

COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

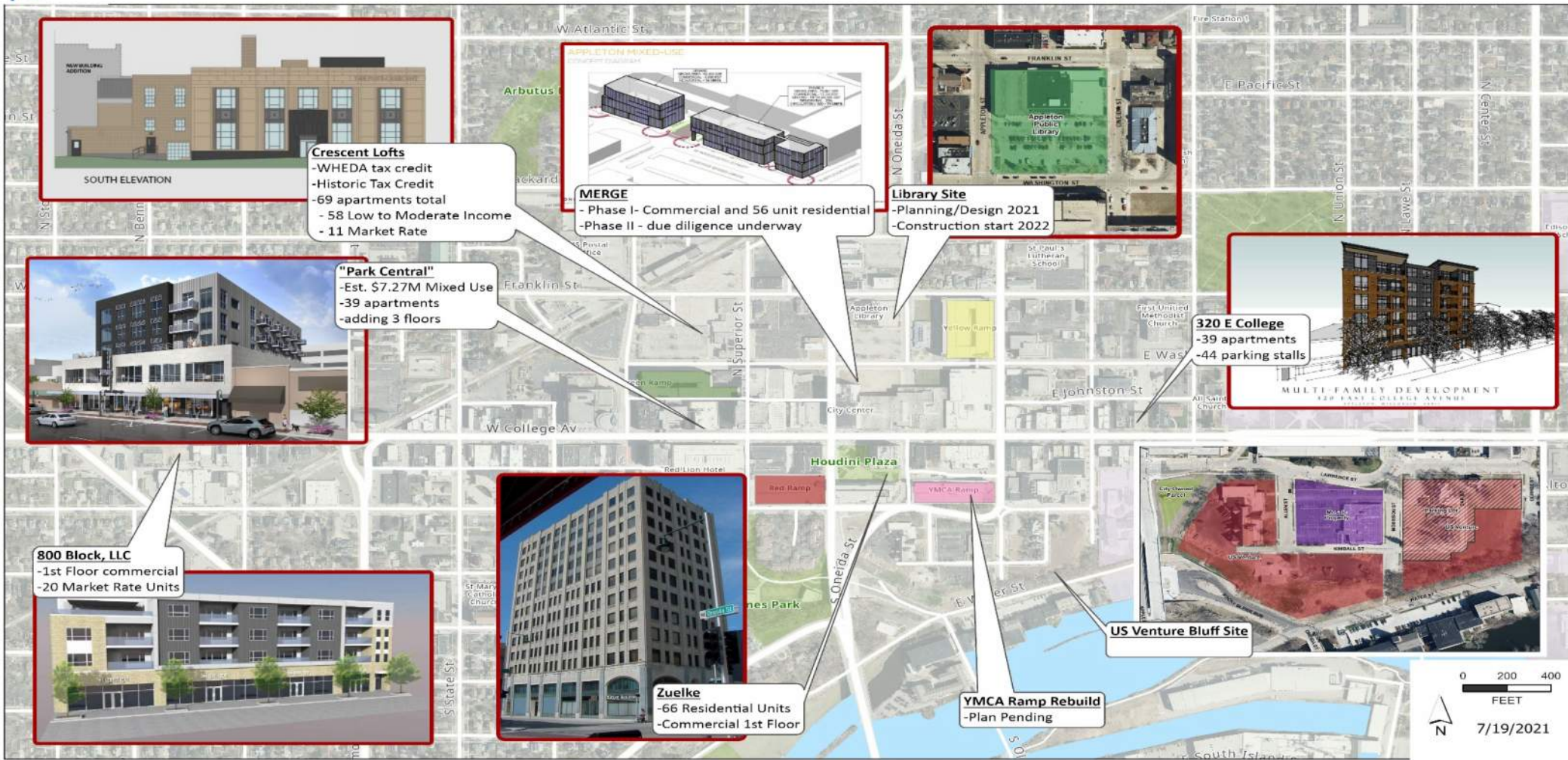
APPLETON, WISCONSIN

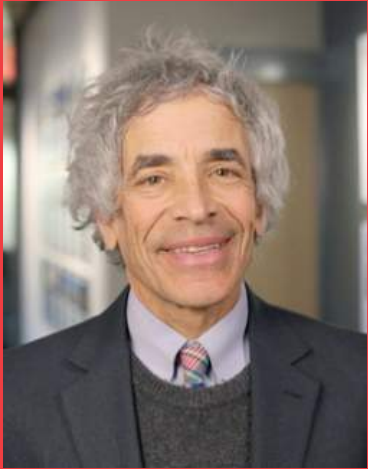


Background



Downtown Development Overview





Marty Shukert, FAICP

40+ Years

Principal Planner

Fellow of AICP

National APA Daniel Burnham Award – planOKC

5 Great Places in America by APA

Past Planning Director for Omaha, Nebraska



Cory Scott, AICP

21+ Years

Project Manager

Wauwatosa's East Tosa, Midtown, and Village Plans

De Pere Downtown Plan

Waupaca Downtown Plan and Wayfinding

La Crosse Downtown Plan

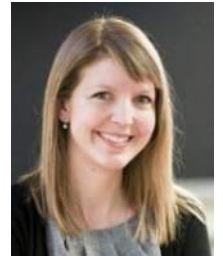
