



CITY OF APPLETON

MEMORANDUM

Date: May 28, 2025
To: Plan Commission
From: Don Harp, Principal Planner
Subject: Preliminary Plat – Wilden Portfolio Park

GENERAL INFORMATION

Owner: Thrivent Financial for Lutherans, Eric Merriman, Director, Real Estate & Workplace Services, Thrivent and President, North Meadows Investment LTD

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

Engineering Firm Contact: Jason Daye, P.E., Principal – Civil, Excel Engineering

Parcel Number: 31-1-6451-00

Petitioner's Request: The owner/applicant is proposing to subdivide the property into 14 lots and 5 outlots.

Plan Commission Meeting Date: May 28, 2025

Common Council Meeting Date: The roadway designs for the Wilden Portfolio Park subdivision are scheduled for anticipated action by the Municipal Services Committee on June 9, 2025. To align with timing for the corresponding roadway design, the Preliminary Plat will be reported out at the same anticipated Common Council meeting on June 18, 2025.

BACKGROUND

September 4, 2024 – The Common Council approved Comprehensive Plan 2010-2030 Future Land Use Map Amendment #1-24, which amended the future land use map for the Thrivent campus from Agricultural and Private Open Space and Commercial land use designation to One and Two Family Residential and Mixed-Use future land use designation.

September 4, 2024 – The Common Council approved Planned Development Amendment to Planned Development District #4-00 for the subject area to facilitate the development of Thrivent's campus. The master plan identified a full range of new housing choices, with an employment center, recreation, dining and neighborhood shopping and services.

December 13, 2024 – The Implementation Plan Document for Planned Development District #4-00 was recorded in the Outagamie County Register of Deeds Office (Document #2328287).

STAFF ANALYSIS

Purpose: The purpose of a preliminary plat is to allow a preliminary review of a proposed subdivision layout before a final plat is submitted for review and approval by the City. The preliminary plat allows the City to provide early feedback to the owner/developer on the proposed layout of the subdivision and check for consistency with zoning regulations, Comprehensive Plan, Comprehensive Outdoor Recreation Plan, Trails Master Plan, Street Design Guide, policies, stormwater management and infrastructure requirements. The preliminary plat is not intended to be the final recordable map as changes may be needed based upon staff review comments.

Proposed Conditions: Wilden Portfolio Park consists of 263.041 acres and will be divided into 14 proposed lots for mixed use buildings, commercial, park and open space and residential dwellings and 5 proposed outlots for stormwater detention, trails and greenway preservation.

The lands proposed to be dedicated to the public include Evergreen Drive right-of-way between North Ballard Road and Meade Street, Milestone Drive right-of-way adjacent to the existing corporate office building to North Ballard Road, Roads C and D right-of-way between Milestone Drive and Evergreen Drive, and right-of-way along Ballard Road, Interstate Highway "41" and Meade Street.

Pursuant to the Outlot Notes section of the preliminary plat, Outlot 1, 3, 4 & 5 are intended for stormwater management purposes and Outlot 2 is intended for park purposes. All outlots will be owned by Wilden Portfolio Park Master Association.

Zoning Ordinance Review Criteria: The proposed lots satisfy the minimum lot width and area requirement for all other uses that are not single-family, zero lot line dwellings and two-family dwellings pursuant to the Implementation Plan Document for Planned Development #4-00.

- Minimum lot area all other uses: 14,000 fourteen thousand (14,000) square feet.
- Minimum lot width all other uses: Sixty (60) feet.
- Other development standards will be reviewed through the site plan and building permit review process.

Consistency with the Proposed Thrivent Concept Master Plan: The preliminary plat layout in relationship to proposed land use patterns, lot configurations and street patterns are consistent with the Thrivent Concept Master Plan which was approved with the Planned Development Amendment to Planned Development District #4-00.

Street Names and Prefixes: Roads C and D shall be named on the final plat and shall meet Section 16-36 of the Municipal Code and the Street Name Policy.

Surrounding Zoning and Land Uses: This proposed preliminary plat appears to be compatible with the existing adjacent commercial properties and residential neighborhoods pursuant to the findings of fact listed in the staff report for Comprehensive Plan Future Land Use Map Amendment #1-24 and Planned Development District #4-00 Amendment (PD/C-2 #4-00).

2010-2030 Comprehensive Plan: Community Development staff has reviewed this proposed subdivision and determined it is consistent with the Mixed-Use use shown on the City's 2010-2030 Comprehensive Plan Future Land Use Map.

