



Valley Transit

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VALLEY TRANSIT

TRANSIT CENTER MASTER PLAN AND NEEDS ASSESSMENT

Agenda

- Introductions
- Project background and overview
- Programming and site evaluation
- Preliminary concepts
- Discussion



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PROJECT BACKGROUND



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Project Background

- Valley Transit operates 19 bus routes (as well as four school routes) serving nine communities across three counties
- Existing transit center
 - Approximately one-acre site in downtown Appleton
 - 5,700-square foot facility constructed in 1989
 - Includes bus parking
- As population expands in the Fox Cities, the need for accessible, reliable transportation is essential, and the community will require a facility that meets Valley Transit's long-term needs.
- Valley Transit and its partners are working to reconstruct the new Transit Center as a Joint Development project
 - Joint Development (Federal Transit Administration) – a public transportation project that integrally relates to and often co-locates with commercial, residential, mixed-use, or other non-transit development



Project Purpose

- Identify long-term needs of the Valley Transit Center
- Explore potential for further investment at existing site or potential new site
- Accommodate future Valley Transit growth while supporting downtown redevelopment



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Project Goals

- New Transit Center features
 - Improved services and safety
 - Public and private development
 - Public open spaces
 - Ground-level Transit Center
 - Upper-floor residential
- New Transit Center design
 - Urban, well-integrated with surrounding uses
 - Highly visible and actively used by people of all ages
 - Sustainable design that activates the streetscape
 - Sensitive to the needs of transit users as well as nearby neighborhoods, businesses, and properties



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Project Goals

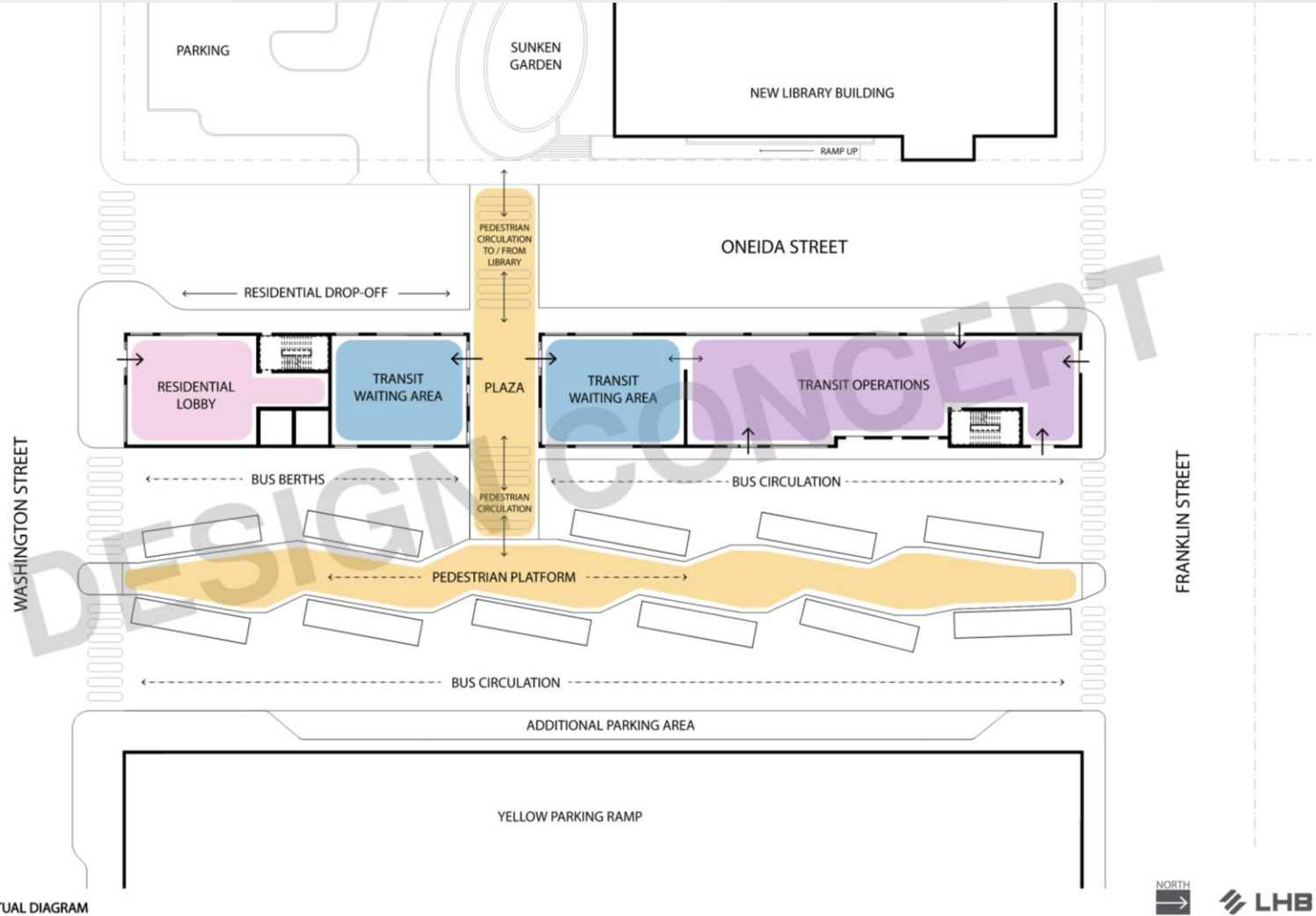
- Transportation and infrastructure
 - Convenient access and egress
 - Improved multimodal circulation
 - Adaptable hub that can serve buses, shuttles, bicycles, and pedestrians
 - Improved accessibility for all users
 - Enhancements that serve existing and potential new riders
- Economic vitality
 - Public and private investment that benefits Valley Transit partners
 - Development that supports goals of the Appleton Comprehensive Plan, College North Neighborhood Plan, and Sustainability Master Plan
- Use findings to apply for future highly competitive Federal grants with 80% federal and 20% local match



