

A Community Vision

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In 2006 the City of Appleton completed a visioning process meant to assess resident and business perceptions of the City, identify issues and concerns, and build consensus around a vision to guide the City's comprehensive planning process. The effort led to adoption of the following community vision:

Appleton is the Heart of the Fox Valley. It is a vibrant, successful and highly regarded place, providing its citizens with an enviable quality of life including...

... safe and attractive neighborhoods with historic and newer homes, in a variety of styles, for owners and renters at all income levels and stages of life,

... a vibrant economy and a thriving downtown, providing diverse career opportunities in expanding economic sectors,

... exceptional cultural resources and local and regional educational opportunities for life-long learning,

... a revitalized Fox River Corridor and expanded park, open space, and recreational offerings for community residents,

... convenient and efficient multi-modal transportation options including local roads and highways, a regional transit system, and an integrated system of bicycle and pedestrian paths,

... outstanding city services, public safety, and medical care, and

... an environment of cooperation with neighboring communities on issues of regional importance.

A full report of the visioning process is contained with the 2006 report entitled **A Community Vision for the City of Appleton, Wisconsin**, prepared by R.A. Smith National, Inc. The contents of that report are substantially contained within this chapter of the Comprehensive Plan.

The Visioning Process

This community visioning process was established to encourage City of Appleton residents to become involved in the early stages of the City's Comprehensive Plan update. While focused on providing the public an opportunity to raise issues and concerns, this process has allowed the public, elected officials, and community groups to be a part of the planning process, share knowledge, and gain information about how the planning process will continue.

The project team for the community visioning process consisted of City staff members from several departments and a consultant team from R.A. Smith National, Inc., composed of planners and public participation specialists. The staff and consultant team guided the process, provided expertise, and ensured compliance with all applicable regulations.

The City of Appleton hosted three neighborhood workshops in different geographic areas of the city. These areas included the south (south of the Fox River), central (from the Fox River north to Highway OO), and north (north of Highway OO) parts of Appleton. The first neighborhood meeting was held at Madison Middle School on August 15, 2006. Eight people participated in this meeting. The second neighborhood meeting was held at Einstein Middle School on August 29, 2006. Twenty-three people attended this meeting. The final neighborhood meeting was held at Roosevelt Middle School on September 12, 2006. Twenty-four people attended the Central City meeting.

The meetings followed a workshop format, where facilitators provided an introduction and background information about the planning process, and explained the technique to be used during the meeting. The meetings



utilized a LAND (Liabilities, Assets, Needs, and Dreams) analysis to draw forth community input. The purpose of the LAND analysis was to provide the project team a mechanism to gain an understanding of the public's current view of Appleton (liabilities and assets) and what the public would like to see for Appleton's future (needs and dreams).

Attendees were divided into groups of six to ten people. Each group used aerial photographs and city street maps as resources for the LAND analysis. Participants were asked to use different colored markers and adhesive dots to identify liabilities, assets, needs and dreams. Each group was then asked to identify approximately ten to twelve of their most important issues, regardless of which category into which they may have fallen. At the conclusion of the small group sessions, all of the participants came together again to report back on their individual group's most important issues.

The LAND analysis was conducted and findings were recorded throughout the analysis for all three workshops. There was considerable agreement among different groups and in different parts of the city, concerning the assets of the community and the liabilities and challenges that face Appleton. Similarly, there was general agreement on the needs, dreams and vision of where Appleton should be heading.

There was strong agreement amongst workshop participants over the assets and values within Appleton. Appleton has a unique blend of educational and cultural amenities, safe neighborhoods, abundant natural resources and proximity to major regional attractions that contribute to the sense of place and quality of life that Appleton residents enjoy. An analysis of the public comments reveals the public's desire that these qualities be maintained and enhanced as the community continues to grow. The following is a summary of the most frequently identified assets by category.

