Appendix

#### CITY OF APPLETON COMPREHENSIVE PLAN

# PAST PLAN REVIEW

**SMITHGROUP** 

# 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



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 <a href="mailto:ecwrpc.org/wp-">ecwrpc.org/wp-</a>

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.







**Utilities &** 









	Housing	Transportation	Community Facilities	Cultural Resources	Development	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							

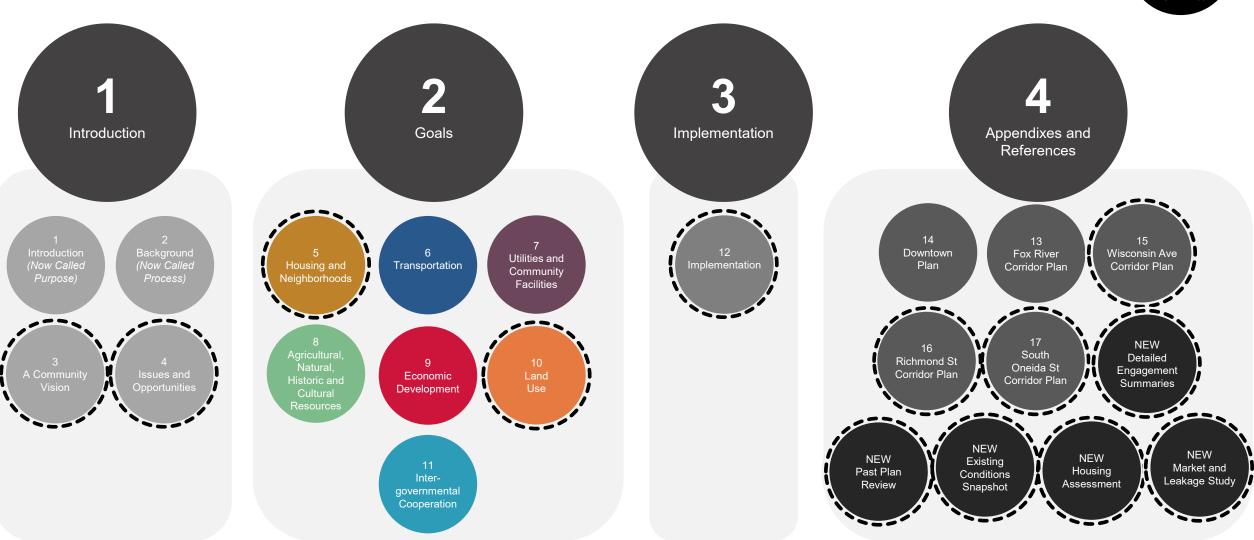
#### PRIOR PLAN STRUCTURE



#### **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)



# 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**

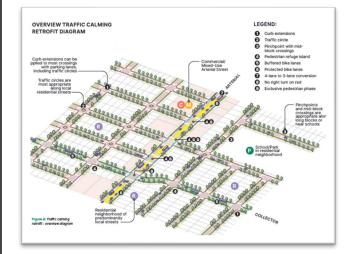
- Reference the plan in the transportation areas and add an objective about implementing the Complete Streets guide as roads are improved, reconstructed, or developed.
- Link the street types to land use place types for easier implementation over time.

#### COMPLETE STREETS DESIGN GUIDE

City of Appleton, WI

03.2024 alta

### TYPICAL CROSS-SECTIONS Table 2 below highlights the typical complete street cross-sections included in this guide. While this list is not exhaustive, it preser starting place for most streets in Appleton. The cross sections on the following pages illustrate a variety of preferred cross sections.



# 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.

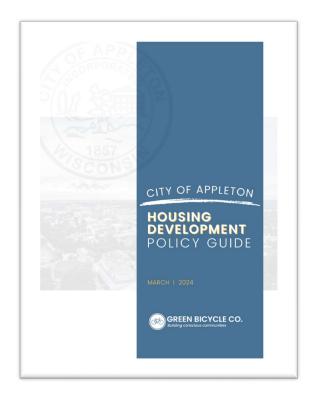
#### **Topic Areas Covered**

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

#### **Values**

Affordability Community Trust

- 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)





#### APPLETON HOUSING AFFORDABILITY REPORT

#### **Summary**

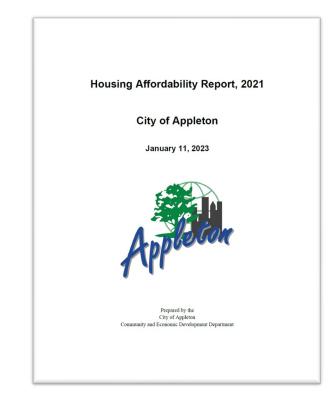
In 2018, the Wisconsin State Legislature approved new legislation which requires villages and cities of 10,000 population or more to provide two separate annual reports related to housing affordability and housing fees in an effort to shed light and foster potential change on affordable housing issues 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**



**Values**Affordability

- 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.



