



About the Project

The City of Appleton is in the final stretch of preparing a plan for the future of the College North Neighborhood. This plan will provide a guide for improving the area over the next 10 to 20 years, understanding that the area will continue to adapt to market changes. This neighborhood must be healthy for the community and region to remain vital and generate the energy to attract jobs, residents, and new investment.

- Continue to refine the Vision from the Comprehensive Plan for this district.
- Identify the future opportunities and forces affecting the neighborhood.
- Analyze potential redevelopment options for properties.
- Support equitable and inclusive development and design.
- Leverage relationships between stakeholders to create future opportunities.
- Update the Downtown Market Analysis and prepare a housing strategy for the area.

Purpose

Next Steps

- Assemble the plan document based on your comments.
- Complete the library.
- Coordinate active development projects.

Tell us!

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Neighborhood Momentum



Sites that are subject-to-change.

Buildings where market forces influence possible change in the site's future.

Conditions that lead to becoming a site that is subject-to-change include:

- > Market for higher intensity use
- > Vacant building
- > Open or vacant lots
- > Underused site
- > Obsolete or incompatible uses
- > Surface parking areas

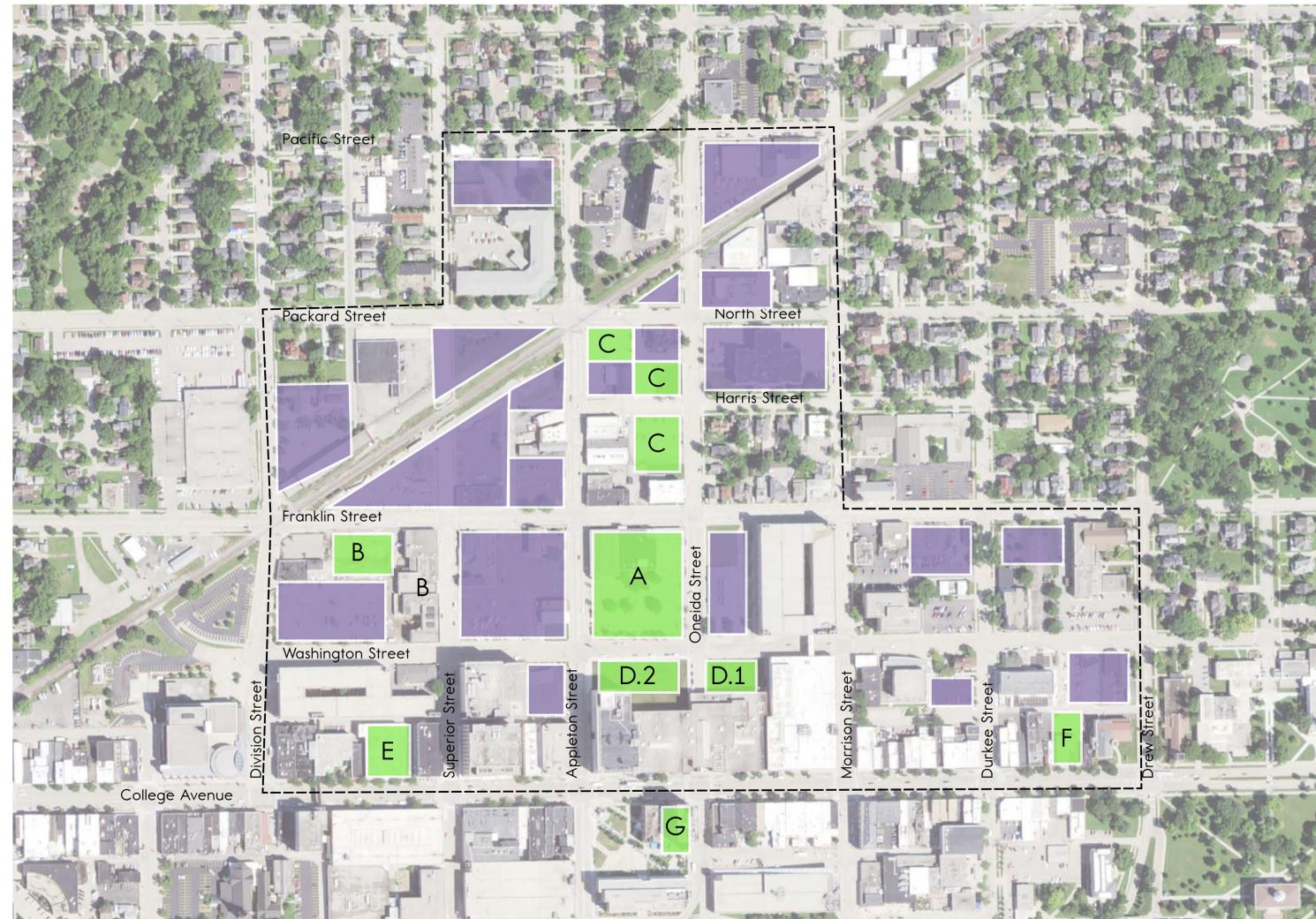
This does not mean these are sites for redevelopment, but areas to explore for scenarios for preservation, reuse, or redevelopment.



