



Report to the
Green Bay Plan Commission

MEETING DATE

April 22, 2019

PREPARED BY

AGENDA ITEM # F.2.

(ZP 19-05) Consideration with possible action on the request to authorize a Conditional Use Permit (CUP) for a proposed hotel and for the hotel to exceed the maximum height limitations located at 1004 Brett Favre Pass, submitted by Victoria Fabry, The Legacy Green Bay, LLC. (Ald. B. Johnson, District 9)

BACKGROUND

Reason for Request: To permit a hotel use and to allow the hotel to exceed the maximum height requirement of 35 ft.

Surrounding Zoning and Land Uses:

SUBJECT	Planned Unit Development (PUD)	Vacant restaurant
NORTH	General Commercial (CI)	Hotel
SOUTH	General Commercial (CI)	Vacant, parking
EAST	PUD-Planned Unit Development	Light industrial uses/brewery
WEST	Village of Ashwaubenon	

Comprehensive Plan: The 2022 Smart Growth Plan and the Legend’s District Master Plan designate the subject area as Commercial (C). The proposed use of the subject property is compatible with and is not contradictory to the applicable recommended policy and the future land use map.

Consistency Analysis: While Ch. 66.1001 Wis. Stats. does not specifically require conditional uses to meet the consistency requirement; the proposed Conditional Use Permit is consistent with the current zoning of the property.

Report: The subject property is located on the site of the former Brett Favre’s Steakhouse, along Brett Favre Pass and Tony Canadeo Run. Brett Favre’s Steakhouse site plan was approved in April of 1998 and was constructed later that year. Previously, the Plan Commission reviewed and recommended, on two different occasions, a proposed Staybridge Hotel which at the time would have connected to the northwest corner of the existing restaurant with a court yard between the two buildings. The hotel was never constructed and the ownership of the subject property has changed. The current proposal is for a new luxury hotel called the Legacy.

The subject sites, as well as other nearby and adjacent sites were rezoned to a Planned Unit Development (PUD) in 2010, to address proposed off-premise signage for a series of properties which also regulated some future land uses for the immediate area. Hotel uses were included as a Conditional Use Permit (CUP) within the PUD and are to follow the General Commercial (CI) dimensional standards.

Site Analysis:

The lot size is approximately 136,125 sq. ft. or 3.13 acres with an existing one-story building with an approximate 23,154 square foot building footprint. On-site parking is provided with two driveway cuts onto Brett Favre Pass and one onto Tony Canadeo Run. There is an existing drive connection to the north connecting the Hilton Hotel to the subject property.

Proposed Hotel:

The proposed five-story hotel contains a total of 79 guest rooms comprised of 65 studio suites, 11 Classic Suites and 3 Grand Suites. There will also be a lobby bar and restaurant (Brasserie) on the main level, as well as a smaller bar and roof top patio on the 5th floor. There will also be 2 meeting rooms, wellness center, and fitness center.

There is a maximum height limitation of 35 ft. in the Planned Unit Development (PUD) /General Commercial (C1) district, the proposed hotel roof-height is approximately 75 ft. Within this area there are two other similar type hotels, Hilton Garden, located at 1015 Lombardi Avenue, directly north of the site, and Spring Hill Suites, located at 1011 Tony Canadeo Run, south of the site. The height is consistent with the generalized massing on Map 3.3 as shown in the Legends District Master Plan.

The Hilton Garden was constructed in 1999 under the General Industrial (GI) District and met the height requirements at that time; the hotel is five stories in height with 125 rooms. The Spring Hill Suites, originally built as a Cambria Suites Hotel, received a CUP in 2006, for the hotel use and to exceed the 35 ft. height limitation to 69 ft. 8 in.

The Legends Plan recommends industrial chic buildings; which as proposed structure is consistent with the plan. Building façade elevations area attached within this agenda and staff feels are consistent with the standards recommended in the plan below:

Building materials shall be of complementary colors and shall be used to break up the apparent mass and visual interest to the site and streetscaping. Matte materials are encouraged for large wall expanses, whereas gloss finishes are to be used as accents.

Building materials shall be varied in nature, with emphasis on high-quality materials in the pedestrian zone, such as brick or stone with accent materials, such as metal and tile accounting for no more than 20 percent of the façade. Simpler materials are suitable for upper portions of the building and sides not visible to the street.

Building materials shall not include materials such as EFIS, vinyl siding, and pressed wood siding.

Site Plan:

A concept has been submitted as part of the CUP review and a copy of the site plan is attached within this meeting packet. The proposed impervious site coverage is 70 percent and both ground-mounted and roof-mounted mechanical equipment will need to be screened per Chapter 13-1815, Green Bay Zoning.

The hotel is proposed to 79 rooms with the following break-down of uses within the hotel: Lobby Bar – 612 square feet restaurant(Brasserie) – 3,245 square feet Executive Board Rooms – 1,208 square feet (total between two rooms). Fifth Floor Bar – 1,788 square feet Roof Top Terrace – 2,375 square feet.

Based on the information provided above, approximately 136 will be required the site plan shows 132 on-site. Additional parking is available on the adjoining parcel with land owned by the applicant. Exact details about parking will be determined during the site plan review process.

Conclusion:

The land uses surrounding the proposed hotel are predominately made up of a mix of existing hotel/restaurant uses and some established light industrial uses; there are no residential uses in the immediate area. The proposed hotel is a complement to the existing developments in the area and will contribute to the continued transformation of the area from a one-time industrial development to a

commercial destination consistent with the City's Comprehensive Plan and the Legends District Master Plan. Ald. Johnson and adjacent property owners have been notified of the request. As of the drafting of this report, staff has received no inquiries regarding this request.

RECOMMENDATION

Approval of the request, subject to:

Compliance with all of the regulations of the Green Bay Municipal Code not covered under the conditional use permit, including standard site plan and building plan review and approval.

FISCAL IMPACT

ATTACHMENTS

1. ZP 19-05 letter
2. 2019 04-17 Legacy Hotel - Rendering - UPDATED
3. 2019 04-08 City Render
4. 343901 ID-OVERALL
5. Legacy Hotel_Site -UPDATED