Educational & Cultural Amenities

- Fox Cities Performing Arts Center
- Lawrence University
- Appleton Children's Museum
- Public and private school systems
- Fox Valley Technical College
- YMCA
- downtown farmer's market
- parades and festivals
- Appleton Public Library

Community Character

- infrastructure of compassionate care
- public outreach programs (Thompson Center, Harbor House, shelters, Habitat for Humanity)
- size and position of Appleton in comparison to other communities in the region
- community foundation
- quality of life
- civic-minded residents

Economic Development

- restaurants and entertainment facilities
- shopping
- downtown historic building facades

City Services

- community services & infrastructure
- medical facilities
- transit system
- bicycle path system
- police force
- smoking ban
- Outagamie County Regional Airport

Natural Resources & Open Space

- Fox River
- green space
- golf courses
- trail system
- park system
- sledding hills
- recreation programs
- outdoor hockey ice rinks

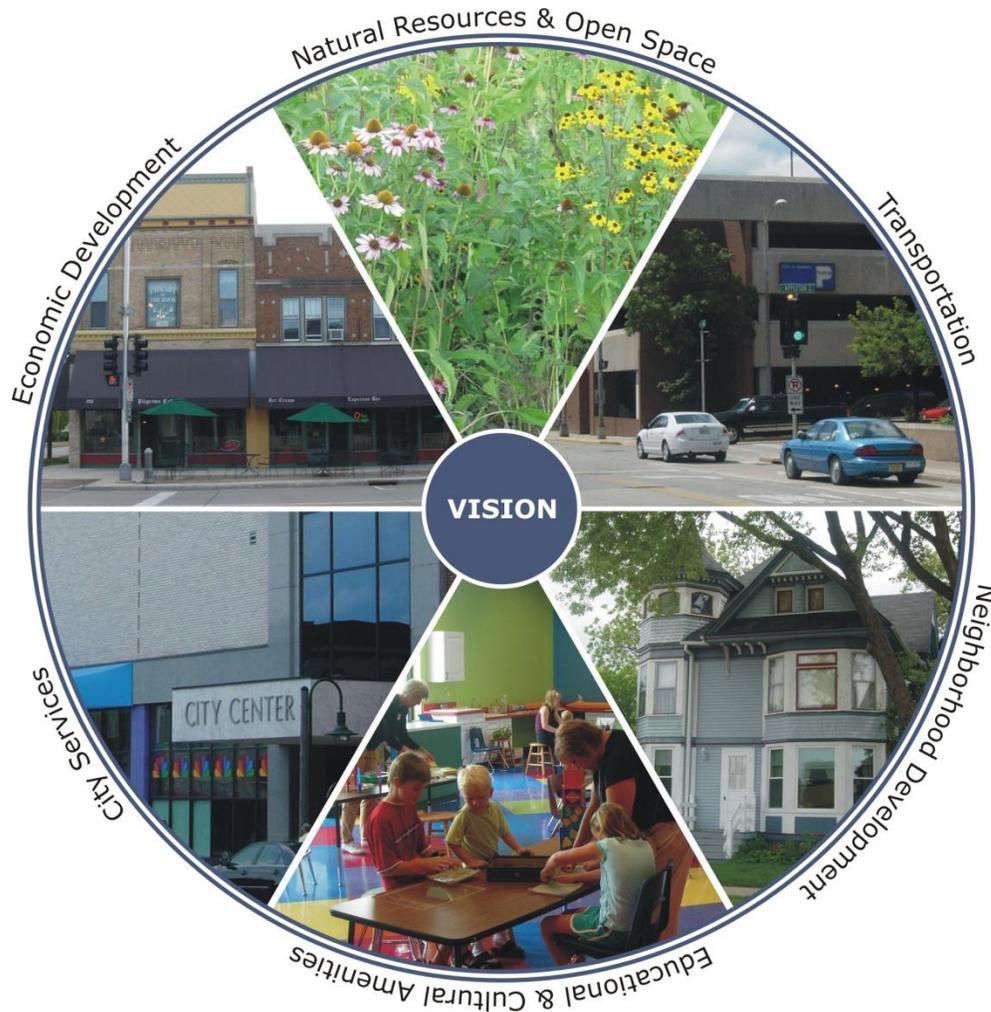
Neighborhood Development

- housing affordability



A Community Vision

The “needs” and “dreams” elements of the workshop were critical in offering the participants’ vision for the future of Appleton. Participants were encouraged to think broadly when considering ideas. As values were shared and ideas exchanged, the majority of participants’ comments fell into six different categories; economic development, natural resources & open space, transportation, city services, educational & cultural amenities and neighborhood development. The representation of key issues and challenges in these categories is integral to goal-setting and achieving the community’s shared vision of Appleton’s future.



