

## Interstate 43 Business Center



## Protective Covenants and Design Criteria

**I-43 Business Center Protective Covenants  
and Design Criteria**

Economic Development Authority  
Green Bay Plan Commission  
September 2004

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## **The Site**

## **Strategic Location**

The Interstate 43 Business Center is located on the east side of the City of Green Bay in Northeast Wisconsin. It is immediately accessible to the Interstate-43 and the metropolitan Green Bay beltline via a diamond interchange at East Mason Street, an urban principal arterial according to the Year 2010 Brown County Transportation Plan Update (see Map 1). The Interstate 43 Business Center is the only major business/industry development of its type located directly on the beltway and I-43 in the county.

The development is the largest of its type along the entire I-43 corridor south to Milwaukee. The Interstate 43 Business Center is located within easy driving distance to other markets in Wisconsin and the Upper Peninsula (see Map 2). On a wider scale, about 25,000,000 persons live within a one-day drive of the Green Bay area (see Map 3).

## Physical Characteristics

The site is located on the southeast side of Green Bay approximately three miles from the Central Business District. It is bounded on the north by East Mason Street and Finger Road; on the east by Erie Road; on the west by I-43; and on the south by Greenbrier Road and the Town of Bellevue. The general area included in the site is approximately 580 acres.

The site has direct access to I-43 via the East Mason Street Interchange. East Mason Street is a principal arterial on an east-west axis and Huron Road is planned as a principal arterial on a north-south axis. Austin Straubel Field is approximately 11.5 miles west of the site and is reached by using I-43 and Wisconsin 172.

## Zoning and Land Use

The zoning classification is Planned Unit Commercial Development (PUCD). The PUCD designation allows very specific land use planning within the business center.

There are six distinct districts within the business center. The sixth, Conservancy, does not allow development, with the exception of passive recreation. The five districts are:

- Exclusive Office - A (O-A). This district fronts Interstate 43 and comprises the entire southwestern perimeter. O-A is intended for large corporate headquarters that desire the visibility the interstate highway affords.
- Exclusive Office - B (O-B). This district is intended to provide an exclusive office environment for facilities smaller than O-A. Areas of O-B are located across the O-A area and adjacent to the conservancy area.
- Entertainment District (O-e). This district is intended to provide a mix of uses including office, entertainment, eating & drinking establishments as well as Business, Technical or Vocational schools. The O-e district is approximately 32 acres in size and has frontage along Interstate 43 and Kepler Drive.
- Exclusive Lodging (L). An approximately 10-acre site in the northwest corner of the business center has been reserved for the development of mid-range and upscale hotels. Minimum size is 60 units and certain ancillary uses would be allowed.
- Business Related Retail (BR). A portion of the north boundary, with frontage along East Mason Street, has been designated for business related retail uses. These businesses include office supply stores, financial institutions, and health clubs.

- Light Manufacturing (M). The least restrictive district allows light manufacturing, warehousing, and offices in a variety of lot sizes. District M areas devoted to service center uses should be employed as a buffer between office and manufacturing uses.

Map 4 illustrates the location of the five districts within the center.

An area outside of the business center, located north of East Mason Street between Ontario and Huron Roads, is intended to be a neighborhood commercial center (serving a large portion of the far east side of the City).

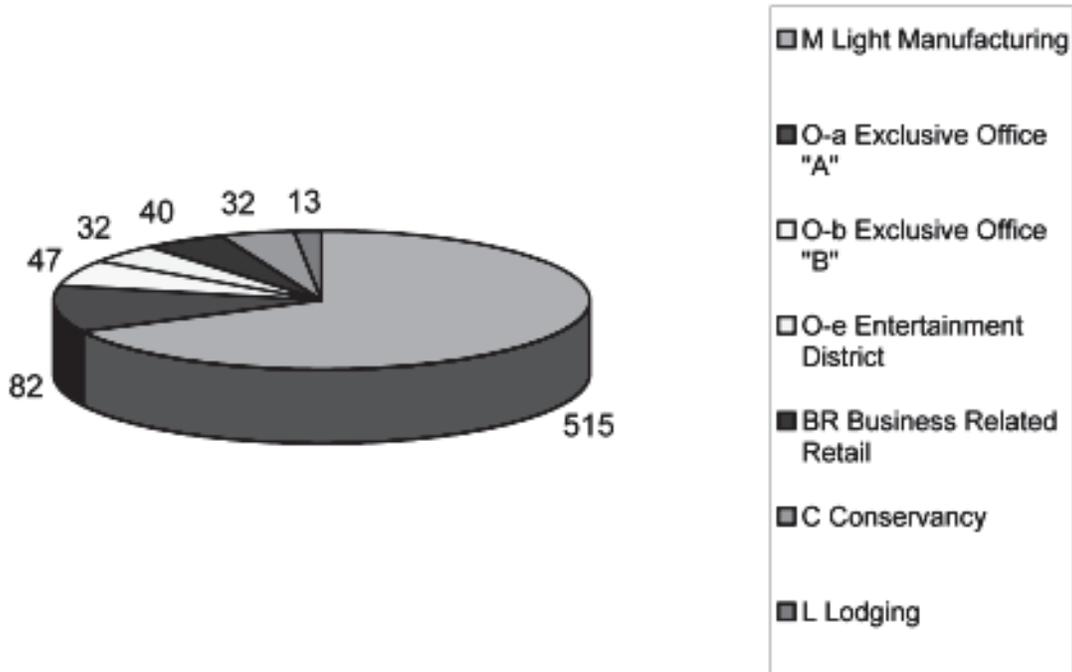
The overall distribution of land use is shown on Table 1.

**Table 1  
Land Use Distribution**

Zoning Districts	Developed (Acres)	Undeveloped (Acres)	Developed (%)	Undeveloped (%)	Land use Distribution (%)	Total (Acres)
M Light Manufacturing	284	231	55	45	68	515
O-a Executive Office "A"	61	22	74	26	11	82
O-b Executive Office "B"	33	14	70	30	6	47
O-e Entertainment District	0	32	0	100	4	32
BR Business Related Retail	31	9	77	23	5	40
C Conservancy	0	32	0	100	4	32
L Lodging	5	9	34	66	2	13

(Acreage figures are approximate and do not include parkways)

Correct as of October 1, 2004



## **Interstate 43 Business Center Design Criteria**

## Introduction and Purpose

The Interstate 43 Business Center is a planned development owned and managed by the City of Green Bay, Wisconsin. It is zoned Planned Unit Commercial Development (PUCD), an overlay district which provides owners and neighbors within the Center added protection that traditional zoning does not provide. PUCD zoning allows the City to develop and impose specific design criteria for each site. These are the criteria; they are intended to help make the Interstate 43 Business Center a good place to do business, as well as provide an aesthetically pleasing environment. Further, the restrictions are established for the benefit of the owners themselves as protection from adverse impacts.

Therefore, the City has established a Development Review Team (DRT). The DRT is comprised of five professional staff persons; two from the Economic Development Authority staff, and one each from the Department of Public Works, Planning, and Park and Recreation. Generally, the DRT is concerned with the physical external design of each proposed project. The DRT shall approve of each plan as part of the entire site plan approval process prior to the issuance of a building permit. The committee shall be receptive to the applicant's possible time constraints and shall expedite the review process as much as possible.

It should be understood that the districts described and discussed herein are within the specific PUCD only, are not traditional zoning districts, and are not found anywhere else in the City of Green Bay.

## Definitions

**Accessory Building:** A subordinate building or a portion of the main building, the use of which is incidental to that of the main building.

**Accessory Use:** A use incidental to subordinate to the principal use of a building and located on the same lot.

**City:** City of Green Bay.

**Development Review Team (DRT):** Consists of two representatives from the Economic Development Authority staff, and one representative each from the Department of Public Works, Park and Recreation, and Planning, charged with review of the physical design of individual developments, assisting with the meeting of these requirements, and generally expediting the overall process.

**Floor Area Ratio (FAR):** The square foot amount of total floor area (all stories) for each square foot of land area to a property.

**Frontage:** The length of the front property line of a lot, lots, or tract of land abutting a public street, road, highway, or rural right-of-way.

