Downtown Plan

Introduction
Analysis of Existing Conditions
Community and Stakeholder Engagement
Downtown Development Concept
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Appendices



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Section 1: Introduction

Purpose

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

The specific **objectives** of this Plan included:

- Assess the status of current initiatives
- Perform a literature review of pertinent downtown related documents including the Appleton Economic Development Strategic Plan (2015)
- Conduct a real estate market analysis for downtown
- Analyze and make recommendations for downtown's built environment including redevelopment opportunities
- Analyze downtown's aesthetics and walkability and make recommendations to improve streetscapes, incorporate public art, and create/improve gathering spaces
- Identify applicable incentive programs and provide recommendations for applying them in the downtown to support downtown's growth and vibrancy
- Conduct a competitive analysis and make recommendations to improve Appleton's competitive advantage for business attraction
- Conduct a comprehensive public engagement program
- Prepare an Executive Summary which provides a clear vision for the future of downtown
- Prepare an updated Chapter 14 Downtown Plan including implementation strategies

History[1]

The decisions of the past shape every moment of every day. As the City of Appleton considers a new comprehensive plan, it's important to reflect on key decisions that have determined the status of the central business district (CBD). The 1922 City Planning Survey with Proposals was Appleton's first major attempt to create a standard plan and envision bold new projects to move forward. As this newest document is reviewed and considered, we must recognize how the following themes re-emerge and continue to influence our decision-making for downtown's growth.

Three historic communities shaped our downtown. By 1849, the villages of Lawesburg, Appleton, and Grand Chute were established north of the river. Each of the communities had separate commercial districts of hotels and dry goods stores, as well as key features that still define today's downtown. Lawesburg contained the Lawrence University campus, Appleton grew as the CBD, and Grand Chute was the county government seat. The three communities were incorporated into Appleton in 1853, but their distinct traits of education, commerce, and government continue to shape the spatial boundaries of downtown.

[1] **Where Have We Been, Where Are We Going?** By: The History Museum at the Castle

The river's relationship with downtown has changed over time. Before railroad transportation, early resident John Lawe described the city as facing the river to serve as the main entry point to travelers who mostly arrived by boat. The success of industry driven by waterpower and the coming of the railway refocused downtown away from the river. The Chicago-Northwestern Railway and depot was placed north of downtown in 1861 and became the city's gateway. Flour mills, a barrel and stave factory, a tannery, a foundry, chair factories, paper mills, and many other enterprises, were established along the Fox River. As the location of heavy industry and commercial railroads, the waterfront's beauty was lost to a dirty, but practical and important early use of space. The commercial and residential zones were re-orientated away from the Fox River.



Figure 1 Streetcar replica at Pullman's restaurant, Appleton, WI

Diversity Helped Downtown's Growth. Around 1900, Appleton's CBD was home to a diverse community of business owners and residents. The arrival of African Americans, Greeks, Italians, Chinese, Irish, and Germans led to new dry good stores, butcher shops, restaurants, barber shops, and laundries. However, the growth of a diverse community waned by 1915 as people of color were excluded from settling in Appleton. Not until about 1970 did people of color return to Appleton with Black, Hmong, and Hispanic persons settling in Appleton. Diversity continued to expand.

Evolving transportation access shaped downtown. As a small and compact city, Appleton was like many 19th century urban spaces where most people lived within a few blocks of their place of employment and walked for day-to-day activities. As the city grew, people were able to live further from their work as the city became a leader in new kinds of transportation. Launched on August 16, 1886, the Appleton Electric Street Railway Company was the first commercially successful electric street railway in the United States. The route traveled east and west of downtown to connect the commercial center to residential neighborhoods, parks, and even Riverside Cemetery. Additional interurban routes connected downtown Appleton to Fond du Lac and Green Bay. In 1895, the Appleton Cycling Club installed the first bicycle path in Wisconsin to connect the downtown to residential neighborhoods and the County Fair and Driving Park located west of the city.

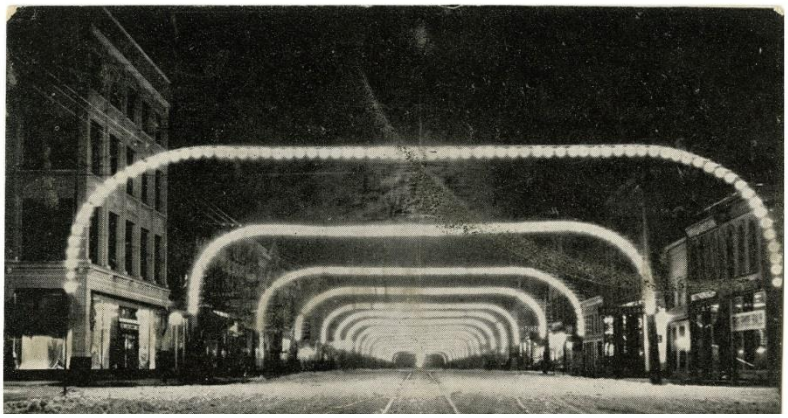


Figure 2 Dramatic overhead lighting over College Ave. in downtown Appleton (Source: http://wisconsinproject.blogspot.com/)

By 1926, Appleton was connected by highways to Green Bay and Chicago with College Avenue being designated as part US-41. The introduction of the automobile significantly changed the downtown as more people commuted greater distances to work and gradually led to suburban sprawl. As automobile use increased, US-41 relocated north to Wisconsin Avenue, then to Northland Avenue, and finally to its present location, creating commercial districts with each move.

Completed in 1993, the 441 Tri-County Expressway created a beltline that encircled and re-defined the center city.

Peaks and valleys of downtown art. Appleton's first public art movement occurred after 1900. Erected in 1911, Soldiers Square was dedicated to local Civil War veterans, and four years later expanded into a boulevard with cannons and a monument to Spanish American War veterans. The latter two pieces were relocated to Pierce Park to make way for a parking lot. During the 1980s, a renaissance of public art included the significant sculpture installations of the Fox River Oracle by Dimitri Hadzi and Metamorphosis by Richard C. Wolter, which was since displaced into storage. Other periods of vibrant, visual aesthetics include enormous painted wall advertising (1870-1950), The Great White Way street lights (1908-1911), and the neon sign boom of the 1930s.

City planning was inconsistently implemented. The City Planning Survey with Proposals from 1922 was Appleton's first attempt to standardize infrastructure and create a bold new vision for downtown. The key feature included the creation of a civic centre on the bluff site by integrating an existing vocational school, library, and church buildings with an expanded monument boulevard (Soldiers Square), city hall, woman's club building, and city museum. The document also called for the filling of the ravine running from the riverfront to Atlantic Street to create Jones and Arbutus Parks. In 1959, the city considered an even bolder change by converting part of College Avenue into a pedestrian mall, but they determined the loss of parking was too detrimental to downtown businesses. These false starts and the inability to fully execute a vision led to an absence of monumental public architecture and the absence of a built environment that fulfills our community's aspirations.

Downtown remains vibrant despite peripheral challenges. The CBD faced its biggest challenge in 1984 when the Fox River Mall opened in the Town of Grand Chute. Merchants and residents alike worried the new commercial area would adversely affect downtown. To counter the suburban growth, the city erected The Avenue mall under the leadership of Mayor Dorothy Johnson. The eventual loss of key chain store tenants led to the primary re-use of the building for office space. Downtown survived and is an exceptionally vibrant commercial district for a mid-sized city, with its buildings operating at near full capacity.



Figure 3 Nick Hoffman, Chief Curator at the History Museum at the Castle, conducts a walking history tour

Continued conversations from our past. Past generations reflected on history to consider the best way they felt to move forward. As the city is growing again into a great place for public art, music, cultural venues, shopping, work, and nightlife, it's important to remember

the debates, visions, and shortcomings of the past that brought us to this point. With this growth, the city must also continue momentum to make downtown a safe and inclusive place that embraces diversity. As with previous plans, each objective will be weighed for importance, project affordability, and then democratically scrutinized by residents to ensure the best projects will rise to the top. Let us not forget, the next generation will inevitably review our plans and decisions as they too contemplate how they will shape the future of Appleton.

Past Planning Efforts

The 2016 Downtown Plan builds upon many previous studies and plans for downtown and the riverfront, several of which are briefly described below. See the Appendices for longer summaries of each document.

- **1995 Downtown Plan** - This plan established a vision and objectives for the downtown, as well as a decision framework of initiatives and goals, and a set of strategies it proposed to attain those goals.
- **1998 Greenprint for Downtown Appleton** - A streetscape enhancement plan for College Avenue between Badger Avenue and Drew Street, including major gateways to the downtown business district.
- **1999 Target Niche Analysis, Business Identification, and Implementation Plan for Downtown Appleton** - This study identified specific retail market niches and tenant types, and strategies for general economic vitality in the downtown.
- **2001 Focus Fox River: A Master Plan** - Amended in 2003, this plan focused on redevelopment and reinvestment along the Fox River in the City of Appleton.
- **2002 Multi-Modal Transportation and Parking Study for Appleton's Riverfront** - The purpose of this study was to determine if the types of development and redevelopment proposed in Focus Fox River: A Master Plan could be accommodated.
- **2004 Riverfront Trail Connection Study** - The purpose of this study was to review previously adopted plans and define riverfront connections for bicyclists and pedestrians.
- **2010 Downtown Plan** - This 2007 update to the City of Appleton's Downtown Plan was incorporated into the City's 2010 Comprehensive Plan. The update recommended mixed-use and residential districts north of the core downtown, with some pockets of redevelopment south of the core.
- **2010 Richmond Street Corridor Plan** - The Study proposed redevelopment sites, including between the railroad, W. Packard Street, and N. Richmond Street.
- **2015 Economic Development Strategic Plan** - A plan was developed to serve as the basis for the City's overall economic development strategy.
- **2015 Downtown Parking Study** - A comprehensive downtown parking analysis was conducted in anticipation of new development and changes to the City's public parking program.
- **2016 Downtown Appleton Mobility Plan** - The purpose of the study was to determine and evaluate strategies to improve multi-modal mobility and traffic circulation in downtown Appleton in an area bounded by Atlantic Street, Lawe Street, Richmond Street, and the Fox River.
- **2016 Appleton Trails Master Plan** - A comprehensive Trails Master Plan was developed for the entire City, including the downtown area.

Key Accomplishments and On-Going Priorities

The Downtown Plan was created in 2007, and then added to the 2010 City Comprehensive Plan. This section of the report describes key accomplishments, some of which date back to 2007. The summaries below each initiative represent key highlights. Due to the size of the document an extensive summary isn't included. Additional information may be obtained from the City's Community and Economic Development Department.

Urban Design Initiative – policies and projects to create an identity and improve the appearance of downtown

1. Continue development of entry features on major routes into the downtown
2. Establish design guidelines for redevelopment and renovation projects in the downtown
3. Create a public use campus south of Lawrence Street between Walnut Street and Jones Park
4. Implement streetscaping projects to create downtown "identity streets"
5. Install sculpture, murals, and other art in public locations throughout the downtown
6. Expand and enhance the system of urban parks, plazas, and trails in the downtown

Appleton has succeeded in terms of installing some entry features into downtown, including a monument sign at the northeast corner of Badger Avenue and College Avenue. Regional wayfinding signage has also helped define major entry routes into downtown. Building off the success of multiple public art installations downtown, the City has an opportunity to use public art as a key element in further defining key gateways into downtown.

Since the prior plan was adopted, the City expanded its police station in 2008 within the same parcel footprint. The public use campus concept is being advanced under the County's campus plan, with a focus on future development within their existing footprint. In terms of creating "identity streets" downtown a few projects have occurred organically, however attention to side streets is still seen as a priority. The 2016 Mobility Study identified two high priority street reconfigurations – Appleton Street and Lawrence Street, both of which will present opportunities to incorporate additional streetscaping.

Finally, the City has had partial success expanding and enhancing the system of urban parks, plazas, and trails downtown. Houdini Plaza was reconstructed in 2013, becoming Appleton's premier multi-use urban plaza. The 2016 Mobility Study and the 2016 Trails Master Plan identify a number of future bike lanes and trail enhancements within the study area.

Tourism/Arts/Entertainment Initiative – policies and projects to develop cultural attractions and promote travel to the downtown

1. Maintain the vitality of the arts and entertainment district
2. Pursue opportunities to attract more artists and arts-related businesses to the downtown
3. Create new venues for arts activities in the downtown
4. Advance efforts to establish a convention/Fox Cities Exhibition Center in the downtown

As was noted in the prior Plan, Appleton has succeeded in establishing an arts and entertainment district which has become the cultural center of the region. The Children's Museum has expanded and the Fox Cities Performing Arts Center (PAC) was constructed. The PAC continues to thrive and attract national and international talent to the City. These projects, in turn, have helped to attract a number of exceptional restaurants to the west end of downtown. Meanwhile, the

CopperLeaf Boutique Hotel has added additional lodging in the downtown and a new Courtyard by Marriott hotel is being constructed along the Fox River as part of the RiverHeath development.

More recently, the Fox Cities Building for the Arts was established and is home to the Trout Museum of Art and The Trout Collection, featuring an impressive mix of over 150 museum-quality works of art. In addition to the Trout Museum of Art, The Building for the Arts also supports a variety of other creative programs and activities, such as the Fox Valley Symphony, Appleton Boy Choir, Markaroff Youth Ballet, NEW Voices, and Wisconsin Public TV/Radio. The Draw, an artist studio and performance space, was added to the Fox River adjacent to the downtown. Finally, the Mile of Music and other highly successful events continue to make downtown a vital destination.

