



Plan Commission

Regular Meeting

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

Agenda

Monday, September 22, 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 **September 22, 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 August 25, 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 3-lot and 1-outlot certified survey map at 1100 Employers BL (Parcels WD-D0031, WD-364-D-502).*
 5. Consideration and possible action for a 2-lot extraterritorial certified survey map at 2200 BLK Beck WY in Lawrence (Parcel L-451-4).*
 6. Consideration and possible action on a 44-lot and 1-outlot extraterritorial preliminary plat of Rock Ridge Estates at 2200 BLK Beck WY in Lawrence (Parcels part of L-451-1, L-452-5).*
 7. Consideration and possible action for a new 10-foot-wide utility easement at 300 BLK Main

AV (Parcels WD-917-1, WD-917-2).*

8. Consideration and possible action for a zoning map amendment to remove PDD overlays from 105 parcels, generally located east from Lawrence DR, south from Bridge Port LN, and north from Daytona Speedway.*
9. Consideration and possible action for a conditional use of Type B Home Occupation in a R2-45 (Two-Unit) District at 600 Lewis ST (Parcel ED-936).*
10. Discussion about the Community Living Arrangement use in the De Pere Zoning Ordinance Article VII, and potential Zoning Ordinance revisions to clarify the use.
11. Discussion about the proposed Comprehensive Plan Update Draft Chapters - Places (Land Use, Housing, Downtown).
12. Discussion about site plans received since the August 2025 Plan Commission meeting and review of the status of recently approved development projects.
13. 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

Troy E Hewitt, PLSm Robert E Lee & Associates INC

Bill Kingston, Preserve Development LLC

Douglas E Woelz, PLS, McMahon Associates INC

Thomas P Perock Family Irrevocable Trust

Andrew Shie, PLS, Fox Valley Land Surveying

Daniel Farnsworth



Plan Commission

Regular Meeting

Draft Minutes

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

Monday, August 25, 2025

7:00 PM

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

I. Call to Order

1. Roll Call

Present: James Boyd, Brenda Busch, Mark Higgins, Shane Raymaker, Jonathon Hansen, Devin Perock

Absent:

Excused: Grant Schilling

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

2. Approval of the minutes of the June 23, 2025 Plan Commission meeting.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	James Boyd
SECONDER:	Devin Perock
AYES:	James Boyd, Brenda Busch, Mark Higgins, Shane Raymaker, Jonathon Hansen, Devin Perock

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

There were no public comments.

4. Consideration and possible action for a 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.*

City Planner Peter Schleinz reviewed the zoning map amendment. He noted that the two specific PDD overlays were created in 2004 and 2018. Staff recommended approval of the request with no conditions. Ald. Hansen moved, seconded by Mark Higgins, to approve the request. Upon vote, motion carried unanimously.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Jonathon Hansen
SECONDER:	Mark Higgins
AYES:	James Boyd, Brenda Busch, Mark Higgins, Shane Raymaker, Jonathon Hansen, Devin Perock

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).*

City Planner Peter Schleinz reviewed the zoning map amendment. The petitioner wants to do some development on these parcels and is running into some snags due to the existing zoning. There are 17 different changes being proposed for property boundaries, setbacks, loading spaces, trucking, and transportation terminals, outdoor storage, landscaping in the street, signage, and temporary parking areas. The parcels cannot be combined because there are three separate owners of the parcels. Staff recommended approval of the request. Mayor Boyd moved, seconded by Shane Raymaker, to approve the request. Upon vote, motion carried unanimously.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	James Boyd
SECONDER:	Shane Raymaker
AYES:	James Boyd, Brenda Busch, Mark Higgins, Shane Raymaker, Jonathon Hansen, Devin Perock

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).*

City Planner Peter Schleinz reviewed the new easement request, which will allow for a gas line to be installed by WPS on City property. Staff recommended approval of the easement and forwarding the recommendation to the Common Council for final approval. Mayor Boyd moved, seconded by Brenda Busch, to approve the new easement. Upon vote, motion carried unanimously.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	James Boyd
SECONDER:	Brenda Busch
AYES:	James Boyd, Brenda Busch, Mark Higgins, Shane Raymaker, Jonathon Hansen, Devin Perock

7. Discussion about the proposed Comprehensive Plan Update Draft Chapters (Introductory and People Chapters).

Development Services Director Daniel Lindstrom provided a review of the Comprehensive Plan Update Draft Chapters. The initial priorities are to:

1. To reassess the plan in light of current market conditions, funding opportunities, and other emerging factors.
2. To incorporate revised background data and demographic trends using 2020 Census information.
3. To streamline the plan into a more user-friendly, accessible, and visually engaging document through modern formatting, updated tables, and enhanced graphics.
4. To develop a West Downtown Master Plan that complements and mirrors the framework and intent of the Cultural District Master Plan. This effort aims to ensure the Comprehensive Plan remains relevant, actionable, and responsive to both community priorities and current planning best practices.

Daniel highlighted the structure of the plan, which emphasizes the four community vision themes, which are:

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

Finally, the required elements of the plan are categorized under three broader groups, which are:

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

During the discussion, it was decided that the Plan Commission members will review and provide staff with comments within the next couple of weeks. Daniel noted that there is also an online portal that staff will provide for everyone to enter their comments. The adoption target for the adoption of the plan is January 2026.

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

City Planner Peter Schlein provided an update on the status of recently approved development projects since the last meeting. Ald. Hansen noted that some trees have been planted on the St Norbert College site as screening for the new HVAC system. He asked if the trees are in compliance with the landscaping requirements. Peter noted that the trees are not in compliance at this time. However, staff discussed the issue with St Norbert College and it was agreed upon that they would reassess after the trees have grown in another year to see if they have reached the height to be in compliance. Ald. Hanson asked if there is any other equipment that requires screening. Peter stated that there is other equipment and staff is working with St Norbert College representatives to address the issue. There were no other questions or comments.

9. Adjournment.

Mayor Boyd moved, seconded by Shane Raymaker, to adjourn the meeting at 7:55 PM. Upon vote, motion carried unanimously.

Respectfully submitted,
Kelly Barker



City of De Pere, Wisconsin

I.4

Request for Plan Commission Action

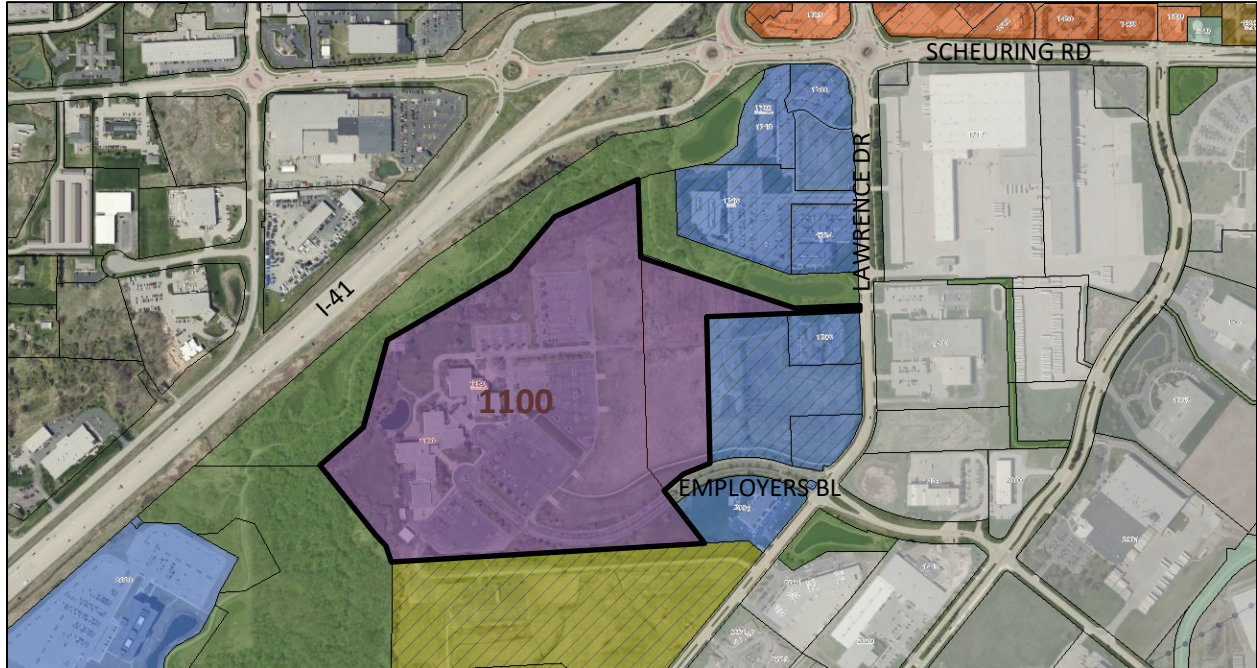
MEETING DATE:	September 22, 2025
DEPARTMENT:	Development Services
FROM:	Peter Schleinz, City Planner/Zoning Administrator
SUBJECT:	Consideration and possible action for a 3-lot and 1-outlot certified survey map at 1100 Employers BL (Parcels WD-D0031, WD-364-D-502).*
RECOMMENDED ACTION:	Motion to approve.

ATTACHMENTS:

PC Report, Application and Preliminary CSM - 16 Sep 2025

Consideration and possible action for a 3-lot and 1-outlot certified survey map at 1100 Employers BL (Parcels WD-D0031, WD-364-D-502).*

SITE MAP



REQUESTED ACTION:	Certified Survey Map Approval (File CSM 25-04).	
COMMON DESCRIPTION:	1100 Employers BL, west from the Lawrence DR and Employers BL intersection.	
ZONING:	O (Office District).	
SURROUNDING LAND USES:	Conservancy (CON) to the north and west. Developing Offices (O PDD) to the east. Developing residential (R1-45 PDD) to the south.	
COMPREHENSIVE PLAN:	Business Park, Multi-Family Residential.	
APPLICANT / OWNERS:	<u>Authorized Representative</u> Troy E Hewitt, PLS Robert E Lee & Associates INC 1250 Centennial Centre BL Hobart, WI 54155	<u>Property Owner</u> Preserve Development LLC 3346 S Pine Tree RD Hobart, WI 54155
LAND USE HISTORY:	After a review of air photographs, the west side of the area developed in the 1980's.	

STAFF REVIEW:

When reviewing a Certified Survey Map, staff considers State Statutes 236, Section 46-8 of the De Pere Platting and Division of Land Code, the future land use recommendation of the Comprehensive Plan, surrounding land uses, and desired development patterns.

- Lot 1 is for existing commercial and employment use.
- Lot 2 is planned for future multi-family use.
- Lot 3 is planned for future multi-family use.
- Outlot 4 may become part of a future one-family and/or multi-family use development.

It is anticipated that Plan Commission will review a zoning map amendment (rezoning) application for this development on October 27, 2025.

All conditions of approval are listed at the end of the report. The conditions are technical and can be overseen by staff.

The Certified Survey Map meets the criteria of State Statutes 236 and Section 46-8 of the De Pere Platting and Division of Land Code. The proposed land division provides development opportunities and does not impact the Comprehensive Plan negatively. The proposed lot sizes, street frontages, and setbacks meet City requirements.

STAFF RECOMMENDATION: Staff recommends APPROVAL of the certified survey map, subject to:

1. Meeting all other state and local regulations, including the City of De Pere and Brown County Planning Commission.



Planning/Zoning Application

Planning & Zoning Department

Submitted On:

Sep 10, 2025, 12:38PM EDT

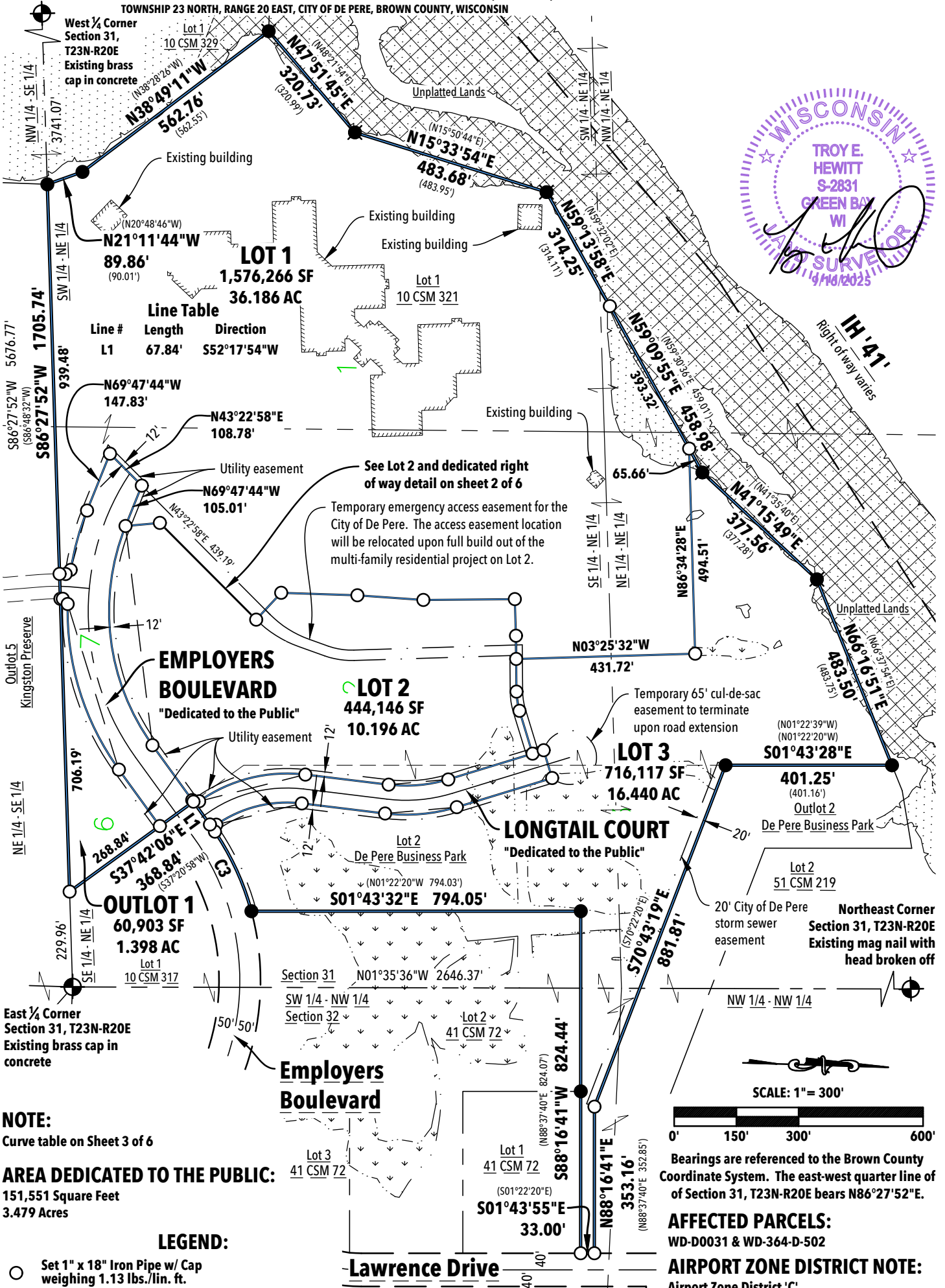
Parcel Number: (Include ALL parcels)	WD-D0031 & WD-364-D-502
Nearest property address to the project site:	Street Address: 1100 EMPLOYERS BOULEVARD City: DE PERE State: WI Zip: 54115
Check each project type that is being applied for:	CSM Zoning Map Amendment (Rezoning)
Number of lots in the CSM:	3
Number of outlots in the CSM:	0
Current De Pere Zoning Districts:	O
Proposed De Pere Zoning Districts:	RM-2
Existing Site Land Uses:	Commercial Business Park/Industrial
Proposed Site Land Uses:	Residential Commercial 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: PRESERVE DEVELOPMENT, LLC Last Name: BILL KINGSTON
Is the property owner's address the same as the nearest property address?	No
Property Owner's Address:	Street Address: 3346 S PINE TREE RD City: HOBART State: WI Zip: 54155
Property Owner's Phone Number:	4146515077
Property Owner's Email Address:	bkingston@draco-pm.com
Is someone processing the project for the property owner as their authorized representative?	Yes

Authorized Representative's Name:		First Name: TROY Last Name: HEWITT
Authorized Representative's Business Name:		Robert E. Lee & Associates, Inc.
Authorized Representative's Phone Number:		9205444436
Authorized Representative's Email Address:		thewitt@releeinc.com
Please attach 1 PDF copy of the CSM.		Draft CSM_9-9-25.pdf
Please attach an EXHIBIT MAP with the zoning boundary.		Zoning Map.pdf
Please attach a WORD DOCUMENT with the boundary legal description.		Lot 2 Rezone Legal.docx
How do you plan on paying for your application?		Online with a credit card
Total Due:		\$725.00
Signature Data	First Name: TROY Last Name: HEWITT Email Address: thewitt@releeinc.com	
		
		Signed at: September 10, 2025 12:37pm America/New_York
User's Session Information		IP Address: 24.106.22.82 Referrer URL:

DRAFT

CERTIFIED SURVEY MAP

ALL OF LOT 1, VOLUME 10 OF CERTIFIED SURVEY MAPS, PAGE 321, MAP NUMBER 2314, DOCUMENT NUMBER 968551, SAID MAP LOCATED IN PARTS OF THE NORTHWEST 1/4 OF THE NORTHEAST 1/4, SOUTHWEST 1/4 OF THE NORTHEAST 1/4, NORTHEAST 1/4 OF THE NORTHEAST 1/4 AND SOUTHEAST 1/4 OF THE NORTHEAST 1/4, SECTION 31 AND PART OF LOT 2, VOLUME 18 OF PLATS, PAGE 44, DOCUMENT NUMBER 1116819, SAID PLAT BEING PARTS OF THE NORTHEAST 1/4 OF THE NORTHEAST 1/4 AND SOUTHEAST 1/4 OF THE NORTHEAST 1/4, SECTION 31 AND PARTS OF THE SOUTHWEST 1/4 OF THE NORTHWEST 1/4 AND NORTHWEST 1/4 OF THE NORTHWEST 1/4, SECTION 32, ALL LOCATED IN TOWNSHIP 23 NORTH, RANGE 20 EAST, CITY OF DE PERE, BROWN COUNTY, WISCONSIN



REL Robert E. Lee & Associates, Inc.
1250 Centennial Centre Blvd | Hobart, WI | 920-662-9641 | releinc.com

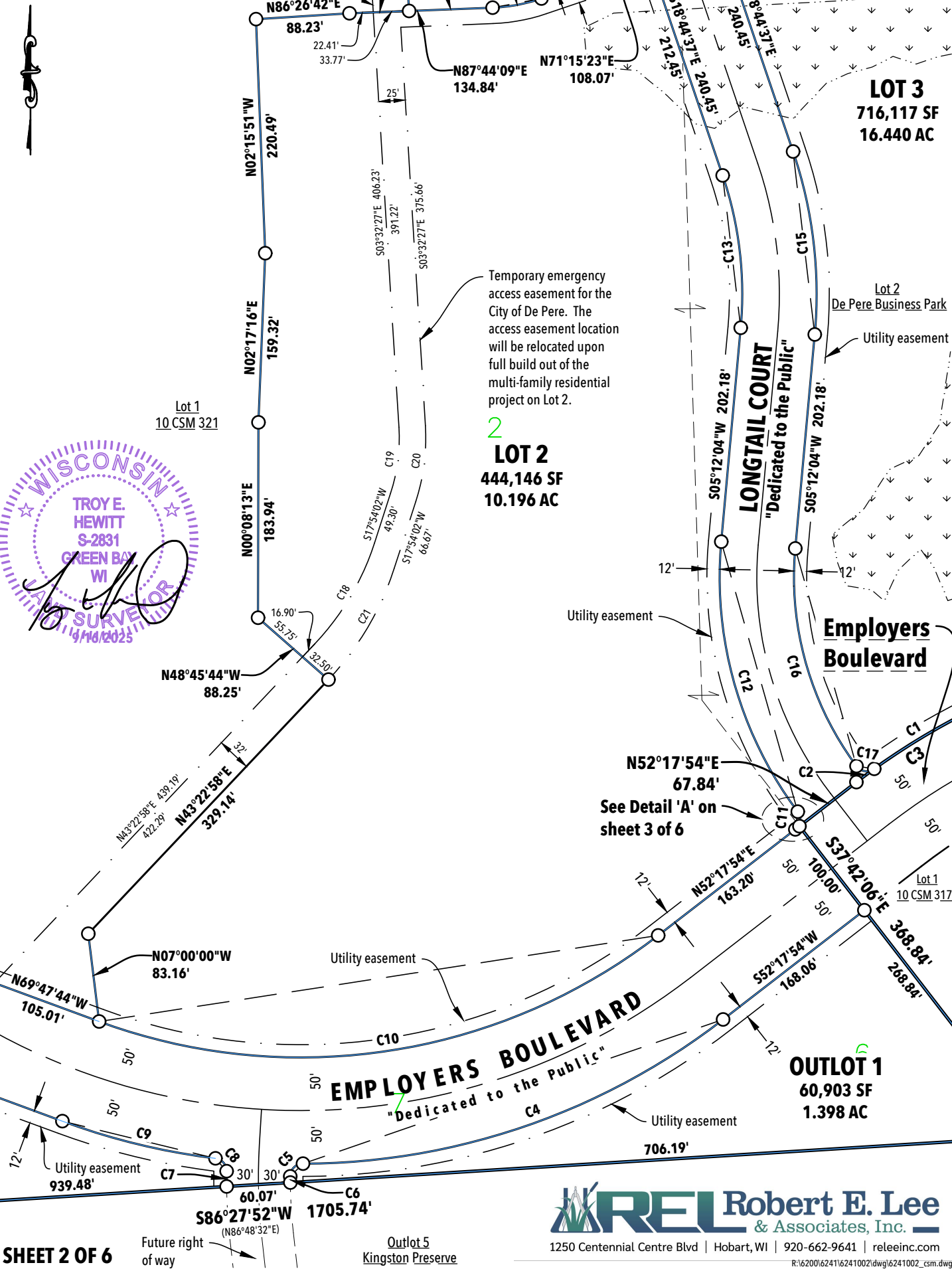
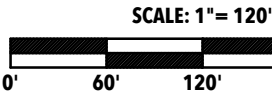
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SHEET 1 OF 6

CERTIFIED SURVEY MAP

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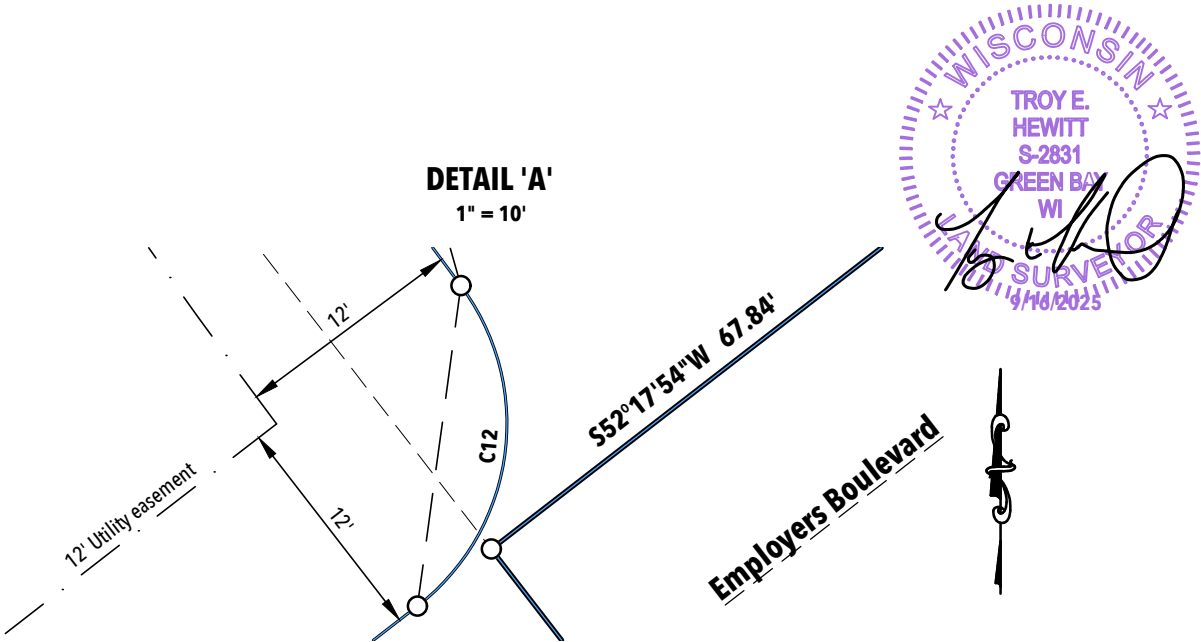
LOT 2 AND RIGHT OF WAY DETAIL:



CERTIFIED SURVEY MAP

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Curve Table							
Curve #	Delta	Radius	Length	Chord Direction	Chord Length	Tangent Bearing	Second Tangent Bearing
C1	18°58'23"	640.00'	211.93'	S63°39'26.5"W	210.96'	S73°08'38"W	S54°10'15"W
C2	1°52'21"	640.00'	20.92'	S53°14'04.5"W	20.92'	S54°10'15"W	S52°17'54"W
C3	20°50'44"	640.00'	232.85'	S62°43'16"W	231.56'	S73°08'38"W	S52°17'54"W
C4	37°31'39"	650.00'	425.74'	S71°03'43.5"W	418.17'	N89°49'33"E	N52°17'54"E
C5	(89°43'37") 89°44'23"	12.00'	18.80'	(N44°56'58.5"W) S44°57'21.5"W	16.93'	(S89°48'47"W) S89°49'33"W	S00°05'10"W
C6	0°42'18"	470.00'	5.78'	S00°15'59"E	5.78'	S00°05'10"W	S00°37'08"E
C7	1°33'36"	530.00'	14.43'	S00°10'09"E	14.43'	S00°36'39"W	S00°56'57"E
C8	83°29'57"	12.00'	17.49'	N41°08'19.5"W	15.98'	N00°36'39"E	N82°53'18"W
C9	13°05'34"	650.00'	148.53'	S76°20'31"E	148.21'	S69°47'44"E	S82°53'18"E
C10	57°54'22"	550.00'	555.86'	N81°15'05"E	532.50'	S69°47'44"E	N52°17'54"E
C11	89°08'35"	12.00'	18.67'	N07°43'36.5"E	16.84'	N52°17'54"E	N36°50'41"W
C12	42°02'44"	368.00'	270.05'	S15°49'19"E	264.03'	S05°12'04"W	S36°50'41"E
C13	23°56'41"	348.00'	145.43'	N06°46'16.5"W	144.38'	N05°12'04"E	N18°44'37"W
C14	16°28'47"	163.00'	46.88'	N79°29'46.5"E	46.72'	N87°44'09"E	N71°15'23"E
C15	23°56'41"	418.00'	174.69'	N06°46'16.5"W	173.42'	N05°12'04"E	N18°44'37"W
C16	41°50'01"	298.00'	217.58'	S15°42'57.5"E	212.78'	S05°12'04"W	S36°37'58"E
C17	89°11'47"	12.00'	18.68'	S81°13'51.5"E	16.85'	S36°37'58"E	N54°10'15"E
C18	25°28'56"	250.00'	111.19'	N30°38'30"E	110.27'	N43°22'58"E	N17°54'02"E
C19	21°26'28"	168.00'	62.87'	N07°10'47"E	62.50'	N17°54'02"E	N03°32'27"W
C20	21°26'28"	193.00'	72.22'	N07°10'47"E	71.80'	N17°54'02"E	N03°32'27"W
C21	25°28'56"	275.00'	122.31'	N30°38'30"E	121.30'	N43°22'58"E	N17°54'02"E



CERTIFIED SURVEY MAP

ALL OF LOT 1, VOLUME 10 OF CERTIFIED SURVEY MAPS, PAGE 321, MAP NUMBER 2314, DOCUMENT NUMBER 968551, SAID MAP LOCATED IN PARTS OF THE NORTHWEST 1/4 OF THE NORTHEAST 1/4, SOUTHWEST 1/4 OF THE NORTHEAST 1/4, NORTHEAST 1/4 OF THE NORTHEAST 1/4 AND SOUTHEAST 1/4 OF THE NORTHEAST 1/4, SECTION 31 AND PART OF LOT 2, VOLUME 18 OF PLATS, PAGE 44, DOCUMENT NUMBER 1116819, SAID PLAT BEING PARTS OF THE NORTHEAST 1/4 OF THE NORTHEAST 1/4 AND SOUTHEAST 1/4 OF THE NORTHEAST 1/4, SECTION 31 AND PARTS OF THE SOUTHWEST 1/4 OF THE NORTHWEST 1/4 AND NORTHWEST 1/4 OF THE NORTHWEST 1/4, SECTION 32, ALL LOCATED IN TOWNSHIP 23 NORTH, RANGE 20 EAST, CITY OF DE PERE, BROWN COUNTY, WISCONSIN

SURVEYOR'S CERTIFICATE:

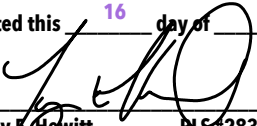
I, Troy E. Hewitt, Professional Land Surveyor, do hereby certify that by the order and under the direction of the owners listed hereon, I have surveyed, mapped and divided all of Lot 1, Volume 10 of Certified Survey Maps, Page 321, Map Number 2314, Document Number 968551 (10CSM321), said map located in parts of the Northwest 1/4 of the Northeast 1/4, Southwest 1/4 of the Northeast 1/4, Northeast 1/4 of the Northeast 1/4 and Southeast 1/4 of the Northeast 1/4, Section 31 and part of Lot 2, Volume 18 of Plats, Page 44, Document Number 1116819, said plat being parts of the Northeast 1/4 of the Northeast 1/4 and Southeast 1/4 of the Northeast 1/4, Section 31 and parts of the Southwest 1/4 of the Northwest 1/4 and Northwest 1/4 of the Northwest 1/4, Section 32, all located in Township 23 North, Range 20 East, City of De Pere, Brown County, Wisconsin more fully described as follows:

Commencing at the East 1/4 corner of said Section 31; thence S86°27'52"W, 229.96 feet on the east-west quarter line of said Section 31 to the southeast corner of said Lot 1, the POINT OF BEGINNING; thence continuing S86°27'52"W, 1705.74 feet on said east-west quarter line to the west line of said Lot 1; thence N21°11'44"W, 89.86 feet on said west line; thence N38°49'11"W, 562.76 feet on said west line to the northwest line of said Lot 1; thence N47°51'45"E, 320.73 feet on said northwest line; thence N15°33'54"E, 483.68 feet on said northwest line; thence N59°13'58"E, 314.25 feet on said northwest line; thence N59°09'55"E, 458.98 feet on said northwest line; thence N41°15'49"E, 377.56 feet on said northwest line; thence N66°16'51"E, 483.50 feet on said northwest line to the northeast corner of said Lot 1; thence S01°43'28"E, 401.25 feet on the east line of said Lot 1 to the north line of said Lot 2; thence S70°43'19"E, 881.81 feet on said north line; thence N88°16'41"E, 353.16 feet on said north line to the west right of way line of Lawrence Drive; thence S01°43'55"E, 33.00 feet on said west right of way to the northeast corner of Lot 1, Volume 41 of Certified Survey Maps, Page 72, Map Number 6184, Document Number 1760374 (41CSM72); thence S88°16'41"W, 824.44 feet on the north line of said Lot 1 and continuing on the north line of Lot 2 of said 41CSM72 to the northwest corner thereof; thence S01°43'32"E, 794.05 feet on the west line of Lot 2 of said 41CSM72 to the north right of way of Employers Boulevard; thence 232.85 feet on the arc of a 640.00 foot radius curve to the left, having a long chord which bears S62°43'16"W, 231.56 feet on said north right of way; thence S52°17'54"W, 67.84 feet on said north right of way to the east line of Lot 1 of said 10CSM321; thence S37°42'06"E, 368.84 feet on said east line to the Point of Beginning.

Said parcel contains 2,948,983 Square Feet (67.699 Acres) of land more or less. Subject to any and all easements and restrictions of record.

That the within map is a true and correct representation of the exterior boundaries of the land surveyed and the division of that land and that I have fully complied with the provisions of Chapter 236.34 of the Wisconsin Statutes and the City of De Pere in the surveying, mapping and dividing of the same.

Dated this 16 day of September, 2025.


Troy E. Hewitt PLS #2831
ROBERT E. LEE & ASSOCIATES, INC.
Original: 9/9/2025
Revised: 9/11/2025



RESTRICTIVE COVENANTS:

1. The land on all side and rear lot lines of all lots not included in the drainage easement shall be graded by the lot owner and maintained by the abutting property owners to provide for adequate drainage of surface water.
2. Each lot owner shall grade the property abutting a street to conform to the adopted sidewalk grade elevation and maintain said elevation for future sidewalks.
3. No poles, pedestals or buried cable are to be placed so as to disturb any survey stake or obstruct vision along any lot lines or street lines, a disturbance of survey stake by anyone is a violation of Section 236.32 of the Wisconsin statutes.
4. Sidewalks are required on the north side of Employers Boulevard and both sides of Longtail Court.
5. The City will provide storm water management via a regional storm water pond designed to treat to current WisDNR standards for storm water quality. City storm sewers are designed for five-year rainfall events to match City allocated flows. Detention facilities may be required for higher flow volumes.

EROSION CONTROL NOTE:

The property owners, at the time of construction, shall implement the appropriate soil erosion control methods outlined in the Wisconsin Construction Site Erosion and Sediment Control Technical Standards (available from the Wisconsin Department of Natural Resources) to prevent soil erosion. However, if at the time of construction the City has an adopted soil erosion control ordinance, it shall govern over this requirement. This provision applies to any grading, construction, or installation-related activities.

AIRPORT ZONING DISTRICT NOTE:

The Austin Straubel International Airport Director shall be contacted for review and approval prior to any development and land disturbing activities within Airport Zoning Districts.

UTILITY EASEMENT PROVISIONS:

A non-exclusive easement granted to public utilities including but not limited to electric, natural gas, communications, water distribution, sewer collection, drainage, etc., is hereby granted by

Preserve Development, LLC, Grantors, to

Wisconsin Public Service Corp., a Wisconsin Corporation, City of De Pere and other Public Utilities, Grantee(s),

their respective successors and assigns, to construct, install, operate, repair, maintain, and replace from time to time, facilities used in connection with underground public utilities for such purposes as the same is now or may hereafter be used, all in, under, across, along, and upon the property shown within those areas designated on the plat or CSM, together with the right to install service connections upon, across, within, and beneath the surface of each lot to serve improvements, thereon, or on adjacent lots; also the right to trim or cut down trees, brush, and/or roots as may be reasonably required incidental to the rights herein given, and the right to enter upon the subdivided property for all such purposes. The grantees agree to restore or cause to have restored, the property, as nearly as is reasonably possible, to the condition existing prior to such entry by the Grantees or their agents. Structures shall not be placed over Grantee's facilities or in, upon or over the property within the lines marked "Utility Easement" without the prior written consent of the Grantees.

The grant of easement shall be binding upon and inure to the benefit of the heirs, successors, and assigns of all parties hereto.



1250 Centennial Centre Blvd | Hobart, WI | 920-662-9641 | releinc.com

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CERTIFIED SURVEY MAP

ALL OF LOT 1, VOLUME 10 OF CERTIFIED SURVEY MAPS, PAGE 321, MAP NUMBER 2314, DOCUMENT NUMBER 968551, SAID MAP LOCATED IN PARTS OF THE NORTHWEST 1/4 OF THE NORTHEAST 1/4, SOUTHWEST 1/4 OF THE NORTHEAST 1/4, NORTHEAST 1/4 OF THE NORTHEAST 1/4 AND SOUTHEAST 1/4 OF THE NORTHEAST 1/4, SECTION 31 AND PART OF LOT 2, VOLUME 18 OF PLATS, PAGE 44, DOCUMENT NUMBER 1116819, SAID PLAT BEING PARTS OF THE NORTHEAST 1/4 OF THE NORTHEAST 1/4 AND SOUTHEAST 1/4 OF THE NORTHEAST 1/4, SECTION 31 AND PARTS OF THE SOUTHWEST 1/4 OF THE NORTHWEST 1/4 AND NORTHWEST 1/4 OF THE NORTHWEST 1/4, SECTION 32, ALL LOCATED IN TOWNSHIP 23 NORTH, RANGE 20 EAST, CITY OF DE PERE, BROWN COUNTY, WISCONSIN

OWNER'S CERTIFICATE:

As owners, we do hereby certify that we caused the land described on this Certified Survey Map to be surveyed, mapped, divided and dedicated as represented on this map. We also do further certify that this Certified Survey Map is required by s-236.34 to be submitted to the following for approval or objection: CITY OF DE PERE

Bill Kingston Preserve Development, LLC	Date
--	------

STATE OF WISCONSIN)
_____ COUNTY) SS

Personally came before me this _____ day of _____, 2025, the above named to me known to be the same person who executed the foregoing instrument and acknowledged the same.

Notary Public, State of Wisconsin

(print name)_____

My commission expires:_____

CORPORATE MORTGAGEE CERTIFICATE

Bank First, N.A., a corporation duly organized and existing under and by virtue of the laws of Wisconsin, mortgagee of the above described land, does hereby consent to the surveying, dividing, mapping and dedicating of the land described on this Certified Survey Map and does hereby consent to the above certificate of Preserve Development, LLC, Owner.

IN WITNESS WHEREOF, Bank First, N.A. has caused these presents to be

signed by _____ (Print Name) it's _____ (Print Title) and countersigned by
_____ (Print Name) it's _____ (Print Title) at _____, Wisconsin, and its corporate seal to be
hereunto affixed this _____ day of _____, 2025.

In the presence of Bank First, N.A.:

_____ **Date** _____ **Date**

Print Title: _____ Print Title: _____

STATE OF WISCONSIN) _____ COUNTY) SS

Personally came before me this _____ day of _____, 2025, the above named officers of said corporation to me known to be the persons who executed the foregoing instrument and to me known to be such officers of said corporation, and acknowledged that they executed the foregoing instrument as such officers as the deed of said corporation, by its authority.

_____, **Notary Public,**

_____, Wisconsin

My commission expires_____



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SHEET 5 OF 6

CERTIFIED SURVEY MAP

ALL OF LOT 1, VOLUME 10 OF CERTIFIED SURVEY MAPS, PAGE 321, MAP NUMBER 2314, DOCUMENT NUMBER 968551, SAID MAP LOCATED IN PARTS OF THE NORTHWEST 1/4 OF THE NORTHEAST 1/4, SOUTHWEST 1/4 OF THE NORTHEAST 1/4, NORTHEAST 1/4 OF THE NORTHEAST 1/4 AND SOUTHEAST 1/4 OF THE NORTHEAST 1/4, SECTION 31 AND PART OF LOT 2, VOLUME 18 OF PLATS, PAGE 44, DOCUMENT NUMBER 1116819, SAID PLAT BEING PARTS OF THE NORTHEAST 1/4 OF THE NORTHEAST 1/4 AND SOUTHEAST 1/4 OF THE NORTHEAST 1/4, SECTION 31 AND PARTS OF THE SOUTHWEST 1/4 OF THE NORTHWEST 1/4 AND NORTHWEST 1/4 OF THE NORTHWEST 1/4, SECTION 32, ALL LOCATED IN TOWNSHIP 23 NORTH, RANGE 20 EAST, CITY OF DE PERE, BROWN COUNTY, WISCONSIN

CITY OF DE PERE APPROVAL CERTIFICATE

Approved by the City of De Pere Common Council on this _____ day of _____, 2025.

Carey E. Danen, City of Clerk

Date _____

BROWN COUNTY TREASURER'S CERTIFICATE:

As duly elected Brown County Treasurer, I hereby certify that the records in our office show no unredeemed taxes and no unpaid or special assessments affecting any of the lands included in this Certified Survey Map as of the date listed below.

Raymond Suennen

Date _____

Brown County Treasurer

CITY OF DE PERE TREASURER'S CERTIFICATE:

As duly appointed City of De Pere Treasurer, I hereby certify that the records in our office show no unredeemed taxes and no unpaid or special assessments affecting any of the lands included in this Certified Survey Map as of the date listed below.

Pamela R. Manley

Date _____

City of De Pere Finance Director/Treasurer



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SHEET 6 OF 6



City of De Pere, Wisconsin

L5

Request for Plan Commission Action

MEETING DATE:	September 22, 2025
DEPARTMENT:	Development Services
FROM:	Peter Schleinz, City Planner/Zoning Administrator
SUBJECT:	Consideration and possible action for a 2-lot extraterritorial certified survey map at 2200 BLK Beck WY in Lawrence (Parcel L-451-4).*
RECOMMENDED ACTION:	Motion to approve.

ATTACHMENTS:

PC Report, Application and Preliminary CSM - 27 Aug 2027

Consideration and possible action for a 2-lot extraterritorial certified survey map at 2200 BLK Beck WY in Lawrence (Parcel L-451-4).*

SITE MAP



REQUESTED ACTION:	Certified Survey Map Approval (File ECSM 25-04).	
COMMON DESCRIPTION:	2200 BLK Beck WY, more specifically known as 2388 STH 41.	
ZONING:	A-1: Agricultural in Lawrence. <i>NOTE: There is a proposed rezoning in Lawrence for Lot 2 that relates to the proposed Rock Ridge subdivision. The proposed rezoning does not impact this certified survey map.</i>	
SURROUNDING LAND USES:	Agricultural and developing residential to the north, south and east. I-41 to the west.	
COMPREHENSIVE PLAN:	Residential and Business/Commercial in Lawrence.	
APPLICANT / OWNERS:	<u>Authorized Representative</u> Douglas E Woelz, PLS McMahon Associates INC 1445 McMahon DR Neenah, WI 54956	<u>Property Owner</u> Thomas P Perock Family Irrevocable Trust 1521 Sand Acres DR De Pere, WI 54115
LAND USE HISTORY:	After a review of air photographs, the site has been an agricultural use since 1938.	

