



## REPORT TO CITY PLAN COMMISSION

**Plan Commission Public Hearing Date:** July 15, 2013

**Common Council Meeting Date:**

July 24, 2013 (Resolution for Approval)

September 4, 2013 (Public Hearing on Amendment and Adoption of Ordinance)

**Items:** #1-13 thru #13-13 *Comprehensive Plan 2010-2030* Future Land Use Map Amendments

**Case Manager:** Brad Schmidt, AICP 

### GENERAL INFORMATION

The City is requesting several minor amendments to the *City of Appleton Comprehensive Plan 2010-2030* Future Land Use Map. The *Comprehensive Plan* document and the accompanying Future Land Use Map serve as a guide for future growth and development in the City. Periodically, development proposals or changing circumstances within the City may trigger consideration of an amendment to the *Comprehensive Plan 2010-2030*. In this case, the intent of the proposed Future Land Use Map amendments is to reflect the past development projects and changes in development patterns that have occurred since the *Comprehensive Plan 2010-2030* was originally adopted in March 2010. Staff is presenting 13 amendments to the Future Land Use Map as shown on **Exhibit A**.

### BACKGROUND

The *Comprehensive Plan 2010-2030* establishes a vision for future land use, physical development, and quality of life in the City, and provides a comprehensive set of goals, policies, and initiatives to achieve that vision. The *Comprehensive Plan 2010-2030* was adopted by City Council in March 2010.

### STAFF ANALYSIS

Staff is proposing to amend the *Comprehensive Plan 2010-2030* Future Land Use Map. There are 13 amendments proposed. Below is a brief analysis of each requested amendment. The accompanying maps for each amendment are included as an attachment to this report. The current Future Land Use designation for each amendment is located on the left side of each map while the proposed Future Land Use designation is located on the right side of the map.

**#1-13: SW Corner of W. Spring St. and N. Sharon St.**

This area was rezoned to M-2 General Industrial to support an expansion of the industrial user directly west of the subject area. The proposed amendment changes the future land use designation from One and Two-Family Residential to Industrial.

**#2-13: SE Corner of W. Eighth St. and S. Story St.**

The subject area is within the C-2 Commercial District. The property includes a two-story structure. It's not anticipated that this land would be used for a park or open space as indicated by the current future land use designation. Staff recommends changing the designation to One and Two-Family Residential to make it consistent with the surrounding area.

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**#3-13: S. Locust St.**

Staff proposes changing the future land use designation for this area from Public/Institutional to One and Two-Family Residential. The property was rezoned to R-1C Central City Residential District to accommodate the construction of a single-family residence.

**#4-13: W. Schindler Pl.**

The subject area is currently within the C-2 Commercial District with a Planned Development (PD) overlay. A proposed hotel project on this site required the PD overlay, but the project never materialized. The subject area is within the Commercial future land use category and Staff is proposing to change it to Multi-Family Residential. The site is undeveloped and Staff believes multi-family residential would be more appropriate on this site due to vehicular access issues with a commercial development.

**#5-13: E. Hoover Ave.**

A small automobile sales and repair business acquired the subject property and rezoned it to C-2 Commercial District to accommodate a parking lot expansion. Staff proposes to change the subject area from the One and Two-Family Residential future land use category to Commercial.

**#6-13: E. Calumet St, E. Coolidge Ave. & S. Madison St.**

The subject area includes several commercial uses including a convenience store, cheese sales, tavern, light industrial use, and a multi-family building. The area is currently within the Commercial zoning district, but is designated as One and Two-Family Residential on the Future Land Use Map. Staff does not believe this area would convert to one and two-family residential uses within the time frame of the Comprehensive Plan. Therefore, Staff proposes changing the future land use designation for this area to Commercial.

**#7-13: E. McKinley St. & Harrison St.**

This area recently underwent a redevelopment with an expansion of a parking lot for two businesses in the area. The proposed change to a Mixed Use future land use designation from a One and Two-Family Residential future land use designation recognizes these developments.

**#8-13: E. John St.**

The area known as the former Foremost Farms factory site is owned by the City and is currently undeveloped. The current future land use designation for this area is One and Two-Family Residential. Staff is proposing to change the future land use designation to Multi-Family Residential to reflect a proposed multi-family development on the site.

**#9-13: SW Corner of E. Pauline St. & N. Ballard Rd.**

This area is currently developed with several single-family residences. The land presents problems for future multi-family development and therefore, Staff proposes changing the future land use designation from Multi-Family Residential to One and Two-Family Residential.



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**#10-13: N. French Rd.**

The subject area was recently annexed into the City and was zoned R-3 Multi-Family District. Staff anticipates that this area will be developed as multi-family residential and therefore, recommends changing the future land use designation from One and Two-Family Residential to Multi-Family Residential.

**#11-13: E. Fall Creek Ln. & E. Gazebo Hill Rd.**

The subject area was included in the Public/Institutional future land use category prior to being developed with single-family residences based on the past owner being a church. The church never developed on the property. This change to the One and Two-Family Residential future land use category would be consistent with the current development.

**#12-13: Evergreen Dr.**

The subject area was recently annexed into the City from the Town of Grand Chute. The property owner at the time of annexation had considered marketing a portion of the subject area as multi-family residential. Based on the size of the property and proximity to the City bike/walk trail, Staff believes this area is more suited for a higher density residential development as opposed to a commercial development. Therefore, Staff proposes to change the future land use designation from Commercial to Multi-Family Residential.

**#13-13: Sommers Drive Realignment**

The future alignment of Sommers Drive is currently shown incorrectly. Staff worked with the City's Engineering Division to identify the correct alignment. The City's Official Map has also been updated to reflect this change.

**Overall Community Goals**

**GOAL 1 – Community Growth** (Chapter 10 – Land Use)

Appleton will continue to provide opportunities for residential, commercial and industrial growth, including appropriate redevelopment sites within the downtown and existing neighborhoods and greenfield development sites at the City's edge.

**10.1 OBJECTIVE:** Provide an adequate supply of suitable land meeting the demand for development of various land uses.

**10.1.1** Adopt, and as necessary, amend the Future Land Use Map in the Comprehensive Plan.

**Technical Review Group Report (TRG):** This item was discussed at the June 11, 2013 Technical Review Group meeting. No negative comments were received from participating departments.

**RECOMMENDATION**

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Staff recommends the proposed *Comprehensive Plan 2010-2030* Future Land Use Map amendments and resolution listed above, **BE APPROVED.**

**RESOLUTION  
CITY OF APPLETON**

**ADOPTION OF THE RECOMMENDED AMENDMENTS TO THE COMPREHENSIVE  
PLAN AS PREPARED BY THE CITY OF APPLETON PLAN COMMISSION**

**WHEREAS**, the Common Council of the City of Appleton pursuant to Section 62.23 of the Wisconsin Statutes, has established a City Plan Commission; and

**WHEREAS**, on March 3, 2010 the Common Council adopted the City of Appleton Comprehensive Plan to promote public health, safety and welfare of the City by effectively guiding long-range growth and development within the city and its statutory extraterritorial planning jurisdiction; and

**WHEREAS**, Chapter 12: Implementation, Comprehensive Plan Update Procedures, of the Comprehensive Plan was created in the City of Appleton Code of Ordinances to provide procedures and criteria for amending and updating the City of Appleton Comprehensive Plan; and

**WHEREAS**, members of the public were invited to make comments at a meeting held on July 15, 2013, by the City Plan Commission, wherein the following Comprehensive Plan amendments (Amendments #1-13 thru #13-13) herein adopted were reviewed and commented upon by members of the public; and

**WHEREAS**, the City of Appleton Plan Commission has reviewed the recommended amendment to the Comprehensive Plan at a meeting held on July 15, 2013; and

**WHEREAS**, the City of Appleton Plan Commission reviewed the following Comprehensive Plan Amendments, found these amendments to meet the criteria outlined in Chapter 12: Implementation, Comprehensive Plan Update Procedures, warranting inclusion in this resolution :

1. Having been filed with the City Clerk by the City of Appleton Community and Economic Development Department requesting a Comprehensive Plan Map Amendment to change future land use designations for specified properties on the Future Land Use Map

**WHEREAS**, members of the public, adjacent and nearby local governmental units will be given a 30-day review and comment period prior to the public hearing, which will be conducted by the Common Council for the Comprehensive Plan proposed amendment; and

**WHEREAS**, after said public hearing, the Common Council will decide whether to adopt by ordinance the proposed amendments to the Comprehensive Plan; and

**WHEREAS**, the Comprehensive Plan may be used as the basis for, among other things, updating the zoning ordinance, accomplishing extra-territorial zoning and as a guide for

approving or disapproving actions affecting growth and development within the jurisdiction of the City of Appleton; and

**WHEREAS**, this Comprehensive Plan may from time to time be amended, extended, or added to in greater detail; and

**NOW, THEREFORE, BE IT RESOLVED**, by the City of Appleton Plan Commission that the recommended Comprehensive Plan amendments are hereby adopted as a part of the City of Appleton Comprehensive Plan 2010-2030 pursuant to §66.1001(4), Wis. Stats. and that the Plan Commission recommends said Comprehensive Plan amendments to the City of Appleton Common Council for adoption by ordinance, after a 30-day public review and comment period and public hearing.

Adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2013.

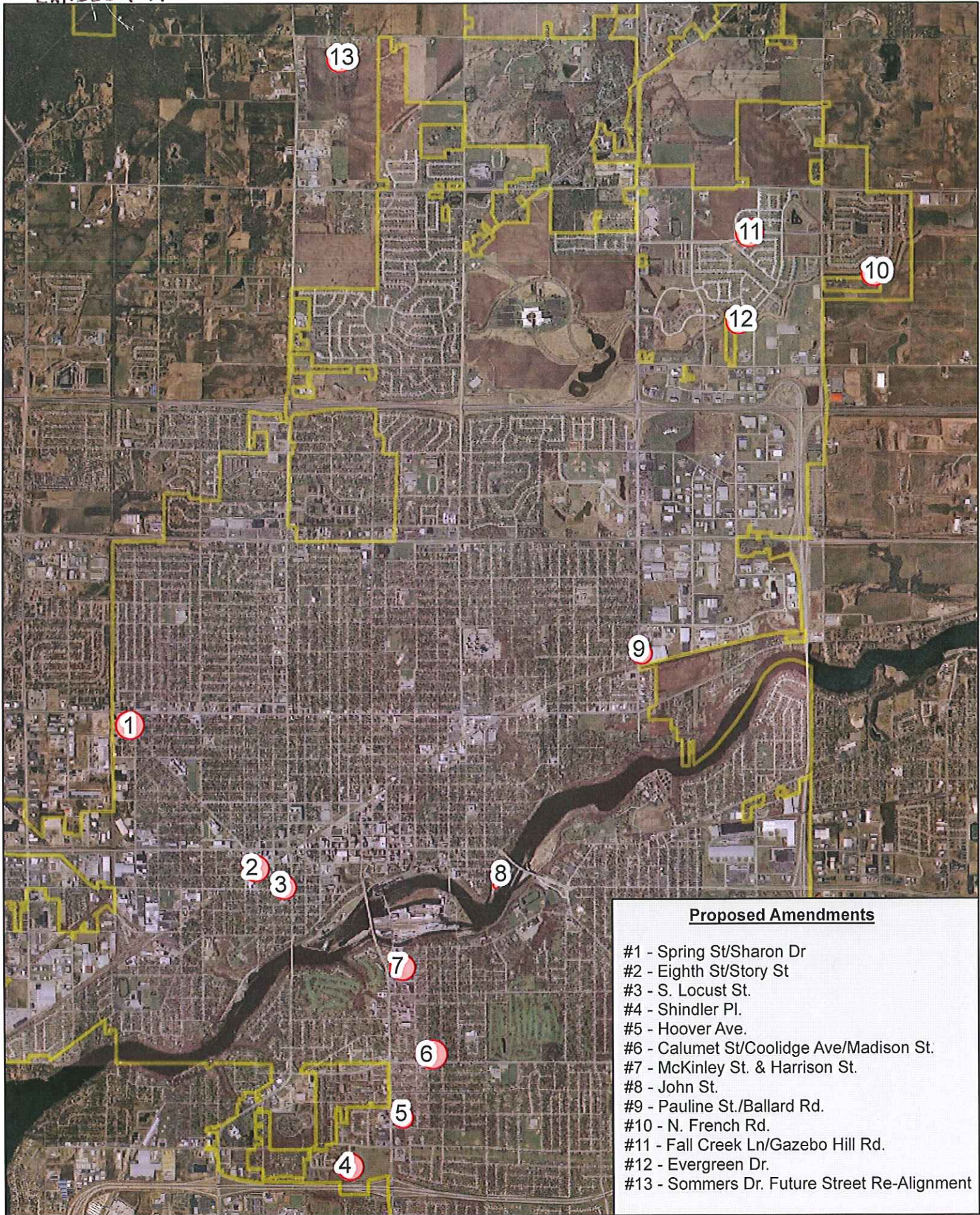
\_\_\_\_\_  
Timothy M. Hanna, Mayor

ATTEST:

\_\_\_\_\_  
Charlene Peterson, City Clerk

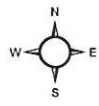
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**Proposed Amendments**

