



REPORT TO CITY PLAN COMMISSION

Plan Commission Public Hearing Date: April 10, 2018

Common Council Meeting Date: April 18, 2018

Item: Special Use Permit #1-18 for personal storage facility

Case Manager: David Kress

GENERAL INFORMATION

Owner: Value Mortgage Investors, Inc.

Applicant: General Capital Group c/o Sig Strautmanis

Address/Parcel #: 2400 West College Avenue (Tax Id #31-7-0026-00)

Petitioner's Request: The applicant is requesting a Special Use Permit for a personal storage facility.

BACKGROUND

The subject area, located along the West College Avenue frontage road between North Lynndale Drive and North Perkins Street, was annexed to the City of Appleton in 1983. At that time, newly annexed territory was assigned a zoning classification of R-1A One Family Residential District. On March 21, 1984, Common Council approved Rezoning #1-84, which was initiated by the City Plan Commission, to rezone the subject property from R-1A One Family Residential District to C-2 General Commercial District. At the time of annexation, a large commercial building (occupied by Kmart) and off-street parking lot were already present on the subject site. A razing permit was issued in November 2008, and demolition of the building was completed in January 2009. Pavement and outdoor lighting fixtures are all that remain from the previous development.

STAFF ANALYSIS

Project Summary: The applicant proposes to construct 12 personal storage facility buildings, totaling approximately 194,841 square feet, on the northwest portion of the subject site. As shown on the attached development plan, 3 different building types are proposed among the 12 buildings. "Type A" would consist of a two-story, climate-controlled building with a drive-in loading area. "Type B" would consist of a one-story, climate-controlled building with a drive-in loading area. For "Type C," individual storage units would be accessible from the exterior of the building. Initially, vehicular access to the site would be provided by a relocated driveway along the West College Avenue frontage road.

While not directly included in the Special Use Permit request, since retail business is a permitted use in the C-2 General Commercial District, the attached development plan also references a "Phase Two" area that is approximately 3.7 acres in size. On this part of the site, closest to West College Avenue, other future commercial development is anticipated.

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Existing Site Conditions: The site is currently vacant, as the previous building was demolished in 2009. Pavement and outdoor lighting fixtures are all that remain from the previous development. Access is provided by driveways on the West College Avenue frontage road. West College Avenue is classified as an arterial street. Also, some parcels included in the broader development plan are located in the Town of Grand Chute, so continued collaboration with Town staff will be needed for the proposed project.

Zoning Ordinance Requirements: The subject property has a zoning designation of C-2 General Commercial District. Per Section 23-113(e) of the Municipal Code, a personal storage facility requires a Special Use Permit in the C-2 District. The definition for personal storage facility (self storage/mini-warehouse), per the Zoning Ordinance, means the primary use of a building containing individual, compartmentalized and controlled access spaces, rooms or lockers that are leased, rented or owned by different individuals for the storage of individual possessions or personal property. In order to permit a personal storage facility, the Plan Commission makes a recommendation to the Common Council who will make the final decision on the Special Use Permit. A two-thirds (2/3) vote of the Common Council is required for approval.

Based on the attached development plan, the proposed buildings satisfy setback and building height standards specified in the C-2 District. A stipulation is also drafted related to landscaping and screening, as Section 23-601(f)(14) of the Municipal Code requires plant material to be placed intermittently against long expanses of building walls and fences. Ultimately, Site Plan review and approval is required, pursuant to Section 23-570 of the Municipal Code, prior to the issuance of a building permit by the Inspections Division.

Operational Information: A plan of operation is attached to the Staff Report.

Surrounding Zoning and Land Uses: The surrounding area is under the jurisdiction of the City of Appleton and Town of Grand Chute. The uses are generally commercial in nature.

North: Town of Grand Chute. The adjacent land use to the north is currently vacant, undeveloped land.

South: C-2 General Commercial District and Town of Grand Chute. The adjacent land uses to the south are currently commercial.

East: C-2 General Commercial District and Town of Grand Chute. The adjacent land uses to the east are currently a mix of vacant land and commercial uses, including a multi-tenant building.

West: C-2 General Commercial District and Town of Grand Chute. Railroad right-of-way and vacant land are immediately west of the subject property.

Appleton Comprehensive Plan 2010-2030: The City of Appleton *Comprehensive Plan 2010-2030* identifies this area for future commercial uses. According to Chapter 10: Land Use, the commercial land use category is made up of retail, office, and service uses.

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Tax Incremental Financing (TIF) District #10 Project Plan: The subject site is located within TIF District #10. The TIF #10 Project Plan identifies the subject site for future redevelopment and states that West College Avenue is a major commercial corridor for Appleton that provides key linkage to the City's vibrant Downtown and Interstate 41. According to Section 9: Orderly Development of the City of Appleton, the TIF District contributes to the redevelopment along this major corridor and continued growth in residential, office, and retail development.

Finding of Fact: This request was reviewed in accordance with the standards for granting a Special Use Permit under Sections 23-66(e)(1-6) of the Municipal Code, which were found in the affirmative, as long as all stipulations are satisfied.

Technical Review Group (TRG) Report: This item was discussed at the February 6, 2018 Technical Review Group meeting. Comments were received from participating departments and captured in the stipulations found below.

RECOMMENDATION

Staff recommends, based on the above, that Special Use Permit #1-18 for a personal storage facility at 2400 West College Avenue (Tax Id #31-7-0026-00), as shown on the attached maps and per attached plan of operation, along with the attached resolution, **BE APPROVED** to run with the land, subject to the following conditions:

1. All applicable codes, ordinances, and regulations, including but not limited to Fire and Building Codes, shall be complied with.
2. The personal storage facility use is limited to the part of parcel #31-7-0026-00 identified as "Lot 2" on the attached preliminary Certified Survey Map dated as received on March 27, 2018. Features being developed in connection with the personal storage facility use, including but not limited to stormwater facilities, parking spaces, and landscaping/screening, shall not be located within the area identified as "Lot 1" on the attached preliminary Certified Survey Map.
3. Any deviations from the approved development plan may require a major or minor amendment request to this Special Use Permit, pursuant to Section 23-66(g) of the Municipal Code.
4. Compliance with the plan of operation is required at all times. Changes to the plan of operation shall be submitted to the Community and Economic Development Department for review and approval.
5. Site Plan review and approval is required, pursuant to Section 23-570 of the Municipal Code, prior to the issuance of a building permit by the Inspections Division. Zoning Ordinance requirements, including the minimum off-street parking spaces required for a personal storage facility use, will be examined during the review of the Site Plan.

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April 10, 2018

Page 4

6. Except at driveway openings, the outer boundary of the personal storage facility use shall be screened with a continuously maintained row of evergreen trees or shrubs, at least six (6) feet high at the time of planting, which are spaced not more than ten (10) feet apart. If found to provide appropriate visual screening, as determined by staff during Site Plan review, existing vegetation may be considered as an alternative.
7. On property controlled by the owner/applicant, land dedication for a future east/west connection between Perkins Street and Lynndale Drive is required as part of the development. The exact configuration, in a location that is deemed buildable, shall be identified in a Development Agreement between the City and Property Owner.
8. The Town of Grand Chute requires that wetland delineations be contracted for directly between the Town and the soils professional conducting this work. The project shall comply with Town of Grand Chute requirements, as applicable.
9. Necessary approvals shall be obtained from the Town of Grand Chute for any element of the project that is to be located outside City limits, such as a stormwater facility.
10. This Special Use Permit shall be deemed null and void if a building permit has not been obtained or the use has not been established within twelve (12) months after Common Council approval, pursuant to Section 23-66(f)(3) of the Municipal Code.
11. If no retail use, or other principal permitted use as listed in Section 23-113(b) of the Municipal Code, is established in the area identified as "Lot 1" on the attached preliminary Certified Survey Map dated as received on March 27, 2018 within three (3) years, the City of Appleton and/or the Appleton Redevelopment Authority (ARA) shall have the option to purchase the "Lot 1" area. The "Lot 1" purchase option shall be described in detail in a Development Agreement between the City and Property Owner, including timing to initiate the purchase, calculation of purchase price (if any), land division, transfer of property and the like.
12. All terms and conditions of a Development Agreement between the City and Property Owner, and any subsequent amendments thereto, shall be incorporated herein and considered a condition of this permit. A Development Agreement shall be approved by the Common Council and recorded with the Outagamie County Register of Deeds prior to issuance of a building permit for the proposed development.

RESOLUTION

**CITY OF APPLETON
RESOLUTION APPROVING SPECIAL USE PERMIT #1-18**

WHEREAS, General Capital Group has applied for a Special Use Permit for a personal storage facility (self-storage/mini-warehouse) located at 2400 West College Avenue, also identified as Parcel Number 31-7-0026-00; and

WHEREAS, the location for the proposed personal storage facility (self-storage/mini-warehouse) is located in the C-2 General Commercial District and the proposed use is permitted by special use within this zoning district; and

WHEREAS, the City of Appleton Plan Commission held a public hearing on April 10, 2018, on Special Use Permit #1-18 at which all those wishing to be heard were allowed to speak or present written comments, and other materials presented at the public hearing; and

WHEREAS, the City of Appleton Plan Commission has considered the application, the staff reports, oral and written, the Comprehensive Plan and zoning on the subject property, the testimony, written comments, and other materials presented at the public hearing; and

WHEREAS, the City of Appleton Plan Commission reviewed the standards for granting a Special Use Permit under Sections 23-66(e)(1-6) of the Municipal Code, and forwarded Special Use Permit #1-18 to the City of Appleton Common Council with a favorable or not favorable (CIRCLE ONE) recommendation; and

WHEREAS, the City of Appleton Common Council has reviewed the report and recommendation of the City of Appleton Plan Commission at their meeting on _____, 2018 and found it to be acceptable.

