

A light gray background map of Appleton, Wisconsin, showing a grid of streets and a winding river. The map is centered on the city area.

CITY OF APPLETON COMPREHENSIVE PLAN UPDATE

Fall 2024

Phase 1 Summary of Findings

SMITHGROUP

1

Learn

We reviewed past City plans, data, and more to better understand Appleton today

When | Fall

How | Focus Groups, Website, Advisory Group Meetings, Review Past Plans, Analyze Data on Existing Conditions and Trends

2

Dream

We dreamed big together to establish a shared vision for the future and goals to get there

When | November-Jan

How | Community Open House, Survey, Focus Groups, Advisory Groups, At Home Toolkits

3

Explore

We met with community members to talk about the tools we can use to make that vision a reality

When | March 2025

4

Draft

We will create and edit the draft of *Plan Appleton* together, which will say when and where the City should use these tools.

When | Spring 2025

5

Act

The City will adopt a final version of *Plan Appleton* and start implementing it right away

When | Summer 2025

In the fall, we met with stakeholders and the community for Phase 2 of *Plan Appleton*, where we created a shared vision for the future.

ENGAGEMENT OPPORTUNITIES

- 3 Subarea Focus Groups
 - S. Oneida Street Subarea
 - Wisconsin Avenue Subarea
 - Northland Avenue/Richmond Street Subarea
- 1 Public Launch
- 9 Stakeholder Sessions
 - Parks and Recreation
 - Department of Public Works
 - Alderpersons
 - Large Businesses
 - Wisconsin Housing and Economic Development Authority
 - Housing Sector
 - Faith-Based Organizations
 - Underrepresented Community
 - Linwood Senior Community
- Youth engagement at Appleton Area School District and Appleton YMCA
- Public Survey
- Mobile Toolkit

TOTAL PARTICIPANTS

There were 335 total people engaged across all events, online surveys, and mobile toolkits.



OPEN HOUSE

What We Heard

Community members were invited to an open house where they could learn more about the project and visit various stations to help us craft a shared vision and values for the *Plan Appleton* process. These activities were then translated into an online survey and mobile toolkit which anyone could use to extend outreach and hear from as many voices as possible. At the end of the process, people were engaged in the following ways.

- 150 Public Launch Participants
- 162 Survey Responses
- 2 Mobile Toolkit Users
- 60 Coloring Pages



Community members shared they want Appleton to continue to be a regional leader and great place to live, work, and visit by prioritizing...



**affordable
housing +
welcoming
neighborhoods**

mentioned by 65% of
people



**a thriving
economic
+ cultural
scene**

mentioned by 36% of
people



**improved walking,
biking, + riding
throughout the
City**

mentioned by 25% of
people



**sustainable
development
+ accessible
green spaces**

mentioned by 13% of
people



**responsible,
collaborative,
+ transparent
leadership**

mentioned by 26% of
people

SHARED PRIORITIES

3.9

City Services

Appleton provides timely and affordable services to meet residents' daily needs, such as water, waste, and public safety.

How can we improve?
People recommend incentivizing energy efficient buildings, composting, and other practices.

3.5

Arts and Culture

Appleton celebrates the unique and diverse cultures of residents.

How can we improve?
People think this score could be raised by sponsoring more diverse events and generally celebrating the unique stories of Appleton residents.

3.4

Engagement

Appleton is transparent, seeks input from community members, and communicates about the actions and projects it takes on.

How can we improve?
People recommended hosting more public events similar to the public launch.

3.1

Environment

Appleton protects the natural environment and connects residents to recreation opportunities.

How can we improve?
People want to see actions taken to mitigate pollution and invasive species while connecting people to their parks and the Fox River.

2.8

Neighborhood

Appleton has welcoming neighborhoods where residents can access everything they need to thrive.

How can we improve?
People recommended making neighborhoods more walkable, ensuring new development includes services and resources close to homes, and preventing displacement.

2.7

Economy

There are good job opportunities for community members that pay what is needed to afford living in Appleton.

How can we improve?
People want to see livable wages, higher paying jobs, and retail closer to homes in new development.

2.3

Development

Development is happening in the right places and is at a cost that Appleton residents can afford.

How can we improve?
People had differing views about what development is needed and should look like. We'll be helping dive deeper into this at the Housing and Corridor Stations!

2.3

Transportation

Community members can comfortably access resources across Appleton by bus, car, bike, or walking.

How can we improve?
People want to see more regional connectivity, alternatives to the car, and better connected non-motorized options.

2.0

Housing

There are a variety of housing options to meet community member's needs and incomes throughout their lifetime.

How can we improve?
People recommend encouraging affordable housing for a variety of people to support their needs throughout their lifetimes (from first time home buyers to empty nesters).

Housing got the lowest score of

2.0


Visit us at the activity stations inside to see how we can do better with housing!

We also asked people to help us understand how Appleton is doing today so we know where to focus on improving over the next 20 years. People ranked Appleton across each of the following statements from 1 to 5. The higher the score, the better Appleton is doing. They then shared how we can improve.

HELP WITH HOUSING

Another major focus of the plan is housing. We spoke with people about the need for more housing in Appleton to meet the many different needs of community members and asked for feedback about which housing types best both fit people’s needs and the look and feel of Appleton. The most selected options were the following housing types:


- 1. Small Lot Single Unit Detached Housing
- 2. 2-4 Units and Townhouses
- 3. Temporary Supportive Housing
- 4. Mixed-Use Development
- 5. Senior Housing



Small Lot Single Unit Detached

Vote here.


134 votes



Accessory Dwelling Units

Vote here.


66 votes



2-4 Units and Townhomes

Vote here.


124 votes



Mixed-use Development

Vote here.


112 votes



Larger Apartments

Vote here.


35 votes



Live/Work Units

Vote here.


61 votes



Senior Housing

Vote here.

84 votes



Temporary Supportive Housing

Vote here.

122 votes



Manufactured and Modular Housing

Vote here.

37 votes

HELP WITH HOUSING

We asked people where they want to see development between four options. We consistently heard people rank it as follows.



#1

Infill in Existing Neighborhoods



#2

Infill Downtown



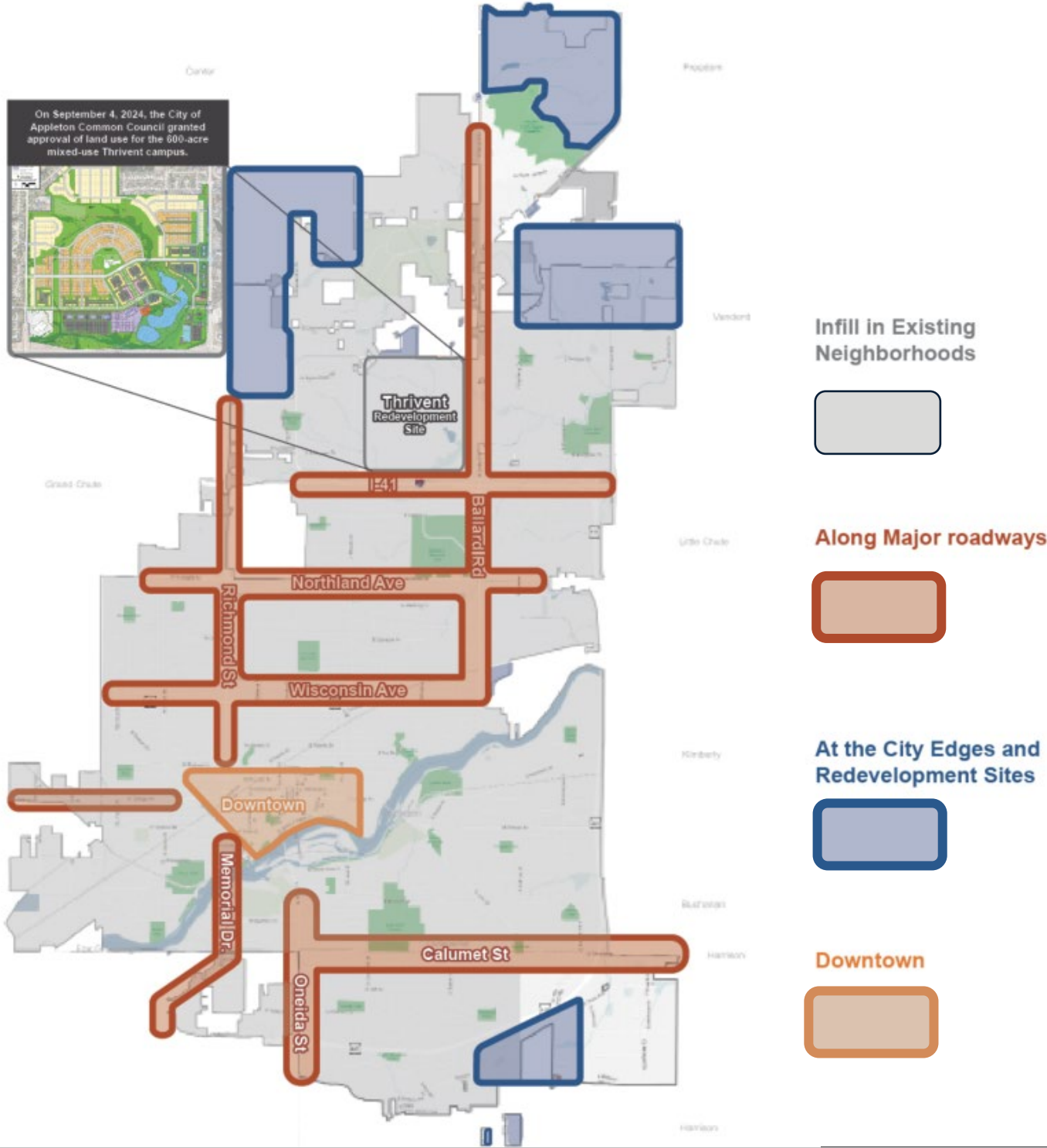
#3

Infill along Corridors



#4



On the Outskirts of the City in Large Open Areas



CREATE YOUR SUBAREAS| NORTHLAND AVENUE/RICHMOND STREET

The 'Create Your Subareas' exercise aimed to achieve a shared understanding of the opportunities and constraints within the subareas, highlight how public input influenced the development of recommendations, and identify strategies to drive a future vision. The activity features an interactive board with a subarea map and stickers for the “improvements” we deem suitable for these spaces. Participants were prompted to place stickers in areas where they believe these improvements would be effective.

