



# City of Appleton

100 North Appleton Street  
Appleton, WI 54911-4799  
www.appleton.org

## Meeting Agenda - Final City Plan Commission

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Wednesday, July 24, 2024

3:30 PM

Council Chambers, 6th Floor

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1. Call meeting to order
2. Pledge of Allegiance
3. Roll call of membership
4. Approval of minutes from previous meeting

[24-0926](#) City Plan Minutes from 7-10-24

**Attachments:** [City Plan Minutes 7-10-24.pdf](#)

### 5. Public Hearing/Appearances

[24-0927](#) Comprehensive Plan 2010-2030 Future Land Use Map Amendment #1-24 for the subject parcels located at 4321 N. Ballard Road and 3920 N. Meade Street from future Agricultural and Private Open Space and Commercial land use designations, per attached Exhibit A, to future One and Two Family Residential and Mixed-Use land use designations, per attached Exhibit B, and approve the attached Resolution (Associated with Action Item #24-0928)

**Attachments:** [ClassIIPublicHearingNoticeNewspaper\\_Thrivent\\_CompPlanAmend#1-24.pdf](#)  
[InformalPublicHearingNotice\\_Thrivent\\_CompPlan+Rezonings.pdf](#)

[24-0929](#) Amendment to Planned Development Overlay District (PD/C-2 #4-00) for the subject parcels located at 4321 N. Ballard Road amending the existing PD/C-2 #4-00 zoning boundary line from R-2 Two-family District and R-1A Single-family District to Planned Development Overlay General Commercial District (PD/C-2 #4-00), including to the centerline of the adjacent road right-of-way, per attached Exhibit C, and replace the current Implementation Plan Document #1376284 with a new Implementation Plan Document (development regulations) (Associated with Action Item #24-0930)

**Attachments:** [InformalPublicHearingNotice\\_Thrivent\\_CompPlan+Rezonings.pdf](#)

[24-0931](#) Rezoning #6-24 for the subject parcels located at 4321 N. Ballard Road amending the current R-2 Two-family District zoning boundary line from AG Agricultural District and PD/C-2 #4-00 Planned Development Overlay General Commercial District to R-2 Two-family District, including to the centerline of the adjacent road right-of-way, per attached Exhibit C (Associated with Action Item #24-0932)

**Attachments:** [InformalPublicHearingNotice\\_Thrivent\\_CompPlan+Rezoning.pdf](#)

## 6. Action Items

[24-0928](#) Request to approve Comprehensive Plan 2010-2030 Future Land Use Map Amendment #1-24 for the subject parcels located at 4321 N. Ballard Road and 3920 N. Meade Street from future Agricultural and Private Open Space and Commercial land use designations, per attached Exhibit A, to future One and Two Family Residential and Mixed-Use land use designations, per attached Exhibit B, and approve the attached Resolution

**Attachments:** [StaffReport\\_Thrivent\\_Compplan+Rezoning\\_For7-24-24.pdf](#)

[Email From Silverleaf Ct Neighborhood 7-16-24.pdf](#)

[24-0930](#) Request to approve Amendment to Planned Development Overlay District (PD/C-2 #4-00) for the subject parcels located at 4321 N. Ballard Road amending the existing PD/C-2 #4-00 zoning boundary line from R-2 Two-family District and R-1A Single-family District to Planned Development Overlay General Commercial District (PD/C-2 #4-00), including to the centerline of the adjacent road right-of-way, per attached Exhibit C, and replace the current Implementation Plan Document #1376284 with a new Implementation Plan Document (development regulations)

**Attachments:** [StaffReport\\_Thrivent\\_Compplan+Rezoning\\_For7-24-24.pdf](#)

[Email From Silverleaf Ct Neighborhood 7-16-24.pdf](#)

[24-0932](#) Request to approve Rezoning #6-24 for the subject parcels located at 4321 N. Ballard Road amending the current R-2 Two-family District zoning boundary line from AG Agricultural District and PD/C-2 #4-00 Planned Development Overlay General Commercial District to R-2 Two-family District, including to the centerline of the adjacent road right-of-way, per attached Exhibit C

**Attachments:** [StaffReport\\_Thrivent\\_Compplan+Rezoning\\_For7-24-24.pdf](#)

[Email From Silverleaf Ct Neighborhood 7-16-24.pdf](#)

## 7. Information Items

[24-0933](#)

West College Avenue - A NEW Avenue Presentation

**Attachments:** [W College Ave\\_PPT Elected Officials.pdf](#)

## 8. Adjournment

*Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.*

*Any questions about items on this meeting are to be directed to Kara Homan, Director, Community Development Department at 920-832-6468.*

*Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.*



# City of Appleton

100 North Appleton Street  
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www.appleton.org

## Meeting Minutes - Final City Plan Commission

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Wednesday, July 10, 2024

3:30 PM

Council Chambers, 6th Floor

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1. Call meeting to order

Meeting called to order by Chair Mayor Woodford at 3:30 p.m.

2. Pledge of Allegiance

3. Roll call of membership

**Present:** 6 - Palm, Mayor Woodford, Uitenbroek, Neuberger, Fenton and Carpenter

**Excused:** 1 - Robins

*Others present:*

*Aldersperson Sheri Hartzheim, District #13*

4. Approval of minutes from previous meeting

[24-0850](#)

City Plan Minutes from 6-12-24

**Attachments:** [City Plan Minutes 6-12-24.pdf](#)

**Neuberger moved, seconded by Fenton, that the Minutes be approved. Roll Call. Motion carried by the following vote:**

**Aye:** 6 - Palm, Mayor Woodford, Uitenbroek, Neuberger, Fenton and Carpenter

**Excused:** 1 - Robins

5. Public Hearing/Appealances

6. Action Items

[24-0851](#)

Request to approve the Lumbini Estates Final Plat as shown on the attached maps and subject to the conditions in the attached staff report

**Attachments:** [StaffReport\\_LumbiniEstates\\_FinalPlat\\_For7-10-24.pdf](#)

**Fenton moved, seconded by Carpenter, that the Lumbini Estates Final Plat be recommended for approval. Roll Call. Motion carried by the following vote:**



**Aye:** 6 - Palm, Mayor Woodford, Uitenbroek, Neuberger, Fenton and Carpenter

**Excused:** 1 - Robins

## 7. Information Items

[24-0741](#)

Awarding contract for updating Appleton's Comprehensive Plan and Sub-Area Plans to SmithGroup

**Attachments:** [AwardMemo\\_CompPlanUpdate+SubAreaPlanning\\_For7-10-24.pdf](#)  
[RFP\\_CompPlanUpdate\\_SubAreaPlanning\\_Final\\_4-12-24.pdf](#)  
[SmithGroup\\_Proposal\\_CompPlanUpdate+SubAreaPlanning\\_7-2-24.pdf](#)

This item was presented and discussed.

## 8. Adjournment

Fenton moved, seconded by Palm, that the meeting be adjourned at 3:38 p.m.  
Roll Call. Motion carried by the following vote:

**Aye:** 6 - Palm, Mayor Woodford, Uitenbroek, Neuberger, Fenton and Carpenter

**Excused:** 1 - Robins

**CITY OF APPLETON**  
**NOTICE OF PUBLIC HEARING**  
**PROPOSED COMPREHENSIVE PLAN FUTURE LAND USE MAP AMENDMENT**

NOTICE IS HEREBY GIVEN of a Public Hearing to be held before the City Plan Commission on Wednesday, July 24, 2024, at 3:30 P.M., or as soon thereafter as can be heard, in Common Council Chambers, 6th Floor, City Hall, 100 North Appleton Street, for the purpose of considering a Comprehensive Plan Future Land Use Map Amendment request.

Pursuant to Chapter 12: Implementation of the City of Appleton Comprehensive Plan 2010-2030, to consider a request by Thrivent Financial for Lutherans, owner, and Land By Label LLC, applicant, for the subject property located at 4321 North Ballard Road and 3920 North Meade Street, and being more particularly described as: Parcel Identification Numbers: 31-1-6451-00, 31-1-6451-01, 31-1-6461-01, 31-1-6462-00, 31-1-6522-01, 31-6-5303-00 and 31-1-9107-00 to amend the Comprehensive Plan Future Land Use Map from future Agricultural and Private Open Space and Commercial land use designation to future Mixed Use and One and Two Family Residential land use designation.

A copy of the proposed amendment to the Comprehensive Plan Future Land Use Map is available in the Appleton Community Development Department or the Office of the City Clerk from 8:00 a.m. until 4:30 p.m., Monday through Friday.

All persons interested are invited to attend this meeting and will be given an opportunity to be heard. Feedback can also be shared with Plan Commission members via written letter, email, or phone call. Any questions regarding this matter should be directed to Don Harp, Principal Planner, in the Community Development Department at 920-832-6466 or by email at [don.harp@appleton.org](mailto:don.harp@appleton.org).

CITY PLAN COMMISSION  
APPLETON, WISCONSIN

COMMUNITY DEVELOPMENT DEPARTMENT  
CITY HALL - 100 NORTH APPLETON STREET  
APPLETON, WISCONSIN 54911-4799  
(920) 832-6468

*Reasonable accommodations for persons with disabilities will be made upon request and if feasible.*

RUN: July 9, 2024  
July 16, 2024

**NOTICE OF PUBLIC HEARING  
OF THE  
APPLETON CITY PLAN COMMISSION**

Dear property owner(s):

Thrivent Financial for Lutherans (Owner) hereby authorized Emily Cialdini, Vice President of Development, Land by Label, LLC (Applicant) to proceed with requesting an amendment to the Comprehensive Plan Future Land Use Map #1-24, City of Appleton Comprehensive Plan 2010-2030 and an accompanying amendment to Planned Development District #4-00 (PD/C-2 #4-00) and Rezoning #6-24.

The City of Appleton Plan Commission will conduct a Public Hearing on Wednesday, July 24, 2024, at 3:30 P.M., or as soon thereafter as can be heard, in Common Council Chambers, 6th Floor, City Hall, 100 North Appleton Street, to consider the above referenced requests for the subject properties located at 4321 North Ballard Road and 3920 North Meade Street, and being more particularly described as: Parcel Identification Numbers: 31-1-6451-00, 31-1-6451-01, 31-1-6461-01, 31-1-6462-00, 31-1-6522-01, 31-6-5303-00 and 31-1-9107-00.

**Request #1: Comprehensive Plan Future Land Use Map Amendment #1-24:**

The applicant requested an amendment to the Comprehensive Plan Future Land Use Map, City of Appleton Comprehensive Plan 2010-2030 for the subject properties from future Agricultural and Private Open Space and Commercial land use designation, per attached Exhibit: A to One and Two Family Residential and Mixed-Use future land use designation, per attached Exhibit: B to implement the proposed Thrivent Concept Master Plan and new Office Building, per attached Exhibit: D.

**Request #2: Planned Development District #4-00 Amendment (PD/C-2 #4-00) (zoning map and development regulations amendment):**

The applicant requested an amendment to the existing PD/C-2 #4-00 zoning boundary line from R-2 Two-family District and R-1A Single-family District to Planned Overlay Development General Commercial District (PD/C-2 #4-00), including to the centerline of the adjacent road right-of-way, per attached Zoning Map Exhibit: C and replace the current Implementation Plan Document (development regulations) for PD/C-2 #4-00, previously approved on April 19, 2000, and recorded in the Outagamie County Register of Deeds Office as Document No. 1376284 with a new Implementation Plan Document (development regulations) to implement the proposed Thrivent Concept Master Plan and new Office Building, per attached Exhibit: D.

**Request #3: Rezoning #6-24 (zoning map amendment):**

The applicant requested an amendment to the current R-2 Two-family District zoning boundary line from AG Agricultural District and PD/C-2 #4-00 to R-2 Two-family District, including to the centerline of the adjacent road right-of-way, per attached Zoning Map Exhibit: C to implement the proposed Thrivent Concept Master Plan and new Office Building, per attached Exhibit: D.

**ALDERMANIC DISTRICTS:** 7 – Alderperson Patrick Hayden and 13 - Alderperson Sheri Hartzheim

You are being notified as a policy of the City of Appleton Community Development Department. All persons interested are invited to attend this meeting and will be given an opportunity to be heard. Feedback can also be shared with Plan Commission members via written letter or email. The Plan Commission makes a recommendation to the Common Council who makes the final decision on the matter.

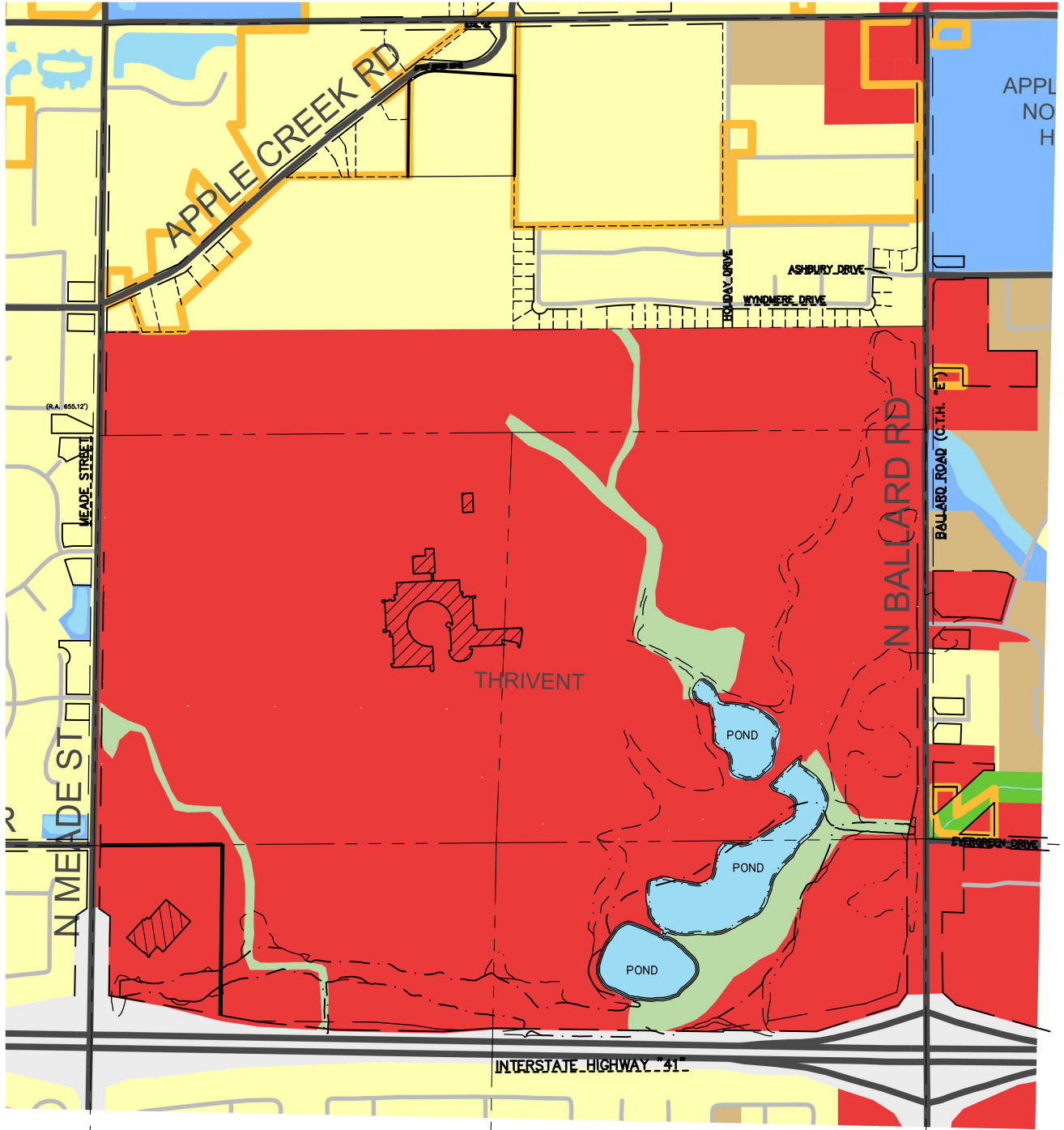
Any questions regarding this matter should be directed to Don Harp, Principal Planner, in the Community Development Department at 920-832-6466 or by email at [don.harp@appleton.org](mailto:don.harp@appleton.org)












CITY PLAN COMMISSION  
APPLETON, WISCONSIN

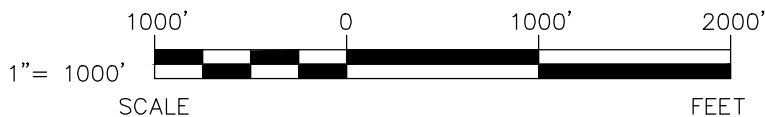
COMMUNITY DEVELOPMENT DEPARTMENT  
CITY HALL – 100 NORTH APPLETON STREET  
APPLETON, WISCONSIN 54911-4799  
(920) 832-6468

***Reasonable accommodations for persons with disabilities will be made upon request and if feasible.***

EXISTING FUTURE LAND USE EXHIBIT: A



- |   |                                |   |                                     |
|---|--------------------------------|---|-------------------------------------|
|  | One and Two-Family Residential |  | Industrial                          |
|  | Multifamily Residential        |  | Public / Institutional              |
|  | Commercial                     |  | Public Parks and Open Space         |
|  | Mixed-Use                      |  | Agricultural and Private Open Space |
|  | Central Business District      |  | Ponds/Water                         |
|  | Business / Industrial          |   |                                     |

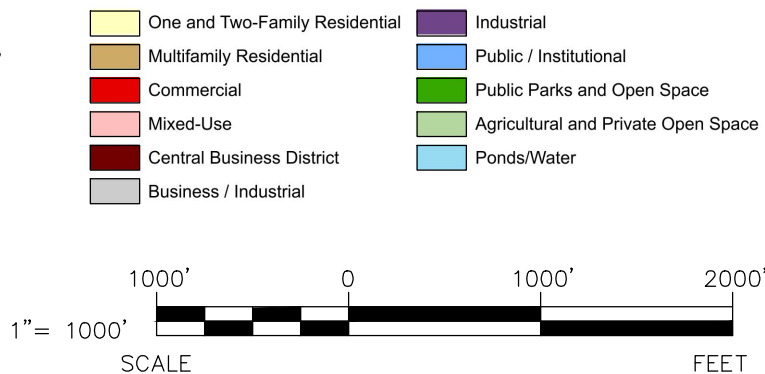
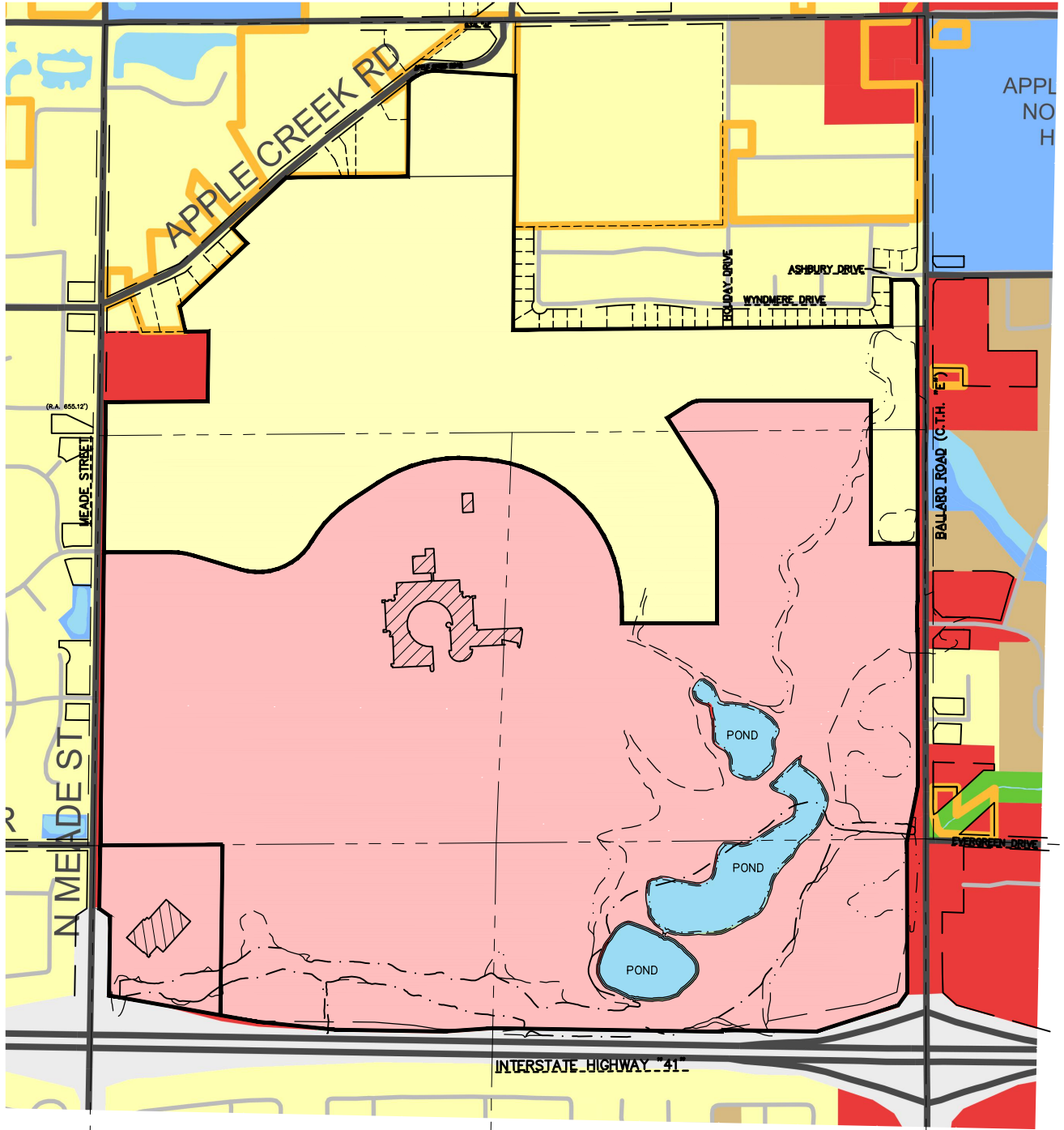


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100 Camelot Drive  
Fond Du Lac, WI 54935  
Phone: (920) 926-9800  
www.EXCELENGINEER.com

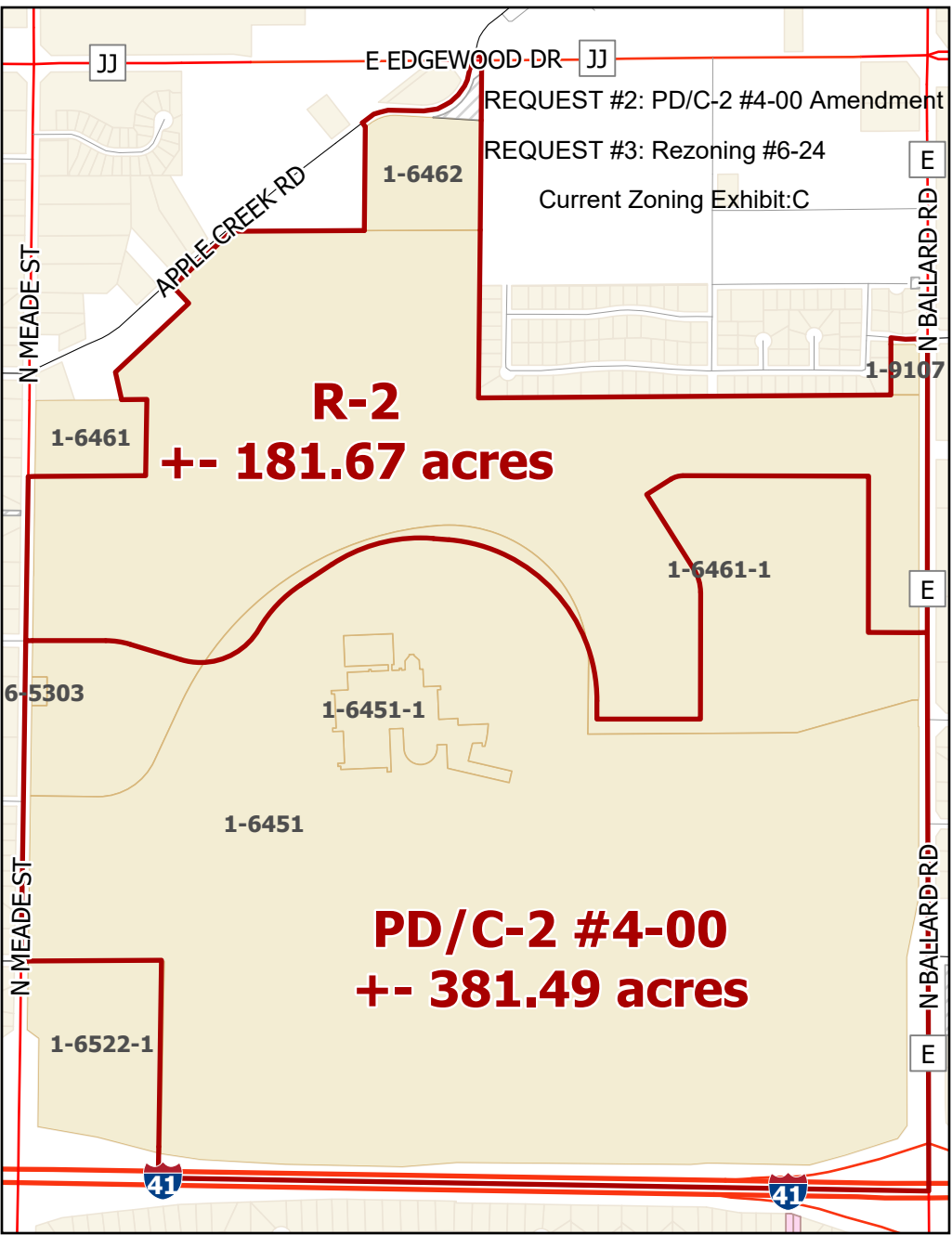
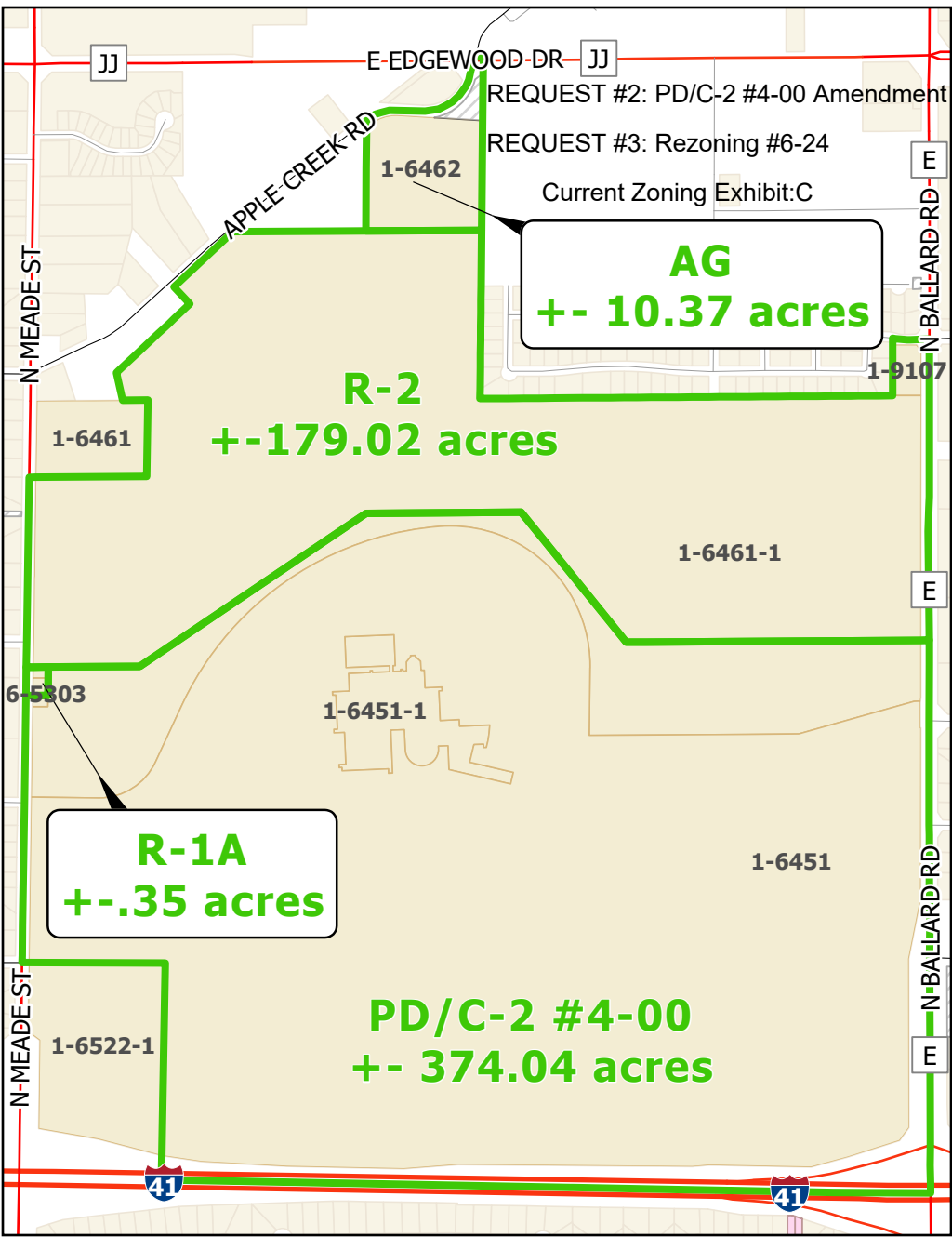
**JOB NO. 240061800**

PROPOSED FUTURE LAND USE EXHIBIT: B



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JOB NO. 240061800



# Thrivent Property

## Zoning Classification Changes

### Legend

- Current Zoning
- Proposed Zoning
- Tax Parcel

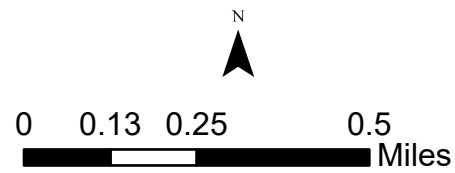
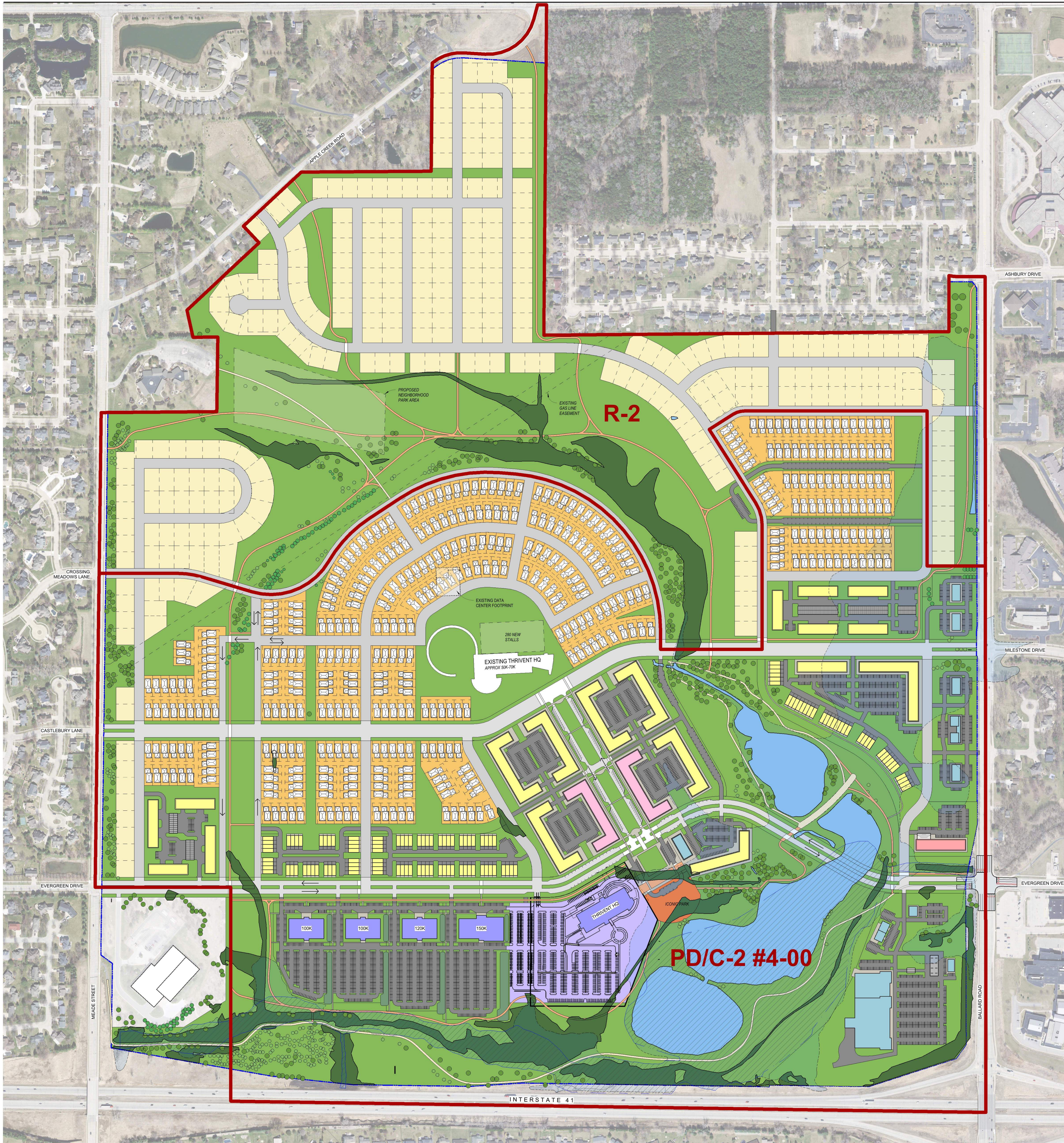




EXHIBIT: D

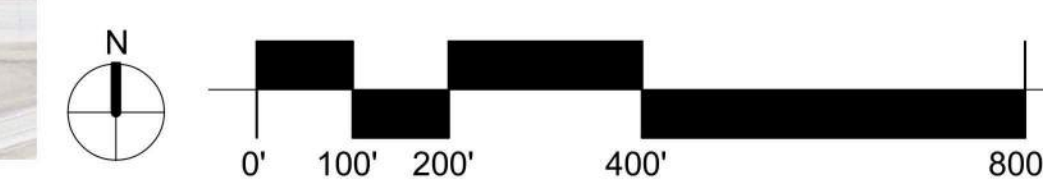
Proposed Thrivent Concept Master Plan



LEGEND

	EXISTING POND EXTENTS
	EXISTING WETLANDS
	PROPOSED GREEN SPACE
	PROPOSED PUBLIC RIGHT-OF-WAY
	PROPOSED PRIVATE DRIVE, ROAD, AND/OR PARKING AREA
	SINGLE FAMILY RESIDENTIAL ZONES 1/8-ACRE AND 1/4-ACRE LOTS
	DESTINATION / ICONIC PARK
	HOTEL BUILDING / PARCEL
	COMMERCIAL-RETAIL BUILDINGS / PARCELS
	MIXED USE BUILDINGS / PARCELS
	MULTI-FAMILY BUILDINGS / PARCELS
	OFFICE BUILDINGS / PARCELS
	PROPOSED NEW THRIVENT HQ PARCEL
	ZONING BOUNDARY/DESIGNATION
	PROPOSED NEW TRAIL
	EXISTING TRAIL TO REMAIN
	EXISTING LANDSCAPE AND VEGETATION TO REMAIN

NOTE Concept Master Plan is for illustrative purposes only. Locations and densities of contemplated Permitted Uses is subject to change.



△ Revisions

IDEATION PHASE-1  
 THRIVENT - APPLETON

Date Issued: 07-02-2024  
 RINKA project #: 220701  
 Sheet Title

FULL SITE TEST FIT  
 - FUTURE

Sheet # IP1-06A



**CONCEPT MASTER PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY. LOCATIONS AND DENSITIES OF CONTEMPLATED PERMITTED USES IS SUBJECT TO CHANGE.**

ZONE AREAS - COMPLETE		
Zone	Area (AC)	Area (SF)
A_02	10.6 acres	460,040 R <sup>2</sup>
C_01	19.3 acres	841,400 R <sup>2</sup>
C_02	8.1 acres	353,450 R <sup>2</sup>
C_03	2.8 acres	122,250 R <sup>2</sup>
M_04	3.6 acres	156,000 R <sup>2</sup>
M_05	5.8 acres	245,840 R <sup>2</sup>
O_01	6.1 acres	266,000 R <sup>2</sup>
O_02	5.1 acres	221,000 R <sup>2</sup>
O_03	4.7 acres	204,000 R <sup>2</sup>
O_04	4.2 acres	182,220 R <sup>2</sup>
O_E	12.4 acres	538,150 R <sup>2</sup>
O_T	12.6 acres	549,010 R <sup>2</sup>
S_01	7.5 acres	326,960 R <sup>2</sup>
S_02	5.1 acres	220,500 R <sup>2</sup>
T_01	2.9 acres	123,000 R <sup>2</sup>
T_02	3.1 acres	135,000 R <sup>2</sup>
T_03	3.1 acres	135,000 R <sup>2</sup>
T_04	3.1 acres	135,000 R <sup>2</sup>
T_05	3.5 acres	151,240 R <sup>2</sup>
T_06	4.3 acres	186,700 R <sup>2</sup>
T_07	2.8 acres	121,500 R <sup>2</sup>
T_08	2.8 acres	121,500 R <sup>2</sup>
T_09	1.4 acres	62,130 R <sup>2</sup>
T_10	4.8 acres	209,820 R <sup>2</sup>
T_11	4.4 acres	189,750 R <sup>2</sup>
T_12	4.6 acres	199,660 R <sup>2</sup>
T_13	4.7 acres	206,240 R <sup>2</sup>
T_13x	2.0 acres	87,300 R <sup>2</sup>
T_14	5.1 acres	220,300 R <sup>2</sup>
T_15	6.4 acres	279,310 R <sup>2</sup>
T_16	3.8 acres	164,920 R <sup>2</sup>
T_17	6.0 acres	259,910 R <sup>2</sup>
T_18	2.7 acres	118,210 R <sup>2</sup>
T_19	2.0 acres	87,760 R <sup>2</sup>
X_01	11.4 acres	496,060 R <sup>2</sup>
X_3	3.1 acres	135,910 R <sup>2</sup>
Z_01	0.9 acres	39,240 R <sup>2</sup>
Z_02	2.4 acres	106,260 R <sup>2</sup>
Z_04	4.1 acres	178,950 R <sup>2</sup>
Z_05	4.0 acres	172,340 R <sup>2</sup>
Z_06	4.5 acres	194,400 R <sup>2</sup>
Z_07	3.1 acres	136,460 R <sup>2</sup>
Z_08	2.9 acres	125,460 R <sup>2</sup>
Z_09	4.5 acres	194,400 R <sup>2</sup>
Z_10	4.5 acres	194,400 R <sup>2</sup>
Z_11	5.4 acres	237,310 R <sup>2</sup>
Z_12	2.0 acres	86,030 R <sup>2</sup>
Z_13	3.8 acres	164,850 R <sup>2</sup>
Z_15	3.3 acres	145,920 R <sup>2</sup>
Z_16	3.4 acres	150,130 R <sup>2</sup>
Z_17	3.3 acres	142,120 R <sup>2</sup>
Z_18	2.1 acres	90,200 R <sup>2</sup>
Z_19	1.5 acres	66,000 R <sup>2</sup>
Z_20	4.3 acres	187,070 R <sup>2</sup>
Z_22	2.0 acres	85,050 R <sup>2</sup>
Z_30	0.7 acres	32,400 R <sup>2</sup>
Z_31	0.7 acres	32,400 R <sup>2</sup>
Z_32	0.7 acres	32,400 R <sup>2</sup>
Z_33	0.7 acres	32,400 R <sup>2</sup>
Z_34	2.7 acres	118,800 R <sup>2</sup>
Z_35	2.6 acres	111,400 R <sup>2</sup>
Z_36	4.6 acres	201,330 R <sup>2</sup>
270.2 acres		

ZONE M - TOWNHOMES		
ZONE	Approx. Units	Notes
M_04	34	Townhomes - self parked
M_05	52	<varies>
M_05	86	

ZONE A - MULTI-FAMILY & TOWNHOMES		
ZONE	Approx. Units	Notes
A_01	182	<varies>
A_01	182	

ZONE T - TND 1/8-ACRE LOTS - FUTURE		
Zone	Units (+/-)	Notes
T_01	17	TND - self parked
T_02	18	TND - self parked
T_03	18	TND - self parked
T_04	18	TND - self parked
T_05	17	TND - self parked
T_06	26	TND - self parked
T_07	16	TND - self parked
T_08	16	TND - self parked
T_09	8	TND - self parked
T_10	27	TND - self parked
T_11	26	TND - self parked
T_12	27	TND - self parked
T_13	29	TND - self parked
T_14	30	TND - self parked
T_15	38	TND - self parked
T_16	22	TND - self parked
T_17	34	TND - self parked
T_18	15	TND - self parked
T_19	22	TND - self parked
T_19	424	

ZONE Z - SINGLE FAMILY 1/4-AC LOTS		
ZONE	Approx. Units	Notes
Z_01	3	Single-Family 1/4 Ac - self parked
Z_02	9	Single-Family 1/4 Ac - self parked
Z_04	18	Single-Family 1/4 Ac - self parked
Z_05	23	Single-Family 1/4 Ac - self parked
Z_06	18	Single-Family 1/4 Ac - self parked
Z_07	10	Single-Family 1/4 Ac - self parked
Z_08	10	Single-Family 1/4 Ac - self parked
Z_09	18	Single-Family 1/4 Ac - self parked
Z_10	18	Single-Family 1/4 Ac - self parked
Z_11	19	Single-Family 1/4 Ac - self parked
Z_12	14	Single-Family 1/4 Ac - self parked
Z_13	14	Single-Family 1/4 Ac - self parked
Z_14	9	Single-Family 1/4 Ac - self parked
Z_15	11	Single-Family 1/4 Ac - self parked
Z_16	11	Single-Family 1/4 Ac - self parked
Z_17	12	Single-Family 1/4 Ac - self parked
Z_18	8	Single-Family 1/4 Ac - self parked
Z_19	6	Single-Family 1/4 Ac - self parked
Z_20	16	Single-Family 1/4 Ac - self parked
Z_22	11	Single-Family 1/4 Ac - self parked
Z_30	3	Single-Family 1/4 Ac - self parked
Z_31	3	Single-Family 1/4 Ac - self parked
Z_32	3	Single-Family 1/4 Ac - self parked
Z_33	3	Single-Family 1/4 Ac - self parked
Z_34	11	Single-Family 1/4 Ac - self parked
Z_35	8	Single-Family 1/4 Ac - self parked
Z_36	16	Single-Family 1/4 Ac - self parked
Z_36	297	

ZONE S - GARDEN STYLE APTS		
ZONE	Approx. Units	Notes
S_01	120	Mixed Surface & Garage Parking
S_02	100	Mixed Surface & Garage Parking
S_02	220	
(2 LEVELS EACH)		

ZONE X - MIXED USE				
ZONE	Approx. Units	Suggested Minimum Parking	Parking Count	Notes
X_01	402	635	623	Mixed Surface & Garage Parking
X_02	412	650	630	Mixed Surface & Garage Parking
X_03	108	162	223	
X_03	922	1447	1476	
10-15K TOTAL RETAIL (@ MAJOR INTERSECTION)				

ZONE O - OFFICE			
ZONE	Footprint (+/-)	Total GSF	Notes
O_01	37,800 R <sup>2</sup>	151,200 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_02	30,100 R <sup>2</sup>	120,400 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_03	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_04	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_04	118,400 R <sup>2</sup>	473,600 R <sup>2</sup>	

O\_T THRIVENT HEADQUARTERS 300K  
O\_E EXISTING OFFICE LOT (NOT IN SCOPE)

ZONE C - COMMERCIAL				
ZONE	Footprint (+/-)	Total GSF	Retail GSF	Notes
C_01	112,100 R <sup>2</sup>	112,100 R <sup>2</sup>	112,100 SF	4 Parking Stalls per 1,000SF
C_02	38,900 R <sup>2</sup>	98,300 R <sup>2</sup>	19,100 SF	4 Parking Stalls per 1,000SF
C_03	13,000 R <sup>2</sup>	22,000 R <sup>2</sup>	22,000 SF	4 Parking Stalls per 1,000SF
C_03	164,000 R <sup>2</sup>	232,400 R <sup>2</sup>	153,200 SF	

C\_01 FUEL STATION +/- 2 ACRES  
10-15K RETAIL  
65-100K GROCERY RETAILER

C\_02 15K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)  
HOTEL @ 150 KEYS, 4FL

C\_03 6-10K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)

**TOTALS**

**OVERALL SITE ACREAGE: 580.8 AC**

**RETAIL: 120-175K**

**OFFICE: 450-500K**

**APPROXIMATE RESIDENTIAL UNITS: 2,200 - 2,300 UNITS**

220 GARDEN STYLE  
1,000+/- MULTIFAMILY  
400 TND (1/8 ACRE LOT)  
300 SINGLE FAMILY (1/4 ACRE LOT)  
120 TOWNHOMES

1 SITE - BASE  
1" = 300'-0"



EXHIBIT: D

Proposed Thrivent Concept Master Plan

△ Revisions

IDEATION PHASE 1

THRIVENT - APPLETON

Appleton, WI  
Date Issued: 06.21.2024  
RINKA project #: 220701  
Sheet Title

FULL SITE PROGRAM - TEST FIT - COMPLETE

Sheet # 07.3



**NOTICE OF PUBLIC HEARING  
OF THE  
APPLETON CITY PLAN COMMISSION**

Dear property owner(s):

Thrivent Financial for Lutherans (Owner) hereby authorized Emily Cialdini, Vice President of Development, Land by Label, LLC (Applicant) to proceed with requesting an amendment to the Comprehensive Plan Future Land Use Map #1-24, City of Appleton Comprehensive Plan 2010-2030 and an accompanying amendment to Planned Development District #4-00 (PD/C-2 #4-00) and Rezoning #6-24.

The City of Appleton Plan Commission will conduct a Public Hearing on Wednesday, July 24, 2024, at 3:30 P.M., or as soon thereafter as can be heard, in Common Council Chambers, 6th Floor, City Hall, 100 North Appleton Street, to consider the above referenced requests for the subject properties located at 4321 North Ballard Road and 3920 North Meade Street, and being more particularly described as: Parcel Identification Numbers: 31-1-6451-00, 31-1-6451-01, 31-1-6461-01, 31-1-6462-00, 31-1-6522-01, 31-6-5303-00 and 31-1-9107-00.

**Request #1: Comprehensive Plan Future Land Use Map Amendment #1-24:**

The applicant requested an amendment to the Comprehensive Plan Future Land Use Map, City of Appleton Comprehensive Plan 2010-2030 for the subject properties from future Agricultural and Private Open Space and Commercial land use designation, per attached Exhibit: A to One and Two Family Residential and Mixed-Use future land use designation, per attached Exhibit: B to implement the proposed Thrivent Concept Master Plan and new Office Building, per attached Exhibit: D.