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Design Concept – Ground Floor



GROUND FLOOR CONCEPTUAL DIAGRAM

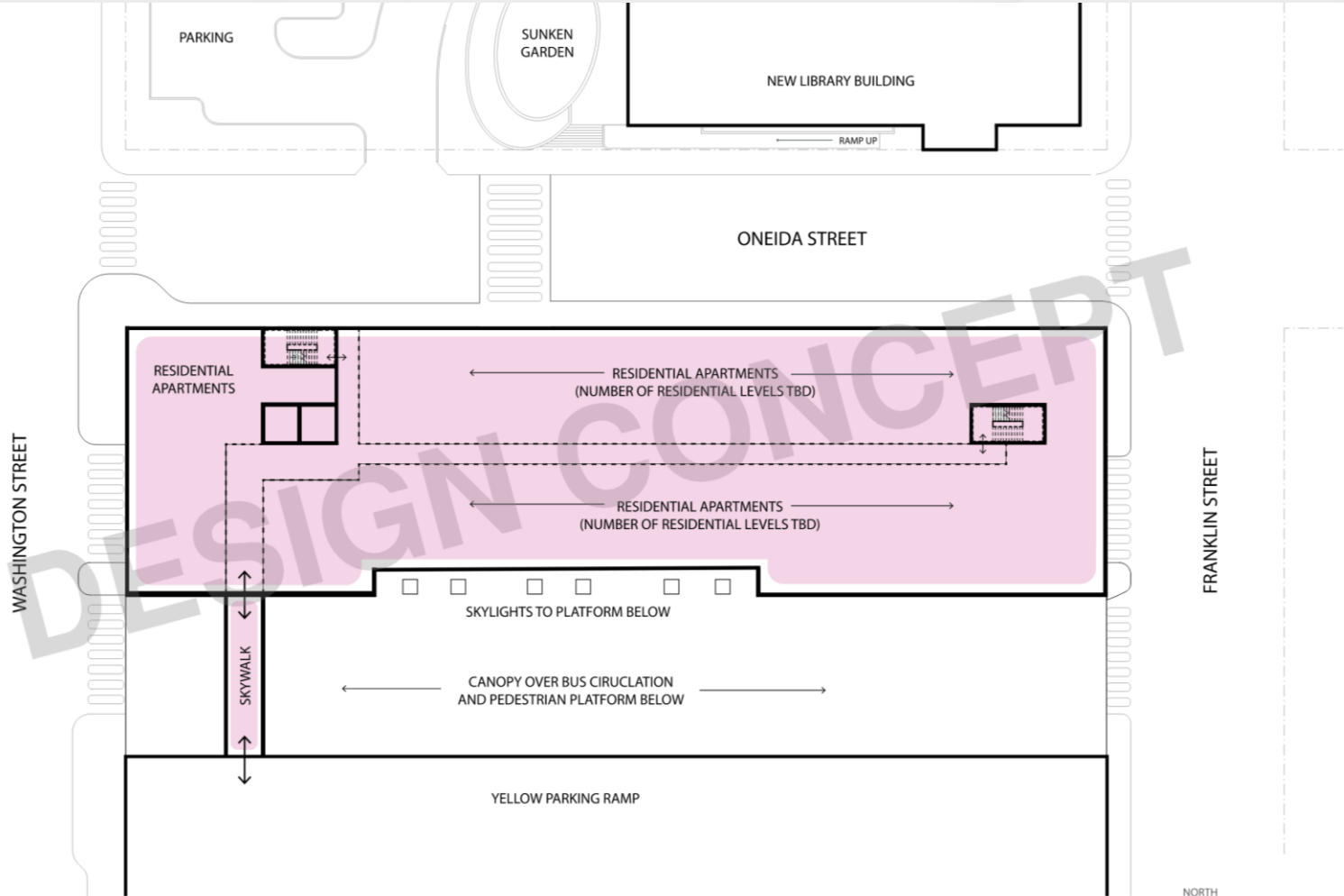
NOT TO SCALE



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Design Concept – Second Floor



SECOND FLOOR CONCEPTUAL DIAGRAM
NOT TO SCALE



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PROGRAMMING AND SITE EVALUATION



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Transit Center Programming

- Identified current Transit Center conditions and deficiencies
- Identified current and future Transit Center facility space needs:
 - Exterior features, entry access, on-site storage, and vehicle accommodations
 - Interior and exterior parking capacity
 - ADA accessibility
 - Multimodal transportation options
 - Sustainable design and green building
- Consider Joint Development opportunities and criteria



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Joint Development

- Four criteria:
 - Economic benefit
 - Public transportation benefit
 - Fair share of revenue (project provides a fair share of revenue to be used for public transportation)
 - Fair share of costs (a person occupying space at the facility pays a fair share of costs through rent or other means)
- Development opportunities
 - Proposed mix of uses
 - Building heights and square footage



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Site Evaluation Criteria







- Land use
 - Zoning
 - Community development potential
- Site access and location
 - Ease of bus operations
 - Pedestrian and bicycle access
 - Parking access
- Site characteristics
 - Environmental concerns and presence of utilities
- Cost effectiveness
 - Cost of land acquisition and site preparation
 - Operating cost impacts









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Legend


 Alternate Sites	 Good
 Existing Site	 Fair
 All Residential or Institutional: Not Considered	 Poor






Fox River Mall (~ 4 miles west)
Score: 


-  Publicly owned
-  Direct access to parking
-  No operating cost increase
-  Potential for Joint Development
-  Site preparation costs






Washington - 1
Score: 


-  Publicly owned
-  Direct access to parking
-  No operating cost increase
-  Potential for Joint Development
-  Site preparation costs






Washington - 2
Score: 


-  Publicly owned
-  Direct access to parking
-  No operating cost increase
-  Potential for Joint Development
-  Site preparation costs






Existing Site
Score: 

