Plan Appleton

EXISTING CONDITIONS REPORT

Finalized August 19, 2025

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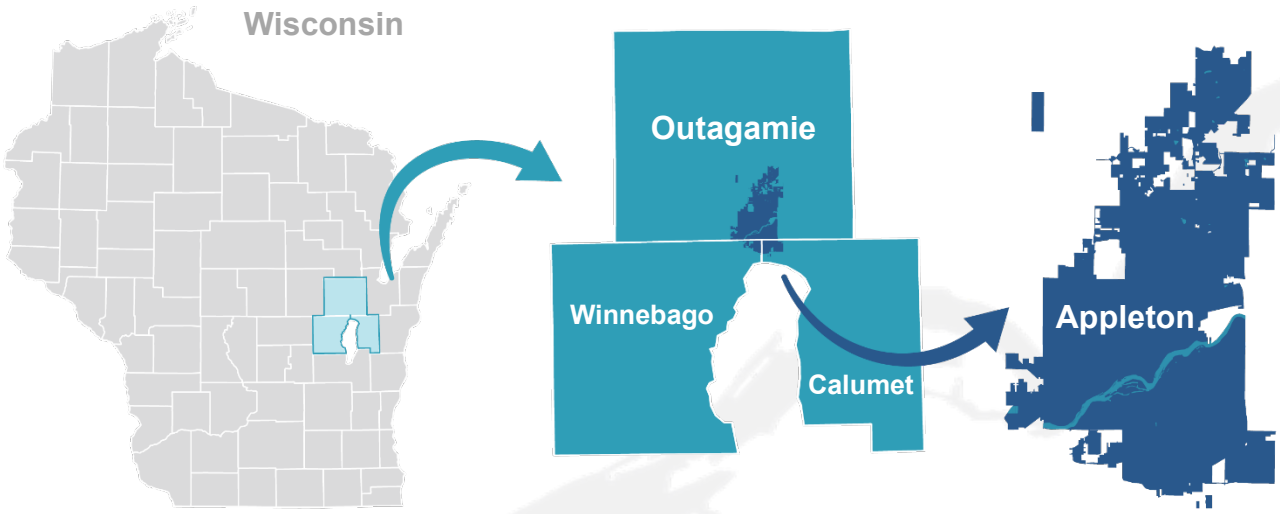
Introduction

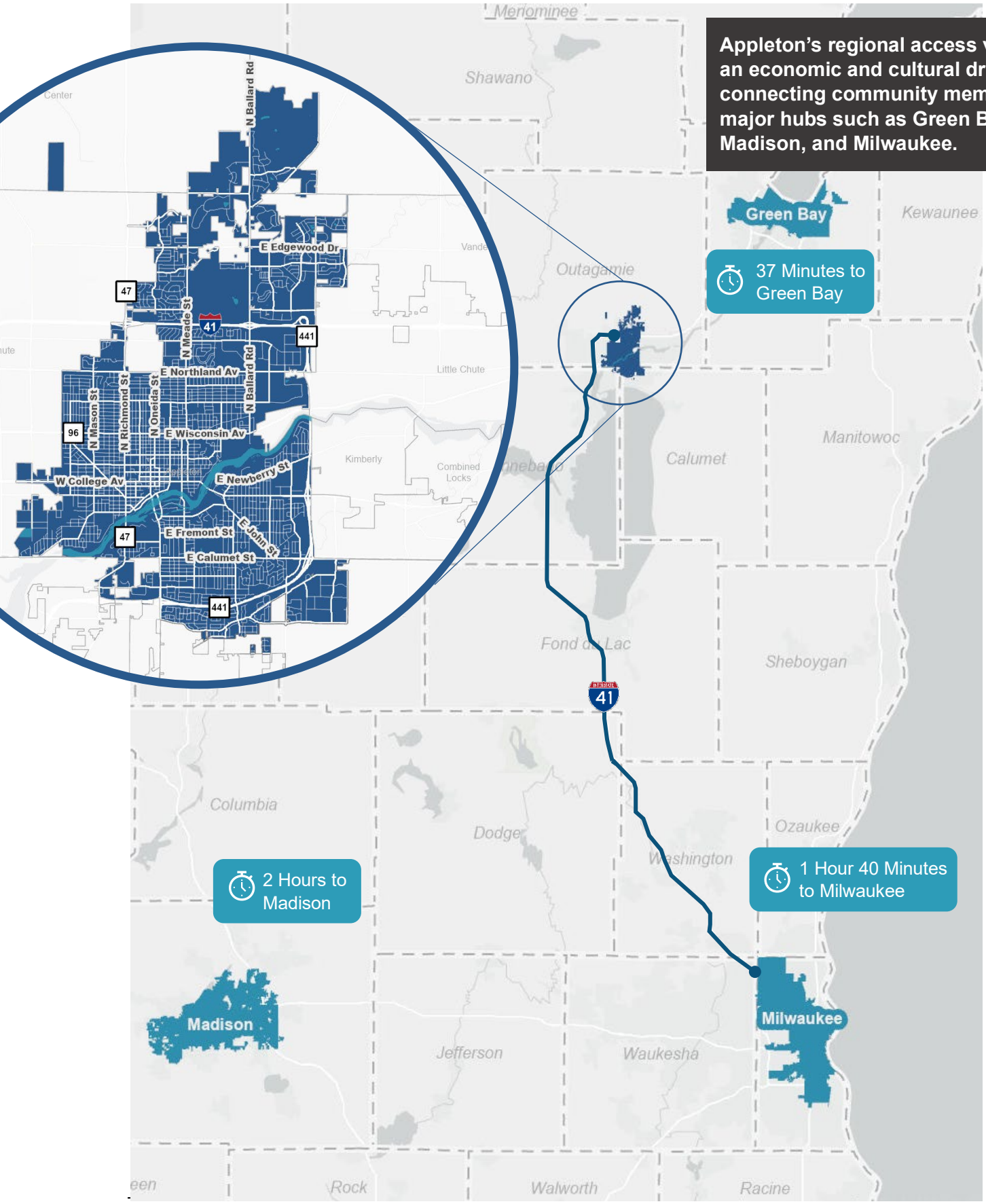
The City of Appleton's Comprehensive Plan establishes a vision for future land use, physical development, and quality of life, and provides a comprehensive set of goals, policies, and initiatives to achieve that vision. It is a coordinated and unified plan used to maintain and enhance conditions within the community and provide guidance on private and public development efforts.

The Comprehensive Plan addresses the entire geographic area of Appleton and its extraterritorial planning jurisdiction. It is a long-range plan, addressing present needs while also looking beyond the perspective of long-term opportunities within the City. To truly understand where Appleton can go, it must understand where it stands today. Data and research are organized into seven major categories.

1. **Demographics**
2. **Land Use**
3. **Housing**
4. **Transportation**
5. **Utilities and Community Facilities**
6. **Agricultural, Natural, and Cultural Resources**
7. **Economy**

Appleton covers around 24 square miles of land area. Located on the east side of Wisconsin, it is situated in three counties and is traversed by the Fox River, which played a pivotal role in the history of the area.




Appleton's regional access via I-41 is an economic and cultural driver, connecting community members to major hubs such as Green Bay, Madison, and Milwaukee.
Menominee
Shawano
Center
Green Bay
Kewaunee
37 Minutes to Green Bay
Outagamie
Little Chute
Kimberly
Combined Locks
Calumet
Manitowoc
Fond du Lac
Sheboygan
Columbia
Dodge
Washington
Ozaukee
2 Hours to Madison
1 Hour 40 Minutes to Milwaukee
Madison
Milwaukee
Jefferson
Waukesha
Rock
Walworth
Racine
N Ballard Rd
E Edgewood Dr
47
N Meade St
41
441
E Northland Av
N Mason St
N Richmond St
N Oneida St
N Ballard Rd
96
E Wisconsin Av
W College Av
E Newberry St
E Fremont St
E John St
E Calumet St
47
441
INTERSTATE
41

01. Demographics

This section covers the Issues and Opportunities element of the Wisconsin Comprehensive Planning Law (s. 66.1001 2a, Wis. Stats.)

01.I. Population

In 2023, Appleton stood at 74,873 people, making it the sixth largest municipality in Wisconsin. The City of Appleton's population has steadily increased throughout recent decades, and continued growth is projected to continue through 2035.

In 2023, Appleton stood at

74,873

people. [i]

Appleton is projected grow by

5,000 people

by 2040. This will impact households, job needs, school sizes, and more.[ii]

Appleton's population grew 7.4% from 2000 to 2020 and is projected to

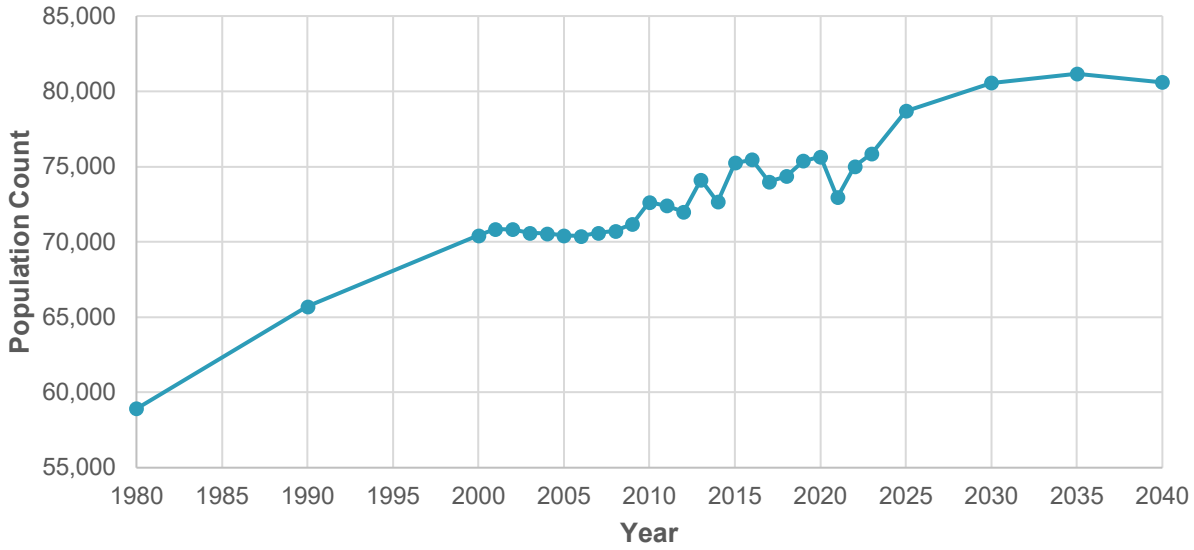
increase 6.6%

from 2020 to 2040.[iii]

Appleton is projected to remain the

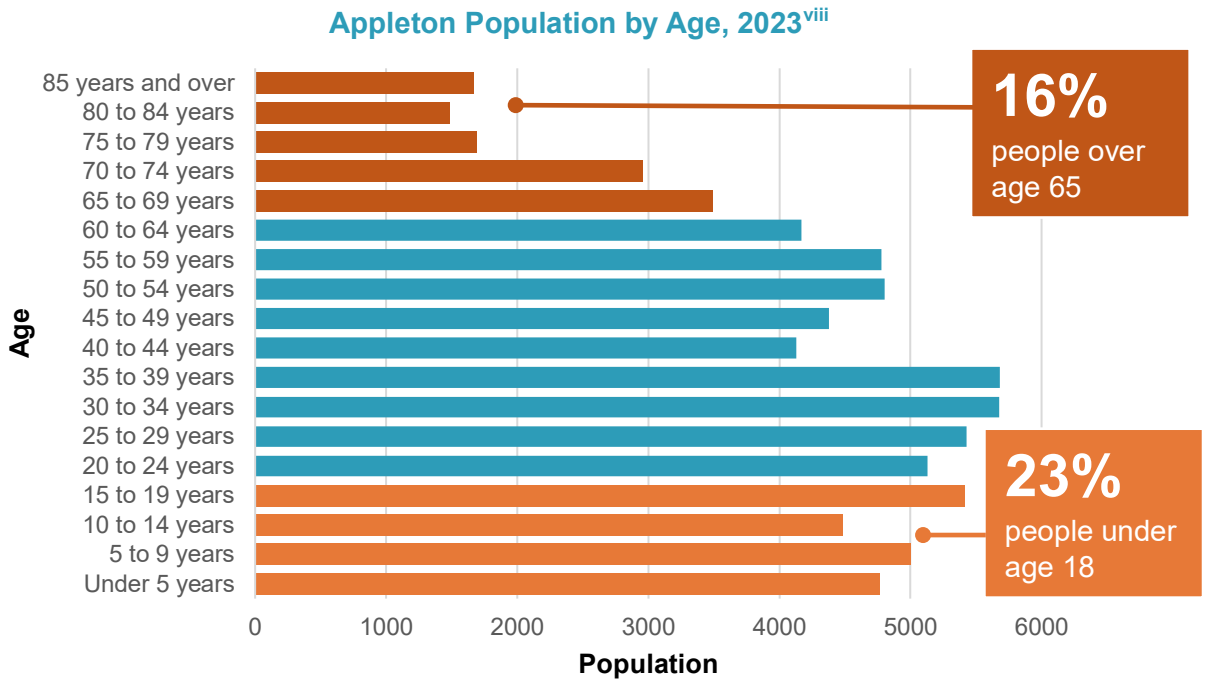
6th largest municipality in Wisconsin through 2040.[iv]

Appleton Population Over Time[v]

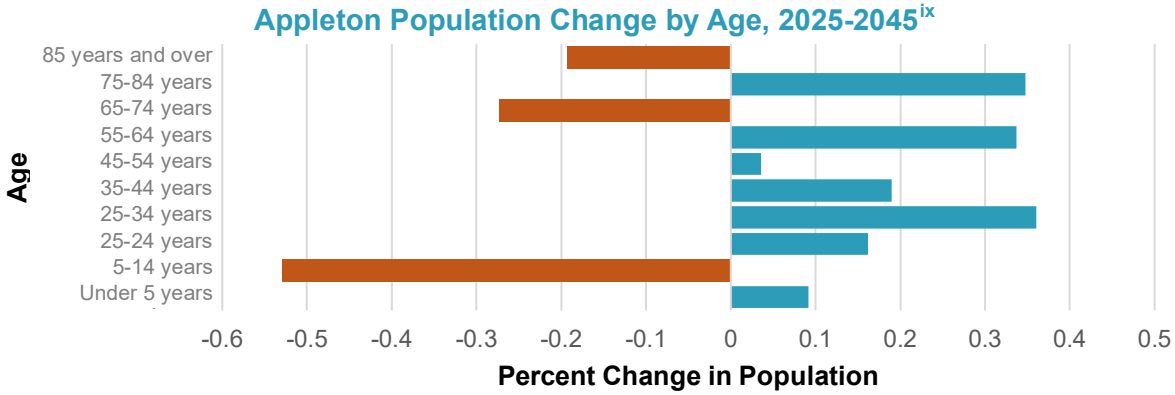


01.II. Age

Appleton is home to people across generations. In 2023, 23% of people were under the age of 18 and 16% of people were over the age of 65.[vi] With a median age of 40 in 2023, the City of Appleton is on par with the state of Wisconsin who also had a median age of 40 at that time.[vii]



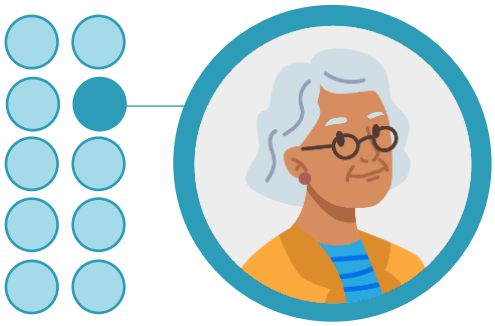
The 2025 Housing Assessment analyzed how the population by age group in Appleton was likely to change from 2025 to 2045. This assessment found that locally, The Assessment found that populations aged 5-14 would likely experience the most decline. While this is on par with the decreasing family sizes seen nationally over the past few decades, it is important to understand that this could lead to a decrease in student enrollment come 2045. It also found that the senior population, specifically age groups 65-74 and over 85 will likely decrease. Meanwhile, the populations ages 25-34, 55-64, and 75-84 would experience the most growth.



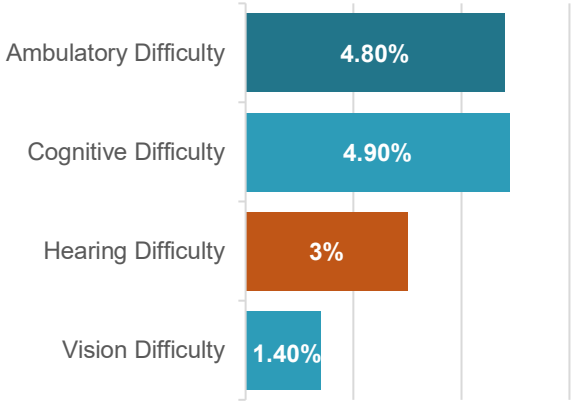
01.III. Ability

Understanding the population with disabilities in Appleton provides key information about the services and accessibility needs required to ensure all can have a high quality of life in the City of Appleton. For example, those with ambulatory difficulties would benefit from more accessible design of parks, paths, or even retrofitting housing with ramps and other elements to make it easier to navigate.

Appleton is home to people with a variety of abilities and needs. In 2023, 11.3% of the population had a disability. **That means almost 1 in 10 people in Appleton had some form of disability.** [x]



Disability Population as a Percentage of Total Population in Appleton, 2023[xi]



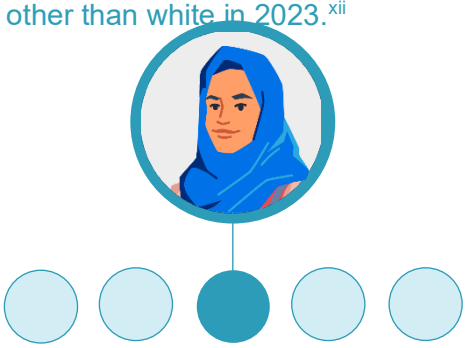
01.IV. Race and Diversity

Appleton remains a predominantly white community, but has seen growth in diversity over the past few decades. In the 1980's, 1.75% of individuals in the City of Appleton identified as a race other than white. By the year 2000, that number had grown to 8.7%. In 2023, the number had risen to 19%.

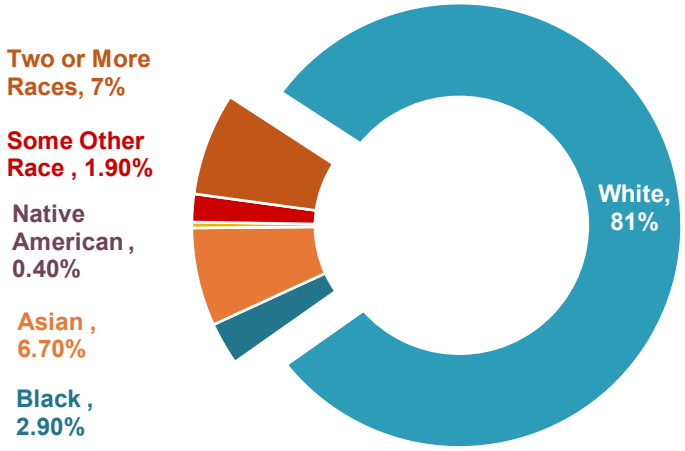
When looking at race and ethnicity data, it is important to note that these broad demographic categories represent how people self-identify and categories change over time, but they do not fully capture the ***rich cultural heritage, diverse ethnic backgrounds, and unique communities*** that make up Appleton's vibrant social fabric. Each category includes many distinct cultural traditions, languages, and histories that contribute to the City of Appleton's identity.

Almost 1 in 5

people in Appleton were a race other than white in 2023.[xii]



Appleton Population by Race, 2023[xiii]



Appleton's **Hispanic and Latino** community represented

7%

of residents in 2023.[xiv]

9% of residents

ages 18 and over spoke a language other than English in 2023.[xv]

Members of the Hmong community continue to play an important role in Wisconsin's communities.

The Hmong community made up 4.5% of Appleton's population in 2020.

There were 3,432 Hmong community members in Appleton in 2020, a rise from the 2,428 Hmong

community members in 2010.[xvi]

02. Housing

This section covers the Housing element of the Wisconsin Comprehensive Planning Law (s. 66.1001 2b, Wis. Stats.) The Housing section aligns with several local, regional, and state plans.