Neenah South Commercial Corridor Plan



Andrea

Architecture

Proformas for development scenarios



RDg...
PLANNING • DESIGN



RDG Planning & Design



Oklahoma City, OK



Des Moines



Grand Forks



Gillette, WY



Springfield, IL



Omaha



Coralville

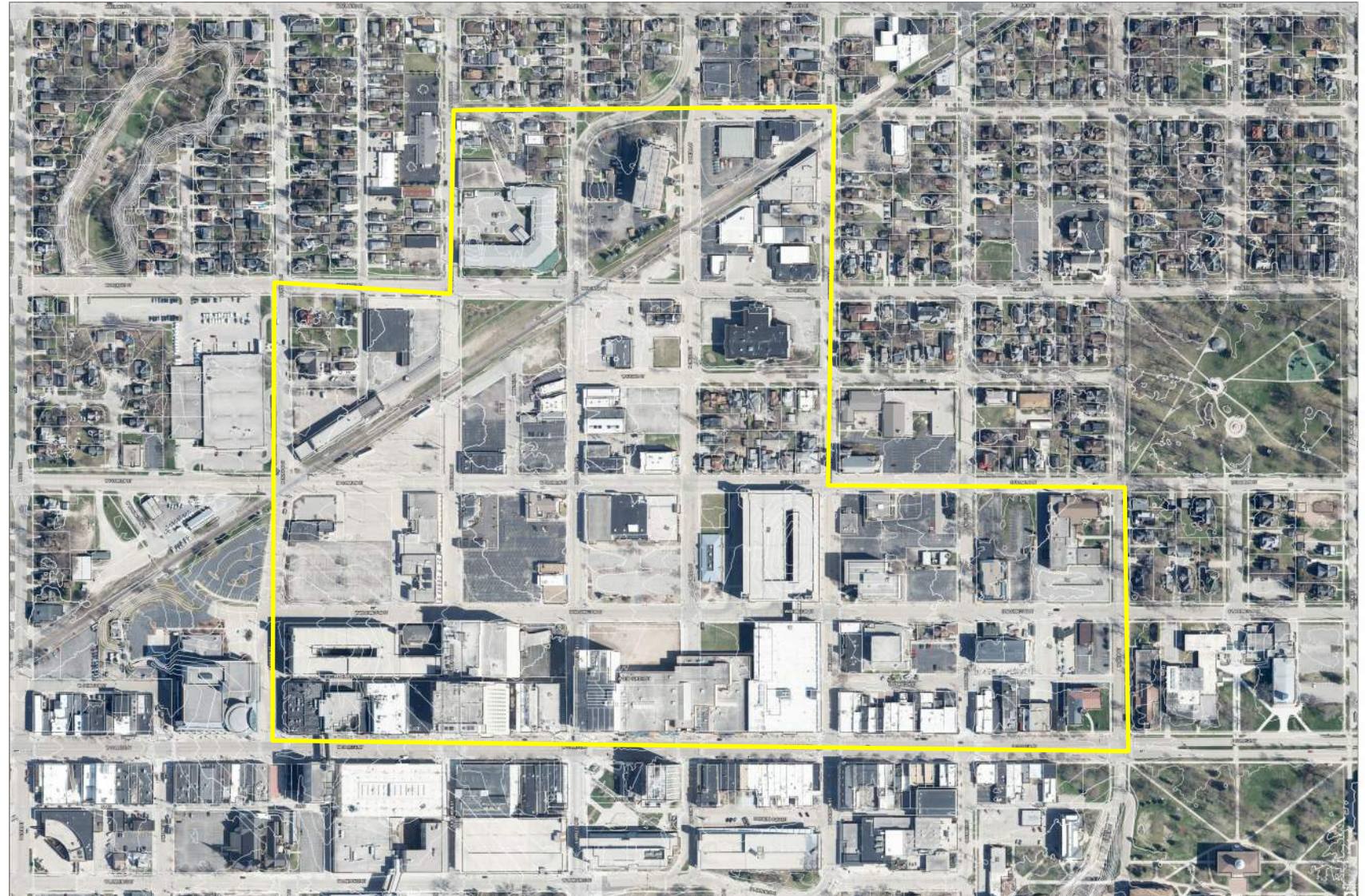
College Avenue North Neighborhood Plan

Connecting with and energizing stakeholders/showing new possibilities.

Leveraging strengths and imagining new possibilities based in market reality

Developing and illustrating options and scenarios to achieve a preferred direction.

Aligning data and design.



