Plan Appleton

Adopted November 19, 2025



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Acknowledgements

Honoring Our Community Members

We would like to extend a special thanks to all the community members, elected officials, and others who contributed their time, energy, and enthusiasm. Their voices ensured this plan reflects who Appleton was, is, and desires to be.

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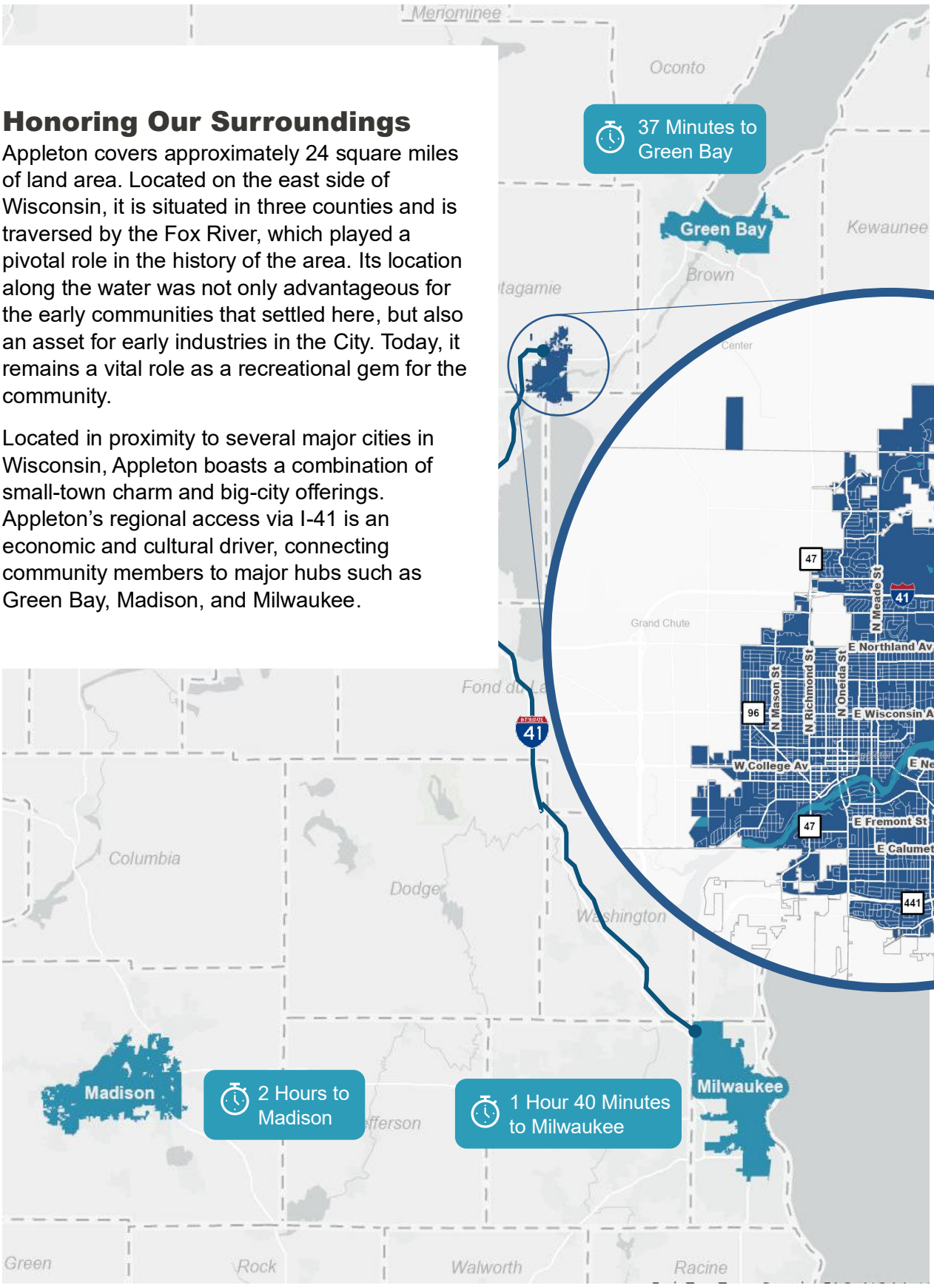
SmithGroup



Honoring Our Surroundings

Appleton covers approximately 24 square miles of land area. Located on the east side of Wisconsin, it is situated in three counties and is traversed by the Fox River, which played a pivotal role in the history of the area. Its location along the water was not only advantageous for the early communities that settled here, but also an asset for early industries in the City. Today, it remains a vital role as a recreational gem for the community.

Located in proximity to several major cities in Wisconsin, Appleton boasts a combination of small-town charm and big-city offerings. Appleton's regional access via I-41 is an economic and cultural driver, connecting community members to major hubs such as Green Bay, Madison, and Milwaukee.



Honoring Our History

The Appleton area has a deep and rich indigenous history and is located on the ancestral homelands of the Menominee and Ho-Chunk people.

In 1634, Jean Nicolet, commissioned by Samuel de Champlain to explore this region, navigated up the Fox River from Green Bay. In the Treaty of 1831, the Menominee ceded the lands to the United States. During the first years of its history, there were three villages where Appleton now stands: Lawesburg on the east side, Grand Chute on the west end and Appleton in the middle. The three settlements were incorporated under the name of Appleton as a village in 1853, and later as a City in 1857.

Education was, and continues to be, a priority in Appleton. With the financial backing of Amos Lawrence, the Lawrence Institute was chartered in 1847. Samuel Appleton donated $10,000 to the newly founded college library and, in appreciation, his name was given to the community. Lawrence was one of the first higher educational institutions in the nation to be founded co-educational.

In 1850, Daniel Huntley taught in the first free public school. St. Mary Catholic Church opened the first parochial school in the community in 1864.

The first 4-year high school began operating in 1876 in the Hercules School and Kindergarten was initiated in 1898 in Lincoln School. With population growth came the need for additional facilities. Today there are 24 public, 13 parochial, and 14 charter schools.

Business and entrepreneurship in the area has, since the earliest days of the City of Appleton, been a driver of innovation and the foundation of the community's prosperity. The paper industry, beginning with the building of the first paper mill in the City in 1853, has been at the forefront of the development of Appleton. In order to provide electricity to this industry, the nation's first hydro-electric central station began operation in Appleton on September 30, 1882. Not too long afterward, in August of 1886, Appleton was the site for another national first, the operation of a commercially successful electric streetcar company. Electric lights replaced gas lamps on College Avenue in 1912. Our community also made history when Alfred Galpin put together his own telephone in 1877, connecting his bank and his residence. Later, a druggist installed several phones in his store, linking them with those in other offices. The Wisconsin Telephone Company purchased this exchange in 1881.

Today, Appleton is an increasingly diverse community committed to building a welcoming environment for all people. The City of Appleton has been a leading municipality nationally in its efforts to uplift and support all members of the community through partnerships, programs, and personnel. Appleton has, for decades, served as a refugee resettlement community and is home to one of the largest populations of people of Hmong descent in the nation, among others.

SECTION 1

Introduction

1.1 Purpose

1.2 Process

1.3 Community Vision

1.4 Issues and Opportunities

1.5 How to Use the Plan

1.1 Purpose

What is *Plan Appleton*?

Plan Appleton is the City of Appleton's Comprehensive Plan, a document required by Wisconsin Comprehensive Planning Law (s.66.1001) to establish a vision for future land use, physical development, and quality of life in the City. The Comprehensive Plan addresses the entire geographic area of Appleton and its extraterritorial planning jurisdiction. *Plan Appleton* is a roadmap for the City's future, a long-range policy document that offers guidance on various topics:

- where people will live;
- how people get around;
- how people connect to the outdoors;
- how to support businesses and entrepreneurs; and
- celebrating Appleton's unique culture.

While *Plan Appleton* sets the overall vision for development and land use, it is supported by other City plans—such as transportation, parks, and economic development plans—that provide more detailed guidance in specific areas, all working together to move Appleton toward a place where everyone can live meaningful lives - today and for generations to come.

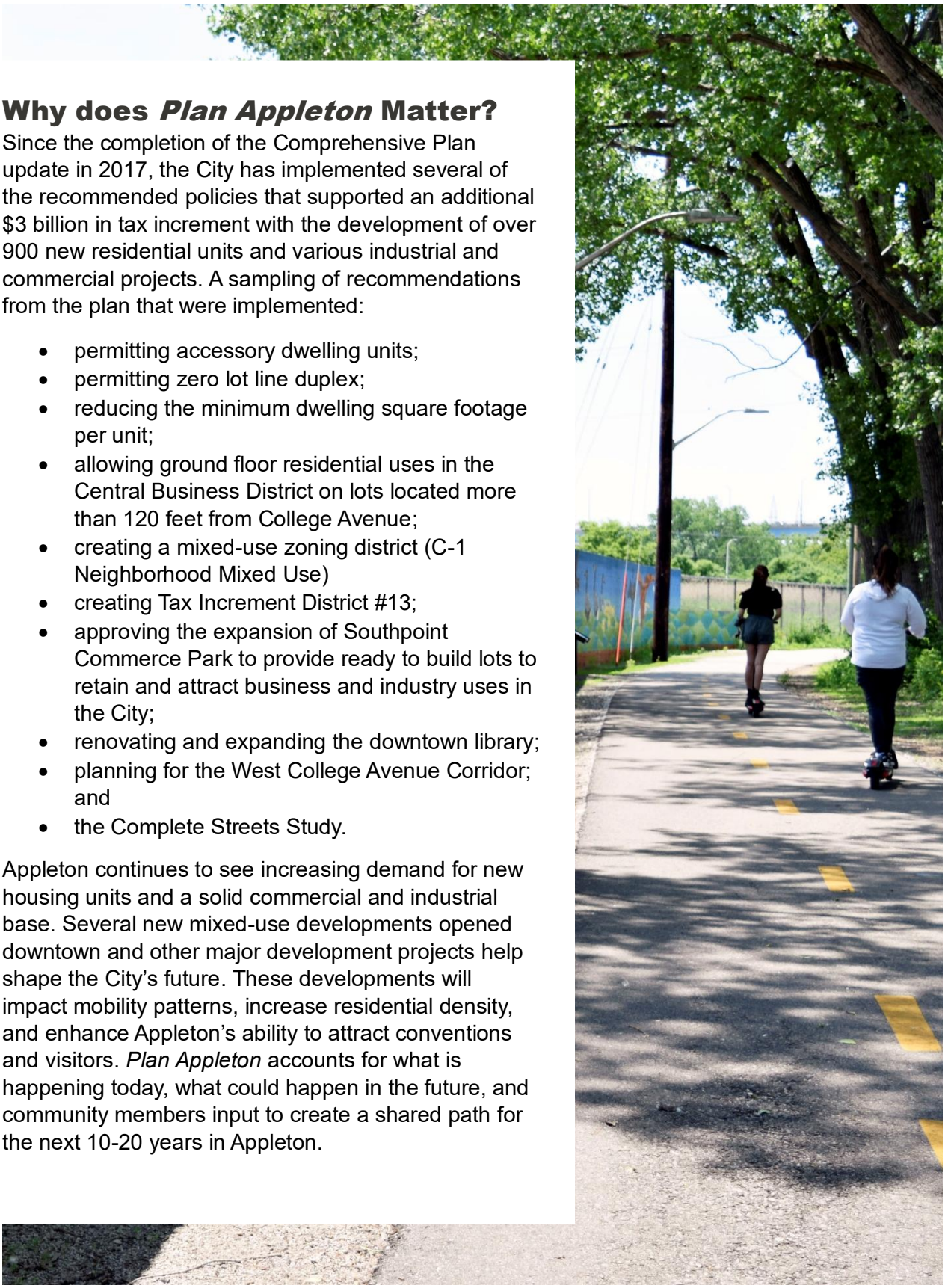


Why does *Plan Appleton* Matter?

Since the completion of the Comprehensive Plan update in 2017, the City has implemented several of the recommended policies that supported an additional $3 billion in tax increment with the development of over 900 new residential units and various industrial and commercial projects. A sampling of recommendations from the plan that were implemented:

- permitting accessory dwelling units;
- permitting zero lot line duplex;
- reducing the minimum dwelling square footage per unit;
- allowing ground floor residential uses in the Central Business District on lots located more than 120 feet from College Avenue;
- creating a mixed-use zoning district (C-1 Neighborhood Mixed Use)
- creating Tax Increment District #13;
- approving the expansion of Southpoint Commerce Park to provide ready to build lots to retain and attract business and industry uses in the City;
- renovating and expanding the downtown library;
- planning for the West College Avenue Corridor; and
- the Complete Streets Study.

Appleton continues to see increasing demand for new housing units and a solid commercial and industrial base. Several new mixed-use developments opened downtown and other major development projects help shape the City's future. These developments will impact mobility patterns, increase residential density, and enhance Appleton's ability to attract conventions and visitors. *Plan Appleton* accounts for what is happening today, what could happen in the future, and community members input to create a shared path for the next 10-20 years in Appleton.



Who Uses *Plan Appleton*?

Plan Appleton impacts everyone in the Appleton area and will have different purposes depending on who is using it:

City Staff, Common Council, Boards, Committees, & Commissions

- Provide a framework and common set of values and goals for all future plans.
- Guide policy decisions.
- Inform changes to regulations, such as zoning, over the next 10-20 years.
- Inform the City's resource and budgeting decisions.
- Evaluate and measure progress achieving City-wide goals.
- Position the City for state, regional, and other funding opportunities.

Community Members

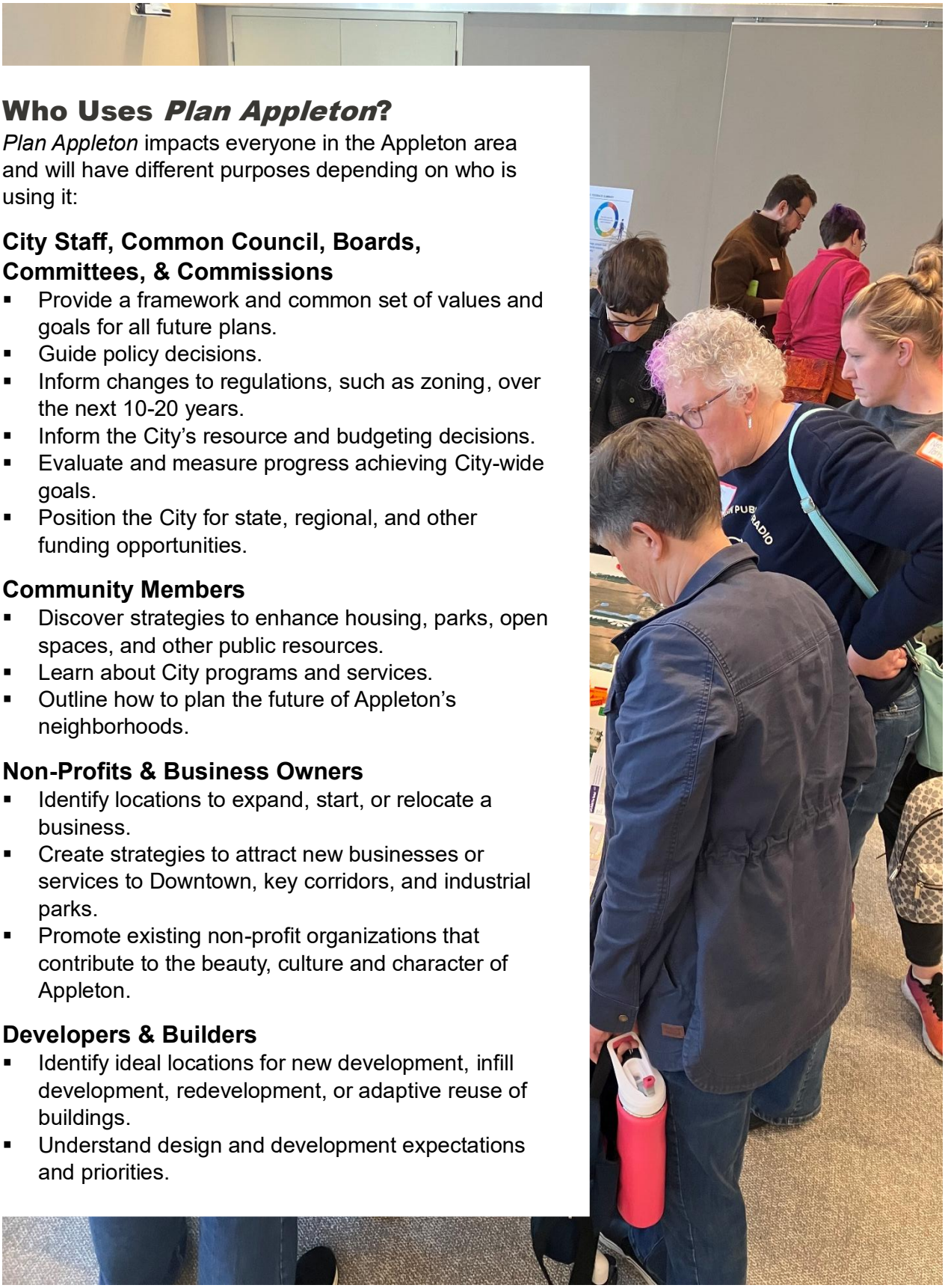
- Discover strategies to enhance housing, parks, open spaces, and other public resources.
- Learn about City programs and services.
- Outline how to plan the future of Appleton's neighborhoods.

Non-Profits & Business Owners

- Identify locations to expand, start, or relocate a business.
- Create strategies to attract new businesses or services to Downtown, key corridors, and industrial parks.
- Promote existing non-profit organizations that contribute to the beauty, culture and character of Appleton.

Developers & Builders

- Identify ideal locations for new development, infill development, redevelopment, or adaptive reuse of buildings.
- Understand design and development expectations and priorities.



1.2 Process

Reflecting on Past Work

As part of the planning process, a broad range of past plans from the City, region, and beyond were reviewed to identify relevant goals, policies, and recommendations that continue to support the community's vision. Key themes and priorities from these documents were incorporated into *Plan Appleton* to ensure continuity and build on previous efforts. A more detailed summary of the reviewed plans and how their findings were integrated can be found in the appendix, although several notable plans are identified here.

Appleton Housing Development Policy Guide, 2024

This guide was a review of Appleton housing-related policies and materials and facilitated engagement activities with key internal and external stakeholders to identify opportunities for refinement and improvement of City of Appleton housing-centric policies, processes and communication to reduce barriers to housing-centric development and encourage near-term and long-term housing-centric investment in the community.

Appleton Housing Affordability Report, 2023

In 2018, the Wisconsin State Legislature approved new legislation which requires villages and cities of 10,000 population or more to provide two separate annual reports related to housing affordability and housing costs to shed light and foster potential change on affordable housing issues across the state. The housing section of this plan focuses on affordability and what is needed to ensure Appleton remains an affordable and welcoming place to live.

Appleton Complete Streets Design Guide, 2024

Complete streets are a system of streets that support multimodal transportation, active commerce, and vibrant communities. This approach meets the needs of a growing and thriving city by improving safety and enhancing access for all users. The design guide is used to support City of Appleton staff in identifying and implementing complete street design solutions from initial concept through final engineering. The Transportation section of this plan focuses on implementing a future network of complete streets throughout the City.

Downtown Streetscape Design Guide, 2021

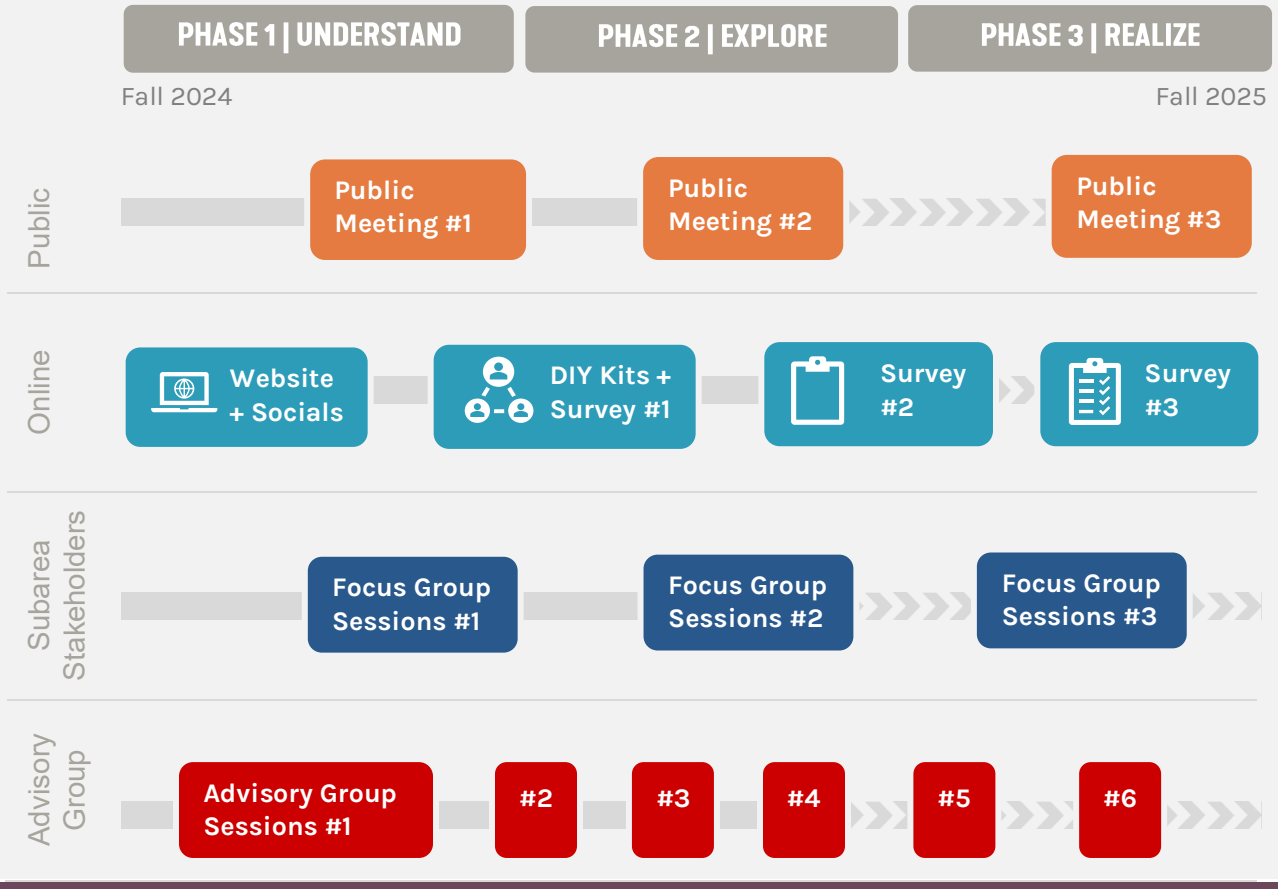
The design guide provides guidance to ensure the streets of Downtown Appleton are multi-modal spaces connecting shopping, recreation, employment, and open spaces, and prioritizing health and wellbeing, safety, and identity of the downtown area. The transportation section of *Plan Appleton* supports a safe, connected, activated street network Downtown.

