Plan Commission

Regular Meeting

Agenda

335 South Broadway
De Pere, WI 54115
www.deperewi.gov

Monday, June 23, 2025 | **7:00 PM** | **Council Chambers and Virtual**

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 **June 23, 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
United States: +1 (312) 757-3117
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 May 26, 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 Commisson. §6-3(f) DPMC
4. Annual Election of Chairperson and Vice Chairperson.
5. Consideration and possible action on a 10-lot extraterritorial final plat of Grande Ridge Estates Second Addition at 3400 BLK Heritage RD in Ledgeview (Parcels D-2573, D-2574, D-2580).*
6. Consideration and possible action for a zoning map amendment from RM-2 PDD (Multi-Unit [7+ units] District with a planned development district overlay) to RM-2 (Multi-Unit [7+ units] District) at 1900 BLK Ridgeway DR.*

7. Staff Presentation and Periodic Update to the Comprehensive Plan Update Process

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

9. 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.

Agenda Sent To:
Alderpersons
City Manager
Mayor
Department Heads
TV, Newspapers & Radio Stations
Kress Family Library
De Pere Chamber of Commerce
Steven Bieda, Vierbicher Associates INC
Steve Schenian
Tyler Jorgensen, Slusarek Construction
Gregg Slusarek

City of De Pere, Wisconsin **I.2**

Request for Plan Commission Action

MEETING DATE:	June 23, 2025
DEPARTMENT:	Development Services
FROM:	Kelly Barker, Administrative Assistant
SUBJECT:	Approval of the minutes of the May 26, 2025 Plan Commission meeting.
RECOMMENDED ACTION:	Approval

ATTACHMENTS:
PC_May2025_Minutes_Draft

Plan Commission

Regular Meeting

Draft Minutes

335 South Broadway
De Pere, WI 54115
www.deperewi.gov

Tuesday, May 27, 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, Jonathon Hansen
Absent:
Excused: Devin Perock

2. Approval of the minutes of the April 28, 2025 Plan Commission meeting.

RESULT:	**Approved**
MOVER:	James Boyd
SECONDER:	Shane Raymaker
AYES:	James Boyd, Brenda Busch, Mark Higgins, Shane Raymaker, Grant Schilling, Jonathon Hansen
EXCUSED:	Devin Perock

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 3-lot extraterritorial CSM at 2609 Lawrence DR in Lawrence (Parcel L-480-2).*

City Planner Peter Schleinz reviewed the CSM. Staff recommended approval of the CSM, subject to the conditions in the report.

RESULT:	**Approved**
MOVER:	Jonathon Hansen
SECONDER:	Grant Schilling
AYES:	James Boyd, Brenda Busch, Mark Higgins, Shane Raymaker, Grant Schilling, Jonathon Hansen
EXCUSED:	Devin Perock

5. Consideration and possible action for a 2-lot CSM at 215 N Broadway ST (Parcel ED-861).

City Planner Peter Schleinz reviewed the CSM. He noted that the correct address is 215 N Wisconsin

Street, not 215 N Broadway Street as stated in the report. Staff recommended approval, subject to the conditions in the report.

RESULT:	**Approved**
MOVER:	James Boyd
SECONDER:	Mark Higgins
AYES:	James Boyd, Brenda Busch, Mark Higgins, Shane Raymaker, Grant Schilling, Jonathon Hansen
EXCUSED:	Devin Perock

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

City Planner Peter Schleinz provided an update on the status of recently approved development projects since the last meeting. Ald. Hansen requested to see the public plans for the site plan for 550 William St, which has not been approved by staff yet. Ald. Hansen noted that the plan shows a lot of metal. He asked if staff has done the calculations to determine what percent is metal paneling. Peter noted that the site plan complied with Zoning Ordinance requirements for major and minor facade materials. There were no other questions or comments.

7. Adjournment

Mayor Boyd moved, seconded by Brenda Busch, to adjourn the meeting at 7: 22 PM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker

City of De Pere, Wisconsin **I.5**

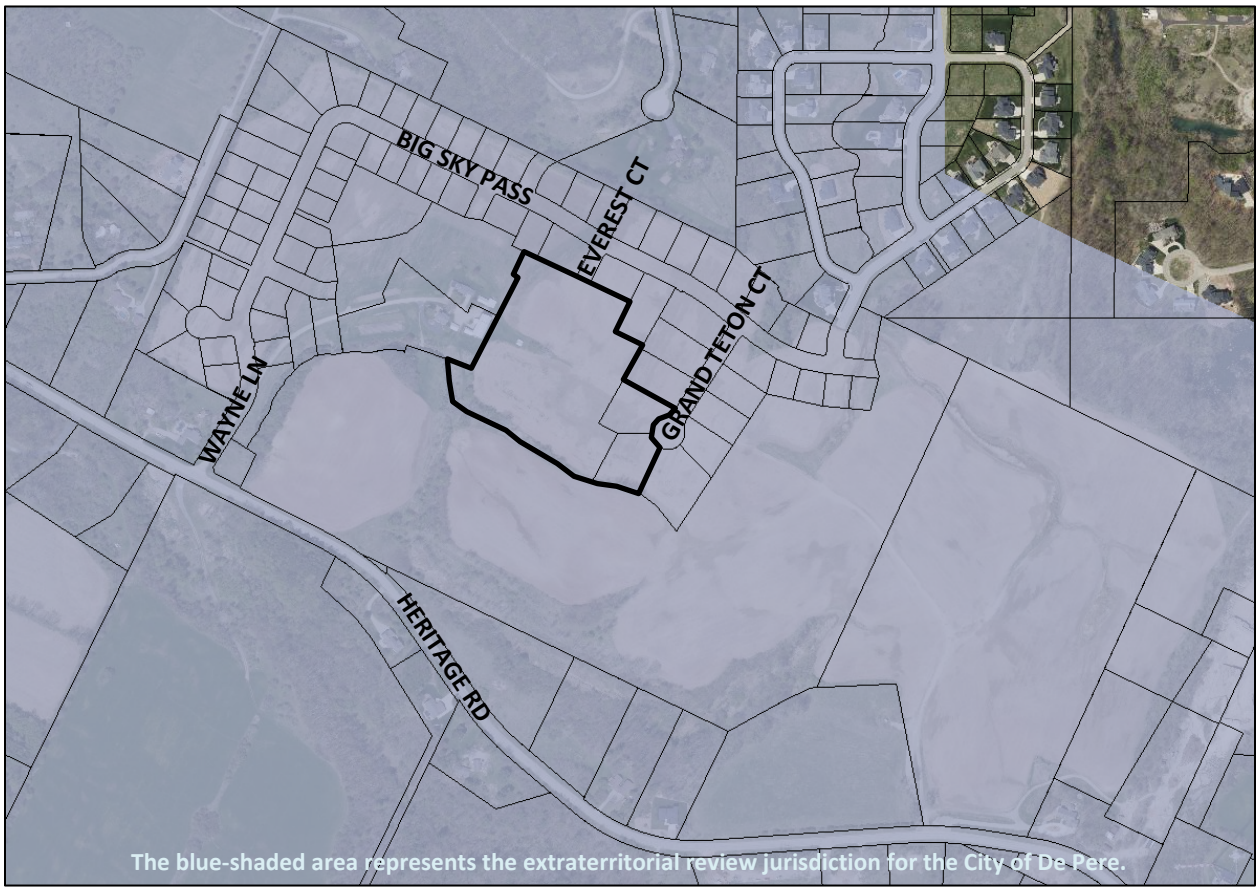
Request for Plan Commission Action

MEETING DATE:	June 23, 2025
DEPARTMENT:	Development Services
FROM:	Peter Schleinz, City Planner/Zoning Administrator
SUBJECT:	Consideration and possible action on a 10-lot extraterritorial final plat of Grande Ridge Estates Second Addition at 3400 BLK Heritage RD in Ledgeview (Parcels D-2573, D-2574, D-2580).*
RECOMMENDED ACTION:	Approval with conditions.

ATTACHMENTS:
PC Report, Application and Final Plat - 09 May 2025

Consideration and possible action on a 10-lot extraterritorial final plat of Grande Ridge Estates Second Addition at 3400 BLK Heritage RD in Ledgeview (Parcels D-2573, D-2574, D-2580).*

SITE MAP



REQUESTED ACTION: Final Extraterritorial Plat Approval (File FPP 25-01).

COMMON DESCRIPTION: 3400 BLK Heritage RD, located northeast of the Heritage RD and Wayne LN intersection.

ZONING: R-1 (Residential) in Ledgeview.

SURROUNDING LAND USES: Developing residential to the north, east and west.
Agricultural to the south.

COMPREHENSIVE PLAN: Planned Neighborhood in Ledgeview.

APPLICANT/OWNER:

Authorized Representative
Steven M Bieda, PLS
Vierbicher Associates INC
400 Security BL
Green Bay, WI 54313

Property Owner
Steve Schenian
0 Heritage Heights
De Pere, WI 54115

LAND USE HISTORY: The property remained undeveloped since air photos of 1938.

STAFF REVIEW: When reviewing a plat, staff considers State Statutes 236 Sections 46-3 through 46-7 of the De Pere Platting and Division of Land Code, the future land use recommendation of the Comprehensive Plan, surrounding land uses, and desired development patterns.

- The proposed plat is 7,300 feet (1.4 miles) east of the De Pere city limits.
- The proposed plat will create 10 residential lots.
- The site is located inside the Ledgeview sewer service area.
- Environmentally sensitive areas are reviewed by Brown County.
- The De Pere minimum acreage and frontage are 0.2 acres and 75 feet; the Town's minimum is 0.3 acres and 90 feet. All lots meet the minimum acreage and frontage criteria for De Pere and Ledgeview.

The plat meets the criteria of State Statutes 236 and Sections 46-3 through 46-7 of the De Pere Platting and Division of Land Code. The proposed land division does not impact the Comprehensive Plan negatively. The proposed lot size, frontage, and setbacks meet acceptable City requirements.

STAFF RECOMMENDATION: Staff recommends APPROVAL of the final extraterritorial plat and forwarding the plat to the Common Council for approval, subject to:

1. Meeting all other state and local regulations, including the City of De Pere, Town of Ledgeview, and Brown County Planning Commission.
2. In the Certificate if the City of De Pere, change "…Plan Commission…" to read "…Common Council…".

Planning/Zoning Application

Planning & Zoning Department

Submitted On:
Jun 9, 2025, 10:57AM EDT

Parcel Number: (Include ALL parcels)	D-2573, D-2574 & D-2580
Nearest property address to the project site:	**Street Address:** 0 Heritage Heights **City:** De Pere **State:** WI **Zip:** 54115
Check each project type that is being applied for:	Plat, Final
Current De Pere Zoning Districts:	Not in De Pere
Extraterritorial Zoning Districts:	R-1 Residential
Number of lots in the Final Plat: (PLEASE USE NUMERALS ONLY.)	10
Number of outlots in the Final Plat: (PLEASE USE NUMERALS ONLY.)	0
Existing Site Land Uses:	Undeveloped/Vacant/Agricultural
Proposed Site Land Uses:	Residential
Does the project comply with the Comprehensive Plan?	Yes
Has City Staff been contacted for a preapplication meeting?	Yes
Property Owner:	**First Name:** Steve **Last Name:** Schenian
Is the property owner's address the same as the nearest property address?	Yes
Property Owner's Phone Number:	920-684-0687
Property Owner's Email Address:	sschenian@scheniantrucking.com
Is someone processing the project for the property owner as their authorized representative?	Yes
Authorized Representative's Name:	**First Name:** Steven **Last Name:** Bieda

Authorized Representative's Business Name:	Vierbicher
Authorized Representative's Phone Number:	(920)434-9670
Authorized Representative's Email Address:	sbie@vierbicher.com
Please attach a PDF copy of the Final Plat.	P-2654.pdf
Please attach a CAD copy of the Final Plat.	V-16410FinalPlat 2nd Addition.dwg
How do you plan on paying for your application?	Online with a credit card
Total Due:	$200.00
Signature Data	First Name: Steven Last Name: Bieda Email Address: sbie@vierbicher.com  Signed at: June 9, 2025 10:56am America/New_York
User's Session Information	IP Address: 74.87.124.242 Referrer URL:

© Vierbicher Associates, Inc.

Grande Ridge Estates Second Addition

ALL OF LOTS 64, 65 AND 71 OF RECORDED PLAT "GRANDE RIDGE ESTATES FIRST ADDITION", (PLATS, DOCUMENT NUMBER 3088551, BROWN COUNTY RECORDS), BEING LOCATED IN PART OF PRIVATE CLAIM 38, EAST SIDE OF THE FOX RIVER, TOWN OF LEDGEVIEW, BROWN COUNTY, WISCONSIN.

BEARING REFERENCE TO THE SOUTH LINE OF GOVERNMENT LOT 1 OF SECTION 36, T23N–R21E, ASSUMED TO BE S64°11'48"E

THE COUNTY MONUMENTS USED IN THIS SURVEY ARE SHOWN AND THEIR TIES HAVE BEEN FOUND AND VERIFIED AND/OR BROWN COUNTY PLANNING AND LAND SERVICES HAS BEEN NOTIFIED OF ANY DISCREPANCIES.

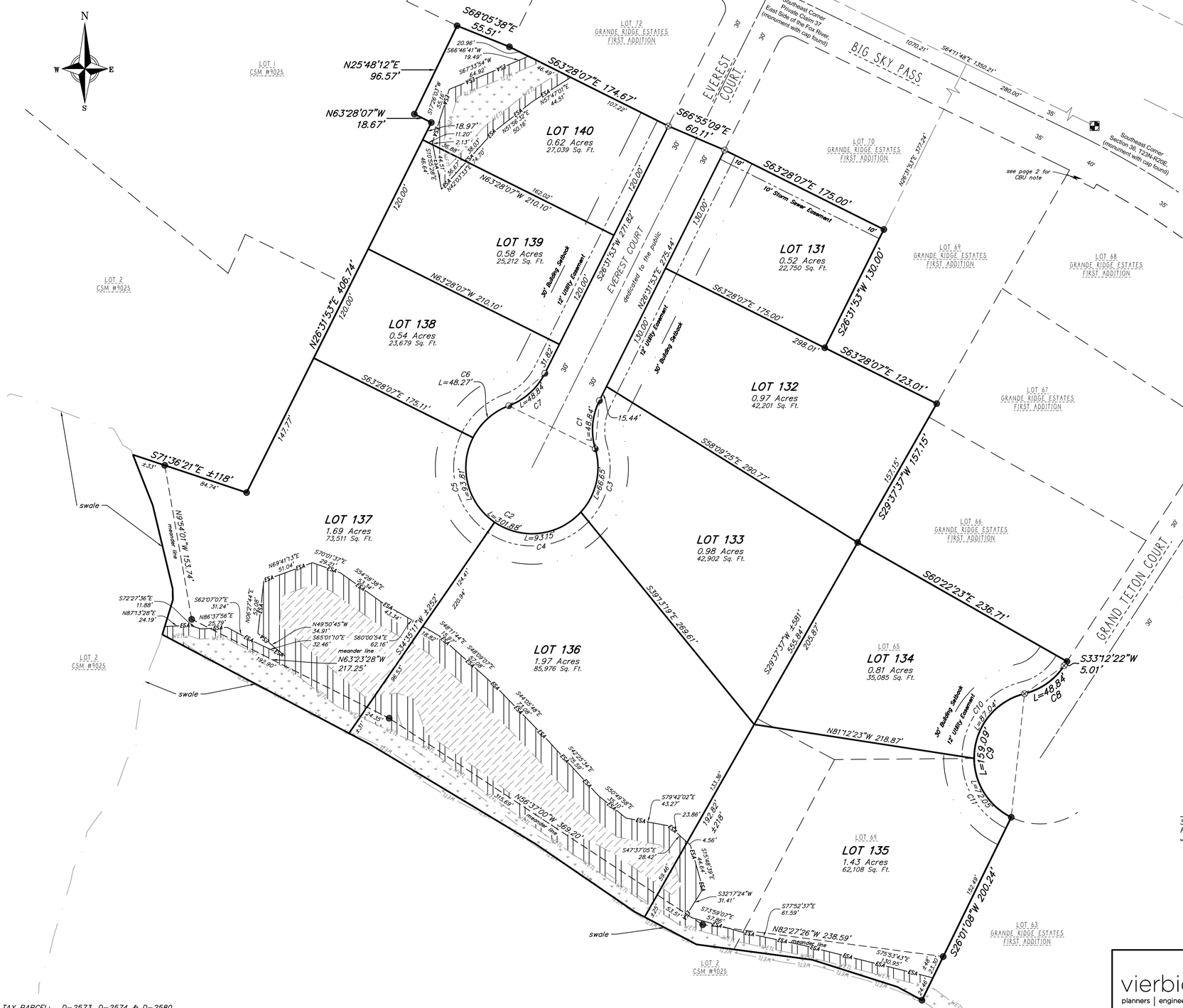
There are no objections to this plat with respect to Secs. 236.15, 236.16, 236.20 and 236.21(1) and (2), Wis Stats. as provided by s. 236.12, Wis. Stats.

Certified _____, 20____

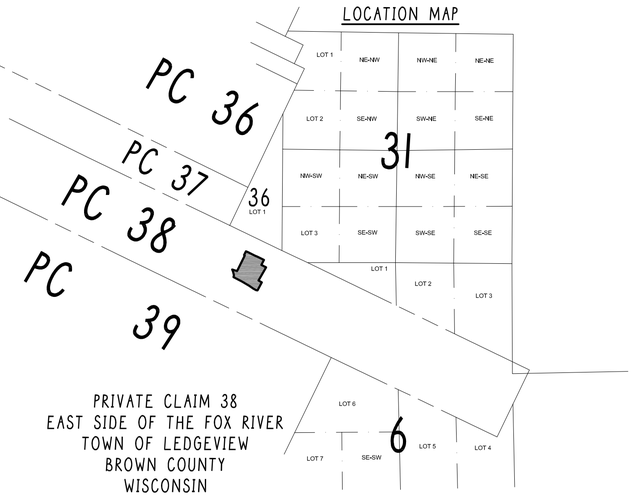
Department of Administration

GRAPHIC SCALE: 1" = 60'

0 30 60 120



LOCATION MAP



PRIVATE CLAIM 38
EAST SIDE OF THE FOX RIVER
TOWN OF LEDGEVIEW
BROWN COUNTY
WISCONSIN

Curve Table							
Curve #	Length	Radius	Delta	Chord Length	Chord Dir.	Tangent Bearing	Tangent Bearing
C1	48.84'	65.00'	43°02'57"	47.70'	S05°00'24"W	S26°31'53"W	S16°31'04"E
C2	301.88'	65.00'	266°05'54"	95.00'	S63°28'07"E	S69°34'49"W	N16°31'04"W
C3	66.65'	65.00'	58°44'56"	63.77'	S12°51'24"W	S16°31'04"E	S42°13'52"W
C4	93.15'	65.00'	82°06'32"	85.38'	S83°17'08"W	S42°13'52"W	N55°39'36"W
C5	93.81'	65.00'	82°41'18"	85.88'	N14°18'57"W	N55°39'36"W	N27°01'42"E
C6	48.27'	65.00'	42°33'08"	47.17'	N48°18'16"E	N27°01'42"E	N69°34'49"E
C7	48.84'	65.00'	43°02'57"	47.70'	N48°03'21"E	N69°34'49"E	N26°31'53"E
C8	48.84'	65.00'	43°02'57"	47.70'	S54°43'51"W	S76°15'19"W	S33°12'22"W
C9	159.09'	65.00'	140°14'12"	122.25'	S06°08'13"W	S63°58'52"E	S76°15'19"W
C10	87.04'	65.00'	76°43'20"	80.68'	S37°53'39"W	S00°28'01"E	S76°15'19"W
C11	72.05'	65.00'	63°30'52"	68.42'	S32°13'26"E	S63°58'52"E	S00°28'01"E

SURVEY LEGEND

- PUBLIC LAND CORNER AS NOTED
- FOUND 1" ø IRON PIPE
- FOUND 2" ø IRON PIPE
- 2.38" (O.D.) X 18" IRON PIPE WEIGHING 3.65 LBS/LIN. FOOT SET
  - ALL OTHER LOT CORNERS MARKED WITH A 1.32" (O.D.) X 18" IRON PIPE WEIGHING 1.68 LBS\LIN. FOOT.
  - ALL LINEAR MEASUREMENTS HAVE BEEN MADE TO THE NEAREST HUNDREDTH OF A FOOT.
  - ALL DISTANCES ON CURVES ARE ARC LENGTHS.

30' BUILDING SETBACK (UNLESS NOTED)

12' UTILITY EASEMENT (UNLESS NOTED)

STEEP SLOPES

ENVIRONMENTALLY SENSITIVE AREA (ESA)

DELINEATED WETLANDS BY BAY ENVIRONMENTAL ON JULY 21ST, 2022

WISCONSIN STEVEN M. BIEDA PLS-2275 GREEN BAY, WI LAND SURVEYOR

STEVEN M. BIEDA
PLS–2275
JUNE 5TH, 2025

TAX PARCEL: D–2573, D–2574 & D–2580
FIELDWORK COMPLETED: 01/30/2025

vierbicher
planners | engineers | advisors

Drafted by: NDK Checked by: MRA	
Job #: V–16410 Drawing No.: P–2654	
Rev: 06/09/2025	
Rev:	
Rev:	

SURVEYED FOR:
J&A LAKESIDE PROPERTIES LLC

SURVEYED BY:
Vierbicher Associates, Inc.
400 Security Blvd, Ste 1
Green Bay, WI 54313
(920) 434–9670

SHEET 1 OF 2

09 Jun 2025 - 9:38a C:\Users\nkov\AcPublish_18784\V-16410FinalPlat 2nd Addition.dwg by: nkov

© Vierbicher Associates, Inc.

Grande Ridge Estates Second Addition

ALL OF LOTS 64, 65 AND 71 OF RECORDED PLAT "GRANDE RIDGE ESTATES FIRST ADDITION", (PLATS, DOCUMENT NUMBER 3088551, BROWN COUNTY RECORDS), BEING LOCATED IN PART OF PRIVATE CLAIM 38, EAST SIDE OF THE FOX RIVER, TOWN OF LEDGEVIEW, BROWN COUNTY, WISCONSIN.

SURVEYOR'S CERTIFICATE

I, STEVEN M. BIEDA, PROFESSIONAL LAND SURVEYOR, PLS–2275, HEREBY CERTIFY:

THAT IN FULL COMPLIANCE WITH THE PROVISIONS OF CHAPTER 236, WISCONSIN STATUTES, AND THE SUBDIVISION REGULATIONS OF THE TOWN OF LEDGEVIEW, THE CITY OF DE PERE AND THE BROWN COUNTY PLANNING COMMISSION AND UNDER THE DIRECTION OF THE OWNERS LISTED HEREON, I HAVE SURVEYED, DIVIDED AND MAPPED GRANDE RIDGE ESTATES SECOND ADDITION; AND THAT SUCH PLAT CORRECTLY REPRESENTS ALL EXTERIOR BOUNDARIES AND THE SUBDIVISION OF THE LAND SURVEYED; AND IS ALL OF LOTS 64, 65 AND 71 OF RECORD PLAT "GRANDE RIDGE ESTATES FIRST ADDITION", (PLATS, DOCUMENT NUMBER 3088551, BROWN COUNTY RECORDS), BEING LOCATED IN PART OF PRIVATE CLAIM 38, EAST SIDE OF THE FOX RIVER, TOWN OF LEDGEVIEW, BROWN COUNTY, WISCONSIN.

PARCEL CONTAINS 471,949 SQUARE FEET / 10.83 ACRES, MORE OR LESS.
RIGHT OF WAY DEDICATED TO THE PUBLIC CONTAINS 31,485 SQUARE FEET / 0.72 ACRES, MORE OR LESS.
PARCEL IS SUBJECT TO EASEMENTS AND RESTRICTIONS OF RECORD.

NOTES

THE PROPERTY OWNERS, AT THE TIME OF CONSTRUCTION, SHALL IMPLEMENT THE APPROPRIATE SOIL EROSION CONTROL METHODS OUTLINED IN THE WISCONSIN CONSTRUCTION SITE EROSION AND SEDIMENT CONTROL TECHNICAL STANDARDS (AVAILABLE FROM THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES) TO PREVENT SOIL EROSION. HOWEVER, IF AT THE TIME OF CONSTRUCTION THE TOWN OF LEDGEVIEW HAS ADOPTED A SOIL EROSION CONTROL ORDINANCE, IT SHALL GOVERN OVER THIS REQUIREMENT. THIS PROVISION APPLIES TO ANY GRADING, CONSTRUCTION, OR INSTALLATION–RELATED ACTIVITIES.

DEVELOPMENT ON LOT 131–140 REQUIRES PUBLIC SEWER AND WATER BE AVAILABLE OR ACQUISITION OF ALL STATE, COUNTY, AND/OR MUNICIPAL PERMITS CONCERNING ONSITE SEWAGE DISPOSAL SYSTEMS FOR SANITARY WASTE DISPOSAL.

LOTS 135, 136, 137, 139 AND 140 INCLUDE WETLAND AREAS THAT MAY REQUIRE PERMITS FROM THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES, ARMY CORPS OF ENGINEERS, BROWN COUNTY PLANNING COMMISSION, OR THE BROWN COUNTY ZONING ADMINISTRATORS OFFICE PRIOR TO ANY DEVELOPMENT ACTIVITY.

THE OWNERS OF LOTS 131 THROUGH 140, ALONG WITH LOTS 56–63, 66–75 AND 117–130 OF GRANDE RIDGE ESTATES FIRST ADDITION ARE JOINT OWNERS OF THE SPECIFIED CLUSTER BOX UNIT (CBU) STRUCTURE AND ITS FOUNDATION, WHO ARE RESPONSIBLE FOR THE LONG–TERM MAINTENANCE AND REPLACEMENT. IF THE PROPERTY OWNERS DO NOT KEEP THE CBU IN A GOOD–LOOKING FUNCTIONAL STATE, THE MUNICIPALITY MAY ASSESS/CHARGE THE LOT OWNERS FOR THE SHARED COST OF REPAIRS OR REPLACEMENT. CLUSTER BOX UNIT (CBU) STRUCTURE IS LOCATED ON LOT 68 OF GRANDE RIDGE ESTATES, FIRST ADDITION

FUTURE SIDEWALKS WILL BE INSTALLED ALONG EVEREST COURT AND GRAND TETON COURT IN THE PUBLIC RIGHT OF WAY.

RESTRICTIVE COVENANTS

THE LAND ON ALL SIDE AND REAR LOT LINES OF ALL LOTS SHALL BE GRADED BY THE LOT OWNER AND MAINTAINED BY THE ABUTTING PROPERTY OWNERS TO PROVIDE FOR ADEQUATE DRAINAGE OF SURFACE WATER.

EACH LOT OWNER SHALL GRADE THE PROPERTY TO CONFORM TO THE ADOPTED SIDEWALK GRADE ELEVATION AND MAINTAIN SAID ELEVATION FOR FUTURE SIDEWALKS.

GRADING ACTIVITIES WITHIN ESA AND ESA SETBACK AREAS ARE RESTRICTED UNLESS AN ESA AMENDMENT IS APPROVED BY THE BROWN COUNTY PLANNING COMMISSION, OR GRADING IS COMPLETED AS PART OF AN APPROVED GRADING AND STORMWATER MANAGEMENT PLAN

LOTS 135–137 AND 139–140 CONTAIN AN ENVIRONMENTALLY SENSITIVE AREA (ESA) AS DEFINED IN THE 2040 BROWN COUNTY URBAN SERVICE AREA WATER QUALITY PLAN. THE ESA INCLUDES DELINEATED WETLANDS, ALL LAND WITHIN 10–30 FEET OF LESS SUSCEPTIBLE WETLANDS, STEEP SLOPES OF 20% OR GREATER ASSOCIATED WITH ANY AFOREMENTIONED WATER OR NATURAL RESOURCE FEATURES AND A 20–FOOT SETBACK FROM TOP AND BOTTOM OF STEEP SLOPES. DEVELOPMENT AND LAND DISTURBING ACTIVITIES ARE RESTRICTED IN THE ESA UNLESS AMENDMENTS ARE APPROVED BY THE BROWN COUNTY PLANNING COMMISSION AND THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES.

UTILITY EASEMENT PROVISIONS

AN EASEMENT FOR ELECTRIC, NATURAL GAS, AND COMMUNICATIONS SERVICE IS HEREBY GRANTED BY

J&A LAKESIDE PROPERTIES, LLC, GRANTOR, TO

WISCONSIN PUBLIC SERVICE CORPORATION, A WISCONSIN CORPORATION, GRANTEE,

THEIR RESPECTIVE SUCCESSORS AND ASSIGNS, TO CONSTRUCT, INSTALL, OPERATE, REPAIR, MAINTAIN AND REPLACE FROM TIME TO TIME, FACILITIES USED IN CONNECTION WITH OVERHEAD AND UNDERGROUND TRANSMISSION AND DISTRIBUTION OF ELECTRICITY AND ELECTRIC ENERGY, NATURAL GAS, TELEPHONE AND CABLE TV FACILITIES FOR SUCH PURPOSES AS THE SAME IS NOW OR MAY HEREAFTER BE USED, ALL IN, OVER, UNDER, ACROSS, ALONG AND UPON THE PROPERTY SHOWN WITHIN THOSE AREAS ON THE PLAT DESIGNATED AS "UTILITY EASEMENT" AND THE PROPERTY DESIGNATED ON THE PLAT FOR STREETS AND ALLEYS, WHETHER PUBLIC OR PRIVATE, TOGETHER WITH THE RIGHT TO INSTALL SERVICE CONNECTIONS UPON, ACROSS, WITHIN AND BENEATH THE SURFACE OF EACH LOT TO SERVE IMPROVEMENTS, THEREON, OR ON ADJACENT LOTS; ALSO THE RIGHT TO TRIM OR CUT DOWN TREES, BRUSH AND ROOTS AS MAY BE REASONABLY REQUIRED INCIDENT TO THE RIGHTS HEREIN GIVEN, AND THE RIGHT TO ENTER UPON THE SUBDIVIDED PROPERTY FOR ALL SUCH PURPOSES. THE GRANTEES AGREE TO RESTORE OR CAUSE TO HAVE RESTORED, THE PROPERTY, AS NEARLY AS IS REASONABLY POSSIBLE, TO THE CONDITION EXISTING PRIOR TO SUCH ENTRY BY THE GRANTEES OR THEIR AGENTS. THIS RESTORATION, HOWEVER, DOES NOT APPLY TO THE INITIAL INSTALLATION OF SAID UNDERGROUND AND/OR ABOVE GROUND ELECTRIC FACILITIES, NATURAL GAS FACILITIES, OR TELEPHONE AND CABLE TV FACILITIES OR TO ANY TREES, BRUSH OR ROOTS WHICH MAY BE REMOVED AT ANY TIME PURSUANT TO THE RIGHTS HEREIN GRANTED. STRUCTURES SHALL NOT BE PLACED OVER GRANTEES' FACILITIES OR IN, UPON OR OVER THE PROPERTY WITHIN THE LINES MARKED "UTILITY EASEMENT" WITHOUT THE PRIOR WRITTEN CONSENT OF GRANTEES. AFTER INSTALLATION OF ANY SUCH FACILITIES, THE GRADE OF THE SUBDIVIDED PROPERTY SHALL NOT BE ALTERED BY MORE THAN SIX INCHES WITHOUT WRITTEN CONSENT OF GRANTEES. THIS UTILITY EASEMENT PROVISION DOES NOT PREVENT OR PROHIBIT OTHERS FROM UTILIZING OR CROSSING THE UTILITY EASEMENT AS THE UTILITY EASEMENT(S) ARE NON–EXCLUSIVE.

THE GRANT OF EASEMENT SHALL BE BINDING UPON AND INURE TO THE BENEFIT OF THE HEIRS, SUCCESSORS AND ASSIGNS OF ALL PARTIES HERETO.

LIMITED LIABILITY COMPANY OWNER'S CERTIFICATE

J&A LAKESIDE PROPERTIES LLC, A LIMITED LIABILITY COMPANY DULY ORGANIZED AND EXISTING UNDER AND BY VIRTUE OF THE LAWS OF THE STATE OF WISCONSIN, DOES HEREBY CERTIFY THAT WE CAUSED THE LAND DESCRIBED ON GRANDE RIDGE ESTATES SECOND ADDITION TO BE SURVEYED, DIVIDED, MAPPED AND DEDICATED AS REPRESENTED HEREON. J&A LAKESIDE PROPERTIES LLC ALSO CERTIFIES THAT THIS PLAT IS REQUIRED BY S.236.10 OR S.236.12 TO BE SUBMITTED TO THE FOLLOWING FOR APPROVAL OR OBJECTION:

TOWN OF LEDGEVIEW
CITY OF DE PERE
BROWN COUNTY PLANNING COMMISSION
DEPT. OF ADMINISTRATION

IN WITNESS WHEREOF, THE SAID J&A LAKESIDE PROPERTIES LLC HAS CAUSED THESE PRESENTS TO BE SIGNED BY _____, ITS MEMBER, ON THIS ___ DAY OF _____, 20__.

_____
MEMBER

PERSONALLY CAME BEFORE ME THIS _____ DAY OF _____, 20__, THE ABOVE NAMED MEMBER OF SAID LIMITED LIABILITY COMPANY AND ACKNOWLEDGED THAT HE EXECUTED THE FOREGOING INSTRUMENT AS SUCH MEMBER AS THE DEED OF SAID LIMITED LIABILITY COMPANY, BY ITS AUTHORITY.

_____ MY COMMISSION EXPIRES _____
NOTARY PUBLIC
BROWN COUNTY, WISCONSIN

STATE OF WISCONSIN]
] SS
COUNTY OF BROWN]

CERTIFICATE OF THE BROWN COUNTY PLANNING COMMISSION

APPROVED FOR THE BROWN COUNTY PLANNING COMMISSION THIS _____ DAY OF _____, 20__.

_____
DEVIN YODER
SENIOR PLANNER

CERTIFICATE OF THE BROWN COUNTY TREASURER

AS DULY ELECTED BROWN COUNTY TREASURER, I HEREBY CERTIFY THAT THE RECORDS IN OUR OFFICE SHOW NO UNREDEEMED TAXES AND NO UNPAID OR SPECIAL ASSESSMENTS AFFECTING ANY OF THE LANDS INCLUDED IN THIS PLAT AS OF THE DATES LISTED BELOW.

_____
RAY SUENNEN DATE
BROWN COUNTY TREASURER

CERTIFICATE OF THE TOWN OF LEDGEVIEW

APPROVED FOR THE TOWN OF LEDGEVIEW THIS _____ DAY OF _____, 20__.

_____
JENNIFER BROICH
TOWN CLERK

CERTIFICATE OF THE TOWN OF LEDGEVIEW TREASURER

AS DULY ELECTED TOWN OF LEDGEVIEW TREASURER, I HEREBY CERTIFY THAT THE RECORDS IN OUR OFFICE SHOW NO UNREDEEMED TAXES AND NO UNPAID OR SPECIAL ASSESSMENTS AFFECTING ANY OF THE LANDS INCLUDED IN THIS PLAT AS OF THE DATES LISTED BELOW.

_____
RENAE PETERS DATE
TOWN OF LEDGEVIEW TREASURER

CERTIFICATE OF THE CITY OF DE PERE

APPROVED BY THE CITY OF DE PERE PLAN COMMISSION ON THE _____ DAY OF _____, 20___.

_____
CAREY E. DANEN DATE
CITY CLERK

_____
STEVEN M. BIEDA
PLS–2275
JUNE 5TH, 2025

WISCONSIN
STEVEN M. BIEDA
PLS-2275
GREEN BAY, WI
LAND SURVEYOR

There are no objections to this plat with respect to Secs. 236.15, 236.16, 236.20 and 236.21(1) and (2), Wis Stats. as provided by s. 236.12, Wis. Stats.

Certified _____, 20_____

Department of Administration

vierbicher
planners | engineers | advisors

Drafted by: NDK
Checked by: MRA
Job #.: V–16410
Drawing No.: P–2654
Rev: 06/09/2025
Rev:
Rev:

SURVEYED FOR:
J&A LAKESIDE PROPERTIES LLC

SURVEYED BY:
Vierbicher Associates, Inc.
400 Security Blvd, Ste 1
Green Bay, WI 54313
(920) 434–9670

SHEET 2 OF 2

09 Jun 2025 - 9:38a C:\Users\nkov\AcPublish_18784\V-16410finalPlat 2nd Addition.dwg by: nkov

City of De Pere, Wisconsin **I.6**

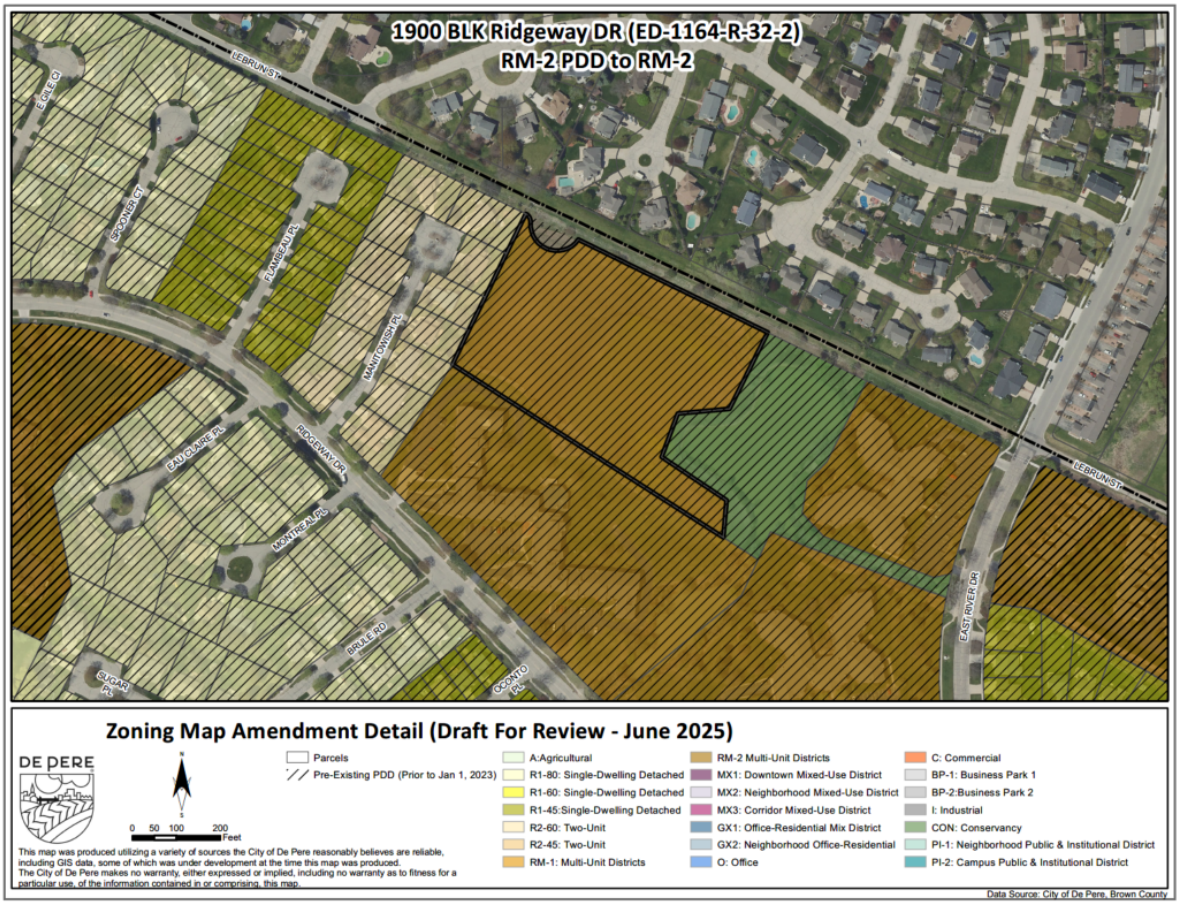
Request for Plan Commission Action

MEETING DATE:	June 23, 2025
DEPARTMENT:	Development Services
FROM:	Peter Schleinz, City Planner/Zoning Administrator
SUBJECT:	Consideration and possible action for a zoning map amendment from RM-2 PDD (Multi-Unit [7+ units] District with a planned development district overlay) to RM-2 (Multi-Unit [7+ units] District) at 1900 BLK Ridgeway DR.*
RECOMMENDED ACTION:	Approval.

ATTACHMENTS:
PC Report, Application and supporting documents 14 May 2025, Legal Description, Zoning Map Amendment

Consideration and possible action for a zoning map amendment from RM-2 PDD (Multi-Unit [7+ units] District with a planned development district overlay) to RM-2 (Multi-Unit [7+ units] District) at 1900 BLK Ridgeway DR.*

SITE MAP



REQUESTED ACTION: Zoning Map Amendment Request from RN2 PDD to RM-2 (File ZMA 25-04).

NOTE: This request is for the removal of a PDD overlay <u>only</u>. The underlying RM-2 District remains the same.

COMMON DESCRIPTION: 1900 BLK Ridgeway DR, located north from the Ridgeway DR and Brule RD intersection.

SURROUNDING LAND USES: Allouez residential to the north.
Multi-unit residential (RM-2 PDD) to the south.
Storm pond (CON PDD) and multi-unit residential (RM-2 PDD) to the east.
Two-unit residential (R2-60 PDD) to the west.

COMPREHENSIVE PLAN: Multi-Family Residential.

APPLICANT / OWNERS:

<u>Authorized Representative and property owner</u>
Tyler Jorgensen
Slusarek Construction
14331 Velp AV
Suamico, WI 54173

<u>Property Owner</u>
Gregg Slusarek
2815 Country Club CT
Green Bay, WI 54313

LAND USE HISTORY: After a review of air photographs, the site has been undeveloped since 1938.

STAFF REVIEW: When reviewing a zoning map amendment request, staff considers the future land use recommendation of the Comprehensive Plan, surrounding land uses, and desired development patterns. The proposed rezoning complies with the Comprehensive Plan and surrounding land uses, including matching adjacent existing uses.

Existing Zoning District

The parcel was zoned for a multi-unit use with a PDD overlay when the "River Park" subdivision was recorded on September 22, 1980. The multi-unit zoning and PDD overlay allowed specifically for *'Multiple Family Development including Apartments and Town Houses.'*

Past multi-unit concept plans that were proposed with the PDD were never completed with a Precise Implementation Plan (PIP) and the timeline to submit a PIP has expired. However, the underlying multi-unit zoning remained for the past 44 years.

When the new Zoning Map and Zoning Ordinance were adopted in January 2023, the parcel was placed into a BP-2 District with the pre-existing PDD overlay. Because the PDD overlay is no longer of any value for development to the property owner, this petition proposes the removal of the PDD overlay only, which will allow the property owner to develop multi-unit uses that comply with the current Zoning Ordinance regulations.

Surrounding Land Uses

The existing site zoning and surrounding land uses are referenced near the beginning of this report. The 2010 Comprehensive Plan Update identifies future land uses as Multi-Family Residential. The site is at the north city limits, adjacent to Allouez.

CLIP FROM FUTURE LAND USE MAP



Desired Development Patterns

The underlying RM-2 District remains unchanged if the PDD overlay is removed. There are 24 permitted uses and 11 conditional uses in the RM-2 District. The permitted uses are identified in Zoning Ordinance Article VII and summarized in Table 7-1.

The site is proposed to be developed with five multi-unit buildings, which is a

permitted us in the RM-2 District.

NEIGHBOR OUTREACH The publishing of a Class II public notice and public hearing is required for the removal of a PDD overlay. The public hearing is tentatively scheduled for the July 15, 2025, Common Council meeting.

STAFF RECOMMENDATION: Staff recommends APPROVAL of the request for a zoning map amendment from RM-2 PDD (Multi-Unit [7+ units] District with a planned development district overlay) to RM-2 (Multi-Unit [7+ units] District) at 1900 BLK Ridgeway DR. A zoning map amendment must comply with the following:

Compliance with all state and local laws and regulations, including compliance with all the provisions of Chapter 14, De Pere Municipal Code.

Planning/Zoning Application

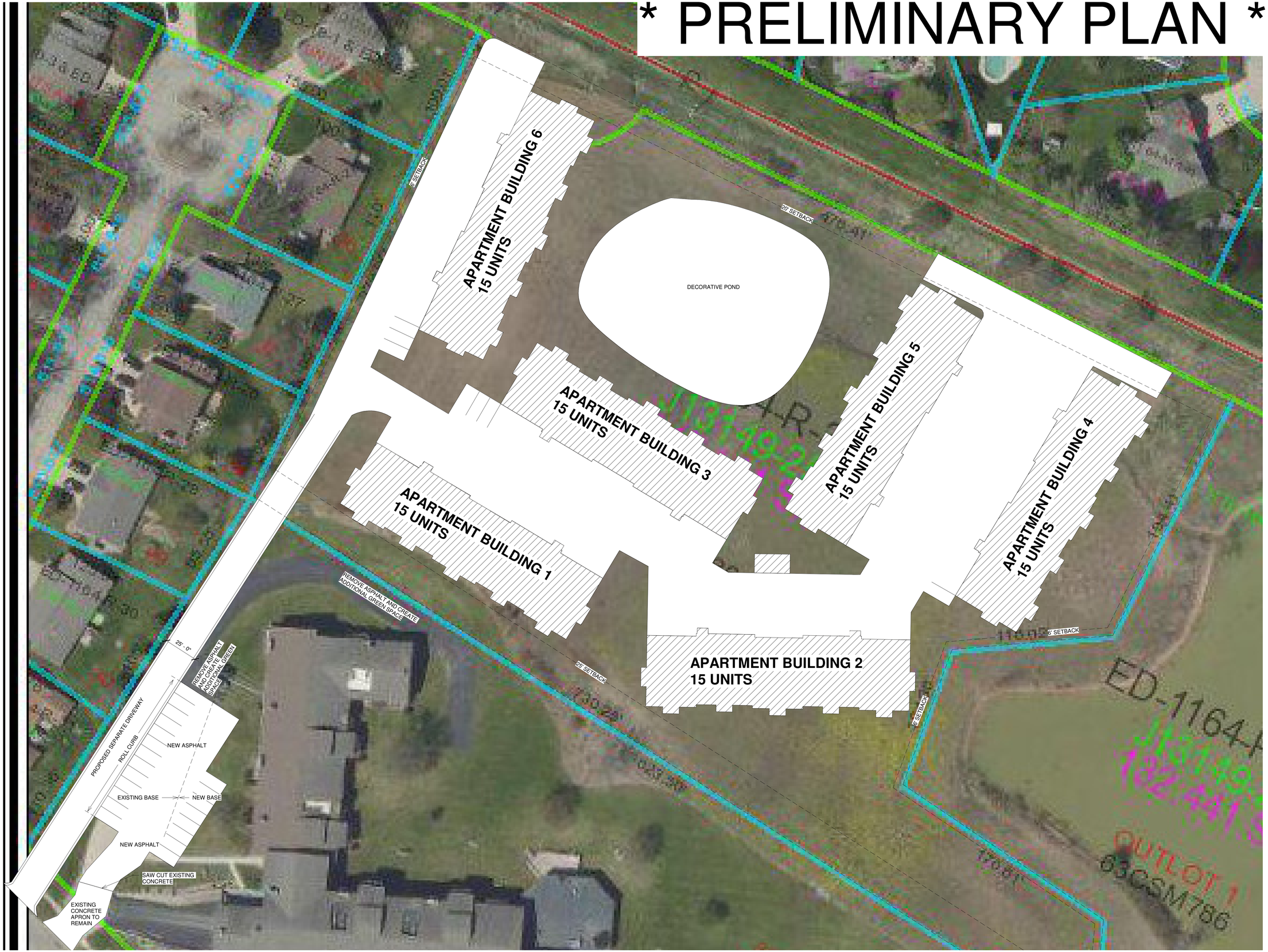
Planning & Zoning Department

Submitted On:
May 14, 2025, 01:20PM EDT

Parcel Number: (Include ALL parcels)	ED-1164-R-32-2
Nearest property address to the project site:	**Street Address:** 1901 Ridgeway Drive **City:** De Pere **State:** WI **Zip:** 54115
Check each project type that is being applied for:	Right-of-way Discontinuance Zoning Map Amendment (Rezoning)
Current De Pere Zoning Districts:	RM-2
Proposed De Pere Zoning Districts:	RM-2
Existing Site Land Uses:	Undeveloped/Vacant/Agricultural
Proposed Site Land Uses:	Residential
Does the project comply with the Comprehensive Plan?	Yes
Has City Staff been contacted for a preapplication meeting?	Yes
Property Owner:	**First Name:** Gregg **Last Name:** Slusarek
Is the property owner's address the same as the nearest property address?	No
Property Owner's Address:	**Street Address:** 14331 Velp Ave **City:** Suamico **State:** WI **Zip:** 54173
Property Owner's Phone Number:	920-434-2919
Property Owner's Email Address:	slusarekconstruction@gmail.com
Is someone processing the project for the property owner as their authorized representative?	Yes
Authorized Representative's Name:	**First Name:** Tyler **Last Name:** Jorgensen

Authorized Representative's Business Name:	Slusarek Construction
Authorized Representative's Phone Number:	920-434-2919
Authorized Representative's Email Address:	slusarekconstruction@gmail.com
Please attach an EXHIBIT MAP with the Right-of-way Discontinuance boundary.	VACATE R.O.W..pdf
Please attach a WORD DOCUMENT with the boundary legal description and a description about why the Right-of-way Discontinuance is needed.	Why Discontinance is Needed.docx PROPOSED SITE PLAN.pdf
Please attach an EXHIBIT MAP with the zoning boundary.	CSM.png Surveyor's Certificate.png
Please attach a WORD DOCUMENT with the boundary legal description.	CSM.png Surveyor's Certificate.png
How do you plan on paying for your application?	Online with a credit card
Total Due:	$700.00
Signature Data	First Name: Tyler Last Name: Jorgensen Email Address: slusarekconstruction@gmail.com  Signed at: May 14, 2025 11:46am America/New_York
User's Session Information	IP Address: 104.191.162.138 Referrer URL:

* PRELIMINARY PLAN *



1 SITE PLAN
1" = 30'-0"

Slusarek Construction
Planning, Architectural Design, and Construction Management
14331 Velp Ave Phone: (920)-434-2919
Suamico, WI 54173

PROJECT FOR :
SLUSAREK CONSTRUCTION

SHEET TITLE :
SITE PLAN

IN ENSURING ACCURACY, ALL CONTRACTORS ARE TO PROVIDE ALL DIMENSIONS AND DETAILS FOR ACCURACY PRIOR TO CONSTRUCTION.

IT IS THE RESPONSIBILITY OF ALL CONTRACTORS TO BRING ANY DETAILS OR DIMENSIONS, WHICH ARE IN QUESTION, TO THE ATTENTION OF THE DESIGNERS PRIOR TO CONSTRUCTION.

THIS DOCUMENT IS PROPERTY OF SLUSAREK CONSTRUCTION

THE RECEIVER, BY ACCEPTING AND RETAINING THIS DOCUMENT, AGREES TO THE FOLLOWING TERMS AND CONDITIONS. THIS DOCUMENT AND THE IDEAS AND DESIGNS CONTAINED HEREIN WILL BE USED AS AUTHORIZED BY SLUSAREK CONSTRUCTION AND MAY NOT BE REPRODUCED, COPIED IN WHOLE OR IN PART, NOR DISCLOSED TO OTHERS WITHOUT WRITTEN AUTHORIZATION FROM SLUSAREK CONSTRUCTION.

DATE:	05/06/2025
SCALE:	1" = 30'-0"
DESIGN BY:	TMJ
CHECKED BY:	GS

A-1

SURVEYOR'S CERTIFICATE:

I, MICHAEL D. VANDE HEI, PROFESSIONAL LAND SURVEYOR NUMBER 2241, HEREBY CERTIFY: THAT I HAVE SURVEYED, DIVIDED AND MAPPED LOT 121, PART OF OUTLOT 1 OF THE FIRST ADDITION OF RIVER PARK, VOLUME 17 PLATS PAGE 221, DOCUMENT NUMBER 957950 OF BROWN COUNTY RECORDS AND PART OF LOT 32 OF RIVER PARK, VOLUME 17 PLATS PAGE 184, DOCUMENT NUMBER 947312 OF BROWN COUNTY RECORDS ALL LOCATED IN PRIVATE CLAIM 29, EAST SIDE FOX RIVER, CITY OF DE PERE, BROWN COUNTY, WISCONSIN DESCRIBED AS FOLLOWS.

COMMENCING AT THE NORTHEAST CORNER OF PRIVATE CLAIM 29, EAST SIDE FOX RIVER; THENCE N63°55'25"W ALONG THE NORTH LINE OF SAID PRIVATE CLAIM 29, 2142.39 FEET; THENCE S26°03'02"W, 35.31 FEET TO THE SOUTH LINE OF LE BRUN STREET AND TO THE POINT OF BEGINNING; THENCE ALONG THE ARC OF A 12-FOOT RADIUS CURVE TO THE RIGHT, 18.89 FEET, THE CHORD OF WHICH BEARS S18°50'39"E, 17.00 FEET TO THE WEST LINE OF EAST RIVER DRIVE; THENCE THE FOLLOWING TWO (2) COURSES ALONG SAID WEST LINE; THENCE S26°15'40"W, 83.00 FEET; THENCE ALONG THE ARC OF A 990.00 FOOT RADIUS CURVE TO THE LEFT, 271.25 FEET, THE CHORD OF WHICH BEARS S18°24'43"W, 270.40 FEET TO THE END OF SAID COURSES; THENCE N69°56'05"W, 323.97 FEET; THENCE N67°57'41"W, 101.93 FEET; THENCE S23°54'01"W, 69.32 FEET; THENCE N57°26'46"W, 823.50 FEET TO THE WEST LINE OF SAID LOT 32 OF RIVER PARK; THENCE N26°02'29"E ALONG SAID WEST LINE, 379.96 FEET TO THE SAID SOUTH LINE OF LE BRUN STREET; THENCE S63°56'57"E ALONG SAID SOUTH LINE, 1191.91 FEET TO THE POINT OF BEGINNING.

SAID PARCEL CONTAINS 11.50 ACRES MORE OR LESS INCLUDING ROAD RIGHT-OF-WAY.
THE ABOVE DESCRIBED PARCEL BEING PART OF LANDS DESCRIBED IN DOCUMENT NUMBER 2658084, JACKET 22784 IMAGE 44 AND JACKET 25610 IMAGE 20 OF BROWN COUNTY RECORDS. SAID PROPERTY SUBJECT TO ALL EXCEPTIONS, RESERVATIONS, RESTRICTIONS, CONDITIONS AND EASEMENTS CONTAINED IN PRIOR CONVEYANCES OF RECORD.

I, ALSO HEREBY CERTIFY THAT THE MAP SHOWN HEREON WAS SURVEYED UNDER MY DIRECT SUPERVISION AND THAT IT IS A TRUE REPRESENTATION THEREOF AND SHOWS THE SIZE AND LOCATION OF THE PROPERTY AND THE DIVISION OF THAT LAND, IT'S EXTERIOR BOUNDARIES, TO THE BEST OF MY KNOWLEDGE AND BELIEF.

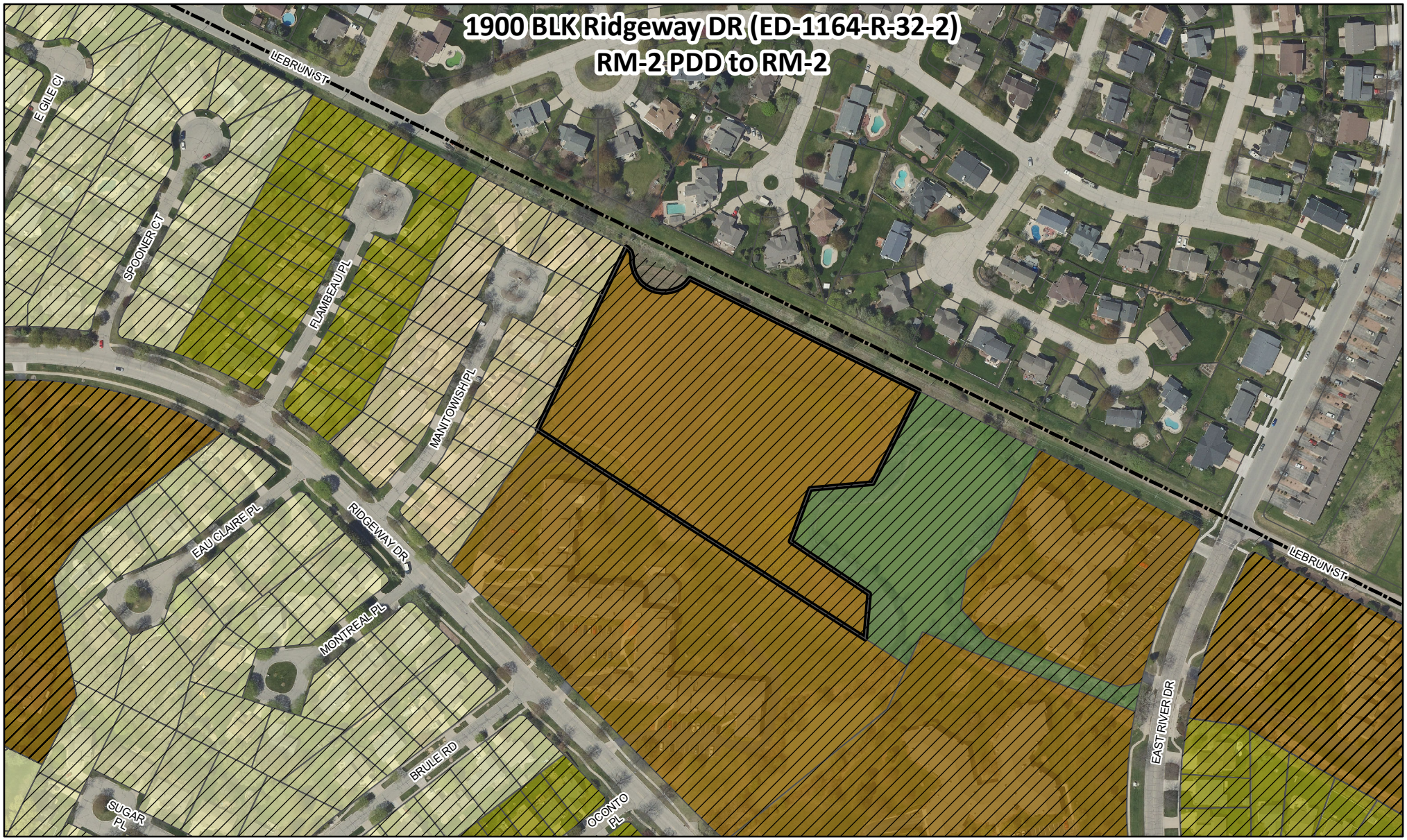
I FURTHER CERTIFY THAT I HAVE MADE SUCH SURVEY BY THE ORDER OF C.P. LEGACY LLC, A WISCONSIN LIMITED LIABILITY COMPANY AND THE TRUSTEES OF HAROLD R. MACCO REVOCABLE TRUST #2 DATED 9-17-12, OWNERS, AND I HAVE FULLY COMPLIED WITH CHAPTER 236.34 REVISED STATUTES OF WISCONSIN, BROWN COUNTY PLANNING COMMISSION AND WITH CHAPTER 14 OF THE GENERAL ORDINANCES OF THE CITY OF DE PERE.

Legal Description

Parcel ED-1164-R-32-2

All of Lot 1 of Certified Survey Map #8996, Document #2856758, Brown County records, being located in part of Lot 32 of River Park, and in Private Claim 29, ESFR, in the City of De Pere, Brown County, Wisconsin.

Lot 1 contains 247,181 square feet/5.67 acres, more or less.



Zoning Map Amendment Detail (Draft For Review - June 2025)

DE PERE

N

S

0 50 100 200 Feet

- 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.

Data Source: City of De Pere, Brown County

City of De Pere, Wisconsin **I.7**

Request for Plan Commission Action

MEETING DATE:	June 23, 2025
DEPARTMENT:	Development Services
FROM:	Daniel Lindstrom, Development Services Director
SUBJECT:	Staff Presentation and Periodic Update to the Comprehensive Plan Update Process
RECOMMENDED ACTION:	Discussion.

ATTACHMENTS:
1. Plan Commission and CC Comprehensive Plan Update 06192025, 2. Plan Commission and CC Comprehensive Plan Update - GANNT Chart, Imagine De Pere Comprehensive Plan - DRAFT APPENDIX (June 2025), Imagine De Pere Comprehensive Plan - DRAFT DOCUMENT (June 2025)

CITY OF DE PERE
MEMO

To: Mayor James Boyd
Common Council
Plan Commission
From: Daniel Lindstrom, Development Services Director
Peter Schleinz, Senior Planner/Zoning Administrator
Quasan Shaw, Economic Development Planner
Date: June 23, 2025

RE: **Staff Presentation and Periodic Update to the Comprehensive Plan Update Process**

This memorandum serves to provide the Plan Commission and Common Council with a status update to the Comprehensive Plan update and the milestones achieved since the project started several years ago.

Background
The initial intended approach for updating the City's Comprehensive Plan was fourfold:

(1) to reassess the plan in light of current market conditions, funding opportunities, and other emerging factors;

(2) to incorporate revised background data and demographic trends using 2020 U.S. Census information;

(3) to streamline the plan into a more user-friendly, accessible, and visually engaging document through modern formatting, updated tables, and enhanced graphics; and

(4) to develop a West Downtown Plan that complements and mirrors the framework and intent of the Cultural District Master Plan. This effort aims to ensure the Comprehensive Plan remains relevant, actionable, and responsive to both community priorities and current planning best practices.

One of the current challenges with Comprehensive Plans is that, unless a community qualifies for a CDBG Planning Grant, it must bear the cost of updating the plan independently. To provide context on the current contract and broader statewide trends: Comprehensive Plans first established under Section 66.1001 between 2000 and 2010 were supported by Wisconsin state funding and were typically highly detailed. However, as communities are now responsible for funding amendments themselves, budget limitations have naturally led to more concise and focused plans.

Rather than compiling extensive data reports, today’s Comprehensive Plans emphasize high-level planning principles while integrating sub-plans, Capital Improvement Plans (CIP), and other guiding documents. For context, the City received a $306,000 grant—coordinated with surrounding communities and Brown County—to develop its initial Comprehensive Plan. Adjusted for inflation, that amount would be approximately $525,000 today.

Following the original plan, Brown County amended the 2010 version by updating background data, maps, and required elements. They conducted six Plan Commission meetings to review revisions and held a single public open house, all for a cost of $12,800 (or approximately $19,000 in today's dollars). As another reference point, the 2018 Cultural District Master Plan was budgeted at $80,000 and was partially funded through outside sources. The initial scope for this effort included $80,000 for both the Comprehensive Plan Update and the West Downtown Vision Plan.

Notably, the original plans were often lengthy, cumbersome, and not easily navigable by the general public without significant time investment. Historically, most plans followed this structure:

(1) Executive Summary

(2) Extensive data and narratives addressing required elements

(3) Maps

(4) Recommendations per required element

(5) Implementation strategies

As state funding availability declined, communities began shifting away from this model toward formats that are more visually appealing, accessible, and user-friendly. While Comprehensive Plans are intended to guide community development, they cannot predict the future. Thus, recent trends are for plans to be designed as flexible, high-level frameworks that allow communities to pivot with changing market dynamics. Some current trends and challenges influencing plan updates include:

(1) Decline in office park development due to COVID-19 and the shift to remote work

(2) Generational shifts in retail and consumer behavior (e.g., rise of online shopping over brick-and-mortar stores)

(3) Development costs outpacing income growth, creating affordability challenges for homeowners, renters, and developers

(4) Increased emphasis on public health, including investment in community amenities and trails

(5) Growing demand for public infrastructure to support expanding populations

The initial scope for this effort included $80,000 for both the Comprehensive Plan Update and the West Downtown Vision Plan. The attached draft documents reflect the substantial contributions and collaboration of the Steering Committee, consultants, City staff, and the broader public in creating a more user-friendly, forward-thinking plan. However, more work is necessary based on requests by City Staff to reengage with the general public. The initial plan was drafted during the height of COVID-19, when in-person community engagement was a challenge, and the general public had comment burnout. See Comprehensive Plan Approval review sections below for greater public engagement detail.

What Caused a Delay in Approvals

The delay in approvals stemmed from three primary factors.

First, rapid changes in the market economy necessitated significant rework during the initial drafting phase. Since the outset, several pressing projects—such as the expanded downtown parking analysis, Southeast Area Master Plan, Comprehensive Housing Study, and others—have influenced the plan's development and pace.

Second, limited staff capacity constrained progress. The City's COVID-19 response extended into 2022, during which time staff were heavily engaged in a surge of downtown business development initiatives including the Shopko Redevelopment, Front Street Redevelopment, and growth in subdivisions. In addition, staff were tasked with launching three new housing programs and three new economic development programs, alongside several major business park projects that demanded immediate attention. By 2024, the workload had escalated to the point that the City created a new staff position. With that individual now fully integrated and managing key programs, the Planning Division was able to refocus on the Comprehensive Plan effort in 2025.

Finally, the West Downtown Vision Plan process introduced both internal and external friction. Prior to issuing a Request for Proposals (RFP), staff presented the Plan Commission and Common Council with three options: update the 2010 Downtown Master Plan, expand the Cultural District Master Plan, or create a new West Downtown Vision Plan. The chosen path—a dedicated West Downtown Vision Plan—was intended to ensure equal consideration for both sides of the river. However, this decision came with drawbacks: funding for the West Downtown effort was only a fraction of the Cultural District Master Plan budget and lacked private sector support. Throughout the process, members of the business community expressed concern that splitting the downtown into two separate plans was counterproductive, emphasizing the belief that "we are one downtown."

In response to these challenges and insights, the Common Council included funding in the 2025 budget to revisit the 2010 Downtown Master Plan. The goal is to evaluate its contents, determine which elements to retain, revise, or remove, and incorporate relevant components from the following associated documents:

- 2010 Downtown Plan
- Strategic Plan and Branding
- Cultural District Master Plan
- Comprehensive Outdoor Recreation Plan (CORP)
- Wayfinding Plan
- Parking Study
- West Downtown Vision Plan
- BID Operating Plans

The Downtown Master Plan Update would be approved as an appendix to the Comprehensive Plan with the intention that the specific subarea plan be the primary guiding document.

Proposed Comprehensive Plan Draft

The attached plan remains in a working draft format. It cannot be overstated that this document is fluid and subject to thorough review by City staff, the Steering Committee, the general public, the Plan Commission, and the Common Council.

Document Structure

Staff and the Steering Committee collectively agreed that the 2018 Strategic Plan provided tremendous value to the City and should serve as the cornerstone for the updated Comprehensive Plan. That plan identified four foundational goals:

1. Grow the downtown to support new commercial, entertainment, cultural, and housing opportunities while preserving the authentic character of De Pere.

2. Encourage business growth across the City.
3. Embrace, enhance, connect, and activate the City's network of open spaces.
4. Increase and coordinate unique activities that enliven the City and foster a strong sense of community.

Accordingly, the structure of this draft plan is organized around subject areas developed through the strategic visioning process. The plan emphasizes the four community vision themes:

1. Equitable and Inclusive
2. Connected and Accessible
3. Livable and Vibrant
4. Sustainable and Resilient

Each goal, objective, strategy recommendation, and policy proposal should align with these overarching themes and the Strategic Vision Plan's priorities. However, Section 66.1001 of the Wisconsin Statutes requires that all Comprehensive Plans address nine specific elements. Integrating these statutory requirements with the community-driven framework of the Strategic Vision Plan presented a structural challenge. To create alignment, the required elements are categorized under three broader groups:

1. People (Economic Development, Cultural Resources)
2. Places (Land Use, Housing, downtown added)
3. Systems (Transportation, Natural Resources, Community Facilities/Services)

Page four of the plan identifies where each of the nine required elements is located within the document.

What is not included in this draft?

The following is a short list of what is not included in the Comprehensive Plan Draft and the justification why.

The following items are not included in the current draft of the Comprehensive Plan, along with brief justifications for their exclusion:

Market Data and Survey Results
While market data informed recommendations throughout the plan, the dataset has been moved to an appendix. This decision was made to streamline the main document and enhance accessibility for the general public.

Specific Intersection Treatments (referenced on page 275 of the current plan)
These intersection design recommendations, originally developed nearly 20 years ago, have largely been implemented or are now outdated. New engineering standards may also supersede them. Additionally, intersection-specific design details are more appropriately addressed in the City’s Capital Improvement Plan or a Transportation Improvement Plan, rather than in a high-level Comprehensive Plan.

Chapter 10 – De Pere Bicycle and Pedestrian Plan

This chapter is not included in the draft but will be carried forward from the existing plan and incorporated as an appendix. It will remain in that form until the City adopts a fully updated Bicycle and Pedestrian Plan.

Implementation Chapter

The implementation section has not yet been drafted. It will be developed following review and feedback from the Steering Committee, community members, and the Plan Commission, and will be included prior to final adoption

Next Steps

As previously noted, the initial engagement sessions were impacted by the COVID-19 pandemic and widespread survey fatigue. In response, staff is proposing an enhanced community engagement strategy led by the City. This strategy includes the following components:

- Four additional Steering Committee sessions
- Three additional public open houses
- Four additional Plan Commission meetings
- Common Council Review Meeting
- Common Council Adoption Meeting

These sessions will center on review phases organized around the plan's core themes: People, Places, and Systems. Each meeting will provide a forum to review, comment on, and refine specific sections of the draft plan.

A detailed Gantt chart outlining the proposed timeline and action plan is attached. Staff will guide stakeholders through the chart during the verbal presentation, with the goal of adopting the final Comprehensive Plan in early 2026.

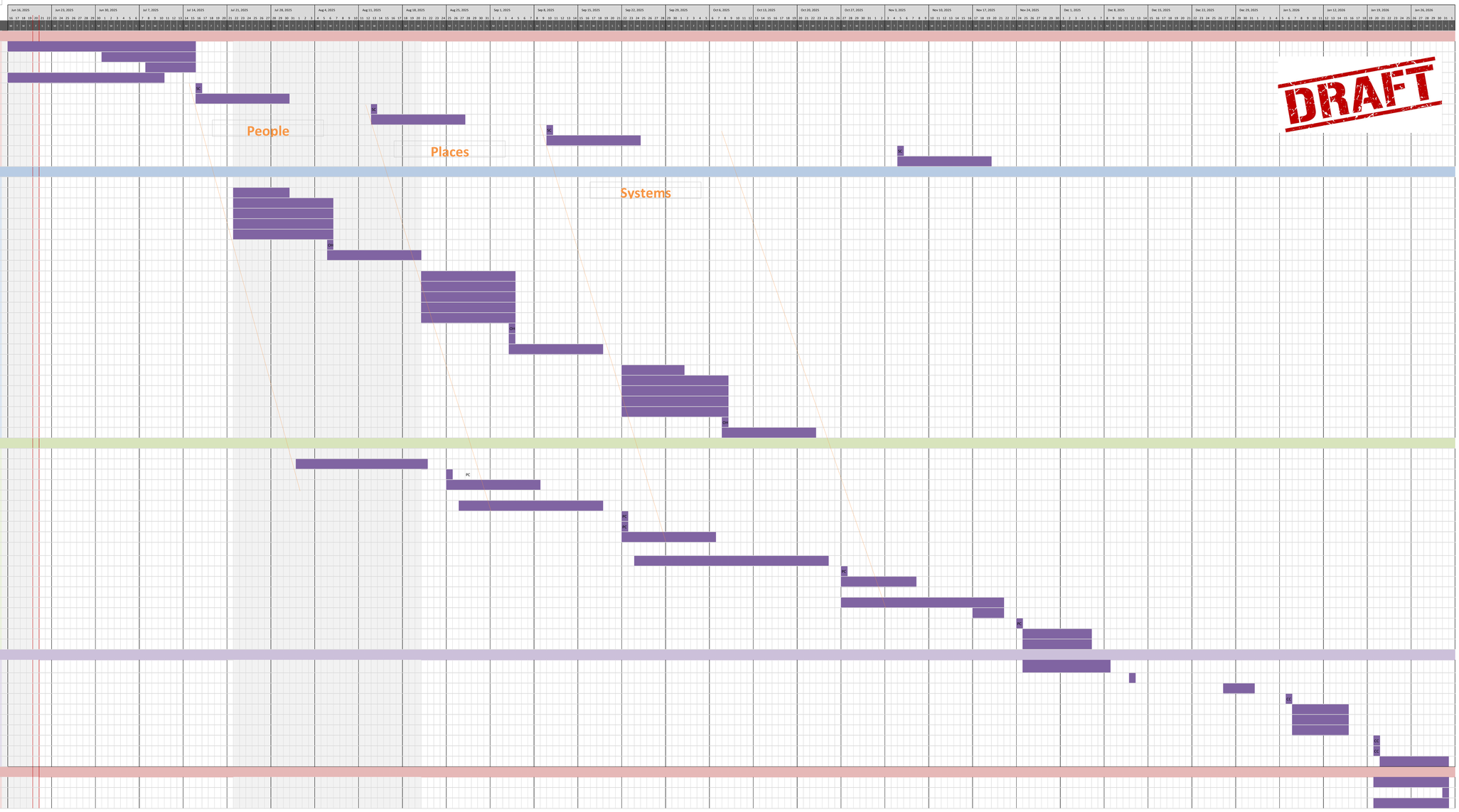
De Pere Comprehensive Plan Update - Final Adoption Process

City of De Pere
Comprehensive Plan Update

Project Start: Sun, 6/15/2025
Display Week: 1

Proposed Approval Scehdule

TASK	REVIEWER / APPROVER	PROGRESS	START	END
Phase 1 - Steering Committee Review				
Staff Reviews Final Document for Staff Level Updates	Dan/Peter/Quasan	0%	6/15/25	7/15/25
Prepare Suggested Edits Based on New Information	Dan/Peter/Quasan	0%	7/1/25	7/15/25
Create New GIS Hub for Review and Data collection	Dan/Kristen	0%	7/8/25	7/15/25
Staff Prepares Agenda and Schedules Meetings	Dan	0%	6/15/25	7/10/25
Steering Committee Meeting 1 Reevaluate Document Structure, Review People Section	SC	0%	7/16/25	7/16/25
Staff Revisions	Dan/Peter/Quasan	0%	7/16/25	7/30/25
Steering Committee Meeting 2 Review Places Section	SC	0%	8/13/25	8/13/25
Staff Revisions	Dan/Peter/Quasan	0%	8/13/25	8/27/25
Steering Committee Meeting 3 Review Systems Section, Appendix	SC	0%	9/10/25	9/10/25
Staff Revisions	Dan/Peter/Quasan	0%	9/10/25	9/24/25
Steering Committee Meeting 4 Review Public Hearing Results	SC	0%	11/5/25	11/5/25
Staff Revisions	Dan/Peter/Quasan	0%	11/5/25	11/19/25
Phase 2 - Public Open House				
Open House Meeting 1 - People				
Social Media Post	Dan/Peter/Quasan/Andrew	0%	7/22/25	7/30/25
Prepare In-House Exercises	Dan/Peter/Quasan	0%	7/22/25	8/8/25
Prepare In-House Boards	Dan/Peter/Quasan	0%	7/22/25	8/8/25
Prepare Exercises for online engagement	Dan/Peter/Quasan/Kristen/Laura	0%	7/22/25	8/8/25
Updated GIS Hub Site for Review and Data collection	Dan/Kristen	0%	7/22/25	8/8/25
Meeting Date	Public	0%	8/6/25	8/6/25
Compile Results and Prepare Meeting Summary and Prepare for PC Meeting	Dan/Peter/Quasan/Kristen/Laura		8/6/25	8/20/25
Open House Meeting 2 - Places				
Social Media Post	Dan/Peter/Quasan/Andrew	0%	8/21/25	9/4/25
Prepare In-House Exercises	Dan/Peter/Quasan	0%	8/21/25	9/4/25
Prepare In-House Boards	Dan/Peter/Quasan	0%	8/21/25	9/4/25
Prepare Exercises for online engagement	Dan/Peter/Quasan/Kristen/Laura	0%	8/21/25	9/4/25
Updated GIS Hub Site for Review and Data collection	Dan/Kristen	0%	8/21/25	9/4/25
Meeting Date	Public	0%	9/4/25	9/4/25
SE Area Meeting - Separate Exercise	Public	0%	9/4/25	9/4/25
Compile Results and Prepare Meeting Summary and Prepare for PC Meeting	Dan/Peter/Quasan/Kristen/Laura	0%	9/4/25	9/18/25
Open House Meeting 3 - Systems				
Social Media Post	Dan/Peter/Quasan/Andrew	0%	9/22/25	10/1/25
Prepare In-House Exercises	Dan/Peter/Quasan	0%	9/22/25	10/8/25
Prepare In-House Boards	Dan/Peter/Quasan	0%	9/22/25	10/8/25
Prepare Exercises for online engagement	Dan/Peter/Quasan/Kristen/Laura	0%	9/22/25	10/8/25
Updated GIS Hub Site for Review and Data collection	Dan/Kristen	0%	9/22/25	10/8/25
Meeting Date	Public	0%	10/8/25	10/8/25
Compile Results and Prepare Meeting Summary and Prepare for PC Meeting	Dan/Peter/Quasan/Kristen/Laura	0%	10/8/25	10/22/25
Phase 2 - Plan Commission Review				
PC Meeting - 2025 Meeting 1 **Document Structure, Review People Section**				
Prepare CivicClerk Agenda - Plan Commission Discussion	Dan/Peter/Quasan	0%	8/1/25	8/21/25
Plan Commission Discussion (MEETING DATE Collect comments and suggested edits	Plan Commission	0%	8/25/25	8/25/25
Staff Revisions	Dan/Peter/Quasan	0%	8/25/25	9/8/25
PC Meeting - 2025 Meeting 2 **Review Places Section**				
Prepare CivicClerk Agenda - Plan Commission Discussion	Dan/Peter/Quasan	0%	8/27/25	9/18/25
Prepare Land Use Map Discussion	Dan/Peter/Quasan		9/22/25	9/22/25
Plan Commission Discussion (MEETING DATE Collect comments and suggested edits	Plan Commission	0%	9/22/25	9/22/25
Staff Revisions	Dan/Peter/Quasan	0%	9/22/25	10/6/25
PC Meeting - 2025 Meeting 3 **Review Systems Section, Implementation Table and Appendix**				
Prepare CivicClerk Agenda - Plan Commission Discussion	Dan/Peter/Quasan	0%	9/24/25	10/24/25
Plan Commission Discussion (MEETING DATE Collect comments and suggested edits	Plan Commission	0%	10/27/25	10/27/25
Staff Revisions	Dan/Peter/Quasan	0%	10/27/25	11/7/25
PC Meeting - 2025 Meeting 4 **Final Review**				
Prepare CivicClerk Agenda - Plan Commission Discussion	Dan/Peter/Quasan	0%	10/27/25	11/21/25
Prepare Resolution for Approval	Dan/Peter/Quasan	0%	11/17/25	11/21/25
Plan Commission Discussion (MEETING DATE Collect comments and suggested edits	Plan Commission	0%	11/24/25	11/24/25
Staff Revisions	Dan/Peter/Quasan	0%	11/25/25	12/5/25
Updated GIS Hub Site for Public Review and Comment	Dan/Kristen	0%	11/25/25	12/5/25
Phase 3 - Common Council Review				
Prepare Class 1 notice under ch. 985 that is published at least 30 days before the hearing is held. Elements include are listed under 66.1001(4)(d)	Dan,Carey	0%	11/25/25	12/8/25
Publishing of Public Hearing Notice	Press-Times	0%	12/12/25	12/12/25
Prepare CivicClerk Agenda - Council Discussion Meeting Number 1 - INFORMATIONAL ONLY	Dan/Peter/Quasan	0%	12/27/25	12/31/25
Council Discussion	Common Council	0%	1/6/26	1/6/26
Prepare Final Edits	Dan/Peter/Quasan	0%	1/7/26	1/15/26
Prepare CivicClerk Agenda - Council Discussion Meeting Number 2 Final Adoption	Press-Times	0%	1/7/26	1/15/26
Prepare Resolution/Ordinance	Joanne, Angela, Dan	0%	1/7/26	1/15/26
Public Hearing	Common Council	0%	1/20/26	1/20/26
Common Council Approval	Common Council	0%	1/20/26	1/20/26
Send link to required notification groups under 66.1001(4)(b)	Dan/Peter/Quasan	0%	1/21/26	1/31/26
Phase 2 - Publishing				
Media Notice	Dan/Peter/Quasan	0%	1/26/26	1/31/26
Update Website	Dan/Peter/Quasan	0%	1/31/26	1/31/26
Hub Site Update	Kristen	0%	1/26/26	1/31/26



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SIMPLE GANTT CHART by Vertex42.com
https://www.vertex42.com/ExcelTemplates/simple-gantt-chart.html

About This Template

This template provides a simple way to create a Gantt chart to help visualize and track your project. Simply enter your tasks and start and end dates - no formulas required. The bars in the Gantt chart represent the duration of the task and are displayed using conditional formatting. Insert new tasks by inserting new rows.

