

Town of Green Bay Comprehensive Plan Amendment

Alternatives

July 17, 2018

This is a compilation of the different alternatives I reviewed through the different criteria that I mentioned from the previous meeting. I touch briefly upon all of them, and then return to the option that I think makes the most sense in this context and from what I've heard through the different sessions and conversations.

Do Nothing



The Town already has a zoning code which regulates land use, parking, etc. The Town requires building permits for new construction. The Town can require stipulations for any Conditional Use Permit. Anyone who wants to build new construction will need to provide water and sanitary service, which must be approved through the County.

Town Zoning Tools

- Amend zoning code to get the look you want
 - Signage
 - Setbacks
 - Landscaping
 - Parking

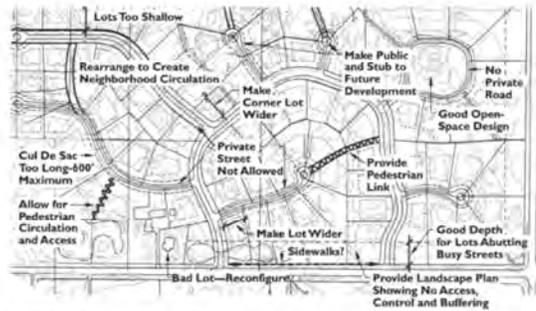


LApus

Next two slides are of individual zoning tools that can be implemented separately or together to achieve desired look. These would then apply across whole town, though, not just to this area. For this option, I'm just thinking of zoning code changes that address physical characteristics, not uses. Zoning can regulate the context, setting standards for time and manner of uses, so there are ways to put certain limits on uses.

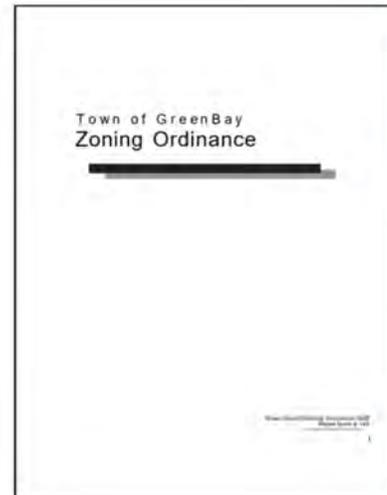
Town Zoning Tools

- Amend zoning code for the process you want – Site Plan Review



SAMPLE MARKED-UP SITE PLAN

Source: Los Angeles



A site plan review process would be done through a zoning code change, and allows for opportunity to review what proposed development would look like and offer an opportunity to evaluate it before anything is approved. The Town would most likely also need to implement additional standards that site plan review would be looking at, such as landscaping, parking, layout, setbacks. The reason to take this approach is to have more specific requirements about how new development should look, mainly for commercial, industrial, and any multi-family residential. This would not be geared towards single-family residential or agricultural uses. A downside to this approach is that it would apply to the whole town, which may be more work and detail than most people want to deal with.

Design Review

- Design review committee
 - Design guidelines for a specific area



Village of Lynbrook, NY

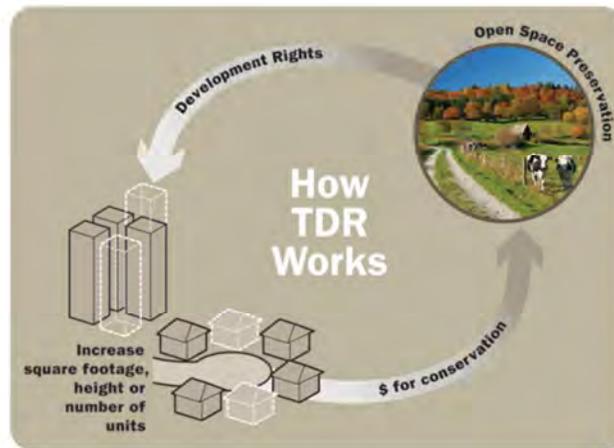


City of Fort Lauderdale

Applies to a specific area, and each development proposal for that area is reviewed by a committee prior to any approvals. Approval may be more subjective, which could make it challenging to determine what's appropriate or not. If specific standards are spelled out, then committee can approach more objectively, which may result in varying styles and layouts of new development. Committee could be made up of group of different people beyond just Town Plan Commission.

