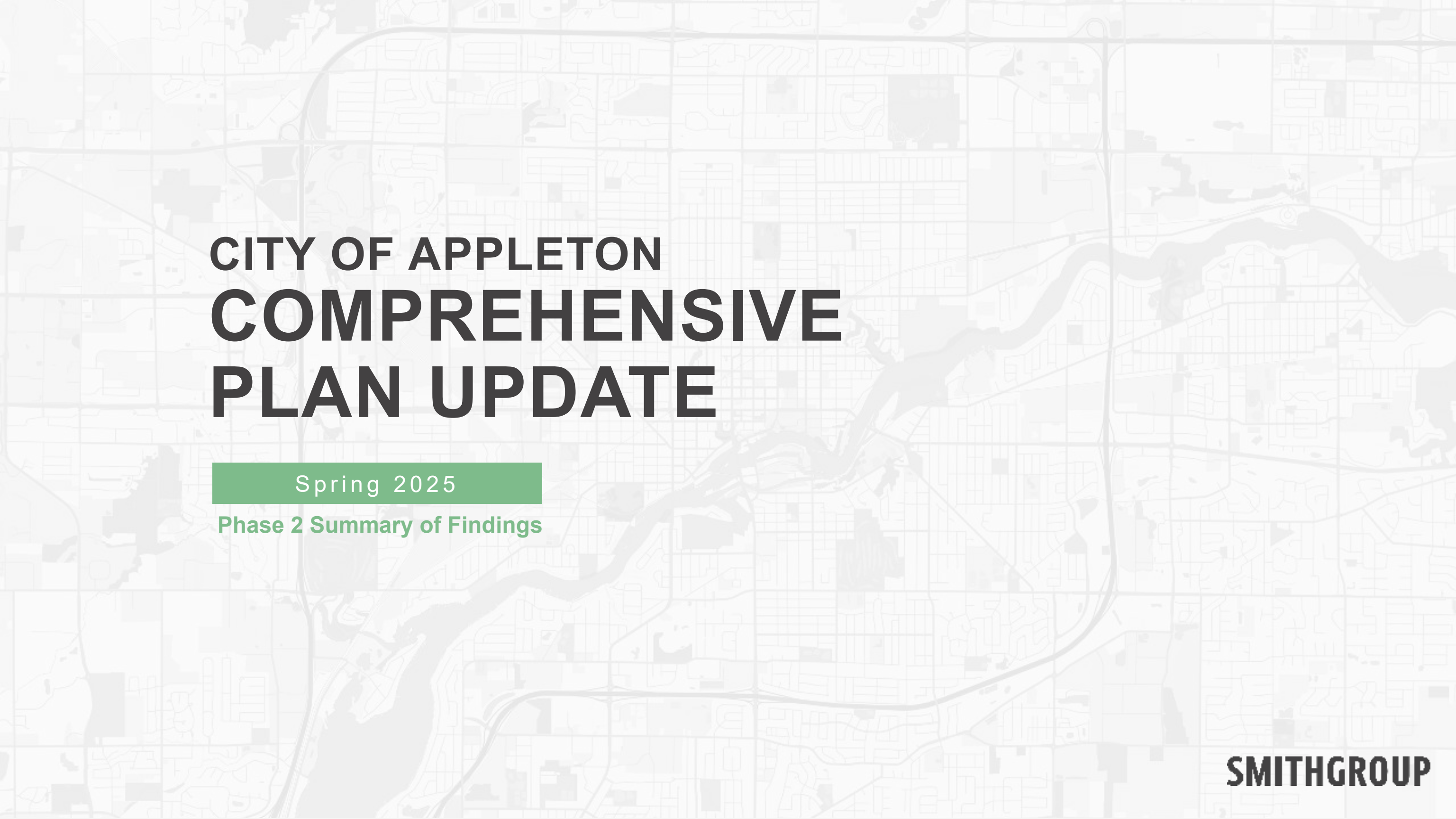


A light gray background map of Appleton, Wisconsin, showing a grid of streets and a winding river. The map is centered on the city area.

CITY OF APPLETON COMPREHENSIVE PLAN UPDATE

Spring 2025

Phase 2 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 spring, we met with stakeholders and the community for Phase 3 of *Plan Appleton*, where we explored new opportunities.

ENGAGEMENT OPPORTUNITIES

- 3 Subarea Focus Groups
 - S. Oneida Street Subarea
 - Wisconsin Avenue Subarea
 - Northland Avenue/Richmond Street Subarea
- 1 Public Workshop
- 5 Stakeholder Sessions
 - Non-Profits
 - Community Organizations
 - Small and Medium Sized Businesses
 - Thompson Senior Center
 - Neighbors in Action Sessions

TOTAL PARTICIPANTS

There were 110 total attendees across all in-person sessions, 312 online survey responses, and 470 map pins placed.



FOCUS GROUPS

What We Heard



WISCONSIN AVENUE FOCUS GROUP

KEY FINDINGS

Design

- There was interest in maintaining neighborhood character through appropriate heights to transition into existing neighborhoods.
- While there was interest in steps like adding a second story to existing buildings, existing structures may not be load bearing for a second story.
- There was interest in retaining and allowing existing housing to be partially converted for commercial use or were added onto for commercial uses.
- There were several comments about commercial buildings needing help with façade improvements.
- Interest in having Wisconsin visually bridge the surrounding two neighborhoods on either side of the subarea through a unified vision.
- There is a strong desire for public art installations throughout the subarea.
- Recurring comments were made about noise and shade with an interest in adding as much vegetation as possible to help with this.

Parking

- There were questions about if a parking ramp would work here.
- There was mention that Appvion may already have shared parking agreements and that, if this were the case, it could set a great example for there be more shared parking agreements in the subarea.
- There was interest in considering transit circulator (ADI has a shuttle that operates in summer months – what would a loop to WI Ave look like?).
- There were several comments comparing the amount of parking that is required versus what is needed.
- A concern regarding parking in the back was safety because it is not as visible from the street.
- Access management was mentioned as a concern, especially at the Oneida intersection.

Uses

- There was interest in adding live/work as a use to C-1 (right now C-1 requires a minimum of 3 residential dwellings in a development) and in having the first 25-30' be retail but permitting housing behind that. Other ideas mentioned were to...
 - Ease temporary use zoning
 - Consider evening farmer's market
 - Consider allowing business chalets for pop-ups
- There was mention of a need for smaller commercial business spaces.
- People mentioned the important of restaurants in this areas and it's identity as a hub for diverse food offerings.

Redevelopment

Most comments from the stakeholder session and workshop engagement overlapped with potential redevelopment sites identified prior. One additional site mentioned during the stakeholder session was that the large parking area across from Appvion could become a mixed-use development.

WISCONSIN AVENUE FOCUS GROUP

KEY FINDINGS

Appvion Node

People had noted that Appvion could be a prime opportunity for redevelopment in the future if current uses phase out or are interested in redeveloping facilities. This would be a key gateway for the subarea.

- Opportunities
 - Could go taller, up to 4-5 stories, to maximize housing
 - Good transition to neighborhood
 - Could add green space in the parking lot
 - Currently used for employee events
 - Potential community gathering space
 - Rethink Meade / Summer / Wisconsin interchange. Mentioned in stakeholder session and workshop as a difficult intersection
- Constraints
 - Rail a concern, noisy and dusty



ONEIDA STREET FOCUS GROUP

KEY FINDINGS

Riverview Gardens

- Current property owners are open to have better trail connections.
- Current property owners are not interested in operating a restaurant themselves on site.

Trail Access

- The team discussed the need for more intentional access points from S Oneida Street.
- Many people do not know they have access to the trail.

River Access

There is a strong desire for more access to the river.

Riverview Lutheran Church and School

- There is a new site plan task force/committee
- Mentioned opportunities to establish this as a community center for activity
- Frontage along Oneida is not uniform and would require acquisition of houses



NORTHLAND AVENUE / RICHMOND STREET FOCUS GROUP

KEY FINDINGS

Northland

- Participants discussed how they felt the Northland mall site in particular could support taller buildings at 4-5 stories in height.
- Midwest vernacular style building (buildings with features like pitched roofs, gables, and architectural details) is preferred over flat roof building.

Richmond

The connection to Aldi is desirable for many residents.

Housing

Not only more housing but also housing for all income levels.

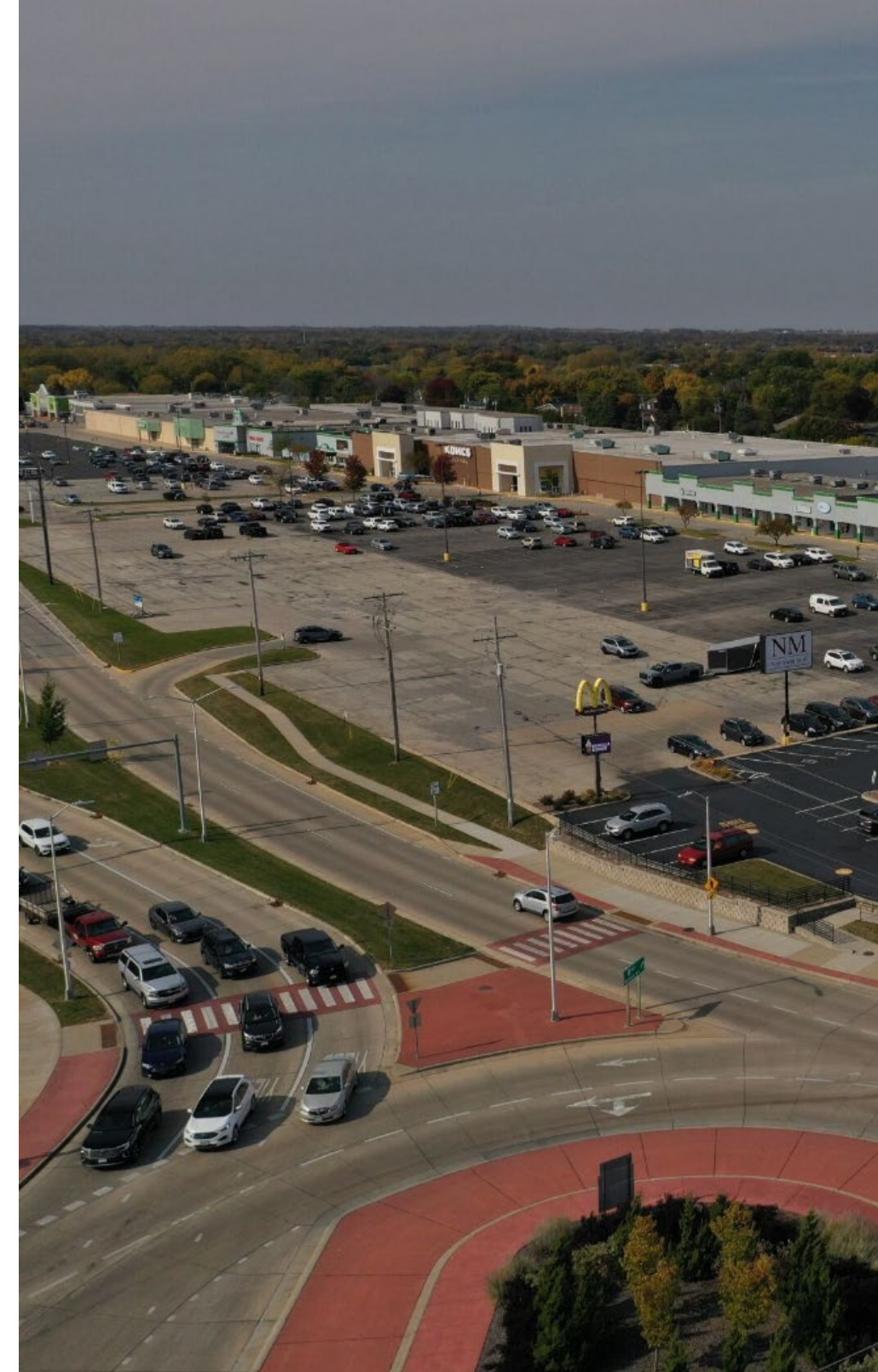
Desirable Uses

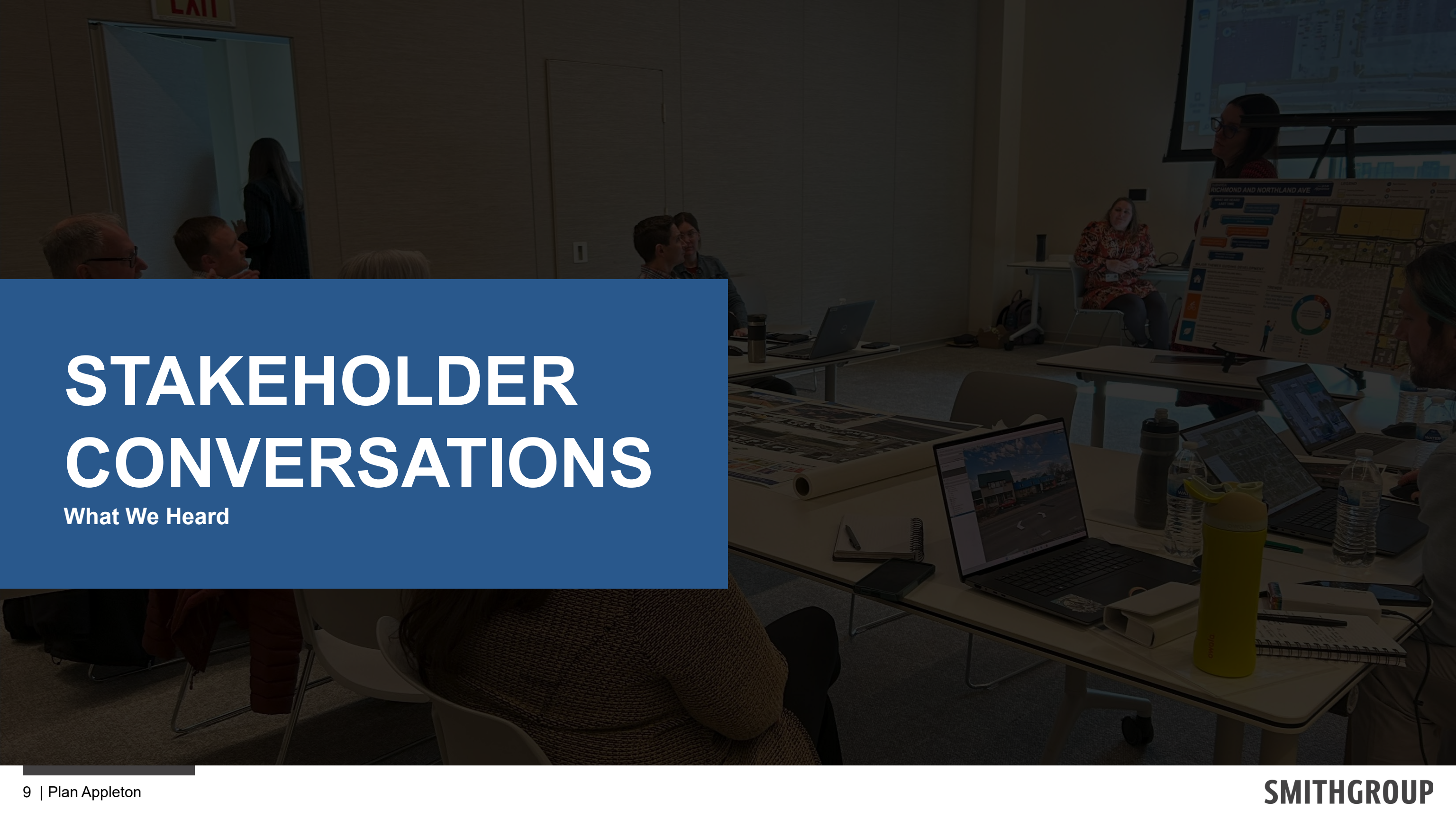
Several desirable uses were mentioned including the following:

- Coffee shop
- Crafts shop (especially with Joann closing)
- Community services
- Co-locate senior center with day care

Transportation

- Participants mentioned residents were formerly not open to having walking access from Aldi but may be interested now.
- People mentioned the roundabout has been great at preventing dangerous crashes but makes walking or biking through the intersection difficult.
- People mentioned that if Northland Mall were more active, they would want a nice bus shelter with frequent stops located there. There was a discussion about how this would require increasing density, especially of housing, in the area.
- Traffic calming was discussed along the most crossings.





STAKEHOLDER CONVERSATIONS

What We Heard

STAKEHOLDER CONVERSATIONS

FINDINGS

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

1. Housing Non-Profits
2. Community Organizations
3. Small and Medium Sized Businesses

Housing Non-Profits

- **Action** | There is a lot of work already being done to maintain affordable housing options for people no matter their income range in Appleton, including partnerships between non-profits, major landowners, developers, and municipalities.
- **Gaps** | Several gaps were identified that *Plan Appleton* or other partners could help fill.
 - Senior housing (specifically housing units with bedrooms on the first floor)
 - Housing for formerly incarcerated people phasing out of immediate housing assistance
 - Non-family group living and communal living or mixed income and ability living for the disabled community

Community Organizations

- **Youth** | Appleton’s youth often feel overlooked. The [Imagine Fox Cities](#) survey found that youth in the area were 2.32 times more likely to say they felt like they do not belong, and this was also common amongst other marginalized communities.
- **Perception of Alternative Modes of Transportation** | There can often be a perception that biking, walking, or taking transit is “uncool” or a “bad status symbol” and that perception will have to change to see increases in ridership
- **Opportunities** | Appleton can boost the sense of belonging by
 - Highlighting our culture
 - Providing more visibility for our community members and our community assets
 - Providing better communication between departments and with the community
 - By using the City's leverage to ensure we develop correctly, encouraging new housing to be by existing resources to better support our community members
 - Collaborating with others (county, school district, etc) so *Plan Appleton* is a shared plan

Small and Medium Sized Businesses

- **Downtown** | Downtown Appleton has found success with the Business Improvement District (BID) and it’s placemaking, permitting support, and more. The BID model could be a successful tool for other areas in Appleton.
- **Regional Drivers** | The Performing Arts Center and Expo Center are major drivers for local business, brining in higher revenues during events.
- **Location Matters** | Downtown thrives more during the day, events, and evening while businesses on the fringes of the City like the north side see a good lunch rush but lack nightlife and walkability for dinner hours.
- **Financing** | High build-out costs are a barrier, especially for restaurants. There are grants like the TIF Enhancement Grant and ARA Grant, but they are currently limiting because they can only be used once.
- **Recruiting** | The school district, walkability, pace of life, and affordability of housing were all mentioned as reasons employees locate in Appleton. Affordability and availability of housing for entry-level jobs is a significant draw for the Chamber, but they are seeing more entry-level workers find Downtown Appleton, Neenah, and Mensha too expensive to afford recently.

