



Plan Commission

Regular Meeting

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

Agenda

Monday, August 25, 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 **August 25, 2025 at 7:00 PM** in the **COUNCIL CHAMBERS, 2ND FLOOR CITY HALL, 335 S. BROADWAY STREET. DE PERE.**

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

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

OR

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

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

- I. Call to Order
 1. Roll Call
 2. Approval of the minutes of the June 23, 2025 Plan Commission meeting.
 3. Public Comment on Matters not on the Agenda. Comments made during the public comment period shall pertain only to matters under the jurisdiction of the Plan Commission. §6-3(f) DPMC
 4. Consideration and possible action for a zoning map amendment to remove PDD overlays from 122 parcels, generally located east from Lawrence DR, north from Garroman DR, and west from American BL.*
 5. Consideration and possible action for a zoning map amendment from BP-2 (Business Park 2 District) to PUD (Planned Unit Development District) at 2121 American BL, 0 Fortune AV, 0 Cherry LN, 2107 American BL, and 450 Fortune BL (Parcels WD-1040, WD-1041-1, WD-1041-2, WD-1042, WD-1043).*

6. Consideration and possible action for a new 12-foot-wide gas easement at the south and east ends of 530 Grant ST (Parcel WD-98).*
7. Discussion about the proposed Comprehensive Plan Update Draft Chapters (Introductory and People Chapters).
8. Discussion about site plans received since the June 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:

Alderspersons
City Manager
Mayor
Department Heads
TV, Newspapers & Radio Stations
Kress Family Library
De Pere Chamber of Commerce
Steven Kolar, Payne & Dolan INC
Real World Investments LLC, ETAL
Robinson INC
G3 Properties---2107 America BLVD LLC
Michelle Somers, SR/WA



Plan Commission

Regular Meeting

Draft Minutes

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

Monday, June 23, 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, Mark Higgins, Grant Schilling, Jonathon Hansen, Devin Perock

Absent:

Excused: Brenda Busch, Shane Raymaker

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

2. Approval of the minutes of the May 26, 2025 Plan Commission meeting.

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

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. Annual Election of Chairperson and Vice Chairperson.

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

Ald. Hansen nominated Brenda Busch as Vice Chairperson, seconded by Mark Higgins. Upon vote, motion carried unanimously.

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).*

City Planner Peter Schleinzi reviewed the final extraterritorial plat of Grande Ridge Estates Second Addition in the Town of Ledgeview. Staff recommended approval of the final plat and forwarding the plat to the Common Council, subject to the conditions in the report. Mayor Boyd moved, seconded by Ald. Hansen, to approve the final plat. Upon vote, motion carried unanimously.

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

- 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.*

City Planner Peter Schleinzi reviewed the zoning map amendment for the 1900 Block Ridgeway Drive. The request is for the removal of a PDD overlay only. Staff recommended approval of the zoning map amendment. Mayor Boyd moved, seconded by Mark Higgins, to approve the request. Upon vote, motion carried unanimously.

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

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

Development Services Director Daniel Lindstrom provided an update to the Comprehensive Plan Update process. He explained that the Comp Plan Update Process began during COVID and presented some challenges regarding engagement of the community. The process halted in 2023. Staff is proposing an enhanced community engagement strategy led by the City. The steering committee consists of 12 people who are also De Pere residents. He noted that this is an update, not a gut of the entire Comprehensive Plan. There will be updates to the existing plan, which is getting re-organized and re-formatted to a much more user-friendly document. The 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. The goal is to adopt the final Comprehensive Plan in early 2026.

8. Discussion about site plans received since the May 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. He noted that there have not been a lot of new projects lately, but there have been revisions to existing projects. Mayor Boyd noted that he has been getting several questions regarding the new St Norbert College School of Business. He asked if the HVAC units will be enclosed once the project has been completed. Staff has reached out to the representative to inquire about it. The large HVAC unit will be covered with landscaping, which has not been installed yet. Peter also noted that the Sustana Fiber project will be moving ahead in July and August to complete their screening project that was approved almost a year ago. Ald. Hansen questioned the reason the Dickinson Elementary School parking lot repaving was included in the list of projects. Peter noted that the parking lot is included because it requires site plan approval.

9. Adjournment.

Mayor Boyd moved, seconded by Ald. Perock, to adjourn the meeting at 7:38 PM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker



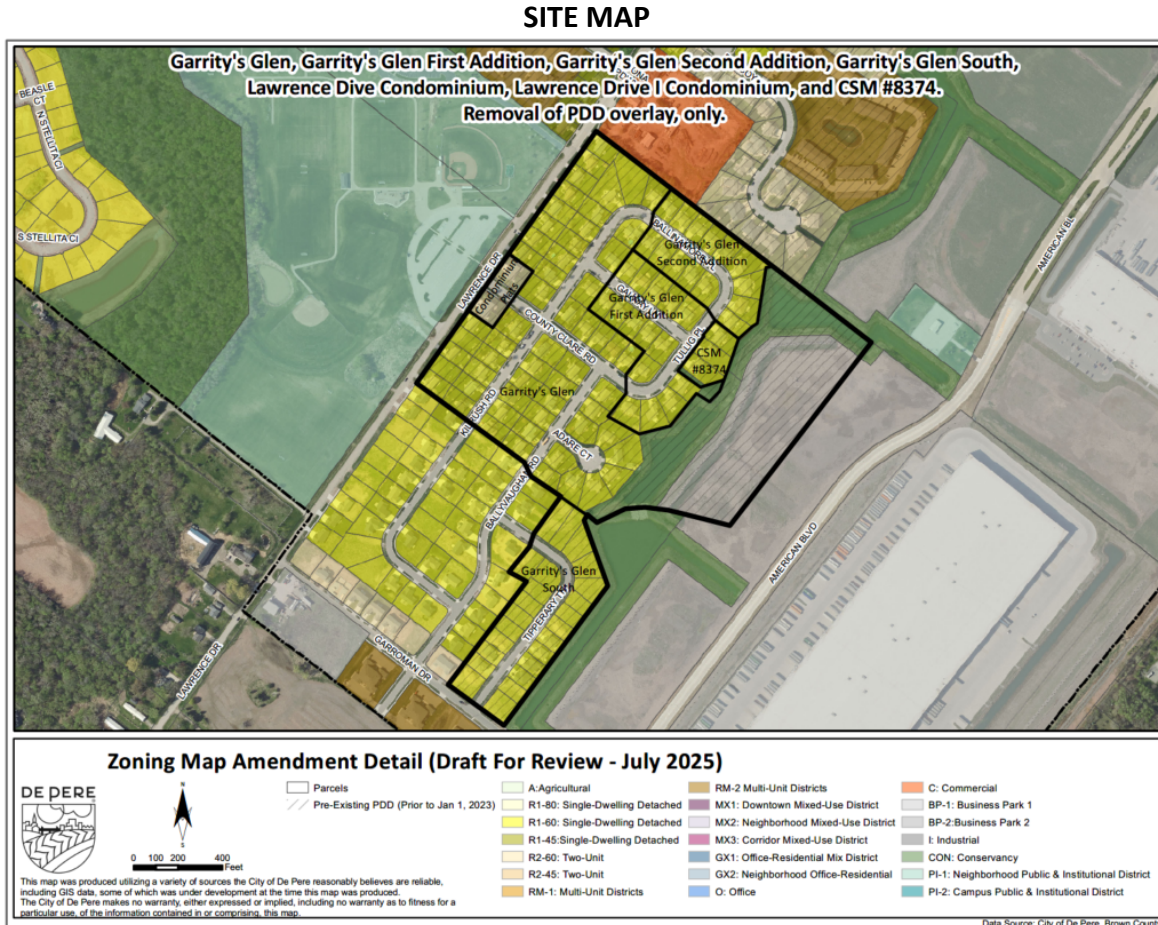
Request for Plan Commission Action

MEETING DATE: August 25, 2025
DEPARTMENT: Development Services
FROM: Peter Schlein, City Planner/Zoning Administrator
SUBJECT: Consideration and possible action for a zoning map amendment to remove PDD overlays from 122 parcels, generally located east from Lawrence DR, north from Garroman DR, and west from American BL.*

RECOMMENDED ACTION: Approval.

ATTACHMENTS:
PC Report, Application and Supporting Documents - 13 Aug 2025

Consideration and possible action for a zoning map amendment to remove PDD overlays from 122 parcels, generally located east from Lawrence DR, north from Garroman DR, and west from American BL.*



REQUESTED ACTION: Zoning Map Amendment Request to remove PDD Overlays (File ZMA 25-05).

NOTE: The request is for removing PDD overlays on seven plats and CSM:

1. Garry's Glen
2. Lawrence Drive Condominium I
3. 2451-2453 Lawrence Drive Condominium
4. Garry's Glen First Addition
5. CSM #8374
6. Garry's Glen Second Addition
7. Garry's Glen South

COMMON DESCRIPTION: 122 parcels generally located east from Lawrence DR, north from Garroman DR, and approximately 230 feet west from American BL.

SURROUNDING LAND USES: Business (C) and two-unit residential (R2-60 PDD) to the north. Business Park (BP-1) and multi-unit residential (RM-2) to the south. Storm Pond (CON) and Business Park (BP-2) to the east. Southwest Park (PI-1) to the west.

COMPREHENSIVE PLAN: Neighborhood Residential (Including Multi-Family and Business Park.)

APPLICANT / OWNERS: Authorized Representative
City of De Pere
ATTN: Peter Schlein
335 N Broadway ST
De Pere, WI 54115

Property Owner
Multiple (122 parcels)

LAND USE HISTORY: After a review of air photographs, the site began developing after 2005.

STAFF REVIEW (GENERAL): 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

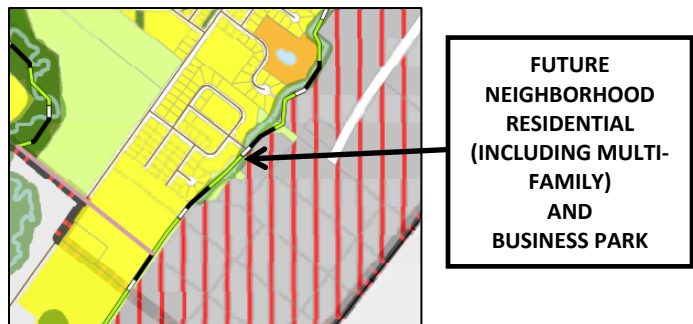
The Site Map reflects the specific zoning district for each of the 122 parcels, which includes: R1-60, R2-60, CON, and BP-2 Districts. The underlying zoning is not proposed to change. Only the PDD overlays, created in September 2004 and December 2018, are proposed to be removed.

Specific details about the PDD overlays and each of the seven plats and CSM are provided separately within the “Staff Review:: Specific for each Land Division” section of this Staff Report. Plan Commission may act on each of the seven separately, or on all seven as a group.

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 Neighborhood Residential (Including Multi-Family and Business Park.) The site is near the south city limits, by Lawrence.

CLIP FROM FUTURE LAND USE MAP



Desired Development Patterns

The underlying R1-60, R2-60, CON, and BP-2 Districts remain unchanged if the PDD overlays are removed. The permitted uses and conditional uses for each district are in Zoning Ordinance Article VII and summarized in Table 7-1.

There are two specific PDD overlay areas. The Year 2004 PDD overlay area in the center and north, proposed zoning with higher densities only. The Year 2018 PDD overlay, in the southeast, proposed variations for street frontage, lot size, and interior side setbacks.

**STAFF REVIEW (SPECIFIC
FOR EACH LAND DIVISION)**

The request to remove two PDD overlays from seven separate land divisions. Below is a summary for each of the seven land divisions with details about the specific PDD overlay and impacts of removing the PDD overlay.

1. Garrity's Glen

The plat was recorded on June 2, 2005, with 58 single-dwelling lots, 2 two-unit lots, and 7 outlots for future development.

The PDD Overlay was approved in September 2024 to propose higher densities, but did not change existing Zoning Ordinance regulations.

Removing the PDD overlay would not change anything because the subdivision has been utilizing the existing Zoning Ordinance regulations since the plat and PDD overlay were created. No additional benefits are offered by the PDD overlay.

2. Lawrence Drive Condominium I

The plat was recorded on June 1, 2006, with 1 two-unit lot, which was an existing two-unit lot from Garrity's Glen (Lot 52).

The PDD Overlay was approved in September 2004 with the Garrity's Glen plat, and did not change existing Zoning Ordinance regulations.

Removing the PDD overlay would not change anything because the subdivision has been utilizing the existing Zoning Ordinance regulations since the plat and PDD overlay were created. No additional benefits are offered by the PDD overlay.

3. 2451-2453 Lawrence Drive Condominium

The plat was recorded on October 26, 2006, with 1 two-unit lot, which was an existing two-unit lot from Garrity's Glen (Lot 6).

The PDD Overlay was approved in September 2004 with the Garrity's Glen plat, and did not change existing Zoning Ordinance regulations.

Removing the PDD overlay would not change anything because the subdivision has been utilizing the existing Zoning Ordinance regulations since the plat and PDD overlay were created. No additional benefits are offered by the PDD overlay.

4. Garrity's Glen First Addition

The plat was recorded on April 4, 2011, with 17 single-dwelling lots and three outlots, which were all or part of four outlots from Garrity's Glen (all of Outlots 2 and 3, and part of Outlots 4 and 5).

The PDD Overlay was approved in September 2004 with the Garrity's Glen plat, and did not change existing Zoning Ordinance regulations.

Removing the PDD overlay would not change anything because the subdivision has been utilizing the existing Zoning Ordinance regulations since the plat and PDD overlay were created. No additional benefits are offered by the PDD overlay.

5. CSM #8374

The CSM was recorded on October 24, 2013, with 3 single-dwelling lots and one outlot, which was part of two outlots from Garrity’s Glen (part of Outlots 2 and 5).

The PDD Overlay was approved in September 2004 with the Garrity’s Glen plat, and did not change existing Zoning Ordinance regulations.

Removing the PDD overlay would not change anything because the subdivision has been utilizing the existing Zoning Ordinance regulations since the plat and PDD overlay were created. No additional benefits are offered by the PDD overlay.

6. Garrity’s Glen Second Addition

The plat was recorded on February 14, 2014. The plat included 14 single-dwelling lots, which was part of one outlot from Garrity’s Glen (part of Outlot 5).

The PDD Overlay was approved in September 2004 with the Garrity’s Glen plat, and did not change existing Zoning Ordinance regulations.

Removing the PDD overlay would not change anything because the subdivision has been utilizing the existing Zoning Ordinance regulations since the plat and PDD overlay were created. No additional benefits are offered by the PDD overlay.

7. Garrity’s Glen South

The plat was recorded on June 28, 2019. The plat included 70 single-dwelling lots, 8 two-unit lots, 2 multi-unit lots, and 3 outlots. Only 24 of the single-dwelling lots are covered by a PDD overlay.

The PDD Overlay was approved on December 18, 2018, and a Precise Implementation Plan (PIP) was approved on February 5, 2019. The following Table compares the three regulations that the PDD Overlay and PIP created to today’s 2025 Zoning Ordinance Regulations:

Garrity’s Glen South Comparison of Regulations		
Topic	2018 PDD & 2019 PIP	2025 Zoning Ordinance
Minimum Street Frontage	70’	60’ interior lot 70’ corner lot
Minimum Lot Size	8,500 SF interior lot 10,000 SF corner lot	7,000 SF
Minimum Interior side setback	8’	6’

The intent of a PDD overlay and PIP is to offer more flexibility and design opportunities for a development than the Zoning Ordinance allowed back in 2018-2019. The Zoning Ordinance was rewritten in 2023, and the above three PDD regulations now are placing increased restrictions on the 24 single-dwelling lots for street frontage, lot size, and interior-side setbacks.

SUMMARY

For Land Divisions #1-6, above

All six land divisions follow the same PDD overlay that was created in 2004. The PDD overlay proposed higher densities but only established zoning districts. The existence of a PDD overlay provides no benefits to the property owners, and all properties already follow the existing Zoning Ordinance regulations.

For Land Division #7, above:

The land division follows the PDD overlay that was created in 2018, with regulations that are more restrictive than the previous Zoning Ordinance. The existence of a PDD overlay provides no benefits to the property owners, and all properties already follow the existing Zoning Ordinance regulations.

NEIGHBOR OUTREACH

The publishing of a Class II public notice and public hearing is required for the removal of a PDD overlay. As a courtesy, property owners of the 122 parcels were notified by mail. One email and two telephone inquiries were made by property owners seeking clarification about what the removal of a PDD Overlay means and about regulations that may change. The public hearing is tentatively scheduled for the September 16, 2025, Common Council meeting.

STAFF RECOMMENDATION:

Staff recommends APPROVAL of the request for a zoning map amendment to remove PDD overlays from 122 parcels, generally located east from Lawrence DR, north from Garroman DR, and west from American BL. 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

Submitted On:

Aug 13, 2025, 11:51AM EDT

Planning & Zoning Department

Parcel Number: (Include ALL parcels)	WD-1693, WD-1694, WD-1695, WD-1696, WD-1697, WD-1699, WD-1700, WD-1701, WD-1702, WD-1703, WD-1704, WD-1705, WD-1706, WD-1707, WD-1708, WD-1709, WD-1710, WD-1711, WD-1712, WD-1713, WD-1714, WD-1715, WD-1716, WD-1717, WD-1718, WD-1719, WD-1720, WD-1721, WD-1722, WD-1723, WD-1724, WD-1725, WD-1726, WD-1727, WD-1728, WD-1729, WD-1730, WD-1731, WD-1732, WD-1733, WD-1734, WD-1735, WD-1736, WD-1737, WD-1738, WD-1739, WD-1740, WD-1741, WD-1742, WD-1743, WD-1745, WD-1746, WD-1747, WD-1748, WD-1749, WD-1750, WD-1751, WD-1752, WD-1753, WD-1758, part of WD-1759, WD-1788, WD-1789, WD-1812, WD-1813, WD-1869, WD-1870, WD-1871, WD-1872, WD-1873, WD-1874, WD-1876, WD-1877, WD-1878, WD-1879, WD-1880, WD-1881, WD-1882, WD-1883, WD-1884, WD-1885, WD-1886, WD-1887, WD-1888, WD-1895, WD-1896, WD-1897, WD-1898, WD-1899, WD-1900, WD-1901, WD-1902, WD-1903, WD-1904, WD-1905, WD-1906, WD-1907, WD-1908, WD-1987, WD-1988, WD-1989, WD-1990, WD-1991, WD-1992, WD-1993, WD-1994, WD-1995, WD-1996, WD-1997, WD-1998, WD-1999, WD-2000, WD-2001, WD-2002, WD-2003, WD-2004, WD-2005, WD-2006, WD-2007, WD-2008, WD-2009, and WD-2010 - east from Lawrence DR, north from Garroman DR, and west from American BL.
Nearest property address to the project site:	Street Address: 2447-2449 Lawrence DR City: De Pere State: WI Zip: 54115
Check each project type that is being applied for:	Zoning Map Amendment (Rezoning)
Current De Pere Zoning Districts:	R1-60 R2-60 BP-2 CON
Proposed De Pere Zoning Districts:	R1-60 R2-60 BP-2 CON
Existing Site Land Uses:	Residential Public & Civic Business Park/Industrial
Proposed Site Land Uses:	Residential Public & Civic Business Park/Industrial
Does the project comply with the Comprehensive Plan?	Yes

Has City Staff been contacted for a preapplication meeting?	Yes
Property Owner:	First Name: Multiple -- ATTN: Peter Schlein Last Name: Multiple -- ATTN: Peter Schlein
Is the property owner's address the same as the nearest property address?	No
Property Owner's Address:	Street Address: 335 S Broadway ST City: De Pere State: WI Zip: 54115
Property Owner's Phone Number:	9203394043
Property Owner's Email Address:	pschlein@deperewi.gov
Is someone processing the project for the property owner as their authorized representative?	Yes
Authorized Representative's Name:	First Name: Peter Last Name: Schlein
Authorized Representative's Business Name:	City of De Pere
Authorized Representative's Phone Number:	9203394043
Authorized Representative's Email Address:	pschlein@deperewi.gov
Please attach an EXHIBIT MAP with the zoning boundary.	Zoning Map Amendment.pdf
Please attach a WORD DOCUMENT with the boundary legal description.	Legal Description.pdf
How do you plan on paying for your application?	City is the petitioner
Total Due:	\$350.00
Signature Data	First Name: Peter Last Name: Schlein Email Address: pschlein@deperewi.gov

Peter Schleinz

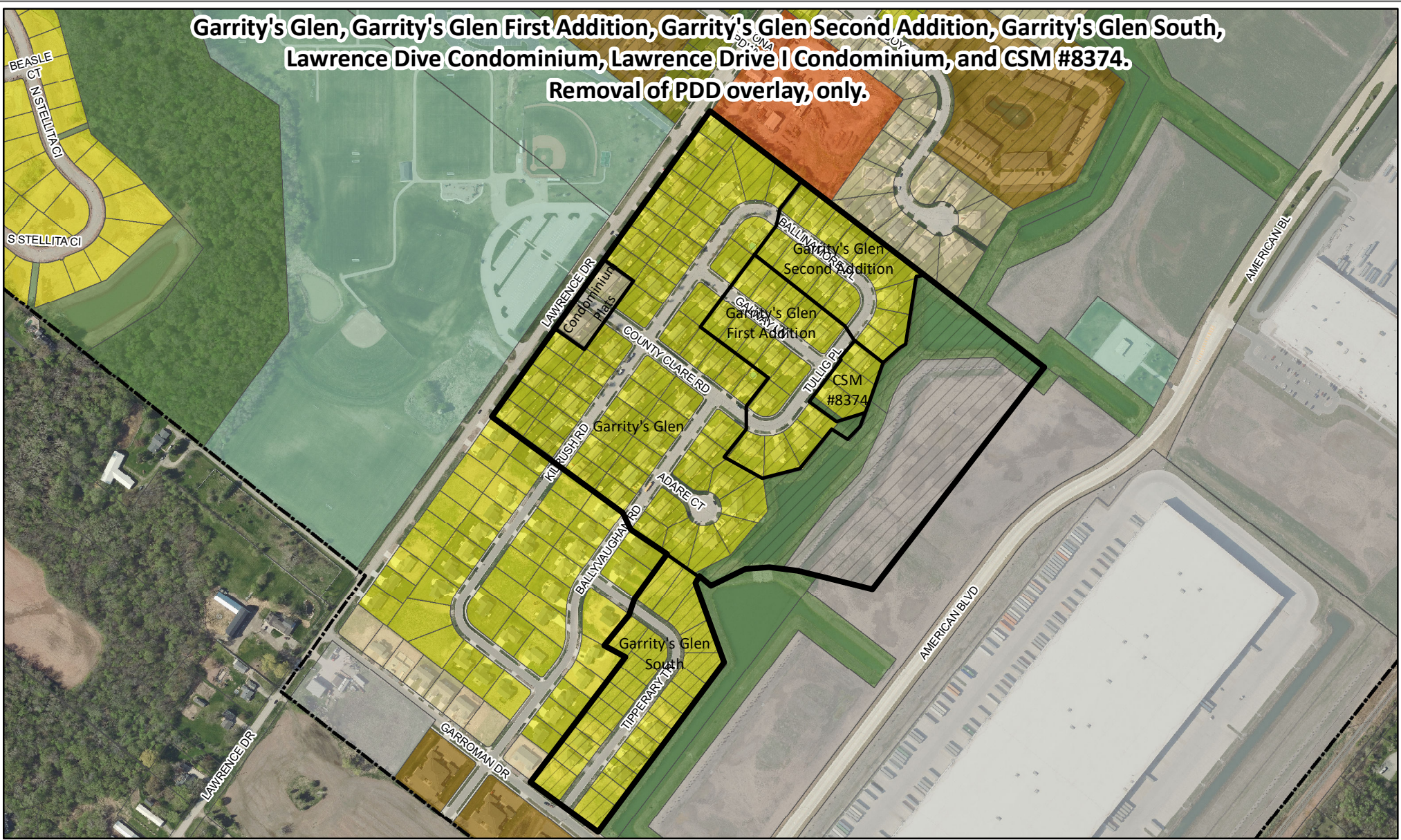
Signed at: August 13, 2025 11:51am America/New_York

User's Session Information

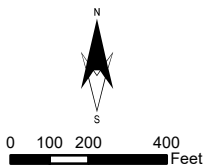
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Referrer URL:

**Garrity's Glen, Garrity's Glen First Addition, Garrity's Glen Second Addition, Garrity's Glen South, Lawrence Dive Condominium, Lawrence Drive I Condominium, and CSM #8374.
Removal of PDD overlay, only.**



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



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

Legal Descriptions

Parcels WD-1693, WD-1694, WD-1695, WD-1696, WD-1697, WD-1699, WD-1700, WD-1701, WD-1702, WD-1703, WD-1704, WD-1705, WD-1706, WD-1707, WD-1708, WD-1709, WD-1710, WD-1711, WD-1712, WD-1713, WD-1714, WD-1715, WD-1716, WD-1717, WD-1718, WD-1719, WD-1720, WD-1721, WD-1722, WD-1723, WD-1724, WD-1725, WD-1726, WD-1727, WD-1728, WD-1729, WD-1730, WD-1731, WD-1732, WD-1733, WD-1734, WD-1735, WD-1736, WD-1737, WD-1738, WD-1739, WD-1740, WD-1741, WD-1742, WD-1743, WD-1745, WD-1746, WD-1747, WD-1748, WD-1749, WD-1750, WD-1751, WD-1752, WD-1753, WD-1758, part of WD-1759

Lots 1-5, 6-51, and 53-60, Garrity's Glen, Doc. #2193288, Brown County Records, part of Williams Grant Lots 101, 102, and 103, in the City of De Pere, Brown County, Wisconsin.

