

A faint, light gray map of Appleton, Wisconsin, serves as the background for the entire page. It shows a grid of streets, a river winding through the center, and various land use patterns.

Appendix

CITY OF APPLETON COMPREHENSIVE PLAN

PAST PLAN REVIEW

**PRIOR PLAN
AUDIT &
PROPOSED PLAN
ORGANIZATION**

Wisconsin State statutes require that this plan cover...



Issues and Opportunities



Housing



Transportation



Utilities and Community Facilities



Agricultural, Natural, and Cultural Resources



Economic Development



Land Use

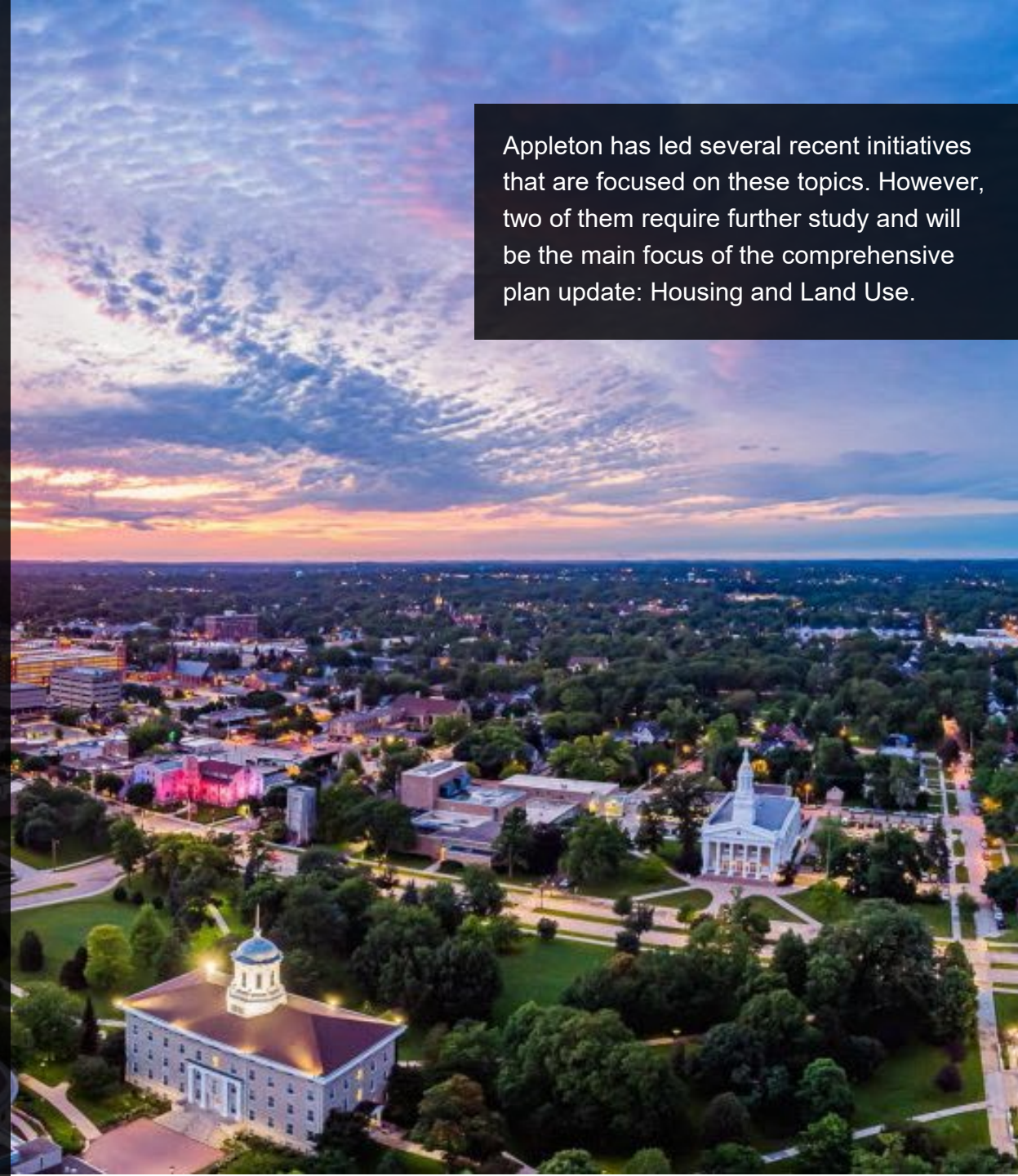


Intergovernmental Cooperation



Implementation

Appleton has led several recent initiatives that are focused on these topics. However, two of them require further study and will be the main focus of the comprehensive plan update: Housing and Land Use.



Asides from updating the past comprehensive plan, the plan also references several other plans that have happened in recent years...

