



# Plan Commission

## Regular Meeting

335 South Broadway  
De Pere, WI 54115  
[www.deperewi.gov](http://www.deperewi.gov)

## Agenda

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Monday, April 28, 2025

7:00 PM

Council Chambers and Virtual

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Pursuant to Wisconsin Statute 19.84, Notice is hereby given to the public that a meeting of the **Plan Commission** of the City of De Pere will be held on **April 28, 2025 at 7:00 PM** in the **COUNCIL CHAMBERS, 2ND FLOOR CITY HALL, 335 S. BROADWAY STREET. DE PERE.**

**The Public or Members of the Plan Commission, which may count toward an official quorum, may attend the meeting either in person in the Council Chambers or telephonically or electronically via video conferencing or other appropriate technological means. Telephonic or electronic access to the meeting is provided below:**

Computer/smart phone accessing <https://www.gotomeet.me/DePere>

OR

**You can also dial in using your phone.**  
United States (Toll Free): [1 866 899 4679](tel:18668994679)  
United States: [+1 \(312\) 757-3117](tel:+13127573117)  
Access Code: 154-883-285

*This meeting may also be rebroadcast on TV throughout the week and available on demand at <https://deperewi.portal.civicclerk.com/>.*

- I. Call to Order
  1. Roll Call
  2. Approval of the minutes of the March 24, 2025 Plan Commission meeting.
  3. Public Comment on 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
  4. Consideration and possible action to revoke 13 expired, unused, or unneeded Conditional Uses on the St. Norbert College campus that were issued between 2010-2020 (Resolutions #20-60, #18-53, #16-83, #16-01, #15-134, #15-88, #15-77, #15-76, #14-128, #14-107, #14-85, #11-22, #10-130).\*
  5. Consideration and possible action to increase the maximum height of two wall signs in the MX1 District from 20-feet to no more than 59-feet 10-inches, and below the parapet, for a proposed new five-story building at 215 N Wisconsin ST (Parcel ED-861).

6. Consideration and possible action on a major design exception from Zoning Ordinance Section 114-33(3)(d) Table 3-3, related to minimum primary frontage principal entrances at 215 N Broadway ST (Parcel ED-861).
7. Consideration and possible action on a major design exception from Zoning Ordinance Sections 14-86(7) related to surfacing, 14-88(2)(b) related to setbacks, and 14-89(2)(d) and (e) related to trucking and transportation terminal screening requirements, until the construction of part of the southern bypass (a.k.a. GV-15) is complete at 2121 American BL (Parcel WD-D0074-1).
8. Consideration and possible action for April 2025 amendments to Municipal Code Chapter 14 (Zoning Ordinance) and the Official Zoning Map.\*
9. Discussion about site plans received since the March 2025 Plan Commission meeting and review of the status of recently approved development projects.
10. Adjournment.

Any person wishing to attend this meeting who, because of disability, requires special accommodations should contact the Clerk's office at 339-4050 by Noon, the previous day so that arrangements can be made.

\*Items with an asterisk require City Council approval.

Agenda Sent To:

Alderspersons

City Administrator

Mayor

Department Heads

TV, Newspapers & Radio Stations

Kress Family Library

De Pere Chamber of Commerce

St. Norbert College

Adam Hertel, American Architecture Group

Jason Tadych, De Pere 230 Development Partners LLC

Steve Kolar, Payne & Dolan

Real World Investments LLC, ETAL



City of De Pere, Wisconsin

I.2

**Request for Plan Commission Action**

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**MEETING DATE:** April 28, 2025  
**DEPARTMENT:** Development Services  
**FROM:** Kelly Barker, Administrative Assistant  
**SUBJECT:** Approval of the minutes of the March 24, 2025 Plan Commission meeting.  
**RECOMMENDED ACTION:** Approval

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ATTACHMENTS:  
PC\_Mar2025\_Minutes\_Draft



# Plan Commission

Regular Meeting

Draft Minutes

335 South Broadway  
De Pere, WI 54115  
[www.deperewi.gov](http://www.deperewi.gov)

Monday, March 24, 2025

7:00 PM

City Hall, Council Chambers 335 S.  
Broadway, De Pere, WI 54115-1692

I. Call to Order

1. Roll Call

**Present:** James Boyd, Brenda Busch, Mark Higgins, Shane Raymaker, Grant Schilling, Ald. Hansen, Ald. Gantz

**Absent:**

**Excused:**

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

2. Approval of the minutes of the February 24, 2025 Plan Commission meeting.

<b>RESULT:</b>	<b>Approved</b>
<b>MOVER:</b>	Brenda Busch
<b>SECONDER:</b>	Mark Higgins
<b>AYES:</b>	James Boyd, Brenda Busch, Mark Higgins, Shane Raymaker, Grant Schilling, Jonathon Hansen, Pamela Gantz
<b>NAYS:</b>	None

3. Public Comment on 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.

4. Consideration and possible action for a 2-lot CSM at 2257 American BL (Parcel WD-1371).\*

City Planner Peter Schleinzi reviewed the CSM. Staff recommended approval, subject to the conditions in the report. Ald. Hansen moved, seconded by Grant Schilling, to approve the CSM. Upon vote, motion carried unanimously.

<b>RESULT:</b>	<b>Approved</b>
<b>MOVER:</b>	Jonathon Hansen
<b>SECONDER:</b>	Grant Schilling
<b>AYES:</b>	James Boyd, Brenda Busch, Mark Higgins, Shane Raymaker, Grant Schilling, Jonathon Hansen, Pamela Gantz
<b>NAYS:</b>	None

5. Consideration and possible action on a 10-lot extraterritorial preliminary plat of Grande Ridge Estates Second Addition of Little Rapids Subdivision at 3400 BLK Heritage RD in Ledgeview (Part of Parcels D-450-1, D-450-2).\*

City Planner Peter Schleinzi reviewed the preliminary plat. Staff recommended approval subject to the conditions in the report. Mayor Boyd moved, seconded by Brenda Busch, to approve the plat and forward it to the Common Council for final approval. Upon vote, motion carried unanimously.

<b>RESULT:</b>	<b>Approved</b>
<b>MOVER:</b>	James Boyd
<b>SECONDER:</b>	Brenda Busch
<b>AYES:</b>	James Boyd, Brenda Busch, Mark Higgins, Shane Raymaker, Grant Schilling, Jonathon Hansen, Pamela Gantz
<b>NAYS:</b>	None

6. Consideration and possible action for a zoning map amendment from BP-2 (Business Park 2 District) to PI-1 (Neighborhood Public & Institutional District) at 2005 Commerce DR (Parcel ED-3100).\*

City Planner Peter Schleinzi reviewed the zoning map amendment. Staff recommended approval of the amendment subject to the conditions in the report. Mayor Boyd moved, seconded by Ald. Gantz, to approve the zoning map amendment. Upon vote, motion carried unanimously.

<b>RESULT:</b>	<b>Approved</b>
<b>MOVER:</b>	James Boyd
<b>SECONDER:</b>	Pamela Gantz
<b>AYES:</b>	James Boyd, Brenda Busch, Mark Higgins, Shane Raymaker, Grant Schilling, Jonathon Hansen, Pamela Gantz
<b>NAYS:</b>	None

7. Consideration and possible action for a conditional use of Fabrication and Production: High-Impact in a BP-2 (Business Park 2) District at 1776 W Matthew DR (Parcel WD-364-D-505-7).\*

City Planner Peter Schleinzi reviewed the conditional use request. Staff recommended approval of the request, subject to the conditions in the report. Mark Higgins asked about Homeland Security regulating the company. Development Services Director Daniel Lindstrom replied that an audit was done recently. Mayor Boyd moved, seconded by Brenda Busch, to open the meeting. Upon vote, motion carried unanimously. The company representative, David Storhum, addressed the commission. He stated that the company is currently housed in five different buildings and that moving to De Pere will consolidate all business into one single location. Mayor Boyd moved, seconded by Ald. Gantz to close the meeting. Upon vote, motion carried unanimously. Mark Higgins moved, seconded by Ald. Gantz, to approve the conditional use request. Upon vote, motion carried unanimously.

<b>RESULT:</b>	<b>Approved</b>
<b>MOVER:</b>	Mark Higgins
<b>SECONDER:</b>	Pamela Gantz
<b>AYES:</b>	James Boyd, Brenda Busch, Mark Higgins, Shane Raymaker, Grant Schilling, Jonathon Hansen, Pamela Gantz
<b>NAYS:</b>	None

8. Discussion about site plans received since the February 2025 Plan Commission meeting and review of the status of recently approved development projects.

City Planner Peter Schleinzi provided an update on the status of recently approved development projects since the last meeting. Ald. Hansen asked about the status of the Unity Hospice Resale Store since the report shows the project is under construction, but the ribbon cutting ceremony has already taken place. Peter noted that the project was completed a week ago on March 17 and the site plan list is updated weekly, not daily, so the project was not finished in time to be included in the Plan Commission memo. Development Services Director Daniel Lindstrom added that a site can be granted occupancy and still be making tweaks to their site plan, provided that the tweaks being made are not impacting the conditions of the site plan. Ald. Gantz asked what happens when a project is completed - do they need to let staff know. Peter replied that a business cannot occupy a completed building until the occupancy permit has been issued by staff.

9. Adjournment.

Mayor Boyd moved, seconded by Ald. Gantz, to adjourn the meeting at 7:20 PM. Upon vote, motion carried unanimously.

Respectfully submitted,  
Kelly Barker



City of De Pere, Wisconsin

I.3

**Request for Plan Commission Action**

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**MEETING DATE:** April 28, 2025  
**DEPARTMENT:** Development Services  
**FROM:** Kelly Barker, Administrative Assistant  
**SUBJECT:** Public Comment on 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  
**RECOMMENDED ACTION:** Public Comments

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**ATTACHMENTS:**  
None



**Request for Plan Commission Action**

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**MEETING DATE:** April 28, 2025  
**DEPARTMENT:** Development Services  
**FROM:** Peter Schlein, City Planner/Zoning Administrator  
**SUBJECT:** Consideration and possible action to revoke 13 expired, unused, or unneeded Conditional Uses on the St. Norbert College campus that were issued between 2010-2020 (Resolutions #20-60, #18-53, #16-83, #16-01, #15-134, #15-88, #15-77, #15-76, #14-128, #14-107, #14-85, #11-22, #10-130).\*

**RECOMMENDED ACTION:** Approval

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ATTACHMENTS:  
CU Revoked Memo

# CITY OF DE PERE MEMO



To: James Boyd, Mayor  
Plan Commission Members

From: Peter Schleinz, Senior Planner | Zoning Administrator

Date: April 28, 2025

RE: **Consideration and possible action to revoke 13 expired, unused, or unneeded Conditional Uses on the St. Norbert College campus that were issued between 2010-2020 (Resolutions #20-60, #18-53, #16-83, #16-01, #15-134, #15-88, #15-77, #15-76, #14-128, #14-107, #14-85, #11-22, #10-130).\***

## Summary:

Between the years 2010-2020, 13 conditional use resolutions were approved on the St. Norbert College Campus. Most of the conditional uses are no longer needed for at least one of three reasons:

1. The timeline to implement the conditional use conditions has expired.
2. The conditional use is no longer in use.
3. The conditional use is no longer needed because the use is permitted by right in the current Zoning Ordinance.

Each of the 13 conditional uses are listed in a table on the back of this memo with a corresponding resolution number, year approved, conditional use summary, and the Zoning Administrator's reason for proposing revocation.

On March 13, 2025, the conditional uses were shared with both the St. Norbert College Risk and Property Management Director and the Director of Facilities and Capital Planning / Capital Projects Manager. On March 17, 2025, and again on April 14, 2025, the St. Norbert College Risk and Property Management Director agreed that the conditional uses could be revoked.

## Staff Recommendation:

Revoke the conditional uses for Resolutions #20-60, #18-53, #16-83, #16-01, #15-134, #15-88, #15-77, #15-76, #14-128, #14-107, #14-85, #11-22, #10-130. Forward the Plan Commission recommendation to Common Council for a public hearing and final decision.

**Table of Proposed Conditional Uses to Revoke  
on the St. Norbert College Campus  
Years 2010 – 2020**

<b>Resolution Number</b>	<b>Year Approved</b>	<b>Conditional Use Summary</b>	<b>Zoning Administrator's Reason for proposing Revocation</b>
#20-60	2020	Overnight Shelter at 290 Reid ST	1. Use was for the Pennings Activity Center only, which was demolished. 2. Use would expire in July 2025 If building wasn't demolished.
#18-53	2018	Overnight Shelter at 290 Reid ST	1. Use expired in July 2020.
#16-83	2016	College or University: Household Living at 421 Fourth ST, 507 Fourth ST, 515 Fourth ST	1. Use is permitted by right without a conditional use.
#16-01	2016	College or University: Household Living at 103 Grant ST	1. Use is permitted by right without a conditional use.
#15-134	2015	College or University: Mulva Family Fitness and Sports Center at 601 Third ST	1. Use is permitted by right without a conditional use.
#15-88	2015	College or University: Food Trucks at multiple locations	1. Conditional use is not needed because approval process requires obtaining a special events permit
#15-77	2015	College or University: Household Living at 325 Marsh ST	1. Use is permitted by right without a conditional use.
#15-76	2015	College or University: Household Living At 620 Fourth ST	1. Use is permitted by right without a conditional use.
#14-128	2014	College or University: Office on Floors 1-2, Household Living on Floors 3-4 at 405 Grant ST	1. Use is permitted by right without a conditional use.
#14-107	2014	Overnight Shelter at 290 Reid ST	1. Use was for the Pennings Activity Center only, which was demolished 2. Use rescinded by Council in 2018.
#14-85	2014	College or University: Household Living at 420-450 College AV	1. Address now is 420-436, not 420-450. 2. Use is permitted by right without a conditional use.
#11-22	2011	College or University: Student Union at 409 third ST	1. Use is permitted by right without a conditional use.
#10-130	2010	College or University: Admission Center at 316 Third ST	1. Use is permitted by right without a conditional use.



**Request for Plan Commission Action**

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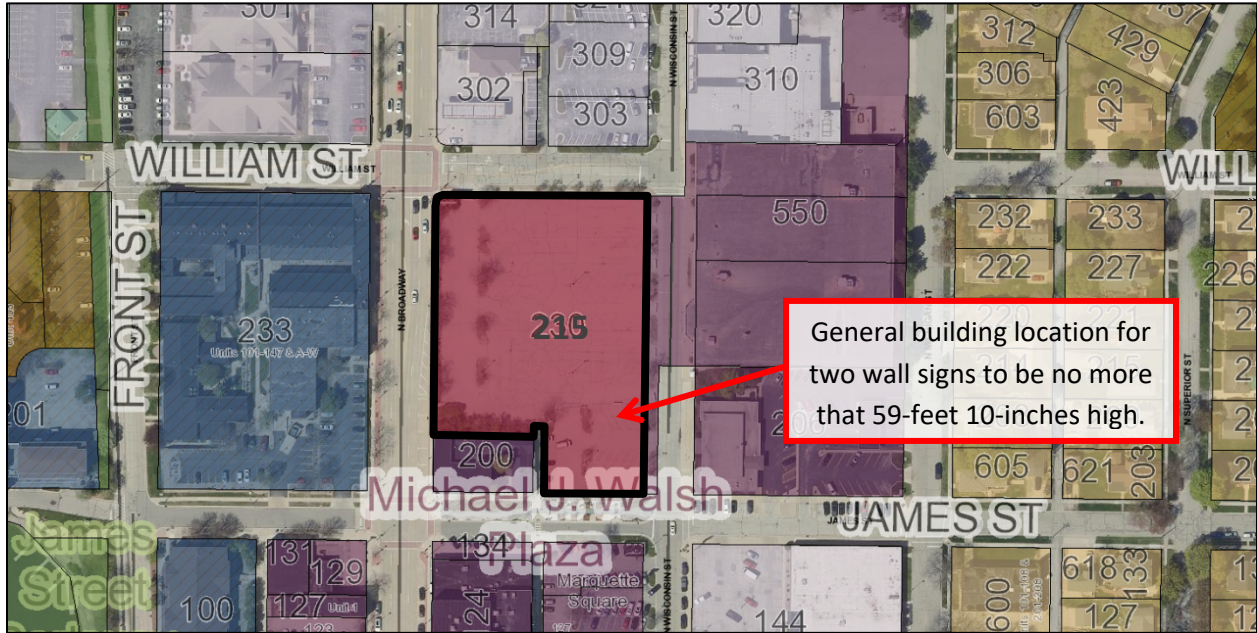
**MEETING DATE:** April 28, 2025  
**DEPARTMENT:** Development Services  
**FROM:** Peter Schlein, City Planner/Zoning Administrator  
**SUBJECT:** Consideration and possible action to increase the maximum height of two wall signs in the MX1 District from 20-feet to no more than 59-feet 10-inches, and below the parapet, for a proposed new five-story building at 215 N Wisconsin ST (Parcel ED-861).  
**RECOMMENDED ACTION:** Staff does not make a recommendation for signage regulations that require Plan Commission consideration.

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ATTACHMENTS:  
PC Report - Wall Sign Height, UPDATED PLANS\_2025-04-17

**ITEM 5:** Consideration and possible action to increase the maximum height of two wall signs in the MX1 District from 20-feet to no more than 59-feet 10-inches, and below the parapet, for a proposed new five-story building at 215 N Wisconsin ST (Parcel ED-861).

**SITE MAP**



**REQUESTED ACTION:** Plan Commission approval for wall sign height.  
*Zoning Ordinance 14-111 Table 11-4 indicates that Plan Commission approval is needed for a wall sign that is higher than 20-feet in the MX1 District.*

**COMMON DESCRIPTION:** 215 N Wisconsin ST, northwest from the N Wisconsin ST and James ST intersection.

**ZONING:** MX1 (Downtown Mixed-Use District).

**SURROUNDING LAND USES:** Developed and developing mixed uses (MX1, MX2, GX1) to the north, south, east, and west.

**COMPREHENSIVE PLAN:** Transportation and Utilities (adjacent to Commercial).

<b>APPLICANT/OWNER:</b>	<u>Authorized Representative</u>	<u>Property Owner</u>
	Adam Hertel	De Pere 230 Development Partners LLC
	American Architecture Group	ATTN: Jason Tadych
	3350 S River RD	1400 Fox River DR
	West Bend, WI 53095-7884	De Pere. WI 54115

**LAND USE HISTORY:** The site was formerly the parking lot for a retail use building that was demolished in 2024.

**STAFF REVIEW:**

**Recent Site Plans**

On December 18, 2024, a concept site plan was submitted to staff for a new five-story building (hotel) at 215 N Wisconsin ST.

On January 6, 2025, Plan Commission approved a design exception to allow building step-backs for the fourth and fifth floors to be reduced from 10-feet to five-feet.

On March 18, 2025, a revised site plan was submitted to staff for a new five-story building (hotel) at 215 N Wisconsin ST.

On April 28, 2025, Plan Commission will review a design exception request for minimum primary frontage principal entrances, and a request for the height of wall signs.

**Request for Plan Commission**

On April 16, 2025, a request was submitted for the wall sign height on the proposed building to increase from 20-feet to no more than 59-feet 10-inches, and below the parapet. The request was for two proposed wall signs.

- The height to the bottom of the proposed building parapet is approximately 61-feet.
- The two proposed wall signs would be on the east and south facades of the building.

*Zoning Ordinance 14-111 Table 11-4 indicates that Plan Commission approval is needed for a wall sign that is higher than 20-feet in the MX1 District.*

The graphic below illustrates the proposed maximum height only and is not a final wall sign design or location. The final wall sign may be in a different location, a different shape, and may be lower than the proposed maximum of 59-feet 10-inches.



View looking northwest from the from N Wisconsin ST and James ST intersection.

*Sign permit applications must be submitted for review and approval prior to the installation of signage. Signage must comply with Zoning Ordinance Article XI (Signs).*

**Past Comparable Signage Review**

On August 23, 2021, Plan Commission reviewed a site plan for a proposed 4-story hotel and restaurant at 449 Main AV. The site plan included proposals for two wall signs and two monument signs. Three of the signs followed sign regulations, but one wall sign was proposed to be too high on the building facade.

Plan Commission approved the site plan with one of the conditions specifically stating that the wall sign must be lowered to be below the height of the second-floor window (approximately 12-feet 2.5-inches from the ground).

On March 23, 2022, staff issued a sign permit at 499 Main AV that identified the top of the wall sign at 11-feet 8-inches from the ground.

**Criteria for Review**

The Plan Commission's decision to approve or deny a request may depend on the following:

- Appropriateness of the height and location on the building.
- Location near downtown and residential areas.
- Signage design following all other regulations of Zoning Ordinance Article XI (Signs), including maximum sign face area, illumination, etc.

**STAFF RECOMMENDATION**

Staff does not make a recommendation for signage regulations that require Plan Commission consideration. Plan Commission reviews the petition and then makes a final decision of approval or denial.

Note: The Plan Commission may approve, approve with modifications, or deny the request. Any signage regulation approvals will be incorporated into the sign permit application review process that is facilitated by staff.



SHEET INDEX		
SHEET	DESCRIPTION	PLAN COMMISSION SUBMITTAL
<b>GENERAL</b>		
G-100	PERSPECTIVE, SHEET INDEX, PROJECT TEAM, BUILDING DATA	04 / 17 / 2025
<b>ARCHITECTURAL</b>		
A-100	ARCHITECTURAL SITE PLAN	04 / 17 / 2025
A-101	1st FLOOR PLAN	04 / 17 / 2025
A-201	EXTERIOR ELEVATIONS (EAST & SOUTH)	04 / 17 / 2025

**AMERICAN ARCHITECTURAL GROUP, INC.**



3350 SOUTH RIVER ROAD  
WEST BEND, WI 53095-7884  
(262) 334-3811 F:(262) 334-4990

**AMERICAN CONSTRUCTION SERVICES, INC.**



3350 SOUTH RIVER ROAD  
WEST BEND, WI 53095-7884  
(262) 334-3811 F:(262) 334-4990

## PROJECT BACKGROUND

The former Shopko site in downtown De Pere, Wisconsin, is set to undergo a significant transformation with a planned multifamily and mixed-use development. Since Shopko's closure in 2019, the site has remained vacant, impacting local businesses that once benefited from the foot traffic generated by the retailer. In 2023, a De Pere based group acquired the property with intentions to demolish the existing 60,000 square foot building and replace it with a vibrant mixed-use development.

The proposed hotel project subject of consideration herein stands as a cornerstone to the initial phase of several planned efforts to address the vacancy resulting from Shopko's closure. Demolition of the existing building has been completed, contracts for the public parking ramp have been awarded, and design work is underway for the new William Street extension. However, the hotel project has recently encountered challenges that threaten its viability, prompting the project team to seek design exceptions from the plan commission. These exceptions aim to make the project viable while still respecting the intent of the zoning ordinance without adhering strictly to its every provision.

The City of De Pere has clearly articulated a desire to densify its downtown area and increase foot traffic, as outlined in its Downtown Master Plan. The plan underscores the importance of residential development to revitalize downtown, support a mix of retail uses, and create a vibrant atmosphere. By aligning with these objectives, and with some grace on zoning requirements, the proposed hotel on the former Shopko site will significantly contribute to the city's vision, and stimulating economic activity. Thank you for your consideration of these design exception.

## DESIGN EXCEPTION REQUESTED

14-33 Storefront Buildings  
Table 3-3 -- Storefront Building Regulations  
(d) Facade & Canopy Requirements  
Item 19: Minimum Primary Frontage Principal Entrances for MX1 District Requires  
Principal entrance 1 per every 60 feet of facade.

\* We are requesting an exception to having a principal entrance 1 per every 60 feet of facade.

We have one principal entrance on the East side of the building. It will be recessed 36" and have a 25'-4" wide x 7'-0" deep x 32" high prefinished metal canopy. From the further most point of the canopy to the entryway it is 100". This design will emphasize and draw attention to the entryway. The building does have additional entrances. There will be one on the South, North and West sides of the building. They will each have a 48" deep x 15' high prefinished metal canopy.

## PLAN COMMISSION APPROVAL REQUESTED

14-111 Permanent Signs  
Table 11-4 -- Sign Regulations: Mixed-Use Districts  
Maximum Number Per Street Frontage: 1 per tenant on first floor with street frontage  
Maximum Height (ft.): 20, higher by Plan Commission approval  
Maximum Area (sq. ft.): 25 (each sign) or 1 per linear foot of frontage (each sign), not to exceed 50  
Allowed Illumination: External, backlit, Internal if lettering only

\* We are requesting Plan Commission Approval to maximum sign height of 20'.

The requested signs height will be 59'-10" and noted on A-201.

