

MEMORANDUM

Date: May 28, 2025 **To:** Plan Commission

From: Don Harp, Principal Planner

Subject: Preliminary Plat – Wilden Portfolio Park

GENERAL INFORMATION

Owner: Thrivent Financial for Lutherans, Eric Merriman, Director, Real Estate & Workplace

Services, Thrivent and President, North Meadows Investment LTD

Applicant: Emily Cialdini, Vice President of Development, Land by Label, LLC

Engineering Firm Contact: Jason Daye, P.E., Principal – Civil, Excel Engineering

Parcel Number: 31-1-6451-00

Petitioner's Request: The owner/applicant is proposing to subdivide the property into 14 lots and

5 outlots.

Plan Commission Meeting Date: May 28, 2025

Common Council Meeting Date: The roadway designs for the Wilden Portfolio Park subdivision are scheduled for anticipated action by the Municipal Services Committee on June 9, 2025. To align with timing for the corresponding roadway design, the Preliminary Plat will be reported out at the same anticipated Common Council meeting on June 18, 2025.

BACKGROUND

September 4, 2024 – The Common Council approved Comprehensive Plan 2010-2030 Future Land Use Map Amendment #1-24, which amended the future land use map for the Thrivent campus from Agricultural and Private Open Space and Commercial land use designation to One and Two Family Residential and Mixed-Use future land use designation.

September 4, 2024 – The Common Council approved Planned Development Amendment to Planned Development District #4-00 for the subject area to facilitate the development of Thrivent's campus. The master plan identified a full range of new housing choices, with an employment center, recreation, dining and neighborhood shopping and services.

December 13, 2024 – The Implementation Plan Document for Planned Development District #4-00 was recorded in the Outagamie County Register of Deeds Office (Document #2328287).

STAFF ANALYSIS

Purpose: The purpose of a preliminary plat is to allow a preliminary review of a proposed subdivision layout before a final plat is submitted for review and approval by the City. The preliminary plat allows the City to provide early feedback to the owner/developer on the proposed layout of the subdivision and check for consistency with zoning regulations, Comprehensive Plan, Comprehensive Outdoor Recreation Plan, Trails Master Plan, Street Design Guide, policies, stormwater management and infrastructure requirements. The preliminary plat is not intended to be the final recordable map as changes may be needed based upon staff review comments.

Proposed Conditions: Wilden Portfolio Park consists of 263.041 acres and will be divided into 14 proposed lots for mixed use buildings, commercial, park and open space and residential dwellings and 5 proposed outlots for stormwater detention, trails and greenway preservation.

The lands proposed to be dedicated to the public include Evergreen Drive right-of-way between North Ballard Road and Meade Street, Milestone Drive right-of-way adjacent to the existing corporate office building to North Ballard Road, Roads C and D right-of-way between Milestone Drive and Evergreen Drive, and right-of-way along Ballard Road, Interstate Highway "41" and Meade Street.

Pursuant to the Outlot Notes section of the preliminary plat, Outlot 1, 3, 4 & 5 are intended for stormwater management purposes and Outlot 2 is intended for park purposes. All outlots will be owned by Wilden Portfolio Park Master Association.

Zoning Ordinance Review Criteria: The proposed lots satisfy the minimum lot width and area requirement for all other uses that are not single-family, zero lot line dwellings and two-family dwellings pursuant to the Implementation Plan Document for Planned Development #4-00.

- Minimum lot area all other uses: 14,000 fourteen thousand (14,000) square feet.
- Minimum lot width all other uses: Sixty (60) feet.
- Other development standards will be reviewed through the site plan and building permit review process.

Consistency with the Proposed Thrivent Concept Master Plan: The preliminary plat layout in relationship to proposed land use patterns, lot configurations and street patterns are consistent with the Thrivent Concept Master Plan which was approved with the Planned Development Amendment to Planned Development District #4-00.

Street Names and Prefixes: Roads C and D shall be named on the final plat and shall meet Section 16-36 of the Municipal Code and the Street Name Policy.

Surrounding Zoning and Land Uses: This proposed preliminary plat appears to be compatible with the existing adjacent commercial properties and residential neighborhoods pursuant to the findings of fact listed in the staff report for Comprehensive Plan Future Land Use Map Amendment #1-24 and Planned Development District #4-00 Amendment (PD/C-2 #4-00).

2010-2030 Comprehensive Plan: Community Development staff has reviewed this proposed subdivision and determined it is consistent with the Mixed-Use use shown on the City's 2010-2030 Comprehensive Plan Future Land Use Map.

Overall Community Goals

Goal 1 – Community Growth (Chapter 10)

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.

Goal 3 – Housing Quality, Variety, and Affordability (Chapter 5)

Appleton will provide a variety of rental and ownership housing choices in a range of prices affordable to community residents and ensure that existing housing is adequately maintained in terms of physical quality and market viability.