Comprehensive Outdoor Recreation Plan, 2019

A Comprehensive Outdoor Recreation Plan (CORP) is a formal document designed to assist communities in the development of park and open space amenities that will satisfy the needs of their citizens. The Comprehensive Plan supports the CORP and ensures land use, transportation, and other design elements enhance and connect people to quality park spaces. (At the time of adoption of *Plan Appleton* in 2025, the CORP was being updated).

Engaging the Community

The plan is informed and guided by a robust engagement process designed to gather input from a broad range of voices. This includes public events, online activities, subarea stakeholders, and advisory group meetings. A full description of the engagement process, along with detailed findings, is provided in the appendix.



280+ In-Person Attendees

532+ Online Survey Responses

470+ Map Pins Placed

15 Stakeholder Sessions

1 Website and Mobile Toolkit



Public Meetings

Several in-person meetings were held to engage the public in the planning process. The first public meeting took place on November 19, 2024. Community members were invited to an open house where the public could learn more about the project. Stations on overall plan direction, housing, and each of the three subareas were set up, allowing attendees to share their visions and values. At the second public workshop, held on March 18th, 2025, table exercises invited participants to give input on housing types, redevelopment, and corridor improvements. Another public meeting will be held in August 28th, 2025 to get feedback on the draft plan.



Online Engagement & DIY Mobile Toolkits

All in-person activities were translated into an online survey to extend outreach and ensure feedback from as many voices as possible and a mobile toolkit was created during the first phase of engagement to enable individual community groups to discuss and share their visions for the City and its subareas.



Subarea Focus Group Sessions

Subarea focus groups met at key points throughout the planning process to help shape the vision for the Northland Avenue/Richmond Street, Oneida Street, and Wisconsin Avenue subarea plans. The first virtual meeting was held November 2024, followed by an in-person meeting March 2025 at the Appleton Public Library. The final focus group meeting to review the plan findings was held in July of 2025.



Advisory Group Sessions

An advisory group was formed to provide oversight and guidance throughout the project. The group met six times over the course of the planning process. Their purview included reviewing audits of previous plans, and providing input on key topics such as land use, zoning, housing, implementation strategies, and draft plan review.



Stakeholder Sessions

Dedicated conversations were held with 15 different stakeholder groups throughout the process including City departments, non-profits, large businesses, small businesses, seniors, and faith organizations.

Understanding Appleton Today Versus Tomorrow

In 2023, Appleton had an estimated 74,873 people, making it the sixth largest municipality in Wisconsin. The City's population has steadily increased throughout recent decades, and continued growth is projected to continue through 2035. *Plan Appleton* considers the needs of community members both today and into the future as growth occurs.

In 2023, Appleton had

74,873

people.



Appleton is projected grow by

5,000 people

by 2040. This will impact households, job needs, school sizes, and more.



Appleton's population grew 7.4% from 2000 to 2020 and is projected to

increase 6.6%

from 2020 to 2040.

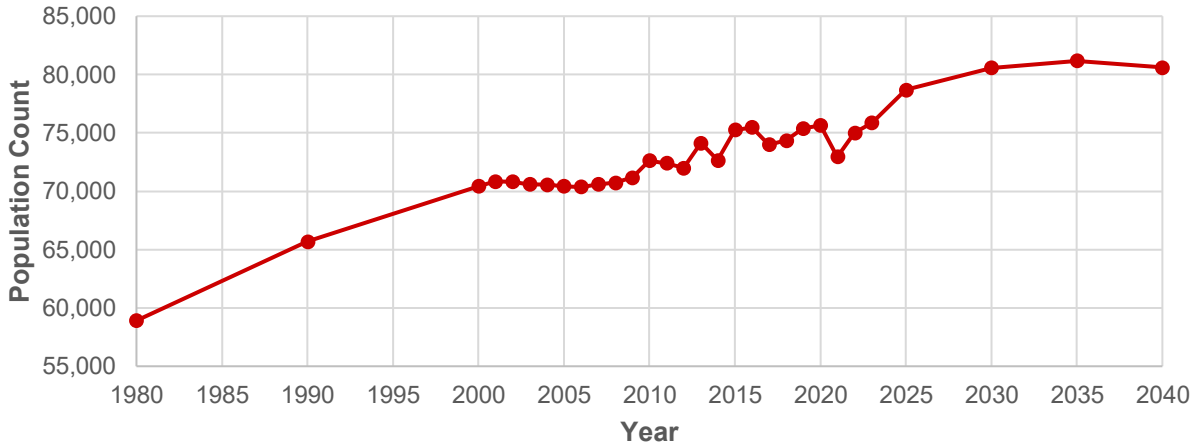


Appleton is projected to remain the

6th largest municipality in Wisconsin through 2040.



Appleton Population Over Time



Sources: U.S. Census American Community Survey 5-Year Estimates Table B01001. Total Population, 2023 | Wisconsin Demographics Services Center, Municipal Population Projections from 2010-2040, Vintage 2013 (latest available).

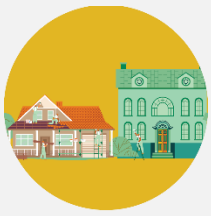
1.3 Community Vision

A Shared Vision for Appleton's Future Land Use and Development

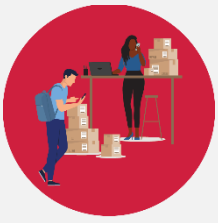
Appleton is a City where everyone feels welcome, connected, and empowered to thrive. We foster vibrant neighborhoods, a resilient economy, and rich cultural life supported by diverse housing options, sustainable growth, and safe, accessible transportation options.

Through collaboration and committed leadership, Appleton is a place where everyone can live meaningful lives - today and for generations to come.

Over 300 community members came together in the fall of 2024 to share their vision for the future of Appleton and provided feedback on it in the spring of 2025. Collectively, the community members set the vision that *Plan Appleton* aspires to.



affordable housing + welcoming neighborhoods
mentioned by 65% of people



a thriving economic + cultural scene
mentioned by 36% of people



improved walking, biking, + riding through the City
mentioned by 25% of people



sustainable development + accessible green spaces
mentioned by 13% of people



responsible, collaborative, + transparent leadership
mentioned by 26% of people

1.4 Issues and Opportunities

This section covers the Issues and Opportunities element of the Wisconsin Comprehensive Planning Law (s. 66.1001 2a, Wis. Stats.). Additional information about Appleton's issues and opportunities can be found in the Existing Conditions Report Appendix.

Appleton will achieve this vision by tackling seven key areas, each with their own unique issues and opportunities.

Housing | **Transport** | **Utilities and Community Facilities** | **Agricultural, Natural, and Cultural Resources** | **Economic Develop-ment** | **Land Use** | **Inter – Government Cooperation**

Housing

Issues

For the past decade, housing development has not kept pace with demand, leading to a very low vacancy rate. This tight housing market has driven up costs, making it difficult for households across all income levels to find housing that is truly affordable — costing no more than 30% of their income. Most homes constructed over the past few decades in Appleton are single-household subdivisions on the outskirts of the City. However, people are looking for a variety of options based on their income, lifestyles and unique needs. *Plan Appleton* needs to rethink the housing strategy for the next twenty years to meet community members' diverse housing needs.

Opportunities

- ✓ Appleton is projected to grow by 5,000 people by 2040. There is opportunity to increase housing stock to meet the needs of the new population in Appleton.
- ✓ Encourage a wider range of housing types to increase the overall housing supply and ensure that housing is attainable for households across all income levels, lifestyles, and needs.
- ✓ Promote housing development in existing neighborhoods and along key corridors to maximize existing infrastructure.

Transportation

Issues

The roads in Appleton are primarily designed for driving, making it difficult to complete daily tasks using other modes of transportation. This presents challenges for vulnerable populations who need safe, reliable alternatives to move throughout the City. Biking and walking infrastructure remains insufficient in many areas, but the City has begun to implement complete streets retrofits. Additionally, parking minimums can lead to an oversupply of parking spaces, increase housing costs, and decrease walkability.

Opportunities

- ✓ Provide more active transportation options like biking, walking, and using scooters to reduce car reliance, improve community health, and limit environmental impacts.
- ✓ Balancing parking needs, shared parking options, and flexible parking regulations to support more efficient land use, improve neighborhood character, and make it safer and easier to navigate the City without a car.
- ✓ Improve safety and accessibility Citywide by implementing traffic calming measures and prioritizing complete streets and Vision Zero principles.

Utilities and Community Facilities

Issues

Utilities and community facilities play a crucial role in realizing the City's vision by supporting land use decisions and ensuring development occurs in a way that meets the community's needs. As Appleton grows and new neighborhoods, commercial areas, and industrial zones emerge, it is essential that infrastructure and services keep pace to maintain quality of life. Properly planned utilities—such as water, wastewater, stormwater management, and energy systems—help manage growth effectively. Likewise, community facilities must be thoughtfully located and expanded alongside development to serve evolving needs. Coordinating land use planning with investments in utilities and facilities ensures growth is efficient, well-managed, and fiscally responsible.

Opportunities

- ✓ Maintain and upgrade water, wastewater, and stormwater infrastructure to support efficient growth, meet future needs, while complying with regulatory and environment standards.
- ✓ Coordinate infrastructure and facility investments with land use planning to ensure efficient, well-managed growth that is fiscally responsible and supports the City's long-term financial health.
- ✓ Support and expand community facilities such as libraries, schools, emergency services, and healthcare to match growth and evolving community needs.

Agricultural, Natural, and Cultural Resources

Issues

Urban growth continues to encroach agricultural land on the City's edges, especially to the north. While Appleton has made progress in park access, gaps remain—34% of residents still live beyond a 10-minute walk of a park. Additionally, several brownfield sites exist that require significant investment to determine appropriate remediation efforts.

Opportunities

- ✓ Expand and link parks, greenways, and trails to promote recreation, health, and environmental resilience.
- ✓ Support compact development patterns that prevent agricultural land fragmentation.
- ✓ Invest in cultural resources to boost Appleton's role as a cultural hub in the Fox Cities.

Economic Development

Issues

Appleton's retail sector currently has more supply than demand, which makes it challenging to attract new retail businesses without strategic planning. Retail leakage shows that residents frequently leave the City for key services like dining, groceries, and entertainment, suggesting unmet demand in certain areas. Redevelopment opportunities exist along corridors and industrial sites, but approval processes and site readiness may delay progress.

Opportunities

- ✓ Strategically create nodes of retail activity along commercial corridors where businesses are better supported. Focus retail development in walkable, mixed-use areas—such as corner stores, main streets, and town centers—where businesses can support one another and thrive.
- ✓ Increase housing supply along key corridors in previously commercial areas to fill housing demand and support future business growth.
- ✓ Streamline development processes and prioritize infill to reduce vacancies and optimize infrastructure use.

Land Use

Issues

Land in Appleton is a finite resource, and while there are over 1,500 acres of vacant land, the majority of this land is located on the City's edge. Many of the City's existing zoning and land use patterns emphasize separation and auto-dependence, which limits housing diversity, walkability, and efficient infrastructure use. Institutional and commercial land uses are also shifting to other uses due to online shopping and work patterns relying less on physical space, presenting both challenges and opportunities for reuse. Uncoordinated growth and sprawl development can strain utilities and limit the creation of vibrant, connected communities.

Opportunities

- ✓ Promote compact, efficient development by prioritizing infill, redevelopment, and higher-density housing types in appropriate areas.
- ✓ Align future land use with infrastructure availability to minimize environmental and service impacts.
- ✓ Support adaptive reuse of institutional, commercial, and light industrial sites for housing and community uses. Facilitate commercial and mall redevelopments into walkable, mixed-use centers that serve as anchors for surrounding neighborhoods.

Intergovernmental Cooperation

Issues

The City of Appleton is centrally located in the heart of the Fox Cities and spans three counties, adding complexity to planning and implementation efforts across jurisdictions. Municipal boundaries in the area are often unclear, reinforcing the need for strong collaboration with East Central Wisconsin Regional Plan Commission (ECWRPC), Wisconsin Department of Transportation (WisDOT), the Wisconsin Department of Natural Resources (WI DNR), and nearby municipalities to ensure a cohesive and consistent experience for residents and businesses. Appleton's growth potential is also limited, as surrounding areas are largely incorporated or governed by boundary agreements that restrict expansion. Differences in land use direction and growth exceptions can lead to tension in other areas.

Opportunities

- ✓ Remain committed to continuing collaboration with neighboring municipalities, counties, the local school district, and the regional planning commission to improve alignment of long-range plans, reduce uncertainty, and support mutually beneficial development outcomes.

1.5 How to Use this Plan

1

Plan Appleton is a policy document that guides the City of Appleton toward the community's shared vision for the future.

It starts with Section 1, the introduction, which shares what this plan is and why it matters.

2

Following is Section 2, which focuses on seven key goals to shape Appleton's future:

1. Housing
2. Transportation
3. Utilities and Community Facilities
4. Agricultural, Natural, and Cultural Resources
5. Economic Development
6. Land Use
7. Intergovernmental Cooperation

Under each goal in *Plan Appleton*, several key pieces of information provide a comprehensive understanding of the City's priorities and approach. These elements explain what the goal is and why it matters to the community's future. It outlines specific strategies designed to achieve the goal, describe the desired outcomes that define success, and highlight relevant trends shaping the issue. Appleton in Action callouts showcase completed projects that advance each goal. Additionally, the plan identifies tools and resources that can be used to implement the strategies effectively. Together, these six components create a clear and actionable framework to guide decision-making and progress.

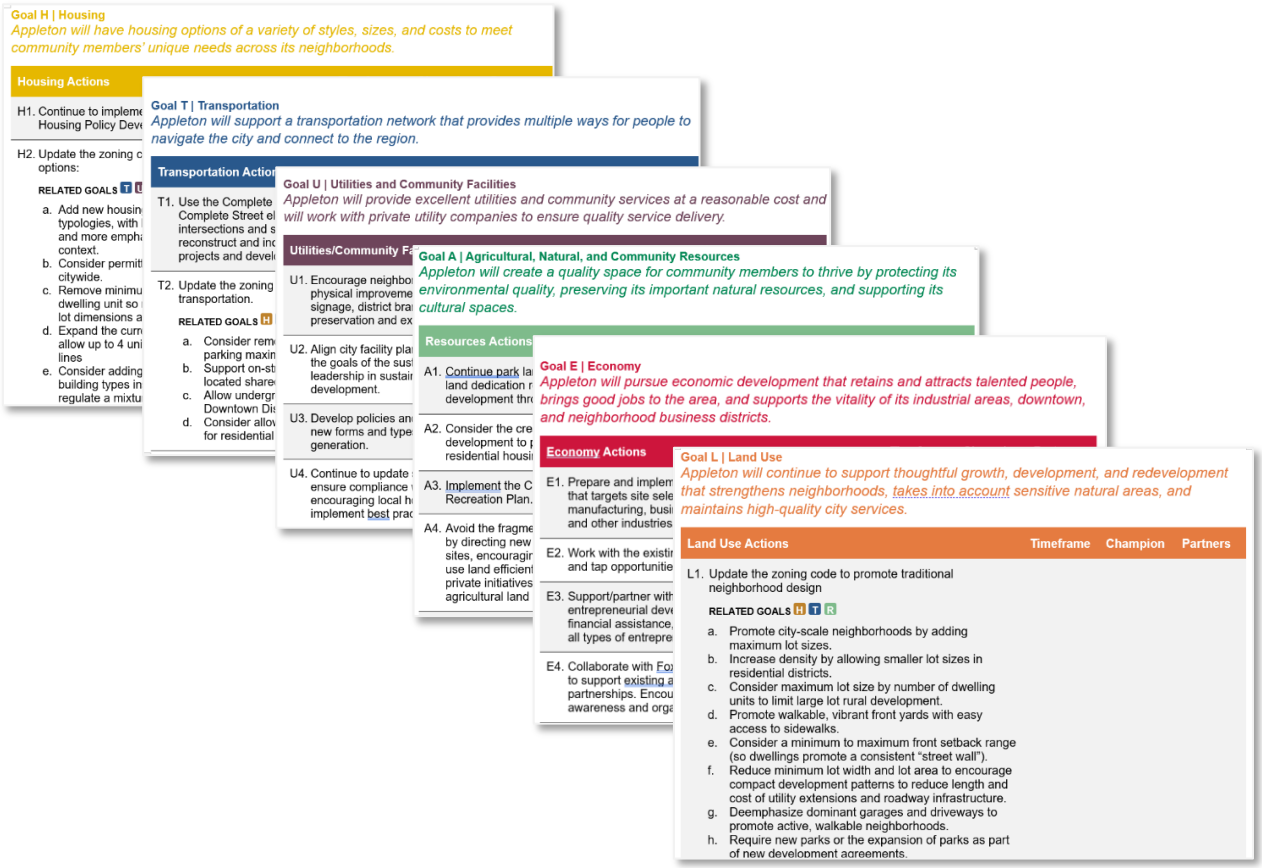
- Why it Matters
- Strategies
- Desired Outcomes
- Trends
- Tools
- Appleton in Action



3

Section 3, the Implementation section, provides a clear roadmap for turning the goals in *Plan Appleton* into action. Under each goal, key information is outlined to ensure progress is well-coordinated and accountable. Together, these elements help guide effective collaboration and track measurable outcomes.

- Actions
- Timeframes
- Champions
- Partners



4

Following the Implementation section are several appendices with detailed information that informed *Plan Appleton.*

SECTION 2

GOALS

Goal H | Housing

Goal T | Transportation

Goal U | Utilities and Community Facilities

Goal R | Agricultural, Natural, and Cultural Resources

Goal E | Economy

Goal L | Land Use

Goal I | Intergovernmental Cooperation

Goal H | Housing

Appleton will have housing options of a variety of styles, sizes, and costs to meet community members' unique needs across its neighborhoods.

This section covers the Housing element of the Wisconsin Comprehensive Planning Law (s. 66.1001 2b, Wis. Stats.)



Why Housing Matters

For many years, the “American Dream” meant owning a large home with a large yard, plenty of rooms, and garage for the car. Appleton was no exception to this, with most homes constructed over the past few decades as subdivisions on the outskirts of the city. However, housing trends are changing. Households are looking for a variety of options based on their incomes, lifestyles, and unique needs. From students finding their first apartment to growing families needing more bedrooms to seniors wishing to age in their family homes, *Plan Appleton* is rethinking the housing strategy for the next twenty years to meet community members’ diverse housing needs.

Strategies

There are several key strategies that will help Appleton achieve its goal for the future of housing in the City of Appleton.

- **Housing Choice** | Maintain a variety of housing options, both rental and ownership, throughout Appleton.
- **Housing Costs** | Have housing at a variety of costs so that there are affordable options for people with a variety of incomes.
- **Unhoused and At-Risk Housing** | Support organizations that assist unhoused individuals and community members experiencing housing instability in achieving stable and reliable housing.
- **Housing Quality** | Help community members maintain the quality of their existing housing and adapt their housing to their unique needs.
- **Housing Supply** | Increase housing supply in Appleton to meet housing demand.

See Section 3. Implementation to learn the actions Appleton will take to make these strategies a reality.