Overall Community Goals

Goal 1 – Community Growth (Chapter 10)

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 3 – Housing Quality, Variety, and Affordability (Chapter 5)

Appleton will provide a variety of rental and ownership housing choices in a range of prices affordable to community residents and ensure that existing housing is adequately maintained in terms of physical quality and market viability.

Goal 8 – Economic Development

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

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

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

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

6.3 OBJECTIVE: Create an environment that is safe and conducive to walking and bicycling throughout the entire City.

6.3.2 Maintain existing sidewalks and implement plans to install new sidewalks in targeted areas where they do not exist. Continue the City's policies to require sidewalks in new neighborhoods.

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

7.1.1 Prioritize development and redevelopment that minimizes the need for additional public and private infrastructure such as water storage facilities and sewage lift stations.

10.1 OBJECTIVE: Provide an adequate supply of suitable land meeting the demand for development of various land uses.

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

10.4 OBJECTIVE: Plan for compact, efficient, and fiscally responsible growth of residential, commercial, and industrial development in new neighborhoods in order to implement the principles of smart growth.

10.4.1 Continue to guide residential growth to locations either contiguous to or within presently urbanized areas. As peripheral development occurs, it should be at a compact, urban density to ensure new neighborhoods can be efficiently served by public infrastructure.

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

18.1.1 Continue park land and trail dedication, or fee-in-lieu-of land dedication requirements for all new residential development.

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

Dedication of Public Parks and/or Trails or Payment Fee in Lieu Thereof: The City of Appleton Official Map, Appleton Trail Master Plan, Comprehensive Outdoor Recreation Plan and the City of Appleton 2010-2030 Comprehensive Plan Future Land Use Map do not recommend the need for public parkland and/or trail dedication within the boundary of this preliminary plat. The preliminary plat does not identify any outlot(s) or easement(s) dedicated to the public for parkland and/or trail purposes. The Appleton Subdivision Regulations require parkland dedication or fee in lieu thereof for dwelling units proposed in a Planned Development Overlay District (PD). As a result, the City will collect a park fee in the amount of \$900.00 per dwelling unit proposed within Planned Development District #4-00 from the landowner upon the issuance of a building permit pursuant to Section 17-29(f) of the Municipal Code.

Development Review Team (DRT) Report: This item appeared on the following internal staff meeting agendas:

March 4, 2025 – DRT Agenda

May 6, 2025 – DRT Agenda

Comments pertaining to stormwater management, drainage, erosion control, utilities, street design, parkland dedication, plat layout and other technical requirements have been received from participating departments and captured in the stipulations found below. Staff comments have been submitted to the applicant by a separate email by staff.

FUTURE ACTIONS

An approved Preliminary Plat shall be deemed an expression of approval or conditional approval of the plat layout and used as a guide in the preparation of the Final Plat which will be subject to further consideration by the Plan Commission and Common Council.

