

**NOTICE OF PUBLIC HEARING  
OF THE  
APPLETON CITY PLAN COMMISSION**

Dear property owner(s):

Thrivent Financial for Lutherans (Owner) hereby authorized Emily Cialdini, Vice President of Development, Land by Label, LLC (Applicant) to proceed with requesting an amendment to the Comprehensive Plan Future Land Use Map #1-24, City of Appleton Comprehensive Plan 2010-2030 and an accompanying amendment to Planned Development District #4-00 (PD/C-2 #4-00) and Rezoning #6-24.

The City of Appleton Plan Commission will conduct a Public Hearing on Wednesday, July 24, 2024, at 3:30 P.M., or as soon thereafter as can be heard, in Common Council Chambers, 6th Floor, City Hall, 100 North Appleton Street, to consider the above referenced requests for the subject properties located at 4321 North Ballard Road and 3920 North Meade Street, and being more particularly described as: Parcel Identification Numbers: 31-1-6451-00, 31-1-6451-01, 31-1-6461-01, 31-1-6462-00, 31-1-6522-01, 31-6-5303-00 and 31-1-9107-00.

**Request #1: Comprehensive Plan Future Land Use Map Amendment #1-24:**

The applicant requested an amendment to the Comprehensive Plan Future Land Use Map, City of Appleton Comprehensive Plan 2010-2030 for the subject properties from future Agricultural and Private Open Space and Commercial land use designation, per attached Exhibit: A to One and Two Family Residential and Mixed-Use future land use designation, per attached Exhibit: B to implement the proposed Thrivent Concept Master Plan and new Office Building, per attached Exhibit: D.

**Request #2: Planned Development District #4-00 Amendment (PD/C-2 #4-00) (zoning map and development regulations amendment):**

The applicant requested an amendment to the existing PD/C-2 #4-00 zoning boundary line from R-2 Two-family District and R-1A Single-family District to Planned Overlay Development General Commercial District (PD/C-2 #4-00), including to the centerline of the adjacent road right-of-way, per attached Zoning Map Exhibit: C and replace the current Implementation Plan Document (development regulations) for PD/C-2 #4-00, previously approved on April 19, 2000, and recorded in the Outagamie County Register of Deeds Office as Document No. 1376284 with a new Implementation Plan Document (development regulations) to implement the proposed Thrivent Concept Master Plan and new Office Building, per attached Exhibit: D.

**Request #3: Rezoning #6-24 (zoning map amendment):**

The applicant requested an amendment to the current R-2 Two-family District zoning boundary line from AG Agricultural District and PD/C-2 #4-00 to R-2 Two-family District, including to the centerline of the adjacent road right-of-way, per attached Zoning Map Exhibit: C to implement the proposed Thrivent Concept Master Plan and new Office Building, per attached Exhibit: D.

**ALDERMANIC DISTRICTS:** 7 – Alderperson Patrick Hayden and 13 - Alderperson Sheri Hartzheim

You are being notified as a policy of the City of Appleton Community Development Department. All persons interested are invited to attend this meeting and will be given an opportunity to be heard. Feedback can also be shared with Plan Commission members via written letter or email. The Plan Commission makes a recommendation to the Common Council who makes the final decision on the matter.