215 N. Wisconsin Street  
City of De Pere, Brown County

**TOWNEPLACE SUITES<sup>®</sup>**  
BY MARRIOTT

Issue Date:  
04 / 17 / 2025

Revision:

Project Number:  
24019

Sheet Title:  
PERSPECTIVE, SHEET INDEX, PROJECT TEAM, BUILDING DATA

Sheet Number:

**G-100**

## PROJECT TEAM

### PROPERTY OWNER: DE PERE 230 DEVELOPMENT PARTNERS, LLC

1400 FOX RIVER DRIVE  
DE PERE, WI 54115  
PHONE: (920) 277-4739

PROJECT CONTACT: JASON TADYCH  
CELL PHONE: (920) 277-4739  
EMAIL ADDRESS: jason@tip-llc.com

### OWNER: DE PERE HOTEL ASSOCIATES, LLC

801 E 2ND AVENUE - SUITE 200  
CORALVILLE, IA 52241  
PHONE: (309) 499-5102

PROJECT CONTACT: BRUCE KINSETH  
CELL PHONE: (309) 594-6939  
EMAIL ADDRESS: bkinseth@kinseth.com

### GENERAL CONTRACTOR: AMERICAN CONSTRUCTION SERVICES, INC.

3350 S. RIVER ROAD  
WEST BEND, WI 53095  
PHONE: (262) 334-3811  
FAX: (262) 334-4990

PROJECT CONTACT: TODD WEYKER  
CELL PHONE: (414) 303-1862  
EMAIL ADDRESS: todd@teamacs.net

### HOTEL MANAGEMENT: KINSETH HOSPITALITY COMPANIES

808 HWY 18 E  
CLEAR LAKE, IA 50428  
PHONE: (641) 357-4550  
FAX: (641) 357-4459

PROJECT CONTACT: LESLIE B. KINSETH  
CELL PHONE: (641) 210-9063  
EMAIL ADDRESS: lkinseth@kinseth.com

### CIVIL: ROBERT E. LEE & ASSOCIATES, INC.

1250 CENTENNIAL CENTRE BLVD.  
HOBART, WI 54155  
PHONE: (920) 662-9641

PROJECT CONTACT: JARED G. SCHMIDT, P.E., V.P.  
DIRECT PHONE: (920) 662-9641  
EMAIL ADDRESS: jschmidt@releinc.com

### ARCHITECT: AMERICAN ARCHITECTURAL GROUP, INC.

3350 S. RIVER ROAD  
WEST BEND, WI 53095  
PHONE: (262) 334-3811  
FAX: (262) 334-4990

PROJECT CONTACT: SCOTT KINTOPF & ADAM HERTEL  
DIRECT PHONE: (262) 334-3811 x-230 & x231  
EMAIL ADDRESS: scott@teamaag.net  
adam@teamaag.net

### STRUCTURAL: ENNOVATION ENGINEERING SERVICES INC.

PO BOX 148  
ORFORDVILLE, WI 53576  
PHONE: (608) 212-6998

PROJECT CONTACT: KURT D. FREY, P.E.  
DIRECT PHONE: (608) 212-6998  
EMAIL ADDRESS: kfrey@ennovationbuilt.com

GUESTROOM COUNT BREAKDOWN						
Unit Type	1st Floor Total Units (2)	2nd Floor Total Units (22)	3rd Floor Total Units (22)	4th Floor Total Units (22)	5th Floor Total Units (22)	Total Units (90)
One Bedroom King	0	2	2	2	2	8
One Bedroom King Accessible 1 - RIS	0	0	0	0	0	1 - RIS
Studio King	0	7	7	7	7	28
Studio King Accessible	0	0	1 - TUB	0	0	1 - TUB
Studio King Custom	1	0	0	0	0	1
Studio Q/Q	0	9	9	9	9	36
Studio Q/Q Accessible	0	1 - TUB	0	1 - TUB	1 - TUB	3 - TUB
Studio Q/Q Connected	0	2	2	2	2	8
Studio Q/Q Custom	0	1	1	1	1	4

## BUILDING DATA

**OCCUPANCY:** R-1 / TRANSIENT RESIDENTIAL, B / BUSINESS, A-2 / BREAKFAST, DINING & LOUNGE, A-3 / OTHER ASSEMBLY USES

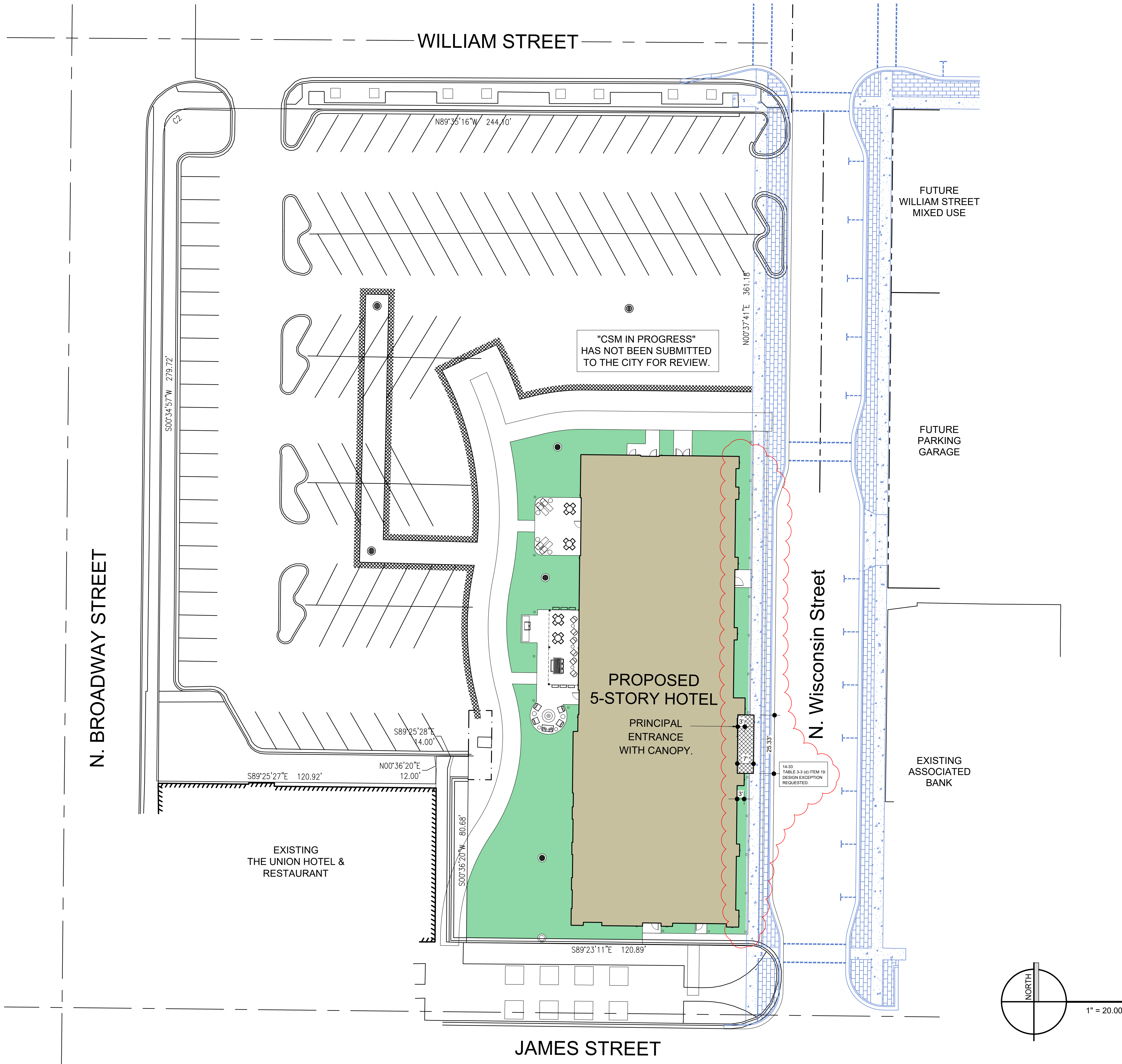
**CLASS OF CONSTRUCTION:** TYPE 1A NONCOMBUSTIBLE PROTECTED:  
1st FLOOR

TYPE VA / WOOD FRAME PROTECTED:  
2nd - 5th FLOORS

**PROJECT AREA:** 1st FLOOR: 14,072 SQ. FT.  
2nd FLOOR: 12,946 SQ. FT.  
3rd FLOOR: 12,946 SQ. FT.  
4th FLOOR: 12,946 SQ. FT.  
5th FLOOR: 12,946 SQ. FT.  
TOTAL: 65,856 SQ. FT.

**BUILDING HEIGHT:** 63'-0"+ ( INCLUDING PARAPETS)

**FIRE PROTECTION SYSTEM:** NFPA13: PROTECTION THROUGHOUT



215 N. Wisconsin Street  
City of De Pere, Brown County

**TOWNEPLACE SUITES®**  
BY MARRIOTT

Issue Date:  
04 / 17 / 2025

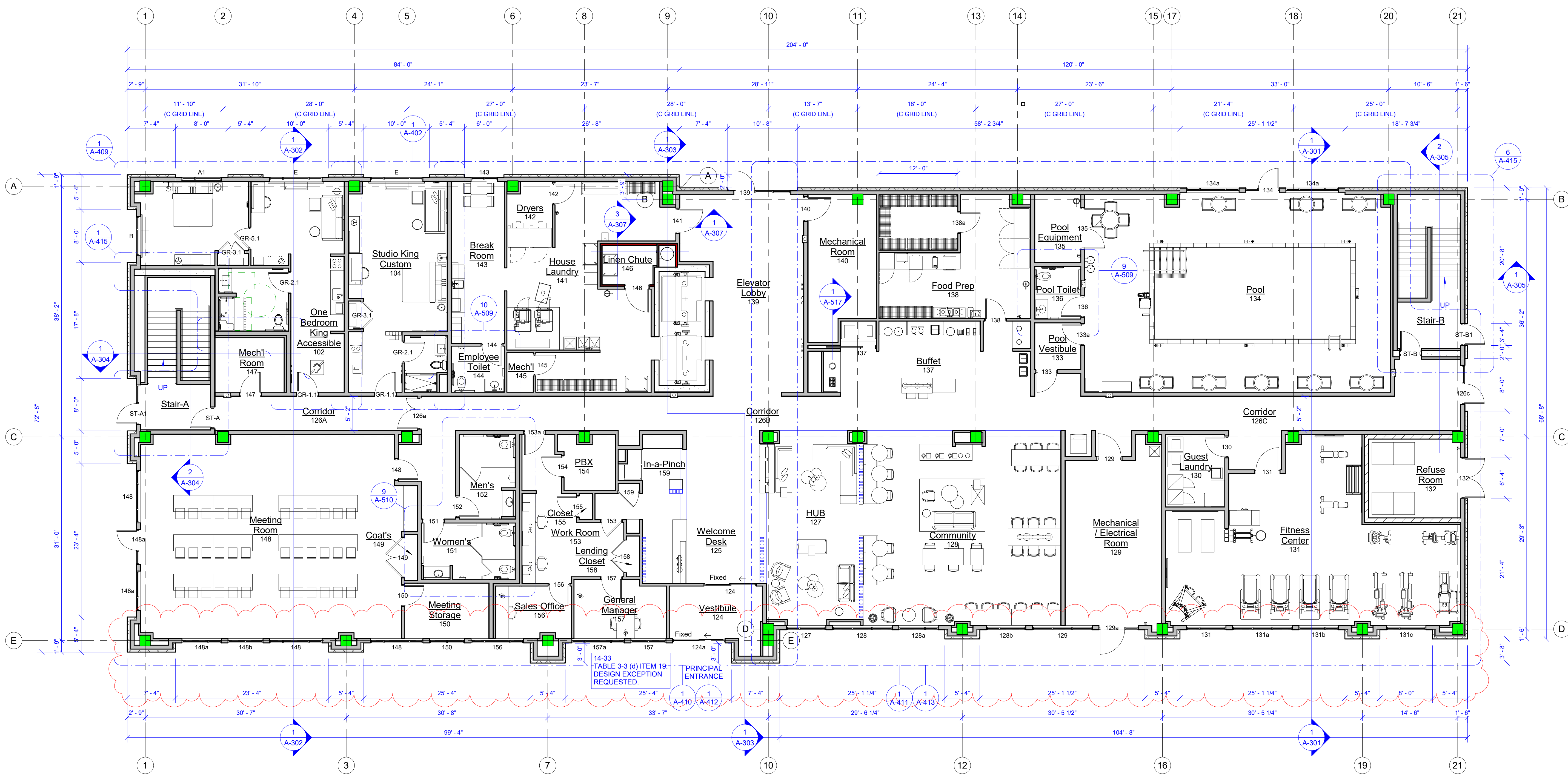
Revision:

Project Number:  
24019

Sheet Title:  
ARCHITECTURAL  
SITE PLAN

Sheet Number:

**A-100**



215 N. Wisconsin Street  
City of De Pere, Brown County

**TOWNEPLACE**  
**SUITES**  
BY MARRIOTT

Issue Date:  
04 / 17 / 2025

Revision:

Project Number:  
24019

Sheet Title:  
1st FLOOR PLAN

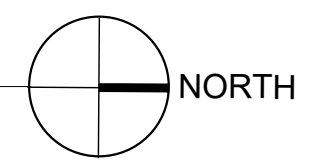
Sheet Number:

14-31(9)(f) REQUIRES PRIMARY TREATMENT TO TURN CORNERS FOR A MINIMUM OF 30'. STOREFRONT BUILDING REGULATIONS #17 - MINIMUM TRANSPARENCY: GROUND-STORY PRIMARY FRONTAGE FACADE 70% MEASURED BETWEEN 2'-8" ABOVE SIDEWALK. SOUTH SIDE OF BUILDING -- CORNER TO WEST SIDE OF DOOR ST-A1 = 41.67' x 70% = 29.17' TRANSPARENCY LENGTH 31.33' (75.19%) OK

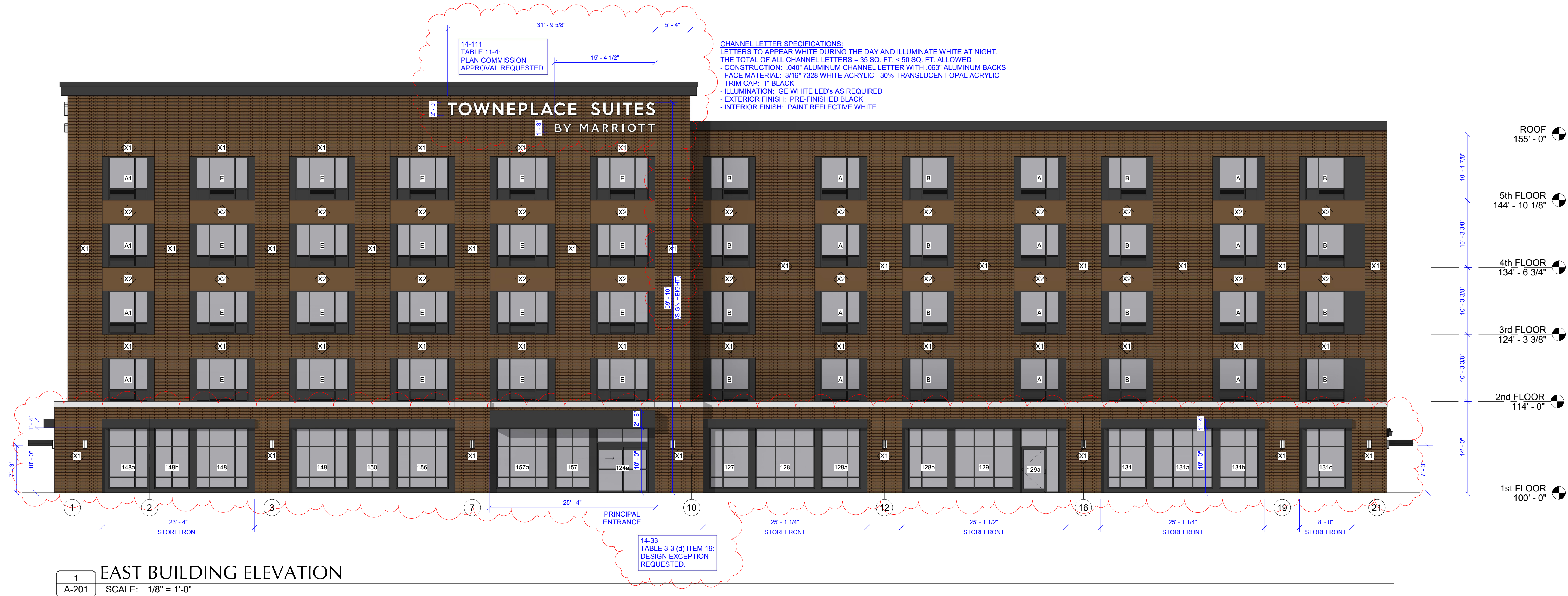
TABLE 3-3 STOREFRONT BUILDING REGULATIONS #17 - MINIMUM TRANSPARENCY: GROUND-STORY PRIMARY FRONTAGE FACADE 70% MEASURED BETWEEN 2'-8" ABOVE SIDEWALK. EAST SIDE OF BUILDING LENGTH 204' x 70% = 142.8' TRANSPARENCY LENGTH 157.33' (77.12%) OK

**NOTE:**  
PROVIDE 1 HOUR INTUMESCENT PAINT TO ALL SIDES OF INTERIOR STEEL BEAMS & COLUMNS FOR THEIR FULL LENGTH, INCLUDING CONNECTIONS TO OTHER STRUCTURAL MEMBERS.

1 1st FLOOR PLAN  
A-101 SCALE: 1/8" = 1'-0"



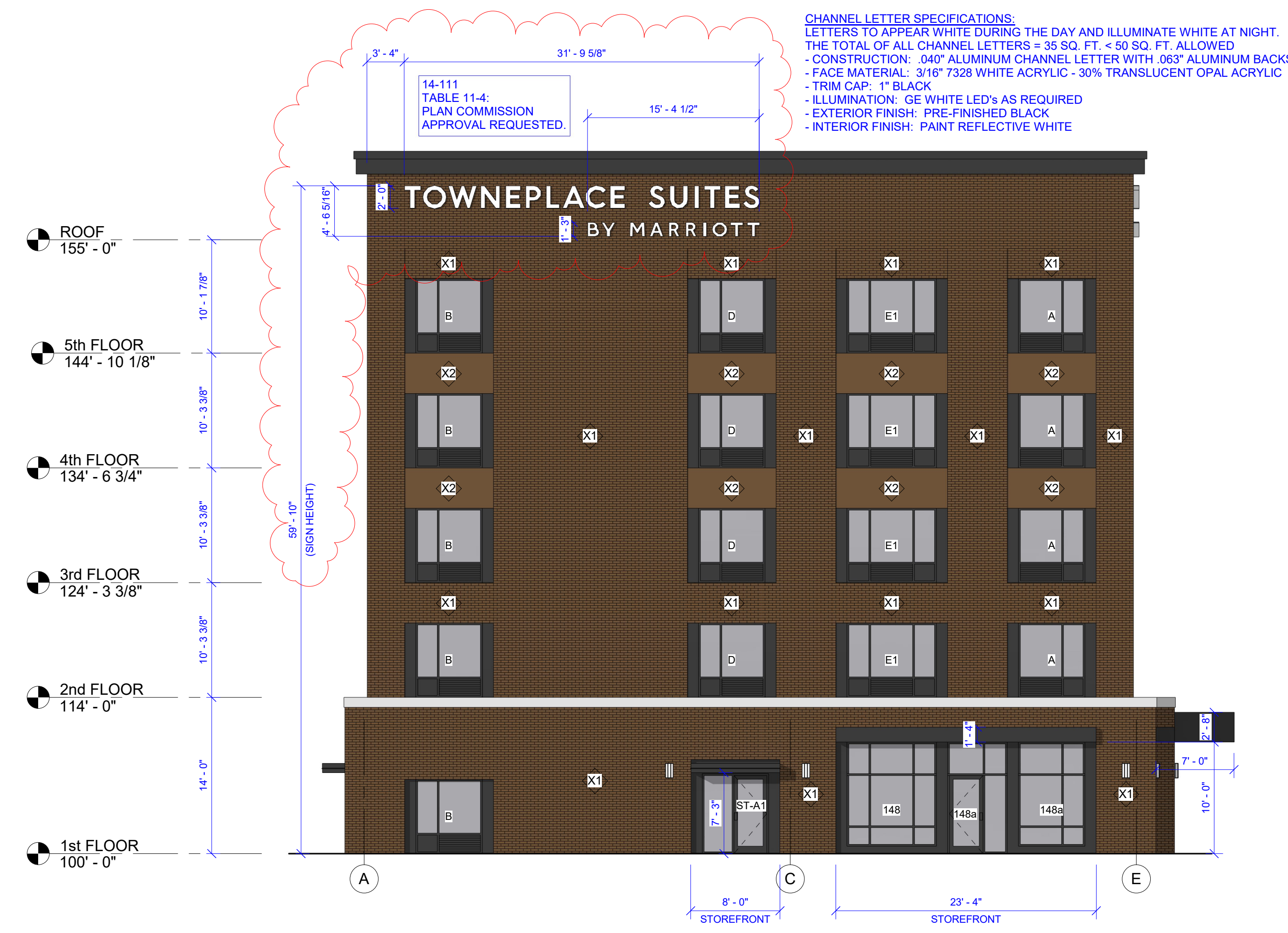
A-101



**1 EAST BUILDING ELEVATION**  
A-201 SCALE: 1/8" = 1'-0"

**NOTES**

- DOORS: ST-B1 & 132  
INSULATED HOLLOW METAL DOOR AND FRAME: (COLOR: MATCH BRICK)
- WINDOWS: A, A1, B, C, D, E, E1 & 143 "QUAKER WINDOWS"  
ALUMINUM w/GRILLS / BRONZE ANODIZED FINISH / 1" LOW-E INSULATED
- ALL OTHER DOORS AND WINDOWS: "STOREFRONT"  
ALUMINUM / BRONZE ANODIZED FINISH / 1" LOW-E INSULATED
- UPPER FACADE/CAP:  
PREFINISHED SHEET METAL COPING OVER "STUCCO" CORNICE (COLOR: BRONZE)
- LOWER FACADE:  
PREFINISHED SHEET METAL COPING OVER 12" HIGH CAST-STONE (COLOR: WHITE)
- CANOPIES: PREFINISHED METAL (COLOR: BRONZE)
- WEST PATIO: STEEL COLUMNS AND PERGOLA (COLOR: BRONZE)
- X1:  
"INTERSTATE BRICK" - 3 5/8" THICK x 2 1/4" TALL x 7 5/8" LONG (COLOR: MOCHA)
- X2:  
"STUCCO" - (COLOR: MOCHA)
- X3:  
"STUCCO" - (COLOR: BRONZE) - ON BOTH SIDES OF ALL "QUAKER WINDOWS"



**2 SOUTH BUILDING ELEVATION**  
A-201 SCALE: 1/8" = 1'-0"

215 N. Wisconsin Street  
City of De Pere, Brown County

**TOWNEPLACE SUITES<sup>®</sup>**  
BY MARRIOTT

Issue Date:  
04 / 17 / 2025

Revision:

Project Number:  
24019

Sheet Title:  
EXTERIOR ELEVATIONS  
(EAST & SOUTH)

Sheet Number:

**A-201**



**Request for Plan Commission Action**

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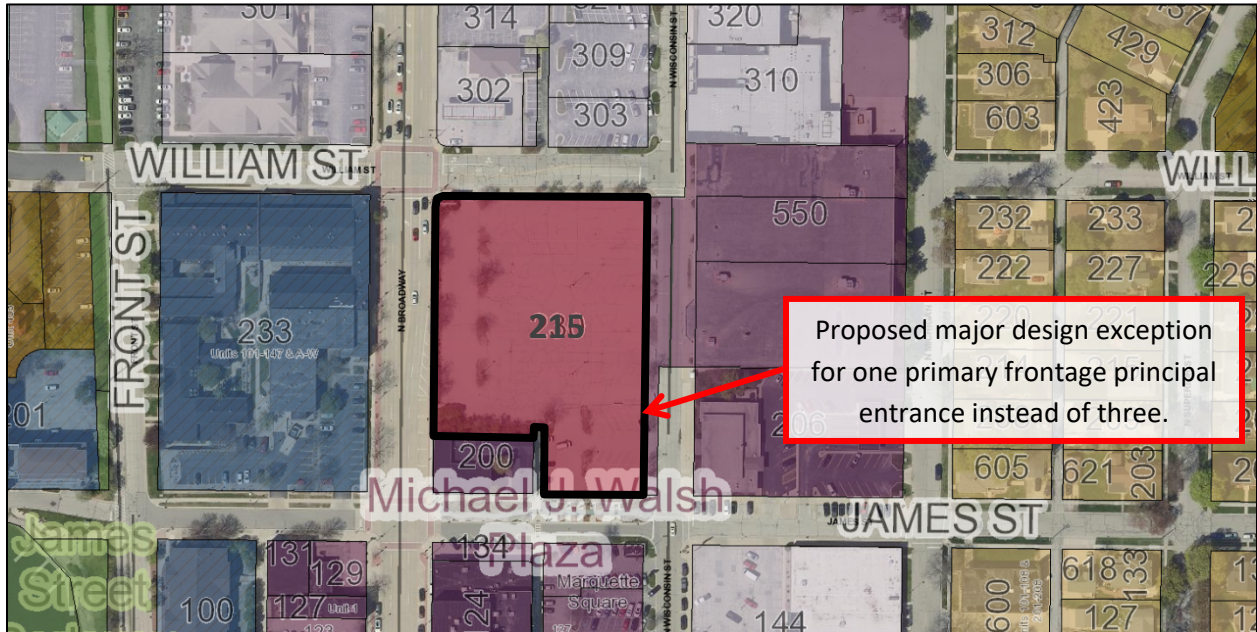
**MEETING DATE:** April 28, 2025  
**DEPARTMENT:** Development Services  
**FROM:** Peter Schlein, City Planner/Zoning Administrator  
**SUBJECT:** Consideration and possible action on a major design exception from Zoning Ordinance Section 114-33(3)(d) Table 3-3, related to minimum primary frontage principal entrances at 215 N Broadway ST (Parcel ED-861).  
**RECOMMENDED ACTION:** Staff does not make a recommendation for major design exceptions.

---

**ATTACHMENTS:**  
PC Report - Major Design Exception, UPDATED PLANS\_2025-04-17

**ITEM 6:** Consideration and possible action on a major design exception from Zoning Ordinance Section 114-33(3)(d) Table 3-3, related to minimum primary frontage principal entrances at 215 N Broadway ST (Parcel ED-861).

**SITE MAP**



**REQUESTED ACTION:** Major Design Exception.

*Zoning Ordinance 14-33(3)(d) Table 3-3 [Façade & Cap Requirements] requires 1 principal entrance per 60 feet of façade on Wisconsin St, for a total of three entrances. The request is to allow one primary entrance for a proposed hotel instead of three primary entrances.*

**COMMON DESCRIPTION:** 215 N Broadway ST, northwest from the N Wisconsin ST and James ST intersection.

**ZONING:** MX1 (Downtown Mixed-Use District).

**SURROUNDING LAND USES:** Developed and Developing mixed uses (MX1, MX2, MX3) to the north, south, east, and west.

**COMPREHENSIVE PLAN:** Transportation and Utilities (adjacent to Commercial).

<b>APPLICANT/OWNER:</b>	<u>Authorized Representative</u>	<u>Property Owner</u>
	Adam Hertel	De Pere 230 Development Partners LLC
	American Architecture Group	ATTN: Jason Tadych
	3350 S River RD	1400 Fox River DR
	West Bend, WI 53095-7884	De Pere. WI 54115

**LAND USE HISTORY:** The site was formerly the parking lot for a retail use building that was demolished in 2024.

**STAFF REVIEW:**

**Recent Site Plans**

On December 18, 2024, a concept site plan was submitted to staff for a new five-story building (hotel) at 215 N Wisconsin ST.

On January 6, 2025, Plan Commission approved a design exception to allow building step-backs for the fourth and fifth floors to be reduced from 10-feet to five-feet.

On March 18, 2025, a revised site plan was submitted to staff for a new five-story building (hotel) at 215 N Wisconsin ST.

On April 28, 2025, Plan Commission will review a design exception request for minimum primary frontage principal entrances, and a request for the height of wall signs.

**Major Design Exception Request: Minimum primary frontage principal entrances is reduced from three to one on N Wisconsin ST.**

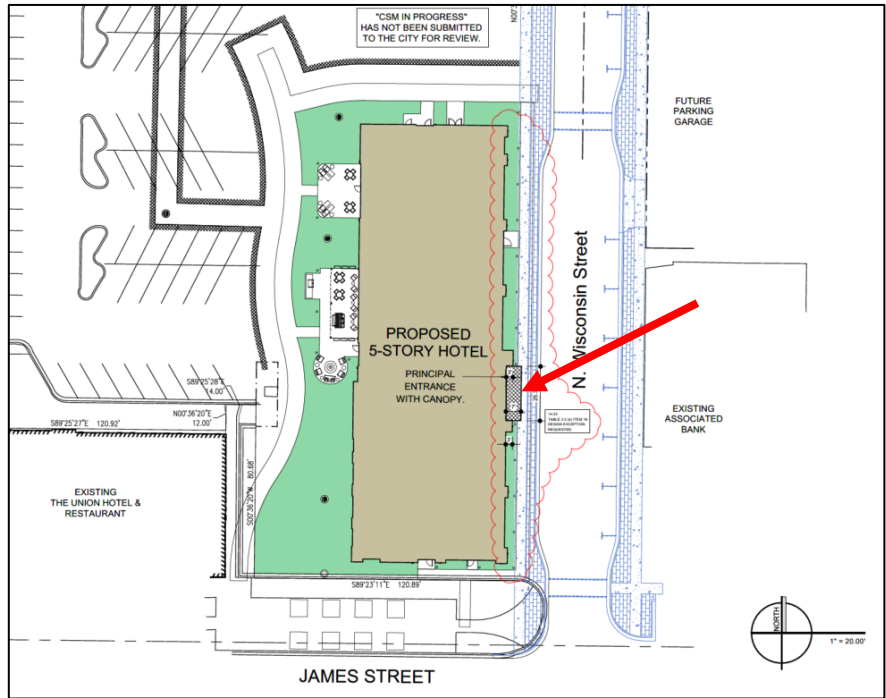
The east façade of the proposed 104-foot 8-inch long building is on N Wisconsin ST, a primary frontage. The façade is required to have at least 3 primary entrances.

The purpose for the primary frontage entrance requirement is to encourage active development on the downtown streets with entrances for multiple tenants/owners that encourage pedestrian activity. The requirement discourages large monolithic designs with bland or nondescriptive facades.

- The design of the east façade of the building is prohibited, per Zoning Ordinances 14-33(3)(d) Table 3-3 [Façade & Cap Requirements] because the N Wisconsin ST facing façade does not have at least three primary entrances.

The proposed building is a hotel that, for security reasons, has one principal entrance. To eliminate a monolithic feel, the first floor of the building has been designed with pedestrian scale features including a significant amount of glass with brick columns, canopies over windows, and a larger seven-foot canopy over the primary entry to accent the door to easily identify the entry for the building.

If additional doors were added, if the building remained unchanged, adding two doors would provide direct access into a meeting room and into a fitness center.



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**Requirement for Plan Commission Review**

Plan Commission review is required for variations to minimum primary frontage principal entrance requirements. The request is considered a major design exception for relief from strict compliance with the regulations of Article III (Mixed-Use Districts).

