



## REPORT TO CITY PLAN COMMISSION

**Plan Commission Public Hearing Meeting Date:** September 14, 2022

**Common Council Public Hearing Meeting Date:** October 19, 2022 (Class 1 Public Hearing Notice on Comprehensive Plan Text Amendment)

**Item:** City of Appleton *Comprehensive Plan 2010-2030* Text Amendment #3-22 Chapter 14: Downtown Plan, Section 4: Downtown Development Concept, Opportunity Site #7 Soldier's Square/YMCA Parking Ramp, Pages 314, 318 and 319

**Case Managers:** Karen Harkness, Director and Don Harp, Principal Planner

### GENERAL INFORMATION

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**Petitioner's Request:** City staff is initiating a text amendment to the Comprehensive Plan 2010-2030.

### BACKGROUND

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On March 15, 2017, the Common Council approved/adopted the 5-year update to the *Comprehensive Plan 2010-2030* and Future Land Use Map. This plan 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. Periodically, development proposals or changing circumstances within the City may trigger an amendment to the *Comprehensive Plan 2010-2030*.

On June 1, 2022, the Council discussed and rejected Resolution #6-R-22 "Revitalization of Soldier's Square". However, the discussion indicated that Council supports this project as a philanthropic public-private collaboration and would like to see a fundraising component.

### STAFF ANALYSIS

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**Amendment Procedure:** The Plan Commission will conduct a public hearing on the proposed amendment. The public hearing before Plan Commission will be noticed as a Class II notice. The Plan Commission will act on the proposed amendment by resolution and forward the recommendation to the Common Council. Common Council will conduct a public hearing in accordance with Wisconsin State Statutes (currently as a Class I notice requiring 30 days notice) and will then, by majority vote, accept or deny the amendment.

**Proposed Text Amendment:** In response to public input and Council action taken on Resolution #6-R-22 "Revitalization of Soldier's Square", staff proposes the following text amendments to Chapter 14: Downtown Plan, Section 4: Downtown Development Concept, Opportunity Site #7 Soldier's Square/YMCA Parking Ramp, Pages 314, 318 and 319.

**Proposed new text language in Red Font:**

Chapter 14: Downtown Plan, Section 4: Downtown Development Concept, Opportunity Site #7. Soldiers Square on Page 314

7. Soldiers Square **See Comp Plan Amend #3-22 Pages 318-319**

**Proposed text language to be deleted in ~~strikeout~~ and new proposed text language in underlined:**

Chapter 14: Downtown Plan, Section 4: Downtown Development Concept, Opportunity Site #7. Soldier's Square/YMCA Parking Ramp on Pages 318-319

**7. Soldier's Square/YMCA Parking Ramp, Page 318**

~~A mixed use concept would replace a portion of the YMCA parking ramp site with a public plaza, while preserving a portion of the site for a development which might include a mix of parking, office, and commercial uses. The concept illustrated in the perspective drawing below would allow for a combination of flexible outdoor pedestrian zones. Features of the proposed mixed use development could include:~~

- ~~• 4 story mixed use building could include a mix of residential, office, commercial, or parking uses~~
- ~~• Possible arcade with retail shops on ground floor~~
- ~~• Rooftop seating~~
- ~~• Green roof~~

**7. Soldier's Square/YMCA Parking Ramp, Page 319**

The right of way (ROW) known as Solider Square houses the historic civil war monument dedicated in 1911. This bronze and granite sculpture is currently undergoing much needed maintenance and restoration.

A philanthropic public-private partnership to restore the monument (public) and raise funds to undertake the expansion of a flexible outdoor pedestrian zone (private) that would include:

- An extended pedestrian area around the civil war monument, including benches, reflection area, informative plaques, etc.
- Maintain street parking to support a variety of businesses and public ingress/egress to area.
- Encourage sustainable elements.
- Environment support small group gatherings, place making and increase vibrancy.

The YMCA Parking Ramp is being replaced with a new parking ramp.



