



# PROTECTIVE COVENANTS

Economic Development Authority  
100 North Jefferson Street  
Green Bay, Wisconsin 54301-5026  
920.448.3397  
[www.green-bay.org](http://www.green-bay.org)

Adopted July 2005

**University Heights Commerce Center  
Protective Covenants**

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# Commercial Land Use Regulations

## 1. Permitted and Conditional Uses

The following uses are allowed as permitted uses:

- a. Department stores
- b. Hardware stores
- c. Home improvement stores
- d. General retail
- e. Grocery stores
- f. Medical/dental clinics
- g. Professional office
- h. Theatres
- i. Restaurants with or without drive-thru service
- j. Hotel or motels
- k. Convenience stores with gasoline sales
- l. Drug stores with or without drive-thru prescription service
- m. Financial institutions with or without drive-thru service
- n. Residential uses if located above the first floor
- o. Accessory uses incidental to any of the above uses when located on the same premises

## 2. Building Architecture

- a. Architecture and building facade design shall be reviewed and approved by the Plan Commission during final site plan(s) review and approval and shall minimally provide the following:
  1. All colors, materials, finishes, and building forms shall be coordinated in a consistent manner on all facades. If multiple structures are developed at staggered times or in phases, the first development shall set the general standard in regard to overall architectural consistency.
  2. All exterior walls shall be finished with brick, natural stone decorative face concrete block and/or glass curtain walls, architectural precast concrete panels (surface finish to be painted, stained, or exposed aggregate). Exterior finish and insulation systems (E.F.I.S.), such as Drivit, must be approved by the Development Review Team (DRT). Architectural metal roof for accent only (minimum of 20-year warranty on finish; at least 26-gauge metal, totally concealed fasteners, base plates, and end trim required), and other materials as approved by the DRT during final site plan review.
  3. Exterior trim is required for all doors and windows and shall be either wood, stone, cast stone, molded fiberglass, molded high density polymer,



and other materials as approved by the DRT during final site plan review.

4. Buildings with facades over 100 feet in linear length shall incorporate wall projections or recesses at a minimum of 3-foot depth and a minimum of 20 continuous feet within each 100 feet of facade length and shall extend over 20 percent of the facade. Developments shall use animating features, such as arcades, display windows, entry area, or awnings along at least 60 percent of the facade.
5. Variations in roof lines shall occur every 100 linear feet in the building length. Parapets, gable roofs, hip roofs, or dormers shall be used to conceal flat roofs and roof top equipment from public view.
6. Each principal building on the site shall have clearly defined, highly visible customer entrances featuring, at a minimum, one of the following:
  - ◆ Canopies or porticos
  - ◆ Overhangs
  - ◆ Recesses/projections
  - ◆ Arcades
  - ◆ Raised corniced parapets over the door
  - ◆ Peaked roof forms
  - ◆ Arches
  - ◆ Outdoor patios
  - ◆ Display windows
  - ◆ Architectural details, such as tile work and moldings, which are integrated into the building structure and design
  - ◆ Integral planters or wing walls that incorporate landscaped areas and/or places for sitting
7. All mechanical equipment, including roof-mounted, shall be enclosed or screened from view as part of the overall architectural design. This includes views from all adjacent roadways including, STH 54 and STH 57.
8. All exterior storage in trash collection areas and materials contained therein shall be visually screened from view. Exposed materials used to construct the screen shall be similar in appearance to materials used for exterior building walls. Colors of the screen shall match those of the building. All exterior entrances to a screened storage or trash area shall be provided with a gate or door of similar design to that of the screen.
9. All truck loading/unloading areas, truck parking, outdoor storage, utility meters, HVAC equipment, and other service functions shall be incorporated into the overall design of the building and the landscaping so that the visual and acoustic impacts of these functions are fully contained and out of view from adjacent properties,

State Highways 54 and 57 and the Niagara Trail Road. Non-enclosed areas for the storage and sale of seasonal inventory shall be permanently defined and screened with walls. Materials, colors, and design of screening walls shall conform to those used as predominant materials and colors of the building.

### **3. Dimensional Standards**

#### **a. Setbacks**

The minimum setbacks for all buildings, parking, and drives shall be as follows:

1. Front and corner side yard setback: 15 Feet.
2. Side yard (interior) setback: 10 feet.
3. Rear yard setback: 10 feet.
4. Highway 54 setback: 50 feet
5. Highway 57 setback: 50 feet.
6. ESA setback: Setbacks for all environmentally sensitive areas, as delineated. The environmentally sensitive areas shall be protected, as set forth by Brown County, State of Wisconsin, and the United States Federal Government.
7. Exception: Rear and interior side yard setbacks may be removed to accommodate the development of and access to shared parking facilities or formal pedestrian accessways.

#### **b. Building Height**

1. No building shall exceed 45 feet in overall height.
2. All developments/businesses with a building's overall height greater than 45 feet shall require a conditional use permit, as regulated in the Green Bay Municipal Code.

#### **c. Lot Size and Coverage**

1. Lot size and frontage: No lot shall be created with an overall area less than 9,000 sq. ft. nor with less than 100 linear feet of frontage on a public street right-of-way.
2. Lot coverage: The maximum impervious surface coverage of any lot is 75 percent of the total lot area.

### **4. Landscaping**

A detailed landscape plan shall be submitted for each individual development to the City for its approval, meeting the regulations of this ordinance and meeting the requirements of Chapter 13.1800, Section 5, Landscaping. Said landscape plan must be reviewed and approved by the DRT as part of the final site plan approval(s). The landscaping should strive to not only enhance the overall appear-



ance of the development but should also attempt to enhance the overall appearance of the area. Efforts should be made to integrate each new landscape plan with the natural environment, as well as the landscaping of adjacent properties. For consistency, a naturalistic design theme is preferred. Elements of a naturalistic design are:

1. Canopy trees distributed over the entire site.
2. Meandering lawn spaces formed by masses of varied shrubs.
3. Occasional “accent” plants used in conjunction with masses of background plants to provide visual interest without being chaotic.
4. Use of gentle berming to break up the horizontal ground plane and emulate a naturally rolling terrain.
5. Grouping different varieties of plants to create a gentle transition from smaller to larger.
6. Landforms and masses of plant material should be used to screen visually obtrusive utilities and parking.
7. Appropriately sized and spaced foundation plantings to visually soften the building and provide human scale.

**a. General Requirements**

All landscape plans will be reviewed by the DRT in conjunction with the overall site development plan. All vegetation used to satisfy the requirements of this section shall be indigenous to the appropriate hardiness zone and physical characteristics of the site. Landscape features should be used to create a parklike appearance, while addressing the functional considerations of visual screening, land cooling, drainage, and other environmental concerns.

