



"...meeting community needs...enhancing quality of life."

MEMORANDUM

TO: Municipal Services Committee

FROM: Kara Homan, AICP, Director of Community & Economic Development
Dani Block, PE, Director of Public Works
David Kress, Principal Planner

DATE: February 18, 2023

RE: **College Ave Lane Reconfiguration - Downtown Business
Engagement Workshop Summary**

On Monday, February 13, City staff partnered with Appleton Downtown, Inc. to host a business engagement/education workshop as part of the College Avenue Lane Reconfiguration project. Approximately 20 were in attendance (in person and virtual), consisting of city & ADI staff, elected officials, downtown businesses/stakeholders, and other interested parties.

The session was structured in three parts – 1) overview of the proposed project; 2) identification of concerns and opportunities; 3) prioritization exercise / wrap up discussion.

In general the highest priority feedback is summarized as follows:

- Concerns: What happens if it doesn't work/potential to pilot; reduction/diversion of traffic; placement/usage of bike lanes; desire for data.
- Opportunities: Ability to improve the quality of place/pedestrian & visitor experience; opportunity to market the place as an improved destination to stop at & enjoy.

Full summaries of the facilitated session are attached to this memo.

CONCERNS

- DATA ON OTHER EXAMPLES AND IMPACT ON NOISE ●●
- WHAT IF IT DOES NOT WORK? ●●●●
- POTENTIAL AS PILOT? ●●●●

CONCERNS

- = PLACEMENT OF BIKE LANES
 - MOTORCYCLES USING BIKE LANES
 - PRIORITIZE PEDESTRIANS WHEN OPTIMIZING TRAFFIC LIGHTS
- ▪ NEED DATA ON CRASHES/INJURIES
- ▪ REDUCTION IN TRAFFIC
- ▪ TRAIN CROSSING IMPACT
- ▪ ABILITY TO USE ON-STREET PARKING

CONCERNS

- IMPATIENT DRIVERS ●●
- CONCERN ABOUT COST ●●
- SHIFTING TRAFFIC INTO ADJACENT NEIGHBORHOODS ●●●
- PERCEPTION IN COMMUNITY ●●●

OPPORTUNITIES

- DRIVE TO, NOT DRIVE THROUGH
- DECREASE IN NOISE
- QUALITY OF EXPERIENCE FOR OUTDOOR DINING/EVENTS
- ABILITY TO MARKET THE CHANGE
- PREDICTABLE TIMING + FLOW
- IMPROVES PEDESTRIAN EXPERIENCE

OPPORTUNITIES

- SIMILAR INTERSECTIONS ELSEWHERE IN CITY
- MARKETING: HARDER TO FLY THROUGH, EASIER TO STOP