Pop up galleries, including Lawrence University's Rabbit gallery, Pulse's Artery project, Young Space, the Articulture Community Supported Art (CSA), and the Appleton Public Library's Artist in Residence Program are other indicators of success. Despite all of these successes, a comprehensive approach for fostering and promoting public art and other diverse forms of cultural expression downtown and citywide is now seen as a priority.

In 2013 Houdini Plaza was renovated and now serves as the central outdoor programming space in downtown Appleton. Developing and implementing a long term vision for the creation of new venues for arts activities in the downtown is still seen as a priority.

Finally, the Fox Cities Exhibition Center is entering the final design and construction phase, with ten municipalities, eight primary stakeholders, and multiple partnerships collaborating to ensure a viable project which truly benefits not only downtown but the entire Fox Cities region.

Neighborhood and Residential Development Initiative – policies and projects to foster new residential development and create healthy neighborhoods surrounding the downtown

1. Encourage mixed-use and mid-density residential redevelopment on under-utilized or marginal sites on the edge of downtown
2. Preserve and enhance historic neighborhoods adjacent to downtown
3. Continue both public and private redevelopment along the Fox River Corridor
4. Promote development of a neighborhood commercial district on Richmond Street to meet the basic shopping and service needs of downtown and nearby residents
5. Amend the Zoning Code to facilitate redevelopment in the Mixed-Use District and in the Richmond Street neighborhood commercial area

The RiverHeath development on the Fox River as well as Eagle Flats are both successful examples of new mixed use and mid density residential development on the perimeter of downtown. Encouraging additional housing development in the core of downtown, especially market rate, is still seen as a priority.

The City has also successfully established a Neighborhood Program which provides training and support to established neighborhood groups. Continuing to support strong neighborhoods in and adjacent to downtown is critical to a healthy, vibrant downtown.

The City has been proactive to garner funds to address environmental conditions across numerous redevelopment sites and will continue to prioritize investments to make these sites viable in addition to the implementation of the Quite Zone Study.

Efforts to stimulate revitalization along the Richmond Street corridor through downtown have also yielded mixed results. Richmond Terrace's first floor retail and office space has filled up and a new Kwik Trip was constructed at the NE corner of N. Richmond Street and W. Franklin Street.

Finally, amending the City's Zoning Code to facilitate redevelopment in mixed use transition areas has not yet occurred. Adjusting the code to facilitate mixed use development in transitional areas between the CBD and nearby neighborhoods that support urban standards for development without having to go through a PD Planned Development process is seen as a priority. This will position the City to be better prepared for investment in responding to the timing of the market without additional regulatory processes to allow for mixed used.

Business and Office Development Initiative – policies and projects to support existing businesses in the downtown and to attract desirable new ones

1. Monitor retail trends and look for emerging market niches for downtown
2. Sustain the retail niche clusters which have formed downtown
3. Protect the existing retail blocks on College Avenue
4. Add depth to retail nodes by encouraging new businesses on side streets and on Soldier's Square
5. Encourage entrepreneurial business development in the downtown
6. Create opportunities for smaller offices and business services to locate in a mixed-use district north of the core downtown
7. Maintain an environment favorable to large businesses in the downtown

Several business niches have formed in the downtown, including home furnishings, gifts, arts related businesses, and breweries/wine tasting. These businesses are almost entirely located on College Avenue. Retail locations have not deepened to include secondary streets or even most side streets. Fostering these niches and stimulating development off of College Avenue is still seen as a priority. ADI does provide customized business assistance for specific types of downtown businesses.

In terms of protecting retail blocks the City is fortunate to have the CBD zoning district, which prevents surface parking on lots fronting College Avenue. On the other hand, some blocks in the downtown area lack ground floor retail, which contributes to a monotonous environment which in turn undermines the area's walkability. Adding depth to existing retail nodes means expanding retail both north and south of College Avenue in order to create a deeper retail market and vibrancy for shopping downtown.

ADI, the City's Community & Economic Development Department, and the Fox Cities Regional Partnership regularly meet with large downtown employers. Continuing to proactively support such employers while also attracting and retaining smaller professional businesses is still seen as a priority. ADI also offers business attraction and retention incentives.

Overall, the City, ADI and its partners continue to see business and office initiative strategies as critically important to the success of downtown.

Transportation and Parking Initiative – policies and projects to maintain convenient access to the downtown

1. Review and establish a parking analysis process that addresses plan elements
2. Improve pedestrian and bicycle connections to and through the downtown
3. Endorse a system of public transportation centered on downtown

Significant progress was made toward the execution of transportation and parking related strategies since the 2007 Downtown Plan was adopted. For example, a downtown parking study was completed in 2015 and an on-street bike plan was completed in 2011. In 2016 the Downtown Mobility Study and Trails Master Plan were completed. These plans and policies have identified many significant and impactful projects which, if implemented, will improve pedestrian and bicycle connections in and around downtown, while also promoting public transportation. One large barrier to expansion of public transportation is the inability to form a regional transit authority with taxing powers. The State has preempted local municipalities' ability to do so. On the positive side, Valley Transit has added the Link, a bus route providing a connection between downtown Appleton, the industrial flats, and the neighborhood just south of the Fox River.

Downtown Management Initiative – policies and programs to ensure that resources are available to continue to advance the vitality of downtown

1. Update the Downtown Plan as initiatives are completed or new opportunities arise
2. Uphold support for ADI and the Business Improvement District (BID)
3. Coordinate the activities of downtown support groups
4. Ensure the cleanliness and safety of the downtown and surrounding neighborhoods

The ADI Board annually reviews progress toward initiatives at its annual retreat, however the City and ADI would benefit from conducting a regular annual review together. This review would be a work session between the City and ADI leadership that extends beyond the presentation of the BID Plan to Plan Commission. The City also continues to support ADI and the downtown BID including cooperation with events programming. Looking ahead, ADI would benefit from an easier, more cost effective process to program public spaces.

ADI, the City and its partners have made progress in terms of ensuring a clean and safe downtown environment. For example, the Washington Square neighborhood group cooperatively supports a security guard. A recent partnership with Riverview Gardens, C.A.R.E., is an example of a successful partnership to address the cleanliness of downtown. As more people utilize the downtown, maintaining an image of cleanliness and safety will become even more important. Future cooperative funding for a more comprehensive maintenance program will be critical to the success of tourism efforts and efforts to recruit more people to live downtown.

Section 2: Analysis of Existing Conditions

Introduction

The City of Appleton traces its origins to the Fox River, which because of its rapids and topography served as an early trading post for explorers, early settlers, and Native Americans. Lawrence University was founded at the same time as the City was settled, and along with the river has played a key role shaping the City's economic and cultural landscape.

The paper industry played a particularly strong role in Appleton's and the Fox Cities development, helping establish and grow other related industries including converting, mechanical engineering, and paper product development. A strong industrial base supported the growth of a large middle class and gave rise to a thriving City including College Avenue in downtown Appleton.

However, like many cities of its size Appleton went through a period of transition from the mid 1960's to 1990's as retail and commercial activity migrated out from the CBD to the fringes. Unlike many similar sized cities, however, Appleton took steps to reinvent its downtown including establishment of an indoor mall, maintenance of downtown office space, investment in public infrastructure including a central library, and support for a new hotel.

More recently new parks, downtown residential development, and a mix of entertainment venues have helped continue the upward trend. Appleton today serves as the Fox Cities economic and cultural hub. Key private sector employers include Thrivent Financial, Appvion, Miller Electric, and ThedaCare among others. The Appleton Area School District and Outagamie County are among the largest public sector employers in the downtown area, the latter employing approximately 700 employees. Other major downtown employers include West Corporation, the YMCA, the City, the Post-Crescent, Schenck, Skyline Technologies, Lawrence University and Neenah Papers.

The City and in particular Downtown Appleton has emerged as a regional cultural and tourist destination with attractions such as the Fox Cities Performing Arts Center, Trout Museum of Art, History Museum at the Castle and Building for Kids Children's Museum and The Hearthstone Historic House Museum provide year-round exhibits and programming. complimenting a diverse mix of shopping and restaurant destinations. Through the efforts of organizations such as ADI and many partners, the downtown also benefits from a rich mix of programming and events throughout the year.

Through on-going investments and attention the current downtown has grown into an arts and entertainment district, as evidenced by the establishment and growth of complimentary niche components including:

- Museums
- Art galleries
- Community centers
- Restaurants and drinking places
- Public markets
- Performing arts center
- Concert halls

Looking ahead the City has several key opportunities to further enhance community livability and the vibrancy of downtown, including a potential new/or re-modeled library, additional housing including along the Fox River, parking and mobility enhancements, additional neighborhood serving retail and services, and several redevelopment and infill opportunities along the river and along key commercial corridors including Wisconsin Avenue, Richmond Street, and Oneida Street

Against this backdrop the City's opportunity as stated in the 2015 Economic Development Strategic Plan is to leverage its physical, social, economic, and natural assets to capture additional investment and mesh it thoughtfully into the downtown, retaining and attracting residents and business activity within an increasingly urban fabric. A vibrant downtown is critically important to the City in terms of attracting and retaining a talented workforce, expanding its tax base, strengthening its economic assets, and creating and marketing a positive image.

In order to provide context for the Downtown Development Plan this section of the report provides an overview of existing conditions related to the following downtown topics and issues:

- Local and Regional Context
- Downtown Market Analysis
- Mobility, including Access and Connectivity to the River
- Land Use and Block Conditions
- The Public Realm
- Downtown Arts and Creative Culture

APPLETON'S KEY ASSETS INCLUDE BUT ARE NOT LIMITED TO:

- A thriving business community
- A large daytime workforce, including downtown workers
- Lawrence University and an excellent school system
- The Fox River and an extensive parks and recreation system
- Strong, healthy neighborhoods, faith based organizations, and non-profits dedicated to making Appleton thrive
- Historic buildings and good urban design elements, especially downtown
- High traffic volumes downtown and along nearby commercial corridors
- Successful events and programs such as Mile of Music, Octoberfest, and Farmer's Markets

Context

The City of Appleton

The City of Appleton is located in the East-Central part of the State of Wisconsin, approximately 35 miles south of Green Bay via Interstate 41 and just over 100 miles north of Milwaukee and northeast of Madison. The city is also served by the Appleton International Airport which offers flights to such metro areas as Chicago, Minneapolis, Atlanta and Denver.

While still supporting a strong paper industry, the past several decades have seen the City of Appleton diversify its economy significantly. A look at the city's largest employers provides evidence of this transition. According to the Fox Cities Regional Partnership, of the six largest private employers, only one, Appvion, is in the paper industry. Further, only Appvion and Miller Electric are in the manufacturing sector, with the remaining four companies being service based, including the city's largest private employer, ThedaCare, as detailed below.

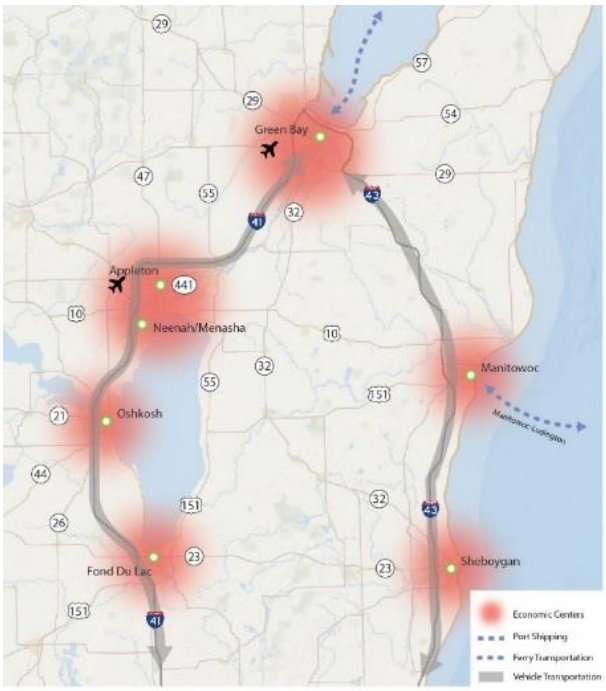


Figure 4 Economic centers of Northeast Wisconsin

Table 1 Largest Private Employers

Company	Industry	Current Employees
ThedaCare	Hospital Administration	6,800
Thrivent	Life Insurance	2,000
Miller Electric	Welding Equipment	1,500
Appvion	Specialty Paper Products	1,000
West Corporation	Telemarketing	1,000
Guardian Life Insurance	Life Insurance	650

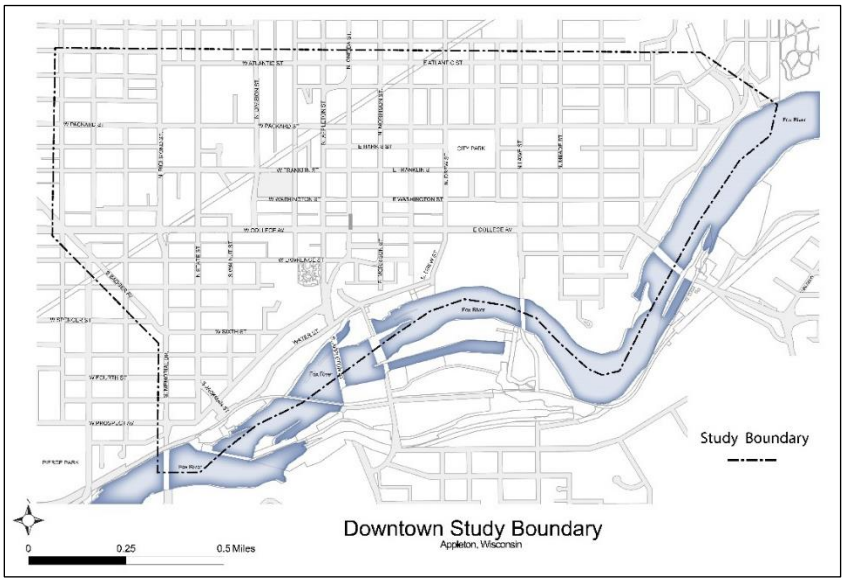
Source: Fox Cities Regional Partnership

Other major employers in the region include Ascension Wisconsin, and Kimberly-Clark in Neenah/Menasha, Presto Products in Grand Chute as well as Plexus Corp., and Bemis Company in Neenah.