Planning Process

Project Launch
August



All months



Input

Sep-Nov



*Collect and
Analyze Data*

Nov



Concepts

Dec-March



*Plan Elements &
Refinement*

Feb-Mar



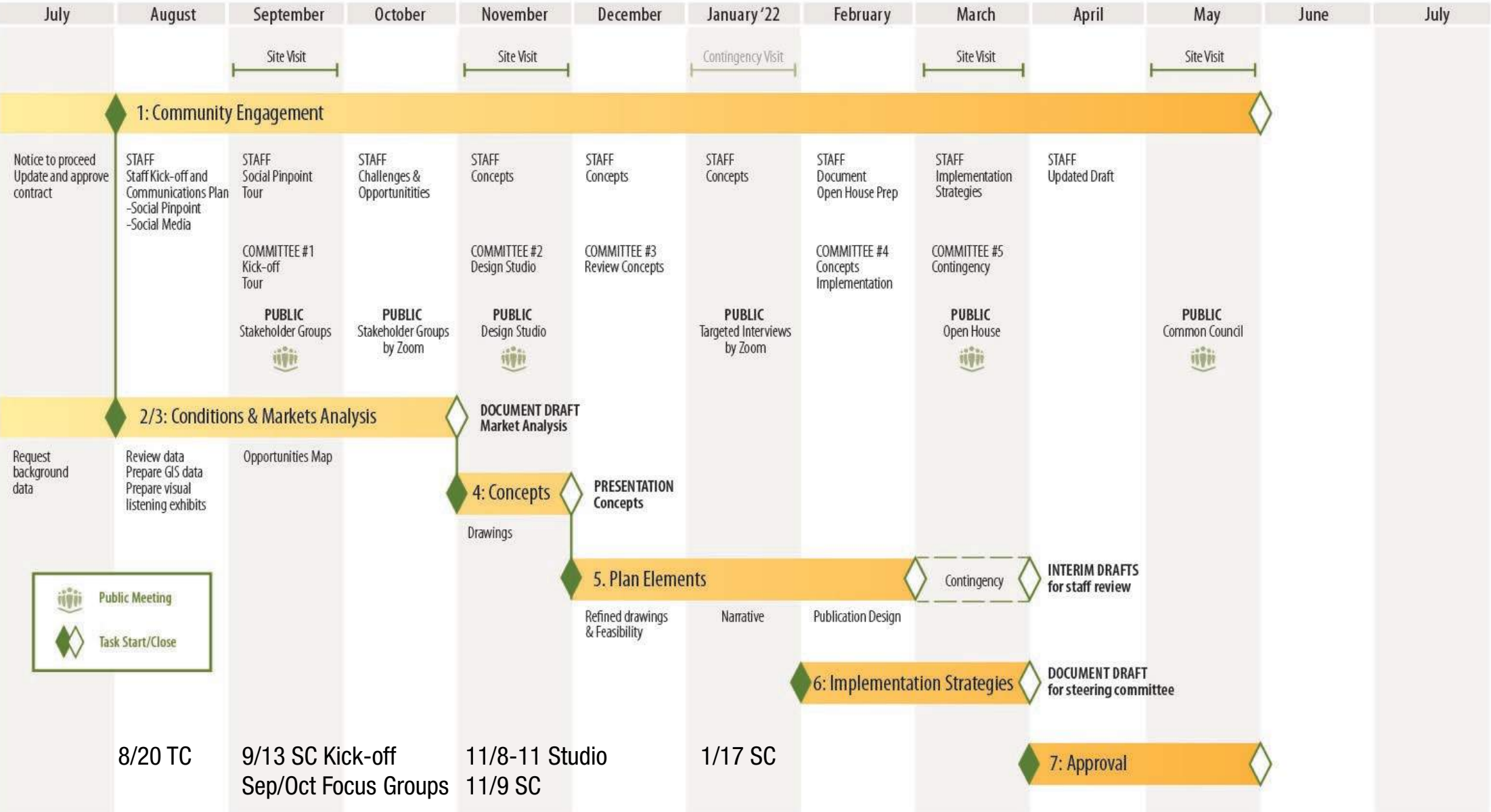
*Implementation
Strategy*



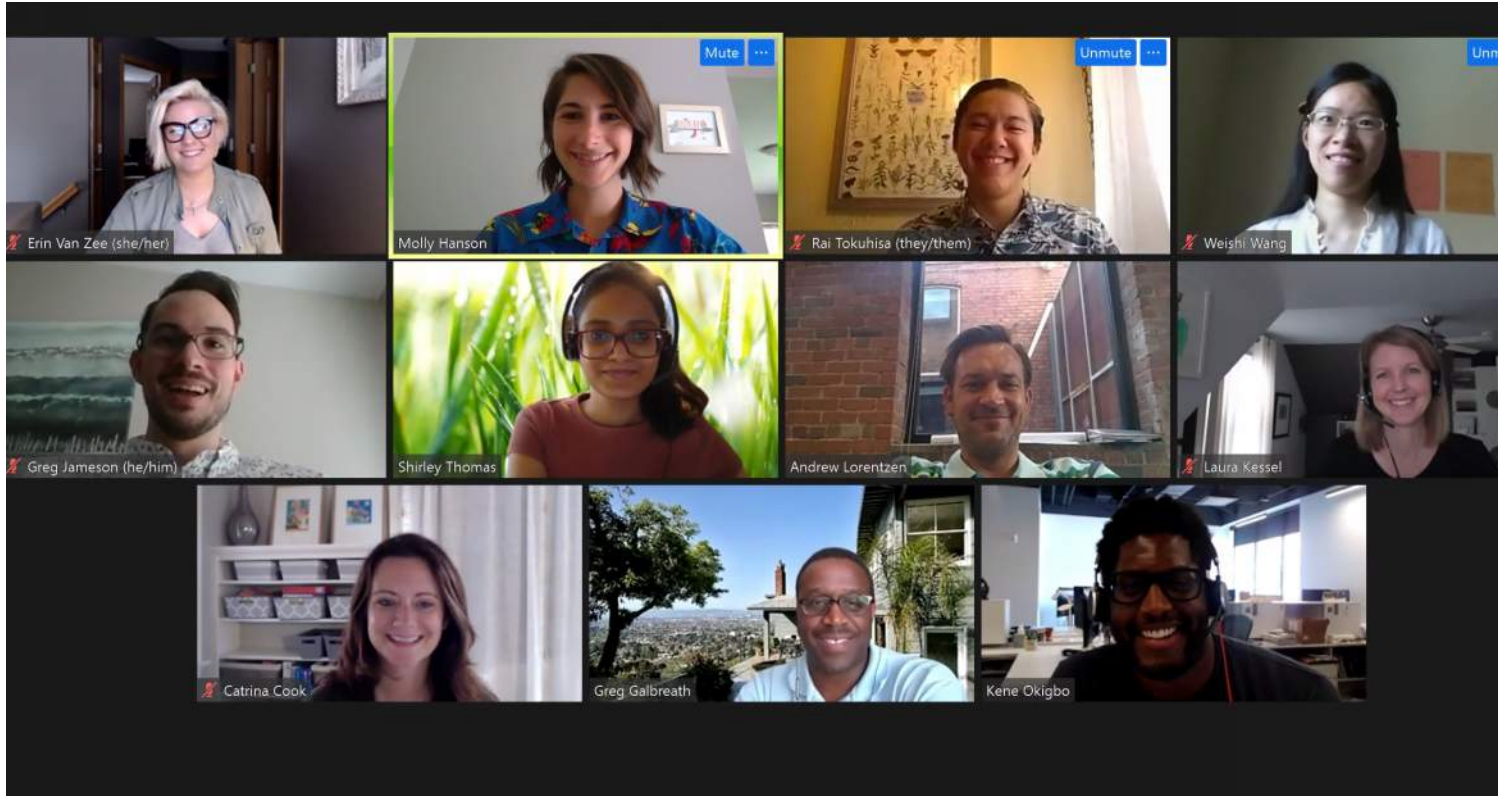
Approval
April-May



Planning Process > Details



Engagement > Interviews and Focus Groups



Marissa Downs, Developer and ARA Chair

Ald. Brad Firkus, Member of CEDC and Transit

Manny Vasquez, Resident

Elizabeth Ringgold, Pfefferle and Realtor

Rachel Fitzgerald, Business and Property Owner

John Ulness, Business and Property Owner and Resident

