February 28, 2014

To: Nic Sparacio
GB City Planning

Re: Wal-Mart/Larsen Green

I am a resident in the city's near west side. I live 3 blocks from the proposed Wal-Mart & know the area well.

I support the GB Plan Commission's stand to rezone to "downtown" the Larsen Green area & not to rezone as requested by Wal-Mart. The reasons are obvious, as spelled out by the Commission. This land should be for mixed use, this is our festival grounds, our downtown "green space", our valuable waterfront property which should not be "sold-out" to Wal-Mart by our City Council. Furthermore, Wal-Mart

has not listened to the people/residents. They don't care what the future vision for this property was/is. They just want to do it their way, no neighborhood Wal-Mart for us - just a sprawling giant. If this Wal-Mart is built, everybody who had a hand in pushing it forward, approving rezoning etc. will see their mistake as soon as the area is torn up with construction.

This would be a crime!

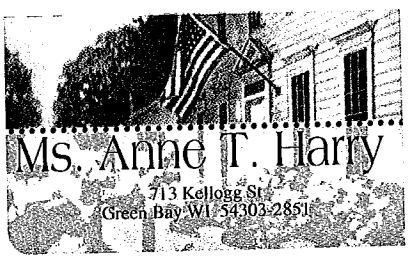
Please do not do this to our community.

Thank you for listening.

Anne Harry

PS Did you all know, we already have a "downtown" grocery store" clean & well stocked - Sav-a-lot on Dousman? Take a look!

phone: 920-432-4185



ON BROADWAY
A Great American Main Street

February 26th, 2014

President
Greg Larsen

Vice-President
Cora Haltaufderheid
PMI Entertainment Group

Treasurer
Rick Allcox
Allcox & Associates

Secretary
Peggy Crabb
Resident

Billie Jo Horsens
Brown County Housing Authority

Joe Kiedinger
Prophit Marketing

Kathy VanHemelryk
Dean Distributing

Chad G. Van Handel
BMO Harris Bank

Brent Weycker
Titletown Brewing Co.

Michelle Zjala-Winter
Artist

Ann Seidl
BayCare Clinic

Jennifer Bukouricz
Monzu Bakery & Custom Cakes

Elliot Christenson
Green Bay Net

Peter Nugent
The Docking Station

Staff
Christopher Naumann
Executive Director

Tara Gokey
Marketing & Communications

Mayor Schmitt and Alderpersons,

More than one year ago, On Broadway Inc. (OBI) was approached by Walmart to explore the potential of a store at the Larsen Green development site. The Larsen Governing Board, an independent governing body comprised of equal parts On Broadway Inc. and mayoral appointed City of Green Bay officials, negotiated a purchase and sales agreement on behalf of OBI. Over the past year, the property has been evaluated by Walmart, and working with City of Green Bay and OBI, developed a concept that was recently submitted for review.

As Walmart evolved their proposal, the OBI Board of Directors supported a process that encouraged opportunities for dialog and feedback in vetting the project. As the land owner, this is an unusual posture to take, but considering the scope and impact of the project and the City's unique position on debt and potential ownership, a broader community conversation was required. In the past few months, many opinions have been shared across many diverse platforms and media. The debate has, at times, been controversial and passions have run high. Through it all, the OBI Board of Directors has supported public discourse while honoring the purchase and sales agreement and the obligations established by the Larsen Green Governing Board.

After thoughtful discussion and consideration of many points of view, the On Broadway Inc. Board of Directors has voted to support the efforts that would allow the Walmart project. OBI Board members fully recognize the existing PUD zoning may be too restrictive to stimulate activity on this key property. They also believe that simply allowing the site to remain idle would only create a long-term fiscal burden to the City of Green Bay and continue to erode the investment potential of North Broadway. The OBI Board of Directors does appreciate the City of Green Bay defending the original vision of the Larsen Green site, as well as the passionate concerns expressed by some stakeholders. However, the marketplace has proven that the master plan is not feasible in its current configuration. The Board also acknowledges the Walmart proposal as a viable option that should be seriously considered in lieu of the original master plan for the site.

The Walmart project provides a market-based solution to environmental remediation challenges, it adds to tax-base growth, creates jobs, and fills commerce gaps. It provides access to goods and groceries in a location that is clearly underserved. It establishes a northern node and activity anchor that will draw commercial activity through the entire District, retail traffic that would create opportunities for many existing businesses. It will also buffer nearby residential neighborhoods from more intense industrial and institutional uses near the river. Most importantly, the Walmart option improves the land through natural market forces rather than using heavy artificial incentives, allowing healthier and more economically sustainable growth patterns downtown. It will build supportive capacities for more residential and commercial activity and allow Broadway District real estate to naturally evolve based on market absorption, avoiding a valuation bubble.

It is understood that this debate is not a simple one and carries many impacts regardless of the final outcome. OBI has never taken this process or its implications lightly and has consistently made decisions that fairly balance business transactions with what is in the best interests of the Broadway District. Regardless of the future of the Larsen Green project, On Broadway, Inc. wishes to remain a strong partner to the City of Green Bay as we work together to improve our community.

Sincerely,

Christopher Naumann; AIA, ALA, NCARB [chris.naumann@onbroadway.org]
On Broadway, Inc. [Executive Director]

2-7-14

Mr. Sparacio, I want to let you know as a Green Bay citizen that I'm against the building of a Wal-Mart on North Broadway. There are already three Wal-Mart's in the greater Green Bay area. If this whole dilemma is about having a grocery store for the neighborhood, then I suggest that the city accept proposals from other grocery companies. Wal-Mart is not the only company that can provide groceries. Thank you for your time.

Sincerely,
Sean Vermillion
Sean Vermillion

Sean Vermillion
863 Phasianus St.
Green Bay, WI. 54311

143 N. Broadway
Green Bay, Wisc.

Tel. (920) 430-3200

www.kavarna.com

Green Bay Common Council
100 N. Jefferson St.
Green Bay, Wis. 54301

February 5, 2014

To whom it may concern,

We are writing to voice our strong support for the Plan Commission's decision to give the Larsen Green parcel the 'downtown' land use designation. We have owned and operated a business in the Broadway District for nearly fifteen years. In that time, we have spoken to thousands of people and we know that Broadway is a special place. Not just for those who live in nearby neighborhoods, but for all of Northeastern Wisconsin. Our customers come to the district not just from Green Bay, but Appleton, Door County, Marinette, and the rest of the region.

The Plan Commission's designation will allow for the implementation of the downtown master plan, which envisions a largely residential area with commercial uses and green spaces. This will strengthen and complement what has already been achieved. It is the right vision for downtown Green Bay, which will drive economic growth in our region.

On the other hand, the commercial designation, with its suburban style big box stores and traffic would alter the district beyond recognition. It would make downtown a very ordinary place that would do little to attract and retain new businesses. Furthermore, numerous independent economic studies have indicated that it would adversely effect locally owned businesses throughout Green Bay and the district. The biggest cost, however, would be opportunity cost. As Rob Strong said in December, Larsen Green can offer much more to Green Bay's economy, culture, and tax base.

It is true that efforts since 2007 to market Larsen Green have been unsuccessful apart from Walmart's proposal. However, we were going through the deepest recession since the Great Depression for much of it and Walmart had it locked up for the rest. With a clear vision, like that of the downtown master plan, and a more qualified economic development team in place, we feel that the project will be a success.

Sincerely,

Alex and Linda Galt
Owners, Kavarna Coffeehouse

February 4, 2014

Nic Sparacio, AICP
Planner II
City of Green Bay Planning Department
100 North Jefferson Street, Room 608
Green Bay, WI 54301
P: 920.448.3424

Hello Mr. Sparacio,

Included in this packet is a wealth of information for you to look through that supports Mixed Use & Adaptive Reuse on the Broadway District of Green Bay. I would encourage you to make copies of these documents for the city alders to look over prior to the March 4th, 2014 meeting.

I've attached my business card in the event you have any questions or wish to discuss this further.

Thank you for taking the opportunity to look over the contents!

Have a great day!