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**ALDERMANIC DISTRICTS:** 7 – Alderperson Patrick Hayden and 13 - Alderperson Sheri Hartzheim

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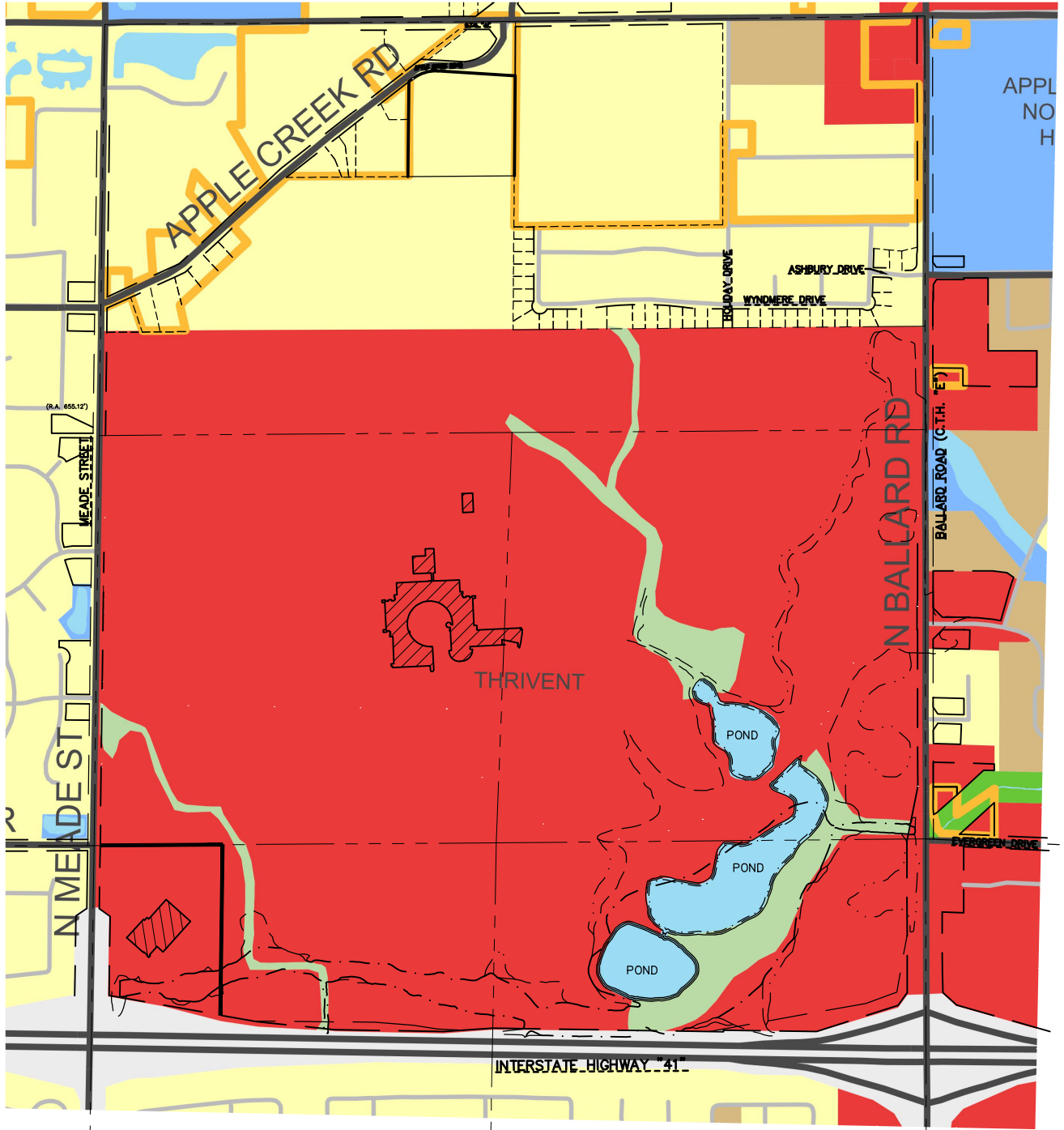
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CITY PLAN COMMISSION  
APPLETON, WISCONSIN

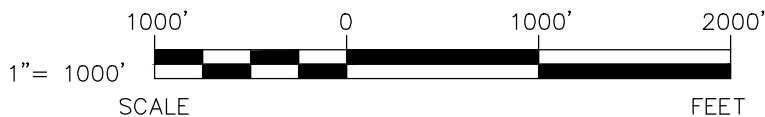
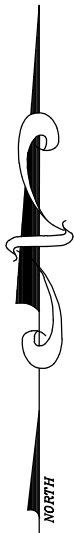
COMMUNITY DEVELOPMENT DEPARTMENT  
CITY HALL – 100 NORTH APPLETON STREET  
APPLETON, WISCONSIN 54911-4799  
(920) 832-6468

***Reasonable accommodations for persons with disabilities will be made upon request and if feasible.***

EXISTING FUTURE LAND USE EXHIBIT: A



- |   |                                |   |                                     |
|---|--------------------------------|---|-------------------------------------|
|  | One and Two-Family Residential |  | Industrial                          |
|  | Multifamily Residential        |  | Public / Institutional              |
|  | Commercial                     |  | Public Parks and Open Space         |
|  | Mixed-Use                      |  | Agricultural and Private Open Space |
|  | Central Business District      |  | Ponds/Water                         |
|  | Business / Industrial          |   |                                     |



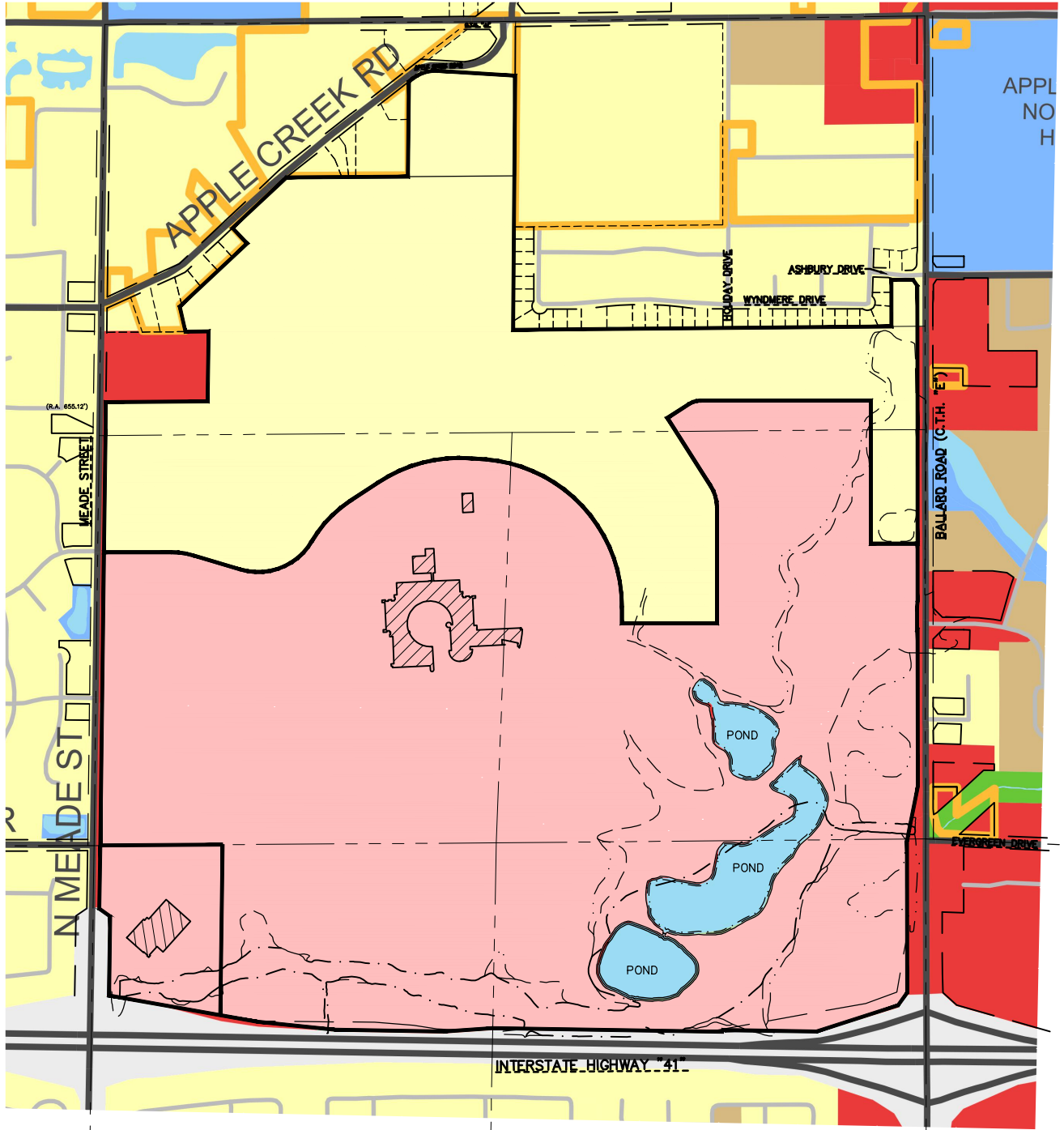











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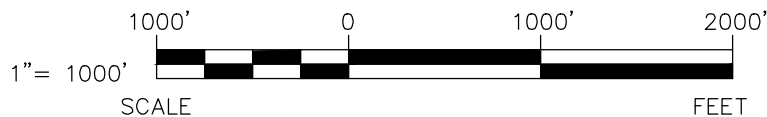
100 Camelot Drive  
Fond Du Lac, WI 54935  
Phone: (920) 926-9800  
www.EXCELENGINEER.com

**JOB NO. 240061800**

PROPOSED FUTURE LAND USE EXHIBIT: B



- |  |   |
|--|---|
|  One and Two-Family Residential |  Industrial                          |
|  Multifamily Residential        |  Public / Institutional              |
|  Commercial                     |  Public Parks and Open Space         |
|  Mixed-Use                      |  Agricultural and Private Open Space |
|  Central Business District      |  Ponds/Water                         |
|  Business / Industrial          |   |

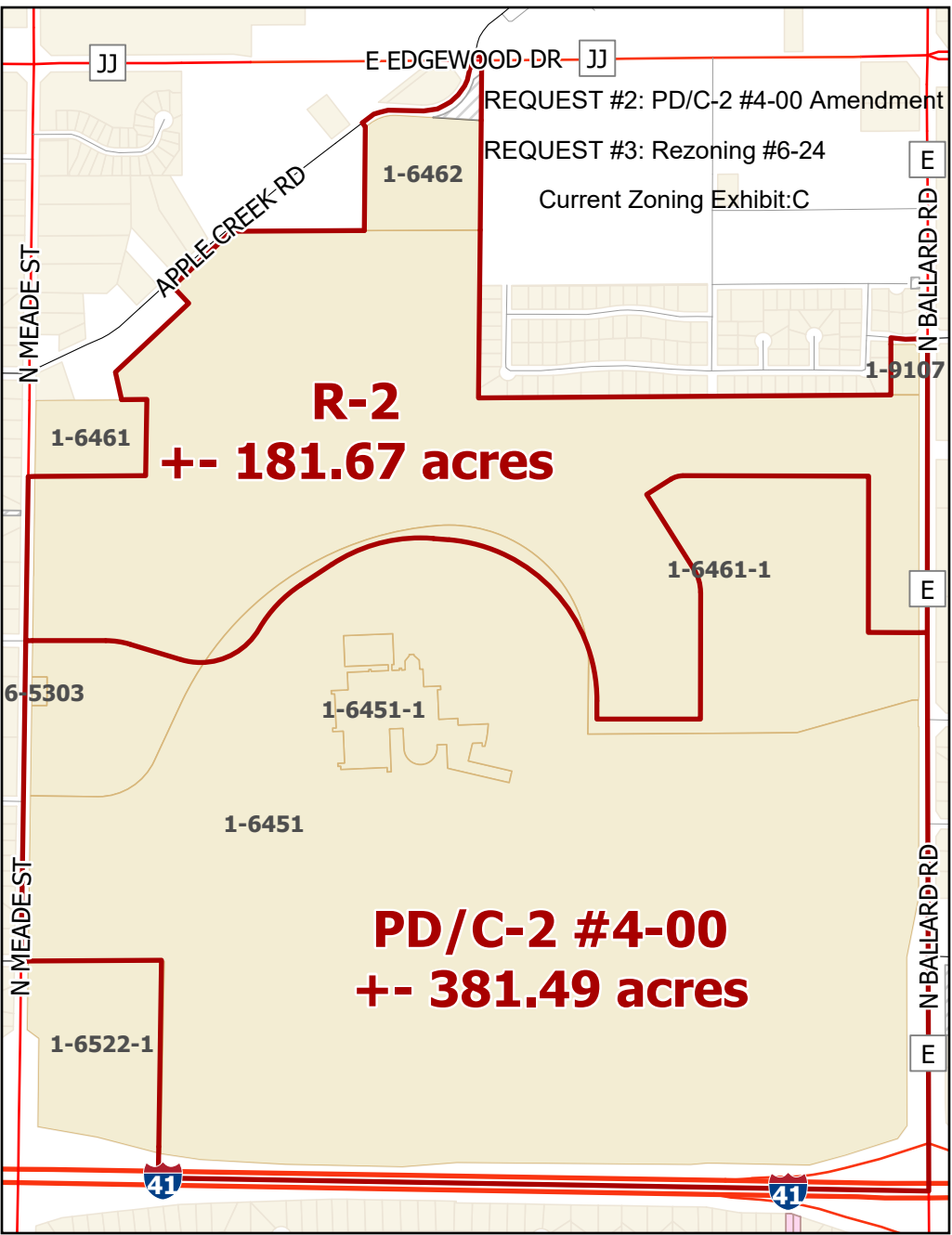
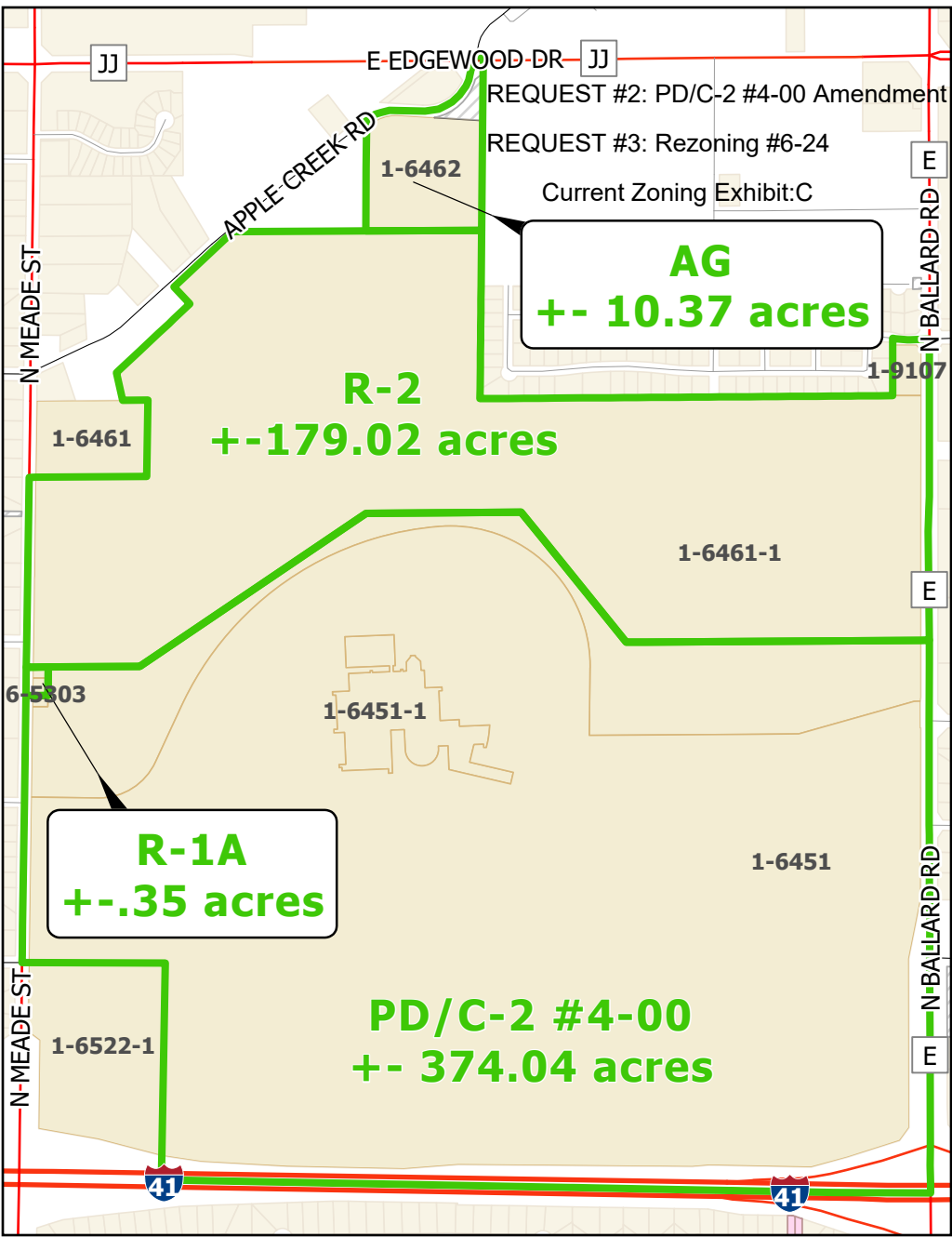




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# Thrivent Property

## Zoning Classification Changes

### Legend

- Current Zoning
- Proposed Zoning
- Tax Parcel

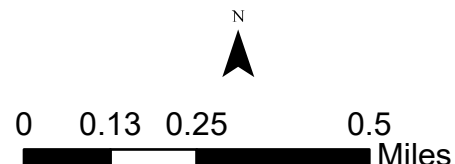
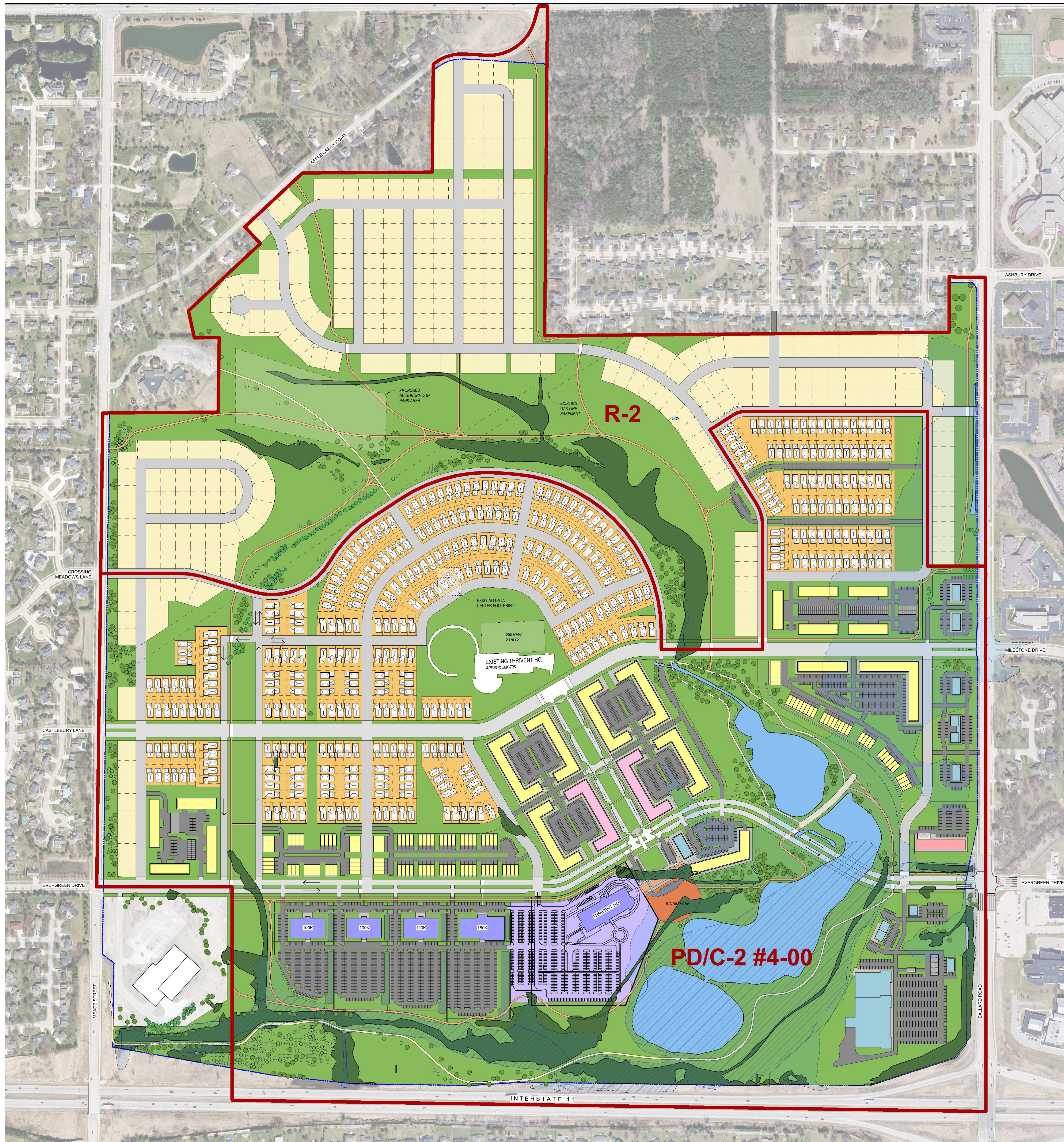




EXHIBIT: D

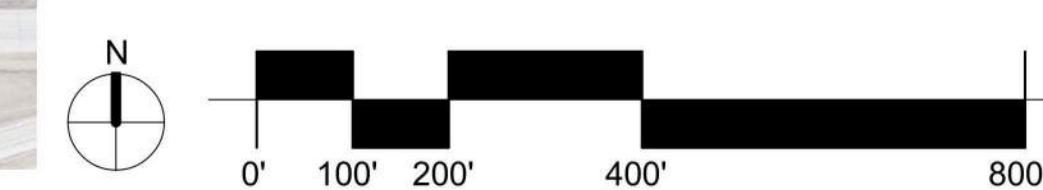
Proposed Thrivent Concept Master Plan



LEGEND

	EXISTING POND EXTENTS
	EXISTING WETLANDS
	PROPOSED GREEN SPACE
	PROPOSED PUBLIC RIGHT-OF-WAY
	PROPOSED PRIVATE DRIVE, ROAD, AND/OR PARKING AREA
	SINGLE FAMILY RESIDENTIAL ZONES 1/8-ACRE AND 1/4-ACRE LOTS
	DESTINATION / ICONIC PARK
	HOTEL BUILDING / PARCEL
	COMMERCIAL-RETAIL BUILDINGS / PARCELS
	MIXED USE BUILDINGS / PARCELS
	MULTI-FAMILY BUILDINGS / PARCELS
	OFFICE BUILDINGS / PARCELS
	PROPOSED NEW THRIVENT HQ PARCEL
	ZONING BOUNDARY/DESIGNATION
	PROPOSED NEW TRAIL
	EXISTING TRAIL TO REMAIN
	EXISTING LANDSCAPE AND VEGETATION TO REMAIN

NOTE Concept Master Plan is for illustrative purposes only. Locations and densities of contemplated Permitted Uses is subject to change.



△ Revisions

IDEATION PHASE-1  
THRIVENT - APPLETON

Date Issued: 07-02-2024  
RINKA project #: 220701  
Sheet Title

FULL SITE TEST FIT - FUTURE

Sheet # IP1-06A



**CONCEPT MASTER PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY. LOCATIONS AND DENSITIES OF CONTEMPLATED PERMITTED USES IS SUBJECT TO CHANGE.**

ZONE AREAS - COMPLETE		
Zone	Area (AC)	Area (SF)
A.02	10.6 acres	460,040 R <sup>2</sup>
C.01	19.3 acres	841,400 R <sup>2</sup>
C.02	8.1 acres	353,450 R <sup>2</sup>
C.03	2.8 acres	122,250 R <sup>2</sup>
M.04	3.6 acres	156,000 R <sup>2</sup>
M.05	5.8 acres	245,840 R <sup>2</sup>
O.01	6.1 acres	266,000 R <sup>2</sup>
O.02	5.1 acres	221,000 R <sup>2</sup>
O.03	4.7 acres	204,000 R <sup>2</sup>
O.04	4.2 acres	182,220 R <sup>2</sup>
O.E	12.4 acres	538,150 R <sup>2</sup>
O.T	12.6 acres	549,010 R <sup>2</sup>
S.01	7.5 acres	326,960 R <sup>2</sup>
S.02	5.1 acres	220,500 R <sup>2</sup>
T.01	2.9 acres	123,000 R <sup>2</sup>
T.02	3.1 acres	135,000 R <sup>2</sup>
T.03	3.1 acres	135,000 R <sup>2</sup>
T.04	3.1 acres	135,000 R <sup>2</sup>
T.05	3.5 acres	151,240 R <sup>2</sup>
T.06	4.3 acres	186,700 R <sup>2</sup>
T.07	2.8 acres	121,500 R <sup>2</sup>
T.08	2.8 acres	121,500 R <sup>2</sup>
T.09	1.4 acres	62,130 R <sup>2</sup>
T.10	4.8 acres	209,820 R <sup>2</sup>
T.11	4.4 acres	189,750 R <sup>2</sup>
T.12	4.6 acres	199,660 R <sup>2</sup>
T.13	4.7 acres	206,240 R <sup>2</sup>
T.13x	2.0 acres	87,300 R <sup>2</sup>
T.14	5.1 acres	220,300 R <sup>2</sup>
T.15	6.4 acres	279,310 R <sup>2</sup>
T.16	3.8 acres	164,920 R <sup>2</sup>
T.17	6.0 acres	259,910 R <sup>2</sup>
T.18	2.7 acres	118,210 R <sup>2</sup>
T.19	2.0 acres	87,760 R <sup>2</sup>
X.01	11.4 acres	496,060 R <sup>2</sup>
X.3	3.1 acres	135,910 R <sup>2</sup>
Z.01	0.9 acres	39,240 R <sup>2</sup>
Z.02	2.4 acres	106,260 R <sup>2</sup>
Z.04	4.1 acres	178,950 R <sup>2</sup>
Z.05	4.0 acres	172,340 R <sup>2</sup>
Z.06	4.5 acres	194,400 R <sup>2</sup>
Z.07	3.1 acres	136,460 R <sup>2</sup>
Z.08	2.9 acres	125,460 R <sup>2</sup>
Z.09	4.5 acres	194,400 R <sup>2</sup>
Z.10	4.5 acres	194,400 R <sup>2</sup>
Z.11	5.4 acres	237,310 R <sup>2</sup>
Z.12	2.0 acres	86,030 R <sup>2</sup>
Z.13	3.8 acres	164,850 R <sup>2</sup>
Z.15	3.3 acres	145,920 R <sup>2</sup>
Z.16	3.4 acres	150,130 R <sup>2</sup>
Z.17	3.3 acres	142,120 R <sup>2</sup>
Z.18	2.1 acres	90,200 R <sup>2</sup>
Z.19	1.5 acres	66,000 R <sup>2</sup>
Z.20	4.3 acres	187,070 R <sup>2</sup>
Z.22	2.0 acres	85,050 R <sup>2</sup>
Z.30	0.7 acres	32,400 R <sup>2</sup>
Z.31	0.7 acres	32,400 R <sup>2</sup>
Z.32	0.7 acres	32,400 R <sup>2</sup>
Z.33	0.7 acres	32,400 R <sup>2</sup>
Z.34	2.7 acres	118,800 R <sup>2</sup>
Z.35	2.6 acres	111,400 R <sup>2</sup>
Z.36	4.6 acres	201,330 R <sup>2</sup>
270.2 acres		

ZONE M - TOWNHOMES		
ZONE	Approx. Units	Notes
M.04	34	Townhomes - self parked
M.05	52	<varies>
M.05	86	

ZONE A - MULTI-FAMILY & TOWNHOMES		
ZONE	Approx. Units	Notes
A.01	182	<varies>
A.01	182	

ZONE T - TND 1/8-ACRE LOTS - FUTURE		
Zone	Units (+/-)	Notes
T.01	17	TND - self parked
T.02	18	TND - self parked
T.03	18	TND - self parked
T.04	18	TND - self parked
T.05	17	TND - self parked
T.06	26	TND - self parked
T.07	16	TND - self parked
T.08	16	TND - self parked
T.09	8	TND - self parked
T.10	27	TND - self parked
T.11	26	TND - self parked
T.12	27	TND - self parked
T.13	29	TND - self parked
T.14	30	TND - self parked
T.15	38	TND - self parked
T.16	22	TND - self parked
T.17	34	TND - self parked
T.18	15	TND - self parked
T.19	22	TND - self parked
424		

ZONE Z - SINGLE FAMILY 1/4-AC LOTS		
ZONE	Approx. Units	Notes
Z.01	3	Single-Family 1/4 Ac - self parked
Z.02	9	Single-Family 1/4 Ac - self parked
Z.04	18	Single-Family 1/4 Ac - self parked
Z.05	23	Single-Family 1/4 Ac - self parked
Z.06	18	Single-Family 1/4 Ac - self parked
Z.07	10	Single-Family 1/4 Ac - self parked
Z.08	10	Single-Family 1/4 Ac - self parked
Z.09	18	Single-Family 1/4 Ac - self parked
Z.10	18	Single-Family 1/4 Ac - self parked
Z.11	19	Single-Family 1/4 Ac - self parked
Z.12	14	Single-Family 1/4 Ac - self parked
Z.14	9	Single-Family 1/4 Ac - self parked
Z.15	11	Single-Family 1/4 Ac - self parked
Z.16	11	Single-Family 1/4 Ac - self parked
Z.17	12	Single-Family 1/4 Ac - self parked
Z.18	8	Single-Family 1/4 Ac - self parked
Z.19	6	Single-Family 1/4 Ac - self parked
Z.20	16	Single-Family 1/4 Ac - self parked
Z.22	11	Single-Family 1/4 Ac - self parked
Z.30	3	Single-Family 1/4 Ac - self parked
Z.31	3	Single-Family 1/4 Ac - self parked
Z.32	3	Single-Family 1/4 Ac - self parked
Z.33	3	Single-Family 1/4 Ac - self parked
Z.34	11	Single-Family 1/4 Ac - self parked
Z.35	8	Single-Family 1/4 Ac - self parked
Z.36	16	Single-Family 1/4 Ac - self parked
297		

ZONE S - GARDEN STYLE APTS		
ZONE	Approx. Units	Notes
S.01	120	Mixed Surface & Garage Parking
S.02	100	Mixed Surface & Garage Parking
220		
(2 LEVELS EACH)		

ZONE X - MIXED USE				
ZONE	Approx. Units	Suggested Minimum Parking	Parking Count	Notes
X.01	402	635	623	Mixed Surface & Garage Parking
X.02	412	650	630	Mixed Surface & Garage Parking
X.03	108	162	223	
X.03	922	1447	1476	
10-15K TOTAL RETAIL (@ MAJOR INTERSECTION)				

ZONE O - OFFICE			
ZONE	Footprint (+/-)	Total GSF	Notes
O.01	37,800 R <sup>2</sup>	151,200 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O.02	30,100 R <sup>2</sup>	120,400 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O.03	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O.04	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
118,400 R <sup>2</sup> 473,600 R <sup>2</sup>			

O.T THRIVENT HEADQUARTERS 300K  
O.E EXISTING OFFICE LOT (NOT IN SCOPE)

ZONE C - COMMERCIAL				
ZONE	Footprint (+/-)	Total GSF	Retail GSF	Notes
C.01	112,100 R <sup>2</sup>	112,100 R <sup>2</sup>	112,100 SF	4 Parking Stalls per 1,000SF
C.02	38,900 R <sup>2</sup>	98,300 R <sup>2</sup>	19,100 SF	4 Parking Stalls per 1,000SF
C.03	13,000 R <sup>2</sup>	22,000 R <sup>2</sup>	22,000 SF	4 Parking Stalls per 1,000SF
164,000 R <sup>2</sup> 232,400 R <sup>2</sup> 153,200 SF				

C.01 FUEL STATION +/- 2 ACRES  
10-15K RETAIL  
65-100K GROCERY RETAILER

C.02 15K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)  
HOTEL @ 150 KEYS, 4FL

C.03 6-10K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)

**TOTALS**

**OVERALL SITE ACREAGE: 580.8 AC**

**RETAIL: 120-175K**

**OFFICE: 450-500K**

**APPROXIMATE RESIDENTIAL UNITS: 2,200 - 2,300 UNITS**

220 GARDEN STYLE  
1,000+/- MULTIFAMILY  
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**EXHIBIT: D**  
**Proposed Thrivent Concept Master Plan**

1 SITE - BASE  
1" = 300'-0"

△ Revisions

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THRIVENT - APPLETON

Appleton, WI  
Date Issued: 06.21.2024  
RINKA project #: 220701  
Sheet Title

FULL SITE PROGRAM - TEST FIT - COMPLETE



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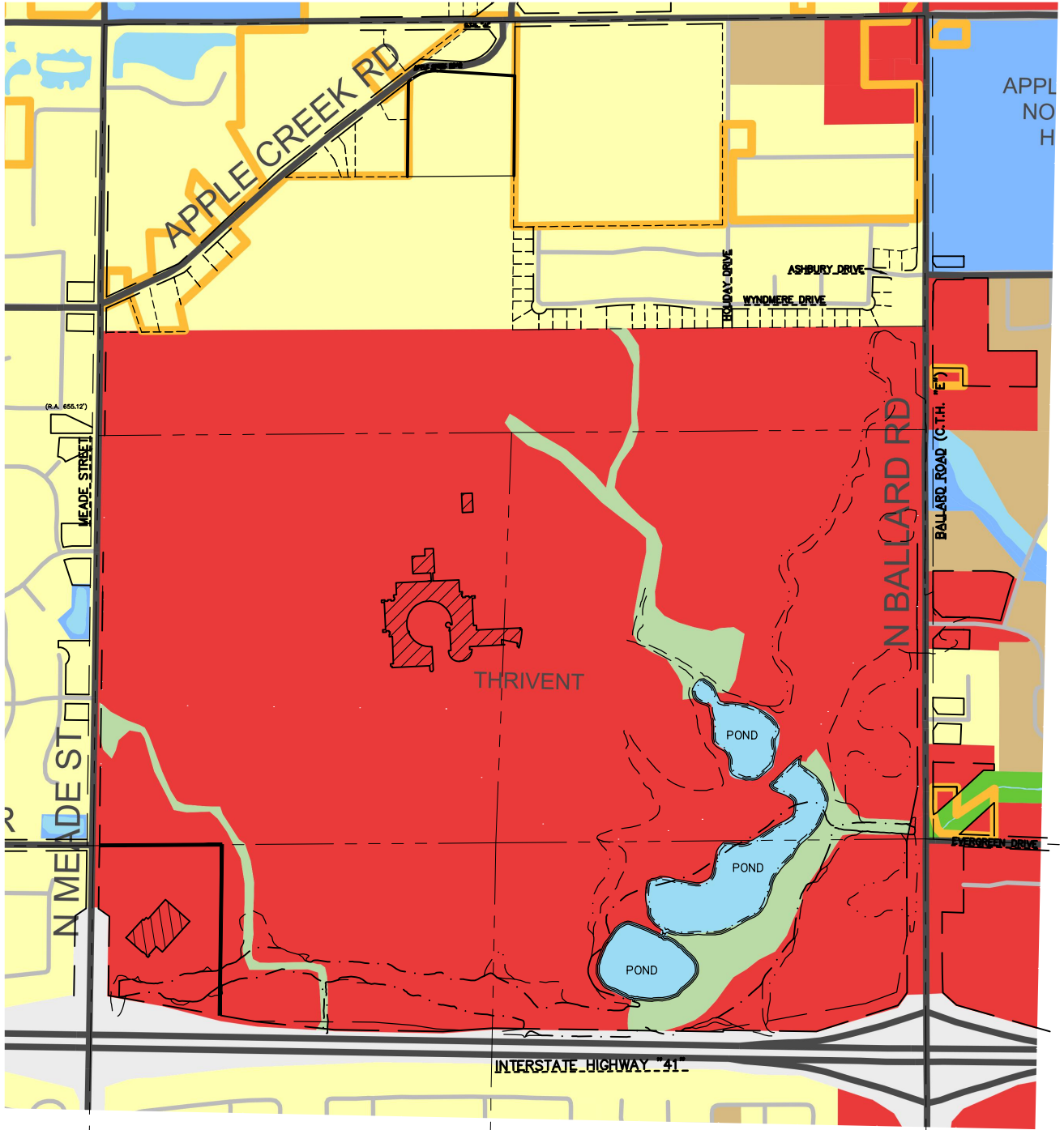
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CITY PLAN COMMISSION  
APPLETON, WISCONSIN

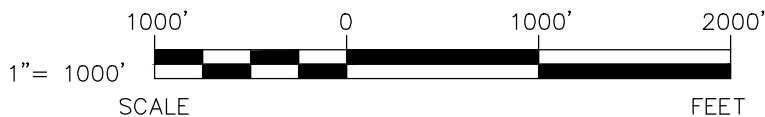
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EXISTING FUTURE LAND USE EXHIBIT: A



- |  |   |
|--|---|
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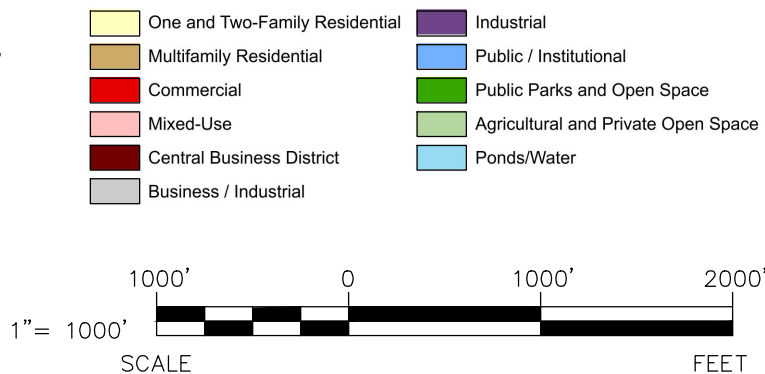
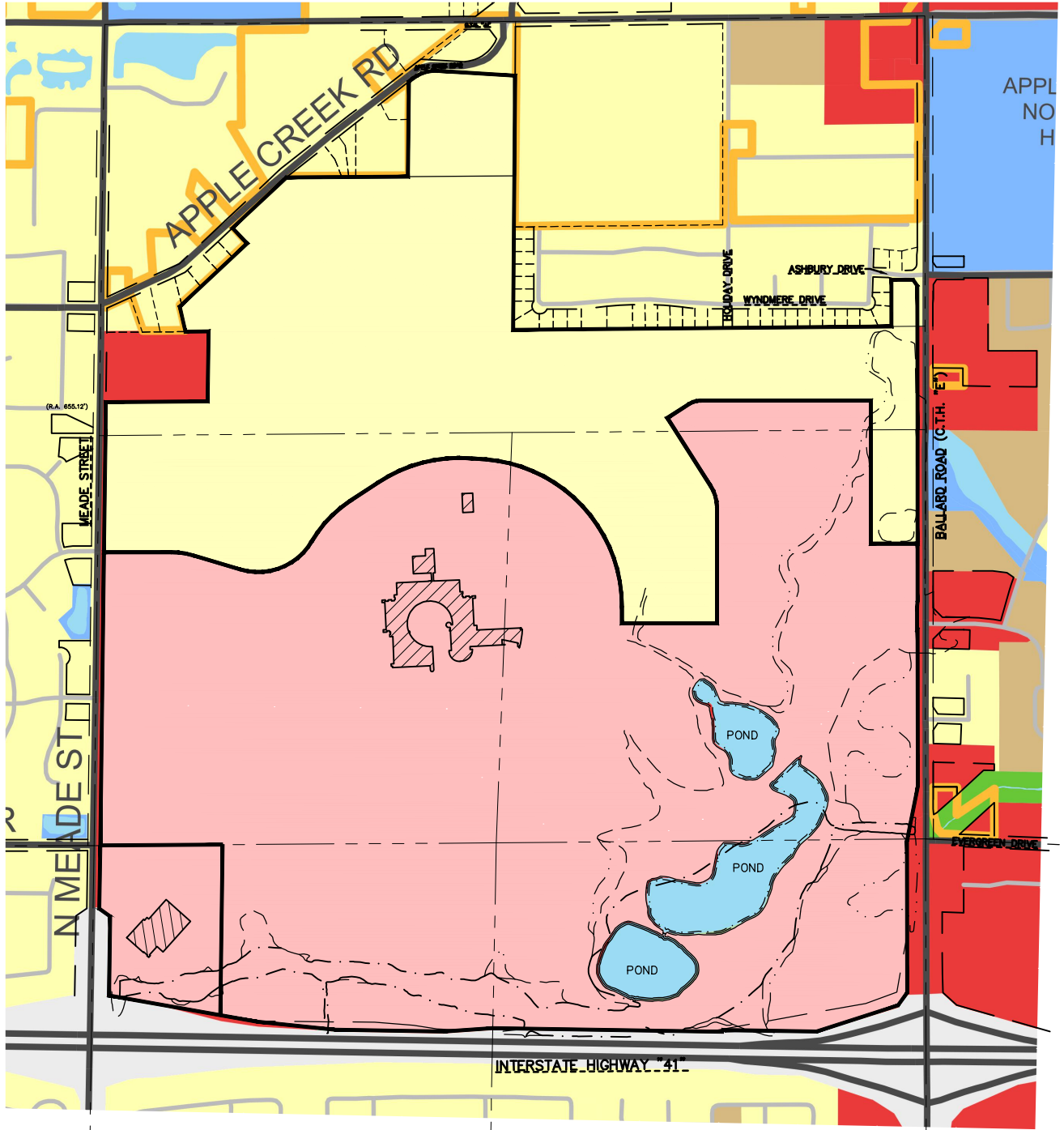


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**JOB NO. 240061800**

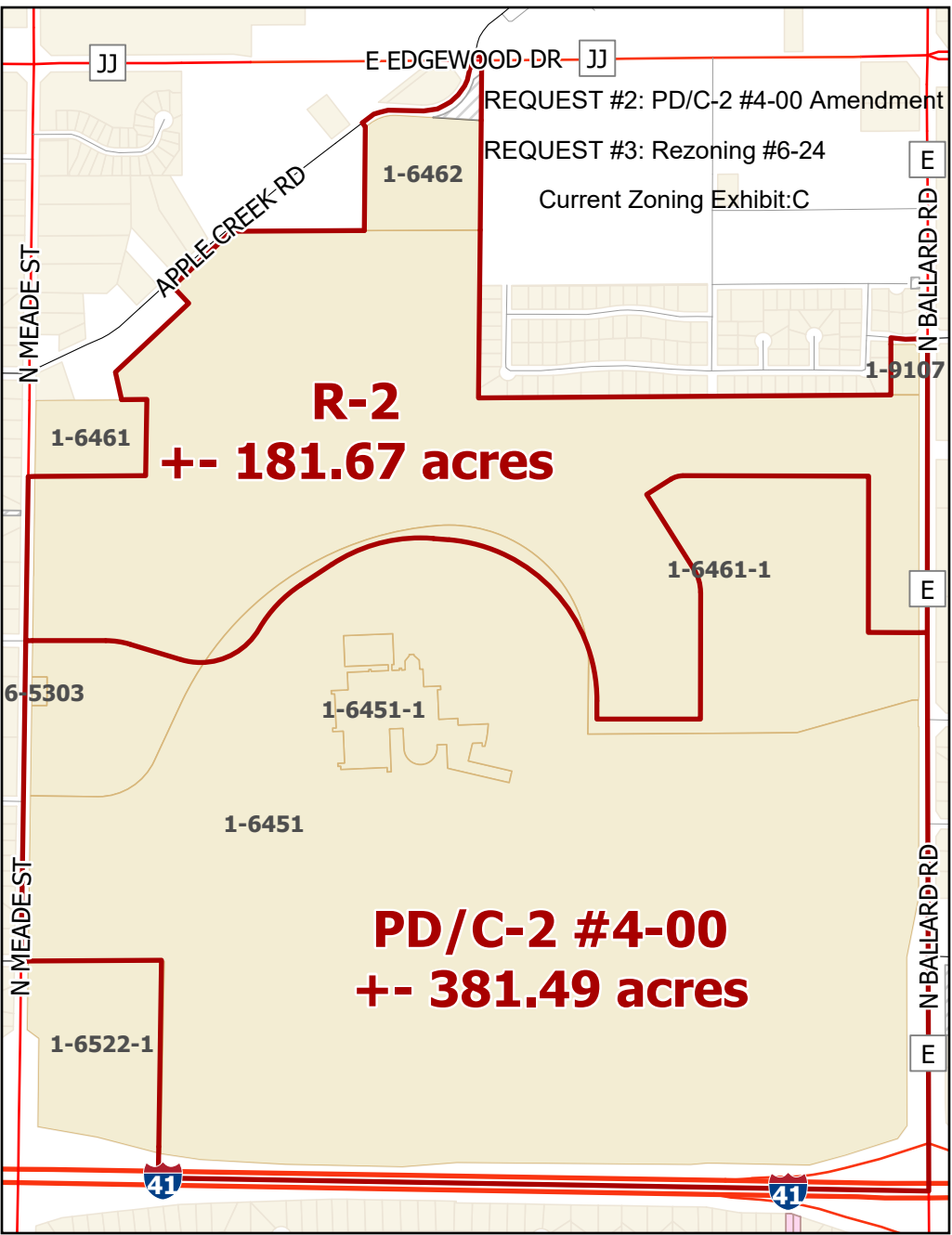
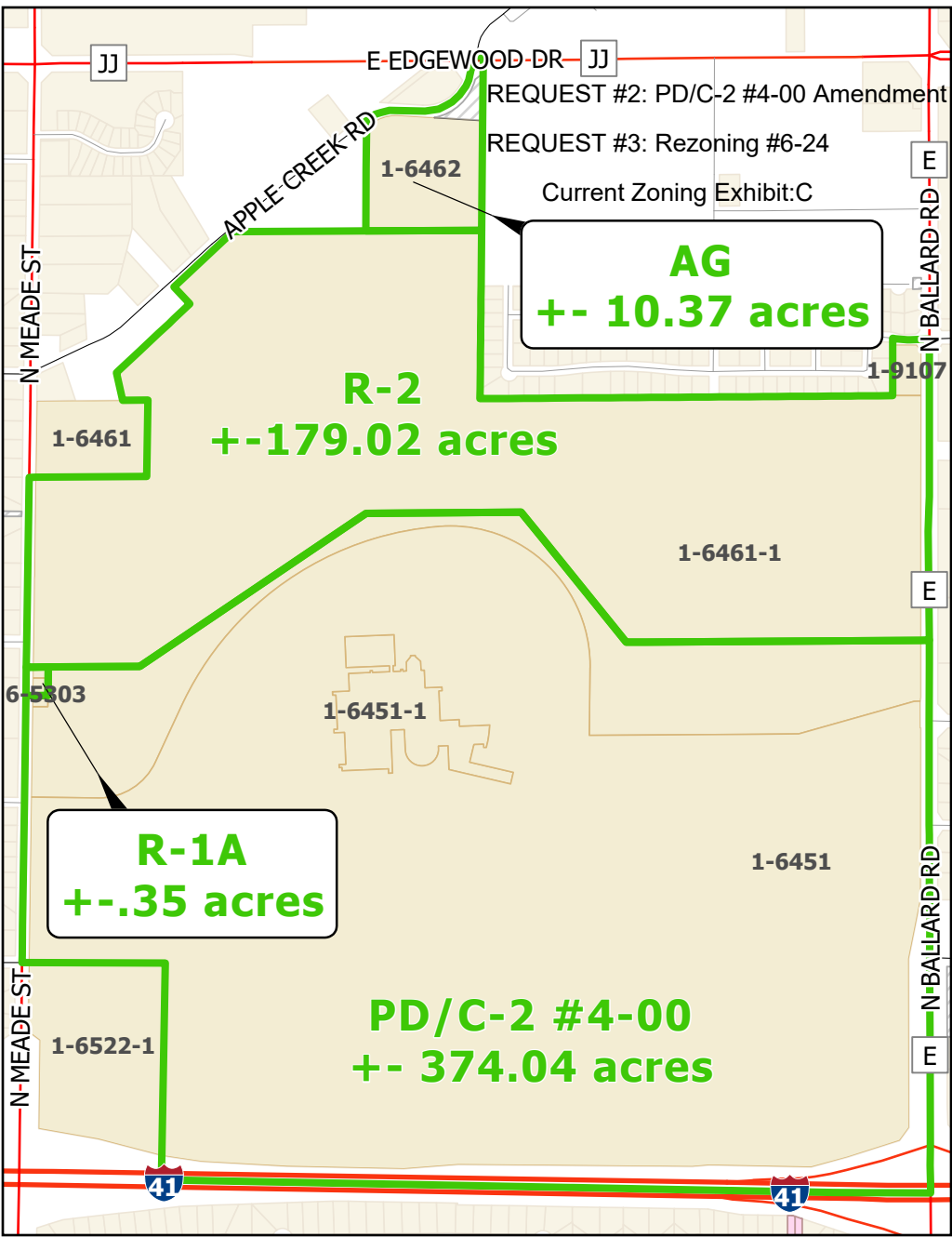
PROPOSED FUTURE LAND USE EXHIBIT: B



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**JOB NO. 240061800**



# Thrivent Property

## Zoning Classification Changes

### Legend

- Current Zoning
- Proposed Zoning
- Tax Parcel

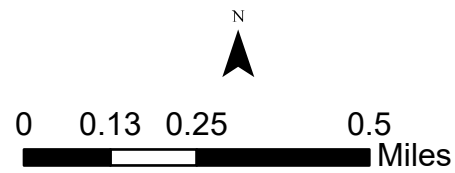
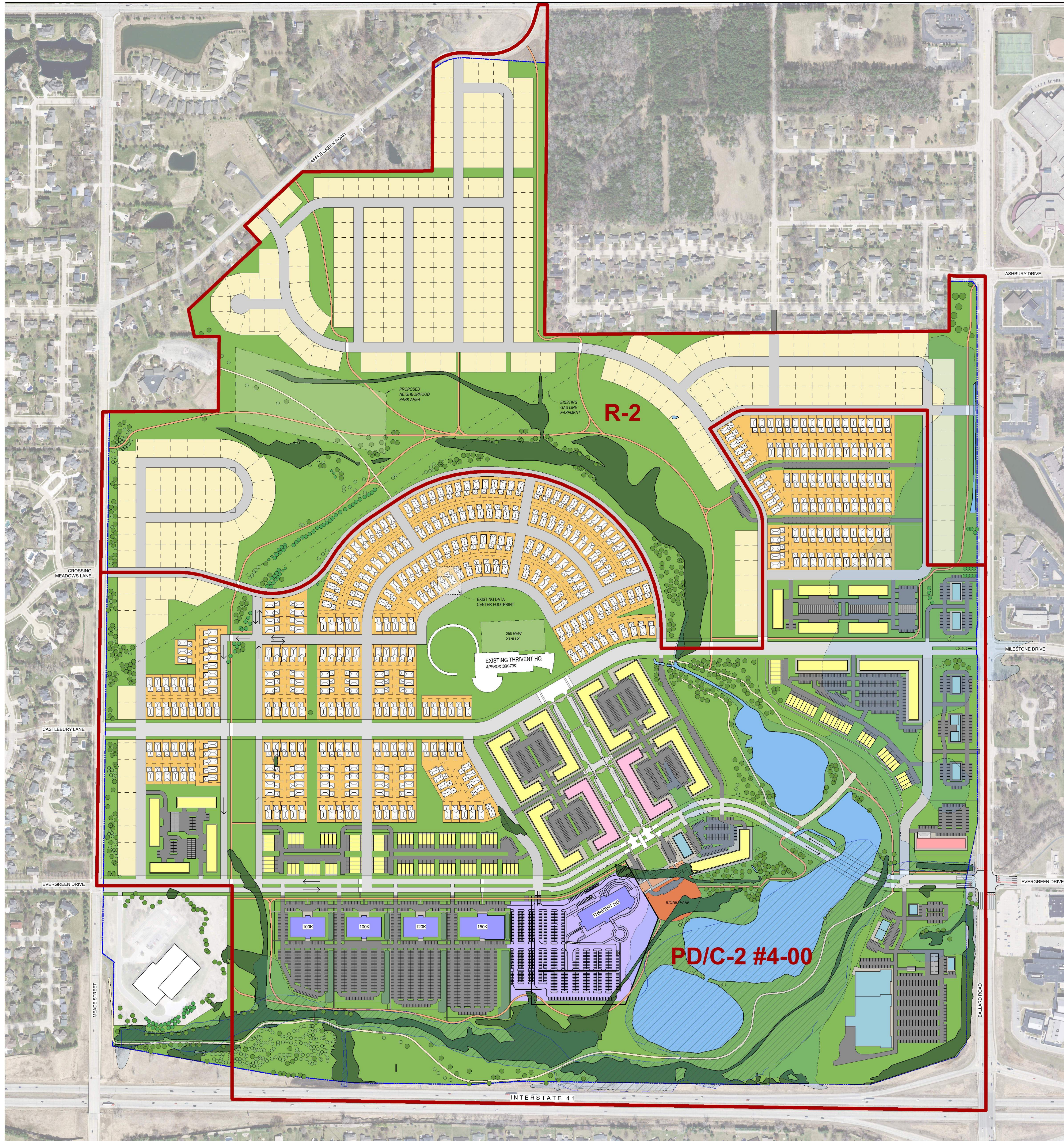




EXHIBIT: D

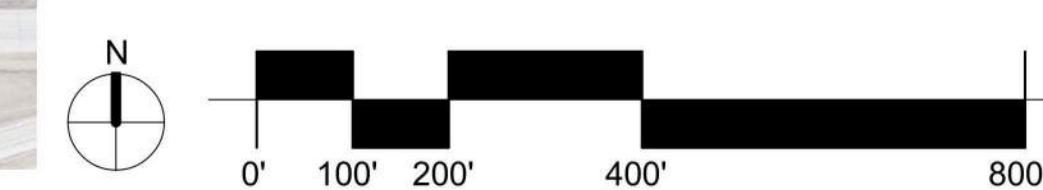
Proposed Thrivent Concept Master Plan



LEGEND

	EXISTING POND EXTENTS
	EXISTING WETLANDS
	PROPOSED GREEN SPACE
	PROPOSED PUBLIC RIGHT-OF-WAY
	PROPOSED PRIVATE DRIVE, ROAD, AND/OR PARKING AREA
	SINGLE FAMILY RESIDENTIAL ZONES 1/8-ACRE AND 1/4-ACRE LOTS
	DESTINATION / ICONIC PARK
	HOTEL BUILDING / PARCEL
	COMMERCIAL-RETAIL BUILDINGS / PARCELS
	MIXED USE BUILDINGS / PARCELS
	MULTI-FAMILY BUILDINGS / PARCELS
	OFFICE BUILDINGS / PARCELS
	PROPOSED NEW THRIVENT HQ PARCEL
	ZONING BOUNDARY/DESIGNATION
	PROPOSED NEW TRAIL
	EXISTING TRAIL TO REMAIN
	EXISTING LANDSCAPE AND VEGETATION TO REMAIN

NOTE Concept Master Plan is for illustrative purposes only. Locations and densities of contemplated Permitted Uses is subject to change.



△ Revisions

IDEATION PHASE-1  
 THRIVENT -  
 APPLETON

Date Issued: 07-02-2024  
 RINKA project #: 220701  
 Sheet Title

FULL SITE TEST FIT  
 - FUTURE

Sheet # IP1-06A



**CONCEPT MASTER PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY. LOCATIONS AND DENSITIES OF CONTEMPLATED PERMITTED USES IS SUBJECT TO CHANGE.**

ZONE AREAS - COMPLETE		
Zone	Area (AC)	Area (SF)
A_02	10.6 acres	460,040 R <sup>2</sup>
C_01	19.3 acres	841,400 R <sup>2</sup>
C_02	8.1 acres	353,450 R <sup>2</sup>
C_03	2.8 acres	122,250 R <sup>2</sup>
M_04	3.6 acres	156,000 R <sup>2</sup>
M_05	5.8 acres	245,840 R <sup>2</sup>
O_01	6.1 acres	266,000 R <sup>2</sup>
O_02	5.1 acres	221,000 R <sup>2</sup>
O_03	4.7 acres	204,000 R <sup>2</sup>
O_04	4.2 acres	182,220 R <sup>2</sup>
O_05	12.4 acres	538,150 R <sup>2</sup>
O_T	12.6 acres	549,010 R <sup>2</sup>
S_01	7.5 acres	326,960 R <sup>2</sup>
S_02	5.1 acres	220,500 R <sup>2</sup>
T_01	2.9 acres	123,000 R <sup>2</sup>
T_02	3.1 acres	135,000 R <sup>2</sup>
T_03	3.1 acres	135,000 R <sup>2</sup>
T_04	3.1 acres	135,000 R <sup>2</sup>
T_05	3.5 acres	151,240 R <sup>2</sup>
T_06	4.3 acres	186,700 R <sup>2</sup>
T_07	2.8 acres	121,500 R <sup>2</sup>
T_08	2.8 acres	121,500 R <sup>2</sup>
T_09	1.4 acres	62,130 R <sup>2</sup>
T_10	4.8 acres	209,820 R <sup>2</sup>
T_11	4.4 acres	189,750 R <sup>2</sup>
T_12	4.6 acres	199,660 R <sup>2</sup>
T_13	4.7 acres	206,240 R <sup>2</sup>
T_13x	2.0 acres	87,300 R <sup>2</sup>
T_14	5.1 acres	220,300 R <sup>2</sup>
T_15	6.4 acres	279,310 R <sup>2</sup>
T_16	3.8 acres	164,920 R <sup>2</sup>
T_17	6.0 acres	259,910 R <sup>2</sup>
T_18	2.7 acres	118,210 R <sup>2</sup>
T_19	2.0 acres	87,760 R <sup>2</sup>
X_01	11.4 acres	496,060 R <sup>2</sup>
X_3	3.1 acres	135,910 R <sup>2</sup>
Z_01	0.9 acres	39,240 R <sup>2</sup>
Z_02	2.4 acres	106,260 R <sup>2</sup>
Z_04	4.1 acres	178,950 R <sup>2</sup>
Z_05	4.0 acres	172,340 R <sup>2</sup>
Z_06	4.5 acres	194,400 R <sup>2</sup>
Z_07	3.1 acres	136,460 R <sup>2</sup>
Z_08	2.9 acres	125,460 R <sup>2</sup>
Z_09	4.5 acres	194,400 R <sup>2</sup>
Z_10	4.5 acres	194,400 R <sup>2</sup>
Z_11	5.4 acres	237,310 R <sup>2</sup>
Z_12	2.0 acres	86,030 R <sup>2</sup>
Z_13	3.8 acres	164,850 R <sup>2</sup>
Z_15	3.3 acres	145,920 R <sup>2</sup>
Z_16	3.4 acres	150,130 R <sup>2</sup>
Z_17	3.3 acres	142,120 R <sup>2</sup>
Z_18	2.1 acres	90,200 R <sup>2</sup>
Z_19	1.5 acres	66,000 R <sup>2</sup>
Z_20	4.3 acres	187,070 R <sup>2</sup>
Z_22	2.0 acres	85,050 R <sup>2</sup>
Z_30	0.7 acres	32,400 R <sup>2</sup>
Z_31	0.7 acres	32,400 R <sup>2</sup>
Z_32	0.7 acres	32,400 R <sup>2</sup>
Z_33	0.7 acres	32,400 R <sup>2</sup>
Z_34	2.7 acres	118,800 R <sup>2</sup>
Z_35	2.6 acres	111,400 R <sup>2</sup>
Z_36	4.6 acres	201,330 R <sup>2</sup>
270.2 acres		

ZONE M - TOWNHOMES		
ZONE	Approx. Units	Notes
M_04	34	Townhomes - self parked
M_05	52	<varies>
M_05	86	

ZONE A - MULTI-FAMILY & TOWNHOMES		
ZONE	Approx. Units	Notes
A_01	182	<varies>
A_01	182	

ZONE T - TND 1/8-ACRE LOTS - FUTURE		
Zone	Units (+/-)	Notes
T_01	17	TND - self parked
T_02	18	TND - self parked
T_03	18	TND - self parked
T_04	18	TND - self parked
T_05	17	TND - self parked
T_06	26	TND - self parked
T_07	16	TND - self parked
T_08	16	TND - self parked
T_09	8	TND - self parked
T_10	27	TND - self parked
T_11	26	TND - self parked
T_12	27	TND - self parked
T_13	29	TND - self parked
T_14	30	TND - self parked
T_15	38	TND - self parked
T_16	22	TND - self parked
T_17	34	TND - self parked
T_18	15	TND - self parked
T_19	22	TND - self parked
T_19	424	

ZONE Z - SINGLE FAMILY 1/4-AC LOTS		
ZONE	Approx. Units	Notes
Z_01	3	Single-Family 1/4 Ac - self parked
Z_02	9	Single-Family 1/4 Ac - self parked
Z_04	18	Single-Family 1/4 Ac - self parked
Z_05	23	Single-Family 1/4 Ac - self parked
Z_06	18	Single-Family 1/4 Ac - self parked
Z_07	10	Single-Family 1/4 Ac - self parked
Z_08	10	Single-Family 1/4 Ac - self parked
Z_09	18	Single-Family 1/4 Ac - self parked
Z_10	18	Single-Family 1/4 Ac - self parked
Z_11	19	Single-Family 1/4 Ac - self parked
Z_12	6	Single-Family 1/4 Ac - self parked
Z_13	14	Single-Family 1/4 Ac - self parked
Z_14	9	Single-Family 1/4 Ac - self parked
Z_15	11	Single-Family 1/4 Ac - self parked
Z_16	11	Single-Family 1/4 Ac - self parked
Z_17	12	Single-Family 1/4 Ac - self parked
Z_18	8	Single-Family 1/4 Ac - self parked
Z_19	6	Single-Family 1/4 Ac - self parked
Z_20	16	Single-Family 1/4 Ac - self parked
Z_22	11	Single-Family 1/4 Ac - self parked
Z_30	3	Single-Family 1/4 Ac - self parked
Z_31	3	Single-Family 1/4 Ac - self parked
Z_32	3	Single-Family 1/4 Ac - self parked
Z_33	3	Single-Family 1/4 Ac - self parked
Z_34	11	Single-Family 1/4 Ac - self parked
Z_35	8	Single-Family 1/4 Ac - self parked
Z_36	16	Single-Family 1/4 Ac - self parked
Z_36	297	

ZONE S - GARDEN STYLE APTS		
ZONE	Approx. Units	Notes
S_01	120	Mixed Surface & Garage Parking
S_02	100	Mixed Surface & Garage Parking
S_02	220	

(2 LEVELS EACH)

ZONE X - MIXED USE				
ZONE	Approx. Units	Suggested Minimum Parking	Parking Count	Notes
X_01	402	635	623	Mixed Surface & Garage Parking
X_02	412	650	630	Mixed Surface & Garage Parking
X_03	108	162	223	
X_03	922	1447	1476	

10-15K TOTAL RETAIL (@ MAJOR INTERSECTION)

ZONE O - OFFICE			
ZONE	Footprint (+/-)	Total GSF	Notes
O_01	37,800 R <sup>2</sup>	151,200 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_02	30,100 R <sup>2</sup>	120,400 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_03	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_04	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
118,400 R <sup>2</sup>		473,600 R <sup>2</sup>	

O\_T THRIVENT HEADQUARTERS 300K  
O\_E EXISTING OFFICE LOT (NOT IN SCOPE)

ZONE C - COMMERCIAL				
ZONE	Footprint (+/-)	Total GSF	Retail GSF	Notes
C_01	112,100 R <sup>2</sup>	112,100 R <sup>2</sup>	112,100 SF	4 Parking Stalls per 1,000SF
C_02	38,900 R <sup>2</sup>	98,300 R <sup>2</sup>	19,100 SF	4 Parking Stalls per 1,000SF
C_03	13,000 R <sup>2</sup>	22,000 R <sup>2</sup>	22,000 SF	4 Parking Stalls per 1,000SF
164,000 R <sup>2</sup>		232,400 R <sup>2</sup>	153,200 SF	

C\_01 FUEL STATION +/- 2 ACRES  
10-15K RETAIL  
65-100K GROCERY RETAILER

C\_02 15K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)  
HOTEL @ 150 KEYS, 4FL

C\_03 6-10K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)

**TOTALS**

**OVERALL SITE ACREAGE: 580.8 AC**

**RETAIL: 120-175K**

**OFFICE: 450-500K**

**APPROXIMATE RESIDENTIAL UNITS: 2,200 - 2,300 UNITS**

- 220 GARDEN STYLE
- 1,000+/- MULTIFAMILY
- 400 TND (1/8 ACRE LOT)
- 300 SINGLE FAMILY (1/4 ACRE LOT)
- 120 TOWNHOMES



**EXHIBIT: D**  
**Proposed Thrivent Concept Master Plan**

1 SITE - BASE  
1" = 300'-0"

△ Revisions

IDEATION PHASE 1  
THRIVENT - APPLETON

Appleton, WI  
Date Issued: 06.21.2024  
RINKA project #: 220701  
Sheet Title

FULL SITE PROGRAM - TEST FIT - COMPLETE





# CITY OF APPLETON

## MEMORANDUM

**Date:** July 24, 2024  
**To:** Plan Commission  
**From:** Don Harp, Principal Planner  
**Subject:** Comprehensive Plan Future Land Use Map Amendment #1-24, Planned Development District #4-00 (PD/C-2 #4-00) Amendment and Rezoning# 6-24

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## GENERAL INFORMATION

**Owner:** Thrivent Financial for Lutherans and North Meadows Investments

**Applicant:** Emily Cialdini, Vice President of Development, Land by Label, LLC

**Address/Parcel Numbers:** 4321 North Ballard Road and 3920 North Meade Street and being more particularly described as: Parcel Identification Numbers: 31-1-6451-00, 31-1-6451-01, 31-1-6461-01, 31-1-6462-00, 31-1-6522-01, 31-6-5303-00 and 31-1-9107-00

**Petitioner's Request:** Please see enclosed exhibits depicting the property with current and proposed future land use designations. Proposed land use designations facilitate Thrivent's proposed new office building and master plan. All components of the master plan are consistent with City of Appleton Comprehensive Plan. The Planned Development Major Amendment facilitates rezoning required to permit Thrivent's proposed new office building and the master plan. The proposed master plan offers a full range of new housing choices, with an employment center, recreation, dining and neighborhood shopping and services. More than a third of the site will be restored and preserved as public parks, open space, waterways and a system of trails that will connect seamlessly with the larger community. The rezoning request will facilitate the Thrivent master plan redevelopment to permit single-family development. The AG and PD/C-2 #4-00 to R-2 is consistent with adjacent zoning districts.