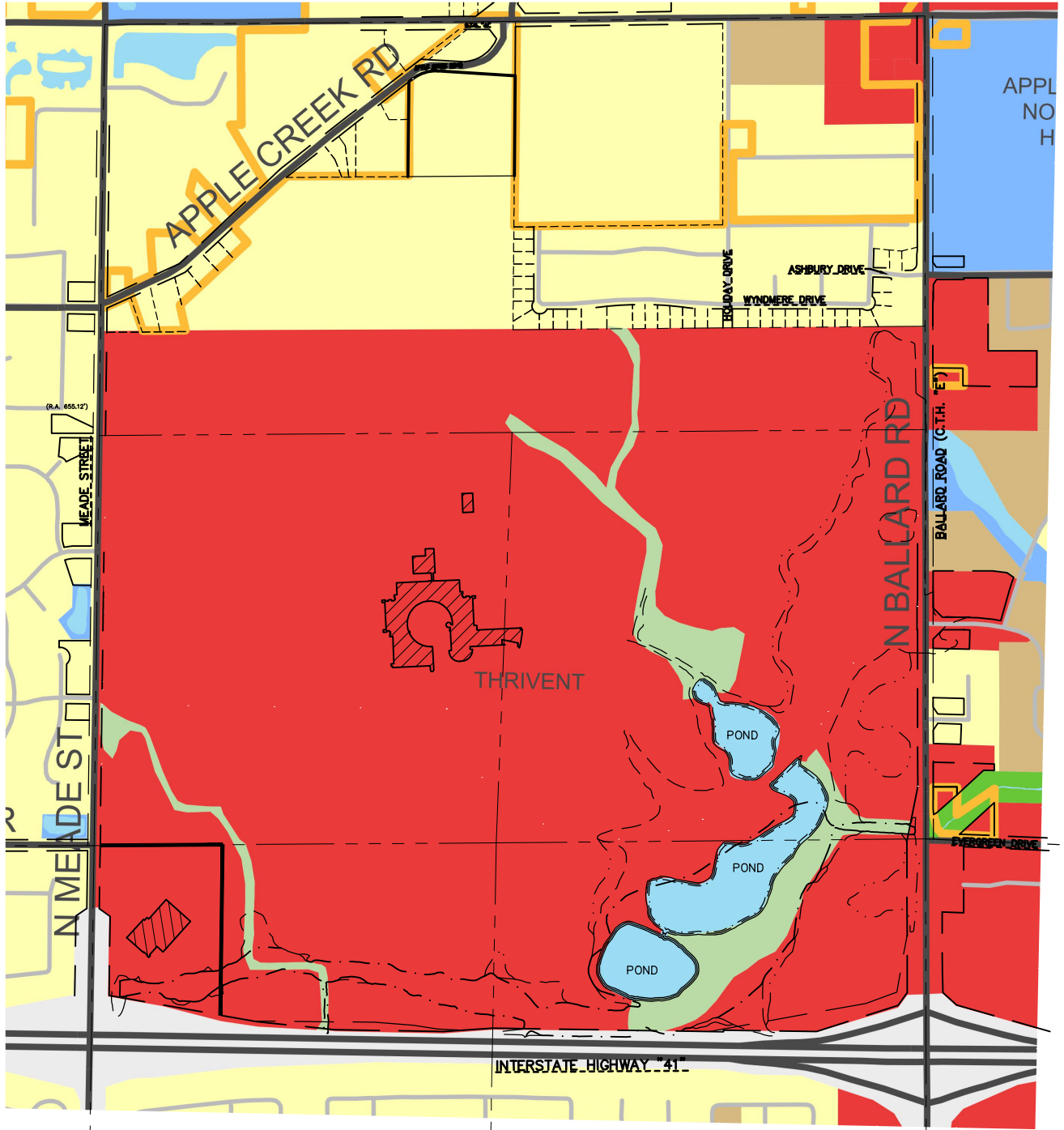
Any questions regarding this matter should be directed to Don Harp, Principal Planner, in the Community Development Department at 920-832-6466 or by email at [don.harp@appleton.org](mailto:don.harp@appleton.org)












CITY PLAN COMMISSION  
APPLETON, WISCONSIN

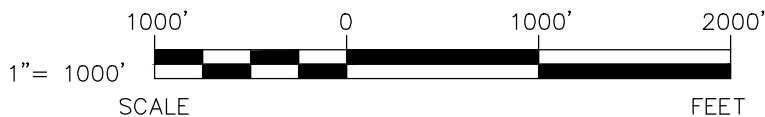
COMMUNITY DEVELOPMENT DEPARTMENT  
CITY HALL – 100 NORTH APPLETON STREET  
APPLETON, WISCONSIN 54911-4799  
(920) 832-6468

***Reasonable accommodations for persons with disabilities will be made upon request and if feasible.***

EXISTING FUTURE LAND USE EXHIBIT : A



- |   |                                |   |                                     |
|---|--------------------------------|---|-------------------------------------|
|  | One and Two-Family Residential |  | Industrial                          |
|  | Multifamily Residential        |  | Public / Institutional              |
|  | Commercial                     |  | Public Parks and Open Space         |
|  | Mixed-Use                      |  | Agricultural and Private Open Space |
|  | Central Business District      |  | Ponds/Water                         |
|  | Business / Industrial          |   |                                     |

