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MEMORANDUM

TO: Community and Economic Development Committee (CEDC)
City Plan Commission

FROM: Karen Harkness, Director of Community & Economic Development

DATE: July 27, 2022

RE: College North Neighborhood Plan

In response to a Request for Proposals (RFP) issued by staff, Council awarded the contract to RDG Planning & Design to prepare a College Avenue North Neighborhood Plan. This plan provides a framework for future development for the area north of College Avenue that facilitates greater connectivity between the City, adjacent neighborhoods, existing businesses, and not-for-profits while recognizing the influences between buildings, social settings, and the surrounding environment. Additionally, this plan builds upon the vision and goals of the City's Comprehensive Plan, identified and responded to current conditions and issues, and provided a market analysis, redevelopment alternatives, implementation plans and strategies.

The City of Appleton launched the College North Neighborhood Plan in the Fall of 2021 and finished in the Summer of 2022. Over 100 people attended meetings, design studios, and a public open house, and over 6,400 people visited the project website. A Steering Committee, formed with various public members, and a Technical Review Committee, made up of various City staff, were also heavily involved in offering input to the plan.

Attached for your consideration is an Executive Summary and the final version of the College North Neighborhood Plan.

Please feel free to contact me at 920-832-6468 with any questions, or by email at karen.harkness@appleton.org.

Staff Recommendation:

The Community and Economic Development Committee approve the College North Neighborhood Plan as presented.