To assist the Plan Commission review, the developer submitted a concept site plan, with a project background and exception summary description (attached) to address the Zoning Ordinance Section 14-125 "Intent" and the "burden of Proof or Persuasion" requirements of major design exceptions. The text is small in the document, so staff included the narrative from the applicant below in italics.

**Project Background (from applicant)**

*The former Shopko site in downtown De Pere, Wisconsin, is set to undergo a significant transformation with a planned multifamily and mixed-use development. Since Shopko's closure in 2019, the site has remained vacant, impacting local businesses that once benefited from the foot traffic generated by the retailer. In 2023, a De Pere based group acquired the property with intentions to demolish the existing 60,000 square foot building and replace it with a vibrant mixed-use development.*

*The proposed hotel project subject of consideration herein stands as a cornerstone to the initial phase of several planned efforts to address the vacancy resulting from Shopko's closure. Demolition of the existing building has been completed, contracts for the public parking ramp have been awarded, and design work is underway for the new William Street extension. However, the hotel project has recently encountered challenges that threaten its viability, prompting the project team to seek design exceptions from the plan commission. These exceptions aim to make the project viable while still respecting the intent of the zoning ordinance without adhering strictly to its every provision.*

*The City of De Pere has clearly articulated a desire to densify its downtown area and increase foot traffic, as outlined in its Downtown Master Plan. The plan underscores the importance of residential development to revitalize downtown, support a mix of retail uses, and create a vibrant atmosphere. By aligning with these objectives, and with some grace on zoning requirements, the proposed hotel on the former Shopko site will significantly contribute to the city's vision, and stimulating economic activity. Thank you for your consideration of these design exception.*

**Design Exception Requested (from applicant)**

*14-33 Storefront Buildings*

*Table 3-3 -- Storefront Building Regulations*

*(d) Facade & Cap Requirements*

*Item 19: Minimum Primary Frontage Principal Entrances for MX1 District Requires Principal entrance 1 per every 60 feet of facade.*

*\* We are requesting an exception to having a principal entrance 1 per every 60 feet of facade.*

*We have one principal entrance on the East side of the building. It will be recessed 36" and have a 25'-4" wide x 7'-0" deep x 32" high prefinished*

---

metal canopy. From the further most point of the canopy to the entryway it is 100". This design will emphasize and draw attention to the entryway. The building does have additional entrances. There will be one on the South, North and West sides of the building. They will each have a 48" deep x 15" high prefinished metal canopy.

**Criteria for Review**

The Plan Commission's decision to approve or deny a request for a major design exception must be based on a determination of whether:

1. The requested design exception is consistent with the general intent statement of 14-125(2);
  - a. Intent statement: The design exception provisions of this section are intended to authorize the granting of relief from strict compliance with the regulations when specific site features or characteristics of the subject property, including the presence of existing buildings, creates conditions that make strict compliance with applicable regulations impractical or undesirable. The exception provisions are also intended to recognize that alternative design solutions may result in equal or better implementation of the regulation's intended purpose and consistency with the comprehensive plan.
2. The requested design exception is consistent with the comprehensive plan and any adopted area plan; and
3. The requested design exception will not result in any adverse impacts on other properties in the area beyond those impacts ordinarily expected through implementation of the regulation.

**REVIEW PROCESS:**

Staff does not make a recommendation for major design exceptions. Plan Commission reviews the petition and then makes a final decision of approval or denial.

Note: The Plan Commission may approve, approve with modifications, or deny the request. Any design exception approvals will be incorporated into the site plan review process that is facilitated by staff.



SHEET INDEX		
SHEET	DESCRIPTION	PLAN COMMISSION SUBMITTAL
<b>GENERAL</b>		
G-100	PERSPECTIVE, SHEET INDEX, PROJECT TEAM, BUILDING DATA	04 / 17 / 2025
<b>ARCHITECTURAL</b>		
A-100	ARCHITECTURAL SITE PLAN	04 / 17 / 2025
A-101	1st FLOOR PLAN	04 / 17 / 2025
A-201	EXTERIOR ELEVATIONS (EAST & SOUTH)	04 / 17 / 2025

**AMERICAN ARCHITECTURAL GROUP, INC.**



3350 SOUTH RIVER ROAD  
WEST BEND, WI 53095-7884  
(262) 334-3811 F:(262) 334-4990

**AMERICAN CONSTRUCTION SERVICES, INC.**



3350 SOUTH RIVER ROAD  
WEST BEND, WI 53095-7884  
(262) 334-3811 F:(262) 334-4990

## PROJECT BACKGROUND

The former Shopko site in downtown De Pere, Wisconsin, is set to undergo a significant transformation with a planned multifamily and mixed-use development. Since Shopko's closure in 2019, the site has remained vacant, impacting local businesses that once benefited from the foot traffic generated by the retailer. In 2023, a De Pere based group acquired the property with intentions to demolish the existing 60,000 square foot building and replace it with a vibrant mixed-use development.

The proposed hotel project subject of consideration herein stands as a cornerstone to the initial phase of several planned efforts to address the vacancy resulting from Shopko's closure. Demolition of the existing building has been completed, contracts for the public parking ramp have been awarded, and design work is underway for the new William Street extension. However, the hotel project has recently encountered challenges that threaten its viability, prompting the project team to seek design exceptions from the plan commission. These exceptions aim to make the project viable while still respecting the intent of the zoning ordinance without adhering strictly to its every provision.

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## DESIGN EXCEPTION REQUESTED

14-33 Storefront Buildings  
Table 3-3 -- Storefront Building Regulations  
(d) Facade & Canopy Requirements  
Item 19: Minimum Primary Frontage Principal Entrances for MX1 District Requires  
Principal entrance 1 per every 60 feet of facade.

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We have one principal entrance on the East side of the building. It will be recessed 36" and have a 25'-4" wide x 7'-0" deep x 32" high prefinished metal canopy. From the further most point of the canopy to the entryway it is 100". This design will emphasize and draw attention to the entryway. The building does have additional entrances. There will be one on the South, North and West sides of the building. They will each have a 48" deep x 15" high prefinished metal canopy.

## PLAN COMMISSION APPROVAL REQUESTED

14-111 Permanent Signs  
Table 11-4 -- Sign Regulations: Mixed-Use Districts  
Maximum Number Per Street Frontage: 1 per tenant on first floor with street frontage  
Maximum Height (ft.): 20, higher by Plan Commission approval  
Maximum Area (sq. ft.): 25 (each sign) or 1 per linear foot of frontage (each sign), not to exceed 50  
Allowed Illumination: External, backlit, Internal if lettering only

\* We are requesting Plan Commission Approval to maximum sign height of 20'.

The requested signs height will be 59'-10" and noted on A-201.

215 N. Wisconsin Street  
City of De Pere, Brown County

**TOWNEPLACE SUITES<sup>®</sup>**  
BY MARRIOTT

Issue Date:  
04 / 17 / 2025

Revision:

Project Number:  
24019

Sheet Title:  
PERSPECTIVE, SHEET INDEX, PROJECT TEAM, BUILDING DATA

Sheet Number:

**G-100**

## PROJECT TEAM

### PROPERTY OWNER: DE PERE 230 DEVELOPMENT PARTNERS, LLC

1400 FOX RIVER DRIVE  
DE PERE, WI 54115  
PHONE: (920) 277-4739

PROJECT CONTACT: JASON TADYCH  
CELL PHONE: (920) 277-4739  
EMAIL ADDRESS: jason@tip-llc.com

### OWNER: DE PERE HOTEL ASSOCIATES, LLC

801 E 2ND AVENUE - SUITE 200  
CORALVILLE, IA 52241  
PHONE: (309) 499-5102

PROJECT CONTACT: BRUCE KINSETH  
CELL PHONE: (309) 594-6939  
EMAIL ADDRESS: bkinseth@kinseth.com

### GENERAL CONTRACTOR: AMERICAN CONSTRUCTION SERVICES, INC.

3350 S. RIVER ROAD  
WEST BEND, WI 53095  
PHONE: (262) 334-3811  
FAX: (262) 334-4990

PROJECT CONTACT: TODD WEYKER  
CELL PHONE: (414) 303-1862  
EMAIL ADDRESS: todd@teamacs.net

### HOTEL MANAGEMENT: KINSETH HOSPITALITY COMPANIES

808 HWY 18 E  
CLEAR LAKE, IA 50428  
PHONE: (641) 357-4550  
FAX: (641) 357-4459

PROJECT CONTACT: LESLIE B. KINSETH  
CELL PHONE: (641) 210-9063  
EMAIL ADDRESS: lkinseth@kinseth.com

### CIVIL: ROBERT E. LEE & ASSOCIATES, INC.

1250 CENTENNIAL CENTRE BLVD.  
HOBART, WI 54155  
PHONE: (920) 662-9641

PROJECT CONTACT: JARED G. SCHMIDT, P.E., V.P.  
DIRECT PHONE: (920) 662-9641  
EMAIL ADDRESS: jschmidt@releinc.com

### ARCHITECT: AMERICAN ARCHITECTURAL GROUP, INC.

3350 S. RIVER ROAD  
WEST BEND, WI 53095  
PHONE: (262) 334-3811  
FAX: (262) 334-4990

PROJECT CONTACT: SCOTT KINTOPF & ADAM HERTEL  
DIRECT PHONE: (262) 334-3811 x-230 & x231  
EMAIL ADDRESS: scott@teamaag.net  
adam@teamaag.net

### STRUCTURAL: ENNOVATION ENGINEERING SERVICES INC.

PO BOX 148  
ORFORDVILLE, WI 53576  
PHONE: (608) 212-6998

PROJECT CONTACT: KURT D. FREY, P.E.  
DIRECT PHONE: (608) 212-6998  
EMAIL ADDRESS: kfrey@ennovationbuilt.com

GUESTROOM COUNT BREAKDOWN						
Unit Type	1st Floor Total Units (2)	2nd Floor Total Units (22)	3rd Floor Total Units (22)	4th Floor Total Units (22)	5th Floor Total Units (22)	Total Units (90)
One Bedroom King	0	2	2	2	2	8
One Bedroom King Accessible 1 - RIS	0	0	0	0	0	1 - RIS
Studio King	0	7	7	7	7	28
Studio King Accessible	0	0	1 - TUB	0	0	1 - TUB
Studio King Custom	1	0	0	0	0	1
Studio Q/Q	0	9	9	9	9	36
Studio Q/Q Accessible	0	1 - TUB	0	1 - TUB	1 - TUB	3 - TUB
Studio Q/Q Connected	0	2	2	2	2	8
Studio Q/Q Custom	0	1	1	1	1	4

## BUILDING DATA

**OCCUPANCY:** R-1 / TRANSIENT RESIDENTIAL, B / BUSINESS, A-2 / BREAKFAST, DINING & LOUNGE, A-3 / OTHER ASSEMBLY USES

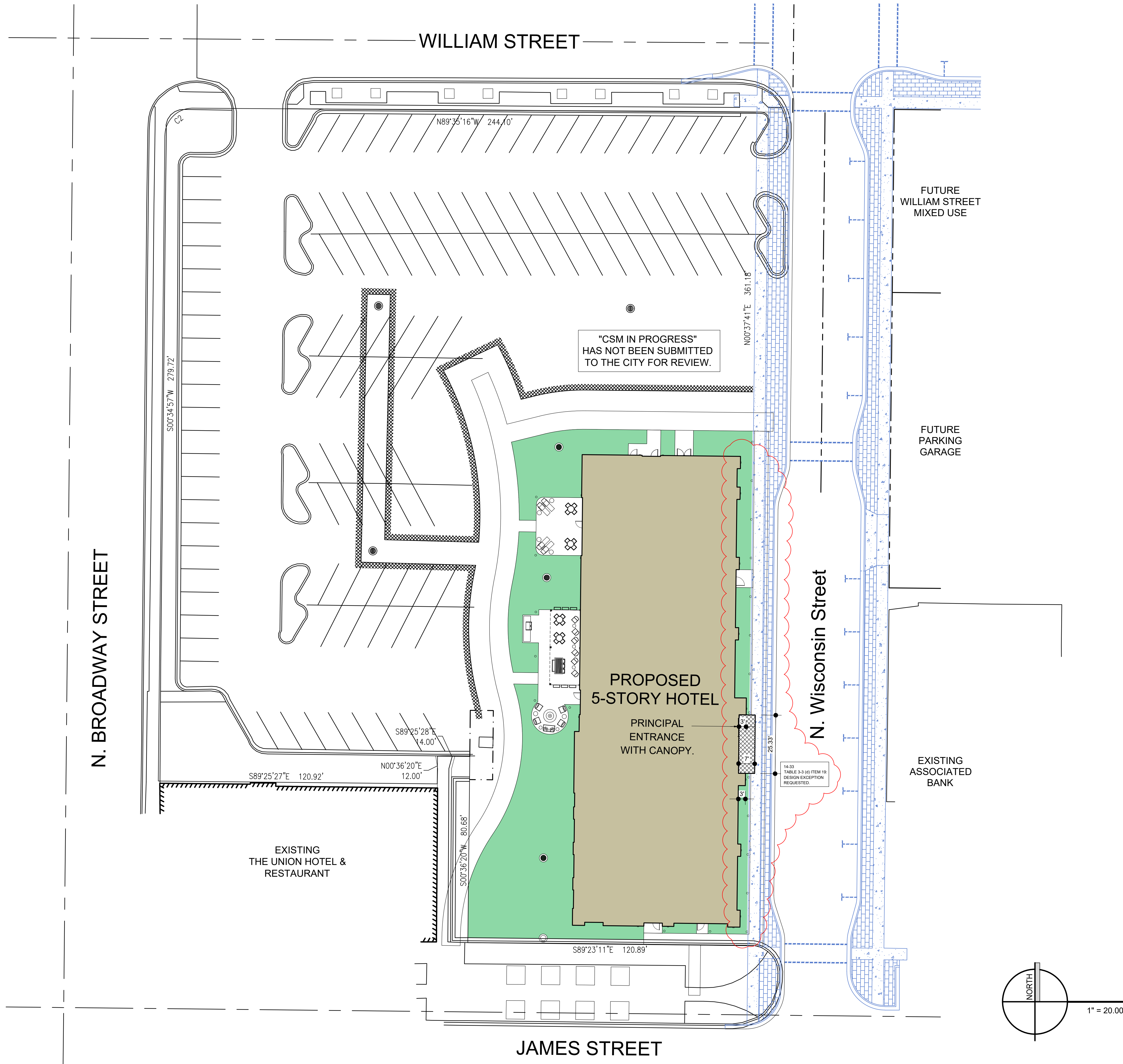
**CLASS OF CONSTRUCTION:** TYPE 1A NONCOMBUSTIBLE PROTECTED: 1st FLOOR

TYPE VA / WOOD FRAME PROTECTED: 2nd - 5th FLOORS

**PROJECT AREA:** 1st FLOOR: 14,072 SQ. FT.  
2nd FLOOR: 12,946 SQ. FT.  
3rd FLOOR: 12,946 SQ. FT.  
4th FLOOR: 12,946 SQ. FT.  
5th FLOOR: 12,946 SQ. FT.  
TOTAL: 65,856 SQ. FT.

**BUILDING HEIGHT:** 63'-0"+ ( INCLUDING PARAPETS)

**FIRE PROTECTION SYSTEM:** NFPA13: PROTECTION THROUGHOUT



215 N. Wisconsin Street  
City of De Pere, Brown County

**TOWNEPLACE SUITES<sup>®</sup>**  
BY MARRIOTT

Issue Date:  
04 / 17 / 2025

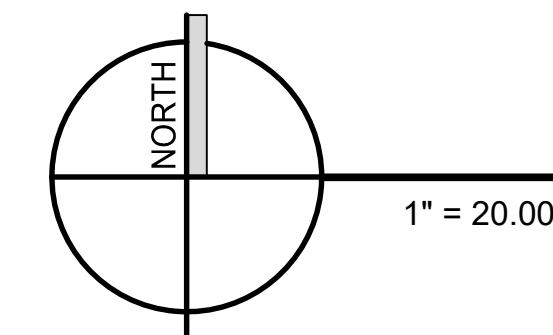
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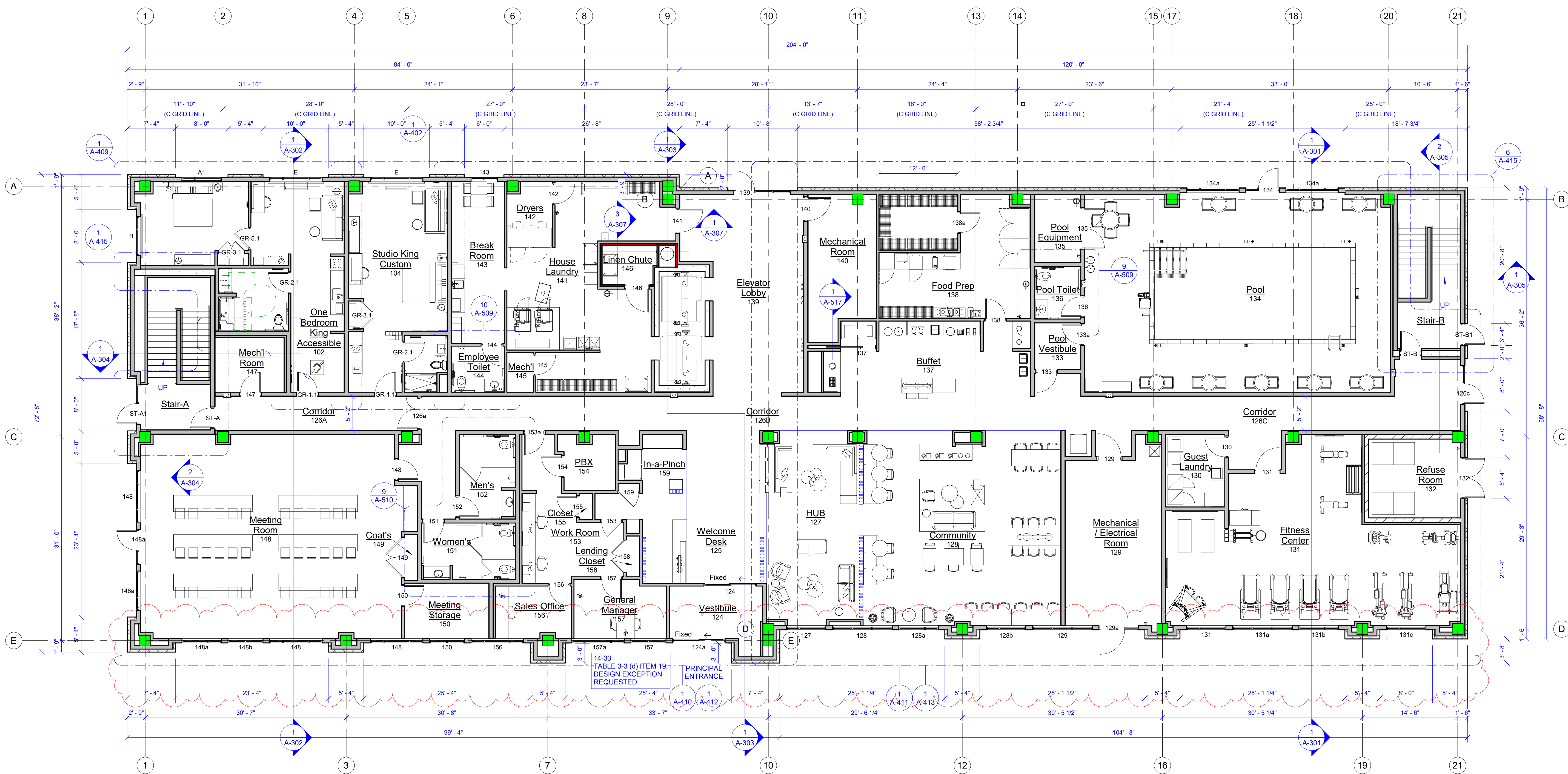
Project Number:  
24019

Sheet Title:  
ARCHITECTURAL  
SITE PLAN

Sheet Number:

**A-100**





14-33 TABLE 3-3 (d) ITEM 19 DESIGN EXCEPTION REQUESTED.  
PRINCIPAL ENTRANCE

14-31(9)(f) REQUIRES PRIMARY TREATMENT TO TURN CORNERS FOR A MINIMUM OF 30'. STOREFRONT BUILDING REGULATIONS #17 - MINIMUM TRANSPARENCY: GROUND-STORY PRIMARY FRONTAGE FACADE 70% MEASURED BETWEEN 2'-8" ABOVE SIDEWALK. SOUTH SIDE OF BUILDING -- CORNER TO WEST SIDE OF DOOR ST-A1 = 41.67' x 70% = 29.17' TRANSPARENCY LENGTH 31.33' (75.19%) OK

TABLE 3-3 STOREFRONT BUILDING REGULATIONS #17 - MINIMUM TRANSPARENCY: GROUND-STORY PRIMARY FRONTAGE FACADE 70% MEASURED BETWEEN 2'-8" ABOVE SIDEWALK. EAST SIDE OF BUILDING LENGTH 204' x 70% = 142.8' TRANSPARENCY LENGTH 157.33' (77.12%) OK

**NOTE:**  
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**1st FLOOR PLAN**  
SCALE: 1/8" = 1'-0"



215 N. Wisconsin Street  
City of De Pere, Brown County

**TOWNEPLACE SUITES**  
BY MARRIOTT

Issue Date:  
04 / 17 / 2025

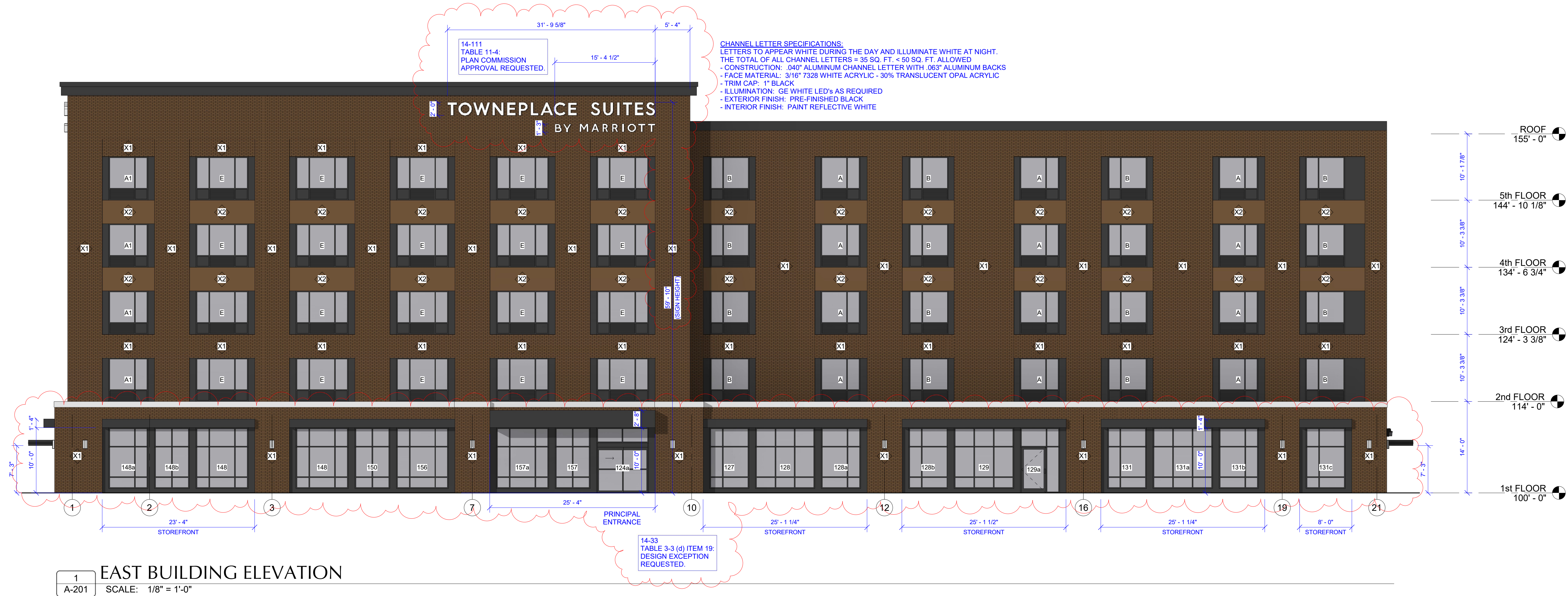
Revision:

Project Number:  
24019

Sheet Title:  
1st FLOOR PLAN

Sheet Number:

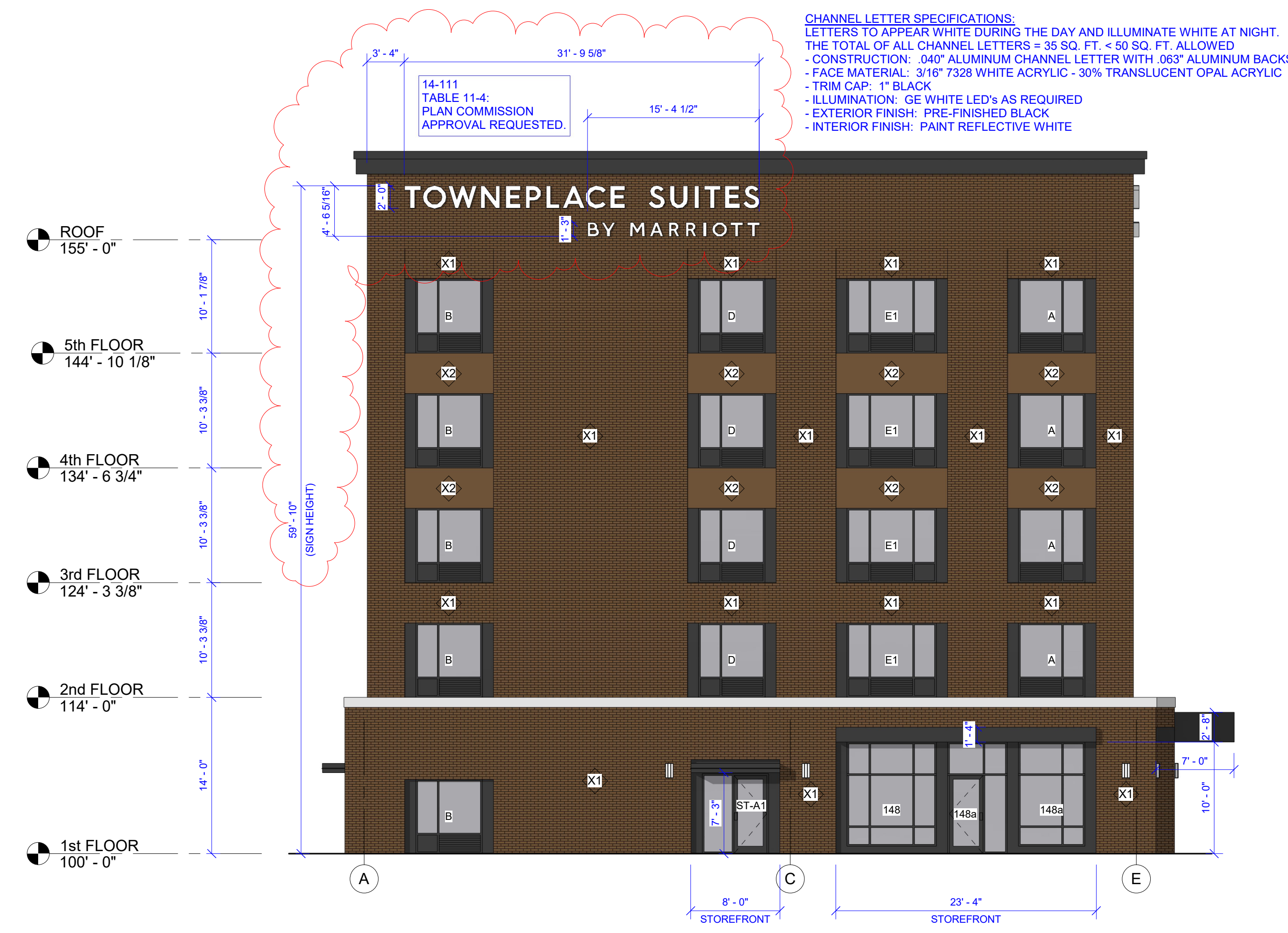
**A-101**



**1 EAST BUILDING ELEVATION**  
A-201 SCALE: 1/8" = 1'-0"

**NOTES**

- DOORS: ST-B1 & 132  
INSULATED HOLLOW METAL DOOR AND FRAME: (COLOR: MATCH BRICK)
- WINDOWS: A, A1, B, C, D, E, E1 & 143 "QUAKER WINDOWS"  
ALUMINUM w/GRILLS / BRONZE ANODIZED FINISH / 1" LOW-E INSULATED
- ALL OTHER DOORS AND WINDOWS: "STOREFRONT"  
ALUMINUM / BRONZE ANODIZED FINISH / 1" LOW-E INSULATED
- UPPER FACADE/CAP:  
PREFINISHED SHEET METAL COPING OVER "STUCCO" CORNICE (COLOR: BRONZE)
- LOWER FACADE:  
PREFINISHED SHEET METAL COPING OVER 12" HIGH CAST-STONE (COLOR: WHITE)
- CANOPIES: PREFINISHED METAL (COLOR: BRONZE)
- WEST PATIO: STEEL COLUMNS AND PERGOLA (COLOR: BRONZE)
- X1:  
"INTERSTATE BRICK" - 3 5/8" THICK x 2 1/4" TALL x 7 5/8" LONG (COLOR: MOCHA)
- X2:  
"STUCCO" - (COLOR: MOCHA)
- X3:  
"STUCCO" - (COLOR: BRONZE) - ON BOTH SIDES OF ALL "QUAKER WINDOWS"



