

# Appleton Comprehensive Plan Update

Committee Overview



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- Overview of the Comprehensive Plan
- Your Role as a Committee Member
- Planning Process Overview
- Purpose, Responsibilities and Activities



# Overview of the Comprehensive Plan

- Communities seldom stand still; they are continually evolving
- The Plan will address a number of pressing issues facing our City
- Intent is to create a shared vision for the City's future
  - Preserve and build on its heritage
  - Give direction for desirable growth and development



# Issues



Dealing with circulation and congestion, including in the downtown CBD



Improving neighborhood areas hampered by limited investment and associated housing, economic and social challenges.



Encouraging mixed use development and housing densities that allow residents to live close to services and jobs.



Providing for the expansion of walking and biking facilities and inter and intra-city transit services.

# Issues



Continuing downtown area revitalization and reinvestment, while preserving the historic and cultural character of the heart of our city.



Addressing storm water and drainage issues that are exacerbated by increased urbanization.



Sustaining parks, recreation and open space facilities to promote the health and well-being of multiple generations of our citizens.



Supporting the development of commercial and economic development that offers greater prosperity to our citizens





# Who is responsible for preparing the Comprehensive Plan?

- A Mayor-appointed Steering Committee
  - Made up of 15 interested citizens
  - Guide preparation of the Comprehensive Plan