STAFF REVIEW:

When reviewing a Certified Survey Map, staff considers State Statutes 236, Section 46-8 of the De Pere Platting and Division of Land Code, the future land use recommendation of the Comprehensive Plan, surrounding land uses, and desired development patterns.

- Lot 1 is proposed to remain an agricultural lot.
- Lot 2 is proposed to be further subdivided into residential lots as part of the Rock Ridge subdivision. Plan Commission will review the preliminary Rock Ridge subdivision on September 22, 2025.
- The Lawrence minimum acreage and frontage requirements are 10.0 acres and 200 feet. The De Pere minimum acreage and frontage requirements are 0.2 acres and 75 feet.
- Environmentally sensitive areas are reviewed by Brown County.

All conditions of approval are listed at the end of the report. The conditions are technical and can be overseen by staff.

The Certified Survey Map meets the criteria of State Statutes 236 and Section 46-8 of the De Pere Platting and Division of Land Code. The proposed land division provides development opportunities and does not impact the Comprehensive Plan negatively. The proposed lot sizes, street frontages, and setbacks meet City requirements.

STAFF RECOMMENDATION:

Staff recommends APPROVAL of the certified survey map, subject to:

1. Meeting all other state and local regulations, including the Town of Lawrence, City of De Pere, and Brown County Planning Commission.
2. Add a certificate for the City of De Pere Approval that includes a line for the date of Common Council approval and a signature line with date for the City Clerk's signature.



Planning/Zoning Application

Submitted On:
Aug 27, 2025, 04:25PM EDT

Planning & Zoning Department

Parcel Number: (Include ALL parcels)	L-451-4
Nearest property address to the project site:	Street Address: 2388 STH 41 City: DePere State: WI Zip: 54115
Check each project type that is being applied for:	CSM
Number of lots in the CSM:	2
Number of outlots in the CSM:	0
Current De Pere Zoning Districts:	Not in De Pere
Extraterritorial Zoning Districts:	A-1 Agriculture
Existing Site Land Uses:	Undeveloped/Vacant/Agricultural
Proposed Site Land Uses:	Undeveloped/Vacant/Agricultural Residential Commercial
Does the project comply with the Comprehensive Plan?	Yes
Has City Staff been contacted for a preapplication meeting?	Yes
Property Owner:	First Name: Thomas P Perock Last Name: Family Irrevocable Trust
Is the property owner's address the same as the nearest property address?	No
Property Owner's Address:	Street Address: 1521 Sand Acres Drive City: De Pere State: WI Zip: 54115
Property Owner's Phone Number:	920-362-0102
Property Owner's Email Address:	no_email_address_@gmail.com
Is someone processing the project for the property owner as their authorized representative?	Yes
Authorized Representative's Name:	First Name: Douglas Last Name: Woelz

Authorized Representative's Business Name:	McMahon Associates
Authorized Representative's Phone Number:	920-751-4200
Authorized Representative's Email Address:	dwoelz@mcmgrp.com
Please attach 1 PDF copy of the CSM.	2025-08-26_PerockCSM.pdf PerockCSM.dwg
How do you plan on paying for your application?	Online with a credit card
Total Due:	\$375.00
Signature Data	First Name: Douglas Last Name: Woelz Email Address: dwoelz@mcmgrp.com  Signed at: August 27, 2025 4:12pm America/New_York
User's Session Information	IP Address: 67.53.157.66 Referrer URL:

CERTIFIED SURVEY MAP SHEET 1 OF 6

PART OF LOT 71 OF THE RECORDED PLAT OF THE
SUBDIVISION OF THE WILLIAM'S GRANT, TOWN OF LAWRENCE,
BROWN COUNTY, WISCONSIN

SOUTHWEST CORNER
LOT 78 WILLIAM'S GRANT
1" IRON PIPE WITH
PLASTIC CAP FOUND

NORTHWESTERLY LINE LOTS 66 THROUGH 78 OF WILLIAM'S GRANT
S38°04'30"W 6965.02'

[FRONTAGE ROAD]
FRENCH ROAD
RIGHT-OF-WAY WIDTH VARIES

FOR:
THOMAS P. PEROCK FAMILY
IRREVOCABLE TRUST
1521 SAND ACRES DR.
DE PERE, WI 54115

SEE SHEET 2 FOR
DETAIL OF
ENVIRONMENTALLY
SENSITIVE AREAS
AND SETBACK LINE

SEE SHEET 3 FOR
NOTES AND
RESTRICTIONS

NORTHWEST CORNER
LOT 66 WILLIAM'S GRANT
MAG NAIL WITH
WASHER FOUND

BEARINGS ARE REFERENCED TO THE
NORTHWESTERLY LINE OF LOTS 66
THROUGH 78 OF THE SUBDIVISION OF
THE WILLIAM'S GRANT, WHICH BEARS
S38°04'30"W PER THE WISCONSIN
COUNTY COORDINATE SYSTEM AS
PUBLISHED FOR BROWN COUNTY

400 200 0 400
SCALE - FEET
1" = 400'

LEGEND

- - 1.315" O.D. X 18" IRON PIPE WEIGHING 1.68 LBS./LINEAL FT. SET WITH CAP
- - 1.315" O.D. IRON PIPE FOUND
- - MAG NAIL FOUND
- ⊗ - COMPUTED LOCATION
- ⊙ - CERTIFIED LAND CORNER BROWN COUNTY
- S.F. - SQUARE FEET
- () - RECORDED BEARING AND/OR DISTANCE
- TM WL - DELINEATED WETLANDS
- FP - FEMA MAPPED FLOODPLAIN, ZONE AE
- FW - FEMA MAPPED FLOODWAY
- ES - ENVIRONMENTALLY SENSITIVE AREA (ESA) STEEP SLOPES OF 20% OR GREATER, FIELD LOCATED

NORTHEAST CORNER
LOT 70 WILLIAM'S GRANT
MAG NAIL FOUND

McMAHON
ENGINEERS ARCHITECTS

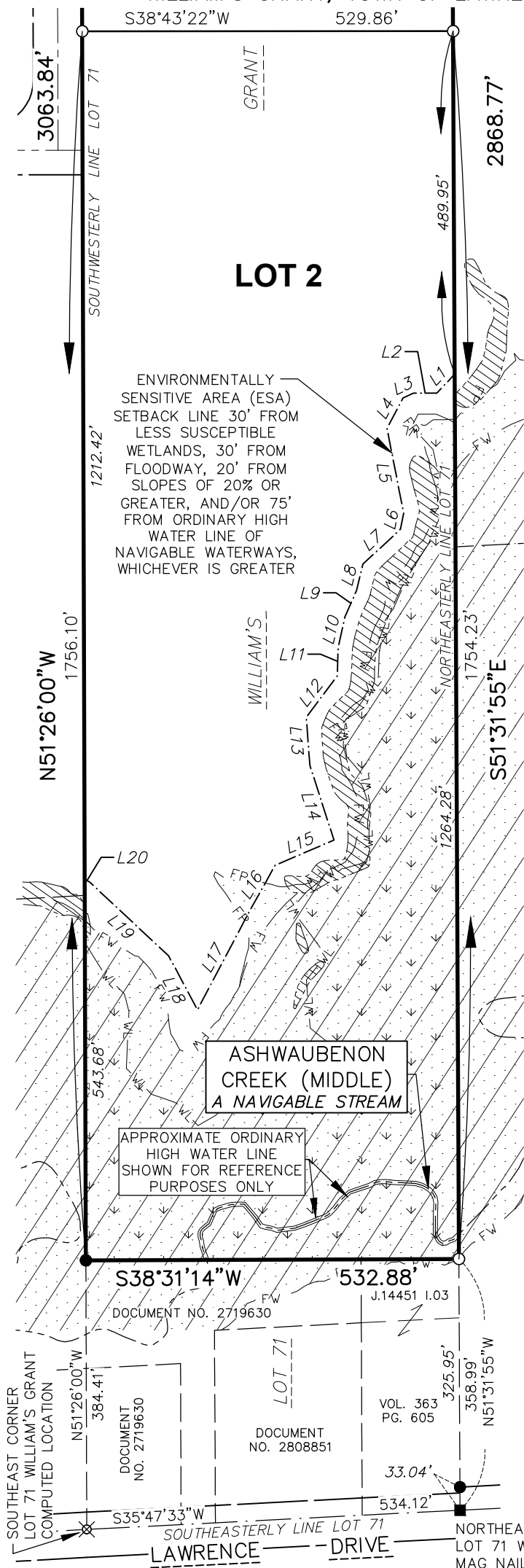
McMAHON ASSOCIATES, INC.
1445 McMAHON DRIVE NEENAH, WI 54956
Mailing: P.O.BOX 1025 NEENAH, WI 54957-1025
PH 920.751.4200 FX 920.751.4284 MCMGRP.COM

DRAFTED BY: AMY M. SEDLAR

CERTIFIED SURVEY MAP

SHEET 2 OF 6

PART OF LOT 71 OF THE RECORDED PLAT OF THE SUBDIVISION OF THE
WILLIAM'S GRANT, TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN



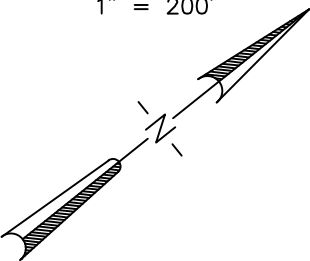
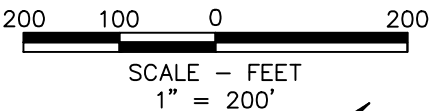
ESA LINE TABLE		
LINE	DIRECTION	LENGTH
L1	S08°01'51"E	37.22'
L2	S38°38'07"W	33.38'
L3	S13°51'51"W	16.70'
L4	S23°53'20"E	49.14'
L5	S62°21'21"E	123.18'
L6	S39°44'43"E	23.41'
L7	S04°13'08"E	73.15'
L8	S37°50'51"E	38.64'
L9	S27°31'31"E	41.31'
L10	S38°28'43"E	43.68'

ESA LINE TABLE		
LINE	DIRECTION	LENGTH
L11	S49°18'15"E	41.80'
L12	S14°23'50"E	73.65'
L13	S55°28'26"E	68.84'
L14	S69°05'27"E	112.34'
L15	S15°37'00"W	91.18'
L16	S22°04'26"E	81.19'
L17	S23°30'25"E	153.48'
L18	N79°24'56"W	87.55'
L19	S81°48'34"W	155.52'
L20	S59°12'41"W	6.57'

LEGEND

- - 1.315" O.D. X 18" IRON PIPE WEIGHING 1.68 LBS./LINEAL FT. SET WITH CAP
- - 1.315" O.D. IRON PIPE FOUND
- - MAG NAIL FOUND
- ⊗ - COMPUTED LOCATION
- ▨ - ENVIRONMENTALLY SENSITIVE AREA (ESA)
- ▨ - STEEP SLOPES OF 20% OR GREATER, FIELD LOCATED
- ↓ T M ↓ W L - WETLANDS DELINEATED BY WALLY SEDLAR OF MCMAHON ASSOCIATES DATED AUGUST 4, 2025
- FW - MAPPED FLOODWAY LIMITS PER LOMR (TO FEMA FIRM PANEL NO. 55009C0244F) CASE NO. 19-05-3386P, EFFECTIVE DATE OF SEPTEMBER 18, 2020
- FP - FLOOD PLAIN, ZONE AE PER LOMR (TO FEMA FIRM PANEL NO. 55009C0244F) CASE NO. 19-05-3386P, EFFECTIVE DATE OF SEPTEMBER 18, 2020
- - ENVIRONMENTALLY SENSITIVE AREA (ESA) SETBACK LINE

BEARINGS ARE REFERENCED TO THE NORTHWESTERLY LINE OF LOTS 66 THROUGH 78 OF THE SUBDIVISION OF THE WILLIAM'S GRANT, WHICH BEARS S38°04'30"W PER THE WISCONSIN COUNTY COORDINATE SYSTEM AS PUBLISHED FOR BROWN COUNTY



CERTIFIED SURVEY MAP

SHEET 3 OF 6

PART OF LOT 71 OF THE RECORDED PLAT OF THE SUBDIVISION OF THE WILLIAM'S GRANT, TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN

A SHORELAND PERMIT FROM THE BROWN COUNTY ZONING ADMINISTRATOR'S OFFICE IS REQUIRED FOR LOT 2 PRIOR TO CONSTRUCTION, FILL OR GRADING ACTIVITY WITHIN 300 FEET OF A STREAM.

LOT 2 INCLUDES WETLAND AREAS THAT MAY REQUIRE PERMITS FROM THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES, ARMY CORP OF ENGINEERS, BROWN COUNTY PLANNING COMMISSION, OR THE BROWN COUNTY ZONING ADMINISTRATOR'S OFFICE PRIOR TO ANY DEVELOPMENT ACTIVITY.

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

THE LOCATION OF THE APPROXIMATE ORDINARY HIGH WATER LINE SHALL BE THE POINT ON THE BANK OF THE NAVIGABLE STREAM UP TO WHICH THE PRESENCE AND ACTION OF SURFACE WATER IS SO CONTINUOUS AS TO LEAVE A DISTINCTIVE MARK BY EROSION, DESTRUCTION OF TERRESTRIAL VEGETATION, OR OTHER RECOGNIZED CHARACTERISTICS.

ANY LAND BELOW THE ORDINARY HIGH WATER LINE OF A LAKE OR A NAVIGABLE STREAM IS SUBJECT TO THE PUBLIC TRUST IN NAVIGABLE WATERS THAT IS ESTABLISHED UNDER ARTICLE IX, SECTION 1, OF THE STATE CONSTITUTION.

WDNR NOTES:

LOT 2 HAS MAPPED WETLANDS AND/OR WETLAND INDICATOR SOILS PRESENT. IF THE CURRENT OR FUTURE LANDOWNER HAS PLANS FOR LAND DISTURBANCE, CONSTRUCTION WORK, GRADING/FILLING, ETC., THE FIRST STEP IS FOR THE LANDOWNER TO HIRE A WETLAND PROFESSIONAL TO REVIEW THE AREA FOR THE PRESENCE OF WETLANDS. A PROJECT THAT RESULTS IN FILLING OF WETLANDS (THROUGH LAND DISTURBING ACTIVITIES) WILL NEED TO COMPLY WITH WETLAND REGULATIONS. FOR MORE INFORMATION ON WETLANDS, PLEASE VISIT [HTTP://DNR.WI.GOV/TOPIC/WATERWAYS/CONSTRUCTION/WETLANDS.HTML](http://DNR.WI.GOV/TOPIC/WATERWAYS/CONSTRUCTION/WETLANDS.HTML).

A PUBLIC (NAVIGABLE) WATERWAY MAY EXIST ON/WITHIN 500 FT OF THE PROPERTY. PERMITS MAY BE REQUIRED FOR PROPOSED PROJECTS IN/AROUND A PUBLIC WATERWAY. FOR MORE INFORMATION ON WATERWAY ACTIVITIES, PLEASE VISIT THE DEPARTMENT'S HOMEPAGE ON WETLAND/WATERWAY ACTIVITIES AT [HTTP://DNR.WI.GOV/TOPIC/WATERWAYS/](http://DNR.WI.GOV/TOPIC/WATERWAYS/).

FOR PLANNED LAND DISTURBANCES OVER 1 ACRE, PLEASE VISIT [HTTP://DNR.WI.GOV/TOPIC/STORMWATER/](http://DNR.WI.GOV/TOPIC/STORMWATER/) TO LEARN IF YOU NEED A STORM WATER CONSTRUCTION SITE PERMIT.

FOR FEDERAL WETLAND REGULATIONS, PLEASE CONTACT THE ARMY CORPS OF ENGINEERS AT 920-448-2824 TO LEARN IF A FEDERAL WETLAND APPROVAL IS REQUIRED FOR SITE DEVELOPMENT.

RESTRICTIVE COVENANTS:

ESA:

LOT 2 CONTAINS AN ENVIRONMENTALLY SENSITIVE AREA (ESA) AS DEFINED IN THE 2040 BROWN COUNTY URBAN SERVICE AREA WATER QUALITY PLAN. THE ESA INCLUDES: WETLANDS, ALL LAND WITHIN 50 FEET OF APPROXIMATE WETLANDS, 10-30 FEET, 35 FEET, 50 FEET OR 75 FEET FROM DELINEATED WETLANDS DEPENDING ON SUSCEPTIBILITY; FLOODWAY, ALL LAND WITHIN 30 FEET OF THE FLOODWAY; NAVIGABLE WATERWAYS, ALL LAND WITHIN 75 FEET OF THE ORDINARY HIGH WATER LINE OF NAVIGABLE WATERWAYS; STEEP SLOPES OF 20% OR GREATER ASSOCIATED WITH ANY AFOREMENTIONED WATER OR NATURAL RESOURCE FEATURES, ALL LANDS WITHIN 20 FEET FROM TOP AND BOTTOM OF STEEP SLOPES; ANY LAND DISTURBING ACTIVITIES ARE RESTRICTED IN THE ESA UNLESS AMENDMENTS ARE APPROVED BY THE BROWN COUNTY PLANNING COMMISSION AND THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES.

LOT DRAINAGE: THE LAND ON ALL SIDE AND REAR LOT LINES OF ALL LOTS SHALL BE GRADED BY THE LOT OWNER AND MAINTAINED BY THE ABUTTING PROPERTY OWNERS TO PROVIDE FOR ADEQUATE DRAINAGE OF SURFACE WATER. GRADING ACTIVITIES WITHIN ESA AND ESA SETBACK AREAS ARE RESTRICTED UNLESS AN ESA AMENDMENT IS APPROVED BY THE BROWN COUNTY PLANNING COMMISSION, OR GRADING IS COMPLETED AS PART OF AN APPROVED GRADING AND STORMWATER MANAGEMENT PLAN.

NOTES

THIS CSM IS ALL OF PARCEL NO. L-451-4

THE PROPERTY OWNER OF RECORD IS THOMAS P. PEROCK FAMILY IRREVOCABLE TRUST
DATED DECEMBER 24, 2020

THIS PROPERTY IS CONTAINED WHOLLY WITHIN LANDS DESCRIBED IN DOCUMENT NO. 2939139

CERTIFIED SURVEY MAP

SHEET 4 OF 6

PART OF LOT 71 OF THE RECORDED PLAT OF THE SUBDIVISION OF THE
WILLIAM’S GRANT, TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN

SURVEYOR’S CERTIFICATE

I, Douglas E. Woelz, Wisconsin Professional Land Surveyor S–2327, certify that I have surveyed, divided and mapped part of Lot 71 of the recorded plat of the Subdivision of The William’s Grant, Town of Lawrence, Brown County, Wisconsin containing 1,573,124 square feet (36.11 acres) of land and more fully described as follows:
Commencing at the Northwest corner of Lot 66 of said recorded plat of the Subdivision of The William’s Grant; Thence S38°04’30”W, 3164.26 feet along the Northwesterly line of Lots 66 through 78 of said Subdivision of The William’s Grant to the Southwest corner of Lot 71 of said plat; Thence S51°26’00”E, 365.19 feet along the Southwesterly line of said Lot 71 to the Southeasterly right-of-way line of Larry Lane (frontage road to I.H. ”41” and the Point of Beginning; Thence N58°48’19”E, 562.68 feet (recorded as N61°10’37”E, 562.89’) along said Southeasterly right-of-way line to the Southwesterly corner of Certified Survey Map No. 4781 recorded in Volume 30 of Certified Survey Maps on Pages 349–350 as Document No. 1419398 and the Northeasterly line of Lot 71 of said Subdivision of The William’s Grant; Thence S51°31’55”E, 2868.77 feet (recorded as S49°06’10”E and S49°07’52”E, 2871.58’) along the Southwesterly line of said Certified Survey Map, the Southwesterly line of Lot 1 of Certified Survey Map No. 8115 recorded in Volume 56 of Certified Survey Maps on Pages 238–240 as Document No. 2523804 and the Northeasterly line of said Lot 71 to the Northwesterly corner of lands described in Jacket 14451 Image 03; thence S38°31’14”W, 532.88 feet (recorded as S40°53’50”W, 528.00’) along the Northwesterly line of lands described in Jacket 14451 Image 03 and Document No. 2719630 to the Southwesterly line of Lot 71 of said Subdivision of The William’s Grant; thence N51°26’00”W, 3063.84 feet (recorded as N49°06’10”W, 3066.68’) along said Southwesterly line and the Northeasterly line of Certified Survey Map No. 9471 recorded as Document No. 3004248 to the Northwest corner thereof and the Point of Beginning.

That I have made this survey by the direction of the Thomas P. Perock Family Irrevocable Trust Dated December 24, 2020 being the Owner of said lands.

I further certify that this map is a correct representation of the exterior boundary lines of the land surveyed and the division of that land, and that I have complied with section 236.34 of the Wisconsin Statutes, Town of Lawrence and Brown County Subdivision Ordinance in surveying, dividing and mapping the same.

Given under my hand and seal this ____day of _____, 20____.

Douglas E. Woelz, WI Professional Land Surveyor S–2327

SHEET 5 OF 6

TOWN OF LAWRENCE APPROVAL

Dr. Lanny J. Tibaldo, Town Chairperson	Date
--	------

Cindy Kocken, Town Clerk

Date

As duly elected Brown County Treasurer, I hereby certify that the records in our office show no unredeemed taxes and no unpaid or special assessments affecting any of the lands included in this Certified Survey Map as of the date listed below.

County Treasurer	Date
Raymond F. Suennen	

Approved by the Brown County Planning Commission
this _____ day of _____, 20____.

Devin Yoder, Senior Planner,
Brown County Planning Commission

CERTIFIED SURVEY MAP

SHEET 6 OF 6

PART OF LOT 71 OF THE RECORDED PLAT OF THE SUBDIVISION OF THE
WILLIAM'S GRANT, TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN

OWNER CERTIFICATE

Thomas P. Perock Family Irrevocable Trust Dated December 24, 2020, as Owner, I hereby certify that I caused the land described on this Certified Survey Map to be surveyed, divided and mapped as represented on this Certified Survey Map. I also certify that this Certified Survey Map is required to be submitted to the following for approval:

Town of Lawrence and Brown County

Dated this _____ day of _____, 20____.

Bonnie M. Perock, Trustee
Thomas P. Perock Family Irrevocable Trust

State of Wisconsin)
)ss
_____ County)

Personally appeared before me on the _____ day of
_____, 20__, the above named person(s)
to me known to be the person(s) who executed the
foregoing instrument, and acknowledged the same.

Notary Public
_____ County, Wisconsin

My commission expires _____

UTILITY EASEMENT PROVISIONS:

An easement for electric, natural gas, and communications service is hereby granted by Thomas P. Perock Family Irrevocable Trust Dated December 24, 2020, Grantor, to
Wisconsin Public Service Corporation, a Wisconsin corporation, Grantee
Wisconsin Bell Inc., d/b/a AT&T Wisconsin, a Wisconsin Corporation, Grantee
Brown County C-Lec, LLC, Grantee
Charter Telecommunications Operating, LLC, Grantee
TDS Metrocom, LLC, Grantee

their respective successors and assigns, to construct, install, operate, repair, maintain and replace from time to time, facilities used in connection with overhead and underground transmission and distribution of electricity and electric energy, natural gas, telephone and cable TV facilities for such purposes as the same is now or may hereafter be used, all in, over, under, across, along and upon the property shown within those areas on the plat designated as "Utility Easement" and the property designated on the plat for streets and alleys, whether public or private, together with the right to install service connections upon, across, within and beneath the surface of each lot to serve improvements, thereon, or on adjacent lots; also the right to trim or cut down trees, brush and roots as may be reasonably required incidental to the rights herein given, and the right to enter upon the subdivided property for all such purposes. The Grantees agree to restore or cause to have restored, the property, as nearly as is reasonably possible, to the condition existing prior to such entry by the Grantees or their agents. This restoration, however, does not apply to the initial installation of said underground and/or above ground electric facilities, natural gas facilities, or telephone and cable TV facilities or to any trees, brush or roots which may be removed at any time pursuant to the rights herein granted. Structures shall not be placed over Grantees' facilities or in, upon or over the property within the lines marked "Utility Easement" without the prior written consent of Grantees. After installation of any such facilities, the grade of the subdivided property shall not be altered by more than six inches without written consent of grantees. This Utility Easement Provision does not prevent or prohibit others from utilizing or crossing the Utility Easement as the Utility easement(s) are non-exclusive.

The grant of easement shall be binding upon and inure to the benefit of the heirs, successors and assigns of all parties hereto.



City of De Pere, Wisconsin

L6

Request for Plan Commission Action

MEETING DATE:	September 22, 2025
DEPARTMENT:	Development Services
FROM:	Peter Schleinz, City Planner/Zoning Administrator
SUBJECT:	Consideration and possible action on a 44-lot and 1-outlot extraterritorial preliminary plat of Rock Ridge Estates at 2200 BLK Beck WY in Lawrence (Parcels part of L-451-1, L-452-5).*
RECOMMENDED ACTION:	Motion to approve.

ATTACHMENTS:

PC Report, Application and Preliminary Plat - 27 Aug 2027

Consideration and possible action on a 44-lot and 1-outlot extraterritorial preliminary plat of Rock Ridge Estates at 2200 BLK Beck WY in Lawrence (Parcels part of L-451-1, L-452-5).*

SITE MAP



REQUESTED ACTION:	Preliminary Extraterritorial Plat Approval (File EPP 25-02).	
COMMON DESCRIPTION:	2200 BLK Beck WY, located northeast of the Beck WY and Tigerwood TR intersection.	
ZONING:	A-1: Agricultural in Lawrence. <i>NOTE: There is a proposed rezoning in Lawrence for the proposed Rock Ridge subdivision. If approved in Lawrence, the proposed rezoning will be complete on October 27, 2025.</i>	
SURROUNDING LAND USES:	Agricultural and developing residential to the north, south and east. I-41 to the west.	
COMPREHENSIVE PLAN:	Residential and Business/Commercial in Lawrence.	
APPLICANT/OWNER:	<u>Authorized Representative</u> Douglas E Woelz, PLS McMahon Associates INC 1445 McMahon DR Neenah, WI 54956	<u>Property Owner</u> Thomas P Perock Family Irrevocable Trust 1521 Sand Acres DR De Pere, WI 54115
LAND USE HISTORY:	After a review of air photographs, the site has been an agricultural use since 1938.	

STAFF REVIEW:

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

- Lots 1-4 are proposed two-unit lots.
- Lots 5-44 are proposed one-unit lots.
- Outlot 1 is a proposed storm water management pond.
- If the October 27, 2025, rezoning of the is successfully completed between the applicant and Lawrence, the Lawrence minimum acreage and frontage requirements are 0.3 acres and 100 feet for the 44 residential lots. The De Pere minimum acreage and frontage requirements are 0.2 acres and 75 feet.
- Environmentally sensitive areas are reviewed by Brown County.

All conditions of approval are listed at the end of the report. The conditions are technical and can be overseen by staff.

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

STAFF RECOMMENDATION:

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

1. Meeting all other state and local regulations, including the City of De Pere, Town of Lawrence, and Brown County Planning Commission.
2. Complete a successful rezoning with Lawrence for all of the proposed lot uses prior to submitting a final plat for review by De Pere.
3. Add a certificate for the City of De Pere Approval that includes a line for the date of Common Council approval and a signature line with date for the City Clerk's signature.



Planning/Zoning Application

Submitted On:
Aug 27, 2025, 04:52PM EDT

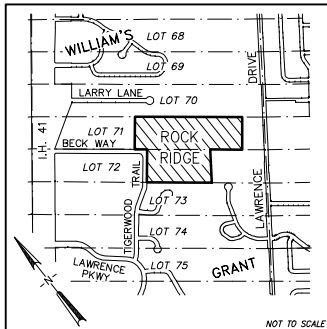
Planning & Zoning Department

Parcel Number: (Include ALL parcels)	L-452-5, and part of L451-4
Nearest property address to the project site:	Street Address: 2211 Beck Way City: DePere State: WI Zip: 54115
Check each project type that is being applied for:	Plat, Preliminary
Number of lots in the Preliminary Plat: (PLEASE USE NUMERALS ONLY.)	44
Number of outlots in the Preliminary Plat: (PLEASE USE NUMERALS ONLY.)	1
Current De Pere Zoning Districts:	Not in De Pere
Extraterritorial Zoning Districts:	being rezoned to R-1 (Lots 5-44 and OL 1) and R-2 residential (Lots 1-4)
Existing Site Land Uses:	Undeveloped/Vacant/Agricultural
Proposed Site Land Uses:	Residential Right-of-way
Does the project comply with the Comprehensive Plan?	Yes
Has City Staff been contacted for a preapplication meeting?	Yes
Property Owner:	First Name: Town of Last Name: Lawrence
Is the property owner's address the same as the nearest property address?	No
Property Owner's Address:	Street Address: 2400 Shady Court City: De Pere State: WI Zip: 54115
Property Owner's Phone Number:	920-336-9131
Property Owner's Email Address:	patrickw@lawrencewi.gov
Is someone processing the project for the property owner as their authorized representative?	Yes
Authorized Representative's Name:	First Name: Douglas Last Name: Woelz

Authorized Representative's Business Name:		McMahon Associates
Authorized Representative's Phone Number:		9207514200
Authorized Representative's Email Address:		dwoelz@mcmgrp.com
Please attach a PDF copy of the Preliminary Plat.		2025-08-27_Rock Ridge_Preplat-signed 22x34.pdf 2025-08-27_Rock Ridge_Preplat-signed 11x17.pdf
Please attach a CAD copy of the Preliminary Plat.		Rock Ridge_Preplat - Standard.zip
How do you plan on paying for your application?		Online with a credit card
Total Due:		\$3,360.00
Signature Data	First Name: Douglas	
	Last Name: Woelz	
	Email Address: dwoelz@mcmgrp.com	
		
		Signed at: August 27, 2025 4:46pm America/New_York
User's Session Information		IP Address: 67.53.157.66 Referrer URL:

PRELIMINARY PLAT
ROCK RIDGE

ALL OF LOT 2 OF CERTIFIED SURVEY MAP NO. _____, RECORDED AS DOCUMENT NO. _____, BEING A PART OF LOT 71 OF THE RECORDED PLAT OF THE SUBDIVISION OF THE WILLIAM'S GRANT; AND ALL OF LOT 3 OF CERTIFIED SURVEY MAP NO. 9471, RECORDED AS DOCUMENT NO. 3004248, BEING A PART OF LOT 72 OF THE RECORDED PLAT OF THE SUBDIVISION OF THE WILLIAM'S GRANT; ALL IN THE TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN



LOCATION MAP
PLAT OF THE SUBDIVISION OF THE WILLIAM'S GRANT,
TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN

LINE	DIRECTION	LENGTH
L1	S08°01'51"E	37.22'
L2	S38°38'07"W	33.38'
L3	S13°51'51"W	16.70'
L4	S23°53'20"E	49.14'
L5	S23°53'20"E	32.87'
L6	S23°53'20"E	16.27'
L7	S62°21'21"E	123.18'
L8	S39°44'43"E	23.41'
L9	S04°13'08"E	73.15'
L10	S37°50'51"E	38.64'
L11	S27°31'31"E	41.31'
L12	S38°28'43"E	43.68'
L13	S49°18'15"E	41.80'
L14	S14°23'50"E	73.65'
L15	S55°28'26"E	68.84'

POINT #	ELEVATION	DESCRIPTION
9	640.42	MAG NAIL IN 6" ASH TREE
53	638.66	HYDRANT TAG BOLT
91	642.54	HYDRANT TAG BOLT

VERTICAL DATUM
ELEVATIONS ARE REFERENCED TO NGS DATA
CONTROL POINT NAME: 4K53
POINT ID: DE7764 NAVD 88 DATUM BY
GPS OBSERVATION TO ELEVATION = 642.66 (2007
ADJUSTMENT) PER FIELD BOOK 1472 PAGES 1-6,
FIELD BOOK 1591 PAGE 53 AND FIELD BOOK 1594
PAGE 56

POINT #	NORTHING	EASTING	DESCRIPTION
1	525959.79	66786.98	MAG NAIL
5	527053.75	67623.83	MAG NAIL
112	525617.67	69017.77	MAG NAIL

HORIZONTAL DATUM
COORDINATES ARE REFERENCED TO THE
WISCONSIN COUNTY COORDINATE SYSTEM AS
PUBLISHED FOR BROWN COUNTY NAD83 (91)

OWNER/SUBDIVIDER:
TOWN OF LAWRENCE
2400 SHADY COURT
DE PERE, WI 54115
AND
THOMAS P. PEROCK FAMILY IRREVOCABLE TRUST
1521 SAND ACRES DRIVE
DE PERE, WI 54115

LAND SURVEYOR:
DOUGLAS E. WOELZ
MCMAHON ASSOCIATES
1445 MCMAHON DRIVE
NEENAH, WISCONSIN 54956
PHONE #920-751-4200

OBJECTING AUTHORITIES:
- DEPARTMENT OF ADMINISTRATION

APPROVING AUTHORITIES:
- TOWN OF LAWRENCE
- CITY OF DE PERE
- BROWN COUNTY PLANNING COMMISSION

ROCK RIDGE- PRELIMINARY PLAT
PART OF LOTS 71 AND 72 OF THE SUBD. OF THE WILLIAM'S GRANT
TOWN OF LAWRENCE, BROWN COUNTY, WISCONSIN

SURVEYED
DEW
PROJECT NO.
L0017 09-25-00121
DATE
AUGUST 2025
SHEET NO.
1 OF 1

LEGAL DESCRIPTION:
All of Lot 2 of Certified Survey Map No. _____ recorded as Document No. _____, being a part of Lot 71 of the recorded plat of The Subdivision of the William's Grant; and all of Lot 3 of Certified Survey Map No. 9471, recorded as Document No. 3004248, being a part of Lot 72 of the recorded plat of The Subdivision of the William's Grant; all in the Town of Lawrence, Brown County, Wisconsin, containing 1,498,407 square feet (34.40 acres).

NOTES:
This property is currently Zoned: A-1 Agriculture

Proposed Zoning: Lots 5 through 44 and Outlot 1 = R-1 Residential
Lots 1 through 4 = R-2 Residential

Total area = 1,498,407 s.f. 34.40 acres

Right-of-way area = 201,059 s.f. 4.62 acres

Net subdivided area = 1,297,348 s.f. 29.78 acres

Total number of Lots = 44 Lots 1 Outlots

Average Lot size = 18,517 s.f. 0.42 acres (not including Lots 12, 13 and Outlot 1)

Linear Feet of Tigerwood Trail = 361 l.f.
Linear Feet of Tigerwood Circle = 2,066 l.f.
Linear Feet of Bohanson Court = 360 l.f.
Total Linear Feet of Streets = 2,787 l.f.

Proposed roads will be dedicated to the public on the final plat.

Approved utility and drainage easements will be shown on the final plat.

See Utility Plans for existing and proposed utilities.

Sewer and Water service from the Town of Lawrence

Outlot 1 is to be owned & maintained by the Town of Lawrence for Storm Water Management Purposes.

SURVEYOR'S CERTIFICATE
I, Douglas E. Woelz, hereby certify that this Preliminary Plat is a correct representation of all existing land divisions and features, and that I have complied with the preliminary plat requirements for the Town of Lawrence, City of DePere and Brown County.

Douglas E. Woelz
WI Professional Land Surveyor S-2327

8-27-2025
Date



LEGEND

- 1.315" O.D. IRON PIPE FOUND
- MAG NAIL FOUND
- COMPUTED LOCATION
- CERTIFIED LAND CORNER
- BROWN COUNTY
- RECORDED BEARING AND/OR DISTANCE
- SQUARE FEET
- VERTICAL CONTROL POINT (BENCHMARK)
- HORIZONTAL CONTROL POINT
- EXISTING SANITARY SEWER MANHOLE
- SAN - EXISTING SANITARY SEWER PIPE
- STO - EXISTING STORM SEWER PIPE
- EXISTING STORM SEWER MANHOLE
- EXISTING STORM INLET
- EXISTING STORM YARD DRAIN
- EXISTING HYDRANT
- EXISTING WATER VALVE
- EXISTING WATER MAIN
- EXISTING UTILITY PEDESTAL
- EXISTING CONTOURS
- EXISTING FENCE
- EXISTING TREE LINE
- ASPHALT PAVEMENT
- CONCRETE
- RIP-RAP
- ENVIRONMENTALLY SENSITIVE AREA (ESA) STEEP SLOPES OF 20% OR GREATER, FIELD LOCATED
- WETLANDS DELINEATED BY WALLY SEDLAR OF MCMAHON ASSOCIATES DATED AUGUST 4, 2025
- MAPPED FLOODWAY LIMITS PER LOMR (TO FEMA FIRM PANEL NO. 550902044E) CASE NO. 19-05-3386P, EFFECTIVE DATE OF SEPTEMBER 18, 2020
- FLOOD PLAIN, ZONE AE PER LOMR (TO FEMA FIRM PANEL NO. 550902044E) CASE NO. 19-05-3386P, EFFECTIVE DATE OF SEPTEMBER 18, 2020
- ENVIRONMENTALLY SENSITIVE AREA (ESA) SETBACK LINE
- APPROXIMATE ORDINARY HIGH WATER MARK
- PROPOSED 15" UTILITY EASEMENT (UNLESS NOTED OTHERWISE)

BEARINGS ARE REFERENCED TO THE NORTHWESTERLY LINE OF LOTS 66 THROUGH 78 OF THE SUBDIVISION OF THE WILLIAM'S GRANT, WHICH BEARS S38°04'30"W PER THE WISCONSIN COUNTY COORDINATE SYSTEM AS PUBLISHED FOR BROWN COUNTY

SCALE - FEET
1" = 100'



City of De Pere, Wisconsin

I.7

Request for Plan Commission Action

MEETING DATE:	September 22, 2025
DEPARTMENT:	Development Services
FROM:	Peter Schleinz, City Planner/Zoning Administrator
SUBJECT:	Consideration and possible action for a new 10-foot-wide utility easement at 300 BLK Main AV (Parcels WD-917-1, WD-917-2).*
RECOMMENDED ACTION:	Motion to approve.

ATTACHMENTS:

PC Report, Application and supporting documents - 10 Sep 2025

**Consideration and possible action for a new 10-foot-wide utility easement at 300 BLK Main AV
(Parcels WD-917-1, WD-917-2).***

SITE MAP



REQUESTED ACTION:	New 10-foot-wide utility easement for AT&T.	
COMMON DESCRIPTION:	300 BLC Main AV, in the alley area between Main AV and Reid ST.	
ZONING:	MX1 (Downtown Mixed-Use District).	
SURROUNDING LAND USES:	Downtown businesses and parking (MX1) to the north, south, east and west.	
COMPREHENSIVE PLAN:	Commercial.	
APPLICANT/OWNER:	<u>Applicant</u> Andrew Shie, PLS Fox Valley Land Surveying 4321 W College AV, Suite 200 Appleton, WI 54914	<u>Property Owners</u> City of De Pere 335 S Broadway ST De Pere, WI 54115-2593
LAND USE HISTORY:	The property was developed as part of the downtown since 1938 air photos.	
STAFF REVIEW:	<u>Summary</u> The new easement allows for utilities to be installed by AT&T. <u>Details</u> AT&T is requesting a new 10-foot-wide gas easement in the alley between the 300 BLK of Main ACV and Reid ST, east of Fourth ST. The new easement allows for upgraded AT&T utilities in the area. AT&T attempted to install utilities earlier	

this year but was stopped by the City's DPW due to not having an easement that allowed work in the area.

STAFF RECOMMENDATION: Staff recommends APPROVAL of a new 10-foot-wide utility easement at 300 BLK Main AV 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:

Aug 18, 2025, 05:19PM EDT

Revision submitted on
Sep 10, 2025 , 01:28 PM CDT

Parcel Number: (Include ALL parcels)	WD-917-1 & WD-917-2
Nearest property address to the project site:	Street Address: 0 Main Ave City: De Pere State: WI 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:	None, in the right-of-way
Existing Site Land Uses:	Commercial
Proposed Site Land Uses:	Commercial
Does the project comply with the Comprehensive Plan?	Yes
Has City Staff been contacted for a preapplication meeting?	Yes
Property Owner:	First Name: City of De Pere Last Name: City of De Pere
Is the property owner's address the same as the nearest property address?	Yes
Property Owner's Phone Number:	920-339-4043
Property Owner's Email Address:	pschleinz@deperewi.gov
Is someone processing the project for the property owner as their authorized representative?	Yes
Authorized Representative's Name:	First Name: Andrew Last Name: Shie
Authorized Representative's Business Name:	Fox Valley Land Surveying
Authorized Representative's Phone Number:	920-410-3379
Authorized Representative's Email Address:	foxvalleylandsurveying@gmail.com
Please attach an EXHIBIT MAP with the easement boundary.	EaseDoc_081825.pdf

Please attach a WORD DOCUMENT with the boundary legal description and a description about why the easement change is needed.	EasementReason.odt
How do you plan on paying for your application?	Mail a check
Total Due:	\$375.00
Signature Data	First Name: Andrew Last Name: Shie Email Address: foxvalleylandsurveying@gmail.com  Signed at: August 18, 2025 5:15pm America/New_York
User's Session Information	IP Address: 135.135.92.114 Referrer URL:

AT&T is requesting the Easement to upgrade their Utilities in this area.