*Figure 42 Deleted per Comprehensive Plan Amendment #3-22. -Soldier's Square/YMCA Parking Lot Perspective*

**Technical Review Group (TRG) Report:** This item appeared on the August 23, 2022 Technical Review Group agenda. No negative comments were received from participating departments.

## **RECOMMENDATION**

Based upon the above analysis, staff recommends the proposed text amendments to Chapter 14: Downtown Plan, Section 4: Downtown Development Concept, Opportunity Site #7 Soldier's Square/YMCA Parking Ramp, Pages 314, 318 and 319 of the *City of Appleton Comprehensive Plan 2010-2030*, and the Resolution, **BE APPROVED**.

**RESOLUTION  
CITY OF APPLETON**

**ADOPTION OF THE RECOMMENDED TEXT 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 September 14, 2022, by the City Plan Commission, wherein the following Comprehensive Plan text amendments (Amendment #3-22) herein adopted were reviewed and commented upon by members of the public; and

**WHEREAS**, the City of Appleton Plan Commission has reviewed the recommended text amendments to the Comprehensive Plan Chapter 14: Downtown Plan, Section 4: Downtown Development Concept, Opportunity Site #7 Soldier's Square/YMCA Parking Ramp, Pages 314, 318 and 319 at a meeting held on September 14, 2022, and

**WHEREAS**, the City of Appleton Plan Commission reviewed the recommended text amendments to the Comprehensive Plan, 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 Amendment to change the text of Chapter 14: Downtown Plan, Section 4: Downtown Development Concept, Opportunity Site #7 Soldier's Square/YMCA Parking Ramp, Pages 314, 318 and 319.

**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 text 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 text 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 text 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 \_\_\_\_\_, 2022.

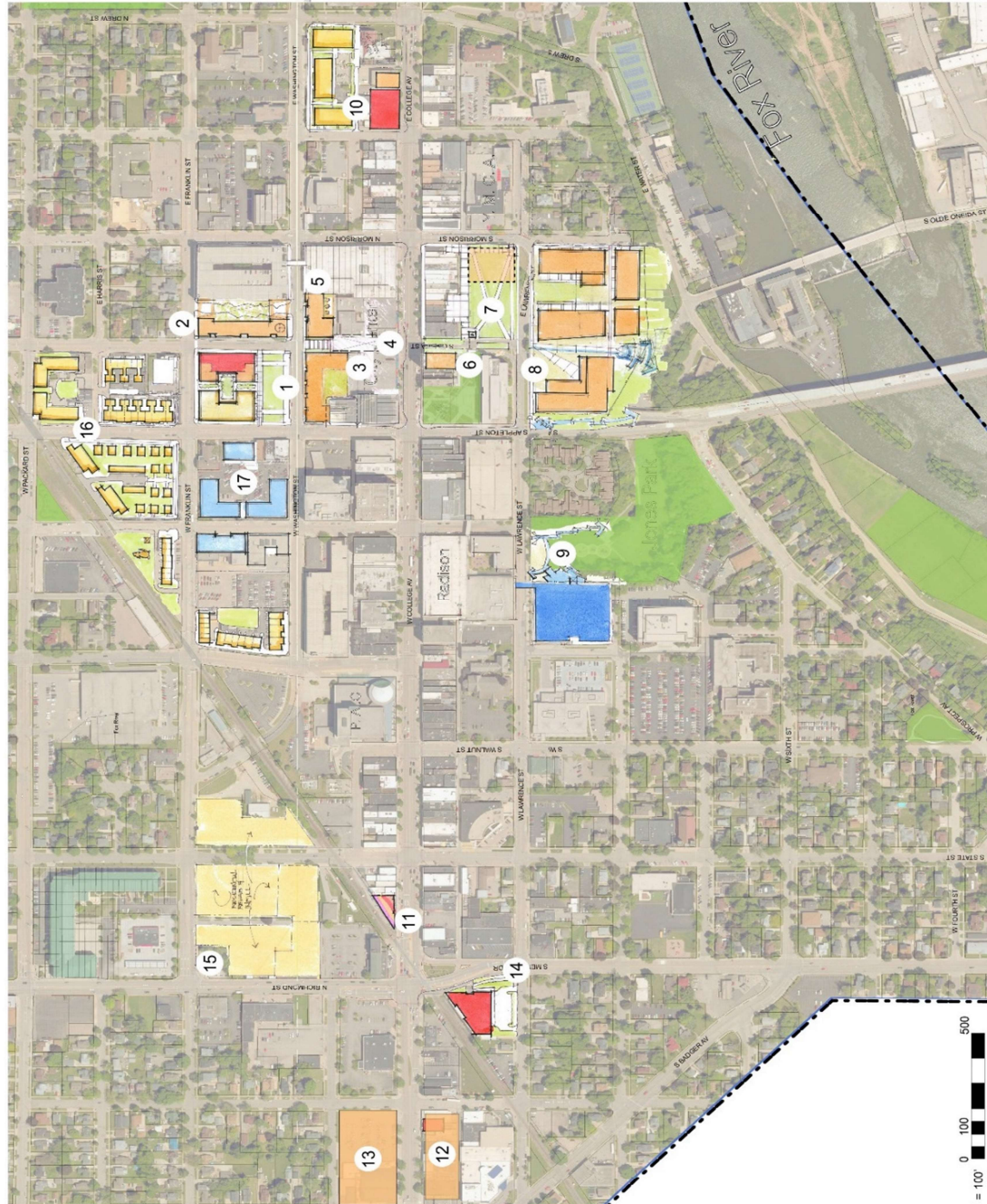
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Jacob A. Woodford, Mayor