**b. Minimum Standards**

All landscape designs must meet the following minimum standards:

1. Greenspace shall be at least 10 percent of the total lot area for commercial sites.
2. The number of trees shall be at least one per 6,500 square feet for light manufacturing sites. All fractional parts shall be rounded up to the nearest whole number. The minimum number of trees required in this section shall not include street trees.
3. The number of shrubs shall not be less than four per 1,000 square feet for light manufacturing sites.
4. All lawn areas shall be seeded with an appropriate blue grass seed mix, mulched with straw or wood fiber mulch, watered, fertilized, and maintained to a point where there are no bare areas greater than three feet square.

The following exceptions may be granted by the DRT:

1. The use of mulch materials for shrubs and foundation plantings.

2. Areas designated as greenspace to be properly planted and maintained in a “natural state.”
3. Drainage areas that are planted with appropriate tall grass seed mixes and maintained to slow runoff and encourage groundwater percolation.

## **5. Stormwater Management and Grading Plan**

A stormwater management plan and grading plan, meeting the standards established by the City’s Department of Public Works, Brown County, and the State of Wisconsin, shall be submitted to and approved by the City.

## **6. Environmentally Sensitive Areas**

All environmentally sensitive areas and wetlands shall be clearly delineated to determine any potential impact on the development.

## **7. Parking**

Parking shall be provided as follows:

- a. All parking quantities shall be regulated as per Chapter 13.1700-Off-Street Parking and Loading Requirements, Green Bay Municipal Code. Shared parking is permitted with the understanding that parking space requirements for individual users must be met prior to the issuance of building permits.
- b. All parking areas are to be paved bituminous or concrete.
- c. Parking shall be provided for bicycles. Bicycle parking may consist of conventional racks, bike lockers, or other means, as approved by the DRT during final site plan review.
- d. Interior parking areas shall meet the requirements of Chapter 13.1821-Interior Parking Lot Landscaping, Green Bay Zoning Code.
- e. All parking areas and drive aisles shall be interconnected with other developments within the PCD area.
- f. All maintenance and upkeep of landscaping, internal drives and parking areas within the PCD are the sole responsibilities of the property owner(s).

## **8. Access and Circulation**

Appropriate access and circulation for automobile and pedestrian traffic shall be provided as follows:

- a. Pedestrian Access:
  1. Internal pedestrian circulation shall be established for individual developments as approved during final site plan(s) review and approval with the underlying requirement of linking the main access road walks to the individual developments.



## 9. Signage

All signage shall be aesthetically consistent with the architecture of the buildings and other signage onsite and must be approved by the DRT as part of the final site plan approval. Signage shall also be regulated as follows:

**General Requirements** - All signs shall be reviewed by the DRT prior to receiving a permit. Signage shall be limited to name, corporate logo, and address only. The horizontal measurement of all of identity ground monument and wall signs must be greater than the vertical measurement to ensure no vertical signage. Lighting, although not required, shall be internal illumination and intensity and shall comply with Chapter 13.500, General Regulations, City Zoning Code.

- a. Roof-mounted or pole-mounted signs are not permitted.
- b. Banners are not permitted.
- c. Off premise signage and billboards are not permitted.
- d. Changeable copy signs must be reviewed by the DRT prior to receiving a permit.

**Major Identity Sign** - The entire development is permitted two major identity signs. The locations of the signs are yet to be determined. The sign shall consist of a message panel with "University Heights Commerce Center" shown as the development name. No readerboards, message panels, changeable copy signs, or other advertising is permitted. The sign panel shall be no larger than 150 square feet in size and shall be two-sided. The sign shall be no more than 30 feet in height and be built on a masonry column with a base of six feet in height and twelve feet in length. The final design and materials of the sign shall be approved by the DRT. The height of the sign shall be measured from the finished grade of the pavement for the entrance at which it is located.

Each individual property is permitted one of the following identity signs within the commercial district:

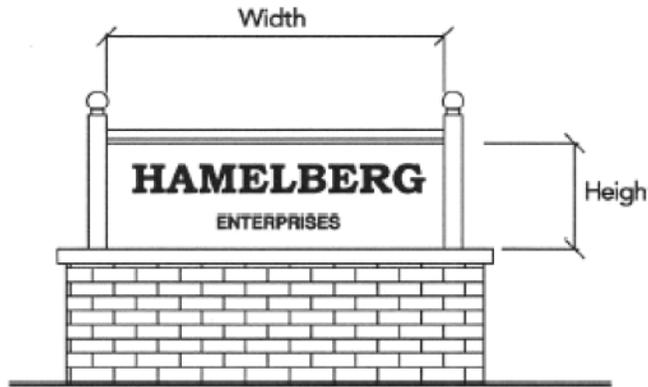
**Pole-Mounted Sign** - A pole-mounted sign may be two-sided and not closer than ten (10) feet from the front property line. The sign shall be no taller than 15 feet, as measured from the finished grade of the pavement for the entrance at which it is located, and be built on a masonry column. The sign shall be no larger than 70 square feet in size.

**Identity Ground Monument Sign** - Each property is permitted one identity ground monument sign within the commercial district. It may be two-sided and not closer than ten (10) feet from the front property line. Maximum sign allowed in the commercial district is determined by frontage: less than 200 feet - 75 square feet; 200 feet or more - 125 square feet.

- a. The message panel shall be directly mounted on a brick base two to four feet in height. There shall be no air space or opening between the message panel and base. The texture, size, and color of the brick base shall be the

same as that of the business structure. If the business structure is constructed with material other than brick, the DRT must approve the base material prior to permit. The width of the message panel shall not exceed two feet. No message panel or logo shall be permitted on the width of the sign.

### Monument Sign



**Wall Signs** - One wall sign and one awning/canopy sign per building wall facing a public street. In a multi-tenant building, one wall and one awning sign per business. A maximum area of 200 square feet is permitted per building. Awning/canopy signs are permitted at a maximum area of 50 percent of the awning/canopy.

Wall signs are permitted to be lighted either internally or externally.  
 Wall signs shall not protrude higher than the structure itself.  
 Wall signs shall not extend more than 18 inches from the face of the wall.

### Wall Sign



**Window Signs** - One sign per window is permitted, not to exceed 50 percent of the window area.

- a. Window signs are permitted to be lighted either internally or externally.