**2 SOUTH BUILDING ELEVATION**  
A-201 SCALE: 1/8" = 1'-0"

215 N. Wisconsin Street  
City of De Pere, Brown County

**TOWNEPLACE SUITES<sup>®</sup>**  
BY MARRIOTT

Issue Date:  
04 / 17 / 2025

Revision:

Project Number:  
24019

Sheet Title:  
EXTERIOR ELEVATIONS  
(EAST & SOUTH)

Sheet Number:

**A-201**



**Request for Plan Commission Action**

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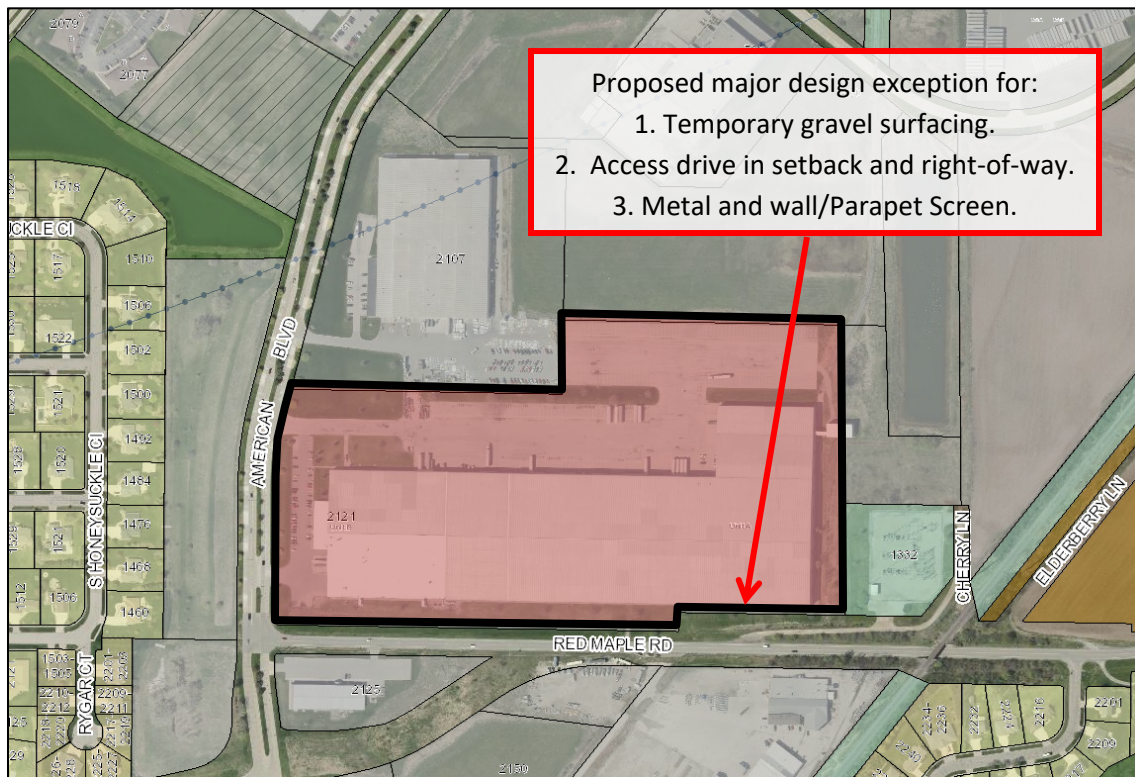
**MEETING DATE:** April 28, 2025  
**DEPARTMENT:** Development Services  
**FROM:** Peter Schlein, City Planner/Zoning Administrator  
**SUBJECT:** Consideration and possible action on a major design exception from Zoning Ordinance Sections 14-86(7) related to surfacing, 14-88(2)(b) related to setbacks, and 14-89(2)(d) and (e) related to trucking and transportation terminal screening requirements, until the construction of part of the southern bypass (a.k.a. GV-15) is complete at 2121 American BL (Parcel WD-D0074-1).  
**RECOMMENDED ACTION:** Staff does not make a recommendation for major design exceptions.

---

**ATTACHMENTS:**  
PC Report - Major Design Exception, SE Warehouse Access Drive 25 03 10 - design exception, Design Exceptions

**ITEM 7:** Consideration and possible action on a major design exception from Zoning Ordinance Sections 14-86(7) related to surfacing, 14-88(2)(b) related to setbacks, and 14-89(2)(d) and (e) related to trucking and transportation terminal screening requirements, until the construction of part of the southern bypass (a.k.a. GV-15) is complete at 2121 American BL (Parcel WD-D0074-1).

**SITE MAP**



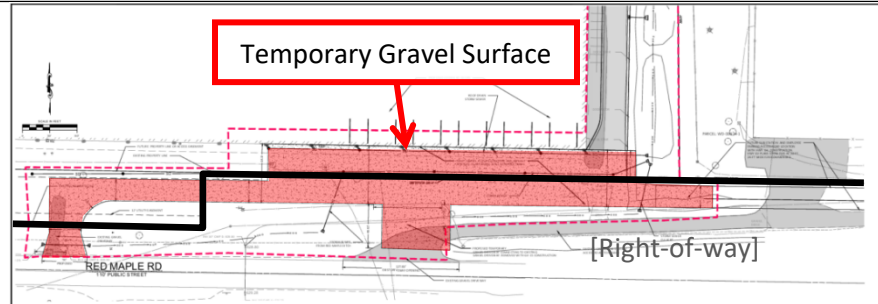
**REQUESTED ACTION:**

Two Major Design Exceptions.

1. Zoning Ordinance 14-86(7) requires all off-street parking areas and access drives to be surfaced and maintained with concrete pavement, permeable pavers, porous concrete, or other hard, dust free surface approved by the Director of Public Works. The request is to allow a gravel drive with two connections to Red Maple RD while the southern bypass is under construction.
2. Zoning Ordinance 14-89(2)(b) prohibits access drives within setbacks except for access drives that connect directly to a right-of-way. The request is to allow an access drive within the street side setback that straddles the property line and is partially within the right-of-way.
3. Zoning Ordinance 14-89(2)(d) and (e) requires street trees along street frontages and six-foot-tall screening. The request is to allow a 6-foot metal panel screen next to a retaining wall and a four-foot screen on top of the retaining wall to be added after the southern bypass is completed.

---

<b>COMMON DESCRIPTION:</b>	2121 American BL, northeast from the American BL and Red Maple DR intersection.	
<b>ZONING:</b>	BP-2 (Business Park 2 District).	
<b>SURROUNDING LAND USES:</b>	Developed and Developing Business Park to the north, south, northeast, and west. Utilities (PI-1) to the east	
<b>COMPREHENSIVE PLAN:</b>	Business Park.	
<b>APPLICANT/OWNER:</b>	<u>Authorized Representative</u> Steve Kolar, PE, Senior Engineer Payne & Dolan W6380 Design DR Greenville, WI 54942	<u>Property Owner</u> Real World Investments LLC, ETAL 111 S Elgin AV Tulsa, OK 74142
<b>LAND USE HISTORY:</b>	The site was developed as a warehouse in the 1990's.	
<b>STAFF REVIEW:</b>	<p><b><u>Recent Site Plans</u></b></p> <p>On March 15, 2022 and November 6, 2023, site plans were submitted for mechanical equipment and screening on the south side of the building.</p> <p>On June 5, 2024, a site plan was submitted for a parking and loading area on the north side of the building.</p> <p>On March 11, 2025, a site plan was submitted for an access drive on the east and south sides of the building. The two design exception requests relate to this site plan.</p> <p><b><u>Major Design Exception Request #1: Access drive and loading area surfacing that are surfaced with temporary gravel instead of a hard surface on private property and in the right-of-way until the construction of part of the southern bypass (GV-15) is completed.</u></b></p> <p>The site plan includes a paved access drive and loading area that loops around the east and south sides of the existing warehouse building, the access drive and loading area connect to American BL to the west, between 2121 American BL and 2125 American BL. Until part of the southern bypass (GV-15) is complete, the access drive and loading area are proposed to temporarily connect to Red Maple RD to the south in two locations. Due to construction of the southern bypass (GV-15), which includes a retaining wall, the design exception request is for the access drive and loading area to temporarily be made of gravel.</p> <ul style="list-style-type: none"><li>• The use of gravel surfacing is prohibited, per Zoning Ordinance 14-86(7).</li></ul> <p><i>Zoning Ordinance 14-86(7). All off-street parking areas and access drives must be surfaced and maintained with concrete pavement, permeable pavers, porous concrete, or other hard, dust-free surface approved by the director of public works.</i></p>	



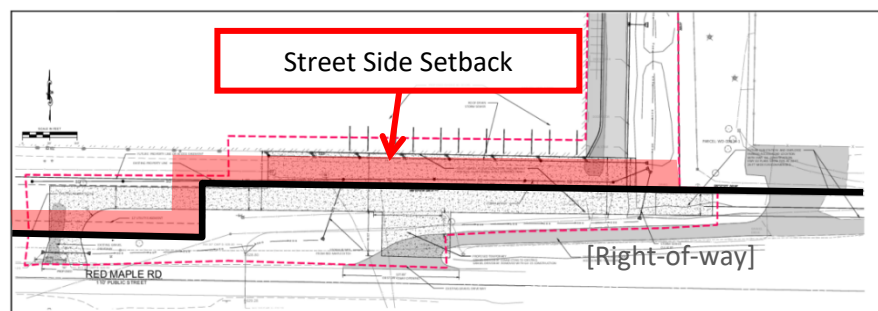
The access drive and loading area is approximately 800 feet long (east-west) and 65-feet wide (north-south). The access drive and loading area are partially on private property and the right-of-way.

**Major Design Exception Request #2: Access driveway and loading area that is within a street side setback and right-of-way instead of outside of setbacks and on private property.**

The site plan includes an access drive and loading area that straddles the south property line between the existing warehouse and Red Maple RD. The petitioner is working with Brown County to allow the use to remain within the right-of-way when the ownership of the southern bypass (GV-15) transfers to Brown County. The design exception request is for the access drive and loading area use to be located within a setback and right-of-way.

- The location within a setback right-of-way is prohibited, per Zoning Ordinance 14-89(2)(b).

*Zoning Ordinance 14-89(2)(b). Parking areas and access drives are not allowed within front, side, street side, and rear setbacks except for access drives that connect directly to a right-of-way.*



The driveway and loading area is within part of the street side setback. The driveway and loading area are partially on private property and the right-of-way.

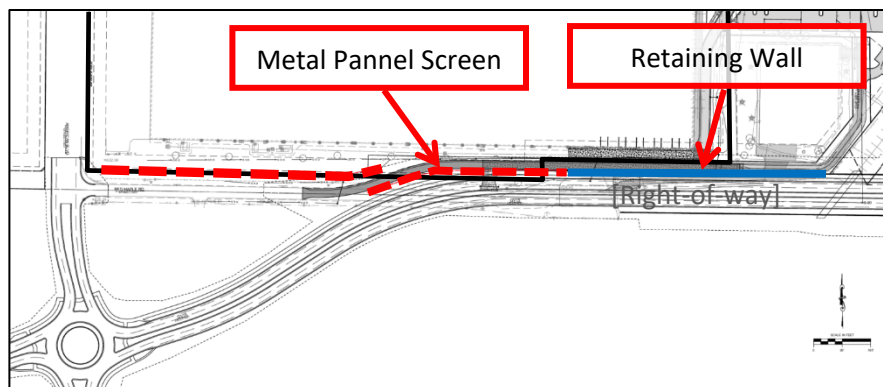
**Major Design Exception Request #3: Six-foot metal panel screen next to a retaining wall and four-foot screen on top of a retaining wall instead of street trees and screening, to be installed after the construction of part of the southern bypass (GV-15) is completed.**

The site plan requires landscaping and screening, which may be difficult due to the lack of space. The proposed access drive and loading area are partially within the right-of-way, and Brown County is proposing to build a retaining wall along part of the right-of-way as part of the southern bypass project (GV-15). The retaining wall is needed for the southern bypass (GV-15) to go under a train track. The design exception request is for a six-foot metal panel screen to the west of the retaining wall, and a four-foot screen on top of the retaining wall. The screen is shorter on top of the retaining wall due to the height provided by the retaining wall.

- The use of 4-foot screening and no landscaping is prohibited, per Zoning Ordinances 14-89(2)(d) and (e).

*Zoning Ordinance 14-89(2)(d). A solid fence, hedge, or berm with a minimum height of 6 feet is required to screen the front, side, and rear of the parking areas.*

*Zoning Ordinance 14-89(2)(e). Street right-of-way trees are required along all street frontages. See 14-102.*



The screening will be installed after the southern bypass (GV-15) is completed. The screening is partially on private property and the right-of-way.

**Petitioner Agreements in Progress**

The petitioner is developing an agreement with the City and Brown County to address the temporary gravel and screening within the right-of-way. The agreement has been referred to as "Privilege in the Street" by the Brown County Highway Commissioner.

The petitioner also agreed with the City to pave and screen the area, per site plan, within six months of the completion of part of the southern bypass (GV-15), or within six months of the southern bypass (GV-15) being terminated as a project if for some reason the project is not completed.

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**Requirement for Plan Commission Review**

Plan Commission review is required for variations to building step-back requirements. The request is considered a major design exception for relief from strict compliance with the regulations of Article VIII (Parking and Access).

To assist the Plan Commission review, the developer submitted a concept site plan, with a project background and exception summary description (attached) to address the Zoning Ordinance Section 14-125 "Intent" and the "burden of Proof or Persuasion" requirements of major design exceptions. The text is small in the document, so staff included the narrative from the applicant below.

*Robinson Inc. has been rapidly expanding operations at the De Pere Facilities between American Blvd. Fortune Dr and Red Maple Road. Robinson Inc. anticipate their expanding operations will bring hundreds of new jobs to the community. Robinson has recently obtained a 15-year lease for a large portion of the existing warehouse building at 2121 American Blvd and has installed production lines within the building. Construction of a large outdoor storage and transportation lot is underway between this warehouse building and Fortune Drive. To affectively run the new production lines within the warehouse building, raw materials need to be delivered at the south side of the warehouse building. This has prompted the need for overhead deliver door at the SE corner of the building.*

*GV15 south connector will remove a portion of Red Maple Road. As part of this Brown County project, they are planning on rerouting access to the WPS Substation and acquiring a portion of the warehouse property for a relocated driveway. Robinson Inc., Brown County Highway Department and the City of De Pere have been in discussions pertaining to the relocated driveway and delivery access at the SE corner of the warehouse building.*

*Building setbacks for paved delivery area at the southeast corner of the warehouse building. Delivery access will expend across the property line into a widened portion of the Red Maple Road right-of-way. Brown County is relocating the access road to the WPS substation as part of the GV15 south connector project. A portion of this access road will be utilized for access to the warehouse delivery area. Driveway will not be obstructed during deliveries.*

*No screening will be constructed until the GV15 south connector is built. A portion of the 6-ft tall metal screening fence will be within the Red Maple Right-of-way. The Red Maple right-of-way will only serve the warehouse building, WPS substation property and Robinson Inc. properties to the north and east of the warehouse building. The GV15 retaining wall with an approximate 48" tall parapet will provide screening.*

**Criteria for Review**

The Plan Commission's decision to approve or deny a request for a major design exception must be based on a determination of whether:

1. The requested design exception is consistent with the general intent statement of 14-125(2);
  - a. Intent statement: The design exception provisions of this section are intended to authorize the granting of relief from strict compliance with the regulations when specific site features or characteristics of the subject property, including the presence of existing buildings, creates conditions that make strict compliance with applicable regulations impractical or undesirable. The exception provisions are also intended to recognize that alternative design solutions may result in equal or better implementation of the regulation's intended purpose and consistency with the comprehensive plan.
2. The requested design exception is consistent with the comprehensive plan and any adopted area plan; and
3. The requested design exception will not result in any adverse impacts on other properties in the area beyond those impacts ordinarily expected through implementation of the regulation.

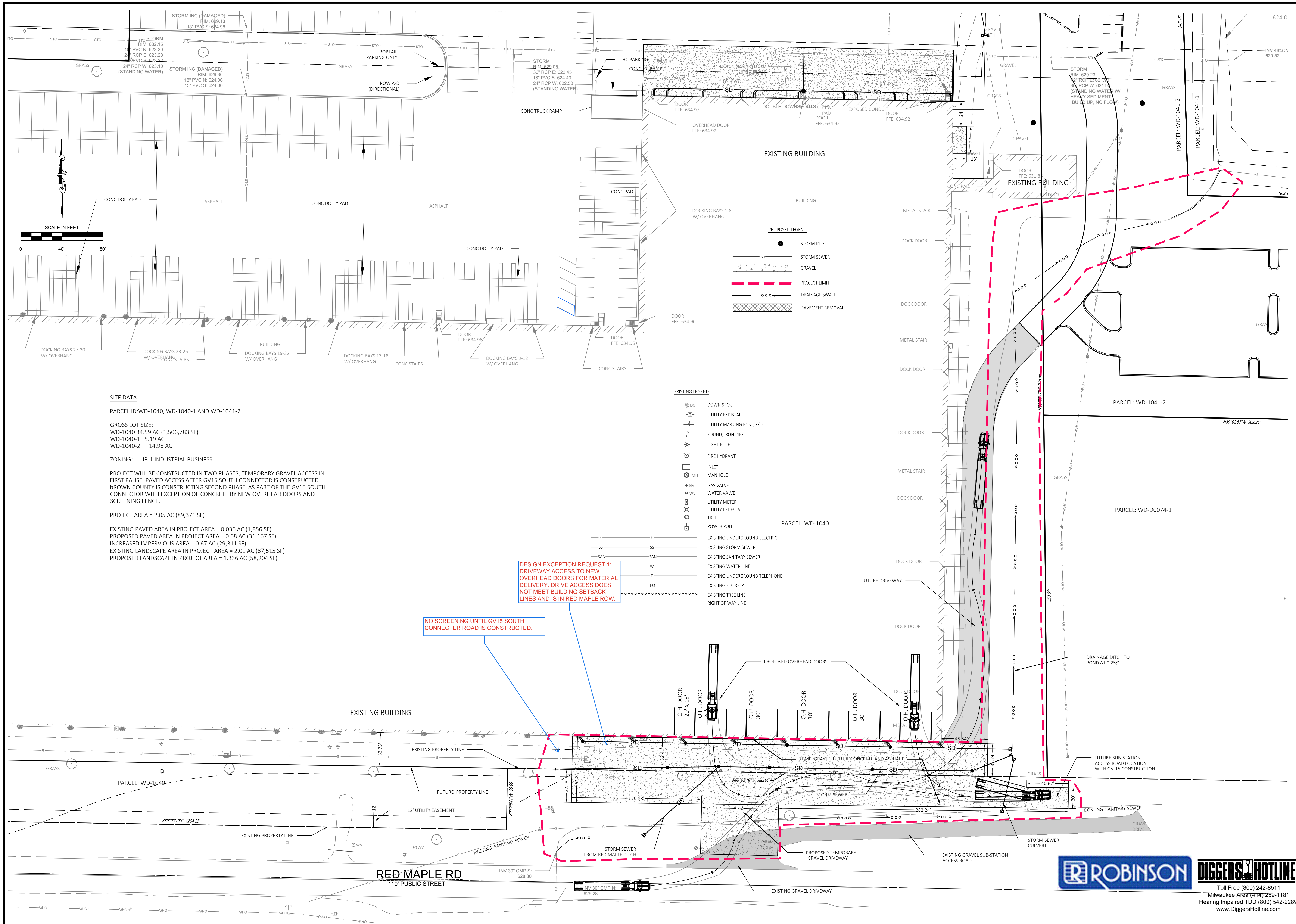
**REVIEW PROCESS:**

Staff does not make a recommendation for major design exceptions. Plan Commission reviews the petition and then makes a final decision of approval or denial.

Note: The Plan Commission may approve, approve with modifications, or deny the request. Any design exception approvals will be incorporated into the site plan review process that is facilitated by staff.

Note: Staff suggests that the following conditions be included if the recommendation is approval:

1. The site must be paved and screened, according to the site plan, within six months of the completion of the adjacent southern bypass (GV-15), or within six months of the southern bypass (GV-15) being terminated as a project if for some reason the project is not completed.



**SITE DATA**

PARCEL ID: WD-1040, WD-1040-1 AND WD-1041-2

GROSS LOT SIZE:  
 WD-1040 34.59 AC (1,506,783 SF)  
 WD-1040-1 5.19 AC  
 WD-1040-2 14.98 AC

ZONING: IB-1 INDUSTRIAL BUSINESS

PROJECT WILL BE CONSTRUCTED IN TWO PHASES, TEMPORARY GRAVEL ACCESS IN FIRST PHASE, PAVED ACCESS AFTER GV15 SOUTH CONNECTOR IS CONSTRUCTED. BROWN COUNTY IS CONSTRUCTING SECOND PHASE AS PART OF THE GV15 SOUTH CONNECTOR WITH EXCEPTION OF CONCRETE BY NEW OVERHEAD DOORS AND SCREENING FENCE.

PROJECT AREA = 2.05 AC (89,371 SF)

EXISTING PAVED AREA IN PROJECT AREA = 0.036 AC (1,856 SF)  
 PROPOSED PAVED AREA IN PROJECT AREA = 0.68 AC (31,167 SF)  
 INCREASED IMPERVIOUS AREA = 0.67 AC (29,311 SF)  
 EXISTING LANDSCAPE AREA IN PROJECT AREA = 2.01 AC (87,515 SF)  
 PROPOSED LANDSCAPE IN PROJECT AREA = 1.336 AC (58,204 SF)

DESIGN EXCEPTION REQUEST 1:  
 DRIVEWAY ACCESS TO NEW OVERHEAD DOORS FOR MATERIAL DELIVERY. DRIVE ACCESS DOES NOT MEET BUILDING SETBACK LINES AND IS IN RED MAPLE ROW.

NO SCREENING UNTIL GV15 SOUTH CONNECTOR ROAD IS CONSTRUCTED.

**EXISTING LEGEND**

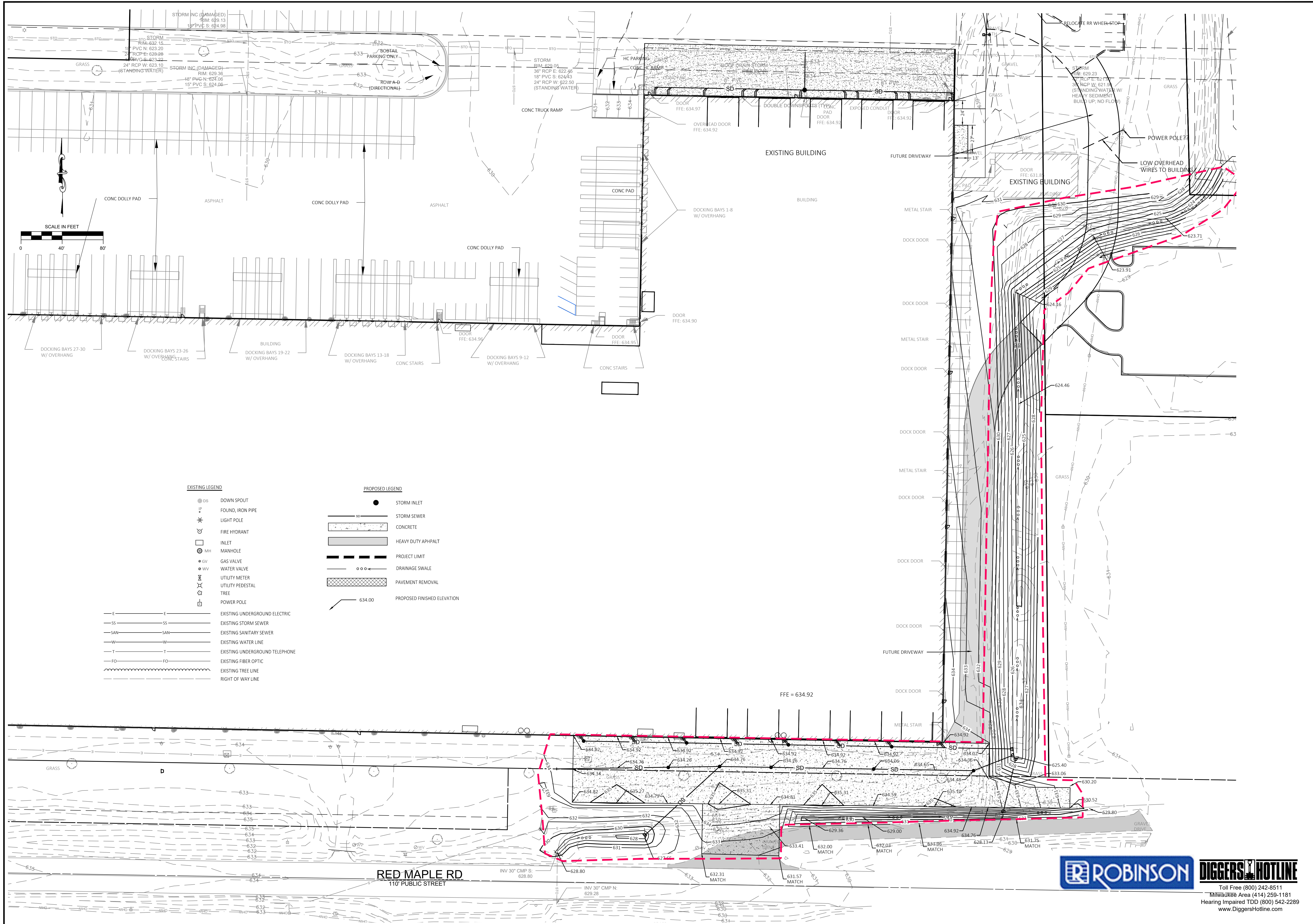
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- ⊕ UTILITY PEDISTAL
- ⊕ UTILITY MARKING POST, F/O
- FOUND, IRON PIPE
- \* LIGHT POLE
- ⊕ FIRE HYDRANT
- ⊕ INLET
- ⊕ MH MANHOLE
- ⊕ GV GAS VALVE
- ⊕ WV WATER VALVE
- ⊕ UTILITY METER
- ⊕ UTILITY PEDISTAL
- ⊕ TREE
- ⊕ POWER POLE
- EXISTING UNDERGROUND ELECTRIC
- EXISTING STORM SEWER
- EXISTING SANITARY SEWER
- EXISTING WATER LINE
- EXISTING UNDERGROUND TELEPHONE
- EXISTING FIBER OPTIC
- EXISTING TREE LINE
- RIGHT OF WAY LINE

