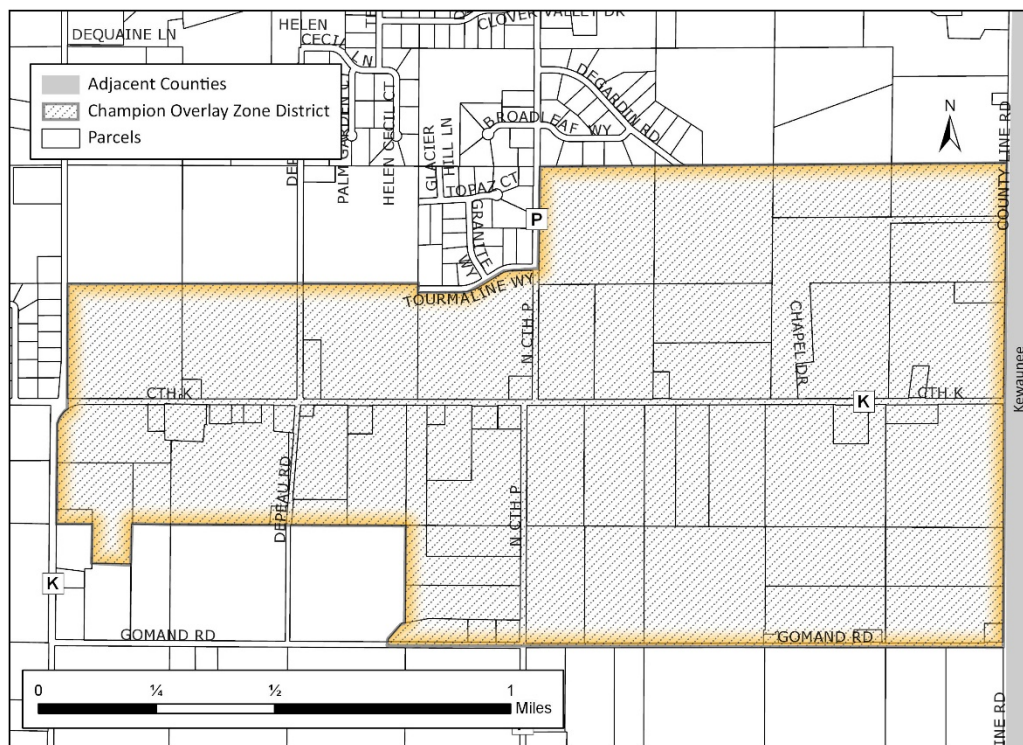


Chapter 10

2019 Comprehensive Plan Amendment

Champion Area Overlay District



I. Introduction

The Town of Green Bay Town Board approved the current comprehensive plan in August 2015. Since then, the Town has received several different development proposals in the area near the Shrine of Our Lady of Good Help, which is approximately one mile east of the unincorporated Town of Champion on the north side of County Highway K (CTH K). This area is still mostly agricultural land, with single-family residences sprinkled throughout.

In 2010 the Bishop of the Green Bay Diocese officially decreed the Marian apparitions worthy of belief, and in 2016 the U.S. Conference of Catholic Bishops officially recognized the Shrine as a National Marian Shrine. These events have generated increased numbers of visitors to the Shrine. The increased visitors to the Town have also increased development pressures on the area surrounding the Shrine. With the changing development conditions for the area, the Town Board has decided to revisit its 2035 Comprehensive Plan to address the changing conditions, and to create a framework to better evaluate future development proposals in this specific area.

II. Vision Statement for the Champion Area in the Town of Green Bay

With the official designations as a Marian apparition site and as the National Shrine of Our Lady of Good Hope, the Shrine has attracted more visitors and site activity. The Shrine would like to build new facilities and increase its size to better accommodate future visitors, while still retaining the area's serene, rural character. Area residents believe that the increased activity and visitors, and the changing site, will impact the Town's rural character, traffic safety, and utilities. Town

