

# Memo

To: Plan Commission, Village Board

Fr: Trevor Fuller, Director of Planning and Community Development

Re: ACTION RE: APPROVAL OF SITE PLAN & DESIGN REVIEW REQUEST BY HIGHLAND VENTURES FOR THE ADDITION AND REMODEL PROJECT OF THE PROPOSED DOLLAR GENERAL LOCATED AT 3921 S. WEBSTER AVENUE, PARCEL AL-1724-4-1 (current vacant Family Video property)

Date: 11 May 2023

A request for a site plan was received from Highland Ventures for the proposed Dollar General addition and remodel project at 3921 S. Webster Avenue (current vacant Family Video property).

The property is classified as a “Storefront Building” under the MX2 (Neighborhood Mixed-Use) zoning district. See the plan and staff comments.

A design exception request was also submitted for this project. Staff recommends approving the site plan review with the condition that the items that do not meet code requirements be satisfied through the design exception request. All items not requested and approved under the design exception request must meet code requirements.

The Plan Commission recommended approval of the site plan with staff comments at the April 24, 2023 meeting, contingent on evidence that a full-sized semi-truck can maneuver in and out of the site.

**The Village Board is asked to review the request and determine whether to approve, deny, or table the site plan and design review request. If the decision is to table the request, a date or milestone should be included in the motion. The motion should include any contingencies with the approval or denial of the request.**



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**Site:** 3921 S. Webster Avenue (Parcel AL- AL-1724-4-1)  
**Development:** Dollar General Development  
**Developer Representatives:** Not provided  
**Application:** Not provided  
**Review Fee:** Not provided  
**Review Type:** Site Plan & Design Review (existing structure not subject to review – site and addition only)

## Site Plan & Design Review – Staff Comments

Zoning district		MX2 – Neighborhood Mixed-Use District		
Building use		Retail Sales (permitted)		
Building type		Storefront		
		Required	Provided	Notes
Height		Ground floor height between 14'-18'	13'	Staff can grant a design exception for up to one foot.
Lot	Area	Existing	N/A	
	Frontage	Existing	N/A	
	Impervious Surface	75% maximum	72.6% (33,382SF impervious)	Not updated
Setback/ Build-to	Front (build-to)	5'-20'	N/A	Existing non-conforming feature not made worse with addition.
	South Side (build-to)	0'-15'	15'	
	North Side (setback)	7.5'	30'	
	Rear (setback)	25' for lots abutting residential districts	15'	
	Occupancy	Occupancy in the first 20' of the building on street side (mechanical equipment and storage not permitted)	Standards not met	Staff can grant a design variance for up to 15% of the area for 20% of frontage.
Parking	Vehicle Size Bicycle	Retail Sales – 1/400SF (26 stalls)	<del>51</del> 49	
		Varied	Standards met	
		Short-term – 1/5,000SF (3)	Not provided	A bicycle rack which accommodates a U-shaped lock and the ability to secure the bike frame and both wheels for staff use. Must be within 70' of building entrance. Also maintain the rack out of the pedestrian zone. See <a href="#">Section 475-804(C)(1)</a> .  Please update with model and number shown in email dated 04/25/2023
Access	Automobile	Existing	N/A	

Pedestrian		<p>ADA compliant sidewalks</p> <p>Continuous sidewalk access needed from the street sidewalk to the entrance.</p>	Standards not met	<p><del>Parked vehicles should not overhang so as to make the sidewalk less than 5' wide.</del></p> <p>Ramp detail should be shown in construction documents.</p>
Exterior Design	Building Material	Major material required for at least 65% of building face and minor material permitted for 35% of building face maximum; shadow line of at least 2" must be created between changes in material; metal roof only permitted to remain if existing roof is not being replaced; windows required for 55% of building face on street sides, between 2' and 8' up the building; expressed lintels above windows and door openings required; exterior doors should be glass or paneled doors for service doors.	Standards not met	<p>Split faced brick only permitted as a minor material. See major and minor material list <a href="#">Section 475-901</a></p> <p>See <a href="#">Section 475-1502</a> for explanation of measuring transparency.</p> <p>False windows are not permitted. Signs and shelves not permitted to block view into window.</p>
	Building Articulation	Existing	N/A	
	Building Entrance	1 entrance required per every 60' of building frontage on street facing sides	Standards not met	
Lighting		Dark sky compliant, no light directed towards ROW, no more than 0.5FC at commercial property line and 0.2FC at residential property line; lights must be shut off at 10p.m. if business is closed; light color cannot be greater than 3,000 Kelvin	Standards not met	Please provide lighting plan.
Sign		N/A	N/A	Location should be identified, but design is reviewed at time of sign permit. Sign should be shut off at 10p.m. with lights. One wall sign allowed per business. Must meet all other sign requirements.
Fences/Screening		Existing	N/A	
Landscaping		1 Large shade tree per 50' of street frontage or 1 small tree per 30' for areas with overhead utilities – trees do not need to be evenly spaced, but cannot have a spacing greater than 75'; 1 large shade per every 10 parking stalls	Standards not met	<p>Please provide landscape plan.</p> <p><b>14 trees required:</b></p> <p><b>415' of street frontage = 9 trees</b></p> <p><b>49 parking stalls = 5 trees</b></p> <p>Credits for existing trees can be achieved. See <a href="#">Section 475-903(H)(4)</a>.</p> <p>Parking lot tree requirements. See <a href="#">Section 475-903(F)</a>.</p> <p>No more than 35% of the trees can be of the same species.</p> <p>The landscape peninsula near the NW entrance appears to be too narrow to support the tree.</p> <p>Where is snow stored on site currently? Will any of these trees be damaged by snow storage</p>

			or plows?
Mechanical Equipment	All mechanical equipment must be indoors or screened from street view; venting and duct work must meet standards.	Standards not met	Please show exterior duct work and venting detail on elevations.
Dumpster	Concrete pad extending outwards from enclosure; enclosure material to match building façade with opaque gate; location should be on side or rear of the building.	Standards <del>partially</del> met	Existing dumpster location is being improved. Evergreen should be planted along the wall on the west side (Webster Avenue)
Loading	Loading spaces may not be located on a front façade; All off-street loading areas adjacent to R Zoning Districts must be completely screened from view by building walls, fences, plant material at least eight feet in height.	Standards <del>not</del> met	<p>Please consider grass in the area if not necessary for loading.</p> <p>Please consider concrete in this area to match the height of the sidewalk. This will protect the bike rack during winter maintenance activities and avoid any confusion to motorists that may mistake this for a parking stall. This will also help alleviate concerns from neighbors that envision this area as a larger loading dock than it really is.</p> <p>If sidewalk were to be added in the future on the north side of LeBrun, as part of a future village project, this would be a logical spot to connect to the development. Fence should end where possible connection would start.</p>

\*\*All other zoning requirements stipulated in Chapter 475 of Village Ordinances should be met to the highest degree possible.

- Additional comments:
  - Location of construction access – shared drive shall remain accessible to neighboring property during construction.
  - Temporary construction parking shall be contained onsite to the greatest extent practicable. Parking and traffic on municipal streets and adjacent lots should be kept to a minimum and only with prior approval from the Village of Allouez.

**Date Reviewed:** March 30, 2023; April 20, 2023 (changes made between submittals are noted in red); May 11, 2023 (changes made between submittals are noted in green)

**Comments Submitted By:** Trevor Fuller, Director of Planning and Community Development, Village of Allouez