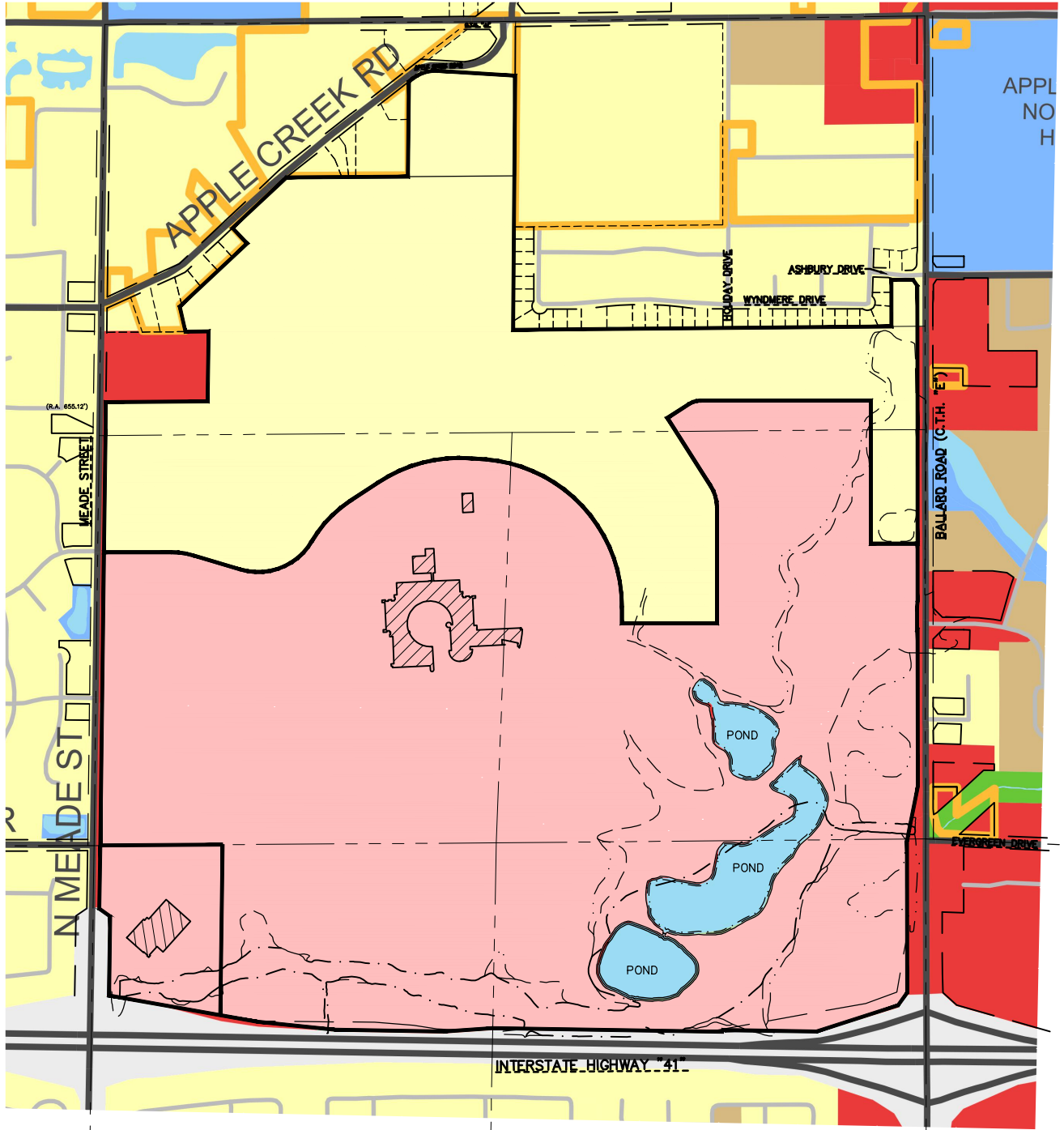













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 Always a Better Plan

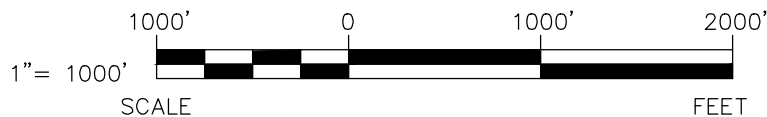
100 Camelot Drive  
 Fond Du Lac, WI 54935  
 Phone: (920) 926-9800  
 www.EXCELENGINEER.com

**JOB NO. 240061800**

PROPOSED FUTURE LAND USE EXHIBIT: B



- |  |   |
|--|---|
|  One and Two-Family Residential |  Industrial                          |
|  Multifamily Residential        |  Public / Institutional              |
|  Commercial                     |  Public Parks and Open Space         |
|  Mixed-Use                      |  Agricultural and Private Open Space |
|  Central Business District      |  Ponds/Water                         |
|  Business / Industrial          |   |