STAKEHOLDER CONVERSATIONS

WHAT WE HEARD

"Many people need a valid state ID and the DMV is way across the City and hard to access. Even just an easy connection to get that would make a difference."

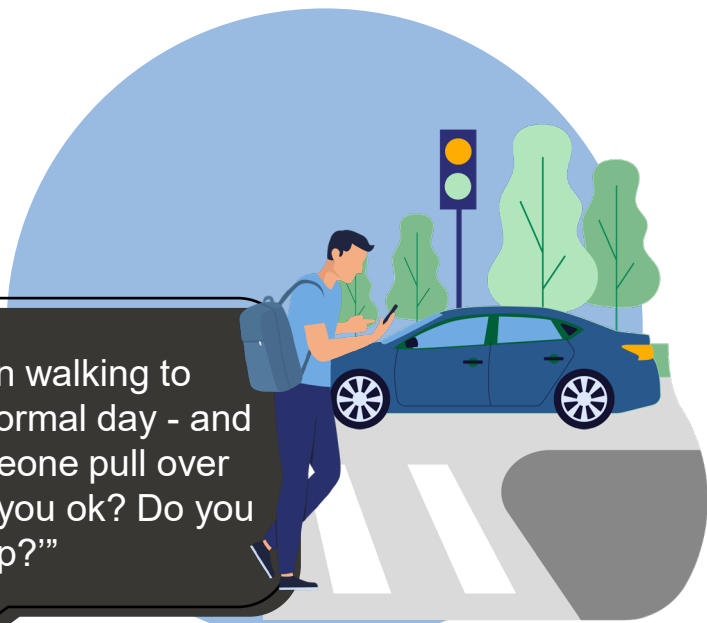
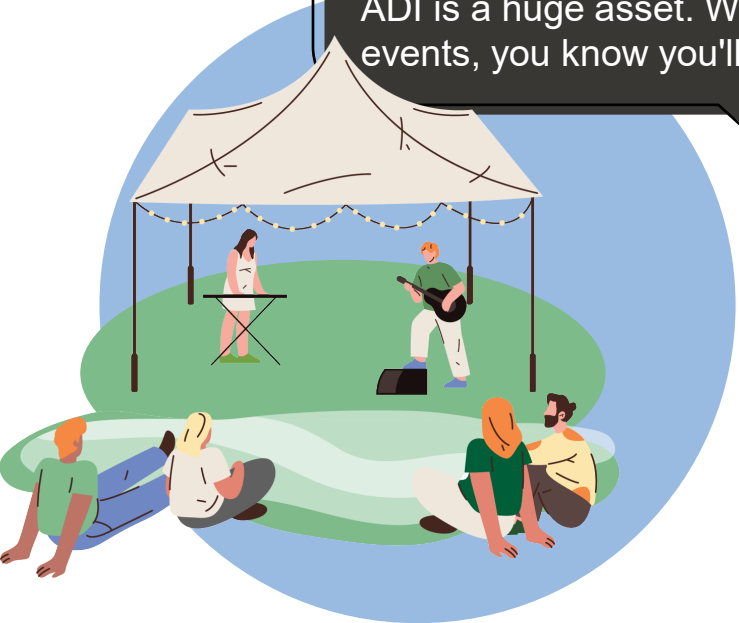
"When the Lion King comes, you need to do double the staff. You see people down here all the time on Sundays for the free parking." "The ADI is a huge asset. With all their events, you know you'll be busy."

"I've been walking to work – normal day - and had someone pull over like 'Are you ok? Do you need help?'"

"My daughter talked a lot about feeling the 'lack of' things – housing, jobs, fun – and moved away to get that."

"I remember when my mom went to open her business downtown, people would always say 'It's so unaffordable', but it is a huge asset for so many in our migrant and Hmong community. Now look at us, 6 additional businesses later."

"That is a second business for that family, just in Downtown. That incubation, that growth, that tells a very strong story of who we are and what our Downtown is doing for our City."



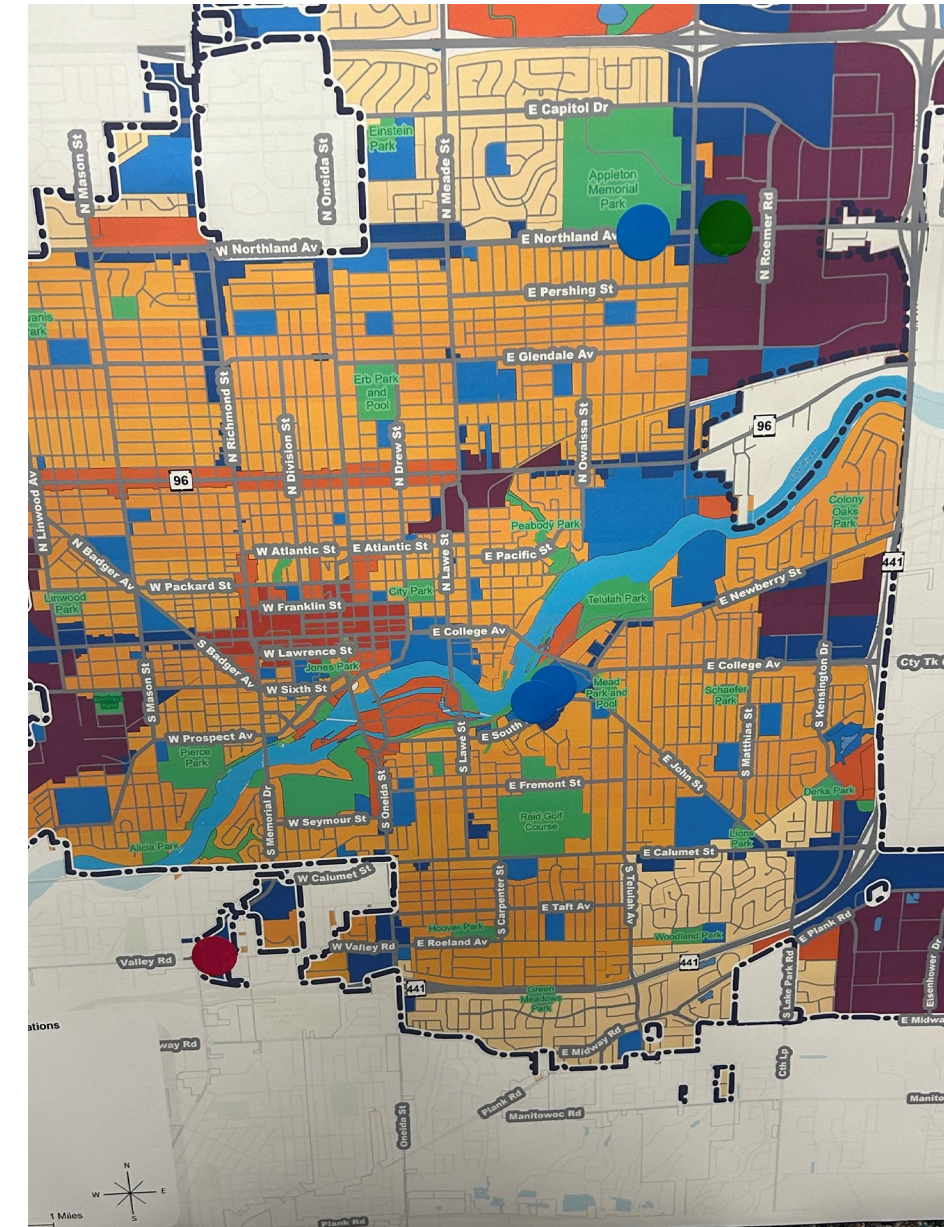
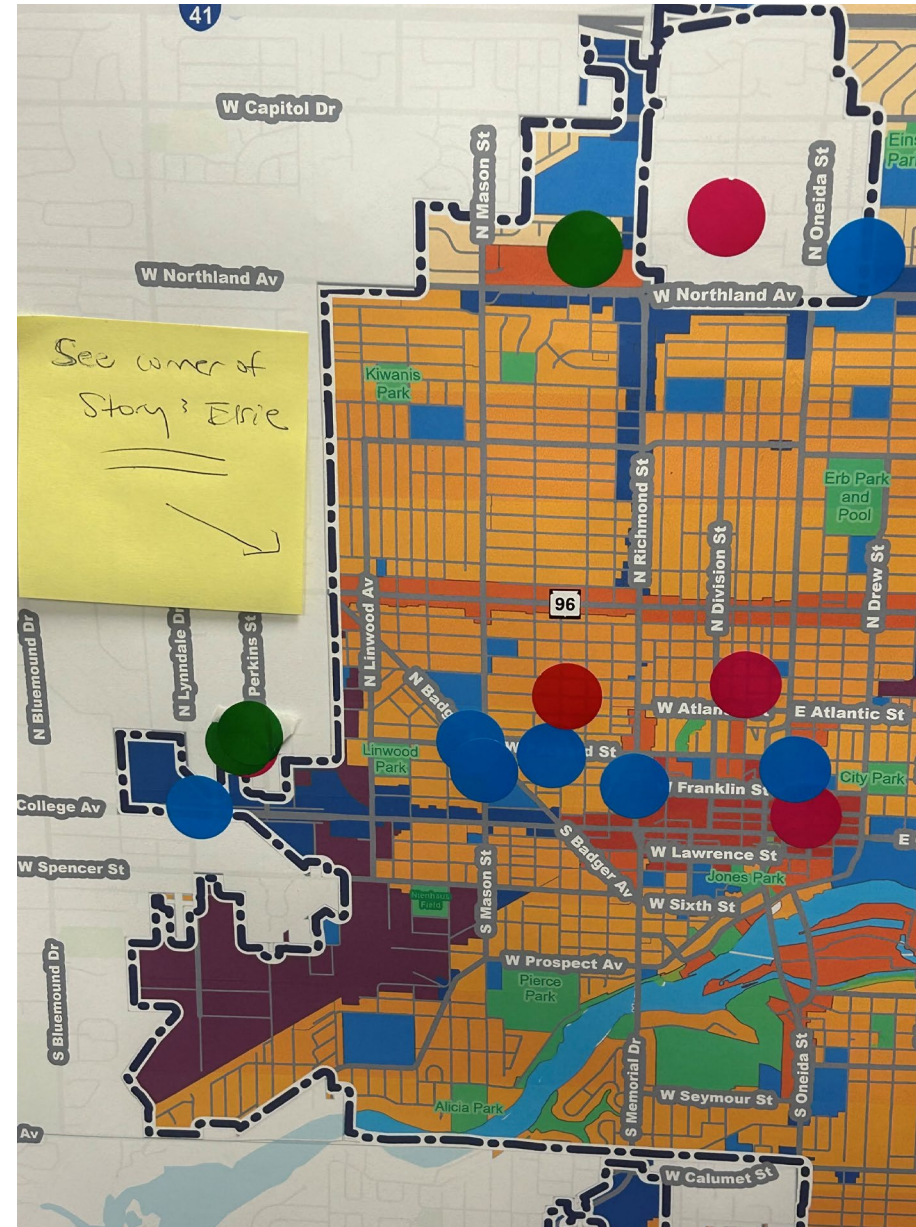
FOLLOW UP ENGAGEMENT

FINDINGS

Thompson Center and Neighbors in Action Sessions

Additional stakeholder sessions around Appleton's six types of places were held with a local senior center and several neighborhood groups. General findings include the following:

- **Vision** | Vision for City include safety, fiscally responsible, connection to the Fox River.
- **Neighborhood Businesses** | There was a desire to have additional businesses located within the neighborhoods.
- **Walkability** | Don't visit DT due to price to park and minimal retail stores for older demographic. Often visits Wisconsin Avenue businesses, but would like to see more stores within walking distance and walkability improved.
- **Green** | Redevelopment sites should include greener to soften the concrete around the development. Developments include more plantings rather than grass.





COMMUNITY INPUT

What We Heard

Several questions were asked at the community workshop and replicated through an online survey. Following are the combined results.

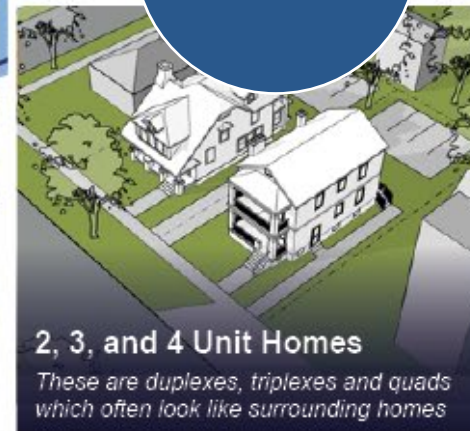
People see the need for a variety of housing types to meet the needs of community members.

