



Appleton

COMPREHENSIVE PLAN REVIEW



City of Appleton

Comprehensive Plan 2010-2030

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www.appleton.org

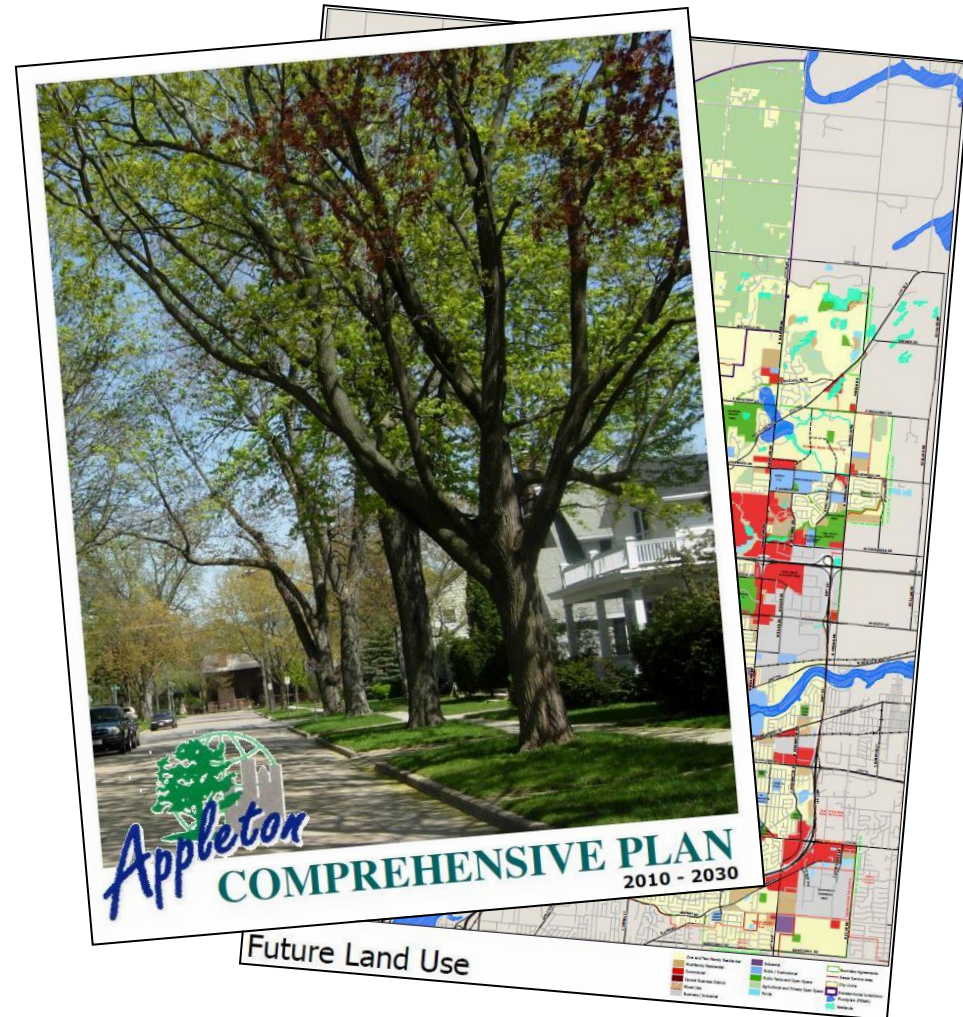


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OVERVIEW

Background

- Establishes a vision for future land use, physical development, and quality of life in the City and provides a comprehensive set of goals, policies, and initiatives to achieve that vision.
- Covers various topics, including:
 - Housing
 - Transportation
 - Economic Development
 - Land Use
 - Parks and Recreation