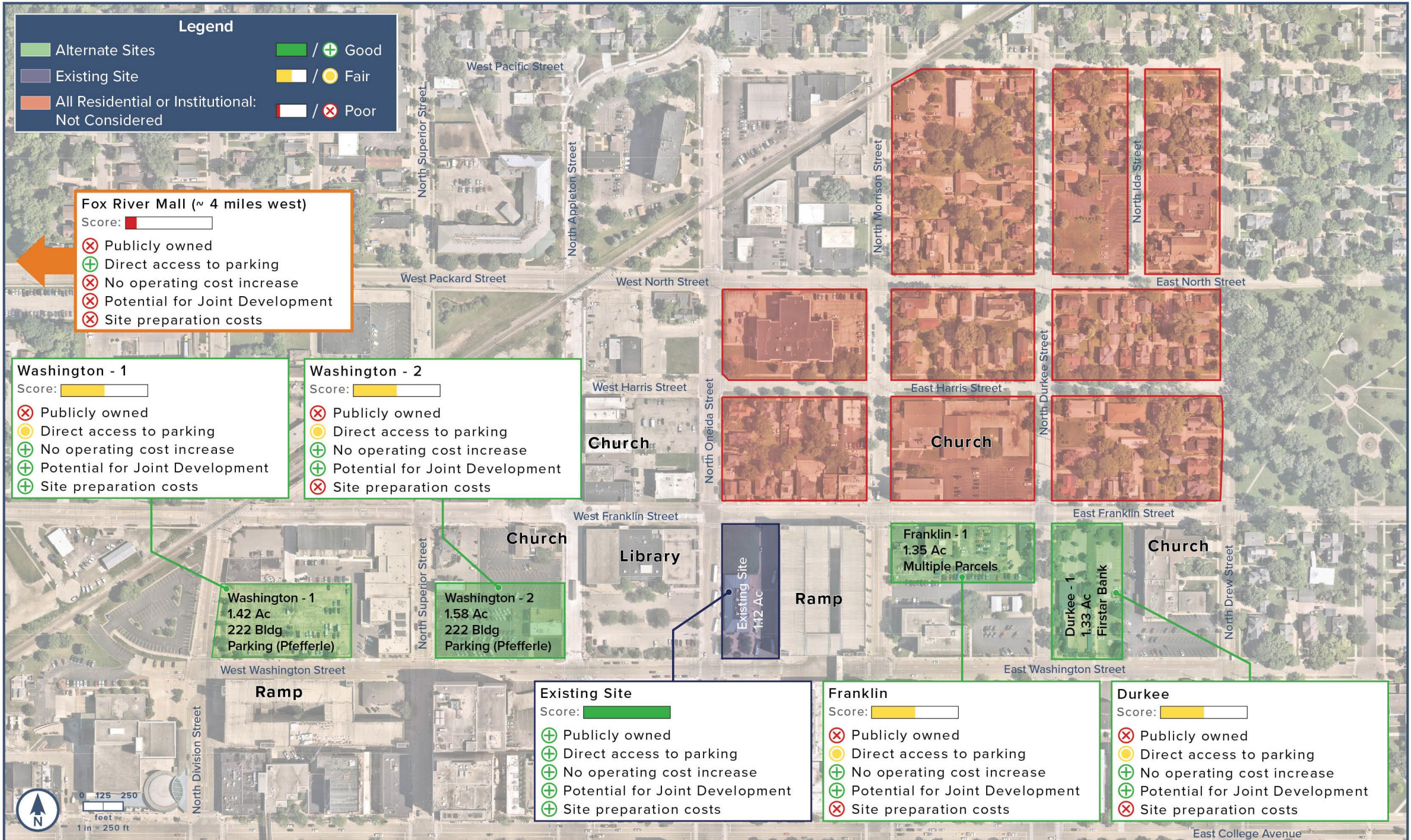
-  Publicly owned
-  Direct access to parking
-  No operating cost increase
-  Potential for Joint Development
-  Site preparation costs

Franklin
Score: 