Greg Hartjes, Appleton Area School District

Oliver Zornow, Building for Kids

Pat Leigl, Salvation Army

Shawn Whitworth, Mission Church

Steve Hoersch, Business and Property Owner

Sabrina Robins, Plan Commission Member

Debra Dillenberg, Appleton Housing Authority

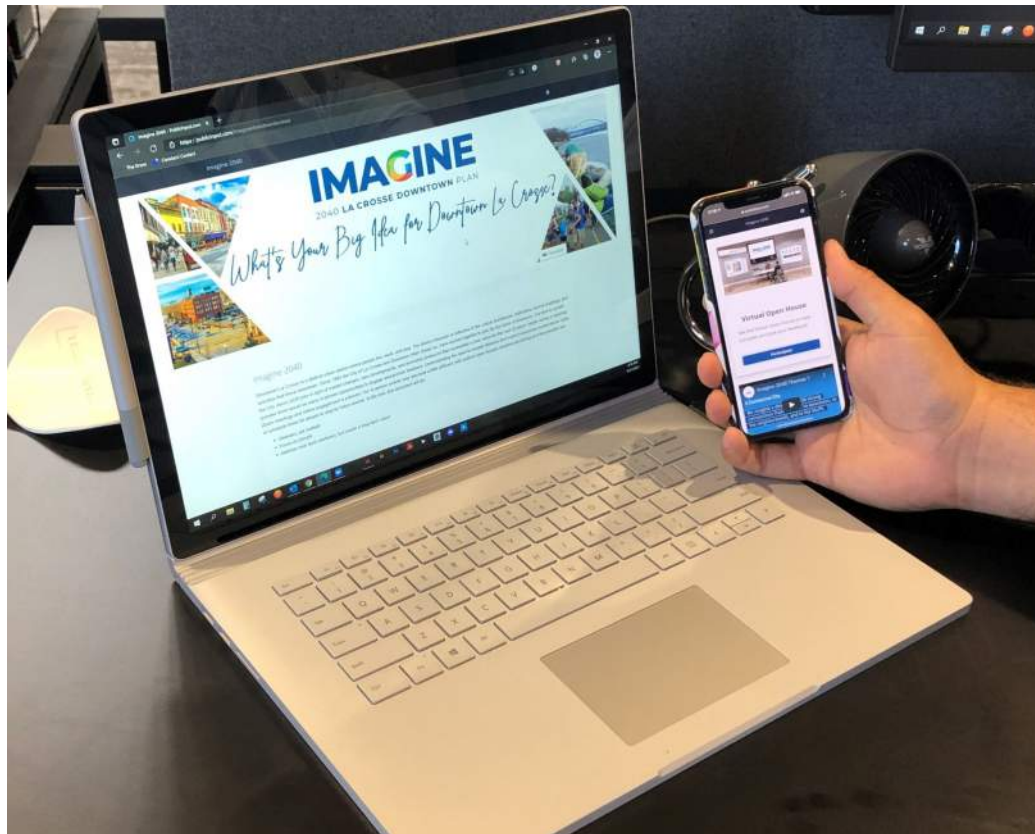
Andrew Bellows, Resident

Todd Heid, Property and Business Owner

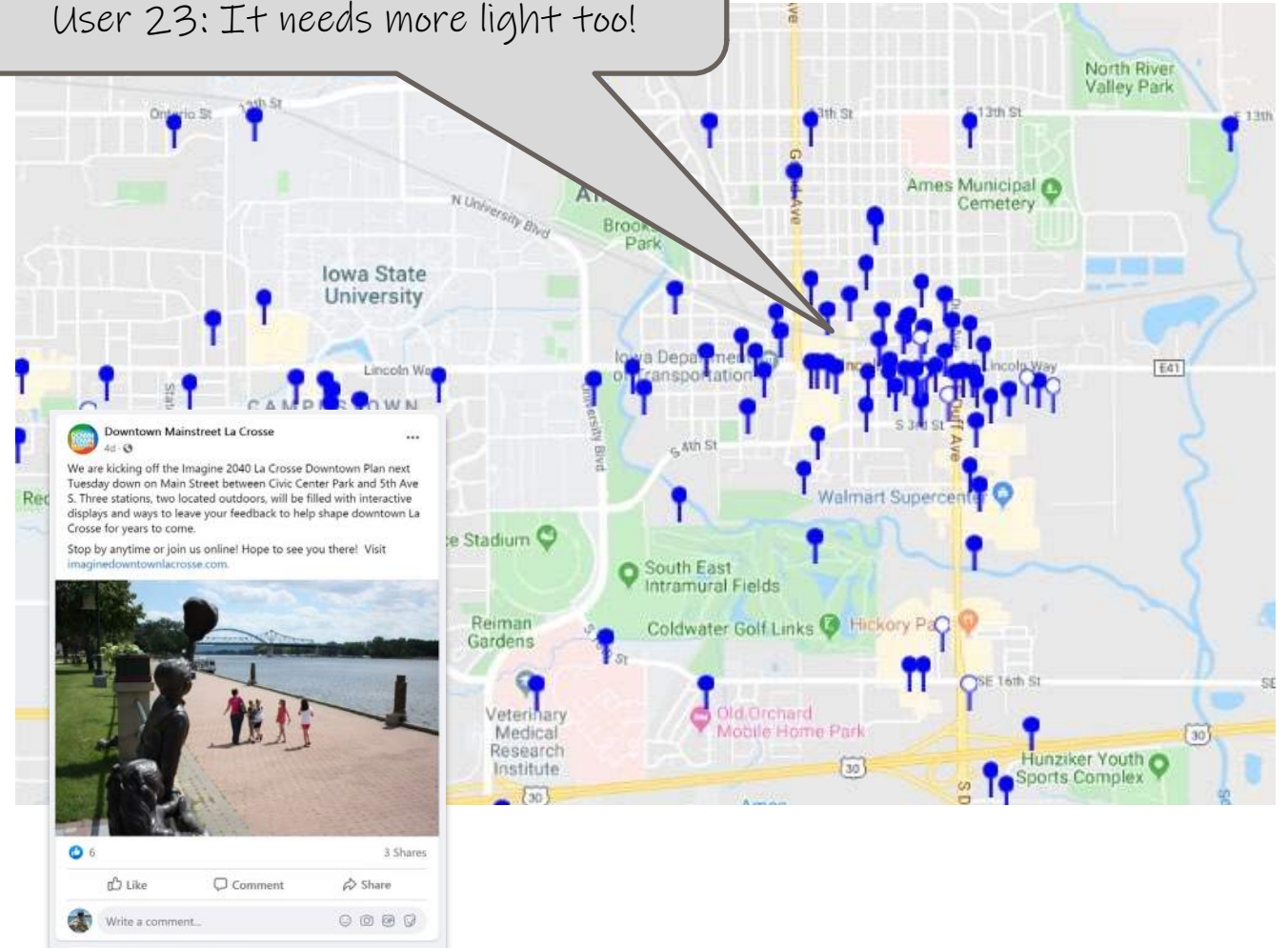
Engagement > Interception Strategies



Engagement > Remote Engagement



User 12: This alley needs art!
User 37: I love this idea!
User 23: It needs more light too!

