



REPORT TO CITY PLAN COMMISSION

Plan Commission Public Hearing Meeting Date: January 11, 2016

Common Council Public Hearing Meeting Date: February 17, 2016
(Public Hearing on Comprehensive Plan Amendment and Rezoning)

Items: *City of Appleton Comprehensive Plan 2010-2030* Future Land Use Map Amendment #3-15 and Rezoning #7-15

Case Manager: Don Harp

GENERAL INFORMATION

Owner/Applicant: City of Appleton, Owner
Karen Harkness, Director of Community and Economic Development, Applicant

Lot/Parcel: Lot 1 (Tax Id. #31-2-0116-00), Lot 2 (Tax Id. #31-2-0126-01), and Lot 3 (Tax Id. #31-2-0126-00) of CSM 5460

Petitioner's Request: The applicant is requesting to amend the *City of Appleton Comprehensive Plan 2010-2030* Future Land Use Map from future Public/Institutional and Multifamily designation to Central Business District designation. In conjunction with this request, the applicant is also proposing to rezone the subject parcels from P Parking District and R-3 Multifamily District to CBD Central Business District. The requests are being made to accommodate the construction of an Exhibition Center.

BACKGROUND

On November 25, 2015, the City of Appleton acquired the subject site for the construction of the Exhibition Center.

STAFF ANALYSIS

Procedural Findings: When a *Comprehensive Plan 2010-2030* Future Land Use Map Amendment and Rezoning application are required for the same development project, the respective staff reports are consolidated together as one.

Current Site Conditions: The subject parcels are partially developed with surfacing parking and are approximately 2.01 acres in size. The property has frontage along Lawrence Street which is classified as a collector street and Elm Street and Eighth Street which are classified as local streets on the City's Arterial/Collector Plan.

- **Collector street** means a street intended to carry traffic from local streets to an arterial street and to provide circulation within neighborhood areas.

- **Local street** means a street designated primarily to provide direct access to abutting properties, usually residential.

Surrounding Zoning Classification, Future Land Use Designation and Current Land Uses:

- **North:**
Zoning – CBD Central Business District
Future Land Use Designation – Central Business District
Current Land Use – Radisson Paper Valley Hotel
- **South:**
Zoning – PD/CBD Planned Development Central Business District
Future Land Use Designation – Public/Institutional
Current Land Use – Outagamie County Courthouse Campus
- **East:**
Zoning – P-I Public Institutional District
Future Land Use Designation – Public Parks and Open Space
Current Land Use – Jones Park
- **West:**
Zoning – CBD Central Business District
Future Land Use Designation – Public/Institutional
Current Land Use – Appleton Police Department

Proposed Future Land Use Designation: The applicant is proposing to amend the *City of Appleton Comprehensive Plan 2010-2030* to change the Future Land Use Map designation for the subject area from Public/Institutional and Multifamily land use to Central Business District land use. Amendments to the Comprehensive Plan are sometimes triggered by technical corrections to correct omissions or errors in the land use recommendations, specific development proposals or changing circumstances in the City. In this case, a specific development proposal in this area is necessitating the change from Public/Institutional and Multifamily land use to Central Business District land use.

Consistency with Objectives and Goals of the Comprehensive Plan 2010-2030: The *City of Appleton Comprehensive Plan 2010-2030* and Future Land Use Map are intended to guide growth and development in an organized and efficient manner in the City. The Plan addresses a range of topics related to land use, housing and neighborhoods, economic development, transportation, utilities and community facilities, and more. Evaluating the proposed Future Land Use Map amendment for consistency with these relevant objectives and policies is necessary in determining if changing the Future Land Use Map is appropriate.

Relevant Comprehensive Plan Objectives and Goals

8.4 OBJECTIVE: Support the organizations, events, and venues that make Appleton the Arts and cultural center of the Fox Cities.

8.4.2 Explore the feasibility of developing a downtown convention center. (See Chapter 14: Downtown Plan for additional discussion on this item)

8.4.3 Ensure the availability of adequate event space and logistical services to facilitate cultural and related events within the community.

9.3 OBJECTIVE: Ensure the continued vitality of downtown and the City’s neighborhood commercial districts.

9.3.1 Implement the recommendations found in the Downtown Plan.

Overall Community Goals

Goal 8 – Economic Development (Chapter 9)

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

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.