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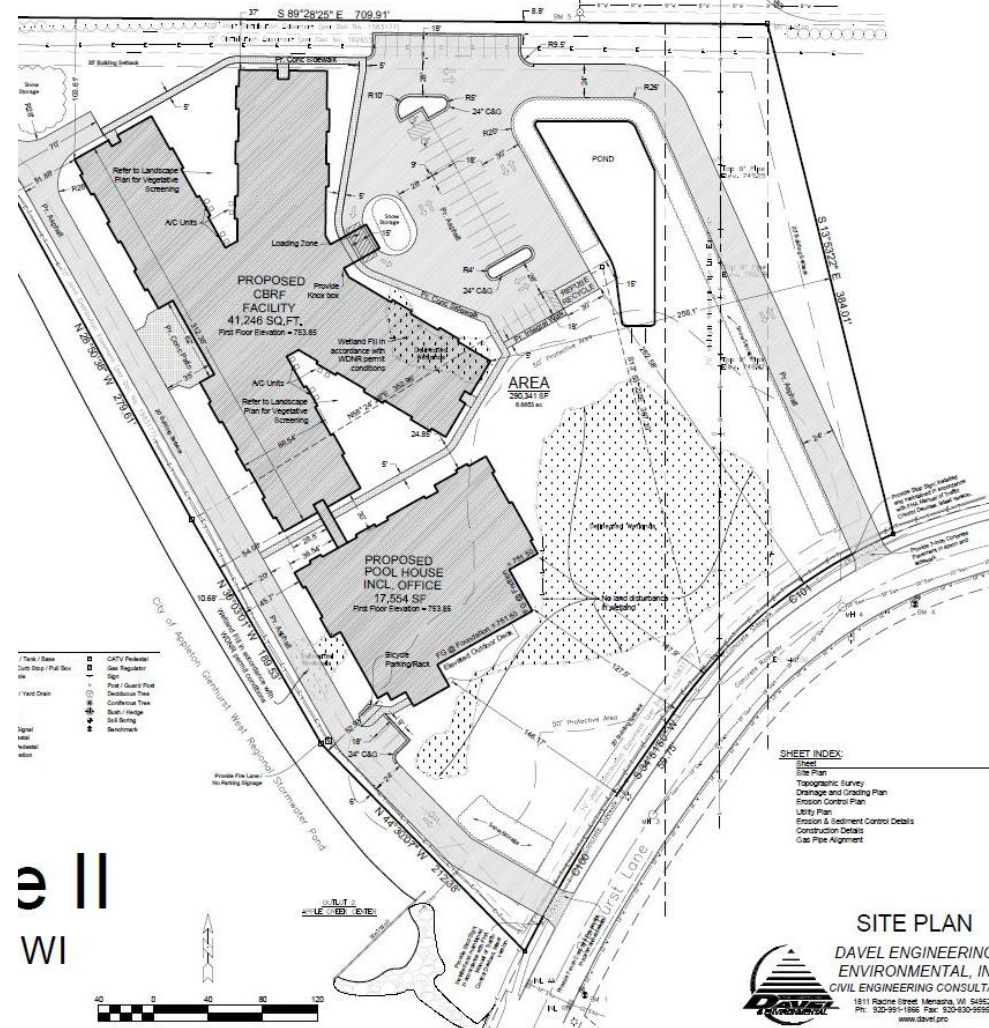


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OVERVIEW

How is the Comp Plan Used?

- Provide guidance on private and public development
 - Review of rezonings, annexations, special use permits, subdivision plats, etc.
- Guide capital improvement projects, such as streets and parks
- Encourage future City-led efforts, studies, etc.
- Engages with every City department and many other partners