- Housing Development Policy Guide
- Housing Affordability Report
- College North Neighborhood Plan
- Fox Cities and Greater Outagamie County Regional Housing Strategy

02.I. Households

In 2023, Appleton had 30,860 households.[xvii] Of those households, there were several key trends to consider when thinking of the diverse housing needs of Appleton residents.[xviii]

60%
of households were **families**.

23%
of households had one or more people **under 18 years old** living there.

16%
of households had one or more people **over 65 years old** living there.

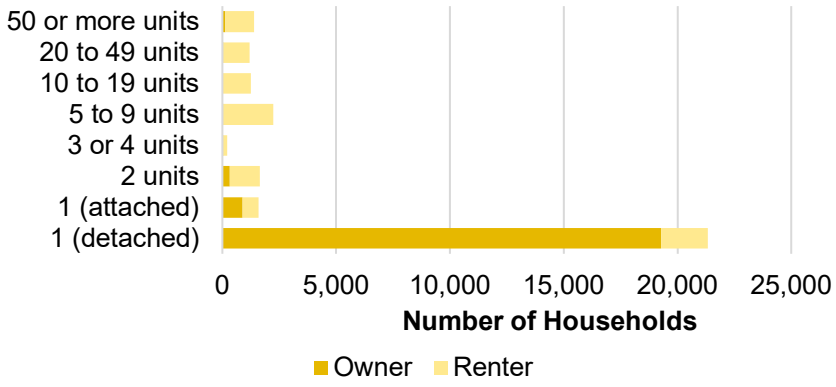
30%
of households were **people living alone** (11.9% male + 18.3% female).

12%
of households were **seniors living alone** (8.0% female + 3.9% male).

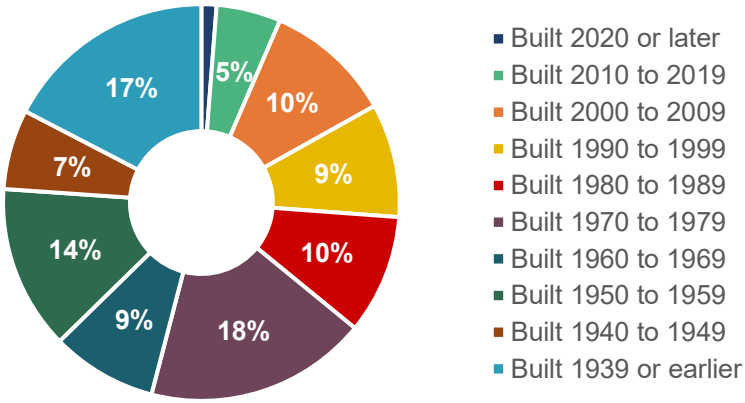
02.II. Housing Units

In 2023, 67% of Appleton residents were homeowners while 33% of residents rented. The majority of these homes were **single unit detached residences**, although there are several other types of housing types seen in Appleton.

Housing Units by Type and Tenure, 2023[xix]



Households by Year Constructed, 2023[xx]



Almost **1 in 4 (24%) homes** were constructed before 1949.[xxi]

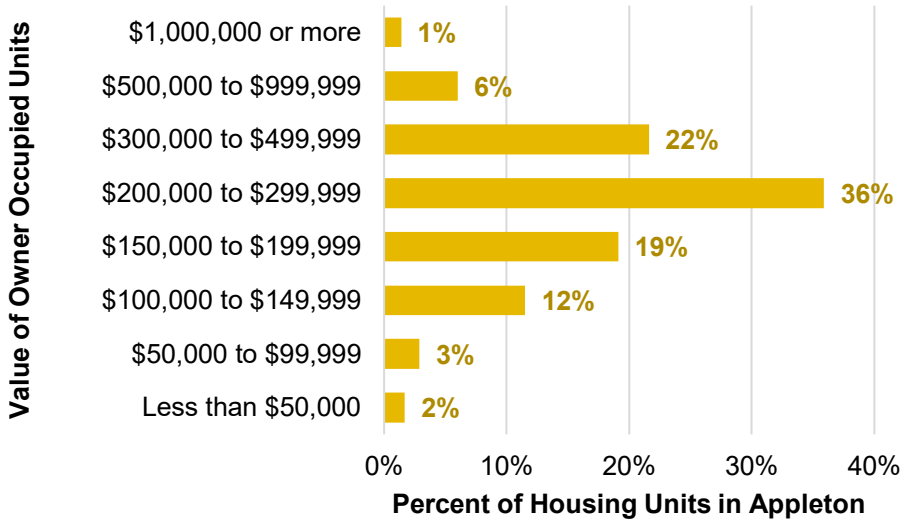
02.III. Income and Affordability

In 2023, about 1 in 3 rentals (35%) were unaffordable, meaning renters paid more than 30% of their gross income on housing costs. In comparison, around 1 in 10 ownership units (16%) were considered unaffordable. [xxii]

The chart below identifies most owner occupied households have incomes over $100,000, while most renter households have incomes between $50,00 and $75,000.[xxiii]

Households by Tenure and Household Income, 2023[xxiv]

Home Value, 2023[xxv]



The median home in Appleton was worth **$237,300** in 2023.[xxvi]

02.IV. Future Housing Needs

With the population change in the region, it is forecasted that Appleton would need to see the development of around

180 owner units and **160 rental units annually over the next 20 years.**[xxvii]

This would mean a total of 6,800 new units, each with their own styles and costs. The chart below shows a possible distribution of those housing units across housing types and costs to fit a range of lifestyles.

Learn more about housing trends, forecasts, and needs in the 2025 Appleton Housing Assessment.

Housing Demand 2025-2045[xxviii]

Category of Housing	Units Needed
Low-Cost Housing (up to 50% Area Median Income)	**1,176**
Subsidized units with rents up to $250/month	290
Attached ownership homes for sale up to $66,000 (townhomes, condos, etc.)	623
Apartments with rents between $475-550/month	263
Medium-Cost Housing (Between 50-60% Area Median Income)	**882**
Duplexes, triplexes and fourplexes with rents between $900-1,200/month	200
Apartments with rents between $1,200-1,400/month	215
Ownership for sale between $90,000-$110,000	467
Moderate- Cost housing (80-100% Area Median Income)	**1,455**
Townhomes with rents between $1,300-$1,500/month	685
Attached and detached homes for sale between $165,000-$200,000	770
High-Cost housing (Market Rate)	**1,645**
Attached and detached housing for sale between $200,000-$220,000	435
Detached homes for sale between $220,000-$240,000	435
Rental units with rents between $1,700-$1,900	387
Rental units with rents above $2,000	388
Highest Cost Housing (120% Area Median Income and above)	**1,642**
Townhomes and attached homes for sale around $300,000	435
Detached homes for sale above $500,000	435
Rental Homes available for rent at $2,700	386
Rental homes for rent at $4,400	386
All Housing Units	**6,800**

03. Transportation

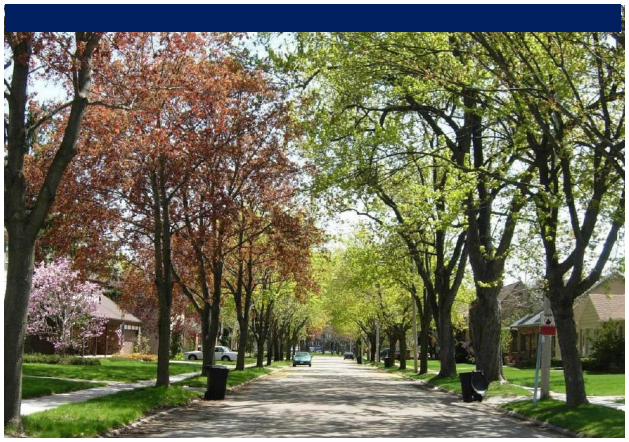
This section covers the Transportation element of the Wisconsin Comprehensive Planning Law (s. 66.1001 2c, Wis. Stats.) The Transportation section aligns with several local, regional, and state plans.

- Complete Streets Design Guide
- College North Neighborhood Plan
- Downtown Streetscape Design Guide
- Downtown Appleton Mobility Plan
- On-Street Bike Lane Plan
- Appleton Transportation Management Area: Long Range Transportation
- City of Appleton Valley Transit Development Plan
- Fox Cities Transportation Improvement Plan
- Appleton TMA and Oshkosh MPO Bicycle and Pedestrian Plan
- Appleton MPO Comprehensive Safety Action Plan
- Wisconsin Long-Range Multimodal Transportation
- Wisconsin Rail Plan 2050
- Wisconsin State Freight Plan
- Wisconsin Active Transportation Plan 2050

04.I. Roads

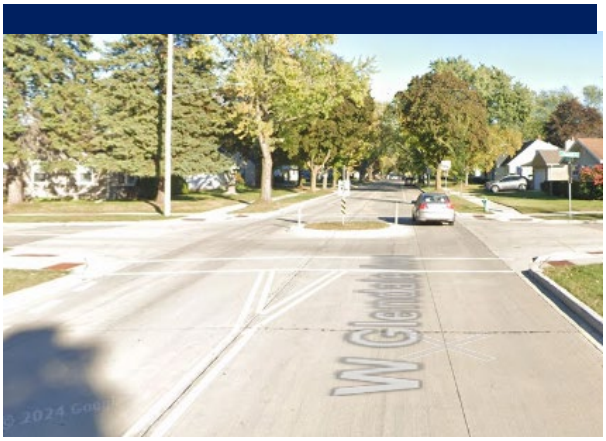
Roads by Functional Classification

Wisconsin separates roads into different functional classifications. The larger functional classes like freeways prioritize flow of traffic and see higher amounts of traffic than local roads which prioritize land access and comfort for all road users.



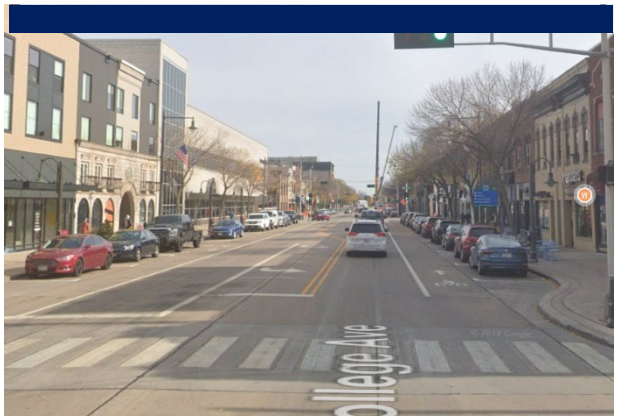
Local

Local roadways feature lower speed limits and a greater frequency of stop sign-controlled intersections. The primary role of local roadways is to provide direct access to homes and businesses throughout the community.



Collector

Collectors are low to moderate capacity roadways that connect local roadways and arterials. These roadways vary greatly between different contexts and typically feature moderate speed limits, multiple travel lanes, and relatively high-volumes of transit and bike traffic.

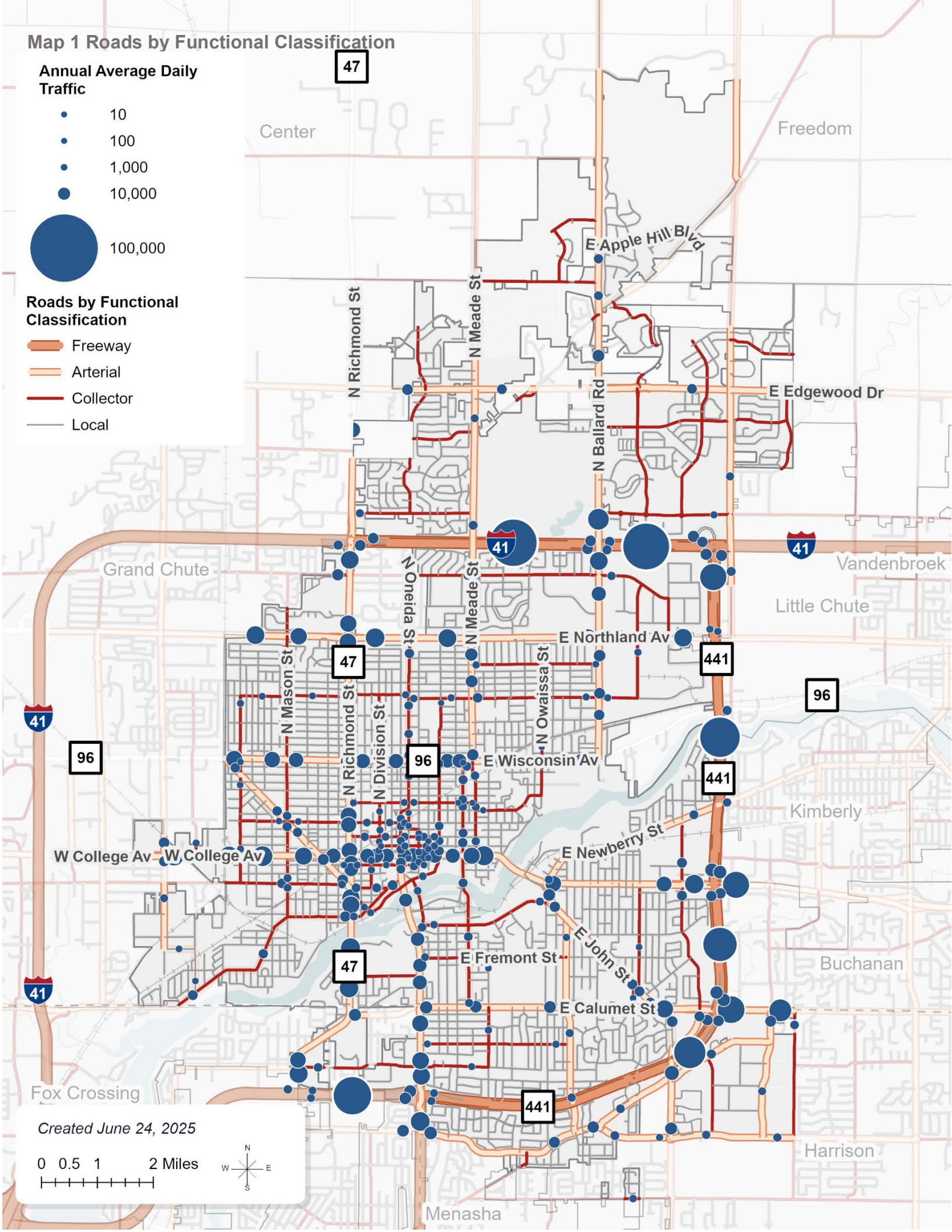


Arterial

Arterials feature some of the greatest vehicular speed limits, traffic volumes, and number of lanes. These roadways provide long-distance and uninterrupted travel. Arterial roadways frequently extend beyond Appleton and into other jurisdictions.

Freeway

Freeways have the greatest vehicular speed limits, traffic volumes, and number of lanes. These roadways provide long-distance and uninterrupted travel and are part of the interstate system.


Map 1 Roads by Functional Classification
Annual Average Daily Traffic
10
100
1,000
10,000
100,000
Roads by Functional Classification
Freeway
Arterial
Collector
Local
Center
Freedom
Grand Chute
Vandenbroek
Little Chute
Kimberly
Buchanan
Harrison
Fox Crossing
Menasha
E Apple Hill Blvd
N Richmond St
N Meade St
N Ballard Rd
E Edgewood Dr
N Oneida St
E Northland Av
N Mason St
N Division St
N Owaissa St
E Wisconsin Av
W College Av
E Newberry St
E Fremont St
E John St
E Calumet St
47
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Created June 24, 2025
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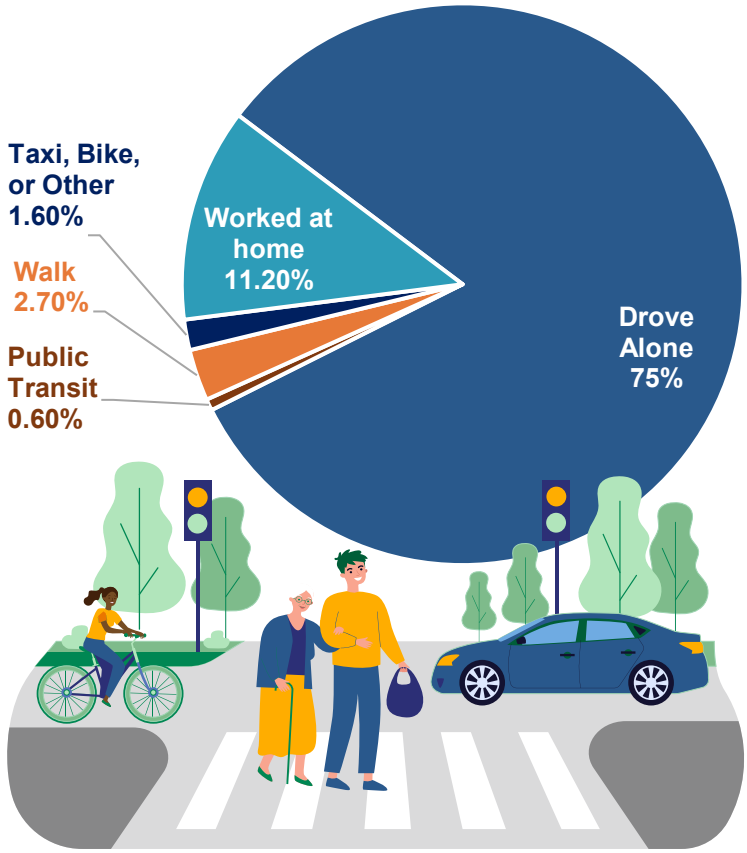
S

04.II. Commuter Trends

Appleton Commute to Work by Type, 2023[xxix]



Commuting is a major part of people's daily lives in Appleton.

40% of Appleton households had one or fewer vehicles on average in 2023[xxx].

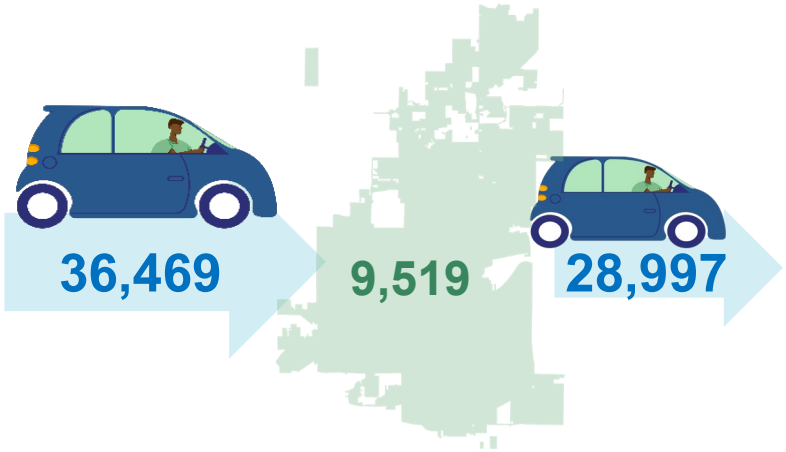
This is likely in large part because around 30% of households that year were people living alone. [xxxi] However, this contributes to the City of Appleton's greenhouse gas emissions. Having multiple methods of commuting to work could go a long way in decreasing emissions.