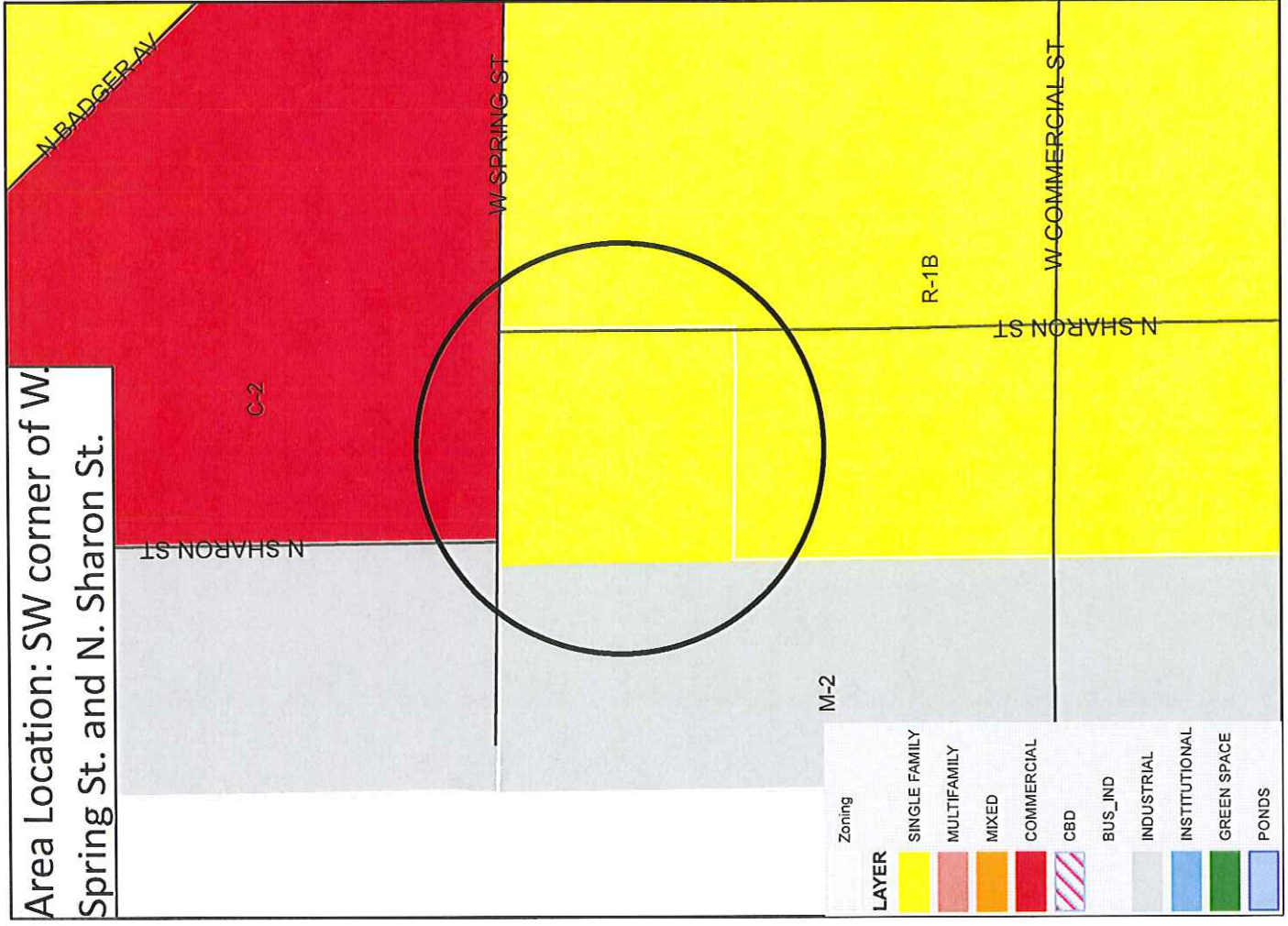
- #1 - Spring St/Sharon Dr
- #2 - Eighth St/Story St
- #3 - S. Locust St.
- #4 - Shindler Pl.
- #5 - Hoover Ave.
- #6 - Calumet St/Coolidge Ave/Madison St.
- #7 - McKinley St. & Harrison St.
- #8 - John St.
- #9 - Pauline St./Ballard Rd.
- #10 - N. French Rd.
- #11 - Fall Creek Ln/Gazebo Hill Rd.
- #12 - Evergreen Dr.
- #13 - Sommers Dr. Future Street Re-Alignment



Comprehensive Plan 2010-2030  
Proposed Future Land Use Map Amendments



Area Location: SW corner of W. Spring St. and N. Sharon St.



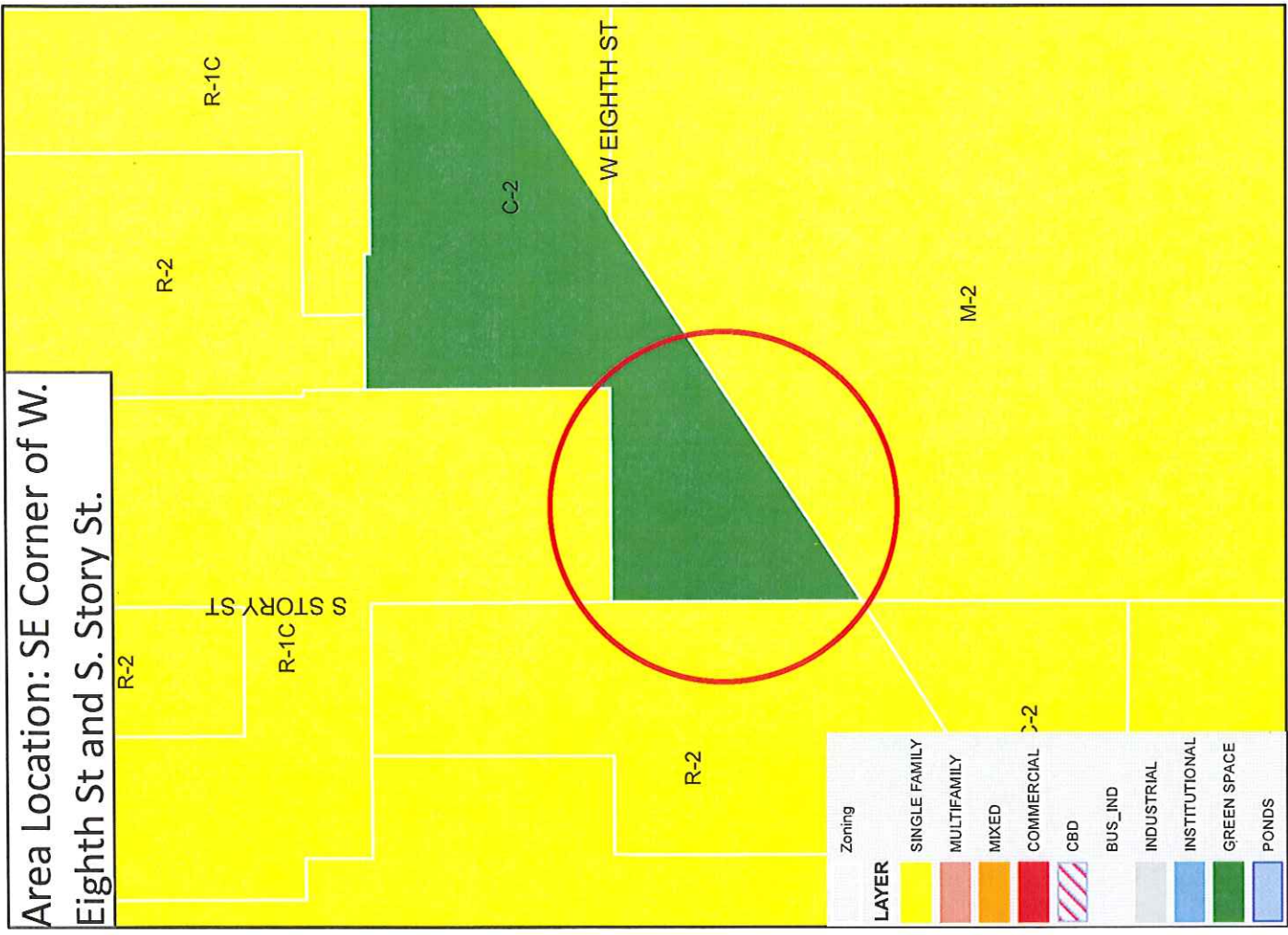
AMENDMENT #1-13



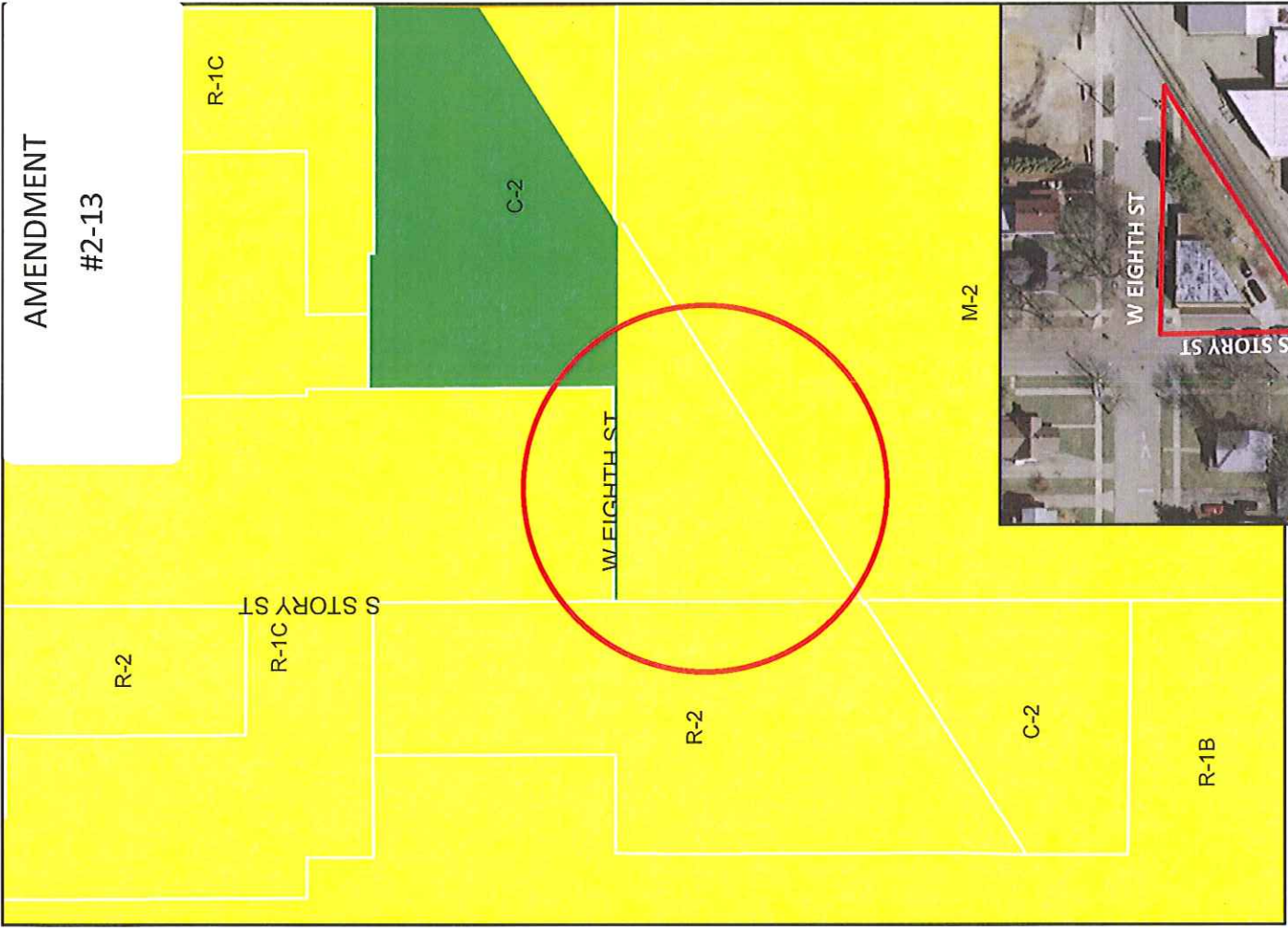
Existing: One and Two-Family Residential  
Change: Industrial