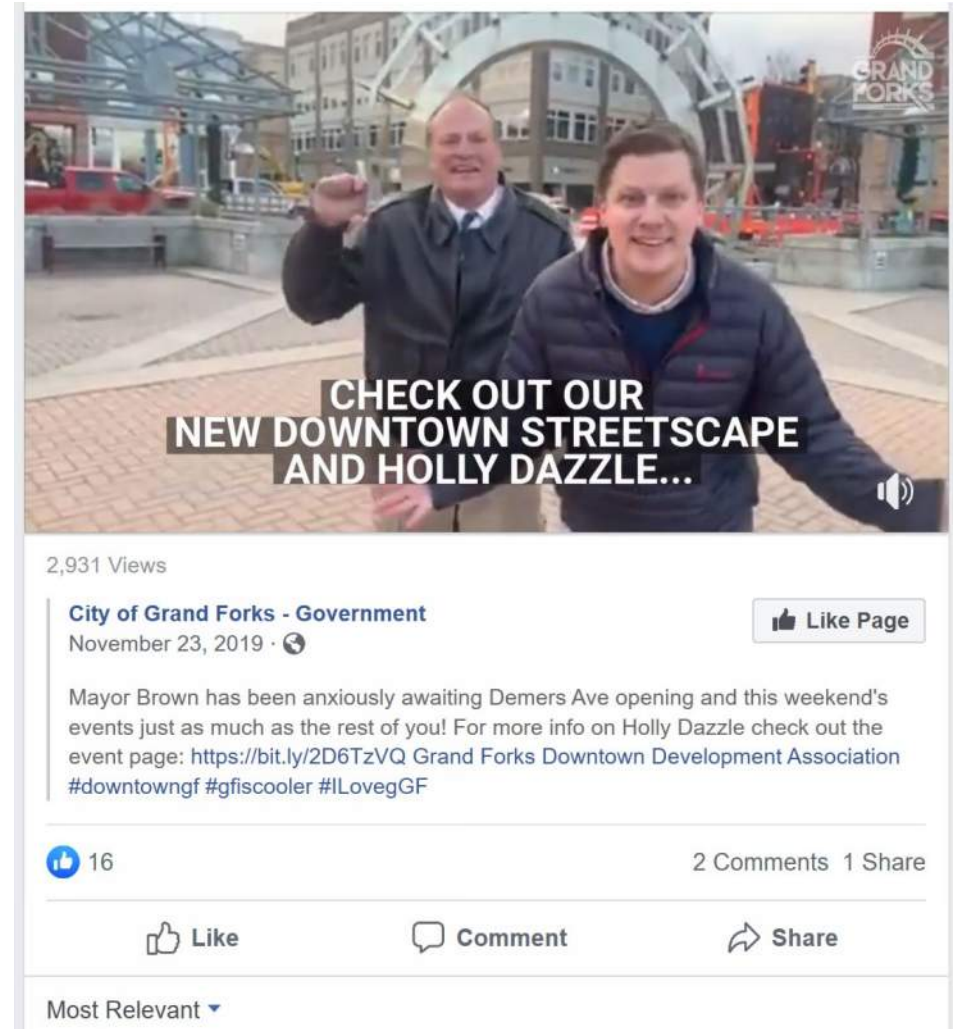


Video #1: Why are we planning?



Filming in September
About the area > Purpose > Ask for input

Video #2: What is being planned?





Who's missing from the process?

...



Who's missing from the process?

...







Implementation Workshop

- Establish Criteria
- Discuss Partnerships
- Preview Opinion of Probable Cost
- Proforma Review
- Review Cost/Benefit Analysis
- Discuss Phasing and Milestones
- Host Developers Panel Discussion

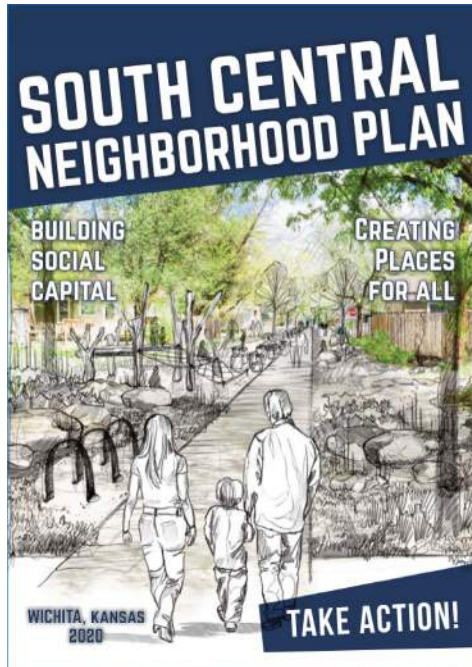
Engagement > Open House Gallery



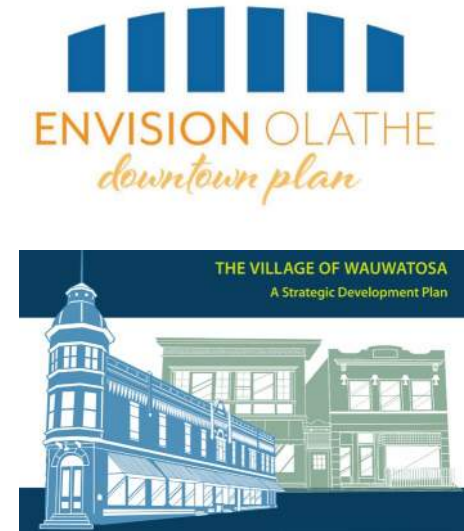
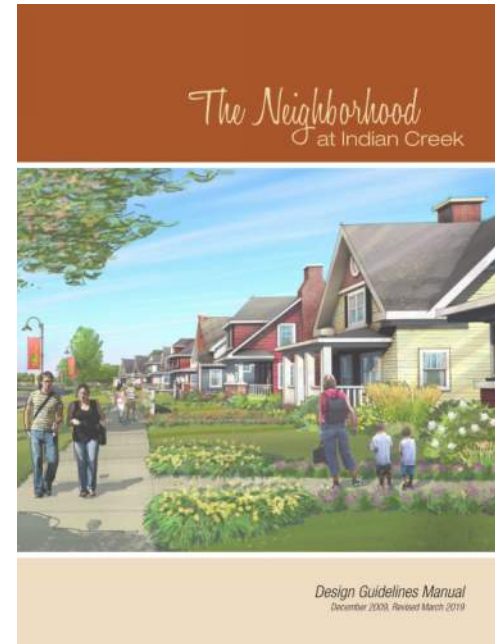
Engagement > Publication Design

Let the process inform the organization of the plan.

Tailor the publication to target users.