Parcels WD-1788, WD-1789

Units 1-2 of Lawrence Drive Condominium I, Doc. #2258892, Brown County Records, Lot 52 of Garrity's Glen, Doc. 2193288, part of Williams Grant Lot 102, in the City of De Pere, Brown County, Wisconsin.

Parcels WD-1812, WD-1813

Units 1-2 of 2451-2453 Lawrence Drive Condominium, Doc. #2283053, Brown County Records, Lot 6 of Garrity's Glen, Doc. 2193288, part of Williams Grant Lot 102, in the City of De Pere, Brown County, Wisconsin.

Parcels WD-1869, WD-1870, WD-1871, WD-1872, WD-1873, WD-1876, WD-1877, WD-1878, WD-1879, WD-1880, WD-1881, WD-1882, WD-1883, WD-1884, WD-1885, part of WD-1888

Lots 61-65 and 68-77 of Garrity's Glen First Addition, Doc. #2520716, Brown County records, all of Outlots 2 and 3 and part of Outlots 4 and 5 of Garrity's Glen, Doc. 2193288, Brown County Records, part of Williams Grant Lots 102 and 103, in the City of De Pere, Brown County, Wisconsin.

Parcels WD-1874, WD-1886, WD-1887, part of WD-1888

Lots 1-3 and Outlot 1 of CSM #8374, Doc. #2469098, Brown County records, all of Lot 66, 67, Outlot 8 and Outlot 9 all being part of Garrity's Glen First Addition, Doc. 2520716, and part of vacated Galaway Lane, Doc. 2648433, part of Williams Grant Lots 102 and 103, in the City of De Pere, Brown County, Wisconsin.

Parcels WD-1895, WD-1896, WD-1897, WD-1898, WD-1899, WD-1900, WD-1901, WD-1902, WD-1903, WD-1904, WD-1905, WD-1906, WD-1907, WD-1908

Lots 78-91 of Garrity's Glen Second Addition, Doc. #2658220, Brown County records, part of Outlots 4 and 5 of Garrity's Glen, Doc. 2193288, Brown County Records, part of Williams Grant Lot 103, in the City of De Pere, Brown County, Wisconsin.

Parcels WD-1987, WD-1988, WD-1989, WD-1990, WD-1991, WD-1992, WD-1993, WD-1994, WD-1995, WD-1996, WD-1997, WD-1998, WD-1999, WD-2000, WD-2001, WD-2002, WD-2003, WD-2004, WD-2005, WD-2006, WD-2007, WD-2008, WD-2009, WD-2010

Lots 48-71 of Garrity's Glen South, Doc. #2864437, Brown County Records, part of Williams Grant Lots 99, 100, and 101, in the City of De Pere, Brown County, Wisconsin.

PDD, PIP, and Plat Approvals

Garrity's Glen

PDD approved in September 2004 established only zoning districts for the purpose of increasing densities. No Zoning Ordinance regulations were modified. No PIP. Plat recorded 02 Jun 2005.

Lawrence Drive Condominium 1

PDD was the 2004 PDD with Garrity's Glen. No PIP. Plat recorded 01 Jun 2006.

2451-2453 Lawrence Drive Condominium

PDD was the 2004 PDD with Garrity's Glen. No PIP. Plat recorded 26 Oct 2006.

Garrity's Glen First Addition

PDD was the 2004 PDD with Garrity's Glen. No PIP. Plat recorded 04 Apr 2011.

CSM #8374

PDD was the 2004 PDD with Garrity's Glen. No PIP. Plat recorded 24 Oct 2013.

Garrity's Glen Second Addition

PDD was the 2004 PDD with Garrity's Glen. No PIP. Plat recorded 04 Feb 2014.

Garrity's Glen South

PDD approved on 18 Dec 2018. PIP approved on 05 Feb 2019. Plat approved on 28 Jun 2019.

Summary of changes are in the below table.

Garrity's Glen South Comparison of Regulations			
Topic	2018 Zoning Ordinance	PDD & PIP	2025 Zoning Ordinance
Street Frontage	85'	70'	60' interior lot 70' corner lot
Minimum Lot Size	10,000 SF	8,500 SF interior lot 10,000 SF corner lot	7,000 SF
Interior side setbacks	10'	8'	6'



Request for Plan Commission Action

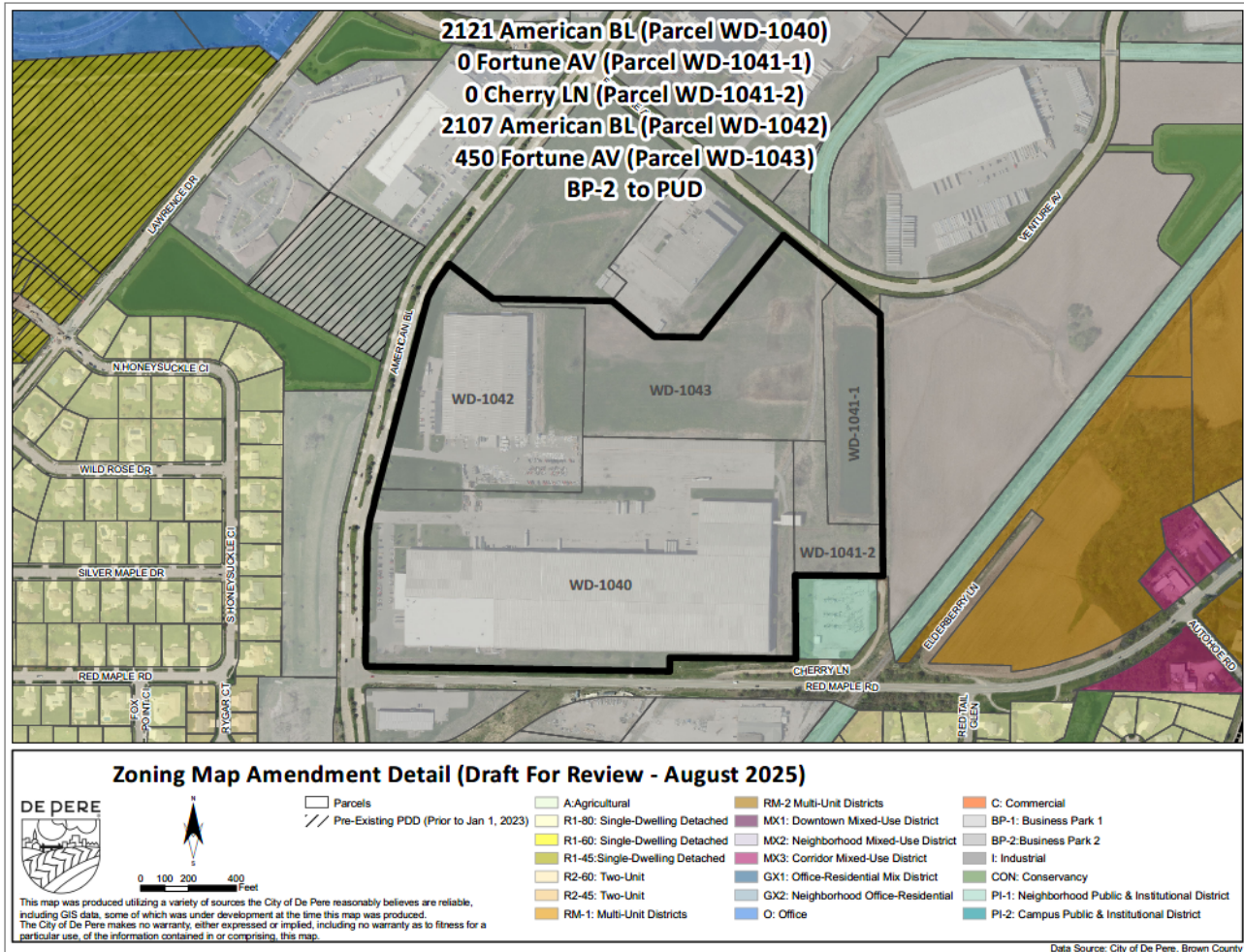
MEETING DATE: August 25, 2025
DEPARTMENT: Development Services
FROM:
SUBJECT: Consideration and possible action for a zoning map amendment from BP-2 (Business Park 2 District) to PUD (Planned Unit Development District) at 2121 American BL, 0 Fortune AV, 0 Cherry LN, 2107 American BL, and 450 Fortune BL (Parcels WD-1040, WD-1041-1, WD-1041-2, WD-1042, WD-1043).*

RECOMMENDED ACTION: Approval.

ATTACHMENTS:
PC Report, Application and Supporting Documents - 11 Aug 2025, PUD FOR PC REVIEW - Robinson - 19 Aug 2025

Consideration and possible action for a zoning map amendment from BP-2 (Business Park 2 District) to PUD (Planned Unit Development District) at 2121 American BL, 0 Fortune AV, 0 Cherry LN, 2107 American BL, and 450 Fortune BL (Parcels WD-1040, WD-1041-1, WD-1041-2, WD-1042, WD-1043).*

SITE MAP



- REQUESTED ACTION:** Zoning Map Amendment Request from BP-2 to PUD (File ZMA 25-06).
- COMMON DESCRIPTION:** Five parcels generally located 0.0 feet northeast from American BL and Red Maple RD.
- SURROUNDING LAND USES:** Business Park (CON, BP-1, BP-2) to the north, south, east and west. Major Utilities and Public Service Facilities, (PI-1) to the east. Developing southern bypass right-of-way to the south.
- COMPREHENSIVE PLAN:** Business Park.

APPLICANT / OWNERS:

<p><u>Authorized Representative</u> Steven Kolar Payne & Dolan INC W6380 Design DR Greenville, WI 54942</p>	<p><u>Property Owners</u> <i>Parcels WD-1040, WD-1041-2:</i> Real World Investments LLC, ETAL 111 S Elgin AV Tulsa, OK 74120</p> <p><i>Parcels WD-1041-1, WD-1043:</i> Robinson INC 1740 Eisenhower RD De Pere, WI 54115</p> <p><i>Parcel WD-1042:</i> G3 Properties---2107 America BLVD LLC 500 N 1st ST, STE 2600 Wausau, WI 54403</p>
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LAND USE HISTORY: After a review of air photographs, the site began developing in the late 1990's.

STAFF REVIEW (GENERAL): 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.

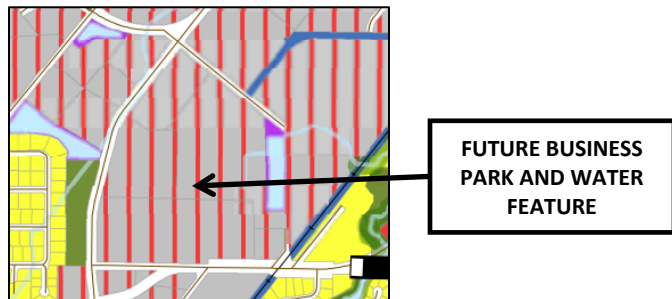
Existing Zoning District

When the new Zoning Map and Zoning Ordinance were adopted in January 2023, the five parcels were placed into a BP-2 District to match the existing fabrication and production, storage, distribution and wholesaling uses within the business park. The BP-2 District was the best fit to replace the former I-B-1 District, which no longer exists in the Zoning Ordinance.

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 Business Park and Water Feature.

CLIP FROM FUTURE LAND USE MAP



**FUTURE BUSINESS
PARK AND WATER
FEATURE**

Desired Development Patterns

The City desired development pattern is shown in the Comprehensive Plan as future business park. The permitted uses and conditional uses for the BP-2 District is in Zoning Ordinance Article VII and summarized in Table 7-1.

The petitioner proposed development patterns and zoning regulation changes identified in an attached PUD document that has been submitted for Plan Commission and Common Council review. The creation of a PUD may allow a petitioner to change certain Zoning Ordinance regulations, and each change is identified within the PUD document. The petitioner is proposing 17 changes in that vary from the Zoning Ordinance regulations. The changes are summarized on pages 22-23 of the PUD document.

Proposed Planned Unit Development (PUD) Review

The zoning map amendment includes a PUD document. When changing a specific area from BP-2 to PUD District, the PUD document may include regulations and uses that are different than the Zoning Ordinance.

The petitioner is asking for a PUD District because the five business park properties are owned by three different owners, and the properties plan to cross property lines for the use of trucking and transportation terminals, outdoor storage spaces, and driveways. The internal property lines are causing chaotic and inefficient site plan design for the spaces between the buildings. Thus, establishing one common exterior “boundary” for all five properties resolves many of those issues.

There were additional situations for driveway, loading, street access, and street screening on the east and south sides of the warehouse at 2121 American BL. Plan Commission may recall this due to design exceptions that were petitioned for a site plan earlier this summer. The PUD accommodates the design exceptions, so they are no longer needed.

The “Summary of 17 Differences between BP-2 and PUD” table on pages 22-23 of the PUD document is an executive summary of the changes that are being proposed for property boundaries, setbacks, loading spaces, trucking and transportation terminals, outdoor storage, landscaping in the street, signage, and temporary parking areas.

Unlike a Master Plan, the PUD document does not include final site plans for approval by the Plan Commission and Common Council. However, a summary of plans and locations is listed in a graphic at the end of the PUD document as Attachment E.

If approved, a PUD replaces zoning regulations. Any regulation that is not specifically called out, will defer back to the Zoning Ordinance. A PUD does not change other city, state, and federal regulations.

The following table from the PUD document summarizes the 17 proposed PUD regulations that are different than the existing BP-2 regulations. Details about the differences for each change is described in the full PUD document.

TOPIC	BP-2 Regulation	PUD Regulation
Five Parcels create one campus with one exterior boundary	-	The exterior boundary of the five parcel PUD campus is the only boundary recognized as a property line for the purposes of establishing setbacks, driveway widths, screening, transportation and trucking terminals, and outdoor storage.
Individual Parcel Lines within Campus PUD Boundary	-	All adjacent parcel lines inside the PUD campus (shared between WD-1040, WD-1041-1, WD-1041-2, WD-1042, WD-10433) are regulated as if all five parcels are combined. One common exterior boundary is recognized as a property line for setbacks, driveway widths, screening, transportation and trucking terminals, and outdoor storage. See map below for affected property lines.
Interior Side and Rear Yards: PUD Boundary Adjacent to WD-D0074-1 (southeast)	Interior side and Rear	Interior Side
Loading Spaces: Front Façade Prohibited	Loading spaces may not be located on a front facade.	Loading spaces prohibited on a street frontage, unless as expressly allowed by: (1) Allowed on the south side of the building at 2121 American BL, adjacent to Red Maple RD / Southern Bypass. Must screen from right-of-way to a height of 6 feet, or 4 feet with retaining wall.
Loading Spaces: Right-of-way Maneuvering Prohibited	Except as expressly allowed in city-designated commercial loading zones, vehicle maneuvering areas and loading and unloading activities must occur on-site, not within the public right-of-way.	Vehicle maneuvering areas and loading and unloading activities must occur on-site, not within the public right-of-way, unless as expressly allowed by the following: (1) Within city-designated commercial loading zones, or (2) In accordance with an approved Revocable Occupancy Permit from the City of De Pere, or (3) With a Privilege in the Street Agreement from Brown County Highway Department.
Trucking and Transportation Terminals: Setbacks	Parking areas and access drives are not allowed within front, side, street side, and rear setbacks except for access drives that connect directly to a right-of-way.	Parking areas and access drives are not allowed within front, side, street side, and rear setbacks except for access drives that connect directly to a right-of-way in the shortest route possible.
Trucking and Transportation Terminals: Screening	A solid fence, hedge, or berm with a minimum height of 6 feet is required to screen the front, side, and rear of the parking areas.	A solid fence, hedge, or berm with a minimum height of 6 feet is required to screen the front, side, and rear of the parking areas. However, the portion of a trucking and transportation terminals that is located more than 300-feet from a street does not require screening. Existing buildings, walls, berms, and landscaping may be used as part of the screening.

Trucking and Transportation Terminals: Non-street Fronted Property Line Trees	A minimum of one tree is required every 35feet along non-street fronted property lines.	A minimum of one tree is required every 35feet along non-street fronted property lines. However, the portion of a trucking and transportation terminal that is located more than 300-feet from a street does not require property line trees.
Outdoor Storage: Location	Outdoor storage areas are limited to the rear yard area and the rear 25% of the side yard area.	Outdoor storage areas are located specifically within the areas shown in the below map.
Outdoor Storage: Setbacks	Outdoor storage areas are prohibited in required setbacks.	Outdoor storage areas are prohibited in PUD-established setbacks, as shown in the below map.
Outdoor Storage: Building Adjacency	Outdoor storage areas must be contiguous with the building.	Outdoor storage areas are located specifically within the areas shown in the below map.
Outdoor Storage: Screening	Fences and walls must be constructed of a matching building material and color. Chain link, hardware cloth, and untreated wood are not permitted.	Fences and walls must be constructed of a matching building material and color. Chain link, hardware cloth, and untreated wood are not permitted. However, the portion of an outdoor storage area that is located more than 300-feet from a street does not require screening. Existing buildings, walls, berms, and landscaping may be used as part of the screening.
Outdoor Storage: Vehicular Parking Areas	-	Outdoor storage areas cannot be used for vehicular parking lots, unless identified as parking lots with required landscaping and screening.
Landscaping: Street Right-of-way Trees	One large tree per 35 feet of street frontage. Spacing may not exceed 75 feet apart. Located within pervious landscape areas or within tree wells.	One large tree per 50 feet of street frontage. Spacing may not exceed 75 feet apart. Located within pervious landscape areas or within tree wells. Improvements are required on the street side of the PUD campus that the improvements are closest to.
Maximum Number of Sign Types	3	3 per parcel (must be on same parcel)
Business Center Signs	One allowed per property.	One allowed per PUD Campus (all five parcels can use the one Business Center sign).
Temporary Staff-Visitor Parking Lots	-	One existing lot to the southeast of 2107 American BL is allowed to remain as a temporary parking lot until October 2027. Use of the parking lot after October 2027 is prohibited, unless properly approved as a permanent parking lot with a site plan that complies with landscaping, curbing, etc. One proposed lot to the southeast of 2107 American BL is allowed to be utilized as a temporary parking lot until October 2027 but must be included with a current site plan. Use of the parking lot after October 2027 is prohibited, unless properly approved as a permanent parking lot with a site plan that complies with landscaping, curbing, etc.

NEIGHBOR OUTREACH

The publishing of a Class II public notice and public hearing is required for the creation of a PUD District. Property owners within 300 feet of the proposed PUD District were notified by mail and a sign was placed on the site prior to the Plan Commission meeting. One telephone inquiry was made by a property owner seeking clarification about the project. One email was made by a manager for one of the petitioners requesting a copy of the meeting packet. The public hearing is tentatively scheduled for the September 16, 2025, Common Council meeting.

