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## MEMORANDUM

TO: City of Appleton Plan Commission

FROM: Andrew Dane

DATE: December 8, 2016

RE: Key Chapter 12 Implementation Updates  
SEH No. 135537 14.00

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

### Key Changes

A section on five-year updates to the Comprehensive Plan was removed and combined with the section on ten-year updates. A Plan Objectives and Timeframe section was added to provide a mechanism for tracking plan implementation. It includes a matrix which lists all of the individual chapter objectives.

Comprehensive Plan Objectives	Action Timeframe		
	Ongoing Action	Near-term Action	Long-term Action
Chapter 5: Housing and Neighborhoods			
Continue efforts to ensure an adequate supply of housing affordable to all income levels in the community.	X		
Work proactively to prevent decay of the City's housing stock and blight conditions within neighborhood areas.		X	
Provide a range of housing options that meet the needs and appeal to all segments of the community and allows residents to age in place.		X	
Continue to expand the City's Neighborhood Program to establish and support neighborhood organizations as partners in carrying out City functions.		X	
Promote downtown housing as a means to grow the tax base, support local businesses, and increase the overall vitality and image of the area.		X	
Chapter 6: Transportation	Ongoing Action	Near-term Action	Long-term Action
Plan for the safe and efficient movement of vehicles on local and regional roads.			X

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Short Elliott Hendrickson Inc., 425 West Water Street, Suite 300, Appleton, WI 54911-6058  
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Comprehensive Plan Objectives	Action Timeframe		
Support regional efforts to preserve and enhance air service in the Fox Valley.	X		
Create an environment that is safe and conducive to walking and bicycling throughout the entire city.	X		
Preserve and enhance rail service within Appleton and the Fox Valley.	X		
Continue efforts to improve boating conditions on the Fox River.		X	
Maintain diverse and cost-effective options for public transportation that meets the needs of all segments of the population.	X		
Maintain a balanced parking program which provides an adequate supply of parking without undermining economic development and neighborhood development efforts.	X	X	
Implement transportation improvements which also support the City's desired land use, housing and neighborhood goals, objectives, and policies.	X		
Implement the transportation-related recommendations contained within related plans.		X	
Chapter 7: Utilities & Community Facilities	Ongoing Action	Near-term Action	Long-term Action
Provide a pattern of development that minimizes impacts to municipal services and utilities.	X		
Ensure that municipal services and utilities, as well as privately distributed energy sources are delivered in a safe and sustainable manner.	X	X	
Work with other public/private utilities and service providers to assist them, when appropriate to do so, in delivering services to Appleton residents.	X		
Maintain the existing public water and sanitary sewer infrastructure.	X	X	
Implement effective stormwater management practices.	X		
Continue to partner with other agencies, organizations, and businesses to proactively address public health and mental health issues in the community.	X		
Continue to partner with other agencies, organizations, and businesses to support programs and activities for at-risk populations.	X		

<b>Comprehensive Plan Objectives</b>	<b>Action Timeframe</b>		
Support creation of a new or remodeled library downtown.	X		
Continue to support practical, cost-effective and collaborative approaches to solid waste management and recycling.	X		
Continue to coordinate, partner, and collaborate with educational institutions to support access for all to education.	X		
Support, Police, Fire, and Emergency Services.	X	X	X
Support the Access Appleton pilot program and follow up initiatives to encourage greater destination accessibility for all.	X		
<b>Chapter 8: Agriculture, Natural, Historic, and Cultural Resources</b>	<b>Ongoing Action</b>	<b>Near-term Action</b>	<b>Long-term Action</b>
Maintain the viability of the regional agricultural sector that provides locally-grown food for residents and raw materials for Appleton's food processing and other businesses.	X		
Preserve important natural features and enhance environmental quality throughout the community in order to secure economic, recreational, and health benefits for area residents.	X	X	
Continue and expand efforts to preserve, restore, and interpret important features of Appleton's rich history.	X	X	
Support the organizations, events, and venues that make Appleton the arts and cultural center of the Fox Cities.	X	X	
Continue support for programs targeted to Appleton's diverse communities.	X		
Consider developing a comprehensive Cultural Arts Plan to inform and guide efforts that position Appleton as the cultural center of the Fox Cities and a unique regional destination.		X	
<b>Chapter 9: Economic Development</b>	<b>Ongoing Action</b>	<b>Near-term Action</b>	<b>Long-term Action</b>
Implement the Appleton Economic Development Strategic Plan (AEDSP).	X		
Grow Appleton's business community through recruitment, expansion, and retention programs that ensure a diverse business mix and jobs that pay well.		X	

Comprehensive Plan Objectives	Action Timeframe		
Create the resources and culture in which entrepreneurial development is encouraged.		X	
Ensure the continued vitality of downtown and the City's neighborhood commercial districts.		X	
Encourage new development and redevelopment activities that create vital and attractive neighborhoods and business districts.		X	
Create a vibrant environment that is conducive to attracting and retaining talented people.	X		
Work collaboratively with other municipalities, organizations, and private entities to advance the economic development of the entire region.	X		
Continue supporting educational partnerships and workforce development.	X		
Enhance Appleton's brand as a location to do business.		X	
Chapter 10: Land Use	Ongoing Action	Near-term Action	Long-term Action
Provide an adequate supply of suitable land meeting the demand for development of various land uses.	X		
Encourage redevelopment to meet the demand for a significant share of future growth, and to enhance the quality of existing neighborhoods.	X		
Support future changes to zoning and other regulatory tools which are necessary to achieve the type of urban form and development reflective of smart growth principles, including support for "complete" neighborhoods (neighborhoods where residents can meet the majority of their daily needs on foot and by bicycle) throughout the City and in growth areas.	X		X
Plan for compact, efficient, and fiscally responsible growth of residential, commercial, and industrial development in new neighborhoods in order to implement the principles of smart growth.	X		X
Support the continued redevelopment and revitalization of land uses adjacent Appleton's key transportation corridors and downtown.		X	