### **Request #1: Comprehensive Plan Future Land Use Map Amendment #1-24:**

The applicant requested an amendment to the Comprehensive Plan Future Land Use Map, City of Appleton Comprehensive Plan 2010-2030 for the subject properties from future Agricultural and Private Open Space and Commercial land use designation, per attached Exhibit: A, to One and Two Family Residential and Mixed-Use future land use designation, per attached Exhibit: B. These proposed amendments will accommodate the implementation of the proposed land use designations and Thrivent's new office building per their concept master plan, Exhibit: D.

### **Request #2: Planned Development District #4-00 Amendment (PD/C-2 #4-00) (zoning map and development regulations amendment):**

The applicant requested an amendment to the existing PD/C-2 #4-00 zoning boundary line from R-2 Two-family District and R-1A Single-family District to Planned Overlay Development General Commercial District (PD/C-2 #4-00), including to the centerline of the adjacent road right-of-way, per attached Zoning Map Exhibit: C. They additionally requested to replace the current



Implementation Plan Document (development regulations) for PD/C-2 #4-00, previously approved on April 19, 2000, and recorded in the Outagamie County Register of Deeds Office as Document No. 1376284 with a new Implementation Plan Document (development regulations) to implement proposed land use designations and Thrivent’s new office building per concept master plan, Exhibit: D.

**Request #3: Rezoning #6-24 (zoning map amendment):**

The applicant requested an amendment to the current R-2 Two-family District zoning boundary line from AG Agricultural District and PD/C-2 #4-00 to R-2 Two-family District, including to the centerline of the adjacent road right-of-way, per attached Zoning Map Exhibit: C. This will accommodate the applicant’s request to develop land under the current R-2 Two-family District zoning regulations, Exhibit: C.

**Plan Commission Public Hearing/Meeting Date:** July 24, 2024

**Common Council Public Hearing/Meeting Date:** September 4, 2024

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**BACKGROUND**

1973 – Parcel Numbers 31-1-6451-00, 31-1-6451-01, 31-1-6461-01 and 31-1-6522-01, Annexed to the City

1975 – Corporate office constructed

1990 – Parcel Number 31-1-6462-00, Annexed to the City

1994 – Corporate office expanded with a four-story addition

1994 – Parcel Number 31-6-5303-00, Annexed to the City and Zoned R-1A (Ord. #137-94)

1994 – Parcel Numbers 31-1-6451-00, 31-1-6451-01, 31-1-6461-01, 31-1-6462-00, and 31-1-6522-01, Rezoned to AG, R-2, C-2 and PD/C-2 per (Ord. #61-94)

2000 – Parcel Numbers 31-1-6451-00, 31-1-6451-01, 31-1-6461-01, and part of 31-6-5303-00, where rezoned from PD/C-2 #61-94 to PD/C-2 #4-00, including approval of the development regulations pursuant to Implementation Plan Document No. 1376284 recorded in the Outagamie County Register of Deeds Office

2004 – Parcel Number 31-1-9107-00, Annexed to the City

2004 – Parcel Number 31-1-9107-00, Rezoned from Temporary R-2 to R-2 (Rezoning #2-04)

2023 – Thrivent conducted a public engagement survey, open house and workshop related to the long-term development of its 600-acre campus.

2024 – CSM #9-24 and #10-24, associated with this request, are under current administrative review by City staff to reflect the proposed Planned Development and Rezonings PD/C-2 #4-00 and Rezoning #6-24.

## STAFF ANALYSIS

**Procedural Findings:** When requests are made to amend the *Comprehensive Plan 2010-2030* Future Land Use Map, Official Zoning Map (rezonings) and Planned Development Districts for the same development project, the respective staff reports are consolidated together as one.

**Overview of the Proposed Thrivent Concept Master Plan, Exhibit: D:** The proposed concept master plan encourages a mixed-use development consisting of office and retail buildings adjacent to Interstate HWY 41 (HWY 41), offering employment opportunities and prime visibility. Moving along Ballard Road from HWY 41 northward to Milestone Drive, the land is proposed for commercial buildings, creating a shopping and business corridor.

Centrally located within the property, is a blend of proposed single-family, multi-family apartment and townhome buildings and mixed-use buildings, with 1<sup>st</sup> floor commercial spaces and residential units above, encouraging employment, shopping, housing and entertainment opportunities. This land use group surrounds the existing Thrivent corporate office which will be repurposed. Transitioning to the north and west, the proposed concept master plan features single-family residential homes on ±5,500 and ±11,000 square foot lots. The larger proposed single-family lots are located adjacent to existing single-family lots with similar lot sizes that border the Thrivent property to north, west and east.

Throughout the proposed development, open spaces, parks, trails, and pathways are interspersed, promoting outdoor activities and connectivity for the residents, employees, and visitors alike.

*Note: The concept master plan is for illustrative purposes only, the proposed layout of land uses, roads and pathways contemplated is subject to change. The concept master plan was utilized to develop the draft zoning regulations, per Exhibit: E Implementation Plan Document For Planned Development (PD#4-00).*

### **Request #1: Comprehensive Plan Future Land Use Map Amendment #1-24:**

**General Information:** The *Comprehensive Plan 2010-2030* and Future Land Use Map are intended to guide City growth and development in an organized, efficient manner. The comprehensive plan addresses a range of topics related to land use, housing and neighborhoods, economic development, transportation, utilities and community facilities, and more. Per Smart Growth law, municipal land use decisions, including amendments to the Future Land Use Map, Official Zoning Map (rezonings) and Planned Development Districts must be evaluated for consistency with relevant goals, objectives, and policies of the City's *Comprehensive Plan 2010-2030*.

**Applicant's Request:** The applicant's request is to amend the current Future Land Use Map to implement the proposed land use designations and Thrivent's new office building, per concept master plan Exhibit: D:

- **From:** Future Agricultural and Private Open Space and Commercial land use designation, per Exhibit: A,
- **To:** Future One and Two Family Residential and Mixed-Use land use designation, per Exhibit: B.

**Findings:** It is staff's opinion that the proposed Future Land Use Map Amendment request implements the proposed land use designations and Thrivent's new office building, per concept master plan Exhibit: D. It is also consistent with several goals, objectives, and policies from the City's *Comprehensive Plan 2010-2030*: (see below)

*Goal 1 – Community Growth*

*Appleton will continue to provide opportunities for residential, commercial, and industrial growth, including appropriate redevelopment sites within the downtown and existing neighborhoods, and greenfield development sites at the City's edge.*

*Goal 8 – Economic Development*

*Appleton will pursue economic development that retains and attracts talented people, brings good jobs to the area, and supports the vitality of its industrial areas, downtown, and neighborhood business districts.*

*5.1 OBJECTIVE: Continue efforts to ensure an adequate supply of housing affordable to all income levels in the community.*

*5.3 OBJECTIVE: Provide a range of housing options that meet the needs and appeal to all segments of the community and allows residents to age in place.*

- *College North Neighborhood Plan – Chapter 4: Market Study 2020-2030: The average annual housing need is about 301 units per the market study. This proposed single-family development will help to meet the demand for housing in Appleton as specified in the market study.*

*7.1 OBJECTIVE: Provide a pattern of development that minimizes impacts to municipal services and utilities.*

*10.3 OBJECTIVE: Support future changes to zoning and other regulatory tools which are necessary to achieve the type of urban form and development reflective of smart growth principles, including support for “complete” neighborhoods (neighborhoods where residents can meet the majority of their daily needs on foot and by bicycle) throughout the City and in growth areas.*

*18.1 OBJECTIVE: Continue to work with land developers and municipalities to acquire new park land through dedication or other means, as new development occurs.*

*18.3 OBJECTIVE: Develop the City's park system as an interconnected network of sites linked by greenways and trails.*

**Request #2: Planned Development District #4-00 Amendment (PD/C-2 #4-00) (zoning map and development regulations amendment):**

**General Information:** Planned Development Overlay Districts allow an owner/applicant to propose uses, development regulations, and land use exceptions for a specific redevelopment or development site. Overlay districts provide customized zoning regulations in addition to adopting “base” or underlying zoning district regulations based upon a concept master plan by preparing and recording an Implementation Plan Document.

Current Size of PD Overlay District #4-00 (PD/C-2 #4-00): ±374.04 Acres

Proposed Size of PD Overlay District #4-00 (PD/C-2 #4-00): ±381.49 Acres

## Applicant's Request:

1. The applicant's request is to amend the existing PD/C-2 #4-00 zoning boundary line from R-2 Two-family District and R-1A Single-family District to Planned Overlay Development General Commercial District (PD/C-2 #4-00), including to the centerline of the adjacent road right-of-way, per attached Zoning Map Exhibit: C, and
2. Replace the current Implementation Plan Document (development regulations) for PD/C-2 #4-00, previously approved on April 19, 2000, and recorded in the Outagamie County Register of Deeds Office as Document No. 1376284, with a new Implementation Plan Document (development regulations). This will accommodate the implementation of the proposed land use designations and Thrivent's new office building per the concept master plan Exhibit: D.

Summary of land use regulations listed in the proposed draft Implementation Plan Document per Exhibit: E for PD Overlay District #4-00 (PD/C-2 #4-00) are:

- A. Pages 2 - 4, Section A. Specifies desired principal permitted uses consistent with current principal and special uses listed in the current "base" C-2 District.
- B. Pages 2 - 3, Section A. Specifies desired principal permitted use exceptions to allow single-family, two-family, zero lot line two-family, and multi-family dwellings within the PD Overlay District #4-00 (PD/C-2 #4-00) to promote the mixed-use development concept master plan layout. *Findings: This request was reviewed in accordance with standards for granting use exceptions under Section 23-151(h)(1)-(3) of the Municipal Code: 1. The desired residential uses support the purpose of PD Overlay District #4-00. 2. The desired residential uses are not detrimental on the surrounding existing residential and commercial neighborhoods. 3. The desired residential uses are listed in the draft Implementation Plan Document.*
- C. Page 4, Sections B. 1. Retain the original maximum building height exception of 105 feet listed in Implementation Plan Document No. 1376284.
- D. Pages 4 - 5, Sections B. 1. - 5. Specifies building height and setbacks, lot width and area, and lot coverage regulations meeting the current "base" C-2 District regulations, except the minimum 10 feet front yard setback is reduced to zero (0) for mixed use buildings to encourage walkability. In addition, it specifies yard setbacks for residential dwellings to accommodate the proposed traditional residential neighborhood land use area.
- E. Page 5, Section B. 6. Specifies minimum off-street parking space requirements consistent with current mixed-use development regulation listed in Chapter 23, Zoning (reduced parking spaces by 50%, if desired) rather than a traditional commercial development parking regulation.
- F. Page 5, Section B. 7. Allows current Thrivent monument signs to remain in their current location and size.
- G. All other applicable Municipal Code regulations including but not limited to outdoor lighting, signage, and site plan approval, apply to the land area within the PD Overlay District #4-00.

## Findings of Fact:

This request was reviewed in accordance with the standards for granting amendments to a PD Overlay District, Development Plan (in this case a concept master plan) and Implementation Plan Document under Section 23-151(o) of the Municipal Code: It appears the criteria established has been satisfied. Related excerpts are listed below.

- 1) In what respects the proposed plan is or is not consistent with the stated purpose, requirements and standards of the PD regulations.

*Findings: No inconsistencies found. The land use patterns shown on the proposed concept master plan encourages a mixed-use development consisting of proposed green space, parks, trails, single-family, multi-family, commercial, mixed-use buildings, offices and park/trails.*

- 2) The extent to which the proposed plan departs from the zoning and subdivision regulations otherwise applicable to the subject property and the reasons why such departures are or are not deemed to be in the public interest.

*Findings: The zoning ordinance exceptions listed in the draft Implementation Plan Document are consistent with previous approved exceptions. The proposed zoning ordinance exceptions implement the proposed land use designations and Thrivent's new office building per concept master plan Exhibit: D. These departures do not appear to cause undue adverse impact on the public or character of the existing neighborhood or other matters affecting the public health, safety, or general welfare.*

- 3) The extent of public benefit of the PD in terms of meeting planning objectives and enhancing the tax base and economic development. Any specific beneficial actions, plans, or programs agreed to in the PD proposal which are clearly beyond the minimum requirements of this chapter shall be specifically listed as evidence of justified exceptions.

*Findings: PD Overlay District #4-00 will continue to enhance the City's tax base and promote the goals and objectives of the Appleton Comprehensive Plan 2010-2030, as stated in this report. In addition, the proposed land use patterns depicted on the concept master plan appear to provide a vibrant neighborhood community for people to live, work, meet everyday shopping and social needs within a unified development.*

- 4) The physical design of the proposed plan and the manner in which said design makes adequate provision for public services, provides adequate control over vehicular traffic, provides for common open space and furthers the amenities of light, air, recreation and visual enjoyment.

*Findings: The proposed land use patterns and street network patterns depicted on the concept master plan will further be evaluated by staff with these factors in mind as the proposed development progresses into the civil engineering design review stage.*

- 5) The relationship and compatibility of the proposed plan to the adjacent properties and neighborhood.

*Findings: The proposed land use patterns depicted on the concept master plan appear to provide a vibrant neighborhood community for people to live, work, meet everyday shopping and social needs within a unified development. This appears to be compatible with the existing adjacent commercial properties and residential neighborhoods.*

**Request #3: Rezoning #6-24 (zoning map amendment):**

**Applicant's Request:** The applicant's request is to amend the current R-2 Two-family District zoning boundary line from AG Agricultural District and PD/C-2 #4-00 to R-2 Two-family District, including to the centerline of the adjacent road right-of-way, per attached Zoning Map Exhibit: C. These amendments accommodate the implementation of the proposed land use designations and Thrivent's new office building, per concept master plan Exhibit: D.

**Standards for Zoning Map Amendments:** This request was reviewed in accordance with the standards for granting a Zoning Map Amendment under Section 23-65(d)(3) of the Municipal Code: It appears the criteria established has been satisfied. Related excerpts are listed below.

- a. Prior to making a recommendation on a proposed rezoning, the Plan Commission shall make a finding to determine if the following conditions exist. No rezoning of land shall be approved prior to finding at least one of the following:
  1. The request for a zone change is in conformance with the Comprehensive Plan for the City of Appleton. *Findings: If Future Land Use Map Amendment #1-24 is approved, to identify the land for future one- and two-family residential designation and mixed-use, the rezoning requests will be in conformance with the Comprehensive Plan 2010-2030.*
  2. A study submitted by the applicant that indicates that there has been an increase in the demand for land in the requested zoning district, and as a result, the supply of land within the City mapped as such on the Official Zoning Map is inadequate to meet the demands for such development. *Findings: College North Neighborhood Plan – Chapter 4: Market Study 2020-2030: The average annual housing need is about 301 units per the market study. The rezoning requests will help to meet the demand for housing in Appleton as specified in the market study.*
  3. Proposed amendments cannot be accommodated by sites already zoned in the City due to lack of transportation, utilities or other development constraints, or the market to be served by the proposed use cannot be effectively served by the location of the existing zoning district(s).
  4. There is an error in the code text or zoning map as enacted.
- b. In addition to the findings required to be made by subsection (a), findings shall be made by the Plan Commission on each of the following matters based on the evidence presented:
  1. The adequacy of public facilities such as transportation, utilities and other required public services to serve the proposed site. *Findings: The subject area can be served by existing infrastructure and public services. Detailed impacts on the transportation and pedestrian network adjacent to the proposed development will be assessed and mitigation provided for during the Traffic Impact Analysis and Subdivision Plat review phase.*
  2. The effect of the proposed rezoning on surrounding uses. *Findings: The subject site is nearby existing single-family residential uses on North Meade Street, East Apple Creek Road, North Gardenwood Lane, and East Wyndmere Drive. Commercial offices and health care uses exist along North Ballard Road to the east of the subject site. The proposed R-2 Two-family District allows the land to develop with uses compatible with adjacent uses.*

**Technical Review Group (TRG) and Plat Review Team (PRT) Report:** Staff, across multiple departments, have provided written comments to Thrivent and the Land By Label Team relevant to the concept master plan materials. Staff will continue to work with the Thrivent and Land By Label Team to review and provide recommendations on existing and proposed infrastructure impacts with regard to traffic/transportation, street design/improvements, water resources/stormwater, wetlands, water and wastewater utilities, and other applicable considerations as the development project progresses into the subdivision plat review phase.

---

## **STAFF RECOMMENDATION**

**Request #1:** Based upon the above analysis, staff recommends City of Appleton *Comprehensive Plan 2010-2030* Future Land Use Map Amendment #1-24 for the subject properties from future Agricultural and Private Open Space and Commercial land use designation, per attached Exhibit: A to One and Two Family Residential and Mixed-Use future land use designation, per attached Exhibit: B and the attached resolution, **BE APPROVED**;

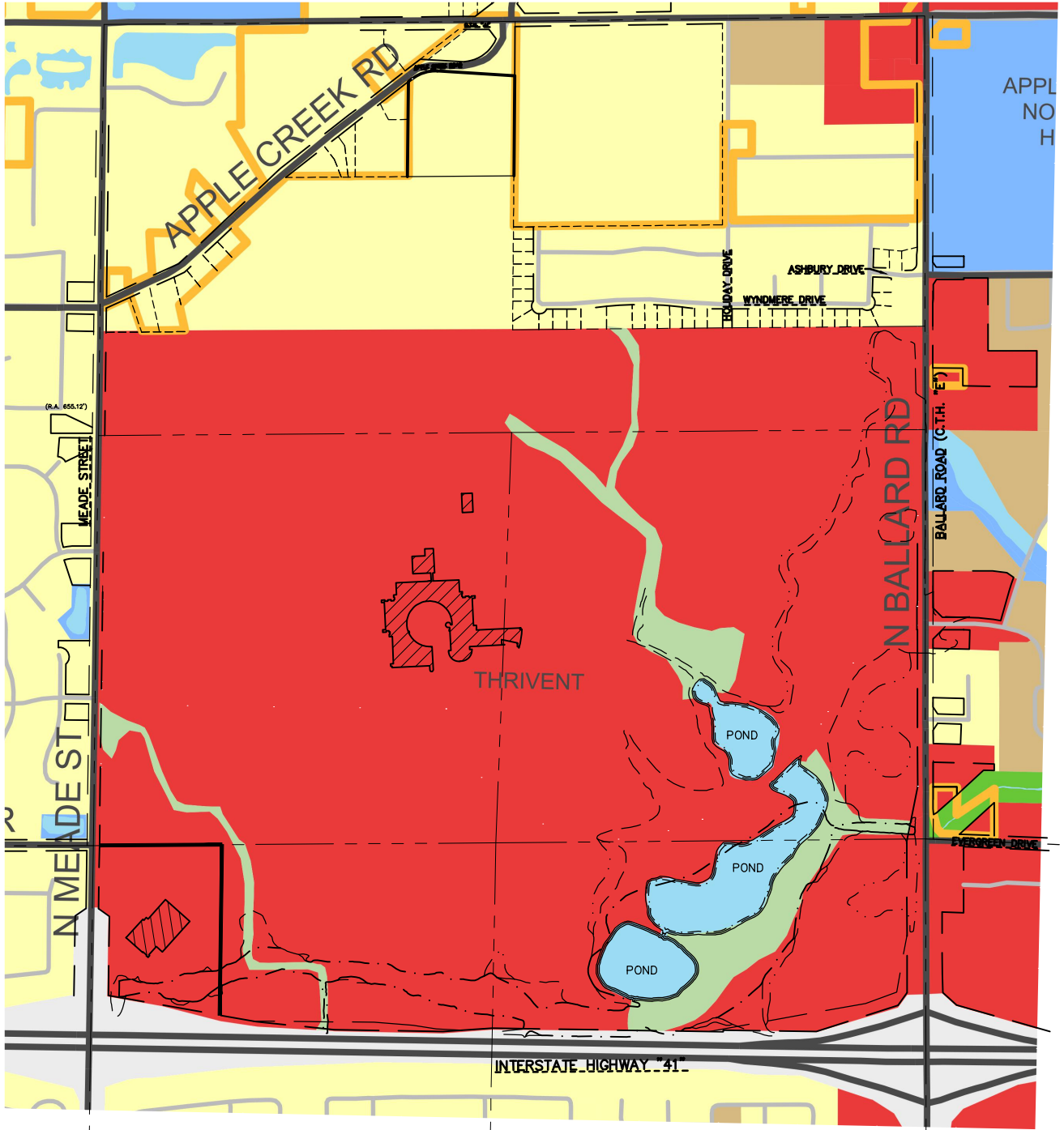
**Request #2:** Based upon the above analysis and standards for amendments to PD Overlay Districts as required by Section 23-151(o) of the Zoning Ordinance, staff recommends that the Planned Development Overlay District #4-00 zoning district line be amended from R-2 Two-family District and R-1A Single-family District to Planned Development Overlay General Commercial District (PD/C-2 #4-00) for the subject properties, including to the centerline of the respective adjacent right-of-way(s) as shown on the attached map (Exhibit: C) and described in the Implementation Plan Document attached, **BE APPROVED** subject to the following:












1. The attached Implementation Plan Document must be notarized and signed by the property owner and then be submitted to the Community Development Department for City signatures. The Implementation Plan Document must be recorded in the Outagamie County Register of Deeds' Office by the property owner per Section 23-151(m)(2)f. and g. of the Municipal Code; and

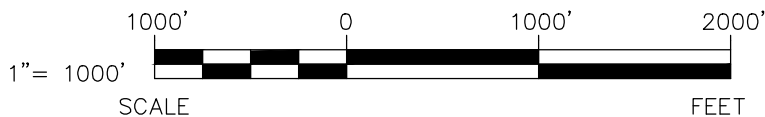
**Request #3:** Based upon the above analysis and the standards for zoning map amendments as required by Section 23-65(d)(3) of the Zoning Ordinance, staff recommends Rezoning #6-24 to rezone the subject properties from R-1A Single-Family, AG Agricultural and PD/C-2 #4-00 to R-2 Two-family District, including to the centerline of the adjacent right-of-way(s) as shown on the attached map (Exhibit: C) and described on the application form, **BE APPROVED**.

**NOTE:** If approved, the PD Overlay District Amendment #4-00 and Rezoning #6-24 will be reported out at the same Common Council meeting as the proposed Comprehensive Plan Amendment #1-24. This will be done simultaneously to coincide with the change in future land use from future Agricultural and Private Open Space and Commercial land use designation, per attached Exhibit: A, to One and Two Family Residential and Mixed-Use future land use designation, per attached Exhibit: B.

EXISTING FUTURE LAND USE EXHIBIT: A



- |  |   |
|--|---|
|  One and Two-Family Residential |  Industrial                          |
|  Multifamily Residential        |  Public / Institutional              |
|  Commercial                     |  Public Parks and Open Space         |
|  Mixed-Use                      |  Agricultural and Private Open Space |
|  Central Business District      |  Ponds/Water                         |
|  Business / Industrial          |   |





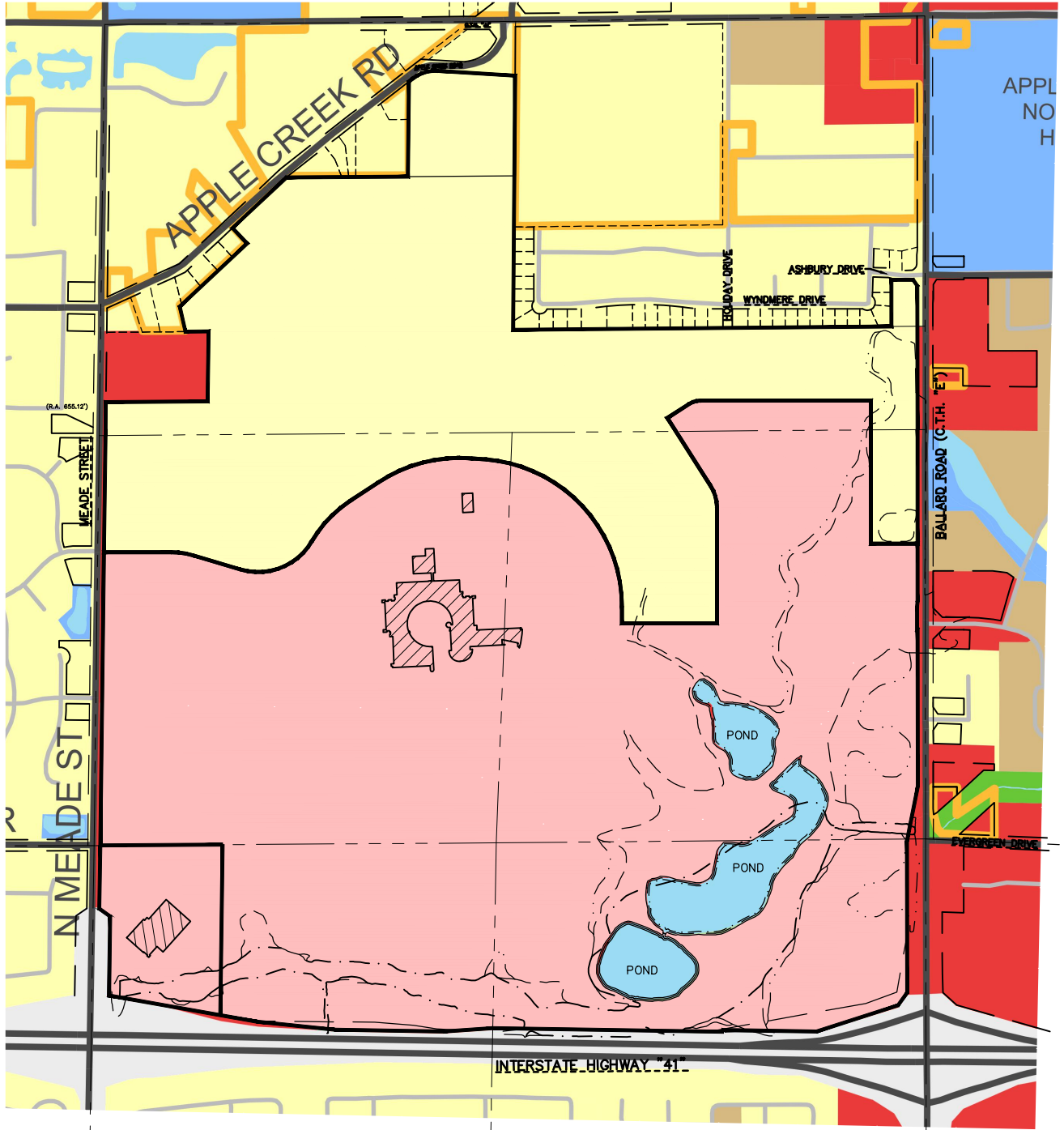
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







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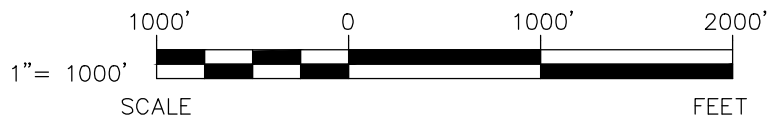
**JOB NO. 240061800**



PROPOSED FUTURE LAND USE EXHIBIT: B



- |  |   |
|--|---|
|  One and Two-Family Residential |  Industrial                          |
|  Multifamily Residential        |  Public / Institutional              |
|  Commercial                     |  Public Parks and Open Space         |
|  Mixed-Use                      |  Agricultural and Private Open Space |
|  Central Business District      |  Ponds/Water                         |
|  Business / Industrial          |   |

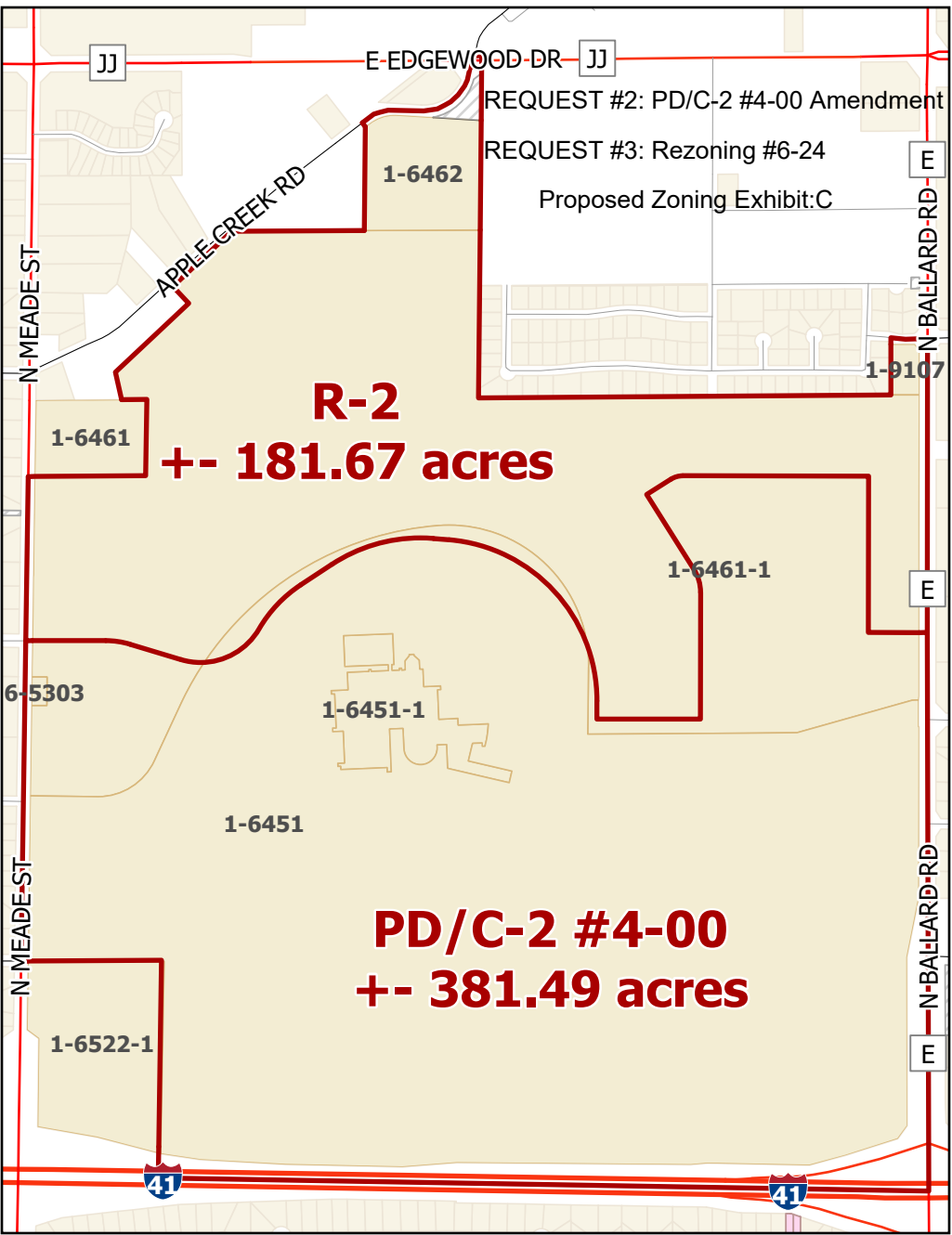
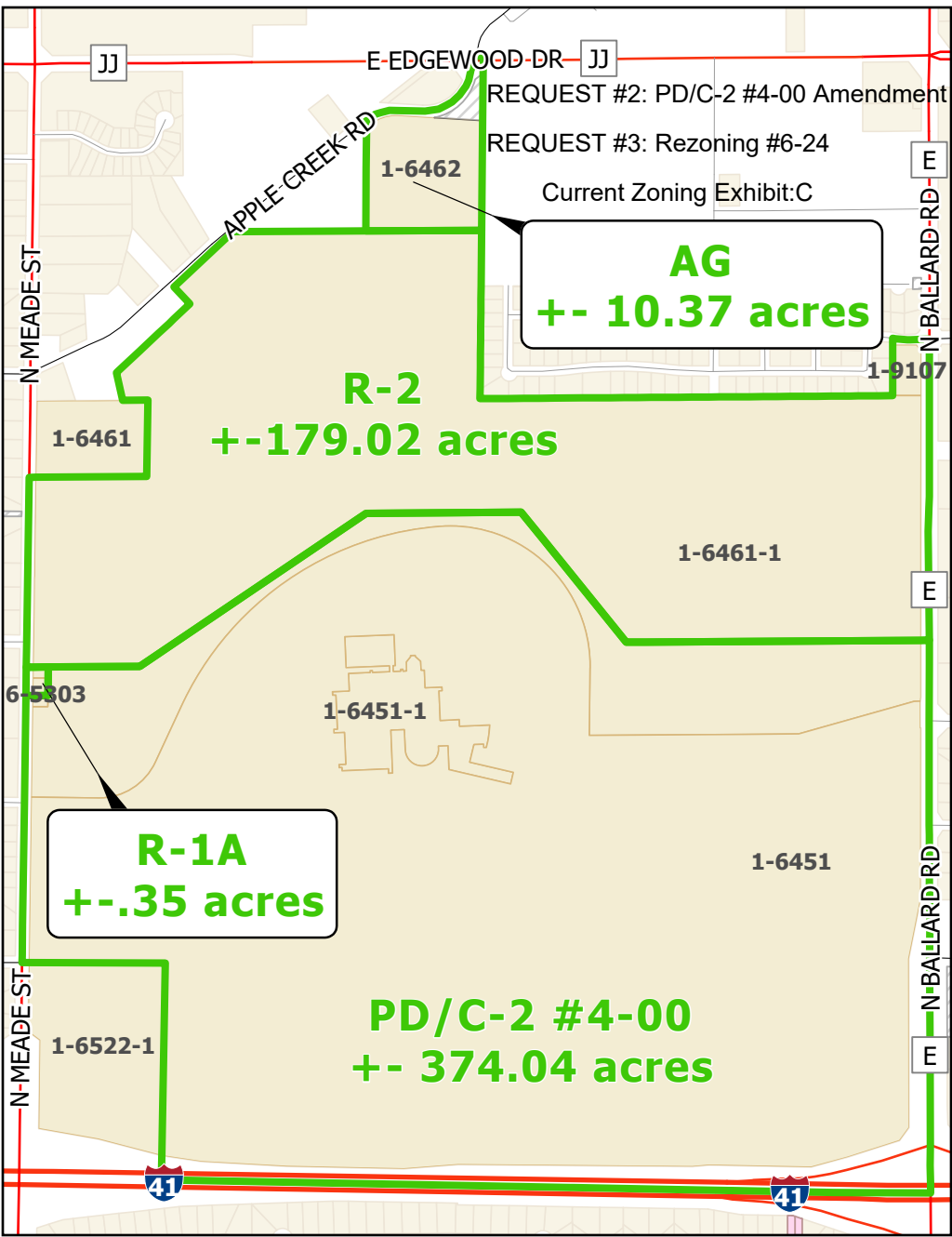




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# Thrivent Property

## Zoning Classification Changes

### Legend

- Current Zoning
- Proposed Zoning
- Tax Parcel

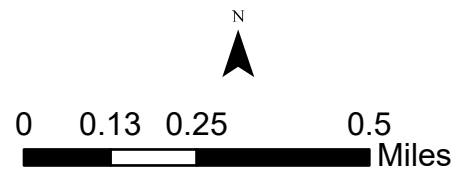
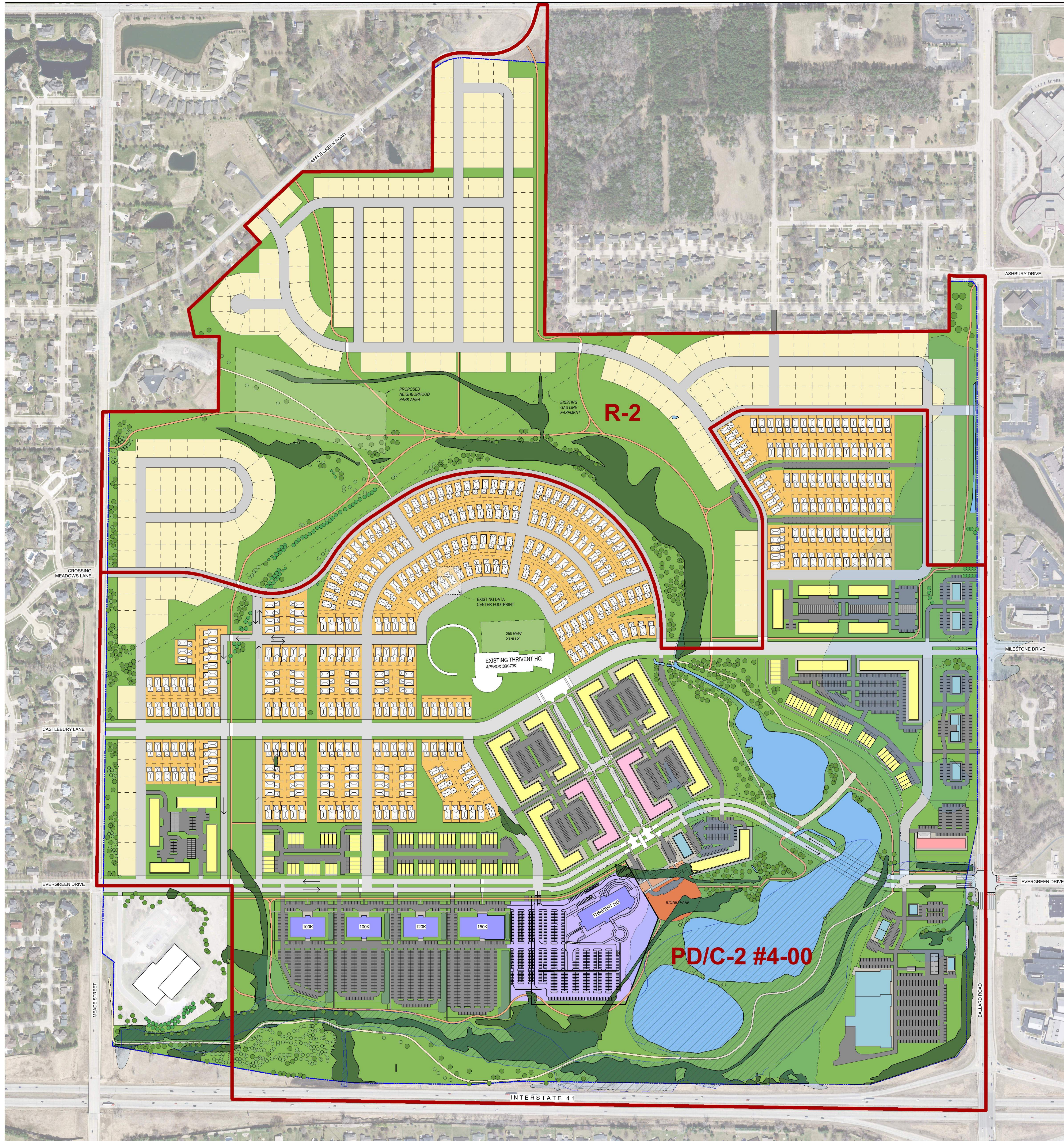




EXHIBIT: D

Proposed Thrivent Concept Master Plan



LEGEND

	EXISTING POND EXTENTS
	EXISTING WETLANDS
	PROPOSED GREEN SPACE
	PROPOSED PUBLIC RIGHT-OF-WAY
	PROPOSED PRIVATE DRIVE, ROAD, AND/OR PARKING AREA
	SINGLE FAMILY RESIDENTIAL ZONES 1/8-ACRE AND 1/4-ACRE LOTS
	DESTINATION / ICONIC PARK
	HOTEL BUILDING / PARCEL
	COMMERCIAL-RETAIL BUILDINGS / PARCELS
	MIXED USE BUILDINGS / PARCELS
	MULTI-FAMILY BUILDINGS / PARCELS
	OFFICE BUILDINGS / PARCELS
	PROPOSED NEW THRIVENT HQ PARCEL
	ZONING BOUNDARY/DESIGNATION
	PROPOSED NEW TRAIL
	EXISTING TRAIL TO REMAIN
	EXISTING LANDSCAPE AND VEGETATION TO REMAIN

NOTE Concept Master Plan is for illustrative purposes only. Locations and densities of contemplated Permitted Uses is subject to change.

△ Revisions

IDEATION PHASE-1  
THRIVENT - APPLETON

Date Issued: 07-02-2024  
RINKA project #: 220701  
Sheet Title

FULL SITE TEST FIT  
- FUTURE

Sheet # IP1-06A



**CONCEPT MASTER PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY. LOCATIONS AND DENSITIES OF CONTEMPLATED PERMITTED USES IS SUBJECT TO CHANGE.**

ZONE AREAS - COMPLETE		
Zone	Area (AC)	Area (SF)
A_02	10.6 acres	460,040 R <sup>2</sup>
C_01	19.3 acres	841,400 R <sup>2</sup>
C_02	8.1 acres	353,450 R <sup>2</sup>
C_03	2.8 acres	122,250 R <sup>2</sup>
M_04	3.6 acres	156,000 R <sup>2</sup>
M_05	5.8 acres	245,840 R <sup>2</sup>
O_01	6.1 acres	266,000 R <sup>2</sup>
O_02	5.1 acres	221,000 R <sup>2</sup>
O_03	4.7 acres	204,000 R <sup>2</sup>
O_04	4.2 acres	182,220 R <sup>2</sup>
O_05	12.4 acres	538,150 R <sup>2</sup>
O_T	12.6 acres	549,010 R <sup>2</sup>
S_01	7.5 acres	326,960 R <sup>2</sup>
S_02	5.1 acres	220,500 R <sup>2</sup>
T_01	2.9 acres	123,000 R <sup>2</sup>
T_02	3.1 acres	135,000 R <sup>2</sup>
T_03	3.1 acres	135,000 R <sup>2</sup>
T_04	3.1 acres	135,000 R <sup>2</sup>
T_05	3.5 acres	151,240 R <sup>2</sup>
T_06	4.3 acres	186,700 R <sup>2</sup>
T_07	2.8 acres	121,500 R <sup>2</sup>
T_08	2.8 acres	121,500 R <sup>2</sup>
T_09	1.4 acres	62,130 R <sup>2</sup>
T_10	4.8 acres	209,820 R <sup>2</sup>
T_11	4.4 acres	189,750 R <sup>2</sup>
T_12	4.6 acres	199,660 R <sup>2</sup>
T_13	4.7 acres	206,240 R <sup>2</sup>
T_13x	2.0 acres	87,300 R <sup>2</sup>
T_14	5.1 acres	220,300 R <sup>2</sup>
T_15	6.4 acres	279,310 R <sup>2</sup>
T_16	3.8 acres	164,920 R <sup>2</sup>
T_17	6.0 acres	259,910 R <sup>2</sup>
T_18	2.7 acres	118,210 R <sup>2</sup>
T_19	2.0 acres	87,760 R <sup>2</sup>
X_01	11.4 acres	496,060 R <sup>2</sup>
X_3	3.1 acres	135,910 R <sup>2</sup>
Z_01	0.9 acres	39,240 R <sup>2</sup>
Z_02	2.4 acres	106,260 R <sup>2</sup>
Z_04	4.1 acres	178,950 R <sup>2</sup>
Z_05	4.0 acres	172,340 R <sup>2</sup>
Z_06	4.5 acres	194,400 R <sup>2</sup>
Z_07	3.1 acres	136,460 R <sup>2</sup>
Z_08	2.9 acres	125,460 R <sup>2</sup>
Z_09	4.5 acres	194,400 R <sup>2</sup>
Z_10	4.5 acres	194,400 R <sup>2</sup>
Z_11	5.4 acres	237,310 R <sup>2</sup>
Z_12	2.0 acres	86,030 R <sup>2</sup>
Z_13	3.8 acres	164,850 R <sup>2</sup>
Z_15	3.3 acres	145,920 R <sup>2</sup>
Z_16	3.4 acres	150,130 R <sup>2</sup>
Z_17	3.3 acres	142,120 R <sup>2</sup>
Z_18	2.1 acres	90,200 R <sup>2</sup>
Z_19	1.5 acres	66,000 R <sup>2</sup>
Z_20	4.3 acres	187,070 R <sup>2</sup>
Z_22	2.0 acres	85,050 R <sup>2</sup>
Z_30	0.7 acres	32,400 R <sup>2</sup>
Z_31	0.7 acres	32,400 R <sup>2</sup>
Z_32	0.7 acres	32,400 R <sup>2</sup>
Z_33	0.7 acres	32,400 R <sup>2</sup>
Z_34	2.7 acres	118,800 R <sup>2</sup>
Z_35	2.6 acres	111,400 R <sup>2</sup>
Z_36	4.6 acres	201,330 R <sup>2</sup>
270.2 acres		

ZONE M - TOWNHOMES		
ZONE	Approx. Units	Notes
M_04	34	Townhomes - self parked
M_05	52	<varies>
M_05	86	

ZONE A - MULTI-FAMILY & TOWNHOMES		
ZONE	Approx. Units	Notes
A_01	182	<varies>
A_01	182	

ZONE T - TND 1/8-ACRE LOTS - FUTURE		
Zone	Units (+/-)	Notes
T_01	17	TND - self parked
T_02	18	TND - self parked
T_03	18	TND - self parked
T_04	18	TND - self parked
T_05	17	TND - self parked
T_06	26	TND - self parked
T_07	16	TND - self parked
T_08	16	TND - self parked
T_09	8	TND - self parked
T_10	27	TND - self parked
T_11	26	TND - self parked
T_12	27	TND - self parked
T_13	29	TND - self parked
T_14	30	TND - self parked
T_15	38	TND - self parked
T_16	22	TND - self parked
T_17	34	TND - self parked
T_18	15	TND - self parked
T_19	22	TND - self parked
T_19	424	

ZONE Z - SINGLE FAMILY 1/4-AC LOTS		
ZONE	Approx. Units	Notes
Z_01	3	Single-Family 1/4 Ac - self parked
Z_02	9	Single-Family 1/4 Ac - self parked
Z_04	18	Single-Family 1/4 Ac - self parked
Z_05	23	Single-Family 1/4 Ac - self parked
Z_06	18	Single-Family 1/4 Ac - self parked
Z_07	10	Single-Family 1/4 Ac - self parked
Z_08	10	Single-Family 1/4 Ac - self parked
Z_09	18	Single-Family 1/4 Ac - self parked
Z_10	18	Single-Family 1/4 Ac - self parked
Z_11	19	Single-Family 1/4 Ac - self parked
Z_12	6	Single-Family 1/4 Ac - self parked
Z_13	14	Single-Family 1/4 Ac - self parked
Z_14	9	Single-Family 1/4 Ac - self parked
Z_15	11	Single-Family 1/4 Ac - self parked
Z_16	11	Single-Family 1/4 Ac - self parked
Z_17	12	Single-Family 1/4 Ac - self parked
Z_18	8	Single-Family 1/4 Ac - self parked
Z_19	6	Single-Family 1/4 Ac - self parked
Z_20	16	Single-Family 1/4 Ac - self parked
Z_22	11	Single-Family 1/4 Ac - self parked
Z_30	3	Single-Family 1/4 Ac - self parked
Z_31	3	Single-Family 1/4 Ac - self parked
Z_32	3	Single-Family 1/4 Ac - self parked
Z_33	3	Single-Family 1/4 Ac - self parked
Z_34	11	Single-Family 1/4 Ac - self parked
Z_35	8	Single-Family 1/4 Ac - self parked
Z_36	16	Single-Family 1/4 Ac - self parked
Z_36	297	

ZONE S - GARDEN STYLE APTS		
ZONE	Approx. Units	Notes
S_01	120	Mixed Surface & Garage Parking
S_02	100	Mixed Surface & Garage Parking
S_02	220	
(2 LEVELS EACH)		

ZONE X - MIXED USE				
ZONE	Approx. Units	Suggested Minimum Parking	Parking Count	Notes
X_01	402	635	623	Mixed Surface & Garage Parking
X_02	412	650	630	Mixed Surface & Garage Parking
X_03	108	162	223	
X_03	922	1447	1476	
10-15K TOTAL RETAIL (@ MAJOR INTERSECTION)				

ZONE O - OFFICE			
ZONE	Footprint (+/-)	Total GSF	Notes
O_01	37,800 R <sup>2</sup>	151,200 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_02	30,100 R <sup>2</sup>	120,400 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_03	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_04	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_04	118,400 R <sup>2</sup>	473,600 R <sup>2</sup>	

O\_T THRIVENT HEADQUARTERS 300K  
O\_E EXISTING OFFICE LOT (NOT IN SCOPE)

ZONE C - COMMERCIAL				
ZONE	Footprint (+/-)	Total GSF	Retail GSF	Notes
C_01	112,100 R <sup>2</sup>	112,100 R <sup>2</sup>	112,100 SF	4 Parking Stalls per 1,000SF
C_02	38,900 R <sup>2</sup>	98,300 R <sup>2</sup>	19,100 SF	4 Parking Stalls per 1,000SF
C_03	13,000 R <sup>2</sup>	22,000 R <sup>2</sup>	22,000 SF	4 Parking Stalls per 1,000SF
C_03	164,000 R <sup>2</sup>	232,400 R <sup>2</sup>	153,200 SF	

C\_01 FUEL STATION +/- 2 ACRES  
10-15K RETAIL  
65-100K GROCERY RETAILER

C\_02 15K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)  
HOTEL @ 150 KEYS, 4FL

C\_03 6-10K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)

**TOTALS**

**OVERALL SITE ACREAGE: 580.8 AC**

**RETAIL: 120-175K**

**OFFICE: 450-500K**

**APPROXIMATE RESIDENTIAL UNITS: 2,200 - 2,300 UNITS**

- 220 GARDEN STYLE
- 1,000+/- MULTIFAMILY
- 400 TND (1/8 ACRE LOT)
- 300 SINGLE FAMILY (1/4 ACRE LOT)
- 120 TOWNHOMES



**EXHIBIT: D**  
**Proposed Thrivent Concept Master Plan**

1 SITE - BASE  
1" = 300'-0"

△ Revisions

IDEATION PHASE 1  
THRIVENT - APPLETON

Appleton, WI  
Date Issued: 06.21.2024  
RINKA project #: 220701  
Sheet Title

FULL SITE PROGRAM - TEST FIT - COMPLETE



**RESOLUTION  
CITY OF APPLETON**

**ADOPTION OF THE RECOMMENDED AMENDMENT TO THE COMPREHENSIVE  
PLAN AS PREPARED BY THE CITY OF APPLETON PLAN COMMISSION**

**WHEREAS**, the Common Council of the City of Appleton pursuant to Section 62.23 of the Wisconsin Statutes, has established a City Plan Commission; and

**WHEREAS**, on March 3, 2010, the Common Council adopted the City of Appleton Comprehensive Plan to promote public health, safety and welfare of the City by effectively guiding long-range growth and development within the City and its statutory extraterritorial planning jurisdiction; and

**WHEREAS**, Chapter 12: Implementation, Comprehensive Plan Update Procedures, of the Comprehensive Plan was created in the City of Appleton Code of Ordinances to provide procedures and criteria for amending and updating the City of Appleton Comprehensive Plan; and

**WHEREAS**, members of the public were invited to make comments at a meeting held on July 24, 2024, by the City Plan Commission, wherein the following Comprehensive Plan amendment (Amendment #1-24) herein adopted was reviewed and commented upon by members of the public; and

**WHEREAS**, the City of Appleton Plan Commission has reviewed the recommended amendment to the Comprehensive Plan Future Land Use Map at a meeting held on July 24, 2024, and

**WHEREAS**, the City of Appleton Plan Commission reviewed the following Comprehensive Plan Amendments, found these amendments to meet the criteria outlined in Chapter 12: Implementation, Comprehensive Plan Update Procedures, warranting inclusion in this resolution

1. Having been filed with the City Clerk by the City of Appleton Community Development Department requesting a Comprehensive Plan Future Land Use Map Amendment #1-24 to change future land use designations:

From: Future Agricultural and Private Open Space and Commercial land use designation, per Exhibit: A,

To: Future One and Two Family Residential and Mixed-Use land use designation, per Exhibit: B.