## 10. Refuse and Ground Mechanicals

Refuse containers shall only be located in the rear or interior side of the building. All refuse containers shall be enclosed using materials similar to the primary structures on the property and be impervious to sight with gates to contain trash. The structure shall complement and be architecturally compatible with the primary structures. Ground-based mechanical equipment shall only be located in the rear or interior side of the building. All ground-based mechanical equipment shall be screened from public view. All roof-mounted mechanical equipment shall be screened from public view by the roof structure itself, parapet walls, or other screening element that blends with and complements the architecture and materials of the building.

## 11. Lighting

Lighting shall be decorative and of a consistent style/nature throughout the development area and regulated as follows:

- a. Primary parking lot illumination shall consist of sharp cut-off luminaries. Parking lot lights shall not exceed thirty (30) feet from the ground level.
- b. Walkway lighting should be of the same family as the parking lot and building lighting. Walkway lights shall not exceed fifteen (15) feet from the ground level.
- c. Building mounted lighting shall occur as part of the overall design concept and be of the same family as the parking lot and walkway lighting.
- d. All light levels shall be regulated as is set forth in Section 13.500 General Regulations, Green Bay Zoning Code.

## **12. Required Plans**

A preliminary site plan shall be accompanied by architectural plans, elevations, and landscape plan of sufficient detail to show conformance with these design standards.

## **13. Other Applicable Codes**

Unless specifically addressed in this ordinance, any aspect of the development shall comply with all regulations of the Green Bay Municipal Code.

## **14. Commission Review**

- a. The Green Bay Planning Department shall review this ordinance on a yearly basis from adoption by the Common Council to determine if any section of the ordinance requires changes or other adjustments to keep it current with market forces.
- b. Final site plan(s), which include, but are not limited to, building layout, drives/parking/access, architectural plans, landscaping, stormwater management, lighting, and signage for any portion of the property shall be submitted to and approved by the Green Bay Plan Commission prior to the issuance of building permits.



# Mixed-use District

## Section 1. General Provisions

### 1. Purpose

The mixed-use district is established to encourage a mix of compatible land uses in a variety of locations and scales in order to create a more vital and walkable activity center consistent with the City's comprehensive plan. The mixed-use district is a transitional area between the more intensive commercial and light manufacturing districts and the future residential uses in the Town of Scott. This district permits small office and service establishments, as well as limited sized retail, and supportive civic uses, such as daycares. There are specific design standards that are required for the majority of permitted uses. The more general retail and condominium/townhouse style housing would be allowed by conditional use permit.

### 2. Permitted Uses For the Mixed-Use District

- a. In general. The following table, Principal Uses in the Mixed-Use District, lists all permitted and conditional uses allowed in the mixed-use district.
- b. Permitted uses. Uses specified with a "P" are permitted in the district provided that the use complies with all other applicable provisions of this ordinance. Persons wishing to establish or modify a permitted use shall receive final site plan approval from the City of Green Bay.
- c. Conditional uses. Uses specified with a "C" are allowed as a conditional use in the district provided that the use complies with all other applicable provisions of this ordinance. Persons wishing to establish or expand a conditional use shall receive final site plan approval from the City of Green Bay.
- d. Prohibited uses. Any use not listed as either "P" (permitted) or "C" (conditional) in the district or any use not determined by the Zoning Administrator to be substantially similar to a use listed as permitted or conditional shall be prohibited the district. Such determination shall be made in the manner provided for in Chapter 13, City Code.
- e. Specific development standards. Permitted and conditional uses specified with an "x" under the Specific Development Standards column shall be subject to the standards identified in Chapter 13-1600, Specific Development Standards, City of Green Bay Zoning Code.



**Table 1. Principal Uses in the Mixed-Use District**

	MU	Dev. Stds.
<b>Dwellings</b>		
Attached single-family dwelling, condominium/townhouse	C	x
Multiple family dwelling	C	x
Live-work unit	C	x
<b>Congregate Living</b>		
Community living arrangement:		x
serving three or fewer people	C	
serving four or more people	C	
Dormitory	C	x
Fraternity, sorority house	C	x
Convent, monastery, seminary	C	x
Nursing home, assisted living	C	x
<b>Educational Uses</b>		
School, elementary or secondary	P	x
College, university, etc.	P	x
School, specialty or personal instruction	P	x
Family daycare home (8 or fewer children)	P	x
Group daycare center, preschool (9 or more children)	P	x
Community center, neighborhood center	P	
Cultural institution	P	x
Library	P	
Public park, playground, recreational center	P	
Religious institution, place of worship		
Clinic, healthcare facility		
<b>Public Service and Utilities</b>		
Public safety/service facility	P	x
Telecommunication facility, wireless comm. facility	C	x
Governmental buildings and structures	P	
Public utility buildings and structures	C	
<b>Office</b>		
General office	P	
Government office	P	

Note: P = Permitted Use; C = Conditional Use

	MU	Dev. Stds.
Bank or other financial institution (drive-thru is C)	P	x
Medical office, clinic	P	
Artist's studio	P	
<b>Commercial</b>		
<b>Accommodation and Food Service Uses</b>		
Bed and breakfast	P	x
Restaurant,* not including drive-thru	P	
Restaurant with drive-thru	C	x
Tavern, bar *	C	
<b>Service Businesses</b>		
Personal service**	P	
Business service**	P	
Catering service	P	
Funeral home	P	
Laundromat	C	
Small appliance repair service	P	
Animal hospital, veterinary clinic	P	x
Animal grooming establishment	P	x
<b>Retail Sales</b>		
General retail sales **	P	
Currency exchange	P	
Firearms sales and service	C	x
Greenhouse, lawn and garden supply store	C	x
Secondhand goods store, consignment store	C	
<b>Commercial Recreation and Entertainment</b>		
Health club, fitness center	P	
Indoor recreation (bowling, billiards, etc.)	P	
Restaurant or bar with entertainment, nightclub*	P	
Theater, assembly hall	P	x
<b>Vehicle Services</b>		
Carwash	C	x
Convenience store	C	x
Motor vehicle repair, minor	C	x
Parking structure (principal use)	C	
Surface parking lot (principal use)	C	

Note: P = Permitted Use; C = Conditional Use



\* Any establishment at which primarily alcoholic beverages are served must also meet the requirements of the Green Bay Municipal Code, Chapter 6–Licenses & Permits.