AT&T - WISCONSIN NON-EXCLUSIVE EASEMENT

DOCUMENT NUMBER

UT# A027HVVH

For a valuable consideration of one dollar (\$1.00), receipt of which is hereby acknowledged, the undersigned **CITY OF DE PERE** (Grantor) hereby grants and conveys to **WISCONSIN BELL INC., D/B/A. AT&T - WISCONSIN, A WISCONSIN CORPORATION**, and its affiliates and licensees, successors and assigns (collectively grantees an easement in, under, over, upon and across the Easement Area (described below), for the purposes of and in order to construct, reconstruct, modify, supplement, maintain, operate and/or remove facilities for the transmission of signals used in the provision of communication, video and/or information services and/or any other services or uses for which such facilities may be used including, but not limited to, equipment cabinets or enclosures and support posts or pads, cables, wires, pedestals or other above-ground cable or wire enclosures, marker posts and signs, and other related or useful equipment, fixtures, appurtenances and facilities, together with the right to have commercial electrical service extended across the Property (described below) and Easement Area to provide service to such facilities and the right of ingress and egress across the Property and the Easement Area for the purpose of access to and use of the easement granted herein.

RETURN ADDRESS:

Matthew D Grimm
AT&T - Wisconsin
435 S. 95th St.
Milwaukee, WI 53214

PARCEL NUMBER: WD-917-1, WD-917-2

The property is legally described as: PART OF LOTS 9-14 OF "ORIGINAL PLAT OF WEST DE PERE", IN SECTION 21, TOWNSHIP 23 NORTH, RANGE 20 EAST, CIT OF DE PERE, BROWN COUNTY, WISCONSIN.

The Non-Exclusive Easement Area is legally described as: SEE EXHIBIT A FOR LEGAL DESCRIPTION

The property is more commonly known as: 0 MAIN AVE., DE PERE, WI.

The Grantor represents and warrants to the Grantee that Grantor is the true and lawful owner of the Property and has full right and power to grant and convey the rights conveyed herein.

Grantee hereby agrees to restore all property disturbed by its activities in use of the easement to the condition existing prior to the disturbance.

Grantee shall have the right to remove or trim such trees and brush in the Easement Area as is necessary to exercise the rights conveyed herein.

The Grantor shall not construct improvements in the Easement Area or change the finish grade of the Easement Area without the consent of the Grantee.

Notwithstanding, The Grantee shall retain approval authority over any and all facilities, improvements, equipment and or appurtenances, and the like, that Grantee seeks to placed above ground and in any event, shall not impede the use of the sidewalk as a public right of way.

In the event any of the Grantees facilities required relocation in connection with or related to a Grantor project, the relocation costs of said facilities, including, but not limited to, any and all equipment cabinets or enclosures and support posts or pads, cables, wires, pedestals or other above-ground cable or wire enclosures, marker posts and signs, and other related or useful equipment, fixtures, appurtenances and facilities, shall be borne by the Grantee.

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 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.

In the event that Grantee employs other persons, firms, corporations or entities (sub-contractor) as part of the work and or activities covered by this Easement, it shall be Grantee's responsibility to require and confirm that each sub-contractor enters into a certain indemnity agreement in favor of the Grantor, its elected and appointed officials, officers, employees, agents, representatives and volunteers, which is identical to the indemnity set forth herein.

This Easement is binding upon and shall inure to the benefit of the heirs, successors, assigns, and licensees of the parties hereto.

SIGNED THIS _____ DAY OF _____, 20____.

GRANTOR: CITY OF DE PERE

(Signature)

(Signature)

(Printed)

(Printed)

(Title)

(Title)

ACKNOWLEDGMENT

State of Wisconsin)
)
County of _____)

I, _____, being a notary public in and for the state and county aforesaid, do hereby certify that

_____ personally known to me to be the same persons whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that they signed and delivered the said instrument as their free and voluntary act for the uses and purposes therein set forth.

Given under my hand and notarial seal this ____ day of _____, 20_____.

Notary Public
My Commission expires: _____

EXHIBIT "A" FOR AT&T EASEMENT

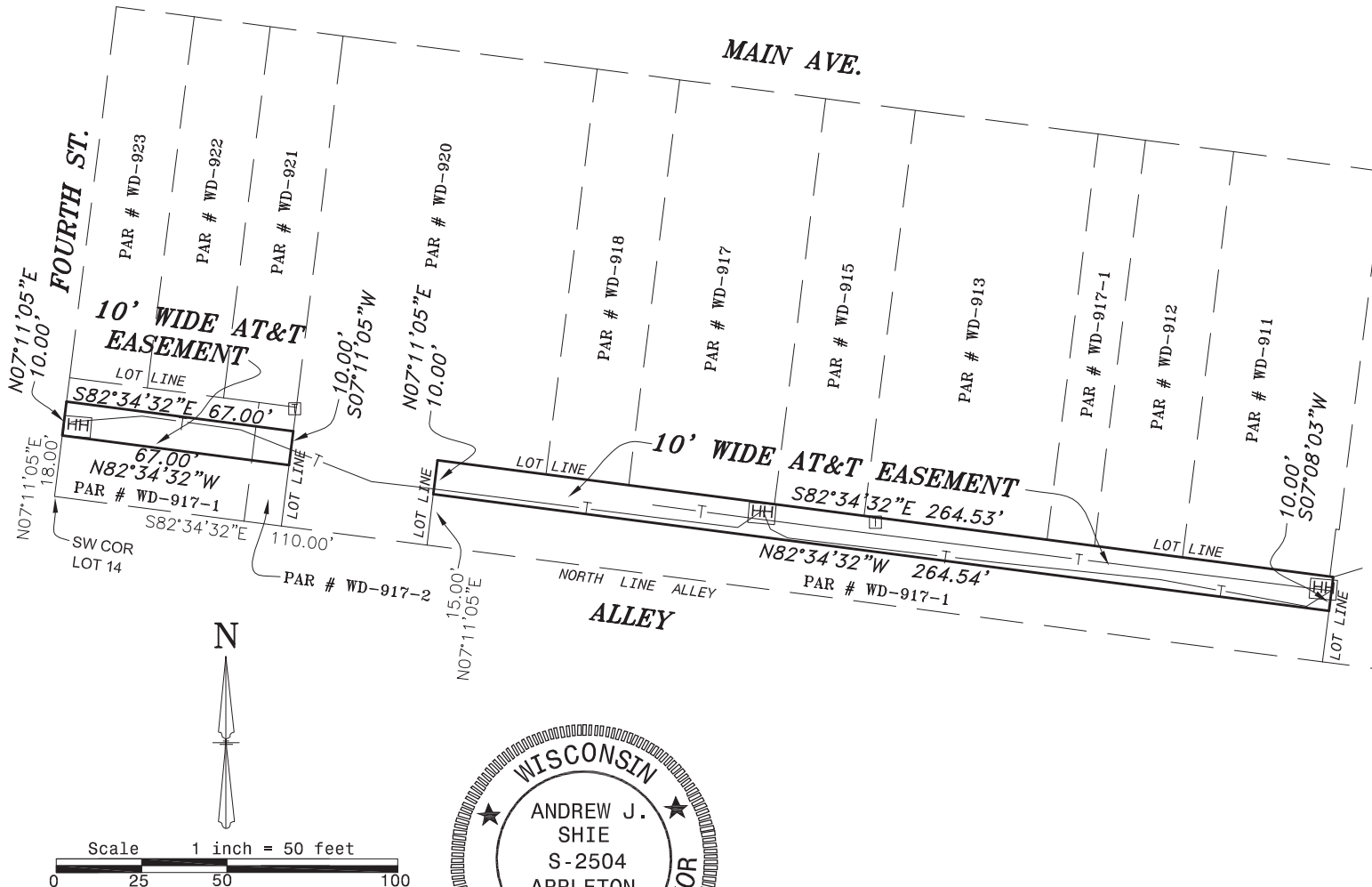
LEGAL DESCRIPTION OF AT&T NON-EXCLUSIVE EASEMENT:

PART OF LOTS 9-14 OF "ORIGINAL PLAT OF WEST DE PERE", IN SECTION 21, TOWNSHIP 23 NORTH, RANGE 20 EAST, CITY OF DE PERE, BROWN COUNTY, WISCONSIN, DESCRIBED AS FOLLOWS:

COMMENCING AT THE SOUTHWEST CORNER OF SAID LOT 14; THENCE NORTH 07 DEGREES 11 MINUTES 05 SECONDS EAST 18.00 FEET, ALONG THE WEST LINE OF SAID LOT 14, TO THE POINT OF BEGINNING; THENCE NORTH 07 DEGREES 11 MINUTES 05 SECONDS EAST 10.00 FEET, ALONG THE WEST LINE OF SAID LOT 14; THENCE SOUTH 82 DEGREES 34 MINUTES 32 SECONDS EAST 67.00 FEET, ALONG THE EAST LINE OF THE WEST 1 FOOT OF SAID LOT 13; THENCE SOUTH 07 DEGREES 11 MINUTES 05 SECONDS WEST 10.00 FEET; THENCE NORTH 82 DEGREES 34 MINUTES 32 SECONDS WEST 67.00 FEET, TO THE POINT OF BEGINNING.

AND

COMMENCING AT THE SOUTHWEST CORNER OF SAID LOT 14; THENCE SOUTH 82 DEGREES 34 MINUTES 32 SECONDS EAST 110.00 FEET, ALONG THE SOUTH LINE OF SAID LOTS 13 AND 14; THENCE NORTH 07 DEGREES 11 MINUTES 05 SECONDS EAST 15.00 FEET, ALONG THE EAST LINE OF THE WEST 44 FEET OF SAID LOT 13, TO THE POINT OF BEGINNING; THENCE NORTH 07 DEGREES 11 MINUTES 05 SECONDS EAST 10.00 FEET, ALONG THE EAST LINE OF THE WEST 44 FEET OF SAID LOT 13; THENCE SOUTH 82 DEGREES 34 MINUTES 32 SECONDS EAST 264.53 FEET, ALONG THE NORTH LINE OF THE SOUTH 25 FEET OF SAID LOTS 9-13; THENCE SOUTH 07 DEGREES 08 MINUTES 03 SECONDS WEST 10.00 FEET, ALONG THE WEST LINE OF THE EAST 22 FEET OF SAID LOT 9; THENCE NORTH 82 DEGREES 34 MINUTES 32 SECONDS WEST 264.54 FEET, TO THE POINT OF BEGINNING.



Andrew J. Shie
8/18/2025

LEGEND



EXISTING AT&T HANDHOLE



EXISTING AT&T UNDERGROUND CABLE

UT# A02FM6K
**FOX VALLEY
LAND SURVEYING**

4321 W. College Ave., Suite 200
Appleton, WI 54914

920-474-5025
PROJECT NO. 232021-3



City of De Pere, Wisconsin

I.8

Request for Plan Commission Action

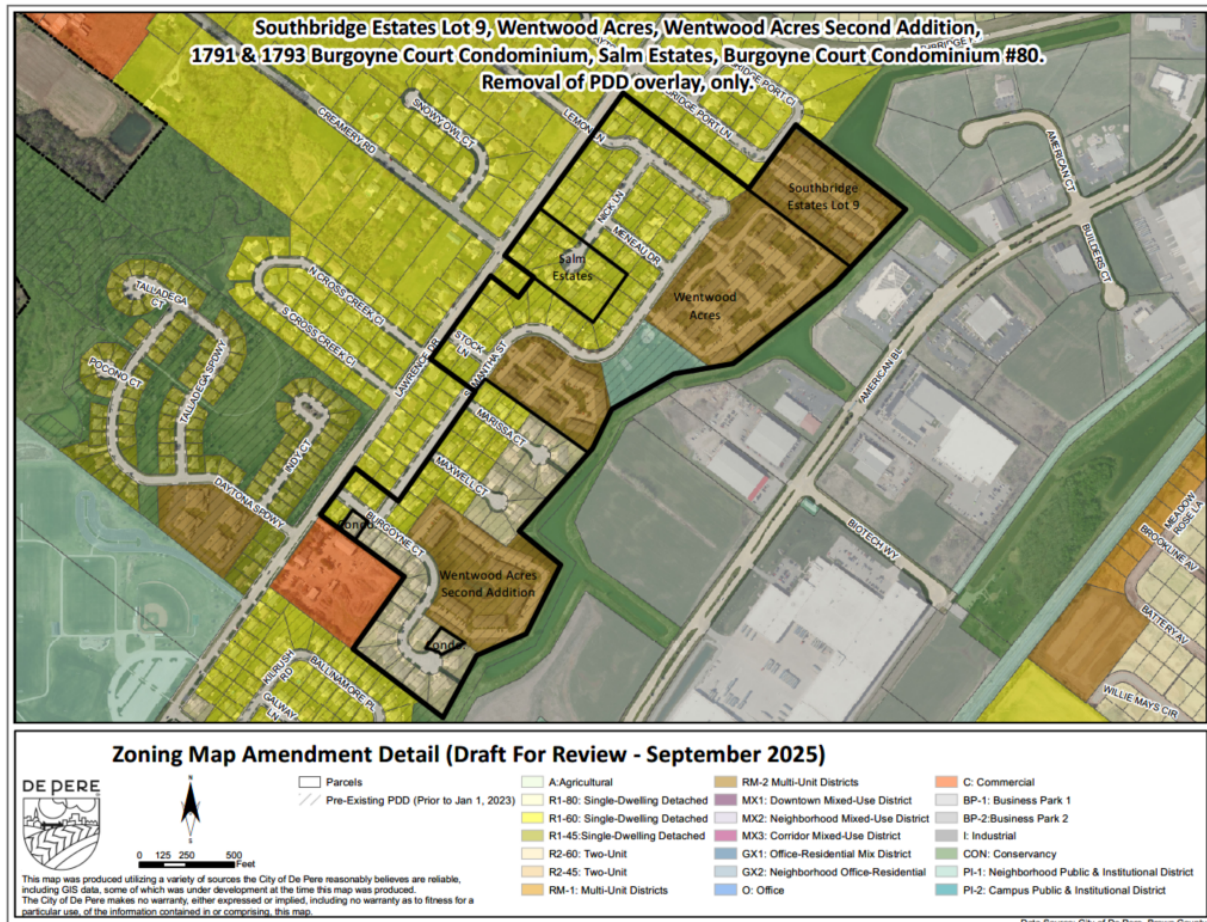
MEETING DATE:	September 22, 2025
DEPARTMENT:	Development Services
FROM:	Peter Schleinz, City Planner/Zoning Administrator
SUBJECT:	Consideration and possible action for a zoning map amendment to remove PDD overlays from 105 parcels, generally located east from Lawrence DR, south from Bridge Port LN, and north from Daytona Speedway.*
RECOMMENDED ACTION:	Motion to approve.

ATTACHMENTS:

PC Report, Application and Supporting Documents - 17 Sep 2025

Consideration and possible action for a zoning map amendment to remove PDD overlays from 105 parcels, generally located east from Lawrence DR, south from Bridge Port LN, and north from Daytona Speedway.*

SITE MAP



REQUESTED ACTION: Zoning Map Amendment Request to remove PDD Overlays (File ZMA 25-07).

NOTE: The request is for removing PDD overlays on 4 subdivisions and 2 condominiums:

1. Southbridge Estates (Lot 9)
2. Wentwood Acres
3. Wentwood Acres Second Addition
4. 1791 & 1793 Burgoyne Court Condominium
5. Salm Estates
6. Burgoyne Court Condominium #80

COMMON DESCRIPTION: 105 parcels generally located east from Lawrence DR, south from Bridge Port LN, and north from Daytona Speedway.

SURROUNDING LAND USES: One-Unit Residential (R1-60) and Storm Pond (CON) to the north. Nursery (C), One-Unit Residential (R1-60), and Storm Pond (CON) to the south. Storm Pond (CON) and Business Park (BP-1, BP-2) to the east. One Unit Residential (R1-60, R1-45 PDD, CON PDD) to the west.

COMPREHENSIVE PLAN: Neighborhood Residential (Including Multi-Family), Multi-Family Residential, Parks and Recreation.

APPLICANT / OWNERS: Authorized Representative Property Owner
City of De Pere Multiple (105 parcels)
ATTN: Peter Schleinz
335 N Broadway ST
De Pere, WI 54115

LAND USE HISTORY: After a review of air photographs, the general subject area began developing before 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 105 parcels, which includes the underlying R1-60, R2-60, RM-2, and PI-1 Districts. The zoning district names were updated in 2023 with regulations that closely match the original zoning districts that were created between 2001 and 2003.

The underlying zoning districts are not proposed for change. Only the PDD overlays, also created between 2001 and 2003, are proposed to be removed.

Specific details about the PDD overlays and each of the six areas 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 six separately, or on all six 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), Multi-Family Residential, and Parks and Recreation.

CLIP FROM FUTURE LAND USE MAP



Desired Development Patterns

The underlying R1-60, R2-60, RM-2, and PI-1 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 four specific PDD overlay areas. One PDD overlay was created with each of the referenced subdivisions. The PDD Overlay for the two condominiums was created with the Wentwood Acres Second Addition subdivision. The PDD overlays established only the residential uses for the lots. No zoning regulations were created or modified.

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

The request is to remove two PDD overlays from four subdivisions and two condominium plats. Below is a summary for each with details about the specific PDD overlay and the impacts of removing the PDD overlay.

1. Southbridge Estates (Lot 9)

The subdivision was recorded on March 21, 2001, with 16 one-unit lots and one multi-unit lot. Only the multi-unit lot, Lot 9, has a PDD Overlay.

The PDD Overlay approval date was not precise in the subdivision file records, and was either the date the subdivision was recorded in 2001, or shortly after in 2002. The more likely date is 2001 as that is when the subdivision became a recorded document. The PDD Overlay did not change existing Zoning Ordinance regulations.

Removing the PDD overlay would not change anything because the subdivision already utilizes the existing Zoning Ordinance regulations today. No additional benefits are offered by the PDD overlay.

2. Wentwood Acres

The subdivision was recorded on August 2, 2001, with 37 one-unit lots, two multi-unit lots, and one lot for a city-owned park.

The PDD Overlay was approved in August 2001 with the Wentwood Acres subdivision. The PDD Overlay did not change existing Zoning Ordinance regulations.

Removing the PDD overlay would not change anything because the subdivision already utilizes the existing Zoning Ordinance regulations today. No additional benefits are offered by the PDD overlay.

3. Wentwood Acres Second Addition

The subdivision was recorded on March 2, 2003, with 18 one-unit lots, 27 two-unit lots, and one multi-unit lot.

The PDD Overlay was approved in March 2003 with the Wentwood Acres Second Addition subdivision. The PDD Overlay did not change existing Zoning Ordinance regulations.

Removing the PDD overlay would not change anything because the subdivision already utilizes the existing Zoning Ordinance regulations today. No additional benefits are offered by the PDD overlay.

4. 1791 & 1793 Burgoyne Court Condominium

The condominium plat was recorded on October 8, 2003, for a two-unit residential structure.

The PDD Overlay was approved in March 2003 with the Wentwood Acres

Second Addition subdivision. The PDD Overlay did not change existing Zoning Ordinance regulations

Removing the PDD overlay would not change anything because the subdivision already utilizes the existing Zoning Ordinance regulations today. No additional benefits are offered by the PDD overlay.

5. Salm Estates

The subdivision was recorded on December 29, 2003, with 8 one-unit lots.

The PDD Overlay was approved in December 2023 with the Salm Estates subdivision. The PDD Overlay did not change existing Zoning Ordinance regulations.

Removing the PDD overlay would not change anything because the subdivision already utilizes the existing Zoning Ordinance regulations today. No additional benefits are offered by the PDD overlay.

6. Burgoyne Court Condominium #80

The condominium plat was recorded on March 9, 2006, for a two-unit residential structure.

The PDD Overlay was approved in March 2003 with the Wentwood Acres Second Addition subdivision. The PDD Overlay did not change existing Zoning Ordinance regulations

Removing the PDD overlay would not change anything because the subdivision already utilizes the existing Zoning Ordinance regulations today. No additional benefits are offered by the PDD overlay.

STAFF REVIEW SUMMARY

The PDD Overlays were created in four pieces during the creation of the above referenced four subdivisions between the years 2001 and 2003. The PDD Overlays already existed when the two condominium plats were created within one of the subdivisions in years 2003 and 2006.

The PDD Overlays only established the residential lot configurations and residential uses around the time the subdivisions were recorded. The PDD Overlays provide 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 105 parcels were notified by mail. One inquiry was made by a property owner seeking clarity about the removal of the PDD Overlays. The public hearing is tentatively scheduled for the October 21, 2025, Common Council meeting.

STAFF RECOMMENDATION:

Staff recommends APPROVAL of the request for a zoning map amendment to remove PDD overlays from 105 parcels, generally located generally located east from Lawrence DR, south from Bridge Port LN, and north from Daytona Speedway. 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:

Sep 17, 2025, 12:35PM EDT

Planning & Zoning Department

Parcel Number: (Include ALL parcels)	WD-1148, WD-1265, WD-1266, WD-1267, WD-1268, WD-1269, WD-1270, WD-1271, WD-1272, WD-1273, WD-1274, WD-1275, WD-1276, WD-1277, WD-1278, WD-1279, WD-1280, WD-1281, WD-1282, WD-1283, WD-1284, WD-1285, WD-1286, WD-1287, WD-1288, WD-1289, WD-1290, WD-1291, WD-1292, WD-1293, WD-1294, WD-1295, WD-1296, WD-1297, WD-1298, WD-1299, WD-1300, WD-1301, WD-1302, WD-1303, WD-1304, WD-1305, WD-1306, WD-1307, WD-1308, WD-1309, WD-1310, WD-1311, WD-1312, WD-1456, WD-1457, WD-1458, WD-1459, WD-1465, WD-1466, WD-1467, WD-1468, WD-1469, WD-1470, WD-1476, WD-1477, WD-1478, WD-1479, WD-1480, WD-1481, WD-1482, WD-1483, WD-1485, WD-1486, WD-1487, WD-1488, WD-1489, WD-1490, WD-1491, WD-1492, WD-1493, WD-1494, WD-1495-1, WD-1496, WD-1497, WD-1499, WD-1500, WD-1501, WD-1578, WD-1579, WD-1580, WD-1581, WD-1582, WD-1583, WD-1584, WD-1585, WD-1766, WD-1767, WD-1854, WD-1855, WD-1856, WD-1857, WD-1858, WD-1859, WD-1860, WD-1861, WD-1862, WD-1863, WD-1889, WD-1890
Nearest property address to the project site:	Street Address: , generally located east from Lawrence DR, south from Bridge Port LN, and north from Daytona Speedway 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 RM-2 PI-1
Proposed De Pere Zoning Districts:	R1-60 R2-60 RM-2 PI-1
Existing Site Land Uses:	Residential Public & Civic
Proposed Site Land Uses:	Residential Public & Civic
Does the project comply with the Comprehensive Plan?	Yes
Has City Staff been contacted for a preapplication meeting?	Yes

Property Owner:		First Name: Various Last Name: Various
Is the property owner's address the same as the nearest property address?		Yes
Property Owner's Phone Number:		9203394043
Property Owner's Email Address:		pschleinz@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: Schleinz
Authorized Representative's Business Name:		City of De Pere
Authorized Representative's Phone Number:		9203394043
Authorized Representative's Email Address:		pschleinz@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.docx
How do you plan on paying for your application?		City is the petitioner
Total Due:		\$350.00
Signature Data	First Name: Peter Last Name: Schleinz Email Address: pschleinz@deperewi.gov  Signed at: September 17, 2025 12:35pm America/New_York	

Legal Descriptions

All 105 Parcels Included in Project

WD-1148, WD-1265, WD-1266, WD-1267, WD-1268, WD-1269, WD-1270, WD-1271, WD-1272, WD-1273, WD-1274, WD-1275, WD-1276, WD-1277, WD-1278, WD-1279, WD-1280, WD-1281, WD-1282, WD-1283, WD-1284, WD-1285, WD-1286, WD-1287, WD-1288, WD-1289, WD-1290, WD-1291, WD-1292, WD-1293, WD-1294, WD-1295, WD-1296, WD-1297, WD-1298, WD-1299, WD-1300, WD-1301, WD-1302, WD-1303, WD-1304, WD-1305, WD-1306, WD-1307, WD-1308, WD-1309, WD-1310, WD-1311, WD-1312, WD-1456, WD-1457, WD-1458, WD-1459, WD-1465, WD-1466, WD-1467, WD-1468, WD-1469, WD-1470, WD-1476, WD-1477, WD-1478, WD-1479, WD-1480, WD-1481, WD-1482, WD-1483, WD-1485, WD-1486, WD-1487, WD-1488, WD-1489, WD-1490, WD-1491, WD-1492, WD-1493, WD-1494, WD-1495-1, WD-1496, WD-1497, WD-1499, WD-1500, WD-1501, WD-1578, WD-1579, WD-1580, WD-1581, WD-1582, WD-1583, WD-1584, WD-1585, WD-1766, WD-1767, WD-1854, WD-1855, WD-1856, WD-1857, WD-1858, WD-1859, WD-1860, WD-1861, WD-1862, WD-1863, WD-1889, WD-1890

Parcel WD-1148

Lot 9 of Southbridge Estates, Doc. #1801011, Brown County Records, part of Williams Grant Lot 110, in the City of De Pere, Brown County, Wisconsin.

Parcels WD-1265, WD-1266, WD-1267, WD-1268, WD-1269, WD-1270, WD-1271, WD-1272, WD-1273, WD-1274, WD-1275, WD-1276, WD-1277, WD-1279, WD-1280, WD-1281, WD-1282, WD-1283, WD-1284, WD-1285, WD-1286, WD-1287, WD-1288, WD-1289, WD-1290, WD-1291, WD-1292, WD-1293, WD-1294, WD-1298, WD-1299, WD-1300, WD-1301, WD-1305, WD-1306, WD-1307, WD-1308, WD-1309, WD-1310, WD-1311, WD-1312

Lots 1-40 of Wentwood Acres, Doc. #1831312, Brown County Records, part of Williams Grant Lots 106-109, in the City of De Pere, Brown County, Wisconsin.

Parcels WD-1456, WD-1457, WD-1458, WD-1459, WD-1465, WD-1466, WD-1467, WD-1468, WD-1469, WD-1470, WD-1476, WD-1477, WD-1478, WD-1479, WD-1480, WD-1481, WD-1482, WD-1483, WD-1485, WD-1486, WD-1487, WD-1488, WD-1489, WD-1490, WD-1491, WD-1492, WD-1493, WD-1494, WD-1495-1, WD-1496, WD-1499, WD-1500, WD-1501, WD-1766, WD-1767, WD-1854, WD-1855, WD-1856, WD-1857, WD-1858, WD-1859, WD-1860, WD-1861, WD-1862, WD-1863, WD-1889, WD-1890

Lots 52-97 and Outlot 1 of Wentwood Acres Second Addition, Doc. #1993138, Brown County Records, part of Williams Grant Lots 104-106, in the City of De Pere, Brown County, Wisconsin.

Parcels WD-1889, WD-1890

Units 1791-1793 of 1791 & 1793 Burgoyne Court Condominium together with und interest in common elements, Doc. #2647379, Brown County Records, Lot 94 of Wentwood Acres Second Addition, Doc. #1993138, part of Williams Grant Lots 104-105, in the City of De Pere, Brown County, Wisconsin.

Parcel WD-1148

Lots 1-8 of Salm Estates, Doc. #2087294, Brown County Records, part of Williams Grant Lot 108, in the City of De Pere, Brown County, Wisconsin.

Parcels WD-1766, WD-1767

Units 1-2 of Burgoyne Court Condominium #80 together with und interest in common elements, Doc. #2647379, Brown County Records, Lot 80 of Wentwood Acres Second Addition, Doc. #1993138, part of Williams Grant Lot 104, in the City of De Pere, Brown County, Wisconsin.

PDD, PIP, and Plat Approvals

Southbridge Estates Lot 9

PDD overlay approved in 2002 after the creation of the Southbridge Estates plat to establish lot use. No Zoning Ordinance regulations were modified. No PIP. Plat recorded 21 Mar 2001.

Wentwood Acres

PDD overlay approved in 2001 as part of the Wentwood Acres plat to establish lot uses. No Zoning Ordinance regulations were modified. No PIP. Plat recorded 02 Aug 2001.

Wentwood Acres Second Addition

PDD overlay approved in 2003 as part of the Wentwood Acres Second Addition plat to establish lot uses. No Zoning Ordinance regulations were modified. No PIP. Plat recorded 02 Mar 2023.

1791 & 1793 Burgoyne Court Condominium

PDD overlay was the 2003 PDD overlay with Wentwood Acres Second Addition. No PIP. Plat recorded 08 Oct 2003.

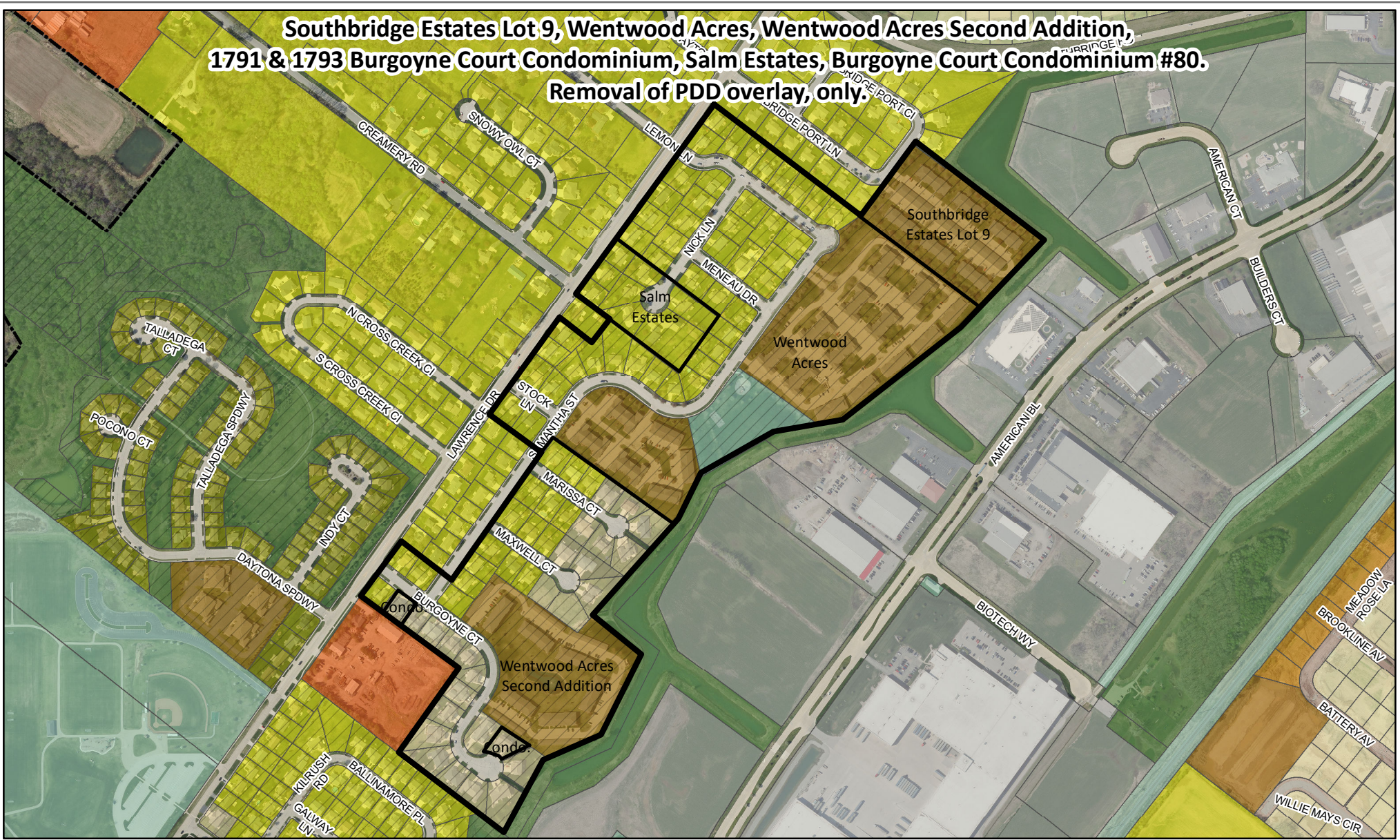
Salm Estates

PDD overlay approved in 2003 as part of the Salm Estates plat to establish lot uses. No Zoning Ordinance regulations were modified. No PIP. Plat recorded 29 Dec 2003.

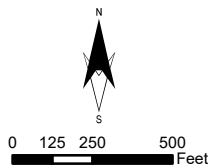
Burgoyne Court Condominium #80

PDD overlay was the 2003 PDD overlay with Wentwood Acres Second Addition. No PIP. Plat recorded 09 Mar 2006.

**Southbridge Estates Lot 9, Wentwood Acres, Wentwood Acres Second Addition,
1791 & 1793 Burgoyne Court Condominium, Salm Estates, Burgoyne Court Condominium #80.
Removal of PDD overlay, only.**



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



- Parcels
- Pre-Existing PDD (Prior to Jan 1, 2023)

- | | | |
|--|---|---|
| A: Agricultural | RM-2 Multi-Unit Districts | C: Commercial |
| 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.



City of De Pere, Wisconsin

I.9

Request for Plan Commission Action

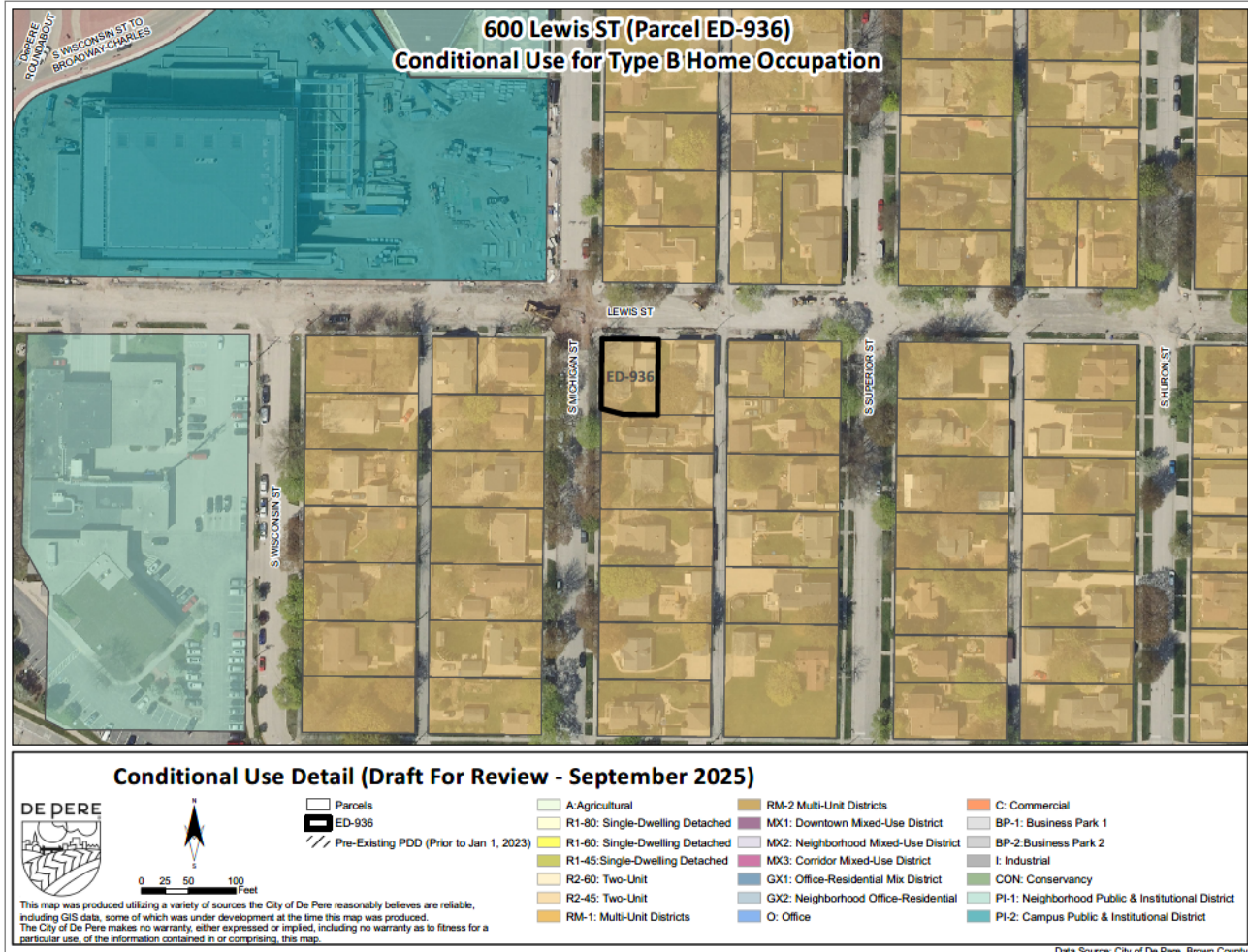
MEETING DATE:	September 22, 2025
DEPARTMENT:	Development Services
FROM:	Peter Schleinz, City Planner/Zoning Administrator
SUBJECT:	Consideration and possible action for a conditional use of Type B Home Occupation in a R2-45 (Two-Unit) District at 600 Lewis ST (Parcel ED-936).*
RECOMMENDED ACTION:	Motion to approve.

ATTACHMENTS:

PC Report, Application and supporting documents - 19 Aug 2025, Conditional Use

Consideration and possible action for a conditional use of Type B Home Occupation in a R2-45 (Two-Unit) District at 600 Lewis ST (Parcel ED-936).*

SITE MAP



REQUESTED ACTION:

Conditional use request (File CU 25-03).

Type B home occupations are those in which household residents use their home as a place of work and either one non-resident employee or customer comes to the site.

The specific home occupation is gunsmithing related to gun repair and online sales. A customer coming to the site requires a conditional use.

COMMON DESCRIPTION:

600 Lewis Street, located southeast of the Lewis ST and S Michigan ST intersection.

SURROUNDING LAND USES:

One-Unit Residential (R2-45) to the north, south and west.
Two-Unit Residential (R2-45) to the east.
Cultural Center (PI-2) to the northwest.

COMPREHENSIVE PLAN:

Neighborhood Residential (Including Multi-Family).

APPLICANT / OWNER: Applicant and Property Owner
Daniel Farnsworth
600 Lewis ST
De Pere, WI 54115

LAND USE HISTORY: After a review of air photographs, the site has been developed for residential uses prior to 1938 air photographs.

STAFF REVIEW: When reviewing a conditional use request, staff and Plan Commission consider the following:

- Review criteria and standards, from Zoning Ordinance 14-123(9), are required for all conditional use requests. The criteria are listed below with the petitioner's responses from the application form.
- General regulations and supplemental regulations, from Zoning Ordinance 14-78(8)(c)(7) and (8), are included for Type B Home Occupations. The criteria are listed below with the petitioner's responses from a separate document.

Conditional Use Review Criteria and Standards

1. That the establishment, maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety or general welfare;

Petitioner's response: *To establish a home-based workshop that operates discreetly and aligns with public health, safety, and general welfare standards, I will*

1. *****Discreet Operations****: The workshop will be designed to resemble a typical home-based business, utilizing unmarked entrances and minimizing external signs that indicate a gunsmithing operation.*
2. *****Safety Protocols****: I will enforce strict safety measures, including secure storage for all equipment and materials, ensuring that all operations comply with local and federal regulations regarding handling tools and materials.*
3. *****Noise Control****: To prevent any noise disturbances, I will utilize soundproofing materials and equipment designed to operate quietly, ensuring that my activities do not draw attention from neighbors.*
4. *****Zoning Compliance****: I will thoroughly research local zoning laws and obtain all necessary permits for a home-based workshop, ensuring that my operations remain compliant and unnoticeable.*
5. *****Community Engagement****: I will engage with neighbors by maintaining open lines of communication regarding my business activities, addressing any concerns they may have without disclosing specific details about the nature of the work.*
6. *****Emergency Preparedness****: I will develop a comprehensive emergency plan, focusing on standard safety practices that do not reveal the specific nature of the workshop, ensuring that both my family and neighbors are prepared in case of emergencies.*
7. *****Education and Training****: I will offer general workshops on safe handling of tools and materials that are applicable to various hobbies,*

promoting community safety without highlighting the specifics of gunsmithing.

By implementing these strategies, I aim to create a home-based workshop that operates smoothly and discreetly, ensuring compliance with all relevant regulations while prioritizing the safety and welfare of the community.

2. That the uses, values and enjoyment of surrounding properties for purposes already permitted in the district will not be substantially impaired or diminished by the establishment, maintenance or operation of the proposed conditional use;

Petitioner's response: To ensure that the establishment and operation of my home-based workshop does not substantially impair or diminish the uses, values, and enjoyment of surrounding properties, I will take the following steps:

1. *****Minimal Foot Traffic****: I will limit customer visits to appointments only, reducing any potential disruption to the neighborhood and ensuring minimal foot traffic that could affect the residential atmosphere.*
2. *****Professional Appearance****: The workshop will be designed to blend in with the residential character of the neighborhood, ensuring that it does not detract from the overall appearance or property values of surrounding homes.*
3. *****Operational Hours****: I will establish reasonable operational hours that align with typical residential activities, avoiding early morning or late-night operations that could disturb neighbors.*
4. *****Noise Management****: By utilizing soundproofing and low-noise equipment, I will minimize any potential noise generated by the workshop, ensuring that it does not interfere with the peaceful enjoyment of nearby properties.*
5. *****Safety and Security Measures****: I will implement robust safety and security measures to prevent any risks associated with the workshop, reassuring neighbors that their properties and well-being are not jeopardized.*
6. *****Community Communication****: I will maintain open communication with neighbors, providing them with updates on my operations and inviting feedback to address any concerns proactively.*
7. *****Impact Assessments****: I will conduct regular assessments to monitor any potential impact on surrounding properties and promptly address any issues that may arise, demonstrating my commitment to being a responsible community member.*

By taking these precautions, I aim to ensure that my home-based workshop enhances rather than detracts from the surrounding properties, maintaining their value and the enjoyment of their owners.

