



# Plan Commission

## Regular Meeting

335 South Broadway  
De Pere, WI 54115  
<https://www.deperewi.gov/>

### Final Minutes

Monday, July 22, 2024

7:00 PM

Council Chambers and Virtual

#### Call to Order

The meeting was called to order at 7:00 PM by Commissioner Brenda Busch

| Attendee Name   | Title        | Status  | Arrived |
|-----------------|--------------|---------|---------|
| James Boyd      | Mayor        | Excused |         |
| Brenda Busch    | Commissioner | Present |         |
| Pamela Gantz    | Aldersperson | Present |         |
| Jonathon Hansen | Aldersperson | Present |         |
| Mark Higgins    | Commissioner | Present |         |
| Shane Raymaker  | Commissioner | Present |         |
| Grant Schilling | Commissioner | Present |         |

Also present: Development Services Director Daniel Lindstrom, City Planner Peter Schleinzi, and members of the public.

2. Approval of the minutes of the June 24, 2024 Plan Commission meeting.

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|------------------|----------------------------------------------------|
| <b>RESULT:</b>   | <b>ADOPTED [UNANIMOUS]</b>                         |
| <b>MOVER:</b>    | Brenda Busch, Commissioner                         |
| <b>SECONDER:</b> | Grant Schilling, Commissioner                      |
| <b>AYES:</b>     | Busch, Gantz, Hansen, Higgins, Raymaker, Schilling |
| <b>EXCUSED:</b>  | James Boyd                                         |

3. Public comments upon matters not on the agenda. Comments made during the public comment period shall pertain only to matters under the jurisdiction of the Plan Commission. §6-3(f) DPMC.

There were no public comments.

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| <b>RESULT:</b> | <b>DISCUSSED</b> |
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4. Consideration and possible action for a 4 lot CSM at 514 Lande ST (Parcel WD-144).

City Planner Peter Schleinzi reviewed the 4-lot CSM at 514 Lande Street. Staff recommended approval of the CSM, subject to the conditions in the report. Ald. Hansen moved, seconded by Shane Raymaker, to approve the CSM. Upon vote, motion carried unanimously.

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| <b>RESULT:</b>   | <b>ADOPTED [UNANIMOUS]</b>                         |
| <b>MOVER:</b>    | Jonathon Hansen, Aldersperson                      |
| <b>SECONDER:</b> | Shane Raymaker, Commissioner                       |
| <b>AYES:</b>     | Busch, Gantz, Hansen, Higgins, Raymaker, Schilling |
| <b>EXCUSED:</b>  | James Boyd                                         |

5. Consideration and possible action for a 2 lot CSM at 2000 Commerce DR (Parcel ED-3103, ED-3104, ED-3105).\*

City Planner Peter Schleinzi reviewed the 2-lot CSM at 2000 Commerce Drive. Staff recommended approval of the CSM, subject to the conditions in the report. Mark Higgins moved, seconded by Ald. Gantz, to approve the CSM. Upon vote, motion carried unanimously.

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| <b>RESULT:</b>   | <b>ADOPTED [UNANIMOUS]</b>                         |
| <b>MOVER:</b>    | Mark Higgins, Commissioner                         |
| <b>SECONDER:</b> | Pamela Gantz, Alderperson                          |
| <b>AYES:</b>     | Busch, Gantz, Hansen, Higgins, Raymaker, Schilling |
| <b>EXCUSED:</b>  | James Boyd                                         |

6. Consideration and possible action on a proposed amendment to the 2010 City of De Pere Comprehensive Plan Update to change the Future Land Uses Map (Figure 2-6) from 'Industrial Park' to 'Commercial' at 1302 S Broadway ST, 1314 S Broadway ST, and 860 O'Keefe RD (Parcels ED-F0103-6, ED-F0103-7, and ED-2078).\*

City Planner Peter Schleinzi reviewed the proposed amendment to the 2010 City of De Pere Comprehensive Plan Update to change the Future Land Use Map from Industrial to Commercial at 1302 S Broadway Street, 1314 S Broadway Street, and 860 O'Keefe Road. Staff does not make a recommendation for amendments to the Comprehensive Plan. Mark Higgins moved, seconded by Ald. Gantz, to approve Resolution #PC 24-03. Upon vote, motion carried unanimously. The next step in the process is a public hearing, which will occur at the September 7, 2024 Common Council meeting.