# How will the community be involved? (Public Participation Plan)



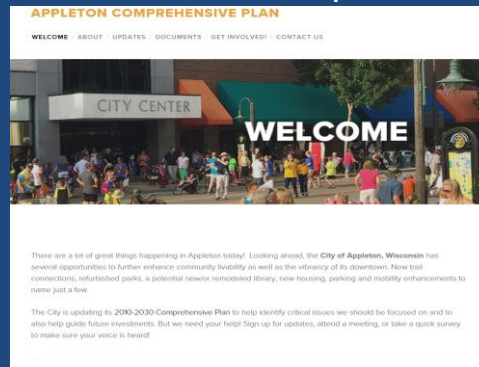
Focus Groups



Survey



Charrette



Website



Workshops



Neighborhood Mtgs



Meetings

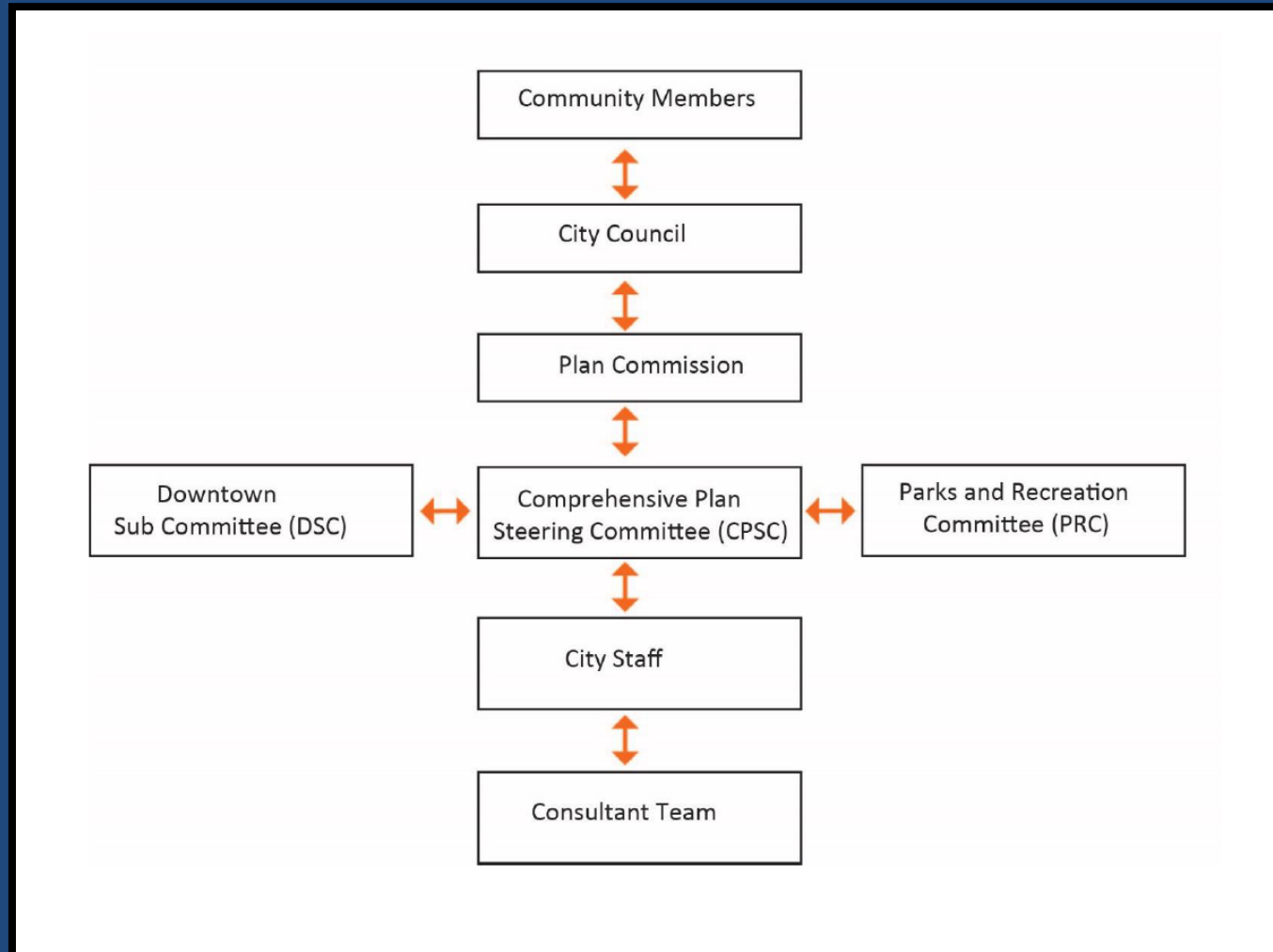


Meeting in a Box



Open Houses

# Comprehensive Plan Organization & Responsibilities





# Comprehensive Plan Organization and Management

## ○ Community Members

- Provide input and perspective on issues and opportunities, alternatives and draft final plan at organized public input meetings, focus groups, as well as by social media, letter, personal contact, etc. facilitated by the City/consultant.

## ○ City Council

- Provides direction to Steering Committee early in the process as well as during review of draft plan
- Near the end of the planning process they also hold a formal public hearing to consider adoption of the plan

# Comprehensive Plan Organization and Management

- Planning Commission
  - Provides input on draft plan to Steering Committee and recommends Plan to City Council
- Comprehensive Plan Steering Committee (CPSC)
  - Guides preparation of the overall Comprehensive Plan and recommends plan to Plan Commission
- City Staff and Consultant Team
  - Provides technical and administrative assistance
  - Facilitates communications to the public
  - Organizes community and stakeholder engagement processes
  - Prepares draft and final plan

# Comprehensive Plan Organization and Management

- Downtown Plan Sub Committee
  - Guides preparation of the Downtown Chapter of the Comprehensive Plan
  - Recommends approval to the ADI Board and CPSC
- Appleton Parks and Recreation Committee (PRC)
  - Provides input on draft Parks and Recreation Chapter of the Comprehensive Plan and recommends final approval to the CPSC

# Purpose of the Appleton Parks and Recreation Committee (APRC)

- Role is to build a consensus around a strategy for Parks and Recreation working with City staff and the consultant team
- Overall purpose is to move the planning process forward
  - Goal is to complete an updated version of the City of Appleton's Comprehensive Plan Parks and Recreation Chapter
  - Recommends plan adoption to the CPSC



# Responsibilities of the Appleton Parks and Recreation Committee (APRC)

- Act in an advisory role to the CPSC, Plan Commission and City Council
- Represent broad community interests
- Model community consensus and encourage stakeholder participation
- Champion and promote awareness, participation and support of the Comprehensive Plan/process
- Provide guidance for process creation of plan and review of data and draft documents, providing comment and input

# Activities of the Appleton Parks and Recreation Committee (APRC)

- The CPSC will review draft documents and recommend Plan approval

**TIME  
COMMITMENT:**

APPROXIMATELY 8  
MONTHS

# QUESTIONS?





# Purpose of the Appleton

## Comprehensive Plan Steering Committee (CPSC)

- Role is to build a consensus around a strategy for Appleton's future
- Work with city staff and the consultant team
- Engage the public for input
- Overall purpose is to move the planning process forward
  - Goal is to complete an updated version of the City of Appleton's Comprehensive Plan
  - Recommends plan adoption by the Plan Commission

# Responsibilities of the Appleton Comprehensive Plan Steering Committee (CPSC)

- Act in an advisory role to the Plan Commission and City Council
- Represent broad community interests
- Model community consensus and encourage stakeholder participation
- Champion and promote awareness, participation and support of the Comprehensive Plan/process
- Provide guidance for process creation of plan and review of data and draft documents, providing comment and input

# Activities of the Appleton Comprehensive Plan Steering Committee (CPSC)

- The CPSC will participate in the following activities:
  - Steering Committee Meeting Attendance
    - Regularly scheduled meeting of not to exceed two hours will generally occur monthly
    - Members may be replaced after three consecutive absences
    - For some meetings, members will be requested to review materials provided in advance

# Activities of the Appleton Comprehensive Plan Steering Committee (CPSC)

- The CPSC is **strongly encouraged** to participate in the following activities:
  - Public Event Participation
    - Community SWOT: Workshops 1-2
      - Consist of an approximately 2-hour long community meeting
      - Participants work in small groups to determine areas of consensus using a form of Strengths/Weaknesses/Opportunities/Threats (SWOT) Analysis on:
        - Shared Community Values
        - Aspirations and Key Issues
    - Design Workshop 3
      - Tentatively scheduled for May



# Activities of the Appleton Comprehensive Plan Steering Committee (CPSC)

- The CPSC is strongly encouraged to participate in the following activities:
  - Public Event Participation (Continued)
    - Community Open House: Workshops 4-5
      - Two Open House events will be conducted by the consultant team
      - Hosted by City staff and the CPSC
      - Allow attendees to review a draft of the Comprehensive Plan at their own pace
      - CPSC members are encouraged to be the face of the Comprehensive Plan
      - CPSC members are encouraged to be available to answer general questions
      - CPSC members are encouraged to guide members of the public among various “stations” or displays

# TIME COMMITMENT:

APPROXIMATELY 3  
HOURS PER MONTH  
(10 MONTHS)

# QUESTIONS?