Chapter 14: Downtown Plan

2.4 Continue feasibility analysis and planning for new convention/expo center in the downtown of Appleton.

Redevelop the north end of the county’s campus for the convention/expo center.

The subject site is adjacent to Central Business District designation to the north and adjacent to governmental facilities to the east, west and south that are designated as Public/Institutional and Parks and Open Space on the Future Land Use Map. The subject site, therefore, represents an expansion of Central Business District designation along the south side of Lawrence Street and the east side of Elm Street. The proposed Future Land Use Map amendment to facilitate the construction of the Exhibition Center is consistent with the above-referenced goal and objective of *City of Appleton Comprehensive Plan 2010-2030*. Therefore, the proposed Future Land Use Map amendment is unlikely to create adverse impacts in the adjacent area or the City.

Proposed Zoning Classification: The owner is proposing to rezone the subject parcel from P Parking District and R-3 Multifamily District to CBD Central Business District. The purpose of the CBD is intended to provide a centrally located and readily accessible area that offers a wide variety of retail, service, financial, entertainment and governmental uses. A broad range of uses is permitted to reflect downtown's role as a commercial, cultural and government center. Development is intended to be intense with maximum lot coverage, increased building scale and height density and buildings placed close together. Development is intended to be pedestrian-oriented with a strong emphasis on a safe and attractive streetscape. The development standards for the CBD District are listed below:

CBD District Development Standards: The CBD Central Business District development standards are as follows:

- Minimum Lot Area: **2,400 square feet**
- Maximum Lot Coverage: **100%**
- Minimum Lot Width: **20 feet**
- Minimum Front Yard: **None**
- Minimum Side Yard: **None, 10 feet when abutting a residentially-zoned district**
- Minimum Rear Yard: **None, 10 feet when abutting a residentially-zoned district**
- Maximum Building Height: **200 feet**

Impact on Surrounding Neighborhood:

Rezoning of the subject parcel to the CBD Central Business District Zoning District is appropriate for several reasons. First, if the Comprehensive Plan Future Land Use Map is amended to show this area appropriate for exhibits, lectures, events, meeting, receptions, etc., the rezoning and Future Land Use designation would be consistent. Next, if the property is rezoned to the CBD District, the permitted uses or special uses in that district should not have a negative impact on the adjacent uses. Therefore, the proposed rezoning request is unlikely to create adverse impacts in the adjacent area or the City.

Review Criteria: Based upon the above analysis, it would appear the criteria established by Section 23-65(d) (3) Zoning Amendments (rezoning) has been satisfied. It is important to note that the Zoning Code requires that a rezoning request conform to the City's Comprehensive Plan Future Land Use Map. If the Future Land Use Map Amendment #3-15 is approved, the rezoning would conform to the Comprehensive Plan. However, until Future Land Use Map Amendment #3-15 is approved, the proposed CBD Central Business District zoning classification would not conform to the Future Land Use Map, which, in its current form, identifies the subject site as Public/Institutional and Multifamily.

Technical Review Group Report (TRG): This item was discussed at the December 22, 2015 Technical Review Group meeting. No negative comments were received from participating departments.