Educational & Cultural Amenities

The prevailing outlook on educational and cultural amenities within Appleton is outstanding. Residents have a strong desire that the quality educational and cultural amenities serving the community be maintained and enhanced as the community grows. There appears to be great satisfaction with the current K-12 educational system as well as higher education establishments in the City and region. Residents look for the equitable treatment of all schools to ensure that all facilities fairly meet student needs. In addition, participants envision that long term planning for schools should coordinate with the planning and growth of the City to ensure that a quality education can consistently be obtained by all residents, leading to an educated workforce that meets the demands of a growing economy.

Natural Resources & Open Space

Workshop participants view natural resources and open spaces as important community characteristics and would like to see these areas preservation and enhanced. The Fox River is an important feature to Appleton. Residents overwhelmingly agree that the riverfront should be enhanced and utilized more, with improved access and linkages to the shore. Residents value Appleton's park system and envision all areas of the city having good access to recreational facilities. Participants expect recreational facilities to be improved and expanded to meet Appleton's growing demand.

Transportation

Participants envision a community less dependent on automobiles, with increased pedestrian and bicycle trails providing safe and efficient cross-city and regional access. There is also support for better utilization of public transit both locally and regionally. The existing street and highway network could benefit from improvements to meet increasing traffic demands. Traffic speeds, air and noise pollution, and the loss of livability that results from in-creased traffic should be addressed as the community grows. This will be a regional effort.

Neighborhood Development

There is strong agreement amongst participants regarding the need to revitalize the down-town and to maintain or restore the vitality of existing neighborhoods, along with the housing located in them. Participants supported housing rehabilitation and assistance for residents with financial need. Appropriate development standards and active code enforcement are encouraged and viewed as important to thriving, successful neighborhoods. The participants look to aggressive tree planting programs and home maintenance policies to assist in successful neighborhood development.

City Services

Participants strongly support investment in public services to meet current and future needs. Public safety coverage should meet Appleton's current and growing demand to maintain the relatively safe environment enjoyed by the community. Intergovernmental cooperation is encouraged to ensure that Appleton and its neighboring communities benefit from sensible borders, energy efficient policies, effective service provision, and resource management. Medical facilities are viewed as important assets. New medical technology and disciplines should be encouraged and will be welcomed in the community.

Economic Development

Participants envision an economically healthy Appleton, with a variety of businesses offering high-quality employment opportunities. Encouraging mixed-use development and redevelopment in the central area, a new convention center facility, investment in existing community businesses, and support for entrepreneurial efforts are viewed as ways to spur future economic prosperity. Design standards for buildings and landscaping are seen as a means to secure an attractive commercial environment. Appleton's downtown is viewed as a real asset to the community. Participants strongly agree that downtown revitalization efforts should continue and policies to make the downtown business area an easily-accessed, aesthetically pleasing, and economically successful destination should be encouraged.

Community Survey Results

The City of Appleton conducted a survey to gather information from residents in order to help establish a community vision and plan for future growth and development. The survey questionnaire was designed by City of Appleton's Department of Community Development, R.A. Smith & Associates, Inc. and the Center for Fiscal and Economic Research at the University of Wisconsin – Whitewater. The survey was conducted by mail between September and November of 2006. Surveys were mailed to a random sample of 1,864 residents of Appleton, and 482 completed surveys were returned. This yielded a response rate of 26%.



The results of the survey are reported in detail in a report from the University of Wisconsin – Whitewater's Center for Fiscal and Economic Research, entitled City of Appleton Comprehensive Plan Survey.

The survey results include both the aggregate community opinion on individual questions, and variations in responses to specific questions based on demographic characteristics such as age or tenure. All of the questions are summarized according to their level of support as opposed to their level of opposition. Results presented here are associated with elements which will be included (by statute) in the City's Comprehensive Plan.

Housing

Appleton residents tend to perceive a need for more single-family homes, and support the expansion of affordable housing, elderly housing, and housing for the disabled. However, respondents are adverse to the provision of more condominiums and rental housing.

The survey respondents support in-fill development within existing neighborhoods. Intriguingly, they indicated a lack of support for residential development downtown. This calls for speculation, as the result is very different from input received during the neighborhood meetings, and from public input sessions held during the planning process for updating the Downtown Plan. It seems likely that survey respondents interpreted "downtown" very narrowly to mean College Avenue, and did not consider areas long targeted for development on the blocks north and south of College Avenue.

While all areas of residence show a moderate level of agreement with the statement that pro-grams are needed to help low and moderate income residents repair or remodel homes, respondents living south of Fox River are found to be the most likely to disagree with this idea.