Goal 8 – Economic Development

Appleton will pursue economic development that retains and attracts talented people, brings good jobs to the area, and supports the vitality of its industrial areas, downtown, and neighborhood business districts.

- 5.1 OBJECTIVE: Continue efforts to ensure an adequate supply of housing affordable to all income levels in the community.
- 5.3 OBJECTIVE: Provide a range of housing options that meet the needs and appeal to all segments of the community and allows residents to age in place.

College North Neighborhood Plan – Chapter 4: Market Study 2020-2030: The average annual housing need is about 301 units per the market study this proposed single-family development will help to meet the demand for housing in Appleton as specified in the market study.

- 6.3 OBJECTIVE: Create an environment that is safe and conducive to walking and bicycling throughout the entire City.
- 6.3.2 Maintain existing sidewalks and implement plans to install new sidewalks in targeted areas where they do not exist. Continue the City's policies to require sidewalks in new neighborhoods.
- 7.1 OBJECTIVE: Provide a pattern of development that minimizes impacts to municipal services and utilities.
- 7.1.1 Prioritize development and redevelopment that minimizes the need for additional public and private infrastructure such as water storage facilities and sewage lift stations.
- 10.1 OBJCTIVE: Provide an adequate supply of suitable land meeting the demand for development of various land uses.
- 10.3 OBJECTIVE: Support future changes to zoning and other regulatory tools which are necessary to achieve the type of urban form and development reflective of smart growth principles, including support for "complete" neighborhoods (neighborhoods where residents can meet the majority of their daily needs on foot and by bicycle) throughout the City and in growth areas.
- 10.4 OBJECTIVE: Plan for compact, efficient, and fiscally responsible growth of residential, commercial, and industrial development in new neighborhoods in order to implement the principles of smart growth.

- 10.4.1 Continue to guide residential growth to locations either contiguous to or within presently urbanized areas. As peripheral development occurs, it should be at a compact, urban density to ensure new neighborhoods can be efficiently served by public infrastructure.
- 18.1 OBJECTIVE: Continue to work with land developers and municipalities to acquire new park land through dedication or other means, as new development occurs.
- 18.1.1 Continue park land and trail dedication, or fee-in-lieu-of land dedication requirements for all new residential development.
- 18.3 OBJECTIVE: Develop the City's park system as an interconnected network of sites linked by greenways and trails.

Dedication of Public Parks and/or Trails or Payment Fee in Lieu Thereof: The City of Appleton Official Map, Appleton Trail Master Plan, Comprehensive Outdoor Recreation Plan and the City of Appleton 2010-2030 Comprehensive Plan Future Land Use Map do not recommend the need for public parkland and/or trail dedication within the boundary of this preliminary plat. The preliminary plat does not identify any outlot(s) or easement(s) dedicated to the public for parkland and/or trail purposes. The Appleton Subdivision Regulations require parkland dedication or fee in lieu thereof for dwelling units proposed in a Planned Development Overlay District (PD). As a result, the City will collect a park fee in the amount of \$900.00 per dwelling unit proposed within Planned Development District #4-00 from the landowner upon the issuance of a building permit pursuant to Section 17-29(f) of the Municipal Code.

Development Review Team (DRT) Report: This item appeared on the following internal staff meeting agendas:

March 4, 2025 – DRT Agenda May 6, 2025 – DRT Agenda

Comments pertaining to stormwater management, drainage, erosion control, utilities, street design, parkland dedication, plat layout and other technical requirements have been received from participating departments and captured in the stipulations found below. Staff comments have been submitted to the applicant by a separate email by staff.

FUTURE ACTIONS

An approved Preliminary Plat shall be deemed an expression of approval or conditional approval of the plat layout and used as a guide in the preparation of the Final Plat which will be subject to further consideration by the Plan Commission and Common Council.