Desired Outcomes

We will know *Plan Appleton* is successful when we see:

- ▲ Greater ratio of building permits granted for alternative housing styles to single family detached housing styles
- ▲ More public funding for residential rehabilitation and improvements
- ▼ Lower percentage of cost burdened households (renter and owner)
- ▲ Approximately 160 new rental and 180 new owner model housing units constructed each year

Housing Trends

Housing Choice

Appleton is projected to grow by 5,000 people by 2040. This will impact households, job needs, school sizes, and more. Housing development has not kept pace with demand over the last decade and has a very low vacancy rate. This has resulted in people looking outside of the city for their housing options. To address the underdevelopment and meet the housing needs of the new population, Appleton will need to increase its housing stock. It is forecasted that Appleton would need to see the development of around 180 owner units and 160 rental units annually over the next 20 years. This would mean a total of 6,800 new units, with a range of styles and price points.



Sources: Wisconsin Demographics Services Center, Municipal Population Projections from 2010-2040, Vintage 2013 (latest available) | 2025 Appleton Housing Assessment, SmithGroup.

In 2023, Appleton had 30,860 households. Of those households, there were several key trends to consider when thinking of the diverse housing needs of Appleton residents:

Source: U.S. Census American Community Survey 5-Year Estimates Table S1101. Households and Families, 2023



60% of households were families.



23% of households had one or more people under 18 years old living there.



16% of households had one or more people over 65 years old living there.



30% of households were people living alone (11.9% male + 18.3% female).

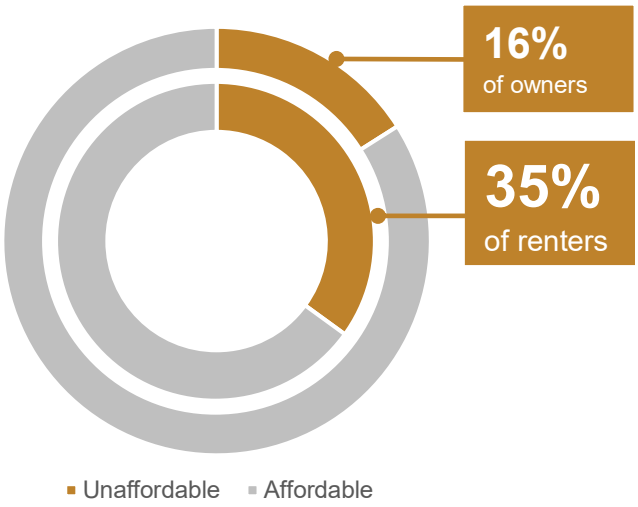


12% of households were seniors living alone (8.0% female + 3.9% male).

Housing Costs

The median household income in Appleton was $77,450 in 2023. At this time, about 1 in 3 rentals (35%) were unaffordable, meaning renters paid more than 30% of their gross income on housing costs. In comparison, around 1 in 10 ownership units (16%) were considered unaffordable.

Sources: U.S. Census American Community Survey 5-Year Estimates Table B25070. Households and Families, 2013 and 2023. See the Existing Conditions Report Appendix and the 2025 Appleton Housing Assessment for more details on the challenges and opportunities related to housing Appleton is facing.



Housing Tools

These shifting households and their incomes indicate a need for a variety of housing in the future. The needs of growing families, young professionals, long time residents and more differ. While Appleton has been hard at work expanding housing options across the city, there are some additional tools that can support housing advancements in the future.

Several different housing needs were mentioned by community members and explored during engagement events, including the needs of growing families, students, and seniors.



Land Use and Housing Choices

Land use and zoning are the most powerful policy tools the City of Appleton can use to ensure residential development is in line with the goals of *Plan Appleton* by guiding building character, location, impact on surrounding neighbors, and impact on the environment. See the Land Use and Implementation sections to learn more.

To meet Appleton's housing needs, future development will need to include a variety of housing styles and having flexibility in future land uses will help make this development become a reality. The community provided feedback on several housing types during engagement events for *Plan Appleton* which are now represented in the land use goals of this plan.

Types of Housing Styles



Accessory Dwelling Units
Small units the size of garages in a backyard



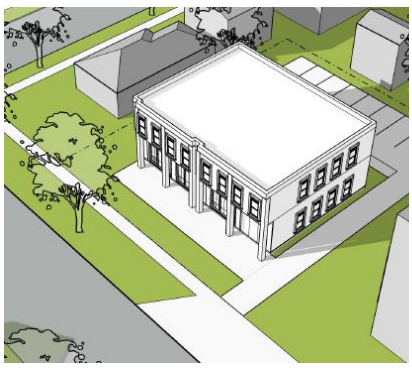
2-, 3-, and 4-Unit Homes
These are duplexes, triplexes and quads which often look like surrounding homes



Small Apartment Buildings
Buildings are the same height and materials as surrounding homes



Townhomes
Each unit has its own front door and multiple levels, but share walls with their neighbors



Mixed-Use
Businesses like coffee shops and daycares on the first floor with apartments above

Neighborhood Grant Program

The Neighborhood Grant Program (TNGP) is open to all 22 Appleton registered neighborhoods that participate in the City of Appleton's Neighborhood Program. The grants assist in strengthening and sustaining the social network of the Appleton community and may be applied to projects that enhance cultural, beautification, recreation, education, neighborhood cleanup, neighborhood safety and family/youth issues through resident-driven activities within each neighborhood.

Regional Coalitions

Appleton could advocate for and participate in a regional partnership of housing agencies to collaborate on housing issues and goals across the Fox Cities region. A regional coalition such as the Fox Cities Housing Alliance could not only help with policies, but also help the Housing Alliance with programs such as developing a pipeline of housing construction workforce training that includes education and incentives to increase the number of qualified contractors, affordable housing developers, and construction workers. The Housing Alliance could also expand education on and around the need for housing, housing options, progress toward housing goals, renters rights, landlord rights, and more similar to the Dane County, Wisconsin Regional Housing Strategy or the Michigan Small-Scale Developer Toolkit.



Appleton in Action

Appleton has already taken several steps to support and improve housing access including:

- permitting accessory dwelling units
- permitting zero lot line duplex
- reducing the minimum dwelling square footage per unit
- allowing ground floor residential uses in the Central Business District on lots located more than 120 feet from College Avenue
- approximately $2.7 million has been invested through the City's Housing Rehab Program since 2017, resulting in the rehab of 139 housing units
- creating of the *Housing Development Policy Guide*



Affordable Housing

Housing Choice Voucher Program

The Housing Choice Voucher (HCV) homeownership program allows families that are assisted under the HCV program to use their voucher to buy a home and receive monthly assistance in meeting homeownership expenses. The program is limited to first-time homeowners who have received housing counseling and meet the minimum income requirements. 13 housing authorities in Wisconsin have implemented this program as of 2025 and Appleton Housing Authority has the option to establish an HCV homeownership program in the city as well.

Community Land Trusts

Community land trusts and similar cooperative ownership models are trusts that hold land for the permanent benefit of affordable housing for residents. People wanting to become homeowners can get a mortgage for the home only. A ground lease keeps the home affordable. The community land trust then owns the land and supports the homeowner long term. There are several trusts throughout the state such as in Door County, Madison, and Milwaukee.

Affordable Housing Funding

There are several ways of dedicating funding for affordable housing the City of Appleton could consider including a dedicated affordable housing fund as part of a Tax Incremental District extension, Community Development Block Grant (CDBG) allocation, CDBG loan (HUD 108), the Appleton Homeowner Rehabilitation Loan Program, and other sources offered through the Appleton Housing Authority.

Development Review

The City of Appleton could revise the development process to provide expedited permitting for affordable housing. The City could also consider a pattern book of prequalified development types and expedite the review process for these types, similar to the Milwaukee New Home Catalogue. See also the Housing Development Policy Guide.







Goal T | Transportation

Appleton will support a transportation network that provides multiple ways for people to navigate the city and connect to the region.

This section covers the Transportation element of the Wisconsin Comprehensive Planning Law (s. 66.1001 2c, Wis. Stats.)



Why Transportation Matters

Transportation considers how people in Appleton travel through several means: pedestrian networks, bicycles, cars, trucks, buses, rail, and air, while remaining adaptable to emerging and future mobility options. An efficient and reliable transportation system that offers people multiple ways to get around Appleton is key to the success of the community. As in most U.S. cities, people in Appleton mostly get around using personal cars. Many of the roads in Appleton were initially designed for moving cars and it can be hard to complete daily tasks without driving. However, this car-dependence also creates challenges: not everyone is able to drive, including children, older adults, and some residents with disabilities or limited income. At the same time, safety is a growing concern. Streets designed for vehicle speed can create uncomfortable or unsafe conditions for people walking, biking, or using mobility aids. Providing more "active" ways of navigating communities such as ways to bike, walk, and wheel around the city can also help improve community health and limit impacts on the environment. Parking availability and design is another issue that shapes how Appleton develops and moves. In many areas, minimum parking requirements have led to an oversupply of parking that consumes valuable land and detracts from walkability. At the same time, concerns about on-street parking availability and lack of shared parking options can make it harder to support compact, mixed-use areas or encourage alternative transportation choices. *Plan Appleton*'s transportation strategy aims to create a coordinated transportation system that is efficient, reliable, but also safe and inclusive—providing people of all ages and abilities with a variety of ways to access the many resources Appleton has to offer.

Strategies

There are several key strategies that will help Appleton achieve its goal for the future of transportation in the City of Appleton.

- **Roads** | Create a system of complete streets: roads that are safe, efficient, and comfortable for all road users.
- **Parking** | Maintain a balanced parking supply that meets community needs while minimizing negative impacts of parking on the character, safety, and mobility of Appleton's neighborhoods and transportation network.
- **Transit** | Support Valley Transit to provide cost-effective, reliable, and frequent public transit services.
- **Rail** | Continue to support considerations to restore regional passenger rail connectivity.

See Section 3. Implementation to learn the actions Appleton will take to make these strategies a reality.

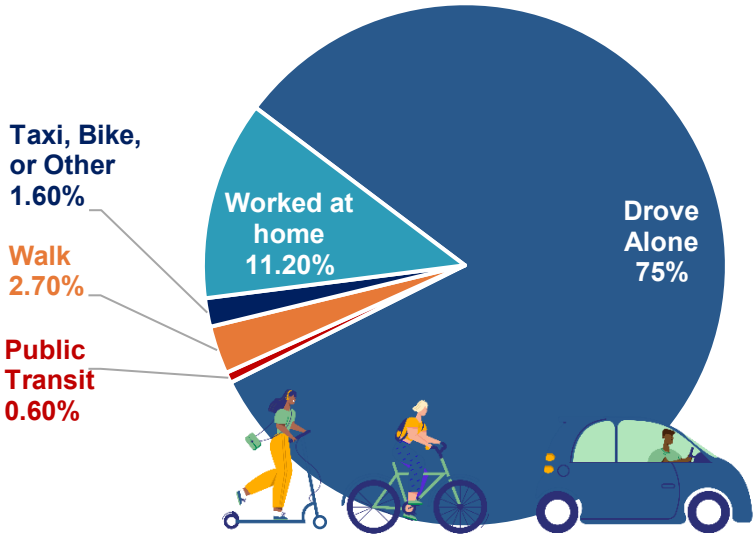
Desired Outcomes

We will know *Plan Appleton* is successful when we see:

- ▲ More miles of non-motorized trails, on-street bike lanes, and sidewalks
- ▲ Greater share of commuters who are not driving alone
- ▼ Fewer crashes that lead to a death or serious injury
- ▲ Additional residential and mixed-use density along fixed-route transit lines
- ▲ Transit ridership growth
- ▲ Increase shared driveways and shared parking in commercial and mixed-use developments
- ▼ Reduction of the proportion of land area devoted to surface parking along commercial corridors where existing off-street parking exceeds demonstrated demand
- ▲ Complete street strategies implemented in street reconstruction, retrofitting, and newly constructed streets.

Transportation Trends

Appleton Commute to Work by Type, 2023



Source: U.S. Census ACS 5-Year Estimates Table B08301.Transportation 2023

Roads

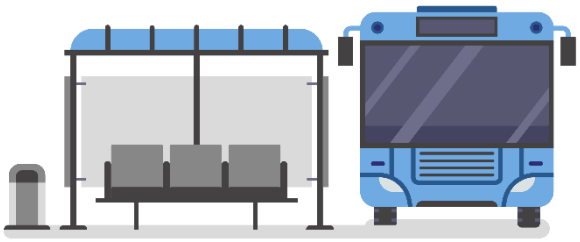
Commuting is a major part of daily life in Appleton, with 75% of people driving to work alone in 2023. This makes sense: many of the roads in Appleton were initially designed for moving cars and it can be hard to complete daily tasks without driving. However, having multiple methods of commuting to work could go a long way in supporting active lifestyles, increasing access to services, and decreasing emissions.

Sources: U.S. Census ACS 5-Year Estimates Table B25044. Housing Characteristics, 2023 and S1101. Households and Families, 2023

Transit

Valley Transit, serving Appleton and the broader Fox Cities Region, has seen **a continuous increase in ridership post-Covid pandemic,** going from 658,283 riders in 2021 to 777,302 riders in 2023. Over half of Valley Transit's trips were employment related in 2023.

Sources: Valley Transit, Annual Fact Sheet 2021 and 2023



Rail

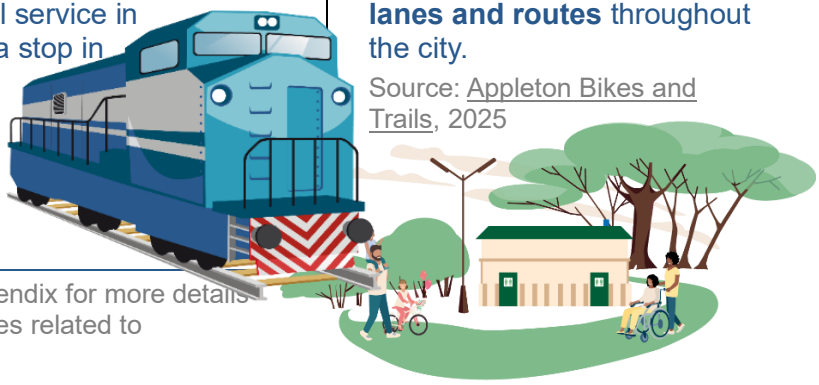
With almost **30 trains crossing through Appleton daily**, rail lines play an important role in the regional economy. Expanding passenger rail service in Northeastern Wisconsin, including a stop in Appleton, presents significant opportunities for regional economic growth and enhanced connectivity.

Source: City of Appleton Community Development Department, 2025

Trails

Appleton has almost **22 miles of trails** and **45 miles of bike lanes and routes** throughout the city.

Source: Appleton Bikes and Trails, 2025



See the Existing Conditions Report Appendix for more details on the major challenges and opportunities related to transportation Appleton is facing.

Transportation Tools

While Appleton has been hard at work improving transportation across the city, there are some additional tools that can support transportation advancements in the future.

Complete Streets

Complete streets use design and regulations to prioritize safety, accessibility, and equitable access for all users of the road, regardless of their age, ability, or mode of transportation. Check out the subarea plans in the appendix of *Plan Appleton* to learn how Northland Avenue/Richmond Street, Wisconsin Avenue, and S. Oneida Street subareas can become complete streets.

Safety and Accessibility

Vision Zero

Vision Zero is a strategy to eliminate traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. The City of Appleton may consider adopting a Vision Zero policy and become part of the Vision Zero Network.

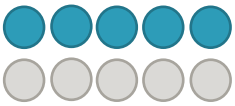
Traffic Calming

One way to achieve Vision Zero is to calm traffic along areas where there is meant to be more people walking and biking, such as around schools and shopping areas. There are several tools that can be used for traffic calming outlined in the Design Elements Overview (page 28) of the Complete Streets Guide that can help guide future road improvements.

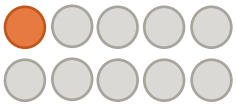
Slowing traffic can save lives. When hit by a car driving at…



20 miles per hour, **9.5 of 10 pedestrian survive**



30 miles per hour, **5 of 10 pedestrian survive**



40 miles per hour, **1 of 10 pedestrian survive**

Appleton in Action

Appleton adopted the *Complete Streets Policy and Design Guide* in 2024. Complete street elements or designs have been implemented on a number of Appleton Streets, including:

- Badger Ave (Packard to Wisconsin)
- John St (College to Calumet)
- Newberry St (Schaefer to STH 441)
- Prospect Ave (Haskel to W City limits)
- Glendale Ave (Richmond to Mason)
- College Avenue from Richmond Street to Drew Street
- Linwood Ave (College to Badger)
- Evergreen Dr (Richmond to Haymeadow)



Parking

Parking Minimums

Parking minimums are City of Appleton requirements for developments to provide a specific number of parking spaces for development. While sometimes helpful, they can lead to an excess of parking in neighborhoods and commercial corridors. There has been growing awareness throughout the country of the role of parking minimums in driving up housing prices and decreasing walkability. An increasing number of Wisconsin cities have removed or reduced parking requirements in downtowns and other activity hubs, including Milwaukee, Gilman, and La Crosse.

Curbside Parking

Other parking management practices can also help grow people-centered places. Pricing curbside parking based on demand can shift drivers to less occupied blocks or ramps and encourage needed turnover in front of businesses.

Parking Benefit District

Creating a Parking Benefit District in select commercial areas would not only support more walkable land use, but also provide funding for district improvements. A Parking Benefits District is a tool the City of Appleton can use by designating a specific area where revenues from parking meters can be used to fund local improvements such as bump outs, enhanced sidewalks, street furniture, and more. These improvements are meant to attract more visitors, which generates more revenue and encourages future development. It could be a strong tool for places like Wisconsin Avenue or Northland Mall.

Parking Ramps

Downtown Appleton has a number of public parking ramps that are currently underutilized. Encouraging greater use of these ramps can reduce the demand for surface parking lots, particularly stand-alone lots that break up the walkable fabric of downtown. By shifting demand toward ramps, valuable land currently occupied by surface lots could be redeveloped for housing, businesses, or public spaces that contribute to a more vibrant and pedestrian-friendly downtown.

Appleton in Action

Appleton has taken several steps already to limit unnecessary parking by removing parking requirements from the Central Business District (CBD), allowing a 50% reduction in parking requirements in Commercial C-1 zoned areas, and allowing administrative adjustments of up to 20% anywhere in the City.



Land Use

Land use and transportation are highly linked. Having slower traffic streets in areas like residential neighborhoods enhance safety, family-friendly environments, and connections to neighbors. Higher traffic areas near industrial sites can help with shipping and cost of operations. Increasing density along transit lines can increase ridership, which makes transit more frequent and reliable. See the Land Use section of *Plan Appleton* to learn how the land use recommendations were carefully paired with transportation recommendations and street types to create better connected, safe, and efficient neighborhoods across the city.

Goal U | Utilities and Community Facilities

Appleton will provide reliable, high-quality utilities and community services in a fiscally responsible manner.

This section covers the Utilities and Community Facilities element of the Wisconsin Comprehensive Planning Law (s. 66.1001 2d, Wis. Stats.)



Why Utilities and Community Facilities Matter

Residents and businesses in the City of Appleton are served by a variety of public and private utility and service providers. Appleton's utilities serve many residents across the city and as development occurs, utilities must expand to ensure everyone has access to these high-quality, cost-effective services. Utilities include:

- **Water** | drinking water and stormwater
- **Energy** | lighting, substations, conduits, gas pipelines, and emissions
- **Telecommunications** | phone, internet, and fiber optics
- **Waste** | landfills, recycling, wastewater, and composting
- **Community Facilities** | libraries, schools, childcare, emergency services, and health

Strategies

There are several key strategies that will help Appleton achieve its goal for the future of utilities and community facilities in the City of Appleton.

- **Water** | Maintain quality public water and storm sewer infrastructure.
- **Energy** | Improve energy efficiency.
- **Telecommunications** | Support efforts to deliver dependable cellular and internet coverage, speeds, and fiber optics for both daily use and in times of emergency.
- **Waste** | Support practical, cost-effective and collaborative approaches to solid waste and wastewater management that aims maximize resource recovery from waste streams.
- **Community Facilities** | Support updates as needed with new development to continue providing quality education, health, emergency service, and cultural community facilities for residents.

See Section 3. Implementation to learn the actions Appleton will take to make these strategies a reality.

Desired Outcomes

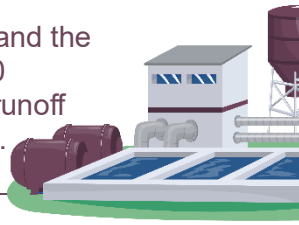
We will know *Plan Appleton* is successful when we see:

- Maintained fire department insurance rating
- Reduction in stormwater equivalent runoff units (ERUs) on redevelopment sites compared to pre-redevelopment conditions
- Less municipal carbon emissions
- More permits for accessory solar panels
- Greater ratio of new development on sites with existing infrastructure compared to development on sites without existing infrastructure
- Continued capacity for water and wastewater facilities as development demands to maintain quality and reliable services
- A higher rate of resource recovery from solid waste and wastewater systems

Utilities and Community Facilities Trends

Water

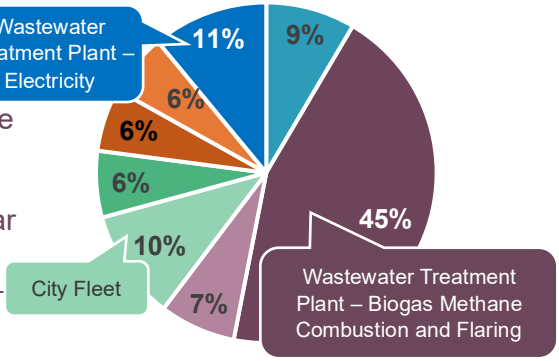
Appleton owns and operates a 24 million gallons per day (mgd), water treatment facility utilizing Lake Winnebago as the water source. The City of Appleton Water Treatment Facility (AWTF) provides safe, clean, drinking water to over 100,000 residents and wholesale customers in the City of Appleton, Waverly Sanitary District, the Town of Grand Chute, and the Village of Sherwood. The City also owns and maintains 58 wet ponds, 16 dry ponds, 20 biofilters, 2 stormwater lift stations, and 16 other stormwater assets to offset the water runoff from homes, roads, parking lots and more which can cause flooding during heavy rains.



