

Introduction to A NEW Avenue

Joint Presentation by
Town of Grand Chute,
City of Appleton, and
Outagamie County

July 24, 2024



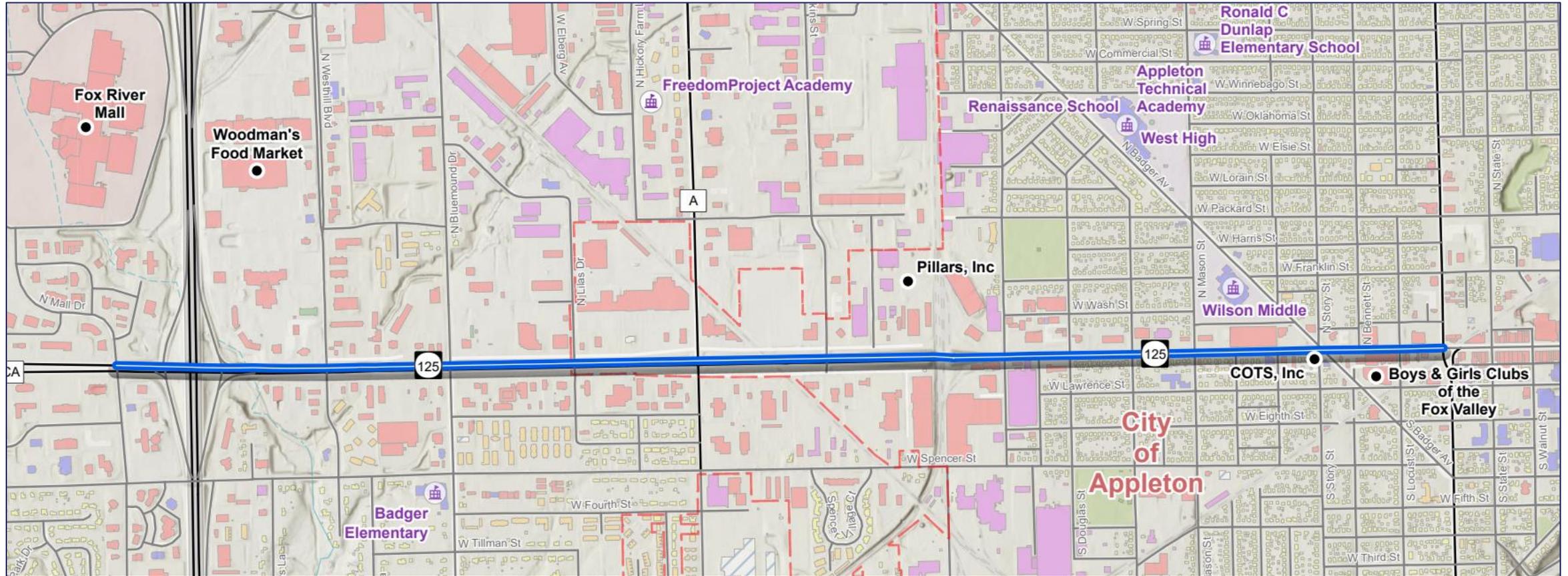
Project Kickoff: What's the Big Idea?

Establish a Vision for W College Avenue

- Received Grant from Smart Growth America (\$130,000)
- This grant is intended to reconnect communities impacted by divisive transportation infrastructure
- Funds will support development of a visionary plan for West College Avenue between Mall Drive and Richmond Street