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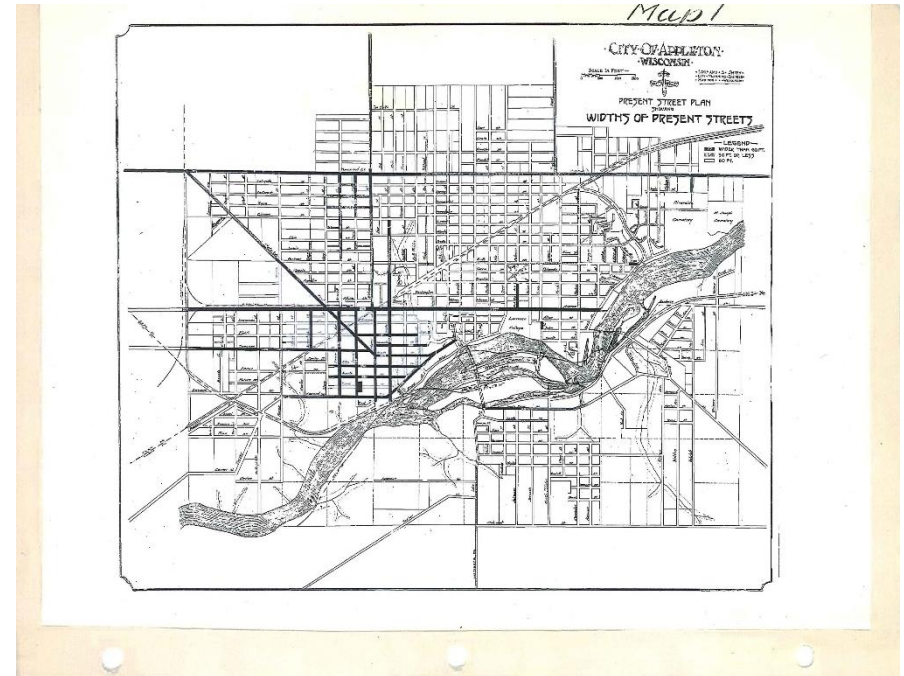
OVERVIEW

History

- City planning has a long history in Appleton (first City Plan in 1922)

Wisconsin Smart Growth Legislation

- Statute requires that zoning ordinances and subdivision ordinances be consistent with an adopted comprehensive plan
- Requires comprehensive plans be updated no less than once every 10 years



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RECENT UPDATE

Comprehensive Plan Update / Downtown Plan Rewrite

- Emphasis on public participation
 - Steering Committee and Sub-Committee Meetings
 - Issues & Opportunities Workshops
 - Downtown Design Workshops
 - Online Survey
 - Draft Open House
 - Project Website and Interactive Map:

www.envisionappleton.org



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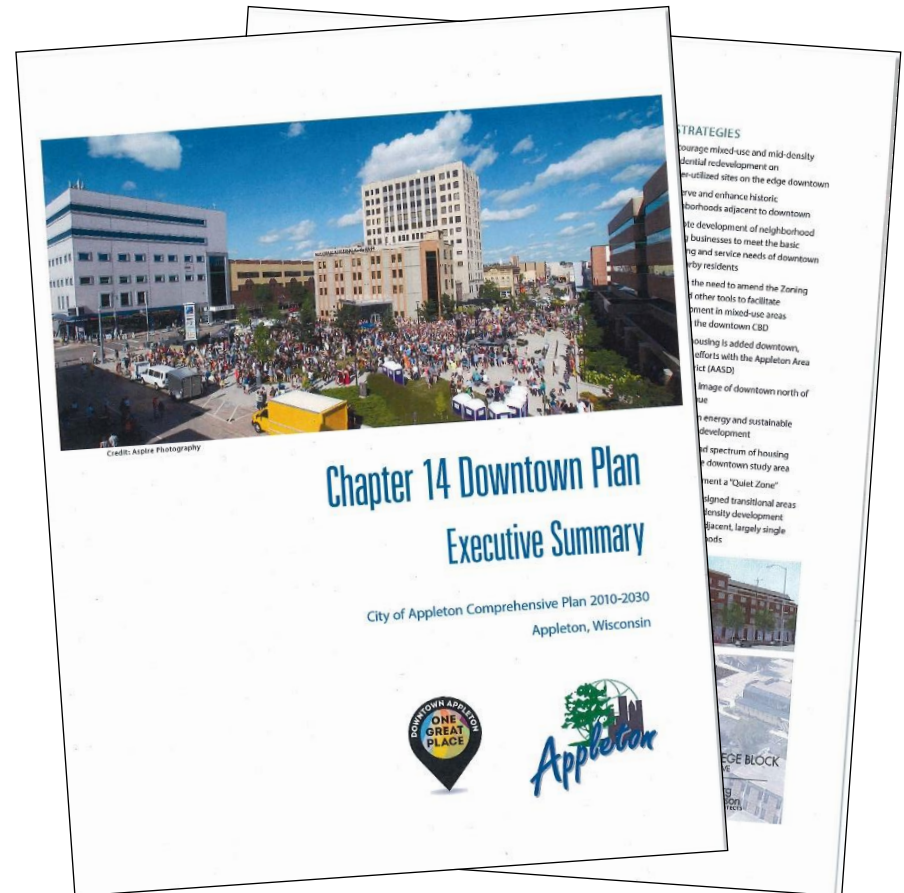