Local Plans

Complete Streets Design Guide (March, 2024)

Housing Development Policy Guide (March, 2024)

Housing Affordability Report (Created January 24, 2024)

Appleton Growth Report (Created March, 2023)

College North Neighborhood Plan (July 15, 2022)

Downtown Appleton Business Improvement District Operating Plan (2022)

Climate Action Plan Taskforce Recommendations (December, 2021)

Downtown Streetscape Design Guide (May 17, 2021)

Creating a Sustainable City: A Master Plan to Move the City of Appleton Towards Sustainability (March 14, 2021)

Comprehensive Outdoor Recreation Plan (September 18, 2023)

Former Master Plan (March 2017)

Trails Master Plan (January 2017)

Downtown Appleton Mobility Plan (August, 2016)

Appleton Economic Development Strategic Plan (April 9, 2015)

Tax Incremental Financing District Plans (Various, 2013)

On-Street Bike Lane Plan (Sept 15, 2010)

Regional Plans

Fox Cities and Greater Outagamie County Regional Housing Strategy [Housing Strategy | Outagamie County, WI](#)

Appleton (Fox Cities) Transportation Management Area: Long Range Transportation / Land Use Plan 2015-2050-FC-LRTP.pdf

City of Appleton Valley Transit Development Plan – 2020 [City-of-Appleton-TDP-2020.pdf](#)

Fox Cities Transportation Improvement Plan [ecwrpc.org/wp-content/uploads/2024/11/2025-Fox-Cities-TIP.pdf](#)

2021 Appleton TMA and Oshkosh MPO Bicycle and Pedestrian Plan [ecwrpc.org/wp-content/uploads/2022/03/2021-Appleton-TMA-and-Oshkosh-MPO-Bicycle-and-Pedestrian-Plan.pdf](#)

State Plans

Statewide Long-Range Multimodal Transportation Plan [Statewide Long-Range Multimodal Transportation Plan](#)

Wisconsin Rail Plan 2050 [Wisconsin Rail Plan 2050](#)

Wisconsin State Freight Plan [Wisconsin State Freight Plan](#)

Active Transportation Plan 2050 [Active Transportation Plan 2050](#)

These plans have a lot of overlap, which means finding common ground was important.

							
	Housing	Transportation	Utilities & Community Facilities	Agricultural, Natural, & Cultural Resources	Economic Development	Intergovernmental Cooperation	Land Use
Complete Streets Design Guide (March, 2024)		●				●	
Housing Development Policy Guide (March, 2024)	●						●
Housing Affordability Report (Created January 24, 2024)	●						
Appleton Growth Report (Created March, 2023)	●				●		●
College North Neighborhood Plan (July 15, 2022)	●	●			●		●
Downtown Appleton Business Improvement District Operating Plan (2022)					●		●
Downtown Streetscape Design Guide (May 17, 2021)		●			●		
Comprehensive Outdoor Recreation Plan (September 18, 2023)		●		●			
Former Comp Plan (March 2017)	●	●	●	●	●	●	●
Trails Master Plan (January 2017)		●		●			
Downtown Appleton Mobility Plan (August, 2016)		●			●		
Appleton Economic Development Strategic Plan (April 9, 2015)					●		
Tax Incremental Financing District Plans (Various, 2013)					●		
On-Street Bike Lane Plan (Sept 15, 2010)		●					
Fox Cities and Greater Outagamie County Regional Housing Strategy	●						
Appleton Transportation Management Area: Long Range Transportation		●					
City of Appleton Valley Transit Development Plan – 2020		●					
Fox Cities Transportation Improvement Plan		●					
Appleton TMA and Oshkosh MPO Bicycle and Pedestrian Plan		●					
Statewide Long-Range Multimodal Transportation Plan		●					
Wisconsin Rail Plan 2050		●					
Wisconsin State Freight Plan		●					
Active Transportation Plan 2050		●					