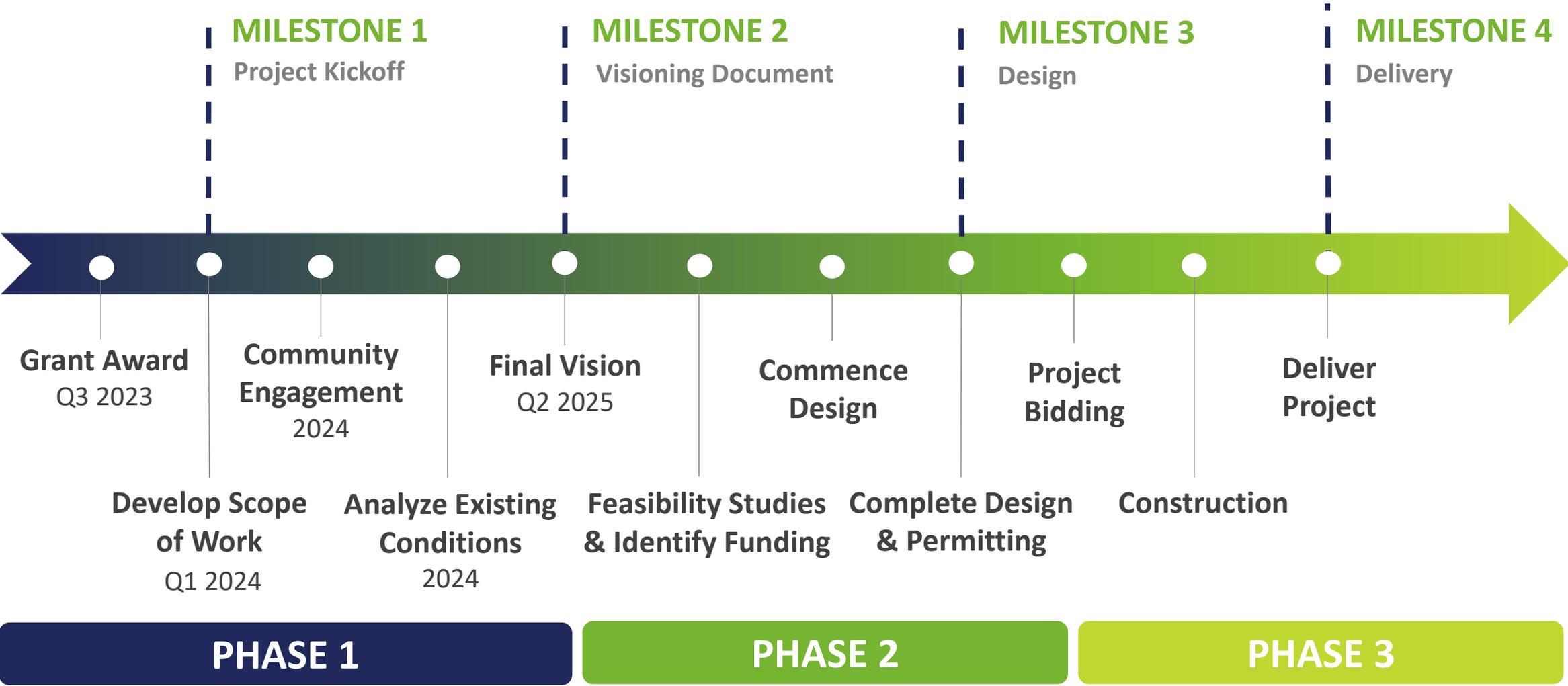
West College Avenue: Mall Dr to Richmond St