STAFF RECOMMENDATION:

Staff recommends APPROVAL of the request for a zoning map amendment to change the BP-2 (Business Park 2 District) to PUD (Planned Unit Development District) at 2121 American BL, 0 Fortune AV, 0 Cherry LN, 2107 American BL, and 450 Fortune BL. 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

Submitted On:
Aug 11, 2025, 03:18PM EDT

Planning & Zoning Department

Parcel Number: (Include ALL parcels)	WD-1040, WD-1041-1, WD-1041-2, WD-1042,WD-1043
Nearest property address to the project site:	Street Address: 2121 American Blvd City: De Pere State: WI Zip: 54115
Check each project type that is being applied for:	Zoning Map Amendment (Rezoning)
Current De Pere Zoning Districts:	BP-2
Proposed De Pere Zoning Districts:	PUD
Existing Site Land Uses:	Business Park/Industrial
Proposed Site Land Uses:	Business Park/Industrial
Does the project comply with the Comprehensive Plan?	Yes
Has City Staff been contacted for a preapplication meeting?	Yes
Property Owner:	First Name: Ben Last Name: Bukowiec
Is the property owner's address the same as the nearest property address?	No
Property Owner's Address:	Street Address: 1740 Eisenhower Drive City: De Pere State: WI Zip: 54115
Property Owner's Phone Number:	920-615-3408
Property Owner's Email Address:	ben.bukowiec@robinsoninc.com
Is someone processing the project for the property owner as their authorized representative?	Yes
Authorized Representative's Name:	First Name: Steven Last Name: Kolar
Authorized Representative's Business Name:	Payne & Dolan, Inc
Authorized Representative's Phone Number:	9207169523
Authorized Representative's Email Address:	skolar@walbecgroup.com

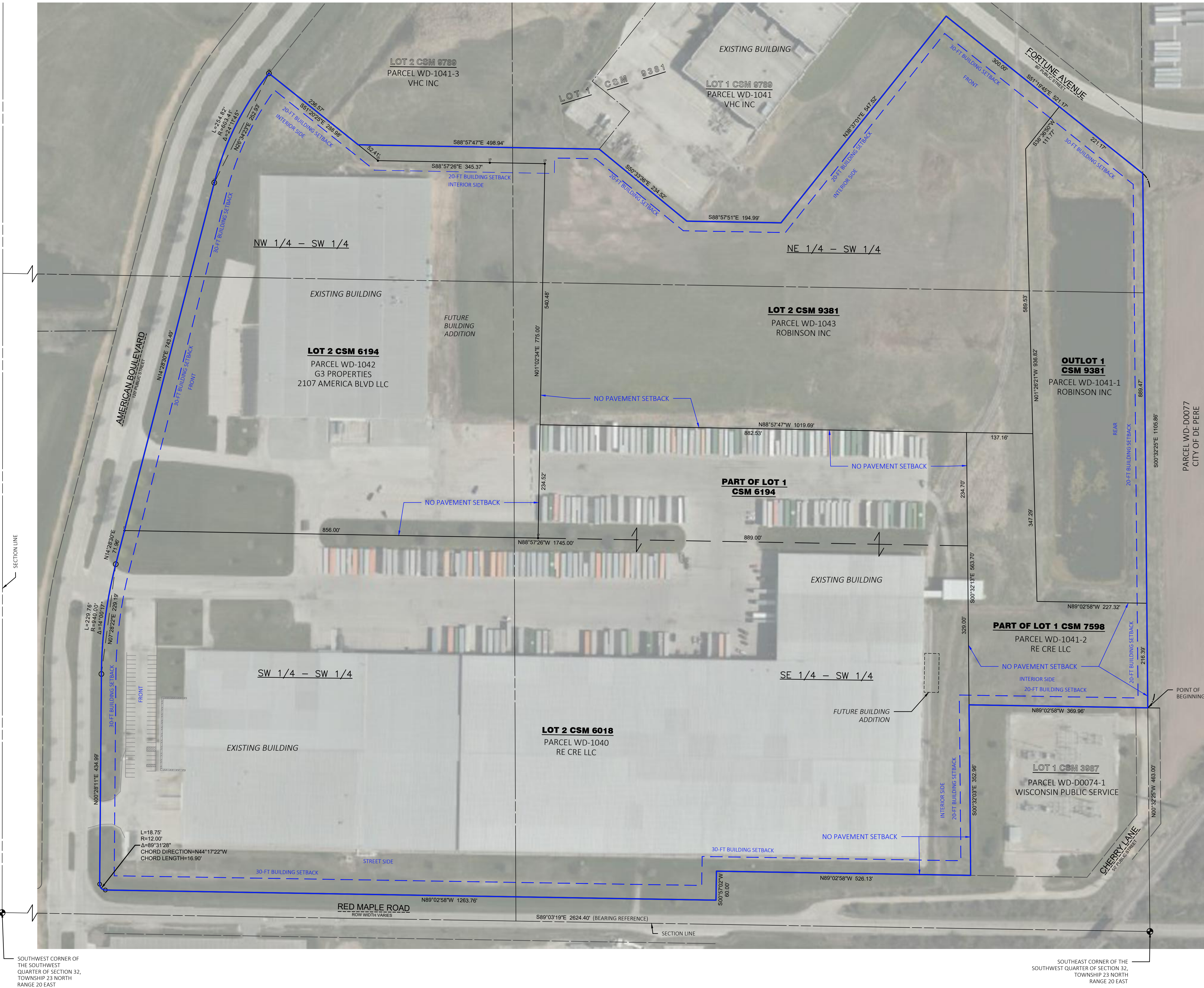
Please attach an EXHIBIT MAP with the zoning boundary.	PUD Site Overview.pdf
Please attach a WORD DOCUMENT with the boundary legal description.	Legal Description.docx
How do you plan on paying for your application?	Online with a credit card
Total Due:	\$350.00
Signature Data	<p>First Name: Steve Last Name: Kolar Email Address: skolar@walbecgroup.com</p>  <p>Signed at: August 11, 2025 3:16pm America/New_York</p>
User's Session Information	<p>IP Address: 12.148.220.197 Referrer URL:</p>

All of Lot 2 of Certified Survey Map 6018, Document No. 1724354, Part of Lot 1 and All of Lot 2 of Certified Survey Maps 6194, Document No. 1763206, All of Lot 2 & Outlot 1 of Certified Survey Map 9381, Document No. 2979330, and Part of Lot 1 of CSM 7598, Document No. 2291618. Said Documents being located in Parts of Lot 1, 2 and 3 of De Pere Business Park South Addition, and all being located in parts of the Southeast 1/4 of the Southwest 1/4, the Southwest 1/4 of the Southwest 1/4, the Northwest 1/4 of the Southwest 1/4, and the Northeast 1/4 of the Southwest 1/4, Section 32, Township 23 North, Range 20 East, City of De Pere, Brown County, Wisconsin and more fully described as follows:

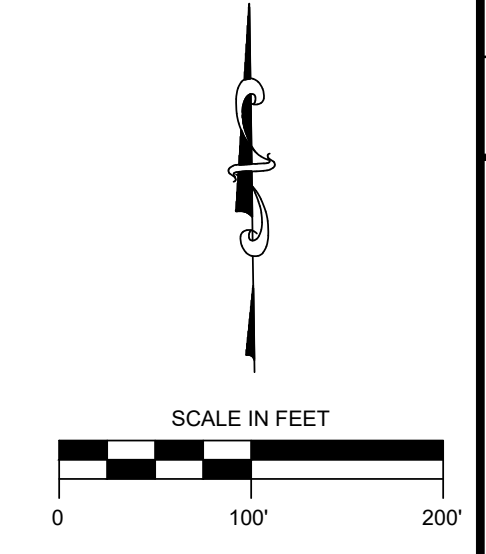
Commencing at the Southeast corner of the Southwest quarter of Section 32; Thence $N00^{\circ} 32' 25''W$ a distance of 463.00 feet along the East line of the Southwest Quarter of Section 32 to the most Southeasterly point of Lot 1 of CSM 7598, also known as the Point of Beginning; Thence $N89^{\circ} 02' 58''W$ a distance of 369.96 feet along the most Southerly line of said Lot 1 of CSM 7598 to the East line of the Lot 2 of CSM 6018 also being the most South, Southwesterly point of Lot 1 of CSM 7598; Thence $S00^{\circ} 32' 03''E$ a distance of 352.96 feet along the most Easterly line of Lot 2 of CSM 6018 to the most Southeasterly point of said Lot 2 of CSM 6018 and to a point on the North Right-of-way of Red Maple Road; Thence $N89^{\circ} 02' 58'' W$ a distance of 526.13 feet along Lot 2 of CSM 6018 and the North Right-of-way of Red Maple Road; Thence $S00^{\circ} 57' 02''W$ a distance of 60.00 feet along Lot 2 of CSM 6018 and said North Right-of-way of Red Maple Road; Thence $N89^{\circ} 02' 58''W$ a distance of 1,263.76 feet along the most Southerly line of Lot 2 of CSM 6018 and the North Right-of-way of Red Maple Road; Thence along Lot 2 of CSM 6018 and said North Right-of-way of Red Maple Road, 18.75 feet along an arc of a 12.00 foot radius curve to the right, having a chord which bears $N44^{\circ}17'22''W$ and a distance of 16.90 feet to the East Right-of-way of American Boulevard; Thence $N00^{\circ} 28' 11''E$ a distance of 434.99 feet along the East line of Lot 2 of CSM 6018 and the East Right-of-way of American Boulevard; Thence along said Lot 2 of CSM 6018, also being said East Right-of-way of American Boulevard, 229.76 feet along an arc of a 940.00 foot radius curve to the right, having a chord which bears $N07^{\circ}28'22''E$ and a distance of 229.19 feet; Thence $N14^{\circ} 28' 30''E$ a distance of 71.96 feet along the West line of said Lot 2 of CSM 6018 and East Right-of-way of American Boulevard to a point; Thence continuing $N14^{\circ} 28' 30''E$ along the West line of Lot 2 of CSM 6194 and the East Right-of-way of American Boulevard a distance of 743.49 feet; Thence along said Lot 2 of CSM 6194 and the East Right-of-way of American Boulevard, 254.82 feet along an arc of a 603.41 foot radius curve to the right, having a chord which bears $N26^{\circ}34'23''E$ and a distance of 252.93 feet to the Northern most, Northwesterly point of said Lot 2 of CSM 6194 and the West, Southwesterly point of Lot 1 of CSM 9381; Thence $S51^{\circ} 20' 25''E$ a distance of 236.57 feet along the South line of said Lot 1 of CSM 9381 to the most Westerly point of Lot 2 of CSM 9381; Thence $S88^{\circ} 57' 47''E$ along Lot 1 of CSM 9381 a distance of 498.94 feet;

Thence S50° 33' 36"E a distance of 234.52 feet along the South Line of Lot 1 of CSM 9381; Thence continuing along the South line S88° 57' 51"E a distance of 194.99 feet; Thence N38° 37' 07"E a distance of 547.52 feet along said Lot 1 of CSM 9381 to the Northern most Northeasterly point of Lot 1 of CSM 9381 and being a point on the South Right-of-way line of Fortune Avenue; Thence along the South Right-of-way of Fortune Avenue S51° 19' 45"E a distance of 521.17 feet to the Northeast point of Outlot 1 of CSM 9381 also being a point on the East line of the Southwest quarter of Section 32; Thence S00° 32' 25"E a distance of 1,105.86 feet along the East line of Outlot 1 of CSM 9381 and the East line of the Southwest Quarter of Section 32 to the Point of Beginning.

Containing 3,095,957 Square feet (71.07 Acres) of land, more or less.



LEGEND
 --- PUD BOUNDARY
 --- PUD BUILDING SETBACKS



PUD BOUNDARY LEGAL DESCRIPTION
 ALL OF LOT 2 OF CERTIFIED SURVEY MAP 6018, DOCUMENT NO. 1724354, PART OF LOT 1 AND ALL OF LOT 2 OF CERTIFIED SURVEY MAPS 6194, DOCUMENT NO. 1763206, ALL OF LOT 2 & OUTLOT 1 OF CERTIFIED SURVEY MAP 9381, DOCUMENT NO. 2979330, AND PART OF LOT 1 OF CSM 7598, DOCUMENT NO. 2291618. SAID DOCUMENTS BEING LOCATED IN PARTS OF LOT 1, 2 AND 3 OF DE PERE BUSINESS PARK SOUTH ADDITION, AND ALL BEING LOCATED IN PARTS OF THE SOUTHWEST 1/4 OF THE SOUTHWEST 1/4, THE SOUTHWEST 1/4 OF THE SOUTHWEST 1/4, THE NORTHWEST 1/4 OF THE SOUTHWEST 1/4, AND THE NORTHEAST 1/4 OF THE SOUTHWEST 1/4, SECTION 32, TOWNSHIP 23 NORTH, RANGE 20 EAST, CITY OF DE PERE, BROWN COUNTY, WISCONSIN AND MORE FULLY DESCRIBED AS FOLLOWS:

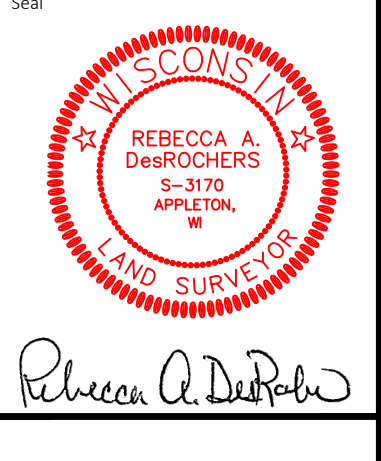
COMMENCING AT THE SOUTHEAST CORNER OF THE SOUTHWEST QUARTER OF SECTION 32; THENCE NORTH 32° 25' W A DISTANCE OF 483.00 FEET ALONG THE EAST LINE OF LOT 1 OF CSM 7598, ALSO KNOWN AS THE POINT OF BEGINNING; THENCE NORTH 02° 58' W A DISTANCE OF 369.96 FEET ALONG THE MOST SOUTHERLY LINE OF SAID LOT 1 OF CSM 7598 TO THE EAST LINE OF LOT 2 OF CSM 6018 ALSO BEING THE MOST SOUTH, SOUTHWESTERLY POINT OF LOT 1 OF CSM 7598; THENCE SOUTH 00° 32' 03" E A DISTANCE OF 352.96 FEET ALONG THE MOST EASTERLY LINE OF LOT 2 OF CSM 6018 TO THE MOST SOUTHEASTERLY POINT OF SAID LOT 2 OF CSM 6018 AND TO A POINT ON THE NORTH RIGHT-OF-WAY OF RED MAPLE ROAD; THENCE NORTH 02° 58' W A DISTANCE OF 526.13 FEET ALONG LOT 2 OF CSM 6018 AND THE NORTH RIGHT-OF-WAY OF RED MAPLE ROAD; THENCE SOUTH 00° 57' 02" W A DISTANCE OF 60.00 FEET ALONG LOT 2 OF CSM 6018 AND SAID NORTH RIGHT-OF-WAY OF RED MAPLE ROAD; THENCE NORTH 02° 58' W A DISTANCE OF 1,263.76 FEET ALONG THE MOST SOUTHERLY LINE OF LOT 2 OF CSM 6018 AND THE NORTH RIGHT-OF-WAY OF RED MAPLE ROAD; THENCE ALONG LOT 2 OF CSM 6018 AND SAID NORTH RIGHT-OF-WAY OF RED MAPLE ROAD, 18.75 FEET ALONG AN ARC OF A 12.00 FOOT RADIUS CURVE TO THE RIGHT, HAVING A CHORD WHICH BEARS N44°17'22" W AND A DISTANCE OF 16.90 FEET TO THE EAST RIGHT-OF-WAY OF AMERICAN BOULEVARD; THENCE NORTH 28° 11' E A DISTANCE OF 434.99 FEET ALONG THE EAST LINE OF LOT 2 OF CSM 6018 AND THE EAST RIGHT-OF-WAY OF AMERICAN BOULEVARD; THENCE ALONG SAID LOT 2 OF CSM 6018, ALSO BEING SAID EAST RIGHT-OF-WAY OF AMERICAN BOULEVARD, 229.78 FEET ALONG AN ARC OF A 940.00 FOOT RADIUS CURVE TO THE RIGHT, HAVING A CHORD WHICH BEARS N07°28'22" E AND A DISTANCE OF 229.19 FEET; THENCE N14° 28' 30" E A DISTANCE OF 71.96 FEET ALONG THE WEST LINE OF SAID LOT 2 OF CSM 6018 AND EAST RIGHT-OF-WAY OF AMERICAN BOULEVARD TO A POINT; THENCE CONTINUING N14° 28' 30" E ALONG THE WEST LINE OF LOT 2 OF CSM 6194 AND THE EAST RIGHT-OF-WAY OF AMERICAN BOULEVARD A DISTANCE OF 743.49 FEET; THENCE ALONG SAID LOT 2 OF CSM 6194 AND THE EAST RIGHT-OF-WAY OF AMERICAN BOULEVARD, 254.82 FEET ALONG AN ARC OF A 603.41 FOOT RADIUS CURVE TO THE RIGHT, HAVING A CHORD WHICH BEARS N26°34'23" E AND A DISTANCE OF 252.93 FEET TO THE NORTHERN MOST, NORTHWESTERLY POINT OF SAID LOT 2 OF CSM 6194 AND THE WEST, SOUTHWESTERLY POINT OF LOT 1 OF CSM 9381; THENCE S51° 20' 25" E A DISTANCE OF 236.57 FEET ALONG THE SOUTH LINE OF SAID LOT 1 OF CSM 9381 TO THE MOST WESTERLY POINT OF LOT 2 OF CSM 9381; THENCE S88° 57' 47" E ALONG LOT 1 OF CSM 9381 A DISTANCE OF 498.94 FEET; THENCE S50° 33' 36" E A DISTANCE OF 234.52 FEET ALONG THE SOUTH LINE OF LOT 1 OF CSM 9381; THENCE CONTINUING ALONG THE SOUTH LINE S88° 57' 51" E A DISTANCE OF 194.99 FEET; THENCE N38° 37' 07" E A DISTANCE OF 547.52 FEET ALONG SAID LOT 1 OF CSM 9381 TO THE NORTHERN MOST NORTHEASTERLY POINT OF LOT 1 OF CSM 9381 AND BEING A POINT ON THE SOUTH RIGHT-OF-WAY LINE OF FORTUNE AVENUE; THENCE ALONG THE SOUTH RIGHT-OF-WAY OF FORTUNE AVENUE S51° 19' 45" E A DISTANCE OF 521.17 FEET TO THE NORTHEAST POINT OF OUTLOT 1 OF CSM 9381 ALSO BEING A POINT ON THE EAST LINE OF THE SOUTHWEST QUARTER OF SECTION 32; THENCE SOUTH 32° 25' E A DISTANCE OF 1,105.86 FEET ALONG THE EAST LINE OF OUTLOT 1 OF CSM 9381 AND THE EAST LINE OF THE SOUTHWEST QUARTER OF SECTION 32 TO THE POINT OF BEGINNING.

CONTAINING 3,095,957 SQUARE FEET (71.07 ACRES) OF LAND, MORE OR LESS.

BEARING REFERENCE
 BEARINGS ARE REFERENCED TO THE BROWN COUNTY COORDINATE SYSTEM. THE SOUTH LINE OF THE SOUTHWEST QUARTER OF SECTION 32 TOWNSHIP 23 NORTH, RANGE 20 EAST, WHICH BEARS S89° 03' 19" E.

NO.	REVISION DESCRIPTION	DATE

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

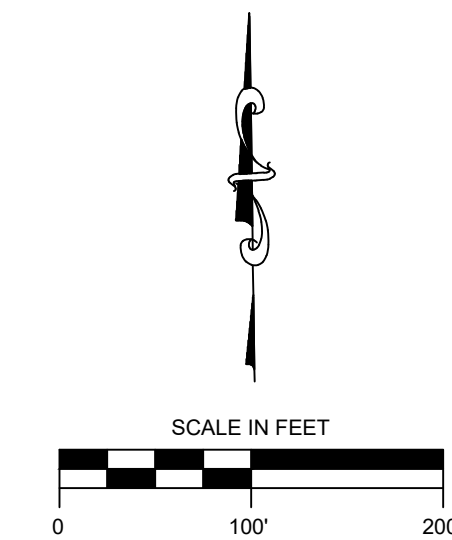
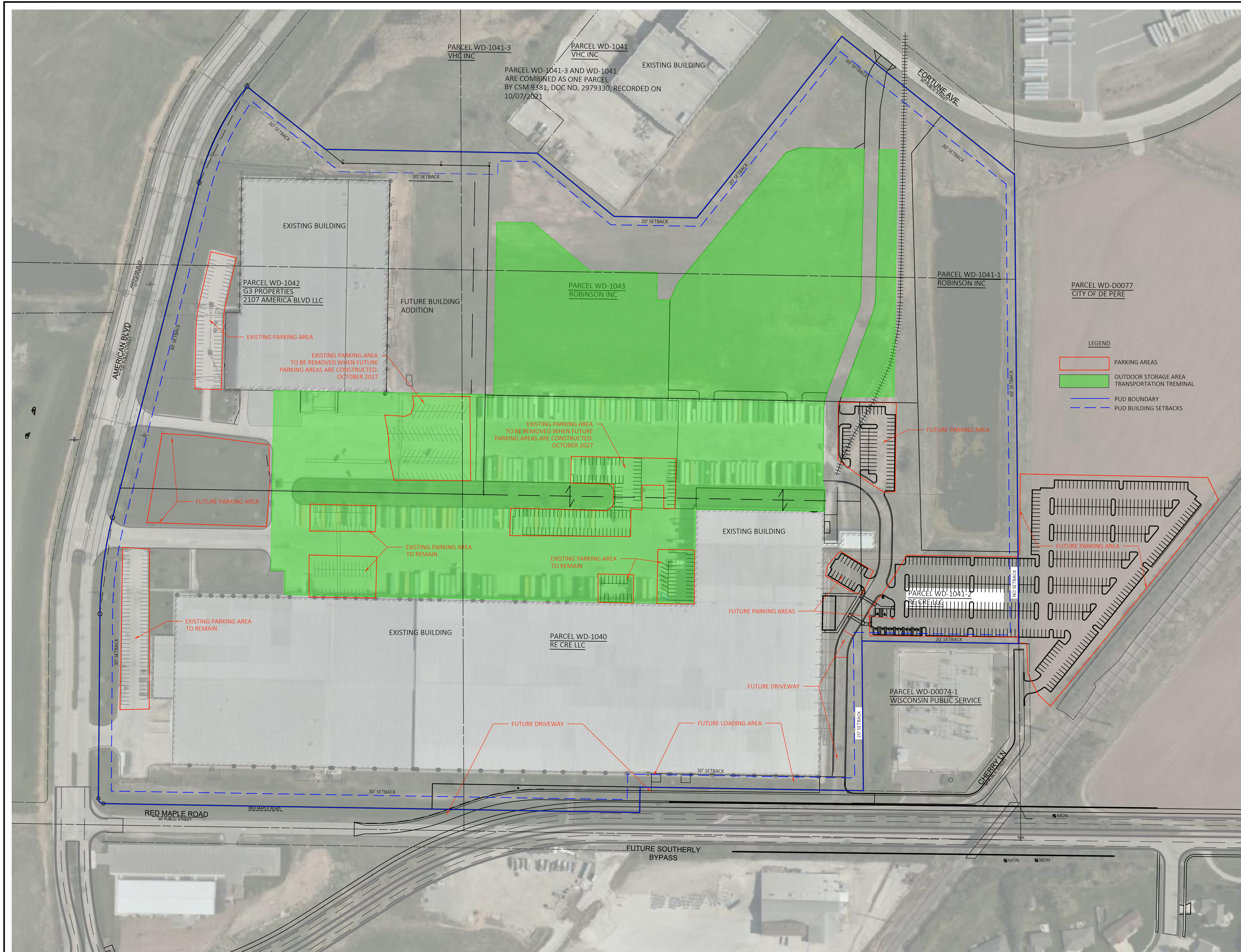


**PUD ZONING EXHIBIT
 PUD ZONING BOUNDARY
 WITH BUILDING SETBACKS**

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Drawing Scale: 1" = 100'
 Drawn: SPK
 08/12/2025
 Checked:
 P&D Project No: 491093
 Sheet No:

EX-2



LEGEND

	PARKING AREAS
	OUTDOOR STORAGE AREA TRANSPORTATION TERMINAL
	PUD BOUNDARY
	PUD BUILDING SETBACKS

NO.	REVISION DESCRIPTION	DATE

Payne + Dolan
A WALBECK COMPANY
www.walbeckgroup.com
(820) 787-7556

PROJECT
ROBINSON METAL

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

PROJECT TITLE
PUD ZONING EXHIBIT
OUTDOOR STORAGE
TRANSPORTATION TERMINAL
AND PARKING AREAS

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Drawing Scale: 1" = 100'

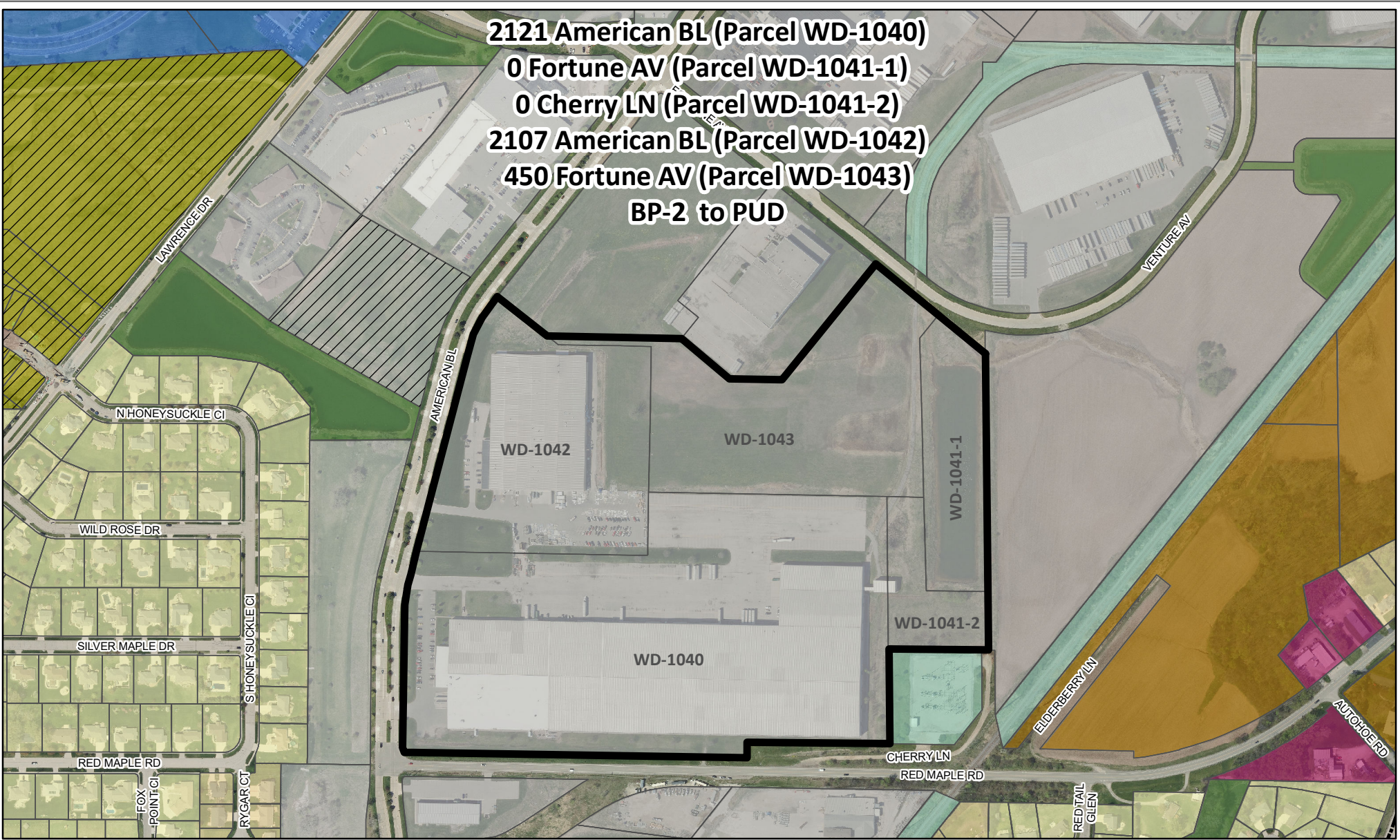
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08/12/2025