Guide for Screen Readers

There are 2 worksheets in this workbook.

TimeSheet
About

The instructions for each worksheet are in the A column starting in cell A1 of each worksheet. They are written with hidden text. Each step guides you through the information in that row. Each subsequent step continues in cell A2, A3, and so on, unless otherwise explicitly directed. For example, instruction text might say "continue to cell A6" for the next step.

This hidden text will not print.

To remove these instructions from the worksheet, simply delete column A.

Additional Help

Click on the link below to visit vertex42.com and learn more about how to use this template, such as how to calculate days and work days, create task dependencies, change the colors of the bars, add a scroll bar to make it easier to change the display week, extend the date range displayed in the chart, etc.

How to Use the Simple Gantt Chart

More Project Management Templates

Visit Vertex42.com to download other project management templates, including different types of project schedules, Gantt charts, tasks lists, etc.
Project Management Templates

About Vertex42

Vertex42.com provides over 300 professionally designed spreadsheet templates for business, home, and education - most of which are free to download. Their collection includes a variety of calendars, planners, and schedules as well as personal finance spreadsheets for budgeting, debt reduction, and loan amortization.

Businesses will find invoices, time sheets, inventory trackers, financial statements, and project planning templates. Teachers and students will find resources such as class schedules, grade books, and attendance sheets. Organize your family life with meal planners, checklists, and exercise logs. Each template is thoroughly researched, refined, and improved over time through feedback from thousands of users.



06. APPENDIX

6.1 GLOSSARY

6.2 MARKET SNAPSHOT

6.3 ENGAGEMENT SUMMARY

6.4 SOUTHEAST AREA PLAN

6.5 WEST DOWNTOWN DESIGN PLAN

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6.1 GLOSSARY

Smart Growth. The development and redevelopment of lands with existing infrastructure and municipal, state and utility services, where practicable, or that will encourage efficient development patterns that are both contiguous to existing development and at densities that have relatively low municipal, state governmental and utility costs. 16.965(1)(b)

Complete Streets. Complete Streets are streets that are safe for all users, regardless of age, ability, income, race, ethnicity, or mode of travel.

Resilience Planning. A planning process that communities can undertake to identify potential hazards and threats, and then establish adaptation, mitigation, and recovery plans. The goal is to reduce likely impacts and ensure that key infrastructure systems continue operating, or quickly begin providing services again.

Sustainability. The capability to equitably meet the vital human needs of the present without compromising the ability of future generations to meet their own needs by preserving and protecting the area's ecosystems and natural resources.

Mixed-Use. Spaces that provide more than one use or purpose within a shared building or development area.

Traditional Neighborhood Design. A compact, mixed-use neighborhood where residential, commercial and civic buildings are within close proximity to each other 66.1027(1)(c)

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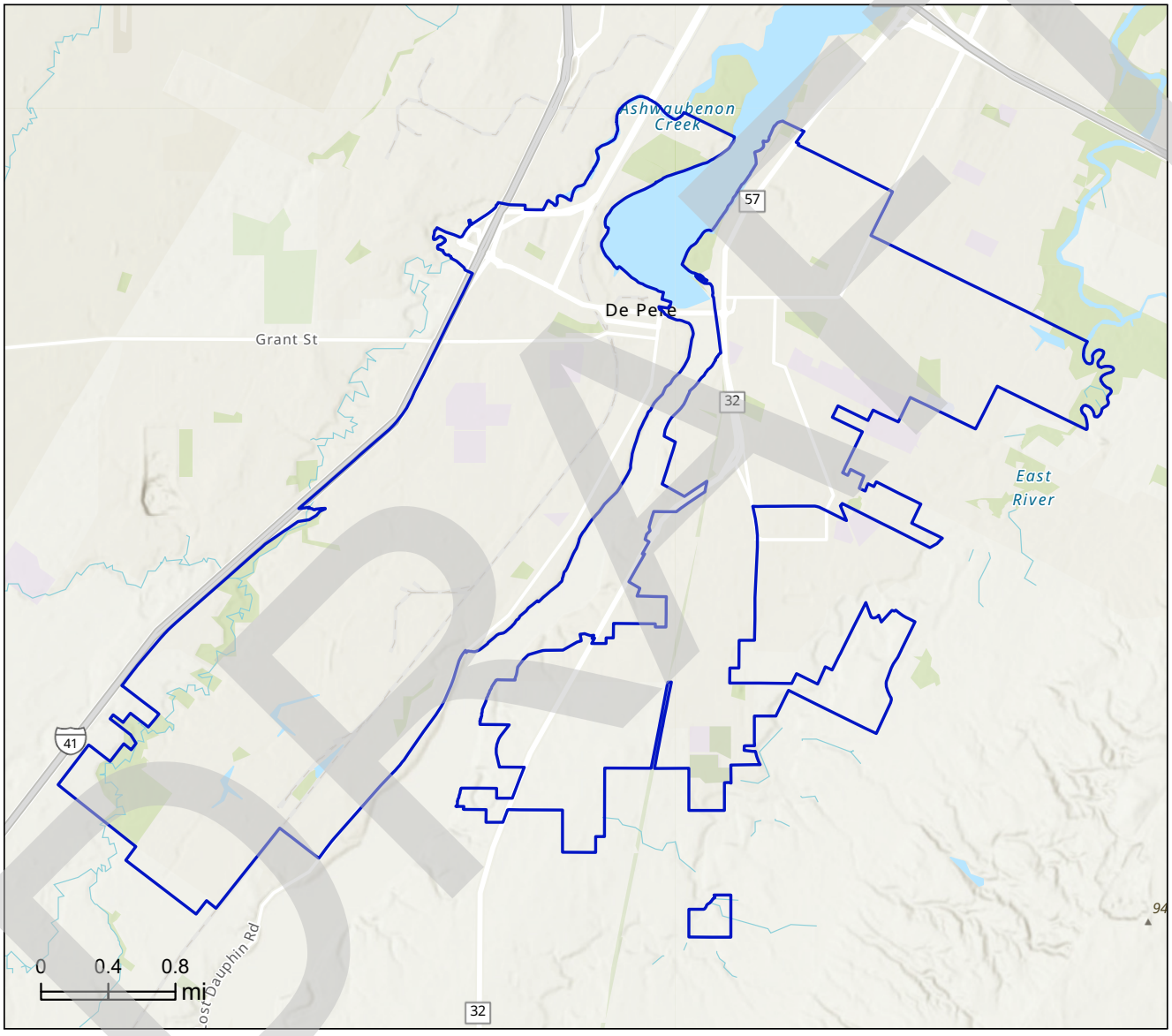
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6.2 COMMUNITY SUMMARY

Site Details Map

De Pere City, WI 3
De Pere City, WI (5519775)
Geography: Place

Prepared by SmithGroup



This site is located in:

City: ---
County: Brown County
State: Wisconsin
ZIP Code: 54115
Census Tract: 55009010100
Census Block Group: 550090101001
CBSA: Green Bay, WI Metropolitan Statistical Area

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Tapestry Segmentation Area Profile

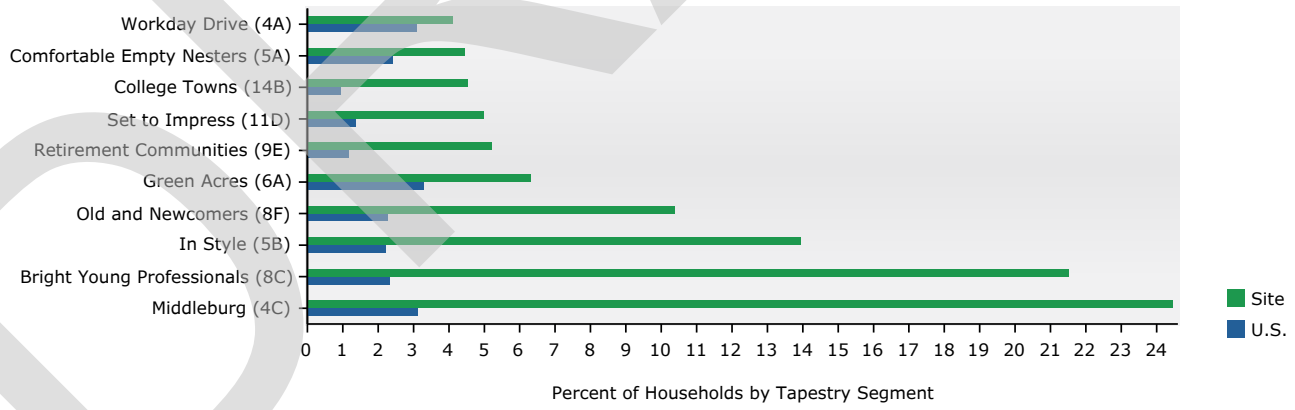
De Pere City, WI 3
De Pere City, WI (5519775)
Geography: Place

Prepared by SmithGroup

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households Percent	2024 Households Cumulative Percent	2024 U.S. Households Percent	2024 U.S. Households Cumulative Percent	Index
1	Middleburg (4C)	24.5%	24.5%	3.1%	3.1%	781
2	Bright Young Professionals (8C)	21.5%	46.0%	2.3%	5.5%	928
3	In Style (5B)	14.0%	60.0%	2.2%	7.7%	626
4	Old and Newcomers (8F)	10.4%	70.3%	2.3%	10.0%	456
5	Green Acres (6A)	6.3%	76.7%	3.3%	13.3%	192
	Subtotal	**76.7%**		**13.2%**		
6	Retirement Communities (9E)	5.2%	81.9%	1.2%	14.4%	440
7	Set to Impress (11D)	5.0%	86.9%	1.4%	15.8%	361
8	College Towns (14B)	4.6%	91.4%	0.9%	16.8%	486
9	Comfortable Empty Nesters (5A)	4.5%	95.9%	2.4%	19.2%	185
10	Workday Drive (4A)	4.1%	100.0%	3.1%	22.3%	133
	Subtotal	**23.4%**		**9.0%**		
	Total	**100.0%**		**22.3%**		**449**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

December 31, 2024

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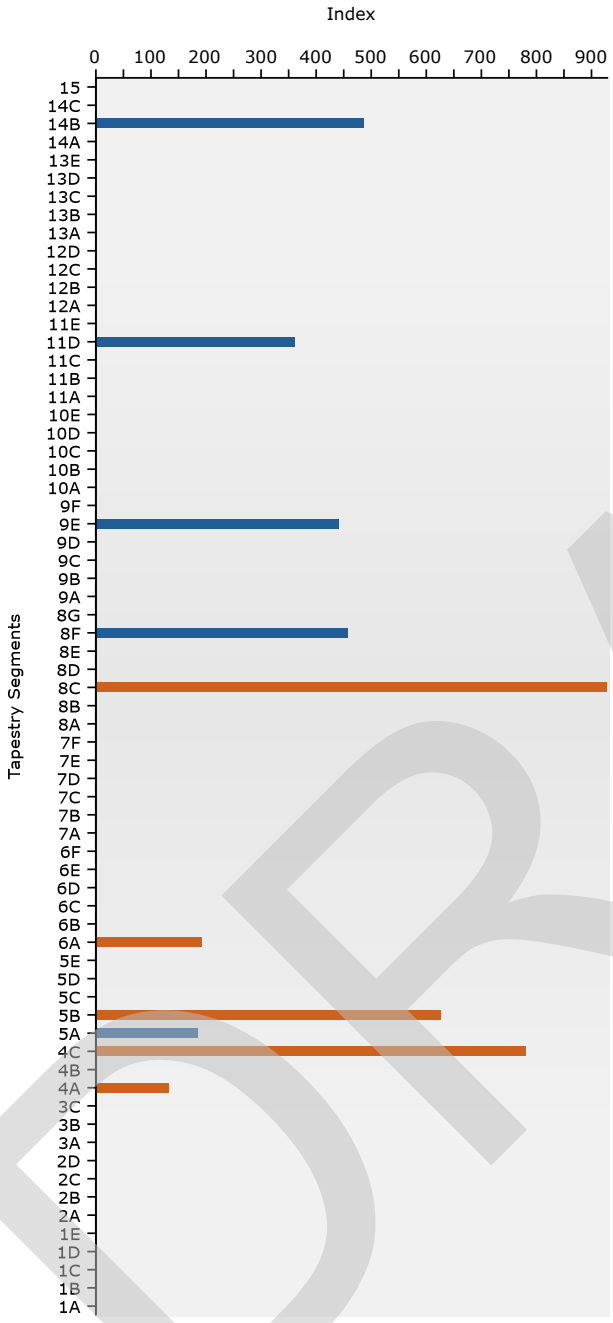
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Tapestry Segmentation Area Profile

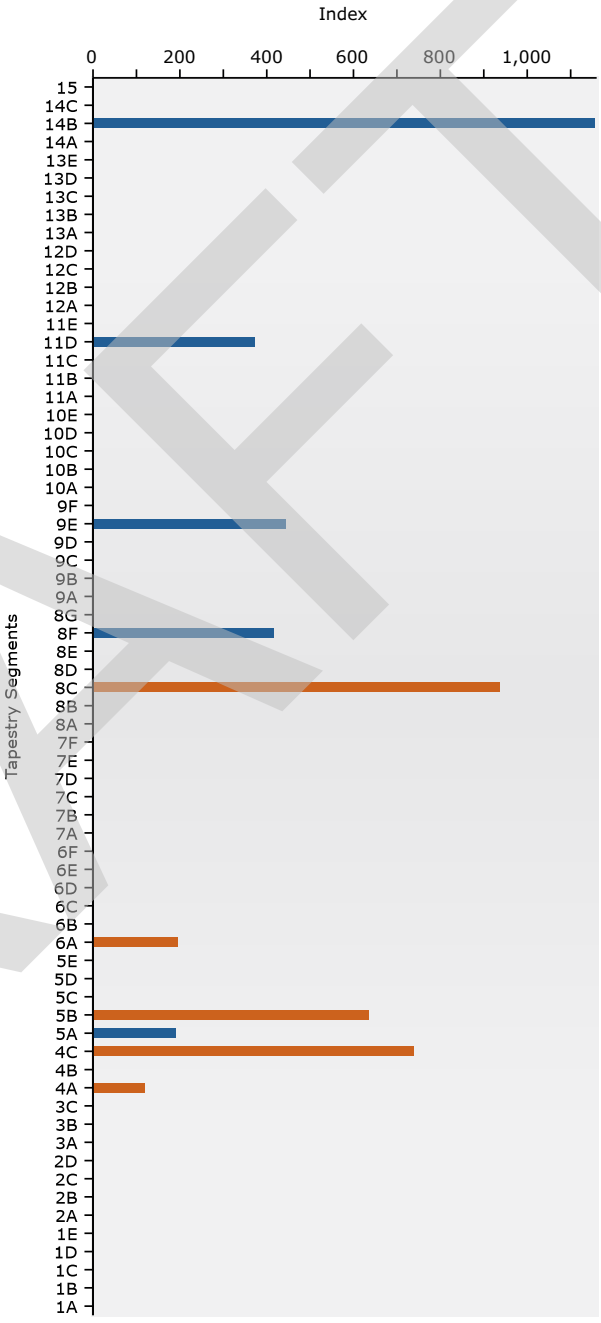
De Pere City, WI 3
De Pere City, WI (5519775)
Geography: Place

Prepared by SmithGroup

2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

December 31, 2024

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Tapestry Segmentation Area Profile

De Pere City, WI 3
De Pere City, WI (5519775)
Geography: Place

Prepared by SmithGroup

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,241	100.0%		20,267	100.0%	
1. Affluent Estates	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**2,927**	**28.6%**	**361**	**5,500**	**27.1%**	**329**
Workday Drive (4A)	421	4.1%	133	802	4.0%	119
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	2,506	24.5%	781	4,698	23.2%	739
5. GenXurban	**1,886**	**18.4%**	**165**	**3,606**	**17.8%**	**167**
Comfortable Empty Nesters (5A)	457	4.5%	185	923	4.6%	190
In Style (5B)	1,429	14.0%	626	2,683	13.2%	635
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**648**	**6.3%**	**54**	**1,331**	**6.6%**	**57**
Green Acres (6A)	648	6.3%	192	1,331	6.6%	195
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Sprouting Explorers	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

December 31, 2024

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Tapestry Segmentation Area Profile

De Pere City, WI 3
De Pere City, WI (5519775)
Geography: Place

Prepared by SmithGroup

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,241	100.0%		20,267	100.0%	
8. Middle Ground	**3,269**	**31.9%**	**295**	**5,710**	**28.2%**	**278**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,205	21.5%	928	4,037	19.9%	936
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,064	10.4%	456	1,673	8.3%	416
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**534**	**5.2%**	**90**	**930**	**4.6%**	**90**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	534	5.2%	440	930	4.6%	444
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**511**	**5.0%**	**80**	**889**	**4.4%**	**79**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	511	5.0%	361	889	4.4%	372
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**466**	**4.6%**	**290**	**2,301**	**11.4%**	**513**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	466	4.6%	486	2,301	11.4%	1,156
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

December 31, 2024

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Tapestry Segmentation Area Profile

De Pere City, WI 3
De Pere City, WI (5519775)
Geography: Place

Prepared by SmithGroup

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,241	100.0%		20,267	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**2,205**	**21.5%**	**130**	**4,037**	**19.9%**	**114**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,205	21.5%	928	4,037	19.9%	936
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**4,004**	**39.1%**	**217**	**8,476**	**41.8%**	**251**
In Style (5B)	1,429	14.0%	626	2,683	13.2%	635
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,064	10.4%	456	1,673	8.3%	416
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	534	5.2%	440	930	4.6%	444
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	511	5.0%	361	889	4.4%	372
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	466	4.6%	486	2,301	11.4%	1,156
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
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Tapestry Segmentation Area Profile

De Pere City, WI 3
De Pere City, WI (5519775)
Geography: Place

Prepared by SmithGroup

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,241	100.0%		20,267	100.0%	
4. Suburban Periphery	**878**	**8.6%**	**26**	**1,725**	**8.5%**	**25**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	421	4.1%	133	802	4.0%	119
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	457	4.5%	185	923	4.6%	190
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**2,506**	**24.5%**	**260**	**4,698**	**23.2%**	**255**
Middleburg (4C)	2,506	24.5%	781	4,698	23.2%	739
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**648**	**6.3%**	**39**	**1,331**	**6.6%**	**41**
Green Acres (6A)	648	6.3%	192	1,331	6.6%	195
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

December 31, 2024

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Demographic and Income Profile

De Pere City, WI 3
De Pere City, WI (5519775)
Geography: Place

Prepared by SmithGroup

Summary	Census 2010	Census 2020	2024	2029
Population	23,841	25,410	25,634	25,788
Households	9,275	9,972	10,241	10,463
Families	5,882	6,273	6,335	6,465
Average Household Size	2.39	2.37	2.34	2.31
Owner Occupied Housing Units	5,956	6,300	6,619	6,952
Renter Occupied Housing Units	3,319	3,672	3,622	3,511
Median Age	33.8	35.8	37.1	38.1

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.12%	0.13%	0.38%
Households	0.43%	0.45%	0.64%
Families	0.41%	0.33%	0.56%
Owner HHs	0.99%	0.69%	0.97%
Median Household Income	2.54%	2.58%	2.95%

	2024		2029	
Households by Income	Number	Percent	Number	Percent
<$15,000	641	6.3%	549	5.2%
$15,000 - $24,999	486	4.7%	378	3.6%
$25,000 - $34,999	685	6.7%	514	4.9%
$35,000 - $49,999	976	9.5%	856	8.2%
$50,000 - $74,999	1,870	18.3%	1,782	17.0%
$75,000 - $99,999	1,701	16.6%	1,632	15.6%
$100,000 - $149,999	2,387	23.3%	2,716	26.0%
$150,000 - $199,999	762	7.4%	1,075	10.3%
$200,000+	733	7.2%	961	9.2%
Median Household Income	$80,314		$91,058	
Average Household Income	$99,019		$114,842	
Per Capita Income	$39,718		$46,753	

	Census 2010		Census 2020		2024		2029	
Population by Age	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,522	6.4%	1,392	5.5%	1,368	5.3%	1,346	5.2%
5 - 9	1,572	6.6%	1,578	6.2%	1,495	5.8%	1,388	5.4%
10 - 14	1,617	6.8%	1,699	6.7%	1,559	6.1%	1,491	5.8%
15 - 19	2,033	8.5%	2,088	8.2%	2,071	8.1%	1,976	7.7%
20 - 24	2,280	9.6%	2,345	9.2%	2,422	9.4%	2,431	9.4%
25 - 34	3,281	13.8%	3,350	13.2%	3,193	12.5%	3,219	12.5%
35 - 44	3,038	12.7%	3,241	12.8%	3,384	13.2%	3,407	13.2%
45 - 54	3,362	14.1%	2,820	11.1%	2,856	11.1%	2,993	11.6%
55 - 64	2,354	9.9%	3,031	11.9%	2,927	11.4%	2,629	10.2%
65 - 74	1,270	5.3%	2,206	8.7%	2,462	9.6%	2,652	10.3%
75 - 84	962	4.0%	1,133	4.5%	1,350	5.3%	1,643	6.4%
85+	550	2.3%	527	2.1%	547	2.1%	613	2.4%

	Census 2010		Census 2020		2024		2029	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	22,405	94.0%	22,343	87.9%	22,364	87.2%	22,222	86.2%
Black Alone	213	0.9%	471	1.9%	528	2.1%	558	2.2%
American Indian Alone	282	1.2%	334	1.3%	334	1.3%	339	1.3%
Asian Alone	350	1.5%	545	2.1%	584	2.3%	651	2.5%
Pacific Islander Alone	6	0.0%	31	0.1%	30	0.1%	34	0.1%
Some Other Race Alone	159	0.7%	357	1.4%	391	1.5%	443	1.7%
Two or More Races	426	1.8%	1,329	5.2%	1,403	5.5%	1,541	6.0%
Hispanic Origin (Any Race)	514	2.2%	1,067	4.2%	1,173	4.6%	1,312	5.1%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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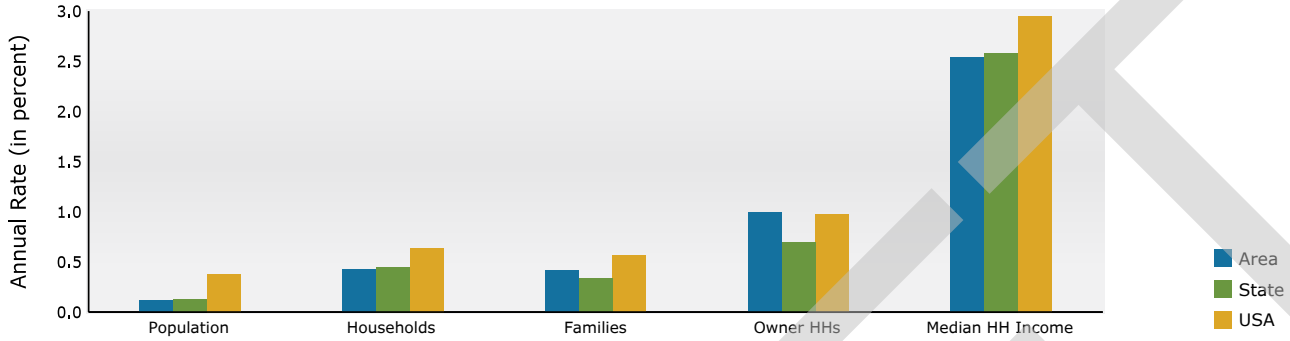
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Demographic and Income Profile

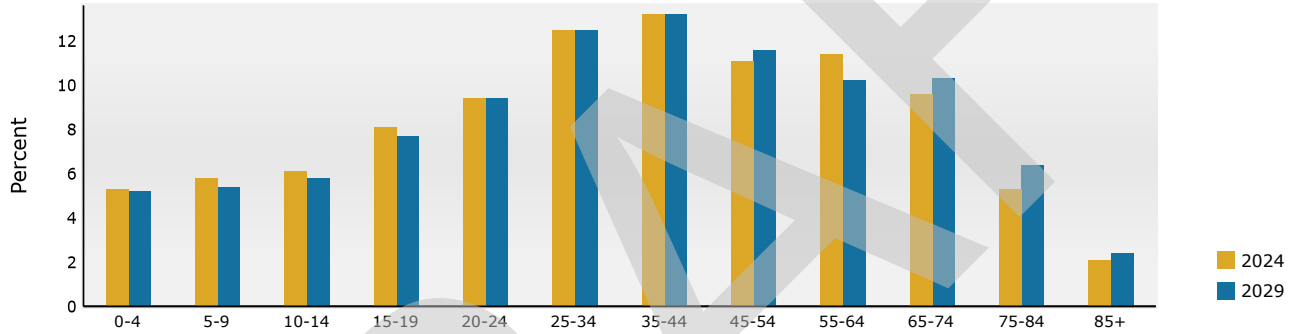
De Pere City, WI 3
De Pere City, WI (5519775)
Geography: Place

Prepared by SmithGroup

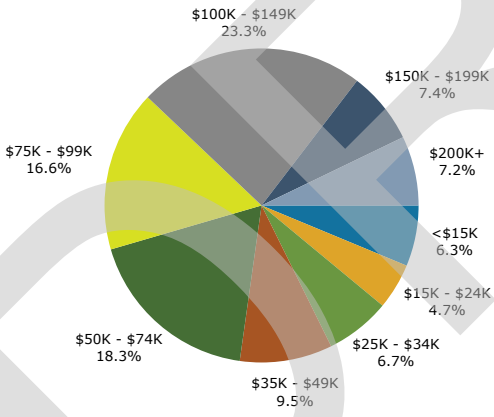
Trends 2024-2029



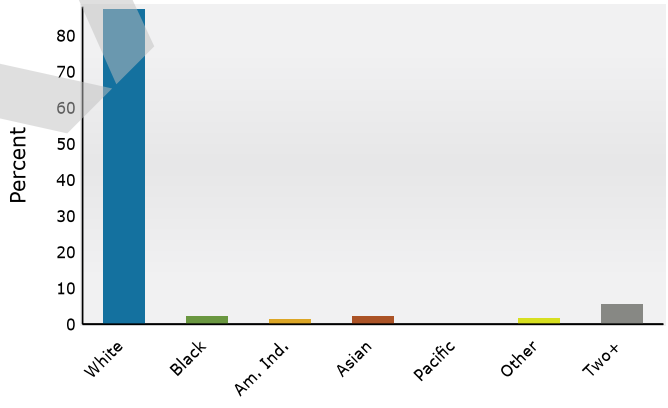
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin:4.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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Housing Profile

De Pere City, WI 3
De Pere City, WI (5519775)
Geography: Place

Prepared by SmithGroup

Population		Households	
2020 Total Population	25,410	2024 Median Household Income	$80,314
2024 Total Population	25,634	2029 Median Household Income	$91,058
2029 Total Population	25,788	2024-2029 Annual Rate	2.54%
2024-2029 Annual Rate	0.12%		

	Census 2020		2024		2029	
Housing Units by Occupancy Status and Tenure	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Total Housing Units	10,305	100.0%	10,566	100.0%	10,778	100.0%
Occupied	9,972	96.8%	10,241	96.9%	10,463	97.1%
Owner	6,300	61.1%	6,619	62.6%	6,952	64.5%
Renter	3,672	35.6%	3,622	34.3%	3,511	32.6%
Vacant	333	3.2%	325	3.1%	315	2.9%

	2024		2029	
Owner Occupied Housing Units by Value	**Number**	**Percent**	**Number**	**Percent**
Total	6,619	100.0%	6,952	100.0%
<$50,000	184	2.8%	58	0.8%
$50,000-$99,999	24	0.4%	7	0.1%
$100,000-$149,999	248	3.7%	63	0.9%
$150,000-$199,999	916	13.8%	478	6.9%
$200,000-$249,999	1,180	17.8%	923	13.3%
$250,000-$299,999	1,207	18.2%	1,029	14.8%
$300,000-$399,999	1,498	22.6%	1,956	28.1%
$400,000-$499,999	896	13.5%	1,487	21.4%
$500,000-$749,999	281	4.2%	685	9.9%
$750,000-$999,999	73	1.1%	123	1.8%
$1,000,000-$1,499,999	78	1.2%	77	1.1%
$1,500,000-$1,999,999	10	0.2%	7	0.1%
$2,000,000+	24	0.4%	59	0.8%
Median Value	$281,379		$346,933	
Average Value	$321,971		$390,521	

Census 2020 Housing Units	**Number**	**Percent**
Total	10,305	100.0%
Housing Units In Urbanized Areas	10,282	99.8%
Rural Housing Units	23	0.2%

Census 2020 Owner Occupied Housing Units by Mortgage Status	**Number**	**Percent**
Total	6,300	100.0%
Owned with a Mortgage/Loan	4,548	72.2%
Owned Free and Clear	1,752	27.8%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

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Housing Profile

De Pere City, WI 3
De Pere City, WI (5519775)
Geography: Place

Prepared by SmithGroup

Census 2020 Vacant Housing Units by Status	Number	Percent
Total	333	100.0%
For Rent	129	38.7%
Rented- Not Occupied	22	6.6%
For Sale Only	44	13.2%
Sold - Not Occupied	14	4.2%
Seasonal/Recreational/Occasional Use	62	18.6%
For Migrant Workers	0	0.0%
Other Vacant	62	18.6%

Census 2020 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	9,972	6,300	63.2%
15-24	362	45	12.4%
25-34	1,711	817	47.7%
35-44	1,872	1,200	64.1%
45-54	1,710	1,214	71.0%
55-59	932	699	75.0%
60-64	855	654	76.5%
65-74	1,357	1,004	74.0%
75-84	793	480	60.5%
85+	380	187	49.2%

Census 2020 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	9,972	6,300	63.2%
White Alone	9,206	6,007	65.3%
Black/African American Alone	107	15	14.0%
American Indian/Alaska Native	108	50	46.3%
Asian Alone	132	62	47.0%
Pacific Islander Alone	2	2	100.0%
Other Race Alone	91	20	22.0%
Two or More Races	326	144	44.2%
Hispanic Origin	205	57	27.8%

Census 2020 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	9,972	6,300	63.2%
1-Person	2,993	1,268	42.4%
2-Person	3,515	2,446	69.6%
3-Person	1,459	1,007	69.0%
4-Person	1,278	1,037	81.1%
5-Person	517	395	76.4%
6-Person	146	108	74.0%
7+ Person	64	39	60.9%

2024 Housing Affordability	
Housing Affordability Index	104
Percent of Income for Mortgage	21.9%

Data Note: Persons of Hispanic Origin may be of any race.
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

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Household Income Profile

De Pere City, WI 3
De Pere City, WI (5519775)
Geography: Place

Prepared by SmithGroup

Summary	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	25,634	25,788	154	0.12%
Households	10,241	10,463	222	0.43%
Median Age	37.1	38.1	1.0	0.53%
Average Household Size	2.34	2.31	-0.03	-0.26%

	2024		2029	
Income Inequality Measures	**Number**	**Percent**	**Number**	**Percent**
Household	10,241	100%	10,463	100%
<$15,000	641	6.3%	549	5.2%
$15,000-$24,999	486	4.7%	378	3.6%
$25,000-$34,999	685	6.7%	514	4.9%
$35,000-$49,999	976	9.5%	856	8.2%
$50,000-$74,999	1,870	18.3%	1,782	17.0%
$75,000-$99,999	1,701	16.6%	1,632	15.6%
$100,000-$149,999	2,387	23.3%	2,716	26.0%
$150,000-$199,999	762	7.4%	1,075	10.3%
$200,000+	733	7.2%	961	9.2%
Median Household Income	$80,314		$91,058	
Average Household Income	$99,019		$114,842	
Per Capita Income	$39,718		$46,753	

	2024		2029	
Households by Income	**Number**	**Percent**	**Number**	**Percent**
P90-P10 Ratio	7.8		7.2	
P90-P50 Ratio	2.2		2.1	
P50-P10 Ratio	3.6		3.4	
80-20 Share Ratio	9.3		9.4	
90-40 Share Ratio	2.1		2.2	
Households in Low Income Tier	1,579	15.4%	1,271	12.1%
Households in Middle Income	6,966	68.0%	6,919	66.1%
Households in Upper Income Tier	1,696	16.6%	2,273	21.7%

Data Note: 2024 household income represents an estimate of annual income as of July 1, 2024 and 2029 household income represents an estimate of annual income as of July 1, 2029.
Source: Esri forecasts for 2024 and 2029.

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Household Income Profile

De Pere City, WI 3
De Pere City, WI (5519775)
Geography: Place

Prepared by SmithGroup

2024 Households by Income and Age of Householder							
	<25	**25-34**	**35-44**	**45-54**	**55-64**	**65-74**	**75+**
HH Income Base	395	1,631	1,963	1,720	1,714	1,511	1,307
<$15,000	42	68	68	76	88	112	187
$15,000-$24,999	24	58	42	44	84	108	126
$25,000-$34,999	51	111	58	60	89	113	203
$35,000-$49,999	71	179	126	99	130	171	200
$50,000-$74,999	101	297	302	258	296	324	292
$75,000-$99,999	60	325	391	273	291	253	108
$100,000-$149,999	36	358	646	527	451	262	107
$150,000-$199,999	7	130	164	188	147	86	40
$200,000+	3	105	166	195	138	82	44
Median HH Income	$51,444	$81,079	$99,521	$102,683	$87,684	$67,500	$44,213
Average HH Income	$61,008	$98,756	$114,785	$120,856	$105,771	$87,577	$62,787
Percent Distribution							
	<25	**25-34**	**35-44**	**45-54**	**55-64**	**65-74**	**75+**
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<$15,000	10.6%	4.2%	3.5%	4.4%	5.1%	7.4%	14.3%
$15,000-$24,999	6.1%	3.6%	2.1%	2.6%	4.9%	7.1%	9.6%
$25,000-$34,999	12.9%	6.8%	3.0%	3.5%	5.2%	7.5%	15.5%
$35,000-$49,999	18.0%	11.0%	6.4%	5.8%	7.6%	11.3%	15.3%
$50,000-$74,999	25.6%	18.2%	15.4%	15.0%	17.3%	21.4%	22.3%
$75,000-$99,999	15.2%	19.9%	19.9%	15.9%	17.0%	16.7%	8.3%
$100,000-$149,999	9.1%	21.9%	32.9%	30.6%	26.3%	17.3%	8.2%
$150,000-$199,999	1.8%	8.0%	8.4%	10.9%	8.6%	5.7%	3.1%
$200,000+	0.8%	6.4%	8.5%	11.3%	8.1%	5.4%	3.4%

Data Note: 2024 household income represents an estimate of annual income as of July 1, 2024 and 2029 household income represents an estimate of annual income as of July 1, 2029.
Source: Esri forecasts for 2024 and 2029.

December 31, 2024

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Household Income Profile

De Pere City, WI 3
De Pere City, WI (5519775)
Geography: Place

Prepared by SmithGroup

2029 Households by Income and Age of Householder							
	<25	**25-34**	**35-44**	**45-54**	**55-64**	**65-74**	**75+**
HH Income Base	376	1,640	1,961	1,790	1,559	1,596	1,541
<$15,000	41	55	54	54	57	93	195
$15,000-$24,999	19	46	27	28	53	83	122
$25,000-$34,999	33	74	35	43	52	85	192
$35,000-$49,999	62	154	96	76	93	152	223
$50,000-$74,999	98	278	255	231	237	327	356
$75,000-$99,999	59	313	342	260	254	264	140
$100,000-$149,999	50	400	705	598	466	335	162
$150,000-$199,999	11	187	236	247	187	135	72
$200,000+	3	133	211	253	160	122	79
Median HH Income	$55,920	$90,154	$107,148	$111,112	$102,024	$79,220	$51,734
Average HH Income	$69,789	$114,352	$130,706	$140,911	$125,014	$104,556	$76,247

Percent Distribution							
	<25	**25-34**	**35-44**	**45-54**	**55-64**	**65-74**	**75+**
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<$15,000	10.9%	3.4%	2.8%	3.0%	3.7%	5.8%	12.7%
$15,000-$24,999	5.1%	2.8%	1.4%	1.6%	3.4%	5.2%	7.9%
$25,000-$34,999	8.8%	4.5%	1.8%	2.4%	3.3%	5.3%	12.5%
$35,000-$49,999	16.5%	9.4%	4.9%	4.2%	6.0%	9.5%	14.5%
$50,000-$74,999	26.1%	17.0%	13.0%	12.9%	15.2%	20.5%	23.1%
$75,000-$99,999	15.7%	19.1%	17.4%	14.5%	16.3%	16.5%	9.1%
$100,000-$149,999	13.3%	24.4%	36.0%	33.4%	29.9%	21.0%	10.5%
$150,000-$199,999	2.9%	11.4%	12.0%	13.8%	12.0%	8.5%	4.7%
$200,000+	0.8%	8.1%	10.8%	14.1%	10.3%	7.6%	5.1%

Data Note: 2024 household income represents an estimate of annual income as of July 1, 2024 and 2029 household income represents an estimate of annual income as of July 1, 2029.
Source: Esri forecasts for 2024 and 2029.

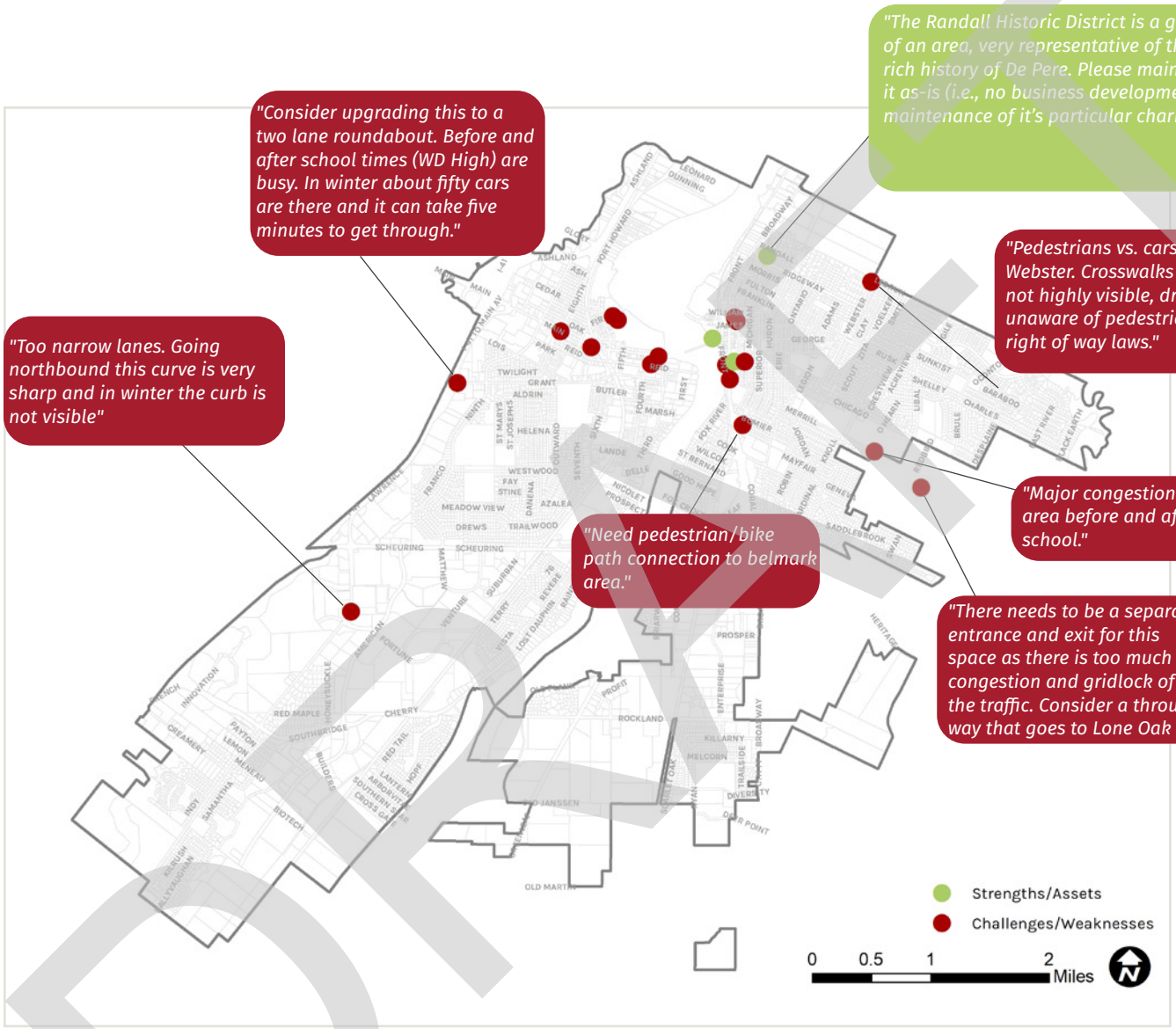
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6.3 ENGAGEMENT SUMMARIES

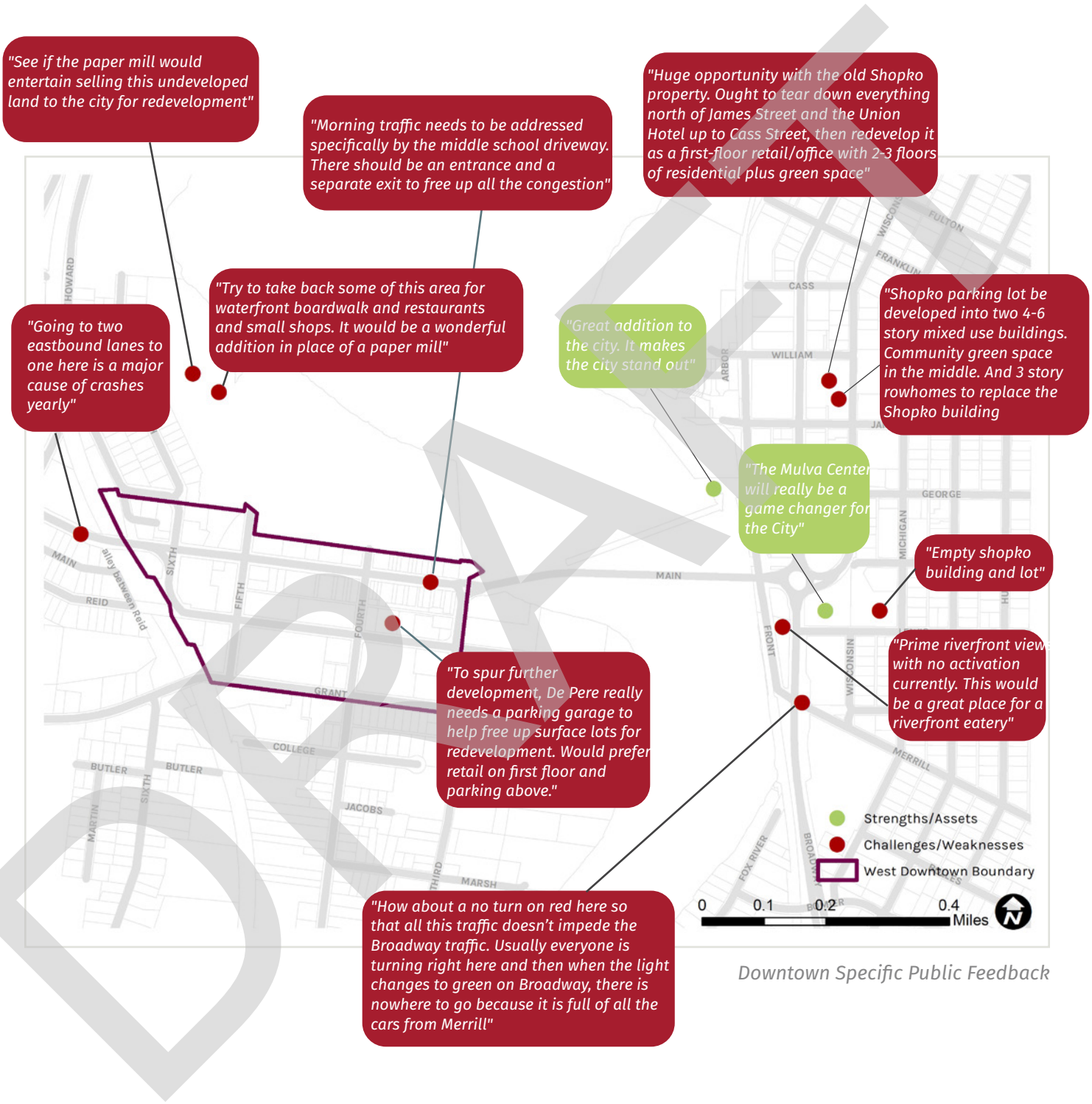
INTERACTIVE MAPPING SURVEYS



City-Wide Specific Public Feedback

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Downtown Specific Public Feedback

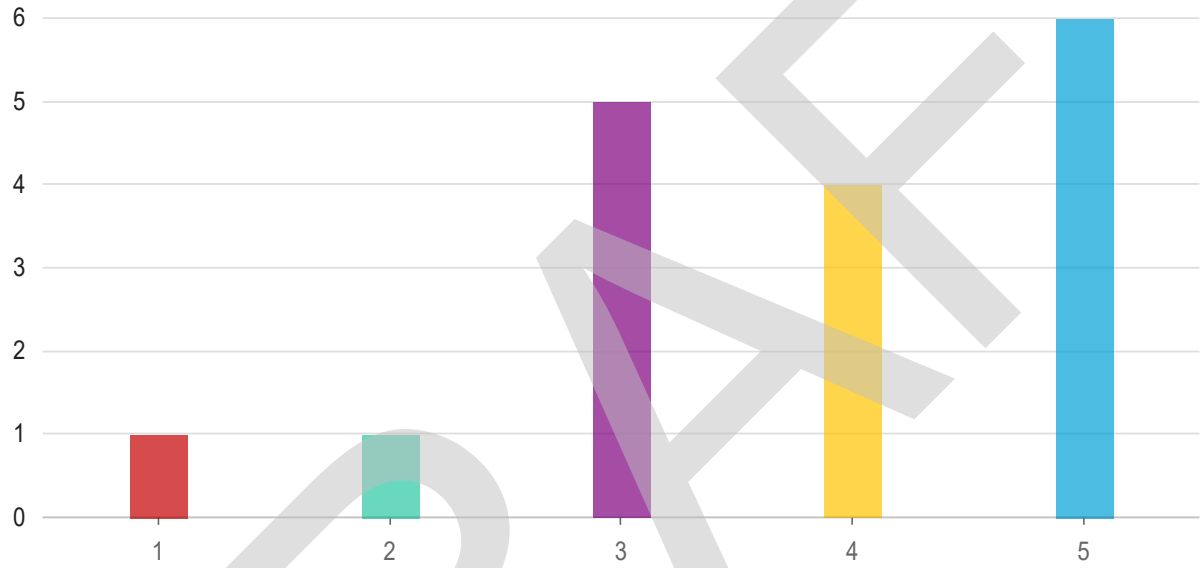
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COMMUNITY SURVEY

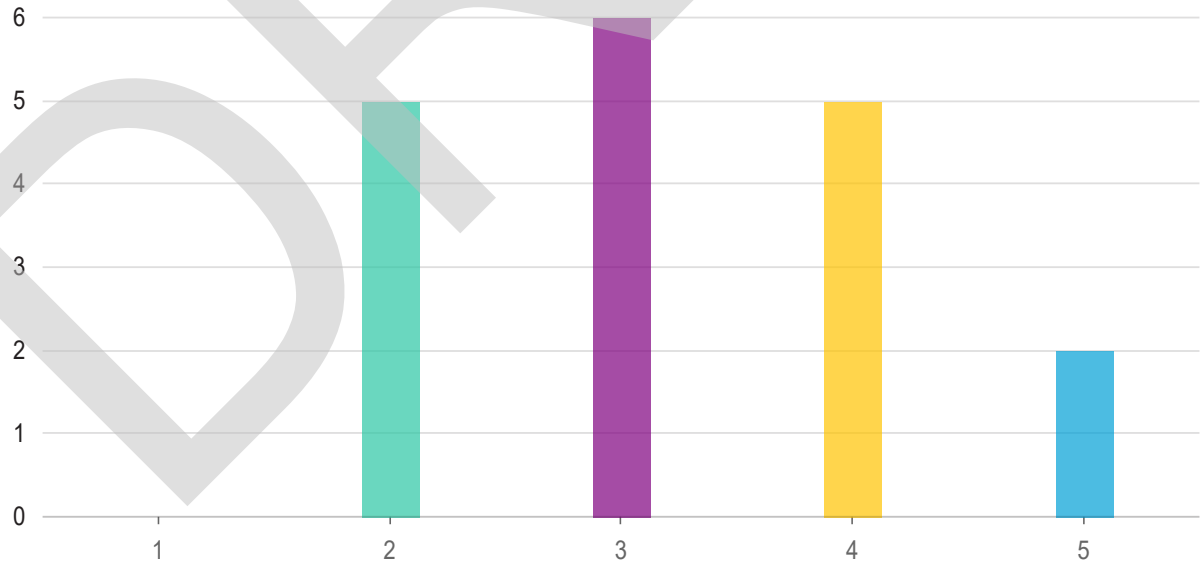
VALUES/GUIDING PRINCIPALS

How well is the City of De Pere meeting these values today? *(Scale of 1-5, 5 being very well, 1 being not well at all)*

EQUITY, INCLUSION & ACCESS



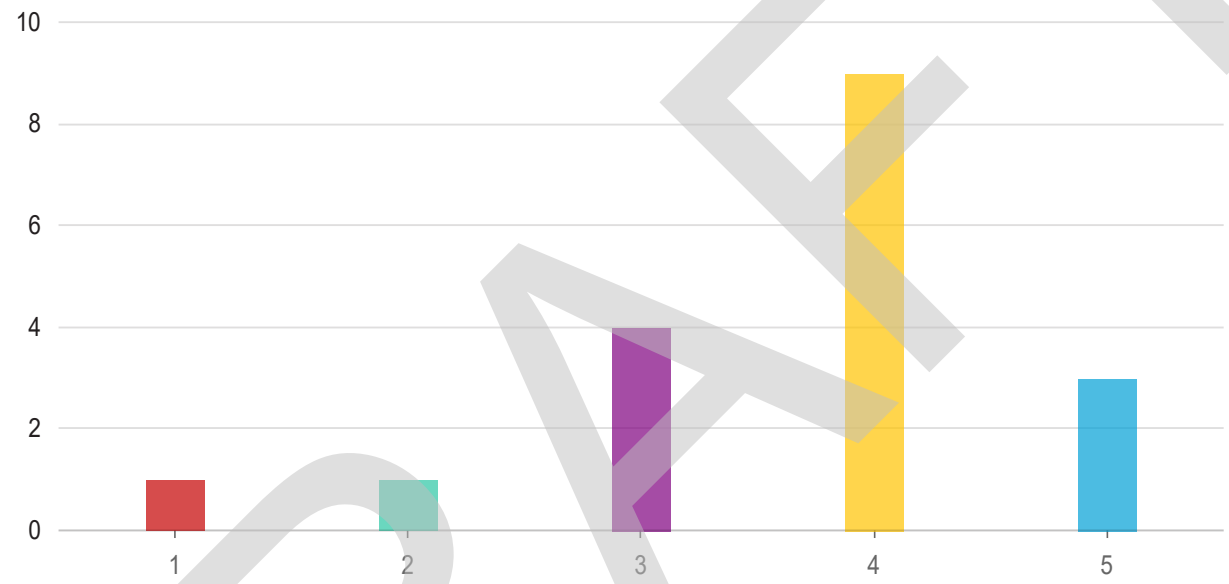
CONNECTED & ACCESSIBLE



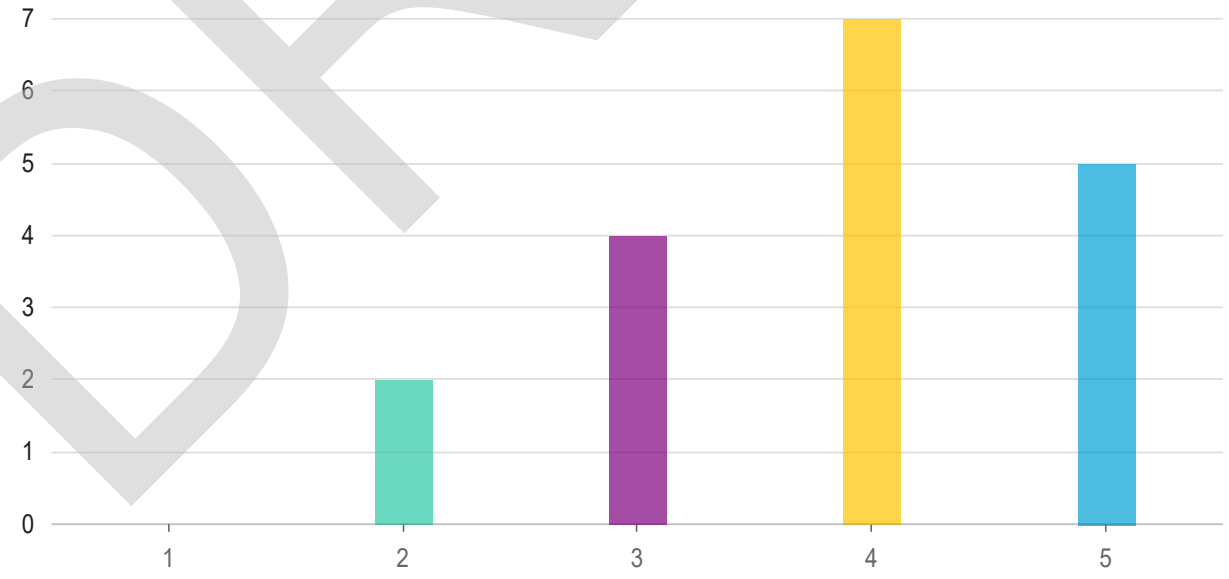
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LIVABLE & VIBRANT



RESILIENT & SUSTAINABLE



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How has De Pere prioritized Equity, Inclusion & Access to Opportunity for all?

They have not. My daughter is bi racial and on autism spectrum. Businesses treat her badly. Children especially in east de Pere have picked on her. The handicapped parking is always full and they do not have a tag, sticker, or plaque in their window. It's not enforced.
not true
I don't think this is important at all. That phrase - "equity, inclusion & access to opportunity for all" - is a buzz-word for non-local political movements that are not necessary to include as an "overarching" principle in De Pere. De Pere has always welcomed everyone and always provided rich opportunities for anyone willing to be a "good neighbor" in our community. It will continue as such as long as each person takes personal responsibility for being a decent human being. Please leave big-city political garbage out of De Pere.
Have they done this at all?
Great k-12 schools - serving families well local government providing support to community and local businesses
Always was

How could De Pere do more to support Equity, Inclusion & Access to Opportunity within the city?

Public transport, affordable housing to start.
Offer classes and work shops on inclusion and diversity. My daughter is National Miss Amazing. A huge accomplishment and has offered to talk to local businesses and adults about inclusion and diversity.
n/a If each person who lives here simply chooses to work hard and be a "good neighbor," all of that will take care of itself. That's a matter of individual character, not governmental fiat.
More housing options in our downtown that is affordable to all not-for-profits could be more connected and city could help share their services
Don't need to, already there.
Do something with all the empty building space.

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How has De Pere prioritized Connectivity & Accessibility?

The creation of a BID to help fund and execute projects and priorities for a thriving downtown city's investment in outdoor connection spaces - Ally, Walsh plaza, riverwalk, park venues
Stop building dumb stuff like an out of place cultural center what a wast of money.
Not sure.
Need more pedestrian/bike paths to connect the city. Side lanes for bikers on existing roads are not safe!
I don't think they have.
Bike and pedestrian lanes are way more accessible

How could De Pere do more to support Connectivity & Accessibility within the city?

You could offer free WIFI like Appleton.
North bridge
Keep it make it more pedestrian/ bike friendly in areas where needed
Dose not
Connect neighborhoods that are off 57 but in De Pere city limits to the bike trail. Make walking and bike paths throughout the city, not just downtown. (PP, X, 57)
Build more sidewalks. On a 35 mph road it is very dangerous to bike around and walk dogs and travel to parks.
Add more pedestrian/bike paths!

DRAFT

How has De Pere prioritized Livability & Vibrancy?

Have not
BID/Definitely De Pere Downtown Art RFPs for living projects

How could De Pere do more to support Livability & Vibrancy within the city?

More aggressively encourage new housing projects in our downtown - price points for all
Instead of continuing to build. Why don't we do something with the empty buildings we have already. There are so many!
Do not try to become like a big city. De Pere has a unique character as a historic, village-like community. We should maintain and support that. To that end, keep corporate entities out of the distinctly historic areas of town, encourage small business (i.e., owned by local entrepreneurs), and encourage citizens to get to know and care for one another personally.
Affordability. Better community center offerings on the east side of town. Open after school care options for early release days on the east side of town.

How has De Pere prioritized Resiliency & Sustainability?

Have not
They have a recycling program?

How could De Pere do more to support Resiliency & Sustainability within the city?

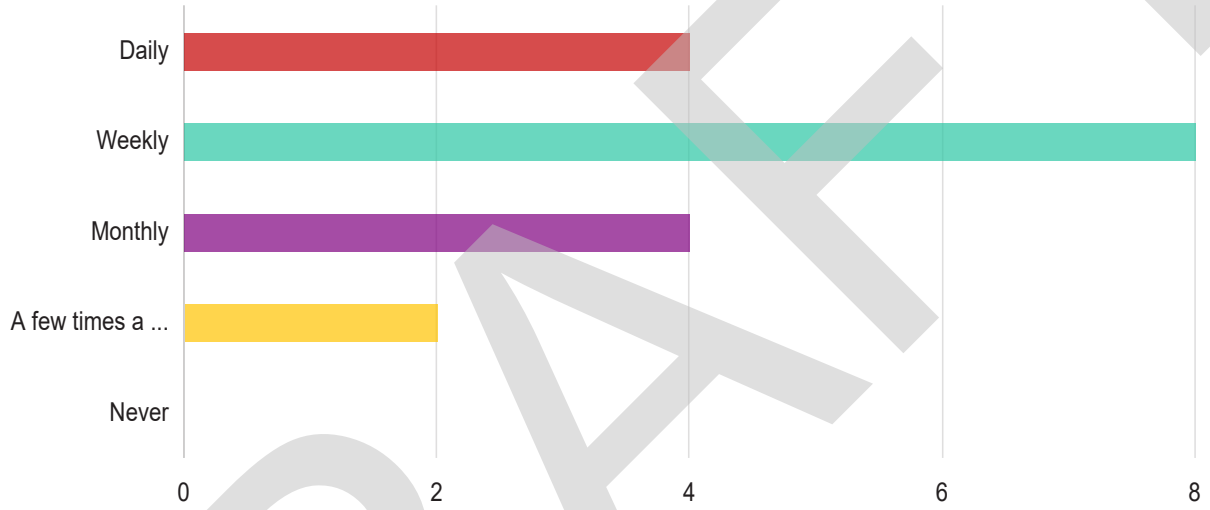
Outlaw restrictive covenants that prohibit solar panels.
Make some their out of all the empty space.
Lower taxes, especially lower taxes for businesses that create employment. Taxes cause people to have less money in there pockets and business to higher less & less workers and raise there prices on those service and products they sell to the residents.
Do something with the former ShopKo building. It's an eyesore sitting there empty. Find a tenant - maybe a church that needs a bigger space? - to begin revitalizing that area.

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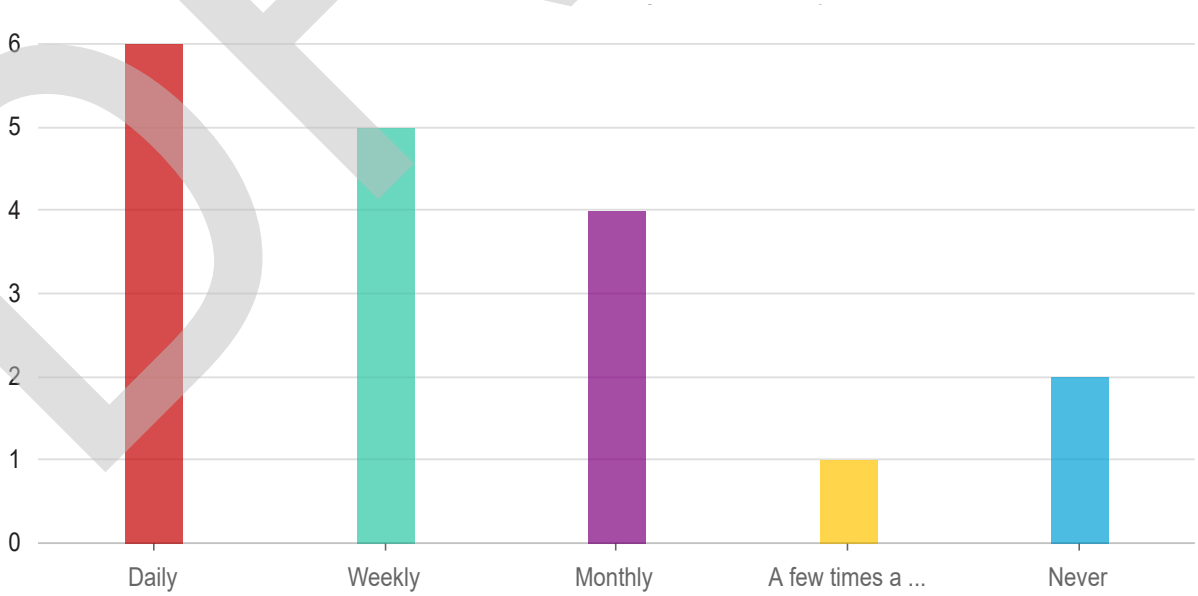
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DOWNTOWN & BUSINESS

How often do you visit west downtown De Pere?



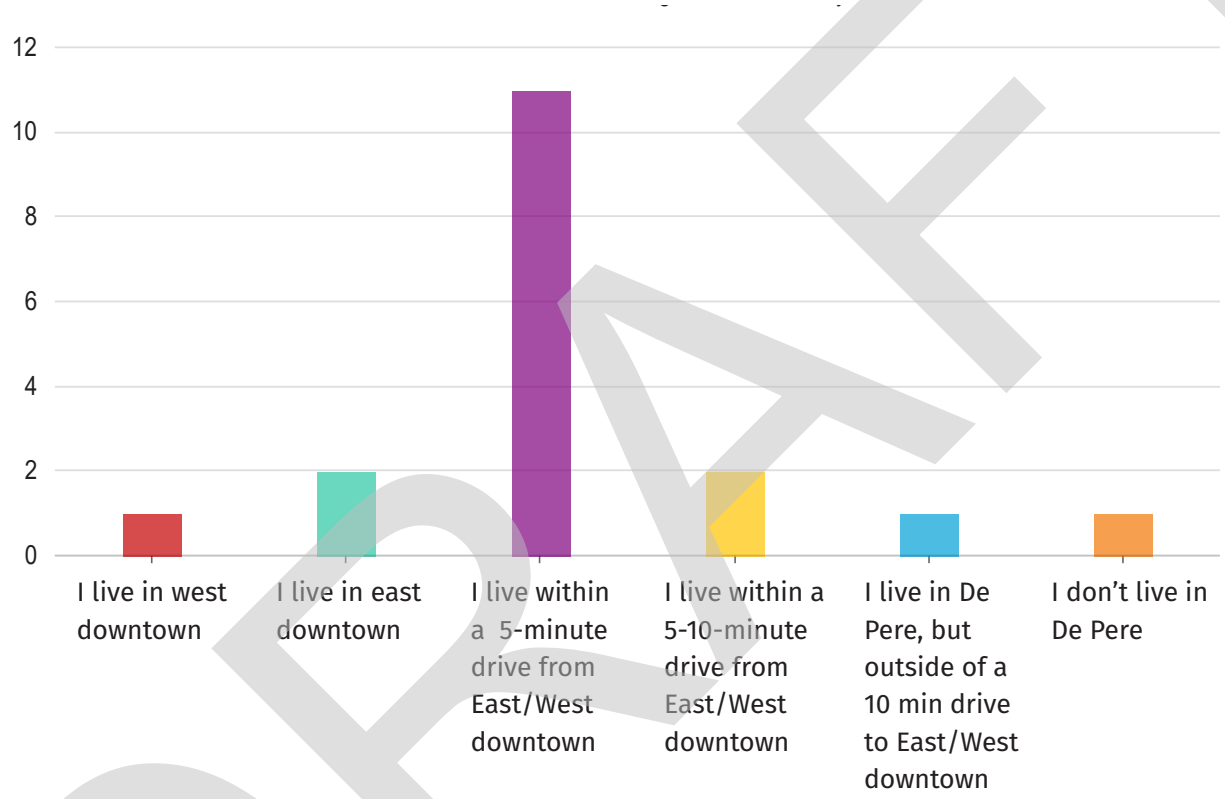
How often do you visit east Downtown De Pere?



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Where do you live?



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DRAFT

What do you like most about west downtown?

Variety of restaurants
The new art alley and Luna Cafe.
The best part of that area is the historic character of the buildings on Main and the locally-owned businesses that occupy them.
St. Norbert area.
St Norbert College Nicky's - a place to go to see friends and neighbors Luna - a quality coffee shop Recent investments in a few historic buildings Neighbor businesses looking out for each other
Small businesses
Live in the area. There is a lot of bars abd restaurants. Would like to see more family friendly businesses. And more parks. More events. could do something like Mackinac City that has concerts in a little court yard nightly for summer. Have a holiday event like port Washington with activities and parade during December. Have a Halloween fair.
Julies that is all!
I like the "main st" vibe. There are restaurants and bars all within a short walking distance. The city also does a good job of doing something every year to help beautify the area. Like putting planters up or installing those tables near the crosswalk or the art alley.
I don't like it
Historic buildings

DRAFT

In a single word, how would you describe west downtown today?

Strip mall
Slow
Quaint
Potential or underutilized
Improving
Getting better
Developing
Cute with strange traffic pattern
Claustrophobic

In a single word, how would you like to describe west downtown in 20 years?

Vibrant
Thriving
Relaxing
Quaint
Falling apart like east De Pere
Developed
Bustling
?

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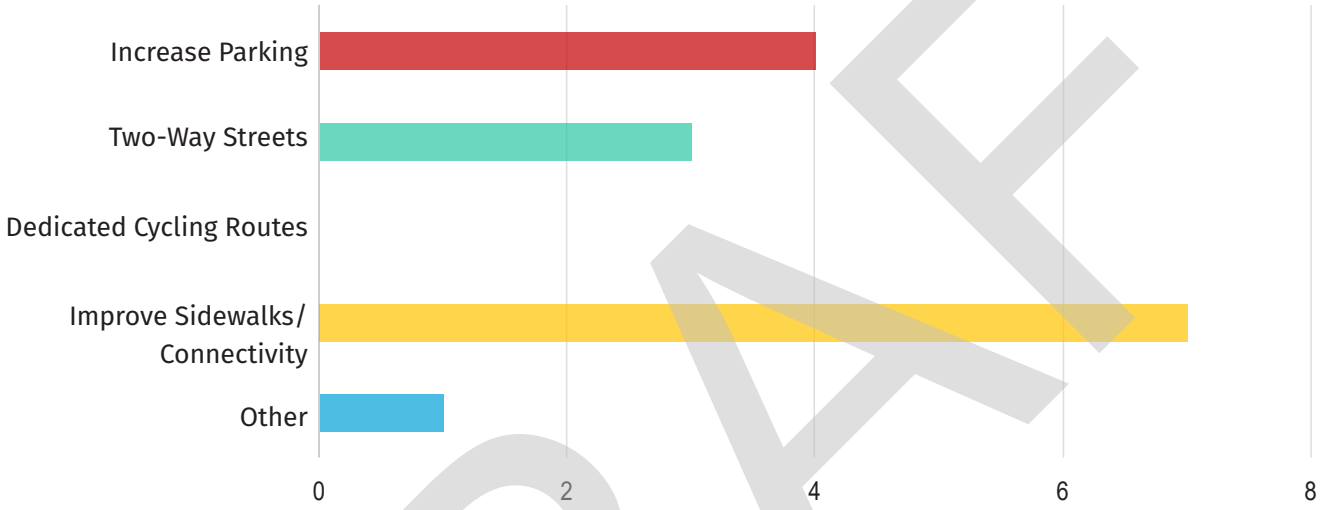
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What do you wish you could do in west downtown that you cannot do today, or travel to other places to do?

Shop Farm to table restaurant River access Walking/biking trail
Shop
More nice places to enjoy time and maybe if I know what is in west De Pere. More advertising
More family friendly space outside college
More events. Look at things like bayfield Applefest, port Washington Christmas on the Corner event, superior Halloween fest. Mackinac City has a park court yard that has little shops and stage and 2-3 little restaurants. During the summer they have local artist who do concerts and there is a lazer show. Offer different free community classes to help become more inclusive. Classes that will make our community better. A west De Pere block party.
I would love to see a new Fox River Trail on the west side that runs from St. Norbert College to Brown County Fairgrounds / Ashwaubomay Park. This idea was floated in the 2010 De Pere Downtown Master Plan (see p. 107-108).
Eat and park at a decent normal Priced restaurant (e.g. Anduzzis). Also Wish I could ride a bike safely from St. Norbert to Festival foods.
A restaurant on the water. The whole Green Bay metro lacks this type of eatery. If De Pere lands one or two new eateries on the water they would dominate that market. DT De Pere would draw more people this way. Also, please more mixed use mid-rise buildings. Shops/casual food on the first floor to activate the street level and market rate apartments above with dedicated underground parking. It is really nice to see the Mulva Center and the Cobblestone suites building "up" though! A few more 4-8 story buildings would do wonders for how outsiders view the downtown as "on the grow". Ashwaubenon is dominating when it comes to landing 4-7 story apartment and office buildings. Green Bay's DT is not being progressive enough to land those projects so Ashwaubenon swoops in and glady takes them. De Pere could do the same and really streamline the development process and make developers salivate at the thought of building in DT De Pere.

DRAFT

What changes would make the area more accessible?



This project would be successful if...

You would work on both sides of the river
There were different people running the city
People from the college, businesses, and residents are walking to and from work to restaurants, shops and outdoor gathering places.
Especially with the addition of the Cobblestone Suites hotel, we need to focus now on building a parking garage along with prioritizing underground parking for development projects. Parking in DT west de pere isn't as bad as the east side though. This way we can park a larger volume of cars while also getting rid of surface parking lots and free them up for more dense development.

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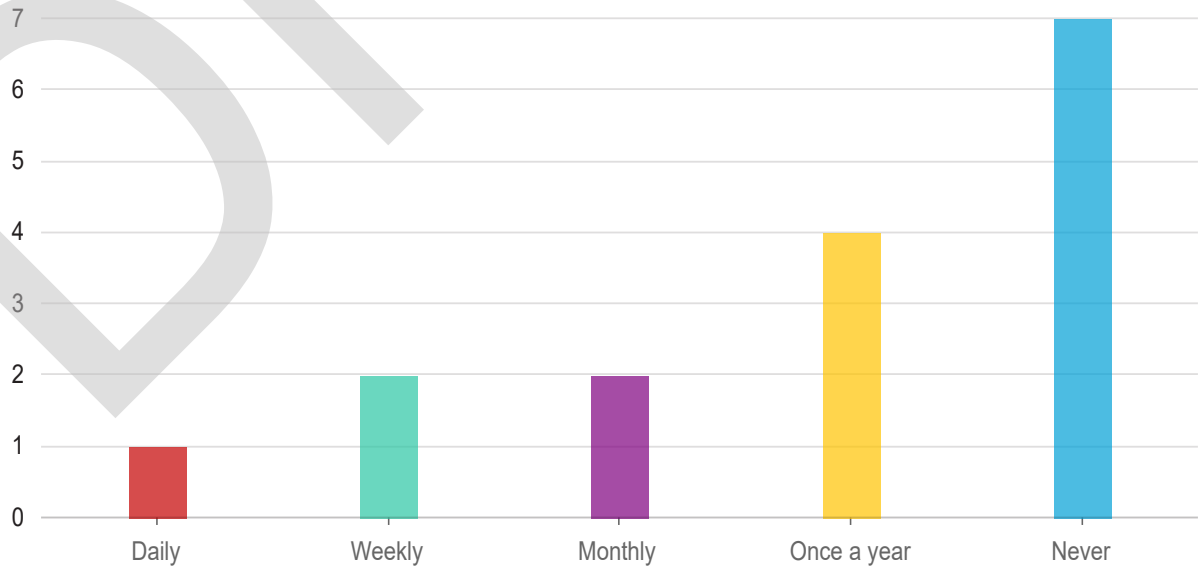
CONNECTIVITY

How often do you use the following travel choices to shop, visit the doctor, run errands, or go to other places?

DRIVE YOURSELF



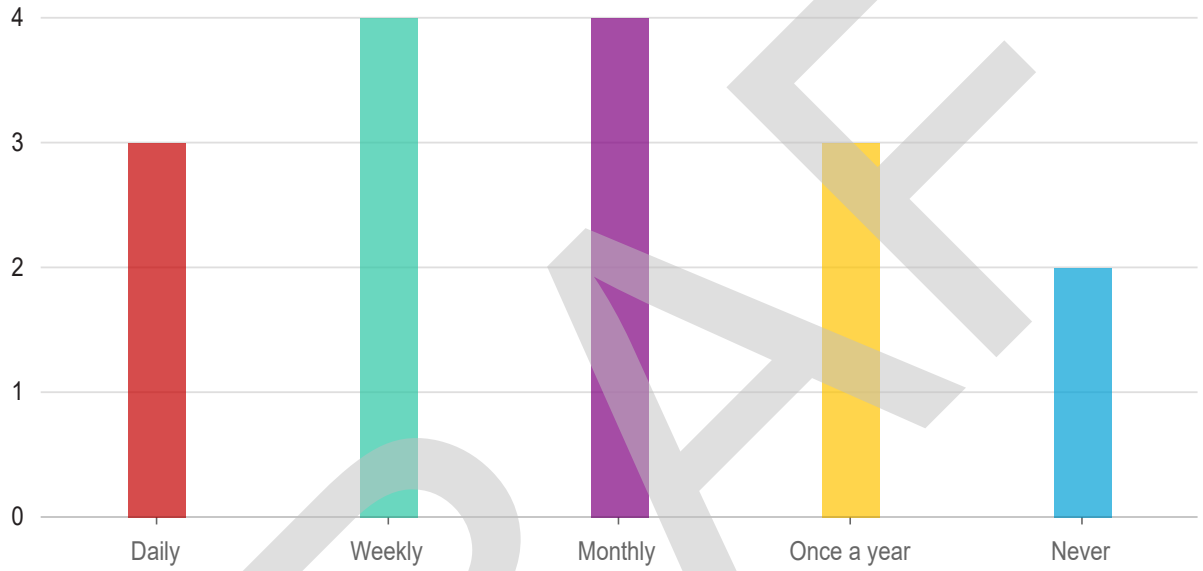
HAVE OTHERS DRIVE YOU



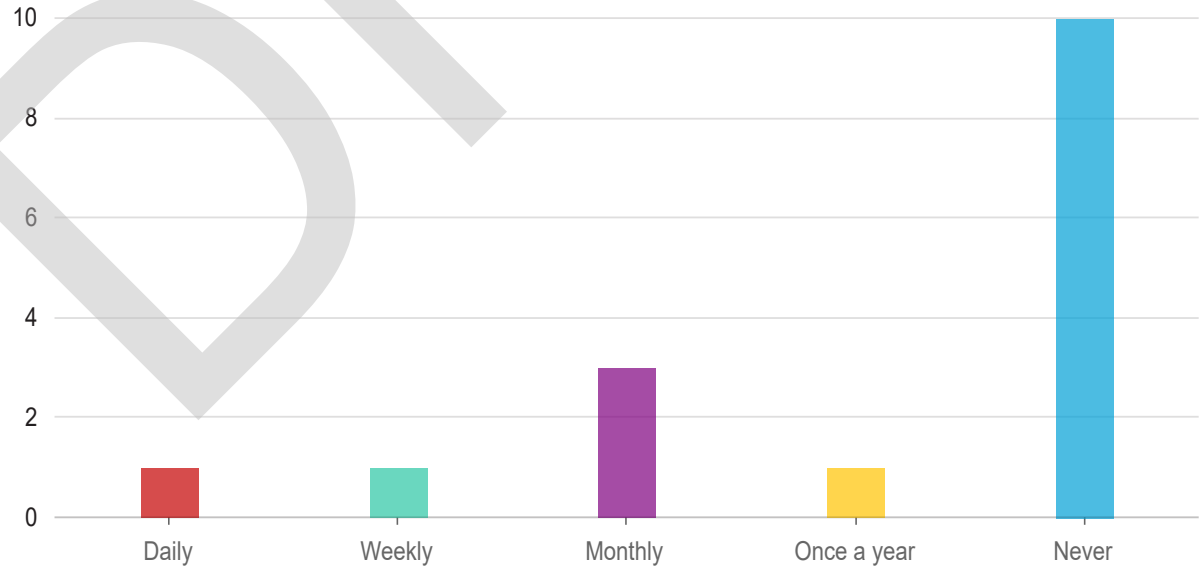
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WALK



BIKE



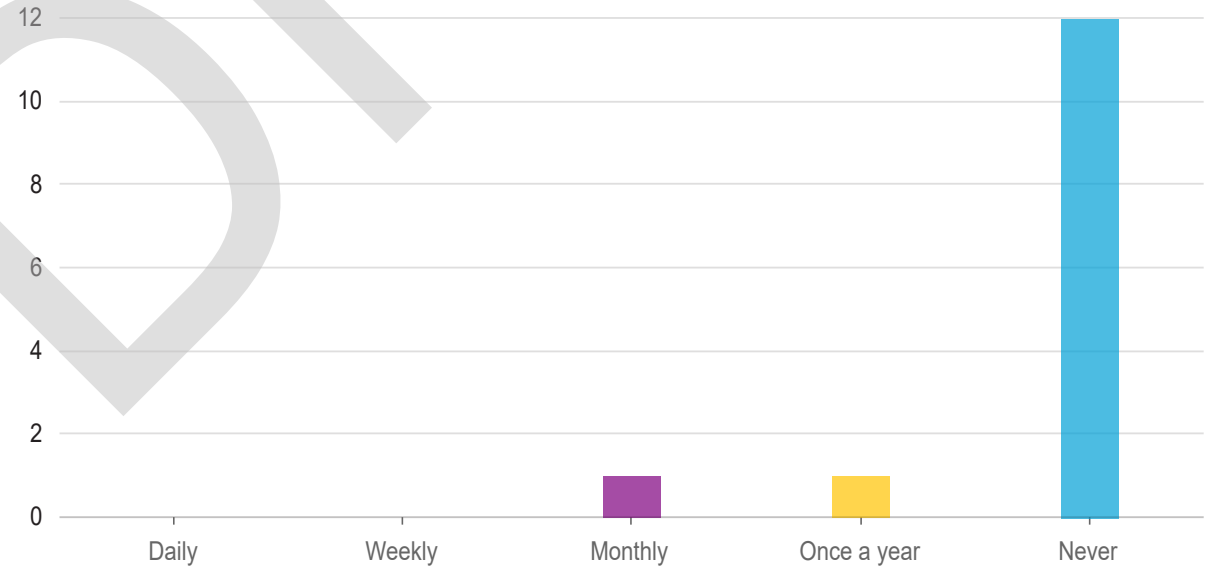
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SCOOTER



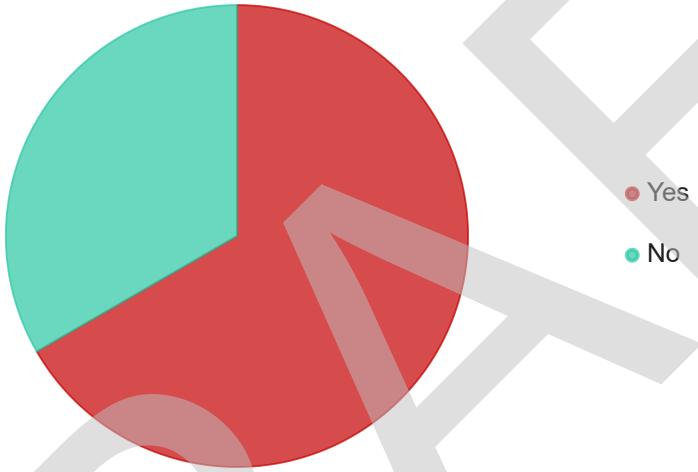
PUBLIC TRANSPORTATION



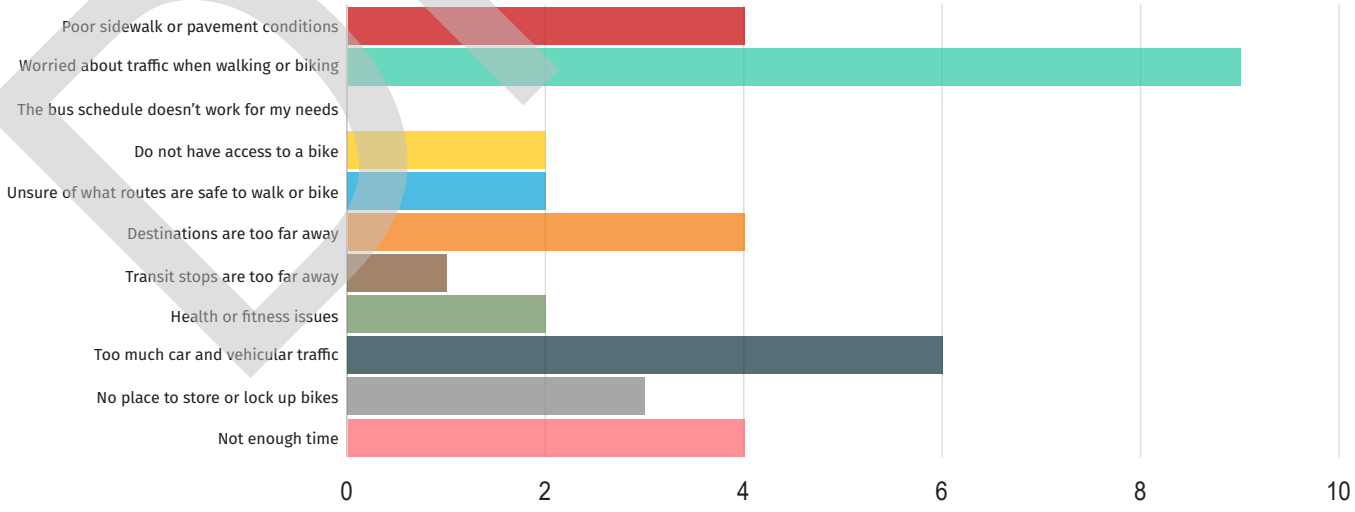
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Would you like to get around by walking/biking/riding transit more often?



