

# Introduction to A **NEW** Avenue

Joint Presentation by  
Town of Grand Chute,  
City of Appleton, and  
Outagamie County

July 24, 2024



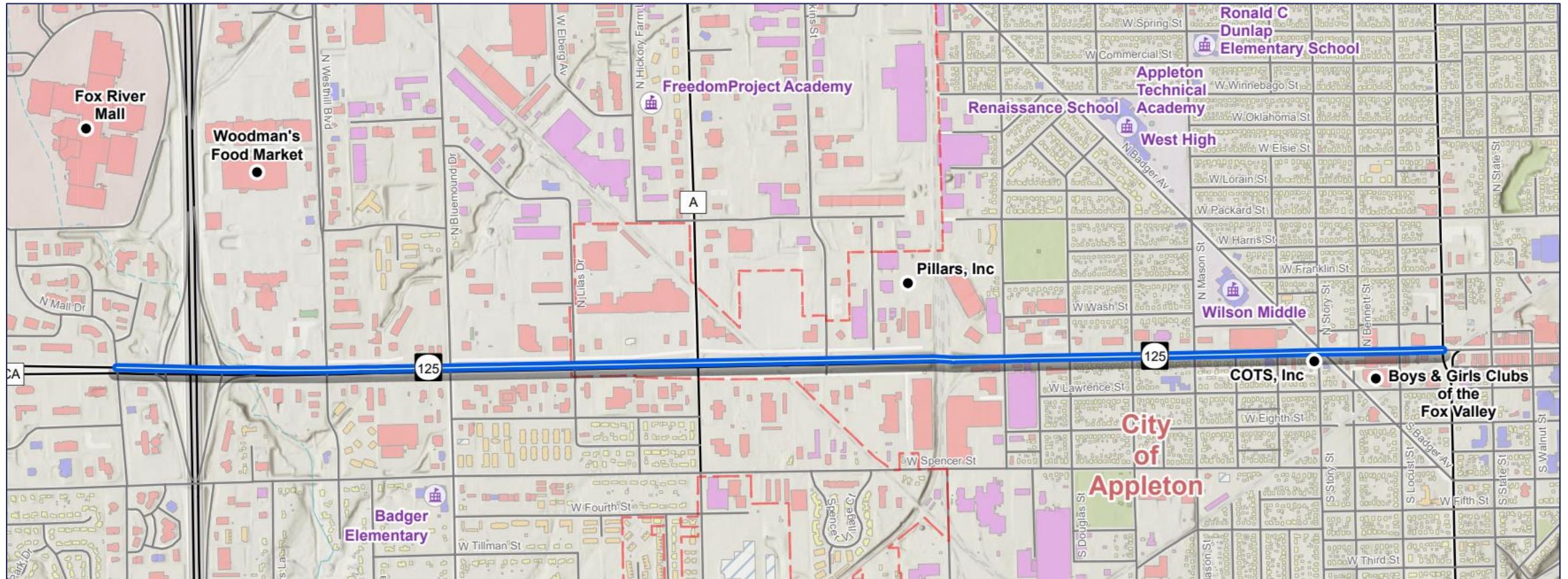
# **Project Kickoff: What's the Big Idea?**

# Establish a Vision for W College Avenue

- Received Grant from Smart Growth America (\$130,000)
- This grant is intended to reconnect communities impacted by divisive transportation infrastructure
- Funds will support development of a visionary plan for West College Avenue between Mall Drive and Richmond Street



