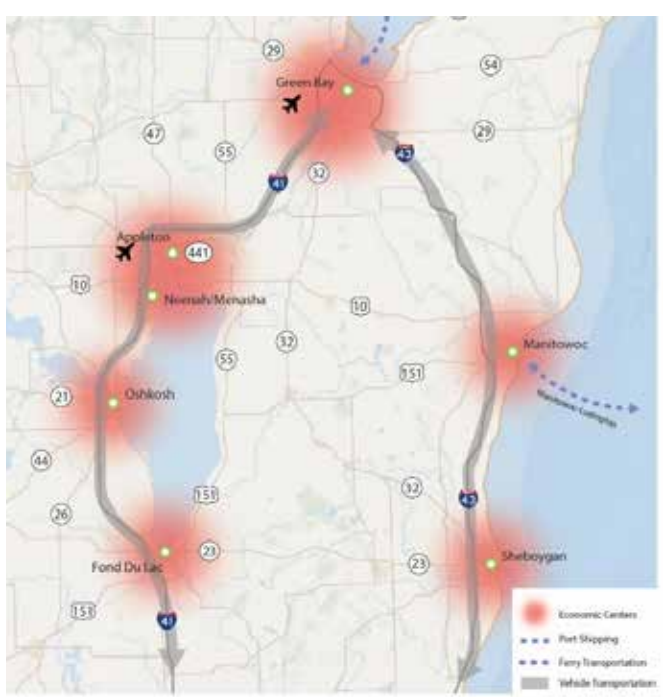


# 1) Introduction

In 1999, the Wisconsin legislature passed a highly structured piece of land use legislation known as the "Smart Growth Law". The statute (Wis. Stats. 66.1001) requires that after January 1, 2010, local general zoning ordinances; county, city, and village shoreland zoning ordinances; county and local subdivision ordinances; and local official mapping ordinances be consistent with an adopted comprehensive plan. The Appleton Comprehensive Plan 2010-2030 was adopted by the City on March 3, 2010. The Smart Growth Law requires that adopted comprehensive plans be updated no less than once every 10 years. This plan, adopted March 15, 2017, is an updated version of the plan adopted in 2010.

# 2) Background

Three historic communities shaped downtown Appleton early on - the villages of Lawesburg, Appleton, and Grand Chute.



Today, Appleton is a community of 73,737 residents located in the Fox River Valley of northeastern Wisconsin. With its location at the crossroads of US Interstate 41 and US Highway 10, Appleton is part of one of the fastest growing urban areas in the State of Wisconsin. According to the Wisconsin Department of Administration, Appleton is projected to reach a population of 80,605 by the year 2040, a 9.3% increase over the State's official 2015 estimate.

# 3) A Community Vision

Based upon an extensive public participation process and an understanding of the key issues impacting the City, a set of vision statements were developed to help guide the City's comprehensive planning process. The effort led to adoption of the following community vision:

**Appleton is a great place to live, work, and visit. Residents have an enviable quality of life characterized by:**

- 1. Safe and attractive neighborhoods for all income levels and stages of life.
2. A vibrant economy and a thriving downtown, providing diverse career opportunities.
3. A thriving, walkable downtown, including north and south of College Avenue, where people go to spend time with family and loved ones.
4. Exceptional cultural resources, schools, and life-long learning opportunities.
5. A revitalized Fox River corridor with more housing and destinations, with public access to the water's edge.
6. Convenient and efficient multi-modal transportation options.
7. A well connected and developed trails, parks, and open space network throughout the City.
8. Good access to recreational facilities throughout the City.
9. Well regarded recreational facilities and programs which evolve to meet changing demands.
10. Outstanding city services, public safety, and medical care.
11. Proactive problem-solving with residents, businesses, and neighboring communities.
12. Creative place making and public art enhance the public realm and contribute to a vibrant economy.
13. A convenient, well run public transit which meets current and anticipated needs.
14. Corridors which are pedestrian friendly and accessible, serving as neighborhood centers in addition to maximizing the flow of vehicles.
15. Attractive commercial environments where neighbors can shop and visit on foot, by bike, and car.
16. Well maintained neighborhoods where neighbors know and look out for each other.
17. Neighborhoods which are safe and crime free.
18. Beautiful streetscapes which are designed and maintained in a manner that preserves neighborhood value and encourages walking and biking.
19. Cooperation with neighboring communities resulting in sensible borders, energy efficient policies, effective service provision, and resource management.