Transfer of Development Rights

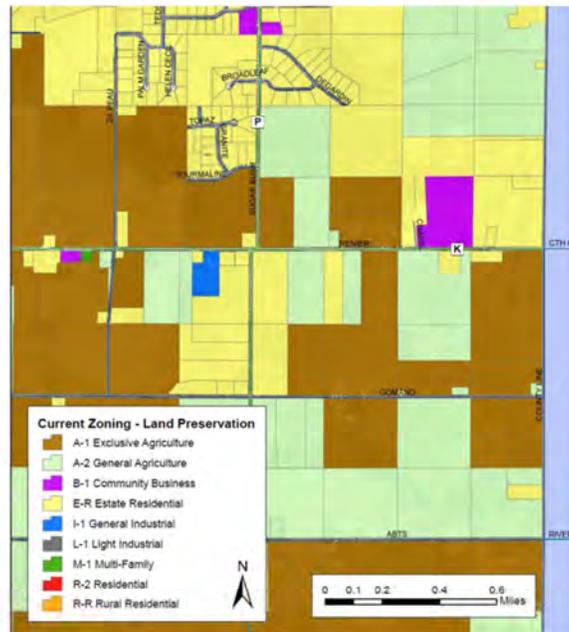
- Transfer of Development Rights (TDR)
 - Development right sold away
 - Purchased by a government or organization to preserve land



Works best when purchasing the development rights to be allowed to do something that wasn't allowed before. A "sending" area would have their development rights purchased, so owner could still do other things on property, just have sold rights to develop. The purchaser would protect the site from future development, and then could develop their site more intensely (however that is determined in the TDR ordinance). The main downsides to this approach is that the Town would need to administer a new program, and that it assumes there is enough land people are interested in preserving AND other places someone wants to develop more intensely than what's currently allowed.

Overlay Zone

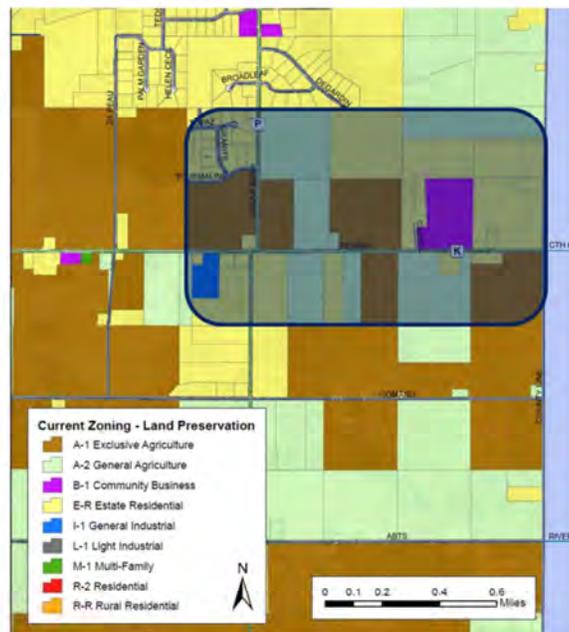
- Existing zoning still in place
 - Permitted uses
 - Standard requirements



An overlay zone would not supplant the existing zoning for any property and the underlying requirements, but would add requirements for a specific area. The goal is to achieve a certain look and character to new commercial, institutional, and industrial development in the defined area. The zoning language would be written to exclude residential or agricultural properties. Any existing buildings or sites would not be required to do anything presently. These requirements would start when new development would be proposed in the specific area. See the next slide.