The City of Appleton offers a very high quality of life for its residents, evidenced by a strong school system, a wealth of recreational amenities, a thriving retail environment and a low crime rate. In fact, Appleton was recently ranked as the fifth safest metro area out of 344 such areas surveyed nationwide. Further, Appleton was rated by Forbes Magazine as one of the two best cities for business in the State of Wisconsin, as the 24th best place to live in America by Money Magazine in

2016, the 10th best city for well-being by U.S. News in 2012 and the 12th smartest city in America by Venture Beat in 2013.

The City is served by two major hospitals including the ThedaCare Regional Medical Center-Appleton and St. Elizabeth's Hospital, as well as two colleges; Lawrence University with a 1,650 student enrollment and Fox Valley Technical College which serves 5,700 students. The Appleton Area School District includes twenty-three elementary schools, five middle schools, and ten high schools with a combined enrollment of 16,300 for the 2015-2016 school year.



The Downtown Core

The subject of this analysis is an approximately 1.15 square mile area, bounded by the Fox River on the south, Atlantic Street on the north, S. Badger Avenue/S. Memorial Drive on the west and Peabody Park on the east.

The downtown area is commercially vibrant. According to ADI it contains more than

- 65 restaurants, coffee shops, pubs and clubs;
- 70 retail establishments; and
- Two upscale hotels (Radisson Paper Valley Hotel and CopperLeaf Boutique Hotel)

The downtown hosts a thriving arts and entertainment community, including the Building for the Arts, the 2,000-seat Fox Cities Performing Arts Center and the Building for Kids Children's Museum. Other local attractions include the Trout Museum of Art, and the Wriston Art Center on the Lawrence University campus and the History Museum at the Castle. Businesses including The Fire and Pinot's Palette provide hands on opportunities for visitors to participate in the creative process as well.

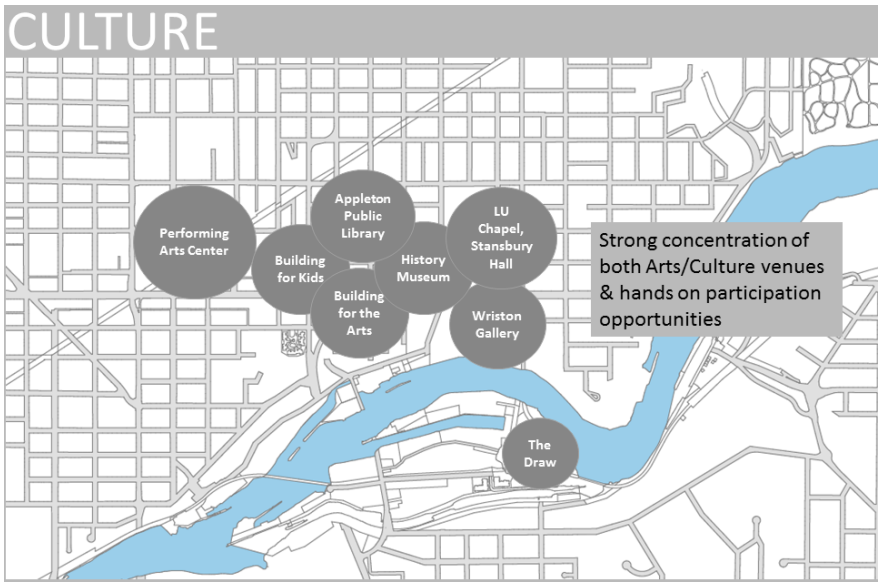


Figure 5 A variety of cultural destinations and activities help make downtown Appleton a sociable place year-round.

The City of Appleton also recently announced plans for the construction of a 65,000 sq. ft. Fox Cities Exhibition Center. The location, design, and projected attendance for the Fox Cities Exhibition Center are expected to play a strong role in helping further revitalize and enhance downtown Appleton.

The downtown hosts over 100 community events including a year-round farm market, the Heid Music Summer Concert Series, Art on the Town, parades on Memorial Day, Flag Day and a Christmas parade in November. Other events include the Mile of Music in August, an outdoor movie series during the summer months and a free trolley system that runs Thursday through Friday in June through September. Overall, these events draw over 500,000 visitors to the downtown area each year.

The downtown offers a broad mix of housing options including those above College Avenue storefronts, Lawrence Court, and along the river. However, the single family sector represents the bulk of existing housing inventory. By and large, the highest valued single family homes are found overlooking the Fox River, with primary concentrations found north of College Avenue along Green Bay Road, and along Prospect Avenue, west of Oneida Street.



Figure 6 Evening Yoga in City Park attracts hundreds of participants. Successfull downtowns provide opportunities for people to spend time with their friends and loved ones, with the chance to meet and interact with new acquaintances.

As it relates to the single family sector, the downtown core can be broadly segmented into four somewhat distinct areas. The first includes the area located east and north of Lawrence University and includes portions of both the Peabody Park and Lawrence-City Park registered neighborhoods. This area is characterized by an abundance of larger, older homes catering to middle to upper income earners. Almost all homes in this area have been well maintained and many have been recently remodeled or completely renovated.

The area located north of downtown, bounded roughly by N. State Street, Atlantic Street, Drew Street and Franklin Street, defined as the Historic Central neighborhood, offers generally smaller homes originally constructed for working class families. A good number of homes in this area are well maintained and/or recently renovated; however, there are also many homes that are in some level of disrepair. Just southwest of downtown is the Old Third Ward neighborhood. This area offers a mix of middle class homes, and larger, older homes, primarily overlooking the Fox River. Almost all homes in this neighborhood appear to be well maintained, with many having been recently remodeled or renovated. Within the remaining Downtown neighborhood area, most higher-density multifamily units are found aligning the Fox River, with a mix of newer construction, and adaptive re-use of older, historic buildings.

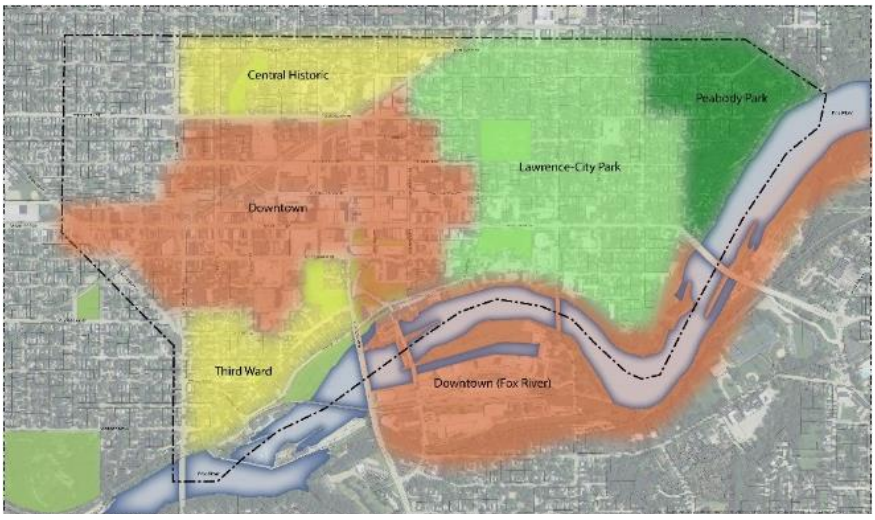


Figure 7 Downtown Registered Neighborhoods

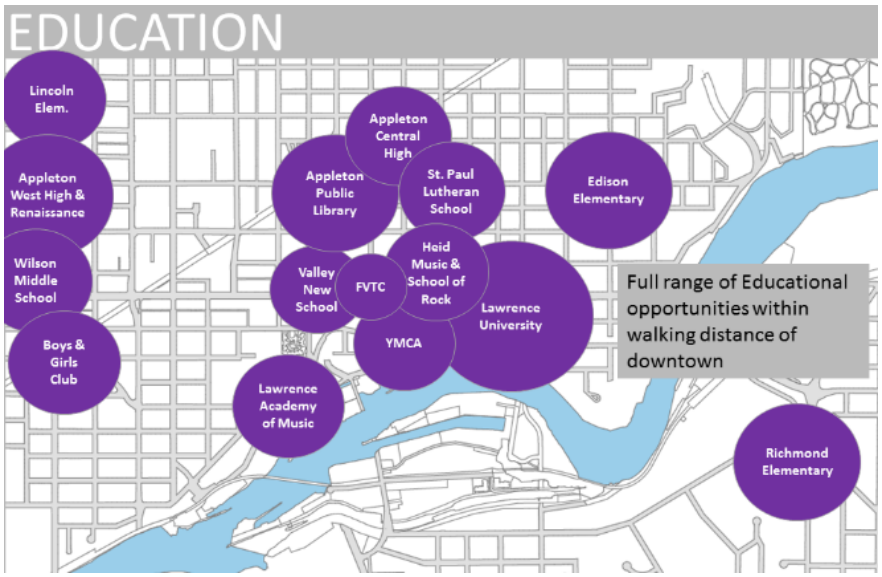


Figure 8 The downtown area includes many educational institutions, ranging from early learning centers to Lawrence University, with all types of schools and learning opportunities in between.

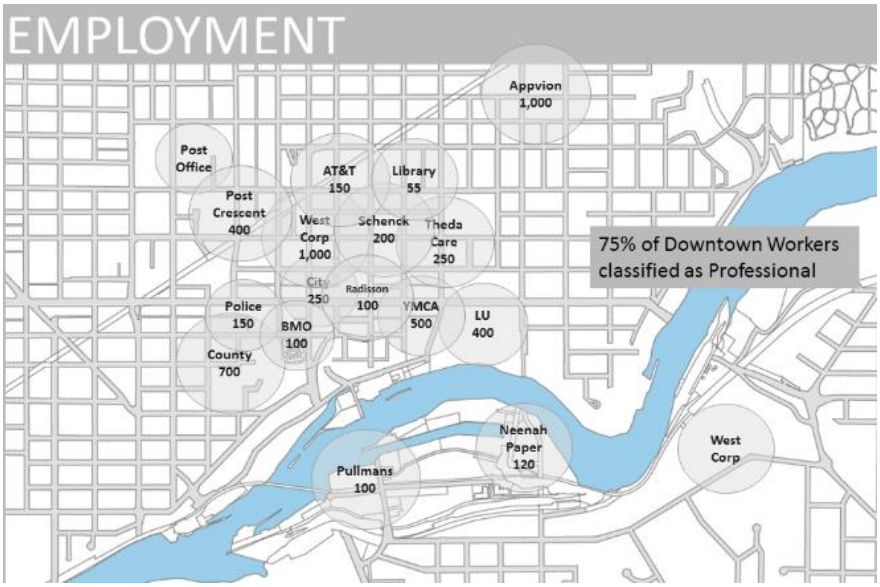


Figure 9 Over 75% of downtown employees are classified as professional, according to ESRI. Approximately 9,000 downtown employees in a 1.5 mile radius contribute to a vibrant district, while providing a strong base upon which to support additional downtown residential development.

The Region

Regional challenges today are much different from four years ago, just following the great recession. Today's challenges include finding the right employees to fill the open positions market-wide. Employers are creating jobs, work is plentiful but employees with the appropriate skill sets, experience and soft skills are in short supply. The Fox Cities Chamber reports in their 2016 Economic Outlook (surveying 202 participants), that 88% of employers consider their employment compared to the previous year to be ahead or the same, with approximately 8% behind last year and 4% responding "not applicable".

Businesses in the Fox Cities believe the economic vitality of the area is excellent or good. Only 42% of respondents believed the national economy to be strong, where 62% of respondents rated the local economic vitality as excellent or good. Some respondents expressed concern over uncertainty regarding the national election affecting their business. Many small businesses in the service and trade sectors are concerned over affects an increase in the minimum wage may have on their ability to hold prices and offer salary increases to other employees.

Although, nearly 70% of respondents report sales ahead of last year, some were concerned about maintaining that level of growth. Some local retailers are concerned over losing sales to internet shopping. When asked what their biggest challenge is doing business in the Fox Cities, businesses responded:

Table 2 Biggest Challenges Facing Local Businesses

Availability of necessary talent/workforce	54%
Cost of doing business	14%
Proximity to markets	14%
Other	10%
Proximity to suppliers	4%
Worker productivity	4%

For the Appleton-Oshkosh Combined Statistical Area (CSA), 2015 figures show a population of 400,692 persons among 161,565 households. For the City of Appleton, there are a total of 74,246 persons among 29,960 households, representing 18.5% of the overall CSA household count. Estimates provided by the U.S. Census bureau show that the Appleton-Oshkosh CSA will add an average of 985 households yearly between 2015 and 2020.