LEGEND

-  Existing Buildings
-  Future Redevelopment Potential

-  New Housing
-  Complete Streets
-  Enhanced Terrace / Amenity Zone
-  Enhanced Intersection / Xing
-  Enhanced Non-motorized Connection
-  Street Trees



MAJOR THEMES GUIDING DEVELOPMENT



REDEVELOP NORTHLAND MALL

- Evaluate the adaptive reuse of mall based on market conditions. If not feasible, evaluate the site for new development with a phased approach.
- Consider mixed-use housing with retail and parks. Include community green space and streetscape improvements.
- Include indoor activities for year-round activity for all ages including children's play areas, education spaces, and other family-friendly uses.



FOCUS ON WALKABILITY

- Improve walkability along Richmond Street through traffic calming, improved intersection and crossings, and enhanced pedestrian connectivity.
- Roundabout is dangerous, but less fatal than a signaled intersection. Consider removing a lane to simplify conflicts. Consider beacons at the roundabouts.
- Improve bus stops for safety and usability.
- Long-term reconstruction of the roadway should comply with Complete Street requirements such as protected bike lanes and traffic calming.



GREEN SPACE AND CHARACTER

- Add more vegetation and green space throughout the corridor. Utilize medians and setbacks along Richmond for greening.
- Enliven Richmond Street by connecting adjacent neighborhoods to the street through a re-established street grid, gateways, and neighborhood signage to add visual unity and a cohesive personality.

WHAT WE HEARD LAST TIME



Include mixed use housing; add units to revitalize mall.

Create a compelling vision for the Northland Mall; so much potential

The roundabout is difficult to navigate for cars and unsafe for pedestrians.









Extensively green the Northland/ 00 corridor

Make connections across Richmond to connect neighborhoods

Wheelchair accessible sidewalks and curbs



LEGEND

- | | | | |
|-------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
|  Street Trees |  Housing Opportunity |  Trail Connections |  Riverside Spaces |
|  Existing Buildings |  Complete Street - Oneida <ul style="list-style-type: none">- Protected bike lanes- Street trees- Furnishings, lighting, banners |  Potential Stormwater Facility | |
|  Future Redevelopment Potential | | | |

MAJOR THEMES GUIDING DEVELOPMENT



RE-DEVELOPMENT TO ADDRESS HOUSING NEEDS

- Consider **housing** near Riverview Gardens to serve workers.
- Provide **consistent building frontage** along Oneida to engage the street.
- Use redevelopment sites to provide **mixed use** medical / housing to support hospital workers needs and growing demands for out patient facilities.



EXPAND PEDESTRIAN MOBILITY

- Challenging intersections due to traffic speed and right turns, especially near the hospital. Consider **phased traffic calming** strategies.
- Include **ADA compliant access** throughout subarea.
- **Expand public trail network** and signage to provide clear wayfinding.
- Provide points where the public can **access the river** for views and recreation.



IMPROVE PUBLIC REALM

- Incorporate **native plants** for ecological benefits along the river.
- **Green the Rights of Way** when redeveloping. Identify areas for public gathering spaces, green spaces, and green infrastructure.
- In the long-term, reconstruct Oneida to comply with **Complete Street** guidelines such as protected bike lanes and traffic calming measures.

WHAT WE HEARD LAST TIME



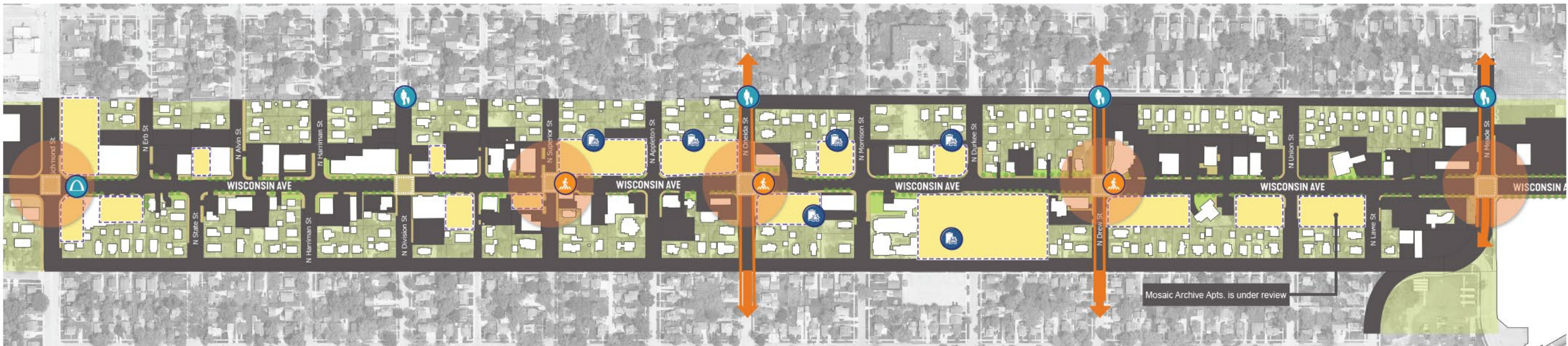
Include trails and viewing platforms along south shore

Would love affordable housing near Riverview gardens to serve workers.

Would love to see the Marigold Mile re-established in addition to other neighborhood events.

Slow down speed on Oneida St all the way to downtown.

Right turns on bicycle are risky with traffic turning into hospital



LEGEND

Existing Buildings

Future Redevelopment Potential

Housing Opportunity

District Gateway

Enhanced Connections to Nearby Neighborhoods

Pedestrian-Oriented Node

Street Enhancements
- Furnishings, lighting, banners
- Green infrastructure

Street Trees

0 100' 400'

N

14 | Plan Appleton

SMITHGROUP

MAJOR THEMES GUIDING DEVELOPMENT



SUPPORT MIXED-USE RE-DEVELOPMENT AND LOCAL BUSINESS INCUBATION

- Strong support for mixed-use housing and business to create density and vibrancy, particularly at Richmond, Meade, Division, Oneida, and Drew Streets.
- Emphasis on supporting local businesses through TIF and BID programs and property redevelopment.



PROMOTE WALKABILITY AND SAFETY

- In the long-term, reconstruct Wisconsin to comply with **Complete Street** guidelines such as protected bike lanes and traffic calming measures.
- Future redevelopment should accommodate an amenity zone between the street and building to allow for circulation and occupation. This zone should also be used for street furnishings.



IMPROVE PUBLIC REALM

- Significant calls for more trees for shade, native plants, and comfortable outdoor spaces.
- Suggestions to replace concrete-heavy areas with planters, flowers, and native plants.

WHAT WE HEARD LAST TIME

Enhance facades and fill in missing teeth

Re-imagine Wisconsin as a food street; draw more local vendors

Streetscape has an opportunity to be more attractive through identity and branding