**Green Space:** An area of land associated with and located on the same tract of land as a major building or group of buildings in relation to which it serves to provide light and air or scenic recreation or similar purposes. Such space shall, in general, be available for entry and use by the occupants of the building or buildings involved but may include a limited proportion of space so located and treated as to enhance the amenity of the development by providing landscaping features, screening for the benefit of the occupants of those in neighboring areas, or a general appearance of openness. Green space may include, but shall not be limited to, lawns, decorative plantings, wooded areas, landscaping areas covering structures that are not more than twelve (12) feet above ground level, sidewalks and walkways, active and passive recreational areas, and water surfaces. It shall not include parking lots or other vehicular surfaces or accessory buildings.

**Height of Building:** A vertical distance measured from the curb level to the highest point of roof surface on a flat roof to the deck line of mansard roofs and to the mean height level between eaves and ridge of gable, hip and gambrel roofs. For buildings set back from the street line, the height of the building may be measured from the average elevation of the finished grade along the front of the building, provided its distance from the street line is not less than the height of such grade above the established curb level.

**Mechanical Equipment:** Includes air conditioning units, cooling towers, space heaters, ventilators, air compressors, flues, stacks, chimneys, and anything else as determined by the DRT.

**Plan Commission:** The City Plan Commission of Green Bay, Wisconsin.

**Setback, Area:** The minimum horizontal area between the front, side, and/or rear lot line of the building or use, including porches, and the lot lines, or street right-of-way lines, as specified with the Municipal Ordinance.

**Setback, Corner Side Yard:** The minimum horizontal distance between the side line of the building or use that runs perpendicular to a fronting street and the side right-of-way line perpendicular to the fronting street.

**Setback, Front Yard:** The minimum horizontal distance between the front line of the building or use and the street right-of-way line.

**Setback Lines:** Lines established adjacent to lot lines or street right-of-way lines for the purpose of defining limits within which any or certain buildings, structures, or uses may not be constructed, maintained or carried on, except as shown herein.

**Setback, Rear Yard:** The minimum horizontal distance between the back line of the building or use and the rear lot lines.

**Setback, Side Yard:** The minimum horizontal distance between the side line of the building or use and the side lot lines, unless the side line of the building or use is parallel to a street, whereas it shall be a corner side yard setback.

**Sign, Government:** A sign which provides public information such as traffic direction, names of streets, etc.

**Sign, Identity Ground:** A sign located in the front (or in the O-A District, front or rear) yard setback which identifies the corporate name, owner, or principal tenant of the property.

**Sign, Informational:** Signage which includes instructions to visitors, directional signs, parking areas, etc.

**Sign, Temporary:** A non-permanent sign advertising a special event.

**Sign, Wall:** A sign permanently affixed, not painted, on the facade of the building.

**Story:** That portion of a building included between the surface of any floor and the surface of the floor next above it, or if there is no floor above it, the space between such floor and the ceiling next above it.

For other definitions, see City of Green Bay Zoning Code, Chapter 13.02, and Subdivision Code, Chapter 14.02. Definitions found in both texts; refer to those listed above.

## **Plan Approval Procedure**

All development within the Interstate 43 Business Center is required to receive plan approval prior to the issuance of a building permit.

### **Preliminary Consultation**

This meeting is intended to insure that the developer is aware of the community's standards and posture on development within the Interstate 43 Business Center. Such consultation should occur prior to any extensive outlay of funds on the part of the developer, since the consultation is intended as a device to encourage cooperation between the developer and the City. Such meetings should occur between the developer and members of the Development Review Team (DRT).

### **Plan Submittal**

Seven copies of the plan shall be submitted, along with the established review fee, to the Planning Department. The plan shall consist of the following:

1. Name, location, developer, and designer of the project.
2. Date of plan preparation.

3. Scale and north arrow.
4. Property dimensions.
5. Location, identification and dimension of existing and proposed:
  - a. Topography (contour interval two feet).
  - b. Existing significant vegetation.
  - c. Public rights-of-way and easements.
  - d. On-site drives, walkways, and parking facilities, including traffic flow.
  - e. Buildings and structures.
  - f. Freestanding signage, light fixtures, fences, etc.
  - g. Surface water holding ponds, drainageways, and drainage patterns with arrows.
  - h. Loading docks and refuse collection areas.
  - i. Landscaping details and planting schedules.
  - j. Color rendering of all building elevations, including signage and listing of finish materials (samples of exterior finish materials may be required).
  - k. Site statistics, including gross square footage of both site and buildings, FAR, etc.
6. All other information deemed necessary by the DRT.

### **Review and Determination**

The DRT shall review the plan to insure that these criteria are met as part of the ordinary site plan review process specified in Chapter 13.41.

When a discrepancy exists, an attempt shall be made by the DRT and developer to remedy a solution.

Appeals to these requirements, as with all Planned Unit Commercial Developments in the City, shall be heard by the Plan Commission.

### **Construction**

Construction shall commence within one year of plan approval. If construction is to take longer than one year, or if construction is to occur in phases, the City is to be so notified in writing. If construction has not commenced prior to one year after plan approval, the City has the right to acquire the property back from the developer at the original price paid.

### **No Right to Divide Property**

After a site has been purchased, it shall not be further divided without review and consent of the City.

## **General Requirements**

### **Parking**

Refer to City of Green Bay Zoning Ordinance, Chapter 13.41, with the following additional requirement: landscaped islands shall be provided for not less than 10 percent of the total parking lot area where the lots exceed 20,000 square feet in area. Such islands are suggested to be oriented perpendicular to the main entrance to the building.

### **Loading**

Refer to City of Green Bay Zoning Ordinance with the following additional requirements:

1. Loading docks shall be located and screened so as to minimize the visibility from any street.
2. Screening of service area may consist of an approved combination of earth mounding, landscaping, and walls architecturally complementary to the overall plan.
3. No material, supplies, or equipment may be permitted to remain outside any building.
4. Rubbish and garbage facilities shall be screened so as not to be visible from any street or adjacent property.

### **Site Grading**

Site grading shall be planned as to balance the following objectives:

1. Satisfactory drainage of open areas.
2. Maximum preservation of existing plant materials.
3. Minimum soil erosion and siltation.
4. Minimum drainage onto adjacent properties.

## **Regulation of Signs**

### **Purpose**

The Interstate 43 Business Center promotes compatible signage throughout the development. Signage should be an integral part of the overall building concept.

### **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 identity ground and wall signs must be greater than the vertical measurement to assure no vertical signage in the park. Only in the Exclusive Office-A District may the vertical measurement be greater than the horizontal measurement. No sign shall be greater than 20 feet in overall height for the Exclusive Office-A District. Lighting, although not required, shall be internal illumination and intensity shall not exceed one foot candle at the centerline of any public right-of-way.

### **Identity Ground Sign**

An identity ground sign is allowed in all districts within the Interstate 43 Business Center. It may be two-sided and not closer than ten (10) feet from the front property line. Maximum sign allowed in all districts, other than the Manufacturing District, is determined by frontage: less than 200 feet - 27 square feet; 200 feet or more - 48 square feet.

### **Exclusive Office**

The Exclusive Office "A" monument signage may permit an internally illuminated ground-mounted sign with a brick base, with the following dimension standards: (Z.O. 15-01)

1. Sites between 0 and 10 acres shall be permitted a sign not to exceed 12 feet in height and not to exceed 80 square feet per side.
2. Sites between 11 and 20 acres shall be permitted a sign not to exceed 14 feet in height and not to exceed 90 square feet per side.
3. Sites greater than 21 acres shall be permitted a sign not to exceed 16 feet in height and not to exceed 113 square feet per side.

The number and location of the informational/directional signs shall receive DRT approval prior to final site plan approval. The monument sign on the northwest corner of Ontario and Greenbrier Road shall only be permitted as a temporary sign until such time as the parcels are zoned the appropriate zoning designation. (Z.O. 15-01)

Internally illuminated informational signs, with the following dimension standards: (Z.O. 15-01)

1. Sites between 0 and 10 acres shall be permitted an informational/directional sign not to exceed 4 feet in height and not to exceed 20 square feet per side.
2. Sites between 11 and 20 acres shall be permitted an informational/directional sign not to exceed 6 feet in height and not to exceed 30 square feet per side.
3. Sites greater than 21 acres shall be permitted an informational/directional sign not to exceed 9 feet in height and not to exceed 45 square feet per side.

Wall signs are not to exceed 60 sq. ft. (Z.O. 10-02)

### **Exceptions**

In the O-A District, a ground sign, no pole sign, will be allowed in the rear yard setback fronting Interstate 43. Maximum size of the sign is 150 square feet and shall not be closer than 50 feet from the rear property line.

