



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appletonwi.gov

Meeting Agenda - Final City Plan Commission

Wednesday, March 12, 2025

3:30 PM

Council Chambers, 6th Floor

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

[25-0200](#) City Plan Minutes from 1-8-25

Attachments: [City Plan Minutes 1-8-25.pdf](#)

5. Public Hearing/Appealances

[25-0201](#) Special Use Permit #1-25 to establish a used automobile sales and display lot located at 100 West Wisconsin Avenue (Tax Id #31-6-0576-00), as shown on the attached development plan and per attached plan of operation, to run with the land subject to the conditions in the attached staff memo and approve attached Resolution (Associated with Action Item #25-0202)

Attachments: [PublicHearingClass2NoticeNewspaper_100WWisconsinAve_SUP1-25.pdf](#)
[PublicHearingNoticeNeighborhood_100WWisconsinAve_SUP1-25.pdf](#)

6. Action Items

[25-0202](#) Request to approve Special Use Permit #1-25 to establish a used automobile sales and display lot located at 100 West Wisconsin Avenue (Tax Id #31-6-0576-00), as shown on the attached development plan and per attached plan of operation, to run with the land subject to the conditions in the attached staff memo and approve attached Resolution (2/3 vote of Common Council required for approval)

Attachments: [StaffMemo_100WWisconsinAve_SUP 1-25 For 3-12-25.pdf](#)

[25-0203](#)

Request to approve from Creative Downtown Appleton, Inc. to install a selfie sculpture on City-owned property located within Houdini Plaza at 121 West College Avenue (Tax Id #31-2-0065-00), in accordance with Wis. Stat. §62.23(5) pertaining to location of any statue or other memorial, as described in the attached documents and subject to the conditions in the attached staff memo

Attachments: [ADI Selfie Sculpture Memo to PC 03-12-25.pdf](#)

7. Information Items

[25-0204](#)

Comprehensive Plan Community Workshop

Attachments: [Plan Appleton March Workshop Flyer.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
Appleton, WI 54911-4799
www.appleton.org

Meeting Minutes - Final City Plan Commission

Wednesday, January 8, 2025

3:30 PM

Council Chambers, 6th Floor

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, Robins, Mayor Woodford, Uitenbroek, Neuberger and Carpenter

Excused: 1 - Fenton

Others present:

Laura Leimer, Appleton Concerned Taxpayers (ACT)

Deb Blank, Appleton Concerned Taxpayers (ACT)

Hailey Holub, Xavier High School

Keira Peterson, Xavier High School

Mark Martin, Xavier High School

Halle Keesler, Xavier High School

4. Approval of minutes from previous meeting

[24-1617](#)

City Plan Minutes from 10-9-24

Attachments: [City Plan Minutes 10-9-24.pdf](#)

Neuberger moved, seconded by Robins, that the Minutes be approved. Roll

Call. Motion carried by the following vote:

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

Excused: 1 - Fenton

5. Public Hearing/Appealances

7. Information Items

[24-1618](#)

City Comprehensive Plan / Sub Area Planning Update

Attachments: [Appleton Comp Plan Update to PC 1 8 25.pdf](#)

This item was presented and discussed.

8. Adjournment

Neuberger moved, seconded by Palm, that the meeting be adjourned at 4:09 p.m. Roll Call. Motion carried by the following vote:

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

Excused: 1 - Fenton

CITY OF APPLETON
NOTICE OF PUBLIC HEARING
PROPOSED SPECIAL USE PERMIT

NOTICE IS HEREBY GIVEN of a Public Hearing to be held before the City Plan Commission on Wednesday, March 12, 2025, at 3:30 P.M., in Council Chambers, 6th Floor, City Hall, 100 North Appleton Street, or as soon thereafter as can be heard, for the purpose of considering a Special Use Permit.

Pursuant to Sections 23-66 and 23-113 of the Appleton Municipal Code, to consider a request by Chad Le Capitaine, owner/applicant, to obtain a Special Use Permit to establish a used automobile sales and display lot located at 100 West Wisconsin Avenue. In the C-2 General Commercial District, a Special Use Permit is required for used automobile sales and display lots.

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@appletonwi.gov.

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: February 25, 2025
March 4, 2025

NOTICE OF PUBLIC HEARING
OF THE
APPLETON CITY PLAN COMMISSION

Dear property owner(s):

The City of Appleton Plan Commission will conduct a Public Hearing on Wednesday, March 12, 2025, 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 the following proposed Special Use Permit:

- Pursuant to Sections 23-66 and 23-113 of the Appleton Municipal Code, to consider a request by Chad Le Capitaine, owner/applicant, to obtain a Special Use Permit to establish a used automobile sales and display lot located at 100 West Wisconsin Avenue. In the C-2 General Commercial District, a Special Use Permit is required for used automobile sales and display lots.
- ALDERMANIC DISTRICT: 1 – Alderperson William Siebers

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, email, or phone call. 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@appletonwi.gov.

CITY PLAN COMMISSION

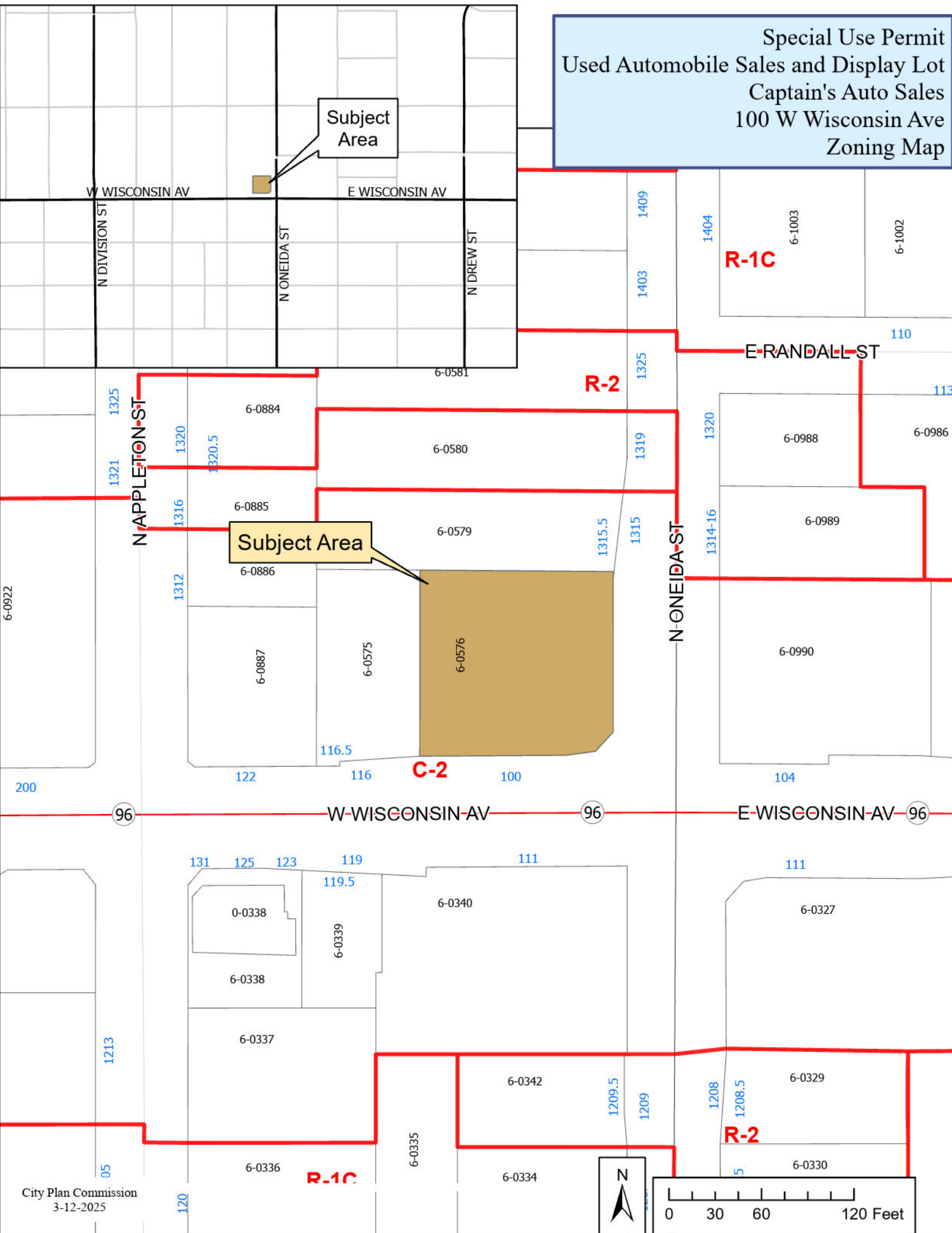
COMMUNITY DEVELOPMENT DEPARTMENT
CITY HALL - 100 NORTH APPLETON STREET
APPLETON, WISCONSIN 54911-4799
920-832-6468

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

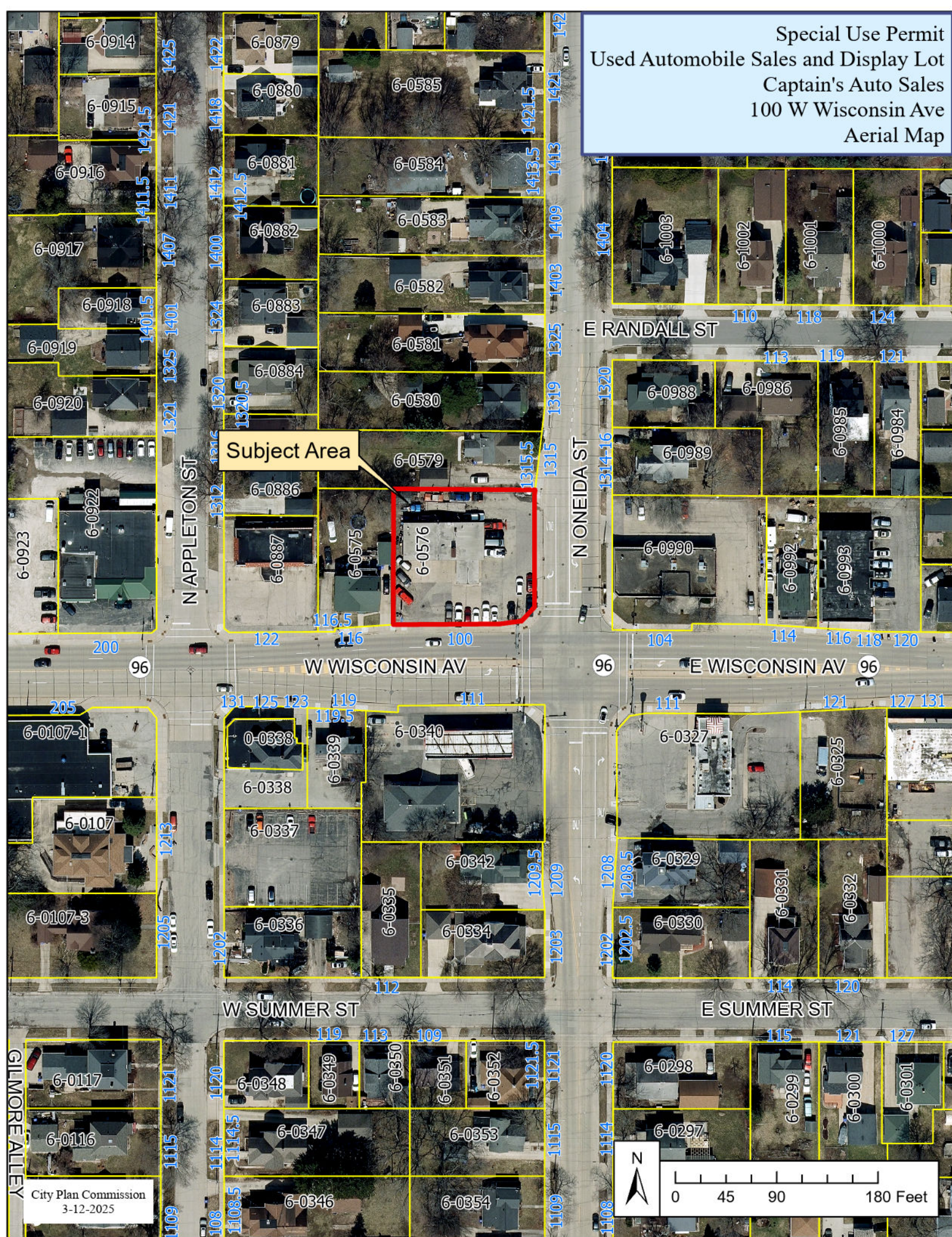
Special Use Permit
Used Automobile Sales and Display Lot
Captain's Auto Sales
100 W Wisconsin Ave
Zoning Map