**These are the combined results of the in-person engagement sessions and the online engagement sessions.*

94 votes



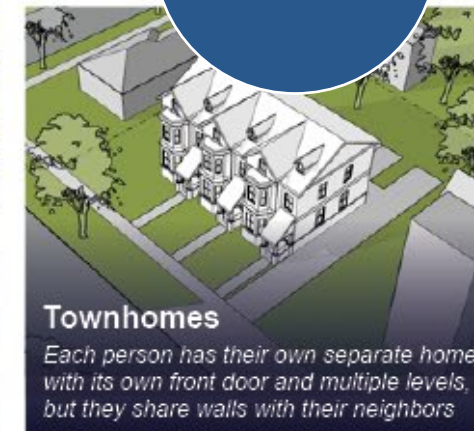
128 votes



113 votes



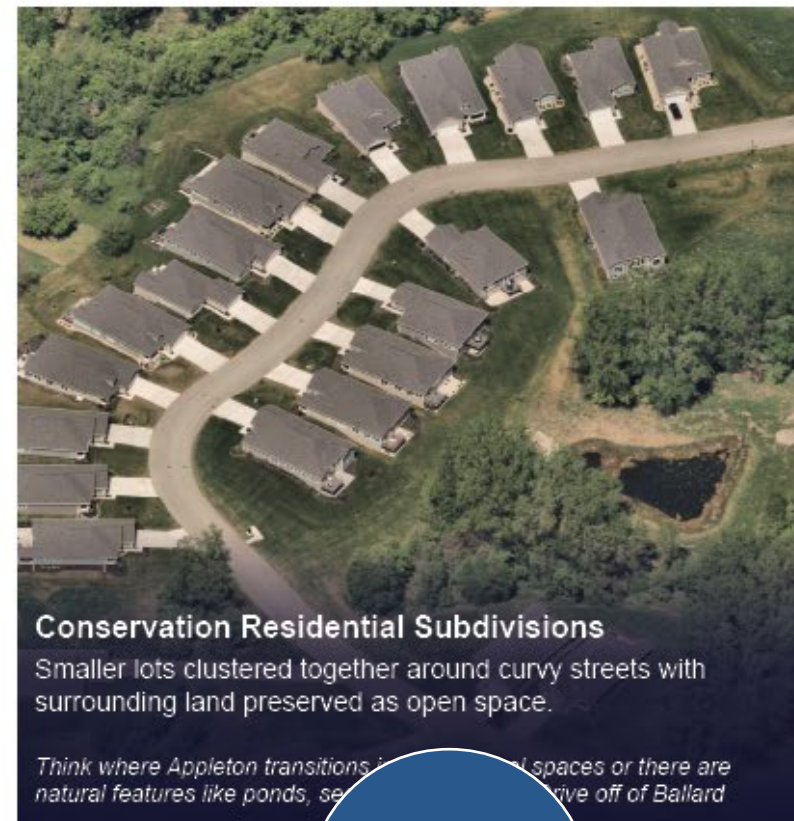
144 votes



152 votes



146 votes



118 votes



188 votes

OUR SIX TYPES OF PLACES

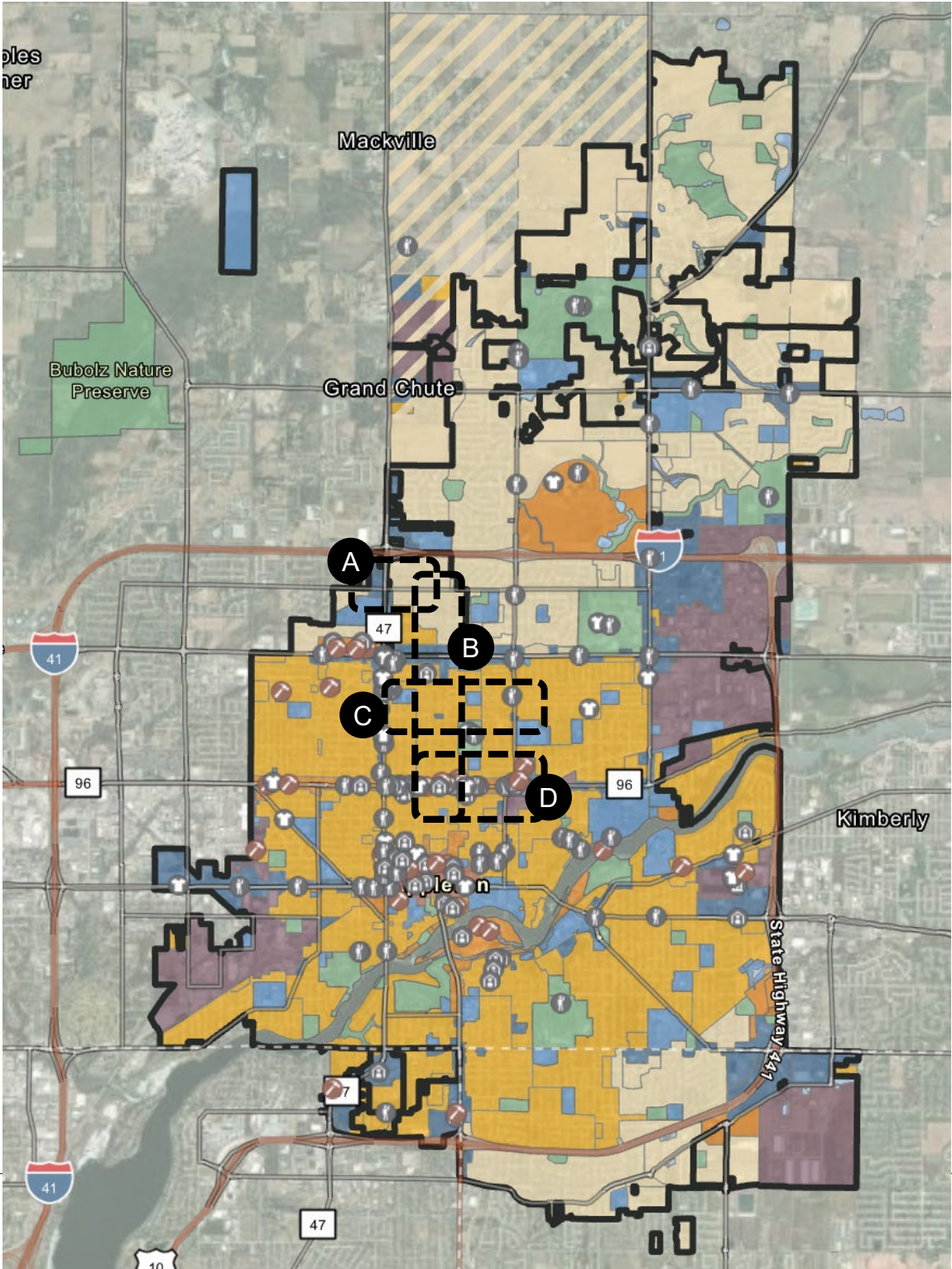
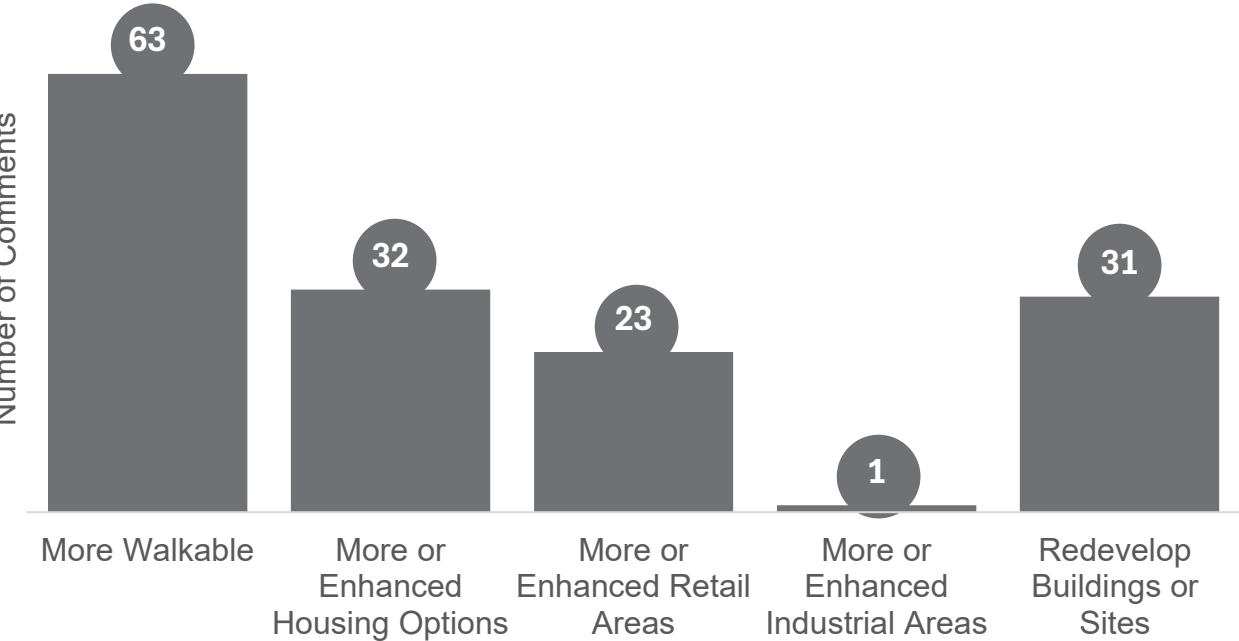
Activity

Community members heard earlier during a presentation and on informational boards about the six types of places present in Appleton: Core Neighborhoods, Suburban Neighborhoods, Downtown, Mixed-Use Areas, Retail Areas, and Industrial Areas. They were then asked if any of these places needed to change or could be improved using the following five categories. This was replicated in the online survey.

Key Trends and Feedback

Most comments were concentrated along Wisconsin Avenue, Northland Mall, Packard Street, Downtown, and Newberry Street

Combined Results from the Online Survey and In-Person Workshop



Add a comment to our shared map.

- More Walkable
- More or Enhanced Housing Options
- More or Enhanced Industrial Areas
- More or Enhanced Retail Areas
- Redevelop Buildings or Sites

Appleton's Types of Places

Appleton's Growth Areas

Appleton's Neighborhoods and Destinations

Appleton's Neighborhoods and Destinations

- Core Neighborhoods
- Suburban Neighborhoods
- Downtown
- Mixed-Use
- Retail
- Industrial
- Public/Institutional
- Parks and Open Space
- Water Features

- Concentrations of Comments**
Most comments were clustered around four key areas
- A. Northland Mall (*most common comments were walkability, redevelopment, and retail*)
 - B. Richmond Street (*most common comments were walkability, housing options, and retail*)
 - C. Wisconsin Avenue (*most common comments were walkability, housing options, retail, and redevelopment*)
 - D. College Avenue and Downtown (*most common comments were walkability, housing options, and redevelopment*)

CREATE YOUR CORRIDORS

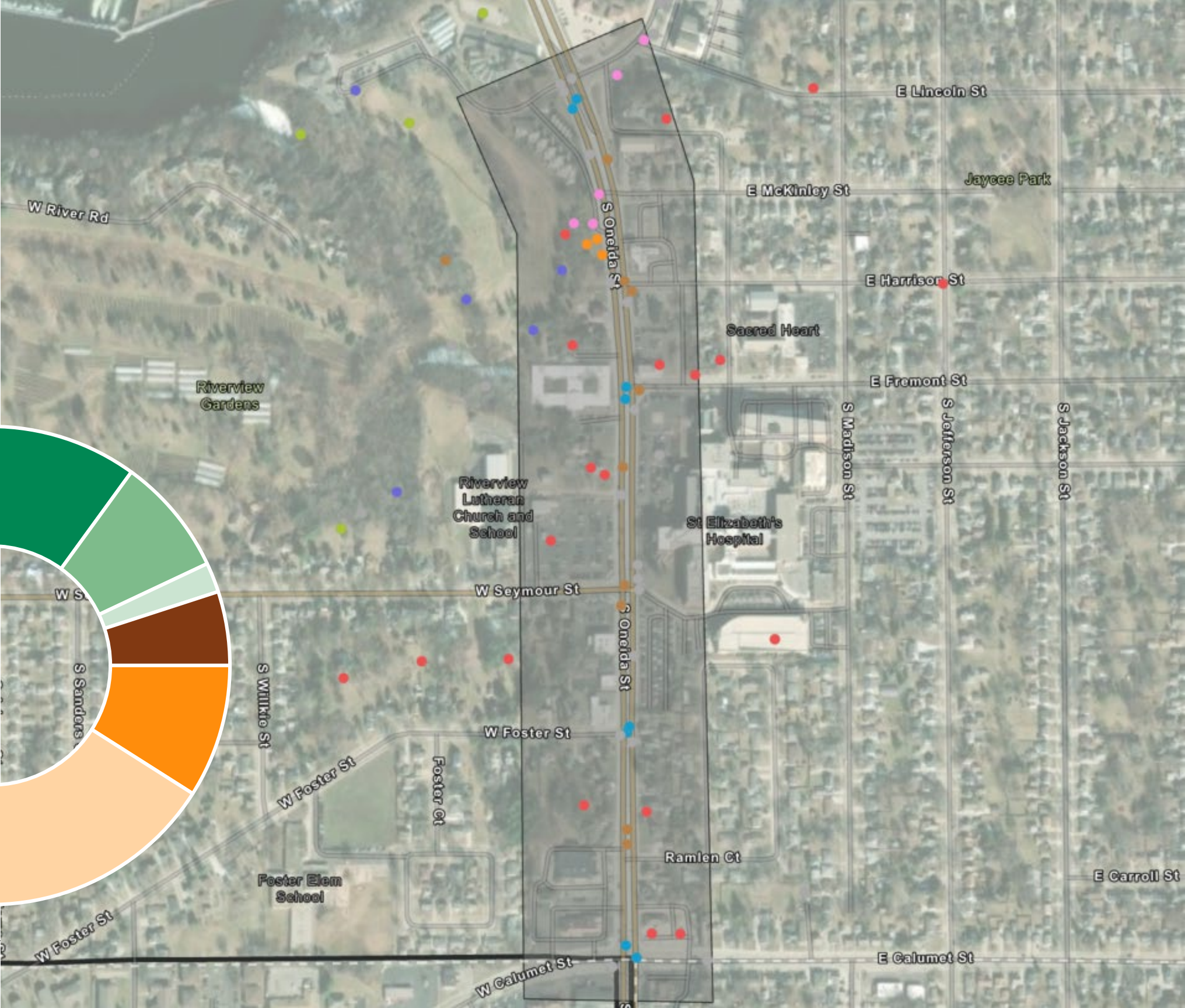
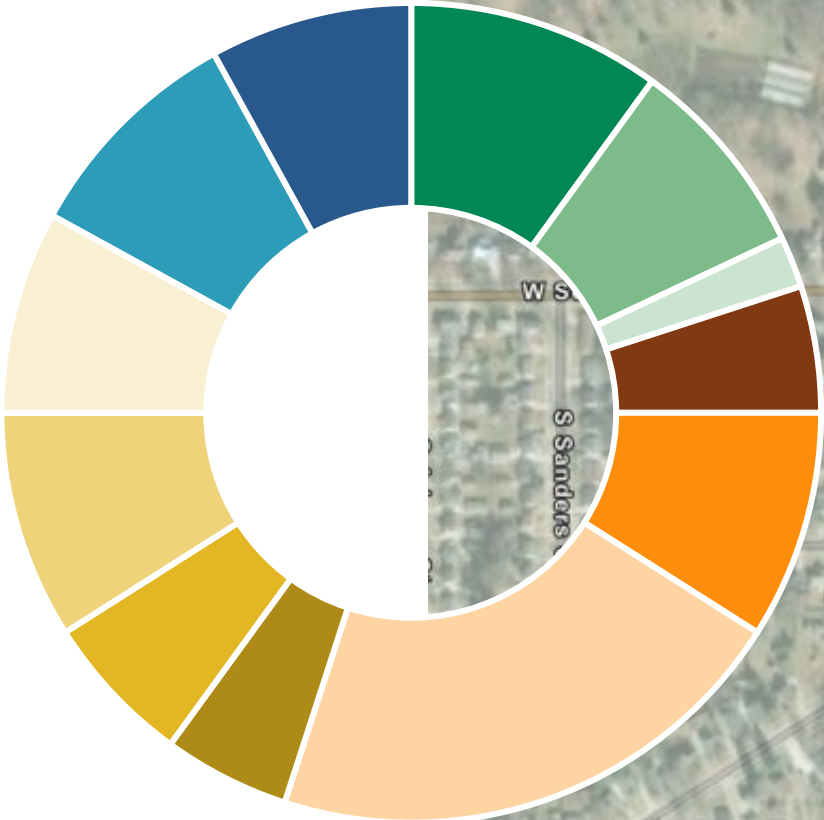
S. ONEIDA STREET

Activity

Community members were given a set of stickers to show where and which kind of design tools they think would most enhance the subarea. 100 total pins were placed in person and online.

Key Trends and Feedback

PROTECTED BIKE LANE	10
SHADE TREE	8
STORMWATER MANAGEMENT	2
PARKING	5
INCREASE DENSITY	9
REDEVELOPMENT OPPORTUNITIES	21
PUBLIC GATHERING SPACE	5
STREET FURNISHING	6
TRAFFIC CALMING	9
SIGNAGE + WAYFINDING	8
TRAIL	9
ACCESS TO THE RIVER	8



CREATE YOUR CORRIDORS

WISCONSIN AVENUE

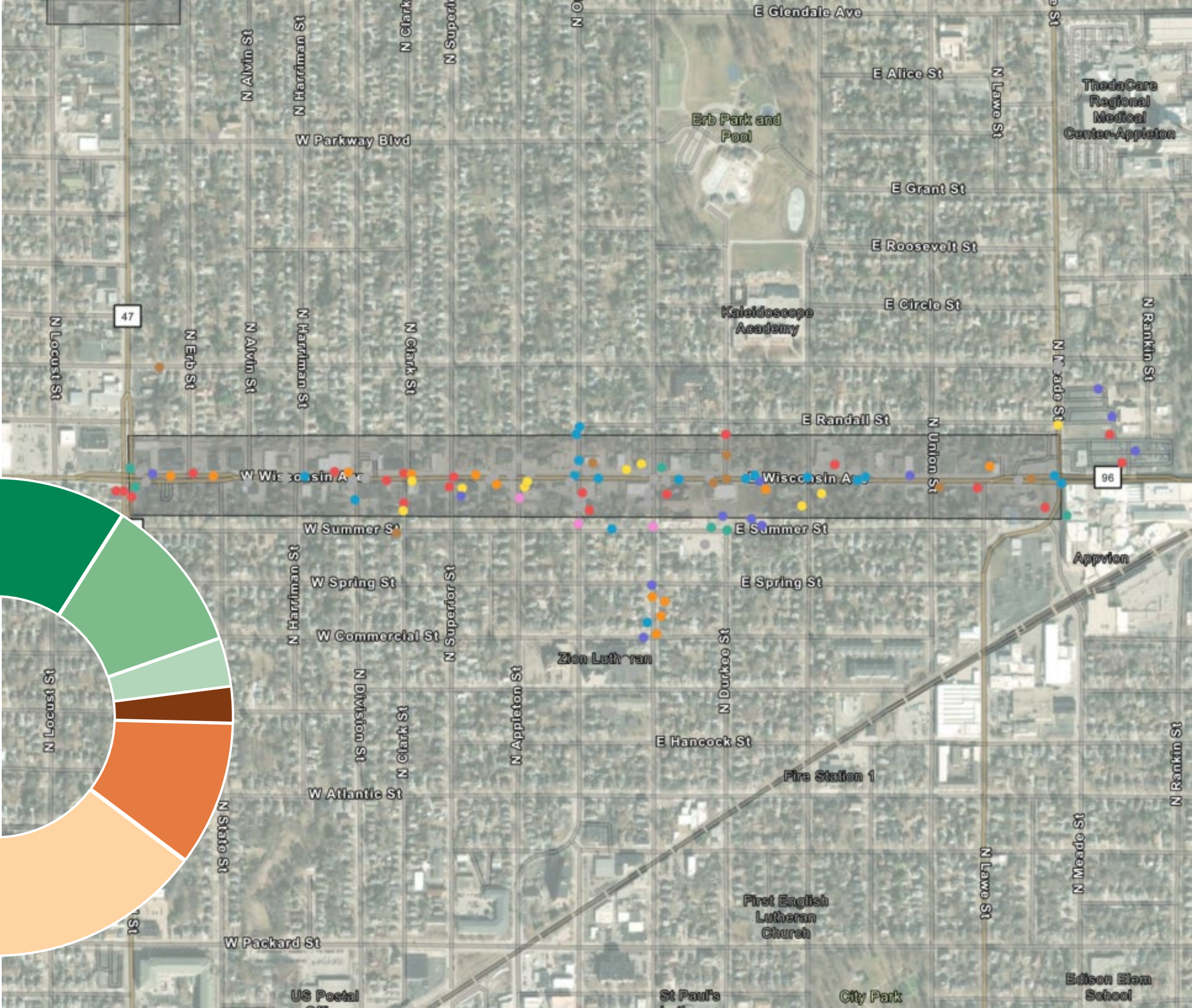
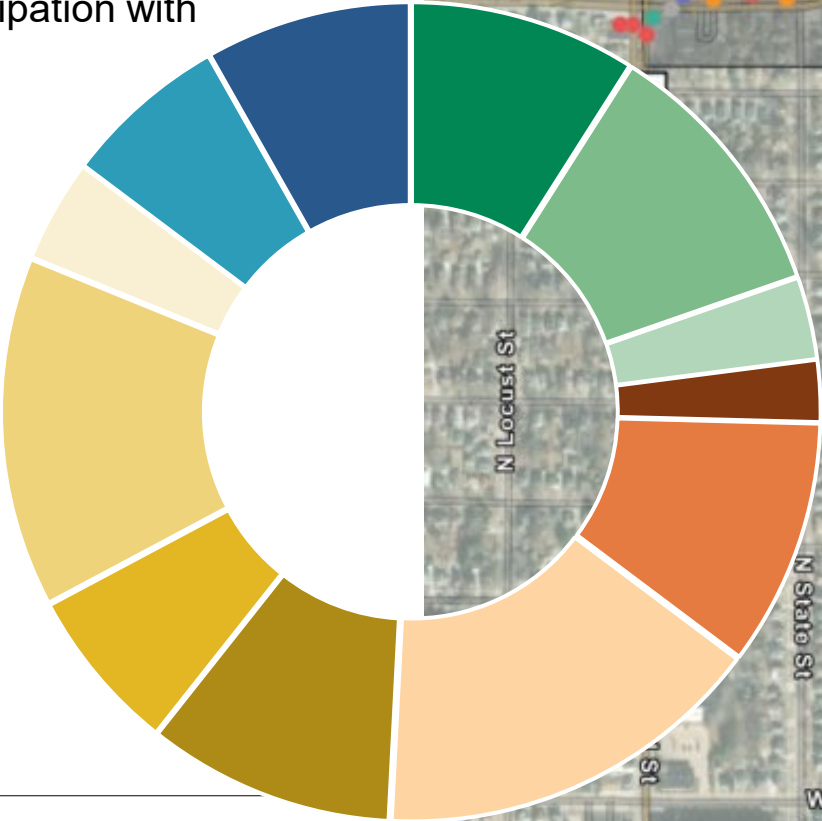
Activity

Community members were given a set of stickers to show where and which kind of design tools they think would most enhance the subarea. 122 total pins were placed in person and online, 7 of which were unlabeled.