There is a positive correlation between age (not including the highest age class of "75 and older") and the level of agreement with the statement that more rental housing is needed. As respondents' age increases so does their level of agreement with the statement.

Quality of Life

Residents of Appleton are generally satisfied with the community and the services it provides. There is strong satisfaction with medical care (both medical care and emergency services), shopping opportunities, recycling and trash collection, library services, and snow removal. In terms of dissatisfaction, there is a strong level in regards to property taxes. There are mixed responses to satisfaction with lake and river water quality.

Those living north of the Fox River and south of Highway OO are twice as likely to show dissatisfaction toward the crime rate and safety in Appleton.

Although more respondents express satisfaction toward employment opportunities than not, the frequency of "satisfactory" responses from those living north of Fox River and south of Highway OO is significantly lower than in the center of the community. Respondents working "elsewhere" in Appleton are more likely to be satisfied with the cost of living. Those working outside the City of Appleton express the strongest level of dissatisfaction with the employment opportunities in Appleton.

While the overall opinion of land use planning appears indifferent, those whose tenure in the community is greater than ten years are more likely to appear dissatisfied than those who have lived in the community ten years or less.

Respondents with the lowest levels of education are the most dissatisfied with the cost of living in Appleton.

Nearly fifty percent of people who have lived in the community over thirty years indicated that they believe conditions in the downtown business district have declined. (It should also be noted that this category of tenure was the only class of tenure in which more respondents marked "declined" than "improved.")

Those with a highest level of education feel more strongly than other respondents that police and fire protection have improved. Those residents whose tenure is 3 to 5 years are more likely to believe that police and fire protection have declined in the last 5 to 10 years. Residents working downtown were the most likely to believe that police and fire protection has improved.



Economy

In regards to the general business climate, there is a strong level of satisfaction and a lack of overall dissatisfaction with the types of services available in Appleton. This is especially noted in banking and financial services, and medical services. The area with the strongest level of dissatisfaction is with industrial or manufacturing businesses, although the neutral responses may imply a lack of interaction with the sector. This lack of interaction may also exist with office and service businesses and technology-related businesses.

Respondents aged 45 to 54 years are more likely to be satisfied with professional services (legal, accounting, etc.), while those aged 18 to 29 are more likely to appear unsatisfied with the entertainment businesses in Appleton.

In regards to future desires and expectations, several questions were asked regarding the retention, attraction, and encouragement of businesses in the community. There are mixed responses to the issue of employment opportunities, however, respondents feel that it is important for the City of Appleton to retain, attract and encourage business. All levels of education showed strong levels of agreement with the statement that it is important for the City of Appleton to encourage entrepreneurs and new business. Those with a bachelor's degree either agree or strongly agree in the largest portions.

Retail

The strong delineation of purchasing patterns among respondents was a striking feature of the survey results. It appears that there is a clustering of retail establishments in certain product lines, in parts of the City. For example, the West College Avenue neighborhood features furniture stores, while hardware and lawn and garden stores populate the East Calumet area. The Fox River Mall is a popular destination for many categories of shopping goods, but there are other strong nodes throughout the community.

Almost forty percent of grocery shopping in the East Calumet area is done by people who have lived in the community for over 30 years. Respondents residing north of Highway OO appear very loyal to the East Calumet area for almost all their personal needs. While, overall, the East Calumet area is more likely to be shopped by community residents for hardware needs, newer residents are more likely to utilize Wisconsin Avenue for this purpose.

Those living north of the Fox River and south of Highway OO are more likely than people in the central part of the city to utilize West College Avenue for lawn and gardening needs.

Transportation

A series of statements were proposed to the respondents regarding various transportation services, issues and proposals. Responses indicate that services other than conventional automobile transportation are seldom or never used. Only a minority of residents use down-town parking ramps on a regular basis. Those with an education of a high school or 2-year college degree are less likely to use downtown parking ramps. The category of ages 30 to 44 is the only category in which responses of "often" or "regularly" are found for use of park and ride lots.

Community residents favor expansion of roads to meet transportation needs. Almost two-thirds of respondents agreed that more roads are needed to accommodate growth, although there is mixed response to the idea of widening current roads. An additional area of support involves expansion of bicycling lanes and walking and bicycling paths. Those with either a bachelor's or an advanced degree are more likely to agree with the statement that more on-street bicycle lanes, and walking and bicycling paths are needed. As respondents' age increases, their level of agreement decreases. Finally, respondents are in agreement with the statement that streets are well maintained and that downtown parking is adequate.

