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## MEMORANDUM

TO: City of Appleton

FROM: Andrew Dane

DATE: December 5, 2016

RE: Key Chapter 8 Agricultural, Natural, Historic, and Cultural Resources Updates  
SEH No. 135537 14.00

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The purpose of this memo is to summarize the key **proposed** chapter updates made to the City's 2010-2030 Comprehensive Plan as part of the 2016 Comprehensive Plan update.

New objectives and policies are **highlighted yellow**. ~~Strikethrough text~~ denotes those objectives and policies which have been removed from the updated Comprehensive Plan.

### Key Changes

Key changes include policies which reflect the growing interest in local food production and the desire to create a year round public market downtown. The chapter also incorporates new objectives and policies to respond to the on-going redevelopment of the Fox River. Other key updates include additional policies to support Appleton's growing diverse communities, as well as the addition of an objective calling for establishment of a city-wide Cultural Arts Plan.

### Overall 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." The objectives identified in this chapter further refine that goal, while the policies identified here provide guidance concerning some of the ways in which these objectives may be reached.

#### 8.1 OBJECTIVE: Maintain the viability of the regional agricultural sector that provides locally-grown food for residents and raw materials for Appleton's food processing and other businesses.

- 8.1.1 Preserve important farmlands and avoid fragmentation of agricultural areas in the region by:
- directing new development to infill or redevelopment sites, or to locations contiguous to existing urban areas in Appleton and other communities;
  - encouraging compact development patterns that use land efficiently; and
  - supporting county, state, and private initiatives with the goal of preserving prime agricultural land in the region.
- 8.1.2 Support programs that connect farmers and consumers to bring locally-grown food into the community, including working with the Community Garden Partnership and other organizations to provide locations for community garden education on gardening.

~~—designing and constructing enhancements to Houdini Plaza and Soldier's Square that allow expansion of the Summer Farm Market; and~~

- 8.1.3 Pursue economic development initiatives that seek to retain and expand Appleton's existing food processing and agriculture-related businesses, and to attract new ones that provide a market for regional agricultural products.
- 8.1.4 Implement the agricultural related recommendations contained in the City's Economic Development Strategic Plan.
- 8.1.5 Support urban agriculture that also supports workforce education and promotes economic self-sufficiency, such as Riverview Gardens, Community Garden Partnership, UW Extension Master Gardeners and other organizations.
- 8.1.6 Support Appleton Downtown Inc's Downtown Farmer's Market.
- 8.1.7 Evaluate the feasibility of a year round public market in downtown Appleton.
- 8.1.8 Evaluate the potential for an urban agriculture and locally sourced food summit to identify partnership opportunities and raise awareness of programs.

**8.2 OBJECTIVE: Preserve important natural features and enhance environmental quality throughout the community in order to secure economic, recreational, and health benefits for area residents.**

- ~~8.2.1 Provide adequate protection for Appleton's important natural features including the Fox River and other streams, wetlands, undeveloped bluffs and ravines, habitat areas, and other features.~~
- 8.2.1 Work with the Wisconsin Department of Natural Resources, non-profit organizations, and private entities to continue environmental clean-up and restoration of the Fox River.
- ~~8.2.2 Preserve and enhance the remaining wetlands within Appleton and areas into which the City will continue to grow.~~
- 8.2.2 In collaboration with other agencies, preserve and enhance high quality wetlands within Appleton and areas into which the City will continue to grow. Conduct a feasibility analysis of the City creating a wetland mitigation bank, which are restored, enhanced or created wetlands whose purpose is to provide credits to offset unavoidable impacts to existing wetlands
- 8.2.3 Continue to update stormwater management codes to ensure compliance with State and Federal rules while also encouraging local homeowners and business owners to implement best practices on their private properties.
- 8.2.4 Identify, implement, and educate the public about "best management practices" for stormwater management to mitigate non-point pollution and improve stormwater quality such as but not limited to green roofs, rain gardens, and bio-swales.
- 8.2.5 Evaluate the cost effectiveness and environmental benefits of strategies that may reduce the amount of pollutants that Appleton's city government operations contribute to the atmosphere, and encourage local businesses to join voluntary programs to improve air quality.
- 8.2.6 Through participation in WDNR's Legacy Green Tier Communities program, continue to establish and implement policies to require use of energy efficient technology for new and retrofitted government buildings and infrastructure, and investigate the feasibility of using renewable energy sources.
- 8.2.7 Continue and expand the City's participation in programs to eliminate or reduce the use of pesticides, mercury, lead, and other persistent bio accumulative toxic substances, and continue to educate the public on the potential harmful effects of these substances.

8.2.8 Support organizations that educate and encourage homeowners, businesses, and developers concerning the benefits of using native landscaping materials and taking steps to halt the introduction and spread of invasive species.

~~8.2.9 Restore and preserve the quality of natural plant and animal communities through initiatives such as:~~

~~— identifying priority locations and conducting natural habitat restoration projects in City parks and on other City owned properties;~~

~~— educating and encouraging homeowners, businesses, and developers concerning the benefits of using native landscaping materials~~

~~— implementing programs to educate the public and to halt the introduction and spread of invasive species in the Appleton area.~~

8.2.9 Support Appleton's existing forestry program to plant new trees and to maintain the health of the City's urban tree canopy.