### **Lodging**

For frontage on Voyager/Kepler Drives, each facility is permitted 48 square feet. The sign may be two-sided and not closer than 10 feet from the property line. The message shall be limited to the business name and corporate logo. The corporate color scheme is permitted. Any color scheme other than the corporate color scheme must receive DRT approval prior to permitting.

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.

The sign shall be placed on an earth berm two feet in height as measured from the average existing setback area topography.

The sign may be internally illuminated.

For frontage along East Mason Street or the north-bound exit ramp of Interstate 43, a sign meeting the following requirements is permitted only if no wall mounted signage is proposed for the business structure.

The requirement from above shall apply, except for the size of the message panel. The message panel shall be 60 square feet per side.

Each hotel/motel facility is permitted one high ground mounted identity sign. This sign shall comply with the following requirements:

Maximum Height: 50 Feet

Maximum Square Feet Per Side: 300 Feet

Maximum Height: 60 Feet

Maximum Square Feet per Side: 200 Feet

The sign shall not be closer than 25 feet from the property line and shall be located on a pole similar in color to the parking lot light poles being used by the facility. The base of the pole shall be screened from view in all directions by landscaping. This landscaping must be detailed on the final site landscape plan. The sign shall be limited to the business name and corporate logo. The corporate color scheme other than the corporate color scheme must receive DRT approval prior to permitting.

No message or logo shall be permitted on the width of the sign. The sign may be internally illuminated.

No wall mounted signage is permitted on the site if the facility chooses to place a sign along the East Mason Street frontage/north-bound exit ramp from Interstate 43 and the Voyager/Kepler Drives frontage.

If a facility chooses to do one low ground mounted identity sign, then a wall sign is permitted on the site, not to exceed 200 square feet in size and be approved by the DRT prior to permitting.

No roof mounted signs are permitted.

Wall signs in the L District shall be limited to 200 square feet.

Restaurant sites that do not have frontage on I-43 may co-locate their identity sign onto one pole-mounted sign with another business within the Lodging District, provided that: (Z.O. 25-01)

- a. The square footage does not exceed 100 sq. ft. per side.
- b. The sign is placed below the primary sign.
- c. The sign is limited to name, logo, and corporate colors.
- d. No readerboard will be permitted.
- f. A signed affidavit from the owner and/or corporation who is allowing the co-location of the tenant sign.

An identity sign is allowed in the rear yard setback. Such a sign may be up to 150 square feet in size.

### **Identity Ground Sign in Business Related Retail**

#### **A. Ground Mounted Identity Signs - East Mason Street**

1. For frontage on the current and proposed East Mason Street, each facility is

permitted 40 square feet. The sign may be two-sided and not closer than 15 feet from the property line. The message shall be limited to the business name and corporate logo. The corporate color scheme is permitted. Any other color scheme, other than the corporate color scheme, must receive DRT approval prior to permitting.

2. The message panel shall be directly mounted on a brick base not to exceed 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 materials other than brick, the DRT must approve the base material prior to permit.
3. The width of the message panel shall not exceed two feet. No message or logo shall be permitted on the width of the sign.
4. The sign may be placed on an earth berm not to exceed two feet in height, as measured from the average existing setback area topography.
5. The sign may be internally illuminated.
6. No sign shall exceed five feet in overall height.
7. No reader boards are permitted.

#### **B. Ground Mounted Signs - Voyager Drive**

1. Reader boards are permitted under review of the DRT prior to permitting.
2. No sign shall exceed seven feet in overall height.

#### **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, as provided in the I-43 Business Center Master Plan, and 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. 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.
3. All proposed signs must be submitted to the Planning Department for approval as part of the required site plan.

## **Manufacturing District - Conditional Use For East Side of Huron Road**

Monument signs are limited to a maximum square footage determined by frontage: Less than 200 feet – 40 sq. ft. per side; 200 feet or more – 60 sq. ft. per side. The sign may be two-sided and not closer than 10 feet from the front property line and may be internally illuminated. The combination of sign and base shall not exceed 8 feet in overall height.

Multi-tenant panels will be permitted. Reader boards are permitted under the review of the DRT prior to being permitted.

The message panel shall be directly mounted on a brick base not to exceed 2 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 materials other than brick, the DRT must approve the base material prior to permit.

No roof-mounted or pole-mounted signs will be permitted.

No signs, other than company identification and directional signs, shall be permitted on the described property. Banners will not be permitted.

All proposed signs must be submitted to the Planning Department for approval as part of the required site plan.

Wall signs are allowed consistent with the I-43 Business Center Design Criteria.

Information signs are permitted and are to be consistent with the I-43 Business Center Design Criteria.

### **Wall Sign**

Wall signs are allowed in all districts. Such signs are limited to one per structure and shall not exceed 48 square feet and not protrude higher than the structure itself.

Wall signage in the Business Related Retail District in the I-43 Business Center Design is permitted to increase from 48 sq. ft. to 75 sq. ft. (Z.O. 3-03)

### **Informational Signs**

Informational signs are allowed in all districts as needed. Such signs shall not exceed six square feet in size. Informational signs shall be constructed of a minimum one-eighth inch metal plate, have white lettering of Helvetica type, not exceeding six inches in height, on a dark gray, bronze, or black background.

## Temporary Sign

The following temporary signs are allowed in all districts:

Type	Maximum Size	Maximum Time Allowed
Construction	100 square feet	Up to 60 days after construction is completed
For Sale or Lease	32 square feet	Up to 30 days after sale or lease
Special Event*	32 square feet	30 days per year

\*As allowed by the DRT.

## **Landscaping Standards**

### **Purpose**

To establish a policy of minimum requirements and standards for landscaping so as to achieve a park-like setting within the Interstate 43 Business Center. The landscape design and planting plan is to be an integral part of the site development plan.

### **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 so as to create a park-like appearance, while addressing the functional considerations of visual screening, land cooling, drainage, and other environmental concerns.

### **Park-like Setting**

The landscape plan should strive to not only enhance the appearance of each individual site, but should also attempt to enhance the overall appearance of the business center. Efforts should be made to integrate each new landscape plan with the natural conditions of the site and adjacent property's landscape designs. 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 plant and emulate a naturally rolling terrain.
5. Grouping different varieties of plants so as 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.

## **Minimum Standards**

All landscape designs must meet the following minimum standards:

1. Green space shall be at least 35 percent of the total lot area for office sites and 30 percent for manufacturing sites.
2. The number of trees shall be at least one per 5,500 square feet for office sites and one per 7,000 square feet for 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 of green space for office sites and three per 1,000 square feet for industrial 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 green space to be properly planted and maintained in a "natural state".
3. Drainage areas which are planted with appropriate tall grass seed mixes and maintained so as to slow runoff and encourage groundwater percolation.

## **Landscape Data**

The following applicable landscape data shall be included with the landscape/site development plan. Any plans submitted without the following information will be returned.

1. North arrow.
2. Scale.
3. Twenty-five (25) foot setback line shown.
4. Area for future expansion delineated.
5. Existing vegetation to remain.
6. Existing vegetation to be removed.

7. Planting schedule including:

- a. Symbol definition.
- b. Quantities.
- c. Common and botanical names.
- d. Root specification.
- e. Size of plant.
- f. Seed mixes, rates of application and mulching materials.
- g. Plants drawn to mature size.
- h. Typical sections of berms, fences, retaining walls, ponds, planter boxes, etc.

**Credits**

The DRT may issue credits which can be used to meet the minimum requirements for canopy trees and ground cover. The issuance of these credits will be based upon preservation of existing natural vegetation which are of acceptable species, size, and location.

**Implementation/Replacement**

All approved landscaping is to be installed within one planting season for the landscape/site development plan approval. Any vegetation which is shown on the approved landscape/site development plan that dies, must be replaced within one planting season per approved landscape/development plan.

**Street Trees**

The City will install and maintain all plantings in the street right-of-way. Plantings will be done as sections of the business center become developed. Every effort will be made to create a consistent looking streetscape while striving to integrate it with each site's particular planting scheme and functional requirements.

The cost of the street tree planting will be assessed on a linear frontage foot basis assuming an average tree spacing of 45 feet. The Economic Development Authority may participate in the cost of street trees on a share basis.