Checked:

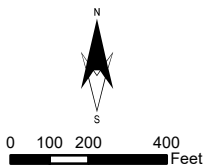
P&D Project No: 491093

Sheet No: **EX-3**

2121 American BL (Parcel WD-1040)
0 Fortune AV (Parcel WD-1041-1)
0 Cherry LN (Parcel WD-1041-2)
2107 American BL (Parcel WD-1042)
450 Fortune AV (Parcel WD-1043)
BP-2 to PUD



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



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

**ZONING MAP AMENDMENT
FROM BP-2 DISTRICT TO PUD DISTRICT**

**2121 American BL (Parcel WD-1040)
0 Fortune AV (Parcel WD-1041-1)
0 Cherry LN (Parcel WD-1041-2)
2107 American BL (Parcel WD-1042)
450 Fortune AV (Parcel WD-1043)**

De Pere, WI 54115

1. Developer's Statement of Intent

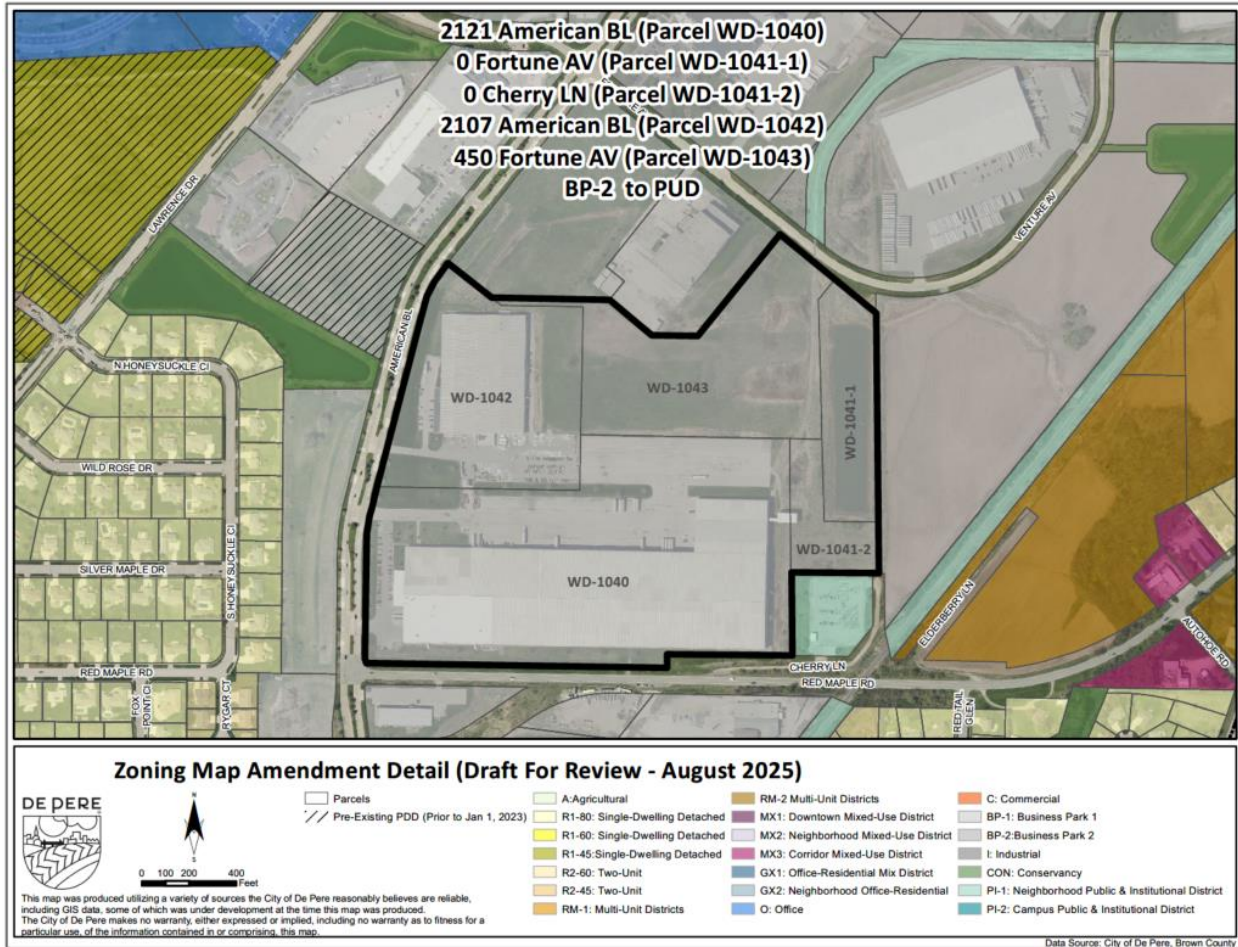
Thank you for considering the PUD application for Robinson INC. When we purchased the parcel and adjacent property to our 2107 American Boulevard facility, it was with the goal of creating an open flow, campus environment. Having two buildings and additional acreage allows us to strategically optimize our operational flow. Having the ability to transfer jobs between facilities without passing through gates, fencing or additional street travel was advantageous. This also allows employees to travel freely between assigned parking areas and workspaces. The main community benefits our development creates for the city of De Pere would be:

- Direct jobs – additional jobs will be created by maximizing our production workflow.
 - At our 310,000 square foot De Pere 3 facility (2121 American Boulevard) we currently have 300 employees, but with our continued growth, we estimate that head count to grow to 600.
 - At our 178,000 square foot De Pere 2 facility (2107 American Boulevard) we currently have 54 employees. With our continued growth, we estimate our head count to grow to 100.
- Indirect jobs – in addition to our direct labor, there will also be an increased demand for local suppliers and vendors at these facilities.
- Long term expansion – creating the PUD will support future growth phases.
 - Our fiscal year ended in June with \$270 million in revenue. FY 2026 revenue is expected to exceed \$350 million, and FY 2027 is projected to reach \$500 million.
 - We have been in the community for 50 years, and this development allows us to continue to contribute to the long-term financial stability of the community.

2. PUD District Area

The PUD District applies to the following five Parcels:

- WD-1040
- WD-1041-1
- WD-1041-2
- WD-1042
- WD-1043



See site/concept plans in Attachments A through E.

Legal description for PUD District area:

All of Lot 2 of Certified Survey Map 6018, Document No. 1724354, Part of Lot 1 and All of Lot 2 of Certified Survey Maps 6194, Document No. 1763206, All of Lot 2 & Outlot 1 of Certified Survey Map 9381, Document No. 2979330, and Part of Lot 1 of CSM 7598, Document No. 2291618. Said Documents being located in Parts of Lot 1, 2 and 3 of De Pere Business Park South Addition, and all being located in parts of the Southeast 1/4 of the Southwest 1/4, the Southwest 1/4 of the Southwest 1/4, the Northwest 1/4 of the Southwest 1/4, and the Northeast 1/4 of the Southwest 1/4, Section 32, Township 23 North, Range 20 East, City of De Pere, Brown County, Wisconsin and more fully described as follows:

Commencing at the Southeast corner of the Southwest quarter of Section 32; Thence N00° 32' 25"W a distance of 463.00 feet along the East line of the Southwest Quarter of Section 32 to the most Southeasterly point of Lot 1 of CSM 7598, also known as the Point of Beginning; Thence N89° 02' 58"W a distance of 369.96 feet along the most Southerly line of said Lot 1 of CSM 7598 to the East line of the Lot 2 of CSM 6018 also being the most South, Southwesterly point of Lot 1 of CSM 7598; Thence S00° 32' 03"E a distance of 352.96 feet along the most Easterly line of Lot 2 of CSM 6018 to the most Southeasterly point of said Lot 2 of CSM 6018 and to a point on the North Right-of-way of Red Maple Road; Thence N89° 02' 58" W a distance of 526.13 feet along Lot 2 of CSM 6018 and the North Right-of-way of Red Maple Road; Thence S00° 57' 02"W a distance of 60.00 feet along Lot 2 of CSM 6018 and said North Right-of-way of Red Maple Road; Thence N89° 02' 58"W a distance of 1,263.76 feet along the most Southerly line of Lot 2 of CSM 6018 and the North Right-of-way of Red Maple Road; Thence along Lot 2 of CSM 6018 and said North Right-of-way of Red Maple Road, 18.75 feet along an arc of a 12.00 foot radius curve to the right, having a chord which bears N44°17'22"W and a distance of 16.90 feet to the East Right-of-way of American Boulevard; Thence N00° 28' 11"E a distance of 434.99 feet along the East line of Lot 2 of CSM 6018 and the East Right-of-way of American Boulevard; Thence along said Lot 2 of CSM 6018, also being said East Right-of-way of American Boulevard, 229.76 feet along an arc of a 940.00 foot radius curve to the right, having a chord which bears N07°28'22"E and a distance of 229.19 feet; Thence N14° 28' 30"E a distance of 71.96 feet along the West line of said Lot 2 of CSM 6018 and East Right-of-way of American Boulevard to a point; Thence continuing N14° 28' 30"E along the West line of Lot 2 of CSM 6194 and the East Right-of-way of American Boulevard a distance of 743.49 feet; Thence along said Lot 2 of CSM 6194 and the East Right-of-way of American Boulevard, 254.82 feet along an arc of a 603.41 foot radius curve to the right, having a chord which bears N26°34'23"E and a distance of 252.93 feet to the Northern most, Northwesterly point of said Lot 2 of CSM 6194 and the West, Southwesterly point of Lot 1 of CSM 9381; Thence S51° 20' 25"E a distance of 236.57 feet along the South line of said Lot 1 of CSM 9381 to the most Westerly point of Lot 2 of CSM 9381; Thence S88° 57' 47"E along Lot 1 of CSM 9381 a distance of 498.94 feet; Thence S50° 33' 36"E a distance of 234.52 feet along the South Line of Lot 1 of CSM 9381; Thence continuing along the South line S88° 57' 51"E a distance of 194.99 feet; Thence N38° 37' 07"E a distance of 547.52 feet along said Lot 1 of CSM 9381 to the Northern most Northeasterly point of Lot 1 of CSM 9381 and being a point on the South Right-of-way line of Fortune Avenue; Thence along the South Right-of-way of Fortune Avenue S51° 19' 45"E a distance of 521.17 feet to the Northeast point of Outlot 1 of CSM 9381 also being a point on the East line of the Southwest quarter of Section 32; Thence S00° 32' 25"E a distance of 1,105.86 feet along the East line of Outlot 1 of CSM 9381 and the East line of the Southwest Quarter of Section 32 to the Point of Beginning.

Containing 3,095,957 Square feet (71.07 Acres) of land, more or less.

3. PUD Regulations and Standards

The following Tables identify the specific regulations and standards that are created by the PUD. Any regulation or standard that is not specifically identified follows the regulations of the De Pere Zoning Ordinance.

PUD Regulations relate only to Zoning Ordinance related regulations. PUD Regulations do not supersede county, state or federal regulations. Likewise, PUD regulations do not supersede building code regulations.

PART A. TABLE OF USES			
DISTRICTS AND DIFFERENCES			
Residential	Existing BP-2	PUD	Differences
Overnight Shelter	Conditional Use	Conditional Use	Same
Group Living not otherwise classified	Conditional Use	Conditional Use	Same
Public and Civic			
Hospital	Prohibited	Permitted	Same
Library or Cultural Center	Permitted	Permitted	Same
Religious & Non-Secular Assembly	Permitted	Permitted	Same
Utilities and Public Service Facilities, Minor	Permitted	Permitted	Same
Utilities and Public Service Facilities, Major	Permitted	Permitted	Same
Commercial			
Animal Service: Boarding	Permitted	Permitted	Same
Animal Service: Grooming	Permitted	Permitted	Same
Animal Service: Veterinary	Permitted	Permitted	Same
Commercial Service: Consumer Maintenance and Repair	Conditional Use	Conditional Use	Same
Commercial Service: Personal Service	Conditional Use	Conditional Use	Same
Commercial Service: Studio or Instructional Service	Conditional Use	Conditional Use	Same
Commercial Service: Other Service	Permitted	Permitted	Same
Sports & Recreation, Participant: Indoor	Conditional Use	Conditional Use	Same
Sports & Recreation, Participant: Outdoor	Conditional Use	Conditional Use	Same
Vehicle Sales and Service: Fueling Station	Permitted	Permitted	Same
Vehicle Sales and Service: Vehicle Maintenance & Repair, Minor	Permitted	Permitted	Same
Vehicle Sales and Service: Vehicle Maintenance & Repair, Major	Permitted	Permitted	Same
Industrial			
Fabrication and Production: Artisan	Permitted	Permitted	Same
Fabrication and Production: Low-Impact	Permitted	Permitted	Same
Fabrication and Production: Moderate-Impact	Permitted	Permitted	Same
Fabrication and Production: High Impact	Conditional Use	Conditional Use	Same
Industrial Service	Permitted	Permitted	Same
Storage, Distribution and Wholesaling: Trucking & Transportation Terminal	Permitted	Permitted	Same

Storage, Distribution and Wholesaling: Warehouse	Permitted	Permitted	Same
Storage, Distribution and Wholesaling: Wholesale Sales and Distribution	Permitted	Permitted	Same
Recycling			
Consumer Material Drop-off	Permitted	Permitted	Same
Consumer Material Processing	Permitted	Permitted	Same
Agricultural			
Crop Agriculture	Permitted	Permitted	Same
Accessory			
Amateur Radio Service Antenna	Permitted	Permitted	Same
Crop Agriculture	Permitted	Permitted	Same
Electrical Vehicle Charging Station	Permitted	Permitted	Same
Geothermal Energy System	Permitted	Permitted	Same
Outdoor Storage	Permitted	Permitted	Same
Satellite Dish Antenna	Permitted	Permitted	Same
Solar Energy System	Permitted	Permitted	Same
Other			
Wireless Telecommunications	Conditional Use per Zoning Ordinance 14-79	Conditional Use per Zoning Ordinance 14-79	Same

PART B. DESIGNATION OF CAMPUS PUD WITH PROPERTY LINE SETBACKS

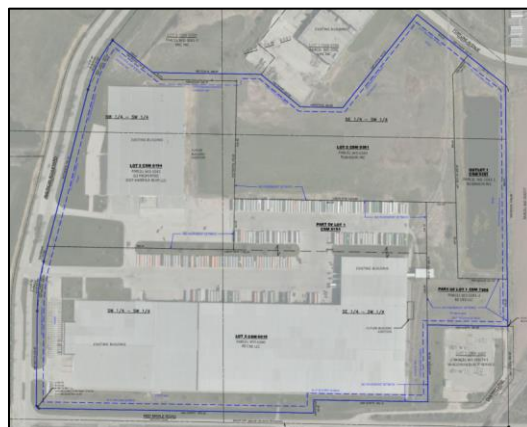
DISTRICTS AND DIFFERENCES			
Overall PUD Campus Boundary	Existing BP-2	PUD	Differences
Five Parcels create one campus with one exterior boundary	-	The exterior boundary of the five parcel PUD campus is the only boundary recognized as a property line for the purposes of establishing setbacks, driveway widths, screening, transportation and trucking terminals, and outdoor storage.	The PUD Campus establishes the exterior boundary as the only regulated set of property lines for setbacks, driveway widths, screening, transportation and trucking terminals, and outdoor storage.
PUD Parcel Lines within Campus Boundary			
Individual Parcel Lines within Campus PUD Boundary	-	All adjacent parcel lines inside the PUD campus (shared between WD-1040, WD-1041-1, WD-1041-2, WD-1042, WD-10433) are regulated as if all five parcels are combined. One common exterior boundary is recognized as a property line for setbacks, driveway widths, screening, transportation and trucking terminals, and outdoor storage. See map below for affected property lines.	The PUD Campus is regulated with all five parcels being the equivalent of one combined lot.
Establishment of Front, Street Side, Interior Side, and Rear Yards			
PUD Boundary Adjacent to American BL (west)	Front	Front	Same
PUD Boundary Adjacent to Venture AV (north)	Front	Front	Same
PUD Boundary Adjacent to Red Maple RD and future Southern Bypass (south)	Street Side	Street Side	Same
PUD Boundary Adjacent to WD-1041-3 (north)	Interior Side	Interior Side	Same
PUD Boundary Adjacent to WD-1041 (north)	Interior Side	Interior Side	Same
PUD Boundary Adjacent to WD-1077 (east)	Rear	Rear	Same
PUD Boundary Adjacent to WD-D0074-1 (southeast)	Interior side and Rear	Interior Side	Simplified to be Interior Side only.



PART C. DESIGNATION OF CAMPUS BOUNDARY AND TABLE OF BUILDING REGULATIONS

DISTRICTS AND DIFFERENCES			
Campus Boundary	Existing BP-2	PUD	Differences
PUD Campus Boundary - (5 Parcels)	2 acres	2 acres	Same
Minimum Lot Frontage (feet)	150	150	Same
Minimum Lot Coverage (% of Lot area)	80	80	Same
Minimum Open Space (% of area)	20	20	Same
Lot			
Minimum Lot Area	2 acres	2 acres	Same
Minimum Lot Frontage (feet)	150	150	Same
Minimum Lot Coverage (% of Lot area)	80	80	Same
Minimum Open Space (% of area)	20	20	Same
Principal Building Siting			
Front Setback (feet)	30	30	Same
Street Side (feet)	30	30	Same
Interior Side Setback (feet)	20	20	Same
Rear Setback (feet)	20	20	Same
Transitional Yard (feet)	50 [1] [2]	50 [1] [2]	Same
Building Size/Scale			
Minimum Building Floor Area (sq. ft.)	10,000	10,000	Same
Maximum Building Height (feet)	75 [3]	75 [3]	Same

- [1] Required when abutting a residential district within the City of De Pere. Also required when within 150 feet of a residential district within the City of De Pere when a public trail or a public stormwater facility is positioned between subject parcel and the abutting residential district.
- [2] Additional landscaping or fence required to provide visual screening when abutting residential zoning district, as stated in 14-106(8).
- [3] 35 feet within 100 feet of residential district.



PART D. TABLE OF PARKING AND ACCESS

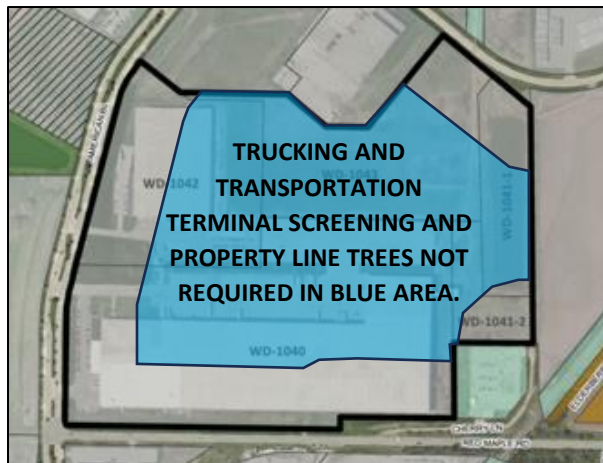
DISTRICTS AND DIFFERENCES			
Public and Civic	Existing BP-2	PUD	Differences
Group Living	1 per 4 driving-age residents + 1 per 2 employees; minimum 2 spaces	1 per 4 driving-age residents + 1 per 2 employees; minimum 2 spaces	Same
Public and Civic			
Hospital	1 per 2 employees + 1 per 4 beds	1 per 2 employees + 1 per 4 beds	Same
Library or Cultural Exhibit	1 per 2 employees + 1 per 600 SF	1 per 2 employees + 1 per 600 SF	Same
Religious Assembly	With fixed seating = 1 per 6 seats; Without fixed seating = 1 per 200 SF	With fixed seating = 1 per 6 seats; Without fixed seating = 1 per 200 SF	Same
Utilities and Public Service Facilities, Minor	No minimum	No minimum	Same
Utilities and Public Service Facilities, Major	1 per 2 employees	1 per 2 employees	Same
Commercial			
Animal Service: Boarding	1 per employee	1 per employee	Same
Animal Service: Grooming	1 per 2 employees + 1 per 400 SF	1 per 2 employees + 1 per 400 SF	Same
Animal Service: Veterinary	1 per employee + 1 per 400 SF	1 per employee + 1 per 400 SF	Same
Commercial Service: Consumer Maintenance and Repair	1 per 400 SF	1 per 400 SF	Same
Commercial Service: Personal Service	1 per 400 SF	1 per 400 SF	Same
Commercial Service: Studio or Instructional Service	1 per 400 SF	1 per 400 SF	Same
Commercial Service: Other Service	Per 14-82(6)	Per 14-82(6)	Same
Sports & Recreation, Participant	1 per 2 employees + 1 per 400 SF	1 per 2 employees + 1 per 400 SF	Same
Vehicle Sales and Service: Fueling Station	1 per 2 employees + 1 per 400 SF	1 per 2 employees + 1 per 400 SF	Same
Vehicle Sales and Service: Vehicle Maintenance & Repair, Minor	1 per 200 employees + 2 per service bay (see also 14-88)	1 per 200 employees + 2 per service bay (see also 14-88)	Same
Vehicle Sales and Service: Vehicle Maintenance & Repair, Major	1 per 200 employees + 2 per service bay (see also 14-88)	1 per 200 employees + 2 per service bay (see also 14-88)	Same
Industrial			
Fabrication and Production	1 per 1.5 employees	1 per 1.5 employees	Same
Industrial Service	1 per 1.5 employees	1 per 1.5 employees	Same
Storage, Distribution and Wholesaling	1 per 1.5 employees	1 per 1.5 employees	Same
Recycling			
Consumer Material Drop-off	1 per 1.5 employees	1 per 1.5 employees	Same
Consumer Material Processing	1 per 1.5 employees	1 per 1.5 employees	Same
Agricultural			
Crop Agriculture	No minimum	No minimum	Same

