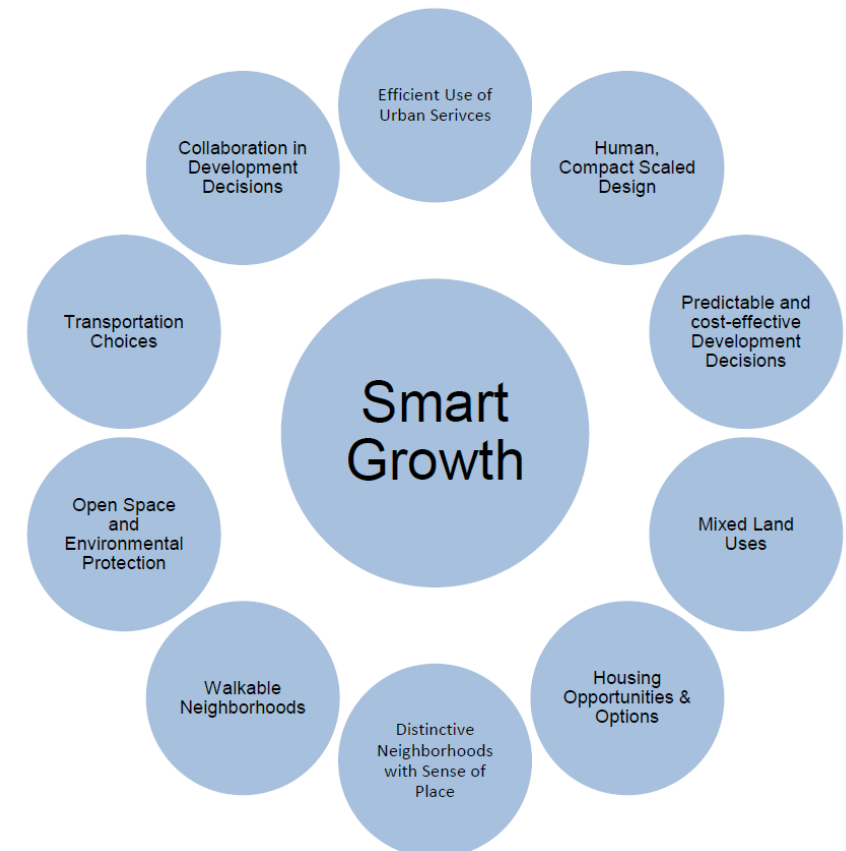


10 Land Use



- Incorporated Smart Growth Principles
- Support Downtown Redevelopment Framework
- Encourage complete neighborhoods



10 Land Use



- Promote integrated land use and transportation planning
- Expanded use of Mixed Use designation
 - Downtown
 - Industrial flats
 - S. Oneida St.
 - Wisconsin Ave.



11 Intergovernmental Cooperation



- Village annexations into Appleton's growth area a concern
- Continue focus on collaboration to address issues of mutual concern



12 Implementation



- Compiled all Objectives and Policies into Chapter
- Developed an Action Timeframe table



14 Downtown Plan



“Downtown Appleton is a great American urban neighborhood and employment center with world class arts and entertainment.”



14 Downtown Plan



DEVELOPMENT PRIORITIES

- Residential Development
- Office
- Retail/Commercial
- City Center Plaza/Public Market