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RECENT UPDATE

Comprehensive Plan Update / Downtown Plan Rewrite

- Examined the existing document and incorporated new ideas, trends, and community feedback
- Unanimously approved by Common Council on March 15, 2017



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COMPREHENSIVE PLAN

Chapter 5: Housing & Neighborhoods

- Goal – Appleton will provide a variety of rental and ownership housing choices in a range of prices affordable to community residents, and ensure that existing housing is adequately maintained in terms of physical quality and market viability.
- *OBJECTIVE 5.3: Provide a range of housing options that meet the needs and appeal to all segments of the community and allows residents to age in place.*



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Chapter 6: Transportation

- Goal – Appleton will support a comprehensive transportation network that provides viable options for pedestrian, bicycle, highway, rail, and air transportation, both locally and within the region.
- *OBJECTIVE 6.3: Create an environment that is safe and conducive to walking and bicycling throughout the entire city.*



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Chapter 7: Utilities & Community Facilities

- Goal – Appleton will provide excellent public utility and community services at a reasonable cost, and will work with private utility companies to ensure quality service delivery.
- *OBJECTIVE 7.8: Support creation of a new or remodeled library downtown, which will significantly contribute to the arts and culture of downtown Appleton.*
- *OBJECTIVE 7.10: Continue to coordinate, partner and collaborate with educational institutions to support access for all to education*



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Chapter 8: Agriculture, Natural, Historic & Cultural Resources

- Goal – Appleton will continue to protect and enhance its environmental quality and important natural resources, preserve historic sites, and support cultural opportunities for community residents.
- *OBJECTIVE 8.4: Support the organizations, events, and venues that make Appleton the arts and cultural center of the Fox Cities.*



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Chapter 9: Economic Development

- Goal – Appleton will pursue economic development that retains and attracts talented people, brings good jobs to the area, and supports the vitality of its industrial areas, downtown, and neighborhood business districts.
- *OBJECTIVE 9.2: Grow Appleton’s business community through recruitment, expansion, and retention programs that ensure a diverse business mix and jobs that pay well.*



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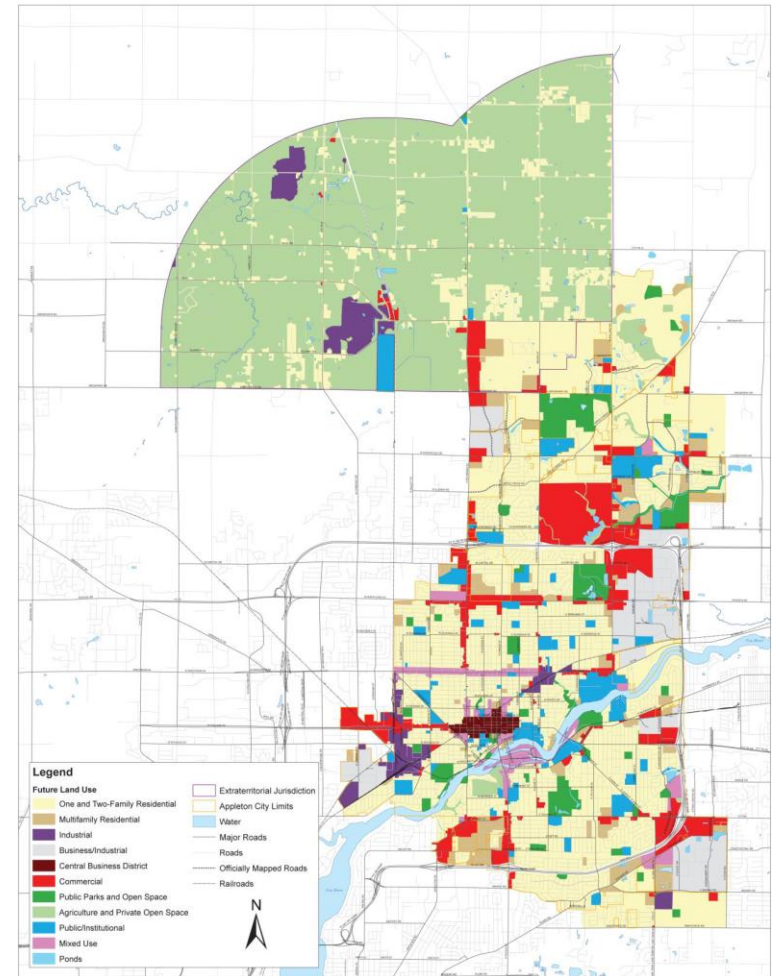
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Chapter 10: Land Use