Sites with active projects.

Sites with development projects recently completed, under construction, or with an approved development agreement.

- A. Appleton Public Library
- B. Crescent Lofts
- C. Rise Apartments
- D. Merge Development (phases 1+2)
- E. Park Central
- F. 320 E. College Avenue
- G. Zuelke Building



Medium-intensity housing



Superior/Franklin

Mixed Use infill



Appleton/Washington

Multi-family



Division/Washington

Medium-intensity housing



Oneida/Harris

Mixed-use transit center redevelopment



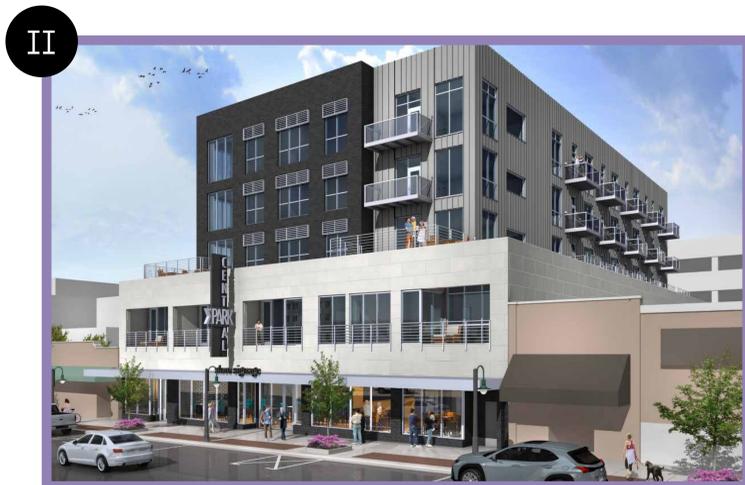
Oneida/Franklin

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Neighborhood Momentum

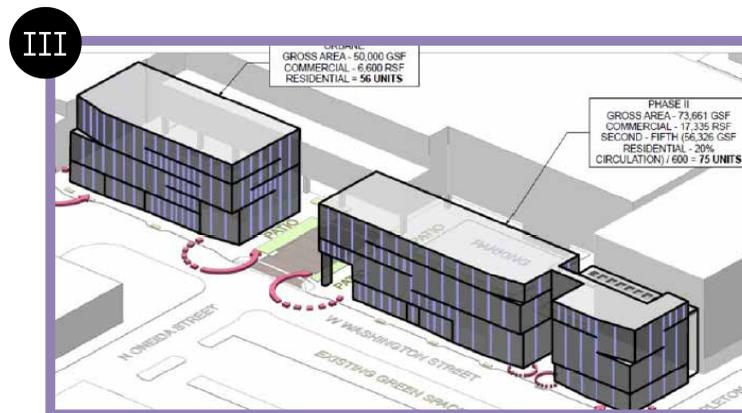
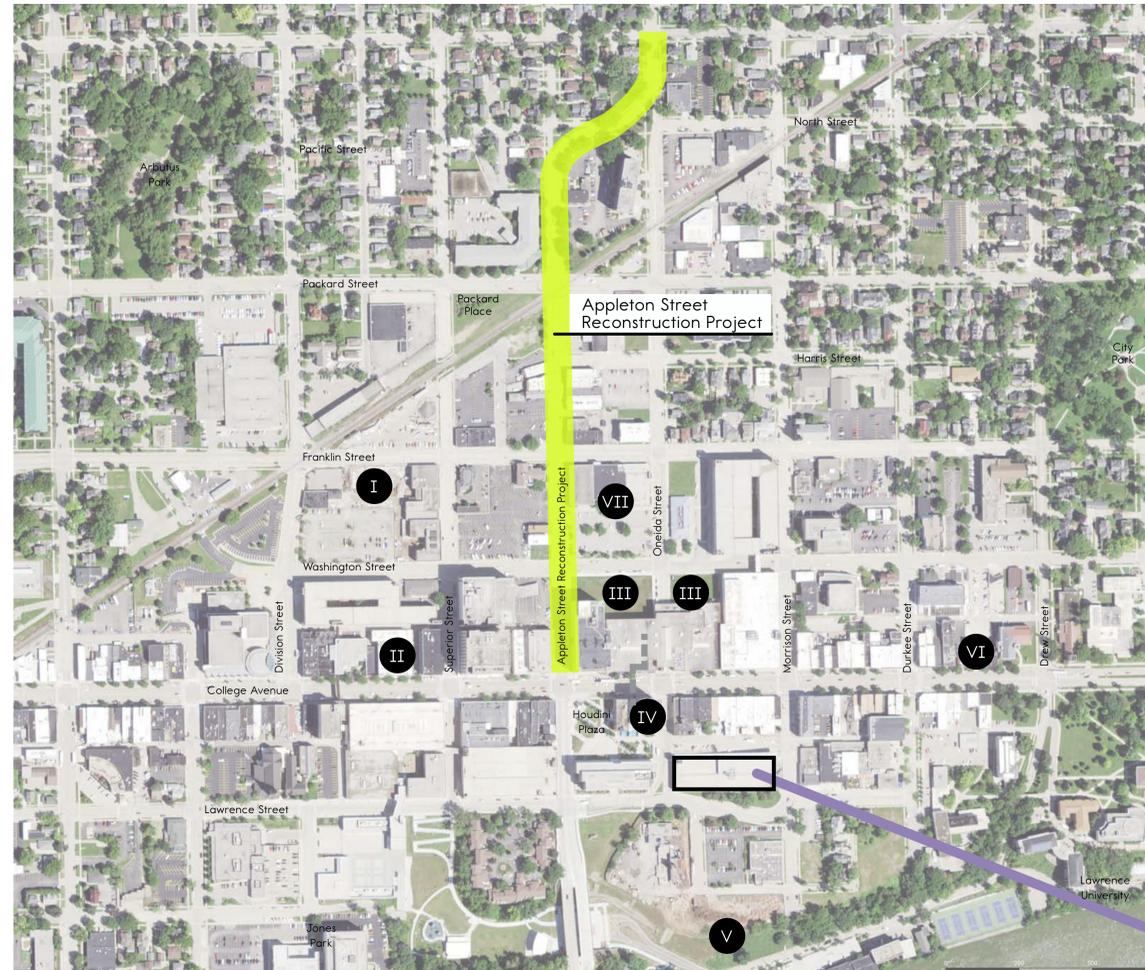