NOW, THEREFORE, BE IT RESOLVED, that the City of Appleton Common Council approves Special Use Permit #1-18 for a personal storage facility (self-storage/mini-warehouse) located at 2400 West College Avenue, also identified as Parcel Number 31-7-0026-00 and orders as follows:

CONDITIONS OF SPECIAL USE PERMIT #1-18

1. All applicable codes, ordinances, and regulations, including but not limited to Fire and Building Codes, shall be complied with.
2. The personal storage facility use is limited to the part of parcel #31-7-0026-00 identified as “Lot 2” on the attached preliminary Certified Survey Map dated as received on March 27, 2018. Features being developed in connection with the personal storage facility use, including but not limited to stormwater facilities, parking spaces, and landscaping/screening, shall not be located within the area identified as “Lot 1” on the attached preliminary Certified Survey Map.

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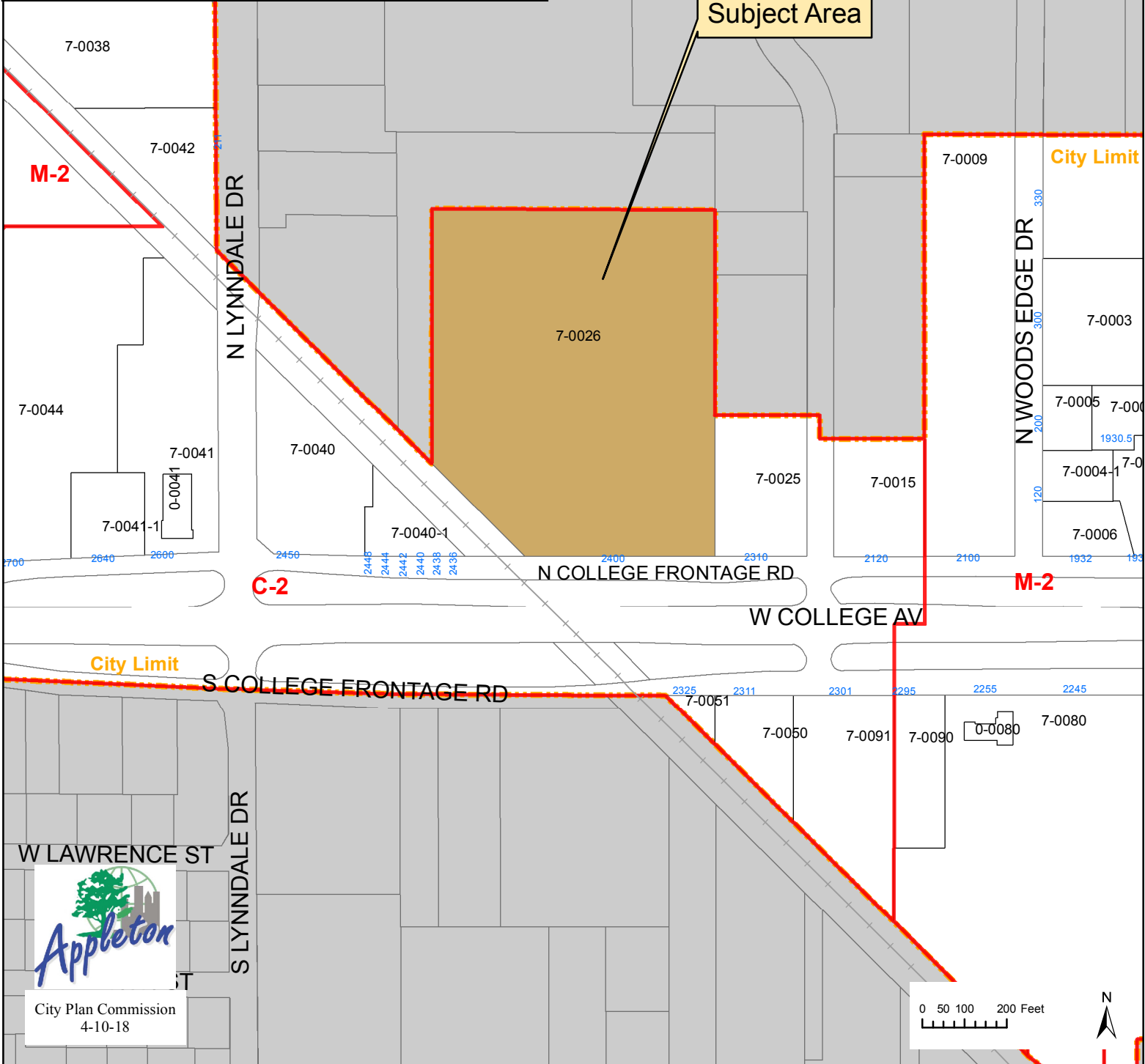
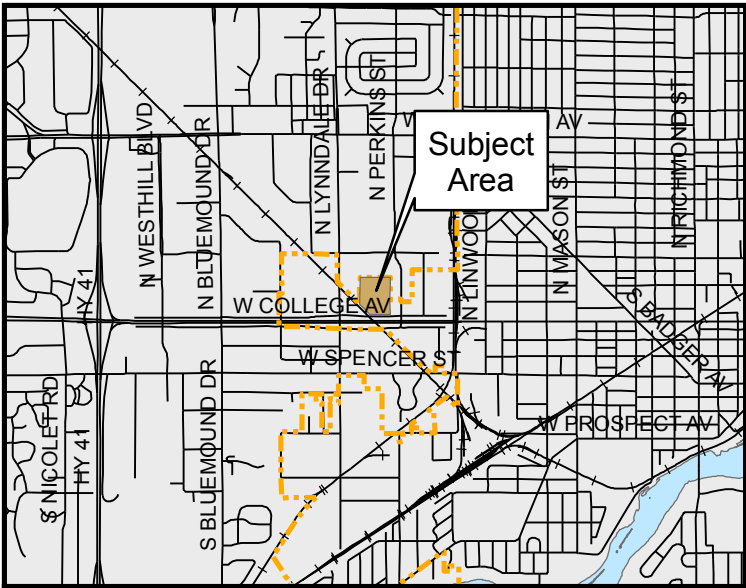
Adopted this _____ day of _____, 2018.

Timothy M. Hanna, Mayor

ATTEST:

Kami Lynch, City Clerk

2400 West College Avenue
Special Use Permit
Personal Storage Facility
Zoning Map



City Plan Commission
4-10-18

2400 West College Avenue
Special Use Permit
Personal Storage Facility
Aerial Map

Subject Area



N LYNNDALE DR

7-0040

7-0040-1

7-0026

7-0025

N COLLEGE FRONTAGE RD

W COLLEGE AV

W COLLEGE AV

S COLLEGE FRONTAGE RD

N PERKINS ST

City Limit

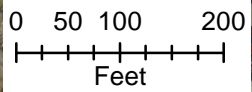
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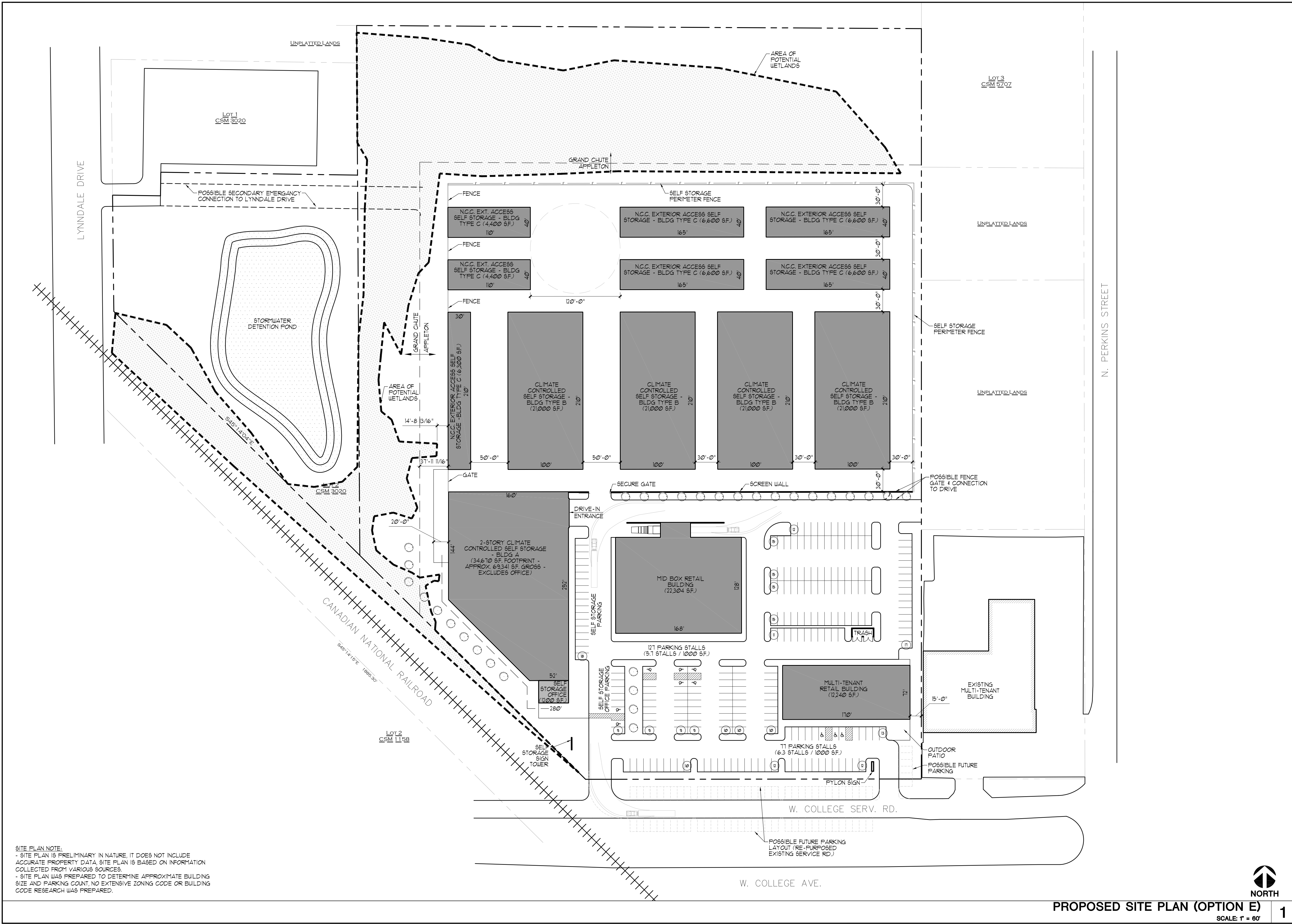
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7-0050



City Plan Commission
4-10-18





SITE PLAN NOTE:
 - SITE PLAN IS PRELIMINARY IN NATURE. IT DOES NOT INCLUDE ACCURATE PROPERTY DATA. SITE PLAN IS BASED ON INFORMATION COLLECTED FROM VARIOUS SOURCES.
 - SITE PLAN WAS PREPARED TO DETERMINE APPROXIMATE BUILDING SIZE AND PARKING COUNT. NO EXTENSIVE ZONING CODE OR BUILDING CODE RESEARCH WAS PREPARED.