The median annual income for an Appleton-Oshkosh CSA household stood at $56,568 in 2015, a figure that is 2.8% higher than the median noted for the City of Appleton ($54,976). Correspondingly, 36.8% of all CSA households earn in excess of $75,000 yearly, compared to 35.7% in Appleton proper.

As noted in the City's 2015 Economic Development Strategic Plan, incomes are generally higher in the suburban and less dense areas of Appleton, although there are a few pockets of above-average income in the center of the City as well.

Table 3 Regional Demographics

	Appleton-Oshkosh CSA	Appleton City	City as % of CSA
Population	400,692	74,246	18.5%
Households	161,565	29,960	18.5%
Median Annual Income	56,568	54,976	97.2%
HH Earnings in Excess of $75,000/yr	36.80%	35.70%	- - - -

Source: U.S. Census Bureau and ESRI

For both the Appleton-Oshkosh CSA and the City of Appleton, the employed population by industry is quite similar with both areas supporting high concentrations of workers in the Services sector, and to a lesser degree, the Manufacturing sector.

After feeling the effects of the 2008-2009 recession during which 6,700 jobs were lost, employment gains have materialized in the Appleton-Oshkosh CSA, with 12,100 jobs having been added over the past four years. Of that total, 4,900 (40.5%) of those job additions occurred in 2015 alone. The unemployment rate for the CSA has dropped significantly to a current (2015) level of 3.7%, indicating a very healthy employment environment.

In terms of housing tenure, the CSA is currently undergoing a significant shift. Specifically, we are witnessing a trend that shows the bulk of recent construction increases are found among multifamily (both for-sale and for-rent) units. Over the past seven years, single family authorizations have remained largely consistent, while multifamily permits have increased consistently from 234 units in 2009 to 842 units in 2015.

Comparable Communities Related to Downtown

Comparing Appleton's downtown with like communities' downtowns is an interesting and insightful exercise because it lends a perspective gained when the focus isn't so tight on the immediate market, but how Appleton stacks up against peers elsewhere in Wisconsin.

Eau Claire is a very comparable community when comparing features. Both communities are college towns, both are located on a river and have downtowns which access the river, both have regional shopping malls and big box centers not in the downtown, both are located on major highways/Interstates and they compare demographically.

Oshkosh also ranks in the mix when reviewing population, college town, and natural water feature in the community, on a major interstate and comparative demographically.

Green Bay is similar in that it too has a college, a large body of water, interstates, and a major commerce center for the larger area surrounding it.

When examining comparable communities, Appleton has the highest population, number of households, median disposable income and per capita income within a 10-minute drive time from the respective downtowns.

The data tool used to analyze retail leakage/surplus is Esri. Leakage/surplus measures the balance between the volume of supply (retail sales) generated by retail industry and the demand

(spending by households [i.e., retail potential] within the same industry. Leakage in an area represents a condition where a market's supply is less than the demand. That is, retailers outside the market area are fulfilling the demand for the retail products; therefore, demand is leaking out of the trade area. Surplus in an area represents a condition where supply exceeds the area's demand. Retailers are attracting shoppers that reside outside the trade area so the surplus is in the market supply.

Appleton has the highest demand and supply of sales across retail and food and drink categories, indicating a robust market. Interestingly, Green Bay shows a significantly higher surplus of retail sales from outside the market, which can be explained by what we will call the "Green Bay Packer Effect". Aside from that, Appleton shows the most strength in drawing sales in from outside the community and show significant strength from a competitive market standpoint.

Table 4 Regional Downtown Comparison

Eau Claire, Oshkosh, Green Bay and Appleton Downtown Comparison Within a 10 minute drive time from the center of Downtown	Eau Claire	Appleton	Oshkosh	Green Bay
Population	62,551	91,134	61,209	79,330
Households	25,754	38,252	25,067	34,207
Median Disposable Income	$ 34,104	$ 40,222	$ 35,566	$ 29,878
Per Capita Income	$ 23,115	$ 26,902	$ 22,829	$ 19,844
Industry Summary				
Total Retail Trade and Food & Drink				
Demand	$ 771,859,304	$ 1,328,810,723	$ 743,767,621	$ 864,369,281
Supply	$ 1,011,343,305	$ 1,794,569,002	$ 940,711,096	$ 1,431,330,566
Retail Gap	$ (239,484,001)	$ (465,758,279)	$ (196,943,475)	$ (566,961,285)
Leakage/Surplus Factor	-13.4	-14.9	-11.7	-24.7
Number of businesses	612	902	508	832
Ratio of residents to businesses	102	101	120	95
Total Retail Trade				
Demand	$ 669,064,852	$ 1,204,546,844	$ 674,972,847	$ 784,109,013
Supply	$ 915,663,039	$ 1,633,625,817	$ 847,822,304	$ 1,272,088,841
Retail Gap	$ (216,581,870)	$ (429,078,973)	$ (172,849,457)	$ (487,979,828)
Leakage/Surplus Factor	-13.4	-15.1	-11.4	-23.7
Number of businesses	425	612	325	555
Ratio of residents to businesses	147	148	188	143
Total Food & Drink				
Demand	$ 72,794,453	$ 124,263,879	$ 68,794,774	$ 80,260,268
Supply	$ 95,680,266	$ 160,943,185	$ 92,888,792	$ 159,241,725
Retail Gap	$ (22,885,813)	$ (36,679,306)	$ (24,094,018)	$ (78,981,457)
Leakage/Surplus Factor	-13.6	-12.9	-14.9	-33
Number of businesses	187	289	183	277
Ratio of residents to businesses	481	315	334	286

Source: Information taken from ESRI Retail Marketplace Profile

Trends Impacting the Downtown

Several trends in retailing, housing, how people experience downtown and even how office space is used will impact downtown Appleton.

Economic Development and Quality of Life

Shifting consumer preferences for downtown living, working and playing are attracting new residents and office workers to downtowns across the country. To capitalize on this trend cities must provide quality of life amenities that support residential development and foster a lively, dynamic environment which is attractive to office workers and visitors. Restaurants, diverse arts and cultural programming, recreational and educational opportunities are all seen as important ingredients for today's successful downtowns. Providing these assets is critically important for attracting and retaining two large demographic groups: millennials and older adults.

Walkability

Residents are increasingly making walkability a key decision making factor when it comes time to choose a place to live[2]. A study by the Urban Land Institute shows that 52% of Americans would like to live in a place where they do not need to use a car very often. Less reliance on cars appeals especially to millennials, almost two-thirds of whom (63%) would prefer to live in a car optional environment.[3]

Walkability measures, such as walkscore.com, are commonplace and a growing body of research suggests that walkability correlates highly with property values. Despite the trend, many cities struggle to provide walkable communities, especially in newer developments built after the Second World War. Parking and use separation requirements are among the many hurdles cities face in creating walkable environments.

Retail

With the increase in e-commerce, retailers are feeling the effects. Bricks and mortar retailers who have been successful adopting an on-line strategy to supplement in-store sales are able to sustain some of the more drastic negative effects of competition from internet competitors.

However, shoppers want the experience at their fingertips, and they want it to be seamless, so mobile shopping is becoming a major channel requiring the attention of retailers. Shopping is social; i.e., more people are talking about products and services on social media now and can share a positive experience product review as quickly as a negative one. Merchants must learn to manage this and can take a proactive role in shaping their image, promoting their products, and meeting their customers' needs in an instant. Consumer opinions found on a company web site influence customers' purchase decisions more than any other recommendation, including family and friends. Millennials are driving this wave of changes.

Retailers who can blend the four primary channels of the multi-channel realm into one seamless experience are coming out ahead. Many consumers are beginning to adopt the tactic of "showrooming" where they enter the physical store to try a product out but leave the store and buy it online. Retailers must not only provide all the multi-channel experiences: robust physical presence, e-commerce site, social channels and mobile apps, but they must blend them into one seamless shopping experience for their customers. Leveraging the massive amounts of data

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[2] http://www.huffingtonpost.com/f-kaid-benfield/we-want-more-walkable-nei_b_8678134.html

[3] American in 2015, A Urban Land Institute Survey of Views on Housing, Transportation, and Community

consumers are leaving through their use of social media and mobile apps will help retailers market in very targeted and granular ways.

Consumers

Consumers are spending less today than at 2006 levels. Per capita spending adjusted for inflation is down roughly 5% from where it was a decade ago. People are also shopping less often and visiting fewer stores per shopping trip. Data suggests shopping has become more deliberate, or purpose driven due to the number of trips to a store and the duration of time spent in the store.

Consumers are spending less on apparel and more on home improvements. Casual offices, older workers leaving the workforce, and cash-strapped Millennials are the reasons behind the decline in apparel purchases. Home improvement and home furnishing spending is up post-recession, as people catch up from delayed projects and tend to modest redecorating. Shoppers are relying on their mobile devices more and more for research, product referrals/reviews and buying.

Residential Growth

Metropolitan areas are gaining residents, and although a significant increase went to communities with populations between 50,000 and 250,000 before 2010, now an even larger share of population increase is happening in communities larger than 250,000. Cities have figured out how to attract residents to the core of the community as residents are now preferring to live downtown in ever increasing numbers. Between 2000 and 2010, suburban areas were growing more rapidly in selected (studied) major metropolitan areas, but from 2010 to 2014, core cities grew more rapidly that the outlying regions, indicating downtown residential growth seems to be accelerating.

Public sector leadership influences where and how development happens in cities where progressive leadership realizes the need to take action first. In cities such as Oklahoma City, Chattanooga, Tennessee, Bay City, Michigan, and in Wisconsin: Wausau and Eau Claire to name a few, the public sector has aggressively set the stage for redevelopment. Private sector developments then take over and uphold the statistic that the private sector is responsible for roughly 90% of the built space in US cities. (Source: Top 10 Trends Impacting Downtown Revitalization, John Karras, “Ideas for Vibrant Cities” Blog, March 30, 2016).



Figure 10 Urban rowhouses, Minneapolis, Minnesota

Downtown Demographics

According to ESRI data, the downtown study area supports an estimated 2015 population of 8,948 persons, up only slightly from the 2010 population of 8,860. By 2020, the population is forecast to increase modestly to 9,097 persons. Further, the downtown core is a 1.15 mile radius and currently includes 3,433 households, representing a slight increase from the 2010 tally of 3,348. Over the next five years, it is expected that the household total will increase to 3,520 units. With a projected increase in households of 172 for the downtown area over the next five years, and with another data source projecting an increase in residents of 149, data supports there will be a demand for multi-family or condominium housing options over the next five years.

Table 5 Study Area Demographics (Source: ESRI Community Profile)

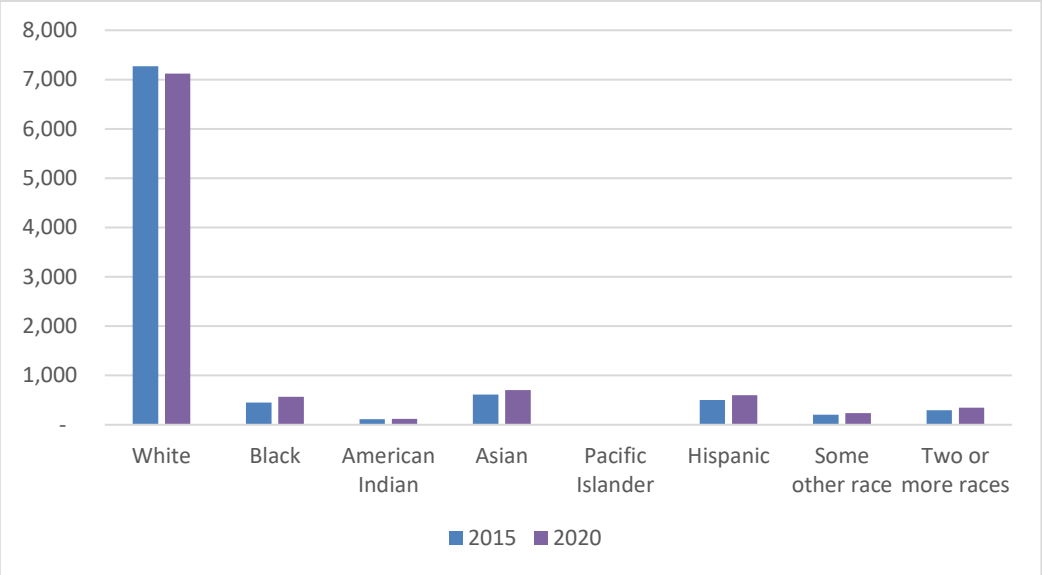
Demographics	2015 (study area)	2020
Residents	8948	9097
Median HH income	$ 36,189	$ 41,307
Owner occupied housing	1,536	1,580
Renter occupied	1,897	1,940
Median home value	$ 120,667	$ 140,185
Average home value	$ 134,951	$ 183,191

In 2015, the downtown core supported a median annual household income of $36,189, a median home value of $120,667, a median monthly rent of $454, and a median age of 29.3 years, with all four of these indicators registering well below those for the overall City of Appleton and the Appleton-Oshkosh MSA.

However, given the generally older housing stock and typical demographics associated with downtown areas, the above is not surprising, and should not impact the downtown area's ability to draw higher income residents to the area provided properly conceived and marketed new residential product is developed.

The downtown has a fairly diverse population, compared to the rest of the City of Appleton. The downtown population is comprised of 81.2% whites and 18.8% non-whites, where the City as a whole has an 85.5% white and 14.2% non-white population. By 2020, the non-white population in downtown is expected to grow to 21.7%, whereas in the City as a whole, it's projected to be 16.4% non-white.

