



City of Appleton

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

Meeting Agenda - Final City Plan Commission

Wednesday, March 26, 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

[25-0265](#) City Plan Minutes from 3-12-25

Attachments: [City Plan Minutes 3-12-25.pdf](#)

5. Public Hearing/Appearances

[25-0266](#) Special Use Permit #2-25 for a standalone off-street parking lot located at 131 North Appleton Street (Tax Id #31-2-0253-00), 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 #25-0267)

Attachments: [PublicHearingClass2NoticeNewspaper_131NAppletonSt_SUP2-25.pdf](#)
[PublicHearingNoticeNeighborhood_131NAppletonSt_SUP2-25.pdf](#)

6. Action Items

[25-0267](#) Request to approve Special Use Permit #2-25 for a standalone off-street parking lot located at 131 North Appleton Street (Tax Id #31-2-0253-00), 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_131NAppletonSt_SUP 2-25 For 3-26-25.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

(Consolidated Action Item)

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

[ADI Selfie Sculpture Memo 03-20-25.pdf](#)

[ADI Photo Op Withdrawal 03-20-25.pdf](#)

Legislative History

| | | |
|---------|----------------------|--------------------------------------|
| 3/12/25 | City Plan Commission | recommended for approval |
| 3/19/25 | Common Council | referred to the City Plan Commission |

7. Information Items

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.appletonwi.gov

Meeting Minutes - Final City Plan Commission

Wednesday, March 12, 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: 7 - Palm, Robins, Mayor Woodford, Uitenbroek, Neuberger, Fenton and Carpenter

Others present:

Aldersperson Sheri Hartzheim, District #13

Jennifer Stephany, Appleton Downtown, Inc.

Chad Le Capitaine, 100 W. Wisconsin Avenue

4. Approval of minutes from previous meeting

[25-0200](#)

City Plan Minutes from 1-8-25

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

Fenton moved, seconded by Palm, that the Minutes be approved. Roll Call.

Motion carried by the following vote:

Aye: 7 - Palm, Robins, Mayor Woodford, Uitenbroek, Neuberger, Fenton and Carpenter

5. **Public Hearing/Appearances**

[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](#)

This public hearing was held and no one spoke.

This public hearing was held, and no one spoke on the item.

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](#)

Fenton moved, seconded by Robins, that Special Use Permit #1-25 be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 7 - Palm, Robins, Mayor Woodford, Uitenbroek, Neuberger, Fenton and Carpenter

[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](#)

Carpenter moved, seconded by Palm, that the sculpture installation be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 7 - Palm, Robins, Mayor Woodford, Uitenbroek, Neuberger, Fenton and Carpenter

7. Information Items

[25-0204](#)

Comprehensive Plan Community Workshop

Attachments: [Plan Appleton March Workshop Flyer.pdf](#)

This item was presented.

8. Adjournment

Fenton moved, seconded by Robins, that the meeting be adjourned at 3:50 p.m. Roll Call. Motion carried by the following vote:

Aye: 7 - Palm, Robins, Mayor Woodford, Uitenbroek, Neuberger, Fenton and Carpenter

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 26, 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 23-114 of the Appleton Municipal Code, to consider a request by Oshkosh Investment LLC and Lofgren Properties 6 LLC, owner/applicant, to obtain a Special Use Permit for a standalone parking lot located at 131 North Appleton Street (Tax Id #31-2-0253-00). In the CBD Central Business District, a Special Use Permit is required for a standalone parking lot.

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 Colin Kafka, Principal Planner, in the Community Development Department at (920) 832-6476 or by email at colin.kafka@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: March 11, 2025
March 18, 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 26, 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 23-114 of the Appleton Municipal Code, to consider a request by Oshkosh Investment LLC and Lofgren Properties 6 LLC, owner/applicant, to obtain a Special Use Permit for a standalone parking lot located at 131 North Appleton Street (Tax Id #31-2-0253-00). In the CBD Central Business District, a Special Use Permit is required for a standalone parking lot.

- ALDERMANIC DISTRICT: 1 – Alderperson William Siebers

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.

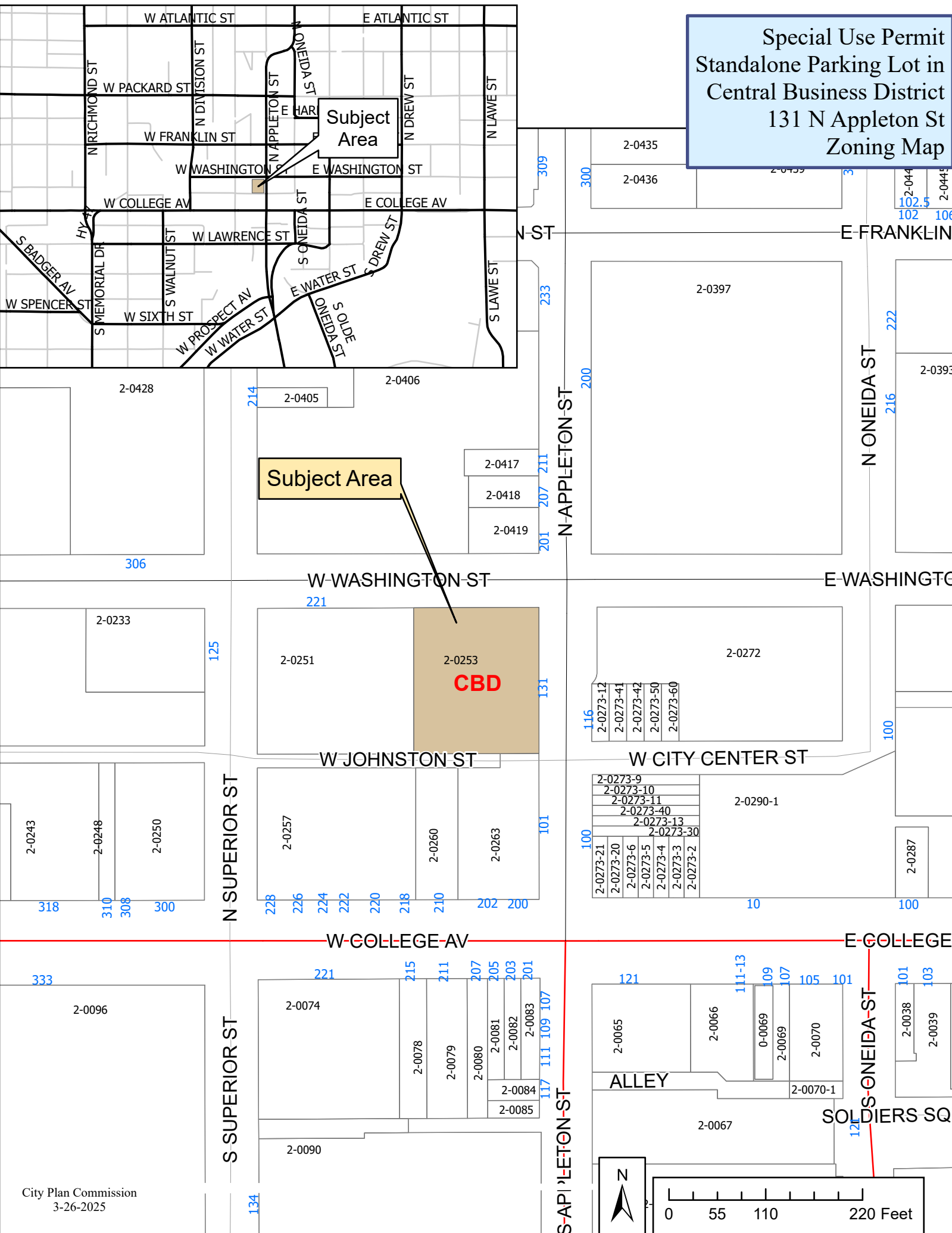
Any questions regarding this matter should be directed to Colin Kafka, Principal Planner, in the Community Development Department at 920-832-6476 or by email at colin.kafka@appletonwi.gov.

CITY PLAN COMMISSION

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

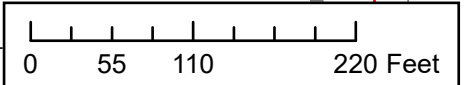
Reasonable accommodations for persons with disabilities will be made upon request and if feasible.

Special Use Permit
Standalone Parking Lot in
Central Business District
131 N Appleton St
Zoning Map



Subject Area

CBD



Special Use Permit
2-0 Standalone Parking Lot in Central Business District
131 N Appleton St
Aerial Map



W WASHINGTON ST

Subject Area

2-0253

131

N APPLETON ST

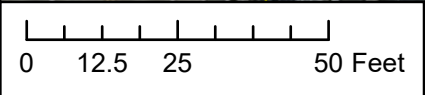
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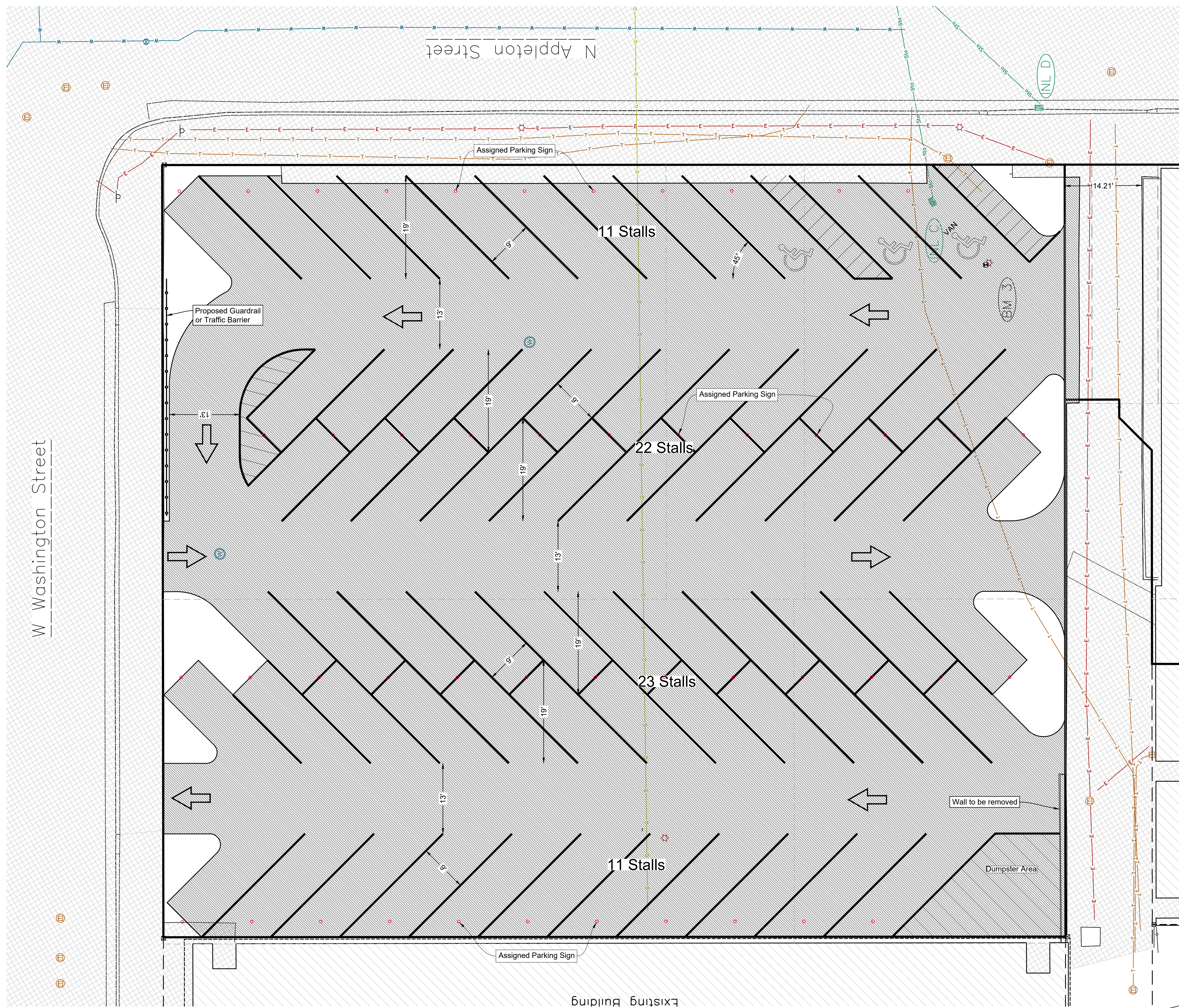
2-0273-12