36K
people commuted into Appleton daily for work

10K
people lived and worked in Appleton

29K
residents commuted out of Appleton for work

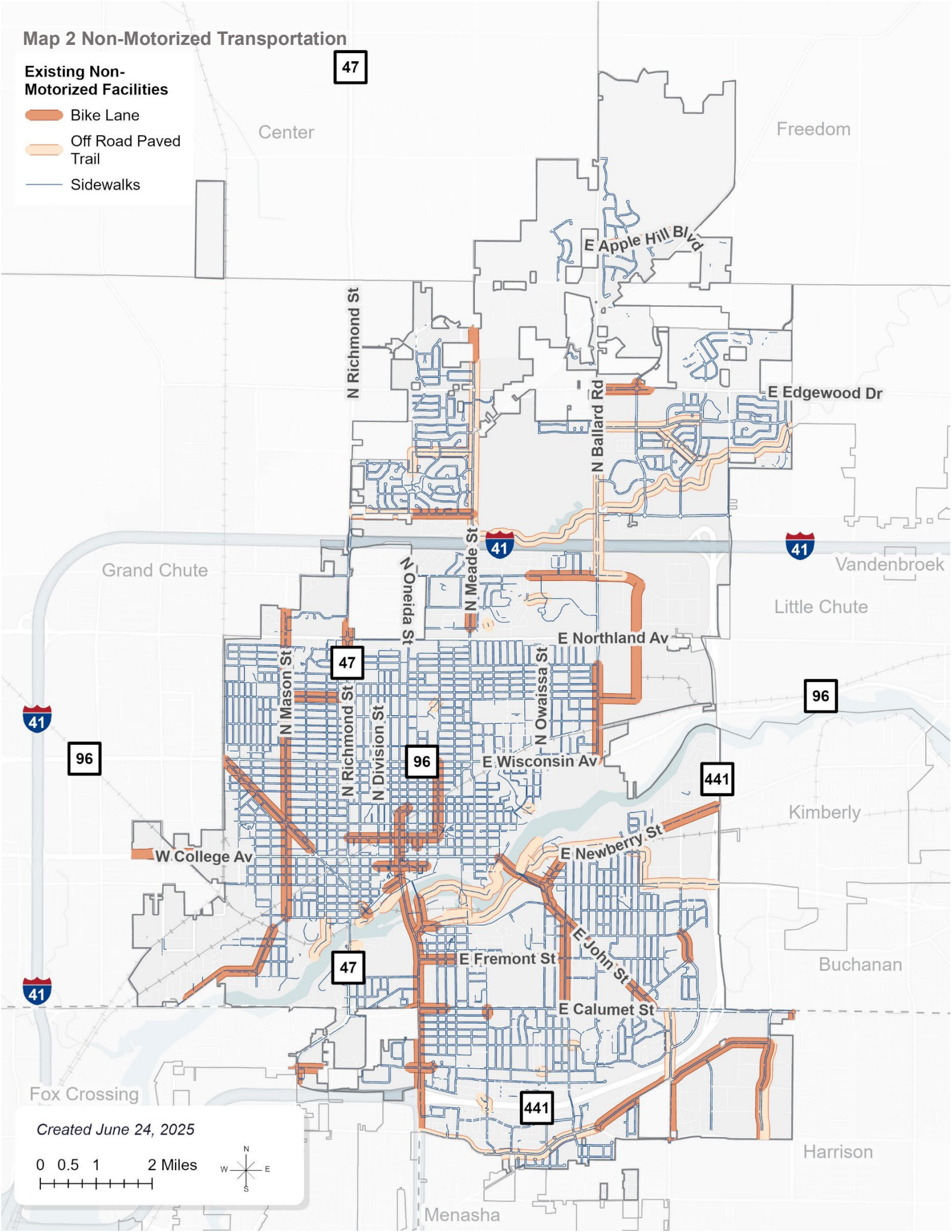
Inflow/Outflow, 2021[xxxii]



04.III. Non-Motorized Transportation

Both on a national and local scale, there is an increasing interest in making walking and biking a viable form of transportation within a community. This is reflected in current theories of land use, through new standards for urban design, and by facilities that make walking and biking a more desirable choice. Appleton has taken several steps to achieve this.

- Appleton has approved and now implements a Complete Streets Policy to ensure multimodal transportation opportunities are provided.
- Appleton has developed a pedestrian-friendly network of sidewalks and paths through most of its neighborhoods.
- Appleton does designate some roads as on-street bicycle routes and except for a portion of College Avenue, bicycles may be used on sidewalks throughout the City of Appleton.
- Bicycling is supported by the Valley Transit System, which has equipped its buses with bicycle racks.
- All of Appleton's bike lanes are on both sides of the street.
- The City of Appleton has provided bicycle racks in downtown and at some public facilities.
- The zoning code requires new developments besides 1- and 2-family to provide bicycle parking. Sec. 23-172(l).


Map 2 Non-Motorized Transportation
Existing Non-Motorized Facilities
Bike Lane
Off Road Paved Trail
Sidewalks
Center
Freedom
Grand Chute
Vandenbroek
Little Chute
Kimberly
Buchanan
Fox Crossing
Harrison
Menasha
E Apple Hill Blvd
N Richmond St
N Ballard Rd
E Edgewood Dr
N Meade St
N Oneida St
E Northland Av
N Mason St
N Richmond St
N Division St
N Owaissa St
E Wisconsin Av
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Created June 24, 2025
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04.IV. Transit

Local Bus Service

Valley Transit, serving Appleton and the broader Fox Cities Region, has seen a continuous increase in ridership post-Covid pandemic, going from 658,283 riders in 2021[xxxiii] to 777,302 riders in 2023.[xxxiv] Over half of Valley Transit's trips were employment related in 2023. While Valley Transit had to reduce frequency and hours post-Covid from reduced staff, it does have VT Connector which provides micro-transit service for evenings and weekends when fixed routes are not operating. This also expands their reach to some of the more suburban areas to the north, which lack the density and ridership levels needed to support a fixed-route bus line.

Valley Transit

Valley Transit refers to the system of buses located along fixed routes that connect Appleton residents across the City of Appleton and to surrounding areas. All of Valley Transit's buses are ADA accessible to aid passengers in wheelchairs or who otherwise may have difficulty boarding the bus.

VT Connector

VT Connector is a fleet of smaller vans and vehicles that provide on-demand, flexible public transit use in the Fox Cities. This is a useful tool for areas or times when there is lower ridership, which would make typical bus transit too costly to run.

Valley Transit II

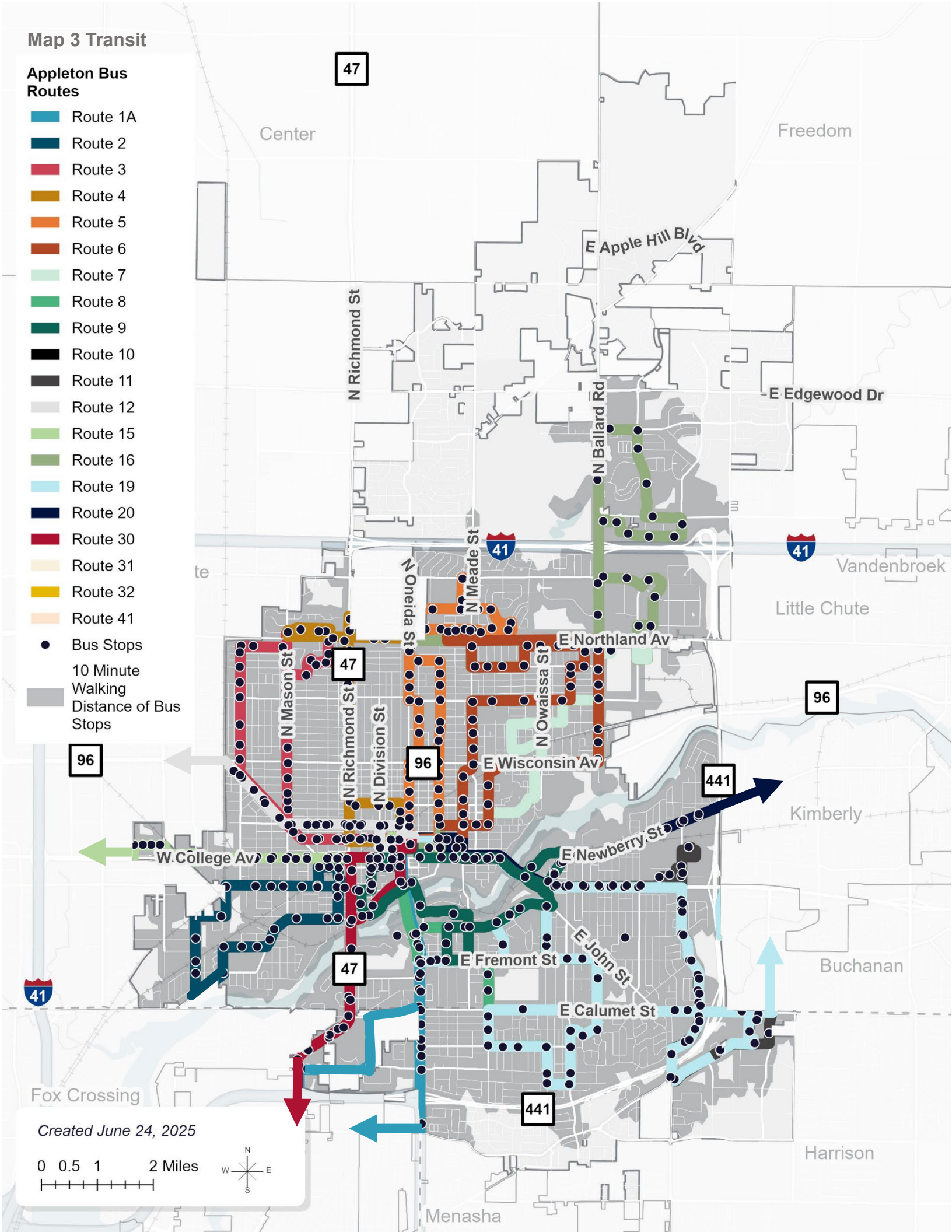
Valley Transit II meets the requirements of the Americans with Disabilities Act (ADA). This service is provided under contract with private companies. Valley Transit II operates within ¾ mile of the fixed routes and during the same hours as the fixed route operations, but does not provide same day or unscheduled service. Service origin to destination. Reservations must be made a day in advance.

Downtown Trolley

Valley Transit operates a free trolley in the downtown area from June through September, in partnership with Appleton Downtown, Inc. The trolley makes 16 scheduled stops in the downtown and along the river, and completes a full loop of its route every 30 minutes. Service is provided on Thursday and Friday evenings and most of the day on Saturday

Intercity Bus Service

Lamers, Megabus, Flixbus, and Amtrak Thruway service provide regional and interstate travel options from Valley Transit Transportation Center in downtown Appleton. Daily route service is available to Madison, Downtown Milwaukee, Mitchell Field, Detroit, and Green Bay. This service runs 7-days a week, and 365-days a year. Amtrak Thruway bus service connects with train service in Downtown Milwaukee and Mitchell Field provides additional connections to cities throughout the United States and Canada.

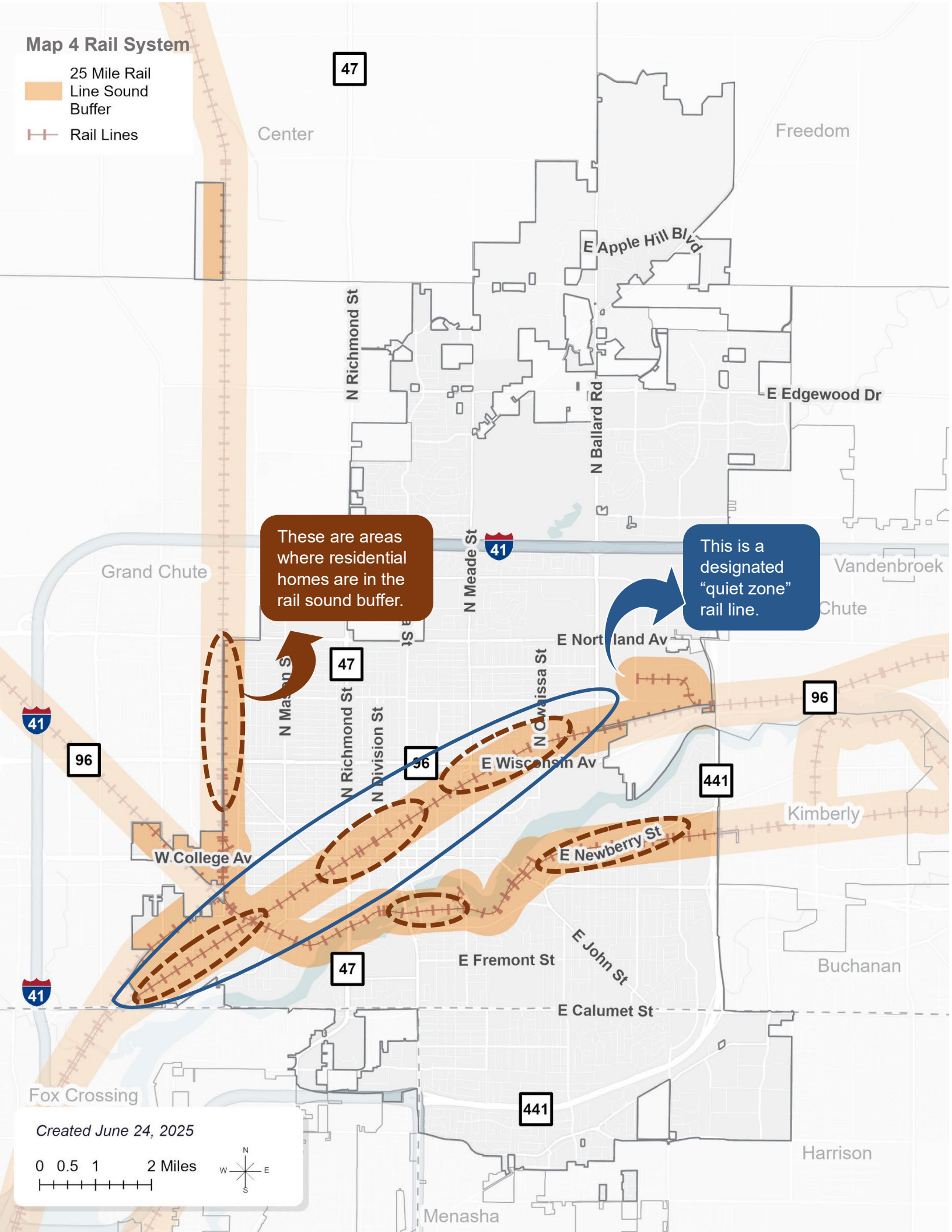

Map 3 Transit
Appleton Bus Routes
Route 1A
Route 2
Route 3
Route 4
Route 5
Route 6
Route 7
Route 8
Route 9
Route 10
Route 11
Route 12
Route 15
Route 16
Route 19
Route 20
Route 30
Route 31
Route 32
Route 41
Bus Stops
10 Minute Walking Distance of Bus Stops
Created June 24, 2025
0 0.5 1 2 Miles
N
W
E
S
Center
Freedom
Vandenbroek
Little Chute
Kimberly
Buchanan
Harrison
Menasha
Fox Crossing
E Apple Hill Blvd
E Edgewood Dr
E Northland Av
E Wisconsin Av
E Newberry St
E Fremont St
E John St
E Calumet St
W College Av
N Richmond St
N Mason St
N Division St
N Oneida St
N Meade St
N Owaissa St
N Ballard Rd
47
96
441
41

04.V. Rail System

Up to 30 trains per day are estimated to travel over the mainline tracks in Appleton. This high volume of rail traffic can cause delays when trains block streets and may pose safety concerns associated with accidents between trains and vehicles. There are a total of 82 at-grade railroad crossings in the City of Appleton, including 20 private crossings (usually spurs on industrial properties), 7 pedestrian crossings, and 53 public street crossings. There are an additional 16 locations within the community where the railroad passes over or under a public street at a grade-separated crossing.

The US Freight Rail Administration (FRA) requires trains to sound their horns when approaching non-gated at-grade railroad crossings. This sometimes results in noise complaints from nearby residents. The FRA does have a procedure for designation of quiet zones. To be designated as a quiet zone, the local community must often construct improvements such as gate-controlled crossings, road closures, or grade-separated crossings. The City of Appleton has made upgrades to the "main line" to be considered a quiet zone, limiting noise pollution throughout the community.

Previous planning efforts, including the College North Neighborhood Plan, have explored potential sites for a passenger rail station as part of broader regional transit initiatives between Milwaukee and Green Bay. Identifying four possible locations highlights the City of Appleton's proactive approach to integrating passenger rail into the neighborhood. This effort underscores the importance of thoughtful, strategic planning in enhancing connectivity, supporting transit-oriented development, and positioning Appleton as a key player in regional transportation networks.


Map 4 Rail System
25 Mile Rail Line Sound Buffer
Rail Lines
These are areas where residential homes are in the rail sound buffer.
This is a designated "quiet zone" rail line.
Center
Freedom
Grand Chute
Vandenbroek
Chute
Kimberly
Buchanan
Harrison
Fox Crossing
Menasha
E Apple Hill Blvd
N Richmond St
N Ballard Rd
E Edgewood Dr
N Meade St
E Northland Av
N Mason St
N Richmond St
N Division St
N Owaissa St
E Wisconsin Av
W College Av
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04. Utilities and Community Facilities

This section covers the Utilities and Community Facilities element of the Wisconsin Comprehensive Planning Law (s. 66.1001 2d, Wis. Stats.) The Utilities and Community Facilities section aligns with several local, regional, and state plans.

- Appleton's Zoning Ordinance (Section 23-66(h)(22)) on Telecommunications Infrastructure
- Appleton Facilities Master Plan 2010-2030
- Creating a Sustainable City
- Public Works Guide
- Wisconsin 2024 Clean Energy Plan

05.I. Water

Drinking Water

Responsibility for Appleton's water system is shared between

- the Department of Public Works which maintains the distribution system;
- the Department of Utilities which operates the water treatment plant and elevated storage tanks;

The water utility manages a water treatment plant serving about 100,000 residents in the City of Appleton, Village of Sherwood, and Town of Grand Chute, as well as a part of the Village of Harrison and the City of Menasha. Current peak water demand is 12 million gallons per day. Because of the difference in the 24 MG capacity and a peak flow of 12 MG, Appleton can pursue other wholesale water agreements. The water utility also maintains six storage facilities with a total capacity of about seven million gallons. From 2005 to 2021, the water treatment plant reduced energy consumption by 6.24 million kWh's (23.6%) annually totaling over 53.9 million kWh's.

The water distribution system is maintained to provide a pressure of 35-75 psi, and to provide a minimum flow of 3,200 gallons per minute for two hours for fire protection. Most parts of the service area meet these criteria. Some lower pressure areas exist, in part due to transmission problems created by crossings of the Fox River and localized, undersized, and dead-end water mains.

A water main was installed across the College Avenue Bridge and across the Fox River near Lutz Park to improve reliability of the overall system and improve pressure in the area southwest of the downtown. A valve vault was constructed in 2020 outside the lake station which serves as a connection point for a future lake station intake. Water main extension projects are multi-phased and ongoing based on development patterns, primarily to new development occurring to the north.

Appleton's water distribution system is more than 100 years old in some areas. This creates challenges with maintenance, particularly where mains may be undersized. The Department of Public Works estimates spending approximately $25 million by 2030 to improve the distribution system. Improvements are somewhat dictated by the ability to pay for street reconstruction in conjunction with repairs.

The City of Appleton aimed to remove all lead pipes from the public water system as part of the last plan and now has zero known public and zero private side lead laterals remaining. The City of Appleton also has zero known public side galvanized lead laterals. There are just over 900 known private side galvanized laterals remaining.

Wastewater

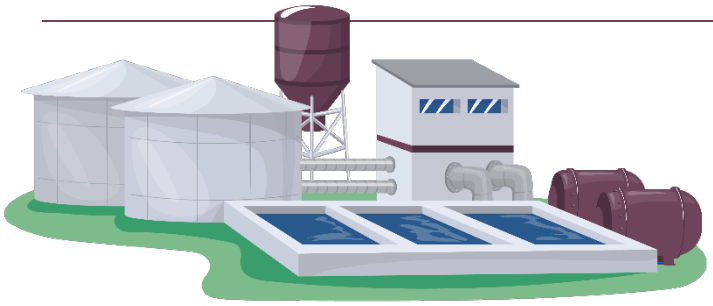
Responsibility for Appleton's wastewater system is shared between

- the Department of Public Works which maintains the collection system;
- the Department of Utilities which operates the wastewater treatment plant and lift stations.

About 74,000 people are served by the wastewater collection system. The wastewater treatment plant is designed for a hydraulic annual average influent flow of 15.5 million gallons per day (MGD) with a treatment capacity specific to the conventional pollutant types regulated by the Wisconsin Department of Natural Resources. Over the past three years, actual influent flow have averaged 12.8 MGD while the pollutant loading average reached up to 65% of plant design capacity based on current permit limits, indicating the plant can meet the needs of the service territory and accommodate continued growth. High intensity, short duration precipitation events can contribute to inflow and infiltration induced excursions when the designed hydraulic capacity of the treatment facility is exceeded.

