

Memo

To: Plan Commission

Fr: Trevor Fuller, Planning and Zoning Administrator

Re: DISCUSSION OF 2015 PLAN COMMISSION ANNUAL REPORT

Date: 22 December 2015

Attached is a draft of the 2015 Plan Commission Annual Report. The report includes a list of the major accomplishments by the plan commission for 2015, a proposed schedule of tasks for the plan commission to work on in 2016, different opportunities for the commission to increase their knowledge, as well as possible future tasks the commission might want to consider focusing on. Suggested changes are noted in red.

Plan commission is asked to review the draft and identify additional tasks or initiatives the commission would like to cover in 2016.



Allouez Plan Commission 2015 Annual Report

Prepared by Plan Commission/Staff

JANUARY 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. Recommended implementation of a of a CSM review fee.~~
- ~~ix. Village Board engaged a consultant to conduct a corridor study for Riverside Drive and Webster Avenue.~~
- ~~x. Engaged Economic Development Committee by receiving a presentation by Fred Monique, Green Bay Chamber Advance, on economic development analysis process.~~
- ~~xi. Supported Historical Preservation Committee plan for an Intensive Historical and Architectural Survey.~~
- ~~xii. Engaged Historical Preservation Committee by receiving a presentation on the Intensive Historical and Architectural Survey of Allouez.~~
- ~~xiii. Monitored development of the Transportation Alternative Programs (TAP) Grant for Safe Routes to School improvements at Webster.~~
- xiv. 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**
- ~~xv. Provided input on the reconstruction design of Webster Avenue railroad overpass. The input was not used to improve the functional design as commission members had hoped.~~
- xvi. Submitted a Plan Commission Annual Report for **2014**.

b. 2015 Actions:

- i. CSM review ~~and approval~~ recommendations:
 1. **1910 S Webster Avenue, accept and place on file.**
- ii. Planned Development District review ~~and approval~~ 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 ~~and approval~~ 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. Recodification: Provide input to the consultant on chapters covering planning, zoning and related sections.~~
- d. Corridor Study:
 - ~~i. Provide input to corridor study consultant for Riverside Drive and Webster.~~
 - 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 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.
- ~~e. Raze Ordinance / Historic Preservation: Review and recommend refinement to ordinance changes proposed by the Historical Preservation Committee. Recommend to Village Board. [Completed.]~~

- f. 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**
- g. **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. Update Bicycle and Pedestrian Plan:

 - i. Determine an approach to the update.
 - ii. Distinguish from Safe Routes to School Plan
 - iii. Enhance the transportation focus.
 - iv. Incorporate recent and planned roadway improvements.
 - v. Set access and safety priorities for future roadway work.~~
- c. Engage Committees of the Village Board to consider programs of common concern:
 - i. Economic Development Committee:
 - ~~1. WEDC Connect Communities program.~~
 - 2. Develop a map of vacant properties available for redevelopment.
 - 3. 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 potential historic districts.~~
 - 2. 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. 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 1st 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 1st 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 1st alternate)

2nd alt 04/30/17

3rd alt 04/30/17

Administrative Staff:

Brad Lange, Village Administrator
448-2800 ext. 106
brad@villageofallouez.com

Trevor Fuller, Planning and Zoning Administrator
448-2800 ext. 134
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