Why don't you walk, bike, or ride transit more often?

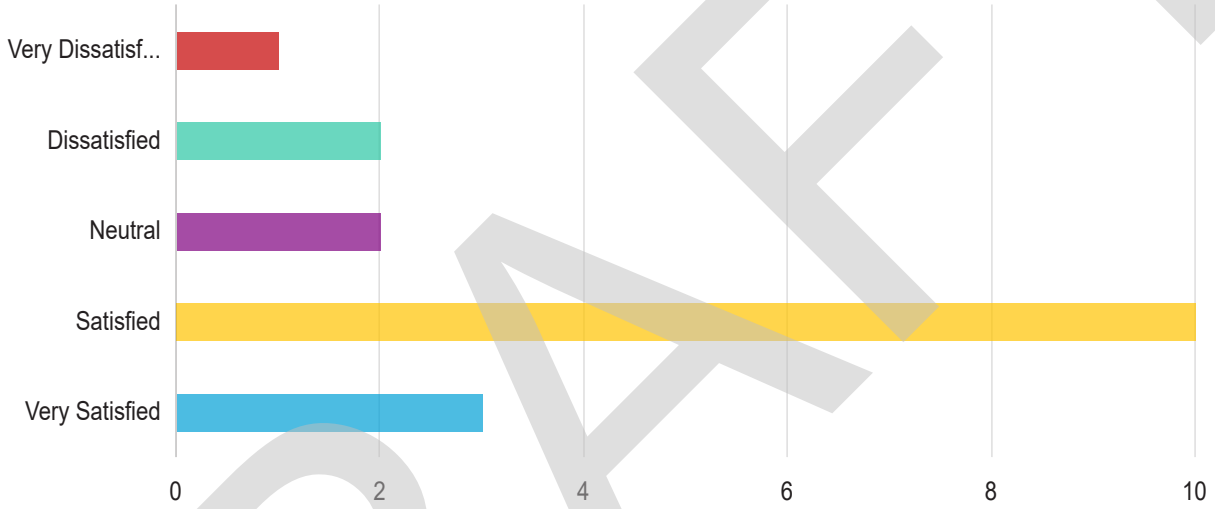


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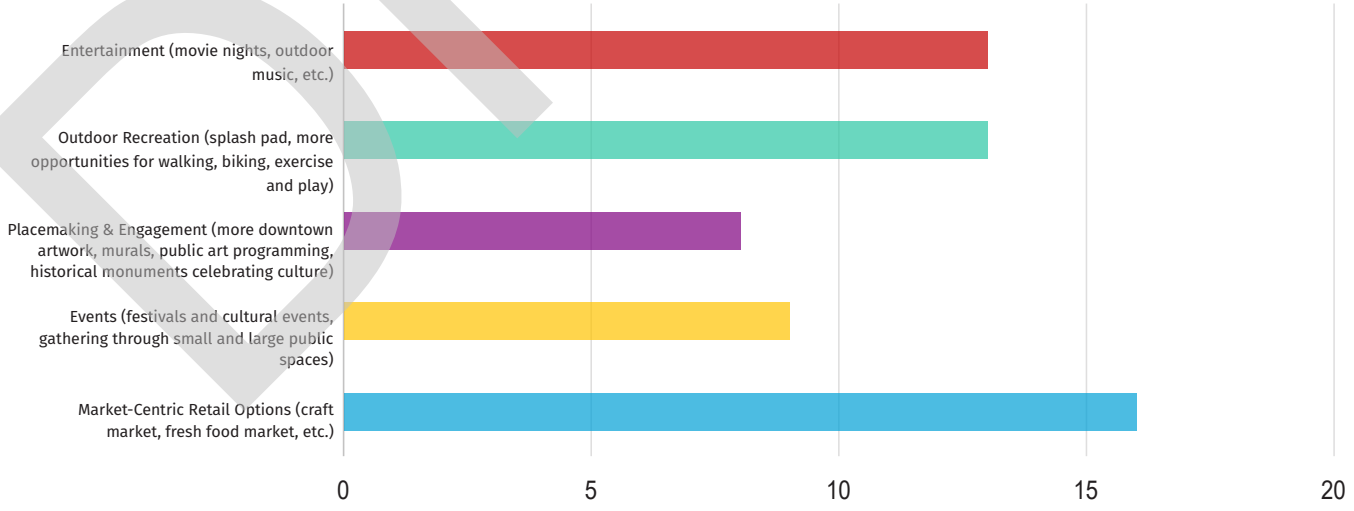
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COMMUNITY BUILDING/QUALITY OF LIFE

How satisfied are you with the quality of life in the City of De Pere?



What community program would you like to see in the City of De Pere?

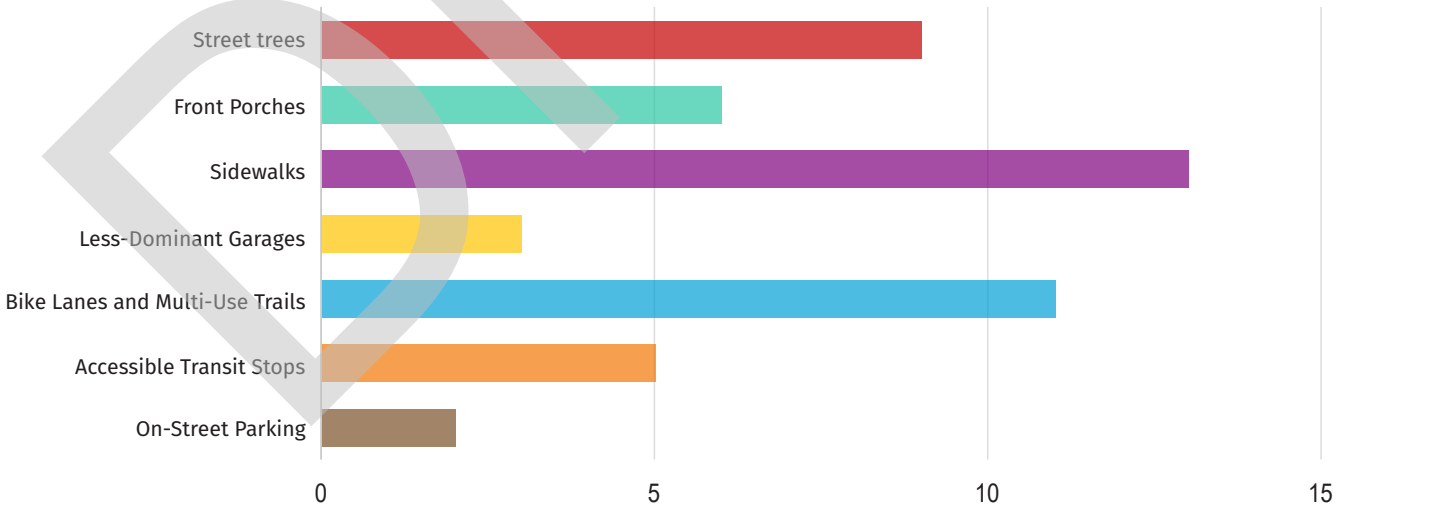


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What are any newly developed neighborhoods in De Pere missing?

To many rules. To many cookie cutter houses. Not enough street lights.
Street lights, speed limit signs, city trees
Sidewalks, bike lanes, transit stops, close parks.
Sidewalks
Missing attention to older neighborhoods!
In general we are missing downtown housing opportunities. Scale that provides the ability for more people to live downtown.
I think they are doing a good job with those. I really like how the city makes the industrial buildings build berms to shield visibility and noise from the street and from residential areas. I think De Pere should keep annexing as much land as they can from Ledgeview and Lawrence to get more available land for single family homes.
All newly developed neighborhoods in De Pere should require street trees at the time of construction. This is currently not required, so the new subdivisions have very few trees. Moreover, the trees that are planted are done in a haphazard way.
Affordable rent
Access to trails

What should be prioritized when planning for new neighborhood development?

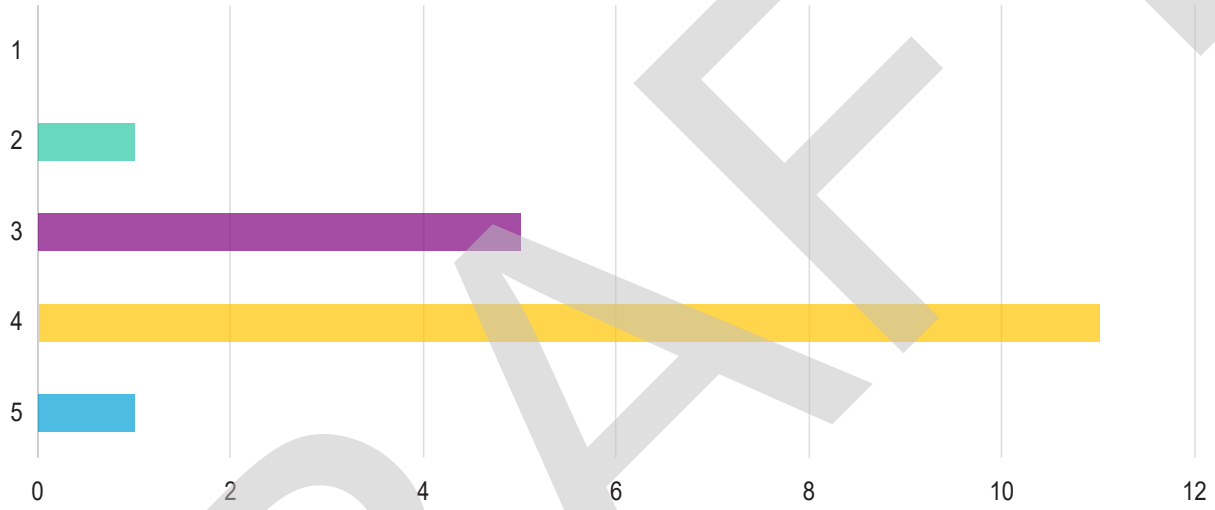


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How well are neighborhoods and residential properties in De Pere being maintained?

(Scale of 1-5, 5 being very well, 1 being not well at all)

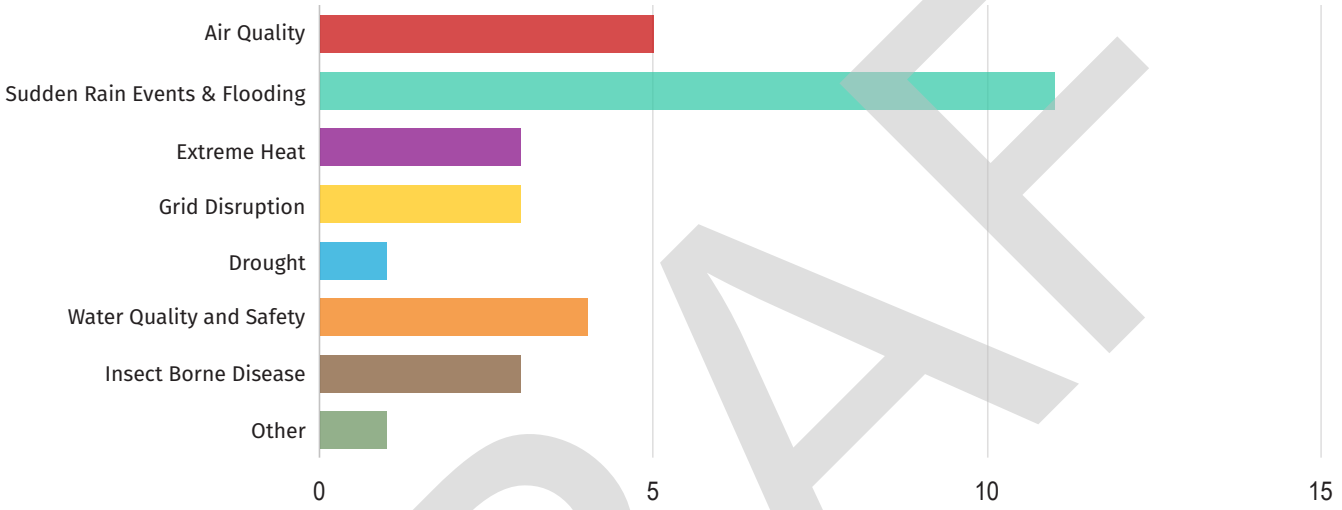


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RESILIENCE/SUSTAINABILITY

What are the greatest climate-related vulnerabilities that De Pere is facing?



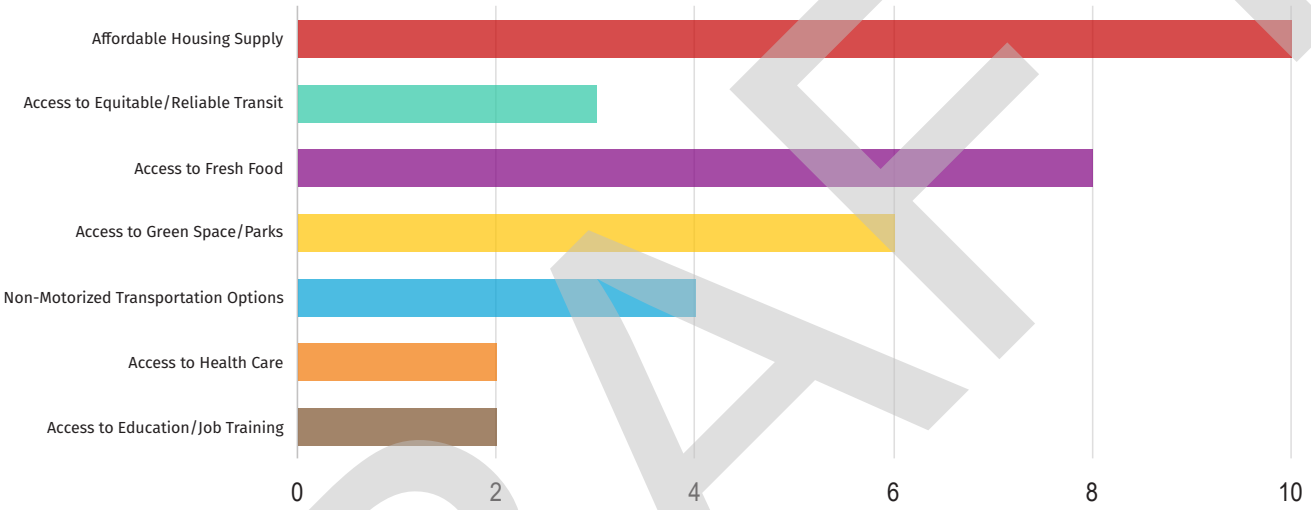
If other, please explain:

This is not relevant - i.e., it's a weird political hot-button issue that De Pere doesn't need to worry about.
Climate related vulnerabilities? Seriously?

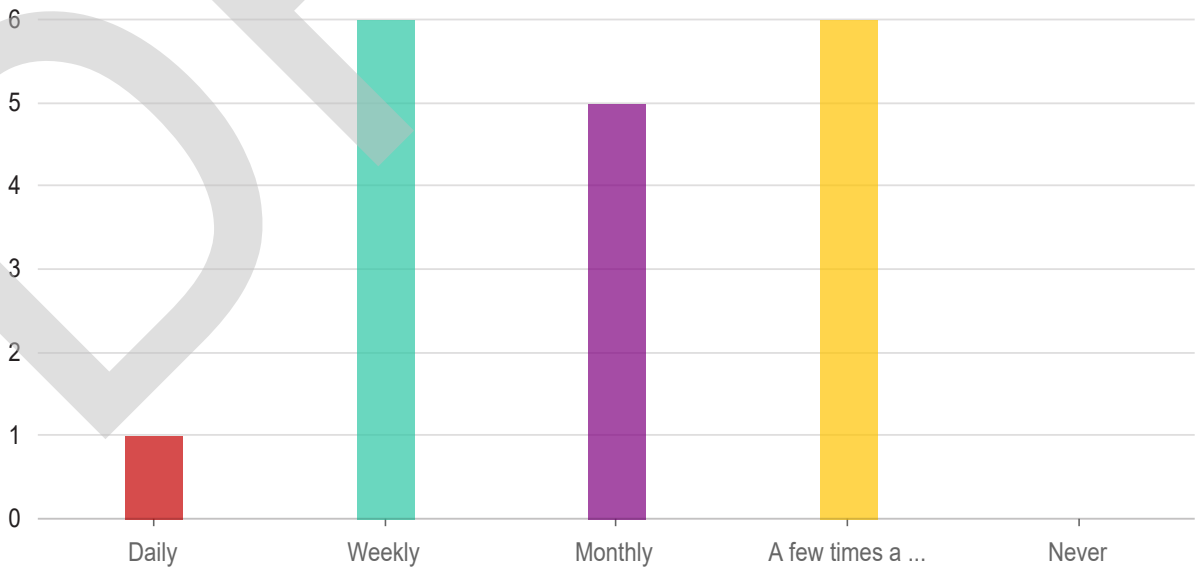
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What are the greatest population-related vulnerabilities that De Pere is facing?



How often do you go to parks in the City of De Pere?



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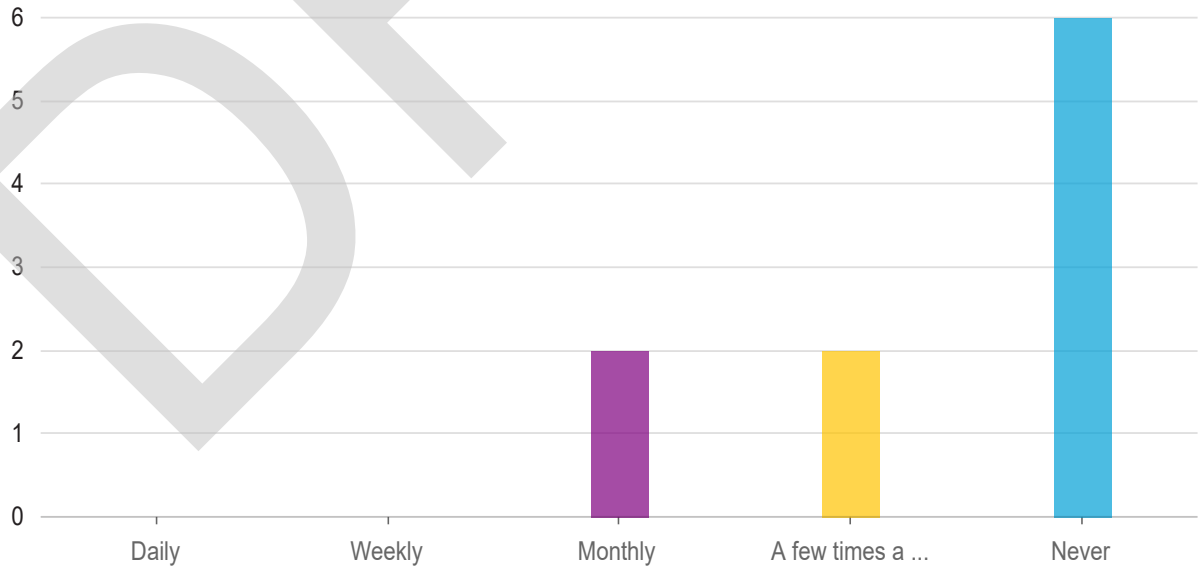
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How often do you use the river/riverfront for the following activities?

WALKING/BIKING



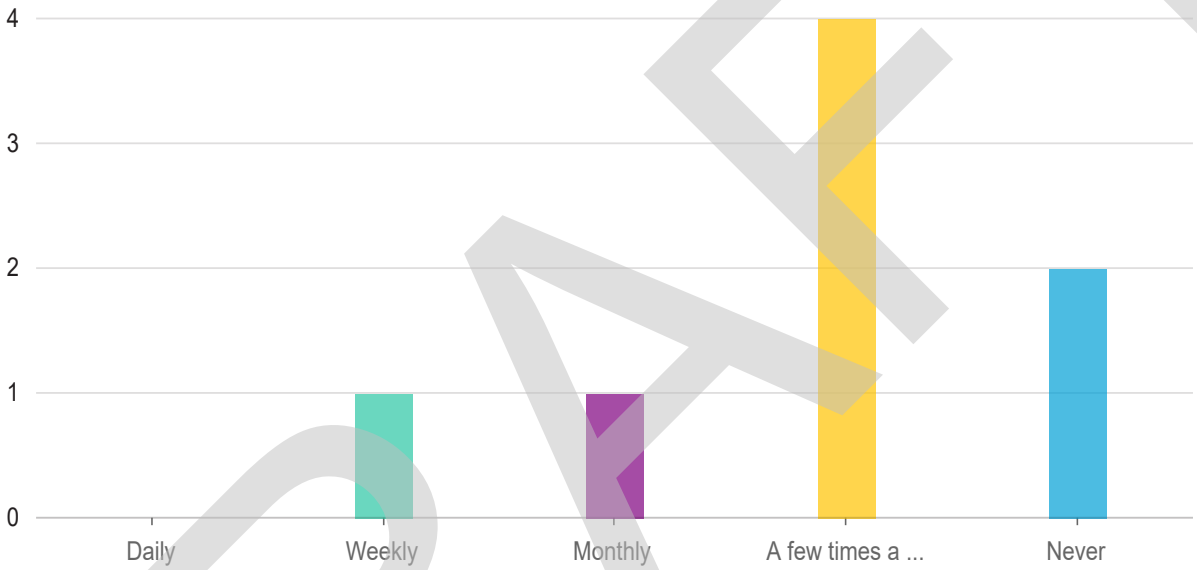
KAYAKING



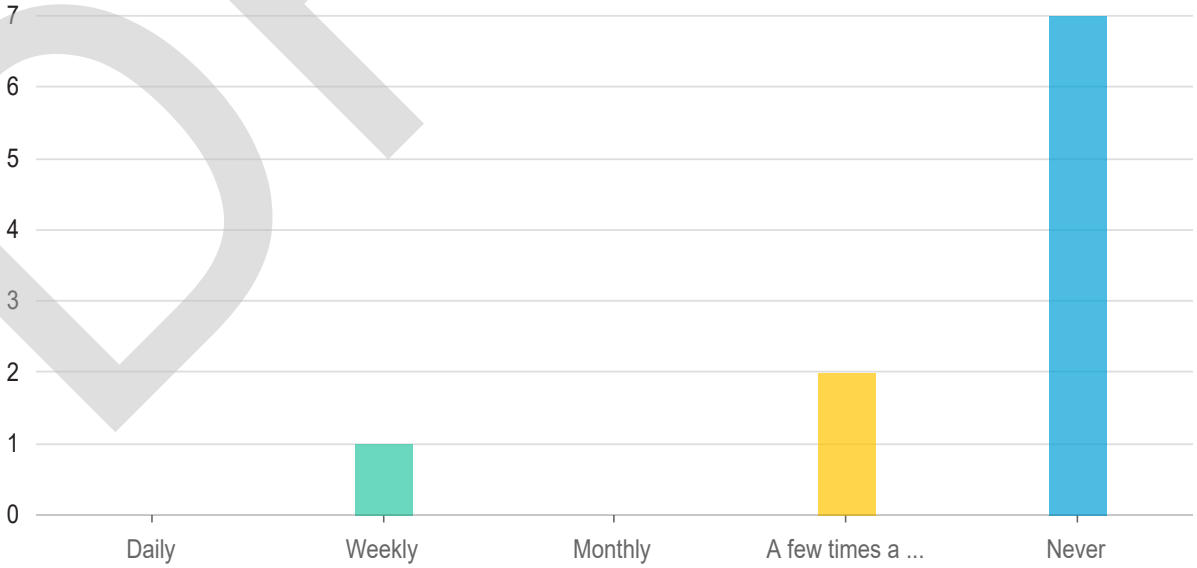
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BOATING



FISHING

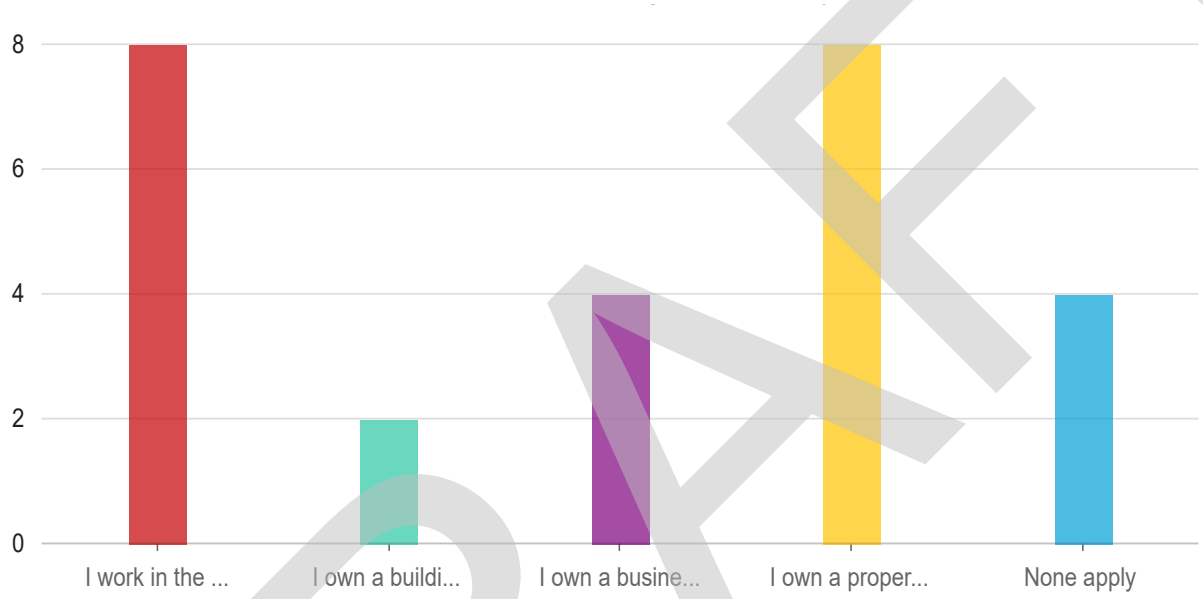


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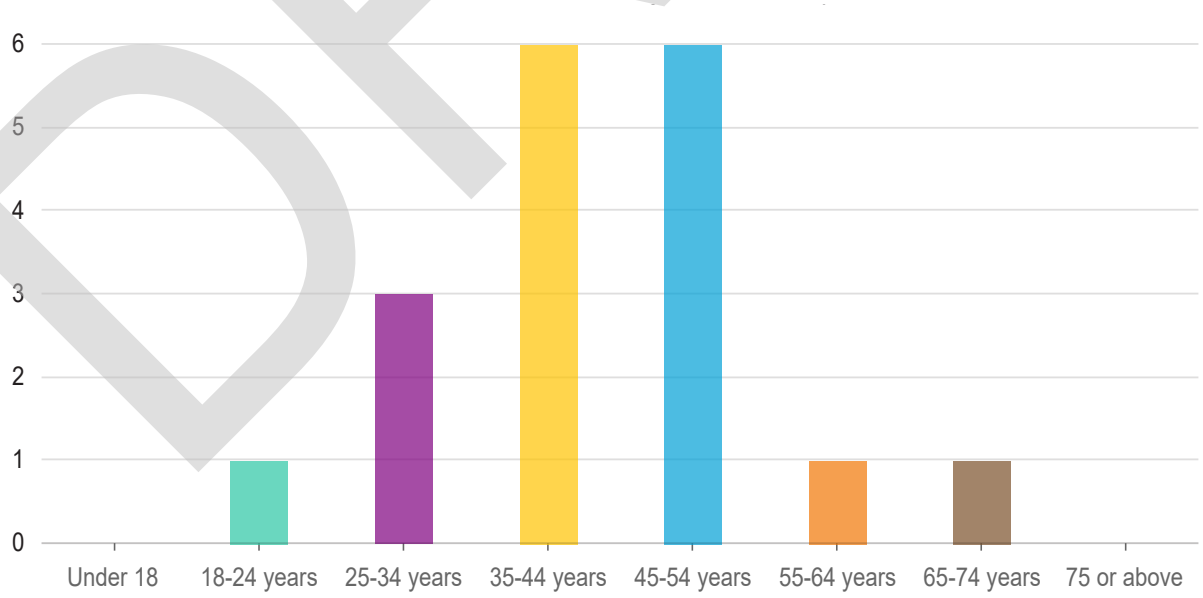
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DEMOGRAPHIC

Check all that apply to you:



How old are you?



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6.4 SOUTHEAST GROWTH AREA PLAN

1.0 OVERVIEW

1.1
Plan Intent

1.2
Plan Themes

1.3
Context & Past Planning

2.0 INTEGRATION OF LAND USES

2.1
Land Use Types

2.2
Local Precedents

2.3
Intensity of Uses

2.4
Proposed Land Use Plan

3.0 NEIGHBORHOOD DEVELOPMENT

3.1
Location

3.2
Form & Design

3.3
Typologies

3.4
Policy

4.0 NATURAL FEATURE PRESERVATION

4.1
Providing Access

4.2
Sustainable Design

5.0 CONNECTIVITY

5.1
Street Design

5.2
Non-Motorized Routes

5.3
Street Cross-Sections

5.4
Green Space Preservation & Non-Motorized Mobility

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1.0 OVERVIEW

PLAN INTENT: PLANNING FOR THE SOUTH BRIDGE DEVELOPMENT AND ANTICIPATED AREA GROWTH

THIS PLAN WILL:

Identify and explore design guidelines for:

- Development character
- Form
- Density
- Desired land use

Explore principles of:

- Transportation connectivity
- TND (Traditional Neighborhood Design) & Housing Types
- Town centers & business park growth
- Cluster development and natural feature preservation

PLAN THEMES

CONNECTIVITY & STREET DESIGN

Providing utilities and infrastructure for new development in an efficient, accessible, equitable and sustainable manner

INTEGRATION OF LAND USES

Creating a fabric of complementary uses

HOUSING TYPES & TRADITIONAL NEIGHBORHOOD DEVELOPMENT

Promoting density and alternative housing typologies

NATURAL FEATURE PRESERVATION

Preserving the natural environment and combating sprawl

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CONTEXT & PAST PLANNING

Since 2003, east side residential growth has been most prominent south of Rockland Road in the vicinity of Altmayer Elementary School. With the recent investment in the South Bridge development, the city is expecting an influx in residential growth and demand in the southeast area.

In order to promote a clean, efficient, safe, and accessible community in the southeast area, it's integral to set expectations for development.





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2.0 INTEGRATION OF LAND USES

LAND USE TYPES

Creating an intentional fabric of complementary land uses is integral for the Southeast Area, as the demand for residential and business park growth run parallel to each other. For more information on future land use and place type intent, visit *Section 3.1 Land Use* in the Imagine De Pere Plan.



Precedent: *Suburban Style Strip Commercial*



Precedent: *Business Park Campus*



Precedent: *Town Center*

SEE ALSO:

- **4.3 Community Utilities/Facilities** (Best Practice: Low Impact Stormwater Design)

NEIGHBORHOODS

- Strategically incorporate alternative housing types (Detached house, duplex/ triplex, live/work, row house, and ADU)
- North to south density gradation
- Small front setbacks, porch or stoop entrances, pedestrian access to front door, promote rear loading garages to support walkability through traditional neighborhood design
- Require street trees to provide shade, neighborhood character, and contribute to property value
- Support small lot, Traditional Neighborhood Design (TND)
- Cluster subdivisions when adjacent to natural features to preserve and protect ecosystems and open space

SUBURBAN STYLE STRIP COMMERCIAL

- Orient buildings to the street
- Locate parking in side and rear yards
- Minimize driveway cuts and promote shared access
- Consolidate signs

TOWN CENTER

- Create neighborhood mixed-use nodes that cluster development and provide community resources for surrounding residential areas
- Emphasis on community gathering & the public realm
- Provide connections to surrounding neighborhoods
- Walkable amenities and access to community resources

BUSINESS PARK

- Support and market new economy industrial uses like incubator spaces, research & development
- Create buffers between residential and industrial uses
- Fostering multi-modal connectivity between sites/ campuses
- Promote industrial park character and design through consistent streetscape and landscaping

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LOCAL PRECEDENTS

"***Flexible but Predictable***"

Critical elements of existing precedents in Fitchburg and Middleton, WI include promoting density, a mixture of compatible land uses, office park growth, reduction of sprawl, and a preservation of open space.



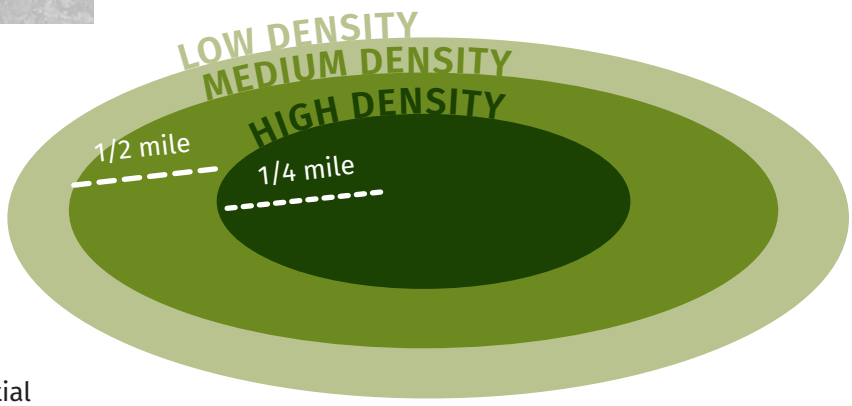
Precedent: *Fitchburg T5 Transect Standard, Urban Center*



Precedent: *Land Use Plan Middleton, WI - Acker Property*



Precedent: *Fitchburg T5 Transect Standard, General Neighborhood*



INTENSITY OF USES

LOW DENSITY

This sector includes low density residential (townhouses, single family), local service and retail, and community facilities.

MEDIUM DENSITY

This sector includes medium density residential (townhouses, garden apartments), local service and retail, and community facilities.

HIGH DENSITY

This sector includes high density residential (apartments, garden apartments), mixed-use, commercial, retail, and institutions.

SEE ALSO:

- **3.1 Land Use** (Best Practice: Growth Management & Smart Growth)

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PROPOSED LAND USE PLAN

The proposed land use plan prioritizes an integrated fabric of uses, utilizing density as a tool to ensure land use compatibility, accessibility, and the preservation of natural features.

SE AREA CONTRIBUTION & HOUSING SUPPLY

The city is anticipating southern expansion and development in the next 5-15 years due to the Southeast Area Plan. **The growth plan estimates an addition of housing units that would help fill the gap in projected future housing demand.**

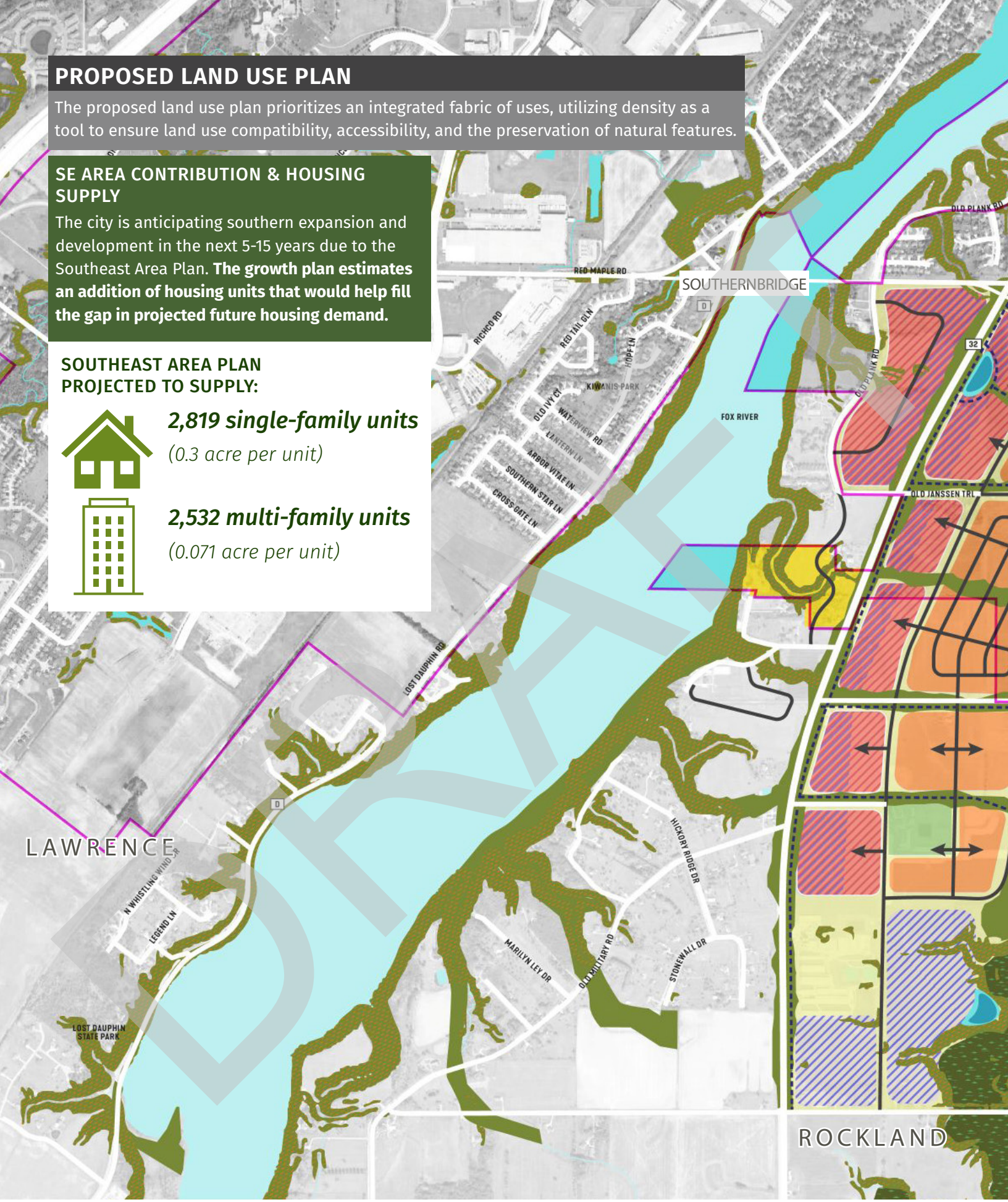
SOUTHEAST AREA PLAN PROJECTED TO SUPPLY:

2,819 single-family units

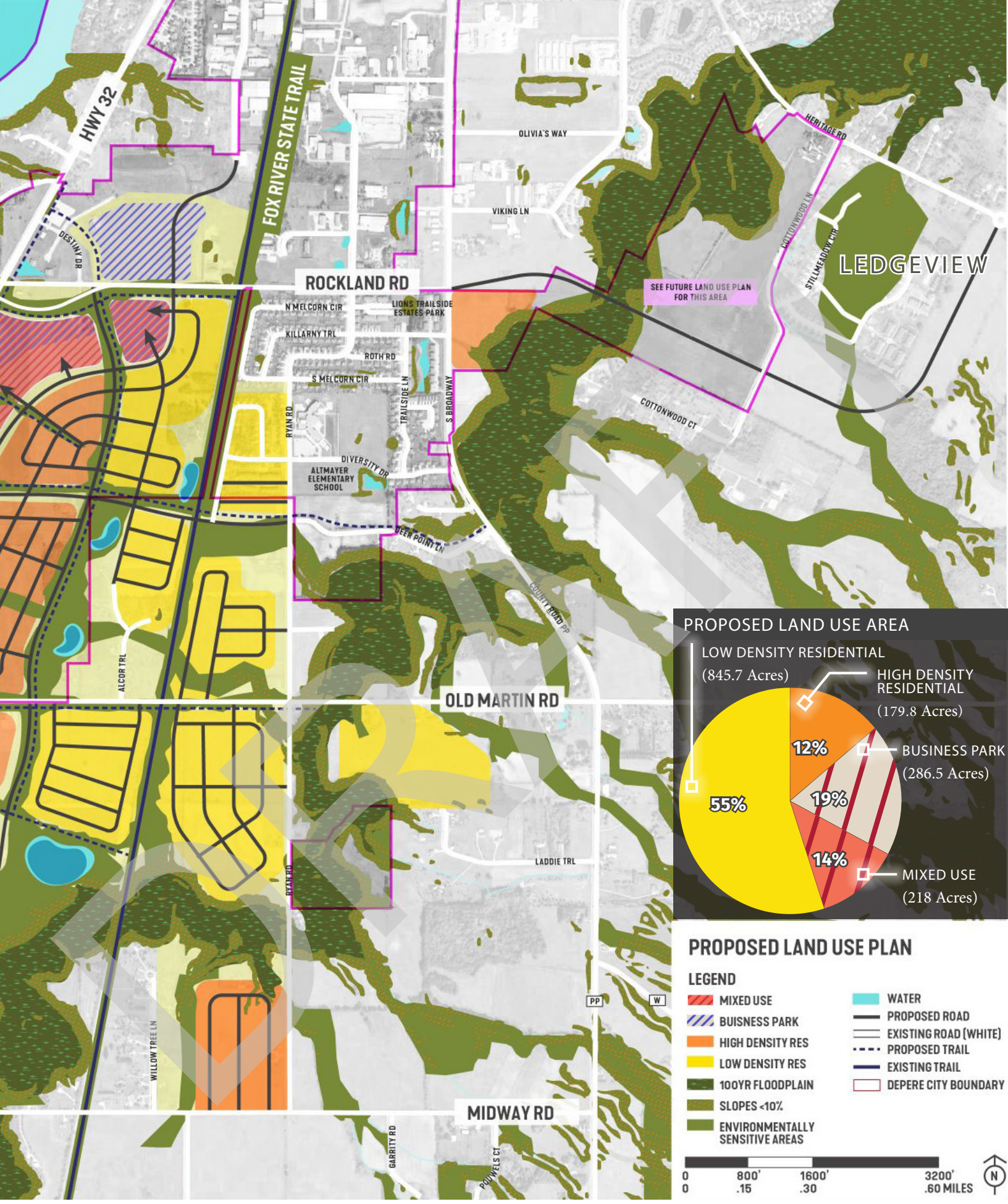
(0.3 acre per unit)

2,532 multi-family units

(0.071 acre per unit)



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HWY 32
FOX RIVER STATE TRAIL
DESTINY DR
ROCKLAND RD
N MELCORN CIR
LIONS TRAILSIDE ESTATES PARK
KILLARNY TRL
ROTH RD
S MELCORN CIR
TRAILSIDE LN
S BROADWAY
RYAN RD
DIVERSITY DR
ALTMAYER ELEMENTARY SCHOOL
DEER POINT TRL
OLIVIA'S WAY
VIKING LN
HERITAGE RD
COTTONWOOD LN
STILLMEADOW CIR
LEDGEVIEW
SEE FUTURE LAND USE PLAN FOR THIS AREA
COTTONWOOD CT
COUNTY ROAD PP
ALCOR TRL
OLD MARTIN RD
LADDIE TRL
RYAN RD
WILLOW TREE LN
PP
W
MIDWAY RD
GARRITY RD
POWELS CT
PROPOSED LAND USE AREA
LOW DENSITY RESIDENTIAL
(845.7 Acres)
HIGH DENSITY RESIDENTIAL
(179.8 Acres)
BUSINESS PARK
(286.5 Acres)
MIXED USE
(218 Acres)
12%
19%
14%
55%
PROPOSED LAND USE PLAN
LEGEND
MIXED USE
BUISNESS PARK
HIGH DENSITY RES
LOW DENSITY RES
100YR FLOODPLAIN
SLOPES <10%
ENVIRONMENTALLY SENSITIVE AREAS
WATER
PROPOSED ROAD
EXISTING ROAD (WHITE)
PROPOSED TRAIL
EXISTING TRAIL
DEPERE CITY BOUNDARY
0 0
800' .15
1600' .30
3200' .60 MILES
N

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3.0 NEIGHBORHOOD DEVELOPMENT

Future neighborhood development should be flexible, with an emphasis on the gradual incorporation of alternative housing types as development becomes more dense in areas adjacent to the downtown. Neighborhood design should promote walkability through a connected sidewalk network and inviting entryways.



Precedent: *Townhomes/Rowhouses*



Precedent: *Live/Work & Medium-Density Apartments*



Precedent: *Single-Family, small-lot*

SEE ALSO:

- **3.3 Housing** (Best Practice: Traditional Neighborhood Development, TND)

LOCATION

- North to south density gradation, becoming more dense closer to the downtown (north)

FORM & DESIGN

- Smaller lot, higher density
- Small front setbacks
- Porch or stoop entrances
- Pedestrian access to front door
- Promote rear loading garages to support walkability through traditional neighborhood design

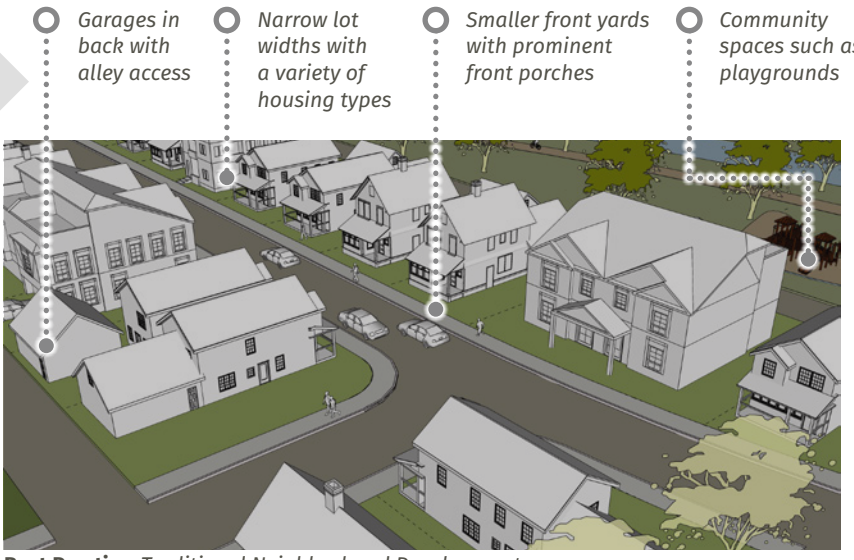
TYPOLOGIES

Emphasis on the gradual incorporation of alternative housing types.

- Tiny Homes
- Multi-Family
  - Townhomes/rowhouses
  - Senior housing
  - Duplex/triplex
  - Live/work
- Single-Family
  - Cluster cottage
  - Traditional single-family homes

POLICY

- Continue to permit accessory dwelling units or splits for duplexes



Best Practice: *Traditional Neighborhood Development*

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4.0 NATURAL FEATURE PRESERVATION

The Southeast Area is home to significant natural features that should be intentionally integrated into the built environment. Higher densities should be encouraged in order to combat sprawl and preserve natural features.



Precedent: *Stormwater Management*



Precedent: *Nature Destinations*



Precedent: *Shared Use Trail Adjacent to Waterway*

SEE ALSO:

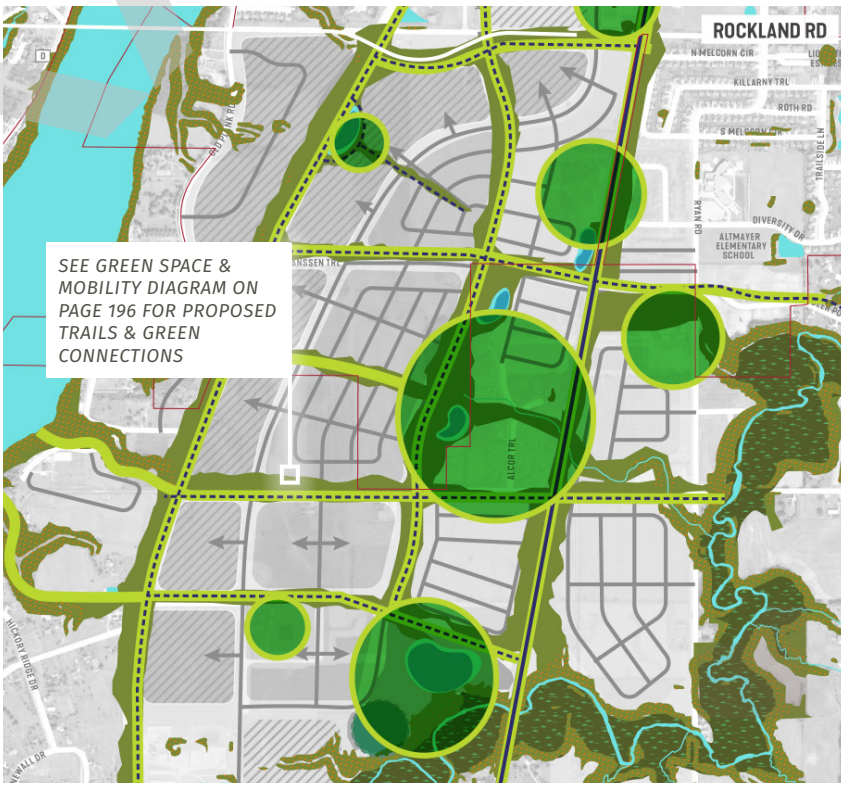
- **4.3 Community Utilities/Facilities** (Best Practice: Low Impact Stormwater Design)

PROVIDING ACCESS

- Encourage mini-parks, neighborhood parks, schools, community parks
- Support the Fox River and Fox River trail with intentional adjacent uses and design guidelines

SUSTAINABLE DESIGN

- Require green infrastructure and stormwater management elements within new development and along new road construction
  - Bioswales
  - Rain gardens
  - Green roofs
  - Permeable pavement
- Preserve and increase tree canopy cover



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5.0 CONNECTIVITY

Street grid design and non-motorized route planning is necessary in order to connect the Southeast Area both locally and regionally. Attention should be placed on providing a consistent, accessible non-motorized network within neighborhoods. In addition, it's integral to provide access to essential truck routes, promoting vehicular circulation to support business parks and commercial uses within the area.



Precedent: *Bike Lanes*



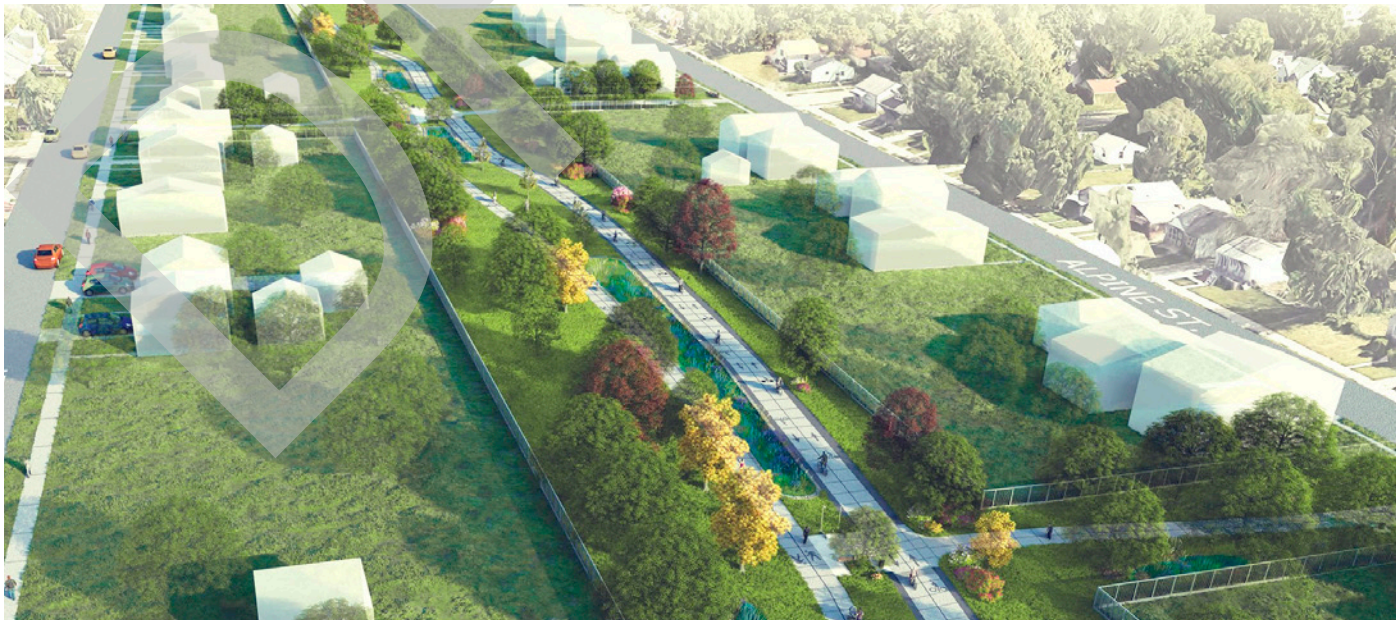
Precedent: *Connected Sidewalks*

STREET DESIGN

- Prioritizing continuous sidewalks and more traditional neighborhood-style grid patterns in new subdivisions and industrial parks
- Provide access to amenities and city services
- Narrow street design to encourage multi-modal safety
- Encourage on-street parking over surface lot design in neighborhoods and town centers
- Balance truck routes and essential vehicular access

NON-MOTORIZED ROUTES

- Preserve and enhance access to natural features and the environment
- Connect the southeast area to the downtown, Fox River and Fox River Trail by addressing gaps in the non-motorized infrastructure network
- Improve connectivity to collector streets, especially for pedestrians and bicyclists

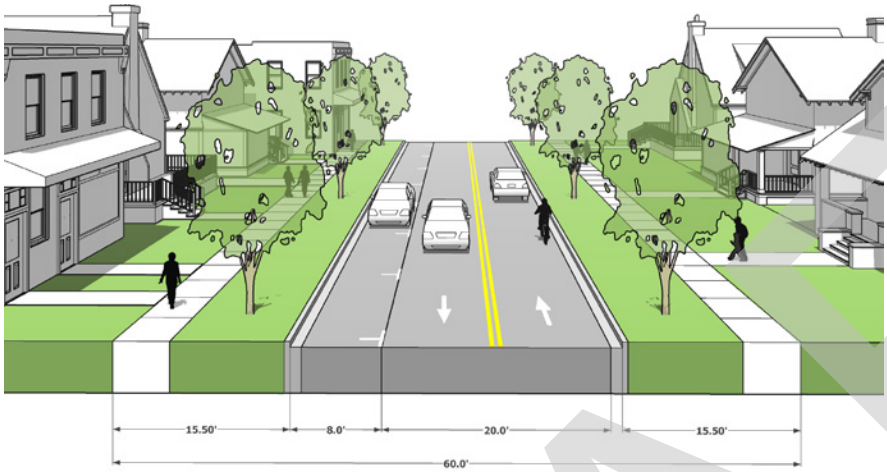


Precedent: *Shared Use Trail by Mode*

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STREET CROSS-SECTIONS

RESIDENTIAL/LOCAL STREETS



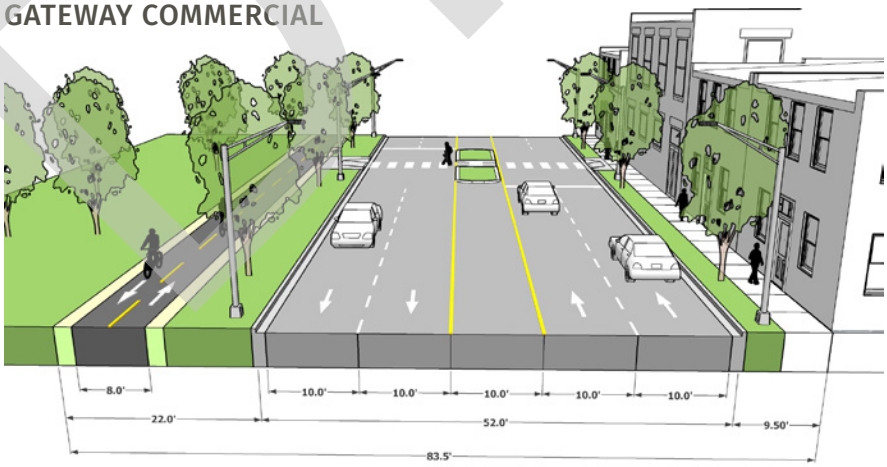
- Interconnected local streets, combating the isolation of subdivision design
- Non-motorized connections to transit hubs and stops
- Residential parking on at least one-side
- Complete and consistent sidewalk network

MIXED-USE STREETS



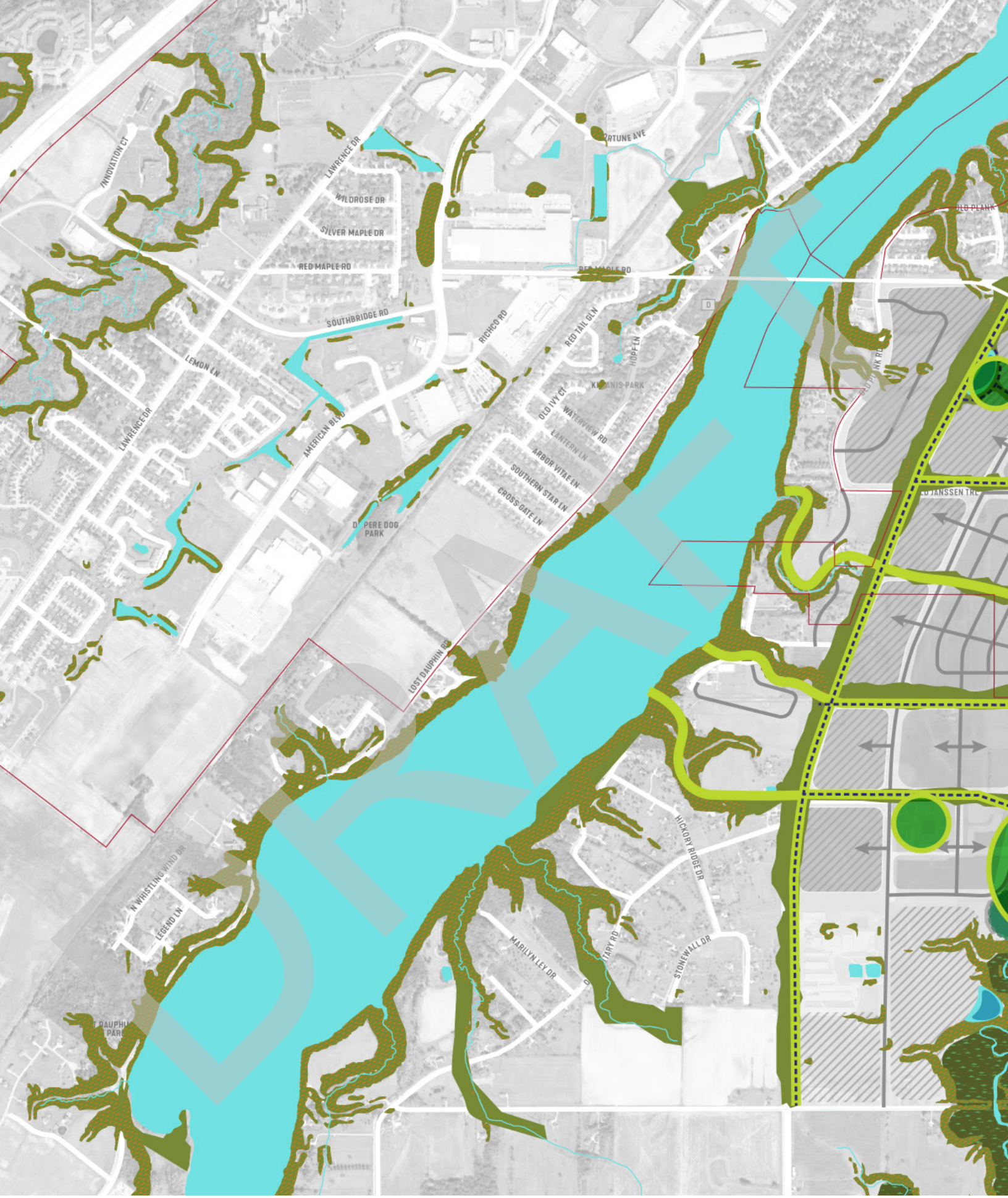
- Traffic calming elements
- Bump outs
- Mid-block crossings
- On-street parking as a measure to calm traffic
- Non-motorized connections to transit hubs and stops

GATEWAY COMMERCIAL

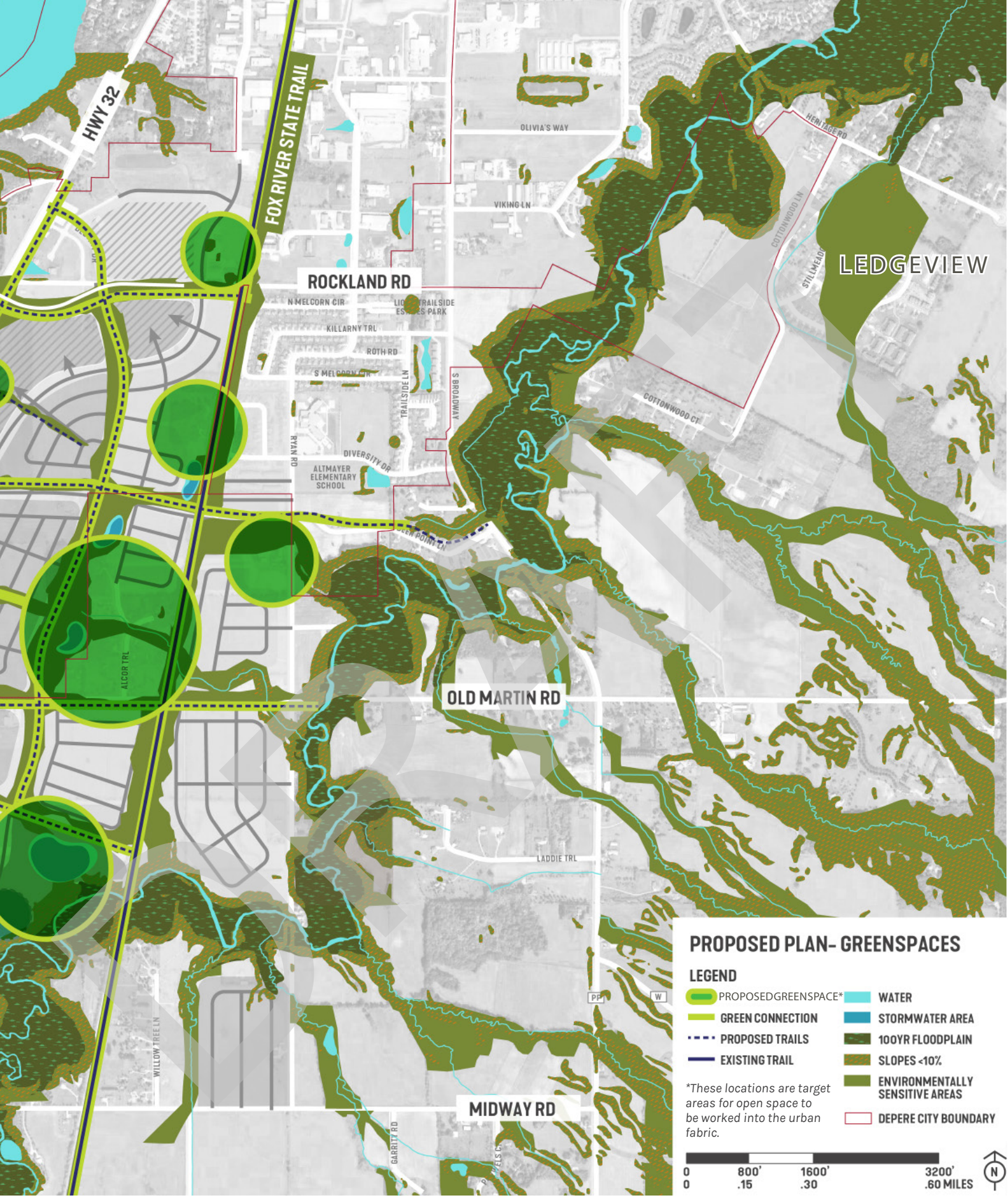


- Access management along the highway
- Green gateways
- Off-road shared use path
- Traffic calming elements adjacent to the highway
  - Pedestrian refuge islands/medians
  - Mid-block crossings

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INNOVATION CT
LAWRENCE DR
WILDROSE DR
SILVER MAPLE DR
RED MAPLE RD
SOUTHBRIDGE RD
LEMON LN
LAWRENCE DR
AMERICAN BLVD
RICHCO RD
RED TAIL GLN
HOPE LN
KIWANIS PARK
OLD IVY CT
WATERVIEW RD
LANTERN LN
ARBOR VITAE LN
SOUTHERN STAR LN
CROSS GATE LN
DE PERE DOG PARK
LOST DAUPHIN RD
N WHISTLING WIND DR
LEGEND LN
MARILYN LEY DR
HICKORY RIDGE DR
STONEWALL DR
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HWY 32
FOX RIVER STATE TRAIL
ROCKLAND RD
OLIVIA'S WAY
VIKING LN
HERITAGE RD
COTTONWOOD LN
LEDGEVIEW
N MELCORN CIR
KILLARNY TRL
ROTH RD
S MELCORN CIR
TRAILSIDE LN
S BROADWAY
COTTONWOOD CT
RYAN RD
DIVERSITY DR
ALTMAYER ELEMENTARY SCHOOL
ALCOR TRL
OLD MARTIN RD
LADDIE TRL
WILLOW TREE LN
MIDWAY RD
GARRITY RD
PROPOSED PLAN- GREENSPACES
LEGEND
PROPOSEDGREENSPACE*
GREEN CONNECTION
PROPOSED TRAILS
EXISTING TRAIL
*These locations are target areas for open space to be worked into the urban fabric.
WATER
STORMWATER AREA
100YR FLOODPLAIN
SLOPES <10%
ENVIRONMENTALLY SENSITIVE AREAS
DEPERE CITY BOUNDARY
0 800' 1600' 3200'
0 .15 .30 .60 MILES
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6.5 WEST DOWNTOWN DESIGN PLAN

1.0 PROJECT CONTEXT

1.1
Preliminary Objectives

1.2
Opportunities and Constraints

2.0 INPUT AND ANALYSIS

2.1
Public Feedback

2.2
Market Snapshot

2.3
Site Observations

3.0 FINAL RECOMMENDATIONS

3.1
Public Realm Opportunities

3.2
Redevelopment Opportunities

3.3
West Downtown Plan

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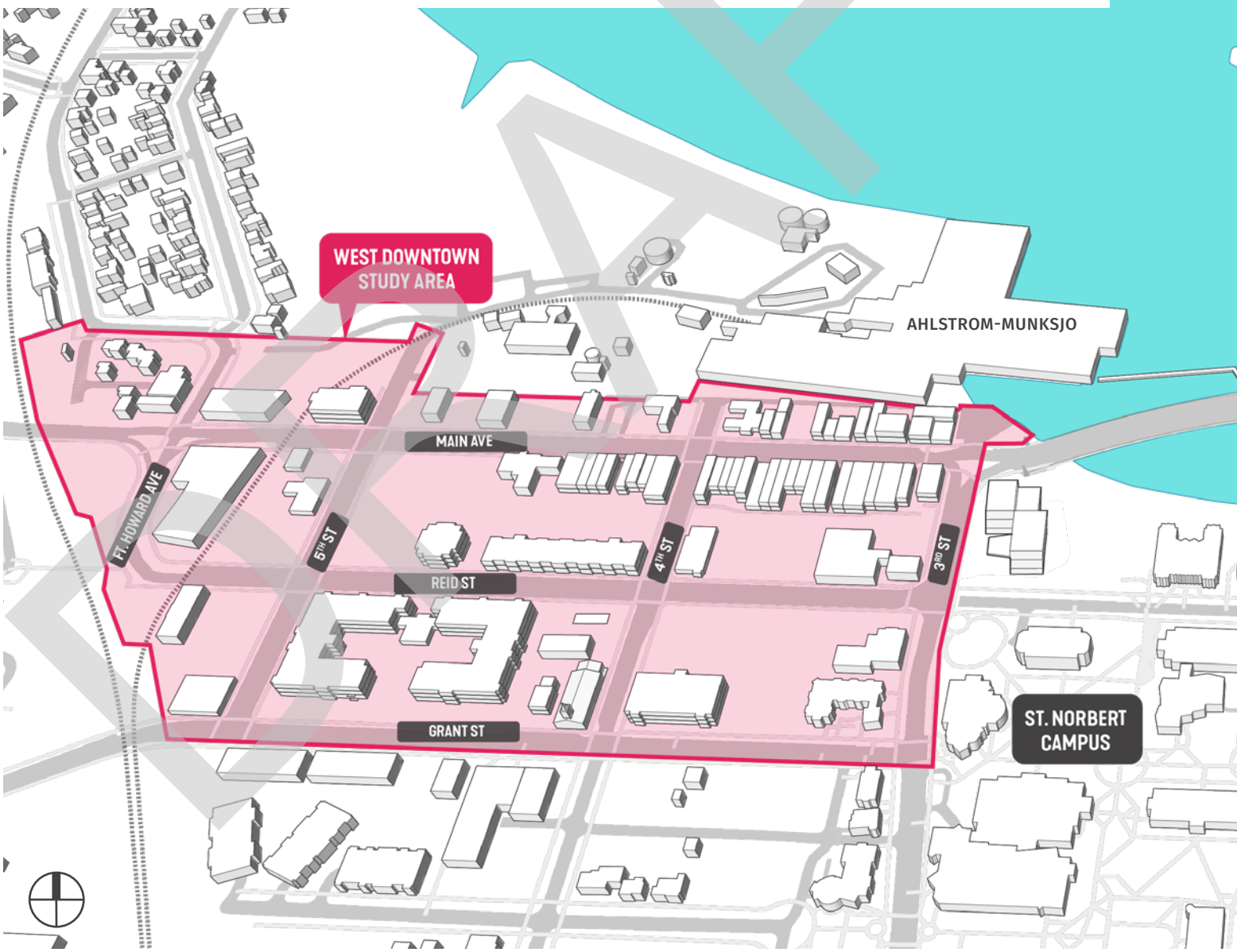
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1.0 PROJECT CONTEXT

This plan provides more detail for west downtown to complement the Cultural District Plan for east downtown completed in 2018. Previously, the city has viewed east and west downtown as separate districts with potentially distinct identities. The length of the bridge plus speed and volume of traffic creates a barrier to connection. The west downtown study area is bordered by railroad tracks to the west, Ahlstrom-Munskjo mill property to the north, and St. Norbert controlled properties to the east and south. Destination open spaces adjacent to the site include the Fox River to the east, VFW and Bicentennial Park directly west.

There is significant potential for change in the next few years, including the development of the Mulva Museum, Front Street Block and Shopko block on the east side and a new hotel and potential development on the west side. Additionally, a new bridge is planned to the south that will alter traffic patterns and create opportunities for multi-modal enhancements.

The preliminary objectives to the plan seek to take advantage of these potential changes, build on the unique character of the existing buildings and the high quality spaces that exist to help unify and create an identity for downtown as a cultural and entertainment destination for the region.

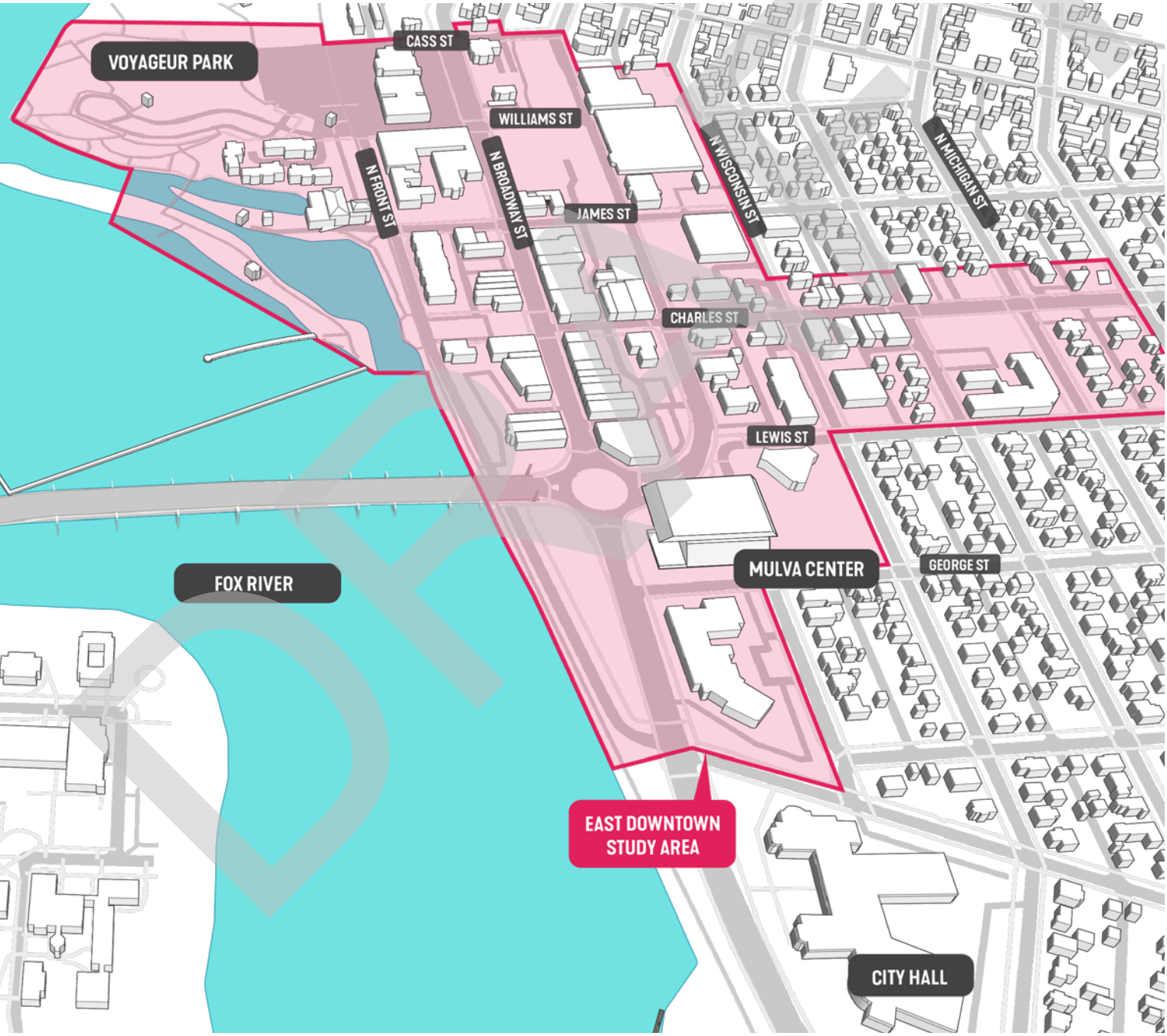


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1.1 PRELIMINARY OBJECTIVES

- DEVELOP SYNERGIES BETWEEN EAST AND WEST
- ORIENT DEVELOPMENT TO BOLSTER VIEWS OF THE RIVER
- PROMOTE PEDESTRIAN MOBILITY THROUGH THE DOWNTOWN AND TO THE RIVER
- PROMOTE AN URBAN INFILL TO DEVELOP THE DISTRICT FEEL AND DRAW ACTIVITY TO THE DOWNTOWN
- ELEVATE THE ROLE OF PUBLIC SPACES PARTICULARLY ALONG THE RIVER
- SEEK TACTICAL IMPROVEMENTS IN THE IMMEDIATE ALONG MAIN AVENUE WHILE PLANNING FOR LONG-TERM ROADWAY MODIFICATIONS

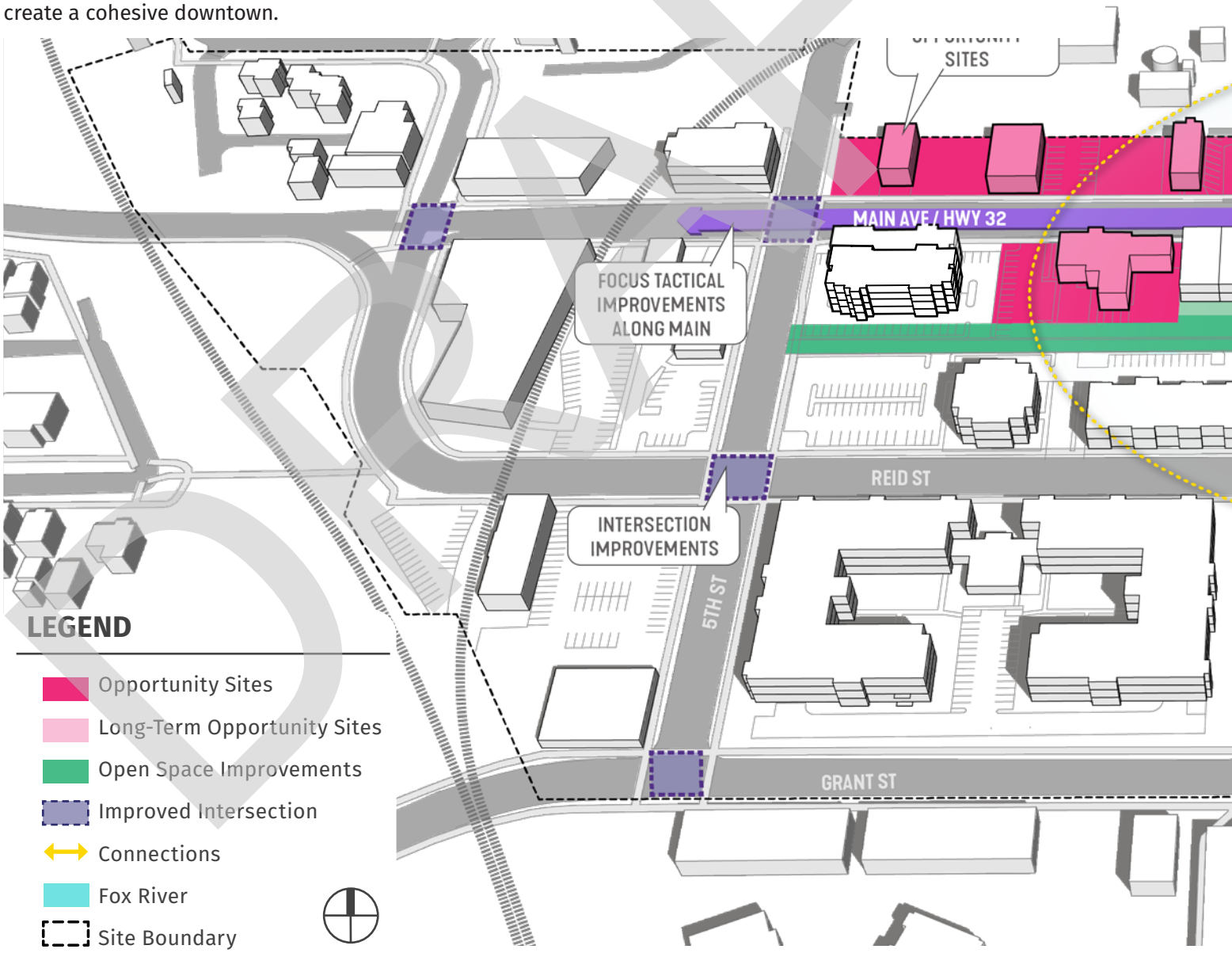


1.2 OPPORTUNITIES AND CONSTRAINTS

City staff and stakeholders identified the river as a primary catalyst for west downtown. The Fox River serves as the natural anchor to west downtown and presents a tremendous opportunity to draw people that does not currently exist. Redevelopment will prioritize along the river creating a series of destinations fostering river views and access while expanding a pedestrian spine westward from the river through downtown.