Sincerely,

Tim Carlson

Tim Carlson

Former resident & still vested interest in (my partner still owns the home & has not listed it for sale yet) 708 Garden Street, Green Bay, WI 54303

Current resident of 772 N. Melcorn Circle, De Pere, Wi 54115

1-30-14

Paul R. Trimberger
1909 Juniper Dr
Green Bay, WI. 54302

Nic Aparacio
100 North Jefferson St
Room 608
Green Bay, WI. 54301

Dear Mr Aparacio:

I think if you had the people of Green Bay Vote. Ask yes or no in regard to Walmart building a store at North Broadway. You would have more people saying yes to a Walmart then no.

Shopko tried to operate a retail business on North Broaday. It failed and that was a smaller building.

Walmart is the most successful retailer in the United States and you are trying to tell them how to operate their business. They know what size of store they need to be successful. They forgot more about the retail business then what you know.

The Green Bay planning department and mayor Schmit and all of you are making yourselves look like a bunch of small town fools.

Whom else do you think will buy that dead zone.

Do you really want that property on North Broadway to go vacant for another ten years?
Do you really want the City of Green Bay to pay the mortgage on that property for ten years or whatever?

Please do us all a favor. Downtown Green Bay is a food desert and Walmart is desperately needed.

If you don't sell that property to Walmart is everybodys property taxes going up?

I bet they will! Jim Schmit do you want to look like a hero or a bum?

Sincerely

Paul R. Trembergar

Jan 29, 2014

Dear Nic,

I would love to have WalMart on Broadway. It would be so handy for me. I'm 83 years old. There are alot of older people who don't have cars that live in that vicinity who would shop there.

I shop at Wal Mart alot. They have a great store with prices that older people can afford.

Thank You
Joyce Cleven
1140 Oregon St
Green Bay, Wi
54303

P.S. I hope Wal Mart goes on Broadway.

Dear Nic,

We are truly confident that all parties from the city involved in this very important decision have researched through the great abundance of information available. We began by reading what we felt were the most important tools that were readily obtainable to us. Our very own city's "Smart Growth 2022 Comprehensive Plan" and the "AuthentiCity Strategic Vision for Green Bay's Downtown" define it all.

We have been homeowners in the Broadway District for over 25 years, we take the direction of our city and downtown very seriously. We are proud to say that we have participated in all of the public workshops and forums concerning these plans and developments, going back as far as the "1997 Downtown Green Bay Design Plan."

Putting these plans together have taken a considerable amount of time, money, and other resources including experts in consulting, planning, and public/ private involvement. Throughout these plans there is a prevalent theme of Urban Design and Smart Growth that should not be taken lightly or disregarded.

As we read through these studies again, we found absolutely nothing that supports the concept of a big box retail store in a downtown urban neighborhood that borders our river. The proposal of dropping a suburban style store into the Larsen Green site is completely absurd to us.

During the past three decades of living in the Broadway District we have seen a lot of things happen. It started with the mass exodus of many of our friends and neighbors moving to the suburbs. We were actually laughed at and questioned, "Why would we want to stay in a dying inner city?" We chose to stay and embrace this great downtown. It has been a struggle to bring back the feeling of community, but it is happening again, thanks to people with a vision and passion.

It must be recognized that Mayor Schmitt and the members of his administration along with the city council, have been making and following through with the key decisions that have created a renaissance in our downtown. This has taken a tremendous amount of energy and great patience, but the reward of a stronger community and creating a unique downtown is a goal worth accomplishing. A superstore would only stand in the way of achieving a fully successful downtown.

There has been a lot said about how a superstore is going to be the savior of our neighborhood with their estimated immediate tax impact. We have researched the tax base arguments and it is proven that mixed-use, high-density creates a much higher tax base than a single big box superstore with 600 parking stalls. It is well documented that in many cities, once a Wal-Mart Superstore is

built and operating, Wal-Mart frequently challenges the assessed city tax value. That is not a chance we want to take when our alternative of a slow-growth projection of a much higher tax base is a more reliable course to take.

It would be an extreme risk to build a superstore at this time. Major retail stores are limping along and making the news everyday for falling profits. Consumer shopping trends are currently changing dramatically. The real gamble would be building this big box and keeping our fingers crossed that this store and other large retail stores around the city will stay viable. That is not a chance we want to take.

There is a reason why the Downtown Master Plan for Larsen Green is referred to as the "Larsen Green Opportunity Site." North Broadway and Mather Street is a corner that represents a "Landmark" opportunity to serve as a gateway for the people arriving into the Broadway District and downtown. It is also the visual point when coming in on the Fox River.

The public discussion regarding the Larsen Green potential and the future of the Broadway District has truly started. This dialog clearly illustrates the importance of this parcel as a key piece of what happens next. From 2007-2011 Larsen Green was very poorly marketed by On Broadway, Inc. Once marketed properly, it is fair to say that the Larsen Green site will serve as a catalyst for much more to come.

Our city is already saturated with commercial corridors with large retail stores and chain restaurants; such as Velp Avenue, Military Avenue, East and West Mason Streets, & University Avenue. We do not need another commercial corridor on Broadway. It is unique, we must keep it unique.

From the AuthentiCity survey, "What is great about our downtown?" The most frequently cited downtown strengths in the "built environment" are the Historic Buildings. In the "natural" environment, it is the Fox River.

One of our major concerns is saving the existing warehouse building. It has been verified by the executive director of OBI that the building itself is structurally sound with minimal clean-up needed. At a time when cities are reclaiming their historical heritage, we need to preserve this building. To bulldoze this solid brick building would be a travesty.

There are numerous examples of cities in our own area, both large and small, that have followed their city's comprehensive plan to become successful, sustainable downtowns. Their goals included creating and preserving viable, historic neighborhoods. Some great examples can be found in such places as West Bend, WI, Historic Third Ward, Milwaukee, WI, LaCrosse, WI, and Marquette, MI.

Other things to consider if you let a big box superstore into our neighborhood:

In a residential neighborhood, where there is an elementary school and a day-care

center, there will be continuous cut-through traffic on Chestnut, Maple, Kellogg, Elmore, and Bond Streets.

Big box superstores are not efficient users of public infrastructure. Reconstruction of streets and additional stop lights at tax-payers expense.

Semi-truck traffic and idling 24 hours in a residential area.

Lighting 24 hours in a residential neighborhood.

24 hour businesses equal more police calls.

A Wal-Mart's superstore does NOT fit Green Bay's Comprehensive Plan. Please vote for Downtown Designation on March 4, 2014.

Sincerely,

Brent, Peggy

Brent Crabb
Peggy Crabb
122 South Maple Avenue
Green Bay, WI 54303

Brent Crabb, Mosaic Arts, Board of Directors
Peggy Crabb, On Broadway Inc., Board of Directors

Nicolas Sparacio

From: Lisa Hanson [goshoplisa@gmail.com]
Sent: Monday, March 03, 2014 11:50 PM
To: Nicolas Sparacio
Subject: Larsen Green

Dear Nic,

I live at 708 Kellogg St, just 3 blocks away from Broadway. I've loved attending the Authenticity meetings and seeing the gorgeous visions of the planning committee. Nowhere in those plans did I see anything that suggested a commercial property would be an appropriate fit. It is not. Please support the mixed use designation, as this will seamlessly fit with the existing businesses, and add to the character of our Broadway District. Keep it a destination that Green Bay can be proud of.

Thank you,

Lisa Hanson

Nicolas Sparacio

From: kim klein [kimkleinphoto@gmail.com]
Sent: Monday, March 03, 2014 4:55 PM
To: Nicolas Sparacio
Subject: downtown/mixed-use for Larsen Green

Greetings, Mr. Sparacio,

I'm forwarding this message from my husband, who is in support of our city's master plan and the zoning of Larsen Green as downtown/mixed-use.

Thank you for your time.

Kim Klein Dorchester

Greetings,

My family and I are loving the things Green Bay has been doing to grow a vibrant community downtown and we partake in a tremendous amount of what is available. Thanks to the visionaries who've made this possible.