I
 Crescent Lofts / 306 W. Washington Avenue
 and 315 W. Franklin Street
 Over \$5M increment
 69 apartments (58 low-moderate, 11 market-rate)
 Historic tax credit / WHEDA tax credit



II
 Park Central / 318 W. College Ave.
 Adding 3 floors (commercial first floor)
 39 New Residential Units

800 Block, LLC / 823 W. College Ave.
 20 market rate units (commercial first floor)
 not shown on map



III
 Merge Project / 115 E. Washington Street
 Phase 1 - 56 residential units (commercial first floor)
 Phase 2 - 75 residential units (commercial first floor)



IV
 Zuelke / 103 W. College Ave.
 66 residential units (commercial first floor)



VII
 Library Site
 Construction 2022 / 2023



VI
 320 E. College Avenue
 39 residential units
 44 parking stalls

YMCA Ramp Rebuild - Under Construction



V
 US Venture Bluff Site

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Development Concept

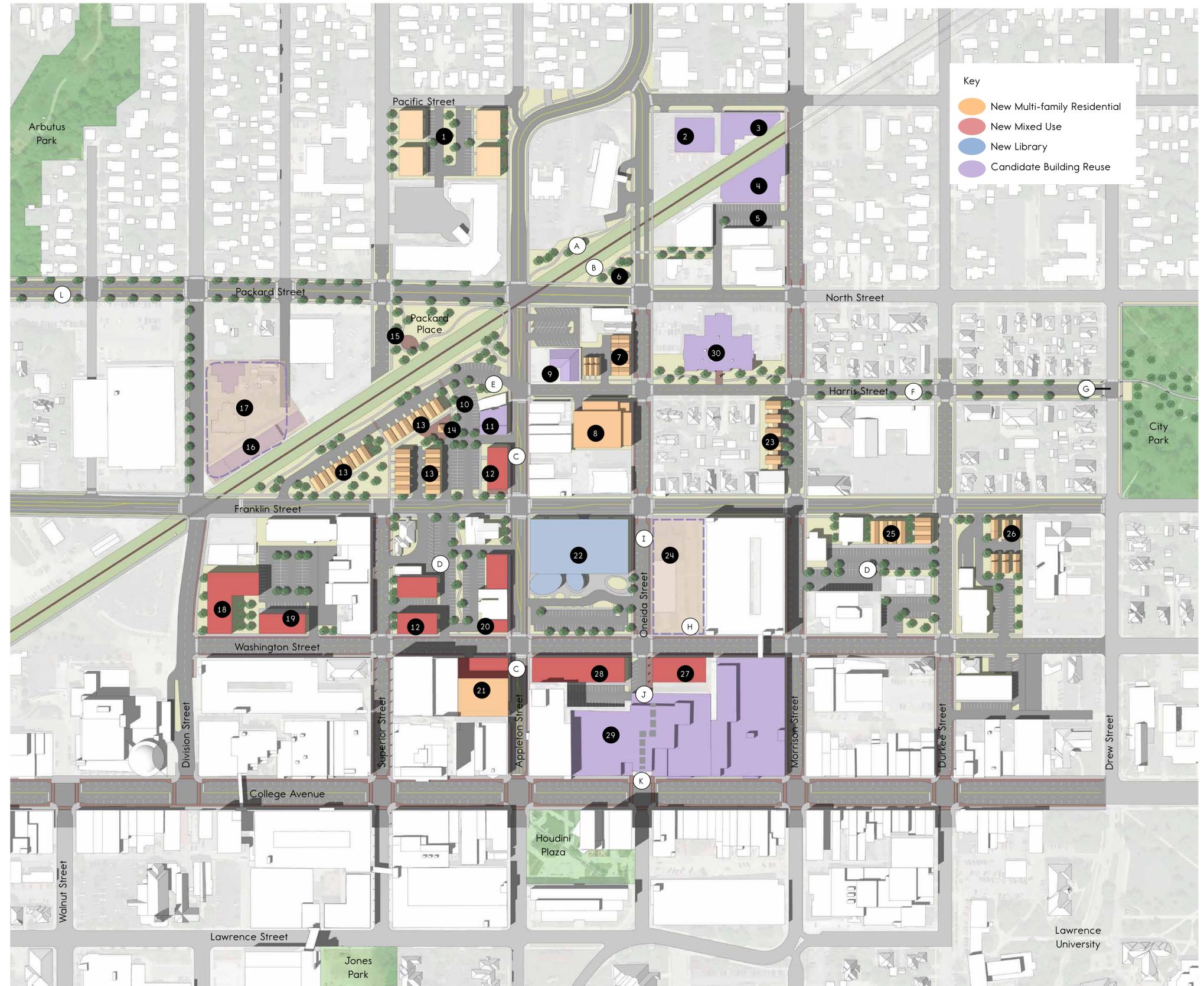


DEVELOPMENT-ORIENTED PROJECTS

| Key | Project | Description |
|-----|------------------------------------|---|
| 1 | Senior-oriented Living | Senior-assisted or independent living that could be congregated "small house" setting (8 to 12 units per building) or townhouses. |
| 2 | Possible Redevelopment | Continue existing automotive use. If use change, then possible redevelopment for single-level cottage homes for older adults, connected to the rest of the Oneida Heights campus. |
| 3 | Community Building | Potential amenity facility for senior housing campus. |
| 4 | AASD Maintenance Building | Reuse of existing maintenance center with potential move of school maintenance facility. Potential uses include residential conversion, start-up space for small businesses, crafts industrial uses, artist studios, and a range of similar uses. |
| 5 | AASD Parking | Parking for potential redevelopment of school district maintenance building and other potential development on surrounding sites. May include a pedestrian path to Morrison Street, linking to a railyard shared use path connecting to the Performing Arts Center. |
| 6 | Triangle Park | Open space buffer and support for new housing development, part of a railyard greenspace. Ornamental fence separation from the adjacent railroad. |
| 7 | Potential new residential | Proposed townhome or multifamily development. |
| 8 | New residential | Proposed LMI townhome/multifamily development, financed through LIHTC. |
| 9 | New development site | New commercial or mixed use development. Site reuse could include restoration of building facade or adaptive reuse of existing building or potential redevelopment. |
| 10 | Rookie's Parking Lot | Redesign of parking lot to increase capacity and improve circulation. |
| 11 | Building rehabilitation | Retention and rehabilitation of existing two-story commercial building with 2nd level residential. |
| 12 | Mixed Use Projects | New commercial storefronts to activate street with possible second floor office or residential use. |