The downtown feels disconnected to the river due a lack of pedestrian mobility and access points. High traffic volumes along the one-way loop (Main Ave, Reid St, and 3rd St) present challenges for non-motorized circulation. In addition, limited safe crossings at 3rd or Main, lack of flexible public open space, limited wayfinding signage, or gateways that signify the district make the river unnoticeable and unaccessible. Combined with the majority of the riverfront in this area owned by St. Norbert, the riverfront is cutoff from downtown. Leveraging proximity to the river and campus presents tremendous opportunity to enhance the mobility and character of downtown.

Alleyway enhancements, changes in materiality at intersections, refuge islands, and mid-block crossings have started to improve walkability; further improvements to crossings, using alleyways to create a robust pedestrian spine from the river through downtown, and create open spaces for community gatherings help build activity to create a cohesive downtown.

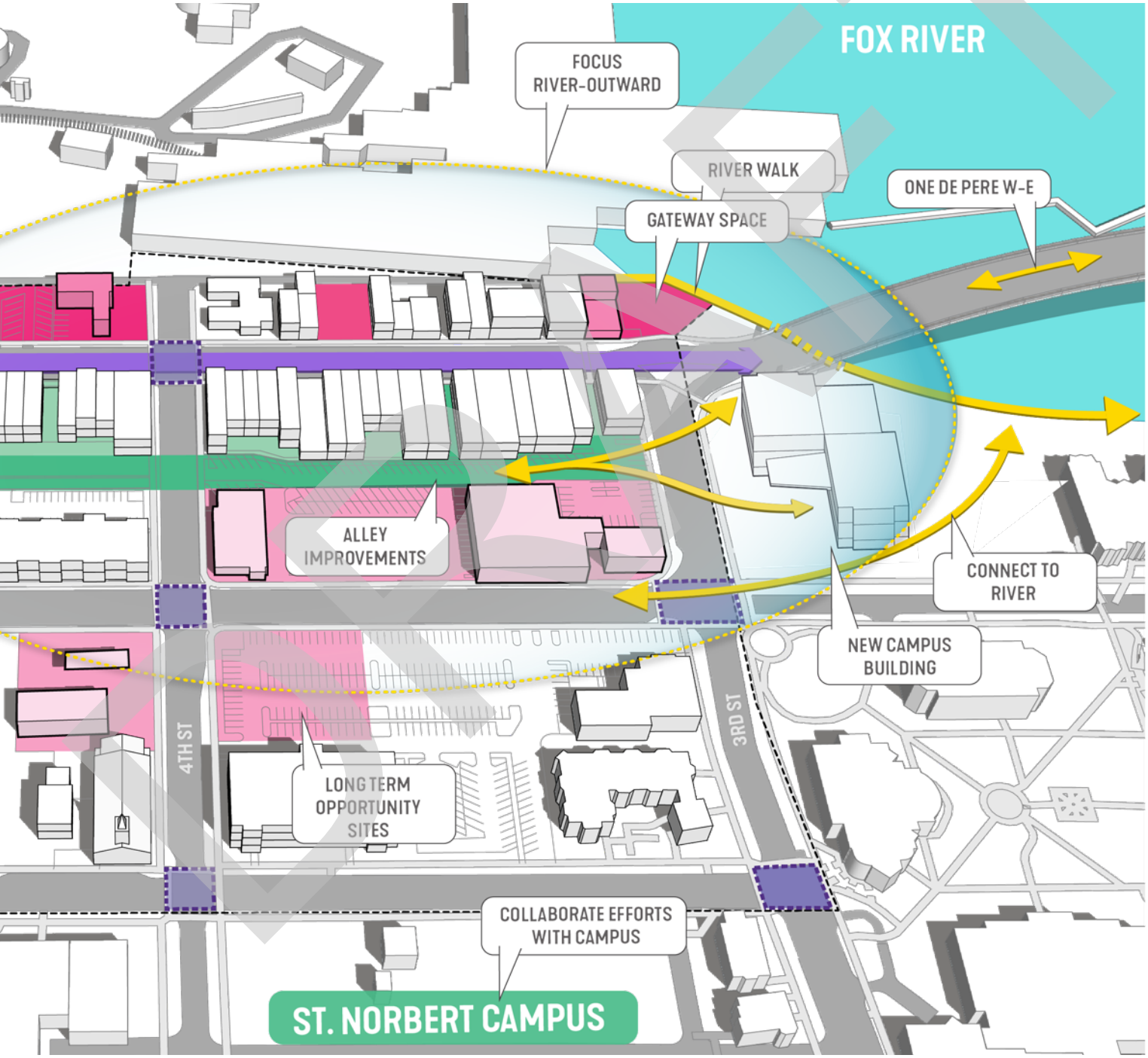


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SITE OPPORTUNITIES

- UTILIZE THE RIVER AS AN ASSET TO REDEVELOPMENT AND PUBLIC ACCESS
- ENHANCE OPPORTUNITIES FOR WALKING AND BICYCLING TO NEARBY PUBLIC SPACES AND AREAS OF INTEREST
- BOOST DOWNTOWN'S VIBRANCY BEYOND 4TH STREET



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2.0 INPUT AND ANALYSIS

A basis of understanding for project success was derived from meetings with City staff, a public input session, first-hand observation through multiple site walks, and background research. From this dialogue, themes emerged which began to define a vision for a thriving downtown.

2.1 PUBLIC FEEDBACK

Public feedback was gathering through a public input session accompanied by an online survey. The design team asked probing questions as to what works downtown and what could be improved while revisiting the objectives of past plans to ensure long-range goals were being considered. Consistently the river is viewed as the primary resource and gateway to downtown. Accessing and celebrating the river is the primary drives project success.

EMERGING THEMES:

- **DEVELOP FROM THE RIVER OUTWARD**
- **CREATE A UNIFIED DOWNTOWN DISTRICT FEEL**
- **GATEWAYS TO SIGNIFY YOU HAVE ENTERED DOWNTOWN, PROVIDE OPPORTUNITIES FOR COMMUNITY GATHERING SPACE FOR**
- **PROVIDE RIVER ACCESS**



STEERING COMMITTEE MEETINGS PRESENTING BACKGROUND RESEARCH

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2.2 MARKET SNAPSHOT

Public feedback takeaways can be cross-examined with market study results, in order to identify missing and target industries within the community. Retail industries selling goods like food, beverage, and clothing were specifically identified as industry opportunities within the downtown and city as a whole. New businesses should target the listed user groups, with an emphasis on educated professionals with urban lifestyles and suburban family-oriented consumers.

TOP 3 TAPESTRY SEGMENTS

United States Census Bureau 2021 American Community Survey Estimates

1. BRIGHT YOUNG PROFESSIONALS (8C)
   Young, educated, working professionals, mostly under the age of 35 with a median household income.
2. MIDDLEBURG (4C)
   Traditional, family-oriented consumers living in semi-rural subdivisions.
3. IN STYLE (5B)
   Slightly older professional couples or single households without children, with an urban lifestyle that support the arts and travel.

TOP LEAKAGE & TARGET INDUSTRIES (CITY-WIDE)

These are industries where local demand is greater than local supply, so local consumers are traveling regionally to meet their needs. These are considered to be "opportunity" industries for the downtown, as there is a lack of supply existing within the community today.

United States Census Bureau 2017 American Community Survey Estimates

1) FOOD & BEVERAGE STORES
$27,773,423

2) CLOTHING & ACCESSORY STORES
$11,616,849

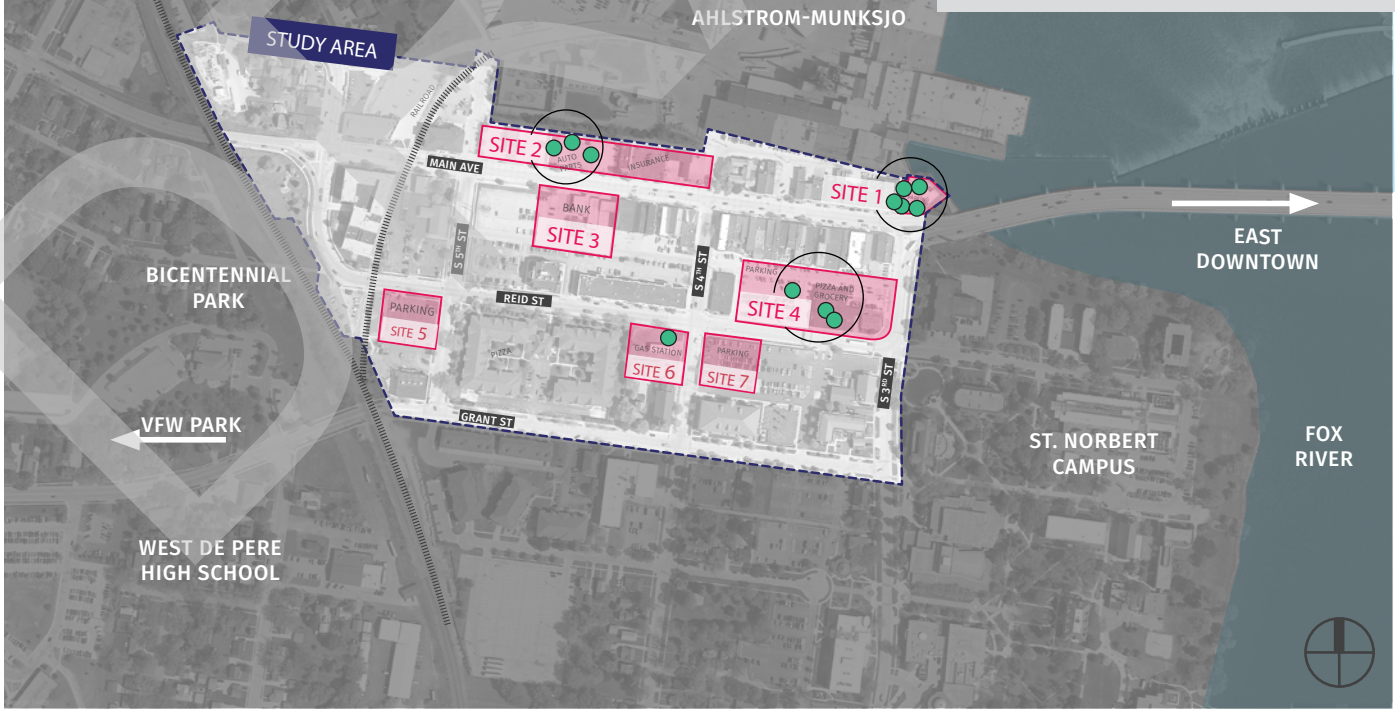
3)MISCELLANEOUS STORE RETAILERS
$10,367,808

4) NON-STORE RETAILERS
$9,388,322

PUBLIC FEEDBACK: SITE PRIORITIZATION

Which sites should the city prioritize for redevelopment? Place green dots on the map to show support for prioritization.

SITE 1 ●●●●●
SITE 2 ●●●
SITE 3
SITE 4 ●●●
SITE 5
SITE 6 ●
SITE 7

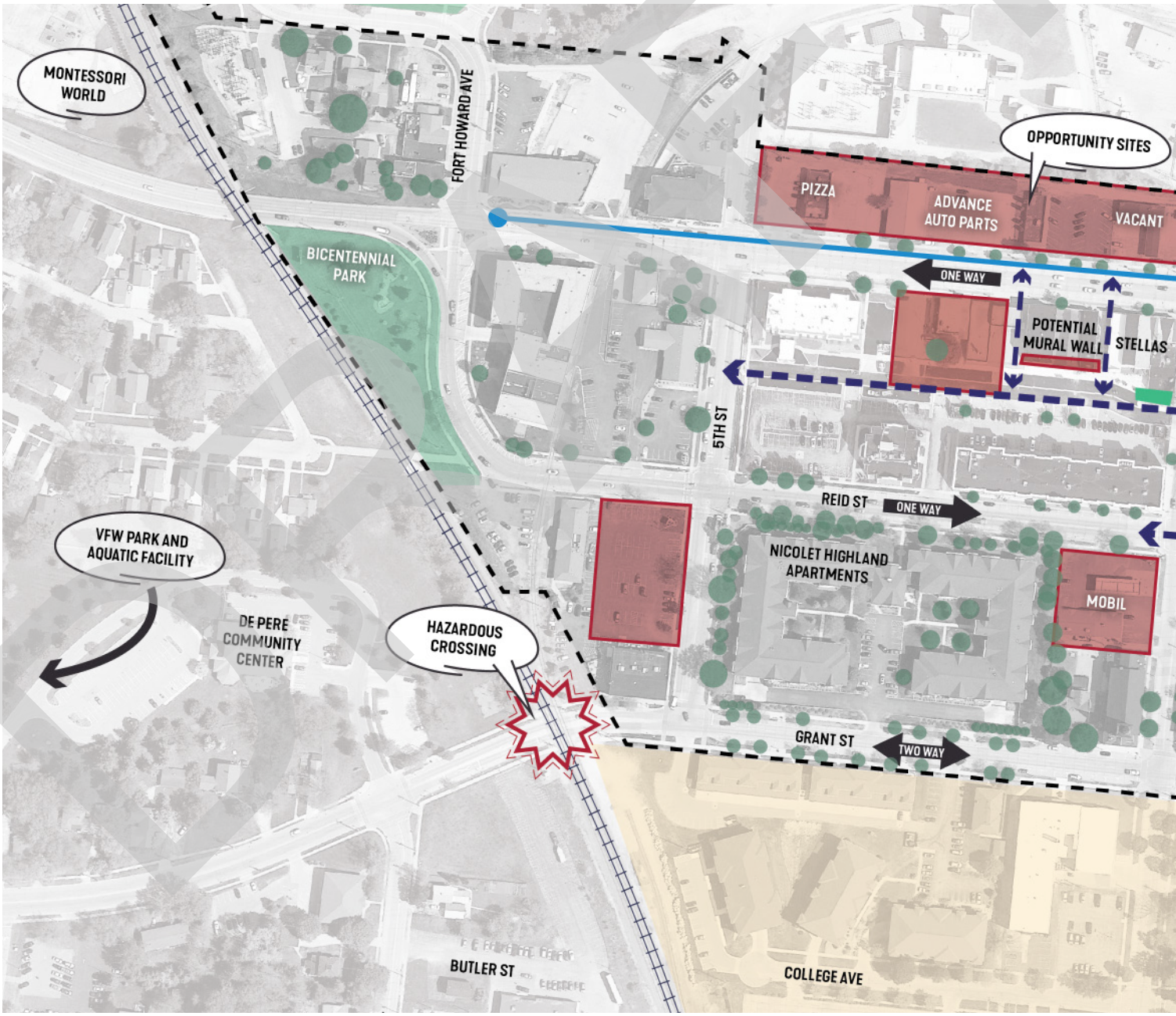


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2.3 SITE OBSERVATIONS

De Pere's west downtown is primarily composed of two-story retail buildings along Main Avenue with surface parking lots. Main Avenue is a one-way state highway with four lanes which presents challenges to non-motorized circulation with wide crossings and busy through traffic. The city has recently prioritized walking and biking and has adapted the streetscape through enhanced intersections, mid-block crossings, and has demarcated these crossings with brick. Beyond 4th Street, downtown's energy dissipates due to a change of density to one-story structures and a change of use to primarily auto-oriented businesses.

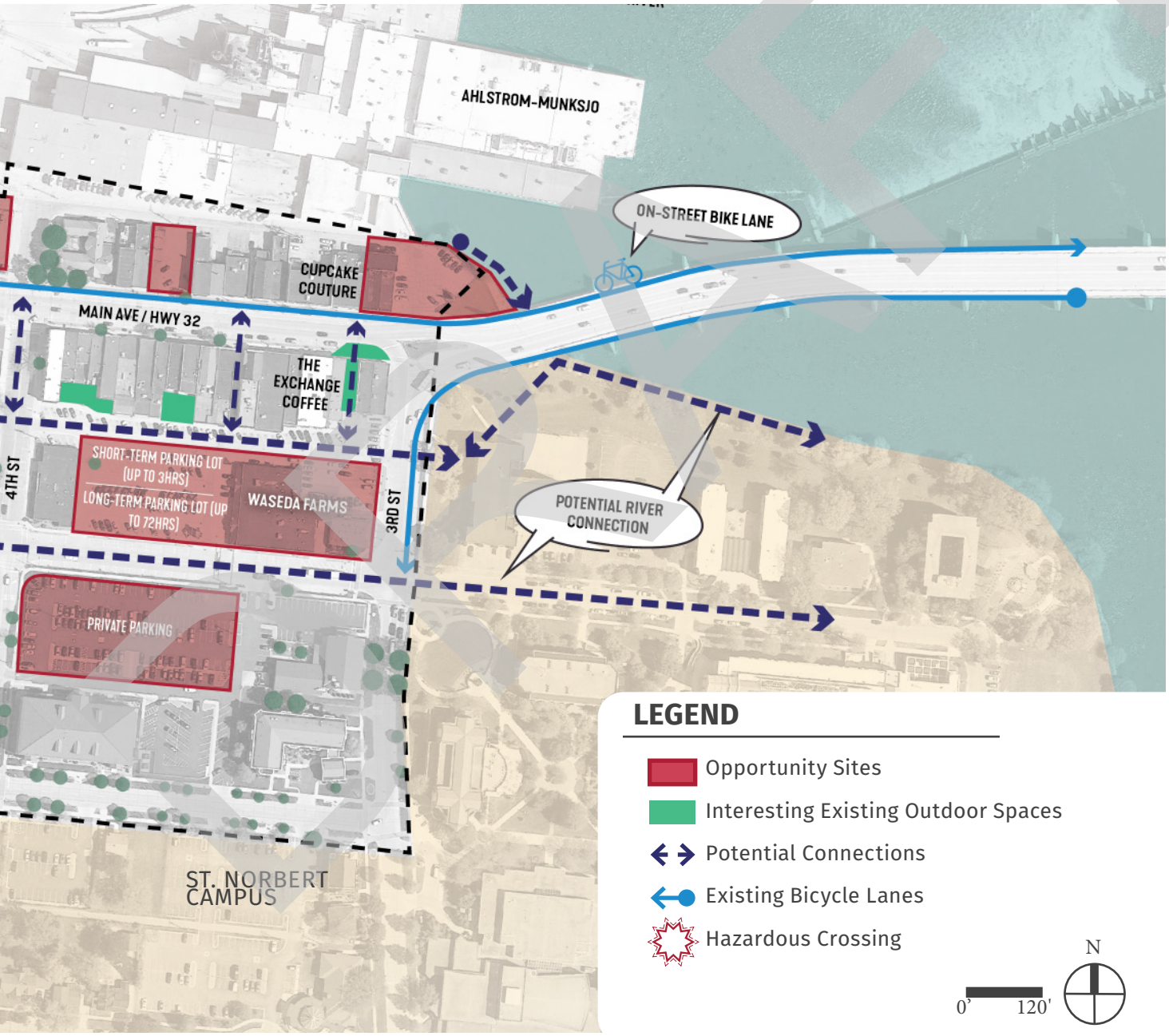
A few recent improvements including accommodating outdoor dining and the art walk alley has created an impetus to improve the streetscape of Main Avenue while linking pedestrian traffic to the alleyways as a spine for circulation. Currently, the alleyways are a future opportunity, but currently lack consistent, well-lit walks with interest along the route.



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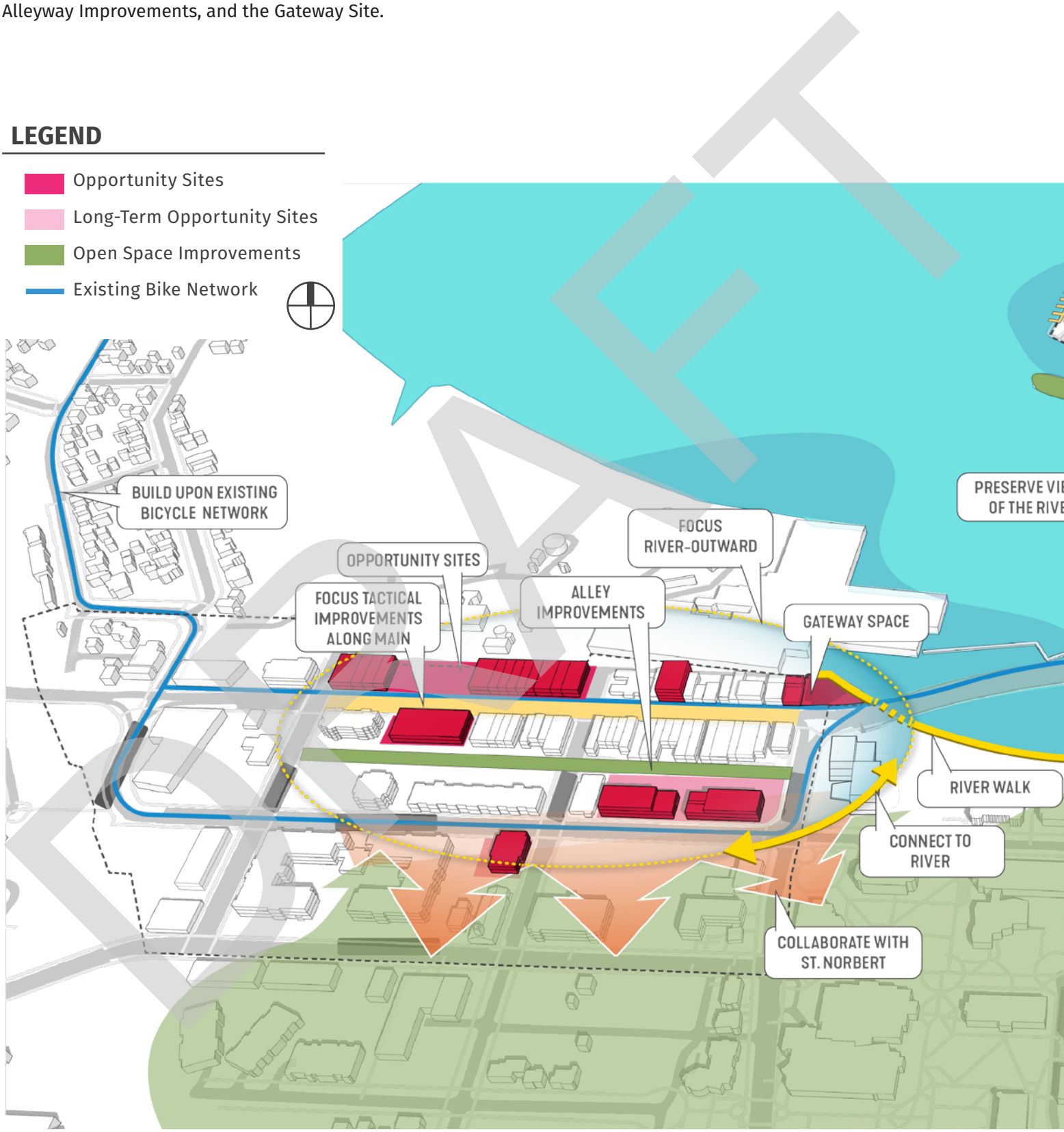
Parcels ripe for development dot Main Ave, including the gateway space at the river and parcels adjacent to the new hotel. Development along Main Avenue creates the opportunity to integrate prolific public spaces while fulfilling the necessary density of uses for a thriving downtown.

A bicycle route exists along Main from east downtown to from Ft. Howard Avenue where it currently terminates. A complimentary route heading east does not currently exist. Signature public spaces surround the downtown including Bicentennial Park and Lawton Park. The VFW and newly constructed aquatic facility are in proximity. Furthermore, west downtown is adjacent to the St. Norbert campus and plans should consider collaboration to provide public access to the river on campus.



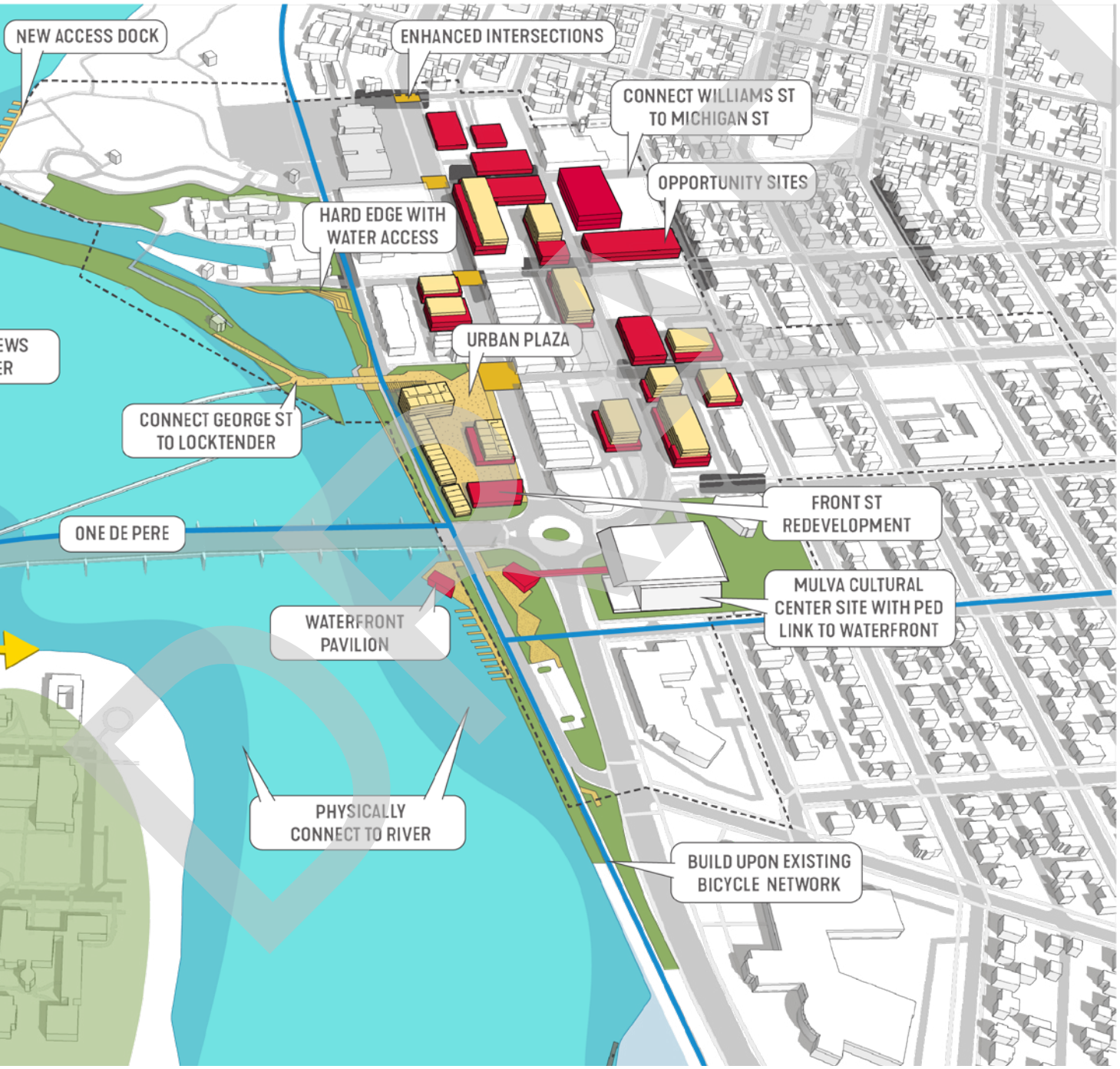
3.0 FINAL RECOMMENDATIONS

Recommendations are organized into three categories: Public Realm Improvements, Redevelopment Recommendations, and the West Downtown Plan. The West Downtown Plan focuses on three subareas: Main Ave, Alleyway Improvements, and the Gateway Site.



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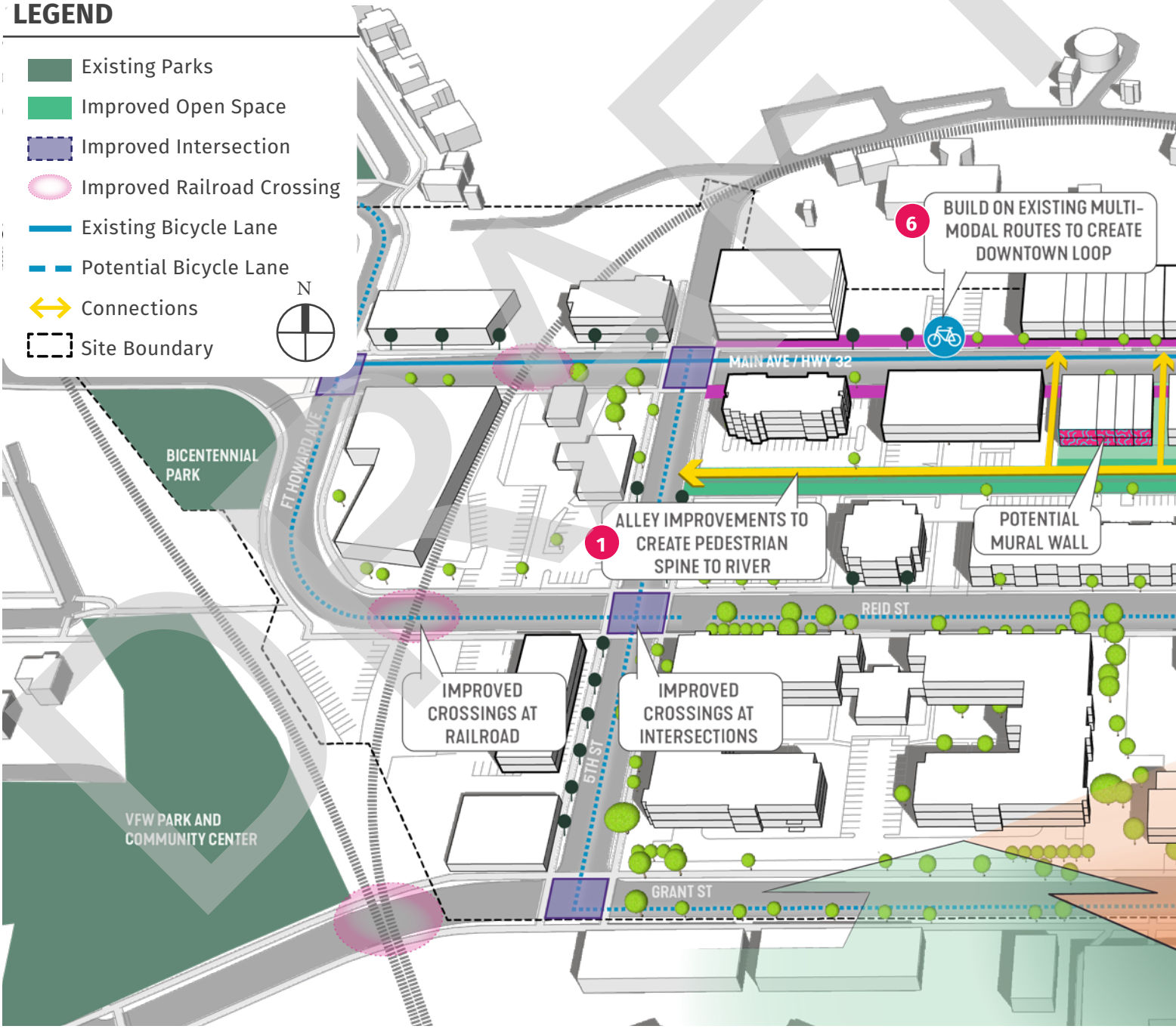
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3.1 PUBLIC REALM RECOMMENDATIONS

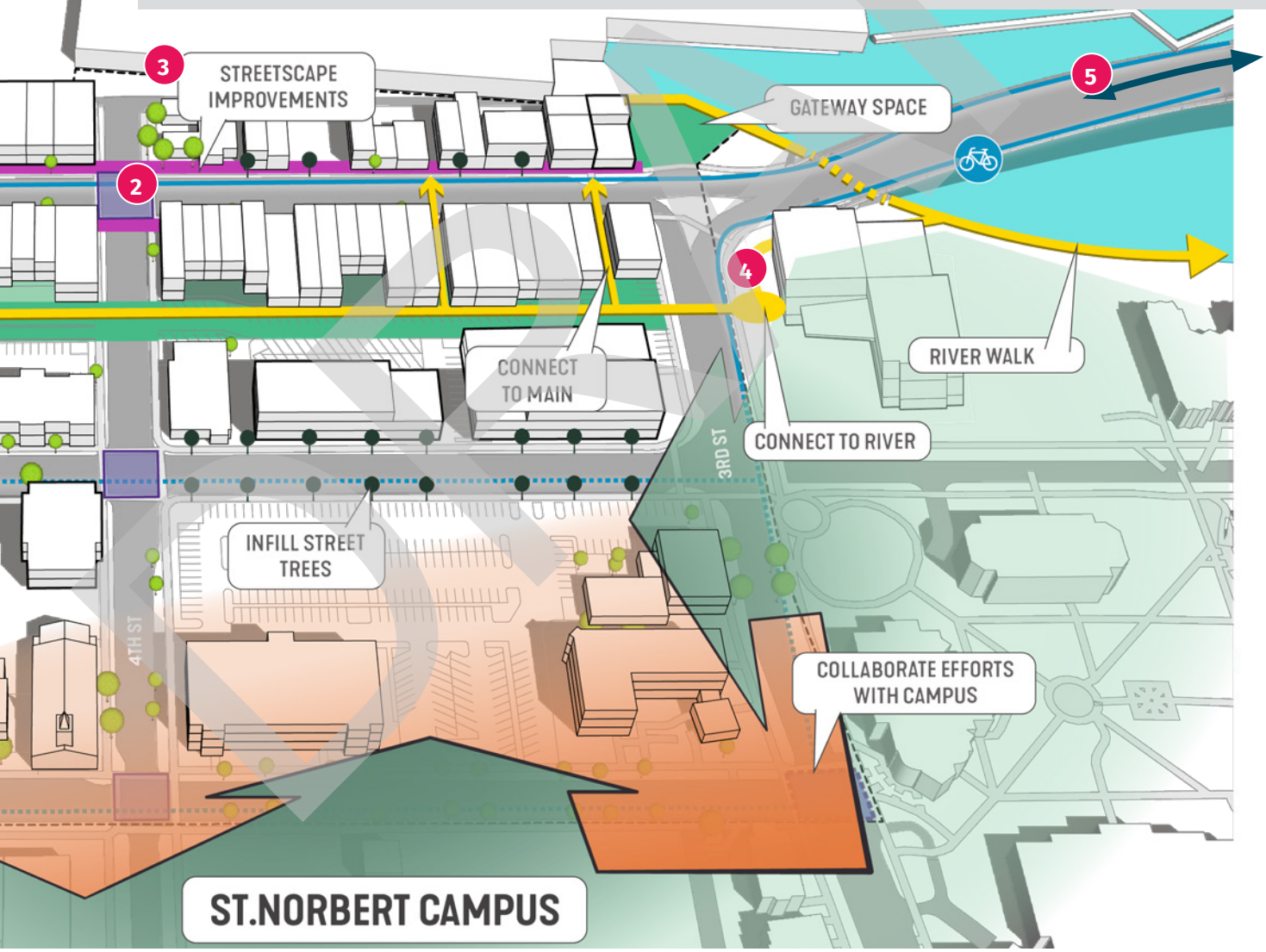
West downtown has an abundance of public spaces including the VFW, St. Norbert campus, the Fox River. Knitting these together is a primary focus for downtown to improve pedestrian mobility, to develop a flexible community open space plan, to link to the Fox River, and to prioritize alleyway improvements to create a continuous walkable spine. Furthermore, collaboration with St. Norbert would tie downtown open space to a larger network and allow access to the river via 3rd Street crossing or underpass at the bridge. Enhancing multimodal circulation downtown is also largely dependent on developing a safe biking route through resurfacing efforts, improved railroad crossings, and ADA compliant curb ramps along Hwy 32 from the bridge westward to 8th Street as part of the WisDOT Main Avenue and Reid Street Projects. For more information, visit WisDOT.



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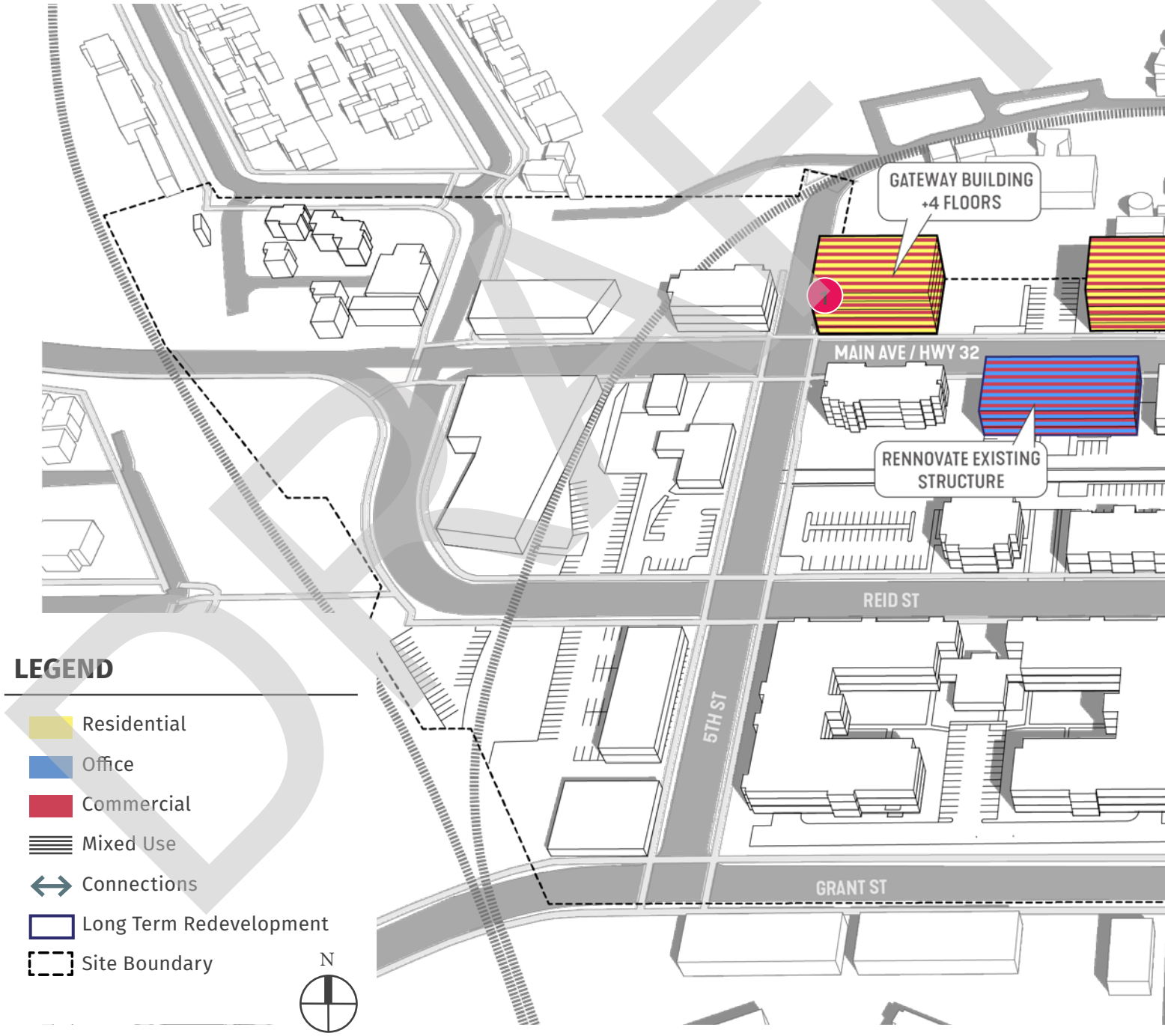
1. Implement Alley improvements between 3rd and 5th to improve connectivity through downtown (see subarea: alley improvements section for details)
2. Continue implementing streetscape improvements along Main Avenue to increase pedestrian comfort and support business: brick crossings and intersections, street trees, and integrating public art and mural walls (see subarea: main street for details)
3. Use tactical approaches along Main Avenue such as reallocating parking spaces and utilizing amenity zones for dining and retail, adding furnishings, bike parking, and seasonal flower baskets
4. Provide visual and physical connections to the river
5. Create a unified 'One De Pere' brand with a common wayfinding, signage and furnishings package
6. Create a network of non-motorized routes to link downtowns destinations and open spaces:
   - Modify cross-section along 5th street to allow bicycle lanes in each direction with 3' min buffer space
   - Extend bike lane along Grant in eastward direction to connect to THE bicycle lane along 3rd Street. This strengthens connections to the east downtown and the river by connecting to the bike lane to the bridge
   - Continue extending the bicycle network WESTWARD to link west downtown with nearby amenities such as VFW Park and Aquatic Facility, the De Pere Community Center, and West High School



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3.2 REDEVELOPMENT RECOMMENDATIONS

As downtown continues to grow, the city should seek dense, infill development primarily along Main Street to strengthen the sense of downtown, promote walkability, and activate the core of the west downtown district. Infilling the existing parking lots and low-density, auto-oriented businesses with mixed-uses including residential and office space, will create an engaging ground-level at all-times of day and extend the feel of the downtown to 5th Street. Coupled with the hotel at Main and 5th, a prominent +5 floor building would anchor the downtown and create an architectural gateway as you enter from the west. Consider consolidating parking into a parking structure along Reid between 3rd and 4th Street. This building should be mixed use and link to the proposed alleyway improvements.

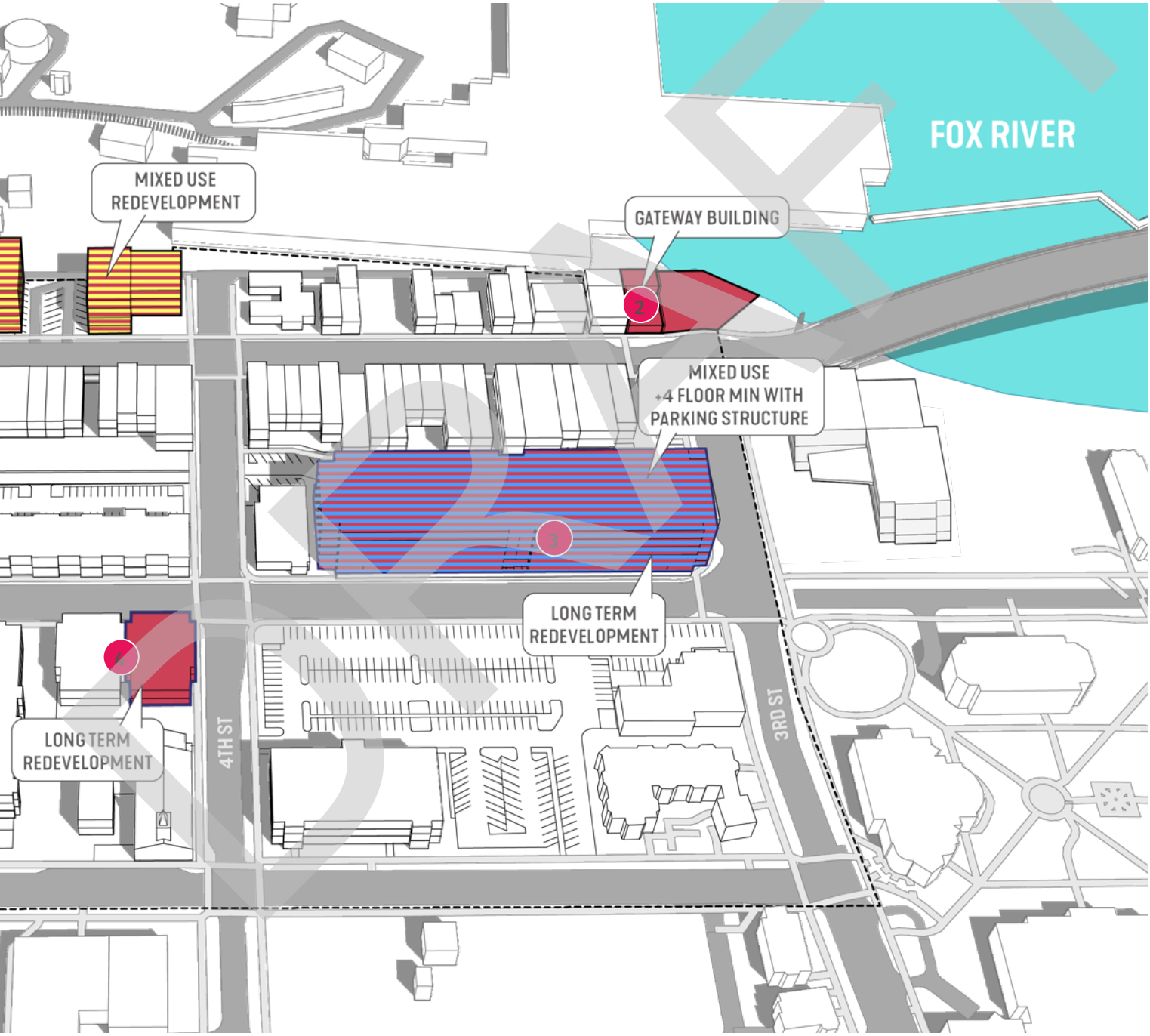


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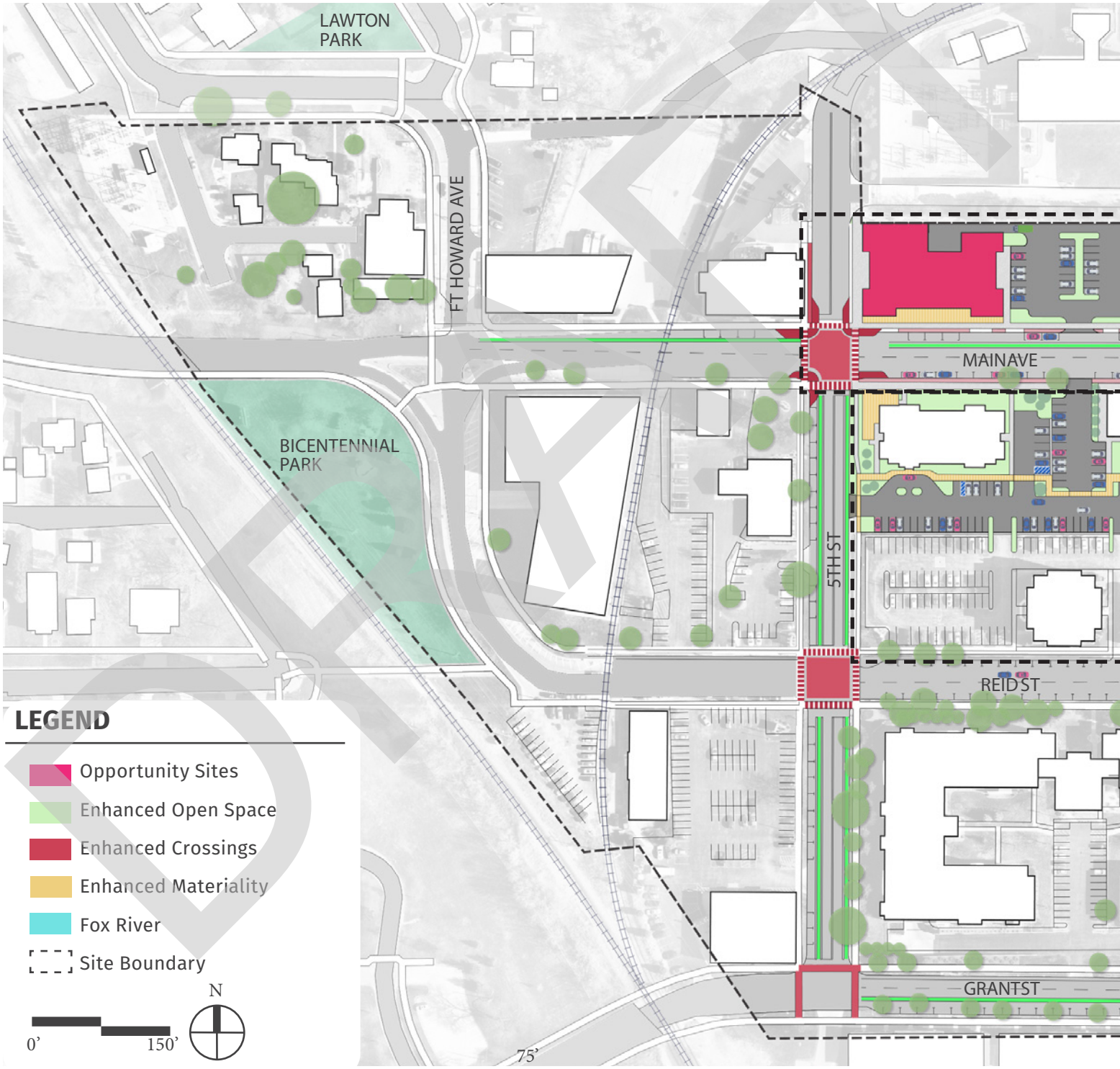
1. Develop the mid-block of Main between 4th and 5th to extend the feel of the downtown. Consolidate this block into a dense mixed use development that complements the incoming hotel in terms of scale and materiality
2. Explore development opportunities for a gateway site
3. Explore mixed use structure with parking with activated ground level retail
4. Redevelop the gas station site long term



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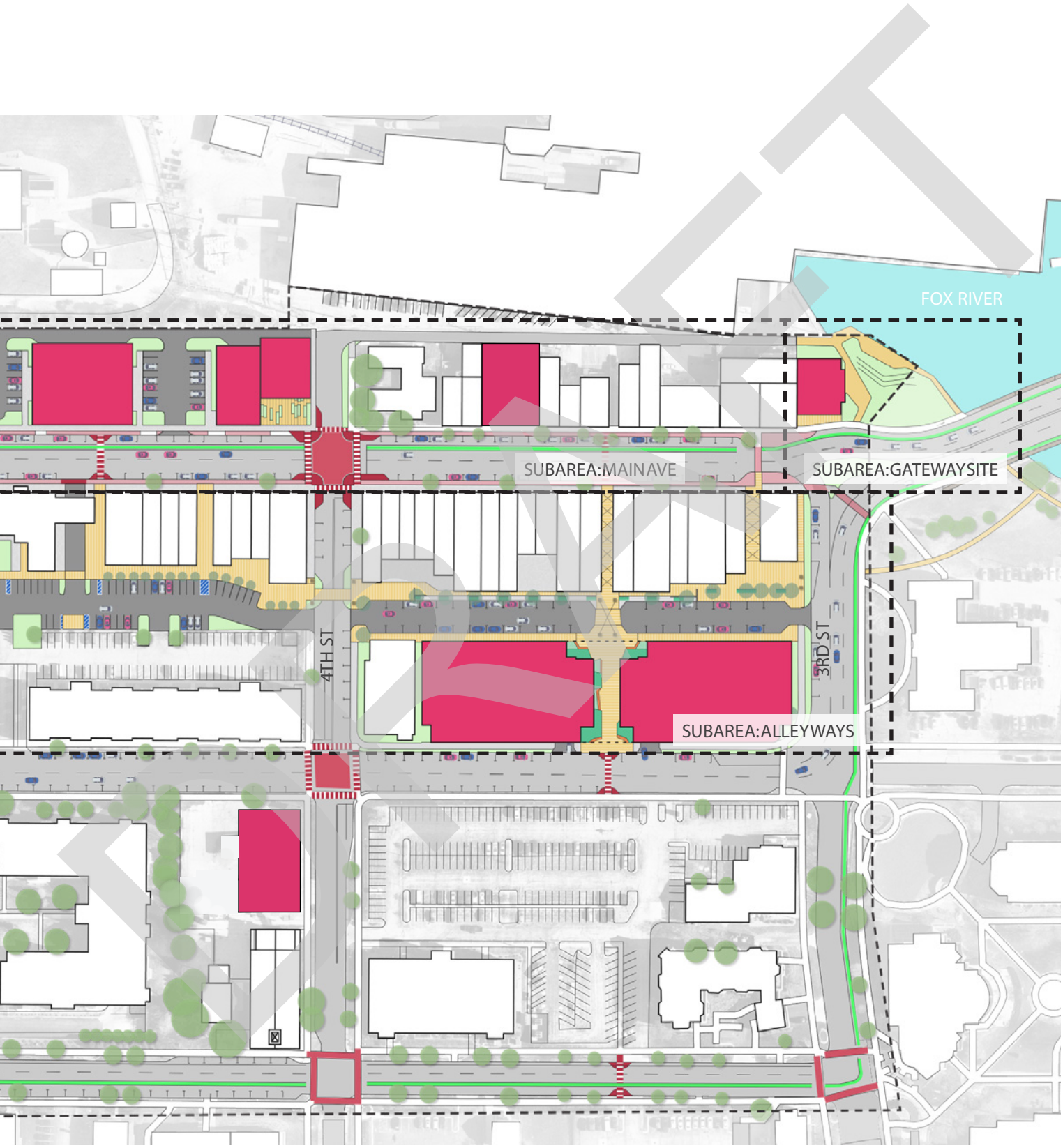
3.3 WEST DOWNTOWN PLAN

The preferred West Downtown Plan builds upon the goals of the community and city by prioritizing redevelopment on opportunity sites along Main Ave, improving Main's streetscape, and improving alleyways to bolster non-motorized circulation between the river and downtown. The plan builds upon past efforts to strengthen the pedestrian fabric by reconceptualizing the alleyways as a circulatory spine, continuing to improve the streetscape for pedestrian comfort, and safe crossings to stitch downtown, the Fox River, and campus into a seamless network. The plan is broken into three subareas focusing on improvements to Main Ave, the gateway site, and the alleyways.



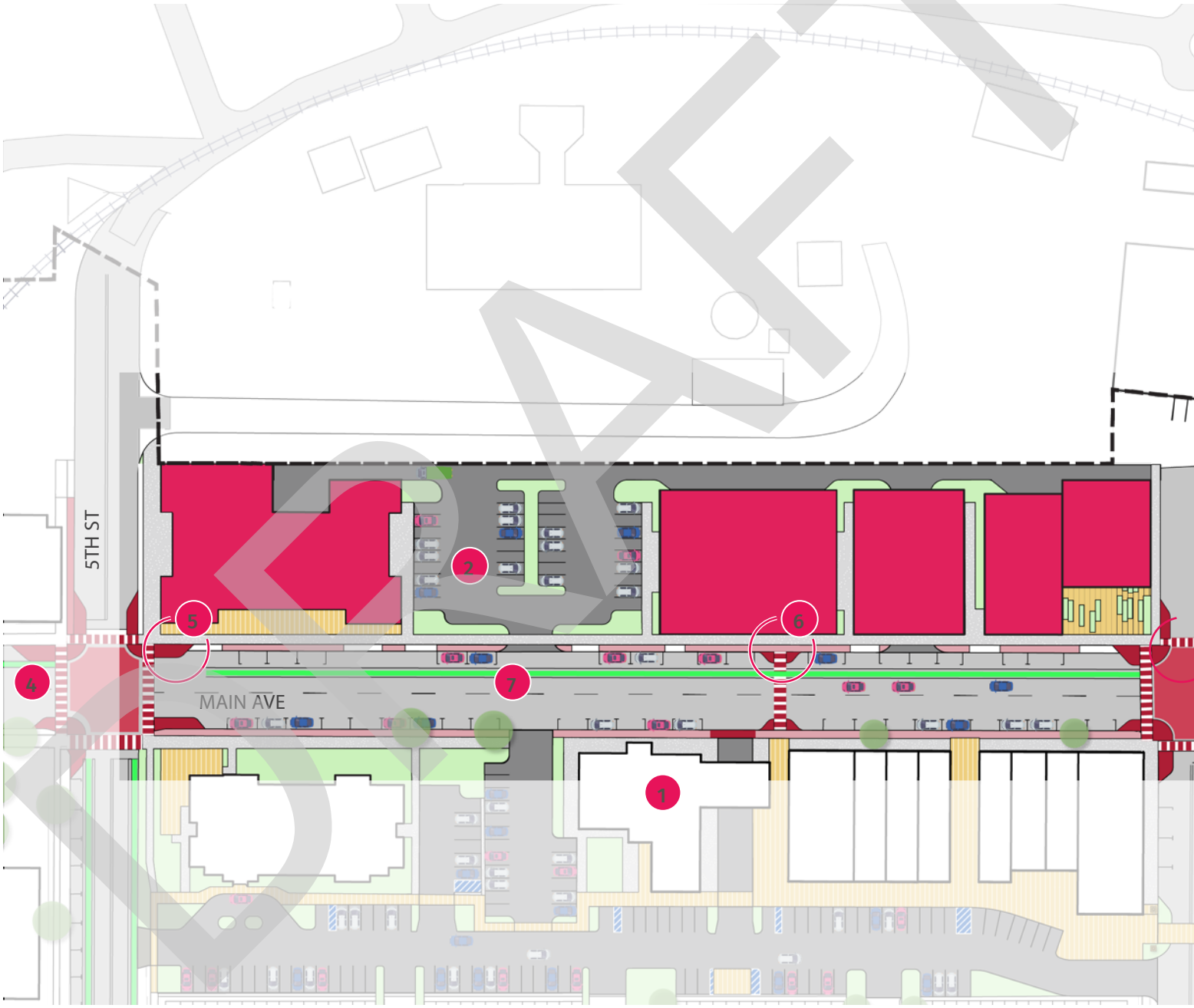
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SUBAREA: MAIN AVE.

Serving as the main thoroughfare in west downtown, Main Ave's improvements are most visible and have the most transformative impacts long term. Currently, Main's classification as a State Highway with one-way directional traffic limit the types of interventions in the immediate to include streetscape improvements and identifying opportunity development parcels to extend the look and feel of downtown.

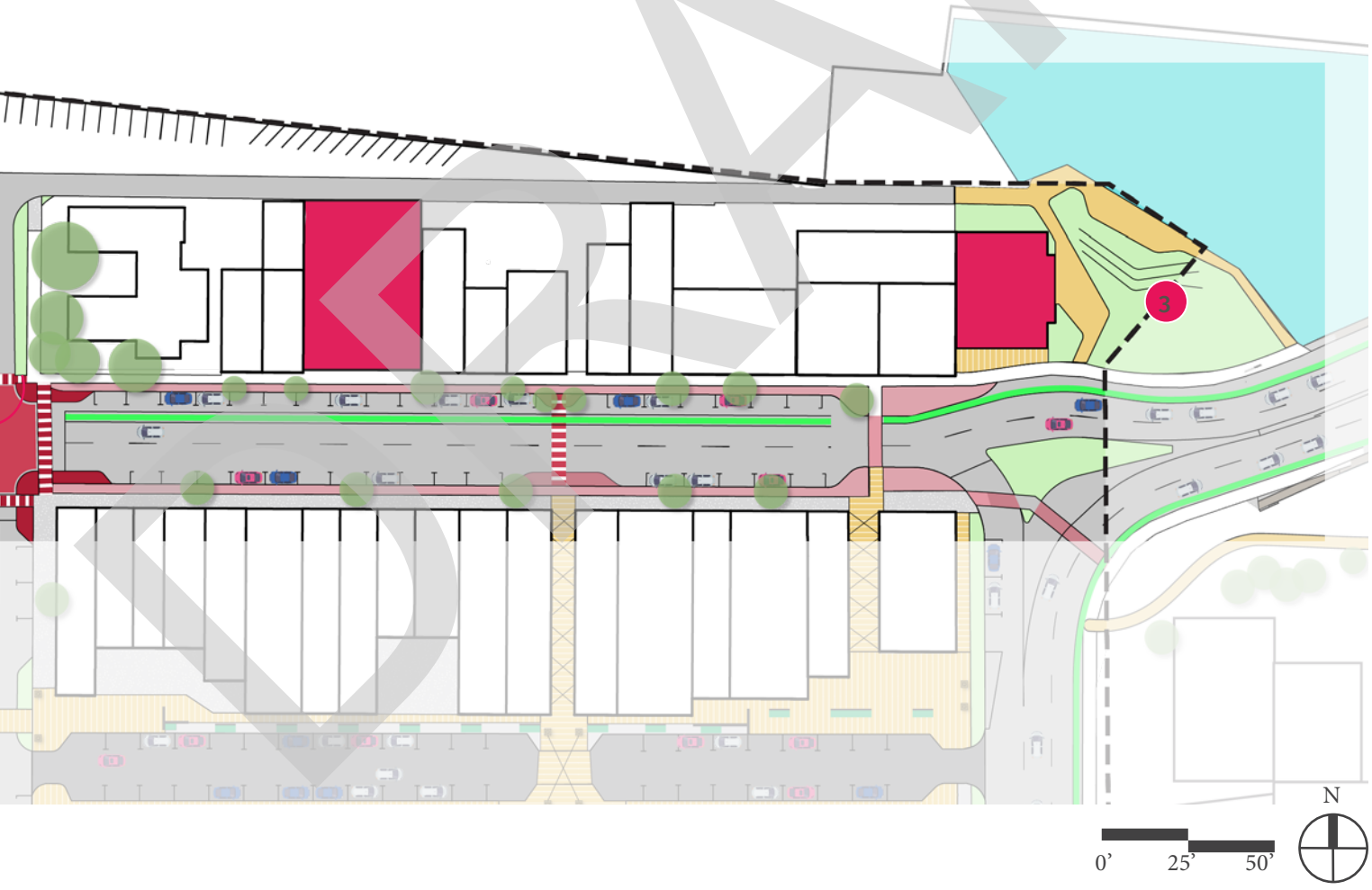


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CONTINUE TO DEVELOP THE CITY'S DOWNTOWN AS A VIBRANT DESTINATION WITH A MIX OF RESIDENTIAL, COMMERCIAL, AND INSTITUTIONAL USES

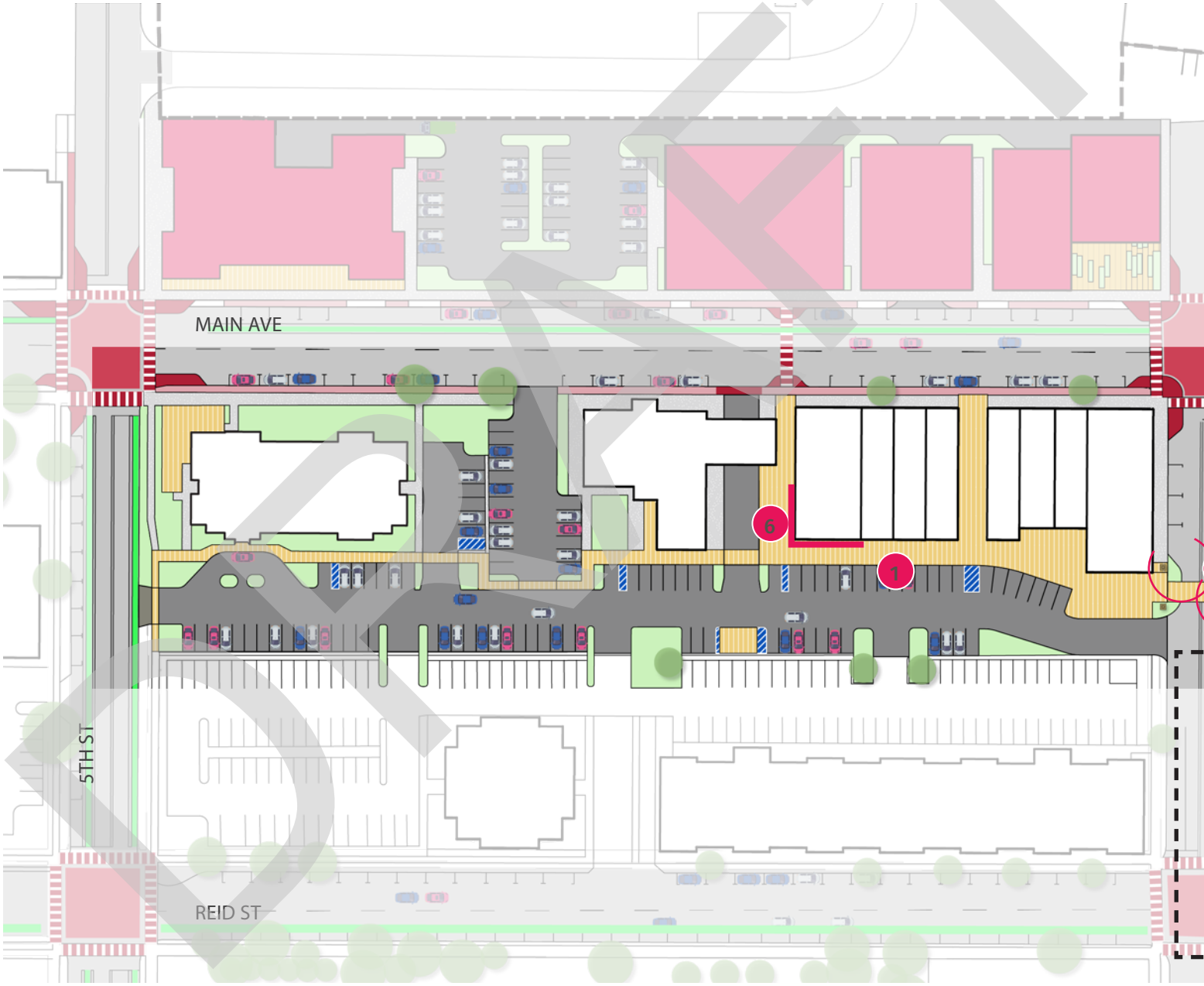
1. USE THE FORMER BANK BUILDING AS AN OPPORTUNITY DEVELOPMENT SITE TO COMPLEMENT THE NEW HOTEL. USE THE ADJACENT N-S ALLEYWAY AS A CONNECTION TO MAIN AVE. CONSIDER REMOVING THE DRIVE THRU LANES AND PARKING TO CREATE AN OUTDOOR PLAZA OR GREENSPACE
2. BALANCE DEVELOPMENT WITH PARKING DEMAND. FORMALIZE SURFACE PARKING LOTS ALONG THE NORTH SIDE OF MAIN BETWEEN DEVELOPMENT SITES
3. CREATE RIVER ACCESS BY DEVELOPING THE GATEWAY SITE INTO A RENOVATED MIXED-USE BUILDING WITH COMMUNITY OPEN SPACE ALONG THE WATER. PROVIDE A PROGRAMMABLE OPEN SPACE WITH A PATH ALONG THE RIVER THAT EXTENDS SOUTH UNDER THE BRIDGE
4. EXTEND BIKE LANE BEYOND 5TH STREET TO CONNECT TO PLANNED ROUTE AT FT. HOWARD AVE
5. CONSTRUCT BUMP OUTS ON MAIN AVENUE AT INTERSECTION OF 400 AND 500 BLOCKS
6. INCORPORATE MID-BLOCK CROSSING ON MAIN AVENUE BETWEEN 4TH AND 5TH STREET. ALIGN CROSSWALK WITH ALLEYWAY ACCESS
7. PAINT BICYCLE LANES GREEN



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SUBAREA: IMMEDIATE ALLEYWAYS IMPROVEMENTS

Transforming the alleyways from vehicular-centered traffic to a pedestrian spine will activate the backside of the commercial buildings, promote foot traffic, create places for people to occupy for dining and retail, and create a walkable corridor through downtown to the river. Immediate improvements establish a walkable network while reorienting stalls to maximizing surface parking. Integration of stormwater and art features establish a sensibility toward water management and green infrastructure close to the Fox River.

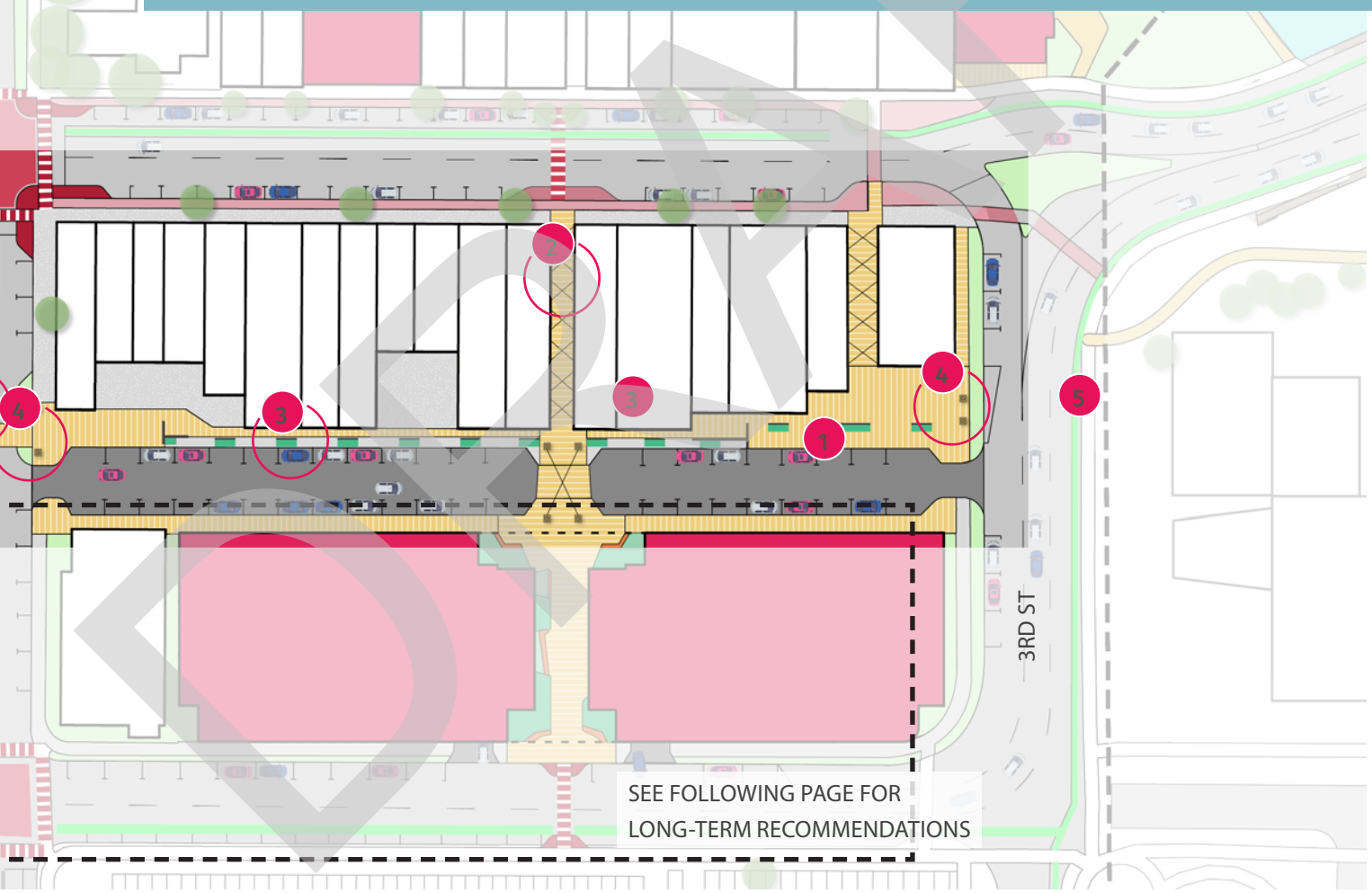


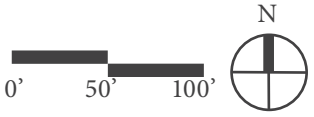
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CREATE A PEDESTRIAN SPINE BY IMPROVING ALLEYWAYS BETWEEN 3RD AND 5TH STREETS.

1. INCLUDE PERPENDICULAR PARKING ALONG THE NORTH SIDE OF THE ALLEY WEST OF 4TH AND PARALLEL PARKING EAST
2. INCLUDE PERMANENT, LANDSCAPED, AND LIGHTED PATHS BETWEEN BUILDINGS AND REAR-FACADE PARKING AREAS. PROVIDE OVERHEAD CATENARY LIGHTING IN THE ALLEYWAYS EXTENDING TO MAIN STREET. USE THE N-S ALLEYWAYS TO SUPPORT BUSINESSES WITH OUTDOOR DINING OR PUBLIC ART DISPLAYS. PROVIDE ADEQUATE LIGHTING AND SECURITY CAMERAS IN THESE AREAS
3. INTEGRATE AREAS FOR STORMWATER CAPTURE THROUGHOUT PARKING AND PEDESTRIAN ZONES. USE THESE AREAS FOR DENSE PLANTINGS, LIGHTS, AND FURNISHINGS. USE MATERIALS, LIGHTS, FURNISHINGS, AND SIGNAGE CONSISTENT WITH THE DOWNTOWN BRAND
4. CREATE A SERIES OF THRESHOLDS AT ALLEY ENTRANCES WITH A MONUMENT, LIGHTING, SIGNAGE, OR ART. USE LIGHTING AND ART AS A MEANS TO DIRECT CIRCULATION TO AND FROM THE RIVER
5. EXTEND A SAFE CROSSING AT 3RD STREET ALIGNED WITH THE ALLEY TO PROVIDE RIVER ACCESS
6. IDENTIFY AREAS FOR PUBLIC ART INCLUDING A MURAL WALL





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SUBAREA: LONG TERM ALLEYWAYS IMPROVEMENTS

The site is currently home to a grocery store and roughly 100 parking stalls servicing the existing grocery and businesses along Main Street. Due to its centralized location and the redevelopment of the alleyways, this parcel is a key for the success of the west downtown providing opportunities to activate the alleyways with a mix of uses including retail, grocery, or dining options while providing a parking solution to an increasingly dense downtown.

Building use drives parking demand with some uses having higher requirements than others, such as grocers having a higher demand than retail or housing. These uses also have peak demands at different times of day, and parking swaps should be considered. For instance, a grocery has higher demand for parking than residential and at different times of day, so these two uses could potentially swap parking stalls.

CONCEPT A - PARKING GARAGE + DEVELOPMENT

- Parking garage as a separate structure from the development; parking could be build independently
- Angled floor plate with one way circulation
- Maximal efficiency in the layout with straightforward construction
- Six total levels of parking with two subterranean levels accessed from the alleyway and also along Reid Street.
- Ground level grocer or retail to activate Reid Street and alleyway

Parking provided: ~**600 stalls (~100/ floor)**

Parking demand from development if ground floor is grocer: ~**515 stalls**

Parking demand from development if ground floor is retail: ~**415 stalls**



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CONSIDER BUILDING A PARKING GARAGE IN A CENTRALIZED LOCATION TO BALANCE FUTURE DEVELOPMENT WITH PARKING DEMAND.

- PARKING GARAGE SHOULD INCLUDE A RETAIL PLINTH TO ACTIVATE THE STREET AND ALLEYWAY WHILE HOLDING THE CORNER OF REID AND 3RD STREETS
- GARAGE SHOULD BE ACCESSIBLE FROM BOTH REID STREET AND THE ALLEYWAY
- SEEK PUBLIC-PRIVATE PARTNERSHIPS TO MEET PARKING NEEDS OF THE DEVELOPMENT WHILE PROVIDING PUBLIC PARKING

CONCEPT B - INTEGRATED DEVELOPMENT

- Parking structure integrated into the building with retail plinth and dedicated parking access
- Flat floor plate with internal ramping
- Separate entries for residential vs. retail parking
- Six total level of parking with two subterranean levels dedicated to residents
- Grocery drop off and parking at grade with 3 floors above for retail/ grocer + public
- Flat floor plate allows for floor conversion to another use in future

Parking provided: ~**550 stalls** (~100/ floor with 50% of ground floor being retail)

Parking demand from development if ground floor is grocer + retail: ~**550 stalls**

Parking demand from development if ground floor is all retail: ~**450 stalls**



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SUBAREA: THE GATEWAY SITE

The open space at the landing expands the perception of downtown to include the Fox River. The open space transforms and existing parking lot into a gathering point for social interaction, casual recreation, or formalized events. It enhances the character of the downtown through a green connection along the river opening access, promoting river engagement, and capitalizing on views of the water and east downtown. This space can be considered in a number of ways including anchoring downtown with building mass or remaining as a community-oriented open space focused on hosting events or serving as an ecologically-focused space on the water. The following concepts explore these ideas.

UTILIZE THE BRIDGE LANDING TO CREATE AN ACCESSIBLE RIVERFRONT.

- PROVIDE FLEXIBLE PROGRAMMABLE SPACE ALONG THE WATER
- CAPITALIZE ON THE RIVERS VIEWS WITH BOARDWALKS OR VIEWING PLATFORMS
- INTEGRATE STORMWATER MANAGEMENT TO CAPTURE AND TREAT WATER BEFORE ENTERING THE RIVER



CONCEPT A - ECOLOGICAL LANDSCAPE

This space could serve as an ecological green space with structured stormwater features treating water from adjacent roadways and buildings before entering the Fox River. This is a high performance landscape with a diversity of native vegetation, an overhead canopy for nesting birds, and a restored shoreline for aquatic habitat. A boardwalk engages the water emphasizing the restoration efforts along the shoreline, provides water for interaction such as fishing or kayaking, and maximizes views toward east downtown.