PART E. LOADING SPACE REGULATIONS

DISTRICTS AND DIFFERENCES			
Loading Space	Existing BP-2	PUD	Differences
Facility Requirement	All uses engaged in receiving or shipping goods by truck or large delivery vehicles must provide loading and unloading facilities.	All uses engaged in receiving or shipping goods by truck or large delivery vehicles must provide loading and unloading facilities.	Same
Minimum Size	Loading spaces must have a minimum width of 10 feet and a minimum length of 25 feet, with a minimum overhead clearance of 15 feet.	Loading spaces must have a minimum width of 10 feet and a minimum length of 25 feet, with a minimum overhead clearance of 15 feet.	Same
Front Façade Prohibited	Loading spaces may not be located on a front facade.	Loading spaces prohibited on a street frontage, unless as expressly allowed by: (1) Allowed on the south side of the building at 2121 American BL, adjacent to Red Maple RD / Southern Bypass. Must screen from right-of-way to a height of 6 feet, or 4 feet with retaining wall.	Street fronted loading docks are allowed on the southern end of the existing building at 2121 American BL if screened.
Right-of-way Maneuvering Prohibited	Except as expressly allowed in city-designated commercial loading zones, vehicle maneuvering areas and loading and unloading activities must occur on-site, not within the public right-of-way.	Vehicle maneuvering areas and loading and unloading activities must occur on-site, not within the public right-of-way, unless as expressly allowed by the following: (1) Within city-designated commercial loading zones, or (2) In accordance with an approved Revocable Occupancy Permit from the City of De Pere, or (3) With a Privilege in the Street Agreement from Brown County Highway Department.	Adds maneuvering option within a right-of-way if one of the following approves it: A designated commercial loading zone; A Revocable Occupancy Permit; A Privilege in the Street Agreement.
Engine Idling Signage	All loading spaces must be posted with signs prohibiting engine idling for more than 5 minutes.	All loading spaces must be posted with signs prohibiting engine idling for more than 5 minutes.	Same
Surfacing	All loading areas and access drives must be surfaced and maintained with an asphaltic or Portland cement binder concrete or other dustless, all-weather surface approved by the public works director.	All loading areas and access drives must be surfaced and maintained with an asphaltic or Portland cement binder concrete or other dustless, all-weather surface approved by the public works director.	Same
Screening from R Districts	All off-street loading areas adjacent to R zoning districts must be completely screened from view by building walls, fences, plant material at least 8 feet in height.	All off-street loading areas adjacent to R zoning districts must be completely screened from view by building walls, fences, plant material at least 8 feet in height.	Same

PART F. TRUCKING AND TRANSPORTATION TERMINALS REGULATIONS

DISTRICTS AND DIFFERENCES			
Trucking and Transportation Terminals	Existing BP-2	PUD	Differences
Surfacing	Parking areas and access drives have the same surfacing requirements as off-street parking areas. See 14-86(7).	Parking areas and access drives have the same surfacing requirements as off-street parking areas. See 14-86(7).	Same
Setbacks	Parking areas and access drives are not allowed within front, side, street side, and rear setbacks except for access drives that connect directly to a right-of-way.	Parking areas and access drives are not allowed within front, side, street side, and rear setbacks except for access drives that connect directly to a right-of-way in the shortest route possible.	The general regulation is the same. A reference to shortest route possible added for text clarification, which includes a driveway on the south side of the 2121 American BL warehouse.
Transitional Areas	Parking areas and access drives are not allowed within transitional areas.	Parking areas and access drives are not allowed within transitional areas.	Same
Screening	A solid fence, hedge, or berm with a minimum height of 6 feet is required to screen the front, side, and rear of the parking areas.	A solid fence, hedge, or berm with a minimum height of 6 feet is required to screen the front, side, and rear of the parking areas. However, the portion of a trucking and transportation terminals that is located more than 300-feet from a street does not require screening. Existing buildings, walls, berms, and landscaping may be used as part of the screening.	Screening is not required if area is more than 300 feet away from a street.
Right-of-way Trees	Street right-of-way trees are required along all street frontages. See 14-102.	Street right-of-way trees are required along all street frontages. See 14-102.	Same
Non-street Fronted Property Line Trees	A minimum of one tree is required every 35 feet along non-street fronted property lines.	A minimum of one tree is required every 35 feet along non-street fronted property lines. However, the portion of a trucking and transportation terminal that is located more than 300-feet from a street does not require property line trees.	Property line trees not required if area is more than 300 feet away from a street.



PART G. OUTDOOR STORAGE REGULATIONS

DISTRICTS AND DIFFERENCES			
Outdoor Storage	Existing BP-2	PUD	Differences
Location	Outdoor storage areas are limited to the rear yard area and the rear 25% of the side yard area.	Outdoor storage areas are located specifically within the areas shown in the below map.	The PUD map defines the allowed locations.
Setbacks	Outdoor storage areas are prohibited in required setbacks.	Outdoor storage areas are prohibited in PUD-established setbacks, as shown in the below map.	Same. The map reaffirms the setbacks shown in Table "Part B".
Surfacing	Outdoor storage areas must be located on a paved, dust-free surface, not including gravel.	Outdoor storage areas must be located on a paved, dust-free surface, not including gravel.	Same
Building Adjacency	Outdoor storage areas must be contiguous with the building.	Outdoor storage areas are located specifically within the areas shown in the below map.	Building adjacency is not required.
Screening	Fences and walls must be constructed of a matching building material and color. Chain link, hardware cloth, and untreated wood are not permitted.	Fences and walls must be constructed of a matching building material and color. Chain link, hardware cloth, and untreated wood are not permitted. However, the portion of an outdoor storage area that is located more than 300-feet from a street does not require screening. Existing buildings, walls, berms, and landscaping may be used as part of the screening.	Screening is not required if area is more than 300 feet away from a street.
Prohibited Dangerous Enclosures	No barb wire or other dangerous or injurious material may be placed upon the enclosure.	No barb wire or other dangerous or injurious material may be placed upon the enclosure.	Same
Maximum Material Height	The height of materials within the outdoor storage areas may not exceed the height of the required fence or wall.	The height of materials within the outdoor storage areas may not exceed the height of the required fence or wall.	Same
Vehicular Parking Areas	-	Outdoor storage areas cannot be used for vehicular parking lots, unless identified as parking lots with required landscaping and screening.	Regulation is the same. Reaffirms that outdoor storage areas cannot be used as parking lots unless properly designed as parking lots.

PART H-1. BUILDING AND SITE DESIGN – MAJOR FAÇADE MATERIALS

DISTRICTS AND DIFFERENCES			
Major Façade Material	Existing BP-2	PUD*	Differences
Brick: full dimensional, unit face brick, economy size or thin, veneer	Permitted	Permitted	Same
Concrete Masonry Units: architectural, minimum 3” depth, “artisan stone” look, varied sizes, (Echelon Masonry or approved equal), “stone” face, “hewn stone”, rock cut	Permitted	Permitted	Same
Concrete Masonry Units: minimum 3” depth, split-faced, burnished/ground face, glazed, or honed, painted/tinted/textured tilt-up concrete	Permitted	Permitted	Same
Fiber Cement Board: Finished lap siding or shingles, hardy board	Prohibited	Prohibited	Same
Glass: Curtain Wall System:	Permitted	Permitted	Same
Metal: metal panel system with 35% masonry (brick, approved concrete masonry units, or stone) starting at grade for a minimum of one full story masonry with the balance of the required masonry being distributed on the same facade	Prohibited	Prohibited	Same
Metal: metal panel system with 35% ground level masonry (brick, approved concrete masonry units, or stone) and 2-feet of the required masonry surrounding all street facing doors	Permitted	Permitted	Same
Stone: natural Veneer	Permitted	Permitted	Same
Wood: painted, stained, or treated lap siding, shingles	Prohibited	Prohibited	Same

* At least 70% of each street façade surface, not including window and door areas, must be composed of major materials. At least 60% of each building must be faced of a single major material.

PART H-2. BUILDING AND SITE DESIGN – MINOR FAÇADE MATERIALS

DISTRICTS AND DIFFERENCES									
Minor Façade Material	Existing BP-2 Maximum Percent				PUD Maximum Percent				Differences
	Front Façade	Street Side Façade	Interior Side Façade	Rear Façade	Front Façade	Street Side Façade	Interior Side Façade	Rear Façade	
Brick	-	-	-	-	-	-	-	-	Same
Concrete Surfaces: textured unfinished	30	30	30	30	30	30	30	30	Same
Concrete Surfaces: finished stained, painted, treated	30	30	30	30	30	30	30	30	Same
Concrete Masonry Units: minimum 3" depth, split-faced, burnished/ground face, glazed, or honed (not tilt up concrete)	-	-	-	-	-	-	-	-	Same
Fiber Cement Board, Composite: finished lap siding or shingles, hardy board. Requires a major material at grade up to 2 feet and adjacent to entrances	30	30	30	30	30	30	30	30	Same
Glass Block	-	-	20	20	-	-	20	20	Same
Metal: metal panel system with 35% ground level masonry (brick, approved concrete masonry units, or stone) and 2-feet of the required masonry surrounding all street facing doors	30	30	30	30	30	30	30	30	Same
Metal, Composite: natural veneer	-	-	30	30	-	-	30	30	Same
Metal Siding: coated siding	-	-	-	100	-	-	-	100	Same
Metal, Corten: panels or panel system	30	30	30	30	30	30	30	30	Same
Stucco (3rd or higher stories only): cement-based, 2-3 layer hard coat	30	30	30	30	30	30	30	30	Same
Stucco (3rd or higher stories only): synthetic or with elastomeric finishes	30	30	30	30	30	30	30	30	Same
Terra Cotta or Ceramic: tiles or panels	20	20	20	20	20	20	20	20	Same
Translucent Panel System: double-wall, polycarbonate panels	20	20	20	20	20	20	20	20	Same
Vinyl Siding: minimum .42 inches thick	-	-	-	-	-	-	-	-	Same
Wood: natural, aged lap siding, shingles, rain screen system	30	30	30	30	30	30	30	30	Same
Wood, Composite: rainscreen system	30	30	30	30	30	30	30	30	Same

PART H-3. BUILDING AND SITE DESIGN – ALLOWED ACCENT MATERIALS AND PROHIBITED MATERIALS

DISTRICTS AND DIFFERENCES			
Allowed Accent Material	Existing BP-2	PUD	Differences
Concrete Details: precast stone ornamentation, lintels, sills, banding, columns, beams	Permitted	Permitted	Same
Fiber Cement Details: trim soffits	Permitted	Permitted	Same
Metal Details: trim ornamentation, lintels, beams, columns	Permitted	Permitted	Same
Wood and Wood Composite Details: painted/treated trim, soffits, other approved details	Permitted	Permitted	Same
Prohibited Materials			
Stucco Mouldings or Synthetic Stucco Mouldings: trim, sills, cornices, banding, columns, pilasters, or other 3-dimensional details	Prohibited	Prohibited	Same
Wood: unfinished, untreated plywood and wood panels	Prohibited	Prohibited	Same

PART I. LANDSCAPE AND SCREENING

DISTRICTS AND DIFFERENCES			
Landscape and Screening Locations	Existing BP-2	PUD	Differences
Street Right-of-way Trees	One large tree per 35 feet of street frontage. Spacing may not exceed 75 feet apart. Located within pervious landscape areas or within tree wells.	One large tree per 50 feet of street frontage. Spacing may not exceed 75 feet apart. Located within pervious landscape areas or within tree wells. Improvements are required on the street side of the PUD campus that the improvements are closest to.	The campus has three street frontages, and each individual development (site plan) will require street trees, spaced apart 50 feet, for the one street frontage that the development is closest to (not all three).
Parking Lot Screening	Screening required for parking lots within 100 feet of a right-of-way. Screening area is at least 3 feet in width with a vegetative screen (hedge) that is at least 3 feet tall year-round, or a screening wall that is 3 feet to 3.5 feet tall. Additional screening requirements for abutting R Districts, but there are none for this specific site.	Screening required for parking lots within 100 feet of a right-of-way. Screening area is at least 3 feet in width with a vegetative screen (hedge) that is at least 3 feet tall year-round, or a screening wall that is 3 feet to 3.5 feet tall. Additional screening requirements for abutting R Districts, but there are none for this specific site.	Same
Parking Lot Interior Landscaping	At least one large tree per 20 parking spaces in islands or medians, bordered by a paved surface on at least two sides, and the island or median must be at least 7 feet wide. No more than 20 parking spaces in an individual row between islands or medians.	At least one large tree per 20 parking spaces in islands or medians, bordered by a paved surface on at least two sides, and the island or median must be at least 7 feet wide. No more than 20 parking spaces in an individual row between islands or medians.	Same
Foundation Landscaping	Abutting each principal building along at least 60% of length of any street facing building walls. Width is a minimum of 5 feet, as measured from the exterior wall of the building.	Abutting each principal building along at least 60% of length of any street facing building walls. Width is a minimum of 5 feet, as measured from the exterior wall of the building.	Same

PART J-1. TOTAL NUMBER OF SIGN TYPES PERMITTED PER STREET FRONTAGE

DISTRICTS AND DIFFERENCES			
Maximum Number of Sign Types	Existing BP-2	PUD	Differences
Maximum Number of Sign Types	3	3 per parcel (must be on same parcel)	Due to a PUD campus with 5 parcels, 3 per frontage is change to 3 per parcel.

PART J-2. SIGN REGULATIONS

REGULATIONS AND DIFFERENCES								
Sign Type	Zoning District	Max number per Street Frontage	Maximum Height (ft.)	Maximum Area (sq. ft.)	Minimum Clearance	Minimum Setback (ft.)	Allowed Illumination	Differences
Art	Existing BP-2	1	10	100	NA	5	External, backlit, internal	Same
	PUD	1	10	100	NA	5	External, backlit, internal	
Awning	Existing BP-2	1 per tenant	20, but not higher than bottom of 2 nd floor window	2 per linear foot of frontage, not to exceed 200	7	NA	External, backlit, internal	Prohibited per PUD ordinance
	PUD	Prohibited	Prohibited	Prohibited	Prohibited	Prohibited	Prohibited	
Business Center	Existing BP-2	1 total per property	20	200	None or 7	5	External, backlit, internal	1 business center sign allowed for all 5 parcels
	PUD	1 per PUD campus	20	200	None or 7	5	External, backlit, internal	
Canopy	Existing BP-2	1 per tenant	20, but not higher than bottom of 2 nd floor window	2 per linear foot of frontage, not to exceed 200	7	NA	External, backlit, internal	Prohibited per PUD ordinance
	PUD	Prohibited	Prohibited	Prohibited	Prohibited	Prohibited	Prohibited	
Directional (Wall)	Existing BP-2	NA, only allowed on non-street side and rear of building	20	15	NA	NA	External, backlit, internal	Same
	PUD	NA, only allowed on non-street side and rear of building	20	15	NA	NA	External, backlit, internal	
Marquee	Existing BP-2	1 per tenant	20, but not higher than bottom of 2 nd floor window	2 per linear foot of frontage, not to exceed 200	7	NA	External, backlit, internal	Prohibited per PUD ordinance
	PUD	Prohibited	Prohibited	Prohibited	Prohibited	Prohibited	Prohibited	

Monument	Existing BP-2	1	8	75	NA	5	External, backlit, internal	Same
	PUD	1	8	75	NA	5	External, backlit, internal	
Wall	Existing BP-2	1 per tenant on first floor with street frontage	Below parapet, 20 if no parapet exists	2 per linear foot of frontage, not to exceed 150, or 250 if 200 ft from ROW, or 350 if 500 ft from ROW, or 450 if 750 ft from ROW [1]	NA	NA	External, backlit, internal	Same
	PUD	1 per tenant on first floor with street frontage	Below parapet, 20 if no parapet exists	2 per linear foot of frontage, not to exceed 150, or 250 if 200 ft from ROW, or 350 if 500 ft from ROW, or 450 if 750 ft from ROW [1]	NA	NA	External, backlit, internal	
Interior (visible from ROW)	Existing BP-2	1 per street fronting window (2 interior signs maximum)	NA	30% of first floor street fronting window area	NA	5 (from interior window)	NA	Same
	PUD	1 per street fronting window (2 interior signs maximum)	NA	30% of first floor street fronting window area	NA	5 (from interior window)	NA	

PART K. OTHER REGULATIONS THAT ARE NOT REFERENCED IN TABLES A THROUGH

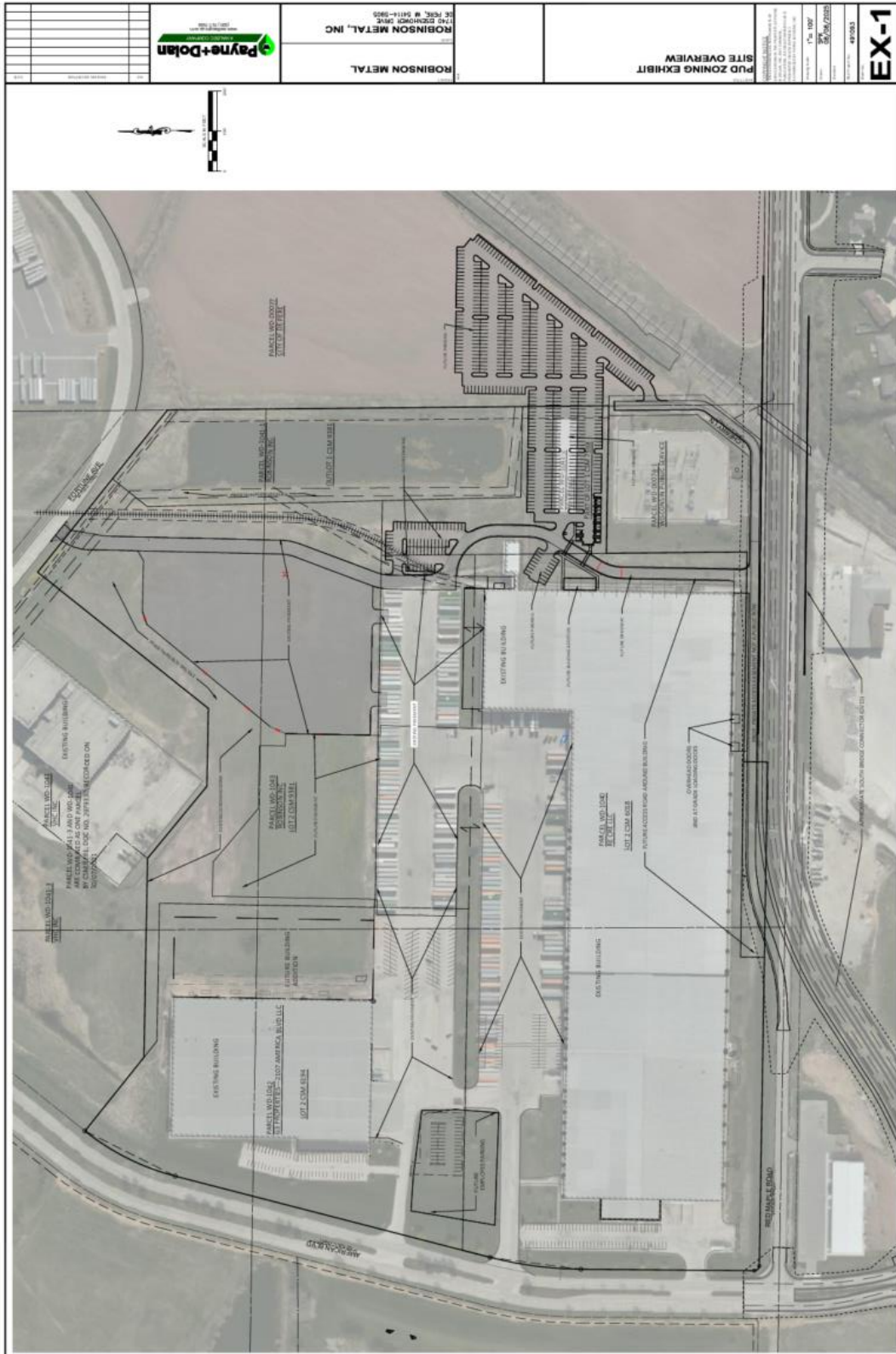
DISTRICTS AND DIFFERENCES			
Other Regulations	Existing BP-2	PUD	Differences
Permanent Staff-Visitor Parking Lots	<p>Two existing lots shown outside of the green area near American BL, shown in the below graphic, are allowed to remain.</p> <p>Four existing lots shown within the green area near the 2121 American BL Warehouse, shown in the below graphic, are allowed to remain.</p>	<p>Two existing lots shown outside of the green area near American BL, shown in the below graphic, are allowed to remain.</p> <p>Four existing lots shown within the green area near the 2121 American BL Warehouse, shown in the below graphic, are allowed to remain.</p>	Same
Temporary Staff-Visitor Parking Lots	-	<p>One existing lot to the southeast of 2107 American BL is allowed to remain as a temporary parking lot until October 2027. Use of the parking lot after October 2027 is prohibited, unless properly approved as a permanent parking lot with a site plan that complies with landscaping, curbing, etc.</p> <p>One proposed lot to the southeast of 2107 American BL is allowed to be utilized as a temporary parking lot until October 2027 but must be included with a current site plan. Use of the parking lot after October 2027 is prohibited, unless properly approved as a permanent parking lot with a site plan that complies with landscaping, curbing, etc.</p>	Adds an allowance for two temporary parking lot areas until October 2027, only.

SUMMARY OF 17 DIFFERENCES BETWEEN BP-2 AND PUD

TOPIC	BP-2 Regulation	PUD Regulation
Five Parcels create one campus with one exterior boundary		The exterior boundary of the five parcel PUD campus is the only boundary recognized as a property line for the purposes of establishing setbacks, driveway widths, screening, transportation and trucking terminals, and outdoor storage.
Individual Parcel Lines within Campus PUD Boundary		All adjacent parcel lines inside the PUD campus (shared between WD-1040, WD-1041-1, WD-1041-2, WD-1042, WD-10433) are regulated as if all five parcels are combined. One common exterior boundary is recognized as a property line for setbacks, driveway widths, screening, transportation and trucking terminals, and outdoor storage. See map below for affected property lines.
Interior Side and Rear Yards: PUD Boundary Adjacent to WD-D0074-1 (southeast)	Interior side and Rear	Interior Side
Loading Spaces: Front Façade Prohibited	Loading spaces may not be located on a front facade.	Loading spaces prohibited on a street frontage, unless as expressly allowed by: (1) Allowed on the south side of the building at 2121 American BL, adjacent to Red Maple RD / Southern Bypass. Must screen from right-of-way to a height of 6 feet, or 4 feet with retaining wall.
Loading Spaces: Right-of-way Maneuvering Prohibited	Except as expressly allowed in city-designated commercial loading zones, vehicle maneuvering areas and loading and unloading activities must occur on-site, not within the public right-of-way.	Vehicle maneuvering areas and loading and unloading activities must occur on-site, not within the public right-of-way, unless as expressly allowed by the following: (1) Within city-designated commercial loading zones, or (2) In accordance with an approved Revocable Occupancy Permit from the City of De Pere, or (3) With a Privilege in the Street Agreement from Brown County Highway Department.
Trucking and Transportation Terminals: Setbacks	Parking areas and access drives are not allowed within front, side, street side, and rear setbacks except for access drives that connect directly to a right-of-way.	Parking areas and access drives are not allowed within front, side, street side, and rear setbacks except for access drives that connect directly to a right-of-way in the shortest route possible.
Trucking and Transportation Terminals: Screening	A solid fence, hedge, or berm with a minimum height of 6 feet is required to screen the front, side, and rear of the parking areas.	A solid fence, hedge, or berm with a minimum height of 6 feet is required to screen the front, side, and rear of the parking areas. However, the portion of a trucking and transportation terminals that is located more than 300-feet from a street does not require screening. Existing buildings, walls, berms, and landscaping may be used as part of the screening.
Trucking and Transportation Terminals: Non-street Fronted Property Line Trees	A minimum of one tree is required every 35 feet along non-street fronted property lines.	A minimum of one tree is required every 35 feet along non-street fronted property lines. However, the portion of a trucking and transportation terminal that is located more than 300-feet from a street does not require property line trees.