Categories expected to increase in percentage of population include Black, Asian, Hispanic and "some other race". Interestingly in both the City and specifically the downtown, the percentage of Caucasian is expected to decrease.



Source: ESRI

Figure 11 Racial Mix in Downtown Appleton - 2015-2020

When examining the age data for Downtown Appleton, of note is the decline of the composition of each age category except ages 60 and over, which are forecast to increase from 9.5% of the population to 11.5% of the population between 2015 and 2020. The younger age categories are not being replenished at the rate that the population is aging out. This is a situation many employers nationwide are facing and will challenge businesses on ways to be more creative with fewer employees. Anecdotally, a large number of the individuals who have expressed an interest in living downtown in the future are age 60 and over.

	2015	%	2020	%
0-9	501	8.2%	502	8.0%
10 to 19	1,041	17.1%	1,046	16.7%
20-29	1,710	28.0%	1,736	27.7%
30-39	692	11.3%	688	11.0%
40-49	614	10.1%	608	9.7%
50-59	718	11.8%	688	11.0%
60-69	246	4.0%	275	4.4%
65+	581	9.5%	717	11.5%

Source: ESRI Community Profile

Figure 12 Age Data for Downtown Appleton

Market Analysis

Introduction

The following sections provide a summary of the market analysis with an estimate of projections for retail, office, residential and hospitality market segments (See Appendices for full report).

This market analysis was also informed by many sources of secondary data, and developed for downtown Appleton referencing the robust information compiled for and contained within the 2015 Appleton Economic Development Strategic Plan. Market analysis conducted for the entire City of Appleton in the Economic Development Strategic Plan mirrors what was found studying the downtown in isolation. Strengths identified in the Economic Development Strategic Plan include:

- Downtown
- Workforce/Work Ethic/People
- Quality of Life
- Higher Education

All of the identified strengths of Appleton are strengths that can be leveraged for the benefit of downtown. Weaknesses identified in the Economic Development Strategic Plan and are relevant to this market analysis for the Downtown chapter of the Comprehensive Plan include:

- Difficulty in employers finding and retaining talent
- Land costs in downtown
- Availability of Class A office space
- Lack of funding to support economic development
- Lack of awareness on the part of elected officials as to the effects of various facets of economic development on a community

There are opportunities identified in the Economic Development Strategic Plan which have bearing and are also identified in this downtown market analysis, including:

- Riverfront development
- Strengthening the connection with Lawrence University
- Improve and diversify downtown Appleton's housing choices

All of the target categories identified in the "Office" segment of the Economic Development Strategic Plan would be welcome and relevant in downtown Appleton. Retail categories identified in the Economic Development Strategic Plan were those seen as having some revenue opportunity on the Retail Marketplace Profile from ESRI. This downtown market analysis utilized the same data but isolated it for the downtown study area. Results of that analysis are included in the Appendix, and were used as a basis for some of the recommendations herein. While some categories may appear to be opportunities for new businesses, a deeper dive must be done on the local circumstances surrounding the data. This work was done in the downtown market analysis.

Goals noted within the Economic Development Strategic Plan are incorporated within this Downtown Chapter's recommendations as appropriate. Furthermore, since the 2015 adoption of the Economic Development Strategic Plan the City has significantly increased funding for the Appleton Redevelopment Authority (ARA) to invest in priority redevelopment projects as well as memorializing the relationship between the ARA and City in a Cooperation Agreement.

Retail

Recruiting retail to an area is often difficult, especially with national chain retailers who have their own formula for location selection and largely prefer to be near the highest traffic areas, other big box retailers and regional shopping malls. When retailers make their location decisions, they are based on traffic counts, hub areas, and traffic generators, such as high employment areas. Downtown has a solid employment base and a significant amount of residential population within a five and ten-minute drive time. However, national chain retailers are going to prefer the Fox River Mall area due to the density of other retailers, the proximity to the interstate (and high traffic counts), and the plentiful opportunities for surface parking.

Looking for opportunities to cluster local retailers downtown is a solid strategy for growth, and for filling in sporadic vacancies. The space has to make sense for the tenant, and the tenant has to make sense for the space.

Comparing the five- and ten-minute drive time Retail Marketplace Profile reports generated in ESRI, it appears there is quite a demand for more retail in a variety of categories within the five-minute drive time. However, within a ten-minute drive time that demand and supply almost reverses itself. All of the needs (demand) are met within a ten-minute drive time. It's typical in these reports to see the Grocery category with leakage. The leakage within a five-minute drive time of downtown Appleton is over $33 million, but the surplus of sales within a ten-minute drive time is $36.5 million.

With more density of residential in the immediate downtown area, the chances are greater a boutique grocery or smaller regional grocer will locate in the core of the downtown.

Other opportunities to cluster retail or specialty retail on College Avenue should be pursued. Each vacant space should have its own mini plan for its future. Some spaces will be better suited for an organic grocer than others. Some may be better suited for yarn and knitting classes than an organic grocer, for example. The stores, office space and residential density surrounding the vacant space are key determinants of the success of the retailer which eventually resides within.

Downtown's proximity to large retail centers, particularly along the I-41 corridor which provide a wide variety of national chain retailers, results in a fairly balance (gapless) mix of businesses with a ten-minute drive time. From a market drive perspective, the traffic counts generated along the Interstate vs. traffic counts in downtown, drive the bulk of the retail to the Fox River Mall area. What exists and will continue to be successful in downtown in the retail category needs to be unique, niche, or specialized, and most likely locally owned and operated.

In the Retail Marketplace Profile included on the following page, a majority of categories show a surplus in sales, where the amount of dollars of goods sold by category exceeds the demand, which is the amount of sales generated by the residents within the designated area. In other words, retail sales are coming from outside the area to the stores in the categories listed in the table. Very few categories show leakage, or dollars leaving the 10-minute radius where the demand cannot be met from within the area.

The gasoline station category indicates that within this area, there are not enough gas stations to meet the demand of the residents. Although this is not a much sought-after category in a downtown, the City may wish to consider a suitable location for a gas station should one desire to locate within this radius.

It should also be noted that grocery is not a category that shows leakage within a 10-minute radius. This is because there are sufficient grocery stores within 10 minutes of downtown, including several options for purchasing groceries within the study area including the Green Gecko, Jacobs Meat Market, and Kwik Trip.

However, convenience matters when talking with residents of downtown, as well as employees seeking fresh options for lunch. As part of this analysis, market research was conducted on the population density and household income surrounding Trader Joes in other markets. Here's what was discovered:

Table 6 Trader Joe's Market Comparison

Trader Joes - Wisconsin			
	Population within 10-minute drive time	Number of Households	Average Household Income
1810 Monroe St., Madison	97,669	39,915	$ 58,666
5600 N. Port Washington, Milwaukee	154,795	59,915	$ 56,958
12665 W. Bluemound Road, Brookfield	148,624	66,017	$ 69,179
Appleton (10 min. downtown)	91,134	38,252	$ 63,920

The Project Team has a level of knowledge based on existing relationships that stated the Monroe Street store in Madison is not a strongly performing store, so the requirements for a market to entice Trader Joes would exceed that which Appleton could supply.

Table 7 Retail Marketplace Profile – 10 Minute Radius from 225 N. Oneida Street, Appleton, WI

Summary Demographics					
	2015 Population				91,134
	2015 Households				38,252
	2015 Median Disposable Income				$40,222
	2015 Per Capita Income				$26,902
Industry Summary		**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Number of Businesses**
	Total Retail Food & Drink	$1,328,810,723	$1,794,569,002	$(465,758,279)	902
	Total Retail Trade	$1,204,546,844	$1,633,625,817	$(429,078,973)	612
	Total Food & Drink	$124,263,879	$160,943,185	$(36,679,306)	289
Industry Group		**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Number of Businesses**
	Motor Vehicle Parts/Dealers	$279,935,362	$316,270,362	$(36,335,000)	77
	Furniture/Home Furnishings	$34,086,837	$62,584,345	$(28,497,508)	44
	Electronics/Appliance Stores	$69,559,855	$80,923,782	$(11,363,927)	41
	Bldg Materials/Garden/Supply	$57,241,249	$113,595,099	$(56,353,850)	48
	Food /Beverage Stores	$203,296,483	$261,932,406	$(58,635,923)	42
	Health/Personal Care Stores	$86,694,469	$84,774,233	$1,920,236	49
	Gasoline Stations	$95,369,884	$65,215,475	$30,154,409	33
Industry Group		**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Number of Businesses**
	Clothing / Accessories	$52,004,738	$71,310,189	$(19,305,451)	63
	Sporting Goods/Hobby/Books/Music	$30,925,714	$60,262,599	$(29,336,885)	60
	General Merchandise Stores	$224,620,285	$358,936,709	$(134,316,424)	29
	Miscellaneous Store Retailers	$44,031,212	$124,402,186	$(80,370,974)	111
	Food Service/Drinking Places	$124,263,879	$160,943,185	$(36,679,306)	289

Retail Recommendations

In a market such as Appleton, knowing there is a strong retail presence at the I-41 corridor, the downtown is best to position itself as a local, niche, specialty, downtown where visitors can engage in a variety of unique experiences. The downtown also has the entertainment (food and beverage) and cultural experience which provide many reasons for people to come downtown. The vacant retail space should be approached from a targeted perspective, with a strategy for each space in relation to its surroundings and the customer base from which it will draw. **Retail recommendations include:**

1. Identify target retail stores from surrounding areas and create an opportunity for them to "try on" a commercial space for a period of three months by negotiating with the landlord to facilitate this possibility, assuming it was cost-effective for both parties.
2. Visit with retailers in space surrounding the vacant space asking those retailers for ideas for complementary or natural fit-type neighbors.
3. Target the following specialty categories including below. (Although they may not be retail uses, they may occupy retail space):
    a. Art related businesses: music, painting, sculpture, ceramics, dance, photography, and others where customers can get involved in the process of creating, art-related incubator (stained glass, printmaking, candles, sculpture, etc.)
    b. Crafts and craft supplies (quilting store, knitting/yarn store).
    c. Organic grocery, small scale specialty food.
    d. Discount store such as Five Below: millennials are shopping at dollar stores more than ever before, especially millennials who earn more than $30,000 per year.
    e. Other specialty retail including women's boutique clothing stores to create more clustering.
4. We are not recommending development of any additional retail space, until such a time as there is an opportunity for mixed use development with either office or other residential. At that time, the developer will have to scan the market and determine the demand for additional retail and/or service space.
5. Although the market may not be strong enough to support a typical Trader Joes grocery store, data suggests a specialty store, such as a meat market with expanded grocery options would also do well in downtown Appleton, especially if it could effectively meet the needs of downtown workers by providing convenient prepared carry out items.

Office

Downtown Appleton should be the most highly attractive place to build a new office building in the Appleton Metro Area and local corporate headquarters should continue to be a primary recruitment target. Using Appleton Redevelopment Authority to land bank properties as they become available will help to assemble the needed sites to react quickly to development opportunities.

Understanding the TIF dynamics with the distressed circumstances under which TID #3 is operating presently, other ways to support development which either are currently being considered or could be in the future include:

- Including a contribution from CDBG for blight elimination or acquisition as an incentive for redevelopment;
- Land swaps with property owners who have land in other areas where TIF may be utilized as an incentive for acquisition;

- Creative public private partnerships with contributions from community-minded private sector stakeholders;
- Partnership with ARA for investments;
- Investments/grants from Federal, State, and local programs.

Increasing the density of daytime workers downtown will work to support the residential component (and vice versa) as well as support retail and service aspects of the downtown. Corporate headquarters are great for infusing many full time employees into downtown, but small existing and currently vacant office spaces should be targeted for specialty medical, commercial arts and other concepts taking up smaller spaces.

Currently home to a large back-office/call center operation, it is not recommended to pursue more of this type of office user. Any growing business in the industrial or business parks in the region would be targets for expansion office space downtown.

As indicated in the table below, a majority of the employees working downtown are in professional categories. **The Finance & Insurance; Professional, Scientific and Technical Services; Health Care; and Public Administration categories employ over 70 percent of the employees** who are associated with downtown.

Office Recommendations

The following recommendations are offered to support the current and future office market in Downtown Appleton:

1. City and ADI staff should continue to maintain regular ongoing communication (semi-annually or annually) with downtown office space users as a retention effort, and to determine future needs for additional office space.
2. In any other retention visits with corporate tenants elsewhere in the City, continue to be cognizant of the opportunity to ask if an office expansion is pending, and if they would be interested in locating downtown.
3. Pursue additional new users in the following categories:
    a. **Small medical device or medical service labs/clinics**: attracting a high-tech work force who appreciates the downtown setting such as dental labs, prosthetic labs, eye care/vision centers, to support the health care cluster existing in the Fox Valley and foster entrepreneurship. This could take place in smaller office nodes, or the main floor of a proposed mixed use development with residential above.
    b. **Training related specialty schools**: cosmetology school, cooking school, beer/wine/spirits school, dance schools, foreign language services, financial training centers, other medical related schools or branch campuses for extended learning programs.
    c. **Commercial Arts related businesses**: recording studios, photography studios (commercial and consumer), graphic artists, design studios, architects, video production, advertising agencies, high tech gaming/app production.
    d. **Innovative technology-based businesses.**

Table 8 Downtown Appleton Employment by Businesses Category and Employees (Source: ESRI Business Summary)

	Businesses	Percent	Employees	Percent
Construction	24	3.1%	88	0.5%
Manufacturing	17	2.2%	156	0.9%
Wholesale Trade	13	1.7%	47	0.3%
Retail Trade	91	11.9%	579	3.2%
Transportation & Warehousing	7	0.9%	199	1.1%
	14	1.8%	419	2.3%
Finance & Insurance	91	11.9%	7,328	40.7%
Real Estate, Leasing	27	3.5%	196	1.1%
Professional, Scientific & Tech Services	85	11.1%	1,021	5.7%
Administrative & Support & Waste Mgt & Remediation	24	3.1%	241	1.3%
Educational Services	22	2.9%	662	3.7%
Health Care and Social Assistance	54	7.1%	2,421	13.4%
Arts, Entertainment, Recreation	28	3.7%	239	1.3%
Accommodation & Food Services	81	10.6%	1,571	8.7%
Other Services	74	9.7%	748	4.2%
Public Administration	94	12.3%	2,047	11.4%
Totals	**746**	**97.5%**	**17,962**	**99.8%**

Hospitality

Hospitality as defined in this report for the City of Appleton includes hotel, banquet, restaurant, bar, and other food or beverage related businesses. There is a strong presence of food and beverage related businesses now in the downtown, creating a cluster or district, for entertainment/food/beverage. The rest of the City has less of a concentration in food and beverage with entertainment than Downtown. This is a draw for a variety of visitors and customers and should be fostered and encouraged.