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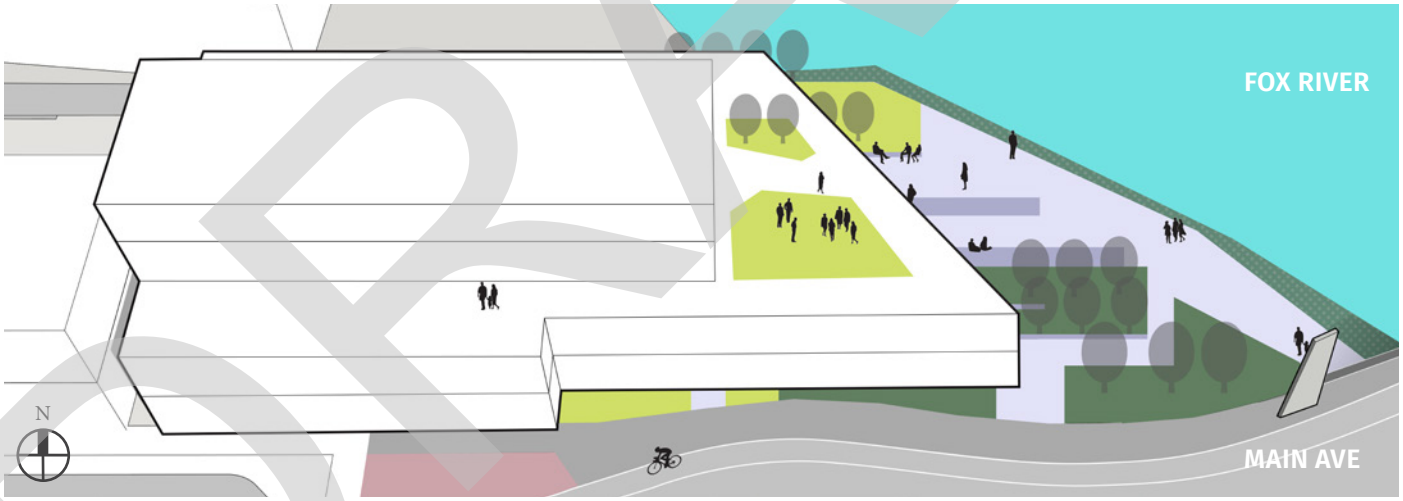
TO BE REPLACED BY DOWNTOWN MASTER PLAN AT ADOPTION OF MASTER PLAN



CONCEPT B - FLEXIBLE COMMUNITY GREEN

This concept creates an upper gathering space at street level relating to downtown with a second plaza at a lower level developing a strong relationship to the water. The lower plaza can host a band or event with terraced walls cut into the sloping lawn. The gently sloping lawn between hardscape plazas creates space for flexible programming such as informal recreation or gathering for community events.





CONCEPT C - MIXED USE REDEVELOPMENT

This highly visible redevelopment site serves as an architectural gateway to west downtown. This space is formalized orthogonally tying the new development site directly with the river through bands of pavement, lawn panels, and an organized bosque. This directs all views eastward toward Fox River and to east downtown beyond. A new building provides opportunities to occupy or program an elevated patio space overlooking the new park space.



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ACKNOWLEDGMENTS

The project team thanks the Steering Committee, Focus Groups, City Staff and the public for their involvement, insights, and engagement in developing the Imagine De Pere 20XX Comprehensive Plan

STEERING COMMITTEE:

- Business Owners
- Council Members
- Plan Commission Members
- Park Board Members
- Board of Public Works Member
- Redevelopment Authority Member
- Greater Green Bay Chamber
- Tina Quigley, Definitely De Pere
- Historic Preservation Commission Member
- St. Norbert College
- City of De Pere Staff - Planning, Parks, Administration, Public Works/Engineering

CORE STAFF

- Dan Lindstrom, Development Services Director
- Peter Schleinz, Senior Planner
- Larry Delo, City Administrator

CONSULTANTS

- SmithGroup

SMITHGROUP

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PLAN ELEMENTS

This plan includes the elements required per Section 66.1001 of the State Statute. These elements have been organized thematically.

STATE STATUTE ELEMENT	LOCATION IN THIS PLAN
(1) Issues and Opportunities	1.3 Summary of Community Profile 1.5 Vision + Values Each Topic section's goals/objectives/strategies Appendix: Community Profile
(2) Housing	3.3 Housing
(3) Transportation	4.1 Transportation
(4) Utilities and Community Facilities	4.3 Utilities/Facilities
(5) Agricultural, natural and cultural resources	3.1 Land Use (Agricultural) 4.2 Natural Resources 2.2 Cultural Resources
(6) Economic development	2.1 Economic Development
(7) Intergovernmental cooperation	5.1 Intergovernmental Cooperation
(8) Land-use	3.1 Land Use
(9) Implementation	5.2 Implementation

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01. INTRODUCTION

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CHAPTER CONTENTS

1.1 WHAT IS A COMPREHENSIVE PLAN?

- Purpose & Intent
- Comprehensive Planning Process

1.2 PAST PLANNING EFFORTS

1.3 SUMMARY OF COMMUNITY PROFILE

1.4 COMMUNITY ENGAGEMENT

- Steering Committee Meetings
- Focus Group Meetings
- Public Meetings
- Survey Input

1.5 VISION + VALUES

- Vision
- Values

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1.1 WHAT IS A COMPREHENSIVE PLAN?

PURPOSE & INTENT

A comprehensive plan is an official public document adopted by ordinance by the local government that identifies its major policies concerning the future physical development of the community. The primary purposes of this plan are to generate goals for attaining a desirable development pattern, devise strategies and recommendations the city can follow to achieve its desired development pattern, and meet the requirements of the State of Wisconsin Comprehensive Planning (Smart Growth) Law. The plan's recommendations also reflect the 14 local comprehensive planning goals (identified in the state statute) listed below:

- Promotion of the redevelopment of lands with existing infrastructures and public services and the maintenance and rehabilitation of existing residential, commercial, and industrial areas.
- Encouragement of neighborhood designs which support a range of transportation choices.
- Protection of natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces, and groundwater resources.
- Protection of economically productive areas, including farmland and forests.
- Encouragement of land uses, densities, and regulations to promote efficient development patterns and relatively low municipal, state governmental, and utility costs.
- Preservation of cultural, historic, and archaeological sites.

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- Encouragement of coordination and cooperation among nearby units of government.
- Building of community identity by revitalizing main streets and enforcing design standards.
- Providing an adequate supply of affordable housing for individuals of all income levels throughout each community.
- Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial, and industrial uses.
- Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional, and local levels.
- Balancing individual property rights with community interests and goals.
- Planning and development of land uses that create or preserve varied and unique urban and rural communities.
- Providing an integrated, efficient, and economical transportation system that affords mobility, convenience, and safety and meet the needs of all citizens, including transit-dependent and disabled citizens.

PLAN USE:

The City of De Pere Comprehensive Plan should be used by City officials when revising and administering its zoning and other ordinances, and it is designed to be a ***guiding vision*** so there is a consistent policy to follow and a ***clear goal for the future for the residents of the City of De Pere.***

The comprehensive plan does not, however, establish an ultimate boundary for the City. Instead, the plan will guide the ***establishment of future developments and extension of public services over the next 20 years.***

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COMPREHENSIVE PLANNING PROCESS

The most recent comprehensive plan for the City of De Pere was adopted in 2010. This plan was intended to conform to the requirements of the Comprehensive Planning Law and better reflect residents' vision of how De Pere should develop over the next 20 years.

SmithGroup was hired to provide professional planning assistance and design alternatives. Staff from SmithGroup prepared the background information and the recommendations of this plan based upon the feedback of focus groups, steering committees and the public during visioning sessions and online engagement opportunities.

This document is comprised of 5 sections which reflect the requirements of the Comprehensive Planning Law. These parts are:

1. Introduction/Vision + Values
2. People
3. Place
4. Systems
5. Implementation



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The future land use plan, which is an element of the comprehensive plan's Place Chapter, provides the vision of how the City of De Pere can look 20 years from now. The recommendations regarding the location, density, and design of future development are the cornerstone of the overall plan. The future land use plan is the composite of the goals, objectives, and strategies contained in all of the chapters.

The final part of the plan involves implementing the recommendations. A comprehensive plan is only effective when it is actually used. This includes both using the plan on a routine basis when making policy and administrative decisions and when creating and revising municipal ordinances, such as the zoning ordinance, to control and guide development consistent with the plan.

It is important to note this document does not represent the end of the planning process. For the City of De Pere to succeed in achieving its vision for the future, planning must be a continual, ongoing exercise. Just as this plan replaces the 2010 City of De Pere Comprehensive Plan, planning within the city must continue to evolve to reflect new trends and concepts.

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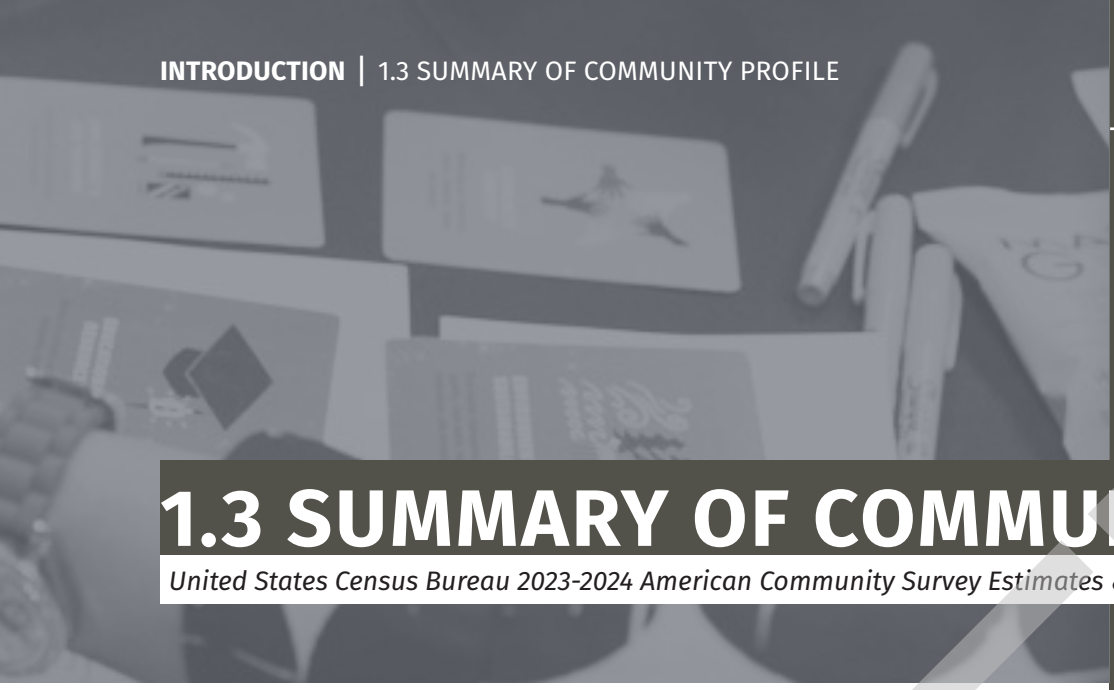
1.2 PAST PLANNING EFFORTS

Planning is an iterative process; arriving at a land use and policy document by repeating rounds of analysis and engagement. Each planning effort builds on previous plans.

- 2010 Comprehensive Plan
- 2014 Definitely De Pere Design Guidelines
- Comprehensive Outdoor Recreation Plan 2018-2023
- 2018 Strategic Branding Plan
- 2010 Downtown Comprehensive Plan
- 2018 Cultural District Plan
- 2018 De Pere Market Analysis
- 2018 De Pere Zoning Ordinance Update
- 2021 City of De Pere Housing Affordability Report
- 2021 De Pere Business Improvement District Operating Plan
- 2021 Parking Study
- Downtown Wayfinding Master Plan and Pedestrian Node Design



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FIND OUT MORE:

SEE THE COMPLETE SUMMARY IN THE APPENDIX

United States Census Bureau 2023 American Community Survey Estimates

1.3 SUMMARY OF COMMUNITY PROFILE

United States Census Bureau 2023-2024 American Community Survey Estimates & 2020 Decennial Census

The City of De Pere Comprehensive Plan is a component of a multi-jurisdictional planning effort with Brown County; the Villages of Allouez, Wrightstown, and Suamico; and the Town of Ledgeview. Funding for a portion of the plan was provided by the Wisconsin Department of Administration – Office of Land Information Services. The intent of this multi-jurisdictional effort is to promote coordinated and consistent planning across governmental boundaries and through governmental layers.

The City of De Pere is located in central Brown County on both the east and west sides of the Fox River. The city is adjacent to the Villages of Allouez and Ashwaubenon to the north, Town of Lawrence to the southwest, Town of Rockland to the south, and Town of Ledgeview to the south and east.

De Pere is the second largest community in Brown County, and it contains a thriving downtown on both sides of the Fox River, St. Norbert College on the west bank of the Fox River, growing residential neighborhoods, two large industrial/business parks, and many park and recreation sites.

25,410
Population

$80,550
Median Household Income

2.3
Average Household Size

36
Median Age

827
Businesses

19,717
Total Employees

15,249
Daily Commuters to De Pere

66.9%
Employment Rate

EDUCATION

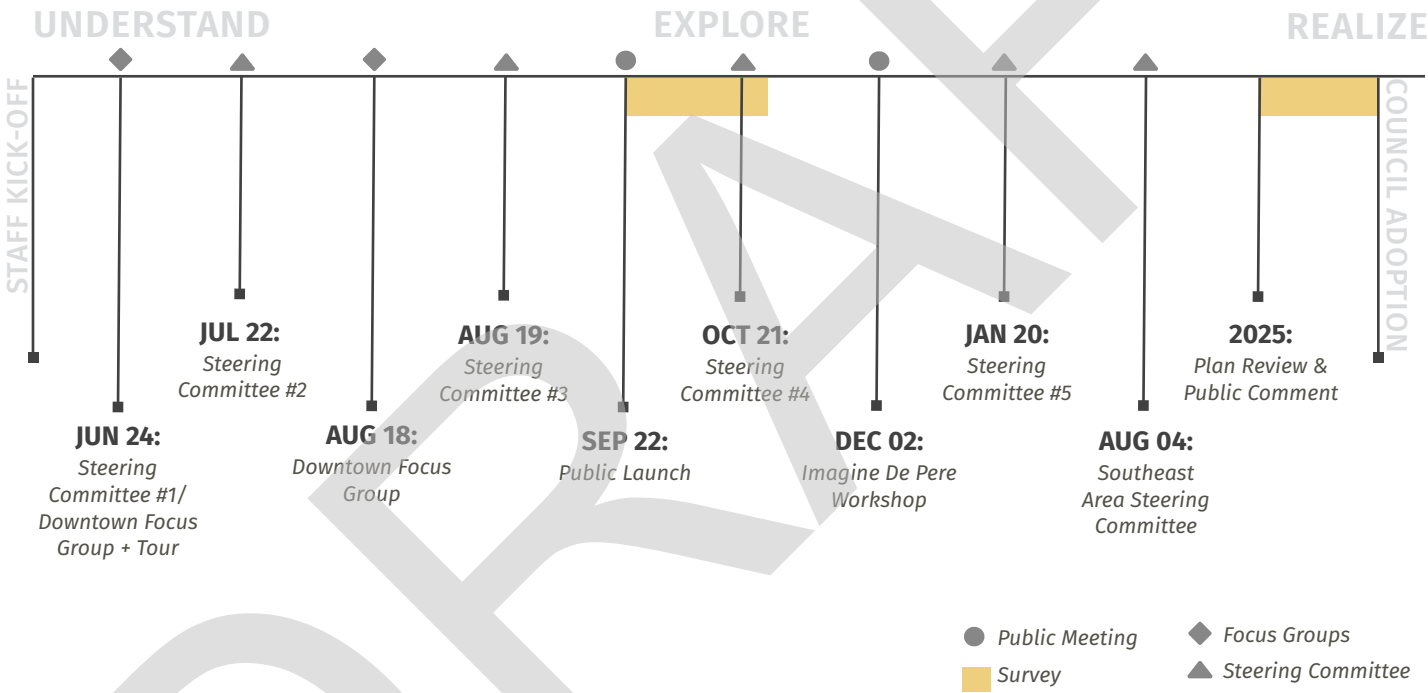
United States Census Bureau 2023 American Community Survey Estimates (Population 25 Years and Older)

	DE PERE	NATIONAL AVERAGE
HIGH SCHOOL GRADUATE	25.7%	25.9%
SOME COLLEGE	20%	18.9%
ASSOCIATES DEGREE	14.4%	8.8%
BACHELOR'S DEGREE OR HIGHER	36.5%	36.2%

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1.4 COMMUNITY ENGAGEMENT



STEERING COMMITTEE MEETINGS

The project includes multiple meetings with a Steering Committee to review and discuss draft plan content. The Steering Committee is composed of representatives of the primary stakeholder groups found within the City of De Pere. This committee serves as the vetting group that leads the overall direction of the plan.

FOCUS GROUP MEETINGS (WEST DOWNTOWN SPECIFIC)

The west downtown Focus Group was comprised of key business and organization leaders in and near the west downtown. The group pushed forward the west downtown vision, validated concepts and advertised engagement opportunities.

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FIND OUT MORE:

SEE THE COMPLETE SUMMARY IN THE APPENDIX

PUBLIC MEETINGS

The Imagine De Pere planning process included two public meetings, as the success of any planning project hinges on effective communication at many levels. The purpose of both meetings were to provide clarity to the community about the intended direction and purpose of the plan and to inform about upcoming events and way to be involved in the process.

Virtual public launch to introduce the plan and encourage survey participation (September 2021) and plan alternatives workshop to confirm plan direction and focus on west downtown strategies.

SURVEY INPUT

In order to further engage the public at different points of the planning process, two sets of surveys were distributed:

- **Phase 1: Imagine De Pere Community Survey.** Included an Imagine De Pere Community Survey posted on the project website, as well as a virtual interactive mapping activity.
- **Phase 2: Online Draft Review Survey.** Provided a online survey in order to receive feedback from the public on the plan draft recommendations and concepts.







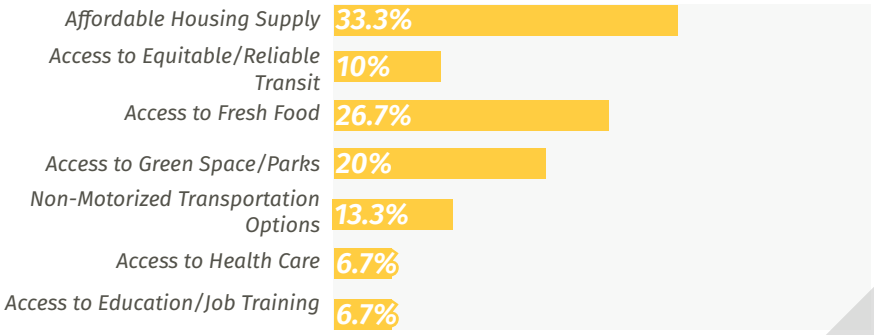


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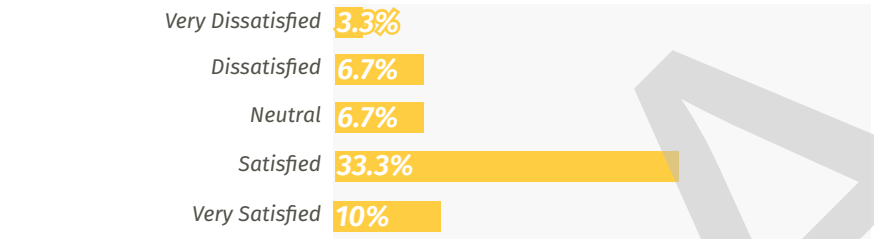
PHASE 1: COMMUNITY SURVEY SUMMARY

Visit the Appendix to view a full survey summary

What are the greatest population-related vulnerabilities that De Pere is facing?
** Answered: 14, Skipped: 16*



How satisfied are you with the quality of life in the City of De Pere?
** Answered: 18, Skipped: 12*





COMMUNITY SURVEY: IDENTIFIED NEEDS

- Biking and walking infrastructure improvements
- Workforce/affordable housing
- Mixed uses on both sides of the river
- Accessibility for non-motorized and motorized transportation
- Traffic calming and streetscape
- Community programming & events
- Market-centric retail

VIRTUAL MAPPING ACTIVITY: CONSISTENT THEMES

- Pedestrian and bike connections
- Congestion
- Parking
- Riverfront Activation
- Mixed-Use Redevelopment Potential
- School Traffic
- Community Charm Preservation

SEE ALSO:

- Community Feedback in Appendix

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1.5 VISION + VALUES

VISION:

DE PERE WILL FOSTER AN ENGAGED COMMUNITY SPIRIT AND ENCOURAGE FORWARD THINKING TO SEIZE ON OPPORTUNITIES FOR EDUCATION, BUSINESS, RECREATION, AND CULTURE — WITH STEADFAST SUPPORT FOR THE CITY'S HISTORY AND CHARACTER.



In 2018, the City of De Pere conducted a Strategic Visioning & Branding Initiative to develop a shared community vision that will guide the future of the City. The process created a Vision Statement and Mission Statement (shared above) and a set of goals for achieving the desired future.

Elements from that Strategic Vision are incorporated across the Imagine De Pere Comprehensive Plan and informed the Values on the following page.

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EQUITABLE & INCLUSIVE

The ***Imagine De Pere Values*** were constructed from past planning efforts and community engagement opportunities. **Residents of De Pere envision a future that ensures equity, inclusion, and access to opportunity for all.** This sentiment serves as the overarching value for the Imagine De Pere Comprehensive Plan, informing the following supplementary values, as well as the objectives and actions included in this plan.

CONNECTED & ACCESSIBLE

Relates to providing adequate infrastructure and amenities to connect people to jobs, commercial nodes, transit, recreation, healthy food and other community resources.



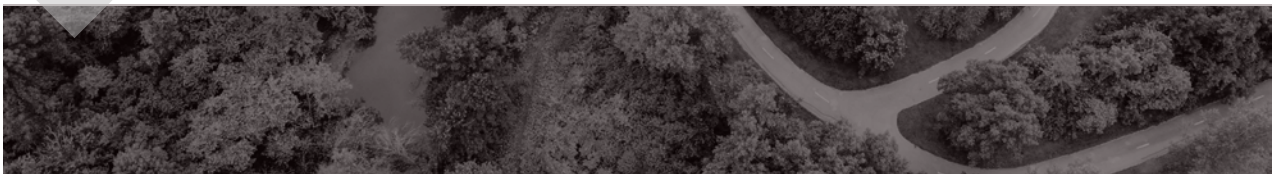
LIVABLE & VIBRANT

Relates to creating an authentic, safe, and healthy environment for all with equal access to adequate housing, education, jobs, and open space.



SUSTAINABLE & RESILIENT

Relates to cultivating a strong economic, environmental and social base in order to withstand potential shocks and stresses by focusing on preparedness and mitigation.



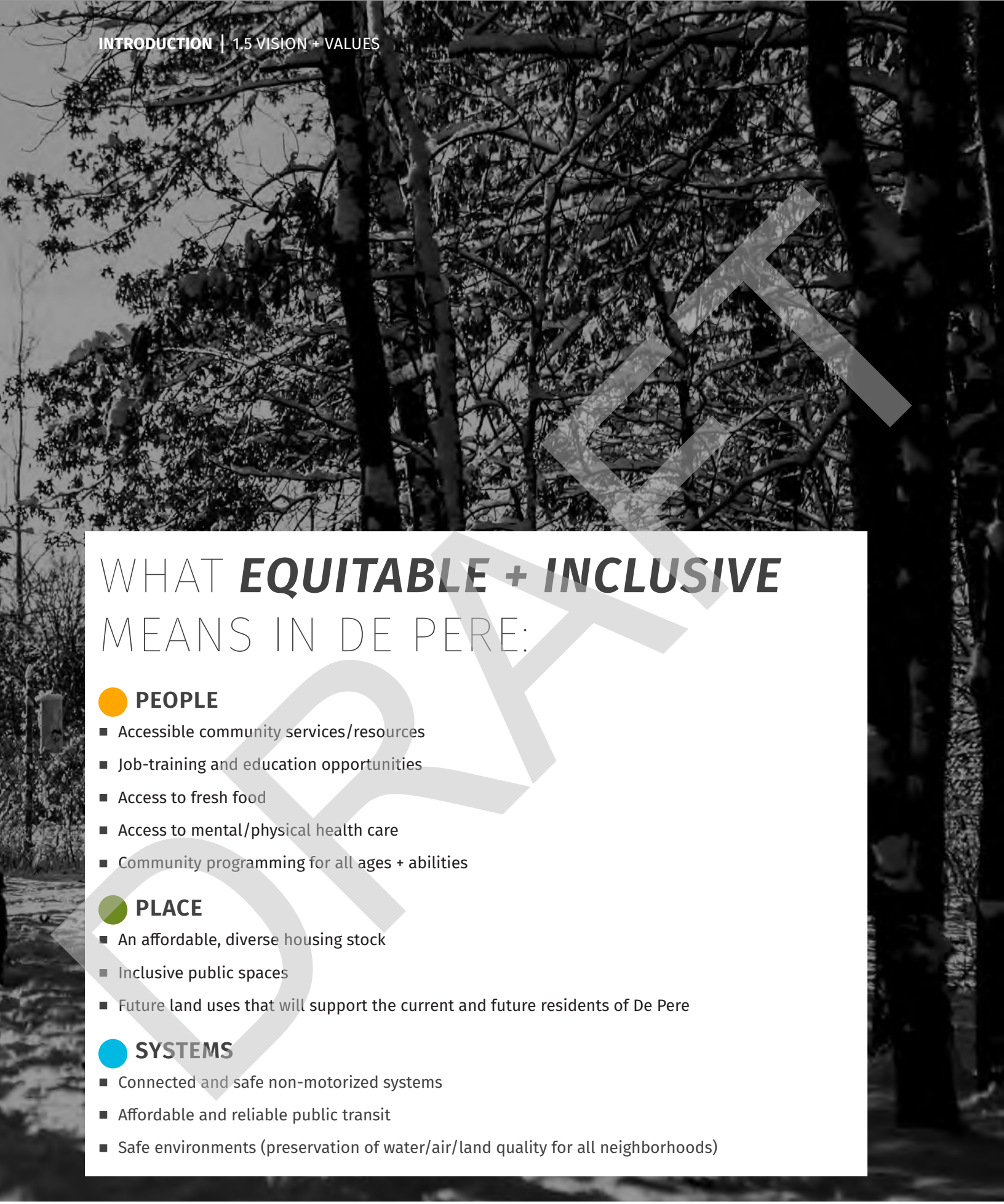
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EQUITABLE + INCLUSIVE

- **WELCOMING**
- **SAFE FOR ALL**
- **AFFORDABLE**
- **SUPPORTIVE**
- **ACCESSIBLE**
- **RESILIENT & ADAPTABLE**
- **CELEBRATORY OF DIVERSITY**

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WHAT ***EQUITABLE + INCLUSIVE*** MEANS IN DE PERE:

PEOPLE

- Accessible community services/resources
- Job-training and education opportunities
- Access to fresh food
- Access to mental/physical health care
- Community programming for all ages + abilities

PLACE

- An affordable, diverse housing stock
- Inclusive public spaces
- Future land uses that will support the current and future residents of De Pere

SYSTEMS

- Connected and safe non-motorized systems
- Affordable and reliable public transit
- Safe environments (preservation of water/air/land quality for all neighborhoods)

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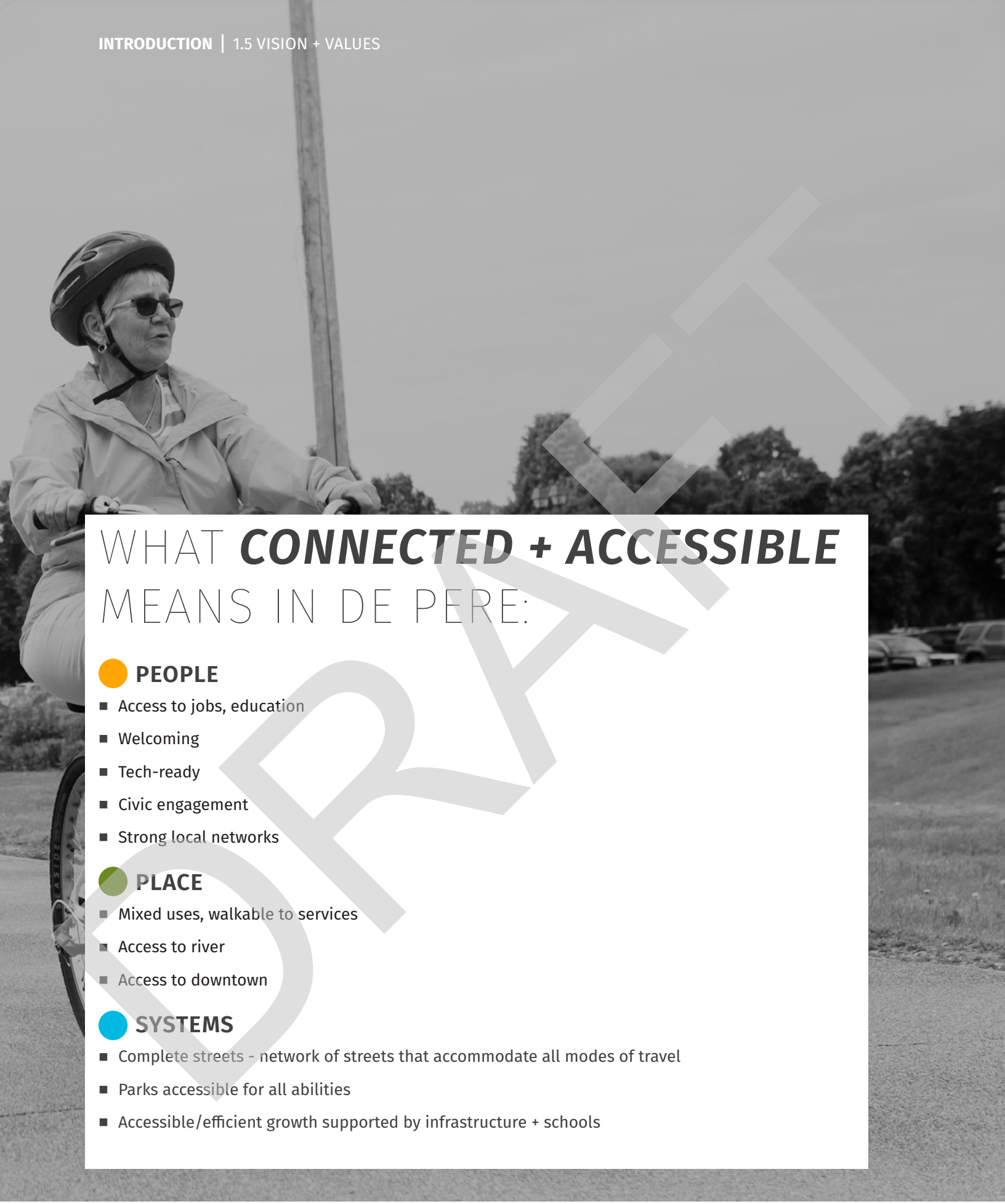
CONNECTED + ACCESSIBLE

- PHYSICALLY AND SOCIALLY CONNECTED
- QUALITY INFRASTRUCTURE (STREETS, UTILITIES, BROADBAND, AND COMMUNICATION)
- EQUITABLE ACCESS TO RESOURCES, SERVICES, ECONOMIC OPPORTUNITY
- ACCESS TO AMENITIES, SERVICES
- WALKABLE AND BIKEABLE



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WHAT ***CONNECTED + ACCESSIBLE*** MEANS IN DE PERE:

PEOPLE

- Access to jobs, education
- Welcoming
- Tech-ready
- Civic engagement
- Strong local networks

PLACE

- Mixed uses, walkable to services
- Access to river
- Access to downtown

SYSTEMS

- Complete streets - network of streets that accommodate all modes of travel
- Parks accessible for all abilities
- Accessible/efficient growth supported by infrastructure + schools

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LIVABLE + VIBRANT

- **STRONG QUALITY OF LIFE**
- **WELCOMING FOR ALL**
- **AUTHENTIC**
- **HEALTHY AND ACTIVE**
- **SAFE AND INVITING**
- **GREAT PARKS AND OPEN SPACES**

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WHAT ***LIVABLE + VIBRANT*** MEANS IN DE PERE:

PEOPLE

- Wellbeing
- Safety
- Healthy behaviors
- Quality schools
- Strong community identity
- Arts/Culture/activities

PLACE

- Housing options for all
- Historic preservation
- Downtown
- Pride in place

SYSTEMS

- Safety (eliminate crashes, drinking water treatment, public safety)
- Healthy living
- Healthy ecosystems
- Capitalize on riverfront

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SUSTAINABLE + RESILIENT

- **ADAPTABLE TO SHOCKS/ STRESSES**
- **PROTECTING OUR AIR, WATER, AND CLIMATE**
- **ENVIRONMENTAL STEWARDSHIP**
- **EMERGENCY PREPAREDNESS**

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WHAT ***SUSTAINABLE + RESILIENT*** MEANS IN DE PERE:

PEOPLE

- Business diversity and opportunity
- Supportive social and community services
- Affordability

PLACE

- Smart growth - prioritize infill development and strategic outward expansion
- Increase tree canopy to reduce urban heat islands and increase air quality
- Flexible zoning and adaptive reuse of existing structures
- Residents and businesses' commitment to sustainability on their property

SYSTEMS

- Low impact stormwater management
- Plan for vulnerabilities, shocks, and stresses
- Alternative energy and mobility options
- City's commitment to sustainability - at facilities and through public services

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02. PEOPLE

This chapter outlines the quality of life-related strategies related to welcoming, attracting, and maintaining residents as part of a vibrant community.

VISION:

De Pere's unwavering focus on quality of life supports a vibrant and expanding community.

GOALS:

- ***Economic Development:*** Encourage the growth of business and support diverse employment and entrepreneurship opportunities
- ***Cultural Resources:*** Increase and coordinate unique activities that enliven the city and increase the sense of community

KEY TOPICS AND STRATEGIES BY GUIDING PRINCIPLES

CONNECTED AND ACCESSIBLE	LIVABLE AND VIBRANT	SUSTAINABLE AND RESILIENT
■ Access to jobs, education	■ Wellbeing	■ Business diversity + opportunity
■ Welcoming	■ Safety	■ Social + community services
■ Tech-ready	■ Healthy behaviors	■ Affordability
■ Civic engagement	■ Quality schools	
■ Strong civic + social networks	■ Strong community identity	
	■ Arts, culture + activities	

ENSURE EQUITY, INCLUSION, AND ACCESS TO OPPORTUNITY FOR ALL

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CHAPTER CONTENTS

2.1 ECONOMIC DEVELOPMENT

- Business Attraction
- Business Retention
- Business Centers
- Financial Assistance
- Brownfield Redevelopment
- Education + Partnerships

See also regional CEDS

This section meets the requirements of State Statute 66.1001 (2)(f)

2.2 CULTURAL RESOURCES

- Events
- Historic
- Arts
- Tourism

See also the Strategic Plan and Historic Neighborhoods Plan

This section meets part of the requirements of State Statute 66.1001 (2)(e).

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2.1 ECONOMIC DEVELOPMENT

Goal: Encourage the growth of business and support diverse employment, business centers, and entrepreneurship opportunities

Local governments play an increasingly critical role in promoting private sector economic development, and economic strength is critical to the vitality of a community. Economic development is the process by which a community organizes and then applies its energies to the task of creating the type of business climate that will foster the retention and expansion of existing businesses, attract new businesses, and develop new business ventures.

Economic development efforts to create jobs are important beyond generating additional income for the city residents. These efforts can help to generate additional tax base for the provision of local services and may assist in establishing an environment for long-term economic vitality.

The key to an economic development strategy is having a quality product/community to market. The entire City of De Pere Comprehensive Plan is geared toward promoting future development in De Pere in a manner that supports a high quality community that is attractive to existing and new businesses and ultimately to existing and new residents.

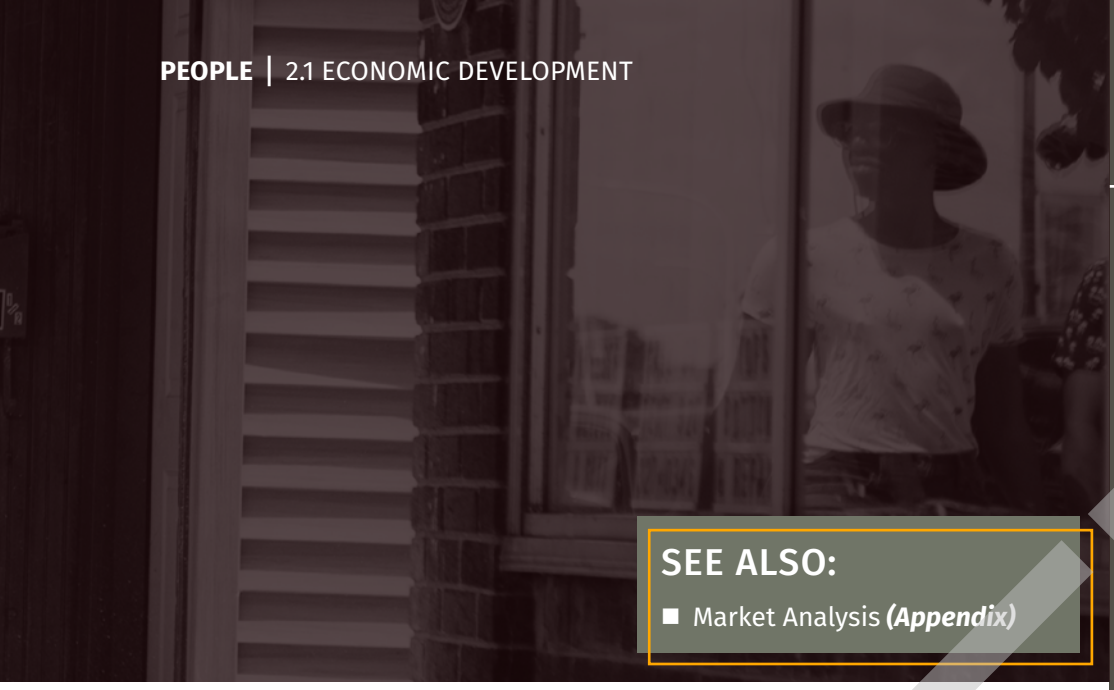
ENSURE EQUITY, INCLUSION, AND ACCESS TO OPPORTUNITY FOR ALL

Offer a business-friendly environment with opportunity and access to jobs and training for all residents.

CONNECTED AND ACCESSIBLE	LIVABLE AND VIBRANT	SUSTAINABLE AND RESILIENT
Partner with adjacent communities, community organizations, utilities, and educational institutions to achieve the shared economic success of the region.	***Make strategic investments that enhance the quality of the community to attract visitors, businesses, and employees.***	***Create a strong, regional economic system to support diverse industries, strong employment anchors, prioritize growth of green businesses, and strategies for overcoming crises.***

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SEE ALSO:

- Market Analysis ***(Appendix)***

ATTRACTING BUSINESSES & INDUSTRY

Strengths

- Proximity to the Fox Cities Metropolitan Area and Green Bay Metropolitan Area employee pool
- Access to Interstate 41, Interstate 43, STH 172, and STH 29 for commuting and commercial purposes
- Amenities such as diverse housing, recreational opportunities, a compact downtown, scenic Fox River location, proximity to St. Norbert College and a public school system
- Capacity to expand utilities and services within the City of De Pere as needed
- Definitely De Pere provides support for businesses and promotes De Pere's vibrant downtown
- Economic development services available through the City and De Pere Area Chamber of Commerce
- Job training is provided by local entities (UW-Green Bay, St. Norbert College and Northeastern Wisconsin Technical College)
- **Opportunities for Improvement**
- With close proximity to the highway and other regional shopping experiences, strongly market supporting local businesses to residents
- Reduce the Claude Allouez Bridge's impact as a barrier to walkability between the downtown
- Improve transportation connections for employees to business parks

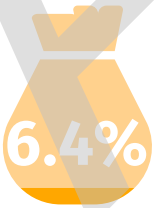
EMPLOYMENT STATUS

United States Census Bureau 2023 American Community Survey Estimates



POVERTY RATE

United States Census Bureau 2023 American Community Survey Estimates



FORECASTED RETAIL DEMAND (2029)

United States Census Bureau 2024 American Community Survey Estimates



1) FOOD & DRINK
$118M



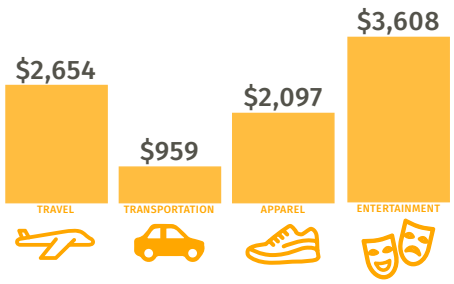
2) ENTERTAINMENT & RECREATION
$43M



4) APPAREL & SERVICES
$25M

KEY SPENDING FACTS

United States Census Bureau 2024 American Community Survey Estimates



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BUSINESS ATTRACTION

OBJECTIVE:

Attract new business and investments that increase the city's tax base, diversify the economy, and promote job growth.

STRATEGIES:

- Provide readily accessible information on available sites
- Identify labor and community characteristics
- Market sites to businesses that would be complementary to existing businesses or would provide diversity to the local economy
- Offer low-cost land, state or federal grants, or other incentives to encourage businesses to locate in the community
- Utilize Austin Straubel International Airport to attract new businesses and retain existing ones
- Lean on Advance (the economic development branch of the Green bay Area Chamber of Commerce) & New North to act as an informational and referral service for potential businesses and industries looking to locate in Brown County

BUSINESS RETENTION

OBJECTIVE:

Offer a supportive business environment with easily accessible resources and incentives for local entrepreneurs and businesses.

STRATEGIES:

- Help businesses learn about potential sites for expansion, offering low-cost loans, and identifying state and federal grant funds to finance business expansions
- Provide business areas with efficient, reliable public services, such as snow removal, road repair, and sewer and water utilities
- Provide a contact person to answer business questions and solicit information from business leaders regarding local development problems
- Utilize De Pere local funding sources to provide financial assistance to existing and proposed businesses and industries for the creation and retention of permanent jobs

Market De Pere's assets to business owners and entrepreneurs:

- A clean, attractive, and safe community
- Opportunities and places to socialize and recreate
- A diverse and welcoming population
- Access to institutions of higher education
- Cultural amenities, including theatre, museums, restaurants, and an active nightlife



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BUSINESS CENTERS

OBJECTIVE:

Continue growth of employment centers, especially at the business and industrial parks.

STRATEGIES:

- Consider incubator or makerspace that groups a number of related, small retail, artisan, or service providers in a single large space
- Continue to utilize the Port of Green Bay to attract and retain industries
- Continue to implement the City's industrial and commercial design standards for attractive business parks and walkable amenities for employees
- Identify additional appropriate areas for industrial and commercial activities within the city and its future growth areas and maintain an ample amount of land for future commercial and industrial growth
- Continue to utilize government programs to aid in the retention of existing and attraction or promotion of new industrial or commercial activities *(See financial assistance)*
- Promote high standards of customer service to strengthen the district's identification with local consumers. Publicize these standards through a Customer Commitment Contract, prominently posted in all retail and consumer service businesses
- Assure that the most convenient parking in the area is reserved for customers and managed with appropriately sized developments

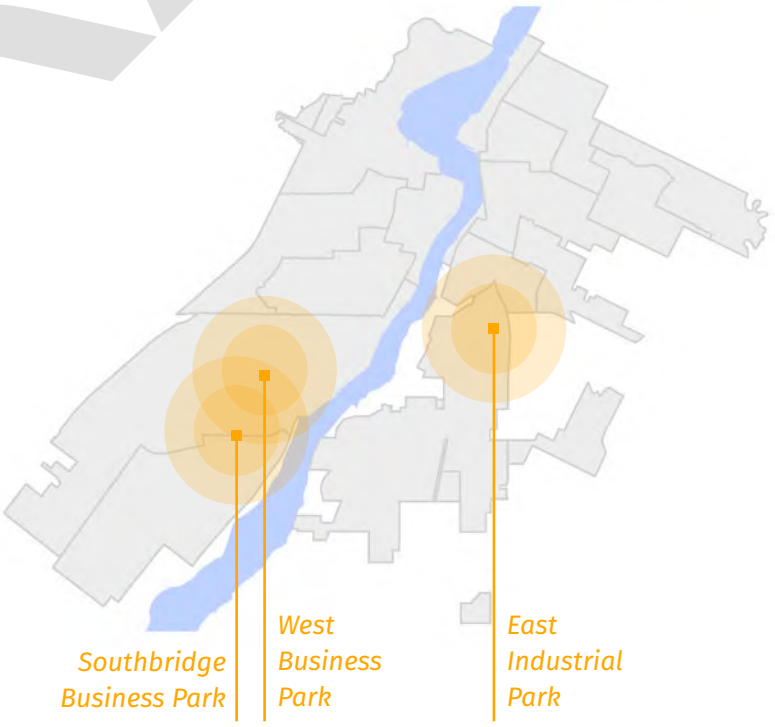
DE PERE WEST AND SOUTHBRIDGE BUSINESS PARKS

The City's West Business Park spans across 800 acres with direct access to I-41 and the Canadian National Railroad. The City owns and maintains the park's preserve and greenway, which includes a 2-mile trail for hiking, biking, and jogging through the beautiful Ashwaubenon Creek Conservancy.

In 2001, the City purchased an additional 200 acres of vacant land to the south of the original business park. This area has been designated the "Southbridge Business Park" due to its location adjacent to the planned Southern Bridge corridor crossing the Fox River. The City currently owns approximately 90 acres which are being marketed for new industrial and business development. Currently there are 130 acres of private land available.

DE PERE EAST INDUSTRIAL PARK

The East Industrial Park has convenient access to both I-43 and I-41/141 and encompasses over 410 acres. The City owns approximately 65 vacant acres that are marketed for new industrial development. The 2004 City of De Pere Comprehensive Plan promoted a strategy for developing and expanding the industrial park through vacant lot infill within the present boundaries of the park while expanding the industrial park in a westerly direction along Rockland Road to STH 32/57. Ultimately, this area will be provided with excellent access to I-41 when the planned Brown County South Bridge Connector and a new interchange with I-41 are constructed.



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EDUCATION + PARTNERSHIPS

OBJECTIVE:

Expand job training and workforce development opportunities with schools and higher education institutions to strengthen the local workforce and attract young workers to De Pere.

STRATEGIES:

- Continue to partner with UW-Green Bay, St. Norbert College, and Northeastern Wisconsin Technical College (NWTC) to provide training services for businesses
- Utilize Definitely De Pere to strengthen the downtown business climate, provide community involvement opportunities, promote an awareness of historical preservation, and provide an inventory of available business opportunities in the City
- Continue to partner with the following local, county, regional and state organizations in order to participate in economic development programs available:

PARTNERS

LOCAL

- De Pere Area Chamber of Commerce
- Green Bay Area Chamber of Commerce
- Definitely De Pere (De Pere Main Street)

COUNTY

- Brown County Planning Department
- Public Works County Executive

REGIONAL

- Bay-Lake Regional Planning Commission
- NEW North, Inc.

STATE

- Wisconsin Department of Commerce
- Wisconsin Public Service (WPS)

See the following page for Funding/ Programs



DEFINITELY DE PERE

Definitely De Pere is a non-profit organization committed to promoting downtown De Pere through marketing, special events, and business development efforts. The organization is a nationally accredited Main Street program through the National Main Street Center.

MISSION: Improve quality of life through assisting in the revitalization of the downtown business community and thereby the community as a whole through **concentrated efforts in organization, promotion, design and economic enhancement**

DE PERE AREA CHAMBER OF COMMERCE

Today, the DPACC has hundreds of members, representing thousands of employees in the De Pere, Green Bay, Ashwaubenon, Ledgeview, Wrightstown and more! DPACC engages in economic development, event planning, and community improvement.

MISSION: Make De Pere a destination for living, travel, and business

VISION: Drive economic growth in the community through De Pere Chamber events, programs and resources

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FINANCIAL ASSISTANCE

OBJECTIVE:

Strategically use economic incentives to spur business investments.

STRATEGIES:

- Market Industrial Revenue Bonds (IRB) as a support mechanism for industrial firms who are looking for a way to finance land purchase, building construction or equipment acquisition
- Encourage business owners to utilize TID funding for building restoration and facade enhancements through the Facade Grant Program
- Consider supplementing Facade Program funds with general fund money
- Utilize TID funds to focus on infrastructure development to encourage new business development in the Southbridge Business Park
- Utilize the Bay-Lake Regional Planning Commission's annual Comprehensive Economic Development Strategy Report
- Provide assistance to firms in interested in obtaining Small Business Administration (SBA) loans and State of Wisconsin administered loans and/or grants
  - Small Business Administration - (504, 7(A), Low DOC loans
  - State of Wisconsin - Technology Development Grants and Loans, Customized Labor Training Grants and Loans, Major Economic Project Grants and Loans

FIND OUT MORE:

REGIONAL CEDS

The Bay-Lake Regional Planning Commission annually creates a Comprehensive Economic Development Strategy (CEDS) report, which evaluates local and regional population and economic activity. Economic development trends, opportunities, and needs are identified within the CEDS report. All communities served by the commission, including the City of De Pere, are invited to identify future projects for economic development that the community would like to undertake. Those projects are included within the CEDS and may become eligible for federal funding through the Economic Development Administration (EDA) Public Works grant program.

FUNDING PROGRAMS

Available financing tools to help realize the vision for the downtown and broader municipality include (please note, this list is not comprehensive):

LOCAL

- Building Facade Easements
- Business Improvement District
- General Obligation Bonds
- Private and Foundation Philanthropy
- Brown County Revolving Loan Fund (RLF) Program
- Industrial Revenue Bond
- Tax Increment Financing

STATE

- DNR Urban Forestry Grants
- Brownfields Redevelopment Assistance (State Assistance)
- State Historical Society
- Transportation Economic Assistance (TEA) - WisDOT
- Business Employees' Program (BEST)
- Community Based Economic Development (CBED) Program
- Community Development Block Grants (CDBG-ED)
- Transportation Alternatives Program (TAP)

FEDERAL

- Brownfields Redevelopment Assistance
- Community Development Corporation Grants
- HOME Investment Partnerships Program – HUD
- National Trust Main Street Program
- Neighborhood Stabilization Program (HUD)
- Recovery Zone Bonds
- Recreational Trails Program (RTP) (FHWA)
- Rural Business Enterprise Grant (RBEG) (USDA)
- Rural Community Development Initiative Grants
- (USDA Rural Development)
- Small Business Administration
- Small Cities Development Grant Program
- Transportation Enhancement Program

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EMPLOYMENT BY OCCUPATION AND INDUSTRY

US Census Bureau American 2023-2024 American Community Survey Estimates

	De Pere	Brown County	Wisconsin
OCCUPATION			
Management/Business/Science/Arts	37.1%	39.4%	41.2%
Service occupations	19.3%	14%	14.7%
Sales and office occupations	20.4%	20%	18.4%
Natural resources, construction, and maintenance occupations	7%	7.9%	8.7%
Production, transportation, and material moving occupations	16.2%	18.6%	17.1%
INDUSTRY			
Agriculture/Mining	0%	1.3%	2.0%
Construction	4.8%	5.5%	6.5%
Manufacturing	15.9%	19.7%	18.2%
Wholesale trade	2.9%	2.3%	2.1%
Retail trade	10.6%	11.3%	10.9%
Transportation/Utilities	5%	6.7%	4.9%
Information	0.5%	1.1%	1.2%
Finance/Insurance/Real Estate	7.6%	7.8%	6.0%
Professional Services	8.5%	8.7%	9.9%
Education/Health Care/Social Services	25.6%	22%	23.3%
Arts/Entertainment	2.1%	6.6%	7.2%

**Percentages are estimated and may not sum to totals due to rounding.*

TOP 10 EMPLOYERS BY WORKFORCE SIZE

City of De Pere, 2024

NAME	PRODUCT OR SERVICE
Humana Insurance Co	Health Insurance and Related Services
St Norbert College	College/University
WEL Companies Inc	General Freight Trucking
Unified School District of De Pere	Elementary and Secondary Schools
Belmark Inc	Commercial Flexographic Printing
Megtec Systems Inc	Printing Machinery and Equipment
Festival Foods	Supermarket
Independent Printing Company Inc	Commercial Lithographic Printing
Jacobs Engineering Group	Engineering Services

NEW NORTH, INC.

New North, Inc. is a 501(c)3 nonprofit, regional marketing and economic development Corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. New North is a regional partner to the Wisconsin Economic Development Corporation (WEDC) and the State of Wisconsin, as well as local economic development partners and represents more than 100 private Investors.

The New North brand unites the region both internally and externally around talent development, regional brand development, and business development, signifying the collective economic power behind the 18 counties of Northeast Wisconsin.

MISSION: To be the catalyst for regional prosperity for all through collaborative action

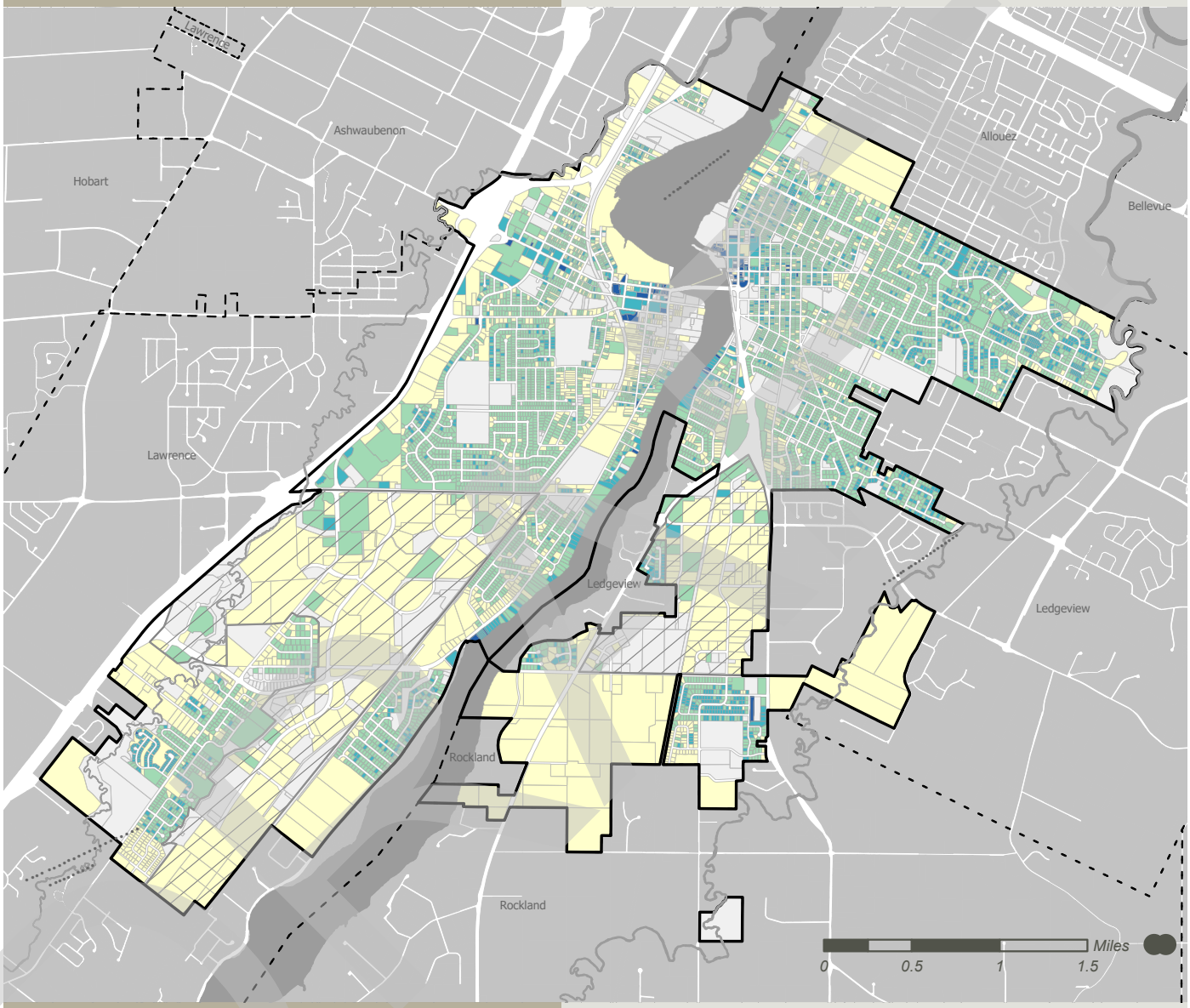
VALUES: Collaboration - Representing the collective region for business investment and for individuals looking to make the New North their home

OUTCOME: Measurable net increase in higher paying jobs, improved social and economic well-being, while maintaining our superior quality of life

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ECONOMIC DEVELOPMENT



Through public input, it was understood that two longstanding industries to be preserved and built upon within De Pere are Manufacturing and Educational Services (St. Norbert). With the rise of Research and Development, and the opportunity for local business expansion, the City should continue to support light industrial business growth within the business/industrial parks and Southeast Area (*See Southeast Area Plan*)

The City should consider potential redevelopment sites within the downtown (*See Downtown Plan*) for an opportunity to grow the entertainment and retail industries.

Total Value per Acre (2020 Valuation Year)
- $100 - $500,000
- $500,001 - $1,000,000
- $1,000,001 - $2,000,000
- +$2,000,000
- No Assessed Value

- Industrial Park Limits
- Municipality Boundary
- City of De Pere

MAP TO BE UPDATED

Data Source: City of De Pere (2024)

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2.2 CULTURAL RESOURCES

Goal: Increase and coordinate unique activities that enliven the city and increase the sense of community

As one of the oldest communities in Wisconsin, the City of De Pere has a number of historical and cultural resources that provide residents with a strong quality of life. Placing an emphasis on small-town charm, De Pere has made a conscious effort in past planning strategies to recognize and celebrate elements of the community that serve as the foundation. Such elements include cultural landmarks, public greenspaces, historic structures, and cohesive design that exudes De Pere charm. In addition, long-standing community institutions like churches, libraries, schools and entertainment venues, restaurants, museums and cultural centers contribute to a strong sense of place, and continue to tell De Pere's history.

ENSURE EQUITY, INCLUSION, AND ACCESS TO OPPORTUNITY FOR ALL

Celebrate the community's diverse heritage and embrace cultural differences.

CONNECTED AND ACCESSIBLE	LIVABLE AND VIBRANT	SUSTAINABLE AND RESILIENT
Strengthen civic pride and a spirit of welcoming.	***Foster a strong community identity through arts and culture.***	***Build robust social networks and prioritize health and wellbeing to meet residents' daily needs.***

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EXISTING ASSETS

De Pere boasts a wide range of community arts and cultural assets. From the De Pere Historical Society and the future Mulva Cultural Center, to its historical physical character and annual events hosted by non-profits like Definitely De Pere, De Pere provides residents and visitors with a unique blend of history and tradition. This sense of place within De Pere is further supported by the energy of a college campus and a vibrant downtown with access to the Fox River.

BUILT ENVIRONMENT & DESIGN

- **Historically Significant Sites & Buildings**. The existence of these sites preserves important aspects of the past and provides a sense of continuity and place through architecture and design unique to De Pere's culture.
- **Streetscape & Public Art Design.** Street lighting, trees, signage, public art and landscaping have been intentionally chosen to signal a cohesive community.
- **Unified Downtown De Pere.** The downtown provides riverfront views, a compact mixed-use development pattern, community spaces and walkability.

COMMUNITY INSTITUTIONS:

- **Civic and Non-profit Organizations.** Resources like Definitely De Pere are involved in the planning and design of the city. Furthermore, non-profit institutions and community groups coordinate festivals and other events within the community such as Art Walks, Sip and Shops, and Celebrate De Pere.
- **Education Institutions.** Aside from being home to two school districts, which span across approximately 60 square miles and multiple municipalities, De Pere also hosts St. Norbert College, a private Catholic Norbertine liberal arts college with about 1,939 students enrolled (fall of 2020).

BEST PRACTICE: PLACEMAKING

Placemaking is the design process by which an environment becomes meaningful to people. The interactions between the community and their surroundings create a sense of belonging to that environment.

Various placemaking practices can positively impact the community, including promotion of mixed-uses, preservation of historic character and adaptive reuse, increased walkability and bikeability, and enhanced vibrant livability through streetscape, public art, and community gathering spaces.

By establishing a cohesive culture that attracts travelers and locals like, placemaking strategies drive additional economic development and helps to attract and retain residents and businesses. People choose to live in places that offer the amenities, resources, social and professional networks, and opportunities to support thriving lifestyles.



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EVENTS

OBJECTIVE:

Reinforce the City's program of events with marketing and promotions. Provide high quality ongoing events that complement traditional celebrations and extend fun and festivity throughout the year. Target events to both families and young people, including college students.

STRATEGIES:

- Promote diversity in De Pere by encouraging citizen/non-profit groups to host festivals and other events in the city
- Continue to allow the school districts to hold district events at city parks and other community-owned facilities
- Collaborate with private schools to consider holding public events like recreational programs or meetings
- Increase the number of events at Voyager Park
- Consider improving the community center to make it a destination for special programs such as noontime concerts, arts, and craft shows
- Market events at key entrances into the downtown

SEE ALSO:

- Downtown ***(Section 3.2)***

HISTORIC

OBJECTIVE

Actively promote the preservation and recognition of historical structures and neighborhoods within the City. Encourage property owners to maintain and restore these structures. Encourage developers to design structures in a historically sensitive manner.

STRATEGIES:

- Maintain the City's existing historic districts and identify additional historic and scenic sites (including archaeological sites) in the city
- Actively promote the preservation and recognition of historical structures and neighborhoods within the city
- Encourage property owners to maintain and restore historical structures
- Encourage developers to design new structures in a historically sensitive manner, whether the new structure is in proximity to or replacing a historical structure
- Utilize Historic Preservation Funds to continuously rank historically significant structures that should be protected
- In collaboration between Definitely De Pere and De Pere Historical Society, utilize Historic Preservation Funds to create a brochure highlighting a historic walking or bicycling tour of downtown De Pere

SOCIAL WELL-BEING

OBJECTIVE

Promote a quality living environment through the provision of adequate and efficient recreation, transportation, utility, emergency, and other public facilities and services affecting the health, safety, and well-being of De Pere residents and businesses.

STRATEGIES

- Continue to provide programs through De Pere's Health Department that protect the well-being and safety of the citizens of De Pere (immunization clinics, disease investigations, adult health clinics, school health promotion, environmental services, etc.)
- Discuss what it means to feel "safe" in a community for all residents of De Pere
- Promote active living and market De Pere's recreational assets as public resources that are available to all
- Continue to offer social and community services to residents such as elderly care, childcare and healthcare
- Prioritize providing affordable and accessible basic needs for residents (an adequate supply of affordable housing, healthy food, public transportation, etc.)
- Prioritize an effort to identify all of the neighborhoods, districts, and special areas within the city through design and placemaking to recognize and foster not only their own unique identities but also their ties to the rest of the city

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ARTS

OBJECTIVE:

Support a strong local arts and culture community and economy.

STRATEGIES:

- Build off the momentum of the new Mulva Cultural Center for complimentary programming within the downtown on both sides of the river
- Refer to the Cultural District Plan and West Downtown Plan for placemaking concepts in both the public and private realm
- Establish a unified placemaking theme and identify potential public art projects to unify both sides of downtown
- Consider installing public art to help interpret De Pere's unique history and heritage. Consider locations for art installations in areas like the Claude Allouez Bridge, the roundabout and within the city's streetscape
- Use art and culture as a placemaking tool across the community
- Improve the accessibility and inclusivity of civic, arts, and cultural facilities, venues, and activities with the goal that they will be more diverse and universally accessible
- Cultivate the local creative community - consider an artist census to identify local talent for festivals, murals, and public art

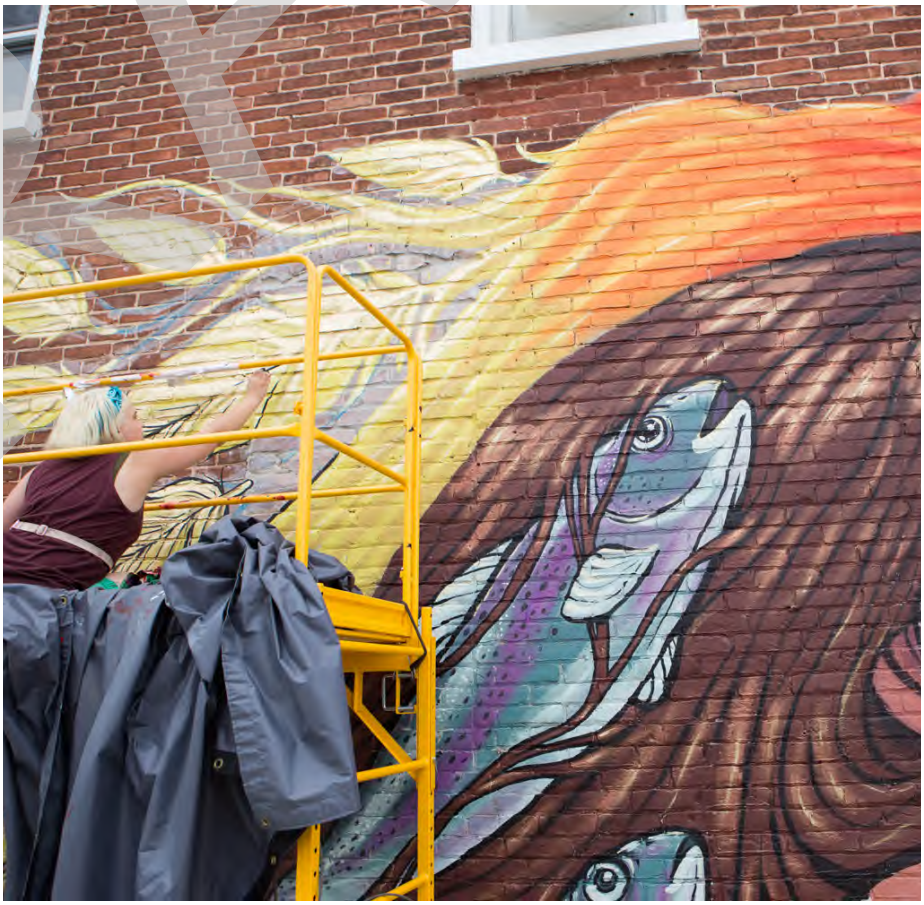
TOURISM + VISITORS

OBJECTIVE:

Market De Pere's cultural assets to attract visitors to experience community art, festivals, the Riverwalk, the downtown and other cultural amenities.

STRATEGIES:

- Consider community events, attractions, public art, and placemaking along the Fox Riverwalk and Fox River Recreational Trail to capitalize on the downtown's proximity to this natural asset
- Partner with Green Bay museums to extend events, programming, and exhibits to De Pere
- Consider applying for funds through the Wisconsin Coastal Management Program (WCMP) for planning or implementation projects that promote public access, education, or tourism within the Great Lakes
- Consider a joint exhibition/display within the De Pere Historical Society and the Mulva Center, highlighting historic sites within De Pere, celebrating and educating the history of the community



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HISTORIC DISTRICTS

Downtown De Pere and immediately surrounding areas include six historic districts, including:

1. **Fox River Lock and Dam**. These structures are an important link to the city's heritage and connection to the Fox River. Many local industries used hydropower, and were built directly over the dam. The lock was an important connection in the shipment of goods between the Great Lakes and the Mississippi River via the Fox/Wisconsin canal system. While no longer used for the production or shipment of goods, the canal continues to accommodate small boats. The Riverwalk will incorporate this unique district the riverfront park and recreational system.

2. **Main Avenue District (south side of the 300 block of Main Avenue)**. When railroad service came to the region, west De Pere quickly developed along Main Avenue as the primary route of access between the Chicago and Northwestern Railroad and De Pere. This eighteen building district contains the most intact concentration of nineteenth and twentieth century commercial buildings on the west side of the river. These buildings range from one to two stories in height, and all but one is faced with brick. Among its commercial vernacular styles, the district also includes the neoclassical Bank of west De Pere building at 371 Main Avenue.

3. **South Broadway District (east side of the 100 block of Broadway)**. This district consists of six, one- and two-story brick buildings on the east side of South Broadway's 100 block, built rapidly after a devastating fire in 1882. Because of their virtually simultaneous construction with the same material, these building facades blend seamlessly with the one adjacent to it.

4. **North Broadway District**. The district has long been home to some of De Pere's most affluent families. Architectural styles within the district vary, but many buildings are attributed to the late Victorian style.

5. **North Michigan Street/ North Superior Street District**. This historic residential district is located to the north of downtown east De Pere, and is comprised of small to medium-size homes. Examples of nearly every architectural style and vernacular form are present within the district, and were generally built between 1860 and 1950.

6. **Randall Avenue District**. Development patterns within the district were some of the first to be shaped by the introduction of the car as a part of American culture. The majority of homes within the district date from the inter-war years of 1920 to 1940 and the district include examples of Colonial, Georgian, and Tudor Revival styles.

In addition, other multi-building districts that could produce additional National Register listings include:

- The balance of the Broadway commercial district, from the Bridge roundabout to James Street.
- The balance of the Main Avenue commercial district, from 3rd to 5th Street, excluding the north side of the 400 block.
- The St. Norbert College campus.



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CULTURAL RESOURCES



The City's existing arts and culture assets can be classified as museums, historic sites, venues & event spaces, green spaces & parks, and community-based organizations & initiatives. Although not an exhaustive list, this map shows the concentration of assets available to the Lexington community.

The greater Lexington Region is host to additional assets such as: Southern Virginia University, Virginia Horse Center, Boxerwood Nature Center and Woodland Garden, Rockbridge Artisan Produces, Rockbridge Symphony, and the Shenandoah Ballet just to name a few.

Historic Building or Site
- Local Site
- Local Building
- National/State Building

Historic District
- National/State District

MAP TO BE UPDATED

Data Source: City of De Pere (2024)

03. PLACE

This chapter outlines the strategies related to the physical characteristics and development of the city. Places are the spaces and structures that shape our community.

VISION:

De Pere's thriving downtown and neighborhoods are the cornerstone to its success as a community with accessible amenities and a strong culture

GOALS:

- ***Land Use:*** Manage the future growth and redevelopment within the city to ensure orderly, balanced, sustainable development that integrates a mixture of uses
- ***Downtown:*** Support downtown as a vibrant and charming destination for residents and visitors that has connectivity to the Fox River, and is an accessible, walkable and unified district for all
- ***Housing:*** Develop new neighborhoods and maintain older neighborhoods which offer a variety of quality housing opportunities for all De Pere residents to attract and retain residents of all ages and income levels

KEY TOPICS AND STRATEGIES BY GUIDING PRINCIPLES

CONNECTED AND ACCESSIBLE	LIVABLE AND VIBRANT	SUSTAINABLE AND RESILIENT
■ Mixed uses, walkable to services	■ Housing options for all	■ Smart growth
■ Access to river	■ Historic preservation	■ Tree canopy
■ Access to downtown	■ Downtown	■ Flexible zoning/adaptive reuse
	■ Pride in place	■ Residents + Businesses commitment to sustainability

ENSURE EQUITY, INCLUSION, AND ACCESS TO OPPORTUNITY FOR ALL

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CHAPTER CONTENTS

3.1 LAND USE

- Redevelopment + Mixed-Uses
- Smart Growth
- Gateway Corridors
- Sustainable Development
- Existing Inventory + Projections
- Future Land Use + Place Types

This section meets the requirements of State Statute 66.1001 (2)(h)

Agricultural Resources, meeting 66.2002(2)(e), is discussed under "Smart Growth".

3.2 DOWNTOWN

- Placemaking
- Business Support
- Walkability
- Open Space + Riverfront Access
- Downtown Living
- Building Design + Character

This section summarizes recommendations from the Cultural District Plan (2018) and West Downtown Plan (2022)

3.3 HOUSING

- Mixture of Types
- Reinvestment + Rehabilitation
- Neighborhood Character
- Infill Development

This section meets the requirements of State Statute 66.1001 (2)(b)

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3.1 LAND USE

Goal: Manage the future growth and redevelopment within the city to ensure orderly, balanced, sustainable development that integrates a mixture of uses

As the city continues to develop, the land use plan will create a framework for identifying a desired fabric of compatible uses, while maintaining community identity. A sustainable community provides a mixture of land uses and densities which positively impact economic, cultural, and environmental outcomes. As De Pere prepares for growth in the southern portion of the city, it's integral to ensure that adjacent land uses are compatible in use and intensity, and that the newly developed area is supported by basic city services in a sustainable manner.

In order to plan for future land use and development in De Pere, it's necessary to consider existing land use and development trends. Land use regulations that encourage a mixture of compatible uses are conducive to an efficient multi-modal transportation network, open space preservation, and sustainable infrastructure systems. Proposed future land use in the following section is based upon a land use inventory and analysis which examines past, existing and projected future land use need.

ENSURE EQUITY, INCLUSION, AND ACCESS TO OPPORTUNITY FOR ALL

Support development that encourages a diverse mixture of uses, workplaces, and housing types.

CONNECTED AND ACCESSIBLE	LIVABLE AND VIBRANT	SUSTAINABLE AND RESILIENT
Support a network of greenways and nonmotorized trails to connect neighborhoods to community assets.	***Strengthen De Pere's mixed-use urban form to support safe and convenient access from residences to daily needs.***	***Promote sustainable building practices that reduce impacts on the environment.***

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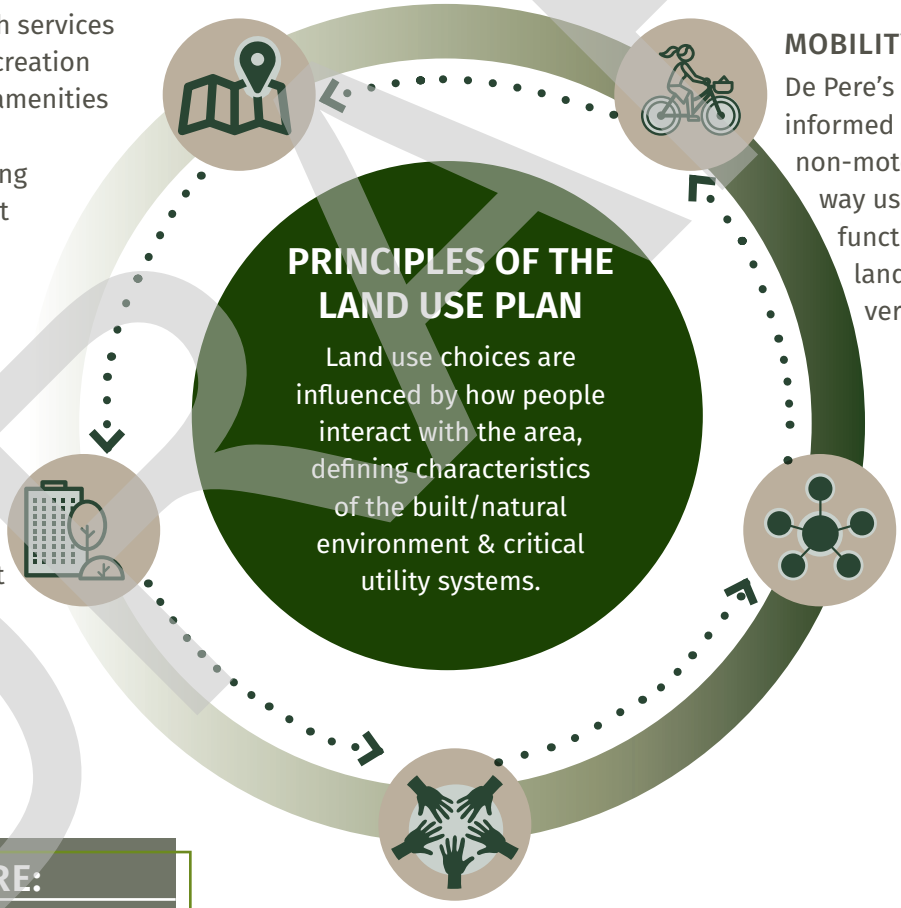


COMPATIBILITY

Integrating homes with services and access to jobs, recreation and other needs and amenities in a walkable, healthy environment. Organizing land uses in a way that prevents conflict and minimizes potential negative impacts between adjacent or nearby uses.

INTENSITY OF USE

The intensity of each use and how different uses relate to each other through scale, form, the amount of traffic generated, or operational impacts.



MOBILITY

De Pere's land use plan is informed by motorized/ non-motorized right-of-way usages, with street functionality influencing land use, and vice versa.

SYSTEMS

A land use pattern that maximizes the City's ability to provide services to it's residents and businesses efficiently and cost effectively.

PEOPLE

The act of promoting a strong De Pere identity, welcoming neighbors, and strengthening social ties across demographic groups.

FIND OUT MORE:

- Cultural District Plan
- West Downtown Plan
- Southeast Area Plan
- See Place: Housing

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REDEVELOPMENT + MIXED USES

OBJECTIVE:

Promote continued reinvestment and a mixture of uses in areas already served by public utilities.

STRATEGIES:

- Prioritize redevelopment of underutilized lots in the historic core of the city
- Identify and reserve appropriate areas for future industrial and business park expansion and seek ways to better integrate these uses with nearby residential and retail uses
- Strive for 15 minute neighborhoods that provide safe walkable or bikeable access to shopping, education, recreation, and workplaces
- Utilize City of De Pere Zoning Code for the development/ redevelopment of property in mixed-use districts
- Promote traditional neighborhood design (TND) as a viable mixed-use development option
- Ensure the compatibility of adjoining land uses for both existing and future development

BROWNFIELD REDEVELOPMENT

OBJECTIVE:

Evaluate and promote the remediation of environmentally contaminated sites for future commercial or industrial uses.

STRATEGIES:

- Create a City brownfield fund and leverage the funds with other state and federal resources for a targeted return on grants of 3:1
- The City of De Pere should continue to actively work with Brown County and the State of Wisconsin in identifying brownfields
- Partner with Brown County, the State of Wisconsin, and U.S. Environmental Protection Agency to get involved with a number of programs that could be utilized to assess and remediate any contamination
- Utilize the Brownfield Site Assessment Grant (WDNR) to finance assessment of environmental contamination at Brownfield sites, this may include partnering with neighboring communities to develop a large enough proposal for the US GPA & WDNR Programs
- Encourage property owners of potential brownfields to contact Brown County to access funds to pay for the cost of environmental assessment and remediation planning
- Utilize the Brownfields Initiative though the Wisconsin Department of Commerce which provides grants to individuals, businesses, local development organizations, and municipalities for environmental remediation activities for brownfield sites where the owner is unknown, cannot be located, or cannot meet the cleanup costs
- Utilize the CDBG-Blight Elimination and Brownfield Redevelopment Program through the Wisconsin Department of Commerce which helps small communities obtain money for environmental assessments and the remediation of brownfields

BROWNFIELDS are properties which are, or are perceived to be contaminated by petroleum products or hazardous substances. They are typically located in areas with existing infrastructure and public services, but are under-performing in the marketplace due to the stigma of actually or potentially being contaminated.

SEE ALSO:

- Infill Development (***Section 3.3 Housing***)

FIND OUT MORE:

- Wisconsin Contaminated Sites
- City of Las Vegas Zoning Ordinance

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SUSTAINABLE DEVELOPMENT

OBJECTIVE:

Incentivize new development and redevelopment to incorporate sustainable concepts into their plans.

STRATEGIES:

- Require the installation of neighborhood facilities within new subdivisions, including street trees, sidewalks/trails, and sites for playgrounds
- In areas of the city with unique or critical natural or cultural resources, conservation by design developments should be considered. The natural or cultural resource areas should be preserved as part of the permanent green space and the development built around these resources
- Ensuring local building codes do not restrict the appropriate usage of alternative energy systems such as passive photovoltaic (PV) arrays, solar hot water heating systems, geothermal heating/cooling systems, or small-scale, distributed wind systems
- Promote the usage of recycled materials in new construction, including insulation and other applicable building materials
- Promoting Leadership in Energy an Environmental Design (LEED) as a minimum standard for new public and private construction and LEED-Neighborhood Development (LEEDND) as the standard for new subdivisions
- Coordinate City efforts at becoming an eco-municipality with the citizens and officials involved in Social, Economic, and Environmental Design for De Pere (SEEDs)
- New subdivisions should be designed to preserve natural drainage patterns, reduce fragmentation of wildlife habitat, and limit the amount of impervious surfaces, such as roads

SEE ALSO:

- Green Infrastructure & Ecosystems (***Section 4.2 Natural Resources***)
- Complete Neighborhoods ***(Section 3.3 Housing)***



Infill Residential Development



Green Infrastructure

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SMART GROWTH

OBJECTIVE:

Identify mixed-use Smart Growth areas (like the southern bridge region) next to existing development to take advantage of existing utilities and public services.