Overlay Zone

- Specific land area
- Specific zoning requirements for area
- In addition to what's already required for that zone
- A version already exists in the zoning code – Section XV. Planned Residential Development



For the Shrine area, the proposed general overlay shape is shown in the slide. This would not change what's existing, and no property owner would need to do something new or "come into compliance". If something new is proposed to be built within this area, then the Town would require additional developmental standards beyond what's already required in the regular zone. The overlay zone is not something that becomes recorded with the property, or turned into a deed-restricted covenant. It would simply be additional development standards for non-agricultural or any residential beyond single-family residential. The area shown is what's suggested based on a compilation of all the suggested areas that people submitted at the beginning of this process. My thought behind where the line ends is to go beyond the initial roadways so the Town doesn't get into a situation where someone would build something "just across the road" that wouldn't fit. The areas beyond the overlay are largely agricultural, and would require a rezoning to do something different anyway, so those areas are already protected in a certain sense by the exclusive agricultural designation.

The Town already has similar development standards outlined in the Planned Residential Development section of the zoning code. That could serve as a template for what the new zone might look like. Another benefit of this approach would be that it allows for more review time before any permits or changes would be approved, and more opportunity for public input and review.

Any property owner would still be able to rezone their property following the Town's current requirements. If the owner is proposing to build a new commercial, industrial, institutional, etc. building, then they would have to adhere to the additional development requirements.

The overlay zone requirements can be tailored to what the Town wants to see, so it has a range of options available, including landscaping, buffers, building design, etc.

Purchase of Development Rights

- Third-party entity or government purchases development rights from property
 - Conservation easement recorded on title

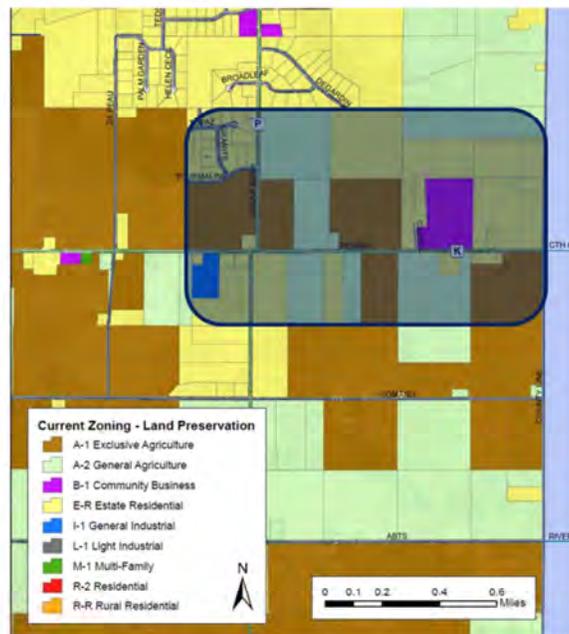


Lexington Herald Leader

Purchase of Development Rights (PDR) is a way to conserve land from future development. This differs from TDR in that a government or organization would purchase the development rights to permanently protect them, but there would be no exchange in allowing some other type of development that was previously restricted. This program is really just about conservation. The challenge is that the purchasing entity would need to have the money to purchase the development rights at a price that suits the owner. The arrangement would be agreed upon; no unilateral taking can happen as a part of a PDR program.

Overlay Zoning – Possible Design Standard Considerations

- Things to incorporate to help achieve desired character and intensity of use
- Require these standards for when new building permit applied for
- Could exempt certain zones or uses from standards such as residential and agricultural



Looking at the different options and weighing them against the different feedback from what I've heard from the Town, the overlay zone option seems to be the best option in this case. It allows the Town flexibility to determine what things are important to see in future development, while still allowing individual flexibility for each property owner. This option would also just cover a set area, not something that would be applied across the entire Town, unless that is a direction that Town wants to go.