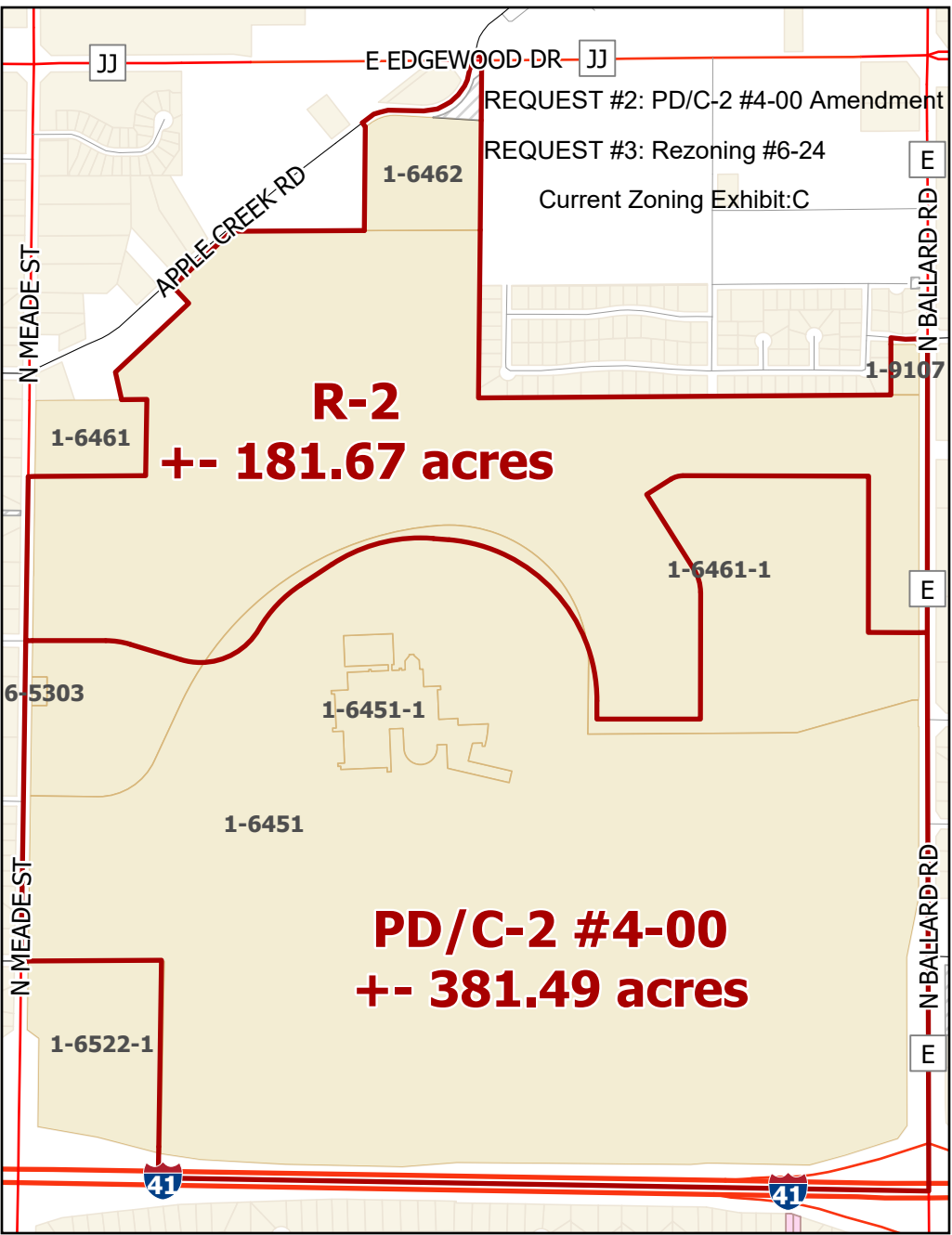
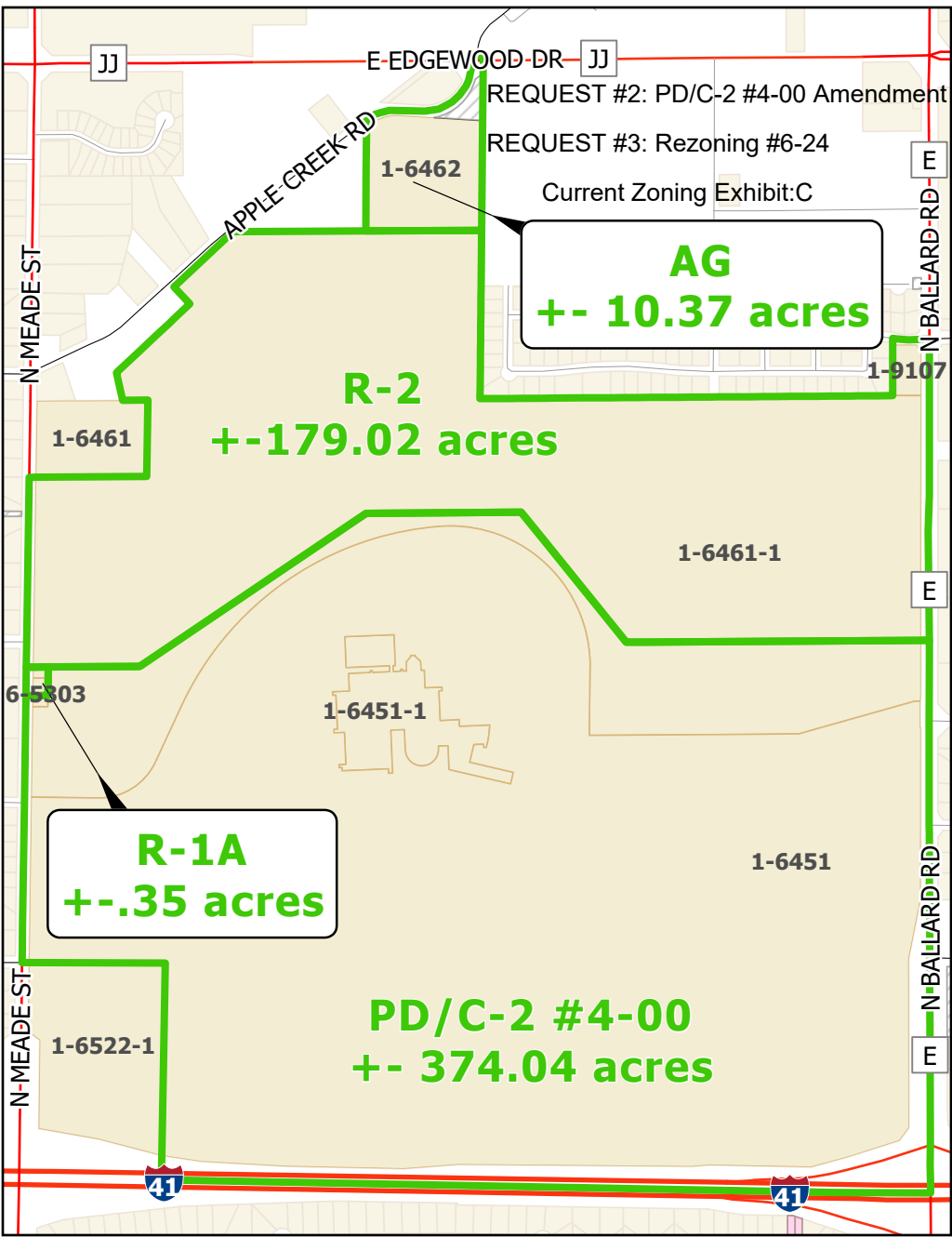