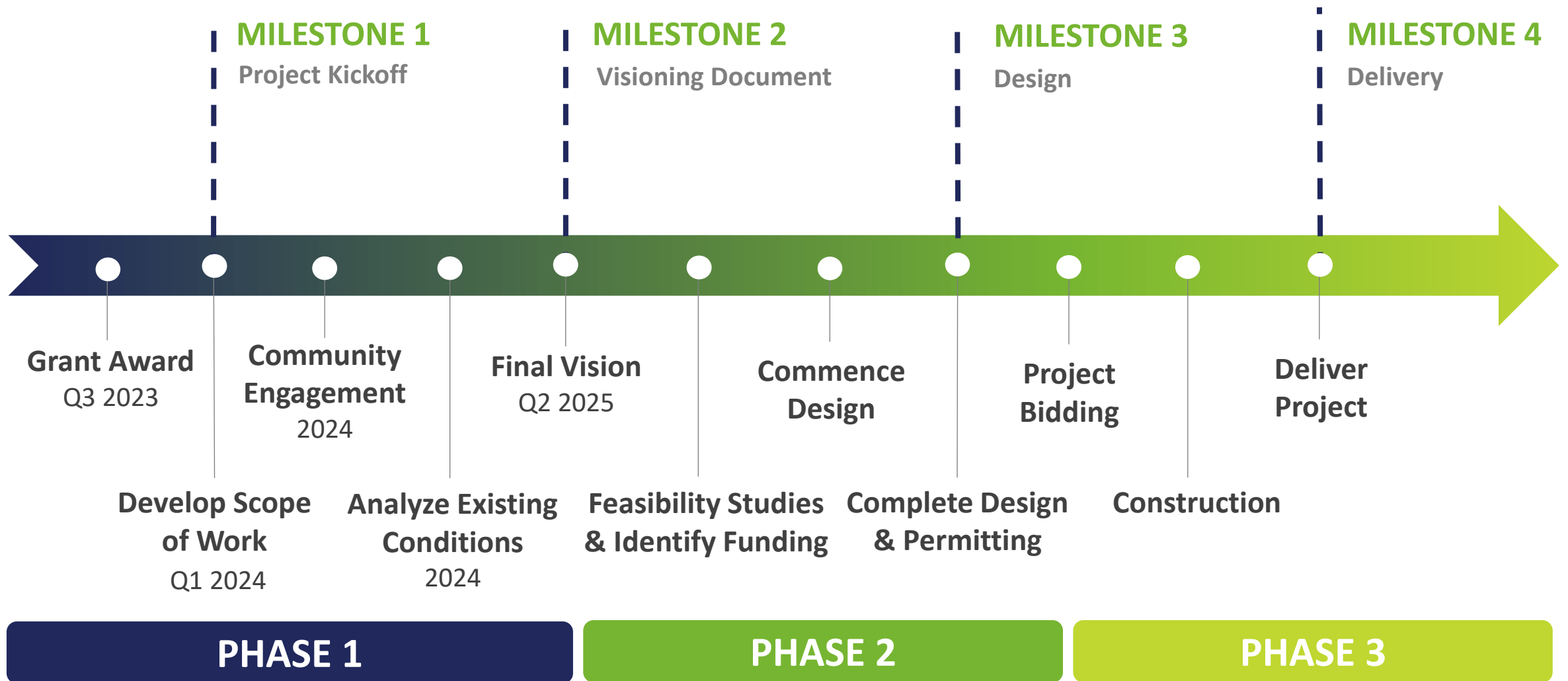
# West College Avenue: Mall Dr to Richmond St