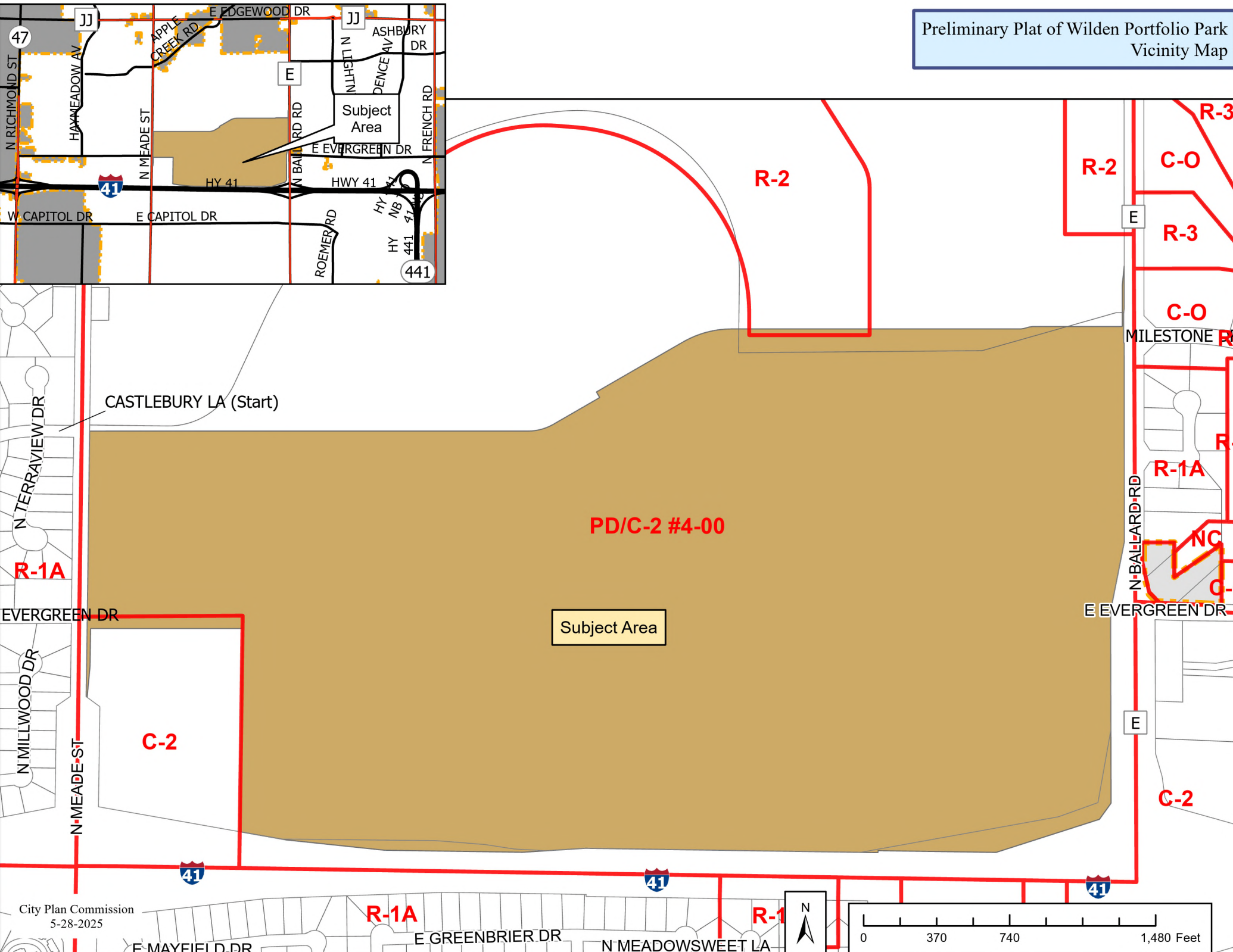
The Final Plat materials shall be submitted within 36 months of last required approving authority of the Preliminary Plat, pursuant to Section 17-6(d) of the Municipal Code.

RECOMMENDATION

The Preliminary Plat for Wilden Portfolio Park, **BE APPROVED** subject to the following conditions and as shown on the attached maps:

1. The Municipal Services Committee and the Common Council reviewing and approving the roadway designs for Wilden Portfolio Park pursuant to the Complete Streets Design Guide. If approved, the Preliminary Plat for Wilden Portfolio Park and the corresponding roadway designs will be reported out at the same Common Council meeting.
2. The Preliminary Plat comments and conditions including but not limited to preliminary plat data, engineering feasibility plan – sanitary sewer, water, storm sewer, traffic, streets and intersections, stormwater & environmental – City Stormwater Permit/Stormwater Management Plan, hydrologic and hydraulic modeling, floodplain, Thrivent Dam, provided by the Department of Public Works, Engineering Division, Parks and Recreation Department, Community Development Department and the Appleton Fire Department dated May 22, 2025 shall be addressed by owner/applicant to the satisfaction of the respective City staff prior to City staff accepting and filing the final plat with the City Clerk's Office.
3. The Erosion & Sediment Control Plan shall be approved for each phase of the development by the Erosion Control Inspector prior to construction.
4. A Development Agreement is required between the City and owner/developer that identifies the duties and responsibilities with respect to the development of the subject land. The applicant and owner, Community Development Director, Public Works Director, City Engineer, City Attorney, and other applicable staff shall discuss the preparation and process of this agreement. City signatures will not be affixed to the Final Plat until the Development Agreement is executed by the owner/developer. All improvements for the Wilden Portfolio Park Plat shall be completed under the terms and conditions of said development agreement.
5. City signatures shall not be affixed to the Final Plat until objecting authorities including but not limited to the Department of Administration and Outagamie County review and notify the City that they do not object to the Final Plat.
6. All approvals and permits for development must be obtained from all appropriate regulatory agencies prior to construction.
7. The owner/applicant shall submit to the City the Final Plat within 36 months after the last required approval of the Preliminary Plat. If the Final Plat is not submitted within said 36 months, the City (and any other approving authority) may refuse to approve the Final Plat and shall recommence the procedure for Preliminary Plat approval or may extend the time for submission of the Final Plat.

NOTE: If approved, the Preliminary Plat for Wilden Portfolio Park and the corresponding roadway designs will be reported out at the same anticipated Common Council meeting on June 18, 2025.