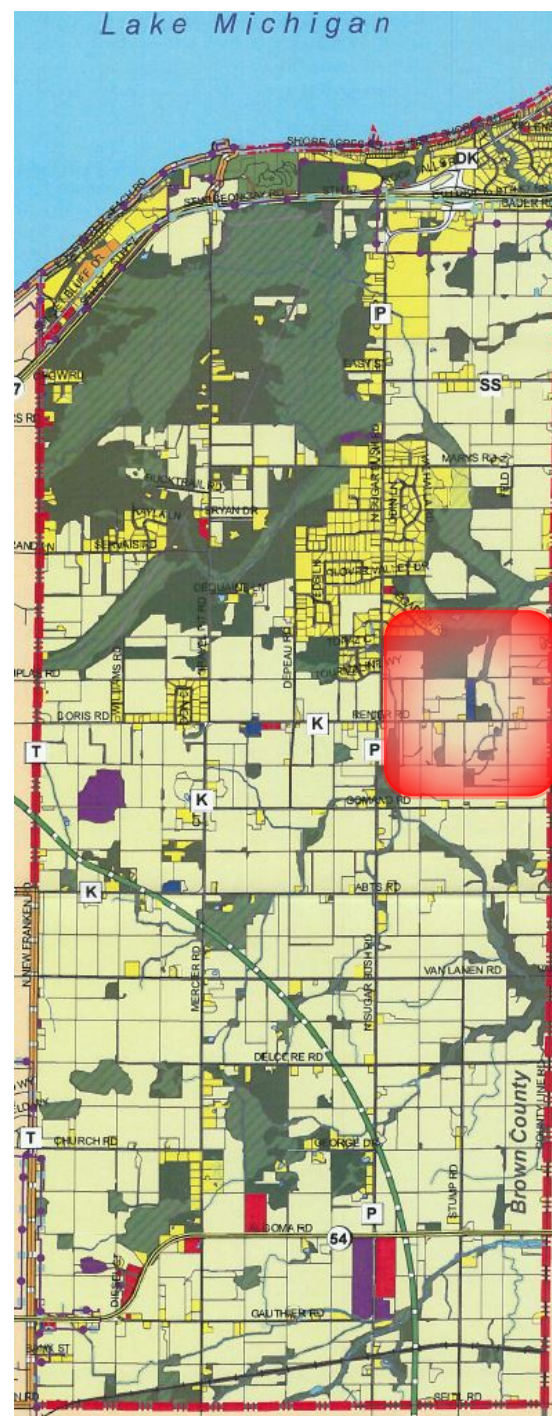


FIGURE 1 TOWN OF GREEN BAY FUTURE LAND USE; SHRINE AREA SHOWN IN RED OUTLINE. SOURCE: 2035 COMPREHENSIVE PLAN, MEAD AND HUNT.

officials want to know how to plan for the possible changes and address any safety and infrastructure needs, while accounting for costs.

Guiding Principles

Through the planning process, Town residents, Town staff, and community members identified a number of key objectives they want to see addressed in this area in the future. The following principles have helped guide the process to amend the comprehensive plan and the creation of any new policies and ordinances. By adhering to these guiding principles, the Town will ensure that it is better able to meet its goals and vision.

1. Safety – Any new development in the area should not create unsafe traffic conditions for pedestrians or vehicular travel, or additional undue public safety concerns.
2. Character – The area should remain peaceful and serene, and contribute to the rural feel of the larger surrounding area.
3. Cost Effective – The Town should be able to implement zoning code changes without incurring additional administrative or staffing costs to the Town.
4. Equitable – Maintaining safety and preserving the area's character should not create unequal burdens for landowners in the Shrine Overlay Zone area.
5. Compatible – Any policy or ordinance changes should still comply with the Town's future land use plan from the 2035 Comprehensive Plan.