## Lighting Standards

The Interstate 43 Business Center allows exterior lighting that provides for the basic needs of safety and security. Appropriate lighting shall be provided in order to delineate roads, drives, parking areas, pedestrian ways, buildings, and other important organizational points. Because the Center attempts to achieve an architecturally consistent park-like setting, all lighting fixtures are required to be of the same general type (see also Illustration 1):

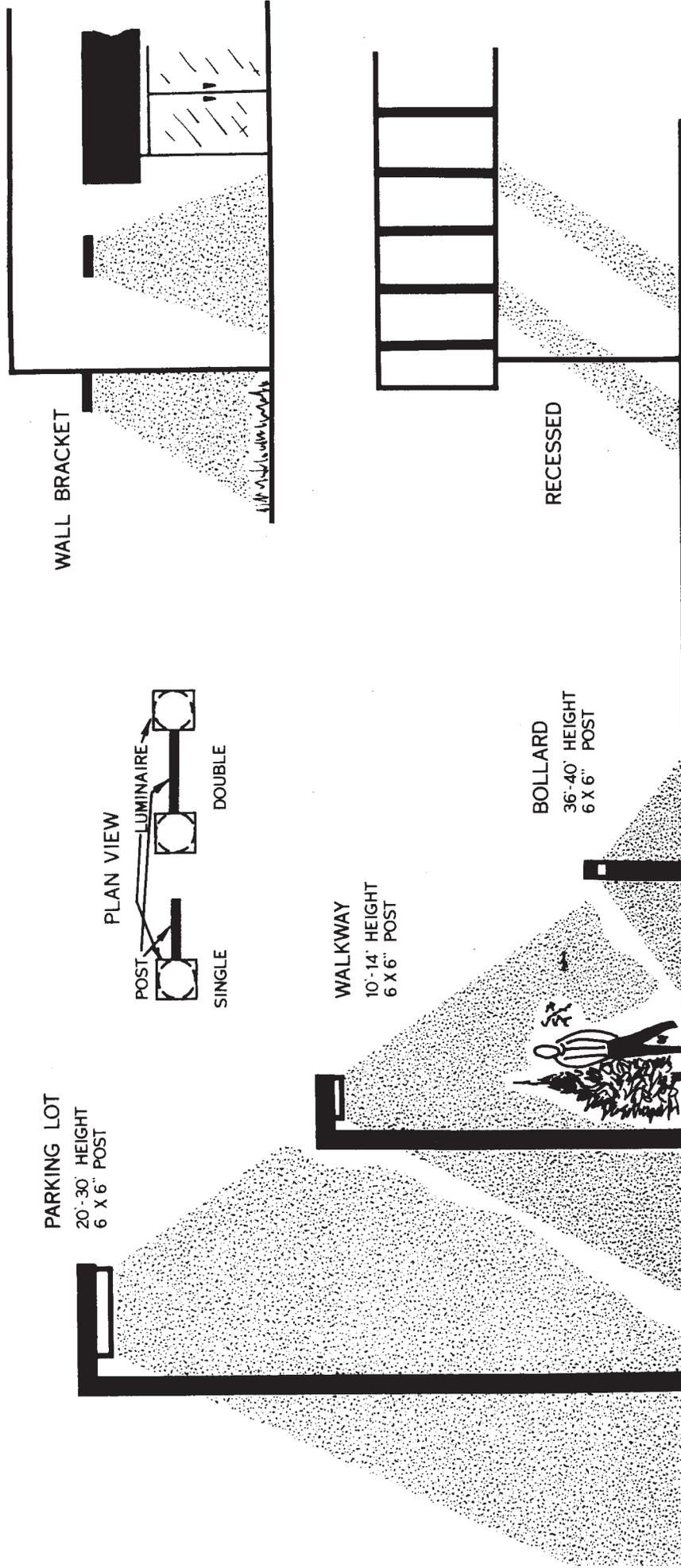
1. Primary parking lot illumination shall consist of sharp cut-off type luminaries, as manufactured by Gardco, Moldcast, Kim, or equal, in dark gray, bronze or black poronadic finish. Parking lot lights shall not exceed 30 feet from ground level and may be used in either a single or twin format. Characteristics: 27,000 Lumen High Pressure Sodium spaced approximately 100 to 120 feet O.C.
2. Walkway lighting should be of the same family, as mentioned above, height to be 10 to 15 feet above grade. Characteristics: 150 to 175W Color Corrected Mercury Vapor. Bollard lighting can be used as low level walkway illumination on private property.
3. Building lighting should occur as part of the overall design concept using recessed lighting in overhangs and at the entrance. General building illumination is allowed, provided it does not detract from the surrounding properties or affect neighboring residential areas.

The lighting fixtures mentioned and shown in Illustration 1 are suggested from a broad segment of illuminaries that are appropriate for the Interstate 43 Business Center.

ILLUSTRATION 1

# GENERAL LIGHTING STANDARDS

BUILDING MOUNTED



1 INCH = 6 FEET

## District Requirements

### Exclusive Office (District O)

**Purpose:** To provide areas which allow for exclusive office development in an elite, campus-type environment. The exclusive office area is further divided into two separate sub-districts, Exclusive Office A (O-A), which is for large developments of more than 40,000 square feet, and Exclusive Office B (O-B), for smaller projects of at least 5,000 square feet.

**Permitted Uses:** Professional offices and associated uses only. Specifically:

1. Computer, peripherals, and software (5045).
2. Finance, insurance, real estate offices:
  - a. Security brokers and dealers (621);
  - b. Commodity contracts, brokers, and dealers (622);
  - c. Security and commodity exchanges (623);
  - d. Security and commodity services (628);
  - e. Life insurance (631);
  - f. Accident and health insurance and medical service plans (632);
  - g. Fire, marine and casualty insurance (633);
  - h. Surety insurance (635);
  - i. Title insurance (636);
  - j. Pension, health and welfare funds (637);
  - k. Insurance carriers, NEC (639);
  - l. Insurance agents, brokers and service (641);
  - m. Real estate operators and lessors (651);
  - n. Real estate agents and managers (653);
  - o. Title and abstract offices (654);
  - p. Subdividers and developers (655);
  - q. Holding offices (671);
  - r. Investment offices (672);
  - s. Trusts (673);
  - t. Miscellaneous investing (679).
3. Business Services
  - a. Advertising agencies (731);
  - b. Credit reporting agencies (732);
  - c. Mailing, reproduction, commercial art and photography, stenographic services (733);
  - d. Personnel supply services (736);
  - e. Computer and data processing services (737);
  - f. Miscellaneous business services (738) (per DRT review);
  - g. News syndicates (738);

- h. Legal services (811);
- i. Membership organizations (860) (per DRT review);
- j. Business associations (861);

4. Miscellaneous Services

- a. Engineering, architectural and surveying services (871);
- b. Accounting, auditing and bookkeeping services (872);
- c. Research and testing services (873);
- d. Management and public relations (874);
- e. Non-commercial educational, scientific and research organizations (892).

5. Other Permitted Uses (Per DRT Review)

- a. Public administration offices;
- b. Administrative, sales and services offices of manufacturing, wholesaling, construction, transportation, public utility and mining firms;
- c. Office buildings built on speculation, provided at least 75 percent of the net leasable space be occupied by firms of the above-mentioned uses and the remaining 25 percent be leasable to uses that are compatible to the office development as a whole.
- d. In-house service and printing facilities clearly incidental and secondary to the primary permitted use.
- e. Health services (80) permitted only in Exclusive Office - A District

**The Building:** The Interstate 43 Business Center overall approach encourages a variety of architectural styles in the center. However, it is intended that a basic harmony of architecture prevail among the buildings so that no one structure detract from the attractiveness of the overall development.

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

**Facade:** Colors, materials, finishes and building forms shall be coordinated in a consistent manner of all facades.

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). 50% masonry on all exterior walls which 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 - roof or accent only (minimum 20-year warranty on finish; at least 26 gauge metal; totally concealed fasteners, baseplates, and end trim required).

6. Other materials as approved by the DRT.

Painted concrete, cinder block, or prefabricated sheet metal are not permitted finishing materials for the Exclusive Office District.

**Mechanical Equipment:** All mechanical equipment, including roof-mounted, shall be enclosed or screened as part of the overall architectural design.