Energy

The Wisconsin Office of Sustainability & Clean Energy set a state-wide goal for all electricity consumed within Wisconsin to be 100 percent carbon-free by 2050. Appleton has already taken steps to achieve this by conducting a Greenhouse Gas Inventory and reducing the top contributors to municipal greenhouse gas emissions. This included updating the wastewater treatment plant, converting parking ramps to LED lighting, installing a solar array, and installing two waste-heat-power generators.

Appleton Greenhouse Gas Emissions, 2023-2024



Telecommunications

Private companies provide numerous alternatives for phone and internet services within Appleton. The City encourages telecommunications providers to co-locate facilities and use existing structures such as City water towers as an equipment location.

Waste

The wastewater treatment plant is designed for a hydraulic annual average influent flow of 15.5 million gallons per day (MGD) with a treatment capacity specific to the conventional pollutant types regulated by the Wisconsin Department of Natural Resources. Over the past three years, actual influent flow have averaged 12.8 MGD while the pollutant loading average reached up to 65% of plant design capacity based on current permit limits, indicating the plant can meet the needs of the service territory and accommodate continued growth.

Community Facilities

Appleton is home to many community facilities that serve the community including Appleton Public Library, Lawrence University, 38 Appleton Public School facilities, several parochial schools, 39 day cares a police station and several fire stations, two regional hospitals, and a senior center.

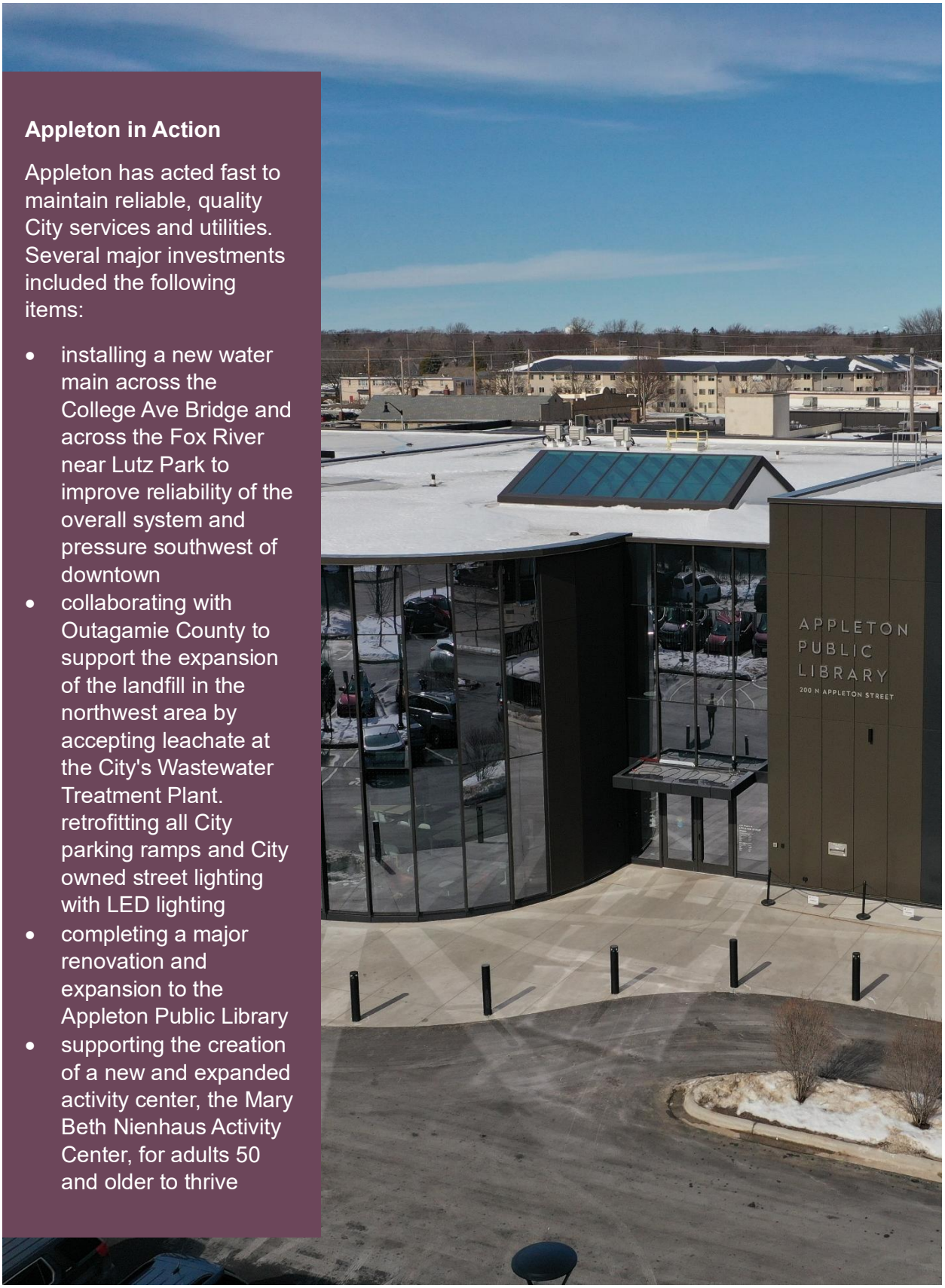


Page Sources: Appleton Community Development, Public Works, and Facilities & Construction Management Departments, 2025. City of Appleton Office of Sustainability 2023-2024 Greenhouse Gas Report provided March 7th, 2025. See the Existing Conditions Report Appendix for more details on the challenges and opportunities related to utilities and community facilities Appleton is facing.

Appleton in Action

Appleton has acted fast to maintain reliable, quality City services and utilities. Several major investments included the following items:

- installing a new water main across the College Ave Bridge and across the Fox River near Lutz Park to improve reliability of the overall system and pressure southwest of downtown
- collaborating with Outagamie County to support the expansion of the landfill in the northwest area by accepting leachate at the City's Wastewater Treatment Plant. retrofitting all City parking ramps and City owned street lighting with LED lighting
- completing a major renovation and expansion to the Appleton Public Library
- supporting the creation of a new and expanded activity center, the Mary Beth Nienhaus Activity Center, for adults 50 and older to thrive



Goal R | Agricultural, Natural, and Cultural Resources

Appleton will create a quality space for community members to thrive by protecting its environmental quality, preserving its important natural resources, and supporting its cultural spaces.

This section covers the Agricultural, Natural, and Cultural Resources element of the Wisconsin Comprehensive Planning Law (s. 66.1001 2e, Wis. Stats.)



Why Agriculture, Nature, and Cultural Resources Matter

Located along the Fox River, Appleton is a river community at its core. The river has been a critical resource for agricultural systems, early industries, and more. A well-connected network of protected agricultural and natural lands supports community health, attracts new residents, and drives eco-tourism-based economic growth. Combined with cultural resources, community members can express their unique identities and help achieve the community's vision of Appleton as a regional leader.

Strategies

There are several key strategies that will help Appleton achieve its goal for the future of agriculture, nature, and cultural resources in the City of Appleton.

- **Parks** | Develop a linked system of parks, greenways, and trails for people to enjoy active lifestyles and recreation opportunities.
- **Natural Systems** | Preserve important natural features and enhance environmental quality throughout the community to secure economic, recreational, and health benefits for residents.
- **Agriculture** | Promote compact and efficient land use patterns to avoid fragmentation of agricultural lands.
- **Cultural Resources** | Have exceptional cultural resources, organizations, events, and venues that make Appleton the arts and cultural center of the Fox Cities.

See Section 3. Implementation to learn the actions Appleton will take to make these strategies a reality.

Desired Outcomes

We will know *Plan Appleton* is successful when we see:

- ▲ Greater number of households within a 10-minute walk of a park or green space until all homes are within a 10-minute walk
- = Maintained ratio of residents to acres of park land
- ▲ More tree canopy
- ▼ Reduction of ground heat
- ▲ Greater ratio of new development occurring in infill areas compared to greenfield areas
- = Maintained number of special events within the City of Appleton
- = Steady number of historic sites within the City of Appleton

Agricultural, Natural, and Cultural Resources Trends

Parks

The City of Appleton manages 35 parks and 1 golf course which offer a wide range of facilities for public use. The Comprehensive Outdoor Recreation Plan offers guidance on the maintenance and operations of these facilities long-term and was recently updated in 2025. 66% of Appleton's residents live within a 10-minute walk of a park.

Sources: Trust for Public Land, ParkServe Score, Collected January 2025



Natural Systems

In place of its original forests, Appleton now has a well-developed urban and community forest. Appleton has been a Tree City USA since 1984 and is the recipient of a Tree City USA Growth Award for its community forestry program. While there are many amazing natural resources, there are also several areas that have been contaminated and are being restored. Many contaminated sites, sometimes called brownfields, have already been fully remediated with only 35 contaminated sites remaining.

Sources: Wisconsin Department of Natural Resources, Remediation and Redevelopment Database, Collected June 2025 | City of Appleton, Sustainable Appleton, Collected January 2025

Agriculture

Agriculture remains an important element of the regional economy, although its role within the City of Appleton is somewhat limited. Active farmland within or adjacent to the city is located predominantly to the north, where continued growth (by Appleton and its neighbors) is resulting in conversion of agricultural land to urban uses. Appleton's future land use accounts for this in its Suburban Neighborhood strategies.

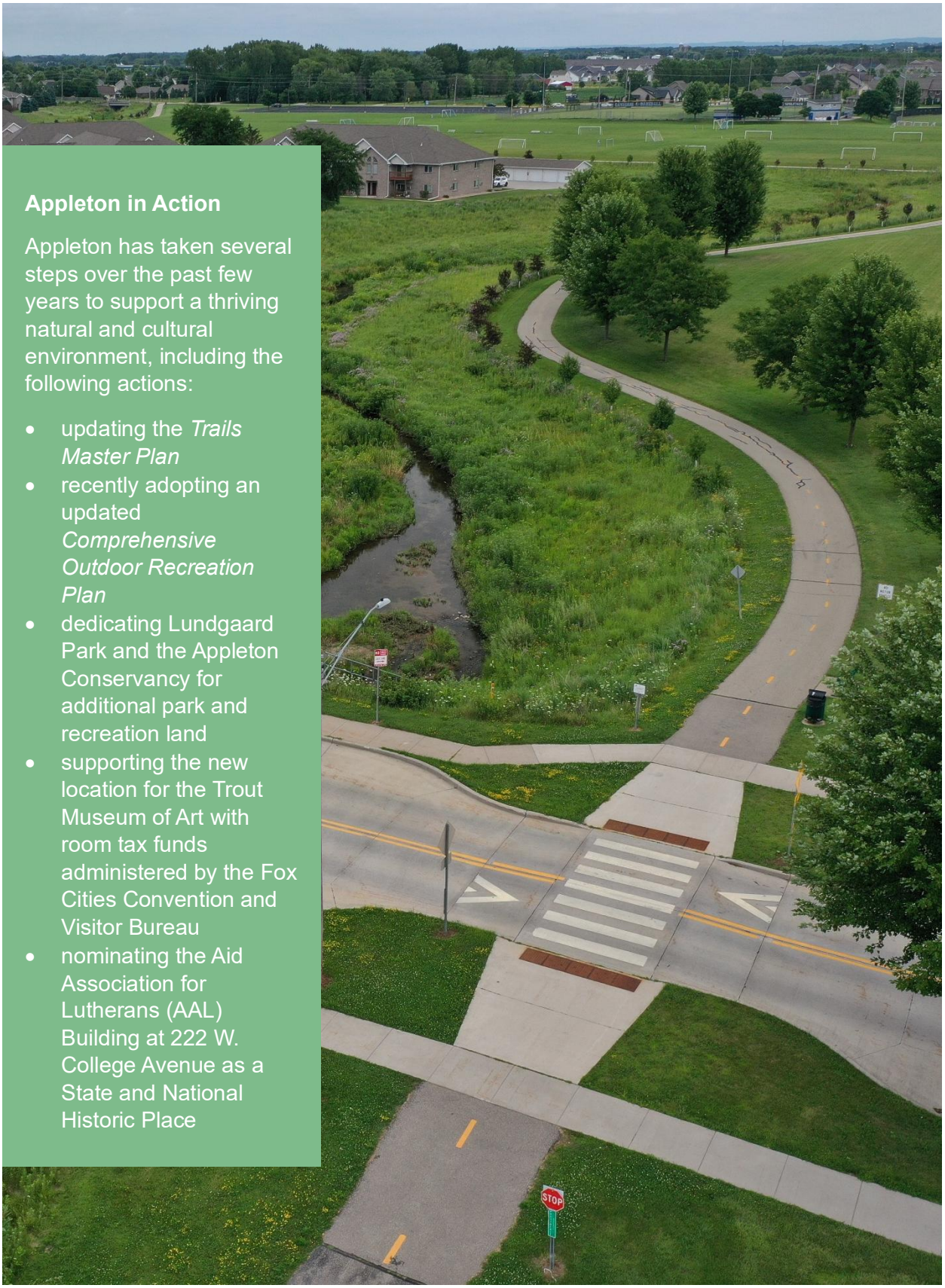
Sources: Appleton Community Development Department, 2025

Cultural Resources

Investment in the arts benefits Appleton through beautification, overall well-being, tourism, and spending at local businesses. Traditional categories within the arts include everything from visual arts to performing arts to architecture. However, the creative community has started expanding the arts to include digital media, music, performance, and more. Appleton is also home to 4 historic districts, 5 registered historic buildings or sites, a Performing Arts Center housed downtown, and dozens of cultural organizations.

See the Existing Conditions Report Appendix for more details on the major challenges and opportunities related to agriculture, nature, and cultural resources.





Appleton in Action

Appleton has taken several steps over the past few years to support a thriving natural and cultural environment, including the following actions:

- updating the *Trails Master Plan*
- recently adopting an updated *Comprehensive Outdoor Recreation Plan*
- dedicating Lundgaard Park and the Appleton Conservancy for additional park and recreation land
- supporting the new location for the Trout Museum of Art with room tax funds administered by the Fox Cities Convention and Visitor Bureau
- nominating the Aid Association for Lutherans (AAL) Building at 222 W. College Avenue as a State and National Historic Place

Goal E | Economic Development

Appleton will pursue economic development that retains and attracts talented people, brings good jobs to the area, and supports the vitality of its industrial areas, downtown, and neighborhood business districts.

This section covers the Economic Development element of the Wisconsin Comprehensive Planning Law (s. 66.1001 2f, Wis. Stats.)



Why Economic Development Matters

Appleton's Downtown and busy corridors such as Wisconsin Avenue provide thriving spaces for small businesses to prosper, and major industries such as local universities, hospitals, and financial institutions make Appleton a regional hub. There are several corridors and industrial sites that have the potential to be redeveloped to support both existing and new businesses. Economic development as encouraged in *Plan Appleton* can also strengthen the ecosystem for development.

Strategies

There are several key strategies that will help Appleton achieve its goal for the future of the economy in the City of Appleton.

- **Businesses** | Grow Appleton's business community through recruitment, expansion, and retention programs that ensure a diverse business mix and jobs that pay well with strong partnerships with nonprofit business organizations.
- **Placemaking |** Create a vibrant environment downtown and in neighborhood commercial districts that is conducive to attracting and retaining talented people.
- **Development** | Encourage new development and redevelopment activities that create vital and attractive neighborhoods and business districts.

See Section 3. Implementation to learn the actions Appleton will take to make these strategies a reality.

Desired Outcomes

We will know *Plan Appleton* is successful when we see:

- Greater housing affordability based on median income for the City of Appleton
- Additional number of businesses and employees
- Greater efficiency in approval process for developments
- Maintain a mix of industries and occupations to ensure resilience within the regional market with no sector greater than 25%
- Increased growth of the City of Appleton's tax base through net new construction
- More building permit activity
- Fewer brownfield sites due to reuse and redevelopment

Economic Development Trends

Retail and Development

The 2025 Market and Leakage Study showed Appleton has more supply than demand when it comes to retail. Since there is a lot of retail supplied already in the region, it can be challenging to expect significantly more retail businesses to open in the city and its subareas. This means the City of Appleton will need to be strategic about where and how much retail it encourages in the future by creating nodes of activity along busy corridors where businesses are better able to support each other and thrive. It also means that housing along the corridors will be needed to fill both housing demand and support future businesses.

$6.52 billion
Total Demand for Retail in the Study Area in 2025

$7.76 billion
Total Supply of Retail in the Study Area in 2025

Residents frequently travel farther than average 22-mile distance for six retail services, indicating an opportunity to capture this market locally with high-quality offerings in appealing, strategically located settings.

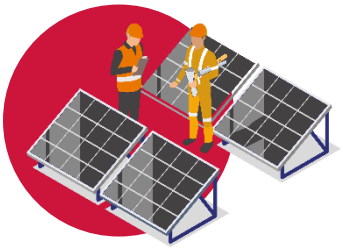
1. **Shops & Services**
   464,668 visits in 2024
2. **Dining**
   253,750 visits in 2024
3. **Groceries**
   52,443 visits in 2024
4. **Leisure**
   44,520 visits in 2024
5. **Superstores**
   34,362 visits in 2024
6. **Hotels & Casinos**
   22,311 visits in 2024



Emerging Industries

The Wisconsin Department of Workforce Development predicts industries that will experience the largest growth in the broader Appleton region will be:

Construction
▲ 13.02%



Self Employed and Unpaid Family Workers
▲ 12.84%



Financial Activities
▲ 11.25%



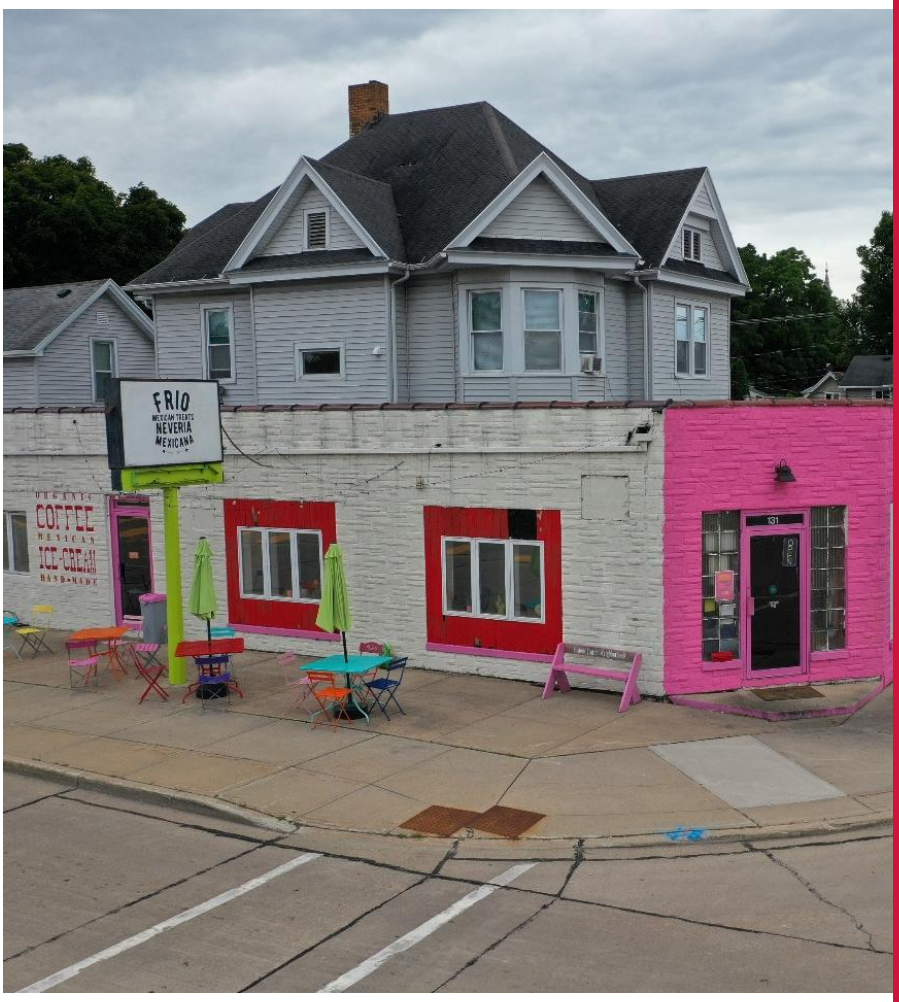
Page Sources: The Market and Leakage Study used an average of 22-miles driving distance (the average distance consumers travel) from 3 key subareas. See the full study in the Appendix for a map and more on the data methodology. It also considered retail to be businesses that sell goods (i.e. food, clothes). Combined results for the Bay Area and Fox Valley Workforce Development Area 2022-2032 Long-Term Projections from the State of Wisconsin Department of Workforce Development. See the Existing Conditions Report Appendix for more details on the major challenges and opportunities the economy is facing.