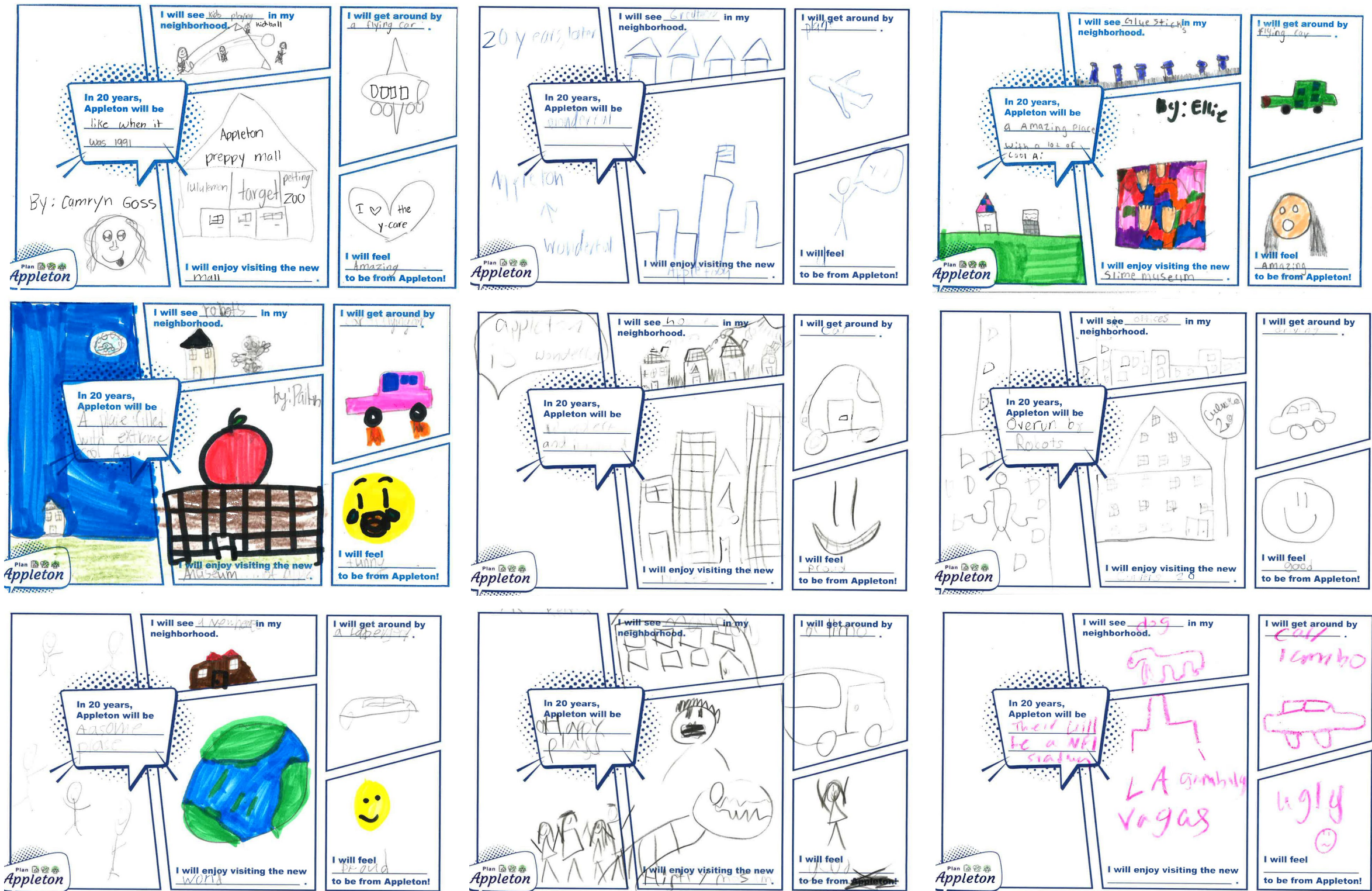
Calm traffic and include green when redeveloping

More neighborhood events like Bizarre After Dark

Inhospitable due to funneled winds, no trees or shading, or lighting

Make Wisconsin Ave more like College Ave with apartments over businesses, very walkable, small businesses

Coloring pages were shared with the local YMCA, classrooms, and were available at the Public Launch event. Dozens were submitted and these results were incorporated to help create the shared vision for the future of the City.





STAKEHOLDER CONVERSATIONS

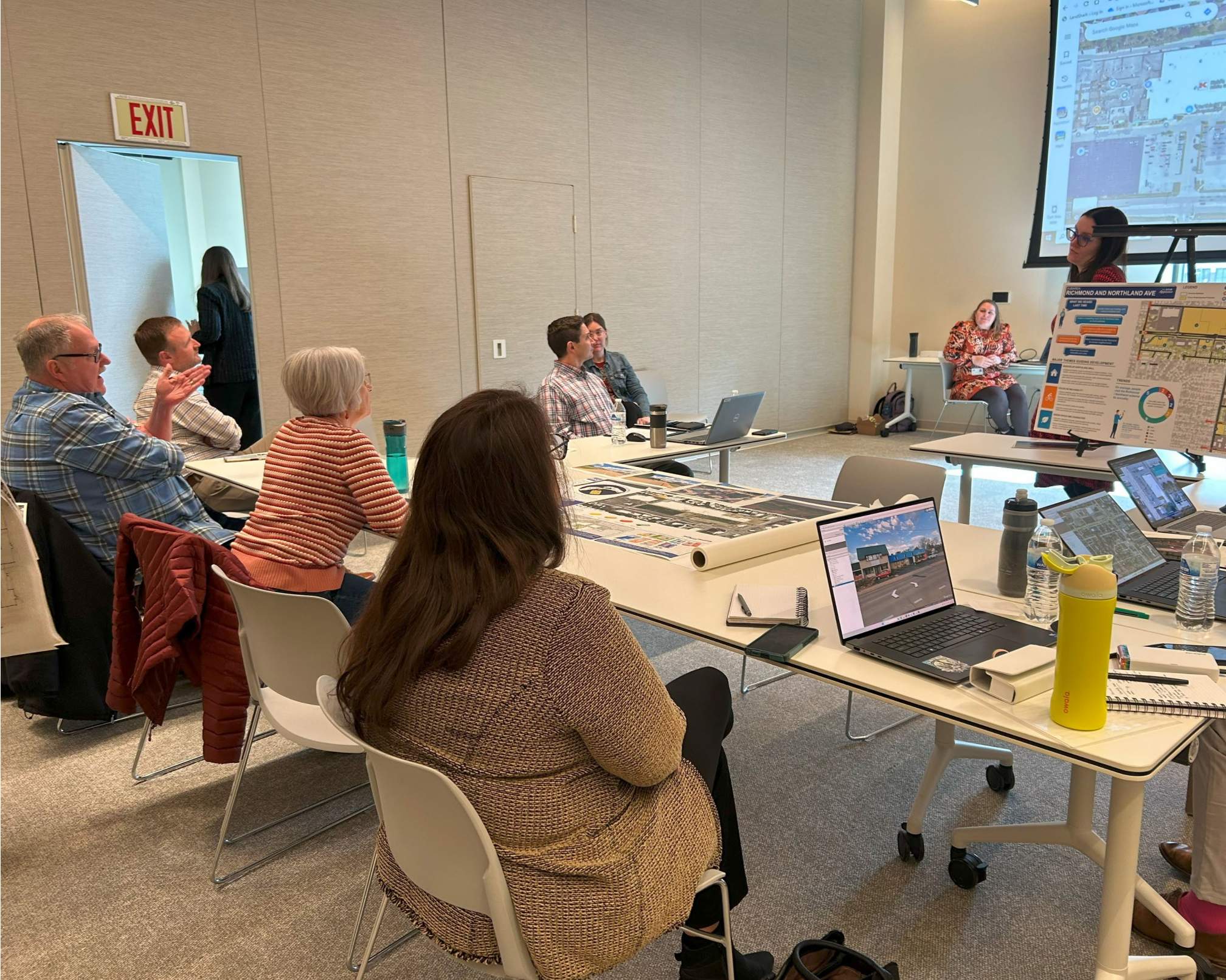
What We Heard

STAKEHOLDER CONVERSATIONS

Nine stakeholder sessions were held to have focused conversations around the future of Appleton.

- 1. Parks and Recreation
- 2. Department of Public Works
- 3. Alderpersons
- 4. Large Businesses
- 5. Wisconsin Housing and Economic Development Authority
- 6. Housing Sector
- 7. Faith-Based Organizations
- 8. Underrepresented Community
- 9. Linwood Senior Community

See the following pages for key themes shared during those nine sessions.



STAKEHOLDER CONVERSATIONS

FINDINGS

HOUSING

Housing Affordability & Supply Constraints

- More affordable and mixed-income housing
- Repurpose unused buildings for housing and community services
- Rising costs for land and house.
- Need for higher renter assistance

Funding Gaps & Labor

- The groups explored land trust models, cooperative housing, and incubator businesses
- Funding gaps and changing scoring criteria for WHEDA
- Provide childcare for young families
- Significant labor shortages across the construction industry.

Regulatory Issues

- Habitat is serving 40 -80% AMI instead of 30% with current market
- Need a system to connect landlords, and tenants
- Slow entitlement and review process
- The City should be proactive about infill, engage the developers upfront

STAKEHOLDER CONVERSATIONS

FINDINGS

DATA & COLLABS

- Strengthening neighborhood organizations through government and nonprofit collaboration
- Better BIPOC and undocumented population data collection

COMMUNITY SUPPORT

- Provide affordable childcare for young families
- Senior housing demand driven by returning retirees.
- With 68 languages spoken in schools, there is a need for better translation and cultural education

MOBILITY

- Lack transit at night and weekends
- Valley Transit services needs to be expanded to suburban/rural areas

HEALTH & WELLNESS

- Potential partnerships with local healthcare providers like ThedaCare, Ascension, and Aurora to address social determinants of health
- Expanding urban farming initiatives for food security
- Exploring shared community garden spaces to promote culturally appropriate food access

APPENDIX

WELCOME STATION

Welcome to Plan Appleton

What is a comprehensive plan?
A comprehensive plan is a roadmap to the city's future, from the homes where we live to the parks where we play and the roads we take to get there. Be part of the effort to shape the future and decide the path forward.

What is the focus of the comprehensive plan update?

Create a shared vision for the future.

Identify where and how development should occur in the city, especially housing.