**PROPOSED LEGEND**

- STORM INLET
- STORM SEWER
- ▨ GRAVEL
- PROJECT LIMIT
- DRAINAGE SWALE
- ▨ PAVEMENT REMOVAL

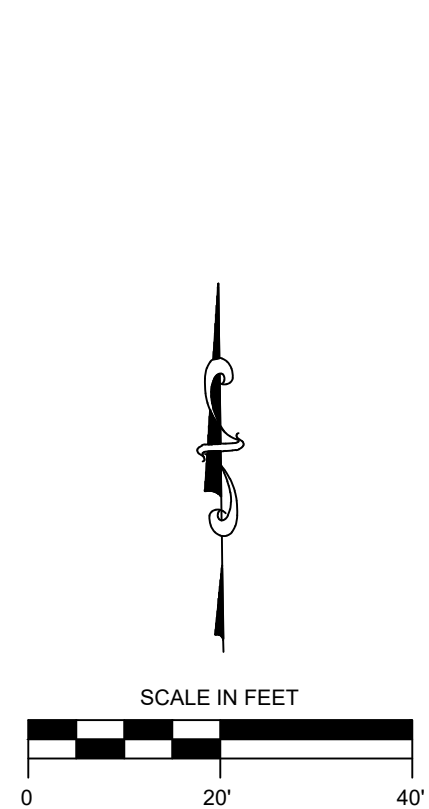
<p>A WALBECK COMPANY        www.walbeckgroup.com        (800) 787-7599        W. 6880 DESIGN DRIVE        GREENVILLE, WI 53941</p>	
<p>PROJECT: SE WAREHOUSE ACCESS DRIVE        2121 AMERICAN BLVD</p>	<p>CLIENT: ROBINSON METAL, INC        1740 EISENHOWER DRIVE        DE PERE, WI 54114-5905</p>
<p>STEVEN KOLAR        E-35047        GREENVILLE, WIS.  </p>	
<p>PROJECT TITLE: SITE PLAN INTERIM</p>	
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<p>Checked:</p>	<p>PKD Project No: 490896</p>
<p>Sheet No:</p>	<p><b>C-1</b></p>

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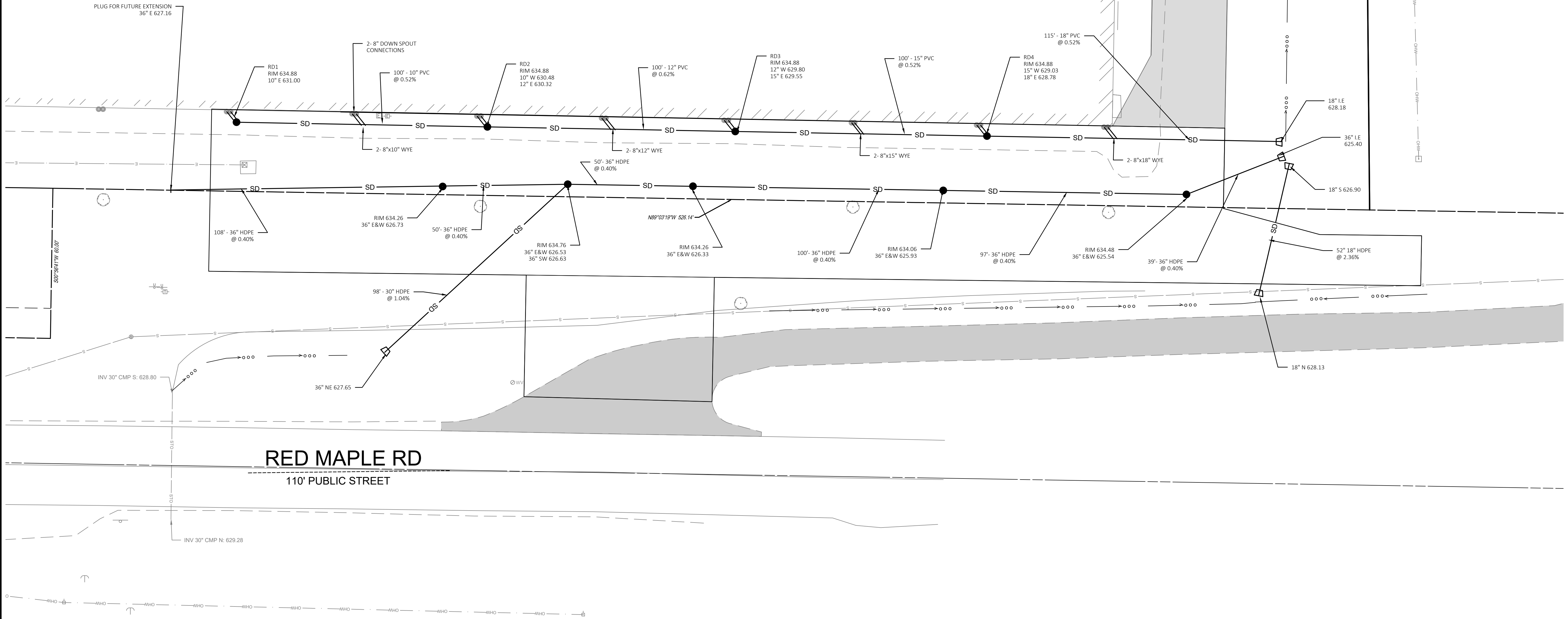
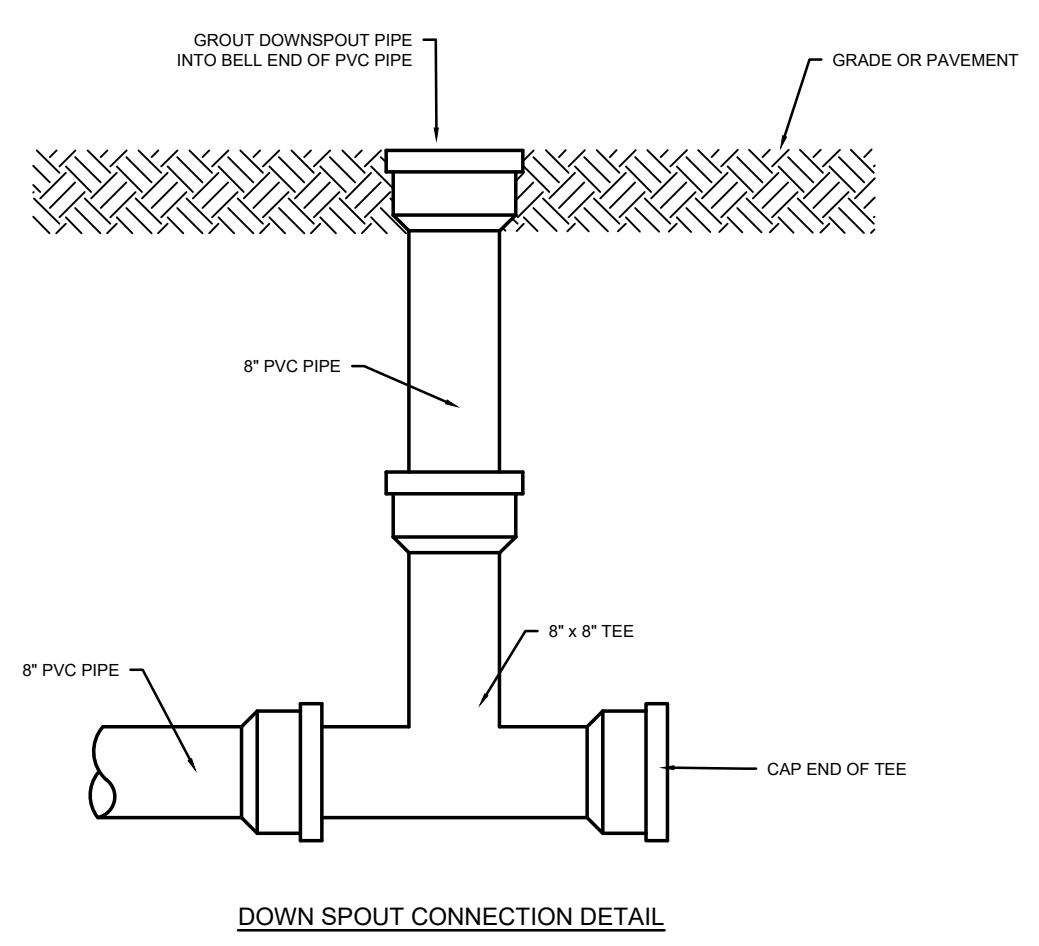
- | EXISTING LEGEND |                                | PROPOSED LEGEND |                                    |
|-----------------|--------------------------------|-----------------|------------------------------------|
| DS              | DOWN SPOUT                     | ●               | STORM INLET                        |
| IP              | FOUND, IRON PIPE               | —               | STORM SEWER                        |
| *               | LIGHT POLE                     | ▭               | CONCRETE                           |
| ⊕               | FIRE HYDRANT                   | ▭               | HEAVY DUTY ASPHALT                 |
| □               | INLET                          | ---             | PROJECT LIMIT                      |
| MH              | MANHOLE                        | —○—             | DRAINAGE SWALE                     |
| GV              | GAS VALVE                      | ▨               | PAVEMENT REMOVAL                   |
| WV              | WATER VALVE                    | —               | 634.00 PROPOSED FINISHED ELEVATION |
| UM              | UTILITY METER                  |                 |                                    |
| UP              | UTILITY PEDESTAL               |                 |                                    |
| T               | TREE                           |                 |                                    |
| PO              | POWER POLE                     |                 |                                    |
| E               | EXISTING UNDERGROUND ELECTRIC  |                 |                                    |
| SS              | EXISTING STORM SEWER           |                 |                                    |
| SAN             | EXISTING SANITARY SEWER        |                 |                                    |
| W               | EXISTING WATER LINE            |                 |                                    |
| T               | EXISTING UNDERGROUND TELEPHONE |                 |                                    |
| FO              | EXISTING FIBER OPTIC           |                 |                                    |
| TL              | EXISTING TREE LINE             |                 |                                    |
| RL              | RIGHT OF WAY LINE              |                 |                                    |

PROJECT: SE WAREHOUSE ACCESS DRIVE 2121 AMERICAN BLVD	CLIENT: ROBINSON METAL, INC 1740 EISENHOWER DRIVE DE PERE, WI 54114-5905
<b>INTERIM GRADING PLAN</b>	
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- EXISTING LEGEND**
- ⊙ DS DOWN SPOUT
  - ⊙ IP FOUND, IRON PIPE
  - ⊙ LP LIGHT POLE
  - ⊙ FH FIRE HYDRANT
  - INLET
  - ⊙ MH MANHOLE
  - ⊙ GV GAS VALVE
  - ⊙ WV WATER VALVE
  - ⊙ UM UTILITY METER
  - ⊙ UP UTILITY PEDESTAL
  - ⊙ T TREE
  - ⊙ PP POWER POLE
  - E — E EXISTING UNDERGROUND ELECTRIC
  - SS — SS EXISTING STORM SEWER
  - SAN — SAN EXISTING SANITARY SEWER
  - W — W EXISTING WATER LINE
  - T — T EXISTING UNDERGROUND TELEPHONE
  - FO — FO EXISTING FIBER OPTIC
  - — EXISTING TREE LINE
  - — RIGHT OF WAY LINE

- PROPOSED LEGEND**
- STORM INLET
  - SD — STORM SEWER
  - ▭ CONCRETE
  - ▭ HEAVY DUTY ASPHALT
  - — PROJECT LIMIT
  - — DRAINAGE SWALE
  - ▨ PAVEMENT REMOVAL



**RED MAPLE RD**  
110' PUBLIC STREET

NO.	REVISION DESCRIPTION	DATE

**Payne + Dolan**  
A WALBECK COMPANY  
www.walbeckgroup.com  
(800) 767-7550  
1740 EISENHOWER DRIVE  
GREENVILLE, WI 53044

PROJECT: SE WAREHOUSE ACCESS DRIVE  
2121 AMERICAN BLVD  
CLIENT: **ROBINSON METAL, INC**  
1740 EISENHOWER DRIVE  
DE PERE, WI 54114-5905

WISCONSIN PROFESSIONAL ENGINEER  
STEVEN KOLAR  
E-35047  
GREENVILLE, WIS.

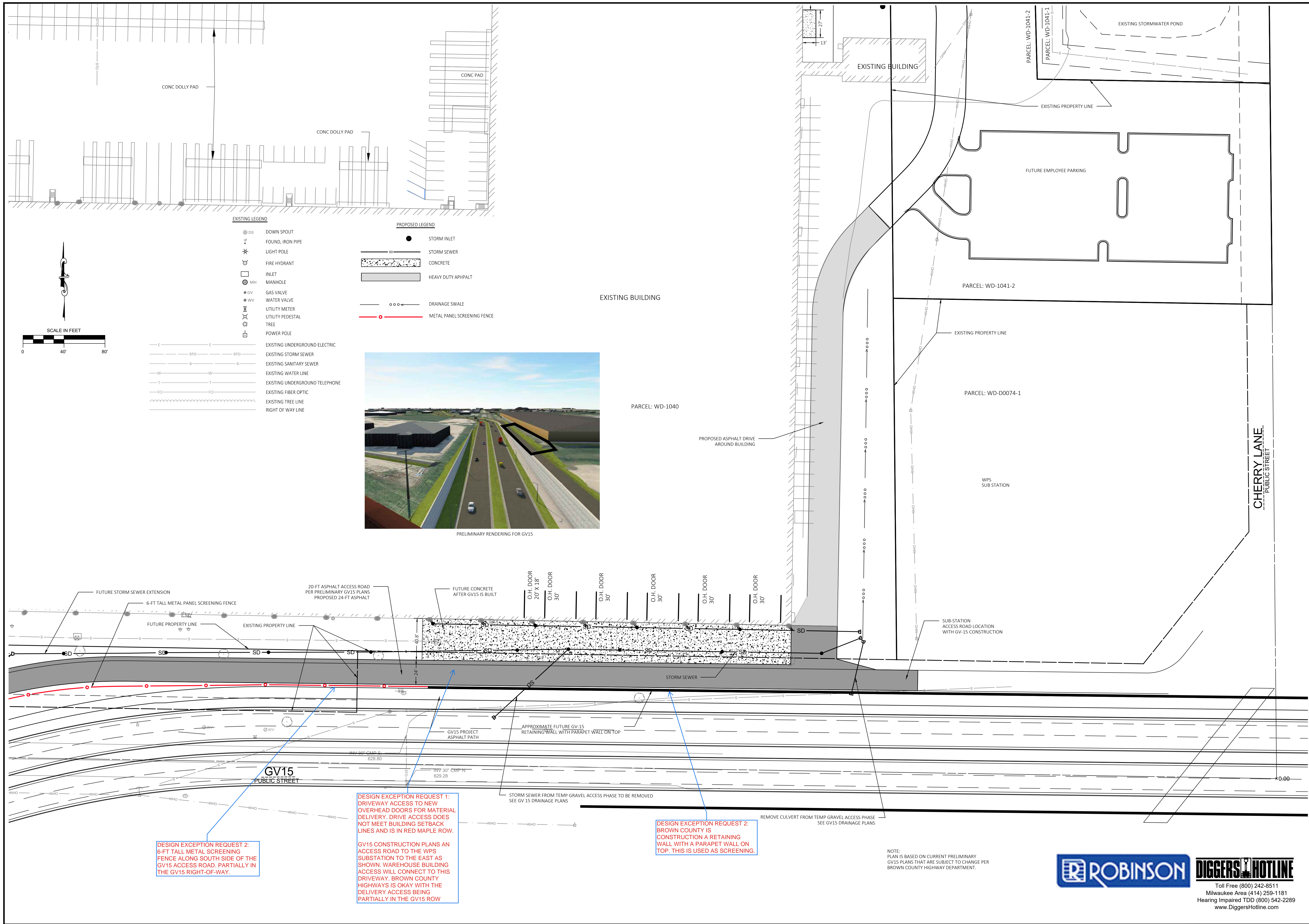
PROJECT TITLE:  
**STORM SEWER PLAN**  
**INTERIM**

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Sheet No:

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**C-3**



- EXISTING LEGEND**
- DS DOWN SPOUT
  - FI FOUND, IRON PIPE
  - LP LIGHT POLE
  - FH FIRE HYDRANT
  - IN INLET
  - MH MANHOLE
  - GV GAS VALVE
  - WV WATER VALVE
  - UM UTILITY METER
  - UP UTILITY PEDESTAL
  - TREE TREE
  - PP POWER POLE
  - EE EXISTING UNDERGROUND ELECTRIC
  - SS EXISTING STORM SEWER
  - SS EXISTING SANITARY SEWER
  - WL EXISTING WATER LINE
  - TL EXISTING UNDERGROUND TELEPHONE
  - FO EXISTING FIBER OPTIC
  - TL EXISTING TREE LINE
  - RL RIGHT OF WAY LINE
- PROPOSED LEGEND**
- SI STORM INLET
  - SS STORM SEWER
  - CONC CONCRETE
  - HDAP HEAVY DUTY ASPHALT
  - DS DRAINAGE SWALE
  - MPSF METAL PANEL SCREENING FENCE



**DESIGN EXCEPTION REQUEST 2:**  
6-FT TALL METAL SCREENING FENCE ALONG SOUTH SIDE OF THE GV15 ACCESS ROAD, PARTIALLY IN THE GV15 RIGHT-OF-WAY.

**DESIGN EXCEPTION REQUEST 1:**  
DRIVEWAY ACCESS TO NEW OVERHEAD DOORS FOR MATERIAL DELIVERY. DRIVE ACCESS DOES NOT MEET BUILDING SETBACK LINES AND IS IN RED MAPLE ROW.

GV15 CONSTRUCTION PLANS AN ACCESS ROAD TO THE WPS SUBSTATION TO THE EAST AS SHOWN. WAREHOUSE BUILDING ACCESS WILL CONNECT TO THIS DRIVEWAY. BROWN COUNTY HIGHWAYS IS OKAY WITH THE DELIVERY ACCESS BEING PARTIALLY IN THE GV15 ROW

**DESIGN EXCEPTION REQUEST 2:**  
BROWN COUNTY IS CONSTRUCTION A RETAINING WALL WITH A PARAPET WALL ON TOP. THIS IS USED AS SCREENING.

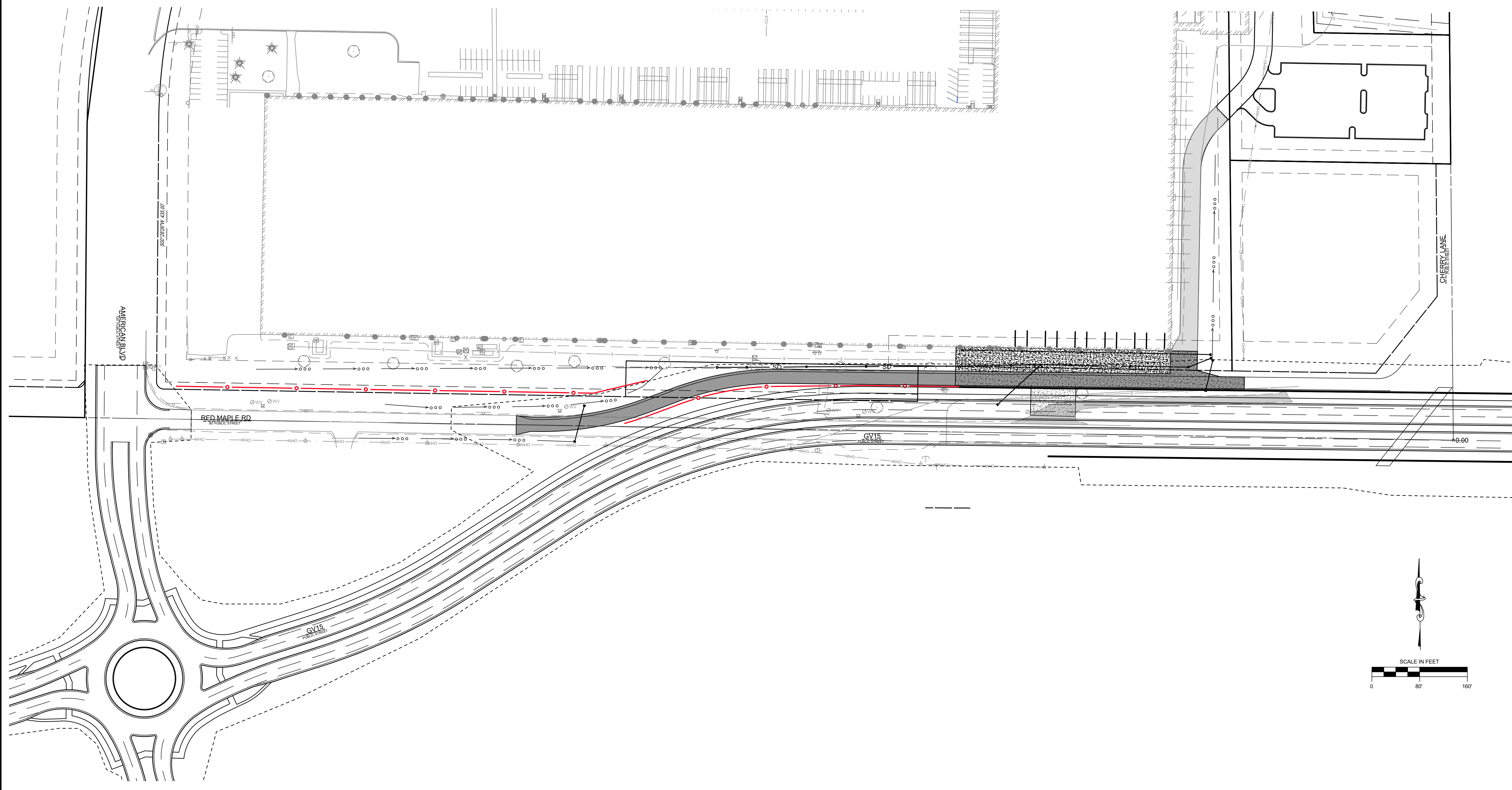
NOTE:  
PLAN IS BASED ON CURRENT PRELIMINARY GV15 PLANS THAT ARE SUBJECT TO CHANGE PER BROWN COUNTY HIGHWAY DEPARTMENT.

**ROBINSON DIGGERS HOTLINE**

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Milwaukee Area (414) 259-1181  
Hearing Impaired TDD (800) 542-2289  
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DATE	
REVISION DESCRIPTION	
NO	
<p>PROJECT: SE WAREHOUSE ACCESS DRIVE 2121 AMERICAN BLVD</p> <p>CLIENT: ROBINSON METAL, INC 1740 EISENHOWER DRIVE DE PERE, WI 54114-5905</p>	
<p><b>FINAL SITE PLAN</b> <b>AFTER GV15 CONSTRUCTION</b></p>	
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Sheet No:	C-4





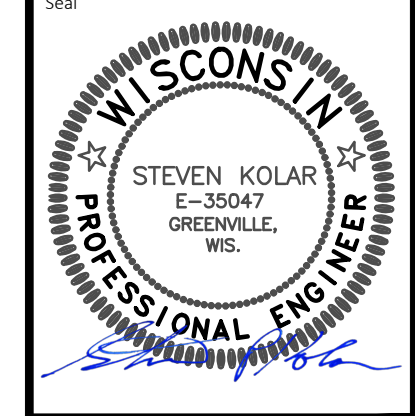
NOTE:  
 PLAN IS BASED ON CURRENT PRELIMINARY  
 GV15 PLANS THAT ARE SUBJECT TO CHANGE PER  
 BROWN COUNTY HIGHWAY DEPARTMENT.



NO	REVISION DESCRIPTION	DATE

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 (820) 767-7550  
 W. 6380 DESIGN DRIVE  
 GREENVILLE, WI 53044

PROJECT: SE WAREHOUSE ACCESS DRIVE  
 2121 AMERICAN BLVD  
 CLIENT: ROBINSON METAL, INC  
 1740 EISENHOWER DRIVE  
 DE PERE, WI 54114-5905

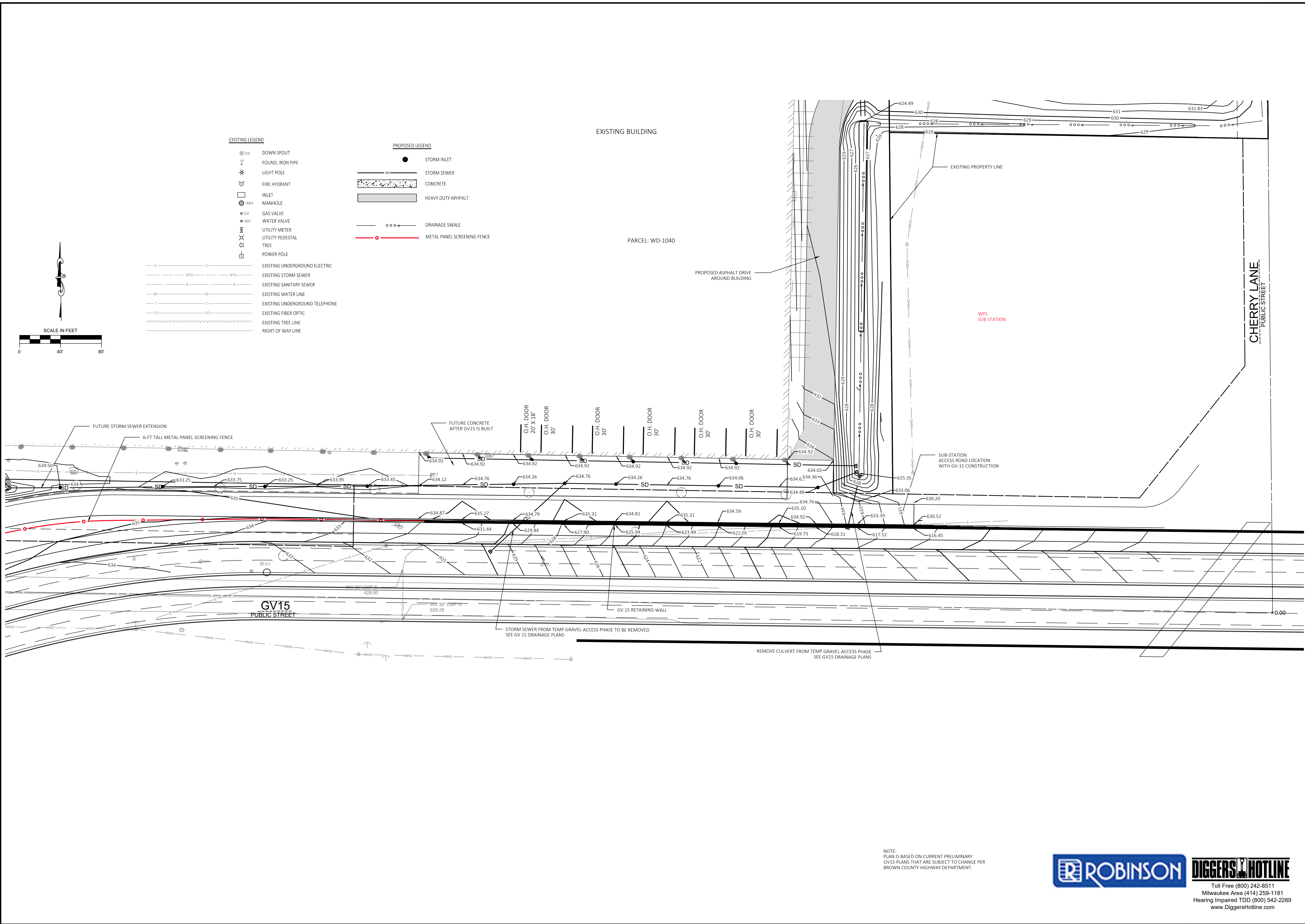


PROJECT TITLE:  
**FINAL SITE PLAN  
 AFTER GV15 CONSTRUCTION**

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 03/10/2025  
 Checked:  
 P&D Project No: 490896  
 Sheet No:

**C-6**



- EXISTING LEGEND**
- DS DOWN SPOUT
  - IP FOUND, IRON PIPE
  - LP LIGHT POLE
  - FH FIRE HYDRANT
  - IN INLET
  - MH MANHOLE
  - GV GAS VALVE
  - WV WATER VALVE
  - UM UTILITY METER
  - UP UTILITY PEDESTAL
  - TREE TREE
  - PP POWER POLE
  - E-E EXISTING UNDERGROUND ELECTRIC
  - STO-STO EXISTING STORM SEWER
  - S-S EXISTING SANITARY SEWER
  - W-W EXISTING WATER LINE
  - T-T EXISTING UNDERGROUND TELEPHONE
  - FO-FO EXISTING FIBER OPTIC
  - TL EXISTING TREE LINE
  - RL RIGHT OF WAY LINE
- PROPOSED LEGEND**
- STORM INLET
  - STORM SEWER
  - ▨ CONCRETE
  - ▭ HEAVY DUTY ASPHALT
  - DRAINAGE SWALE
  - METAL PANEL SCREENING FENCE

EXISTING BUILDING

PARCEL: WD-1040

PROPOSED ASPHALT DRIVE AROUND BUILDING

EXISTING PROPERTY LINE

WPS SUB STATION

CHERRY LANE  
PUBLIC STREET

FUTURE STORM SEWER EXTENSION

6-FT TALL METAL PANEL SCREENING FENCE

FUTURE CONCRETE AFTER GV15 IS BUILT

O.H. DOOR 20' X 18'

O.H. DOOR 30'

O.H. DOOR 30'

O.H. DOOR 30'

O.H. DOOR 30'

O.H. DOOR 30'

O.H. DOOR 30'

SUB-STATION ACCESS ROAD LOCATION WITH GV-15 CONSTRUCTION

GV15  
PUBLIC STREET

STORM SEWER FROM TEMP GRAVEL ACCESS PHASE TO BE REMOVED  
SEE GV 15 DRAINAGE PLANS

REMOVE CULVERT FROM TEMP GRAVEL ACCESS PHASE  
SEE GV15 DRAINAGE PLANS

NOTE:  
PLAN IS BASED ON CURRENT PRELIMINARY  
GV15 PLANS THAT ARE SUBJECT TO CHANGE PER  
BROWN COUNTY HIGHWAY DEPARTMENT.