# Project Coalition



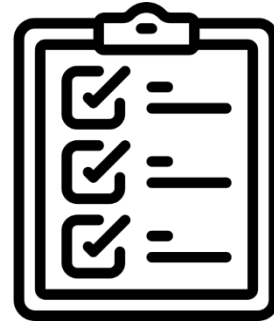
# Project Scope and Schedule



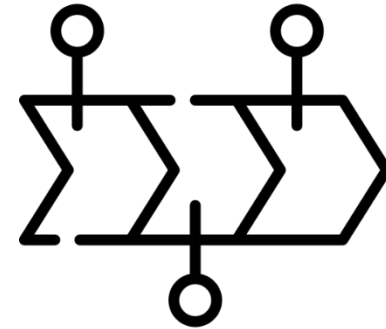
# Phase 1 Outcomes



**Establish a Shared,  
Community-Driven  
Vision**



**Create Action-  
Oriented  
Recommendations**



**Queue up Phase 2**

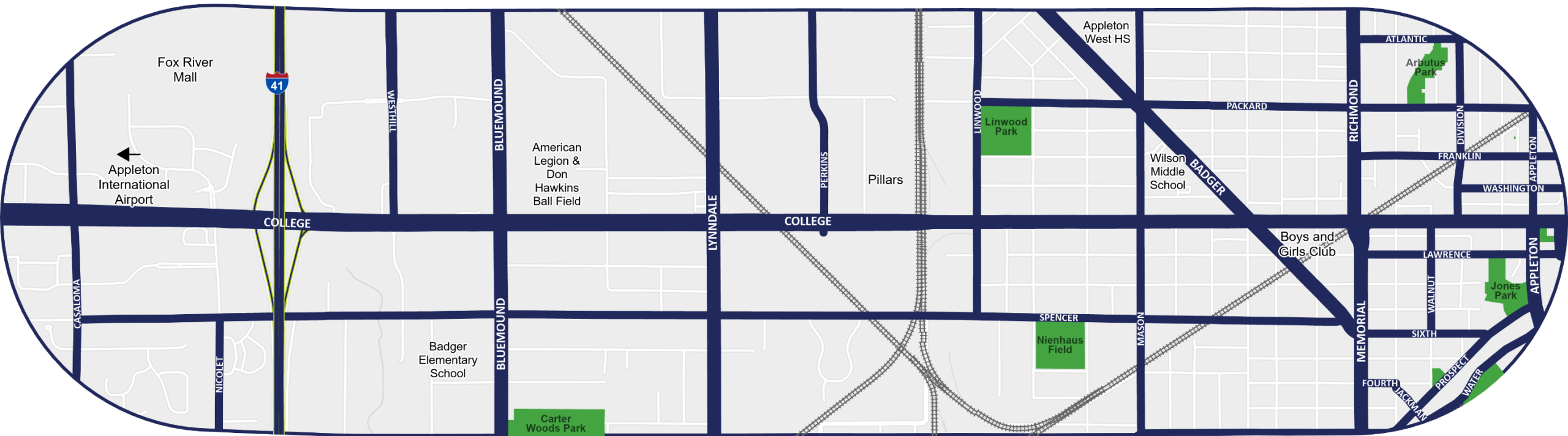
# Why now? We're ready.

- Corridor was studied by WisDOT in 2002 and 2019
- ECWRPC's Long Range Transportation and Land Use Plan & Comprehensive Safety Action Plan support action
- Municipal complete streets policies provide direction
- Multiple local plans recommend action:
  - Comprehensive Plans (Outagamie, Grand Chute, Appleton)
  - Bicycle and Pedestrian Plans (ECWRPC, Outagamie, Grand Chute, Appleton)
  - Valley Transit's Transit Development Plan
  - Appleton Area School District Safe Routes to School Action Plan



