

A **NEW** Avenue a vision for W. College Avenue



September 24, 2025

LOCATION:

About 2.5 miles, running from the Fox River Mall (Mall Drive) to downtown Appleton (Richmond Street) of West College Avenue, officially named Wisconsin State Highway 125 (WIS 125).

Key Entry Point to the Fox Cities from Appleton International Airport and Interstate 41.

Major Route through the Fox Cities lined with businesses, restaurants, homes, and community hubs.

This document serves as the **VISION** for future redevelopment and revitalization efforts. It provides a guiding framework for stakeholders to align their efforts and bring shared aspirations to life.



Project Coalition



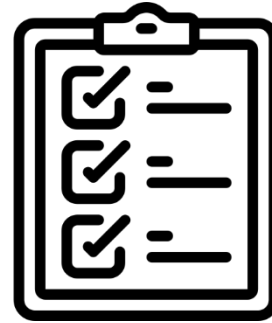
Project Scope and Schedule



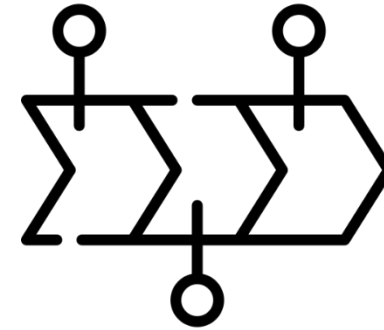
Phase 1 Outcomes



**Establish a Shared,
Community-Driven
Vision**



**Create Action-
Oriented
Recommendations**



Queue up Phase 2



VISION: College Avenue is a welcoming part of the Fox Cities where people live, work, and come together. It connects neighborhoods and supports local businesses, offering safe and convenient access by foot, bike, bus, and car. As both a gateway and a destination, it's a place to travel through—and a place to stay.

The **VISION** for A NEW Avenue builds on seven goals and four focus areas. Together, these statements will guide us as we turn our vision for College Avenue into a reality.



SEVEN PROJECT GOALS



SAFETY

Enhance safety for all transportation users



CONNECTIVITY

Improve efficiency and movement between destinations and neighborhoods



ACCESSIBILITY

Ensure equitable access for all through inclusive infrastructure design



IDENTITY

Establish a distinct and welcoming identity for the corridor



PRIDE

Build pride and ownership among local residents and businesses



VITALITY

Boost economic growth and attract residents, visitors, and investments



INTENTIONALITY

Encourage infill and redevelopment to address urban gaps with community-aligned land uses

FOUR AREAS OF FOCUS ELEMENTS



CREATING A PATH FOR EVERYONE

Upgrading Our Streets: Redesign the College Avenue right-of-way to improve safety, connectivity, and accessibility. Reconfigure the roadway, upgrade intersections, and integrate active transportation options.



DEFINING OUR ROOTS

Shaping Our Future: Build a distinct identity for College Ave. through branding, streetscape design, and public art to foster community pride and a welcoming entrance to the Fox Cities.



INTEGRATING GREEN SPACES

Building Great Places: Introduce features that enhance the environment, improve public health, and create spaces for relaxation and community gatherings.



TRANSFORMING COMMUNITIES

Sparking Growth: Transform underutilized and neglected areas into flourishing spaces that grow the economy and benefit our local community.

ELEMENT

1

UPGRADING OUR STREETS CREATING A PATH FOR EVERYONE

RECOMMENDATIONS

An example of a well-designed boulevard, enhancing urban mobility and accessibility. The illustration depicts a 116-ft roadway within a 164-ft right-of-way.



Source: National Association of City Transportation Officials, Urban Street Design Guide.

1

Partner with WisDOT to Improve College Avenue. Roadway enhancements will require WisDOT to prioritize and advance action, as they currently own and maintain the roadway. As part of a future partnership, explore project prioritization, costs, timelines, and funding and maintenance responsibilities.

2

Design and Implement Complete Streets for All Users. Prepare roadway reconstruction plans that support motorists, pedestrians, cyclists, and transit users.

3

Upgrade Stormwater Management Facilities. Replace open ditches with curbs and gutters and stormwater treatment features for better drainage and a cleaner, more polished look.

4

Exceed Accessibility Standards. Ensure all new infrastructure meets or exceeds ADA guidelines, so the corridor is safe and accessible for seniors and people with disabilities.