- Goal – Appleton will continue to provide opportunities for residential, commercial, and industrial growth, including appropriate redevelopment sites within the downtown and existing neighborhoods, and greenfield development sites at the City's edge.
- *OBJECTIVE 10.2: Encourage redevelopment to meet the demand for a significant share of future growth, and to enhance the quality of existing neighborhoods.*

City of Appleton Proposed Future Land Use



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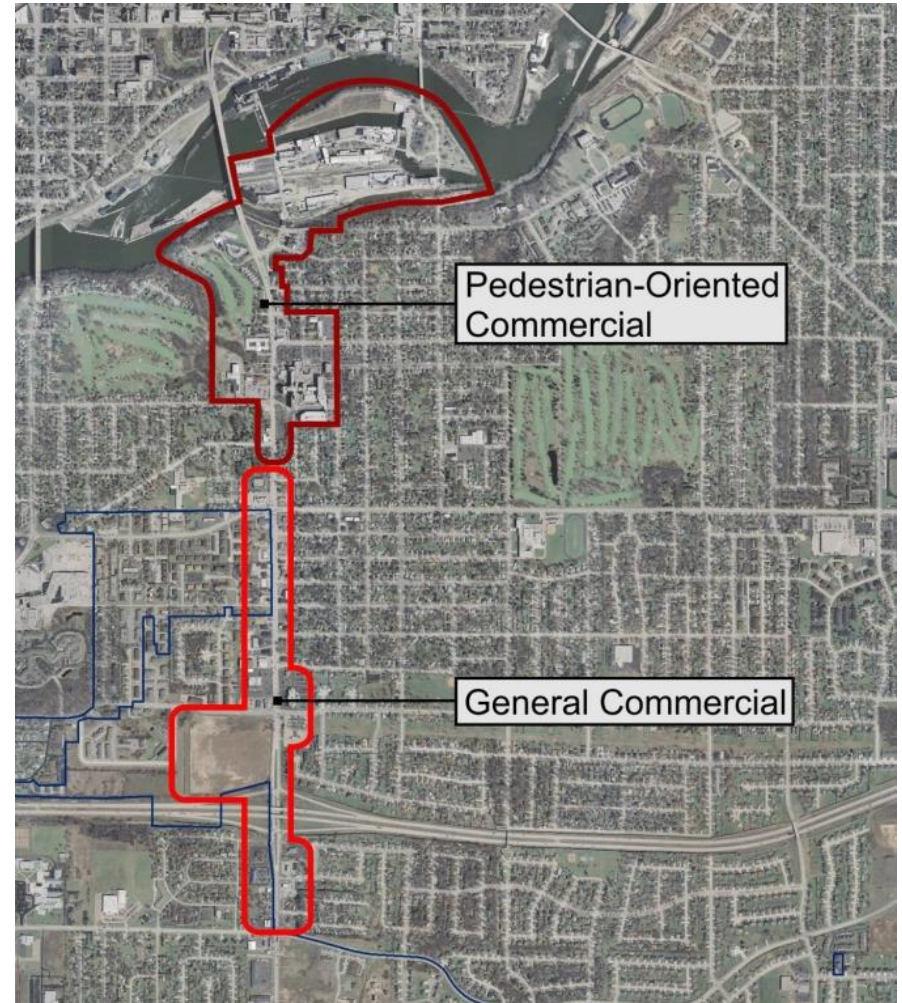


