



# CITY OF APPLETON

## MEMORANDUM

**Date:** September 24, 2025  
**To:** Plan Commission  
**From:** Lindsey Smith, Principal Planner  
**Subject:** Resolution of Support - A NEW Avenue Vision Document

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### Background & Analysis:

The City of Appleton, Town of Grand Chute, and Outagamie County partnered with the East Central Wisconsin Regional Planning Commission and several other stakeholders to develop *A NEW Avenue* – a shared vision for the West College Avenue corridor (STH 125) between Mall Drive and Richmond Street. In the second half of 2023, the coalition received a \$130,000 grant from Smart Growth America to support this effort. Last July, the Plan Commission was briefed on the project's framework based on scope developed by the coalition. Over the past year, a vision document was drafted incorporating feedback through community engagement and data analysis.

The vision document sets a framework for redevelopment and investment, centered on:

- Redeveloping the transportation network for safety and multimodal access
- Building a distinct district identity to foster community pride
- Integrating green spaces to enhance livability and sustainability
- Transforming underutilized areas to unlock long-term economic potential

This vision aligns with adopted comprehensive plans and positions the corridor for future funding and implementation.

**Next Steps:** Continued coordination with WisDOT and determining funding sources and jurisdictional responsibilities prior to moving into designing and engineering phases.

**Staff Recommendation:** Staff recommends approval of the resolutions of support of the A NEW Avenue Vision Document.