COMMUNITY PRIORITIES

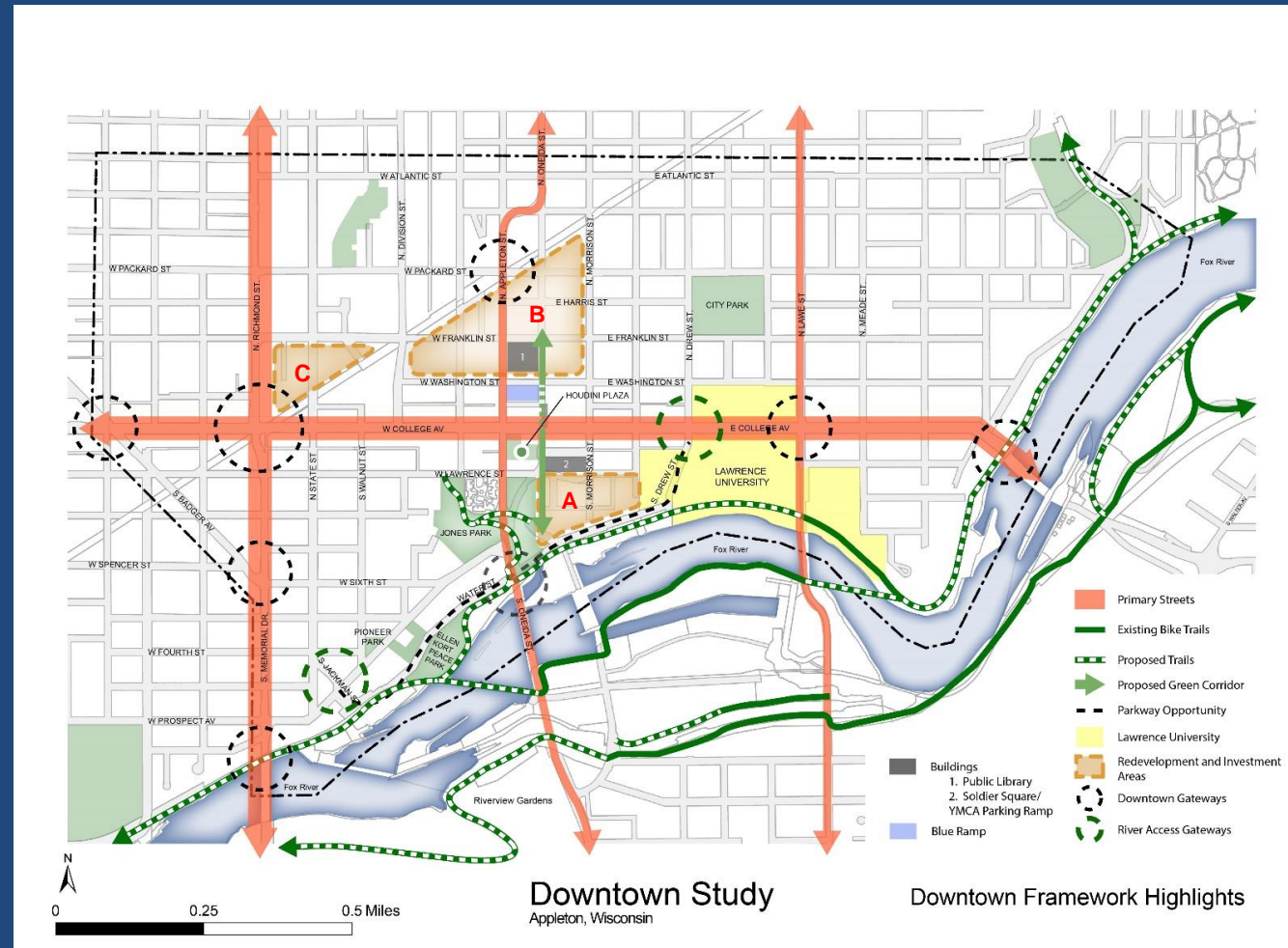
- Fox Cities Exhibition Center
- Walkable Downtown
- Expand Public Art & Creative Culture
- Strong Downtown Neighborhoods
- Traffic & Streetscape Enhancements
- Balanced Riverfront Revitalization
- Appleton Public Library
- Ellen Kort & Jones Parks
- Partnership with Lawrence University

14 Downtown Plan

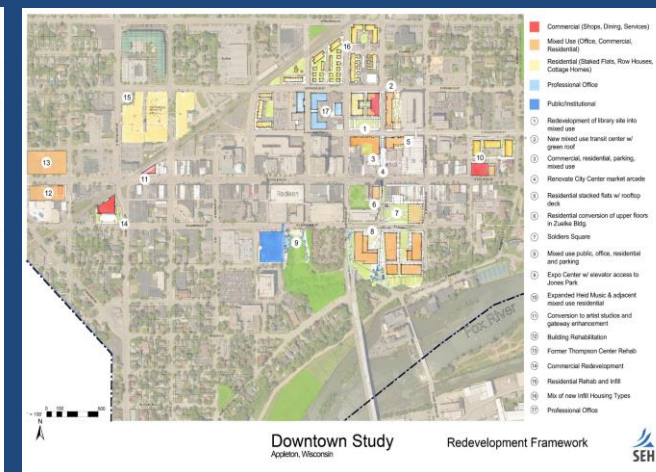
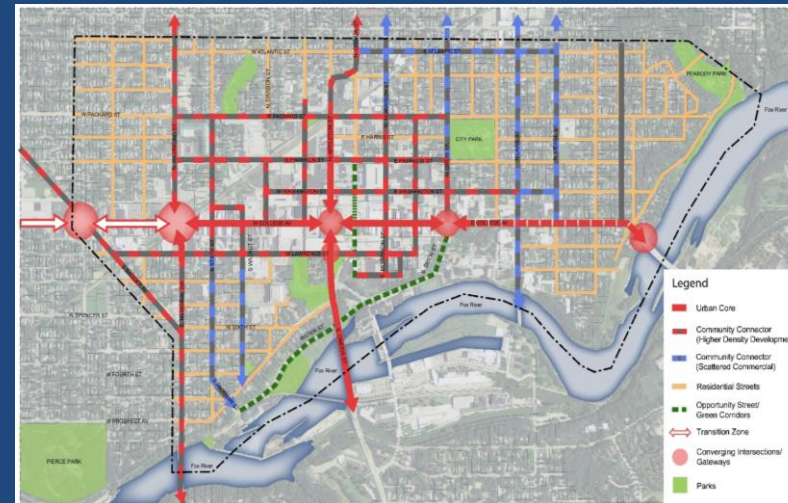