III. Purpose of the District

The Town has recognized that the area around the National Shrine is a special place with a unique history. The purpose of the Champion Area Overlay District is to assist the Town and property owners with maintaining the area's peaceful, rural character, promoting public safety, and mitigating external impacts from future development. The Champion Area Overlay District will strive to achieve these things by doing the following:

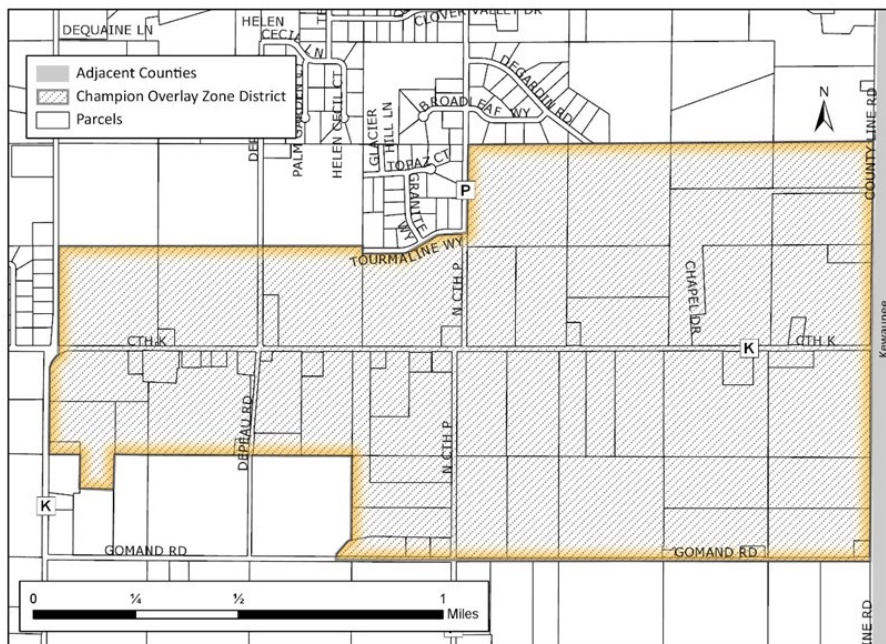
1. **Guide the Site and Permit Review and Approval Process for Development In the Area.**
The overlay zone ordinance will create a stronger framework for the Town to review development proposals in the area near the Shrine, and for an opportunity to review site plans for compliance with the new requirements.
2. **Provide Guidance to Property Owners and Design Professionals.** The overlay zoning requirements will provide property owners, developers, and design professionals with more guidance on the Town's expectations in terms of how new non-single-family residential and non-agricultural development should look. This will also provide a clear understanding of items

that the property owner/developer needs to initially address in order to move forward in the approval process.

3. **Implement Additional Design Standards.** The overlay zone will have additional design standards that the Town will consider when reviewing site plans for new building permits. The additional design standards will encourage the type of development the Town wants to see in this area, and will also mitigate external impacts that a new site development may have on the existing neighbors and residents.
4. **Maintain the Permit Review Process and Zoning Requirements Where They Already Work.** Generally, the overlay zone affords the Town flexibility to implement higher development standards where there are a greater number of factors to consider, but exclude the remainder of the Town where similar conditions do not exist, and currently do not require additional scrutiny.
5. **Assist the Town in Creating Event Permit and Public Safety Review Process.** The Town needs a process to review large events, and procedures in place to ensure that the responsible party or parties has adequately addressed any safety concerns.