The wastewater treatment plant is looking to further study the use of biogas produced by the anaerobic digesters. This biogas is composed of methane and carbon dioxide, with the digesters producing up to 700,000 cubic feet a day. Biogas is currently utilized in three biogas boilers for process heating and building heating for the Wastewater Treatment Plant. The first biogas boilers were installed in 2012, with a third installed in 2019. Seasonally, there is excess biogas that can be utilized in the future. To help with this, two Organic Rankine Cycle (ORC) generators were installed to produce electricity from heat recovery in the hydronic water system. The City also created the Hauled in Waste Program where specific companies are permitted to collect and transport a significant volume of waste, primarily from the Appleton Wastewater Treatment Plant. This allows the plant to generate revenue which reduces sewer user fees. From 2021 – 2024, the program generated an average of $2.7 million annually in revenue to the wastewater utility and increased biogas production.

Outagamie County was exploring expansion of the landfill's northwest area, but needed a solution for treating the additional leachate. The County and the City collaborated to determine whether the City's Wastewater Treatment Plant could handle the leachate and necessary improvements. The City's partnership helped facilitate approval for the landfill's expansion.



The City of Appleton wastewater treatment plant produces approximately **25,000 cubic yards (20,000 wet tons) of biosolids each year.**

Appleton's wastewater collection system is more than 75 years old in some areas. This creates challenges with inflow and infiltration into cracked and leaking pipes caused by heavy rainfall or snowmelt. The City is currently analyzing options to most cost-effectively reduce inflow and infiltration into the system. The City Department of Public Works and wastewater utility estimate spending approximately $22 million by 2030 to improve the collection system.

Planning is currently underway to extend sanitary sewer to Appleton's north side growth corridors. Growth in the northern part of the service territory will result in the need for additional lift stations and force mains. These create a continuing increase in maintenance and operational costs.

Stormwater

Stormwater runoff occurs when rain or snowmelt flows over the ground, picking up debris, chemicals, and other pollutants before entering our waterways. Effective stormwater management is crucial to:

- Protect water quality
- Reduce the risk of flooding
- Preserve natural habitats
- Maintain community health and safety

City owned and maintained stormwater facilities include 58 wet ponds, 16 dry ponds, 20 biofilters, 2 stormwater lift stations, and 16 other best management stormwater practices such as underground storage facilities, channels, and drainage swales located throughout the City. The City has adopted ordinances that require and regulate buildings in floodplains, construction site pollutant control, post-construction stormwater management, and illicit discharge detection and elimination.

Planning is currently underway to install practices to manage stormwater quantity and quality in Appleton's north side growth corridors. These growth areas require coordination of stormwater management with other utilities and transportation systems so that all systems function efficiently and effectively and meet regulatory goals. The additional practices in these areas will increase operation and maintenance costs.

In order to fund and manage these activities, the City has established a stormwater utility. This is set up as an enterprise fund with a fee based on an equivalent runoff unit (ERU). An ERU is defined by the square footage of impervious surface for an average home and represents the runoff impact for such a home. The size of an ERU varies by community, but for the City of Appleton, one ERU is equal to 2,368 square feet. Rates are based on actual results and projected future costs.

05.II. Energy

The Wisconsin Office of Sustainability & Clean Energy has set a state-wide goal for all electricity consumed within Wisconsin to be 100 percent carbon-free by 2050. Appleton has taken steps to achieve this already including the following:

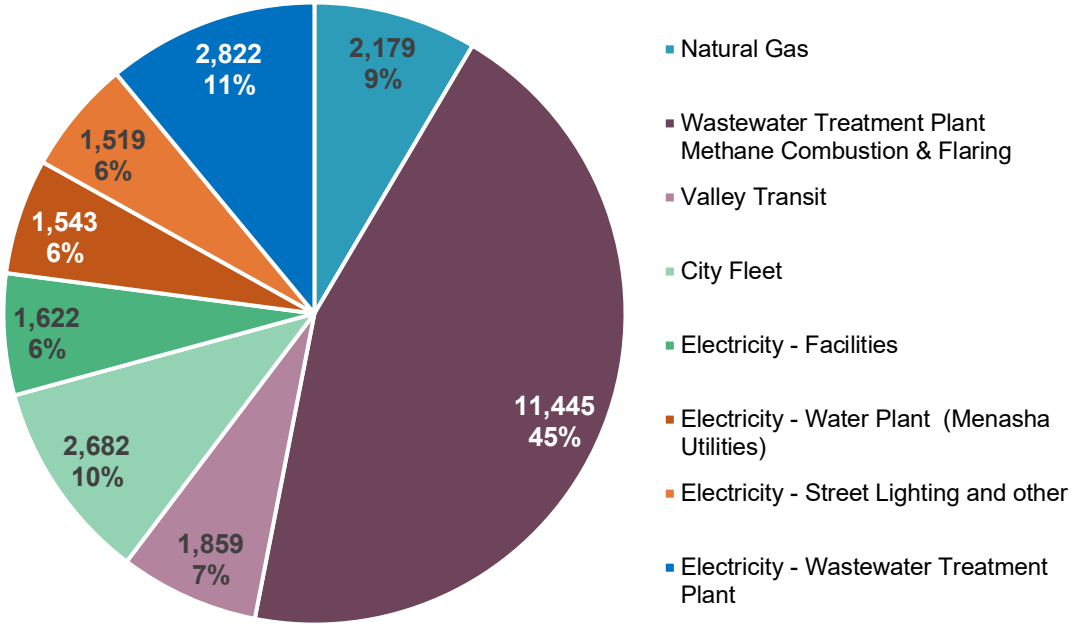
2011	Two biogas boilers were installed at the Wastewater Treatment Plant, allowing the capability to supplement 55% of the heating needs.
2019	A third biogas boiler was installed at the Wastewater treatment plant allowing the capability to heat the entire plant with biogas.
2020	The City retrofitted all parking ramps with LED lighting.
2021	A 296kW roof mounted array was installed as part of the Municipal Services Building Solar Project. The system produces approx. 350,000kWh/year and reduces our GHG inventory by 150 tons of CO_2.
2024	The City installed two waste-heat-power generators that utilize flared and the City installed the first geothermal HVAC System. This will produce approximately 500,000kWh per year.

Greenhouse Gas Emissions

WE Energies is a private utility company providing electrical power and natural gas services to Appleton customers. WE Energies and the City of Appleton track greenhouse gas emissions to see how the it is performing related to state goals following the guidelines in Global Protocol for Community-Scale Greenhouse Emission Inventories or GPC. This GHG Inventory includes municipal emissions generated within the following scope and boundary:

- Scope 1 emissions from stationary municipal energy sources
- Scope 1 emissions from municipal vehicles, other mobile equipment, and regional transit vehicles
- Scope 2 emissions from stationary municipal energy sources
- Scope 3 emissions from landfilled waste generated by the City
- Scope 3 emissions from transportation sources from regional transit vehicles

Appleton Greenhouse Gas Emissions by Type in Metric Tons of CO_2, 2023-2024[xxxv]



05.III. Telecommunications

Private companies provide numerous alternatives for conventional, cellular, and VOIP telephone services within the City of Appleton. Internet services are provided to most customers by companies offering DSL or cable services. The Appleton Area Metropolitan Fiber Optic Network (AAMFON) partnership, formed in 2002, provides fiber optic service to many data intensive users in the area. It was originally formed by the City of Appleton, Appleton Area School District, Town of Grand Chute, Outagamie County and Fox Valley Technical College, and has since expanded to include Lawrence University, Xavier Schools, and a number of smaller entities. Mobility services are also covered by major telecommunications companies and provided at state of the art levels of service.

Appleton's Zoning Ordinance (Section 23-66(h)(22)) addresses the siting and design of wireless telecommunication facilities (cell towers). The City's ability to regulate wireless telecommunications facilities is limited by the Telecommunications Act of 1996 and Wisconsin State Statute 66.0404. The City encourages wireless telecommunications providers to co-locate facilities, and to utilize existing structures such as the City's water towers as an equipment location.

05.IV. Waste

Solid waste collection is provided by the City of Appleton's Public Works Department. The department operates two sites for municipal yard waste, one at the municipal services building and the other north of Valley Transit. Both sites accept grass clippings, brush, yard waste, and motor oil. The municipal service building yard waste site also accepts appliances, tires, and unserviceable American flags.

Hazardous waste disposal is managed through Outagamie County Recycling and Solid Waste. Hazardous materials include pesticides, herbicides, poisons, lead-based paints, gasoline and some cleaning materials.

Automated curbside co-mingled collection is provided on a bi-weekly basis with City-issued recycling carts by a private contractor hired through Outagamie County.

05.V. Community Facilities

Library

Located in the heart of downtown Appleton, the Appleton Public Library (“APL”) is a vital educational and cultural hub, providing access to collections, technology, and a wide range of programming for all ages. In addition to traditional materials, APL offers digital resources, including e-books, audiobooks, streaming media, and research databases. As the resource library for the Outagamie Waupaca Library System, APL connects users to a vast regional collection as well as state-wide interlibrary loan services.

The library also serves as a community gathering space, supporting lifelong learning, creativity, and civic engagement. In 2024 the library circulated 768,142 items including electronic resources and hosted 534 programs in person and virtually with 22,200 attendees. Following a major renovation completed in 2025, APL continues to adapt to evolving community needs through innovative services and partnerships.

Schools and Childcare

Higher Education

Lawrence University is a liberal arts college located along the banks of the Fox River in Appleton, Wisconsin. Founded in 1847, Lawrence has an enrollment of about 1,500 students drawn from nearly every state and more than 40 countries. Annually ranked among the best colleges in the nation, it features a college of arts and sciences and a conservatory of music. The 90-acre campus is comprised of 58 instructional, residential, recreational, and administrative facilities. More than 94 percent of all students live on campus in one of eight residence halls or 17 small houses.

4,149 degrees were completed in 2024 across Lawrence University and Fox Valley Technical College.[xxxvi]

Kindergarten – 12th Grade Education

Appleton is served primarily by the Appleton Area School District. It is also served by several private schools offering pre-kindergarten through 12th -grade education and parts of the City of Appleton fall within the Freedom Area School District. In 2024, Appleton Areas Schools employed over 1,900 staff members, plus approximately 700 substitute, hourly, and co-curricular staff, making them the third-largest employer in the Fox Valley. It was also the 6th largest school district in the State of Wisconsin, set to serve an estimated 6,206 students across fifteen elementary schools, four middle schools, three high schools, fifteen Charter schools, and one magnet school in the 2025-2026 school year.[xxxvii]

Early Childcare Facilities

The Appleton Area School District and other key community partners have also invested in a robust early childcare system in Appleton to set the next generation up for academic success. The City of Appleton has 25 licensed group day care facilities and 14 licensed family day care facilities. Licensed family child care providers care for four to eight children. This care is usually in the provider's home. Licensed group child care centers provide care for 9 or more children. These centers are usually located somewhere other than a residence.[xxxviii]

Emergency Services

Police

The Appleton Police Department is proud of its reputation as one of the most innovative and professional organizations in the nation. The department's employees uphold the highest standards in policing and are encouraged to creatively find ways to fight crime and solve problems.

The department has 115 sworn officers, and 25 full time civilian employees, who are fully committed to strategies designed to fulfill the mission of "Excellence in Police Service" to the community and all those who are served. The department adheres to the core values of compassion, integrity, and courage.

The department receives support and assistance from the community in accomplishing its mission. The department has over 73 Neighborhood Watch groups, over 30 outstanding police volunteers, and several unique community programs and partnerships. The department also has mutual aid agreements in place with most surrounding communities, in addition to participating in several regional policing initiatives. The prior plan noted that more space was needed for police and a new police station was constructed in 2011 to address these needs.

Fire and Rescue

The City of Appleton has operated its own fire department since 1894 with automatic- and mutual-aid assistance agreements with all of the surrounding municipalities in the Fox Valley. The department has 96 employees providing fire prevention and suppression, safety education, emergency medical response, and rescue. The department's mission states: With our partners, the Appleton Fire Department protects the community with exceptional service. The department operates from six stations strategically distributed throughout the community. Operational staff provide 24/7 protection by utilizing three rotating shifts that are on duty for 48 hours and then off duty for 96 hours. Response times from all locations are considered good, at about four minutes. The department is evaluating options for a seventh station or potential relocation of some existing stations.

The fire department has a robust fire prevention and public education program that conducts commercial and residential inspections, reviews sprinkler and alarm systems, and conducts fire protection plan reviews. The prevention division consists of a division chief, one full-time fire inspector, a public education specialist, and six firefighters/inspectors.

The operations division provides emergency responses to fires, medical situations, hazardous materials spills and releases, and technical rescue operations. This includes paramedic emergency medical services, confined space rescue, water and ice rescue, vehicle accidents response with extrication, rope and trench rescue, and structural collapse response. In addition, the division offers fire inspections, community fire safety education, emergency evacuation planning, pre-incident preparedness, and technical assistance. The department is partnered with several other fire/rescue departments and response teams to make up the Northeast Wisconsin Regional Hazardous Materials Response Team and Wisconsin Task Force 1, which is state asset that is deployed within Wisconsin and nationally for technical and structural collapse rescues.

The Insurance Service Offices (ISO) rating represents the effectiveness of fire protection in a municipality on a scale of one through ten. Class One is superior fire protection and Class Ten meets no minimum criteria. This rating is used by insurance companies as a factor when setting insurance premiums for homeowners and businesses. The City of Appleton's ISO rating is two.

Several Fire Chiefs have carried out studies regarding the location of fire stations and the possibility of shared services. The most recent analysis suggests a need for a fire station to meet the needs of the new Thrivent development. Depending on the location of an additional fire station, analysis will be completed to identify if Fire Station #4 remains in an ideal location. The 2024-2025 Capital Improvement Plan includes design funding in 2028 and construction in 2029 for a new fire station.

Health Care Facilities

Hospitals and Emergency Services

There are two primary hospitals located in Appleton. The ThedaCare Regional Medical Center (1818 North Meade Street) on the City of Appleton's north side, and Ascension St. Elizabeth Hospital (1506 South Oneida Street) just south of the Fox River which provide comprehensive care throughout the region.

ThedaCare's roots in northeast and central Wisconsin are more than a century deep. The organization has had different names and varying partnerships over the years. Through it all, one constant has remained: ThedaCare's commitment to providing close-to-home, comprehensive care to the patients and communities served. As of 2025, ThedaCare Regional Medical Center-Appleton employs 1,200, including more than 750 providers. It offers nearly 150 acute care beds and a 24/7 Emergency Department. Clinical support and services include orthopedic, cancer and cardiovascular care, as well as general surgery and family birth.

Ascension St. Elizabeth Hospital serves Appleton's south side and surrounding communities with 332 licensed beds and nearly 1,000 medical staff. The hospital provides 24/7 emergency care, advanced surgical services, and specialty care including stroke, heart, and cancer treatment. It offers a wide range of specialized services, including a Birthing Center with a Level III NICU, advanced cancer care, mental health and substance use treatment, and surgical services such as hip and knee replacements. The hospital has earned national recognition for

patient safety and quality care, including an “A” Hospital Safety Grade from The Leapfrog Group and designation as a Comprehensive Center for Obesity Medicine by the American College of Surgeons.

Senior Services

Serving over 2,500 individuals each year, the Mary Beth Nienhaus Activity Center is dedicated to helping adults aged 50 and older thrive. The center fosters meaningful collaboration, socialization, education, and wellness through a wide range of programs and activities. With more than 300 unique offerings, there’s something for everyone—whether it’s enjoying a bus trip, playing billiards, practicing Tai Chi, participating in Strong Bodies, playing ping pong for Parkinson’s, line dancing, sewing/quilting, pickleball, woodcarving, or simply enjoying a game of cards.

Cemeteries

St. Joseph Cemetery, Highland Memorial Park, Zion Cemetery, and Riverside Cemetery are the principal active cemeteries located within Appleton.

Other City Facilities

The Appleton Facilities Master Plan (2010–2030) has been implemented over the last two decades to regularly evaluate community facilities and needed capital improvements. In addition to analyzing the library, fire, police, and utilities, several other departments are evaluated.

Health Department

The Facilities Master Plan found that the Health Department lacked necessary space and is in a location that makes it inefficient to operate effectively as it could. In 2024 the Health Department was remodeled to meet its current and future needs. In 2025 the Health Department collaborated with the Children’s Museum to house their Health Clinic/Lab space.

Information Technology

The Information Technology (IT) Department has been renovated including the server room. With changes in technology and changes to cloud-based storage, less space for servers is required and their space meets their needs currently and in the future.

Municipal Services Building

The Municipal Services Building lacked space to store equipment indoors. A study was completed in 2022. In addition, a parcel of property was purchased north of the current site to allow for future expansion which was incorporated into the overall master plan. This project is in the current Capital Improvement Plan and is anticipated to be designed in 2027 and completed in 2028.

Parks & Recreation

The Park & Recreation building was in need of more office space or an addition. In 2025 the Parks & Recreation Building will undergo a renovation to meet current and future needs.

Facilities Management

Facilities Management was in a location that made it less efficient than if centrally located to all facilities. Facilities Management merged with the Parks and Recreation Department in 2011 and was relocated into the Witze Boulevard location to become more centrally located.

05. Agricultural, Natural, and Cultural Resources

This section covers the Agricultural, Natural, and Cultural Resources element of the Wisconsin Comprehensive Planning Law (s. 66.1001 2e, Wis. Stats.). The Agriculture, Nature, and Cultural Resources section aligns with several local, regional, and state plans.

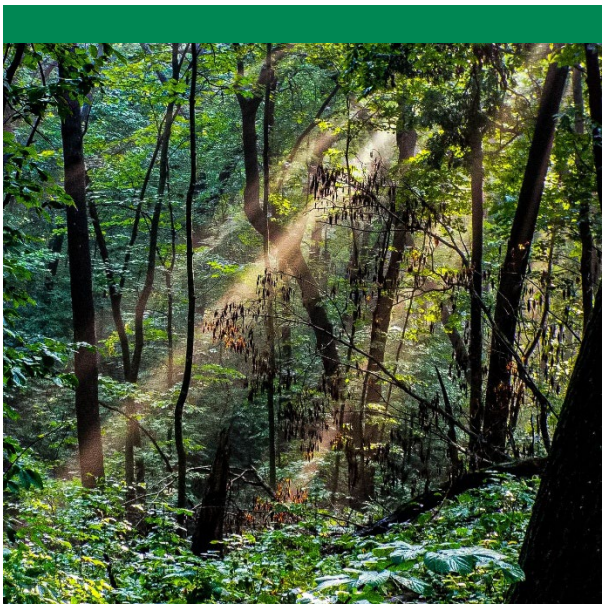
- Comprehensive Outdoor Recreation Plan
- Trails Master Plan
- Downtown Appleton Mobility Plan