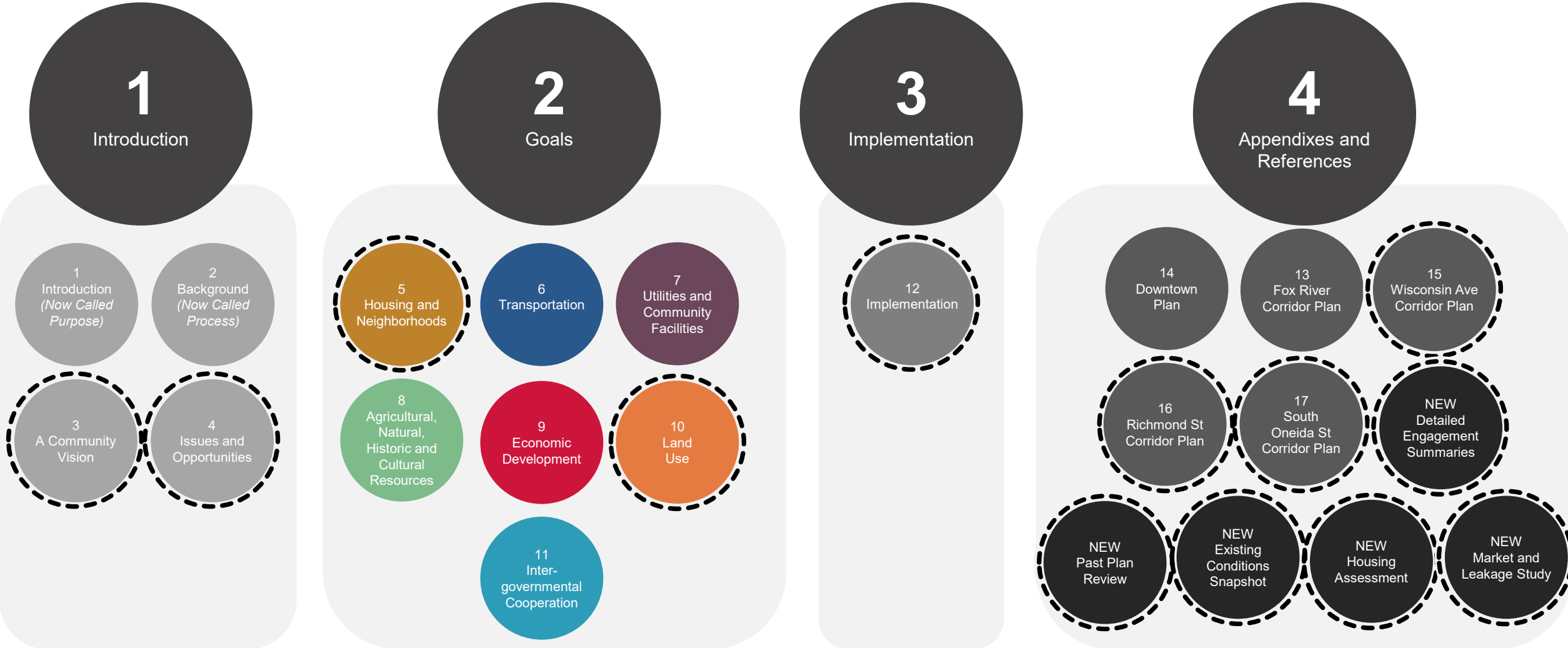
PRIOR PLAN STRUCTURE



CURRENT PLAN STRUCTURE

Sections with a dashed black line are fully updated and replaced. The others have lighter edits to meet best practices, recent trends, and City initiatives.

18
Parks and Rec
Plan *(while this
is referenced, it
is now adopted
separately)*



2

SUMMARY OF PRIOR PLANS

In addition to integrating recommendations from the prior master plan and updating them, there are findings from several other recent City and regional plans that were reviewed and will be seen in the updated comprehensive plan. Following are several plans with specific recommendations that were directly incorporated as part of *Plan Appleton* goals and actions.

APPLETON COMPLETE STREETS DESIGN GUIDE

Summary

Complete streets are multi-faceted and holistic streets that support multimodal transportation, active commerce, and vibrant communities. They meet the needs of a growing and thriving city by improving safety, enhancing access, and leading to even more growth in the community. The design guide is used to support City of Appleton staff in identifying and implementing complete street design solutions from initial concept through final engineering. The Transportation section will focus on ensuring a future network of complete streets throughout the City.

Topic Areas Covered

- Transportation

Values

- Safety
- Health
- Sustainability
- Connectivity

How This Will be Incorporated in the Plan

- Reference the plan in the transportation areas and add an objective about implementing the Complete Streets guide as roads are improved, reconstructed, or developed.
- Link the street types to land use place types for easier implementation over time.

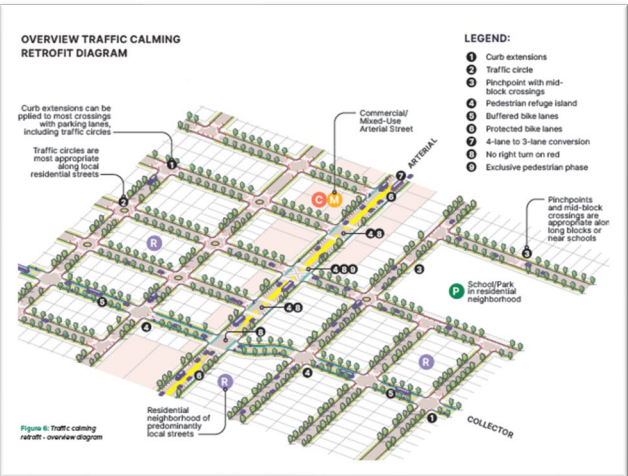


TYPICAL CROSS-SECTIONS

Table 2 below highlights the typical complete street cross-sections included in this guide. While this list is not exhaustive, it presents a starting place for most streets in Appleton. The cross sections on the following pages illustrate a variety of preferred cross sections. When the requirements for a preferred cross section cannot be met, the minimum widths for the complete street can be explored.