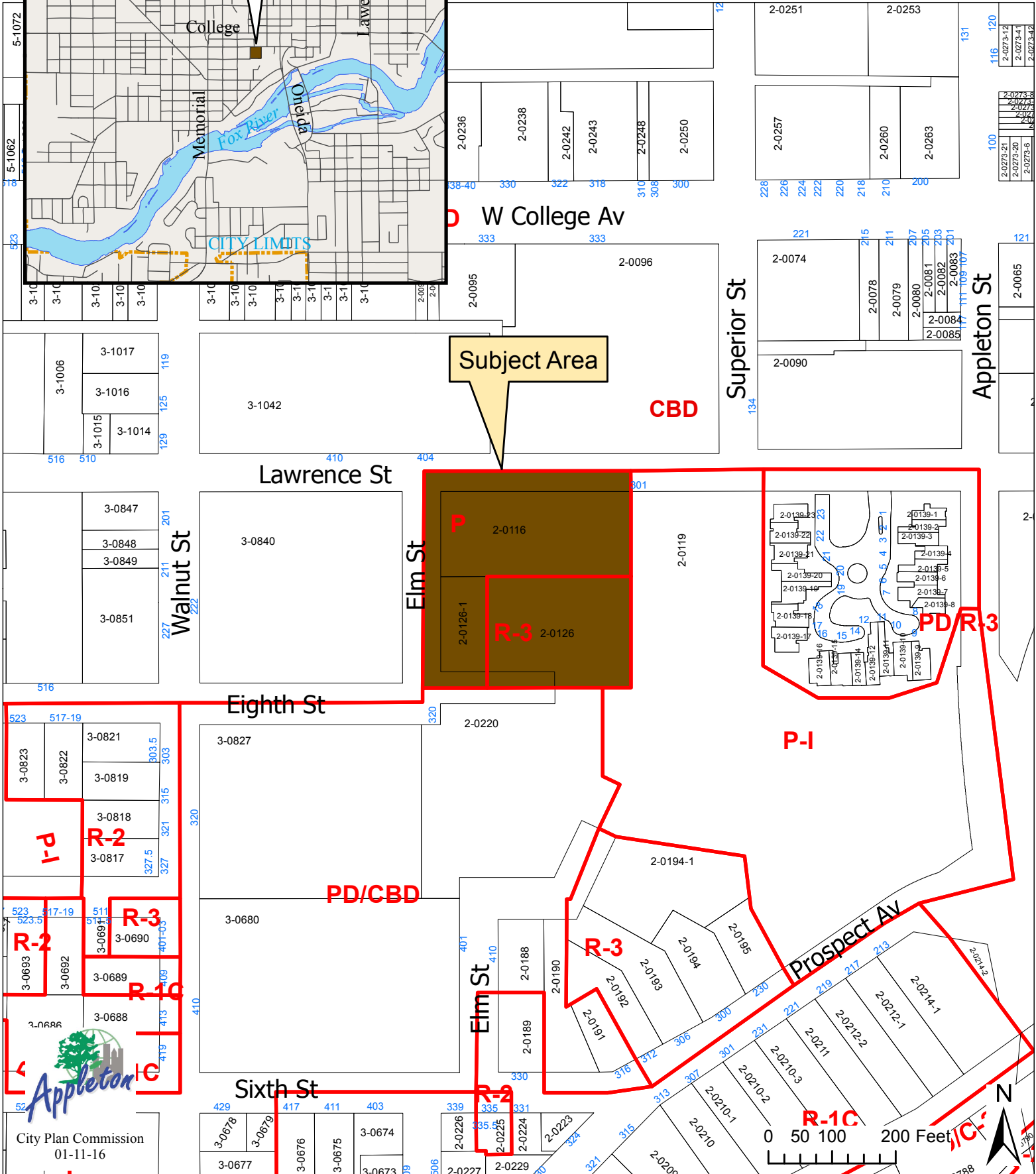
RECOMMENDATION

Based upon the above analysis, staff recommends the proposed *City of Appleton Comprehensive Plan 2010-2030 Future Land Use Map Amendment #3-15* from Public/Institutional and Multifamily designation to Central Business District designation and resolution, **BE APPROVED**; and

Staff recommends based upon the standards for zoning map amendments as required by Section 23-65(d)(3) of the Zoning Ordinance, Rezoning Application #7-15 to rezone the subject site Lot 1 (Tax Id. #31-2-0116-00), Lot 2 (Tax Id. #31-2-0126-01), and Lot 3 (Tax Id. #31-2-0126-00) of CSM 5460 from P Parking District and R-3 Multifamily District to CBD Central Business District, including to the centerline of the adjacent right-of-way, as shown on the map, **BE APPROVED**.

NOTE: If approved, Rezoning #7-15 will be reported out at the same Common Council meeting as the proposed Comprehensive Plan Amendment #3-15 to accurately reflect the change in future land use from Public/Institutional and Multifamily designation to Central Business District designation.

Fox Cities Exhibition Center
Rezoning P Parking District and
R-3 Multifamily District to
CBD Central Business District
Zoning Map



Fox Cities Exhibition Center
Rezoning P & R-3 to CBD

Subject
Area