Downtown Appleton offers a significant variety of restaurants, night life, meeting venues, activities and hotel rooms to visitors and serves multiple market segments. There are few if any deficiencies. Appleton is known for the abundant choices visitors and locals hAvenue Downtown is walkable.

There is ample parking to support the hotels and venues. The city is upgrading its parking payment systems which will eliminate congestion when entering the parking lots.

It appears that there is outstanding cooperation between the City of Appleton, nine additional municipalities, Convention and Visitor's Bureau, Fox Cities hoteliers and many other stakeholders which voted or supported to increase the hotel room tax to support and pay for the construction of the Fox Cities Exhibition Center in Downtown Appleton, as well as develop additional youth and amateur sports tourism facilities.

Organizations and businesses in this sector are very much looking forward to the development of the Fox Cities Exhibition Center and a potential Indoor Sports Complex. These are the key "heart of the community" projects that will make the Fox Cities competitive and generate additional revenues for downtown Appleton and the greater Fox Cities businesses. The Fox Cities Exhibition Center will attract new and returning business to downtown Appleton and the entire Fox Cities, which will generate room nights for the greater Fox Cities hotels.

The past year, 2015, was the best year for Fox Cities Hotels and tourism. Hotel room Tax increased 10% and occupancy increased 4.8% over 2014 which was also a strong year. Visitor spending increased 5.65% and generated $558M in total business sales, sustaining approx. 6,000 jobs in the tourism industry and $93.6M in income. The Fox Cities has more than 2,800+ guestrooms, of that 463 hotel guest rooms in 2 hotels and 3 B&B's are located in Downtown Appleton.

Through the CVB, successful Sports Marketing has added group rooms to the market during the past 3 years. Over 160 events were held in 2015. Notable events include US Youth Region II Soccer championships (9491 room nights) and NCAA Division III Baseball Championships, Soccer tournaments and the State Legion Baseball Championships.

Table 9 Competitive Market Data on Density of Food and Drink

	Eau Claire	Appleton	Oshkosh	Green Bay
Population	62,551	91,134	61209	79330
Households	25,754	38,252	25,067	34,207
Median Disposable Income	$ 34,104	$ 40,222	$ 35,566	$ 29,878
Per Capita Income	$ 23,115	$ 26,902	$ 22,829	$ 19,844
Total Food & Drink				
Retail Gap	$ (22,885,813)	$ (36,679,306)	$ (24,094,018)	$ (78,981,457)
Number of businesses	187	289	183	277
Ratio of residents to businesses	481	315	334	286

Source: ESRI Retail Marketplace Profile Reports

The above table demonstrates the strength of the entertainment (food and drink) segment for downtown Appleton compared to communities of similar size and composition across Wisconsin. The "retail gap" highlighted in red above shows the amount of surplus sales dollars coming into the business within a five-minute radius of the respective downtowns. Green Bay experiences the "Green Bay Packer" affect and thus has an exaggerated surplus in sales in this category. Examining the number of businesses in this category within five minutes of downtown for each city, Appleton has a higher density of eating and drinking establishments by over 1.5 times that of Eau Claire and Oshkosh. This makes Appleton rich in food and drinking establishments compared to the cities across the state which are most like Appleton. A strong hospitality segment exists in downtown Appleton.

Hospitality Recommendations

1. Continue open and frequent communications between and among all stakeholders related to the Fox Cities Exhibition Center, CVB and associated hotels.
2. Since public gathering space and private meeting space fall into the hospitality category, keep public gathering space needs in mind when new development proposals come to fruition such as the Appleton Public Library.
3. Continue to support a communications feedback loop between the hotels, CVB and City on issues related to parking, conference attendee feedback and ideas to make the downtown experience as robust as possible for conference attendees. The Appleton Redevelopment Authority Exhibition Center Advisory Committee's purpose is to represent, inform, engage and make recommendations on behalf of the stakeholders in the greater Fox Valley about the Exhibition Center Project as well as operations and management of the Exhibition Center. The Committee shall strictly serve in an advisory capacity to the Appleton Redevelopment Authority.
4. Set up cross promotional brainstorming meetings with ADI members and Fox Cities Exhibition Center staff in an effort to facilitate getting meeting and conference attendees to venture out of the Fox Cities Exhibition Center to experience all of Downtown Appleton.
5. Work with businesses, ADI, CARE, and the BID to expand upon the current partnership and develop a more comprehensive maintenance/cleaning strategy in order to enhance the image of downtown.
6. Support development of additional family friendly restaurants in the downtown.

Residential

In order to evaluate the potential future demand for residential units in downtown Appleton, Wisconsin, the geographic area from which the majority of all buyers/renters will emanate was determined. As the City of Appleton's municipal boundaries extend into Outagamie, Winnebago and Calumet Counties, it was determined that the primary market area includes both the Appleton MSA (Outagamie and Calumet Counties) and the Oshkosh-Neenah MSA (Winnebago County), and is hereinafter defined as the Appleton-Oshkosh Combined Statistical Area or CSA. This geographic area shares commonalities relative to household composition, population demographics and dependencies upon similar sources of employment. By population the Appleton-Oshkosh CSA is the third largest such area in Wisconsin, trailing only Milwaukee and Madison.

This section of the analysis concludes with estimates of housing demand for the downtown core based upon data provided in the pages which follow.

Employment and Building Permit Trends

Traditionally, residential construction activity, as measured through building permits, was almost exclusively dependent upon corresponding employment trends. While moderating to some degree over the past decade, employment growth is still the primary driver of the need for new housing.

After losing a total of 6,700 jobs during recession impacted 2008 and 2009, the Appleton-Oshkosh CSA has recovered nicely, having added 12,100 jobs over the past four years. Most recent figures available show that between December of 2014 and December of 2015, the CSA added an impressive 4,900 jobs. It should also be noted that since 2009, the Appleton-Oshkosh CSA has witnessed its unemployment rate decline from 7.9% to a current level of only 3.7%.

In 2015, a total of 1,454 residential units were permitted in the Appleton-Oshkosh CSA. This reflects the highest permit total recorded since 2006 when 1,781 units were authorized. Further, since 2009, the CSA has seen annual permit issuances increase yearly. Focusing specifically upon multifamily authorizations (both rental apartment and for-sale alternatives) shows that permits were issued for 842 units in 2015 reflecting an increase of 26.6% from 2014's total of 665. More importantly, 2015's total reflects the highest level of multifamily construction recorded over the past ten years.

With regard to single family alternatives, we note a total of 612 units authorized in 2015, a decline of 21.1% from the 2014 total of 776. More importantly, the 2015 figure represents a drop of 44.2% from the average of 1,097 recorded during the 2006-2008 period.

As it relates to housing tenure, the Appleton-Oshkosh CSA is currently in the midst of a significant transformation. Specifically, during the 2006 to 2010 timeframe, single family authorizations accounted for 73.3% of area-wide permit totals. However, since 2011, the single family sector has seen its share of permits decline to an average of 53.3%, with a 42.1% representation rate in 2015. Conversely, multifamily permits have seen a comparable increase, with such authorizations accounting for an average of 46.7% of CSA totals over the 2011-2015 period. The table below provides detail regarding building permit activity for the Appleton-Oshkosh CSA over the 2006-2015 timeframe.

Table 10 Appleton-Oshkosh, Wisconsin CSA Annual Building Permit Statistics 2006-2015

Year	Total	Multi-Family	Single Family	Multi-Family Percent	Single Family Percent
2015	1,454	842	612	57.9%	42.1%
2014	1,441	665	776	46.1%	53.9%
2013	1,216	395	821	32.5%	67.5%
2012	1,106	500	606	45.2%	54.8%
2011	1,033	535	498	51.8%	48.2%
2010	946	276	670	29.2%	70.8%
2009	918	234	684	25.5%	74.5%
2008	1,332	430	902	32.3%	67.7%
2007	1,359	245	1,114	18.0%	82.0%
2006	1,781	505	1,276	28.4%	71.6%
Total	**12,586**	**4,627**	**7,959**		
Average	**1,259**	**463**	**796**	**36.8%**	**63.2%**

Source: U.S. Census Bureau, C40 Reports

Focusing upon the City of Appleton, a total of 308 housing units were authorized in 2015 reflecting the highest level of construction activity recorded over the past ten years. By housing sector, only 18.8% or 58 units were found in the single family sector with 250 units representing 81.2% of citywide totals found among multifamily alternatives.

As was the case for the Appleton-Oshkosh CSA, the City of Appleton has seen residential construction trends favoring multifamily versus single family options, only to a more pronounced degree. Specifically, as detailed below, since 2011, the multifamily sector has accounted for an average of 75.4% of all activity, versus and average of only 24.6% for the single family sector.

Between 2006 and 2010, the multifamily and single family averages were virtually reversed with 24.4% and 75.6%, respectively.

Although usually not eventuated to this degree, it is not unusual for a mature city like Appleton to undergo this transition as larger tracts of developable land and associated higher land costs favor construction of higher density product.

Also associated with the shift to multifamily options is the City of Appleton's share of region-wide construction activity. Again, as provided below, over the 2006-2011 time frame the City of Appleton accounted for an average of only 8.6% of Appleton-Oshkosh CSA totals, increasing to an average of 18.8% over the past five years.

Table 11 City of Appleton, Wisconsin Annual Building Permit Statistics 2006-2015

Year	Total	Multi-Family	Single Family	Percent of CSA	Multi-Family Percent	Single Family Percent
2015	308	250	58	21.18%	81.2%	18.8%
2014	198	140	58	13.74%	70.7%	29.3%
2013	206	129	77	16.94%	62.6%	37.4%
2012	281	236	45	25.41%	84.0%	16.0%
2011	171	134	37	16.55%	78.4%	21.6%
2010	78	14	64	8.25%	17.9%	82.1%
2009	82	8	74	8.93%	9.8%	90.2%
2008	136	82	54	10.21%	60.3%	39.7%
2007	91	6	85	6.70%	6.6%	93.4%
2006	159	44	115	8.93%	27.7%	72.3%

Source: U.S. Census Bureau, C40 Reports

It is interesting to note that Appleton is seeing this multi-family growth now, while it did not see this growth in the last wave of multi-family building 15-20 years ago. Those multi-family units went to Kimberly and Grand Chute.

As discussed earlier, there is a direct correlation between employment growth and residential building permit activity. By comparing employment additions to building permit totals we can gain valuable insight into whether or not a market area is being "under-built" or "over-built" in any given year.

As shown in the table below, the Appleton-Oshkosh CSA added 4,900 jobs in 2015, and during that same year, authorized 1,454 residential units. This equates to an employment/permit ratio of 3.37. More importantly, since emerging from recession in 2011, this ratio has increased somewhat consistently year over year. As a "typical" ratio is about 1.5, we can see that in 2013 and 2011, the market was slightly "overbuilt" as the number of units permitted was high relative to employment growth. Conversely, 2014 and 2015 have experienced a slightly "underbuilt" market. As these trends often even out over time, it is apparent that the Appleton-Oshkosh CSA is largely in balance as it relates to residential construction activity.

Table 12 Appleton-Oshkosh, Wisconsin CSA Employment/Permit Ratios 2006-2015

Year	Annual Employment Change	Total Residential Units (from bldg. permits)	Employment Permit Ratio
2015	4,900	1,454	3.37
2014	3,200	1,441	2.22
2013	300	1,216	0.25
2012	3,700	1,106	3.35
2011	-800	1,033	-0.77
2010	3,300	946	3.49
2009	-5,600	918	-6.10
2008	-1,100	1,332	-0.83
2007	1,900	1,359	1.40
2006	2,700	1,781	1.52

Source: U.S. Bureau of Labor Statistics

Demographic Factors

In the full Downtown Market Analysis demographic factors are examined which will impact future potentials in downtown Appleton. Specifically, population and household formation trends, income and age statistics, and employment/industry sector factors for both the Appleton-Oshkosh CSA and the City of Appleton are analyzed in depth.