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Milwaukee Area (414) 259-1181  
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NO.	REVISION DESCRIPTION	DATE

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A WALBECK COMPANY  
www.walbeckgroup.com  
(800) 767-7550  
1740 EISENHOWER DRIVE  
GREENVILLE, WI 53941

PROJECT: SE WAREHOUSE ACCESS DRIVE  
2121 AMERICAN BLVD

CLIENT: **ROBINSON METAL, INC**  
1740 EISENHOWER DRIVE  
DE PERE, WI 54114-5905

WISCONSIN PROFESSIONAL ENGINEER  
STEVEN KOLAR  
E-35047  
GREENVILLE, WIS.

PROJECT TITLE  
**FINAL GRADING PLAN  
AFTER GV15 CONSTRUCTION**

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Sheet No:

**C-7**





## **PROJECT BACKGROUND**

Robinson Inc. has been rapidly expanding operations at the De Pere Facilities between American Blvd. Fortune Dr and Red Maple Road. Robinson Inc. anticipate their expanding operations will bring hundreds of new jobs to the community. Robinson has recently obtained a 15-year lease for a large portion of the existing warehouse building at 2121 American Blvd and has installed production lines within the building. Construction of a large outdoor storage and transportation lot is underway between this warehouse building and Fortune Drive. To affectively run the new production lines within the warehouse building, raw materials need to be delivered at the south side of the warehouse building. This has prompted the need for overhead deliver door at the SE corner of the building.

GV15 south connector will remove a portion of Red Maple Road. As part of this Brown County project, they are planning on rerouting access to the WPS Substation and acquiring a portion of the warehouse property for a relocated driveway. Robinson Inc., Brown County Highway Department and the City of De Pere have been in discussions pertaining to the relocated driveway and delivery access at the SE corner of the warehouse building.

## **EXCEPTION SUMMARY**

### **Design Exception 1**

14-41 Table 4-2

Setbacks:

Front 30-ft (north side)

Street 30-ft (west and south side)

Rear 20-ft (east)

Interior side 10-ft (east)

Building setbacks for paved delivery area at the southeast corner of the warehouse building. Delivery access will expend across the property line into a widened portion of the Red Maple Road right-of-way. Brown County is relocating the access road to the WPS substation as part of the GV15 south connector project. A portion of this access road will be utilized for access to the warehouse delivery area. Driveway will not be obstructed during deliveries.

### **Design Exception 2**

Screening

No screening will be constructed until the GV15 south connector is built. A portion of the 6-ft tall metal screening fence will be within the Red Maple Right-of-way. The Red Maple right-of-way will only serve the warehouse building, WPS substation property and Robinson Inc. properties to the north and east of the warehouse building. The GV15 retaining wall with an approximate 48" tall parapet will provide screening.



**Request for Plan Commission Action**

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**MEETING DATE:** April 28, 2025  
**DEPARTMENT:** Development Services  
**FROM:** Peter Schlein, City Planner/Zoning Administrator  
**SUBJECT:** Consideration and possible action for April 2025 amendments to Municipal Code Chapter 14 (Zoning Ordinance) and the Official Zoning Map.\*  
**RECOMMENDED ACTION:** Approval

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**ATTACHMENTS:**

Zoning Ordinance-Map Memo for PC - April 2025, Zoning Ordinance Updates - Redlined Summary for PC - April 2025, Zoning Map Corrections - April 2025

# CITY OF DE PERE MEMO



To: James Boyd, Mayor  
Plan Commission Members

From: Peter Schlein, Senior Planner | Zoning Administrator

Date: April 28, 2025

RE: **Consideration and possible action for April 2025 amendments to Municipal Code Chapter 14 (Zoning Ordinance) and the Official Zoning Map.\***

### **Summary:**

The Common Council approved a new Zoning Ordinance and new Official Zoning Map on December 20, 2022, which became effective on January 1, 2023. The new Zoning Ordinance and Official Zoning Map were designed to have periodic reviews for potential amendments. This is the April 2025 amendment.

### **Potential Revisions:**

To maintain transparency with the Plan Commission, Common Council, and the public, the attached document redlines the potential amendments to the Zoning Ordinance and Zoning Map. Staff proposals include 32 Zoning Ordinance amendments and five Zoning Map amendments. A brief description list is on the back of this memo.

### **Plan Commission Recommendations:**

Approve the amendments to both the Municipal Code Chapter 14 (Zoning Ordinance) and the Official Zoning Map, and forward the amendments to Common Council for a final decision.

## **Description of Amendments (Similar Topics are Clustered Together)**

- A. Reverse Corner Lot references are revised to match the Zoning Ordinance.
- B. Six Figures have text modifications to match related Tables.
- C. Step-back revision to 10-feet for General Buildings in the GX1 District to match the MX Districts.
- D. Awning, Canopy, and Marquee regulations are relocated from Section 14-113(2) to Section 14-39. The regulations are not new and not just for signs so 14-39 is a better location.
- E. The Uses Principal Use Table and descriptions are expanded to further clarify the funeral home use and cremation services use for humans, pets and support/companion animals, and other animals.
- F. The Group Day Care Center age is increased to 12 to match State Licensing for after school activities.
- G. The Allowed Major Façade Materials Table for site plans changes the following:
  - Combines two brick categories into one.
  - Creates a separate category for metal panel systems in the X Districts, with increased amounts of masonry (e.g. metal with masonry on the entire first floor instead of 35% of the first floor).
- H. The Minor Façade Material Table for site plans changes the following:
  - Removes brick and glass, which already are major materials.
  - Changes two façade/amount columns into four simple columns for façades and percentages.
- I. Mechanical equipment screening requirement is added for R1 and R2 District street frontages.
- J. Unnecessary fence reference is deleted from the Transitional Yard description.
- K. Vinyl Signs are prohibited as permanent signs. Use as temporary signs remains.
- L. New regulations are created for Historic/Information Kiosk signs in the Special Districts and ROW.
- M. Three inadvertently deleted Art Sign regulations in the Special Districts Table are added back in.
- N. Business Center signs are required to place the name of the business center on the sign.
- O. Projecting signs do not require a 12-inch clearance between the sign and the building.
- P. The sign inspector is the “zoning administrator, or their designee”. Some duties are shared by staff.
- Q. The wording is clarified for changes to existing sign faces only.

- R. The revoking/removal of expired, outdated, or unused PDD Overlays or conditional use permits requires notification for the specific property owner(s) and a public hearing notice only.
- S. Definitions created or modified for one sign type, four sign illumination types, and street side yard.
- T. Figure 16-10 is clarified for the build-to Zone, Street-side yard, Side Yard, and Alley.
- U. The Zoning Map changes address the following:
  - City owned Conservancy removes an incorrect PDD Overlay.
  - City owned George Street Park, Carney Park, and Willems Park corrected to PI-1.
  - City owned storm water management area corrected to CON.
  - Privately owned land at Pecatonica Ct corrected to RM-2 PDD and R1-80 PDD.

-end-

# Redlined Revisions for Zoning Ordinance

Plan Commission Review April 28, 2025

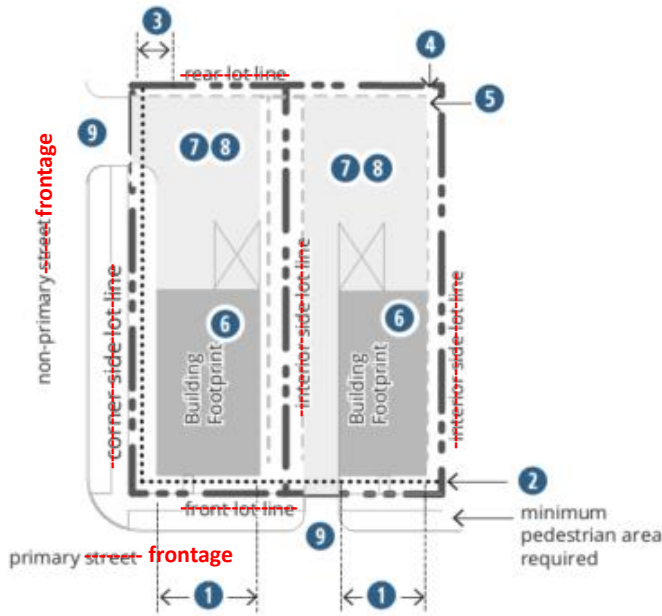
Common Council Decision May 20, 2025

Section 14-22 Table 2-3 Footnote [3], 14-23 Table 2-4 Footnote [4], 14-24 Table 2-5 Footnote [3], 14-25 Table 2-6 Footnote [3], 14-26 Table 2-7 Footnote [2], 14-28 Table 2-9 Footnote [1]

Accessory buildings on ~~reverse~~ corner lots are prohibited in principal building street side setbacks. ~~must provide minimum principal building interior side setback from rear lot line.~~

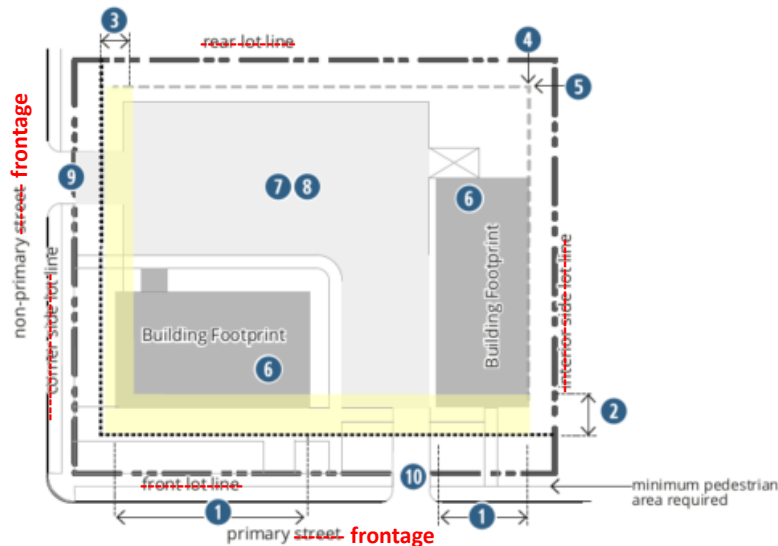
Sections 14-34 Figure 3-5, 14-35 Figure 3-8, 14-37 Figures 3-12, 3-13, & 3-15, 14-41 Figure 4-1

Figure 3-5. Commercial Manor Building



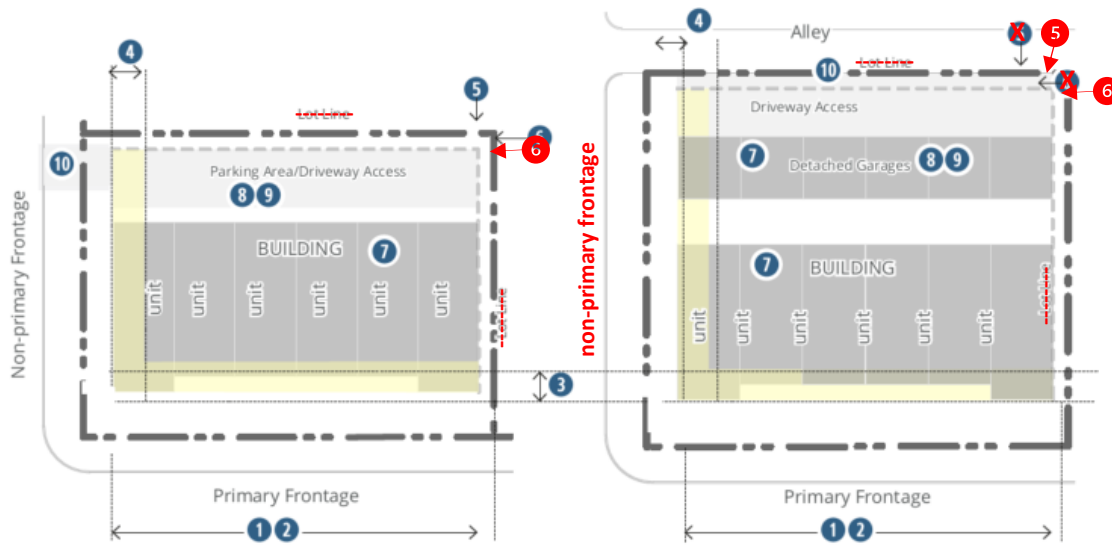
Building Siting

Figure 3-8. Commercial Center



Building Siting

Figure 3-12. Row Building



Building Siting

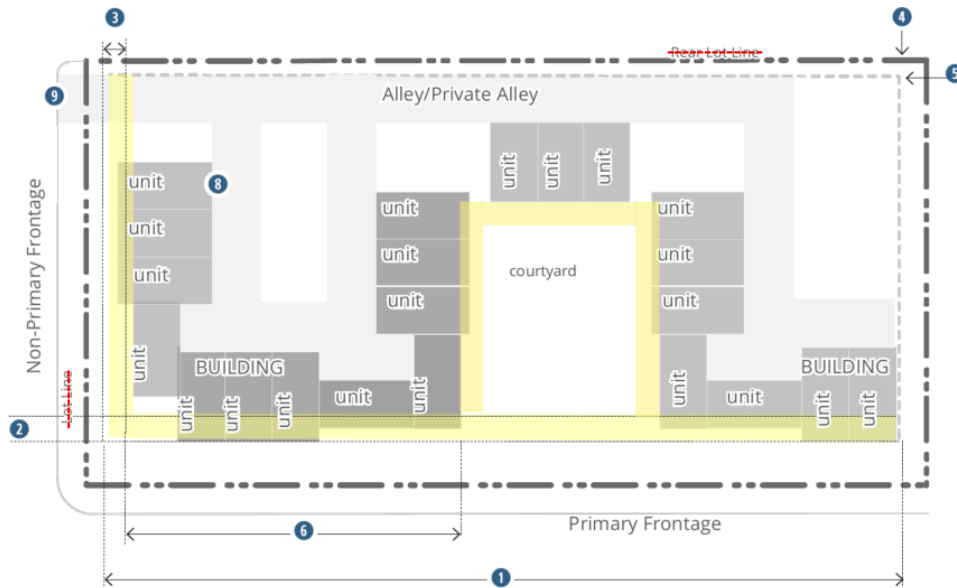


Figure 3-13. Row Building: Courtyard Layout Example

Figure 3-15. Civic Building

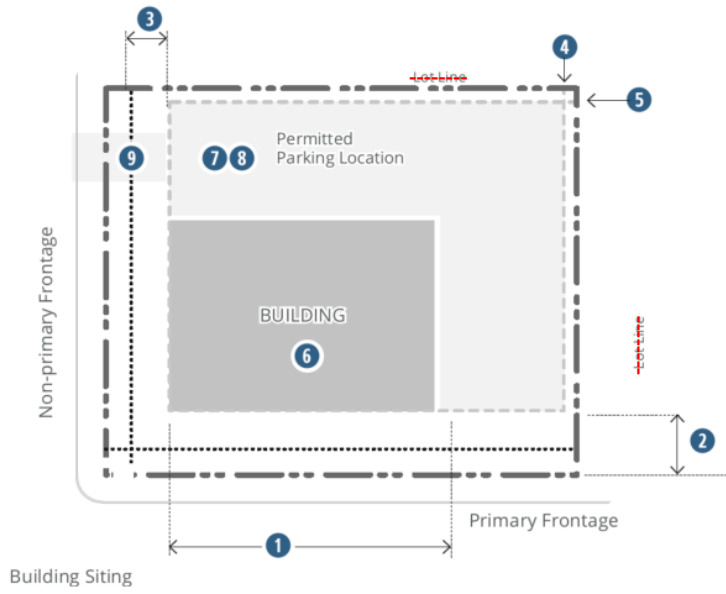
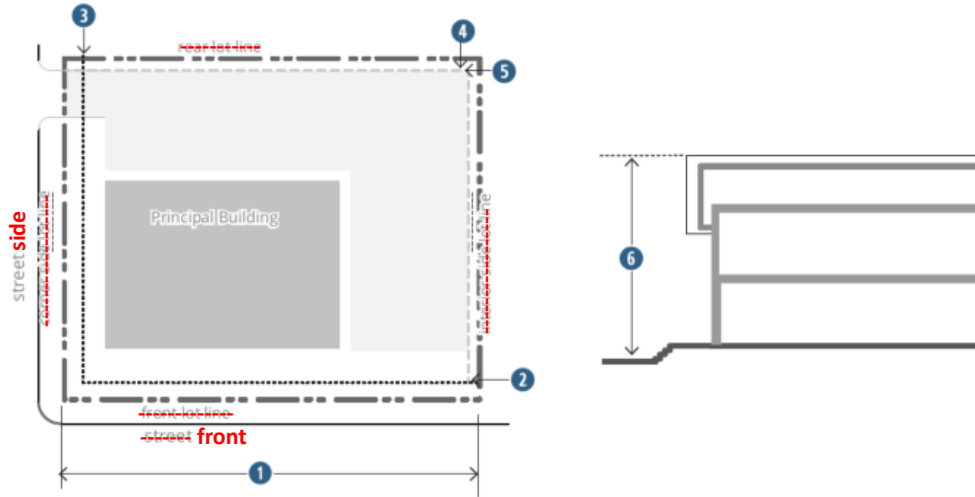


Figure 4-1. Buildings in Commercial & Employment Districts



**Section 14-36(4)(c)1.**

1. Where ~~step-backs are~~ required, upper stories ~~that face streets~~ must be set back ~~from lower stories a~~ ~~minimum 12~~ at least 10 feet from the street frontage. Lower stories must be capped with a permitted building cap. The roofs of the lower stories may be used for terraces.

**NEW Section 14-39(7)**

**(7) Awnings, Canopies, and Marquees**

An awning is a roof-like covering consisting of fabric, metal, or protective cover that projects from the wall of a building that generally serves the purpose of shielding a doorway, entrance, window, or outdoor service area from the elements or to provide decorative distinction.

A canopy is a roof-like structure projecting from a wall and supported in whole or in part by the building and/or vertical supports from the ground and erected primarily to provide shelter from the weather.

A Marquee is a roof-like structure of a permanent and structural nature that projects from the wall of a building.

(a) Permit required

The replacement of an existing awning, canopy, or marquee requires a building permit. The addition of a new awning, canopy, or marquee requires both an approved site plan and a building permit.

(b) Materials

The use of vinyl or plastic is prohibited.

(c) Color

The colors must match or accent the building colors and materials that the awning, canopy, or marquee is attached to. White and translucent awnings and canopies are prohibited.

(d) Location

The awning, canopy, or marquee must be designed to project over individual windows and door openings and not project as a single continuous feature extending over other façade materials.

(e) Drainage and Wind Load

The roof of an awning, canopy, and marquee may not be used for any purpose other than to form and constitute a roof. The roof on private property may not drain directly onto the public right-of-way. The roof must be constructed to support a live load of not less than 60 pounds per square foot. Any added signage must be included with the calculation.

**Section 14-70 Table 7-1**

TABLE 7-1 — PRINCIPAL USE TABLE																		
USE CATEGORY	Districts																Definition & Regulations	
	Residential				Mixed-Use				Commercial & Employment				Special [1]					
Use Subcategory	R1	R2	RM-1	RM-2	MX1	MX2	MX3	GX1	GX2	O	C	BP-1	BP-2	I	AG	PI-1	PI-2	
Specific Use Type																		
<b>Assembly and Entertainment</b>																		
Small	-	-	-	-	●	●	●	●	●	-	●	-	-	-	-	-	-	<a href="#">14-73(2)</a>
Large	-	-	-	-	-	-	●	-	-	-	●	-	-	-	-	-	-	<a href="#">14-73(2)</a>
<b>Business or Trade School</b>																		
	-	-	-	-	●	●	●	●	●	-	●	-	-	-	-	-	-	<a href="#">14-73(2)</a>
<b>Commercial Service</b>																		
Consumer Maintenance and Repair	-	-	-	-	●	●	●	●	●	-	●	●	Ⓢ	-	-	-	-	<a href="#">14-73(4)</a>
Personal Service	-	-	-	-	●	●	●	●	●	-	●	●	Ⓢ	-	-	-	-	<a href="#">14-73(4)</a>
Studio or Instructional Service	-	-	-	-	●	●	●	●	●	-	●	●	Ⓢ	-	-	-	-	<a href="#">14-73(4)</a>
Other Service	-	-	-	-	-	-	-	-	-	-	●	●	●	●	-	-	-	<a href="#">14-73(4)</a>
<b>Day Care</b>																		
Day Care Home, Family	●	●	●	●	●	●	●	●	●	-	-	-	-	-	-	-	-	<a href="#">14-73(5)</a>
Day Care Facility, Adult	-	-	-	-	●	●	●	●	●	-	-	-	-	-	-	-	-	<a href="#">14-73(5)</a>
Day Care Center, Group	-	-	-	●	●	●	●	●	●	●	●	●	Ⓢ	-	-	-	-	<a href="#">14-73(5)</a>
<b>Eating and Drinking Places</b>																		
Restaurant	-	-	-	-	●	●	●	Ⓢ	Ⓢ	-	●	-	-	-	-	-	-	<a href="#">14-73(6)</a>
Bar	-	-	-	-	●	●	●	Ⓢ	Ⓢ	-	●	-	-	-	-	-	-	<a href="#">14-73(6)</a>
<b>Financial Service</b>																		
Financial Institution	-	-	-	-	●	●	●	●	●	●	●	-	-	-	-	-	-	<a href="#">14-73(7)</a>
Convenient Cash Business	-	-	-	-	-	-	-	-	-	-	Ⓢ	-	-	-	-	-	-	<a href="#">14-73(7)</a>
Pawnshop	-	-	-	-	-	-	-	-	-	-	Ⓢ	-	-	-	-	-	-	<a href="#">14-73(7)</a>
<b>Funeral or Mortuary Service</b>																		
Funeral Home	-	-	-	-	-	-	-	●	●	●	-	●	-	-	-	-	-	<a href="#">14-73(8)</a>
Cremation Service	-	-	-	-	-	-	-	-	-	-	Ⓢ	-	-	-	-	-	-	<a href="#">14-73(8)</a>
<b>Lodging</b>																		
Bed & Breakfast Inn	Ⓢ	Ⓢ	●	●	-	-	-	-	-	-	-	-	-	-	●	-	-	<a href="#">14-73(9)</a>
Hotel	-	-	-	-	●	●	●	●	●	●	●	-	-	-	-	-	-	<a href="#">14-73(9)</a>
Motel	-	-	-	-	-	-	-	-	-	-	●	-	-	-	-	-	-	
Short-term Rental	●	●	●	●	●	●	●	●	●	-	-	-	-	-	-	-	-	<a href="#">14-73(9)</a>
<b>Medical Service</b>																		
	-	-	-	-	●	●	●	●	●	●	●	●	-	-	-	-	-	<a href="#">14-73(10)</a>
<b>Office</b>																		
	-	-	-	-	●	●	●	●	●	●	●	●	●	●	-	-	-	<a href="#">14-73(11)</a>
<b>Parking, Non-accessory</b>																		
	-	-	-	-	●	●	●	●	●	-	●	●	●	●	-	-	-	<a href="#">14-73(12)</a>
<b>Retail Sales</b>																		
Convenience Goods	-	-	-	-	●	●	●	●	●	-	●	-	-	-	-	-	-	<a href="#">14-73(13)</a>
Consumer Shopping Goods	-	-	-	-	●	●	●	●	●	-	●	-	-	-	-	-	-	<a href="#">14-73(13)</a>
Building Materials and Supplies	-	-	-	-	-	-	-	-	-	-	●	●	●	●	-	-	-	<a href="#">14-73(13)</a>
Landscape Materials and Supplies											Ⓢ	Ⓢ	Ⓢ					

KEY: ●=permitted by right | ●=permitted only above ground-floor | Ⓢ=conditional use | -=prohibited

[1] Uses allowed in CON (Conservancy) district are listed in [14-52](#)

**Section 14-73(5)(c)**

**(c) Day Care Center, Group**

A day care use for 9 or more individuals under ~~7~~ 12 years of age.

**Section 14-73(8)**

**(8) ~~Funeral and Mortuary Service~~**

Uses that provide services related to the death of a human , pet, or support/companion animal, including funeral homes and cremation services.

**(a) Funeral Home**

**1. Defined**

An establishment where deceased humans are prepared for burial. Preparation includes the care, preparation, viewing, and transportation of deceased human remains, performed by a licensed mortician or funeral director. An establishment may provide a funeral home use for pets and support/companion animals as an accessory use if the primary funeral home use is for deceased humans.

**2. Supplemental Regulations**

- a. Cremation service is prohibited.
- b. Wisconsin issued funeral home license is required.
- c. Approvals/permits from the City are required for zoning, health and safety, fire safety, and building.

**(b) Cremation Service**

**1. Defined**

An establishment where deceased human remains are reduced to ash through intense heat in a specially designed chamber by a licensed mortician or funeral director. Cremation service may include a full-service funeral home with a viewing and memorial or can be a simplified direct cremation without additional services. An establishment may provide a cremation service use for pets and support/companion animals as an accessory use if the primary cremation use is licensed for deceased humans.

**3. Supplemental Regulations**

The following must be provided with conditional use requests for cremation service.

- a. Cremation service for any other animal is prohibited.
- b. Wisconsin issued funeral home license is required.
- c. Approvals/permits from the City are required for zoning, health and safety, fire safety, and building.