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# Thrivent Property

## Zoning Classification Changes

### Legend

- Current Zoning
- Proposed Zoning
- Tax Parcel

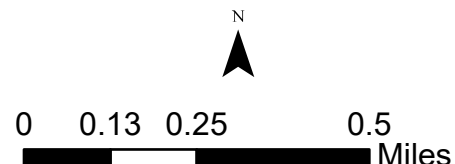
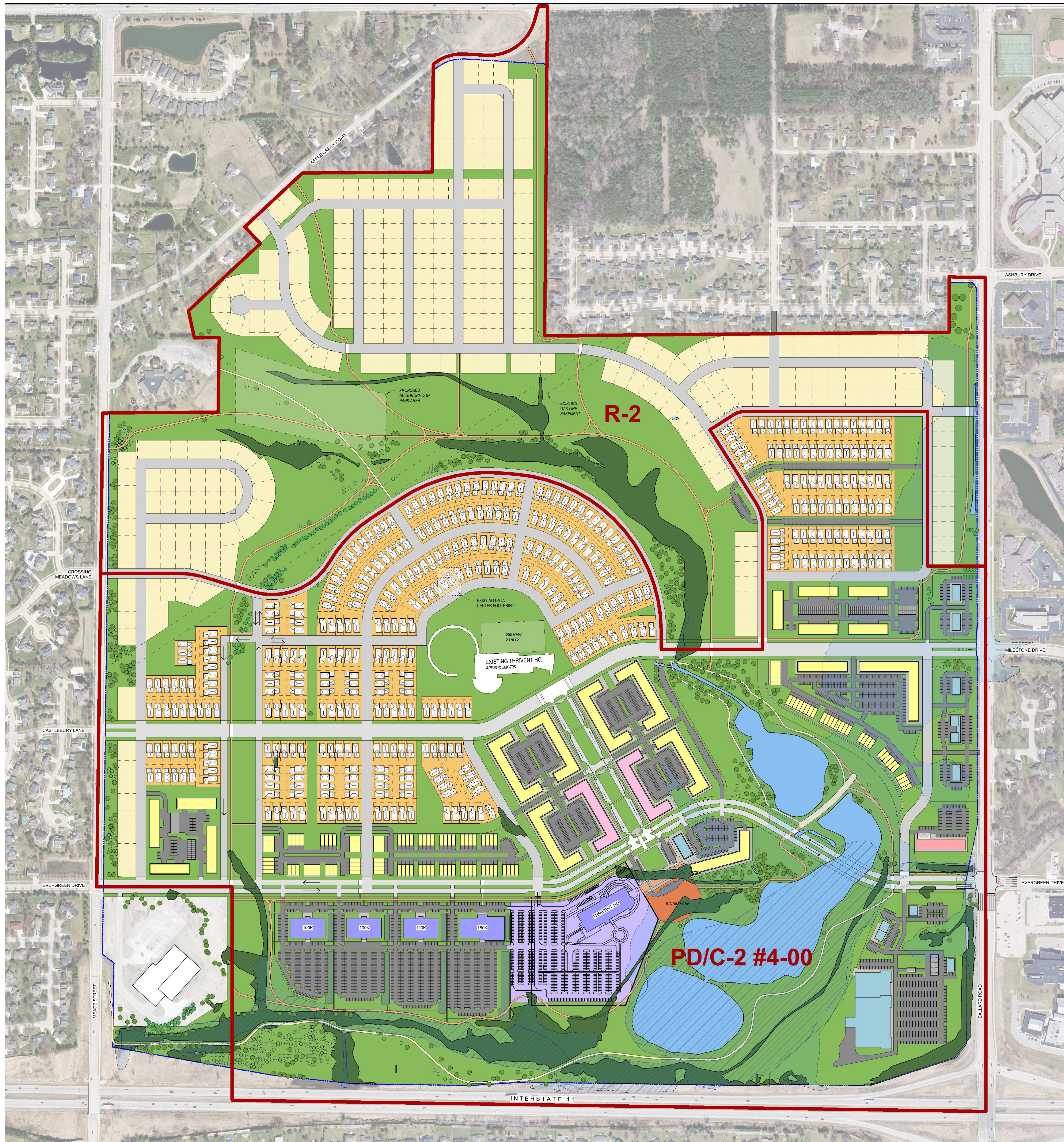