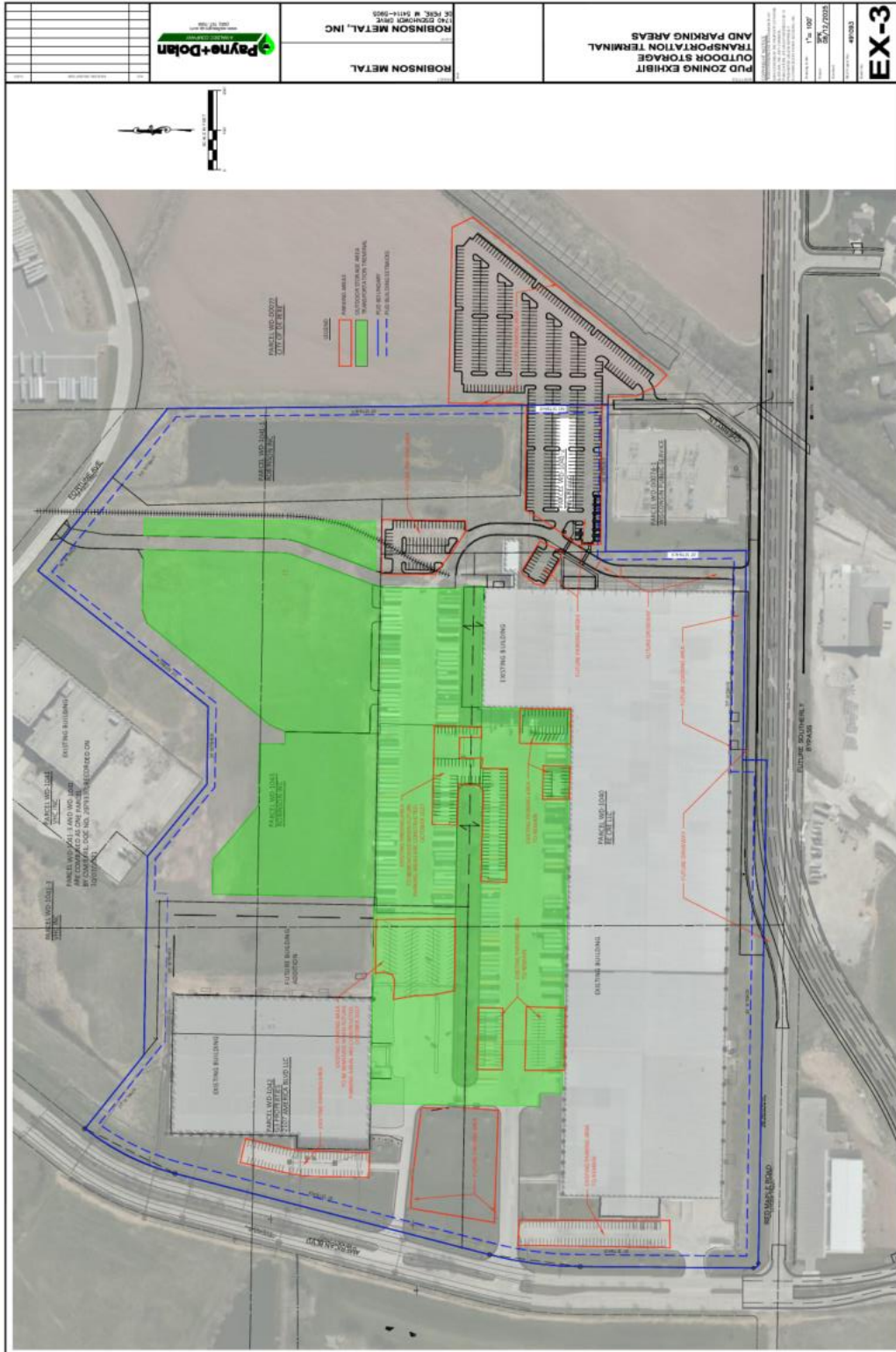
Outdoor Storage: Location	Outdoor storage areas are limited to the rear yard area and the rear 25% of the side yard area.	Outdoor storage areas are located specifically within the areas shown in the below map.
Outdoor Storage: Setbacks	Outdoor storage areas are prohibited in required setbacks.	Outdoor storage areas are prohibited in PUD-established setbacks, as shown in the below map.
Outdoor Storage: Building Adjacency	Outdoor storage areas must be contiguous with the building.	Outdoor storage areas are located specifically within the areas shown in the below map.
Outdoor Storage: Screening	Fences and walls must be constructed of a matching building material and color. Chain link, hardware cloth, and untreated wood are not permitted.	Fences and walls must be constructed of a matching building material and color. Chain link, hardware cloth, and untreated wood are not permitted. However, the portion of an outdoor storage area that is located more than 300-feet from a street does not require screening. Existing buildings, walls, berms, and landscaping may be used as part of the screening.
Outdoor Storage: Vehicular Parking Areas	-	Outdoor storage areas cannot be used for vehicular parking lots, unless identified as parking lots with required landscaping and screening.
Landscaping: Street Right-of-way Trees	One large tree per 35 feet of street frontage. Spacing may not exceed 75 feet apart. Located within pervious landscape areas or within tree wells.	One large tree per 50 feet of street frontage. Spacing may not exceed 75 feet apart. Located within pervious landscape areas or within tree wells. Improvements are required on the street side of the PUD campus that the improvements are closest to.
Maximum Number of Sign Types	3	3 per parcel (must be on same parcel)
Business Center Signs	One allowed per property.	One allowed per PUD Campus (all five parcels can use the one Business Center sign).
Temporary Staff-Visitor Parking Lots	-	One existing lot to the southeast of 2107 American BL is allowed to remain as a temporary parking lot until October 2027. Use of the parking lot after October 2027 is prohibited, unless properly approved as a permanent parking lot with a site plan that complies with landscaping, curbing, etc. One proposed lot to the southeast of 2107 American BL is allowed to be utilized as a temporary parking lot until October 2027 but must be included with a current site plan. Use of the parking lot after October 2027 is prohibited, unless properly approved as a permanent parking lot with a site plan that complies with landscaping, curbing, etc.

Attachment A
PUD Site Overview



Attachment C

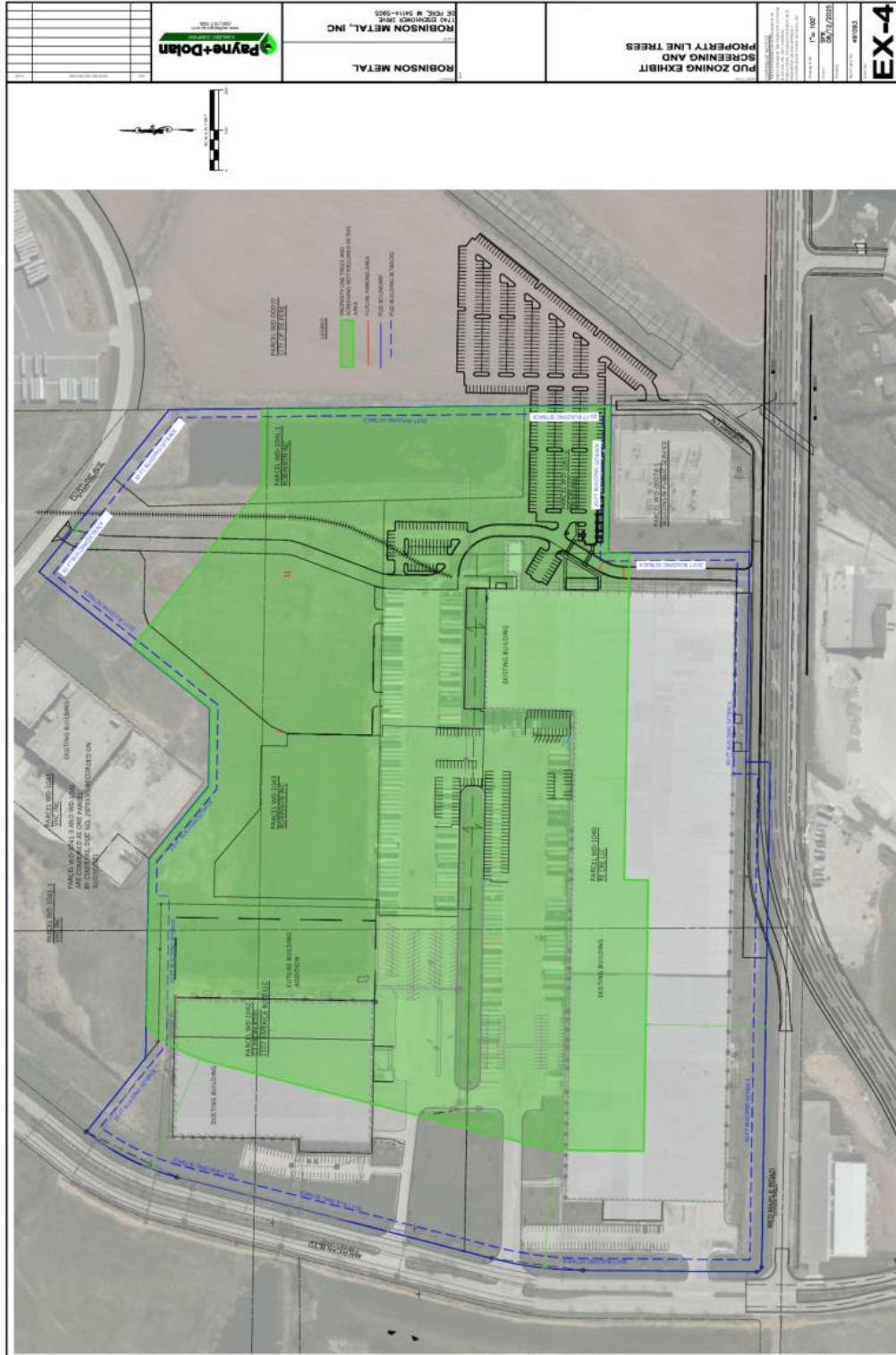
PUD Area where Trucking and Transportation Terminals, Outdoor Storage Areas, and Temporary Parking Lots are Permitted, other areas Prohibited.



Attachment D

PUD Boundary Property Line Trees Not Required.

Trucking and Transportation Terminals, Outdoor Storage Area Screening Not Required.





Request for Plan Commission Action

MEETING DATE: August 25, 2025
DEPARTMENT: Development Services
FROM: Peter Schlein, City Planner/Zoning Administrator
SUBJECT: Consideration and possible action for a new 12-foot-wide gas easement at the south and east ends of 530 Grant ST (Parcel WD-98).*

RECOMMENDED ACTION: Approval.

ATTACHMENTS:
PC Report, New Easement and Supporting Documents - 12 Aug 2025

Consideration and possible action for a new 12-foot-wide gas easement at the south and east ends of 530 Grant ST (Parcel WD-98).*

SITE MAP



REQUESTED ACTION:	New 12-foot-wide gas easement for Wisconsin Public Service Corporation.	
COMMON DESCRIPTION:	530 Grant ST, northeast from the Grant ST and Sixth ST intersection.	
ZONING:	PI-1 (Neighborhood Public Institutional District).	
SURROUNDING LAND USES:	City Park to the north and west (PI-1). Parking lot and undeveloped (MX2) to the south. Railroad (PI-1) to the east.	
COMPREHENSIVE PLAN:	Natural Areas.	
APPLICANT/OWNER:	<u>Applicant</u> Michelle Somers, SR/WA SR Real Estate Agent – Distribution Right of Way WEC Energy Group 231 W Michigan ST Milwaukee, WI 53023	<u>Property Owners</u> City of De Pere 335 S Broadway ST De Pere, WI 54115-2593
LAND USE HISTORY:	The undeveloped property had an urban orchard planted in 2016.	

STAFF REVIEW:

Summary

The new easement allows for a gas line to be installed by Wisconsin Public Service Corporation on City property.

Details

Wisconsin Public Service Corporation is requesting a new 12-foot-wide gas easement at the south and east ends of 530 Grant ST. The new easement allows a gas line to be relocated, due to a new City manhole that conflicted with the gas line in the Grant ST right-of-way. The easement is located on the edge of the proposed property to minimize conflict with future development. However, the easement impacts an urban orchard, so City staff asked for text to be added to the easement document related to notifications when trimming and managing orchard tree branches, liability for damage of orchard trees, indemnification, and replacement for the next three years if trees loss occurs due to the boring/installation of the gas line.

STAFF RECOMMENDATION:

Staff recommends APPROVAL of a new 12-foot-wide gas easement at the south and east ends of 530 Grant ST and forwarding the recommendation to the Common Council for final approval. The final easement language will be subject to the final approval of the City Attorney's office.



Planning/Zoning Application


Planning & Zoning Department

Submitted On:

Jul 10, 2025, 01:59PM EDT

Revision submitted on
Aug 12, 2025, 11:09AM CDT

Parcel Number: (Include ALL parcels)	WD-98
Nearest property address to the project site:	Street Address: 530 Grant St (VFW Park) City: De Pere State: W Zip: 54115
Check each project type that is being applied for:	Easement
Is this project creating a new easement or releasing an existing easement?	New Easement
Current De Pere Zoning Districts:	PI-1
Existing Site Land Uses:	Public & Civic
Proposed Site Land Uses:	Right-of-way
Does the project comply with the Comprehensive Plan?	No
Has City Staff been contacted for a preapplication meeting?	Yes
Property Owner:	First Name: City Last Name: De Pere
Is the property owner's address the same as the nearest property address?	Yes
Property Owner's Phone Number:	920-339-4072
Property Owner's Email Address:	pschleinz@deperewi.gov
Is someone processing the project for the property owner as their authorized representative?	No
Please attach an EXHIBIT MAP with the easement boundary.	Easement_City of De Pere_LI 3332725_3456544.pdf
Please attach a WORD DOCUMENT with the boundary legal description and a	3456544_TPN WD-98_LEGAL DESCRIPTION.docx

description about why the easement change is needed.	
How do you plan on paying for your application?	Online with a credit card
Total Due:	\$375.00
Signature Data	First Name: Michelle Last Name: Somers Email Address: michelle.somers@wecenergygroup.com  Signed at: July 10, 2025 1:45pm America/New_York
User's Session Information	IP Address: 161.69.57.14 Referrer URL:

3332725

Easement

THIS INDENTURE is made this _____ day of _____, _____, by and between **City of De Pere, a Wisconsin municipal corporation**, ("Grantor") and **WISCONSIN PUBLIC SERVICE CORPORATION**, a Wisconsin Corporation, along with its successors and assigns (collectively, "Grantee") for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantor, owner of land, hereby grants and warrants to, Grantee, a permanent easement upon, within, beneath, over and across a part of Grantor’s land hereinafter referred to as "easement area" more particularly described as follows:

Part of **Lots 115 & 116** of the recorded **Assessor's Plat of Nicolet (now known as City of De Pere)** and part of the Parcel Described on the Attached Exhibit “B”, being part of Private Claim **29 West side of the Fox River, City of De Pere, County of Brown, State of Wisconsin, as shown on the attached Exhibit “A”**.

Return to:
Wisconsin Public Service Corp.
Real Estate Dept.
P.O. Box 19001
Green Bay, WI 54307-9001

Tax Parcel Identification Number
(PIN)
WD-98

1. **Purpose: GAS** - The purpose of this easement is to construct, install, operate, maintain repair, replace and extend underground utility facilities, pipeline or pipelines with valves, tieovers, main laterals and service laterals, together with all necessary and appurtenant equipment under and above ground, including cathodic protection apparatus used for corrosion control, as deemed necessary by Grantee, for the transmission and distribution of natural gas and all by-products thereof, or any liquids, gases, or substances which can or may be transported or distributed through a pipeline, including the customary growth and replacement thereof. Trees, bushes, branches and roots may be trimmed or removed so as not to interfere with Grantee's use of the easement area. Grantee acknowledges and understands that the easement area consists of an urban orchard with certain above ground plantings. Accordingly, Grantee shall obtain approval from Grantor prior to the controlling of any branches trees and or roots within the Easement Area by cutting, trimming, chemically treating and/or other means as may be necessary for the Grantee's facilities in the easement area.
2. **Access:** Grantee shall have the right to enter on and across any of the Grantor’s property outside of the easement area as may be reasonably necessary to gain access to the easement area and as may be reasonably necessary for the construction, installation, operation, maintenance, inspection, removal or replacement of the Grantee’s facilities.
3. **Buildings or Other Structures:** Grantor agrees that no structures will be erected in the easement area or in such close proximity to Grantee's facilities as to create a violation of all applicable State of Wisconsin electric and gas codes or any amendments thereto.

4. **Elevation:** Grantor agrees that the elevation of the ground surface existing as of the date of the initial installation of Grantee's facilities within the easement area will not be altered by more than 4 inches without the written consent of Grantee.
5. **Restoration:** Grantee agrees to restore or cause to have restored Grantor's land, as nearly as is reasonably possible, to the condition existing prior to such entry by Grantee or its agents. This restoration, however, does not apply to any trees, bushes, branches or roots which may interfere with Grantee's use of the easement area. Grantee agrees to pay replacement costs of trees located within or adjacent to the easement area that are damaged during construction or die prior to October 2028. This restoration agreement applies to the original Grantor only and does not apply to any heirs, successors or assigns of said land.
6. **Exercise of Rights:** It is agreed that the complete exercise of the rights herein conveyed may be gradual and not fully exercised until sometime in the future, and that none of the rights herein granted shall be lost by non-use.
7. **Binding on Future Parties:** This grant of easement shall be binding upon and inure to the benefit of the heirs, successors and assigns of all parties hereto.
8. **Easement Review:** Grantor acknowledges receipt of materials which describe Grantor's rights and options in the easement negotiation process and furthermore acknowledges that Grantor has had at least 5 days to review this easement document *or* voluntarily waives the five day review period.
9. **Indemnification.** Grantee hereby agrees to indemnify, defend and hold harmless the Grantor, its elected and appointed officials, officers, employees, agents, representatives and volunteers, and each of them, from and against any and all suits, actions, legal or administrative proceedings, claims, demands, damages, liabilities, interest, attorneys' fees, costs and expenses of whatsoever kind or nature in any manner directly or indirectly caused, occasioned, or contributed to in whole or in part or claimed to be caused, occasioned, or contributed to in whole or in part, by reason of any act, omission, fault, or negligence, whether active or passive, of Grantee, any contractor or subcontractor performing work on behalf of Grantee in the Easement Area, or of anyone acting under its direction or control or on its behalf, even if liability is also sought to be imposed on Grantor, its elected and appointed officials, officers, employees, agents, representatives and volunteers. The obligation to indemnify, defend and hold harmless the Grantor, its elected and appointed officials, officers, employees, agents, representatives and volunteers, and each of them, shall be applicable unless liability results from the sole negligence of the Grantor, its elected and appointed officials, officers, employees, agents, representatives and volunteers.

Grantee shall reimburse the Grantor, its elected and appointed officials, officers, employees, agent or authorized representatives or volunteers for any and all legal expenses and costs incurred by each of them in connection therewith or in enforcing the indemnity herein provided.

This indemnity provision shall survive the termination or expiration of this Easement agreement.

[REMAINDER OF PAGE LEFT BLANK]

WITNESS the hand and seal of the Grantor the day and year first above written

City of De Pere, a Wisconsin municipal corporation

Organization name

Sign Name

Print name & title

Sign Name

Print name & title

STATE)
OF _____

)SS

COUNTY)
OF _____

This instrument was acknowledged before me this _____ day of _____, _____, by the above-named _____ City of De Pere, a Wisconsin municipal corporation, to me known to be the Grantor(s) who executed the foregoing instrument on behalf of said Grantor(s) and acknowledged the same

Sign Name

Print Name

Notary Public, State of

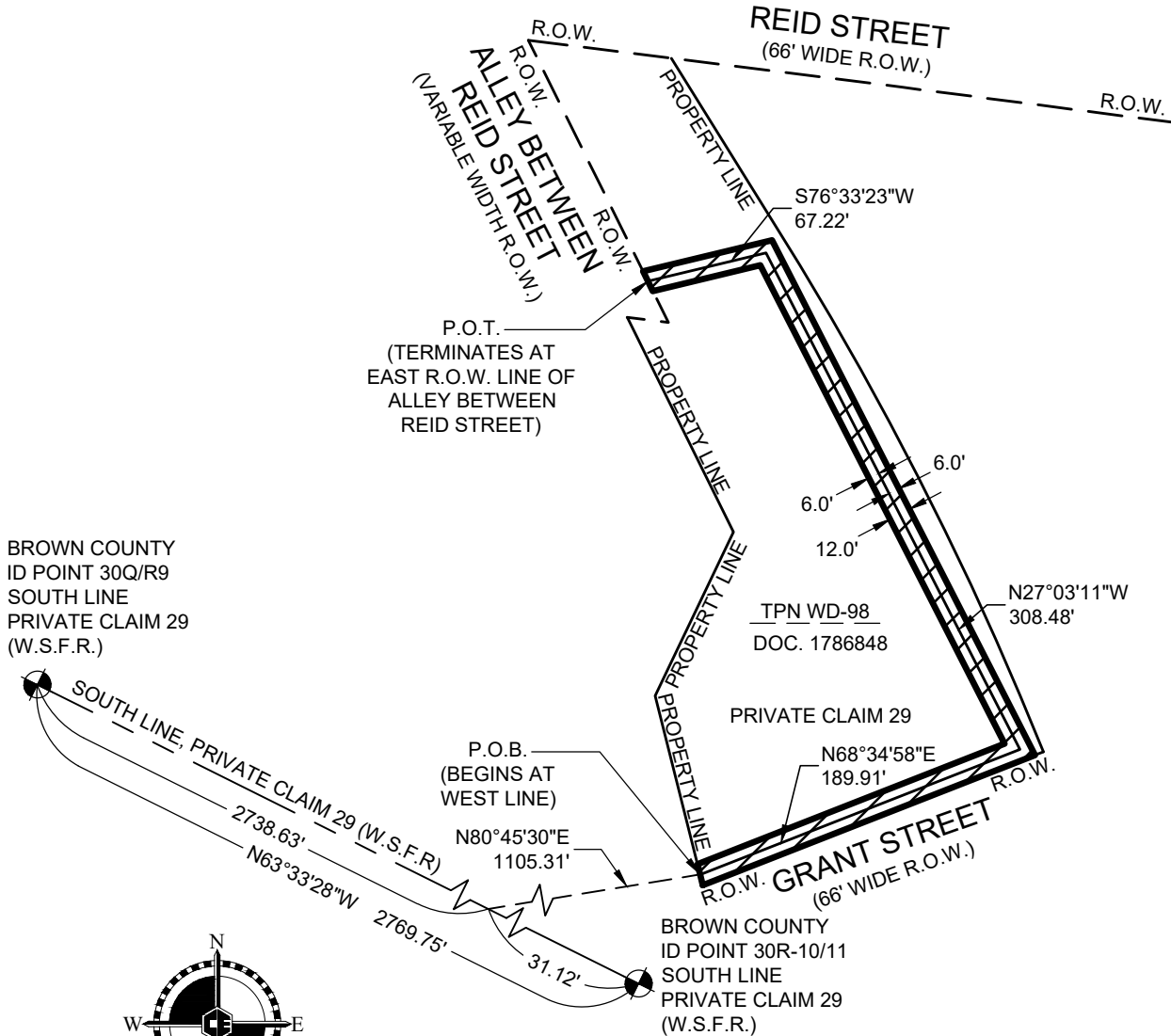
My Commission expires:

This instrument drafted by: Michelle Somers
Wisconsin Public Service Corporation

REMS Entity ID	WR Number	Document ID	REMS Formatted Number
1486194	WMIS-3456544	3332725	INT11-486-194

EXHIBIT "A"

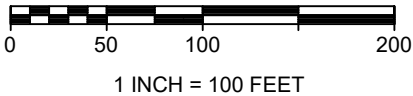
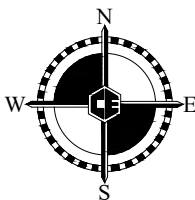
PART OF THE PARCEL DESCRIBED IN THE BROWN COUNTY REGISTER OF DEEDS AS DOCUMENT NUMBER 1786848; ALSO BEING PART OF LOTS 115 AND 116 OF THE ASSESSOR'S PLAT OF NICOLET, BEING PART OF PRIVATE CLAIM 29, WEST SIDE OF THE FOX RIVER, ALL IN THE CITY OF DE PERE, COUNTY OF BROWN, STATE OF WISCONSIN



BROWN COUNTY
ID POINT 30Q/R9
SOUTH LINE
PRIVATE CLAIM 29
(W.S.F.R.)