### 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.

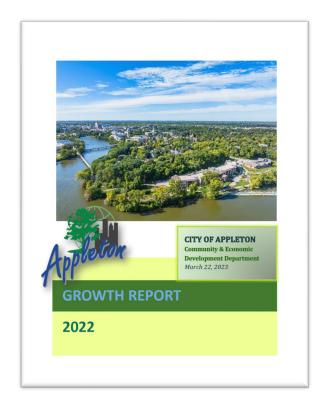
#### **Topic Areas Covered**

- Housing
- Economy
  - Land Use & Development

#### **Values**

Affordability Prosperity Vibrancy

- 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

- 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.







#### **DOWNTOWN STREETSCAPE DESIGN GUIDE**

#### **Summary**

The design guide provides guidance to ensure the streets of Downtown Appleton are highly multimodal 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.

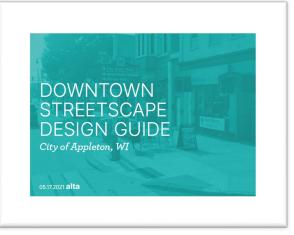
#### **Topic Areas Covered**



#### **Values**

Safety Vibrancy Connectivity

- 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.







# 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 27<sup>th</sup> 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 Sustainab

3/14/2021 Update

#### 1. Energy Independence

Background: The United States is dependent on foreign oil; the country imports 60°ls of its supply and that percentage increases each year. World demand for oil confirmes to increase each year. Oil world with school of the confirmed foreign of

is estimated that it will take many years to transition from a fossil fuel economy to a renewable of a economy. This time lag between the demands and supply of fuel technology and availability ould create challenging market conditions. A gradual transition towards renewable energy is udent, 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

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 deman

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:

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

#### Actions:

Remain and actively participate as a WI Green Tier Legacy Communit

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

8

### 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.

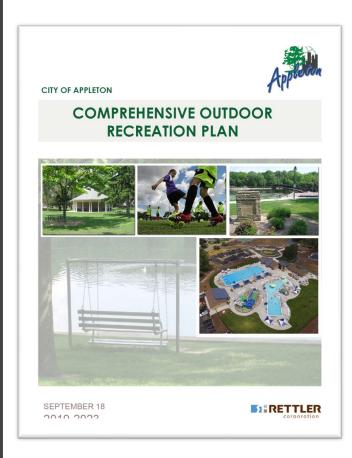
#### **Topic Areas Covered**

Agricultural and Natural Resources

#### **Values**

Safety Community Sustainability

- 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.

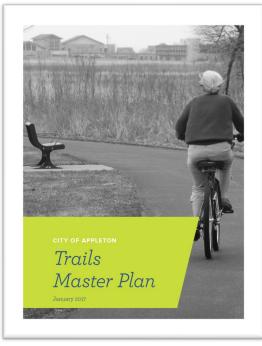
#### **Topic Areas Covered**

- Transportation
- Agricultural and Natural Resources

#### **Values**

Safety Connectivity

- 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).





# 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.

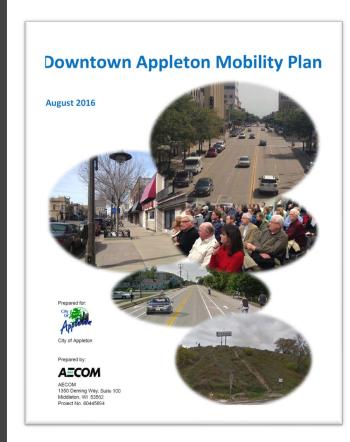
#### **Topic Areas Covered**



#### **Values**

Safety Vibrancy

- 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.



# 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.

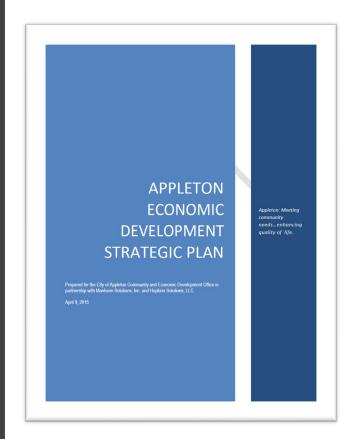
#### **Topic Areas Covered**

Economy

#### **Values**

Prosperity Vibrancy

- 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.

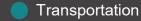


#### CITY OF APPLETON ON-STREET BIKE LANE PLAN

#### **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 multimobility 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**



#### **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.