EXHIBIT: D

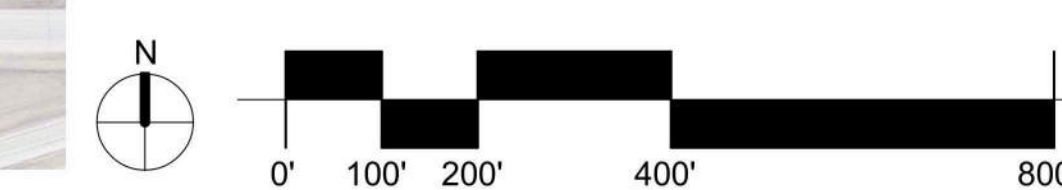
Proposed Thrivent Concept Master Plan



LEGEND

	EXISTING POND EXTENTS
	EXISTING WETLANDS
	PROPOSED GREEN SPACE
	PROPOSED PUBLIC RIGHT-OF-WAY
	PROPOSED PRIVATE DRIVE, ROAD, AND/OR PARKING AREA
	SINGLE FAMILY RESIDENTIAL ZONES 1/8-ACRE AND 1/4-ACRE LOTS
	DESTINATION / ICONIC PARK
	HOTEL BUILDING / PARCEL
	COMMERCIAL-RETAIL BUILDINGS / PARCELS
	MIXED USE BUILDINGS / PARCELS
	MULTI-FAMILY BUILDINGS / PARCELS
	OFFICE BUILDINGS / PARCELS
	PROPOSED NEW THRIVENT HQ PARCEL
	ZONING BOUNDARY/DESIGNATION
	PROPOSED NEW TRAIL
	EXISTING TRAIL TO REMAIN
	EXISTING LANDSCAPE AND VEGETATION TO REMAIN

NOTE Concept Master Plan is for illustrative purposes only. Locations and densities of contemplated Permitted Uses is subject to change.



△ Revisions

IDEATION PHASE-1  
 THRIVENT -  
 APPLETON

Date Issued: 07-02-2024  
 RINKA project #: 220701  
 Sheet Title

FULL SITE TEST FIT  
 - FUTURE

Sheet # IP1-06A



**CONCEPT MASTER PLAN IS FOR ILLUSTRATIVE PURPOSES ONLY. LOCATIONS AND DENSITIES OF CONTEMPLATED PERMITTED USES IS SUBJECT TO CHANGE.**