| 13 | Townhome neighborhood | New medium-density residential development west of Kalata Place between Franklin Street and railroad. Concept includes common open space, greenways, and about 24 townhome/rowhouse units. Includes vacation of Superior Street and Kalata Place right-of-way. |
| 14 | Well Square | Neighborhood open space incorporates historic well into design. |
| 15 | Packard Place | Expansion and development of existing neighborhood park, created by adding east half of Superior Street right-of-way. West half may be conveyed to adjacent property to provide access to Packard Street or maintained as public open space. Use to expand park does not necessarily require street vacation. |
| 16 | Building reuse | Reuse or demolition of existing industrial building as part of a Human Services Campus development that supports affordable housing. |
| 17 | Human Services Campus | Redevelopment of site around the Pillars shelter, providing space for new services and additional accommodations for temporarily unhoused people. May include tiny houses for transitional housing or even a mirroring of the structure that's on the site today (shown). |
| 18 | New residential | Possible multi-family development. |
| 19 | Washington Street Development | Commercial or mixed use development along Washington Street with interior private parking to support adjacent projects, including residential units. |
| 20 | Appleton and Washington commercial | Retain existing commercial buildings with new infill commercial on vacant lot at northwest corner. |
| 21 | Chase Drive-thru Redevelopment | Mixed use development to redevelop drive-in bank site, including interior at-grade parking, possible commercial space on southwest corner of Washington, and upper-level residential. |
| 22 | Library | Expansion and modernization of Appleton Public Library. |
| 23 | Residential block | Rehabilitation of existing residential buildings or affordable residential infill on sites where rehabilitation is not economically feasible. May include single-family attached units along Morrison Street as properties become available for redevelopment. |
| 24 | New Transit Center Redevelopment | New mixed use development, incorporating transit center into street level. Multiple potential uses of upper levels include housing, offices, or lodging. |
| 25 | Infill | Potential infill development site. |
| 26 | Infill | Potential infill development on underused parts of US Bank office building site. |
| 27 | Planned Development Merge Phase 1 | Mixed use project north of City Center Plaza. Includes redesign of Oneida Street design, using ornamental or specialty paving to create a pedestrian-friendly shared street, while retaining vehicular access to City Hall drive-through and necessary fire emergency access. |
| 28 | Planned Development Merge Phase 2 | Mixed use project north of City Center Plaza. |
| 29 | City Center Plaza | Initiate a reuse study to consider an indoor public market and tenant reprogramming. |
| 30 | Building Reuse | AASD building programming to continue. If program changes, then preserve building for reuse. |

