

Memo

To: Village Board

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: 27 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 Village Board 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.

Plan Commission reviewed the attached plans at the January 2016 meeting. At this meeting, Plan Commission made the recommendation on a 7-0 vote to the Village Board to approve the preliminary PDD as presented (see attachment 3A).

The Village Board is asked 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.*

VILLAGE OF ALLOUEZ
PLANNED DEVELOPMENT DISTRICT PETITION
(\$500 required petition fee)

**The petitioner must complete and submit all items required in developer's checklist for PDD.

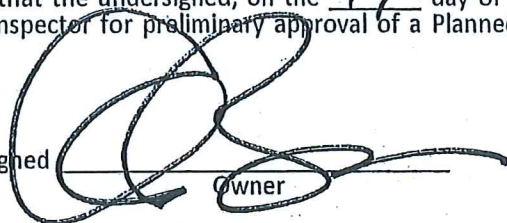
Name of petitioner: MAYFLOWER GREENHOUSE INC Phone: _____

Address: 3241/3245 RIVERSIDE DRIVE

The legal description of the property under consideration (parcel # & street address):

AL-125-7 & AL-125-8
3241/3245 RIVERSIDE DRIVE, ALLOUEZ 54301

Please take note that the undersigned, on the 19 day of JAN., 2016 petitioned the Allouez Building Inspector for preliminary approval of a Planned Development Project within the Village of Allouez.

Signed  _____
Owner

Date 1/19/16

Signed _____
Petitioner

Date _____

ACKNOWLEDGMENT AND NOTICE OF BUILDING INSPECTOR

I, _____, Building Inspector, Village of Allouez, Brown County, Wisconsin, do hereby acknowledge receipt of the attached petition of _____ for preliminary approval of the planned development project described therein.

Fee received in the amount of _____ on _____, 20____.

Signed: _____
Building Inspector



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.

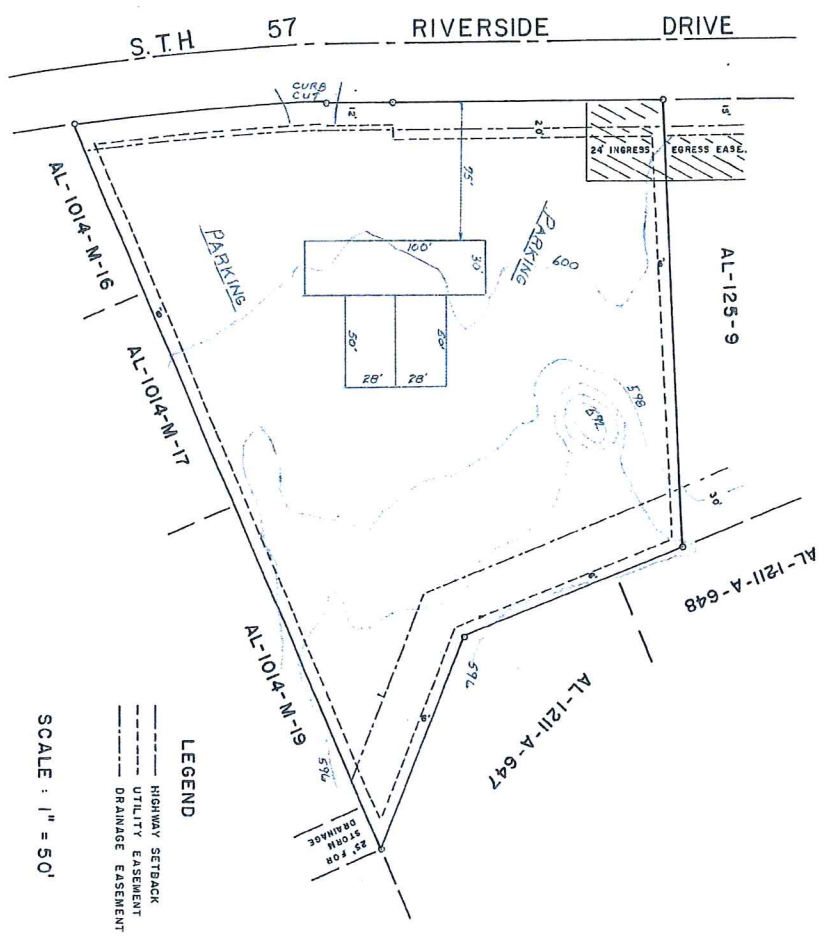
This store will not be a production facility. All plant production will occur at our west side location and plants and hard goods will be delivered to this location by our own vehicles. Any commercial deliveries will be during business hours.