3. That establishment of the conditional use will not impede the normal and orderly development and improvement of surrounding properties for uses permitted in the district;

Petitioner's response: *To ensure that the establishment of my home-based workshop does not impede the normal and orderly development and improvement of surrounding properties I will implement the following measures:*

1. ***Compliance with Zoning Regulations**:* I will adhere strictly to all zoning regulations and guidelines, ensuring that my workshop operates within the permitted uses for the district and does not conflict with future developments in the area.
2. ***Low Impact Operations**:* The workshop will be designed to have a minimal environmental footprint, avoiding any activities that could disrupt the surrounding area or hinder the development of neighboring properties.
3. ***Flexible Space Design**:* I will maintain a flexible workshop design that allows for easy adaptation or relocation in the future, should local development plans change or require adjustments in land use.
4. ***Community Development Awareness**:* I will stay informed about any proposed developments in the area and engage with local planning initiatives to ensure that my operations align with community growth objectives.
5. ***Collaboration with Neighbors**:* I will work collaboratively with neighbors and local stakeholders to understand their development goals and ensure that my workshop complements rather than conflicts with their plans.
6. ***Regular Review and Adaptation**:* I will conduct regular reviews of my operations to ensure they remain in line with the evolving needs of the community and surrounding properties, making necessary adjustments as required.
7. ***Promoting Responsible Practices**:* I will model responsible business practices that encourage the orderly development of the neighborhood, contributing positively to the overall character and growth of the area.

By implementing these measures, I aim to ensure that my home-based workshop supports the normal and orderly development of surrounding properties, fostering a harmonious environment that benefits the entire community.

4. That adequate utilities, access roads, drainage and other necessary improvements have been or are being provided;

Petitioner's response: *To ensure that my home-based workshop has adequate utilities, access roads drainage, and other necessary improvements, I will take the following steps:*

1. ***Utility Assessments**:* I will conduct a thorough assessment of existing utilities, including water, electricity, and sewage, to confirm that my workshop can operate efficiently without straining local infrastructure.
2. ***Access Road Maintenance**:* I will ensure that access roads leading to my property are well-maintained and suitable for any necessary

deliveries or services, promoting safe and easy access for both my operations and the surrounding community.

3. *****Proper Drainage Solutions****: I will implement effective drainage solutions to manage stormwater runoff and prevent flooding, ensuring that my workshop does not contribute to drainage issues in the area.*
4. *****Infrastructure Improvements****: If necessary, I will collaborate with local authorities to make any required infrastructure improvements, ensuring that my operations align with community standards and support local development.*
5. *****Compliance with Local Codes****: I will ensure that all utilities and improvements comply with local building codes and regulations, obtaining any necessary permits before commencing work.*
6. *****Regular Maintenance Plans****: I will establish regular maintenance plans for utilities and access roads to ensure they remain in good condition and do not negatively impact the surrounding properties or infrastructure.*
 - a. THIS INFORMATION, ADDED BY STAFF, CHANGES PETITIONER STATEMENT "6." ABOUT UTILITY AND ACCESS ROAD MAINTANCE PLANS, which are NOT REQUIREMENTS FOR THIS PARTICULAR CONDITIONAL USE.
7. *****Community Feedback****: I will seek feedback from neighbors regarding any concerns related to utilities and access, addressing any issues proactively to maintain a good relationship with the community.*

By taking these steps, I aim to ensure that my home-based workshop is fully supported by adequate utilities and infrastructure, contributing positively to the neighborhood without imposing any burdens on local resources.

5. That adequate measures have been or will be taken to provide ingress and egress that will minimize on- and off-site traffic congestion; and

Petitioner's response: To ensure that my home-based workshop provides adequate ingress and egress while minimizing on- and off-site traffic congestion, I will implement the following measures:

1. *****Designated Access Points****: I will establish clearly marked access points for entering and exiting my property, ensuring that they are easily identifiable to visitors and delivery personnel to facilitate smooth traffic flow.*
2. *****Appointment Scheduling****: I will implement an appointment-based system for customer visits, limiting the number of visitors at any given time to reduce traffic congestion in the area.*
3. *****Flexible Delivery Hours****: I will coordinate delivery schedules to occur during off-peak hours, such as mid-morning or early afternoon, to minimize disruption to local traffic patterns.*
4. *****Traffic Flow Planning****: I will create a traffic flow plan that outlines the best routes for entering and exiting the property, ensuring that vehicles can navigate safely without causing backups on surrounding roads.*

5. *****Signage*****: I will use appropriate signage to guide visitors and delivery drivers, helping them navigate efficiently and reducing confusion that could lead to congestion.
 - a. THIS INFORMATION, ADDED BY STAFF, CHANGES PETITIONER STATEMENT "5." ABOUT SIGNAGE, WHICH IS PROHIBITED:
 - i. Per Zoning Ordinance 14-78(8)(c)7.f., no window display or other public display of any material or merchandise is allowed.
 - ii. Per Zoning Ordinance 14-111 Table 11-3, exterior signage is prohibited.
6. *****Communication with Neighbors*****: I will maintain open communication with neighbors regarding my operational hours and traffic patterns, addressing any concerns they may have about potential congestion.
7. *****Monitoring and Adjustment*****: I will regularly monitor traffic patterns around my workshop and make necessary adjustments to operations or access points to further minimize congestion as needed.

By implementing these measures, I will ensure that my home-based workshop operates smoothly, providing efficient ingress and egress while minimizing any impact on local traffic congestion.

6. That the conditional use complies with all other applicable regulations of this zoning ordinance.

Petitioner's response: To ensure that my home-based workshop complies with all applicable regulations of the zoning ordinance, I will take the following steps:

1. *****Thorough Review of Zoning Ordinance*****: I will conduct a comprehensive review of the local zoning ordinance to understand all applicable regulations and requirements for operating a home-based business.
2. *****Obtain Necessary Permits*****: I will secure all required permits and licenses before establishing my workshop, ensuring compliance with local laws and regulations related to home-based businesses.
3. *****Consultation with Planning Officials*****: I will engage in discussions with local planning officials or zoning officers to clarify any uncertainties regarding compliance and to confirm that my operations align with zoning requirements.
4. *****Adherence to Use Restrictions*****: I will ensure that my business activities fall within the permitted uses for the district, avoiding any activities that could violate zoning restrictions.
5. *****Regular Compliance Audits*****: I will conduct regular self-audits to assess my operations for compliance with zoning regulations, making any necessary adjustments to maintain adherence.
6. *****Community Standards*****: I will strive to operate my workshop in a manner that meets or exceeds community standards, ensuring that my business positively contributes to the neighborhood.
7. *****Documentation and Record-Keeping*****: I will maintain thorough records of all permits, consultations, and compliance measures taken, providing transparency and accountability regarding my operations.

By following these steps, I will ensure that my home-based workshop fully

complies with all applicable regulations of the zoning ordinance, contributing to the orderly development of the community while operating within legal parameters.

7. Provide details that will help with decision-making about the operation of the use. Include hours and days of operations, seasonal operation, shipment/delivery requirements and hours, parking requirements, drop-off zones, queueing lines, height and width of existing and new structures(for wireless telecommunications), etc.

Petitioner's response: Here are the updated operational parameters for my home-based workshop, emphasizing an appointment-only system":

1. *Hours and days of operation*
 - a. *Regular Operating Hours*
 - i. *Monday to Friday: 9:00 AM – 5:00 PM*
 - ii. *Saturday: 10:00 AM – 3:00 PM*
 - iii. *Closed on Sundays*
2. *Seasonal Adjustments: Operate with the same hours year-round, with potential for extended hours during peak seasons (e.g., holiday periods) as needed.*

Appointment System

 - a. *Appointment Only*
 - i. *All customer visits will be by appointment only, ensuring that only one customer is on-site at a time to provide focused service and minimize traffic congestion.*
3. *Shipment and Delivery Requirements and Hours*
 - a. *Delivery Schedule:*
 - i. *Deliveries will be scheduled for weekdays between 10:00 AM and 2:00 PM to avoid peak traffic times.*
 - ii. *Special arrangements can be made for urgent deliveries outside these hours upon prior notice.*
 - b. *Shipping Methods:*
 - i. *Utilize local courier services and standard shipping carriers, ensuring packages are discreetly labeled to maintain privacy.*
4. *Parking Requirements*
 - a. *Street Parking:*
 - i. *Customers will utilize available street parking during their appointments, with clear instructions provided to avoid obstructing traffic or driveways.*
5. *Drop-Off Zones*
 - a. *Drop-Off Area:*
 - i. *While there will not be a designated drop-off zone, customers will be encouraged to use street parking for quick drop-offs.*
6. *Queueing Lines*
 - a. *Queueing Management:*
 - i. *No queueing lines are necessary, as appointments will be*

scheduled to ensure that only one customer is served at a time.

7. *Structure Details*

a. *Existing Structures:*

- i. *The current workshop space is approximately 600 square feet, within the height and width limits established by local zoning regulations.*

b. *New Structures:*

- i. *Any future expansions or modifications will adhere to zoning regulations regarding height (no more than 15 feet) and width, maintaining compatibility with surrounding properties.*

8. *Site Plan Details*

a. *Layout:*

- i. *A site plan will be developed to illustrate the layout of the workshop and available street parking for customers, ensuring clarity regarding the use of space.*

b. *Landscaping:*

- i. *Landscaping will be maintained around the property to enhance aesthetics and provide a buffer between the workshop and neighboring homes.*

By implementing this appointment-only system along with the outlined operational parameters, I aim to ensure a smooth, efficient, and compliant operation of my home-based workshop while minimizing any potential impact on the surrounding community.

General Regulations

- a. Home occupations must be accessory to the use of a dwelling unit for residential purposes. They may not change the character of the residential building they occupy or adversely affect the character of the surrounding neighborhood. Home occupations may not, for example, produce light, noise, vibration, odor, parking demand, or traffic impacts to that are not typical of a residential neighborhood in De Pere. Home occupations must be operated so as not to create or cause a nuisance.

The petitioner's response, summarized by staff from the above information, referenced the proposed Type B Home Occupation as no more than 600 SF of the existing home and any future structural modifications will adhere to the Zoning Ordinance. Landscaping will be maintained to provide a buffer between the proposed workshop and other residential units.

- b. Any tools or equipment used as part of a home occupation must be operated in a manner or sound-proofed so as not to be audible beyond the lot lines of the subject property.

The petitioner's response, summarized by staff from the above information, referenced utilization of soundproofing materials and equipment designed to operate quietly.

- c. External structural alterations or site improvements that change the residential character of the lot upon which a home occupation is located are prohibited. Examples of such prohibited alterations include construction of parking lots, the addition of commercial-like exterior lighting or the addition of a separate building entrance that is visible from abutting streets.

The petitioner's response, summarized by staff from the above information, referenced that any future structural modifications will adhere to the Zoning Ordinance. Landscaping will be maintained to provide a buffer between the proposed workshop and other residential units.

- d. Home occupations and all related activities, including storage (other than the lawful parking or storage of vehicles), must be conducted entirely within the dwelling unit.

The petitioner's response, summarized by staff from the above information, referenced the proposed Type B Home Occupation being part of the existing home.

- e. The area devoted to the conduct of all home occupations present on the property is limited to 25 percent of the dwelling unit's floor area or 650 square feet, whichever is less.

The petitioner's response, summarized by staff from the above information, referenced the Type B Home Occupation being no more than 600 SF of the existing home.

- f. No window display or other public display of any material or merchandise is allowed.

The petitioner's response, summarized by staff from the above information, does not reference the use of any window displays or home occupation signage.

- g. The use or storage of hazardous substances is prohibited, except at the "consumer commodity" level, as that term is defined in 49 C.F.R. Section 171.8.

The petitioner's response, summarized by staff from the above information, does not reference the storage of hazardous substances.

- h. Only one passenger vehicle may be used in the conduct of a home occupation. No other types of vehicles may be parked or stored on the premises. This provision is not intended to prohibit deliveries and pickups by common carrier delivery vehicles (e.g., postal service, united parcel service, Fed Ex, et al.) of the type typically used in residential neighborhoods.

The petitioner's response, summarized by staff from the above information, does not reference the use of a business or company vehicle for the Type B Home Occupation.

Supplemental regulations for Type B Home Occupations

- a. Type B home occupations are allowed only if reviewed and approved in accordance with the conditional use procedures of 14-123, provided that instruction, teaching or tutoring of no more than 4 students at one time is permitted as of right.

The petitioner's response, summarized by staff from the above information, referenced the Type B Home Occupation having only one customer (or in this case, one potential student) on the premises at a time by appointment only.

- b. One nonresident employee is allowed with a Type B home occupation if no customers come to the site at any time. Home occupations that have clients, customers or students coming to the site at any time may not have nonresident employees. For the purpose of this provision, the term "nonresident employee" includes an employee, business partner, co-owner or any other person affiliated with the home occupation, who does not live at the site, but who visits the site as part of the home occupation.

The petitioner's response, summarized by staff from the above information, referenced the Type B Home Occupation with no employees, but one customer may be on the premises at a time by appointment only.

Staff Review Summary

All residential districts, including the R2-45 District, allow for gunsmithing related to gun repair and online sales as a Type A Home Occupation without Plan Commission and Common Council approval. When an employee or a customer option is added to the home occupation, it then becomes a Type B Home Occupation, and an approved conditional use is required.

State statutes identify that a conditional use must be approved if the conditional use addresses all conditions included in the Zoning Ordinance. For De Pere there are 16 conditional use criteria, summarized above in this report, and it appears that all criteria have been addressed or are required to be addressed prior to operation of the use.

The specific conditions must be adhered to. If any conditions are violated, the city may revoke a conditional use and the use must cease. Thus, it is extremely important that the petitioner, and future property owners, be aware of all the conditions that are included with a conditional use, in addition to Zoning Ordinance regulations.

All conditions that the petitioner has agreed to are listed within the 'Staff Recommendation' section of this report.

NEIGHBOR OUTREACH

All property owners within 300 feet of the subject area have been notified of the application via mail. The authorized representative was requested by staff to inform neighbors about the conditional use petition and indicated to staff that he was talking to his neighbors.

At the time this report was written, public comment or concern were received from three property owners to staff and/or their Alder inquiring about the conditional use (315 Wisconsin ST, 339 S Michigan ST, 403 S Michigan ST). One

inquiry was also received from a City Alder that was seeking clarity about home occupations. Any additional comments will be shared at the time of the Plan Commission meeting.

STAFF RECOMMENDATION: Staff recommends APPROVAL of the conditional use request for a Type B Home Occupation in a R2-45 (Two-Unit) District at 600 Lewis ST, subject to the following:

1. Compliance with all state and local laws and regulations, including compliance with all the provisions of De Pere Municipal Code Chapter 14 (Zoning Ordinance).
2. Compliance with the following conditional use supplemental regulations and the attached petitioner's responses in this report:
 - a. Home occupations must be accessory to the use of a dwelling unit for residential purposes. They may not change the character of the residential building they occupy or adversely affect the character of the surrounding neighborhood. Home occupations may not, for example, produce light, noise, vibration, odor, parking demand, or traffic impacts to that are not typical of a residential neighborhood in De Pere. Home occupations must be operated so as not to create or cause a nuisance.
 - b. Any tools or equipment used as part of a home occupation must be operated in a manner or sound-proofed so as not to be audible beyond the lot lines of the subject property.
 - c. External structural alterations or site improvements that change the residential character of the lot upon which a home occupation is located are prohibited. Examples of such prohibited alterations include construction of parking lots, the addition of commercial-like exterior lighting or the addition of a separate building entrance that is visible from abutting streets.
 - d. Home occupations and all related activities, including storage (other than the lawful parking or storage of vehicles), must be conducted entirely within the dwelling unit.
 - e. The area devoted to the conduct of all home occupations present on the property is limited to 25 percent of the dwelling unit's floor area or 650 square feet, whichever is less.
 - f. No window display or other public display of any material or merchandise is allowed.
 - g. The use or storage of hazardous substances is prohibited, except at the "consumer commodity" level, as that term is defined in 49 C.F.R. Section 171.8.
 - h. Only one passenger vehicle may be used in the conduct of a home occupation. No other types of vehicles may be parked or stored on the premises. This provision is not intended to prohibit deliveries and pickups by common carrier delivery vehicles (e.g., postal service, united parcel service, Fed Ex, et al.) of the type typically used in residential neighborhoods.
 - i. Type B home occupations are allowed only if reviewed and approved in accordance with the conditional use procedures of 14-123, provided that instruction, teaching or tutoring of no more

- than 4 students at one time is permitted as or right.
- j. One nonresident employee is allowed with a Type B home occupation if no customers come to the site at any time. Home occupations that have clients, customers or students coming to the site at any time may not have nonresident employees. For the purpose of this provision, the term “nonresident employee” includes an employee, business partner, co-owner or any other person affiliated with the home occupation, who does not live at the site, but who visits the site as part of the home occupation.
3. *Petitioner-initiated regulations for operation of the Type B Home Occupation:*
- a. *Hours and days of operation are Monday to Friday: 9:00 AM – 5:00 PM, Saturday: 10:00 AM – 3:00 PM, Closed on Sundays, with seasonal adjustments for extended hours during peak seasons.*
 - b. *Customer or student visits a limited to one customer or one student on the premises at a time, by appointment only.*
 - ii. *Shipment and Delivery Requirements and Hours are Monday to Friday: 10:00 AM -- 2:00 PM to avoid peak traffic times. No weekend deliveries. Special arrangements outside of the hours are for urgent deliveries, with prior notice, only.*
 - iii. *Shipping Methods utilize local courier services and standard shipping carriers.*
 - c. *Parking Requirements includes street parking for customers with appointments.*
 - d. *There are no designated drop-off zones.*
 - e. *There are no areas for queueing lines as the use is not needed.*
 - f. *The existing workshop space is 600 SF within the existing home. Any future expansions or modifications will adhere to zoning regulations and maintain compatibility with surrounding properties.*
 - g. *Landscaping will be maintained around the property to enhance aesthetics and provide a buffer between the workshop and neighboring homes.*
4. There are multiple petitioner response statements that include “I will...”. The response statements should be clearly defined and/or completed prior to the scheduled Common Council review of the conditional use request. Provide a list of each item and how it is being addressed or completed.
5. Subject to all other regulations for Type B Home Occupations.



Planning/Zoning Application

Planning & Zoning Department

Submitted On:

Aug 19, 2025, 10:20PM EDT

Parcel Number: (Include ALL parcels)	Ed-936
Nearest property address to the project site:	Street Address: 610 Lewis St # 612 City: De pere State: WI Zip: 54115
Check each project type that is being applied for:	Conditional Use
What is the conditional use for?	Occupation Type B
A Conditional Use request requires a detailed narrative (project description) and site plan graphics. For the detailed narrative, would you prefer to attach a PDF document or enter the information directly into this application form?	Enter detailed narrative into the application form
1. That the establishment, maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety or general welfare.	To establish a home-based workshop that operates discreetly and aligns with public health, safety, and general welfare standards, I will implement the following measures: **Discreet Operations**: The workshop will be designed to resemble a typical home-based business, utilizing unmarked entrances and minimizing external signs that indicate a gunsmithing operation. **Safety Protocols**: I will enforce strict safety measures, including secure storage for all equipment and materials, ensuring that all operations comply with local and federal regulations regarding handling tools and materials. **Noise Control**: To prevent any noise disturbances, I will utilize soundproofing materials and equipment designed to operate quietly, ensuring that my activities do not draw attention from neighbors. **Zoning Compliance**: I will thoroughly research local zoning laws and obtain all necessary permits for a home-based workshop, ensuring that my operations remain compliant and unnoticeable. **Community Engagement**: I will engage with neighbors by maintaining open lines of communication regarding my business activities, addressing any concerns they may have without disclosing specific details about the nature of the work. **Emergency Preparedness**: I will develop a comprehensive emergency plan, focusing on standard safety practices that do not reveal the specific nature of the

	workshop, ensuring that both my family and neighbors are prepared in case of emergencies. 7. **Education and Training**: I will offer general workshops on safe handling of tools and materials that are applicable to various hobbies, promoting community safety without highlighting the specifics of gunsmithing. By implementing these strategies, I aim to create a home-based workshop that operates smoothly and discreetly, ensuring compliance with all relevant regulations while prioritizing the safety and welfare of the community.
2. That the uses, values and enjoyment of surrounding properties for purposes already permitted in the district will be not be substantially impaired or diminished by the establishment, maintenance or operation of the proposed conditional use.	To ensure that the establishment and operation of my home-based workshop does not substantially impair or diminish the uses, values, and enjoyment of surrounding properties, I will take the following steps: 1. **Minimal Foot Traffic**: I will limit customer visits to appointments only, reducing any potential disruption to the neighborhood and ensuring minimal foot traffic that could affect the residential atmosphere. 2. **Professional Appearance**: The workshop will be designed to blend in with the residential character of the neighborhood, ensuring that it does not detract from the overall appearance or property values of surrounding homes. 3. **Operational Hours**: I will establish reasonable operational hours that align with typical residential activities, avoiding early morning or late-night operations that could disturb neighbors. 4. **Noise Management**: By utilizing soundproofing and low-noise equipment, I will minimize any potential noise generated by the workshop, ensuring that it does not interfere with the peaceful enjoyment of nearby properties. 5. **Safety and Security Measures**: I will implement robust safety and security measures to prevent any risks associated with the workshop, reassuring neighbors that their properties and well-being are not jeopardized. 6. **Community Communication**: I will maintain open communication with neighbors, providing them with updates on my operations and inviting feedback to address any concerns proactively. 7. **Impact Assessments**: I will conduct regular assessments to monitor any potential impact on surrounding properties and promptly address any issues that may arise, demonstrating my commitment to being a responsible community member. By taking these precautions, I aim to ensure that my home-based workshop enhances rather than detracts from the surrounding properties, maintaining their value and the enjoyment of their owners.
3. That establishment of the conditional use will not impede the normal and orderly development and	To ensure that the establishment of my home-based workshop does not impede the normal and orderly development and improvement of surrounding properties, I will implement the following measures:

improvement of surrounding properties for uses permitted in the district.

1. **Compliance with Zoning Regulations**: I will adhere strictly to all zoning regulations and guidelines, ensuring that my workshop operates within the permitted uses for the district and does not conflict with future developments in the area.
2. **Low Impact Operations**: The workshop will be designed to have a minimal environmental footprint, avoiding any activities that could disrupt the surrounding area or hinder the development of neighboring properties.
3. **Flexible Space Design**: I will maintain a flexible workshop design that allows for easy adaptation or relocation in the future, should local development plans change or require adjustments in land use.
4. **Community Development Awareness**: I will stay informed about any proposed developments in the area and engage with local planning initiatives to ensure that my operations align with community growth objectives.
5. **Collaboration with Neighbors**: I will work collaboratively with neighbors and local stakeholders to understand their development goals and ensure that my workshop complements rather than conflicts with their plans.
6. **Regular Review and Adaptation**: I will conduct regular reviews of my operations to ensure they remain in line with the evolving needs of the community and surrounding properties, making necessary adjustments as required.
7. **Promoting Responsible Practices**: I will model responsible business practices that encourage the orderly development of the neighborhood, contributing positively to the overall character and growth of the area.

By implementing these measures, I aim to ensure that my home-based workshop supports the normal and orderly development of surrounding properties, fostering a harmonious environment that benefits the entire community.

4. That adequate utilities, access roads, drainage and other necessary improvements have been or are being provide.

- To ensure that my home-based workshop has adequate utilities, access roads, drainage, and other necessary improvements, I will take the following steps:
1. **Utility Assessments**: I will conduct a thorough assessment of existing utilities, including water, electricity, and sewage, to confirm that my workshop can operate efficiently without straining local infrastructure.
 2. **Access Road Maintenance**: I will ensure that access roads leading to my property are well-maintained and suitable for any necessary deliveries or services, promoting safe and easy access for both my operations and the surrounding community.
 3. **Proper Drainage Solutions**: I will implement effective drainage solutions to manage stormwater runoff and prevent flooding, ensuring that my workshop does not contribute to drainage issues in the area.

	4. **Infrastructure Improvements**: If necessary, I will collaborate with local authorities to make any required infrastructure improvements, ensuring that my operations align with community standards and support local development. 5. **Compliance with Local Codes**: I will ensure that all utilities and improvements comply with local building codes and regulations, obtaining any necessary permits before commencing work. 6. **Regular Maintenance Plans**: I will establish regular maintenance plans for utilities and access roads to ensure they remain in good condition and do not negatively impact the surrounding properties or infrastructure. 7. **Community Feedback**: I will seek feedback from neighbors regarding any concerns related to utilities and access, addressing any issues proactively to maintain a good relationship with the community. By taking these steps, I aim to ensure that my home-based workshop is fully supported by adequate utilities and infrastructure, contributing positively to the neighborhood without imposing any burdens on local resources.
5. That adequate measures have been or will be taken to provide ingress and egress that will minimize on- and off-site traffic congestion.	To ensure that my home-based workshop provides adequate ingress and egress while minimizing on- and off-site traffic congestion, I will implement the following measures: 1. **Designated Access Points**: I will establish clearly marked access points for entering and exiting my property, ensuring that they are easily identifiable to visitors and delivery personnel to facilitate smooth traffic flow. 2. **Appointment Scheduling**: I will implement an appointment-based system for customer visits, limiting the number of visitors at any given time to reduce traffic congestion in the area. 3. **Flexible Delivery Hours**: I will coordinate delivery schedules to occur during off-peak hours, such as mid-morning or early afternoon, to minimize disruption to local traffic patterns. 4. **Traffic Flow Planning**: I will create a traffic flow plan that outlines the best routes for entering and exiting the property, ensuring that vehicles can navigate safely without causing backups on surrounding roads. 5. **Signage**: I will use appropriate signage to guide visitors and delivery drivers, helping them navigate efficiently and reducing confusion that could lead to congestion. 6. **Communication with Neighbors**: I will maintain open communication with neighbors regarding my operational hours and traffic patterns, addressing any concerns they may have about potential congestion. 7. **Monitoring and Adjustment**: I will regularly monitor traffic patterns around my workshop and make necessary adjustments to operations or

	further minimize congestion as needed. By implementing these measures, I will ensure that my home-based workshop operates smoothly, providing efficient ingress and egress while minimizing any impact on local traffic congestion.
6. That the conditional use complies with all other applicable regulations of this zoning ordinance.	To ensure that my home-based workshop complies with all applicable regulations of the zoning ordinance, I will take the following steps: 1. **Thorough Review of Zoning Ordinance**: I will conduct a comprehensive review of the local zoning ordinance to understand all applicable regulations and requirements for operating a home-based business. 2. **Obtain Necessary Permits**: I will secure all required permits and licenses before establishing my workshop, ensuring compliance with local laws and regulations related to home-based businesses. 3. **Consultation with Planning Officials**: I will engage in discussions with local planning officials or zoning officers to clarify any uncertainties regarding compliance and to confirm that my operations align with zoning requirements. 4. **Adherence to Use Restrictions**: I will ensure that my business activities fall within the permitted uses for the district, avoiding any activities that could violate zoning restrictions. 5. **Regular Compliance Audits**: I will conduct regular self-audits to assess my operations for compliance with zoning regulations, making any necessary adjustments to maintain adherence. 6. **Community Standards**: I will strive to operate my workshop in a manner that meets or exceeds community standards, ensuring that my business positively contributes to the neighborhood. 7. **Documentation and Record-Keeping**: I will maintain thorough records of all permits, consultations, and compliance measures taken, providing transparency and accountability regarding my operations. By following these steps, I will ensure that my home-based workshop fully complies with all applicable regulations of the zoning ordinance, contributing to the orderly development of the community while operating within legal parameters.
Finally, provide details that will help with decisionmaking about the operation of the use. Include hours and days of operations, seasonal operation, shipment/delivery requirements and hours, parking requirements, drop-off zones, queuing lines, height oand width of existing and new structures (for wireless	Here are the updated operational parameters for my home-based workshop, emphasizing an appointment-only system: ### Hours and Days of Operation - **Regular Operating Hours**: - Monday to Friday: 9:00 AM - 5:00 PM - Saturday: 10:00 AM - 3:00 PM - Closed on Sundays - **Seasonal Adjustments**: Operate with the same hours year-round, with

telecommunications, site plan details, etc.

potential for extended hours during peak seasons (e.g., holiday periods) as needed.

Appointment System

- **Appointment Only**:
- All customer visits will be by appointment only, ensuring that only one customer is on-site at a time to provide focused service and minimize traffic congestion.

Shipment and Delivery Requirements and Hours

- **Delivery Schedule**:
- Deliveries will be scheduled for weekdays between 10:00 AM and 2:00 PM to avoid peak traffic times.
- Special arrangements can be made for urgent deliveries outside these hours upon prior notice.
- **Shipping Methods**:
- Utilize local courier services and standard shipping carriers, ensuring packages are discreetly labeled to maintain privacy.

Parking Requirements

- **Street Parking**:
- Customers will utilize available street parking during their appointments, with clear instructions provided to avoid obstructing traffic or driveways.

Drop-Off Zones

- **Drop-Off Area**:
- While there will not be a designated drop-off zone, customers will be encouraged to use street parking for quick drop-offs.

Queuing Lines

- **Queuing Management**:
- No queuing lines are necessary, as appointments will be scheduled to ensure that only one customer is served at a time.

Structure Details

- **Existing Structures**:
- The current workshop space is approximately 600 square feet, within the height and width limits established by local zoning regulations.
- **New Structures**:
- Any future expansions or modifications will adhere to zoning regulations regarding height (no more than 15 feet) and width, maintaining compatibility with surrounding properties.

Site Plan Details

- **Layout**:
- A site plan will be developed to illustrate the layout of the workshop and available street parking for customers, ensuring clarity regarding the use of space.
- **Landscaping**:
- Landscaping will be maintained around the property to enhance aesthetics and

	provide a buffer between the workshop and neighboring homes. By implementing this appointment-only system along with the outlined operational parameters, I aim to ensure a smooth, efficient, and compliant operation of my home-based workshop while minimizing any potential impact on the surrounding community.
Please attach a SITE PLAN GRAPHIC that details the Conditional Use location.	20250819_211943.jpg
Current De Pere Zoning Districts:	R2-45
Existing Site Land Uses:	Residential
Proposed Site Land Uses:	Residential Commercial
Does the project comply with the Comprehensive Plan?	Yes
Has City Staff been contacted for a preapplication meeting?	Yes
Property Owner:	First Name: Daniel Last Name: Farnsworth
Is the property owner's address the same as the nearest property address?	No
Property Owner's Address:	Street Address: 610 Lewis St # 612 City: de pere State: WI Zip: 54115
Property Owner's Phone Number:	9062951218
Property Owner's Email Address:	farnsworth898@gmail.com
Is someone processing the project for the property owner as their authorized representative?	No
How do you plan on paying for your application?	Online with a credit card
Total Due:	\$350.00
Signature Data	First Name: Daniel Last Name: Farnsworth Email Address: farnsworth898@gmail.com

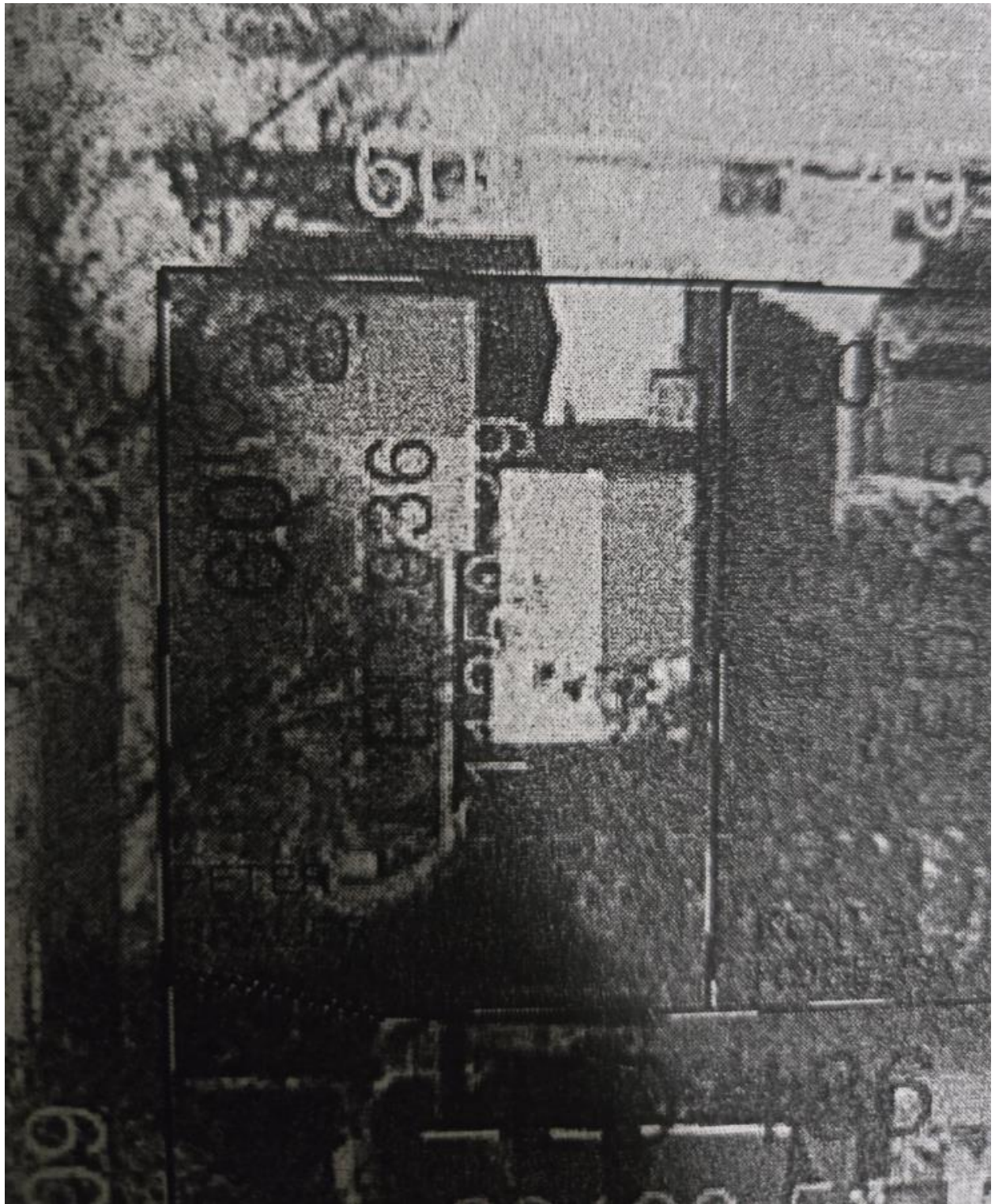
A handwritten signature in black ink, appearing to be 'F. J. [unclear]', written in a cursive style.

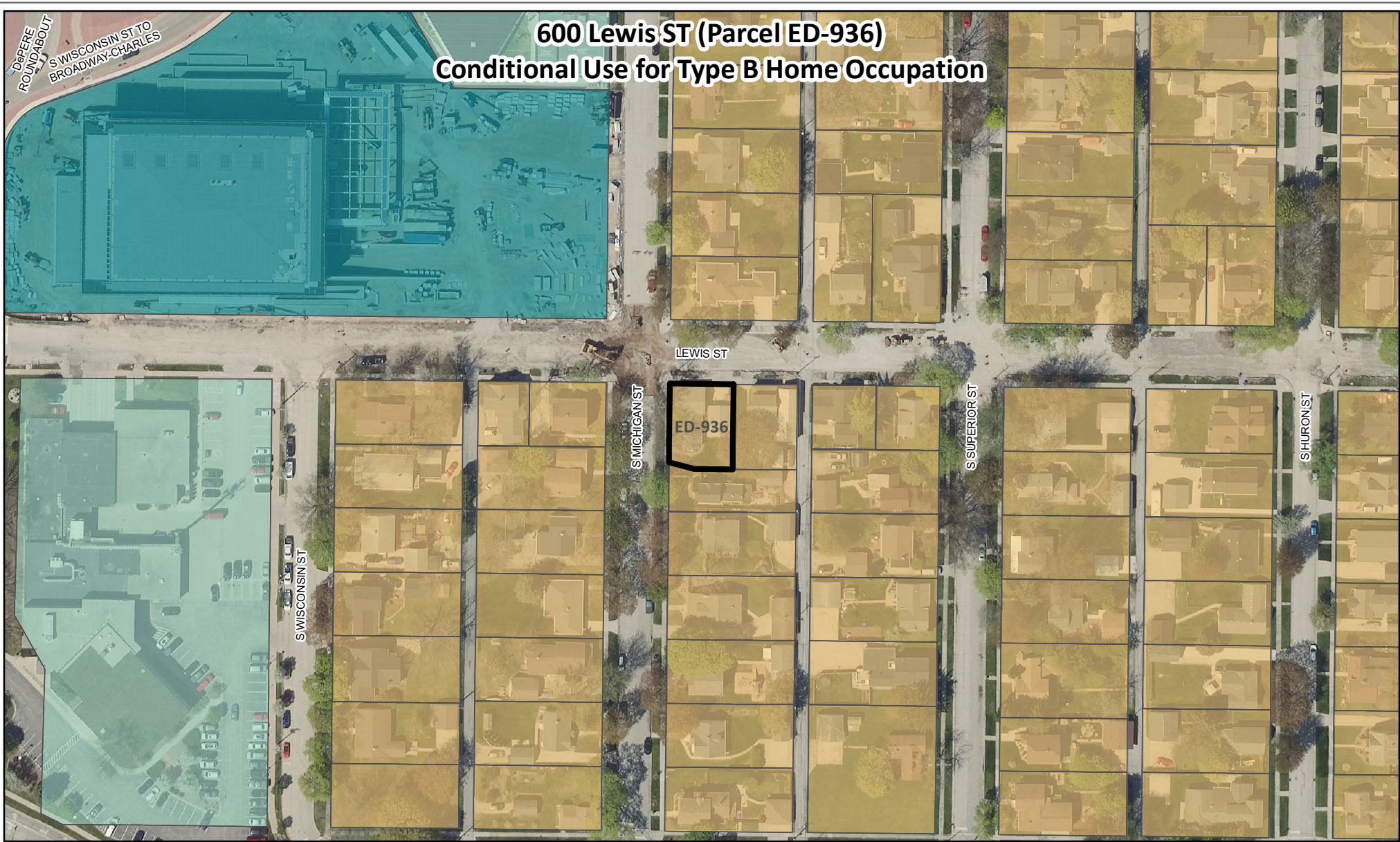
Signed at: August 19, 2025 10:16pm America/New_York

IP Address: 174.253.103.227

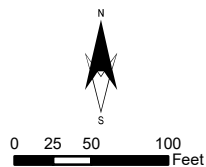
Referrer URL:

User's Session Information





Conditional Use Detail (Draft For Review - September 2025)



- Parcels
- ED-936
- Pre-Existing PDD (Prior to Jan 1, 2023)

- | | | |
|--|---|---|
| A: Agricultural | RM-2 Multi-Unit Districts | C: Commercial |
| 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.



City of De Pere, Wisconsin

I.10

Request for Plan Commission Action

MEETING DATE:	September 22, 2025
DEPARTMENT:	Development Services
FROM:	Peter Schleinz, City Planner/Zoning Administrator
SUBJECT:	Discussion about the Community Living Arrangement use in the De Pere Zoning Ordinance Article VII, and potential Zoning Ordinance revisions to clarify the use.
RECOMMENDED ACTION:	Discussion.

ATTACHMENTS:

Discussion Memo - Community Living Arrangements - 22 Sep 2025, Community Living Arrangements, De Pere C Zoning

CITY OF DE PERE MEMO



To: James Boyd, Mayor
Plan Commission Members

From: Peter Schleinz, Senior Planner | Zoning Administrator

Date: September 22, 2025

RE: **Discussion about the Community Living Arrangement use in the De Pere Zoning Ordinance Article VII, and potential Zoning Ordinance revisions to clarify the use.**

Summary:

The City staff received an inquiry about a 55 unit community living arrangement (assisted living facility) in a C District. The Community living arrangement use is permitted as a residential group living use subcategory in all residential and mixed use districts, but not in the C District.

- The Zoning Ordinance uses State Statute Section 46.03(22) to define community living arrangement, which includes both assisted living facilities and community based residential facilities (CBRF) for adults.

While reviewing the Zoning Ordinance, staff identified changes that may need consideration to further improve the Zoning Ordinance, including the number of facility residents and the permitted zoning districts. Because of the potential need for changes, staff would like to have a conversation about community living arrangements with the Plan Commission.

Zoning Ordinance History:

The former Zoning Ordinance defined the community living arrangement use as either a group home for 5-8 children, or as a CBRF for adults. The CBRF use was potentially created with a planned development district overlay and an approved conditional use in the former R-3, R-4, and B-1 Districts.

The 2023 Zoning Ordinance established separate subcategories for group home use for children and for community living arrangement use. The Community living arrangement use is permitted as a residential group living use subcategory in all residential districts and mixed-use districts but is prohibited in all other districts.

Potential Need for Zoning Ordinance Revisions:

Staff compared community living arrangements in eight Wisconsin municipality Zoning Ordinances. Six were in Brown County (*De Pere, Green Bay, Allouez, Ashwaubenon, Bellevue, Howard*), and two were elsewhere in Wisconsin (*Columbus, Wausau*). Staff identified the following similarities that Plan Commission may want to discuss for potential changes to add to the De Pere Zoning Ordinance:

- The establishment of the number of residents, matching State Statutes, was used in six of the eight Zoning Ordinances. The numbers range from 1-8 residents, 9-15 residents, and 16+ residents in State Statutes and the six Ordinances.

- The removal of community living arrangements from the R1- and R2- Districts for 9+ residents.
- The addition of community living arrangements to the C District for 16+ residents.

For convenience, a table of the compared municipality uses is attached. The zoning districts for other municipalities were transitioned to match the closest comparable De Pere Zoning District. Please be aware that most zoning district transitions were comparable, but not all were a perfect fit.

Staff Recommendation to Plan Commission:

This is a discussion item only, where no formal action will be taken. However, staff is seeking directions from Plan Commission. Plan Commission may want to suggest staff do one of the following:

1. Leave the community living arrangement section of the Zoning Ordinance unchanged.
2. Revise the community living arrangement section of the Zoning Ordinance, as presented, as soon as possible.
3. Revise the community living arrangement section of the Zoning Ordinance; however, wait and make the changes with other revisions that are made periodically/annually.