PRIVATE CLAIM 29

BROWN COUNTY
ID POINT 30R-10/11
SOUTH LINE
PRIVATE CLAIM 29
(W.S.F.R.)



LEGAL DESCRIPTION FOR THE CENTERLINE OF A 12 FOOT WIDE EASEMENT AREA

Commencing at Brown County ID Point 30R-10/11; thence N63°33'28"W along the South line of Private Claim 29, West Side of Fox River (W.S.F.R.), a distance of 31.12 feet; thence N80°45'30"E, a distance of 1105.31 feet to a point on a West line of the parcel described in the Brown County Register of Deeds, recorded as Document Number 1786848, and the POINT OF BEGINNING (P.O.B.).

Thence N68°34'58"E along a line 6.00 feet North of and parallel to the North right-of-way line of Grant Street (66 feet wide), a distance of 189.91 feet; thence N27°03'11"W, a distance of 308.48 feet; thence S76°33'23"W, a distance of 67.22 feet to a point on the East right-of-way line of an Alley between Reid Street (variable width), and the POINT OF TERMINATION (P.O.T.).

All easement side lines are intended to extend to or shorten to the terminating property or right-of-way lines.

LEGEND	
P.O.B.	POINT OF BEGINNING
P.O.T.	POINT OF TERMINATION
TPN	TAX PARCEL NUMBER
	EASEMENT AREA

WR NUMBER: 3456544	DOC ID: N/A	EASEMENT AREA: ± 6,787 SQ.FT. / ± 0.156 ACRES	CEC PROJ: 250584	Page 1 of 1
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COLEMAN ENGINEERING COMPANY IRON MOUNTAIN • IRONWOOD • GREEN BAY 835 Circle Drive, Iron Mountain, Michigan www.coleman-engineering.com	PREPARED FOR: Wisconsin Public Service Corporation	2830 S. Ashland Ave P.O. BOX 19001 Green Bay, WI 54307-9011
	DRAWN BY: BRT	CHECKED BY: JMR
BEARINGS ARE BASED ON BROWN COUNTY COORDINATE SYSTEM		

EXHIBIT "B"

Property Description from **Brown County Register of Deeds Document Number 1786848**
Parcel Identification Number: **WD-98**

Beginning at the point of intersection of the South line of Reid Street in the City of De Pere, Wisconsin, as per the recorded plat thereof, and a line that lies parallel and/or concentric with and 56.0 feet normally distant Westerly from the presently existing Main Track

centerline of Fox Valley & Western Ltd.; thence Southeasterly along the last said parallel and/or concentric line a distance of 460 feet, more or less, to a point on the Northerly line of Grant Street (CTH "EE") in the City of De Pere, Wisconsin, as per the recorded plat thereof; thence Southwesterly along said North line of Grant Street a distance of 95 feet, more or less, to a point on the West line of a parcel of land conveyed by John Wiley, et al, to the Chicago & North Western Railway Company, predecessor of the Grantor, by deed dated August 30, 1870, and recorded on September 2, 1870 in Book 19, Page 315, in and for Brown County, Wisconsin; thence Northwesterly along the last said West line a distance of 310 feet, more or less, to a point marking the Southwest corner of a parcel of land conveyed by Louis Carabin to the Chicago & North Western Railway Company, predecessor of the Grantor, by deed dated January 31, 1862, and recorded on January 31, 1862 in Book 4, Page 224, in and for Brown County, Wisconsin; thence Northwesterly along the West line of the aforesaid deed described in Book 4, Page 224, a distance of 200 feet, more or less, to a point on the South line of said Reid Street; thence Easterly along said South line of Reid Street a distance of 110 feet, more or less, to the point of beginning. Containing 1.06 acres of land, more or less.

3456544_TPN WD-98_LEGAL DESCRIPTION

PART OF THE PARCEL DESCRIBED IN THE BROWN COUNTY REGISTER OF DEEDS AS DOCUMENT NUMBER 1786848; ALSO BEING PART OF LOTS 115 AND 116 OF THE ASSESSOR'S PLAT OF NICOLET, BEING PART OF PRIVATE CLAIM 29, WEST SIDE OF THE FOX RIVER, ALL IN THE CITY OF DE PERE, COUNTY OF BROWN, STATE OF WISCONSIN



Request for Plan Commission Action

MEETING DATE: August 25, 2025
DEPARTMENT: Development Services
FROM: Daniel Lindstrom, Development Services Director
SUBJECT: Discussion about the proposed Comprehensive Plan Update Draft Chapters (Introductory and People Chapters).
RECOMMENDED ACTION: Discussion.

ATTACHMENTS:
08-25-25 PC DRAFT Comprehensive Plan Status, 1. 20XX Imagine De Pere Plan DRAFT SECTIONS - Intro Chapters (08132025), 2. 20XX Imagine De Pere Plan DRAFT SECTIONS - People Chapters (08132025)

CITY OF DE PERE MEMO



To: Plan Commission Members
From: Daniel J. Lindstrom, AICP, Development Services Director
Date: August 25, 2025

RE: **Discussion about the proposed Comprehensive Plan Update Draft Chapters (Introductory and People Chapters).**

Summary:

Since June 2025, City of De Pere staff has been working with a steering committee to finalize the DRAFT Comprehensive Plan Update. The goal is to present a FINAL DRAFT to Plan Commission in November 2025, and to Common Council in January 2026. To ensure a thorough understanding of the proposed updates, staff has scheduled four discussions with Plan Commission prior to any final decisions. The discussions are designed to highlight key changes to provide Plan Commission with the information needed for informed decision making.

This meeting is the first of the four discussions, and will cover the following topics:

- Public Input and Steering Committee Input
- People Chapter
 - Economic Development
 - Cultural Resources

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:

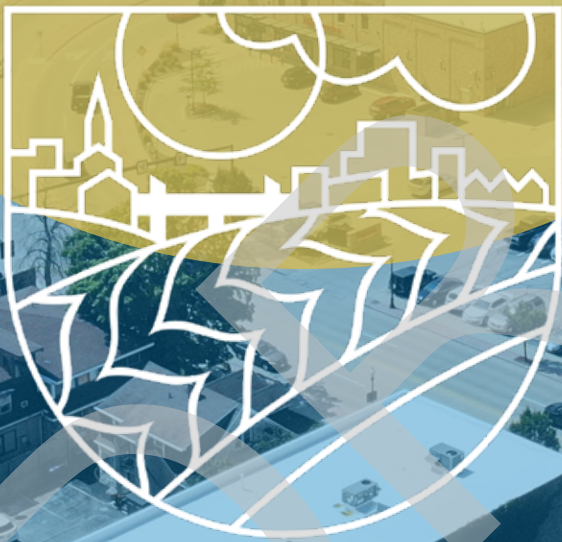
1. People (Economic Development, Cultural Resources)
2. Places (Land Use, Housing, downtown added)
3. Systems (Transportation, Natural Resources, Community Facilities/Services)

To encourage a productive conversation, staff will present a summary of proposed changes during the meeting.

Staff Request:

Discuss the proposed significant changes to the DRAFT Comprehensive Plan with staff, provide feedback on the proposed changes, identify additional changes, and highlight areas that require additional work.

DE PERE[®]



IMAGINE DE PERE 20XX COMPREHENSIVE PLAN



DRAFT

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, Manager, Public Works/Engineering

CORE STAFF

- Dan Lindstrom, Development Services Director
- Peter Schlein, Senior Planner
- Quasan Shaw, Economic Development Planner
- Kelly Barker, Administrative Assistant

CONSULTANTS

- 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

 **ENSURE EQUITY, INCLUSION, AND ACCESS TO OPPORTUNITY FOR ALL**

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

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.



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.***

- 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.



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





GOALS

are the City's targets and aspirations, backed by analysis and engagement done throughout the Imagine De Pere planning process.

OBJECTIVES

A specific, measurable target that helps achieve the broader goal.

STRATEGIES:

the steps De Pere can perform to put the plan recommendations into effect.

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.

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
- 2010 Downtown Master Plan
- 2010 De Pere Neighborhood Preservation Plan
- 2014 Definitely De Pere Design Guidelines
- Comprehensive Outdoor Recreation Plan 2018-2023
- 2018 Strategic Branding Plan
- 2018 Cultural District Plan
- 2018 De Pere Market Analysis
- 2020-2024 City of De Pere Housing Affordability Reports
- De Pere Business Improvement District Operating Plans
- 2021 Downtown Wayfinding Master Plan and Pedestrian Node Design
- 2022 De Pere Zoning Ordinance Update
- 2023 Parking Study
- 2024 Housing Study



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)



HIGH SCHOOL GRADUATE

DE PERE

25.7%

NATIONAL AVERAGE

25.9%



SOME COLLEGE

20%

18.9%



ASSOCIATES DEGREE

14.4%

8.8%

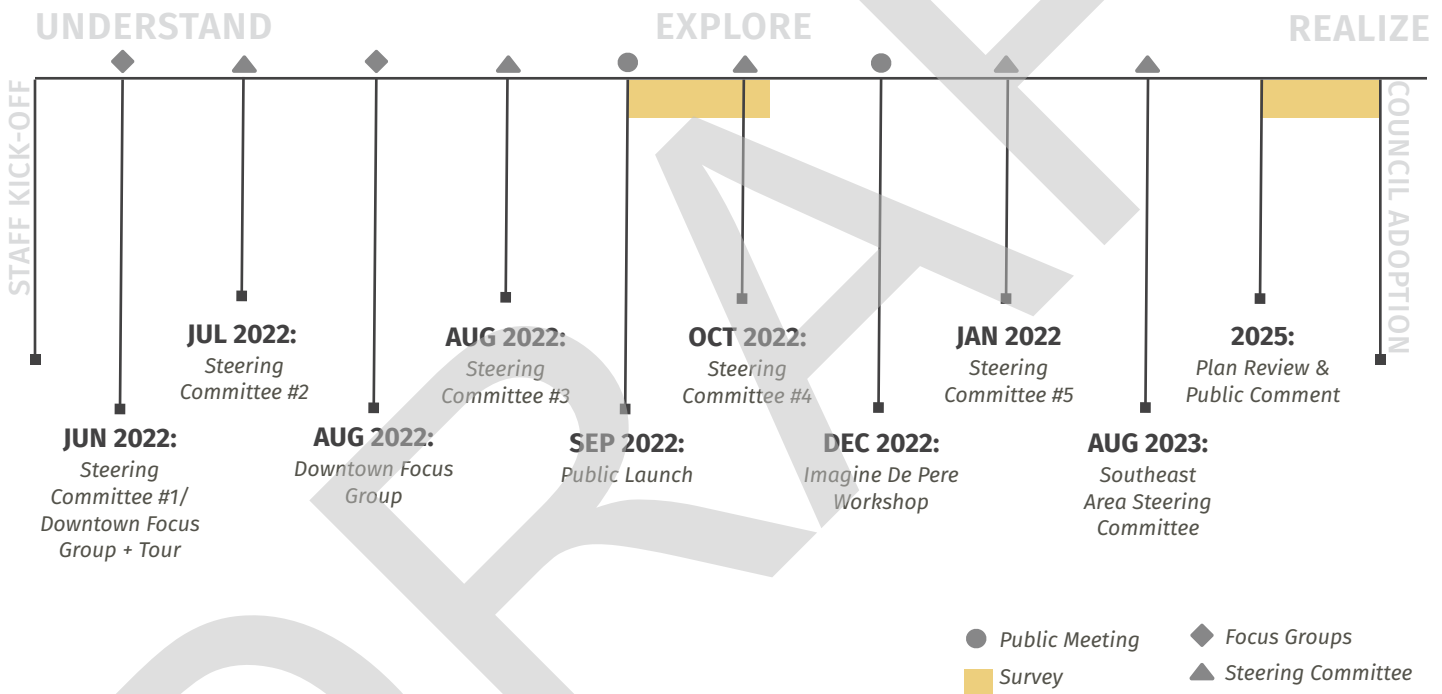


BACHELOR'S DEGREE OR HIGHER

36.5%

36.2%

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.

FIND OUT MORE:

SEE THE COMPLETE SUMMARY IN THE APPENDIX

PUBLIC MEETINGS

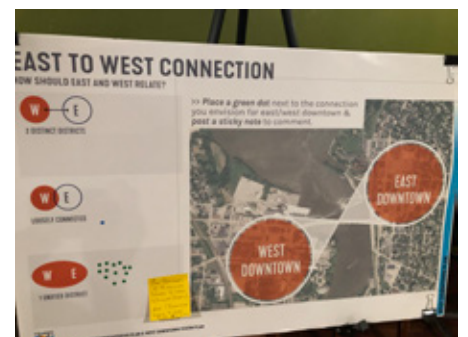
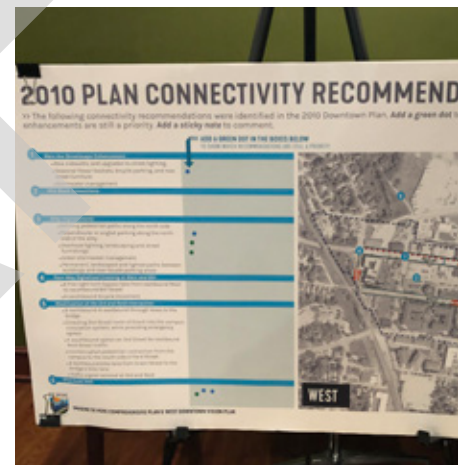
The Imagine De Pere planning process included two public meetings, as the success of any planning project hinges on effective communication at many levels. The purpose of both meetings were to provide clarity to the community about the intended direction and purpose of the plan and to inform about upcoming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

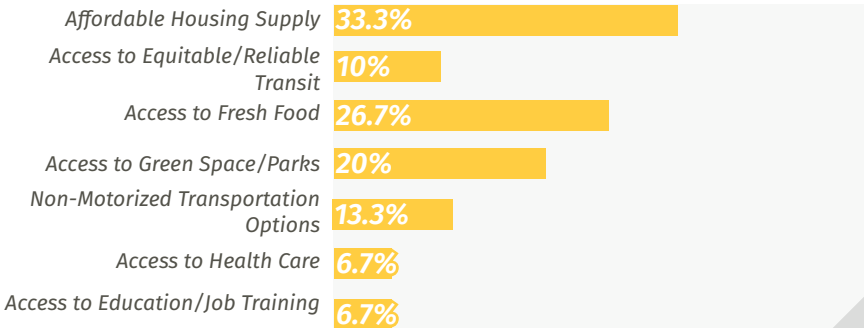


PHASE 1: COMMUNITY SURVEY SUMMARY

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

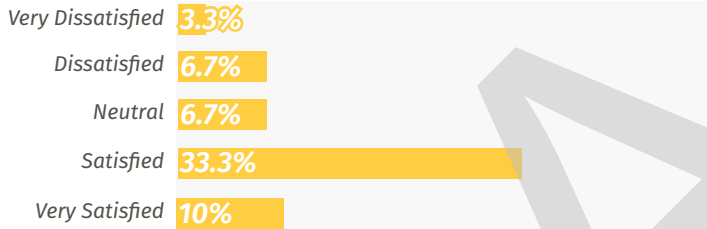


COMMUNITY SURVEY: IDENTIFIED NEEDS

- 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

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

* Answered: 18, Skipped: 12



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.





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.



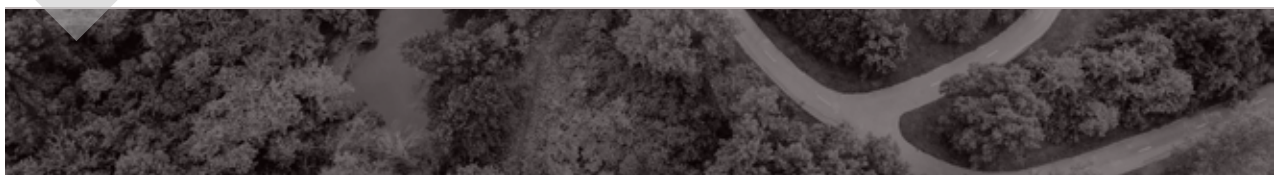
LIVABLE & VIBRANT

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.



EQUITABLE + INCLUSIVE



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

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)

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



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

LIVABLE + VIBRANT



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

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

SUSTAINABLE + RESILIENT



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

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

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



- Access to jobs, education
- Welcoming
- Tech-ready
- Civic engagement
- Strong civic + social networks

LIVABLE AND VIBRANT



- Wellbeing
- Safety
- Healthy behaviors
- Quality schools
- Strong community identity
- Arts, culture + activities

SUSTAINABLE AND RESILIENT



- Business diversity + opportunity
- Social + community services
- Affordability



ENSURE EQUITY, INCLUSION, AND ACCESS TO OPPORTUNITY FOR ALL

CHAPTER CONTENTS

2.1 ECONOMIC DEVELOPMENT

- Business Attraction
- Business Retention
- Business Centers
- Financial Assistance
- Education + Partnerships
- Brownfield Redevelopment (See Land Use)

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).

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

Partner with adjacent communities, community organizations, utilities, and educational institutions to achieve the shared economic success of the region.

LIVABLE AND VIBRANT

Make strategic investments that enhance the quality of the community to attract visitors, businesses, and employees.

SUSTAINABLE AND RESILIENT

Create a strong, regional economic system to support diverse industries, strong employment anchors, prioritize growth of green businesses, and strategies for overcoming crises.

ATTRACTING BUSINESSES & INDUSTRY

Strengths

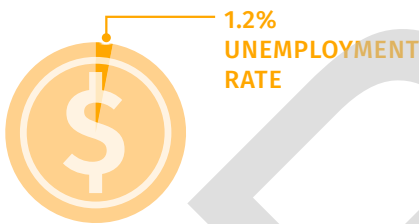
- Proximity to the Fox Cities Metropolitan Area and Green Bay Metropolitan Area employee pool
- Access to Interstate 41, Interstate 43, STH 172, and STH 29 for commuting and commercial purposes
- Amenities such as diverse housing, recreational opportunities, a compact downtown, scenic Fox River location, 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)

SEE ALSO:

- Market Analysis (*Appendix*)

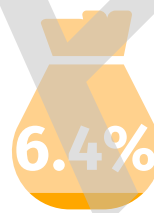
EMPLOYMENT STATUS

United States Census Bureau 2023 American Community Survey Estimates (DP03)



POVERTY RATE

United States Census Bureau 2023 American Community Survey Estimates



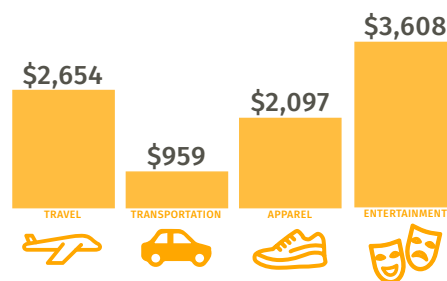
FORECASTED RETAIL DEMAND (2029)

United States Census Bureau 2024 American Community Survey Estimates



KEY SPENDING FACTS

United States Census Bureau 2024 American Community Survey Estimates



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

BUSINESS ATTRACTION

OBJECTIVE:

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

STRATEGIES:

- Embrace opportunities to attract entrepreneurs to grow their businesses in De Pere
- Provide readily accessible information on available public and private 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 local chambers of commerce, and other Economic Development Organizations, such as New North and NEW Manufacturing Alliance 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 local, state, and federal grant funds to finance business expansions
- Provide business areas with efficient, reliable public services, such as snow removal, road repair, refuse collection, and sewer and water utilities
- Provide a contact person to answer business questions and solicit information from business leaders regarding local development problems
- Continue to coordinate annual efforts to actively meet with businesses to discuss strategies to grow their business and grow the De Pere business community.
- Utilize local funding sources and business networks to provide financial and technical 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



SEE ALSO:

- Downtown (*Section 3.2*) for Economic Development matters related to the downtown

BUSINESS CENTERS

OBJECTIVE:

Respond and be flexible to market dynamics as the business parks and commercial centers adapt, grow, and evolve.

STRATEGIES:

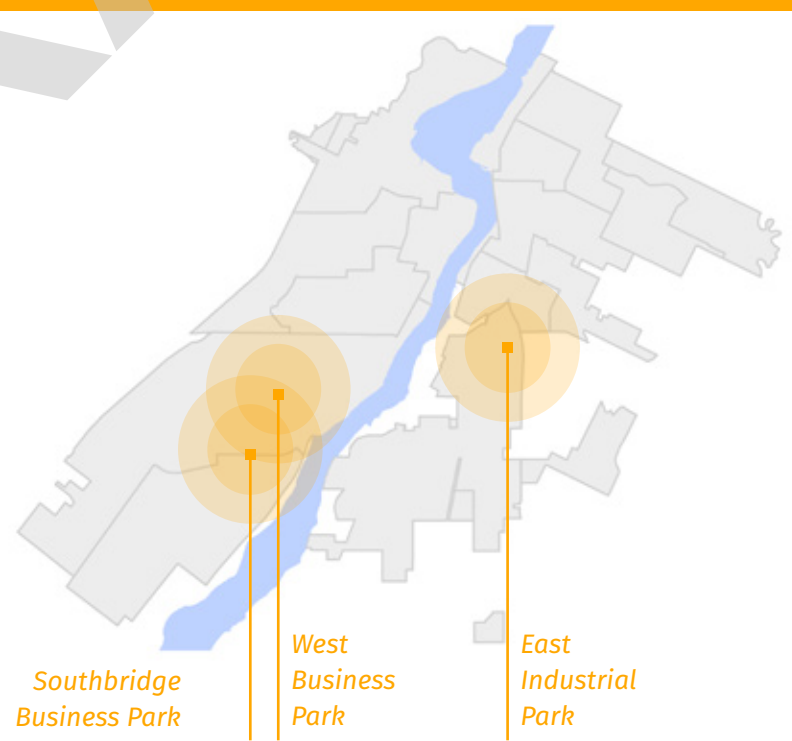
- Continue to utilize the Port of Green Bay to attract and retain industries
- Continue to implement the City’s industrial and commercial design standards for attractive business parks and walkable amenities for employees
- Identify additional appropriate areas for industrial and commercial activities within the city and its future growth areas and maintain an ample amount of land for future commercial and industrial growth
- Business Parks: 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)
- Business Parks: Promote the Business to Business connections through facilitated networking event, promotions, shared resource directories, and business mentorship programs
- Commerce Centers: Work commerce and retail business to set 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
- Commerce Centers: 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 2010 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.