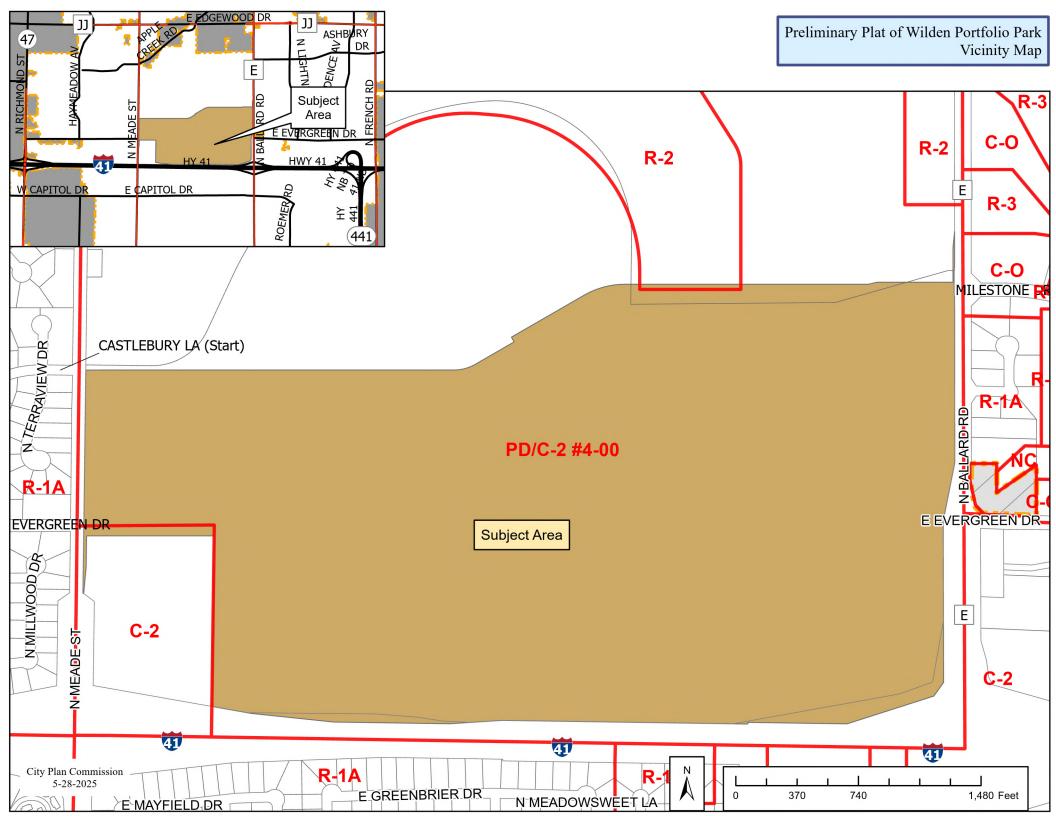
The Final Plat materials shall be submitted within 36 months of last required approving authority of the Preliminary Plat, pursuant to Section 17-6(d) of the Municipal Code.

RECOMMENDATION

The Preliminary Plat for Wilden Portfolio Park, **BE APPROVED** subject to the following conditions and as shown on the attached maps:

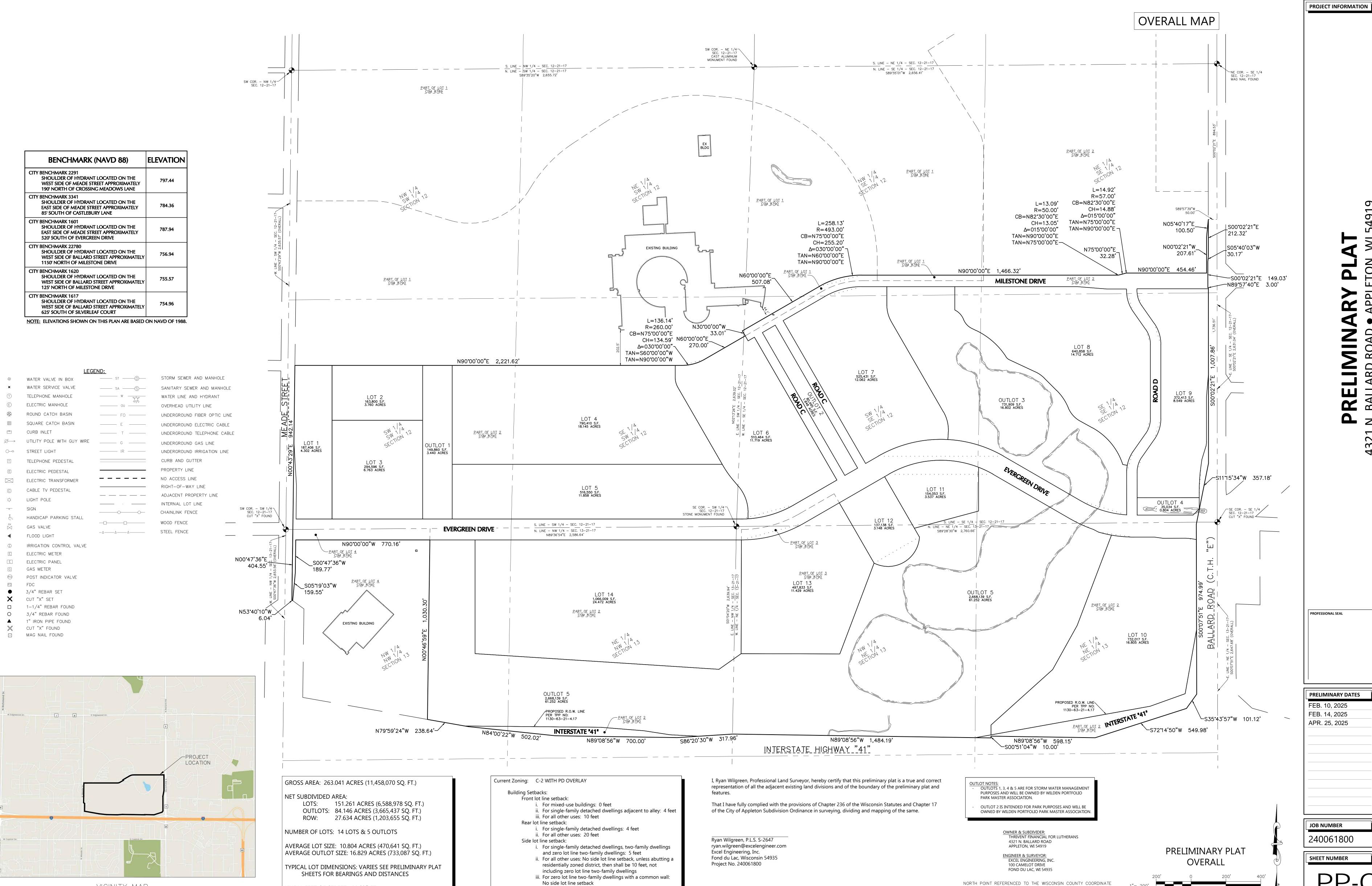
- The Municipal Services Committee and the Common Council reviewing and approving the roadway designs for Wilden Portfolio Park pursuant to the Complete Streets Design Guide. If approved, the Preliminary Plat for Wilden Portfolio Park and the corresponding roadway designs will be reported out at the same Common Council meeting.
- 2. The Preliminary Plat comments and conditions including but not limited to preliminary plat data, engineering feasibility plan sanitary sewer, water, storm sewer, traffic, streets and intersections, stormwater & environmental City Stormwater Permit/Stormwater Management Plan, hydrologic and hydraulic modeling, floodplain, Thrivent Dam, provided by the Department of Public Works, Engineering Division, Parks and Recreation Department, Community Development Department and the Appleton Fire Department dated May 22, 2025 shall be addressed by owner/applicant to the satisfaction of the respective City staff prior to City staff accepting and filing the final plat with the City Clerk's Office.
- 3. The Erosion & Sediment Control Plan shall be approved for each phase of the development by the Erosion Control Inspector prior to construction.
- 4. A Development Agreement is required between the City and owner/developer that identifies the duties and responsibilities with respect to the development of the subject land. The applicant and owner, Community Development Director, Public Works Director, City Engineer, City Attorney, and other applicable staff shall discuss the preparation and process of this agreement. City signatures will not be affixed to the Final Plat until the Development Agreement is executed by the owner/developer. All improvements for the Wilden Portfolio Park Plat shall be completed under the terms and conditions of said development agreement.
- 5. City signatures shall not be affixed to the Final Plat until objecting authorities including but not limited to the Department of Administration and Outagamie County review and notify the City that they do not object to the Final Plat.
- 6. All approvals and permits for development must be obtained from all appropriate regulatory agencies prior to construction.
- 7. The owner/applicant shall submit to the City the Final Plat within 36 months after the last required approval of the Preliminary Plat. If the Final Plat is not submitted within said 36 months, the City (and any other approving authority) may refuse to approve the Final Plat and shall recommence the procedure for Preliminary Plat approval or may extend the time for submission of the Final Plat.

NOTE: If approved, the Preliminary Plat for Wilden Portfolio Park and the corresponding roadway designs will be reported out at the same anticipated Common Council meeting on June 18, 2025.



PART OF LOT 1 OF CSM NO. 8789, PART OF LOT 1, PART OF LOT 2, PART OF LOT 4 AND ALL OF LOT 3 OF CSM NO. 8790, LOCATED IN A PART OF THE SE 1/4 & SW 1/4 OF THE SW 1/4, PART OF THE NE 1/4, SE 1/4, SW 1/4 & NW 1/4 OF THE SE 1/4 OF SECTION 12, PART OF THE NE 1/4 & NW 1/4 OF THE NW 1/4 & PART OF THE NÉ 1/4 & NW 1/4 OF SECTION 13, ALL BEING LOCATED IN TOWNSHIP 21 NORTH, RANGE 17 EAST, CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN.