Identify opportunities along three key Subareas:
1. Wisconsin Avenue
2. Northward Avenue (Richmond Street)
3. South Oneida Street

What is the process?

Website launch
November 2024
Phase 1

DIY kits
November 2024

Public launch
November 2024

Public workshop
Winter 2025
Phase 2

Draft plan
Spring 2025
Phase 3

What has happened since the last plan?
Since the completion of the Comprehensive Plan update in 2017, the city has implemented several recommended policies.

- gained an additional \$3 billion in tax base throughout the city to continue maintain public services and amenities.
- developed over 900 new residential units and various industrial and commercial projects
- expanded housing opportunity by allowing accessory dwelling units, permitting zero lot line dwellings, reducing the minimum dwelling square footage per unit, adding ground floor residential as a permitted use in the Central Business District except along College Avenue
- encouraged walkability by creating a mixed-use zoning district, C-1 Neighborhood Mixed Use District

What about the other projects the city has done?
This plan builds on all the work the city and community has done including current projects and past plans. Some of these include...

College Avenue North Neighborhood Plan
The plan builds upon the visions and goals of the previous comprehensive plan to help to shape and stimulate development in the area north of College Avenue. The market analysis in the plan, conducted in 2022, revealed a pressing need for 3,000 new residential housing units in Appleton over the next decade.

Complete Street Design Guide
The guide offers typical cross sections tailored to different street types and land use contexts. It provides comprehensive guidance for projects ranging from complete reconstructions to standalone traffic calming initiatives. The guide included the crossing improvement policy that prioritized crossings and prioritized complete street project locations throughout the City.

Housing Development Policy Guide
The Housing Development Policy Guide was released in March 2024. The guide proposed 18 recommendations to increase the housing supply, especially affordable housing in Appleton based on stakeholder feedback. The guide identified the need to create a community vision that acknowledges the need for housing-centric development.

How do people use the plan?

For residents, it gives voice to your hopes and concerns for Appleton's future and prioritizes the actions you would like the City to take to address them.

For community organizations, agencies, and institutions, it identifies mutually supportive goals for the City and your organization to work towards.

For businesses and developers, it defines where and how the City will support economic growth.

For City departments, it aligns strategic decision-making about when, where, and how investments, capital improvements, and department initiatives will be implemented.

Understanding where we are today can help to guide us where we need to go.

Housing
The real estate market analysis, completed as part of the 2022 College Avenue North Neighborhood Plan, identified a need for 3,000 new residential housing units throughout the City in the next 10 years. Plan Appleton will identify where those homes could go and what they look like to continue supporting the city's great neighborhoods.

People
Appleton is home to 75,644 people of diverse ages, abilities, cultures and background. Plan Appleton considers their unique and individual needs.

Economy
Appleton supports over 40,000 jobs. Plan Appleton will help identify where future businesses could go and how to help prepare the next generation for the jobs of the future.

Connection
75% of Appleton residents are using their car to commute to work daily. Plan Appleton will identify ways for residents to have multiple options to get to work and create quality roads for all.

Recreation
66% of Appleton residents are within a 10-minute walk of parks. Plan Appleton will incorporate findings from the Comprehensive Outdoor Recreation Plan to enhance quality of life by strengthening connections to the natural environment.

Environment
The lower Fox River runs for 39 miles from Lake Winnebago to Green Bay. Plan Appleton will enhance the economic, environmental, and recreational opportunities along the Fox River.

Development

In the 1950s, much of the development in Appleton was still concentrated around downtown and the Fox River.

In the 1950s, suburban development started to grow Appleton's footprint further and further out.

By 2024, Appleton has seen a significant amount of development building out the suburbs, leaving very few development sites and opportunities for infill.

Year	Population Size
1980	58,000
1985	62,000
1990	65,000
1995	68,000
2000	70,000
2005	72,000
2010	73,000
2015	74,000
2020	75,000
2023	75,644

S. Oneida Street STATION

S Oneida Street

Up to 13,200 annual average daily traffic

Potential improvements to consider

Fun Facts

Edison Center Building
First centrally located Edison electric lighting system in the West and the first hydroelectric central station in the U.S. began operation on the Fox River

Historic Buildings
Features beautiful, well-preserved homes from the late 19th and early 20th centuries.

Oneida Skyline Bridge
Offers scenic views, perfect for walks and photography.

First Electric Streetcar
Part of the route for the first commercially successful electric streetcar in the U.S.

Architectural Variety
Showcases a mix of Victorian, Colonial Revival, and Craftsman styles.

What we have heard so far.
Stakeholders in the subarea participated in a virtual workshop earlier this month. Here's what they said...

Opportunities in the Subarea

- Community groups:** Leverage existing community efforts such as the "Margolis Mile".
- Wellness core:** Create a community hub and wellness core anchored by the hospital.
- South Gateway Development:** Leverage the south gateway for new development opportunities.
- Restaurants:** Develop more dining options between the hospital and East Calumet.

Challenges in the Subarea

- Water retention:** Retention pond requirements pose a challenge for design and development.
- Seasonal issues:** The Margolis Mile's seasonal beauty is marred by off-season issues. Snow plowing on S Oneida create further accessibility and safety concerns during winter.
- Traffic Congestion:** High traffic volume during rush hours.
- Parking:** City and developer parking requirements present challenges for infill development.

S Oneida Street

Identify opportunities and assets along the Subarea

Identify challenges or areas in need of improvement along the Subarea

Wisconsin Avenue STATION

Wisconsin Avenue

Potential improvements to consider

Fun Facts

Paper Industry Heritage
Appleton's strong paper industry history is reflected in the historic buildings on Wisconsin Avenue.

The name
The word Wisconsin is an English spelling of a French take on a Native American word. The root is believed to have stood for "river running through a red place."

Vibrant Use
Wisconsin Avenue features a rich mix of commercial spaces, and residential areas, making it a vibrant and dynamic part of Appleton.

Community Events
Wisconsin Avenue often hosts parades and festivals, bringing vibrancy to the area.

What we have heard so far.

Stakeholders in the subarea participated in a virtual workshop earlier this month. Here's what they said...

Opportunities in the Subarea

Walkability: Enhance walkability and accessibility for businesses. With effective planning techniques, this can be achieved even in areas with high traffic volume.

Parking: Repurpose underutilized parking lots to maximize space and functionality.

Multicultural District: Celebrate the area's cultural diversity, transforming it into a vibrant destination that attracts people.

Iconic Businesses: Build a collective identity around established businesses, making Wisconsin Avenue a destination "test street" that draws visitors.

Challenges in the Subarea

Lack of Walkability: Limited destinations within the Subarea make it less attractive for walking.

Connectivity: The avenue's character shifts after the railroad, leading to a disjointed experience.

Vacancy: Multiple vacant properties disrupt continuity and limit corridor vitality.

Night Activity: Most businesses close before 8 pm, resulting in limited evening activities.

State Highway: As a state-owned road, reconfiguring Wisconsin Avenue is challenging due to regulatory constraints.

Wisconsin Avenue

Identify opportunities and assets along the Subarea

Identify challenges or areas in need of improvement along the Subarea

RICHMOND STATION

Richmond St. / Northland Ave.

Potential improvements to consider

Fun Facts

Shopping Hub
The avenue is known for its diverse shopping options, including major retailers and unique local boutiques.

Richmond Street's Name
Norman, Richard and Charles Richmond built the first paper mill, called Richmond Mill, in Appleton.

Architectural Styles
The avenue features a mix of architectural styles, reflecting the city's growth from the late 1800s through the 20th century.

What we have heard so far.

Stakeholders in the subarea participated in a virtual workshop earlier this month. Here's what they said...

Opportunities in the Subarea

Mall Retrofit: Enhance the mall's functionality to accommodate tenants of various sizes.

Infill Development: Activate the subarea with mixed-use infill development on underutilized lots to foster a more vibrant and dynamic community space.

Local Retail: Introduce more local shops to balance the current dominance of chain stores, creating a unique and community-centered retail environment.

Redevelopment Potential: Leverage the deeper lots on the west side of Richmond Street, making development projects more feasible.

Challenges in the Subarea

Connectivity: Large big-box retailers are disconnected from nearby neighborhoods, and the vehicle-focused layout hinders walkability.

Safety: High traffic volume combined with frequent accidents creates safety risks.

Lack of Open Spaces: Limited green, open spaces restrict opportunities for community gathering and recreation.

Richmond St. / Northland Ave.

Identify opportunities and assets along the Subarea

Identify challenges or areas in need of improvement along the Subarea

SMITHGROUP

VISIONING STATION

Help us create a shared vision for the future of the city by grabbing a sticky note and filling in the blank.

In 20 years, Appleton will be

Welcoming

Meet the needs of all

Affordable

Growing with community buy in

Inclusive

Safe

Space for all

Note: Quotes from previous Advisory Group meetings.

The infographic features a light blue background with stylized clouds at the top. Below the title, seven speech bubbles of various colors (yellow, blue, green, and grey) contain the text. At the bottom, three stylized human figures (two men and one woman) are shown in conversation. A small note at the bottom right states: 'Note: Quotes from previous Advisory Group meetings.'

HOUSING STATION

Help with Housing

an Appleton

Housing Today

Good housing is the foundation to a thriving city. A good housing market in Appleton should have three key pieces...