Subject Area

Subject Area



Special Use Permit
Used Automobile Sales and Display Lot
Captain's Auto Sales
100 W Wisconsin Ave
Aerial Map

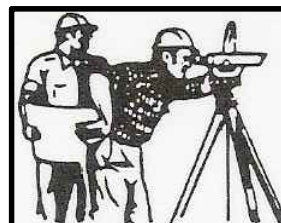
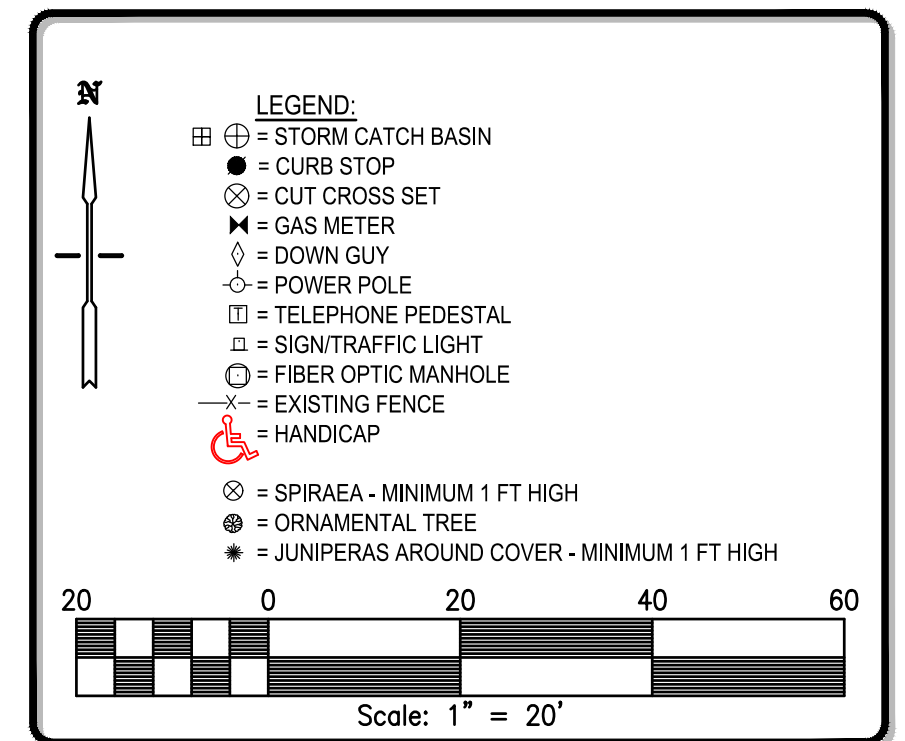
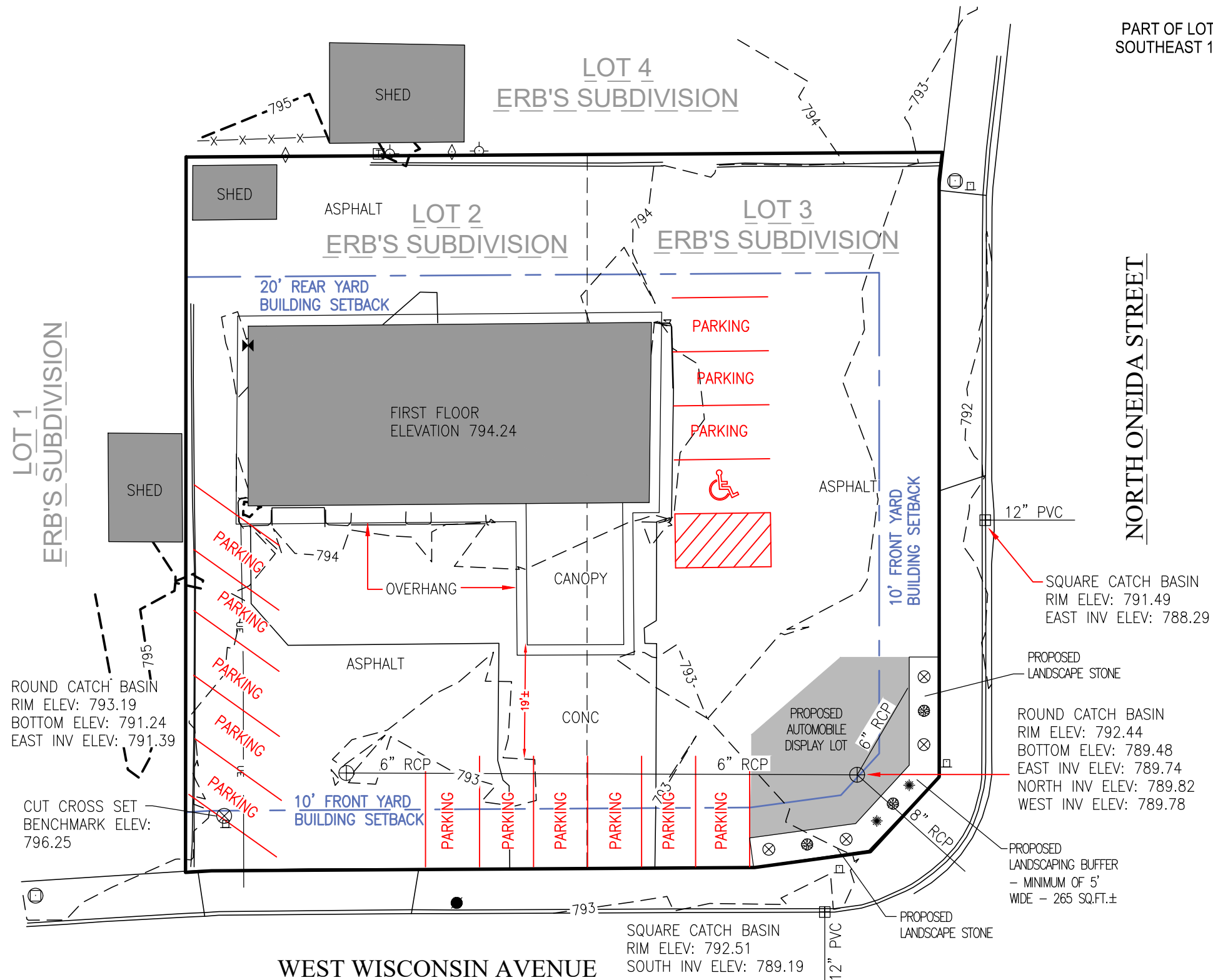


Subject Area

"SITE PLAN"

PART OF LOT 2 AND LOT 3 OF THE RECORDED PLAT "ERB'S SUBDIVISION" LOCATED IN PART OF THE SOUTHEAST 1/4 OF THE SOUTHWEST 1/4 OF SECTION 23, TOWNSHIP 21 NORTH, RANGE 17 EAST, CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN
PARCEL NUMBER: 316057600

NOTES:
ALL PARKING SPACES AND AISLES
ARE TO BE 9 FEET WIDE AND 18 FEET
DEEP UNLESS OTHERWISE NOTED.



CAROW LAND SURVEYING CO., INC.

615 N. LYNNDAL DRIVE, P.O. BOX 1297
APPLETON, WISCONSIN 54912-1297
PHONE: (920)731-4168 FAX: (920)731-5673

SCALE	1" = 20'
DRAWN BY	fnz-an TJS
PROJECT NO.	A2304.11-24



CITY OF APPLETON

MEMORANDUM

Date: March 12, 2025
To: Plan Commission
From: Don Harp, Principal Planner
Subject: Special Use Permit #1-25 for used automobile, RV, truck, cycle and boat sales and display lot in the C-2 General Commercial District

GENERAL INFORMATION

Owner/Applicant: Chad Le Capitaine, Chad Le Capitaine, LLC

Address/Parcel Number: 100 West Wisconsin Avenue (Tax Id #31-6-0576-00)

Petitioner's Request: Establish used automobile sales and display lot

Plan Commission Public Hearing Date: March 12, 2025

Common Council Meeting Date: March 19, 2025

BACKGROUND

1969 – Automobile repair shop and gasoline sales was established on this site.

1980's – The underground gas tanks and gas pumps were removed from the site.

2010 – Land along North Oneida Street and West Wisconsin Avenue was purchased for additional right-of-way. Due to the land acquisition for the public right-of-way, the parking lot aisle width was reduced from 24 feet to 19 feet but remains conforming pursuant to Section 23-42(e). The ground sign and landscape island were removed at the corner of Oneida Street and Wisconsin Avenue.

2023 – Variance request for the installation of the perimeter automobile sales display lot landscaping requirements was denied by the Zoning Board of Appeals.

STAFF ANALYSIS

Existing Site Conditions: The building consists of 3 service bays for automobile maintenance and repair facility, including an off-street parking lot that can accommodate 15 parking spaces.

Project Summary: The applicant proposes to establish a used automobile sales and display lot.

Operational Information: A plan of operation is attached to the staff report.

Current Zoning and Procedural Findings: The subject property has a zoning designation of C-2 General Commercial District. Per Section 23-113(e) of the Municipal Code, a used automobile sales and display lot requires a Special Use Permit in the C-2 District. The Plan Commission makes a recommendation to the Common Council who will make the final decision on the Special Use Permit. A two-thirds vote of the Common Council is required for approval.

Surrounding Zoning and Land Uses: The surrounding area is under the jurisdiction of the City of Appleton (north, south, east, and west). The uses are generally commercial and residential in nature.

North: C-2 General Commercial District. The adjacent land use to the north is a duplex. (Future Land Use Map recommends one/two family residential for the adjacent property.)

South: C-2 General Commercial District. The adjacent land use to the south is a gas station. (Future Land Use Map recommends mixed-use for the adjacent property.)

East: C-2 General Commercial District. The adjacent land use to the east is commercial. (Future Land Use Map recommends mixed-use for the adjacent property.)

West: C-2 General Commercial District. The adjacent land use to the west is a duplex. (Future Land Use Map recommends mixed-use for the adjacent property.)

Appleton Comprehensive Plan 2010-2030: Community Development staff has reviewed this proposal and determined it is compatible with the Mixed-use designation shown on the City's *Comprehensive Plan 2010-2030* Future Land Use Map. Listed below are related excerpts from the City's *Comprehensive Plan 2010-2030*.

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.

OBJECTIVE 9.5 Economic Development:

Encourage new development and redevelopment activities that create vital and attractive neighborhoods and business districts.

OBJECTIVE 10.5 Land Use:

Support the continued redevelopment and revitalization of land uses adjacent to Appleton's key transportation corridors and downtown.

Chapter 15 - Wisconsin Avenue Corridor Plan – General Plan Primary Objective 3:

Encourage private renovation and redevelopment that addresses existing limitations of platting and land assembly, site planning issues such as parking and access, and aesthetics.

Development Review Team (DRT) Report: This item appeared on the February 18, 2025 DRT agenda. No negative comments were received from participating departments.

Zoning Ordinance Requirements and Substantial Evidence: When reviewing an application for a Special Use Permit, the City must determine if the applicant's proposal satisfies Municipal Code requirements and conditions. Pursuant to Section 23-66(c)(5) of the Municipal Code, the Plan Commission and Common Council must provide substantial evidence supporting their decision to approve, approve with conditions, or deny the Special Use Permit. Substantial evidence means "facts and information, other than merely personal preferences or speculation, directly pertaining to the requirements and conditions an applicant must meet to obtain a Special Use Permit and that reasonable persons would accept in support of a conclusion." Any requirements and conditions listed for approval must be reasonable, and to the extent practicable, measurable.

Finding of Fact: This request was reviewed in accordance with the standards for granting a Special Use Permit under Section 23-66(e)(1-8) of the Municipal Code: *1. proper zoning district:* C-2 zoning allows used automobile, RV, truck, cycle and boat sales and display lots as a special use permit; *2. zoning district regulations:* the district regulations appear to be satisfied pursuant to the attached development plan, formal verification of regulations being satisfied will occur after the Inspections Divisions verifies the display lot landscaping is installed and parking spaces are striped; *3. special regulations:* stipulations 1, 2, 3 and 4 (below) address the special regulations for used automobile, RV, truck, cycle and boat sales and display lots; *4. consistent with comprehensive plan and other plans:* yes, see above analysis; *5. traffic:* the proposed use is not expected to create undue traffic congestion; *6. landscaping and screening:* not applicable to the existing parking lot, the parking lot is not being expanded or reconstructed at this time; *7. neighborhood compatibility with predominant land uses in this area:* the proposed use is located near other commercial uses in this area of City; *8. impact on services:* the City has existing utilities, services and equipment in place to serve this proposed use. These standards were found in the affirmative, as long as all stipulations are satisfied.