ATTEST:

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Kami Lynch, City Clerk



- Commercial (Shops, Dining, Services)
- Mixed Use (Office, Commercial, Residential)
- Residential (Stacked Flats, Row Houses, Cottage Homes)
- Professional Office
- Public/Institutional
- Redevelopment of library site into mixed use
- New mixed use transit center w/ green roof
- Commercial, residential, parking, mixed use
- Renovate City Center market arcade
- Residential stacked flats w/ rooftop deck
- Residential conversion of upper floors in Zuelke Bldg.
- Soldiers Square **See Comp Plan Amend #3-22 Pages 318-319**
- Mixed use public, office, residential and parking
- Expo Center w/ elevator access to Jones Park
- Expanded Heid Music & adjacent mixed use residential
- Conversion to artist studios and gateway enhancement
- Building Rehabilitation
- Former Thompson Center Rehab
- Commercial Redevelopment
- Residential Rehab and Infill
- Mix of new Infill Housing Types
- Professional Office



## Downtown Study

## Appleton, Wisconsin

Appleton, Wisconsin

## Redevelopment Framework



Square (left), with City Center Plaza taking on a public market character through targeted renovations.



Figure 41 Perspective from site of current Appleton Public Library looking south toward back side of City Center Plaza

## 6. Zuelke Building

The historic Zuelke building, completed in 1931, provides commercial office and retail space. At 12 stories, it provides exceptional views of the surrounding City and landscape. Its location in the heart of downtown Appleton is desirable from a residential standpoint. This conceptual plan envisions converting the upper floors of the building into residential uses, however it is recognized that several developers have completed due diligence on renovating the building to residential and have discovered significant cost and construction challenges. Therefore, converting the building to residential may require some degree of public investment and the use of Historic Tax Credits in order to be financially viable.

## 7. Soldier's Square/YMCA Parking Ramp

A mixed-use concept would replace a portion of the YMCA parking ramp site with a public plaza, while preserving a portion of the site for a development which might include a mix of parking, office, and commercial uses. The concept illustrated in the perspective drawing below would allow for a combination of flexible outdoor pedestrian zones. Features of the proposed mixed use development could include:

- 4 story mixed use building could include a mix of residential, office, commercial, or parking uses
- Possible arcade with retail shops on ground floor
- Rooftop seating
- Green roof

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