Key Trends and Feedback

This station had the most participation with over 100 stickers.

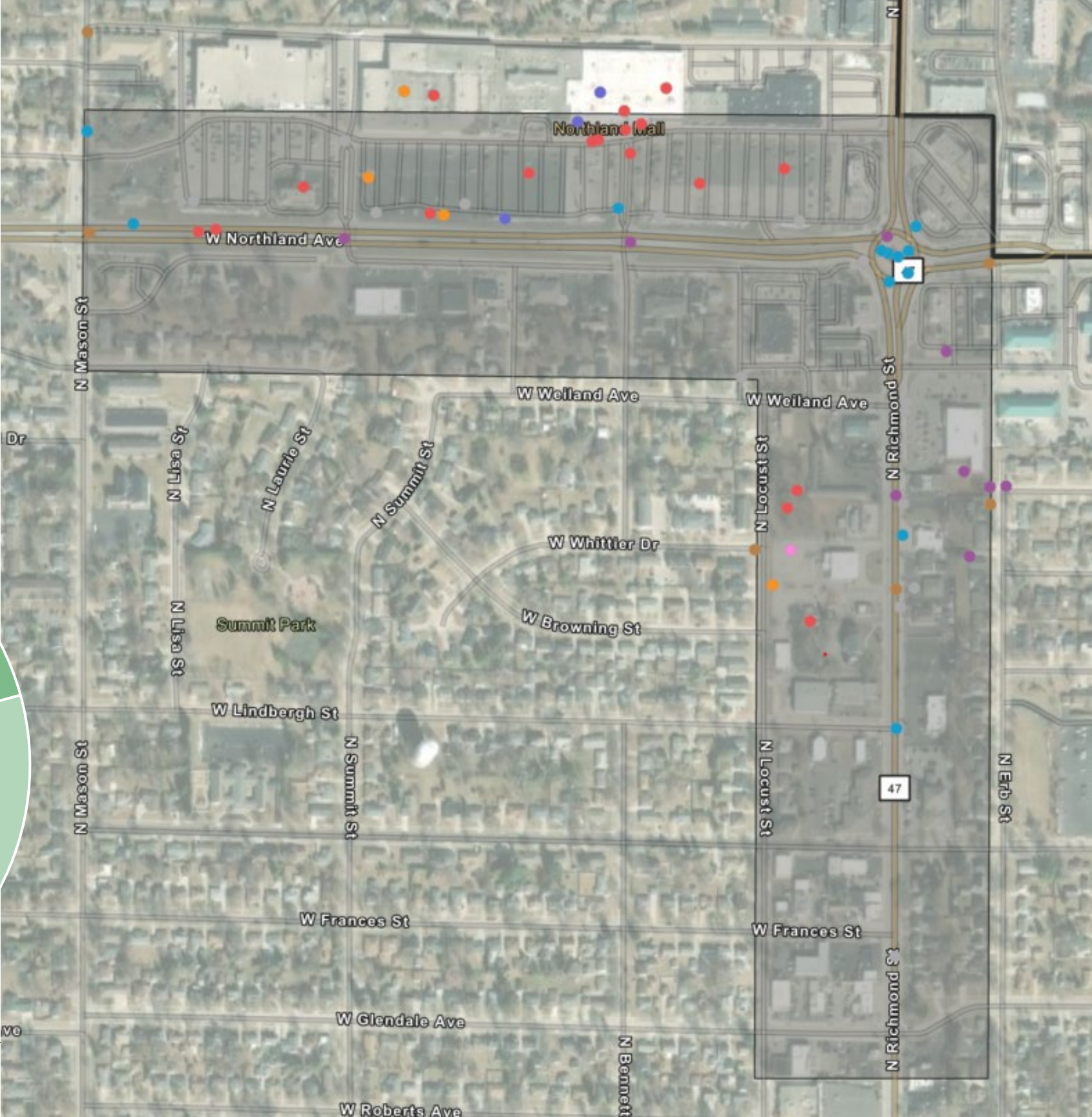
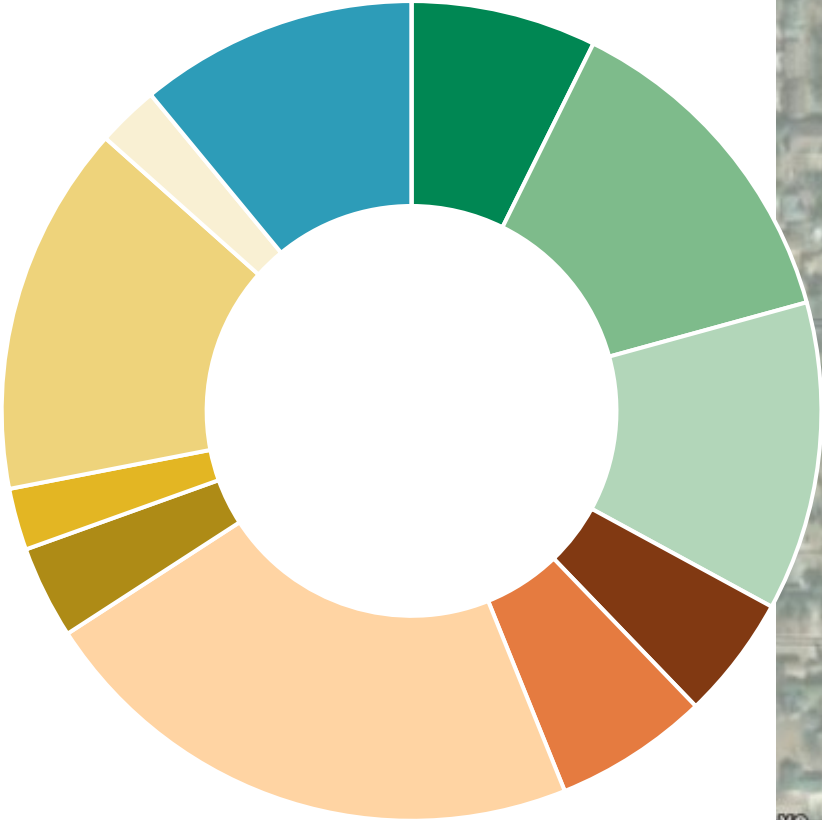
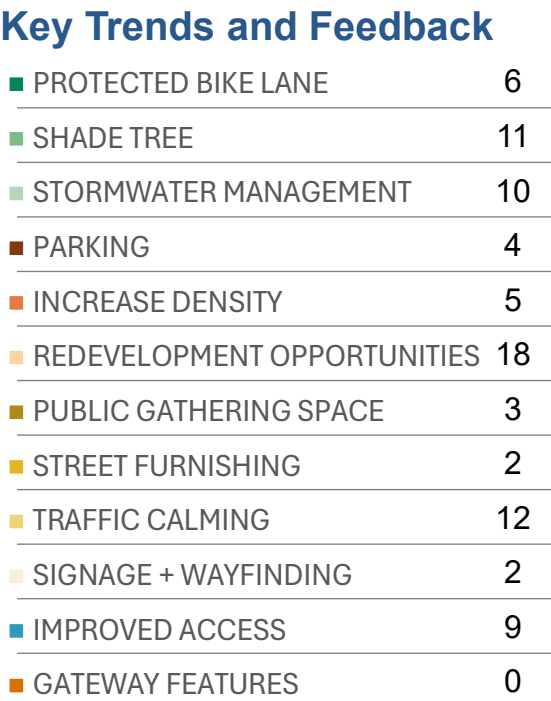
PROTECTED BIKE LANE	11
SHADE TREE	13
STORMWATER MANAGEMENT	4
PARKING	3
INCREASE DENSITY	12
REDEVELOPMENT OPPORTUNITIES	19
PUBLIC GATHERING SPACE	12
STREET FURNISHING	8
TRAFFIC CALMING	17
SIGNAGE + WAYFINDING	5
PUBLIC ART	8
OUTDOOR DINING SPACE	10



CREATE YOUR CORRIDORS

NORTHLAND AVENUE/RICHMOND STREET

Activity
Community members were given a set of stickers to show where and which kind of design tools they think would most enhance the subarea. 84 total pins were placed in person and online, 2 of which were “other” comments related to the need for bus shelters at Northland Mall.



The background image shows a community workshop in progress. A group of people are seated in rows of white folding chairs, facing towards the front of the room. The room has a high ceiling with exposed ductwork and a large window on the right side. A blue semi-transparent banner is overlaid on the left side of the image, containing the title and subtitle text.

COMMUNITY WORKSHOP

What We Heard

WORKSHOP SUMMARY

Event Format

The *Plan Appleton* Workshop was hosted at the newly opened Appleton Library on March 18, 2025 from 4-7pm. The event restarted every hour with a brief presentation introducing what was learned from the last public workshop before breaking for the following activities.

Promotions

The event was promoted via City of Appleton social media, an opted in email list, the City website, the project website, announcements at prior City events, and personal invitations from steering committee and stakeholder session attendees.

Attendance

Over 75 people attended the workshop.



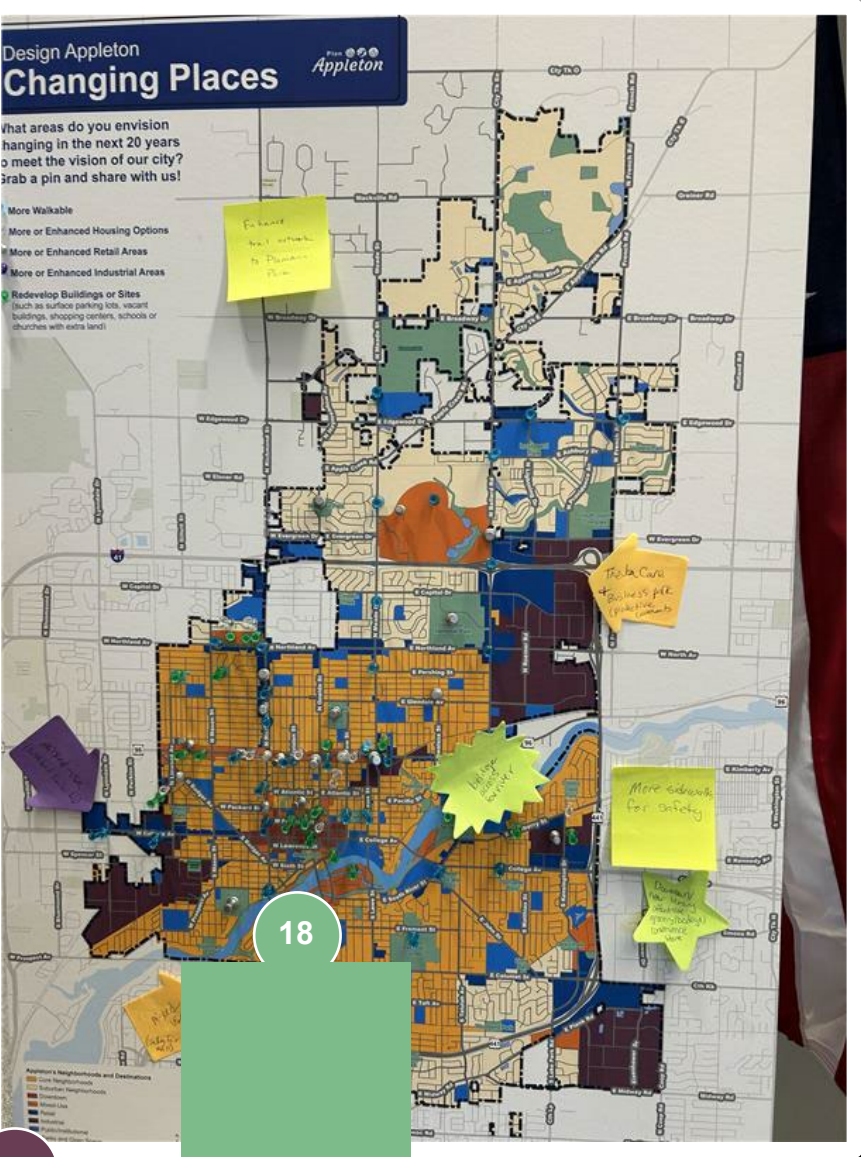
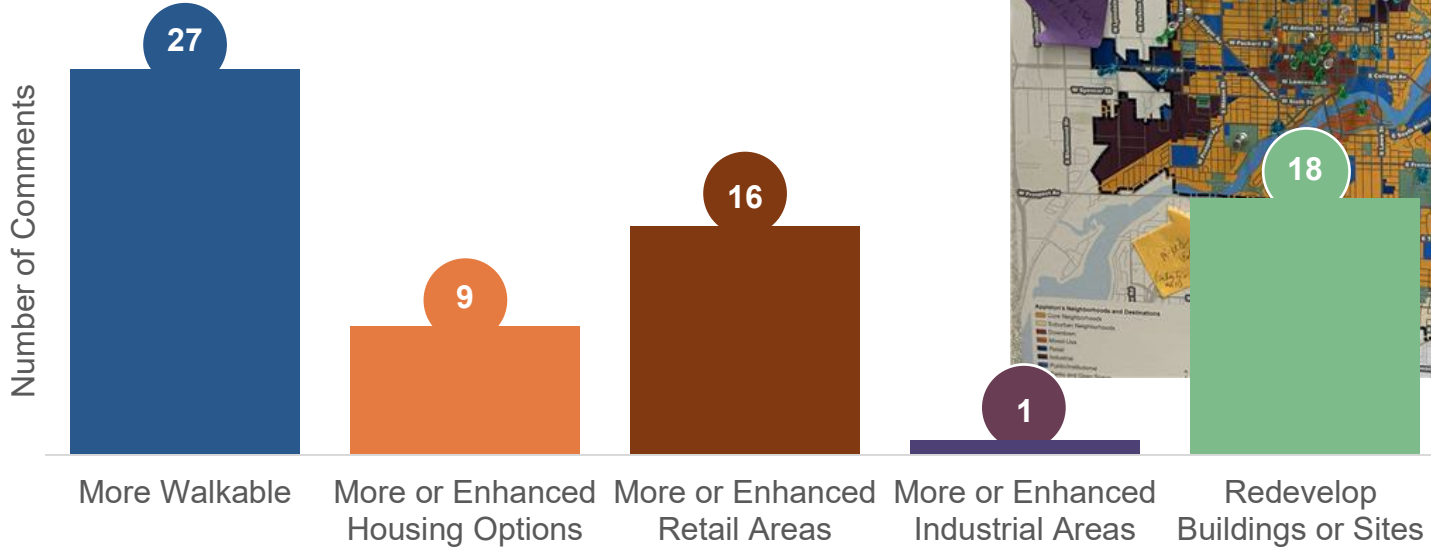
OUR SIX TYPES OF PLACES

Activity

Community members heard earlier during a presentation and on informational boards about the six types of places present in Appleton: Core Neighborhoods, Suburban Neighborhoods, Downtown, Mixed-Use Areas, Retail Areas, and Industrial Areas. They were then asked if any of these places needed to change or could be improved.