RECOMMENDATION

Staff recommends, based on the above analysis, that Special Use Permit #1-25 for used automobile, RV, truck, cycle and boat sales and display lot located at 100 West Wisconsin Avenue (Tax Id #31-6-0576-00), as shown on the attached development plan and per attached plan of operation, along with the attached resolution, **BE APPROVED** to run with the land, subject to the following conditions:

1. All proposed outdoor lighting to illuminate the automobile display lot shall comply with the standards in §23-53, Outdoor lighting.

Substantial Evidence: This condition is one of the special regulations included in Section 23-66(h)(5)a. of the Zoning Ordinance for this particular use. This condition provides notice to the applicant that any outdoor lighting installed to illuminate the display lot area shall comply with §23-53.

2. Perimeter landscaping along North Oneida Street and West Wisconsin Avenue as shown on the development that complies with the standards specified under Chapter 23 Zoning, Section 23-66(h)(5)b., shall be installed prior to the Inspections Division and Community Development staff affixing signatures to the Motor Vehicle Dealer License. Section 23-66(h)(5)b.1.i. and ii and 23-66(h)(5)b.2.ii. requires a minimum of a five (5) foot wide perimeter landscaping buffer along North Oneida Street and West Wisconsin Avenue. The perimeter landscaping buffer shall have a minimum one (1) foot high staggered row of evergreen and deciduous shrubs across eighty (80) percent of the lot frontage with a shade tree required every forty (40) feet.

Substantial Evidence: This condition provides notice to the applicant that the display lot landscaping shall be installed prior to City signatures being affixed to the Motor Vehicle Dealer License.

3. The outdoor display of merchandise and vehicles for sale shall not be located in areas intended for traffic circulation according to the site plan and development plan.

Substantial Evidence: This condition is one of the special regulations included in Section 23-66(h)(5)c. of the Zoning Ordinance for this particular use.

4. No outdoor loudspeakers shall be in use between the hours of 8:00 p.m. and 8:00 a.m. when adjacent to a residential district.

Substantial Evidence: This condition is one of the special regulations included in Section 23-66(h)(5)d. of the Zoning Ordinance for this particular use.

5. Any expansions of the special use, changes to the development plan(s), plan of operation or any conditions of approval may require a major or minor amendment request to this Special Use Permit pursuant to Section 23-66(g) of the Zoning Ordinance. Contact the Community Development Department to discuss any proposed changes.

Substantial Evidence: Standardized condition that establishes parameters for the current application and identifies the process for review of any future changes to this proposed use.

This aerial map displays a residential neighborhood in Madison, Wisconsin, with property boundaries outlined in yellow. The map includes a north arrow and a scale bar indicating distances from 0 to 180 feet.

Streets:

- E RANDALL ST** (top horizontal street)
- E WISCONSIN AV** (middle horizontal street, marked with 96 on the left and right)
- E SUMMER ST** (bottom horizontal street)
- N ONEIDA ST** (left vertical street)

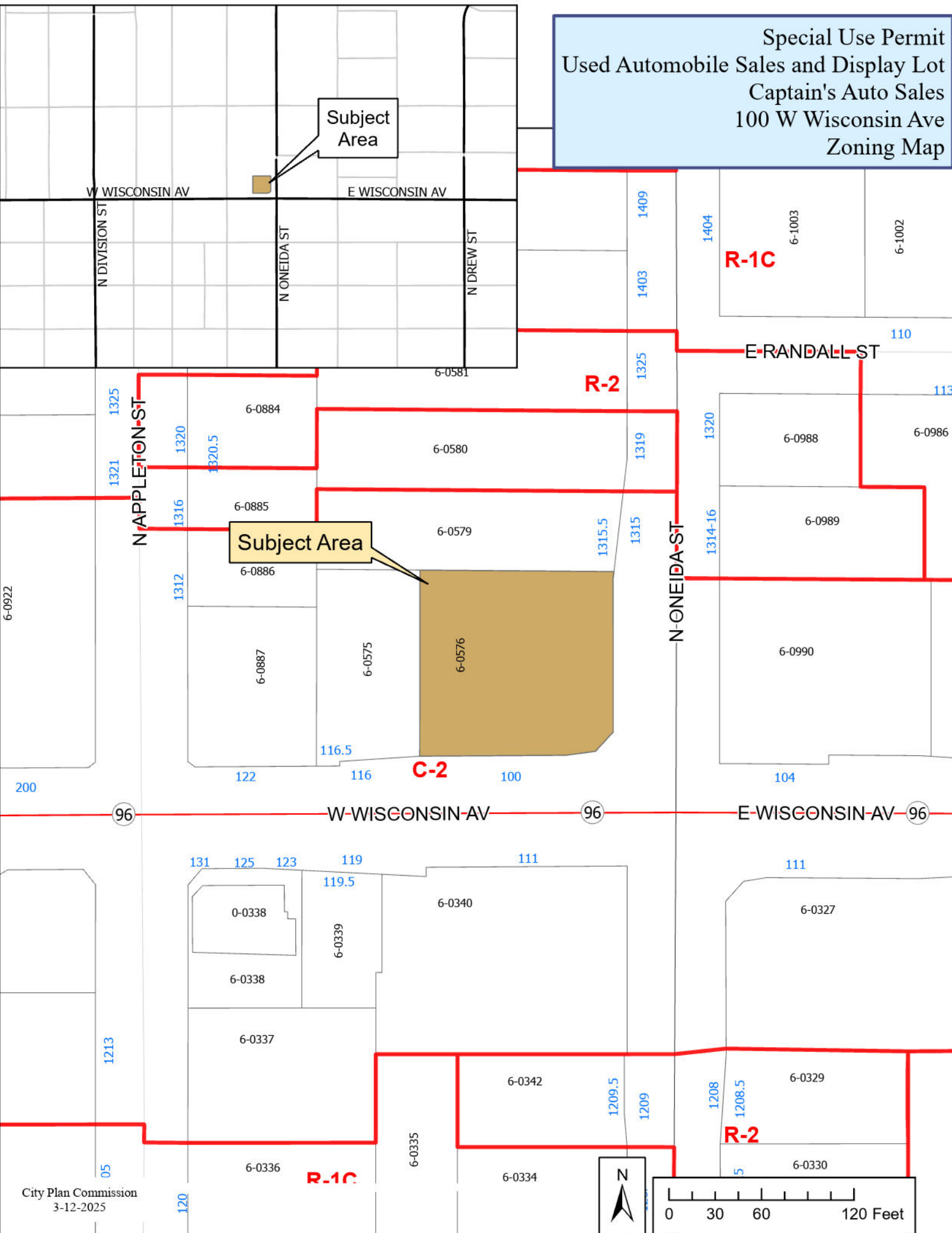
Property Addresses:

- Along E RANDALL ST (from left to right):** 6-1003, 6-1002, 6-1001, 6-1000.
- Along E WISCONSIN AV (from left to right):** 6-0988, 6-0986, 6-0985, 6-0984, 6-0989, 6-0990, 6-0992, 6-0993.
- Along E SUMMER ST (from left to right):** 6-0327, 6-0325, 6-0329, 6-0330, 6-0331, 6-0332.
- Along N ONEIDA ST (from top to bottom):** 6-0298, 6-0297, 6-0299, 6-0300, 6-0301.

Other Labels:

- Block numbers: 1404, 1320, 1314-16, 104, 110, 113, 118, 124, 119, 121, 111, 127, 131, 1208, 1206.5, 1202.5, 1114, 1120.
- Highway markers: 96.

Special Use Permit
Used Automobile Sales and Display Lot
Captain's Auto Sales
100 W Wisconsin Ave
Zoning Map



CITY OF APPLETON
RESOLUTION FOR SPECIAL USE PERMIT #1-25
USED AUTOMOBILE, RV, TRUCK, CYCLE AND BOAT SALES AND DISPLAY LOT
100 WEST WISCONSIN AVENUE

WHEREAS, Chad Le Capitaine, has applied for a Special Use Permit to establish a used automobile, RV, truck, cycle and boat sales and display lot, located at 100 West Wisconsin Avenue, also identified as Parcel Number #31-6-0576-00; and

WHEREAS, the proposed use is located in the C-2 General Commercial District, and the proposed use may be permitted by Special Use Permit within this zoning district pursuant to Chapter 23 of the Municipal Code; and

WHEREAS, the City of Appleton Plan Commission held a public hearing on March 12, 2025 on Special Use Permit #1-25, at which all those wishing to be heard were allowed to speak or present written comments and other materials at the public hearing; and

WHEREAS, the City of Appleton Plan Commission has reviewed and considered the Community Development Department's staff report and recommendation, as well as other spoken and written evidence and testimony presented at the public hearing; and

WHEREAS, the City of Appleton Plan Commission reviewed the standards for granting a Special Use Permit under Sections 23-66(e)(1-8) of the Municipal Code; and

WHEREAS, the City of Appleton Plan Commission reviewed the standards for imposing conditions on the Special Use Permit under Section 23-66(c)(5) of the Municipal Code, and forwarded Special Use Permit #1-25 to the City of Appleton Common Council with a favorable conditional or not favorable (CIRCLE ONE) recommendation; and

WHEREAS, the City of Appleton Common Council has reviewed the report and recommendation of the City of Appleton Plan Commission at their meeting on March 19, 2025.

NOW, THEREFORE, BE IT RESOLVED, DETERMINED AND ORDERED by the Common Council, based on Community Development Department's staff report and recommendation, as well as other spoken and written evidence and testimony presented at the public hearing and Common Council meeting, and having considered the recommendation of the City Plan Commission, that the Common Council:

1. Determines all standards listed under Sections 23-66(e)(1-8) of the Municipal Code are found in the affirmative YES or NO (CIRCLE ONE)
2. If NO, the City of Appleton Common Council hereby denies Special Use Permit #1-25 to establish a used automobile, RV, truck, cycle and boat sales and display lot located at 100 West Wisconsin Avenue, also identified as Parcel Number #31-6-0576-00 based upon the following standards and determinations: (List reason(s) why the Special Use Permit was denied)
3. If YES, the City of Appleton Common Council hereby approves Special Use Permit #1-25 to establish a used automobile, RV, truck, cycle and boat sales and display lot located at 100 West Wisconsin Avenue, also identified as Parcel Number #31-6-0576-00, subject to the following conditions as they are related to the purpose of the City of Appleton Municipal Code and based on substantial evidence:

CONDITIONS OF APPROVAL FOR SPECIAL USE PERMIT #1-25:

- A. All proposed outdoor lighting to illuminate the automobile display lot shall comply with the standards in §23-53, Outdoor lighting.
- B. Perimeter landscaping along North Oneida Street and West Wisconsin Avenue as shown on the development that complies with the standards specified under Chapter 23 Zoning, Section 23-66(h)(5)b., shall be installed prior Inspections Division and Community Development staff affixing signatures to the Motor Vehicle Dealer License. Section 23-66(h)(5)b.1.i. and ii and 23-66(h)(5)b.2.ii. requires a minimum of a five (5) foot wide perimeter landscaping buffer along North Oneida Street and West Wisconsin Avenue. The perimeter landscaping buffer shall have a minimum one (1) foot high staggered row of evergreen and deciduous shrubs across eighty (80) percent of the lot frontage with a shade tree required every forty (40) feet.
- C. The outdoor display of merchandise and vehicles for sale shall not be located in areas intended for traffic circulation according to the site plan and development plan
- D. No outdoor loudspeakers shall be in use between the hours of 8:00 p.m. and 8:00 a.m. when adjacent to a residential district.
- E. Any expansions of the special use, changes to the development plan(s), plan of operation or any conditions of approval may require a major or minor amendment request to this Special Use Permit pursuant to Section 23-66(g) of the Zoning Ordinance. Contact the Community Development Department to discuss any proposed changes.

Adopted this _____ day of _____, 2025.

Jacob A. Woodford, Mayor

ATTEST:

Kami Lynch, City Clerk

PLAN OF OPERATION AND LOCATIONAL INFORMATION

NEW/USED AUTOMOBILE SALES (more than 5 vehicles each year)

Trade Name: Captain's Auto Sales LLC

Building Address: 100 W Wisconsin Ave Appleton WI 54911

Years in Operation: 6

Type of proposed establishment (detailed explanation of business):

Car dealership

Dealer Type (check applicable boxes):

- ☒ Retail dealer of new and/or used automobiles and trucks to the general public.
- ☒ Retail dealer of new and/or used mopeds to the general public.
- ☒ Retail dealer of new and/or used motorcycles to the general public.
- ☒ Retail dealer of new and/or used boats to the general public.
- ☒ Retail dealer of new and/or used recreational vehicles to the general public.
- ☐ Wholesale auction dealer in which you hold auctions in which you display and sell automobiles and trucks owned by someone other than licensed dealers, or in which you display and auction off vehicles to the general public.
- ☐ Wholesale dealer in which you purchase and resell used vehicles to licensed dealers only, not to the public.