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:

- Create a local economic development strategic plan
- Continue to partner with UW-Green Bay, St. Norbert College, and Northeastern Wisconsin Technical College (NWTC), WEDC, and local chambers and other industry partners to provide training services for businesses
- Utilize the local Main Street organization and Business Improvement District (BID) 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 and Land Services
- Public Works

REGIONAL

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

STATE

- Wisconsin Economic Development Corporation
- Wisconsin Public Service (WPS)

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



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 or outside funding
- Utilize TID funds to focus on infrastructure development to encourage new business development in commercial corridors and business parks
- 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. See WEDI funding resources for up to date program information

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
- See WEDI for more information

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 EMPLOYERS BY WORKFORCE SIZE

City of De Pere, 2024

NAME	PRODUCT OR SERVICE
United Healthcare	Health Insurance & Related Services
Humana Insurance	Health Insurance & Related Services
St Norbert College	College/University
West De Pere School District	Elementary and Secondary Schools
Unified School District of De Pere	Elementary and Secondary Schools
Belmark	Commercial Flexographic Printing
Dürr Systems	Machinery and Equipment
Festival Foods	Supermarket
Green Bay Packaging	Commercial Printing and Packaging
RR Donnelley	Marketing, Packaging, Print
Robinson	Custum Metal Fabrication

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

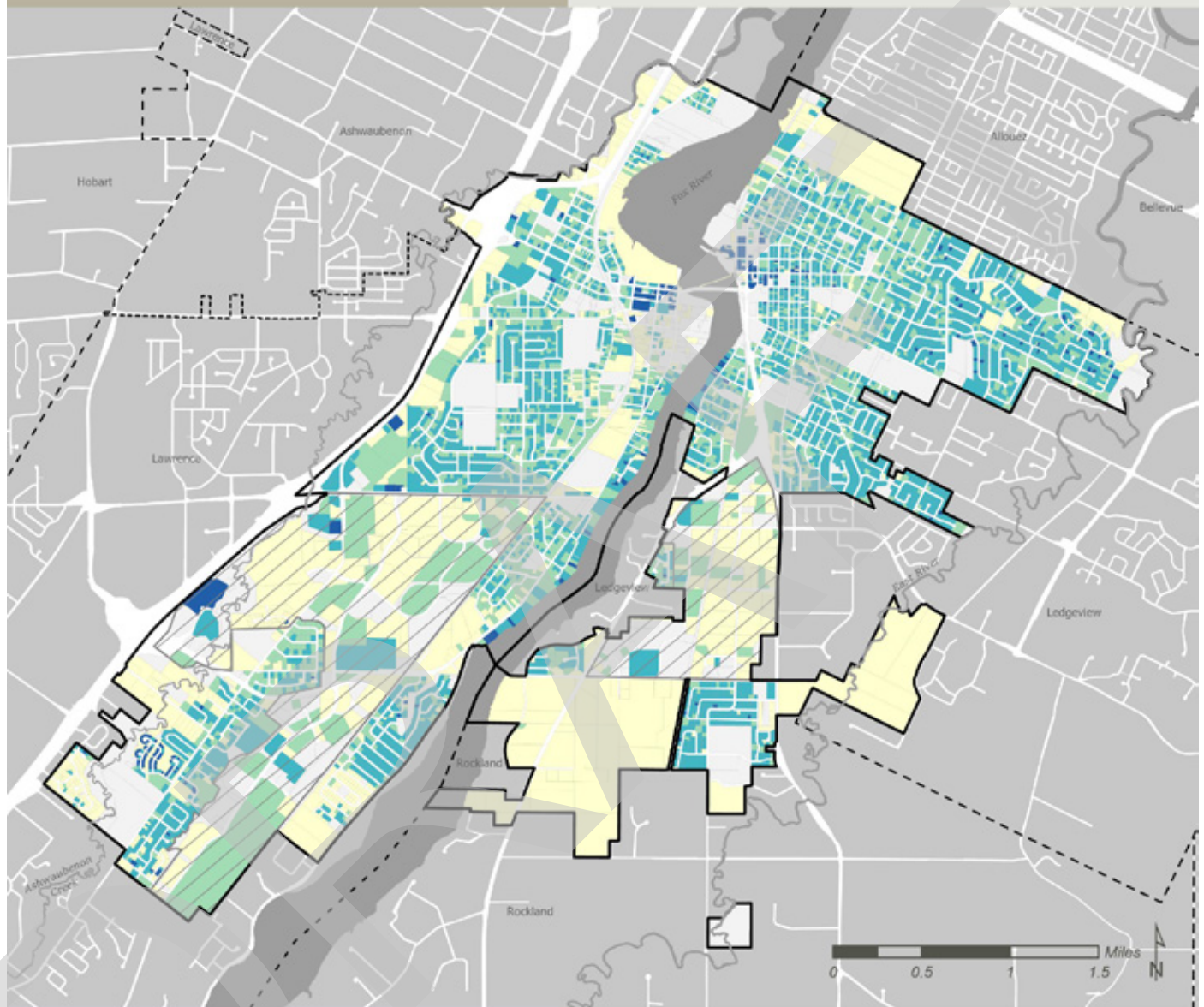
VALUES: Collaboration - Representing the collective region for business investment and for individuals looking to make the New North their home

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

DE PERE



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 (2024 Valuation Year)

- +\$2,000,000
- \$1,000,001 - \$2,000,000
- \$500,001 - \$1,000,000
- \$100 - \$500,000
- No Assessed Value

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

Data Source: City of De Pere (2024)

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

Strengthen civic pride and a spirit of welcoming.



LIVABLE AND VIBRANT

Foster a strong community identity through arts and culture.



SUSTAINABLE AND RESILIENT

Build robust social networks and prioritize health and wellbeing to meet residents’ daily needs.



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.



EXISTING ASSETS

De Pere boasts a wide range of community arts and cultural assets. From the De Pere Historical Society and the 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).

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 Voyageur Park and other community facilities
- Continuously evaluate programming at the De Pere Community Center to make it a destination for new and special programs such as noontime concerts, arts, and craft shows
- Work to attract key resources and individuals to promote community events
-

SEE ALSO:

- Downtown (Section 3.2)

HISTORIC

OBJECTIVE

Actively promote the preservation and recognition of historical structures and neighborhoods.

STRATEGIES:

- Maintain the City’s existing Historic Neighborhood Plan and historic districts and identify additional historic and scenic sites (including archaeological sites) in the city
- Actively encourage the preservation and recognition of historical structures and neighborhoods within the city and Continue to identify those residences or areas of the City that may be historic and/or architecturally significant
- Encourage developers to design new structures in a historically sensitive manner, but not replicate, 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 the Main Street Organization and the De Pere Historical Society, utilize Historic Preservation Funds to maintain the historic tour of Downtown De Pere
- Periodically review and revise the City’s Historic Preservation Ordinance to ensure its continued viability
- Work with the DNR and the Neville Public Museum to identify and preserve archeological sites and artifacts

SOCIAL WELL-BEING

OBJECTIVE

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

STRATEGIES

- Continue to provide Health Department programs 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.)
- Track metrics for what it means to feel “safe” and “You Belong Here” in a community for all current and future residents of De Pere
- Promote active living and market De Pere’s recreational assets as public resources available to all
- Continue to offer and promote social and community services to residents such as quality elderly care, childcare and healthcare
- Prioritize providing affordable and accessible basic needs for residents
- Leverage the expertise and networking opportunities with the Green Bay Packers Foundation, Titledown Tech, anchor businesses and other organizations to promote to social well-being of residents and visitors.
- 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
- Support the creation of local neighborhood associations

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 Downtown Plan, Cultural District Plan, or other guiding documents 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 and consider implementing a De Pere Arts Commission and study the City of Green Bay example of requiring art or funding as part of projects requesting TIF
- 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

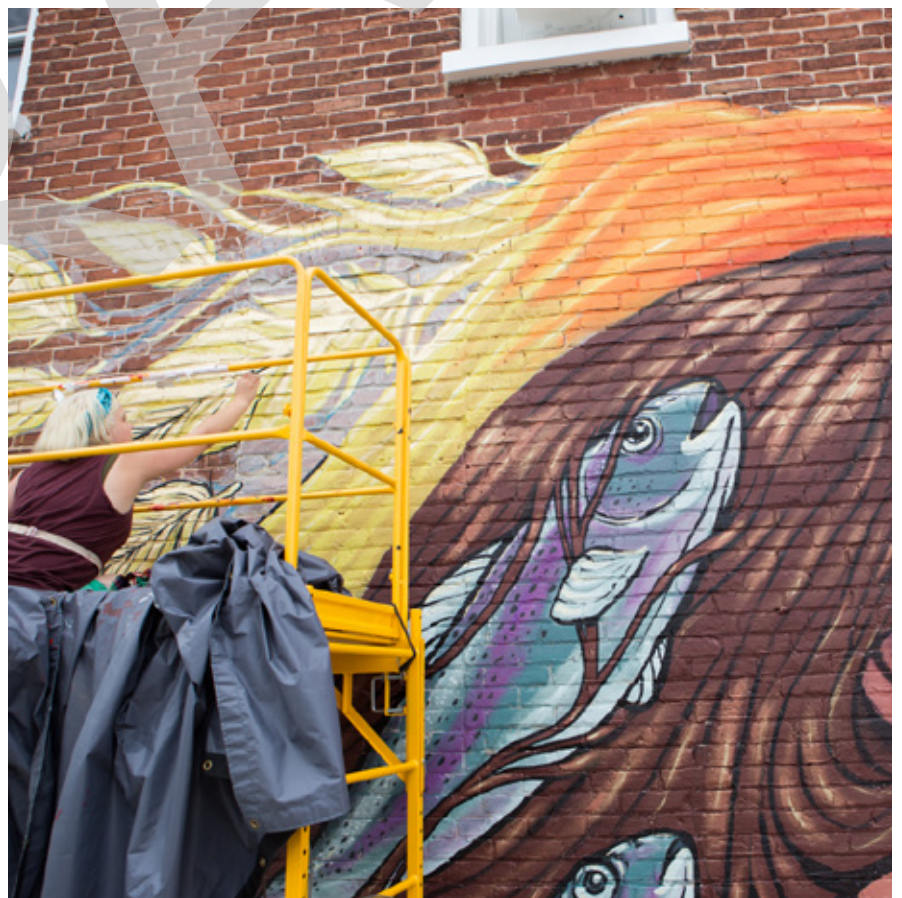
OBJECTIVE:

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
- Utilize available tools and metrics to track tourism and marketing efforts

- Partner with local museums and institutions 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



HISTORIC DISTRICTS

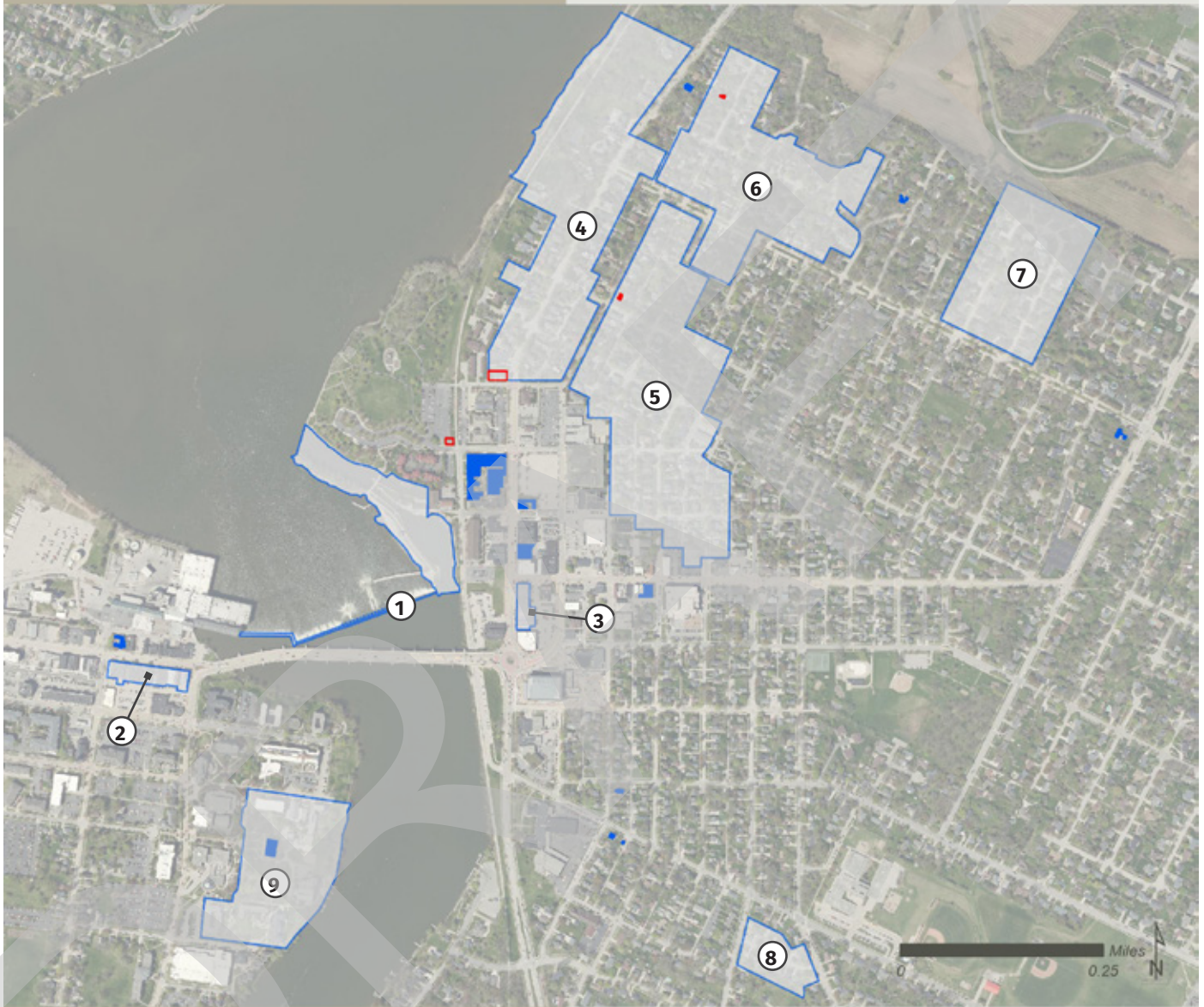
Downtown De Pere and immediately surrounding areas include nine historic districts, including:

- 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.
- 7 **Daviswood Ranch Homes.** Historic District: This district includes 35 custom-built single-family homes from the 1950s, arranged around a U-shaped drive and showcasing high-quality examples of Ranch and Contemporary architectural styles. The homes feature attached two-car garages, brick or stone veneer exteriors, and well-landscaped lots with mature trees, all set along uniformly setback streets. Originally platted on rural land in 1952, the district is now surrounded by older and newer residential developments and the grounds of St. Norbert Abbey. What sets the district apart is the size, integrity, and distinctive design of its homes.
- 8 **Mansion St WWII Defense Housing Historic District:** This district includes 14 small Minimal Traditional Style homes built between 1941 and 1942 for defense industry workers, forming a uniform, planned subdivision known as the Thrifty Homes Addition. These mostly one-story, gable-roofed houses—likely based on FHA-promoted "Cape Cod" designs—were originally clad in wood clapboard and situated on flat land with concrete streets, sidewalks, and well-maintained lots. What sets the district apart is its cohesive architectural character and wartime development history.
- 9 **St Norbert College Historic District.** This district includes ten architecturally significant masonry buildings constructed between 1890 and 1963, forming the historic heart of the college's 49-acre campus along the Fox River. These buildings—designed in styles such as Gothic Revival, Romanesque, Neo-Classical, Tudor Revival, and Contemporary—served parish, Norbertine Order, and college functions and were created by leading Green Bay architects. Despite extensive campus expansion since 1956, the 13-acre district remains largely intact and retains nearly all pre-1963 college-associated structures.

DE PERE



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 City of De Pere

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)



Request for Plan Commission Action

MEETING DATE: August 25, 2025
DEPARTMENT: Development Services
FROM: Peter Schlein, City Planner/Zoning Administrator
SUBJECT: Discussion about site plans received since the June 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: August 25, 2025

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

Summary:

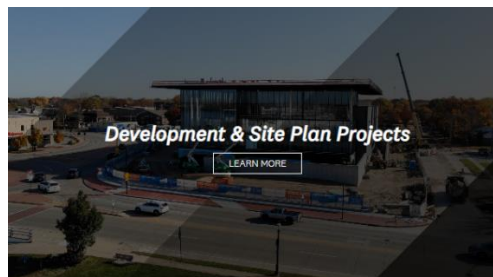
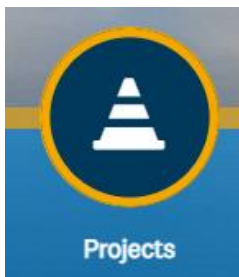
The City of De Pere approved a new Zoning Ordinance that became effective on January 1, 2023. The new Zoning Ordinance speeds up the site plan review process by allowing staff to approve site plan proposals that comply with the Zoning Ordinance.

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

Development and Site Plan Projects are Available Online

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

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



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

Development and Site Plan Information Available

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

Staff Recommendation

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

Start Content

Development & Site Plan Projects

Search

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

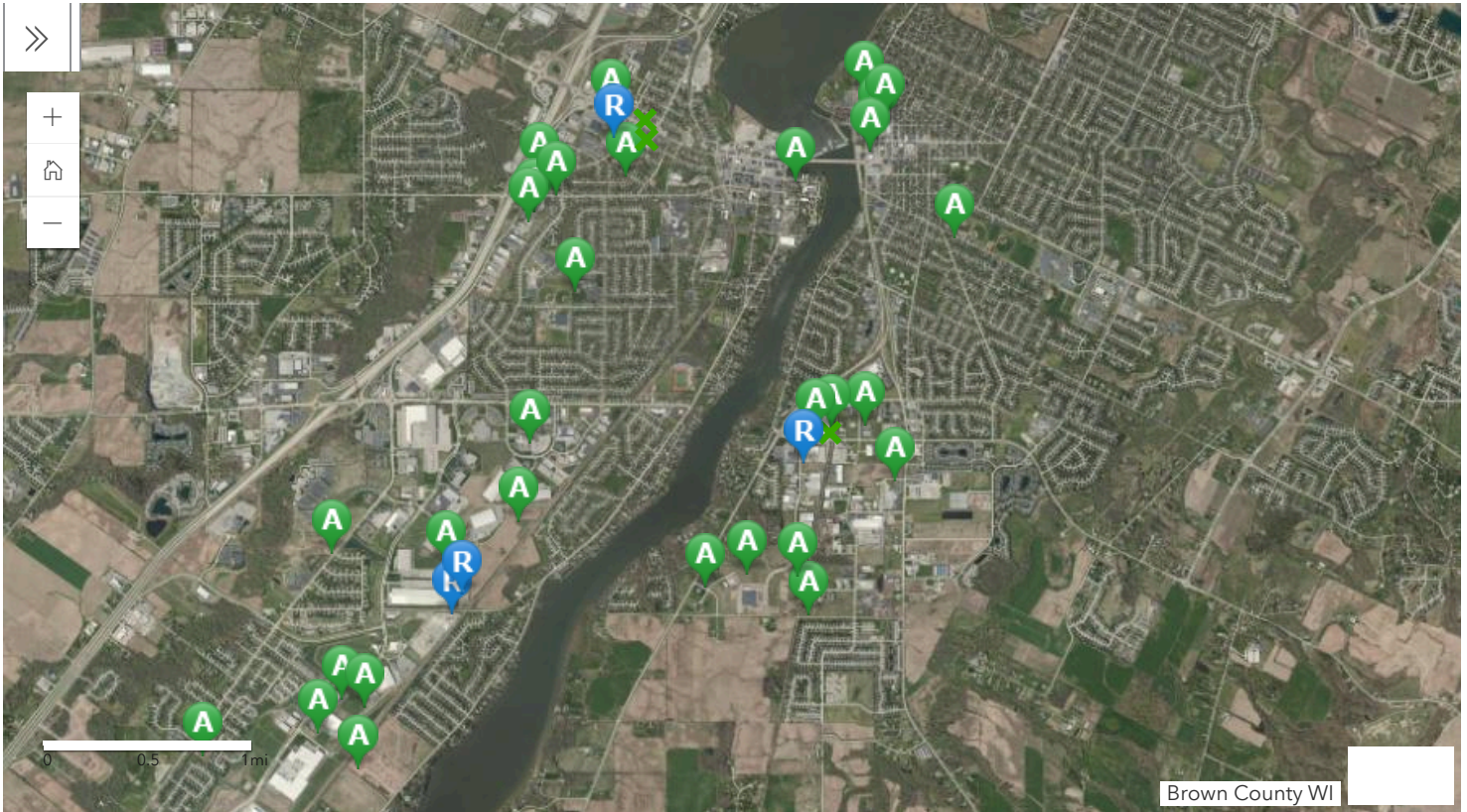
Page last updated on August 18, 2025.

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:

- [650 Heritage RD - Atkore Pavement Modification](#)
- [114 S Ninth ST - New Ninth ST Multi-Tenant Development](#)
- [2121 American BL - New Robinson Parking Lot](#)
- [2121 American BL - New Robinson Metal Southeast Warehouse Access Drive](#)

Projects that are Recently Approved:

- [505 Lawrence DR - Creative Sign Company Brick Shed Facade Addition](#)
- [1305 Lourdes AV - Our Lady of Lourdes Chiller Enclosure](#)
- [2005 Commerce DR - New City Composting Yard Waste Site](#)
- [633 Heritage RD - Belmark Plant 3 Expansion](#)
- [2385 Lawrence DR - New Draco Pavement and Screening](#)
- [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

Atkore Pavement Modification							
Address: 650 Heritage RD							
Parcel Number: WD-D0200-4							
City Funding: No							
Developer or Authorized Representative: Sam Winterfeldt, Keller INC							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (€)	Staff Review in Progress	Plan Commission Review	Site Plan Approved or Denied	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
Click here to see the site plan and developer contact information.							

New Ninth Street Multi-Tenant Development							
Address: 114 S Ninth ST							
Parcel Number: WD-D0200-4							
City Funding: TIF 13							
Developer or Authorized Representative: Drew Willmann, DeLeers Construction 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.](#)

Creative Sign Company Brick Shed Facade Addition							
Address: 505 Lawrence DR							
Parcel Number: WD-217-2							
City Funding: No							
Developer or Authorized Representative: Brian Meyer, Creative Sign Company							
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 - Jul 28, 2025 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
Click here to see the site plan and developer contact information.							

Our Lady of Lourdes Chiller Enclosure							
Address: 1302 Lourdes AV							
Parcel Number: WD-110-1							
City Funding: No							
Developer or Authorized Representative: Bill Harrington, Tweet/Garot Mechanical, 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 - Jul 24, 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 3 Expansion							
Address: 633 Heritage RD							
Parcel Number: ED-F0094-1							
City Funding: TIF 10							
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 - Jul 21, 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 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 (€)	Staff Review in Progress (C)	Plan Commission Review (€)	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 (€)	Staff Review in Progress (C)	Plan Commission Review (€)	Site Plan Approved - Jul 25, 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 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 (€)	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 (C)	Certificate of Occupancy Issued (C)	Project Completed - Jul 17, 2025 (C)
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 (C)	Plan Commission Review (C)	Site Plan Approved - Jun 24, 2025	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

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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 (€)	Staff Review in Progress (C)	Plan Commission Review (€)	Site Plan Approved - Nov 07, 2024 (C)	Permits Issued or Under Construction (C)	Certificate of Occupancy Issued (C)	Project Completed - Jun 09, 2025 (C)
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 (€)	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 (€)	Site Plan Approved - Oct 17, 2024 (C)	Permits Issued or Under Construction (C)	Certificate of Occupancy Issued	Project Completed
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Dunkin' Facade Replacement							
Address: 950 Main AV, Unit A							
Parcel Number: WD-709-1							

City Funding: TIF 13							
Developer or Authorized Representative: Erik Valiulus, 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
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New Amerilux Buildings							
Address: 2000 Commerce DR							
Parcel Number: ED-3103							
City Funding: TIF 17							
Developer or Authorized Representative: Robert Mach, Mach IV Engineering & Surveying							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Dec 03, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
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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
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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
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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
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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
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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
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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 - Jul 22, 2025 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
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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
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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
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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
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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 (C)	Certificate of Occupancy Issued (C)	Project Completed - Jul 07, 2025 (C)
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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
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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
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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
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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
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