\*\* General retail is the sale of products, sometimes with provision of related services, to the general public that produce minimal off-site impacts. General retail sales include, but are not limited to, the following uses:

- ◆ Antiques and collectibles store
- ◆ Art gallery
- ◆ Bicycle sales and repair
- ◆ Book store, music store
- ◆ Clothing and accessories
- ◆ Drugstore, pharmacy
- ◆ Electronics and appliance sales and repair
- ◆ Florists
- ◆ Food store, including grocery, bakery, butcher shop, delicatessen, etc.
- ◆ Jewelry store
- ◆ Hardware store
- ◆ Liquor store
- ◆ Newsstands, magazine sales
- ◆ Photographic equipment and supplies
- ◆ Picture framing
- ◆ Sporting goods store
- ◆ Stationery store
- ◆ Tobacco store
- ◆ Video rental or sales

\*\* Personal service business is an establishment providing services that are of a recurring and personal nature to individuals that produce minimal off-site impacts. This term includes, but is not limited to, the following uses:

- ◆ Barber and beauty shops
- ◆ Dry-cleaning pickup station
- ◆ Interior decorating/upholstery
- ◆ Locksmith
- ◆ Shoe repair
- ◆ Tanning salon
- ◆ Tailor shop
- ◆ Tattoo or body piercing establishment
- ◆ Watch repair, other small goods repair

\*\* Business service is an establishment primarily providing services to businesses or individual businesspeople on a fee or contract basis, including, but not limited to:

- ◆ Business equipment and furniture sales or rental.
- ◆ Copy center, excluding offset printing and publishing.
- ◆ Commercial photography studio.
- ◆ Mailing and packaging service.

### **3. Combination of Uses On a Lot**

Any permitted and conditional uses may be combined on a parcel or within a building, provided that all uses meet all other applicable provisions of this ordinance, including any specific development standards.

### **4. Use Restrictions**

- a. In mixed-use buildings, residential uses are not permitted on the ground floor.
- b. Warehousing areas accessory to retail sales shall be limited to 30 percent of gross floor area.
- c. All residential uses whether independently built or part of a mixed-use building are required to provide private garbage and recycling pickup.
- d. Drive-thru uses, whether primary or accessory, are not allowed except by conditional use permit.

### **5. Enclosed Building Requirement**

All business activities except for off-street parking and loading shall take place within completely enclosed buildings, except as provided in a. through c. below.

- a. Outdoor sales and display. Retail merchandise may be displayed on a temporary basis on the sidewalk immediately in front of the principal building or elsewhere on the site provided that such display does not interfere with pedestrian or vehicle traffic or encroach upon landscaped areas. The City of Green Bay must grant a temporary use permit prior to use of any public right-of-way. In addition, the following use(s) may include permanent outdoor sales and display, in compliance with the Specific Development Standards for such use(s):
  - 1. Garden supply store.
- b. Outdoor dining areas. Outdoor dining areas may be allowed as a seasonal temporary use, in compliance with the Specific Development Standards for such uses.
- c. Outdoor speakers. Outdoor speakers shall not be audible from a residential use or residential district boundary.

## 6. Site Design Considerations

Development of land within the mixed-use districts shall follow the following standards, as well as those specified in Chapter 13-1600, Specific Development Standards and Chapter 13-1800, Site Plan Review, City Zoning Code.

- a. If a structure originally designed for commercial use is converted wholly or partially to residential use, the elements of traditional storefront design, where present, shall be retained. These include door and window openings, display windows, intermediate cornice lines, sign bands, awnings, arcades, and primary entrances facing the public street.
- b. Building materials. All colors, materials, finishes, and building forms shall be coordinated in a consistent manner on all facades. If multiple structures are developed at staggered times or in phases, the first development shall set the general standard in regard to overall architectural consistency.
- c. All exterior walls shall be finished with brick, natural stone decorative face concrete block and/or glass curtain walls, architectural precast concrete panels (surface finish to be painted, stained, or exposed aggregate). Exterior finish and insulation systems ( E.F.I.S.), such as Drivit, must be approved by the Development Review Team (DRT). Architectural metal roof shall be permitted for accent only (minimum of 20-year warranty on finish; at least 26-gauge metal, totally concealed fasteners, base plates, and end trim required) and other materials as approved by the DRT during final site plan review. Metal pole barn structures are prohibited.
- d. Exterior trim is required for all doors and windows and shall be either wood, stone, cast stone, molded fiberglass, molded high density polymer, and the materials as approved by the DRT during final site plan review.
- e. Buildings with facades over 100 feet in linear length shall incorporate wall projections or recesses at a minimum of 3-foot depth and a minimum of 20 continuous feet within each 100 feet of facade length and shall extend over 20 percent of the facade. Developments shall use animating features, such as arcades, display windows, entry area, or awnings along at least 60 percent of the facade.
- f. Variations in roof lines shall occur every 100 linear feet in the building length. Parapets, gable roofs, hip roofs, or dormers shall be used to conceal flat roofs and rooftop equipment from public view.
- g. All subsequent additions and outbuildings constructed after the erection of an original building or buildings shall be constructed of comparable materials and designed in a manner consistent with the original design unless the entire building is being renovated.
- h. Signs shall be placed so as not to obscure the architectural features of the principal building and shall be designed to be compatible in materials, size, and appearance with the principal building.

## 7. Dimensional and Area Requirements

Lot area and setback requirements shall be as specified in Table 2.

**Table 2. Dimensional and Area Requirements, Mixed-Use District**

**Minimum Lot Area (sq. ft.)**

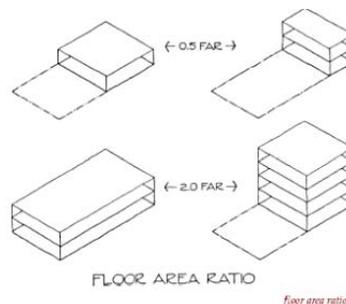
Multifamily dwelling (per unit)	1,500 per unit
Nonresidential or mixed-use	5,000
Floor Area Ratio** Minimum	0.5
Floor Area Ratio** Maximum	2.0
Maximum ground floor area, retail, and service uses a	20,000 sf
<b>Minimum Lot Width (feet)</b>	
All uses	100
Maximum Height (feet)	50
Maximum Impervious Surface Coverage	70%
<b>Setbacks – Nonresidential and Mixed-Uses</b>	
Front yard minimum	15
Front yard maximum	25
Side yard	10
Rear yard	15

Notes to Table 2:

- a. Maximum ground floor area for retail or service uses may be exceeded as a conditional use.
- b. Corner properties: The side facade of a corner building adjoining a public street shall maintain the front setback of the adjacent property fronting upon the same public street. If no structure exists on the adjacent property, the setback shall be a minimum of one-half the required front yard setback of the subject properties zoning district.
- c. At least 60 percent of the front facade must fall between the maximum setback and minimum setback lines.

