

# Executive Summary



## Purpose of the Plan

- Refine and articulate the vision from the Comprehensive Plan for this district.
- Identify the future opportunities and forces affecting the neighborhood.
- Analyze potential redevelopment options for properties.
- Support equitable and inclusive development and design.
- Leverage relationships between stakeholders to create future opportunities.
- Update the Downtown Market Analysis and prepare a housing strategy for the area.

## About the Study

This plan builds upon the vision and goals of the City's Comprehensive Plan. It provides an analysis of redevelopment alternatives that deliberately shape and stimulate the design of development for the neighborhood. Serving as a hub that connects neighborhoods and downtown, the College North Neighborhood is well poised to invigorate private and public investment.

Planning for the future has proven to result in dividends for Appleton, making the practice of planning even more important for the College North Neighborhood. To have a neighborhood by design, rather than by default, leverages the momentum of investments, including the renovation of the Appleton Public Library, street improvements for Appleton Street, and a series of proposed development projects that includes housing and mixed use development.

## Process

The City of Appleton launched the College North Neighborhood Plan in Fall 2021 and finished in Summer 2022. The focus of the initiative was to author a neighborhood plan that assembles all of the current initiatives - both private and public - and investigates future opportunities for long-term vibrancy and vitality. Over 100 people attended meetings and over 6,400 people visited the project website.

## Organization of the Plan

1. INTRODUCTION that orients the reader to the neighborhood, purpose of the plan and public engagement process.
2. PLANNING CONCEPTS show Development and Mobility enhancements for the neighborhood and represents the plan's core recommendations.
3. PROJECT PRIORITIES show where the community should orient resources for implementation.
4. MARKET STUDY forecasts housing demand and commercial activity through quantitative and qualitative data.

# Planning Concepts

The College North Neighborhood Plan explores concepts for future development that intend to unite each site to its surrounding context, while maximizing outcomes. Several sites in the neighborhood are candidates for redirection. Some sites are publicly-owned and may be redeveloped for private use. Others are privately-owned and might be redeveloped.

Property owners and developers, in responding to the development concepts, may take different, equally valid, approaches to opportunity sites. Therefore, the plan explores possibilities for redevelopment and suggests patterns that connect each site.

Mobility concepts reinforce the City's existing Downtown Streetscape Design Guide.

## CONCEPTS

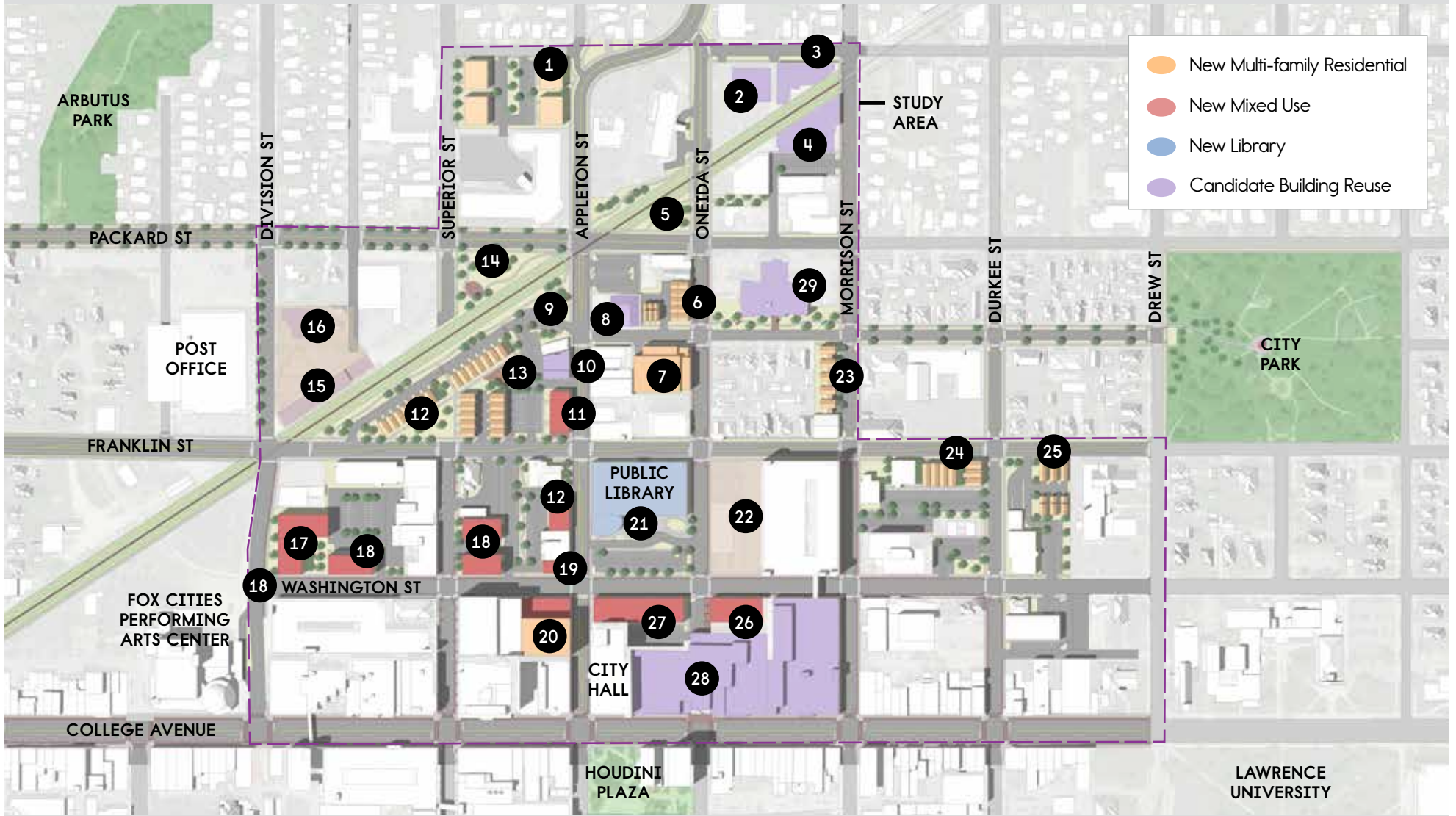
Concepts are just that, ideas for the future with the purpose of improving the quality of the area. Concepts for the College North Neighborhood include twenty eight possible key initiatives. The key includes their level of priority for implementation.