**WHEREAS**, members of the public, adjacent and nearby local governmental units will be given a 30-day review and comment period prior to the public hearing, which will be conducted by the Common Council for the Comprehensive Plan proposed amendment; and

**WHEREAS**, after said public hearing, the Common Council will decide whether to adopt by ordinance the proposed amendments to the Comprehensive Plan; and

**WHEREAS**, the Comprehensive Plan may be used as the basis for, among other things, updating the zoning ordinance, accomplishing extraterritorial zoning and as a guide for approving or disapproving actions affecting growth and development within the jurisdiction of the City of Appleton; and

**WHEREAS**, this Comprehensive Plan may from time to time be amended, extended, or added to in greater detail; and

**NOW, THEREFORE, BE IT RESOLVED**, by the City of Appleton Plan Commission that the recommended Comprehensive Plan amendments are hereby adopted as a part of the City of Appleton Comprehensive Plan 2010-2030 pursuant to §66.1001(4), Wis. Stats. and that the Plan Commission recommends said Comprehensive Plan amendments to the City of Appleton Common Council for adoption by ordinance, after a 30-day public review and comment period and public hearing.

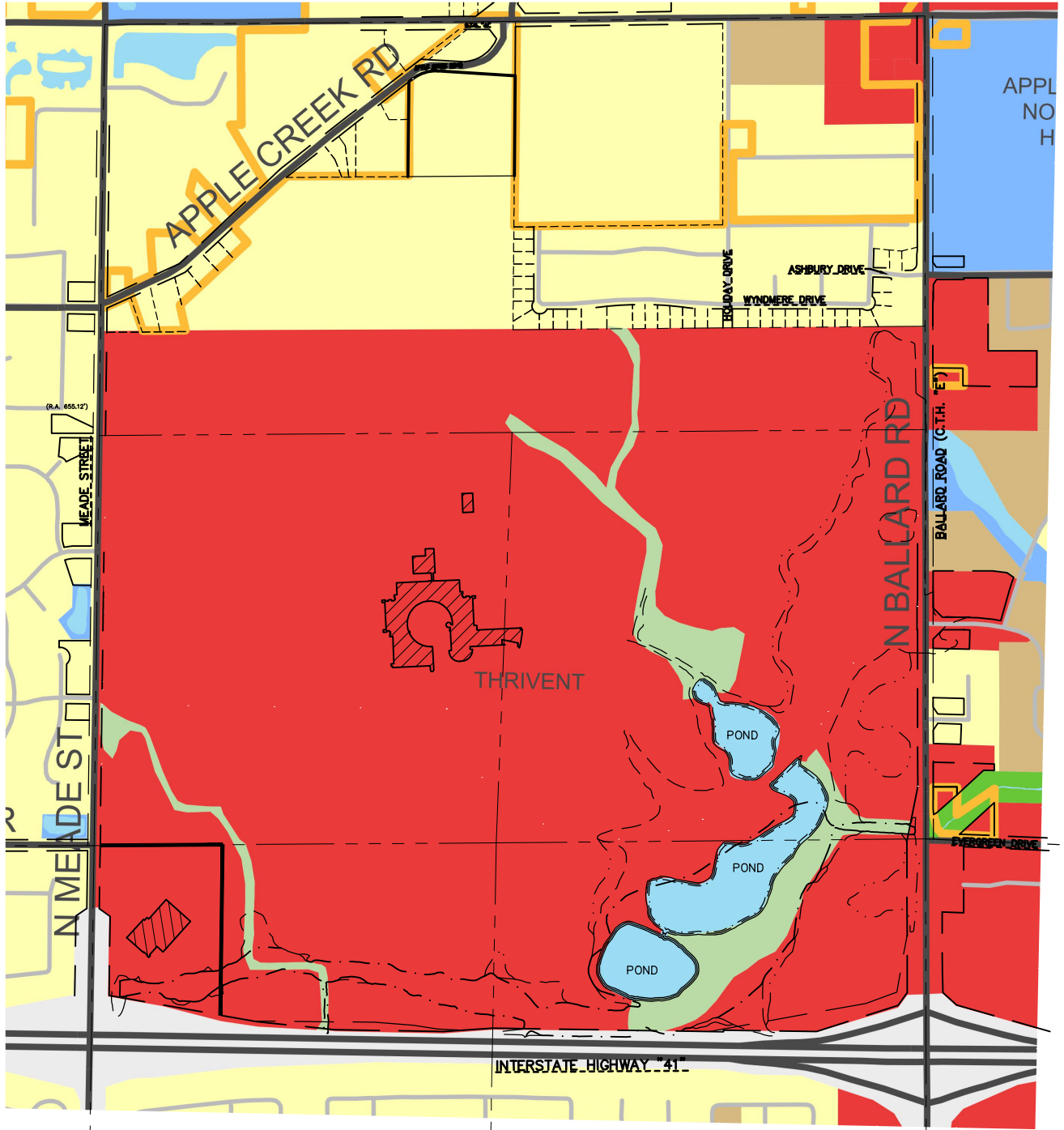
Adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2024.












\_\_\_\_\_  
Jacob A. Woodford, Mayor

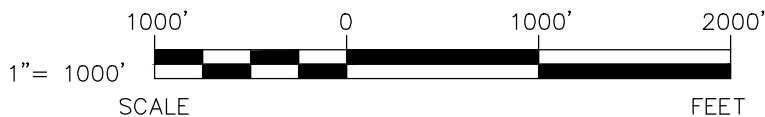
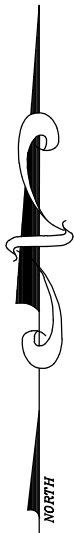
ATTEST:

\_\_\_\_\_  
Kami Lynch, City Clerk

EXISTING FUTURE LAND USE EXHIBIT: A



- |  |   |
|--|---|
|  One and Two-Family Residential |  Industrial                          |
|  Multifamily Residential        |  Public / Institutional              |
|  Commercial                     |  Public Parks and Open Space         |
|  Mixed-Use                      |  Agricultural and Private Open Space |
|  Central Business District      |  Ponds/Water                         |
|  Business / Industrial          |   |



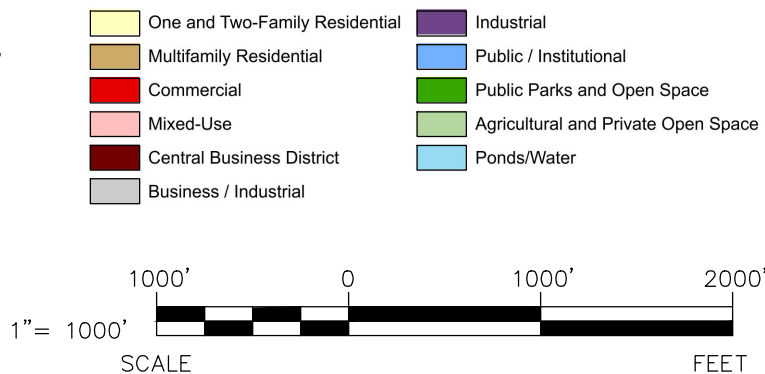
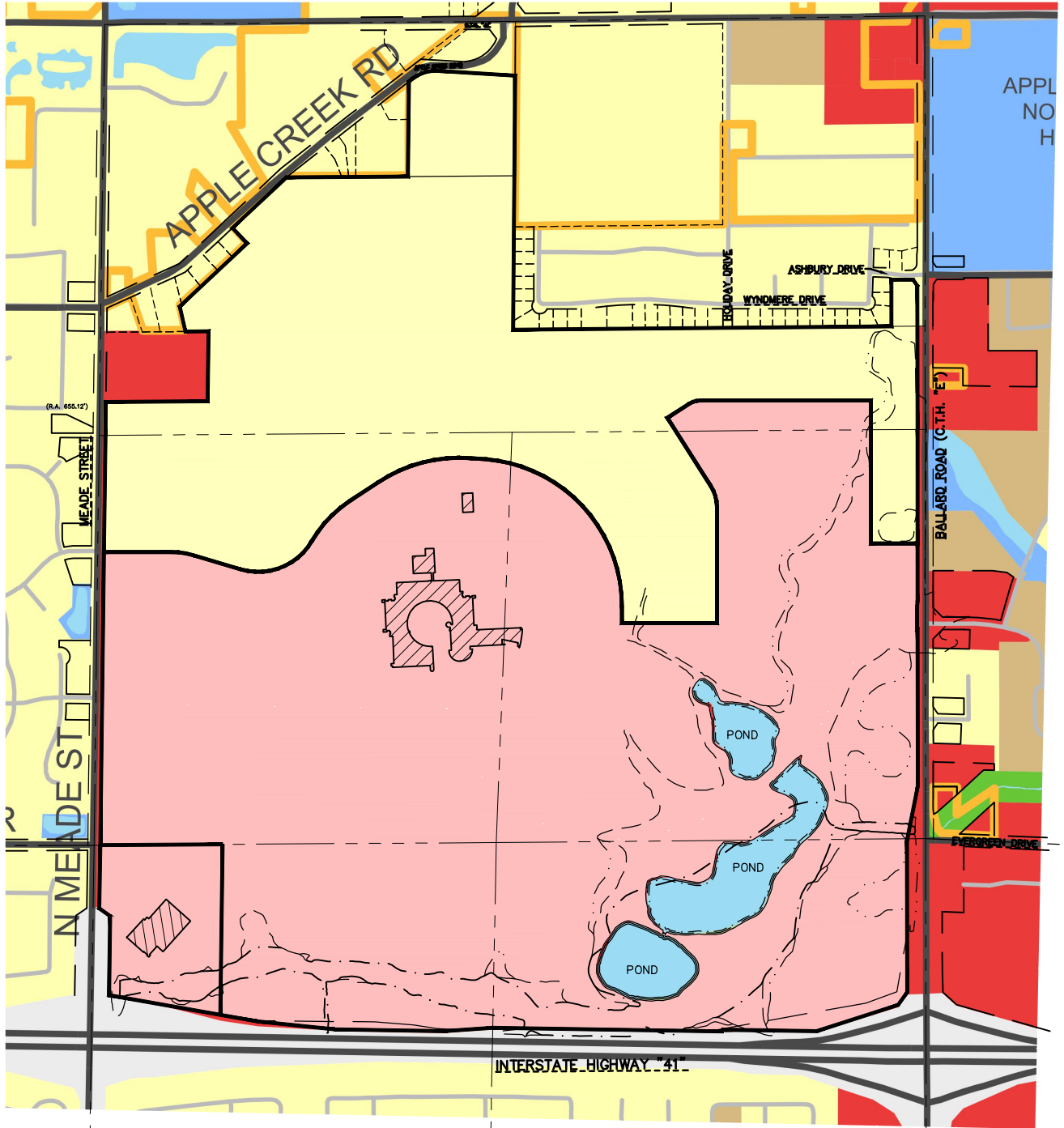


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PROPOSED FUTURE LAND USE EXHIBIT: B





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**JOB NO. 240061800**



**IMPLEMENTATION PLAN DOCUMENT FOR PLANNED DEVELOPMENT (PD #4-00)**

**PLANNED DEVELOPMENT DESIGNATION**

WHEREAS, the Aid Association for Lutherans (AAL) Planned Development Designation for PD Rezoning #4-00 (PD #4-00) went into effect on the date when the Implementation Plan Document for PD #4-00 was recorded in the Outagamie County Register of Deeds Office, Wisconsin, on August 11, 2000, as Document No. 1376284.

WHEREAS, Aid Association for Lutherans, a Wisconsin corporation, changed its name to Thrivent Financial for Lutherans, a Wisconsin corporation, effective May 21, 2002 (the "Owner/Developer").

WHEREAS, certain changes to the Implementation Plan Document No 1376284 are permitted in accordance with the requirements of Section 23-151(p) of the Appleton Zoning Ordinance.

WHEREAS, an official map amendment is permitted in accordance with Section 23-65(d)(2) of the Appleton Zoning Ordinance.

WHEREAS, the property Owner/Developer desires to repeal Implementation Plan Document No. 1376284 in accordance with Section 23-151(p)(1) of the Appleton Zoning Ordinance and replace it with this IPD, which recreates the provisions and district boundary lines, as further described below for the real estate described on the attached Exhibit A ("the Property") . After recording of this Implementation Plan Document, all references to PD #4-00 will mean and refer to this Implementation Plan Document.

**Record and return copy to:**  
City of Appleton  
Community Development Department  
100 N. Appleton Street  
Appleton, WI 54911



WHEREAS, Section 23-151 of the Appleton Municipal Code requires the recordation of an Implementation Plan Document in the Outagamie County Register or Deeds; and

WHEREAS, the parties hereto wish to notify all interested parties of the existence of said Implementation Plan Document;

NOW, THEREFORE, in consideration of the foregoing recitals, the Owner/Developer and the City hereby notify all interested parties as follows:

1. **Existence of Implementation Plan for PD #4-00.** The parties hereto have entered into mutually agreeable Development and Implementation Plan Document for the Property. This designation establishes the land uses which shall be permitted on the Property, development standards, and a general development plan, that must be complied with by the Owner/Developer and all subsequent property owners or agents of the property owners.
2. **Location of Implementation Plan.** This Implementation Plan Document for PD #4-00 approved by Appleton Common Council action on \_\_\_\_\_, 20\_\_\_\_ and executed by the parties on the date of filing with the Outagamie County Register of Deeds' office and is also on file with the Appleton Community Development Department, 100 North Appleton Street, Appleton, WI and is subject to review and reproduction by all interested parties upon request.
3. **Subsequent Purchasers.** A Planned Development (PD) is a zoning overlay district under the City of Appleton Zoning Ordinance. The Implementation Plan Document exists for Planned Developments (PDs) under this zoning category and are covenants that run with the land. Accordingly, all future purchasers of Property zoned PD should become familiarized with the individual requirements attached to that specific Property.
4. **Amendments to Implementation Plans.** Pursuant to Section 23-151 of the Appleton Municipal Code, major changes in a PD require approval by the City Council and subsequent recording of the amendment. The Community Development Director may approve Minor Amendments.
5. **Development Guidelines and Conditions.** PD #4-00 shall comply with the following development standards:

A. **LAND USES**

1. **Principal Permitted Uses.**

Residential Uses

- Assisted living or retirement homes
- Nursing or convalescent homes
- Dwelling, single-family



- Dwelling, two-family
- Dwelling, zero lot line for two-family
- Dwelling, multi-family, for three (3) or more units per apartment building or townhouses

#### Public and Semi-Public Uses

- Clubs
- Day care, group
- Education institutions; business, technical or vocational school
- Educational institutions; college or university
- Governmental facilities
- Hospitals
- Marina or boat landings
- Museums
- Places of worship
- Public parks or playground
- Recreation facilities; non-profit
- Registered historic places open to the public and having retail space occupying not more than 10% of the gross floor area of the building

#### Non-Residential Uses

- Automobile maintenance shops
- Commercial entertainment; excluding sexually-oriented establishments
- Drive through facilities pursuant to Section 23-49
- Greenhouses or greenhouse nurseries
- Hotel or motels
- Manufacturing, custom pursuant to Section 23-66(h)(16)
- Multi-tenant building
- Offices
- Painting/Craft studio without alcohol sales
- Parking lots
- Parking garages
- Personal services
- Printing
- Professional services
- Data center
- Restaurants (without alcohol)
- Restaurants, fast food
- Retail businesses
- Shopping centers
- Towing businesses pursuant to Section 23-66(h)(15)
- Urban farms pursuant to Section 23-66(h)(17)
- Veterinarian clinics
- Bar or taverns pursuant to Section 23-66(h)(6)
- Car washes



- Craft-Distillery pursuant to Section 23-66(h)(19)
- Gasoline sales pursuant to Section 23-66(h)(8)
- Microbrewery/Brewpub pursuant to Section 23-66(h)(19)
- Outdoor commercial entertainment pursuant to Section 23-66(h)(11)
- Painting/Craft studio with alcohol sales pursuant to Section 23-66(h)(6)
- Restaurants with alcohol pursuant to Section 23-66(h)(6)
- Tasting rooms pursuant to Sections 23-66(h)19 and/or 21
- Winery pursuant to Section 23-66(h)21

2. **Accessory uses, buildings and structures, Fences and walls, Refuse container and dumpster enclosures, Drive through facilities** are permitted within PD #4-00 in connection with the permitted uses, pursuant to Chapter 23, Appleton Zoning Code as now in effect or hereafter amended.
3. **Temporary uses and structures** are permitted within PD #4-00 pursuant to the Chapter 23, Appleton Zoning Code as now in effect or hereafter amended.

**B. DEVELOPMENT STANDARDS**

1.
  - a. **Maximum building height** shall not exceed 35 feet for single-family detached dwelling, two-family dwellings and zero lot line two-family dwellings.
  - b. **Maximum building height** shall not exceed 60 feet for multi-family dwellings.
  - c. **Maximum building height** for all other uses shall not exceed 105 feet as was previously permitted.
2.
  - a. **Minimum individual lot width** shall be 40 feet for single-family detached dwellings.
  - b. **Minimum individual lot width** shall be 30 feet for zero lot line dwellings and two-family dwellings shall.
  - c. **Minimum individual lot width** shall be 60 feet for all other uses.
3.
  - a. **Minimum individual lot area** shall be 4,000 square feet for single-family detached dwellings, zero lot line dwellings and two-family dwellings.
  - b. **Minimum individual lot area** shall be 14,000 square feet for all other uses.



4. **Minimum front, rear, and side lot line setbacks** shall be:
- a. Front lot line setback:
    - i. For mixed-use buildings: 0 feet
    - ii. For all other uses: 10 feet
    - iii. For single-family detached dwellings adjacent to an alley: 4 feet.
  - b. Rear lot line setback:
    - i. For single-family detached dwellings: 4 feet
    - ii. For all other uses: 20 feet
  - c. Side lot line setback:
    - i. For single-family detached dwellings, two-family dwellings and zero lot line two-family dwellings: 5 feet
    - ii. For all other uses: No side lot line setback, unless abutting a residentially zoned district, then shall be 10 feet, not including zero lot line two-family dwellings
    - iii. For zero lot line two-family dwellings with a common wall: No side lot line setback
5. a. **Maximum individual lot coverage** shall be 90% for multi-family dwellings and mixed-use buildings.
- b. **Maximum individual lot coverage** shall be 75% for all other uses.
6. **Parking, loading/unloading, bicycle and landscaping standards** shall be as specified pursuant to the Chapter 23, Appleton Zoning Code as now in effect or hereafter amended, except the minimum number of off-street parking and loading spaces shall be calculated as follows:

**Exception. Calculation of Off-Street Parking and Loading Spaces:** The minimum required number of off-street parking and loading spaces for specific uses listed in the off-street parking and loading section pursuant to the Chapter 23, Appleton Zoning Code as now in effect or hereafter amended are reduced by fifty percent (50%) for permitted uses in PD #4-00.

The minimum number of off-street parking and loading spaces required to serve the existing building identified on Exhibit B – Concept Master Plan attached here as "Data Center", which is roughly 18,000 square feet, and is utilized as a data center, shall be 12 stalls.

7. **Signs and Outdoor Lighting.**

- a. All signs shall comply with Chapter 23, Appleton Zoning Code as now in effect or hereafter amended. The existing monument signage shown on Exhibit B – Zoning Boundary Depiction shall be allowed to remain at their current location and size within PD#4-00. The monument signs are allowed to be maintained including changing the sign copy/message related to uses and activities within PD#4-00.



- b. All exterior lighting fixtures, either mounted on the building or freestanding, shall comply with Chapter 23, Appleton Zoning Code as now in effect or hereafter amended

8. **Site Plan Review Application.** Prior to obtaining a building permit within PD #4-00, minor site plan or site plan review and approval shall be required for principal, accessory buildings, structures and uses in accordance with Chapter 23, Appleton Zoning Code as now in effect or hereafter amended.

9. **Application of the Municipal Code of the City of Appleton.** In conjunction with land uses and development provisions listed above, the Municipal Code of the City of Appleton as now in effect or hereafter amended applies to all land and land development on the property, unless otherwise stated in this document.

C. **INSTALLATION OF REQUIRED IMPROVEMENTS** – The installation of all required improvements, including but not limited to, driveway access, stormwater, streets, sidewalks, bike paths, water systems, sewer systems, fire protection, utilities shall be in accordance with all applicable City Appleton regulations.

D. **GENERAL PROVISIONS**

1. **Enforcement.** The provisions of this Implementation Plan Document for PD #4-00 shall be effective and in force unless so amended as required by pursuant to the Chapter 23, Appleton Zoning Code as now in effect or hereafter amended.

2. **Breach of Provisions of PD #4-00.**

If at any time any provision or requirements stated in PD #4-00 have been breached by the Owner/Developer, their respective successors, representatives and assigns, and all persons who may hereafter acquire an interest in the Property or any part thereof any property, the City may withhold approval of any or all platting or the issuance of any or all grading or building permits or occupancy permits applied for on the Property, until such breach has been remedied.

3. **Binding Effect.**

PD #4-00 shall run with the land and be binding upon the Owner/Developer, their respective successors, representatives and assigns, and all persons who may hereafter acquire an interest in the Property or any part thereof, with the exception that provisions of this designation may be modified through an amendment in accordance with the procedure stated in Chapter 23, Appleton Zoning Code as now in effect or hereafter amended to amend planned developments. This Implementation Plan Document for PD #4-00 and Exhibits (Exhibit A - Legal Description; Exhibit B - Zoning Boundary Depiction, and Exhibit C - Concept Master Plan) shall be recorded in the Outagamie Register of Deeds Office in order to put



prospective purchasers or other interested persons on notice as to the terms contained herein. Concept Master Plan is for illustrative purposes only. Locations and densities of contemplated Permitted Uses is subject to change.

**4. Entire Designation**

This Implementation Plan Document for PD #4-00 contains all provisions and requirements incumbent upon the Owner/Developer relative to PD #4-00, except as modified by subsequent action of the Appleton Common Council in accordance with procedures set forth in in Chapter 23, Appleton Zoning Code as now in effect or hereafter amended to amend planned developments, and except that nothing contained herein shall be construed as waiving any requirements of the Appleton Municipal Code or other regulations otherwise applicable to the development of the Property.

**5. Recording of Development Plan and Implementation Plan Document of PD #4-00**

- a. This Implementation Plan Document for PD #4-00 must be signed by both the City and the Owner/Developer and must be recorded by in the Outagamie Register of Deeds' Office and a recorded copy of the Implementation Plan Document for PD #4-00 and Exhibits (Exhibit A - Legal Description, Exhibit B- Zoning Boundary Depiction, and Exhibit C- Concept Master Plan)shall be provided to the Appleton Community Development Department. This constitutes approval of the Implementation Plan Document for PD #4-00. Concept Master Plan is for illustrative purposes only. Locations and densities of contemplated Permitted Uses is subject to change.
- b. No permit allowing construction of a building or other development, shall take place on the Property until the required recording of the Implementation Plan Document for PD #4-00 is accomplished.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

By: \_\_\_\_\_  
Owner

Title:

By: \_\_\_\_\_  
Developer

Title:



STATE OF WISCONSIN )  
 )ss  
COUNTY OF \_\_\_\_\_ )

Personally came before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, the above named \_\_\_\_\_, and \_\_\_\_\_, to me known to be the persons who executed the foregoing instrument and acknowledged the same in the capacity and for the purposes therein intended.

\_\_\_\_\_  
Notary Public, State of Wisconsin  
My Commission expires

The above Implementation Plan Document for PD#4-00 was drafted by the undersigned at the request of the Property Owner/Developer.

(Insert Applicant's Name) \_\_\_\_\_  
Drafter's Signature

\_\_\_\_\_  
Date

Approved as to form:

CITY OF APPLETON, a Wisconsin  
Municipal Corporation

\_\_\_\_\_  
Attorney

By: \_\_\_\_\_ Appleton City  
Mayor

Attest: \_\_\_\_\_  
City Clerk

STATE OF WISCONSIN )  
 )ss  
COUNTY OF OUTAGAMIE )

Personally came before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, the above-named Mayor of City of Appleton, and City Clerk of City of Appleton, to me known to be the persons who executed the foregoing instrument and acknowledged the same in the capacity and for the purposes therein intended.

\_\_\_\_\_  
Notary Public, State of Wisconsin  
My Commission expires



## Exhibit: A

### Legal Description

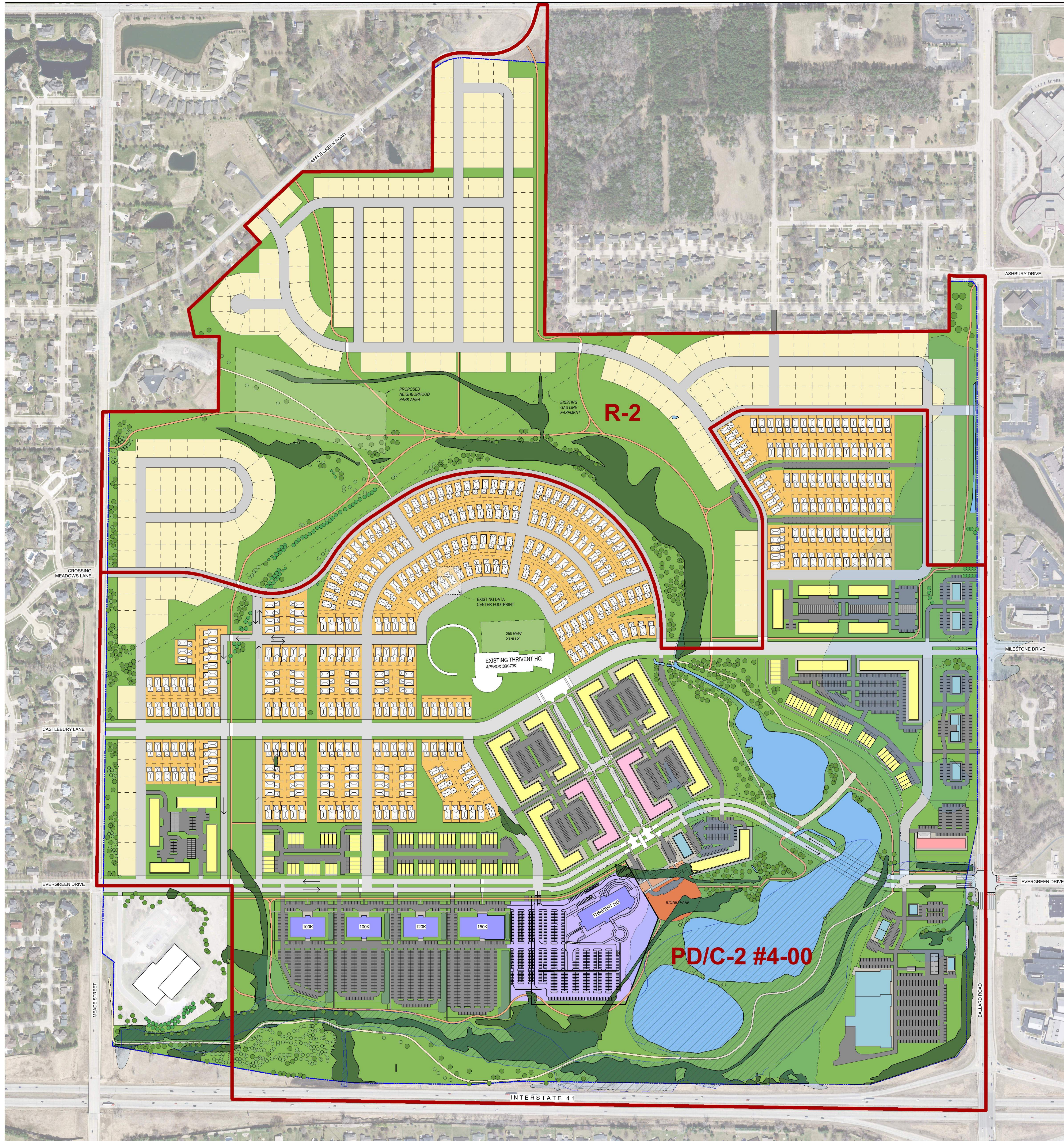
Part of Lot 2 of Certified Survey Map No. 8196, recorded in Outagamie County Register of Deeds Office as Document No. 2247072, part of the Northwest 1/4, Northeast 1/4, Southwest 1/4 and Southeast 1/4 of the Southwest 1/4 and part of the Northwest 1/4, Northeast 1/4, Southwest 1/4 and Southeast 1/4 of the Southeast 1/4 of Section 12, and part of the Northwest 1/4 and Northeast 1/4 of the Northwest 1/4 and part of the Northwest 1/4 and Northeast 1/4 of the Northeast 1/4 of Section 13, all being located in Township 21 North, Range 17 East, City of Appleton, Outagamie County, Wisconsin being more particularly described as follows:

Commencing at the Northeast corner of the Southeast 1/4 of said Section 12; thence South  $00^{\circ}-02'-21''$  East along the East line of said Southeast 1/4, a distance of 734.04 feet; thence North  $90^{\circ}-00'-00''$  West, a distance of 50.00 feet to the West right-of-way line of Ballard Road, said point being the point of beginning; thence continuing North  $90^{\circ}-00'-00''$  West, a distance of 300.20 feet; thence North  $00^{\circ}-00'-00''$  East, a distance of 920.00 feet; thence North  $90^{\circ}-00'-00''$  West, a distance of 1,095.94 feet; thence Southwesterly 73.60 feet on a curve to the left having a radius of 130.00 feet, the chord of said curve bears South  $73^{\circ}-46'-53''$  West, a chord distance of 72.62 feet; thence South  $57^{\circ}-33'-46''$  West, a distance of 169.14 feet; thence South  $32^{\circ}-26'-14''$  East, a distance of 520.93 feet; thence Southeasterly 141.53 feet on a curve to the right having a radius of 250.00 feet, the chord of said curve bears South  $16^{\circ}-13'-07''$  East, a chord distance of 139.65 feet; thence South  $00^{\circ}-00'-00''$  East, a distance of 746.70 feet; thence North  $90^{\circ}-00'-00''$  West, a distance of 610.35 feet; thence North  $00^{\circ}-00'-00''$  East, a distance of 106.33 feet; thence Northwesterly 1,415.04 feet on a curve to the left having a radius of 950.00 feet, the chord of said curve bears North  $42^{\circ}-40'-17''$  West, a chord distance of 1,287.81 feet; thence North  $85^{\circ}-20'-35''$  West, a distance of 93.29 feet; thence Southwesterly 630.02 feet on a curve to the left having a radius of 950.00 feet, the chord of said curve bears South  $75^{\circ}-39'-30''$  West, a chord distance of 618.54 feet; thence South  $56^{\circ}-39'-36''$  West, a distance of 219.75 feet; thence Southwesterly 359.69 feet on a curve to the left having a radius of 780.00 feet, the chord of said curve bears South  $43^{\circ}-26'-56''$  West, a chord distance of 356.52 feet; thence Southwesterly 533.52 feet on a curve to the right having a radius of 400.00 feet, the chord of said curve bears South  $68^{\circ}-26'-56''$  West, a chord distance of 494.85 feet; thence North  $73^{\circ}-20'-24''$  West, a distance of 314.39 feet; thence Northwesterly 145.38 feet on a curve to the left having a radius of 500.00 feet, the chord of said curve bears North  $81^{\circ}-40'-12''$  West, a chord distance of 144.87 feet; thence North  $90^{\circ}-00'-00''$  West, a distance of 432.76 feet to the East right-of-way line of Meade Street; thence South  $00^{\circ}-43'-29''$  West along said East line, a distance of 1,885.41 feet to the South line of the Southwest 1/4 of said Section 12; thence North  $89^{\circ}-36'-54''$  East along said South line, a distance of 787.74; thence South  $00^{\circ}-46'-59''$  West, a distance of 1,095.87 feet to the Northerly right-of-way line of Interstate Highway "41"; thence South  $79^{\circ}-59'-24''$  East along said Northerly line, a distance of 238.64 feet; thence South  $84^{\circ}-00'-22''$  East along said Northerly line, a distance of 502.02 feet; thence South  $89^{\circ}-08'-56''$  East along said Northerly line, a distance of 700.00 feet; thence North  $86^{\circ}-20'-30''$  East along said Northerly line, a distance of 317.96 feet; thence South  $89^{\circ}-08'-56''$  East along said Northerly line, a distance of 1,484.19 feet; thence North  $00^{\circ}-51'-04''$  East along said Northerly line, a distance of 10.00 feet; thence South  $89^{\circ}-08'-56''$  East along said Northerly line, a distance of 598.15 feet; thence North  $72^{\circ}-14'-50''$  East along said Northerly line, a distance of 549.98 feet; thence North  $35^{\circ}-43'-57''$  East along said Northerly line, a distance of 101.12 feet to the West right-of-way line of Ballard Road; thence North  $00^{\circ}-07'-51''$  West along said West line, a distance of 974.99 feet; thence North  $11^{\circ}-15'-34''$  East along said West line, a distance of 357.19 feet; thence North  $00^{\circ}-02'-21''$  West along said West line, a distance of 1,007.86 feet; thence South  $89^{\circ}-57'-40''$  West, a distance of 3.00 feet; thence North  $00^{\circ}-02'-21''$  West along said West line, a distance of 149.03 feet; thence North  $05^{\circ}-40'-03''$  East along said West line, a distance of 30.17 feet; thence North  $00^{\circ}-02'-21''$  West along said West line, a distance of 372.84 feet to the point of beginning and containing 381.485 acres (16,617,492 sq. ft.) of land more or less, including to the centerline of the adjacent right-of-way.



EXHIBIT: B

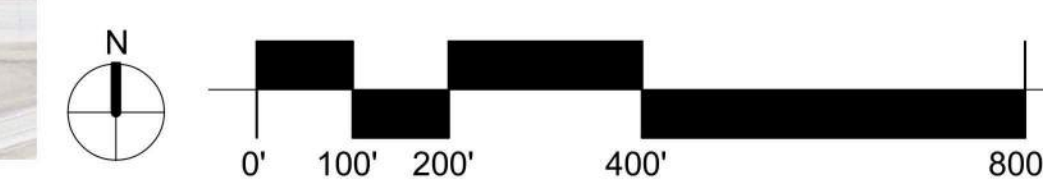
Proposed Thrivent Concept Master Plan  
 and Zoning Boundary Depiction



LEGEND

	EXISTING POND EXTENTS
	EXISTING WETLANDS
	PROPOSED GREEN SPACE
	PROPOSED PUBLIC RIGHT-OF-WAY
	PROPOSED PRIVATE DRIVE, ROAD, AND/OR PARKING AREA
	SINGLE FAMILY RESIDENTIAL ZONES 1/8-ACRE AND 1/4-ACRE LOTS
	DESTINATION / ICONIC PARK
	HOTEL BUILDING / PARCEL
	COMMERCIAL-RETAIL BUILDINGS / PARCELS
	MIXED USE BUILDINGS / PARCELS
	MULTI-FAMILY BUILDINGS / PARCELS
	OFFICE BUILDINGS / PARCELS
	PROPOSED NEW THRIVENT HQ PARCEL
	ZONING BOUNDARY/DESIGNATION
	PROPOSED NEW TRAIL
	EXISTING TRAIL TO REMAIN
	EXISTING LANDSCAPE AND VEGETATION TO REMAIN

NOTE Concept Master Plan is for illustrative purposes only. Locations and densities of contemplated Permitted Uses is subject to change.



△ Revisions

IDEATION PHASE-1  
 THRIVENT - APPLETON

Date Issued: 07-02-2024  
 RINKA project #: 220701  
 Sheet Title

FULL SITE TEST FIT  
 - FUTURE

Sheet # IP1-06A



**CONCEPT MASTER PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY. LOCATIONS AND DENSITIES OF CONTEMPLATED PERMITTED USES IS SUBJECT TO CHANGE.**

ZONE AREAS - COMPLETE		
Zone	Area (AC)	Area (SF)
A_02	10.6 acres	460,040 R <sup>2</sup>
C_01	19.3 acres	841,400 R <sup>2</sup>
C_02	8.1 acres	353,450 R <sup>2</sup>
C_03	2.8 acres	122,250 R <sup>2</sup>
M_04	3.6 acres	156,000 R <sup>2</sup>
M_05	5.8 acres	245,840 R <sup>2</sup>
O_01	6.1 acres	266,000 R <sup>2</sup>
O_02	5.1 acres	221,000 R <sup>2</sup>
O_03	4.7 acres	204,000 R <sup>2</sup>
O_04	4.2 acres	182,220 R <sup>2</sup>
O_05	12.4 acres	538,150 R <sup>2</sup>
O_T	12.6 acres	549,010 R <sup>2</sup>
S_01	7.5 acres	326,960 R <sup>2</sup>
S_02	5.1 acres	220,500 R <sup>2</sup>
T_01	2.9 acres	123,000 R <sup>2</sup>
T_02	3.1 acres	135,000 R <sup>2</sup>
T_03	3.1 acres	135,000 R <sup>2</sup>
T_04	3.1 acres	135,000 R <sup>2</sup>
T_05	3.5 acres	151,240 R <sup>2</sup>
T_06	4.3 acres	186,700 R <sup>2</sup>
T_07	2.8 acres	121,500 R <sup>2</sup>
T_08	2.8 acres	121,500 R <sup>2</sup>
T_09	1.4 acres	62,130 R <sup>2</sup>
T_10	4.8 acres	209,820 R <sup>2</sup>
T_11	4.4 acres	189,750 R <sup>2</sup>
T_12	4.6 acres	199,660 R <sup>2</sup>
T_13	4.7 acres	206,240 R <sup>2</sup>
T_13x	2.0 acres	87,300 R <sup>2</sup>
T_14	5.1 acres	220,300 R <sup>2</sup>
T_15	6.4 acres	279,310 R <sup>2</sup>
T_16	3.8 acres	164,920 R <sup>2</sup>
T_17	6.0 acres	259,910 R <sup>2</sup>
T_18	2.7 acres	118,210 R <sup>2</sup>
T_19	2.0 acres	87,760 R <sup>2</sup>
X_01	11.4 acres	496,060 R <sup>2</sup>
X_3	3.1 acres	135,910 R <sup>2</sup>
Z_01	0.9 acres	39,240 R <sup>2</sup>
Z_02	2.4 acres	106,260 R <sup>2</sup>
Z_04	4.1 acres	178,950 R <sup>2</sup>
Z_05	4.0 acres	172,340 R <sup>2</sup>
Z_06	4.5 acres	194,400 R <sup>2</sup>
Z_07	3.1 acres	136,460 R <sup>2</sup>
Z_08	2.9 acres	125,460 R <sup>2</sup>
Z_09	4.5 acres	194,400 R <sup>2</sup>
Z_10	4.5 acres	194,400 R <sup>2</sup>
Z_11	5.4 acres	237,310 R <sup>2</sup>
Z_12	2.0 acres	86,030 R <sup>2</sup>
Z_13	3.8 acres	164,850 R <sup>2</sup>
Z_15	3.3 acres	145,920 R <sup>2</sup>
Z_16	3.4 acres	150,130 R <sup>2</sup>
Z_17	3.3 acres	142,120 R <sup>2</sup>
Z_18	2.1 acres	90,200 R <sup>2</sup>
Z_19	1.5 acres	66,000 R <sup>2</sup>
Z_20	4.3 acres	187,070 R <sup>2</sup>
Z_22	2.0 acres	85,050 R <sup>2</sup>
Z_30	0.7 acres	32,400 R <sup>2</sup>
Z_31	0.7 acres	32,400 R <sup>2</sup>
Z_32	0.7 acres	32,400 R <sup>2</sup>
Z_33	0.7 acres	32,400 R <sup>2</sup>
Z_34	2.7 acres	118,800 R <sup>2</sup>
Z_35	2.6 acres	111,400 R <sup>2</sup>
Z_36	4.6 acres	201,330 R <sup>2</sup>
270.2 acres		

ZONE M - TOWNHOMES		
ZONE	Approx. Units	Notes
M_04	34	Townhomes - self parked
M_05	52	<varies>
	86	

ZONE A - MULTI-FAMILY & TOWNHOMES		
ZONE	Approx. Units	Notes
A_01	182	<varies>
	182	

ZONE T - TND 1/8-ACRE LOTS - FUTURE		
Zone	Units (+/-)	Notes
T_01	17	TND - self parked
T_02	18	TND - self parked
T_03	18	TND - self parked
T_04	18	TND - self parked
T_05	17	TND - self parked
T_06	26	TND - self parked
T_07	16	TND - self parked
T_08	16	TND - self parked
T_09	8	TND - self parked
T_10	27	TND - self parked
T_11	26	TND - self parked
T_12	27	TND - self parked
T_13	29	TND - self parked
T_14	30	TND - self parked
T_15	38	TND - self parked
T_16	22	TND - self parked
T_17	34	TND - self parked
T_18	15	TND - self parked
T_19	22	TND - self parked
	424	

ZONE Z - SINGLE FAMILY 1/4-AC LOTS		
ZONE	Approx. Units	Notes
Z_01	3	Single-Family 1/4 Ac - self parked
Z_02	9	Single-Family 1/4 Ac - self parked
Z_04	18	Single-Family 1/4 Ac - self parked
Z_05	23	Single-Family 1/4 Ac - self parked
Z_06	18	Single-Family 1/4 Ac - self parked
Z_07	10	Single-Family 1/4 Ac - self parked
Z_08	10	Single-Family 1/4 Ac - self parked
Z_09	18	Single-Family 1/4 Ac - self parked
Z_10	18	Single-Family 1/4 Ac - self parked
Z_11	19	Single-Family 1/4 Ac - self parked
Z_12	14	Single-Family 1/4 Ac - self parked
Z_14	9	Single-Family 1/4 Ac - self parked
Z_15	11	Single-Family 1/4 Ac - self parked
Z_16	11	Single-Family 1/4 Ac - self parked
Z_17	12	Single-Family 1/4 Ac - self parked
Z_18	8	Single-Family 1/4 Ac - self parked
Z_19	6	Single-Family 1/4 Ac - self parked
Z_20	16	Single-Family 1/4 Ac - self parked
Z_22	11	Single-Family 1/4 Ac - self parked
Z_30	3	Single-Family 1/4 Ac - self parked
Z_31	3	Single-Family 1/4 Ac - self parked
Z_32	3	Single-Family 1/4 Ac - self parked
Z_33	3	Single-Family 1/4 Ac - self parked
Z_34	11	Single-Family 1/4 Ac - self parked
Z_35	8	Single-Family 1/4 Ac - self parked
Z_36	16	Single-Family 1/4 Ac - self parked
	297	

ZONE S - GARDEN STYLE APTS		
ZONE	Approx. Units	Notes
S_01	120	Mixed Surface & Garage Parking
S_02	100	Mixed Surface & Garage Parking
	220	
(2 LEVELS EACH)		

ZONE X - MIXED USE				
ZONE	Approx. Units	Suggested Minimum Parking	Parking Count	Notes
X_01	402	635	623	Mixed Surface & Garage Parking
X_02	412	650	630	Mixed Surface & Garage Parking
X_03	108	162	223	
	922	1447	1476	
10-15K TOTAL RETAIL (@ MAJOR INTERSECTION)				

ZONE O - OFFICE			
ZONE	Footprint (+/-)	Total GSF	Notes
O_01	37,800 R <sup>2</sup>	151,200 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_02	30,100 R <sup>2</sup>	120,400 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_03	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_04	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
	118,400 R <sup>2</sup>	473,600 R <sup>2</sup>	

O\_T THRIVENT HEADQUARTERS 300K  
O\_E EXISTING OFFICE LOT (NOT IN SCOPE)

ZONE C - COMMERCIAL				
ZONE	Footprint (+/-)	Total GSF	Retail GSF	Notes
C_01	112,100 R <sup>2</sup>	112,100 R <sup>2</sup>	112,100 SF	4 Parking Stalls per 1,000SF
C_02	38,900 R <sup>2</sup>	98,300 R <sup>2</sup>	19,100 SF	4 Parking Stalls per 1,000SF
C_03	13,000 R <sup>2</sup>	22,000 R <sup>2</sup>	22,000 SF	4 Parking Stalls per 1,000SF
	164,000 R <sup>2</sup>	232,400 R <sup>2</sup>	153,200 SF	

C\_01 FUEL STATION +/- 2 ACRES  
10-15K RETAIL  
65-100K GROCERY RETAILER

C\_02 15K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)  
HOTEL @ 150 KEYS, 4FL

C\_03 6-10K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)

**TOTALS**

**OVERALL SITE ACREAGE: 580.8 AC**

**RETAIL: 120-175K**

**OFFICE: 450-500K**

**APPROXIMATE RESIDENTIAL UNITS: 2,200 - 2,300 UNITS**

- 220 GARDEN STYLE
- 1,000+/- MULTIFAMILY
- 400 TND (1/8 ACRE LOT)
- 300 SINGLE FAMILY (1/4 ACRE LOT)
- 120 TOWNHOMES



**EXHIBIT: C**  
**Proposed Thrivent Concept Master Plan**

1 SITE - BASE  
1" = 300'-0"

△ Revisions

IDEATION PHASE 1  
THRIVENT - APPLETON

Appleton, WI  
Date Issued: 06.21.2024  
RINKA project #: 220701  
Sheet Title

FULL SITE PROGRAM - TEST FIT - COMPLETE



## Brenda Broeske

---

**From:** Colin Sigmund <colinsigmund@gmail.com>  
**Sent:** Tuesday, July 16, 2024 2:29 PM  
**To:** Don Harp  
**Subject:** Re-adjusting plan

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Hi Don,

My name is Colin Sigmund and I am a resident of the Silverleaf Court neighborhood adjacent to the Thrivent property. I'd like to briefly discuss concerns and possible addendums to the current master plan prior to its final implementation. Speaking on behalf of our small community, we are collectively concerned that undesirable commercial businesses, a hotel, and other developments within the C2 district of the master plan would harm our property value and generally be unfavorable.

Per the results of the various surveys and exhaustive community discussions regarding the development, it appeared as though maintenance of green space/waterways/parks/natural area was by far the most desirable. Given that the fountain/ponds, walking paths, and other natural walkways exist primarily within the southeastern part of the property, wouldn't it make most sense to preserve this region without substantial development? The agricultural plots that currently exist in the C2 plot could be added to the already beautiful southeastern portion of the 600 acre property.

Alternatively, the C2 and possible hotel developments could be moved between the O\_E and O\_1 plots as this is already slated to be more of a commercialized/non residential portion of the overall 600 acre property. I find this to have 2 main benefits. One, it would place possible restaurants (C2) closer to office spaces (O\_E, O\_1, O\_2, and O\_3) where workers could more easily dine for lunch/dinner during or after work. This dynamic would be mutually reinforcing. Essentially, workers from O\_E through O\_3 would more likely patronize C2-based businesses while the leases of the office spaces would more likely be filled because there are retail amenities nearby for its employees. Two, It would provide improved advertisement for the local commercial or retail businesses (C2) due to its location relative to highway 41 w/ signage.

Thanks,  
Silverleaf Court neighborhood

Attention: This message was sent from a source external to the City of Appleton. Please use caution when opening attachments or clicking links.





# CITY OF APPLETON

## MEMORANDUM

**Date:** July 24, 2024  
**To:** Plan Commission  
**From:** Don Harp, Principal Planner  
**Subject:** Comprehensive Plan Future Land Use Map Amendment #1-24, Planned Development District #4-00 (PD/C-2 #4-00) Amendment and Rezoning# 6-24

---

## GENERAL INFORMATION

**Owner:** Thrivent Financial for Lutherans and North Meadows Investments

**Applicant:** Emily Cialdini, Vice President of Development, Land by Label, LLC

**Address/Parcel Numbers:** 4321 North Ballard Road and 3920 North Meade Street and being more particularly described as: Parcel Identification Numbers: 31-1-6451-00, 31-1-6451-01, 31-1-6461-01, 31-1-6462-00, 31-1-6522-01, 31-6-5303-00 and 31-1-9107-00

**Petitioner's Request:** Please see enclosed exhibits depicting the property with current and proposed future land use designations. Proposed land use designations facilitate Thrivent's proposed new office building and master plan. All components of the master plan are consistent with City of Appleton Comprehensive Plan. The Planned Development Major Amendment facilitates rezoning required to permit Thrivent's proposed new office building and the master plan. The proposed master plan offers a full range of new housing choices, with an employment center, recreation, dining and neighborhood shopping and services. More than a third of the site will be restored and preserved as public parks, open space, waterways and a system of trails that will connect seamlessly with the larger community. The rezoning request will facilitate the Thrivent master plan redevelopment to permit single-family development. The AG and PD/C-2 #4-00 to R-2 is consistent with adjacent zoning districts.

### **Request #1: Comprehensive Plan Future Land Use Map Amendment #1-24:**

The applicant requested an amendment to the Comprehensive Plan Future Land Use Map, City of Appleton Comprehensive Plan 2010-2030 for the subject properties from future Agricultural and Private Open Space and Commercial land use designation, per attached Exhibit: A, to One and Two Family Residential and Mixed-Use future land use designation, per attached Exhibit: B. These proposed amendments will accommodate the implementation of the proposed land use designations and Thrivent's new office building per their concept master plan, Exhibit: D.

### **Request #2: Planned Development District #4-00 Amendment (PD/C-2 #4-00) (zoning map and development regulations amendment):**

The applicant requested an amendment to the existing PD/C-2 #4-00 zoning boundary line from R-2 Two-family District and R-1A Single-family District to Planned Overlay Development General Commercial District (PD/C-2 #4-00), including to the centerline of the adjacent road right-of-way, per attached Zoning Map Exhibit: C. They additionally requested to replace the current



Implementation Plan Document (development regulations) for PD/C-2 #4-00, previously approved on April 19, 2000, and recorded in the Outagamie County Register of Deeds Office as Document No. 1376284 with a new Implementation Plan Document (development regulations) to implement proposed land use designations and Thrivent's new office building per concept master plan, Exhibit: D.

**Request #3: Rezoning #6-24 (zoning map amendment):**

The applicant requested an amendment to the current R-2 Two-family District zoning boundary line from AG Agricultural District and PD/C-2 #4-00 to R-2 Two-family District, including to the centerline of the adjacent road right-of-way, per attached Zoning Map Exhibit: C. This will accommodate the applicant's request to develop land under the current R-2 Two-family District zoning regulations, Exhibit: C.

**Plan Commission Public Hearing/Meeting Date:** July 24, 2024

**Common Council Public Hearing/Meeting Date:** September 4, 2024

---

**BACKGROUND**

1973 – Parcel Numbers 31-1-6451-00, 31-1-6451-01, 31-1-6461-01 and 31-1-6522-01, Annexed to the City

1975 – Corporate office constructed

1990 – Parcel Number 31-1-6462-00, Annexed to the City

1994 – Corporate office expanded with a four-story addition

1994 – Parcel Number 31-6-5303-00, Annexed to the City and Zoned R-1A (Ord. #137-94)

1994 – Parcel Numbers 31-1-6451-00, 31-1-6451-01, 31-1-6461-01, 31-1-6462-00, and 31-1-6522-01, Rezoned to AG, R-2, C-2 and PD/C-2 per (Ord. #61-94)

2000 – Parcel Numbers 31-1-6451-00, 31-1-6451-01, 31-1-6461-01, and part of 31-6-5303-00, where rezoned from PD/C-2 #61-94 to PD/C-2 #4-00, including approval of the development regulations pursuant to Implementation Plan Document No. 1376284 recorded in the Outagamie County Register of Deeds Office

2004 – Parcel Number 31-1-9107-00, Annexed to the City

2004 – Parcel Number 31-1-9107-00, Rezoned from Temporary R-2 to R-2 (Rezoning #2-04)

2023 – Thrivent conducted a public engagement survey, open house and workshop related to the long-term development of its 600-acre campus.

2024 – CSM #9-24 and #10-24, associated with this request, are under current administrative review by City staff to reflect the proposed Planned Development and Rezoning PD/C-2 #4-00 and Rezoning #6-24.



## STAFF ANALYSIS

**Procedural Findings:** When requests are made to amend the *Comprehensive Plan 2010-2030* Future Land Use Map, Official Zoning Map (rezonings) and Planned Development Districts for the same development project, the respective staff reports are consolidated together as one.

**Overview of the Proposed Thrivent Concept Master Plan, Exhibit: D:** The proposed concept master plan encourages a mixed-use development consisting of office and retail buildings adjacent to Interstate HWY 41 (HWY 41), offering employment opportunities and prime visibility. Moving along Ballard Road from HWY 41 northward to Milestone Drive, the land is proposed for commercial buildings, creating a shopping and business corridor.

Centrally located within the property, is a blend of proposed single-family, multi-family apartment and townhome buildings and mixed-use buildings, with 1<sup>st</sup> floor commercial spaces and residential units above, encouraging employment, shopping, housing and entertainment opportunities. This land use group surrounds the existing Thrivent corporate office which will be repurposed. Transitioning to the north and west, the proposed concept master plan features single-family residential homes on ±5,500 and ±11,000 square foot lots. The larger proposed single-family lots are located adjacent to existing single-family lots with similar lot sizes that border the Thrivent property to north, west and east.

Throughout the proposed development, open spaces, parks, trails, and pathways are interspersed, promoting outdoor activities and connectivity for the residents, employees, and visitors alike.

*Note: The concept master plan is for illustrative purposes only, the proposed layout of land uses, roads and pathways contemplated is subject to change. The concept master plan was utilized to develop the draft zoning regulations, per Exhibit: E Implementation Plan Document For Planned Development (PD#4-00).*

### **Request #1: Comprehensive Plan Future Land Use Map Amendment #1-24:**

**General Information:** The *Comprehensive Plan 2010-2030* and Future Land Use Map are intended to guide City growth and development in an organized, efficient manner. The comprehensive plan addresses a range of topics related to land use, housing and neighborhoods, economic development, transportation, utilities and community facilities, and more. Per Smart Growth law, municipal land use decisions, including amendments to the Future Land Use Map, Official Zoning Map (rezonings) and Planned Development Districts must be evaluated for consistency with relevant goals, objectives, and policies of the City's *Comprehensive Plan 2010-2030*.

**Applicant's Request:** The applicant's request is to amend the current Future Land Use Map to implement the proposed land use designations and Thrivent's new office building, per concept master plan Exhibit: D:

- **From:** Future Agricultural and Private Open Space and Commercial land use designation, per Exhibit: A,
- **To:** Future One and Two Family Residential and Mixed-Use land use designation, per Exhibit: B.