\*\*Floor area ratio: The gross floor area of all buildings or structures on a lot divided by the total lot area. See graphic next.

FAR =  $\frac{\text{Total Building Square Footage}}{\text{Total Lot Area in Square Feet}}$



Graphic Courtesy of the American Planning Association



## **8. Parking and Loading Requirements**

Parking and loading requirements for ses in the mixed-use districts shall be as set forth in Chapter 13.1700, Off-Street Parking and Loading. All parking and loading areas must comply with Chapter 13.1800, Interior Parking Lot Landscaping Requirement section.

- a. Bicycle parking shall be provided for retail and service uses or at the de termination of the DRT. Bicycle racks shall be located in a convenient and visible area. With permission of the city engineer, bicycle parking may be located within the public right-of-way.
- b. Pedestrian access: Public sidewalks shall be provided, per the City of Green Bay standards for public walks.
  1. Said walks shall provide access from the sidewalks on the public right-of way, when developed, and shall connect all parking areas and structures within the development.
  2. Internal pedestrian circulation shall be established for individual de velopments as approved during final site plan(s) review and approval with the underlying requirement of linking the main access roadwalks to the individual developments.

## **9. Regulation of Signs**

### **Purpose**

The Planned Unit Commercial Development Overlay District promotes compatible signage throughout the development. Signage should be an integral part of the overall building concept and design.

### **General Requirements**

All signs shall be reviewed by the DRT prior to receiving a permit. Signage shall be limited to name, corporate logo, and address only. The horizontal measurement of all of the identity ground monument and wall signs must be greater than the vertical measurement to ensure no vertical signage.

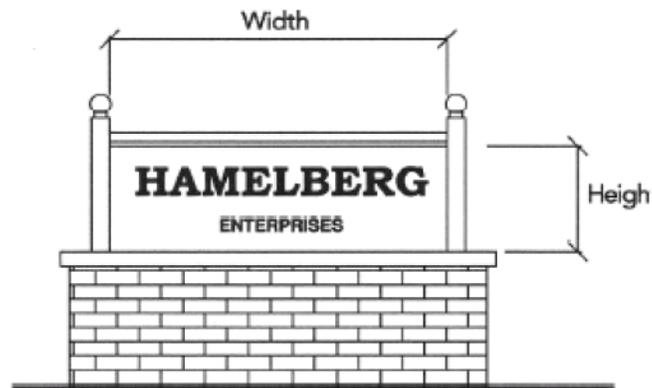
- a. Roof-mounted or pole-mounted signs are not permitted.
- b. Banners are not permitted.
- c. Off premise signage and billboards are not permitted.
- d. Changeable copy signs must be reviewed by the DRT prior to receiving a permit.

### **Identity Ground Monument Sign**

Each property is permitted one identity ground monument sign within the mixed-use district. It may be two-sided and not closer than ten (10) feet from the front property line. Maximum sign allowed in the mixed-use district is determined by frontage: less than 200 feet - 27 square feet; 200 feet or more - 48 square feet.

- a. The message panel shall be directly mounted on a brick base two feet in height. There shall be no air space or opening between the message panel and base. The texture, size, and color of the brick base shall be the same as that of the business structure. If the business structure is constructed with material other than brick, the DRT must approve the base material prior to permit. The width of the message panel shall not exceed two feet. No message panel or logo shall be permitted on the width of the sign.
- b. Lighting, although not required, shall be internal illumination and intensity and shall comply with Chapter 13.500, General Regulations, City Zoning Code.

### Monument Sign



### Wall Signs

One wall sign and one awning/canopy sign shall be permitted per building wall facing a public street. In a multi-tenant building, one wall and one awning sign shall be permitted per business. A maximum area of 200 square feet is permitted per building. Awning/canopy signs are permitted a maximum area of 50 percent of the awning/canopy.

- b. Wall signs are permitted to be lighted either internally or externally.
- c. Wall signs shall not protrude higher than the structure itself.
- d. Wall signs shall not extend more than 18 inches from the face of the wall.

### Wall Sign

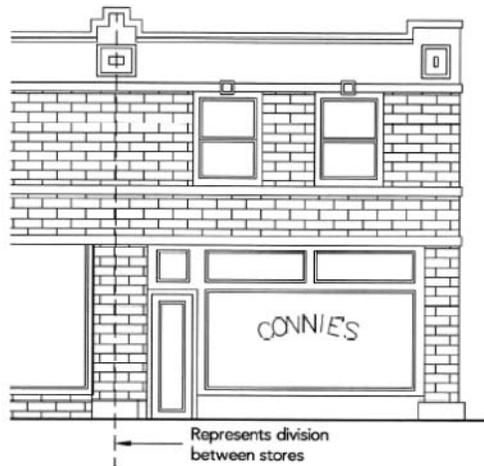


### Window Signs

One sign per window is permitted, not to exceed 50 percent of the window area.

- a. Window signs are permitted to be lighted either internally or externally.

### Window Signs



## **Section 2. Accessory Uses and Structures**

### **1. General Requirements**

Accessory uses and structures in the mixed-use district shall comply with the following standards and all other applicable regulations of this ordinance:

- a. No accessory use or structure shall be constructed or established on any lot prior to the time of construction of the principal use to which it is accessory.
- b. The accessory use or structure shall be incidental to and customarily associated with the principal use or structure served.
- c. The accessory use or structure shall be subordinate in area, extent, and purpose to the principal use or structure served.
- d. The accessory use or structure shall contribute to the comfort, convenience, or necessity of the occupants of the principal use or structure served.
- e. The accessory use or structure shall be located on the same zoning lot as the principal use or structure.

### **2. Residential Accessory Buildings**

The standards in the City Zoning Code applicable to accessory buildings in the residential districts shall apply.

### **3. Nonresidential Accessory Buildings**

- a. Attached structures. An accessory structure shall be considered attached and an integral part of the principal structure when it is connected by an enclosed passageway or common wall. Such structures shall be subject to the following requirements:
  1. The structure shall meet the required yard setbacks for a principal structure, as established for the zoning district in which it is located.
  2. In no case shall the total floor area of an attached garage, carport, or other accessory structure exceed the ground floor area of the principal building located on the same lot.
  3. The structure shall not exceed the height of the principal building to which it is attached.
- b. Detached structures. Detached accessory structures shall be permitted in mixed-use districts in accordance with the requirements shown in Table 3 and as follows:
  1. Detached accessory structures shall be located to the side or rear of the principal building and are not permitted within the required front yard or within a side yard abutting a street, except that a surface parking lot or structure may be located within a side yard.
  2. The structure shall meet the required rear and side yard setbacks for a

principal structure, as established for the zoning district in which it is located.