### **Exclusive Office A (O-A)**

#### **The Site**

#### **Density:**

Minimum Lot Size - 5 acres (217,800 square feet)

Minimum Frontage - 300 feet

Maximum Floor Area Ratio (FAR) - 0.5

#### **Setbacks:**

Front - 100 feet

Rear - 100 feet

Side - 50 feet

**Minimum Building Gross Floor Area:** 40,000 square feet

### **Exclusive Office B (O-B)**

#### **The Site**

#### **Density:**

Minimum Lot Size - 65,340 square feet

Minimum Frontage - 100 feet

Maximum FAR - 0.5

Maximum Height - 35 feet or two (2) floors from curb level or per DRT review

#### **Setbacks:**

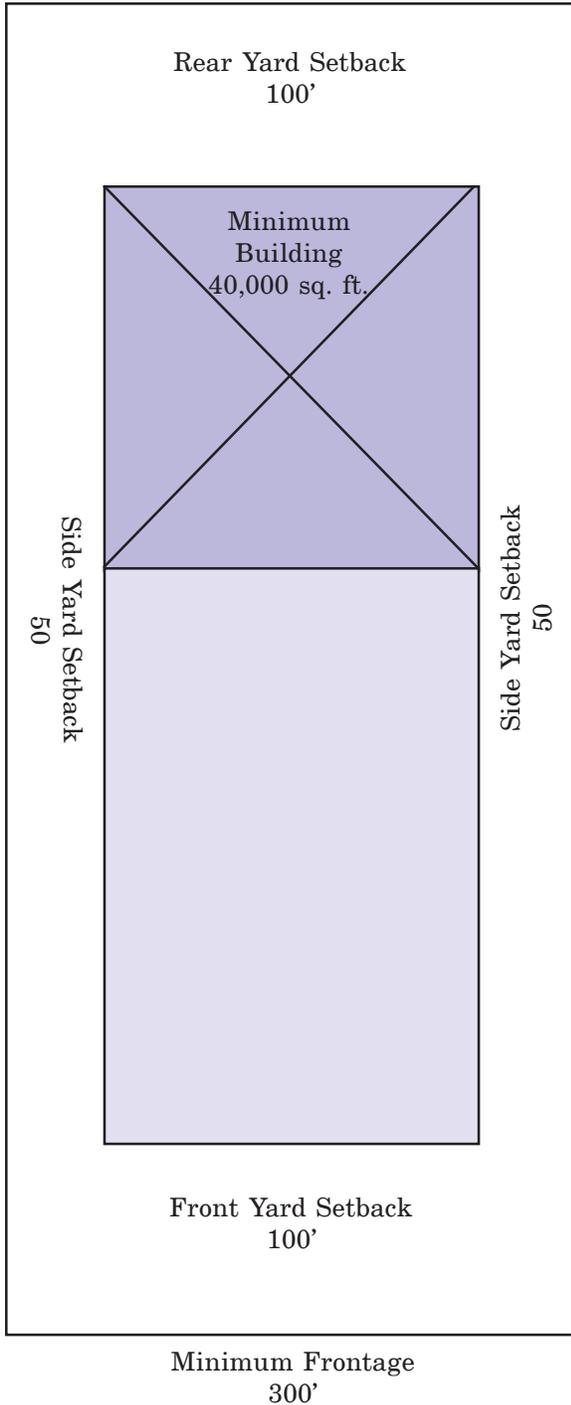
Front - 25 feet

Rear - 25 feet

Side - 25 feet or 10 percent of frontage if less than 250'; 15' minimum

**Minimum Building Gross Floor Area:** 5,000 square feet

**Exclusive Office - A  
(District O-a)**



**FAR Calculation  
(Example)**

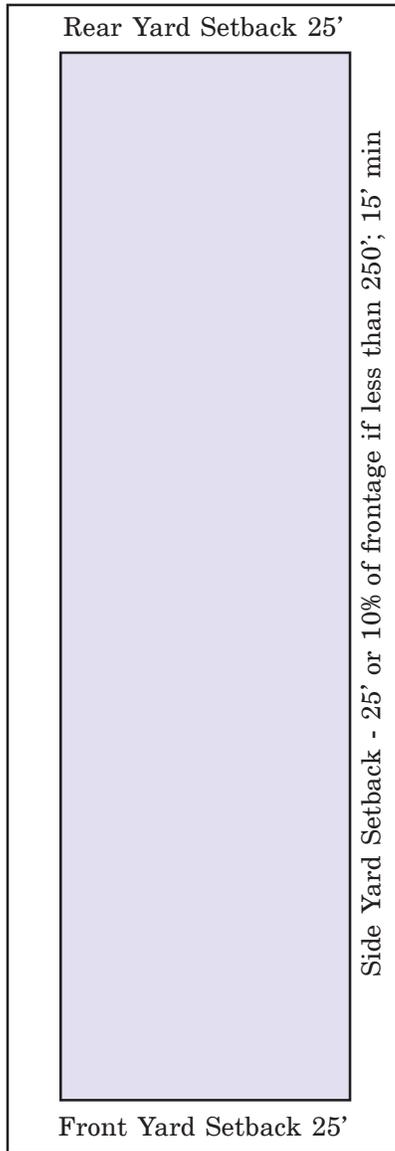
Size of Bldg.	Total Sq. Ft.	Lot Sq. Ft.	FAR
200' x 200' 1 Floor	40,000	217,800	0.18
200' x 200' 2 Floors	80,000	217,800	0.37
165' x 165' 4 Floors	108,000	217,800	0.5

Maximum FAR - 0.5

Minimum Building Size: 40,000 Square Feet

Scale 1" = 100'

**Exclusive Office - B  
(District O-b)**



<b>FAR Calculation (Example)</b>			
<b>Size of Bldg.</b>	<b>Total Sq. Ft.</b>	<b>Lot Sq. Ft.</b>	<b>FAR</b>
50' x 50' 2 Floors	5,000	65,340	.08
50' x 100' 2 Floors	10,000	65,340	.15

Maximum FAR - 0.5

Minimum Building size; 5,000 square feet  
Maximum Height: 35' or per DRT

Scale 1" = 100'

## **District Requirements**

### **Entertainment District (O-e)**

Purpose: To provide areas which allow for a mixed use exclusive office development in a campus-type environment at least 5,000 square feet.

#### **Permitted Uses:**

1. All uses found in the Exclusive Office “A” (O-a), Exclusive Office “B” (O-b), Business Related Retail (BR) and Lodging (L) Districts.
2. Theaters, cinemas and family oriented entertainment use(s).
3. Eating & drinking establishments as part of a multi-tenant complex.
4. Business, Technical or Vocational schools.
5. Accessory buildings and uses customarily incidental to any of the above structures or uses when located on the same premises.
6. All drive-thru uses require Development Review Team (DRT) review and must be part of a multi-tenant complex. All other uses as deemed acceptable by the DRT. The city reserves the right to require further studies of the developer to determine the impact of the proposed use(s).

**The Building:** The interstate 43 Business Center overall approach encourages a variety of architectural styles in the center. However, it is intended that a basic harmony of architecture prevail among the buildings so that no one structure detract from the attractiveness of the overall development.

#### **Building Architecture, Site Design:**

A. Architecture shall be approved by the DRT during final site plan review and shall be regulated as follows:

1. All colors, materials, finishes and building forms shall be coordinated in a consistent manner on all facades.
2. All exterior walls shall be finished with brick, natural stone decorative face concrete block, glass curtain walls, and concrete panels. 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 Plan Commission during final site plan review.
3. Individual buildings shall have similar architectural features on all sides.
4. All structures that are incidental to a building’s design, but necessary for its proper function, whether electrical or mechanical, for the purpose of air circulation, temperature regulation, or other, regardless of location, be it on the roof or ground, shall be concealed by decorative screening material which form an integral part of the design and screened from public view.
5. All mechanical equipment, including roof-mounted, shall be enclosed or screened from view as part of the overall architectural design.
6. All public utilities located above ground (utility cabinets, boxes, etc.) on the site shall be landscaped and screened from view.

## **Entertainment District (O-e)**

### **The Site**

#### **Density:**

No building shall be greater than 50,000 square feet in overall size. The theater may be allowed to exceed 50,000 square feet. All other structures wishing to be constructed above 50,000 square feet must receive conditional use approval per Section 13.61 Green Bay Municipal Code.

#### **Setbacks:**

A. In no case shall setbacks, from all public street frontages, be less than as follows:

1. Front yard setback: 25 Feet
2. Side yard setback: 10 feet
3. Rear yard setback: 50 feet
4. No structure shall be less than 25 feet in height. Any structure proposed to less than the minimum shall be reviewed by the DRT.

#### **Parking:**

A. Parking shall be provided as regulated as set forth in the Green Bay Municipal Code, Section 13.41, unless approval is granted by the DRT to provide shared parking.

B. All maintenance and upkeep of landscaping, internal drives and parking areas within the PCD are the sole responsibilities of the Developer.