2-0273-41

W JOHNSTON ST

W CITY CENTER ST





LEGEND

- Sanitary Sewer (Pipe Size)
- Storm Sewer (Pipe Size)
- Underground Electric
- Underground Gas Line
- Underground Telephone
- Water Main (Pipe Size)
- Fence - Steel
- Index Contour - Existing
- Intermediate Contour - Existing
- Sanitary MH / Tank / Base
- Storm Manhole Inlet
- Water MH / Well
- Utility Valve
- Utility Meter
- Light Pole / Signal
- Telephone Manhole
- +799.9 Ex Spot Elevation
- Sign
- Post / Guard Post
- Coniferous Tree
- Benchmark
- Asphalt Pavement
- Concrete Pavement
- Gravel

SITE INFORMATION:

| | | |
|----------------------------|-----------|--------------|
| Parcel #: | 312025300 | |
| Site Areas | | |
| Parcel Area: | 23,668 SF | (0.54 Acres) |
| Proposed Pavement Area: | 22,354 SF | (94.45%) |
| Total Proposed Impervious: | 22,354 SF | (94.45%) |
| Total Proposed Greenspace: | 1,314 SF | (5.55%) |

PARKING CALCULATIONS

| | |
|-------------------------|----|
| Parking Stalls Proposed | 67 |
|-------------------------|----|

PROPERTY OWNER:

Baehr, Inc.
 David Baehr
 202 W Main Street
 Sun Prairie, WI 53590
 Telephone: (608) 834-2613
 Email: david@baehrinco.com

W Washington Street

N Appleton Street

Existing Building



DAVEL ENGINEERING & ENVIRONMENTAL, INC.
 Civil Engineers and Land Surveyors
 1164 Province Terrace, Menasha, WI 54952
 Ph: 920-991-1866 Fax: 920-441-0804
 www.davelpro

SITE PLAN

131 N Appleton Street
 City of Appleton, Outagamie County, WI
 For: Baehr, Inc.

| | |
|----------------|--------------|
| Date: | 02/24/2025 |
| Filename: | 8682engr.dwg |
| Author: | MDB |
| Last Saved by: | mitch |
| Page: | C1.0 |



CITY OF APPLETON

MEMORANDUM

Date: March 26, 2025
To: Plan Commission
From: Colin Kafka, Principal Planner
Subject: Special Use Permit #2-25 for an off-street parking lot in the CBD Central Business District

GENERAL INFORMATION

Owner/Applicant: David Baehr / Oshkosh Investment LLC and Lofgren Properties 6 LLC

Address/Parcel Number: 131 North Appleton Street (Tax Id #31-2-0253-00)

Petitioner's Request: The applicant is requesting a Special Use Permit for an off-street parking lot in the CBD Central Business District.

Plan Commission Public Hearing Date: March 26, 2025

Common Council Meeting Date: April 2, 2025

BACKGROUND

1962 – Bank drive through facility constructed

1980 – Bank drive through facility reconstructed

2023 - The permitted principal use table, Section 23-114(b) was amended to eliminate drive through facilities as an allowed use in the CBD Central Business District.

November 2024 – Bank drive through facility demolished at the property owner's request (Demolition Permit B24-1043).

STAFF ANALYSIS

Existing Site Conditions: The site was formerly used for both off-street parking and a bank drive through facility for the Chase Bank adjacent to the south. The drive through facility was demolished in 2024, and some off-street parking remains. Access is provided by curb cuts on West Washington Street and North Appleton Street; access is also available to the parcel from West Johnston Alley.

Project Summary: The applicant proposes to continue and expand the use of an off-street parking lot on the subject site. The expansion of the off-street parking lot will provide upwards of 67 parking

spaces to serve the mix of commercial and residential uses of 200 West College Avenue, which is being redeveloped by the owner/applicant.

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 CBD Central Business District. Per Section 23-114(e) of the Municipal Code, a standalone parking lot requires a Special Use Permit in the CBD District. The definition of off-street parking lot, per the Zoning Ordinance, means a structure and use involving an open, hard surfaced area which contains off-street parking spaces, parking aisles and driveways for the maneuvering and parking of motor vehicles which is not located in a street or alley right-of-way. To permit a standalone parking lot, the Plan Commission makes a recommendation to the Common Council who will make the final decision on the Special Use Permit. A two-thirds (2/3) vote of the Common Council is required for approval.

Based on the attached development plan, the expanded portion of the proposed parking lot addresses many of the applicable Zoning Ordinance provisions. However, Site Plan review and approval is required, pursuant to Section 23-570 of the Municipal Code, prior to the issuance of a paving permit by the Inspections Division. Detailed technical requirements (e.g. landscaping, maneuvering) will be reviewed further with a complete Site Plan submittal, which may result in subtle changes.

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 in nature.

North: CBD Central Business District. The adjacent land use to the north is currently a vacant lot and off-street parking lot.

South: CBD Central Business District. The adjacent land use to the south is currently mixed (commercial and residential).

East: CBD Central Business District. The adjacent land use to the east is currently mixed (offices and commercial).

West: CBD Central Business District. The adjacent land use to the west is currently for telecommunications.

Appleton Comprehensive Plan 2010-2030: Community Development staff has reviewed this proposal and determined it is compatible with the Central Business District 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 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 9.4 Economic Development:

Ensure the continued vitality of downtown and the City's neighborhood commercial districts.

OBJECTIVE 10.2 Land Use:

Encourage redevelopment to meet the demand for a significant share of future growth, and to enhance the quality of existing neighborhoods.

Development Review Team (DRT) Report: This item appeared on the March 4, 2025, DRT agenda. Staff discussed site plan requirements as well as the off-premises sign (Chase Bank). As the bank drive through facility was demolished and bank activities no longer occur on the subject parcel, the 'Chase Bank' sign is prohibited as an off-premises sign pursuant to Section 23-505(d) of the Municipal Code. Staff recommended that the removal of the sign be a condition of approval for the site plan.

Future Actions:

- The owner has agreed to dedicate a portion of the adjacent parcel (#31-2-0263-00) for public right-of-way to allow for the complete connection of West Johnston Street to North Appleton Street. Currently, a small portion of the parcel functions as an alley but is, in fact, privately owned. The City and owner agree it would be in the public's best interest that this portion of the alley be dedicated to the public for continuity and traffic reasons. Action on the public dedication will appear before Plan Commission and Common Council once the appropriate survey documents have been prepared.

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:* CBD zoning allows for standalone off-street parking 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 through the Site Plan Review process per Section 23-570; *3. special regulations:* there are no special regulations established in Section 23-66 for an off-street parking lot; *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 as the development plan proposes to minimize curb access along W. Washington Street in order to reduce proximity to the intersection of N. Appleton Street and W. Washington Street. In addition, West Johnston Alley provides one-way through access to the parcel; *6. landscaping and screening:* formal verification of regulations being satisfied will occur through the Site Plan Review process per of Section 23-570 prior to the issuance of a paving permit by the Inspections Division.; *7. neighborhood compatibility with predominant land uses in this area:* the proposed use is located near other similar 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 #2-25 for an off-street parking lot located at 131 North Appleton Street (Tax Id #31-2-0253-00), 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. Pursuant to Section 23-570 of the Municipal Code, a site plan for the parking lot expansion shall be submitted for review and approval to ensure compliance with all applicable codes, ordinances, and regulations, including but not limited to Fire and Building Codes, prior to the issuance of a paving permit by the Inspections Division.

Substantial Evidence: This condition provides notice to the applicant that the project shall comply with all the applicable provisions of the Appleton Municipal Code. Staff will verify all applicable provisions will be met prior to Site Plan Approval per Section 23-570.

2. Pursuant to Section 23-505(d) of the Municipal Code, off-premises signs are prohibited. As the bank drive through facility was demolished and bank activities no longer occur on the subject parcel, the 'Chase Bank' sign is prohibited as an off-premises sign and shall be removed to comply with code.

Substantial Evidence: This condition provides notice to the applicant that the off-premises sign must be removed to comply with the provisions of Section 23-505(d).