**Area Location: SE Corner of W. Eighth St and S. Story St.**

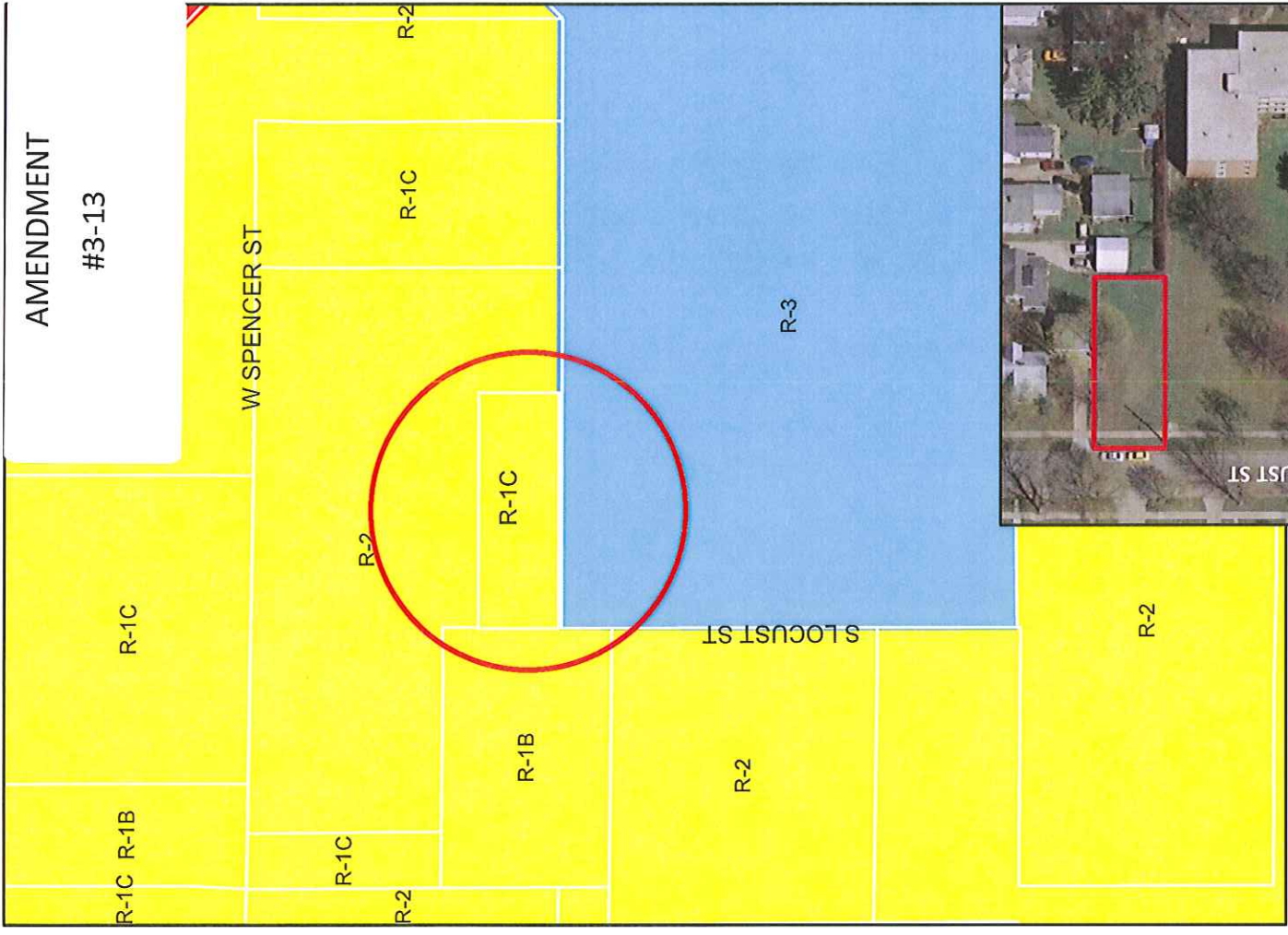
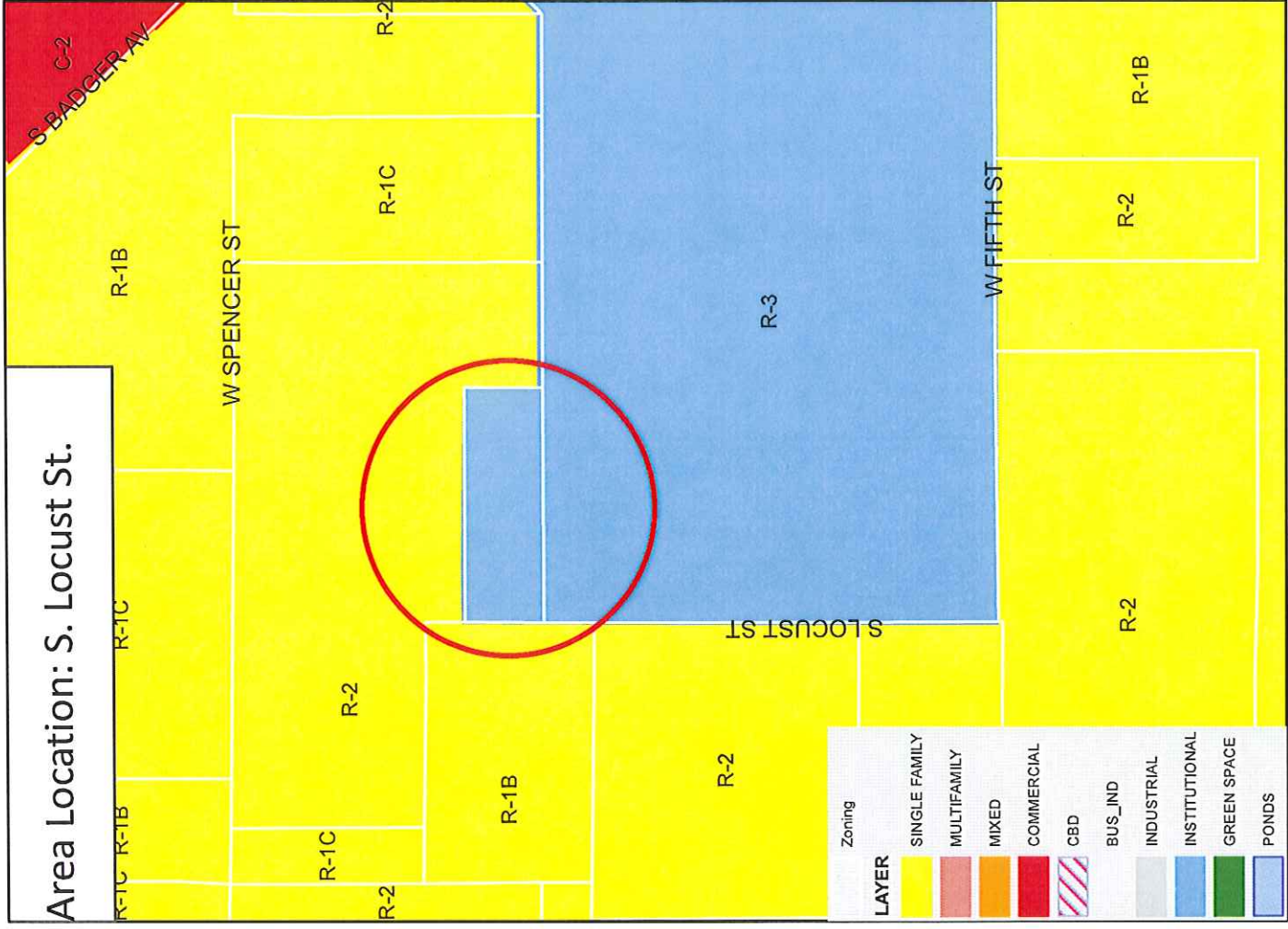


**AMENDMENT #2-13**

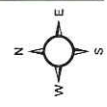


**Existing: Parks and Open Space**  
**Change: One and Two-Family Residential**



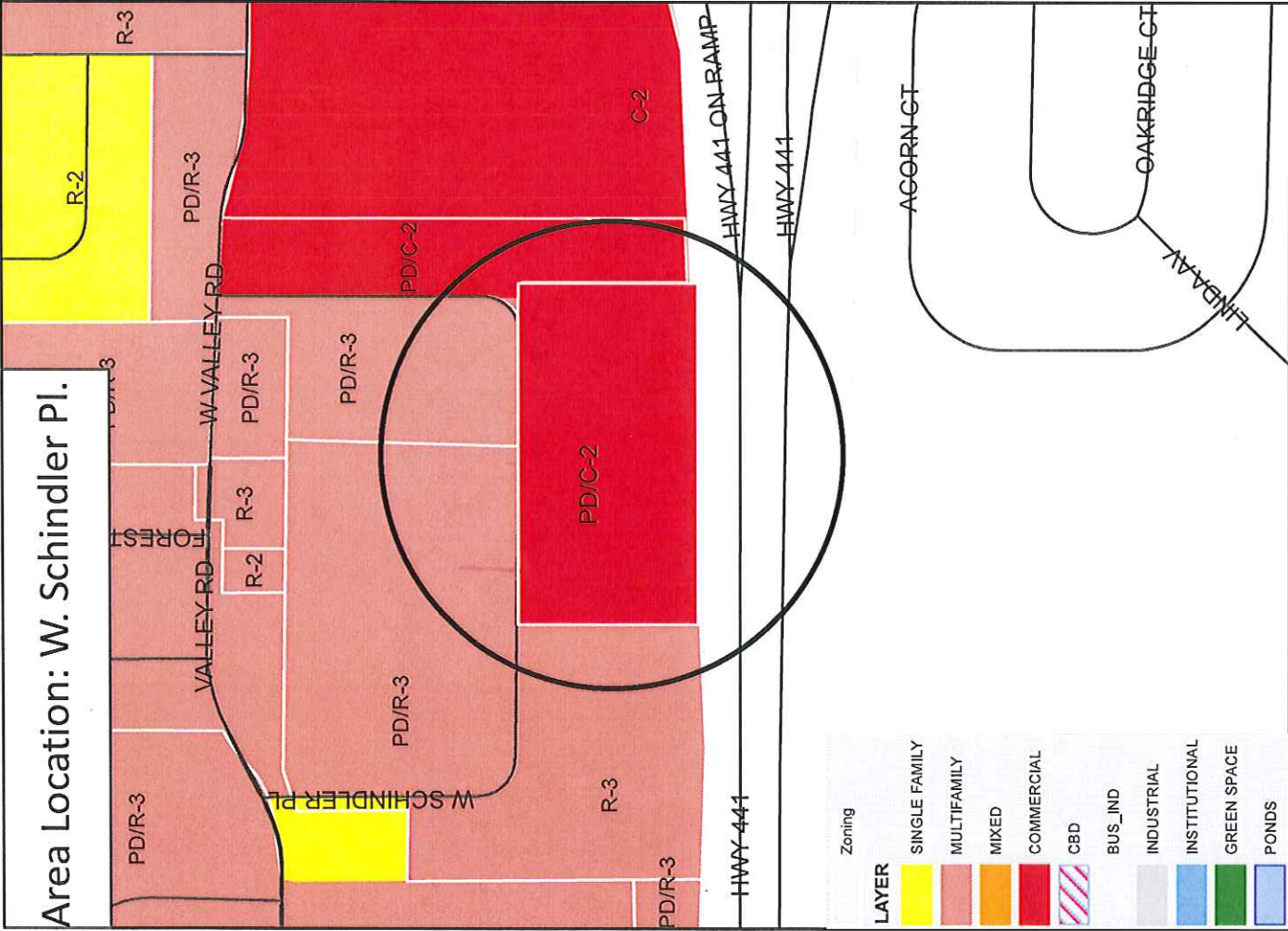


Existing: Public/Institutional  
 Change: One and Two-Family Residential



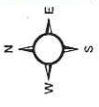
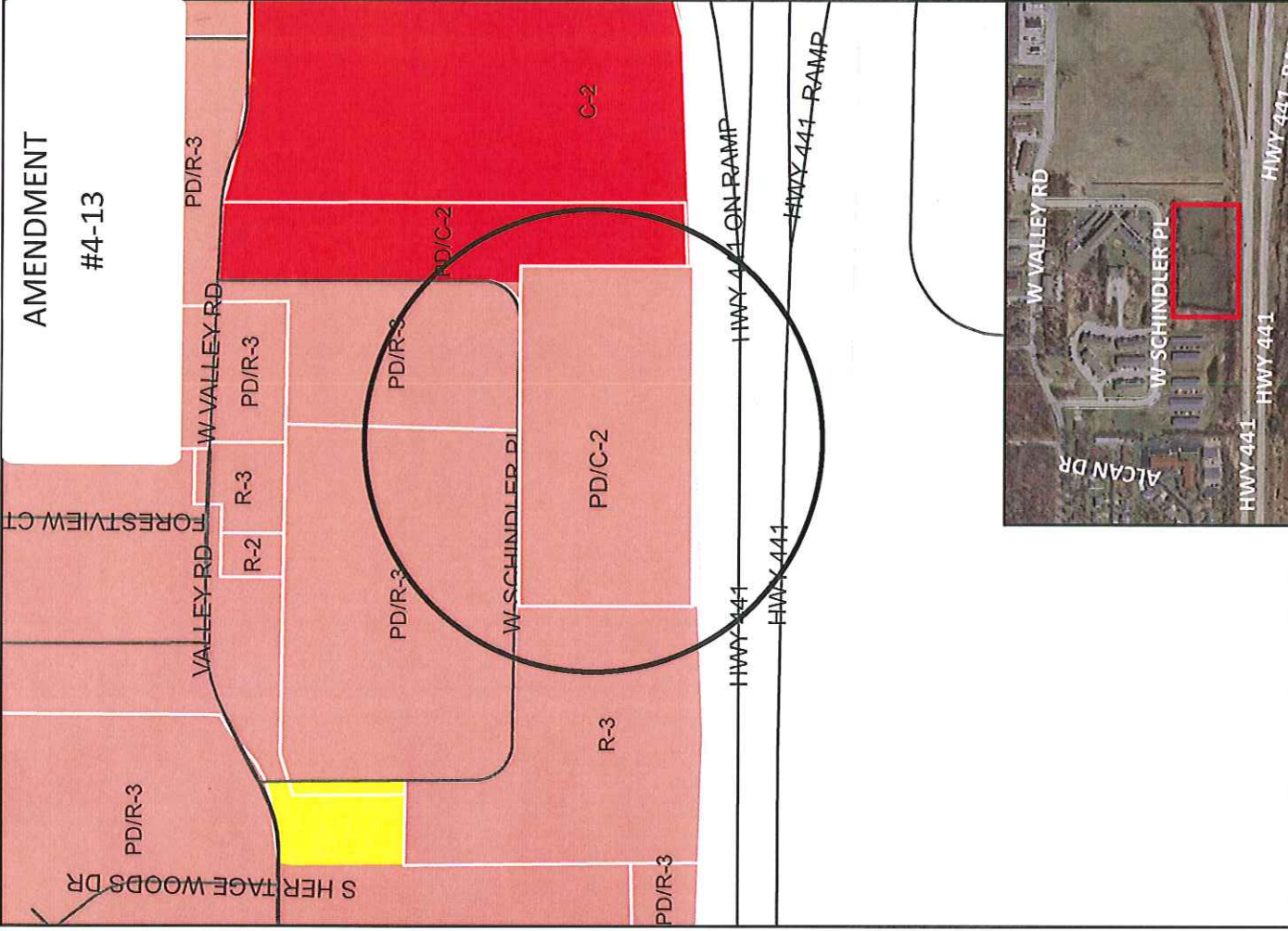


