MEMORANDUM

"…meeting community needs…enhancing quality of life."

TO: Appleton Redevelopment Authority (ARA)

FROM: Karen Harkness, Director of Community & Economic Development

DATE: April 14, 2021

RE: High Level Overview of RFP to Create a College Ave. North Neighborhood Plan

The City of Appleton plans to issue a Request for Proposals (RFP) in early summer to build upon the vision and goals of the City's Comprehensive Plan, identify and respond to current conditions and issues, provide an analysis, redevelopment alternatives, implementation plans and strategies to deliberately shape and stimulate design and development north of College Avenue.

This area north of College Avenue includes the Appleton Public Library, Transit Center (the central hub of a regional transit system serving a 117 square-mile area with over 200,000 residents), churches, residential, commercial and privately owned surface parking, as well as a parking structure owned by the City. Two Tax Incremental Financing Districts (TIF 3 & 11) are already established in this area. Additionally, much of the area located north of College Avenue is located in an Opportunity Zone. Strategic and ongoing investment in Downtown remains a top priority for the City, as does invigorating public and private investment.

The process will be interactive and engage in a highly collaborative approach to create a *College Avenue North Neighborhood Plan* (herein after "the Plan") which would provide a framework for future development that facilitates greater connectivity between the City, adjacent neighborhoods, existing businesses, and not-for-profits while recognizing the influences between buildings, social settings and the surrounding environment.

The goal of this Plan is to complement and build from the previous work completed in identifying a vision for the Downtown. The Plan will also help guide private development, public investment and improvements for the next 5 to 10 years in accordance with identified vision, goals and prioritize competing goals.