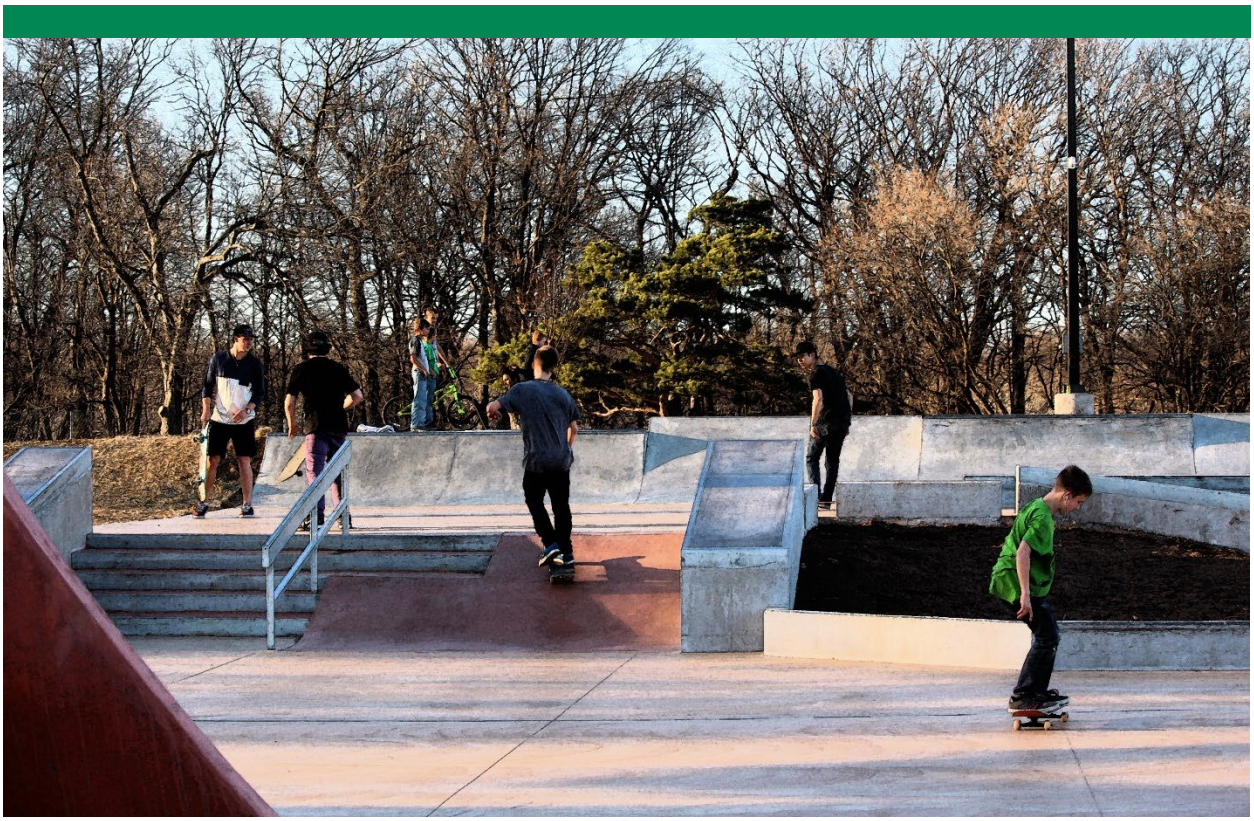
06.I. Parks

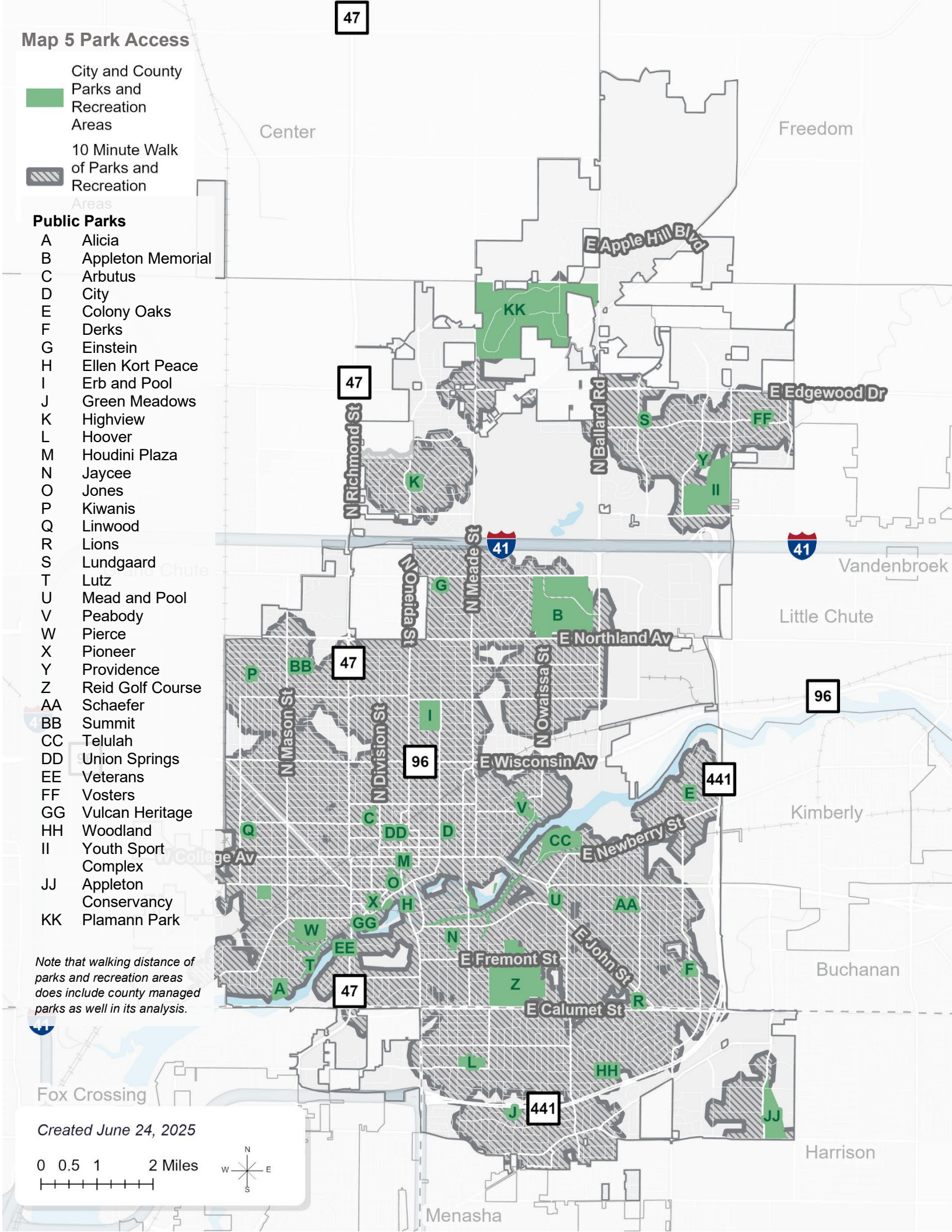
The City of Appleton manages 35 parks and 1 golf course which offer a wide range of facilities for public use. The Comprehensive Outdoor Recreation Plan offers guidance on the maintenance and operations of these facilities long-term and was recently updated in 2025.

66%

of Appleton's residents live within **a 10-min walk** of a park.[xxxix]






Map 5 Park Access
City and County Parks and Recreation Areas
10 Minute Walk of Parks and Recreation Areas
Public Parks
A Alicia
B Appleton Memorial
C Arbutus
D City
E Colony Oaks
F Derks
G Einstein
H Ellen Kort Peace
I Erb and Pool
J Green Meadows
K Highview
L Hoover
M Houdini Plaza
N Jaycee
O Jones
P Kiwanis
Q Linwood
R Lions
S Lundgaard
T Lutz
U Mead and Pool
V Peabody
W Pierce
X Pioneer
Y Providence
Z Reid Golf Course
AA Schaefer
BB Summit
CC Telulah
DD Union Springs
EE Veterans
FF Vosters
GG Vulcan Heritage
HH Woodland
II Youth Sport Complex
JJ Appleton Conservancy
KK Plamann Park
Note that walking distance of parks and recreation areas does include county managed parks as well in its analysis.
Created June 24, 2025
0 0.5 1 2 Miles
N
W
E
S
Center
Freedom
Vandenbroek
Little Chute
Kimberly
Buchanan
Harrison
Menasha
Fox Crossing
E Apple Hill Blvd
E Edgewood Dr
N Ballard Rd
N Richmond St
N Oneida St
N Meade St
E Northland Av
N Mason St
N Division St
N Owaissa St
E Wisconsin Av
E Newberry St
E Fremont St
E John St
E Calumet St
47
41
96
441

06.II. Natural Systems

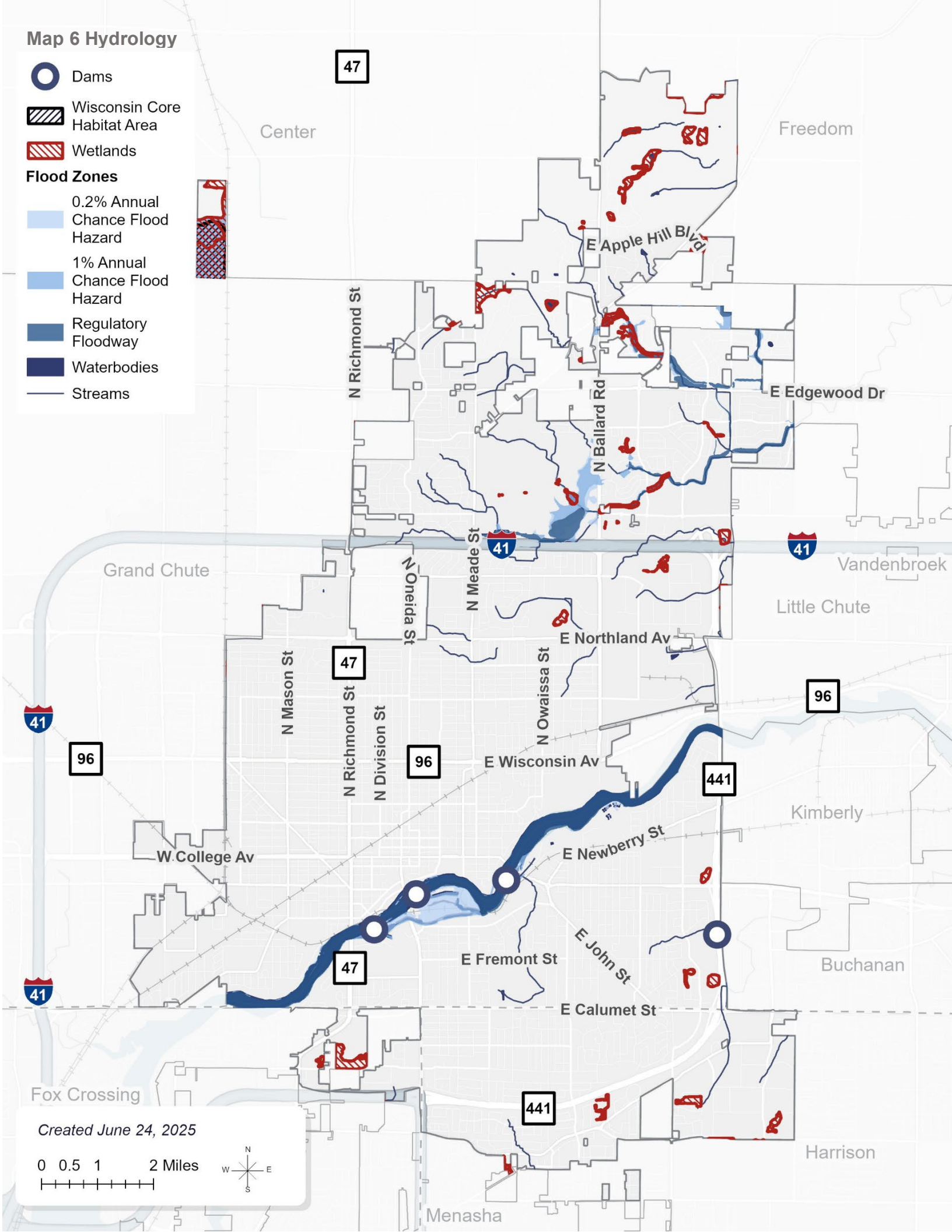
Metallic and Non-Metallic Mineral Resources

Wisconsin's Smart Growth Legislation requires that comprehensive plans must address metallic and non-metallic mineral resources. No metallic mining has occurred in Appleton and there are no metallic mineral resources in the area. Quarrying for stone and gravel has occurred, although there are no active quarries within the City of Appleton's limits. There is a mine site located in one of Appleton's growth areas near N. French Road and E. Broadway Drive[xl].

Hydrology

The dominant hydrological feature in Appleton is the Lower Fox River, which runs through the center of the City of Appleton from west to east. The river has been central to the City of Appleton's formation, first as a transportation route for Native Americans and fur trappers, later as a source of power for industry, and now as an environmental feature that draws residents and visitors. Industrial development changed the river dramatically. Dams along the river, including several in Appleton, have altered its flow and covered the rapids that once forced traders to portage their canoes.

There are several flood zones, streams, Wisconsin Critical Habitat Areas, and wetlands noted by the Wisconsin Department of Natural Resources, primarily off the Fox River.[xlii] Portions of the north side are located within designated flood zones and/or wetlands, which may limit or influence future development and require additional site planning considerations.


Map 6 Hydrology
Dams
Wisconsin Core Habitat Area
Wetlands
Flood Zones
0.2% Annual Chance Flood Hazard
1% Annual Chance Flood Hazard
Regulatory Floodway
Waterbodies
Streams
Center
Freedom
Grand Chute
Vandenbroek
Little Chute
Kimberly
Buchanan
Fox Crossing
Harrison
Menasha
E Apple Hill Blvd
E Edgewood Dr
E Northland Av
E Wisconsin Av
E Newberry St
E Fremont St
E John St
E Calumet St
W College Av
N Richmond St
N Ballard Rd
N Meade St
N Oneida St
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Created June 24, 2025
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Agriculture

Agriculture remains an important element of the regional economy, although its role within the City of Appleton is somewhat limited. Active farmland within or adjacent to the City of Appleton is located predominantly to the north, where continued growth (by Appleton and its neighbors) is resulting in conversion of agricultural land to urban uses.

Plantings

Prior to settlement, the Appleton area was covered by several different types of vegetation. The most dominant of these were hardwood forests made up of sugar maple, beech, basswood, and oaks. Wetlands and savannas could also be found in the area.

Wooded areas, such as those found in parks or in steep ravines, have been significantly altered from their natural state. Remaining wetlands are mostly to the north of Appleton.

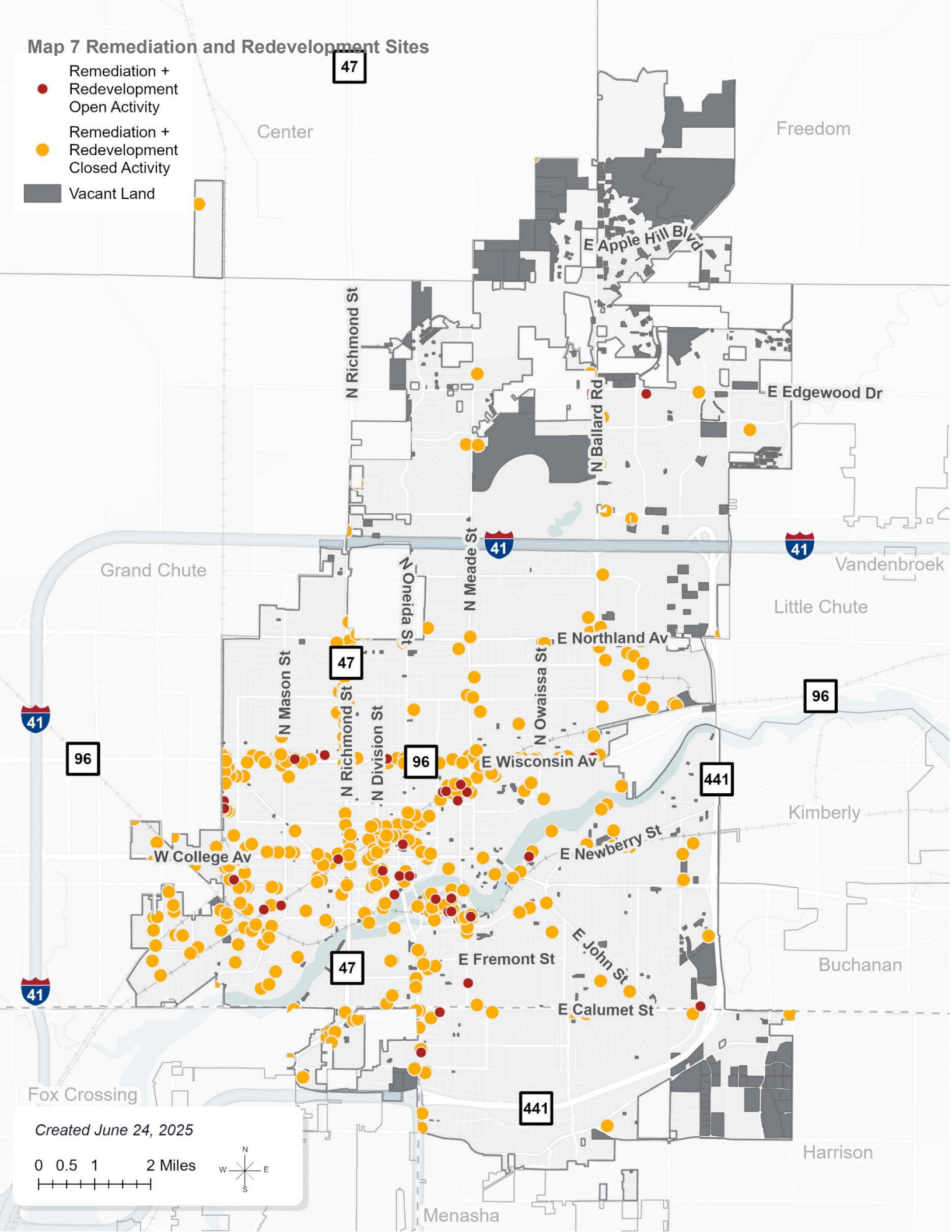
In place of its original forests, Appleton now has a well-developed urban and community forest. The urban community forest is made up of trees on both public and private property within the City of Appleton, such as those in City parks, street trees, trees on commercial property, and those on individual homeowner's lots. The value of urban community forests has been well documented and includes economic, environmental, social and health benefits. Examples of these benefits include improved aesthetics, increased economic value to property, enhanced recreational opportunities, stormwater absorption, shade and mitigation of the urban heat island effect, wildlife habitat shelter for animals, carbon sequestration, and air quality improvement.

Appleton's Department of Public Works and Department of Parks and Recreation manage the urban and community forest with a mission to "manage the urban forest to enhance the current and future environmental quality, safety and aesthetics for the benefit of the community."

Appleton has been named a **Tree City USA** by the National Arbor Day Foundation since 1984. Appleton is also the recipient of a Tree City USA Growth Award for its community forestry program, recognizing **environmental improvement and higher levels of tree care.**[xlii]

Soils and Landforms

Many soil types can be found in the Appleton area, including lime-rich tills, clays, loams, and sandy deposits. These soils tend to be relatively deep. Dolomite is the predominant bedrock type, although the Fox River Valley is underlain by shale. The area has been further classified into several land type associations. Four of these cover the majority of Appleton and its extraterritorial jurisdiction. The Fox River Valley is a nearly level lake plain dissected by narrow v-shaped valleys, with moderately well-drained silty clay loams. The Freedom Plains is a nearly level lake plain complex with well-drained silty loam. The Holland Plain is an undulating plain cut by V-shaped valleys. Its predominant soil is a well-drained silt loam. The Greenville Moraines are a characteristic undulating moraine with well drained silt loam. The Wisconsin Department of Natural Resources tracks contaminated sites, also called brownfields, and ongoing remediation through their Remediation and Redevelopment Database, which shows 404 sites have already been remediated fully with only 35 contaminated sites remaining.[xliii]


Map 7 Remediation and Redevelopment Sites
Remediation + Redevelopment Open Activity
Remediation + Redevelopment Closed Activity
Vacant Land
Center
Freedom
Grand Chute
Vandenbroek
Little Chute
Kimberly
Buchanan
Fox Crossing
Harrison
Menasha
E Apple Hill Blvd
N Richmond St
N Ballard Rd
E Edgewood Dr
N Meade St
N Oneida St
N Mason St
N Richmond St
N Division St
N Owaissa St
E Northland Av
E Wisconsin Av
W College Av
E Newberry St
E Fremont St
E John St
E Calumet St
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Created June 24, 2025
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06.III. Cultural Resources

Investment in the arts benefits Appleton through beautification, overall well-being, tourism, and spending at local businesses. Traditional categories within the arts include everything from visual arts to performing arts to architecture. However, the creative community has started expanding the arts to include digital media, music, performance, and more.