Big Ideas



More Technical





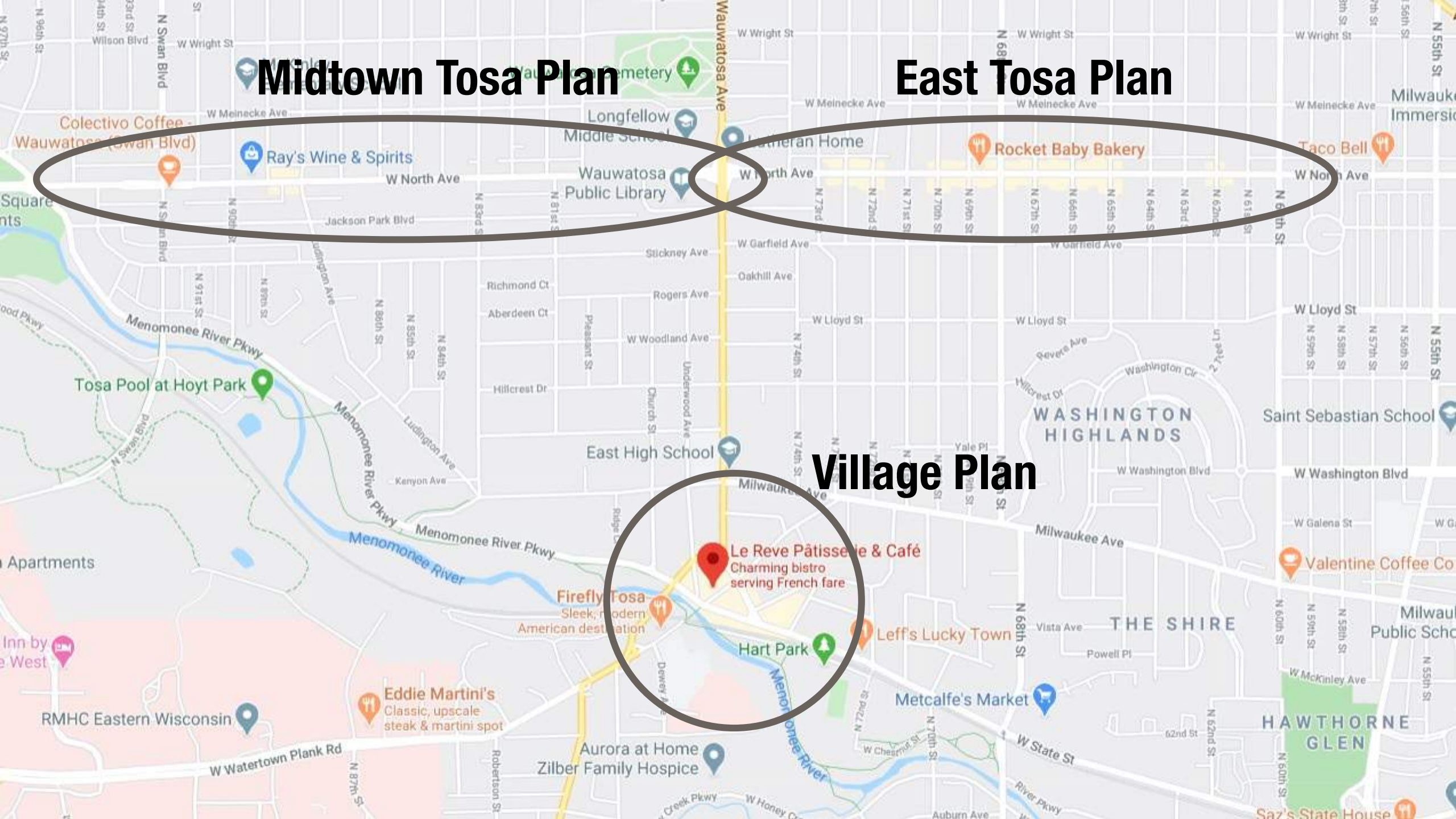
WAUWATOSA

- Market analysis to understand constraints
- Listening and gaining trust to resolve conflicts
- Establishing a shared future
- Identifying and “designing” critical first steps
- Showing the sequence of changes
- Communication and convening