3. The total floor area of a detached accessory building shall not exceed the ground floor area of the principal building located on the same lot.
4. The maximum size of a detached accessory building may be increased by up to twenty-five (25) percent upon approval of a conditional use permit, provided that lot coverage requirements are satisfied.
5. Structures with a metal exterior finish, exceeding 120 square feet shall be permitted only by conditional use permit.
6. No detached accessory building shall be located closer than six (6) feet from the principal building. Distance between structures shall be measured from wall to wall.

#### 4. Permitted accessory uses

Permitted accessory uses are as shown in Table 3.

**Table 3. Permitted Accessory Uses in the Mixed-Use Districts**

Use	OR	Dev. Stds.
<b>Uses Accessory to Residential Dwellings</b>		
Antennas, satellite dishes, and similar equipment as regulated by City Zoning Code	P	
Fences	P	x
Gardening and other horticultural uses	P	
Private swimming pools, tennis courts, indoor exercise facilities, community meeting rooms, and other recreational facilities that are operated for the sole use and convenience of the residents of the principal use and their guests.	P	
Outdoor kennel or exercise run	P	x
<b>Uses Accessory to Nonresidential Uses</b>		
Antennas, satellite dishes and similar equipment	P	x
Off-street loading docks	C	x
Outdoor commercial recreation	-	x
Outdoor sales, display, and storage	See Above	x
Parking (surface)	P	
Parking (structured)	C	x
Parking and storage of vehicles licensed to a business	P	x
Signs, as regulated by this section	P	
Telecommunication facilities	C	x
Warehousing, incidental repair, or processing necessary to conduct a permitted principal use, conducted within principal building, not exceeding 25% of total floor area	C	x
Waste and recycling storage	P	x

Note: P = Permitted Use; C = Conditional Use

## Section 3. General Requirements

### 1. Stormwater Management and Grading Plan

A stormwater management plan and grading plan, meeting the standards established by the City's Department of Public Works, Brown County, and the State of Wisconsin, shall be submitted to and approved by the City.

### 2. Landscaping

A detailed landscape plan shall be submitted to the City for each individual development or for the subject area as a whole, meeting the regulations of this ordinance and meeting the requirements of Chapter 13.1800, Section 5, Landscaping. Said landscape plan must be reviewed and approved by the DRT as part of the final site plan approval(s). The landscaping should strive to not only enhance the overall appearance of the development but should also attempt to enhance the overall appearance of the area. Efforts should be made to integrate each new landscape plan with the natural environment, as well as the landscaping of adjacent properties. For consistency, a naturalistic design theme is preferred. Elements of a naturalistic design are:

1. Canopy trees distributed over the entire site.
2. Meandering lawn spaces formed by masses of varied shrubs.
3. Occasional "accent" plants used in conjunction with masses of background plants to provide visual interest without being chaotic.
4. Use of gentle berming to break up the horizontal ground plane and emulate a naturally rolling terrain.
5. Grouping different varieties of plants to create a gentle transition from smaller to larger.
6. Landforms and masses of plant material should be used to screen visually obtrusive utilities and parking.
7. Appropriately sized and spaced foundation plantings to visually soften the building and provide human scale.

#### a. General Requirements

All landscape plans will be reviewed by the DRT in conjunction with the overall site development plan. All vegetation used to satisfy the requirements of this section shall be indigenous to the appropriate hardiness zone and physical characteristics of the site. Landscape features should be used to create a park-like appearance, while addressing the functional considerations of visual screening, land cooling, drainage, and other environmental concerns.

#### b. Minimum Standards

All landscape designs must meet the following minimum standards:

1. Greenspace shall be at least 15 percent of the total lot area for mixed-use sites.
2. The number of trees shall be at least one per 5,500 square feet for light



manufacturing sites. All fractional parts shall be rounded up to the nearest whole number. The minimum number of trees required in this section shall not include street trees.

3. The number of shrubs shall not be less than four per 1,000 square feet for light manufacturing sites.
4. All lawn areas shall be seeded with an appropriate blue grass seed mix, mulched with straw or wood fiber mulch, watered, fertilized, and maintained to a point where there are no bare areas greater than three feet square.

The following exceptions may be granted by the DRT:

1. The use of mulch materials for shrubs and foundation plantings.
2. Areas designated as greenspace to be properly planted and maintained in a "natural state."
3. Drainage areas that are planted with appropriate tall grass seed mixes and maintained to slow runoff and encourage groundwater percolation.

### **3. Lighting**

Lighting shall be decorative and of a consistent style/nature throughout the development area and regulated as follows:

- a. Primary parking lot illumination shall consist of sharp cut-off luminaries. Parking lot lights shall not exceed thirty (30) feet from ground level.
- b. Walkway lighting should be of the same family as the parking lot and building lighting. Walkway lights shall not exceed fifteen (15) feet from ground level
- c. Building mounted lighting shall occur as part of the overall design concept and be of the same family as the parking lot and walkway lighting.
- d. All light levels shall be regulated as is set forth in Section 13.500-General Regulations, Green Bay Municipal Code.

### **4. Refuse and Ground Mechanical**

Refuse containers shall only be located in the rear or interior side of the building. All refuse containers shall be enclosed using materials similar to the primary structures on the property and be impervious to sight with gates to contain trash. The structure shall complement and be architecturally compatible with the primary structures. Ground-based mechanical equipment shall only be located in the rear or interior side of the building. All ground-based mechanical equipment shall be screened from public view. All roof-mounted mechanical equipment shall be screened from public view by the roof structure itself, parapet walls, or other screening element that blends with and complements the architecture and materials of the building.

## **5. Required Plans**

A preliminary site plan shall be accompanied by architectural plans, elevations, and landscape plan of sufficient detail to show conformance with these design standards.

## **6. Other Applicable Codes**

Unless specifically addressed in this ordinance, any aspect of the development shall comply with all regulations of the Green Bay Municipal Code.

## **7. Commission Review**

- a. The Green Bay Planning Department shall review this ordinance on a yearly basis from adoption by the Common Council to determine if any section of the ordinance requires changes or other adjustments to keep it current with market forces.
- b. Final site plan(s), which include, but are not limited to, building layout, drives/parking/access, architectural plans, landscaping, stormwater management, lighting, and signage for any portion of the property shall be submitted to and approved by the Green Bay Plan Commission prior to the issuance of building permits.