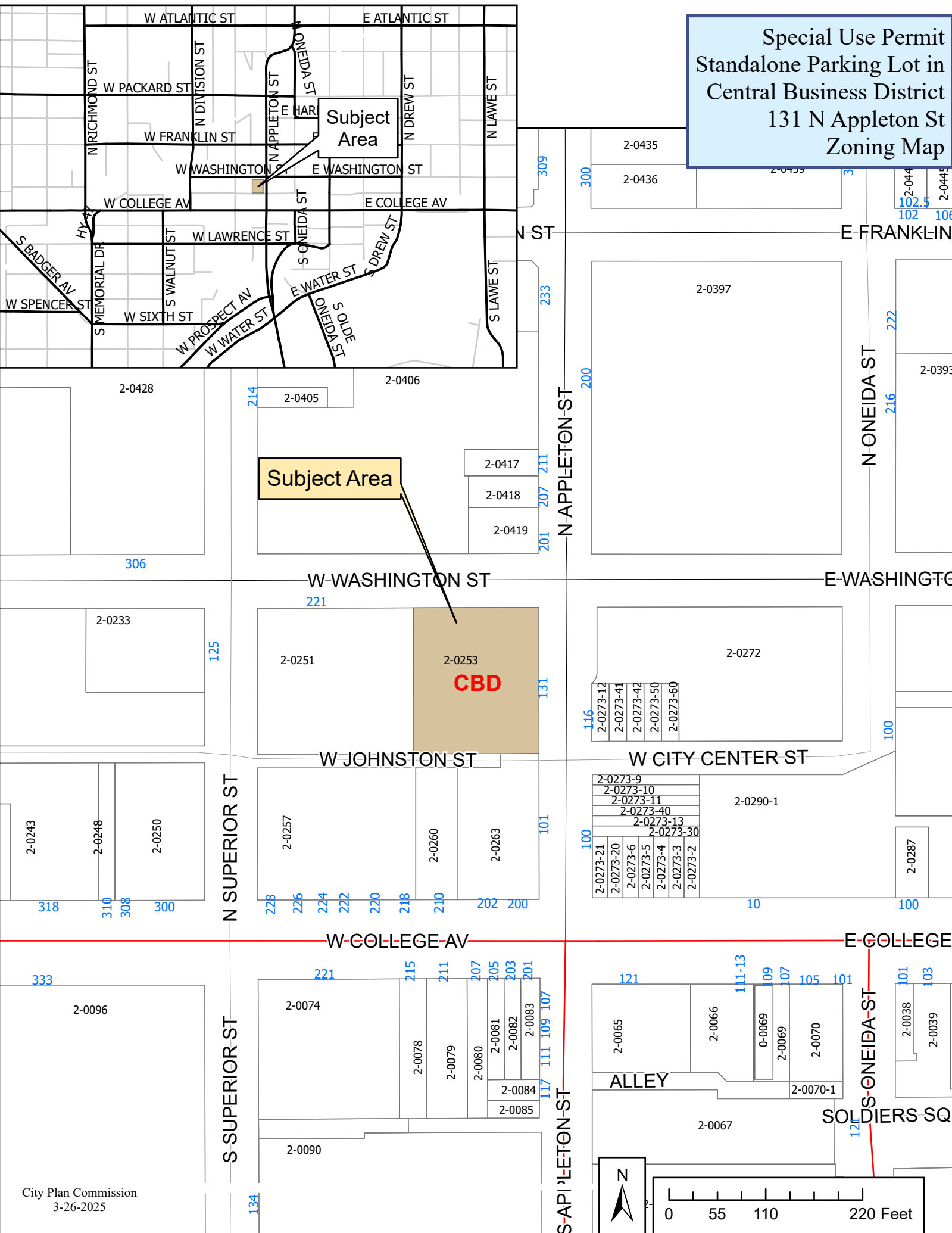
3. The Special Use Permit shall be deemed null and void if a building permit has not been obtained or the use has not been established within twelve (12) months after Common Council approval, pursuant to Section 23-66(f)(1)(b) of the Municipal Code.

Substantial Evidence: Standardized condition that establishes an expiration of twelve (12) months for the current application if a building permit has not been obtained or the use has not been established.

4. Any deviations from the approved development plan or plan of operation may require a major or minor amendment request to this Special Use Permit, pursuant to Section 23-66(g) of the Municipal Code. Exact configuration of striping for parking spaces may vary and will be reviewed as part of the Site Plan review process.

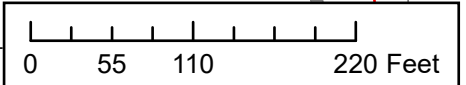
Substantial Evidence: Standardized condition that establishes parameters for the current application and identifies the process for review of any future changes to this proposed use.

Special Use Permit
Standalone Parking Lot in
Central Business District
131 N Appleton St
Zoning Map



Subject Area

CBD



Special Use Permit
2-0 Standalone Parking Lot in Central Business District
131 N Appleton St
Aerial Map



W WASHINGTON ST

Subject Area

2-0253

W JOHNSTON ST

N APPLETON ST

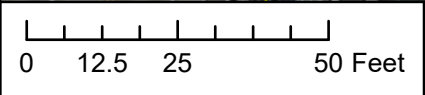
131

116

2-0273-12

2-0273-41

W CITY CENTER ST



**CITY OF APPLETON
RESOLUTION FOR SPECIAL USE PERMIT #2-25
STANDALONE OFF-STREET PARKING LOT
131 NORTH APPLETON STREET**

WHEREAS, David Baehr, has applied for a Special Use Permit to establish a standalone off-street parking lot located at 131 North Appleton Street, also identified as Parcel Number #31-2-0253-00; and

WHEREAS, the proposed use is located in the CBD Central Business 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 26, 2025 on Special Use Permit #2-25, 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 #2-25 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 April 2, 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 #2-25 to establish a standalone off-street parking lot located at 131 North Appleton Street, also identified as Parcel Number #31-2-0253-00 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 #2-25 to establish a standalone off-street parking lot located at 131 North Appleton Street, also identified as Parcel Number #31-2-0253-00, 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 #2-25:

- A. Pursuant to Section 23-570 of the Municipal Code, a site plan for the parking lot expansion shall be submitted for review and approval to ensure compliance with all applicable codes, ordinances, and regulations, including but not limited to Fire and Building Codes, prior to the issuance of a paving permit by the Inspections Division.
- B. Pursuant to Section 23-505(d) of the Municipal Code, off-premises signs are prohibited. As the bank drive through facility was demolished and bank activities no longer occur on the subject parcel, the 'Chase Bank' sign is prohibited as an off-premises sign and shall be removed to comply with code.
- C. The Special Use Permit shall be deemed null and void if a building permit has not been obtained or the use has not been established within twelve (12) months after Common Council approval, pursuant to Section 23-66(f)(1)(b) of the Municipal Code.
- D. Any deviations from the approved development plan or plan of operation may require a major or minor amendment request to this Special Use Permit, pursuant to Section 23-66(g) of the Municipal Code. Exact configuration of striping for parking spaces may vary and will be reviewed as part of the Site Plan review process.

Adopted this _____ day of _____, 2025.

Jacob A. Woodford, Mayor

ATTEST:

Kami Lynch, City Clerk

PLAN OF OPERATION AND LOCATIONAL INFORMATION

Business Information:

Name of business: _____

Years in operation: _____

Type of proposed establishment (detailed explanation of business):

Proposed Hours of Operation:

| Day | From | To |
|----------------------|------|----|
| Monday thru Thursday | | |
| Friday | | |
| Saturday | | |
| Sunday | | |

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):

0 SF

Gross floor area of the proposed building(s):

0 SF

Identify location, number, capacity and flammable liquid materials stored in storage tanks or containers:

There will be no flammable liquids stored on-site.

Odor:

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

N/A

Noise:

Describe the noise levels anticipated from the proposed use and all mechanical equipment:

Anticipated noise is from passenger vehicles entering and exiting the parking lot. No proposed mechanical equipment.

How will the noise be controlled?

Outdoor Lighting:

Type: Pole

Location: Throughout the parking lot.

Off-Street Parking:

Number of spaces existing on-site: 26

Number of spaces proposed on-site: 67

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?

Street access is adequate.

Outdoor Uses:

Size: _____ square feet

Type and location of outdoor storage area(s) of business property, goods, or merchandise not intended for customer viewing or immediate sale:

N/A

Type and height of screening of plantings/fencing/gating for outdoor storage area(s):

N/A

Type, location, size of outdoor display area(s) of merchandise for sale or other business property:

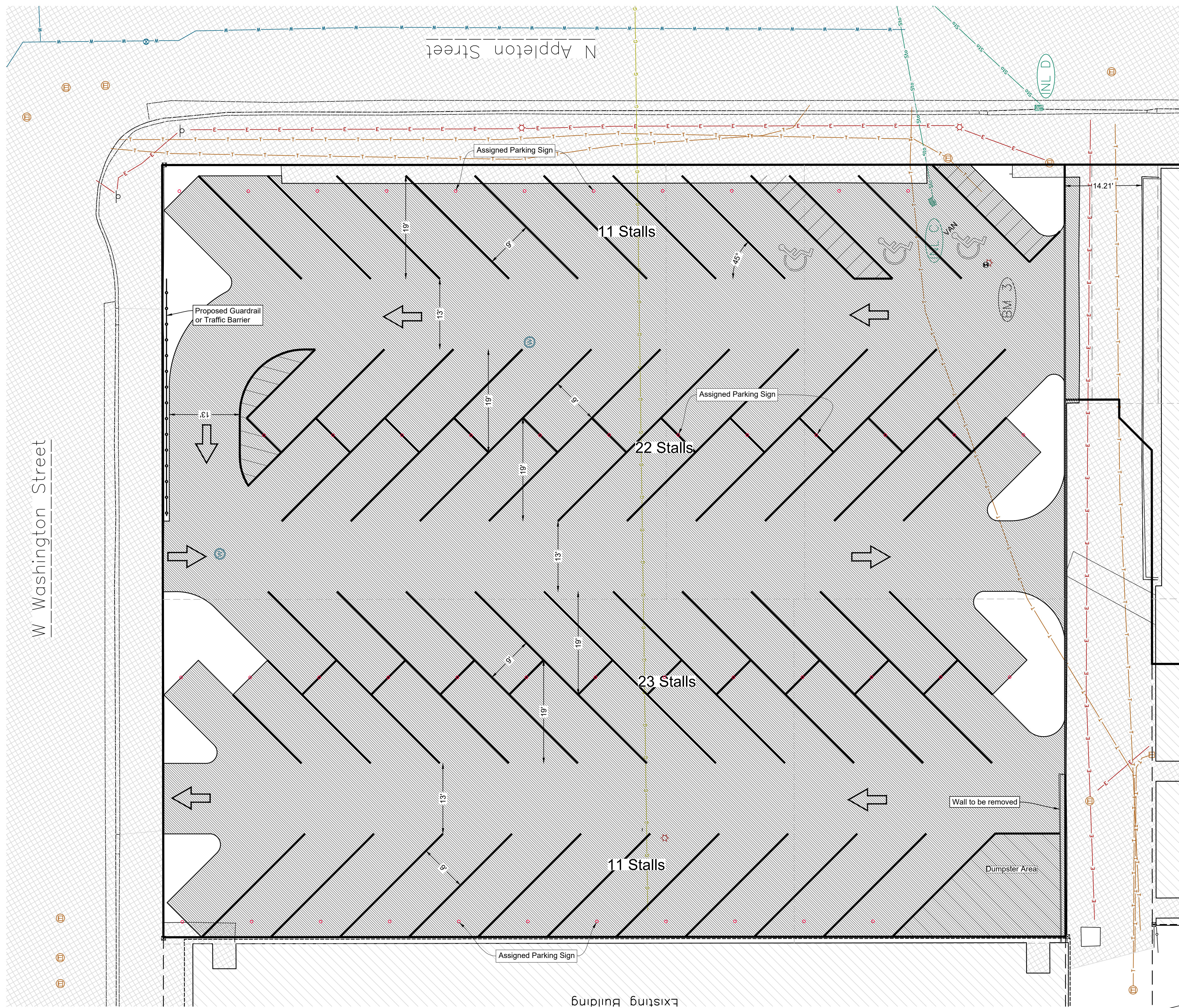
N/A

Number of Employees:

Number of existing employees: _____

Number of proposed employees: _____

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



LEGEND

| | | |
|---------------------------------|---------------------------|-------------------|
| Sanitary Sewer (Pipe Size) | Sanitary MH / Tank / Base | Sign |
| Storm Sewer (Pipe Size) | Storm Manhole Inlet | Post / Guard Post |
| Underground Electric | Water MH / Well | Coniferous Tree |
| Underground Gas Line | Utility Valve | Benchmark |
| Underground Telephone | Utility Meter | Asphalt Pavement |
| Water Main (Pipe Size) | Light Pole / Signal | Concrete Pavement |
| Fence - Steel | Telephone Manhole | Gravel |
| Index Contour - Existing | +799.9 Ex Spot Elevation | |
| Intermediate Contour - Existing | | |
| Proposed Building | | |
| Proposed Asphalt | | |
| Proposed Concrete | | |
| Proposed Gravel | | |

SITE INFORMATION:

| | |
|-----------------------------|------------------------|
| Parcel #: | 312025300 |
| Site Areas | |
| Parcel Area: | 23,668 SF (0.54 Acres) |
| Proposed Pavement Area: | 22,354 SF (94.45%) |
| Total Proposed Impervious: | 22,354 SF (94.45%) |
| Total Proposed Greenspace: | 1,314 SF (5.55%) |
| PARKING CALCULATIONS | |
| Parking Stalls Proposed | 67 |
| PROPERTY OWNER: | |
| Baehr, Inc. | |
| David Baehr | |
| 202 W Main Street | |
| Sun Prairie, WI 53590 | |
| Telephone: (608) 834-2613 | |
| Email: david@baehrin.com | |

2/24/2025 11:22 AM J:\Projects\8682engr\Civil_3D\8682engr.dwg Printed by: mitch

DAVEL ENGINEERING & ENVIRONMENTAL, INC.
Civil Engineers and Land Surveyors
1164 Province Terrace, Menasha, WI 54952
Ph: 920-991-1866 Fax: 920-441-0804
www.davelpro

SITE PLAN

131 N Appleton Street
City of Appleton, Outagamie County, WI
For: Baehr, Inc.

| | |
|-------------|------------------------|
| PRELIMINARY | Date: 02/24/2025 |
| | Filename: 8682engr.dwg |
| | Author: MDB |
| | Last Saved by: mitch |
| | Page: C1.0 |



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. PH: 920-832-6468
 Appleton, WI 54911 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: | |
| <ul style="list-style-type: none"> • 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 | <i>Jennifer Stuyvesant</i> |
| 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, Octoberfest, 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)

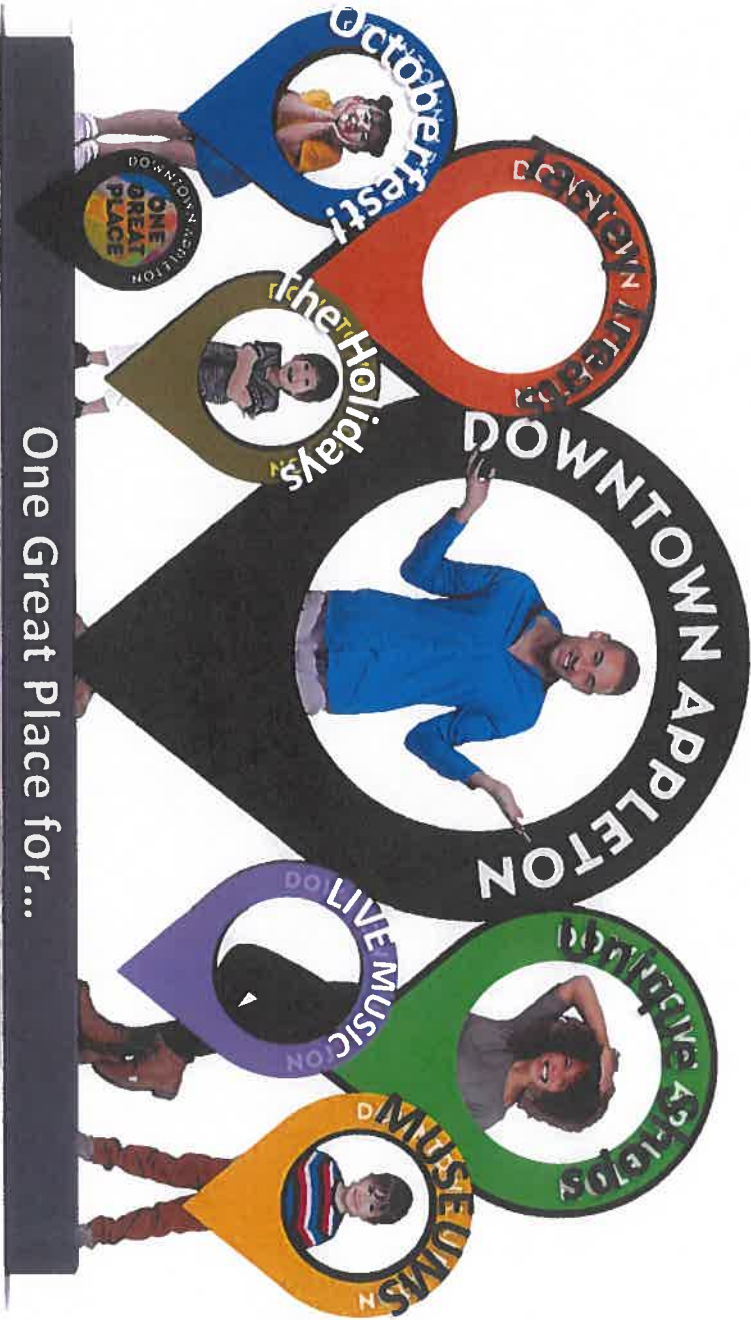
The sculpture will be maintained by CDA. We will contract with Rob Neilson to do any repairs associated with damage. Having the annual inspection and approval would also allow the City to request any additional modifications. We will include \$1000 in our annual budget for maintenance.

• 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.

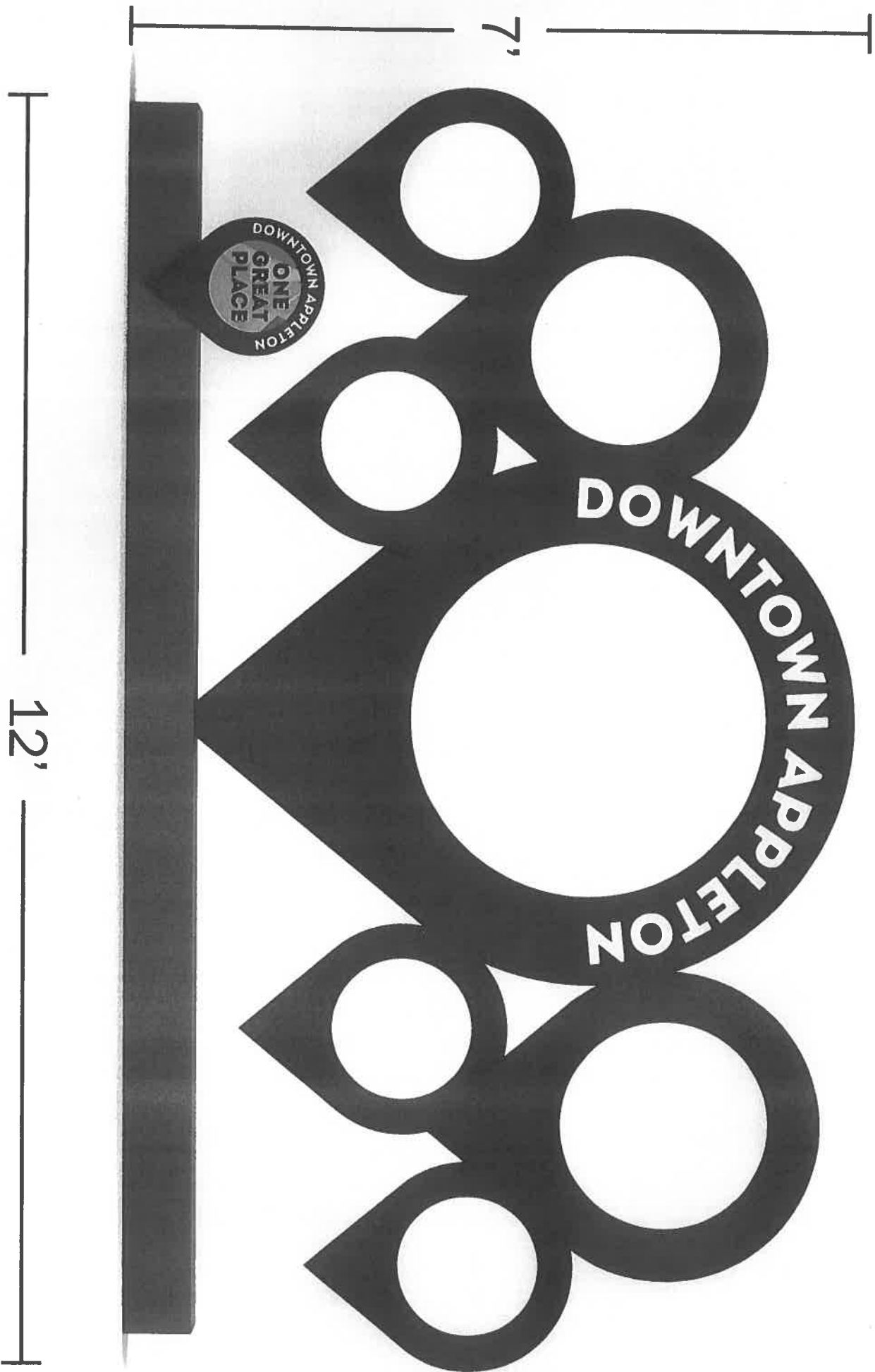
Other items?