C. All parking areas will be screened from road rights-of-way and adjacent property by earth berms (minimum of 3 to 4 feet high) with plantings to assure that the visual effect of large paved areas and standing automobiles is minimized.

D. Parking areas will be subdivided by islands containing tree or other landscape materials so that no contiguous open parking area will exceed one-half an acre.

**Access and Circulation.** Appropriate access and circulation for automobile and pedestrian traffic, shall be provided.

A. Vehicle access shall be permitted as follows:

1. All access shall be limited to Kepler Drive.
2. The distance between the two drives shall not be less than 200 feet measured at the centerline of each drive.
3. All other drive requirements shall follow Section 13.41 Green Bay Municipal Code.

B. Pedestrian Access shall be permitted as follows:

1. Pedestrian access to public areas shall be as shown on the final site plan.
2. Internal pedestrian circulation shall be established for individual developments.

**Refuse & Ground Mechanicals:**

A. All refuse and ground mechanicals shall be enclosed with a cedar board-on-board or masonry fences, impervious to sight, which compliment and are architecturally compatible with the primary structures.

B. Views of the refuse and recycling areas shall be minimized. All refuse and recycling areas shall be enclosed and screened from all public rights-of-way with materials that match the building. The enclosure must be impervious to sight, not less than 6 feet and not greater than 8 feet in height. Plastic slates on chain-link fencing may be permitted for use with the gate only. Appropriate landscaping shall be provided to further screen and complement the subject areas.

**Final Site Plan Approval:**

Prior to the issuance of building permits, the petitioner shall receive DRT review and approval of the final site plan.

## **Exclusive Lodging Center (District L)**

To provide land within the Interstate 43 Business Center for the sole purpose of a lodging and food facility.

### **Principal Uses**

1. Hotels and Motels (7011)
2. Eating and Drinking Places (581) - No Drive-Thru Window Permitted

### **Minimum Building Requirements**

60 Guest Rooms, Meeting, and/or Conference Facilities

### **The Site**

#### **Density:**

Minimum Lot Size - 2.5 acres

Minimum Frontage - Varies due to curvature of Voyager Drive. Must comply with Chapter 14, City Subdivision Regulations.

Maximum (FAR) - 0.5

#### **Minimum Setbacks:**

##### **Hotel/Motel**

Front - 25 feet along Voyager Drive

Side - 25 feet (50 feet along exit ramp)

Rear - East Mason Street, east of the west line of the utility easement directly opposite Superior Road

Building Setback - 60 feet

Parking Setback - 30 feet

The setback area for tax parcel 21-147-3 along East Mason Street shall have a setback not less than 25 feet and be landscaped in accordance with the I43

Business Center Design Criteria and Protective Covenants (Z.O. 7-01)

Remaining Frontage along East Mason Street and exit ramp right-of-way

Building - 100 feet

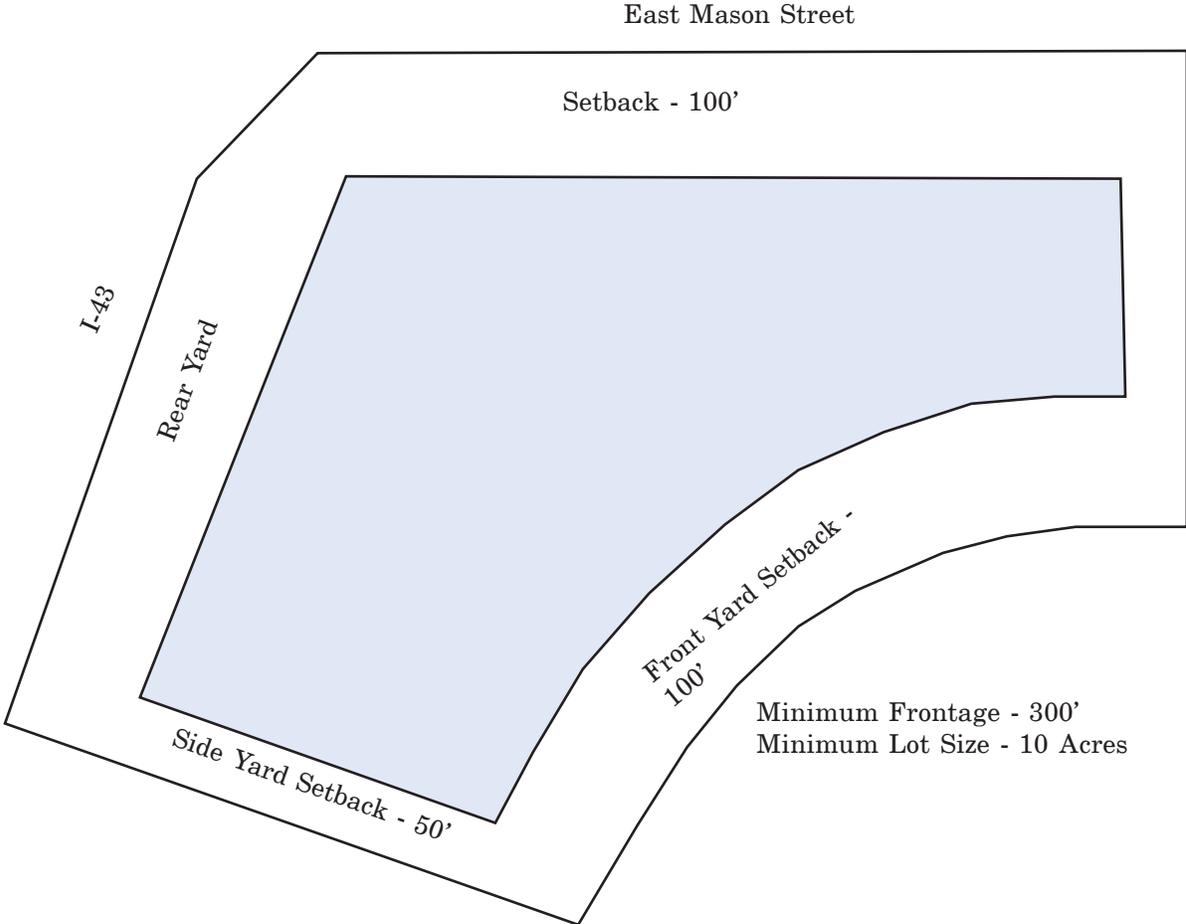
Parking Setback - 50 feet

##### **The Building**

See Requirements for the Exclusive Office District.

**Exclusive Lodging  
(District L)**

(Generalized Lot Configuration)



FAR Calculation (Example)		
Size of Bldg.	Lot Sq. Ft.	FAR
25,000 sq.ft.-1 Floor 15,000 sq.ft.-5 Floors	435,600	0.23
<hr/> 100,000 sq. ft.-Total		

Scale 1" = 150'

Maximum FAR 0.5  
Maximum Height per DRT

## **Business Related Retail (District BR)**

**Purpose:** To provide an opportunity for business related retail serving, for the most part, occupants and employees within the Interstate 43 Business Center.

**Permitted Uses:** (SIC Code, if applicable)

1. Anything allowed in the Exclusive Office District.
2. Travel agencies (4724)
3. Telephone communications (481)
4. Telegraph and other communications (482)
5. Office equipment wholesaling (5044)
6. Stationery and office supplies (5112)
7. Stationery stores (5943)
8. Quick-printing stores
9. News stands (5994)
10. Federal Reserve Banks (6011)
11. Commercial banks (602)
12. Savings institutions (603)
13. Credit unions (606)
14. Business credit institutions (615)
15. Health clubs (7997)
16. Job training and related services (833)
17. Child day care services (835)
18. Other uses as allowed by the DRT

## **The Site**

### **Density:**

Minimum Lot Size - 50,000 square feet  
Minimum Frontage - 150 feet  
Maximum Frontage - 35 feet  
Maximum Floor Area Ratio (FAR) - 0.5

### **Setbacks:**

Front - 25 feet  
Side - 25 feet  
Rear - 25 feet

## **The Building**

**Overall Approach:** The Interstate 43 Business Center encourages a variety of architectural styles. However, it is intended that a basic harmony of architecture prevail among the buildings so that no one structure detract from the attractiveness of the overall environment.

The DRT shall review building design in order to insure architectural compatibility and integrity.