Parking Area



The following slides show examples of what the Town could create additional standards on. What I'm trying to show here is not how things should be, but examples of ways to get the type of built environment that the Town wants to see, and the manner in how it's used. The example images aren't to say this is how things will look in the future, just examples of ways to create a certain character.

The image on the left shows a parking area that has no landscaping, and just a barren expanse. The image on the right shows with screening and different wall materials, a site may be effectively screened, and has a sense of definition created between public and private space.

Landscape Buffers



The Lambeau Field area is a good local example of a development with no buffers to it, creating a stark environment, and very abrupt edges.

Landscape Buffers



By comparison, a place like the UWGB campus is also a large land area with a fair number of people going to and from the site. But with the buffers around the site, it's much less noticeable from the edges. These examples show that by using buffers, specifically landscaping, a site may fit much better into its surrounding environment, and even give it a sense that it's a private space.

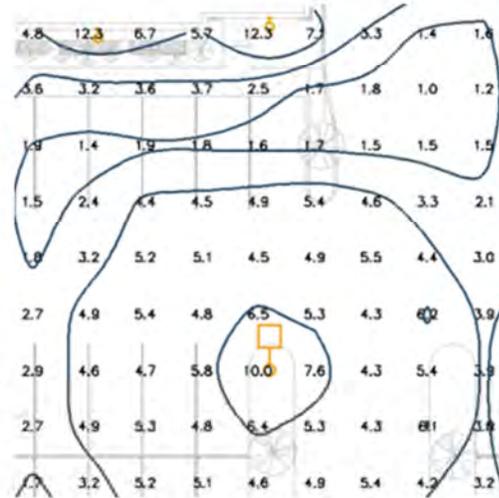
Hours of Operation

- Town may regulate hours of operation in an area/zone



A zoning code may regulate things such as hours of operation. The overlay zone could specify times of operation/activities in the area if the Town wants to keep activity more quiet, and/or preventing something like an all-hours entertainment district from appearing.

Lighting



The Town could consider lighting types and design to ensure that no new development would be excessively bright, and change the feel of the area. The image on the left is an example how to reduce light and glare. The image on the right is an example of a lighting plan, which is a concrete way to look at how bright light will be on a site, and what will be lit up (the smaller the number, the less bright that spot will be in foot-candles). This also provides concrete documentation for the Town to have showing how the lighting will appear, and if the developer does not adhere to the approved plan, the Town may enforce penalties to bring the lighting into compliance.

Signage

- Monument signage with durable materials



A Town may regulate the appearance of signage, and in an overlay area, may choose to have a certain uniform look to signage. This can contribute to the overall character of the area.

Noise

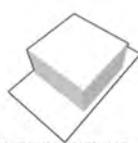
- Town may regulate noise levels and times



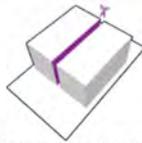
The Town may regulate noise levels to a certain degree, and/or appropriate times for specific noise levels. I would not propose changing or adding anything regarding agriculture, since that is already part of the area and a strong part of the community's character.

Building Massing and Design

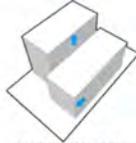
MASSING AND PROGRAMMING



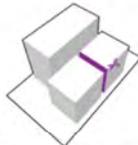
THE MASS STANDS ON THE 345.34 AC SITE.



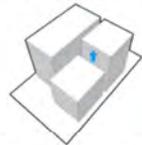
THE SINGLE MASS WAS SPLITTED INTO TWO DIFFERENT MASSES BY THE CORRIDOR IN BETWEEN. THE CORRIDORS WILL THEN BE FUNCTIONING AS A CROSS VENTILATION IN THE BUILDING.



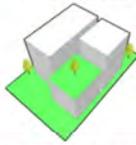
THE LEFT MASS WAS BUILT TYPICALLY VERTICAL, MEANWHILE THE RIGHT MASS WAS BUILT FLAT, WHICH REPRESENTING "THE CONVENTOR'S HANDS" MASSING CONCEPT.