# Light Manufacturing District

## 1. Permitted Uses in the Light Manufacturing District (District M)

Purpose: This is the most general development area of the Planned Unit Commercial Overlay District that allows many types of businesses and light manufacturing firms.

**Permitted Use:** The Light Manufacturing district allows the following types of development:

### Principal Uses in the Industrial Districts

Use	LM	Dev. Stds.
<b>Production, Processing, and Storage</b>		
Agricultural uses	P	
Limited production and processing	P	x
Light industrial uses	P	
Dry cleaning establishment, commercial laundry	P	
Research and development facility	P	
Self-service storage facility	C	x
Wholesale and distribution facility	P	
<b>Transportation Uses</b>		
Ground transportation service	P	
Motor freight terminal	P	x
Package delivery service	P	
<b>Public Service and Utility Uses</b>		
Public safety/service facility	P	
Telecommunication tower, wireless communication facility	C	x
Substation/distribution equipment	P	
<b>Office and Mixed Uses</b>		
General office	P	
Government office	P	
Artist's studio	P	
<b>Commercial Uses</b>		
Service Businesses		
Business service**	P	
Building maintenance, janitorial service	P	
Catering service	P	
Printing and publishing establishment	P	
Small appliance repair service	P	

Use	LM	Dev. Stds.
Tool/equipment rental facility	P	
Animal hospital, veterinary clinic	P	x
Animal grooming establishment	P	
Animal boarding facility, kennel	P	x
<b>Retail Sales</b>		
Building material sales	P	
Contractor showroom	P	
Greenhouse, garden supply store	C	
<b>Commercial Recreation and Entertainment</b>		
Health clubs, fitness centers	P	x
Indoor recreational facility	P	
<b>Vehicle services</b>		
Automobile rental	P	x
Motor vehicle repair, minor	C	
<b>Educational Uses</b>		
School, specialty or personal instruction, etc.	C	x

Note: P = Permitted Use; C = Conditional Use

\*\*Business service is an establishment primarily providing services to businesses or individual businesspeople on a fee or contract basis, including, but not limited to:

- ◆ Business equipment and furniture sales or rental.
- ◆ Copy center, excluding offset printing and publishing.
- ◆ Commercial photography studio.
- ◆ Mailing and packaging service.

## 2. Use Restrictions

- a. Retail sales, service, and repair. Retail sales, service, and repair shall be prohibited in all industrial districts except those specifically listed in Table 1 or where such activity is accessory to the permitted principal use. Accessory retail uses shall be limited to a maximum of 20 percent of the overall gross floor area occupied by the primary business, up to a maximum of 2,000 square feet.

## 3. Site Design Considerations

Development of land within the Light Manufacturing district shall follow the following standards, as well as those specified in Chapter 13-1600, Specific Development Standards, and Chapter 13-1800, Site Plan Review.

a. The Building

Overall Approach: The City of Green Bay encourages a variety of architectural styles. However, it is intended that a basic harmony of architecture prevail among the buildings so that no one structures detract from the attractiveness of the overall environment. In the Light Manufacturing district, development that is both architecturally pleasing and functionally sound is encouraged.

Facade: Colors, finishes, and building forms shall be coordinated in a consistent manner on all facades. All building facades shall be designed with architecturally finished materials.

All exterior walls shall be finished with the following materials:

1. Brick or natural stone (exterior use of brick, masonry, and manmade or natural stone, which does not require a foundation, generally is not permitted, DRT review and approval required). Also, 50% masonry on all exterior walls that have street frontage and/or are visible from the street is required.
2. Decorative face concrete block.
3. Glass curtain walls.
4. Concrete panels.
5. Architectural metal (minimum 20-year warranty on finish; at least 26-gauge metal, totally concealed fasteners, base plates, and end trim required).
6. Other materials, as approved by the DRT, provided the facades demonstrate distinguished architectural character.

Gutter and downspout roof drainage systems generally required; underground connection to the storm sewer system may be required per DRT review.

The DRT shall review building design, exterior colors, materials and appearance in order to insure architectural compatibility and integrity.

- b. All subsequent additions and outbuildings constructed after the erection of an original building or buildings shall be constructed of comparable materials and designed in a manner consistent with the original design, unless the entire building is being renovated.

#### 4. Parking and Loading Requirements

Parking shall be regulated as established in Chapter 13-1700, Green Bay Zoning Code. Parking to be located substantially in the rear and interior side yards of the buildings. Only one row of parking will be permitted between any public right-of-way and the proposed building. Interior landscaping of parking and loading areas shall be regulated as established in Chapter 13.1800, Green Bay Zoning Code.



- a. Service areas shall be screened with an approved combination of berms, landscaping, and walls or fences architecturally complementary to the principal building.
- b. Loading docks shall be located and screened so as to minimize the visibility from any street. In no case shall the loading dock area be located on the front facade of the primary building.

## 5. Signs

The University Heights Commerce Center promotes compatible signage throughout the development. Signage should be an integral part of the overall building concept.

- a. General Requirements
 

All signs shall be reviewed by the DRT. Signage shall be limited to name, corporate logo, and address only. The horizontal measurement of all of the identity ground and wall signs must be greater than the vertical measurement to ensure no vertical signage. Lighting, although not required, shall be internal illumination, and intensity shall comply with Chapter 13.500, General Regulations, City Zoning Code.

  - (a) Roof-mounted or pole-mounted signs are not permitted.
  - (b) Banners are not permitted.
  - (c) Off premise signage and billboards are not permitted.
  - (d) Changeable copy signs are not permitted.
- b. Identity Ground Sign in the Manufacturing District
 

No signs, other than company identification and directional signs, shall be permitted on the described property. Signs shall be regulated pursuant to the following requirements:

  - 1. Each approved facility or use is permitted a total sign area (identity ground- and wall-mounted signs combined) of three hundred (300) square feet or ten (10) percent of the front facade of the building, whichever is less.
  - 2. Each property is permitted one identity ground monument sign within the Light Manufacturing district. It may be two-sided and not closer than ten (10) feet from the front property line. Maximum sign allowed in the mixed-use district is determined by frontage: less than 200 feet - 27 square feet; 200 feet or more - 48 square feet.
- a. The message panel shall be directly mounted on a brick base two feet in height. There shall be no air space or opening between the message panel and base. The texture, size, and color of the brick base shall be the same as that of the business structure. If the business structure is constructed with material other than brick, the DRT must approve the base material prior to permit. The width of the message panel shall not exceed two feet. No message panel or logo shall be permitted on the width of the sign.