Economic Development Tools

Investing in Emerging Industries

In addition to ensuring the future land use and zoning for industrial lands work well for growing industries, Appleton is aware of the rise in self-employed individuals and individuals working from home. Self-employed and unpaid family workers are set to be the second fastest growing industry in the region, just behind construction. Currently over 1 in 10 residents in Appleton work from home, reflecting post-pandemic shifts. This is consistent with post-pandemic trends. The amount of people working from home in Appleton almost quadrupled over the past decade, from 3% in 2014 to 11.2% in 2023. The future land use plan and goals of *Plan Appleton* aim to support this growing industry by expanding opportunities for accessory commercial uses.

Source: U.S. Census American Community Survey 5-Year Estimates Table B08301.Transportation 2023



Appleton in Action

Appleton has made several major moves over the past few years to support businesses, entrepreneurs, and job growth for community members, including the following actions:

- creating Tax Increment District #13
- approving the expansion of Southpoint Commerce Park to provide ready to build lots
- since 2017, the City has committed $14.5M in tax incentive financing projects throughout the City.
- planning for the West College Avenue Corridor, *A NEW Avenue*
- creating the *College North Neighborhood Plan*
- securing funding for mixed use development for new transit center and housing
- creating a guide for a subdivision plat process to assist developers through the process

Land Use and Retail

Appleton's land use plan considers how and where Appleton can add density to better support retail. There are four different types of retail with different density needs in Appleton.

Sources: *Data and graphics adapted from Seth Harry and Associates, Inc. Market Area refers to the distance people are willing to travel and population needed is the number of people needed in the market area for a business to be successful.*



Corner Stores

Average Size 800 – 5k sq ft

Description A retail business within a neighborhood for quick and frequent purchases of a wide array of products or a niche experience such as a café or bakery. Needs a population of 500-2K in ¼ - ½ mile.

What do corner stores need to thrive?

- Location on a primary street carrying 10k+ cars a day
- Walkable neighborhoods



Main Street Shops

Average Size 15k – 25k sq ft

Description A cluster of retail establishments, offices, and services such as hair salons or small restaurants that drive up business activity. Needs a population of 1K-3K in 1-1.5 miles.

What do main streets need to thrive?

- A local anchor store (such as pharmacy)
- Location on a primary street with on street or rear parking
- Dense, walkable neighborhoods and some first-floor retail



Town Centers

Average Size 40k – 100k sq ft

Description A cluster of retail establishments, offices, and services such as anchored by a larger tenant and shared community space. Needs a population of 3K-25K in 1.5-3 miles.

What do town centers need to thrive?

- A regional anchor store (such as a grocery store)
- Location off a primary street with on street or rear parking
- Outdoor dining or shared gathering spaces
- First floor retail with housing above or small apartments



Downtown

Average Size 800 – 5,000 sq ft

Description A full range of shops and goods including apparel, furniture, and electronics anchored by two or more full line department stores. Needs a population of 80K+ in 5-12 miles.

What does Downtown need to thrive?

- Denser buildings
- Adequate and strategic parking optics
- First floor retail, offices and retail above, and housing on upper floors or large apartments or condo buildings

Goal L | Land Use

Appleton will continue to support thoughtful growth, development, and redevelopment that strengthens neighborhoods, considers sensitive natural areas, and maintains high-quality City of Appleton services.

This section covers the Land Use element of the Wisconsin Comprehensive Planning Law (s. 66.1001 2h, Wis. Stats.)



Why Land Use Matters

Land use plays a critical role in planning for Appleton's future. An effective land use plan will help Appleton meet its goals for housing, transportation, utilities, community facilities, agriculture, nature, cultural resources, and the economy by allowing the right type of development to happen in the right places. Land is a finite resource. The City of Appleton seeks to ensure that it will have sufficient area available to meet its future needs for residential, commercial, industrial, recreational, and other forms of development.

Land use organizes Appleton into several “place types.” These place types encourage a mixture of uses that are meant to work in harmony with each other, resulting in more vibrant, connected, and well-resourced neighborhoods where the community lives, works, and plays. Future land use place types focus not just on what land is currently used for, but also what it could be in the future to realize this plan’s vision. This will be accomplished through a combination of redevelopment, infill in existing parts of the community, and smarter development of "greenfield" sites at the city’s edges to not strain City of Appleton utilities or the environment.

Strategies

There are several key strategies that will help Appleton achieve its goal for the future of land use and development in the City of Appleton.

- **Infrastructure** | Provide a pattern of development that minimizes impacts to municipal services, utilities, and the environment.
- **Growth** | Coordinate growth areas with boundary agreements to ensure orderly and efficient development by collaborating with surrounding jurisdictions.
- **Reinvestment** | Encourage redevelopment and reinvestment in established neighborhoods.
- **Zoning** | Plan for compact, efficient, and fiscally responsible development by updating the zoning code and other regulatory tools.
- **Flexibility** | Ensure a land use approach that can adjust to housing needs, market shifts, and population changes.

See Section 3. Implementation to learn the actions Appleton will take to make these strategies a reality.

Desired Outcomes

We will know *Plan Appleton* is successful when we see:

- Greater residential and mixed-use density along College Avenue, Northland Avenue, Richmond Street, Oneida Street, Wisconsin Avenue, and fixed route transit lines
- More housing supply
- Greater variety of housing types to meet different community members needs
- Fewer vacant lots
- More dwelling units per acre
- Maximize private investment generated for every $1 of public incentive for infill and redevelopment

Creating Future Land Use

Future land use balances five major considerations:



Compatibility
Organize land in a way that reduces conflicts with nearby uses and supports nearby activity.



Transportation
Organize land in a way that creates dense corridors and neighborhoods that promote walkability and transit.



Intensity
Organize land in a way that provides areas from high activity to low activity to meet different lifestyle needs.



Infrastructure
Organize land to promote development near existing infrastructure to limit strain on system capacity and environmental impacts.



Community
Organize land in a way that promotes close-knit communities and a strong sense of local identity.

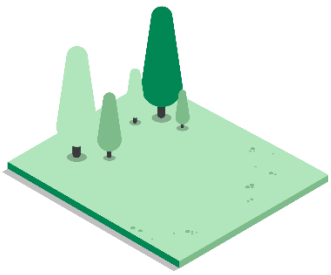
To create future land use, *Plan Appleton* considers three key pieces of information:



Existing Land Use
Future land use should allow existing neighborhoods to thrive while ensuring any future uses on the land maintain a sense of continuity while providing opportunities for redevelopment to meet the community's vision.



Zoning
Future land use considers the requirements, or zoning, of land. While future land use does not change zoning, it supports future zoning updates to meet community goals.



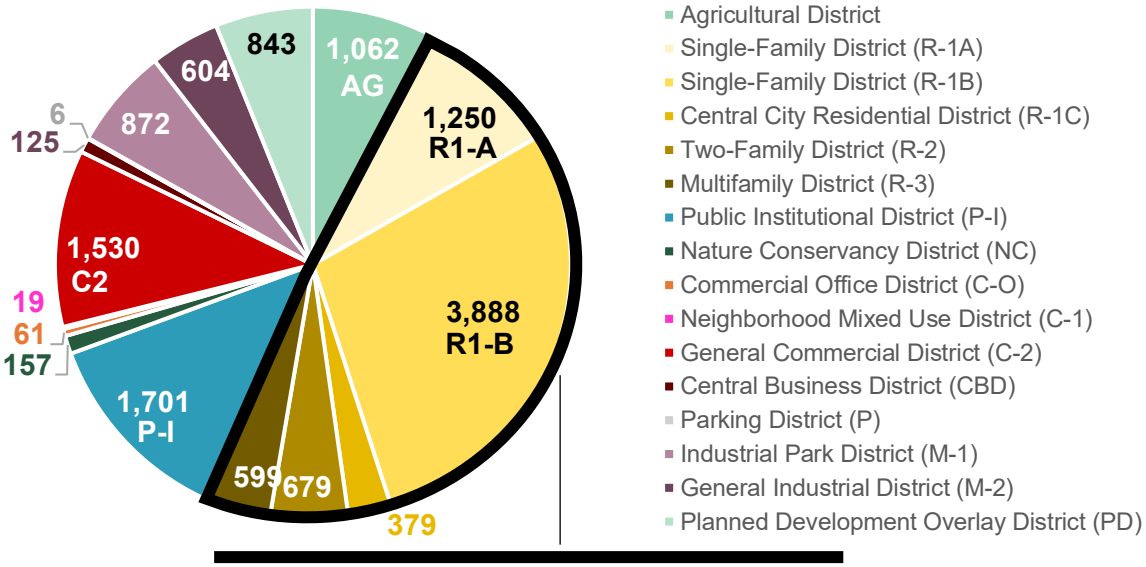
Development, Redevelopment, and Vacancy
Where there is vacant or underused land that does not strongly support the plan's vision, the future land use strategy needs to encourage development that is compatible with surrounding areas and that meets the vision of the community.

Land Use Trends

Zoning

Appleton Zoning by Acre, 2023

Source: Appleton Community Development Department Parcel Data, 2025



49% of land in Appleton is zoned **residential.**

Growth, Reinvestment, and Infrastructure

An updated housing assessment conducted in 2025 shows that **Appleton will now need to have almost 6,000 housing units developed over the next 20 years to keep up with demand.** In the first phase of *Plan Appleton*, over 300 people participated in virtual and in person activities sharing where they wanted to see this development happen. The top choice was infill in existing neighborhoods.

While there are 1,573 acres of vacant land in Appleton as of 2025 (11.42% of total land), the majority of this land is located on the City of Appleton's edge. The Future Land Use plan helps create opportunities for infill while maintaining the look and feel of neighborhoods by recommending changes in density and focusing more on having consistent building character.

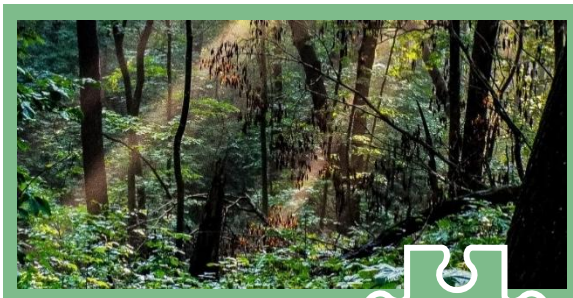


See the Existing Conditions Report Appendix for more details on the major challenges and opportunities related to Land Use Appleton is facing.

Future Land Use Place Types

Appleton is organized into eight different types of future land use. These different place types are meant to fit together like puzzle pieces, creating a seamless transition from one to the next.

Parks and Recreation



Institutional



Suburban Neighborhood



Industrial



Urban Neighborhood



Commercial



Downtown



Mixed-Use









Parks and Recreation

What are the key traits of parks and recreation areas?

- Open spaces used for parks and recreational areas such as golf courses, playgrounds, or sports courts
- Limited development aside from necessary park amenities or complementary structures
- Winding trails and paths that follow the terrain of the area
- Limited roads through the space with parking at the entrance

Intent

Preserve large public open spaces for public use and support a variety of recreation options for residents.

Land Uses

- Primary: Parks, open spaces, and natural areas
- Secondary: Recreation areas, play structures, sports courts

Zoning

Most parks and recreation areas are currently zoned P-I.

Character

- Large programmed and natural open spaces with trails, recreational fields, and other low intensity uses

Transportation

- Multi-use trails
- Connections along the perimeter to existing sidewalks and crosswalks







Suburban Neighborhoods

What are the key traits of a suburban neighborhood?

- Detached homes on medium sized lots allow more density while complementing the character of existing neighborhoods
- A mixture of housing types like triplexes, quads, or townhouses allowed abutting parks or collector and arterial streets
- Street lighting and sidewalks connected to the existing street grid
- Primary grid-like streets with some curvilinear streets around natural features

Intent

Most of these areas have been developed in the last several decades as subdivisions. New neighborhood development should encourage connectivity, conservation of natural land, traditional building styles emphasizing an active frontage, and a mixture of housing options.

Land Uses

- Primary: single-unit and two-unit housing. Multi-unit housing abutting collector streets, arterial streets, and parks
- Secondary: schools, neighborhood parks, and institutions, neighborhood commercial (on collector and arterial streets)

Zoning

Most suburban areas are currently zoned R-1A, R-1B, R-2, or R-3. Future zoning could simplify into a new zoning classification that provides maximum lot sizes and reduces minimum lot width from 70 to 50 feet. Different housing types would be regulated by new use standards that apply across districts.

Character

- Medium sized lots
- Front entrance separate from any garage entrance
- Less prominent garages (set back from the primary front façade, preferably less than half of the front façade) or in rear with alley access to promote community over cars
- Small to medium-scale nonresidential uses—such as schools and churches—may expand into adjacent residential areas, where appropriate, through limited development that respects neighborhood character and scale

Transportation

- Well-connected road network with curb and gutter
- Sidewalks, street trees, and safe crossings
- Multi-use trails separated from the road along collector and arterial roads







Urban Neighborhoods

What are the key traits of urban neighborhoods?

- Small to medium sized homes on narrower lots close together
- A mixture of single-unit homes, duplexes, triplexes, quads, and townhomes throughout the neighborhood with small to medium apartment buildings abutting parks, collectors, or arterial streets
- Street lighting, street trees and sidewalks
- Gridded streets that emphasize connectivity and support non-motorized transportation
- Neighborhood parks and small businesses are within walking distance of homes

Intent

Support existing neighborhoods by encouraging compatible infill and incorporating more housing types.

Land Uses

- Primary: single-unit, two-unit, and medium density multi-family housing. Higher density multi-family housing abutting collector streets, arterial streets, and parks.
- Secondary: schools, neighborhood parks, and institutions, neighborhood commercial (on collector and arterial roads)

Zoning

Most urban areas are currently zoned R-1B, R-1C, R-2, R-3. Future zoning may condense these to apply a revised district that provides scale and siting standards for different housing types.

Character

- Small sized lots
- Mixture of housing types
- Front porches with garages in the rear
- Small to medium-scale nonresidential uses—such as schools and churches—may expand into adjacent residential areas, where appropriate, through limited development that respects neighborhood character and scale

Transportation

- Connectivity to transit corridors
- Walkability, sidewalks, street trees, and safe crossings
- On-street parking in high demand areas in alignment with Complete Street principles







Downtown

What are the key traits of the downtown area?

- Higher density buildings with shopping on the first floor and offices or housing above in the main retail core; fully residential buildings farther outside the core
- Uninterrupted building frontage, often with rear alley access
- Street lighting, street trees, signage, and street furniture
- Streets are in walkable grids with sidewalks, bus stops, bike lanes, and on-street parking
- Public plazas, event venues, and shared open spaces for businesses

Intent

Maintain Downtown as a historic, active, walkable, vibrant center for activity in the City of Appleton.

Land Uses

- Primary: active first floors with residential and office above
- Secondary: plazas, parking ramps; standalone residential outside main retail core

Zoning

Most of downtown is currently zoned Central Business District (CBD).

Character

- Active first floors
- Mid-rise and high-rise buildings

Transportation

- Walkable and well connected
- On-street parking and parking ramps to avoid standalone surface parking lots
- Transit and non-motorized facilities
- Streets as public places, with inviting and attractive streetscape elements







Mixed-Use

What are the key traits of mixed-use areas?

- Integrated residential units above businesses and offices, with building heights that transition appropriately based on their distance from the surrounding neighborhood
- Buildings tight together, consistent setbacks, fronting the street
- Parking on streets, located in the rear of the building, located to the side of the building, or within the building footprint
- Street lighting, signage, and placemaking
- Street trees for shade
- Streets are in walkable grids with sidewalks and occasional bus stops and bike lanes

Intent

Transition traditional commercial corridors to a mixture of uses that support walkability and are less auto dependent. Support greater housing density to make use of existing City of Appleton managed infrastructure and services as well as support transit lines and local businesses.

Land Uses

- Primary: retail and office with residential above, multi-unit attached housing
- Secondary: institutional, plazas

Zoning

Most mixed-use areas are currently zoned C-1. Revise C-1 to permit first floor residential when located behind an active use or as part of a live/work unit.

Character

- Transition from commercial to mixed-use buildings
- Transition auto-oriented areas to more walkable
- Active first floors with residential or office above

Transportation

- Transition to more walkable
- Improve access management (fewer driveways and more connections between parking lots)
- Parking well-screened and located on street, in the rear (preferred), or side yard/within building footprint (acceptable)







Commercial

What are the key traits of commercial areas?

- Low-rise 1-2 story businesses, strip malls, and big box stores like groceries
- Parking is in larger surface lots, with landscaping elements to visibly distance it from the sidewalk and street, ideally with only one bay near the street and the rest located in the rear
- Streets are wider with sidewalks and landscaping zones near heavier retail areas
- Bike facilities, crossings, street lighting, and street trees

Intent

Future land use aims to enhance corridor gateways through quality site design and landscaping.

Land Uses

- Primary: retail, office, personal services
- Secondary: gas stations, drive-throughs, medium to high density multifamily housing

Zoning

Most commercial areas are currently zoned C-2 or C-O. Revise C-2's limitations to allow more flexibility for first floor residential.

Character

- Shopping centers and big box retail with consistent setbacks, quality building materials, and facades

Transportation

- Auto-oriented with improved access management
- Encourage a maximum of a single bay of double-loaded parking in the front with the rest of parking in the side or rear. Landscaping should help treat and slow stormwater runoff while screening parking from the street
- Bike facilities, pedestrian crossings, street lighting, and street trees can slow cars down at key intersections







Industrial

What are the key traits of industrial areas?

- Large business, manufacturing, or distribution centers
- Located near major roads and state routes

Intent

Encourage flexibility for lighter industrial, office, and research parks to heavier industrial manufacturing uses to provide a range of employment opportunities.

Land Uses

- Primary: manufacturing, warehouse, research and development
- Secondary: training centers, offices, storage, and automotive maintenance shops

Zoning

Most industrial areas are currently zoned M-1 or M-2. Restrictive covenants typically exist to limit uses and design for research/office park style industrial.

Character

- Campus-like “office park” style for newer construction
- Historic industrial uses fronting the street
- Landscaping, signage, and building materials can make it more welcoming and approachable

Transportation

- Proximity to rail, transit corridors, or interchanges
- New roads connected to existing road network







Institutional

What are the key traits of institutional areas?

- Large footprint buildings anchoring a site and oriented to the street or an open space
- Parking primarily in the rear or in parking ramps with activated first floors or screening to support vibrant street life
- Landscaping, enhanced signage, and wayfinding systems to make these spaces feel more welcoming and approachable

Intent

Encourage well-planned, vibrant, walkable municipal, medical, and educational campuses.

Land Uses

- Primary: education, medical, and municipal campuses
- Secondary: recreation, on-campus housing

Zoning

Most institutional areas are currently zoned P-I.

Character

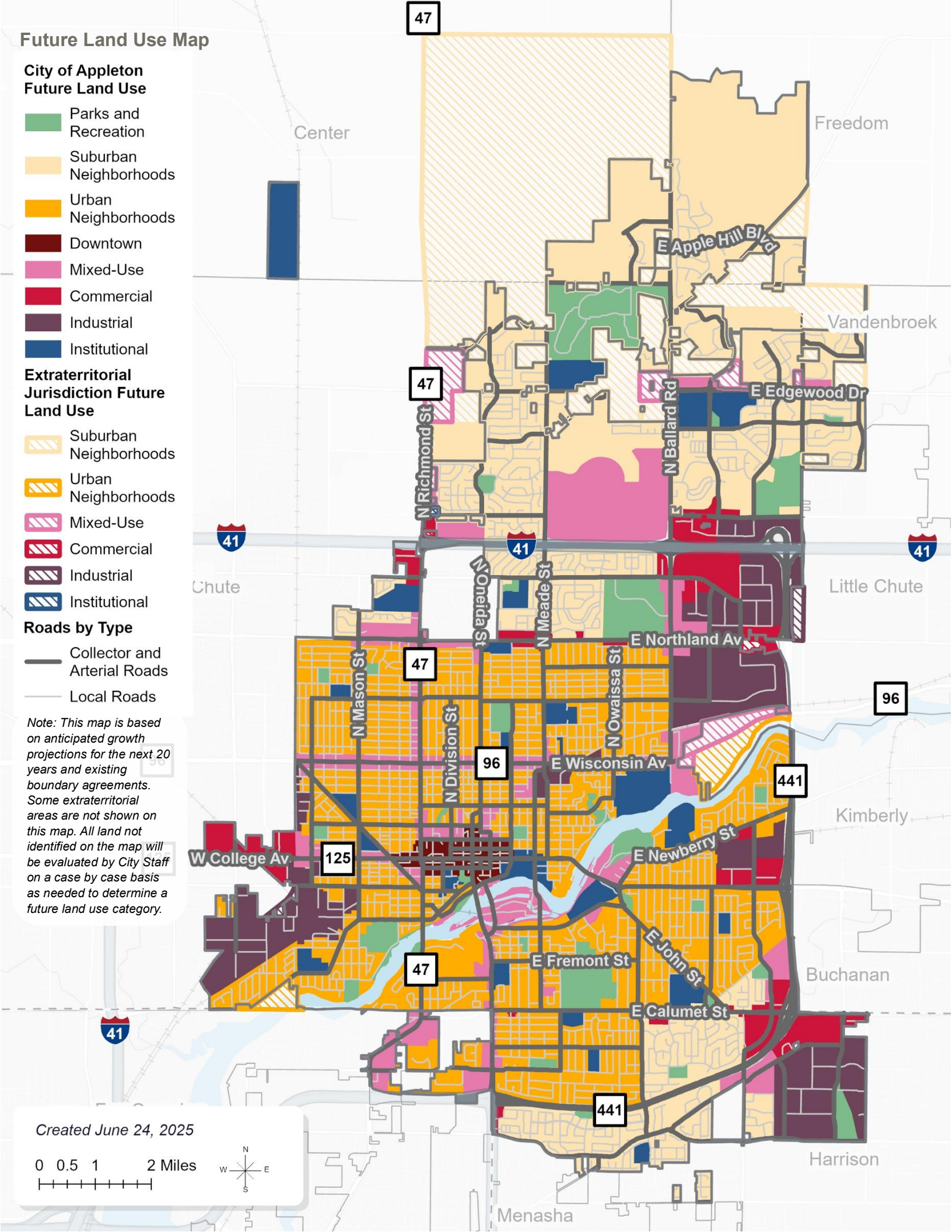
- Low- to mid-rise institutional buildings oriented to the street
- Campuses with integrated greenspace, often individually planned

Transportation

- Well connected to existing corridors and transit
- Internal system of streets and paths
- Concentrated parking areas and ramps to avoid large surface lots
- Rideshare and carpool lots or bays

Sources: Photos of the ThedaCare Regional Medical Center and St. Elizabeth courtesy of the hospitals.