Staff will be available to discuss to pros and cons to each approach.

Zoning Ordinance Comparisons for Community Living Arrangements

P = Permitted
O = Permitted Above First Floor
C = Conditional Use
- = Prohibited

	R1	R2	RM-1	RM-2	MX1	MX2	MX3	GX1	GX2	O	C	BP-1	BP-2	I	AG	PI-1	PI-2
CLA: 1-8 Residents																	
De Pere	P	P	P	P	O	O	O	P	P	-	-	-	-	-	-	-	-
Green Bay	P	P	P	P	-	P	P	P	P	-	-	-	-	-	-	-	-
Allouez	P	P	P	P	O	O	-	P	P	-	-	-	-	-	-	-	-
Ashwaubenon	-	P	P	P	P	P	P	P	P	-	-	-	-	-	-	-	-
Bellevue	P	P	P	P	P	C	C	P	P	-	-	-	-	-	-	-	-
Howard	P	P	P	P	C	C	C	C	C	-	-	-	-	-	-	-	-
Columbus, WI	P	P	P	P	C	C	-	C	C	-	-	-	-	-	-	-	-
Wausau, WI	P	P	P	P	-	P	P	P	C	-	P	-	-	-	-	P	P
CLA: 9-15 Residents																	
De Pere	P	P	-	P	O	O	O	P	P	-	-	-	-	-	-	-	-
Green Bay	-	-	-	P	C	C	C	C	C	-	-	-	-	-	-	-	-
Allouez	C	C	-	P	O	O	-	P	P	-	-	-	-	-	-	-	-
Ashwaubenon	-	P	-	P	P	P	P	P	P	-	-	-	-	-	-	-	-
Bellevue	C	C	-	P	-	C	C	P	P	-	-	-	-	-	-	C	C
Howard	C	C	-	P	C	C	C	C	C	-	-	-	-	-	-	-	-
Columbus, WI	C	C	-	P	C	C	-	C	C	-	-	-	-	-	-	-	-
Wausau, WI	C	C	-	C	-	C	C	C	C	-	C	-	-	-	-	C	C
CLA: 16+ Residents																	
De Pere	P	P	-	P	O	O	O	P	P	-	-	-	-	-	-	-	-
Green Bay	-	-	-	C	-	C	C	C	C	-	-	-	-	-	-	-	-
Allouez	C	C	-	C	C/O	C/O	-	C	C	-	-	-	-	-	-	-	-
Ashwaubenon	-	P	-	P	P	P	P	P	P	-	-	-	-	-	-	-	-
Bellevue	C	C	-	C	-	C	C	P	P	-	-	-	-	-	-	C	C
Howard	C	C	-	C	C	C	C	C	C	-	-	-	-	-	-	-	-
Columbus, WI	C	C	-	C	C	C	-	C	C	-	-	-	-	-	-	-	-
Wausau, WI	-	-	-	-	-	C	C	C	C	-	C	-	-	-	-	C	C

Note: Other communities zoning categories are "matched" to the closest De Pere zoning category.

Note: In mixed uses, Green Bay allows no less than 3.

Note: Ashwaubenon is like De Pere where number of residents is not established.

Note: The GX uses were used for the Bellevue 'TND District'.

Suggested Changes for De Pere Uses

	R1	R2	RM-1	RM-2	MX1	MX2	MX3	GX1	GX2	O	C	BP-1	BP-2	I	AG	PI-1	PI-2
Community Living Arangement (1-8)																	
De Pere	P	P	P	P	O	O	O	P	P	-	-	-	-	-	-	-	-
Community Living Arangement (9-15)																	
De Pere	-	-	-	P	O	O	O	P	P	-	-	-	-	-	-	-	-
Community Living Arangement (16+)																	
De Pere	-	-	-	P	O	O	O	P	P	-	P	-	-	-	-	-	-

Zoning Ordinance Comparisons for Community Living Arrangements

P = Permitted

O = Permitted Above First Floor

C = Conditional Use

- = Prohibited

	R1	R2	RM-1	RM-2	MX1	MX2	MX3	GX1	GX2	O	C	BP-1	BP-2	I	AG	PI-1	PI-2
CLA: 1-8 Residents																	
De Pere	P	P	P	P	O	O	O	P	P	-	-	-	-	-	-	-	-
Green Bay	P	P	P	P	-	P	P	P	P	-	-	-	-	-	-	-	-
Allouez	P	P	P	P	O	O	-	P	P	-	-	-	-	-	-	-	-
Ashwaubenon	-	P	P	P	P	P	P	P	P	-	-	-	-	-	-	-	-
Bellevue	P	P	P	P	P	C	C	P	P	-	-	-	-	-	-	-	-
Howard	P	P	P	P	C	C	C	C	C	-	-	-	-	-	-	-	-
Columbus, WI	P	P	P	P	C	C	-	C	C	-	-	-	-	-	-	-	-
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Green Bay	-	-	-	P	C	C	C	C	C	-	-	-	-	-	-	-	-
Allouez	C	C	-	P	O	O	-	P	P	-	-	-	-	-	-	-	-
Ashwaubenon	-	P	-	P	P	P	P	P	P	-	-	-	-	-	-	-	-
Bellevue	C	C	-	P	-	C	C	P	P	-	-	-	-	-	-	C	C
Howard	C	C	-	P	C	C	C	C	C	-	-	-	-	-	-	-	-
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Green Bay	-	-	-	C	-	C	C	C	C	-	-	-	-	-	-	-	-
Allouez	C	C	-	C	C/O	C/O	-	C	C	-	-	-	-	-	-	-	-
Ashwaubenon	-	P	-	P	P	P	P	P	P	-	-	-	-	-	-	-	-
Bellevue	C	C	-	C	-	C	C	P	P	-	-	-	-	-	-	C	C
Howard	C	C	-	C	C	C	C	C	C	-	-	-	-	-	-	-	-
Columbus, WI	C	C	-	C	C	C	-	C	C	-	-	-	-	-	-	-	-
Wausau, WI	-	-	-	-	-	C	C	C	C	-	C	-	-	-	-	C	C

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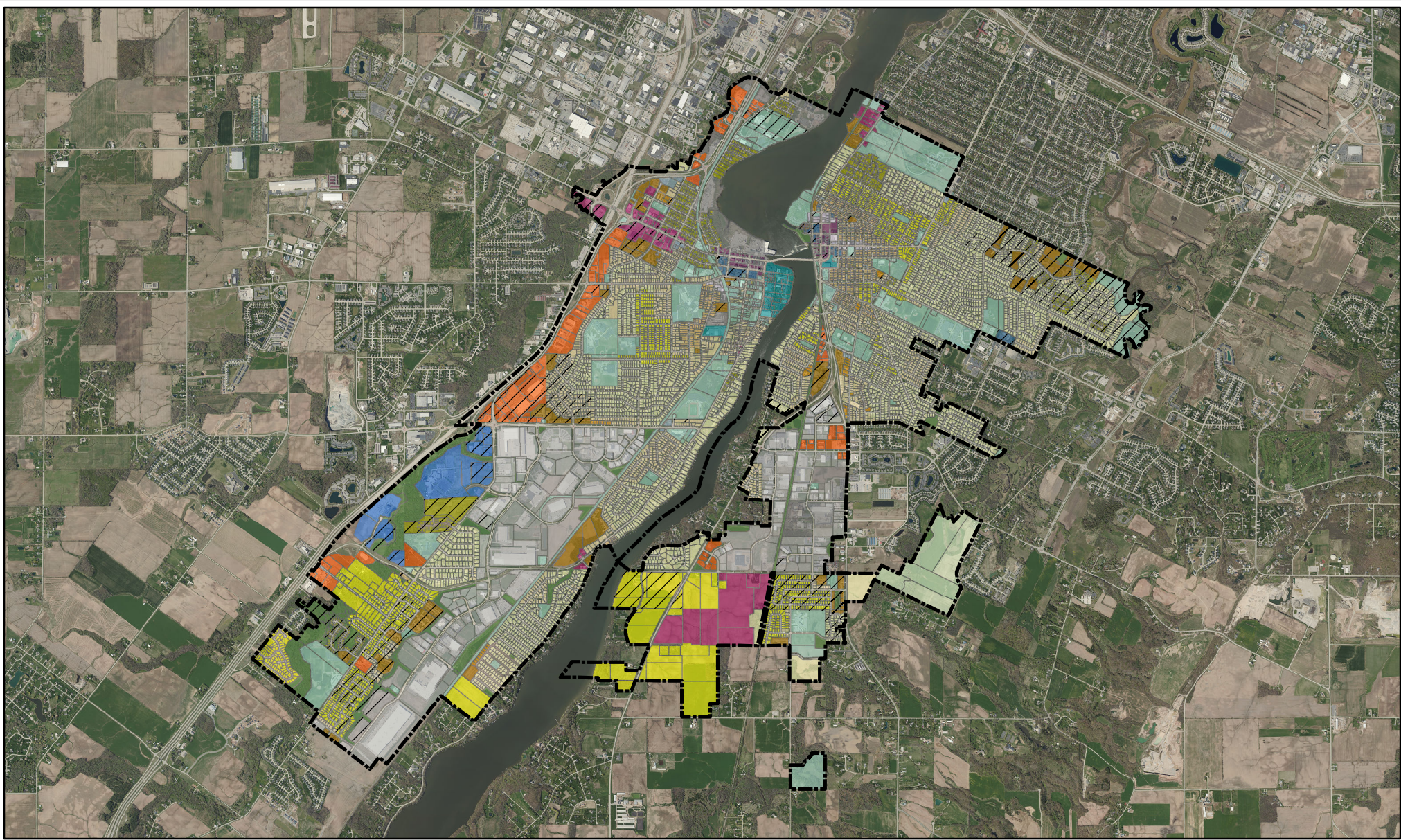
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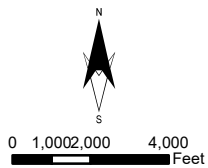
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Suggested Changes for De Pere Uses

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Community Living Arrangement (9-15)																	
De Pere	-	-	-	P	O	O	O	P	P	-	-	-	-	-	-	-	-
Community Living Arrangement (16+)																	
De Pere	-	-	-	P	O	O	O	P	P	-	P	-	-	-	-	-	-



City of De Pere Zoning Districts - September 2025



Parcels

Pre-Existing PDD (Prior to Jan 1, 2023)

A: Agricultural

R1-80: Single-Dwelling Detached

R1-60: Single-Dwelling Detached

R1-45: Single-Dwelling Detached

R2-60: Two-Unit

R2-45: Two-Unit

RM-1: Multi-Unit Districts

RM-2 Multi-Unit Districts

MX1: Downtown Mixed-Use District

MX2: Neighborhood Mixed-Use District

MX3: Corridor Mixed-Use District

GX1: Office-Residential Mix District

GX2: Neighborhood Office-Residential

O: Office

C: Commercial

BP-1: Business Park 1

BP-2: Business Park 2

I: Industrial

CON: Conservancy

PI-1: Neighborhood Public & Institutional District

PI-2: Campus Public & Institutional District

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



Request for Plan Commission Action

MEETING DATE: September 22, 2025
DEPARTMENT: Development Services
FROM: Daniel Lindstrom, Development Services Director
SUBJECT: Discussion about the proposed Comprehensive Plan Update
Draft Chapters - Places (Land Use, Housing, Downtown).
RECOMMENDED ACTION: Discussion.

Discussion.

ATTACHMENTS:

09222025 PC DRAFT Comprehensive Plan Status Update 2, 1. 20XX Imagine De Pere Plan DRAFT SECTIONS - Intro Chapters (Sept 2025), 2. 20XX Imagine De Pere Plan DRAFT SECTIONS - People Chapters (Sept 2025), 3. 20XX Imagine De Pere Plan DRAFT SECTIONS - Place Chapters (Sept 2025), 4. 20XX Imagine De Pere Plan DRAFT Implementation Plan (Sept 2025)

CITY OF DE PERE MEMO



To: Plan Commission Members

From: Daniel J. Lindstrom, AICP, Development Services Director

Date: September 22, 2025

RE: **Discussion about the proposed Comprehensive Plan Update Draft Chapters - Places (Land Use, Housing, Downtown).**

Summary:

Since June 2025, City of De Pere staff has been working with a steering committee to finalize the DRAFT Comprehensive Plan Update. 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 second of the four discussions, and will cover the following topics:

- Places Chapter (Land Use, Housing, downtown added)

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)
3. Systems (Transportation, Natural Resources, Community Facilities/Services)

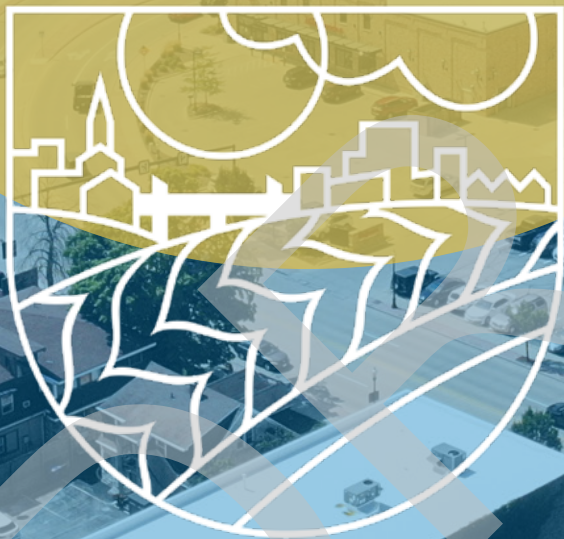
To encourage a productive conversation, staff will present a summary of proposed changes during the meeting.

Next Steps: Public Open House scheduled for September 30, 2025. This second open house will discuss the (1) Comprehensive Plan Update Process, (2) the initial document structure, (3) review of overarching goals from the 2018 Strategic Vision, and (4) the Economic Development, Cultural Resources, Land Use, Housing, and Downtown Sections of the draft plan.

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 Schleinz, 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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DRAFT

01. INTRODUCTION

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 throughout the Imagine De Pere planning process.

OBJECTIVES

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

STRATEGIES

are 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.

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%



25,410
Population



\$80,550
Median Household
Income



Average
Household Size



Median Age



827
Businesses



19,717
Total Employees

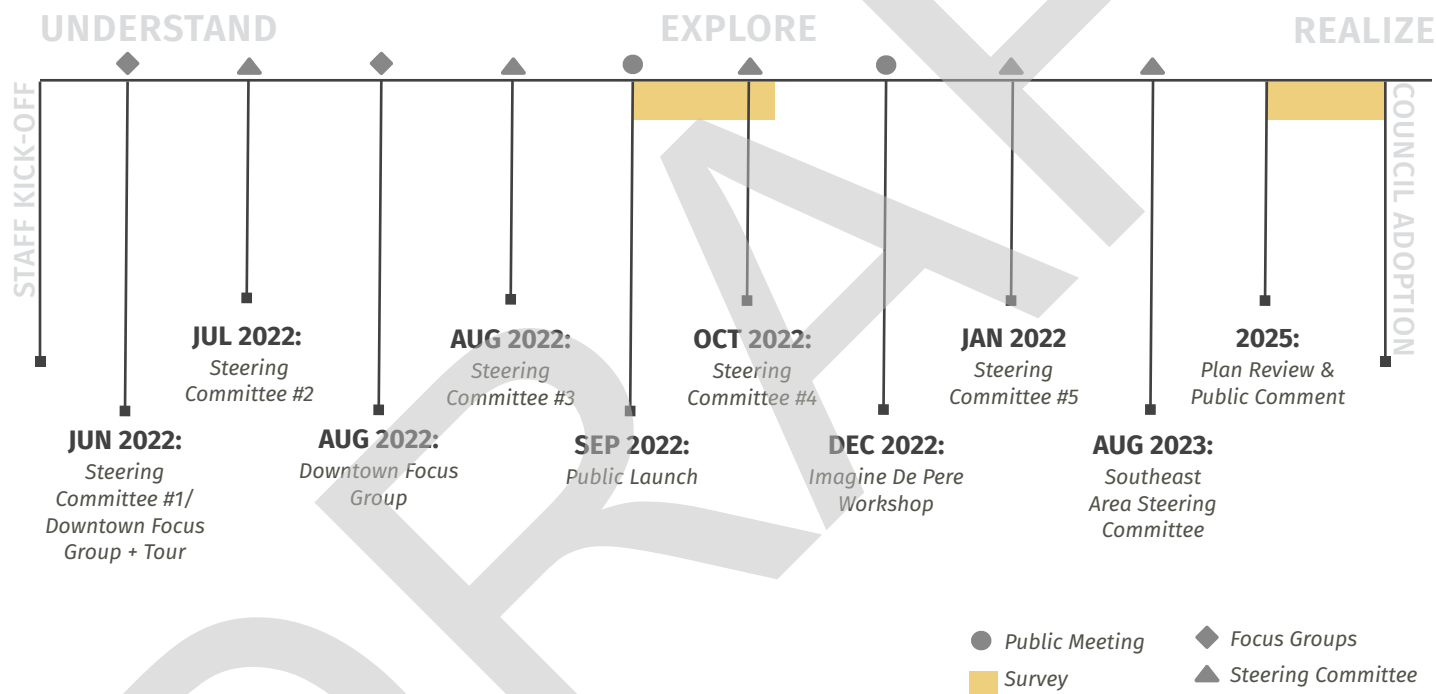


15,249
Daily Commuters to
De Pere



Employment
Rate

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

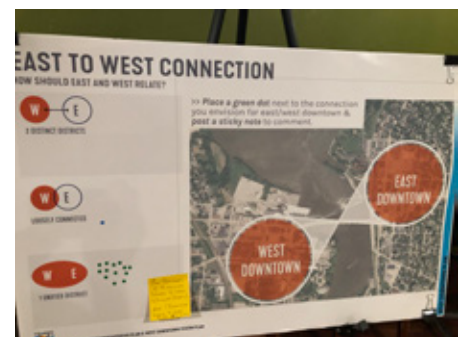
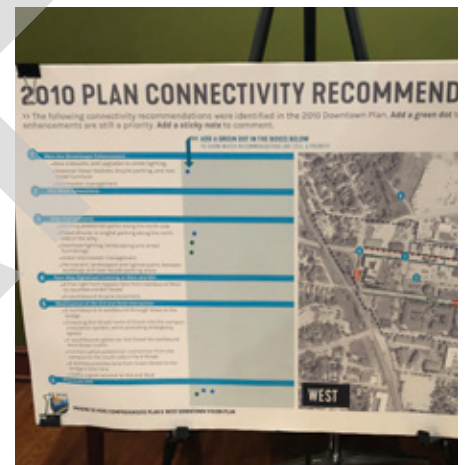
The Imagine De Pere planning process included two public meetings early in the process and three additional informational meetings in 2025. The success of any planning project hinges on effective communication at many levels. The purpose of both meetings were to provide clarity to the community about the intended direction and purpose of the plan and to inform about upcoming events and ways to be involved in the process.

In September 2021, there was a large virtual public launch to introduce the process and survey participation and plan alternatives workshop to confirm plan direction and focus on downtown issues.

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.

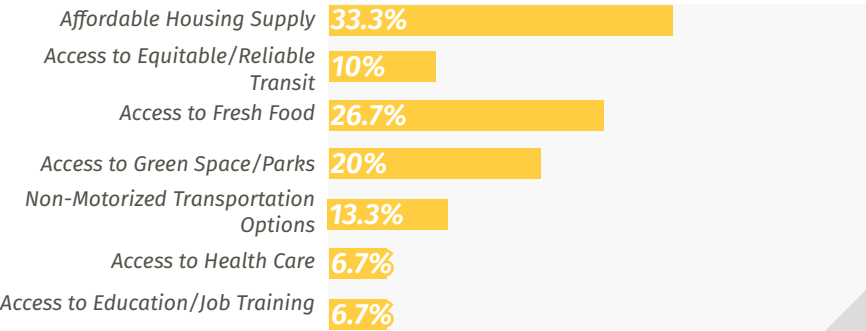


PHASE 1: COMMUNITY SURVEY SUMMARY

Visit the Appendix to view a full survey summary

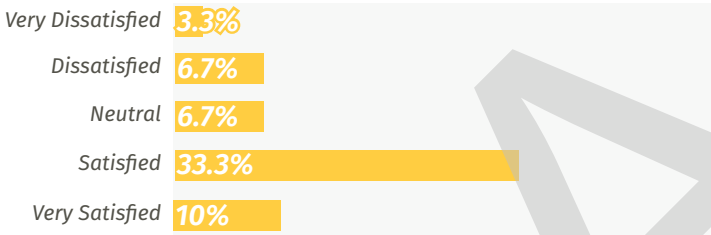
What are the greatest population-related vulnerabilities that De Pere is facing?

* Answered: 14, Skipped: 16



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

* Answered: 18, Skipped: 12



COMMUNITY SURVEY: IDENTIFIED NEEDS

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



VIRTUAL MAPPING ACTIVITY: CONSISTENT THEMES

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

SEE ALSO:

- Community Feedback in Appendix

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1.5 VISION + VALUES

VISION:

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

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

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





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.



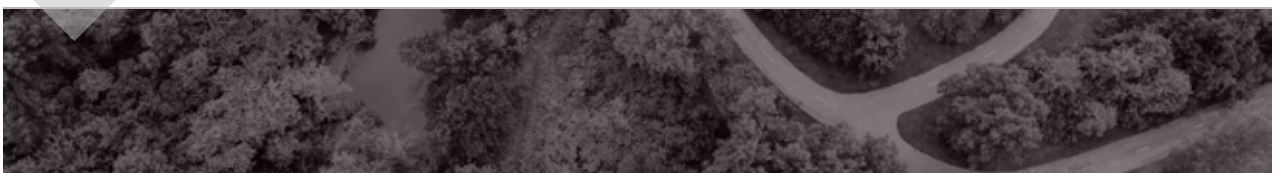
LIVABLE & VIBRANT

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 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

SEE ALSO:

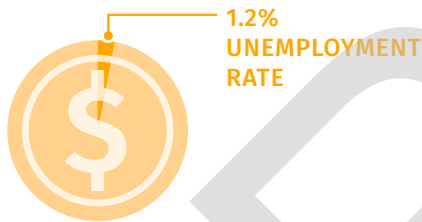
- Market Analysis (**Appendix**)

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)

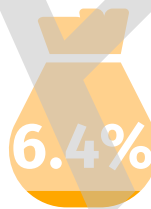
EMPLOYMENT STATUS

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



POVERTY RATE

United States Census Bureau 2023 American Community Survey Estimates



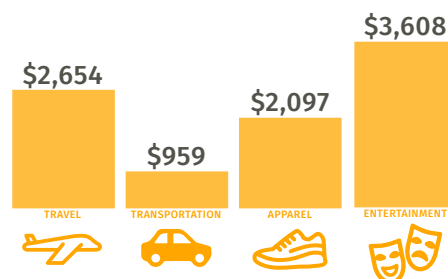
FORECASTED RETAIL DEMAND (2029)

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 encourage supporting and presenting the local business community to residents and visitors
- 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, offer low-cost loans, and identify 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:

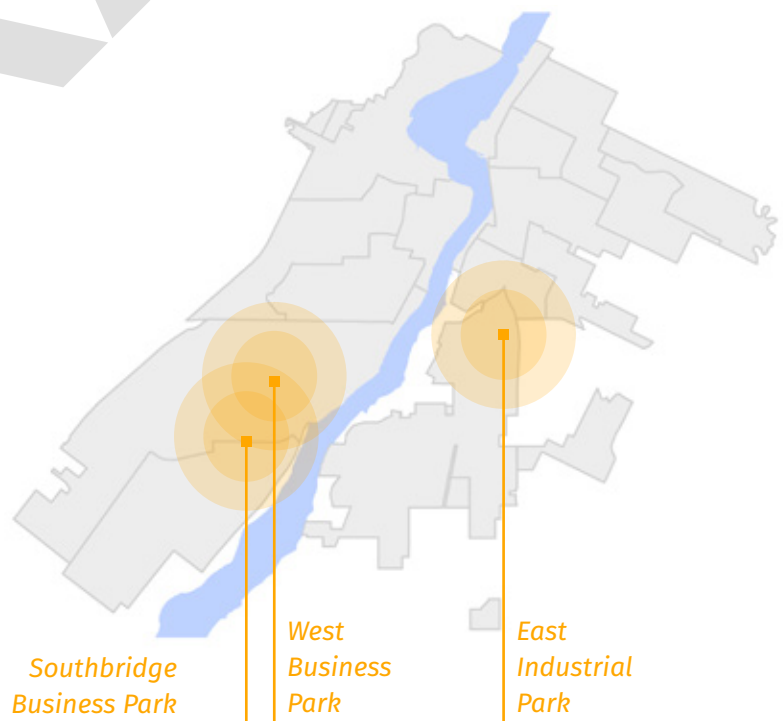
- Continue to utilize the Port of Green Bay to attract and retain industries
- Continue to implement the City's industrial and commercial design standards for attractive business parks and walkable amenities for employees
- Identify additional appropriate areas for industrial and commercial activities 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 programs

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

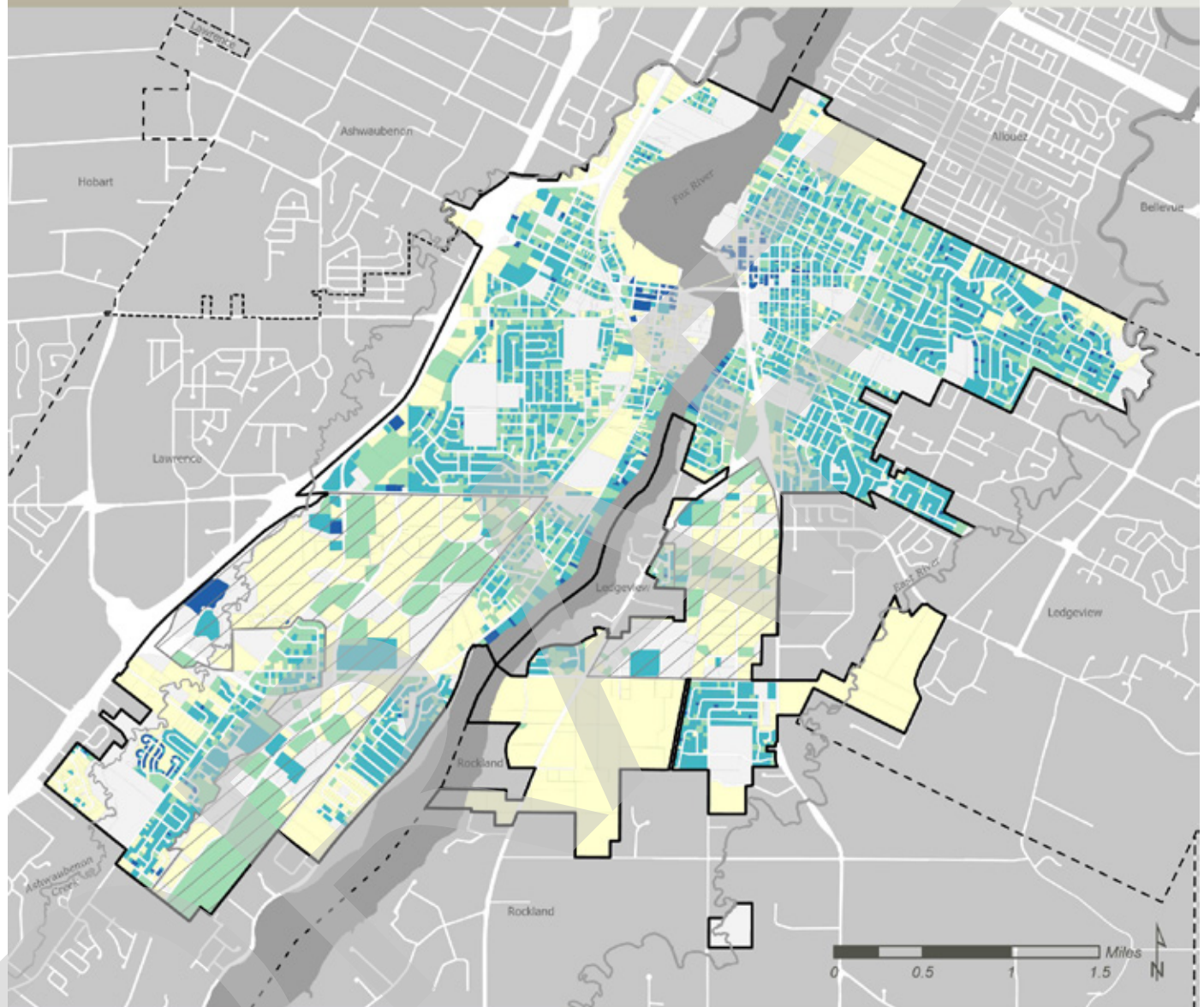
VALUES: Collaboration - Representing the collective region for business investment and for individuals looking to make the New North their home

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

DE PERE



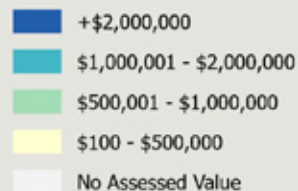
ECONOMIC DEVELOPMENT



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)



- 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, 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 its 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, placemaking strategies drive additional economic development and help 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 historic structures and neighborhoods within the city
- Continue to identify those residences or areas of the City that may be historic and/or architecturally significant and identify funding sources that may be used to rehabilitate or renovate them in a historically sensitive manner.
- 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 historic structure
- Utilize Historic Preservation Funds to continuously identify 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 Riverwalks incorporates 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, Village of West De Pere/City of Nicolet 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. This 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 Historic 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.

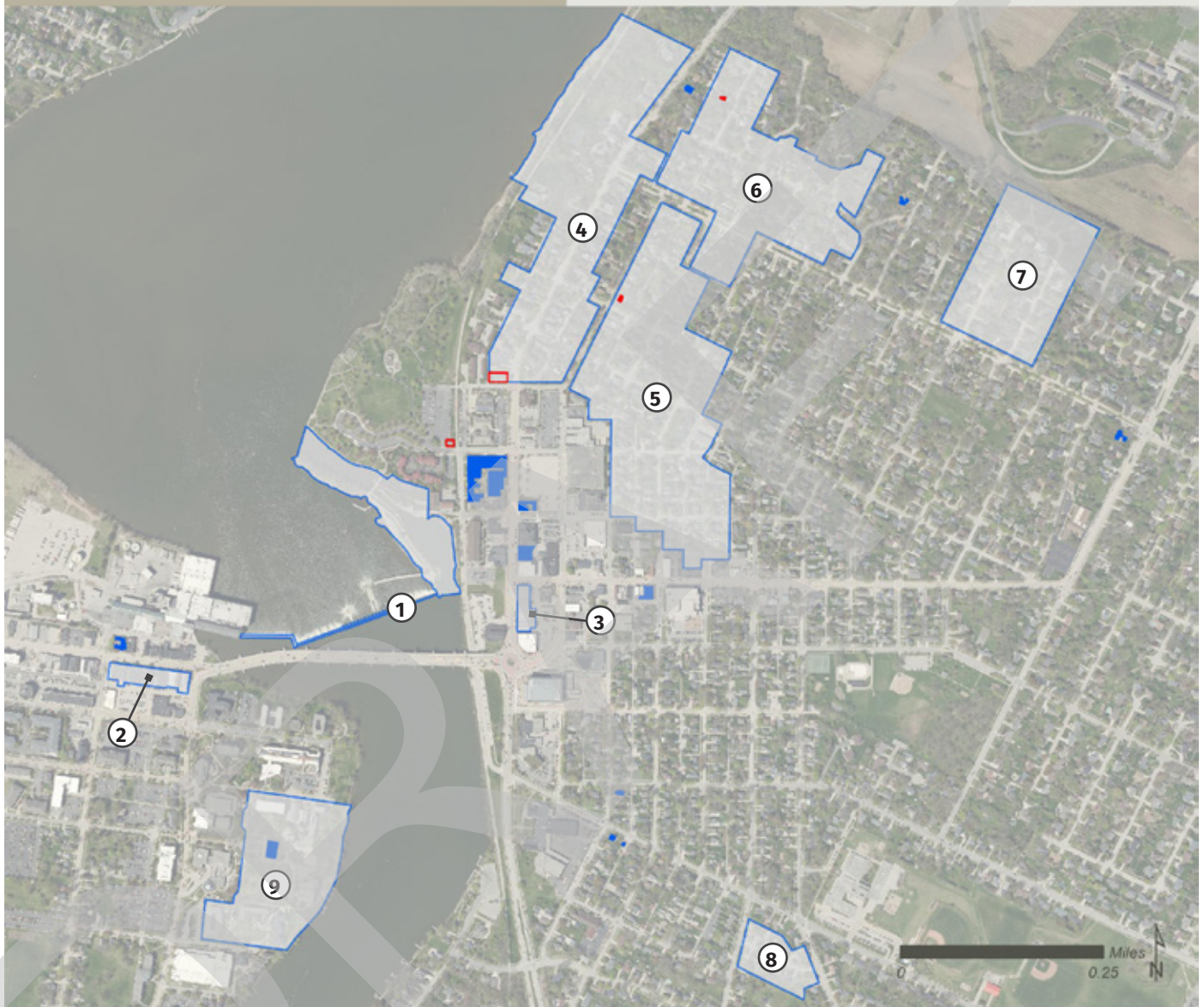
Mansion St WWII Defense

8 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.



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

Data Source: City of De Pere (2024)

03. PLACE

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

VISION:

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

GOALS:

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

KEY TOPICS AND STRATEGIES BY GUIDING PRINCIPLES

CONNECTED AND ACCESSIBLE



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

LIVABLE AND VIBRANT



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

SUSTAINABLE AND RESILIENT



- Smart growth
- Tree canopy
- Flexible zoning/adaptive reuse
- Residents + Businesses commitment to sustainability



ENSURE EQUITY, INCLUSION, AND ACCESS TO OPPORTUNITY FOR ALL

CHAPTER CONTENTS

3.1 LAND USE

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

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

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

3.2 DOWNTOWN

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

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

3.3 HOUSING

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

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

3.1 LAND USE

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

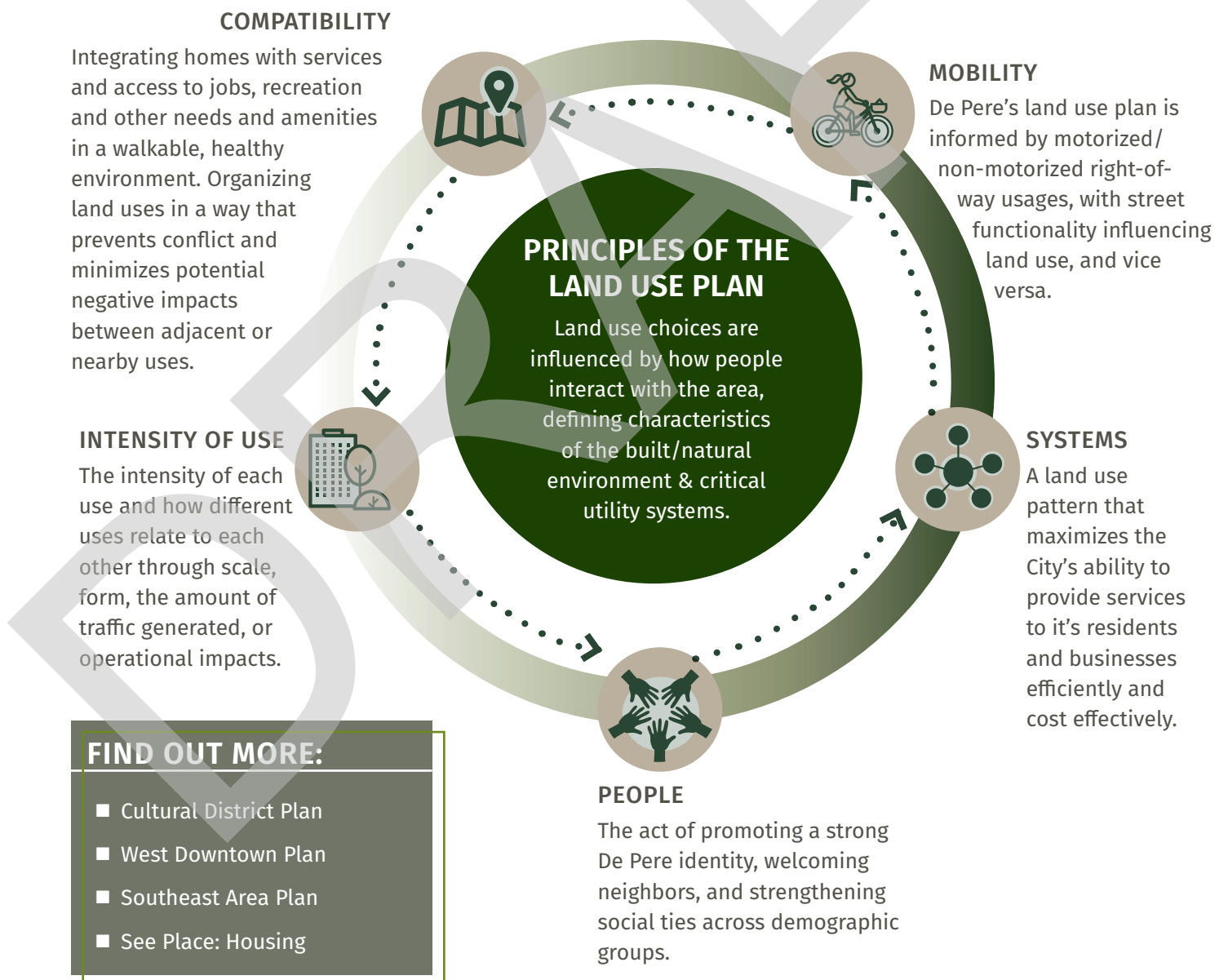
As the city continues to develop, the land use plan will create a framework for identifying a desired fabric of compatible uses, while maintaining community identity. A sustainable community provides a mixture of land uses and densities which positively impact economic, cultural, and environmental outcomes.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

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

 ENSURE EQUITY, INCLUSION, AND ACCESS TO OPPORTUNITY FOR ALL

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

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



REDEVELOPMENT + MIXED USES

OBJECTIVE:

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

STRATEGIES:

- Prioritize the redevelopment of underutilized lots in the downtown core of the city
- Strive for 15-minute neighborhoods that provide safe walkable or bikeable access to shopping, education, recreation, and workplaces -- human-centric design concept
- Utilize City of De Pere Zoning Code to shape the development/ redevelopment of property in mixed-use districts
- Promote Traditional Neighborhood Development (TND) as a viable mixed-use development option
- Ensure the compatibility of adjoining land uses for both existing and future development

BROWNFIELD REDEVELOPMENT

OBJECTIVE:

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

STRATEGIES:

- Prioritize the redevelopment of underutilized lots in the downtown core of the city
- Strive for 15-minute neighborhoods that provide safe walkable or bikeable access to shopping, education, recreation, and workplaces -- a human-centric design concept
- Utilize City of De Pere Zoning Code to shape the development/ redevelopment of property in mixed-use districts
- Promote Traditional Neighborhood Development (TND) as a viable mixed-use development option
- Ensure the compatibility of adjoining land uses for both existing and future development
- Encourage property owners of potential brownfields to contact the City and Brown County to access funds to assist in the cost of environmental assessment and remediation planning
- Utilize the Brownfields Initiative through the Wisconsin Economic Development Corporation (WEDC) which provides grants to for environmental remediation activities for brownfield sites where the owner is unknown, cannot be located, or cannot meet the cleanup costs

SEE ALSO:

- Infill Development ([Section 3.3 Housing](#))

FIND OUT MORE:

- [Wisconsin Contaminated Sites](#)
- [City of Las Vegas Zoning Ordinance](#)

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

SUSTAINABLE DEVELOPMENT

OBJECTIVE:

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

STRATEGIES:

- Require the installation of neighborhood facilities within new subdivisions, including street trees, sidewalks/trails, and sites for playgrounds
- In areas of the city with unique or critical natural or cultural resources, conservation by design developments should be considered. The natural or cultural resource areas should be preserved as part of the permanent green space and the development built around these resources
- Ensuring local zoning codes do not restrict the appropriate usage of alternative and small-scale energy systems for businesses and homeowners
- Promote the usage of recycled materials in new construction, including insulation and other applicable building materials
- Incentivize sustainable building practices through the certification by Leadership in Energy and Environmental Design (LEED) or Sustainable Sites Initiatives for new public and private construction, and incentivize LEED-Neighborhood Development (LEED-ND) for new subdivisions.
- Coordinate City efforts at becoming an eco-municipality with the citizens and officials involved in Social, Economic, and Environmental Design for De Pere (SEEDs)
- New subdivisions should be designed to preserve natural drainage patterns, reduce fragmentation of wildlife habitat, and limit the amount of impervious surfaces designed solely for automotive vehicles

SEE ALSO:

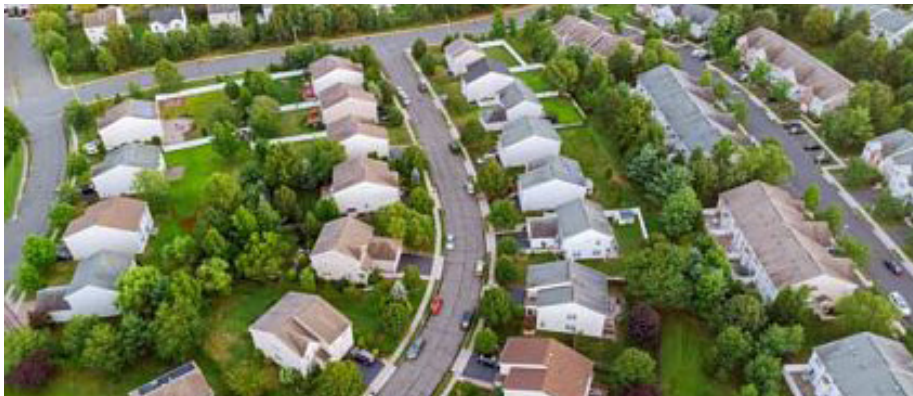
- Green Infrastructure & Ecosystems (**Section 4.2 Natural Resources**)
- Complete Neighborhoods (**Section 3.3 Housing**)



Infill Residential Development



Green Infrastructure



SMART GROWTH

OBJECTIVE:

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

STRATEGIES:

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

SEE ALSO:

- Traditional Neighborhood Design (*Section 3.3 Housing*)

WHAT IS SMART GROWTH?