# Area Location: W. Schindler Pl.



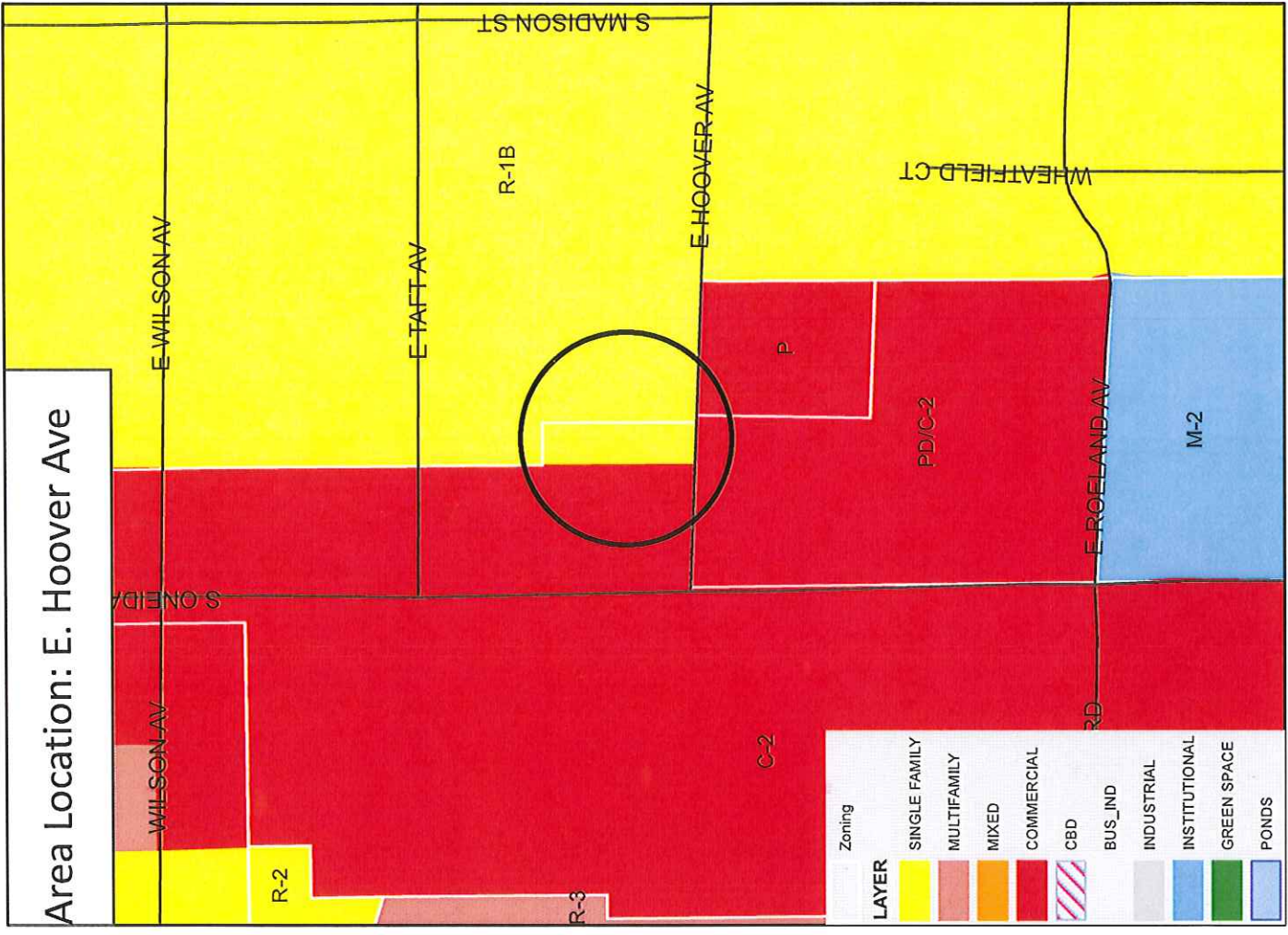
Existing: Commercial  
 Change: Multi-Family Residential

# AMENDMENT #4-13



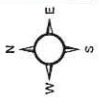
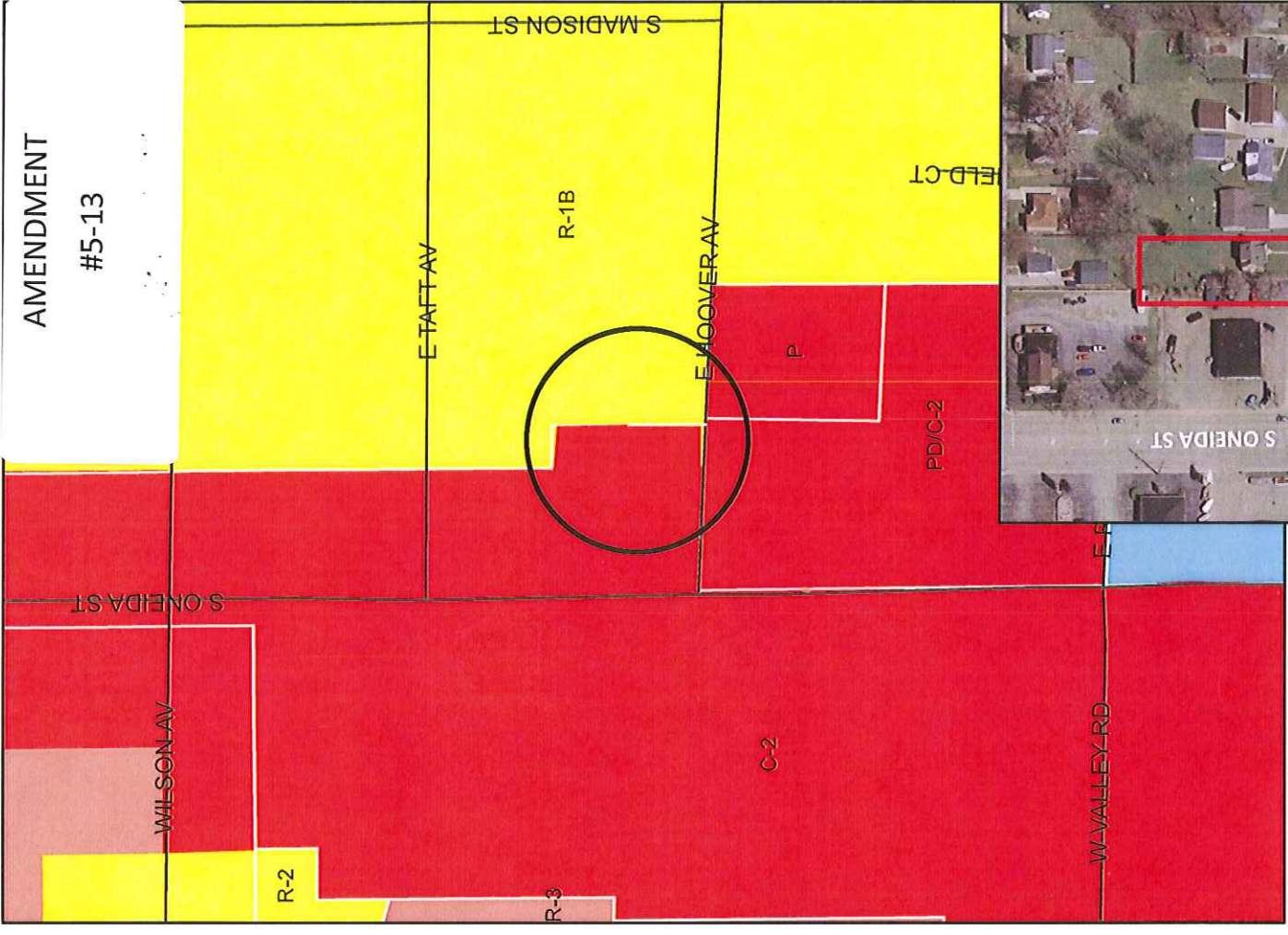


# Area Location: E. Hoover Ave



Layer	Zoning
Single Family	Single Family
Multifamily	Multifamily
Mixed	Mixed
Commercial	Commercial
CBD	CBD
Bus_Ind	Bus_Ind
Industrial	Industrial
Institutional	Institutional
Green Space	Green Space
Ponds	Ponds