ID	Pg	Name	Description	Contexts	When to use*
L.1	16	Residential Traditional Local	Residential local street with parking along both sides.	R	• High parking demand
L.2	16	Residential Smart Local	Residential local street with parking along one side.	R	• Average to low parking demand • Constrained ROW
L.3	17	Generic Traditional Local	Local street with parking along both sides.	C, M, P, I	• High parking demand
L.4	17	Generic Smart Local	Local street with parking along one side.	C, M, P, I	• Average to low parking demand • Constrained ROW
L.5	18	Industrial Smart Local with Sidepath	Industrial local street with parking along one side and a sidepath.	I	• Average to low parking demand • Critical corridor for bike connectivity
C.1	19	Low-Density Residential Collector	Residential collector street with parking along one side and a sidepath.	R, P, I	• Residential low-density neighborhoods • Medium to low parking demand
C.2	19	Bike Priority Collector	Residential collector street with buffered bike lanes on both sides.	R, P, I	• Average to low parking demand • Critical corridor for bike connectivity
C.3	20	Multimodal Collector	Commercial collector with parking along one side and bike lanes along both sides.	R, C, M, P, I	• Average to low parking demand
C.4	20	Generic Traditional Collector	Adaptable collector with parking along both sides.	R, C, M, P, I	• High parking demand areas only, particularly in commercial areas
C.5	21	Generic Smart Collector	Adaptable collector with parking along one side.	R, C, M, P, I	• Average to low parking demand
A.1	22	Boulevard	Arterial with center median and protected bike lanes.	R, C, M, P, I	• Critical corridor for bike connectivity • Road diet and impervious surface reduction
A.2	22	Multimodal Arterial	Arterial with parking on one side and protected bike lanes.	R, C, M, P, I	• Critical corridor for bike connectivity • High to average parking demand

* Prior to assessing the bike connectivity.



2024

APPLETON HOUSING
DEVELOPMENT POLICY GUIDE

Summary

This guide was a review of Appleton housing-centric policy materials and facilitated engagement activities with key internal and external stakeholders to identify opportunities for refinement and improvement of City of Appleton housing-centric policies, processes and communication to reduce barriers to housing-centric development and encourage near-term and long-term housing-centric investment in the community.

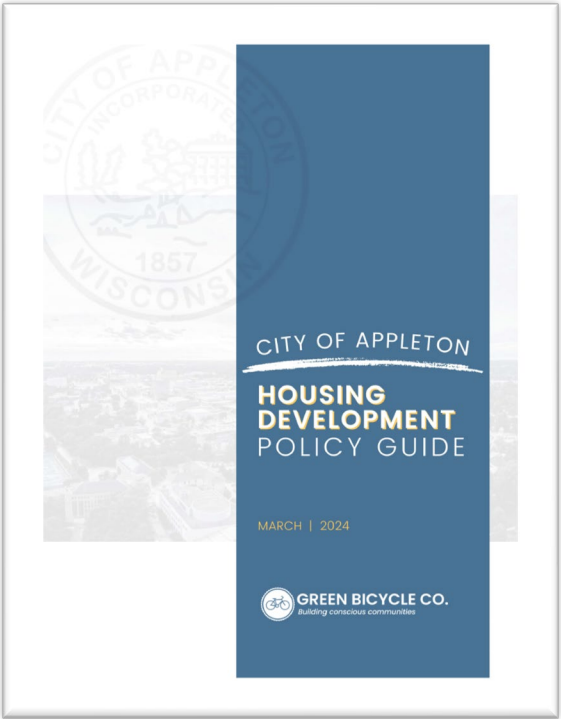
Topic Areas Covered

- Housing
- Land Use & Development
- Intergovernmental Cooperation and Communications

Values
Affordability
Community
Trust

How This Will be
Incorporated in the Plan

- The five core themes and recommendations will be incorporated in the housing areas of the updated plan except any that are already complete.
- The updated plan will include elements inspired by this policy guide including
 - Callouts for engagement results
 - Funding opportunities and tools
 - Process guides such as the ADU Basics (pages 26-27)



2023

APPLETON HOUSING AFFORDABILITY REPORT

Summary

In 2018, the Wisconsin State Legislature approved new legislation which requires villages and cities of 10,000 population or more to provide two separate annual reports related to housing affordability and housing fees in an effort to shed light and foster potential change on affordable housing issues across the state. The housing area of the comprehensive plan will have a focus on affordability and what is needed to ensure Appleton remains an affordable and welcoming place to live.

Topic Areas Covered

● Housing

Values

Affordability

How This Will be Incorporated in the Plan

- An updated summary on development completed to fill the housing gap will be included in the housing area.
- A description of findings around affordability and what is impacting affordable housing in Appleton will be included in the housing area.

Housing Affordability Report, 2021

City of Appleton

January 11, 2023



Prepared by the
City of Appleton
Community and Economic Development Department

2023

APPLETON GROWTH REPORT

Summary

Each year, the Community and Economic Development Department prepares an Annual Growth Report (Report). The purpose of the Report is to analyze growth figures over a period of ten years to determine how and where growth is happening, as well as what will impact future growth and development, which will inform the land use and development recommendations of the Comprehensive Plan.

