

City of Green Bay Planning Department Response to Walmart Conceptual Plan

Concessions

What the Planning Department is not asking for at this time:

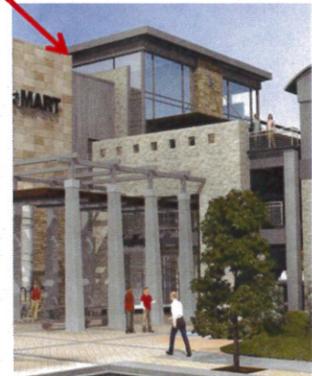
1. Reshaping the floorplate/footprint of the store
2. Mixed-use (compliance with PUD Site Use Plan)
3. Multi-story (compliance with PUD Minimum FAR)

Requested Changes

The alterations necessary for possible Planning Department support of PUD amendments:

Building Massing

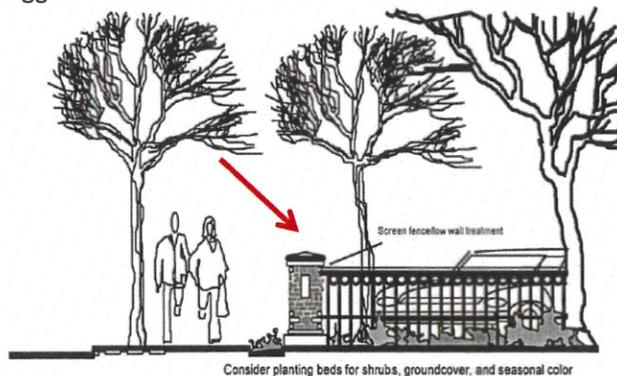
1. Increase the building height on at least three distinct sections of the building. (Suggestion: 2 corners along Broadway and at the main entrance on the south façade)



2. Hold the corner at Broadway and the Elmore by reducing the setback along Broadway and by designing the access drive aligned with Elmore Street as a streetscape.
3. Address the massive expanse of the single-story roof by adding a green roof.

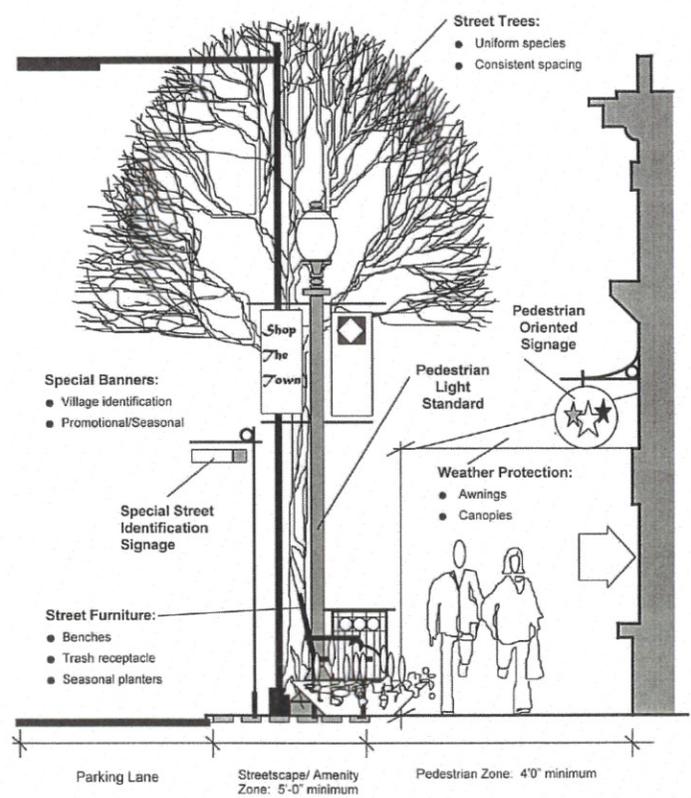
Site Design

1. Address the expanse of surface parking and lack of building density by adding structural edges. (Suggestion: low wall and decorative fence softened with landscaping)



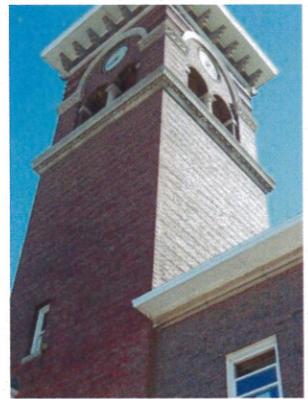
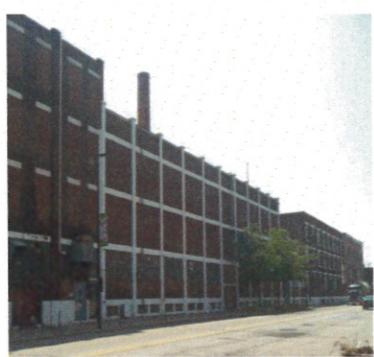
2. Reduce the number of access points onto Kellogg. The Zoning Code requires more separation between driveways, so some internal parking lot circulation would need to be added.

3. Add lighting and landscaping (where appropriate) that are pedestrian scaled, especially along the Elmore access drive, along Kellogg and Broadway, and along the pedestrian access aisle in the middle of the parking lot.
4. Design the access drive aligned with Elmore Street as a streetscape with clear separation between the vehicle thoroughfare and the pedestrian zone, clearly marked crosswalks, and a "Main Street" feel overall.



Architecture

1. Relate the building to the surroundings of Larsen Green. Suggestions:
 - a. Incorporate a design element from the Larsen Cannery
 - b. Incorporate a design element tied to the railroad or train station
 - c. Incorporate similar features as Titletown at Larsen redevelopment like the external truss
 - d. Use brick
 - e. Create a tower element



2. Add transparency and activation along Broadway. Suggestions:
 - a. Spandrel glass
 - b. Arcade
 - c. Atrium
 - d. Awnings
 - e. Transit shelter



Density

1. Show a long range plan for outlots along Kellogg.
2. This can be tied to the future addition of a parking structure.

Potential Review Process

1. Traffic Study
2. Utility Analysis
3. Neighborhood Meeting
4. Comprehensive Plan Amendment
5. OBI Design Review
6. PUD Amendments
7. Development Agreement? (Has Governing Board required this?)
8. Site and Building Plan Review