**Findings:** It is staff's opinion that the proposed Future Land Use Map Amendment request implements the proposed land use designations and Thrivent's new office building, per concept master plan Exhibit: D. It is also consistent with several goals, objectives, and policies from the City's *Comprehensive Plan 2010-2030*: (see below)



*Goal 1 – Community Growth*

*Appleton will continue to provide opportunities for residential, commercial, and industrial growth, including appropriate redevelopment sites within the downtown and existing neighborhoods, and greenfield development sites at the City's edge.*

*Goal 8 – Economic Development*

*Appleton will pursue economic development that retains and attracts talented people, brings good jobs to the area, and supports the vitality of its industrial areas, downtown, and neighborhood business districts.*

*5.1 OBJECTIVE: Continue efforts to ensure an adequate supply of housing affordable to all income levels in the community.*

*5.3 OBJECTIVE: Provide a range of housing options that meet the needs and appeal to all segments of the community and allows residents to age in place.*

- *College North Neighborhood Plan – Chapter 4: Market Study 2020-2030: The average annual housing need is about 301 units per the market study. This proposed single-family development will help to meet the demand for housing in Appleton as specified in the market study.*

*7.1 OBJECTIVE: Provide a pattern of development that minimizes impacts to municipal services and utilities.*

*10.3 OBJECTIVE: Support future changes to zoning and other regulatory tools which are necessary to achieve the type of urban form and development reflective of smart growth principles, including support for “complete” neighborhoods (neighborhoods where residents can meet the majority of their daily needs on foot and by bicycle) throughout the City and in growth areas.*

*18.1 OBJECTIVE: Continue to work with land developers and municipalities to acquire new park land through dedication or other means, as new development occurs.*

*18.3 OBJECTIVE: Develop the City's park system as an interconnected network of sites linked by greenways and trails.*

**Request #2: Planned Development District #4-00 Amendment (PD/C-2 #4-00) (zoning map and development regulations amendment):**

**General Information:** Planned Development Overlay Districts allow an owner/applicant to propose uses, development regulations, and land use exceptions for a specific redevelopment or development site. Overlay districts provide customized zoning regulations in addition to adopting “base” or underlying zoning district regulations based upon a concept master plan by preparing and recording an Implementation Plan Document.

Current Size of PD Overlay District #4-00 (PD/C-2 #4-00): ±374.04 Acres

Proposed Size of PD Overlay District #4-00 (PD/C-2 #4-00): ±381.49 Acres



## Applicant's Request:

1. The applicant's request is to amend the existing PD/C-2 #4-00 zoning boundary line from R-2 Two-family District and R-1A Single-family District to Planned Overlay Development General Commercial District (PD/C-2 #4-00), including to the centerline of the adjacent road right-of-way, per attached Zoning Map Exhibit: C, and
2. Replace the current Implementation Plan Document (development regulations) for PD/C-2 #4-00, previously approved on April 19, 2000, and recorded in the Outagamie County Register of Deeds Office as Document No. 1376284, with a new Implementation Plan Document (development regulations). This will accommodate the implementation of the proposed land use designations and Thrivent's new office building per the concept master plan Exhibit: D.

Summary of land use regulations listed in the proposed draft Implementation Plan Document per Exhibit: E for PD Overlay District #4-00 (PD/C-2 #4-00) are:

- A. Pages 2 - 4, Section A. Specifies desired principal permitted uses consistent with current principal and special uses listed in the current "base" C-2 District.
- B. Pages 2 - 3, Section A. Specifies desired principal permitted use exceptions to allow single-family, two-family, zero lot line two-family, and multi-family dwellings within the PD Overlay District #4-00 (PD/C-2 #4-00) to promote the mixed-use development concept master plan layout. *Findings: This request was reviewed in accordance with standards for granting use exceptions under Section 23-151(h)(1)-(3) of the Municipal Code: 1. The desired residential uses support the purpose of PD Overlay District #4-00. 2. The desired residential uses are not detrimental on the surrounding existing residential and commercial neighborhoods. 3. The desired residential uses are listed in the draft Implementation Plan Document.*
- C. Page 4, Sections B. 1. Retain the original maximum building height exception of 105 feet listed in Implementation Plan Document No. 1376284.
- D. Pages 4 - 5, Sections B. 1. - 5. Specifies building height and setbacks, lot width and area, and lot coverage regulations meeting the current "base" C-2 District regulations, except the minimum 10 feet front yard setback is reduced to zero (0) for mixed use buildings to encourage walkability. In addition, it specifies yard setbacks for residential dwellings to accommodate the proposed traditional residential neighborhood land use area.
- E. Page 5, Section B. 6. Specifies minimum off-street parking space requirements consistent with current mixed-use development regulation listed in Chapter 23, Zoning (reduced parking spaces by 50%, if desired) rather than a traditional commercial development parking regulation.
- F. Page 5, Section B. 7. Allows current Thrivent monument signs to remain in their current location and size.
- G. All other applicable Municipal Code regulations including but not limited to outdoor lighting, signage, and site plan approval, apply to the land area within the PD Overlay District #4-00.



## Findings of Fact:

This request was reviewed in accordance with the standards for granting amendments to a PD Overlay District, Development Plan (in this case a concept master plan) and Implementation Plan Document under Section 23-151(o) of the Municipal Code: It appears the criteria established has been satisfied. Related excerpts are listed below.

- 1) In what respects the proposed plan is or is not consistent with the stated purpose, requirements and standards of the PD regulations.

*Findings: No inconsistencies found. The land use patterns shown on the proposed concept master plan encourages a mixed-use development consisting of proposed green space, parks, trails, single-family, multi-family, commercial, mixed-use buildings, offices and park/trails.*

- 2) The extent to which the proposed plan departs from the zoning and subdivision regulations otherwise applicable to the subject property and the reasons why such departures are or are not deemed to be in the public interest.

*Findings: The zoning ordinance exceptions listed in the draft Implementation Plan Document are consistent with previous approved exceptions. The proposed zoning ordinance exceptions implement the proposed land use designations and Thrivent's new office building per concept master plan Exhibit: D. These departures do not appear to cause undue adverse impact on the public or character of the existing neighborhood or other matters affecting the public health, safety, or general welfare.*

- 3) The extent of public benefit of the PD in terms of meeting planning objectives and enhancing the tax base and economic development. Any specific beneficial actions, plans, or programs agreed to in the PD proposal which are clearly beyond the minimum requirements of this chapter shall be specifically listed as evidence of justified exceptions.

*Findings: PD Overlay District #4-00 will continue to enhance the City's tax base and promote the goals and objectives of the Appleton Comprehensive Plan 2010-2030, as stated in this report. In addition, the proposed land use patterns depicted on the concept master plan appear to provide a vibrant neighborhood community for people to live, work, meet everyday shopping and social needs within a unified development.*

- 4) The physical design of the proposed plan and the manner in which said design makes adequate provision for public services, provides adequate control over vehicular traffic, provides for common open space and furthers the amenities of light, air, recreation and visual enjoyment.

*Findings: The proposed land use patterns and street network patterns depicted on the concept master plan will further be evaluated by staff with these factors in mind as the proposed development progresses into the civil engineering design review stage.*

- 5) The relationship and compatibility of the proposed plan to the adjacent properties and neighborhood.

*Findings: The proposed land use patterns depicted on the concept master plan appear to provide a vibrant neighborhood community for people to live, work, meet everyday shopping and social needs within a unified development. This appears to be compatible with the existing adjacent commercial properties and residential neighborhoods.*



**Request #3: Rezoning #6-24 (zoning map amendment):**

**Applicant's Request:** The applicant's request is to amend the current R-2 Two-family District zoning boundary line from AG Agricultural District and PD/C-2 #4-00 to R-2 Two-family District, including to the centerline of the adjacent road right-of-way, per attached Zoning Map Exhibit: C. These amendments accommodate the implementation of the proposed land use designations and Thrivent's new office building, per concept master plan Exhibit: D.

**Standards for Zoning Map Amendments:** This request was reviewed in accordance with the standards for granting a Zoning Map Amendment under Section 23-65(d)(3) of the Municipal Code: It appears the criteria established has been satisfied. Related excerpts are listed below.

- a. Prior to making a recommendation on a proposed rezoning, the Plan Commission shall make a finding to determine if the following conditions exist. No rezoning of land shall be approved prior to finding at least one of the following:
  1. The request for a zone change is in conformance with the Comprehensive Plan for the City of Appleton. *Findings: If Future Land Use Map Amendment #1-24 is approved, to identify the land for future one- and two-family residential designation and mixed-use, the rezoning requests will be in conformance with the Comprehensive Plan 2010-2030.*
  2. A study submitted by the applicant that indicates that there has been an increase in the demand for land in the requested zoning district, and as a result, the supply of land within the City mapped as such on the Official Zoning Map is inadequate to meet the demands for such development. *Findings: College North Neighborhood Plan – Chapter 4: Market Study 2020-2030: The average annual housing need is about 301 units per the market study. The rezoning requests will help to meet the demand for housing in Appleton as specified in the market study.*
  3. Proposed amendments cannot be accommodated by sites already zoned in the City due to lack of transportation, utilities or other development constraints, or the market to be served by the proposed use cannot be effectively served by the location of the existing zoning district(s).
  4. There is an error in the code text or zoning map as enacted.
- b. In addition to the findings required to be made by subsection (a), findings shall be made by the Plan Commission on each of the following matters based on the evidence presented:
  1. The adequacy of public facilities such as transportation, utilities and other required public services to serve the proposed site. *Findings: The subject area can be served by existing infrastructure and public services. Detailed impacts on the transportation and pedestrian network adjacent to the proposed development will be assessed and mitigation provided for during the Traffic Impact Analysis and Subdivision Plat review phase.*
  2. The effect of the proposed rezoning on surrounding uses. *Findings: The subject site is nearby existing single-family residential uses on North Meade Street, East Apple Creek Road, North Gardenwood Lane, and East Wyndmere Drive. Commercial offices and health care uses exist along North Ballard Road to the east of the subject site. The proposed R-2 Two-family District allows the land to develop with uses compatible with adjacent uses.*



**Technical Review Group (TRG) and Plat Review Team (PRT) Report:** Staff, across multiple departments, have provided written comments to Thrivent and the Land By Label Team relevant to the concept master plan materials. Staff will continue to work with the Thrivent and Land By Label Team to review and provide recommendations on existing and proposed infrastructure impacts with regard to traffic/transportation, street design/improvements, water resources/stormwater, wetlands, water and wastewater utilities, and other applicable considerations as the development project progresses into the subdivision plat review phase.

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## **STAFF RECOMMENDATION**

**Request #1:** Based upon the above analysis, staff recommends City of Appleton *Comprehensive Plan 2010-2030* Future Land Use Map Amendment #1-24 for the subject properties from future Agricultural and Private Open Space and Commercial land use designation, per attached Exhibit: A to One and Two Family Residential and Mixed-Use future land use designation, per attached Exhibit: B and the attached resolution, **BE APPROVED**;

**Request #2:** Based upon the above analysis and standards for amendments to PD Overlay Districts as required by Section 23-151(o) of the Zoning Ordinance, staff recommends that the Planned Development Overlay District #4-00 zoning district line be amended from R-2 Two-family District and R-1A Single-family District to Planned Development Overlay General Commercial District (PD/C-2 #4-00) for the subject properties, including to the centerline of the respective adjacent right-of-way(s) as shown on the attached map (Exhibit: C) and described in the Implementation Plan Document attached, **BE APPROVED** subject to the following:

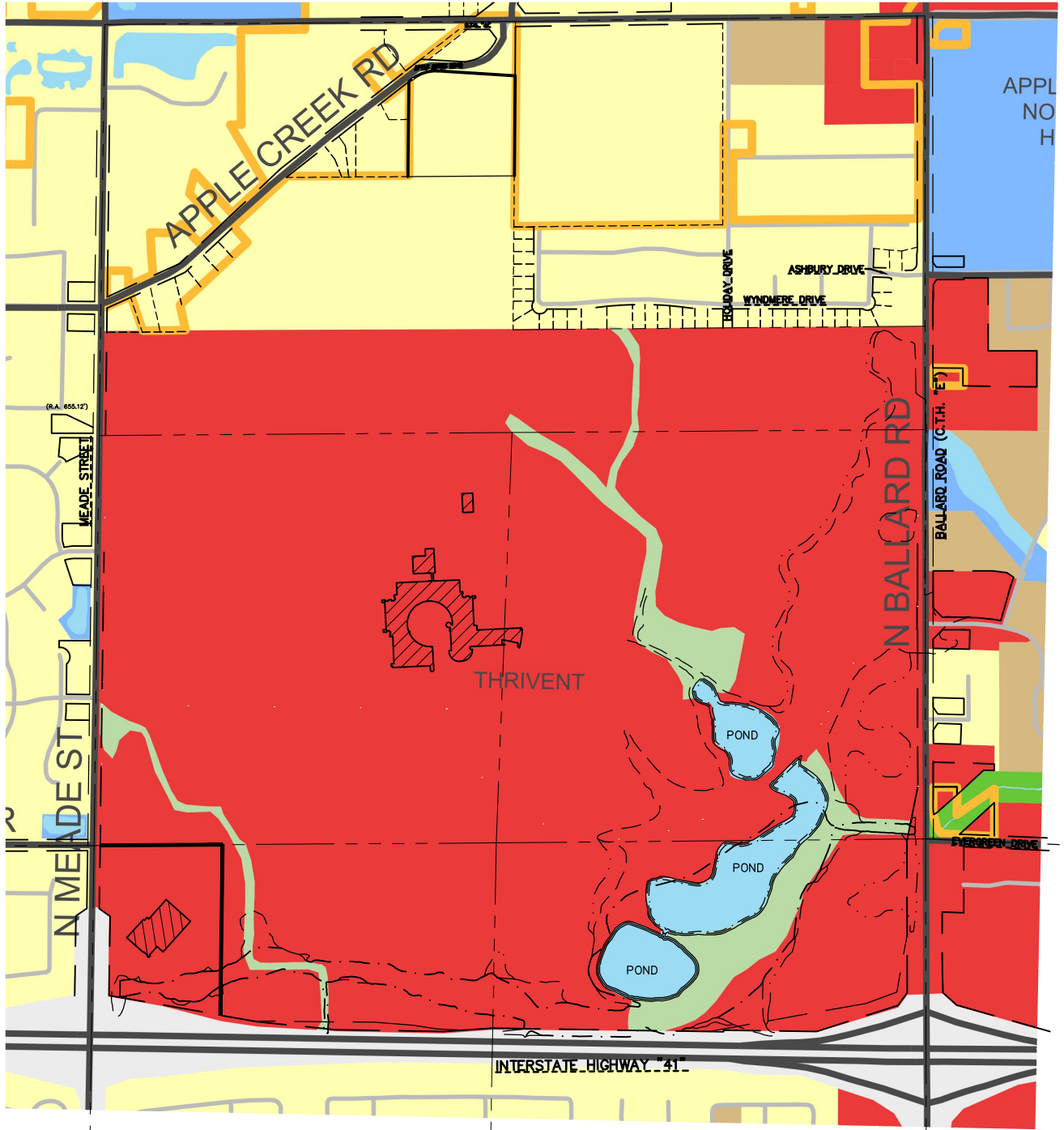
1. The attached Implementation Plan Document must be notarized and signed by the property owner and then be submitted to the Community Development Department for City signatures. The Implementation Plan Document must be recorded in the Outagamie County Register of Deeds' Office by the property owner per Section 23-151(m)(2)f. and g. of the Municipal Code; and












**Request #3:** Based upon the above analysis and the standards for zoning map amendments as required by Section 23-65(d)(3) of the Zoning Ordinance, staff recommends Rezoning #6-24 to rezone the subject properties from R-1A Single-Family, AG Agricultural and PD/C-2 #4-00 to R-2 Two-family District, including to the centerline of the adjacent right-of-way(s) as shown on the attached map (Exhibit: C) and described on the application form, **BE APPROVED**.

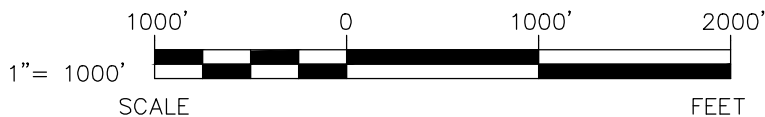
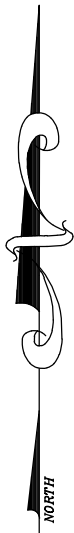
**NOTE:** If approved, the PD Overlay District Amendment #4-00 and Rezoning #6-24 will be reported out at the same Common Council meeting as the proposed Comprehensive Plan Amendment #1-24. This will be done simultaneously to coincide with the change in future land use from future Agricultural and Private Open Space and Commercial land use designation, per attached Exhibit: A, to One and Two Family Residential and Mixed-Use future land use designation, per attached Exhibit: B.



EXISTING FUTURE LAND USE EXHIBIT: A



- |   |                                |   |                                     |
|---|--------------------------------|---|-------------------------------------|
|  | One and Two-Family Residential |  | Industrial                          |
|  | Multifamily Residential        |  | Public / Institutional              |
|  | Commercial                     |  | Public Parks and Open Space         |
|  | Mixed-Use                      |  | Agricultural and Private Open Space |
|  | Central Business District      |  | Ponds/Water                         |
|  | Business / Industrial          |   |                                     |



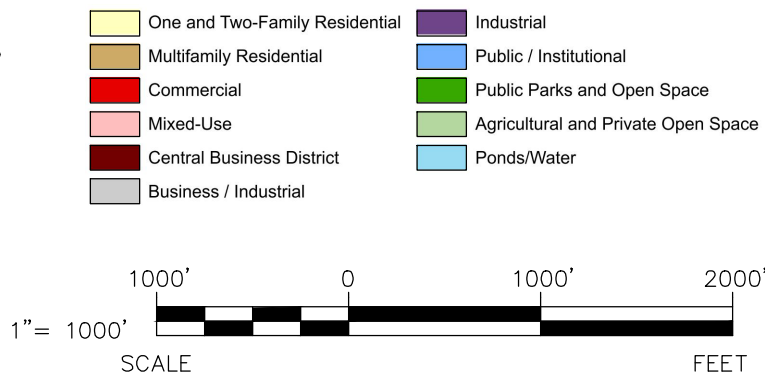
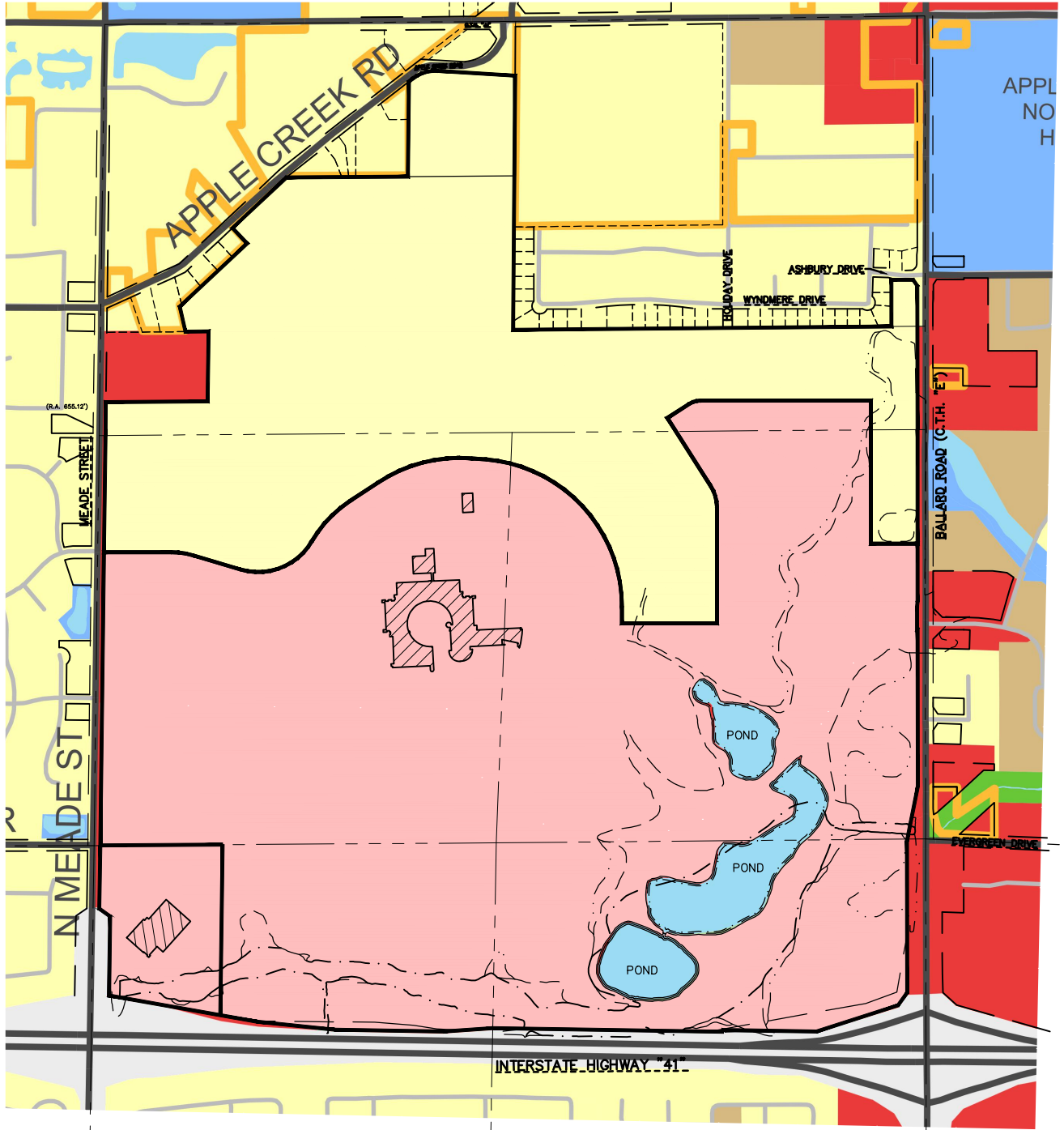
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 Fond Du Lac, WI 54935  
 Phone: (920) 926-9800  
 www.EXCELENGINEER.com

**JOB NO. 240061800**



PROPOSED FUTURE LAND USE EXHIBIT: B

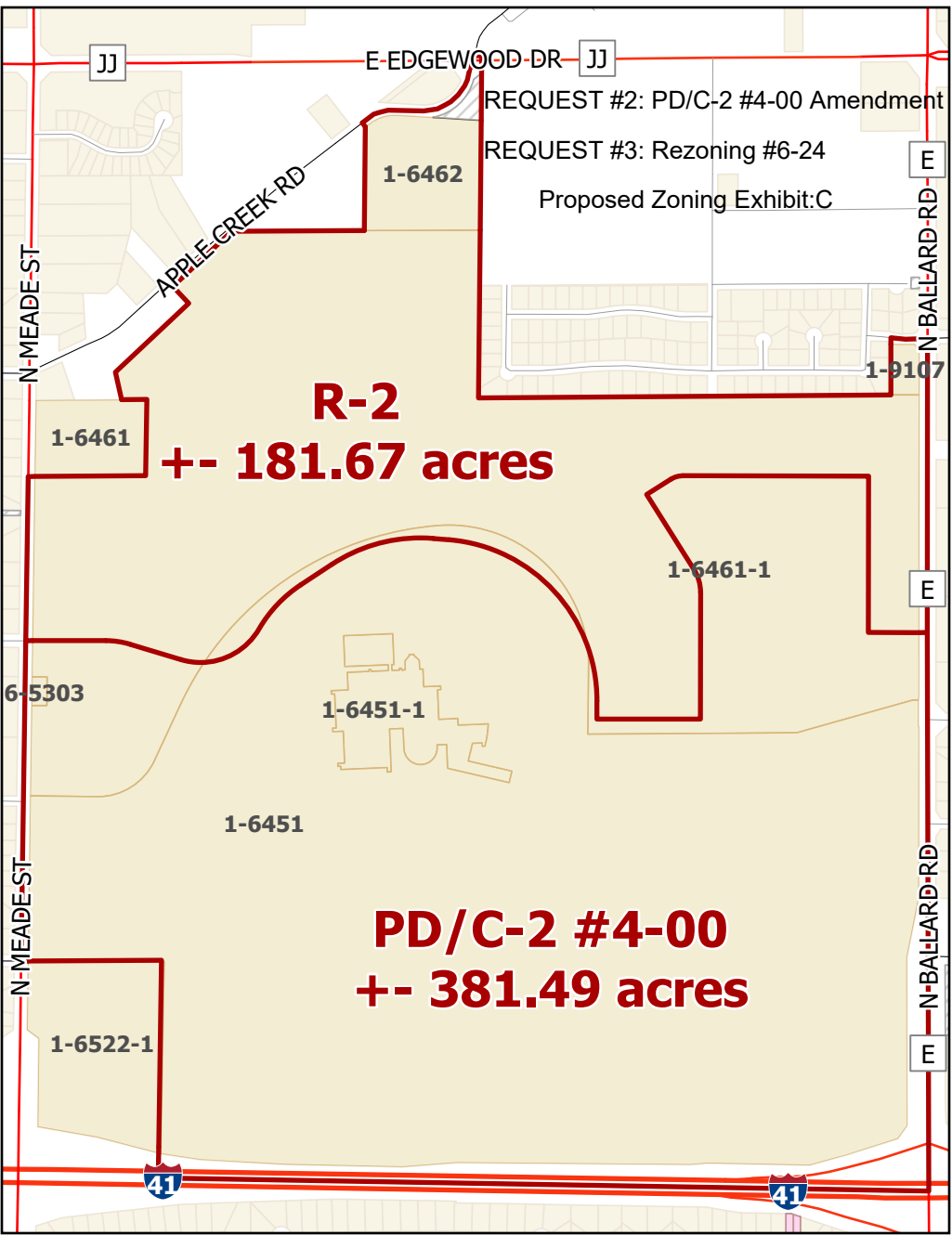
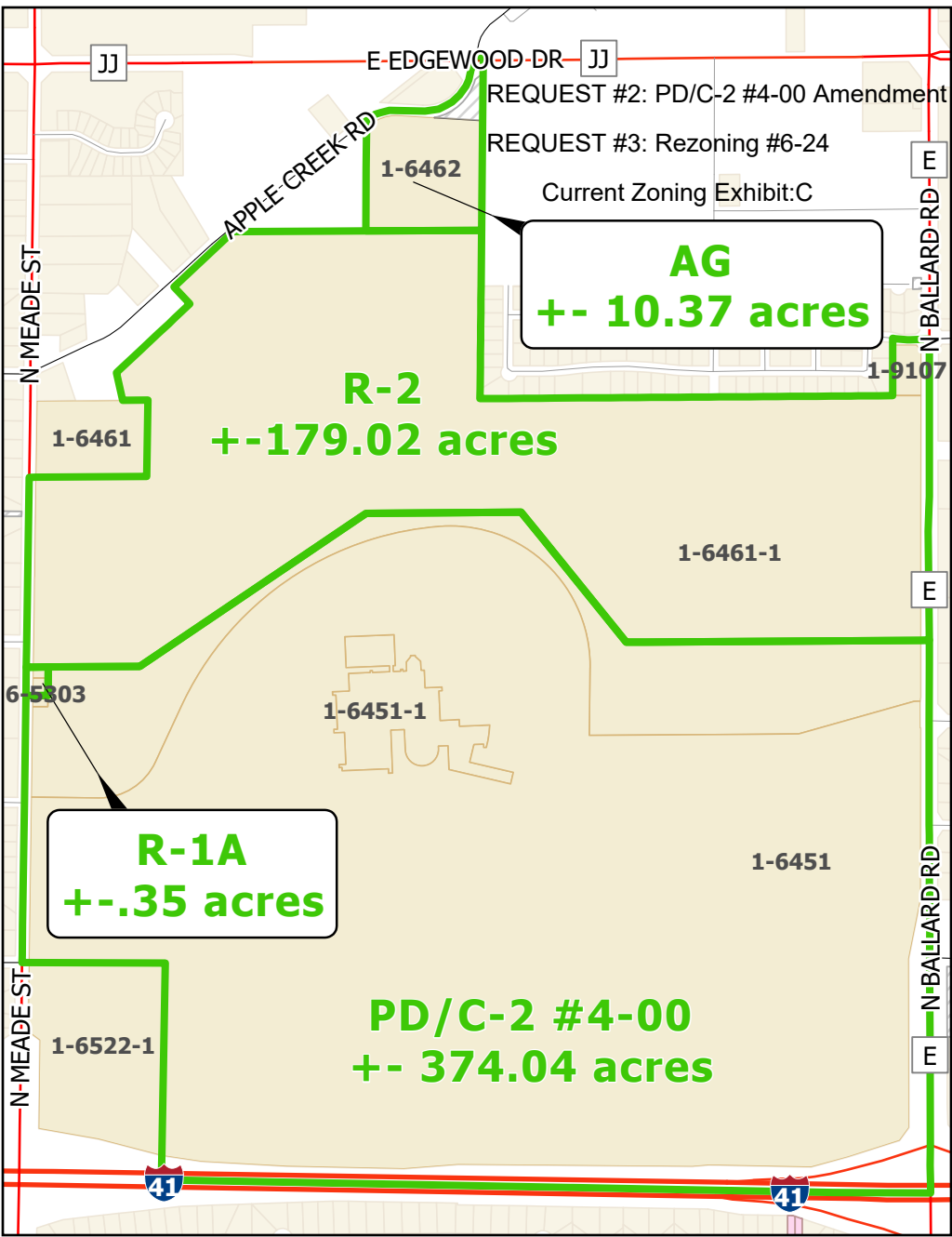


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**JOB NO. 240061800**





# Thrivent Property

## Zoning Classification Changes

### Legend

- Current Zoning
- Proposed Zoning
- Tax Parcel

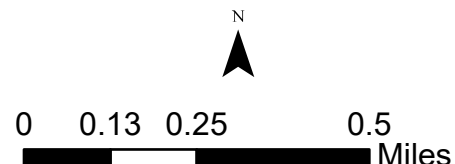
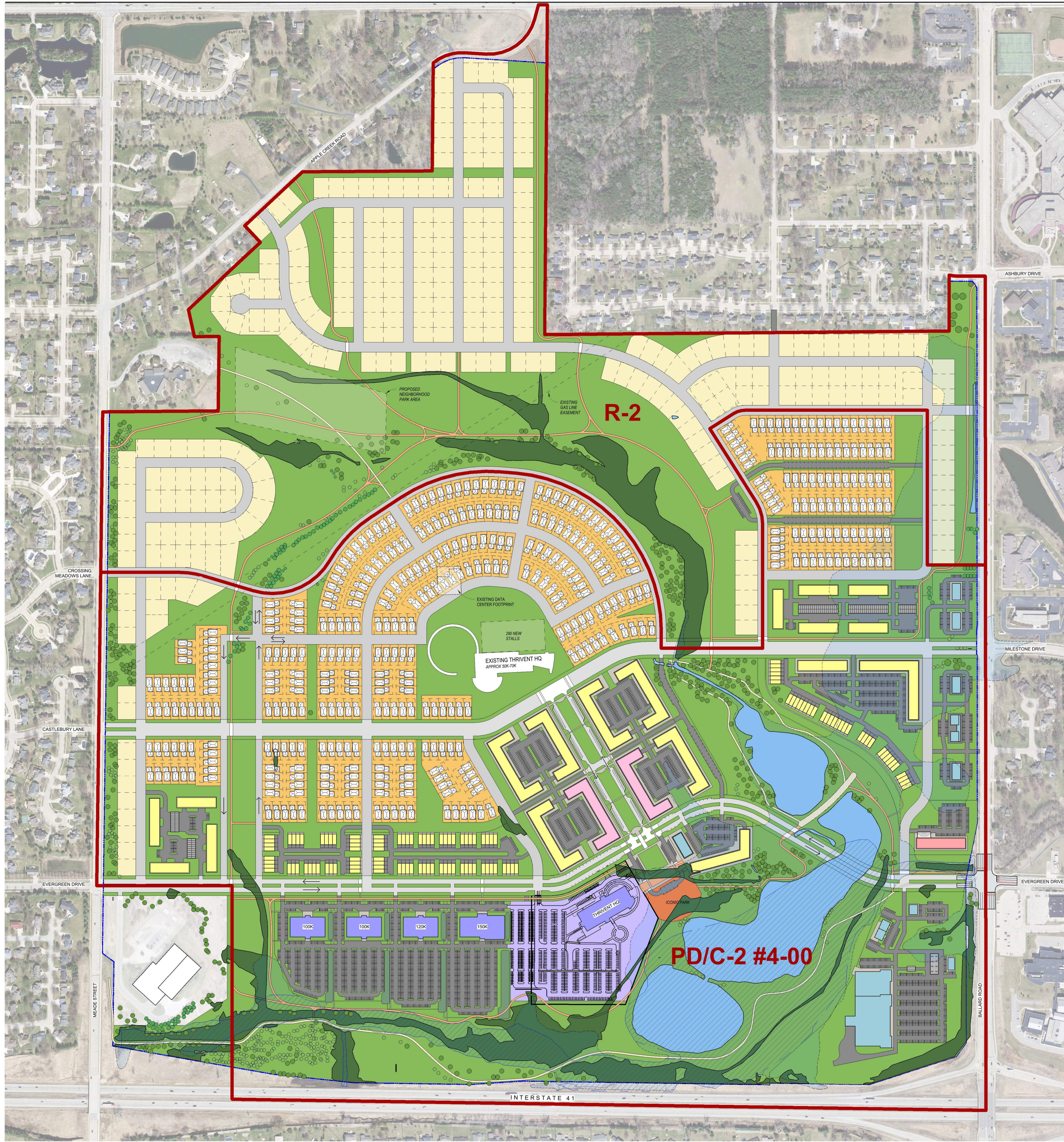




EXHIBIT: D

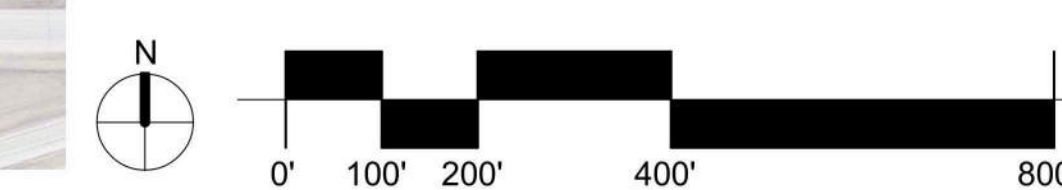
Proposed Thrivent Concept Master Plan



LEGEND

	EXISTING POND EXTENTS
	EXISTING WETLANDS
	PROPOSED GREEN SPACE
	PROPOSED PUBLIC RIGHT-OF-WAY
	PROPOSED PRIVATE DRIVE, ROAD, AND/OR PARKING AREA
	SINGLE FAMILY RESIDENTIAL ZONES 1/8-ACRE AND 1/4-ACRE LOTS
	DESTINATION / ICONIC PARK
	HOTEL BUILDING / PARCEL
	COMMERCIAL-RETAIL BUILDINGS / PARCELS
	MIXED USE BUILDINGS / PARCELS
	MULTI-FAMILY BUILDINGS / PARCELS
	OFFICE BUILDINGS / PARCELS
	PROPOSED NEW THRIVENT HQ PARCEL
	ZONING BOUNDARY/DESIGNATION
	PROPOSED NEW TRAIL
	EXISTING TRAIL TO REMAIN
	EXISTING LANDSCAPE AND VEGETATION TO REMAIN

NOTE Concept Master Plan is for illustrative purposes only. Locations and densities of contemplated Permitted Uses is subject to change.



△ Revisions

IDEATION PHASE-1  
THRIVENT - APPLETON

Date Issued: 07-02-2024  
RINKA project #: 220701  
Sheet Title

FULL SITE TEST FIT  
- FUTURE

Sheet # IP1-06A



**CONCEPT MASTER PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY. LOCATIONS AND DENSITIES OF CONTEMPLATED PERMITTED USES IS SUBJECT TO CHANGE.**

ZONE AREAS - COMPLETE		
Zone	Area (AC)	Area (SF)
A_02	10.6 acres	460,040 R <sup>2</sup>
C_01	19.3 acres	841,400 R <sup>2</sup>
C_02	8.1 acres	353,450 R <sup>2</sup>
C_03	2.8 acres	122,250 R <sup>2</sup>
M_04	3.6 acres	156,000 R <sup>2</sup>
M_05	5.8 acres	245,840 R <sup>2</sup>
O_01	6.1 acres	266,000 R <sup>2</sup>
O_02	5.1 acres	221,000 R <sup>2</sup>
O_03	4.7 acres	204,000 R <sup>2</sup>
O_04	4.2 acres	182,220 R <sup>2</sup>
O_E	12.4 acres	538,150 R <sup>2</sup>
O_T	12.6 acres	549,010 R <sup>2</sup>
S_01	7.5 acres	326,960 R <sup>2</sup>
S_02	5.1 acres	220,500 R <sup>2</sup>
T_01	2.9 acres	123,000 R <sup>2</sup>
T_02	3.1 acres	135,000 R <sup>2</sup>
T_03	3.1 acres	135,000 R <sup>2</sup>
T_04	3.1 acres	135,000 R <sup>2</sup>
T_05	3.5 acres	151,240 R <sup>2</sup>
T_06	4.3 acres	186,700 R <sup>2</sup>
T_07	2.8 acres	121,500 R <sup>2</sup>
T_08	2.8 acres	121,500 R <sup>2</sup>
T_09	1.4 acres	62,130 R <sup>2</sup>
T_10	4.8 acres	209,820 R <sup>2</sup>
T_11	4.4 acres	189,750 R <sup>2</sup>
T_12	4.6 acres	199,660 R <sup>2</sup>
T_13	4.7 acres	206,240 R <sup>2</sup>
T_13x	2.0 acres	87,300 R <sup>2</sup>
T_14	5.1 acres	220,300 R <sup>2</sup>
T_15	6.4 acres	279,310 R <sup>2</sup>
T_16	3.8 acres	164,920 R <sup>2</sup>
T_17	6.0 acres	259,910 R <sup>2</sup>
T_18	2.7 acres	118,210 R <sup>2</sup>
T_19	2.0 acres	87,760 R <sup>2</sup>
X_01	11.4 acres	496,060 R <sup>2</sup>
X_3	3.1 acres	135,910 R <sup>2</sup>
Z_01	0.9 acres	39,240 R <sup>2</sup>
Z_02	2.4 acres	106,260 R <sup>2</sup>
Z_04	4.1 acres	178,950 R <sup>2</sup>
Z_05	4.0 acres	172,340 R <sup>2</sup>
Z_06	4.5 acres	194,400 R <sup>2</sup>
Z_07	3.1 acres	136,460 R <sup>2</sup>
Z_08	2.9 acres	125,460 R <sup>2</sup>
Z_09	4.5 acres	194,400 R <sup>2</sup>
Z_10	4.5 acres	194,400 R <sup>2</sup>
Z_11	5.4 acres	237,310 R <sup>2</sup>
Z_12	2.0 acres	86,030 R <sup>2</sup>
Z_13	3.8 acres	164,850 R <sup>2</sup>
Z_15	3.3 acres	145,920 R <sup>2</sup>
Z_16	3.4 acres	150,130 R <sup>2</sup>
Z_17	3.3 acres	142,120 R <sup>2</sup>
Z_18	2.1 acres	90,200 R <sup>2</sup>
Z_19	1.5 acres	66,000 R <sup>2</sup>
Z_20	4.3 acres	187,070 R <sup>2</sup>
Z_22	2.0 acres	85,050 R <sup>2</sup>
Z_30	0.7 acres	32,400 R <sup>2</sup>
Z_31	0.7 acres	32,400 R <sup>2</sup>
Z_32	0.7 acres	32,400 R <sup>2</sup>
Z_33	0.7 acres	32,400 R <sup>2</sup>
Z_34	2.7 acres	118,800 R <sup>2</sup>
Z_35	2.6 acres	111,400 R <sup>2</sup>
Z_36	4.6 acres	201,330 R <sup>2</sup>
270.2 acres		

ZONE M - TOWNHOMES		
ZONE	Approx. Units	Notes
M_04	34	Townhomes - self parked
M_05	52	<varies>
M_05	86	

ZONE A - MULTI-FAMILY & TOWNHOMES		
ZONE	Approx. Units	Notes
A_01	182	<varies>
A_01	182	

ZONE T - TND 1/8-ACRE LOTS - FUTURE		
Zone	Units (+/-)	Notes
T_01	17	TND - self parked
T_02	18	TND - self parked
T_03	18	TND - self parked
T_04	18	TND - self parked
T_05	17	TND - self parked
T_06	26	TND - self parked
T_07	16	TND - self parked
T_08	16	TND - self parked
T_09	8	TND - self parked
T_10	27	TND - self parked
T_11	26	TND - self parked
T_12	27	TND - self parked
T_13	29	TND - self parked
T_14	30	TND - self parked
T_15	38	TND - self parked
T_16	22	TND - self parked
T_17	34	TND - self parked
T_18	15	TND - self parked
T_19	22	TND - self parked
T_19	424	

ZONE Z - SINGLE FAMILY 1/4-AC LOTS		
ZONE	Approx. Units	Notes
Z_01	3	Single-Family 1/4 Ac - self parked
Z_02	9	Single-Family 1/4 Ac - self parked
Z_04	18	Single-Family 1/4 Ac - self parked
Z_05	23	Single-Family 1/4 Ac - self parked
Z_06	18	Single-Family 1/4 Ac - self parked
Z_07	10	Single-Family 1/4 Ac - self parked
Z_08	10	Single-Family 1/4 Ac - self parked
Z_09	18	Single-Family 1/4 Ac - self parked
Z_10	18	Single-Family 1/4 Ac - self parked
Z_11	19	Single-Family 1/4 Ac - self parked
Z_12	14	Single-Family 1/4 Ac - self parked
Z_14	9	Single-Family 1/4 Ac - self parked
Z_15	11	Single-Family 1/4 Ac - self parked
Z_16	11	Single-Family 1/4 Ac - self parked
Z_17	12	Single-Family 1/4 Ac - self parked
Z_18	8	Single-Family 1/4 Ac - self parked
Z_19	6	Single-Family 1/4 Ac - self parked
Z_20	16	Single-Family 1/4 Ac - self parked
Z_22	11	Single-Family 1/4 Ac - self parked
Z_30	3	Single-Family 1/4 Ac - self parked
Z_31	3	Single-Family 1/4 Ac - self parked
Z_32	3	Single-Family 1/4 Ac - self parked
Z_33	3	Single-Family 1/4 Ac - self parked
Z_34	11	Single-Family 1/4 Ac - self parked
Z_35	8	Single-Family 1/4 Ac - self parked
Z_36	16	Single-Family 1/4 Ac - self parked
Z_36	297	

ZONE S - GARDEN STYLE APTS		
ZONE	Approx. Units	Notes
S_01	120	Mixed Surface & Garage Parking
S_02	100	Mixed Surface & Garage Parking
S_02	220	
(2 LEVELS EACH)		

ZONE X - MIXED USE				
ZONE	Approx. Units	Suggested Minimum Parking	Parking Count	Notes
X_01	402	635	623	Mixed Surface & Garage Parking
X_02	412	650	630	Mixed Surface & Garage Parking
X_03	108	162	223	
X_03	922	1447	1476	
10-15K TOTAL RETAIL (@ MAJOR INTERSECTION)				

ZONE O - OFFICE			
ZONE	Footprint (+/-)	Total GSF	Notes
O_01	37,800 R <sup>2</sup>	151,200 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_02	30,100 R <sup>2</sup>	120,400 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_03	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_04	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_04	118,400 R <sup>2</sup>	473,600 R <sup>2</sup>	

O\_T THRIVENT HEADQUARTERS 300K  
O\_E EXISTING OFFICE LOT (NOT IN SCOPE)

ZONE C - COMMERCIAL				
ZONE	Footprint (+/-)	Total GSF	Retail GSF	Notes
C_01	112,100 R <sup>2</sup>	112,100 R <sup>2</sup>	112,100 SF	4 Parking Stalls per 1,000SF
C_02	38,900 R <sup>2</sup>	98,300 R <sup>2</sup>	19,100 SF	4 Parking Stalls per 1,000SF
C_03	13,000 R <sup>2</sup>	22,000 R <sup>2</sup>	22,000 SF	4 Parking Stalls per 1,000SF
C_03	164,000 R <sup>2</sup>	232,400 R <sup>2</sup>	153,200 SF	

C\_01 FUEL STATION +/- 2 ACRES  
10-15K RETAIL  
65-100K GROCERY RETAILER

C\_02 15K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)  
HOTEL @ 150 KEYS, 4FL

C\_03 6-10K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)

**TOTALS**

**OVERALL SITE ACREAGE: 580.8 AC**

**RETAIL: 120-175K**

**OFFICE: 450-500K**

**APPROXIMATE RESIDENTIAL UNITS: 2,200 - 2,300 UNITS**

- 220 GARDEN STYLE
- 1,000+/- MULTIFAMILY
- 400 TND (1/8 ACRE LOT)
- 300 SINGLE FAMILY (1/4 ACRE LOT)
- 120 TOWNHOMES



**EXHIBIT: D**  
**Proposed Thrivent Concept Master Plan**

1 SITE - BASE  
1" = 300'-0"

△ Revisions

IDEATION PHASE 1  
THRIVENT - APPLETON

Appleton, WI  
Date Issued: 06.21.2024  
RINKA project #: 220701  
Sheet Title

FULL SITE PROGRAM - TEST FIT - COMPLETE



**RESOLUTION  
CITY OF APPLETON**

**ADOPTION OF THE RECOMMENDED AMENDMENT TO THE COMPREHENSIVE  
PLAN AS PREPARED BY THE CITY OF APPLETON PLAN COMMISSION**

**WHEREAS**, the Common Council of the City of Appleton pursuant to Section 62.23 of the Wisconsin Statutes, has established a City Plan Commission; and

**WHEREAS**, on March 3, 2010, the Common Council adopted the City of Appleton Comprehensive Plan to promote public health, safety and welfare of the City by effectively guiding long-range growth and development within the City and its statutory extraterritorial planning jurisdiction; and

**WHEREAS**, Chapter 12: Implementation, Comprehensive Plan Update Procedures, of the Comprehensive Plan was created in the City of Appleton Code of Ordinances to provide procedures and criteria for amending and updating the City of Appleton Comprehensive Plan; and

**WHEREAS**, members of the public were invited to make comments at a meeting held on July 24, 2024, by the City Plan Commission, wherein the following Comprehensive Plan amendment (Amendment #1-24) herein adopted was reviewed and commented upon by members of the public; and

**WHEREAS**, the City of Appleton Plan Commission has reviewed the recommended amendment to the Comprehensive Plan Future Land Use Map at a meeting held on July 24, 2024, and

**WHEREAS**, the City of Appleton Plan Commission reviewed the following Comprehensive Plan Amendments, found these amendments to meet the criteria outlined in Chapter 12: Implementation, Comprehensive Plan Update Procedures, warranting inclusion in this resolution

1. Having been filed with the City Clerk by the City of Appleton Community Development Department requesting a Comprehensive Plan Future Land Use Map Amendment #1-24 to change future land use designations:

From: Future Agricultural and Private Open Space and Commercial land use designation, per Exhibit: A,

To: Future One and Two Family Residential and Mixed-Use land use designation, per Exhibit: B.

**WHEREAS**, members of the public, adjacent and nearby local governmental units will be given a 30-day review and comment period prior to the public hearing, which will be conducted by the Common Council for the Comprehensive Plan proposed amendment; and



**WHEREAS**, after said public hearing, the Common Council will decide whether to adopt by ordinance the proposed amendments to the Comprehensive Plan; and

**WHEREAS**, the Comprehensive Plan may be used as the basis for, among other things, updating the zoning ordinance, accomplishing extraterritorial zoning and as a guide for approving or disapproving actions affecting growth and development within the jurisdiction of the City of Appleton; and

**WHEREAS**, this Comprehensive Plan may from time to time be amended, extended, or added to in greater detail; and

**NOW, THEREFORE, BE IT RESOLVED**, by the City of Appleton Plan Commission that the recommended Comprehensive Plan amendments are hereby adopted as a part of the City of Appleton Comprehensive Plan 2010-2030 pursuant to §66.1001(4), Wis. Stats. and that the Plan Commission recommends said Comprehensive Plan amendments to the City of Appleton Common Council for adoption by ordinance, after a 30-day public review and comment period and public hearing.

Adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

\_\_\_\_\_  
Jacob A. Woodford, Mayor

ATTEST:

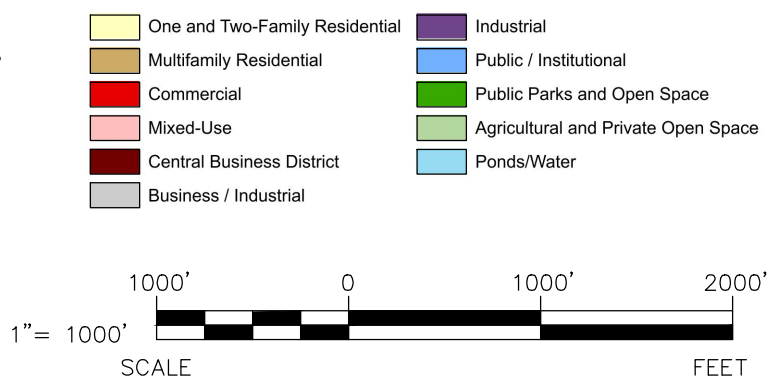
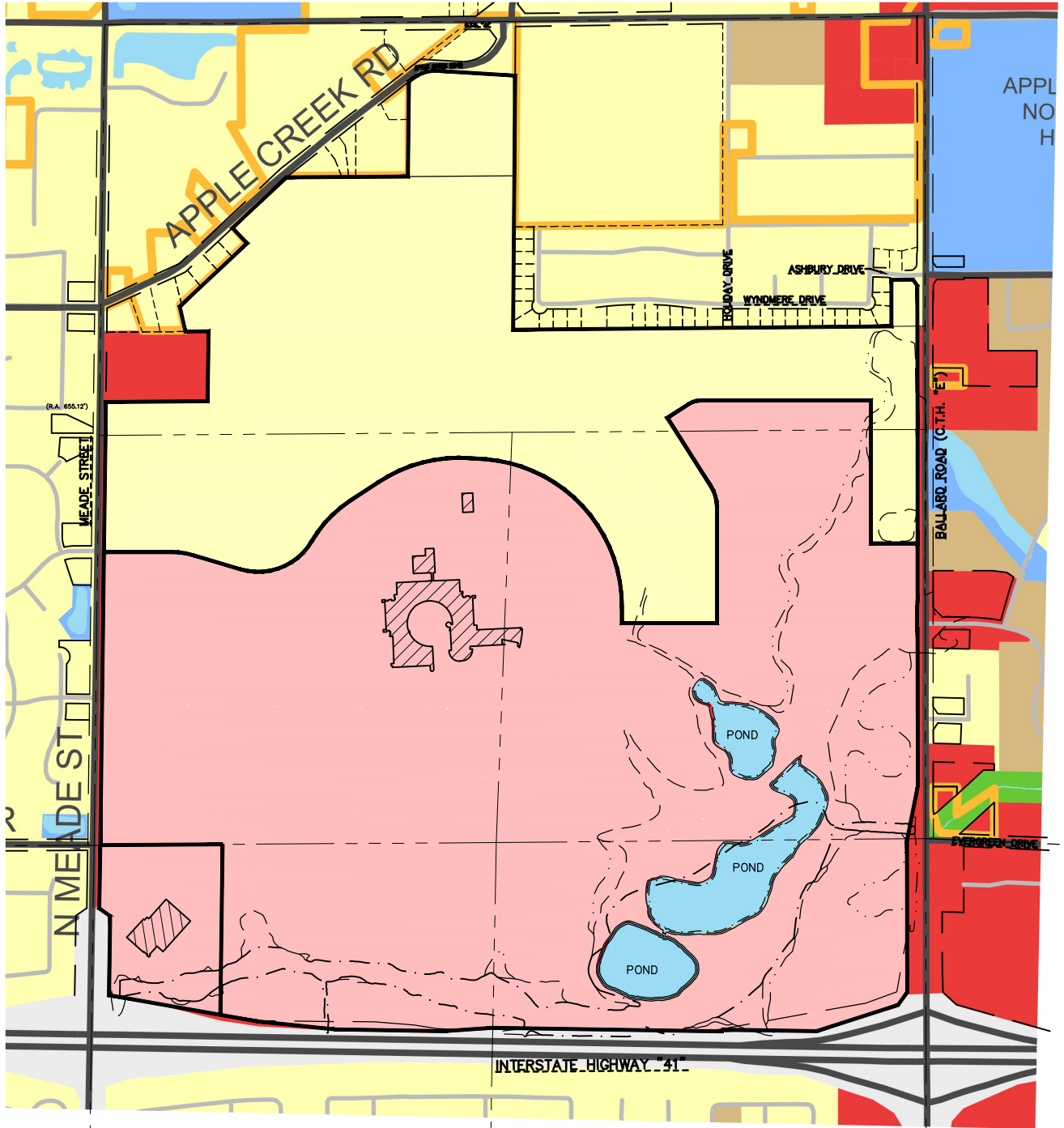
\_\_\_\_\_  
Kami Lynch, City Clerk







PROPOSED FUTURE LAND USE EXHIBIT: B



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**IMPLEMENTATION PLAN DOCUMENT FOR PLANNED DEVELOPMENT (PD #4-00)**

**PLANNED DEVELOPMENT DESIGNATION**

WHEREAS, the Aid Association for Lutherans (AAL) Planned Development Designation for PD Rezoning #4-00 (PD #4-00) went into effect on the date when the Implementation Plan Document for PD #4-00 was recorded in the Outagamie County Register of Deeds Office, Wisconsin, on August 11, 2000, as Document No. 1376284.

WHEREAS, Aid Association for Lutherans, a Wisconsin corporation, changed its name to Thrivent Financial for Lutherans, a Wisconsin corporation, effective May 21, 2002 (the "Owner/Developer").

WHEREAS, certain changes to the Implementation Plan Document No 1376284 are permitted in accordance with the requirements of Section 23-151(p) of the Appleton Zoning Ordinance.

WHEREAS, an official map amendment is permitted in accordance with Section 23-65(d)(2) of the Appleton Zoning Ordinance.

WHEREAS, the property Owner/Developer desires to repeal Implementation Plan Document No. 1376284 in accordance with Section 23-151(p)(1) of the Appleton Zoning Ordinance and replace it with this IPD, which recreates the provisions and district boundary lines, as further described below for the real estate described on the attached Exhibit A ("the Property") . After recording of this Implementation Plan Document, all references to PD #4-00 will mean and refer to this Implementation Plan Document.

