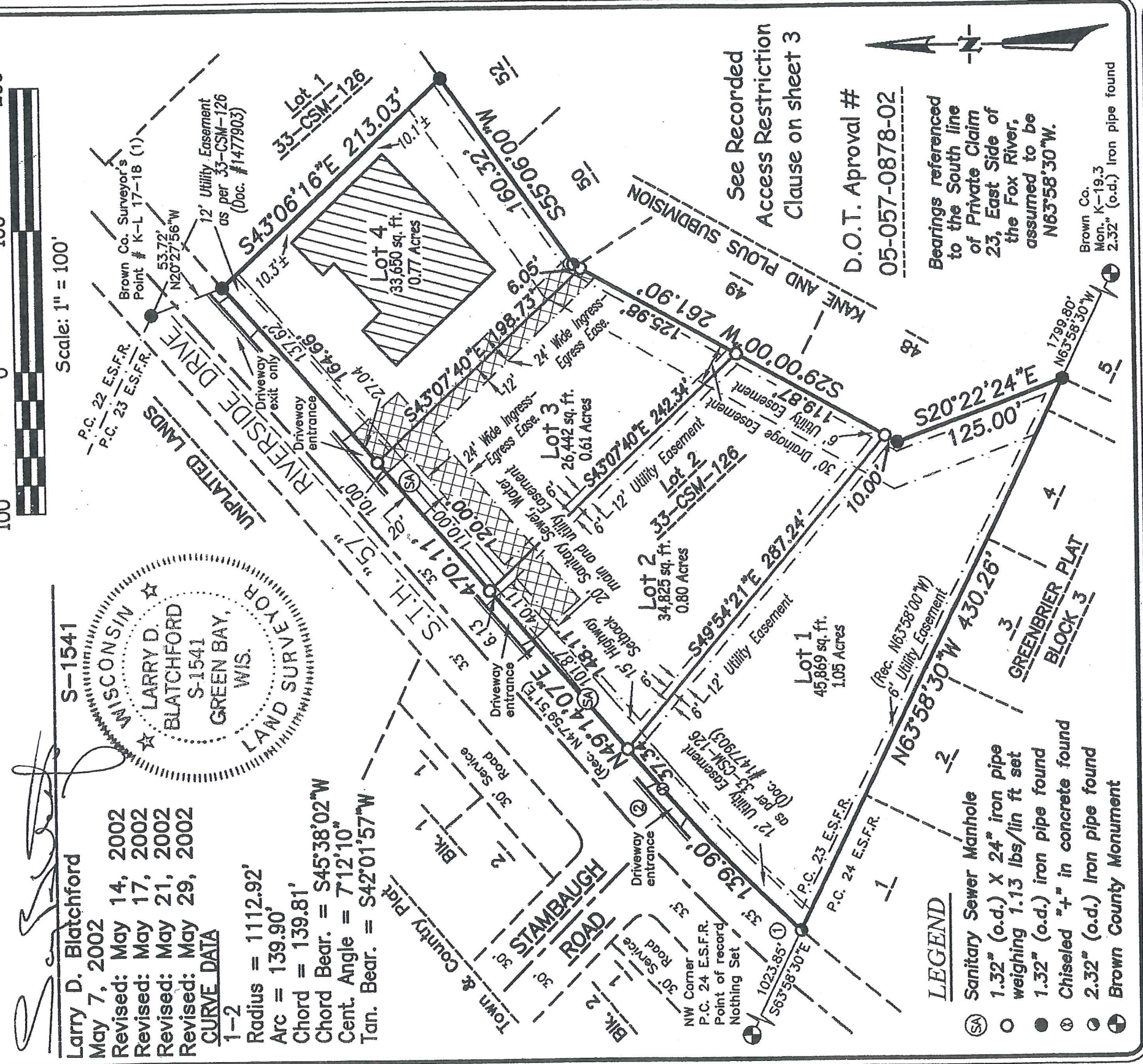
I, Larry D. Blatchford, Registered Land Surveyor, do hereby certify that I have surveyed, divided and mapped all of Lot 2, Volume 33, Certified Survey Maps, page 126, Map Number 5095, Brown County Records, being located in Private Claim 23, East Side of the Fox River, Village of Allouez, Brown County, Wisconsin, more fully described on sheet 2:

That such plat is a correct representation of all the exterior boundaries of the land survey and the division thereof. That I have made such a survey, land division and plat by the direction of the owners listed hereon. That I have fully complied with the provisions of Chapter 236, section 236.34 of the Wisconsin Statutes, the Village of Allouez, and the Brown County Planning Commission in surveying, dividing and mapping the same.

*[Signature]*  
**Larry D. Blatchford**  
 S-1541  
 May 7, 2002  
 Revised: May 14, 2002  
 Revised: May 17, 2002  
 Revised: May 21, 2002  
 Revised: May 29, 2002



**CURVE DATA**  
 1-2  
 Radius = 1112.92'  
 Arc = 139.90'  
 Chord = 139.81'  
 Chord Bear. = S45°38'02"W  
 Cent. Angle = 7°12'10"  
 Tan. Bear. = S42°01'57"W



Client: Tom Calaway Date Drafted: May 3, 2002 AutoCAD No.: K-18576c.DWG Drafted By: BAR	Scale: 1"=100' Tax Parcel Number XXXX	<b>Mau &amp; Associates</b> LAND SURVEYING & PLANNING CIVIL & WATER RESOURCE ENGINEERING Phone: 920-434-9670 Fax: 920-494-9672	Sheet One of Four Project No.: K-18576 Drawing No.: L-5674
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# Eastside Mayflower Greenhouse Proposal





# Example of Designed appearance from Riverside Drive



## Preliminary PDD Review – Staff Comments

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**Site:** 3241-3245 Riverside Drive (Parcels AL-125-7 & AL-125-8)

**Developer:** Mayflower Greenhouses, Inc.  
Attn. Chris Beno

- Zoning Department review:
  - The use is an allowed use in the existing underlying zoning district.
  - The proposed size of the building allows for plenty of room to meet the setback and parking requirements.
  - A CSM should be completed to combine the two lots and to section off the triangle in the rear as requested in the contract.
- Fire Department review:
  - No immediate concerns with the proposed use.
- Parks, Recreation, and Forestry Department review:
  - No concerns at this time.
- Public Works Department review:
  - No requirements needed at this time, however, an erosion control and stormwater management plan will be required for the development. Stormwater treatment will need to be provided either on-site or possibly purchased from the village. It will also be necessary to control the rate of runoff even if treatment is not provided.
  - Access to Riverside Drive must be obtained from WisDOT as the driveway is proposed on Riverside Drive.

**Date Reviewed:** January 19, 2016

**Comments Submitted By:** Trevor Fuller, Village of Allouez Planning & Zoning Administrator