**Section 14-81 Table 8-1)**

<b>TABLE 8-1 — PARKING RATIOS</b>	
<b>USE CATEGORY</b>	<b>Minimum Number of Motor Vehicle Parking Spaces Required (see 14-84 for more information on bicycle parking)</b>
<b>Use Subcategory</b>	
<b>Specific Use Type</b>	
<b>PUBLIC AND CIVIC</b>	
<b>Cemetery</b>	No minimum
<b>Club or Lodge</b>	1 per 200 sf
<b>College or University</b>	As established per <a href="#">14-82(6)</a>
<b>Hospital</b>	1 per 2 employees + 1 per 4 beds
<b>Library or Cultural Exhibit</b>	1 per 2 employees + 1 per 600 sf
<b>Parks and Recreation</b>	As established per <a href="#">14-82(6)</a>
<b>Religious Assembly</b>	With fixed seating = 1 per 6 seats; Without fixed seating = 1 per 200 sf
<b>Safety Service</b>	1 per 2 employees
<b>School</b>	
Elementary or Middle School	1 per employee
Senior High School	1 per employee + 1 per 4 students
<b>Utilities and Public Service Facilities</b>	
Minor	No minimum
Major	1 per 2 employees
<b>COMMERCIAL</b>	
<b>Animal Service</b>	
Boarding	1 per employee
Grooming	1 per 2 employees + 1 per 400 sf
Veterinary	1 per employee + 1 per 400 sf
<b>Assembly and Entertainment</b>	With fixed seating = 1 per 6 seats; Without fixed seating = 1 per 200 sf
<b>Business or Trade School</b>	1 per employee + 1 per 6 students
<b>Commercial Service</b>	
Consumer Maintenance & Repair	1 per 400 sf
Personal Service	1 per 400 sf
Studio or Instructional Service	1 per 400 sf
<b>Day Care</b>	
Family Day Care Home	As required for type of residential dwelling unit
Group Day Care Center	1 per 10 enrollees + adequate off-street loading and unloading space, as determined as part of site plan review process
Adult Day Care Facility	
<b>Eating and Drinking Places</b>	
Restaurant	1 per 200 sf
Bar	1 per 200 sf
<b>Financial Service (except as below)</b>	
Convenient Cash Business	1 per 400 sf
Pawnshop	1 per 200 sf
<b>Funeral or Mortuary Service</b>	With fixed seating = 1 per 6 seats; Without fixed seating = 1 per 200 sf
<b>Lodging</b>	
*DU = dwelling unit   sf = square feet	

**Section 14-91 Table 9-1**

**TABLE 9-1 – ALLOWED MAJOR FAÇADE MATERIALS**

MAJOR FAÇADE MATERIAL (alphabetical)		DISTRICTS						
		RM	P	X,P	O	C	BP,I	I
A	<b>Brick</b> full dimensional, unit face brick, <b>economy size or thin, veneer</b>	●	●	●	●	●	●	●
	<b>Brick</b> <b>Economy size, or thin, veneer</b>				—	—	—	
B	<b>Concrete Masonry Units</b> architectural, minimum 3” depth, “artisan stone” look, varied sizes, (Eschelon Masonry or approved equal), “stone” face, “hewn stone”, rock cut	●	●	●	●	●	●	●
C	<b>Concrete Masonry Units</b> minimum 3” depth, split-faced, burnished/ground face, glazed, or honed, painted/tinted/textured tilt-up concrete		●		●	●	●	●
D	<b>Fiber Cement Board</b> finished lap siding or shingles, <b>hardy board</b>	●	●	● Commercial Manor & Row Building Only				
E	<b>Glass</b> curtain wall system	●	●	● Except Commercial Manor & Row Building	●	●	●	●
	<b>Metal</b> metal panel system with 35% <b>ground-level masonry</b> (brick, approved concrete masonry units, or stone) <b>starting at grade for a minimum of one full story masonry with the balance of the required masonry being distributed on the same façade</b>		—	● Multi-Story Building Only			--	--
	<b>Metal</b> metal panel system with 35% ground level masonry (brick, approved concrete masonry units, or stone) and 2-feet of the required masonry surrounding all street facing doors		●	—			●	●
	<b>Stone</b> natural veneer	●	●	●	●	●	●	●
F	<b>Wood</b> painted, stained, or treated lap siding, shingles	●	●	● Commercial Manor & Row Building Only				

**Section 14-91 Table 9-2**

**TABLE 9-2 – ALLOWED MINOR FAÇADE MATERIALS**

All allowed major façade materials may be used for minor façade materials, unless otherwise listed as prohibited in [Table 9-4](#).

MINOR FAÇADE MATERIAL (alphabetical)		Allowed on Buildings in These Districts	Allowed Facades Maximum Amount on Front Facade	Maximum Amount on each Street Side Facade	Maximum Amount on Interior Side Facade	Maximum Amount on Rear Facade
	<b>Brick</b> economy size; or thin, veneer	RM, P, X, O, C, BP, I	-	-	100%	100%
	<b>Concrete Surfaces</b> textured unfinished	BP, I	30%	30%	30%	30%
	<b>Concrete Surfaces</b> finished, stained, painted, treated	RM, P, X Below First Floor Only	30%	30%	30%	30%
		O, C, BP, I	30%	30%	30%	30%
	<b>Concrete Masonry Units</b> minimum 3” depth, split-faced, burnished/ground face, glazed, or honed (not tilt up concrete)	RM, X Except Commercial Manor	-	-	100%	100%
G	<b>Fiber Cement Board</b> finished panels lap siding or shingles, hardy board. Requires a major material at grade up to 2 feet and adjacent to entrances	RM, P, X, O, C, BP, I	30%	30%	30%	30%
	<b>Glass</b> curtain wall system:	RM, P, X, O, C, BP, I Except Commercial Manor	30%	30%	30%	30%
	<b>Glass Block</b>	RM, P, X, O, C, BP, I Except Commercial Manor	-	-	20%	20%
H	<b>Metal</b> metal panel system with 35% ground level masonry (brick, approved concrete masonry units, or stone) and 2-feet of the required masonry surrounding all street facing doors	P, MX1, GX1, O, BP, I	30%	30%	30%	30%
	<b>Metal Composite</b> natural veneer	P, MX1, GX1, O, BP, I	-	-	30%	30%
	<b>Metal Siding</b> Coated siding	BP, I	-	-	-	100%
I	<b>Metal, Corten</b> Panels or panel system	P, MX1, GX1, O, BP, I	30%	30%	30%	30%
J	<b>Stucco</b> Cement based, 2-3 layer hard coat	RM, P, X, O, C, BP, I 3 <sup>rd</sup> or Higher Stories Only	30%	30%	30%	30%
		RM, P, X, O, C, BP, I 3 <sup>rd</sup> or Higher Stories Only	30%	30%	30%	30%
	<b>Terra Cotta or Ceramic</b> Tiles or panels	RM, P, X, O, C, BP, I	20%	20%	20%	20%
K	<b>Translucent Panel System</b> Double-wall, polycarbonate panels	RM, P, X, O, C, BP, I Except Commercial Manor	20%	20%	20%	20%
	<b>Vinyl Siding</b> Minimum 0.42 inches thick	GX1, GX2 On Row Building Only	30%	30%	100%	100%
L	<b>Wood</b> Natural, aged lap siding, shingles, rain screen system	RM, P, X, O, C, BP, I	30%	30%	30%	30%
M	<b>Wood, Composite</b> Rainscreen system	RM, P, X, O, C, BP, I	30%	30%	30%	30%

**Section 14-92(11)**

**(11) Mechanical Equipment & Appurtenances**

In R1 and R2 Districts, mechanical equipment and appurtenances located in principal building front yards or street side yards are required to be screened with an opaque fence, wall, or louvered screen.

The design regulations of **the remainder of** this subsection apply in RM, X, O, C, BP, I and PI districts. Mechanical equipment and appurtenances can have a negative visual impact and detract from the quality of the design of a building. The purpose of these regulations is to ensure that the visual impact of mechanical equipment and appurtenances is minimized. See Figure 9-11 for illustrations.

**Section 14-106(8)**

**(8) Transitional Yard Areas**

Additional landscaping ~~or fences are~~ is required to provide visual screening when O, C, BP, and I districts abut residential districts within the City of De Pere. Transitional yard area requirements include all of the following:

**NEW Section 14-111(c)13.**

**13. Vinyl sign faces for permitted signs that are attached to a structure with grommets or affixed directly to a wall without any sign structure.**

**Section 14-111 Table 11-1**

TABLE 11-1 — PERMITTED AND PROHIBITED SIGNS																				
Sign Type	Districts																			
	Residential				Mixed-Use					Commercial & Employment					Special					
	R1	R2	RM-1	RM-2	MX1	MX2	MX3	GX1	GX2	O	C	BP-1	BP-2	I	AG	CON	PI-1	PI-2	PUD	ROW
Abandoned sign	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Address nameplate	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Art	-	-	●	●	●	●	●	●	●	●	●	●	●	●	-	●	●	●	●	●
Awning	-	-	-	-	●	●	●	●	●	●	●	●	●	●	-	-	-	-	-	●
Banner (except as otherwise expressly allowed)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Billboard	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business center	-	-	-	-	●	●	●	●	●	●	●	●	●	●	-	-	-	●	●	-
Canopy	-	-	-	-	●	●	●	●	●	●	●	●	●	●	-	-	-	-	-	●
Changeable copy, manual	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Directional (driveway)	-	-	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	-
Directional (wall)	-	-	-	-	-	-	-	-	-	-	●	●	●	-	-	-	-	-	-	-
Electronic Message	-	-	-	-	-	-	●	-	●	●	-	-	-	-	-	●	●	●	-	-
Engraved (into building)	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	-
Flag	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	-
Flashing/strobe (lights)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
<b>Historic/Information Kiosk</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	●	●	●	●	●
Inflatable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interior (visible from ROW)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	-	●	●	●	●	-
Marquee	-	-	-	-	●	●	●	●	●	●	●	●	●	●	-	-	-	-	-	●
Menu Board (drive-through)	-	-	-	-	●	●	●	●	●	-	●	-	-	-	-	-	-	-	-	-
Monument	-	-	●	●	●	●	●	●	●	●	●	●	●	●	-	●	●	●	●	-
Mural or Ghost	-	-	-	-	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	-
Pole	-	-	-	-	-	-	●	-	●	-	●	-	-	-	-	-	-	-	-	-
Projecting	-	-	-	-	●	●	●	●	●	●	●	-	-	-	-	-	-	-	-	●
Sandwich Board	-	-	-	-	●	●	●	●	●	-	-	-	-	-	-	-	-	-	-	●
Search Light (except for special event)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wall	-	-	-	-	●	●	●	●	●	●	●	●	●	●	-	●	●	●	●	-
Window	-	-	-	-	●	●	●	●	●	●	●	-	-	-	-	-	-	-	-	-

**Section 14-111 Table 11-7**

TABLE 11-7 — SIGN REGULATIONS: SPECIAL DISTRICTS							
Sign Type	Zoning District	Max. Number Per Street Frontage	Maximum Height (ft.)	Maximum Area (sq. ft.)	Minimum Clearance	Minimum Setback (ft.)	Allowed Illumination
Art	CON	1	10	100	NA	5	External, backlit, internal
	PI-1		8	40	NA	5	External, backlit, internal
	PI-2, PUD	In accordance with city-approved master plan (PI-1 regulations apply if no master plan sign regulations)					
Business Center	PI-2, PUD	In accordance with city-approved master plan (PI-1 regulations apply if no master plan sign regulations)					
Electronic Message	AG, CON, PI-1, PI-2, PUD	Allowed only as part of a Business Center, or Monument sign face. Regulations of subject sign type govern number, height, dimensions, setbacks etc.					EMS
Monument	AG	1	6	30	NA	5	External, backlit, EMS
	CON		8	75	NA	5	
	PI-1		6	50	NA	5	
	PI-2, PUD	In accordance with city-approved master plan (PI-1 regulations apply if no master plan sign regulations)					
Wall	CON, PI-1	1 per tenant on first floor with street frontage	Below parapet, 20 if no parapet exists	1 per linear foot of frontage, minimum of 25 and maximum of 50	NA	NA	External, backlit, internal
	PI-2, PUD	In accordance with city-approved master plan (PI-1 regulations apply if no master plan sign regulations)					
Interior (visible from ROW)	CON, PI-1	1	NA	30% of first floor street fronting window area	NA	5 (from interior of window)	External, backlit, internal
	PI-2, PUD	In accordance with city-approved master plan (PI-1 regulations apply if no master plan sign regulations)					

**Section 14-111 Table 11-8**

TABLE 11-8 — REGULATIONS FOR SIGNS PERMITTED WITHOUT A SIGN PERMIT							
Sign Type	Zoning District	Max. Number Per Street Frontage	Maximum Height (ft.)	Maximum Area (sq. ft.)	Minimum Clearance	Minimum Setback (ft.)	Allowed Illumination
Address Nameplate	All	1 per street entry	NA	NA	NA	NA	External, backlit
Construction	All	1	6	50	NA	5	None
Directional (Driveway)	All	1 per driveway	6	6	NA	5	None
Door	RM-1, RM-2, MX1, MX2, MX3, GX1, GX2, O, C, BP1, BP2, I, AG, CON, PI1, PI2, PUD	1	NA	NA	NA	NA	None
Engraved	All	1	NA	50	NA	NA	None
Flag (official government)	All	NA	NA	NA	NA	5	External, backlit
Flag (non-government)	All	5	NA	90 (total for all flags)	NA	5	None
Government	All	NA	NA	NA	NA	NA	External, backlit
Historic/ Information Kiosk	CON, PI1, PI2, PUD, ROW	NA	NA	30	NA	5, NA if in ROW	External, Digital Monitor

## **Section 14-113(2)**

### **(2) Awning, ~~f~~ Canopy, ~~f~~ and Marquee Signs**

Awning, canopy, and marquee signs are subject to the following supplemental regulations.

- (a) ~~A new a~~Awning, ~~f~~ canopy, ~~ies~~, or marquee without any signs ~~are permitted above doors and windows with~~ requires both an approved site plan and a building permit (see 14-39(7)).
- (b) ~~Awning/canopy~~ Awning, canopy, and marquee signs are only permitted at the ground-level of a building.
- (c) Awning, canopy, and marquee signs may not extend above the roof or parapet of the structure ~~to which that~~ it is attached to.
- (d) Awning, canopy, and marquee signs may not interfere with street trees or traffic signs.
- (e) Awning, canopy, and marquee signs must be supported solely by the building ~~to which it is that it is~~ attached to, and no columns or posts are permitted as supports within the right-of-way.
- ~~(f) The roofs of marquees/awnings and canopies may not be used for any purpose other than to form and constitute a roof. The roofs of all marquees/awnings and canopies on private property may not drain directly onto the public right-of-way. The roofs of all marquees/awnings and canopies must be constructed to support a live load of not less than 60 pounds per square foot. Any text, logos, or other graphic representation qualifying as a sign that is placed on an awning, canopy, or marquee must be included within the calculation of total allowable wall sign area and are subject to the wall sign area regulations of this article.~~
- ~~(g)~~(f) Lettering and logos The sign area may not exceed cover more than 30% of the total exterior of an awning/~~canopy and cannot exceed 30 square feet.~~
- ~~(h) Awnings and canopies may not be white or translucent.~~
- ~~(i) Awnings with back-lit graphics or other kinds of interior illumination are prohibited.~~
- ~~(j) Matte finish canvas or acrylic coated fabric is required for awnings. Vinyl awnings are prohibited.~~
- ~~(k)~~(g) Lettering or logos Awning signage must be painted or ~~otherwise~~ permanently affixed ~~on~~ to the front and/or side ~~portions~~ of an awning. ~~or canopy.~~
- ~~(l) Awnings must be designed to project over individual windows and door openings and not project as a single continuous feature extending over masonry.~~
- ~~(m)~~(h) In mixed-use districts, the sign may project into the public right-of-way, but may not extend closer than 3 feet to any street curb line.

### **NEW Section 14-113(3)(c)**

(c) The business center name must be on the sign. At least 20% of the sign area must be reserved for the business center name.

### **NEW Section 14-113(5) [Renumber existing (5) through (10) to become (6) through (11)]**

#### **(5) Historic/Information Kiosk**

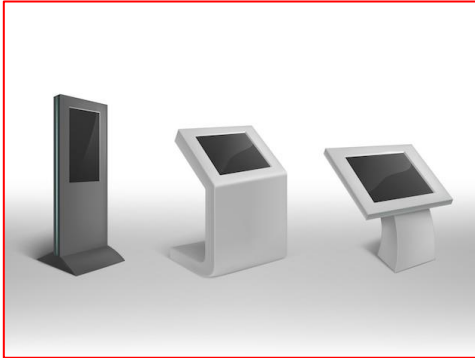
Historic/Information Kiosks with digital/monitor illumination are subject to the following supplemental regulations.

- (a) Digital/Monitors shall not be visible to vehicular traffic in the right-of-way.
- (b) Flashing messages are prohibited.
- (c) The digital/monitor must be equipped with photosensitive equipment that automatically adjusts the brightness and contrast of the sign in direct relation to the ambient outdoor illumination. The sign must not exceed a maximum illumination of 5,000 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits (candelas per square meter) between dusk to dawn as measured from the sign's face at maximum brightness. Such sign may not be illuminated at a level greater than necessary for adequate visibility. Digital/monitors that are found to be too bright must be modified upon an order by the city.
- (d) Digital/monitors that are not in a right-of-way may not display off-premise commercial advertising.

- (e) Digital/Monitors in the Special districts must be extinguished (turned off) between 10:00 p.m. and 6:00 a.m.
- (f) Sign sponsorship references are limited to no more than 5% of the sign face area.

**NEW Section 14-113 Figure 11-4 [Renumber existing -4 through -8 to become -5 through -9]**

Figure 11-4. Historic/Information Kiosk



**Section 14-113(7)(b)**

- (b) Projecting signs must ~~have a minimum clearance of 12 inches between building face and sign and may not project more than 4 3 feet from the building or closer than 3 feet to the edge of the sidewalk. 7~~ ~~whichever is less.~~

**Section 14-113(7)(1)**

**(1) Sign Inspector**

The ~~zoning administrator, or their designee, city building inspector~~ is designated as the sign inspector with responsibility for:

**Section 14-114(2)(d)**

**(d) Permits Required**

Except as otherwise expressly stated in this ordinance, it is unlawful for any person to erect, construct, enlarge or structurally modify a sign, or cause the same to be done in the city, without first obtaining a sign permit for each such sign from the sign inspector as required by this article. Permits are not required for a ~~change of an image on an existing sign face copy on any sign~~, nor for the repainting, cleaning, and other normal maintenance and repair of the sign and sign structure. If the work authorized by the permit has not been completed within 12 months after the date of permit issuance, the permit lapses and becomes null and void."

**Section 14-122(4)**

**(4) Neighbor Communication**

The applicant or the applicant's authorized agent is encouraged to contact owners of properties that abut the subject property and owners of properties to whom mailed notice is required by state law in order to provide information on the proposed rezoning and to gauge neighbor support for the proposal. ~~Neighbor communication is not required when removing a PDD overlay only.~~

**Section 14-122(5)(d)**

**(d) Courtesy Notice**

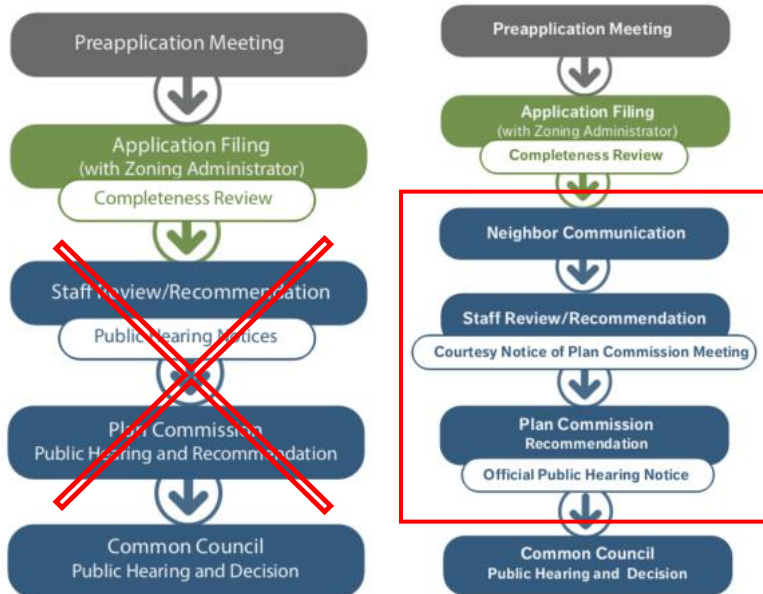
Courtesy notice must be mailed to all property owners within 300 feet of the subject property at least 10 days before the plan commission meeting. ~~Courtesy notice is not required when removing a PDD overlay only, however the property owner must be noticed.~~

**NEW Section 14-123(5) [Renumber existing (5) through (11) to become (6) through (12)]**

**(5) Neighbor Communication**

The applicant or the applicant’s authorized agent is encouraged to contact owners of properties that abut the subject property and owners of properties to whom mailed notice is required by state law in order to provide information on the proposed rezoning and to gauge neighbor support for the proposal. Neighbor communication is not required when revoking a conditional use.

**Section 14-123 Figure 14-3**



**Section 14-123(6)(b)2. & (c).**

2. All owners of property within 300 feet of the subject property; however, 300-foot property notification is not required when revoking a conditional use.

**(c) Posted**

At least one notice sign must be posted on each public street frontage abutting the subject property at least 10 days before required public hearings. A notice sign is not required when revoking a conditional use.

**Section 14-163(1)**

**Awning.** a roof-like covering consisting of fabric, plastic metal, or protective cover that projects from the wall of a building that generally serves the purpose of shielding a doorway. Entrance, window, or outdoor service area from the elements or to provide decorative distinction.

**Section 14-163(19) [five various definitions]**

**Sign, Backlit Illumination.** A sign that has a source of illumination designed to project lighting against the surface behind the writing, representation, emblem, or any figure or similar character. The light source is not visible.

**Sign, EMS Illumination.** A sign that is illuminated with changeable messages or images, typically using LED lights.

**Sign, Externally Illuminated.** A sign illuminated by or exposed to artificial lighting by lights on the sign or directed toward the sign, that has a light source separate from and outside the sign. The light source is angled to illuminate the exterior surface of the sign and/or sign structure.

**Sign, Historic/Information Kiosk.** A structure in a public area used for providing historic or public information, often incorporating an interactive display screen or screens.

**Sign, Internally Illuminated.** A sign ~~lighted by or exposed to artificial lighting by lights in the sign~~ that has a light source entirely enclosed within the sign and not directly visible to the eye. Illuminated push through lettering/shapes are internal illumination.

**Section 14-163(24)**

**Yard, Street Side.** A side yard that adjoins a public street **between the front yard and the rear property line.**

**Section 14-163(25) Figure 16-10**

Revise the following in the figure:

- Adjust the **Build-to Zone** to be adjacent to the front street and side street.
- Extend the **Street-side Yard** to the rear property line.
- Properly locate the dashed **Side Yard** setback lines.
- Add **“Alley”** to east side of graphic

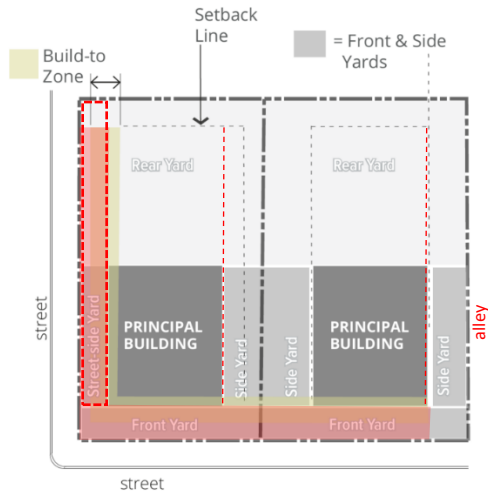
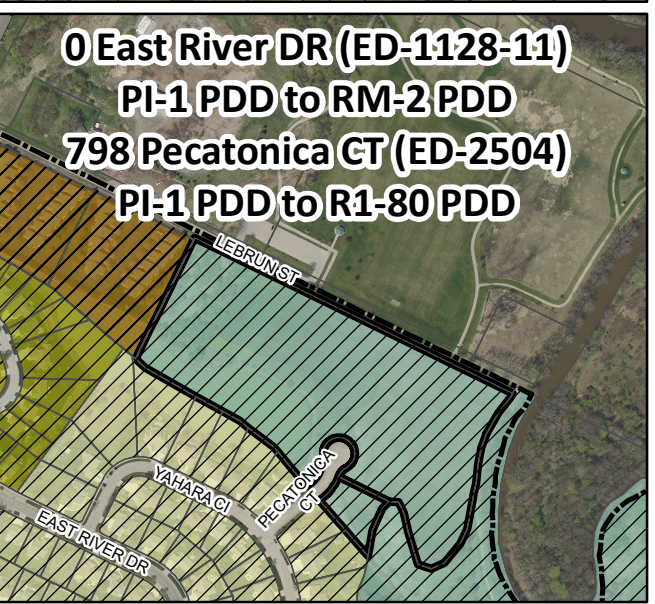
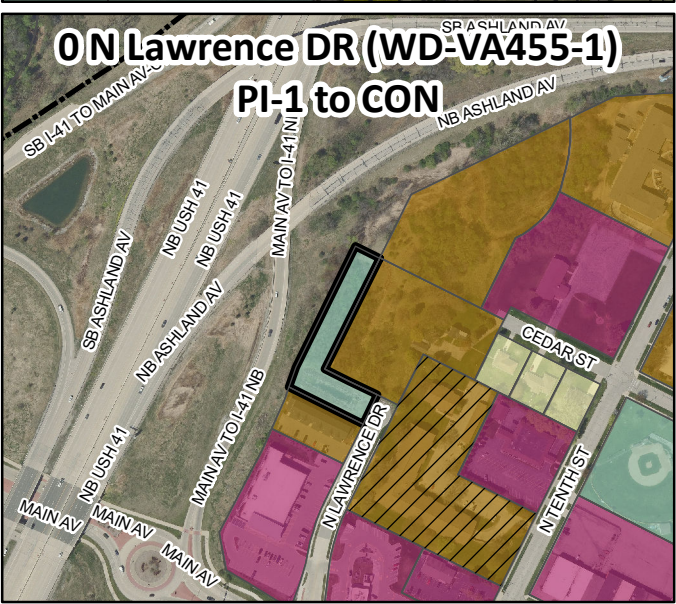
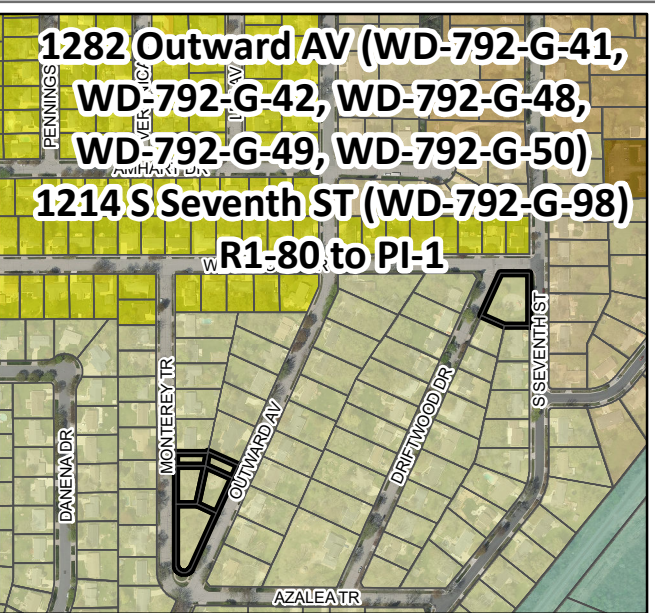
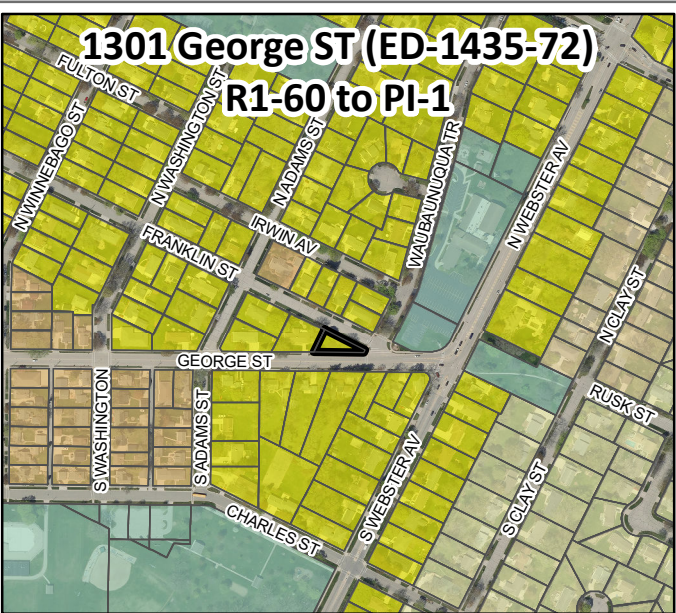
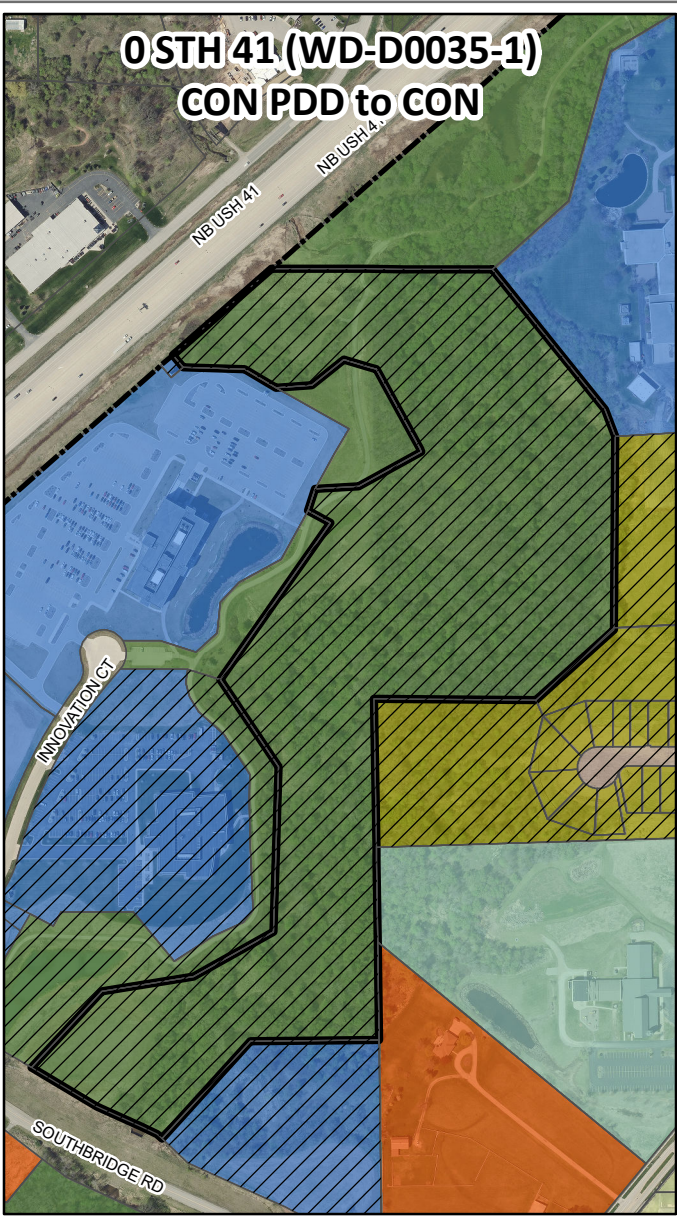
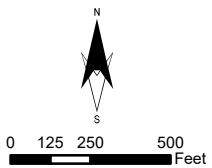


Figure 16-10. Yards

-end-



**Zoning Map Correction Detail (Draft For Review - April 2025)**



- Parcels
  - Pre-Existing PDD (Prior to Jan 1, 2023)
- A: Agricultural
  - R1-80: Single-Dwelling Detached
  - R1-60: Single-Dwelling Detached
  - R1-45: Single-Dwelling Detached
  - R2-60: Two-Unit
  - R2-45: Two-Unit
  - RM-1: Multi-Unit Districts
- RM-2 Multi-Unit Districts
  - MX1: Downtown Mixed-Use District
  - MX2: Neighborhood Mixed-Use District
  - MX3: Corridor Mixed-Use District
  - GX1: Office-Residential Mix District
  - GX2: Neighborhood Office-Residential
  - O: Office
- C: Commercial
  - BP-1: Business Park 1
  - BP-2: Business Park 2
  - I: Industrial
  - CON: Conservancy
  - PI-1: Neighborhood Public & Institutional District
  - PI-2: Campus Public & Institutional District

This map was produced utilizing a variety of sources the City of De Pere reasonably believes are reliable, including GIS data, some of which was under development at the time this map was produced. The City of De Pere makes no warranty, either expressed or implied, including no warranty as to fitness for a particular use, of the information contained in or comprising, this map.