VICINITY MAP

NOT TO SCALE

LINEAL FEET OF STREET: 11,685 FT

PROFESSIONAL SEAL

PRELIMINARY DATES FEB. 10, 2025 FEB. 14, 2025 APR. 25, 2025

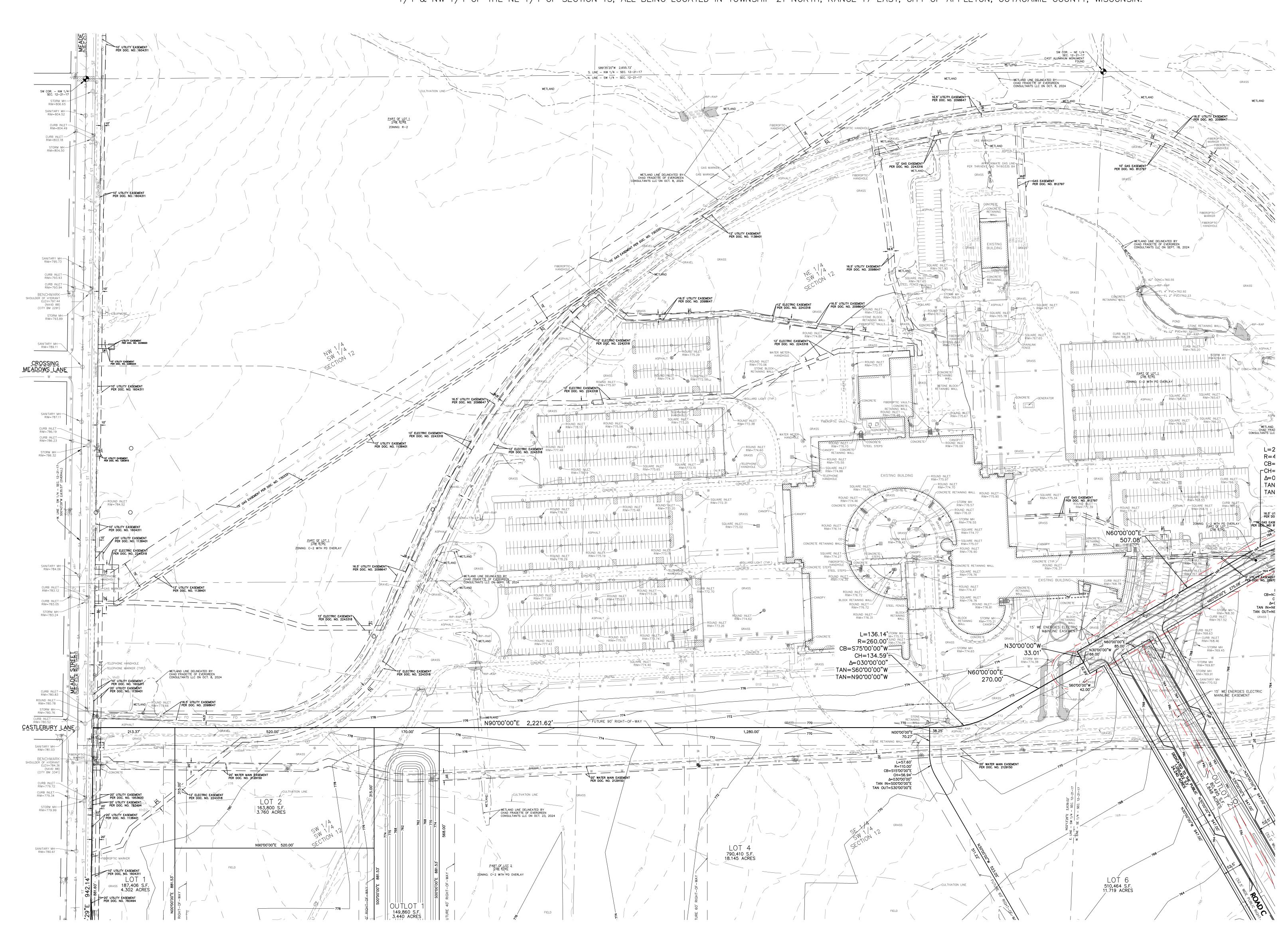
JOB NUMBER 240061800



2024 © EXCEL ENGINEERING, INC.

SYSTEM, OUTAGAMIE COUNTY. THE WEST LINE OF THE SOUTHWEST 1/4 OF SECTION 12 HAS A BEARING OF SOUTH 00°-43'-29" WEST.

PART OF LOT 1 OF CSM NO. 8789, PART OF LOT 1, PART OF LOT 2, PART OF LOT 4 AND ALL OF LOT 3 OF CSM NO. 8790, LOCATED IN A PART OF THE SE 1/4 & SW 1/4 OF THE SW 1/4, PART OF THE NE 1/4, SE 1/4, SW 1/4 & NW 1/4 OF THE SE 1/4 OF SECTION 12, PART OF THE NE 1/4 & NW 1/4 OF THE NW 1/4 & PART OF THE NE 1/4 & NW 1/4 OF THE NE 1/4 OF SECTION 13, ALL BEING LOCATED IN TOWNSHIP 21 NORTH, RANGE 17 EAST, CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN.