PRELIMINARY PLAT OF WILDEN PORTFOLIO PARK

PART OF LOT 1 OF CSM NO. 8789, PART OF LOT 1, PART OF LOT 2, PART OF LOT 4 AND ALL OF LOT 3 OF CSM NO. 8790, LOCATED IN A PART OF THE SE 1/4 & SW 1/4 OF THE SW 1/4, PART OF THE NE 1/4, SE 1/4, SW 1/4 & NW 1/4 OF THE SE 1/4 OF SECTION 12, PART OF THE NE 1/4 & NW 1/4 OF THE NW 1/4 & PART OF THE NE 1/4 & NW 1/4 OF THE NE 1/4 OF SECTION 13, ALL BEING LOCATED IN TOWNSHIP 21 NORTH, RANGE 17 EAST, CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN.



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100 Camelot Drive
Fond du Lac, WI 54935
920-926-9800
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PROJECT INFORMATION

PRELIMINARY PLAT
4321 N. BALLARD ROAD • APPLETON, WI 54919

PROFESSIONAL SEAL

PRELIMINARY DATES

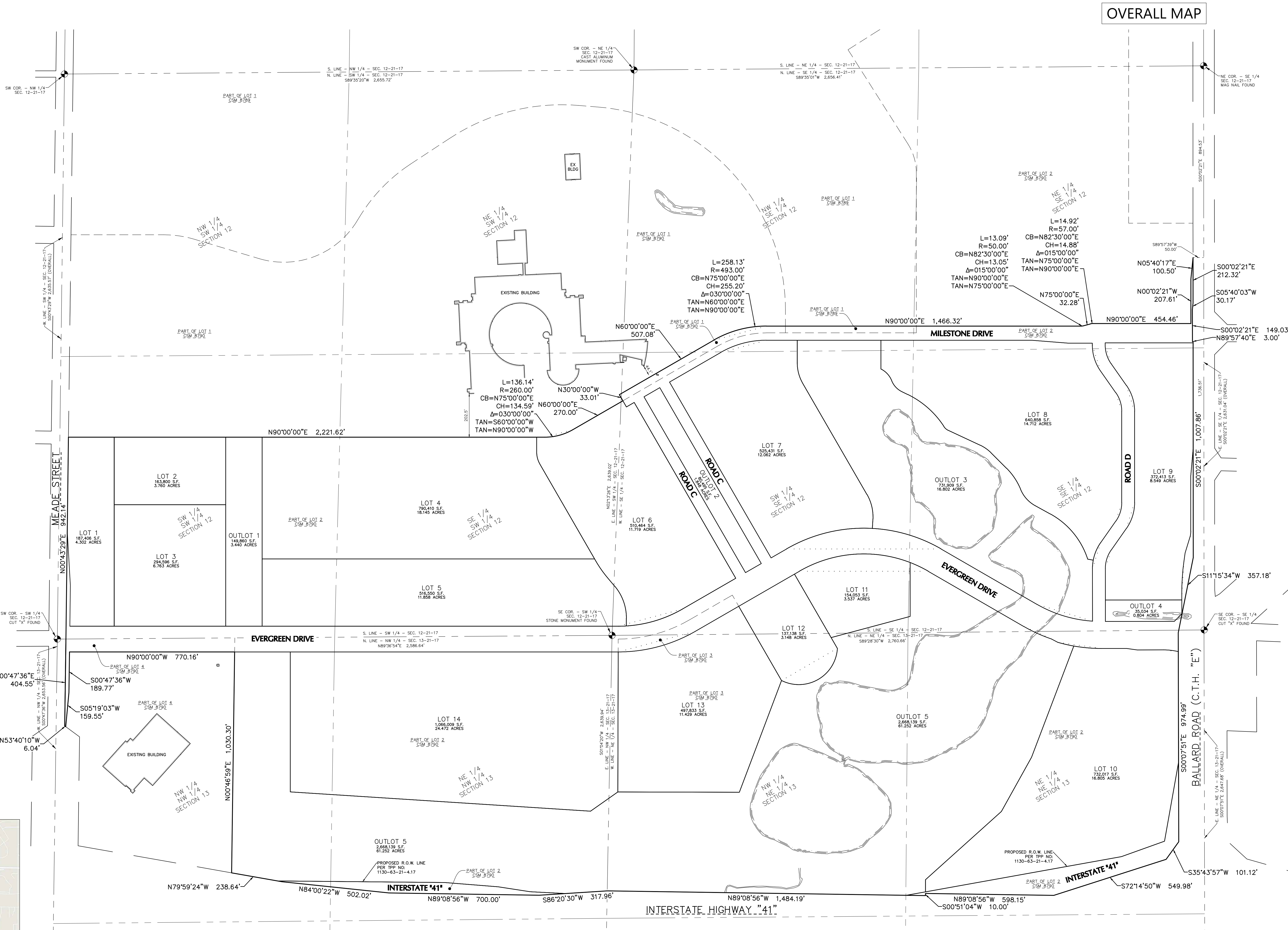
FEB. 10, 2025
FEB. 14, 2025
APR. 25, 2025