Future Land Use Map



Land Use Tools

While Appleton has been hard at work improving land use and development processes across the City of Appleton, there are some additional tools that can support the future land use plan in the future.

Zoning

City staff and the Plan Commission use future land use to guide amendments to the zoning ordinance and zoning map. Zoning ordinances set the rules and regulations for property development, such as building height, form, and setback. While future land use describes how an area should look and feel in the future, zoning ordinances determine what an owner can and cannot legally do with their property today. See the Implementation section to learn how zoning can be updated to more closely align with the community's vision for the future seen in Future Land Use.

The Official Map

The Official Map is a regulatory tool that identifies the location of existing and planned public facilities - most notably future streets, along with parks and other public spaces. By reserving land for these future needs, the Official Map functions as a proactive tool to communicate public land requirements and coordinate development accordingly. Used in conjunction with the Future Land Use Map, it supports informed decision-making for development approvals, capital investments, and infrastructure planning that align with the goals of *Plan Appleton*.





Appleton in Action

Appleton has made several updates to the zoning ordinance since the last plan, including the following:

- Amended the C-1 zoning district to:
  - accommodate mixed-use infill and redevelopment
  - increase lot coverage
  - reduce parking requirements
  - remove maximum multi-family density
  - reduce setbacks
  - require parking to the side or rear of the buildings
- Streamlined the rezoning process by removing the second public hearing
- Allowed a 20% administrative parking reduction in all zoning districts

Park Network Expansion

The City of Appleton *Comprehensive Outdoor Recreation Plan* outlines locations for acquisition to become future park. These acquisitions will help community members remain in a walkable or bikeable distance of a park as development occurs, in accordance with the future land use plan. These maps should be used together for future decision making.

Transportation Design

The Appleton Complete Streets Design Guide provides street design standards. Pages 10-14 of the Design Guide includes a table showing which street designs align with prior land uses, which has been updated below and used to inform the transportation recommendations of the future land uses in *Plan Appleton*.

Complete Streets Design Guide by Future Land Uses

	Name	Land Uses
Local Roads	Residential Traditional Local	
	Residential Smart Local	
	Generic Traditional Local	
	Generic Smart Local	
	Industrial Smart Local with Sidepath	
Collector Roads	Low Density Residential Collector	
	Bike Priority Collector	
	Multimodal Collector	
	Generic Traditional Collector	
	Generic Smart Collector	
Arterial Roads	Boulevard	
	Multi-modal Arterial	
	Constrained Arterial	
	Multi-Lane Commercial Destination	
	Multi-Lane Boulevard	

- Neighborhoods
- Commercial
- Mixed Use
- Industrial
- Institutional
- Parks and Recreation

Neighborhood Design

Most of Appleton's neighborhoods are already well established, but there are several growth areas that could be developed in the future. Any new neighborhoods should be implemented with several key elements.

Street Design

The design of streets can impact how far residents have to walk to local parks, neighbors or other destinations. New residential development should emphasize street connectivity, traffic calming, and street trees to contribute to traditional neighborhood character and walkability. Streets often include the following:

- Grid pattern unless necessary to protect sensitive environmental features or address significant changes in topography
- Narrower widths
- Rear alleys for vehicle parking and service access
- Dead-end streets and cul-de-sacs should generally be avoided unless necessary to protect sensitive environmental features or address significant changes in topography

Neighborhood Elements

Consider how public places can shape how residents enjoy their neighborhood. Include elements that will encourage gathering, interaction and activity, such as

- Community open spaces, including active parks, passive pathways or open space, playgrounds, pocket parks, civic squares, etc.
- Sidewalks with convenient access
- Historic preservation and cultural amenities

Housing and Density

Minimize the environmental impacts associated with extensive roadways. Employ a variety of land use activities in projects:

- Narrower lot widths and sizes
- Variety of housing types, depending on the context, including townhomes, detached homes, residential over neighborhood commercial uses, live-work units, etc.
- Cluster development to preserve open space

Site and Home Design

While the public realm (streets and public property) create a framework for development, they are only a small part of the overall character that is created when a neighborhood is fully developed. Strive to provide a human-scaled development, so individual home sites typically include the following:

- Smaller front yards
- Prominent front porches that can extend close to sidewalks
- Rear garages or side garages when possible, set back from the front door to encourage walkable streets and less front yard pavement



Housing Development

As suburban neighborhoods expand from the city center, housing types like cottage courts, clusters, and traditional neighborhoods can reflect the character of existing areas, support *Plan Appleton*'s values, enhance walkability, offer diverse styles, and connect with nature.

Cottage Court Housing

Cottage Courts are groups of small, single-dwelling units clustered around a common area and developed with a coherent plan for the entire site. By grouping like uses such as shared green spaces and parking in key areas, homes are more walkable and more can be developed per acre than other forms of development.

1. Clustered single-dwelling units *(typically single story for accessibility and 1,000 square feet or less)*
2. Shared green spaces
3. Shared parking

Sample of a Cottage Court



Cluster Style Housing

Cluster-style housing, also known as conservation residential housing, allows for the development of smaller lots, clustered with more land preserved as open space. Density reallocated to specific development areas helps minimize infrastructure costs and safeguards natural conditions (i.e., reduced impervious surface, run-off and distributed land area) for the remaining areas in the neighborhood. Curvilinear streets and varying block lengths help to preserve pristine areas of the site for permanent open space. This form of residential should be considered in areas with abundant natural features and help buffer rural areas from more urban areas.

1. Preserved Open Space
2. Parking Towards Rear or Attached Garages
3. Clustered Housing
4. Curvilinear Streets
5. Connection to Existing Infrastructure

Sample of Cluster-Style Housing



Traditional Neighborhood Design

Traditional neighborhood design (TND) refers to a development pattern designed to emulate the characteristics of many of Appleton's original neighborhoods.

1. Encourage an expanded supply of affordable detached housing
2. Create residential architecture with attractive character and variety
3. Promote human-scaled and harmonious neighborhoods
4. Increase neighborhood interaction, community spirit, security, and safety
5. Create pedestrian-friendly circulation systems
6. Provide suitable landscaped open space and active recreation areas
7. Conserve areas of significant vegetation and sensitive ecological characteristics

Sample of Cluster-Style Housing



Redevelopment

Institutional Site Redevelopment

Institutional sites such as churches, schools, and medical campuses may, over time, condense, shift, or convert to other uses as community needs evolve. Because these sites are often located within established neighborhoods, they offer natural opportunities to add housing or other neighborhood-oriented community uses where services already exist. A coalition of religious institutions in the community is exploring ways to adapt surplus land or buildings on their properties to provide potential for repurposing institutional properties. This plan supports a flexible approach to reusing these sites for residential and community purposes.



Commercial Redevelopment

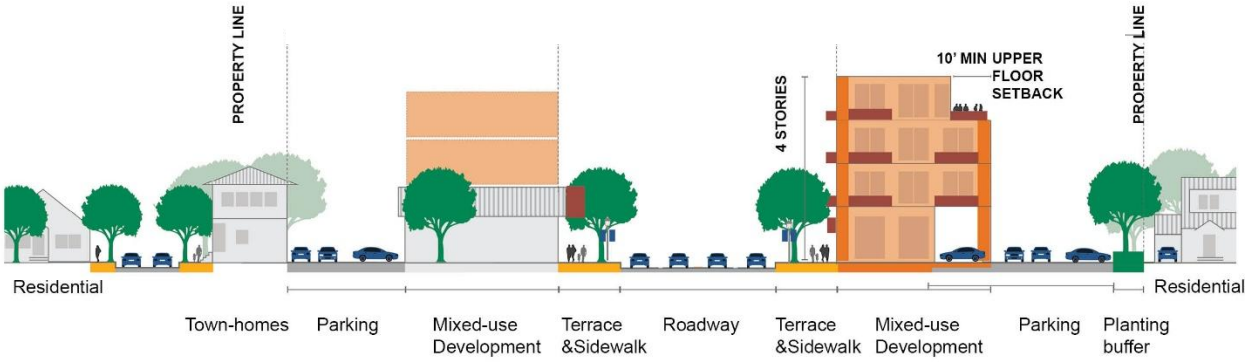
Commercial development patterns continue to shift from traditional brick and mortar retail to online shopping and pandemic-induced work from home or remote work patterns which rely less heavily on traditional office buildings and commercial areas. Redevelopment can provide more local shopping experiences, prioritize entertainment and "third spaces," and incorporate housing to coalesce into vibrant mixed-use districts. Whether incorporating residential flats beside existing commercial buildings or adding two or three floors of housing units or flexible workspaces above a first-floor active retail space, mixed-use redevelopment provides one of the greatest opportunities in Appleton to add residential dwelling units.

Subarea plans for Downtown, College North, South Oneida Street, Wisconsin Avenue, and Northland Avenue/Richmond Street (included as appendices to this plan, along with any future subarea plans) provide the vision and strategies to encourage redevelopment of underutilized spaces into mixed-use anchors for their adjacent neighborhoods. Mall redevelopment, such as The Avenue Mall transitioning to Fox Commons, will continue to be catalytic opportunities where sizable areas, like the Valley Fair Mall or Northland Mall, can transition into walkable mixed-use centers.

Transitions Between Uses

Areas such as mixed-use corridors serve as transition areas between more retail focused spaces with buildings that are several stories tall to existing low-density and single household neighborhoods. Using site design elements such as landscaping, parking placement, and building height limits, these areas can help provide the density needed for a vibrant pedestrian area that supports businesses while maintaining privacy and compatibility with nearby houses.





Provision of Public Utilities

As new developments expands towards the edge of the City of Appleton, services, infrastructure, and utilities need to grow with them. These costs often fall on the City of Appleton in the long term, which means that increased taxes coming from that development would need to support the cost of operations and maintenance. There are several tools communities use to have new development fund some of these necessary infrastructures such as impact fees and fees in lieu.

Impact fees are one-time charges that local governments impose on new developments to help pay for the public infrastructure and services, such as roads, schools, and parks, that are needed because of the increased demand from that new development. Fee in lieu are a payment made instead of fulfilling a specific requirement for development, such as providing land for a public park.

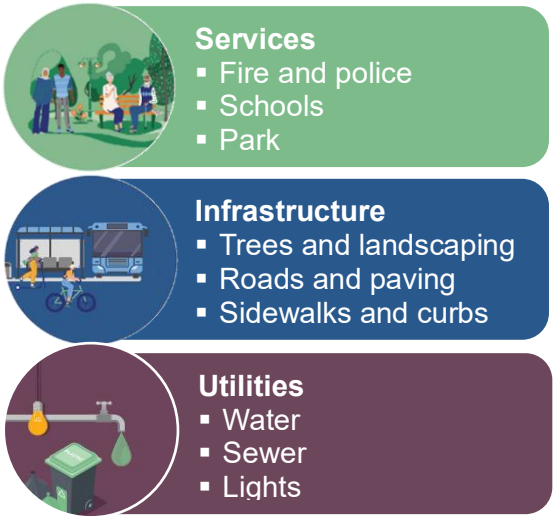
There are also several policy tools such as density, sewer service plans, and annexation.

Gentle Density

The cost of providing infrastructure and City services often comes back to the purchaser of the property, which can contribute to higher housing prices.

“Gentle density” such as cottage court housing, cluster style housing, traditional neighborhood design, or even just a mix of housing types can help offset those infrastructure costs and help with housing affordability. This can also be achieved by creating smaller lot sizes as seen below, which makes smaller side yards while allowing ample space for similar sized homes, private rear yards.

Common Costs of Development



Community Without Gentle Density



Community With Gentle Density



Subdivision Ordinance

The purpose of the subdivision ordinance is to guide the division of land in a manner that supports the City of Appleton's long-term goals by promoting compact, balanced growth within areas where a full range of municipal services and facilities exist or will be available. It directs new development to occur in an orderly, phased manner that aligns with the City's infrastructure plans, ensuring that services can be provided efficiently and economically. The ordinance also safeguards environmentally sensitive areas, discourages development in locations not yet suitable for municipal services or inconsistent with the City's comprehensive plan, and contributes to cohesive development patterns that balance the interests of residents, developers, and the broader community.

Extraterritorial Authority

Wisconsin statutes grant cities and villages the right to plan, to prepare official mapping, and to conduct subdivision review on lands outside of the community that fall within their extraterritorial jurisdiction. That area varies according to community size, but for Appleton it is generally three miles from the city limits. That area has been limited by boundary agreements with most of the surrounding communities. Extraterritorial zoning provides a means for a city or village to zone land outside of its jurisdictional limits. It can only be accomplished when the city or village has entered into an agreement with a neighboring town, wherein the city and town have jointly adopted a zoning ordinance and map. Appleton has not entered into any such agreements to establish extraterritorial zoning authority. The City does have the ability to conduct extraterritorial plat review for any proposed subdivision of land lying within its extraterritorial jurisdiction. The City of Appleton may deny approval of land subdivision based upon its land use plan. In the case of a conflict, the proposed subdivision must comply with the more restrictive of the town's or the City of Appleton's subdivision ordinance.

Annexation

Cities and villages in Wisconsin expand their territory through annexation, which is usually initiated voluntarily by property owners adjacent to the corporate limits. Annexation to the City of Appleton is usually a requirement for obtaining municipal water and sewer services that enable property to be developed. To support coordinated growth and infrastructure planning, the City of Appleton has established boundary agreements with the Town of Grand Chute, the Village of Little Chute, and the Town of Freedom. These agreements help guide future infrastructure investments and ensure orderly development across jurisdictional lines.

Sewer Service Areas

The Wisconsin Department of Natural Resources and regional planning commissions collaborate with cities on the delineation of sewer service areas. These areas are based on a projection of future needs for wastewater treatment over a 20-year time frame. The sewer service boundary includes existing parts of the community where sewer service is provided along with adjacent land where development may occur. The amount of undeveloped land included in the boundary is based on community size and growth projections. This land is usually considered the priority location for future development to occur. In addition to guiding land use and development, the sewer service area a is a valuable tool for planning future extensions of sewers and wastewater treatment capacity. In areas with a public sanitary sewer on or near the proposed development and within the Sewer Service and Planning Area boundary, the developer shall make every effort to connect the proposed development to the public sewer.

Goal I | Intergovernmental Cooperation

Appleton will strengthen intergovernmental collaboration with neighboring municipalities, counties, the regional planning commission, state and federal agencies, and other relevant organizations to align land use and development planning across jurisdictions.

This section covers the Intergovernmental Cooperation element of the Wisconsin Comprehensive Planning Law (s. 66.1001 2g, Wis. Stats.)



Why Intergovernmental Cooperation Matters

Appleton participates in formal intergovernmental agreements to promote efficient service delivery and coordinated growth across municipal boundaries. These agreements addressed a range of shared services, including but not limited to fire protection, roadway maintenance, and traffic control operations. In addition to service sharing, Appleton has entered into cooperative boundary agreements with the Town of Grand Chute, Village of Little Chute, and Town of Freedom to guide future annexations, development, and infrastructure investment. Appleton also works closely with regional planning agencies including the East Central Wisconsin Regional Planning Commission (ECWRPC) to align regional priorities and growth. While most adjacent municipalities have established boundary agreements with the City of Appleton, the Town of Center remains the only neighboring jurisdiction without one. This lack of a formal agreement increases the potential for conflict. Differences in land use direction and growth expectations can also lead to tension in other areas.

However, Appleton is committed to continuing collaboration with neighboring municipalities, counties, the local school district, Wisconsin Department of Transportation (WisDOT), Wisconsin Department of Natural Resources (WI DNR), and the regional planning commission to improve the alignment of long-range plans, reduce uncertainty, and support mutually beneficial development outcomes.

Strategies

There are several key strategies that will help Appleton achieve its goal for the future of intergovernmental cooperation with the City of Appleton.

- **Collaboration** | Remain committed to continuing collaboration with neighboring municipalities, counties, the local school district, and the regional planning commission to improve alignment of long-range plans, reduce uncertainty, and support mutually beneficial development outcomes.
- **Communication** | Maintain open communication with neighboring municipalities, counties, the local school district, and the regional planning commission to stay informed about initiatives and developments that may affect the City of Appleton so proactive action can be taken.

See Section 3. Implementation to learn the actions Appleton will take to make these strategies a reality.

Desired Outcomes

We will know *Plan Appleton* is successful when we see:

- Maintained current partnerships
- Additional joint planning initiatives
- Maintained cooperative boundary agreements

Appleton in Action

Appleton has several initiatives underway in collaboration with its neighbors.

- **A New Avenue**: a corridor planning project with Outagamie County, Town of Grand Chute, WisDOT to re-envision the corridor
- **Sewer Service Plan**: a plan facilitated by the East Central Wisconsin Regional Planning Commission which includes various nearby municipalities and approval by the Wisconsin Department of Natural Resources (WI DNR)
- **Fox Cities Economic Development Partnerships**: includes monthly meetings with Economic Development Professionals in the Fox Cities
- **Comprehensive Safety Action Plan:** a regional safety action plan that includes local and regional safety priorities within the transportation network
- **Valley Transit:** a Fox Cities Transit Commission with 13 members representing municipalities funding Valley Transit
- **Fox Cities Visitor & Convention Bureau Board:** consists of representatives of municipalities & representatives from lodgers collecting room tax in the Fox Cities
- **The Wisconsin Department of Transportation (WI DOT):** the City of Appleton has connecting highway agreements with WI DOT for State Highway 47, 125 and 96 located in the City
- **WI DNR**: City of Appleton has Municipal Separate Storm Sewer System (MS4) permit under Wisconsin Pollutant Discharge Elimination System (WPDES) program which aligns with federal Clean Water Act to operate and own storm sewer systems that discharge to waters of the state



SECTION 3

IMPLEMENTATION

3.1 Tenets of Successful Implementation

3.2 Implementation Tools

3.3 Action Plan

3.4 Beyond *Plan Appleton*

3.1 Tenets of Successful Implementation

Commitment
Successful plan implementation will be directly related to committed City of Appleton leadership. While elected and appointed officials will have a strong leadership role, many others including City of Appleton department directors, staff, and leaders from the community's many institutions and organizations will also be instrumental in supporting the plan. However, commitment reaches beyond just these individuals and includes the array of stakeholders. Citizens, landowners, developers, and business owners interested in how Appleton develops must unite toward the plan's common vision.

Common Council
The Common Council must be solidly engaged in the process of implementing the plan. Their responsibilities will be to prioritize various action items including potential changes to municipal code. They must also consider and weigh the funding commitments necessary to realize this plan's vision, whether involving capital improvements, facility design, municipal services, targeted studies, or changes to development regulations.

Plan Commission
The Plan Commission is charged with overseeing plan implementation and is empowered to make ongoing land use decisions. Therefore, many tasks in the Action Plan are the responsibility of the Plan Commission and City of Appleton staff. As an example, the Plan Commission is charged with preparing studies, ordinances, and certain programmatic initiatives before they are submitted to the Common Council.

In other instances, the Plan Commission plays a strong role as a "Plan Facilitator" overseeing the process and monitoring its progress and results. Together, City of Appleton staff and the Plan Commission must be held accountable, ensuring the comprehensive plan impacts daily decisions and actions by its many stakeholders.

Prioritize
Successful implementation of this plan will require prioritizing actions that advance the community's shared vision, align with available staff capacity, and address identified needs. It aims to balance competing interests. Input from community members highlighted several recommendations that should be prioritized based on timing, staffing, and funding.

Maximize Staff Capacity
City staff wear many hats and fulfill a variety of tasks to keep the City of Appleton running. The actions identified in this plan cannot be implemented by planning staff alone. Instead, staff help guide the team of implementors across internal departments and make connections between resources locally and regionally. Champions for projects and initiatives can extend beyond staff to dedicated partners and City of Appleton leaders.