Topic Areas Covered

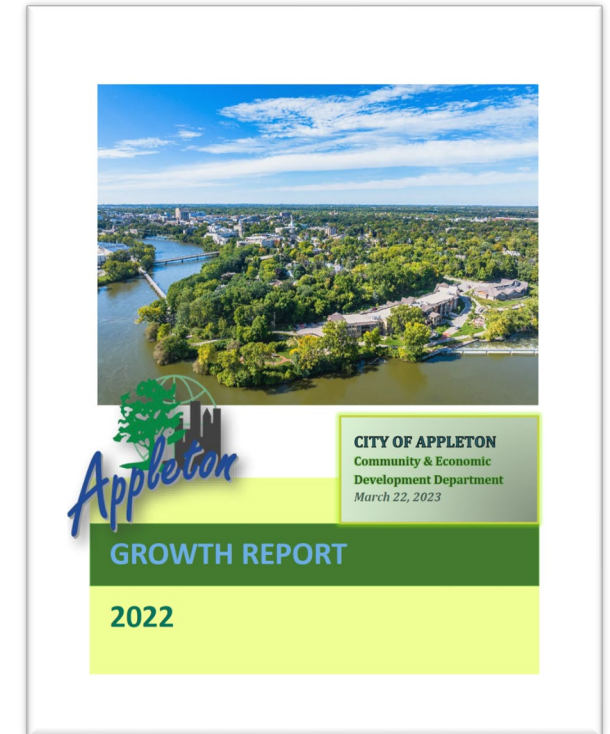
- Housing
- Economy
- Land Use & Development

Values

Affordability
Prosperity
Vibrancy

How This Will be Incorporated in the Plan

- An updated analysis of development to date will be included in the housing areas.
- The challenges to Growth listed on page 38 will be included in the land use areas to support the narrative about emphasizing infill and sustainable neighborhood design.
- The Future Land Use map will align with the opportunities listed on pages 39-40.



COLLEGE NORTH NEIGHBORHOOD PLAN

Summary

The City of Appleton launched the College North Neighborhood Plan to all of the current initiatives - both private and public – happening in the area. The result is a coordinated vision for development and streetscapes enhancements going forward that contribute to a vibrant place to live and work. The Land Use and Development recommendations of the Comprehensive Plan will support this vision.

Topic Areas Covered

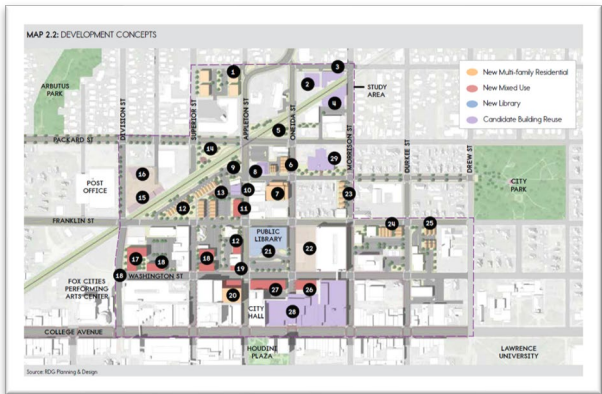
-  Housing
-  Transportation
-  Land Use & Development

Values

- Safety
- Community
- Vibrancy

How This Will be Incorporated in the Plan

- Land use recommendations will align with the mixed-use strategy recommended for development and redevelopment opportunity sites (pages 22-39).
- Transportation recommendations will incorporate the streetscapes plans and design recommendations of the plan (pages 53-54).
- Transportation recommendations for rail will note the potential for a passenger rail station in the College North neighborhood (pg 55).
- Transportation recommendations around parking will include the recommendation from the College North plan to conduct point-in-time parking counts twice annually to monitor parking demand and supply, adjust parking management accordingly, and assist property owners in improving parking efficiency.



2021

DOWNTOWN STREETSCAPE DESIGN GUIDE

Summary

The design guide provides guidance to ensure the streets of Downtown Appleton are highly multi-modal spaces with shopping and recreation, employment, open space, health and wellbeing, safety, and identity of the downtown area. The transportation plan will support a safe, connected, activated street network Downtown.

Topic Areas Covered

● Transportation

Values

Safety
Vibrancy
Connectivity

How This Will be Incorporated in the Plan

- The graphic style of diagrams will be inspiration for diagrams used for the corridor studies of the Comprehensive Plan.
- There will be an action in the transportation areas to implement the Downtown Streetscape Design Guide.
- The transportation areas will support the Design Guide with an objective focused on multi-modal transportation.