City of Appleton Community Development 100 N. Appleton Street Appleton, WI 54911 (920) 832-6468 www.appleton.org



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16. Richmond Street Corridor Plan
17. South Oneida Street Corridor Plan
18. Parks & Recreation Master Plan

# 4) Issues & Opportunities

The Issues and Opportunities chapter of the Comprehensive Plan provides a summary of key economic and demographic trends impacting the City. The chapter concludes with a set of overall goals to help guide the City's efforts as they relate to:

- Community Growth (Ch. 10)
Neighborhood Development (Ch. 10)
Housing Quality, Variety, and Affordability (Ch. 5)
Transportation (Ch. 6)
Utilities and Community Facilities (Ch. 7)
Education (Ch. 7)
Agricultural, Natural, and Cultural Resources (Ch. 8)
Economic Development (Ch. 9)
Parks and Recreation (Ch. 18)



# 5) Housing & Neighborhoods

The overall goal for housing and neighborhoods is to provide a variety of rental and ownership housing choices in a range of prices affordable to community residents, and ensure that existing housing is adequately maintained in terms of physical quality and market viability. The chapter contains the following five objectives:

- 5.1 Continue efforts to ensure an adequate supply of housing affordable to all income levels in the community.
5.2 Work proactively to prevent decay of the City's housing stock and blight conditions within neighborhood areas.
5.3 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.
5.4 Continue to expand the City's Neighborhood Program to establish and support neighborhood organizations as partners in carrying out City functions.
5.5 Promote downtown housing as a means to grow the tax base, support local businesses, and increase the overall vitality and image of the area.



# 6) Transportation

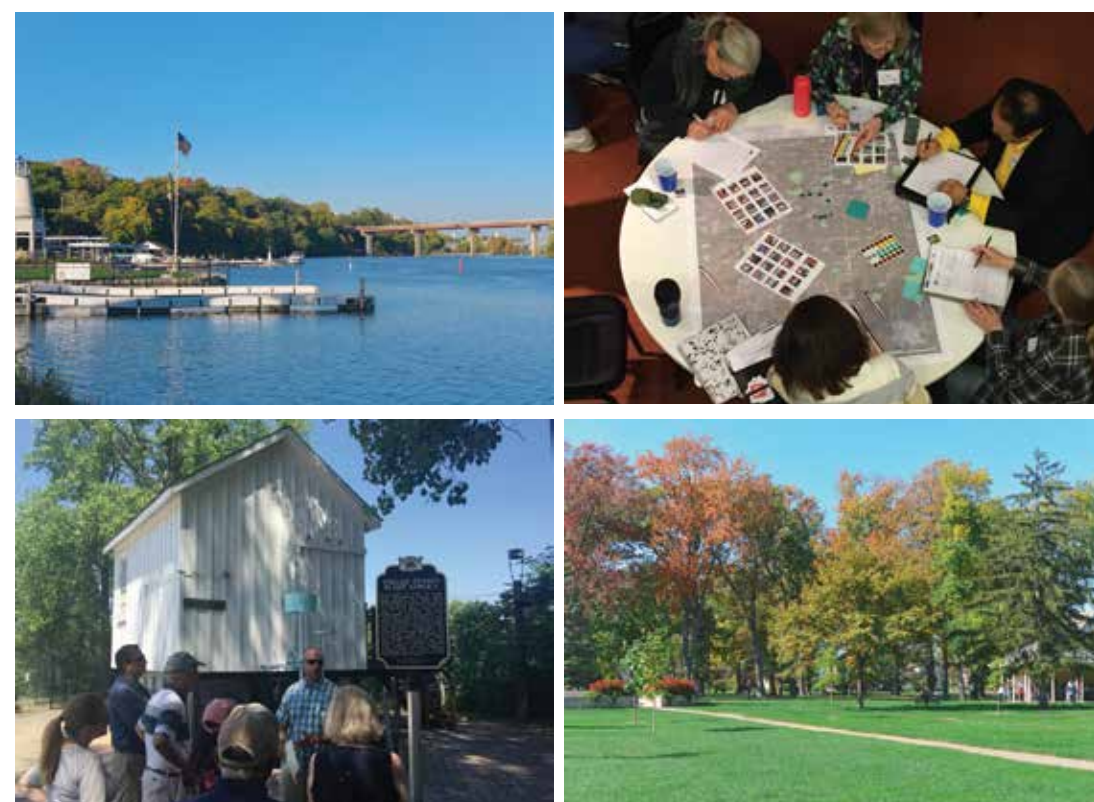
The overall goal for transportation is to support a comprehensive transportation network that provides visible options for pedestrian, bicycle, highway, rail, and air transportation, both locally and within the region. The chapter contains the following nine objectives:

- 6.1 Plan for the safe and efficient movement of vehicles on local and regional roads.
6.2 Support regional efforts to preserve and enhance air service in the Fox Valley.
6.3 Create an environment that is safe and conducive to walking and bicycling throughout the entire city.
6.4 Preserve and enhance rail service within Appleton and the Fox Valley.
6.5 Continue efforts to improve boating conditions on the Fox River.
6.6 Maintain diverse and cost-effective options for public transportation that meets the needs of all segments of the population.
6.7 Maintain a balanced parking program which provides an adequate supply of parking without undermining economic development and neighborhood development efforts.
6.8 Implement transportation improvements which also support the City's desired land use, housing and neighborhood goals, objectives, and policies.
6.9 Implement the transportation-related recommendations contained within related plans.

# 8) Agricultural, Natural, Historic, and Cultural Resources

The overall goal for agricultural, natural, historic, and cultural resources is to continue to protect and enhance environmental quality and important natural resources, preserve historic sites, and support cultural opportunities for community residents. The chapter contains the following six objectives:

- 8.1 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.
8.2 Preserve important natural features and enhance environmental quality throughout the community in order to secure economic, recreational, and health benefits for area residents.
8.3 Continue and expand efforts to preserve, restore, and interpret important features of Appleton's rich history.
8.4 Support the organizations, events, and venues that make Appleton the arts and cultural center of the Fox Cities.
8.5 Continue support for programs targeted to Appleton's diverse communities.
8.6 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 for those interested in history, culture, and all forms of artistic expression.



# 7) Utilities and Community Facilities

The overall goal for utilities and community facilities is to provide excellent public utility and community services at a reasonable cost, and work with private utility companies to ensure quality service delivery. The chapter contains the following twelve objectives:

- 7.1 Provide a pattern of development that minimizes impacts to municipal services and utilities.
7.2 Ensure that municipal services and utilities, as well as privately distributed energy sources are delivered in a safe and sustainable manner.
7.3 Work with other public/private utilities and service providers to assist them, when appropriate to do so, in delivering services to Appleton residents.
7.4 Maintain the existing public water and sanitary sewer infrastructure.
7.5 Implement effective stormwater management practices.
7.6 Continue to partner with other agencies, organizations, and businesses to proactively address public health and mental health issues in the community.
7.7 Continue to partner with other agencies, organizations, and businesses to support programs and activities for at-risk populations.
7.8 Support creation of a new or remodeled library downtown.
7.9 Continue to support practical, cost-effective and collaborative approaches to solid waste management and recycling.
7.10 Continue to coordinate, partner, and collaborate with educational institutions to support access for all to education.
7.11 Support Police, Fire and Emergency Services.
7.12 Support the Access Appleton pilot program and follow up initiatives to encourage greater destination accessibility for all.

# 9) Economic Development

The overall goal for economic development is to retain and attract talented people, bring good jobs to the area, and support the vitality of the industrial areas, downtown, and neighborhood business districts. The chapter contains the following nine objectives:

- 9.1 Implement the Appleton Economic Development Strategic Plan (AEDSP).
9.2 Grow Appleton's business community through recruitment, expansion, and retention programs that ensure a diverse business mix and jobs that pay well.
9.3 Create the resources and culture in which entrepreneurial development is encouraged.
9.4 Ensure the continued vitality of downtown and the City's neighborhood commercial districts.
9.5 Encourage new development and redevelopment activities that create vital and attractive neighborhoods and business districts.
9.6 Create a vibrant environment that is conducive to attracting and retaining talented people.
9.7 Work collaboratively with other municipalities, organizations, and private entities to advance the economic development of the entire region.
9.8 Continue supporting educational partnerships and workforce development.
9.9 Enhance Appleton's brand as a location to do business.



# 10) Land Use

The overall goal for land use is to provide sufficient quantities of land for development or redevelopment, in appropriate locations to meet future demand, while ensuring the protection of natural resources, provision of adequate parks and open spaces, and efficient provision of municipal utilities and services. The chapter contains the following eight objectives:

- 10.1 Provide an adequate supply of suitable land meeting the demand for development of various land uses.
10.2 Encourage redevelopment to meet the demand for a significant share of future growth, and to enhance the quality of existing neighborhoods.
10.3 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.
10.4 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.
10.5 Support the continued redevelopment and revitalization of land uses adjacent to Appleton's key transportation corridors and downtown.
10.6 Participate in and initiate discussions with community groups and regional jurisdictions about sensible land use planning consistent with Smart Growth principles.
10.7 Provide leadership in sustainability and continue to strive to incorporate sustainability into City planning and operations.
10.8 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.