DO NOT SCALE THESE DRAWINGS

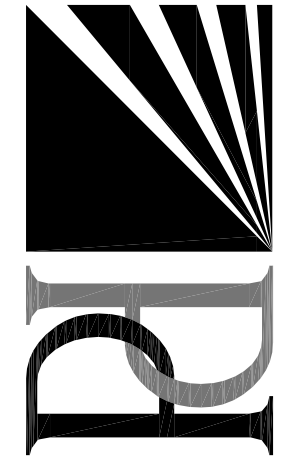
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 Appleton, WI

PERSPECTIVE DESIGN, INC.
 11525 W. North Avenue
 Wauwatosa, WI 53226
 Tel (414) 302-1780 Fax (414) 302-1751



Drawing Title:
PROPOSED SITE PLAN

Date: 05/09/17

Scale: NOTED

Drawn: WHC

Job: 16-130

Sheet:
SP1.1F

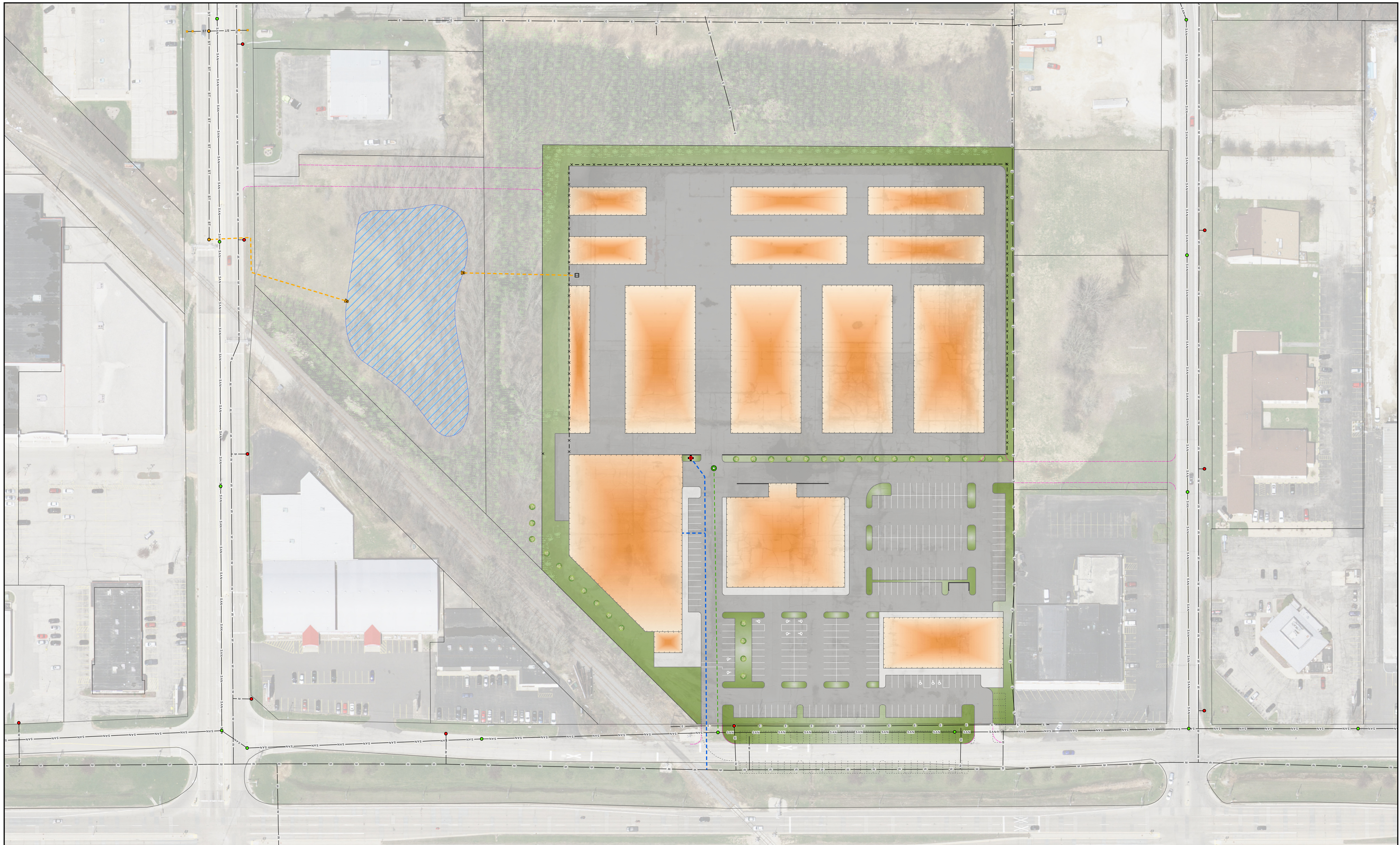


PROPOSED SITE PLAN (OPTION E)
 SCALE: 1" = 60'

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- PRELIMINARY -
 FOR ESTIMATING AND REVIEW ONLY

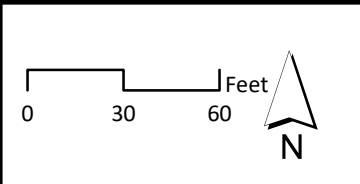
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Conceptual Utility Layout
 College Ave Self-Storage & Outlet Redevelopment
 2400 W. College Ave.
 City of Appleton, Outagamie County, WI

DATE: 11/27/2017
 JOB: 15712001
 DRAWN: PFO

Legend	
● EX Water Hydrant	■ EX Storm Inlet
● EX Sanitary Manhole	■ PR Storm Inlet
● PR Sanitary Manhole	■ PR Storm Outfall
● EX Storm Manhole	■ PR Water Main
● PR Storm Manhole	■ PR Storm Main
■ Parcels	■ Area of Potential Wetlands
■ PR Fence	■ PR Green Space
■ PR Building	■ PR Concrete
■ PR Tree	■ PR Asphalt
■ PR Storm Pond	



Source: Robert E. Lee & Associates, Inc.
 ESRI, Outagamie County
Disclaimer: Robert E. Lee & Associates, Inc. makes every effort to ensure the map is free of errors but does not warrant the map or its contents are correct, complete or up-to-date. The map is provided for informational purposes only. Robert E. Lee & Associates, Inc. provides this map without any warranty of any kind, either expressed or implied.

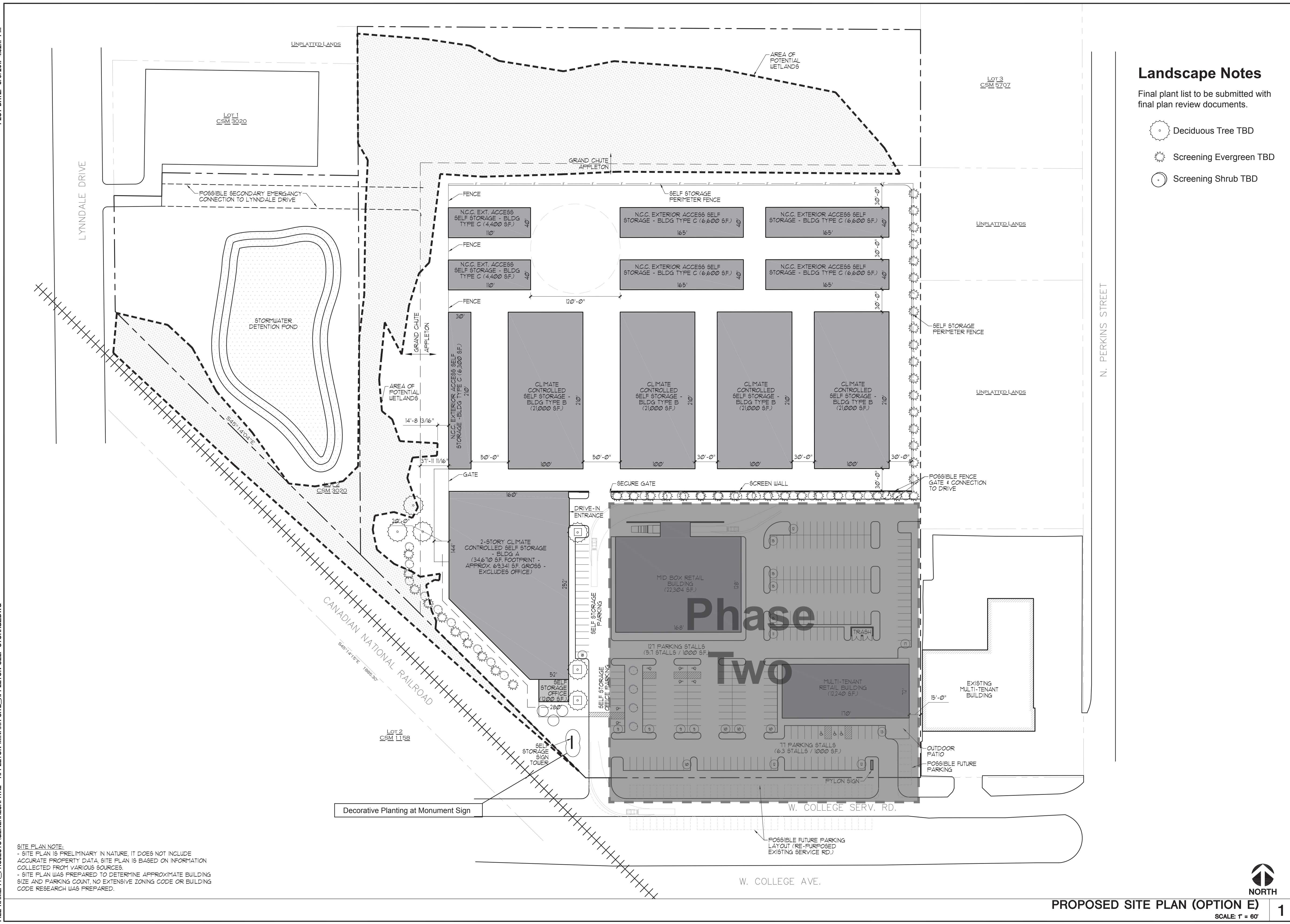
Robert E. Lee & Associates, Inc.
 Engineering, Surveying and Environmental Services
 1250 Centennial Centre Boulevard, Hobart, WI 54165
 Phone: (920) 862-9641 FAX: (920) 862-9141
 www.releinc.com