Indoor Building Uses (check applicable boxes):

- ☒ Office Space. Please identify the area of this space: _____ square feet.
- ☐ Vehicle Display Area (Retail to general public). Please identify the area of this space: _____ square feet.
- ☒ Service Department (check applicable services).
 - ☒ General Maintenance Repairs (exhaust system, transmission, brakes, tires repair/installation, electrical, engine repair/tune up)
 - ☐ Painting
 - ☐ Body Work

Please describe other services provided within Service Department space: Auto Repair

☐ Other. If other, please describe other indoor use activities: _____

Building Capacity and Storage Areas:

Maximum number of persons permitted to occupy the building or tenant space as determined by the International Building Code (IBC) or the International Fire Code (IFC), whichever is more restrictive: _____ persons

Gross floor area of the existing building(s): N/A

Gross floor area of the proposed building(s): _____

Employees:

Number of existing employees: 4

Number of proposed employees: 4

Number of employees scheduled to work on the largest shift: _____

Proposed Business Hours of Operation:

Day	From	To
Monday - Friday	8am	5pm
Saturday	appt only	—
Sunday	—	—

Outdoor Uses (check applicable boxes):

☒ Vehicle Sales and Display Lot is proposed. Please identify the area of this space: _____ square feet.

☐ Vehicle Sales and Display Lot is not proposed.

☐ Other. If other, please describe other outdoor areas: _____

Outdoor Display Lot Screening/Landscaping:

Type and height of screening with plantings/fencing/gating: 8 Ornamental trees
4 8-10 shrubs (1 foot high)

Outdoor Music/Speakers:

Are there plans for outdoor music/speakers? Yes____ No X

If yes, describe type how will the noise be controlled: _____

Outdoor lighting:

Type: wall mounted LED Fixtures

Location: garage doors, canopy

Off-street parking:

Number of customer spaces existing: _____.

Number of customer spaces proposed: 10.

Number of employee spaces existing: _____.

Number of employee spaces proposed: _____.

Street Access:

Is street access to the subject property adequate or are any street improvements, such as a new turning lane, necessary to minimize impacts on traffic flow?

N/A

Describe any potential noise emanating from the proposed use:

A. Describe the noise levels anticipated from all the proposed use: _____

N/A

B. How will the noise be controlled? _____

N/A

Identify location, number, capacity and flammable liquid materials stored on site:

N/A

Describe any potential smoke, odors emanating from the proposed use and plans to control them:

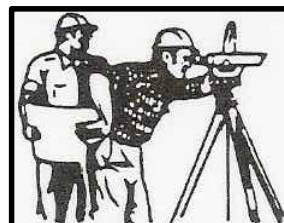
N/A

OF THE RECORDED PLAT "ERB'S SUBDIVISION" LOCATED IN PART OF THE
SOUTHWEST 1/4 OF SECTION 23, TOWNSHIP 21 NORTH, RANGE 17 EAST, CITY
OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN
PARCEL NUMBER: 316057600

LEGEND:

- = STORM CATCH BASIN
- = CURB STOP
- = CUT CROSS SET
- = GAS METER
- = DOWN GUY
- = POWER POLE
- = TELEPHONE PEDESTAL
- = SIGN/TRAFFIC LIGHT
- = FIBER OPTIC MANHOLE
- = EXISTING FENCE
- = HANDICAP
- = SPIRAEA - MINIMUM 1 FT HIGH
- = ORNAMENTAL TREE
- = JUNIPERAS AROUND COVER - MINIMUM 1 FT HIGH

Scale: 1" = 20'



615 N. LYNNDAL DRIVE, P.O. BOX 1297
APPLETON, WISCONSIN 54912-1297
PHONE: (920)731-4168 FAX: (920)731-5673

SCALE	1" = 20'
DRAWN BY	fnz-an TJS
PROJECT NO.	A2304.11-24



CITY OF APPLETON

MEMORANDUM

Date: March 12, 2025
To: Plan Commission
From: Lily Paul, Economic Development Specialist, Community Development Dept.
Subject: Creative Downtown Appleton, Inc. Selfie Sculpture – Houdini Plaza

GENERAL INFORMATION

Applicant: Creative Downtown Appleton, Inc. -- Jennifer Stephany, Executive Director of Appleton Downtown, Inc. (ADI)

Address/Parcel Number: Houdini Plaza, 121 W. College Avenue (Parcel #31-2-0065-00)

Petitioner's Request: Applicant is requesting to install an aluminum sculpture with photo opportunities in Houdini Plaza.

Appleton Public Arts Committee Meeting Date: March 5, 2025

Parks and Recreation Committee Meeting Date: March 10, 2025

Plan Commission Meeting Date: March 12, 2025

Common Council Meeting Date: March 19, 2025

Wis. State Statute 62.23(5) states that the location of any statue or other memorial shall be referred to the Plan Commission for its consideration and report before final action is taken by the Common Council.

Background:

The applicant is requesting to install a sculpture promoting Downtown Appleton within Houdini Plaza. The sculpture is proposed to be installed in Houdini Plaza just south of the fountain, staying out of the right-of-way and far enough away from the lawn to avoid extra maintenance. This location has been pre-approved by the Parks & Recreation Department.

Once all approvals have been granted from the various committees, the fabrication of the sculpture will begin. The goal time for installation is by the 2025 NFL Draft, which is occurring in Green Bay on April 24-26.

Staff Comments: Please see the attached memo that was presented to the Public Arts Committee on March 5, 2025 for full details and past action.

RECOMMENDATION

In accordance with Wis. State Statute 62.23(5), staff recommends that the proposed sculpture, located within Houdini Plaza, as described in the attached documents, **BE APPROVED**.



CITY OF APPLETON

MEMORANDUM

Date: March 5, 2025
To: Public Arts Committee
From: Lily Paul, Economic Development Specialist, Community Development Dept.
Subject: Creative Downtown Appleton, Inc. Selfie Sculpture – Houdini Plaza

GENERAL INFORMATION

Applicant: Creative Downtown Appleton, Inc. -- Jennifer Stephany, Executive Director of Appleton Downtown, Inc. (ADI)

Address/Parcel Number: Houdini Plaza, 121 W. College Avenue (Parcel #31-2-0065-00)

Petitioner's Request: Applicant is requesting to install an aluminum sculpture with photo opportunities in Houdini Plaza.

Appleton Public Arts Committee Meeting Date: March 5, 2025

Parks and Recreation Committee Meeting Date: March 10, 2025

Plan Commission Meeting Date: March 12, 2025

Common Council Meeting Date: March 19, 2025

PROJECT DETAILS

Project Summary: Applicant is requesting to install a sculpture promoting Downtown Appleton within Houdini Plaza. The sculpture is being specifically designed and created to provide an interactive experience. The design is based around Appleton Downtown, Inc.'s "One Great Place" brand which features locator pins that will have cutouts perfect for photos! This sculpture is intended to be a focal point downtown.

Reason for Choosing the Proposed Location: The sculpture is proposed to be installed in Houdini Plaza which is a natural central meeting/gathering area within the downtown. This location makes sense with its intention of being a focal point. Specifically, within Houdini Plaza, the sculpture would be installed just south of the fountain, staying out of the right-of-way and far enough away from the lawn to avoid extra maintenance. This location has been pre-approved by the Parks & Recreation Department.

Description of How the Work is Installed/Anchored/Attached: The sculpture will be surface mounted to the concrete with concrete anchors.

Timeline and Duration of Installation: Once all approvals have been granted from the various committees, the fabrication of the sculpture will begin. The goal time for installation is by the 2025 NFL Draft, which is occurring in Green Bay on April 24-26.

Maintenance and Cost: City staff will have to remove snow around it, but snow removal is already performed in the right-of-way in Houdini Plaza, and this will add a small 12-foot section adjacent to the right-of-way. Also, the current method of snow removal is with a brush attachment which is effective for snow removal without having to do extra hand work.

Associated Signage: Per the Art in Public Places Policy, any artwork signage shall meet the parameters set forth in Zoning Code Section 23-531(e), which allows each artwork one plaque/sign not to exceed nine square feet in size. Any proposed signs and their placement shall be approved through the standard sign review process, if applicable.

Appleton Comprehensive Plan 2010-2030: The City of Appleton *Comprehensive Plan 2010-2030* illustrates the importance of the arts community to Appleton and encourages the expansion and promotion of placemaking and arts in the City. The proposed public art project is consistent with the following goals and objectives of the *Comprehensive Plan 2010-2030*.

Chapter 3 – Community Vision #12: Creative place making and public art enhance the public realm and contribute to a vibrant economy.

Chapter 14 – Downtown Plan

- *Strategy 1.4 Install sculpture, murals, and other art in public locations throughout the downtown*
- *Strategy 2.1 Maintain and strengthen the vitality of the arts and entertainment niche*

Staff Comments: A certificate of insurance from Appleton Downtown, Inc. will need to be filed if not already on file.

RECOMMENDATION

Based upon the guidelines outlined in the Art in Public Places Policy, staff recommends that the proposed mural, located within Houdini Plaza, as described in the attached documents, **BE APPROVED** subject to the following conditions:

1. An agreement between the applicant and the City will be prepared by the City's Legal Services Department and shall be executed prior to installation. This agreement will memorialize the expectations of the parties including the location of the art, installation and insurance requirements, maintenance, liability, indemnification, and the like.
2. Per the Art in Public Places Policy, any artwork signage shall meet the parameters set forth in Zoning Code Section 23-531(e), which allows each artwork one plaque/sign not to exceed nine square feet in size. Any proposed signs and their placement shall be approved by the Department of Public Works.
3. The applicant shall provide the Department of Parks & Recreation with a final placement of the sculpture prior to beginning the installation.



PUBLIC ART APPLICATION

Community Development Department

100 N. Appleton St.

Appleton, WI 54911

PH: 920-832-6468

FAX: 920-832-5994

Stamp date received

ARTIST / APPLICANT

Name

* Creative Downtown Appleton Inc

Mailing Address

333 W College Ave Appleton WI 54911

Phone

920-954-9112

E-mail

Jennifer@appletondowntown.org

PROJECT AND LOCATION INFORMATION

Property Tax # (31-0-0000-00) – if applicable

Site Address/Location

Houdini Plaza

Description of proposed location for artwork within the property or facility (freestanding, attached to the building, inside building, etc.)

Freestanding metal sculpture anchored into the concrete

Project Title

One Great Place For...

Type of Artwork (mural, statue, sculpture, fountain, etc.)

Sculpture

SUBMITTAL REQUIREMENTS

A complete submittal includes a completed application signed by the applicant with the following supplementary information:

- Brief description of the proposed artwork
- Photos/sketches of proposed work
- Site plan/location map showing location of proposed work
- Reason for choosing the proposed location
- Description of how the work is installed/anchored/attached
- Installation specifications provided by a structural engineer
- Timeline and duration of installation
- How the artwork will be maintained (including any costs associated with the maintenance and who will be responsible for those costs)
- Description of any associated signage

SIGNATURE

2-19-25

Date

Applicant/Artist Signature

OFFICE USE ONLY

Application Complete _____ / /

Date Filed ____/____/____

A complete submittal includes a completed application signed by the applicant with the following supplementary information:

• **Brief description of the proposed artwork**

This proposal outlines the creation and installation of a large-scale, interactive sculpture featuring the One Great Place locator pin. This piece will serve as a vibrant focal point in Downtown, strengthening the One Great Place brand, celebrating the district as a destination for a variety of experiences, fostering community belonging, and organically driving social media content.

The proposed design image is attached and will be constructed out of plate aluminum by sculptor Rob Neilson, Frederick R. Layton Professor of Studio Art and Professor of Art. Rob has created large scale work for many installations including the Fox Cities Exhibition Center.

The smaller locator pins will each be a different color pulled from our One Great Place logo: blue, purple, orange, yellow, green – our PMI colors are attached.

The base would be dark gray or black and will read... One Great Place for...

The colored locator pins will include interchangeable words that CDA could on occasion change out. They will be bolted to the piece. The intent is to have it read: One Great place for... Unique Shops, Tasty Treats, Dining, Live Music, Art, Museums, Urban Living, The Holidays, Parades, Oktoberfest, Mile of Music etc... we are also open to words the City would like to include.

We would like permission to externally light the sculpture with small LED flood lights as shown below. This will be added at a later date as we work with Park and Recreation to determine access for power. All costs associated with access would be the responsibility of CDA.

- The sculpture size is 12 feet long, 7 feet high and 3.5 to 4 feet wide
- Material is plate aluminum
- Colors proposed as attached.

• **Site plan/location map showing location of proposed work**

The proposed location is Houdini Plaza east side of the grass set on the concrete as indicated on the attached images of Houdini Plaza. We have worked with Park and Recreation Deputy Director Tom Flick to identify this proposed site and will continue to collaborate with the staff on installation.