- Evaluate the number, width, and locations of travel and turning lanes to reduce congestion and manage speed.
- Evaluate the current frontage road system to identify opportunities to improve traffic operations, navigability, and access to destinations.
- Design improved intersections by considering features such as high-visibility crosswalks, street lighting, pedestrian signals, refuge islands, and traffic-calming measures.
- Prioritize people by considering features such as trails, bike lanes, wide sidewalks, covered bus stops, and traffic control infrastructure.

SHAPING OUR FUTURE DEFINING OUR ROOTS

RECOMMENDATIONS

Streetscape example displaying urban design and pedestrian-friendly infrastructure.



Source: YouAreCurrent.com, 2022. Renderings by MKSK.

- 1 Strengthen Community Partnerships.** Collaborate with local businesses, artists, and neighborhood organizations to ensure broad support and input when implementing identity-building initiatives.
 - 2 Prepare Streetscape Design Guidelines.** Develop a plan to enhance the corridor's physical elements considering landscaping, lighting, pavement materials, pedestrian amenities, and traffic features. Designs should strive to unify College Avenue's aesthetic as it transitions from Grand Chute to downtown Appleton.
 - 3 Implement Streetscape Guidelines.** After establishing streetscape guidelines, begin to implement its features as reconstruction of the corridor progresses.
 - 4 Create Interactive Wayfinding Features.** Develop artistic maps, signage, or digital kiosks to guide visitors while highlighting key destinations along or near College Avenue.
 - 5 Launch a Public Art Program.** Introduce a public arts initiative to feature murals, sculptures, illuminated or LED features, and interactive art pieces. Engage local artists to highlight the community's talent while establishing visually impactful landmarks along the entire corridor.
- Move utility lines underground to reduce clutter.
 - Add trees, greenery, and planters to make the area more inviting and visually appealing, while ensuring clear sightlines to maintain safety and prevent hiding spots.
 - Incorporate creative crosswalks and pavement designs to improve pedestrian visibility and to contribute to the corridor's visual appeal.
 - Add street lighting, benches, bike racks, and other functional elements that align with College Avenue's overall design theme, providing both utility and aesthetic consistency.

BUILDING GREAT PLACES INTEGRATING GREEN SPACES

RECOMMENDATIONS

Example of streetscape design, featuring enhanced greenery.



Source: Oasis Designs, Mathura Road Project.

- 1 Develop a Multi-modal Greenway.** Construct a greenway (trail) along College Avenue that provides a safe, accessible route for walking, biking, and other non-motorized travel, connecting neighborhoods, commercial areas, and key destinations.
- 2 Develop Functional and Attractive Public Spaces.** Develop pocket greenspaces or plazas throughout the corridor that offer places for relaxation, social interaction, and community events. Thoughtfully integrate public spaces with the greenway design.
- 3 Incorporate Low-Maintenance, Native Landscaping.** Integrate native plants, trees, and sustainable landscaping to reduce maintenance costs, enhance the area's beauty, support local ecosystems, and create a natural feel within the urban environment.
- 4 Consider Stormwater Infrastructure.** Improve stormwater facilities where needed, designing them with landscaping elements so they blend seamlessly into the environment while managing runoff effectively.



Ensure the greenway links to existing bike and pedestrian infrastructure, providing safe access to nearby schools and community hubs, with a focus on connections to north-south active transportation routes and applicable transit stops.



SPARKING GROWTH TRANSFORMING COMMUNITIES

RECOMMENDATIONS

Example of a well-designed urban area that emphasizes pedestrian-friendly infrastructure and integration with surrounding land uses.



Source: Congress for the New Urbanism. (n.d.). Harvey Street, Michigan.

1

Promote Strategic Growth. Encourage development in the College Avenue project area by supporting the redevelopment of underutilized properties.

2

Enhance Urban Form. Enrich the visual character of the area through unified development standards coordinated between the Town of Grand Chute and the City of Appleton. Ensure buildings are well maintained and visually appealing, and that business signage is uniform and limits visual clutter.

3

Mitigate Displacement Risk. Help safeguard residents and businesses from displacement by offering programs such as technical support for legacy businesses, weatherization assistance to reduce costs for low-income households, and targeted aid to expand business/home ownership opportunities that build generational wealth.

4

Involve the Community in Planning and Community Development. Ask residents and local businesses to help shape redevelopment plans to ensure changes in the area continue to reflect the community's needs. Create and support existing neighborhood associations to empower locals to become long-term stewards of the corridor.