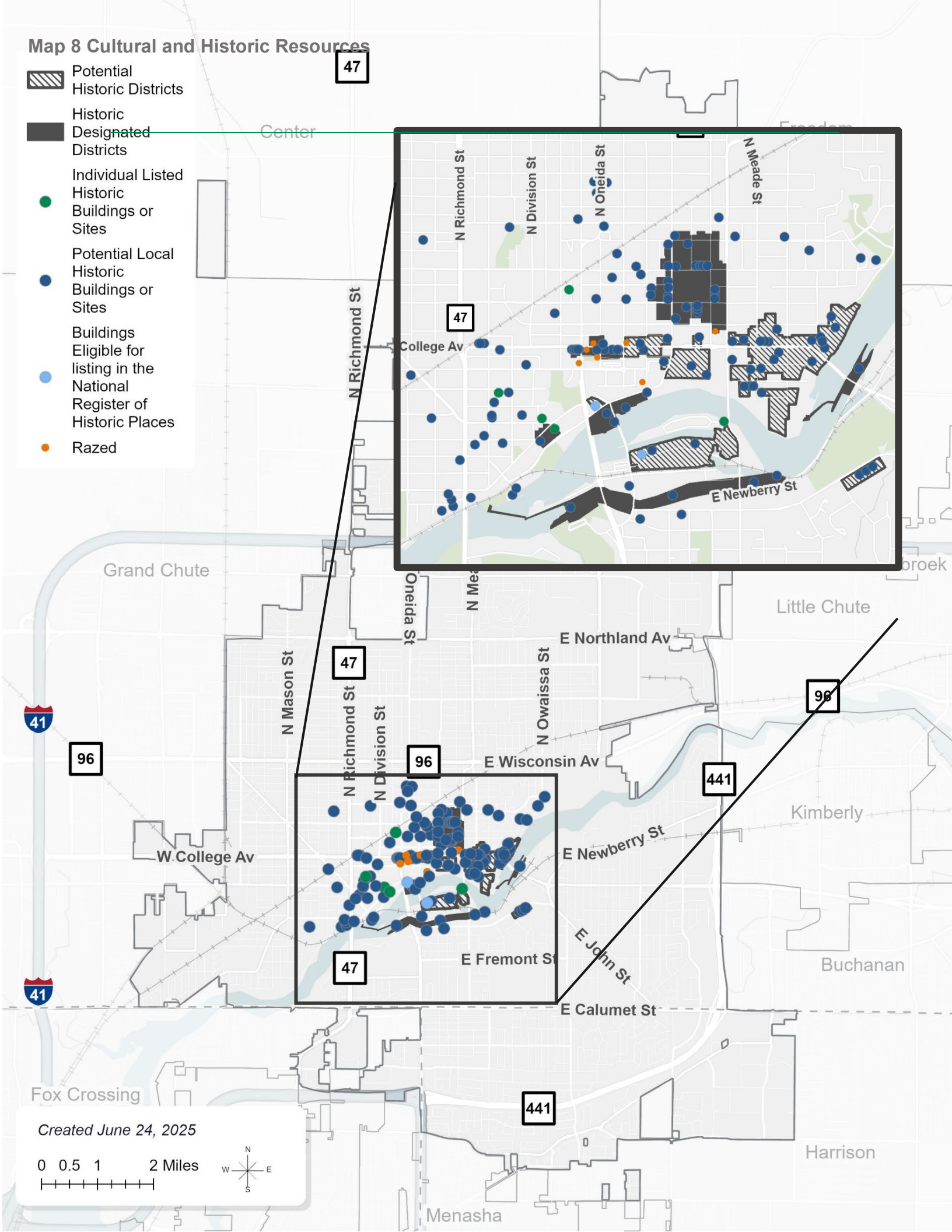
A wide variety of cultural resources can be found within Appleton, including, but not limited to, the following facilities and organizations:

- Appleton Boychoir
- Attic Theatre
- The Building for Kids (Children's Museum)
- Fox Cities Trout Museum of Art
- Fox Cities Performing Arts Center
- Fox Valley Symphony
- Fox Valley Youth Ballet Theatre
- Lawrence Academy of Music
- NEW Voices

Appleton also has 4 historic districts and 5 registered historic buildings or sites, mostly around Downtown Appleton.

In 1997 the City of Appleton developed a full-time position which continues today called the Special Assistant to the Mayor for Community, Culture, and Belonging. This position works to create a welcoming community through education, business support, policy and advocacy. In addition to the position, there are several diversity focused organizations within the Appleton area, including, but not limited to, the following:

- African Heritage, Inc.
- People of Progression
- Multicultural Coalition, Inc.
- Casa Hispana
- Hmong American Partnership
- New Hmong Professionals
- Hope and Help Together
- Soar Fox Cities
- IndUS of the Fox Valley
- Rainbow Alliance Advocacy
- First Nations Outreach, Inc.
- Fox Valley Literacy
- Fox Valley Veterans' Council Inc


Map 8 Cultural and Historic Resources
Potential Historic Districts
Historic Designated Districts
Individual Listed Historic Buildings or Sites
Potential Local Historic Buildings or Sites
Buildings Eligible for listing in the National Register of Historic Places
Razed
Created June 24, 2025
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Freedom
Grand Chute
Little Chute
Kimberly
Buchanan
Harrison
Fox Crossing
Menasha
N Richmond St
N Division St
N Oneida St
N Meade St
N Mason St
N Owaissa St
College Av
W College Av
E Northland Av
E Wisconsin Av
E Newberry St
E Fremont St
E John St
E Calumet St

06.Economic Development

This section covers the Economic Development element of the Wisconsin Comprehensive Planning Law (s. 66.1001 2f, Wis. Stats.) The Economic Developement section aligns with several local, regional, and state plans.

- Appleton Economic Development Strategic Plan
- College North Neighborhood Plan
- Downtown Appleton Business Improvement District Operating Plan
- Downtown Streetscape Design Guide
- Downtown Appleton Mobility Plan
- Tax Incremental Financing District Plans

07.I. Employees and the Labor Force

The economy is built on the people who work in Appleton and the surrounding area. Understanding their needs and habits informs how the economy is performing today and how it can be supported in the future.

35% of residents in Appleton ages 16 and over were not active in the workforce in 2023.[xliv]

The US Census defines all people 16 years old and over who are not classified as members of the labor force in this category. It consists mainly of students, retired workers, seasonal workers interviewed in an off season who were not looking for work, institutionalized people, and people doing only unpaid family work (less than 15 hours during the reference week).[xlv]

Appleton had an **unemployment rate of 3.9%** in 2023.[xlvi]

People are counted as unemployed if they are jobless, have actively been seeking work within the past four weeks, and are available to work. This is in line with the state of Wisconsin, who had an unemployment rate of 3.3% that same year.

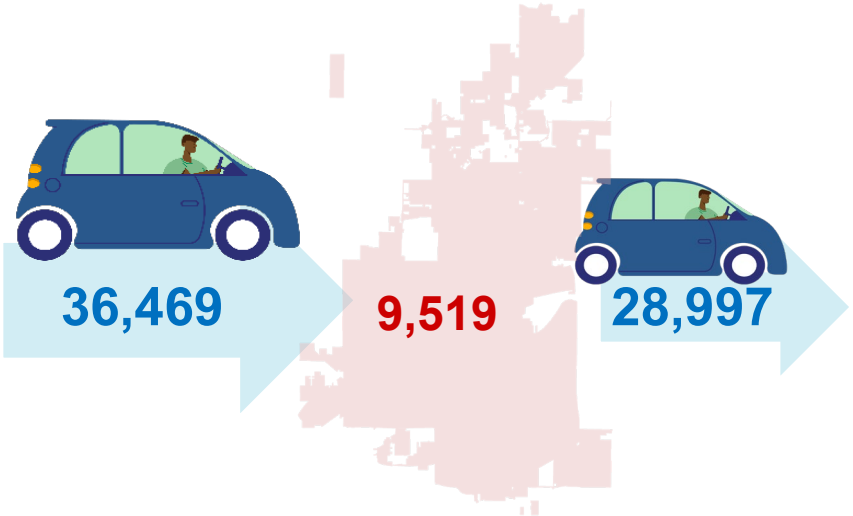
Most people who work in Appleton live outside the City of Appleton, and most people who live in Appleton work in the broader Fox Cities area. This constant exchange highlights the regional nature of the economy, which requires strong collaboration with surrounding communities.

36K
people commuted into Appleton daily for work

10K
people lived and worked in Appleton

29K
Residents commuted out of Appleton for work

Inflow/Outflow, 2021[xlvii]



07.II. Jobs and Businesses

The Economic Base Today

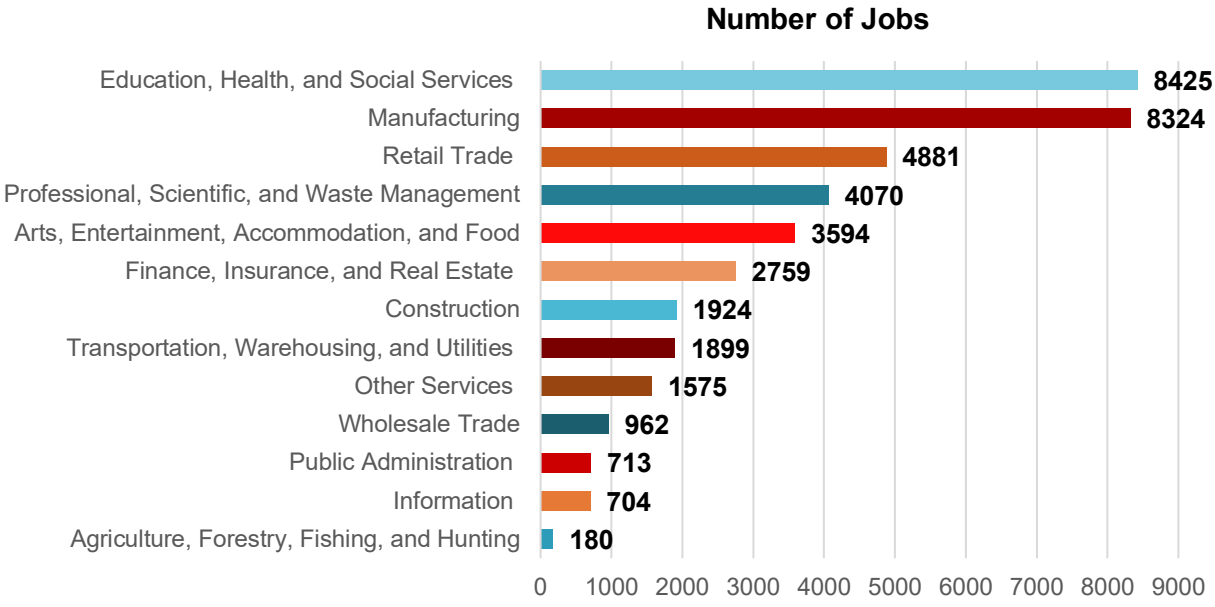
Over 1 in 10 people in Appleton work from home.

This is consistent with post-pandemic trends. The amount of people working from home in Appleton almost **quadrupled over the past decade**, from 3% in 2014 to 11.2% in 2023.[xlviii]

Occupations refer to the specific types of work people do and are a key indicator of people's unique skillsets in Appleton. Appleton's top occupation sectors in 2023 include the following:

- **Educational, health, and social services (21.1%)**
- **Manufacturing (20.8%)**
- **Retail trade (12.2%)**
- **Professional, scientific, and administrative and waste management services (10.2%), and**
- **Arts, entertainment, recreation, accommodation and food services (9.0%).**[xlix]

Appleton Jobs by Occupation, 2023[l]

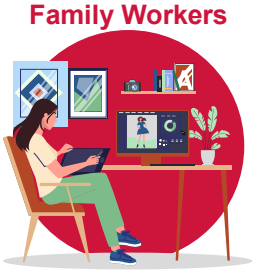


The Economic Base Tomorrow

The Wisconsin Department of Workforce Development calculates employment projections to see how the workforce will change over time. Their projections for the Fox Valley and Bay Area Workforce Development Areas, combined, predict the largest growth will be in the following industries:

Construction

Self Employed and Unpaid Family Workers



Financial Activities

Workforce Development Area Projected Industry Changes, 2022-2023[li]

Industry Title	Employment in 2022	Numeric Change in Employment	Projected Estimated Employment in 2032	Projected Percentage Change
Construction	32,875	37,156	4,281	▲ 13.02%
Self Employed and Unpaid Family Workers	37,009	41,762	4,753	▲ 12.84%
Financial Activities	32,068	35,676	3,608	▲ 11.25%
Professional and Business Services	55,372	61,415	6,043	▲ 10.91%
Other Services (except Government)	31,580	34,567	2,987	▲ 9.46%
Leisure and Hospitality	55,082	59,975	4,893	▲ 8.88%
Natural Resources and Mining	12,770	13,784	1,014	▲ 7.94%
Education and Health Services	127,248	136,539	9,291	▲ 7.30%
Trade, Transportation, and Utilities	111,618	119,763	8,145	▲ 7.30%
Manufacturing	138,340	143,798	5,458	▲ 3.95%
Government	32,496	32,750	254	▲ 0.78%
Information	5,619	5,056	-563	▼ -10.02%

07.III. Retail and Shopping

A Market and Leakage Study was conducted in 2025 to identify what the potential was for retail in Appleton, looking at a 22 mile drive (the average distance residents travel) from 3 key subareas: Wisconsin Avenue, South Oneida Street, and Northland Avenue/Richmond Street.[lii]

The area studied showed Appleton has more supply than demand when it comes to retail. Since there is a lot of retail supplied already in the region, it can be challenging to expect significantly more retail businesses to open in the city and its subareas. This means the City of Appleton will need to be strategic about where and how much retail it encourages in the future by creating nodes of activity along busy corridors so businesses are better able to support each other and thrive. It also means that housing along the corridors will be needed to fill both housing demand and future businesses.

$6.52 billion

Total Demand for Retail in the Study Area in 2025

$7.76 billion

Total Supply of Retail in the Study Area in 2025

Demand remains elevated for five particular retail categories within the Appleton study areas.

Retail Demand, 2025

Retail Type	Number of Retail Establishments	Supported Square Footage
lawn/garden equipment & supplies stores	2-5	113,859.22
beer, wine, & liquor stores	2-3	61,893.11
gas stations	2-8	203,900.59
florists & miscellaneous store retails	5-10	15,595.67
used merchandise stores	2-6	37,015.39

Sources: 2024 Placer AI data was used to inform the 2025 Retail and Market Analysis. The number of retail establishments is generated using the average sales per square foot and average building size of comparable businesses in the Appleton area. The range varies depending on the size of the establishment and the variety of goods sold. For example, Appleton could support 2 mega gas stations, similar to large truck stops, or 8 typically sized gas stations.

The Market and Leakage Study also found that Appleton residents are willing to travel further outside the city than the average travel distance (22+ miles) for six key retail services. This means Appleton has a market that could potentially support these types of retail so long as they have quality goods and strong locations where people want to spend their time.

1. **Shops & Services**
   464,668 visits in 2024
2. **Dining**
   253,750 visits in 2024
3. **Groceries**
   52,443 visits in 2024
4. **Leisure**
   44,520 visits in 2024
5. **Superstores**
   34,362 visits in 2024
6. **Hotels & Casinos**
   22,311 visits in 2024

07.IV. Educational Attainment and Workforce Development

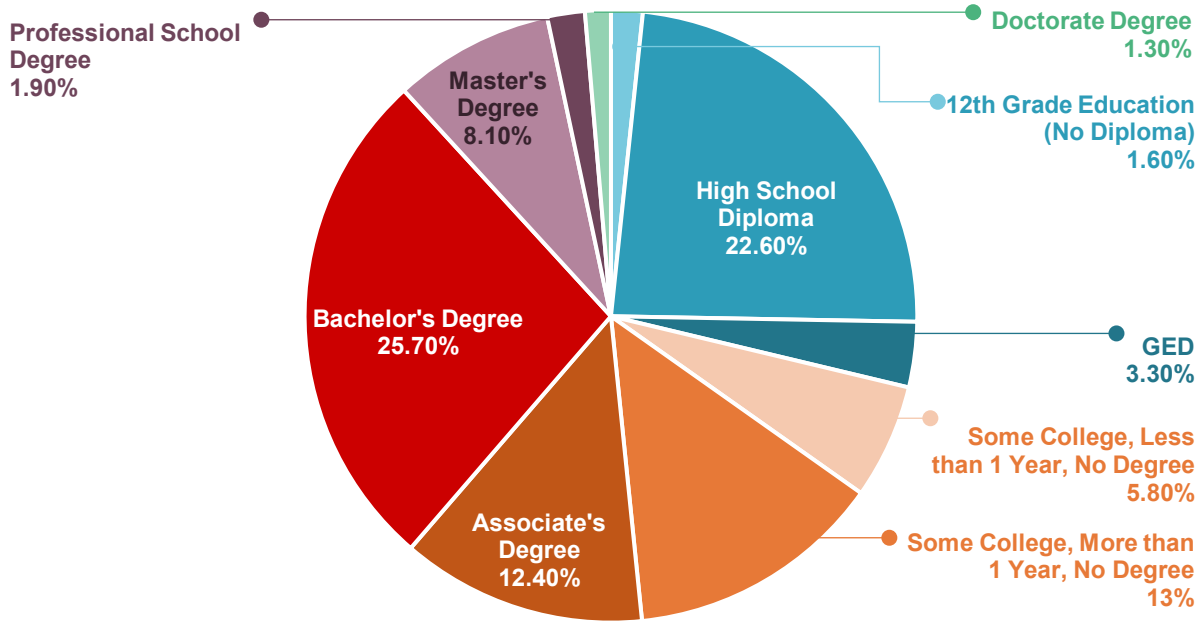
Schools and education are not only one of Appleton's biggest assets, but they also play a strong role in the economy, ensuring future generations have the training needed to take on the jobs available in the city and the broader region.

The U.S. Census estimated Appleton had **over 17,000 students** enrolled in schools from preschool to college in 2023. [liii]

Lawrence University and Fox Valley Technical College provide a diverse array of post-secondary educational options. Of the **4,149 degrees** completed in 2024 across the various higher education institutions in Appleton, most received degrees in:

- **Health Professions and Related Programs**
- **Business, Management, Marketing, and Related Support Services**
- **Precision Production**
- **Mechanic and Repair Technologies**
- **Transportation and Materials Moving** [liv]

Educational Attainment in Appleton, 2023[lv]



Appleton in Action

Appleton has made several major moves over the past few years to support businesses, entrepreneurs, and job growth for community members, including the following actions:

- creating Tax Increment District #13
- approving the expansion of Southpoint Commerce Park to provide ready to build lots to retain and attract business and industry uses in the City
- planning for the West College Avenue Corridor, *A NEW Avenue*
- creating the *College North Neighborhood Plan*
- securing funding for mixed use development for new transit center and housing
- creating a guide for a subdivision plat process to assist developers through the process

07. Land Use

07.I. Land Use in Appleton

Land use plays a critical role in planning for Appleton's future. Land is a finite resource. The City of Appleton seeks to ensure that it will have sufficient area available to meet its future needs for residential, commercial, industrial, recreational, and other forms of development. This will be accomplished through a combination of redevelopment, infill in existing parts of the community, and smarter development of "greenfield" sites at the city's edges so as to not strain utilities or the environment.

While too little developable land can hinder growth, an excessive amount can lead to decreased land values. The result of this may be scattered development that is more difficult and costly for the City of Appleton to serve, a trend toward lower design standards, and fewer redevelopment opportunities that are financially feasible. Appleton's objective is to maintain a supply of land that is in equilibrium with the demand for development.

Planning, zoning, annexation, sewer service areas, creation of tax incremental financing districts, redevelopment areas, and provision of public utilities are some of the techniques that Appleton will use to regulate the supply of land.

07.II. Understanding Land Use and Zoning

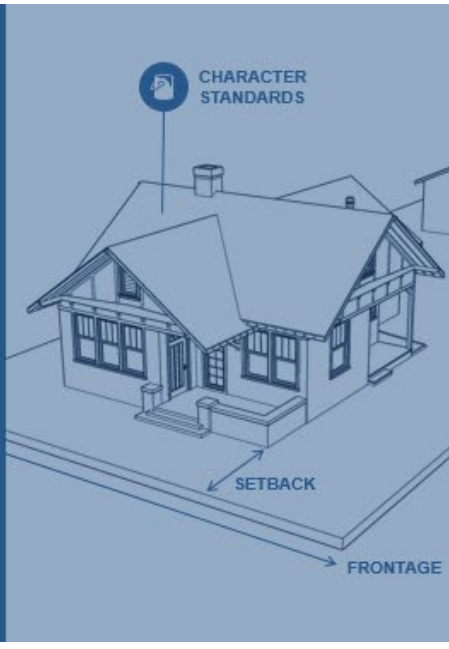
"Land use" and "zoning" are terms that often are not clearly understood. While both refer to activities that may be permissible on a piece of land, they are not interchangeable expressions. Land use is a broad term that describes the general nature of activity that exists or may occur on a land parcel. Land use is usually what is considered when evaluating existing conditions or planning future land uses. Zoning, on the other hand, is a specific set of regulations that narrowly defines the specific uses, as well as setbacks, height, floor area ratios, other dimensional requirements, and other site characteristics such as signage, parking, and landscaping. Because it is a broad characterization of an area, a land use category may be made up of several zoning districts. For example, a "residential" land use category might include single-family, two- to four-family, and multifamily zoning districts.