# 11) Intergovernmental Cooperation

From the Fox Cities Exhibition Center to Mutual Aid Agreements, the City of Appleton is committed to fostering strong intergovernmental cooperation as part of achieving its mission of dedication to "meeting the needs of our community and enhancing quality of life." The chapter contains the following two objectives:

- 11.1 Maintain a positive relationship with local area governments to foster collaboration on issues of mutual concern.
11.2 Work with the State of Wisconsin, federal agencies, and other agencies and organizations on issues of concern to the City of Appleton.

# 12) Implementation

The implementation chapter of the Comprehensive Plan provides a summary of Plan objectives and a timeframe for action. Importantly, it specifically states that "following adoption of the Comprehensive Plan it should be an immediate priority of the City of Appleton to conduct a review and update of its Zoning Ordinance to determine what changes are necessary to be in compliance with the recommendations of the Comprehensive Plan."

# 13) Fox River Corridor Plan

Residents value the Fox River Corridor for its history and natural characteristics. The City of Appleton and other communities along the river have engaged in a number of recent initiatives to clean the river, redevelop its obsolete industrial properties, and create new recreational opportunities along its banks. This plan lays out a blueprint for continuation of these efforts.

The Fox River Corridor Plan establishes eight key goals:

- 13.1 Support state and regional efforts to enhance and promote the entire Lower Fox River Corridor.
13.2 Achieve a fair balance between desires for urban development and open greenspace along the riverfront.
13.3 Promote an economically viable mix of existing and redeveloped uses along the riverfront.
13.4 Support ongoing environmental clean-up and enhancement in the river corridor.
13.5 Improve connectivity between the river valley and adjacent neighborhoods.
13.6 Ensure that the development of public and private spaces along the river is held to the highest design standards.
13.7 Green and environmentally-friendly practices are encouraged within the river valley.
13.8 The City will preserve and interpret historic and natural resources along the river.

Several redevelopment opportunities lie along the river. The largest of these is the Industrial Flats, where the community envisions a mixed use neighborhood comprised of residential, open space, shopping and dining, and employment uses. Existing industries within the area are likely to remain for a long time, and new development will need to be sensitive to potential conflicts.



# 15) Wisconsin Avenue Corridor Plan

Wisconsin Avenue spans the width of the City of Appleton, connecting to U.S. Highway 41 in the vicinity of the Fox River Mall (in the Town of Grand Chute), and leading to the Village of Little Chute in the east. This Wisconsin Avenue Corridor Plan lays out a plan to encourage restored vitality along the street. A variety of uses can be found along Wisconsin Avenue, including retail and service businesses, offices, industrial, residential, and institutional uses. Although frequently intermixed, these uses are somewhat clustered. Office, retail, and service uses tend to be located west of Meade Street, with industrial and related uses located east of Meade Street. Residential uses can be found throughout, but primarily near the east and west ends of the corridor.

The Corridor Plan identifies a comprehensive strategy to enhance the aesthetics and economic vitality of the corridor through a combination of action items including zoning code updates, design standards, gateway treatments, improved signage, burying of utilities, streetscape enhancements, multi-modal improvements and business assistance.



# 17) South Oneida Street Corridor Plan

South Oneida Street plays an important role as the southern entry into Appleton's downtown, in addition to serving as a major north-south arterial through the center of the community. South Oneida Street is important as a commercial corridor in its own right, but has an added role as a major gateway to downtown Appleton, and the most direct means of access from the south. South Oneida Street also provides access to the industrial flats and the Fox River via Olde Oneida Street. The South Oneida Street Corridor Plan contains an analysis of conditions and recommendations concerning strategies to enhance that segment of the corridor between Midway Road and Olde Oneida Street. The Plan identifies several principles to guide future development in the area.

- Development should be designed to be distinctive, yet to blend with the character of the surrounding neighborhood, providing transitions in scale, massing, landscaping, and other project elements.
Development should establish a clear relationship between buildings, streets, pedestrian facilities, parking areas, and public and private open space.
Development should be oriented to South Oneida Street (or to the primary street, if located elsewhere in the area), and provide a high-quality appearance including building facades and landscaping.
Renovation or expansion of existing buildings should respect the original character of the building, or of nearby buildings in the corridor.
No single architectural style is appropriate for the area. Original and interesting building designs are encouraged.
Buildings should present a variety of forms and styles, avoiding the repetition of a single style or identical patterns (rooflines, fenestrations etc.) across multiple buildings.



