

Square (left), with City Center Plaza taking on a public market character through targeted renovations.



Figure 41 Perspective from site of current Appleton Public Library looking south toward back side of City Center Plaza

6. Zuelke Building

The historic Zuelke building, completed in 1931, provides commercial office and retail space. At 12 stories, it provides exceptional views of the surrounding City and landscape. Its location in the heart of downtown Appleton is desirable from a residential standpoint. This conceptual plan envisions converting the upper floors of the building into residential uses, however it is recognized that several developers have completed due diligence on renovating the building to residential and have discovered significant cost and construction challenges. Therefore, converting the building to residential may require some degree of public investment and the use of Historic Tax Credits in order to be financially viable.

7. Soldier's Square/YMCA Parking Ramp

A mixed use concept would replace a portion of the YMCA parking ramp site with a public plaza, while preserving a portion of the site for a development which might include a mix of parking, office, and commercial uses. The concept illustrated in the perspective drawing below would allow for a combination of flexible outdoor pedestrian zones. Features of the proposed mixed use development could include:

- 4 story mixed use building could include a mix of residential, office, commercial, or parking uses
- Possible arcade with retail shops on ground floor
- Rooftop seating
- Green roof

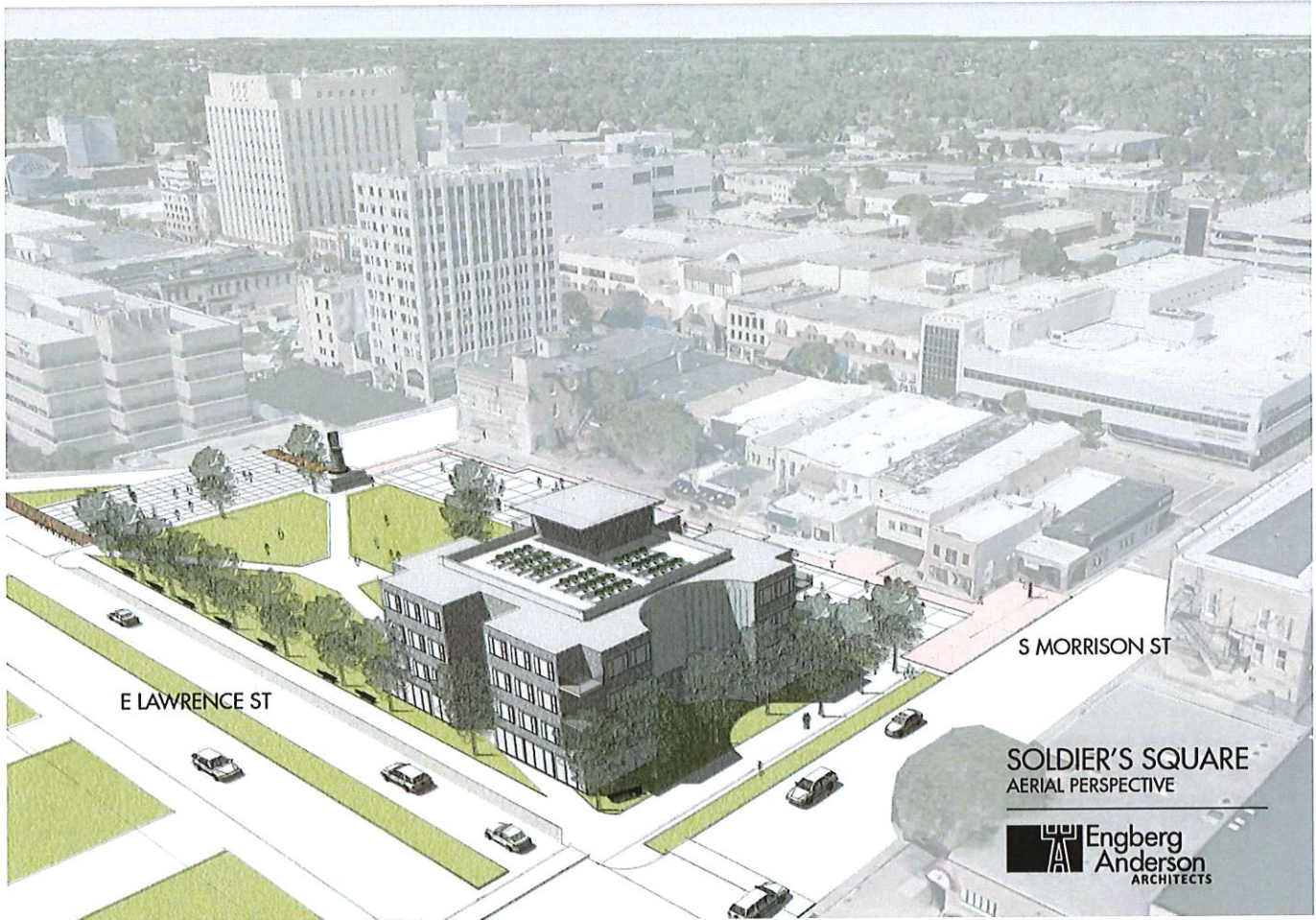


Figure 42 Soldier's Square/YMCA Parking Lot Perspective

The Soldier's Square concept would be designed in a flexible manner to accommodate a mix of daily, weekly, seasonal, and special event uses. For example, the use of retractable bollards at both entrances to S. Oneida Street and Soldier's Square would allow for multiple configurations of pedestrian-only space two of which are described below.



Figure 43 Perspective looking west down Soldier's Square toward Zuelke Building

- A two square block pedestrian zone between College Avenue and E. Lawrence Street, bounded by Appleton Street to the west and Morrison Street to the east. Such a configuration, which would include Houdini Plaza, could support larger downtown events such as the farmer's market, music festivals, art festivals, and night markets.

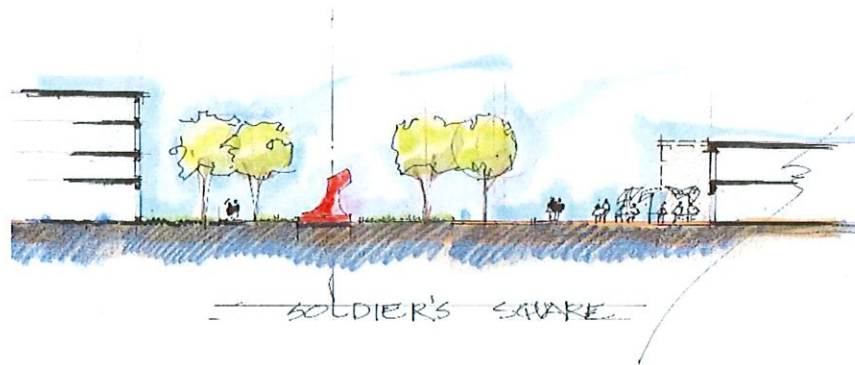


Figure 45 Cross section view of Soldier's Square with conversion of portion of YMCA ramp into park plaza featuring public sculpture

- Two pedestrian zones separated by S. Oneida Street which would remain open to traffic. Such a configuration would support two distinct events or programs, if heavy foot traffic between both locations was not a concern.



Figure 44 Retractable bollards and textured concrete help define temporary pedestrian zones