Projected Demand for Housing

Based upon a synthesis of the economic and demographic factors presented in this section, along with other factors found throughout this analysis, we expect that housing demand in the Appleton-Oshkosh CSA, as evidenced through residential building permits, will total 1,500 units in 2016, of which 675 are expected in the single family sector, and the remaining 825 units found among multifamily (both for-sale and for-rent) alternatives. In 2017, a strengthening economy will foster demand for 1,600 units segmented between 760 units in the single family sector and 840 units in the multifamily sector. Over the following three years (2018-2021) the CSA will witness demand averaging 1,750 units yearly, with an average of 900 units in the single family sector and 840 units annually in the multifamily category.

Further, based upon current tenure statistics as well as recent trends, we expect the multifamily sector demand to allocate between for-sale and rental alternatives as provided in the table which follows.

Table 13 Appleton-Oshkosh, Wisconsin CSA Demand for Multi-Family Housing

Year	Total Demand	Single Family	Multifamily	
			For-Sale	For-Rent
2016	1,500	675	400	425
2017	1,600	760	390	450
2018-2021	5,250	2,700	1,035	1,485
Total	8,350	4,135	1,825	2,360

Source: The Windward Group, Inc.

Focusing upon the City of Appleton, we anticipate the addition of 300 residential units in 2016, increasing to 320 units in 2017. Over the following three years, we expect housing demand to

average 350 units per year. Among single family alternatives we forecast 80 units in 2016, 90 units in 2017, and 100 units yearly over the 2018-2021 time period. Among multifamily options, we expect 160 units in 2016, 170 in 2017 and 160 on average over the following three years.

Refer to the table below for details, as well as an allocation between multifamily alternatives for sale and units for rent. The reader will note a discrepancy between the numbers of multi-family units for sale in Appleton vs. the CSA, which speaks to the high demand for multifamily in the City. Multifamily developments are good investments in markets with circumstances that exist today.

Table 14 City of Appleton, Wisconsin Demand for Housing 2016-2021

Year	Total Demand	Single Family	Multifamily	
			For-Sale	For-Rent
2016	300	80	20	140
2017	320	90	20	150
2018-2021	1,050	300	60	480
Total	1,670	470	100	770

Source: The Windward Group, Inc.

Qualitative Distribution of Demand-Appleton, Wisconsin

In this section, we turn to an analysis of housing demand in the City of Appleton by monthly rent or sales price for all housing sectors. Please note that all dollar figures are based upon current dollar amounts, and do not reflect expected inflationary increases.

Focusing first upon rental apartment alternatives, over the five year 2016-2021 we forecast that the City of Appleton can absorb a total of 770 new units, or an average of 154 per year. As detailed in the table which follows, we expect that 43.0% of this demand (330 units) will be concentrated among units renting for between $700 and $799 monthly.

In the higher rent levels, we expect that over the next five years, Appleton can absorb 185 units at rents exceeding $1,000 per month.

Table 15 Appleton, Wisconsin Rental Apartment Distribution of Demand 2016-2021

Monthly Rent	Percent	Units
$700-$799	43.0%	330
$800-$899	18.0%	140
$900-$999	15.0%	115
$1,000-$1,100	12.0%	92
$1,100 & Above	12.0%	93
Total	**100.0%**	**770**

Source: The Windward Group, Inc.

In the for-sale multifamily sector, we note only modest demand with a total of 100 units (20 units per year) expected over the 2016-2021 period. By price, demand will be concentrated in the $175,000 to $249,999 range, with 56.0% of all activity (56 units) concentrated there.

Among higher priced alternatives, we expect modest demand support with 28.0% of all sales forecast to occur at prices in excess of $250,000 as indicated on the following table.

Table 16 Appleton, Wisconsin Townhome/Condominium Distribution of Demand 2016-2021

Price Range	Percent	Unit Sales
$150,000-$174,999	16.0%	16
$175,000-$199,999	20.0%	20
$200,000-$224,999	24.0%	24
$225,000-$249,999	12.0%	12
$250,000-$274,999	8.0%	8
$275,000-$299,000	4.0%	4
$300,000 & Over	16.0%	16
Total	**100.0%**	**100**

Source: The Windward Group, Inc.

Among single family alternatives, we anticipate that a total of 670 units will be added during the 2016-2021 time frame. Over this five-year period, it is expected that 56.0% (375 units) of all sales will occur at prices below $250,000 while only 6% (40 units) of single family sales will occur at prices over $500,000. Please refer to the table below for details regarding single family demand by price.

Table 17 Appleton, Wisconsin Single Family Distribution of Demand 2016-2021

Price Range	Percent	Unit Sales
$175,000-$199,999	24.0%	115
$200,000-$249,999	32.0%	150
$250,000-$299,999	17.0%	80
$300,000-$399,999	14.0%	65
$400,000-$499,999	7.0%	30
$500,000-$749,999	3.0%	15
$750,000-$999,999	2.0%	10
$1,000,000 & Over	1.0%	5
Total	**100.0%**	**470**

Source: The Windward Group, Inc.

Given its small geographic area (relative to the City of Appleton), it is difficult to reach conclusions regarding housing demand with a high degree of specificity for the downtown core. However, using historical benchmarks and trends we can attempt to estimate demand.

Within the rental apartment sector, we estimate that the downtown core can absorb up to 50.0% of city wide demand. Over the next five years, this equates to 385 units, or 77 new units annually. By rent, we would expect that downtown offerings will be positioned slightly higher than the city as a whole due largely to higher land costs, and higher construction costs associated with higher-density development. More specifically, we would anticipate that virtually all future market-rate rental units would carry rents exceeding $800 monthly. However, as has been the case with several other recent rental apartments, developments using Section 42 Housing Tax Credits can provide quality housing stock at more modest rent levels.



Figure 13 Stacked flats, St. Louis Park, Minnesota

Like the apartment sector, we expect that the townhome/condominium sector in the downtown core can support up to 50.0% of citywide demand. However, given the limited depth of this segment, this equates to a maximum of only 50 total units over the next five years. It should be noted that stringent regulatory requirements specific to condo mortgage insurance were introduced in the wake of the housing finance crisis[4], which have made it more difficult to secure condo financing. These barriers are being addressed by congress, which may help stimulate demand for more condos in the future. By price, it is expected that future offerings would be highly concentrated at prices between $250,000 and $350,000.

With a total demand of 470 units forecast for the single family sector over the 2016-2021 period, the City of Appleton offers solid opportunity for development. However, given land supply and land price constraints, it is unlikely that the downtown core could support any concentrated development of single family homes. There may, however, be modest opportunity for individual "spec homes" on scattered lots throughout the area.

The Competitive Environment - Residential

In order to evaluate the potential for new residential development within the downtown area of the City of Appleton, it is necessary to examine those existing rental communities and currently active townhome/condo and single family programs that will compete with possible future offerings.

Direct Competition

Given developable land constraints, the downtown area has been somewhat restricted in terms of recent residential development. However, there are a handful of currently active and recently completed residential projects that provide solid insight into the current status of the downtown core. The full Downtown Market Analysis discusses each of these developments in greater detail.

- RiverHeath is a TIF-supported, mixed-use, active residential development located just east of the downtown core, bordering the south side of the Fox River. Evergreen, with 31 units, was opened in 2013 and was fully leased in nine months. The Prairie, a second building, opened in 2016 and includes tenants such as Tempest Coffee and Menlo Park, a

[4] http://urbanland.uli.org/development-business/u-s-congress-approves-less-restrictive-fha-condo-financing-program/

co-working space. The site is carbon neutral, as geothermal heating and cooling is used. In addition to a new Courtyard by Marriott hotel, future plans for RiverHeath include an undetermined number of additional rental apartment units, coupled with further retail and commercial development.

- The Fox River Mills, located on the north side of the Fox River, two blocks south of College Avenue consists of an aggregation of three buildings originally constructed between 1883 and 1915.
- Union Square is a 53-unit, Section 42 (income restricted) apartment development located approximately six blocks north of the downtown core on Winnebago Street. This property consists of two components, including 20, two-story townhome style units and 33 units in a single three story structure. The site is fully leased.
- Eagle Flats is a mixed-use development situated on South Island in the Fox River, just several blocks south of the downtown core. To date, two rental apartment properties have been developed, including River Walk Place and The Landings at Eagle Flats. River Walk Place has 70 units and all units receive Section 8 assistance meaning 100% of renters pay no more than 30% of their adjusted income for rent. The Landings has 54 units and is a low-income housing project created by Appleton Housing Authority. Both of these projects were supported with Wisconsin Housing & Economic Development Authority low income Housing Tax Credits (Section 42 Housing Tax Credits).
- Richmond Terrace was originally constructed in 2004, and includes 147 units as well as eleven commercial spaces in a four-story, elevator serviced building. All units at this development were sold by mid-2008, reflecting an absorption of 2.5 units per month. All commercial space is fully leased.

Future Residential Development

Also having a pronounced impact on the potential for new residential development in Appleton's downtown core will be those projects which have not yet broken ground, but are expected to do so over the next 12 to 24 months. The following paragraphs provide information relative to these developments.

The Foremost Dairy site is an eight-acre parcel located along the west side of the Fox River, just south of the College Avenue Bridge. Preliminary plans call for the development of 100 units of senior-oriented assisted living housing. In addition to the senior housing, the development of single family homes or condos are being considered.

Located along Old Oneida Street on South Island in the Fox River, the Woolen Mills project will include an adaptive re-use of an existing building. This development is expected to include 60 rental units using both Section 42 Housing Tax Credits and Historic Tax Credits. It is expected that the units at Woolen Mills will be segmented among 36 income-restricted housing, 15 units reserved for military veterans, and nine market-rate apartment homes. Construction began in the summer of 2016.

At Eagle Flats, the bulk of future development is likely to be heavily tilted toward retail and commercial uses. However, preliminary plans call for the construction of another 68 rental apartment units in a four-story structure with underground parking. Complimenting this development, the Fox River Navigational Authority has proposed an interpretive center, the Fox River Locks Visitor Center, at this location.

Residential Recommendations

Considering the importance of increasing residential development opportunities downtown, it should be the continued focus of efforts for the City and ADI into the future. In addition to the market study results, the comprehensive plan public survey indicated strong support for downtown housing. Over half (53%) of respondents indicated they would consider living downtown.

Increasing the residential base in Downtown Appleton will provide an increased and potentially entirely new customer base which retailers, restaurants and service related businesses will be able to tap. Downtown employers will also see it as a benefit to have more people living downtown as it will be easier to draw employees from a very local base. Interest in living downtown was also expressed at the May 2016 Design Workshop event by multiple people currently not living downtown. Based on the housing study conducted as a part of this market analysis, the following recommendations have been established. These recommendations also appear in the initiatives section of the report.

1. Work to facilitate the development of additional multifamily rental units, in and around downtown Appleton. Results of the market study and data from Project RUSH suggest there is a shortage of rental units available for both lower income and higher income households. Increasing the supply of both affordable and market rate multifamily units should be a priority. See the Redevelopment Framework for suggested sites in the downtown.
2. Work to facilitate the development of townhome and condominium residential units as noted in the analysis above, approximately 50 units over the next five years. Sites have been identified in the vision plan for the future of downtown, primarily north of College Avenue. Understanding the complex and difficult lending environment for condominium purchases is important for future development.
3. Work to facilitate development of a pocket neighborhood to bring close to downtown a popular new style of single family homes, featuring small lots with small yards and larger common areas. The Habitat for Humanity development north of W Spencer Street between S Story Street and S Pierce Avenue is following this model.
4. Incent existing landlords who own property above first floor retail spaces on College Avenue to improve the quality and increase the value (and subsequently the rents) of these units. Some incentive may be necessary due to high cost of bringing second floor units up to code, which makes investment cost prohibitive.
5. The City should continue to pursue TIF options in downtown working around TIF No. 3 designation as a distressed TIF district. Tax Increment District financing could be used as a financial incentive for owners of existing buildings in a newly created Tax Increment District to renovate underutilized upper floors into market rate residential rental housing, creating additional housing supply downtown, increased property values, and additional consumers close by to support local businesses. This has been done in Quincy, Illinois.

Mobility

Surveys, research, and observation all suggest a growing interest and demand for more walkable cities. As Appleton seeks to strengthen its downtown by making it more vibrant and attractive to new residents as well as visitors, improving walkability should be a core strategy.

This section of the report summarizes the results of several analyses used to better understand how people move around downtown. The focus of the Downtown Plan analysis was on walkability, access, and connectivity to the river. Other related study findings are summarized below.

Access Appleton

In 2015 ADI launched a new program called "Access Appleton" in order to make access improvements affordable for properties within the downtown Business Improvement District. Designing for accessibility is an increasingly important aspect of mobility. Well-designed streets and public spaces enable people of all ages and abilities to travel safely and conveniently throughout the community.



Figure 14 Joe Martin leads a group of community leaders on a tour of downtown Appleton in order to better understand accessibility issues.

2016 Mobility Plan

The purpose of the study was to determine and evaluate strategies to improve multi-modal mobility and traffic circulation in downtown Appleton. The results of the study identified several pedestrian and traffic circulation challenges and opportunities in the downtown including:

- Confusing northbound routing through the downtown
- Confusing intersections, especially along the City's one-way northbound route
- An abundance of on-street parking
- Unwarranted traffic signals, including at the intersections of Franklin Street and Superior Street and Franklin Street and Oneida Street
- Low levels of traffic congestion
- Limited river access for both pedestrians as well as vehicles
- Opportunities to improve crosswalks at some downtown intersections
- Difficult bicycle access to key destinations downtown
- Lack of bicycle parking

The study identified alternatives to address the issues listed above. Several key traffic related recommendations which are most relevant to the core downtown area are listed below and summarized in the figure below:

1. Converting Appleton Street to two-way traffic flow
2. Reconstructing Lawrence Street to accommodate two-way traffic
3. Converting several other one-way streets to two-way traffic flow
4. Reconstructing the northbound lane of the Oneida Street bridge between Prospect Street and Lawrence Street, which would create a large parcel of land for potential future development
5. Reconstructing the Appleton Street/Oneida Street/Pacific Street intersection.