MOBILITY-ORIENTED PROJECTS

| KEY | PROJECT | DESCRIPTION |
|-----|-------------------------------------|---|
| A | Railside North Path | Shared use path to connect Oneida Heights residents to downtown. |
| B | Railside South Path | Shared use path between Morrison Street and Performing Arts Center. Key element of Art to Park loop connecting to City Park and the Lawrence campus. Developed south of railroad ROW line with ornamental fence separation from the railroad. |
| C | Appleton Street Streetscape | Upgrade and streetscape improvements along Appleton Street as the featured north-south corridor through the College North area. Project already approved by Common Council. |
| D | Common Parking Redesign | Redesigned shared parking for greater efficiency and to support surrounding commercial and office development as needed. |
| E | Harris Street Extension | Connection of Harris Street west of Appleton Street. |
| F | Harris Street "Green Street" | Enhancement of Harris Street with lighting, street landscaping, traffic calmers to connect College North to City Park and strengthen residential environment. |
| G | Harris Gateway | Gateway connection to Harris Street district, linking street to historic City Park. |
| H | New Transit Center Redevelopment | New mixed use development, incorporating transit center at the street level. Potential uses of upper-levels include housing, offices, or lodging. |
| I | Oneida Street Upgrade | Improvement of Oneida Street to support adjacent library, transit center redevelopment, and Merge projects. Elements include streetscape, on-street parking, and pedestrian friendly features. |
| J | City Center Plaza Pedestrian Street | Redesign of central space in City Center Plaza to provide clearer and more attractive pedestrian continuity to College Avenue corridor. |
| K | City Center Gateway | Improved College Avenue entrance to City Center Plaza, along with enhanced pedestrian crossing at College Avenue. |
| L | Greenway Link to Arbutus Park | Greenway and sidepath on south side of Packard. May involve change in curbline or modification of Post Office parking. Includes HAWK protected pedestrian crossing to park and improved downhill access to park level from street. |



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Precedent Projects

Townhouse Infill

New infill housing should consider the neighborhood's existing context.



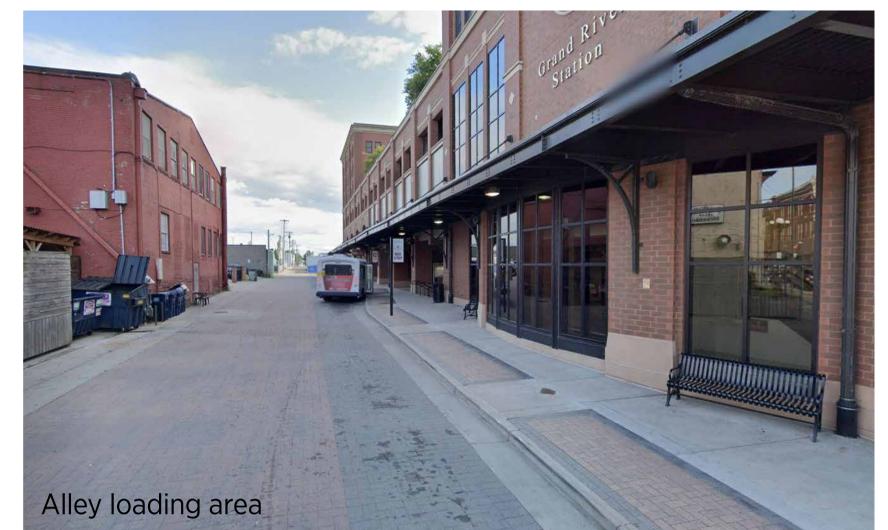
Transit Center Site



Redeveloping the transit center into a mixed use project with the main-level as a transit center and upper-level residential. Example from La Crosse's Grand River Station.

Mixed Use and Multi-family Infill

New mixed use should consider the neighborhood's existing context.