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

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

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

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



BEST PRACTICE: GROWTH MANAGEMENT

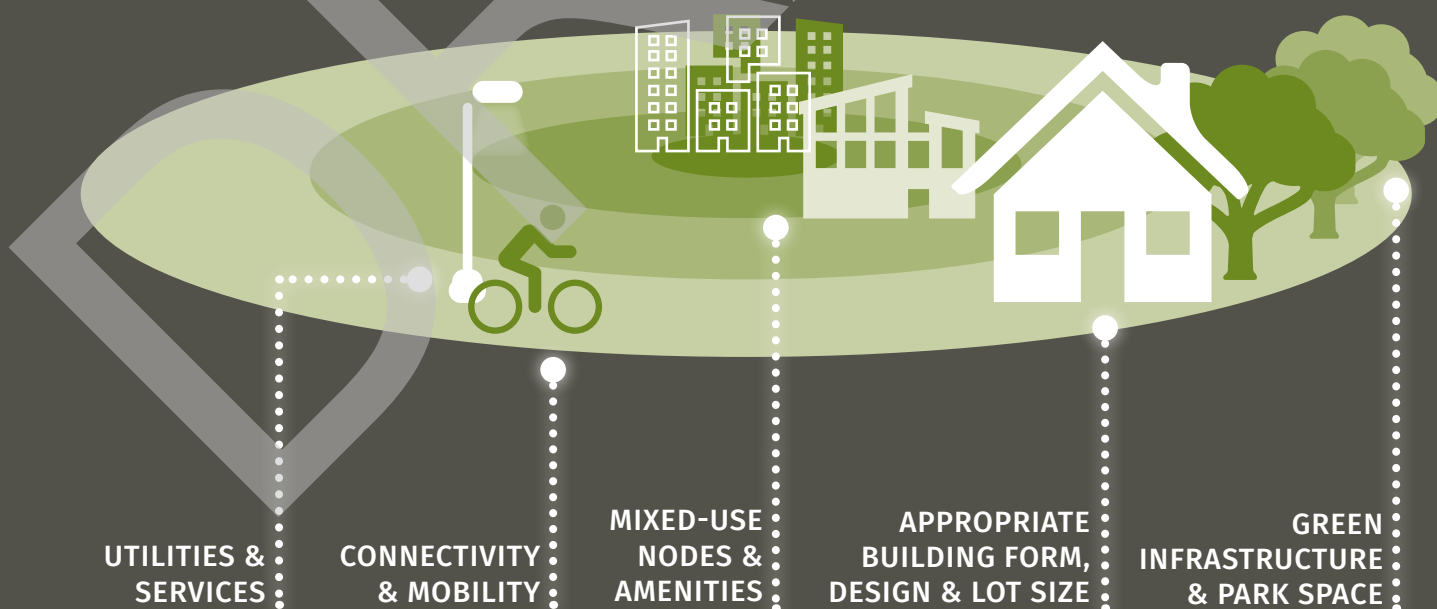
Smart Growth is a form of growth management. Growth management is an ever evolving trend which requires regular maintenance and should continually consider:

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

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

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

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

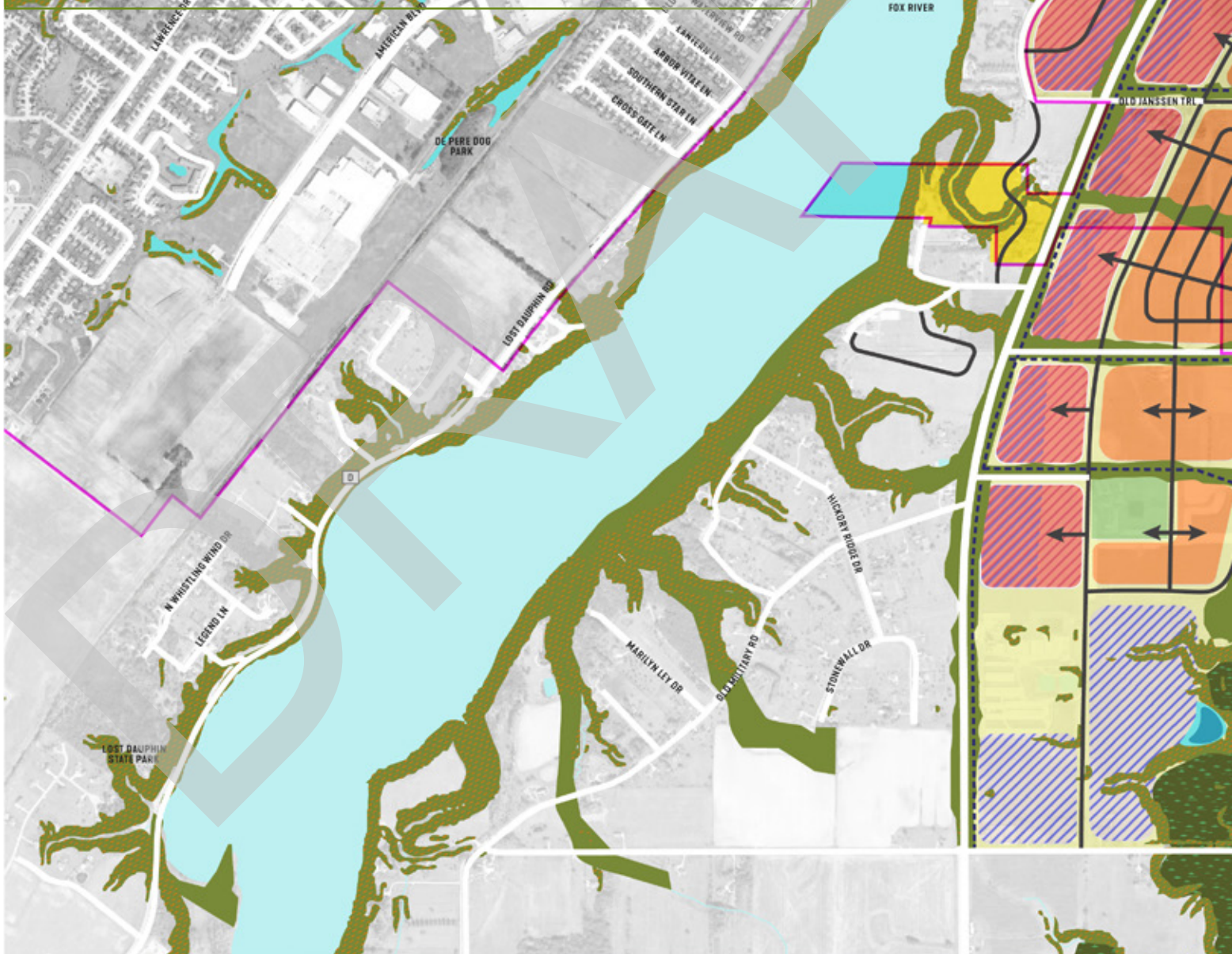


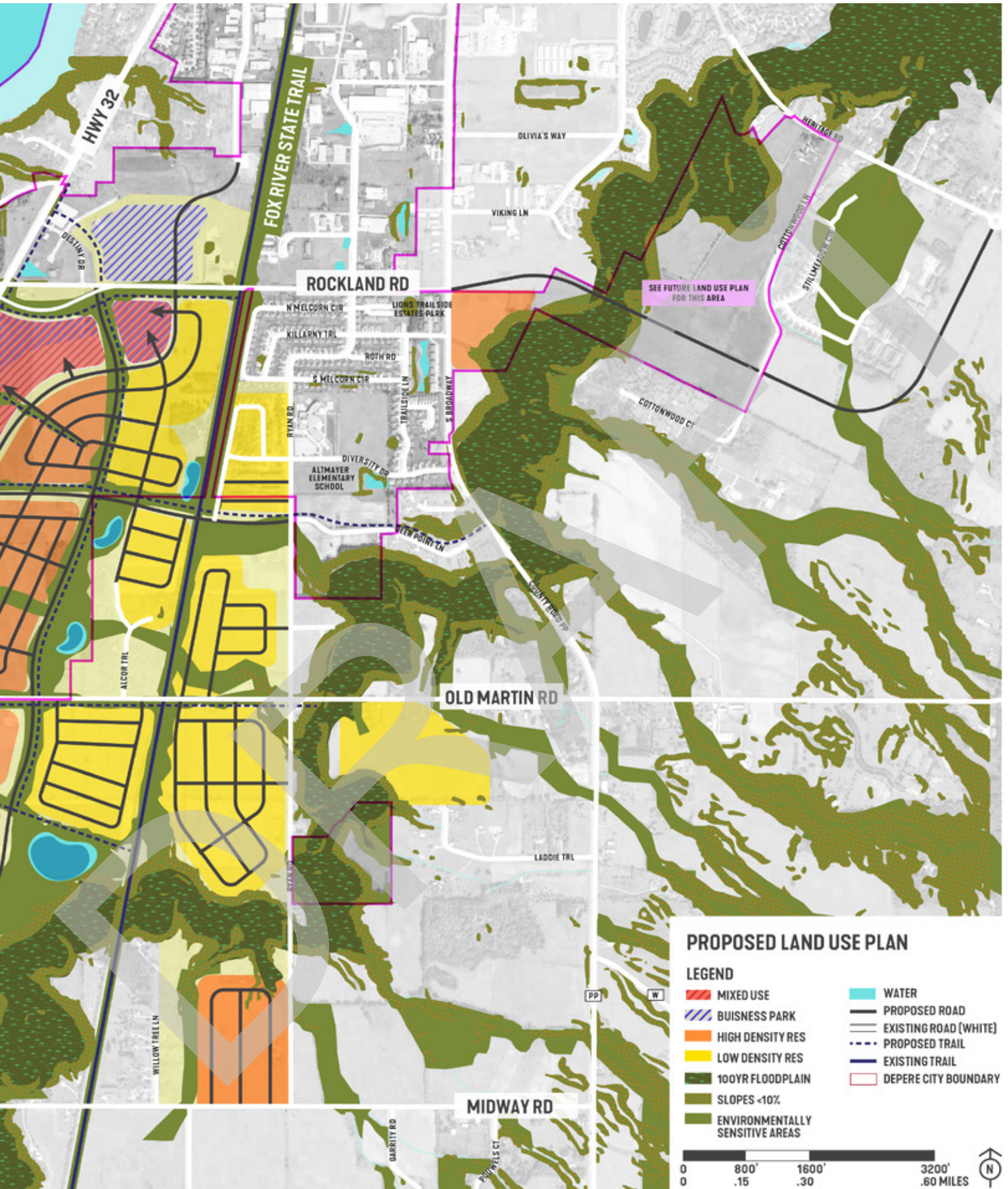
SMART GROWTH IN ACTION: SOUTHEAST AREA PLAN

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

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

See Appendix for more information on the Southeast Area Plan





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URBAN RESERVE

OBJECTIVE:

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

- Future growth should be designed to encourage the following:
 - Efficient land use
 - Protection of farmland and natural areas
 - Efficient provision of utilities services and infrastructure
 - An efficient transportation system
 - Locations for economic growth, and
 - Diverse housing options

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

PRIMARY GROWTH FOCUS

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

SECONDARY GROWTH FOCUS

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



URBAN AGRICULTURE AND COMMUNITY GARDENING

OBJECTIVE:

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

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



AGRICULTURAL RESOURCES

OBJECTIVE:

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

STRATEGIES:

- Rezone lands from exclusive agriculture when annexed into the community while still allowing agricultural uses until development occurs
- Do not permit and discourage the development of new large-scale livestock facilities within future growth areas of the City of De Pere
- Ensure future development is consistent with the vision of the Comprehensive Plan, should the City of De Pere, the Town of Ledgeview and the Town of Rockland come to terms on comprehensive border agreements
- Ensure future development is consistent with the vision of the Comprehensive Plan by partnering with the Town of Lawrence in discussing the future of the Boundary Agreement between the two communities
- Overtime, ensure an appropriate transition from the urban setting in the City of De Pere to the rural setting in the Town's through zoning and design guidelines



GATEWAY CORRIDORS

OBJECTIVE:

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

STRATEGIES:

- Position primary building entrances to the street frontage
- Screen loading/service areas from residential areas and street frontages
- Locate off-street parking in side or rear yard, not between building facade and street. Screen any parking visible from the street through landscaping or knee walls
- Promote pedestrian-scaled signage, especially blade/projecting signs and individual letter mounted signs
- Require front yards with pseudo-public amenities - hardscape extension of the sidewalk area, outdoor seating/dining, bike parking, or landscape
- Promote residential uses above first floor uses in mixed-use districts
- When sites are developed / redeveloped, require owners to provide safe, wide sidewalks between the building entrance, through the parking lot, and the street
- Promote uses that will be successful to fit the character of the corridors, gradually reducing auto-oriented uses outside of the I-41 corridor (car dealerships, repair shops)
- Driveways that disrupt pedestrian routes should be avoided and replaced by shared access and side street access connections. By reducing the number of driveways, navigation to each site becomes simpler while the corridor becomes safer with fewer curb cuts and a narrow median
- Refer to the De Pere Zoning Ordinance for design criteria regulating streetscaping, flags, banners, seasonal decorations, lighting, parking landscaping and signage controls to aesthetically integrate land use areas
- Focus placemaking and wayfinding techniques on main entrance corridors of the city (Main Avenue, Scheuring Road, Broadway Street, CTH G, STH 32, STH 57, etc.)
- Rather than expanding the roads from two lanes to four lanes, consider landscaped boulevards with left-turn bays as a desired alternative. Boulevards can create very appealing entrances into communities and can create a very positive first impression to visitors



BEST PRACTICE: WALKABLE SITE DESIGN

WHAT'S THE IDEA?

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

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

WHY IS IT IMPORTANT

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

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

LAND USE ANALYSIS

A. EXISTING LAND USE INVENTORY

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

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

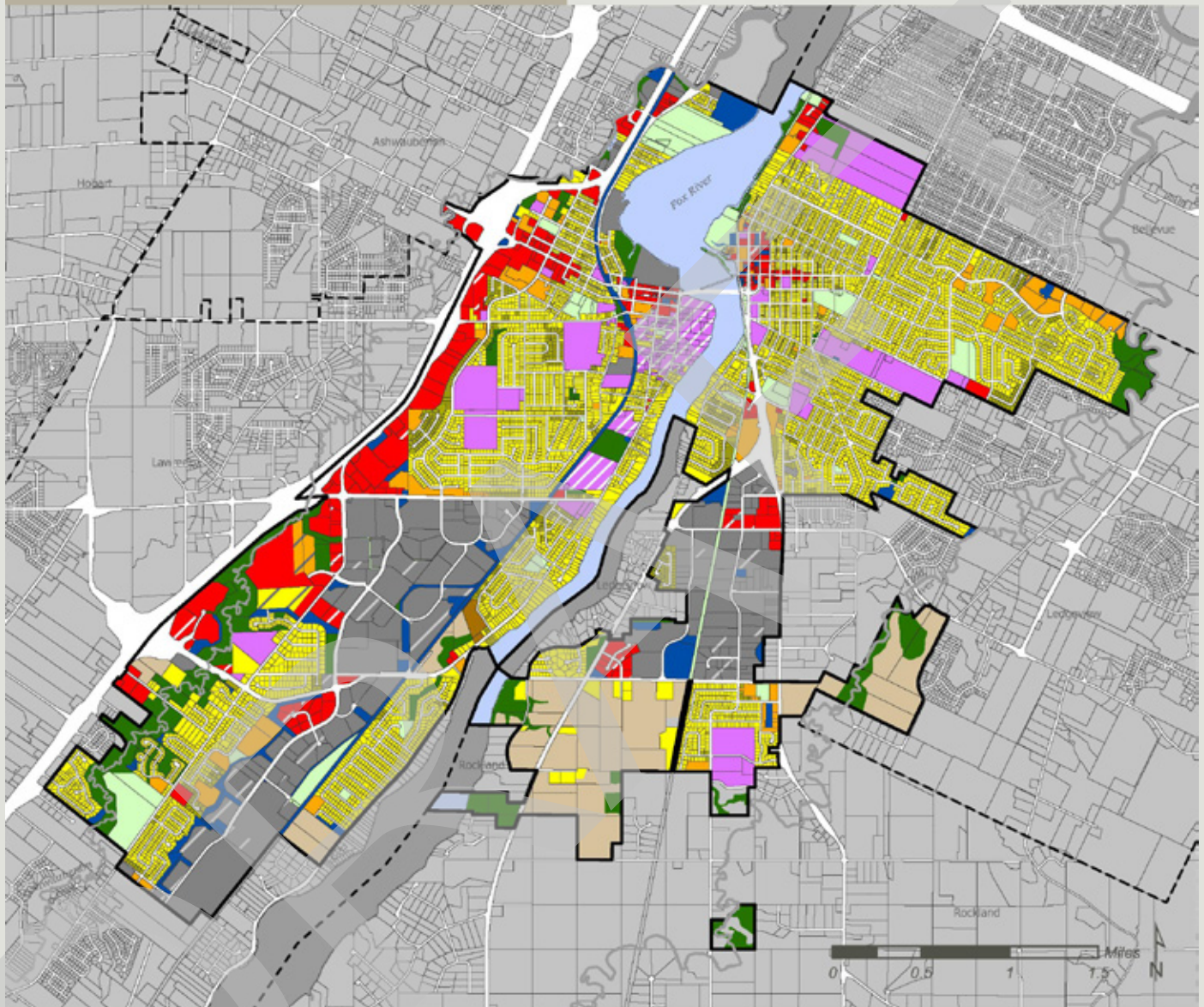
Land Use Description and Detail	2009 Total Acres	2024 Total Acres	2024 Percentage
Total Residential*	2,454	2,604	31.8%
Single-Family (Including undeveloped but platted)	2,031	2,127	26.0%
Two-Family	202	194	2.4%
Mobile Homes	Included in MF	11	0.1%
Multifamily (Including undeveloped but platted)	221	272	3.3%
Total Commercial (Including undeveloped but platted)	475	521	6.4%
Total Business Park and Industrial (Including undeveloped but platted)	985	1,114	13.6%
Total Transportation/Utilities/Institutional/Governmental	366	796	9.7%
Transportation	1,264	82	1.0%
Communication/Utilities	88	179	2.2%
Administration/Governmental Facilities	19	21	0.3%
Educational Facilities	188	229	2.8%
Religious and Related Facilities	159	168	2.1%
Other Institutional Facilities (St. Norbert)	Reclassified in 2025	117	1.4%
Total Outdoor Recreation (Parks and Recreation)	420	272	3.3%
Parks and Open Space	N/A	272	3.3%
Total Agricultural	917	547	6.7%
Agricultural Related	917	547	6.7%
Total Natural Areas	918	1,038	12.7%
Rivers and Streams	484	529	6.5%
Woodlands	251	240	2.9%
Other Natural Areas	183	270	3.3%
Total Public Right-of-Way		1,283	15.7%
GRAND TOTAL	7,887	8,175	100.0%

*Net density for residential land is 3.9 units/net acre
Data Source: City of De Pere (2025)

DE PERE



EXISTING LAND USE



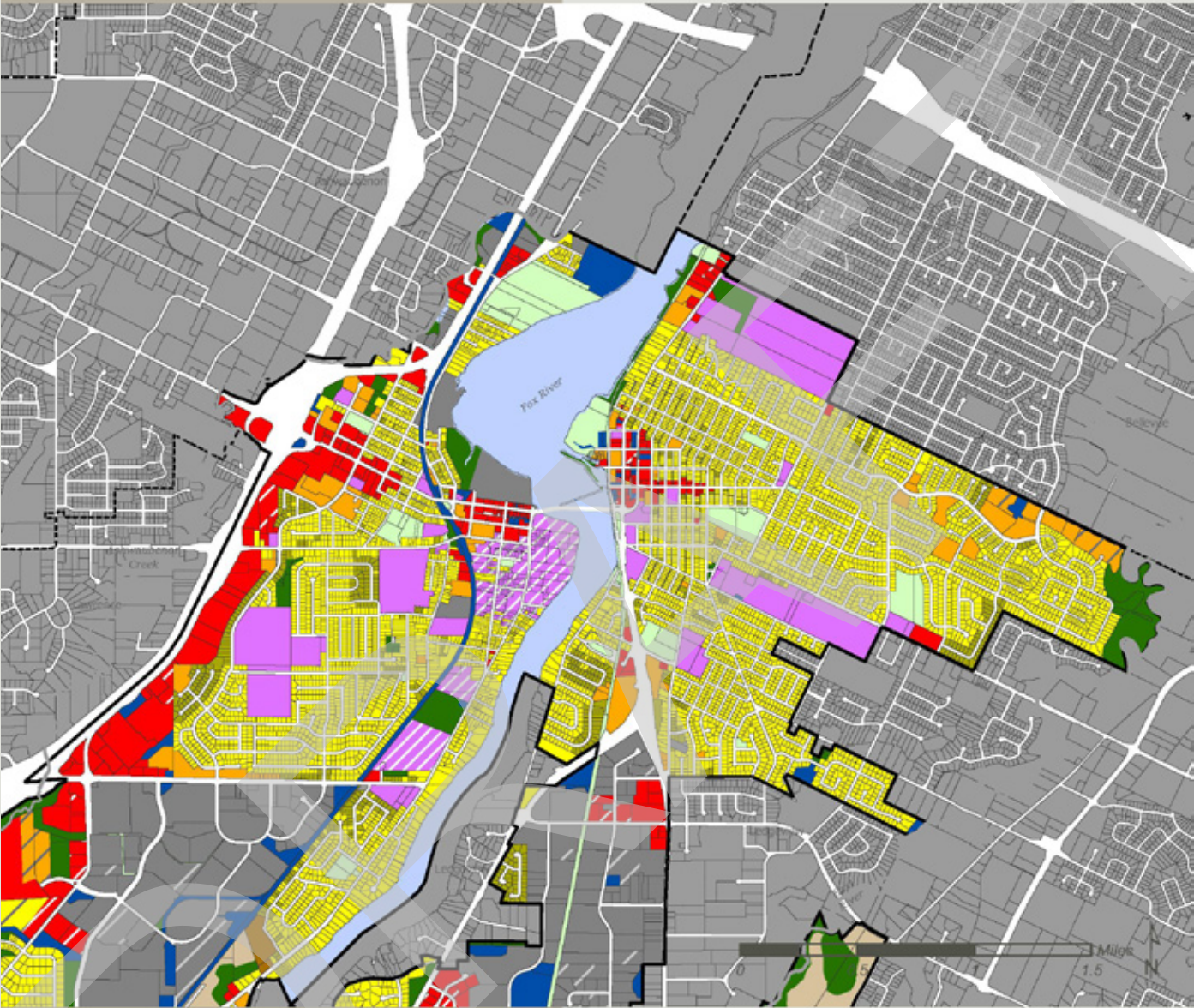
Land in De Pere is predominantly residential in nature (32%), mainly serving single-family uses. Industrial uses take up the second highest amount of land in the City (13%), which will continue to grow as business parks expand.

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



Data Source: City of De Pere (2025)

EXISTING LAND USE - NORTH



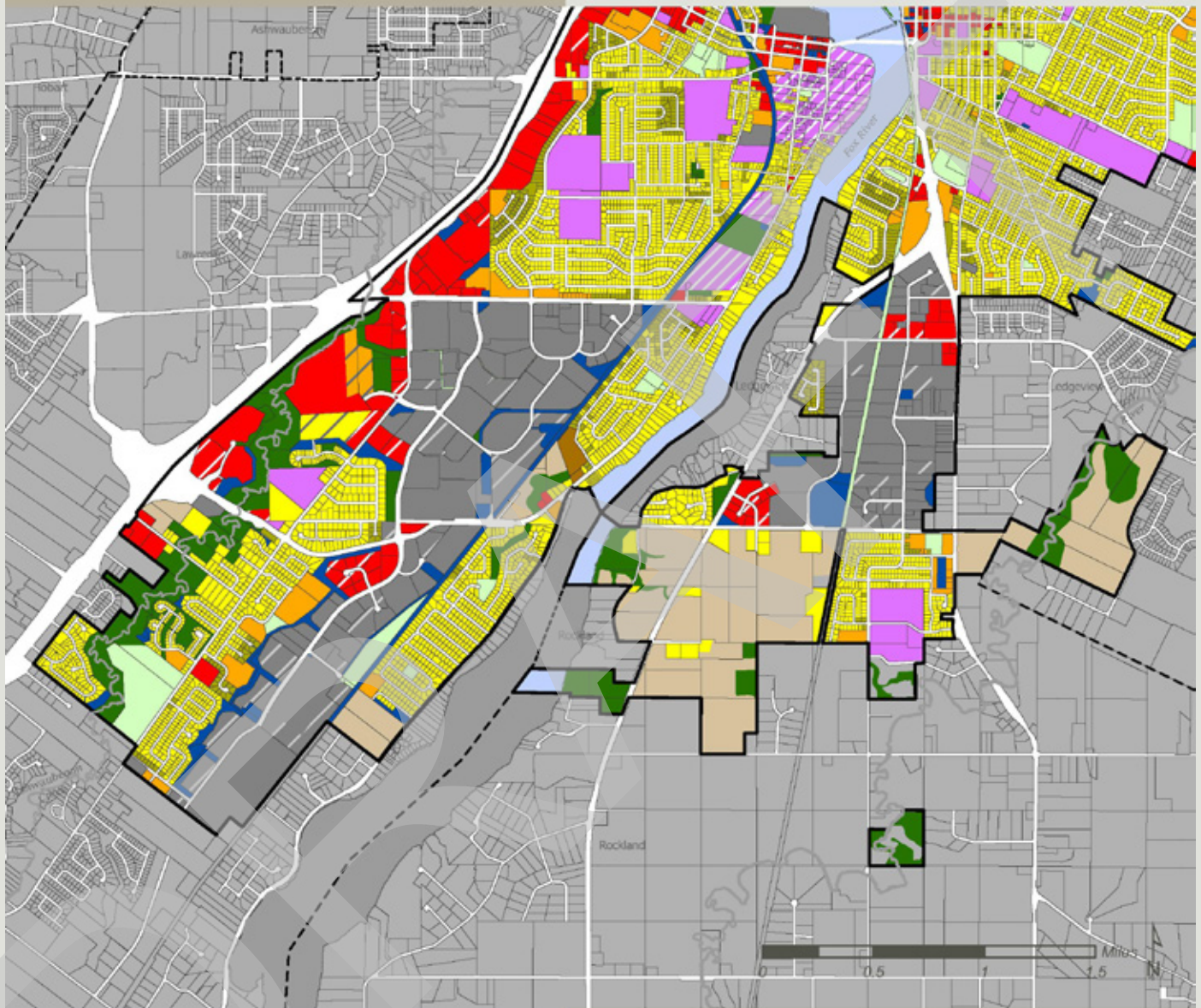
- | | |
|--|------------------------------|
| Single Family Residential | Industrial |
| Two Family Residential | Transportation and Utilities |
| Multi-Family Residential | Agricultural |
| Underdeveloped Residential | Parks and Recreation |
| Mobile Homes | Natural Areas and Woodlands |
| Commercial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

Data Source: City of De Pere (2025)

DE PERE



EXISTING LAND USE - SOUTH



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

Data Source: City of De Pere (2025)

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B. ZONING

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

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

DE PERE



ZONING



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

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



Data Source: City of De Pere (2025)

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C. LAND USE TREND ANALYSIS

SUPPLY & DEMAND

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

OPPORTUNITIES FOR REDEVELOPMENT

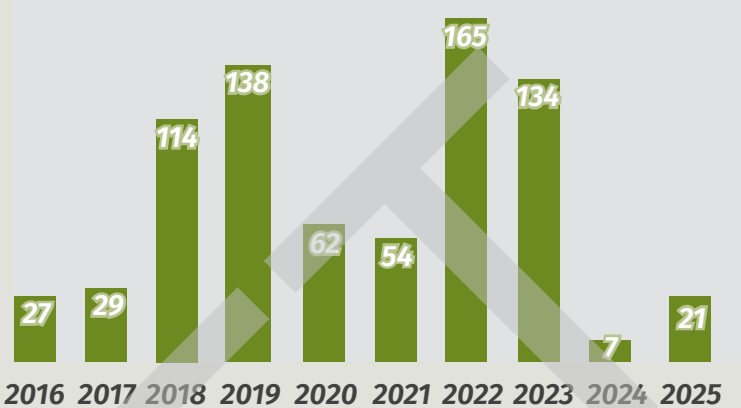
- Agricultural land to gradually decrease and be utilized for residential or business park usage
- SE Area Plan to catalyze Traditional Neighborhood Development (TND), town centers and business park expansion, with an emphasis on preserving natural features
- De Pere's downtown to increase in density,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

SEE ALSO:

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

NUMBER OF NEW PARCELS CREATED

Brown County Tax Parcel Data, 2016-2024



BROWN COUNTY, WI

City of De Pere, 2024 Housing Market Fact Sheet



EXISTING & POTENTIAL LAND USE CONFLICTS

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

LAND USE PROJECTIONS

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

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

POPULATION PROJECTIONS & ESTIMATES

United States Census Bureau American Community Survey Estimates

2040 31,064

2020 25,009

2010 23,225

2000 20,545

Based on a:

1.09% Annual
Growth Rate from
2010-2020

AVERAGE HOUSEHOLD SIZE

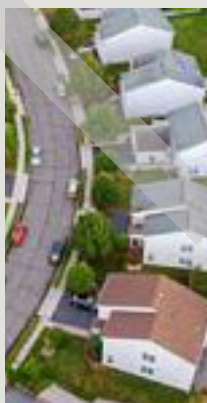
United States Census Bureau
2023 American Community
Survey Estimates



2.3
people

SE AREA CONTRIBUTION & HOUSING SUPPLY

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



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

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

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

UNITS BY HOUSING TYPES

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

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

SOUTHEAST AREA PLAN PROJECTED SUPPLY:



2,819 single-family units
(0.3 acre per unit)



2,532 multi-family units
(0.071 acre per unit)

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

The land use inventory found the ratio of land uses in the City of De Pere is currently approximately 1.00 acres of residential development for every 0.22 acres of commercial development, 0.42 acres of industrial development, 0.1 acres of recreational development, 0.03 acres of transportation infrastructure, 0.05 acres of communication/utilities infrastructure, and 0.2 acres of institutional/governmental facilities. Applying the 2022 land use ratios to the projected 685 acres needed for future residential development yields the

need for another 148 acres of commercial land, 290 acres of industrial land, 71 acres of recreational land, 22 acres of transportation infrastructure, 37 acres of communication/utilities infrastructure, and 141 acres of governmental/institutional facilities during the 20-year planning period, thereby totaling 1,394 acres of land. The table below provides a trend analysis of residential, commercial, industrial, and agricultural land uses for the years of 1980, 2003, 2009 and 2022.

PROJECTED RESIDENTIAL ACREAGE DEMAND BY HOUSING TYPES

United States Census Bureau 2016-2020 American Community Survey Estimates

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

384 Total Acres of Undeveloped Land

Based on the City of De Pere 2022 Land Use Breakdowns



PROJECTED LAND USE NEED, 2040 (ACRES)

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

DE PERE LAND USE 1980-2024

Land Use	1980 (Total Acres)	2003 (Total Acres)	2009 (Total Acres)	2024 (Total Acres)	Total Change (1980-2024)
Residential	1,105	2,208	2,454	2,604	1,499
Commercial	228	323	475	521	293
Industrial	192	856	985	1,114	922
Agricultural	1,196	1,106	917	547	-649

Data Source: City of De Pere (2024)

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

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

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

SOUTHEAST AREA PROJECTED LAND USE SUPPLY

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



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

Use	Year				
	2024 (Existing)	2025	2030	2035	2040
Residential	2,604	2,729	2,901	3,072	3,243
Commercial	521	590	627	664	701
Industrial	1,114	1,154	1,227	1,299	1,372
Agricultural	547	It is expected agricultural land uses within the city will continue to decrease as they are converted to other uses and as the city continues to grow. On occasion, the agricultural areas in the city may increase due to an annexation of agricultural land from a surrounding town. However this will be for a relatively short time until those lands are also converted to a developed use.			

Data Source: City of De Pere (2021)

D. FUTURE LAND USE

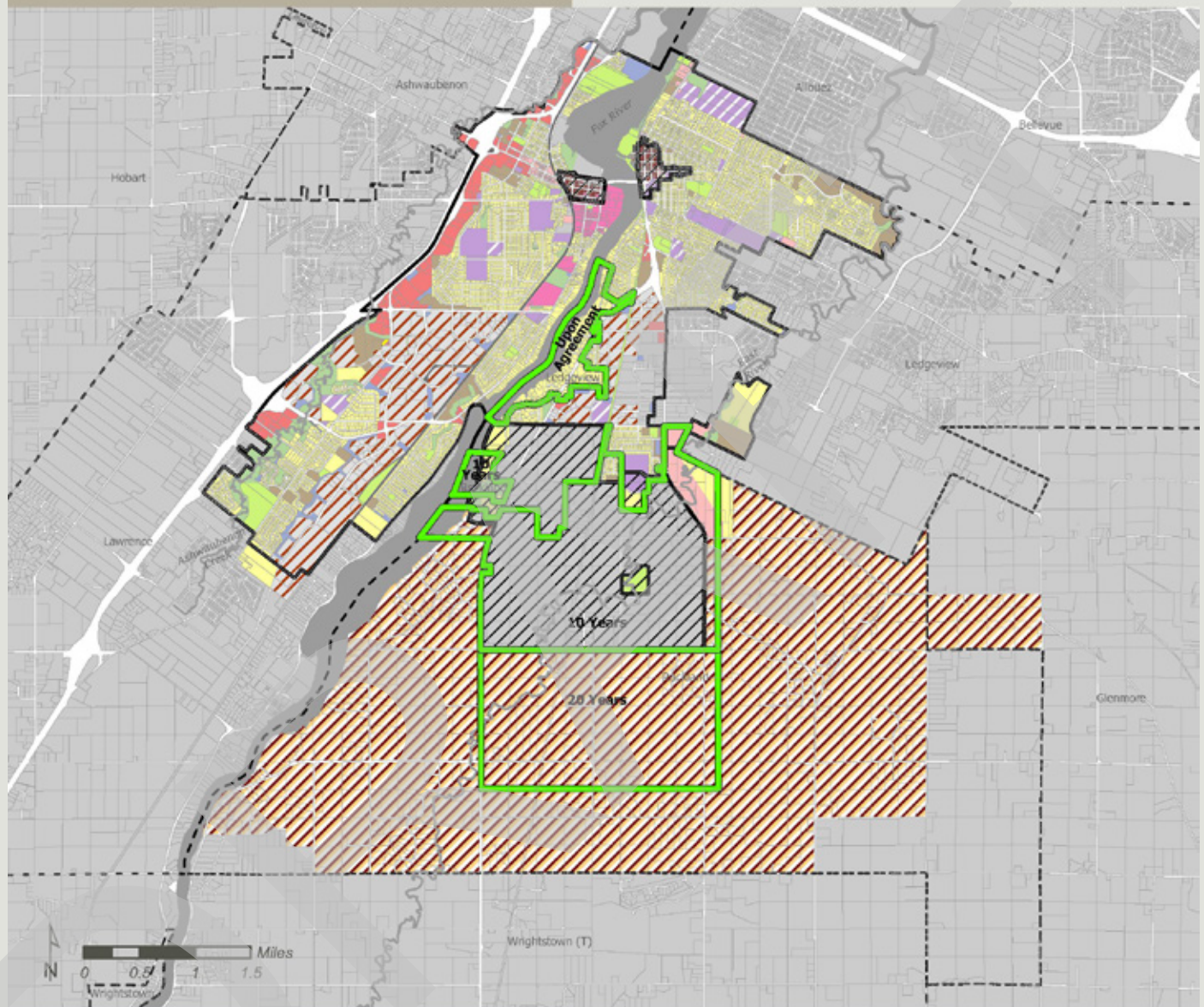
The future land use plan provides the vision of how the City of De Pere can look 20 years from now, building on what's existing today. The recommendations regarding the location, density, and design of future development are the cornerstone of the overall plan. The future land use plan is the composite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

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

DE PERE

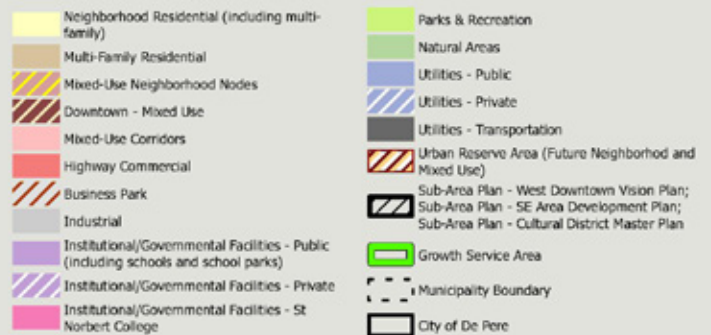


FUTURE LAND USE



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

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

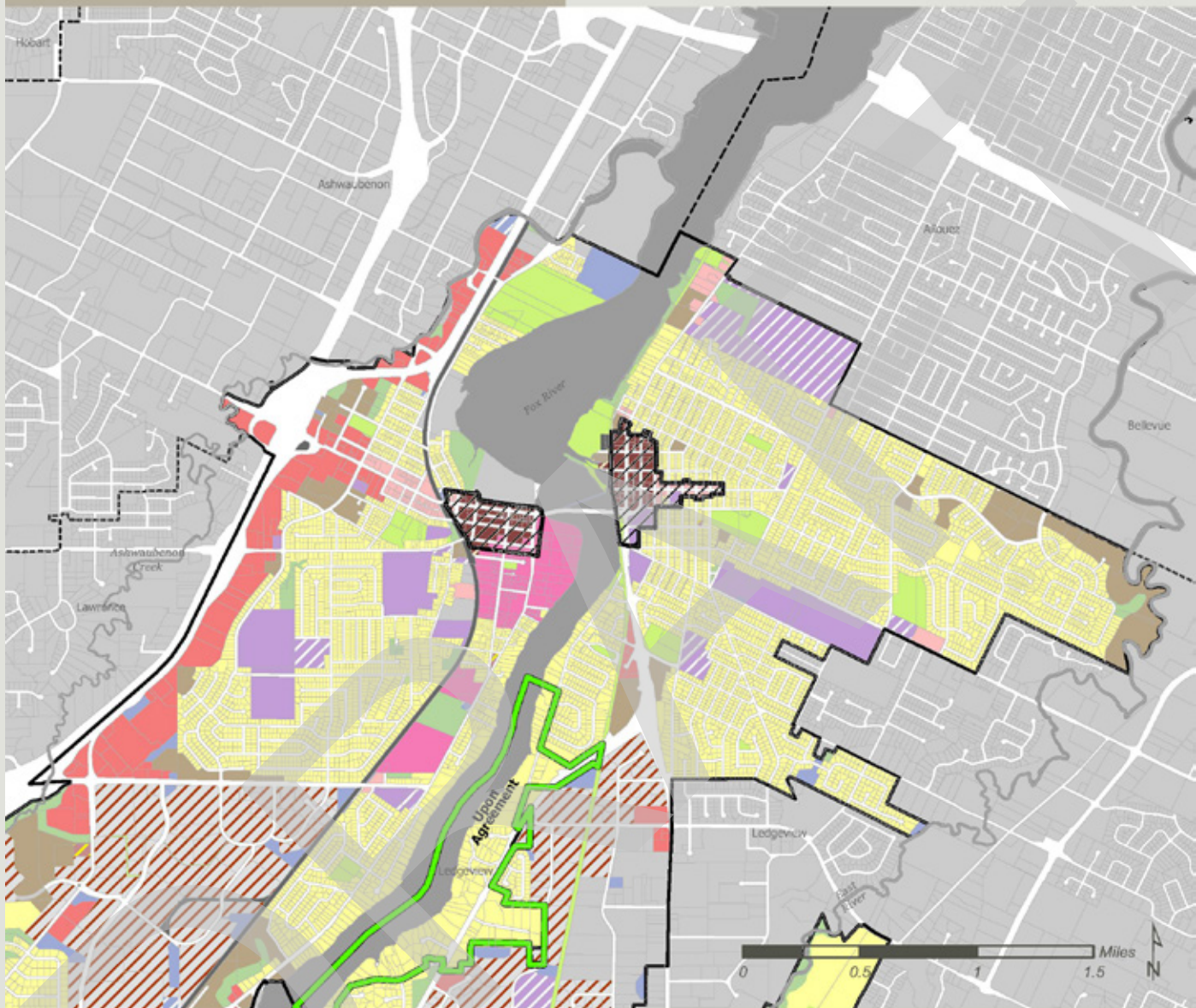


Data Source: City of De Pere (2024)