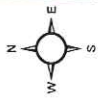
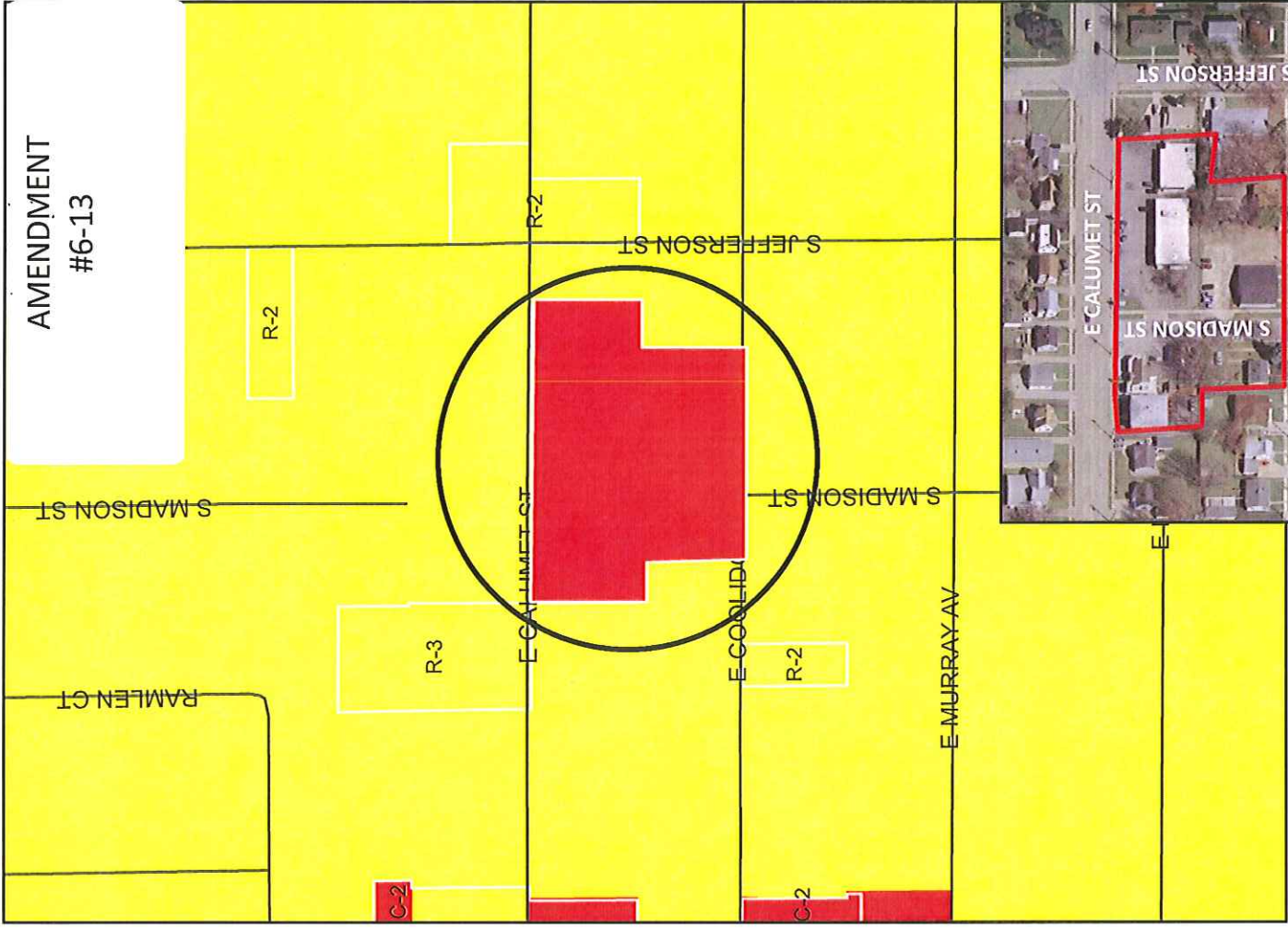
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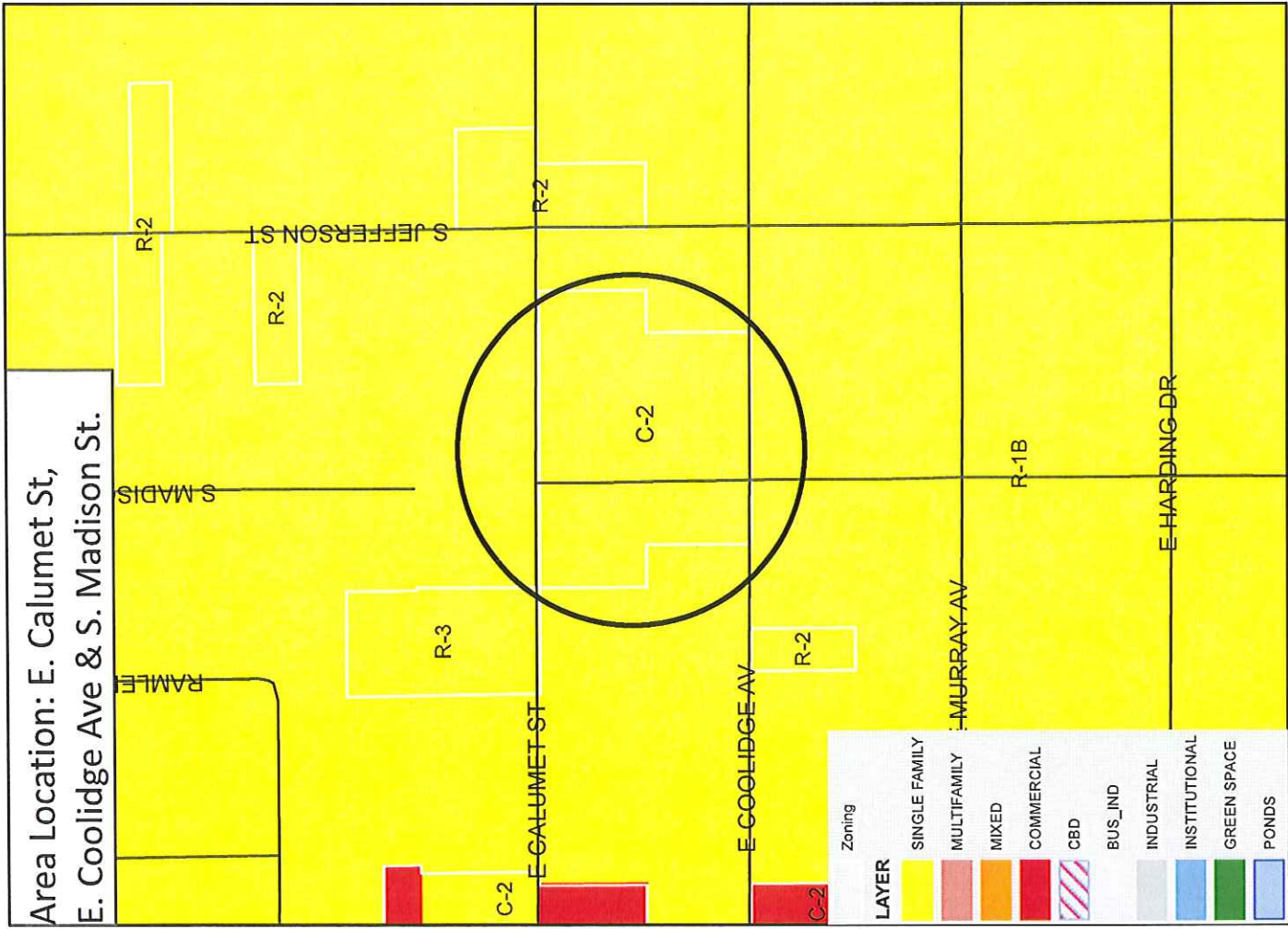
Existing: One and Two-Family Residential  
 Change: Commercial



AMENDMENT #6-13



Area Location: E. Calumet St,  
E. Coolidge Ave & S. Madison St.

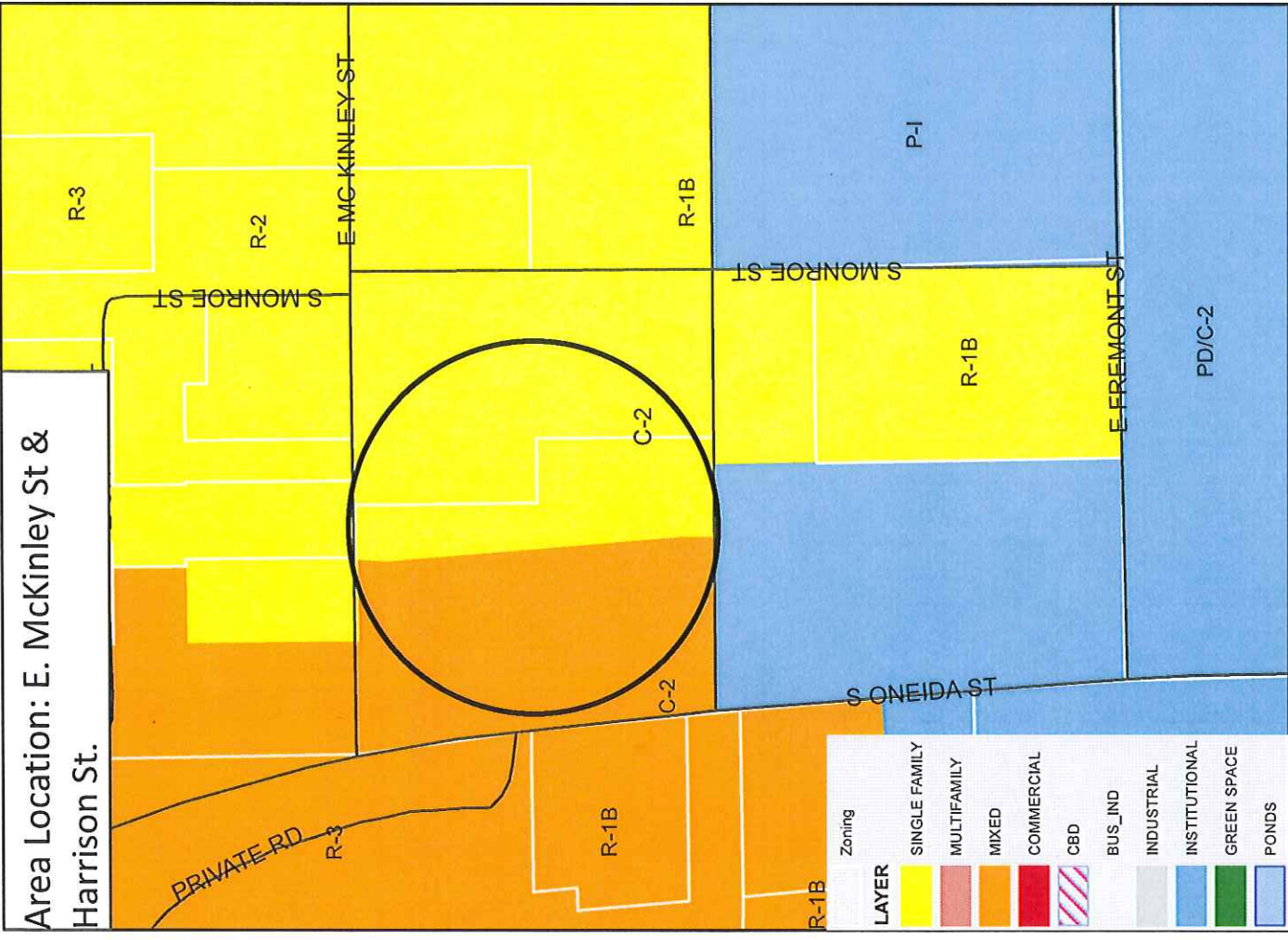


Zoning	
LAYER	
SINGLE FAMILY	[Yellow Box]
MULTIFAMILY	[Light Blue Box]
MIXED	[Light Green Box]
COMMERCIAL	[Red Box]
CBD	[Red/White Striped Box]
BUS_IND	[Light Blue Box]
INDUSTRIAL	[Light Blue Box]
INSTITUTIONAL	[Light Blue Box]
GREEN SPACE	[Green Box]
PONDS	[Blue Box]

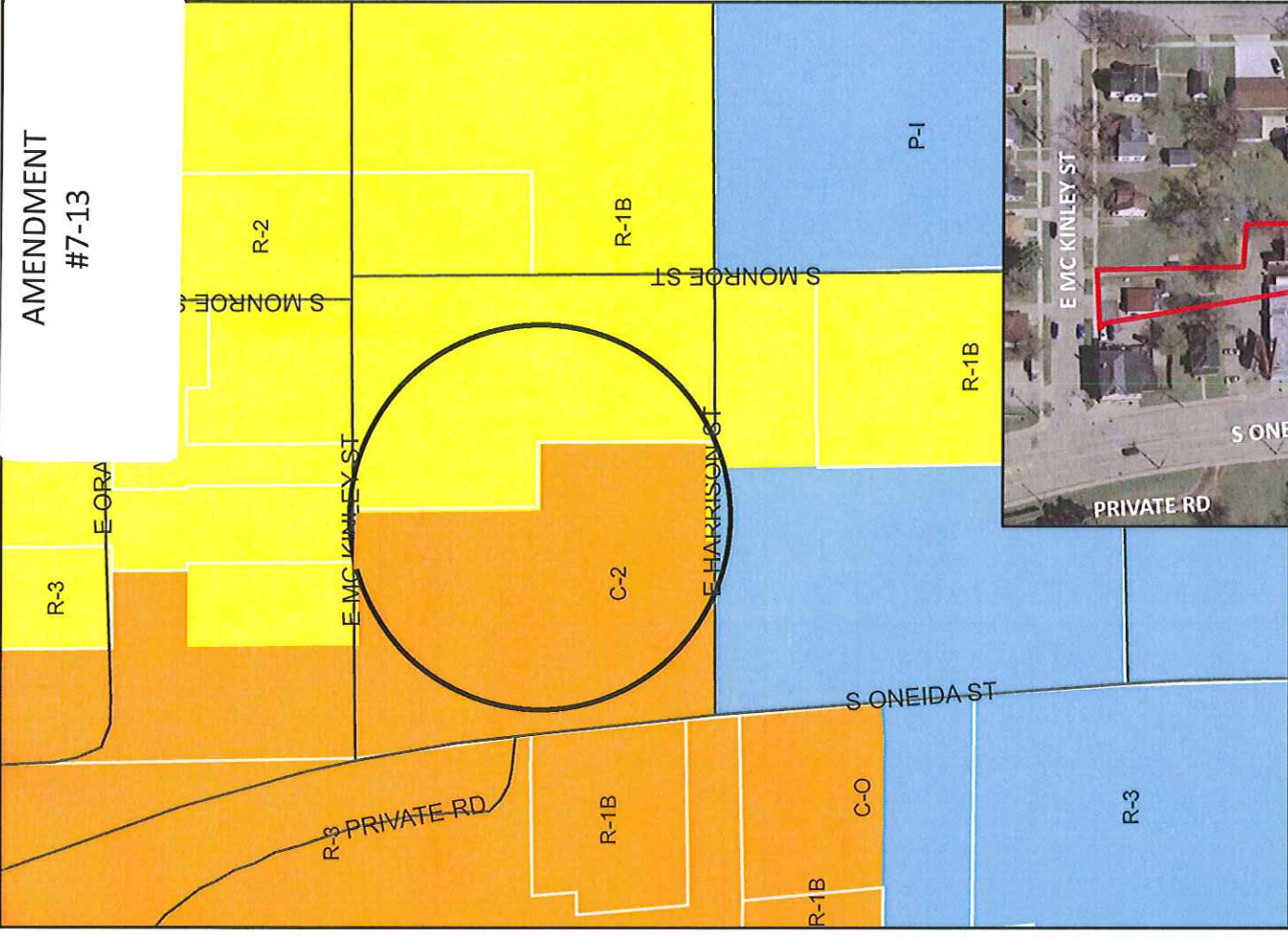
Existing: One and Two-Family Residential  
Change: Commercial



Area Location: E. McKinley St & Harrison St.