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| <b>RESULT:</b>   | <b>ADOPTED [UNANIMOUS]</b>                         |
| <b>MOVER:</b>    | Mark Higgins, Commissioner                         |
| <b>SECONDER:</b> | Pamela Gantz, Alderperson                          |
| <b>AYES:</b>     | Busch, Gantz, Hansen, Higgins, Raymaker, Schilling |
| <b>EXCUSED:</b>  | James Boyd                                         |

7. Consideration and possible action on the DRAFT De Pere Comprehensive Housing Study and Action Plan.\*

City Planner Peter Schleinzi provided an overview of the DRAFT De Pere Comprehensive Housing Study and Action Plan. He explained that the consultant for the project will be providing a presentation. After some technical difficulties, the presentation began. The consultant conducted a site visit, performed interviews and a public survey. Some of the key findings included:

- Robust population growth, with a decline following COVID
- Commuting patterns show that 89% of people commute into De Pere for work, with only 15% of De Pere residents working locally
- Job growth in the last 5 years - 3000 new jobs (12.3% increase)
- Housing starts - strong housing growth 2000-2010, followed by a significant drop off in 2009. Housing growth has significantly slowed down from 19% to 6%
- Rental demand - remains relatively strong with significant strong demand for rentals despite an increase of 1000 units
- Housing needs project that 2500 units will be needed in the next 5 years
- Survey results indicated that the most important issue in the home buying market was cost of houses and in the rental market it was the price of rent

The consultant identified two goals and strategies to reach those goals. Goal #1 is to increase rental production by 1100 rental units for low to moderate incomes in the next 5 years. The strategies suggested to achieve this goal include:

Strategy 1: Establish designated growth areas for new construction.

Strategy 2: Advertise a list of opportunity sites where the City is interested in partnering on development.

Strategy 3: Implement density bonuses for affordability.

Strategy 4: Provide city land or build out infrastructure in exchange for affordability deeds.

Strategy 5: Finance backyard cottages with affordability deeds.

Goal #2 is to increase housing options, 552 houses for households earning between 80%-120% AMI (area median income). The strategies suggested to achieve this goal include:

Strategy 1: Rezone future residential areas with housing count minimums.

Strategy 2: Allow for gentle density in existing neighborhoods.

Strategy 3: Partner in "rent-to-own" models.

Strategy 4: Use land leases for affordability.

Strategy 5: Let developers price out road construction to city standards.

After the presentation, the consultant opened the floor to questions and comments. Ald.

Hansen commented that there needs to be a disclaimer regarding surrounding municipalities that have a 54115 zip code but are not in the City of De Pere. Shane

Raymaker asked if any surrounding communities are starting to implement backyard cottages. The consultant noted that they did not research other communities so they do

not have that to include in their report. Development Services Director added that De Pere is one of the first communities in Northeast Wisconsin to allow backyard cottages.

Ald. Hansen asked staff if they share the consultant's conclusion that residential growth will be stagnant over the next five years. Development Services Director Daniel

Lindstrom replied that he believes the Southern Bridge Corridor project will provide a significant opportunity for growth for the City. Brenda Busch moved, seconded by Ald.

Gantz, to approve the DRAFT De Pere Comprehensive Study and Action Plan with some of the suggested strategies and forward it to Council. Upon vote, motion carried unanimously.

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| <b>RESULT:</b>   | <b>ADOPTED [UNANIMOUS]</b>                         |
| <b>MOVER:</b>    | Brenda Busch, Commissioner                         |
| <b>SECONDER:</b> | Pamela Gantz, Alderperson                          |
| <b>AYES:</b>     | Busch, Gantz, Hansen, Higgins, Raymaker, Schilling |
| <b>EXCUSED:</b>  | James Boyd                                         |

8. Discussion about site plans received since the June 2024 Plan Commission meeting and review of the status of recently approved development projects.

City Planner Peter Schleinz provided an update on the status of recently approved development projects since the June 2024 Plan Commission meeting. Ald. Hansen asked why Caribou Coffee is under review when it's currently under construction. Peter explained that is because of signage issues with the project. There were no other comments or questions.

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| <b>RESULT:</b> | <b>DISCUSSED</b> |
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### Adjournment

Brenda Busch moved, seconded by Grant Schilling, to adjourn the meeting at 8:20 pm. Upon vote, motion carried unanimously.

Respectfully submitted,  
Kelly Barker