3. One corporate identity sign may be placed on each building front facade. No roof-mounted signs will be permitted. All lettering on the building shall be no greater than twenty (20) percent of the wall height, and the length of all combined graphics shall not be longer than twenty-five (25) percent of the average wall length.
4. All proposed signs must be submitted to the Planning Department for approval as part of the required site plan.

## **6. Landscaping.**

A detailed landscape plan shall be submitted for each individual development or for the subject area as a whole to the City, meeting the regulations of this ordinance and meeting the requirements of Chapter 13.1800, Section 5, Landscaping. The landscaping should strive to not only enhance the overall appearance of the development but should attempt to enhance the overall appearance of the area. Efforts should be made to integrate each new landscape plan with the natural environment, as well as the landscaping of adjacent properties. For consistency, a naturalistic design theme is preferred.

Elements of a naturalistic design are:

1. Canopy trees distributed over the entire site.
2. Meandering lawn spaces formed by masses of varied shrubs.
3. Occasional “accent” plants used in conjunction with masses of background plants to provide visual interest without being chaotic.
4. Use of gentle berming to break up the horizontal ground plane and emulate a naturally rolling terrain.
5. Group different varieties of plants to create a gentle transition from smaller to larger.
6. Landforms and masses of plant material should be used to screen visually obtrusive utilities and parking.
7. Appropriately sized and spaced foundation plantings to visually soften the building and provide human scale.

a. General Requirements

All landscape plans will be reviewed by the DRT in conjunction with the overall site development plan. All vegetation used to satisfy the requirements of this section shall be indigenous to the appropriate hardiness zone and physical characteristics of the site. Landscape features should be used to create a park-like appearance, while addressing the functional considerations of visual screening, land cooling, drainage, and other environmental concerns.

b. Minimum Standards

All landscape designs must meet the following minimum standards:

1. Green space shall be at least 10 percent of the total lot area for light manufacturing sites.
2. The number of trees shall be at least one per 7,000 square feet for light manufacturing sites. All fractional parts shall be rounded up to the nearest whole number. The minimum number of trees required in this section shall not include street trees.
3. The number of shrubs shall not be less than three per 1,000 square feet for light manufacturing sites.
4. All lawn areas shall be seeded with an appropriate blue grass seed mix, mulched with straw or wood fiber mulch, watered, fertilized, and maintained to a point where there are no bare areas greater than three feet square.

The following exceptions may be granted by the DRT:

1. The use of mulch materials for shrubs and foundation plantings.
2. Areas designated as greenspace to be properly planted and maintained in a “natural state.”
3. Drainage areas that are planted with appropriate tall grass seed mixes and maintained to slow runoff and encourage groundwater percolation.

## 7. The Site

Density:

Minimum Lot Size – 65,340 square feet

Minimum Frontage - 100 feet

Maximum FAR - 0.75

Maximum Height - 50 feet or per DRT

Setbacks

Front - 25 feet

Rear - 20 feet

Side - The building setback shall be 20 feet or 10 percent of lot frontage if the lot frontage is less than 200 feet, 10 feet minimum.

ESA- Setbacks for all environmentally sensitive areas, as delineated. The environmentally sensitive areas shall be protected, as set forth by Brown County, State of Wisconsin, and the United States Federal Government.

## 8. Outdoor Storage

- a. Outdoor storage shall be completely screened from any adjacent street, sidewalk, public walkway, public park, or residential property, in compliance with Chapter 13-1800, Site Plan Review.

## **9. Refuse Containers**

Refuse containers shall only be located in the rear or interior side of the building. All refuse containers shall be enclosed using materials similar to the primary structures on the property and be impervious to sight with gates to contain trash. The structure shall complement and be architecturally compatible with the primary structures.

## **10. Mechanical Equipment**

Ground-based mechanical equipment shall only be located in the rear or interior side of the building. All ground-based mechanical equipment shall be screened from public view. All roof-mounted mechanical equipment shall be screen from public view by the roof structure itself, parapet walls, or other screening element that blends with and complements the architecture and materials of the building.

## **11. Stormwater Management and Grading Plan**

A stormwater management plan and grading plan, meeting the standards established by the City's Department of Public Works, Brown County, and the State of Wisconsin, shall be submitted to and approved by the City.

## **12. Lighting**

Lighting shall be decorative and of a consistent style/nature throughout the development area and regulated as follows:

- a. Primary parking lot illumination shall consist of sharp cut-off luminaires. Parking lot lights shall not exceed thirty (30) feet from ground level.
- b. Walkway lighting should be of the same family as the parking lot and building lighting. Walkway lights shall not exceed fifteen (15) feet from ground level.
- c. Building mounted lighting shall occur as part of the overall design concept and be of the same family as the parking lot and walkway lighting.
- d. All light levels shall be regulated as is set forth in Chapter 13.500, Green Bay Zoning Code.

## **13. Required Plans**

A preliminary site plan shall be accompanied by architectural plans, elevations, and landscape plan of sufficient detail to show conformance with these design standards.

## **14. Other Applicable Code**

Unless specifically addressed in this ordinance, any aspect of the development shall comply with all regulations of the Green Bay Municipal Code.



## 15. Commission Review

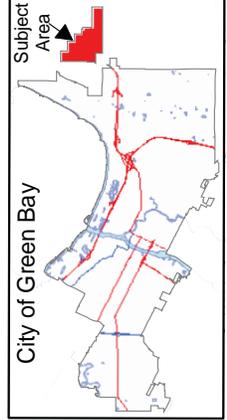
- a. The Green Bay Planning Department shall review this ordinance on a yearly basis from adoption by the Common Council to determine if any section of the ordinance requires changes or other adjustments to keep it current with market forces.
- b. Final site plan(s), which include, but are not limited to, building layout, drives/parking/access, architectural plans, landscaping, stormwater management, lighting, and signage for any portion of the property shall be submitted to and approved by the Green Bay Plan Commission prior to the issuance of building permits.

# Appendix



# City of Green Bay University Heights Business Park

- Zoning**
- City Owned Property For Sale
  - City Parcels
  - County Parcels
  - University Heights Commerce Area Easements
  - Future Road
  - Environmentally Sensitive Area
  - Municipal Boundary
  - Water Main
  - Sewer Main
  - Commercial
  - Light Manufacturing
  - Mixed Use



This is a completion of records and data located in various Brown County and City of Green Bay offices and is to be used for reference purposes only. City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied.

Map prepared by City of Green Bay Planning Department, M.H. June 2006.  
University\_Heights\_businesspark.mxd