R:\5700\5712\5712001\gsd\Conceptual Site Layout\Maps\Conceptual Site Layout 22X34_UPDATED4.mxd

Preliminary Landscape Concept

PLOT DATE: 5/9/2017 4:02:17 PM

FILE NAME: P:\PROJECTS\GENERALCAPITAL - APPLETON MINI-YR-SITE_APPLETON SELF STORAGE.DWG



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Landscape Notes

Final plant list to be submitted with final plan review documents.

- Deciduous Tree TBD
- Screening Evergreen TBD
- Screening Shrub TBD

DO NOT SCALE THESE DRAWINGS

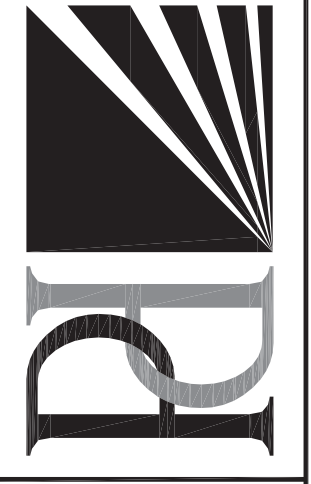
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 2400 W. College Ave.
 Appleton, WI

PERSPECTIVE DESIGN, INC.
 11525 W. North Avenue
 Wauwatosa, WI 53226
 Tel (414) 302-1780 Fax (414) 302-1751



Drawing Title:
PROPOSED SITE PLAN

Date: 05/09/17

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Drawn: WHC

Job: 16-130

Sheet:

SP1.1F



PROPOSED SITE PLAN (OPTION E)
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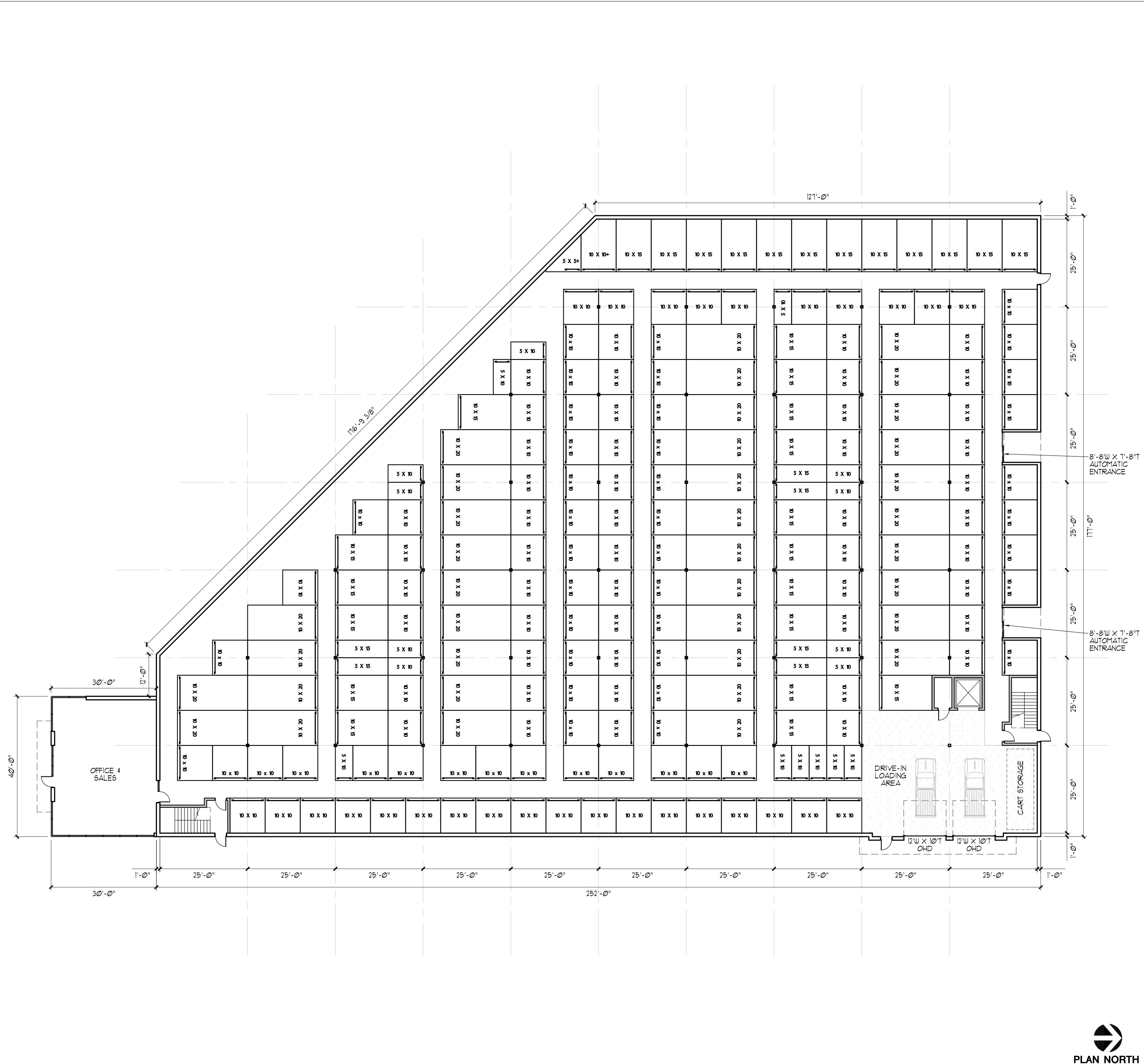
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NOT FOR CONSTRUCTION

- PRELIMINARY -
 FOR ESTIMATING AND REVIEW ONLY

FLOOR PLAN NOTE:
 - FLOOR PLAN IS PRELIMINARY IN NATURE. IT WAS PREPARED TO PORTRAY THE SCOPE OF WORK. NO EXTENSIVE BUILDING CODE RESEARCH WAS PREPARED.
 - THE BUILDING CODE AND THE AMERICAN WITH DISABILITIES ACT (ADA) REQUIRE THAT BUILDINGS AND ALTERATIONS BE DESIGNED AND CONSTRUCTED IN SUCH A MANNER THAT THE FACILITY IS READILY ACCESSIBLE TO AND USABLE BY INDIVIDUALS WITH DISABILITIES.

NOTES
 SCALE: N/A
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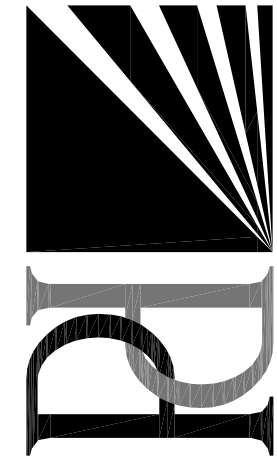
FLOOR PLAN
 SCALE: 1/16" = 1'-0"

1

FULL SIZE PRINT = 24" x 36" SHEET

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Drawing Title:
FLOOR PLAN (BLDG A)



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 2400 W. College Ave.
 Appleton, WI

REV. #	REV. DATE	DESCRIPTION	REV. BY:

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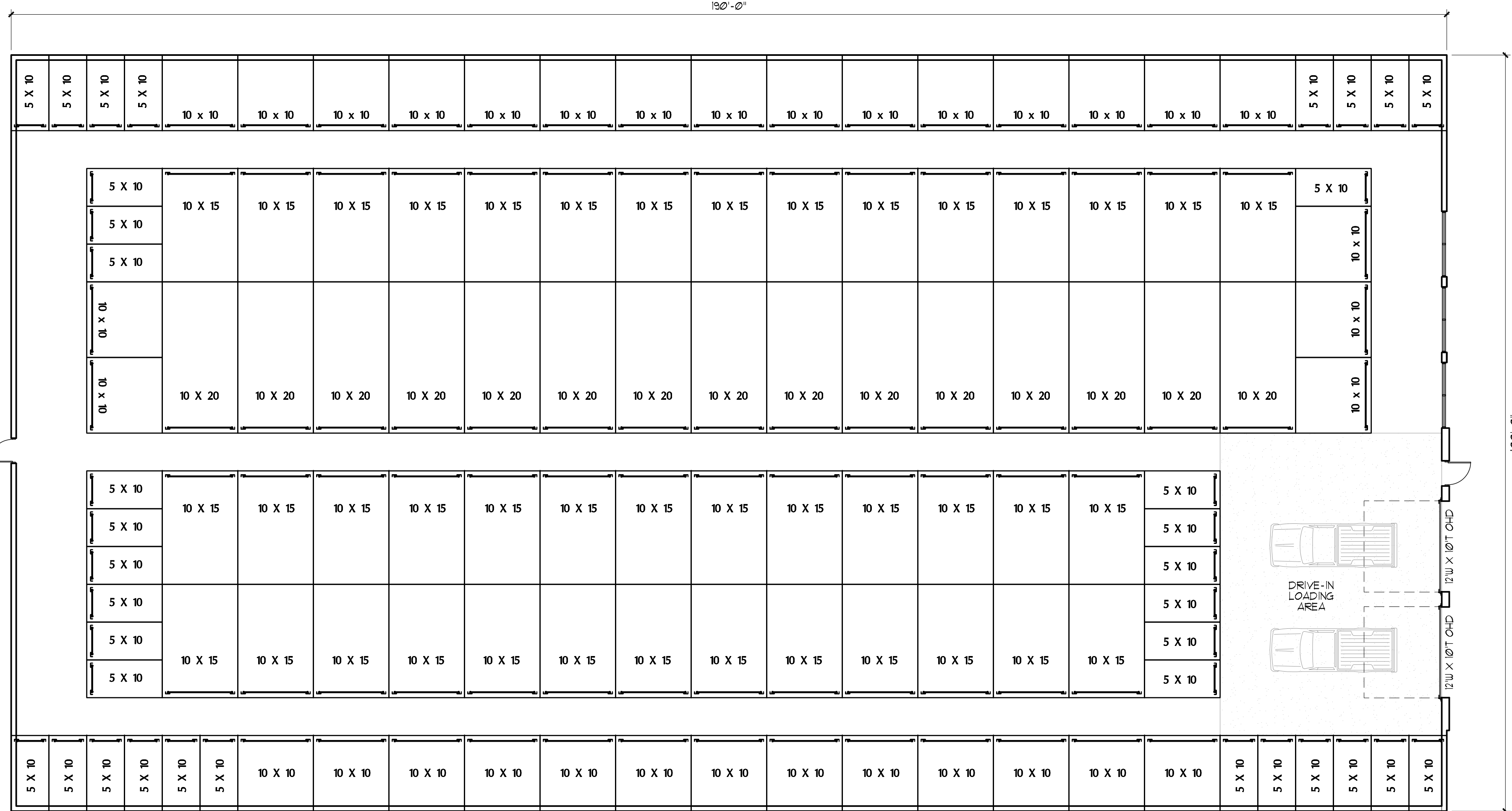
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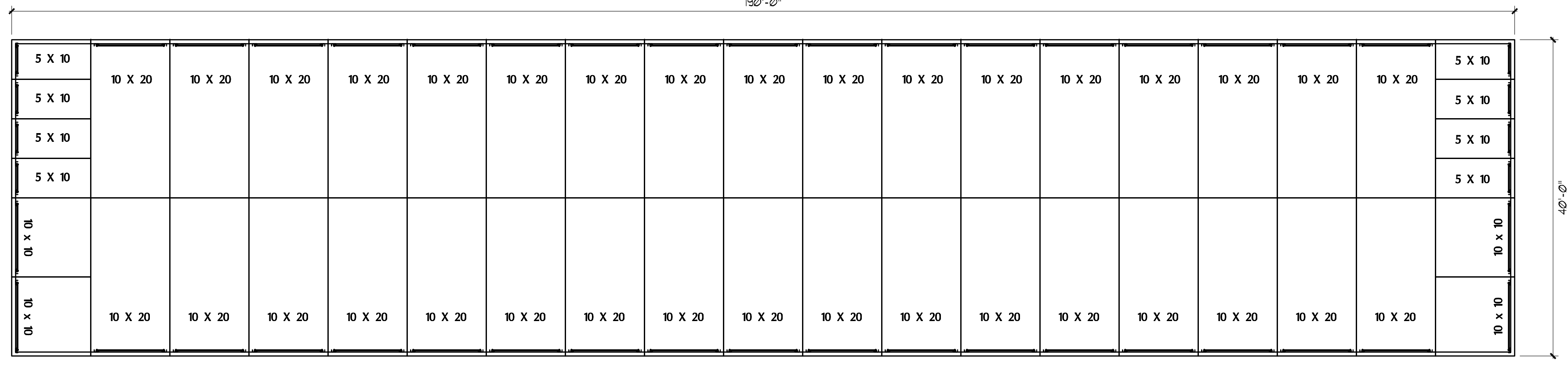
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FLOOR PLAN (BLDG TYPE B)
 SCALE: 3/32" = 1'-0" **1**



FLOOR PLAN (BLDG TYPE C)
 SCALE: 3/32" = 1'-0" **2**

FULL SIZE PRINT = 24" x 36" SHEET

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Drawing Title:
 FLOOR PLAN
 (BLDG TYPES
 B & C)

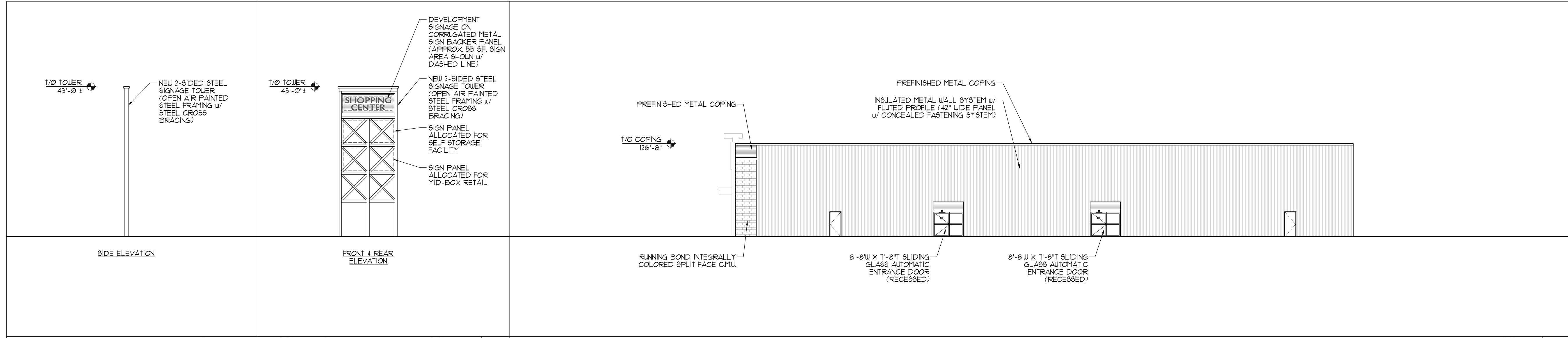
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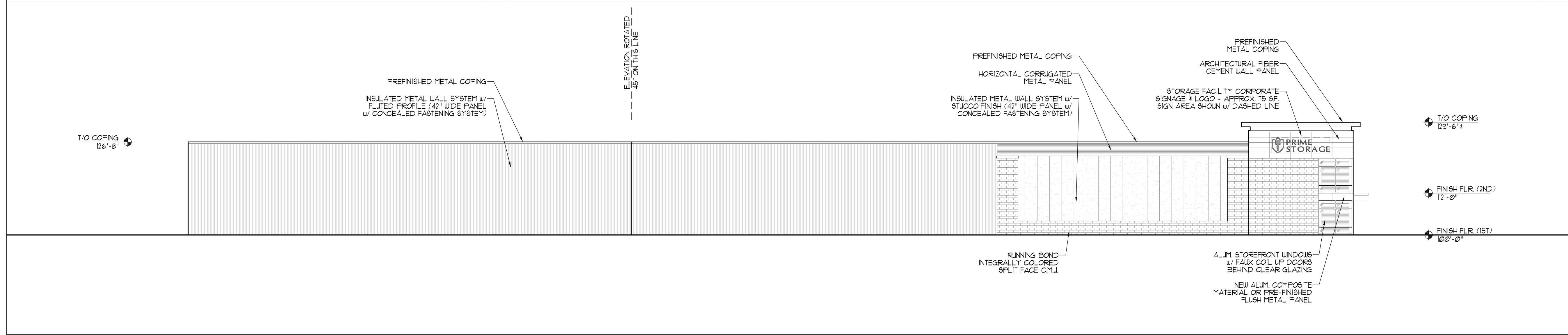


DEVELOPMENT SIGN TOWER ELEVATIONS
SCALE: 1/16" = 1'-0"

5

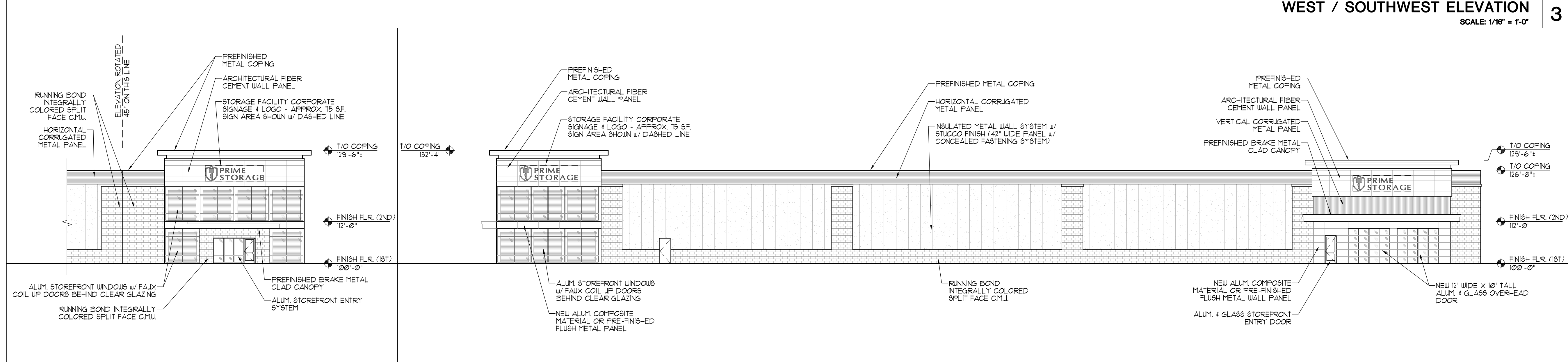
NORTH ELEVATION
SCALE: 1/16" = 1'-0"