Project Coalition



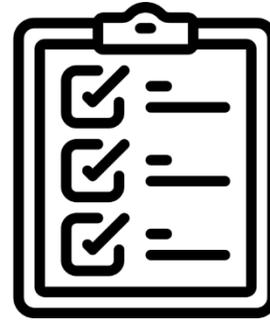
Project Scope and Schedule



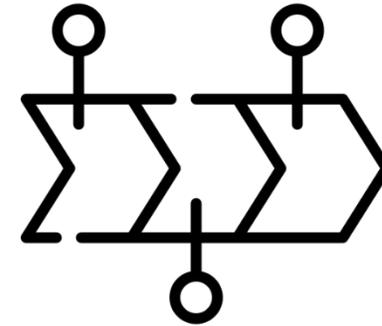
Phase 1 Outcomes



**Establish a Shared,
Community-Driven
Vision**



**Create Action-
Oriented
Recommendations**



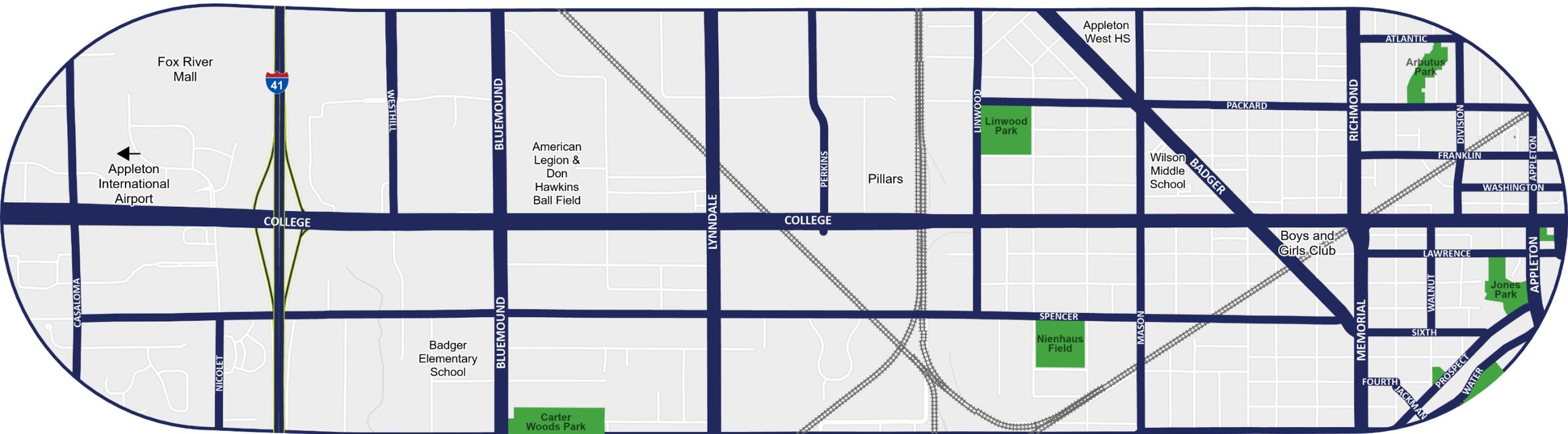
Queue up Phase 2

Why now? We're ready.

- Corridor was studied by WisDOT in 2002 and 2019
- ECWRPC's Long Range Transportation and Land Use Plan & Comprehensive Safety Action Plan support action
- Municipal complete streets policies provide direction
- Multiple local plans recommend action:
 - Comprehensive Plans (Outagamie, Grand Chute, Appleton)
 - Bicycle and Pedestrian Plans (ECWRPC, Outagamie, Grand Chute, Appleton)
 - Valley Transit's Transit Development Plan
 - Appleton Area School District Safe Routes to School Action Plan