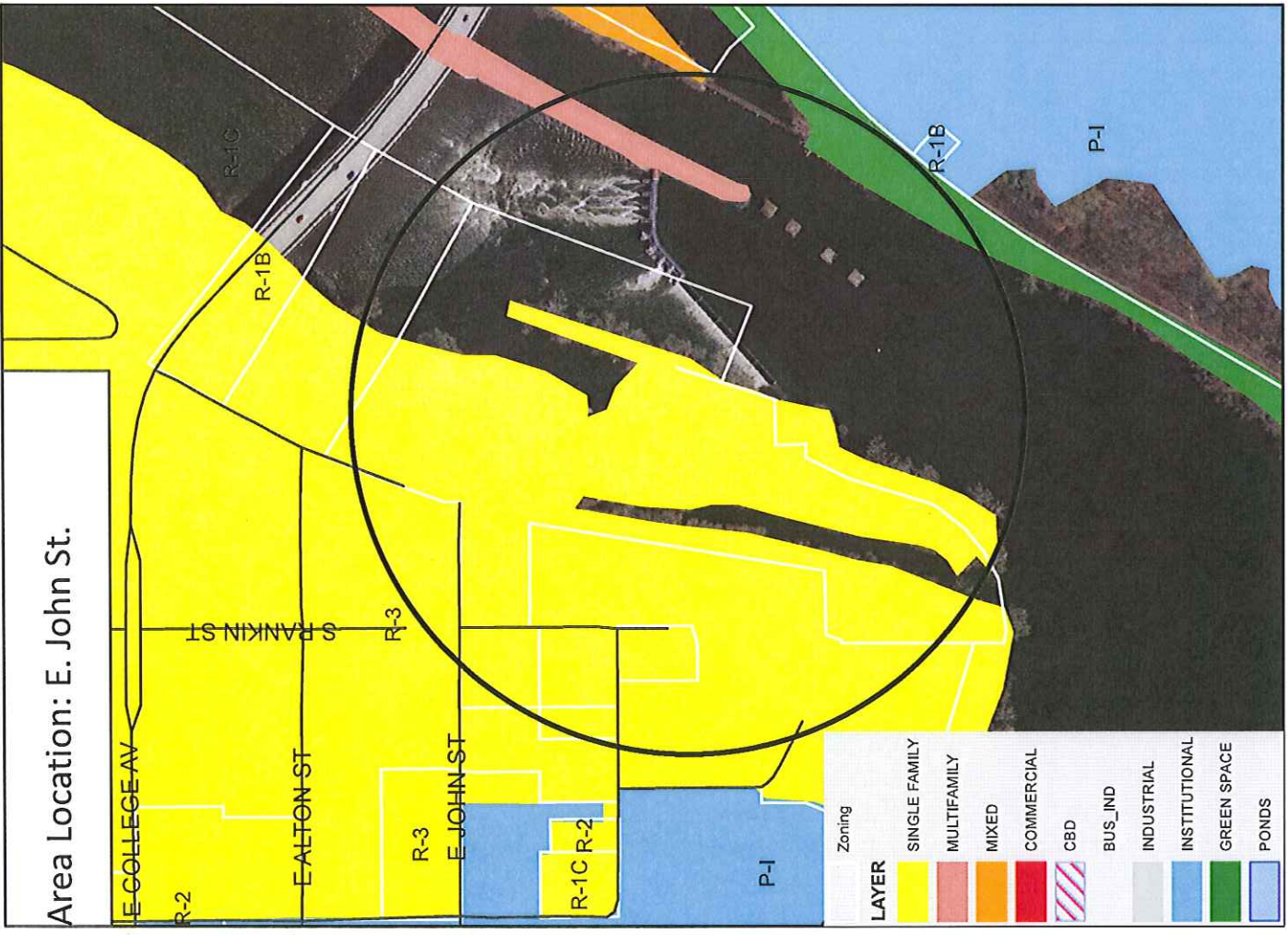
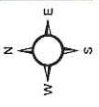
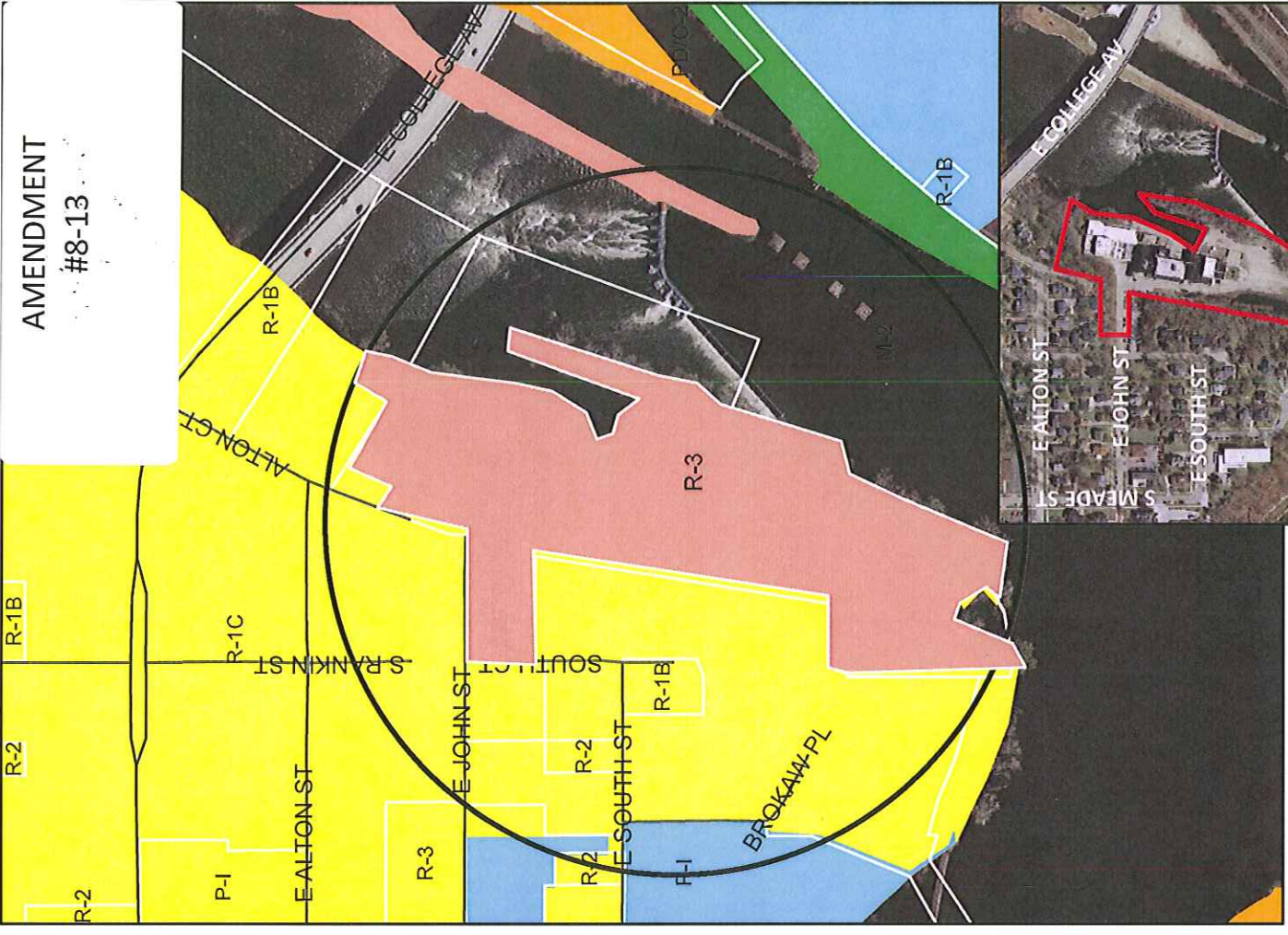
AMENDMENT #7-13



Existing: One and Two-Family Residential  
 Change: Mixed Use



**AMENDMENT #8-13**



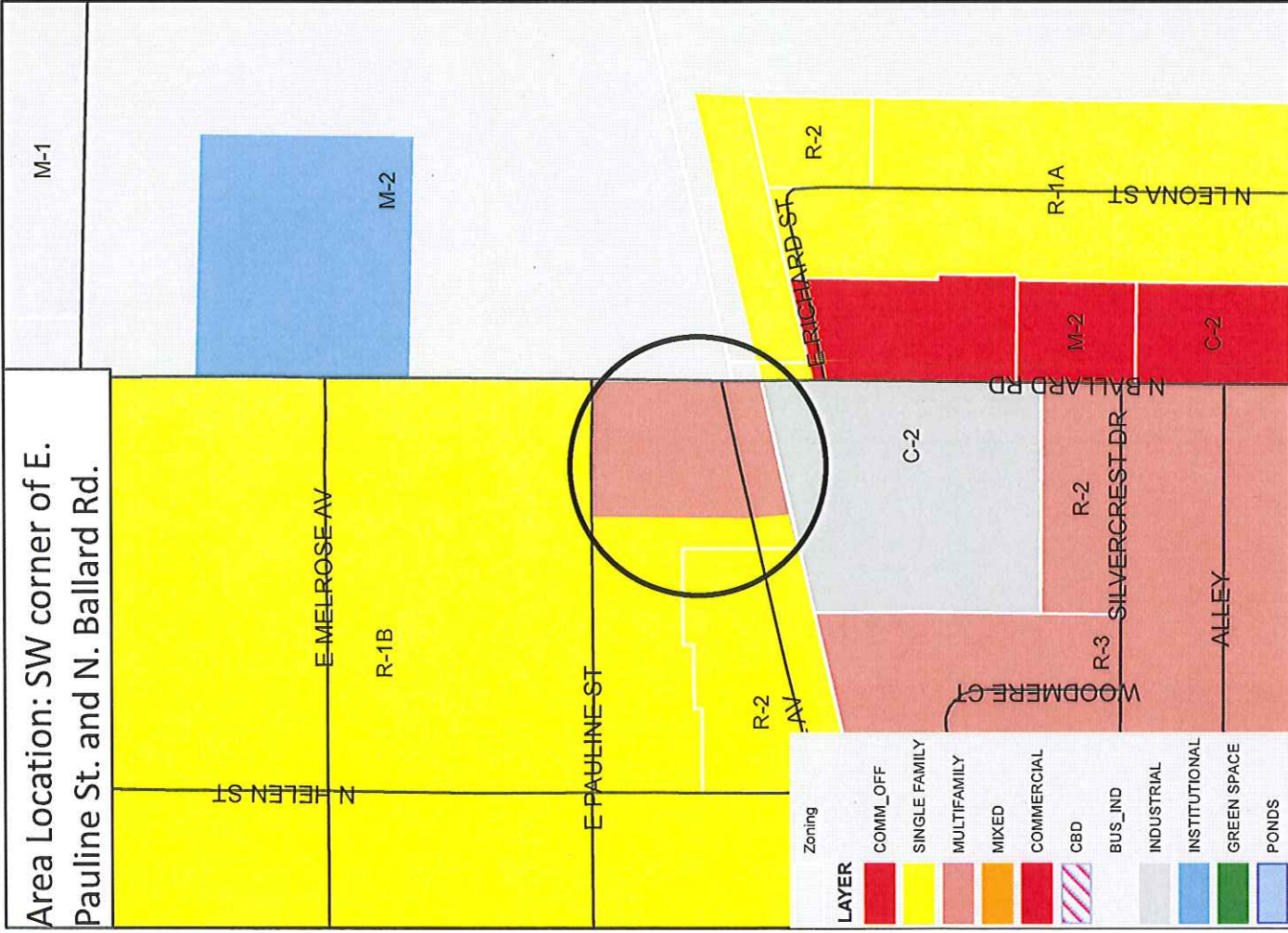
**Area Location: E. John St.**

Zoning	
LAYER	
[Yellow Box]	SINGLE FAMILY
[Pink Box]	MULTIFAMILY
[Orange Box]	MIXED
[Red Box]	COMMERCIAL
[Red/White Striped Box]	CBD
[Light Blue Box]	BUS_IND
[Grey Box]	INDUSTRIAL
[Light Blue Box]	INSTITUTIONAL
[Green Box]	GREEN SPACE
[Blue Box]	PONDS

**Existing: One and Two-Family Residential**  
**Change: Multi-Family Residential**

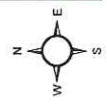
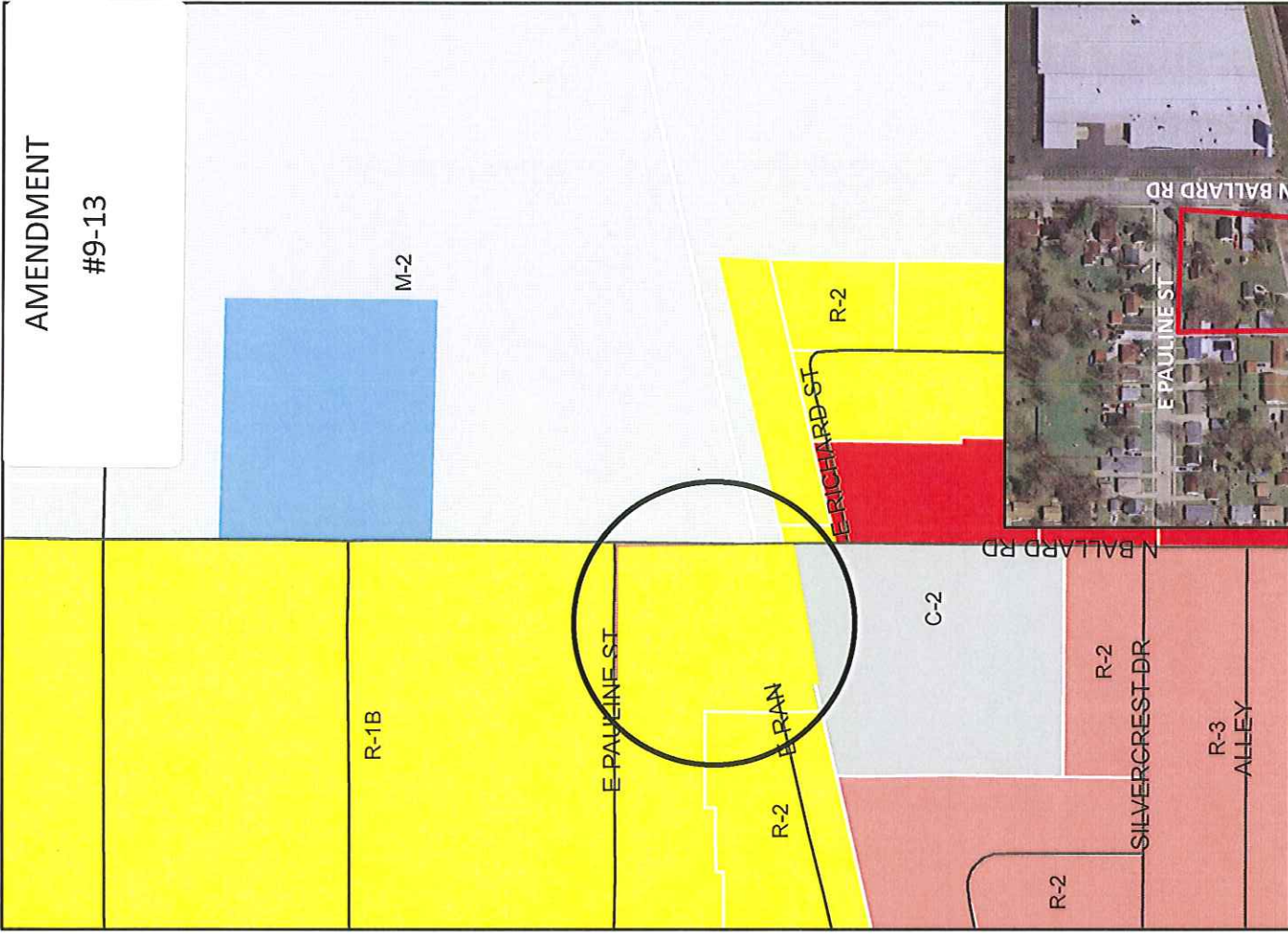


Area Location: SW corner of E. Pauline St. and N. Ballard Rd.