**Record and return copy to:**  
City of Appleton  
Community Development Department  
100 N. Appleton Street  
Appleton, WI 54911



WHEREAS, Section 23-151 of the Appleton Municipal Code requires the recordation of an Implementation Plan Document in the Outagamie County Register or Deeds; and

WHEREAS, the parties hereto wish to notify all interested parties of the existence of said Implementation Plan Document;

NOW, THEREFORE, in consideration of the foregoing recitals, the Owner/Developer and the City hereby notify all interested parties as follows:

1. **Existence of Implementation Plan for PD #4-00.** The parties hereto have entered into mutually agreeable Development and Implementation Plan Document for the Property. This designation establishes the land uses which shall be permitted on the Property, development standards, and a general development plan, that must be complied with by the Owner/Developer and all subsequent property owners or agents of the property owners.
2. **Location of Implementation Plan.** This Implementation Plan Document for PD #4-00 approved by Appleton Common Council action on \_\_\_\_\_, 20\_\_\_\_ and executed by the parties on the date of filing with the Outagamie County Register of Deeds' office and is also on file with the Appleton Community Development Department, 100 North Appleton Street, Appleton, WI and is subject to review and reproduction by all interested parties upon request.
3. **Subsequent Purchasers.** A Planned Development (PD) is a zoning overlay district under the City of Appleton Zoning Ordinance. The Implementation Plan Document exists for Planned Developments (PDs) under this zoning category and are covenants that run with the land. Accordingly, all future purchasers of Property zoned PD should become familiarized with the individual requirements attached to that specific Property.
4. **Amendments to Implementation Plans.** Pursuant to Section 23-151 of the Appleton Municipal Code, major changes in a PD require approval by the City Council and subsequent recording of the amendment. The Community Development Director may approve Minor Amendments.
5. **Development Guidelines and Conditions.** PD #4-00 shall comply with the following development standards:

A. **LAND USES**

1. **Principal Permitted Uses.**

Residential Uses

- Assisted living or retirement homes
- Nursing or convalescent homes
- Dwelling, single-family



- Dwelling, two-family
- Dwelling, zero lot line for two-family
- Dwelling, multi-family, for three (3) or more units per apartment building or townhouses

#### Public and Semi-Public Uses

- Clubs
- Day care, group
- Education institutions; business, technical or vocational school
- Educational institutions; college or university
- Governmental facilities
- Hospitals
- Marina or boat landings
- Museums
- Places of worship
- Public parks or playground
- Recreation facilities; non-profit
- Registered historic places open to the public and having retail space occupying not more than 10% of the gross floor area of the building

#### Non-Residential Uses

- Automobile maintenance shops
- Commercial entertainment; excluding sexually-oriented establishments
- Drive through facilities pursuant to Section 23-49
- Greenhouses or greenhouse nurseries
- Hotel or motels
- Manufacturing, custom pursuant to Section 23-66(h)(16)
- Multi-tenant building
- Offices
- Painting/Craft studio without alcohol sales
- Parking lots
- Parking garages
- Personal services
- Printing
- Professional services
- Data center
- Restaurants (without alcohol)
- Restaurants, fast food
- Retail businesses
- Shopping centers
- Towing businesses pursuant to Section 23-66(h)(15)
- Urban farms pursuant to Section 23-66(h)(17)
- Veterinarian clinics
- Bar or taverns pursuant to Section 23-66(h)(6)
- Car washes



- Craft-Distillery pursuant to Section 23-66(h)(19)
- Gasoline sales pursuant to Section 23-66(h)(8)
- Microbrewery/Brewpub pursuant to Section 23-66(h)(19)
- Outdoor commercial entertainment pursuant to Section 23-66(h)(11)
- Painting/Craft studio with alcohol sales pursuant to Section 23-66(h)(6)
- Restaurants with alcohol pursuant to Section 23-66(h)(6)
- Tasting rooms pursuant to Sections 23-66(h)19 and/or 21
- Winery pursuant to Section 23-66(h)21

2. **Accessory uses, buildings and structures, Fences and walls, Refuse container and dumpster enclosures, Drive through facilities** are permitted within PD #4-00 in connection with the permitted uses, pursuant to Chapter 23, Appleton Zoning Code as now in effect or hereafter amended.
3. **Temporary uses and structures** are permitted within PD #4-00 pursuant to the Chapter 23, Appleton Zoning Code as now in effect or hereafter amended.

**B. DEVELOPMENT STANDARDS**

1.
  - a. **Maximum building height** shall not exceed 35 feet for single-family detached dwelling, two-family dwellings and zero lot line two-family dwellings.
  - b. **Maximum building height** shall not exceed 60 feet for multi-family dwellings.
  - c. **Maximum building height** for all other uses shall not exceed 105 feet as was previously permitted.
2.
  - a. **Minimum individual lot width** shall be 40 feet for single-family detached dwellings.
  - b. **Minimum individual lot width** shall be 30 feet for zero lot line dwellings and two-family dwellings shall.
  - c. **Minimum individual lot width** shall be 60 feet for all other uses.
3.
  - a. **Minimum individual lot area** shall be 4,000 square feet for single-family detached dwellings, zero lot line dwellings and two-family dwellings.
  - b. **Minimum individual lot area** shall be 14,000 square feet for all other uses.



4. **Minimum front, rear, and side lot line setbacks** shall be:
- a. Front lot line setback:
    - i. For mixed-use buildings: 0 feet
    - ii. For all other uses: 10 feet
    - iii. For single-family detached dwellings adjacent to an alley: 4 feet.
  - b. Rear lot line setback:
    - i. For single-family detached dwellings: 4 feet
    - ii. For all other uses: 20 feet
  - c. Side lot line setback:
    - i. For single-family detached dwellings, two-family dwellings and zero lot line two-family dwellings: 5 feet
    - ii. For all other uses: No side lot line setback, unless abutting a residentially zoned district, then shall be 10 feet, not including zero lot line two-family dwellings
    - iii. For zero lot line two-family dwellings with a common wall: No side lot line setback
5. a. **Maximum individual lot coverage** shall be 90% for multi-family dwellings and mixed-use buildings.
- b. **Maximum individual lot coverage** shall be 75% for all other uses.
6. **Parking, loading/unloading, bicycle and landscaping standards** shall be as specified pursuant to the Chapter 23, Appleton Zoning Code as now in effect or hereafter amended, except the minimum number of off-street parking and loading spaces shall be calculated as follows:

**Exception. Calculation of Off-Street Parking and Loading Spaces:** The minimum required number of off-street parking and loading spaces for specific uses listed in the off-street parking and loading section pursuant to the Chapter 23, Appleton Zoning Code as now in effect or hereafter amended are reduced by fifty percent (50%) for permitted uses in PD #4-00.

The minimum number of off-street parking and loading spaces required to serve the existing building identified on Exhibit B – Concept Master Plan attached here as "Data Center", which is roughly 18,000 square feet, and is utilized as a data center, shall be 12 stalls.

7. **Signs and Outdoor Lighting.**

- a. All signs shall comply with Chapter 23, Appleton Zoning Code as now in effect or hereafter amended. The existing monument signage shown on Exhibit B – Zoning Boundary Depiction shall be allowed to remain at their current location and size within PD#4-00. The monument signs are allowed to be maintained including changing the sign copy/message related to uses and activities within PD#4-00.



- b. All exterior lighting fixtures, either mounted on the building or freestanding, shall comply with Chapter 23, Appleton Zoning Code as now in effect or hereafter amended

8. **Site Plan Review Application.** Prior to obtaining a building permit within PD #4-00, minor site plan or site plan review and approval shall be required for principal, accessory buildings, structures and uses in accordance with Chapter 23, Appleton Zoning Code as now in effect or hereafter amended.

9. **Application of the Municipal Code of the City of Appleton.** In conjunction with land uses and development provisions listed above, the Municipal Code of the City of Appleton as now in effect or hereafter amended applies to all land and land development on the property, unless otherwise stated in this document.

C. **INSTALLATION OF REQUIRED IMPROVEMENTS** – The installation of all required improvements, including but not limited to, driveway access, stormwater, streets, sidewalks, bike paths, water systems, sewer systems, fire protection, utilities shall be in accordance with all applicable City Appleton regulations.

D. **GENERAL PROVISIONS**

1. **Enforcement.** The provisions of this Implementation Plan Document for PD #4-00 shall be effective and in force unless so amended as required by pursuant to the Chapter 23, Appleton Zoning Code as now in effect or hereafter amended.

2. **Breach of Provisions of PD #4-00.**

If at any time any provision or requirements stated in PD #4-00 have been breached by the Owner/Developer, their respective successors, representatives and assigns, and all persons who may hereafter acquire an interest in the Property or any part thereof any property, the City may withhold approval of any or all platting or the issuance of any or all grading or building permits or occupancy permits applied for on the Property, until such breach has been remedied.

3. **Binding Effect.**

PD #4-00 shall run with the land and be binding upon the Owner/Developer, their respective successors, representatives and assigns, and all persons who may hereafter acquire an interest in the Property or any part thereof, with the exception that provisions of this designation may be modified through an amendment in accordance with the procedure stated in Chapter 23, Appleton Zoning Code as now in effect or hereafter amended to amend planned developments. This Implementation Plan Document for PD #4-00 and Exhibits (Exhibit A - Legal Description; Exhibit B - Zoning Boundary Depiction, and Exhibit C - Concept Master Plan) shall be recorded in the Outagamie Register of Deeds Office in order to put



prospective purchasers or other interested persons on notice as to the terms contained herein. Concept Master Plan is for illustrative purposes only. Locations and densities of contemplated Permitted Uses is subject to change.

**4. Entire Designation**

This Implementation Plan Document for PD #4-00 contains all provisions and requirements incumbent upon the Owner/Developer relative to PD #4-00, except as modified by subsequent action of the Appleton Common Council in accordance with procedures set forth in in Chapter 23, Appleton Zoning Code as now in effect or hereafter amended to amend planned developments, and except that nothing contained herein shall be construed as waiving any requirements of the Appleton Municipal Code or other regulations otherwise applicable to the development of the Property.

**5. Recording of Development Plan and Implementation Plan Document of PD #4-00**

- a. This Implementation Plan Document for PD #4-00 must be signed by both the City and the Owner/Developer and must be recorded by in the Outagamie Register of Deeds' Office and a recorded copy of the Implementation Plan Document for PD #4-00 and Exhibits (Exhibit A - Legal Description, Exhibit B- Zoning Boundary Depiction, and Exhibit C- Concept Master Plan)shall be provided to the Appleton Community Development Department. This constitutes approval of the Implementation Plan Document for PD #4-00. Concept Master Plan is for illustrative purposes only. Locations and densities of contemplated Permitted Uses is subject to change.
- b. No permit allowing construction of a building or other development, shall take place on the Property until the required recording of the Implementation Plan Document for PD #4-00 is accomplished.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

By: \_\_\_\_\_  
Owner

Title:

By: \_\_\_\_\_  
Developer

Title:



STATE OF WISCONSIN )  
 )ss  
COUNTY OF \_\_\_\_\_ )

Personally came before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, the above named \_\_\_\_\_, and \_\_\_\_\_, to me known to be the persons who executed the foregoing instrument and acknowledged the same in the capacity and for the purposes therein intended.

\_\_\_\_\_  
Notary Public, State of Wisconsin  
My Commission expires

The above Implementation Plan Document for PD#4-00 was drafted by the undersigned at the request of the Property Owner/Developer.

(Insert Applicant's Name) \_\_\_\_\_  
Drafter's Signature

\_\_\_\_\_  
Date

Approved as to form:

CITY OF APPLETON, a Wisconsin  
Municipal Corporation

\_\_\_\_\_  
Attorney

By: \_\_\_\_\_ Appleton City  
Mayor

Attest: \_\_\_\_\_  
City Clerk

STATE OF WISCONSIN )  
 )ss  
COUNTY OF OUTAGAMIE )

Personally came before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, the above-named Mayor of City of Appleton, and City Clerk of City of Appleton, to me known to be the persons who executed the foregoing instrument and acknowledged the same in the capacity and for the purposes therein intended.

\_\_\_\_\_  
Notary Public, State of Wisconsin  
My Commission expires



## Exhibit: A

### Legal Description

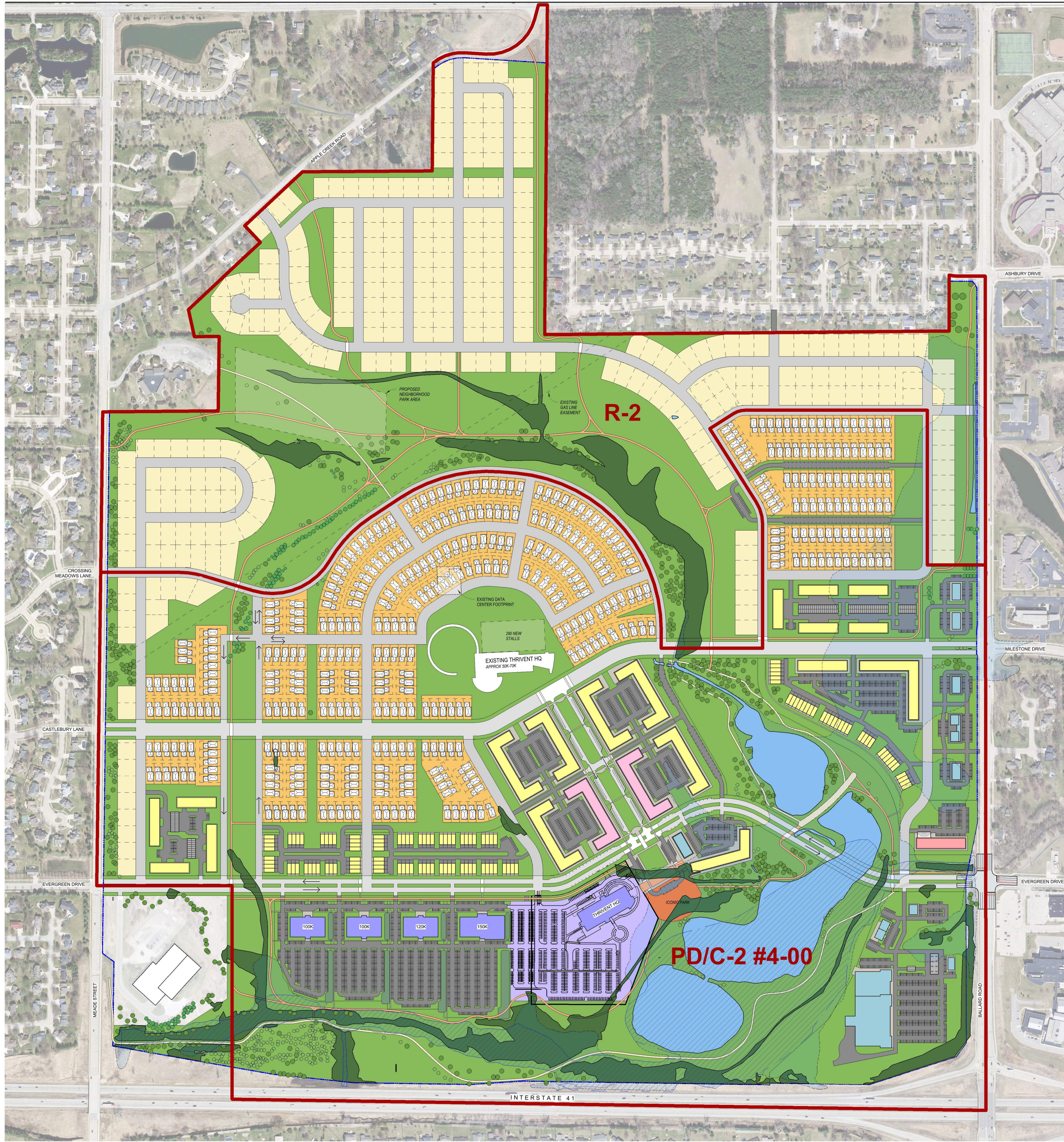
Part of Lot 2 of Certified Survey Map No. 8196, recorded in Outagamie County Register of Deeds Office as Document No. 2247072, part of the Northwest 1/4, Northeast 1/4, Southwest 1/4 and Southeast 1/4 of the Southwest 1/4 and part of the Northwest 1/4, Northeast 1/4, Southwest 1/4 and Southeast 1/4 of the Southeast 1/4 of Section 12, and part of the Northwest 1/4 and Northeast 1/4 of the Northwest 1/4 and part of the Northwest 1/4 and Northeast 1/4 of the Northeast 1/4 of Section 13, all being located in Township 21 North, Range 17 East, City of Appleton, Outagamie County, Wisconsin being more particularly described as follows:

Commencing at the Northeast corner of the Southeast 1/4 of said Section 12; thence South  $00^{\circ}-02'-21''$  East along the East line of said Southeast 1/4, a distance of 734.04 feet; thence North  $90^{\circ}-00'-00''$  West, a distance of 50.00 feet to the West right-of-way line of Ballard Road, said point being the point of beginning; thence continuing North  $90^{\circ}-00'-00''$  West, a distance of 300.20 feet; thence North  $00^{\circ}-00'-00''$  East, a distance of 920.00 feet; thence North  $90^{\circ}-00'-00''$  West, a distance of 1,095.94 feet; thence Southwesterly 73.60 feet on a curve to the left having a radius of 130.00 feet, the chord of said curve bears South  $73^{\circ}-46'-53''$  West, a chord distance of 72.62 feet; thence South  $57^{\circ}-33'-46''$  West, a distance of 169.14 feet; thence South  $32^{\circ}-26'-14''$  East, a distance of 520.93 feet; thence Southeasterly 141.53 feet on a curve to the right having a radius of 250.00 feet, the chord of said curve bears South  $16^{\circ}-13'-07''$  East, a chord distance of 139.65 feet; thence South  $00^{\circ}-00'-00''$  East, a distance of 746.70 feet; thence North  $90^{\circ}-00'-00''$  West, a distance of 610.35 feet; thence North  $00^{\circ}-00'-00''$  East, a distance of 106.33 feet; thence Northwesterly 1,415.04 feet on a curve to the left having a radius of 950.00 feet, the chord of said curve bears North  $42^{\circ}-40'-17''$  West, a chord distance of 1,287.81 feet; thence North  $85^{\circ}-20'-35''$  West, a distance of 93.29 feet; thence Southwesterly 630.02 feet on a curve to the left having a radius of 950.00 feet, the chord of said curve bears South  $75^{\circ}-39'-30''$  West, a chord distance of 618.54 feet; thence South  $56^{\circ}-39'-36''$  West, a distance of 219.75 feet; thence Southwesterly 359.69 feet on a curve to the left having a radius of 780.00 feet, the chord of said curve bears South  $43^{\circ}-26'-56''$  West, a chord distance of 356.52 feet; thence Southwesterly 533.52 feet on a curve to the right having a radius of 400.00 feet, the chord of said curve bears South  $68^{\circ}-26'-56''$  West, a chord distance of 494.85 feet; thence North  $73^{\circ}-20'-24''$  West, a distance of 314.39 feet; thence Northwesterly 145.38 feet on a curve to the left having a radius of 500.00 feet, the chord of said curve bears North  $81^{\circ}-40'-12''$  West, a chord distance of 144.87 feet; thence North  $90^{\circ}-00'-00''$  West, a distance of 432.76 feet to the East right-of-way line of Meade Street; thence South  $00^{\circ}-43'-29''$  West along said East line, a distance of 1,885.41 feet to the South line of the Southwest 1/4 of said Section 12; thence North  $89^{\circ}-36'-54''$  East along said South line, a distance of 787.74; thence South  $00^{\circ}-46'-59''$  West, a distance of 1,095.87 feet to the Northerly right-of-way line of Interstate Highway "41"; thence South  $79^{\circ}-59'-24''$  East along said Northerly line, a distance of 238.64 feet; thence South  $84^{\circ}-00'-22''$  East along said Northerly line, a distance of 502.02 feet; thence South  $89^{\circ}-08'-56''$  East along said Northerly line, a distance of 700.00 feet; thence North  $86^{\circ}-20'-30''$  East along said Northerly line, a distance of 317.96 feet; thence South  $89^{\circ}-08'-56''$  East along said Northerly line, a distance of 1,484.19 feet; thence North  $00^{\circ}-51'-04''$  East along said Northerly line, a distance of 10.00 feet; thence South  $89^{\circ}-08'-56''$  East along said Northerly line, a distance of 598.15 feet; thence North  $72^{\circ}-14'-50''$  East along said Northerly line, a distance of 549.98 feet; thence North  $35^{\circ}-43'-57''$  East along said Northerly line, a distance of 101.12 feet to the West right-of-way line of Ballard Road; thence North  $00^{\circ}-07'-51''$  West along said West line, a distance of 974.99 feet; thence North  $11^{\circ}-15'-34''$  East along said West line, a distance of 357.19 feet; thence North  $00^{\circ}-02'-21''$  West along said West line, a distance of 1,007.86 feet; thence South  $89^{\circ}-57'-40''$  West, a distance of 3.00 feet; thence North  $00^{\circ}-02'-21''$  West along said West line, a distance of 149.03 feet; thence North  $05^{\circ}-40'-03''$  East along said West line, a distance of 30.17 feet; thence North  $00^{\circ}-02'-21''$  West along said West line, a distance of 372.84 feet to the point of beginning and containing 381.485 acres (16,617,492 sq. ft.) of land more or less, including to the centerline of the adjacent right-of-way.



EXHIBIT: B

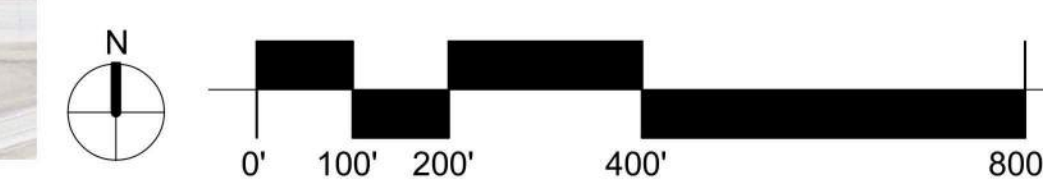
Proposed Thrivent Concept Master Plan  
 and Zoning Boundary Depiction



LEGEND

	EXISTING POND EXTENTS
	EXISTING WETLANDS
	PROPOSED GREEN SPACE
	PROPOSED PUBLIC RIGHT-OF-WAY
	PROPOSED PRIVATE DRIVE, ROAD, AND/OR PARKING AREA
	SINGLE FAMILY RESIDENTIAL ZONES 1/8-ACRE AND 1/4-ACRE LOTS
	DESTINATION / ICONIC PARK
	HOTEL BUILDING / PARCEL
	COMMERCIAL-RETAIL BUILDINGS / PARCELS
	MIXED USE BUILDINGS / PARCELS
	MULTI-FAMILY BUILDINGS / PARCELS
	OFFICE BUILDINGS / PARCELS
	PROPOSED NEW THRIVENT HQ PARCEL
	ZONING BOUNDARY/DESIGNATION
	PROPOSED NEW TRAIL
	EXISTING TRAIL TO REMAIN
	EXISTING LANDSCAPE AND VEGETATION TO REMAIN

NOTE Concept Master Plan is for illustrative purposes only. Locations and densities of contemplated Permitted Uses is subject to change.



△ Revisions

IDEATION PHASE-1  
 THRIVENT - APPLETON

Date Issued: 07-02-2024  
 RINKA project #: 220701  
 Sheet Title

FULL SITE TEST FIT  
 - FUTURE

Sheet # IP1-06A



**CONCEPT MASTER PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY. LOCATIONS AND DENSITIES OF CONTEMPLATED PERMITTED USES IS SUBJECT TO CHANGE.**

ZONE AREAS - COMPLETE		
Zone	Area (AC)	Area (SF)
A_02	10.6 acres	460,040 R <sup>2</sup>
C_01	19.3 acres	841,400 R <sup>2</sup>
C_02	8.1 acres	353,450 R <sup>2</sup>
C_03	2.8 acres	122,250 R <sup>2</sup>
M_04	3.6 acres	156,000 R <sup>2</sup>
M_05	5.8 acres	245,840 R <sup>2</sup>
O_01	6.1 acres	266,000 R <sup>2</sup>
O_02	5.1 acres	221,000 R <sup>2</sup>
O_03	4.7 acres	204,000 R <sup>2</sup>
O_04	4.2 acres	182,220 R <sup>2</sup>
O_05	12.4 acres	538,150 R <sup>2</sup>
O_T	12.6 acres	549,010 R <sup>2</sup>
S_01	7.5 acres	326,960 R <sup>2</sup>
S_02	5.1 acres	220,500 R <sup>2</sup>
T_01	2.9 acres	123,000 R <sup>2</sup>
T_02	3.1 acres	135,000 R <sup>2</sup>
T_03	3.1 acres	135,000 R <sup>2</sup>
T_04	3.1 acres	135,000 R <sup>2</sup>
T_05	3.5 acres	151,240 R <sup>2</sup>
T_06	4.3 acres	186,700 R <sup>2</sup>
T_07	2.8 acres	121,500 R <sup>2</sup>
T_08	2.8 acres	121,500 R <sup>2</sup>
T_09	1.4 acres	62,130 R <sup>2</sup>
T_10	4.8 acres	209,820 R <sup>2</sup>
T_11	4.4 acres	189,750 R <sup>2</sup>
T_12	4.6 acres	199,660 R <sup>2</sup>
T_13	4.7 acres	206,240 R <sup>2</sup>
T_13x	2.0 acres	87,300 R <sup>2</sup>
T_14	5.1 acres	220,300 R <sup>2</sup>
T_15	6.4 acres	279,310 R <sup>2</sup>
T_16	3.8 acres	164,920 R <sup>2</sup>
T_17	6.0 acres	259,910 R <sup>2</sup>
T_18	2.7 acres	118,210 R <sup>2</sup>
T_19	2.0 acres	87,760 R <sup>2</sup>
X_01	11.4 acres	496,060 R <sup>2</sup>
X_3	3.1 acres	135,910 R <sup>2</sup>
Z_01	0.9 acres	39,240 R <sup>2</sup>
Z_02	2.4 acres	106,260 R <sup>2</sup>
Z_04	4.1 acres	178,950 R <sup>2</sup>
Z_05	4.0 acres	172,340 R <sup>2</sup>
Z_06	4.5 acres	194,400 R <sup>2</sup>
Z_07	3.1 acres	136,460 R <sup>2</sup>
Z_08	2.9 acres	125,460 R <sup>2</sup>
Z_09	4.5 acres	194,400 R <sup>2</sup>
Z_10	4.5 acres	194,400 R <sup>2</sup>
Z_11	5.4 acres	237,310 R <sup>2</sup>
Z_12	2.0 acres	86,030 R <sup>2</sup>
Z_13	3.8 acres	164,850 R <sup>2</sup>
Z_15	3.3 acres	145,920 R <sup>2</sup>
Z_16	3.4 acres	150,130 R <sup>2</sup>
Z_17	3.3 acres	142,120 R <sup>2</sup>
Z_18	2.1 acres	90,200 R <sup>2</sup>
Z_19	1.5 acres	66,000 R <sup>2</sup>
Z_20	4.3 acres	187,070 R <sup>2</sup>
Z_22	2.0 acres	85,050 R <sup>2</sup>
Z_30	0.7 acres	32,400 R <sup>2</sup>
Z_31	0.7 acres	32,400 R <sup>2</sup>
Z_32	0.7 acres	32,400 R <sup>2</sup>
Z_33	0.7 acres	32,400 R <sup>2</sup>
Z_34	2.7 acres	118,800 R <sup>2</sup>
Z_35	2.6 acres	111,400 R <sup>2</sup>
Z_36	4.6 acres	201,330 R <sup>2</sup>
270.2 acres		

ZONE M - TOWNHOMES		
ZONE	Approx. Units	Notes
M_04	34	Townhomes - self parked
M_05	52	<varies>
	86	

ZONE A - MULTI-FAMILY & TOWNHOMES		
ZONE	Approx. Units	Notes
A_01	182	<varies>
	182	

ZONE T - TND 1/8-ACRE LOTS - FUTURE		
Zone	Units (+/-)	Notes
T_01	17	TND - self parked
T_02	18	TND - self parked
T_03	18	TND - self parked
T_04	18	TND - self parked
T_05	17	TND - self parked
T_06	26	TND - self parked
T_07	16	TND - self parked
T_08	16	TND - self parked
T_09	8	TND - self parked
T_10	27	TND - self parked
T_11	26	TND - self parked
T_12	27	TND - self parked
T_13	29	TND - self parked
T_14	30	TND - self parked
T_15	38	TND - self parked
T_16	22	TND - self parked
T_17	34	TND - self parked
T_18	15	TND - self parked
T_19	22	TND - self parked
	424	

ZONE Z - SINGLE FAMILY 1/4-AC LOTS		
ZONE	Approx. Units	Notes
Z_01	3	Single-Family 1/4 Ac - self parked
Z_02	9	Single-Family 1/4 Ac - self parked
Z_04	18	Single-Family 1/4 Ac - self parked
Z_05	23	Single-Family 1/4 Ac - self parked
Z_06	18	Single-Family 1/4 Ac - self parked
Z_07	10	Single-Family 1/4 Ac - self parked
Z_08	10	Single-Family 1/4 Ac - self parked
Z_09	18	Single-Family 1/4 Ac - self parked
Z_10	18	Single-Family 1/4 Ac - self parked
Z_11	19	Single-Family 1/4 Ac - self parked
Z_12	14	Single-Family 1/4 Ac - self parked
Z_14	9	Single-Family 1/4 Ac - self parked
Z_15	11	Single-Family 1/4 Ac - self parked
Z_16	11	Single-Family 1/4 Ac - self parked
Z_17	12	Single-Family 1/4 Ac - self parked
Z_18	8	Single-Family 1/4 Ac - self parked
Z_19	6	Single-Family 1/4 Ac - self parked
Z_20	16	Single-Family 1/4 Ac - self parked
Z_22	11	Single-Family 1/4 Ac - self parked
Z_30	3	Single-Family 1/4 Ac - self parked
Z_31	3	Single-Family 1/4 Ac - self parked
Z_32	3	Single-Family 1/4 Ac - self parked
Z_33	3	Single-Family 1/4 Ac - self parked
Z_34	11	Single-Family 1/4 Ac - self parked
Z_35	8	Single-Family 1/4 Ac - self parked
Z_36	16	Single-Family 1/4 Ac - self parked
	297	

ZONE S - GARDEN STYLE APTS		
ZONE	Approx. Units	Notes
S_01	120	Mixed Surface & Garage Parking
S_02	100	Mixed Surface & Garage Parking
	220	
(2 LEVELS EACH)		

ZONE X - MIXED USE				
ZONE	Approx. Units	Suggested Minimum Parking	Parking Count	Notes
X_01	402	635	623	Mixed Surface & Garage Parking
X_02	412	650	630	Mixed Surface & Garage Parking
X_03	108	162	223	
	922	1447	1476	
10-15K TOTAL RETAIL (@ MAJOR INTERSECTION)				

ZONE O - OFFICE			
ZONE	Footprint (+/-)	Total GSF	Notes
O_01	37,800 R <sup>2</sup>	151,200 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_02	30,100 R <sup>2</sup>	120,400 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_03	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_04	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
	118,400 R <sup>2</sup>	473,600 R <sup>2</sup>	

O\_T THRIVENT HEADQUARTERS 300K  
O\_E EXISTING OFFICE LOT (NOT IN SCOPE)

ZONE C - COMMERCIAL				
ZONE	Footprint (+/-)	Total GSF	Retail GSF	Notes
C_01	112,100 R <sup>2</sup>	112,100 R <sup>2</sup>	112,100 SF	4 Parking Stalls per 1,000SF
C_02	38,900 R <sup>2</sup>	98,300 R <sup>2</sup>	19,100 SF	4 Parking Stalls per 1,000SF
C_03	13,000 R <sup>2</sup>	22,000 R <sup>2</sup>	22,000 SF	4 Parking Stalls per 1,000SF
	164,000 R <sup>2</sup>	232,400 R <sup>2</sup>	153,200 SF	

C\_01 FUEL STATION +/- 2 ACRES  
10-15K RETAIL  
65-100K GROCERY RETAILER

C\_02 15K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)  
HOTEL @ 150 KEYS, 4FL

C\_03 6-10K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)

**TOTALS**

**OVERALL SITE ACREAGE: 580.8 AC**

**RETAIL: 120-175K**

**OFFICE: 450-500K**

**APPROXIMATE RESIDENTIAL UNITS: 2,200 - 2,300 UNITS**

- 220 GARDEN STYLE
- 1,000+/- MULTIFAMILY
- 400 TND (1/8 ACRE LOT)
- 300 SINGLE FAMILY (1/4 ACRE LOT)
- 120 TOWNHOMES



**EXHIBIT: C**  
**Proposed Thrivent Concept Master Plan**

1 SITE - BASE  
1" = 300'-0"

△ Revisions

IDEATION PHASE 1  
THRIVENT - APPLETON

Appleton, WI  
Date Issued: 06.21.2024  
RINKA project #: 220701  
Sheet Title

FULL SITE PROGRAM - TEST FIT - COMPLETE



## Brenda Broeske

---

**From:** Colin Sigmund <colinsigmund@gmail.com>  
**Sent:** Tuesday, July 16, 2024 2:29 PM  
**To:** Don Harp  
**Subject:** Re-adjusting plan

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Hi Don,

My name is Colin Sigmund and I am a resident of the Silverleaf Court neighborhood adjacent to the Thrivent property. I'd like to briefly discuss concerns and possible addendums to the current master plan prior to its final implementation. Speaking on behalf of our small community, we are collectively concerned that undesirable commercial businesses, a hotel, and other developments within the C2 district of the master plan would harm our property value and generally be unfavorable.

Per the results of the various surveys and exhaustive community discussions regarding the development, it appeared as though maintenance of green space/waterways/parks/natural area was by far the most desirable. Given that the fountain/ponds, walking paths, and other natural walkways exist primarily within the southeastern part of the property, wouldn't it make most sense to preserve this region without substantial development? The agricultural plots that currently exist in the C2 plot could be added to the already beautiful southeastern portion of the 600 acre property.

Alternatively, the C2 and possible hotel developments could be moved between the O\_E and O\_1 plots as this is already slated to be more of a commercialized/non residential portion of the overall 600 acre property. I find this to have 2 main benefits. One, it would place possible restaurants (C2) closer to office spaces (O\_E, O\_1, O\_2, and O\_3) where workers could more easily dine for lunch/dinner during or after work. This dynamic would be mutually reinforcing. Essentially, workers from O\_E through O\_3 would more likely patronize C2-based businesses while the leases of the office spaces would more likely be filled because there are retail amenities nearby for its employees. Two, It would provide improved advertisement for the local commercial or retail businesses (C2) due to its location relative to highway 41 w/ signage.

Thanks,  
Silverleaf Court neighborhood

Attention: This message was sent from a source external to the City of Appleton. Please use caution when opening attachments or clicking links.





# CITY OF APPLETON

## MEMORANDUM

**Date:** July 24, 2024  
**To:** Plan Commission  
**From:** Don Harp, Principal Planner  
**Subject:** Comprehensive Plan Future Land Use Map Amendment #1-24, Planned Development District #4-00 (PD/C-2 #4-00) Amendment and Rezoning# 6-24

---

## GENERAL INFORMATION

**Owner:** Thrivent Financial for Lutherans and North Meadows Investments

**Applicant:** Emily Cialdini, Vice President of Development, Land by Label, LLC

**Address/Parcel Numbers:** 4321 North Ballard Road and 3920 North Meade Street and being more particularly described as: Parcel Identification Numbers: 31-1-6451-00, 31-1-6451-01, 31-1-6461-01, 31-1-6462-00, 31-1-6522-01, 31-6-5303-00 and 31-1-9107-00

**Petitioner's Request:** Please see enclosed exhibits depicting the property with current and proposed future land use designations. Proposed land use designations facilitate Thrivent's proposed new office building and master plan. All components of the master plan are consistent with City of Appleton Comprehensive Plan. The Planned Development Major Amendment facilitates rezoning required to permit Thrivent's proposed new office building and the master plan. The proposed master plan offers a full range of new housing choices, with an employment center, recreation, dining and neighborhood shopping and services. More than a third of the site will be restored and preserved as public parks, open space, waterways and a system of trails that will connect seamlessly with the larger community. The rezoning request will facilitate the Thrivent master plan redevelopment to permit single-family development. The AG and PD/C-2 #4-00 to R-2 is consistent with adjacent zoning districts.

### **Request #1: Comprehensive Plan Future Land Use Map Amendment #1-24:**

The applicant requested an amendment to the Comprehensive Plan Future Land Use Map, City of Appleton Comprehensive Plan 2010-2030 for the subject properties from future Agricultural and Private Open Space and Commercial land use designation, per attached Exhibit: A, to One and Two Family Residential and Mixed-Use future land use designation, per attached Exhibit: B. These proposed amendments will accommodate the implementation of the proposed land use designations and Thrivent's new office building per their concept master plan, Exhibit: D.

### **Request #2: Planned Development District #4-00 Amendment (PD/C-2 #4-00) (zoning map and development regulations amendment):**

The applicant requested an amendment to the existing PD/C-2 #4-00 zoning boundary line from R-2 Two-family District and R-1A Single-family District to Planned Overlay Development General Commercial District (PD/C-2 #4-00), including to the centerline of the adjacent road right-of-way, per attached Zoning Map Exhibit: C. They additionally requested to replace the current



Implementation Plan Document (development regulations) for PD/C-2 #4-00, previously approved on April 19, 2000, and recorded in the Outagamie County Register of Deeds Office as Document No. 1376284 with a new Implementation Plan Document (development regulations) to implement proposed land use designations and Thrivent's new office building per concept master plan, Exhibit: D.

**Request #3: Rezoning #6-24 (zoning map amendment):**

The applicant requested an amendment to the current R-2 Two-family District zoning boundary line from AG Agricultural District and PD/C-2 #4-00 to R-2 Two-family District, including to the centerline of the adjacent road right-of-way, per attached Zoning Map Exhibit: C. This will accommodate the applicant's request to develop land under the current R-2 Two-family District zoning regulations, Exhibit: C.

**Plan Commission Public Hearing/Meeting Date:** July 24, 2024

**Common Council Public Hearing/Meeting Date:** September 4, 2024

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**BACKGROUND**

1973 – Parcel Numbers 31-1-6451-00, 31-1-6451-01, 31-1-6461-01 and 31-1-6522-01, Annexed to the City

1975 – Corporate office constructed

1990 – Parcel Number 31-1-6462-00, Annexed to the City

1994 – Corporate office expanded with a four-story addition

1994 – Parcel Number 31-6-5303-00, Annexed to the City and Zoned R-1A (Ord. #137-94)

1994 – Parcel Numbers 31-1-6451-00, 31-1-6451-01, 31-1-6461-01, 31-1-6462-00, and 31-1-6522-01, Rezoned to AG, R-2, C-2 and PD/C-2 per (Ord. #61-94)

2000 – Parcel Numbers 31-1-6451-00, 31-1-6451-01, 31-1-6461-01, and part of 31-6-5303-00, where rezoned from PD/C-2 #61-94 to PD/C-2 #4-00, including approval of the development regulations pursuant to Implementation Plan Document No. 1376284 recorded in the Outagamie County Register of Deeds Office

2004 – Parcel Number 31-1-9107-00, Annexed to the City

2004 – Parcel Number 31-1-9107-00, Rezoned from Temporary R-2 to R-2 (Rezoning #2-04)

2023 – Thrivent conducted a public engagement survey, open house and workshop related to the long-term development of its 600-acre campus.

2024 – CSM #9-24 and #10-24, associated with this request, are under current administrative review by City staff to reflect the proposed Planned Development and Rezoning PD/C-2 #4-00 and Rezoning #6-24.



## STAFF ANALYSIS

**Procedural Findings:** When requests are made to amend the *Comprehensive Plan 2010-2030* Future Land Use Map, Official Zoning Map (rezonings) and Planned Development Districts for the same development project, the respective staff reports are consolidated together as one.

**Overview of the Proposed Thrivent Concept Master Plan, Exhibit: D:** The proposed concept master plan encourages a mixed-use development consisting of office and retail buildings adjacent to Interstate HWY 41 (HWY 41), offering employment opportunities and prime visibility. Moving along Ballard Road from HWY 41 northward to Milestone Drive, the land is proposed for commercial buildings, creating a shopping and business corridor.

Centrally located within the property, is a blend of proposed single-family, multi-family apartment and townhome buildings and mixed-use buildings, with 1<sup>st</sup> floor commercial spaces and residential units above, encouraging employment, shopping, housing and entertainment opportunities. This land use group surrounds the existing Thrivent corporate office which will be repurposed. Transitioning to the north and west, the proposed concept master plan features single-family residential homes on ±5,500 and ±11,000 square foot lots. The larger proposed single-family lots are located adjacent to existing single-family lots with similar lot sizes that border the Thrivent property to north, west and east.

Throughout the proposed development, open spaces, parks, trails, and pathways are interspersed, promoting outdoor activities and connectivity for the residents, employees, and visitors alike.

*Note: The concept master plan is for illustrative purposes only, the proposed layout of land uses, roads and pathways contemplated is subject to change. The concept master plan was utilized to develop the draft zoning regulations, per Exhibit: E Implementation Plan Document For Planned Development (PD#4-00).*

### **Request #1: Comprehensive Plan Future Land Use Map Amendment #1-24:**

**General Information:** The *Comprehensive Plan 2010-2030* and Future Land Use Map are intended to guide City growth and development in an organized, efficient manner. The comprehensive plan addresses a range of topics related to land use, housing and neighborhoods, economic development, transportation, utilities and community facilities, and more. Per Smart Growth law, municipal land use decisions, including amendments to the Future Land Use Map, Official Zoning Map (rezonings) and Planned Development Districts must be evaluated for consistency with relevant goals, objectives, and policies of the City's *Comprehensive Plan 2010-2030*.

**Applicant's Request:** The applicant's request is to amend the current Future Land Use Map to implement the proposed land use designations and Thrivent's new office building, per concept master plan Exhibit: D:

- **From:** Future Agricultural and Private Open Space and Commercial land use designation, per Exhibit: A,
- **To:** Future One and Two Family Residential and Mixed-Use land use designation, per Exhibit: B.

**Findings:** It is staff's opinion that the proposed Future Land Use Map Amendment request implements the proposed land use designations and Thrivent's new office building, per concept master plan Exhibit: D. It is also consistent with several goals, objectives, and policies from the City's *Comprehensive Plan 2010-2030*: (see below)



*Goal 1 – Community Growth*

*Appleton will continue to provide opportunities for residential, commercial, and industrial growth, including appropriate redevelopment sites within the downtown and existing neighborhoods, and greenfield development sites at the City's edge.*

*Goal 8 – Economic Development*

*Appleton will pursue economic development that retains and attracts talented people, brings good jobs to the area, and supports the vitality of its industrial areas, downtown, and neighborhood business districts.*

*5.1 OBJECTIVE: Continue efforts to ensure an adequate supply of housing affordable to all income levels in the community.*

*5.3 OBJECTIVE: Provide a range of housing options that meet the needs and appeal to all segments of the community and allows residents to age in place.*

- *College North Neighborhood Plan – Chapter 4: Market Study 2020-2030: The average annual housing need is about 301 units per the market study. This proposed single-family development will help to meet the demand for housing in Appleton as specified in the market study.*

*7.1 OBJECTIVE: Provide a pattern of development that minimizes impacts to municipal services and utilities.*

*10.3 OBJECTIVE: Support future changes to zoning and other regulatory tools which are necessary to achieve the type of urban form and development reflective of smart growth principles, including support for “complete” neighborhoods (neighborhoods where residents can meet the majority of their daily needs on foot and by bicycle) throughout the City and in growth areas.*

*18.1 OBJECTIVE: Continue to work with land developers and municipalities to acquire new park land through dedication or other means, as new development occurs.*

*18.3 OBJECTIVE: Develop the City's park system as an interconnected network of sites linked by greenways and trails.*

**Request #2: Planned Development District #4-00 Amendment (PD/C-2 #4-00) (zoning map and development regulations amendment):**

**General Information:** Planned Development Overlay Districts allow an owner/applicant to propose uses, development regulations, and land use exceptions for a specific redevelopment or development site. Overlay districts provide customized zoning regulations in addition to adopting “base” or underlying zoning district regulations based upon a concept master plan by preparing and recording an Implementation Plan Document.

Current Size of PD Overlay District #4-00 (PD/C-2 #4-00): ±374.04 Acres

Proposed Size of PD Overlay District #4-00 (PD/C-2 #4-00): ±381.49 Acres



## Applicant's Request:

1. The applicant's request is to amend the existing PD/C-2 #4-00 zoning boundary line from R-2 Two-family District and R-1A Single-family District to Planned Overlay Development General Commercial District (PD/C-2 #4-00), including to the centerline of the adjacent road right-of-way, per attached Zoning Map Exhibit: C, and
2. Replace the current Implementation Plan Document (development regulations) for PD/C-2 #4-00, previously approved on April 19, 2000, and recorded in the Outagamie County Register of Deeds Office as Document No. 1376284, with a new Implementation Plan Document (development regulations). This will accommodate the implementation of the proposed land use designations and Thrivent's new office building per the concept master plan Exhibit: D.

Summary of land use regulations listed in the proposed draft Implementation Plan Document per Exhibit: E for PD Overlay District #4-00 (PD/C-2 #4-00) are:

- A. Pages 2 - 4, Section A. Specifies desired principal permitted uses consistent with current principal and special uses listed in the current "base" C-2 District.
- B. Pages 2 - 3, Section A. Specifies desired principal permitted use exceptions to allow single-family, two-family, zero lot line two-family, and multi-family dwellings within the PD Overlay District #4-00 (PD/C-2 #4-00) to promote the mixed-use development concept master plan layout. *Findings: This request was reviewed in accordance with standards for granting use exceptions under Section 23-151(h)(1)-(3) of the Municipal Code: 1. The desired residential uses support the purpose of PD Overlay District #4-00. 2. The desired residential uses are not detrimental on the surrounding existing residential and commercial neighborhoods. 3. The desired residential uses are listed in the draft Implementation Plan Document.*
- C. Page 4, Sections B. 1. Retain the original maximum building height exception of 105 feet listed in Implementation Plan Document No. 1376284.
- D. Pages 4 - 5, Sections B. 1. - 5. Specifies building height and setbacks, lot width and area, and lot coverage regulations meeting the current "base" C-2 District regulations, except the minimum 10 feet front yard setback is reduced to zero (0) for mixed use buildings to encourage walkability. In addition, it specifies yard setbacks for residential dwellings to accommodate the proposed traditional residential neighborhood land use area.
- E. Page 5, Section B. 6. Specifies minimum off-street parking space requirements consistent with current mixed-use development regulation listed in Chapter 23, Zoning (reduced parking spaces by 50%, if desired) rather than a traditional commercial development parking regulation.
- F. Page 5, Section B. 7. Allows current Thrivent monument signs to remain in their current location and size.
- G. All other applicable Municipal Code regulations including but not limited to outdoor lighting, signage, and site plan approval, apply to the land area within the PD Overlay District #4-00.



## Findings of Fact:

This request was reviewed in accordance with the standards for granting amendments to a PD Overlay District, Development Plan (in this case a concept master plan) and Implementation Plan Document under Section 23-151(o) of the Municipal Code: It appears the criteria established has been satisfied. Related excerpts are listed below.

- 1) In what respects the proposed plan is or is not consistent with the stated purpose, requirements and standards of the PD regulations.

*Findings: No inconsistencies found. The land use patterns shown on the proposed concept master plan encourages a mixed-use development consisting of proposed green space, parks, trails, single-family, multi-family, commercial, mixed-use buildings, offices and park/trails.*

- 2) The extent to which the proposed plan departs from the zoning and subdivision regulations otherwise applicable to the subject property and the reasons why such departures are or are not deemed to be in the public interest.

*Findings: The zoning ordinance exceptions listed in the draft Implementation Plan Document are consistent with previous approved exceptions. The proposed zoning ordinance exceptions implement the proposed land use designations and Thrivent's new office building per concept master plan Exhibit: D. These departures do not appear to cause undue adverse impact on the public or character of the existing neighborhood or other matters affecting the public health, safety, or general welfare.*

- 3) The extent of public benefit of the PD in terms of meeting planning objectives and enhancing the tax base and economic development. Any specific beneficial actions, plans, or programs agreed to in the PD proposal which are clearly beyond the minimum requirements of this chapter shall be specifically listed as evidence of justified exceptions.

*Findings: PD Overlay District #4-00 will continue to enhance the City's tax base and promote the goals and objectives of the Appleton Comprehensive Plan 2010-2030, as stated in this report. In addition, the proposed land use patterns depicted on the concept master plan appear to provide a vibrant neighborhood community for people to live, work, meet everyday shopping and social needs within a unified development.*

- 4) The physical design of the proposed plan and the manner in which said design makes adequate provision for public services, provides adequate control over vehicular traffic, provides for common open space and furthers the amenities of light, air, recreation and visual enjoyment.

*Findings: The proposed land use patterns and street network patterns depicted on the concept master plan will further be evaluated by staff with these factors in mind as the proposed development progresses into the civil engineering design review stage.*

- 5) The relationship and compatibility of the proposed plan to the adjacent properties and neighborhood.

*Findings: The proposed land use patterns depicted on the concept master plan appear to provide a vibrant neighborhood community for people to live, work, meet everyday shopping and social needs within a unified development. This appears to be compatible with the existing adjacent commercial properties and residential neighborhoods.*



**Request #3: Rezoning #6-24 (zoning map amendment):**

**Applicant's Request:** The applicant's request is to amend the current R-2 Two-family District zoning boundary line from AG Agricultural District and PD/C-2 #4-00 to R-2 Two-family District, including to the centerline of the adjacent road right-of-way, per attached Zoning Map Exhibit: C. These amendments accommodate the implementation of the proposed land use designations and Thrivent's new office building, per concept master plan Exhibit: D.

**Standards for Zoning Map Amendments:** This request was reviewed in accordance with the standards for granting a Zoning Map Amendment under Section 23-65(d)(3) of the Municipal Code: It appears the criteria established has been satisfied. Related excerpts are listed below.

- a. Prior to making a recommendation on a proposed rezoning, the Plan Commission shall make a finding to determine if the following conditions exist. No rezoning of land shall be approved prior to finding at least one of the following:
  1. The request for a zone change is in conformance with the Comprehensive Plan for the City of Appleton. *Findings: If Future Land Use Map Amendment #1-24 is approved, to identify the land for future one- and two-family residential designation and mixed-use, the rezoning requests will be in conformance with the Comprehensive Plan 2010-2030.*
  2. A study submitted by the applicant that indicates that there has been an increase in the demand for land in the requested zoning district, and as a result, the supply of land within the City mapped as such on the Official Zoning Map is inadequate to meet the demands for such development. *Findings: College North Neighborhood Plan – Chapter 4: Market Study 2020-2030: The average annual housing need is about 301 units per the market study. The rezoning requests will help to meet the demand for housing in Appleton as specified in the market study.*
  3. Proposed amendments cannot be accommodated by sites already zoned in the City due to lack of transportation, utilities or other development constraints, or the market to be served by the proposed use cannot be effectively served by the location of the existing zoning district(s).
  4. There is an error in the code text or zoning map as enacted.
- b. In addition to the findings required to be made by subsection (a), findings shall be made by the Plan Commission on each of the following matters based on the evidence presented:
  1. The adequacy of public facilities such as transportation, utilities and other required public services to serve the proposed site. *Findings: The subject area can be served by existing infrastructure and public services. Detailed impacts on the transportation and pedestrian network adjacent to the proposed development will be assessed and mitigation provided for during the Traffic Impact Analysis and Subdivision Plat review phase.*
  2. The effect of the proposed rezoning on surrounding uses. *Findings: The subject site is nearby existing single-family residential uses on North Meade Street, East Apple Creek Road, North Gardenwood Lane, and East Wyndmere Drive. Commercial offices and health care uses exist along North Ballard Road to the east of the subject site. The proposed R-2 Two-family District allows the land to develop with uses compatible with adjacent uses.*



**Technical Review Group (TRG) and Plat Review Team (PRT) Report:** Staff, across multiple departments, have provided written comments to Thrivent and the Land By Label Team relevant to the concept master plan materials. Staff will continue to work with the Thrivent and Land By Label Team to review and provide recommendations on existing and proposed infrastructure impacts with regard to traffic/transportation, street design/improvements, water resources/stormwater, wetlands, water and wastewater utilities, and other applicable considerations as the development project progresses into the subdivision plat review phase.

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## **STAFF RECOMMENDATION**

**Request #1:** Based upon the above analysis, staff recommends City of Appleton *Comprehensive Plan 2010-2030* Future Land Use Map Amendment #1-24 for the subject properties from future Agricultural and Private Open Space and Commercial land use designation, per attached Exhibit: A to One and Two Family Residential and Mixed-Use future land use designation, per attached Exhibit: B and the attached resolution, **BE APPROVED**;

**Request #2:** Based upon the above analysis and standards for amendments to PD Overlay Districts as required by Section 23-151(o) of the Zoning Ordinance, staff recommends that the Planned Development Overlay District #4-00 zoning district line be amended from R-2 Two-family District and R-1A Single-family District to Planned Development Overlay General Commercial District (PD/C-2 #4-00) for the subject properties, including to the centerline of the respective adjacent right-of-way(s) as shown on the attached map (Exhibit: C) and described in the Implementation Plan Document attached, **BE APPROVED** subject to the following:

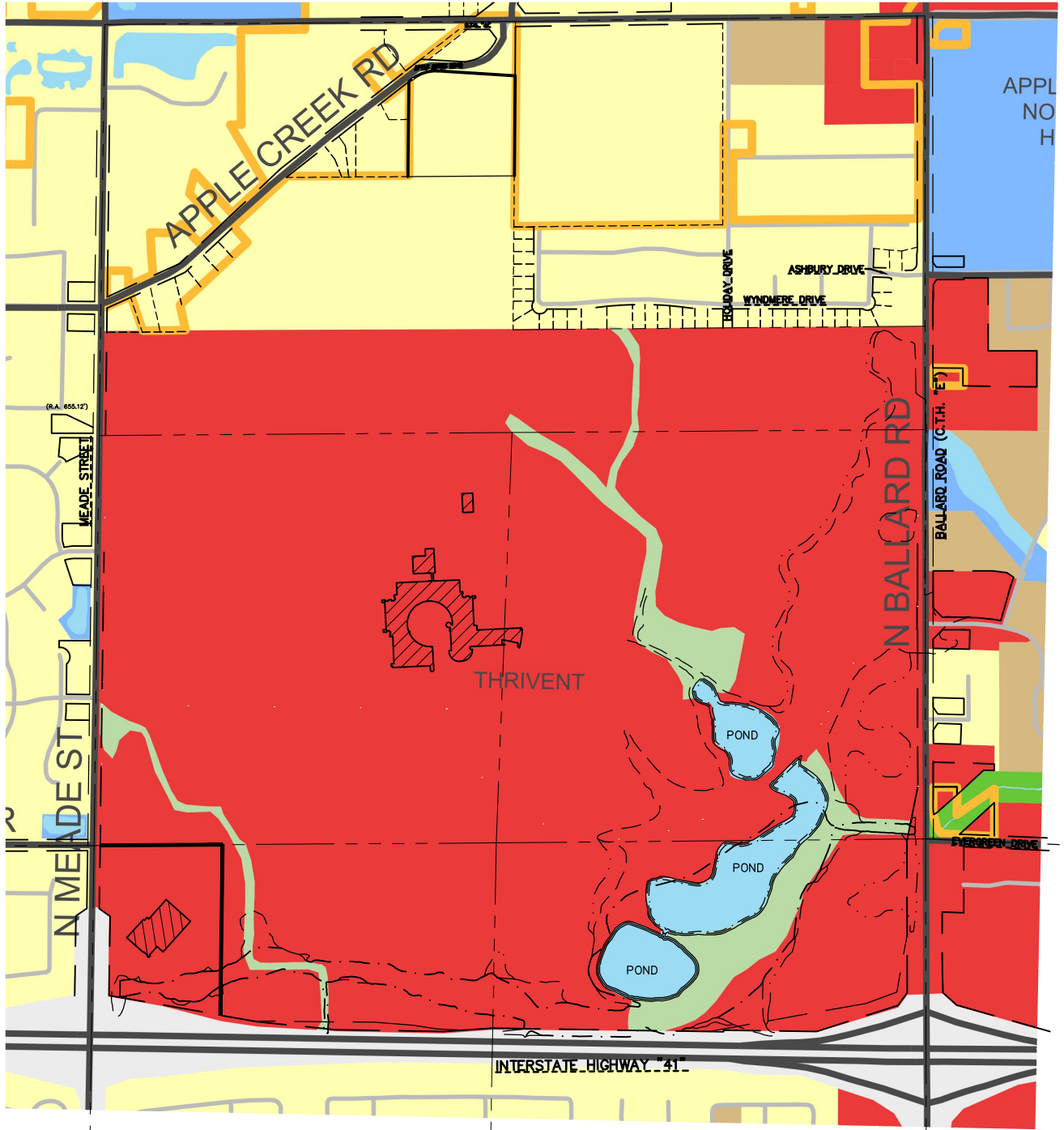
1. The attached Implementation Plan Document must be notarized and signed by the property owner and then be submitted to the Community Development Department for City signatures. The Implementation Plan Document must be recorded in the Outagamie County Register of Deeds' Office by the property owner per Section 23-151(m)(2)f. and g. of the Municipal Code; and












**Request #3:** Based upon the above analysis and the standards for zoning map amendments as required by Section 23-65(d)(3) of the Zoning Ordinance, staff recommends Rezoning #6-24 to rezone the subject properties from R-1A Single-Family, AG Agricultural and PD/C-2 #4-00 to R-2 Two-family District, including to the centerline of the adjacent right-of-way(s) as shown on the attached map (Exhibit: C) and described on the application form, **BE APPROVED**.