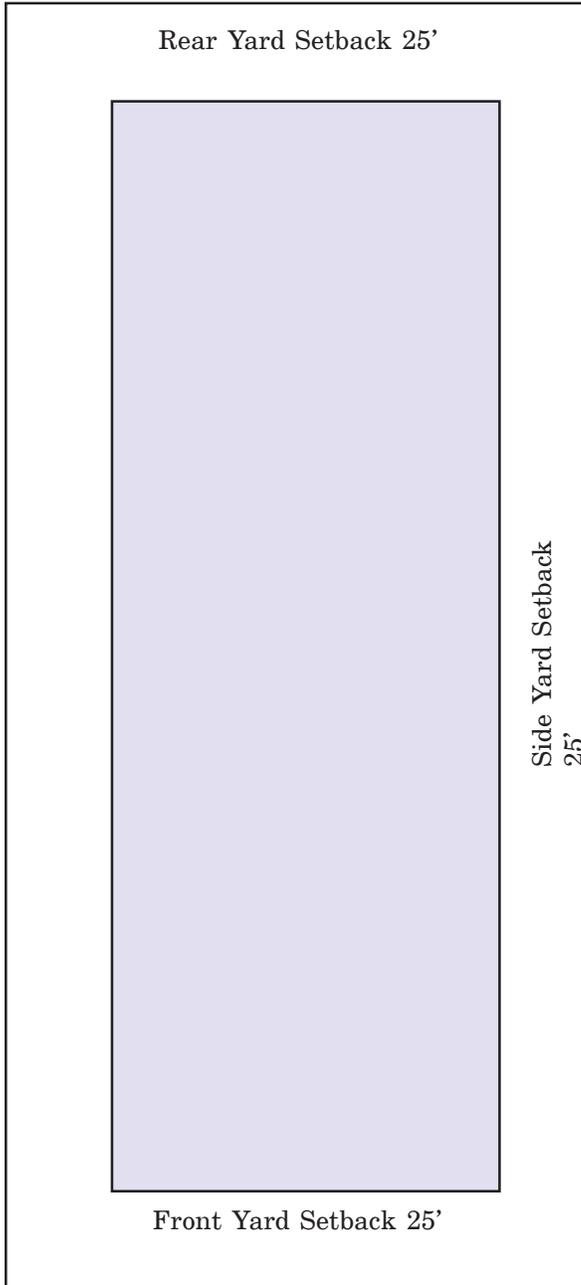
**Facade:** Colors, materials, finishes and building forms shall be coordinated in a consistent manner on all facades.

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). 50% masonry on all exterior walls which 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 roof or accent only (minimum 20 year warranty on finish; at least 26 gauge metal, totally concealed fasteners, baseplates, and end trim required)
6. Other materials as approved by the DRT

Painted concrete, cinder block, or prefabricated sheet metal are not permitted

**Business-Related Retail  
(District BR)**



<b>FAR Calculation (Example)</b>			
<b>Size of Bldg.</b>	<b>Total Sq. Ft.</b>	<b>Lot Sq. Ft</b>	<b>FAR</b>
50' x 50' 2 Floors	5,000	65,340	.08
100' x 100'	10,000	50,000	.15

Maximum FAR 0.5

Minimum Lot Size 65,340 sq.  
ft.; 1.5 acres  
Maximum Height 35' / 2 stories  
or per DRT

Scale 1" = 50'

finishing materials for the Business Related Retail District.

Mechanical Equipment: All mechanical equipment, including roof-mounted, shall be enclosed or screened as part of the overall architectural design.

### **Light Manufacturing (District M)**

**Purpose:** The most general development area of the Interstate 43 Business Center which allows many types of business and light manufacturing firms.

**Permitted Uses:** These areas allow the following types of development:

1. Anything allowed in the Exclusive Office Districts.
2. Agriculture landscape counseling planning (0781).
3. Lawn and garden services (0782).
4. Construction:
  - a. Non-residential building construction (154)
  - b. Plumbing, heating and air conditioning (171)
  - c. Painting, paper hanging, and decorating (construction) (172)
  - d. Electrical work (construction) (173)
  - e. Masonry, stonework, tile setting and plastering (construction) (174)
  - f. Carpentry and floor work (construction) (175)
  - g. Roofing, siding, and sheet metal work (construction) (176)
  - h. Concrete work (construction) (177)
  - i. Water well drilling (construction) (178)
  - j. Miscellaneous special trade contractors (construction) (179) (per DRT review)
5. Manufacturing:
  - a. Dairy products (202)
  - b. Frozen specialties (2038)
  - c. Prepared flour mixes and doughs (2045)
  - d. Candy and other confectionery products (2064)
  - e. Beverages (208)
  - f. Miscellaneous food preparation and kindred products (209) (per DRT review)
  - g. Broad woven fabric mills, cotton (221)
  - h. Broad woven fabric mills, manmade fiber (222)
  - i. Broad woven fabric mills, wool (223)
  - j. Narrow fabrics and other small ware mills; cotton, wood, silk and manmade fabric (224)
  - k. Knitting mills (225)
  - l. Textile finishing, except wool (226)

- m. Carpets and rugs (227)
- n. Yarn and thread mills (228)
- o. Miscellaneous textile goods (229)
- p. Men's and boy's suites, coats, and overcoats (231)
- q. Men's and boy's furnishings (232)
- r. Women's and misses' outerwear (233)
- s. Women's and children's undergarments (234)
- t. Hats, caps and millinery (235)
- u. Girls' and children's outerwear (236)
- v. Fur goods (237)
- w. Miscellaneous apparel and accessories (238)
- x. Miscellaneous fabricated textile products (239)
- y. Millwork (2431) (per DRT review)
- z. Wood kitchen
- aa. Miscellaneous wood products (249) (per DRT review)
- bb. Household furniture (251)
- cc. Office furniture (252)
- dd. Public building and related furniture (253)
- ee. Partitions, shelving, lockers and office and store fixtures (254)
- ff. Miscellaneous furniture and fixtures (259)
- gg. Paperboard containers and boxes (265)
- hh. Converted paper and paperboard products, except containers and boxes (267)
- ii. Newspapers: publishing, publishing and printing (271)
- jj. Periodicals: publishing, publishing and printing (272)
- kk. Books (273)
- ll. Miscellaneous publishing (274)
- mm. Commercial printing (275)
- nn. Manifold business forms (276)
- oo. Greeting cards publishing (277)
- pp. Blank books, loose-leaf binders and book binding and related work (278)
- qq. Service industries for the printing trade (279)
- rr. Drugs (283)
- ss. Miscellaneous plastic products (308) (per DRT review)
- tt. Footwear cut stock (313)
- uu. Footwear, except rubber (314)
- vv. Leather gloves and mittens (315)
- ww. Luggage (316)
- xx. Handbags and other personal leather goods (317)
- yy. Leather goods, not elsewhere classified (319)
- zz. Glass products of purchased glass (323)
- aaa. Metal cans and shipping containers (341)
- bbb. Cutlery, hand tools and general hardware (342) (per DRT review)
- ccc. Plumbing and heating, except electric (343)
- ddd. Metal doors, sash, and trim (3442)
- eee. Sheet metal work (3444)
- fff. Screw machine products and bolts, nuts and screws, rivets and washers (345)

- ggg. Metal services, not elsewhere classified (347) (per DRT review)
- hhh. Ordinance and accessories, not elsewhere classified (348)
- iii. Lawn and garden equipment (3524)
- jjj. Metal working machinery (354)
- kkk. Special industry machinery (355)
- lll. Computer and office equipment (357)
- mmm. Refrigeration and service machinery (358)
- nnn. Miscellaneous machinery (359)
- ooo. Electrical distribution equipment (361)
- ppp. Electrical industrial apparatus (362)
- qqq. Household appliances (363)
- rrr. Electric lighting and wiring equipment (364)
- sss. Household audio and video equipment (365)
- ttt. Communications equipment (366)
- uuu. Electronic components and accessories (367)
- vvv. Miscellaneous electrical equipment and supplies (369)
- www. Aircraft parts and equipment (3728)
- xxx. Motorcycles, bicycles, and parts (375)
- yyy. Guided missiles and space vehicles and parts (376)
- zzz. Miscellaneous transportation equipment (379) (per DRT and Plan Commission review)
- aaaa. Search and navigation equipment (381)
- bbbb. Measuring and controlling devices (382)
- cccc. Surgical, medical and dental instruments and supplies (384)
- dddd. Ophthalmic goods (385)
- eeee. Photographic equipment and supplies (386)
- ffff. Watches, clocks, clockwork operated devices and parts (387)
- gggg. Jewelry, silverware and plated wire (391)
- hhhh. Musical instruments (393)
- iiii. Toys and sporting goods (394)
- jjjj. Pens, pencils, office and art supplies (395)
- kkkk. Costume jewelry, costume novelties, buttons, and miscellaneous manufacturing (399) (per DRT and Plan Commission review)