# 14) Downtown Plan

Appleton has taken a comprehensive planning approach to develop its downtown. The Comprehensive Plan, of which the Downtown Plan is a chapter, has been key to past successes. At the heart of this success lies a very strong partnership which includes the City, ADI, downtown property and business owners, and many other organizations and individuals.

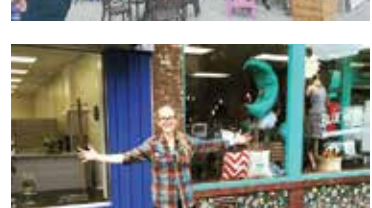
The Downtown Plan is intended to facilitate wise public policy and private investment decision-making, building on the physical, natural, cultural, and social assets of the City. The overall purpose is to align the resources and talents of the City, Appleton Downtown Incorporated (ADI), private businesses, non-profits and the broader community around a shared vision for the future of downtown and portions of the riverfront.

As the City, ADI and its partners continue to plan and invest in downtown Appleton, they will be guided by the following vision:

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

To achieve the vision the following initiatives are identified:

- 1. Urban Form and Design Initiative - policies and projects to create an identity and improve the appearance of downtown.
2. Tourism/Arts/Entertainment/Education Initiative - policies and projects to develop cultural attractions and promote travel to the downtown.
3. Neighborhood and Residential Development Initiative - policies and projects to foster new residential development and create healthy neighborhoods surrounding the downtown.
4. Downtown Development and Business Retention Initiative - policies and projects to support existing businesses in the downtown and to attract desirable new ones.
5. Mobility and Parking Initiative - policies and projects to provide convenient access to the downtown for all modes of travel.
6. Downtown Management Initiative - policies and programs to ensure that resources are available to continue to advance the vitality of downtown.
7. Public Spaces and Riverfront Initiative - strategies for enhancing the public realm to support strong neighborhoods and the growth of Appleton's tourism industry, while also strengthening connections between downtown and the riverfront.



# 16) Richmond Street Corridor Plan

Richmond Street extends from the edge of downtown Appleton (at College Avenue) north into the City's extrajurisdictional jurisdiction. This Richmond Street Corridor Plan is meant to provide guidance to the City of Appleton as it seeks to improve conditions within a segment of the corridor between College Avenue and Northland Avenue. The most significant changes in the Richmond Street corridor have occurred between College Avenue and Atlantic Street. There have been several redevelopment projects in this area. The largest of these is Richmond Terrace, a mixed-use building covering most of the block formed by Richmond Street, Franklin Street, State Street, and Packard Street.

To create a more coherent pattern, enhance the viability of commercial activity in the corridor, and guide property owners toward market-viable uses, the general plan for the Richmond Street corridor envisions three general types of land use and character:

- 1. General Commercial - The general commercial areas in the plan may be characterized as typical suburban commercial strips. The primary future land use will be commercial, although existing non-commercial uses may remain within the area.
2. Pedestrian-Oriented Commercial - This use and character is recommended between College Avenue and Atlantic Street, where it already exists to a substantial degree.
3. Residential Mixed Use - As with the pedestrian-oriented commercial category, areas identified for residential mixed-use may contain both commercial and residential uses. Here, however, residential uses should dominate.

The Corridor Plan identifies a comprehensive strategy to enhance the aesthetics and economic vitality of the corridor. Specific action items are similar to those for the Wisconsin Avenue Corridor Plan and include: Zoning code updates, design standards, gateway treatments, improved signage, burying of utilities, streetscape enhancements, multi-modal improvements and business assistance.



# 18) Parks and Recreation Master Plan

Appleton Parks and Recreation Department operates with the following mission statement: "Building communities and enriching lives where we live, work and play."

- The chapter contains the following thirteen objectives:
18.1 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.
18.2 Continue to work with land developers and municipalities to acquire new park land through dedication or other means, as new development occurs.
18.3 Develop the City's park system as an interconnected network of sites linked by greenways and trails.
18.4 Continue to make parks and recreation facilities and programs as efficient and effective as possible.
18.5 Expand and develop additional park and recreational facilities along the Fox River.
18.6 Plan, design, and develop additional parks and recreational facilities that meet current and emerging needs of the community.
18.7 Continue to implement the Capital Improvement Plan for development of specific parks and facilities.
18.8 Engage, leverage and develop community and corporate partners to optimize and broaden programs and services.
18.9 Expand public outreach and participation in community groups, organizations and events to advocate our programs, facilities, and services.
18.10 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.
18.11 Working together with community partners, increase programming directed to minority and cultural interests, and for persons who are physically or cognitively challenged.
18.12 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.
18.13 Continue to enhance Departmental management and operations to better serve the community.