PROJECT INFORMATION

LIMINARY PLAT
ARD ROAD • APPLETON, WI 54919

FESSIONAL SEAL

FEB. 10, 2025
FEB. 14, 2025
APR. 25, 2025

JOB NUMBER 240061800

PRELIMINARY PLAT

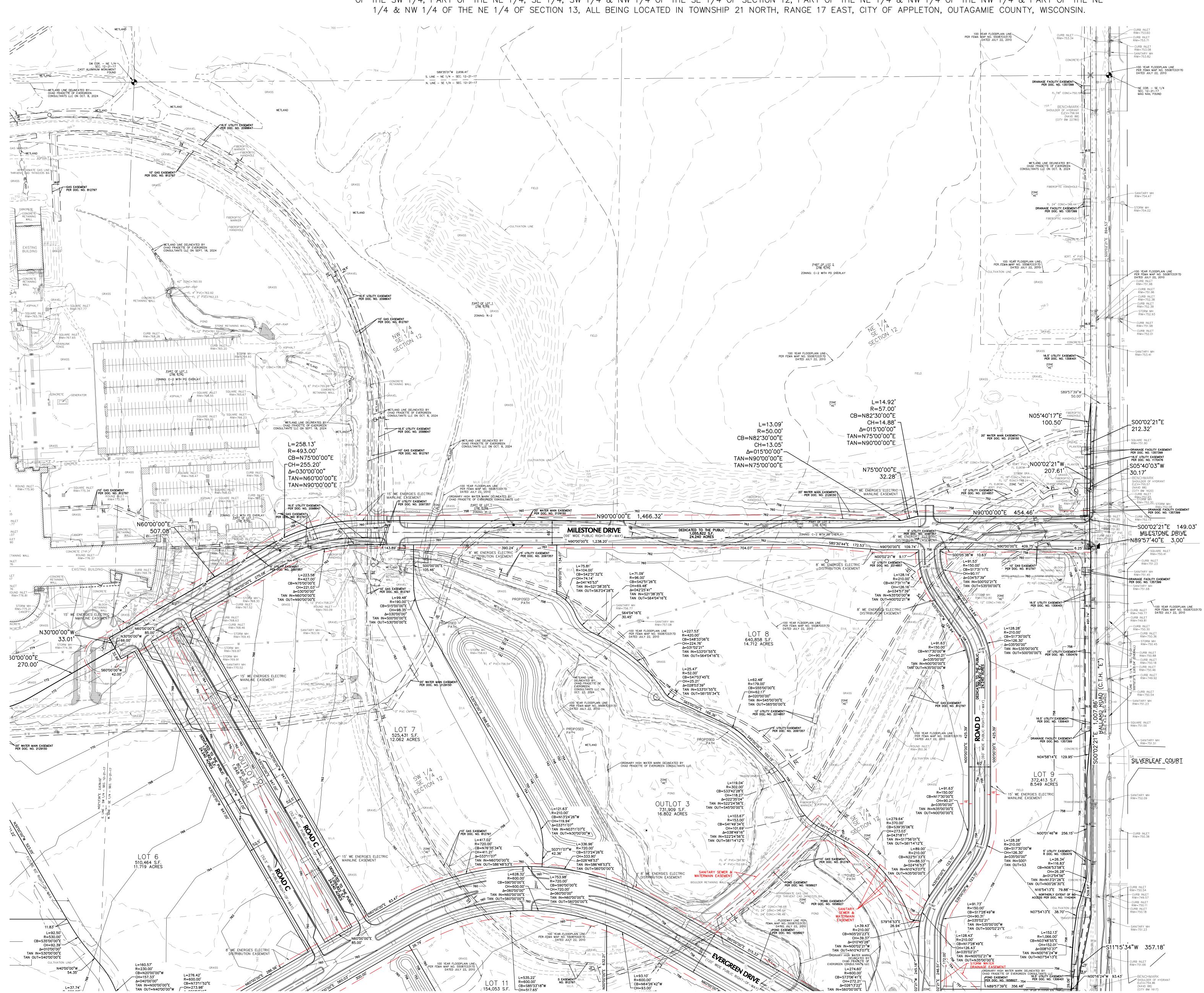
NORTHWEST

SHEET NUMBER

PP-NV

2024 © EXCEL ENGINEERING, INC.

PART OF LOT 1 OF CSM NO. 8789, PART OF LOT 1, PART OF LOT 2, PART OF LOT 4 AND ALL OF LOT 3 OF CSM NO. 8790, LOCATED IN A PART OF THE SE 1/4 & SW 1/4 OF THE SW 1/4, PART OF THE NE 1/4, SE 1/4, SW 1/4 & NW 1/4 OF THE NE 1/4 OF SECTION 13, ALL BEING LOCATED IN TOWNSHIP 31 NORTH, PANCE 17 FAST CITY OF APPLICACIONED OUT CAME COUNTY WISCONSING.