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Chapter 13, 15-17

- Chapter 13: Fox River Corridor Plan
- Chapter 15: Wisconsin Avenue Corridor Plan
- Chapter 16: Richmond Street Corridor Plan
- Chapter 17: South Oneida Street Corridor Plan



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Chapter 14: Downtown Plan

Vision Statement:

Downtown Appleton is a great American urban neighborhood and employment center with world class arts and entertainment



Figure 1 Perspective of conceptual redevelopment of 300 block of E. College Ave. Vantage point is looking southwest toward the Fox River from the corner of N. Drew Street and E. Washington Street.



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Chapter 14: Downtown Plan - Initiatives

- **#1 Urban Form & Design** – create an identity and improve the appearance of downtown
- **#2 Tourism/Arts/Entertainment/Education** – develop cultural attractions and promote travel to the downtown by residents and visitors
- **#3 Neighborhood & Residential Development** – foster new residential development and create healthy neighborhoods surrounding the downtown

VIEW FROM LIBRARY TO CITY CENTER



Figure 39 Sketch from May Design Workshop showing new mixed use development concept where Blue Ramp currently exists. View is from transit center looking south.



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- ***#4 Downtown Development & Business Retention*** – support existing businesses in the downtown and attract desirable new ones
- ***#5 Mobility & Parking*** – provide convenient access to the downtown for all modes of travel
- ***#6 Downtown Management*** – ensure that resources are available to continue to advance the vitality of downtown
- ***#7 Public Spaces & Riverfront*** – enhance the public realm and connections between downtown and the riverfront



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Chapter 14: Downtown Plan - Library

- **Community Priorities**– A new or remodeled **Appleton Public Library**. Priorities were identified through multifaceted public involvement.

Pg.1 Executive Summary

- **#2 Tourism/Arts/Entertainment/Education** – **Strategy 2.7: Support creation of a new or remodeled library downtown, which will significantly contribute to the arts and culture of downtown Appleton.**

Pg. 3 Executive Summary

- **#3 Public Spaces & Riverfront** – **Strategy 7.7: Support creation of a new or remodeled library downtown providing space for contemplation, creation and collaboration.**

Pg. 8 Executive Summary



As major trip generators, mixed-use libraries enliven downtowns while contributing to their tax base.