Preparing for future staff turnover requires an emphasis on documentation and processes. Records and institutional memory should be documented to ensure future staff have the resources they need. Digitizing records and permits should be a priority so staff can most efficiently do their job. (See more about strengthening internal City Systems in the Housing Development Policy Guide).

Guidance for Development Decisions

This plan is designed for routine use and should be consistently employed during any process affecting the community's future. Private investment decisions by developers, corporations, and landowners should consider the plan's direction as it is the guide for economic growth and stability of the community and supports the goals and strategies of the overall comprehensive plan.

Evaluation and Monitoring

This plan has been developed with a degree of flexibility, allowing nimble responses to emerging conditions, challenges, and opportunities. To help ensure the plan stays fresh and useful, periodic reviews and amendments may be required. This will ensure goals, strategies, and actions reflect changing community needs, expectations, financial realities, and other plans that get adopted along the way (for more on plan amendments, please see Section D: Beyond *Plan Appleton* below).



3.2 Implementation Tools

The Comprehensive Plan is intended to serve as a guide for land use and development in the City of Appleton for the next 20 years. Goals, strategies, and actions noted throughout the plan should be carefully considered during decisions on rezonings, zoning text amendments, other regulations, capital investments for improvements to streets, bicycle facilities, utilities, public facilities, land acquisition, and development proposals. Recommendations in this plan apply to both public land (park sites, and rights-of-way) and guidance for development and redevelopment of privately-owned property.

Some recommendations may involve the need for changes to land use regulations and/or potential new programs. Others may involve partnerships with other municipalities, agencies, organizations, or groups.

Since the plan is a long-range guide, refinements or additional studies may also be appropriate in the future to reflect new information, respond to unanticipated factors or to address changes in City of Appleton policies.

To that end, this section provides a summary of the actions described in the previous sections of the plan. It also acts as a quick reference for the City of Appleton staff, Plan Commission, and Common Council to evaluate progress toward implementation of the Plan.

Each tool listed below serves a different role in implementing the plan—some propose immediate changes, others guide long-term policy, and several support ongoing activities.

Capital Improvement Program (CIP)

The City of Appleton should continue using a Capital Improvement Program (CIP) to align planned investments with actions outlined in *Plan Appleton* with immediate department needs, capacity, and financing sources. Close coordination among departments ensures that infrastructure and facility projects—such as streets, bikeways, sidewalks, utilities, parks, and public safety facilities—are planned and funded in a way that advances Plan Appleton's goals. Updated annually within a rolling five-year period, the CIP includes recommended timing, estimated costs, and identified funding sources, with Common Council review to confirm consistency with the Plan Appleton.



Funding

Community Development Block Grant

This federal program provides funds for the benefit of low- and moderate-income persons and for blight elimination. Funds can be used for a range of eligible activities include acquisition, demolition, public improvements, relocation, property rehab, housing, planning, micro enterprise assistance and public service. As an entitlement community, the City of Appleton oversees the process for determining how the annual allocation will be used.

Community Development Investment Grant

This state program provides funds for redevelopment and development through financial incentives for shovel-ready projects with emphasis on, but not limited to, downtown community-driven efforts. Recently the Urbane 115 project was awarded Community Development Investment Grant.

Better Utilizing Investments to Leverage Development (BUILD) Grant

Previously known as the RAISE grant, this program provides grants for surface transportation infrastructure projects with significant local or regional impact. The eligibility requirements of BUILD allow project sponsors, including state and local governments, counties, Tribal governments, transit agencies, and port authorities, to pursue multi-modal and multi-jurisdictional projects that are more difficult to fund through other grant programs. Recently, the Transit Center was awarded $25 million through this program.

Brownfield Grants

Any city, village, town, county, individual or business may apply for this grant provided that the party that caused the environmental contamination and any person who possessed or controlled the environmental contaminant is unknown, cannot be located, or is financially unable to pay for the remediation of the soil and/or groundwater. Funds are readily available through the Wisconsin Economic Development Corporation. However Phase I and Phase II testing must be done to confirm the presence of a brownfield. This is at the owner or city's expense.

Brownfields Area Wide Planning Grant

This Environmental Protection Agency grant specifically helps with large scale visioning and planning for the future of brownfield sites. Many communities, such as Green Bay, have used the program to successfully conduct corridor planning studies intended to spur economic development.

Brownfields Coalition Assessment Grant

In 2023, the Calumet County Coalition was awarded a $1,000,000 Brownfields Coalition Assessment Grant from the USEPA. Funding can be used for the assessment of sites affected by petroleum and/or hazardous material substances and also to develop inventories of brownfields, prioritize sites, conduct community involvement activities, conduct site assessments, and/or develop cleanup plans and reuse plans. Sites in the City of Appleton have utilized the program, such as Transit Center development, and it has been explored for other potential projects within the Coalition communities of Calumet and Outagamie Counties.

Business Improvement District (BID)
A BID is a tool a municipality can implement that creates a geographic area within the municipality to be specially assessed, and the additional tax revenue proceeds go to fund an operational plan (set of activities) developed by the Business Improvement District members. Appleton currently has one BID, Downtown Appleton.

HOME-ARP Fund
Appleton is eligible to receive Wisconsin Division of Energy, Housing and Community Resources HOME-ARP funds to support five key activities: supportive services, development of affordable rental housing, non-profit operating, non-profit capacity building, and administration and planning. Currently the City of Appleton receives funding through this program to assist expanded coordinated entry data reporting and intake services for the Fox Cities Housing Coalition.

Housing Loan Financing Program
The Wisconsin Housing and Economic Development Authority provides several loan financing programs to close the gap on housing development including financing to support the conversion of vacant commercial buildings to workforce or senior housing, the renovation of second and third floor housing above existing commercial spaces, and the installation or improvement of infrastructure for workforce and senior housing. This includes the following loan programs:

- Vacancy-to-Vitality Competitive Loan
- Infrastructure Access Loans
- Restore Main Street Loan

The City of Appleton will continue to proactively inform developers about these programs.

Idle Sites Grant
This grant can support the redevelopment of existing large commercial or industrial sites that have been vacant for at least the last five years. Grants up to $500,000 are available for industrial properties 5 acres or larger, or commercial sites 10 acres or larger. Funds are limited to 30% of eligible costs including demolition, environmental remediation, or site-specific improvements defined in a redevelopment plan. The City of Appleton will consider utilizing this program when a site meets the criteria for funding.

Industrial Revenue Bond
The City of Appleton will continue using these bonds, which are designed to stimulate capital investments and job creation by providing private borrowers with access to financing at interest rates that are typically lower than conventional bank loans. The Wisconsin Economic Development Corporation (WEDC) allocates the bonding authority or the volume cap for the program.

Knowles-Nelson Stewardship Program
The City of Appleton has successfully received funding from the Wisconsin Department of Natural Resources program, which supports the acquisition of land and easements for parks, natural resources, and trails.

Natural Resource Damage Assessment (NRDA) Program
Part of a larger U.S. Fish and Wildlife Service program, the NRDA program provides settlement funding from Fox River contamination lawsuits which can be used for environmental, recreation, and access activities in Lower Fox River.

Rental Housing Development Program

This Wisconsin Division of Energy, Housing and Community Resources program assists eligible housing organizations with funds to develop affordable rental housing for households at or below 60% of the county median income. Funds may be used for acquisition, rehabilitation, and new construction activities. As part of HOME Funds, this program is subject to rent limitations for a specified period of time.

Safe Streets for All Grant Program

This U.S. Department of Transportation program funds regional, local, and Tribal initiatives through grants to prevent roadway fatalities and serious injuries to be appropriated through 2026.There are two key types of grants.

- Planning and Demonstration Grants are used to develop, complete, or supplement an Action Plan.
- Implementation Grants are used to implement projects or strategies that are consistent with an existing Action Plan to address a roadway safety problem. Eligible projects and strategies can be infrastructural, behavioral, and/or operational activities.

The City of Appleton should continue to evaluate opportunities to apply for this funding when project needs meet the program's criteria.

Section 108 Loan Guarantee Grant

This U.S. Department of Housing and Urban Development program provides Community Development Block Grant recipients the ability to leverage their annual grant allocation to access low-cost, flexible financing. This financing can be used for economic development, housing, public facility, and infrastructure projects. Communities can use Section 108 guaranteed loans to either finance specific projects or to launch loan funds to finance multiple projects over several years.

Surface Transportation Program - Urban

The State of Wisconsin Department of Transportation provides the Surface Transportation Program - Urban (STP-U) which allocates federal funds to complete a variety of improvements to federal-aid-eligible roads and streets in urban areas. Appleton will continue to tap this resource.

Tax Credit

The Wisconsin Housing and Economic Development Authority (WHEDA) provides Low Income Housing Tax Credits to help with low-income housing and the United States Internal Revenue Service provide New Market Tax Credits to help with economic development. Developers can combine these tax credits with Historic Preservation Tax Credits, a state income tax credits which can cover 20% of qualified rehabilitation expenditures for certified historic buildings. Recently. Archive Apartments received WHEDA tax credits to assist in the development of 40 housing units.

Tax Increment Financing (TIF)

In a TIF district, a city uses the additional property tax revenue generated from new development within a defined area to fund public improvements or incentivize further private investment, ultimately helping to grow the overall tax base. The City currently has eight (8) active TIF districts. The City should continue to consider using TIF to support large-scale private redevelopment sites, particularly on underutilized sites with low assessed value. By establishing a TIF district in a neighborhood already experiencing or likely to experience economic growth, communities can capture tax-increment funds that they can use to build or preserve affordable homes or to help existing renters buy into their neighborhoods.

Transportation Alternatives Program

This program is administered through the Appleton MPO every other year to provide funding for non-motorized enhancements, road safety, and other complete streets initiatives. The City historically has applied for this funding to extend large trail networks.

Transportation Facilities Economic Assistance and Development Program

The Wisconsin Department of Transportation provides this program to fund for transportation related projects which support economic development. Funding is generally limited to projects supporting development of manufacturing and or distribution, however the Department has funded projects involving large scale medical center development. The City will continue to evaluate potential projects to determine if they meet the program's criteria.

Tourism Development Grant

The Fox Cities Convention & Visitors Bureau allocates a percentage of its room tax revenue for the development or expansion of visitor attractions and amenities. To ensure alignment with the State of Wisconsin room tax statute, the CVB accepts grant applications for tourism development projects, including attractions, amenities, and interactive, hands-on experiences as well as high-impact traveling exhibitions and certain types of signage. All projects must be likely to generate overnight hotel stays or enhance the visitor experience in the area and have matching funds. The City received a grant in 2024 to provide a kayak rental station in Telulah Park.

Wisconsin Department of Natural Resources (WDNR) Grant

The City will continue to utilize funding from the WDNR, who provides the Sports and Fishing Restoration grant to construct fishing piers and motorboat access projects. Eligible components include boat ramp construction and renovation, along with related amenities such as parking lots, accessible paths, lighting and restroom facilities. They also provide the Recreational Boating Facilities Grant for recreational boating facility projects. Past projects have included ramps and service docks to gain access to the water, feasibility studies, purchase of aquatic weed harvesting equipment, navigation aids and dredging waterway channels.

Partnerships

Intergovernmental Cooperation

One of the more critical plan implementation programs is Appleton's cooperation with surrounding units of government, local school districts, as well as the three counties whose boundaries include the City. Planning issues often have regional implications that affect several jurisdictions. To carry the City Comprehensive Plan and aid other jurisdictions to accomplish their goals and policies, coordination agreements and cooperative decisions must be made. In adopting agreements and recognizing regional and other jurisdictions' plans, the City of Appleton is committed to the vital coordination that is necessary to accomplish effective planning for the area.

Public Private Partnerships

Municipal/Non-profit Public Private Partnerships (P3) would allow Appleton the ability to partner with a for-profit builder to develop new projects on publicly owned land. This provides the developers or builders land at a lower cost, thereby reducing total construction costs that may help the project "pencil out." The municipality (or a non-profit) could hold the land, reducing holding costs and taxes while the project is under construction. The P3 could also be instrumental with infrastructure development on the property and eventually recuperate initial costs upon final sale of property.

Community Organizations

Community organizations and businesses such as the Appleton Redevelopment Authority, Appleton Housing Authority, Appleton Downtown Inc., and more also play key roles in the implementation of the plan as partners, or even sometimes champions, of several actions in the plan.

Community Involvement

Over 300 community members came together in the fall of 2024 to share their vision for the future of Appleton and provided feedback on it in the spring of 2025. 26% of people who responded mentioned they envision Appleton with responsible, collaborative, and transparent leadership. The City of Appleton should continue to encourage opportunities for citizen participation at all levels of the planning and development processes through appointed citizen commissions and boards, attendance and participation at public meetings, and strong communications. There are three parts to Appleton's communications.

- **Reliability** | By creating dependable spaces for community members to find the latest information, they have a known understanding of where to go for both everyday questions and emergency information. This is a key first step to building trust.
- **Consistency** | Regular communication builds familiarity and rapport.
- **Collaboration** | To combat distrust or misunderstanding, communications should not only be transparent, but also a working dialogue where community members and the City of Appleton are able to respond to each other. Keeping communication channels open goes a long way.

Zoning

Zoning and related ordinances are the City of Appleton's primary tools to implement *Plan Appleton*. Changes to the zoning map should become more consistent with the land use pattern identified on the future land use map. In some cases, the City of Appleton may wish to initiate certain rezonings as part of an overall zoning map amendment. Other changes to the zoning map can be made in response to requests by landowners or developers. In those cases, City of Appleton officials will need to determine if the requested change aligns with this plan and the zoning ordinance. It is important that the future land use plan be understood as a long-range blueprint: while zoning may change to align with future land use, change happens gradually in response to needs, conditions and availability of infrastructure. There are several key ways zoning can be updated to achieve *Plan Appleton*'s goals, which are tagged throughout the action plan.



3.3 Action Plan

These ambitious goals will require the collaboration of many individuals and groups across Appleton and the region. This action plan outlines the time frame, responsible parties, and potential partners that will help make these goals a reality.

Time Frame

Each action is assigned a time frame based on how it was prioritized. Higher priority actions or more achievable actions are slated to happen earlier than others.

- Near (0-5 years)
- Mid (5-10 years)
- Long (10+ years)
- Ongoing

Related Goals

Some actions may meet several goals. When this happens, they will be tagged with the following color icons.

H **Housing**
T **Transportation**
U **Utilities and Community Facilities**
R **Agricultural, Natural, and Cultural Resources**
E **Economy**
L **Land Use**
I **Intergovernmental Cooperation**

Champions & Partners

Champions are the City of Appleton departments that will lead efforts, whereas partners are outside organizations, regional entities, or additional departments that will coordinate to get actions completed.

Champions

- CDD (Community Development Department)
- DPW (Public Works Department)
- Fire (Fire Department)
- Finance (Finance Department)
- IT (Information Technology Department)
- Legal (Legal and Administrative Services Department)
- P&R (Parks & Recreation Department)
- Police (Police Department)
- Utilities (Utilities Department)
- Valley Transit

Partners *(including, but not limited to)*

- AASD (Appleton Area School District)
- ADI (Appleton Downtown Inc)
- AHA (Appleton Housing Authority)
- ANBA (Appleton Northside Business Association)
- ARA (Appleton Redevelopment Authority)
- CoStar
- Catylist
- ECWRPC (East Central Wisconsin Regional Planning Commission)
- Habitat for Humanity
- Housing Advocacy Groups (i.e. Realtors & Builders Association)
- Institutions (Faith-based, healthcare, and educational institutions)
- Chamber (Fox Cities Chamber of Commerce)
- FCCVB (Fox Cities Convention & Visitors Bureau)
- Fox Cities Greenways
- Fox Cities Housing Alliance
- Fox Cities Municipalities
- Lawrence University
- MPO (Fox Cities Metropolitan Planning Organization)
- Neighboring Counties (Outagamie, Winnebago, and Calumet Counties)
- New North Inc
- Rebuilding Together
- State Historical Society
- WE Energies
- WisDOT (Wisconsin Department of Transportation)
- WDNR (Wisconsin Department of Natural Resources)
- Workforce Development Boards

Goal H | Housing

Appleton will have housing options of a variety of styles, sizes, and costs to meet community members' unique needs across its neighborhoods.

Housing Actions	Timeframe	Champion	Partners
H1. Continue to implement the recommendations of the Housing Development Policy Guide.	Ongoing	CDD	Housing Advocacy Groups
H2. Update the zoning code to increase housing types and options: **RELATED GOALS** T U L a. Add new housing definitions for different housing typologies, with less emphasis on number of units and more emphasis on building types or design to flexibly regulate a mixture of housing types across neighborhoods and ensure they better fit neighborhood context. b. Consider permitting by right up to two units per lot in residential districts. c. Remove minimum lot size requirements per dwelling unit so multi-unit housing will have similar lot dimensions as single-family homes. d. Expand the current zero lot line duplex definition to allow additional attached housing units each on its own lot and sharing side walls across property line. e. Consider introducing exterior design standards for housing to maintain a compatible look and feel of neighborhoods. f. Reduce accessory dwelling unit setbacks and eliminate the floor area limitation to allow more flexibility for their creation. g. Reduce minimum living area, minimum width of dwelling, and roof pitch design standards. h. Revise C-1 to permit first floor accessory residential when located behind principal commercial use.	Near	CDD	Housing Advocacy Groups
H3. Develop a system to track the relationship between household incomes, for-sale housing prices, and market rents. Use this data to identify emerging affordability gaps and inform future housing policies or programs.	Near	CDD	
H4. Continue to support a variety of housing programs to defray the costs of rental housing or home ownership.	Ongoing	CDD	Appleton Housing Authority, Rebuilding Together, and Habitat for Humanity

Housing Actions	Timeframe	Champion	Partners
H5. Continue to partner with and encourage registered neighborhoods, non-profits, and other organizations to engage in neighborhood planning and improvement projects. The Neighborhood Grant Program is an important tool to help support these efforts.	Ongoing	CDD	
H6. Continue to support and strengthen consolidated code enforcement focusing on property maintenance, prioritizing health and safety concerns.	Ongoing	CDD	
H7. Coordinate with the Appleton Redevelopment Authority in preparing redevelopment plans for targeted areas identified in adopted subarea plans, prioritizing the acquisition of dilapidated or underutilized properties for residential reinvestment that are unlikely to be assembled or developed by the private sector. Support the efforts of the Appleton Redevelopment Authority (ARA) to blight and acquire dilapidated properties to create desirable residential redevelopment sites.	Mid	CDD	ARA
H8. Continue collaborating with the Fox Cities Housing Alliance.	Ongoing	CDD	Housing Advocacy Groups, Habitat for Humanity, Fox Cities Municipalities
H9. Support the creation of and education around community land trusts and other cooperative ownership models.	Mid	CDD	Fox Cities Housing Alliance
H10. Align the Consolidated Plan initiatives with the Comprehensive Plan's strategy to support neighborhood revitalization and affordable housing options.	Ongoing	CDD	Appleton Housing Authority, Pillars, Habitat for Humanity, Rebuilding Together
H11. Continue to support agencies to expand permanent supportive housing and support services for the unhoused population.	Ongoing	CDD	Pillars, ADVOCAP, The Salvation Army, Harbor House, and others

Goal T | Transportation

Appleton will support a transportation network that provides multiple ways for people to navigate the city and connect to the region.

Transportation Actions	Timeframe	Champion	Partners
T1. Use the Complete Streets guide to incorporate Complete Street elements into temporary evaluation of intersections and segments of the roadway prior to a reconstruct and incorporate into new construction projects and development.	Mid	DPW & CDD	ECWRPC, MPO, County Highway Depts
T2. Update the zoning code to promote multi-modal transportation. **RELATED GOALS** H T E a. Consider reducing parking minimums and establishing parking maximums. b. Continue to promote shared parking as an alternative to on-site parking requirements. c. Consider allowing off-street parking spaces for residential uses to be located within 500 feet from the property with the residential use.	Near	CDD	
T3. Revise the subdivision code to require Municipal Service Committee review and approval of roadway designs in coordination with preliminary plat approval, incorporating complete street design elements such as dedicated pedestrian and bicyclist facilities to ensure new streets are fully integrated with the existing street grid.	Near	DPW & CDD	
T4. Update the official map to identify future collectors within our future growth area to reserve roadways for streets to ensure new streets are built on existing street grid without forming barriers to arterial roadways.	Near	DPW & CDD	
T5. Implement recommendations from the Comprehensive Safety Action Plan (CSAP) to improve identified high-injury network areas and partner with applicable agencies when needed based on crash records, vulnerable communities impacted, and other universal criteria.	Ongoing	DPW	ECWRPC
T6. Create a consolidated Bike and Pedestrian Plan to ensure planned future actions are in alignment with each other, regional plans, and *Plan Appleton*.	Near	DPW, P&R, and CDD	ECWRPC, Fox Cities Greenways
T7. Evaluate opportunities for “micromobility stations” – a term used to describe everything from skateboards to scooters, strollers, and wheelchairs.	Mid	DPW, P&R, and CDD	ECWRPC, Fox Cities Greenways

Transportation Actions	Timeframe	Champion	Partners
T8. Develop an access management plan that enhances pedestrian safety and ensures safe vehicular access by reducing the number of driveways and promoting shared and cross-access between sites along corridors.	Mid	DPW & CDD	WisDOT
T9. Support Valley Transit ridership and the frequency of transit stops by encouraging higher density development along key transportation corridors that are coterminous with transit lines.	Ongoing	CDD	Valley Transit
T10. Encourage the State to consider establishing a regional transportation authority with a dedicated revenue source for Metropolitan Planning Organizations.	Ongoing	CDD	MPO
T11. Continue to collaborate with railway owners and operators to preserve existing rail service and to accommodate new rail users on tracks serving Appleton.	Ongoing	CDD	WisDOT, owners
T12. Engage with regional and state agencies to advocate for passenger rail stop in Appleton by securing potential station site per College North Neighborhood Plan, pursing funding opportunities, and coordinating planning efforts to enhance connectivity along the I-41 corridor.	Mid	CDD	ECWRPC, WisDOT
T13. Monitor traffic conditions at existing rail crossings and make appropriate improvements as required to ensure safety.	Ongoing	DPW	WisDOT, owners
T14. Continue seeking funding to expand quiet zones throughout the city, which limit the negative impacts of rail traffic and noise on adjacent neighborhoods.	Ongoing	DPW & CDD	WisDOT
T15. In partnership with the Department of Public Works, assess the role of on-street overnight parking within complete streets principles, ensuring it meets actual demand, avoids oversupply, and considers maintenance needs and resource constraints.	Mid	CDD	DPW

Goal U | Utilities and Community Facilities

Appleton will provide reliable, high-quality utilities and community services in a fiscally responsible manner.