JOB NUMBER

240061800

SHEET NUMBER

PP-O

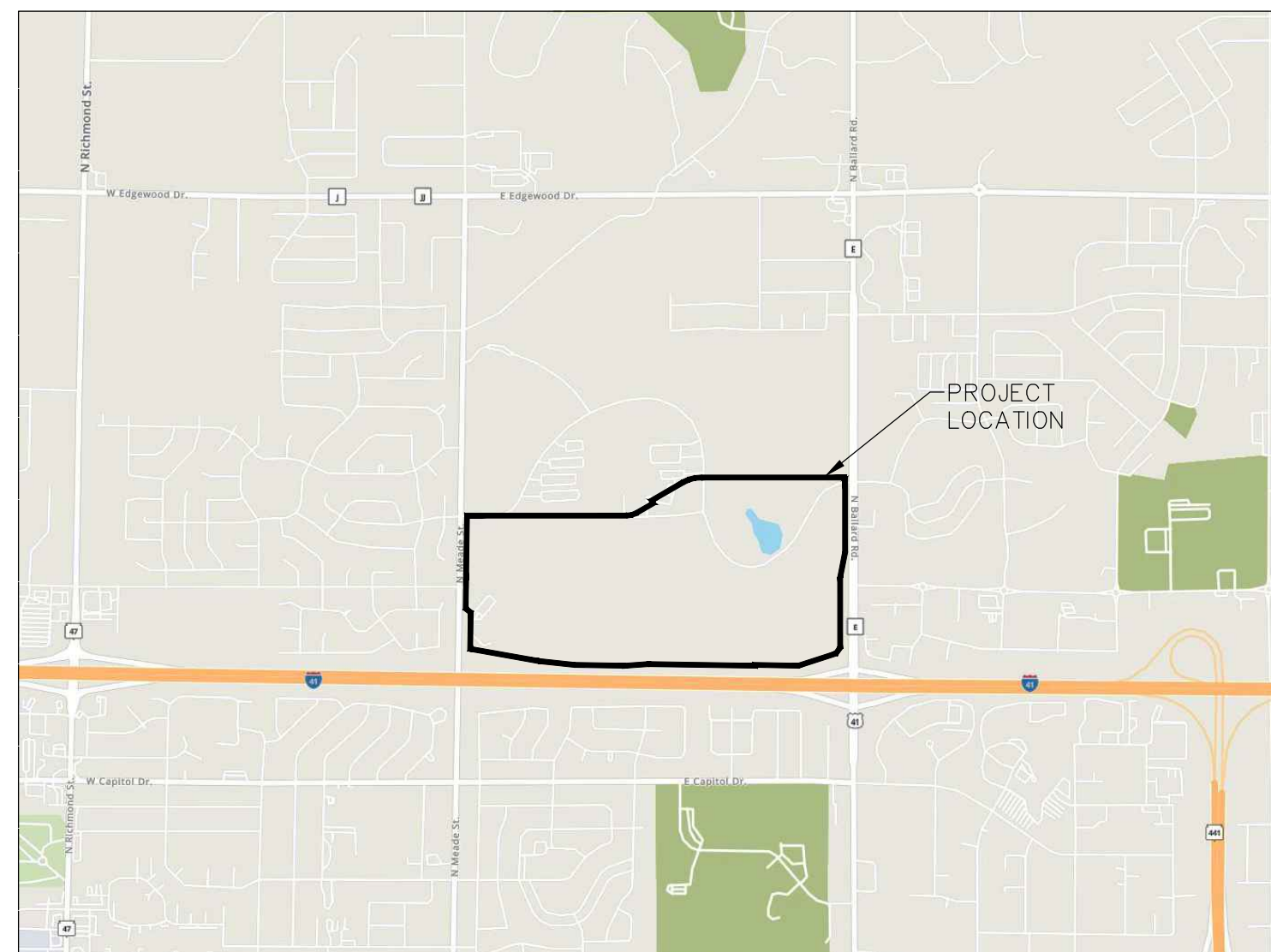


BENCHMARK (NAVD 88)	ELEVATION
CITY BENCHMARK 2291 SHOULDER OF HYDRANT LOCATED ON THE WEST SIDE OF MEADE STREET APPROXIMATELY 190' NORTH OF CROSSING MEADOWS LANE	797.44
CITY BENCHMARK 3341 SHOULDER OF HYDRANT LOCATED ON THE EAST SIDE OF MEADE STREET APPROXIMATELY 85' SOUTH OF CASTLEBURY LANE	784.36
CITY BENCHMARK 1601 SHOULDER OF HYDRANT LOCATED ON THE EAST SIDE OF MEADE STREET APPROXIMATELY 520' SOUTH OF EVERGREEN DRIVE	787.94
CITY BENCHMARK 22780 SHOULDER OF HYDRANT LOCATED ON THE WEST SIDE OF BALLARD STREET APPROXIMATELY 1150' NORTH OF MILESTONE DRIVE	756.94
CITY BENCHMARK 1620 SHOULDER OF HYDRANT LOCATED ON THE WEST SIDE OF BALLARD STREET APPROXIMATELY 125' NORTH OF MILESTONE DRIVE	755.57
CITY BENCHMARK 1617 SHOULDER OF HYDRANT LOCATED ON THE WEST SIDE OF BALLARD STREET APPROXIMATELY 625' SOUTH OF SILVERLEAF COURT	754.96

NOTE: ELEVATIONS SHOWN ON THIS PLAN ARE BASED ON NAVD OF 1988.

LEGEND:

WATER VALVE IN BOX	ST	STORM SEWER AND MANHOLE
WATER SERVICE VALVE	SA	SANITARY SEWER AND MANHOLE
TELEPHONE MANHOLE	W	WATER LINE AND HYDRANT
ELECTRIC MANHOLE	OU	OVERHEAD UTILITY LINE
ROUND CATCH BASIN	FO	UNDERGROUND FIBER OPTIC LINE
SQUARE CATCH BASIN	E	UNDERGROUND ELECTRIC CABLE
CURB INLET	T	UNDERGROUND TELEPHONE CABLE
UTILITY POLE WITH GUY WIRE	G	UNDERGROUND GAS LINE
STREET LIGHT	IR	UNDERGROUND IRRIGATION LINE
TELEPHONE PEDESTAL		CURB AND GUTTER
ELECTRIC PEDESTAL		PROPERTY LINE
ELECTRIC TRANSFORMER		NO ACCESS LINE
CABLE TV PEDESTAL		RIGHT-OF-WAY LINE
LIGHT POLE		ADJACENT PROPERTY LINE
SIGN		INTERNAL LOT LINE
HANDICAP PARKING STALL		CHAINLINK FENCE
GAS VALVE		WOOD FENCE