FRAMEWORKS

- Highlights
- Mobility
- Street Type
- Jones Park
- Redevelopment
- Block Level



14 Downtown Plan



14 Downtown Plan: Initiatives



1. Urban Design
2. Tourism/Arts/Education/Entertainment
3. Neighborhood and Residential Development
4. Downtown Development and Business Retention
5. Mobility and Parking
6. Downtown Management
7. Public Spaces and Riverfront

14 Downtown Plan: Initiatives

Urban Design



14 Downtown Plan: Initiatives

Tourism/Arts/Entertainment /Education



14 Downtown Plan: Initiatives

Neighborhood and Residential Development



14 Downtown Plan: Initiatives

Downtown Development and Business Retention



14 Downtown Plan: Initiatives

Mobility and Parking



14 Downtown Plan: Initiatives

Downtown Management



14 Downtown Plan: Initiatives

Public Spaces and Riverfront



Examples of gateway signage



Option 1



Option 2

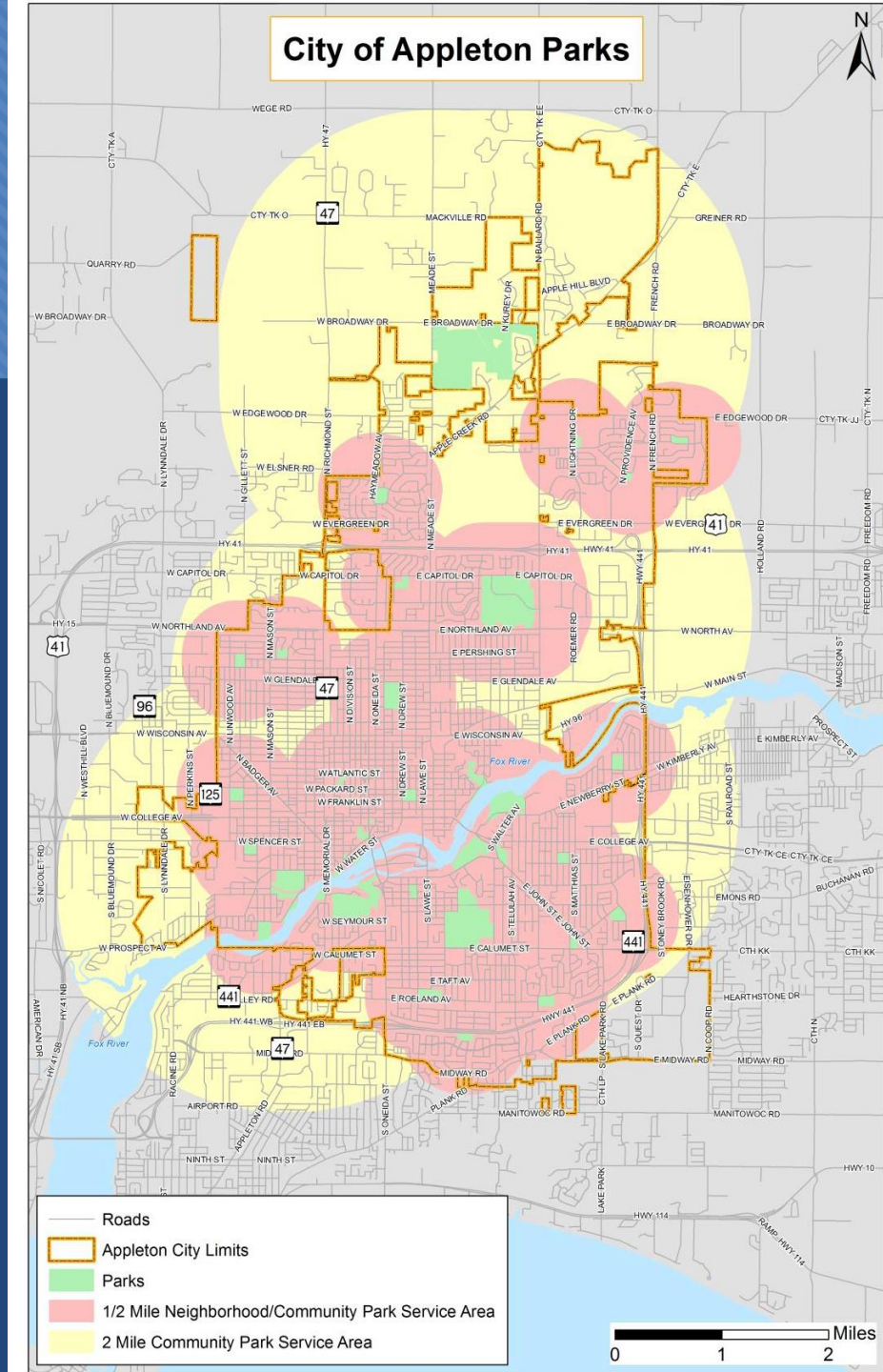


Option 3



18 Parks and Recreation

- Updated park acreages and service area maps
- Updated CIP information
- Incorporated Site Facilities information



18 Parks and Recreation



- Incorporated Appleton Trails Master Plan
- Support for continued Partnerships
- Dog owners and downtown residents
- Greater emphasis on Fox River



QUESTIONS?