Natural Resources

The final section of the survey looked at a variety of issues impacting the quality of natural resources in the community. Consistent with earlier answers, the respondents wished for more protection of the Fox River and additional walking and bicycling paths. Younger residents tended to favor additional walking and bicycling paths to a greater degree than older residents. People with higher levels of education express the most desire for more walking and bicycling paths.



Residents supported more performing and visual arts, and additional parks and open space. Those between the ages of 18 and 44 are more likely to support additional parks and open space. Outside of a small bi-modal response in regards to the performing and visual arts, there is little support for fewer services in these areas. Respondents within the oldest age grouping were the least supportive of performing arts.

Neighborhood Meetings

Throughout the visioning process, several meetings were held in a variety of formats to maximize opportunities for information exchange with the public.

Three neighborhood meetings or workshops were held in different geographic areas of the city, including south (south of the Fox River), north (north of Highway 00) and central (from Highway 00 to the Fox River) portions of the city. The format of the meetings was a work-shop where facilitators provided an introduction and background information about the process, and explained the analysis to be used during the meeting. A LAND (Liabilities, As-sets, Needs, and Dreams) analysis technique was used. Attendees were divided into groups of six to ten people, and each group used aerial photographs and city street maps as re-sources for the LAND analysis. The intent of the analysis was for the project team to gain an understanding of the public's current view of Appleton (Liabilities and Assets) and what the public would like to see for Appleton's future (Needs and Dreams).

South Neighborhood Meeting

The first neighborhood meeting was held at Madison Middle School on August 15, 2006. Eight people attended the meeting for the south side, including city staff and elected officials. The LAND analysis was conducted and findings were recorded throughout the analysis. The following is the list of findings from the meeting (edited for clarity and to remove duplicates only):

Liabilities

- intersection of Calumet and Highway 10 is a bottleneck with too heavy traffic
- deteriorating housing in central city is not good
- less than adequate staffing of police department to be pro-active in police watch
- increasing in diversity leads to an increased need for policing
- traffic along College Avenue
- retention pond maintenance
- not enough cross access points across Highway 10
- ability to cross Highway 441 from north to south is a problem
- Meadowgrove intersection is deficient – ratty housing
- fire protection exceeds four-minute standard at Meadowgrove intersection
- split jurisdiction means public safety coverage issues become more of an issue, especially with Highway 441 cutting through
- merchants haven't taken ownership in redevelopment efforts downtown and there needs improved infrastructure and green space
- Grand Chute entrance to downtown is an issue
- Wisconsin Avenue is in need of attention as the condition of business and buildings deteriorates
- Richmond and Packard north to Northland Avenue is bad for residential, bus and traffic, run down businesses
- Appleton West High School – parking and congestion needs to be resolved

Assets

- golfing areas
- trail system is second to none
- entertainment and restaurants



- Fox Cities Performing Arts Center
- parks
- general infrastructure
- city services
- medical facilities, several major hospitals serve community
- educational and university facilities
- shopping for groceries and big boxes
- Fox River
- infrastructure of compassionate care
- Thompson Center, Harbor House, Shelters, Habitat for Humanity, YMCA, public out-reach programs are huge, as is the food pantry
- water is good
- choirs, educational and cultural aspects, Lawrence University
- parades and annual community events like Art in the Park
- Lawrence University supports and offers events to public for free
- size and position of city in comparison to other communities

Needs

- restaurants and grocery stores
- more thorough riverfront plan
- north side needs grocery stores as well as daily service needs stores
- extend Highway 441 north beyond Highway 41
- need to clean up city boundaries on the south
- better downtown aesthetic
- need to utilize riverfront and link it to the city
- balance the need of using river and developing older uses
- taxpayer savings, intergovernmental agreements to serve more efficiently and save money
- more energy efficient solutions of city and need to investigate more energy efficient op-tions
- encourage bike traffic

Dreams

- non-motorized expansion of trails on south side
- convention center in downtown
- continue downtown development
- clean up jurisdictional lines
- surrounding communities need to have more comprehensive planning of the adjacent land uses
- air monitoring for south city
- improved air service
- more conducive environment to draw 20-30 year olds
- Richmond Terrace area would be one comprehensive re-developed area