Key Trends and Feedback

- Most comments were concentrated along Wisconsin Avenue, Northland Mall, Packard Street, Downtown, and Newberry Street



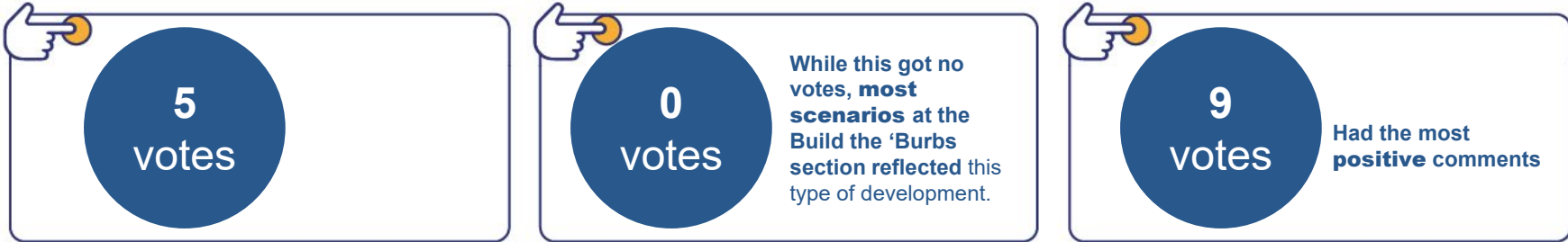
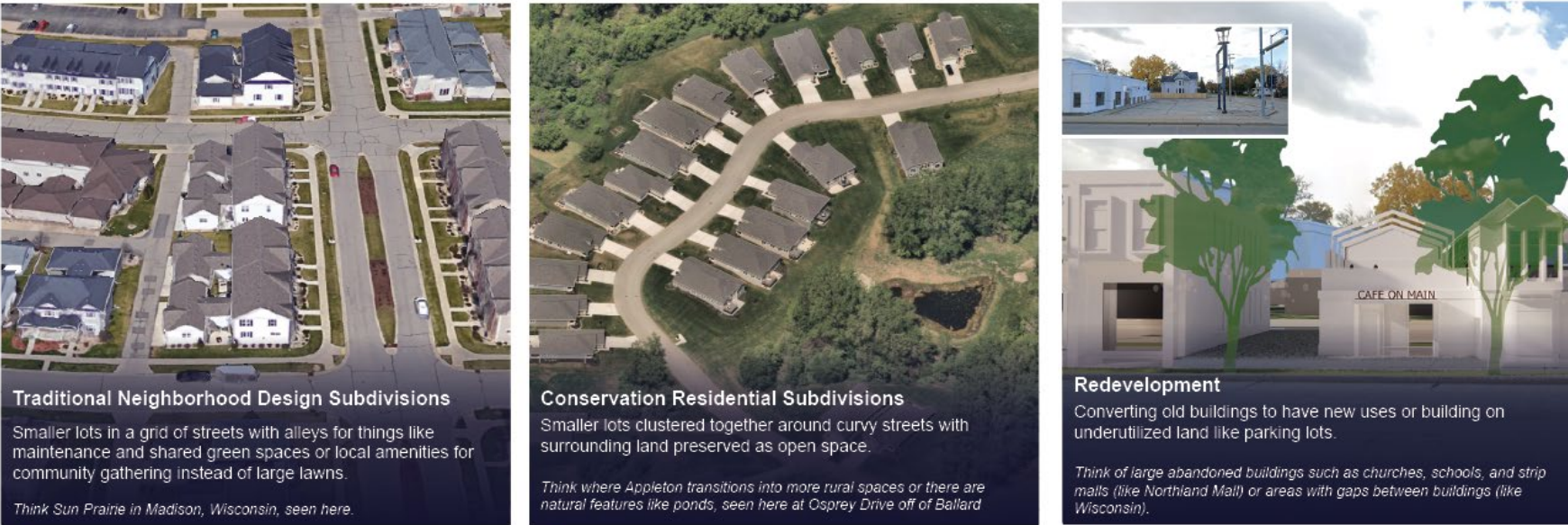
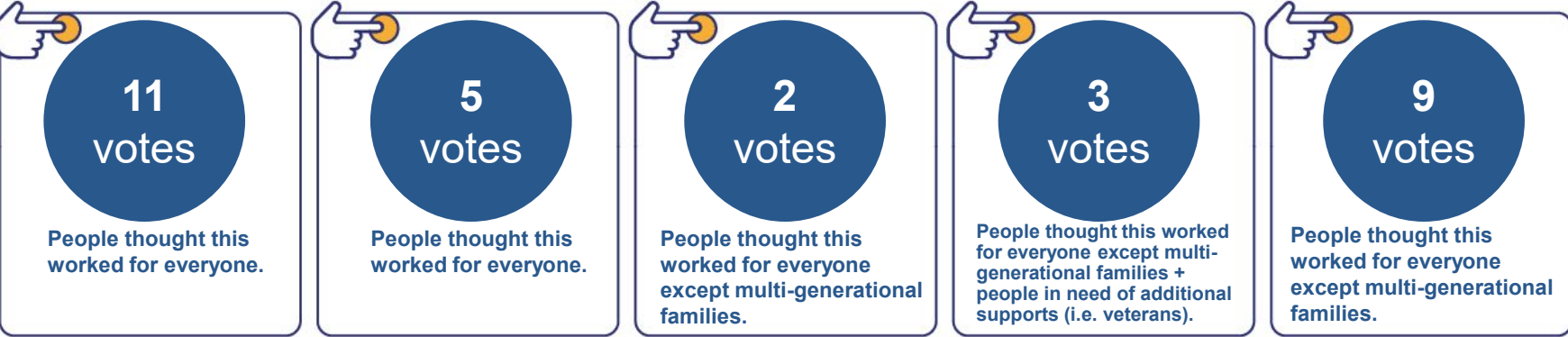
HELP WITH HOUSING

Activity

Community members heard earlier during a presentation and on informational boards about the need for housing. They were then presented with several different tools. They were asked to share which tools they felt should be included in Appleton’s housing toolkit and who those tools would most help.

Key Trends and Feedback

- To the right are the tools shared and the number of votes they received.
- People generally felt that all housing tools could be helpful for all generations.
- Several people left comments that housing should be available at a cost that is affordable for everyone in Appleton, at a variety of income levels.



CREATE YOUR CORRIDORS

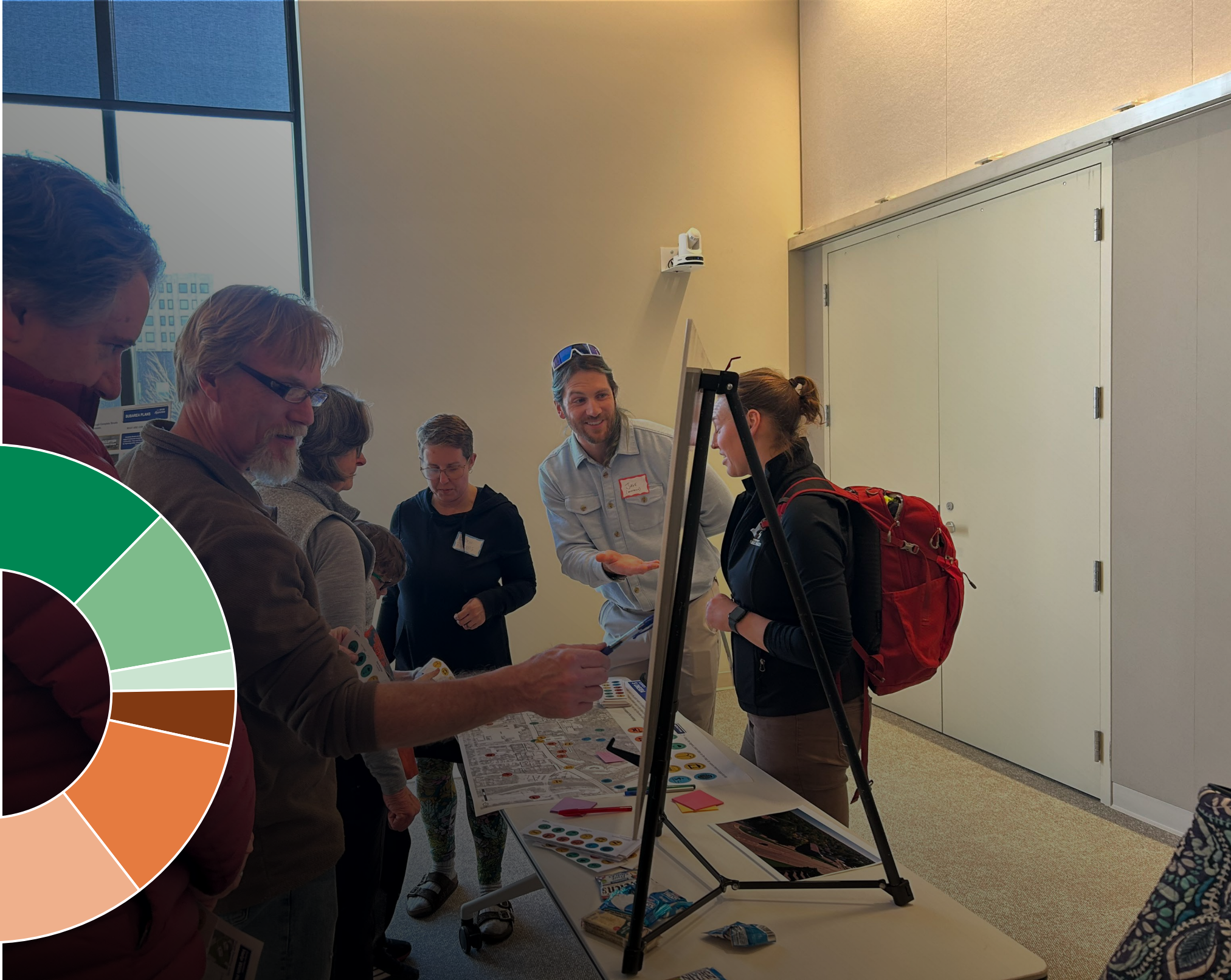
S. ONEIDA STREET

Activity

Community members were given a set of stickers to show where and which kind of design tools they think would most enhance the subarea.

Key Trends and Feedback

PROTECTED BIKE LANE	10
SHADE TREE	8
STORMWATER MANAGEMENT	2
PARKING	3
INCREASE DENSITY	9
REDEVELOPMENT OPPORTUNITIES	10
PUBLIC GATHERING SPACE	5
STREET FURNISHING	4
TRAFFIC CALMING	9
SIGNAGE + WAYFINDING	6
TRAIL	7
ACCESS TO THE RIVER	8



CREATE YOUR CORRIDORS

WISCONSIN AVENUE

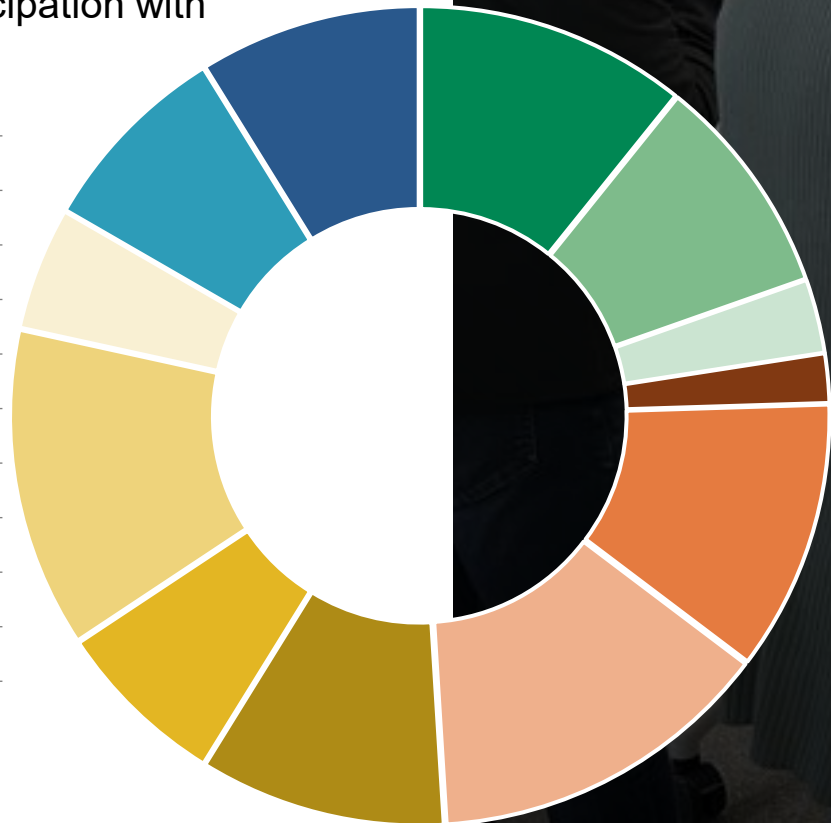
Activity

Community members were given a set of stickers to show where and which kind of design tools they think would most enhance the subarea.

Key Trends and Feedback

This station had the most participation with over 100 stickers.

PROTECTED BIKE LANE	11
SHADE TREE	9
STORMWATER MANAGEMENT	3
PARKING	2
INCREASE DENSITY	11
REDEVELOPMENT OPPORTUNITIES	14
PUBLIC GATHERING SPACE	10
STREET FURNISHING	7
TRAFFIC CALMING	13
SIGNAGE + WAYFINDING	5
PUBLIC ART	8
OUTDOOR DINING SPACE	9



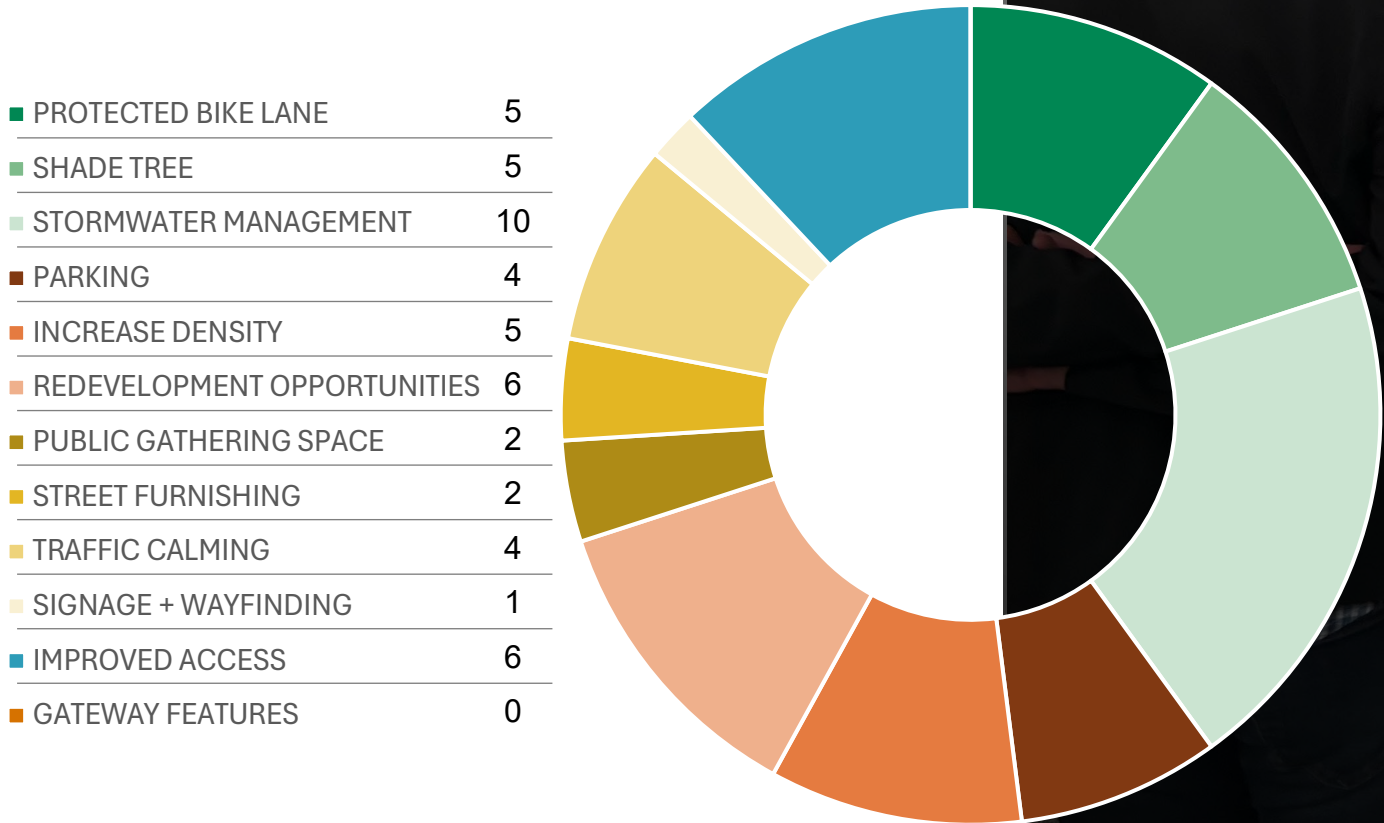
CREATE YOUR CORRIDORS

NORTHLAND AVENUE/ RICHMOND STREET

Activity

Community members were given a set of stickers to show where and which kind of design tools they think would most enhance the subarea.

Key Trends and Feedback



PLAY DEVELOPER

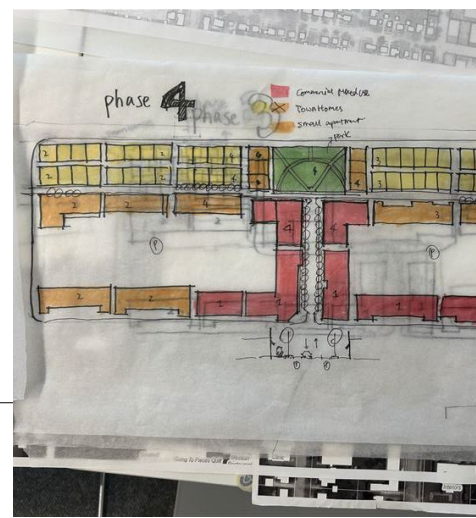
NORTHLAND MALL

Activity

Community members were shown Northland Mall, a site in one of the key subareas being studied in *Plan Appleton*. This site is a great example of where to create mixed-use developments in the future. Community members were given Lego pieces to a scale that represented potential duplexes, townhomes, apartment units, mixed use buildings, businesses, parks, and public plazas. They were then asked to design the site and share what future redevelopment sites should feel like in Appleton to inform future land use.

Key Trends and Feedback

- **Housing Mix** | Strong support for a mixture of housing types and price points
- **Third Spaces and Business Incubators** | People expressed an interest in having both larger stores and room for smaller stores such as coffee shops or coworking spaces where people could gather, often called “third spaces”
- **Density** | People talked about subareas as a place to add more density and housing above retail, although it should be at a height that doesn’t compete with the surrounding homes and neighborhoods.
- **Phasing** | Many people liked the idea of phasing development over time, although they had different ideas of which street to start on: Northland, Richmond, or near existing businesses like the Festival Foods.
- **Connection to Neighbors** | Several people talked about relating to neighbors either by having homes that match the style of surrounding neighborhoods directly across from them or connecting physically via sidewalks on Richmond Street.