5. Transportation, communication, electric, gas and sanitary services:

- a. Courier services, except by air (4215)
- b. Public warehousing and storage (422) (excluding “mini-warehousing” and self storage)
- c. U.S. Postal Service (431)
- d. Freight transportation arrangement (473)
- e. Miscellaneous transportation services (478)
- f. Telegraph communication (wire or radio) (482)
- g. Radio and television broadcasting (483)
- h. Communications services, not elsewhere classified (489)

6. Wholesale trade:

- a. Motor vehicle parts and supplies (501)
- b. Furniture and home furnishings (502)
- c. Lumber and construction materials (503)
- d. Professional and commercial equipment (504)
- e. Metals and minerals, except petroleum (505)
- f. Electrical goods (506)
- g. Hardware, plumbing and heating equipment (507)
- h. Machinery, equipment and supplies (508)
- i. Miscellaneous durable goods (509)
- j. Paper and paper products (511)
- k. Drugs, proprietaries, and sundries (512)
- l. Apparel, piece goods, and notions (5130)
- m. Groceries and related products (514)
- n. Chemicals and allied products (516) (per DRT review )
- o. Beer, wine and distilled beverages (518)
- p. Miscellaneous non-durable goods (519) (per DRT review)
- q. Catalog and mail order houses (5961)

7. Services:

- a. Laundry, cleaning, and garment services (721), excluding (7211) power laundries, family and commercial, (7215) coin-operated laundries and dry cleaning
- b. Service buildings (734)
- c. Miscellaneous business service (7389)
- d. Electrical repair shops (762)
- e. Miscellaneous repair shops and related services (769)
- f. Motion picture production and services (781) (per DRT review)
- g. Physical fitness facilities (7991)

8. Public administration:

- a. Space research and technology (966)

9. Conditional Use

Parcels within the Light Manufacturing District limited to their frontage on the east side of Huron Road, between the future East Mason Street and the southern limits of the I-43 Business Center, may be allowed as a conditional use permit for the following uses and conditions: (Z.O. 7-02)

- 1. Retail assembly, sales and repair establishments with the review and approval of the DRT.
- 2. Health clubs.
- 3. Job training and related services.
- 4. Businesses where the storage of goods is limited to interior storage of manufactured goods not requiring

any further processing and not requiring mechanical lifts, cranes, or hoists outside the building for handling, loading, and unloading.

5. Financial institutions.
6. The outdoor display of vehicles is prohibited.
7. Other uses as allowed by the Plan Commission.
8. Accessory buildings and uses customarily incidental to any of the above structures or uses when located on the same premises shall complement and coordinate with the principal structure on the lot, both in material used and architectural style.

Buildings Facades. Colors, materials, finishes, and building forms shall be coordinated in a consistent manner on all facades. All exterior walls shall be finished with the following materials:

1. 100% masonry on all exterior walls. Brick or natural stone (exterior use of brick, masonry, and man-made or natural stone which does not require a foundation generally is not permitted, DRT review and approval required).
2. Decorative face concrete block, concrete panels.
3. Architectural metal roof or accent only (minimum 20-year warranty on finish; at least 26 gauge metal, totally concealed fasteners, baseplates, and end trim required).
4. Painted concrete, cinder block, or prefabricated sheet metal are not permitted finishing materials.
5. Other materials as approved by the DRT.

Setbacks. Consistent with Business-Related Retail District of the I-43 Business Center Design Criteria.

Required Plans. A preliminary site plan shall be accompanied by architectural plans and elevations of sufficient detail to show conformance with these Design Standards.

Refuse Containers. Refuse containers shall only be located in the rear or interior side of the building. All refuse containers shall be screened not less than the height of the containers and have gates to contain trash. Shared dumpsters with adjacent properties are encouraged.

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.

Off-Street Parking. Parking shall be regulated as established in Sec. 13.41, Green Bay Municipal 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 the Huron Road right-of-way and the proposed building. Interior landscaping of parking and loading areas shall be regulated as established in Sec. 13.415, Green Bay Municipal Code.

Landscaping. 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. Green space shall be not less than 35% of the total lot area. A detailed landscape plan shall be provided.

### **The Site**

#### **Density:**

Minimum Lot Size - 43,560 square feet

Minimum Frontage - 100 feet

Maximum FAR - 0.75

Maximum Height - 50 feet or per DRT

Front - 25 feet

Rear - 25 feet

Side - 25 feet or 10 percent of frontage, not less than 15 feet

### **The Building**

**Overall Approach:** The Interstate 43 Business Center encourages a variety of architectural styles. However, it is intended that a basic harmony of architecture prevail among the buildings so that no one structure 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 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). 50% masonry on all exterior walls which have street frontage and/or are visible from the street is required.
2. Decorative face concrete block.

3. Glass curtain walls.

4. Concrete panels.

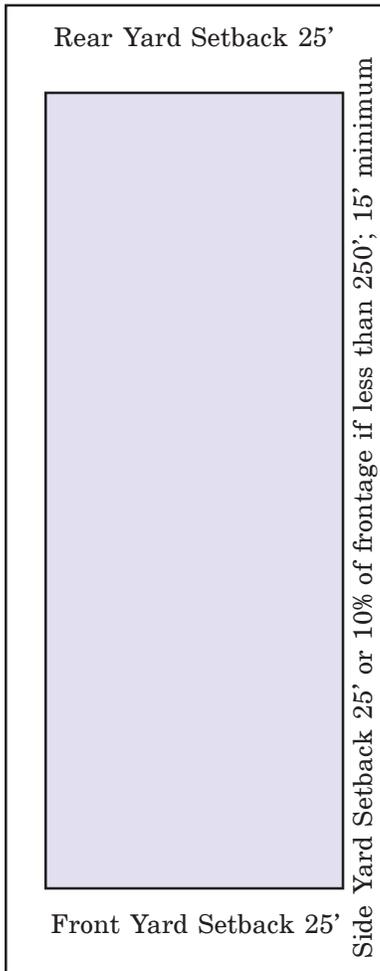
5. Architectural metal (minimum 20 year warranty on finish; at least 26 gauge metal, totally concealed fasteners, baseplates and end trim required).

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.

**Light Manufacturing  
(District M)**



<b>FAR Calculation (Example)</b>			
<b>Size of Bldg.</b>	<b>Total Sq. Ft.</b>	<b>Lot Sq. Ft.</b>	<b>FAR</b>
80' x 200'	16,000	65,4340	.24

Maximum FAR 0.75

Minimum Lot Size 65,340 square feet  
Maximum Height 50 feet or per DRT

Scale 1" = 50'

## Interstate 43 Business Center Density Standards

District	Minimum Lot Size	Minimum Frontage	Minimum Building Size	Maximum FAR	Maximum Height	Setbacks		
						Front	Rear	Side
Exclusive Office (O)								
(O-a)	5 acres	300'	40,000 sq. ft.	0.5	75' or 6 floors or per DRT	100'	100'	50'
(O-b)	65,340 sq ft 1.5 acres	100'	5,000 sq. ft.	0.5	35' or 2 floors or per DRT	25'	25'	25' *
Entertainment Dist.								
(O-e)	—	—	see page 39	—	see page 39	25'	50'	10'
Exclusive Lodging (L)	10 acres	300'	100 rooms	0.5	Per DRT	100'	100'	50'
Business Related Retail (BR)	65,340 sq ft	150'	5,000 sq. ft.	0.5	35' or 2 floors or per DRT	25'	25'	25'
Light Manufacturing (M)	65,340 sq ft	100'	5,000 sq. ft.	0.75	50' or per DRT	25'	25'	25' *

\*or 10 percent of frontage if frontage is less than 250 feet, not less than 15 feet

## **Administration**

As with the City of Green Bay Zoning Ordinance, the Planning Director of the Green Bay Plan Commission is in charge of the day to day administration and interpretation of the design criteria of the Interstate 43 Business Center. Enforcement of these standards is charged with the Green Bay Superintendent of Inspection in accordance with Chapter 62.23(7), Wisconsin State Statutes.

From time to time, the design criteria may be amended, changed, or deleted. Such action shall take place originating before the Plan Commission in accordance with Chapter 62.23(7), Wisconsin State Statutes.