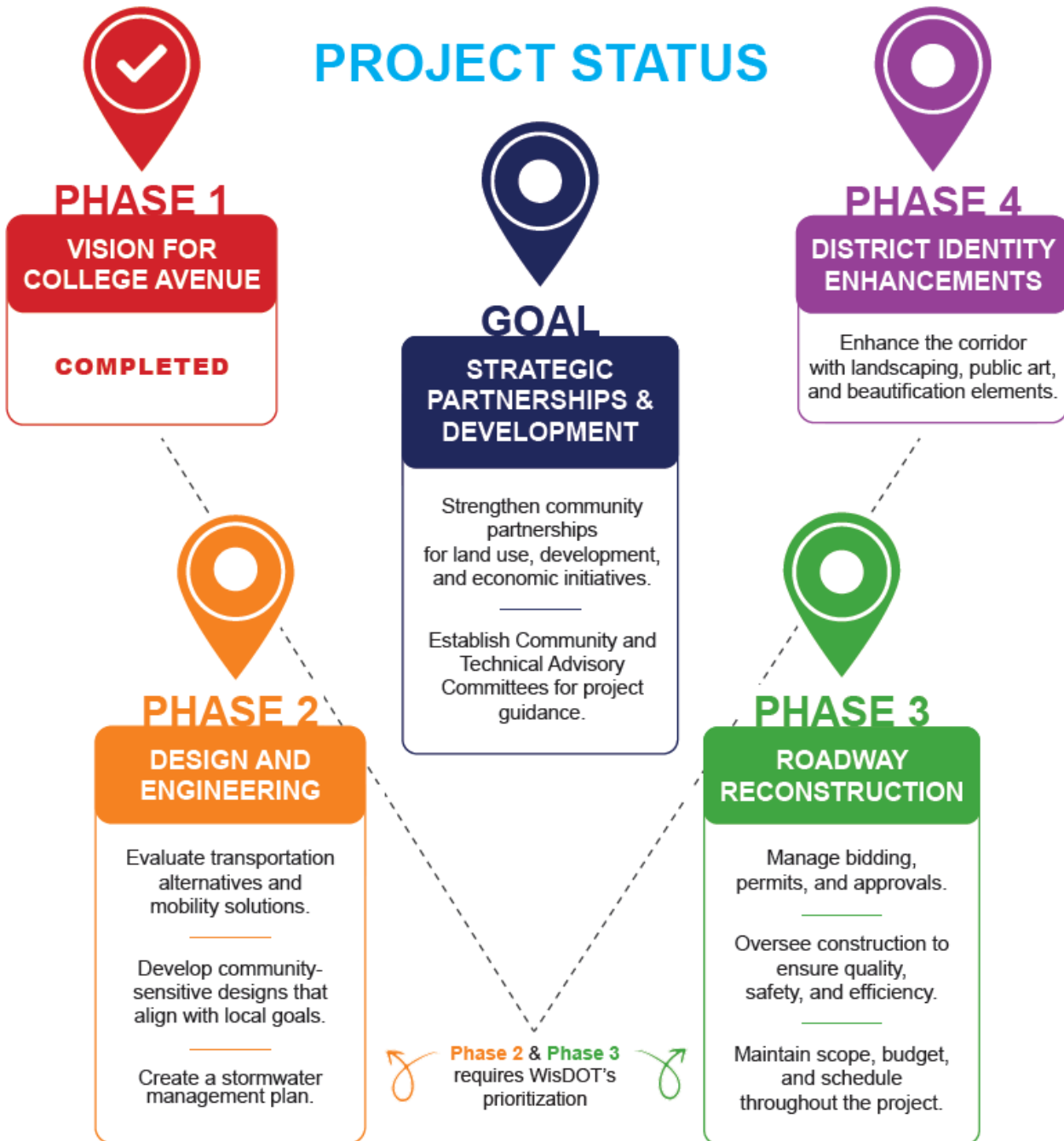
5

Activate the District. Explore mechanisms and use of policy tools to support redevelopment, including tax increment financing districts, public-private partnerships, façade and business improvement grants, density bonuses, and expedited permitting approvals.

- Provide opportunities for higher-density, mixed-uses along the corridor and near transit stops.
- Update zoning rules to allow taller buildings and flexible mixed-use spaces, to reduce parking requirements near transit, and to offer density bonuses for affordable housing.



PROJECT STATUS



- Medium- to long term effort
- Next 5 years, focus on design and engineering to develop a redevelopment plan for the roadway.
- Explore potential funding strategies in partnership with WisDOT, which is essential.



www.aNEWavenue.com