North Neighborhood Meeting

The second neighborhood meeting was held at Einstein Middle School on August 29, 2006. Twenty-three people attended the northern neighborhood meeting, including city staff and elected officials. The LAND analysis was conducted and findings were recorded throughout the analysis. The following is the list of findings from the North City Neighborhood Meeting (edited for clarity and to remove duplicates only):

Liabilities

- Richmond Avenue aesthetics and access
- railroad safety
- dangerous, high traffic/speed intersections (Richmond/Highway 41, Calumet/Highway 441, College/Highway 441)
- train whistles
- cash stores and tattoo parlors
- speed limits should reflect pedestrian areas (schools)
- south to north on Oneida needs re-doing
- air quality around schools
- railroad crossing at College
- marking at College for a passing lane for parked cars
- Highway 441 and Highway 10 access is bad
- mark the bike trail with more signage
- bike route signage
- diversity, young, multi-family
- loss of farmers market at the arboretum
- parallel parking which replaced angled parking
- taxes too high
- paying for parking at library
- upkeep of Wisconsin Avenue
- no trees or shrubs on Richmond Avenue

Assets

- Lawrence University
- transit system
- green space
- riverfront and its potential for future redevelopment
- wonderful parks
- bus bike racks
- Lawrence University music program
- Children's Museum
- downtown farmer's market
- sledding hills
- medical community
- Fox Cities Performing Arts Center
- housing affordability
- school system
- University of Wisconsin Extension Center
- Fox Valley Technical College
- recreation department programs
- YMCA
- police force
- citizen academy conducted by police department
- Appleton Community Foundation
- quality of life, including cultural and educational facilities

Needs

- continuation of mixed development along riverfront
- implement river plan



- interconnected bike trails
- energy efficient policies and the changes necessary to accommodate
- safe, efficient cross city access for pedestrians and bicycles (pedestrian/bike paths)
- bike lanes; more focus on bikes
- city should encourage mixed use and more traditional development for economic development
- revisit zoning for more efficient land uses and to conserve green space
- youth social and recreational facilities/activities/programs/parks
- indoor swimming pool
- revisit drainage issues and policies concerning pond regulation and construction
- more intergovernmental cooperation, shared services and planning
- better aesthetics, landscaping, design standards and make them a high priority
- place an importance on green space preservation
- convention center
- water system
- connection from Wisconsin to Highway 441
- revitalization of neighborhoods
- refurbishing homes for people in need
- integrate commercial development into neighborhoods
- public information dissemination

Dreams

- clean up city border
- re-district the city for consistency
- grow and improve recreational facilities
- develop riverfront
- home-grown restaurants
- keep schools equitable
- cooperation with Grand Chute and other surrounding communities
- revitalize downtown
- fix up near north side along railroad right of way

A comment box was provided and written comments were received at the neighborhood meeting. The following comments were placed in the comment box:

- It would be a good service to have the Erb Park pool open in the morning from 6:00 to 8:00 for people who have routine work hours. Now, it is open only during noon hours and from 4:30 to 6:00 p.m. for adult lap swimming. A noon hour doesn't work out for most with regular jobs and my job doesn't end until 5:30 p.m. Please, please consider this.
- Lack of neighborhood parks in older parts of city (north of College Avenue, south of Wisconsin Avenue, west of downtown) is a negative
- Overhead utility lines on busy streets (Calumet, College, Richmond, downtown) is a negative feature
- New trees on boulevard, new retail designs on Richmond and Wisconsin, freshening up of downtown, parks & paths by river, open up river and roundabouts are positive features
- Neighborhood oriented community, trees, consider pedestrian in development, redevelopment, room to expand city, industrial parks and future regional mall are needed
- We are very lucky in Wisconsin and Appleton for the quality of life
- Auto oriented businesses (oil change, repair, used car, gas station) in residential and retail areas, not pedestrian friendly, billboards, big signs, clutter and parking lots are negative features
- Curvilinear streets, walkability, bike & pedestrian trails are positive features
- Appleton needs to refurbish older part of town and have more trees and landscaping
- I love Appleton, lots of potential for improvement, clean up older retail areas, strip malls and annex adjacent parts of Town of Menasha and clean up



Central Neighborhood Meeting

The final neighborhood meeting was held at Roosevelt Middle School on September 12, 2006. Twenty-four people attended this meeting for the central part of the community, including city staff and elected officials. The LAND analysis was conducted and findings were recorded throughout the analysis. The following is the list of findings from the Meeting (edited only for clarity and to remove duplicates):