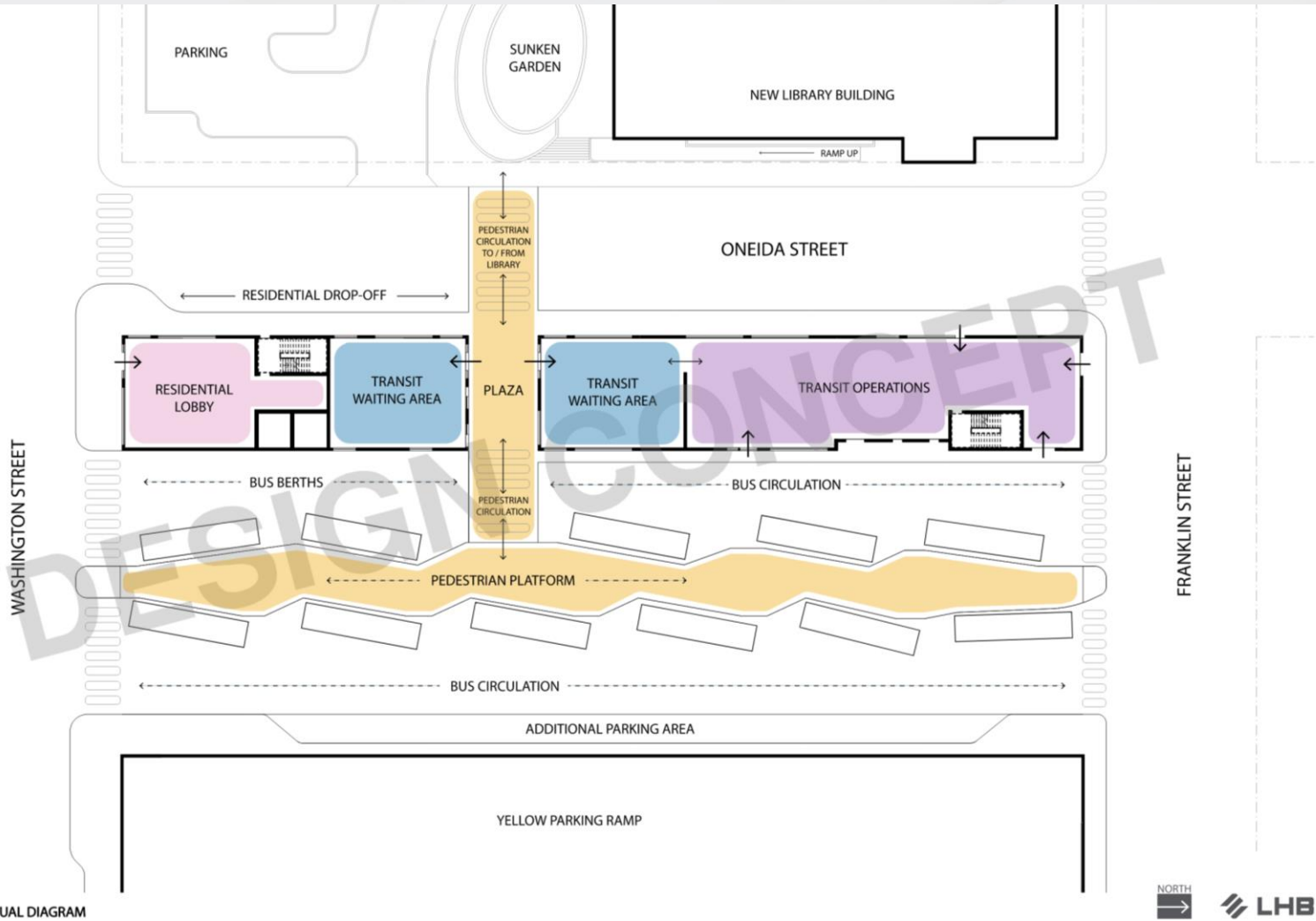
-  Publicly owned
-  Direct access to parking
-  No operating cost increase
-  Potential for Joint Development
-  Site preparation costs

Durkee
Score: 

-  Publicly owned
-  Direct access to parking
-  No operating cost increase
-  Potential for Joint Development
-  Site preparation costs