Abandone

There needs to be enough housing for everyone. A small supply of housing drives up cost.

Fun Facts

The real estate market analysis, completed as part of the College Avenue North Neighborhood Plan, identified a need for **3,000 new residential housing units throughout the City in the next 10 years**. This will create opportunities for those interested in residential development across all housing types.

Options

Different people need different types of housing.

Fun Facts

33% of Appleton residents rent. Affordability is especially important for renters. 1 in 4 renters spent over 30% of their income on housing in 2023.

67% of Appleton residents own their home.

Affordability

There needs to be enough housing at the right price point so everyone can afford housing given their income and unique needs.

Fun Facts

The median household income in Appleton was \$73K in 2023, meaning half of residents can afford monthly rents of \$1,700 and mortgages of \$202,500 (or less).

Understanding the Missing Middle

67% of Appleton's homes are **single unit detached buildings**. However, Appleton is home to a variety of "missing middle" housing types that could be expanded to meet people's needs.

Missing middle housing is buildings with multiple units — compatible in scale and form with detached single-family homes — located in a walkable neighborhood.

Places Filling in Missing Middle Housing

Our Triangle | Madison, Wisconsin
Affordable & Senior Housing Redevelopment

With over 50 engagement events hosted, this project is the large scale reimagining and redevelopment of affordable housing developments to be more sustainable, walkable, and resourceful.

Providence | Sun Prairie, Wisconsin
Traditional Neighborhood Design

Providence is a neighborhood with a variety of small and mid-sized single unit homes clustered closer together to create a walkable neighborhood around common green spaces and places, making efficient use of space and encouraging social connectivity.

The Edley | Eau Claire, Wisconsin
Mixed-Income Development

Completed in 2023, this mixed-income development is located in the historic downtown near several prominent employers with access to the Chippewa Riverfront, connecting residents in need with resources.

Help with Housing

Appleton

Hello Neighbor!

Appleton is home to people of diverse ages, backgrounds, incomes, and abilities that all influence their unique housing needs. This includes...

Students or young professionals getting started in their life, who may have grown up or studied here and want to stay.

Those who need permanent supportive housing because of a physical or intellectual development disability, or mental health concern.

Those who prefer to rent or want a smaller home.

Those with limited incomes or fixed incomes.

Veterans or seniors who may desire a community of support.

Community members who are disabled but able to live on their own.

Teachers, nurses, and other essential and service workers who need workforce housing.

What types of housing do you think would fill the gap in Appleton?

Grab three stickers and place them below the housing types you believe best meet Appleton's needs. Choose your top three!

Small Lot Single Unit Detached

Vote here.

Accessory Dwelling Units

Vote here.

2-4 Units and Townhomes

Vote here.

Mixed-Use Development

Vote here.

Larger Apartments

Vote here.

Live/Work Units

Vote here.

Senior Housing

Vote here.

Temporary Supportive Housing

Vote here.

Manufactured and Modular Housing

Vote here.

Help with Housing

Appleton

What does housing development look like today?

Recently, much of the development in Appleton comes in the form of suburban subdivisions, single-unit detached homes on large lots.

However, major impacts on construction costs, affordability, and roadway options.

Infrastructure Costs. While this housing type is popular, it has a greater burden on city services due to the need to expand transit, roads, water, sewer and more to new areas.

Affordability. This cost of constructing and maintaining this infrastructure often drives up the cost of purchasing these homes.

Options. In addition, it doesn't provide much variety of housing types to meet community members' needs.

There are opportunities going forward to rethink the type of development community members want to encourage in the city.

What could housing development look like in the future?

Traditional Neighborhood Design

What | TND emulates some of Appleton's earliest neighborhoods with grid streets, smaller homes closer together, shared green spaces, and walkable connections.

Where | City Edges, Redevelopment Sites, Transit Sites

Cluster-Style Development

What | Cluster-style housing, also known as conservation residential housing, allows for the development of smaller lots, clustered with more land preserved as open space.

Where | City Edges, Redevelopment Sites

Redevelopment and Infill

What | Infill is the creation of new housing in vacant or under-used lots near existing homes. It takes advantage of infrastructure already in place.

Where | Downtown, Existing Neighborhoods, Major Corridors

Rehabilitation and Retrofitting

What | Rehabilitating older homes keeps them up to date. Retrofitting homes means homeowners can live in them longer and seniors can age in place.

Where | Existing Neighborhoods

Where should more housing be added?

Take up to 4 voting stickers to place your preferences. You can distribute the stickers across the 4 buckets or concentrate them into 1 or 2 items.

Share your thoughts with sticky notes here:

Downtown

Along Major roadways

Infill in Existing Neighborhoods

At the City Edges and Redevelopment Sites

PLAN PRIORITIES STATION

Plan Priorities

We want to know how Appleton is doing today so we know where to focus on improving over the next 20 years.

Plan Appleton

	Housing	Development	Neighborhoods	Engagement	Arts & Culture
1					
2					
3					
4					
5					

Step 2

Grab a sticky note to tell us what it would take for Appleton to get a perfect score in the future.

Plan Priorities

We want to know how Appleton is doing today so we know where to focus on improving over the next 20 years.

Plan Appleton

	Economy	Transportation	City Services	Environment
1				
2				
3				
4				
5				

Step 2

Grab a sticky note to tell us what it would take for Appleton to get a perfect score in the future.

Method

- Community members were asked to fill in the blank: “In 20 years, Appleton will be_____.” This question was asked at the community workshop, online survey, via student coloring pages, and in the mobile toolkit.
- All responses were combined and analyzed to identify the most mentioned words across all responses. These words were grouped into like categories, called “themes.” Some of these themes will appear in the final vision statement for *Plan Appleton*.
- Each theme was created by searching for the common terms in community members’ responses and grouping similar terms into categories, shown in Table 1. Theme Codes. Terms with * are partial words; there were often written multiple ways. Including the * symbol means the term can be counted in all its variations. For example, “educ*” searches and counts every statement that includes “educ” such as educate, educated, and education.

Table 1. Theme Codes

Affordable Housing and Welcoming Neighborhoods	*affordable*	*inclusive*
	friendly	*divers*
	housing	*equit*
	family	*every*
	cheap	*neighbor*
	attract	*together*
	haven	*unity*
	quiet	*home*
	joy	*grati*
	love	
Thriving Economic and Cultural Scene	*educ*	*grow*
	school	*job*
	known	*entrepre*
	ident	*work*
	hist	*thriv*
	heritage	*busi*
	past	*wage*
	creative	*income*
	culture	*wealth*
	thriv	*rich*
	fun	*succe*
More Ways to Get Around the City	*access*	*cycl*
	transit	*transport*
	bike	*bus*
	walk	*rail*
	mode	*road*
	car	*nav*
	pedest	
Sustainable Development and Accessible Green Spaces	*rain*	*water*
	sustain	*park*
	river	*natur*
	energy	*green*
	environ	*clean*
	climate	
	air	
Responsible, Collaborative, and Transparent Leadership	*lead*	
	respons	
	fiscal	
	trust	
	welcom	
	accept	
	all	

Table 2. Theme Counts

Top Themes	Counts	Percentages
Affordable Housing and Welcoming Neighborhoods	194	65.32%
Thriving Economic and Cultural Scene	106	35.69%
More Ways to Get Around the City	74	24.92%
Sustainable Development and Accessible Green Spaces	39	13.13%
Responsible, Collaborative, and Transparent Leadership	77	25.93%
Total Comments	297	100.00%

Theme codes were applied to the following list of responses and then counted, as summarized previously. Note that typos may occur as these are direct transcriptions of written responses, so the person who submitted a response had written a typo.

Table 3. All Written Responses to The Fill in the Blank Prompt “In 20 Years, Appleton will be...”

<ul style="list-style-type: none">▪ Cultured▪ More trees along the streets▪ bigger▪ Small, friendly city▪ Music and arts focused▪ known as the fine tuned machine it is▪ welcome▪ diverse▪ interconnected▪ a great place for millenials and retirees▪ the envy of other midsize cities▪ best medium sized city in the country▪ a city of neighborhood assets▪ fiscally responsible▪ fill vacant buildings▪ fiscally responsible▪ vibrant▪ walkable▪ safe▪ affordable▪ diverse▪ lots of unique small businesses▪ a place where everyone belongs, no exceptions▪ a place where everyone belongs, no exceptions▪ a place where everyone belongs, no exceptions▪ a place where everyone belongs, no exceptions▪ a place where everyone belongs, no exceptions▪ welcome▪ safe▪ prosperous▪ safe▪ safe▪ equitable▪ walkable neighborhoods	<ul style="list-style-type: none">▪ clean air▪ green energy▪ small carbon footprint▪ friendly▪ welcoming for everyone▪ vastly larger▪ economically diverse▪ inclusive▪ preserve our heritage▪ carinf for unsheltered▪ carinf for unsheltered▪ carinf for unsheltered▪ affordable▪ affordable▪ equitable▪ equitable▪ progressive▪ progressive▪ connected▪ walkable▪ dense▪ connected▪ walkable▪ dense▪ vibrant▪ walkable▪ safe▪ affordable▪ diverse▪ vibrant▪ walkable▪ safe▪ affordable▪ diverse	<ul style="list-style-type: none">▪ connected▪ walkable▪ dense▪ affordable for everyone▪ a great place to raise a family▪ have separated trails for motorbikes as opposed to human powered bikes and walkers▪ Biodiverse▪ Nature friendly▪ A plan for trails and public spaces to be protected as we grow▪ A plan for trails and public spaces to be protected as we grow▪ a place where neighbors create their own plans, adopted by the city▪ more bike routes▪ more bike routes▪ known for being the socially inclusive want to live there place▪ known for being the socially inclusive want to live there place▪ known for being the socially inclusive want to live there place▪ known for being the socially inclusive want to live there place▪ grocery store downtown▪ sociall connected▪ neighbors helping neighbors▪ neighborhood friendly▪ neighborhood friendly▪ affordable housing for larger families▪ past industrial use will become recreation▪ festival grounds▪ attractive for young and new workers▪ attractive for young and new workers▪ have enough affordable housing▪ will have mass transit that runs frequently▪ be welcoming to all
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Theme codes were applied to the following list of responses and then counted, as summarized previously. Note that typos may occur as these are direct transcriptions of written responses, so the person who submitted a response had written a typo.