PROJECT INFORMATION

LIMINARY PLAT
LARD ROAD • APPLETON, WI 54919

PROFESSIONAL SEAL

FEB. 10, 2025
FEB. 14, 2025
APR. 25, 2025

JOB NUMBER 240061800

PRELIMINARY PLAT

NORTHEAST

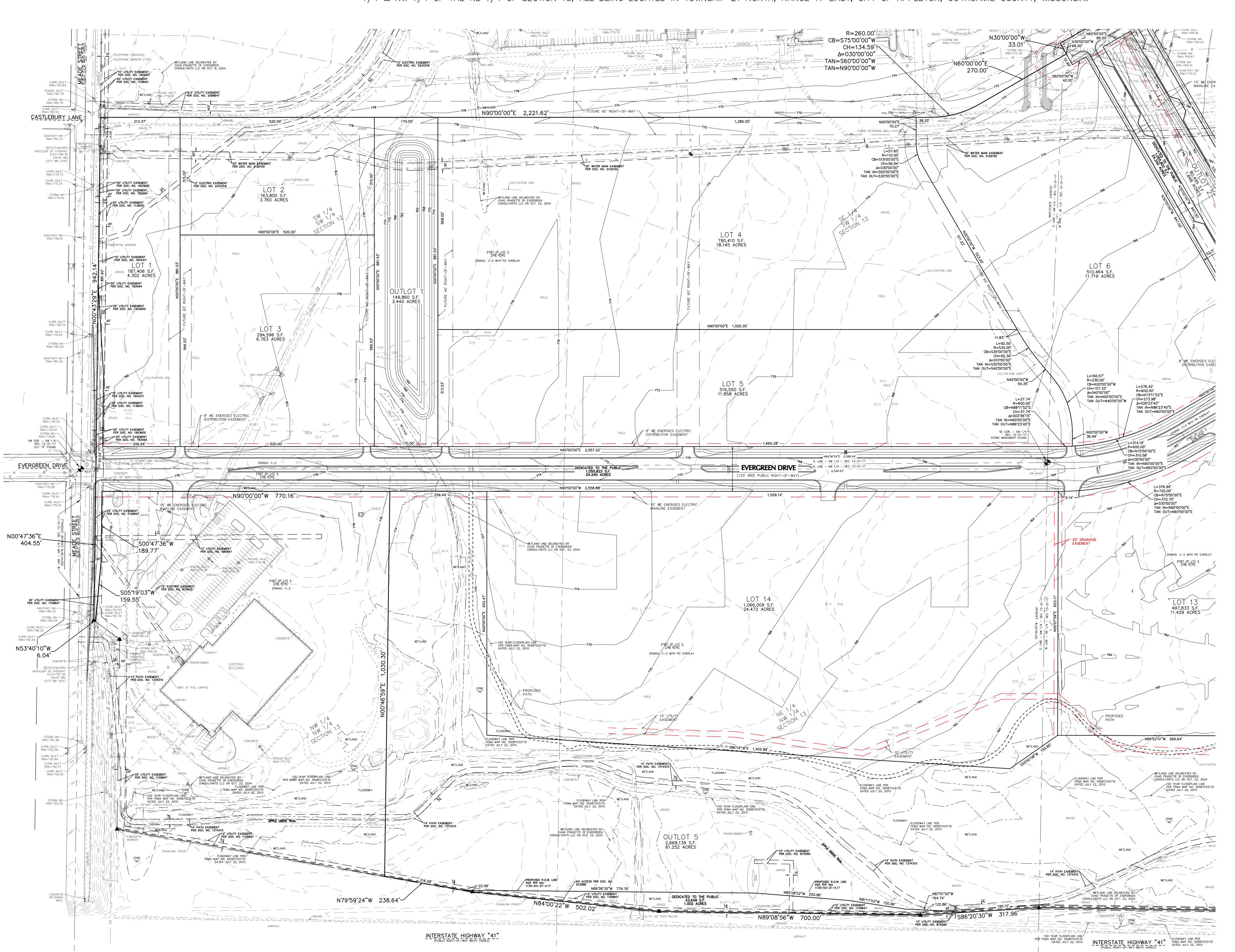
SCALE

SHEET NUMBER

PP-NE

2024 © EXCEL ENGINEERING, INC.

PART OF LOT 1 OF CSM NO. 8789, PART OF LOT 1, PART OF LOT 2, PART OF LOT 4 AND ALL OF LOT 3 OF CSM NO. 8790, LOCATED IN A PART OF THE SE 1/4 & SW 1/4 OF THE SW 1/4, PART OF THE NE 1/4, SE 1/4, SW 1/4 & NW 1/4 OF THE NE 1/4 W NW 1/4 OF THE NE 1/4 W NW 1/4 OF SECTION 13, ALL BEING LOCATED IN TOWNSHIP 21 NORTH, RANGE 17 EAST, CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN.