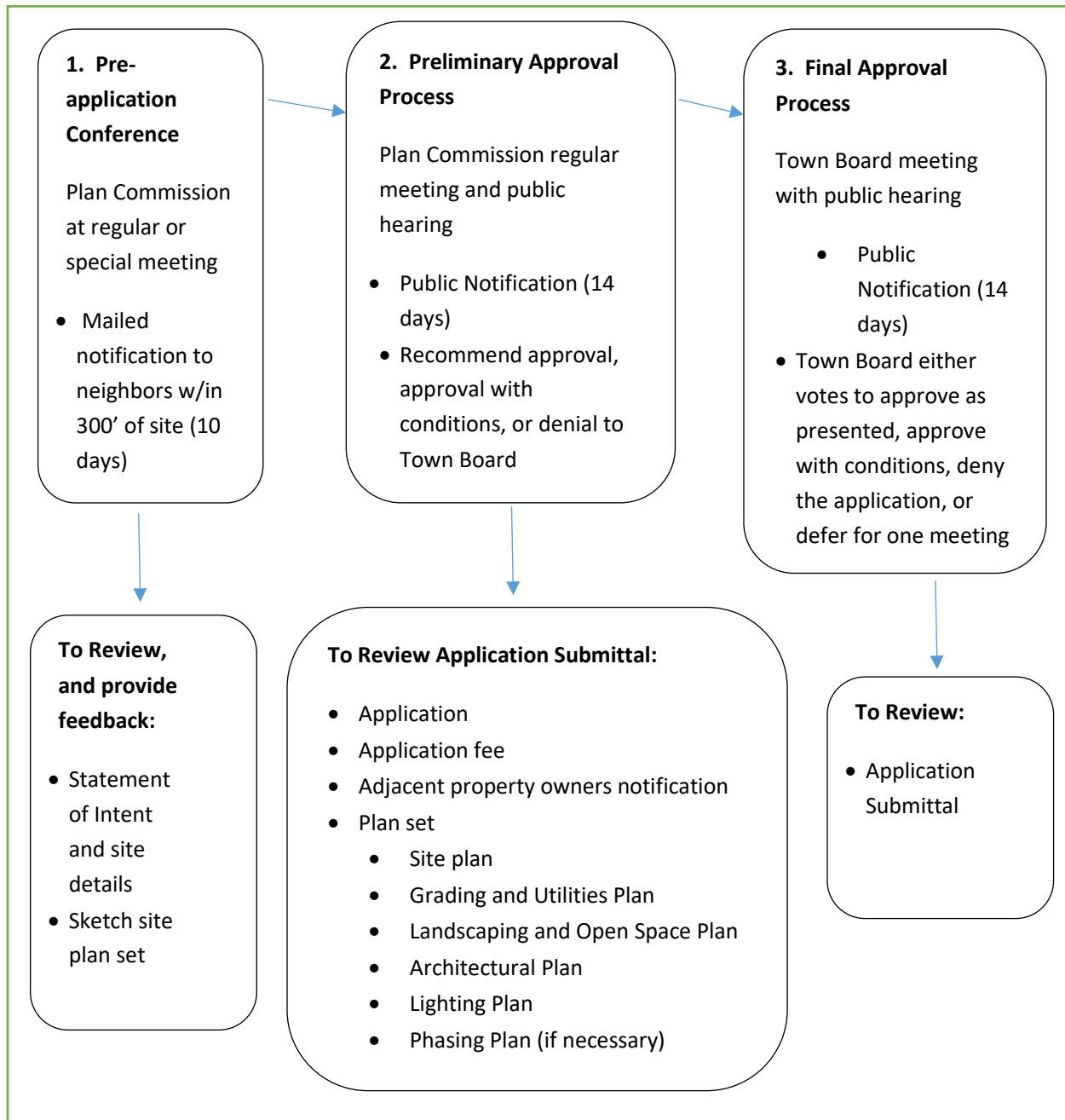
IV. District Area

The unincorporated Champion area is largely rural and agricultural. At the east end of the area along CTH K are a mix of residential, commercial, and institutional uses. Further west, working farms sit directly adjacent to the Shrine site on both the east and west sides, with agricultural lands directly south, and forested area to the north.



Champion Area Overlay District Boundaries. Source: Brown County Planning Commission

V. Application and Review Process.



VI. District-Specific Design Standards and Rules

The following section outlines the standards and guidelines for the Champion Area Overlay District, with the complete ordinance found in Section XXIV of the Town Zoning Ordinance.

1. Exclusions

The following exclusions shall apply for:

- a. **Single-family residential uses.** The Champion Area Overlay District Design Standards shall not apply to any permitted residential uses requiring a building or land use permit for single-family residential construction or expansion being requested for a single lot only. The underlying zoning requirements shall still apply
- b. **Permitted agricultural or permitted accessory agricultural uses.** The Champion Area Overlay District Design Standards shall not apply to any permitted agricultural uses or any permitted accessory agricultural uses requiring a building or land use permit for any construction or expansion. The underlying zoning requirements shall still apply.
- c. **Permits issued prior to the ordinance date.** The Champion Area Overlay District-specific design standards and rules shall apply to new construction requiring a building or land use permit from the Town. If the Town has issued a building or land use permit for construction prior to the date of adopting the Champion Area Overlay District Ordinance, the permit holder is not required to follow these standards retroactively, only what the Town required at the time of granting the permit. The underlying zoning requirements shall still apply.
- d. **Land Divisions.** The Champion Area Overlay District requirements do not apply to any land division process under Brown County's Chapter 21 *Land Division and Subdivision Ordinance*, which shall govern the land division process.