Exploring the Project Area

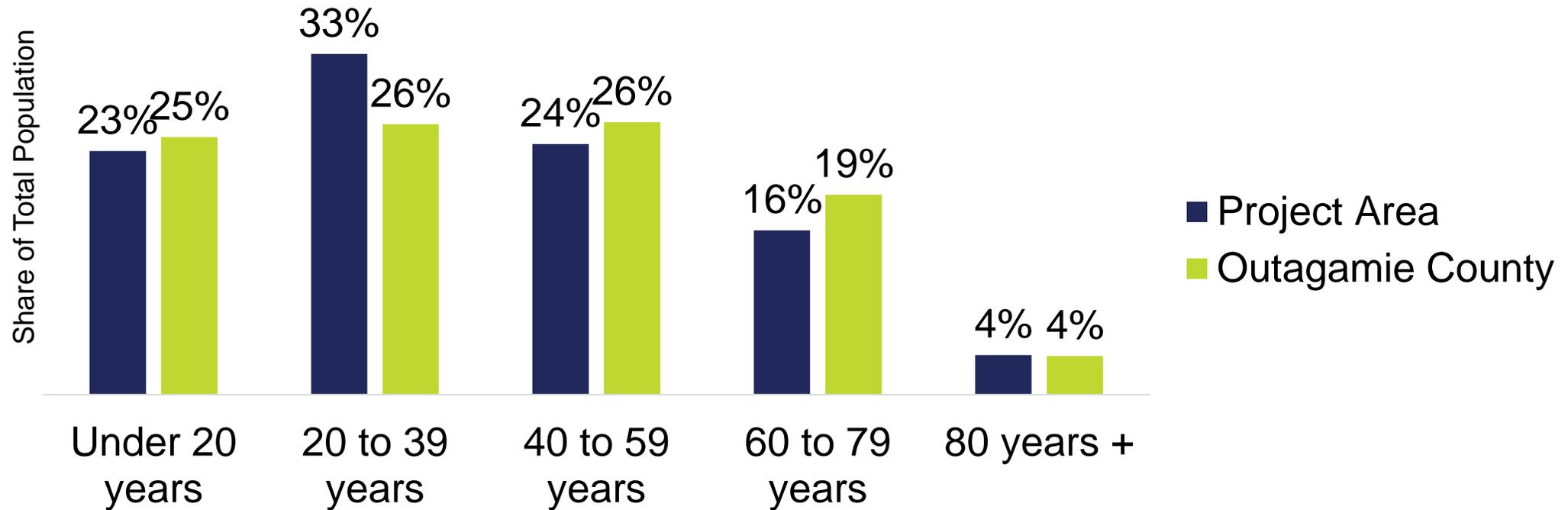
Broader Project Area



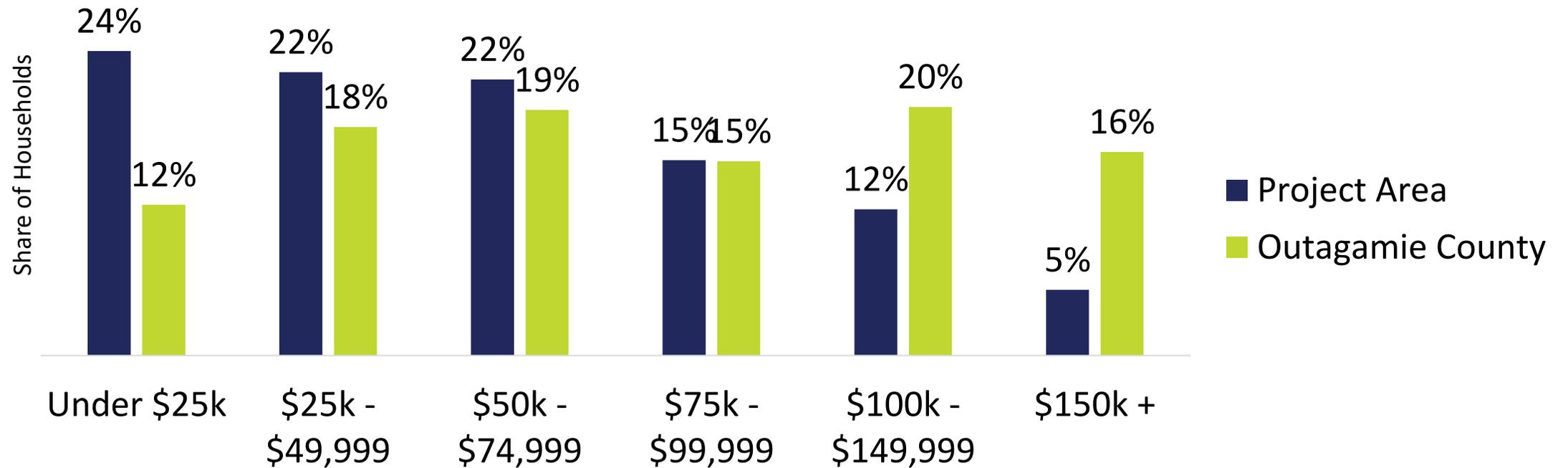
Nearly 10,000 people live here.

- As of 2023, **9,487** people lived in the project area.
- This is **5%** of Outagamie County's total population.
- With so many people living here, it's important we ensure the area receives an appropriate level of investment so the existing community can thrive.

People aged 20 to 39 make up 1/3 of the project area's total population.