**Request for Plan Commission Action**

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**MEETING DATE:** April 28, 2025  
**DEPARTMENT:** Development Services  
**FROM:** Peter Schlein, City Planner/Zoning Administrator  
**SUBJECT:** Discussion about site plans received since the March 2025 Plan Commission meeting and review of the status of recently approved development projects.  
**RECOMMENDED ACTION:** Discussion

---

**ATTACHMENTS:**  
SP Reviews Memo

# CITY OF DE PERE MEMO



To: James Boyd, Mayor  
Plan Commission Members

From: Peter Schleinz, Senior Planner | Zoning Administrator  
Date: April 28, 2025

RE: **Discussion about site plans received since the March 2025 Plan Commission meeting and review of the status of recently approved development projects.**

### Summary:

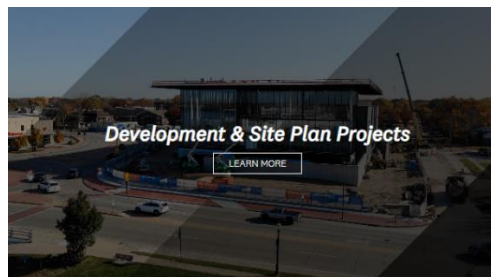
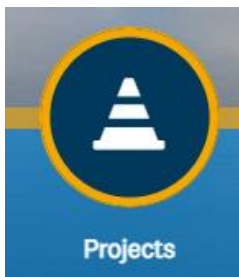
The City of De Pere approved a new Zoning Ordinance that became effective on January 1, 2023. The new Zoning Ordinance speeds up the site plan review process by allowing staff to approve site plan proposals that comply with the Zoning Ordinance.

Attached is a list of site plans that are either awaiting developer revisions, under staff review, recently approved, recently completed, or denied. Updated information is also available on the City website.

### Development and Site Plan Projects are Available Online

Updated development and site plan project information is available to Plan Commission and the public at any time by accessing the City website, clicking on 'Projects', and clicking on 'Development & Site Plan Projects'.

- City Website Link: <https://www.deperewi.gov/>



There are two alternatives to access the development and site plan project information online: The first alternative is navigating to the Planning & Zoning page. The second alternative is direct access using the following link: <https://www.deperewi.gov/topic/index.php?topicid=574&structureid=124>.

### Development and Site Plan Information Available

The development and site plan projects page includes an interactive project map, a list of projects, and tables for project status with a link to the actual site plans and project contacts.

### Staff Recommendation

Review the attached list. Ask staff questions, if any, about specific site plan projects.

Start Content

## Development & Site Plan Projects

Search

1. [Home](#)
2. [Government](#)
3. [General / Shared](#)
4. [Projects in the City of De Pere](#)
5. [Development & Site Plan Projects](#)

*Page last updated on April 15, 2025.*

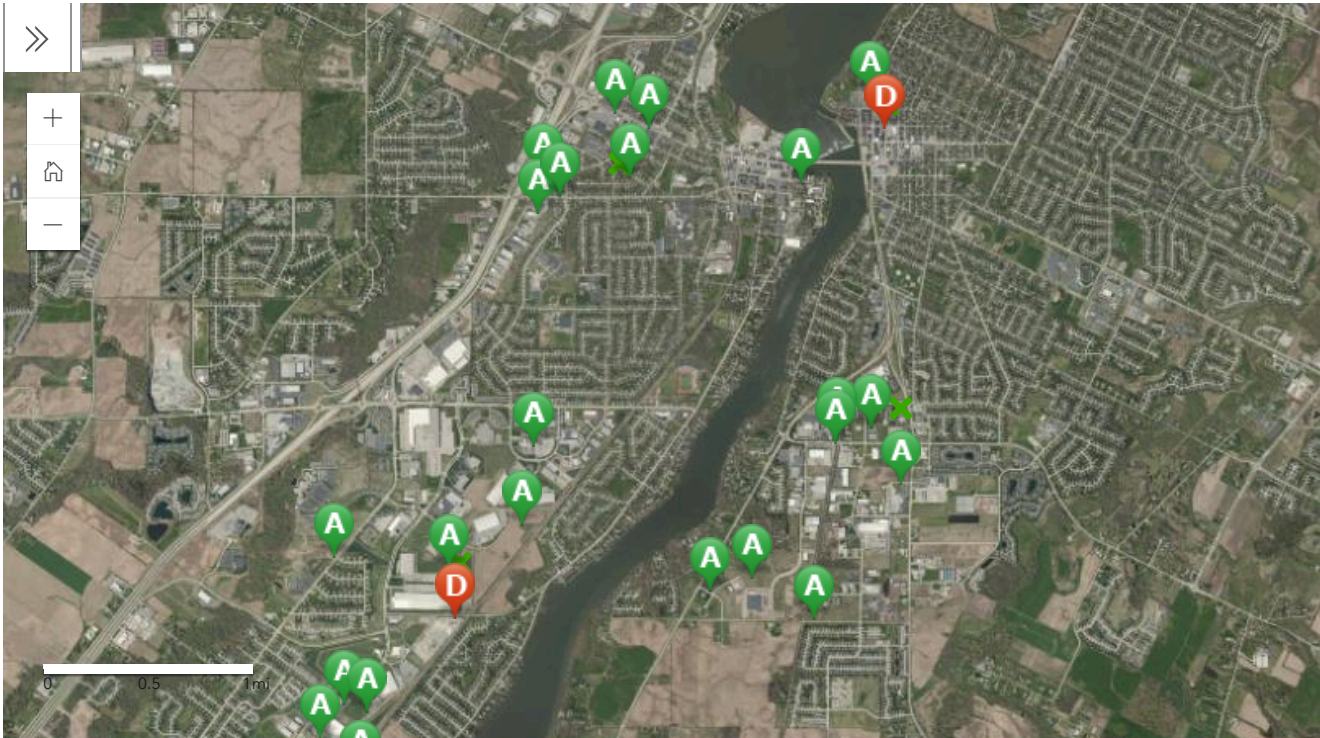
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### Development & Site Plan Projects

This page includes a linked Project Map with the locations of recent development and site plan projects in the City of De Pere that are either being revised by the developer (D), under staff review (R), recently approved (A), recently completed (green X), or recently denied

(red X). For additional information about a specific project, access to developer contact information, and site plans, click on the project in the List of Projects.

## Project Map



## List of Projects

### *Developer Revising Plans:*

- [215 N Wisconsin ST - New Towneplace Suites Hotel](#)
- [2121 American BL - New Robinson Southeast Warehouse Access Drive](#)

### *Projects that are Under Staff Review:*

- None

### *Projects that are Recently Approved:*

- [403-409 N Broadway ST - White Pillars Expansion](#)
- [450 Fortune AV - New Robinson Metal Transportation Terminal & Outdoor Storage Area](#)
- [1180 Grant ST - Fire Station 2 Addition](#)
- [2257 American BL - Bayside Machine Rear Facade Replacement](#)
- [850 Morning Glory LN - New De Pere Housing Authority Building](#)
- [1121 Grant ST - Country Visions Facade Maintenance](#)
- [2000 Commerce DR - New Amerilux Buildings](#)
- [675 Heritage RD - Belmark Plant 5 Vestibule Addition](#)
- [950 Main AV, Unit A - Dunkin' Facade Replacement](#)
- [675 Heritage RD - Belmark Plant 5 Parking Lot Addition](#)
- [1751 W Matthew DR - Sustana Fibers Flash Dryer System Addition](#)
- [411 Destiny DR - Destiny Church Addition](#)
- [1414 Builders CT - New Badgerland Supply Warehouse](#)
- [1404 Enterprise DR - New Contractor Warehouses](#)
- [820 Main AV - New North Shore Bank](#)
- [1840 S Broadway ST - New Valley Cabinet](#)
- [2005 Venture AV - New Massman Corporate INC](#)

- [290 Reid ST - New St. Norbert College Schneider School of Business](#)
- [2211 American BL - Nicolet Real Estate Addition](#)
- [421 Lawrence DR - Creekside Christian Montessori Fence Addition](#)
- [1600 N Honeysuckle CI - New Preserve Development Clubhouse](#)
- [701 Millennium CT - Storage Shop USA Phase 2 & 3 Addition](#)
- [410-416 Willie Mays CI - New Waterview Heights Apartments](#)

**Projects that are Recently Completed:**

- [2107 American BL - New Robinson Metal Driveway](#)
- [2121 American BL - New Robinson Metal Loading Docks and Pavement](#)
- [310 N Wisconsin ST - Saltbox Tile & Stone Gallery Facade Replacement](#)
- [1302 S Broadway ST - Unity Hospice Resale Store Renovation](#)
- [850 Morning Glory LN - New De Pere Housing Authority Generator](#)

**Projects that are Recently Denied:**

- None

**Additional Project Status Information**

<b>New Towneplace Suites Hotel</b>							
<b>Address: 215 N Wisconsin ST</b>							
Parcel Number: ED-861							
City Funding: TIF 18							
Developer or Authorized Representative: Brandon Robaidek, Robert E Lee & Associates INC							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans	Staff Review in Progress	Plan Commission Review	Site Plan Approved or Denied	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>New Robinson Warehouse Southeast Access Drive</b>							
<b>Address: 2121 American BL</b>							
Parcel Number: WD-1040, WD-1041-1, WD-1041-2							
City Funding: Partially in TIF 11							
Developer or Authorized Representative: Steven Kolar, Payne & Dolan INC							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans	Staff Review in Progress	Plan Commission Review	Site Plan Approved or Denied	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>New Robinson Metal Transportation Terminal &amp; Outdoor Storage</b>							
<b>Address: 450 Fortune AV</b>							
Parcel Number: WD-1040, WD-1041-1, WD-104102, WD-1043							
City Funding: TIF 11							
Developer or Authorized Representative: Steven Kolar, Payne & Dolan INC							
Project Status: (C) indicates Completed Step							
<b>Submit Site Plan and Review Fee (C)</b>	<b>Developer Revising Plans (C)</b>	<b>Staff Review in Progress (C)</b>	<b>Plan Commission Review (C)</b>	<b>Site Plan Approved - Mar 05, 2025 (C)</b>	<b>Permits Issued or Under Construction</b>	<b>Certificate of Occupancy Issued</b>	<b>Project Completed</b>
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>White Pillars Expansion</b>							
<b>Address: 403 N Broadway ST</b>							
Parcel Number: ED-752							
City Funding: No							
Developer or Authorized Representative: Bob Mach, Mach IV Engineering & Surveying LLC							
Project Status: (C) indicates Completed Step							
<b>Submit Site Plan and Review Fee (C)</b>	<b>Developer Revising Plans (C)</b>	<b>Staff Review in Progress (C)</b>	<b>Plan Commission Review (C)</b>	<b>Site Plan Approved - Apr 02, 2025 (C)</b>	<b>Permits Issued or Under Construction</b>	<b>Certificate of Occupancy Issued</b>	<b>Project Completed</b>
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>Fire Station 2 Addition</b>							
<b>Address: 1180 Grant ST</b>							
Parcel Number: WD-D0206-1							
City Funding: City Project							
Developer or Authorized Representative: Eric Rakers, City Engineer, City of De Pere							
Project Status: (C) indicates Completed Step							
<b>Submit Site Plan and Review Fee (C)</b>	<b>Developer Revising Plans (C)</b>	<b>Staff Review in Progress (C)</b>	<b>Plan Commission Review (C)</b>	<b>Site Plan Approved - Jan 10, 2025 (C)</b>	<b>Permits Issued or Under Construction</b>	<b>Certificate of Occupancy Issued</b>	<b>Project Completed</b>
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>Bayside Machine Rear Facade Replacement</b>							
<b>Address: 2257 American BL</b>							
Parcel Number: WD-1371							

City Funding: TIF 12							
Developer or Authorized Representative: Mike Van Vreede, Fox City Builders							
Project Status: (C) indicates Completed Step							
<b>Submit Site Plan and Review Fee (C)</b>	<b>Developer Revising Plans (C)</b>	<b>Staff Review in Progress (C)</b>	<b>Plan Commission Review (C)</b>	<b>Site Plan Approved - Jan 07, 2025 (C)</b>	<b>Permits Issued or Under Construction</b>	<b>Certificate of Occupancy Issued</b>	<b>Project Completed</b>
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>Belmark Plant 5 Vestibule Addition</b>							
<b>Address: 675 Heritage RD</b>							
Parcel Number: ED-F0094-1							
City Funding: No							
Developer or Authorized Representative: Carolyn Adler, McMahan Associates							
Project Status: (C) indicates Completed Step							
<b>Submit Site Plan and Review Fee (C)</b>	<b>Developer Revising Plans (C)</b>	<b>Staff Review in Progress (C)</b>	<b>Plan Commission Review (C)</b>	<b>Site Plan Approved - Nov 07, 2024 (C)</b>	<b>Permits Issued or Under Construction</b>	<b>Certificate of Occupancy Issued</b>	<b>Project Completed</b>
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>New De Pere Housing Authority Building</b>							
<b>Address: 850 Morning Glory LN</b>							
Parcel Number: WD-86-5							
City Funding: No							
Developer or Authorized Representative: David Johnson, Architects Group LTD							
Project Status: (C) indicates Completed Step							
<b>Submit Site Plan and Review Fee (C)</b>	<b>Developer Revising Plans (C)</b>	<b>Staff Review in Progress (C)</b>	<b>Plan Commission Review (C)</b>	<b>Site Plan Approved - Dec 16, 2024 (C)</b>	<b>Permits Issued or Under Construction</b>	<b>Certificate of Occupancy Issued</b>	<b>Project Completed</b>
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>Belmark Plant 5 Parking Lot Addition</b>							
<b>Address: 675 Heritage RD</b>							
Parcel Number: ED-F0094-1							
City Funding: No							
Developer or Authorized Representative: Carolyn Adler, McMahan Associates							
Project Status: (C) indicates Completed Step							

Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Oct 17, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
<a href="#">Click here to see the site plan and developer contact information.</a>							

Dunkin' Facade Replacement							
Address: 950 Main AV, Unit A							
Parcel Number: WD-709-1							
City Funding: TIF 13							
Developer or Authorized Representative: Erik Valiulius, MRV Architects INC							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Oct 17, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
<a href="#">Click here to see the site plan and developer contact information.</a>							

Saltbox Tile & Stone Gallery Facade Replacement							
Address: 310 N Wisconsin ST							
Parcel Number: ED-878							
City Funding: TIF 18							
Developer or Authorized Representative: Tom Lemkuil, Lemkuil Architectural Designs LLC							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Sep 11, 2024 (C)	Permits Issued or Under Construction (C)	Certificate of Occupancy Issued (C)	Project Completed - Apr 14, 2025 (C)
<a href="#">Click here to see the site plan and developer contact information.</a>							

New Amerilux Buildings							
Address: 2000 Commerce DR							
Parcel Number: ED-3103							
City Funding: TIF 17							
Developer or Authorized Representative: Robert Mach, Mach IV Engineering & Surveying							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Dec 03, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed

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<b>New Robinson Metal Driveway</b>							
<b>Address: 2107 American BL</b>							
Parcel Number: WD-1040, WD-1041-1, WD-104102, WD-1043							
City Funding: TIF 11							
Developer or Authorized Representative: Steven Kolar, Payne & Dolan INC							
Project Status: (C) indicates Completed Step							
<b>Submit Site Plan and Review Fee (C)</b>	<b>Developer Revising Plans (C)</b>	<b>Staff Review in Progress (C)</b>	<b>Plan Commission Review (C)</b>	<b>Site Plan Approved - Oct 09, 2024 (C)</b>	<b>Permits Issued or Under Construction (C)</b>	<b>Certificate of Occupancy Issued (C)</b>	<b>Project Completed - Apr 14, 2025 (C)</b>
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>New Badgerland Supply Warehouse</b>							
<b>Address: 1414 Builders CT</b>							
Parcel Number: WD-L176-1							
City Funding: No							
Developer or Authorized Representative: Patrick Kuehl, Robert E Lee & Associates INC							
Project Status: (C) indicates Completed Step							
<b>Submit Site Plan and Review Fee (C)</b>	<b>Developer Revising Plans (C)</b>	<b>Staff Review in Progress (C)</b>	<b>Plan Commission Review (C)</b>	<b>Site Plan Approved - Oct 07, 2024 (C)</b>	<b>Permits Issued or Under Construction</b>	<b>Certificate of Occupancy Issued</b>	<b>Project Completed</b>
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>Country Visions Facade Maintenance</b>							
<b>Address: 1221 Grant ST</b>							
Parcel Number: WD-D0217-1							
City Funding: No							
Developer or Authorized Representative: Olivia Vander Heiden, Alliance Construction & Design							
Project Status: (C) indicates Completed Step							
<b>Submit Site Plan and Review Fee (C)</b>	<b>Developer Revising Plans (C)</b>	<b>Staff Review in Progress (C)</b>	<b>Plan Commission Review (C)</b>	<b>Site Plan Approved - Dec 4, 2024 (C)</b>	<b>Permits Issued or Under Construction</b>	<b>Certificate of Occupancy Issued</b>	<b>Project Completed</b>
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<b>New Contractor Warehouses</b>							
<b>Address: 1405 Enterprise DR</b>							
Parcel Number: ED-2077-1							
City Funding: No							
Developer or Authorized Representative: Mathew Litchfield, Mach IV Engineering & Surveying LLC							
Project Status: (C) indicates Completed Step							
<b>Submit Site Plan and Review Fee (C)</b>	<b>Developer Revising Plans (C)</b>	<b>Staff Review in Progress (C)</b>	<b>Plan Commission Review (<del>C</del>)</b>	<b>Site Plan Approved - Sep 03, 2024 (C)</b>	<b>Permits Issued or Under Construction</b>	<b>Certificate of Occupancy Issued</b>	<b>Project Completed</b>
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>Unity Hospice Resale Store Renovation</b>							
<b>Address: 1302 S Broadway ST</b>							
Parcel Number: ED-F0103-6							
City Funding: No							
Developer or Authorized Representative: Collin Arndt, AIA, Somerville Architects & Engineers							
Project Status: (C) indicates Completed Step							
<b>Submit Site Plan and Review Fee (C)</b>	<b>Developer Revising Plans (C)</b>	<b>Staff Review in Progress (C)</b>	<b>Plan Commission Review (<del>C</del>)</b>	<b>Site Plan Approved - Oct 17, 2024 (C)</b>	<b>Permits Issued or Under Construction (C)</b>	<b>Certificate of Occupancy Issued (C)</b>	<b>Project Completed - Mar 17, 2025 (C)</b>
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>New Robinson Metal Loading Docks and Pavement</b>							
<b>Address: 2121 American BL</b>							
Parcel Number: WD-1040							
City Funding: No							
Developer or Authorized Representative: Steve Kolar, Payne & Dolan INC							
Project Status: (C) indicates Completed Step							
<b>Submit Site Plan and Review Fee (C)</b>	<b>Developer Revising Plans (C)</b>	<b>Staff Review in Progress (C)</b>	<b>Plan Commission Review (<del>C</del>)</b>	<b>Site Plan Approved - July 2, 2024 (C)</b>	<b>Permits Issued or Under Construction</b>	<b>Certificate of Occupancy Issued (<del>C</del>)</b>	<b>Project Completed - Apr 14, 2025 (C)</b>
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>New Valley Cabinet</b>							
<b>Address: 1840 S Broadway ST</b>							
Parcel Number: ED-F0101							

City Funding: No							
Developer or Authorized Representative: Mike Kohlbeck, McMahon Associates INC							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Jun 11, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>New De Pere Housing Authority Generator</b>							
Address: 850 Morning Glory LN							
Parcel Number: WD-86-5							
City Funding: No							
Developer or Authorized Representative: David Johnson, Architects Group LTD							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Jun 26, 2024 (C)	Permits Issued or Under Construction (C)	Certificate of Occupancy Issued (C)	Project Completed - Mar 11, 2025 (C)
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>New Massman Corporate INC</b>							
Address: 2005 Venture AV							
Parcel Number: WD-D0076							
City Funding: TIF 11							
Developer or Authorized Representative: John Davel, Davel Engineering & Environmental INC							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - May 10, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>New St. Norbert College Schneider School of Business</b>							
Address: 290 Reid ST							
Parcel Number: WD-905, WD-934							
City Funding: No							
Developer or Authorized Representative: Chris Dahlke, Director of Facilities Management, Saint Norbert College							
Project Status: (C) indicates Completed Step							

Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Oct 15, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
<a href="#">Click here to see the site plan and developer contact information.</a>							

Destiny Church Addition							
<b>Address: 1205 Lawrence DR</b>							
Parcel Number: ED-F0081-1							
City Funding: No							
Developer or Authorized Representative: Mathew Litchfield, Mach IV Engineering & Surveying LLC							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress	Plan Commission Review (C)	Site Plan Approved - Oct 07, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
<a href="#">Click here to see the site plan and developer contact information.</a>							

Nicolet Real Estate Addition							
<b>Address: 2211 American BL</b>							
Parcel Number: WD-1375							
City Funding: No							
Developer or Authorized Representative: Colin Meisel, Project Manager, Ruckert & Mielke INC							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress	Plan Commission Review (C)	Site Plan Approved - Dec 06, 2023 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
<a href="#">Click here to see the site plan and developer contact information.</a>							

Creekside Christian Montessori Fence Addition							
<b>Address: 421 Lawrence DR</b>							
Parcel Number: WD-0209, WD-0209-1							
City Funding: No							
Developer or Authorized Representative: Thomas Barrett, Vice President							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Sep 27, 2023 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>New North Shore Bank</b>							
<b>Address: 820 Main AV</b>							
Parcel Number: WD-534, WD-535, WD-536, WD-533-1							
City Funding: No							
Developer or Authorized Representative: Michael Leidig, EIT, Robert E Lee and Associates							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan <del>Commission Review (C)</del>	Site Plan Approved - Jun 27, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
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<b>New Preserve Development Clubhouse</b>							
<b>Address: 1600 N Honeysuckle CI</b>							
Parcel Number: WD-D0034-1							
City Funding: TIF 15							
Developer or Authorized Representative: Bill Kingston, Developer, Preserve Development LLC							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan <del>Commission Review (C)</del>	Site Plan Approved - Aug 11, 2023 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>Sustana Fibers Flash Dryer System Addition</b>							
<b>Address: 1751 W Matthew DR</b>							
Parcel Number: WD-364-D-526							
City Funding: No							
Developer or Authorized Representative: Dan Bassindale, Sustana Solutions							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans	Staff Review in Progress (C)	Plan <del>Commission Review (C)</del>	Site Plan Approved - Oct 10, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>Storage Shop USA Phase 2 &amp; 3 Addition</b>							
<b>Address: 701 Millennium CT</b>							
Parcel Number: ED-3090							

City Funding: No							
Developer or Authorized Representative: Dave Anderson, Owner, Town and Country Development LLC							
Project Status: (C) indicates Completed Step							
<b>Submit Site Plan and Review Fee (C)</b>	<b>Developer Revising Plans (C)</b>	<b>Staff Review in Progress (C)</b>	<b>Plan Commission Review - Sep 26, 2022 (C)</b>	<b>Site Plan Approved - Oct 4, 2022 (C)</b>	<b>Permits Issued or Under Construction</b>	<b>Certificate of Occupancy Issued</b>	<b>Project Completed</b>
<a href="#">Click here to see the site plan and developer contact information.</a>							

<b>New Waterview Heights Apartments</b>							
<b>Address: 410-416 Willie Mays CI</b>							
Parcel Number: WD-2197							
City Funding: No							
Developer or Authorized Representative: Brad Treml, Engineering Tech II, Robert E Lee & Associates							
Project Status: (C) indicates Completed Step							
<b>Submit Site Plan and Review Fee (C)</b>	<b>Developer Revising Plans (C)</b>	<b>Staff Review in Progress (C)</b>	<b>Plan Commission Review - Oct 24, 2022 (C)</b>	<b>Site Plan Approved May 10, 2023 (C)</b>	<b>Permits Issued or Under Construction</b>	<b>Certificate of Occupancy Issued</b>	<b>Project Completed</b>
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