2. Conflicting Requirements

Within the designated Champion Area Overlay District, the regulations of this section shall apply in addition to the underlying zone requirements. Where the overlay zone requirements and the underlying zone requirements conflict, the overlay zone requirements shall rule.

3. Site Design

The Champion Area Overlay District is intended to maintain an open, rural feel to this part of the Town of Green Bay. The Town will achieve this through requiring careful site design and by evaluating proposed site plans for open space and landscaped area.

- a. The maximum lot coverage (as expressed by percentage of lot area) shall be 15%.

- b. Where permeable surfaces are used for parking areas, the maximum lot coverage may be 20% (dependent on using an appropriate permeable surface, and accounting for stormwater management).

4. Setbacks and Landscape Buffers

Buildings and parking areas adjacent to the public right of way shall be set back 50 feet from the property line, and may be reduced to 25 feet where the proposed building or parking area is 75% screened by an existing wooded area. Side and rear setbacks shall be a minimum of 15 feet from the property line.

5. Parking Areas

The design and layout of parking areas can have a strong impact on the look and feel of a place. Parking areas must be screened by landscaping, and will have tree islands interspersed throughout to provide shade and add to the natural feel.

6. Excavation and Site Grading

Excavation and site grading shall not exceed a 3:1 (horizontal measure: vertical measure) slope so as to not significantly alter the existing landscape, and to minimize any site erosion.

7. Signage

Signage requirements will limit the number, size, and type of signage allowed in the district to keep the area from becoming visually cluttered. Billboards, electronic signs, and off-site advertising are not permitted in the district.

8. Site Lighting

The site plan review process will include a lighting plan to ensure that any light remains on-site only, and that any light fixtures shall be downcast and full cutoff to prevent light pollution spilling onto other sites.