4



WEST / SOUTHWEST ELEVATION
SCALE: 1/16" = 1'-0"

3



SOUTH ELEVATION
SCALE: 1/16" = 1'-0"

2

EAST ELEVATION
SCALE: 1/16" = 1'-0"

1

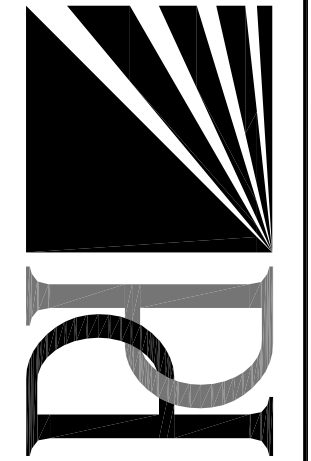
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2400 W. College Ave.
Appleton, WI

PERSPECTIVE DESIGN, INC.
11525 W. North Avenue
Wauwatosa, WI 53226
Tel (414) 302-1750 Fax (414) 302-1751



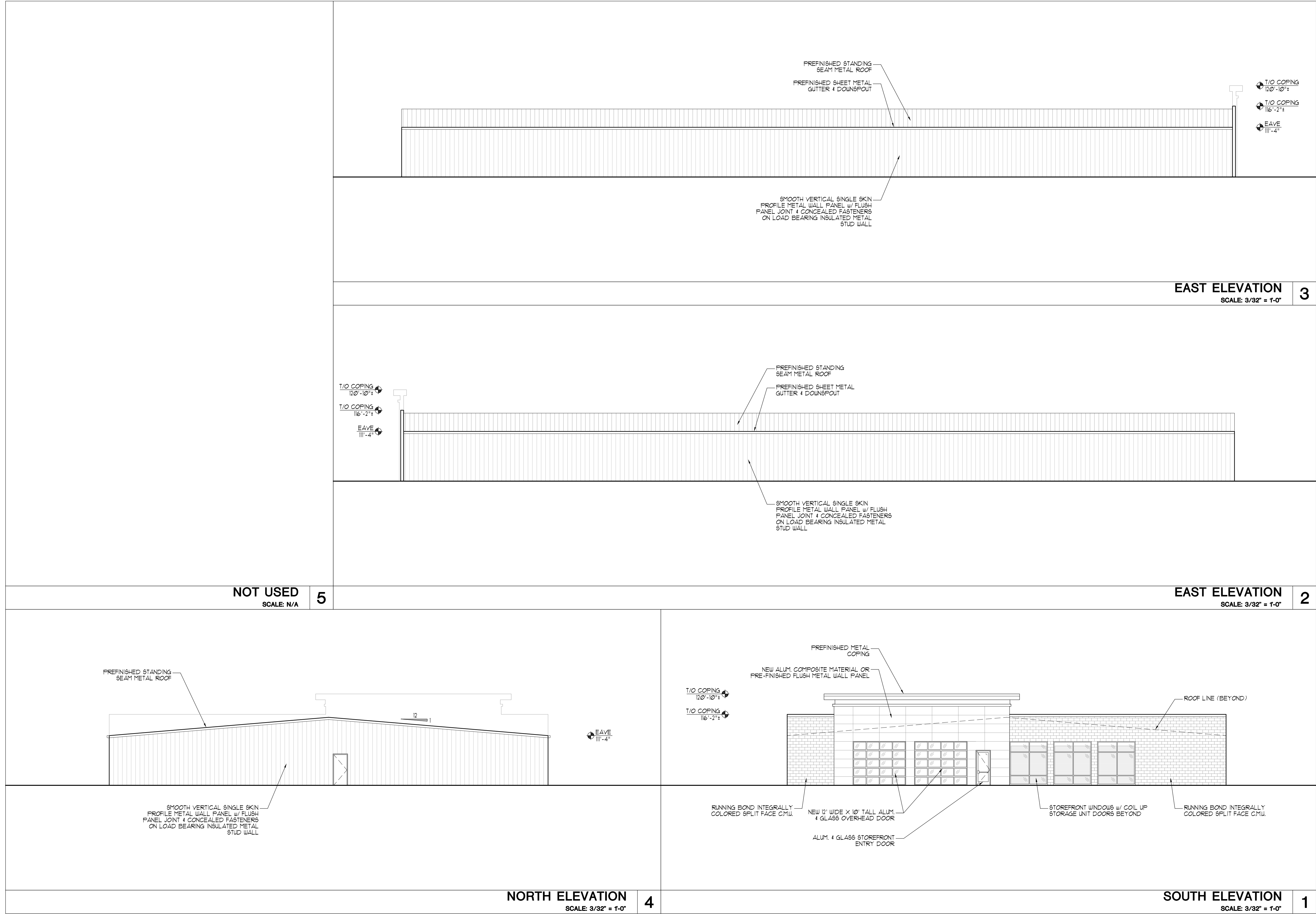
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ELEVATIONS (BLDG A)

Date: 01.25.16
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NOT FOR CONSTRUCTION

- PRELIMINARY -
FOR ESTIMATING AND REVIEW ONLY



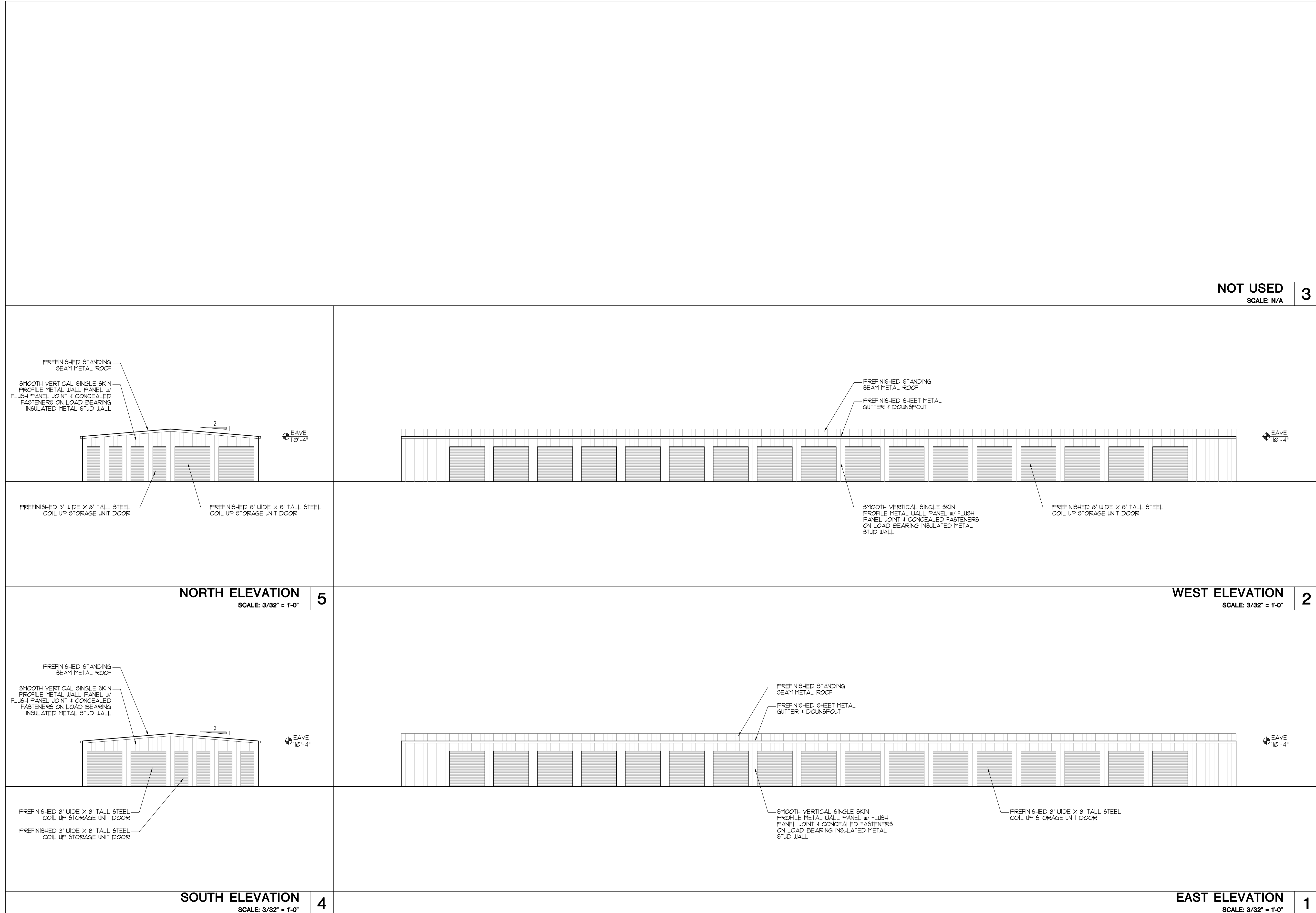
FULL SIZE PRINT = 24" x 36" SHEET

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PERSPECTIVE DESIGN, INC. 11525 W. North Avenue Wauwatosa, WI 53226 Tel: (414) 302-1780 Fax: (414) 302-1781		College Ave Self-Storage & Outlot Redevelopment 2400 W. College Ave. Appleton, WI
Drawing Title: ELEVATIONS (BLDG TYPE B)	Date: 0125.16	REV. # REV. DATE DESCRIPTION REV. BY:
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- PRELIMINARY -
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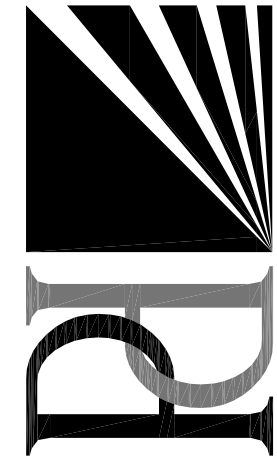
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NOT USED
SCALE: N/A