STREET TYPOLOGIES IN DOWNTOWN APPLETON

The streets of Downtown Appleton are essential for multi-modal transportation, shopping and recreation, employment, open space, health and wellbeing, safety, and identity of the downtown area. They are used daily by people walking, biking, driving, and taking transit to and through downtown, including residents and visitors alike. Each street has been categorized into one of seven typologies based on its form and function. The descriptions of these typologies and their corresponding locations in Downtown Appleton are indicated on this page and in Figure 1.

MAIN STREET
Primary commercial destination and pedestrian-oriented street. Limited to College Ave for Downtown Appleton.

ARTERIAL
Primary people-moving streets to and through downtown. Ranges from high-volume roadways such as Richmond St to more local arterials such as Franklin St.

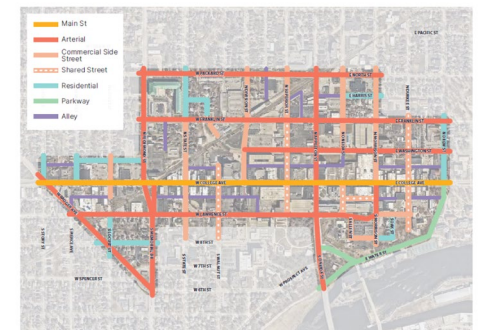
COMMERCIAL SIDE STREET
Gateways to College Ave that support commercial activity. Makes up the majority of North-South oriented streets in Downtown.

SHARED STREET
Adaptable pedestrian-oriented streets that can be closed for events.

RESIDENTIAL
Low-volume neighborhood streets. These streets are limited to the edges of Downtown.

PARKWAY
Scenic greenways along waterfronts. Limited to Water St in Downtown Appleton.

ALLEY
Pedestrian network and commercial back-of-house.



CREATE A SUSTAINABLE CITY

Summary

As a major landowner, employer, building manager, fleet operator, utility owner and operator, consumer of goods and services, and service provider, the City of Appleton has both the opportunity and the capacity to bring about significant improvements in environmental quality in and around the region. By integrating environmentally sustainable practices into City policies, procedures, operations, and fostering collaboration across City government, the City's Sustainability Master Plan- Creating a Sustainable City, works to protect and enhance the quality of life for present and future generations in the City of Appleton.

Topic Areas Covered

- Utilities and Community Facilities
- Agricultural and Natural Resources

Values

Sustainability

How This Will be Incorporated in the Plan

- Incorporate new goals and targets outlined in Create a Sustainable City into the utilities and community facilities areas or the agricultural and natural resources areas as appropriate.
- Frame recommendations for a future update knowing Parks and Rec, who maintain the plan, are preparing for an update.
- Integrate sustainability as part of “wise development” in the land use areas.
- Include large scale examples of Appleton's success stories without going into the detailed timelines of Create a Sustainable City.
 - I.e. Could include the fact that Appleton received a Tree City USA Award for the 27th year in a row in 2024 instead of listing every year it won an award.



Creating a Sustainable City
A Master Plan to Move the City of Appleton Towards Sustainability

3/14/2021 Update

1. Energy Independence

Background: The United States is dependent on foreign oil; the country imports 60% of its supply and that percentage increases each year. World demand for oil continues to increase each year. Oil supplies are finite and at some point, will decline. These facts could eventually translate into a world-wide shortage of gasoline and diesel fuels, negatively affecting the federal trade deficit, harming local job creation, and increasing national security concerns. In addition, the use of carbon-based fossil fuels creates greenhouse gas emissions.

It is estimated that it will take many years to transition from a fossil fuel economy to a renewable fuel's economy. This time lag between the demands and supply of fuel technology and availability could create challenging market conditions. A gradual transition towards renewable energy is prudent, recognizing that technological advances in renewable energy sources are encouraging.

The City must continue to support more sustainable land use patterns such as transit-oriented development (TOD), green building design, energy efficiency, alternative transportation options and the use of renewable energy sources for both public and private developments and support local and regional job creation through development of renewable energy production facilities.

Goals:

1. Significantly reduce the use of fossil fuels.
2. Improve the availability of locally and regionally produced renewable energy.
3. Improve overall energy efficiency.
4. Reduce peak electrical demand.
5. Replace or renovate obsolete systems, structures, etc. that conflict with this sustainability plan (buildings, facilities, systems, vehicles fleets, etc.).
6. Encourage and recruit green technology companies to locate in the City.

Targets:

1. Reduce energy consumption (electricity, natural gas, motor fuels) of City facilities on a unit basis to a level lower than the year before.

Actions:

1. Remain and actively participate as a WI Green Tier Legacy Community.

Green Tier Legacy Communities demonstrate leadership in improving the economy, the environment, and the quality of life in their communities. Moving forward, we will be

2019

COMPREHENSIVE OUTDOOR RECREATION PLAN

Summary

A Comprehensive Outdoor Recreation Plan (CORP) is a formal document designed to assist communities in the development of park and open space amenities that will satisfy the needs of their citizens. The Comprehensive Plan supports the CORP and ensures land use, transportation, and other design elements enhance and connect people to quality park spaces.