Utilities/Community Facilities Actions	Timeframe	Champion	Partners
U1. Identify key areas within the city to encourage targeted streetscape enhancements.	Mid	CDD & DPW	ANBA, ADI, Chamber
U2. Encourage neighborhoods to establish identities through physical improvements maintained by neighborhood organizations including but not limited to gateway signage, district branding, beautification efforts, and the preservation and expansion of neighborhood landmarks by utilizing the Neighborhood Program and support from neighborhood organizations to implement and maintain these enhancements.	Mid	CDD & DPW	ANBA, ADI, Chamber
U3. Align City of Appleton facility planning, upgrades, and operations with the goals of the sustainability plan to demonstrate leadership in sustainable land use and infrastructure development.	Ongoing	Utilities & P&R	
U4. Amending zoning code for solar and anticipate new forms and types of distributed, renewable energy generation.	Near	CDD & Legal	
U5. Continue to update stormwater management codes to ensure compliance with State and Federal rules while also encouraging local homeowners and business owners to implement best practices on their private properties.	Ongoing	DPW	WDNR
U6. When feasible require regional stormwater management approaches to improve efficiency in the design, maintenance, and operations of stormwater ponds.	Ongoing	DPW & CDD	WDNR
U7. Work collaboratively with community service providers - including fire, police, schools, and utility providers through regular meetings to align service planning efforts and coordinate investments with anticipated growth and development patterns.	Ongoing	DPW, Fire, Police, CDD, Utilities & P&R	WE Energies, AASD, Lawrence University
U8. Align development within the 10- and 20-year sewer service boundaries to ensure that growth occurs within planned infrastructure service area.	Ongoing	CDD & DPW	ECWRPC & WDNR
U9. Promote development to occur in areas that are served by existing public water and sewer infrastructure.	Ongoing	CDD & DPW	ECWRPC & WDNR

Utilities/Community Facilities Actions	Timeframe	Champion	Partners
U10. Identify target areas and landowners in the City of Appleton's growth area to enable future development with access to public water and sewer utilities and conduct direct outreach to gauge their interest in annexation and potential development opportunities.	Near	CDD	
U11. Consider using impact fees to offset the cost of expanding community facilities, as allowed by State Statute for new development.	Mid	All Departments	
U12. Engage with community-serving institutions to assess long-term needs, ensuring that land use strategies offer flexibility to accommodate their changing functions in the future.	Ongoing	CDD	Institutions
U13. Continue to implement the City of Appleton's Surface Water Management Plan and its WPDES Municipal Separate Storm Sewer System (MS-4) permit from the Wisconsin Department of Natural Resources.	Ongoing	DPW	WDNR
U14. Continue to partner with public and private organizations to maximize resource recovery from solid waste, recycling, and wastewater while providing cost-effective benefits to the community.	Ongoing	DPW & Utilities	
U15. Collaborate with high-strength wastewater users to identify the most efficient waste management solutions.	Ongoing	CDD & Utilities	

Goal R | Agricultural, Natural, and Community Resources

Appleton will create a quality space for community members to thrive by protecting its environmental quality, preserving its important natural resources, and supporting its cultural spaces.

Resources Actions	Timeframe	Champion	Partners
R1. Continue park land and trail dedication or fee-in-lieu-of land dedication requirements for all new residential development through the subdivision ordinance.	Ongoing	CDD	
R2. Evaluate the creation of an impact fee for residential development to provide funding for parks and green space for all residential housing.	Mid	P&R & CDD	
R3. Implement the City of Appleton Comprehensive Outdoor Recreation Plan.	Ongoing	P&R & CDD	
R4. Avoid the fragmentation of agricultural areas in the region by directing new development to infill or redevelopment sites, encouraging compact development patterns that use land efficiently, and supporting county, state, and private initiatives with the goal of preserving prime agricultural land in the region.	Ongoing	CDD	Outagamie County and Nearby Municipalities
R5. Identify critical brownfield sites with development potential in the city and educate property owners about resources available.	Mid	CDD	WDNR
R6. Continue supporting Appleton's existing forestry program to plant new trees and to maintain the health of the City of Appleton's urban tree canopy.	Ongoing	DPW & CDD	
R7. Partner with Fox Cities Convention & Visitor Bureau (FCCVB) and other agencies and organizations to ensure the availability of adequate event space and logistical services to facilitate cultural and related events within the community identified within the destination Master Plan.	Ongoing	CDD & P&R	FCCVB, ADI
R8. Provide accessible information on the City of Appleton’s website to educate eligible homeowners and business owners about available State and Federal historic tax credits for rehabilitation and property improvements.	Mid	CDD	State Historical Society

Resources Actions	Timeframe	Champion	Partners
R9. Encourage redevelopment which compliments the existing character of the neighborhood and promotes greater livability.	Ongoing	CDD	ARA
R10. Promote the incorporation of Appleton's history into the planning and development of future parks, trails, and other public amenities.	Ongoing	CDD & P&R	State Historical Society
R11. Amend the City of Appleton's subdivision and zoning ordinances to establish alternative standards for development standards where sensitive resources exist to preserve the natural features.	Mid	CDD	
R12. Encourage neighborhood parks in central locations within a quarter section when feasible to improve efficiency in the design, maintenance, and operations of parks.	Ongoing	CDD & P&R	
R13. Strengthen internal processes and interdepartmental coordination to ensure consistent, effective application and enforcement of environmental zoning regulations (floodplain, shoreland, stormwater and erosion control) and effectively communicate and educate process updates to the development community.	Near	CDD, DPW, & P&R	

Goal E | Economic Development

Appleton will pursue economic development that retains and attracts talented people, brings good jobs to the area, and supports the vitality of its industrial areas, downtown, and neighborhood business districts.

Economic Development Actions	Timeframe	Champion	Partners
E1. Prepare and implement a business recruitment program that targets site selectors and suitable businesses in manufacturing, business and professional services, retail, and other industries.	Mid	CDD	Chamber, ANBA, ADI, New North Inc
E2. Work with the existing business community to help identify and tap opportunities for expansion.	Ongoing	CDD	Chamber, ADI, ANBA
E3. Support/partner with organizations pursuing programs for entrepreneurial development comprised of networking, financial assistance, training, and supportive services for all types of entrepreneurs.	Ongoing	CDD	ADI, Chamber, & Appleton Public Library
E4. Collaborate with Workforce Development boards to support existing and new education-workforce partnerships. Encourage partners to engage in career awareness and organize target business programs.	Ongoing	CDD	Bay Area & Fox Valley Workforce Development Boards
E5. Update the zoning code to increase commercial flexibility. **RELATED GOALS** H T E a. Consider allowing personal or professional services by right in M-1 Districts as a compatible use near arterial or collector roads. b. Consider updating residential zoning to allow commercial uses along arterial and collector roads of neighborhoods with limited off-street parking.	Near	CDD	

Economic Development Actions	Timeframe	Champion	Partners
E6. Update the use standards of the zoning code to increase residential opportunities near commercial centers of activity. **RELATED GOALS** H T U E a. Consider adding accessory commercial uses for residential buildings as a use to promote integrated businesses with dwellings beyond those currently regulated by home occupation standards. b. Add "corner store" standards for local retail at corner lots or fronting collector and arterial streets with provisions for limiting impacts on residential neighbors (such as noise, parking, lighting). c. Consider revising C-1 to permit first floor accessory residential when located behind principal commercial uses. d. Explore allowing residential uses on the first floor of buildings in C-2, perhaps requiring retail uses near key commercial nodes or retail as the first 30 feet of the building with residential permitted behind. e. Consider allowing residential uses in the P-I district. f. Allow diverse types of living arranges and needs, including assisted living, nursing homes, residential care complexes, community living arrangements, and other similar residential uses in the commercial districts.	Mid	CDD	
E7. Implement the subarea plans. See appendices.	Mid	CDD, DPW, and P&R	ANBA, Property Owners, Developers
E8. Continue to support existing industries and infill industrial sites to sustain jobs and economic growth.	Ongoing	CDD	
E9. Coordinate with the Appleton Redevelopment Authority in preparing redevelopment plans for targeted areas identified in adopted subarea plans, prioritizing the acquisition of dilapidated or underutilized properties for commercial and mixed-use development sites.	Mid	CDD	ARA
E10. Explore the feasibility of establishing new funding sources and/or a community land trust to support long-term workforce housing in the City of Appleton and the surrounding region.	Mid	CDD	Fox Cities Housing Alliance

Economic Development Actions	Timeframe	Champion	Partners
E11. Accelerate business park lot sales, for growth and expansion of the tax base by continuing fast approvals and creating more aggressive marketing and sales policies to drive business park purchase and construction activities, which will drive growth of tax base and jobs.	Mid	CDD	CoStar, Catylist
E12. Continue the City of Appleton's involvement and support for regional economic development organizations such as Fox Cities Regional Partnership and New North.	Ongoing	CDD	
E13. Evaluate capacity, ability, and desire to utilize tax increment financing to incentivize development.	Ongoing	CDD & Finance	
E14. Audit development policy, process-related activities and published user guides, materials to ensure alignment and consistency to provide a positive development approval process.	Near	CDD	
E15. Communicate development policy and process updates to builders, developers and the community when adopted. Consider methods to proactively engage external stakeholders when drafting policy and process change.	Ongoing	CDD	Housing Advocacy Groups
E16. Develop additional subarea plans for key locations to guide the creation of vibrant, walkable, and bicycle-friendly mixed-use areas through targeted strategies.	Mid	CDD	ARA
E17. Evaluate future land use and zoning districts to allow reuse of underutilized retail sites and others based on market demand.	Mid	CDD	

Goal L | Land Use

Appleton will continue to support thoughtful growth, development, and redevelopment that strengthens neighborhoods, takes into account sensitive natural areas, and maintains high-quality City of Appleton services.

Land Use Actions	Timeframe	Champion	Partners
L1. Update the zoning code to promote traditional neighborhood design. **RELATED GOALS** H T R a. Promote Urban Neighborhood character by limiting large single family lot sizes. b. Increase density by allowing smaller lot sizes in residential districts. c. Promote walkable, vibrant front yards with easy access to sidewalks. d. Consider a minimum to maximum front setback range to promote efficient design to allow for future development. e. Reduce minimum lot width and lot area to encourage compact development patterns to reduce length and cost of utility extensions and roadway infrastructure. f. Deemphasize dominant garages and driveways to promote active, walkable neighborhoods. g. Add use regulations for limited neighborhood commercial on collector or arterial roads, accessory commercial, and/or live/work units. h. Revise P-I district to allow housing and compatible retail and services.	Near	CDD	
L2. Update the zoning code to streamline the development review process. **RELATED GOALS** H E a. Improve coordination among departments to minimize repetitive project reviews. b. Reduce the number of uses requiring special use permits. c. Update the developer checklist guides that outline zoning and other requirements that must be met before a project is launched so they are more user friendly and concise. d. Create stronger intent statements to illustrate the purpose of the districts beyond dimensional differences. e. Evaluate impact fees.	Mid	CDD	Housing Advocacy Groups

Land Use Actions	Timeframe	Champion	Partners
L3. Simplify zoning in residential neighborhoods. **RELATED GOALS** H a. Consider creating a new zoning district for Suburban Neighborhoods that provides maximum lot sizes, reduces minimum lot width from 70 to 50 feet, and provides use-based design and location standards for different housing types. b. Consider condensing districts in Urban Neighborhoods to apply a revised district that provides scale and siting standards for different housing types.	Near	CDD	
L4. Implement permitting software to enhance development data sharing across departments.	Near	CDD & IT	
L5. Promote development and redevelopment that balances growth with the capacity of existing infrastructure, minimizing the need for costly expansions such as new water storage facilities and sewage lift stations.	Ongoing	CDD, Utilities, & DPW	
L6. Ensure future land use planning considers the long-term costs and capacity of operating and maintaining public services and infrastructure, promoting fiscally and operationally sustainable development.	Ongoing	CDD, P&R, Utilities, & DPW	
L7. Collaborate with neighboring jurisdictions to coordinate land use and growth areas to promote orderly development.	Ongoing	CDD	ECWRPC, nearby municipalities and counties
L8. Infrastructure investment should be determined based on development readiness and assess implications for city-wide services and financial sustainability.	Ongoing	CDD & DPW	
L9. Continue to provide assistance, through tools such as tax incremental financing, redevelopment bonds, loan programs, business or neighborhood improvement districts, and other resources, to encourage redevelopment and reinvestment in established neighborhoods.	Ongoing	CDD	
L10. Support new infill and redevelopment in accordance with the frameworks in the Downtown, College North Neighborhood, Northland Avenue/Richmond Street, Wisconsin Avenue, South Oneida Street plans.	Ongoing	CDD	ARA

Land Use Actions	Timeframe	Champion	Partners
L11. Annually review the Capital Improvement Plan (CIP) to align investments with current and projected land use patterns, development demand, and priority growth areas.	Ongoing	CDD, DPW, P&R, and Utilities	
L12. Continuously review and update the Official Map as growth and development occurs in Appleton, particularly on the north side.	Ongoing	CDD	DPW, P&R, and Utilities
L13. Create a clear, consistent template and guidelines for staff memos and reports to the Plan Commission, Common Council, and the public. This will support more efficient review processes and better-informed decision-making by ensuring key information.	Near	CDD	
L14. Amend the subdivision code to include a formal concept review stage that allows City of Appleton staff to provide early guidance to developers based on the City of Appleton's long-range plans, helping to reduce uncertainty and align proposals prior to preliminary plat submission.	Near	CDD	
L15. Direct major public infrastructure investment to areas that are environmentally suitable for development, and which can be efficiently and economically served.	Ongoing	CDD, DPW, P&R, and Utilities	

Goal I | Intergovernmental Cooperation

Appleton will strengthen intergovernmental collaboration with neighboring municipalities, counties, the regional planning commission, state and federal agencies, and other relevant organizations to align land use and development planning across jurisdictions.

Intergovernmental Cooperation Actions	Timeframe	Champion	Partners
I1. Monitor and communicate to residents and developers the progress of *Plan Appleton* on an annual basis.	Ongoing	CDD	Alderpersons
I2. Collaborate with Fox Cities municipalities on shared priorities that extend beyond municipal boundaries, such as housing and economic development, by actively participating in regional partnerships like the Fox Cities Housing Coalition.	Ongoing	CDD	Nearby Municipalities & Counties, ECWRPC
I3. Maintain strong working relationships with ECWRPC, WisDOT, and WI DNR to stay informed about upcoming grant opportunities, funding programs, and regional planning initiatives that support local implementation efforts.	Ongoing	CDD, DPW, P&R	WI DNR, WisDOT, ECWRPC

Intergovernmental Cooperation Actions	Timeframe	Champion	Partners
I4. Continue active involvement in the development and updates of the Sewer Service Area Plan to ensure alignment with the City of Appleton's future land use plans, growth objectives, and infrastructure priorities.	Ongoing	CDD, DPW	WI DNR, ECWRPC
I5. Collaborate with Outagamie County and neighboring municipalities to minimize the fragmentation of agricultural areas by directing new development toward infill and redevelopment sites, promoting compact and efficient land use patterns, and supporting regional efforts to preserve prime agricultural land.	Ongoing	CDD	Nearby Municipalities & Counties
I6. Maintain strong relationships with neighboring municipalities to uphold boundary agreements that support efficient land use, coordinated infrastructure investment, and predictable growth patterns.	Ongoing	CDD	Nearby Municipalities & Counties
I7. Collaborate with the East Central Wisconsin Regional Plan Commission (ECWRPC) and Appleton Area School District (AASD) to implement the Safe Routes to School program which encourages and enables children to walk or ride their bicycles to school.	Ongoing	DPW	ECWRPC & AASD
I8. Collaborate with state and county transportation officials and neighboring municipalities to plan and coordinate improvements to the regional transportation network.	Ongoing	DPW & CDD	Nearby Municipalities & Counties, WisDOT, ECWRPC
I9. Collaborate with other public agencies to share utilities, services, public safety services, and park and recreation facilities where appropriate and where it results in improved services or lower costs.	Ongoing	DPW, Fire, Police, and P&R	Fox Cities Municipalities and Counties

3.4 Beyond *Plan Appleton*

Plan Update Procedures

Wisconsin State Statute 66.1001(2)(i) requires a community to have a plan amendment process, and that process must be implemented at least every ten years. The amendment process must follow the same procedures that are necessary in adopting the original plan. Specifically, the amendment process must allow opportunities for public input and follow the adoption process set forth in the statute.

Appleton recognizes that some changes to the plan are so minor as to not require modification of the Comprehensive Plan. In fact, many of these changes may have been anticipated within the language of the plan. As an example, the mapping of wetlands in the plan is an approximation based on remote sensing techniques. During the development review process, the property owner or developer may be required to perform a more accurate delineation of the boundaries of these areas. Subsequent changes to the mapped boundaries of these areas, based on more accurate data, should not require an amendment to the Comprehensive Plan.

The following procedure is established to provide for a periodic major update to the Comprehensive Plan, and for more frequent minor updates to accommodate changing conditions within Appleton as well as the greater metropolitan area.

Ten-Year Updates

Every ten years, the Plan Commission will consider the need to amend the Comprehensive Plan. This amendment may follow the format of the minor update process, or, depending on the extent of revisions contemplated by the Plan Commission, may result in a rewriting of the plan. The Plan Commission will recommend an approach to the Common Council. This review will be initiated by the City of Appleton and include the following actions:

- Assemble the adopted plan and all adopted amendments to the plan during the previous ten-year period.
- Compile current demographic and economic data, particularly with the issues and opportunities element, housing and neighborhood element, and the economic development element.
- Compile applicable information regarding community services, utilities, and facilities to update these elements of the plan.
- Solicit recommendations from City of Appleton staff, the Common Council, the Plan Commission, and other City of Appleton boards and commissions for issues that may be addressed in the update process.
- Conduct a public participation process to gain input on community needs and desires, and to update the goals and objectives in the Comprehensive Plan.
- Prepare an amendment to the Comprehensive Plan that addresses issues raised through the internal and public review process.
- Review and act to adopt, modify, or reject the proposed amendment through the process identified for minor updates to the Comprehensive Plan.

Minor Updates to the Comprehensive Plan

Periodically, development proposals or changing circumstances within the City of Appleton may trigger consideration of an amendment to the Comprehensive Plan. Examples may include requests to change the zoning of a parcel to a use that is inconsistent with the future land use mapped in the Comprehensive Plan, omission or alternative routing for planned streets, or broader changes recommended through detailed neighborhood or special area planning conducted by the City of Appleton. It is the City of Appleton's intent to address these issues on an as-needed basis, rather than waiting for a scheduled review of the plan. At a minimum, the following steps will be followed when considering a minor amendment to the Comprehensive Plan:

The City of Appleton will prepare a written summary, maps, or other exhibits that thoroughly explain the proposed amendment. These will be made available for public review prior to consideration of the amendment by the Plan Commission.

One copy of the amendment to the plan will be sent to all of the following:

- every governmental body that is located in whole or in part within the boundaries of the City of Appleton (ex., counties, school districts, etc.);
- the clerk of every local governmental unit that is adjacent to the City of Appleton;
- the Wisconsin Land Council;
- the Wisconsin Department of Administration;
- the East Central Wisconsin Regional Plan Commission; and
- the public library.

The Plan Commission will conduct a public hearing on the proposed amendment. The public hearing before Plan Commission will be noticed as a Class II notice. The Plan Commission will act on the proposed amendment by resolution and forward the recommendation to the Common Council. Common Council will conduct a public hearing in accordance with Wisconsin State Statutes (currently as a Class I notice requiring 30 days' notice) and will then, by majority vote, accept or deny the amendment (Ord 33-12, Effect 4-24-12).

The Common Council will consider an ordinance to adopt the amendment to the Comprehensive Plan, and act by a majority vote to approve or deny the amendment.




HOME OF THE VIKINGS