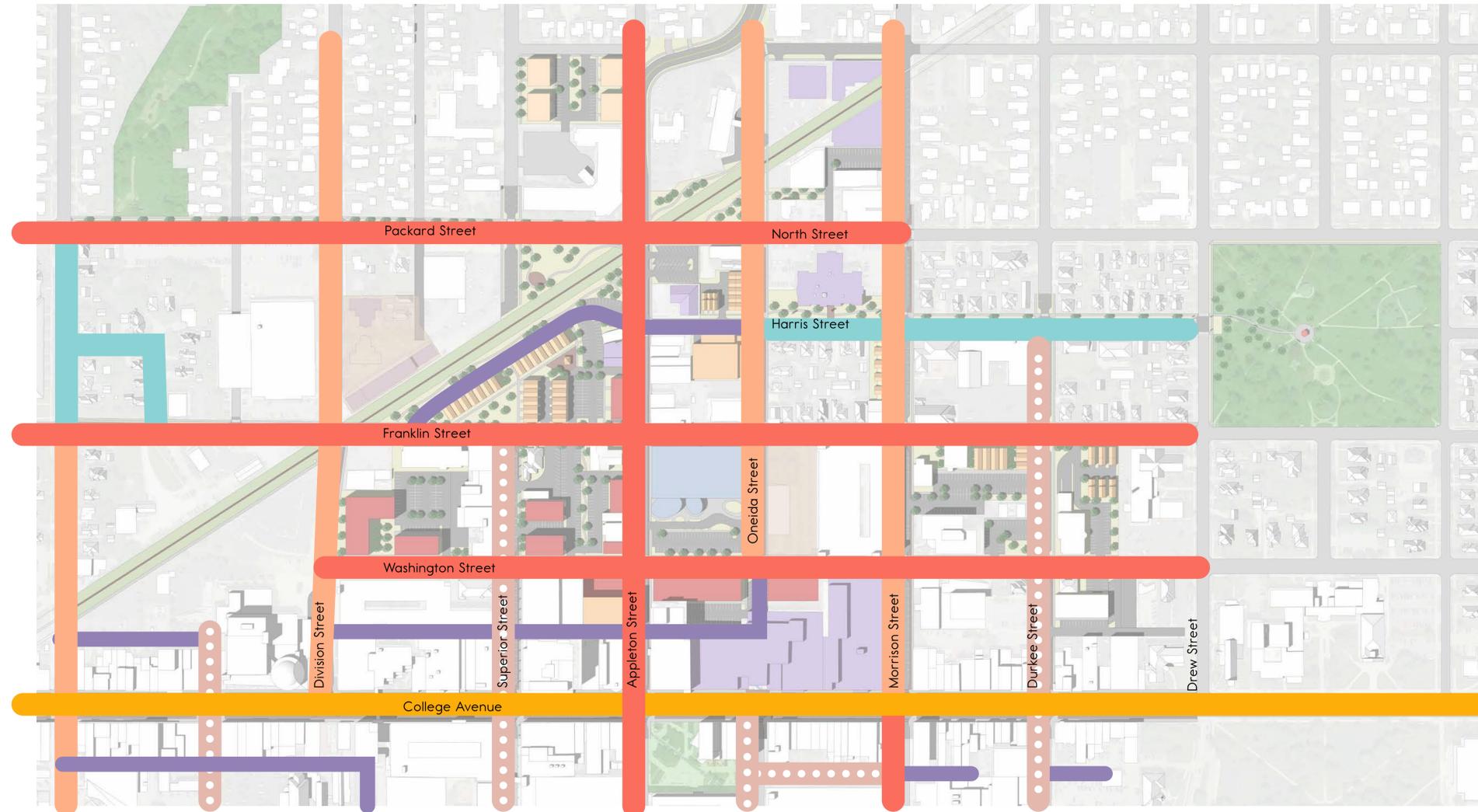
Priorities for the Transit Center:
> Rebuild on current site with a facility that functions better for its users, drivers, and community.

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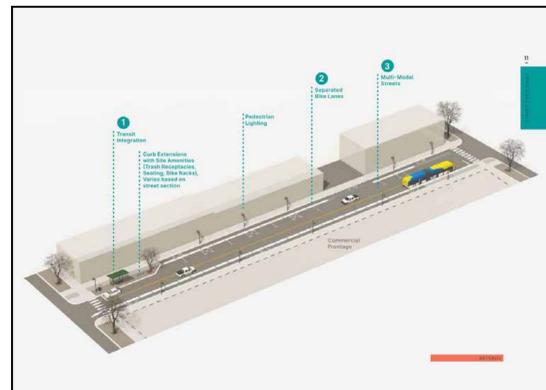
Mobility Concepts