FLOOD LIGHT		STEEL FENCE
IRRIGATION CONTROL VALVE		
ELECTRIC METER		
ELECTRIC PANEL		
GAS METER		
POST INDICATOR VALVE		
FDC		
3/4" REBAR SET		
CUT "X" SET		
1-1/4" REBAR FOUND		
3/4" REBAR FOUND		
1" IRON PIPE FOUND		
CUT "X" FOUND		
MAG NAIL FOUND		



VICINITY MAP
NOT TO SCALE

GROSS AREA: 263.041 ACRES (11,458,070 SQ. FT.)

NET SUBDIVIDED AREA:

LOTS: 151.261 ACRES (6,588,978 SQ. FT.)
OUTLOTS: 84.146 ACRES (3,665,437 SQ. FT.)
ROW: 27.634 ACRES (1,203,655 SQ. FT.)

NUMBER OF LOTS: 14 LOTS & 5 OUTLOTS

AVERAGE LOT SIZE: 10.804 ACRES (470,641 SQ. FT.)
AVERAGE OUTLOT SIZE: 16.829 ACRES (733,087 SQ. FT.)

TYPICAL LOT DIMENSIONS: VARIES SEE PRELIMINARY PLAT SHEETS FOR BEARINGS AND DISTANCES

LINEAL FEET OF STREET: 11,685 FT

Current Zoning: C-2 WITH PD OVERLAY

Building Setbacks:

Front lot line setback:

- For mixed-use buildings: 0 feet
- For single-family detached dwellings adjacent to alley: 4 feet
- For all other uses: 10 feet

Rear lot line setback:

- For single-family detached dwellings: 4 feet
- For all other uses: 20 feet

Side lot line setback:

- For single-family detached dwellings, two-family dwellings and zero lot line two-family dwellings: 5 feet
- For all other uses: No side lot line setback, unless abutting a residentially zoned district, then shall be 10 feet, not including zero lot line two-family dwellings
- For zero lot line two-family dwellings with a common wall: No side lot line setback

I, Ryan Wilgreen, Professional Land Surveyor, hereby certify that this preliminary plat is a true and correct representation of all the adjacent existing land divisions and of the boundary of the preliminary plat and features.