PROJECT INFORMATION

ELIMINARY PLAT
ALLARD ROAD • APPLETON, WI 54919

PROFESSIONAL SEAL

FEB. 10, 2025
FEB. 14, 2025
APR. 25, 2025

JOB NUMBER 240061800

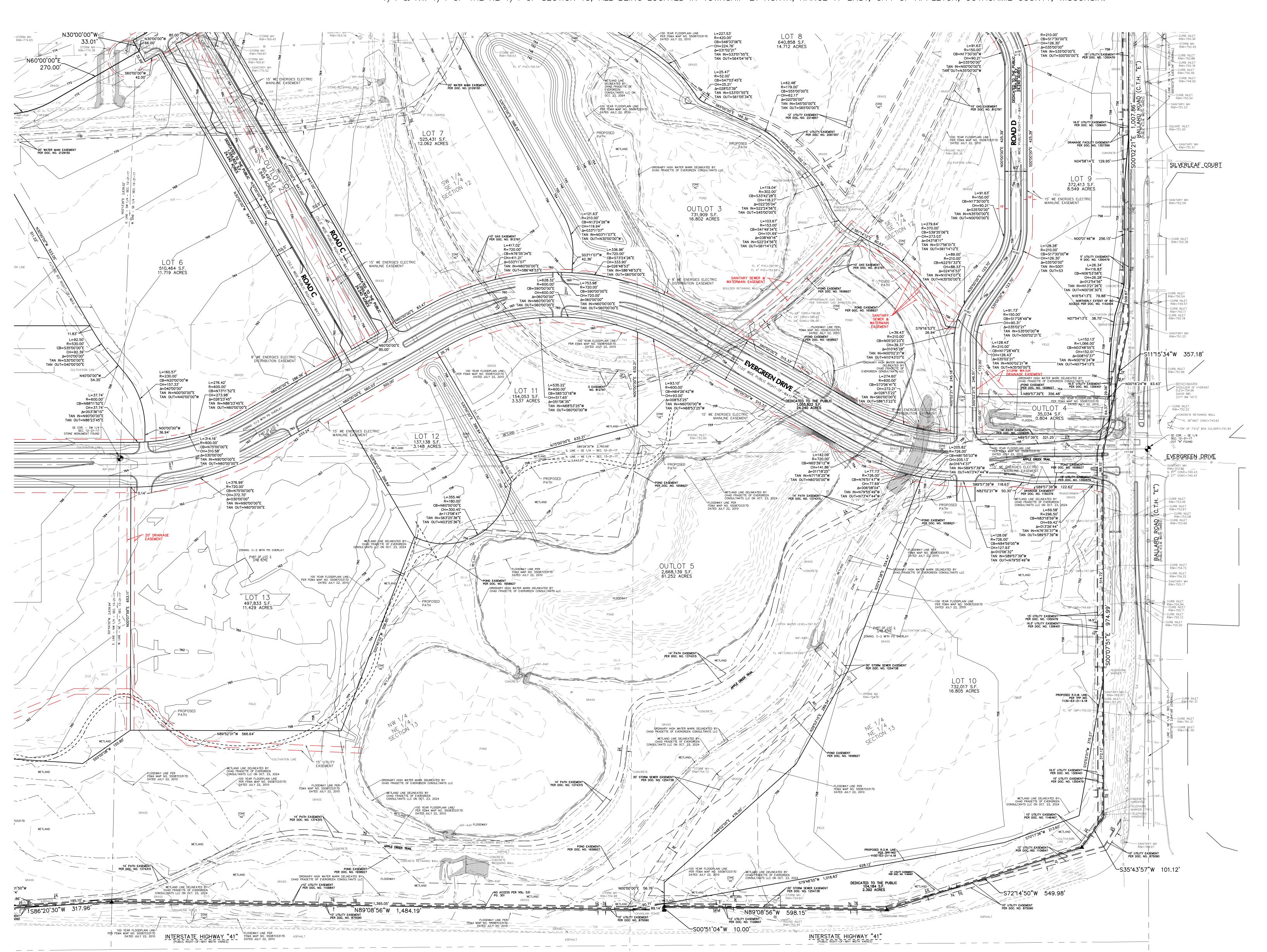
PRELIMINARY PLAT

SOUTHWEST



2024 © EXCEL ENGINEERING, INC.

PART OF LOT 1 OF CSM NO. 8789, PART OF LOT 1, PART OF LOT 2, PART OF LOT 4 AND ALL OF LOT 3 OF CSM NO. 8790, LOCATED IN A PART OF THE SE 1/4 & SW 1/4 OF THE SW 1/4, PART OF THE NE 1/4, SE 1/4, SW 1/4 & NW 1/4 OF THE SE 1/4 OF SECTION 12, PART OF THE NE 1/4 & NW 1/4 OF THE NW 1/4 & PART OF THE NE 1/4 & NW 1/4 OF THE NE 1/4 OF SECTION 13, ALL BEING LOCATED IN TOWNSHIP 21 NORTH, RANGE 17 EAST, CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN.





PROJECT INFORMATION

MINARY PLAT

ROAD • APPLETON, WI 54919

PROFESSIONAL SEAL

FEB. 10, 2025
FEB. 14, 2025
APR. 25, 2025

JOB NUMBER 240061800

PRELIMINARY PLAT

SOUTHEAST