# Exploring the Project Area

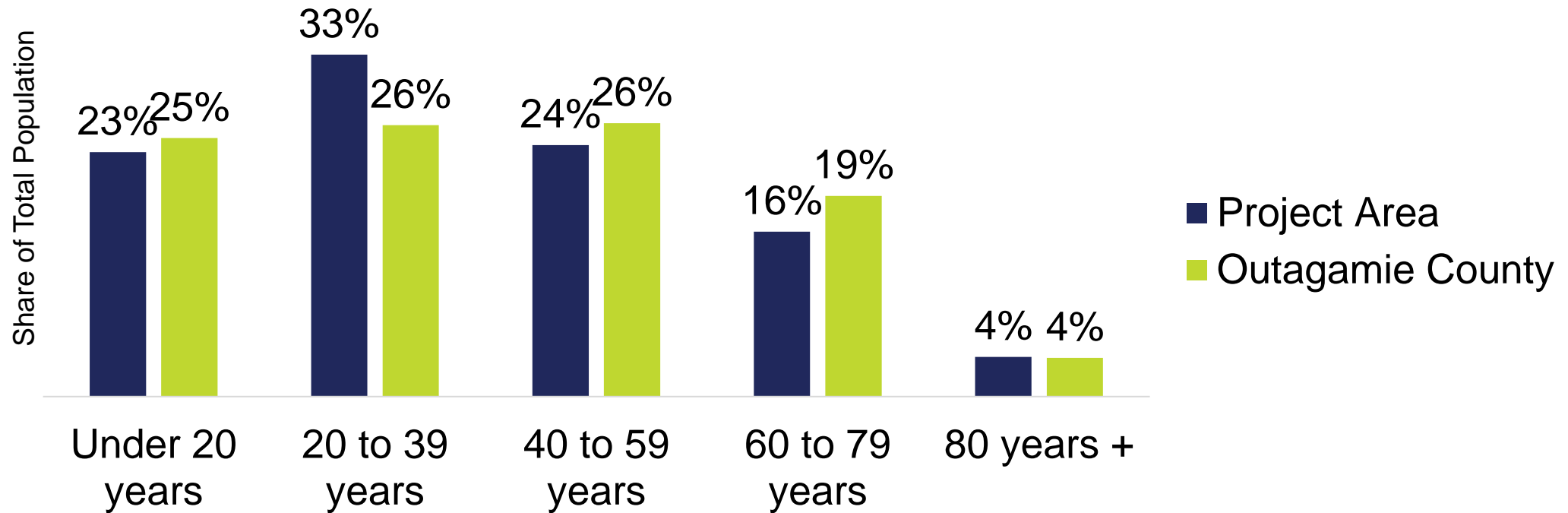
# Broader Project Area



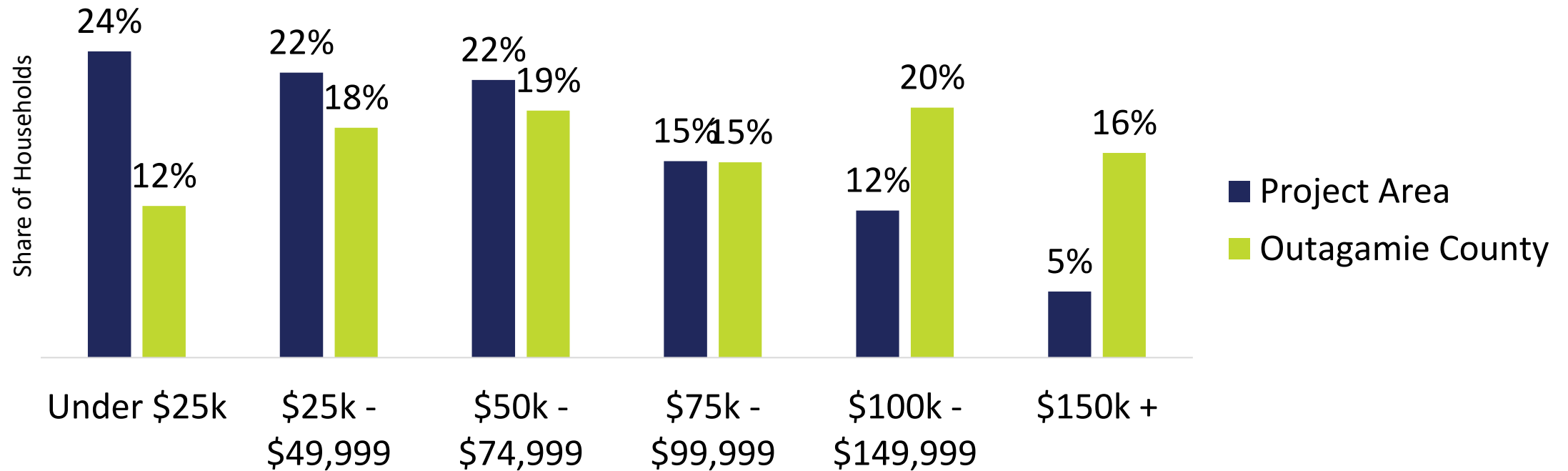
# Nearly 10,000 people live here.

- As of 2023, **9,487** people lived in the project area.
- This is **5%** of Outagamie County's total population.
- With so many people living here, it's important we ensure the area receives an appropriate level of investment so the existing community can thrive.