9. Building Design

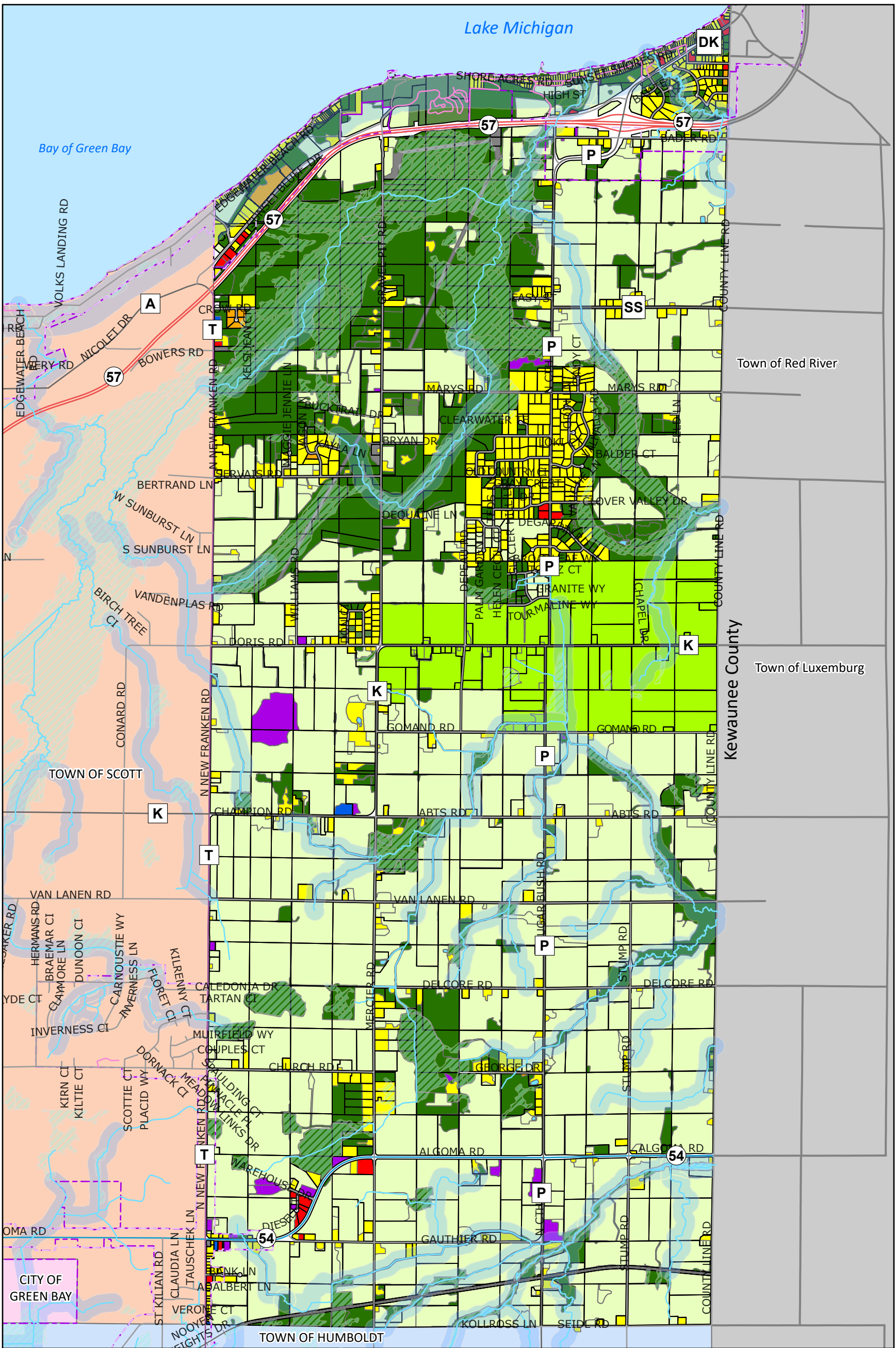
Buildings in the Champion Area Overlay District shall feature a high quality of design, and will be evaluated as part of the review process. Building facades facing the public right of way should feature materials such as brick, stone, and wood.

VIII. Public Outreach

Brown County Planning Commission staff held a number of public meetings with the Town of Green Bay to talk about issues in the unincorporated Champion area:

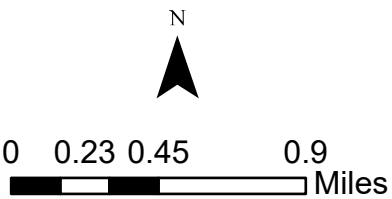
Project Initiation – Current Conditions and Issues Discussion	March 21, 2018
Project Visioning Session	April 17, 2018
Visioning Summary and Problem Definition	June 19, 2018
Presentation of Possible Alternatives	July 17, 2018
Presentation of Draft Ordinance	September 18, 2018
Discussion of Draft Ordinance	October 16, 2018
Discussion of Additional Alternatives	November 20, 2018
Review of Draft Ordinance by the Planning Commission	December 18, 2018
Review of Draft Ordinance by the Planning Commission, and Recommendation of Adoption to the Town Board	January 15, 2019
Public Hearing	February 19, 2019
Town Board Adoption	March 19, 2019





Disclaimer: This map is intended for advisory purposes only. 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.

Created by Devin Yoder, Senior Planner
Sources: Brown County Planning Commission, Town of Green Bay 2035 Comprehensive Plan, Mead & Hunt.



January 3, 2019

Legend

- | | | |
|--------------------------|---------------------------|---|
| Streams | Surface Water | Governmental/Institutional |
| Sanitary District | Adjacent Counties | Parks |
| Sewer Service Area (SSA) | Future Land Use | Agricultural |
| Railroad | Single-Family Residential | Surface Water |
| Wetland <2 acres (DNR) | Multi-Family | Woodlands/Other Natural Areas |
| Shoreland Buffer Zoning | Commercial | Champion Area Overlay District - Residential, Agricultural, Institutional, and Commercial Mixed-Use |
| Parcels | Industrial | |
| | Transportation | |
| | Utilities | |