PLAY DEVELOPER

BUILD THE 'BURBS

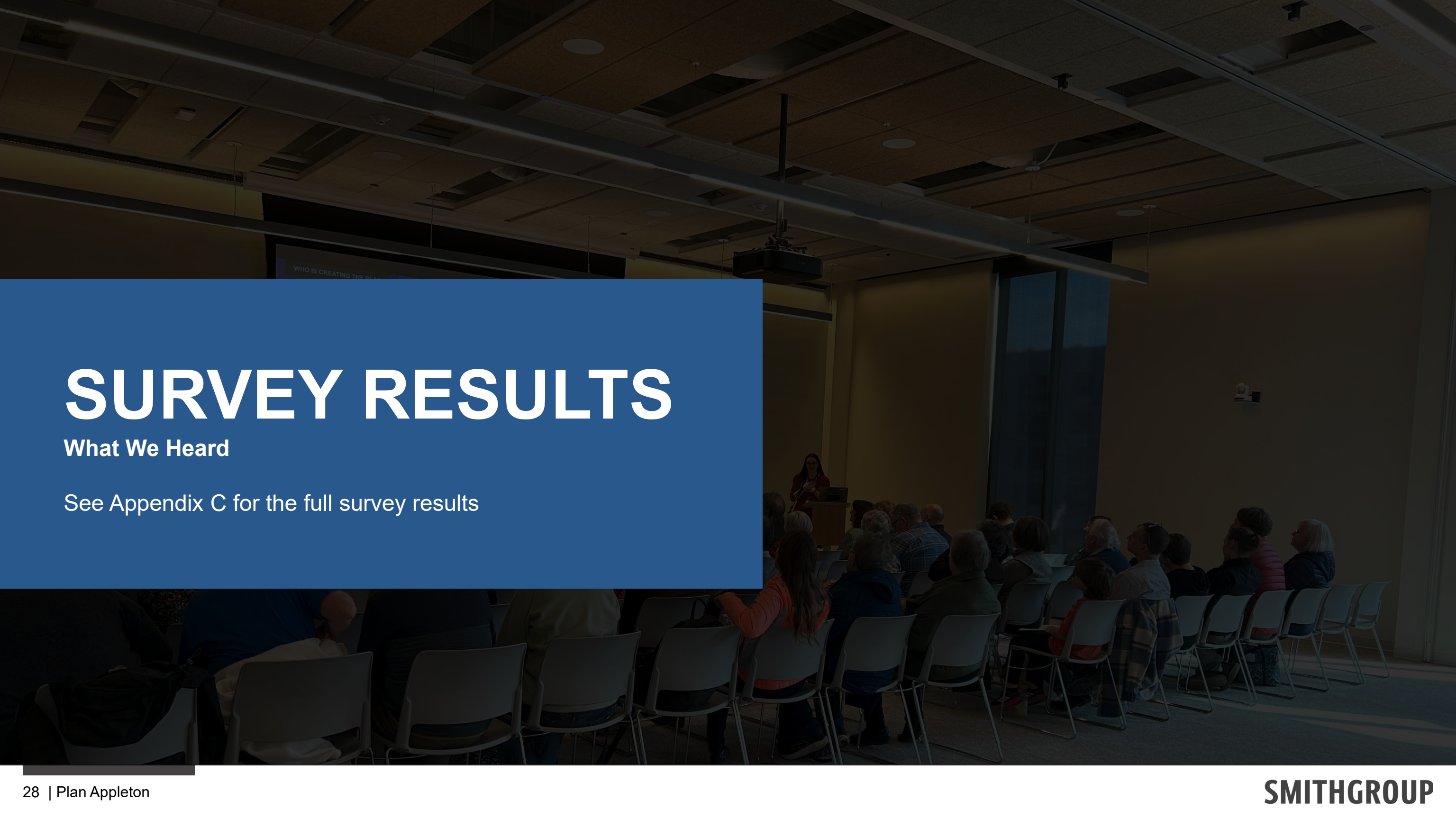
Activity

Community members were shown a piece of City-owned land in the northern area of Appleton and given Lego pieces to a scale that represented potential homes, apartment units, townhomes, parks, and trails. They were then asked to design their own neighborhood and share what future suburban neighborhoods should feel like in Appleton to inform future land use.

Key Trends and Feedback

- **Housing Mix** | Strong support for a mixture of housing types and price points
- **Resources** | People expressed concern for how to make affordable work up there because it lacks proximity to resources and transit is limited
- **Different Development Patterns** | Different thoughts on whether to concentrate density on Edgewood Drive or make it more internal to the site (to keep the rural feel on Edgewood)
- **Natural Features** | The site featured several wetlands, common for these outlying areas. Multiple people embraced the wetlands as part of parks or trails to make it a desirable feature and residential amenity. This leans more towards the conservation residential subdivision styles presented to them.
- **Trails** | Almost every person prioritized trail connections, with some people talking about access for residents of nearby existing neighborhoods.





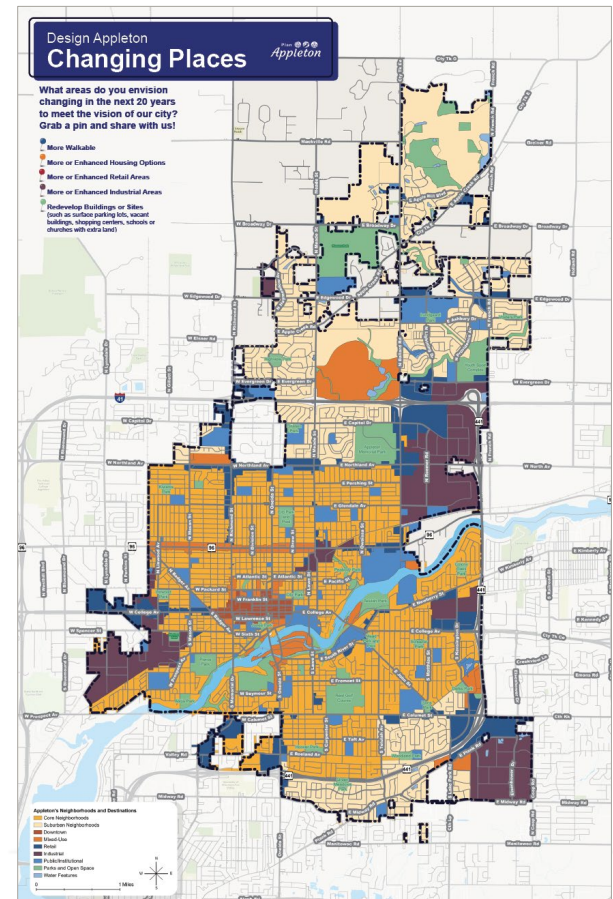
SURVEY RESULTS

What We Heard

See Appendix C for the full survey results

APPENDIX

LAND USE STATION



Design Appleton Six Types of Places

Core Neighborhoods

- 1. These are some of our earliest neighborhoods that grew out of traditional agriculture.
- 2. Smaller homes on narrower lots close together.
- 3. Historic garages and parking usually in the back on streets that more suitable.
- 4. Street lighting, trees and sidewalks are common.
- 5. Streets are laid out in a grid and grids.
- 6. Neighborhood parks and small businesses are within walking distance of homes.

Suburban Neighborhoods

- 1. Larger homes on larger lots with yards to open space.
- 2. Street lighting and sidewalks are common.
- 3. Streets are laid out in a grid and grids.
- 4. Streets are narrow and more spread out.
- 5. Neighborhood parks are seen in some neighborhoods and businesses are typically further away.

Downtown

- 1. Buildings are tight together with many stories.
- 2. Parking is in lots and on streets.
- 3. Historic facades, street scenes, and street scenes.
- 4. Street lighting, signage, and landscaping.
- 5. Street trees provide shade.
- 6. Streets are in a grid with sidewalks, tree shade, bike lanes, and on-street parking.

Mixed-Use Areas

- 1. Integrate apartments and condos above businesses and offices, usually on more than a street level.
- 2. Buildings are tight together with many stories.
- 3. Parking is on streets, located in the rear of the building, or located in the side.
- 4. Street lighting, signage, and landscaping.
- 5. Street trees provide shade.
- 6. Streets are in a grid with sidewalks and occasional tree shade, bike lanes.

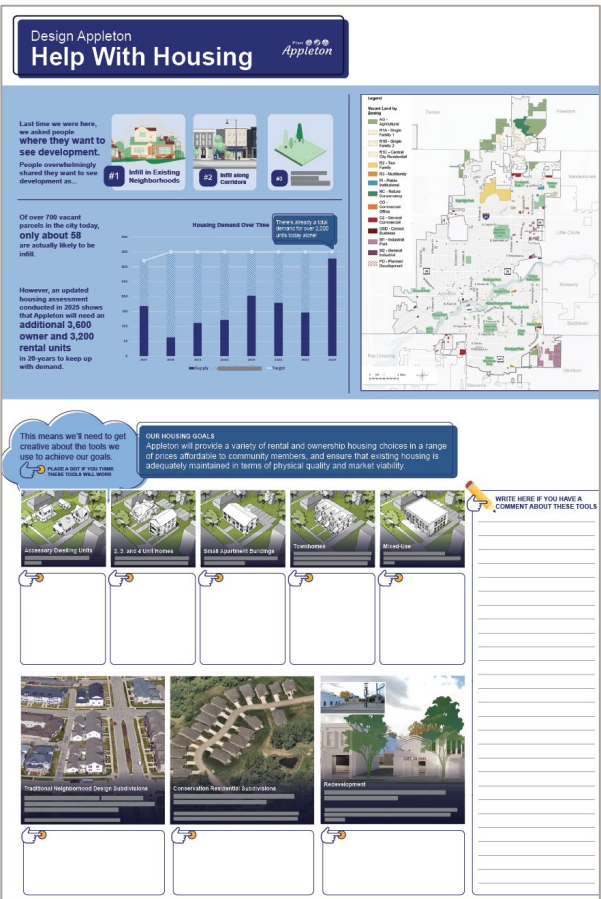
Retail Corridor

- 1. Street 1-2 story businesses, shops, and shops.
- 2. Street trees provide shade.
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- 4. Street trees provide shade.
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- 6. Street trees provide shade.

Industrial Areas

- 1. Large businesses, manufacturing, or distribution facilities.
- 2. Located near major roads and state routes.
- 3. Landscaping in yards and around buildings.
- 4. Landscaping in yards and around buildings.
- 5. Landscaping in yards and around buildings.
- 6. Landscaping in yards and around buildings.

HOUSING STATION



Design Appleton Help With Housing

Appleton is home to many people, each with their own unique needs. Our needs for our housing and neighborhoods can also change throughout our lives. Help us see which housing types are most needed to help everyone thrive.

For each person, mark the housing types that can meet their unique needs.

Housing Type	Our Youth	Our Seniors	Our Young Families	Our Students	Our Teachers	Our Veterans	Our Multi-Generational Families
Single-Detached Units							
Accessory Dwelling Units							
2, 3, and 4 Unit Homes							
Small Apartment Pods							
Townhomes							
Apartment Buildings							

INTRODUCTION TO SUBAREA BOARDS

PUBLIC REALM IMPROVEMENTS

GOAL: Enhance the mobility throughout the subareas including traffic calming, improved walkability through Complete Streets and landscape recommendations to enhance the experience, walkability, and access to nearby local businesses.

GREEN TREE CORRIDOR

STREET TREES

GREEN INFRASTRUCTURE

CONCRETE REMOVAL

ENHANCE MOBILITY

PROTECTED BIKE LANES

OFF ROAD TRAILS

SAFE CROSSINGS

ADA ACCESSIBILITY

DECLUTTER THE STREETScape

ESTABLISH AN IDENTITY

PUBLIC ART

COMMUNITY EVENTS

WAYFINDING SIGNAGE

SUPPORT EXISTING BUSINESS

EXPANDED AMENITY SPACE

EXPANDED SOCIALS

FURNISHINGS PACKAGE

SHARED PARKING SOLUTIONS

FOCUS AT KEY INTERSECTIONS

TYPICAL STREET

Traffic calming retrofit for arterial streets emphasizes reducing vehicular lanes and width, providing dedicated facilities for all modes of transportation, and creating shorter and protected crossings for pedestrians across the arterial. Key elements include 4-lane to 3-lane conversions, medians, curb extensions, pedestrian refuge islands, protected bike lanes, and turning restrictions.

EXISTING CONTEXT

Wide lanes for cars make it feel easier to drive faster

Narrow sidewalks make pedestrians feel less safe

STREET OPPORTUNITIES

Streetscaping

Dedicated bike lane

Landscape Improvements

Planting strip in between parking areas

Activate businesses with seating out front

LEGEND

- 1. LANE REDUCTIONS
- 2. PROTECTED BIKE LANE
- 3. MEDIAN
- 4. BUFFERED BIKE LANE
- 5. PROTECTED BIKE CROSSING
- 6. TURNING RESTRICTIONS
- 7. PARKING SPACE
- 8. CURB EXTENSION
- 9. PEDESTRIAN REFUGE ISLAND
- 10. TURNING LANE
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SUBAREA PLANS *Plan Appleton*

WHAT ARE COMPLETE STREETS?

Complete Streets are multi-faceted and holistic streets that support multimodal transportation, active commerce, and vibrant communities. They meet the needs of a growing and thriving city by improving safety, enhancing access, and leading to even more growth in the community.

The city created the Complete Streets Design Guide in 2024. The design guide is used to support City of Appleton staff in identifying and implementing complete street design solutions from initial concept through final engineering as well as retrofitting existing facilities.

Example of short term tactical improvement, showcasing outdoor dining

Example of long term improvements, including reconstruct with lane reconfiguration

PRIVATE REDEVELOPMENT

GOAL: Determine an appropriate density that fosters a vibrant, walkable environment. Prioritize infill development with buildings that actively engage the street, enhancing pedestrian experience and creating opportunities for future growth.

RENOVATE EXISTING BUILDING

INFILL DEVELOPMENT

COMMERCIAL REDEVELOPMENT

Before **After** **Before** **After** **Before** **After**

DEFINING DENSITY WITH CHARACTER

Active frontages, appropriate setbacks, and a balance of density and open space create inviting, dynamic environments.

An increase in density can fit into its context without impacting the existing character. Building form and relationship to the street are equally important. Screening parking, providing adequate buffer space between uses, and transitioning densities gradually are all strategies to mitigate the impacts of density.

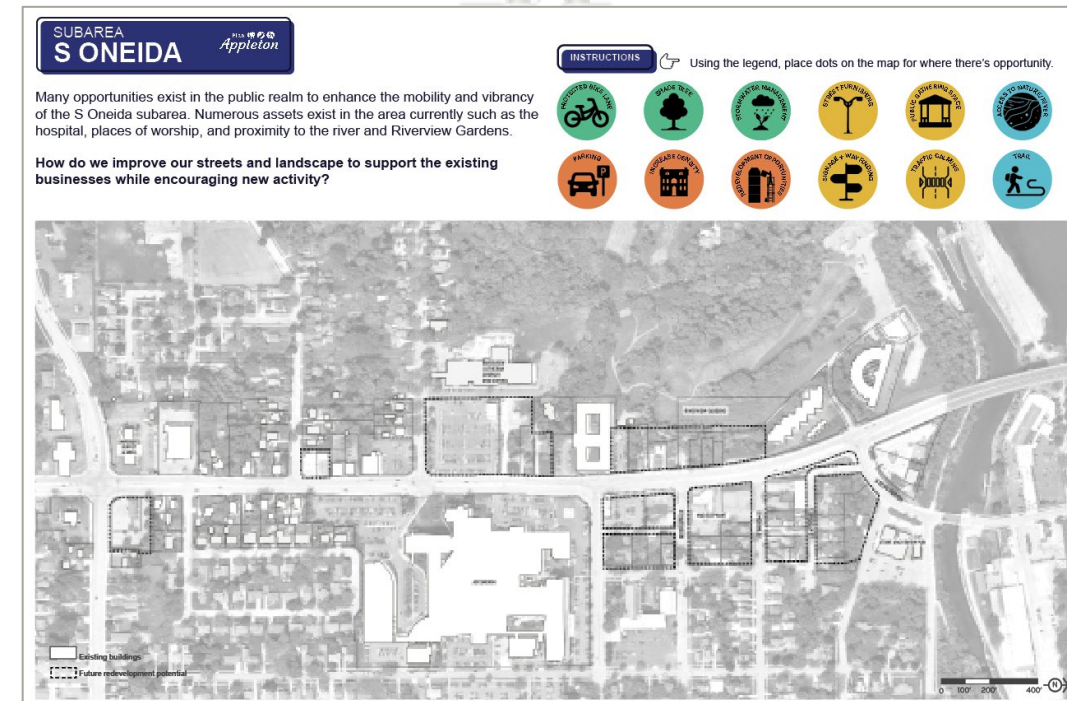
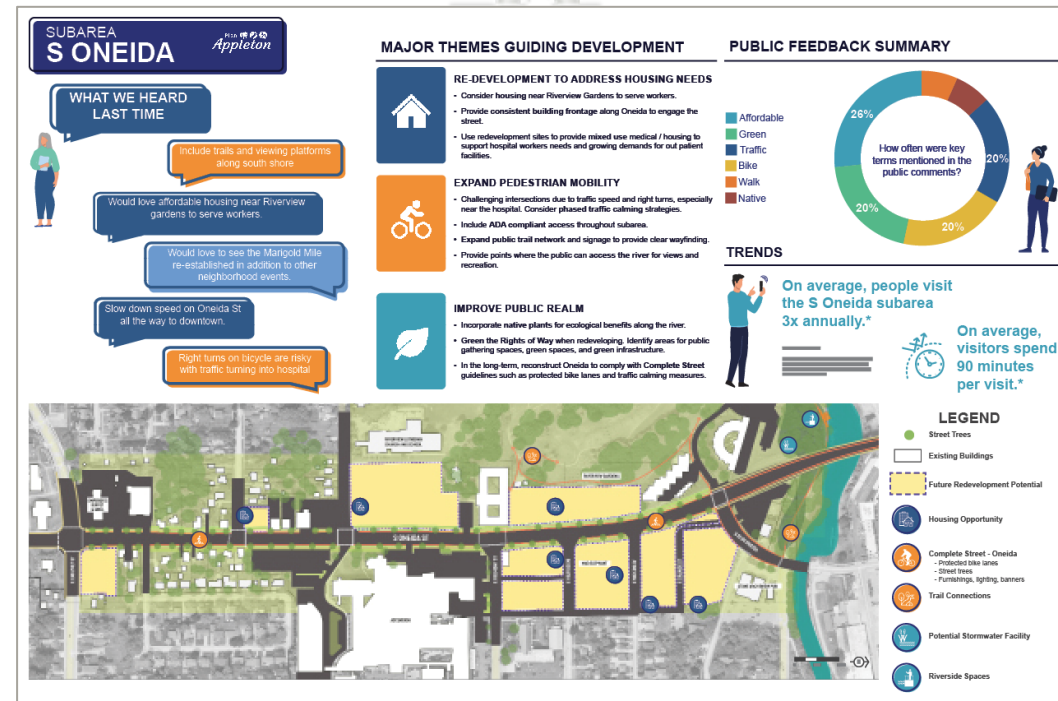
WHAT DENSITY FEELS RIGHT?