Table 3. All Written Responses to The Fill in the Blank Prompt “In 20 Years, Appleton will be...”

<ul style="list-style-type: none">▪ have enough affordable housing▪ will have mass transit that runs frequently▪ be welcoming to all▪ have enough affordable housing▪ will have mass transit that runs frequently▪ be welcoming to all▪ taking over green bay▪ a generative local community▪ grocery store downtown▪ diverse and inclusive▪ diverse and inclusive▪ growing population▪ a diverse and welcoming city▪ toddler friendly▪ family friendly▪ toddler friendly▪ family friendly▪ everyone is food and housing secure▪ everyone feels safe and valued▪ will pull in other municipalities to grow its tax base▪ the city all the other cities copy▪ culturally diverse▪ transportation to milwaukee and green bay▪ transportation to milwaukee and green bay▪ Fun▪ family friendly▪ age friendly▪ trails▪ bike▪ walkable▪ virbant▪ inclusive▪ an environmentally biodiverse community that has eliminated invasive plants	<ul style="list-style-type: none">▪ diverse▪ celebrates our diversity▪ affordable▪ environmentally evolved▪ easy to navigate with public transportation▪ a vibrant city that offers great entertainment and cuisine.▪ a bustling, friendly city that welcomes everyone.▪ A charming and innovative small-medium town.▪ A city that accepts all.▪ A clean diversified city▪ a community centered around wellness, thriving businesses and families, and a beacon for creativity and achievement.▪ a community that has lost its identity by trying to be everything to everyone.▪ a community that hundreds of cities around the nation will strive to be like▪ a community with affordable housing, job and educational opportunities, cultural amenities, and clean air and water.▪ a destination for young families to build their homes and careers▪ A destination location▪ A diverse and thriving community, where everyone can have equitable access to resources that empowers everyone to live healthy and successfully.▪ a diverse community that values various modes of transportation (i.e. bikeable), small business initiatives, and is well-developed along the Fox River▪ a fantastic place to live.▪ a great place to live, if enough affordable places to live are available▪ A growing, thriving community with complete and diverse neighborhoods.▪ a growing, vibrant community with various housing options for all.	<ul style="list-style-type: none">▪ a haven for climate refugees▪ a hub for young professionals▪ a hub in NE Wisconsin and innovative leader in community development▪ a juxtaposition of the historic and the visionary▪ a larger metropolatin area, and more expensive.▪ A medium size city will more mixed used residential, better public transportation, and more connectivity between neighborhoods.▪ A more liberal, less safe, less affluent place.▪ A place for anyone to be able to get around in whatever mode of transportation they want or can afford.▪ A place that doesn't just cater to the whitest, wealthiest, oldest, and lamest citizens of the area.▪ a place that's unaffordable to still own a home as property taxes will have crippled its population due to the city's consistent overspending on its budget and can no longer keep up with its debt servicing obligations.▪ A progressive community that embraces families and attracts new workers by leveraging strong suits such as historical and natural resources, like outdoor recreation around a cherished and preserved fox river.▪ a publicly connected, vibrant residential community with job opportunities and businesses that attract customers from throughout the Midwest.▪ A safe and thriving environment for all people who feel a sense of belonging and there is trust, and everyone can work together toward a common goal. A better place for all.▪ A safe, inclusive community that values its people & natural resources, and evolves to elevate all people, business, and commerce.
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Theme codes were applied to the following list of responses and then counted, as summarized previously. Note that typos may occur as these are direct transcriptions of written responses, so the person who submitted a response had written a typo.

Table 3. All Written Responses to The Fill in the Blank Prompt “In 20 Years, Appleton will be...”

<ul style="list-style-type: none">▪ a super boring, overly regulated city run by people who hold fashionable Democrat beliefs and who have an overinflated sense of their competence and wisdom because they have IQs in the 115-120 range▪ A thriving community that is inclusive and provides for the needs of all people.▪ A thriving destination for music lovers and a community that demonstrates its progressive values as one of WI’s premiere communities for people of all ages to thrive▪ A thriving diverse community offering opportunity and affordable housing to all, welcoming of newcomers from across the world.▪ A thriving environmentally friendly, diverse city with neighbors who know and look out for one another.▪ a thriving metropolitan▪ a thriving microcity▪ A thriving mid sized metro with an emphasis on walkability▪ A thriving multicultural community that loves the arts▪ a thriving, generous, loving community committed to excellent education, safe neighborhoods and thriving commerce.▪ A thriving, inclusive, green city▪ a vibrant and active community, encompassing all populations and ages.▪ a vibrant community with a thriving downtown and accessible and affordable housing for all▪ a vibrant, diverse community with a variety of employment, housing and recreation opportunities▪ a walkable, healthy community where citizens can easily be engaged in decision-making.▪ A welcoming community for all, including those with autism and intellectual and developmental disabilities▪ A welcoming inclusive center for the arts▪ A welcoming, thriving hub for the area▪ a wonderful place to live!	<ul style="list-style-type: none">▪ Actually progressive▪ an attractive region for businesses and families. Distinct commercial and cultural neighborhoods easily accessible by environmentally friendly transportation options.▪ an inclusive, loving community for everyone.▪ An inclusive, thriving community for people of all races and income.▪ Best Small City in the Midwest!▪ beter integrated with more minorities.▪ Bigger▪ bike and pedestrian-friendly; able to move everyone comfortably via public transportation▪ Bikeable, walkable, vibrant neighborhoods▪ blended by its rich history with modern amenities, becoming a dynamic center for innovation, culture, and sustainable living.▪ clean and beautiful.▪ Creative, vibrant, ecologically thriving, and a place where people of all backgrounds and socioeconomic situations can live full, thriving lives.▪ culturally progressive▪ doing even better than we are now.▪ Easier to get around without a car▪ Easily walkable with good transportation and parking options.▪ environmentally sustainable and modeling how to do it to others.▪ equitable and walkable.▪ Even more unaffordable than it is now▪ Expansive▪ Family friendly▪ Fill with opportunity and affordable housing for most of the people living here▪ hopefully not much bigger than today.▪ Hopefully trendy and more diverse▪ hopefully, a safe and enjoyable place for retired and	<ul style="list-style-type: none">▪ hardworking families.▪ Hovering near pop. 125,000 and happy to remain there▪ Illegal immigrant free▪ Improved. More businesses in the city. A wide range of housing options. Family friendly downtown business district. Affordable.▪ improving the economic well-being of individuals by advancing inclusive entrepreneurship and facilitating self-sufficiency strategies with resource partners that provide responsible financial products and quality business and personal finance training.▪ irrelevant unless they turn around the current trend of quick profit with cheap, uninspired builds▪ known as a city that embraces progressive policies to provide services to all individuals regardless of their situations.▪ Milwaukee 2.0▪ More diverse and will have sufficient housing for all.▪ More diverse,▪ more diverse.▪ More expensive to live in because of illegal migration and the consequences that go along with that.▪ More multicultural and multilingual; nationally recognized as a great home for the arts; safe, kind, and welcoming▪ More multimodal with significant improvement to bike infrastructure and mixed use development to facilitate shorter trips reducing carbon output for all and increased land value due to an increase in amenities.▪ more than likely 90% the same. Some expansion north, but just houses.▪ more welcoming and inclusive for people with disabilities, including autism. They will have affordable housing that meets their needs and helps lead vibrant and fulfilling lives.
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Theme codes were applied to the following list of responses and then counted, as summarized previously. Note that typos may occur as these are direct transcriptions of written responses, so the person who submitted a response had written a typo.

Table 3. All Written Responses to The Fill in the Blank Prompt “In 20 Years, Appleton will be...”