1. Senior-Oriented Living
2. Existing Automotive Reuse
3. Existing Reuse
4. AASD Maintenance Facility Reuse
5. Triangle Park
6. Townhomes
7. Multi-Family
8. Development Site
9. Parking Lot
10. Building Rehabilitation - High Priority
11. Mixed Use Project - High Priority
12. Union Springs Development
13. Union Springs Park
14. Packard Place
15. Building Reuse or Redevelopment
16. Human Services Campus
17. Multi-Family
18. Development
19. Commercial Corner - High Priority
20. Corner Redevelopment - High Priority
21. Appleton Public Library - HIGHEST Priority
22. Public Transit Redevelopment - High Priority
23. Morrison Street Infill
24. Durkee Street Infill
25. Franklin Street Infill
26. Merge Phase 1 - High Priority
27. Merge Phase 2 - High Priority
28. City Center Plaza - High Priority



APPLETON PUBLIC LIBRARY (RENDERING BY SOM)

# PLANNING CONCEPTS



Source: RDG Planning & Design

# Downtown Housing

THE HOUSING UNIT DEMAND FOR DOWNTOWN RANGES FROM 750-800 UNITS BETWEEN 2020 TO 2030, REPRESENTING ABOUT 25% OF TOTAL CITYWIDE DEMAND.

The City has development agreements or approval for an additional 461 new residential building units, which are or will be built before 2024. These units represent 15% of the citywide's 10-year unit demand through 2030. Considering the current household size of 2.11 people per household, these units represent 18% of the forecasted 2030 city population.

Building permit data suggests that downtown represents a desirable market for residential development and will be a significant contributor to future growth in Appleton. Recent downtown residential supply could also be attributed to the relative expense of developing new greenfield sites in Appleton and the value return from developing downtown. However, the average construction of 154 units a year from 2020 to 2023 is not expected to sustain through 2030 based on land availability, long-term market cycles, and steady absorption of these 461 units.

## Assumptions:

- Appleton's growth rate of 0.7% will result in a 2030 population forecast of 81,109, or an additional 5,465 people.
- Downtown represents 30% of the total 2030 population forecast growth from 2020 to 2030, or about 1,600-1,700 people
- The average household size in downtown remains steady at 2.11 people per household.
- Unit demand considers some vacancies need to allow unit choice and mobility of residents.
- Unit demand for downtown will have a higher split of renters to owners, meaning downtown will help fill more of the need for rental units at all price points across the city. Currently, about 48% of downtown residents are renters.

This study forecasts about 340 to 410 additional units above the 461 units coming online before 2024.

Communities know from the experience that an appropriate mix of housing types defined by a relatively high-density single-family component appear to offer the right combination of community and privacy, of space and density. The plan's vision and objective of this opportunity must be to keep people in the city, near downtown if desired, as their families grow and their household needs change, to provide settings for people of all ages, and to fill neighborhood streets and spaces with the sound of children. The plan's concept have been carefully designed to do precisely that. We hope that you will view it through that prism.