

**RESOLUTION 2025-14
CITY OF APPLETON**

SUPPORT OF THE SHARED VISION FOR WEST COLLEGE AVENUE

WHEREAS, the City of Appleton was part of a coalition of local stakeholders – including the Town of Grand Chute, Outagamie County, and East Central Wisconsin Regional Planning Commission to undertake a planning process to reimagine West College Avenue (STH 125), known as A NEW Avenue. The corridor is approximately a 2.5-mile segment between Mall Drive and Richmond Street (STH 47); and

WHEREAS, the planning process was rooted in community engagement and informed by analysis of economic, demographic, land use, and transportation data. The vision document outlines a strategic framework to guide future redevelopment and investment along the corridor; and

WHEREAS, the four main elements in the vision document are redevelop the transportation network to improve safety for all roadway users, build a distinct district identity to foster community pride and cohesion, integrate green spaces to promote quality of life and environmental stewardship, transform underutilized areas to unlock long-term economic potential; and

WHEREAS, *A NEW Avenue* vision is aligned with the guiding principles, goals, and recommendations of the Comprehensive Plan 2010-2030. The vision aligns with objective 10.5 of the Comprehensive Plan, support the continued redevelopment and revitalization of land uses adjacent to Appleton’s key transportation corridors and downtown.

WHEREAS, the City of Appleton, Town of Grand Chute, and Outagamie County seek support of their respective elected officials in endorsing this shared vision for the future of West College Avenue.

NOW, THEREFORE, BE IT RESOLVED, that the City of Appleton supports the shared vision for West College Avenue.

Dated this _____ day of _____, 2025.

Jacob A. Woodford, Mayor

ATTEST:

Amy Molitor, City Clerk