# People aged 20 to 39 make up 1/3 of the project area's total population.

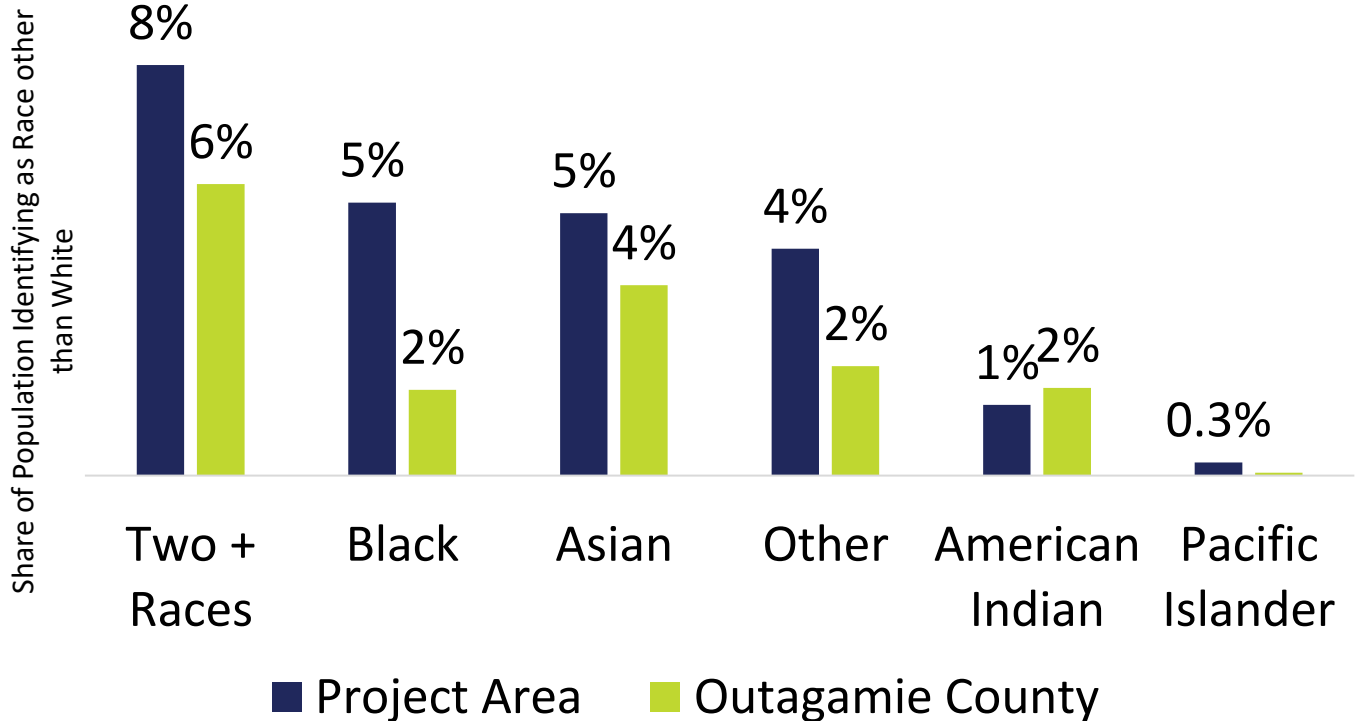


# The project area contains a larger share of lower-income households than the county overall.



# The project area is more racially diverse than the county overall.

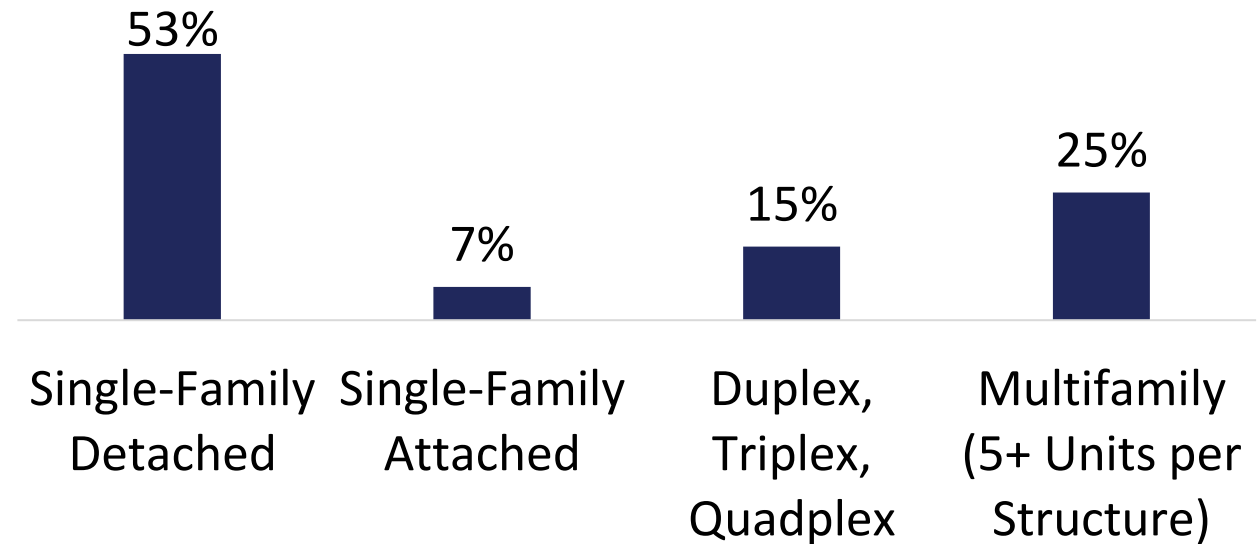
About **24%** of people living in the project area identify as a race other than White, compared to **15%** in Outagamie County overall.