Topic Areas Covered

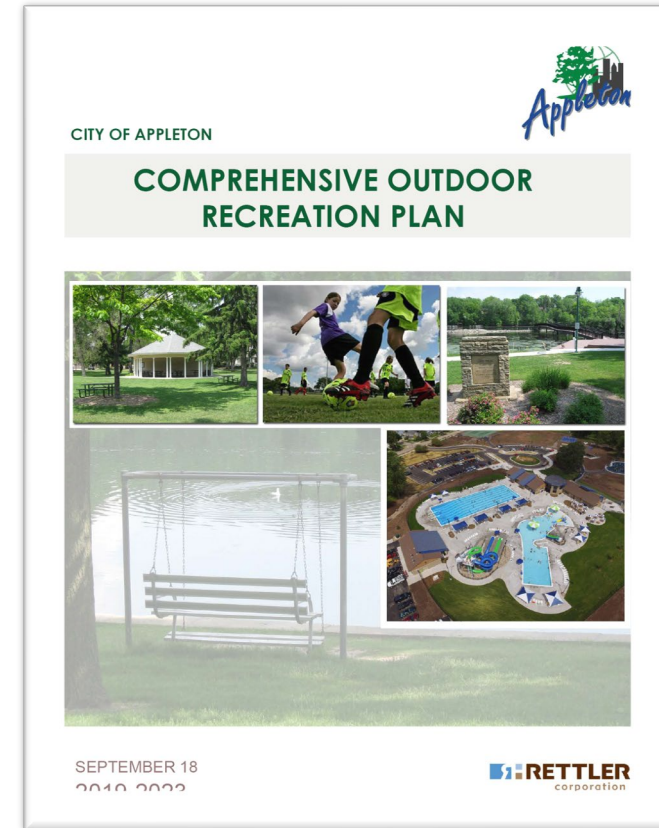
● Agricultural and Natural Resources

Values

Safety
Community
Sustainability

How This Will be Incorporated in the Plan

- There will be an action in the agricultural and natural resources areas to implement the Comprehensive Outdoor Recreation Plan. There are also several objectives and actions in the plan supporting the goals of the Comprehensive Outdoor Recreation Plan.
- A summary table of the park acres by type available in Appleton (pages 25-26) will be included in the agricultural and natural resource areas.
- Include reference to new CORP being adopted concurrent to the comp plan.



APPLETON TRAILS MASTER PLAN

Summary

The Appleton Trails Master Plan explores opportunities to enhance and expand multi-modal facilities, for both recreation and transportation purposes within the City of Appleton. The Comprehensive Plan's transportation and recreational recommendations align with the findings of the Appleton Trails Master Plan.

Topic Areas Covered

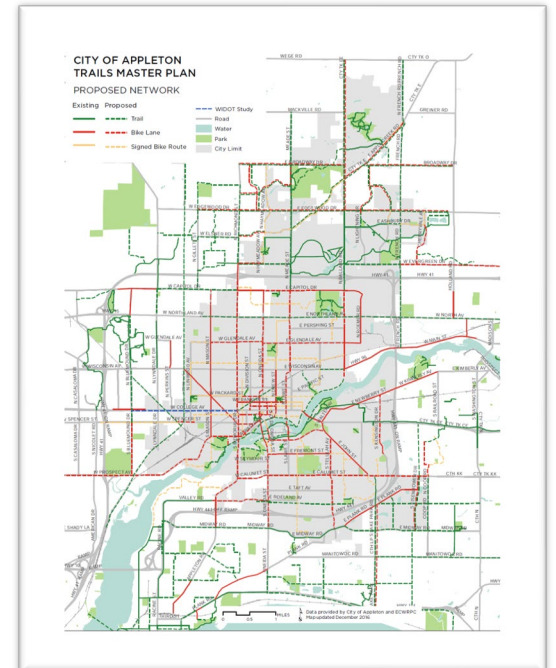
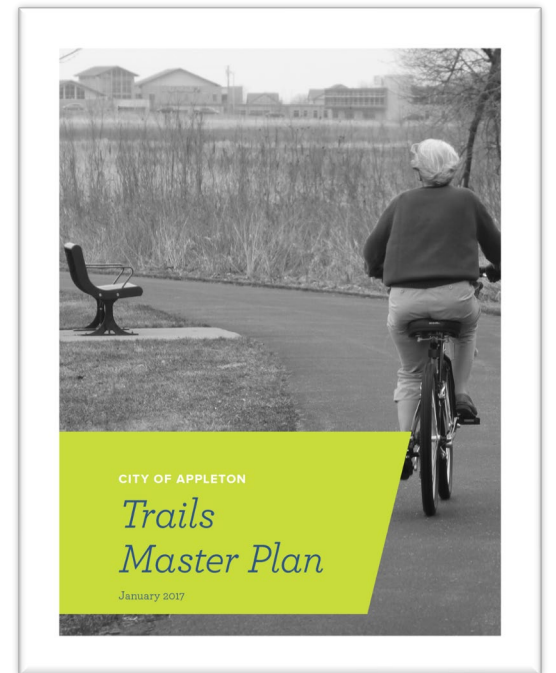
- Transportation
- Agricultural and Natural Resources

Values

Safety
Connectivity

How This Will be Incorporated in the Plan

- An updated version of the Proposed Trails Network Map (page 30) will be placed in the transportation areas, combined with the bike plan recommendations. A note will be made in the area that non-motorized connection will be a collaborative effort between trails, managed by Parks and Rec, and bike lanes, managed by public works.
- There will be a section of the transportation areas dedicated to trails and recommend the implementation of the Trails Master Plan, specifically using the established prioritization criteria (page 49).