• **Reason for choosing the proposed location:**

This location was selected on account of its central location, high visibility and public access to interact with the sculpture. Additionally, potential access to a power source to externally light the sign which we would work with DPW and Park and Recreation to coordinate. Any associate expense would be CDAs responsibility.

• **Description of how the work is installed/anchored/attached**

Rob is proposing that a metal mounting plate be anchored into the concrete with bolts. The sculpture would bolt to the mounting plate

• **Installation specifications provided by a structural engineer**

Rob will be working with Daniel J. Brellen P.E., LEED AP at McMahon for the structural engineering drawings and installation. We will have engineering drawings within one week before the meeting.

• **Timeline and duration of installation**

We are proposing that the sculpture be placed for a duration of one year, with an option to apply for a continuation. We would have the sculpture inspected prior to approval.

Proposed Timeline for approval:

- Public Art Committee – 3/5
- Park and Recreation – 3/10
- Planning Commission – 3/12
- City Council – 3/19
- Installation 4/21 – 4/22

• **How the artwork will be maintained (including any costs associated with the maintenance and who will be responsible for those costs)**

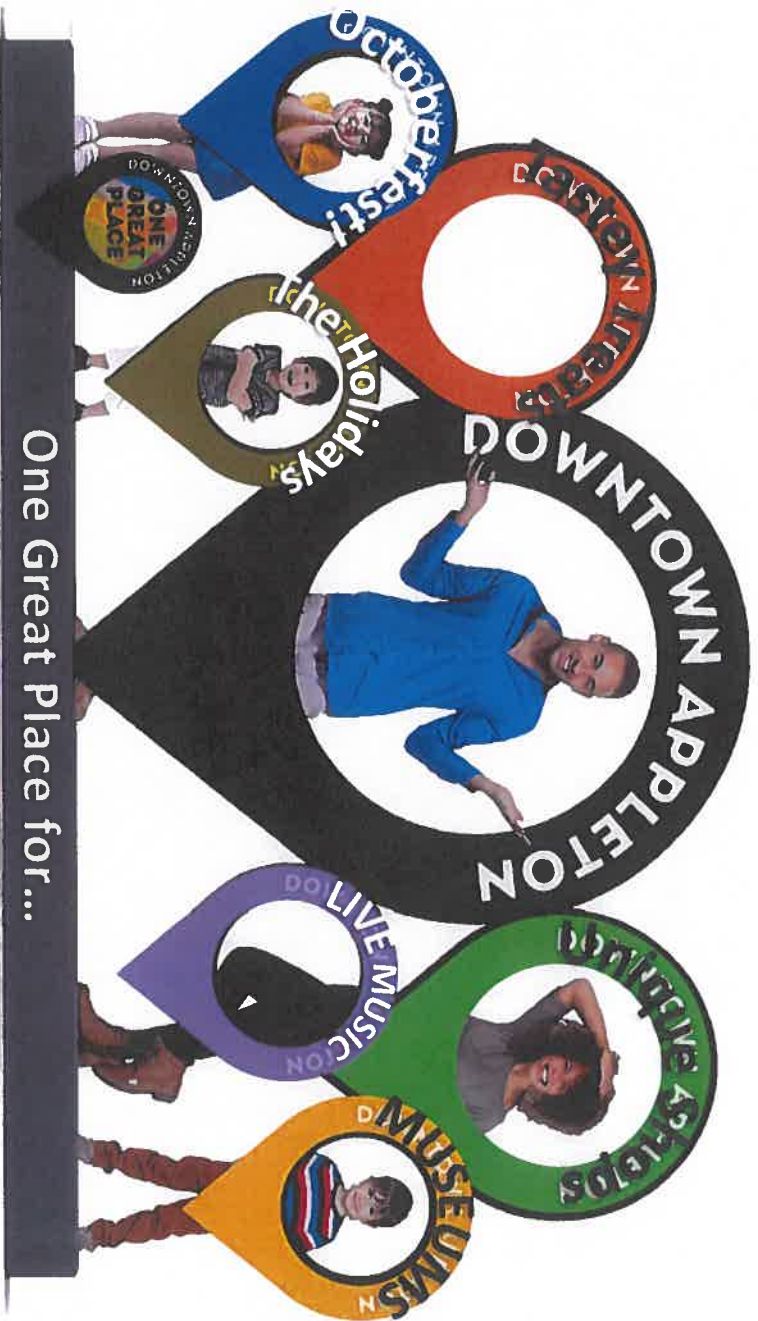
The sculpture will be maintained by CDA. We will contract with Rob Neilson to do any repairs associated with damage. Having the annual inspection and approval would also allow the City to request any additional modifications. We will include \$1000 in our annual budget for maintenance.

• **Description of any associated signage**

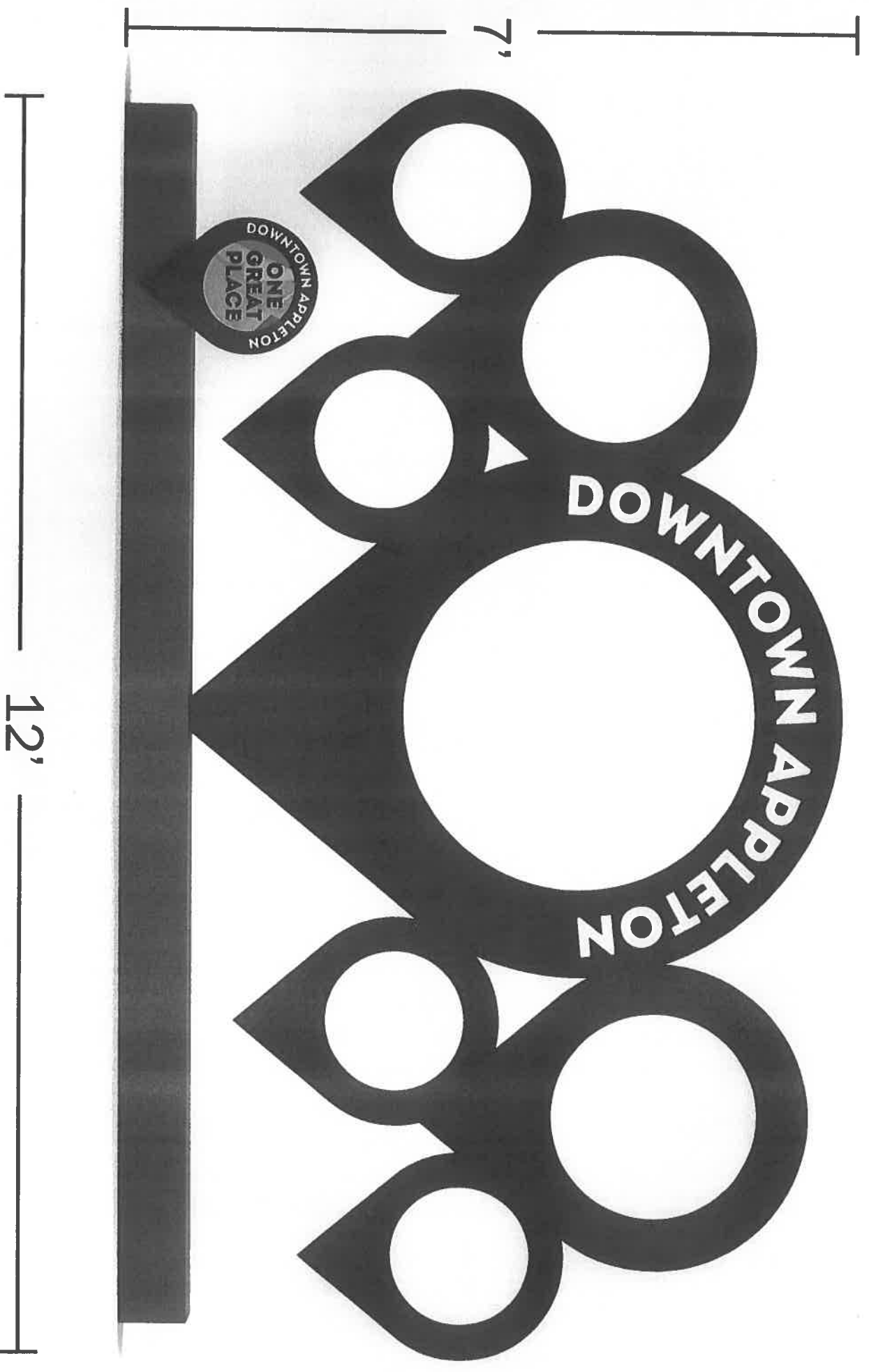
Attached to the sculpture would be the Downtown locator pin logo as indicated on the image. No additional signage is proposed at this time.

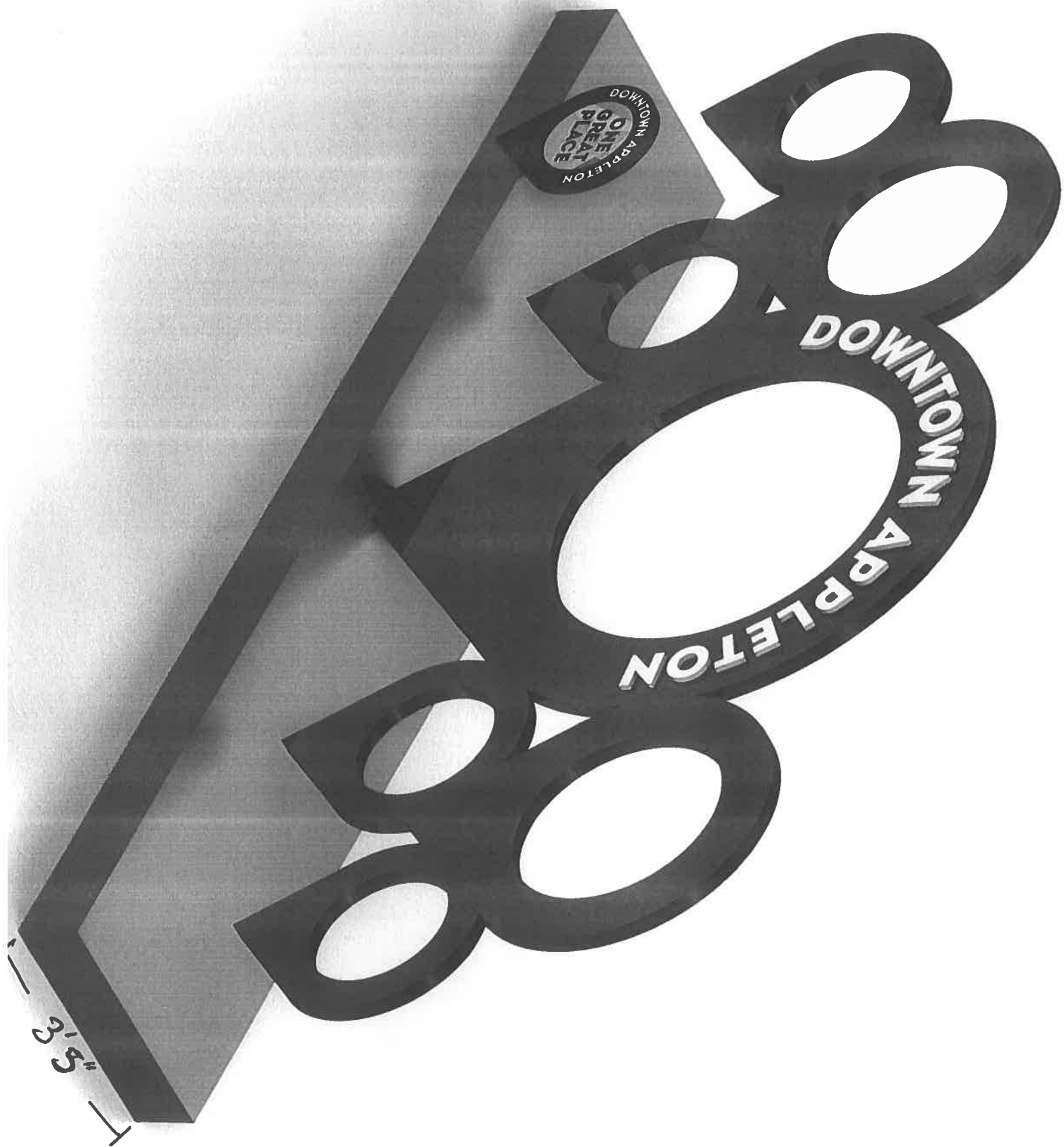
Other items?