Midtown Tosa Plan

East Tosa Plan

Village Plan

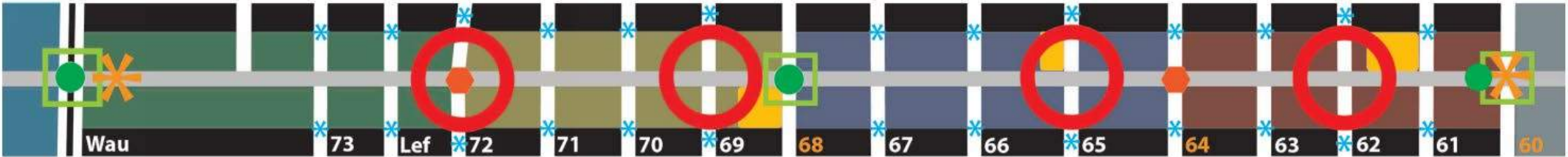


Wauwatosa > Process and Building Trust



Wauwatosa > North Avenue

Diagram



Plan



Detail



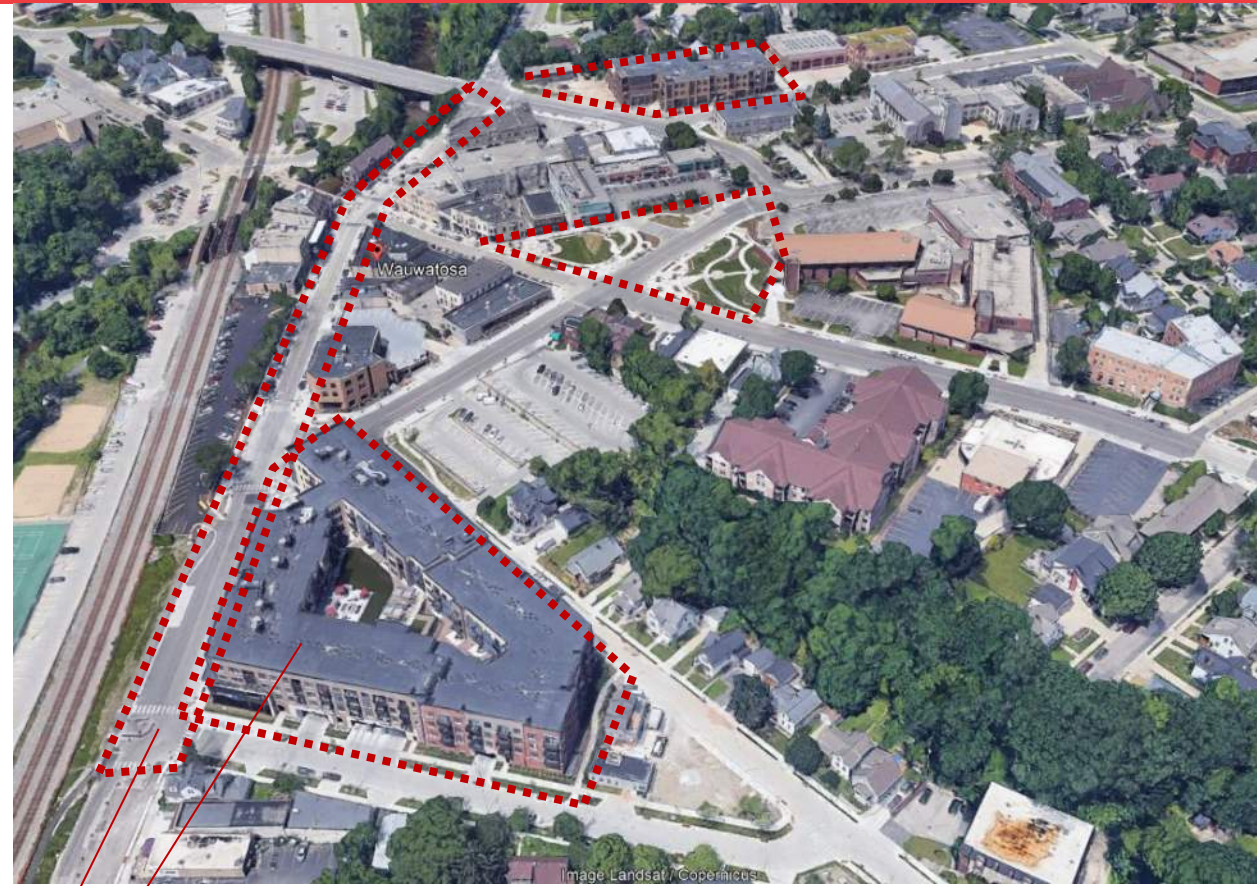
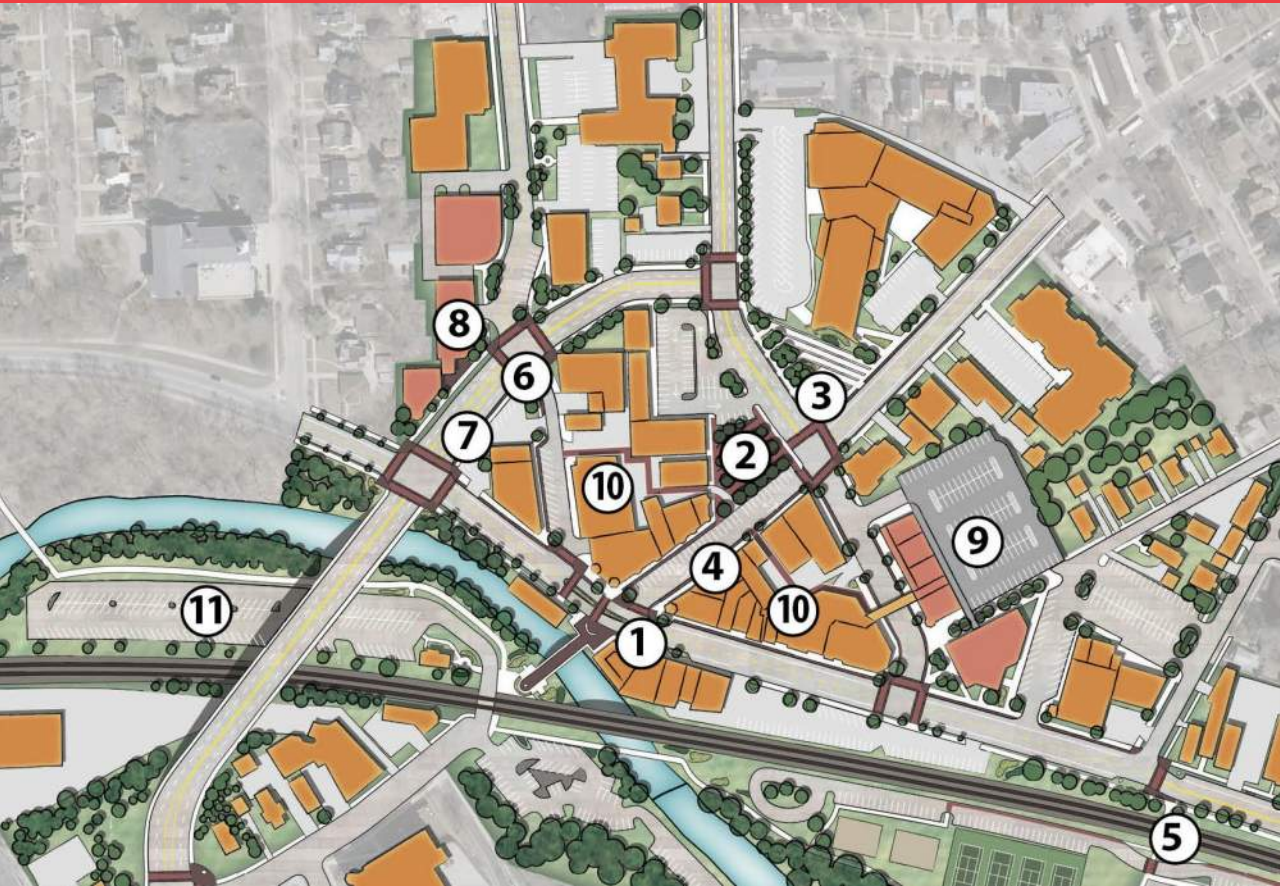
Reality



- Subdistricts
- Traffic signals
- Four-way stops
- District gateways
- Subdistrict centers
- Redesigned intersections
- Possible redevelopment
- North Ave Complete Street