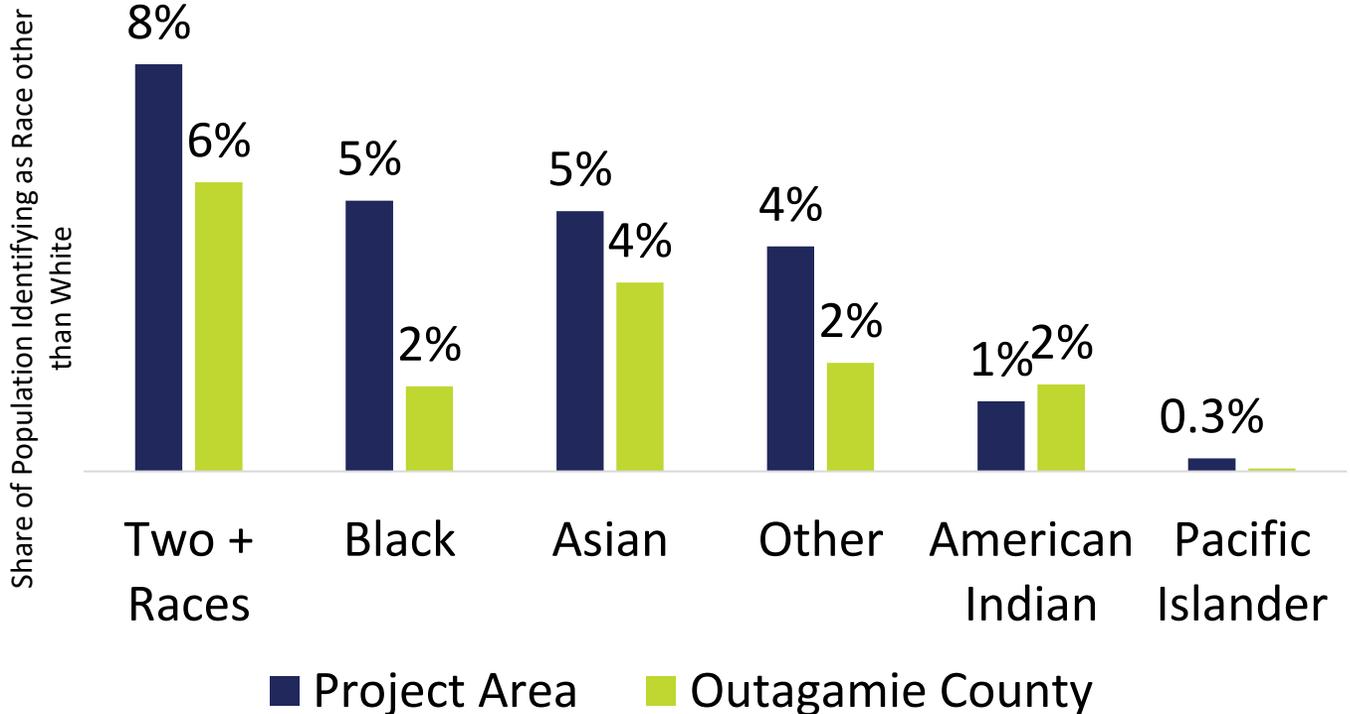


The project area contains a larger share of lower-income households than the county overall.



The project area is more racially diverse than the county overall.

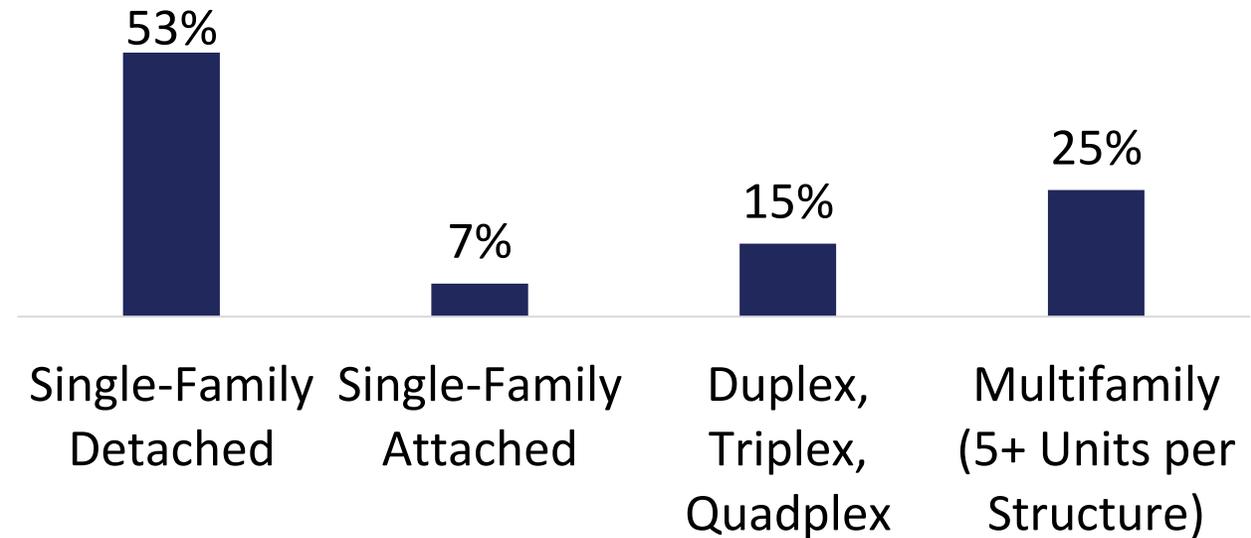
About **24%** of people living in the project area identify as a race other than White, compared to **15%** in Outagamie County overall.