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.

TAX PARCELS 125-7 & 125-8

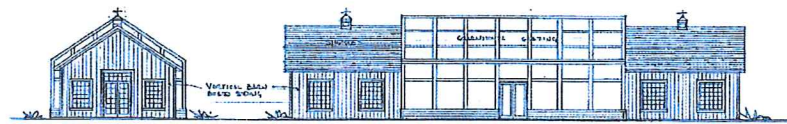
1B



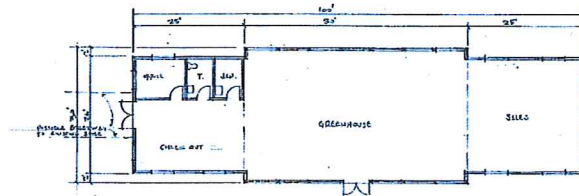
LEGEND
--- HIGHWAY SETBACK
--- UTILITY EASEMENT
--- DRAINAGE EASEMENT

SCALE : 1" = 50'

Building to face Riverside Drive



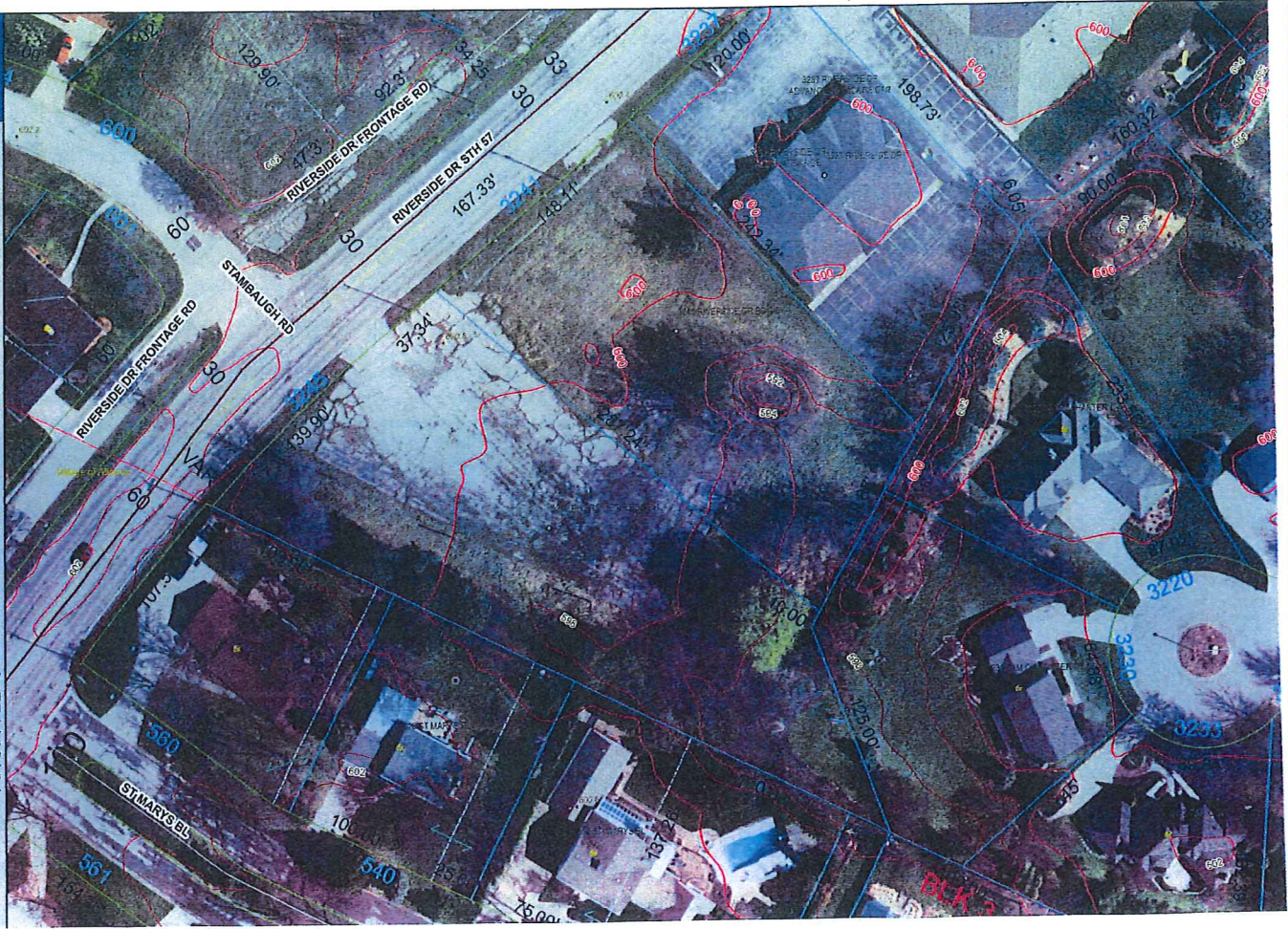
SCALE: 3/8" = 1'-0"