The photos below show what an increase in density could feel like. Put a sticker on the most appropriate housing types for the subareas

Mixed-use Mid-Rise Multifamily Mid-Rise Mixed-Use Low-Rise Multifamily Low-Rise Townhouse/Rowhouse Neighborhood Commercial

SUBAREA PLANS *Plan Appleton*

S. ONEIDA STREET STATION



WISCONSIN AVENUE STATION

SUBAREA:
WISCONSIN AVE
Appleton

WHAT WE HEARD
LAST TIME

Enhance facades and fill
in missing teeth

Re-ignite 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
Bicentennial After Dark

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

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

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, Chedoke, 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.

PUBLIC FEEDBACK SUMMARY

Trees

41%

Business

25%

Bike

16%

Redevelop

16%

Housing

16%

How often were key
terms mentioned in the
public comments?

TRENDS

On average, people visit
the Wisconsin subarea
3x annually.*

On average,
visitors spend
99 minutes
per visit.*

LEGEND

Existing Buildings

Future Redevelopment Potential

Housing Opportunity

Enhanced Connections to
Nearby Neighborhoods

District Gateway

Pedestrian-Oriented Node

Street Enhancements
- Furnishings, lighting, banners
- Green infrastructure

Street Trees

0 100' 400'

SUBAREA:
WISCONSIN AVE
Appleton

INSTRUCTIONS

Using the legend, place dots on the map for where there's opportunity.

Many opportunities exist in the public realm to enhance the look and feel of the Wisconsin Ave corridor. A tremendous opportunity exists to establish Wisconsin Ave as the local business destination in Appleton. A focus should be placed on promoting the existing businesses while developing new residential opportunities anchored by mixed use development at key intersections such as Richmond and Meade. Public realm recommendations will aim to link new destinations with those already established.

How do we improve our streets and landscape to support the existing businesses while encouraging new activity?

Existing buildings

Future redevelopment potential

0 100' 400'

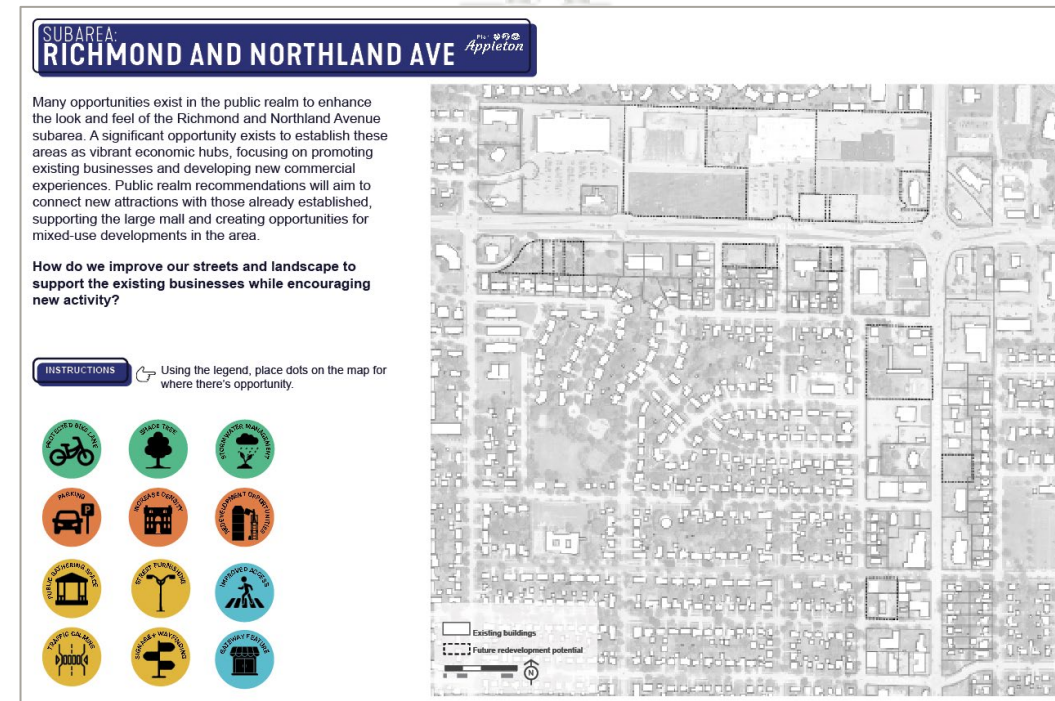
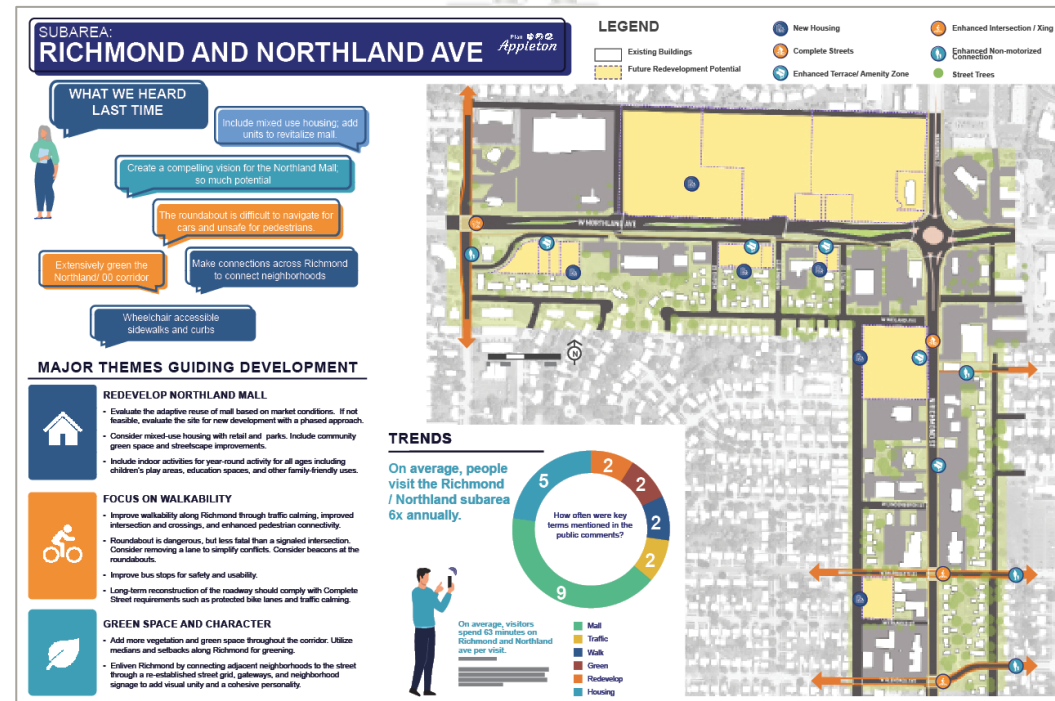
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Plan Appleton