8.2.10 Leverage the resources available through the Fox River/Green Bay Natural Resource Trustee Council (NRDA Funding) for restoration and public access projects along the Fox River corridor.

8.2.11 Continue to partner with local agencies and organizations such as the Outagamie County Greenways and Fox Cities Greenways to identify, preserve, and develop important local and regional environmental corridors and greenways, which can provide multiple benefits including better trail connectivity and environmental benefits as well.

**8.3 OBJECTIVE: Continue and expand efforts to preserve, restore, and interpret important features of Appleton's rich history**

8.3.1 Preserve Appleton's historic resources through the City's Historic Preservation Ordinance and actions of the Historic Preservation Commission.

8.3.2 Educate property owners and encourage context-sensitive restoration of Appleton's historic and potentially historic properties.

8.3.3 Continue to educate eligible homeowners and business owners on the tax credits available to them through the State and Federal governments for both homeowner rehabilitation and commercial property improvements.

8.3.4 Improve on-site marking and interpretive signage for Appleton's historic sites.

8.3.5 Develop a historic walking tour or tours for the downtown, Fox River Corridor, and historic neighborhoods similar to the Fox Trot Trail Historic Walk.

8.3.6 Continue to maintain the City's status as a member of the Certified Local Government Program through the Wisconsin Historical Society.

8.3.7 Continue to recognize individual efforts for exterior restoration and maintenance of buildings and structures through the annual historic restoration and stewardship/revitalization certificate awards program.

8.3.8 Support development of the proposed Fox River Locks Visitor Center on the Fox River.

8.3.9 Promote the incorporation of Appleton's history into the planning and development of future parks, trails, and other amenities.

8.3.10 Encourage redevelopment in the downtown area which compliments the existing historic character of the neighborhood and promotes greater livability.

**8.4 OBJECTIVE: Support the organizations, events, and venues that make Appleton the arts and cultural center of the Fox Cities.**

8.4.1 Provide appropriate financial, technical, and other resources to ensure the continued viability and growth of cultural organizations and attractions, in partnership with organizations such as Appleton Downtown, Inc., the Appleton Public Library and the Fox Cities Convention and Visitor's Bureau.

~~8.4.2 Explore the feasibility of developing a downtown convention center. (See Chapter 14: Downtown Plan for additional discussion of this item.)~~

8.4.2 Partner with other agencies and organizations to ensure the availability of adequate event space and logistical services to facilitate cultural and related events within the community.

8.4.3 Continue to broaden education and collaboration with diverse communities.

8.4.4 Support development of a signature downtown amphitheater to showcase Appleton's growing music and cultural performance scene.

**8.5 OBJECTIVE: Continue support for programs targeted to Appleton's diverse ethnic and cultural communities.**

~~8.5.1 Support the Intercultural Relations Program and the coordinator position within the Mayor's Office.~~

~~8.5.2 Continue coordination with the Appleton Area School District on historical and cultural resource staff development.~~

~~8.5.3 Explore the creation of a diversity statement and its incorporation into City of Appleton communications.~~

~~8.5.4 Provide assistance to support the formation and success of small businesses serving the City's diverse ethnic communities.~~

8.5.1 Support the Diversity & Inclusion Coordinator position within the Community and Economic Development Department.

8.5.2 Continue to broaden education and collaboration to diversity stakeholders.

~~8.5.3 Continue to coordinate activities and events with cultural organizations and other entities~~ Support and participate in the networking efforts of agencies and organizations that serve diverse populations.

8.5.3 Continue to learn from and assist marginalized communities.

8.5.4 Provide assistance and support to minority owned businesses to help ensure success, track trends and remove obstacles to growth.

8.5.5 Support the facilitation of programs for City employees designed to increase communication with non-English speaking community members and business owners.

8.5.6 Partner with Lawrence University, Appleton Downtown Inc., the Fox Cities Chamber of Commerce, and New North to develop and implement strategies which support an environment that is welcoming to all.

8.5.7 Support and participate in the networking efforts of agencies and organizations that serve diverse populations.

**8.6 OBJECTIVE: Consider developing a comprehensive Cultural Arts Plan to inform and guide efforts that position Appleton as the cultural center of the Fox Cities and a unique regional destination for those interested in history, culture, and all forms of artistic expression**

8.6.2 Reach out to private businesses and arts and cultural organizations to determine if there is sufficient interest in and resources available to prepare a comprehensive Cultural Arts Plan.

8.6.3 Prepare a Cultural Arts Plan which goes beyond public art to proactively plan for how the City can leverage its tremendous cultural, musical, and creative talents to retain its young people, grow its tourism potential, and attract and retain creative workers to the region.

8.6.4 Consider establishment of a public arts fund to support on-going public art initiatives.

8.6.5 Partner with private businesses and organizations to help brand and market Appleton as the creative hub for northeast Wisconsin.

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