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

<p>NOTE: ALL DIMENSIONS UNLESS OTHERWISE SPECIFIED SHALL BE IN FEET AND INCHES. DIMENSIONS SHALL BE TO FACE UNLESS OTHERWISE SPECIFIED. ALL WORK SHALL BE ACCORDING TO THE LATEST EDITIONS OF THE BUILDING CODES AND SPECIFICATIONS.</p>	<p>LLOYD CARPENTER ARCHITECT LLC 2014 High St., One Fl., St. Louis MO 63103 (314) 433-1111 www.lloydcarpenter.com</p> <p>POPOSEO BUILDING MAFLOWER GREENHOUSE DE PERE, WI.</p>	<p>DATE: 10/1/14 SHEET: 1 OF 1 1</p>
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<<Double Click Here
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.



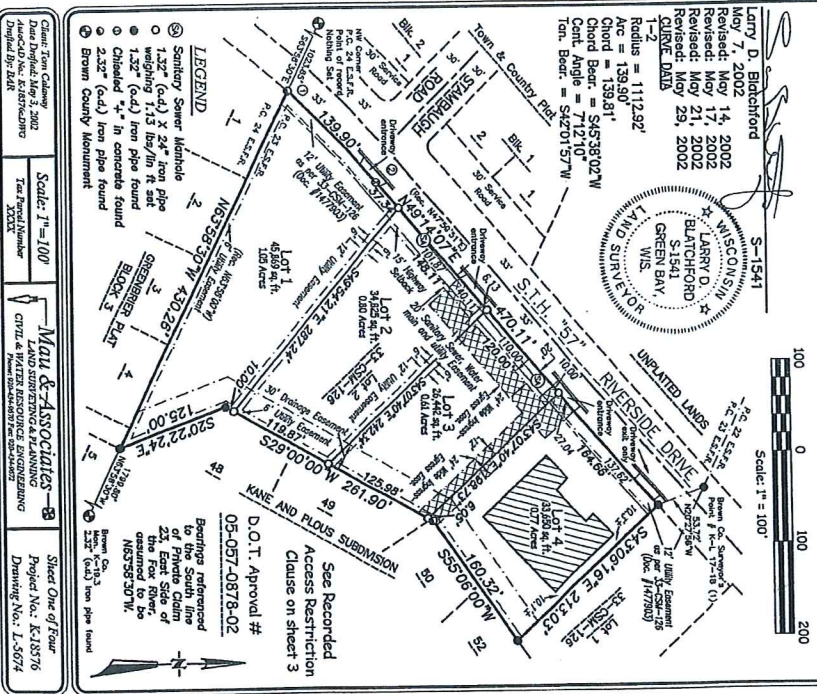
Map Printed 1/15/2016
by patszoring_tempt

Certified Survey Map

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

That such plot 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 plot 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 Alouez, and the Brown County Planning Commission in surveying, dividing and mopping the same.