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NORTHLAND AVENUE/RICHMOND STREET STATION

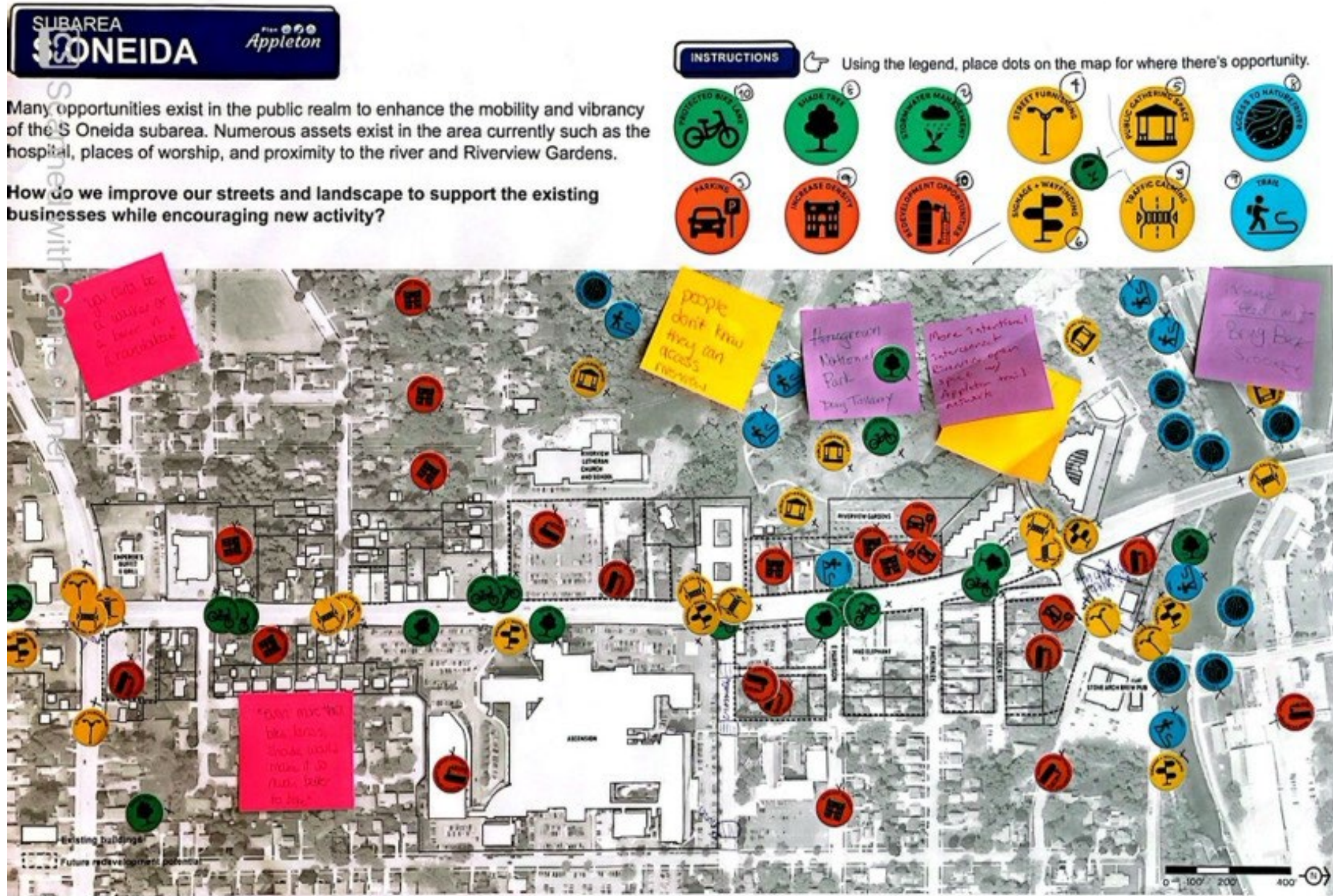


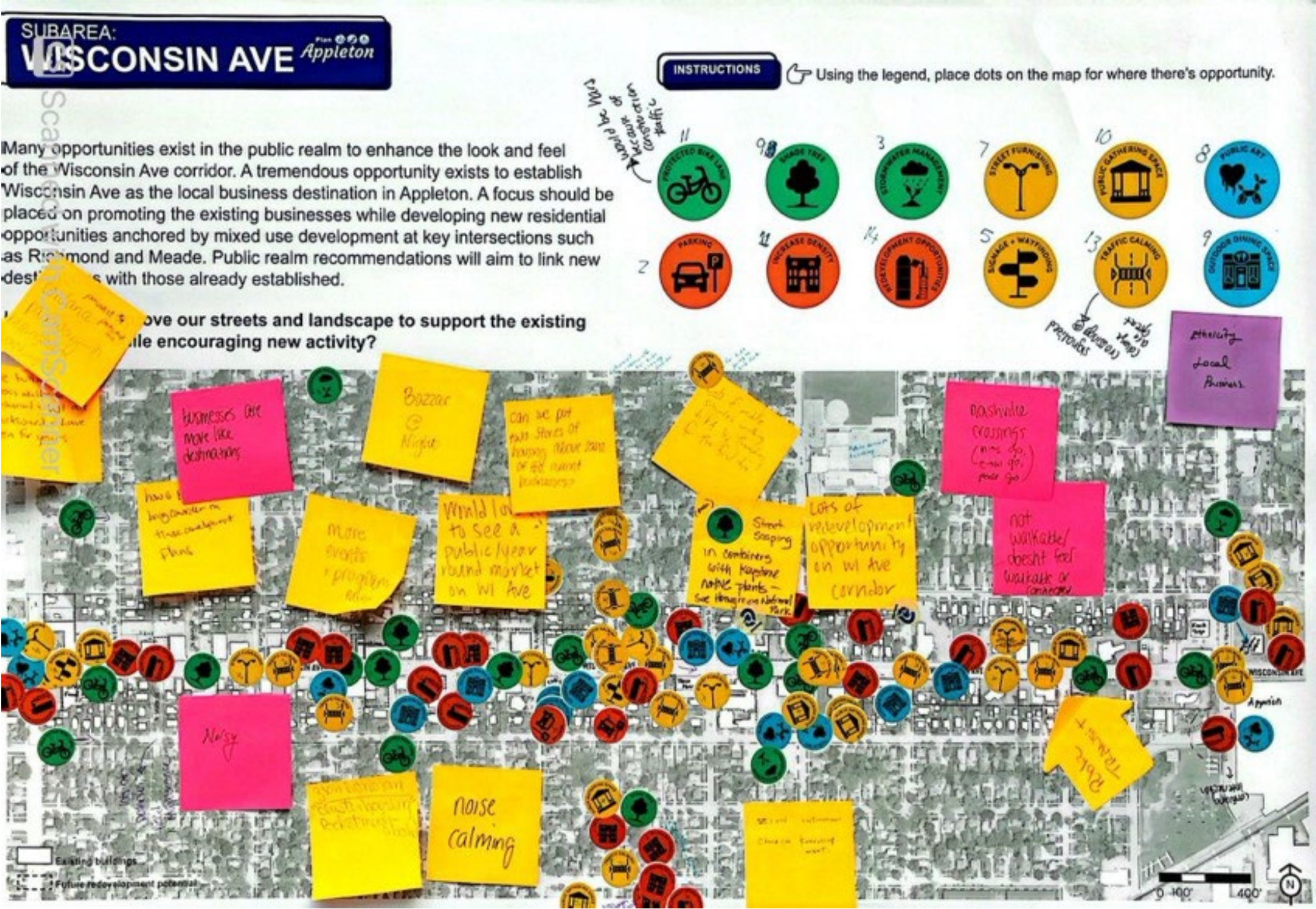
BUILD THE BURBS STATION

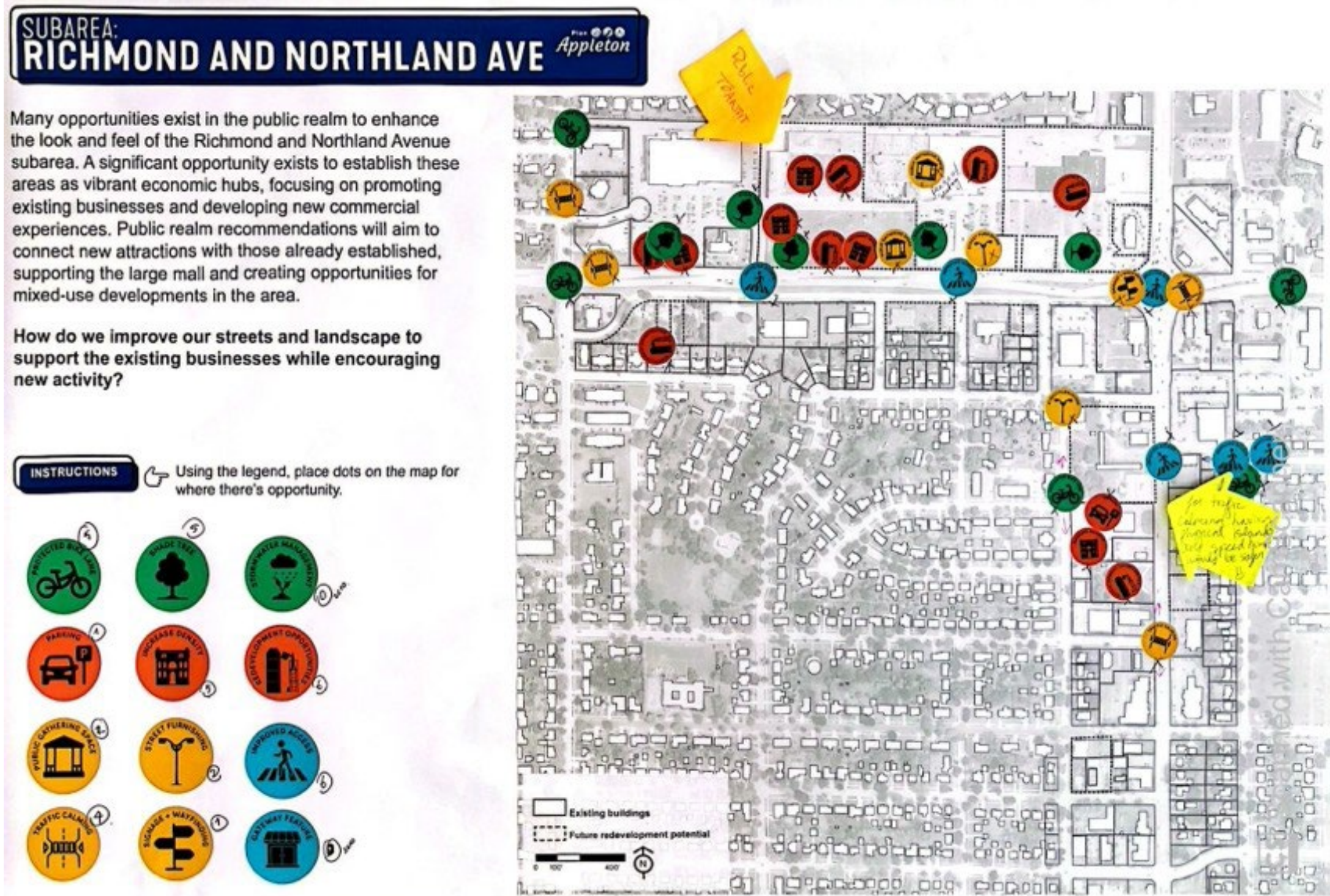


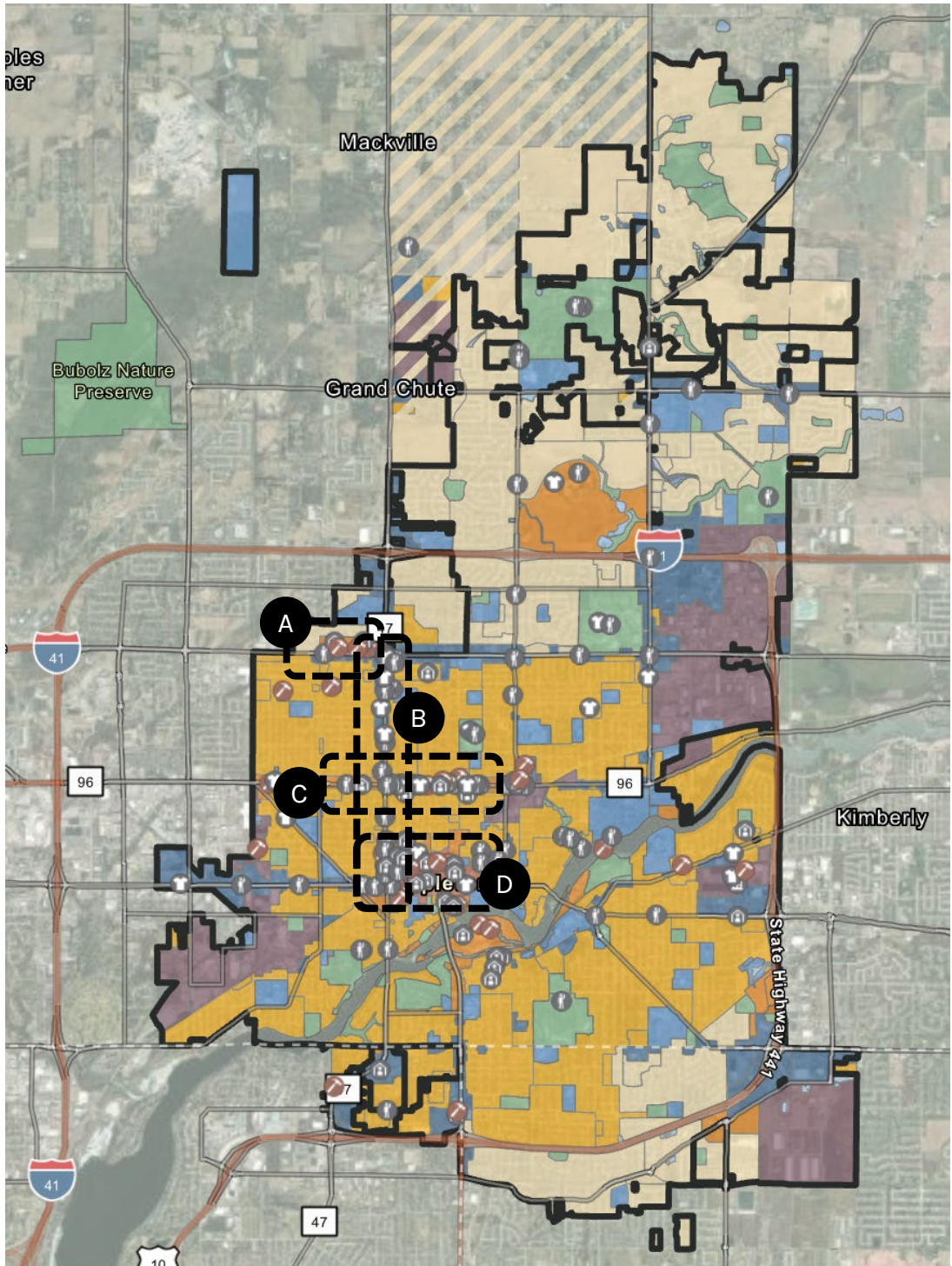
NORTHLAND MALL STATION











Add a comment to our shared map.



More Walkable



More or Enhanced Housing Options



More or Enhanced Industrial Areas



More or Enhanced Retail Areas



Redevelop Buildings or Sites

Appleton's Types of Places

Appleton's Growth Areas



Suburban Neighborhoods

Appleton's Neighborhoods and Destinations

Appleton's Neighborhoods and Destinations

Core Neighborhoods

Suburban Neighborhoods

Downtown

Mixed-Use

Retail

Industrial

Public/Institutional

Parks and Open Space

Water Features

Concentrations of Comments

Most comments were clustered around four key areas

- A. Northland Mall
- B. Richmond Street
- C. Wisconsin Avenue
- D. College Avenue and Downtown

Number of Pins

There were 177 total pins placed. 27 pins were not tagged with a comment.

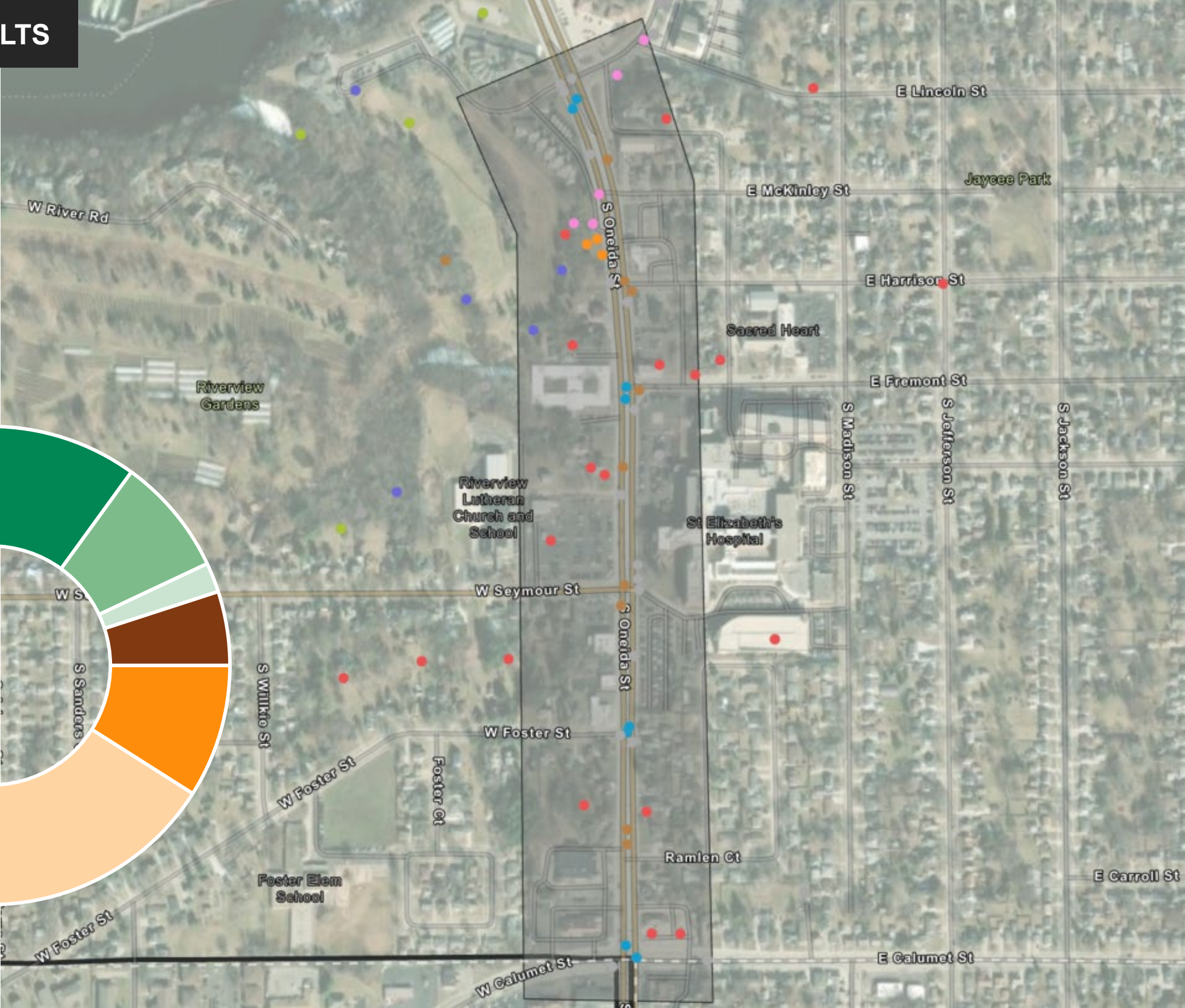
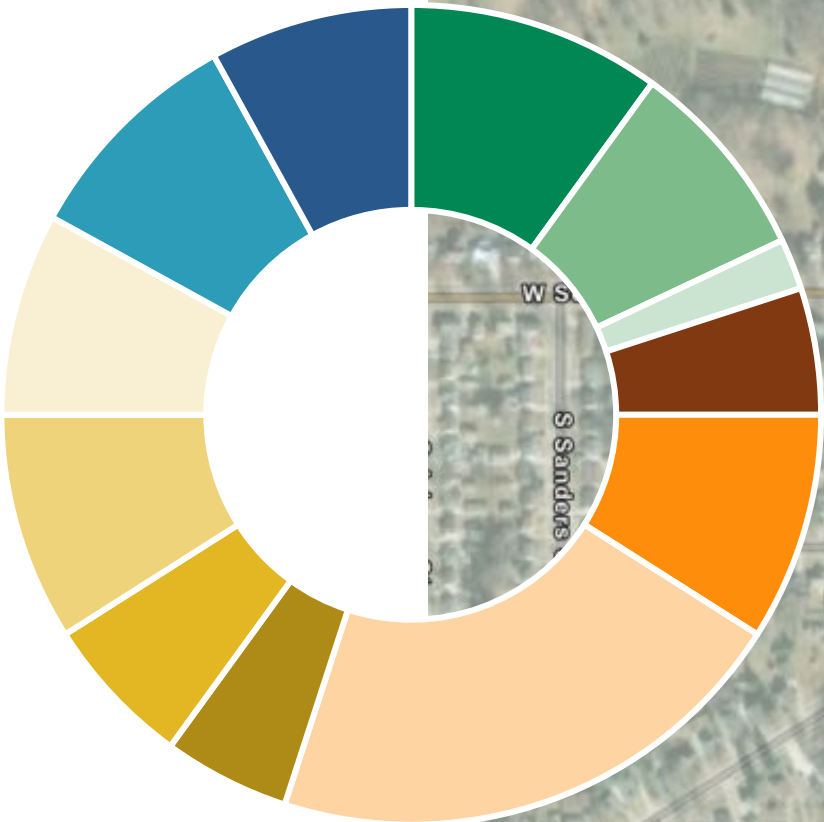
S. ONEIDA STREET INTERACTIVE MAP

<https://arcg.is/0mTz4S0>

Activity

Community members were given a set of stickers to show where and which kind of design tools they think would most enhance the subarea. 100 total pins were placed in person and online.

Key Trends and Feedback



APPENDIX C | INTERACTIVE MAP RESULTS

WISCONSIN AVENUE INTERACTIVE MAP

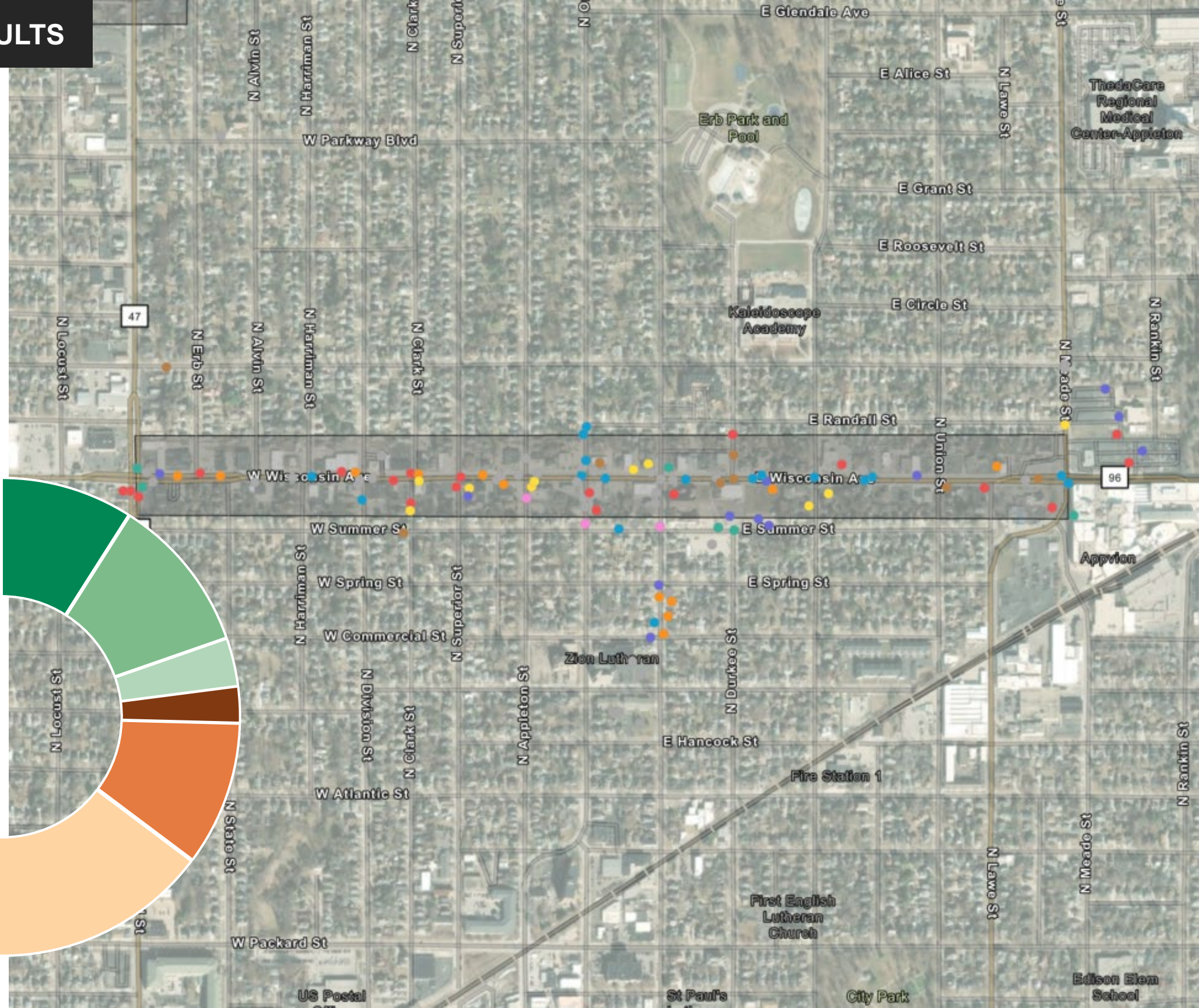
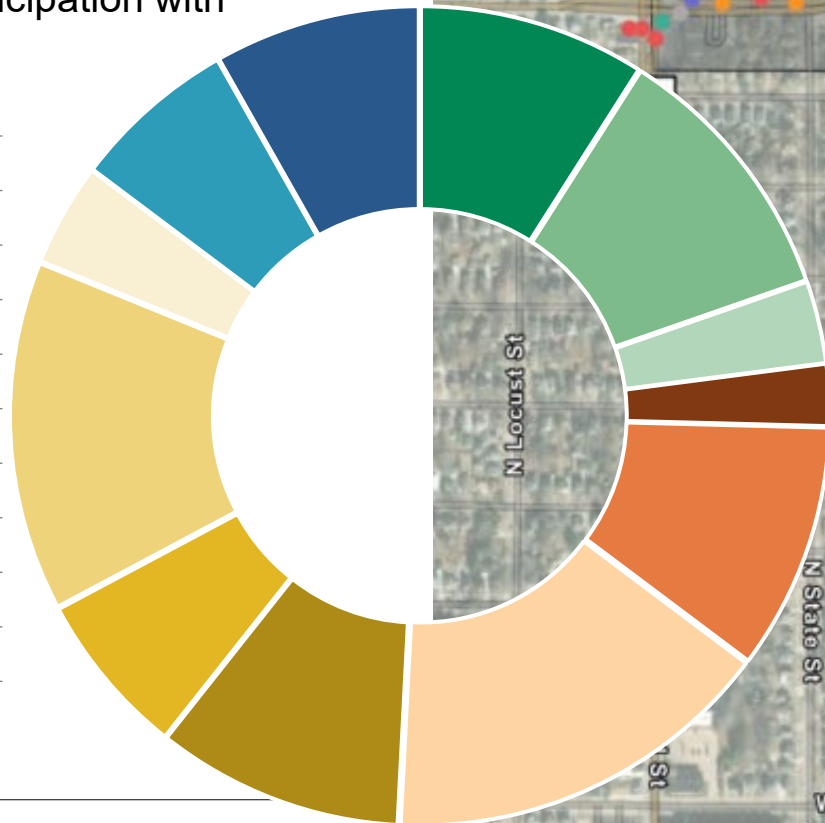
<https://arcg.is/0mTz4S0>

Activity

Community members were given a set of stickers to show where and which kind of design tools they think would most enhance the subarea. 122 total pins were placed in person and online, 7 of which were unlabeled.

Key Trends and Feedback

This station had the most participation with over 100 stickers.



NORTHLAND AVENUE/RICHMOND STREET
INTERACTIVE MAP

<https://arcg.is/0mTz4S0>

Activity

Community members were given a set of stickers to show where and which kind of design tools they think would most enhance the subarea. 84 total pins were placed in person and online, 2 of which were “other” comments related to the need for bus shelters at Northland Mall.

Key Trends and Feedback

PROTECTED BIKE LANE	6
SHADE TREE	11
STORMWATER MANAGEMENT	10
PARKING	4
INCREASE DENSITY	5
REDEVELOPMENT OPPORTUNITIES	18
PUBLIC GATHERING SPACE	3
STREET FURNISHING	2
TRAFFIC CALMING	12
SIGNAGE + WAYFINDING	2
IMPROVED ACCESS	9
GATEWAY FEATURES	0