That I have fully complied with the provisions of Chapter 236 of the Wisconsin Statutes and Chapter 17 of the City of Appleton Subdivision Ordinance in surveying, dividing and mapping of the same.

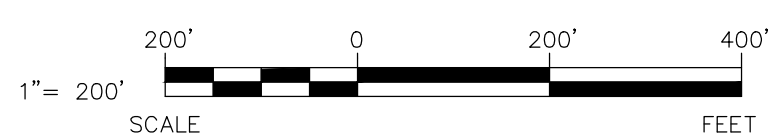
Ryan Wilgreen, P.L.S. S-2647
ryan.wilgreen@excelengineer.com
Excel Engineering, Inc.
Fond du Lac, Wisconsin 54935
Project No. 240061800

OUTLOT NOTES:
OUTLOTS 1, 3, 4 & 5 ARE FOR STORM WATER MANAGEMENT PURPOSES AND WILL BE OWNED BY WILDEN PORTFOLIO PARK MASTER ASSOCIATION.
OUTLOT 2 IS INTENDED FOR PARK PURPOSES AND WILL BE OWNED BY WILDEN PORTFOLIO PARK MASTER ASSOCIATION.

OWNER & SUBOWNER:
THRIVENT FINANCIAL FOR LUTHERANS
4321 N. BALLARD ROAD
APPLETON, WI 54919
ENGINEER & SURVEYOR:
EXCEL ENGINEERING, INC.
100 CAMELOT DRIVE
FOND DU LAC, WI 54935

NORTH POINT REFERENCED TO THE WISCONSIN COUNTY COORDINATE SYSTEM, OUTAGAMIE COUNTY. THE WEST LINE OF THE SOUTHWEST 1/4 OF SECTION 12 HAS A BEARING OF SOUTH 00°-43'-28" WEST.

PRELIMINARY PLAT
OVERALL



PRELIMINARY PLAT OF WILDEN PORTFOLIO PARK

PART OF LOT 1 OF CSM NO. 8789, PART OF LOT 1, PART OF LOT 2, PART OF LOT 4 AND ALL OF LOT 3 OF CSM NO. 8790, LOCATED IN A PART OF THE SE 1/4 & SW 1/4 OF THE SW 1/4, PART OF THE NE 1/4, SE 1/4, SW 1/4 & NW 1/4 OF THE SE 1/4 OF SECTION 12, PART OF THE NE 1/4 & NW 1/4 OF THE NW 1/4 & PART OF THE NE 1/4 & NW 1/4 OF THE NE 1/4 OF SECTION 13, ALL BEING LOCATED IN TOWNSHIP 21 NORTH, RANGE 17 EAST, CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN.





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PROJECT INFORMATION

PRELIMINARY PLAT
4321 N. BALLARD ROAD • APPLETON, WI 54919
PROFESSIONAL SEAL
PRELIMINARY DATES FEB. 10, 2025 FEB. 14, 2025 APR. 25, 2025
JOB NUMBER 240061800
SHEET NUMBER PP-NW

NOT FOR CONSTRUCTION

PRELIMINARY PLAT
NORTHWEST

1"= 100'
SCALE

100' 0 100' 200'
FEET

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PROJECT INFORMATION

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PRELIMINARY PLAT

4321 N. BALLARD ROAD • APPLETON, WI 54919

PROFESSIONAL SEAL

PRELIMINARY DATES
FEB. 10, 2025
FEB. 14, 2025
APR. 25, 2025

JOB NUMBER
240061800

SHEET NUMBER
PP-NE

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PROJECT INFORMATION



PROFESSIONAL SEAL

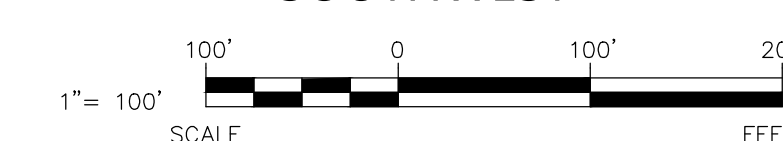
PRELIMINARY DATES	
FEB. 10, 2025	ACTION
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SHEET NUMBER