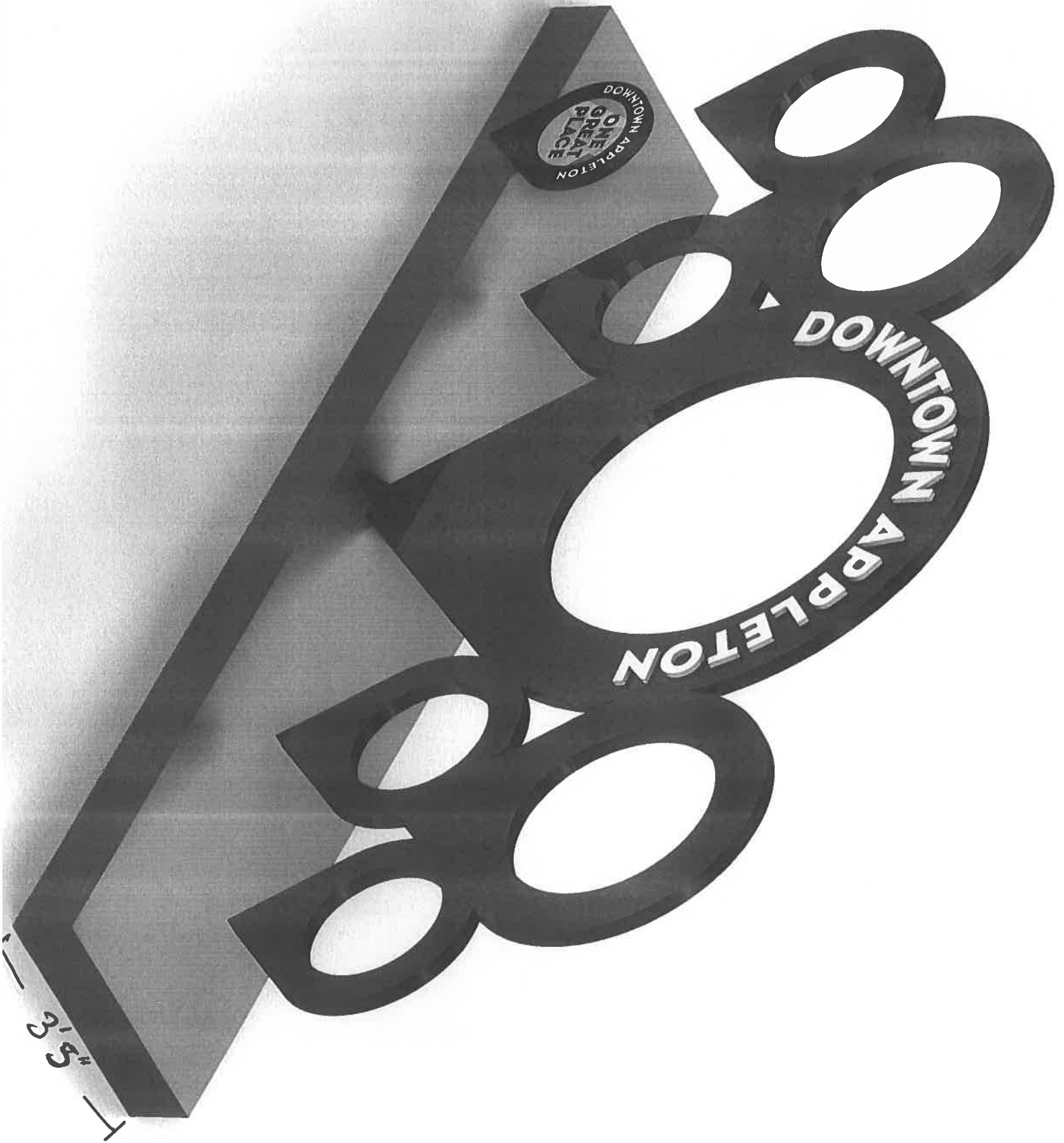




One Great Place for...

APPROXIMATE SCALE





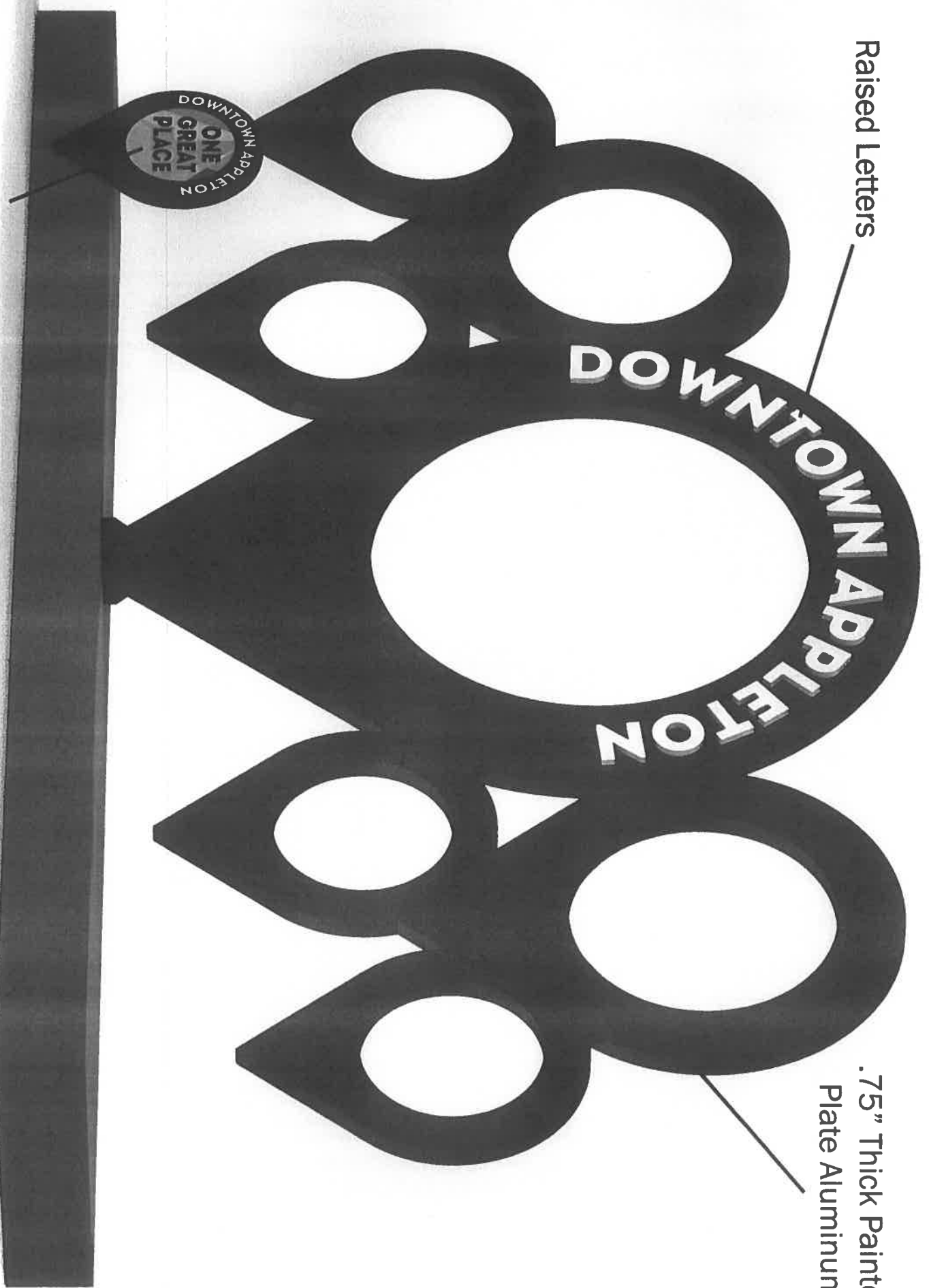
3 1/2"



POSSIBLE MATERIAL

Raised Letters

.75" Thick Painted Plate Aluminum



Industrial Decal Atop Plate Aluminum





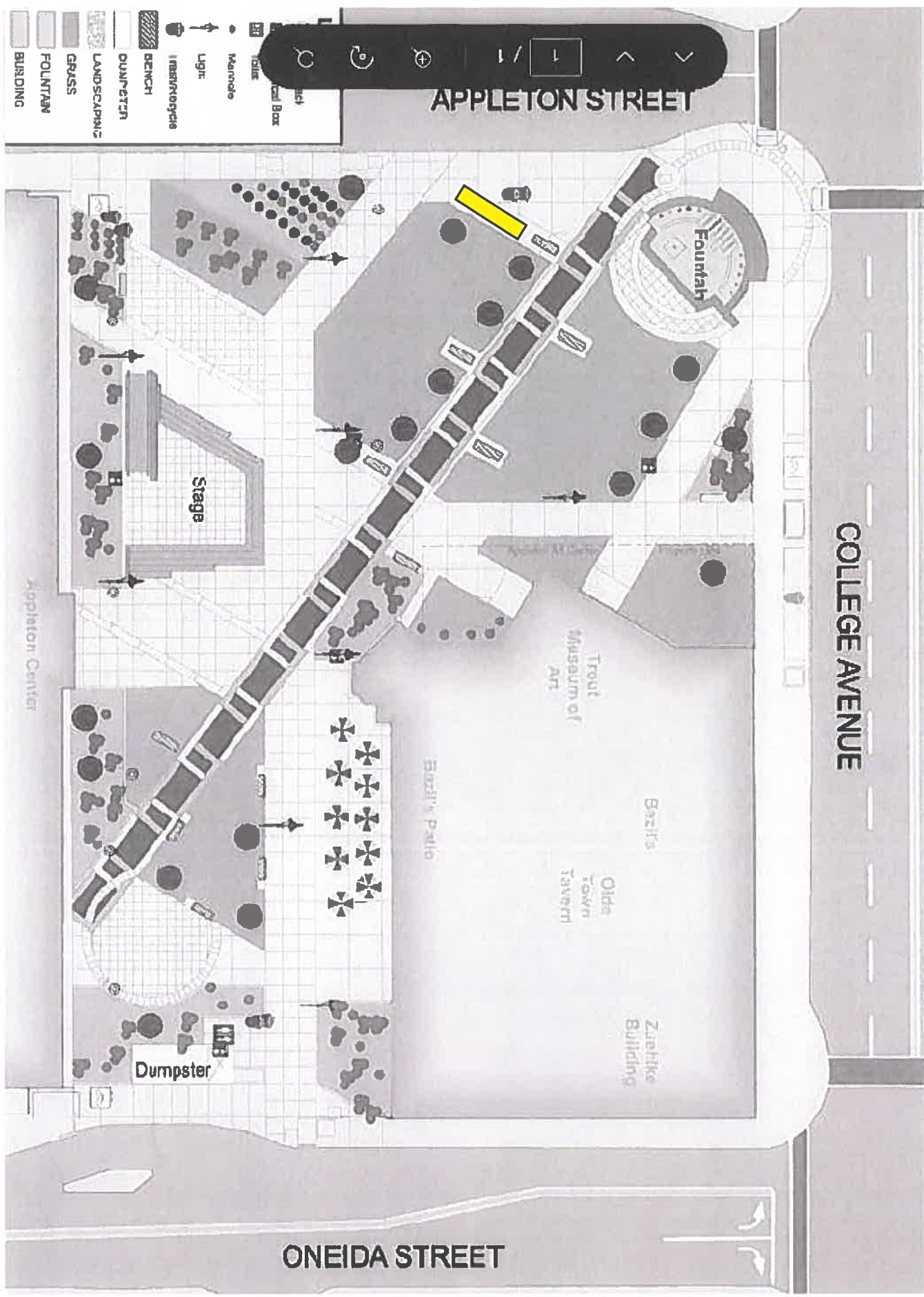
HOUDINI PLAZA



COLLEGE AVENUE

APPLETON STREET

ONEIDA STREET



Legend:

- MAILBOX
- TOILET
- MANHOLE
- Light
- Handtricycle
- BENCH
- QUINCE
- LANDSCAPE
- GRASS
- FOUNTAIN
- BUILDING

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



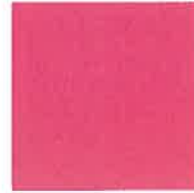
DEEP TEAL
CMYK: 50, 100, 0, 0
RGB: 146, 39, 143



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



GREAT FOOD

DOWNTOWN APPLETON

BEER

GREAT ART

FRIENDLY FOLKS

FAMILY FUN

MUSIC

**DOWNTOWN APPLETON
ONE
GREAT
PLACE**

I'M HERE FOR THE...