Future Land Use

- Defines what an area should look and feel like in the future
- Set the parameters for which uses are most compatible with each other and where they should be in the City
- Uses Place Types that allow a range of compatible uses and are based on what could be there in the future
- Adopted under the Wisconsin Comprehensive Planning Law of 1999, as amended

Zoning

- Defines what an owner can and cannot *legally* do with their property
- Sets the rules and regulations for property development, such as building height, form, and setback
- Uses Districts which are rigid, require a formal amendment process to change, and are based on what currently exists
- Adopted under the Wisconsin State Statute s.62.23, as amended



07.III. Creating Future Land Use

A comprehensive plan includes guidance for future land use. Future land use balances five major considerations:

Compatibility
Organize land in a way that reduces conflicts with nearby uses and supports nearby activity.

Transportation
Organize land in a way that creates dense corridors and neighborhoods that promote walkability and transit.

Intensity
Organize land in a way that provides areas from high activity to low activity to meet different lifestyle needs.

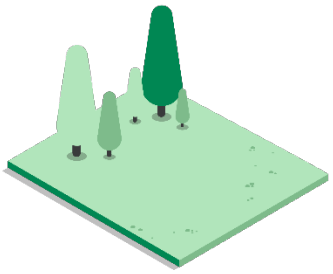
Infrastructure
Organize land to promote development near existing infrastructure to limit strain on system capacity and environmental impacts.

Community
Organize land in a way that promotes close-knit communities and a strong sense of local identity.

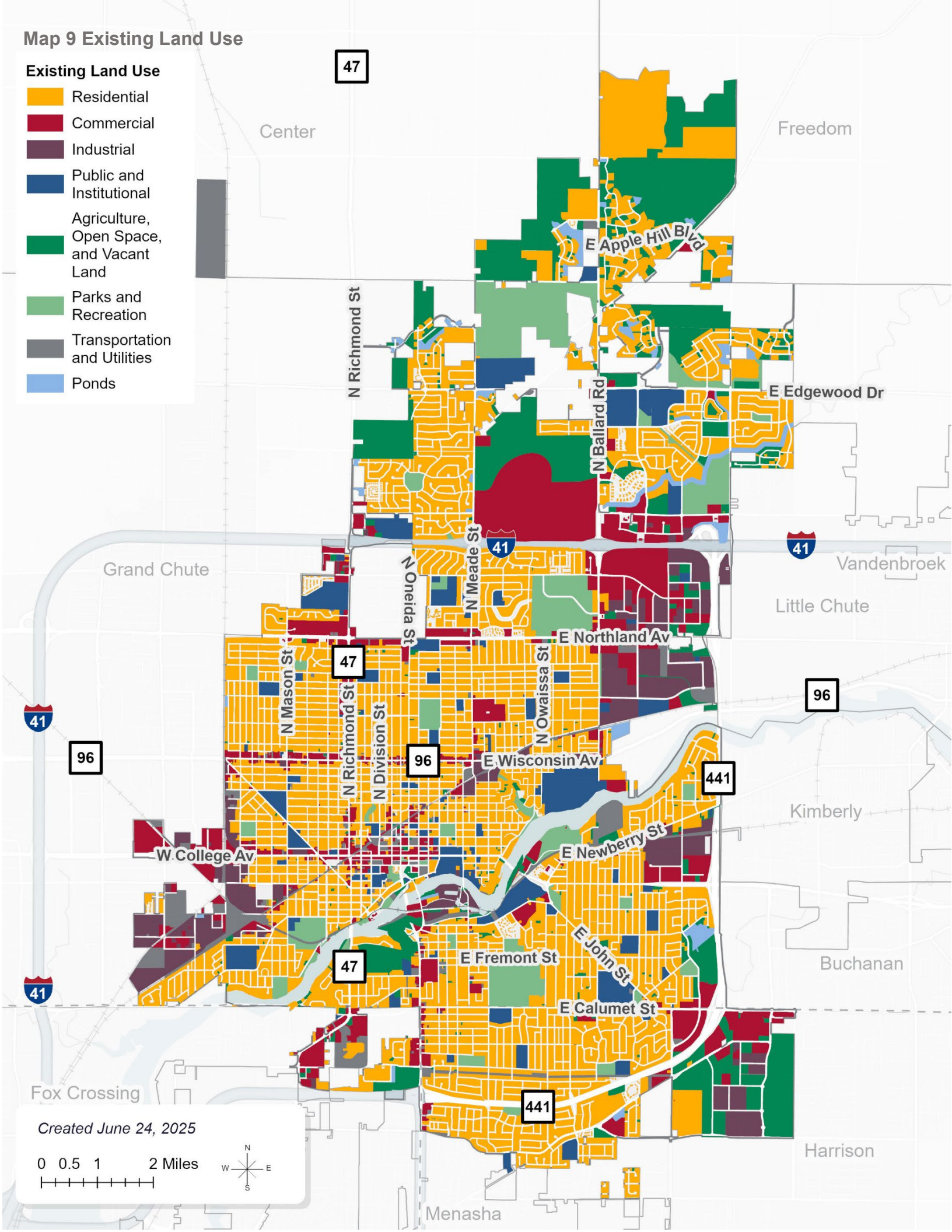
To create future land use, *Plan Appleton* considers three key pieces of information:

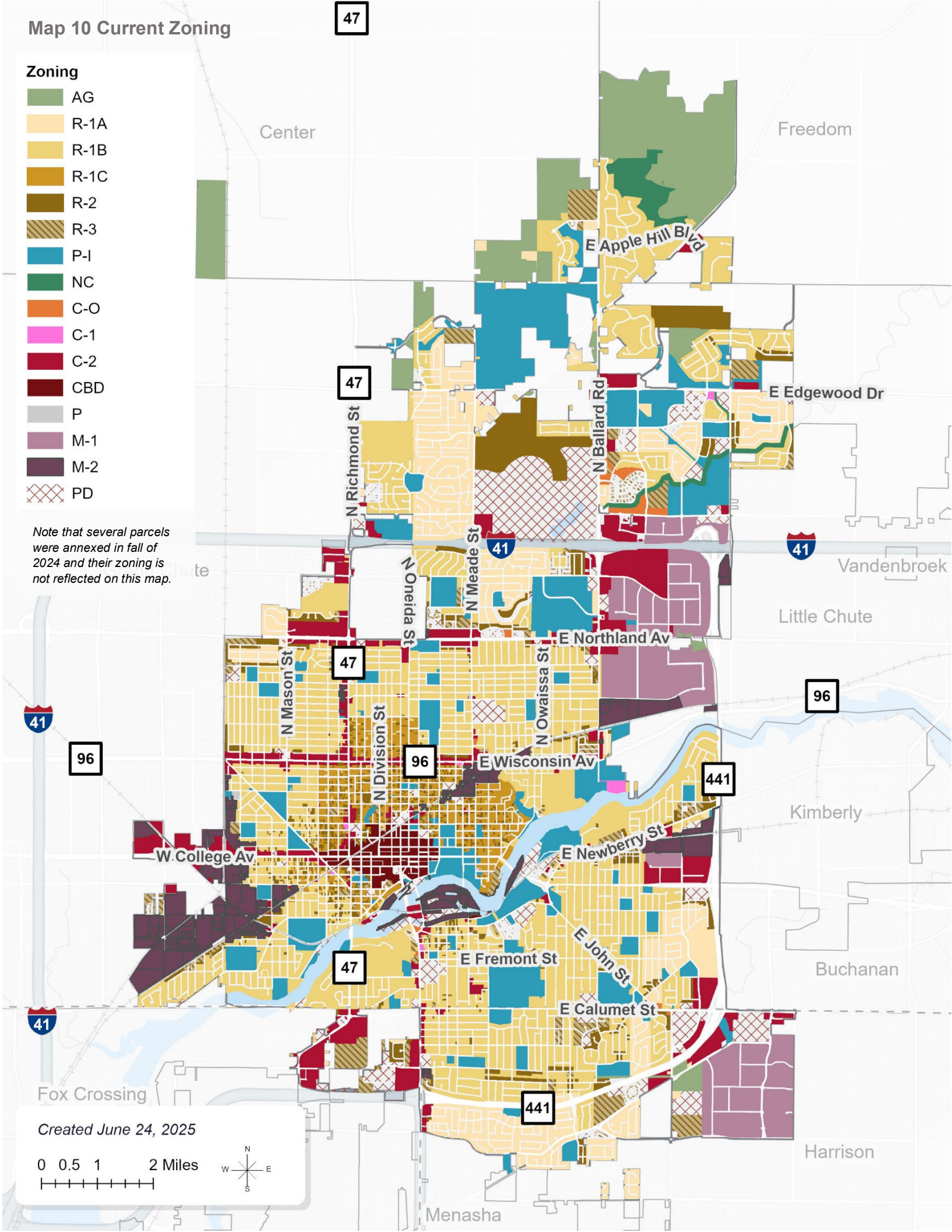
Existing Land Use
Future land use should allow existing neighborhoods to thrive while ensuring any future uses on the land maintain a sense of continuity while providing opportunities for redevelopment to meet the community's vision.

Zoning
Future land use considers the requirements, or zoning, of land. While future land use does not change zoning, it supports future zoning updates to meet community goals.



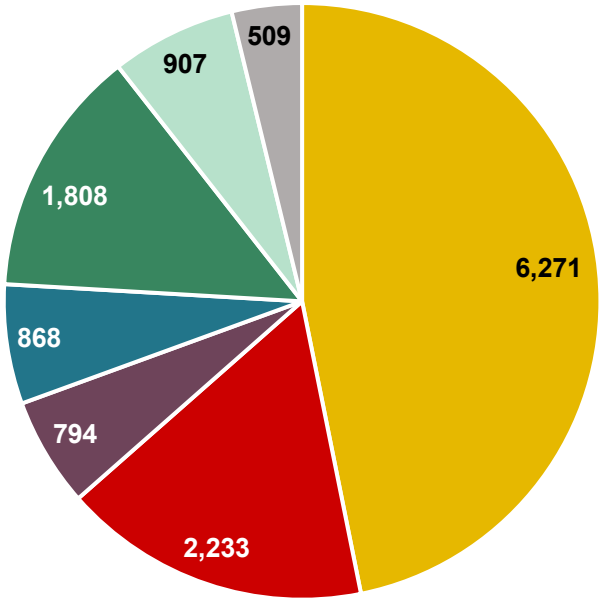
Development
Where there is vacant or underused land that does not strongly support the plan's vision, the future land use strategy needs to encourage development that is compatible with surrounding areas and that meets the vision of the community.


Map 9 Existing Land Use
Existing Land Use
Residential
Commercial
Industrial
Public and Institutional
Agriculture, Open Space, and Vacant Land
Parks and Recreation
Transportation and Utilities
Ponds
Center
Freedom
Grand Chute
Vandenbroek
Little Chute
Kimberly
Buchanan
Harrison
Menasha
Fox Crossing
E Apple Hill Blvd
N Richmond St
N Ballard Rd
E Edgewood Dr
N Meade St
N Oneida St
E Northland Av
N Mason St
N Richmond St
N Division St
N Owaissa St
E Wisconsin Av
W College Av
E Newberry St
E Fremont St
E John St
E Calumet St
47
41
96
441
Created June 24, 2025
0 0.5 1 2 Miles
N
W
E
S


Map 10 Current Zoning
Zoning
AG
R-1A
R-1B
R-1C
R-2
R-3
P-I
NC
C-O
C-1
C-2
CBD
P
M-1
M-2
PD
Note that several parcels were annexed in fall of 2024 and their zoning is not reflected on this map.
Center
Freedom
Vandenbroek
Little Chute
Kimberly
Buchanan
Harrison
Menasha
Fox Crossing
E Apple Hill Blvd
E Edgewood Dr
E Northland Av
E Wisconsin Av
E Newberry St
E John St
E Fremont St
E Calumet St
W College Av
N Richmond St
N Ballard Rd
N Meade St
N Oneida St
N Owaissa St
N Mason St
N Division St
47
41
96
441
Created June 24, 2025
0 0.5 1 2 Miles
N
W
E
S

Current Land Use and Zoning

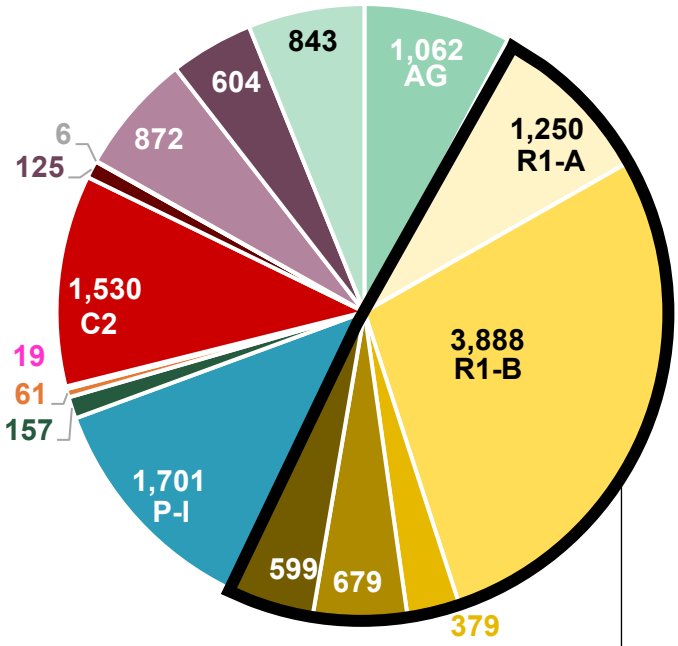
Appleton Existing Land Use by Acre, 2024[lvi]



Appleton's land use can be broken down into seven key categories with **residential land** as the most common.

- Residential
- Commercial
- Industrial
- Public & Institutional
- Agriculture, Open Space, & Vacant Land
- Parks and Recreation
- Transportation & Utilities

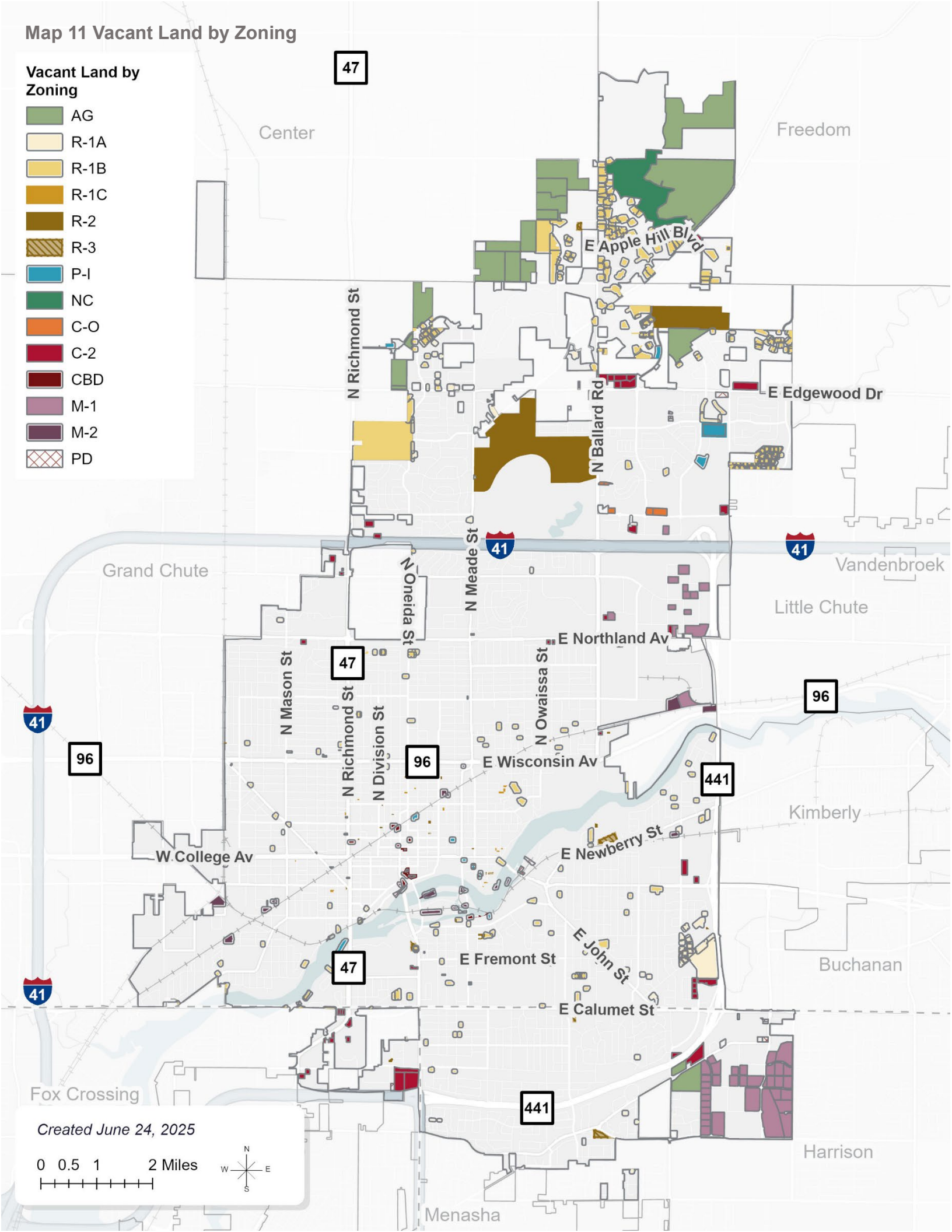
Appleton Zoning by Acre, 2024[lvii]



- Agricultural District
- Single-Family District (R-1A)
- Single-Family District (R-1B)
- Central City Residential District (R-1C)
- Two-Family District (R-2)
- Multifamily District (R-3)
- Public Institutional District (P-I)
- Nature Conservancy District (NC)
- Commercial Office District (C-O)
- Neighborhood Mixed Use District (C-1)
- General Commercial District (C-2)
- Central Business District (CBD)
- Parking District (P)
- Industrial Park District (M-1)
- General Industrial District (M-2)
- Planned Development Overlay District (PD)

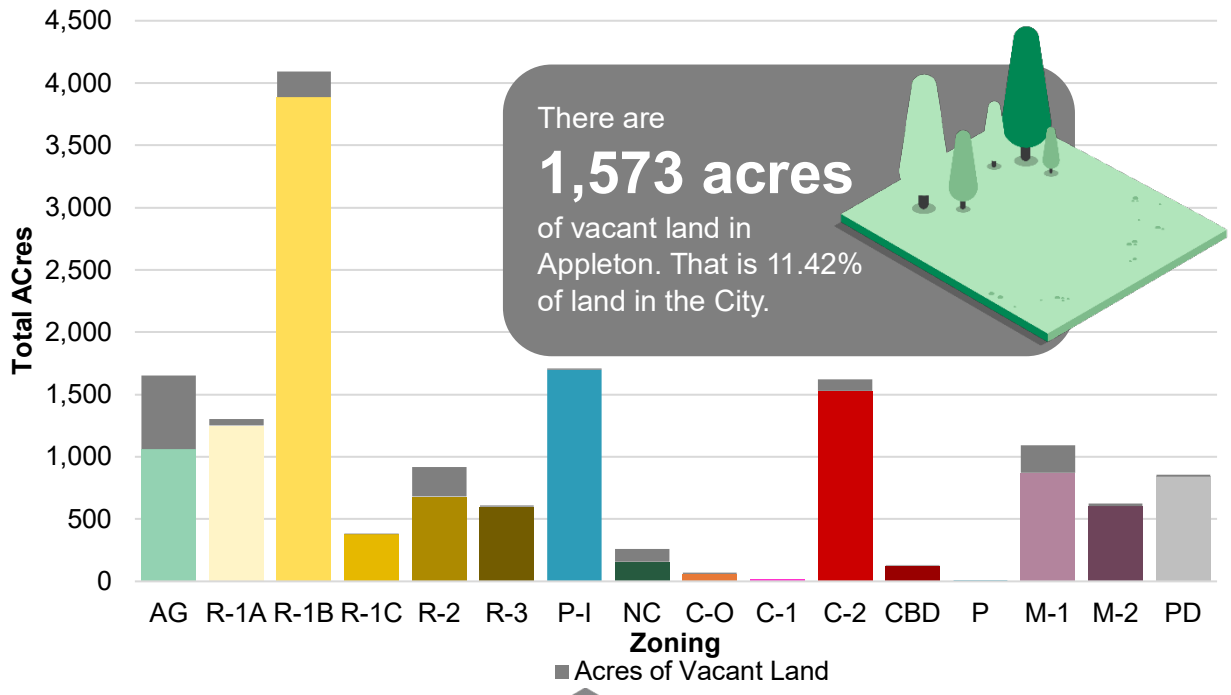
49% of land in Appleton is zoned **residential.**

Map 11 Vacant Land by Zoning



Development, Redevelopment, and Vacancy

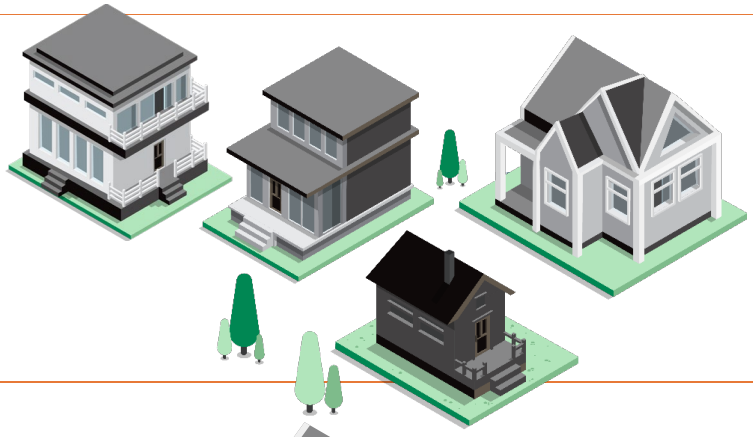
Appleton Vacant Land by Zoning, 2023[lviii]



The median size of a vacant parcel in Appleton is

0.29 acres.