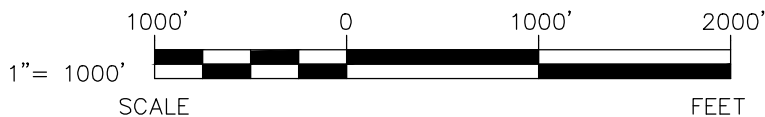
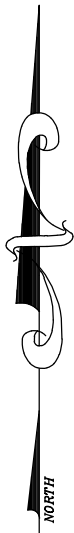
**NOTE:** If approved, the PD Overlay District Amendment #4-00 and Rezoning #6-24 will be reported out at the same Common Council meeting as the proposed Comprehensive Plan Amendment #1-24. This will be done simultaneously to coincide with the change in future land use from future Agricultural and Private Open Space and Commercial land use designation, per attached Exhibit: A, to One and Two Family Residential and Mixed-Use future land use designation, per attached Exhibit: B.



EXISTING FUTURE LAND USE EXHIBIT: A



- |  |   |
|--|---|
|  One and Two-Family Residential |  Industrial                          |
|  Multifamily Residential        |  Public / Institutional              |
|  Commercial                     |  Public Parks and Open Space         |
|  Mixed-Use                      |  Agricultural and Private Open Space |
|  Central Business District      |  Ponds/Water                         |
|  Business / Industrial          |   |



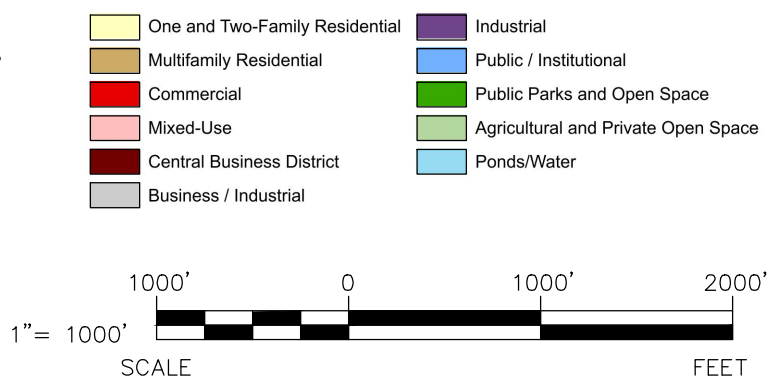
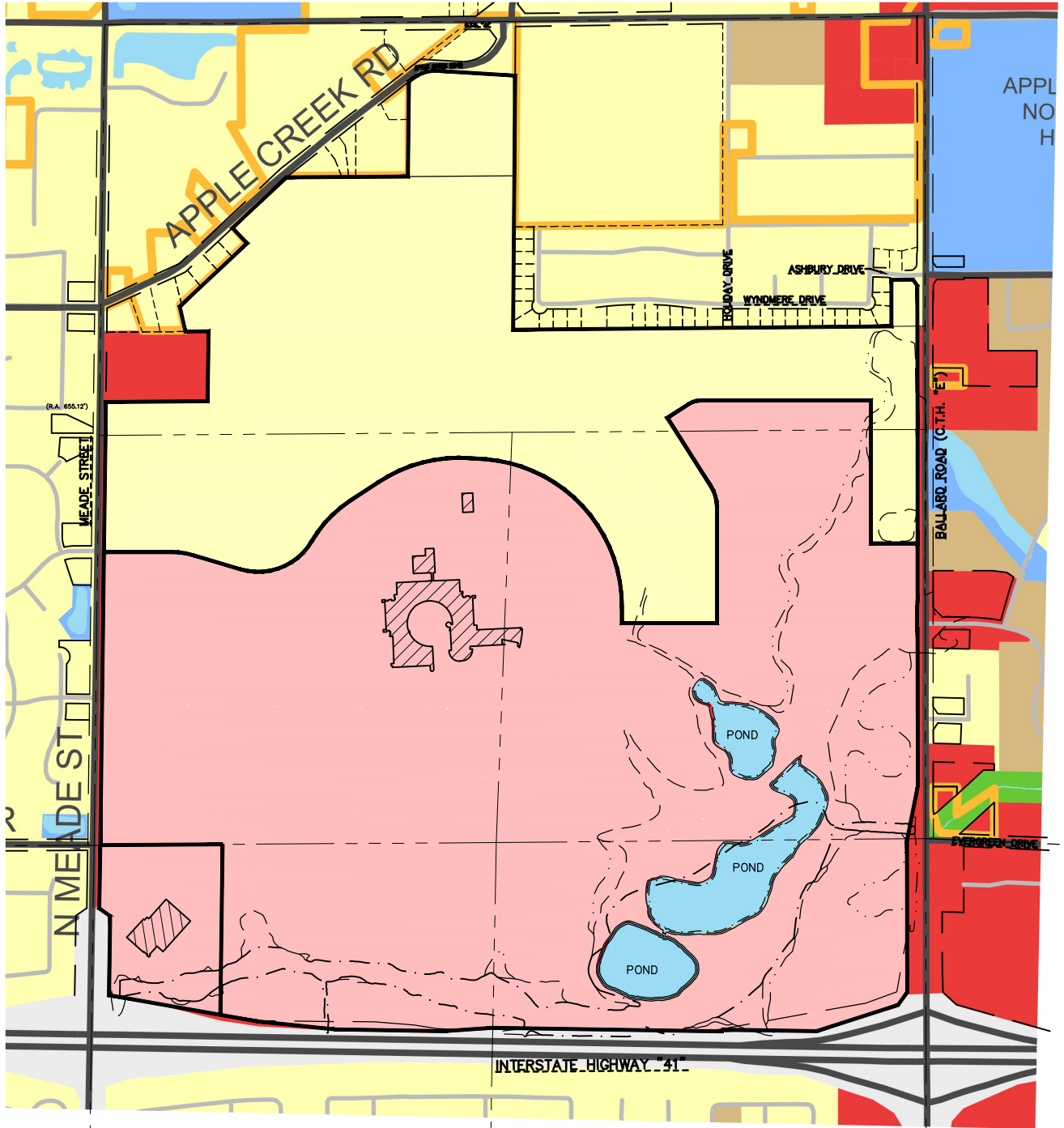
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Phone: (920) 926-9800  
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**JOB NO. 240061800**



PROPOSED FUTURE LAND USE EXHIBIT: B

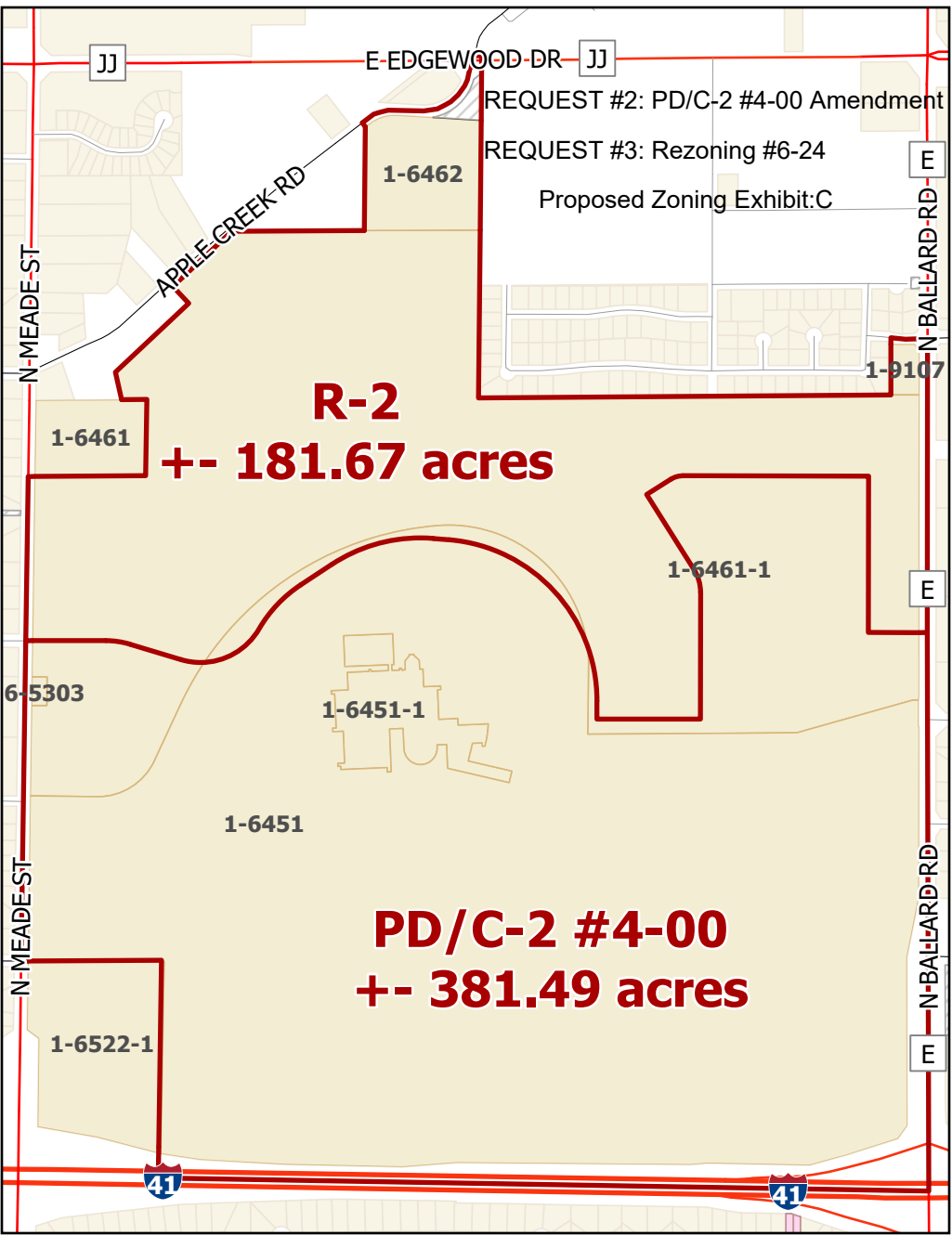
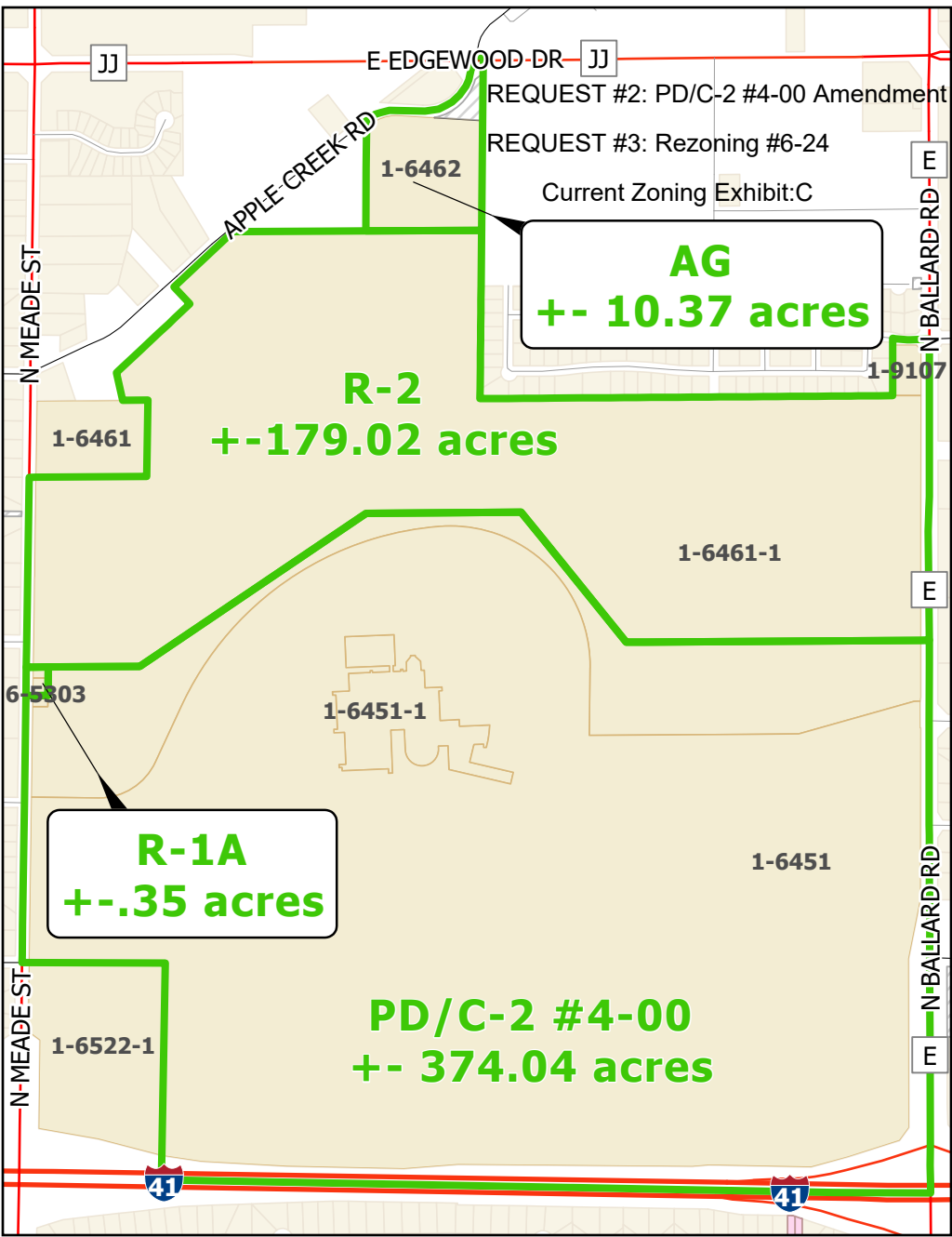


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# Thrivent Property

## Zoning Classification Changes

### Legend

- Current Zoning
- Proposed Zoning
- Tax Parcel

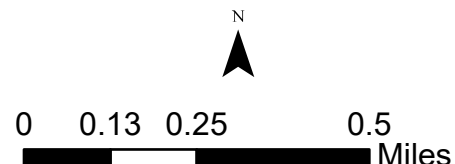
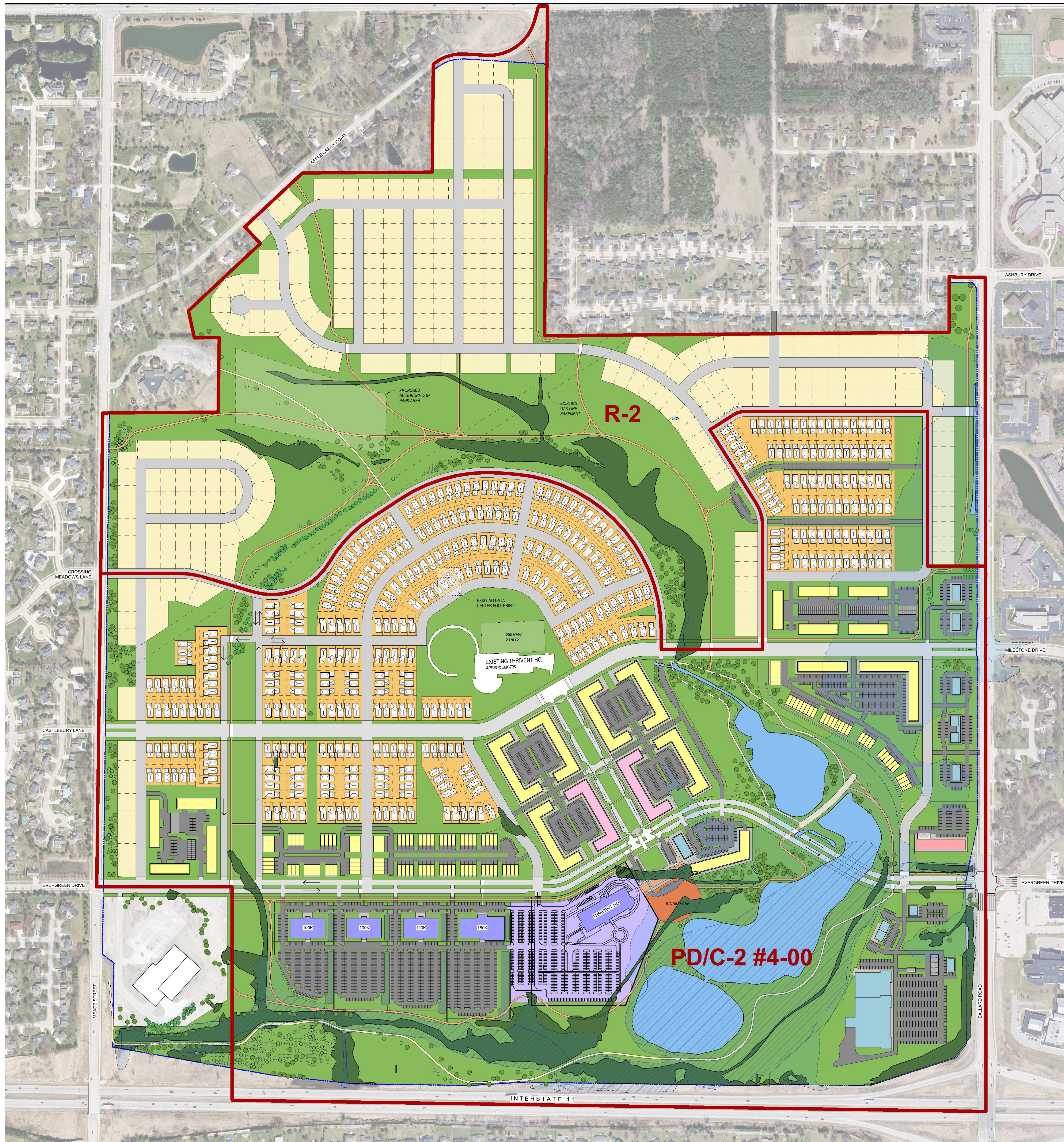




EXHIBIT: D

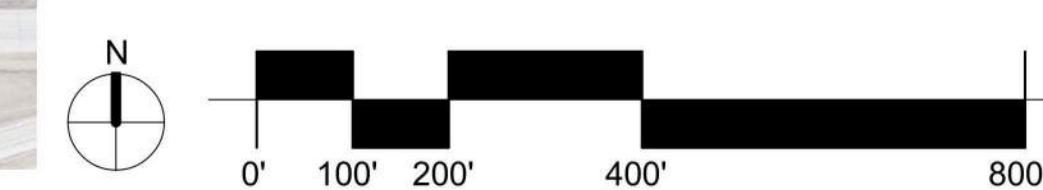
Proposed Thrivent Concept Master Plan



LEGEND

	EXISTING POND EXTENTS
	EXISTING WETLANDS
	PROPOSED GREEN SPACE
	PROPOSED PUBLIC RIGHT-OF-WAY
	PROPOSED PRIVATE DRIVE, ROAD, AND/OR PARKING AREA
	SINGLE FAMILY RESIDENTIAL ZONES 1/8-ACRE AND 1/4-ACRE LOTS
	DESTINATION / ICONIC PARK
	HOTEL BUILDING / PARCEL
	COMMERCIAL-RETAIL BUILDINGS / PARCELS
	MIXED USE BUILDINGS / PARCELS
	MULTI-FAMILY BUILDINGS / PARCELS
	OFFICE BUILDINGS / PARCELS
	PROPOSED NEW THRIVENT HQ PARCEL
	ZONING BOUNDARY/DESIGNATION
	PROPOSED NEW TRAIL
	EXISTING TRAIL TO REMAIN
	EXISTING LANDSCAPE AND VEGETATION TO REMAIN

NOTE Concept Master Plan is for illustrative purposes only. Locations and densities of contemplated Permitted Uses is subject to change.



△ Revisions

IDEATION PHASE-1  
THRIVENT - APPLETON

Date Issued: 07-02-2024  
RINKA project #: 220701  
Sheet Title

FULL SITE TEST FIT - FUTURE

Sheet # IP1-06A



**CONCEPT MASTER PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY. LOCATIONS AND DENSITIES OF CONTEMPLATED PERMITTED USES IS SUBJECT TO CHANGE.**

ZONE AREAS - COMPLETE		
Zone	Area (AC)	Area (SF)
A_02	10.6 acres	460,040 R <sup>2</sup>
C_01	19.3 acres	841,400 R <sup>2</sup>
C_02	8.1 acres	353,450 R <sup>2</sup>
C_03	2.8 acres	122,250 R <sup>2</sup>
M_04	3.6 acres	156,000 R <sup>2</sup>
M_05	5.8 acres	245,840 R <sup>2</sup>
O_01	6.1 acres	266,000 R <sup>2</sup>
O_02	5.1 acres	221,000 R <sup>2</sup>
O_03	4.7 acres	204,000 R <sup>2</sup>
O_04	4.2 acres	182,220 R <sup>2</sup>
O_05	12.4 acres	538,150 R <sup>2</sup>
O_T	12.6 acres	549,010 R <sup>2</sup>
S_01	7.5 acres	326,960 R <sup>2</sup>
S_02	5.1 acres	220,500 R <sup>2</sup>
T_01	2.9 acres	123,000 R <sup>2</sup>
T_02	3.1 acres	135,000 R <sup>2</sup>
T_03	3.1 acres	135,000 R <sup>2</sup>
T_04	3.1 acres	135,000 R <sup>2</sup>
T_05	3.5 acres	151,240 R <sup>2</sup>
T_06	4.3 acres	186,700 R <sup>2</sup>
T_07	2.8 acres	121,500 R <sup>2</sup>
T_08	2.8 acres	121,500 R <sup>2</sup>
T_09	1.4 acres	62,130 R <sup>2</sup>
T_10	4.8 acres	209,820 R <sup>2</sup>
T_11	4.4 acres	189,750 R <sup>2</sup>
T_12	4.6 acres	199,660 R <sup>2</sup>
T_13	4.7 acres	206,240 R <sup>2</sup>
T_13x	2.0 acres	87,300 R <sup>2</sup>
T_14	5.1 acres	220,300 R <sup>2</sup>
T_15	6.4 acres	279,310 R <sup>2</sup>
T_16	3.8 acres	164,920 R <sup>2</sup>
T_17	6.0 acres	259,910 R <sup>2</sup>
T_18	2.7 acres	118,210 R <sup>2</sup>
T_19	2.0 acres	87,760 R <sup>2</sup>
X_01	11.4 acres	496,060 R <sup>2</sup>
X_3	3.1 acres	135,910 R <sup>2</sup>
Z_01	0.9 acres	39,240 R <sup>2</sup>
Z_02	2.4 acres	106,260 R <sup>2</sup>
Z_04	4.1 acres	178,950 R <sup>2</sup>
Z_05	4.0 acres	172,340 R <sup>2</sup>
Z_06	4.5 acres	194,400 R <sup>2</sup>
Z_07	3.1 acres	136,460 R <sup>2</sup>
Z_08	2.9 acres	125,460 R <sup>2</sup>
Z_09	4.5 acres	194,400 R <sup>2</sup>
Z_10	4.5 acres	194,400 R <sup>2</sup>
Z_11	5.4 acres	237,310 R <sup>2</sup>
Z_12	2.0 acres	86,030 R <sup>2</sup>
Z_13	3.8 acres	164,850 R <sup>2</sup>
Z_15	3.3 acres	145,920 R <sup>2</sup>
Z_16	3.4 acres	150,130 R <sup>2</sup>
Z_17	3.3 acres	142,120 R <sup>2</sup>
Z_18	2.1 acres	90,200 R <sup>2</sup>
Z_19	1.5 acres	66,000 R <sup>2</sup>
Z_20	4.3 acres	187,070 R <sup>2</sup>
Z_22	2.0 acres	85,050 R <sup>2</sup>
Z_30	0.7 acres	32,400 R <sup>2</sup>
Z_31	0.7 acres	32,400 R <sup>2</sup>
Z_32	0.7 acres	32,400 R <sup>2</sup>
Z_33	0.7 acres	32,400 R <sup>2</sup>
Z_34	2.7 acres	118,800 R <sup>2</sup>
Z_35	2.6 acres	111,400 R <sup>2</sup>
Z_36	4.6 acres	201,330 R <sup>2</sup>
270.2 acres		

ZONE M - TOWNHOMES		
ZONE	Approx. Units	Notes
M_04	34	Townhomes - self parked
M_05	52	<varies>
M_05	86	

ZONE A - MULTI-FAMILY & TOWNHOMES		
ZONE	Approx. Units	Notes
A_01	182	<varies>
A_01	182	

ZONE T - TND 1/8-ACRE LOTS - FUTURE		
Zone	Units (+/-)	Notes
T_01	17	TND - self parked
T_02	18	TND - self parked
T_03	18	TND - self parked
T_04	18	TND - self parked
T_05	17	TND - self parked
T_06	26	TND - self parked
T_07	16	TND - self parked
T_08	16	TND - self parked
T_09	8	TND - self parked
T_10	27	TND - self parked
T_11	26	TND - self parked
T_12	27	TND - self parked
T_13	29	TND - self parked
T_14	30	TND - self parked
T_15	38	TND - self parked
T_16	22	TND - self parked
T_17	34	TND - self parked
T_18	15	TND - self parked
T_19	22	TND - self parked
T_19	424	

ZONE Z - SINGLE FAMILY 1/4-AC LOTS		
ZONE	Approx. Units	Notes
Z_01	3	Single-Family 1/4 Ac - self parked
Z_02	9	Single-Family 1/4 Ac - self parked
Z_04	18	Single-Family 1/4 Ac - self parked
Z_05	23	Single-Family 1/4 Ac - self parked
Z_06	18	Single-Family 1/4 Ac - self parked
Z_07	10	Single-Family 1/4 Ac - self parked
Z_08	10	Single-Family 1/4 Ac - self parked
Z_09	18	Single-Family 1/4 Ac - self parked
Z_10	18	Single-Family 1/4 Ac - self parked
Z_11	19	Single-Family 1/4 Ac - self parked
Z_12	14	Single-Family 1/4 Ac - self parked
Z_14	9	Single-Family 1/4 Ac - self parked
Z_15	11	Single-Family 1/4 Ac - self parked
Z_16	11	Single-Family 1/4 Ac - self parked
Z_17	12	Single-Family 1/4 Ac - self parked
Z_18	8	Single-Family 1/4 Ac - self parked
Z_19	6	Single-Family 1/4 Ac - self parked
Z_20	16	Single-Family 1/4 Ac - self parked
Z_22	11	Single-Family 1/4 Ac - self parked
Z_30	3	Single-Family 1/4 Ac - self parked
Z_31	3	Single-Family 1/4 Ac - self parked
Z_32	3	Single-Family 1/4 Ac - self parked
Z_33	3	Single-Family 1/4 Ac - self parked
Z_34	11	Single-Family 1/4 Ac - self parked
Z_35	8	Single-Family 1/4 Ac - self parked
Z_36	16	Single-Family 1/4 Ac - self parked
Z_36	297	

ZONE S - GARDEN STYLE APTS		
ZONE	Approx. Units	Notes
S_01	120	Mixed Surface & Garage Parking
S_02	100	Mixed Surface & Garage Parking
S_02	220	

(2 LEVELS EACH)

ZONE X - MIXED USE				
ZONE	Approx. Units	Suggested Minimum Parking	Parking Count	Notes
X_01	402	635	623	Mixed Surface & Garage Parking
X_02	412	650	630	Mixed Surface & Garage Parking
X_03	108	162	223	
X_03	922	1447	1476	

10-15K TOTAL RETAIL (@ MAJOR INTERSECTION)

ZONE O - OFFICE			
ZONE	Footprint (+/-)	Total GSF	Notes
O_01	37,800 R <sup>2</sup>	151,200 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_02	30,100 R <sup>2</sup>	120,400 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_03	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_04	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_04	118,400 R <sup>2</sup>	473,600 R <sup>2</sup>	

O\_T THRIVENT HEADQUARTERS 300K  
O\_E EXISTING OFFICE LOT (NOT IN SCOPE)

ZONE C - COMMERCIAL				
ZONE	Footprint (+/-)	Total GSF	Retail GSF	Notes
C_01	112,100 R <sup>2</sup>	112,100 R <sup>2</sup>	112,100 SF	4 Parking Stalls per 1,000SF
C_02	38,900 R <sup>2</sup>	98,300 R <sup>2</sup>	19,100 SF	4 Parking Stalls per 1,000SF
C_03	13,000 R <sup>2</sup>	22,000 R <sup>2</sup>	22,000 SF	4 Parking Stalls per 1,000SF
C_03	164,000 R <sup>2</sup>	232,400 R <sup>2</sup>	153,200 SF	

C\_01 FUEL STATION +/- 2 ACRES  
10-15K RETAIL  
65-100K GROCERY RETAILER

C\_02 15K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)  
HOTEL @ 150 KEYS, 4FL

C\_03 6-10K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)

**TOTALS**

**OVERALL SITE ACREAGE: 580.8 AC**

**RETAIL: 120-175K**

**OFFICE: 450-500K**

**APPROXIMATE RESIDENTIAL UNITS: 2,200 - 2,300 UNITS**

- 220 GARDEN STYLE
- 1,000+/- MULTIFAMILY
- 400 TND (1/8 ACRE LOT)
- 300 SINGLE FAMILY (1/4 ACRE LOT)
- 120 TOWNHOMES

1 SITE - BASE  
1" = 300'-0"



**EXHIBIT: D**  
**Proposed Thrivent Concept Master Plan**

△ Revisions

IDEATION PHASE 1  
THRIVENT - APPLETON

Appleton, WI  
Date Issued: 06.21.2024  
RINKA project #: 220701  
Sheet Title

FULL SITE PROGRAM - TEST FIT - COMPLETE



**RESOLUTION  
CITY OF APPLETON**

**ADOPTION OF THE RECOMMENDED AMENDMENT TO THE COMPREHENSIVE  
PLAN AS PREPARED BY THE CITY OF APPLETON PLAN COMMISSION**

**WHEREAS**, the Common Council of the City of Appleton pursuant to Section 62.23 of the Wisconsin Statutes, has established a City Plan Commission; and

**WHEREAS**, on March 3, 2010, the Common Council adopted the City of Appleton Comprehensive Plan to promote public health, safety and welfare of the City by effectively guiding long-range growth and development within the City and its statutory extraterritorial planning jurisdiction; and

**WHEREAS**, Chapter 12: Implementation, Comprehensive Plan Update Procedures, of the Comprehensive Plan was created in the City of Appleton Code of Ordinances to provide procedures and criteria for amending and updating the City of Appleton Comprehensive Plan; and

**WHEREAS**, members of the public were invited to make comments at a meeting held on July 24, 2024, by the City Plan Commission, wherein the following Comprehensive Plan amendment (Amendment #1-24) herein adopted was reviewed and commented upon by members of the public; and

**WHEREAS**, the City of Appleton Plan Commission has reviewed the recommended amendment to the Comprehensive Plan Future Land Use Map at a meeting held on July 24, 2024, and

**WHEREAS**, the City of Appleton Plan Commission reviewed the following Comprehensive Plan Amendments, found these amendments to meet the criteria outlined in Chapter 12: Implementation, Comprehensive Plan Update Procedures, warranting inclusion in this resolution

1. Having been filed with the City Clerk by the City of Appleton Community Development Department requesting a Comprehensive Plan Future Land Use Map Amendment #1-24 to change future land use designations:

From: Future Agricultural and Private Open Space and Commercial land use designation, per Exhibit: A,

To: Future One and Two Family Residential and Mixed-Use land use designation, per Exhibit: B.

**WHEREAS**, members of the public, adjacent and nearby local governmental units will be given a 30-day review and comment period prior to the public hearing, which will be conducted by the Common Council for the Comprehensive Plan proposed amendment; and



**WHEREAS**, after said public hearing, the Common Council will decide whether to adopt by ordinance the proposed amendments to the Comprehensive Plan; and

**WHEREAS**, the Comprehensive Plan may be used as the basis for, among other things, updating the zoning ordinance, accomplishing extraterritorial zoning and as a guide for approving or disapproving actions affecting growth and development within the jurisdiction of the City of Appleton; and

**WHEREAS**, this Comprehensive Plan may from time to time be amended, extended, or added to in greater detail; and

**NOW, THEREFORE, BE IT RESOLVED**, by the City of Appleton Plan Commission that the recommended Comprehensive Plan amendments are hereby adopted as a part of the City of Appleton Comprehensive Plan 2010-2030 pursuant to §66.1001(4), Wis. Stats. and that the Plan Commission recommends said Comprehensive Plan amendments to the City of Appleton Common Council for adoption by ordinance, after a 30-day public review and comment period and public hearing.

Adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

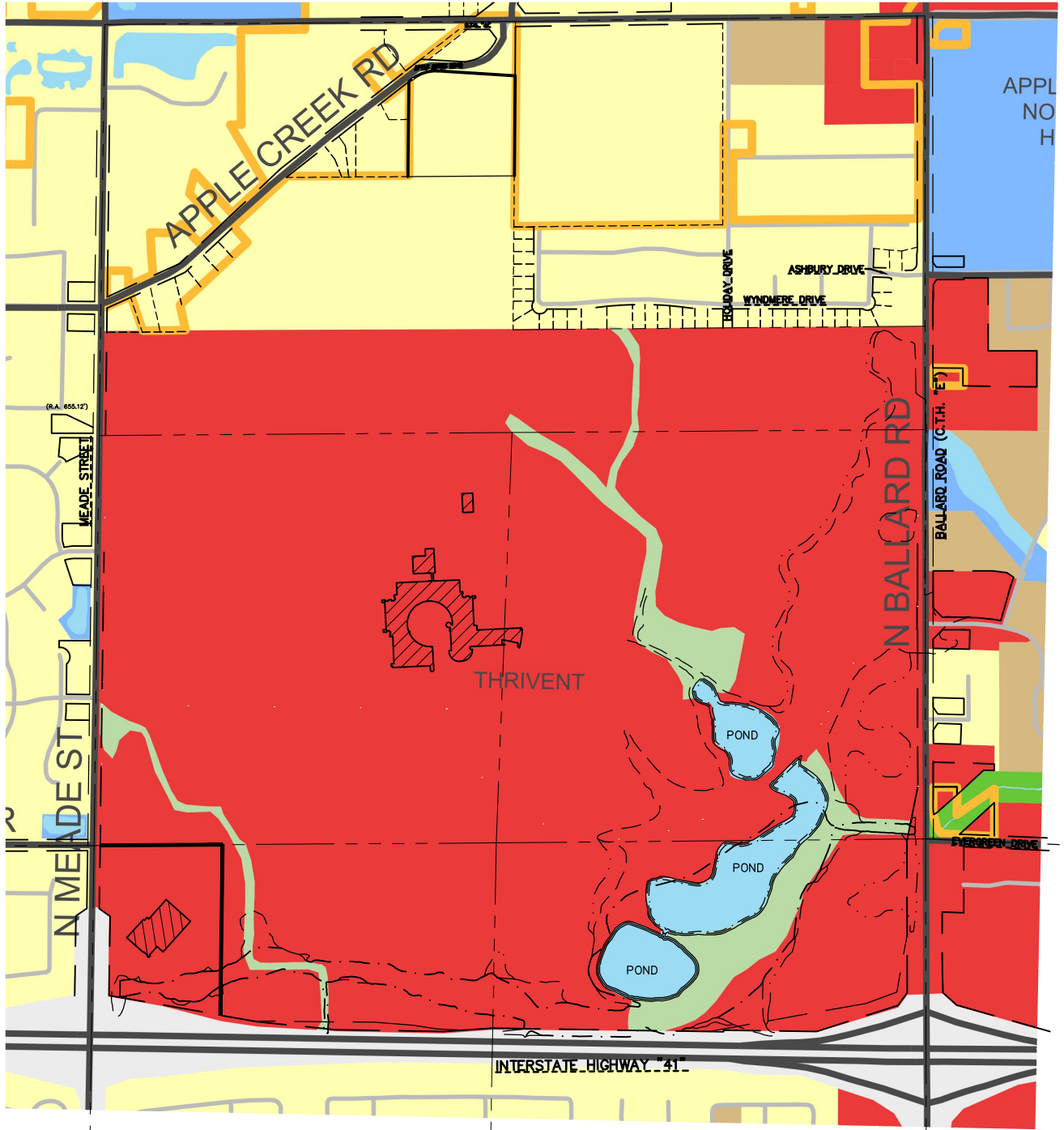
\_\_\_\_\_  
Jacob A. Woodford, Mayor












ATTEST:

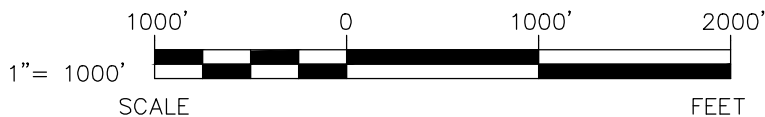
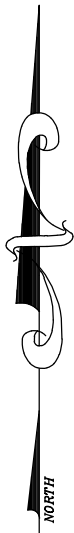
\_\_\_\_\_  
Kami Lynch, City Clerk



EXISTING FUTURE LAND USE EXHIBIT: A



- |  |   |
|--|---|
|  One and Two-Family Residential |  Industrial                          |
|  Multifamily Residential        |  Public / Institutional              |
|  Commercial                     |  Public Parks and Open Space         |
|  Mixed-Use                      |  Agricultural and Private Open Space |
|  Central Business District      |  Ponds/Water                         |
|  Business / Industrial          |   |





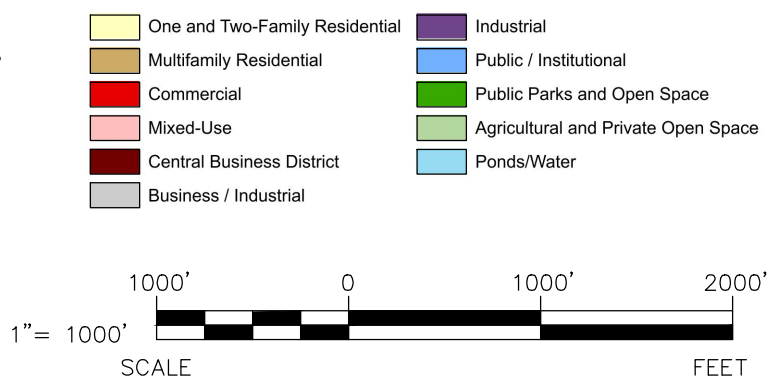
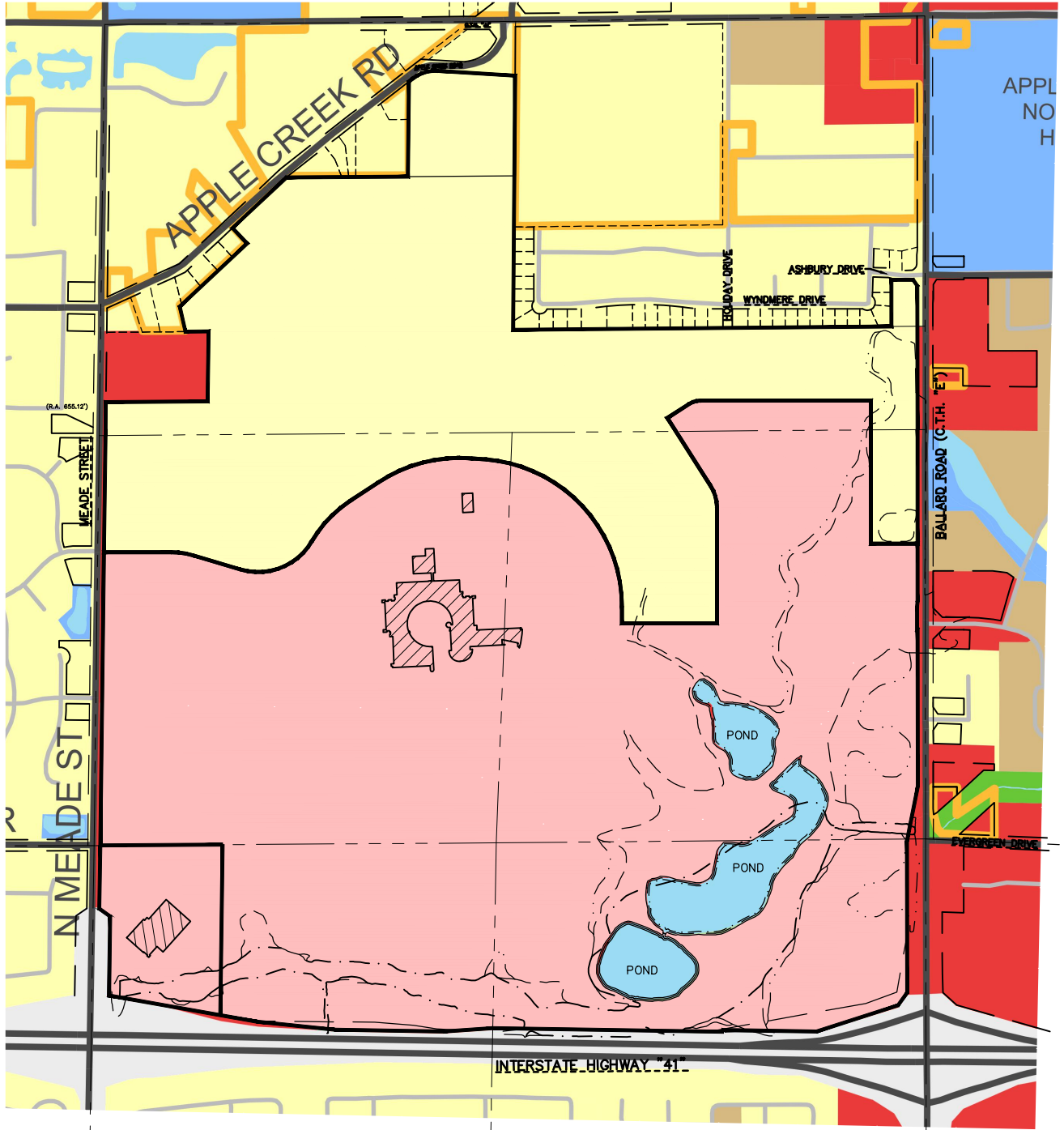
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Fond Du Lac, WI 54935  
Phone: (920) 926-9800  
www.EXCELENGINEER.com

**JOB NO. 240061800**



PROPOSED FUTURE LAND USE EXHIBIT: B



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**JOB NO. 240061800**



**IMPLEMENTATION PLAN DOCUMENT FOR PLANNED DEVELOPMENT (PD #4-00)**

**PLANNED DEVELOPMENT DESIGNATION**

WHEREAS, the Aid Association for Lutherans (AAL) Planned Development Designation for PD Rezoning #4-00 (PD #4-00) went into effect on the date when the Implementation Plan Document for PD #4-00 was recorded in the Outagamie County Register of Deeds Office, Wisconsin, on August 11, 2000, as Document No. 1376284.

WHEREAS, Aid Association for Lutherans, a Wisconsin corporation, changed its name to Thrivent Financial for Lutherans, a Wisconsin corporation, effective May 21, 2002 (the "Owner/Developer").

WHEREAS, certain changes to the Implementation Plan Document No 1376284 are permitted in accordance with the requirements of Section 23-151(p) of the Appleton Zoning Ordinance.

WHEREAS, an official map amendment is permitted in accordance with Section 23-65(d)(2) of the Appleton Zoning Ordinance.

WHEREAS, the property Owner/Developer desires to repeal Implementation Plan Document No. 1376284 in accordance with Section 23-151(p)(1) of the Appleton Zoning Ordinance and replace it with this IPD, which recreates the provisions and district boundary lines, as further described below for the real estate described on the attached Exhibit A ("the Property") . After recording of this Implementation Plan Document, all references to PD #4-00 will mean and refer to this Implementation Plan Document.

**Record and return copy to:**  
City of Appleton  
Community Development Department  
100 N. Appleton Street  
Appleton, WI 54911



WHEREAS, Section 23-151 of the Appleton Municipal Code requires the recordation of an Implementation Plan Document in the Outagamie County Register or Deeds; and

WHEREAS, the parties hereto wish to notify all interested parties of the existence of said Implementation Plan Document;

NOW, THEREFORE, in consideration of the foregoing recitals, the Owner/Developer and the City hereby notify all interested parties as follows:

1. **Existence of Implementation Plan for PD #4-00.** The parties hereto have entered into mutually agreeable Development and Implementation Plan Document for the Property. This designation establishes the land uses which shall be permitted on the Property, development standards, and a general development plan, that must be complied with by the Owner/Developer and all subsequent property owners or agents of the property owners.
2. **Location of Implementation Plan.** This Implementation Plan Document for PD #4-00 approved by Appleton Common Council action on \_\_\_\_\_, 20\_\_\_\_ and executed by the parties on the date of filing with the Outagamie County Register of Deeds' office and is also on file with the Appleton Community Development Department, 100 North Appleton Street, Appleton, WI and is subject to review and reproduction by all interested parties upon request.
3. **Subsequent Purchasers.** A Planned Development (PD) is a zoning overlay district under the City of Appleton Zoning Ordinance. The Implementation Plan Document exists for Planned Developments (PDs) under this zoning category and are covenants that run with the land. Accordingly, all future purchasers of Property zoned PD should become familiarized with the individual requirements attached to that specific Property.
4. **Amendments to Implementation Plans.** Pursuant to Section 23-151 of the Appleton Municipal Code, major changes in a PD require approval by the City Council and subsequent recording of the amendment. The Community Development Director may approve Minor Amendments.
5. **Development Guidelines and Conditions.** PD #4-00 shall comply with the following development standards:

A. **LAND USES**

1. **Principal Permitted Uses.**

Residential Uses

- Assisted living or retirement homes
- Nursing or convalescent homes
- Dwelling, single-family



- Dwelling, two-family
- Dwelling, zero lot line for two-family
- Dwelling, multi-family, for three (3) or more units per apartment building or townhouses

#### Public and Semi-Public Uses

- Clubs
- Day care, group
- Education institutions; business, technical or vocational school
- Educational institutions; college or university
- Governmental facilities
- Hospitals
- Marina or boat landings
- Museums
- Places of worship
- Public parks or playground
- Recreation facilities; non-profit
- Registered historic places open to the public and having retail space occupying not more than 10% of the gross floor area of the building

#### Non-Residential Uses

- Automobile maintenance shops
- Commercial entertainment; excluding sexually-oriented establishments
- Drive through facilities pursuant to Section 23-49
- Greenhouses or greenhouse nurseries
- Hotel or motels
- Manufacturing, custom pursuant to Section 23-66(h)(16)
- Multi-tenant building
- Offices
- Painting/Craft studio without alcohol sales
- Parking lots
- Parking garages
- Personal services
- Printing
- Professional services
- Data center
- Restaurants (without alcohol)
- Restaurants, fast food
- Retail businesses
- Shopping centers
- Towing businesses pursuant to Section 23-66(h)(15)
- Urban farms pursuant to Section 23-66(h)(17)
- Veterinarian clinics
- Bar or taverns pursuant to Section 23-66(h)(6)
- Car washes



- Craft-Distillery pursuant to Section 23-66(h)(19)
- Gasoline sales pursuant to Section 23-66(h)(8)
- Microbrewery/Brewpub pursuant to Section 23-66(h)(19)
- Outdoor commercial entertainment pursuant to Section 23-66(h)(11)
- Painting/Craft studio with alcohol sales pursuant to Section 23-66(h)(6)
- Restaurants with alcohol pursuant to Section 23-66(h)(6)
- Tasting rooms pursuant to Sections 23-66(h)19 and/or 21
- Winery pursuant to Section 23-66(h)21

2. **Accessory uses, buildings and structures, Fences and walls, Refuse container and dumpster enclosures, Drive through facilities** are permitted within PD #4-00 in connection with the permitted uses, pursuant to Chapter 23, Appleton Zoning Code as now in effect or hereafter amended.
3. **Temporary uses and structures** are permitted within PD #4-00 pursuant to the Chapter 23, Appleton Zoning Code as now in effect or hereafter amended.

**B. DEVELOPMENT STANDARDS**

1.
  - a. **Maximum building height** shall not exceed 35 feet for single-family detached dwelling, two-family dwellings and zero lot line two-family dwellings.
  - b. **Maximum building height** shall not exceed 60 feet for multi-family dwellings.
  - c. **Maximum building height** for all other uses shall not exceed 105 feet as was previously permitted.
2.
  - a. **Minimum individual lot width** shall be 40 feet for single-family detached dwellings.
  - b. **Minimum individual lot width** shall be 30 feet for zero lot line dwellings and two-family dwellings shall.
  - c. **Minimum individual lot width** shall be 60 feet for all other uses.
3.
  - a. **Minimum individual lot area** shall be 4,000 square feet for single-family detached dwellings, zero lot line dwellings and two-family dwellings.
  - b. **Minimum individual lot area** shall be 14,000 square feet for all other uses.



4. **Minimum front, rear, and side lot line setbacks** shall be:
- a. Front lot line setback:
    - i. For mixed-use buildings: 0 feet
    - ii. For all other uses: 10 feet
    - iii. For single-family detached dwellings adjacent to an alley: 4 feet.
  - b. Rear lot line setback:
    - i. For single-family detached dwellings: 4 feet
    - ii. For all other uses: 20 feet
  - c. Side lot line setback:
    - i. For single-family detached dwellings, two-family dwellings and zero lot line two-family dwellings: 5 feet
    - ii. For all other uses: No side lot line setback, unless abutting a residentially zoned district, then shall be 10 feet, not including zero lot line two-family dwellings
    - iii. For zero lot line two-family dwellings with a common wall: No side lot line setback
5. a. **Maximum individual lot coverage** shall be 90% for multi-family dwellings and mixed-use buildings.
- b. **Maximum individual lot coverage** shall be 75% for all other uses.
6. **Parking, loading/unloading, bicycle and landscaping standards** shall be as specified pursuant to the Chapter 23, Appleton Zoning Code as now in effect or hereafter amended, except the minimum number of off-street parking and loading spaces shall be calculated as follows:

**Exception. Calculation of Off-Street Parking and Loading Spaces:** The minimum required number of off-street parking and loading spaces for specific uses listed in the off-street parking and loading section pursuant to the Chapter 23, Appleton Zoning Code as now in effect or hereafter amended are reduced by fifty percent (50%) for permitted uses in PD #4-00.

The minimum number of off-street parking and loading spaces required to serve the existing building identified on Exhibit B – Concept Master Plan attached here as "Data Center", which is roughly 18,000 square feet, and is utilized as a data center, shall be 12 stalls.

7. **Signs and Outdoor Lighting.**

- a. All signs shall comply with Chapter 23, Appleton Zoning Code as now in effect or hereafter amended. The existing monument signage shown on Exhibit B – Zoning Boundary Depiction shall be allowed to remain at their current location and size within PD#4-00. The monument signs are allowed to be maintained including changing the sign copy/message related to uses and activities within PD#4-00.



- b. All exterior lighting fixtures, either mounted on the building or freestanding, shall comply with Chapter 23, Appleton Zoning Code as now in effect or hereafter amended

8. **Site Plan Review Application.** Prior to obtaining a building permit within PD #4-00, minor site plan or site plan review and approval shall be required for principal, accessory buildings, structures and uses in accordance with Chapter 23, Appleton Zoning Code as now in effect or hereafter amended.

9. **Application of the Municipal Code of the City of Appleton.** In conjunction with land uses and development provisions listed above, the Municipal Code of the City of Appleton as now in effect or hereafter amended applies to all land and land development on the property, unless otherwise stated in this document.

C. **INSTALLATION OF REQUIRED IMPROVEMENTS** – The installation of all required improvements, including but not limited to, driveway access, stormwater, streets, sidewalks, bike paths, water systems, sewer systems, fire protection, utilities shall be in accordance with all applicable City Appleton regulations.

D. **GENERAL PROVISIONS**

1. **Enforcement.** The provisions of this Implementation Plan Document for PD #4-00 shall be effective and in force unless so amended as required by pursuant to the Chapter 23, Appleton Zoning Code as now in effect or hereafter amended.

2. **Breach of Provisions of PD #4-00.**

If at any time any provision or requirements stated in PD #4-00 have been breached by the Owner/Developer, their respective successors, representatives and assigns, and all persons who may hereafter acquire an interest in the Property or any part thereof any property, the City may withhold approval of any or all platting or the issuance of any or all grading or building permits or occupancy permits applied for on the Property, until such breach has been remedied.

3. **Binding Effect.**

PD #4-00 shall run with the land and be binding upon the Owner/Developer, their respective successors, representatives and assigns, and all persons who may hereafter acquire an interest in the Property or any part thereof, with the exception that provisions of this designation may be modified through an amendment in accordance with the procedure stated in Chapter 23, Appleton Zoning Code as now in effect or hereafter amended to amend planned developments. This Implementation Plan Document for PD #4-00 and Exhibits (Exhibit A - Legal Description; Exhibit B - Zoning Boundary Depiction, and Exhibit C - Concept Master Plan) shall be recorded in the Outagamie Register of Deeds Office in order to put



prospective purchasers or other interested persons on notice as to the terms contained herein. Concept Master Plan is for illustrative purposes only. Locations and densities of contemplated Permitted Uses is subject to change.

**4. Entire Designation**

This Implementation Plan Document for PD #4-00 contains all provisions and requirements incumbent upon the Owner/Developer relative to PD #4-00, except as modified by subsequent action of the Appleton Common Council in accordance with procedures set forth in in Chapter 23, Appleton Zoning Code as now in effect or hereafter amended to amend planned developments, and except that nothing contained herein shall be construed as waiving any requirements of the Appleton Municipal Code or other regulations otherwise applicable to the development of the Property.