GREAT FOOD

DOWNTOWN APPLETON

BEER

MUSIC

FAMILY FUN

FRIENDLY FOLKS

GREAT ART

DOWNTOWN APPLETON
ONE GREAT PLACE

I'M HERE FOR THE...





EXPLODED VIEW SCULPTURE



PAINTED PLATE
ALUMINUM 1/4"

ONE PIECE PAINTED PLATE ALUMINUM 3/4"

GREAT FOOD

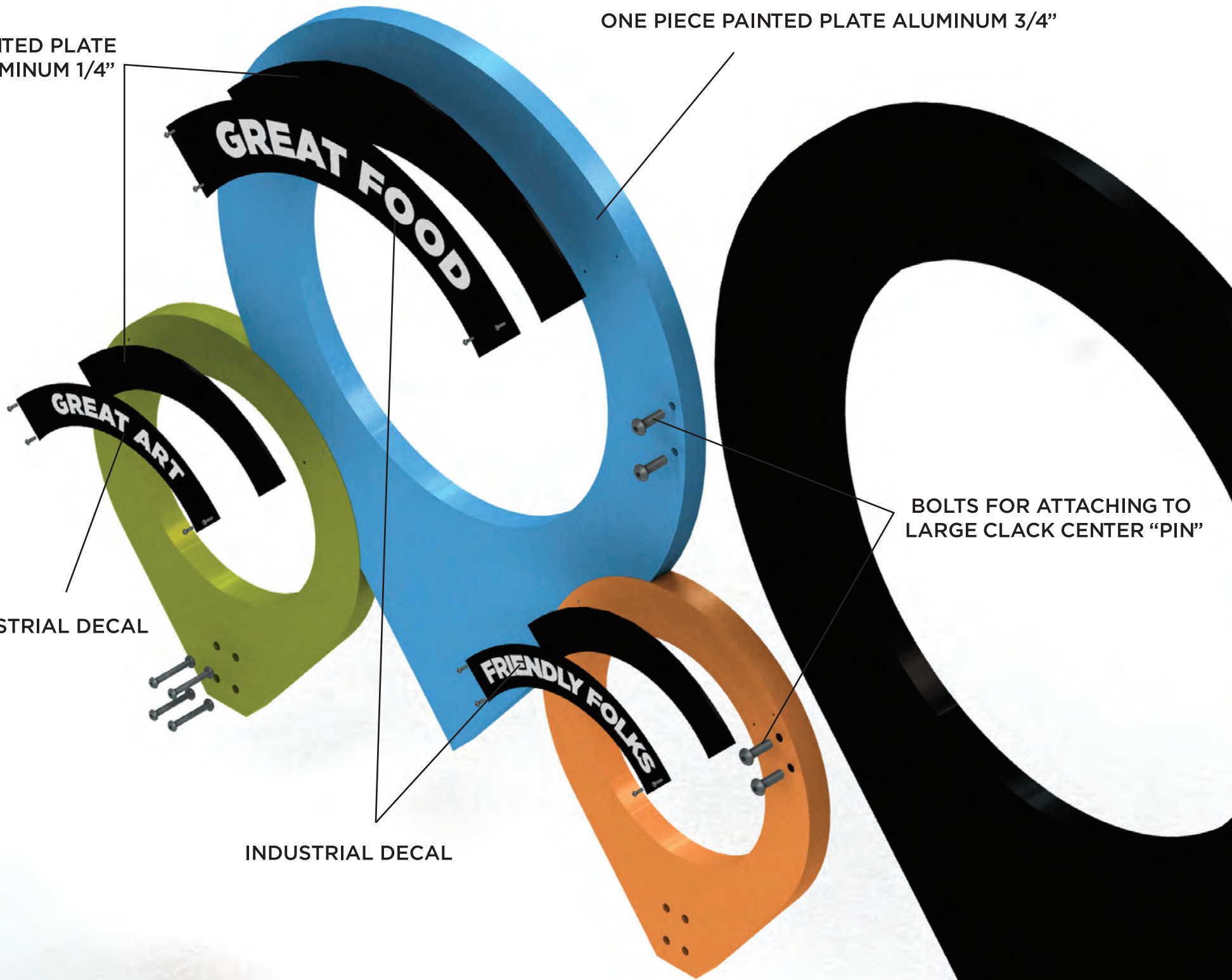
GREAT ART

FRIENDLY FOLKS

BOLTS FOR ATTACHING TO
LARGE CLACK CENTER "PIN"

INDUSTRIAL DECAL

INDUSTRIAL DECAL



INDUSTRIAL DECAL

PAINTED PLATE ALUMINUM 3/4"

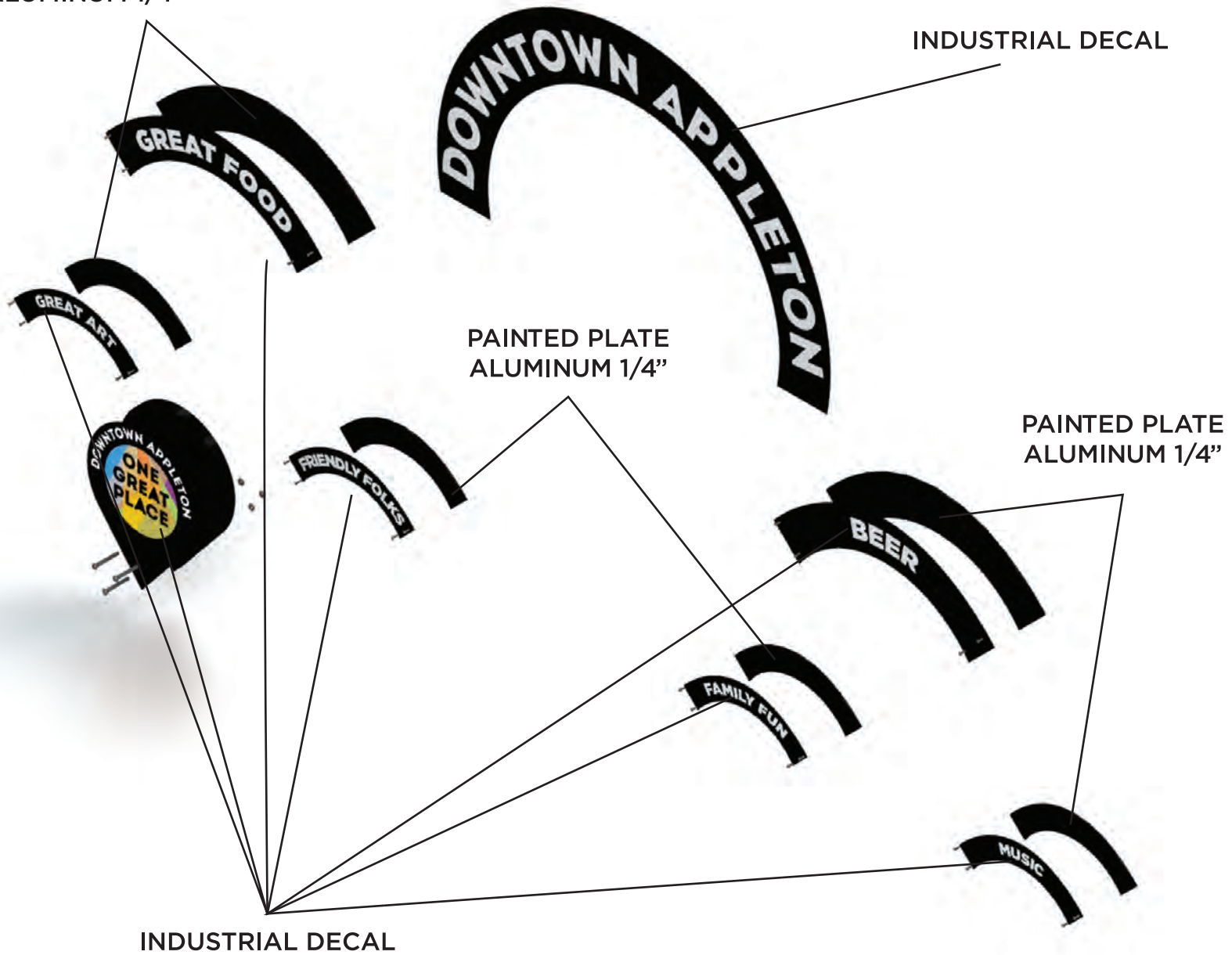


FABRICATED BRACKETS
ALUMINUM 1/4"

PAINTED PLATE ALUMINUM 1/4"