The Broadway district is a true gem and those responsible for its ongoing vitalization should be commended for what has been happening there.

However, Walmart?!

Walmarts are handy, but they can go anywhere and it is a gut-wrenching prospect to consider stringing one of those giant plastic beads into our irreplaceable heirloom of downtown Broadway.

Please add my voice to the list of upset individuals about the consideration of allowing Walmart to change Larsen Green to commercial use. Thank you.

Sincerely,
Steve Dorchester and Family
709 S. Madison Street, Green Bay, WI 54301

Nicolas Sparacio

From: kim klein [kimkleinphoto@gmail.com]
Sent: Monday, March 03, 2014 4:41 PM
To: Nicolas Sparacio
Subject: Larsen Green should be downtown/mixed use

Dear Mr. Sparacio,

My grandfather lived on Mather St., between Ashland and Broadway, for 65 years. He was a graduate of West High School, as was my mother. I've owned homes on both Oak St and Gray St (right by West High School), so I care very much for downtown Green Bay and the Fort Howard neighborhood in particular. My family now resides on the east side, just a couple of blocks off of the river, and I couldn't be happier to still live just a stone's throw from our wonderful downtown. We love walking to farmer's markets, concerts on the city deck and Leicht Park, restaurants and coffee shops. My husband works downtown (on Adams St) and nearly all of my family's free time and disposable income is spent downtown as well. We love our downtown!

I support the mayor and the city's master plan and wish to see the Larsen Green property designated as downtown/mixed-use. A multi-story mix of retail, residential, green space, business, parking ramps etc, is a must if we wish to see families like mine continue to live, work, and play in downtown Green Bay.

Sincerely,

Kim Klein Dorchester
709 S. Madison St, GB, 54301

Nicolas Sparacio

From: Kevin Pursel [kevin.pursel.dc@gmail.com]
Sent: Monday, March 03, 2014 4:29 PM
To: Nicolas Sparacio
Subject: Current resident, and withholding my Letter of Intent to Smet

Dear Mr. Sparacio

I am Dr. Kevin Pursel. I reside in the coolest loft in the city at 126 S. Broadway. Last Friday I met with Smet to discuss my office relocation to the second floor of the first phase of the Larson Green project.

I have been renting my loft for 2+ years, but am in an oral agreement to buy it. I have been considering a relocation of my practice from Howard, where it has been for 16 years to something more "downtown" for some time. My lease on my practice location is up in September and I am relocating. The City of Green Bay is about to help me decide if I am moving downtown or not.

If the City Council approves re-zoning so a Walmart SuperCenter is allowed on North Broadway; I will **NOT MOVE** my practice to the first phase of Larson Green. If the City Council approves re-zoning so a Walmart SuperCenter is allowed on North Broadway I will **NOT BUY** my current loft on South Broadway and will move to DePere.

I will be at City Hall tomorrow, like have been on the 2 previous occasion this has been discussed. I am prepared to say this there, if it looks like there is any real support that is not just manufactured /paid for by Walmart.

Kevin J Pursel, DC, CPC
Clinician, Consultant

Phone: 920-434-7393
www.advancedchiropracticgb.com

www.CatalystInsuranceReviews.com
Cell: 920-217-6357
Fax: 920-434-7393

Nicolas Sparacio

From: Jon LeRoy [jonathon.leroy@gmail.com]
Sent: Monday, March 03, 2014 1:52 PM
To: Nicolas Sparacio
Subject: Public Comment Larsen Green w/ contact info

Note: I sent an email with the same body without contact information. My apologies. The info is included with this message.

Mr. Sparacio,

I am writing in regards to add public comment to the proposed amendment to Smart Growth 2022 at Larsen Green. I am in favor of revising the current classification to Downtown, Other Public or Semi-Public, and Parks.

Place matters. The transformation of downtown Green Bay over the course of the recent past has been invigorating. The variety of uses and functions of the land has been a spark plug to attract residence, investment, vibrancy, and the community at large. Young and old. Rich and poor. Frankly, this is what it should be. Our downtown should be a collective. Unique places have sprouted from forgotten spaces.

We should continue a policy of place making at the Larsen Green site. A designation of downtown usage in contrast to commercial would more favorability continue the momentum of the past decade. The scope and scale of the site has the potential to be a crown jewel of our downtown and invigorate further development residentially into the nearby near west neighborhoods. With that in mind, I advocate shaping our policy to make this place a special place unique of a dense, mixed use, community gathering downtown.

Additionally, I believe the potential commercial designation with its big box, large surface lot would be a blight to the area. I think we can all agree to the importance of commercial business to the function of our city. They are very important cogs of the fabric of the entire metro area. However, for our city of Green Bay to compete with suburbs and the ever growing sprawl of Brown County, we need to have our downtown and sites like Larsen Green be different and better than the usual makeup of commercialization of our suburbs.

To conclude, the progress of downtown had been invigorating and I believe the passion which had risen from this discussion of the use of Larsen Green is a clear indicator of the recent and continue excitement for our future. I strongly support the downtown usage designation.

Thank you,
Jonathon LeRoy

Jonathon LeRoy
712 Roy Ave
Green Bay, WI 54303
Sent from my iPhone

Nicolas Sparacio

From: SDuFresne92@aol.com
Sent: Monday, March 03, 2014 12:33 PM
To: Nicolas Sparacio
Subject: Larsen Green

Dear Mr. Sparacio,
As a fifth generation resident of the west side of Green Bay, I would like to share my opinion as to what I feel is the best fit for the Larsen Green property. This site is one of the most historic in our state. It needs to be developed in a way that enhances our city and respects our past. I feel a downtown mixed-use designation is the best way to do this. Letting a big box retailer with a large parking lot build on this historic area is an insult to our city. We need develop this property in a way that makes it a unique destination emphasizing its importance to our city.

Sincerely,
Susan L. DuFresne
1948 Treeland Drive
Green Bay, WI 54304

Nicolas Sparacio

From: birdschultz@new.rr.com
Sent: Monday, March 03, 2014 8:39 AM
To: Nicolas Sparacio
Subject: Green Bay could use Duluth's ideas for Larsen Green

Dear Mr. Sparacio,

I hope it is not too late to send an opinion on Larsen Green. I definitely support the mixed-use Downtown designation in order to allow the city to seek out unique opportunities to develop the site and re-use the existing buildings. Duluth is a city that has a lot in common with Green Bay. Similar population, on a Great Lake, with industrial historic buildings.

Duluth is re-using the huge historic Fitger's Brewery building on the lakefront. It is now a historic hotel, and a retail and dining center. It is much larger than the Larsen Green project, but the idea is similar. Rejuvenate a historic industrial building along a waterfront location, keep as much of it as possible and turn it into an exciting retail and dining destination.

Here is a link to the Fitger's Hotel site explaining the history of the building. I hope Green Bay can follows Duluth's ideas!

http://www.fitgers.com/subpage.php?page=History

http://www.fitgers.com/uploads/gallery/d4fa5e54cd3901b39c9a1eb3153b95a2_large.jpg

Thank you for your consideration of these ideas,

Virginia Schultz
3426 Blackberry Lane
Green Bay, WI 54313

Nicolas Sparacio

From: randy [rrscannell@hotmail.com]
Sent: Sunday, March 02, 2014 10:56 PM
To: Nicolas Sparacio
Subject: Downtown Mixed Use Plan

Dear Mr. Sparacio,

I support the Downtown Mixed Use plan for developing Broadway.

First, I can understand why some people support the change from the original plan for the city development on Broadway. A lot of people feel very strongly about bringing a business downtown that provides goods they want to buy at prices they can afford. I was tempted to support the change in plan for the same reason. Upon careful consideration, however, I think that selling 15 acres to any one business is a poor use of downtown real estate and a mistake.

A plan that allows one store to occupy the same amount of space as twice that of Port Plaza Mall, a plan that allows one store, if it were placed on the east side of the river, would stretch roughly from Walnut to Pine streets from the riverfront to Adams Street, to turn that much downtown property into one store with a parking lot does not allow Green Bay to grow to its fullest potential. The loss in taxes from designating this area as one large commercial site to one of mixed use is another reason why a change from the original downtown plan of mixed use is not practical or responsible.