Data Source: ESRI Business Analyst (2023).

The project area contains over 4,500 housing units.

- 54% owner-occupied
- 45% renter-occupied
- 7% vacancy rate



The project area contains 1,088 businesses.

Industries with greatest number of businesses in the project area:

Retail Trade

199

businesses

18%

**Accommodations
& Food Services**

114

businesses

10%

Other Services

102

businesses

9%

**Professional &
Technical Services**

101

businesses

9%

The project contains 23,350 jobs.

Top industries in terms of total employment:

**Professional &
Technical Services**

5,118

jobs

Retail Trade

3,657

jobs

**Accommodation &
Food Services**

2,355

jobs

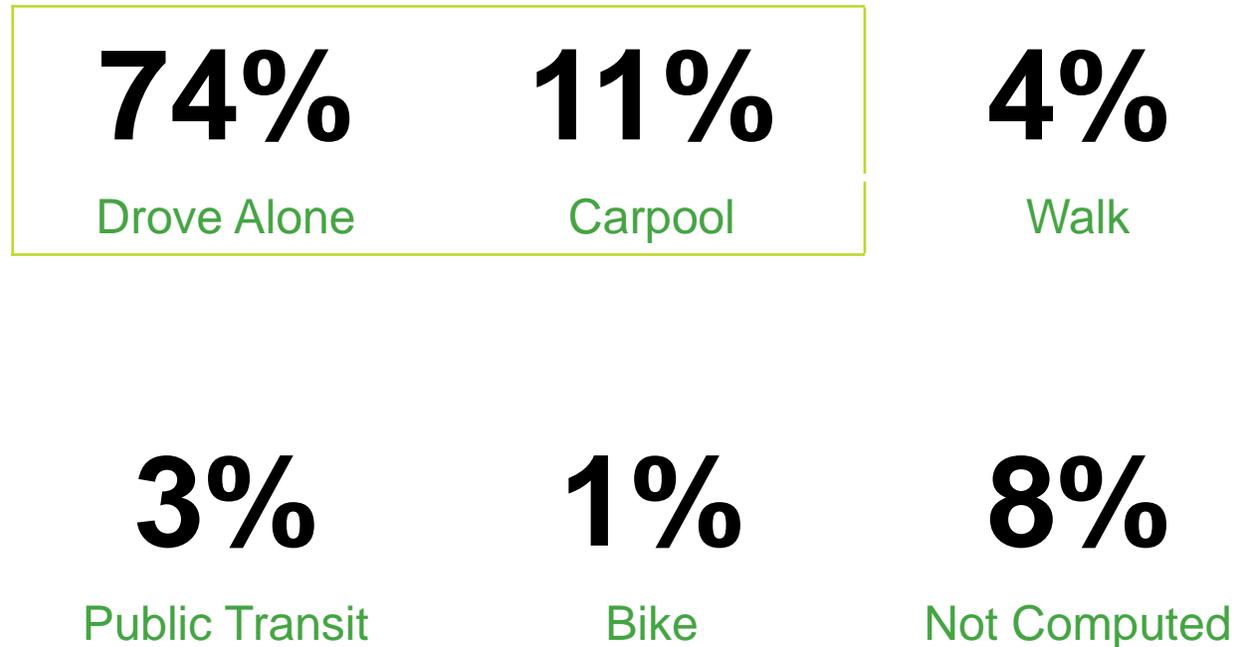
**Health Care &
Social Assistance**

2,322

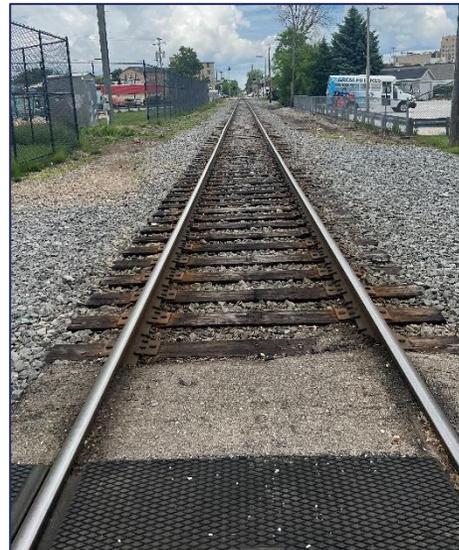
jobs

Most people drive to work.