Design Concept – Ground Floor



GROUND FLOOR CONCEPTUAL DIAGRAM

NOT TO SCALE

- Ground floor
 - Waiting area and utilities
 - Residential lobby



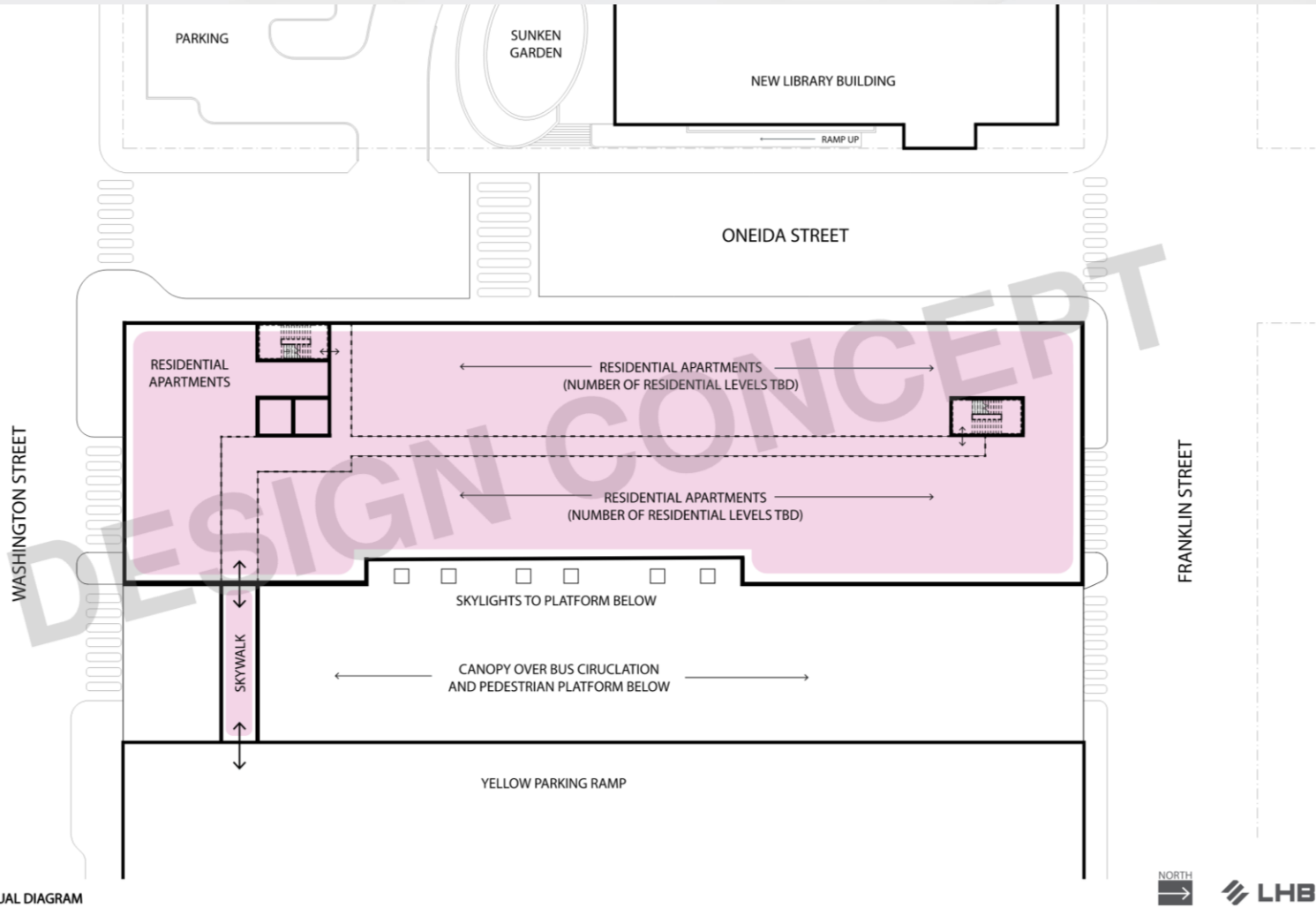
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Design Concept – Second Floor

- Second floor
 - Residential development
 - Skywalk to parking ramp



SECOND FLOOR CONCEPTUAL DIAGRAM
NOT TO SCALE



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DISCUSSION



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Input Sought

Facility
Features

Connections

Downtown
Development

Comfort and
Safety

Partnership
Opportunities



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Input Sought

- Preferred features
 - Seating
 - Restrooms
 - Services (ticketing, wifi, phone charging)
 - Amenities (vending machines, bike storage, public art)
 - Accessibility (audio announcements, tactile maps)
 - Information (customer service desk, real-time bus location, public bulletin board)
 - Safety and security (emergency shelter area, emergency call box, visible security personnel)
 - Passenger drop-off area



Transit center indoor seating (photo: RAC)



Transit station public art (photo: Dan Donovan)



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Input Sought

- Shared mobility options
 - Rideshare/microtransit drop-off and pick-up area
 - Bikeshare
 - E-scooters
- Factors affecting comfort and safety
 - Cleanliness
 - Maintenance
 - Winter maintenance
 - Lighting
 - Emergency call buttons
 - Bus on-time performance



Transit station in winter (photo: Metro Transit)



Bikeshare station (photo: Jaysin Trevino)



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Discussion

- The College Avenue North plan recommends a mix of senior-oriented living, townhomes and other multi-family development, mixed-use development, and park improvements as well as redevelopment of certain sites.
 - How can the enhanced Valley Transit Center support redevelopment investment in Appleton and the Fox Cities more broadly?
- What types of uses are missing or needed in downtown Appleton?
 - Examples: housing, retail, hospitality, restaurants, government services etc.
- Do you have suggested partnerships for Valley Transit?



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Additional Engagement

- Please encourage your networks to learn more and offer their input using the following link:

tinyurl.com/ValleyTransitCenterSurvey



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Thank You!



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