The original plan of mixed use allows for commercial development downtown. I also know many people would support the development of retail businesses on Velp Avenue. If the city improves or brings in businesses, either downtown or close by, that provide goods that people in the downtown and neighboring areas want and can afford; the support to change the original downtown plan greatly diminishes. It then becomes quite simple to see that the Downtown Mixed Use plan makes the most of Green Bay's potential.

Truly yours, Randy Scannell

Nicolas Sparacio

From: Matthew LeMay [matt@harmonygb.com]
Sent: Sunday, March 02, 2014 12:20 PM
To: Nicolas Sparacio
Subject: I support the Planning Commission's recommendation

Hello,

I am writing to express my support for the Comprehensive Plan and the Planning Commission's recommendation that Larsen Green be designated downtown mixed use.

I am a resident of Broadway and a downtown business owner and I am opposed to big box development at Larsen Green.

Thank You,

Matthew
Harmonygb.com

Nicolas Sparacio

From: Frank Ingram [fingram@new.rr.com]
Sent: Friday, February 28, 2014 8:48 AM
To: Nicolas Sparacio
Subject: Larson Green Development.

Sir

I would like to comment on the proposed Downtown Mixed Use vs Commercial designation for Larsen Green.

I support mixed use.

I am not a resident of Green Bay but I do shop there regularly including in the Broadway area.

I am concerned that any single "Big Box" development (regardless of owner) will effectively sterilize the area for future organic development. The On Broadway ownership has unfortunately shown the folly of looking for a single instant development solution as a deep pocket, relatively few of which exist in Green Bay, combined with broad vision (also rare in Green Bay), would be needed.

The mixed use designation is widely supported and does not preclude the construction of relatively large retail units (although not crude cookie cutter developments).

Should the property fall into the hands of the City the opportunity will exist to split the site into more easily developed packets which will involve multiple parties. This will more easily access local capital which will have more interest in the long term success of Green Bay than any multinational corporation.. In particular the City should retain ownership of communal areas including parking lots. Access to these would be part of the development rights of any developed lot. The parking areas could then be assumed to serve multiple businesses at different times of the day (a classic feature of real vibrant downtown areas). This reduces development costs and will increase tax revenue as well as leaving what is effectively open space in the control of the City for use during events such as the Tall Ships weekend.

The City has made some poor decisions over the last 30 years in relation to its Downtown. Using a prime site for a crudely designed single use could go down as one of the worst.

Frank Ingram

1460 Maple Hills Drive
Green Bay WI 54313

Nicolas Sparacio

From: Cheryl Williams [jcw333@aol.com]
Sent: Thursday, February 27, 2014 2:47 PM
To: Nicolas Sparacio
Subject: Larsen Green - keep it mixed use

To whom it may concern,

I would like to register my comments that the Larsen Green Downtown area should be a mixed use commercial space.
Thank you,
cheryl Williams

Nicolas Sparacio

From: JO ANNE E CUSTER [wildflower61753@yahoo.com]
Sent: Thursday, February 27, 2014 11:59 AM
To: Nicolas Sparacio
Subject: Larsen Property

Please don't let Wal-Mart be put there. It has taken years and years to get Broadway to the beautiful area it is now - I remember the old Broadway. Putting Wal-Mart in that area would take back all those years of work. Put something that "fits" the feel of the area it is now! Thanks.
JoAnne Custer

Nicolas Sparacio

From: Michael [iormungandr@gmail.com]
Sent: Wednesday, February 26, 2014 6:12 PM
To: Nicolas Sparacio
Subject: Former Wisconsinite

Hi there!

I'm Michael. I was raised in GB. I've read about your plans for a mixed use development downtown. I fully support it. That's the kind of neighborhood-enhancing development which feeds community and commerce that no box store can provide. Please take that step. The Frozen Tundra will thank you.

All the best,
Michael

Please excuse any typos. This was sent from my iPhone. Thank you.

Nicolas Sparacio

From: GreenBay Scene [scene.editorial@gmail.com]
Sent: Wednesday, February 26, 2014 5:02 PM
To: Nicolas Sparacio
Subject: March 4

Dear Nic,

Boy, I'm tired of this, and you probably are too, however, please accept this email as my recommendation in favor of Downtown Mixed Use.

I'm a transplant from lower Michigan and have lived in many places, but I truly love Green Bay and am proudly a downtown resident -- living on N. Oakland between the bridges. I enjoy this city the way most enjoy the Packers and I honestly feel that we've got some really great things going on downtown, I'd like that to continue and I believe a big box store would do quite the opposite. So, put simply, I'm in favor of anything that may slow them down and keep them out of my backyard.

I've had the pleasure of living in many downtowns, and I've seen many of them fall. I don't know that I've ever lived in one that is on its way up as opposed to sliding down. In at lease one of those instances a big box store was directly responsible for a noticeable and heartbreaking decline.

I've had a great deal of pressure put on me to cover this walmart/downtown battle as part of my modest position. I have declined to do so, despite my own personal feelings which I'm sharing with you now and have with the mayor on a few occasions.

I wish you well, and good luck in the future and appreciate you listening,

A.C. Kruse-Ross
Editor, SCENE Newspaper
The Greater Green Bay Area

Nicolas Sparacio

From: Karen Marks [karenemarks@yahoo.com]
Sent: Wednesday, February 26, 2014 12:48 PM
To: Nicolas Sparacio
Subject: Walmart

Hello,

I am contacting you to let you know I am strongly against having a Walmart downtown. It does not fit in in any way with the progress or growth of the area. The opposing opinions (from mine) that I hear constantly mention lots of jobs. I am all in favor of more jobs. I myself need a different, better-paying job, but I don't think Walmart is the answer. I don't shop there, and never will, but I hear people talk about how cheap they are. Well, they are probably the biggest retailer in the country, so they can buy in much larger quantities, but they have also repeatedly run older, smaller, hometown businesses out of business all over the place. And, those smaller local businesses are exactly what some of us want downtown. We want to have and support local businesses so we can strengthen our local economy. I don't want another Walmart anywhere in Green Bay, and I sure don't want one on Broadway. I grew up over there, on James St. My mom still lives in our family home and my family is over there every weekend. We went to Fort Howard school. I don't want to see that area destroyed by big business that will supply, yes, lots of jobs, but they will be low-paying that people can't actually live on. Please vote against Walmart.

Sincerely,
Karen Marks

Think Green. Please don't print this message unless it's really necessary. Thank you.

To live and not to breathe is to die in tragedy

Rage and Love

Nicolas Sparacio

From: T H [business.only8301@hotmail.com]
Sent: Monday, February 24, 2014 2:24 PM
To: Nicolas Sparacio
Subject: FW: Development

Sent from my Windows Phone

From: T H
Sent: 2/24/2014 2:13 PM
To: jimsc@greenbaywi.gov
Subject: Development

Dear Mayor Schmitt:
Please I beg you, please don't let GB be bullied into another WalMart. They all look like trash eventually, they don't attract individuals that help beautify the city. GB would really benefit from a Whole Foods. I would drive to GB to shop at Whole Foods. The city needs a facelift and another WalMart will do the opposite. I hate how WalMart runs this country and cities are forced into letting them build. Please be the first to take a stand against them. GB would get so much business from a Whole Foods. It would be the only one around, even Appleton doesn't have one. Please don't let WalMart in.
Thank you, Tera

Sent from my Windows Phone

Nicolas Sparacio

From: margaret mary gerhard [fullmoonbog@gmail.com]
Sent: Sunday, February 23, 2014 7:10 PM
To: Nicolas Sparacio
Subject: larsen property

nick!!!--no flat box super store--THINK OF THE RIVER!!--LETS USE IT AS THE ASSET IT IS---HONOR THE WATER!---IT IS PRECIOUS AND NEEDS TO BE AVAILABLE TO ALL- HONORED ---GREEN SPACE!!!!THINK GREEN -GO GREEN---MAKE IT SUSTAINABLE!!!--ENVIRONMENTALLY CORRECT!---please educate others!!