Larry D. Batchford
 May 7, 2002
 Revised: May 14, 2002
 Revised: May 17, 2002
 Revised: May 21, 2002
 Revised: May 29, 2002
 CLIVE D.M.
 1-2
 Radius = 1112.92'
 Arc = 139.50'
 Chord = 139.50'
 Chord Angle = 71.210°
 Town Bear. = S42°01'57"W



- LEGEND**
- ⊙ Sanitary Sewer Manhole
 - 1.32" (o.d.) X 24" iron pipe weighing 1.13 lbs./lin. ft. set
 - 1.32" (o.d.) iron pipe found
 - Chiselled "x" in concrete found
 - 2.32" (o.d.) iron pipe found
 - ⊙ Brown County Monument

See Recorded Access Restriction Clause on sheet 3

D.O.T. Approval #
 05-057-0878-02

Bearings referenced to the South line of the East Side of the Fox River, assumed to be N85°55'07"W.

Client: Tom Chalmers 2002 Survey No. 190A310 Amended No. K1876876 Drawn by: B.M.	Scale: 1"=100'	Map & Associates - 8 CIVIL & WATER RESOURCES ENGINEERING XXXX	Sheet One of Four Project No.: K1876 Drawing No.: E-5074
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THIS IS AN
 OFFICIAL RECORD
 OF A PUBLIC RECORDS
 INTERESTS TAX OFFICE

10

Eastside Mayflower Greenhouse Proposal



Example of Designed appearance from Riverside Drive



Preliminary PDD Review – Staff Comments

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

January 25, 2016 (Plan Commission Meeting)

**PLAN COMMISSION MEETING
MONDAY, JANUARY 25, 2016
6:00 PM, ALLOUEZ VILLAGE HALL**

CALL TO ORDER/ROLL CALL

Chairperson Kornowske called the meeting to order at 6:00 p.m.

Present: W. Kornowske, H. Ropp, P. Dart, K. Hansen, R. Retzlaff, J. Wheeler, A. Kowalzek-Adrians

Excused: H. Nohr (alternate)

Also Present: B. Lange, T. Fuller

MODIFY/ADOPT AGENDA

Motion by Retzlaff / Dart to adopt the agenda as modified. Change the date of the meeting from “2015” to “2016.” Motion carried.

MINUTES FROM NOVEMBER 23, 2015

Motion by Dart / Retzlaff to approve minutes from November 23, 2015 as modified. Clarify that the developers were presuming to have an ingress/egress easement from the adjacent property owners under the Capital Credit Union action item. Motion carried.

ANNOUNCEMENTS

- a. Staff announced that the Village Board approved the Site Plan Review petition from Capital Credit Union. Capital Credit Union presented a copy of the perpetual easement agreement with the neighboring property owner.
- b. Staff announced that the next UW-Extension Planning and Zoning Teleconference will be on February 17th from 10:30a.m.-12:00p.m. The topic of the teleconference will be “Promoting Local Protection of Wetlands and Updates to the Shoreland Zoning Program.”
- c. Fox-Wolf Watershed Alliance presentation on the Fox River and East River TMDLs – Jessica Schultz and Genevieve Vander Velden gave a presentation covering an introduction to the stormwater permit, TMDLs, ways to meet permit requirements, and watershed initiatives.

PUBLIC APPEARANCES

Jim O’Rourke 2339 Oakwood Avenue

- o Would like the plan commission to address issues of safely getting across Riverside Drive to the Fox River Trail and implementing “complete streets” concepts when reviewing the development proposal at the old Town and Country Supper Club property (3241-3245 Riverside Drive).
- o Proposed the following considerations:
 - Recording a perpetual 20-foot public easement for pedestrian access along an existing stormwater easement on the east side of the property and along an existing utility easement on the north side of the property to the location of the proposed WisDOT

January 25, 2016 (Plan Commission Meeting)

pedestrian refuge island on Riverside Drive. This path would follow the historic Doty Creek bed and help to connect the neighborhood that developed on the Town and Country Golf Course with Sunlight Park.