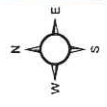
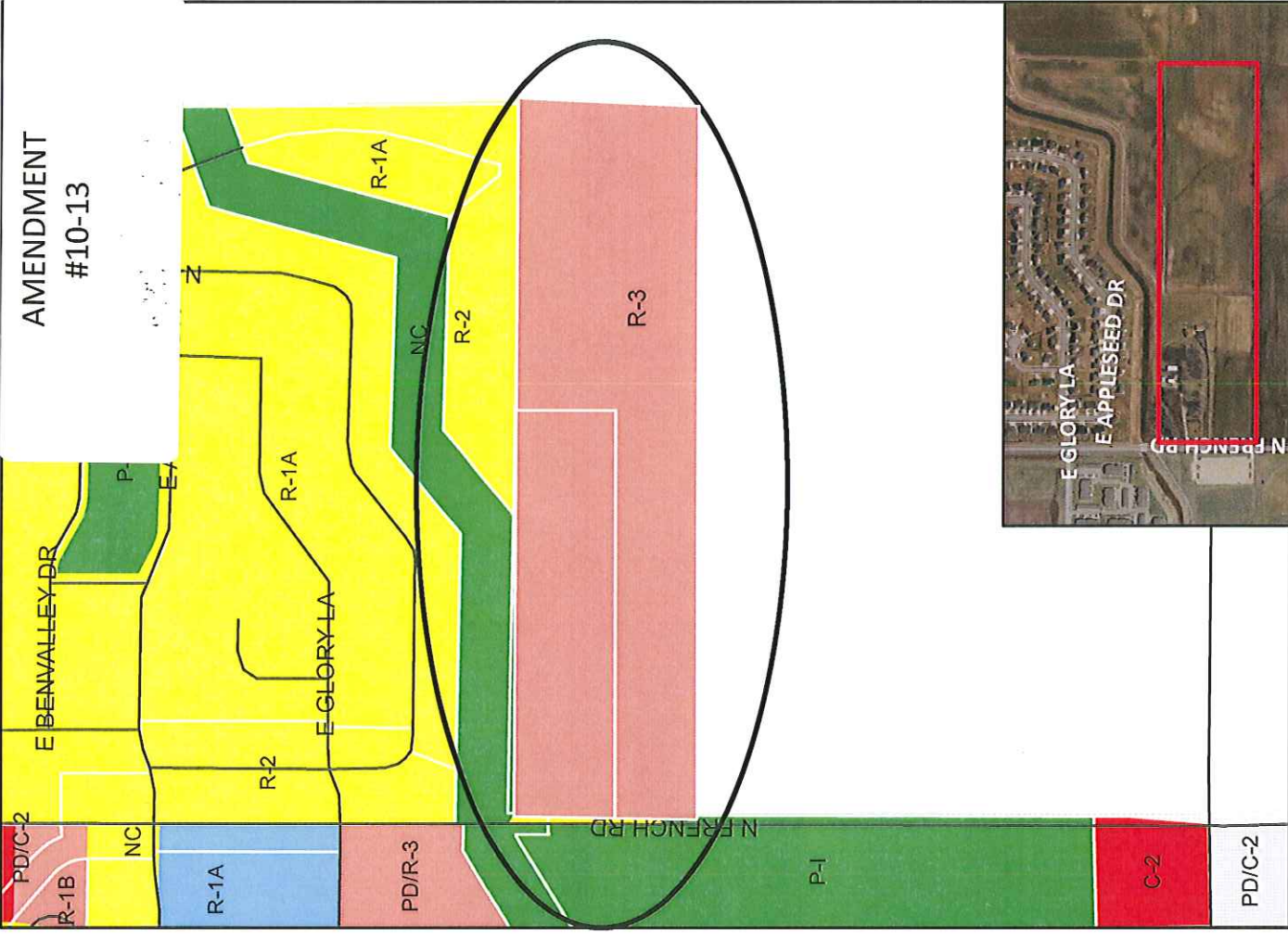
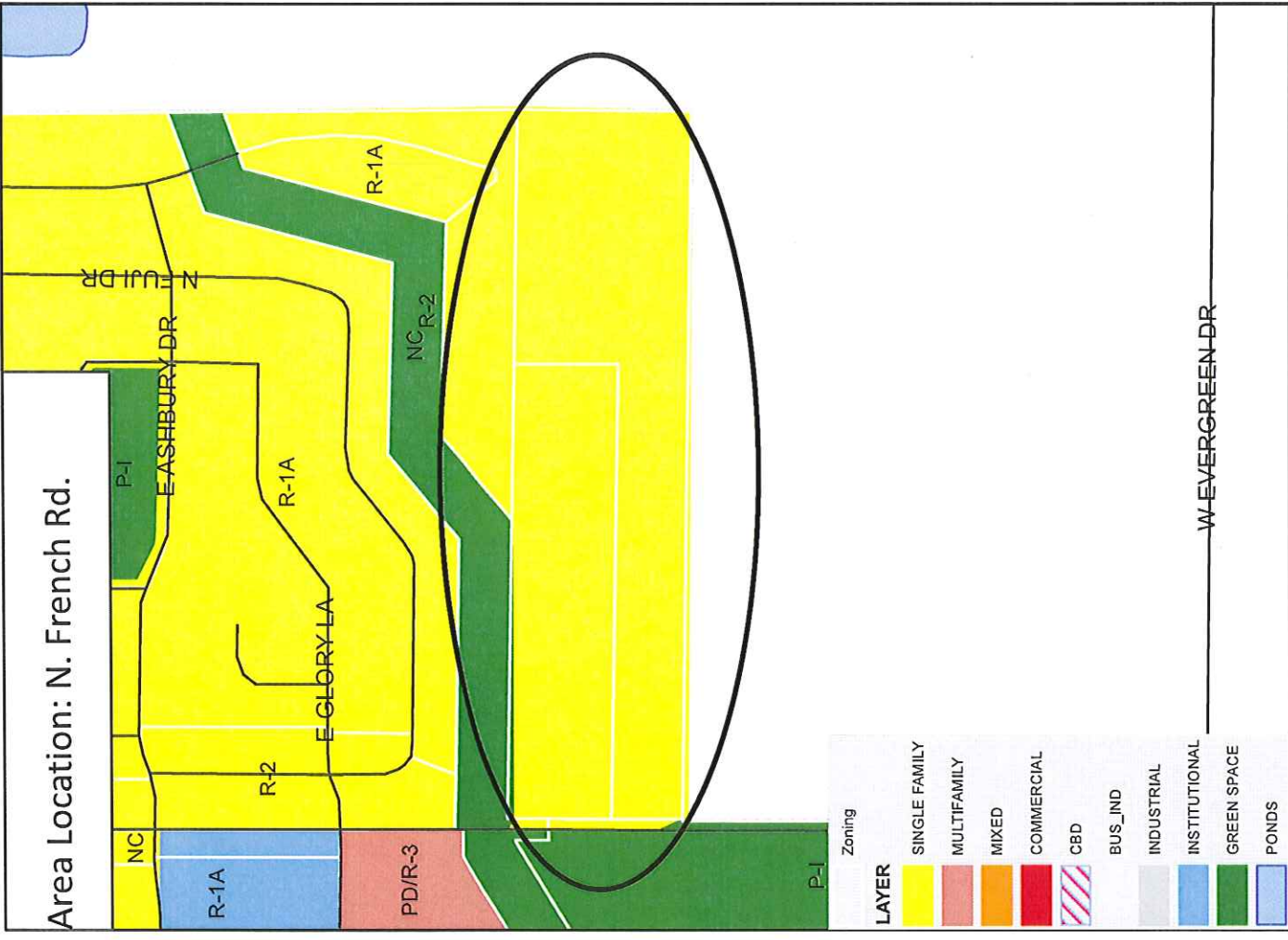
Layer	Zoning
[Red]	COMM_OFF
[Yellow]	SINGLE FAMILY
[Light Red]	MULTIFAMILY
[Orange]	MIXED
[Dark Red]	COMMERCIAL
[Red/White Stripes]	CBD
[Light Blue]	BUS_IND
[Light Grey]	INDUSTRIAL
[Light Blue]	INSTITUTIONAL
[Green]	GREEN SPACE
[Blue]	PONDS