<ul style="list-style-type: none">▪ Much like it is today, but larger in scope do to the consolidation of smaller municipalities like Grand Chute▪ Much more diverse and welcoming to different kinds of people▪ Much the same as it is now.▪ My home and work location▪ My hope - Appleton will be a well-run, cohesive community of friendly people who treat each other well. My fear - Appleton will be overrun with climate refugees from the coasts and will be too busy, too expensive and full of mean and selfish people.▪ overcrowded▪ Overpopulated and underserved▪ possibly too big?▪ Progressive community with strong infrastructure, diverse industries, and residents from unique backgrounds.▪ Reflective of the leadership we show now and investments we make between now and then.▪ Safe, clean, education leader▪ Similar to today in size, maybe 15% more people. Less retail stores in all areas. Less manufacturing jobs.▪ Still struggling for low income housing. Will need better road conditions.▪ Test▪ the best place to be▪ The best place to live in the Midwest▪ the economic center for the region▪ The major economic and social hub of NEW.▪ The most desirable and affordable place to live in the US▪ the same as it is now only more expensive▪ The town in Northeast WI.▪ Thriving	<ul style="list-style-type: none">▪ Thriving▪ Thriving community that anchors Wisconsin's Fox Valley through its active manufacturing, medical, cultural and business environment. Surrounded by the best of Mother Nature, Appleton will be a premier destination in Wisconsin.▪ thriving, but hopefully ore progressive than now▪ To bring back retail along College Avenue.▪ twice as populous▪ twice the size▪ vibrant▪ Welcoming▪ Where all the happenings are▪ Will not have so many dilapidated houses /absentee landlords that create safety concerns and eyesores.▪ Safe for walking and biking▪ green energy▪ Healthier Environment▪ Quieter - less noise pollution▪ Darker▪ A city with thriving, locally-owned businesses▪ More equitable▪ Inclusive▪ diverse and inclusive▪ Safe▪ Fun▪ Family friendly▪ Integrated▪ Diverse▪ Housing for all▪ Easy access	<ul style="list-style-type: none">▪ transit options▪ bikeable▪ green▪ quieter▪ darker▪ sustainable energy▪ landscaping▪ business opportunities▪ great schools▪ lead free▪ no hungry people▪ diverse▪ welcoming▪ safe▪ healthy (great hospitals, doctors)▪ lucrative (great wages)▪ Attractive (physical appearance)▪ Attractive (buisness opportunities)▪ Educated (great schools)▪ Proud of accomplishments of citizens▪ Caring for those compromised and dying▪ Attractive to raise a family here▪ More bus routes
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APPENDIX B | CALCULATING PLAN PRIORITIES

Plan Priorities	Count of Combined Responses by Score							
	1. We have a lot of work to do	2. We have some work to do	3. We are doing ok	4. We are doing well	5. We are doing great	Total Responses	Average Score	
	Economy. There are good job opportunities for community members that pay what is needed to afford living in Appleton.	24	105	87	52	10	278	2.7
	Transportation. Community members can comfortably access resources across Appleton by bus, car, bike, or walking.	69	115	57	29	13	283	2.3
	City Services. Appleton provides timely and affordable services to meet residents’ daily needs, such as water, waste, and public safety.	3	20	54	143	63	283	3.9
	Environment. Appleton protects the natural environment and connects residents to recreation opportunities.	14	51	91	92	30	278	3.3
	Housing. There are a variety of housing options to meet community member’s needs and incomes throughout their lifetime.	121	85	49	19	7	281	2.0
	Development. Development is happening in the right places and is at a cost that Appleton residents can afford.	55	103	93	20	6	277	2.3
	Neighborhoods. Appleton has welcoming neighborhoods where residents can access everything they need to thrive.	35	77	84	66	17	279	2.8
	Engagement. Appleton is transparent, seeks input from community members, and communicates about the actions and projects it takes on.	19	32	81	111	39	282	3.4
	Arts and Culture. Appleton celebrates the unique and diverse cultures of residents.	8	36	74	41	55	214	3.5

APPENDIX B | CALCULATING PLAN PRIORITIES

Plan Priorities	Count of In-Person Responses by Score						Total Responses	Average Score
	1. We have a lot of work to do	2. We have some work to do	3. We are doing ok	4. We are doing well	5. We are doing great			
	Economy. There are good job opportunities for community members that pay what is needed to afford living in Appleton.	9	38	37	10	2	96	2.6
	Transportation. Community members can comfortably access resources across Appleton by bus, car, bike, or walking.	30	40	21	7	4	102	2.2
	City Services. Appleton provides timely and affordable services to meet residents’ daily needs, such as water, waste, and public safety.	0	5	19	49	28	101	4.0
	Environment. Appleton protects the natural environment and connects residents to recreation opportunities.	6	25	30	32	6	99	3.1
	Housing. There are a variety of housing options to meet community member’s needs and incomes throughout their lifetime.	47	33	15	3	1	99	1.8
	Development. Development is happening in the right places and is at a cost that Appleton residents can afford.	14	39	39	3	2	97	2.4
	Neighborhoods. Appleton has welcoming neighborhoods where residents can access everything they need to thrive.	9	36	28	21	3	97	2.7
	Engagement. Appleton is transparent, seeks input from community members, and communicates about the actions and projects it takes on.	6	9	34	39	12	100	3.4
	Arts and Culture. Appleton celebrates the unique and diverse cultures of residents.	3	20	18	41	23	105	3.6

APPENDIX B | CALCULATING PLAN PRIORITIES

Plan Priorities	Count of Online Responses by Score						Average Score
	1. We have a lot of work to do	2. We have some work to do	3. We are doing ok	4. We are doing well	5. We are doing great	Total Responses	
	Economy. There are good job opportunities for community members that pay what is needed to afford living in Appleton.	15	47	50	42	8	162
	Transportation. Community members can comfortably access resources across Appleton by bus, car, bike, or walking.	33	61	36	22	9	161
	City Services. Appleton provides timely and affordable services to meet residents’ daily needs, such as water, waste, and public safety.	3	15	35	74	35	162
	Environment. Appleton protects the natural environment and connects residents to recreation opportunities.	8	26	41	60	24	159
	Housing. There are a variety of housing options to meet community member’s needs and incomes throughout their lifetime.	54	52	34	16	6	162
	Development. Development is happening in the right places and is at a cost that Appleton residents can afford.	35	50	54	17	4	160
	Neighborhoods. Appleton has welcoming neighborhoods where residents can access everything they need to thrive.	12	35	56	45	14	162
	Engagement. Appleton is transparent, seeks input from community members, and communicates about the actions and projects it takes on.	13	23	47	59	20	162
	Arts and Culture. Appleton celebrates the unique and diverse cultures of residents.	5	16	36	72	32	161

APPENDIX B | CALCULATING PLAN PRIORITIES

		Count of Mobile Kit Responses by Score					Total Responses	Average Score
		1. We have a lot of work to do	2. We have some work to do	3. We are doing ok	4. We are doing well	5. We are doing great		
Plan Priorities	Economy. There are good job opportunities for community members that pay what is needed to afford living in Appleton.		20				20	2.0
	Transportation. Community members can comfortably access resources across Appleton by bus, car, bike, or walking.	6	14				20	1.7
	City Services. Appleton provides timely and affordable services to meet residents’ daily needs, such as water, waste, and public safety.				20		20	4.0
	Environment. Appleton protects the natural environment and connects residents to recreation opportunities.			20			20	3.0
	Housing. There are a variety of housing options to meet community member’s needs and incomes throughout their lifetime.	20					20	1.0
	Development. Development is happening in the right places and is at a cost that Appleton residents can afford.	6	14				20	1.7
	Neighborhoods. Appleton has welcoming neighborhoods where residents can access everything they need to thrive.	14	6				20	1.3
	Engagement. Appleton is transparent, seeks input from community members, and communicates about the actions and projects it takes on.				13	7	20	4.4
	Arts and Culture. Appleton celebrates the unique and diverse cultures of residents.			20			20	3.0

APPENDIX C | CALCULATING HOUSING RESPONSES

What types of housing do you think would fill the gap in Appleton?
Pick your top three

Housing Type	In Person Count	Online Count	DIY Kit Count	Total Count
Temporary Supportive Housing	52	62	8	122
Small Lot Single Unit Detached	42	86	6	134
2-4 Units and Townhouses	41	75	8	124
Accessory Dwelling Units	36	28	2	66
Mixed-Use Development	33	71	8	112
Senior Housing	22	59	3	84
Live/Work Units	19	38	4	61
Manufactured and Modular Housing	13	20	4	37
Larger Apartments	6	29		35

Where should more housing be added?

