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MEMORANDUM

TO: City of Appleton
FROM: Andrew Dane
DATE: December 19, 2016
RE: Key Chapter 10 Land Use Updates
SEH No. 135537 14.00

The purpose of this memo is to summarize the key **proposed** chapter updates made to the City's 2010-2030 Comprehensive Plan as part of the 2016 Comprehensive Plan update.

New objectives and policies are **highlighted yellow**. ~~Strikethrough text~~ denotes those objectives and policies which have been removed from the updated Comprehensive Plan.

Key Changes

This update incorporates revised and new objectives and policies to implement smart growth principles, including but not limited to support for additional mixed use development and coordinated transportation and land use planning.

Overall Goal

Appleton will continue to add housing, businesses, and new residents through a combination of greenfield development and redevelopment (including brownfields) or infill within the urban core. The City's overall goal with regard to land use will be to provide sufficient quantities of land for development or redevelopment, in appropriate locations to meet future demand, while ensuring the protection of natural resources, provision of adequate parks and open spaces, and efficient provision of municipal utilities and services. To achieve this goal, the City will adopt the following objectives and policies.

10.1 OBJECTIVE: Provide an adequate supply of suitable land meeting the demand for development of various land uses.

10.1.1 Adopt, and as necessary, amend the Future Land Use Map in the Comprehensive Plan.

10.1.2 Adopt, and as necessary, amend an Official Map that designates street right-of-way requirements, existing and future city parks, school sites, and utility locations, along with other features permitted by state statute.

10.2 OBJECTIVE: Encourage redevelopment to meet the demand for a significant share of future growth, and to enhance the quality of existing neighborhoods.

10.2.1 Continue to identify areas in which redevelopment may be desirable and prepare planning to guide that redevelopment.

10.2.2 Continue to provide assistance, through tools such as tax incremental financing, redevelopment bonds, loan programs, business or neighborhood improvement districts, and other resources, to encourage redevelopment and reinvestment in established neighborhoods.

10.2.3 Support new infill and redevelopment in accordance with the redevelopment framework presented in Chapter 14: Downtown Plan. Invest in downtown parks, trails, and quality of life amenities which enables residents to live downtown throughout all phases of their lives.

10.3 OBJECTIVE: —Support future changes to zoning and other regulatory tools which are necessary to achieve the type of urban form and development reflective of smart growth principles, including support for “complete” neighborhoods (neighborhoods where residents can meet the majority of their daily needs on foot and by bicycle) throughout the City and in growth areas. ~~Amend the Zoning Ordinance to conform with recommendations contained within the Comprehensive Plan, especially with regard to mixed-use development and development standards in the commercial corridors.~~

10.3.1 Revise existing zoning districts or establish new districts that permit and regulate the uses intended for mixed use areas including but not limited to the central business district, Richmond Street, Wisconsin Avenue, and South Oneida Street, and in the industrial flats.

10.3.2 Amend the Zoning Ordinance to address parking and dimensional standards to provide added flexibility to redevelop commercial property in the Wisconsin Avenue, Richmond Street, and South Oneida Street corridors.

10.3.3 Establish a maximum lot size for single family residential development in order to support the cost effective provisioning of public infrastructure.

10.3.4 Amend the Central Business District zoning classification to allow for ground floor residential uses, except for properties fronting College Avenue.

10.3.5 Plan for park amenities in complete neighborhoods and integrate into existing neighborhoods.

10.4 OBJECTIVE: Plan for compact, efficient, and fiscally responsible growth of residential, commercial, and industrial development in new neighborhoods in order to implement the principles of smart growth.

10.4.1 Continue to guide residential growth to locations either contiguous to or within presently urbanized areas. As peripheral development occurs, it should be at a compact, urban density to ensure new neighborhoods can be efficiently served by public infrastructure.

10.4.2 Seek to maximize land use planning coordination among municipal departments through continued communication and the proactive integration of utility, transportation, and land use planning efforts especially within the City’s growth areas.

10.4.3 Promote commercial and industrial development which is compatible with nearby residential areas.

10.4.4 Encourage the development and extension of the City’s trail network in or adjacent to all new neighborhoods.

10.4.5 Encourage that future subdivision plats are compatible with traditional neighborhood principles including a well-connected, grid-like street network. Include in new neighborhoods a variety of types of housing (both detached and attached), local streets sized to encourage appropriate traffic speeds, street trees and sidewalks, parks and greenways within walking distance, and small commercial areas that accommodate not just cars but also bicyclists, pedestrians, and public transit.

10.4.6 Actively enforce boundary agreements to ensure City’s agreed-upon future growth areas.

10.4.7 Encourage the creation of residential neighborhoods which are not characterized by large tracts of exclusively single-family residential dwellings or large, isolated clusters of duplex or multiple-family buildings.

10.5 OBJECTIVE: Support the continued redevelopment and revitalization of land uses adjacent to Appleton’s key transportation corridors and downtown.

10.5.1 In conjunction with area neighborhoods, property owners, and other key stakeholders and the public, implement and eventually update the Wisconsin Avenue, Richmond Street, and South Oneida Street Corridor Plans, in addition to other corridors. Future updates should encourage additional tax base on underperforming parcels while enhancing community quality of life through the provision of additional neighborhood services, increased bike and pedestrian access, and other improvements.

10.5.2 Develop a communications plan to make existing and potential land owners and developers aware of the vision plans for these corridors.

10.5.3 Within transitional areas at the edge of downtown, encourage development that is compatible with existing residential neighborhoods.

10.6 OBJECTIVE: Participate in and initiate discussions with community groups and regional jurisdictions about sensible land use planning consistent with Smart Growth principles.

10.6.1 Encourage local jurisdictions in the Fox Cities area to develop a consistent regional perspective on the future. Convene meetings of community and government leaders to discuss growth issues and to jointly adopt principles that guide growth in the metropolitan area.

10.7 OBJECTIVE: Provide leadership in sustainability and continue to strive to incorporate sustainability into City planning and operations.

10.7.1 Continue to participate in the WDNR's Legacy Green Tier program. ~~Convene a task force comprised of City officials, citizens, and business leaders to recommend a sustainability framework and to prepare a sustainability action plan for Appleton.~~

10.8 OBJECTIVE: Develop and extend a system of local residential streets that are highly interconnected, relatively narrow, and designed to meet the needs of pedestrians, bicyclists, motorists, public transit, and vehicles associated with periodic service providers.

10.8.1 Neighborhood streets and sidewalks should provide an interconnected transportation network that links neighborhoods, districts and corridors without forming barriers between them. Dead-end streets and cul-de-sacs should generally be avoided unless necessary to protect sensitive environmental features or address significant changes in topography.

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