APPROXIMATE SCALE

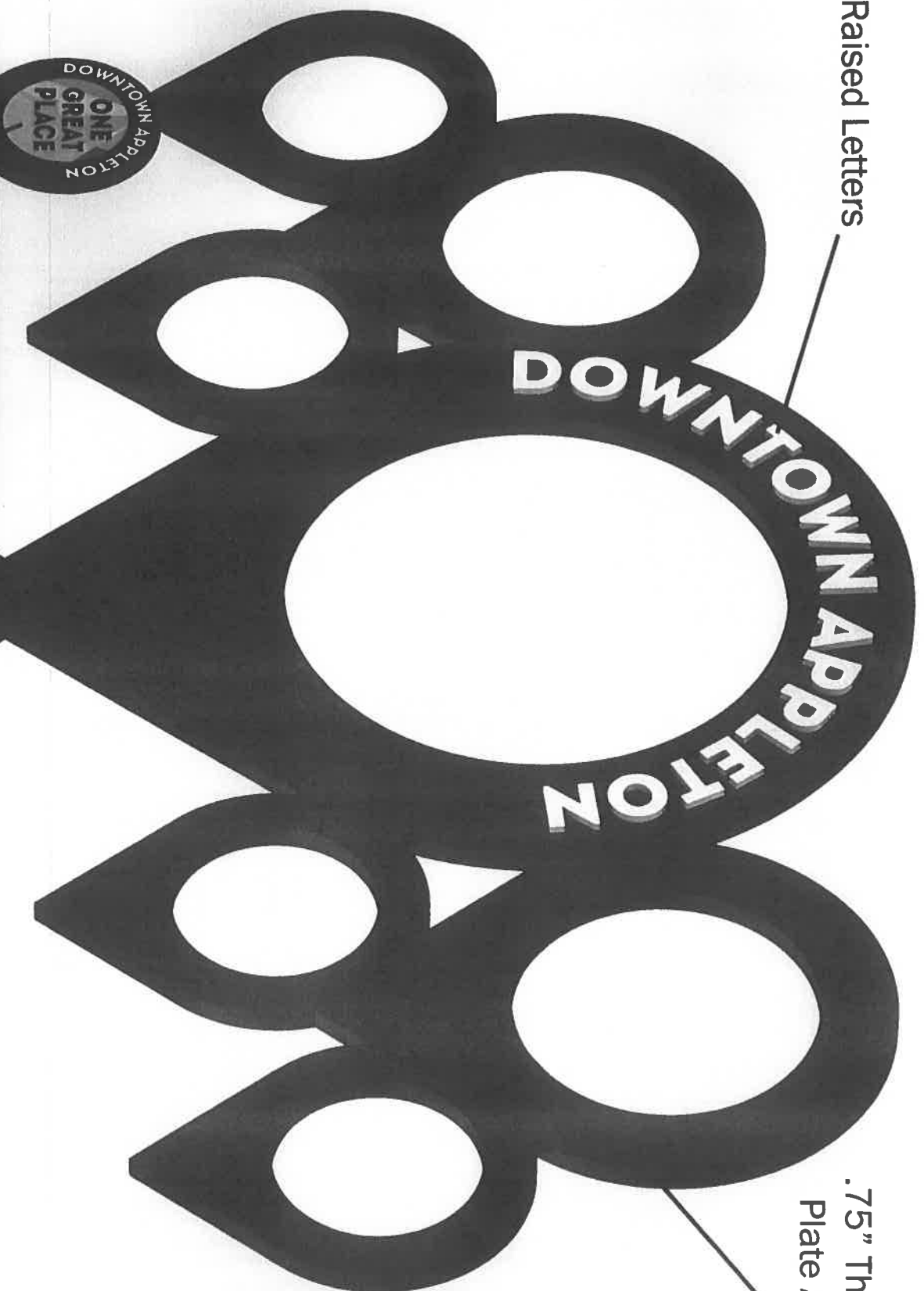




POSSIBLE MATERIAL

Raised Letters

.75" Thick Painted
Plate Aluminum



Industrial Decal Atop Plate Aluminum





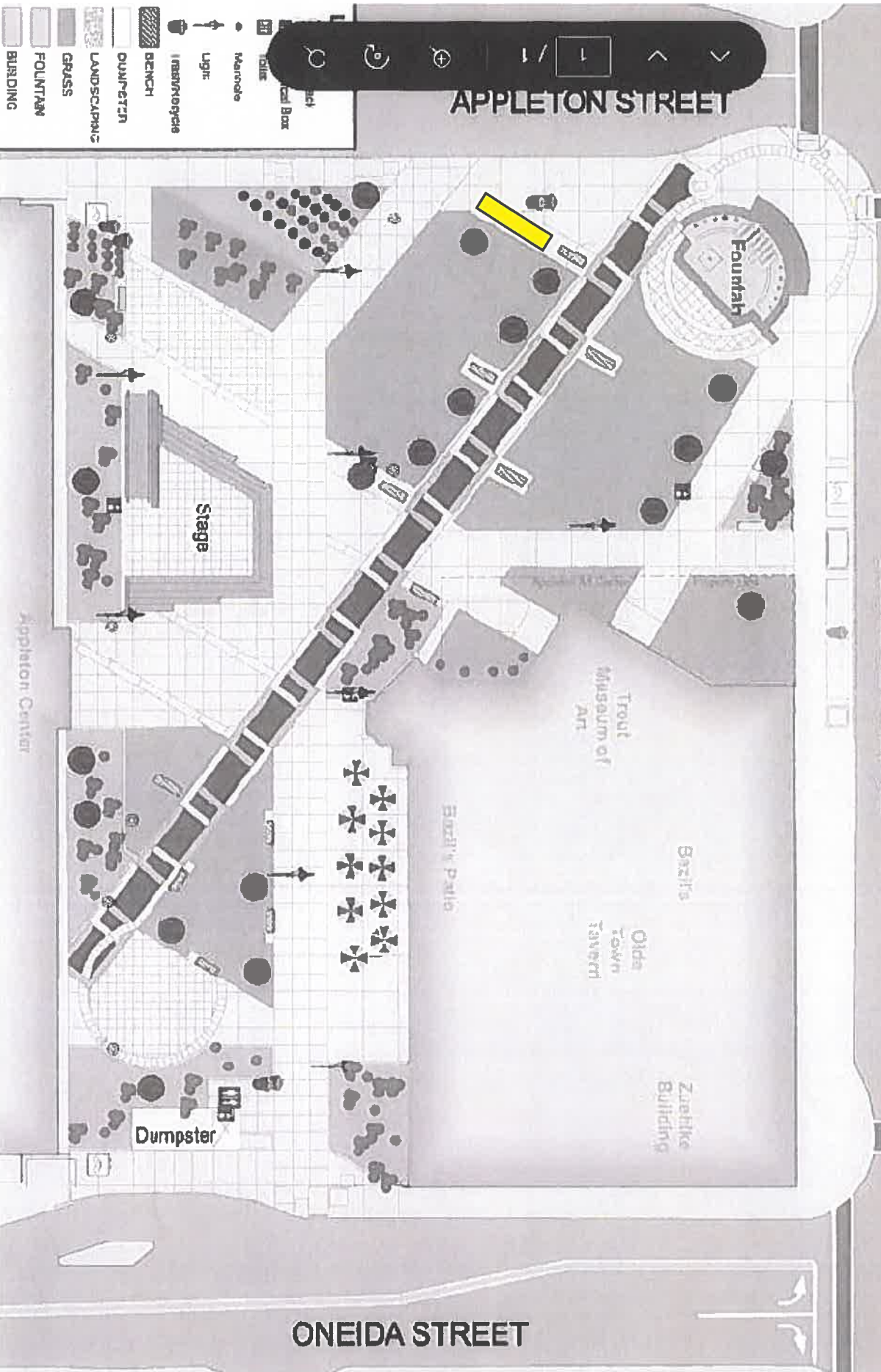
HOUDINI PLAZA



COLLEGE AVENUE

APPLETON STREET

ONEIDA STREET



DOWNTOWN BRIGHTS COLOR PALETTE



BLUE
CMYK: 100, 20, 0, 0
RGB: 0, 149, 218



YELLOW
CMYK: 0, 20, 100, 0
RGB: 255, 203, 5



GREEN
CMYK: 50, 0, 100, 0
RGB: 141, 198, 63



DEEP TEAL
CMYK: 50, 100, 0, 0
RGB: 146, 39, 143



RED
CMYK: 0, 90, 65, 0
RGB: 239, 64, 80



ORANGE
CMYK: 0, 70, 100, 0
RGB: 243, 112, 33



MAGENTA
CMYK: 0, 90, 0, 0
RGB: 238, 61, 150



BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0



RICH BLACK
CMYK: 30, 30, 30, 100
RGB: 0, 0, 0



WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255









EXPLODED VIEW SCULPTURE



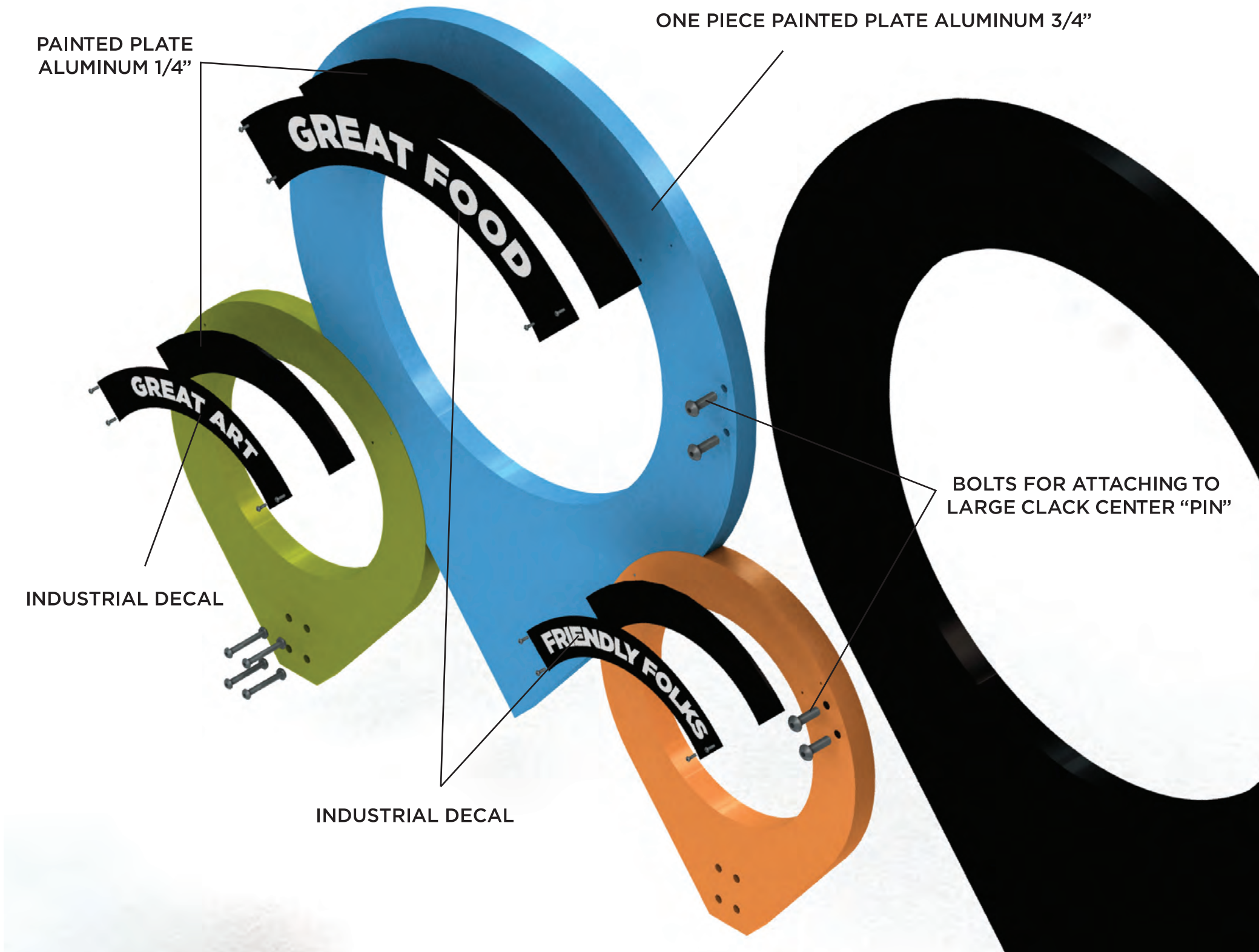
PAINTED PLATE
ALUMINUM 1/4"

ONE PIECE PAINTED PLATE ALUMINUM 3/4"

BOLTS FOR ATTACHING TO
LARGE CLACK CENTER "PIN"

INDUSTRIAL DECAL

INDUSTRIAL DECAL



INDUSTRIAL DECAL

PAINTED PLATE ALUMINUM 3/4"



FABRICATED BRACKETS
ALUMINUM 1/4"

PAINTED PLATE ALUMINUM 1/4"