3

Date: 0125.16
Scale: NOTED
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PERSPECTIVE DESIGN, INC.
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College Ave Self-Storage & Outlot Redevelopment
2400 W. College Ave.
Appleton, WI

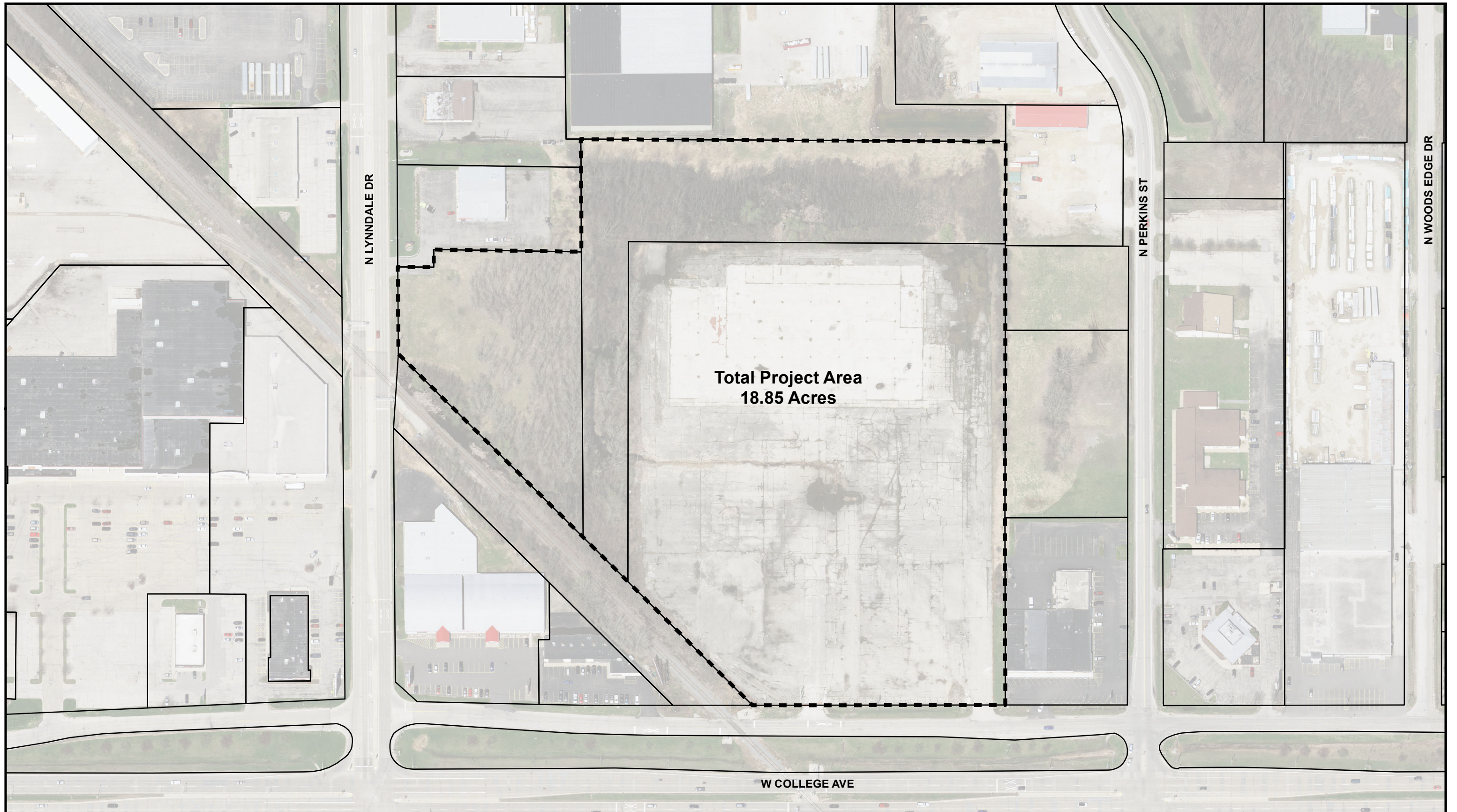
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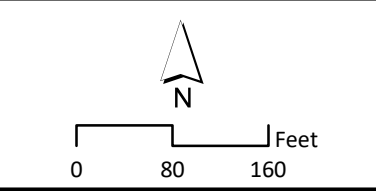




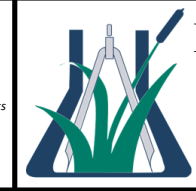
**Total Project Area
18.85 Acres**

DATE: 3/23/2018
 JOB: 15712003
 DRAWN: PFO

Legend
 Total Project Area (18.85 Acres)
 Parcels



Source: Robert E. Lee & Associates, Inc.
 ESRI, Outagamie County
Disclaimer: Robert E. Lee & Associates, Inc. makes every effort to ensure this map is free of errors but does not warrant the map or its features are either spatially or temporally accurate or fit for a particular use. Robert E. Lee & Associates, Inc., provides this map without any warranty of any kind whatsoever, either expressed or implied.



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 Engineering, Surveying and Environmental Services
 1250 Centennial Centre Boulevard, Hobart, WI 54155
 Phone: (920) 662-9641 FAX: (920) 662-9141
 www.releeinc.com

Project Area - Exhibit 2
 College Ave Self-Storage & Outlot Redevelopment
 2400 W. College Ave
 City of Appleton, Outagamie County, WI

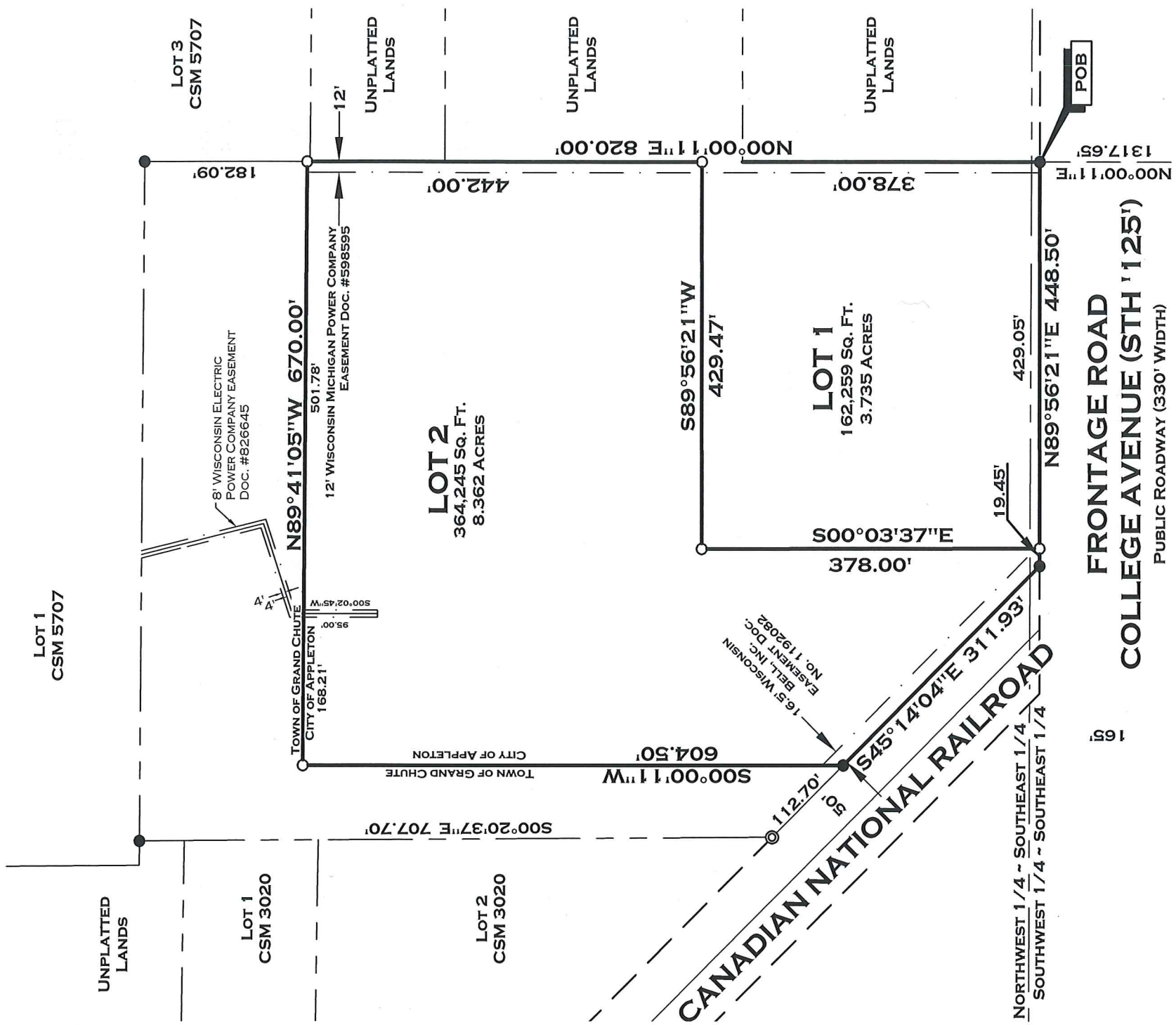
CERTIFIED SURVEY MAP

RECEIVED

PART OF THE SOUTHWEST 1/4 OF THE SOUTHEAST 1/4 AND PART OF THE NORTHWEST 1/4 OF THE SOUTHEAST 1/4 OF SECTION 28, TOWNSHIP 21 NORTH, RANGE 17 EAST, CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN.

MAR 27 2018

CITY OF APPLETON
COMMUNITY/ECON DEVELOPMENT



SCALE: 1" = 150'



BEARINGS ARE REFERENCED TO THE SOUTH LINE OF THE SOUTHEAST 1/4 OF SECTION 28 WHICH BEARS N89°57'29"E.