Data Source: ESRI Business Analyst (2023).

# The project area contains over 4,500 housing units.

- 54% owner-occupied
- 45% renter-occupied
- 7% vacancy rate



# The project area contains 1,088 businesses.

Industries with greatest number of businesses in the project area:

**Retail Trade**

**199**

businesses

18%

**Accommodations  
& Food Services**

**114**

businesses

10%

**Other Services**

**102**

businesses

9%

**Professional &  
Technical Services**

**101**

businesses

9%



# The project contains 23,350 jobs.

Top industries in terms of total employment:

**Professional &  
Technical Services**

**5,118**

jobs

**Retail Trade**

**3,657**

jobs

**Accommodation &  
Food Services**

**2,355**

jobs

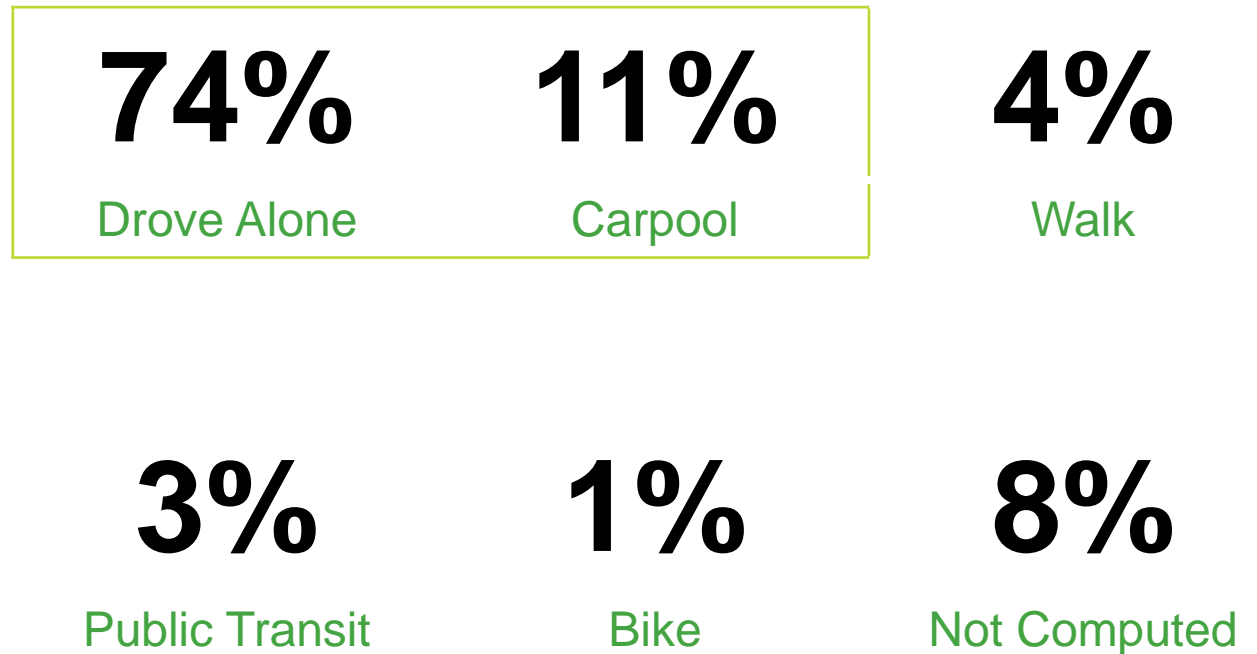
**Health Care &  
Social Assistance**

**2,322**

jobs

# Most people drive to work.

- An estimated **85%** people living in the project area drive or carpool to work.
- Walking is the next most common mode of transportation to work.