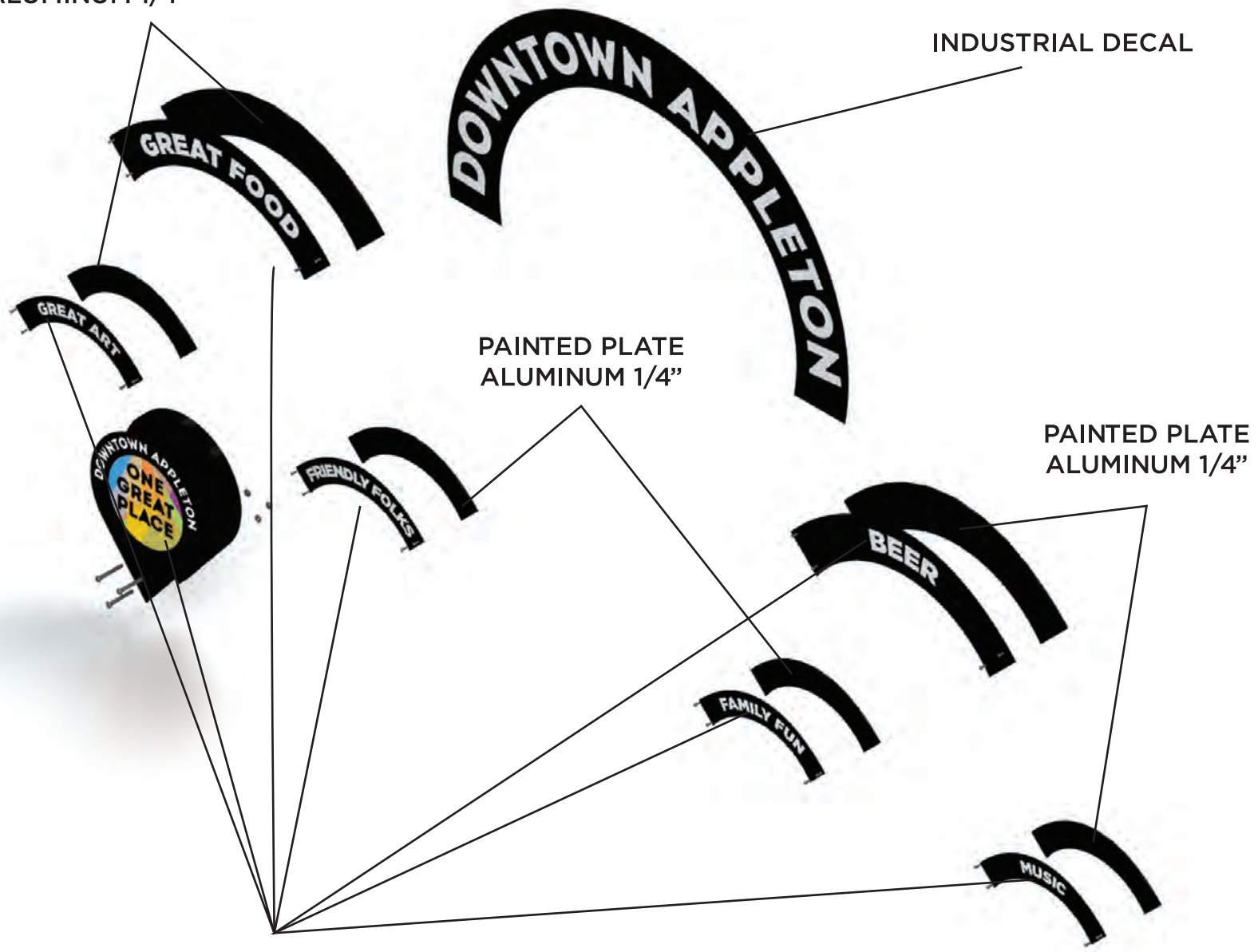
PAINTED PLATE
ALUMINUM 1/4"

INDUSTRIAL DECAL

PAINTED PLATE
ALUMINUM 1/4"

PAINTED PLATE
ALUMINUM 1/4"

INDUSTRIAL DECAL



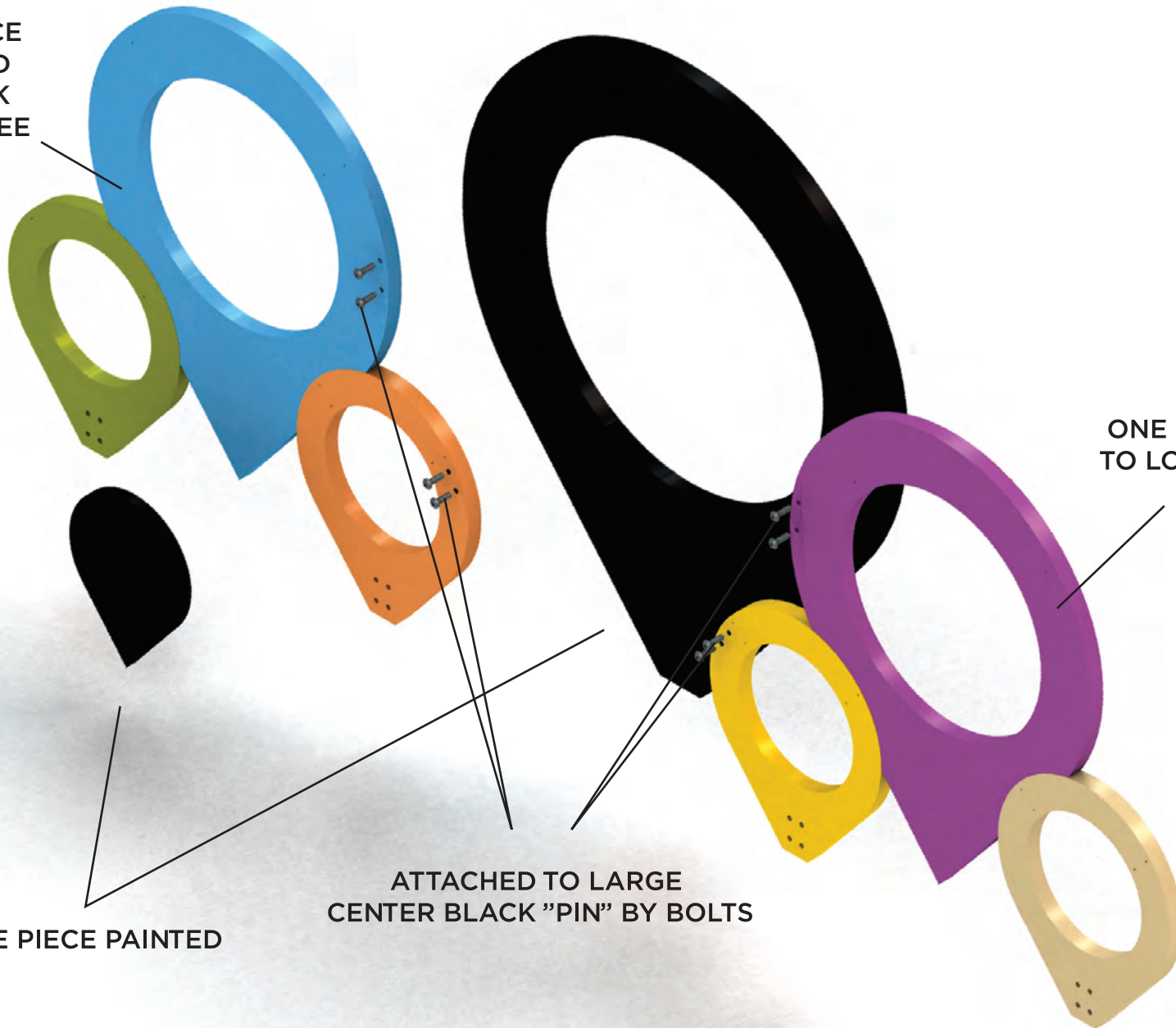
PAINTED PLATE ALUMINUM 3/4"