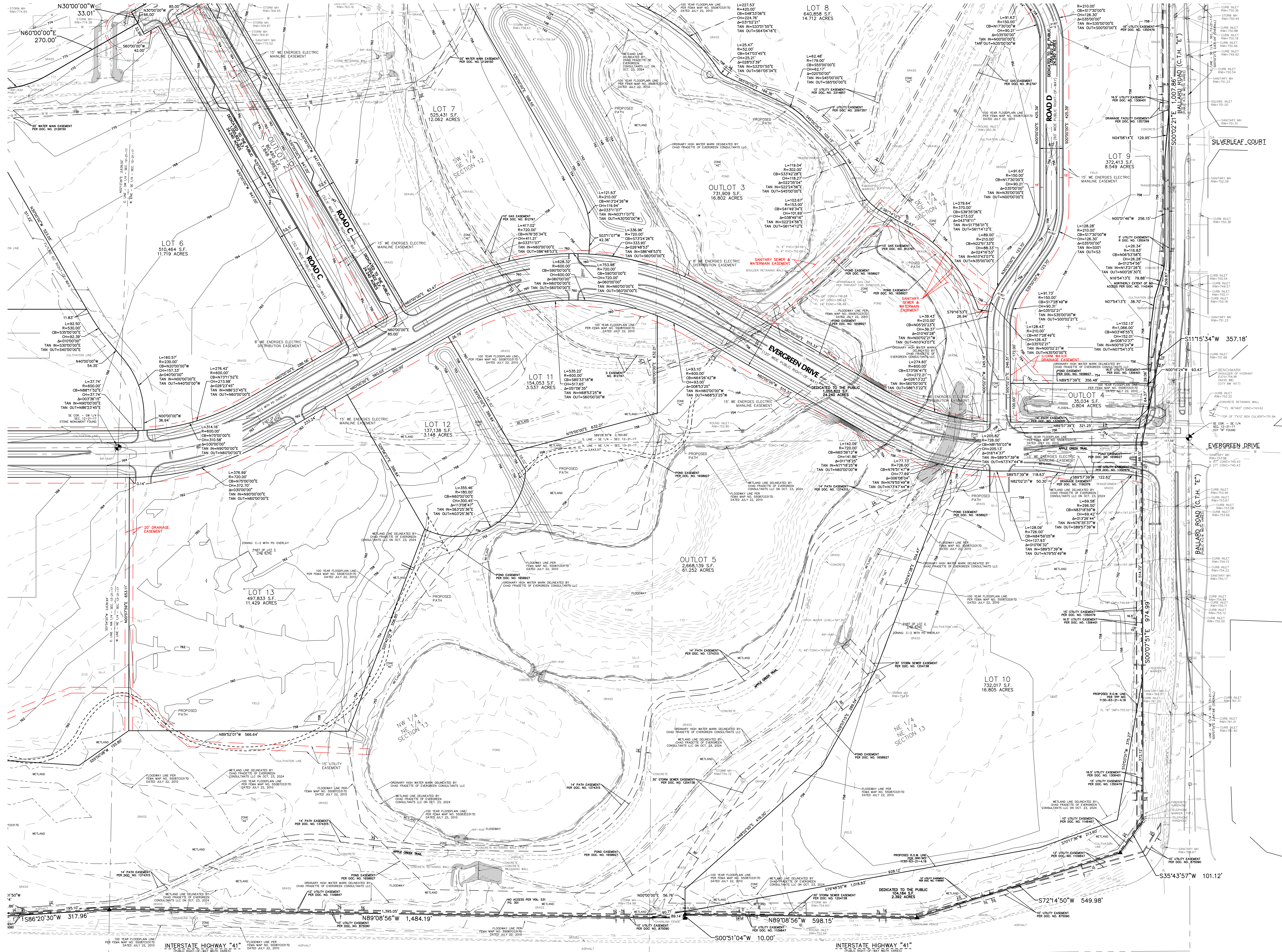
PP-SW

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PRELIMINARY PLAT
SOUTHWEST

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PROJECT NAME: WILDEN PORTFOLIO PARK
PROJECT NO: 240061800
SHEET NO: PP-SE

DATE: FEB. 10, 2025
DATE: FEB. 14, 2025
DATE: APR. 25, 2025

PRELIMINARY DATES

NOT FOR CONSTRUCTION

PROFESSIONAL SEAL

JOB NUMBER

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SHEET NUMBER

PP-SE

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PRELIMINARY PLAT

4321 N. BALLARD ROAD • APPLETON, WI 54919

PRELIMINARY PLAT

SOUTHEAST

1"=100'

SCALE

FEET