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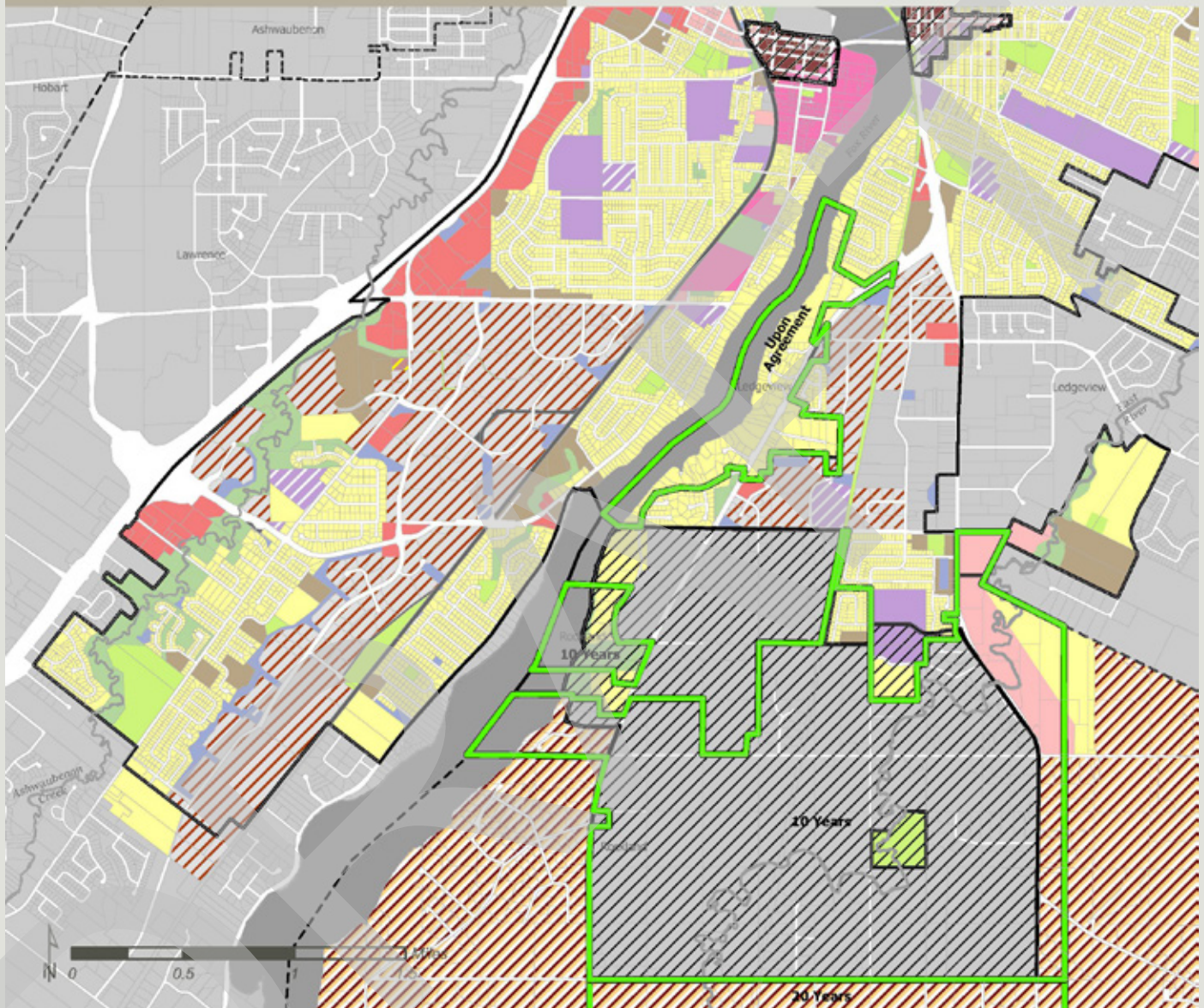
FUTURE LAND USE - NORTH



Data Source: City of De Pere (2024)



FUTURE LAND USE - SOUTH



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

Data Source: City of De Pere (2024)

E. PLACE TYPES

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

RESIDENTIAL

EXISTING LAND USE

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

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

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

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

SEE ALSO:

- Housing (*Section 3.3*)

FUTURE LAND USE

NEIGHBORHOOD RESIDENTIAL

MULTI-FAMILY RESIDENTIAL

DESCRIPTION

Single family and multi-family homes (i.e. townhome, duplex, apartments) with more options for residents who are seeking larger lot sizes and lower densities. These areas have access to open space, trails and other neighborhood amenities

Mixed housing types, provisions of public utilities and services, neighborhood commercial uses, and well-connected, appropriately designed streets

LOCATION

Lower density areas, often adjacent to Multi-Family Residential and Mixed-Use areas; Southwest area between Lawrence and Lost Dauphin Road; Along Plank Road and between CTH PP and the Fox River State Trail to Old Martin Road

Neighborhood nodes surrounding downtown and along major corridors

ZONING

R-1 & R-2

RM-1 and RM-2

OPPORTUNITIES

- Reinvestment in historic building stock
- New development should be compatible with existing neighborhood fabric
- Street trees, curb lawns, ADA accessible/walkable access to parks, native landscaping
- Accommodate additional dwelling units
- Traffic calming infrastructure & slow zones, shared right-of-ways

- Attached residential (townhouses, duplexes, triplexes, fourplexes, live-work units, apartment buildings and accessory dwelling units)
- Support a mixture of rental/for sale units
- Density bonus incentives
- Well-connected neighborhoods through traffic calming infrastructure, slow zones, painted mid-block crossings, separated bike lanes
- Promote infill and development of vacant lots to meet demand for future residential growth and minimize the demand for additional city services and facilities
- Scatter attached housing types throughout the residential areas rather than confined to a few areas of the city
- Design standards for new development/rehab
- Street trees, curb lawns, ADA accessible/walkable access to parks, native landscaping



COMMERCIAL/MIXED USE

EXISTING LAND USE

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

FUTURE LAND USE

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

SEE ALSO:

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

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

SEE ALSO:

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

EMPLOYMENT

EXISTING LAND USE

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

FUTURE LAND USE

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

SEE ALSO:

- Economic Development (*Section 2.1*)

INSTITUTIONAL**EXISTING LAND USE**

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

FUTURE LAND USE**INSTITUTIONAL/GOVERNMENTAL FACILITIES****DESCRIPTION**

Supports uses such as schools, public buildings, and churches

LOCATION

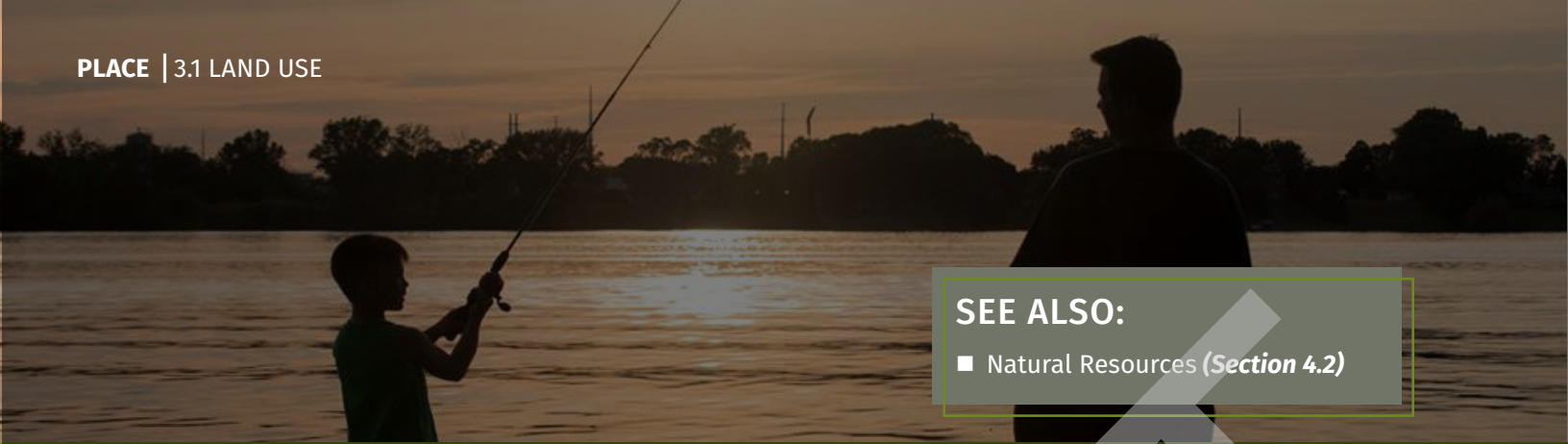
Blending with mixed use corridors and residential neighborhoods

ZONING

PI-1, PI-2

OPPORTUNITIES

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



OUTDOOR RECREATION & NATURAL AMENITIES

EXISTING LAND USE

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

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

FUTURE LAND USE

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

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3.2 DOWNTOWN

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

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

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

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

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

 ENSURE EQUITY, INCLUSION, AND ACCESS TO OPPORTUNITY FOR ALL

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

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

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

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

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

EXISTING CONDITIONS

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



FIND OUT MORE:

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



Best Practice: Street Trees

PLACEMAKING

OBJECTIVE:

Activate the public realm.

STRATEGIES:

- Identify local artists to collaborate with in order to identify potential installations and locations for public art and placemaking
- Receptacles, planters, benches, pedestrian-scale lighting, and other amenities should be placed and mapped throughout the downtown district
- Continue to consider viewshed protection of the Fox River in downtown zoning codes for gathering spaces, right of ways, parkways
- Orient buildings toward the street so entrances are complementary and open to the public (see zoning code primary frontages)
- Promote streetscape of trees and lighting that provide shade, security and help define the pedestrian realm
- Implement the 2021 Wayfinding Master Plan

WALKABILITY

OBJECTIVES:

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

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

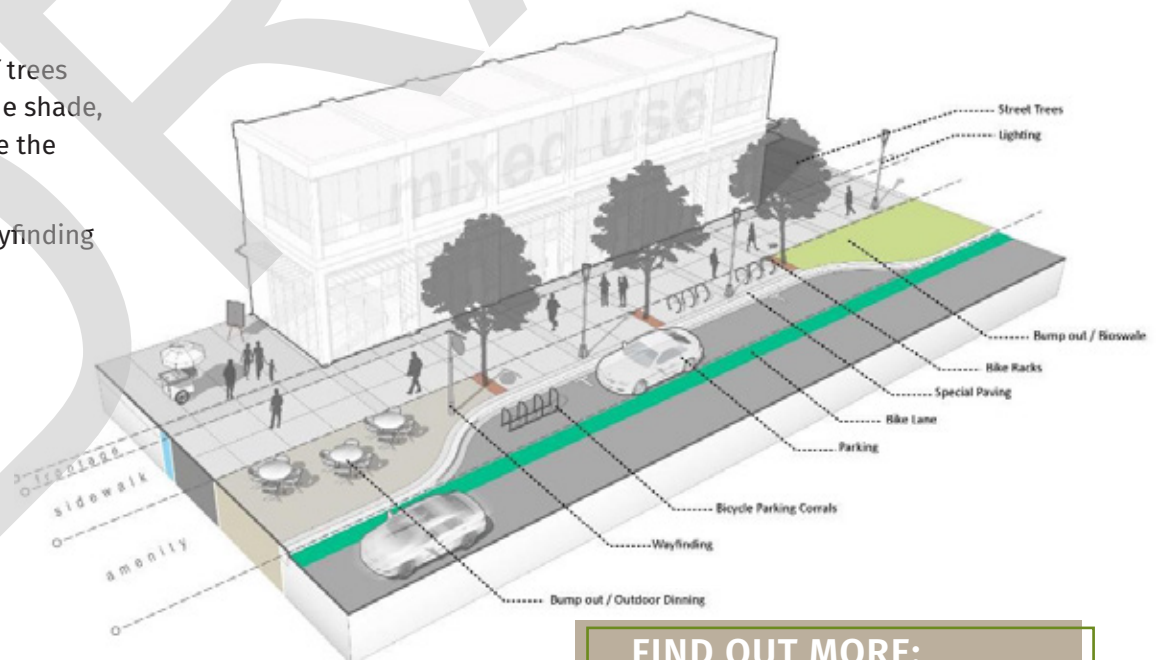
STRATEGIES:

- Promote a mixed-use development pattern that is compatible with walking, trips are short and can be made on foot
- Work with property owners to close redundant/disused driveways

- Ensure the sidewalk environment accommodates ample space for pedestrians, street furniture, prominent storefronts, and outdoor dining where feasible while maintaining minimum ADA clearance distances. Street trees and other elements that create a comfortable separation between parking and driving lanes and pedestrian areas should also be included
- Emphasize connectivity to the river by establishing pedestrian and bicycle connections with lighting, benches, and landscaping

SEE ALSO:

- Transportation ([Section 4.1](#))



FIND OUT MORE:

- [City of De Pere Zoning Code](#)



BEST PRACTICE: IMPROVING THE PEDESTRIAN EXPERIENCE

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

STREETSCAPE

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

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

SIGNAGE AND WAYFINDING

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

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

PUBLIC ART

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

WALKABILITY

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

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



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



OPEN SPACE & RIVERFRONT ACCESS

OBJECTIVE:

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

STRATEGIES:

- Keep open space visually linked to the street activity and/or through block pedestrian corridor to increase a sense of safety. Narrow, deep lots that dead end can be inefficient for community growth
- Provide an opportunity to increase pedestrian destinations along the riverwalk to create (events, tours, art, food)
- Organize a program of activities on a regular basis in the park to link the community to the space. Layering of events at different times or days of the week that appeal to different user groups can be effective
- Keep the Riverwalk and Voyageur Park flexible in design to allow for multiple uses and events
- When public spaces are improved or renovated along the water front, provide shade, bathrooms, and comfortable seating that can be moved
- Provide amenities that may draw people to the space on non-event days, such as water features, rotating art exhibits, retail sidewalk sales, etc.
- Evaluate opportunities to expand public access and amenities along the Fox River
- Develop a strategy for programming the park before design begins. Include discussions with Main Street Organization landowners to pedestrianize the alleyways and nearby connectors



DOWNTOWN LIVING

OBJECTIVE:

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

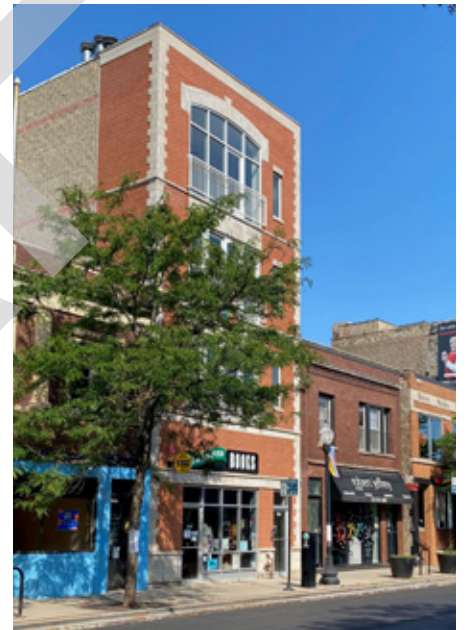
STRATEGIES:

- Offer density bonus or financial incentives for downtown residential development that supports workforce and family housing in and near downtown

SEE ALSO:

- Housing (**Section 3.3**)

- Adopt flexible building codes and financial incentives that encourage upper-level residential adaptive reuse
- Consider shared use policies for residential use of commercial off-street parking lots. In some cases, shared circulation and cooperative development of several adjacent buildings can improve project feasibility
- Continue to monitor opportunity to utilize tax-driven incentives such as the Low-Income Housing Tax Credits and Historic Tax Credits that support workforce and family housing in and near downtown
- Allow attached residential on the periphery of the downtown, within transition zoning districts between residential neighborhoods and the downtown core





BUILDING DESIGN & CHARACTER

OBJECTIVE:

Promote urban form that enhances the existing character of downtown.

STRATEGIES:

- Refer to City of De Pere zoning map to strategically locate higher density development to accommodate growth while preserving character
- Respond to density growth with accommodations of traffic and parking needs, consider requiring parking studies with each new downtown redevelopment when a project requests less than the required parking
- Aggressively market and recruit retailers to the downtown area, matching consumer needs, demands, retail leakage, and available spaces
- Maximize the waterfront's higher market values to promote higher-density housing and mixed-use development. Prioritize retail and residential markets to activate the waterfront
- Provide technical assistance to help downtown property owners rehabilitate buildings/structures
- Redevelopment within the downtown district should complement the architectural character of existing structures through thoughtful design, scale, materials, colors, and building placement. However, new construction should avoid direct imitation or mimicry of older styles, ensuring that contemporary additions reflect their own time while respecting the established urban fabric.
- New downtown development should retain a strong street orientation and preserve the fabric and patterns of traditional downtown buildings in order to respect the existing character of the district. This applies specifically to infill development along Main Avenue and Broadway. (For guidelines, refer to the City of De Pere Zoning Code)

FIND OUT MORE:

- [City of De Pere Zoning](#)



BEST PRACTICE: MIXED USE

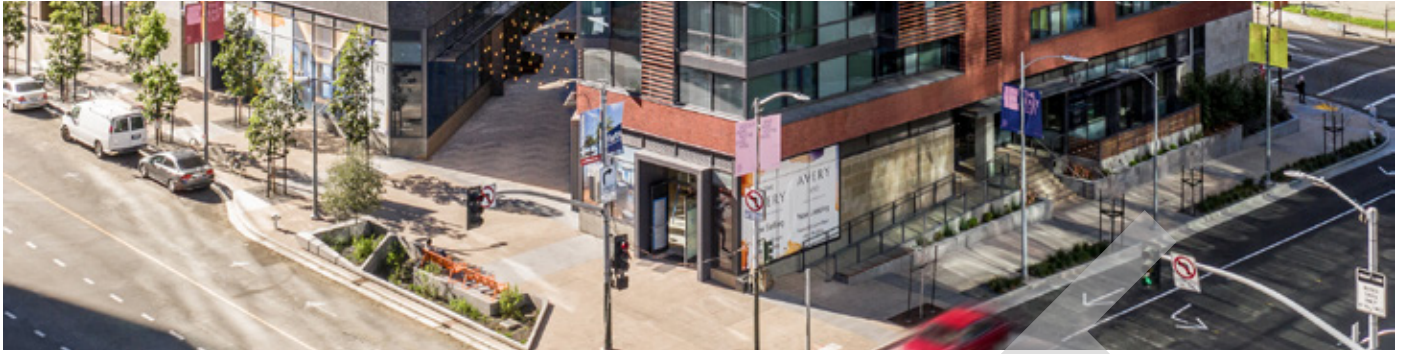
Mixed-use development blends a combination of residential uses or integrates residential and nonresidential uses into a cohesive, planned setting that promotes social interaction, adds character to the community, fosters relationships among uses and lessens the need for vehicular trips.

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

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

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

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



BUSINESS DEVELOPMENT

OBJECTIVE:

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

STRATEGIES:

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

SEE ALSO:

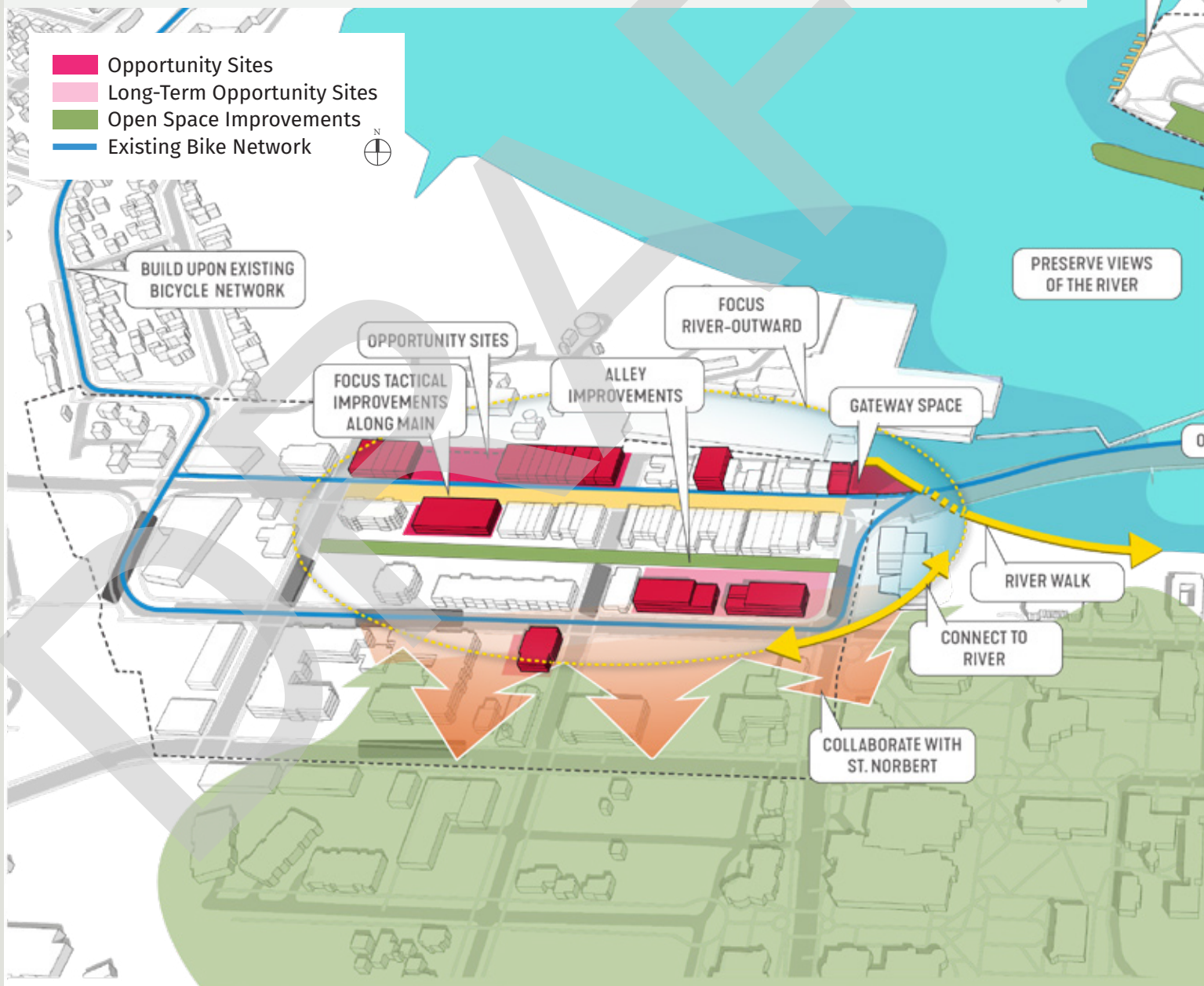
- Economic Development (Section 2.1)

WEST DOWNTOWN

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

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

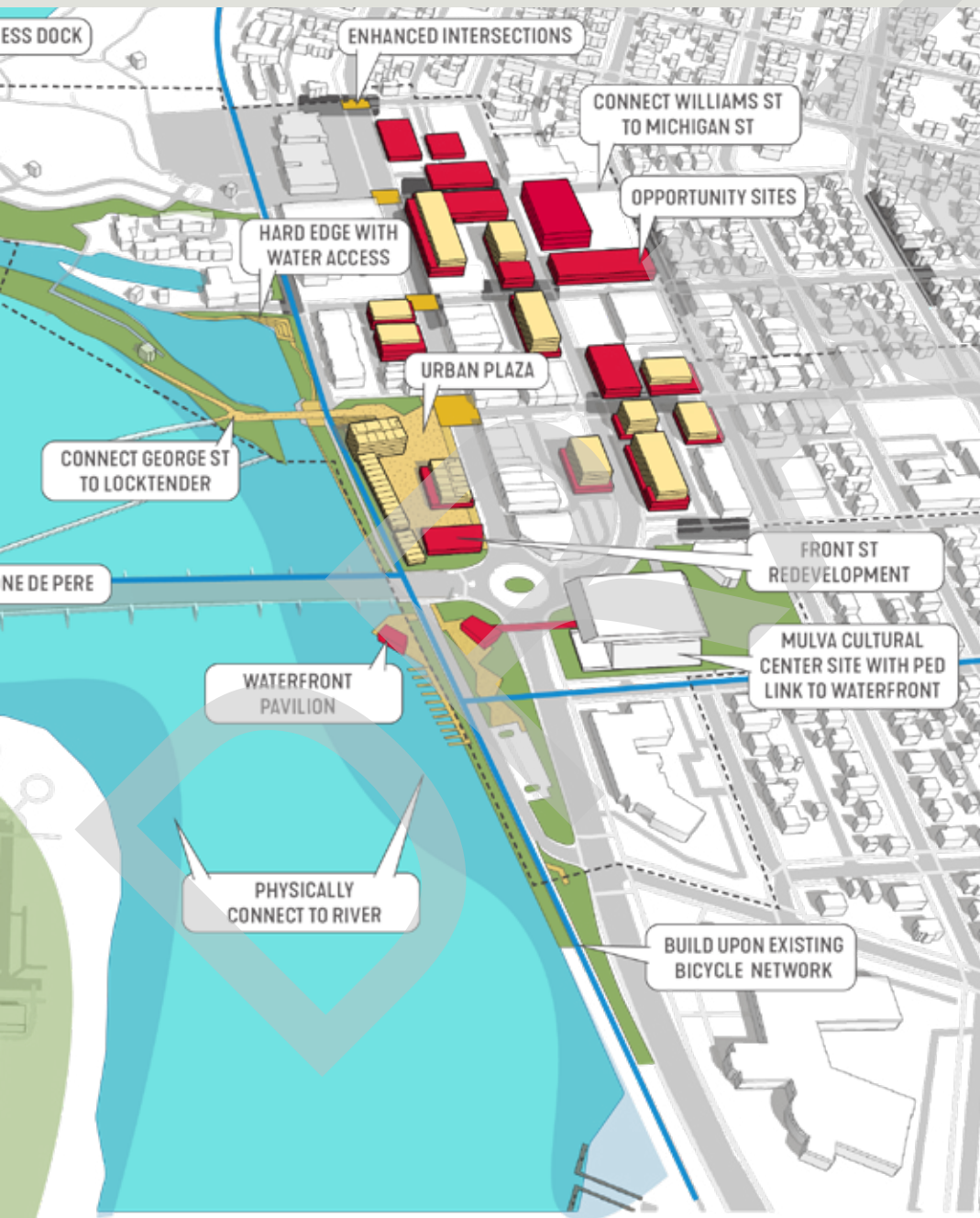
Recommendations are organized into three categories: Public Realm Improvements, Redevelopment Recommendations, and the West Downtown Plan. The West Downtown Plan focuses on three subareas: Main Ave, Alleyway Improvements, and the Gateway Site.



West Downtown Holistic Plan Recommendations

WEST DOWNTOWN: PRELIMINARY OBJECTIVES

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

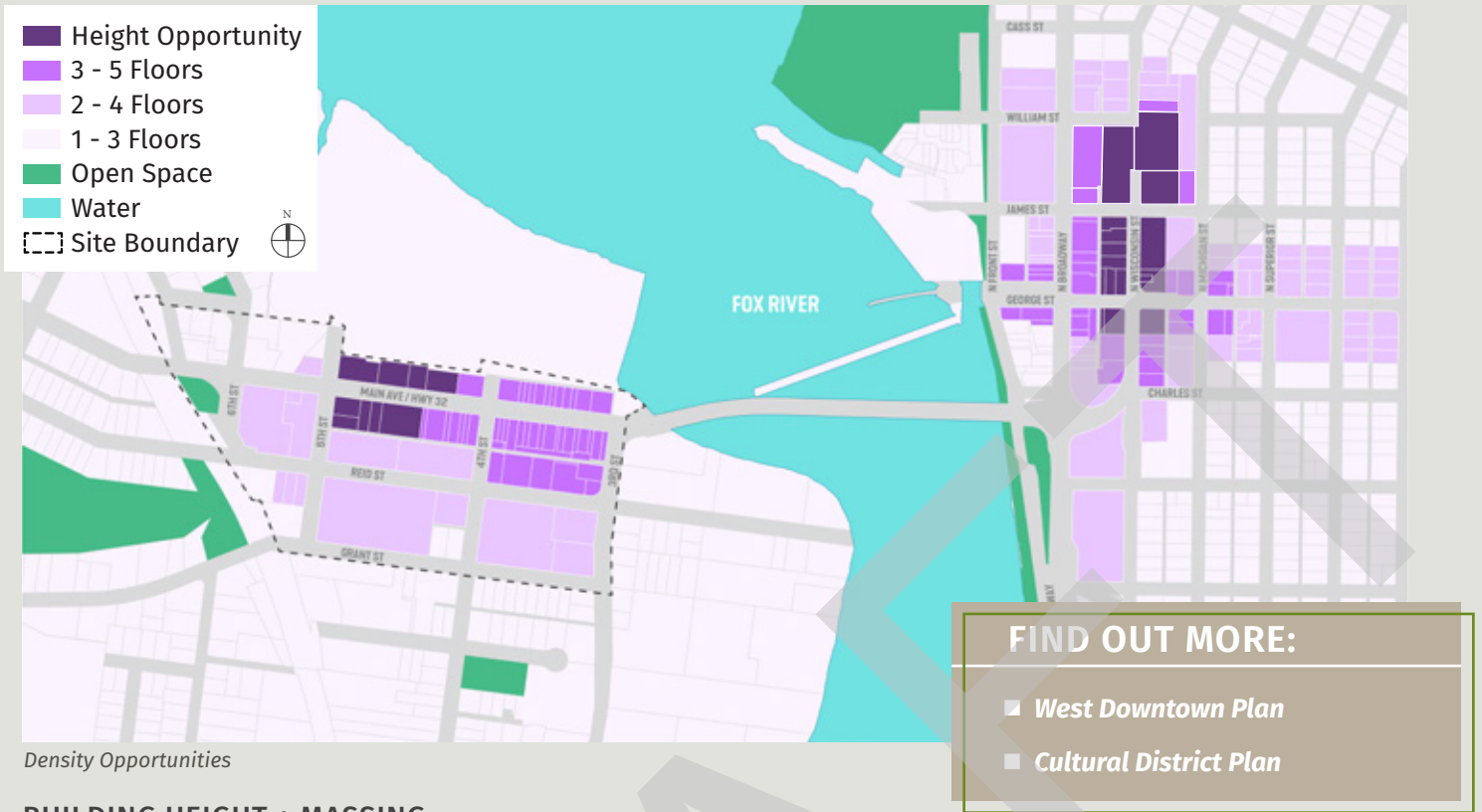


CULTURAL DISTRICT PLAN

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

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

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



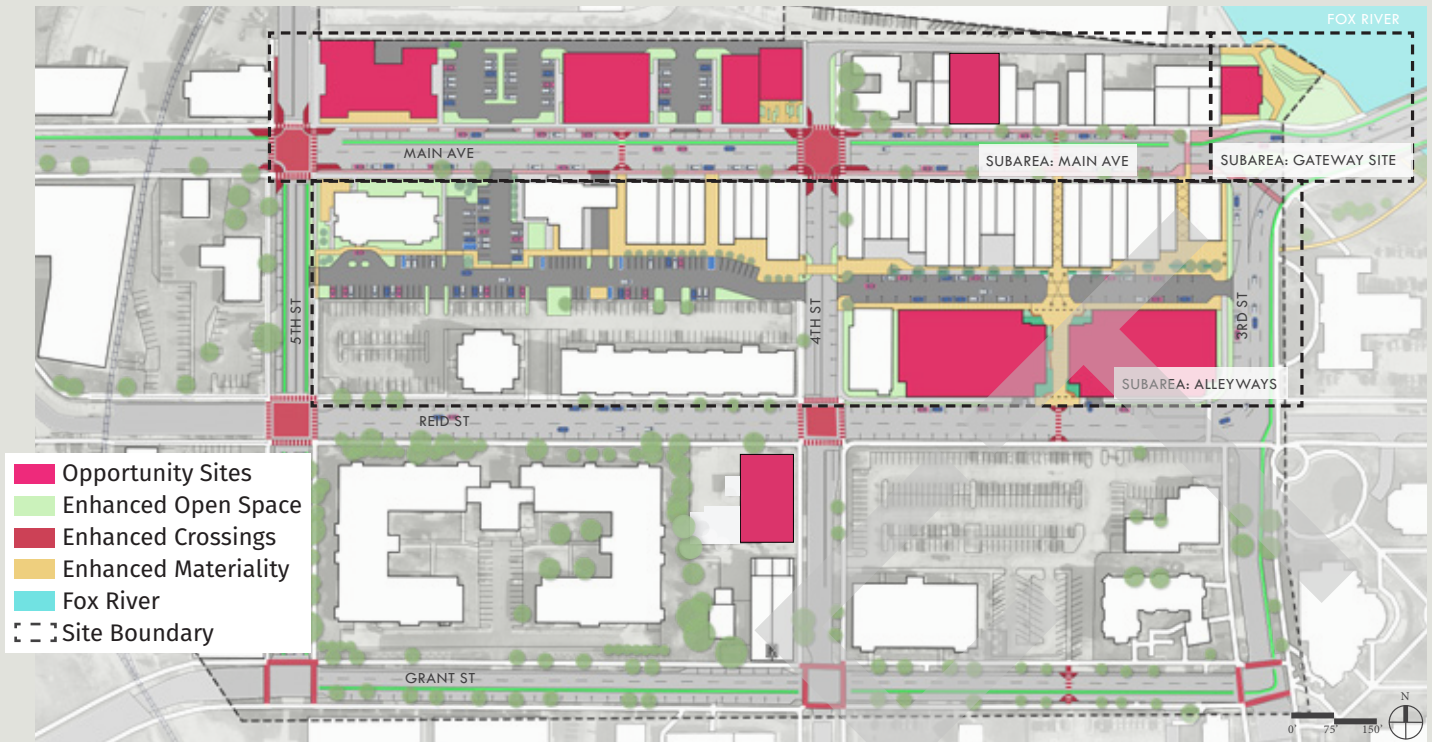
Density Opportunities

BUILDING HEIGHT + MASSING

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

RECOMMENDATION: SEEK INFILL DEVELOPMENT TO CREATE A DENSE DOWNTOWN DISTRICT

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



Opportunities - West Downtown

WEST DOWNTOWN FRAMEWORK PLAN

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



Subarea: Gateway Site, Ecological Concept

3.3 HOUSING

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

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

 ENSURE EQUITY, INCLUSION, AND ACCESS TO OPPORTUNITY FOR ALL

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

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

SEE ALSO:

- Market Analysis (**Appendix**)

\$981

Median Gross Rent
in De Pere

\$1,045

Median Gross Rent
in Wisconsin

HOUSING AFFORDABILITY INDEX (HAI)***

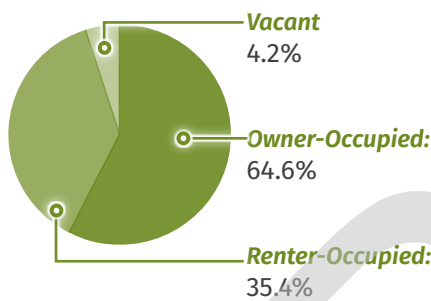
United States Census Bureau 2023-2024
American Community Survey Estimates

104

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

TENURE AND OCCUPANCY STATUS

United States Census Bureau 2023-2024
American Community Survey Estimates



UNITS BY HOUSING TYPES

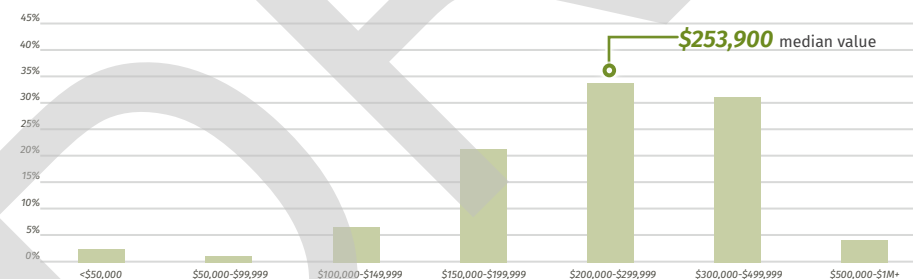
United States Census Bureau 2018-2022
American Community Survey Estimates (ACS)

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

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

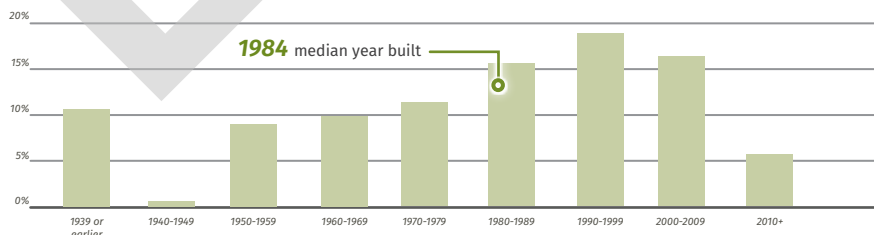
HOUSING VALUES

United States Census Bureau 2023 American Community Survey Estimates



YEAR HOUSING BUILT

United States Census Bureau 2023-2024 American Community Survey Estimates



AVERAGE HOUSEHOLD SIZE

United States Census Bureau 2023-2024
American Community Survey Estimates



PROJECTED ANNUAL RATES OF CHANGE (2024-2029)

United States Census Bureau 2024
American Community Survey Estimates

0.12% for population

0.43% for households

For more information on the market analysis, see appendix.

MIXTURE OF TYPES

OBJECTIVE:

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

STRATEGIES:

- Support more people living in the downtown area by allowing different types of housing that fit well with the surroundings. This includes apartment buildings designed to match the neighborhood, homes built above shops and restaurants, multi-story condos, group homes, and other similar housing options that help create a lively, walkable community

- Encourage a diverse mix of residential uses and housing types within neighborhoods by maintaining flexible zoning regulations and supporting planned developments that follow smart growth principles. For any residential project larger than 20 acres, at least two distinct housing design styles must be included. As the size of the project increases, the variety of housing styles should also expand proportionally
- Refer to Downtown (Section 3.2) for more strategies on cultivating a diverse housing stock in the downtown

FIND OUT MORE:

- [Annual Housing + Affordability Report](#)
- [Neighborhood Preservation Plan](#)



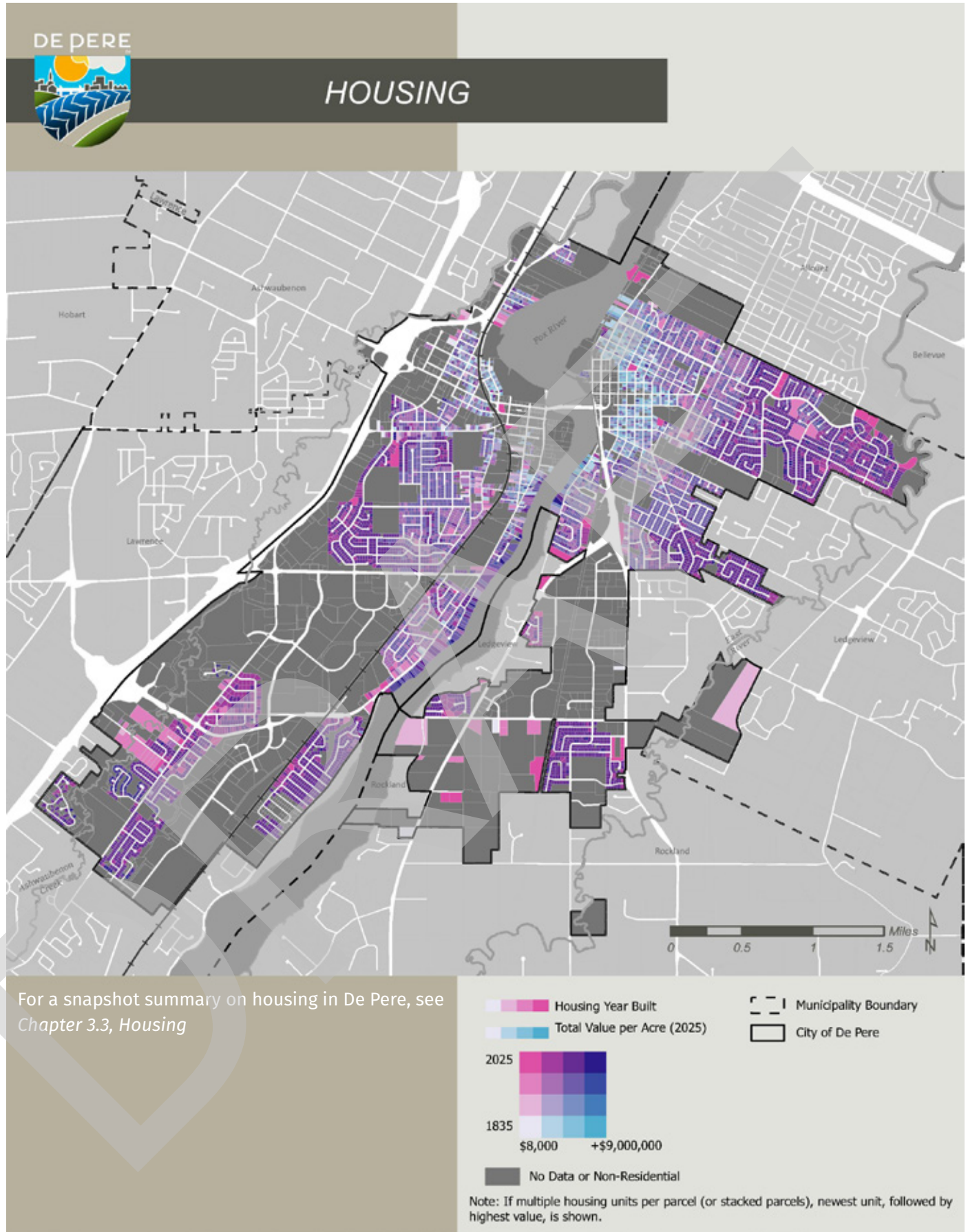
BEST PRACTICE: DIVERSE HOUSING

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

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



Diverse Housing Typologies



Data Source: City of De Pere (2024)

NEIGHBORHOOD CHARACTER

OBJECTIVE:

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

STRATEGIES:

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



BEST PRACTICE: COMPLETE NEIGHBORHOODS

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

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

and amenities typically associated with smaller-scale residential uses within the respective neighborhoods

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

WHAT IS A COMPLETE NEIGHBORHOOD?