ZONE AREAS - COMPLETE		
Zone	Area (AC)	Area (SF)
A_02	10.6 acres	460,040 R <sup>2</sup>
C_01	19.3 acres	841,400 R <sup>2</sup>
C_02	8.1 acres	353,450 R <sup>2</sup>
C_03	2.8 acres	122,250 R <sup>2</sup>
M_04	3.6 acres	156,000 R <sup>2</sup>
M_05	5.8 acres	245,840 R <sup>2</sup>
O_01	6.1 acres	266,000 R <sup>2</sup>
O_02	5.1 acres	221,000 R <sup>2</sup>
O_03	4.7 acres	204,000 R <sup>2</sup>
O_04	4.2 acres	182,220 R <sup>2</sup>
O_05	12.4 acres	538,150 R <sup>2</sup>
O_T	12.6 acres	549,010 R <sup>2</sup>
S_01	7.5 acres	326,960 R <sup>2</sup>
S_02	5.1 acres	220,500 R <sup>2</sup>
T_01	2.9 acres	123,000 R <sup>2</sup>
T_02	3.1 acres	135,000 R <sup>2</sup>
T_03	3.1 acres	135,000 R <sup>2</sup>
T_04	3.1 acres	135,000 R <sup>2</sup>
T_05	3.5 acres	151,240 R <sup>2</sup>
T_06	4.3 acres	186,700 R <sup>2</sup>
T_07	2.8 acres	121,500 R <sup>2</sup>
T_08	2.8 acres	121,500 R <sup>2</sup>
T_09	1.4 acres	62,130 R <sup>2</sup>
T_10	4.8 acres	209,820 R <sup>2</sup>
T_11	4.4 acres	189,750 R <sup>2</sup>
T_12	4.6 acres	199,660 R <sup>2</sup>
T_13	4.7 acres	206,240 R <sup>2</sup>
T_13x	2.0 acres	87,300 R <sup>2</sup>
T_14	5.1 acres	220,300 R <sup>2</sup>
T_15	6.4 acres	279,310 R <sup>2</sup>
T_16	3.8 acres	164,920 R <sup>2</sup>
T_17	6.0 acres	259,910 R <sup>2</sup>
T_18	2.7 acres	118,210 R <sup>2</sup>
T_19	2.0 acres	87,760 R <sup>2</sup>
X_01	11.4 acres	496,060 R <sup>2</sup>
X_3	3.1 acres	135,910 R <sup>2</sup>
Z_01	0.9 acres	39,240 R <sup>2</sup>
Z_02	2.4 acres	106,260 R <sup>2</sup>
Z_04	4.1 acres	178,950 R <sup>2</sup>
Z_05	4.0 acres	172,340 R <sup>2</sup>
Z_06	4.5 acres	194,400 R <sup>2</sup>
Z_07	3.1 acres	136,460 R <sup>2</sup>
Z_08	2.9 acres	125,460 R <sup>2</sup>
Z_09	4.5 acres	194,400 R <sup>2</sup>
Z_10	4.5 acres	194,400 R <sup>2</sup>
Z_11	5.4 acres	237,310 R <sup>2</sup>
Z_12	2.0 acres	86,030 R <sup>2</sup>
Z_13	3.8 acres	164,850 R <sup>2</sup>
Z_15	3.3 acres	145,920 R <sup>2</sup>
Z_16	3.4 acres	150,130 R <sup>2</sup>
Z_17	3.3 acres	142,120 R <sup>2</sup>
Z_18	2.1 acres	90,200 R <sup>2</sup>
Z_19	1.5 acres	66,000 R <sup>2</sup>
Z_20	4.3 acres	187,070 R <sup>2</sup>
Z_22	2.0 acres	85,050 R <sup>2</sup>
Z_30	0.7 acres	32,400 R <sup>2</sup>
Z_31	0.7 acres	32,400 R <sup>2</sup>
Z_32	0.7 acres	32,400 R <sup>2</sup>
Z_33	0.7 acres	32,400 R <sup>2</sup>
Z_34	2.7 acres	118,800 R <sup>2</sup>
Z_35	2.6 acres	111,400 R <sup>2</sup>
Z_36	4.6 acres	201,330 R <sup>2</sup>
270.2 acres		

ZONE M - TOWNHOMES		
ZONE	Approx. Units	Notes
M_04	34	Townhomes - self parked
M_05	52	<varies>
M_05	86	

ZONE A - MULTI-FAMILY & TOWNHOMES		
ZONE	Approx. Units	Notes
A_01	182	<varies>
A_01	182	

ZONE T - TND 1/8-ACRE LOTS - FUTURE		
Zone	Units (+/-)	Notes
T_01	17	TND - self parked
T_02	18	TND - self parked
T_03	18	TND - self parked
T_04	18	TND - self parked
T_05	17	TND - self parked
T_06	26	TND - self parked
T_07	16	TND - self parked
T_08	16	TND - self parked
T_09	8	TND - self parked
T_10	27	TND - self parked
T_11	26	TND - self parked
T_12	27	TND - self parked
T_13	29	TND - self parked
T_14	30	TND - self parked
T_15	38	TND - self parked
T_16	22	TND - self parked
T_17	34	TND - self parked
T_18	15	TND - self parked
T_19	22	TND - self parked
T_19	424	