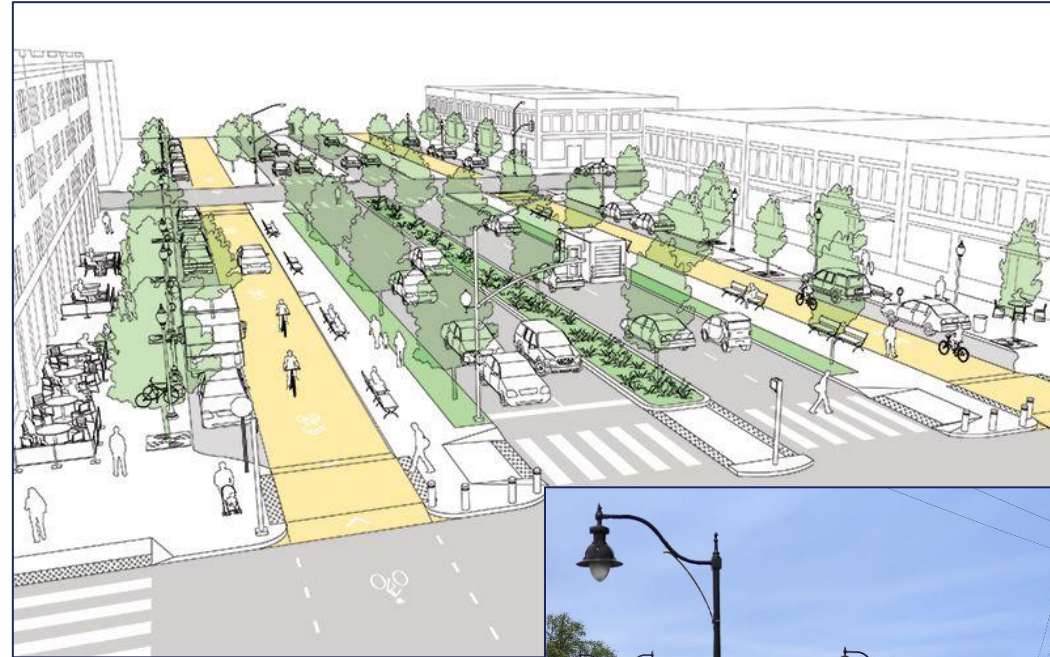
# Transportation Characteristics



# **Anticipated Success Stories: What Lies Ahead**

# Transportation Redevelopment

- Improved lane configuration to alleviate traffic congestion
- Enhanced access to businesses and cross streets
- Improved safety for all roadway users
- Better bicycle and pedestrian pathways



# Beautification & Streetscape Enhancements

- Improved identity with enhanced public spaces, attractive streetscapes, public art, and community amenities



# Optimize Land Use and Development

- Integrate mixed-use developments to create versatile spaces
- Repurpose vacant or underutilized urban parcels
- Create vibrant hubs of activity to support existing businesses and attract new businesses and talent
- Develop communities around public transit hubs
- Enable redevelopment with flexible zoning regulations



# Potential for Jurisdictional Transfer

- Potential jurisdictional transfer of STH 125 from WisDOT following reconstruction to empower local decision-making for community benefit.





# Livability & Quality of Life Improvements

- Higher living standards
- More recreational spaces
- Healthier community lifestyle
- Safer urban environment for residents and visitors



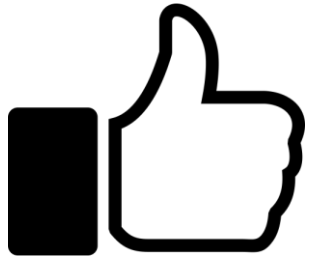
# Improved Gateway and Visitor Experience

- Welcoming entrances from the Airport, Appleton Downtown, and I-41
- Improve wayfinding for better access to local and regional destinations
- Create a positive first impression to entice visitors to stay longer – shop, eat, and recreate



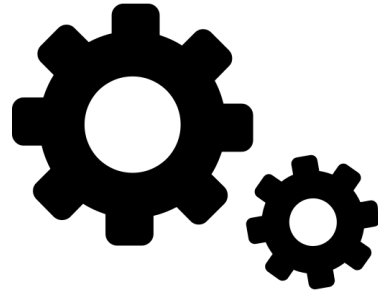
# **Decision-Makers' Role in Our Shared Success**

# Needs from Decision-Makers



## **POLITICAL SUPPORT**

Embrace a medium- to long-term vision for sustained progress.



## **COLLABORATIVE GOVERNANCE**

Foster inter-governmental partnerships to achieve shared outcomes.



## **FINANCIAL BACKING**

Actively seek grants and allocate local funding to support our initiatives.



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