Comprehensive Plan Objectives	Action Timeframe		
Participate in and initiate discussions with community groups and regional jurisdictions about sensible land use planning consistent with Smart Growth principles.		X	
Provide leadership in sustainability and continue to strive to incorporate sustainability into City planning and operations.	X		
Participate in and initiate discussions with community groups and regional jurisdictions about sensible land use planning consistent with Smart Growth principles.	X		
Develop and extend a system of local residential streets that are highly interconnected, relatively narrow, and designed to meet the needs of pedestrians, bicyclists, motorists, public transit, and vehicles associated with periodic service providers.			X
Chapter 11: Intergovernmental Cooperation	Ongoing Action	Near-term Action	Long-term Action
Maintain a positive relationship with local area governments to foster collaboration on issues of mutual concern.	X	X	
Work with the State of Wisconsin, federal agencies, and other agencies and organizations on issues of concern to the City of Appleton.	X	X	
Chapter 13: Fox River Corridor Redevelopment Plan	Ongoing Action	Near-term Action	Long-term Action
Support state and regional efforts to enhance and promote the entire Lower Fox River Corridor.	X		
Achieve a fair balance between desires for urban development and open greenspace along the riverfront.	X		
Promote an economically viable mix of existing and redeveloped uses along the riverfront.	X		
Support ongoing environmental clean-up and enhancement in the river corridor.	X		
Improve connectivity between the river valley and adjacent neighborhoods.	X	X	
Ensure that the development of public and private spaces along the river is held to the highest design standards.	X		

Comprehensive Plan Objectives	Action Timeframe		
Green and environmentally-friendly practices are encouraged within the river valley.	X		
The City will preserve and interpret historic and natural resources along the river.	X		X
Chapter 14: Downtown Plan	Ongoing Action	Near-term Action	Long-term Action
See Downtown Plan Chapter 14 Appendix 'Implementation Matrices'			
Chapter 15: Wisconsin Avenue Corridor Plan	Ongoing Action	Near-term Action	Long-term Action
Establish strong nodes of commercial activity centered on the intersections of Wisconsin Avenue with Richmond Street and Meade Street, promote the development of high-density residential and mixed-use sites in other areas of the corridor, and support the continued development of service commercial and limited light industrial uses east of Meade Street.	X		
Address issues in the public realm such as sign and utility clutter, streetscape, gateways, bicycle and pedestrian accommodation, and transit services.	X		X
Encourage private renovation and redevelopment that addresses existing limitations of platting and land assembly, site planning issues such as parking and access, and aesthetics.	X		
Chapter 16: Richmond Street Corridor Plan	Ongoing Action	Near-term Action	Long-term Action
Sustain the vitality of the northern commercial district in the Richmond Street Corridor, at Northland Avenue.	X		
Continue to promote redevelopment in the southern commercial district, between College Avenue and Atlantic Street, to serve neighborhood commercial needs.	X		
Address streetscape, bicycle and pedestrian accommodation, and transit services.	X		X
Chapter 17: South Oneida Street Corridor Plan	Ongoing Action	Near-term Action	Long-term Action
Promote the formation of a pedestrian-friendly mixed use neighborhood at the north end of the corridor.	X		

Comprehensive Plan Objectives	Action Timeframe		
Encourage continued development and redevelopment within the remaining corridor.	X		
Improve the aesthetics of the corridor to make it an attractive gateway to downtown.	X	X	
Chapter 18: Park and Recreation Master Plan	Ongoing Action	Near-term Action	Long-term Action
Identify land for acquisition, or opportunities to share facilities, to provide adequate access to parks in developed parts of Appleton where there are no existing parks.	X		
Continue to work with land developers and municipalities to acquire new park land through dedication or other means, as new development occurs.	X		
Develop the City's park system as an interconnected network of sites linked by greenways and trails.	X		X
Continue to make parks and recreation facilities and programs as efficient and effective as possible.	X		
Expand and develop additional park and recreational facilities along the Fox River.	X		X
Plan, design, and develop additional parks and recreational facilities that meet current and emerging needs of the community.	X		
Continue to implement the Capital Improvement Plan for development of specific parks and facilities.	X		
Engage, leverage and develop community and corporate partners to optimize and broaden programs and services.	X		
Expand public outreach and participation in community groups, organizations and events to advocate our programs, facilities, and services.	X		
Enhance health and wellness within our community and provide opportunities for learning and socialization to promote personal growth and well-being for adults in our community.	X		
Working together with community partners, increase programming directed to minority and cultural interests, and for persons who are physically or cognitively challenged.	X		

Comprehensive Plan Objectives	Action Timeframe		
Develop and deliver meaningful outdoor adventure and educational experiences for members of our community to help connect them to the outdoors. Work to promote the trail system and increase use of our outdoor amenities.	X		
Continue to enhance Departmental management and operations to better serve the community.	X		