That's the size of an average residential lot in the city.[lix]



In addition to vacant land, it is important to consider vacant buildings. Appleton had an **overall residential vacancy rate of**

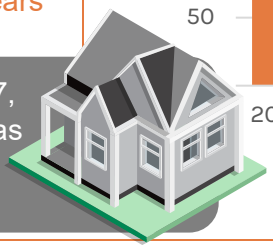
3.6% in 2023.

This is a **decrease** from 5.6% ten years prior. A healthy housing market has a vacancy rate between 4-7% which allows for movement in the market.[lx]

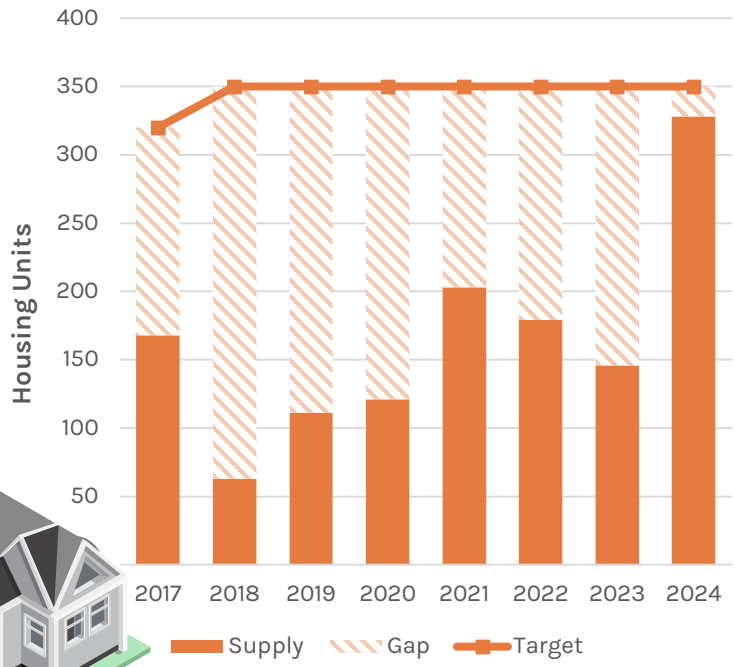
In 2017, a housing assessment set targets for construction of housing to meet community demand. The housing market in the city has built 2,114 less than what was predicted in that assessment.

An updated housing assessment conducted in 2025 shows that Appleton will now need to have an additional 3,600 owner and 3,200 renter units developed over the next 20 years to keep up with demand and meet the pent up gap in supply from past years of construction.

Based on targets from 2017, development in Appleton has not kept pace with demand by **2,114 units.**



Appleton's Housing Demand Over Time[lxi]



In the first phase of *Plan Appleton*, over 300 people participated in virtual and in person activities sharing where they wanted to see this development happen in Appleton.

Infill in existing neighborhoods was the most desirable location for more housing expressed by the community.

However, there isn't much space for infill in Appleton.

There are limited opportunities to create more housing units within existing neighborhoods.

In order to determine the opportunities for neighborhood infill, the Vacant Land map was analyzed by verifying ownership of residentially zoned vacant parcels in relationship to their neighboring parcels, location on a lot, neighboring uses, and street access. Vacant residential parcels in Appleton's existing neighborhoods largely fall into the following types:

- Side lot (many of which are owned by an adjacent homeowner)
- Interior lot with no street access
- Church or school with surplus land
- Not entirely vacant, but underutilized (if the lot were to change owner or the use could intensify)

Infill vacant lot opportunities (typically residentially platted lot not owned as a side lot by a neighbor) only totaled about 50 lots in existing neighborhoods (not including new partially built subdivisions). Any other infill development in these neighborhoods would likely be tear down and rebuild. However, this redevelopment is unlikely to yield significant amounts of additional dwelling units: neighborhoods are strong and the costs of acquiring, demolishing, and rebuilding multiple units will be cost prohibitive. Because infill within established neighborhoods is not likely to yield significant enough increases to meet the demand for more housing units, redevelopment along corridors and larger lots – including creative reuse of property own by institutions (houses of worship or schools) – will make a greater impact on Appleton's housing needs.

Infill Potential, 2025

Zoning District	Total Parcels	Number Of Likely Infill Parcels	Number Of Potential Infill Housing Units*
Single-Family **R1-A**	3,910	3	~ 3 - 10
Single-Family **R1-B**	16,664	41	~ 40 - 90
Central City Residential **R1-C**	3,402	10	~ 10 - 25
Two-Family District **R2**	4,535	1	~ 1 - 2
Multifamily District **R3**	1,375	3	~ 6 - 20
Total	**29,886**	**58**	**~ 60 - 150**

Sources: SmithGroup analysis based on 2024 City of Appleton vacancy data. *This is the number of approximate single lot infill for platted lots. Does not include more creative planned-development style redevelopment of institutional sites nor unbuilt newer subdivision lots. The lower numbers assume only single-family construction, the upper numbers assume duplex construction or more on larger parcels.

07.IV. Future Land Use Projections

This section covers the Land Use element of the Wisconsin Comprehensive Planning Law (s. 66.1001 2h, Wis. Stats.) which says that a plan shall contain projections, based on the background information specified in par. (a), for 20 years, in 5-year increments, of future residential, agricultural, commercial and industrial land uses including the assumptions of net densities or other spatial assumptions upon which the projections are based.

Current State

Appleton is a primarily residential city, which will likely continue as the population grows and evolves. Within city limits, there is minimal productive agricultural use, and about 11% of the land is used for parks and green space. Greenspace will likely also expand as suburban growth extends further from the City of Appleton's core, so community members have walkable and bikeable access to parks and open spaces.

Existing Land Use Trends, 2025

Land Use	Amount	Intensity	Net Density	
	Total Acres	Percent of Land	Total Structures	Acre of Land Use in the City for Every 1 Acre of Residential
Residential	6,271.00	45.52%	38,112	1.00
Commercial	2,233.00	16.21%	48	0.36
Industrial	7,94.00	5.76%	13	0.13
Agriculture & Open Space	2,35.00	1.71%	29	0.04
Other Uses (Public & Institutional, Parks & Recreation, Transportation and Utilities)	2,284.00	16.58%	*not analyzed for trend forecasting*	
Vacant Land	1,573.00	11.42%	*not analyzed for trend forecasting*	

Note About Data Source and Analysis. Existing Land Use Trends are based on data available in the Appleton Parcel Layer using the same designations as the Existing Land Use Analysis found earlier in this section as of August 2025. Note that total city acreage differs slightly from the sum of the acres analyzed by land uses. This is because the total city acreage is based on the fully city land boundary while the acreage of categories is based on available mapped parcel data, which often doesn't include areas such as waterbodies.

Trends

Given the projected population growth (See 01. Demographics), housing needs identified in the Housing Assessment (See 02. Housing), and need for density to support the commercial and industrial markets (See 06. Economy), this suggests a need for new development, redevelopment, and increased density along major corridors.

The 2025 Appleton Housing Assessment found that Appleton is projected to grow 6,800 housing units by 2045. Assuming that future housing growth maintains a similar mixture of unit options, this would yield an additional 1,359.28 acres of developed residential land beyond what exists today.

Housing Trends and Projections

Housing Type	Housing Units Needed by Type	
	Percentage of Housing Units, 2025	Housing Units Needed *Assuming The 6,800 New Units Maintain a Similar Distribution*
Single-Family	72.44%	4,926
Duplex	6.73%	457
Multi-Family	20.83%	1,417
		Total 6,800

Housing Type	Acres Needed by Type			
	Total Living Units, 2025	Total Acres, 2025	Acres Per Unit, 2025	Acres Needed to Meet 2045 Demand *Assuming Density in Acres Per Unit Remains the Same*
Single-Family	22,158	5,406.10	0.24	1,201.85
Duplex	3,566	371.47	0.10	47.65
Multi-Family	5,043	390.80	0.08	109.77
				Total 1,359.28

Note About Data Source and Analysis. The percentage of housing units is based on the distribution provided by US Census 2023 Units in Structure Table B25024. Total living units, acres, and acres per unit under Housing Trends and Projections are based on data available in the Appleton Parcel Layer (particularly the Living Units Attribute Field) using the same designations as the Existing Land Use Analysis found earlier in this section as of August 2025. Note that the acreage for residential land uses by type differs slightly from the total acreage of residential land uses since not all residential parcels were tagged with a living unit and therefore not counted as part of living units or acres.

Projections

With available vacant land and extraterritorial jurisdiction, Appleton has enough land with the proposed future land use designations to meet the needs of projected future growth.

Projected Growth in Land Area

Land Uses	Total Projected Growth in Land Area					
	Total Acres, 2025	Projected New Acres Needed by 2045	Total Projected Acres, 2045	Projected Percentage of Land, 2045	Total Vacant Land, 2025	Net New Acres Needed *(New Acres Needed Less Vacant Land)*
Residential	6,271.00	1,359.28	7,630.28	65.78%	508.64	850.64*
Commercial	2,233.00	484.02	2,717.02	23.42%	104.34	379.68*
Industrial	794.00	172.10	966.10	8.33%	244.02	*sufficient vacant land to accommodate projected growth*
Agriculture & Open Space	235.00	50.94	285.94	2.47%	693.81	
Total	9,533.00	2,066.33	11,599.33			

** There is sufficient extra-territorial jurisdiction areas designated with compatible future land uses to accommodate net new acres needed.*

Land Uses	Projected Growth by 5-Year Increments				
	Total Acres, 2025	Total Acres, 2030	Total Acres, 2035	Total Acres, 2040	Total Acres. 2045
Residential	6,271	6,611	6,951	7,290	7,630
Commercial	2,233	2,354	2,475	2,596	2,717
Industrial	794	837	880	923	966
Agriculture & Open Space	235	248	260	273	286

Note About Data Source and Analysis. Total Acres in 2025 are based on data available in the Appleton Parcel Layer using the same designations as the Existing Land Use Analysis found earlier in this section as of August, 2025. Projected new acres needed for Residential Land Uses are based on the Housing Trends and Projections shown prior. Commercial, Industrial, and Agricultural & Open Space projected new acres are calculated by assuming the ratio of land uses remains the same as the trends indicated in the Existing Land Use Trends shown prior. 5-Year Increment projections are based on consistent average growth of approximately 340 residential acres, 121 commercial acres, 42 industrial acres, and 13 agricultural & open space acres every 5 years.

Future Land Use Approach

While there could be a need for around 1,900 acres of additional land to support development assuming current trends continue, the reality is that there will likely be a need for far less land. The Future Land Use Approach looks for opportunities to support walkable, vibrant, complete neighborhoods by incorporating commercial and more residential uses along collector and arterial roads, which will lead to more development and redevelopment of land that currently exists in the city. This will also support existing infrastructure, roads, and transit lines to ensure there is not excess strain on City of Appleton services. See the Future Land Use map and recommendations of *Plan Appleton* to learn more about how updates to zoning, land use, and development practices can make effective use of land, support current and future residents, and limit the need to tap into future growth areas.

Future Land Uses in Appleton and its Extraterritorial Jurisdictions[lxii]

Future Land Use Category	Acres within City Limits	Percent of Area within City Limits	Acres Within Extra-territorial Jurisdiction	Percent of Acres Within Extra-territorial Jurisdiction	Total Acres Within Planning Area	Percent of Area Within Planning Area
Parks and Recreation	991.11	6.18%	0.00	0.00%	991.11	4.97%
Suburban Neighborhood	4,976.37	31.05%	3,504.17	89.08%	8,480.54	42.49%
Urban Neighborhood	5,202.84	32.47%	129.74	3.30%	5,332.58	26.72%
Downtown	166.46	1.04%	0.00	0.00%	166.46	0.83%
Mixed-Use	1,587.20	9.90%	245.20	6.23%	1,832.40	9.18%
Commercial	738.68	4.61%	13.69	0.35%	752.37	3.77%
Industrial	1,483.54	9.26%	36.42	0.93%	1,519.96	7.62%
Institutional	879.29	5.49%	4.71	0.12%	884.00	4.43%
Total City Acreage	16,025.50		3,933.93		19,959.43	

Appleton in Action

Appleton amended zoning recently (as of 2025) to support more housing:

- Zero lot line duplexes
- Accessory dwelling units
- CBD allows ground floor residential (except within 120 feet of College Ave.) and standalone residential
- Increased multi-family residential densities (no maximum density in the CBD, C-1 or C-2 zoning districts)
- C-1 zoning district:
  - accommodate mixed-use infill and redevelopment
  - increased lot coverage
  - reduced parking requirements
  - no maximum MF density
  - reduced setbacks
  - encourage parking to the rear of the buildings
- 20% administrative parking reduction / adjustment in all districts

Data Considerations

Several factors were used to analyze the data found in this report, as noted below. See the full table of data used to develop this report in the appendix. It is also worth noting the following considerations.

- 2014-2023 were typically used as the analysis period for U.S. Census based data to establish a consistent methodology.
- ACS 5-Year Estimates were used for citywide metrics and spatial analysis (maps) and smaller geographies to ensure statistical reliability at census tract level.
- Forecasts for 2040 were provided by the Wisconsin Demographics Services Center as required for the inclusion in comprehensive plans per state statute.
- Several sources asides from Census data were used based on recent studies and are noted in detail in the Document Sources.
- Time ranges may differ to reflect reporting associated with initiatives, third-party data reporting, and research.

Image Sources

All photos are available for City of Appleton use and provided by the City of Appleton. All graphics and icons are developed by SmithGroup.

Map Sources

Maps in this report were developed using open data sources from the City of Appleton, FEMA, USGS, and surrounding counties. Links to the metadata for publicly available layers are listed in the detailed sources list below.

Map 1 Roads by Functional Classification

- City of Appleton, Appleton Traffic Counts AADT, Symbolized by DXF_TEXT Field. Provided March 2025.
- City of Appleton, AppletonStreets, Symbolized by ROADTYPE Field. Provided March 2025.
- Wisconsin Department of Transportation and Department of Transportation Management, Functional Class - Local Layer, Symbolized by Functional Class Description Field. Provided April 2025.

Map 2 Non-Motorized Transportation

- City of Appleton, Sidewalks Layer. Provided March 2025.
- City of Appleton, Routes__Lanes_and_Trails Layer. Symbolized by TrailType1 Field. Provided April 2025.

Map 3 Transit

- City of Appleton, Appleton Bus Stops Layer, with a definition query excluding exclusively AM and PM routes which denote school bus stops instead of Valley Transit bus stops. Provided March 2025.
- City of Appleton, Appleton Bus Routes Layer, Symbolized by Layer Field. Provided April 2025.
- SmithGroup, 10 Minute Walking Distance of Bus Stops travelareas Layer, run using the walking distance geoprocessing tool by Esri mapping services based on the bus stops points referenced prior. Developed April 2025.

Map 4 Rail System

- City of Appleton, Appleton Rail Lines Layer. Provided March 2025.
- SmithGroup, AppletonRail_Buffer Layer, run using the buffer tool by Esri mapping services set to 25 mile distance based on rail lines layer provided prior. Developed February 2025.

Map 5 Park Access

- City of Appleton, Parks Layer. Provided June 2025.
- SmithGroup, 10 Minute Walking Distance of Parks Layer, run using the walking distance geoprocessing tool by Esri mapping services based on the parks points referenced prior. Developed April 2025.

Map 6 Hydrology

- Esri Open Data Portal, Core Habitat Areas Wisconsin Layer. Accessed March 2025.
- City of Appleton, Dams Layer. Provided March 2025.
- Esri Open Data Portal, USA_Flood_Hazard_Clip Layer, Symbolized by Esri Symbology Field. Accessed March 2025.

- Esri Open Data Portal, Hydrology_Polyline Layer, Symbolized by Custom Field. Accessed March 2025.
- Esri Open Data Portal, Appleton Hydrology Polygons Layer. Accessed March 2025.
- Esri Open Data Portal, Hydrology_PolygonPolygons Layer. Accessed March 2025.

Map 7 Remediation and Redevelopment Sites

- City of Appleton, UseCodeVacant2024 Layer, Symbolized by Planning Zone 1 Field. Provided March 2025.
- Wisconsin Department of Natural Resources, Remediation and Redevelopment Database, Collected June 2025

Map 8 Cultural and Historic Resources

- City of Appleton, HistoricInventort_pts Layer, Symbolized by username Field. Provided June 2025.
- City of Appleton, Districts_Generalized, Symbolized by Name Field. Provided June 2025.
- City of Appleton, PotentialDist, Symbolized by Name Field. Provided June 2025.

Map 9 Existing Land Use

- City of Appleton 2025, Current Land Use Layer. Symbolized by AGUSE1 Field. Provided March 2025.

Map 10 Zoning

- City of Appleton, Appleton Zoning Layer, Symbolized by DXF_TEXT Field. Provided March 2025.

Map 11 Vacant Land by Zoning

- City of Appleton, UseCodeVacant2024 Layer, Symbolized by Planning Zone 1 Field. Provided March 2025.

Basemap

- City of Appleton, City Limits Layer. Provided June 2025.
- Wisconsin Open Data Portal, Wi County Boundaries Layer. Accessed March 2025.
- Wisconsin Open Data Portal, Wi Municipal Boundaries Layer. Accessed March 2025.
- City of Appleton, Appleton Rail Lines Layer. Accessed March 2025
- Wisconsin Open Data Portal, Road Centerline Layer. Accessed March 2025.
- SmithGroup, LG Simple Base Imagery. Accessed March 2025

Document Sources

[i] U.S. Census American Community Survey 5-Year Estimates Table B01001. Total Population, 2023
[ii] Wisconsin Demographics Services Center, Municipal Population Projections from 2010-2040, Vintage 2013 (latest available)
[iii] Wisconsin Demographics Services Center, Municipal Population Projections from 2010-2040, Vintage 2013 (latest available)
[iv] Wisconsin Demographics Services Center, Municipal Population Projections from 2010-2040, Vintage 2013 (latest available)
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[vi] U.S. Census American Community Survey 5-Year Estimates Tables B01001 and S0101. Age and Sex, 2023
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[xvi] Applied Population Lab and the Hmong Institute, *Hmong in Wisconsin: A 2020 Statistical Overview*, 2024
[xvii] U.S. Census American Community Survey 5-Year Estimates Table S1101. Households and Families, 2023
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[xxv] U.S. Census American Community Survey 5-Year Estimates Table DP04. Selected Housing Characteristics, Value of Owner Occupied Units, 2023
[xxvi] U.S. Census American Community Survey 5-Year Estimates Table DP04. Selected Housing Characteristics, Value of Owner Occupied Units, 2023
[xxvii] 2025 Appleton Housing Assessment, Created January 2025
[xxviii] 2025 Appleton Housing Assessment, Created January 2025
[xxix] U.S. Census American Community Survey 5-Year Estimates Table B08301.Transportation 2023
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[xxxii] U.S. Census On the Map Inflow/Outflow, 2021
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[xxxiv] Valley Transit, Annual Fact Sheet, 2023
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[xl] East Central Wisconsin Regional Planning Commission, Outagamie County Mine Sites Map and Table. Updated 2024. Accessed June, 2025.
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