LEGEND

- EXISTING 5/8" IRON ROD
- EXISTING 1" IRON PIPE
- SET 1" X 18" IRON PIPE WITH CAP WEIGHING 1.38 LBS./LIN. FT.
- RECORDED COUNTY MONUMENT

SOUTH 1/4 CORNER SECTION 28 SURVEY MARKER NAIL

SOUTHWEST CORNER SECTION 28 MAG NAIL

ROBERT E. LEE & ASSOCIATES, INC.
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 INTERNET: WWW.RELEEINC.COM
 FAX: (920) 662-9141

PLAN OF OPERATION AND LOCATIONAL INFORMATION

Business Information:

Name of business: Prime Storage Group

Years in operation: 9+

Type of proposed establishment (detailed explanation of business):

Mixed commercial development with retail-oriented
business on front 3.8 acres and climate controlled
personal/business storage facility on rear



Proposed Hours of Operation: Gates secure 24/7, Tenants have card access to gates 24 hours

Day	From	To
Week Day	office 8:00 AM	6:00 PM
Friday	office 8:00 AM	6:00 PM
Saturday	office 8:00 AM	6:00 PM
Sunday	office 8:00 AM	6:00 PM

Building Capacity and Area:

Maximum number of persons permitted to occupy the building or tenant space as determined by the International Building Code (IBC) or the International Fire Code (IFC), whichever is more restrictive: 642 persons

Gross floor area of the existing building(s):

0

Gross floor area of the proposed building(s):

194,841 SF

Identify location, number, capacity and flammable liquid materials stored in storage tanks or containers:

Flammable liquid materials are prohibited.

Describe any potential smoke, odors emanating from the proposed use and plans to control them:

None

Describe Any Potential Noise Emanating From the Proposed Use:

Describe the noise levels anticipated from all mechanical equipment:

Minimal HVAC unit noise. No impact on neighboring properties.

How will the noise be controlled?

N/A

Outdoor Lighting:

Type: LED pole mounted heads and LED wall-packs. Full cut-off fixtures

Location: Per proposed plan. Final photometric plan to be submitted at final site plan review.

Off-Street Parking:

Number of spaces existing: 0

Number of spaces proposed: 10 for office + adequate parking in front of storage units for loading/unloading.

Is street access to the subject property adequate or are any street improvements, such as a new turning lane, necessary to minimize impacts on traffic flow?

Existing street access is adequate for proposed use.

Outdoor Uses:

Type, location, size of outdoor storage area(s) of business property, goods, or merchandise not intended for customer viewing or immediate sale:

None

Type and height of screening of plantings/fencing/gating for outdoor storage area(s):

N/A

Type, location, size of outdoor display area(s) of merchandise for sale:

None

Number of Employees:

Number of existing employees: 0

Number of proposed employees: 3

Number of employees scheduled to work on the largest shift: 3

Prime Storage Facility
Special Use Permit

Findings of Fact

NARRATIVE FROM APPLICANT ONLY
ON THIS ENTIRE PAGE

1. **Zoning.** The proposed use conforms to the underlying zone district purpose and development standards and is in harmony with the general purpose and intent of the Appleton Zoning Ordinance.

The parcel is zoned C-2, General Commercial District. The proposed "personal storage facility" requires a Special Use Permit. The proposed development will comply with the bulk requirements of the underlying zoning district including minimum lot area, lot coverage, setbacks and height requirements. The final site design will comply with the City's detailed landscaping requirements.

The proposed use requires one parking space per 5 storage units. Based on this requirement, the proposed facility would require approximately 164 parking spaces. The intent of the design is to accommodate the required parking spaces in a combination of traditional perpendicular parking (e.g. 18 spaces in front of the 2-story building) as well as parallel parking along the perimeter of each storage building. Customers typically parking proximate to their storage unit, either in front of the unit door, or near an access door leading to an interior hallway. Based on the available frontages along building perimeters, the site accommodates approximately 220 parking spaces. These spaces will be striped and shown on the final site plan.

2. **Plans.** The proposed use conforms to the 2010-2030 Comprehensive Plan, any applicable urban design or other plan officially adopted by Common Council.

The proposed facility is consistent with the land use and economic development objectives of the 2016 Comprehensive Plan. The property is located on the far west end of the portion of College Avenue that is within the City of Appleton boundaries. The entire west end of College Avenue is planned for "Commercial" reflecting the predominant land use of the area.

The proposed plan for the property includes a mixed commercial development with approximately 3.8 acres of retail/commercial space fronting College Avenue and climate controlled business/personal storage on the remaining property. The personal storage most visible from College Avenue will be retail in character, with a front office/retail operation fronting College Avenue within a two-story fully enclosed climate controlled building with no exterior doors visible from the street. It is important to note that unlike a typical "mini storage" facility catering to personal storage only, the proposed facility will serve local businesses with "back of house" document and dry warehouse storage as well. This is a trend in the climate controlled storage market. Businesses seek out less expensive climate controlled storage that is close to their retail space, but not part of it (e.g. eliminating the use of high rent retail space for

*NARRATIVE FROM APPLICANT ONLY
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storing paper products, etc.). Thus, the proposed facility will play an important "service commercial" role in the College Avenue commercial corridor.

Further, an analysis of West College Avenue in Chapter 9: Economic Development (page 143), specifically identifies the "large number of vacancies" along the corridor and a "weak demand for commercial space," making it advisable to consider alternative uses along parts of the corridor that would enhance the corridor and entrance into the city. While the plan suggests high density residential and office as potential alternative uses, the nature of this particular site is not conducive to residential development given the industrial character of the surrounding land uses. There is also no market demand for speculative office space. Thus, a commercially-oriented storage facility is an appropriate "market logical" alternative use for this deep and poorly visible site.

Finally, the proposed facility is consistent with the **TIF #10 Project Plan**. The site is specifically identified as "Development Area #3," characterized as a blighted, vacant parcel that has "negatively impacted other properties, is not aesthetically pleasing and needs to be redeveloped to enhance the overall area and provide a positive impression for those traveling this corridor." The proposed project is consistent with the Project Plan's recommendations for development in the corridor, specifically:

1. **Support brownfield remediation to the highest possible clean up standard.** The proposal will include necessary remediation to bring the site to a commercial environmental clean-up standard.
2. **Improve public access to the redevelopment sites.** The proposed master plan for the parcel reflects the City's desire to eliminate the College Avenue frontage road over time. In addition, the proposal seeks to include cross parcel access with the neighboring property located at 2310 W. College Avenue.
3. **Eliminate and/or reduce the substandard conditions and underutilization factors that have inhibited investments in these properties.** The proposed storage use will stabilize the property and provide framework improvements (e.g. bringing the proposed retail portion of the property to a commercially "presentable" state with paved access, grading and basic landscaping). The intent is to leverage the investment in the proposed storage use to facilitate the desired retail frontage on the property. The developer has had numerous discussions with the City regarding the development alternatives for the front 3.8 acres of the property.
4. **Stimulate rehabilitation and redevelopment of the Development Areas through private investment.** The proposed storage use will add significant increment to the TID through the significant investment of private funds.
5. **Expand opportunities for new commercial development which will support and encourage major development activities.** The proposed storage use supports the larger College Avenue

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ON THIS ENTIRE PAGE

commercial corridor by providing climate controlled "back room" document and dry good storage. A significant target audience for the facility is local businesses needing climate controlled storage space.

A final note as it relates to the TID plan, the proposed development will not jeopardize the target retail use percentage per Section 66.1105(5)(b), currently projected at 57% (the reporting guideline minimum is 35%).

In conclusion, the proposed use conforms to the 2010-2030 Comprehensive Plan and supports the objectives of the TIF #10 Project Plan.

3. **Traffic.** Adequate measures have been or will be taken to provide ingress and egress so designed as to minimize traffic congestion in public streets.

The proposed master development plan includes two means of access to the site: primary access provided via a consolidated access point to the College Avenue frontage road and secondary access via an access easement north of the 2310 W. College Avenue property. It should be noted that this easement has not been secured as of the date of this submittal. The proposed use will not have an appreciable traffic impact on the surrounding street network.

4. **Landscaping and Screening.** Appropriate landscaping and screening has been or will be provided to protect adjacent uses or properties from light, noise and other visual impacts that are associated with the proposed use as established in Section 23-172(g). Perimeter parking lot and loading landscaping and Section 23-601, Landscaping and Screening Standards.

Appropriate landscaping and visual buffering will be provided to adequately protect adjacent uses from the proposed storage use. A heavy landscape buffer and opaque wall will screen the proposed use from College Avenue. Final plans will conform the City's landscaping and screening standards.

5. **Neighborhood Compatibility.** The proposed use is compatible with the predominant or prevailing land use of the neighborhood surrounding the proposed development.

The surrounding neighborhood consists of a mix of small-scale, mixed commercial buildings of relatively poor visual character. The east and west sides of the property are vacant and/or wetlands. The neighborhood to the north (along W. Packard St.) is industrial in nature.

The site has been vacant for years and has been identified in the City's plans as "blighted." The proposed storage facility and future commercial uses will significantly improve the visual character of the property and provide a positive economic impact on surrounding property values. A new, high quality, well landscaped climate controlled storage facility and associated retail/office use will provide a catalyst for future commercial development on the 3.8 acre outlot and a positive stimulus to the College Avenue commercial corridor.

NARRATIVE FROM APPLICANT ONLY
ON THIS ENTIRE PAGE

6. **Services.** Adequate facilities, access roads, drainage and/or necessary services have been or will be provided.

The proposed master plan includes plans for adequate facilities, service roads and storm water management. The developer has secured a contract to buy the neighboring property on Lynndale Avenue (Tax Key: 101115901) to accommodate storm water for the proposed master development. It is the intention of the developer to construct adequate storm water facilities for the entire development during the first phase (construction of storage facility). The off site storm water concept was suggested by City officials to minimize the amount of commercial property used for this purpose. This allows the developer to maximize utilization of the City of Appleton property for commercial purposes. Full storm water calculations and grading plans will be submitted at the time of site plan review.