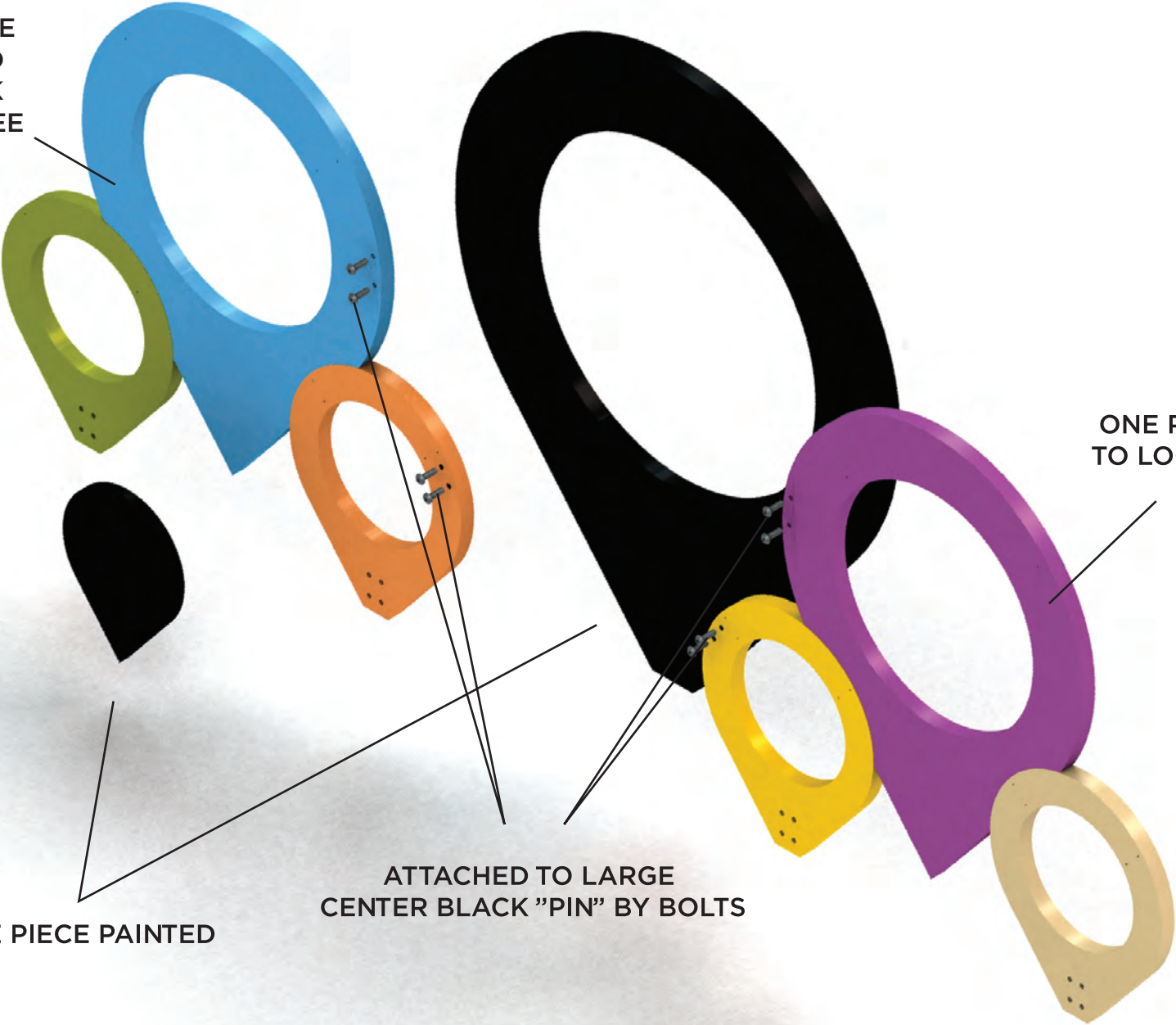
PAINTED PLATE
ALUMINUM 1/4"

INDUSTRIAL DECAL



PAINTED PLATE ALUMINUM 3/4"

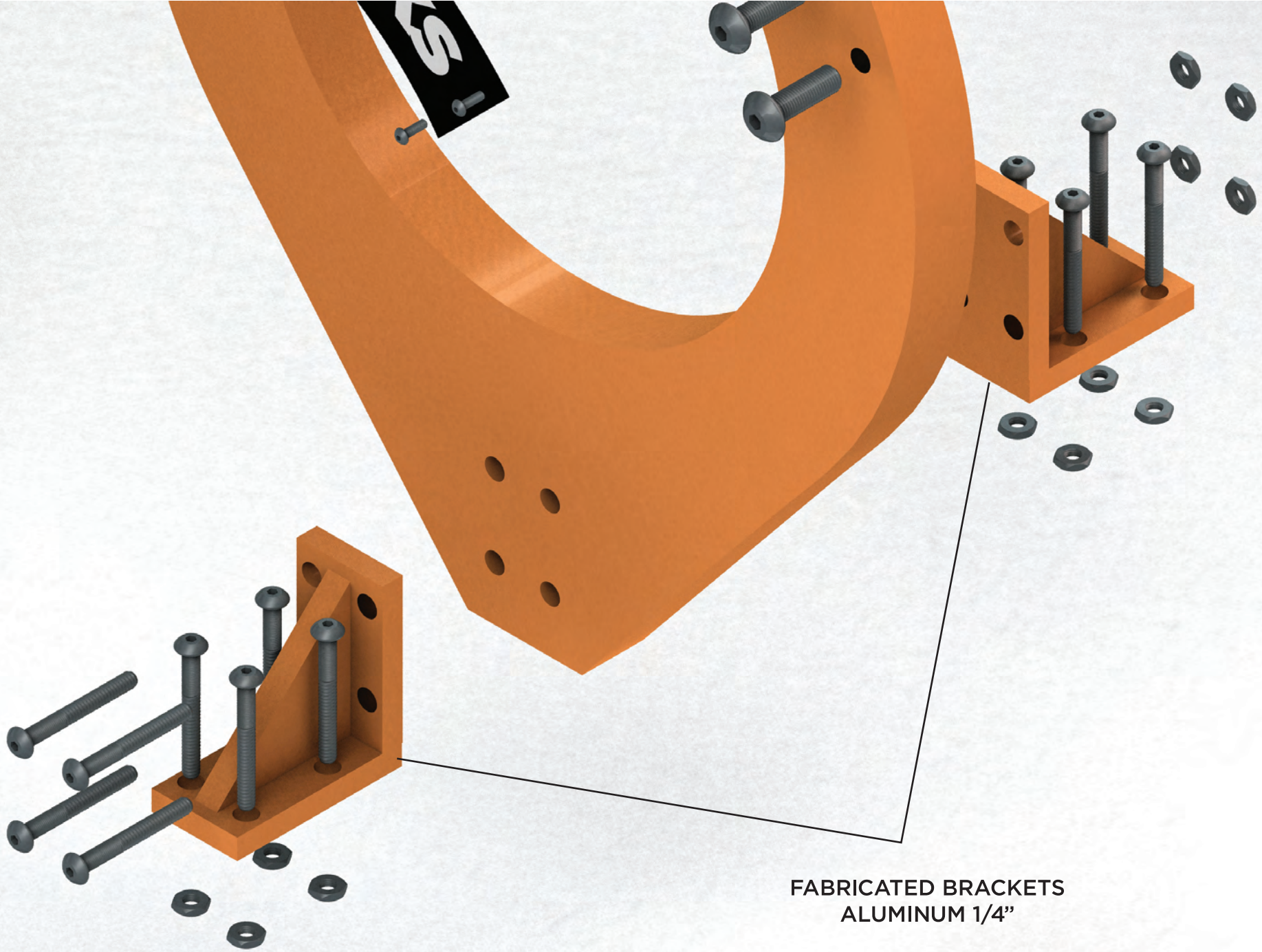
ONE PIECE
PAINTED
TO LOOK
LIKE THREE

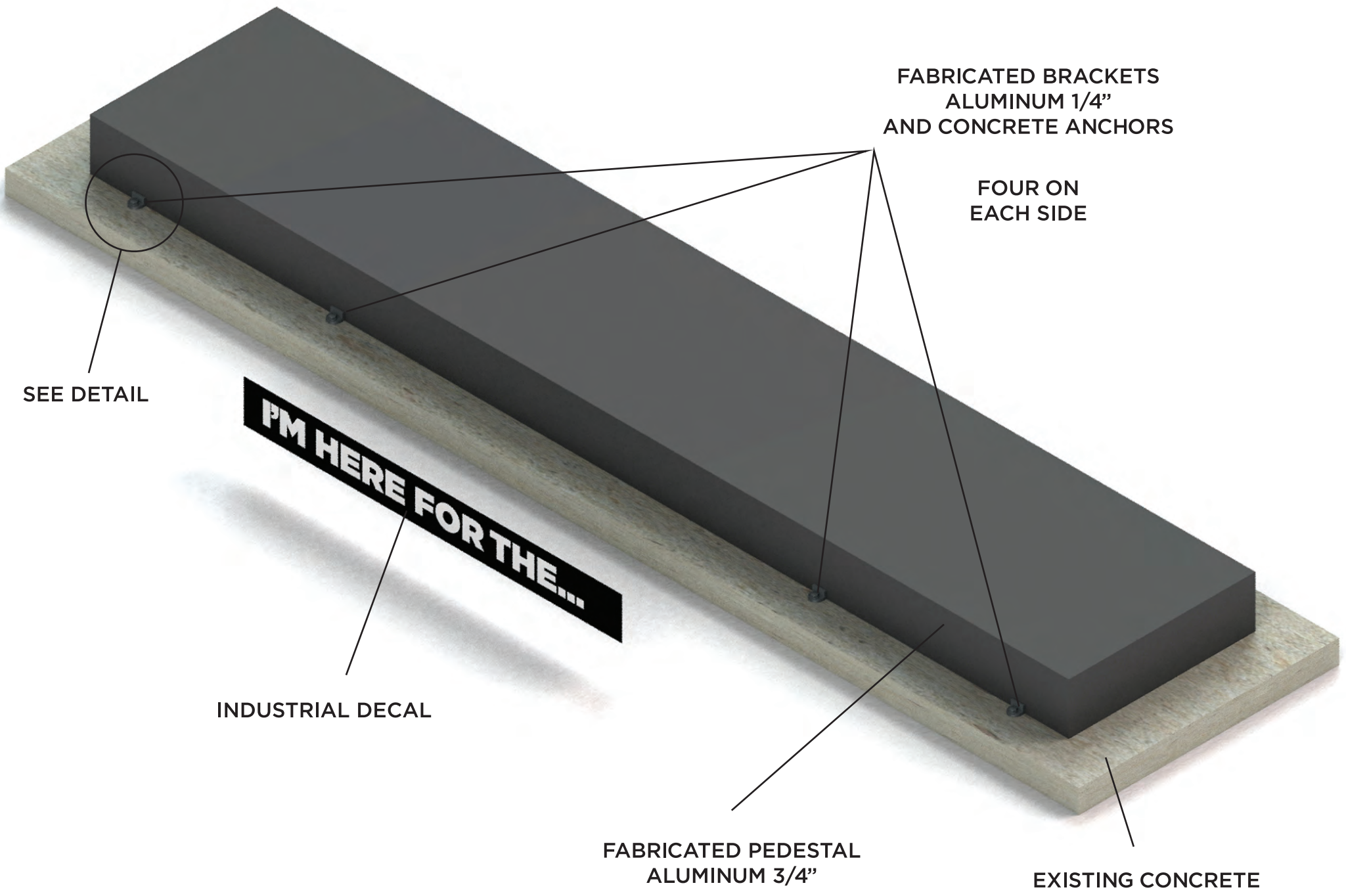


ONE PIECE PAINTED
TO LOOK LIKE THREE

ONE PIECE PAINTED

ATTACHED TO LARGE
CENTER BLACK "PIN" BY BOLTS





FABRICATED BRACKETS
ALUMINUM 1/4"
AND CONCRETE ANCHORS

FOUR ON
EACH SIDE

SEE DETAIL

I'M HERE FOR THE...