Location	In Person Count	Online Count	DIY Kit Count	Total Count
Infill in Existing Neighborhoods	72	See the following page	14	86
Along Major Roadway	33		12	45
At the City Edges and Redevelopment Sites	31		9	40
Downtown	29		21	50

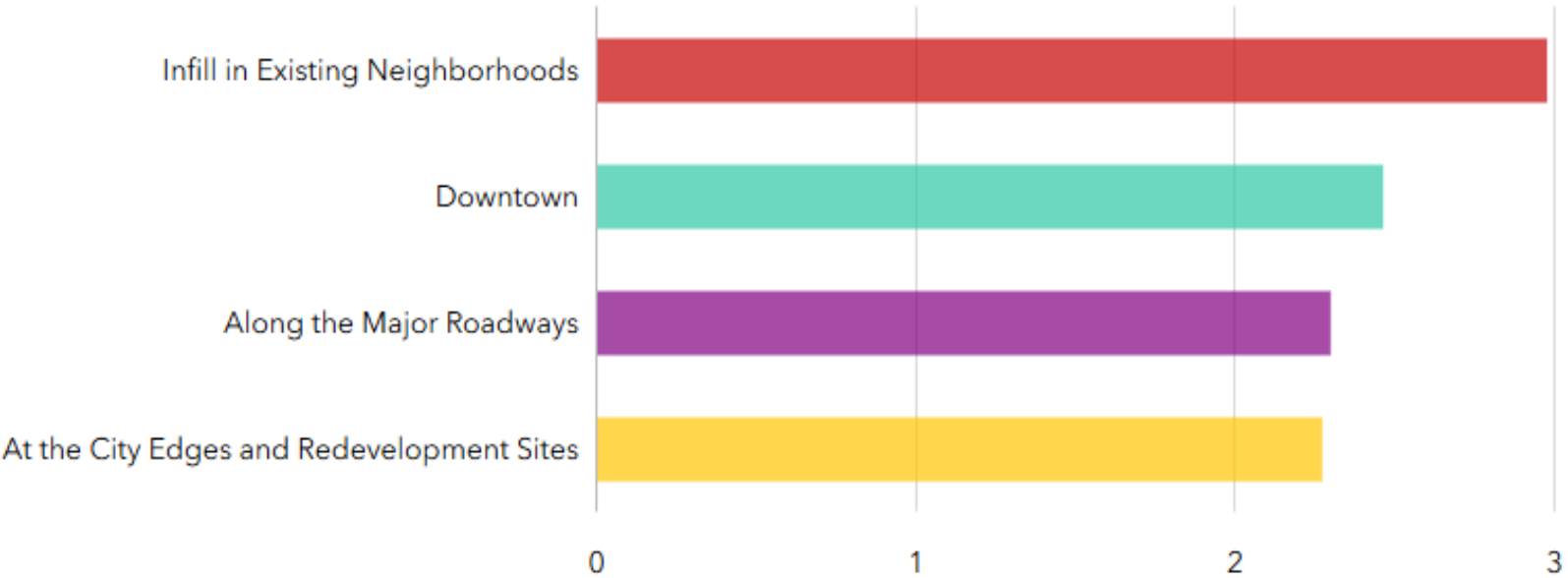
Online Responses: Where should more housing be added?

● Please rank the areas in the city where more housing should be prioritized?



Column

Bar



Rank	Answers	1	2	3	4	Average score
1	Infill in Existing Neighborhoods	38.82% 59	30.26% 46	20.39% 31	10.53% 16	2.97
2	Downtown	22.37% 34	27.63% 42	23.68% 36	26.32% 40	2.46
3	Along the Major Roadways	15.79% 24	23.03% 35	36.18% 55	25% 38	2.30
4	At the City Edges and Redevelopment Sites	23.03% 35	19.08% 29	19.74% 30	38.16% 58	2.27

Community members were asked to write where they saw opportunities and challenges along the subareas. Below is a direct transcription of the written responses. Note that typos may occur as these are direct transcriptions of written responses, so the person who submitted a response had written a typo.

Table 1. Written Responses at Oneida Station

- Biking is challenging at the intersection
- Challenging intersection
- Zion Lutheran church affordable housing project
- West side of bridge is hard to walk on due to limited sidewalks
- Trails and viewing platforms along south shore
- Connect Riverview gardens to Oneida through lock-keeper property
- Would love affordable housing near Riverview gardens to serve workers
- Public access to water at Riverview gardens
- Can we better engage the water?
- Amenities: the flats, the hospital, views of downtown
- Love trails; watch invasive plants
- Walking paths are great; dogs love it
- Love green spaces
- Affordable housing
- Parking along Reid St
- Right turns on bicycles are risky with traffic turning into hospital
- Right turns on bicycles are risky with traffic turning into hospital
- Traffic feels fast of walking or cycling- dangerous
- Wheelchair/ ADA accessibility
- Green median?
- Parking facing the street
- Slow down speed on Oneida St all the way to downtown
- Marigold Mile
- Marigold Mile
- Partnership with Riverview gardens to include a fresh market
- Designated bike lane is a good idea
- Crossing the street is difficult
- Biking is difficult
- I don't hang out here
- Ugly; not welcoming
- I would love to see native annuals planted instead of marigolds; ecological and lower cost
- Walking is challenging along this corridor
- Work with neighboring municipalities to create a walkable bike route south across 441

APPENDIX C | CALCULATING NORTHLAND AVENUE/RICHMOND STREET STATION RESPONSES

Community members were asked to write where they saw opportunities and challenges along the subareas. Below is a direct transcription of the written responses. Note that typos may occur as these are direct transcriptions of written responses, so the person who submitted a response had written a typo.

Table 1. Written Responses at Richmond Station

- Love grocery stores; improve accessibility
- Mall- total redevelopment, not a dressed up strip mall
- Resource in Northland Mall
- Mixed use housing; add units to revitalize mall area
- Too much parking
- Mix of owner occupied and rental housing
- Take out concrete
- Parking is horrible
- Tear down Northland Mall and redevelop
- Total revision of the entire Northland Mall; start over
- Consider buying out private property and adding grass
- I-41 and Richmond intersection is challenging
- No unity or visual appeal; no cohesive personality
- Bus stop design is not safe
- Slow down the roundabout
- Too many bars
- Children related activities like children’s museum
- Enhance neighborhood connections
- Make Richmond safer to walk down and across
- Does the Hmong community have a long term plan for the Richmond center
- Not walkable
- Pedestrian access to ALDI
- More vegetation/ green space
- Change Shopko and parking lot into housing mixed use
- Wheelchair accessible sidewalks and curbs
- More doctors/ dentist offices
- Parks, mixed use housing instead of big box
- Consider connectivity and pedestrians
- Intersections are unsafe; repaint
- Diamond intersection at Richmond
- Traffic enforcement
- Shopko Northland Mall: rezone into smaller retail, housing for moderate income people
- Do something with Northland Mall; so much potential
- Northland Mall could use more commercial development
- Indoor play for all ages
- Crossing the roundabout is difficult for pedestrians
- Warning lights for pedestrians at the roundabout

Community members were asked to write where they saw opportunities and challenges along the subareas. Below is a direct transcription of the written responses. Note that typos may occur as these are direct transcriptions of written responses, so the person who submitted a response had written a typo.

Table 1. Written Responses at Wisconsin Station

<ul style="list-style-type: none">▪ Bring back trees▪ Creating and developing without pushing/ forcing residents out; more green space, art spaces, community gardens, spaces to encourage social connection▪ Wisconsin as a “food street”; draw more cool venders▪ Accessible sidewalk and curbs▪ More trees; better bike/ ped access and slow down traffic; can we turn Wisconsin into a place to come rather than speed through▪ Green up and ‘warm up’ Wisconsin with trees, planters, flowers; more pedestrian friendly elements▪ Keep local, small businesses, not mass retail▪ More support for emerging small business owners- bid + facade improvements▪ Redevelop old KFC▪ We love Frio in the neighborhood but have you sat on their patio? Loud and dangerous▪ Some stuff should be town down and properties joined▪ More restaurants and cafe type businesses; love the grocery stores here▪ More grocery stores▪ More trees▪ Beautification of the environment; enhancement with trees, planters, and native plants▪ Erb park- great; concerns about safety▪ Redevelop 705 Wisconsin▪ Make Wisconsin more walkable▪ Fix up store fronts▪ Parking lot consortium; renting parking▪ Create more reasons to walk Wisconsin Ave▪ Treat street or some kind of branding▪ This could be a really neat commercial area with mixed use	<ul style="list-style-type: none">▪ housing and restaurants; destination▪ Rezone and redevelop▪ Mixed use housing / business along the corridor; more density; more walking/ biking▪ What is Wisconsin Ave were put on a road diet▪ Connect walking trails that exit from Peabody to back of Appion with area north of Wisconsin▪ Mixed use redevelopment▪ Add a protected bike land to Wisconsin and remove 1 lane of traffic▪ Work to develop the corridor in a different feel like College Ave; work, play, live▪ Wind tunnel; no trees or shading; lighting problem; crossings unsafe▪ Tear down problem/ eye sore architecture and join lots to develop mixed use▪ Night life; bazaar after dark▪ Cityscape needs much more attractive space▪ Control speed▪ Bury utilities; create a rotating art exhibit such as sculpture; cultural focus▪ “Eat street”▪ Need a lot more trees▪ Make Wisconsin Ave more like College with apartments over businesses, very walkable, small businesses▪ More parks; more walkable▪ Lack of trees and sidewalks up to the street makes it bleak throughout▪ Wisconsin food tours▪ Reestablish bazaar after dark as an annual event▪ Form Wisconsin Ave business forum▪ Building stock on Wisconsin Ave not representative of reality	<ul style="list-style-type: none">▪ of businesses▪ Neighborhood with an identity▪ Neighborhood improvement district there are lots of older houses in the is area. Can they be upgraded and have apartments added for more affordable options?▪ Crosswalk from Appion is not ideal; elevated walk would be safer▪ Fix Lawe street concrete quality; I’m starting to change my driving out▪ Grants for small businesses (chamber, CDBG)▪ Have better traffic navigators▪ There isn't a lot of space▪ There are deteriorating buildings▪ There is out in the open
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