Nicolas Sparacio

From: Jackie Grzeca [jjgrzeca@gmail.com]
Sent: Sunday, February 23, 2014 2:58 PM
To: Nicolas Sparacio
Subject: Public Comment about the proposed Walmart

Jackie Grzeca
3667 Finger Road
Green Bay, WI 54311

Dear Nic,

I would like to state my opposition to the Walmart proposal for a 154,000 square-foot super center in the Larsen Green area of downtown Green Bay.

This is precious property. I believe there are much finer uses for this property. I believe if a Walmart is built in this area as proposed, the property value of the area is greatly diminished. A Walmart in the Larsen Green area will not attract other businesses to the area that will enhance the area.

I question why Walmart refuses to consider a location that is approximately nine blocks away. Why will they not consider a two-story building as my husband and I have seen in other cities? Why must it be their way or the high way? If the 154,000 square foot single story building in the Larsen Green area of Green Bay is their final answer, then I say to them, "Thank you, but no thank you."

I realize the Larsen Green area has been vacant for several years. The economy of the nation has been down trodden during this time. Soon, I believe the economy will favor higher use of this precious property.

I want you to know how I feel about the down town of our city. Again, I feel putting a Walmart in the Larsen Green area of our down town is like putting a laundromat in the middle of a park.

Sincerely,
Jackie Grzeca
262-309-9819
262-354-4728

Nicolas Sparacio

From: Mary Ginnebaugh [maryginnebaugh@sbcglobal.net]
Sent: Friday, February 21, 2014 8:00 PM
To: Nicolas Sparacio
Subject: Letter sent to the GB Press Gazette
Attachments: Supporting a Downtown Mixed Use development.pdf

Hi Nic –
Attached is a letter sent to the Press Gazette supporting the Mixed-Use designation for the Larsen Green property. I thought you should see this letter in the event the PG does not print it.

All the best,

Mary Ginnebaugh, Chair
Democratic Party of Brown County

The Administrative Council of the Brown County Democratic Party supports a Downtown Mixed-Use designation for the Larsen Green property area. As an organization located in the Broadway district, we believe that this designation is the best fit: for the neighborhood, its residents, the businesses currently operating in the Broadway district, tourists, for the environment, and for this valuable riverfront location. We appreciate that the Downtown Master Plan has already been developed with much input from a variety of stakeholders. This Master Plan should be implemented.

Green Bay needs to promote itself as a unique destination. Doing so brings jobs, money and vitality to the area. Giving this space to a box retailer with a large parking lot does not establish any reason for people to come to the Broadway area. Many cities would be delighted to have the opportunity to create something new and exciting with a large riverfront property. Likewise, this historic area, site of the former Fort Howard, deserves to have more thoughtful attention paid to its development.

Thank you, Mayor, and other city officials for your leadership and belief that we do not have to settle for a short-term idea of a box store on this property.

Nicolas Sparacio

From: kortbeins@yahoo.com
Sent: Friday, February 21, 2014 4:38 PM
To: Nicolas Sparacio
Subject: Downtown Master Plan and Walmart

Dear Mr. Nic Sparacio,

My name is Stephanie Kortbein and I have lived in Green Bay since 2004. Before that I lived in Naperville, Illinois for four years. I grew up in Marinette, Wisconsin. All of these communities have changed dramatically in the past fifteen years.

It has been brought to my attention that Walmart is planning to have another presence in Green Bay's downtown area. Our family frequents downtown for community events, good local food and produce, it's large library and to enjoy the river. We bring our extended family and friends from out of town to these events as well. Visitors comment that downtown is feeling like it ought to in a place like Green Bay. I personally love the architecture downtown. My children point out waterfowl along the river. Walmart does not fit downtown Green Bay. I feel that it would not only take away from the look and feel of our authentic downtown area, but I have seen it suck money out of the pockets of small local businesses. Walmart is not neighborly.

Green Bay has become our home. Our children were born here and we plan to raise them here. Our neighbors are friendly and helpful. We love Green Bay's honest atmosphere. Please remember that we do not need to sell any more of ourselves to Walmart in order to survive. I prefer that downtown would thrive amongst honest and authentic neighbors whose businesses support one another and our community.

Thank you for your work and consideration as the Downtown Green Bay Master Plan works to further develop community in our city.

Sincerely,

Stephanie Kortbein
1214 Thrush Street
Green Bay, Wisconsin
(920) 676-2864
Kortbeins@yahoo.com

Nicolas Sparacio

From: Rebecca Derenne [rderenne@hotmail.com]
Sent: Friday, February 21, 2014 4:05 PM
To: Nicolas Sparacio
Subject: re Downtown Mixed Use
Attachments: Supporting DMU development.doc

Thank you for your consideration.
Best,
Rebecca Derenne

I support a Downtown Mixed-Use designation for the Larsen Green property area. As a long-time resident living in the Broadway district, I believe that this designation is the best fit: for the neighborhood, us residents, the businesses currently operating in the Broadway district, tourists, for the environment, and for this valuable riverfront location. I appreciate that the Downtown Master Plan has already been developed with much input from a variety of stakeholders. This Master Plan should be implemented.

Green Bay needs to promote itself as a unique destination. Doing so brings jobs, money and vitality to the area. Giving this space to a box retailer with a large parking lot does not establish any reason for people to come to the Broadway area. Many cities would be delighted to have the opportunity to create something new and exciting with a large riverfront property. Designating this space as a Downtown Mixed Use property adds variety, not only in the physical offering for the area, but also in appealing to a number of different constituencies. Likewise, this historic area, site of the former Fort Howard, deserves to have more thoughtful attention paid to its development.

Lastly, why does this retailer get to dictate that they should have a special bus stop? What about all the other area businesses' needs? Or what of the wishes of the people that need transportation? This issue brings to light another greater issue in planning—how do we skillfully, ethically, efficiently and regularly provide transportation options, including walking and biking options? We all deserve a bus system that runs more places, more often, every day of the week. The Broadway area currently does not support the type of traffic that a Walmart could create, and I have no interest in seeing the residential area bordering Broadway destroyed.

We do not have to settle for a short-term idea of a box store on this property. Let's take the long view of what is best for all.

Nicolas Sparacio

From: Martin Webber [mwebber50@gmail.com]
Sent: Friday, February 21, 2014 2:19 PM
To: Nicolas Sparacio
Subject: Larsen Green

Dear Mr. Sparacio,

I am contacting you today regarding the Larsen Green area.

My family and I recently moved here from downtown Chicago and have been very pleased with the progress of downtown Green Bay. I have been closely following the Walmart situation and I must tell you I am against it.

Downtown GB is shaping up to be a very special place but I feel a Walmart would slow down its momentum in terms of uniqueness. Coming from Chicago, I know first hand what a downtown has the potential to be. Please keep in mind, I am not only referring to the city of Chicago but the suburbs as well. Examples being Park Ridge, Naperville, Hinsdale, and Wilmette to name a few. Their planners were extremely thoughtful as to the future wants and needs of the residents. They asked themselves if they wanted a generic city center or one that would draw in people from surrounding suburbs. When my wife and I lived there, we would venture out to Naperville for dinner,(a 35 mile drive from our home), because we love the area. That is what GB should strive for.

Please do the right thing and lets make downtown GB something we can be proud of.

Thank you for your time.

Sincerely,

--
Martin Webber

Nicolas Sparacio

From: Laural Wauters [laural@mandalashaman.com]
Sent: Friday, February 21, 2014 9:49 AM
To: Nicolas Sparacio
Cc: rhondasitnikau@yahoo.com
Subject: My thoughts condensed

Hi Nic,

I also sent this to all the Aldermen…

I am a resident of Green Bay with roots that date back to 1840….

A Downtown Mixed Use designation for the Larsen Green property will give Green Bay:

1. The opportunity to **generate more tax base with multi-story: retail, live/work development, office space, education, tourism etc**…..versus a single commercial designation that encourages the development of a one-story Big Box retailer with a large flat parking lot.