- An estimated **85%** people living in the project area drive or carpool to work.
- Walking is the next most common mode of transportation to work.



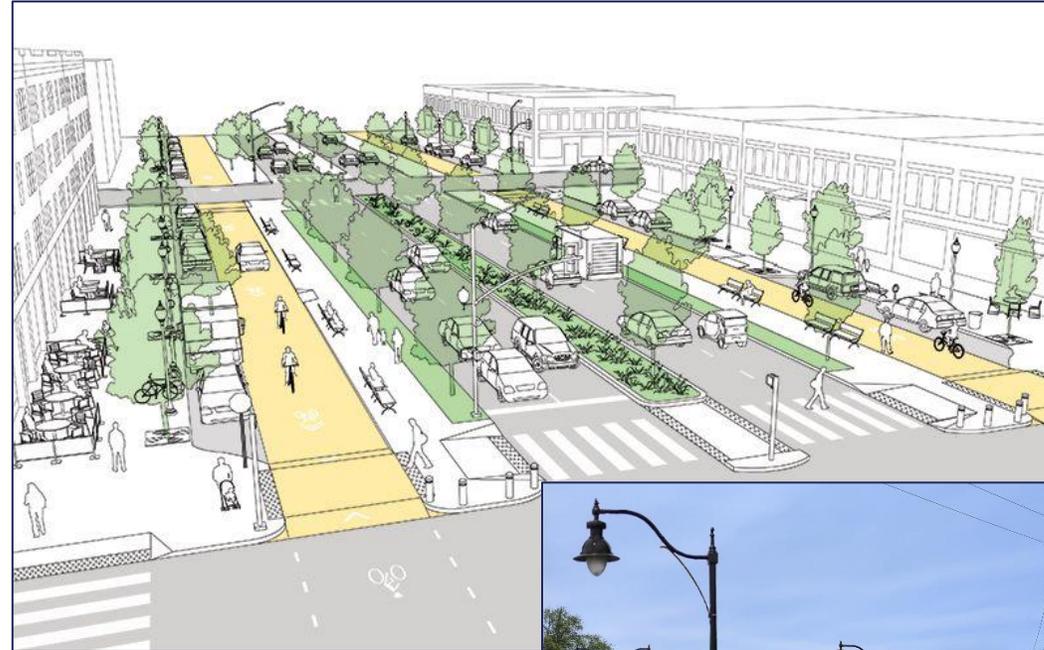
Transportation Characteristics



Anticipated Success Stories: What Lies Ahead

Transportation Redevelopment

- Improved lane configuration to alleviate traffic congestion
- Enhanced access to businesses and cross streets
- Improved safety for all roadway users
- Better bicycle and pedestrian pathways



Beautification & Streetscape Enhancements

- Improved identity with enhanced public spaces, attractive streetscapes, public art, and community amenities



Optimize Land Use and Development

- Integrate mixed-use developments to create versatile spaces
- Repurpose vacant or underutilized urban parcels
- Create vibrant hubs of activity to support existing businesses and attract new businesses and talent
- Develop communities around public transit hubs
- Enable redevelopment with flexible zoning regulations



Potential for Jurisdictional Transfer

- Potential jurisdictional transfer of STH 125 from WisDOT following reconstruction to empower local decision-making for community benefit.



Livability & Quality of Life Improvements

- Higher living standards
- More recreational spaces
- Healthier community lifestyle
- Safer urban environment for residents and visitors



Improved Gateway and Visitor Experience

- Welcoming entrances from the Airport, Appleton Downtown, and I-41
- Improve wayfinding for better access to local and regional destinations
- Create a positive first impression to entice visitors to stay longer – shop, eat, and recreate



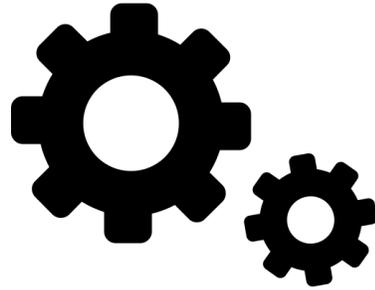
Decision-Makers' Role in Our Shared Success

Needs from Decision-Makers



POLITICAL SUPPORT

Embrace a medium- to long-term vision for sustained progress.



COLLABORATIVE GOVERNANCE

Foster inter-governmental partnerships to achieve shared outcomes.



FINANCIAL BACKING

Actively seek grants and allocate local funding to support our initiatives.



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