Liabilities

- people ignore your right of way at Lawe Street and East South River when coming up-hill
- ugly entrances at old Kmart, car lots west to Highway 41 and Wisconsin Avenue west to Casaloma
- aesthetic issues under College Avenue bridge
- Motomart at Kensington Drive is dangerous
- vacant buildings not kept up near Packard
- traffic just east of Highway 441 and Calumet Street
- difficult to get around in a non-motorized capacity and lack of multiple modes of transportation
- confusing municipal borders
- unsafe areas, rentals, crime, shouting (west of Highway 47, north of College)
- industrial next to residential areas causes noise, complaints, busy intersection, trucks and traffic
- water bill increase, along with mistrust or mismanagement
- Highway 41 traffic is scary, buses and aggressive traffic
- traffic courtesy
- parking downtown
- detention pond by AAL (Thrivent)
- gateways to city look bad
- ugly major streets (Wisconsin Avenue, Richmond, College, back of jail, 200 block of N. State Street)
- suburban sprawl
- Soldiers Square
- Radisson Hotel streetscape
- Badger and Richmond intersection
- government encroachment on Jackman Street and Water Street

Assets

- outdoor hockey ice rinks
- Lawrence University
- library
- municipal golf course
- city's green spaces
- Fox Cities Performing Arts Center
- schools
- Fox Valley Tech and University of Wisconsin – Fox Valley
- YMCA
- smoking ban
- Children's Museum
- cultural amenities
- recreational amenities (golf, parks, sports camps, trails)
- unique area
- park system
- downtown restaurants
- civic-thinking people are involved, forward thinking, volunteering, people care
- quality of life
- medical care



- College Avenue bridge
- riverfront
- downtown building façades
- Fox River
- Outagamie County Regional Airport
- Valley Transit
- festivals
- downtown farmers market
- parades

Needs

- intergovernmental cooperation for planning, aesthetics
- aggressive urban tree replanting program, specifically hardwood species
- concentrate on re-development and discourage strip or greenfield development
- need for a policy and investment change to prevent further disinvestment and additional rentals
- need for additional, pro-active code enforcement
- maintain integrity of zoning to prevent 1-2 family conversions
- stick to street plans and don't cut up existing neighborhoods for through streets
- sign design standards in the downtown
- grocery store in the downtown
- long term planning for schools
- equal priority to old schools
- bike paths, trails, public transit
- Jewish deli
- open schools, churches for community "hanging out"

Dreams

- demand parks in outer areas of city and create parks closer to center
- developers made profit on outskirts as people move, left with center section in decay, dream is to revitalize center sections.
- preserve housing in inner city
- have a working trolley by Fox River with some businesses
- extend Tellulah and recreational assets
- revitalize downtown College Avenue
- efficient, easy to access off/on street trail system providing access to entire city
- speed limit control
- arena or major conference center
- riverfront
- neighborhood gardens
- would like to see Appleton as a leader in progressive policy
- smart water management
- access to river for boats and canoes
- better utilization of public transit
- Amtrak station with regional connections located downtown
- Jones Park built up with ice facility
- continuous riverwalk by clean river
- rental boats or excursion boats
- rehab locks on the Fox River
- value existing buildings and reuse, not tear down
- eliminate absentee landlords and irresponsible ones
- county and city government cooperating



- art cinema
- movie theater

A comment box was provided and written comments were received at the neighborhood meeting. The following comments were placed in the comment box:

- Rundown rentals or homes in the central city area (Superior Street) are negative features
- Too few bike lanes
- Cultural features near downtown (PAC, Lawrence, Harmony Café) are positive features
- The Fox River is a positive feature
- Appleton needs neighborhood gardens, grocery stores, greenspace, a Regional Transit Authority to include Oshkosh and Green Bay to help with commuting
- More ability to have outdoor beer gardens and restaurants (less restrictions)
- Urban blight is a negative feature, more and more businesses are leaving downtown, housing in downtown is turning to rentals
- Contractors have free reign to build as they want. Ordinances should encourage building in the city limits. Try to set up farm green areas around or in the city because if transportation costs rise, the city will need food. Slums and vacant buildings will center in the downtown area. If ordinances encourage building in the downtown areas, it will encourage people to stay. Transportation will move to bikes and walking as life becomes neighborhoods. The problem is that the cost of oil/transportation expenses will rise dramatically.