Exhibits from approved Downtown Streetscape Design Guide

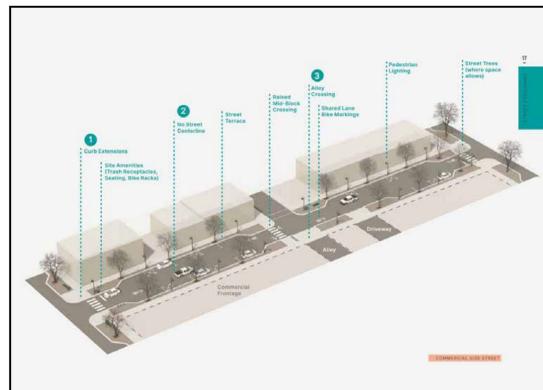
-  Main Street
-  Arterial
-  Commercial Side Street
-  Shared Street
-  Residential
-  Alley



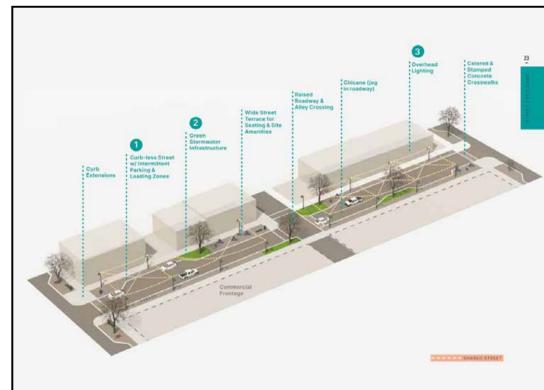
Arterial



Commercial Side Street



Shared Street



Residential



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Mobility Concepts

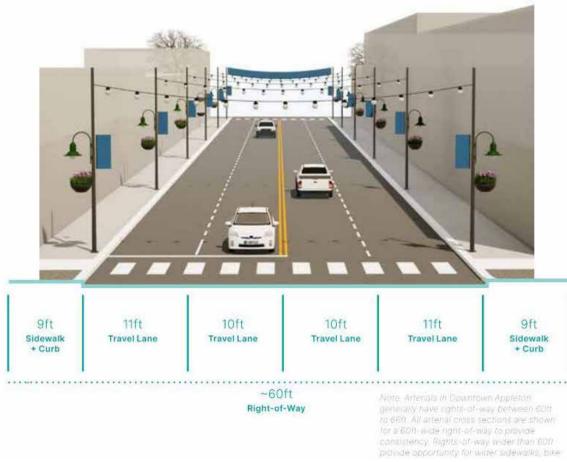
Exhibits from approved Downtown Streetscape Design Guide

Arterial

60FT ROW 4-LANE ARTERIAL

This option may be best suited along high-speed and high-volume roadways such as Richmond St. This option proposes narrowing arterial lanes to maximize sidewalk space. This option includes:

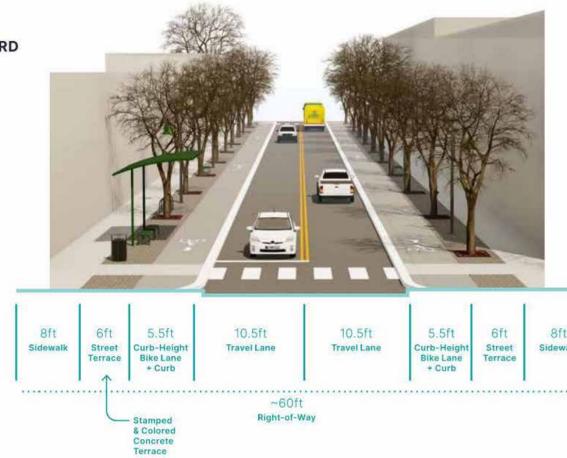
- (2) 10.5ft-wide travel lanes in each direction
- 9ft-wide sidewalks, with a minimum 6.5ft unobstructed clear zone for accessibility
- Given the constrained pedestrian space, consider string lighting, banners, and hanging planters to enhance the character of the roadway and create a sense of arrival to downtown.



60FT ROW BIKE & PEDESTRIAN BOULEVARD

This option provides enhanced bike and pedestrian facilities while creating memorable and dynamic tree canopy. This option includes:

- 10.5ft travel lanes in each direction
- 5.5ft curb-height bike lanes in each direction
- An 8ft-wide sidewalk on both sides
- A 5ft stamped and colored concrete terrace w/ street trees, transit shelters, and site amenities, located between the sidewalk and the bike lane

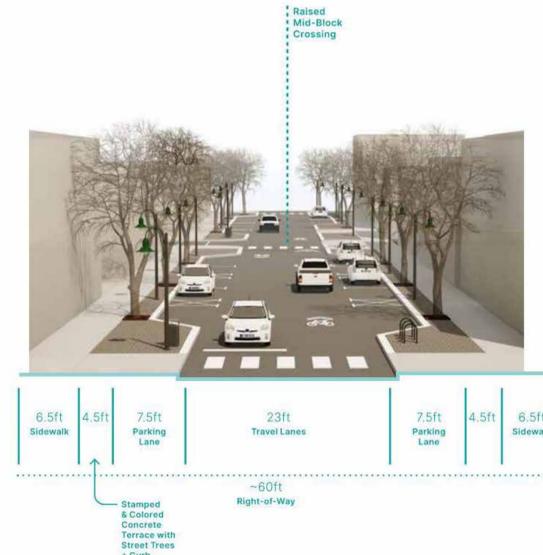


Commercial Side Street

60FT ROW PARALLEL SIDES

This option provides a comfortable sidewalk and the same cross section/experience on both sides of the street for a 60ft-wide ROW. This option includes:

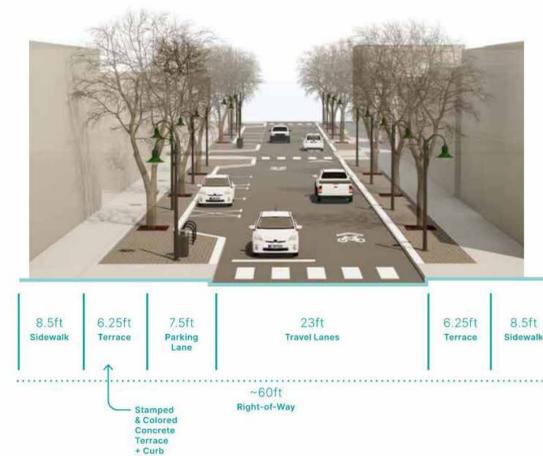
- 7.5ft parallel parking lanes
- 23ft-wide two-way travel lanes with no centerline delineation and shared-lane bike markings
- 6.5ft-wide sidewalks
- 4.5ft-wide stamped & colored concrete terraces w/ pedestrian lighting
- 6.5ft wide curb extensions at intersections and mid-block crossings (reference Curb Extensions in Elements Section for detailed diagram)



60FT ROW ONE-SIDE PARKING

This option provides parallel parking along one side of the street, which allows for wide sidewalks and terraces on both sides of the street. This option may be appropriate for streets with new developments with off-street parking options. This option includes:

- 7.5ft parallel parking lane on one side
- 23ft-wide travel lanes with no centerline delineation
- 8.5ft-wide sidewalks
- 6.25ft-wide stamped & colored concrete terraces w/ pedestrian lighting and street trees
- 6.5ft wide curb extensions at intersections and mid-block crossings along the parking side (reference Curb Extensions in Elements Section for detailed diagram)

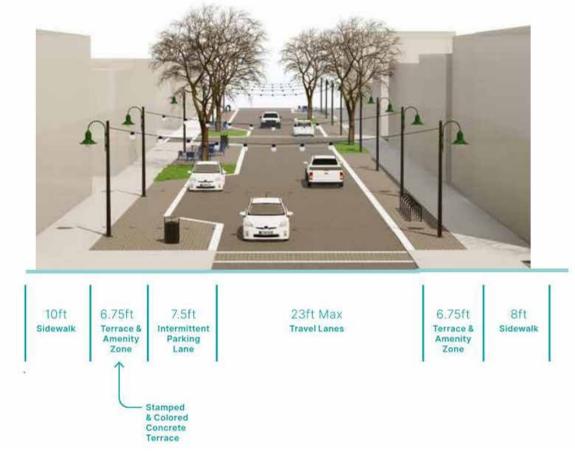


Shared Street

60FT ROW SHARED STREET

The section shown to the right illustrates a shared street with wide amenity zones, intermittent parking, and curb extensions. It includes:

- A stamped and colored concrete roadway w/ delineated edge lines but no curbs
- 23ft-wide travel lanes with a chicane and no centerline delineation
- Intermittent 7.5ft parallel parking and loading lanes
- 8ft-wide sidewalks (concrete)
- 6.75ft-wide stamped & colored concrete terraces w/ pedestrian lighting and site amenities
- 6.5ft wide curb extensions at intersections and mid-block crossings, with opportunities for green stormwater infrastructure and public art



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Appleton Library Renovation/Expansion



The renovation and expansion of the public library represents the city's commitment to the neighborhood and becomes a catalyst for building investment in the area and downtown. Construction begins in Spring 2022.

SOM

These illustrations are courtesy of SOM.

Union Springs Development



Looking Northwest

Introducing new housing options near downtown by combining surface parking lots and abandoning a spur of Superior Street into a new development site. Celebrate the Union Springs feature as an enhanced amenity.

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Infill Possibilities

@ Franklin Street & Durkee Street



Looking Southeast



Underused land could support new housing options that are unavailable in the area, such as townhomes.

@ Pacific Street & Appleton Street



Looking Northeast



The area north of Appleton Retirement Community could support multi-family housing that could be associated with the retirement community and independent from it.

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Washington Street Corridor

@ Division Street



Looking Northeast

@ Superior Street



Looking East



Activating Washington Street with new development that frames the corridor strengthens the urban character of downtown.



Washington Street is imagined as a parallel mixed use corridor to College Avenue, having calmer activity and opportunities for growth in services and living spaces.

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Washington Street Corridor



Looking Southeast
The drive-thru bank could be redeveloped and incorporate a lower level bank with drive, if desired.