2. Lets us **create a "Place" that we can be proud of.** A place that enhances our growing downtown and improves the overall image of our city. A place that helps to make Green Bay attractive to businesses, professionals, Doctors, creative artists and our children.

3. Mixed Use **helps us preserve our history!** This is truly the most historic land in Green Bay and we just now have this window to save it! To tell the story of Green Bay's roots and its evolution from a Fort to a Port.

4. **What was old is new again…you see it happening everywhere…let it happen here!** Mixed Use encourages the restoration and reuse of warehouse buildings and old corporate office space versus demolishing it. For over 110 years Larsen/Birdseye have been leaders in the vegetable canning industry. Once we destroy this building it is gone for good.

5. Mixed Use will **open to doors to developers with vision that will bring our city together.**

6. Our Downtown District is the Heart and Soul of our City. **Our city began on this very land!**

Larsen Green is NOT 16 acres of contaminated brownfield….It is the land of firsts!

First Settlement in Upper Midwest
First Fort west of Lake Michigan
First Port in Wisconsin for large scale commercial transportation of grain etc...
First Large Scale Grain Elevator in Wisconsin
First Commercial Railroad in Green Bay
First Passenger Railroad in Green Bay
First Canning Company in Green Bay and home to Veg-All the #1 brand of Canned Mixed Vegetables

Please don't let this land of firsts become a land of seconds, thirds and fourths.

Please vote Downtown Mixed Use on March 4th!!

Thank you for your time,

Sincerely, Laural

Laural Virtues Wauters
www.treeoflifeawakening.com
"Who looks outside dreams, who looks inside awakes." - Carl Jung

Nicolas Sparacio

From: Sarah Griffiths [sarah.griffiths@snc.edu]
Sent: Wednesday, February 19, 2014 4:05 PM
To: Nicolas Sparacio
Cc: District One; District Two; District Six; District Three; District Four; District Five; District Seven; District Eight; District Nine; District Ten; District Eleven; District Twelve; Jim Schmitt
Subject: Public Comment on Larsen Green

Dear Mr. Sparacio (cc Green Bay Common Council Members; The Honorable Jim Schmitt, Mayor of Green Bay):

Please add this to the public comments invited in anticipation of the March 4 hearing on the Larsen Green site.

I live in District 4 at 1023 S. Van Buren Street. I have been following the proposed designation of the Larsen Green property with great interest and concern. I attended and spoke at the February Planning Commission meeting and have contacted my alderperson, Mr. Tim DeWane, to express my views.

I strongly support the proposal to designate the Larsen Green site as Downtown Mixed Use rather than Industrial in the Comprehensive Plan. I am opposed to designating the property as Commercial.

At the Planning Commission meeting, I urged city leaders to consider the legacy they will leave for our community when they decide on this matter. Downtown Mixed Use is the most appropriate designation for the Larsen Green property in the short-term and, perhaps more importantly, in the long-term. I believe designating the Larsen Green area as Commercial and opening the door for a big box retailer would be bad for Green Bay. A big box has no place in a historic district or in a well-established, award-winning Main Street Program such as the Broadway area. It would be completely contrary to the adaptive re-use and sustainability that have been signature features of the rehabilitated Broadway district. A big box would be totally out of sync with the exciting and carefully planned smart growth efforts underway to continue improving our downtown--a downtown my family and I love and support! Such a building would be aesthetically and architecturally wrong for the Broadway area--particularly the size and one-story design (including the giant parking lot) to which Walmart is committed. Furthermore, a big box would create serious traffic and safety problems for the neighborhood.

For me, this is not about an elite minority trying to shield its "trendy" Broadway area from the real world, as a Walmart spokesperson derisively suggested in a recent social media post. Anyone who knows anything about Green Bay knows that the Broadway area and those concerned about it are far from one-dimensional. We're talking about a rich and dynamic tapestry of new and old; Mom and Pop and corporate; residential and business; and everything in between. This is about an opportunity to do what's right for the city of Green Bay now and for generations to come.

Please designate the Larsen Green site as Downtown Mixed Use so we can keep downtown and Green Bay moving forward!

Thank you.

Sincerely,

Sarah Griffiths
1023 S. Van Buren St.
Green Bay, WI 54301
(920) 430-3297

Nicolas Sparacio

From: Sue Schoultz [suezwoo@yahoo.com]
Sent: Tuesday, February 18, 2014 2:20 PM
To: Nicolas Sparacio
Subject: Walmart

Dear Mr. Sparacio:

We are writing to let you know that we are against the Larsen Green land on Broadway being used to build a Walmart.

We have lived on Kellogg Street for over 20 years and feel that a big box store such as Walmart would greatly increase the amount of traffic we already have going past our home. We have discussed moving if the store is built at the end Kellogg Street.

Please make the right decision by not allowing a Walmart to be built in our historic neighborhood.

Sincerely,

Paul and Sue Schoultz

Nicolas Sparacio

From: Glenn Spevacek [gspevacek1@new.rr.com]
Sent: Wednesday, February 12, 2014 8:47 AM
To: Nicolas Sparacio
Cc: Jim Schmitt; Jeff Mirkes; Brent & Peggy; rep.klenke@legis.wi.gov
Subject: comments

Nic -

Please add the following as my contribution to the citizen comments concerning the Larsen Green zoning. Thanx, Glenn Spevacek

I am often asked, "How do you like living downtown?"

My response is usually conditional. "You have to be an "urban" person, living downtown isn't for everyone." In fact, a solid majority of Northeastern Wisconsinites probably does't find the idea very appealing. And that's okay; it's a free country. Those who choose to live "in the city" do so for very specific reasons and those that don't, likewise. It takes a pretty compelling reason for suburb dwellers to brave the (perceived) traffic congestion, the (perceived) parking problems, and the (perceived) crime issues. For too many years, we had unfortunate and unsightly evidence that, given a suburban alternative, most of our citizens would choose a mall built in the middle of a field over one shoehorned in the middle of a downtown area.

Which brings me to the Walmart issue. People who choose to live downtown choose to do so for a variety of reasons. They love the convenience, the activity, the social interaction, the stimulation that comes with living shoulder to shoulder with a wonderful mix of people. These "urbanites" are looking for what our soon-to-be-released, updated downtown master plan calls "AuthentiCity". They want a real and unique environment that provides a sense of place, a downtown that reinforces their feeling of pride in the place they choose to call home. Replicating the mistake made with Port Plaza Mall by inserting a suburban box with a 600 car parking lot into downtown provides neither "sense of place" nor the feeling that Green Bay is a unique and authentic locale.

As I have stated in a previous master planning session, AuthentiCity doesn't just mean preservation or recreating the past - it also means that going forward we embrace who we are, and who we want to be, through organic and planned growth that truly reflects the spirit and unique attributes of our city. Zoning Larsen Green "downtown" does not preclude a merchant like Walmart, it just establishes the fact that they are more than welcome in our city, in our downtown, but I has to be on our terms, within our vision, not theirs.

Respectfully submitted,

Glenn Spevacek
118 S.Washington St. Suite 218B
Green Bay

Nicolas Sparacio

From: Sara Cavanaugh [missrosafina@gmail.com]
Sent: Monday, February 10, 2014 10:06 AM
To: Nicolas Sparacio
Subject: Larsen Green

Hello!