**5. Recording of Development Plan and Implementation Plan Document of PD #4-00**

- a. This Implementation Plan Document for PD #4-00 must be signed by both the City and the Owner/Developer and must be recorded by in the Outagamie Register of Deeds' Office and a recorded copy of the Implementation Plan Document for PD #4-00 and Exhibits (Exhibit A - Legal Description, Exhibit B- Zoning Boundary Depiction, and Exhibit C- Concept Master Plan)shall be provided to the Appleton Community Development Department. This constitutes approval of the Implementation Plan Document for PD #4-00. Concept Master Plan is for illustrative purposes only. Locations and densities of contemplated Permitted Uses is subject to change.
- b. No permit allowing construction of a building or other development, shall take place on the Property until the required recording of the Implementation Plan Document for PD #4-00 is accomplished.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

By: \_\_\_\_\_  
Owner

Title:

By: \_\_\_\_\_  
Developer

Title:



STATE OF WISCONSIN )  
 )ss  
COUNTY OF \_\_\_\_\_ )

Personally came before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, the above named \_\_\_\_\_, and \_\_\_\_\_, to me known to be the persons who executed the foregoing instrument and acknowledged the same in the capacity and for the purposes therein intended.

\_\_\_\_\_  
Notary Public, State of Wisconsin  
My Commission expires

The above Implementation Plan Document for PD#4-00 was drafted by the undersigned at the request of the Property Owner/Developer.

(Insert Applicant's Name) \_\_\_\_\_  
Drafter's Signature

\_\_\_\_\_  
Date

Approved as to form:

CITY OF APPLETON, a Wisconsin  
Municipal Corporation

\_\_\_\_\_  
Attorney

By: \_\_\_\_\_ Appleton City  
Mayor

Attest: \_\_\_\_\_  
City Clerk

STATE OF WISCONSIN )  
 )ss  
COUNTY OF OUTAGAMIE )

Personally came before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, the above-named Mayor of City of Appleton, and City Clerk of City of Appleton, to me known to be the persons who executed the foregoing instrument and acknowledged the same in the capacity and for the purposes therein intended.

\_\_\_\_\_  
Notary Public, State of Wisconsin  
My Commission expires



## Exhibit: A

### Legal Description

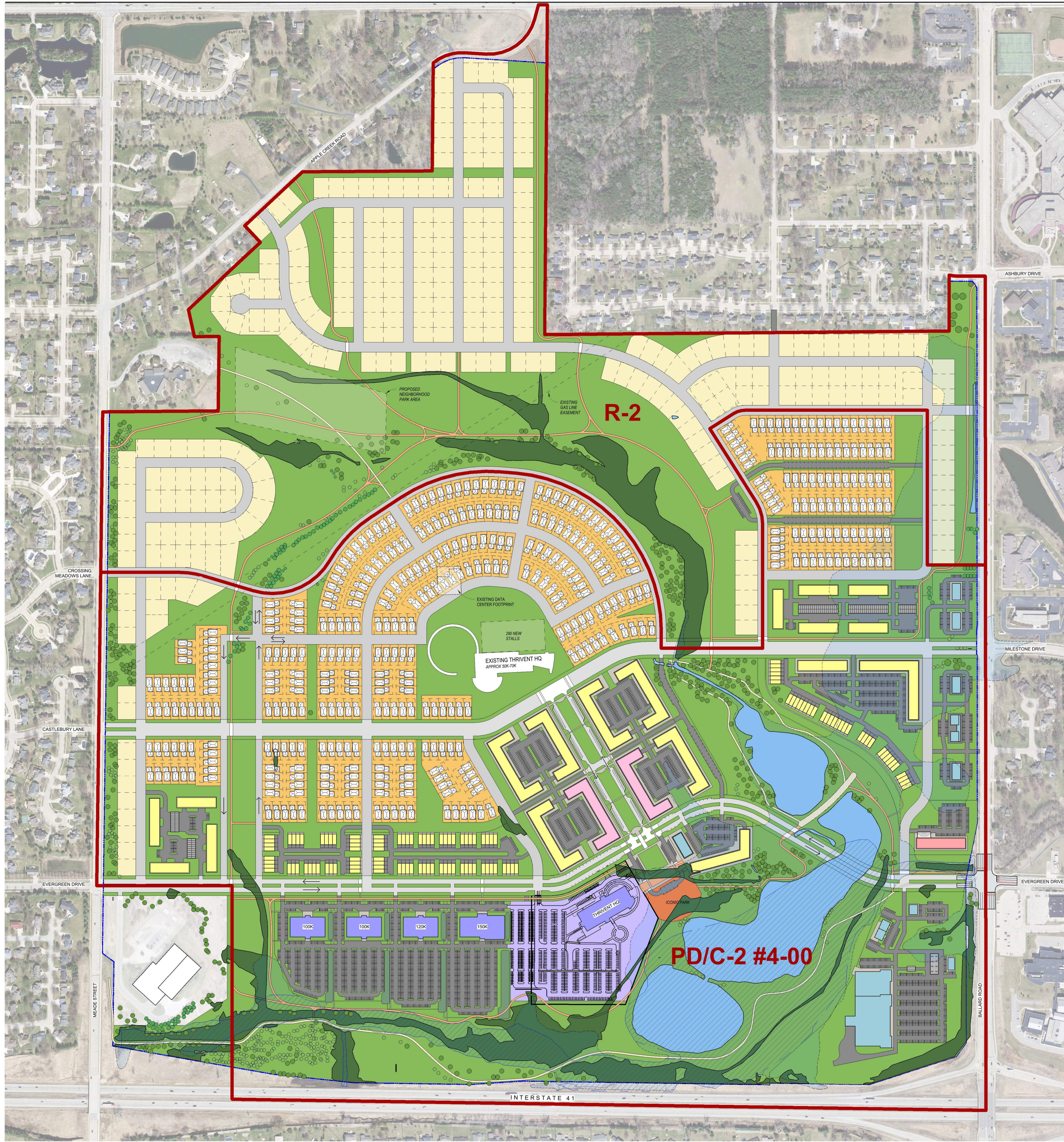
Part of Lot 2 of Certified Survey Map No. 8196, recorded in Outagamie County Register of Deeds Office as Document No. 2247072, part of the Northwest 1/4, Northeast 1/4, Southwest 1/4 and Southeast 1/4 of the Southwest 1/4 and part of the Northwest 1/4, Northeast 1/4, Southwest 1/4 and Southeast 1/4 of the Southeast 1/4 of Section 12, and part of the Northwest 1/4 and Northeast 1/4 of the Northwest 1/4 and part of the Northwest 1/4 and Northeast 1/4 of the Northeast 1/4 of Section 13, all being located in Township 21 North, Range 17 East, City of Appleton, Outagamie County, Wisconsin being more particularly described as follows:

Commencing at the Northeast corner of the Southeast 1/4 of said Section 12; thence South  $00^{\circ}-02'-21''$  East along the East line of said Southeast 1/4, a distance of 734.04 feet; thence North  $90^{\circ}-00'-00''$  West, a distance of 50.00 feet to the West right-of-way line of Ballard Road, said point being the point of beginning; thence continuing North  $90^{\circ}-00'-00''$  West, a distance of 300.20 feet; thence North  $00^{\circ}-00'-00''$  East, a distance of 920.00 feet; thence North  $90^{\circ}-00'-00''$  West, a distance of 1,095.94 feet; thence Southwesterly 73.60 feet on a curve to the left having a radius of 130.00 feet, the chord of said curve bears South  $73^{\circ}-46'-53''$  West, a chord distance of 72.62 feet; thence South  $57^{\circ}-33'-46''$  West, a distance of 169.14 feet; thence South  $32^{\circ}-26'-14''$  East, a distance of 520.93 feet; thence Southeasterly 141.53 feet on a curve to the right having a radius of 250.00 feet, the chord of said curve bears South  $16^{\circ}-13'-07''$  East, a chord distance of 139.65 feet; thence South  $00^{\circ}-00'-00''$  East, a distance of 746.70 feet; thence North  $90^{\circ}-00'-00''$  West, a distance of 610.35 feet; thence North  $00^{\circ}-00'-00''$  East, a distance of 106.33 feet; thence Northwesterly 1,415.04 feet on a curve to the left having a radius of 950.00 feet, the chord of said curve bears North  $42^{\circ}-40'-17''$  West, a chord distance of 1,287.81 feet; thence North  $85^{\circ}-20'-35''$  West, a distance of 93.29 feet; thence Southwesterly 630.02 feet on a curve to the left having a radius of 950.00 feet, the chord of said curve bears South  $75^{\circ}-39'-30''$  West, a chord distance of 618.54 feet; thence South  $56^{\circ}-39'-36''$  West, a distance of 219.75 feet; thence Southwesterly 359.69 feet on a curve to the left having a radius of 780.00 feet, the chord of said curve bears South  $43^{\circ}-26'-56''$  West, a chord distance of 356.52 feet; thence Southwesterly 533.52 feet on a curve to the right having a radius of 400.00 feet, the chord of said curve bears South  $68^{\circ}-26'-56''$  West, a chord distance of 494.85 feet; thence North  $73^{\circ}-20'-24''$  West, a distance of 314.39 feet; thence Northwesterly 145.38 feet on a curve to the left having a radius of 500.00 feet, the chord of said curve bears North  $81^{\circ}-40'-12''$  West, a chord distance of 144.87 feet; thence North  $90^{\circ}-00'-00''$  West, a distance of 432.76 feet to the East right-of-way line of Meade Street; thence South  $00^{\circ}-43'-29''$  West along said East line, a distance of 1,885.41 feet to the South line of the Southwest 1/4 of said Section 12; thence North  $89^{\circ}-36'-54''$  East along said South line, a distance of 787.74; thence South  $00^{\circ}-46'-59''$  West, a distance of 1,095.87 feet to the Northerly right-of-way line of Interstate Highway "41"; thence South  $79^{\circ}-59'-24''$  East along said Northerly line, a distance of 238.64 feet; thence South  $84^{\circ}-00'-22''$  East along said Northerly line, a distance of 502.02 feet; thence South  $89^{\circ}-08'-56''$  East along said Northerly line, a distance of 700.00 feet; thence North  $86^{\circ}-20'-30''$  East along said Northerly line, a distance of 317.96 feet; thence South  $89^{\circ}-08'-56''$  East along said Northerly line, a distance of 1,484.19 feet; thence North  $00^{\circ}-51'-04''$  East along said Northerly line, a distance of 10.00 feet; thence South  $89^{\circ}-08'-56''$  East along said Northerly line, a distance of 598.15 feet; thence North  $72^{\circ}-14'-50''$  East along said Northerly line, a distance of 549.98 feet; thence North  $35^{\circ}-43'-57''$  East along said Northerly line, a distance of 101.12 feet to the West right-of-way line of Ballard Road; thence North  $00^{\circ}-07'-51''$  West along said West line, a distance of 974.99 feet; thence North  $11^{\circ}-15'-34''$  East along said West line, a distance of 357.19 feet; thence North  $00^{\circ}-02'-21''$  West along said West line, a distance of 1,007.86 feet; thence South  $89^{\circ}-57'-40''$  West, a distance of 3.00 feet; thence North  $00^{\circ}-02'-21''$  West along said West line, a distance of 149.03 feet; thence North  $05^{\circ}-40'-03''$  East along said West line, a distance of 30.17 feet; thence North  $00^{\circ}-02'-21''$  West along said West line, a distance of 372.84 feet to the point of beginning and containing 381.485 acres (16,617,492 sq. ft.) of land more or less, including to the centerline of the adjacent right-of-way.



EXHIBIT: B

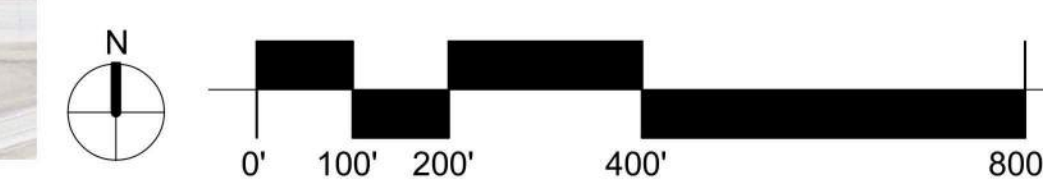
Proposed Thrivent Concept Master Plan  
 and Zoning Boundary Depiction



LEGEND

	EXISTING POND EXTENTS
	EXISTING WETLANDS
	PROPOSED GREEN SPACE
	PROPOSED PUBLIC RIGHT-OF-WAY
	PROPOSED PRIVATE DRIVE, ROAD, AND/OR PARKING AREA
	SINGLE FAMILY RESIDENTIAL ZONES 1/8-ACRE AND 1/4-ACRE LOTS
	DESTINATION / ICONIC PARK
	HOTEL BUILDING / PARCEL
	COMMERCIAL-RETAIL BUILDINGS / PARCELS
	MIXED USE BUILDINGS / PARCELS
	MULTI-FAMILY BUILDINGS / PARCELS
	OFFICE BUILDINGS / PARCELS
	PROPOSED NEW THRIVENT HQ PARCEL
	ZONING BOUNDARY/DESIGNATION
	PROPOSED NEW TRAIL
	EXISTING TRAIL TO REMAIN
	EXISTING LANDSCAPE AND VEGETATION TO REMAIN

NOTE Concept Master Plan is for illustrative purposes only. Locations and densities of contemplated Permitted Uses is subject to change.



△ Revisions

IDEATION PHASE-1  
 THRIVENT - APPLETON

Date Issued: 07-02-2024  
 RINKA project #: 220701  
 Sheet Title

FULL SITE TEST FIT  
 - FUTURE

Sheet # IP1-06A



**CONCEPT MASTER PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY. LOCATIONS AND DENSITIES OF CONTEMPLATED PERMITTED USES IS SUBJECT TO CHANGE.**

ZONE AREAS - COMPLETE		
Zone	Area (AC)	Area (SF)
A_02	10.6 acres	460,040 R <sup>2</sup>
C_01	19.3 acres	841,400 R <sup>2</sup>
C_02	8.1 acres	353,450 R <sup>2</sup>
C_03	2.8 acres	122,250 R <sup>2</sup>
M_04	3.6 acres	156,000 R <sup>2</sup>
M_05	5.8 acres	245,840 R <sup>2</sup>
O_01	6.1 acres	266,000 R <sup>2</sup>
O_02	5.1 acres	221,000 R <sup>2</sup>
O_03	4.7 acres	204,000 R <sup>2</sup>
O_04	4.2 acres	182,220 R <sup>2</sup>
O_05	12.4 acres	538,150 R <sup>2</sup>
O_T	12.6 acres	549,010 R <sup>2</sup>
S_01	7.5 acres	326,960 R <sup>2</sup>
S_02	5.1 acres	220,500 R <sup>2</sup>
T_01	2.9 acres	123,000 R <sup>2</sup>
T_02	3.1 acres	135,000 R <sup>2</sup>
T_03	3.1 acres	135,000 R <sup>2</sup>
T_04	3.1 acres	135,000 R <sup>2</sup>
T_05	3.5 acres	151,240 R <sup>2</sup>
T_06	4.3 acres	186,700 R <sup>2</sup>
T_07	2.8 acres	121,500 R <sup>2</sup>
T_08	2.8 acres	121,500 R <sup>2</sup>
T_09	1.4 acres	62,130 R <sup>2</sup>
T_10	4.8 acres	209,820 R <sup>2</sup>
T_11	4.4 acres	189,750 R <sup>2</sup>
T_12	4.6 acres	199,660 R <sup>2</sup>
T_13	4.7 acres	206,240 R <sup>2</sup>
T_13x	2.0 acres	87,300 R <sup>2</sup>
T_14	5.1 acres	220,300 R <sup>2</sup>
T_15	6.4 acres	279,310 R <sup>2</sup>
T_16	3.8 acres	164,920 R <sup>2</sup>
T_17	6.0 acres	259,910 R <sup>2</sup>
T_18	2.7 acres	118,210 R <sup>2</sup>
T_19	2.0 acres	87,760 R <sup>2</sup>
X_01	11.4 acres	496,060 R <sup>2</sup>
X_3	3.1 acres	135,910 R <sup>2</sup>
Z_01	0.9 acres	39,240 R <sup>2</sup>
Z_02	2.4 acres	106,260 R <sup>2</sup>
Z_04	4.1 acres	178,950 R <sup>2</sup>
Z_05	4.0 acres	172,340 R <sup>2</sup>
Z_06	4.5 acres	194,400 R <sup>2</sup>
Z_07	3.1 acres	136,460 R <sup>2</sup>
Z_08	2.9 acres	125,460 R <sup>2</sup>
Z_09	4.5 acres	194,400 R <sup>2</sup>
Z_10	4.5 acres	194,400 R <sup>2</sup>
Z_11	5.4 acres	237,310 R <sup>2</sup>
Z_12	2.0 acres	86,030 R <sup>2</sup>
Z_13	3.8 acres	164,850 R <sup>2</sup>
Z_15	3.3 acres	145,920 R <sup>2</sup>
Z_16	3.4 acres	150,130 R <sup>2</sup>
Z_17	3.3 acres	142,120 R <sup>2</sup>
Z_18	2.1 acres	90,200 R <sup>2</sup>
Z_19	1.5 acres	66,000 R <sup>2</sup>
Z_20	4.3 acres	187,070 R <sup>2</sup>
Z_22	2.0 acres	85,050 R <sup>2</sup>
Z_30	0.7 acres	32,400 R <sup>2</sup>
Z_31	0.7 acres	32,400 R <sup>2</sup>
Z_32	0.7 acres	32,400 R <sup>2</sup>
Z_33	0.7 acres	32,400 R <sup>2</sup>
Z_34	2.7 acres	118,800 R <sup>2</sup>
Z_35	2.6 acres	111,400 R <sup>2</sup>
Z_36	4.6 acres	201,330 R <sup>2</sup>
270.2 acres		

ZONE M - TOWNHOMES		
ZONE	Approx. Units	Notes
M_04	34	Townhomes - self parked
M_05	52	<varies>
M_05	86	

ZONE A - MULTI-FAMILY & TOWNHOMES		
ZONE	Approx. Units	Notes
A_01	182	<varies>
A_01	182	

ZONE T - TND 1/8-ACRE LOTS - FUTURE		
Zone	Units (+/-)	Notes
T_01	17	TND - self parked
T_02	18	TND - self parked
T_03	18	TND - self parked
T_04	18	TND - self parked
T_05	17	TND - self parked
T_06	26	TND - self parked
T_07	16	TND - self parked
T_08	16	TND - self parked
T_09	8	TND - self parked
T_10	27	TND - self parked
T_11	26	TND - self parked
T_12	27	TND - self parked
T_13	29	TND - self parked
T_14	30	TND - self parked
T_15	38	TND - self parked
T_16	22	TND - self parked
T_17	34	TND - self parked
T_18	15	TND - self parked
T_19	22	TND - self parked
424		

ZONE Z - SINGLE FAMILY 1/4-AC LOTS		
ZONE	Approx. Units	Notes
Z_01	3	Single-Family 1/4 Ac - self parked
Z_02	9	Single-Family 1/4 Ac - self parked
Z_04	18	Single-Family 1/4 Ac - self parked
Z_05	23	Single-Family 1/4 Ac - self parked
Z_06	18	Single-Family 1/4 Ac - self parked
Z_07	10	Single-Family 1/4 Ac - self parked
Z_08	10	Single-Family 1/4 Ac - self parked
Z_09	18	Single-Family 1/4 Ac - self parked
Z_10	18	Single-Family 1/4 Ac - self parked
Z_11	19	Single-Family 1/4 Ac - self parked
Z_12	14	Single-Family 1/4 Ac - self parked
Z_14	9	Single-Family 1/4 Ac - self parked
Z_15	11	Single-Family 1/4 Ac - self parked
Z_16	11	Single-Family 1/4 Ac - self parked
Z_17	12	Single-Family 1/4 Ac - self parked
Z_18	8	Single-Family 1/4 Ac - self parked
Z_19	6	Single-Family 1/4 Ac - self parked
Z_20	16	Single-Family 1/4 Ac - self parked
Z_22	11	Single-Family 1/4 Ac - self parked
Z_30	3	Single-Family 1/4 Ac - self parked
Z_31	3	Single-Family 1/4 Ac - self parked
Z_32	3	Single-Family 1/4 Ac - self parked
Z_33	3	Single-Family 1/4 Ac - self parked
Z_34	11	Single-Family 1/4 Ac - self parked
Z_35	8	Single-Family 1/4 Ac - self parked
Z_36	16	Single-Family 1/4 Ac - self parked
297		

ZONE S - GARDEN STYLE APTS		
ZONE	Approx. Units	Notes
S_01	120	Mixed Surface & Garage Parking
S_02	100	Mixed Surface & Garage Parking
220		
(2 LEVELS EACH)		

ZONE X - MIXED USE				
ZONE	Approx. Units	Suggested Minimum Parking	Parking Count	Notes
X_01	402	635	623	Mixed Surface & Garage Parking
X_02	412	650	630	Mixed Surface & Garage Parking
X_03	108	162	223	
X_03	922	1447	1476	
10-15K TOTAL RETAIL (@ MAJOR INTERSECTION)				

ZONE O - OFFICE			
ZONE	Footprint (+/-)	Total GSF	Notes
O_01	37,800 R <sup>2</sup>	151,200 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_02	30,100 R <sup>2</sup>	120,400 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_03	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_04	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
118,400 R <sup>2</sup> 473,600 R <sup>2</sup>			

O\_T THRIVENT HEADQUARTERS 300K  
O\_E EXISTING OFFICE LOT (NOT IN SCOPE)

ZONE C - COMMERCIAL				
ZONE	Footprint (+/-)	Total GSF	Retail GSF	Notes
C_01	112,100 R <sup>2</sup>	112,100 R <sup>2</sup>	112,100 SF	4 Parking Stalls per 1,000SF
C_02	38,900 R <sup>2</sup>	98,300 R <sup>2</sup>	19,100 SF	4 Parking Stalls per 1,000SF
C_03	13,000 R <sup>2</sup>	22,000 R <sup>2</sup>	22,000 SF	4 Parking Stalls per 1,000SF
164,000 R <sup>2</sup> 232,400 R <sup>2</sup> 153,200 SF				

C\_01  
FUEL STATION +/- 2 ACRES  
10-15K RETAIL  
65-100K GROCERY RETAILER

C\_02  
15K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)  
HOTEL @ 150 KEYS, 4FL

C\_03  
6-10K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)

**TOTALS**

**OVERALL SITE ACREAGE: 580.8 AC**

**RETAIL: 120-175K**

**OFFICE: 450-500K**

**APPROXIMATE RESIDENTIAL UNITS: 2,200 - 2,300 UNITS**

- 220 GARDEN STYLE
- 1,000+/- MULTIFAMILY
- 400 TND (1/8 ACRE LOT)
- 300 SINGLE FAMILY (1/4 ACRE LOT)
- 120 TOWNHOMES



**EXHIBIT: C**  
**Proposed Thrivent Concept Master Plan**

1 SITE - BASE  
1" = 300'-0"

△ Revisions

IDEATION PHASE 1  
THRIVENT - APPLETON

Appleton, WI  
Date Issued: 06.21.2024  
RINKA project #: 220701  
Sheet Title

FULL SITE PROGRAM - TEST FIT - COMPLETE



## Brenda Broeske

---

**From:** Colin Sigmund <colinsigmund@gmail.com>  
**Sent:** Tuesday, July 16, 2024 2:29 PM  
**To:** Don Harp  
**Subject:** Re-adjusting plan

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

Hi Don,

My name is Colin Sigmund and I am a resident of the Silverleaf Court neighborhood adjacent to the Thrivent property. I'd like to briefly discuss concerns and possible addendums to the current master plan prior to its final implementation. Speaking on behalf of our small community, we are collectively concerned that undesirable commercial businesses, a hotel, and other developments within the C2 district of the master plan would harm our property value and generally be unfavorable.

Per the results of the various surveys and exhaustive community discussions regarding the development, it appeared as though maintenance of green space/waterways/parks/natural area was by far the most desirable. Given that the fountain/ponds, walking paths, and other natural walkways exist primarily within the southeastern part of the property, wouldn't it make most sense to preserve this region without substantial development? The agricultural plots that currently exist in the C2 plot could be added to the already beautiful southeastern portion of the 600 acre property.

Alternatively, the C2 and possible hotel developments could be moved between the O\_E and O\_1 plots as this is already slated to be more of a commercialized/non residential portion of the overall 600 acre property. I find this to have 2 main benefits. One, it would place possible restaurants (C2) closer to office spaces (O\_E, O\_1, O\_2, and O\_3) where workers could more easily dine for lunch/dinner during or after work. This dynamic would be mutually reinforcing. Essentially, workers from O\_E through O\_3 would more likely patronize C2-based businesses while the leases of the office spaces would more likely be filled because there are retail amenities nearby for its employees. Two, It would provide improved advertisement for the local commercial or retail businesses (C2) due to its location relative to highway 41 w/ signage.

Thanks,  
Silverleaf Court neighborhood

Attention: This message was sent from a source external to the City of Appleton. Please use caution when opening attachments or clicking links.



# Introduction to A **NEW** Avenue

Joint Presentation by  
Town of Grand Chute,  
City of Appleton, and  
Outagamie County

July 24, 2024





# **Project Kickoff: What's the Big Idea?**



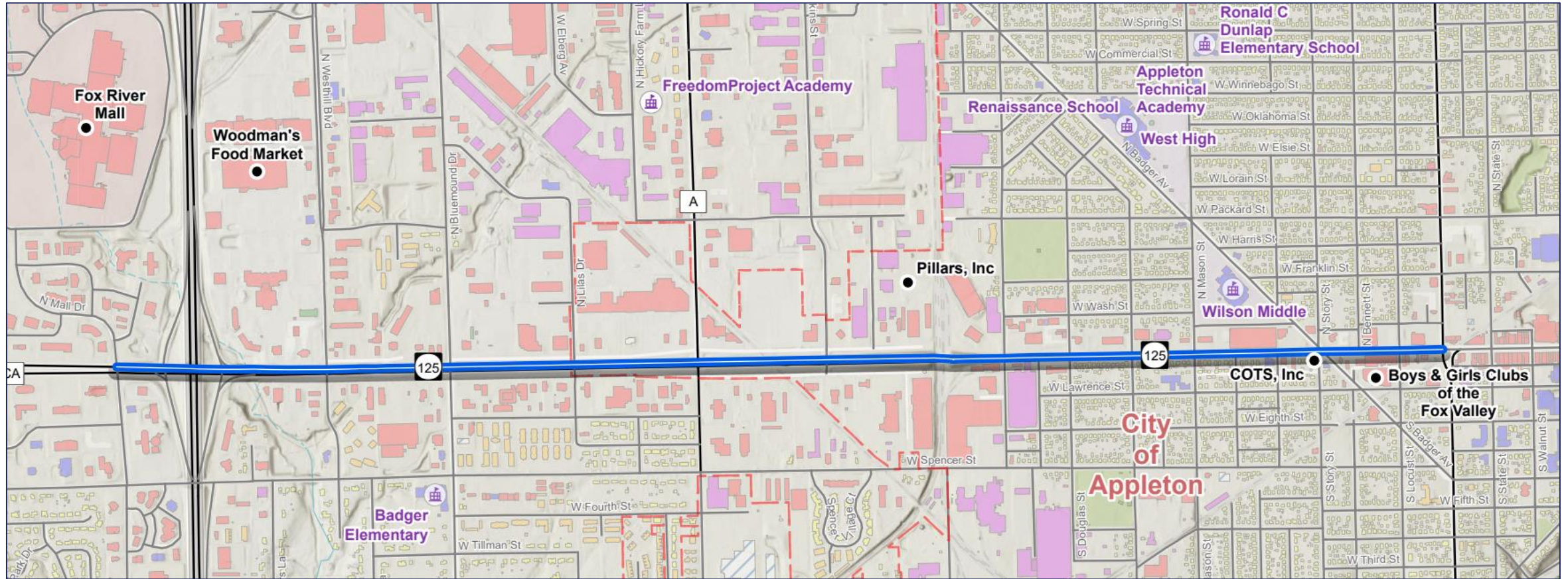
# Establish a Vision for W College Avenue

- Received Grant from Smart Growth America (\$130,000)
- This grant is intended to reconnect communities impacted by divisive transportation infrastructure
- Funds will support development of a visionary plan for West College Avenue between Mall Drive and Richmond Street





# West College Avenue: Mall Dr to Richmond St



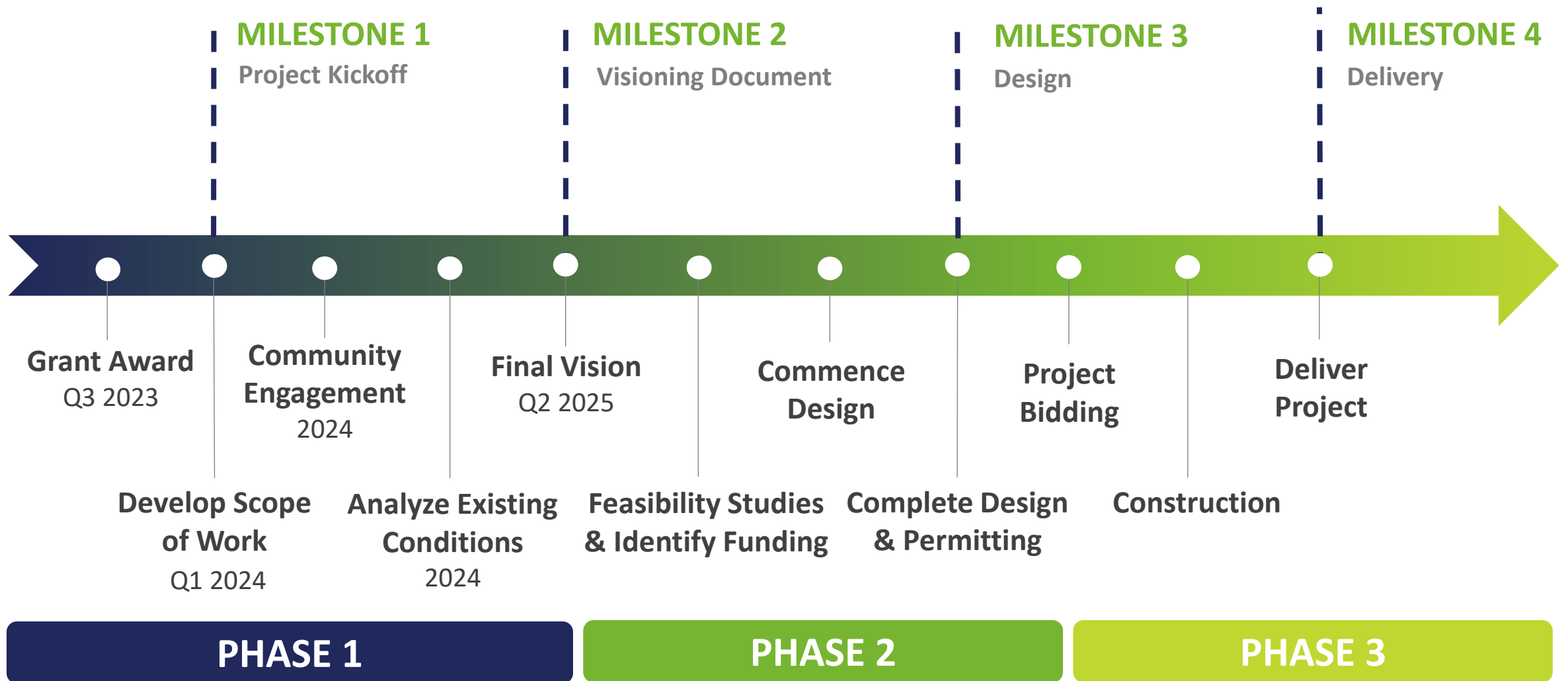


# Project Coalition





# Project Scope and Schedule

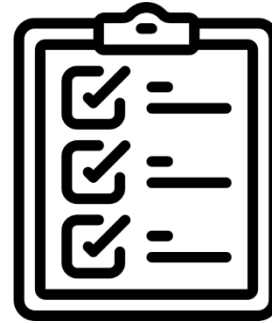




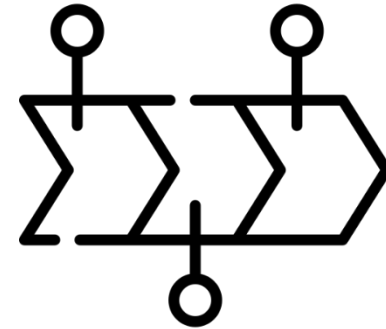
# Phase 1 Outcomes



**Establish a Shared,  
Community-Driven  
Vision**



**Create Action-  
Oriented  
Recommendations**



**Queue up Phase 2**



# Why now? We're ready.

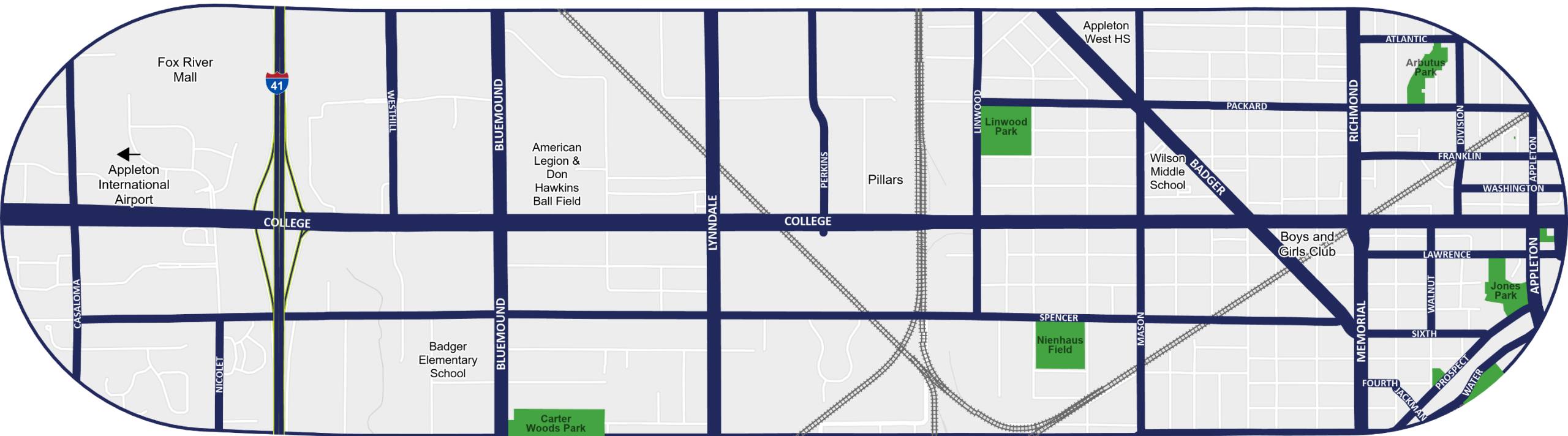
- Corridor was studied by WisDOT in 2002 and 2019
- ECWRPC's Long Range Transportation and Land Use Plan & Comprehensive Safety Action Plan support action
- Municipal complete streets policies provide direction
- Multiple local plans recommend action:
  - Comprehensive Plans (Outagamie, Grand Chute, Appleton)
  - Bicycle and Pedestrian Plans (ECWRPC, Outagamie, Grand Chute, Appleton)
  - Valley Transit's Transit Development Plan
  - Appleton Area School District Safe Routes to School Action Plan



# Exploring the Project Area



# Broader Project Area



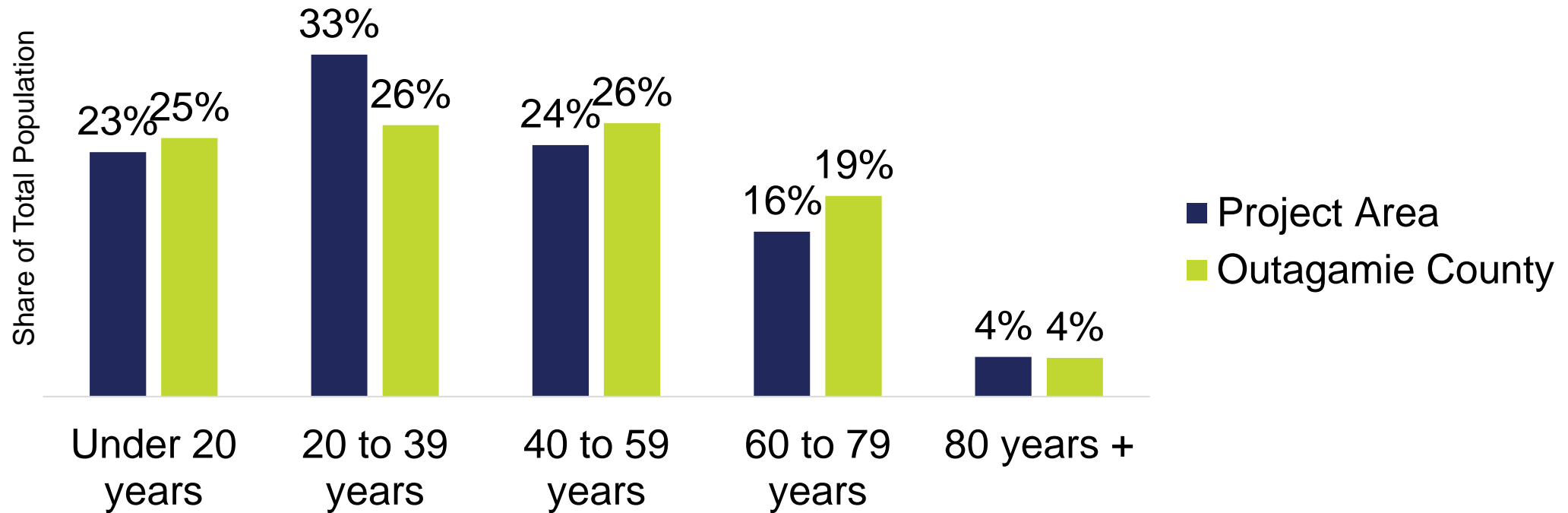


# Nearly 10,000 people live here.

- As of 2023, **9,487** people lived in the project area.
- This is **5%** of Outagamie County's total population.
- With so many people living here, it's important we ensure the area receives an appropriate level of investment so the existing community can thrive.

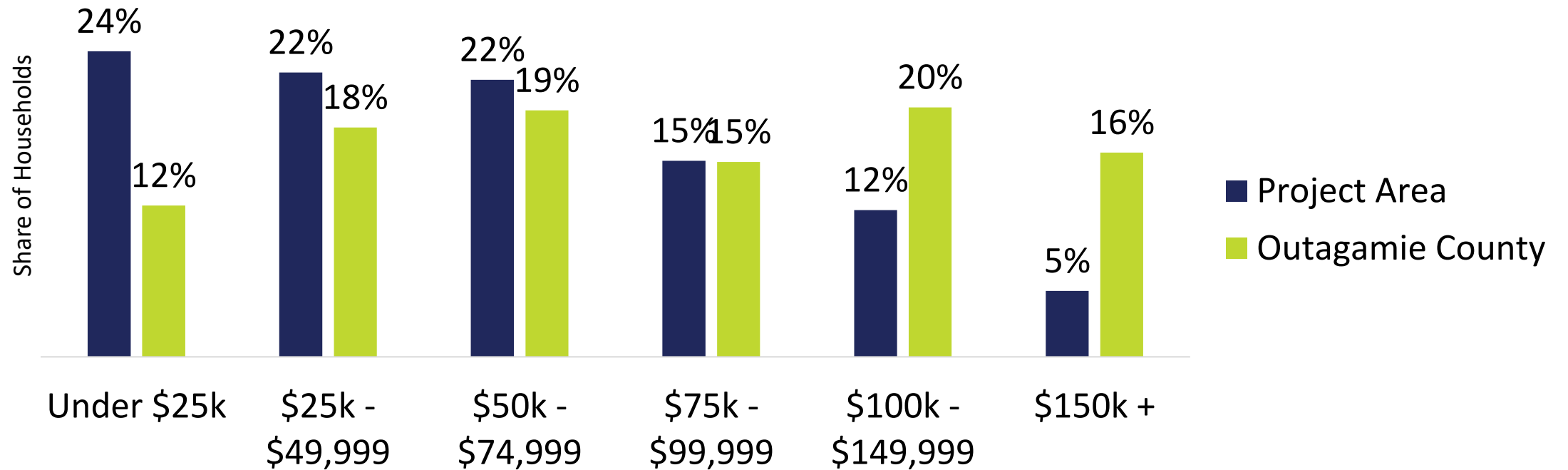


# People aged 20 to 39 make up 1/3 of the project area's total population.





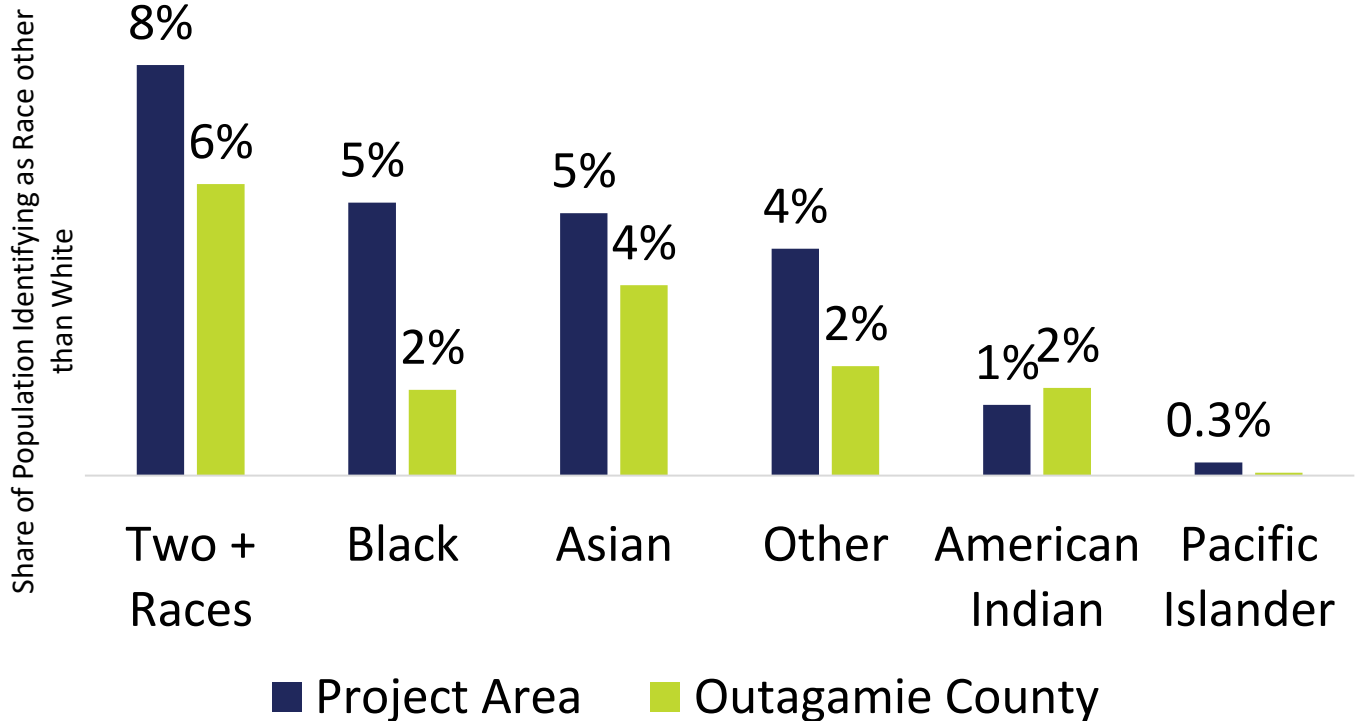
# The project area contains a larger share of lower-income households than the county overall.





# The project area is more racially diverse than the county overall.

About **24%** of people living in the project area identify as a race other than White, compared to **15%** in Outagamie County overall.

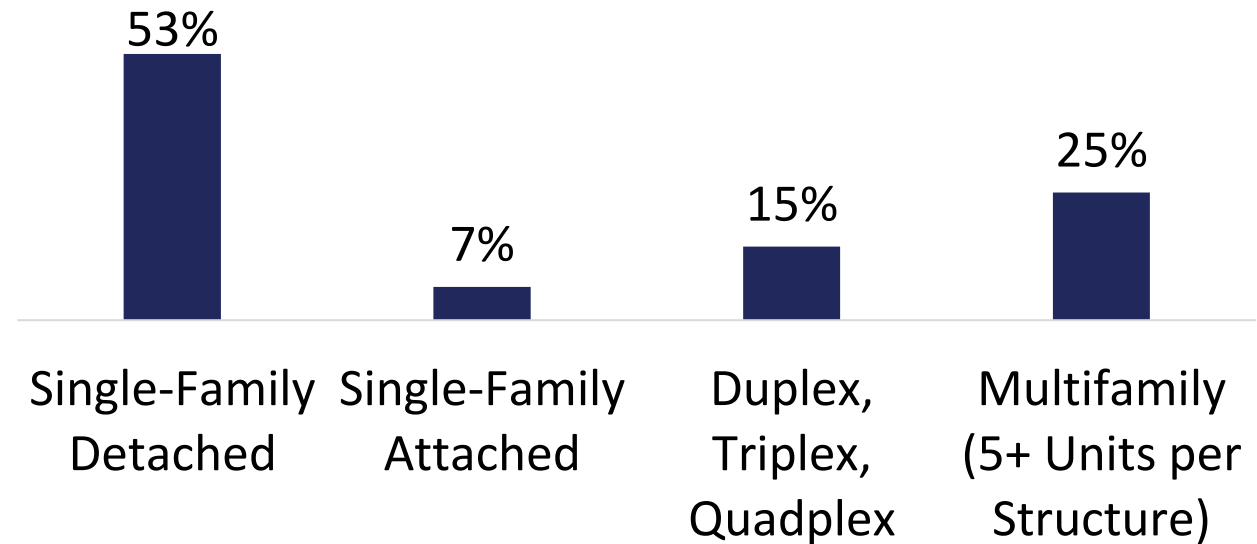


Data Source: ESRI Business Analyst (2023).



# The project area contains over 4,500 housing units.

- 54% owner-occupied
- 45% renter-occupied
- 7% vacancy rate





# The project area contains 1,088 businesses.

Industries with greatest number of businesses in the project area:

**Retail Trade**

**199**

businesses

18%

**Accommodations  
& Food Services**

**114**

businesses

10%

**Other Services**

**102**

businesses

9%

**Professional &  
Technical Services**

**101**

businesses

9%



# The project contains 23,350 jobs.

Top industries in terms of total employment:

**Professional &  
Technical Services**

**5,118**

jobs

**Retail Trade**

**3,657**

jobs

**Accommodation &  
Food Services**

**2,355**

jobs

**Health Care &  
Social Assistance**

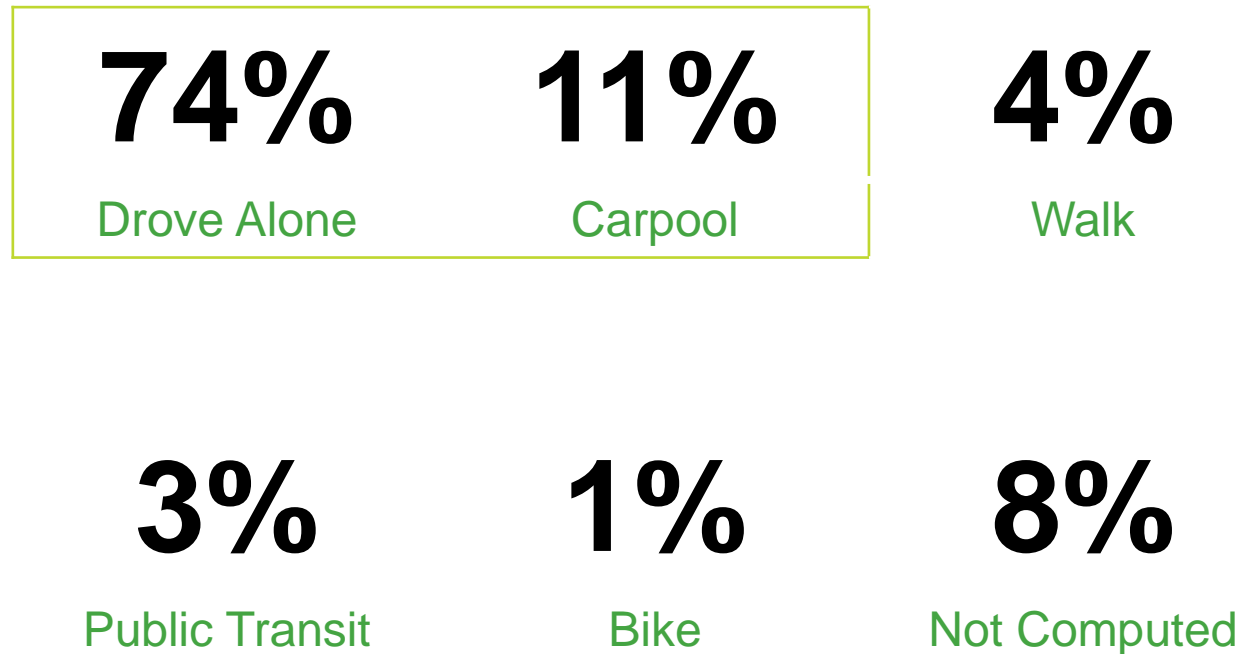
**2,322**

jobs



# Most people drive to work.

- An estimated **85%** people living in the project area drive or carpool to work.
- Walking is the next most common mode of transportation to work.





# Transportation Characteristics



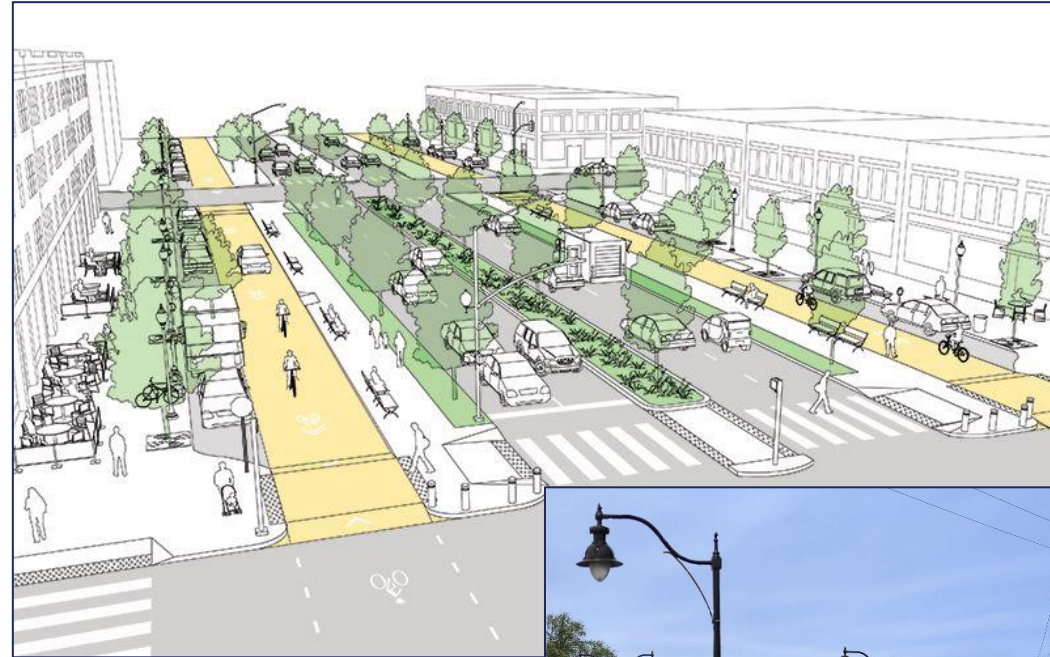


# **Anticipated Success Stories: What Lies Ahead**



# Transportation Redevelopment

- Improved lane configuration to alleviate traffic congestion
- Enhanced access to businesses and cross streets
- Improved safety for all roadway users
- Better bicycle and pedestrian pathways





# Beautification & Streetscape Enhancements

- Improved identity with enhanced public spaces, attractive streetscapes, public art, and community amenities





# Optimize Land Use and Development

- Integrate mixed-use developments to create versatile spaces
- Repurpose vacant or underutilized urban parcels
- Create vibrant hubs of activity to support existing businesses and attract new businesses and talent
- Develop communities around public transit hubs
- Enable redevelopment with flexible zoning regulations





# Potential for Jurisdictional Transfer

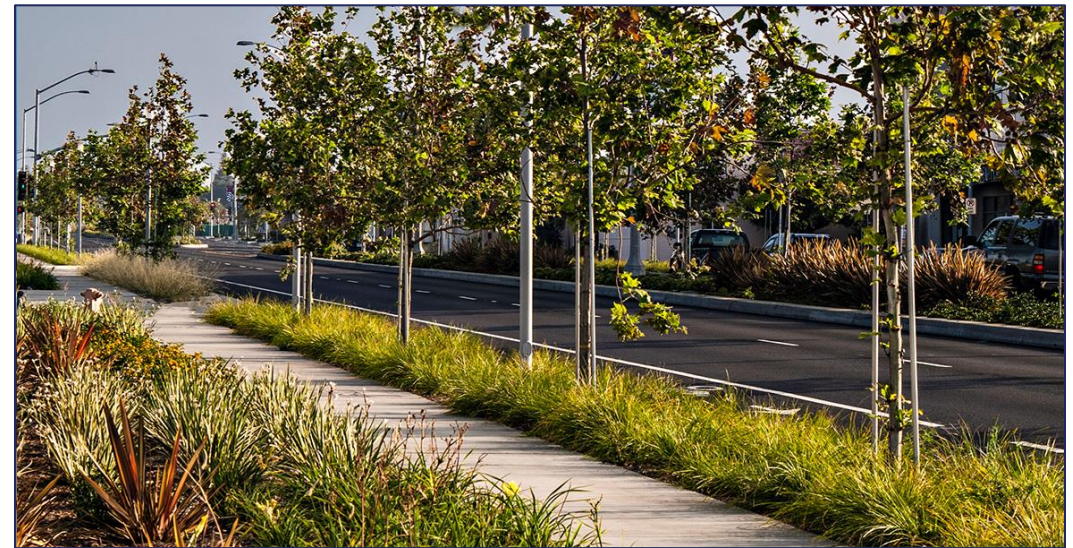
- Potential jurisdictional transfer of STH 125 from WisDOT following reconstruction to empower local decision-making for community benefit.





# Livability & Quality of Life Improvements

- Higher living standards
- More recreational spaces
- Healthier community lifestyle
- Safer urban environment for residents and visitors





# Improved Gateway and Visitor Experience

- Welcoming entrances from the Airport, Appleton Downtown, and I-41
- Improve wayfinding for better access to local and regional destinations
- Create a positive first impression to entice visitors to stay longer – shop, eat, and recreate





# **Decision-Makers' Role in Our Shared Success**

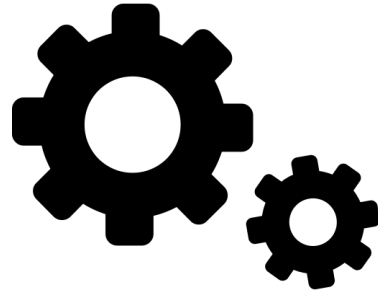


# Needs from Decision-Makers



## **POLITICAL SUPPORT**

Embrace a medium- to long-term vision for sustained progress.



## **COLLABORATIVE GOVERNANCE**

Foster inter-governmental partnerships to achieve shared outcomes.



## **FINANCIAL BACKING**

Actively seek grants and allocate local funding to support our initiatives.





[www.aNEWavenue.com](http://www.aNEWavenue.com)