2016

DOWNTOWN APPLETON MOBILITY PLAN

Summary

The Downtown Appleton Mobility Plan evaluated strategies that would improve multi-modal mobility and traffic circulation in downtown Appleton. The Comprehensive Plan will include transportation recommendations that support a safe and vibrant Downtown as envisioned in the Mobility Plan.

Topic Areas Covered

● Transportation

Values

Safety
Vibrancy

How This Will be Incorporated in the Plan

- The transportation areas of the plan will include recommendations that address the key issues identified in the Downtown Mobility Plan on pages 9-12 with a focus on
 - Biking Facilities
 - Safe Crossings and Intersections
 - Increasing people using downtown streets
 - Increasing access to Fox River from Downtown
 - Creating safe rail crossings
 - Accommodating loading zones
 - Smart parking design
- Many of these recommendations are also already incorporated in the Downtown area of the current comprehensive plan, which will be turned into an appendix of the future comprehensive plan.

Downtown Appleton Mobility Plan

August 2016



2015

ECONOMIC DEVELOPMENT STRATEGIC PLAN

Summary

The Economic Development Strategic Plan details the unique strengths to the Appleton area and how the City can be a home for well-paying, quality jobs for residents. This plan and updated data serve as a base for the economic recommendations of the Comprehensive Plan.

Topic Areas Covered

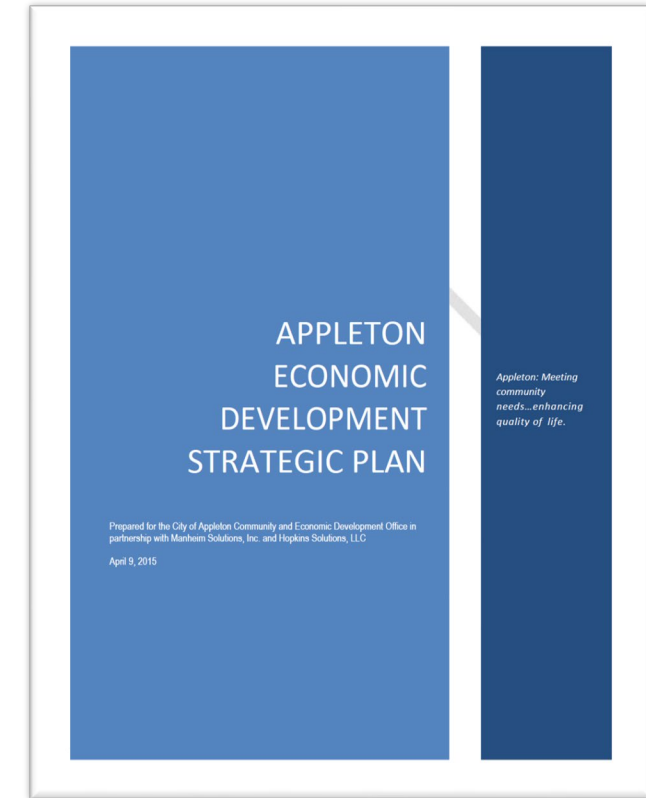
● Economy

Values

Prosperity
Vibrancy

How This Will be Incorporated in the Plan

- Updated economic data such as employment trends, permits, and demographics will be incorporated in the Comprehensive Plan.
- The target industry list on page 161-162 will be included in the economic development areas of the plan.



CITY OF APPLETON ON-STREET BIKE LANE PLAN

Summary

The City of Appleton has created this On-Street Bicycle Lane Plan to guide decision-making for facility improvement and installation, education programming, and funding acquisition. With multi-mobility as a key aspect of Appleton's future transportation, the On-Street Bike Plan will be incorporated as part of a larger transportation strategy in the Master Plan.

Topic Areas Covered

● Transportation

Values

Safety
Connectivity

How This Will be Incorporated in the Plan

- Updated versions of the Bicycle Routes map (page 94), Bicycle Levels of Services Maps (pages 97-99), and Proposed Bicycle Routes (pages 100-103) will be placed in the transportation areas as part of a non-motorized transportation map. It will be combined with recommendations from the Appleton Trails Master Plan. A note will be made in the plan that non-motorized connection will be a collaborative effort between trails, managed by Parks and Rec, and bike lanes, managed by public works.