INDUSTRIAL DECAL

FABRICATED PEDESTAL
ALUMINUM 3/4"

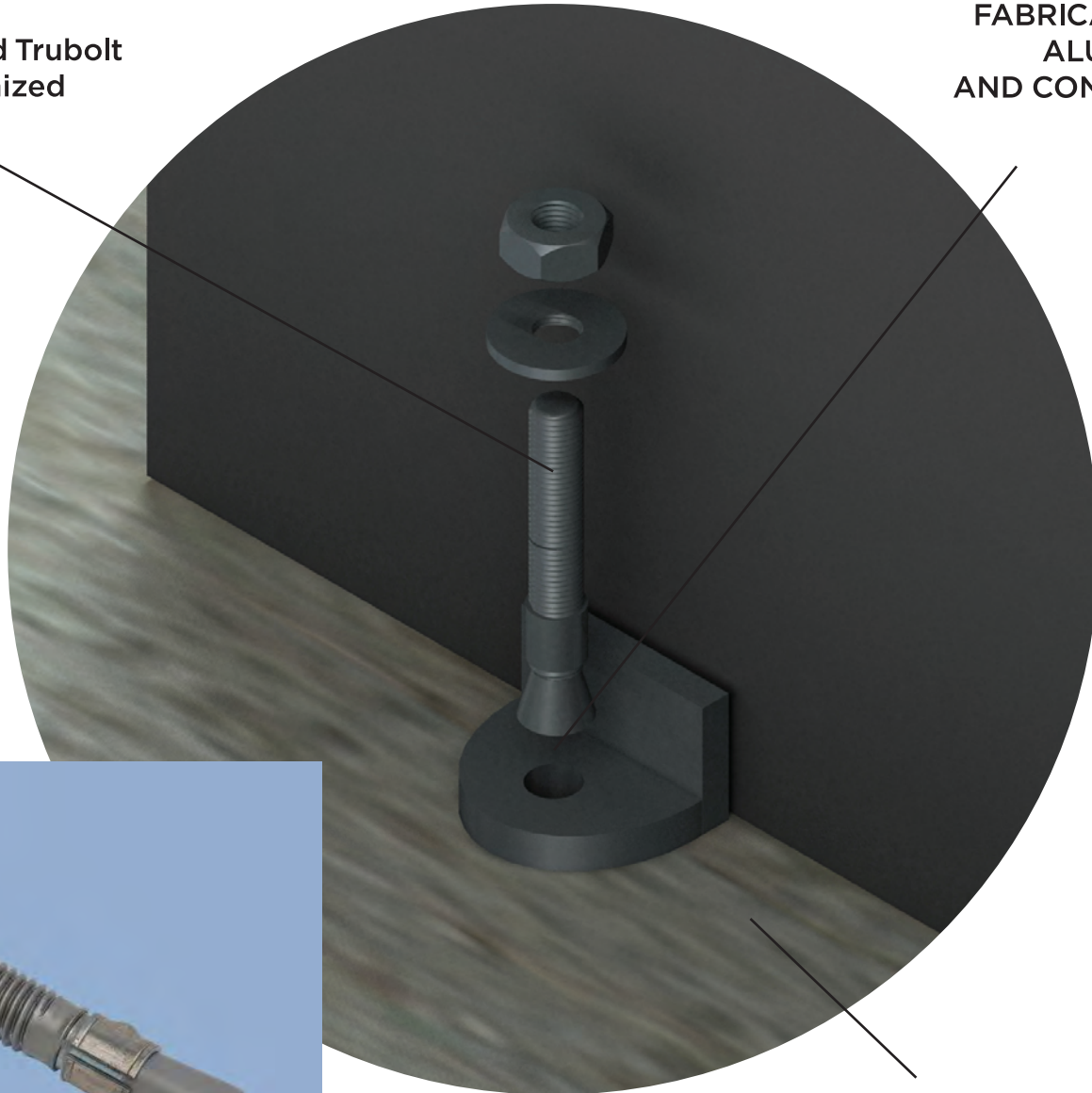
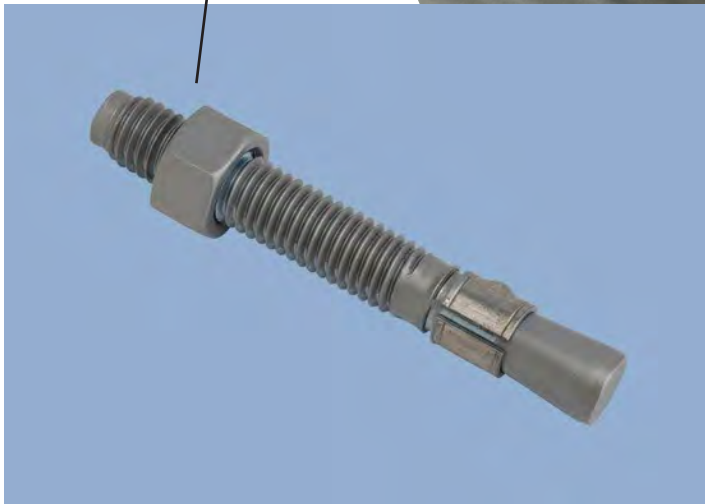
EXISTING CONCRETE

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

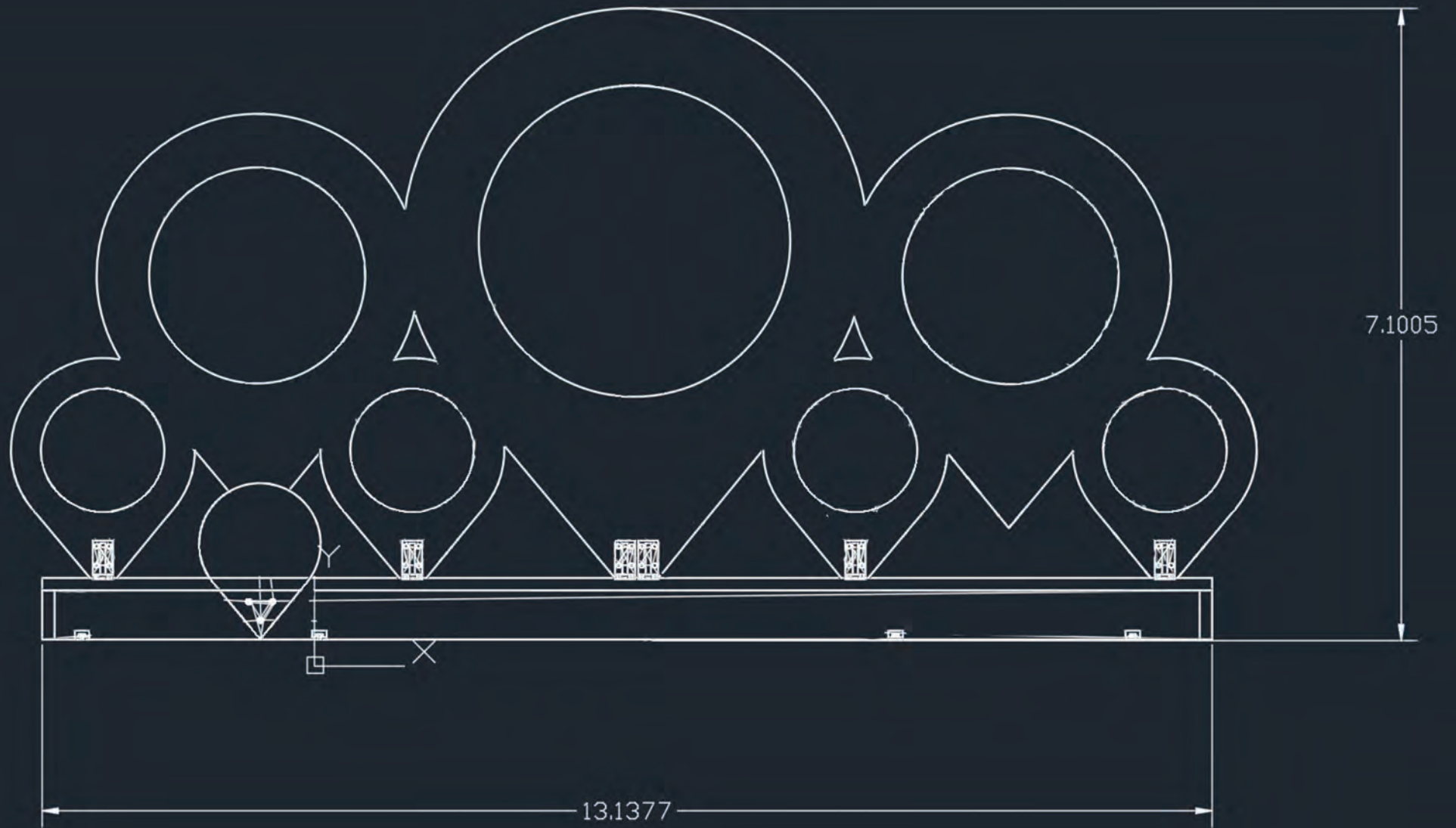
FABRICATED BRACKETS
ALUMINUM 1/4"
AND CONCRETE ANCHORS

WELDED
TO PEDESTAL

EXISTING CONCRETE



SCALE





CITY OF APPLETON

MEMORANDUM

Date: March 20, 2025
To: Public Arts Committee, Parks & Recreation Committee, and 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 has withdrawn the request to install an aluminum sculpture with photo opportunities in Houdini Plaza.

Appleton Public Arts Committee Meeting Date: April 2, 2025

Parks and Recreation Committee Meeting Date: April 2, 2025

Plan Commission Meeting Date: March 26, 2025

PROJECT DETAILS

This proposal went through the proper processes and was approved at all the committees listed above. The committees are then recommending bodies to the Common Council for final approval. The Common Council considered this item on March 19th, 2025 and the action was to refer the proposal back to the committees.

Since then, the applicant has withdrawn the application and proposal. Please see attached statement from the applicant.

There is no further discussion to be had, just following through with the action to refer back to the committees.

Lily W. Paul

From: Jennifer Stephany <jennifer@appletondowntown.org>
Sent: Thursday, March 20, 2025 11:10 AM
To: Lily W. Paul
Subject: Locator Pin photo op

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

Lily,
Please take the necessary action to withdraw our proposal for the locator pin photo op station. If at a later date we take this project back up, we will resubmit with a new proposal. Thank you for your guidance through the process.



Jennifer Stephany
She, Her, Hers
Executive Director, Appleton Downtown, Inc.

📞 [920-954-9112](tel:920-954-9112)
🌐 appletondowntown.org
✉️ jennifer@appletondowntown.org
📍 [333 W. College Avenue, Suite 100](#)



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