AMENDMENT #9-13



Existing: Multi-Family Residential  
 Change: One and Two-Family Residential

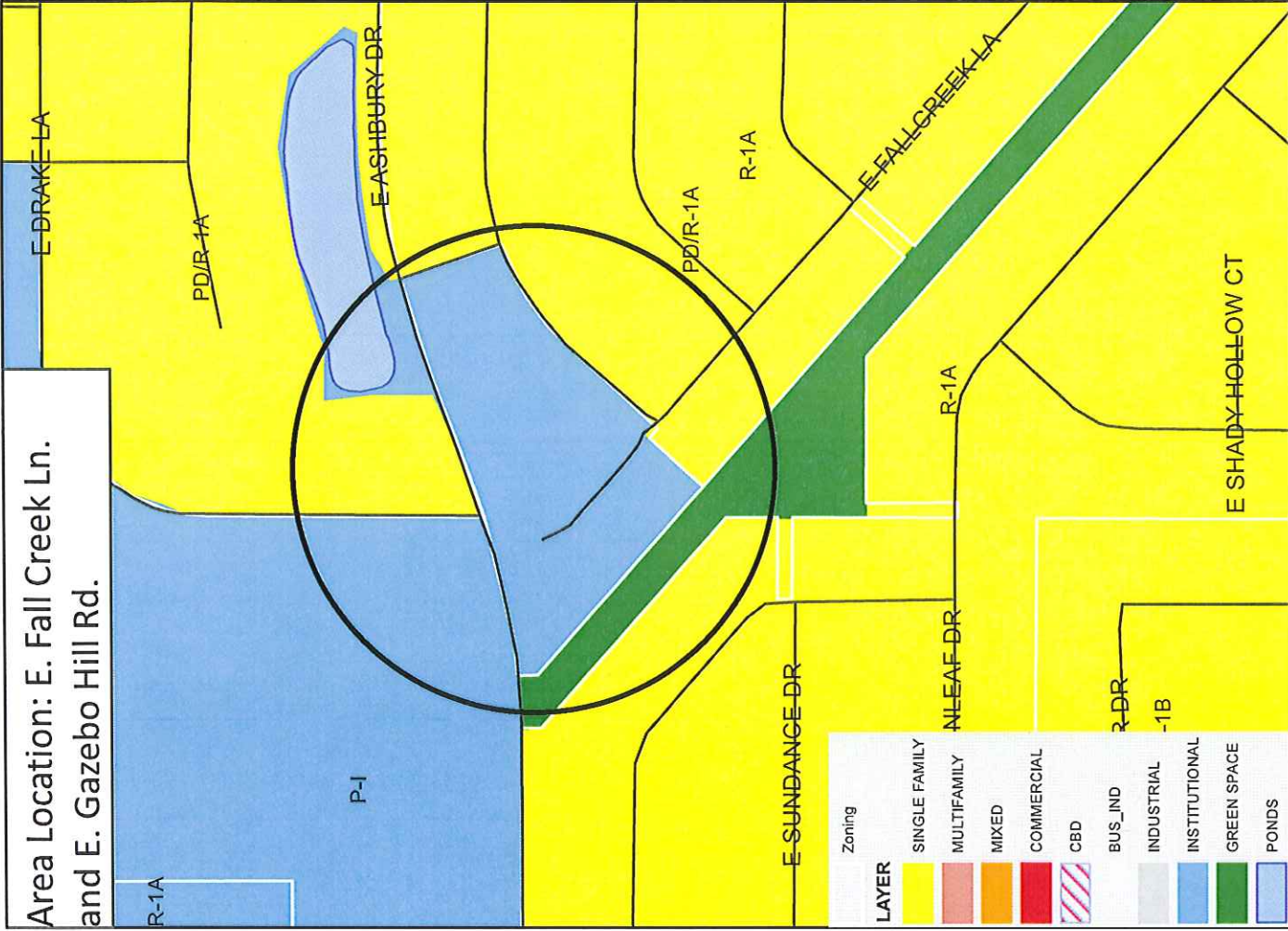




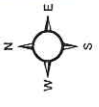
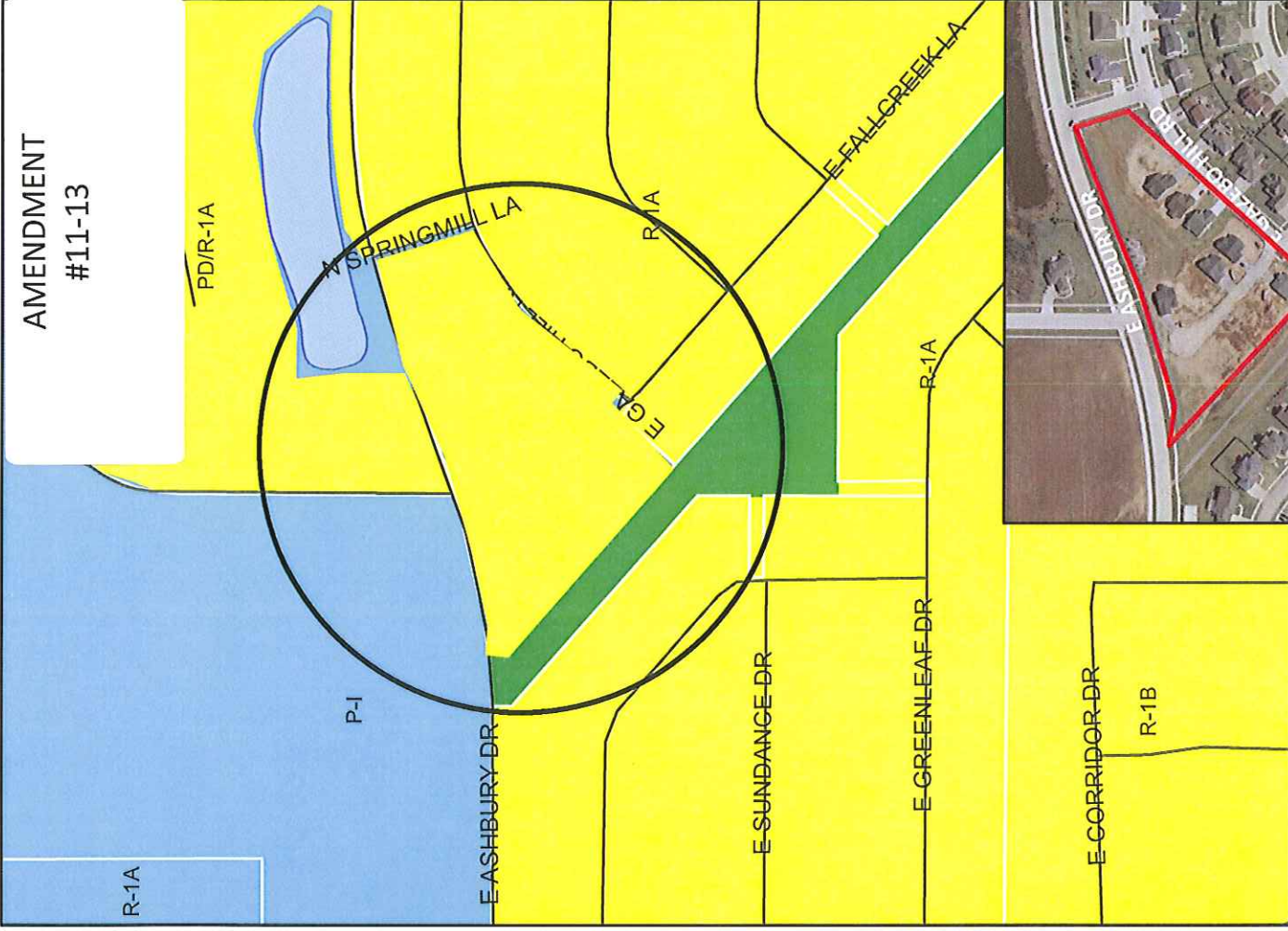
Existing: One and Two-Family Residential  
 Change: Multi-Family Residential



Area Location: E. Fall Creek Ln.  
and E. Gazebo Hill Rd.



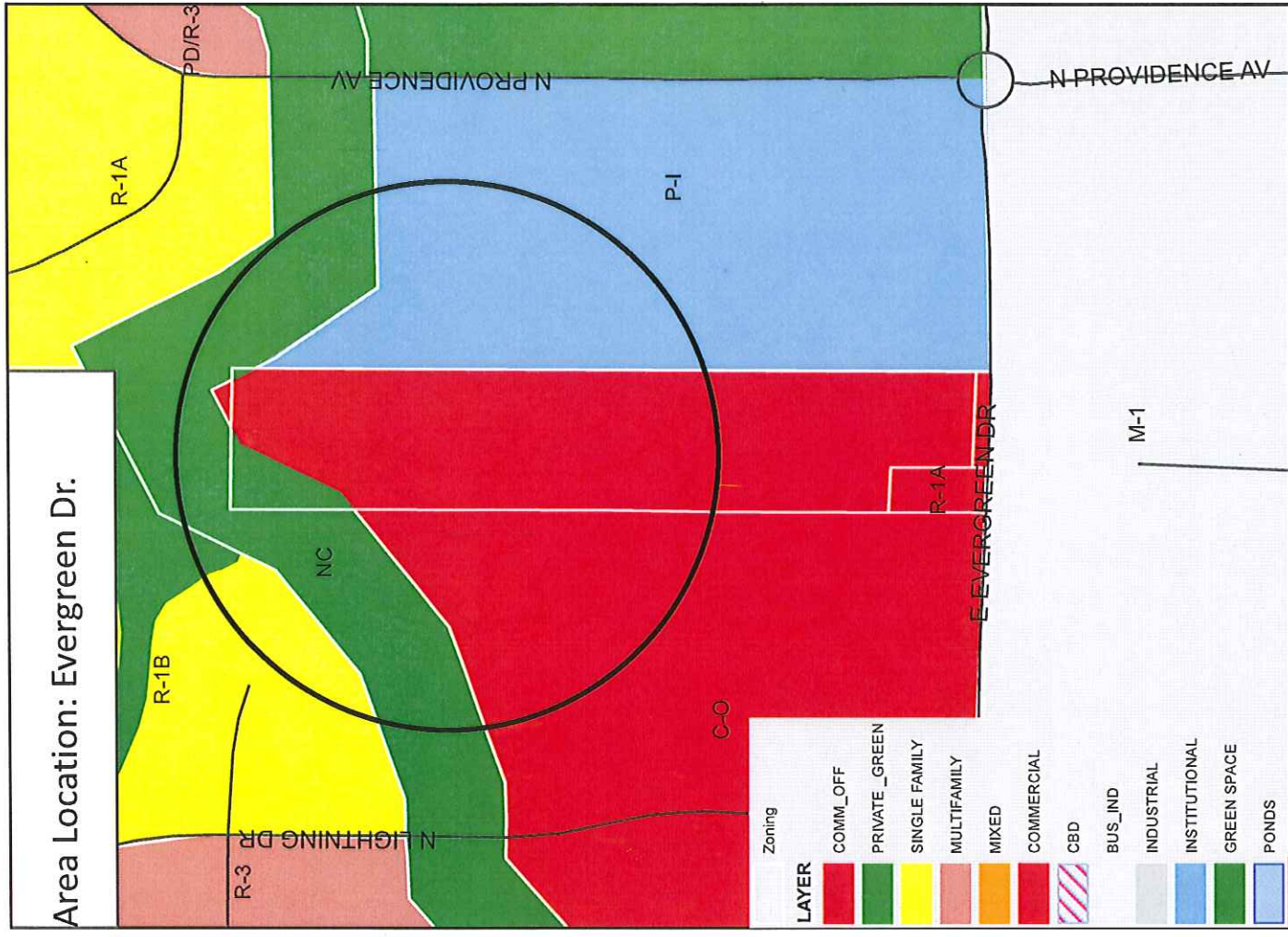
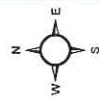
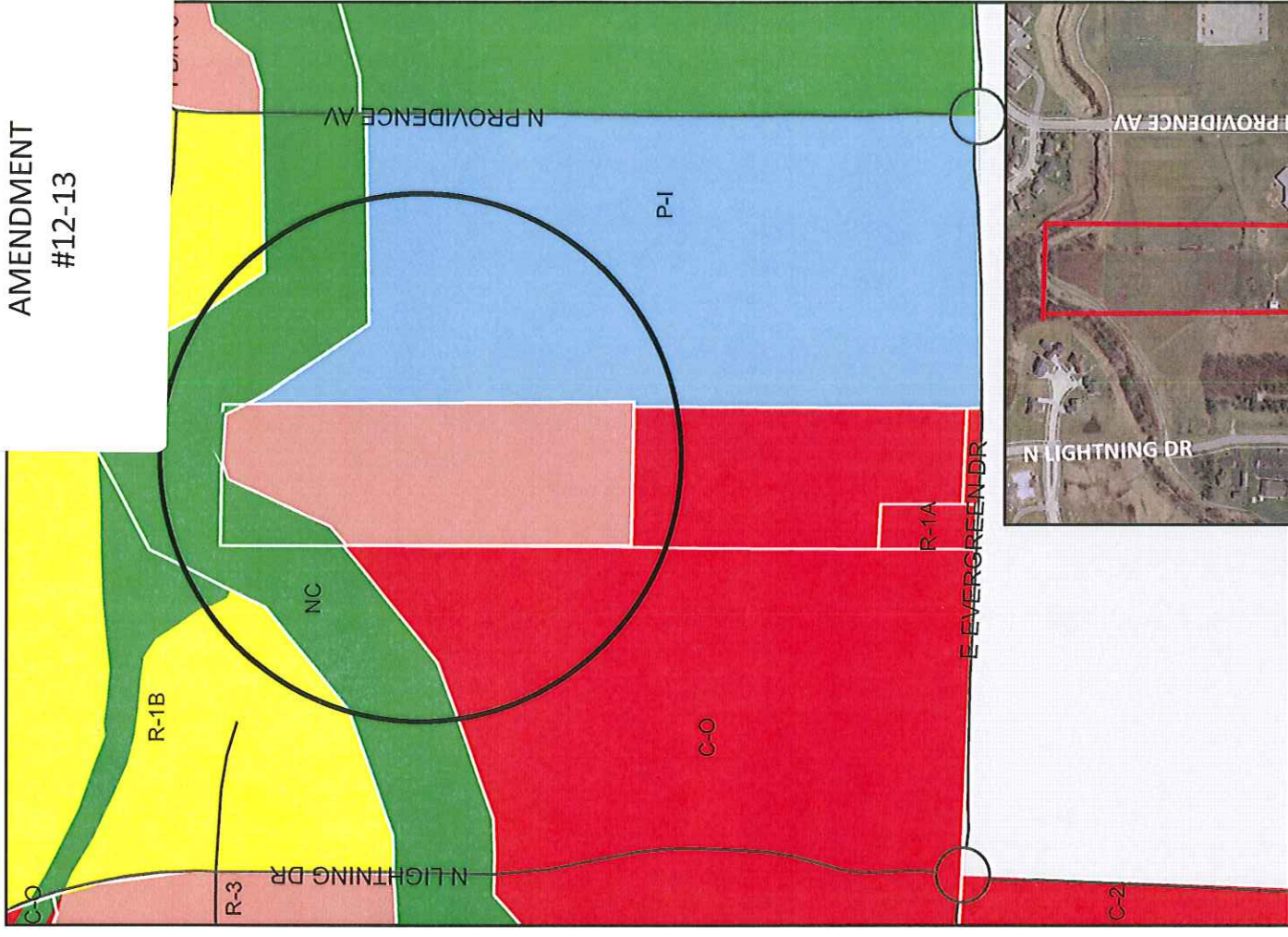
AMENDMENT  
#11-13



Existing: Public/Institutional  
Change: One and Two-Family Residential



AMENDMENT #12-13



Area Location: Evergreen Dr.

Layer	Zoning
COMM_OFF	COMMERCIAL
PRIVATE_GREEN	GREEN SPACE
SINGLE_FAMILY	GREEN SPACE
MULTIFAMILY	GREEN SPACE
MIXED	GREEN SPACE
COMMERCIAL	GREEN SPACE
CBD	GREEN SPACE
BUS_IND	INDUSTRIAL
INDUSTRIAL	INDUSTRIAL
INSTITUTIONAL	INSTITUTIONAL
GREEN_SPACE	GREEN SPACE
PONDS	PONDS

Existing: Commercial  
 Change: Multi-Family Residential and Open Space



AMENDMENT #13-13