I want to voice my opinion on the use of the property and say it shod be mixed use! A big box store really doesn't make sense in that area and would deviate from what I see our city trying to become: local business, unique business, small business! Thank you

Sent from my iPhone powered by Cellcom

Nicolas Sparacio

From:	Bronson Smith [superiorsoundent@sbcglobal.net]
Sent:	Wednesday, February 05, 2014 10:23 AM
To:	Nicolas Sparacio
Subject:	Larsen Green / Mixed use.
Attachments:	4742173505_04ebf973c1_o.jpg; fishing-village-kaliningrad-russia-may-ethnographic-trade-craft-center-built-old-german-style-may-kaliningrad-33066159.jpg; article-2337952-1A36A73D000005DC-841_634x417.jpg; Helen-GA-Traffic-Ticket-Attorney.jpg

Hello Nic,

I am writing in support of the Larsen Green property being re designated **Mixed Use by the city council** in an effort to block Wal Mart from moving into the Broadway area. A Wal Mart or any Big Box store would adversely effect that area. As you know Broadway street as it currently is, was never intended to handle that greatly increased traffic flow & congestion that a retail Super store would bring & create. Broadway Street would have to be widened
the Farmers Market would have to be moved to allow the traffic to continue down Broadway street, Traffic grinds to a halt everything a Train or Boat comes through.

What I would like to see happen to that property is
1. Tear down the old Larsen Factory - It's a blighted eye sore that just takes up space, a lot of it, it's architecture is not unique, it's just an old dilapidated rectangle brick factory with an ugly smoke stack & it takes up too much space. that spaced can me more useful to create a
2. Mixed use specialty retail Village with dozens of smaller specialty stores - Restaurants, Winery, Chocolate - Candy shops, Micro brew stores, music shop, mens & Womens clothing stores, etc, etc, etc ...If it was designed right this area of Broadway would be a destination for people in North eastern Wisconsin

I am attaching a few pictures of what I am thinking of..

Thanks Nic !

Superior Sound Entertainment

Bronson Smith - Owner/DJ
101 S.Military Ave. PMB 263
Green Bay, WI 54303-2409
Office 920-430-1300 / Mobile-Text 920-883-0195
www.superiorsoundent.com
Bronson@Superiorsoundent.com

Nicolas Sparacio

From: Jeffry Baum [jdbaum821@gmail.com]
Sent: Monday, February 03, 2014 2:54 PM
To: Nicolas Sparacio
Subject: Walmart

Sir, just want to express my strong opposition to Walmart building downtown. In a way, Green Bay's downtown has already been down this road. When we first moved here in the 80's, downtown was a mall. Port Plaza finally got torn down to make way for a real downtown--independent shops and stores. Walmart will take that away.

My wife and I are leaning towards moving to a condo or apartment downtown in the next couple of years. We like the idea of choosing restaurants and stores to explore. But, I can't imagine living in a downtown that has a Walmart as its main shopping outlet.

Please add my voice to the "no Walmart" contingent.

Jeff Baum
Allouez

Nicolas Sparacio

From: conveyor@execpc.com
Sent: Friday, January 31, 2014 8:30 PM
To: mknuth@pressgazettemedia.com
Cc: Nicolas Sparacio
Subject: Wal-Mart Store on North Broadway

Mike Knuth, Executive Editor of Green Bay Press Gazette, Please put the following article in the People's Forum:

I totally agree with the Press Gazette's editorial in favor of allowing Wal-Mart to build a store on North Broadway. After 7 years of trying unsuccessfully to sell that land we should be thrilled with the largest retailer in the world wanting to come in and clean up our brown field to build on that site. I disagree with the "downtown" zoning designation for "mixed-use community with live-work buildings and townhouses". The site is not that desirable. The proposed Wal-Mart store parking lot would start at Kellogg Street, which is one block north of Dousman Street. There is an active railroad track along the length of the property and 2 industrial warehouses between where the new store building would be and the river.
All the river front property north of there is also industrial. On the adjoining property north of the store is a homeless shelter. I agree that Green Bay should be proud of what the Larson Group, "On Broadway, Inc,"
has done in successfully promoting the development of independent businesses that have started up on Broadway. On the down side, their success rate has not been that good. There has been a lot of turnover.
Wal-Mart would be an anchor store that would increase traffic to help those businesses and increase their property values. The Wal-Mart store in West De Pere has spurred development there. The City Council should not pass on this opportunity. They are being unfair to the taxpayers of Green Bay by requiring the city to spend $3 million to take over the property, and then having to spend another $1.5 million to clean up the brown field without a buyer in sight.
Cal Granius

Nicolas Sparacio

From: dickroshak@gmail.com on behalf of Dick Roshak [droshak@coldwellhomes.com]
Sent: Friday, January 31, 2014 12:09 PM
To: Nicolas Sparacio
Subject: Larson Green Location

Nic,

I can't believe the narrow mindedness for this site, you will never get it developed with a bunch of small stores or shops per your new zoning requirements as the plan commission recommends. You have a retail client not asking for anything from the city to develop that site, not to mention the $656,000 a year in property taxes that are dearly needed in the city, plus the clean-up of this site ($2 to $3 million), plus that fact you will get several more small stores to follow, the pedestrian traffic this store(Walmart) will bring into the area.

You are letting a group of several small stores that Walmart won't even be competing with dictate whats happen there. If you were to put this to a referendum vote , it would be very favorable to the public.
-
The city is gong to end up stuck with this property in June, you will end up trying to develop this site again for the next 10-20 years. WAKE UP

Dick Roshak-

Dick Roshak
Realtor
Coldwell Banker
The Real Estate Group, Inc.
(920) 490-8147 Cell
(920) 469-8680 Fax
droshak@coldwellhomes.com
Click here to view listings!

To unsubscribe, click here... droshak@coldwellhomes.com and type unsubscribe in the subject line.

Nicolas Sparacio

From: kimberlee jankowski [kjanart@gmail.com]
Sent: Friday, January 31, 2014 11:26 AM
To: Nicolas Sparacio
Subject: public comment, comprehensive plan change

Dear Mr. Sparacio,

As a homeowner of the Fort Howard Neighborhood, I urge you and the City Council to uphold the 5-1 decision of the Plan Commission on Monday, January 27th.

I attended the meeting and also spoke against a Walmart supercenter on Broadway. I feel that Walmart does not intend to change the size of the store to the appropriate 70,000 sq ft that you had discussed. I also do not think that their design of a typical big box store and flat parking would blend in with, or enhance the historical Broadway district. There were also some unanswered questions about traffic congestion. Their study did not take into account the train and bridge opening delays. They seemed to ignore that altogether. I think that anyone in Green Bay knows what a nightmare that would be! Walmart does not have the right to dictate to the citizens that live here what is best for them. It is clear to me they will only build what they want, it is time to look at other options.

Since Monday night's meeting I have thought a lot about what I would personally like to see on that property. My first thought was paying tribute to the history of Fort Howard with a green space and monument within the footprint of the old fort. I believe the Brown County Historical Society should be involved in this project. Also, I would love to see an adaptive re re use of the old buildings on the property if possible. Titletown Brewery is an excellent example of this. Why not continue that on Larsen Green? Last, but not least a affordable, appropriately sized grocery store that would serve the needs of the surrounding community.

I truly feel that a big box of any kind does not fit with the Green Bay Smart Growth 2022 comprehensive plan.

Thank you,
Kim Jankowski
212 N Oakland Ave
Green Bay, Wi 54303

Nicolas Sparacio

From: precious_1@new.rr.com
Sent: Thursday, January 30, 2014 11:24 PM
To: Nicolas Sparacio
Subject: Walmart Buiding Downtown

Dear Mr. Sparacio, I am e-mailing you to please stop Walmart from building downtown. I am totally against this happening. The huge box store is out of place, it will hurt the smaller shops and once they start to close Walmart will be the boss. You will loose tax revenue as the downtown stores close one by one. You have done a great job at re-building downtown Green Bay but this would be a mistake. You tore down stores like Knapps to build a two story mall that is now gone @ wish we had back. Have you seen the ads in the paper slamming Walgreens @ comparing prices? The ads on TV @ the all of sudden contributions to charities. Can't people see thru this? I do not trust them @ fear many of the items they sell are cheap copycats smuggled in for cheaper prices. Most important they treat their employments unfairly. Most will be part-time so they will not have to pay any benefits. I read a letter from the GB Press newspaper recently from a man who reminded us of the shoreline downtown. Once you build a box store like this with such a huge parking lot that space it is gone forever. I would like to see another grocery store, "Whole or organic groceries", @ maybe a Walgreens. And I live at 1364 Dousman ST. There is enough traffic on this street. Do not give into these oversized bullies! "Thank You" for you time. Anne Erickson

Nicolas Sparacio

From: Kenneth McKeefry [kmakbldrs@yahoo.com]
Sent: Thursday, January 30, 2014 7:15 PM
To: Nicolas Sparacio
Subject: Larsen Green

Walmart--NO! Change zoning for Big Box Occupancy ---NO! Retail Development ---YES!
Historical Preservation---Yes!
We have the opportunity to do something worthwhile for the future generations and visitors to enjoy and appreciate, let's not ruin that by letting a Big Box pour asphalt on historic ground. Develop the area to represent our past and future.
Thank you.
K. McKeefry

Nicolas Sparacio

From: Jill Donlevy [odelevy22@yahoo.com]
Sent: Thursday, January 30, 2014 3:10 PM
To: Nicolas Sparacio
Subject: Walmart on Broadway

Nic,

As if you need 2 more cents on the subject, neither my husband or I are fans of Walmart. However, looking at it objectively, that property has been vacant for years and sits next to a homeless shelter - not an ideal place for a lot of businesses or for people outside of that area wanting to visit.