STRATEGIES:

- Identify future growth areas for 5-year increments based on past and projected growth rates, the ability to efficiently provide services, and the ability to maintain ample future growth areas for the city
- Coordinate the layout of new developments with the need for traffic circulation and pedestrian facilities. Blocks should vary in size and shape to follow topography, with frequent street connections and access to off-street trails or paths. Streets should knit the neighborhoods together rather than form barriers
- Create additional mixed-use neighborhood centers which contain a variety of commercial and residential uses with an emphasis on pedestrian scale rather than auto-oriented development patterns
- Discourage strip commercial development in favor of clustering commercial activities at designated nodes or selected locations which can service nearby neighborhoods
- Encourage commercial development in smaller neighborhood centers and the downtown rather than in strips along main thoroughfares
- Design neighborhood streets to discourage excessive speeding and cut-through traffic by narrowing street widths and corner curb radii, while still providing safe access for emergency and service vehicles. Curb extensions and other specialized measures can be used to calm traffic

SEE ALSO:

- Traditional Neighborhood Design (***Section 3.3 Housing***)

WHAT IS SMART GROWTH?

Smart Growth philosophies encourage communities to **promote higher density development in order to increase the efficiencies of residential development** and to **reduce the amount of agricultural land lost to development**.

Increasing density is only one element of Smart Growth, and it is important to recognize other issues, such as mixed land use, walkable design, and the inclusion of neighborhood public facilities, such as school and park sites, are also important elements of creating good neighborhoods.

It is important the City of De Pere consider increasing density for development, but all elements of creating good neighborhoods must be considered when setting lot density requirements, such as:

- Connectivity/mobility
- Housing design
- Utilities
- Amenities (schools, parks, mixed-use nodes)
- Green infrastructure

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BEST PRACTICE: GROWTH MANAGEMENT

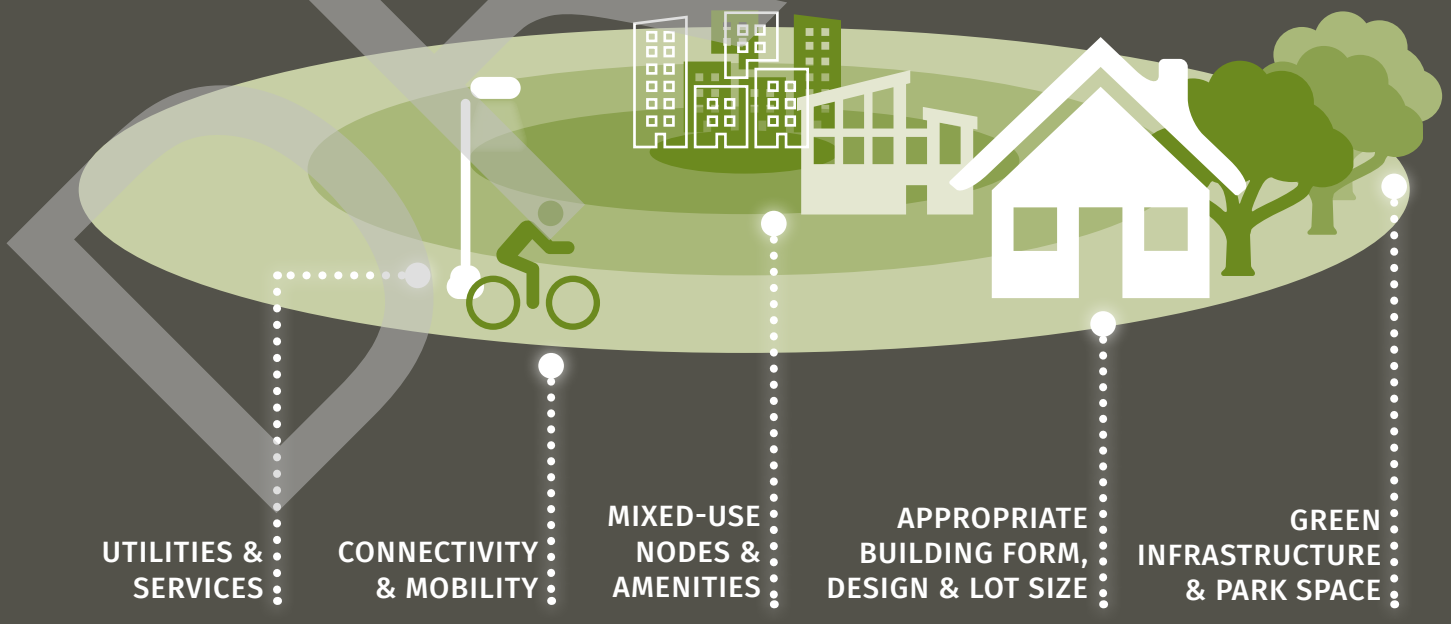
Smart Growth is a form of growth management. Growth management is an ever evolving trend which requires regular maintenance and should continually consider:

- Amount and capacity of undeveloped or under-developed land currently within the city which should be used to satisfy the demand for development prior to expanding.
- Projected population growth within the city and demand for future development.
- The ability to extend public water and sewer to serve new land areas outside of the growth boundary.
- The capacity and condition of the road system to support the new growth areas.
- The ability of the City, County and other public agencies to provide necessary services to the new growth areas and the additional resulting population.
- The impact of higher density development from expanding the growth boundary will have on natural features, agricultural uses and rural character.
- Consistency with the goals and objectives of the Master Plan.

Smart Growth and density go hand in hand. Density can fit the existing character of De Pere neighborhoods. Density will not always mean taller. It may simply mean more. By allowing more buildings on the same acreage, the cost of utilities provided per property decreases.

Tax revenues dictate, in part, the extent and quality of public services. Although development will increase the City's tax base, the same development will place additional demands upon public services. Low density development patterns require more infrastructure, which comes at a greater cost to the city. Meanwhile, they generate less tax value per acre. By allowing for increased density via land use, zoning, and policy the city increases housing choice. This will enhance accessibility in De Pere while also righting the imbalanced costs of spread development.

Increasing density is only one element of growth, and it is important to recognize other issues, such as mixed land use, walkable design, and the inclusion of neighborhood public facilities, such as school and park sites, are also important elements of creating good neighborhoods.



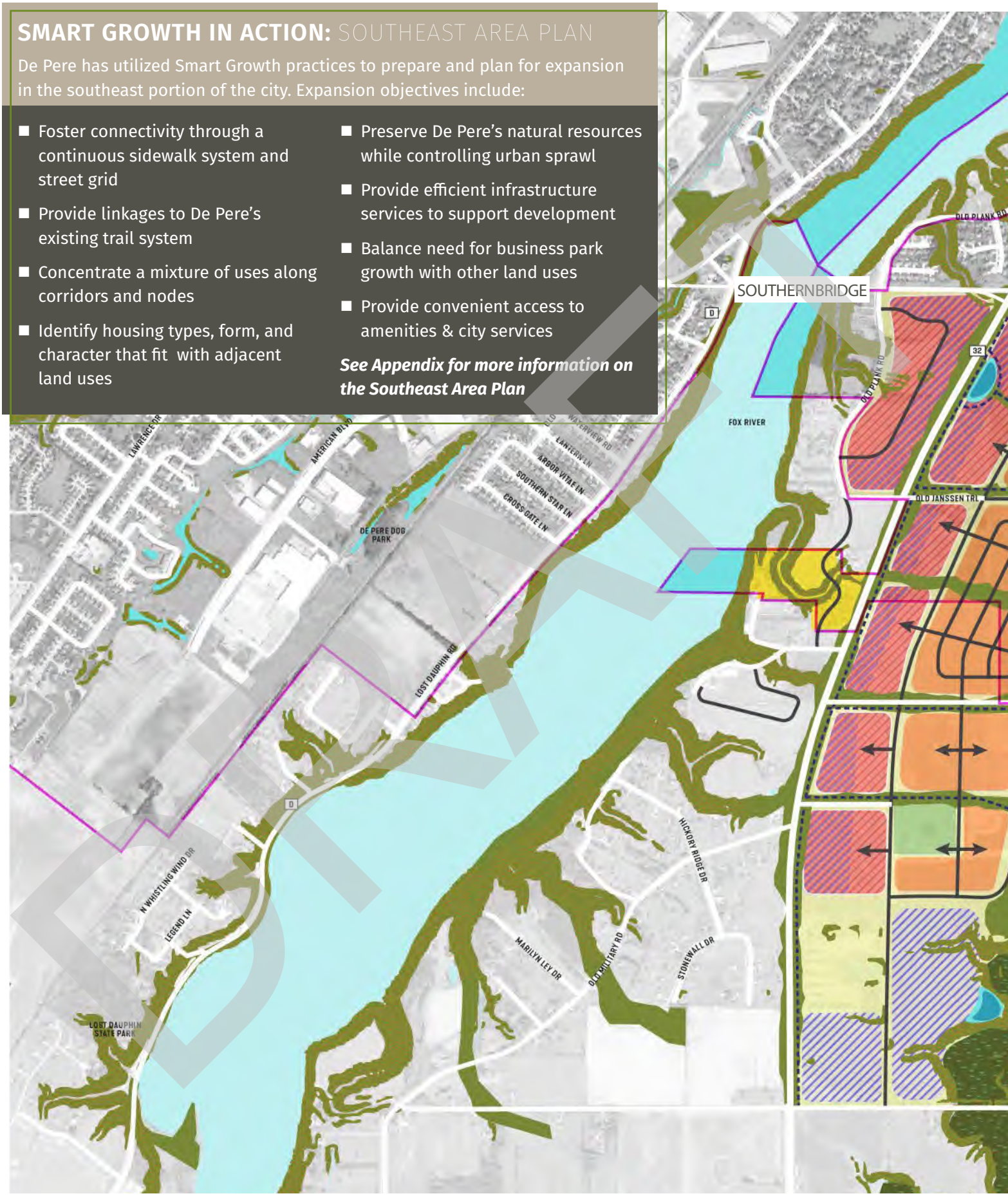
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SMART GROWTH IN ACTION: SOUTHEAST AREA PLAN

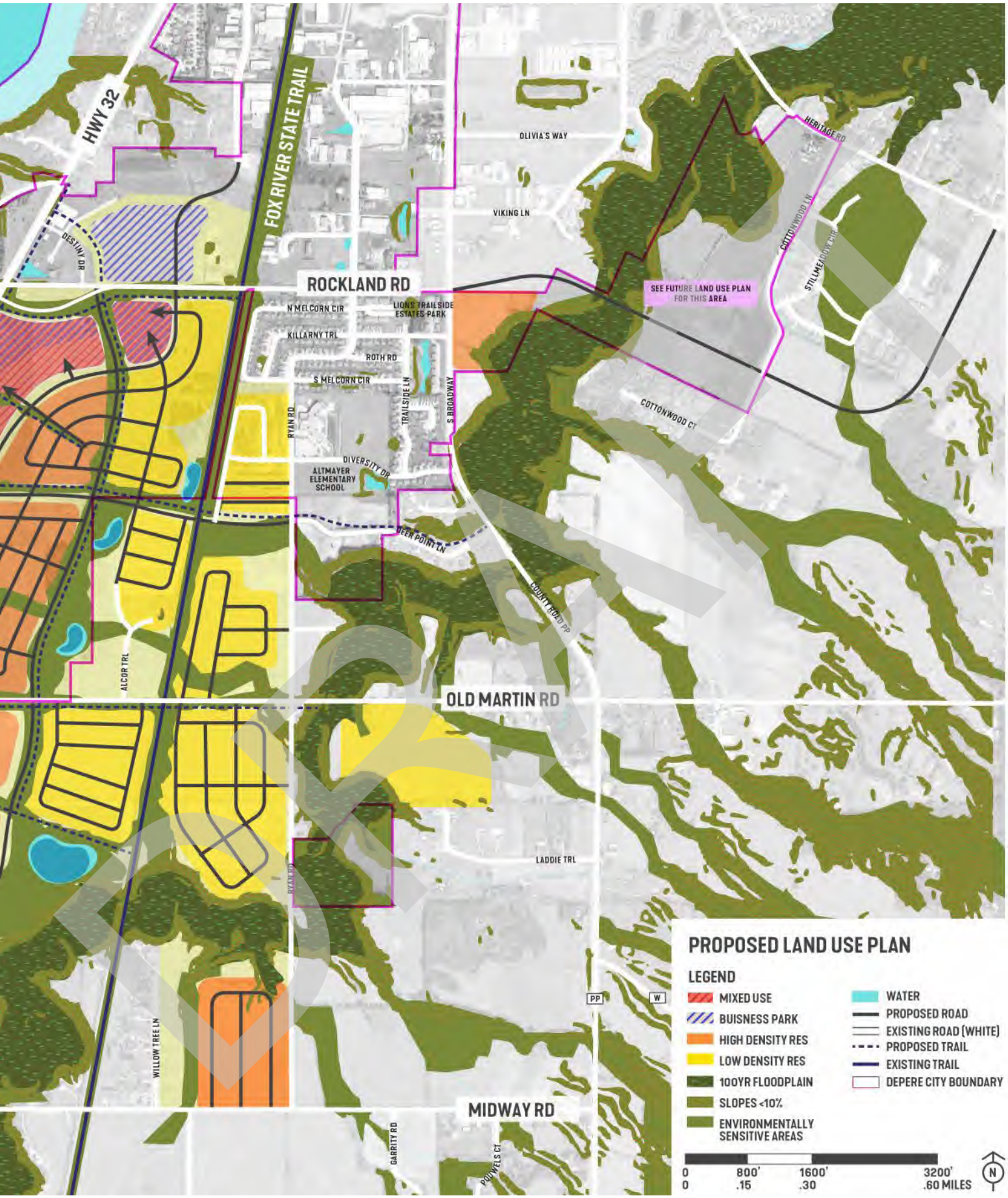
De Pere has utilized Smart Growth practices to prepare and plan for expansion in the southeast portion of the city. Expansion objectives include:

- Foster connectivity through a continuous sidewalk system and street grid
- Provide linkages to De Pere's existing trail system
- Concentrate a mixture of uses along corridors and nodes
- Identify housing types, form, and character that fit with adjacent land uses
- Preserve De Pere's natural resources while controlling urban sprawl
- Provide efficient infrastructure services to support development
- Balance need for business park growth with other land uses
- Provide convenient access to amenities & city services

See Appendix for more information on the Southeast Area Plan



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HWY 32
FOX RIVER STATE TRAIL
DESTINY DR
ROCKLAND RD
N MELCORN CIR
LIONS TRAILSIDE ESTATES PARK
KILLARNY TRL
ROTH RD
S MELCORN CIR
TRAILSIDE LN
S BROADWAY
RYAN RD
DIVERSITY DR
ALTMAYER ELEMENTARY SCHOOL
DEER POINT LN
ALCOR TRL
OLIVIA'S WAY
VIKING LN
HERITAGE RD
COTTONWOOD LN
STILLMEADOW CIR
SEE FUTURE LAND USE PLAN FOR THIS AREA
COTTONWOOD CT
COUNTY ROAD PP
OLD MARTIN RD
LADDIE TRL
WILLOW TREE LN
MIDWAY RD
GARRITY RD
POWELS CT
PP
W
PROPOSED LAND USE PLAN
LEGEND
MIXED USE
BUISNESS PARK
HIGH DENSITY RES
LOW DENSITY RES
100YR FLOODPLAIN
SLOPES <10%
ENVIRONMENTALLY SENSITIVE AREAS
WATER
PROPOSED ROAD
EXISTING ROAD (WHITE)
PROPOSED TRAIL
EXISTING TRAIL
DEPERE CITY BOUNDARY
0 0
800' .15
1600' .30
3200' .60 MILES
N

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URBAN RESERVE

OBJECTIVE:

A sufficient supply of vacant lands which can be provided with public services should be maintained in order to allow for continued orderly growth.

Future growth should be designed to encourage the following:

- Efficient land use
- Protection of farmland and natural areas
- Efficient provision of utilities services and infrastructure
- An efficient transportation system
- Locations for economic growth, and
- Diverse housing options

The Future Land Use Map identifies **Urban Reserve areas** which should be considered to be the City of De Pere's "smart growth" areas.

PRIMARY GROWTH

- Properties which can be more easily served and are more strategically located directly outside city boundaries should be a priority

SECONDARY GROWTH

- Properties slated for future developments located outside of an area with city-serviced utilities should be kept in a rural development holding pattern, until utility expansion is possible

URBAN AGRICULTURE AND COMMUNITY GARDENING

OBJECTIVE:

Enhance the quality of agricultural resources to provide sustainable land stewardship, economic opportunity, and local food options.

STRATEGIES:

- Research and support a plan to develop and promote community gardens and orchards
- Continue to permit community gardens as part of zoning and further expand allowable agricultural uses and activities within the community
- Utilize roof space where applicable for community gardens and urban agriculture





AGRICULTURAL RESOURCES

OBJECTIVE:

Work with the landowners to ensure the orderly and timely conversion of agricultural lands to other uses and to maximize the compatibility and minimize the conflicts between agriculture and adjacent land uses.

STRATEGIES:

- Rezone lands from exclusive agriculture when annexed into the community
- Do not permit the development of new large-scale livestock facilities within future growth areas of the City of De Pere
- Ensure future development in this area is consistent with the vision of the Comprehensive Plan, should the City of De Pere, the Town of Ledgeview and the Town of Rockland come to terms on a comprehensive border agreement
- Overtime, ensure an appropriate transition from the urban setting in the City of De Pere to the rural setting in the Town of Rockland through zoning and design guidelines

SEE ALSO:

- Section 5.2, ***Implementation***

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GATEWAY CORRIDORS

OBJECTIVE:

Promote high-quality, walkable, inviting gateway corridors at entrances to downtown and at city boundaries.

STRATEGIES:

- Position primary entrances to the street frontage
- Screen loading/service areas from residential areas
- Locate off-street parking in side or rear yard, not between building facade and street. Screen any parking visible from the street through landscaping or knee walls
- Promote pedestrian-scaled signage, especially blade/projecting signs and individual letter mounted signs
- Require front yards with pseudo-public amenities - hardscape extension of the sidewalk area, outdoor seating/dining, bike parking, or landscape
- Promote residential uses above active first floor uses
- When sites are redeveloped, provide safe, wide sidewalks between the building entrance, through the parking lot, and the street
- Promote uses that will be successful to fit the character of the area, gradually reducing auto-oriented uses (car dealerships, repair shops)
- Driveways that disrupt pedestrian routes should be avoided and replaced by shared access and side street access connections. By reducing the number of driveways, navigation to each site becomes simpler while the corridor becomes safer with fewer curb cuts and a narrow median
- Refer to the De Pere Zoning Ordinance for design criteria regulating streetscaping, flags, banners, seasonal decorations, lighting, parking landscaping and signage controls to aesthetically integrate land use areas
- Focus placemaking techniques on main entrance corridors of the city (Main Avenue, Scheuring Road, Broadway Street, CTH G, STH 32, STH 57, etc.)
- Rather than expanding the roads from two lanes to four lanes, landscaped boulevards with left-turn bays should be a desired alternative. Boulevards can create very appealing entrances into communities and can create a very positive first impression to visitors

BEST PRACTICE: WALKABLE SITE DESIGN

WHAT'S THE IDEA?

Safe pedestrian environments are a critical element of a vibrant mixed-use corridor. A pedestrian's needs are fairly basic: comfortable, safe and destinations within walking distance. The following are several of the necessary ingredients of an inviting walking environment:

- A mixed-use development pattern that is compatible with walking; trips are short and can be made on foot.
- Continuous sidewalks of appropriate width (5-12 ft depending on street use).
- Safe and frequent locations for crossing.
- Buffers between pedestrians and traffic in the travel lane.
- Interesting and inviting buildings which address the street with observable doors and windows.
- Comfortable places to sit and wait.

WHY IS IT IMPORTANT

Walkable, pedestrian-friendly sites are more accessible for neighbors, encouraging them to walk or ride from nearby neighborhoods or bus stops, or encouraging visitors to park once and have a friendly way to get between businesses without having to move the car.

- Improve attractiveness of buildings and amenities
- Strengthen the corridor character and neighborhood identity
- Improve visibility of existing businesses

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LAND USE ANALYSIS

A. EXISTING LAND USE INVENTORY

In order to plan for future land use and development in De Pere, it is necessary to consider existing land uses and development trends. A land use inventory, which classifies different types of land use activities, is an important means of identifying current conditions. In addition, by comparing land use inventories from previous years, various trends can be discerned which are helpful in establishing the plan for future land use.

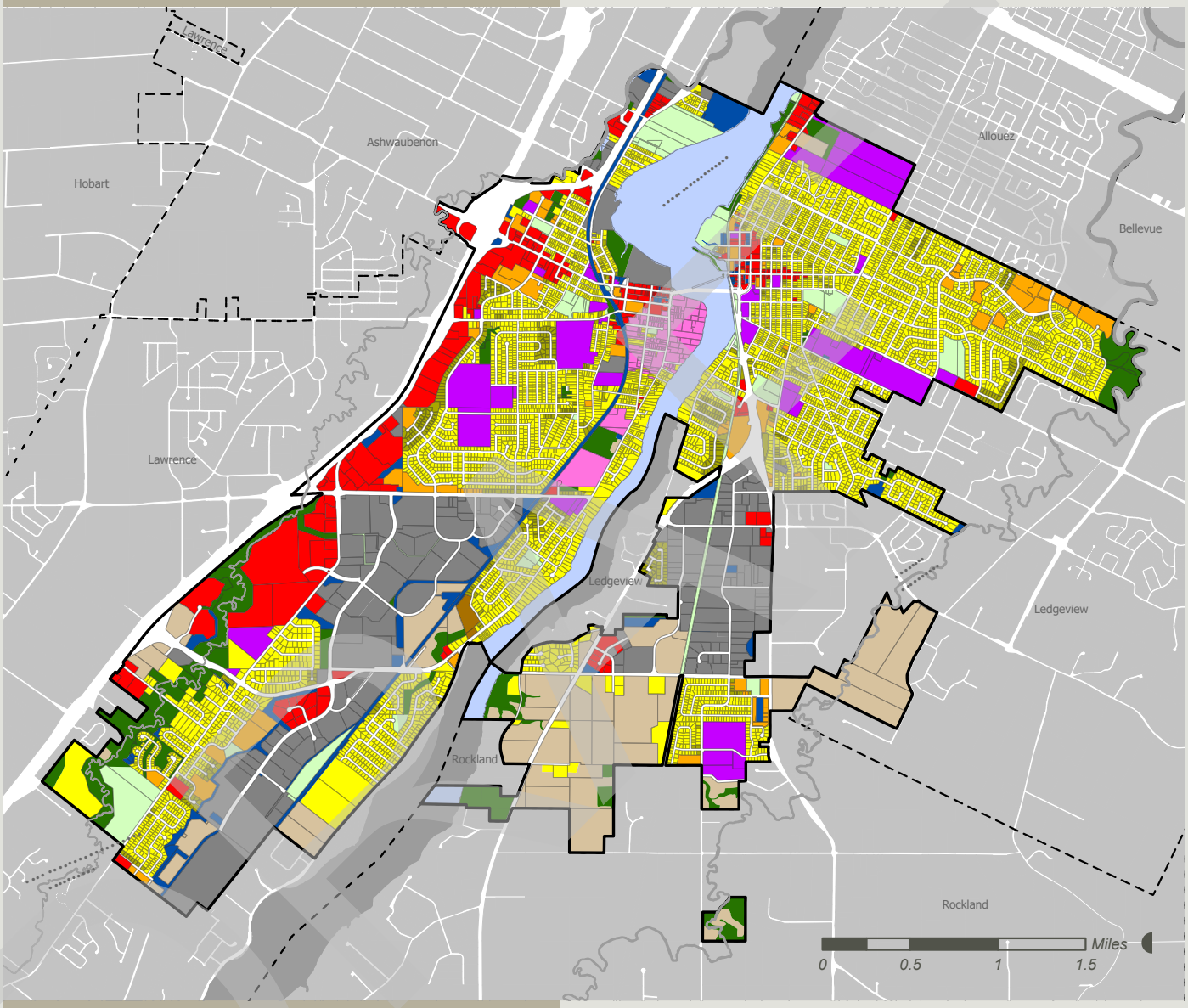
The key to a sustainable community is to provide a mixture of land uses which benefit the economic, cultural, and environmental base of the community. Specific actions, such as mixing appropriate land uses to create a viable transportation network for bicycling, transit, and pedestrians and encouraging development which enhances the social and environmental setting in which it is located is critical to developing a truly sustainable community. The land use inventory and analysis will provide the background data upon which future actions can be based.

Land Use	2009 Total Acre	2023 Total Acres	2023 Percentage
Single-Family	2,031	2,130	18%
Two-Family	202	194	1%
Multifamily	221	234	2%
Total Residential*	**2,454**	**2,558**	**22%**
Total Commercial	**475**	**553**	**5%**
Total Industrial	**985**	**1,082**	9%
Transportation	**1,264**	**83**	1%
Communication/Utilities	**88**	**140**	1%
Administration/Governmental Facilities	19	21	<1%
Educational Facilities	188	229	2%
Religious and Related Facilities	159	158	1%
Other Institutional Facilities (St. Norbert)	N/A	117	1%
Total Institutional/Governmental	**366**	**525**	4%
Total Outdoor Recreation	**420**	**266**	2%
Open Space	N/A	N/A	N/A
Agricultural Related	917	766	7%
Total Agricultural	**917**	**766**	7%
Rivers and Streams	484	529	5%
Woodlands	251	217	2%
Other Natural Areas	183	221	2%
Total Natural Areas	**918**	**966**	8%
GRAND TOTAL	**7,887**	**11,755**	100%

**Net density for residential land is 3.9 units/net acre*
Data Source: *City of De Pere (2021)*

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EXISTING LAND USE



Land in De Pere is predominantly residential in nature (22%), mainly serving single-family uses. Industrial uses take up the second highest amount of land in the City (9%), which will continue to grow as business parks expand.

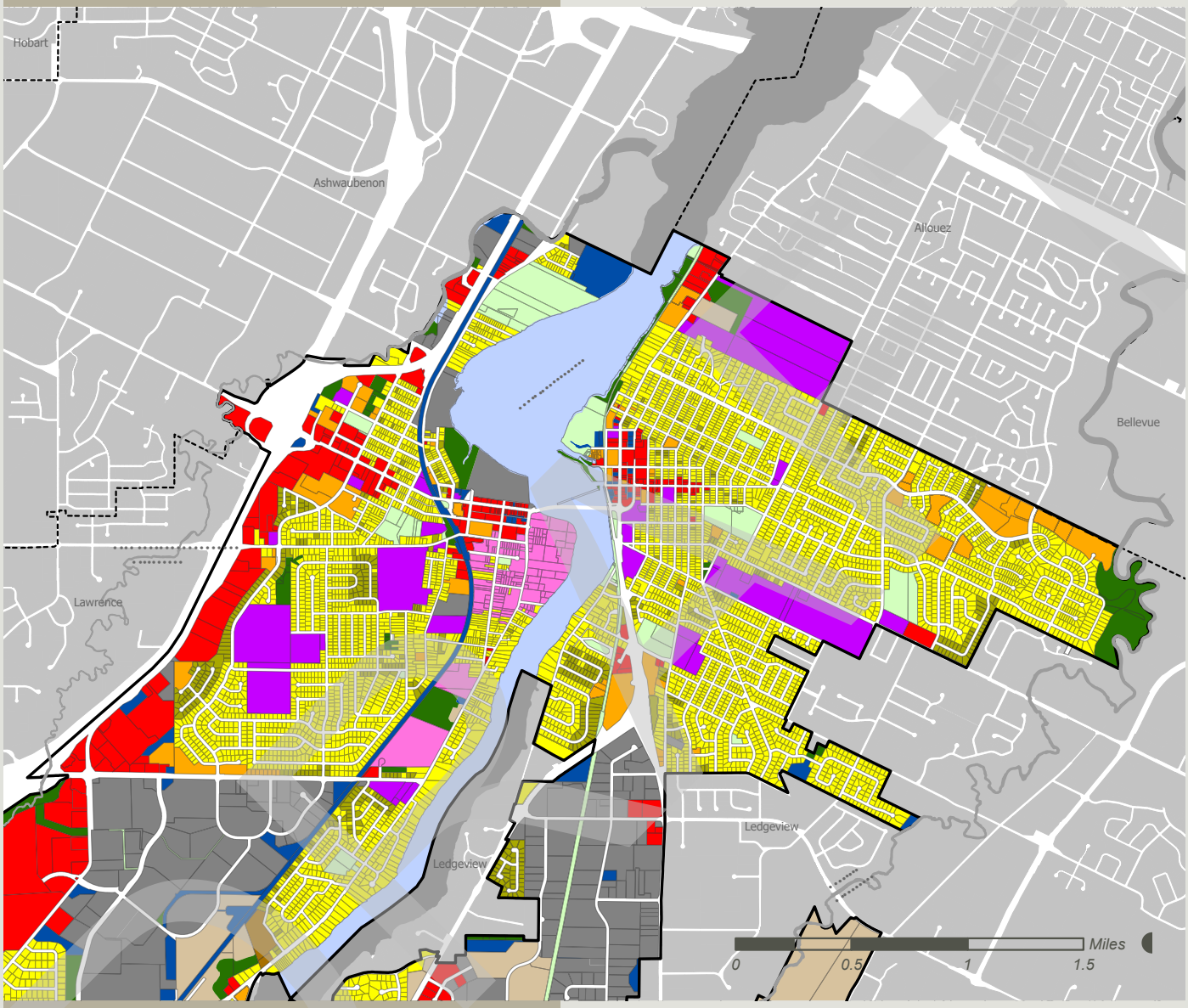
Natural feature preservation is an asset that has continued to support a culture of outdoor recreation within the City of De Pere. With 8% of De Pere's land use dedicated to natural areas, residents and visitors can enjoy trails along the Fox River, natural areas and woodlands.

- Single Family Residential
- Two Family Residential
- Multi-Family Residential
- Mobile Homes
- Commercial
- Religious and Institutional/ Governmental
- Industrial
- Transportation and Utilities
- Agricultural
- Parks and Recreation
- Natural Areas and Woodlands
- Water Features
- St. Norbert College
- Municipality Boundary
- City of De Pere

MAP TO BE UPDATED

Data Source: City of De Pere (2024)

EXISTING LAND USE - NORTH



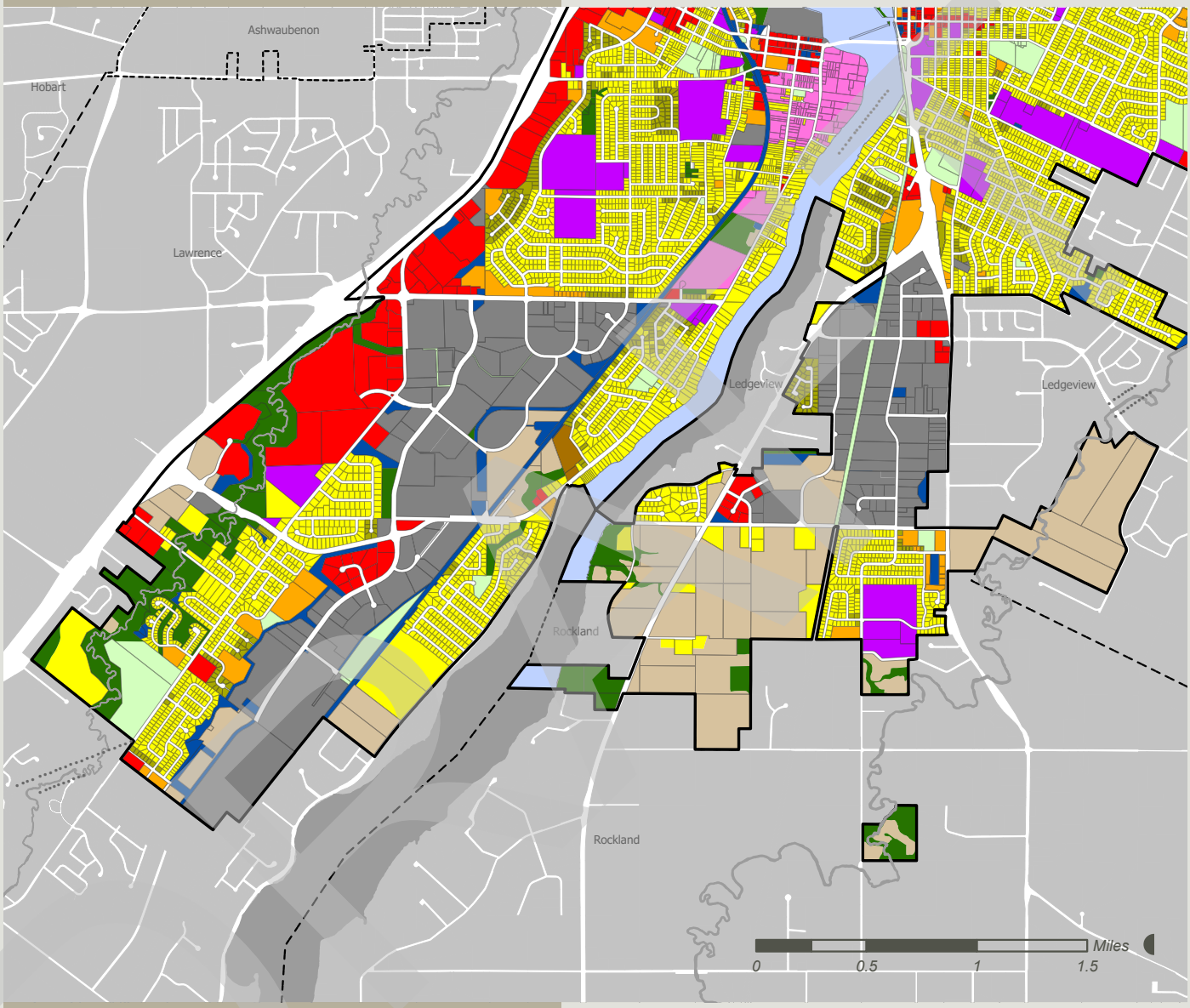
- Single Family Residential
- Two Family Residential
- Multi-Family Residential
- Mobile Homes
- Commercial
- Religious and Institutional/ Governmental
- Industrial
- Transportation and Utilities
- Agricultural
- Parks and Recreation
- Natural Areas and Woodlands
- Water Features
- St. Norbert College
- Municipality Boundary
- City of De Pere

MAP TO BE UPDATED

Data Source: City of De Pere (2024)

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EXISTING LAND USE - SOUTH



- Single Family Residential
- Two Family Residential
- Multi-Family Residential
- Mobile Homes
- Commercial
- Religious and Institutional/ Governmental
- Industrial
- Transportation and Utilities
- Agricultural
- Parks and Recreation
- Natural Areas and Woodlands
- Water Features
- St. Norbert College
- Municipality Boundary
- City of De Pere

MAP TO BE UPDATED

Data Source: City of De Pere (2024)

B. ZONING

Zoning is the most common regulatory device used by municipalities to implement plan recommendations. The major components of zoning include a written zoning ordinance and a zoning district map. The zoning ordinance includes specific language for the administration of the regulations. Included in the text are definitions, district use requirements, administrative procedures, sign and parking regulations, and other elements. The companion zoning district map defines the legal boundaries of each specified zoning district of the zoning ordinance.

The City has adopted development and design standards for multifamily residences, businesses, and industries to achieve an aesthetically attractive building environment that is practical, feasible, and an asset to owners, neighbors, and the city as a whole. City of De Pere Municipal Code Chapter 14 contains these standards that apply to any development within the following zoning districts:

RESIDENCE DISTRICTS

R-1 *Single-Family Residence District*

R-2 *Single- and Two-Family Residence District*

R-3 *General Residence District.*

R-4 *General Residence Office District*

BUSINESS DISTRICTS

B-1 *General Business District*

B-2 *Community Shopping District*

B-3 *Motor Highway Dependent District*

Hwy 41-A *Highway 41 Business Corridor: District A*

Hwy 41-B *Highway 41 Business Corridor: District B*

INDUSTRIAL DISTRICTS

I-1 *Industrial Park District*

I-2 *Limited Industrial District*

I-3 *General Industrial District*

A-1 *Agricultural District*

C-EO *Corporate-Executive Office District*

C-EO-2 *Corporate-Executive Office District-2*

I-B-1 *Industrial Business Park 1 District*

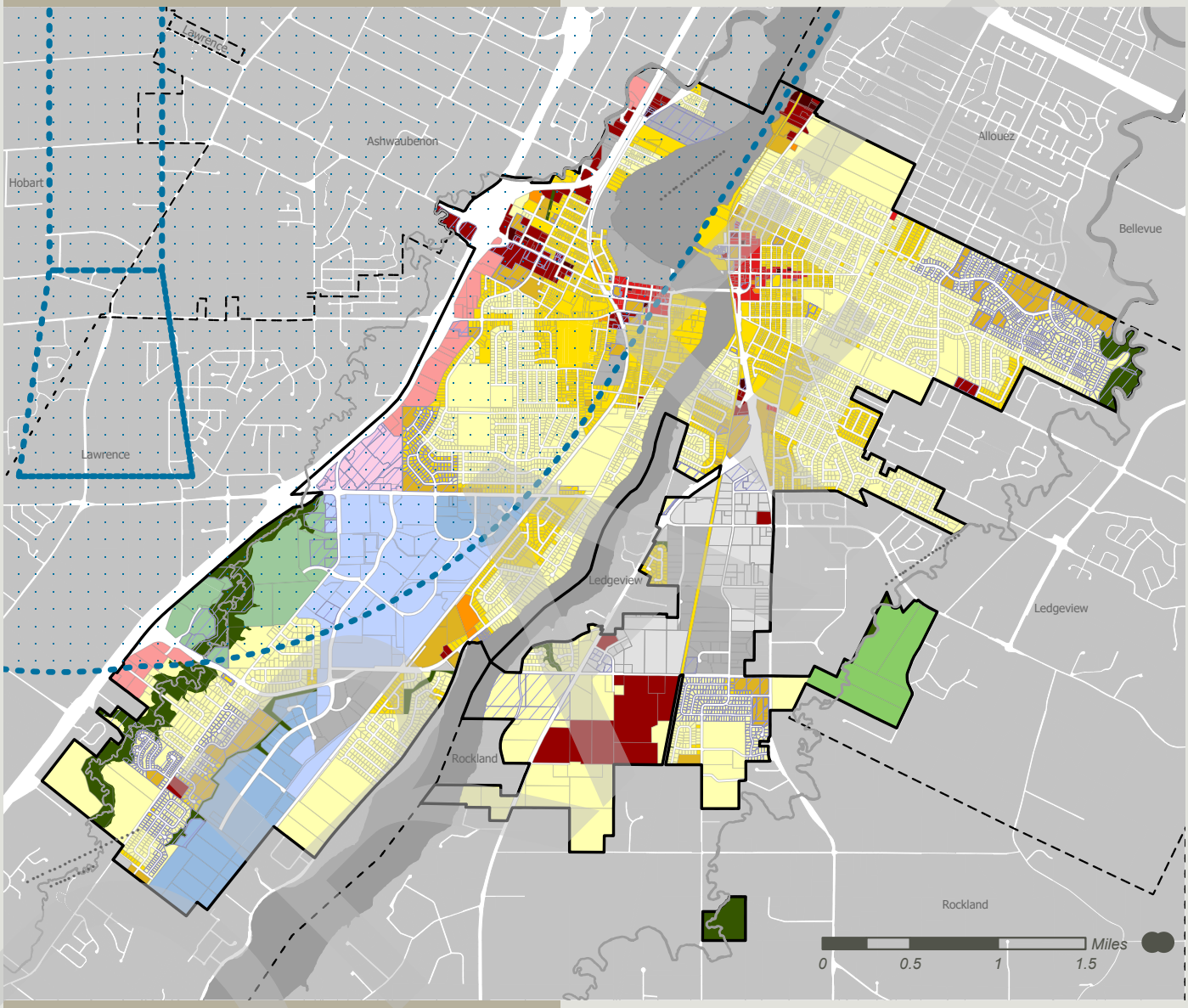
I-B-2 *Industrial Business Park 2 District*

Planned development district

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ZONING



Zoning takes into account existing land and how it's being used today, and envisions how it should be used in the future. The zoning code regulates both form and function of development on each parcel.

A large portion of the city is zoned residential, however there are integral pockets that serve industrial and commercial uses within the downtown, on the southeast side, and on the southwest side.

- A-1
- B-1
- B-2
- B-3
- C-EO
- C-EO-2
- HWY41-DISTA
- HWY41-DISTB
- I-1
- I-2
- I-3
- I-B-1
- I-B-2
- R-1
- R-2
- R-3
- R-4
- CON
- PDD
- Airport Zoning
- Municipality Boundary
- City of De Pere

Data Source: City of De Pere (2024)

MAP TO BE UPDATED

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C. LAND USE TREND ANALYSIS

SUPPLY & DEMAND

In order to identify current supply and demand of vacant residential land in the City, an analysis of the land parcel records from the Brown County Planning Commission was completed. The figure to the right identifies the annual number of new parcels created in the City of De Pere between 2016 and 2021. Corresponding with the COVID-19 pandemic and the impacts it had on economy and lifestyle, the number of new parcels created decreased dramatically from 2019 to 2022 and 2021. As the economy recovers and stabilizes, the available supply of vacant parcels will begin to decrease. Therefore it can be expected that there will be a need for additional new parcels of land for development as the economy continues to improve.

OPPORTUNITIES FOR REDEVELOPMENT

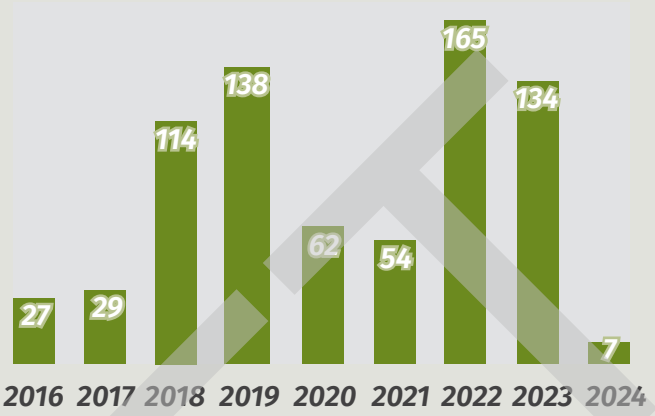
- Agricultural land to gradually decrease and be utilized for residential or business park usage
- SE Area Plan to catalyze Traditional Neighborhood Development (TND), town centers and business park expansion, with an emphasis on preserving natural features
- De Pere's downtown to increase in density, providing multi-family and mixed-use units where demand is present
- Residential areas adjacent to downtown to remain consistent with existing uses, while increasing mobility and connectivity to the downtown district, business parks, and surrounding nature trails and multi-use paths the community offers

SEE ALSO:

- Downtown ***(Section 3.2)***
- Southeast Area Plan & West Side Downtown Plan ***(Appendix)***

NUMBER OF NEW PARCELS CREATED

Brown County Tax Parcel Data, 2016-2024



BROWN COUNTY, WI

City of De Pere, 2024 Housing Market Fact Sheet

Median property values increased by 12.9% from 2022-2023

EXISTING & POTENTIAL LAND USE CONFLICTS

- Creating multi-family developments that blend harmoniously with surrounding neighborhood context
- Coordinating annexations, boundary agreements, and development activity for the City of De Pere and neighboring communities
- Consider density, connectivity, mixture of uses and community infrastructure needs as undeveloped areas continue to grow within the City. In addition, establishing Traditional Neighborhood Development (TND) standards to ensure that existing and future land uses exist cohesively

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LAND USE PROJECTIONS

The State of Wisconsin Comprehensive Planning Law requires communities to project their future land use needs for residential, commercial, industrial, and agricultural lands for a 20-year period in 5-year increments. In order to determine how much land the City of De Pere will need to continue to grow at its current rate, the land use inventories for 1980, 2003, 2009 and 2021 were first compared.

Based on American Community Survey Estimates *(US Census)* and annual growth rates from 2010-2020, De Pere's population is expected to grow by approximately 6,055 people between the years of 2020 and 2040. Based on the average of 2.34 people per household in the City, there will be a need for approximately 2,588 additional housing units in the next 20 years. However, this does not include the anticipated surge from the south bridge connector project.

POPULATION PROJECTIONS & ESTIMATES

United States Census Bureau American Community Survey Estimates

2040	31,064
2020	25,009
2010	23,225
2000	20,545

Based on a:

1.09% ***Annual Growth Rate from 2010-2020***

AVERAGE HOUSEHOLD SIZE

United States Census Bureau 2023 American Community Survey Estimates

2.3 *people*

Utilizing the existing housing percentages from the 2020 American Community Survey Estimates (above), of the 2,588 additional housing units needed, approximately 1,889 will be single-family units, 129 will be duplex units, and 569 will be multifamily units.

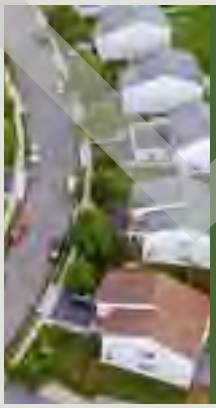
If the assumed residential acreage per single family housing unit is 1/3 acre, an additional 623 acres of single-family residential land will be needed to meet the current demand for this type of housing in the City through the year 2040. Additionally, as duplex units are typically placed on similarly sized parcels (approximately 1/3 acre) but contain two units, approximately 21 acres of land will be needed for two-family residential development.

In order to create a valid projection of multifamily acreage over the next 20 years, an analysis of existing multifamily developments was performed. The analysis utilized the 2010 Plan's assumption of 0.071 acres per multifamily unit. Therefore, taking the average 0.071 acres per multifamily unit and multiplying it by the projected 857 new multifamily units yields an acreage total of 40 acres required for future multifamily development.

UNITS BY HOUSING TYPES

United States Census Bureau 2022 American Community Survey Estimates. Projected Future Demand estimated for 2040

	Existing	Projected Future Demand
Single-Family	***7,399*** *(73%)*	*1,914 (74%)*
Duplex	***503*** *(5%)*	*129 (5%)*
Multi-Family	***2,212*** *(22%)*	*569 (22%)*
Total Units	***10,114***	***2,588***



SE AREA CONTRIBUTION & HOUSING SUPPLY

The city is anticipating southern expansion and development in the next 5-15 years due to the Southeast Area Plan. **The growth plan estimates an addition of housing units that would help fill the gap in projected future housing demand.** *For more details, see the Southeast Area Plan in the Appendix.*

SOUTHEAST AREA PLAN PROJECTED SUPPLY:

2,819 single-family units

(0.3 acre per unit)

2,532 multi-family units

(0.071 acre per unit)

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When all projected residential land uses are tabulated, it can be reasonably expected the City of De Pere will need to add approximately 685 acres for residential development.

The land use inventory found the ratio of land uses in the City of De Pere is currently approximately 1.00 acres of residential development for every 0.22 acres of commercial development, 0.42 acres of industrial development, 0.1 acres of recreational development, 0.03 acres of transportation infrastructure, 0.05 acres of communication/utilities infrastructure, and 0.2 acres of institutional/governmental facilities. Applying the 2022 land use ratios to the projected 685 acres needed for future residential development yields the need for another 148 acres of commercial land, 290 acres of industrial land, 71 acres of recreational land, 22 acres of transportation infrastructure, 37 acres of communication/utilities infrastructure, and 141 acres of governmental/institutional facilities during the 20-year planning period, thereby totaling 1,394 acres of land. The table below provides a trend analysis of residential, commercial, industrial, and agricultural land uses for the years of 1980, 2003, 2009 and 2022.

PROJECTED RESIDENTIAL ACREAGE DEMAND BY HOUSING TYPES

United States Census Bureau 2016-2020 American Community Survey Estimates

Single-Family	***623 acres***
Duplex	***21 acres***
Multi-Family	***40 acres***
Total Acreage	***685***

384 Total Acres of Undeveloped Land

Based on the City of De Pere 2022 Land Use Breakdowns



PROJECTED LAND USE NEED, 2040 (ACRES)

Land Use	*Acres*
Residential	685
Commercial	148
Industrial	290
Recreation	71
Transportation	22
Communication/utilities	37
Governmental/institutional	141
TOTAL	**1,394**

DE PERE LAND USE 1980-2021

Land Use	*1980 (Total Acres)*	*2003 (Total Acres)*	*2009 (Total Acres)*	*2022 (Total Acres)*	*Total Change (1980-2021)*
Residential	1,105 acres	2,208 acres	2,454 acres	2,558	1,453 acres
Commercial	228 acres	323 acres	475 acres	553	325 acres
Industrial	192 acres	856 acres	985 acres	1,082	890 acres
Agricultural	1,196 acres	1,106 acres	917 acres	766	-430 acres

Data Source: *City of De Pere (2021)*

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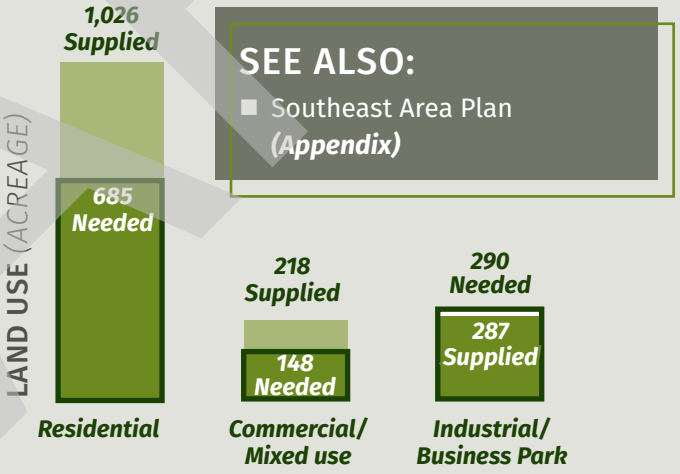
Based on the past 20 years of population growth, population projections, and current land uses within De Pere, it is assumed a base level of approximately 1,394 additional acres of land will be needed to accommodate the City's growth over the next 20 years. In order to account for market factors, such as the willingness of property owners to sell land, a flexibility range of 5-15 percent of the required acreage was factored into the total, resulting in a range of 1,464 acres of new development on the low end to 1,604 acres of new development on the high end over the next 20 years. The acreage range is based on the underlying assumptions regarding population growth, single-family residential density, and land use ratios continuing to hold true. It is important to note even relatively minor changes in any of these three factors could significantly impact the projected future acreage required for the City of De Pere. The chart below identifies the five-year growth increments for the City of De Pere. The increments are based on past trends and the projected future acreage requirements of the City of De Pere.

Due to COVID-19 impacts on retail and office space market demands, the city will continue to place an emphasis on mixed-use development within the downtown in order to adapt and reuse space that was previously utilized by office/retail before the pandemic. While land use ratios will stay the same, residential and commercial net densities will increase over time.

In addition, the Future Land Use Map graphically identifies the anticipated Growth Service Areas in 10 and 20 year increments, generally consistent with the City's exclusive service agreement with the Green Bay Metropolitan Sewerage District (GBMSD). The city is anticipating southern expansion and development in the next 5-10 years due to the Southeast Area Plan. The growth plan estimates an addition of 1,530 acres of mixed use, low/high density residential, and business park use, which helps to meet some of the projected land use need identified for the next 20 years.

SOUTHEAST AREA PROJECTED LAND USE SUPPLY

Acreage needs are based on Projected Land Use Need for 2040. A detailed summary of projected acreage supplied by the Southeast Area Plan can be found in the Southeast Area Plan portion of the Appendix.



SEE ALSO:

- Southeast Area Plan *(Appendix)*

FIVE-YEAR GROWTH INCREMENTS FOR THE CITY OF DE PERE *(TOTAL ACRES)*

Use	Year				
	2022 (Existing)	2025	2030	2035	2040
Residential	2,558	2,729	2,901	3,072	3,243
Commercial	553	590	627	664	701
Industrial	1,082	1,154	1,227	1,299	1,372
Agricultural	766	It is expected agricultural land uses within the city will continue to decrease as they are converted to other uses and as the city continues to grow. On occasion, the agricultural areas in the city may increase due to an annexation of agricultural land from a surrounding town. However this will be for a relatively short time until those lands are also converted to a developed use.			

Data Source: *City of De Pere (2021)*

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D. FUTURE LAND USE

The future land use plan provides the vision of how the City of De Pere can look 20 years from now, building on what's existing today. The recommendations regarding the location, density, and design of future development are the cornerstone of the overall plan. The future land use plan is the composite of the goals, objectives, and recommendations contained in all of the chapters.

It is important to note that the Future Land Use Map does not take the place of the City's official zoning map. Instead, the Future Land Use Map is to be utilized as a reference when reviewing proposed rezoning applications to ensure consistency between rezoning actions and the comprehensive plan. In addition to the Future Land Use Map, the Planning Commission and City Council should utilize the plan's goals, objectives, and recommendations to formulate a sound basis for zoning decisions.

RESIDENTIAL

Neighborhood Residential

Multi-Family Residential

COMMERCIAL

Mixed-Use Neighborhood Nodes

Downtown Mixed-Use

Mixed-Use Corridors

Highway Commercial

EMPLOYMENT

Business Park

Industrial

Institutional/Governmental Facilities - Public

Institutional/Governmental Facilities - Private

Institutional/Governmental Facilities - St. Norbert College

OPEN SPACE

Parks & Recreation

Natural Areas

Utilities - Public

Utilities - Private

Utilities - Transportation

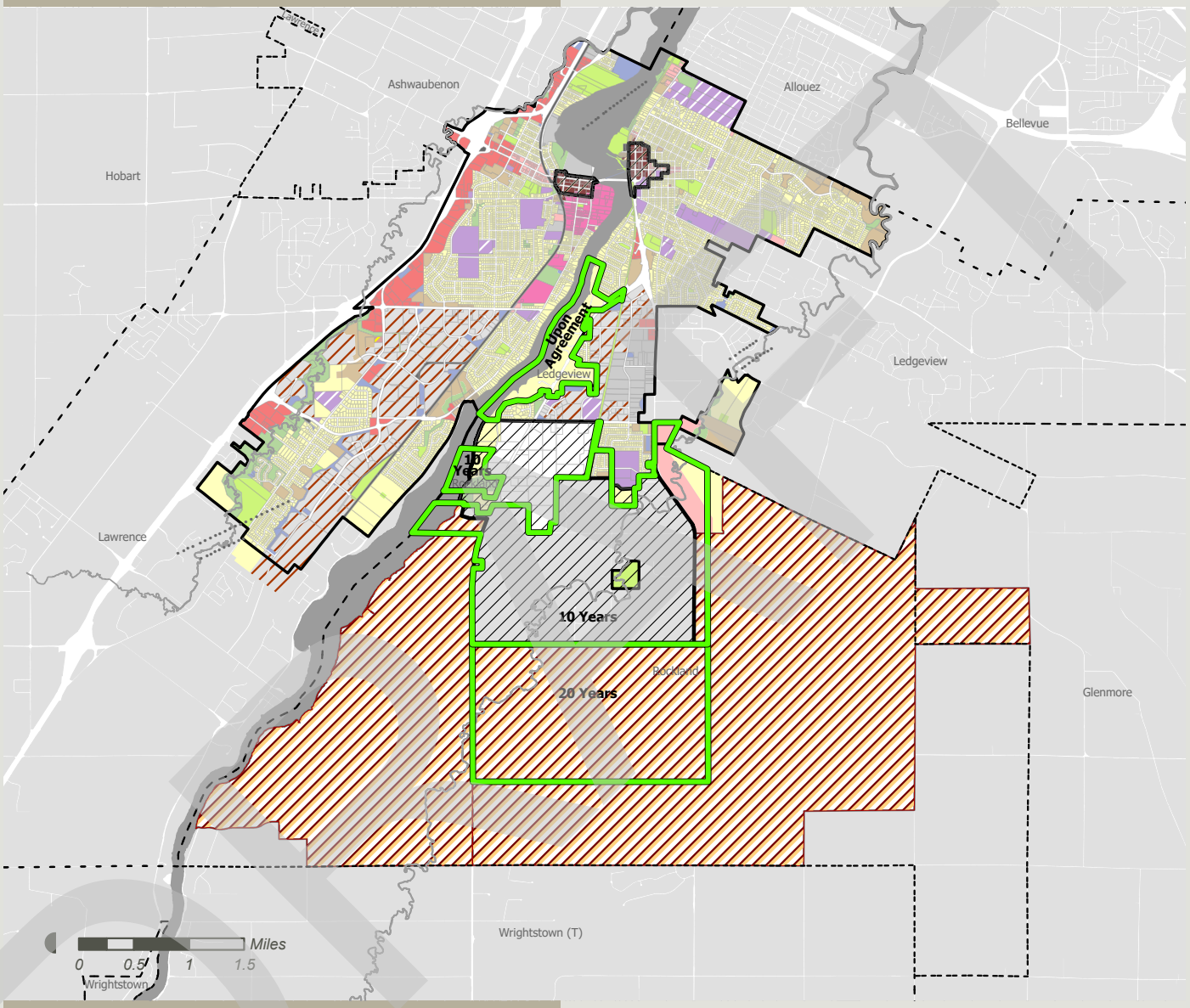
URBAN RESERVE AREA

See Southeast Area Plan

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FUTURE LAND USE



The updates to the Future Land Use map emphasize a mixture of residential typologies and commercial uses throughout the downtown and along key nodes and routes within the community.

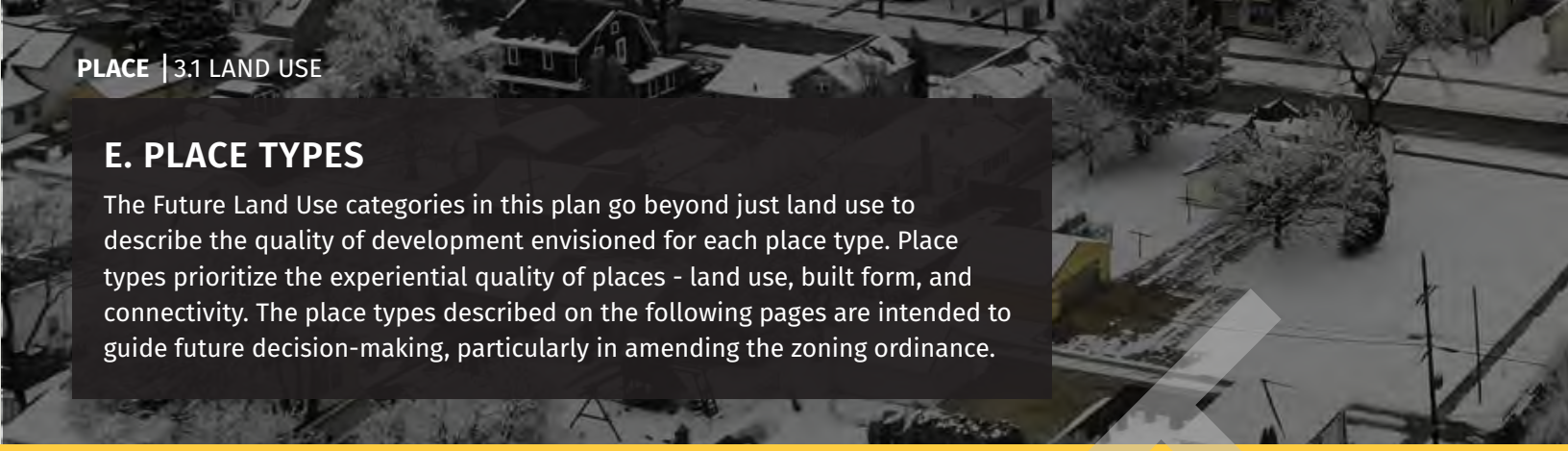
The Future Land Use plan serves as a blueprint for expansion, identifying Growth Service Areas and Urban Reserve Areas to guide future development. Future expansion should be based on the overall themes of equity, sustainability, efficiency, integration, and connectivity.

- Neighborhood Residential (including multi-family)
- Multi-Family Residential
- Mixed-Use Neighborhood Nodes
- Downtown - Mixed Use
- Mixed-Use Corridors
- Highway Commercial
- Business Park
- Industrial
- Institutional/Governmental Facilities - Public (including schools and school parks)
- Institutional/Governmental Facilities - Private
- Institutional/Governmental Facilities - St Norbert College
- Parks & Recreation
- Natural Areas
- Utilities - Public
- Utilities - Private
- Utilities - Transportation
- Urban Reserve Area (Future Neighborhod and Mixed Use)
- Sub-Area Plan - West Downtown Vision Plan; Sub-Area Plan - SE Area Development Plan; Sub-Area Plan - Cultural District Master Plan
- Growth Service Area
- Municipality Boundary
- City of De Pere

Data Source: City of De Pere (2024)

MAP TO BE UPDATED

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E. PLACE TYPES

The Future Land Use categories in this plan go beyond just land use to describe the quality of development envisioned for each place type. Place types prioritize the experiential quality of places - land use, built form, and connectivity. The place types described on the following pages are intended to guide future decision-making, particularly in amending the zoning ordinance.

RESIDENTIAL

EXISTING LAND USE

Of the developed land uses, residential land use is the dominant category. In 2022, the City of De Pere has 2,558 acres devoted to residential land use, which accounts for 22% of the City. This trend has increased steadily over the last few decades. The presence of suitable land, availability of public services, and the City's location within the Green Bay Metropolitan Area and close proximity to the Appleton-Oshkosh Metropolitan Area have helped contribute to this trend.

In terms of location, the heaviest concentration of residential land use is north of Scheuring Road on the City's west side and north of O'Keefe Road on the City's east side. New residential development has been focused in four primary areas of the City. On the west side of the Fox River, the Lawrence Drive area southwest of the De Pere Business Park and the area to the immediate west of Lost Dauphin Road have seen areas of growth. On the east side of the Fox River, the Old Plank Road area and areas on the far east side near East River Drive have seen development.

Since 2003, east side residential growth has been most prominent south of Rockland Road in the vicinity of Altmayer Elementary School. Residential will continue to grow with the development of the Southeast Area Plan on the far southeast side.

The older residential parts of the city near the downtown have a healthy mixture of single-family, two-family, and multifamily structures. As the city grew, the residential uses tended to become more separated into their own distinct areas, creating large tracts of only one housing type like the north side of Scheuring Road. Although the trend in the city since World War II has been toward separating residential housing types, areas on the far east side of De Pere (River Park Planned Development District) have developed with a mix of apartments, condominiums, and single-family residences in proximity of the East River, which has provided some variability in the City's housing. The city has also experienced successful redevelopment efforts with multifamily residential development within the downtown.

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SEE ALSO:

- Housing ***(Section 3.3)***

FUTURE LAND USE

NEIGHBORHOOD RESIDENTIAL	MULTI-FAMILY RESIDENTIAL
DESCRIPTION	
Single family and multi-family homes (i.e. townhome, duplex, apartments) with more options for residents who are seeking larger lot sizes and lower densities. These areas have access to open space, trails and other neighborhood amenities	Mixed housing types, provisions of public utilities and services, neighborhood commercial uses, and well-connected, appropriately designed streets
LOCATION	
Lower density areas, often adjacent to Multi-Family Residential and Mixed-Use areas; Southwest area between Lawrence and Lost Dauphin Road; Along Plank Road and between CTH PP and the Fox River State Trail to Old Martin Road	Neighborhood nodes surrounding downtown and along major corridors
ZONING	
R-1 & R-2	RM-1 and RM-2
OPPORTUNITIES	
■ Reinvestment in historic building stock ■ New development should be compatible with existing neighborhood fabric ■ Street trees, curb lawns, ADA accessible/walkable access to parks, native landscaping ■ Accommodate additional dwelling units ■ Traffic calming infrastructure & slow zones, shared right-of-ways	■ Attached residential (townhouses, duplexes, triplexes, fourplexes, live-work units, apartment buildings and accessory dwelling units) ■ Support a mixture of rental/for sale units ■ Density bonus incentives ■ Well-connected neighborhoods through traffic calming infrastructure, slow zones, painted mid-block crossings, separated bike lanes ■ Promote infill and development of vacant lots to meet demand for future residential growth and minimize the demand for additional city services and facilities ■ Scatter attached housing types throughout the residential areas rather than confined to a few areas of the city ■ Design standards for new development/rehab ■ Street trees, curb lawns, ADA accessible/walkable access to parks, native landscaping

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COMMERCIAL/MIXED USE

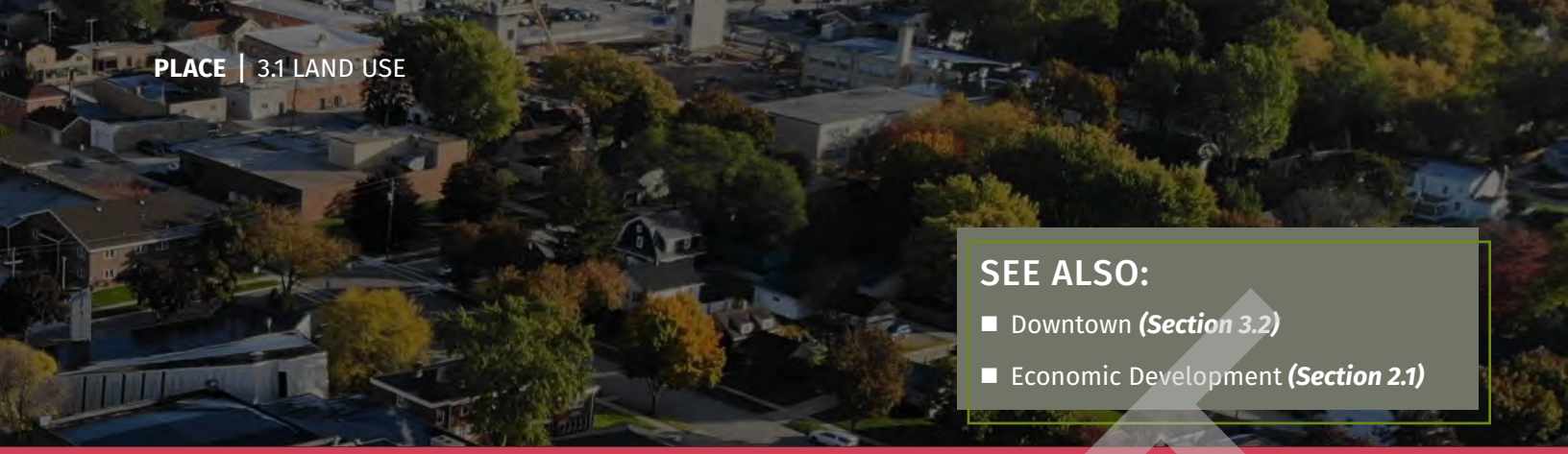
EXISTING LAND USE

Commercial land uses occupies 553 acres in 2022, or 5% of the City. The major concentration of commercial land use exists in both the east and west sides of the downtown area. De Pere has been successful in blending new redevelopment activity in the downtown area with the preservation of existing older historical structures. Commercial uses have been developing outside of the downtown on the west side along corridors, such as Main Avenue, and in the Scheuring Road/I-41 interchange area. This commercial development tends to be more auto-oriented with large parking lots either in front of or surrounding the commercial uses.

FUTURE LAND USE

MIXED-USE NEIGHBORHOOD NODES	DOWNTOWN MIXED-USE
DESCRIPTION	
Designed to reinforce positive identity, character, comfort, and convenience of surrounding neighborhoods, and access for pedestrians and bicyclists must be a priority	Traditional downtown designs with on-street parking, mixed land uses, relatively small lots, minimal or no setbacks, pedestrian amenities, and related features, with access to the Fox River and other natural features
LOCATION	
Located within walking distance of residential uses along secondary corridors	Primary corridors within east and west sides of downtown
ZONING	
MX2, GX1, GX2	MX1, MX2, GX1, and GX2
OPPORTUNITIES	
■ Provide year-round gathering space accessible to all residents ■ Encourage mixed uses, and provide goods and services geared towards the immediate neighborhood ■ Balance parking with green space, street trees, green stormwater infrastructure, public art and streetscape design ■ Ground-floor retail with residential units on the upper floors, ensuring a percentage of housing stock is affordable ■ Limit driveways and encourage shared alley access ■ Beacons & signals, bike lanes/bike parking	■ Commercial uses located on the first floor with residential/office uses on the upper level to provide live/work (mixture of rental/for-sale) ■ Pedestrian refuge islands, protected/separated bike lanes, wide sidewalks, limited driveways, shared access to parking, bike parking ■ Street trees/streetscape design, green stormwater infrastructure, public art, rear yard/parking lot landscape buffers ■ Adaptive reuse ■ Density bonus incentives

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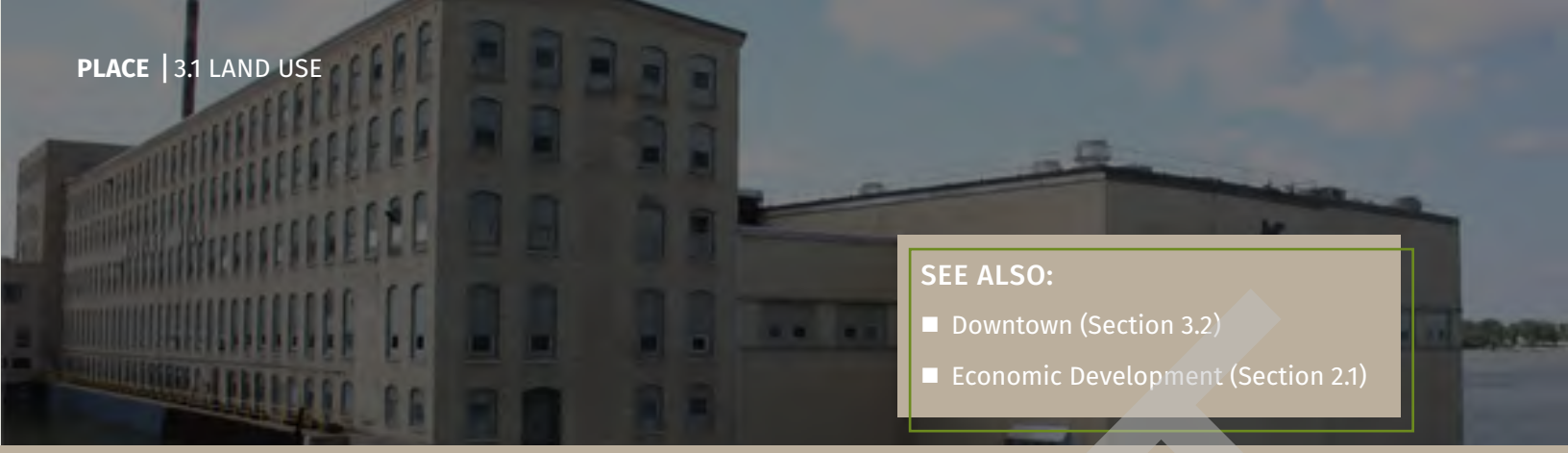


SEE ALSO:

- Downtown ***(Section 3.2)***
- Economic Development ***(Section 2.1)***

MIXED-USE CORRIDORS	HIGHWAY COMMERCIAL
DESCRIPTION	
Provides a strong transition between downtown commercial uses and adjacent residential neighborhoods	Excellent visibility, accessibility and location for motels, restaurants, office buildings, etc
LOCATION	
Along entryways and gateways into the downtown, neighborhood nodes & the southeast area	Primary corridors outside of downtown, regional connectors
ZONING	
MX2, MX3, GX1, GX2	C, O
OPPORTUNITIES	
■ Grab some ideas from the gateway corridors above ■ Use placemaking techniques like public art, wayfinding and natural landscaping to create a "sense of arrival" ■ Gradually increase residential uses as the market for commercial/office space becomes less concentrated ■ Encourage mixed uses, and provide goods and services geared towards the immediate community node ■ Balance parking with green space, street trees, green stormwater infrastructure, public art and streetscape design ■ Limit driveways and encourage shared alley access ■ Beacons & signals, bike lanes/bike parking	■ Reducing parking dominance along corridor frontages ■ Encourage buildings fronting the street ■ Sites designed to minimize noise, light, and traffic impacts on adjacent residential neighborhoods ■ Balancing walkable access for neighbors with vehicular access/parking ■ Limit driveways and encourage shared access ■ Encourage Transit Oriented Development to support density ■ Protected bike lanes, raised crosswalks, signal timing improvements, bike parking ■ Street trees/streetscape design, green stormwater infrastructure, public art, rear yard/parking lot landscape buffers

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SEE ALSO:

- Downtown (Section 3.2)
- Economic Development (Section 2.1)

EMPLOYMENT

EXISTING LAND USE

Industrial land uses occupies 1,082 in 2022, or 9% of the City, and are confined primarily to the East De Pere Industrial Park in the southeastern area of the City, the West De Pere Business Park on the west side of De Pere, and the Thilmany Paper Mill on the west shores of the Fox River in downtown De Pere. Industrial uses are primarily manufacturing, processing, or wholesaling.

FUTURE LAND USE

INDUSTRIAL PARK	BUSINESS PARK
DESCRIPTION	
Mix of industrial and business uses and supportive infrastructure that preserves the functionality and character of a working industrial district and employment center	Mixture of intensive business uses, providing new areas for existing businesses to expand or relocate, and new businesses to grow
LOCATION	
Located adjacent to low-density residential uses, in close proximity to regional connector corridors and interchange areas	Located adjacent to residential and mixed-use areas, in close proximity to regional connector corridors and interchange areas
ZONING	
I	O, BP-1, BP-2
OPPORTUNITIES	
■ Expand the industrial park to the southeast ■ Provide abundant landscaping to soften any impact on existing homes within the area ■ Transitioning industrial uses to be compatible with surrounding existing character ■ Potential for industrial infill and adaptive reuse ■ Parking for visitors and workers with parking lot landscaping and green infrastructure ■ Street design compatible with existing industrial fabric, accommodation of large trucks and multiple users ■ Street trees, streetscape design, curb lawns, open space and landscape buffer requirements	■ Create employment opportunities for De Pere and other metropolitan area residents as well as build and diversify the City's overall tax base ■ Encourage infill development south of the Southbridge Business Park ■ Potential for adaptive reuse of traditionally industrial spaces to serve office and business park uses ■ Parking for visitors and workers with parking lot landscaping and green infrastructure ■ Green roofs, urban farms & other agricultural uses for research & development ■ Street trees, streetscape design, curb lawns, open space and landscape buffer requirements

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SEE ALSO:

- Economic Development ***(Section 2.1)***

INSTITUTIONAL

EXISTING LAND USE

Educational facilities and religious/related facilities are the largest subcategories of the City's institutional uses. De Pere is home to St. Norbert College on the west shores of the Fox River and seven public schools. Within the City, the West De Pere School District includes a high school, middle school, and elementary school, and the Unified School District of De Pere serving De Pere's east side includes a high school, intermediate school, and two elementary schools. Additional institutional uses are scattered throughout the community, including St. Norbert Abbey, Notre Dame of De Pere parochial school on South Huron Street, Syble Hopp School, and Our Lady of Lourdes parochial school west of Suburban Drive. De Pere also has a mixture of other institutional uses, including two fire stations, city hall, public works garage, post office, library, and churches. The institutional land use total of 525 acres represented 4% of the city in 2022.

FUTURE LAND USE

INSTITUTIONAL/GOVERNMENTAL FACILITIES

DESCRIPTION

Supports uses such as schools, public buildings, and churches

LOCATION

Blending with mixed use corridors and residential neighborhoods

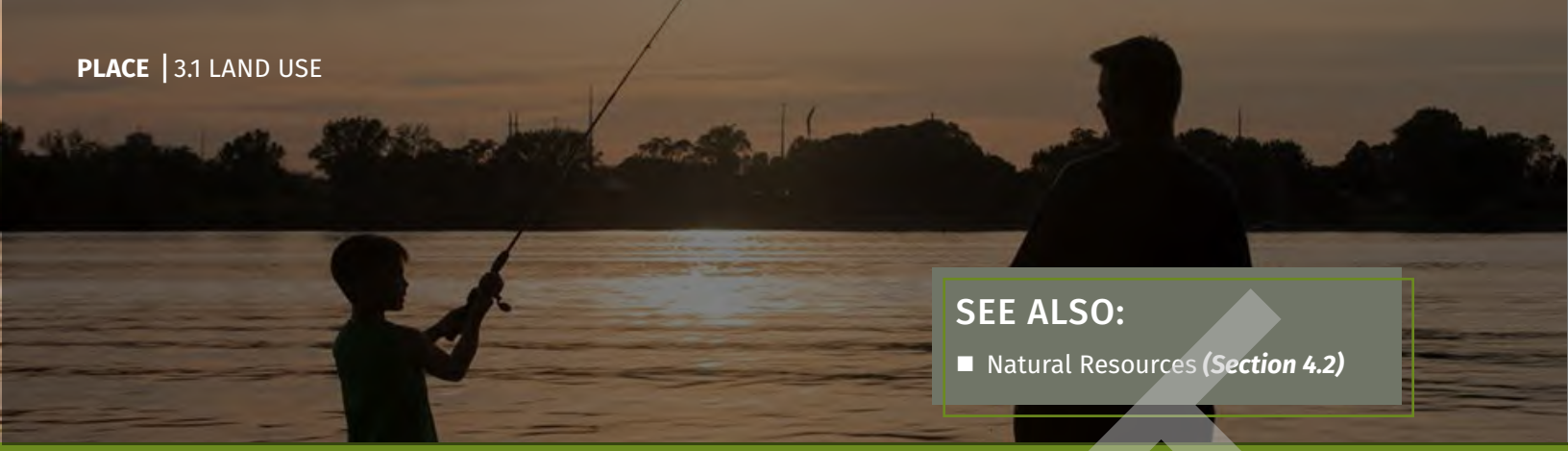
ZONING

PI-1, PI-2

OPPORTUNITIES

- Design standards for new development/rehab
- Traffic calming infrastructure and slow zones (pedestrian refuge island, neighborhood traffic circle, curb extensions, speed humps)
- Painted mid-block crossings and separated bike lanes
- Street trees, curb lawns, reforestation & native landscaping
- ADA accessible/walkable access to facilities

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SEE ALSO:

- Natural Resources ***(Section 4.2)***

OUTDOOR RECREATION & NATURAL AMENITIES

EXISTING LAND USE

The 2022 land use inventory indicates that De Pere contains 266 acres of outdoor recreation, which comprises 2% of the city. This figure includes the Brown County Fairgrounds, school-affiliated athletic fields and playgrounds and various city parks.

Almost all of the natural areas in the city are associated with the Fox River, Ashwaubenon Creek, or the East River, and they account for 966 acres, or 8% of the city. The Fox River is considered the single largest natural area in the city, while the area along Ashwaubenon Creek is the largest land-based natural area in the city. The Ashwaubenon Creek Parkway consists of its ravine and associated floodplain, which runs from the southwestern area northwest through the De Pere Business Park into the Town of Lawrence. Although much of the Fox River shoreline is developed with commercial, industrial, residential and institutional uses, there are some areas where parks and the conversion of former railways to trails have provided public access to the waterfront.

FUTURE LAND USE

PARKS AND RECREATION	NATURAL AREAS
DESCRIPTION	
Small parks, playgrounds, or other open spaces	Primarily passive in nature, but could contain multi-purpose trails and associated amenities, such as park benches and or picnic tables. Can be used for walking, biking, picnicking and general access to waterways
LOCATION	
Situated along neighborhood streets in order to maintain safety, accessibility and viability	N/A
ZONING	
PI-1, PI-2	CON
OPPORTUNITIES	
■ Complement the larger community parks (VFW Park and Legion Park as well as school-related playgrounds and athletic fields ■ Improve, and develop parks and recreation facilities that respond to relevant needs and secures assets for the future ■ Enhance non-motorized connections to amenities, providing shared use trails as well as connections to on-street bike facilities ■ Mid-block crossings, pedestrian refuge islands at trail heads and proximity to transit stops ■ Historical, educational, and wayfinding signage	■ Additional parkways along smaller waterways should be created to enhance the water features and to create off-street pedestrian and bicycle paths ■ Environmentally sensitive areas (ESA's) should be included in the design of developments as integral amenities and maintained in common ownership and utilized in the design of stormwater management facilities ■ Incorporate reforestation and native landscaping where applicable

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3.2 DOWNTOWN

Goal: Support downtown as a vibrant and charming destination for residents and visitors that has connectivity to the Fox River, and is an accessible, walkable and unified district for all.