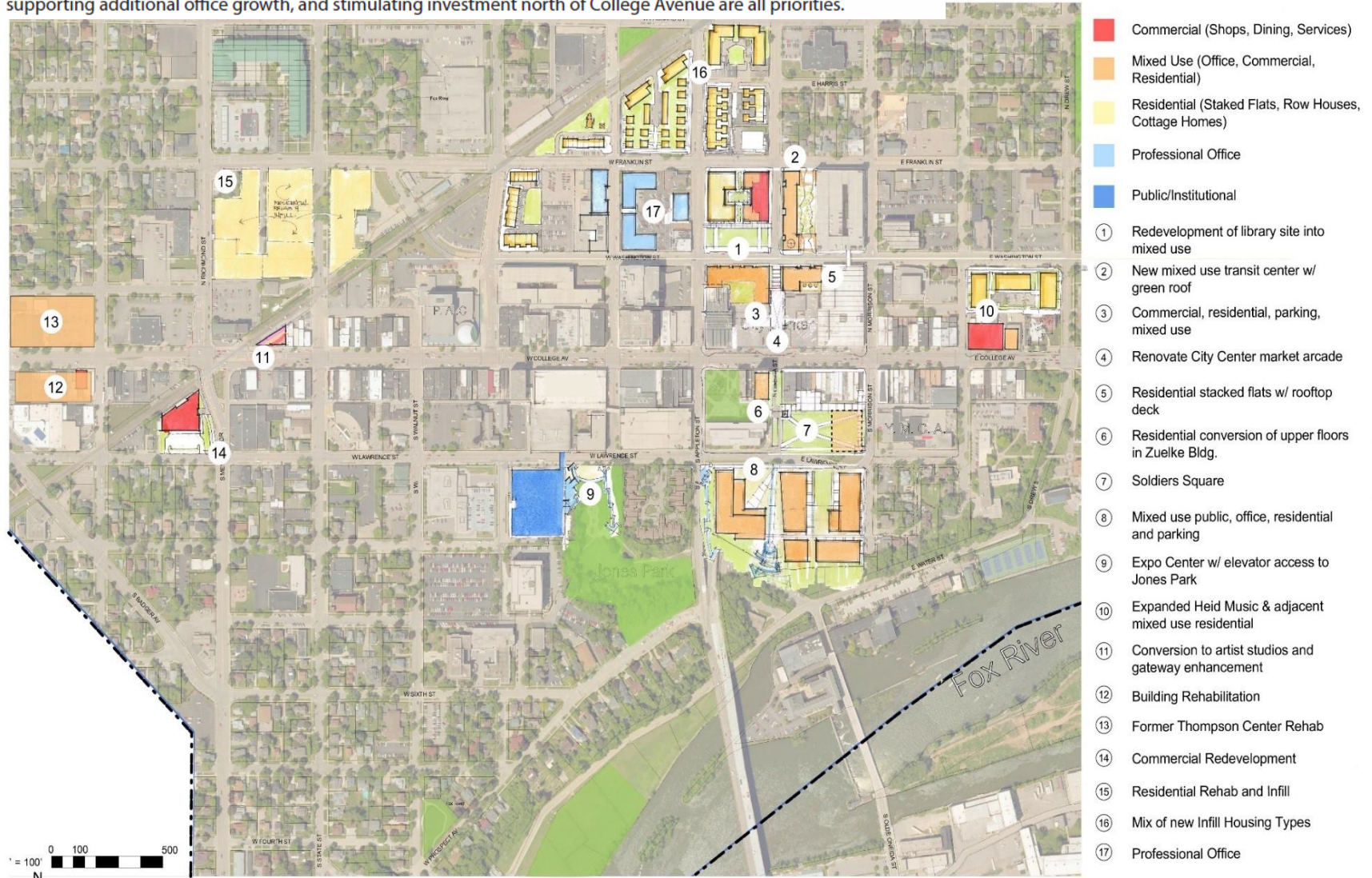


Figure 1 New libraries are often built as mixed use projects, such as the Willard Square Branch library in Milwaukee, which incorporates housing

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PARTNERSHIPS & COMMUNITY SUPPORT

Achieving the vision requires teamwork. The City of Appleton, Appleton Downtown Incorporated, and the Business Improvement District work closely together every day. Property owners, business owners, and downtown visitors are also a critically important part of what makes downtown Appleton one great place. The Redevelopment Framework below is intended to serve as a guide for public and private investment. Increasing residential density, supporting additional office growth, and stimulating investment north of College Avenue are all priorities.



Downtown & Riverfront Connections Concept – May 2016 Design Workshop



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Chapter 18: Park & Recreation Master Plan

- Goal – Appleton will provide a variety of parks and recreational programs to fulfill its mission: “Building communities and enriching lives where we live, work and play.”
- *OBJECTIVE 18.5: Expand and develop additional park and recreational facilities along the Fox River.*



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COMPREHENSIVE PLAN

Several Other Chapters

- Chapter 1: Introduction
- Chapter 2: Background
- Chapter 3: Community Vision
- Chapter 4: Issues & Opportunities
- Chapter 11: Intergovernmental Cooperation
- Chapter 12: Implementation

Comprehensive Plan Website

- More information online:
www.envisionappleton.org



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