That area of town truly needs a decent shopping venue, not just for groceries, but other items. Most of the people that live in the inner city of GB don't have a lot of money, or vehicles, etc. and have to take the bus to buy things at Walmarts far away from city center.

I understand the plight of the small businesses on Broadway, but they are not in direct competition with Walmart for their type of wares. The store would be so far down, that it's not like it's right across the street from many of their stores. I also get that they are looking for a certain "style" of businesses there, but if Walmart is willing to build something aesthetically pleasing to the area, at least it would blend in.

For folks living or moving in to downtown apts., Walmart would be a help to them if we as a city are trying to promote this area to live / work in. If you want to keep people in that area, they need to have the support network to do so - this includes groceries, drug stores, and other home goods.

We would love to get a Trader Joe's or Whole Foods in GB, but those are definitely not the types of stores that people who live in that area could afford. Plus Walmart would need to hire many people, and those people may come right from the neighborhood.

I would surmise that most people do not like Walmart's methods of doing business. However, they appear to be here to stay, so why not use them to our advantage. It would bring more people down to the Broadway district and that may end up helping the small businesses there already.

Another opinion, but hopefully one that may influence progress.

Thanks for your attention.

Jill and Chuck Donlevy
2533 Wandering Springs Court
Green Bay, WI 54311

Nicolas Sparacio

From: Dominic Dominowski [dominodo2@gmail.com]
Sent: Thursday, January 30, 2014 2:27 PM
To: Nicolas Sparacio
Subject: Larsen Green

Dear Sir,

The city of Green Bay has a rare opportunity to do something very special for it's residents and those from surrounding communities. Consider Pikes Market in Seattle , the River Market in LittleRock,Ark. or Atwater Market in Montreal, Canada. These are places where the spirit of the community is alive and the energy is palpable. This is the opportunity that GB is presented with.

I do not believe that another Walmart store will bring that level of energy to the Broadway District. A marketplace can provide business opportunity for many local merchants as well as revealing the true character and flavor of a great American city.

Dominic Dominowski
Darboy, Wi.

Sent from my iPad

Nicolas Sparacio

From: Nellie DeBaker [n9691@yahoo.com]
Sent: Wednesday, January 29, 2014 8:15 PM
To: Nicolas Sparacio
Subject: Walmart Situation

To change the Comprehensive Plan for Larsen Green from "General Industrial to Downtown" will only serve those who are against Walmart coming into the site. They are looking for a way to prevent Walmart coming into this area. It is easy to see through the strategy some of you are doing to Walmart. This is an industry....seems the city would welcome someone who wants to create a business that has many positive consequences.

Why are you making this decision so difficult for Walmart? Who goes to Broadway anyway? Their repetition is already set so having Walmart come into the area will only be good in the long run for Broadway. Walmart will be the draw for many to come over to that area once again.
So I vote for letting Walmart come to the area. It certainly would be good to see what kind of business are over in that area once again. It will set the future for Broadway as a positive entity. Plus many jobs will be created. I would think the Mayor would be thinking of this angle.

Talk about height.....bad idea to build those apartment buildings right on the Fox River. Now if one is on Washington Street, the Fox River is hidden from view. I see these buildings are no different than the argument you are giving to Walmart.

So vote Yes!. If you can't do that, then tell Walmart to come out here in the country. We sure could use some business. Every time I leave my house it is a 50 mile round trip at least.

Thank You.

Nellie P. De Baker

Nicolas Sparacio

From: Robert Spivey [robert.spivey@att.net]
Sent: Wednesday, January 29, 2014 1:09 PM
To: Nicolas Sparacio
Subject: Economic Development

Dear Nic Sparacio,

For years I have heard elected and appointed officials and others in this area bemoan the lack of a full service grocery store downtown, and the failure to figure out what to do with a large plot of land that has been vacant for years. I thought they were serious. Silly me, turns out they weren't.

Along comes a major international highly successful company wanting to make a huge investment in downtown Green Bay, creat many jobs, pay a lot of taxes, and provide goods and servies to many people who could actually walk there as well as others.

And along comes some opposition. My thoughts

There is a not a store on Broadway that would be given any competition by Walmart. Even so, I always think competition is a good thing, sharpens every body up.

There is a lot of elitist talks from the opponents—Walmart is a low class store, etc.. Totally disgusting to see some elected officials buying into those thoughts.

We need a Whole Foods? You've got to be kidding, you couldn't pay a Whole Foods to come here for all the obvious reasons. Small minded bickering would be high on the list.

I could go on and on Nic, but you are a busy person, so I will just say please see that the Walmart proposal is approved as soon as possible, so the full range of positive economic activity can begin. So that people can be hired. So that tax revenue will begin to flow.

Please pass this on to anyone who has a say in the future of downtown Green Bay. I fully support this wonderful Walmart proposal.

Please stop dragging this out, seeing how many people can be pitted against each other, wasting time and money arguing.

Thank you,
Bob Spivey 360-8667

Nicolas Sparacio

From: Enrique Mora [emoram@spamarrest.com]
Sent: Wednesday, January 29, 2014 1:00 PM
To: Nicolas Sparacio
Subject: Nothing but benefits Green Bay would derive from Walmart Dowtown

Dear Nic Sparacio,

I have been a business consultant for more than 40 years, developing strategic management and competitive programs for hundreds of enterprises.
It is a fact that the efficient businesses are nurtured by competition. Walmart is an example to be followed by any merchant who want to grow and stay in the favor of the public. If this store comes to downtown, those dark and solitaire blocks of Broadway will benefit with activity that is currently absent. Also the population of the area, comprised largely by low income families will see better prices at all the places that sell them what they need, not necessarily will they have to go to Walmart to get their needed items. Honest merchants will become more competitive and the flow of money enriches all the community.

Gangs would not benefit from this for sure. Nor would those whose business is not exactly service to their community but mark-ups and controls that hurt the weakest class.

Walmart brings to each new location numerous union-free job opportunities, especially for people who are entering the workforce, although the more qualified also find at this employer optimal professional opportunities.

I am sure that the taxes that Walmart will pay are also a boost to our downtown communities.

Please consider these benefits, and not the obscure interests that may be opposing the construction and operation of this excellent enterprise.

America is about Free Competition. Sam Walton was a visionary that has kept transforming our Country into a better one.

Enrique Mora

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"The secret of joy in work is contained in one word – excellence. To know how to do something well is to enjoy it."

Nicolas Sparacio

From: Peggy L. Crabb [pcrabb@oneidanation.org]
Sent: Wednesday, January 29, 2014 9:25 AM
To: Nicolas Sparacio
Subject: Comprehensive Plan

Hi Nic, I am in favor of changing the comprehensive plan for Larsen Green to "Downtown" only!!! There is NO way I want Walmart to build on Larsen Green. I am very interested in saving the existing brick warehouse building. Mixed use for Larsen Green is the way to go! Thank you for conducting a very good meeting Monday evening. Peggy Crabb