De Pere, with its traditional central district, owes its development to a strategic location at a falls along the Fox River, just five miles from its mouth into Green Bay. While separated by the Fox River, both east and west sides of the river comprise the city's central hub and the river is a uniting, not dividing feature.

De Pere is a vital and economically strong community with a solid employment base, growing population, and educational and cultural resources such as St. Norbert College. The east and west downtowns are connected by the striking Claude Allouez Bridge that spans over the Fox River. The river, together with its rapids, remains the city's defining feature and greatest natural resource, and continues to present tremendous opportunities.

The City of De Pere has done a remarkable job of maintaining a quality downtown by mixing the restoration of historical structures with redevelopment opportunities that are sensitive to their surroundings. Definitely De Pere, the City's Main Street organization, supports these efforts, placing emphasis on historic preservation and downtown revitalization, and promoting the downtown business community at large.

Previous planning efforts have prioritized a set of goals and objectives that the city has implemented over time. The objectives and strategies in this section build off those previous planning efforts. More detail is provided in the Appendix in the Cultural District Plan and West Downtown Plan.

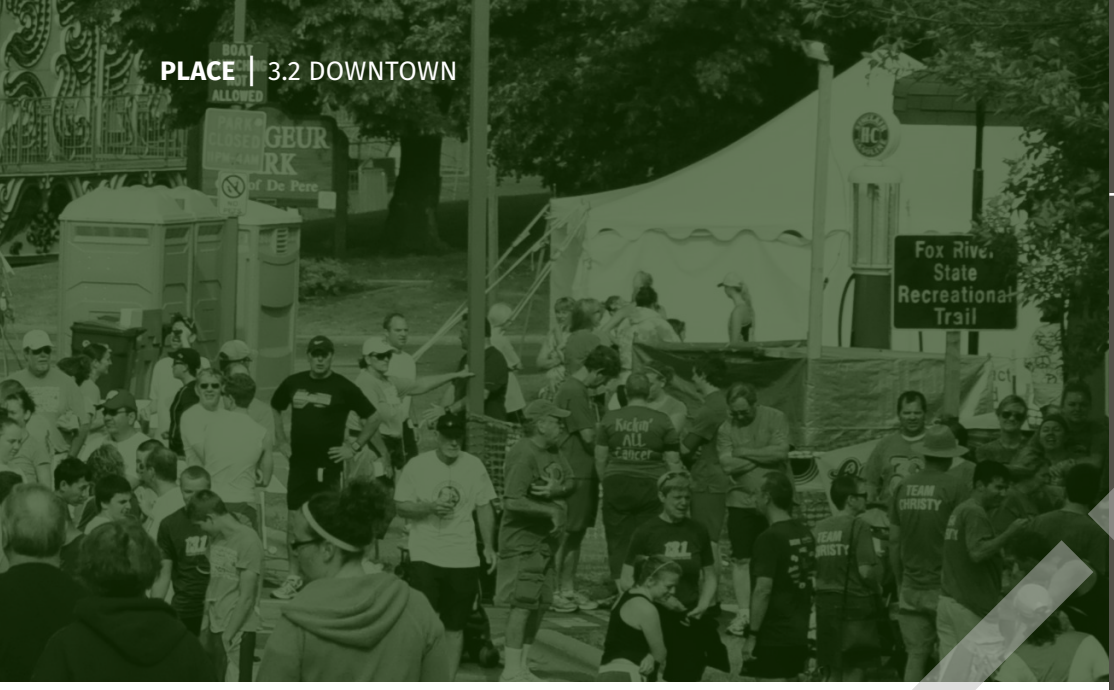
ENSURE EQUITY, INCLUSION, AND ACCESS TO OPPORTUNITY FOR ALL

Ensure downtown is welcoming and safe to all through a variety of businesses, public places, and housing options.

CONNECTED AND ACCESSIBLE	LIVABLE AND VIBRANT	SUSTAINABLE AND RESILIENT
Promote outdoor places for gathering and reduce vehicular impacts on walkability.	*Embrace downtown as the hub of activity and a destination for residents and visitors alike.*	*Support low impact stormwater development in parking lots and streetscapes.*

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EXISTING CONDITIONS

The Fox River is a focal point of the community and the Fox River Trail provides a bike and pedestrian connection for 25 miles from Green Bay to Hilbert. The Claude Allouez Bridge links the east and west sides of downtown and serves over 30,000 vehicles per day with a significant volume of truck traffic. The western side of downtown includes St. Norbert college, a top-ranked Catholic liberal arts college with a student population of about 2,000 and has a mix of offices, service businesses, bars, and restaurants. The east side of downtown is considered quieter by local residents with more boutique retail shops and fewer late night entertainment destinations. Overall the community is extremely desirable and valued by both residents and visitors.



FIND OUT MORE:

- ***West Downtown Plan***
- ***Cultural District Plan***

BEST PRACTICE: STREET TREES

Trees are a vital piece of a city's infrastructure. Healthy tree-lined streets are a key component to creating a more walkable, livable, and sustainable city and providing economic benefits to residents, businesses, and the city in terms of both added value and dollars saved.

Did you know that trees provide many benefits? Trees have been shown to increase property values by as much as 15%. Business districts with high canopy can experience as much as a 12% increase in consumer spending. Trees have also been linked to mental health benefits and enhanced perceived safety.

Environment Benefits: Trees reduce air pollution and water pollution, green spaces keep cities cooler, and they are a more effective and less expensive way to manage stormwater runoff and flooding than building systems of concrete sewers.



Best Practice: Street Trees

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PLACEMAKING

OBJECTIVE:

Activate the public realm.

STRATEGIES:

- Identify local artists to collaborate with in order to identify potential installations and locations for public art and placemaking
- Receptacles, planters, benches, pedestrian-scale lighting, and other amenities should be placed throughout the downtown district
- Continue to consider viewshed protection of the Fox River in downtown zoning codes
- Orient buildings toward the street so entrances are complementary and open to the public *(see zoning code primary frontages)*
- Improve the scale of the streetscape by planting shade trees within the Amenity Zone of the street

WALKABILITY

OBJECTIVE:

Maximize pedestrian and bicycle mobility and connections to promote a unified downtown district and;

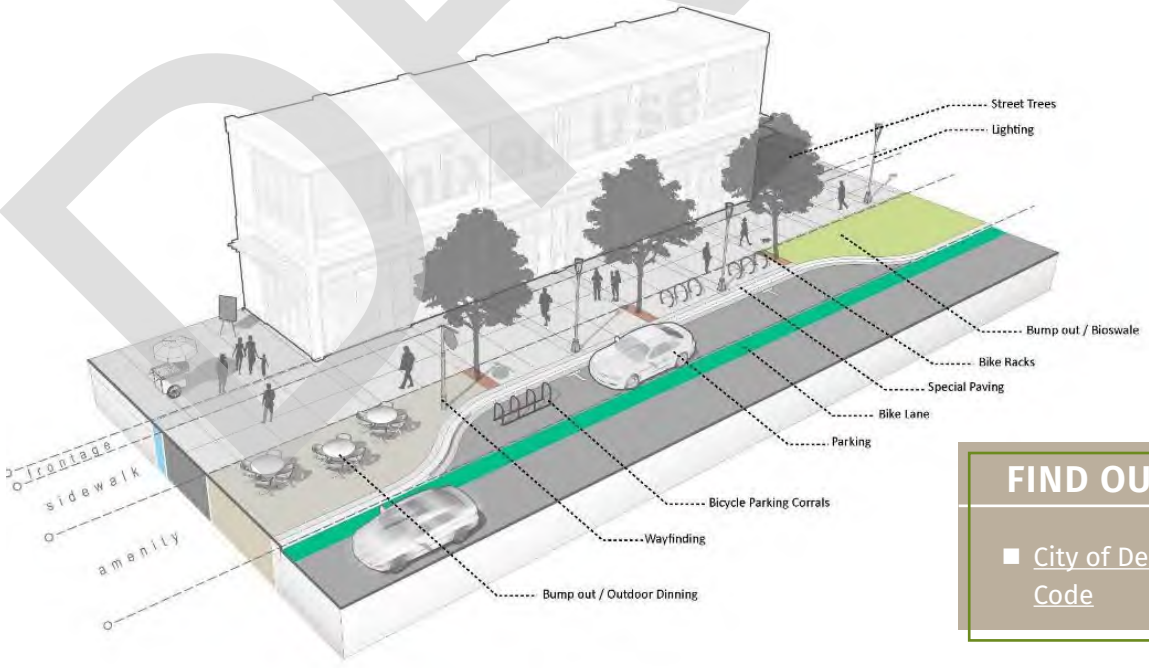
Increase the demand for retail space in the market by increasing the number of people who use downtown as a destination, and connecting downtown to other community attractions, including Voyageur Park, the Fox River Trail, and St. Norbert College.

STRATEGIES:

- Promote a mixed-use development pattern that is compatible with walking, trips are short and can be made on foot
- Work with property owners to close redundant/disused driveways
- Promote streetscape of trees and lighting that provide shade, security and help define the pedestrian realm
- Ensure the sidewalk environment accommodates ample space for pedestrians, street furniture, prominent storefronts, and outdoor dining where feasible. Street trees and other elements that create a comfortable separation between parking and driving lanes and pedestrian areas should also be included
- Emphasize connectivity to the river by establishing pedestrian connections with lighting, benches, and landscaping

SEE ALSO:

- Transportation ***(Section 4.1)***



FIND OUT MORE:

- City of De Pere Zoning Code

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BEST PRACTICE: IMPROVING THE PEDESTRIAN EXPERIENCE

Create a more welcoming pedestrian environment to promote business retention and growth within the downtown.

STREETSCAPE

Streetscape elements include inviting building facades, landscaping, sidewalks, street paving, street furniture, signs, awnings, and lighting.

- The sidewalk environment should accommodate ample space for pedestrians, street furniture, prominent storefronts, and outdoor dining where feasible. Street trees and other elements that create a comfortable separation between parking, drive lanes, and the pedestrian areas should also be included.
- Receptacles, planters, benches, pedestrian-scale lighting, and other such amenities should be strategically placed throughout the district.
- Bike racks should be provided near entrances.

SIGNAGE AND WAYFINDING

Signs convey a great deal of information to downtown visitors, and go beyond simply identifying businesses or the locations of certain features. They highlight the area's offerings of goods and services, emphasize the District's branding, and can help visitors find parking, civic uses, and parks. They also assist in the interpretation of places and historical events and provide information about places of public interest.

Wayfinding can go beyond signage to include: kiosks, illumination, pavement markings, landmarks, public art, and other sensory cues such as music.

PUBLIC ART

Public art contributes to an engaging and enjoyable urban environment by creating visual interest and assisting in placemaking efforts. Public art can also foster a sense of community and attachment, as well as shape the public realm in both a temporary and long-term fashion. As such, providing art of multiple mediums and scales strategically throughout the downtown should remain a priority.

WALKABILITY

Safe pedestrian environments are a critical element of a vibrant downtown. A pedestrian's needs are fairly basic: comfortable, safe destinations within walking distance. The following are several of the necessary ingredients of an inviting walking environment:

- A mixed-use development pattern that is compatible with walking; trips are short and can be made on foot.
- Continuous sidewalks of appropriate width.
- Buffers between pedestrians and traffic in the travel lane.
- Interesting and inviting buildings which address the street with observable doors and windows.
- Comfortable places to sit and wait.
- Trees and lighting that provide shade, security and help define the pedestrian realm.
- Safe and frequent locations for crossing.





Streetscape Elements: *Cafe seating, wide sidewalks, landscaping, business signage, lighting*

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OPEN SPACE & RIVERFRONT ACCESS

OBJECTIVE:

Create a riverwalk experience that has a distinct character and feel, enhancing entries to public spaces with active uses along the water.

STRATEGIES:

- Keep open space visually linked to the street activity and/or through block pedestrian corridor to increase a sense of safety. Narrow, deep lots that dead end can be inefficient an unsuccessful
- Provide opportunity for food vendor services along the riverwalk to create pedestrian destinations
- Organize a program of activities on a regular basis (as many as several a week) to link the community to the space. Layering of events at different times or days of the week, and appealing to different user groups, can be effective
- Keep the space flexible in design to allow for multiple uses and events, so that the space does not stand vacant when programs are not in progress
- Provide shade, bathrooms, and comfortable seating that can be moved. People are much more likely to visit places when they have a choice of sun or shade and can move site furnishings to accommodate their needs
- Provide amenities that may draw people to the space on non-event days, such as water features, rotating art exhibits, retail sidewalk sales, etc
- Develop a strategy for programming the park before design begins. Include discussions with landowners to pedestrianize the alleyways and nearby connectors

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DOWNTOWN LIVING

OBJECTIVE:

Continue to develop the City's downtown as a vibrant destination with a mix of residential, commercial, and institutional uses.

STRATEGIES:

- Offer density bonus for downtown residential to support workforce and family housing in and near downtown
- Adopt flexible building codes that encourage upper-level residential adaptive reuse

SEE ALSO:

- Housing ***(Section 3.3)***

- Consider shared use policies for residential use of commercial off-street parking lots. In some cases, shared circulation and cooperative development of several adjacent buildings can improve project feasibility
- Continue to monitor opportunity to utilize tax-driven incentives such as the Low-Income Housing Tax Credits and Historic Tax Credits to support conversion of underutilized upper floors to rental housing
- Allow attached residential on the periphery of the downtown, within transition districts between residential neighborhoods and the downtown core *(MX2, GX1, and GX2 zoning districts)*





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BUILDING DESIGN & CHARACTER

OBJECTIVE:

Promote urban form that enhances the existing character of downtown.

STRATEGIES:

- Refer to City of De Pere zoning map to strategically locate higher density development to accommodate growth while preserving character
- Respond to density growth with accommodations of traffic and parking needs, requiring parking studies with each new downtown redevelopment
- Aggressively market and recruit retailers in the downtown area, matching needs with available space. Focus on areas of demonstrated potential for downtown retailing, including submarkets where local retail spending exceeds the locally based sales
- Utilize the waterfront's higher market values to capitalize on higher-density housing and mixed-use development to accommodate both retail and residential markets and produce a more active waterfront
- Provide technical assistance to help downtown property owners rehabilitate buildings/structures
- Complement existing historic character with new development that has an appropriate scale and articulation
- New downtown development should retain a strong street orientation and preserve the fabric and patterns of traditional downtown buildings in order to respect the existing character of the district. This applies specifically to infill development along Main Avenue and Broadway. *(For guidelines, refer to the City of De Pere Zoning Code)*

FIND OUT MORE:

- ***City of De Pere Zoning***

BEST PRACTICE: MIXED USE

Mixed-use development blends a combination of residential uses or integrates residential and nonresidential uses into a cohesive, planned setting that promotes social interaction, adds character to the community, fosters relationships among uses and lessens the need for vehicular trips.

Historically, mixed-use environments were the norm. People lived, worked and shopped within a fairly confined geographic area. As travel options increased and post-World War II suburbanization began, the new mobility offered freedom to live in one place and work, shop and recreate elsewhere. Traffic congestion, social isolation, and sterile development followed.

A desire to reverse this trend and create more opportunity within vibrant communities and neighborhoods has caused many communities to embrace the concept of integrating varied uses, rather than segregating them as has been the practice with traditional zoning. Among the benefits are:

- Greater housing choice
- Reduced travel time and improved convenience
- More efficient use of public services, utilities and infrastructure
- Increased social interaction
- Walkable, bikeable neighborhoods
- Improved community health

More integration of uses is especially desired downtown and the gateway corridors that lead to downtown.

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BUSINESS DEVELOPMENT

OBJECTIVE:

Consolidate and strengthen the existing retail and service environment, stabilizing existing retailers, filling and expanding the supply of space, and expanding the number of people who come downtown for activities.

STRATEGIES:

- Utilize the ESRI Market Analysis located in appendix to specify optimal business types that would complement the cultural center
- Require active uses at street level for all downtown buildings with office, restaurant, employment, or storefront uses on the ground floor, and residential units on the upper floors
- Consider the use of seasonal sidewalk extensions and outdoor dining parklets within the parking lane of non-state connecting highways and local roads
- Concentrate new businesses in areas of demonstrated potential strength for the downtown: specialty retail, furniture home furnishings (specialty or general), pharmacy or drug store, clothing stores (women's clothing), jewelry, food service and drinking establishments, and office support retail and services
- Engage De Pere's proven and innovative retailers, such as Seroogy's, as mentors for potential new retail and service entrepreneurs
- Encourage recreation and water-oriented retail near the Fox River, possibly along Front Street
- Continue to work closely with the De Pere Main Street Program, Definitely De Pere, to attract and retain businesses in the City's downtown
- Utilize Definitely De Pere to strengthen the business climate, provide community involvement opportunities, foster the business environment, promote an awareness of historical preservation, and provide an inventory of available business opportunities in the City
- Promote high standards of customer service to strengthen the district's identification with local consumers. Assure that the most convenient parking in the area is reserved for customers

SEE ALSO:

- Economic Development ***(Section 2.1)***

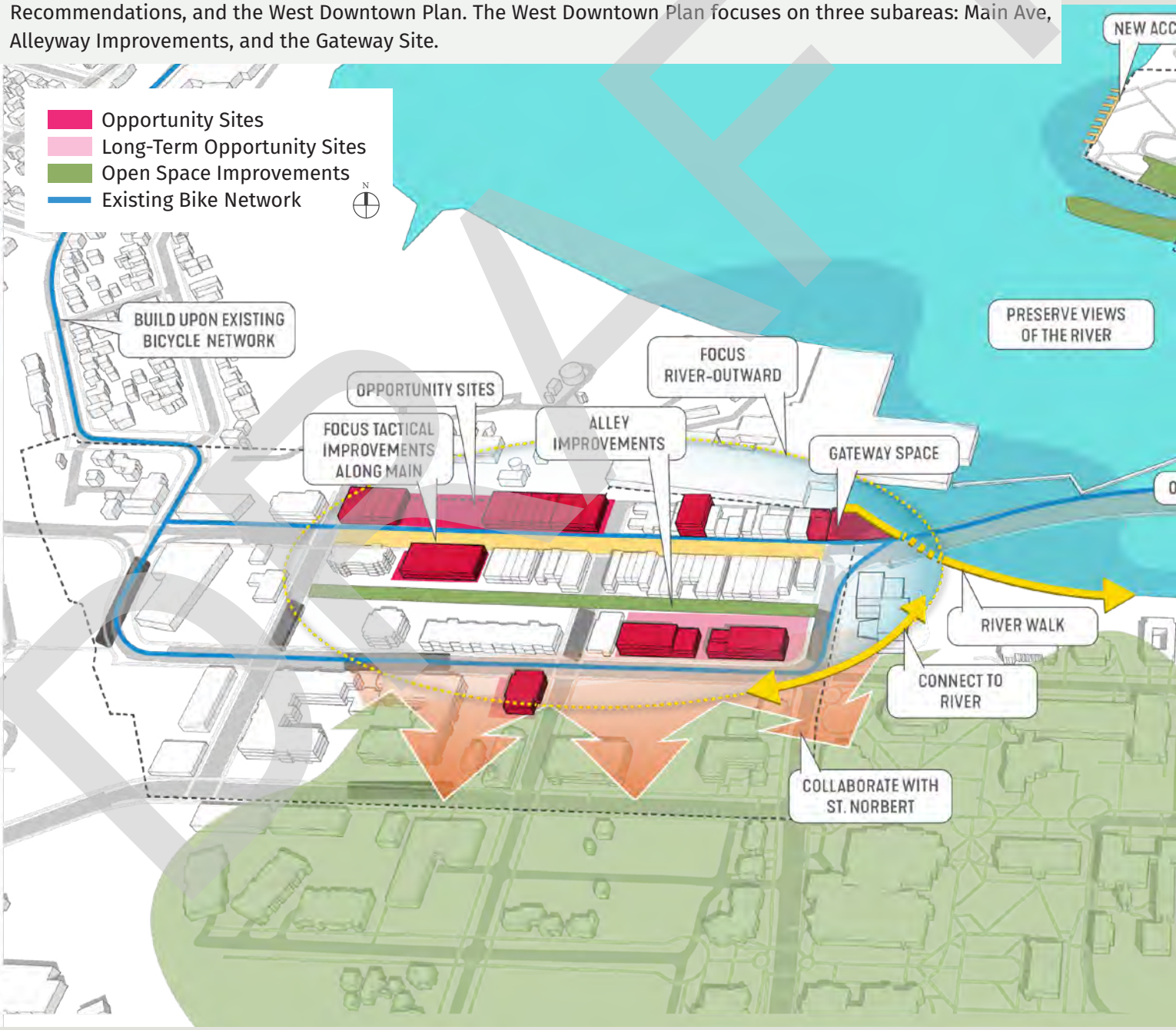
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WEST DOWNTOWN PLAN

This plan provides more detail for west downtown to complement the Cultural District Plan for the east side completed in 2018. The west downtown study area is bordered by railroad tracks to the west, Ahlstrom-Munskjo mill property to the north, and St. Norbert controlled properties to the east and south. There is significant potential for change in the next few years, including the development of the Mulva Museum, Front Street Block and Shopko block on the east side and potential development on the west side like the Donald and Patricia Schneider Family Hall at St. Norbert's Campus. Additionally, a new bridge is planned to the south that will alter traffic patterns and create opportunities for multi-modal enhancements.

The preliminary objectives to the plan seek to take advantage of these potential changes, build on the unique character of the existing buildings and the high quality spaces that exist to help unify and create an identity for downtown as a cultural and entertainment destination for the region.

Recommendations are organized into three categories: Public Realm Improvements, Redevelopment Recommendations, and the West Downtown Plan. The West Downtown Plan focuses on three subareas: Main Ave, Alleyway Improvements, and the Gateway Site.

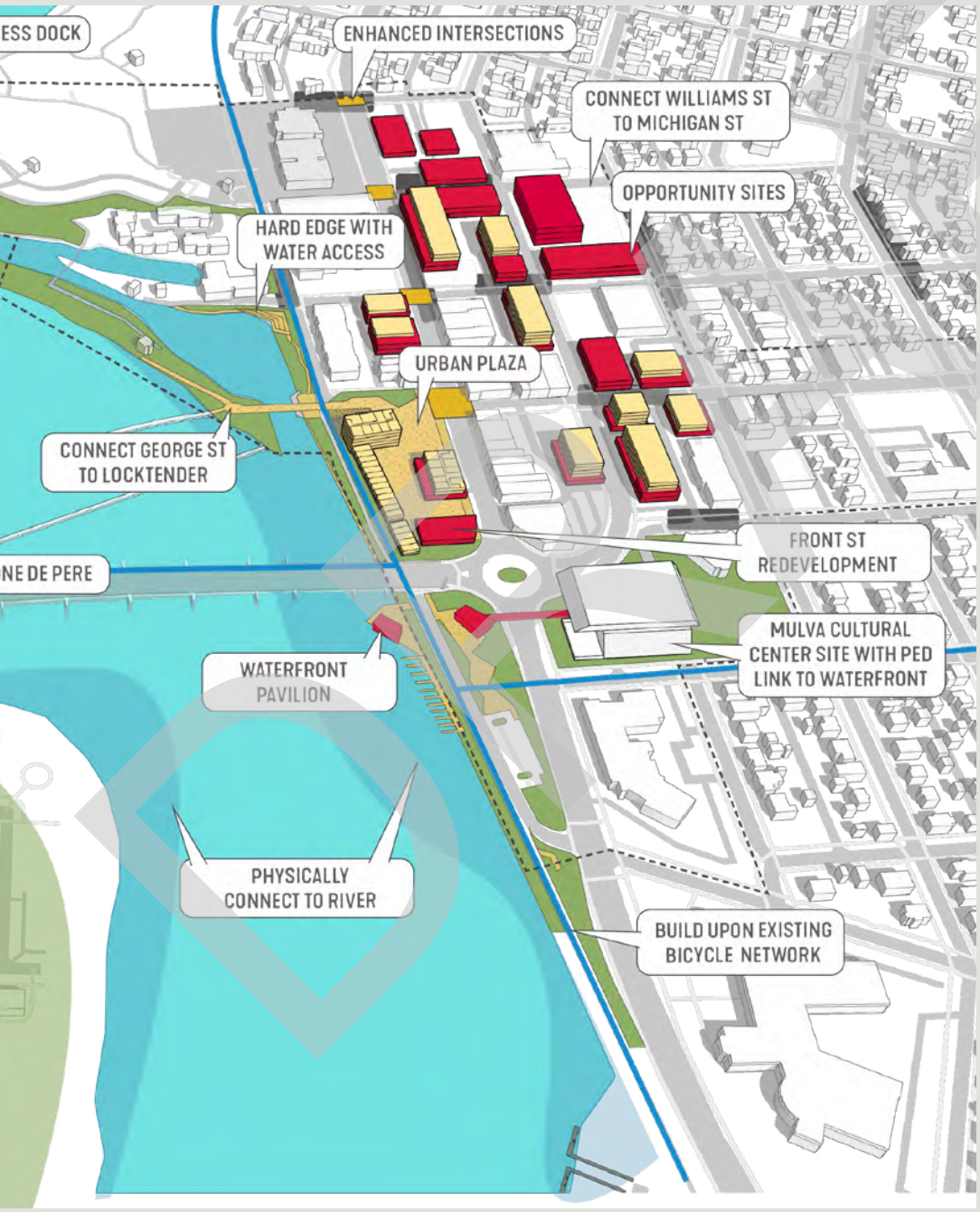


West Downtown Holistic Plan Recommendations

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WEST DOWNTOWN: PRELIMINARY OBJECTIVES

- Develop synergies between east and west
- Orient development to bolster views of the river
- Promote pedestrian mobility through the downtown and to the river.
- Promote an urban infill to develop the district feel and draw activity to the downtown.
- Elevate the role of public spaces particularly along the river
- Seek tactical improvements in the immediate along Main Avenue while planning for long-term roadway modifications



CULTURAL DISTRICT PLAN

The Cultural District Plan looks at leveraging the Mulva Cultural Center on the east side as a catalyst to promote economic growth, emphasize the cultural arts, attract visitors and residents and capitalize on the Fox River. The following goals were identified for the Cultural District Plan:

- **Make downtown a destination** that attracts more residents and visitors, has an increased vibrancy and vitality, is connected to the Fox River, and is a walkable and unified district
- **Leverage the Mulva Cultural Center as a catalyst to:** promote economic growth and emphasize the cultural arts
- **Preserve the charm and quality of downtown De Pere**

Plan recommendations include creating a Riverwalk District with a distinct character and feel, enhancing entries to spaces along the water, developing active uses within each of the green spaces, and investing in East/West streets to enhance pedestrian connections.

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Density Opportunities

FIND OUT MORE:

- ***West Downtown Plan***
- ***Cultural District Plan***

BUILDING HEIGHT + MASSING

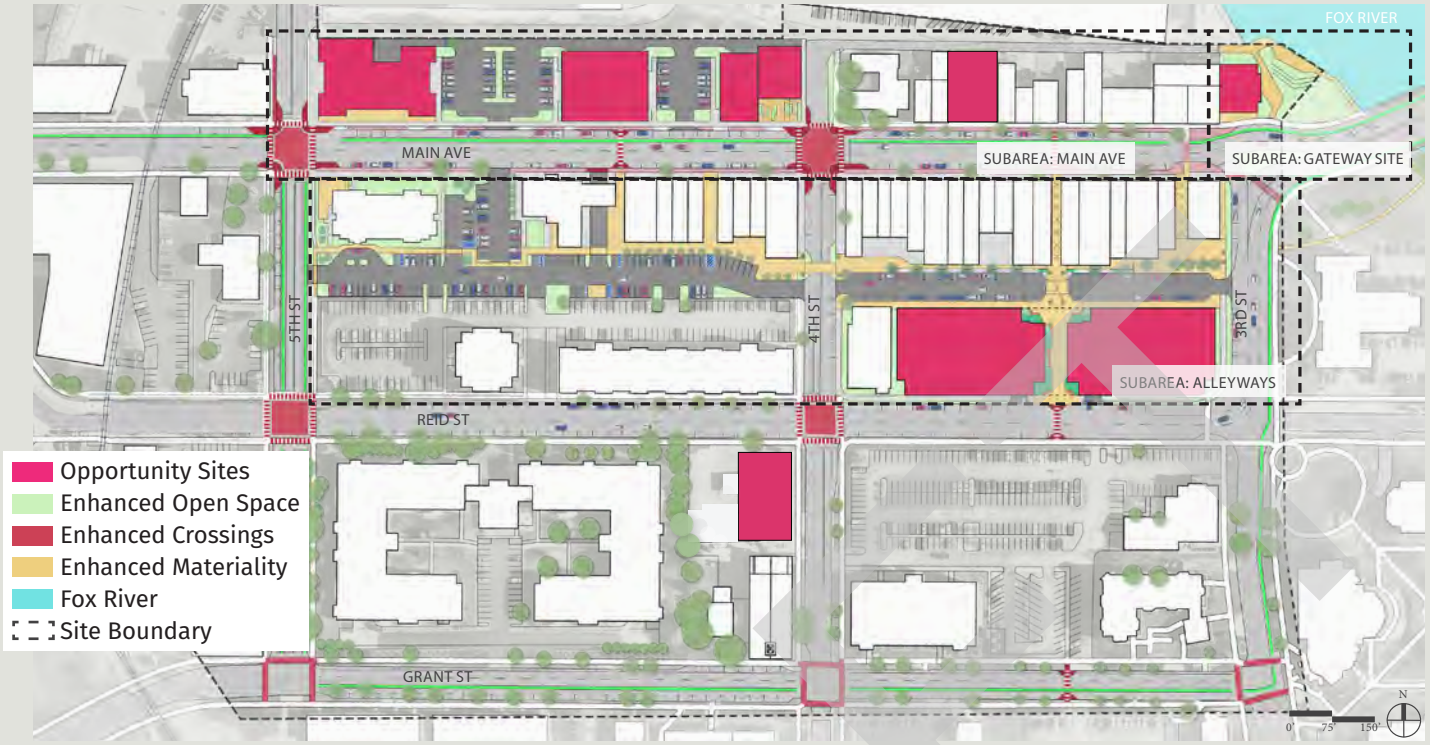
There will be a demand for additional height and density as downtown continues to grow. The adjacent diagram explores a strategy to strengthen the character of downtown by encouraging density and height while maintaining the existing character and river views. The concept encourages development along Main Avenue to create a district like feel while stepping down in height to toward the river. Gateway spaces present an opportunity for height to signify an entry to downtown without sacrificing river views. The quality of design of every individual project should be used to ensure they meet the goals of the district.

RECOMMENDATION: SEEK INFILL DEVELOPMENT TO CREATE A DENSE DOWNTOWN DISTRICT

- Maintain river view and frame vista river views with new development
- Seek opportunity to develop +5 floors as gateways to downtown at Main between 3rd and 5th Street
- Infill surface parking along Main Avenue with minimum 2+ story development to create downtown district
- Complement the new hotel site with adjacent 4-5 story development
- Seek opportunity to build a parking garage to service west downtown and/or east downtown
- Consider a mixture of cultural, entertainment, retail, and live/work uses to encourage a walkable downtown.

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Opportunities - West Downtown

WEST DOWNTOWN FRAMEWORK PLAN

The preferred West Downtown Plan builds upon the goals of the community and city by prioritizing redevelopment on opportunity sites along Main Ave, improving Main's streetscape, and improving alleyways to bolster non-motorized circulation between the river and downtown. The plan builds upon past efforts to strengthen the pedestrian fabric by reconceptualizing the alleyways as a circulatory spine, continuing to improve the streetscape for pedestrian comfort, and safe crossings to stitch downtown, the Fox River, and campus into a seamless network.

FIND OUT MORE:

- Explore the subarea alternative concepts designs and recommendations in the West Downtown Plan.



Subarea: Gateway Site, Ecological Concept

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3.3 HOUSING

Goal: Develop new neighborhoods and maintain older neighborhoods which offer a variety of quality housing opportunities for all De Pere residents to attract and retain residents of all ages and income levels

The City of De Pere has a diversified housing stock ranging from well maintained older homes near the east side and west side downtowns to student housing near St. Norbert College, brand new homes on the far east and southwest sides of the City, and large apartment complexes. Maintaining a healthy mix of housing types will take on increasing importance as the city continues to grow. As the population ages and the makeup of families continues to change, continuing to provide diversified housing choices for a changing population will keep the city growing and vibrant.

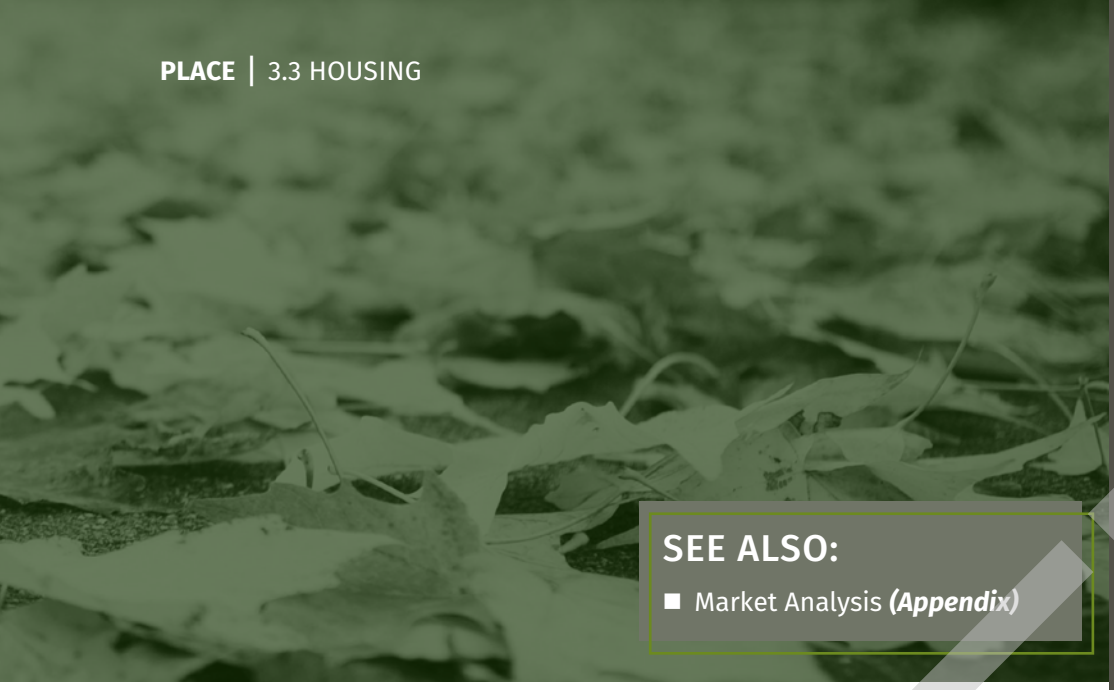
ENSURE EQUITY, INCLUSION, AND ACCESS TO OPPORTUNITY FOR ALL

Promote a mix of housing types for individuals of all life stages, physical abilities, and income levels.

CONNECTED AND ACCESSIBLE	LIVABLE AND VIBRANT	SUSTAINABLE AND RESILIENT
Support aging in place, universal design, and walkable neighborhoods.	*Allow and encourage a wide range of housing types and densities.*	*Retrofit existing housing stock and encourage new housing to incorporate green building practices and energy efficiency.*

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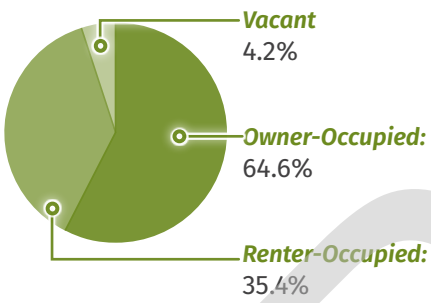


SEE ALSO:

- Market Analysis ***(Appendix)***

TENURE AND OCCUPANCY STATUS

United States Census Bureau 2023-2024 American Community Survey Estimates



UNITS BY HOUSING TYPES

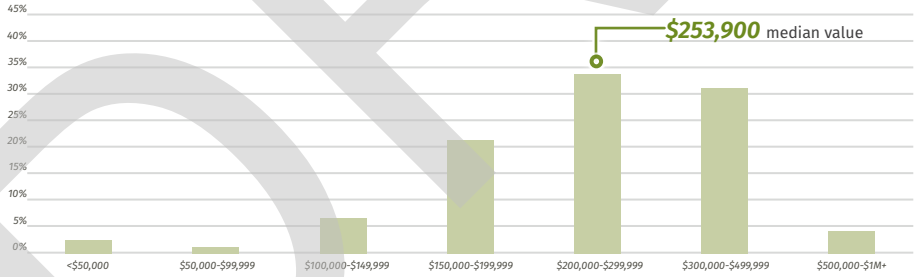
United States Census Bureau 2018-2022 American Community Survey Estimates (ACS)

Single Family Detached	**6,407** (64%)
Single Family Attached	**917** (9%)
Low-rise multifamily	**1528** (15%)
High-rise multifamily	**1178** (12%)
Mobile Home	**25** (<1%)

* low-rise (3 stories max) high rise (4 stories min)

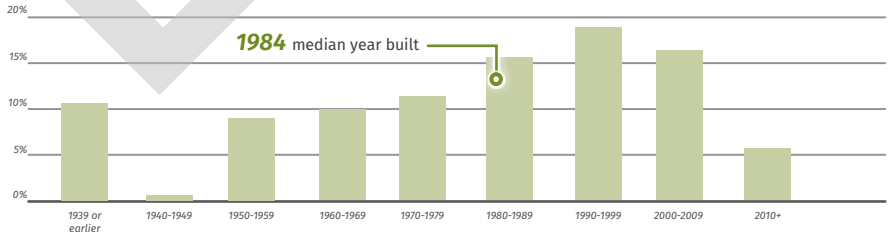
HOUSING VALUES

United States Census Bureau 2023 American Community Survey Estimates



YEAR HOUSING BUILT

United States Census Bureau 2023-2024 American Community Survey Estimates



$981 ***Median Gross Rent in De Pere***

$1,045 ***Median Gross Rent in Wisconsin***

HOUSING AFFORDABILITY INDEX (HAI)***

United States Census Bureau 2023-2024 American Community Survey Estimates



**** The index uses the value of 100 to represent the position of someone earning a population's median income. Values above 100 indicate that an item is more likely to be affordable.*

AVERAGE HOUSEHOLD SIZE

United States Census Bureau 2023-2024 American Community Survey Estimates



2.3 *people*

PROJECTED ANNUAL RATES OF CHANGE (2024-2029)

United States Census Bureau 2024 American Community Survey Estimates

0.12% *for population*

0.43% *for households*

For more information on the market analysis, see appendix.

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MIXTURE OF TYPES

OBJECTIVE:

Promote an adequate supply and mix of housing types for individuals of all life stages, physical abilities, and income levels.

STRATEGIES:

- Provide for a mix of residential uses and housing types within neighborhoods through the continuation of flexible zoning standards and the promotion of planned developments
- Refer to Downtown ***(Section 3.2)*** for more strategies on cultivating a diverse housing stock in the downtown
- Encourage greater density in residential uses in the downtown through context-sensitive apartment buildings, upper floor residential uses above first floor commercial, multi-floor condominiums, group homes and other similar uses
- Areas of the city already served by public utilities that can be infilled with residential uses and land that can be efficiently served by public utilities should be priorities for development









Diverse Housing Typologies

FIND OUT MORE:

- ***Annual Housing + Affordability Report***
- ***Neighborhood Preservation Plan***



BEST PRACTICE: DIVERSE HOUSING

Allowing a variety of housing types promotes alternative housing types beyond the traditional single-family home. By allowing attached units, the city expands the available housing stock to both young families and seniors, increasing the overall demographic diversity of the city itself.

Townhouses, duplexes, and smaller apartment buildings can be strategically interspersed with single-family residences. Design standards and the creation of open space and other buffers can help integrate different residential intensities. Large expanses of strictly one residential type should be avoided. Variation in house models should also be encouraged to avoid monotonous streetscapes.

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HOUSING



For a snapshot summary on housing in De Pere, see *Chapter 3.3, Housing*

Housing Year Built
Total Value per Acre (2021)
2020
1835
$100
+$2,000,000
No Data or Non-Residential
Municipality Boundary
City of De Pere

MAP TO BE UPDATED

Note: If multiple housing units per parcel (or stacked parcels), newest unit, followed by highest value, is shown.

Data Source: City of De Pere (2024)

NEIGHBORHOOD CHARACTER

OBJECTIVE:

Reinvest in De Pere's existing charming neighborhoods and build upon that character by ensuring new neighborhoods embody similar characteristics.

STRATEGIES:

- Promote traditional neighborhood design (TND) as a viable mixed-use development option
- Incentivize home facade rehabilitation through low interest loans funded through the TID affordable housing extensions
- Reduce visual dominance of driveways and garages by promoting narrower driveways and recessed garages
- Promote alleys and shared driveways to improve the visual interest of neighborhood streets by reducing driveway curb cuts along main thoroughfares and street-facing garage doors
- Require street trees to add long-term charm, value, and environmental benefits to neighborhoods
- Continue to place utilities, such as electric and cable wires, underground for new development
- Encourage home design varied by mass, height, and architectural design

BEST PRACTICE: COMPLETE NEIGHBORHOODS

Future residential development in De Pere should be based upon the concept of complete neighborhoods. A neighborhood should be more than just a housing development by itself. It should also include recreational uses, such as a neighborhood park, institutional uses, such as churches or schools, and neighborhood commercial uses providing goods and services geared primarily for the surrounding residents.

This plan encourages future residential development be placed in neighborhoods of about 160 acres in size (1/2 mile square). This is designed to create neighborhoods large enough to support services and amenities which meet some of the needs of daily life but small enough to be defined by pedestrian comfort and interest. The size range is based on a 5-minute walking distance (about a quarter-mile) from the edge to the center and a 10-minute walking distance (about a half-mile) from edge to edge. Neighborhoods can, however, be smaller or larger depending upon circumstances, such as the location of main streets, topography, and natural features.

- Sustainable, meaning the usage of green building materials, natural stormwater management, and promotion of alternative energy sources should be encouraged in order to lessen the City's overall impact on increasingly scarce natural resources, global climate change, and future generations.
- Walkable, meaning pedestrians can easily reach everyday destinations and an area can be traversed in about 10 minutes. Several enjoyable route choices should also be available for pedestrians and bicyclists.
- Livable, meaning a neighborhood is safe with a focused center and easy access by various means of travel to schools, shopping, and services which meet many of the needs of its residents.
- Varied, meaning a variety of buildings, spaces, and activities are included and are designed and operated in harmony with the residential character of the neighborhood without disruption from highly contrasting buildings or activities which relate only to themselves.

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WHAT IS A COMPLETE NEIGHBORHOOD?

HOUSING

- Appropriate infill
- More density along corridors
- Preserve historic character: porches, alleys/rear yard garages
- Accessory dwelling units
- Mobility and Access
- Access (driveway) management

RESILIENCE + SUSTAINABILITY

- Stormwater management + green infrastructure
- Resilience hubs (shelter, water, climate controlled, public WiFi)
- Green roofs & rooftop solar

HEALTH AND SAFETY

- Safe crossings
- Accessibility
- Aging in place accommodations
- Community gardens



EQUITY

- Housing diversity for all household types, demographics, income ranges
- Wealth-building homeownership opportunities

WALKABLE AMENITIES

- Parks
- Schools
- Local shopping/services

CORRIDOR APPEARANCE

- Gateways, sense of entrance to distinguish arrival in city
- Increase tree canopy
- Place-based art installations

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BEST PRACTICES: TRADITIONAL NEIGHBORHOOD DEVELOPMENT

Also called neo-traditional development, traditional neighborhood development (TND) refers to a development pattern designed to emulate the characteristics of communities of the 18th through the early 20th centuries.

A central feature of TND is to focus on how private development can shape a sense of place and improve quality of life. Often TND focuses more on pedestrian interaction than vehicular access and convenience. For this reason, TND often includes rear alleys to meet the modern parking and service needs of residents, narrower streets, shorter front yard setbacks, and key architectural elements.

The reason so many places are reversing land use trends toward more traditional patterns are because of the social, physical and economic benefits they can provide:

- **Walkability and Connectivity.** By providing more compact development and uses within closer proximity, TND reduces the need to drive.
- **Housing Options**. Mixed housing options provide options for residents of varying socio-economic characteristics.
- **Community Gathering Places.** TND provides for central gathering places or identifiable neighborhood centers; usually in the form of a park or plaza, which encourages interaction among residents.
- **Public Places.** TND often provides for parks, walking trails, and bike paths, with a focus on connecting these recreational components. Sometimes, density bonuses can be used to encourage inclusion of additional public amenities.
- **Efficiency of Design.** When the principles of traditional design are applied, they result in more efficient use of public infrastructure. For example, a neighborhood with 80-foot wide lots will require 800 linear feet of roads, public sewer and water service lines for each 10 homes, whereas a neighborhood with 40-foot wide lots will require half as much. Accommodating more "users" within the same land area provides better use of public resources and reduces the cost of services for both the municipality and the resident.

The following elements should be implemented into the development agreements for new subdivisions:

- **Street Design.** The design of streets can impact how far residents have to walk to local parks, neighbors or other destinations. The idea is to provide a critical mass of residents, in close proximity to jobs, shopping, and transit to help reduce reliance on the automobile for transportation. TND streets often include the following:
  - Grid pattern
  - Narrower widths
  - Rear alleys for vehicle parking and service access
  - Terminations at focal points
- **Neighborhood Elements.** TND considers how public places can shape how residents enjoy their neighborhood. They include elements that will encourage gathering, interaction and activity, such as:
  - Community open spaces, including active parks, passive pathways or open space, playgrounds, pocket parks, civic squares, etc
  - Safe sidewalks with convenient routes and access
  - Cultural amenities
- **Housing and Density.** TND can minimize the environmental impacts associated with extensive roadways. TND often employs a variety of land use activities in a single project.
  - Narrower lot widths
  - Variety of housing types, depending on the context, including townhomes, detached homes, residential over neighborhood commercial uses, live-work units, etc
- **Site and Home Design.** While the public realm (streets and public property) create a framework for development, they are only a small part of the overall character that is created when a neighborhood is fully developed. TND strives to provide a human scale development, so individual home sites typically include:
  - Smaller front yards
  - Prominent front porches that can extend close to sidewalks
  - Rear yard garages and/or access
  - Two-story homes to maximize square footage on smaller sites

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INFILL DEVELOPMENT

OBJECTIVE:

Prioritize infill development to take advantage of existing infrastructure and services and reduce vacancies.

STRATEGIES:

- Promote the addition of new dwellings on vacant lots and other undeveloped parcels surrounded by existing residential development
- Consider neighborhood-related non-residential development, provided these developments meet performance and architectural standards respecting the neighborhood's positive characteristics, level of activity, scale, and parking and traffic conditions

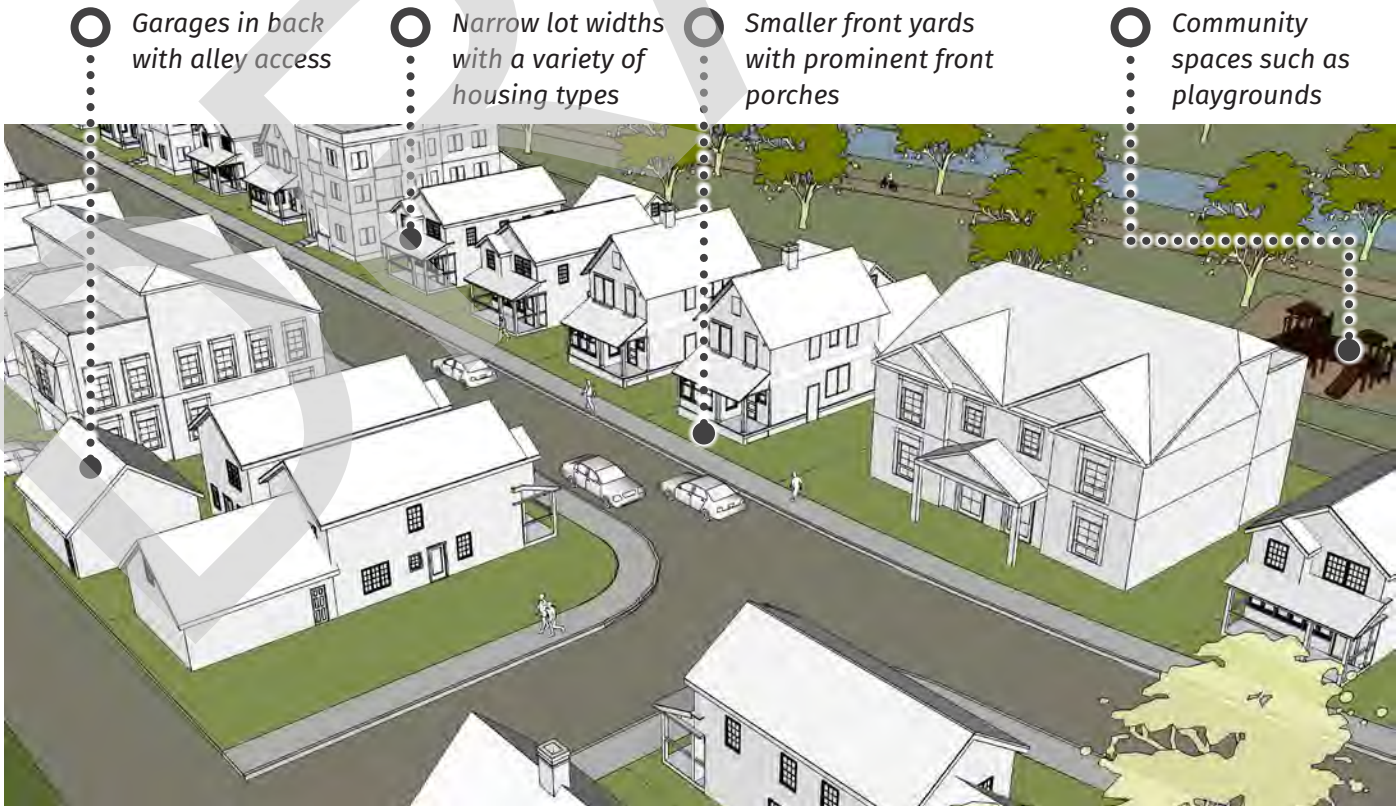
REINVESTMENT + REHABILITATION

OBJECTIVE:

Promote reinvestment in the existing housing stock in order to maintain property values and strong neighborhoods.

STRATEGIES:

- Encourage homeowners to utilize government programs, such as Brown County Community Development Block Grants–Housing (CDBG–Housing) and the Wisconsin Housing and Economic Development Authority (WHEDA), to improve aging residential stock
- Continue to monitor eligibility for CDBG or WHEDA funding to provide seed money for a City-administered housing rehabilitation revolving loan fund
- In partnership with developers, promote the conversion of vacant aging rental housing stock to rehabilitated affordable single-family housing through Wisconsin Department of Commerce–Housing Grant or Wisconsin Housing and Economic Development Authority (WHEDA) sources
- Provide a diverse housing stock for all lifestyles through the Housing Stock Improvement Program, the Affordable Lots in New Subdivisions Program, and the Affordable Units in Multi-Family Projects Program



Best Practice: *Traditional Neighborhood Development*

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04. SYSTEMS

This chapter outlines the strategies related to the physical systems that support people and place. Whether natural or human-made, infrastructure systems are networks of resources that respond to changes in development.

VISION:

De Pere provides high quality services and sustainable infrastructure that preserves and utilizes the community's environmental assets.

GOALS:

- ***Transportation:*** Develop a safe and efficient multi-modal transportation system and culture that enables people of all ages and physical abilities to safely and conveniently travel throughout the community
- ***Natural Resources:*** Embrace, enhance, connect and activate the open space networks throughout the city
- ***Community Facilities/Services:*** Promote a quality living environment through the timely provision of adequate and efficient recreation, utility, emergency, and other public facilities and services affecting the health, safety, and well-being of De Pere residents and businesses

KEY TOPICS AND STRATEGIES BY GUIDING PRINCIPLES

CONNECTED AND ACCESSIBLE

- Complete streets
- Parks accessible for all abilities
- Accessible/efficient growth supported by infrastructure + schools

LIVABLE AND VIBRANT

- Public safety
- Healthy living
- Healthy ecosystems
- Capitalize on riverfront

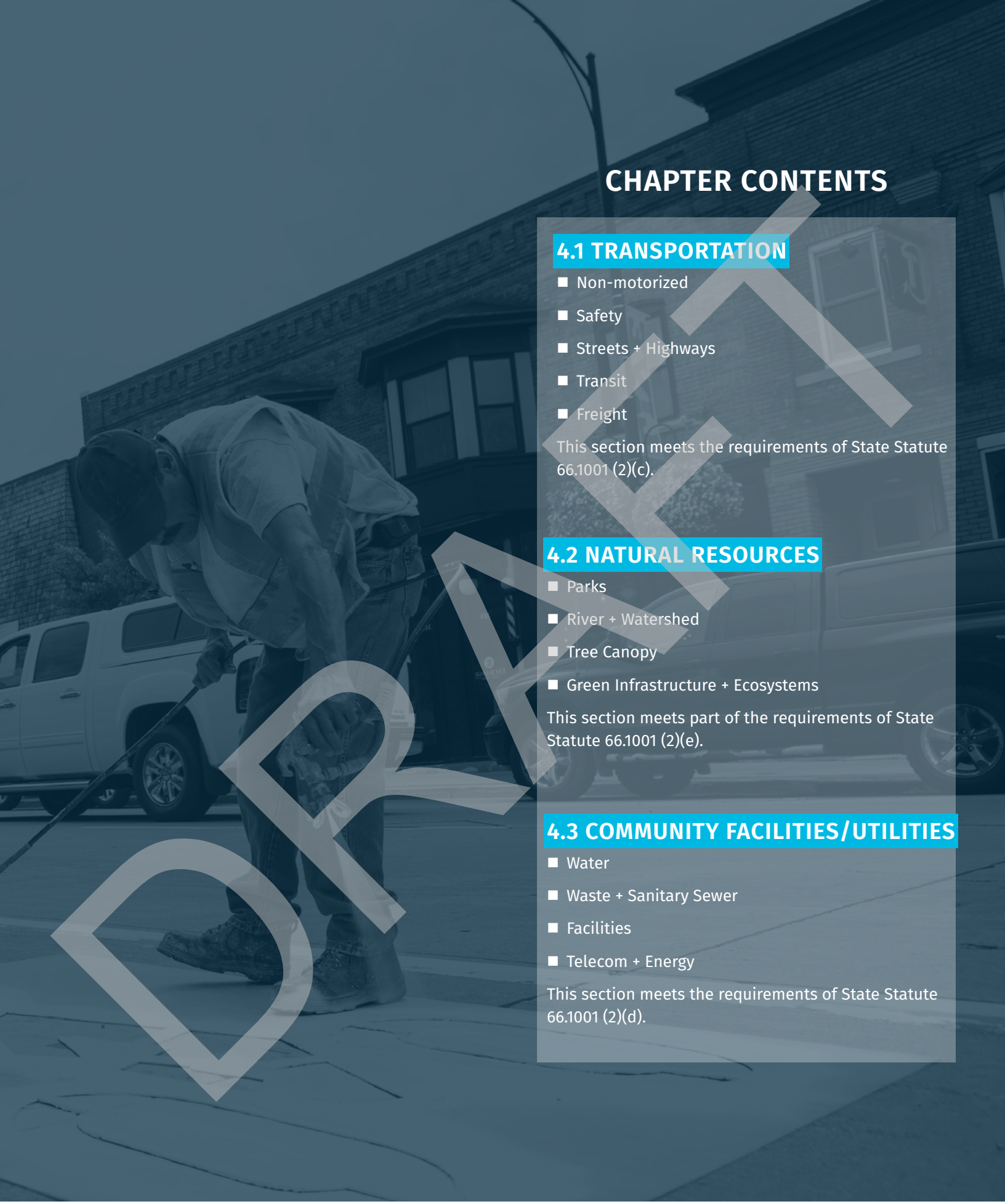
SUSTAINABLE AND RESILIENT

- Low impact stormwater management
- Plan for shocks / stresses
- Alternative energy and mobility options
- City's commitment to sustainability

ENSURE EQUITY, INCLUSION, AND ACCESS TO OPPORTUNITY FOR ALL

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CHAPTER CONTENTS

4.1 TRANSPORTATION

- Non-motorized
- Safety
- Streets + Highways
- Transit
- Freight

This section meets the requirements of State Statute 66.1001 (2)(c).

4.2 NATURAL RESOURCES

- Parks
- River + Watershed
- Tree Canopy
- Green Infrastructure + Ecosystems

This section meets part of the requirements of State Statute 66.1001 (2)(e).

4.3 COMMUNITY FACILITIES/UTILITIES

- Water
- Waste + Sanitary Sewer
- Facilities
- Telecom + Energy

This section meets the requirements of State Statute 66.1001 (2)(d).

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4.1 TRANSPORTATION

Goal: Develop a safe and efficient multi-modal transportation system and culture that enables people of all ages and physical abilities to safely and conveniently travel throughout the community

De Pere contains mixed-use, medium- to high-density areas where people can reach their destinations without a car. These nodes have low-traffic speeds, and put an emphasis on the non-motorized user. Alternatively, more auto-focused street organization exists on the outskirts of the city, and in areas that require regional connectivity such as business parks and subdivisions. As De Pere continues to annex land from adjacent municipalities and plans for expansion, a strong, multi-modal, interconnected transportation system is vital to serve the transition of uses.

This section on transportation identifies the major elements of De Pere's transportation system and recommends strategies to continue to foster mobility growth over the next 20 years to create a more comprehensive network. The chapter directly relates mobility options to land use patterns and site design within the City, in order to more effectively serve functions of each land use.

ENSURE EQUITY, INCLUSION, AND ACCESS TO OPPORTUNITY FOR ALL

Provide a safe, accessible and reliant multimodal mobility network for all users of the street system.

CONNECTED AND ACCESSIBLE

Partner with adjacent communities, regional transit authorities and private services to more efficiently support the greater Green Bay area's transportation needs.

LIVABLE AND VIBRANT

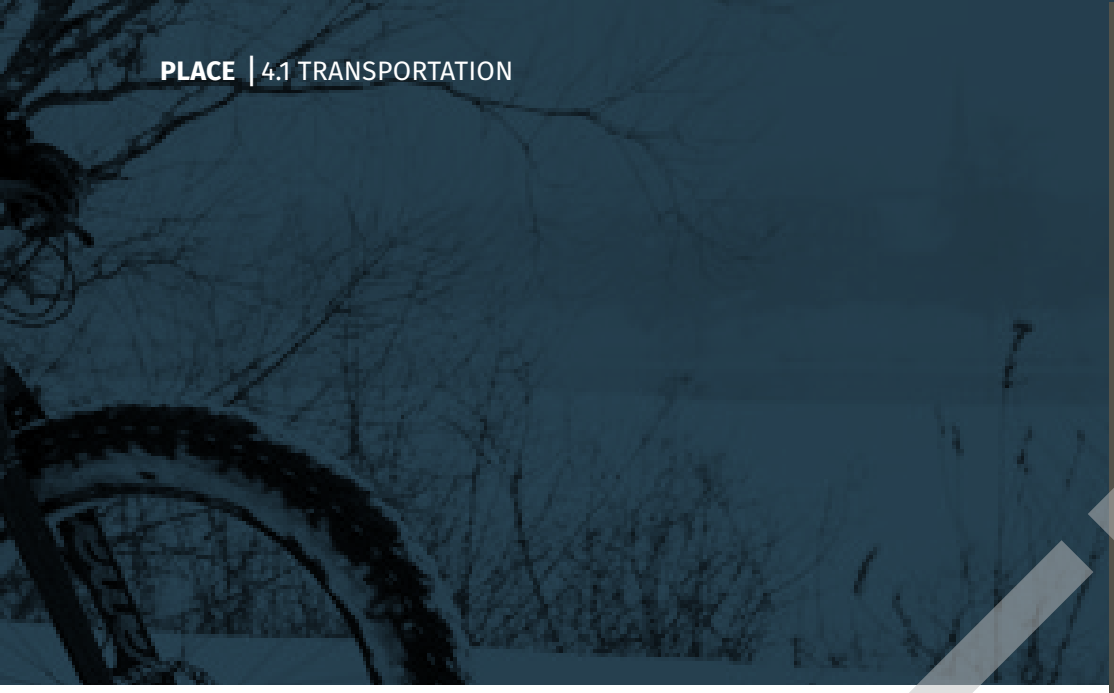
Strategically connect residents to employment centers, business parks, entertainment destinations, institutional services, and recreational opportunities.

SUSTAINABLE AND RESILIENT

Provide the infrastructure for alternative, more sustainable methods of transportation like walking, biking, or riding transit.

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EXISTING CONDITIONS

STREETS & HIGHWAYS

De Pere's street and highway system is classified by a functional classification network based on traffic volumes, land uses, road spacing, and system continuity. The four general functional classifications are freeways, arterials, collectors, and local streets.

TRANSIT

Green Bay Metro and Via have expanded microtransit service, which complements existing transit infrastructure with affordable and efficient shared rides near key hubs.

RAIL TRANSPORTATION

De Pere currently contains one active freight rail line (CN) that runs along the west side of the Fox River. This line currently serves Green Bay Packaging and other businesses in the De Pere Business Park.

AIR TRANSPORTATION

Austin Straubel International Airport is approximately three miles northwest of De Pere and provides commercial, private, and air cargo services.

PEDESTRIAN & BICYCLE FACILITIES

De Pere currently has one of the most extensive pedestrian system and one of the most extensive bicycle systems in Brown County. For several years, the City has installed sidewalks along both sides of its streets unless the street is a cul-de-sac or industrial park road, and bicycle facilities can be found on major streets. De Pere also contains portions of the Fox River and East River Trails, and a local trail system is currently being developed on the west side of the City. These pedestrian and bicycle facilities complement the street system and transit routes that serve the community and provide safe and convenient access to schools, parks, businesses, and other destinations.

WATER TRANSPORTATION

De Pere currently has docking or launch facilities at the Fox Point Boat Launch, Voyageur Park, Bomier Street Boat Launch, and the Perkofski Boat Landing *(See Comprehensive Outdoor Recreation Plan (CORP).*

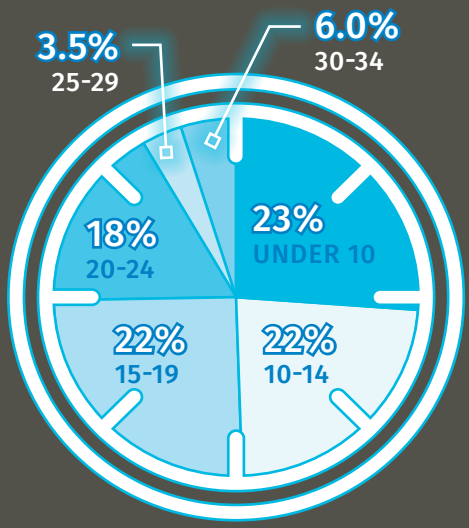
COMMUTE RATE

United States Census Bureau 2023-2024 American Community Survey Estimates

- **85%** CAR, TRUCK, OR VAN
- **0.2%** PUBLIC TRANSIT
- **3.3%** WALK
- **0.1%** BIKE

COMMUTE TIME *(MINUTES)*

United States Census Bureau 2021 American Community Survey Estimates



WORK FROM HOME

United States Census Bureau 2021 American Community Survey Estimates



10%

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BENEFITS OF A NONMOTORIZED SYSTEM

- Provides connections between homes, schools, parks, public transportation, offices, and retail destinations.
- Improves pedestrian and cyclist safety by reducing potential crashes between motorized and nonmotorized users.
- Encourages walking and bicycling that improves health and fitness.
- Provides options to make fewer driving trips, saving money.
- Research demonstrates pedestrian and bike friendly cities have more economic vitality.



BEST PRACTICE: SAFE ROUTES TO SCHOOL

The federally-funded Safe Routes to School (SRTS) program is an initiative to encourage people to lead healthy and active lifestyles from an early age by increasing the number of students in kindergarten through 8th grade who walk or bicycle to school. The program is also designed to reduce fuel consumption, air pollution, and traffic near schools.

Learn more: Visit Brown County's website, WisDOT's website or the *Village of Allouez Safe Routes to School and Bicycle and Pedestrian Plan*

NON-MOTORIZED

OBJECTIVE:

Provide a network of non-motorized routes to make it comfortable and easy for people of all ages and abilities to walk or bicycle throughout the city, across the river, and link with neighboring communities and destinations.

STRATEGIES:

- Encourage mixed land uses within the downtown and along corridors to increase the number of destinations that can be easily reached by pedestrians, bicyclists, and transit users
- Outline desired routes for bike lanes and walkways in future neighborhood and downtown plans, in order to incorporate them into upcoming street and highway projects and minimize the cost of their construction
- Offer education seminars for bicyclists, pedestrians, motorists, and police officers on current bicycle and pedestrian laws and enforcement

PARTNERSHIPS

- Continue to apply for federal Transportation Enhancement (TE) grants through the WisDOT to help fund the development of the City's bicycle and pedestrian system
- Continue to apply for funds from the state's Stewardship Program to assist in funding the construction of its off-street trail system
- Seek funds from the Congestion Mitigation and Air Quality (CMAQ) program (WisDOT) to implement projects that will improve the area's air quality
- Collaborate with WisDOT and Brown County to ensure that all the bridges, interchange overpasses and other transportation structures within the city have adequate pedestrian and bicycle facilities when they are constructed or reconstructed
- Work with neighboring communities and Brown County to continue the East River Trail and eventually provide a connection to the Fox River Trail
- Consider joining the WisDOT Safe Routes to School (SRTS) initiative, which offers grants for planning and infrastructure projects

BICYCLE INFRASTRUCTURE

- Require a bicycle parking minimum within the City's zoning code for all future redevelopments
- Connect the Fox River Trail to bike infrastructure on the east side to complete a 20 mile loop that moves north/south along the river
- When the southern bridge project is implemented, complete the trail loop by extending the trail along Rockland Road and the southern bridge to connect to the west side to the extent legally possible

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- Redevelopment of the George Street Landing and surrounding areas should include bicycle access between the trail and Broadway
- Coordinate with Brown County and Ashwaubenon to consider a multi-use trail from Ashwaubomay Park to downtown and the Fox River trail

PEDESTRIAN INFRASTRUCTURE

- Enhance pedestrian access within and near the City's business and industrial parks by installing sidewalks or trails
- As city boundary expansion continues within the Southeast Area, continue to require sidewalk connections on both sides of the street within all new development
- Improve the pedestrian crossing at the west bridge approach, with median refuges that require pedestrians to cross only one lane at a time
- Under guidance from the 2021-2022 Wayfinding Master Plan, implement strategies for pedestrian-scaled wayfinding signage
- Implement mid-block crossings (on Main Avenue, Reid Street, Grant Street and along Broadway). *For more information see the West Downtown Plan and the Cultural District Master Plan*

STREETS

- Promote well-connected street patterns within new developments that have frequent connections to the existing street system
- Avoid allowing cul-de-sacs and loop streets when physical or environmental constraints do not exist
- Continue to upgrade gaps between buildings on Main Avenue as permanent, landscaped, and lighted paths between buildings and rear-facade parking areas
- Continue to encourage developers to build narrow streets to slow traffic through neighborhoods, minimize construction and maintenance costs, and maximize safety for all residents

FIND OUT MORE:

- ***City of De Pere Pedestrian Network Gap Analysis" - Brown County Bicycle and Pedestrian Plan Update***
- ***West Downtown Plan***
- ***Cultural District Master Plan***

BEST PRACTICE: COMPLETE STREETS

Complete Streets are streets for everyone. They are designed and operated to prioritize safety, comfort, and access to destinations for all people who use the street. Complete Streets make it easy to cross the street, walk to shops, jobs, and schools, bicycle to work, and move actively with assistive devices. They allow buses to run on time and make it safe for people to walk or move actively to and from train stations.

By adopting a Complete Streets policy, communities direct their transportation planners and engineers to routinely design and operate the entire right of way to prioritize safer slower speeds for all people who use the road, over high speeds for motor vehicles. Complete Streets design elements include, but are not limited to:

- Sidewalks
- Bike lanes or wide paved shoulders
- Special bus lanes
- Accessible public transit stops
- Frequent & safe crossing opportunities



Best Practices: *Complete Streets*

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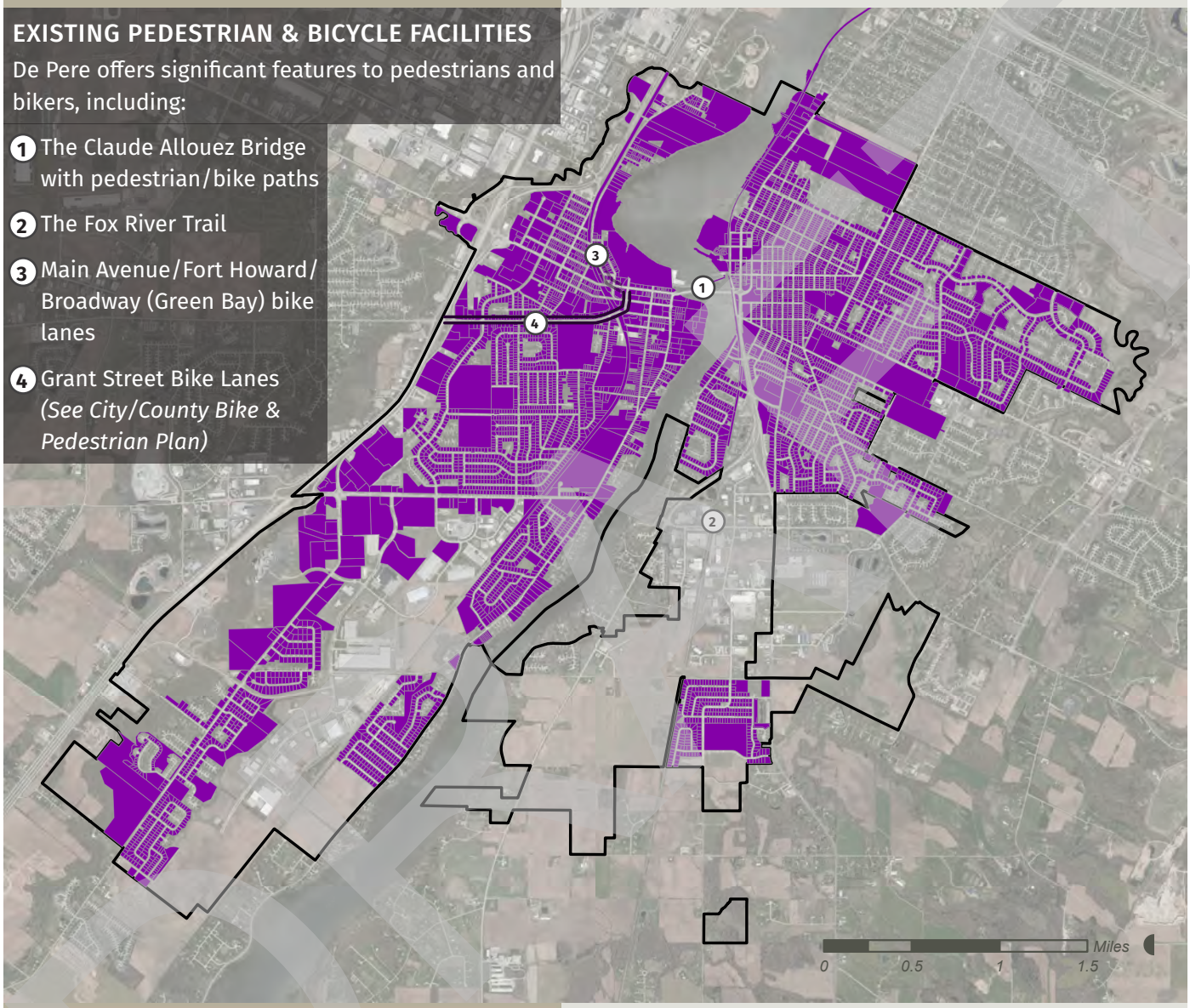
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PAVED INFRASTRUCTURE

EXISTING PEDESTRIAN & BICYCLE FACILITIES

De Pere offers significant features to pedestrians and bikers, including:

1. The Claude Allouez Bridge with pedestrian/bike paths
2. The Fox River Trail
3. Main Avenue/Fort Howard/ Broadway (Green Bay) bike lanes
4. Grant Street Bike Lanes *(See City/County Bike & Pedestrian Plan)*



The City continues to install sidewalks along both sides of its streets unless the street is a cul-de-sac or industrial park road, and bicycle facilities can be found on major streets. These pedestrian and bicycle facilities complement the transit routes that serve the community and provide safe and convenient access to community resources.

Additionally, De Pere contains portions of the Fox River and East River Trails. Trail expansion should be prioritized on the west bank of the city, to create a looped trail network that expands north towards Green Bay and connects with the Fox River Trail to the east.

Parcels with Public Sidewalk Access

City of De Pere

MAP TO BE UPDATED

Data Source: City of De Pere (2024)

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STREETS + HIGHWAYS

OBJECTIVE:

Promote the development of residential streets that slow traffic and promote walkability while still providing access to essential motorized users.

STRATEGIES:

- The parking areas of streets should be defined by curb extensions and bumpouts at many of the City's intersections, and extensions should also be placed at other points along long uninterrupted blocks
- If traffic congestion becomes a problem in the future, the City and County should construct two-lane arterial boulevards or three-lane arterial streets that are complemented by an interconnected collector and local street system, mixed land use, and efficient traffic control techniques at intersections
- The City should establish right-of-way width standards that do not require the acquisition of more right-of-way than necessary to accommodate non-motorized/ motorized travel
- Continue to allow developers to build narrower streets to slow traffic through neighborhoods, minimize construction and maintenance costs, and maximize safety for all residents
- Assess aesthetics and functionality when enhancing the city gateways, entrances and thoroughfares
- To maximize accessibility for everyone in conjunction with the southern bridge development, the city should work with WisDOT, the Brown County Highway Department, and Brown County Planning Commission to implement the street designs recommended for Main Avenue and Reid Street between Third and North Sixth Streets
- Enhance non-motorized connection opportunities to St. Norbert College such as pedestrian crossings and trail linkages

These design recommendations include the major projects outlined on the previous page

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FUNCTIONAL CLASSIFICATION



The functional classification network is based on traffic volumes, land uses, road spacing, and system continuity. The four general functional classifications are freeways, arterials, collectors, and local streets.

The street patterns in the older sections of De Pere have a high level of local and collector street connectivity. However, the newer sections of the city contain cul-de-sacs and horseshoe roads that do not provide strong connections to surrounding streets. This forces traffic onto arterial streets, creating congestion that dissuades non-motorized transit users.

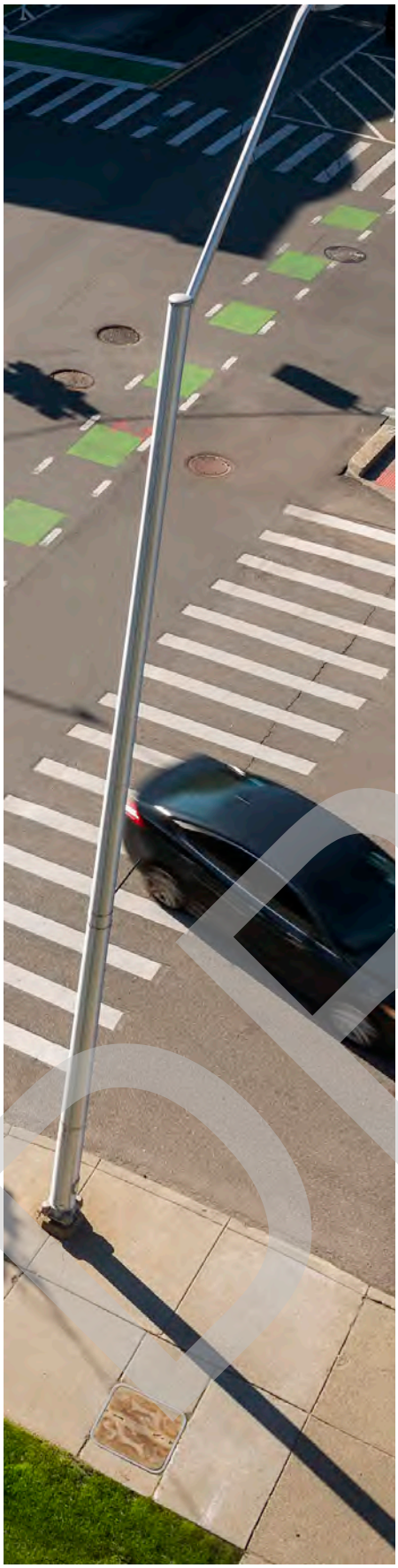
Classification
- Freeway
- Major Arterial
- Minor Arterial
- Collector
- Local
- Private

- Railroad
- City of De Pere

MAP TO BE UPDATED

Data Source: City of De Pere (2024)

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SAFETY

OBJECTIVE:

Maintain a safe multi-modal transportation system to serve all De Pere residents.

STRATEGIES:

- Utilize speed reducing techniques such as roundabouts, speed radar signs, curb extensions at intersections, and other street design features when and where appropriate
- Continue to implement the school zone traffic calming program, collaborating with Safe Routes to School, the Unified School District of De Pere, West De Pere School District, and Brown County
- Continue to apply for the Highway Safety Improvement Program (HSIP) or other grants to correct existing and potential transportation safety problems, and other grant programs through WisDOT's Bureau of Transportation Safety should also be investigated by the City to address safety issues
- Continue to Install ADA accessible pedestrian signal activation buttons at signalized intersections that can be reached from the sidewalk
- Include lead pedestrian intervals at wide and heavily used intersections
- Where replacing existing pedestrian signals, replace with pedestrian countdown signals when and where appropriate
- Limit the use of "Right Turn No Stop" designations
- Add advance stop bars at major uncontrolled street crossings
- Install overhead pedestrian crossing signals at the Main Avenue/Seventh Street intersection and other intersections where pedestrians are difficult to see
- Continue to mark downtown crosswalks with colored pavement
- Continue to ensure that all streets are acceptable for biking (maintain drainage grates, pavement condition, railroad crossings, street debris, etc.)

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TRAFFIC CRASHES - KEY AREAS



Traffic accident data is collected by the Police Department. Key accident areas are shown on Main Avenue at major intersections, increasing in density as vehicles move closer to I-41. Towards St. Norbert, a notable intersection of accident density is 4th and Reid. The Broadway and Main Avenue roundabout displays frequent accident occurrences as well.

On the southern end of the city, traffic accident occurrences are prominent at the Lawrence Dr and Scheuring Road roundabout.

The majority of accidents are recorded to be vehicular collisions, not involving pedestrians.

Low Accident Density

High Accident Density

Accident data mapped:
12/22/2011 - 9/27/2021

MAP TO BE UPDATED

- Freeway
- Major Arterial
- Minor Arterial
- Collector
- Local
- Private
- Railroad
- City of De Pere

Data Source: City of De Pere (2024)

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TRANSIT

OBJECTIVE:

Improve and promote transit as a more viable alternative to driving both locally (between the two sides of the river), and regionally.

