



CITY OF APPLETON

MEMORANDUM

Date: October 8, 2025
To: Plan Commission
From: Lindsey Smith, Principal Planner
Subject: Public Hearing and Adoption City's Comprehensive Plan Update – Plan Appleton

BACKGROUND

July 10, 2024, Plan Commission recommended approval of the contract with SmithGroup to update the Comprehensive Plan and develop three subarea plans. The contract was then awarded by Common Council.

GENERAL INFORMATION

Late August, the draft plan was presented to the Plan Commission, open house to the public, and online worksheet was published to gather additional feedback.

During the review process, we asked the public to provide feedback on the vision, goals, strategies, actions, key stakeholders, and prioritization of implementation of the plan. Based on the feedback, there were very minor changes that further clarified sections of the plan to further articulate the purpose of the applicable section. The prioritization of the implementation from the public was compared to the rankings of near, short, long, and ongoing timeframe in the action table.

The high priorities that the public identified aligned with the draft plan prioritization. The high priorities included:

Housing Strategies

Housing Choice
Housing Costs
Unhoused and At-Risk Housing
Housing Supply

Transportation Strategies

Roads
Transit
Rail

**Agricultural, Natural, and
Cultural Resources Strategies**
Parks

Land Use Strategies
Zoning
Flexibility

FUTURE ACTION

November 19th, 2025 - Public Hearing at Common Council for adoption of Plan Appleton.

RECOMMENDATION

Staff recommends the proposed City of Appleton Comprehensive Plan Update, Plan Appleton, **BE APPROVED**.