THE RIGHT MASS WAS AGAIN SPLITTED INTO TWO MORE DIFFERENT MASSES ALSO BY THE CORRIDORS TO CREATE THE TRIPLE CROSS VENTILATION EFFECT AT THE BUILDING.



THE BACK SIDE OF THE RIGHT MASS WAS ALSO BUILT TYPICALLY VERTICAL AS IT HAS MORE TYPICAL IN FUNCTION.



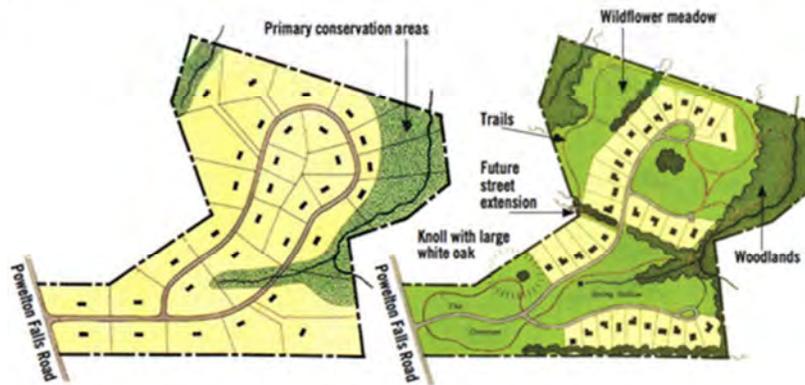
THE WHOLE MASS CREATES SOME OPEN SPACES THAT POTENTIALLY USE AS A GREEN SPACES.



An overlay zone could address building shape, size, and appearance, or provide a range of options for what's acceptable. A benefit to this is having a more uniform appearance in the community, or having buildings use certain materials that are part of a theme. Regulating something like building massing can help prevent large monolithic buildings, and create more human-scaled environments (meaning unlike a big box store or something).

Open Space

- Use developable area maximums and open space/landscaped area to keep open feel



The images shown here aren't the exact examples I want to show, but get to the idea generally. If you think of each image as an individual site, the one on the left has no minimum open space area required, whereas the one on the right does. The point is that through an overlay zone, the Town may specify a certain amount of open space or landscaped area, which may contribute to a more rural feel, and prevent a site from becoming entirely paved over or having no green space.

Public Safety

- Special Events Permit
 - Define special events in Town Ordinance
 - For ex. >1,000 people
- Create Public Safety Committee
 - Committee will review special event permits as needed
 - Will confer with Sheriff, County Highway, New Franken F.D. on permits to ensure bases covered
 - Could be combination of Town Board, PC, BOA, and Citizen members



Greenbaywi.gov

For this slide, the public safety recommendations are in addition to the overlay zone, not a part of it. I believe that the public safety component should be pursued no matter what else the Town chooses. The structure may vary from what I've shown, but the idea is that the Town needs a way to capture/keep track of large events, if nothing else than to be aware when an event will occur, and that everyone is on the same page. The Town could determine what items it wants to see addressed before issuing any event permit. The Town could have a committee to review these, which would take pressure off of individual staff, and could meet on an as-needed basis.

Next Steps

- BCPC staff to complete work on preferred option
- Present proposed final draft at next meeting
- Decide when to have public hearing on proposed amendment
 - Hearing must be preceded by Class 1 notice published at least 30 days before the hearing

P.S. – the group in attendance agreed to continue with the overlay zone option and the event permit/committee ideas. BCPC staff will work on drafting an overlay zone with design standards, along with an event permit and review structure. Staff will present this on September 18th, to allow for enough time to work on it. The group will review it at that meeting, and pending additional changes, could then move to send it to a public hearing with a minimum 30-day review period first. The earliest the zoning code update and comprehensive plan amendment would be adopted is later in October.