- “Swapping” land with the neighboring eye clinic to compensate for the lost parking as a result of the reconstruction.
- Providing pedestrian connections to the Town and County neighborhood by linking cul-de-sacs to Riverside Drive by sidewalks – “walking loops.”
- Use the profit made from selling the old Town and Country Clubhouse property to put in walking loops and completing the Corridor Study.

Becky Nyberg, 214 Simonet Street

- Has worked with Allouez Walks and Bikes! since 2004. One of the original goals of the group was to provide safe crossings on Riverside Drive.
- Encourages the village to look at the work the Ad Hoc Bicycle and Pedestrian Committee is doing when reviewing development plans.
- Allouez is a great location in the greater Green Bay area, but alternative transportation opportunities are what will attract younger families to move to the community.

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

Chris Beno, Mayflower Greenhouse Inc. and Richard Huxford, Huxford Surveyors Inc. gave an overview of the project. Overview included the following:

- Education and retail outlet location:
 - This location will offer educational classes similar to those offered at the main store on the west side of Green Bay.
 - This location will not be a production facility and will sell mainly “hard goods” (e.g. furniture, plants, etc.).
 - This location will also provide a coffee and tea bar.
- Exterior finishings and appearances:
 - Barn wood or board and batted wood siding and a glass greenhouse will face Riverside Drive.
 - Metal roof.
 - Plant display facing Riverside Drive.
- Construction costs and local economic benefits.
- Encourages bicyclists and pedestrians.
- Traffic flow and parking plans.

The committee discussed the following:

- A pedestrian easement as proposed by O’Rourke.
- The proposed DOT plans for the area during reconstruction.
- The existing easements on the property.
- Sidewalk plans for the area.
- Plans to get a new CSM.
- The back triangle.
- Construction timeline.
- The PDD vs. and SPR process.
- Parking needs and requirements.

January 25, 2016 (Plan Commission Meeting)

- Level of activity.
- Access to Riverside Drive – ingress/egress.
- Existing electrical fixtures and future lighting plans.
- Sound coming from the property – specifically loud speakers on the property.

Retzlaff / Hansen moved to recommend preliminary approval with the condition village staff examine adjoining neighborhoods to see what pedestrian connectivity can be preserved for future development should it become advantageous based on the fact that the easements currently exist. Motion carried.

ACTION RE: RECODIFICATION PROJECT

Staff explained that General Code is the consultant firm that has been working on the recodification project in the village. Staff was directed to remove the ordinance questions posed by General Code that had obvious answers (i.e. questions that were updating statute or ordinance references) and present the questions that needed additional thought. Staff presented these questions that required additional thought to the commission for input.

Questions included:

- Day-care centers in “C” Professional Office and Residence District zoning classification.
- Conditional uses in “C” Professional Office and Residence District zoning classification.
- Parking in High Rise District zoning classification.
- Setbacks for public and semi-public buildings in “A” and “B” Residence Districts and Commercial District zoning classification.

Dart / Ropp moved to accept the revisions presented by staff, with the suggestion of revising the parking requirements in the High Rise District to 1.5 parking spaces total, with no requirement of the spaces being covered or uncovered. Motion carried.

DISCUSSION OF 2015 PLAN COMMISSION ANNUAL REPORT

Staff presented the draft of the 2015 Plan Commission Annual Report and went over the major changes. The committee suggested adding the task of updating our “Official Map.”

The draft will come back for action at the next meeting.

DISCUSSION OF SIGN CODE

Staff provided the commission with examples of how other communities allow for flexibility in their sign code for multi-tenant monument signs, as well as how these communities restrict the total area of electronic message centers. Staff also showed renderings of the different size signs referenced.

The commission reviewed the examples and discussed the following:

- Height of signs and how height is calculated.
- Different business nodes in the village and in other communities (e.g. business nodes located in close proximity to highways).
- Size of electronic message centers.
- Business address/block number featured on the sign.