BEST PRACTICES: TRADITIONAL NEIGHBORHOOD DEVELOPMENT

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

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

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

- **Walkability and Connectivity.** By providing more compact development and uses within closer proximity, TND reduces the need to drive.
 - **Housing Options.** Mixed housing options provide options for residents of varying socio-economic characteristics.
 - **Community Gathering Places.** TND provides for central gathering places or identifiable neighborhood centers; usually in the form of a park or plaza, which encourages interaction among residents.
 - **Public Places.** TND often provides for parks, walking trails, and bike paths, with a focus on connecting these recreational components. Sometimes, density bonuses can be used to encourage inclusion of additional public amenities.
 - **Efficiency of Design.** When the principles of traditional design are applied, they result in more efficient use of public infrastructure. For example, a neighborhood with 80-foot wide lots will require 800 linear feet of roads, public sewer and water service lines for each 10 homes, whereas a neighborhood with 40-foot wide lots will require half as much. Accommodating more “users” within the same land area provides better use of public resources and reduces the cost of services for both the municipality and the resident.
- The following elements should be implemented into the development agreements for new subdivisions:
- **Street Design.** The design of streets can impact how far residents have to walk to local parks, neighbors or other destinations. The idea is to provide a critical mass of residents, in close proximity to jobs, shopping, and transit to help reduce reliance on the automobile for transportation. TND streets often include the following:
 - Grid pattern
 - Narrower widths
 - Rear alleys for vehicle parking and service access
 - Terminations at focal points
 - **Neighborhood Elements.** TND considers how public places can shape how residents enjoy their neighborhood. They include elements that will encourage gathering, interaction and activity, such as:
 - Community open spaces, including active parks, passive pathways or open space, playgrounds, pocket parks, civic squares, etc
 - Safe sidewalks with convenient routes and access
 - Cultural amenities
 - **Housing and Density.** TND can minimize the environmental impacts associated with extensive roadways. TND often employs a variety of land use activities in a single project.
 - Narrower lot widths
 - Variety of housing types, depending on the context, including townhomes, detached homes, residential over neighborhood commercial uses, live-work units, etc
 - **Site and Home Design.** While the public realm (streets and public property) create a framework for development, they are only a small part of the overall character that is created when a neighborhood is fully developed. TND strives to provide a human scale development, so individual home sites typically include:
 - Smaller front yards
 - Prominent front porches that can extend close to sidewalks
 - Rear yard garages and/or access
 - Two-story homes to maximize square footage on smaller sites

INFILL DEVELOPMENT**OBJECTIVE:**

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

STRATEGIES:

- Promote the addition of new dwellings on vacant lots and other undeveloped parcels surrounded by existing residential development. Targeted areas for housing redevelopment and/or rehabilitation should be identified by the City
- Areas of the city already served by public utilities that can be infilled with residential uses and land that can be efficiently served by public utilities should be priorities for development
- Consider neighborhood-related non-residential development, provided these developments meet performance and architectural standards respecting the neighborhood's positive characteristics, level of activity, scale, and parking and traffic conditions

REINVESTMENT + REHABILITATION**OBJECTIVE:**

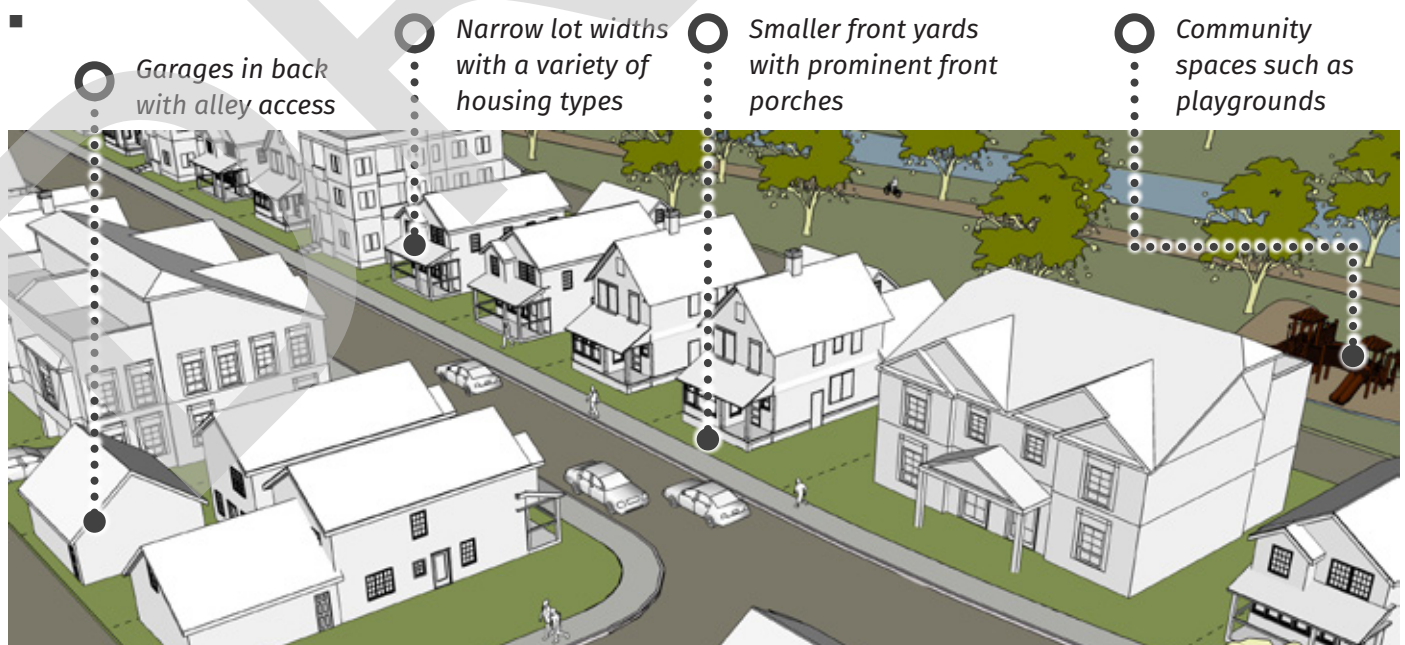
Promote reinvestment in the existing housing stock in order to maintain property values and strong neighborhoods.

STRATEGIES:

- Encourage homeowners to utilize government programs, such as the City of De Pere Home Improvement Loan, Brown County Community Development Block Grants–Housing (CDBG–Housing) and the Wisconsin Housing and Economic Development Authority (WHEDA), to improve aging residential stock
- Continue to monitor eligibility for CDBG or WHEDA funding to provide seed money for a Home Improvement Loan Program
- In partnership with developers, promote the conversion of

vacant aging rental housing stock to rehabilitated affordable single-family housing through federal, state, and private funds

- Provide a diverse housing stock for all lifestyles through the Housing Stock Improvement Program, the Affordable Lots in New Subdivisions Program, and the Affordable Units in Multi-Family Projects Program
- Implement recommendations from the 2024 Housing Study



Best Practice: Traditional Neighborhood Development

Imagine 20XX Comprehensive Plan Implementation Plan Exercise

Goal	Objectives	Policies/Strategies	Recommendation	Priority	Cost Estimate
A broad, overarching aspiration or desired outcome for the community.	A measurable step that helps achieve the broad goal.	A proposed formal guideline or rule adopted by an authority to influence decisions and behavior.	A suggested action or approach, typically non-binding.		
<i>Broad, aspirational, future-focused language</i> - "Strive to..." - "Seek to ensure..." - "Pursue..." - "Aspire to..." - "Create a community where..." - "Promote long-term..." - "Establish a foundation for..."	<i>Specific, measurable, action-oriented language</i> - "Increase [X] by [Y%] by [year]..." - "Implement..." - "Reduce..." - "Achieve..." - "Expand access to..." - "Develop a plan to..." - "Launch a program that..."	<i>Formal, directive, often regulatory tone</i> - "Require..." - "Mandate..." - "Prohibit..." - "All new developments must..." - "The municipality shall..." - "Designate..." - "Adopt standards for..."	<i>Suggestive, flexible, often advisory phrasing</i> - "Encourage..." - "Consider..." - "Support efforts to..." - "Promote..." - "Explore opportunities to..." - "Where feasible..." - "It is recommended that..."	Priority	Cost Estimate
2.1 Economic Development: Encourage the growth of business and support diverse employment and entrepreneurship opportunities	Business Attraction: Attract new business and investments that increase the city's tax base, diversify the economy, and promote job growth.	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: Offer a supportive business environment with easily accessible resources and incentives for local entrepreneurs and businesses.	Help businesses learn about potential sites for expansion, offer low-cost loans, and identify 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			

Imagine 20XX Comprehensive Plan Implementation Plan Exercise

Goal	Objectives	Policies/Strategies	Recommendation	Priority	Cost Estimate
A broad, overarching aspiration or desired outcome for the community.	A measurable step that helps achieve the broad goal.	A proposed formal guideline or rule adopted by an authority to influence decisions and behavior.	A suggested action or approach, typically non-binding.		
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2.1 Economic Development: Encourage the growth of business and support diverse employment and entrepreneurship opportunities	Business Centers: Respond and be flexible to market dynamics as the business parks and commercial centers adapt, grow, and evolve.	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 and seek ways to better integrate these uses with nearby residential and commercial uses			
		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			
	Education + Partnerships: Expand job training and workforce development opportunities with schools and higher education institutions to strengthen the local workforce, attract young workers to De Pere, and strength strategic industry alliances.	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:			

Imagine 20XX Comprehensive Plan Implementation Plan Exercise

Goal	Objectives	Policies/Strategies	Recommendation	Priority	Cost Estimate
A broad, overarching aspiration or desired outcome for the community.	, measurable step that helps achieve the broad goal	A proposed formal guideline or rule adopted by an authority to influence decisions and behavior.	A suggested action or approach, typically non-binding.		
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2.1 Economic Development: Encourage the growth of business and support diverse employment and entrepreneurship opportunities	Financial Assistance: Strategically use economic incentives to spur business investments.	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 programs			

Imagine 20XX Comprehensive Plan Implementation Plan Exercise

Goal	Objectives	Policies/Strategies	Recommendation	Priority	Cost Estimate
A broad, overarching aspiration or desired outcome for the community.	A measurable step that helps achieve the broad goal.	A proposed formal guideline or rule adopted by an authority to influence decisions and behavior.	A suggested action or approach, typically non-binding.		
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2.2 Cultural Resources: Increase and coordinate unique activities that enliven the city and increase the sense of community	Events: 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.	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			
	Historic: Actively promote the preservation and recognition of historical structures and neighborhoods.	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 historic structures and neighborhoods within the city			
		Continue to identify those residences or areas of the City that may be historic and/or architecturally significant and identify funding sources that may be used to rehabilitate or renovate them in a historically sensitive manner.			
		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 identify 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			

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2.2 Cultural Resources: Increase and coordinate unique activities that enliven the city and increase the sense of community	Social Well-Being: Promote quality living environment through the provision of adequate and efficient recreation, transportation, utility, emergency, and other public facilities and services affecting the health, safety, and well-being of De Pere residents and businesses.	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 (an adequate supply of affordable housing, healthy food, public transportation, etc.)			
		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 De Pere 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: Support a strong local arts and culture community and economy.	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			

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2.2 Cultural Resources: Increase and coordinate unique activities that enliven the city and increase the sense of community	Tourism + Visitors: Market De Pere's cultural assets to attract visitors to experience community art, festivals, the Riverwalk, the downtown and other cultural amenities.	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			
3.1 Land Use: Manage the future growth and redevelopment within the city to ensure orderly, balanced, sustainable development that integrates a mixture of uses	Redevelopment + Mixed Uses: Promote continued reinvestment and a mixture of uses in areas already served by public utilities.	Prioritize redevelopment of underutilized lots in the downtown core of the city			
		Strive for 15 minute neighborhoods that provide safe walkable or bikeable access to shopping, education, recreation, and workplaces -- human-centric design concept			
		Utilize City of De Pere Zoning Code to shape the development/redevelopment of property in mixed-use districts			
		Promote Traditional Neighborhood Development (TND) as a viable mixed-use development option			
		Ensure the compatibility of adjoining land uses for both existing and future development			
	Brownfield Redevelopment: Evaluate and promote the remediation of environmentally contaminated sites for future commercial or industrial uses.	Maintain the local brownfield fund and leverage the funds with other state and federal resources for a targeted return on grants of 3:1			
		The City of De Pere should continue to actively work with local partners, Brown County, and the State of Wisconsin in identifying brownfields			
		Partner with Brown County, the State of Wisconsin, and U.S. Environmental Protection Agency to leverage resources to assess and remediate any contamination			
		Utilize the Brownfield Site Assessment Grant (WDNR) to finance assessment of environmental contamination at Brownfield sites, this may include partnering with neighboring communities to develop a large enough proposal for the US GPA & WDNR Programs			
		Encourage property owners of potential brownfields to contact the City and Brown County to access funds to assist in the cost of environmental assessment and remediation planning			
		Utilize the Brownfields Initiative through the Wisconsin Economic Development Corporation (WEDC) which provides grants to for environmental remediation activities for brownfield sites where the owner is unknown, cannot be located, or cannot meet the cleanup costs			

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3.1 Land Use: Manage the future growth and redevelopment within the city to ensure orderly, balanced, sustainable development that integrates a mixture of uses	Sustainable Development: Incentivize new development and redevelopment to incorporate sustainable concepts into their plans.	Require the installation of neighborhood facilities within new subdivisions, including street trees, sidewalks/trails, and sites for playgrounds			
		In areas of the city with unique or critical natural or cultural resources, conservation by design developments should be considered. The natural or cultural resource areas should be preserved as part of the permanent green space and the development built around these resources			
		Ensuring local zoning codes do not restrict the appropriate usage of alternative and small-scale energy systems for businesses and homeowners			
		Promote the usage of recycled materials in new construction, including insulation and other applicable building materials			
		Incentivize sustainable building practices through the certification by Leadership in Energy and Environmental Design (LEED) or Sustainable Sites Initiatives for new public and private construction, and incentivize LEED-Neighborhood Development (LEED-ND) for new subdivisions.			
		Coordinate City efforts at becoming an eco-municipality with the citizens and officials involved in Social, Economic, and Environmental Design for De Pere (SEEDs)			
	Smart Growth: Identify mixed-use Smart Growth areas (like the southern bridge region) next to existing development to take advantage of existing utilities and public services.	New subdivisions should be designed to preserve natural drainage patterns, reduce fragmentation of wildlife habitat, and limit the amount of impervious surfaces designed solely for automotive vehicles			
		Identify and amend future growth areas in 5-year increments based on past and projected growth rates, the ability to efficiently provide services, and the ability to maintain ample future growth areas for the city. Growth projections should be updated every 5 years			
		Coordinate the layout of new developments with the need for traffic circulation and pedestrian facilities. Blocks should vary in size and shape to follow topography, with frequent street connections and access to off-street trails or paths. Streets should knit the neighborhoods together rather than form barriers			
		Create additional mixed-use neighborhood centers that contain a variety of commercial and residential uses with an emphasis on pedestrian scale rather than auto-oriented development patterns			
		Discourage strip commercial development in favor of clustering commercial activities at designated nodes or selected locations which can service nearby neighborhoods			
		Encourage commercial development in smaller neighborhood centers and the downtown rather than long strips along main thoroughfares			
		Design neighborhood streets to discourage excessive speeding and cut-through traffic by narrowing street widths and corner curb radii, while still providing safe access for emergency and service vehicles. Curb extensions and other specialized measures can be used to calm traffic			

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3.1 Land Use: Manage the future growth and redevelopment within the city to ensure orderly, balanced, sustainable development that integrates a mixture of uses	Urban Reserve Area: A sufficient supply of vacant lands which can be provided with public services should be maintained in order to allow for continued orderly growth.	Future growth should be designed to encourage the following: - Efficient land use and prohibit leap-frog development - Protection of natural areas - Efficient provision of utilities services and infrastructure - An efficient transportation system - Locations for economic growth, and diverse housing options			
		Follow and update the Future Land Use Map that identifies Urban Reserve areas which should be considered to be the City of De Pere's "smart growth" areas.			
		Primary Growth Focus - Properties which can be more easily served and are more strategically located directly outside city boundaries should be a priority			
		Secondary Growth Focus - Properties slated for future developments located outside of an area with city-serviced utilities should be kept in a rural development holding pattern, until utility expansion is possible			
	Urban Agriculture and Community Gardening: Enhance the quality of agricultural resources to provide sustainable land stewardship, economic opportunity, and local food options.	Research and support a plan to develop and promote community gardens and orchards			
		Continue to permit community gardens as part of zoning code and further expand allowable agricultural uses and activities within the community			
		Encourage utilizing roof space where applicable for community gardens and urban agriculture			
	Agricultural Resources: Work with the landowners to ensure the orderly and timely conversion of agricultural lands to other uses and to maximize the compatibility and minimize the conflicts between agriculture and adjacent land uses.	Rezone lands from exclusive agriculture when annexed into the community while still allowing agricultural uses until development occurs			
		Do not permit and discourage the development of new large-scale livestock facilities within future growth areas of the City of De Pere			
		Ensure future development is consistent with the vision of the Comprehensive Plan, should the City of De Pere, the Town of Ledgeview and the Town of Rockland come to terms on comprehensive border agreements			
		Ensure future development is consistent with the vision of the Comprehensive Plan by partnering with the Town of Lawrence in discussing the future of the Boundary Agreement between the two communities			
		Overtime, ensure an appropriate transition from the urban setting in the City of De Pere to the rural setting in the Town's through zoning and design guidelines			

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3.1 Land Use: Manage the future growth and redevelopment within the city to ensure orderly, balanced, sustainable development that integrates a mixture of uses	Gateway Corridors: Promote high-quality, walkable, inviting gateway corridors at entrances to downtown and at city boundaries.	Position primary building entrances to the street frontage			
		Screen loading/service areas from residential areas and street frontages			
		Locate off-street parking in side or rear yard, not between building facade and street. Screen any parking visible from the street through landscaping or knee walls			
		Promote pedestrian-scaled signage, especially blade/projecting signs and individual letter mounted signs			
		Require front yards with pseudo-public amenities - hardscape extension of the sidewalk area, outdoor seating/dining, bike parking, or landscape			
		Promote residential uses above first floor uses in mixed-use districts			
		When sites are developed/redeveloped, require owners to provide safe, wide sidewalks between the building entrance, through the parking lot, and the street			
		Promote uses that will be successful to fit the character of the corridors, gradually reducing auto-oriented uses outside of the I-41 corridor (car dealerships, repair shops)			
		Driveways that disrupt pedestrian routes should be avoided and replaced by shared access and side street access connections. By reducing the number of driveways, navigation to each site becomes simpler while the corridor becomes safer with fewer curb cuts and a narrow median			
		Refer to the De Pere Zoning Ordinance for design criteria regulating streetscaping, flags, banners, seasonal decorations, lighting, parking landscaping and signage controls to aesthetically integrate land use areas			
		Focus placemaking and wayfinding techniques on main entrance corridors of the city (Main Avenue, Scheuring Road, Broadway Street, CTH G, STH 32, STH 57, etc.)			
		Rather than expanding the roads from two lanes to four lanes, consider landscaped boulevards with left-turn bays as a desired alternative. Boulevards can create very appealing entrances into communities and can create a very positive first impression to visitors			

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3.2 Downtown: Support downtown as a vibrant and charming destination for residents and visitors that has connectivity to the Fox River, and is an accessible, walkable and unified district for all	Placemaking: Activate the public realm.	Identify local artists to collaborate with in order to identify potential installations and locations for public art and placemaking			
		Receptacles, planters, benches, pedestrian-scale lighting, and other amenities should be placed and mapped throughout the downtown district			
		Continue to consider viewshed protection of the Fox River in downtown zoning codes for gathering spaces, right of ways, parkways			
		Orient buildings toward the street so entrances are complementary and open to the public (see zoning code primary frontages)			
		Promote streetscape of trees and lighting that provide shade, security and help define the pedestrian realm			
		Implement the 2021 Wayfinding Master Plan			
	Walkability: Maximize pedestrian and bicycle mobility and connections to promote a unified downtown district and; Increase the demand for retail space in the market by increasing the number of people who use downtown as a destination, and connecting downtown to other community attractions, including Voyageur Park, the Fox River Trail, and St. Norbert College.	Promote a mixed-use development pattern that is compatible with walking, trips are short and can be made on foot			
		Work with property owners to close redundant/disused driveways			
		Ensure the sidewalk environment accommodates ample space for pedestrians, street furniture, prominent storefronts, and outdoor dining where feasible while maintaining minimum ADA clearance distances. Street trees and other elements that create a comfortable separation between parking and driving lanes and pedestrian areas should also be included			
		Emphasize connectivity to the river by establishing pedestrian and bicycle connections with lighting, benches, and landscaping			

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		Provide an opportunity to increase pedestrian destinations along the riverwalk to create (events, tours, art, food)			
		Organize a program of activities on a regular basis in the park to link the community to the space. Layering of events at different times or days of the week that appeal to different user groups can be effective			
		Keep the Riverwalk and Voyageur Park flexible in design to allow for multiple uses and events			
		When public spaces are improved or renovated along the water front, provide shade, bathrooms, and comfortable seating that can be moved			
		Provide amenities that may draw people to the space on non-event days, such as water features, rotating art exhibits, retail sidewalk sales, etc.			
		Evaluate opportunities to expand public access and amenities along the Fox River			
		Develop a strategy for programming the park before design begins. Include discussions with Main Street Organization landowners to pedestrianize the alleyways and nearby connectors			
	Downtown Living: Continue to develop the City's downtown as a vibrant destination with a mix of residential, commercial, and institutional uses.	Offer density bonus or financial incentives for downtown residential development that supports workforce and family housing in and near downtown			
		Adopt flexible building codes and financial incentives that encourage upper-level residential adaptive reuse			
		Consider shared use policies for residential use of commercial off-street parking lots. In some cases, shared circulation and cooperative development of several adjacent buildings can improve project feasibility			
		Continue to monitor opportunity to utilize tax-driven incentives such as the Low-Income Housing Tax Credits and Historic Tax Credits that support workforce and family housing in and near downtown			
		Allow attached residential on the periphery of the downtown, within transition zoning districts between residential neighborhoods and the downtown core			

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		Respond to density growth with accommodations of traffic and parking needs, consider requiring parking studies with each new downtown redevelopment when a project requests less than the required parking			
		Aggressively market and recruit retailers to the downtown area, matching consumer needs, demands, retail leakage, and available spaces			
		Maximize the waterfront's higher market values to promote higher-density housing and mixed-use development. Prioritize retail and residential markets to activate the waterfront			
		Provide technical assistance to help downtown property owners rehabilitate buildings/structures			
		Redevelopment within the downtown district should complement the architectural character of existing structures through thoughtful design, scale, materials, colors, and building placement. However, new construction should avoid direct imitation or mimicry of older styles, ensuring that contemporary additions reflect their own time while respecting the established urban fabric.			
		New downtown development should retain a strong street orientation and preserve the fabric and patterns of traditional downtown buildings in order to respect the existing character of the district. This applies specifically to infill development along Main Avenue and Broadway. (For guidelines, refer to the City of De Pere Zoning Code)			

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		Require active uses at street level for all downtown buildings with office, restaurant, employment, or storefront uses on the ground floor, and residential units on the upper floors			
		Consider the use of seasonal sidewalk extensions and outdoor dining parklets within the parking lane of non-state connecting highways and local roads			
		Concentrate new businesses in areas of demonstrated potential strength for the downtown: specialty retail, furniture home furnishings (specialty or general), pharmacy or drug store, clothing stores (women's clothing), jewelry, food service and drinking establishments, and office support retail and services			
		The City should work with developers to ensure that commercial activity in the commercial corridors have a positive impact on the City's efforts in revitalizing the downtown			
		Engage De Pere's proven and innovative retailers, as mentors for potential new retail and service entrepreneurs			
		Encourage recreation and water-oriented retail near the Fox River, possibly along Front Street			
		Continue to work closely with the De Pere Main Street Program to attract and retain businesses in the City's downtown			
		Utilize De Pere Main Street Program to strengthen the business climate, provide community involvement opportunities, foster the business environment, promote an awareness of historical preservation, and provide an inventory of available business opportunities in the City			
		Promote high standards of customer service to strengthen the district's identification with local consumers. Assure that the most convenient parking in the area is reserved for customers			
		Implement the recommendations of the Downtown De Pere Master Plan			
		Implement Downtown Parking Plan and Recommendations			

Imagine 20XX Comprehensive Plan Implementation Plan Exercise

Goal	Objectives	Policies/Strategies	Recommendation	Priority	Cost Estimate
A broad, overarching aspiration or desired outcome for the community.	A measurable step that helps achieve the broad goal.	A proposed formal guideline or rule adopted by an authority to influence decisions and behavior.	A suggested action or approach, typically non-binding.		
<i>Broad, aspirational, future-focused language</i> - "Strive to..." - "Seek to ensure..." - "Pursue..." - "Aspire to..." - "Create a community where..." - "Promote long-term..." - "Establish a foundation for..."	<i>Specific, measurable, action-oriented language</i> - "Increase [X] by [Y%] by [year]..." - "Implement..." - "Reduce..." - "Achieve..." - "Expand access to..." - "Develop a plan to..." - "Launch a program that..."	<i>Formal, directive, often regulatory tone</i> - "Require..." - "Mandate..." - "Prohibit..." - "All new developments must..." - "The municipality shall..." - "Designate..." - "Adopt standards for..."	<i>Suggestive, flexible, often advisory phrasing</i> - "Encourage..." - "Consider..." - "Support efforts to..." - "Promote..." - "Explore opportunities to..." - "Where feasible..." - "It is recommended that..."	Priority	Cost Estimate
3.3 Housing: Develop new neighborhoods and maintain older neighborhoods which offer a variety of quality housing opportunities for all De Pere residents to attract and retain residents of all ages and income levels	Mixture of Types: Promote an adequate supply and mix of housing types for individuals of all life stages, physical abilities, and income levels.	Encourage a diverse mix of residential uses and housing types within neighborhoods by maintaining flexible zoning regulations and supporting planned developments that follow smart growth principles. For any residential project larger than 20 acres, at least two distinct housing design styles must be included. As the size of the project increases, the variety of housing styles should also expand proportionally.			
		Refer to Downtown (Section 3.2) for more strategies on cultivating a diverse housing stock in the downtown			
		Support more people living in the downtown area by allowing different types of housing that fit well with the surroundings. This includes apartment buildings designed to match the neighborhood, homes built above shops and restaurants, multi-story condos, group homes, and other similar housing options that help create a lively, walkable community.			
	Neighborhood Character: Reinvest in De Pere's existing charming neighborhoods and build upon that character by ensuring new neighborhoods embody similar characteristics.	Promote traditional neighborhood design (TND) as a viable mixed-use development option			
		Incentivize home facade rehabilitation through low interest loans funded through the TID affordable housing extensions			
		Reduce visual dominance of driveways and garages by promoting narrower driveways and recessed garages			
		Promote alleys and shared driveways to improve the visual interest of neighborhood streets by reducing driveway curb cuts along main thoroughfares and street-facing garage doors			
		Consider requiring street trees to add long-term charm, value, and environmental benefits to new neighborhoods			
		Continue to place utilities, such as electric and cable wires, underground for new development			
		Encourage home and subdivision design varied by mass, height, and architectural design			
		Multiple-family buildings should be designed to reflect, as much as possible, the characteristics and amenities typically associated with smaller-scale residential uses within the respective neighborhoods			
	Infill Development: Prioritize infill development to take advantage of existing infrastructure and services and reduce vacancies.	Promote the addition of new dwellings on vacant lots and other undeveloped parcels surrounded by existing residential development. Targeted areas for housing redevelopment and/or rehabilitation should be identified by the City			
		Areas of the city already served by public utilities that can be infilled with residential uses and land that can be efficiently served by public utilities should be priorities for development			
		Consider neighborhood-related non-residential development, provided these developments meet performance and architectural standards respecting the neighborhood's positive characteristics, level of activity, scale, and parking and traffic conditions			

Imagine 20XX Comprehensive Plan Implementation Plan Exercise

Goal	Objectives	Policies/Strategies	Recommendation	Priority	Cost Estimate
A broad, overarching aspiration or desired outcome for the community.	A measurable step that helps achieve the broad goal.	A proposed formal guideline or rule adopted by an authority to influence decisions and behavior.	A suggested action or approach, typically non-binding.		
<i>Broad, aspirational, future-focused language</i> - "Strive to..." - "Seek to ensure..." - "Pursue..." - "Aspire to..." - "Create a community where..." - "Promote long-term..." - "Establish a foundation for..."	<i>Specific, measurable, action-oriented language</i> - "Increase [X] by [Y%] by [year]..." - "Implement..." - "Reduce..." - "Achieve..." - "Expand access to..." - "Develop a plan to..." - "Launch a program that..."	<i>Formal, directive, often regulatory tone</i> - "Require..." - "Mandate..." - "Prohibit..." - "All new developments must..." - "The municipality shall..." - "Designate..." - "Adopt standards for..."	<i>Suggestive, flexible, often advisory phrasing</i> - "Encourage..." - "Consider..." - "Support efforts to..." - "Promote..." - "Explore opportunities to..." - "Where feasible..." - "It is recommended that..."		
3.3 Housing: Develop new neighborhoods and maintain older neighborhoods which offer a variety of quality housing opportunities for all De Pere residents to attract and retain residents of all ages and income levels	Reinvestment + Rehabilitation: Promote reinvestment in the existing housing stock in order to maintain property values and strong neighborhoods.	Encourage homeowners to utilize government programs, such as the City of De Pere Home Improvement Loan, Brown County Community Development Block Grants–Housing (CDBG–Housing) and the Wisconsin Housing and Economic Development Authority (WHEDA), to improve aging residential stock			
		Continue to monitor eligibility for CDBG or WHEDA funding to provide seed money for a Home Improvement Loan Program			
		In partnership with developers, promote the conversion of vacant aging rental housing stock to rehabilitated affordable single-family housing through federal, state, and private funds			
		Provide a diverse housing stock for all lifestyles through the Housing Stock Improvement Program, the Affordable Lots in New Subdivisions Program, and the Affordable Units in Multi-Family Projects Program			
		Implement recommendations from the 2024 Housing Study			



City of De Pere, Wisconsin

I.12

Request for Plan Commission Action

MEETING DATE:	September 22, 2025
DEPARTMENT:	Development Services
FROM:	Peter Schleinz, City Planner/Zoning Administrator
SUBJECT:	Discussion about site plans received since the August 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: September 22, 2025

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

Summary:

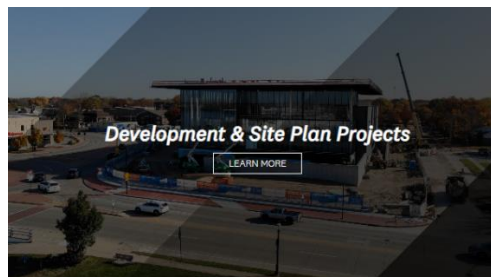
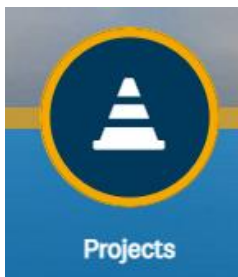
The City of De Pere approved a new Zoning Ordinance that became effective on January 1, 2023. The new Zoning Ordinance speeds up the site plan review process by allowing staff to approve site plan proposals that comply with the Zoning Ordinance.

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.

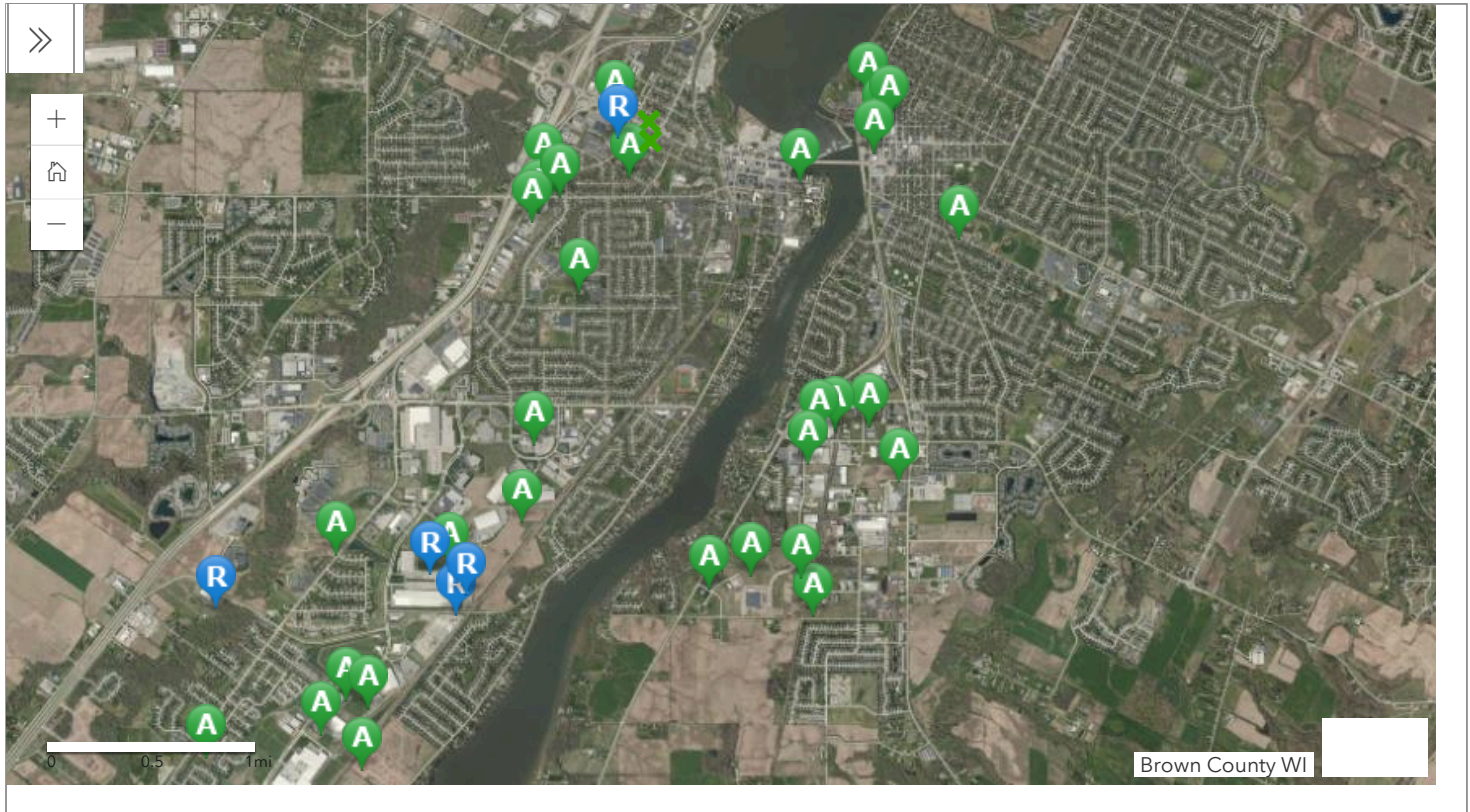
Staff Recommendation

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

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:

- [2221 Innovation DR - American 3-Fab](#)
- [114 S Ninth ST - New Ninth ST Multi-Tenant Development](#)
- [2121 American BL - New Robinson West Laydown Yard](#)
- [2121 American BL - New Robinson Parking Lot](#)
- [2121 American BL - New Robinson Metal Southeast Warehouse Access Drive](#)

Projects that are Recently Approved:

- [650 Heritage RD - Atkore Pavement Modification](#)
- [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](#)
- [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](#)
- [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](#)
- [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:

- [805 Main AV - Dollar Tree Facade Replacement](#)
- [820 Main AV - New North Shore Bank](#)

Projects that are Recently Denied:

- None

Additional Project Status Information

■ American 3-Fab New Pavement and Screening							
Address: 2221 Innovation DR							
Parcel Number: WD-L436-3							
City Funding: TIF 8							
Developer or Authorized Representative: Tonya Wagner, Vierbicher							
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 West Laydown Yard							
Address: 2121 American BL							
Parcel Number: WD-1040, WD-1042, WD-1043							
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.							

■ 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 (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Aug 27, 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 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
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[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
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[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 (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Jun 13, 2025 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
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[Click here to see the site plan and developer contact information.](#)

■ New City Composting Yard Waste Site

Address: 2005 Commerce DR

Parcel Number: ED-3100

City Funding: City Project in TIF 10

Developer or Authorized Representative: Eric Rakers, City Engineer, City of De Pere

Project Status:
(C) indicates Completed Step

Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Jul 25, 2025 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
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[Click here to see the site plan and developer contact information.](#)

■ New Robinson Metal Parking Lot

Address: 2121 American BL

Parcel Number: WD-1040, WD-1041-1, WD-1041-2

City Funding: Partially in TIF 11

Developer or Authorized Representative: Steven Kolar, Payne & Dolan INC

Project Status:
(C) indicates Completed Step

Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress	Plan Commission Review	Site Plan Approved or Denied	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
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[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
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[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
Click here to see the site plan and developer contact information.							

■ White Pillars Expansion							
Address: 403 N Broadway ST							
Parcel Number: ED-752							
City Funding: No							
Developer or Authorized Representative: Bob Mach, Mach IV Engineering & Surveying LLC							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Apr 02, 2025 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed

[Click here to see the site plan and developer contact information.](#)

■ Fire Station 2 Addition

Address: 1180 Grant ST

Parcel Number: WD-D0206-1

City Funding: City Project

Developer or Authorized Representative: Eric Rakers, City Engineer, City of De Pere

Project Status:
(C) indicates Completed Step

Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Jan 10, 2025 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
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[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
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[Click here to see the site plan and developer contact information.](#)

■ New De Pere Housing Authority Building

Address: 850 Morning Glory LN

Parcel Number: WD-86-5

City Funding: No

Developer or Authorized Representative: David Johnson, Architects Group LTD

Project Status:
(C) indicates Completed Step

Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Dec 16, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
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[Click here to see the site plan and developer contact information.](#)

■ Belmark Plant 5 Parking Lot Addition

Address: 675 Heritage RD

Parcel Number: ED-F0094-1

City Funding: No

Developer or Authorized Representative: Carolyn Adler, McMahon Associates

Project Status:
(C) indicates Completed Step

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

■ Dunkin' Facade Replacement

Address: 950 Main AV, Unit A

Parcel Number: WD-709-1

City Funding: TIF 13

Developer or Authorized Representative: Erik Valiulius, MRV Architects INC

Project Status:
(C) indicates Completed Step

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

■ New Amerilux Buildings

Address: 2000 Commerce DR

Parcel Number: ED-3103

City Funding: TIF 17

Developer or Authorized Representative: Robert Mach, Mach IV Engineering & Surveying

Project Status:
(C) indicates Completed Step

Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Dec 03, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
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[Click here to see the site plan and developer contact information.](#)

■ New Badgerland Supply Warehouse

Address: 1414 Builders CT

Parcel Number: WD-L176-1

City Funding: No							
Developer or Authorized Representative: Patrick Kuehl, Robert E Lee & Associates INC							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Oct 07, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
Click here to see the site plan and developer contact information.							

Country Visions Facade Maintenance							
Address: 1221 Grant ST							
Parcel Number: WD-D0217-1							
City Funding: No							
Developer or Authorized Representative: Olivia Vander Heiden, Alliance Construction & Design							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Dec 4, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
Click here to see the site plan and developer contact information.							

New Contractor Warehouses							
Address: 1405 Enterprise DR							
Parcel Number: ED-2077-1							
City Funding: No							
Developer or Authorized Representative: Mathew Litchfield, Mach IV Engineering & Surveying LLC							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Sep 03, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
Click here to see the site plan and developer contact information.							

New Valley Cabinet							
Address: 1840 S Broadway ST							
Parcel Number: ED-F0101							
City Funding: No							
Developer or Authorized Representative: Mike Kohlbeck, McMahon Associates INC							
Project Status: (C) indicates Completed Step							

Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Jun 11, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
Click here to see the site plan and developer contact information.							

New Massman Corporate INC							
Address: 2005 Venture AV							
Parcel Number: WD-D0076							
City Funding: TIF 11							
Developer or Authorized Representative: John Davel, Davel Engineering & Environmental INC							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Aug 22, 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 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
Click here to see the site plan and developer contact information.							

■ Destiny Church Addition							
Address: 1205 Lawrence DR							
Parcel Number: ED-F0081-1							
City Funding: No							
Developer or Authorized Representative: Mathew Litchfield, Mach IV Engineering & Surveying LLC							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress	Plan Commission Review (C)	Site Plan Approved - Oct 07, 2024 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed

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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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[Click here to see the site plan and developer contact information.](#)

■ New North Shore Bank

Address: 820 Main AV

Parcel Number: WD-534, WD-535, WD-536, WD-533-1

City Funding: No

Developer or Authorized Representative: Michael Leidig, EIT, Robert E Lee and Associates

Project Status:
(C) indicates Completed Step

Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review (C)	Site Plan Approved - Jun 27, 2024 (C)	Permits Issued or Under Construction (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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[Click here to see the site plan and developer contact information.](#)

■ Storage Shop USA Phase 2 & 3 Addition

Address: 701 Millennium CT

Parcel Number: ED-3090

City Funding: No

Developer or Authorized Representative: Dave Anderson, Owner, Town and Country Development LLC

Project Status:
(C) indicates Completed Step

Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review - Sep 26, 2022 (C)	Site Plan Approved - Oct 4, 2022 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
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[Click here to see the site plan and developer contact information.](#)

■ New Waterview Heights Apartments

Address: 410-416 Willie Mays CI

Parcel Number: WD-2197

City Funding: No							
Developer or Authorized Representative: Brad Treml, Engineering Tech II, Robert E Lee & Associates							
Project Status: (C) indicates Completed Step							
Submit Site Plan and Review Fee (C)	Developer Revising Plans (C)	Staff Review in Progress (C)	Plan Commission Review - Oct 24, 2022 (C)	Site Plan Approved May 10, 2023 (C)	Permits Issued or Under Construction	Certificate of Occupancy Issued	Project Completed
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