ZONE Z - SINGLE FAMILY 1/4-AC LOTS		
ZONE	Approx. Units	Notes
Z_01	3	Single-Family 1/4 Ac - self parked
Z_02	9	Single-Family 1/4 Ac - self parked
Z_04	18	Single-Family 1/4 Ac - self parked
Z_05	23	Single-Family 1/4 Ac - self parked
Z_06	18	Single-Family 1/4 Ac - self parked
Z_07	10	Single-Family 1/4 Ac - self parked
Z_08	10	Single-Family 1/4 Ac - self parked
Z_09	18	Single-Family 1/4 Ac - self parked
Z_10	18	Single-Family 1/4 Ac - self parked
Z_11	19	Single-Family 1/4 Ac - self parked
Z_12	6	Single-Family 1/4 Ac - self parked
Z_13	14	Single-Family 1/4 Ac - self parked
Z_14	9	Single-Family 1/4 Ac - self parked
Z_15	11	Single-Family 1/4 Ac - self parked
Z_16	11	Single-Family 1/4 Ac - self parked
Z_17	12	Single-Family 1/4 Ac - self parked
Z_18	8	Single-Family 1/4 Ac - self parked
Z_19	6	Single-Family 1/4 Ac - self parked
Z_20	16	Single-Family 1/4 Ac - self parked
Z_22	11	Single-Family 1/4 Ac - self parked
Z_30	3	Single-Family 1/4 Ac - self parked
Z_31	3	Single-Family 1/4 Ac - self parked
Z_32	3	Single-Family 1/4 Ac - self parked
Z_33	3	Single-Family 1/4 Ac - self parked
Z_34	11	Single-Family 1/4 Ac - self parked
Z_35	8	Single-Family 1/4 Ac - self parked
Z_36	16	Single-Family 1/4 Ac - self parked
Z_36	297	

ZONE S - GARDEN STYLE APTS		
ZONE	Approx. Units	Notes
S_01	120	Mixed Surface & Garage Parking
S_02	100	Mixed Surface & Garage Parking
S_02	220	

(2 LEVELS EACH)

ZONE X - MIXED USE				
ZONE	Approx. Units	Suggested Minimum Parking	Parking Count	Notes
X_01	402	635	623	Mixed Surface & Garage Parking
X_02	412	650	630	Mixed Surface & Garage Parking
X_03	108	162	223	
X_03	922	1447	1476	

10-15K TOTAL RETAIL (@ MAJOR INTERSECTION)

ZONE O - OFFICE			
ZONE	Footprint (+/-)	Total GSF	Notes
O_01	37,800 R <sup>2</sup>	151,200 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_02	30,100 R <sup>2</sup>	120,400 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_03	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
O_04	25,200 R <sup>2</sup>	101,000 R <sup>2</sup>	3,333 Parking Stalls per 1,000SF
		118,400 R <sup>2</sup>	473,600 R <sup>2</sup>

O\_T THRIVENT HEADQUARTERS 300K  
O\_E EXISTING OFFICE LOT (NOT IN SCOPE)

ZONE C - COMMERCIAL				
ZONE	Footprint (+/-)	Total GSF	Retail GSF	Notes
C_01	112,100 R <sup>2</sup>	112,100 R <sup>2</sup>	112,100 SF	4 Parking Stalls per 1,000SF
C_02	38,900 R <sup>2</sup>	98,300 R <sup>2</sup>	19,100 SF	4 Parking Stalls per 1,000SF
C_03	13,000 R <sup>2</sup>	22,000 R <sup>2</sup>	22,000 SF	4 Parking Stalls per 1,000SF
		164,000 R <sup>2</sup>	232,400 R <sup>2</sup>	153,200 SF

C\_01  
FUEL STATION +/- 2 ACRES  
10-15K RETAIL  
65-100K GROCERY RETAILER

C\_02  
15K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)  
HOTEL @ 150 KEYS, 4FL

C\_03  
6-10K RETAIL (EVENLY DISTRIBUTED ACROSS PARCEL)

**TOTALS**

**OVERALL SITE ACREAGE: 580.8 AC**

**RETAIL: 120-175K**

**OFFICE: 450-500K**

**APPROXIMATE RESIDENTIAL UNITS: 2,200 - 2,300 UNITS**

220 GARDEN STYLE  
1,000+/- MULTIFAMILY  
400 TND (1/8 ACRE LOT)  
300 SINGLE FAMILY (1/4 ACRE LOT)  
120 TOWNHOMES



**EXHIBIT: D**  
**Proposed Thrivent Concept Master Plan**

1 SITE - BASE  
1" = 300'-0"

△ Revisions

IDEATION PHASE 1  
THRIVENT -  
APPLETON

Appleton, WI  
Date Issued: 06.21.2024  
RINKA project #: 220701  
Sheet Title

FULL SITE  
PROGRAM - TEST  
FIT - COMPLETE