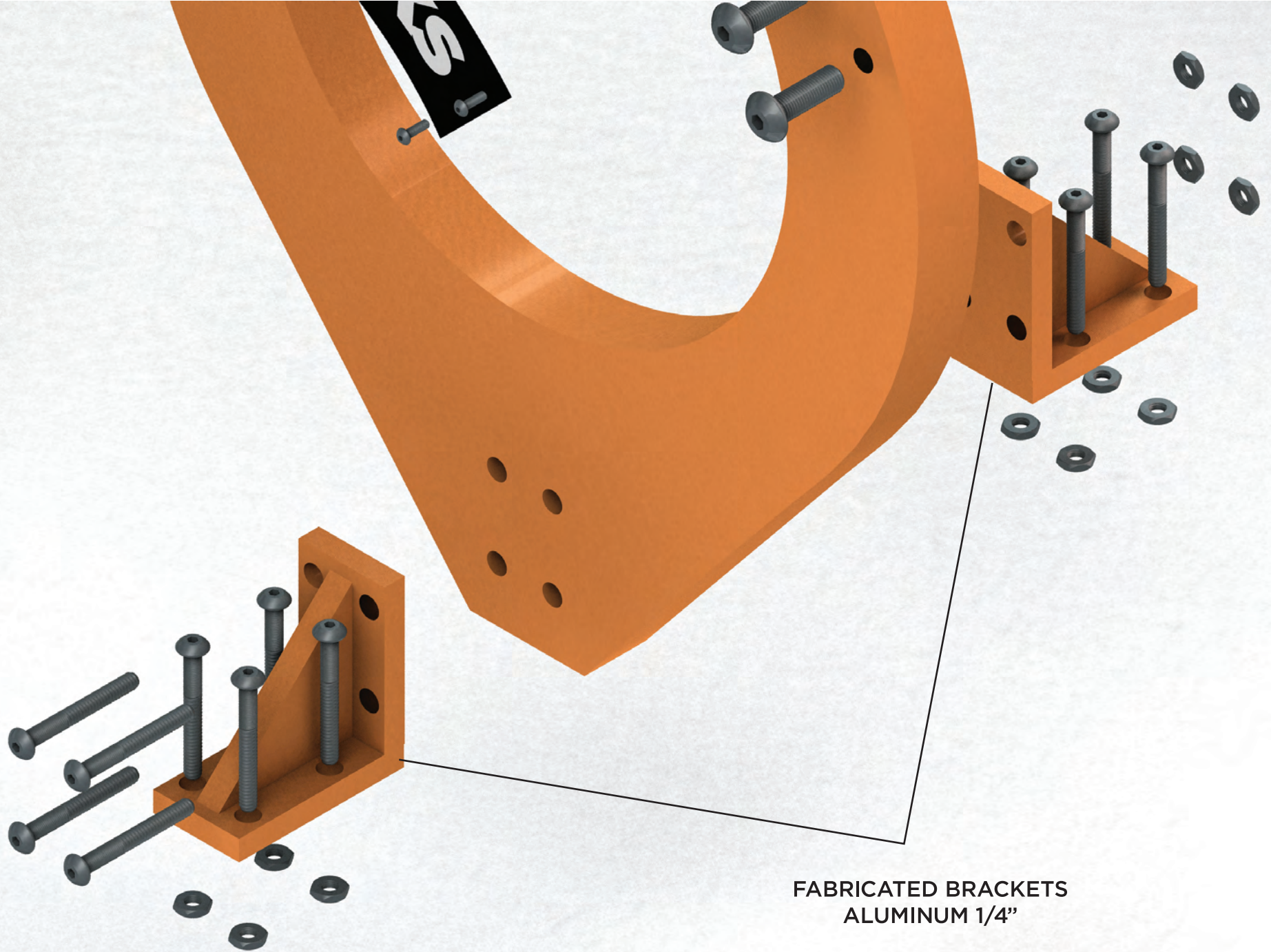
ONE PIECE
PAINTED
TO LOOK
LIKE THREE

ONE PIECE PAINTED
TO LOOK LIKE THREE

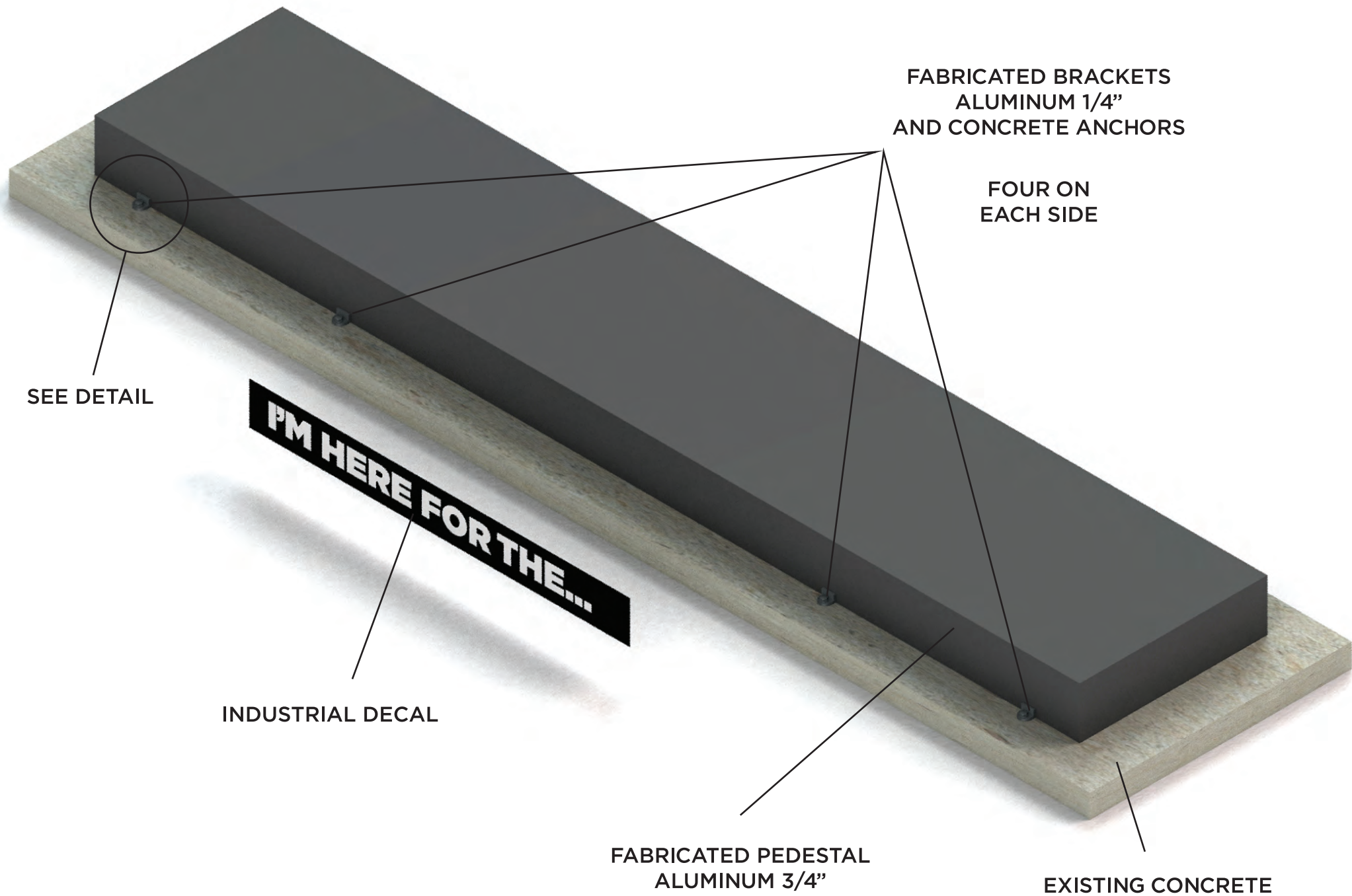
ONE PIECE PAINTED

ATTACHED TO LARGE
CENTER BLACK "PIN" BY BOLTS





FABRICATED BRACKETS
ALUMINUM 1/4"

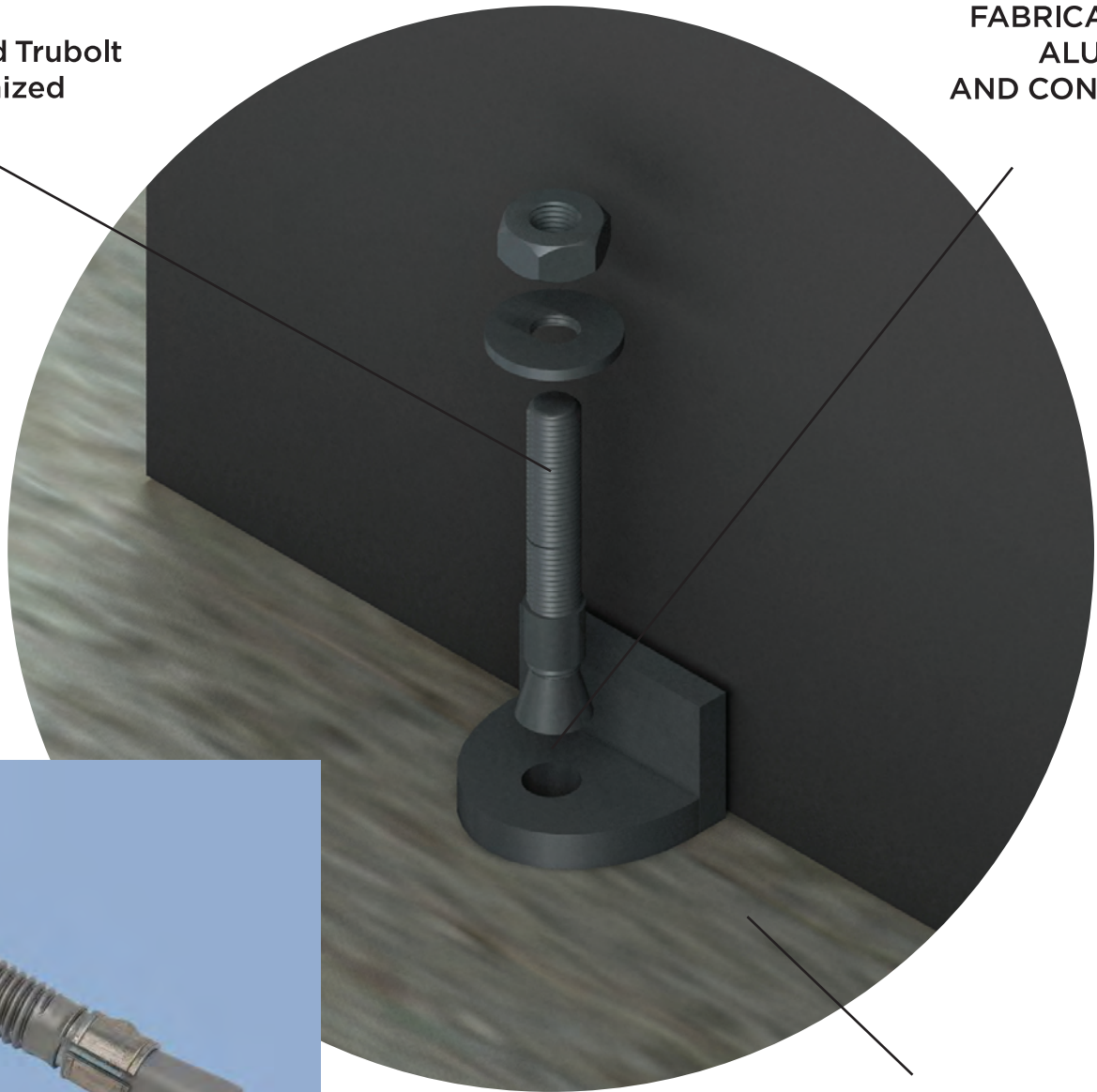
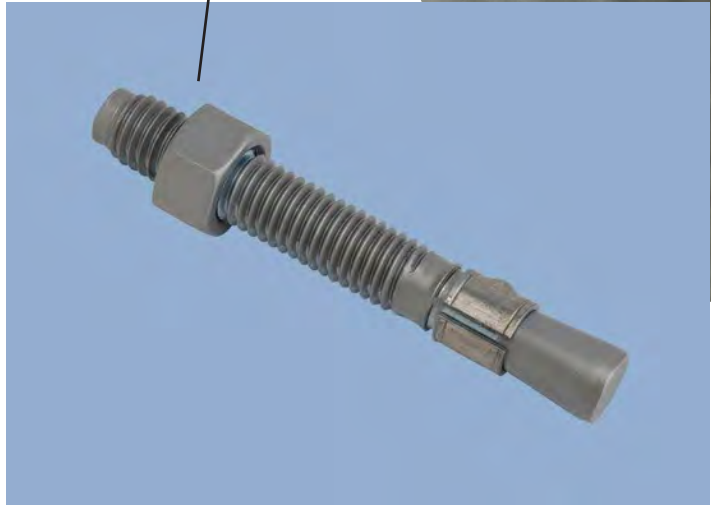


1/2" x 5-1/2" Red Head Trubolt
Hot-Dipped Galvanized

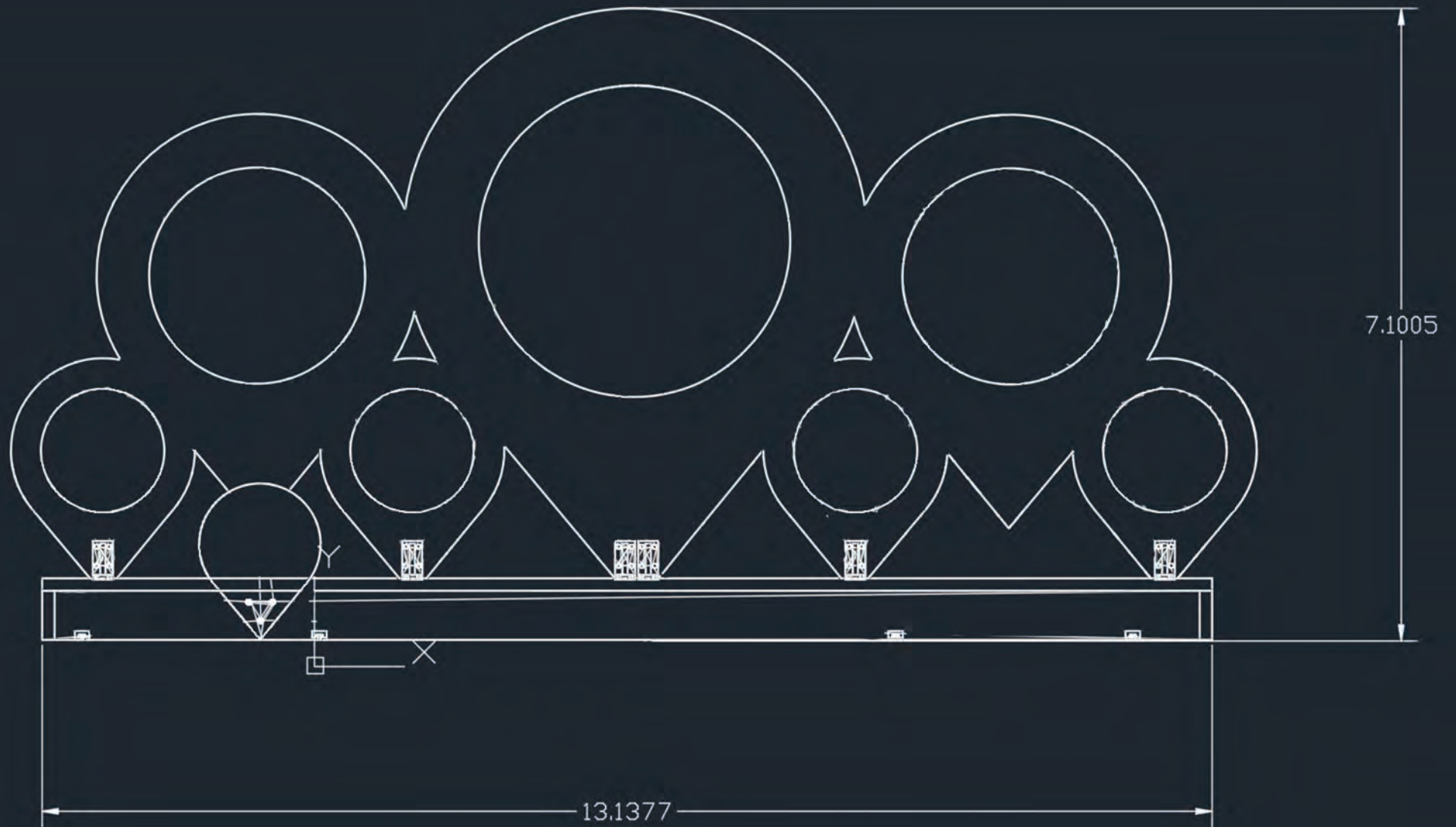
FABRICATED BRACKETS
ALUMINUM 1/4"
AND CONCRETE ANCHORS

WELDED
TO PEDESTAL

EXISTING CONCRETE



SCALE





Save the Date

In 2016, you asked for a renovated library – we listened! **Now, we want to hear from you again.**

Come check out the renovated library and provide input for Appleton's future at our second family friendly workshop for Plan Appleton. We'll share what we have learned since our open house last November, dive deeper into opportunities, and test recommendations. Presentations will be given at the top of every hour followed by activities to learn more from you. See you there!



Check out the project website to learn more by scanning the QR code or visiting www.planappleton.org

DATE

March 18th, 2025

TIME

Join us for any of the following times

- 4-5 pm
- 5-6 pm
- 6-7pm

LOCATION

**Appleton Public Library
200 N Appleton St**

Mary Beth Nienhaus
Community Meeting Room
(upper level)