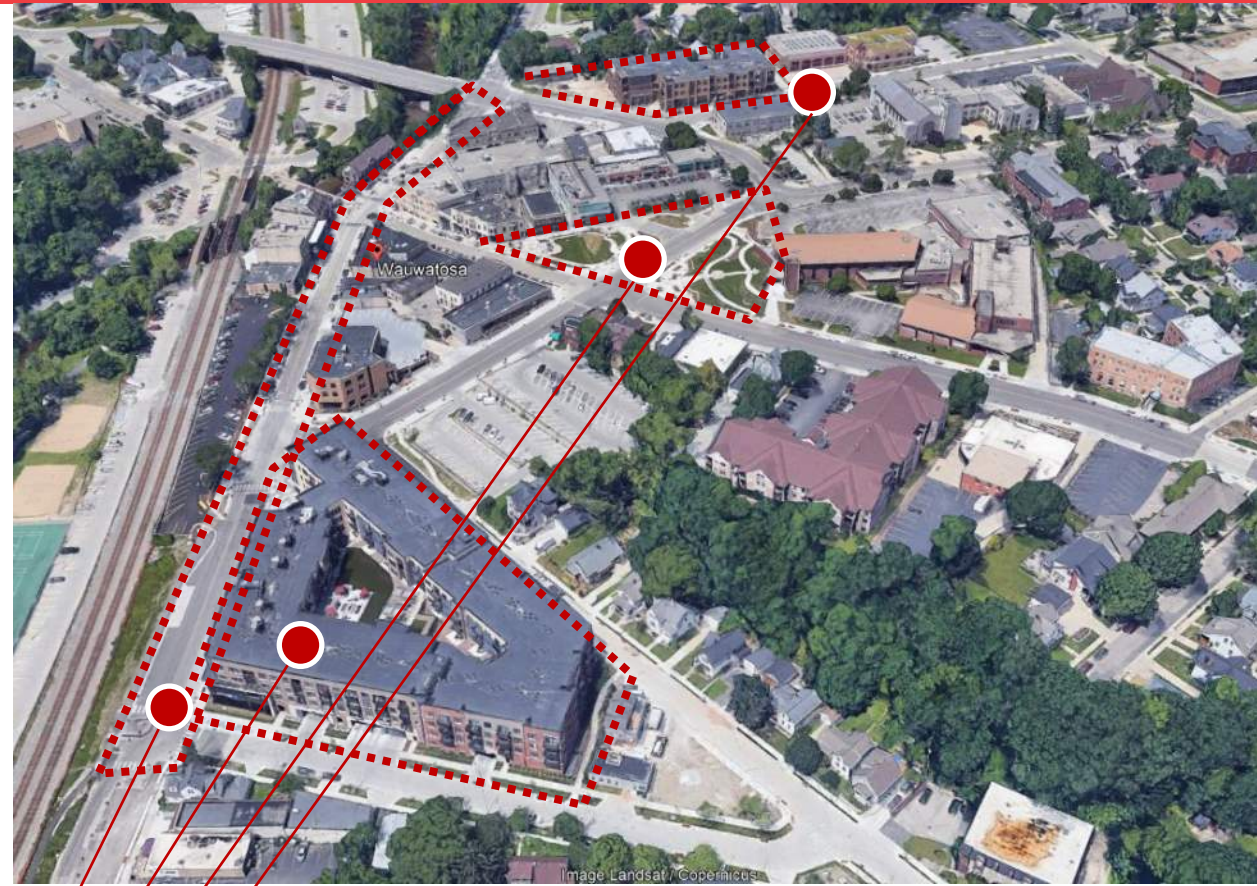
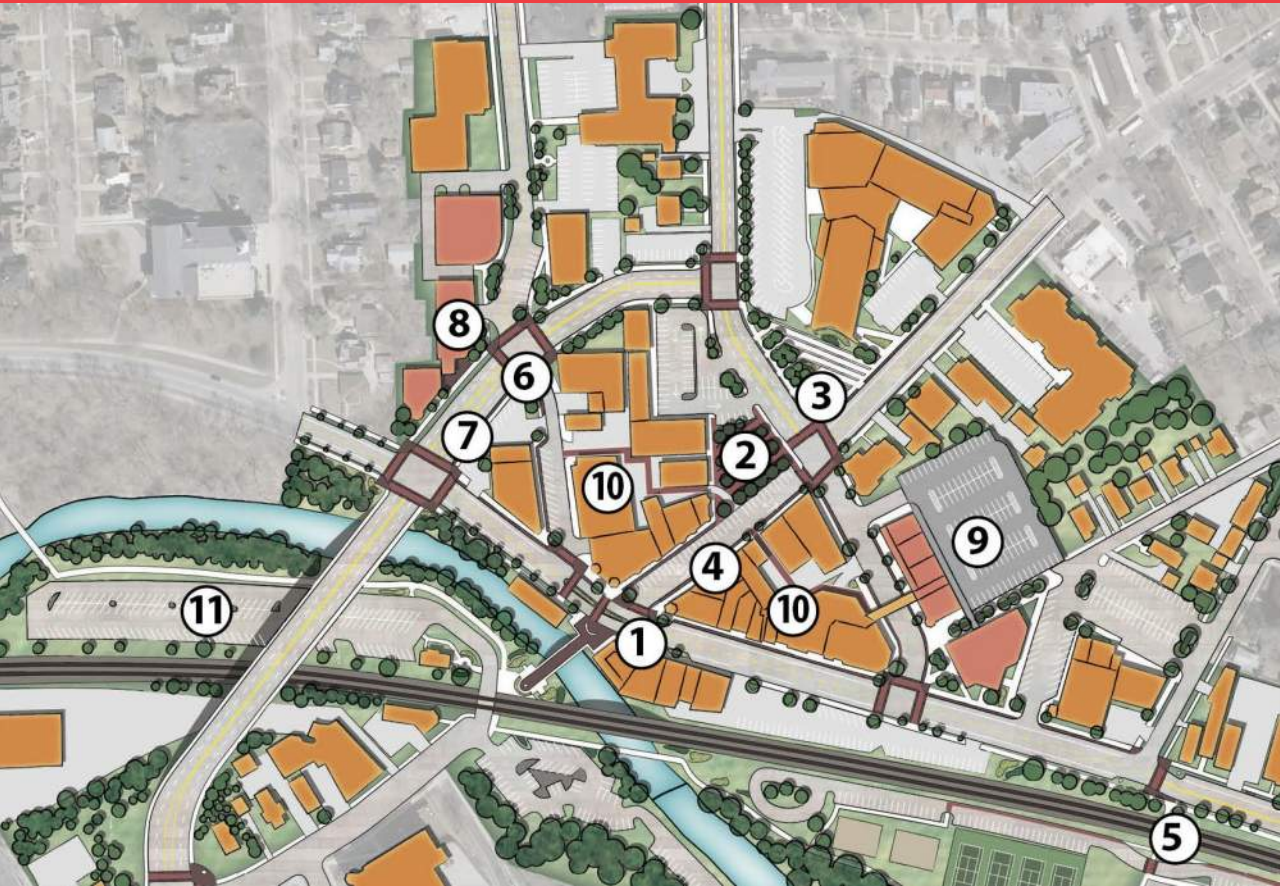


Wauwatosa > Village Downtown Neighborhood



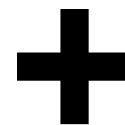
Street quality and safety
Mixed use redevelopment
Civic space
Circulation redesign and bikeability
Reuse of public property

Wauwatosa > Village Downtown Neighborhood Planned



Ingredients

Street quality and safety
Mixed use redevelopment
Civic space
Reuse of public property
Circulation redesign and bicycle access



Synergy to surrounding neighborhoods
Open, collaborative process engaging
local insight and experience

Wauwatosa > Village Downtown Neighborhood Implemented



Reuse of Public Property



Civic Space



Traffic pattern and bikeability



Mixed use redevelopment of underused site



Streetscape and safety