STRATEGIES:

- The City should monitor the progress of the Midwest Regional Rail Initiative (MRRI) and market the service to residents for alternative travels methods throughout the Midwest. The City should also investigate the feasibility and desirability of locating a depot in De Pere
- Encourage mixed-use development to improve the viability and financial efficiency of the City's future transit routes
- Work with Green Bay Metro to provide paved landings and ADA accessible microtransit locations
- Collaborate with regional transportation agencies to discuss a water taxi system or ferry that could provide a way to move along the Fox River
- De Pere should continue to utilize Green Bay Metro's paratransit service as a transportation option for the City's elderly and disabled residents
- Over the next several years, the City should work with Green Bay Metro, employers within and near the service area, retail centers, the De Pere Main Street Program, and others to implement programs and projects that could increase microtransit ridership to, from, and within the City. Examples of programs include:
  - A U-Pass program for St. Norbert College students
  - The creation of a Green Bay based Regional Transit Authority (RTA) in partnership with regional and local transit agencies
  - Free microtransit passes for employees (the cost of which employers could deduct from their taxes) and implementation of parking charges at their workplaces
  - Transit trip validation programs (where shoppers who ride microtransit get free microtransit tokens after a purchase)
  - Marketing campaigns that inform people of the microtransit service in De Pere

SEE ALSO:

- Land Use ***(Section 3.1)***

FIND OUT MORE:

- ***Green Bay Metropolitan Planning Organization (MPO) 2045 Long-Range Transportation Plan Update***
- ***Midwest Regional Rail Initiative (MRRI)***
- ***Wisconsin State Airport System Plan 2020***
- ***2013 Port of Green Bay Economic Opportunity Study***

FREIGHT

OBJECTIVE:

Provide efficient inter-modal transportation options to facilitate strong economic development in the City of De Pere through designated truck routes and access management.

STRATEGIES:

- Since some of the industrial developments that are planned for the southwest section of the city near the rail line will likely use the line to import and/or export goods in the future, the City should work with the Canadian National Railroad and/or private companies to establish rail spurs that can serve these land uses
- De Pere should work with representatives of Austin Straubel International Airport over the next 20 years to support retention and expansion of air carriers that offer passenger and freight service
- Enhance safety and flow for vehicles and trucks. The City should continue identifying streets where heavy trucks are allowed to travel using street signs that distinguish them from other city streets
- To ensure that De Pere's current and future interests are considered by representatives of the Port of Green Bay, the City should participate in the port plan implementation process
- The City should ensure consistency with state and regional transportation plans

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4.2 NATURAL RESOURCES

Goal: Embrace, enhance, connect and activate the open space networks throughout the city

Because of the vital functions performed by the city's natural resource features, urban development in these areas is often discouraged. The incompatibility of urban development within natural resource areas can be evidenced by widespread, serious, and costly problems such as failing foundations of pavements and structures, wet basements, excessive operation of sump pumps, excessive clear water infiltration into sanitary sewers, and poor drainage. However, urban land use and natural systems can co-exist with methods of intentional preservation & green infrastructure. Green infrastructure (bioswales, permeable pavement, rain gardens, planter gardens) are built systems that could work alongside the city's natural systems in the future.

Natural resources are critical to the long-term health, vitality, and sustainability of a community and strongly affect its quality of life. This section strikes a balance between the built and natural environment to continue toward the goal of creating a growing, sustainable De Pere.

ENSURE EQUITY, INCLUSION, AND ACCESS TO OPPORTUNITY FOR ALL

Preserve, provide and sustain access to natural resources and open space for all ages/abilities.

CONNECTED AND ACCESSIBLE

Ensure that open space and natural features within De Pere are available and welcoming to every resident.

LIVABLE AND VIBRANT

Encourage healthy living and outdoor recreational opportunities by sustaining a healthy natural ecosystem.

SUSTAINABLE AND RESILIENT

Plan for shocks and stresses by committing to sustainable mitigation tactics (i.e. exploring green infrastructure and stormwater management).

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EXISTING CONDITIONS

The City of De Pere contains unique natural resources, such as the Fox River, woodlands, and wildlife habitats. Such resources contribute to the community's identity, add to its quality of life, and provide numerous educational, recreational, and social opportunities for city residents and visitors alike. These natural resources unique to the City of De Pere include but are not limited to:

- Surface Water (waterbodies like rivers & streams)
- Floodplains
- Tree Canopy
- Parks & Open Space
- Shorelines & Stream Corridors
- Wetlands
- Environmentally Sensitive Areas
- Groundwater
- Woodlands
- Wildlife Habitat
- Threatened & Endangered Species
- Scenic Resources & Topography
- Mineral Resources
- Archaeological Resources



PARK ACCESS

Trust for Public Land (TPL), 2024
National Average 55%

82%

of De Pere residents live within a 10-minute walk of a park

29

Parks in De Pere

LAND COVER

Wisconsin Department of Natural Resources (WI DNR)

TREE/SHRUB
21%

GRASS/HERBACEOUS
30%

WETLAND
1%

IMPERVIOUS SURFACE
42%

WATER
6%

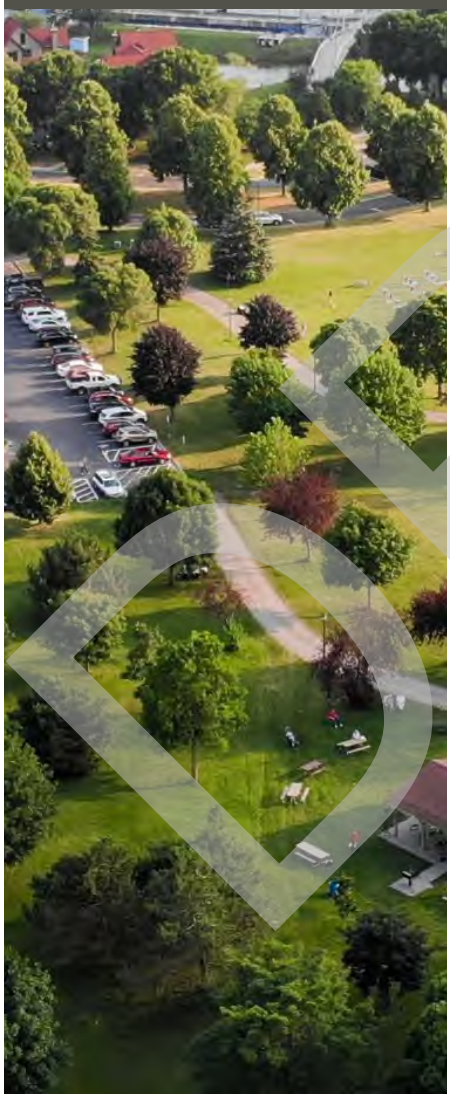
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BEST PRACTICE: ACCESS TO OPEN SPACE

Physical and Mental Health Benefits: In a post-pandemic world, communities have placed an increased value on outdoor activities.

Economic Benefits: Parks and open space increase the value of neighboring residential and commercial properties. Studies have shown that businesses are drawn to communities that provide quality lifestyles for prospective employees.



TREE CANOPY

OBJECTIVE:

Preserve existing trees and foster the growth of new ones to contribute to a high quality of life within De Pere.

STRATEGIES:

- Promote and maintain De Pere's Tree City USA designation and its urban forestry efforts
- Continue to provide programs like the Parkway Tree Planting Program, Memorial Tree Planting Program and Urban Orchard Program
- Consider a policy of requiring the planting of street trees for commercial properties and new subdivisions. The City should also seek to preserve existing trees by either working with developers to design around the trees or through a tree preservation ordinance
- Selectively remove trees only where necessary

FIND OUT MORE:

- ***Brown County Open Space and Outdoor Recreation Plan***
- ***De Pere Comprehensive Outdoor Recreation Plan (2018-2023)***

PARKS

OBJECTIVE:

Expand the overall amount of green space within the city with an emphasis on city beautification.

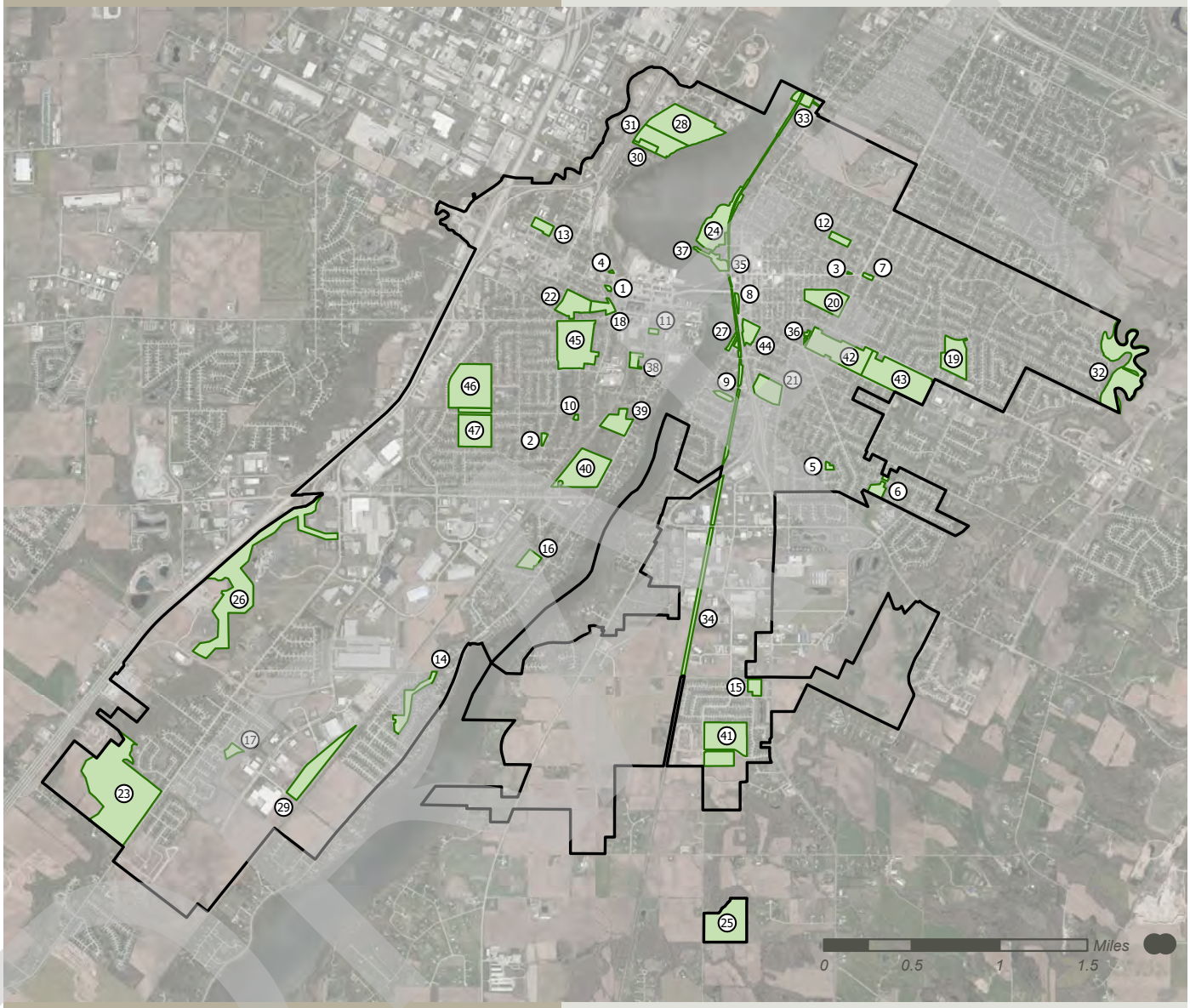
STRATEGIES:

- Utilize the existence of significant natural resources as a key factor when identifying locations for future parks
- Expand the amount of green space within the city by providing small neighborhood parks within residential areas
- Coordinate future parks and green space with adjoining communities and the recommendations in the *Brown County Open Space and Outdoor Recreation Plan*
- Continue to update the *De Pere Comprehensive Outdoor Recreation Plan* every 5 years to continue to be eligible for the WDNR grants
- Require the creation of neighborhood green space and parks within residential developments, in accordance with the recommendations of the CORP
- Consider the Wisconsin DNR Urban Green space grant program to help acquire and protect lands with scenic or ecological features
- Grow the park and recreation network in the southern portion of the city
- The City should continue acquisition, development, and maintenance of the City's park, open space, recreation, and trail system

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PARKS AND OPEN SPACE



The presence of outdoor recreation and open space adds to a community's quality of life. It enhances the attractiveness of area and fosters a sense of civic pride, health, safety, and welfare within the community.

De Pere currently contains 48 privately and publicly owned park and open space areas. The areas are classified into 8 types: mini parks, neighborhood parks, community parks, large urban parks, natural resource areas, special use areas, private parks and school parks.

MAP TO BE UPDATED

City and School Park Areas

City of De Pere

Mini Parks
1. Bicentennial Park
2. Carney Park
3. George Park
4. Lawton Park
5. Rainbow Park
6. Rotary Park
7. Rusk Park
8. Wells Park
9. Wilcox Park
10. Willems Park
11. Wilson Park

Neighborhood Parks
12. Braisher Park
13. Kelly Danen Park
14. Kiwanis Park
15. Lions Trailside Park
16. Patriot Park
17. Samantha Park

Community Parks
18. De Pere Community Center
19. Jim Martin Park
20. Legion Park
21. Optimist Park
22. VFW Park

Large Urban Parks
23. Southwest Park
24. Voyageur Park

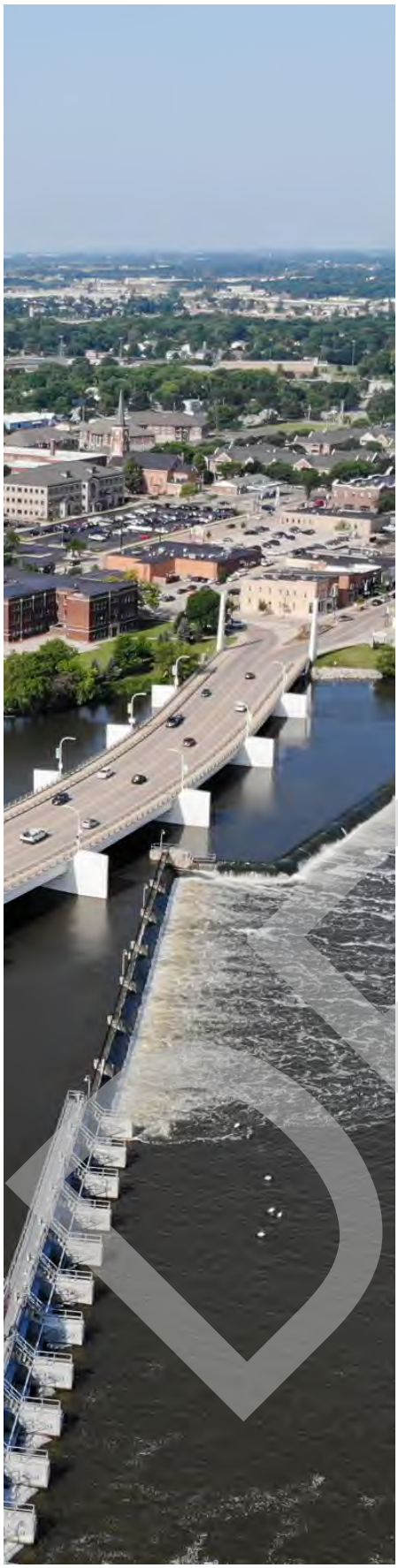
Natural Resource Areas
25. East Side Nature Park
26. The Preserve

Special Use Areas
27. Bomier Boat Launch
28. Brown County Fairgrounds
29. De Pere Dog Park
30. De Pere Ice Arena
31. Perkofski Boat Launch
32. East River Trail
33. Fox Point Boat Launch
34. Fox River Trail
35. James Street Parkway
36. Nature Center
37. Riverwalk and Wildlife Viewing Pier

Private Parks
38. St. Norbert College-Cloud Family Fields
39. St. Norbert College-Mel Nicks Complex
40. St. Norbert College-Schneider Stadium

School Parks
41. Altmayer Elementary School
42. Dickinson Elementary School
43. De Pere High School
44. Foxview Intermediate School
45. West De Pere High School
46. West De Pere Middle School
47. Westwood Elementary School

Data Source: City of De Pere (2024)



RIVER + WATERSHED

OBJECTIVE:

Preservation and protection of the Fox River, East River and Ashwaubenon Creek should be the City's highest natural resources priority. This includes preservation and protection of the cultural and scenic resources associated with these stream corridors.

STRATEGIES:

- Continue to preserve opportunities to expand parkways along the Fox and East Rivers and Ashwaubenon Creek
- Continue stormwater management to minimize and mitigate impacts upon adjacent streams and wetlands
- Maintain and enhance the accessibility of public lands along the waters of the Fox and East Rivers
- Recommend parkways as linear parks typically along waterways where applicable
- Periodically review and revise, when necessary, the City's Shoreland-Wetland Floodplain Zoning Ordinance to ensure continued protection for shoreland wetlands
- Work with school or local conservation groups to utilize natural shrubs, grasses, and trees to stabilize the shoreline, improve the filtration of pollutants, and improve the aesthetics of the Fox River, East River and Ashwaubenon Creek
- Work with the WDNR and local conservation or school groups to remove invasive plant species, such as phragmites, from the City's wetlands, shorelands, and floodplains
- Continue to identify opportunities to expand parkways along the Fox and East Rivers and Ashwaubenon Creek

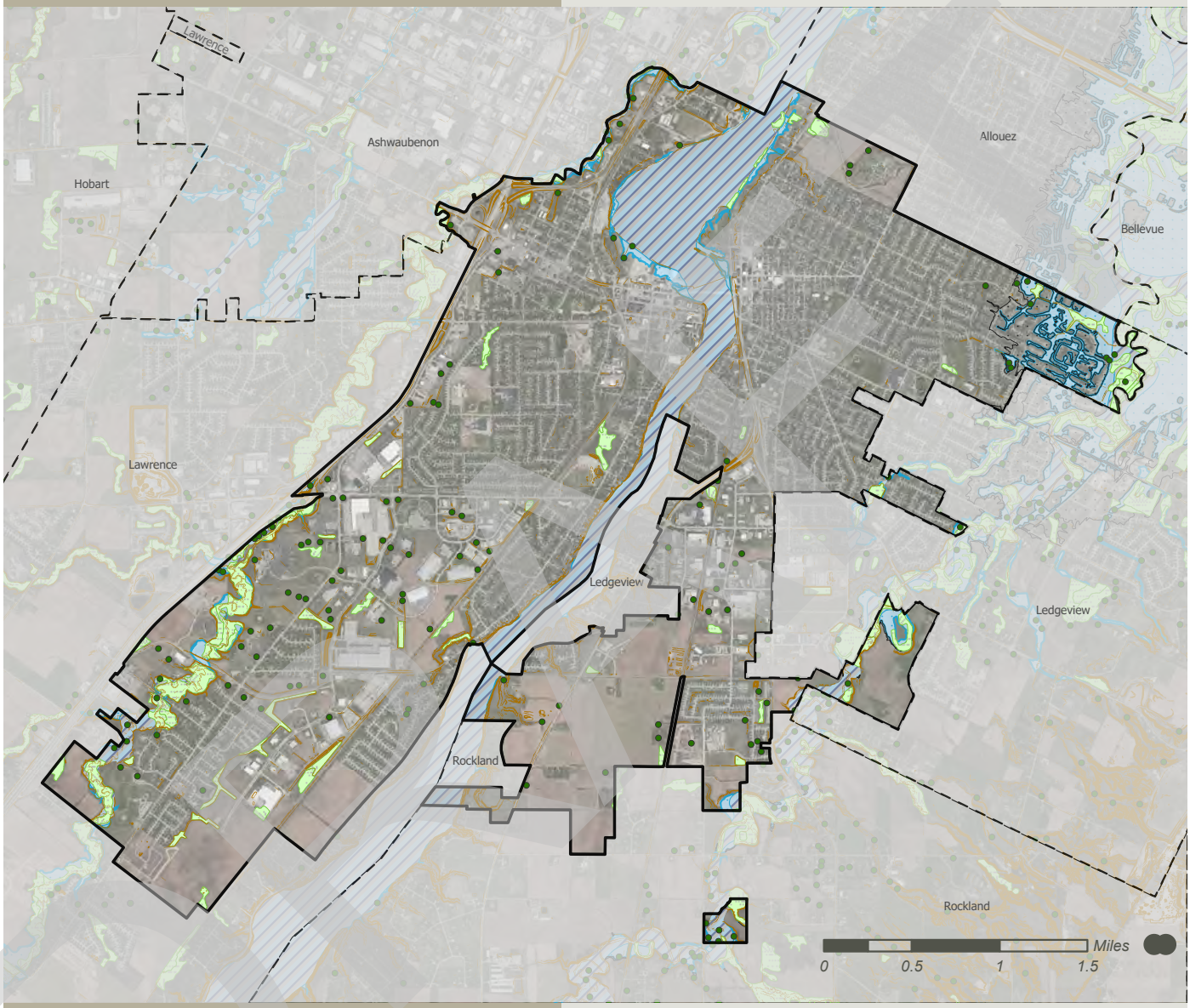
FIND OUT MORE:

- ***Wisconsin Shoreland Protection Program (Chapter NR 115)***

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Environmentally Sensitive Areas



Environmentally sensitive areas (ESA's) are defined as portions of the landscape consisting of valuable natural resource features that should be protected from intensive development. The intent of the ESA's are to protect water-related natural resource features from the adverse impacts often associated with development. Should adjacent development change drainage patterns or remove native vegetation from the lands within or immediately adjacent to the ESA's, the quality and effectiveness of ESA's could be threatened. Such disturbances can also introduce invasive plant species to the area, which can result in loss of native vegetation, diversity and habitat.

Flood Hazard Areas
- AO
- Zone A (100 year floodplain, No Base Flood elevation determined)
- Zone AE (100 year floodplain with Base Flood Elevation determined)
- Floodway Areas in Zone AE
- 500 year floodplain (0.2 PCT ANNUAL CHANCE)

Steep Slope/ESA
- Slope >= 20% (ESA)

Wetland
- DNR Wetland-Less Than 2 Acres
- DNR Wetland-Greater Than 2 Acres

- Municipality Boundary
- City of De Pere

MAP TO BE UPDATED

Data Source: City of De Pere (2024)

BEST PRACTICE: GREEN INFRASTRUCTURE

WHAT IS GREEN INFRASTRUCTURE?

When green infrastructure systems are installed throughout a community, city or across a regional watershed, they can provide cleaner air and water as well as significant value for the community with flood protection, diverse habitat, and beautiful green spaces.

Green infrastructure elements can be woven into a community at several scales:

- **Urban Scale:** a rain barrel up against a house, a row of trees along a major city street, or greening an alleyway
- **Neighborhood Scale:** acres of open park space outside a city center, planting rain gardens or constructing a wetland near a residential housing complex
- **Landscape or Watershed Scale:** Protecting large open natural spaces, riparian areas, wetlands or greening steep hillsides



Best Practice: *Green Infrastructure*

GREEN INFRASTRUCTURE + ECOSYSTEMS

OBJECTIVE:

Preserve wetlands, floodplains, and other environmental areas to link various parts of the city and to serve as wildlife corridors, pedestrian trails, and stormwater management areas.

STRATEGIES:

- Coordinate with SEEDS for De Pere (Social, Economic, Environmental Design) to develop a map of De Pere's green infrastructure
- Contact the DNR to determine the presence and location of any threatened, endangered, or special concern species to facilitate their protection and preservation when possible and necessary upon NOI
- Consider adoption of De Pere's own nonmetallic mining ordinance should such resources ever be found within the community
- Encourage sustainable design elements like permeable pavement, bioswales, rain gardens and planter gardens in new development and surface parking, specifically in areas adjacent to a floodplain, surface water, or wetland
- Protect sensitive natural areas through public ownership, conservation easements, or other institutional controls to foster habitat protection and water quality within the East River



SEE ALSO:

- Community Utilities/Facilities ***(Section 4.3)***

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4.3 COMMUNITY UTILITIES/FACILITIES

Goal: Promote a quality living environment through the timely provision of adequate and efficient recreation, utility, emergency, and other public facilities and services affecting the health, safety, and well-being of De Pere residents and businesses

To provide high quality services, a growing community like De Pere must maintain, upgrade, and review it's utilities, facilities, and other services. The City should continuously evaluate it's existing services to ensure their continued provision in the most cost-effective manner possible consistent with the community's long-term sustainability goals, trends, and projections. The City should continuously consider the elimination of unnecessary services and the provision of improved, more sustainable services when necessary.

Challenges associated with the City's utilities, facilities, and other services are related to aging of existing infrastructure, timing of system replacements, construction of new infrastructure, network expansion as the community grows, regional economic competition, fiscal constraints, and new legislation and regulations.

Opportunities include a healthy population, economy, and business climate, efficiencies of scale, and intergovernmental cooperation and shared services. This section should be used to guide and direct, but not replace, detailed engineering studies, facility plans, and capital improvement programs.

ENSURE EQUITY, INCLUSION, AND ACCESS TO OPPORTUNITY FOR ALL

Support an extensive utility network that provides safe resources to all community districts.

CONNECTED AND ACCESSIBLE

Respond to community growth by extending De Pere's utility and facility network into future development areas.

LIVABLE AND VIBRANT

Place an emphasis on public safety and health by ensuring utilities and services are safe and accessible for all residents

SUSTAINABLE AND RESILIENT

Continue to commit to a more sustainable De Pere by considering alternative energy options when applicable.

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EXISTING PROVISIONS

- A police department
- A fire rescue department, which also provides emergency rescue services
- A comprehensive solid waste and recycling collection system
- A public water supply and transmission system
- A stormwater management system
- Sanitary system with new water infrastructure
- A comprehensive park, recreation, and forestry system
- A comprehensive street maintenance program including resurfacing, reconstruction, snowplowing, and street sweeping
- A health department
- A newly remodeled and expanded city hall housing the majority of the administrative offices of the City and the police and fire rescue departments
- A municipal service center housing the public works and parks and recreation and forestry departments
- A community center

The City of De Pere contracts with the Brown County Port and Solid Waste Department for solid waste and recycling disposal, encompasses part of two public school districts, and is the location of a Brown County Public Library, a County-run special needs school, and a U.S. Post Office.

Private providers arrange telecommunication, power, healthcare, care for the elderly, and childcare services within the City.

SUSTAINABILITY: BY THE NUMBERS

World Green Building Council, US EPA, and Wisconsin Department of Natural Resources (2023)

4.7 LB
The average person in Wisconsin generates 4.7 pounds of trash per day.

20-30%
Composting food scraps and yard waste can reduce 20-30% of what is typically thrown away.

94%
of Wisconsin households recycle and feel it is worthwhile.

40%
40% of consumed raw materials are consumed within the building industry.

74%
Embodied carbon, or carbon created when producing materials, is an emission source that has long been overlooked. Yet in the next ten years, it will be responsible for a staggering 74% of CO_2 emissions of new buildings constructed during that period.

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FACILITIES & SERVICES

OBJECTIVE:

Continue to provide quality services for all residents and businesses and identify sites for future facilities as the city continues to grow.

STRATEGIES:

- Plan, locate, and develop new recreational facilities and expand the activities within existing parks to respond to the needs and desires of all segments of the population. For more information, see *Chapter 4.2, Natural Resources*
- Work with Brown County to implement the Fairground Master Plan. For more information, see *Chapter 4.2, Natural Resources*
- Continue to encourage residents of all ages to use the city's community center
- Work with the Unified School District of De Pere and West De Pere School Districts to identify sites for future schools within and near the city
- Continue to cooperate with the school districts and St. Norbert College to enable residents to use their facilities and walking paths for social, recreational, and other activities
- Both the Unified School District of De Pere and the West De Pere School District should work closely with the city in the preparation of facility locations, school redistricting efforts, and the sharing of resources
- Refer to the 7-year Capital Improvement Plan in order to maintain the City's existing public facilities and replace aging/obsolete infrastructure and equipment in a timely fashion in areas like parks and recreation, public works, police and fire departments
- The City should continue to explore options to share the purchase and/or use of new major fire equipment with adjacent communities
- The City should consider construction or replacement of a third fire station in the City's south side
- The City should closely monitor its fire, rescue, and police needs as it grows to maintain an appropriate level of service. Consider the use of impact fees to assist with the construction of new police or fire facilities
- While additional demands for childcare services, elderly care and health care services should continue to be addressed by the private sector, the City should encourage and incentivize such uses within it's own community when properly designed and located

TELECOMMUNICATIONS + ENERGY

OBJECTIVE:

Continue to assess demand and trends in telecommunications and energy systems in order to efficiently bring these services to residents and businesses.

STRATEGIES:

- Work with the private telecommunication providers to ensure access to high-speed internet and consistent wireless phone coverage in all areas of the City, and in particular, the City's growing business parks
- The City should continue to ensure that adequate easements or other necessary rights-of-way are available and maintained for such infrastructure
- Consider alternative methods of energy (i.e. solar, wind, geothermal) in an effort to become more carbon neutral and climate friendly

FIND OUT MORE:

- ***Brown County Sewage Plan***
- ***City of De Pere Capital Improvement Plan (2023)***
- ***City of De Pere Comprehensive Outdoor Recreation Plan***

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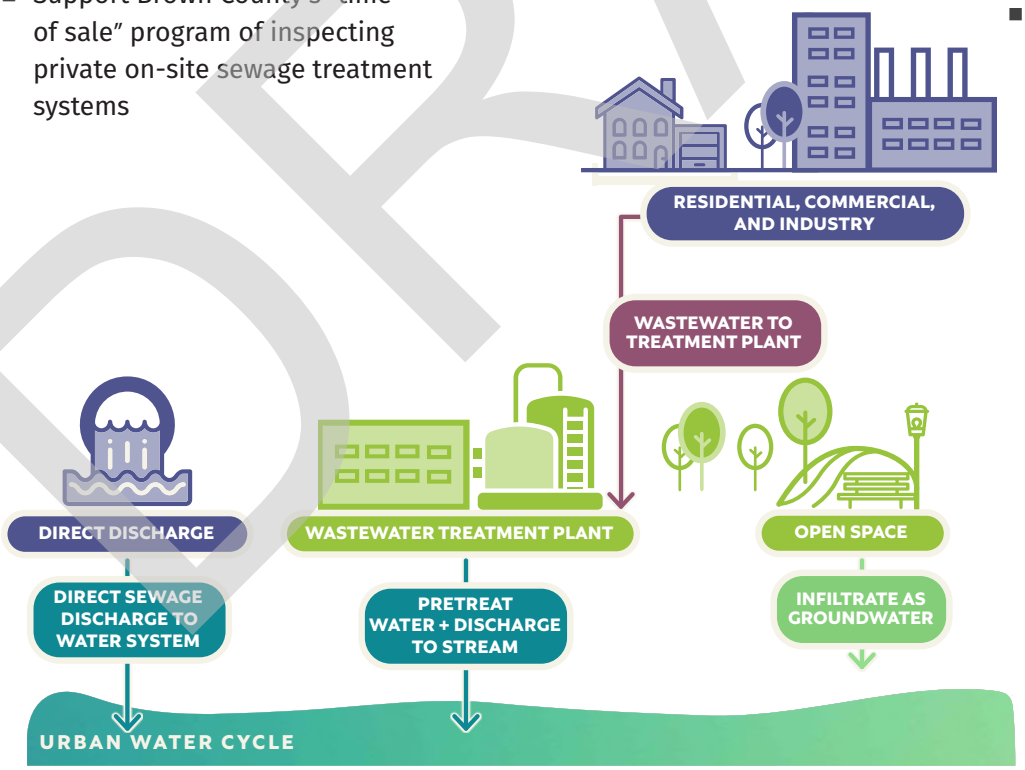
WASTE + SANITARY SEWER

OBJECTIVE:

The City's practice of long-range infrastructure maintenance and funding should continue to be implemented to help maintain its utility system.

STRATEGIES:

- Encourage businesses and industries to promote environmentally-friendly practices, such as advanced recycling, erosion control, and pollution controls
- Support Brown County's "time of sale" program of inspecting private on-site sewage treatment systems
- Support continuous updates of the Brown County Sewage Plan to ensure it is consistent with the recommendations of this comprehensive plan, particularly as it applies to the environmentally sensitive area designations and available sewer capacity
- Keep Green Bay Metropolitan Sewerage District (GBMSD) informed as to the future growth plans of the city and any plans for large-scale industrial providers of wastewater for treatment
- Continue to cooperate with the Town of Ledgeview, Village of Allouez, and other regional municipalities on the yard waste site and Brown County Solid Waste Department for single-stream recycling
- Continue to extend water supply and transmission system in conformance with 5-year growth increments, promoting infill development and efficient and cost-effective growth patterns
- Whenever possible, sanitary system modifications within a specific area should be undertaken at the same time as water, stormwater, and/or road construction or reconstruction so construction impacts are minimized and efficiency between the projects is maximized



Best Practice: *Urban Water Cycle*

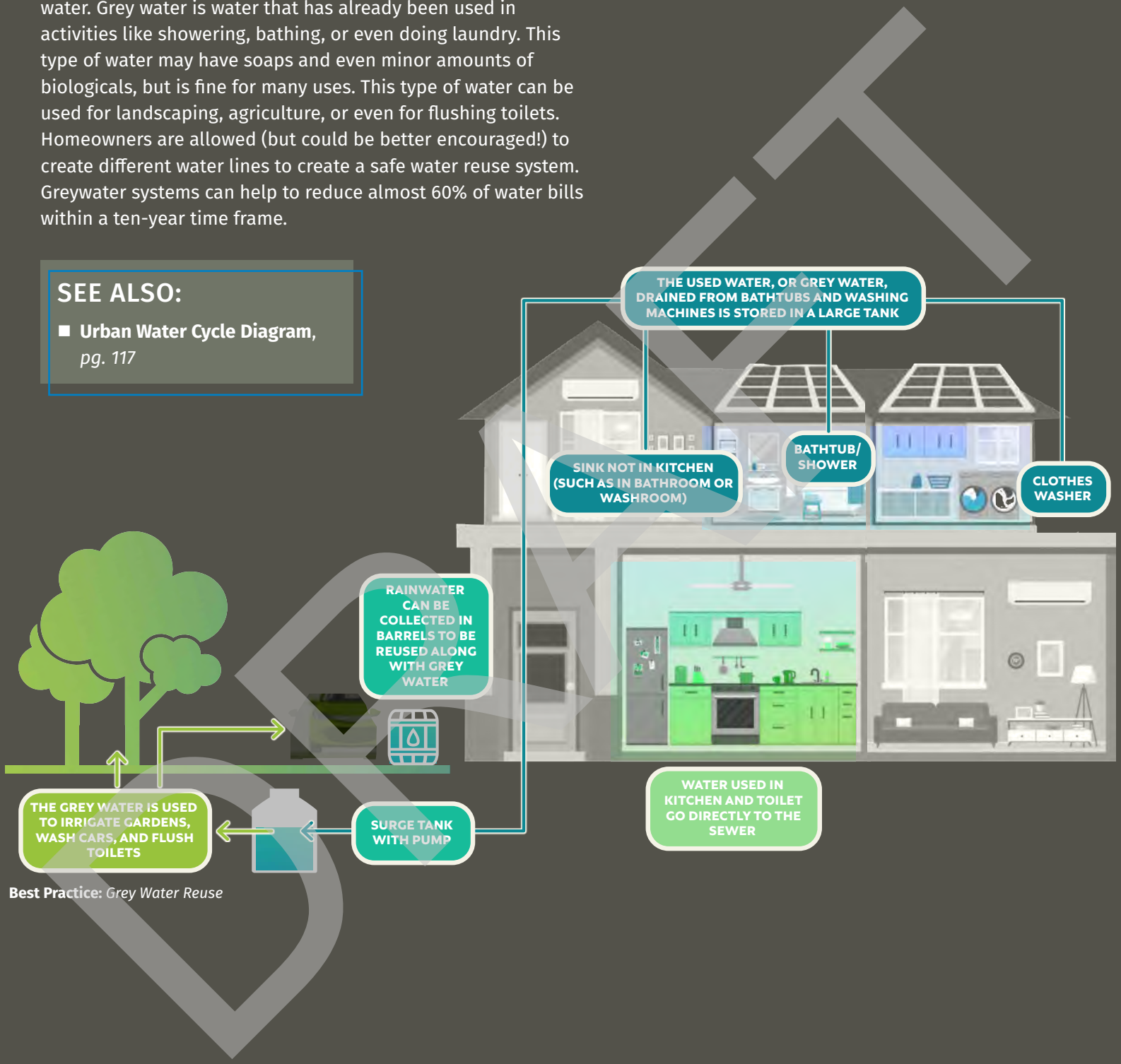
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BEST PRACTICE: GREY WATER REUSE

Not all water demand needs to be satisfied by potable drinking water. Grey water is water that has already been used in activities like showering, bathing, or even doing laundry. This type of water may have soaps and even minor amounts of biologicals, but is fine for many uses. This type of water can be used for landscaping, agriculture, or even for flushing toilets. Homeowners are allowed (but could be better encouraged!) to create different water lines to create a safe water reuse system. Greywater systems can help to reduce almost 60% of water bills within a ten-year time frame.

SEE ALSO:

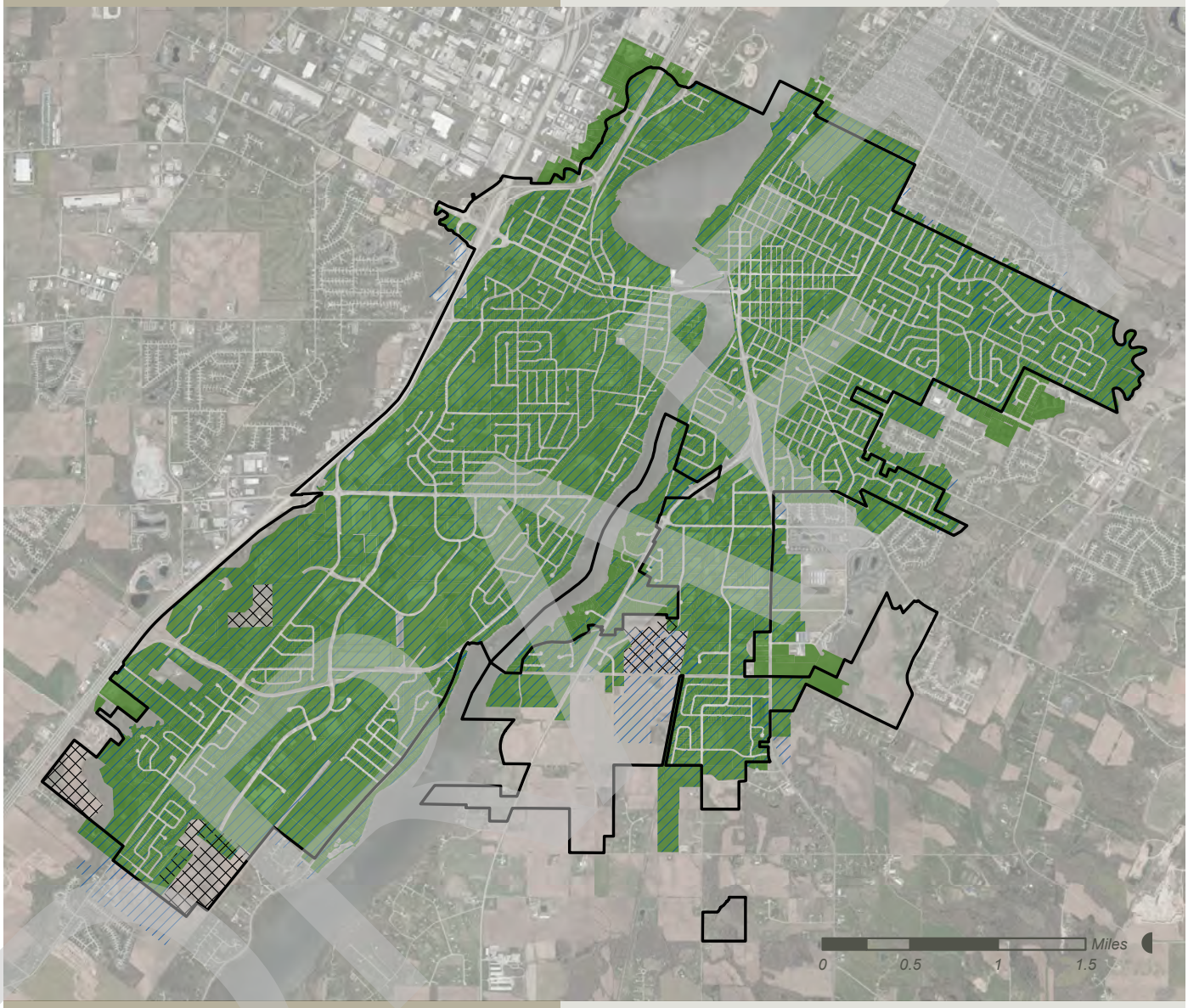
- **Urban Water Cycle Diagram**, *pg. 117*



Best Practice: *Grey Water Reuse*

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UTILITY LOCATIONS - SANITARY



As a regional facility, the GBMSD WWTP provides wastewater treatment at its plant to all of the Cities of Green Bay and De Pere and the Villages of Allouez, Ashwaubenon, Bellevue, Howard, and Pulaski and to portions of the Villages of Hobart and Suamico and the Towns of Green Bay, Humboldt, Pittsfield, and Scott.

As a portion of the sewer system is nearing the end of its design life, an increasingly greater percentage of these components have been replaced and will be replaced over the coming years.

- Sanitary Service Area
- Water Service Area
- Sanitary and Water Service Areas to be added in 2022/2023
- City of De Pere

MAP TO BE UPDATED

Data Source: City of De Pere (2024)



STORMWATER

OBJECTIVE

Mitigate stormwater and flooding impacts on existing homes, businesses, natural areas, and municipal infrastructure.

STRATEGIES

- Utilize natural stormwater management attenuation through the usage of rain gardens, bioswales, and pervious paving materials
- Implement the recommendations in the City's Stormwater Ordinance to address water quantity issues (such as flooding) and water quality issues (through the protection of wetlands and stream habitats)
- Continue to monitor stormwater management mandates from the state and federal government to ensure continued compliance
- Ensure the stormwater utility continues to collect fees adequate to maintain the growing number of stormwater features and other infrastructure
- Continue membership in the Northeastern Wisconsin Stormwater Consortium (NEWSC) to meet the public educational requirements of the City's MS4 permit

WATER

OBJECTIVE:

Continue to maintain a long-term viable supply and distribution system of high quality, safe, public water.

STRATEGIES:

- Continue the long-range planning, maintenance, and funding activities in cooperation with the Central Brown County Water Authority to ensure De Pere's water supply and transmission system remain adequately sized for anticipated growth and development
- Continue to extend the water supply and transmission system in conformance with 5-year growth increments, promoting infill development and efficient, cost-effective growth patterns

FIND OUT MORE:

- ***City of De Pere Stormwater Ordinance***

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BEST PRACTICE: LOW IMPACT STORMWATER DESIGN

Rainwater Re-use Capturing roof runoff in rain barrels and cisterns allows it to be used for lawn and garden irrigation, reduces peak flows during storms and provides for infiltration into the soil in dry weather.

Tree Plantings Tree roots absorb rainwater and stabilize soils, preventing erosion. Tree branches and foliage also intercept a portion of rainwater.

Vegetated Swales Landscaped drainage channels (as an alternative to pipes) slow runoff, remove pollutants and infiltrate water.

Green Roofs Building green roofs can capture a percentage of rainwater and reduce runoff.

Disconnected Roof Drains Disconnecting roof drains or downspouts from the sewer system and directing their discharge to rain gardens, dry wells or vegetated swales reconnects rainwater with native soil (for infiltration) and vegetation (for absorption).

Surface Drainage Pitching the drainage of driveways, sidewalks and parking lots into adjacent vegetated soil — instead of into storm sewers — increases infiltration and absorption.

Infiltration Basins Engineered depressions in the landscape (such as rain gardens, dry wells and subsurface recharge beds) collect runoff from roofs and pavement and allow it to percolate into the soil.

SEE ALSO:

- **Best Practice:** Grey Water Reuse

Reduction of Impervious Surfaces Reconfiguring driveways, parking lots and streets to reduce unnecessary pavement allows more vegetated soil and more rainwater infiltration.

Permeable Pavement Special types of asphalt, concrete, masonry and other materials that have open pores that reduce runoff and allow water to infiltrate the underlying soil.



Best Practice: *Rain Barrels*



Best Practice: *Rain Gardens*

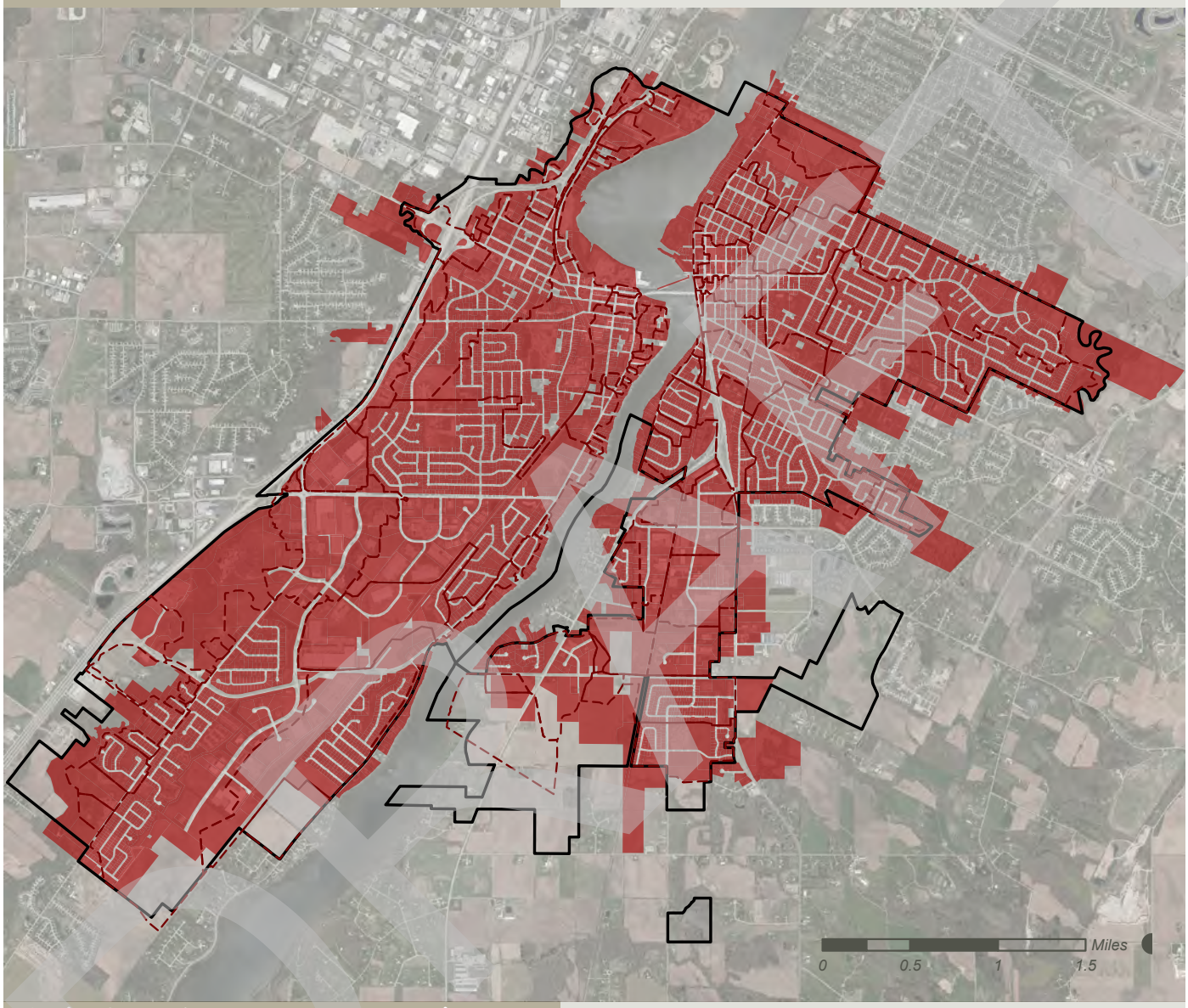


Best Practice: *Reduction of Impervious Surfaces*
Adapted from Stormwater Magazine, July/August 2001.

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UTILITY LOCATIONS - STORMWATER



The City of De Pere's current stormwater system is comprised of a conveyance system consisting of swales, roadside ditches, storm sewers, culverts, channels and a storage system consisting of wetlands, wetland remnants, and constructed stormwater detention facilities. This system transports stormwater runoff from developed lands to the Fox and East Rivers.

De Pere has adopted Chapter 29 of the municipal code to regulate the introduction of pollutants and illegal connections to the City's municipal separate storm sewer system (MS4).

- Stormwater Service Area
- Stormwater Basin
- City of De Pere

MAP TO BE UPDATED

Data Source: City of De Pere (2024)

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05. IMPLEMENTATION



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CHAPTER CONTENTS

- Tenets of Successful Implementation
- Plan Implementation Process
- Roles
- Tools
- Inter-Governmental Coordination
- Action Plan

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The preceding chapters outline an overall set of vision elements and recommendations to guide De Pere's decision making for the coming years. Many of the recommendations in Imagine De Pere will take multiple steps, partners, and funding sources. This implementation chapter seeks to outline the roles and responsibilities of those involved with assuring these recommendations take shape for the next five years and beyond.

TENETS OF SUCCESSFUL IMPLEMENTATION

The input received through the Imagine De pere process provided a foundation to help achieve the Community's vision. Community support, commitment, and involvement must continue.

COMMITMENT

Successful plan implementation will be directly related to a committed City leadership. While elected and appointed officials will have a strong leadership role, many others-City department directors, staff, and leaders from the community's many institutions and organizations - will also be instrumental in supporting the plan.

However, commitment reaches beyond just these individuals and includes the array of stakeholders. Residents and business owners interested in how De Pere develops must unite toward the plan's common vision.

INTEGRATE WITH PROJECT DESIGN

City officials and departments must embrace the plan, applying its recommendations to help shape annual budgets, work programs, and the design of capital improvements. For example, the City's engineering practices can support implementation through infrastructure improvements, streets, and storm systems designed consistent with plan policies and recommendations. Each department, staff person, and elected official should find it a benefit, if not an obligation, to reference the plan when making decisions and setting priorities.

GUIDANCE FOR DEVELOPMENT DECISIONS

This plan is designed for routine use and should be consistently employed during any process affecting the community's future. Private investment decisions by developers, corporations, and land owners should consider the plan's direction as it is the guide for economic growth and stability of the community and supports the goals and objectives of the overall plan.

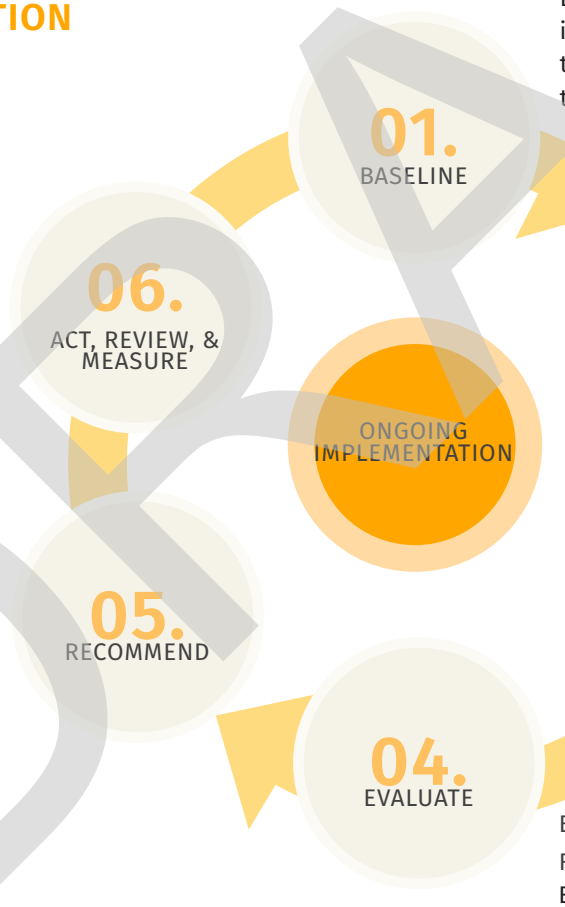
EVALUATION AND MONITORING

This plan has been developed with a degree of flexibility, allowing nimble responses to emerging conditions, challenges, and opportunities. To help ensure the plan stays fresh and useful, periodic reviews and amendments may be required. This will ensure plan goals, objectives, and recommendations reflect changing community needs, expectations, and financial realities.

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PLAN IMPLEMENTATION PROCESS



DATA COLLECTION
Develop understanding of the city and its baseline status. Identify where future trade-offs may need to be evaluated for the city to achieve its long-term goals.

WORKSHOPS & FORUMS
Connect with stakeholders to confirm vision and guiding principles and understand challenges to meeting goals.

DATA & INPUT ANALYSIS
Use collected data and feedback to develop indicators and metrics for measuring progress on goals and objectives.

BENEFIT, IMPACT, & FEASIBILITY EVALUATION
Evaluate cost benefits, feasibility, and impacts to determine priority actions. What change will we expect to see?

DRAFT PLAN
Recommendation of draft plan to commission or council for approval and funding of implementation.

ANNUAL PROGRESS
Check plan's progress against indicators. Did we achieve the change we expected?

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ROLES

CITY COUNCIL

The City Council must be solidly engaged in the process to implement the Plan. City Council will use Imagine De Pere as a guide to implementing their organizational Strategic Goals and Critical Success Factors. Their responsibilities will be to prioritize various action items and establish time-frames by which each action must be initiated and completed. They must also consider and weigh the funding commitments necessary to realize the City's vision, whether involving capital improvements, facility design, municipal services, targeted studies, or changes to development regulations.

PLANNING COMMISSION

The Planning Commission is charged with overseeing Plan implementation and is empowered to make ongoing land use decisions. Therefore, many tasks in the Action Plan are the responsibility of the Planning Commission and its staff. As an example, the Planning Commission is charged with preparing studies, ordinances, and certain programmatic initiatives before they are submitted to the City Council. In other instances, the Planning Commission plays a strong role as a "Plan Facilitator", overseeing the process and monitoring its progress and results. Together, City staff and the Planning Commission must be held accountable, ensuring Imagine De Pere impacts daily decisions and actions by its many stakeholders.

CITY STAFF

Staffing continues to be a priority for efficiency. One option to help fund staff or any future consulting services would be to assess the fee schedule and factor in administrative costs. This would transfer some of the cost to the developer to pay for staff or a consultant's time in the review process.

City staff wear many hats and fulfill a variety of tasks to keep the city running. The actions identified in this Plan cannot be implemented by staff alone. Instead, staff helps guide the team of implementors and makes connections between resources locally and regionally. Staff training should be a priority as well. Champions for projects and initiatives can extend beyond staff to dedicated partners and City leaders.

Preparing for future staff turnover means an emphasis on documentation and processes. Records and institutional memory should be documented to ensure future staff have the resources they need. Digitizing records and maps should be a priority so staff can most efficiently do their job.



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ROLE OF PUBLIC

The City of De Pere depends on residents joining the process to ensure City staff and elected officials are enacting changes that are resident focused. Join the process and advocate for the guiding principles you prioritize on projects and decisions. You can join in many ways, from taking surveys to joining Planning Commission or one of the many boards and interest groups created based on your specific interests.

While this plan and the zoning ordinance embed the community's vision into the City's decision making process for most development projects, some types of projects have more opportunity for the public to advocate for priorities when they arise:

- Transportation projects
- The use/reuse of city-owned sites
- Planned Unit Development projects
- Projects receiving public incentives



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TOOLS

Imagine De Pere is intended to serve as a guide for land use and redevelopment for the next 25 years. Goals, objectives, and actions noted throughout the Plan should be carefully considered during decisions on: rezonings, zoning text amendments, other regulations, capital investments for improvements to streets, "complete streets" bikeways/walkways, utilities, public facilities, land acquisition, and development proposals. Recommendations in this Plan apply to both public land (parks, sites, and right-of-ways) and guidance for development and redevelopment of privately-owned property.

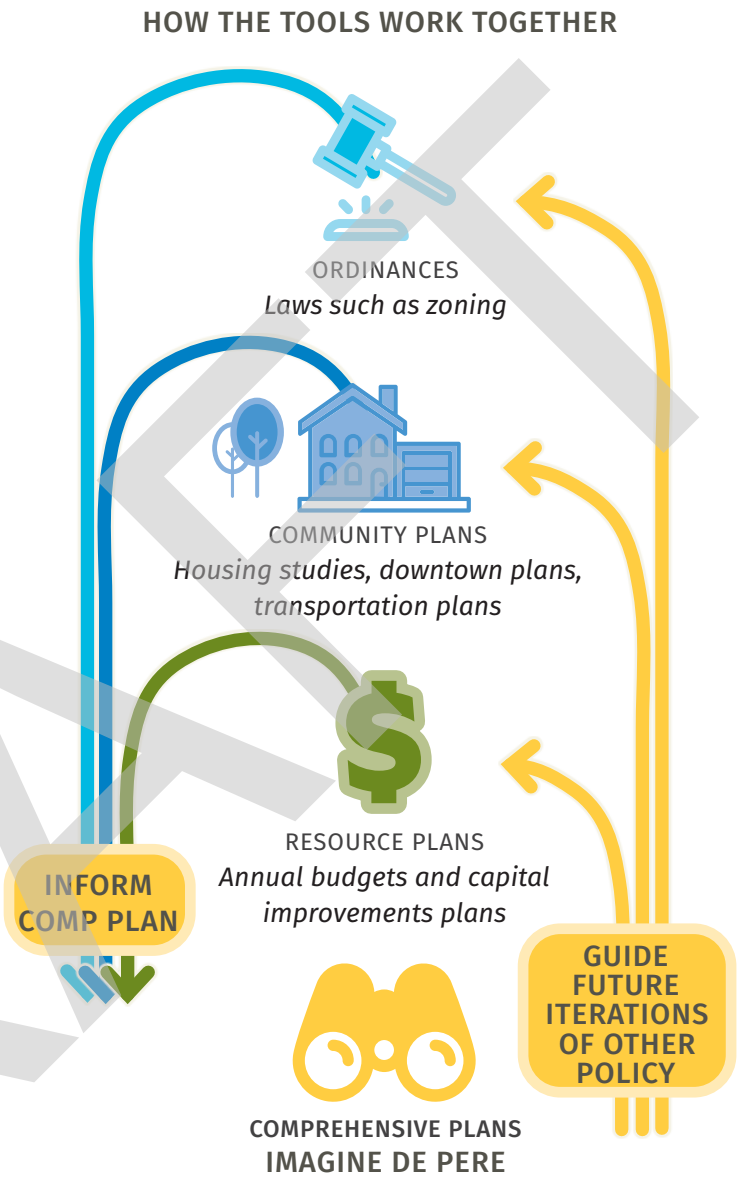
Some Plan recommendations may involve the need for changes to land use regulations and/or potential new programs. Others may involve partnerships with other municipalities, agencies, organizations, or groups. Since the Plan is a long-range guide, refinements or additional studies may also be appropriate in the future to reflect new information, respond to unanticipated factors or to address changes in city policies.

To that end, this chapter provides a summary of the recommendations described in the previous sections of the plan. It also acts as a quick reference for the City staff, Planning Commission, and the City Council to evaluate its progress toward implementation of the Plan.

Tools to implement Imagine De Pere generally fall into five categories and some strategies may include more than one:

1. Land use regulations
2. Capital improvement plans
3. Special funding programs
4. Other programs
5. Partnerships

Each tool has a different purpose toward Plan implementation and may suggest specific immediate changes, long-term policies and others involve ongoing activities.



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LAND USE REGULATIONS

The primary tool for Plan implementation, which includes the Zoning Ordinance and other land use regulations, is summarized below. The city also has several other codes and ordinances to ensure that activities remain compatible with the surrounding area, such as noise, blight and nuisance ordinances.

ZONING REGULATIONS

Zoning regulations control the intensity and arrangement of land development through standards on lot size or units per acre, setbacks from property lines, building dimensions and similar minimum requirements. Various site design elements discussed in this Plan are also regulated through site plan review and address landscaping, lighting, driveways, parking and circulation, pedestrian systems, and signs. Zoning can also be used for environmental benefits such as requiring low-impact design for stormwater management through the use of permeable pavement and on-site rain gardens or bioswales to filter stormwater.

ZONING MAP

Over time, changes to the zoning map should become more consistent with the land use pattern identified on the Future Land Use Map. In some cases, the City may wish to initiate certain rezonings as part of an overall zoning map amendment. Other changes to the zoning map can be made in response to requests by landowners or developers. In those cases, City officials will need to determine if the time is proper for a change. It is important that the future land use plan be understood as a long-range blueprint: implementation is expected, but gradually in response to needs, conditions and availability of infrastructure. The Zoning Plan outlines how the Future Land Use Plan relates to current zoning.

PUBLIC INFRASTRUCTURE STANDARDS

Public infrastructure refers to the basic facilities and services needed for the functioning of the city such as city streets, water, sanitary sewer, storm sewer, among others. Standards to ensure consistency and uniformity have been adopted so that each facility is designed and constructed to support existing and future development.

SUBDIVISION, LAND DIVISION AND CONDOMINIUM REGULATIONS

Subdivision, land division and condominium regulations control the manner in which property is subdivided in the city and the public improvements required to support the development. The distinctions are not always apparent once a project is built, but the approval procedures are different due to separate state statutes that govern these types of land development approaches in Wisconsin.

CAPITAL IMPROVEMENT PLAN

The Capital Improvement Plan (CIP) serves as the City's multi-year planning instrument used to identify needs and financing sources for public infrastructure improvements. The City of De Pere CIP contains recommended capital projects, timing, estimated costs and funding for public infrastructure (streets, bikeways, sidewalks, sanitary sewers, waterlines, storm sewers and drainage) and community facilities (public buildings, fire, police and parks). Capital projects identified help support and promote desired development, and to meet the needs of residents and businesses in the city. The number of projects and project timing are influenced by several factors, in particular, the cost, need for environmental clearance or approval by other agencies, and funds available.

The CIP process precedes the budget process and is used by City Council when developing the annual budget. Recommending approval of the CIP by the Planning Commission does not mean that they grant final approval of all projects contained within the plan. Rather by recommending approval of the CIP, the Planning Commission acknowledges that these projects represent a reasonable interpretation of the upcoming needs of the community and that projects contained in the first year of the plan are suitable for inclusion in the upcoming budget, if funding is available.

OTHER PROGRAMS

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A variety of housing, economic development, informational and other programs may be used by the City to assist with implementation of recommendations in this Plan. Many of these are through state programs as identified in the preceding chapters such as the following:

- Wisconsin Housing and Economic Development Authority (WHEDA)
- Wisconsin Community Development Programs (WI-DOA)
- Wisconsin Economic Development Corporation (WEDC)
- Wisconsin Department of Transportation (WISDOT)
- Wisconsin Department of Natural Resources (WIDNR)
- Housing and Urban Development (HUD) Community Development Block Grants (CDBG)

PUBLIC/PRIVATE PARTNERSHIPS

While the City can coordinate many of the Plan's implementation tasks, responsibility should not solely rest on the government. Instead, the vast array of stakeholders having key roles in either the city or region should all participate. Partnerships with the public and private sector, neighboring municipalities, local businesses, and land owners will also lead to a successful implementation of the plan's initiatives.

Partnerships may range from sharing information, to funding, to shared promotions or services. The spirit of cooperation through alliances and partnerships will be sustained to benefit everyone in the region. City government cannot and should not do it all. Only through public/private collaboration can the Plan's vision be realized.

SPECIAL FUNDING PROGRAMS

Some of the recommendations may be funded locally, some through outside funds, and many through a combination. The City monitors new federal and state funding programs that may be available to assist in implementation. In addition, foundations and other organizations may provide contributions.

TAX INCREMENT FINANCING (TIF)

In addition to traditional sources, the City can raise revenues within a specific geographic area for specific purposes. Tax increment financing is a redevelopment tool that captures the increase of tax revenues when redevelopment occurs in a specific geographic area for specific purposes for reinvestment in that area.

TRANSPORTATION ALTERNATIVES PROGRAM (TAP)

The Wisconsin Department of Transportation (WISDOT) administers the federal Transportation Alternatives Program (TAP) in Wisconsin, where traffic calming, regional trail connections and safe routes to school are among the highest priorities for funding. TAP is a competitive grant program that uses federal transportation funds designated by Congress for specific activities that enhance the intermodal transportation system and provide safe alternative transportation options. Projects are selected on a competitive basis for funding in a future fiscal year.

HISTORIC TAX CREDITS

The Wisconsin Historic Tax Credit provides a 20% investment tax credit against passive income for certified rehabilitation projects. Eligible blocks include the 100 S. Broadway and 200-400 Main Avenue.

COMMUNITY DEVELOPMENT BLOCK GRANTS (CDBG)

The U.S. Department of Housing and Urban Development CDBG Program provides annual grants to provide decent housing and a suitable living environment by expanding economic opportunities, principally for low- and moderate-income persons.

PRESERVATION EASEMENTS

Donation of facade easements can provide meaningful tax advantages to building owners and can open some avenues of public financing for facade restoration.

SEE ALSO:

- Inter-Governmental Coordination

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KEY PRIORITY:

INTER-GOVERNMENTAL COORDINATION

Goal: Work with the surrounding communities, school districts, St. Norbert College, Brown County, Bay-Lake Regional Planning Commission, and State of Wisconsin to cooperatively plan and develop the city and region.

EXISTING PARTNERS

Educational Institutions

Ongoing communication between the city and related educational institutions has been integral in coordinating facility growth needs, the sharing of resources, and the integration of educational destinations with surrounding neighborhoods.

- Unified School District of De Pere
- West De Pere School District
- Private and Parochial Schools
- St. Norbert College

Adjacent Communities

Adjacent community planning coordination has lead to discussions regarding transportation infrastructure expansion/ enhancement efforts (southern bridge, east river trail expansion), waterfront planning, shared recreation destinations, growth management, boundary agreements, utility provisions, compatible land use, and public safety.

- Village of Allouez
- Town of Ledgeview
- Town of Rockland
- Town of Lawrence
- Village of Ashwaubenon

Regional & State Planning Organizations

Regional partners are essential in aligning local and regional transportation plans, resource conservation initiatives, regional utility provision, economic development strategies, and large-scale events and festivals.

- Green Bay Metropolitan Planning Organization (MPO)
- Central brown County Water Authority (CBCWA)
- Green Bay Metropolitan Sewerage District (GBMSD)
- Bay-Lake Regional Planning Commission
- Brown County
  - — Highway Department
  - — Facility & Park Management Department
- State of Wisconsin
  - — Wisconsin Department of Transportation (WisDOT)
  - — Wisconsin Department of Natural Resources WisDNR

For strategies relating to inter-governmental coordination, see the action plan.



DRAFT



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City of De Pere, Wisconsin **I.8**

Request for Plan Commission Action

MEETING DATE:	June 23, 2025
DEPARTMENT:	Development Services
FROM:	Peter Schleinz, City Planner/Zoning Administrator
SUBJECT:	Discussion about site plans received since the May 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: June 23, 2025

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

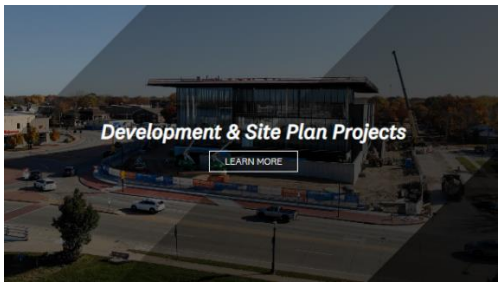
Summary:
The City of De Pere approved a new Zoning Ordinance that became effective on January 1, 2023. The new Zoning Ordinance speeds up the site plan review process by allowing staff to approve site plan proposals that comply with the Zoning Ordinance.

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 Search De Pere
Submit

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

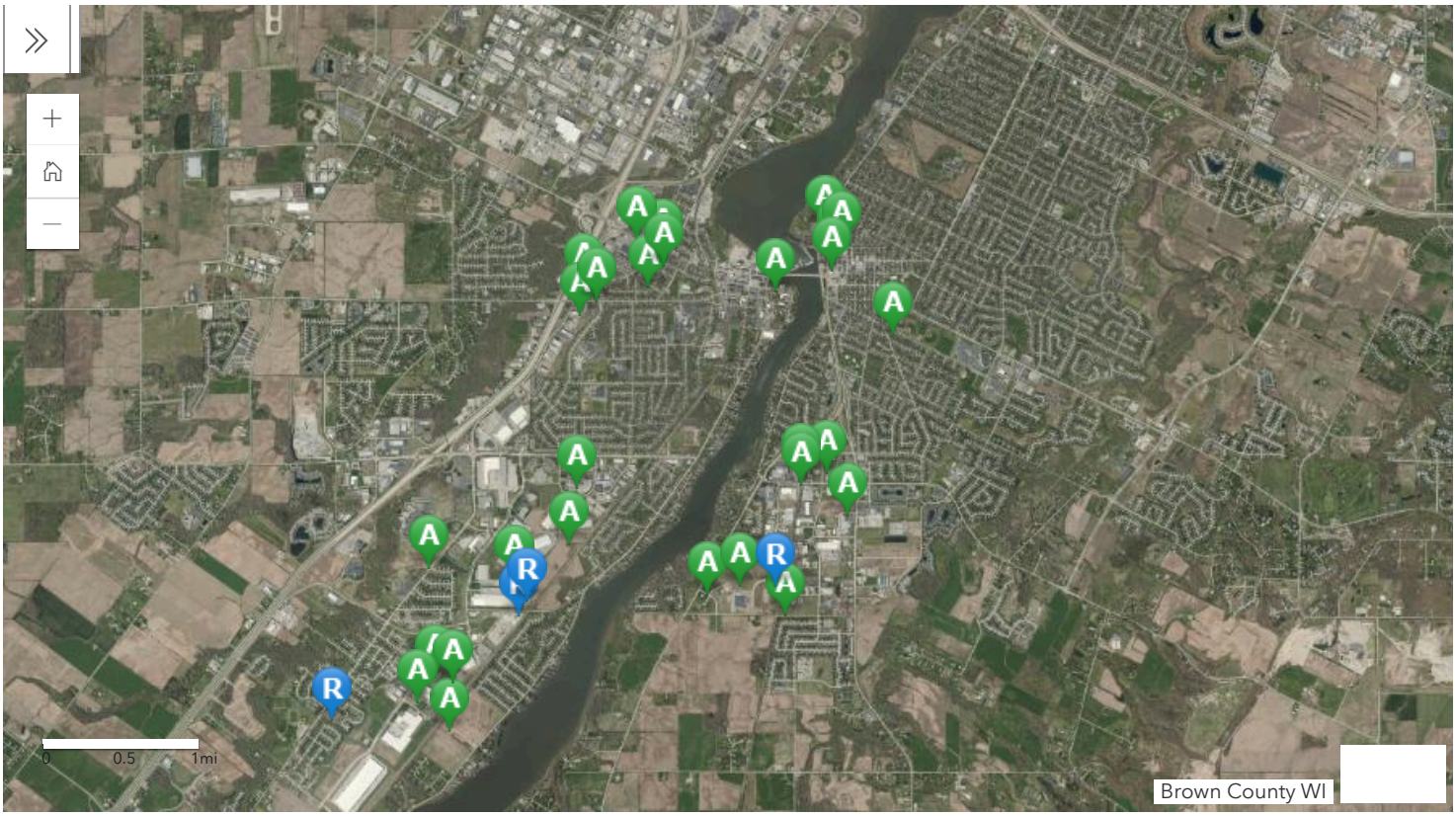
Page last updated on June 19, 2025.

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:

- *None*

Projects that are Under Staff Review:

- *2385 Lawrence DR - New Draco Pavement and Screening*
- 2005 Commerce DR - New City Composting Yard Waste Site
- *2121 American BL - New Robinson Parking Lot*
- *2121 American BL - New Robinson Metal Southeast Warehouse Access Drive*

Projects that are Recently Approved:

- 101 & 105-109 S Broadway ST - New Fences
- *435 S Washington ST - Dickinson Elementary Re-Pavement*
- *550 William ST - New 550 West Mixed Use*
- *215 N Wisconsin ST - New Towneplace Suites Hotel*
- *805 Main AV - Dollar Tree Facade Replacement*
- *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*
- *1221 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*
- *1405 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:

- *None*

Projects that are Recently Denied:

- *None*

Additional Project Status Information

New Fences							
Address: 101 & 105-109 S Broadway ST							
Parcel Number: ED-831, ED-833							
City Funding: TIF 7							
Developer or Authorized Representative: Andrew Krans, SAKS Holdings 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 - Jun 13, 2025 (C)**	**Permits Issued or Under Construction**	**Certificate of Occupancy Issued**	**Project Completed**
Click here to see the site plan and developer contact information.							

New City Composting Yard Waste Site							
Address: 2005 Commerce DR							
Parcel Number: ED-3100							
City Funding: City Project in TIF 10							
Developer or Authorized Representative: Eric Rakers, City Engineer, City of De Pere							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	**~~Developer Revising Plans (C)~~**	**Staff Review in Progress**	**Plan Commission Review**	**Site Plan Approved or Denied**	**Permits Issued or Under Construction**	**Certificate of Occupancy Issued**	**Project Completed**
Click here to see the site plan and developer contact information.							

New Robinson Metal Parking Lot							
Address: 2121 American BL							
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 (C)~~**	**Staff Review in Progress**	**Plan Commission Review**	**Site Plan Approved or Denied**	**Permits Issued or Under Construction**	**Certificate of Occupancy Issued**	**Project Completed**
Click here to see the site plan and developer contact information.							

Dickinson Elementary Re-Pavement							
Address: 435 S Washington ST							
Parcel Number: ED-321, ED-335, ED-1436-1							
City Funding: No							
Developer or Authorized Representative: Jesse Becker, Point of Beginning							
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 - May 30, 2025 (C)**	**Permits Issued or Under Construction**	**Certificate of Occupancy Issued**	**Project Completed**
Click here to see the site plan and developer contact information.							

Dollar Tree Facade Replacement							
Address: 805 Main AV							
Parcel Number: WD-84-3							
City Funding: No							
Developer or Authorized Representative: Donna Elliott, RRMM Architects							
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 - Apr 09, 2025 (C)**	**Permits Issued or Under Construction**	**Certificate of Occupancy Issued**	**Project Completed**
Click here to see the site plan and developer contact information.							

New 550 West Mixed Use
Address: 550 William ST
Parcel Number: ED-875-1

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 (C)	~~Plan Commission Review (C)~~	Site Plan Approved - May 30, 2025 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed

Click here to see the site plan and developer contact information.

New Draco Pavement and Screening

Address: 2385 Lawrence DR

Parcel Number: WD-L487

City Funding: No

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 (C)	Staff Review in Progress	Plan Commission Review	Site Plan Approved or Denied	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed

Click here to see the site plan and developer contact information.

New Towneplace Suites Hotel

Address: 215 N Wisconsin ST

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 (C)	Staff Review in Progress (C)	~~Plan Commission Review (C)~~	Site Plan Approved - May 16, 2025 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed

Click here to see the site plan and developer contact information.

New Robinson Metal Warehouse Southeast Access Drive

Address: 2121 American BL

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 (C)	Staff Review in Progress	Plan Commission Review	Site Plan Approved or Denied	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
Click here to see the site plan and developer contact information.							

New Robinson Metal Transportation Terminal & Outdoor Storage							
Address: 450 Fortune AV							
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							
Submit Site Plan and Review Fee (C)	**Developer Revising Plans (C)**	**Staff Review in Progress (C)**	**~~Plan Commission Review (C)~~**	**Site Plan Approved - Mar 05, 2025 (C)**	**Permits Issued or Under Construction**	**Certificate of Occupancy Issued**	**Project Completed**
Click here to see the site plan and developer contact information.							

White Pillars Expansion							
Address: 403 N Broadway ST							
Parcel Number: ED-752							
City Funding: No							
Developer or Authorized Representative: Bob Mach, 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 (C)**	**~~Plan Commission Review (C)~~**	**Site Plan Approved - Apr 02, 2025 (C)**	**Permits Issued or Under Construction**	**Certificate of Occupancy Issued**	**Project Completed**
Click here to see the site plan and developer contact information.							

Fire Station 2 Addition							
Address: 1180 Grant ST							
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							
Submit Site Plan and Review Fee (C)	**~~Developer Revising Plans (C)~~**	**Staff Review in Progress (C)**	**~~Plan Commission Review (C)~~**	**Site Plan Approved - Jan 10, 2025 (C)**	**Permits Issued or Under Construction**	**Certificate of Occupancy Issued**	**Project Completed**

Click here to see the site plan and developer contact information.

Bayside Machine Rear Facade Replacement							
Address: 2257 American BL							
Parcel Number: WD-1371							
City Funding: TIF 12							
Developer or Authorized Representative: Mike Van Vreede, Fox City Builders							
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 - Jan 07, 2025 (C)**	**Permits Issued or Under Construction**	**Certificate of Occupancy Issued**	**Project Completed**
Click here to see the site plan and developer contact information.							

Belmark Plant 5 Vestibule Addition							
Address: 675 Heritage RD							
Parcel Number: ED-F0094-1							
City Funding: No							
Developer or Authorized Representative: Carolyn Adler, McMahon 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 - Nov 07, 2024 (C)**	**Permits Issued or Under Construction**	**Certificate of Occupancy Issued**	**Project Completed**
Click here to see the site plan and developer contact information.							

New De Pere Housing Authority Building							
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 - Dec 16, 2024 (C)**	**Permits Issued or Under Construction**	**Certificate of Occupancy Issued**	**Project Completed**
Click here to see the site plan and developer contact information.							

Belmark Plant 5 Parking Lot Addition							
Address: 675 Heritage RD							
Parcel Number: ED-F0094-1							
City Funding: No							
Developer or Authorized Representative: Carolyn Adler, McMahon 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**
Click here to see the site plan and developer contact information.							

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**
Click here to see the site plan and developer contact information.							

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**
Click here to see the site plan and developer contact information.							

New Badgerland Supply Warehouse
Address: 1414 Builders CT
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

Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	~~Plan Commission Review (C)~~	Site Plan Approved - Oct 07, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed

Click here to see the site plan and developer contact information.

Country Visions Facade Maintenance

Address: 1221 Grant ST

Parcel Number: WD-D0217-1

City Funding: No

Developer or Authorized Representative: Olivia Vander Heiden, Alliance Construction & Design

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 4, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed

Click here to see the site plan and developer contact information.

New Contractor Warehouses

Address: 1405 Enterprise DR

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

Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	~~Plan Commission Review (C)~~	Site Plan Approved - Sep 03, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed

Click here to see the site plan and developer contact information.

New Valley Cabinet

Address: 1840 S Broadway ST

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
Click here to see the site plan and developer contact information.							

New Massman Corporate INC							
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**
Click here to see the site plan and developer contact information.							

New St. Norbert College Schneider School of Business							
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**
Click here to see the site plan and developer contact information.							

Destiny Church Addition							
Address: 1205 Lawrence DR							
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**
Click here to see the site plan and developer contact information.							

Nicolet Real Estate Addition

Address: 2211 American BL

Parcel Number: WD-1375

City Funding: No

Developer or Authorized Representative: Colin Meisel, Project Manager, Ruekert & 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

Click here to see the site plan and developer contact information.

Creekside Christian Montessori Fence Addition

Address: 421 Lawrence DR

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

Click here to see the site plan and developer contact information.

New North Shore Bank

Address: 820 Main AV

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 Commission Review (C)~~	Site Plan Approved - Jun 27, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed

Click here to see the site plan and developer contact information.

New Preserve Development Clubhouse

Address: 1600 N Honeysuckle CI

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 Commission Review (C)~~	Site Plan Approved - Aug 11, 2023 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed

Click here to see the site plan and developer contact information.

Sustana Fibers Flash Dryer System Addition

Address: 1751 W Matthew DR

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 Commission Review (C)~~	Site Plan Approved - Oct 10, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed

Click here to see the site plan and developer contact information.

Storage Shop USA Phase 2 & 3 Addition

Address: 701 Millennium CT

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

Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review - Sep 26, 2022 (C)	Site Plan Approved - Oct 4, 2022 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed

Click here to see the site plan and developer contact information.

New Waterview Heights Apartments

Address: 410-416 Willie Mays CI

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

Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review - Oct 24, 2022 (C)	Site Plan Approved May 10, 2023 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
Click here to see the site plan and developer contact information.							

In this Department

- Projects in the City of De Pere

Jump to a division
Make a Selection
Go!

Topics of Interest

Development & Site Plan Projects

Road Construction Projects

Water Department Projects

Jump to a topic or subtopic
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