6. Realignment of Allen Street with new extension of Oneida Street
7. Sidewalk additions to address sidewalk connectivity gaps

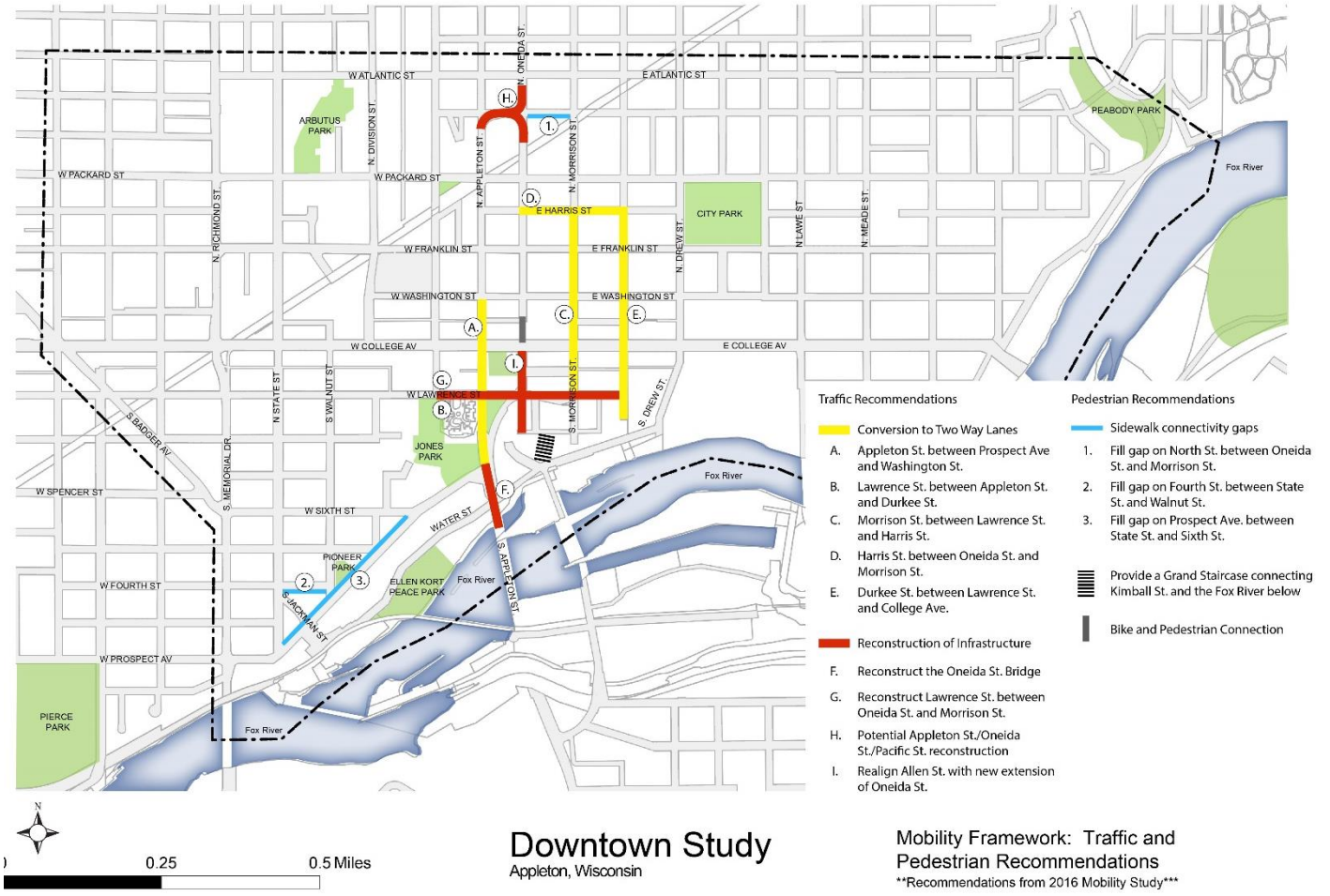


Figure 15 Downtown Mobility Framework: Traffic and Pedestrian Enhancements

Source: Appleton Downtown Mobility Plan

Key pedestrian and bicycle recommendations which are most relevant to the core downtown area are shown in the figure below and include:

1. Adding sidewalks where they currently do not exist
2. Ensuring adequate lighting
3. Continuing to enhance crosswalks and curb ramps
4. Providing a grand staircase or walkway from the corner of Olde Oneida Street and Water Street up the bluff to the site of the current Fox Banquets property
5. Development of new bike facilities throughout the downtown study area. (See Proposed Bicycle Facilities – Ultimate Build Out map)

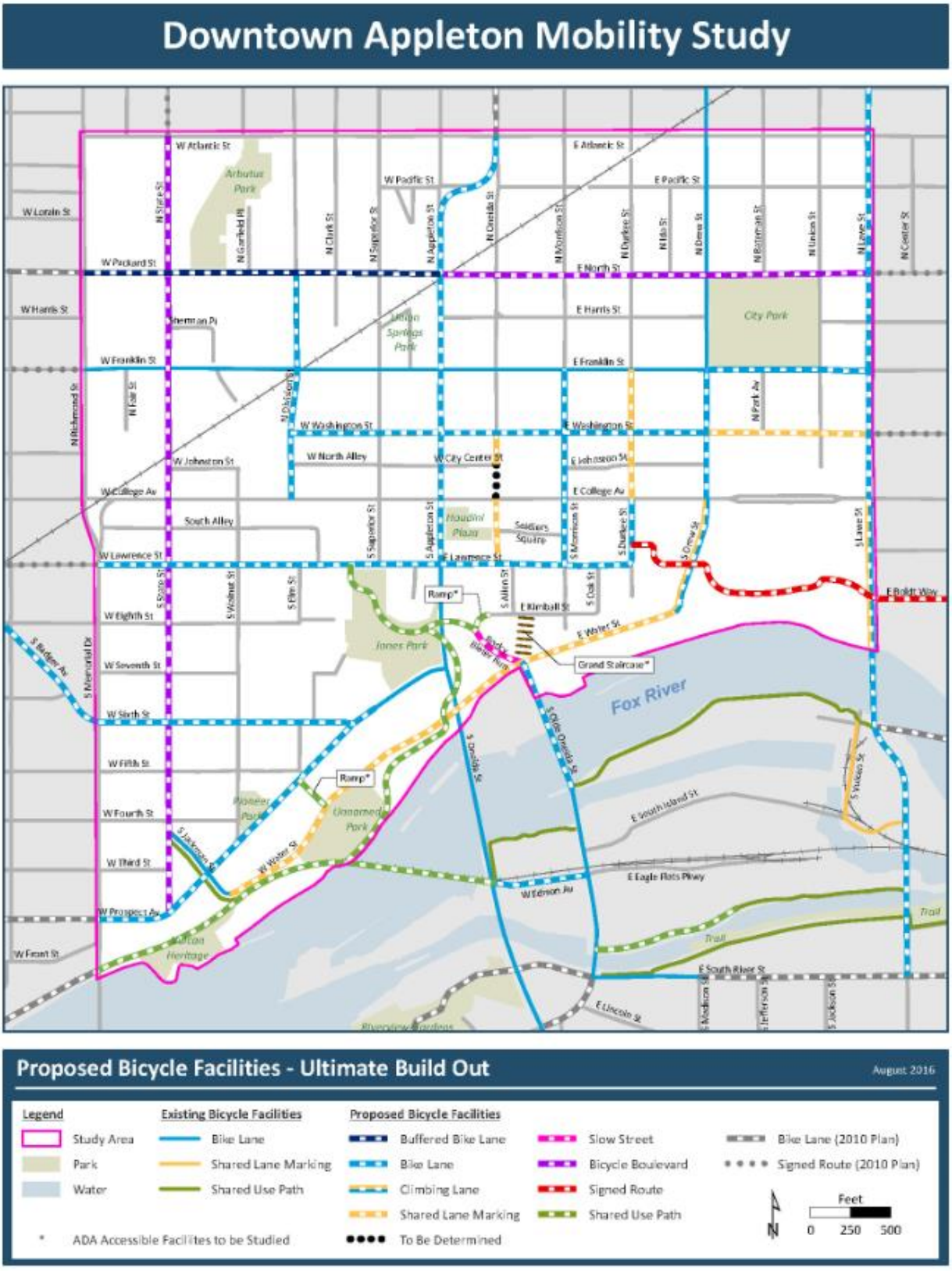


Figure 16 Downtown Appleton Mobility Plan - Proposed Bicycle Facilities Ultimate Build Out

2015 Downtown Parking Study

As was noted earlier a comprehensive downtown parking analysis was conducted in anticipation of new development and changes to the City's public parking program in 2015. Of particular relevance to downtown mobility the study's findings suggest that:

- Downtown Appleton has an excess of parking available currently. Excess surface parking presents an opportunity to add additional bike accommodations throughout downtown with minimal impact on the overall system.
- The city-owned Blue Ramp (401 spaces) and YMCA-owned Soldier Square Ramp (450 spaces) are nearing the end of their useful lives. The Blue Ramp is scheduled for demolition by 2020.
- Many communities are rethinking how to address their parking challenges, by focusing more closely on managing demand versus simply adding more supply. The new approach to parking recognizes:
  - There are many types of parking problems (management, pricing, enforcement, etc..)
  - Too much supply is as harmful as too little. Resources should be targeted where they can make the greatest difference
  - Users should pay for parking instead of parking being provided for free

The study's findings support several concepts included in this plan including redevelopment on the Blue Ramp and Soldier Square Ramp sites, recommendations calling for additional bicycle facilities downtown, and achieving a balance between parking system needs and the needs of residents and downtown visitors.



Figure 17 Mixed Use Parking Garage With Commercial Liner Spaces

Downtown Walkability

The SEH team also conducted a walkability analysis for downtown, using Jeff Speck's framework for walkable communities. Mr. Speck is author of Walkable City: How Downtown Can Save America One Step at a Time. The framework suggests that walkable communities must meet four system conditions:

1. The walk must be useful
2. The walk must be safe
3. The walk must be comfortable
4. The walk must be interesting

The results of the analysis are summarized in the strengths and weaknesses observations below. Many of the observations were consistent with community and stakeholder input received relative to the downtown, including two citizen walking tours conducted on the morning of May 17th 2016 as part of the Design Workshop.

1. **The Walk Must Be Useful**
   a. **Strengths**
      - A variety of uses that support people's daily needs: banking, apparel, hotels, eating/drinking, florist, jeweler, coffee shops, professional offices, government services, entertainment, library, education, religious, musical instruments, etc.
      - Good mix of on street, off street parking and multi-story parking ramps



   b. **Weaknesses**
      - Motor vehicles dominate the public realm
      - Limited transit service (no Sunday service, for example)
      - Limited amount of transit amenities (such as shelters)
      - Limited supply and options for housing
      - Limited public open space

2. **The Walk Must Be Safe**
   a. **Strengths**
      - Adequate lighting on College Avenue
      - Well marked cross walks on College Avenue
      - Mix of night uses on College Avenue activates public realm
      - Plentiful 1st floor building windows allowing eyes on the street
      - On street parking protects sidewalk users



   b. **Weaknesses**
      - Inconsistent lighting of other streets
      - Inconsistent lighting of building back sides
      - Inadequate cycling infrastructure has bikes using the sidewalk
      - Rail lines and rail crossings north of Franklin Street

3. **The walk must be comfortable**



   a. **Strengths**
      - Wide sidewalks on College Avenue
      - Attractive streetscape on College Avenue
      - Numerous benches along College Avenue
      - Numerous shade trees along College Avenue
      - Seating, plantings, fountain in Houdini Plaza
   b. **Weaknesses**
      - Lack of streetscape furnishings beyond College Avenue
      - Numerous narrow sidewalks on other streets
      - Numerous driveway curb cuts along other streets
      - Lack of shade trees along other streets
4. **The walk must be interesting**



   a. **Strengths**
      - Numerous buildings with unique/attractive facades
      - Growing number of murals and public art installations
      - Unique business signs along College Avenue
      - Houdini Plaza
      - College Avenue pocket park
      - Lawrence University Campus
   b. **Weaknesses**
      - Lack of flexible, public green space
      - Overemphasis on College Avenue – other streets are bleak
      - Numerous blank walls along other streets
      - Lack of visual and physical connections to the river

The results of the SWOT analysis are consistent with other data. Downtown Appleton currently has a Walk Score of 83[5], which is a “very walkable” place where “most errands can be accomplished on foot,” according to walkscore.com.

[5] www.walkscore.com 100 W College Ave, Appleton, WI 9/8/2016

Fox Wisconsin Heritage Trail and Fox River Locks Visitor Center



A segment of the Fox Wisconsin Heritage Trail runs just south of the study area down the Fox River. There are four locks to allow for safe navigation through downtown Appleton with portages also available for when the locks are closed. The proposed Fox River Locks Visitor Center will help foster greater access and connectivity to the river by showcasing the heritage of the Fox River Locks System. The center will be located beside Appleton Lock 3 within the Eagle Flats neighborhood development. The facility will provide interpretation as well as bathroom facilities for boaters, cyclists, and walkers using the trails system and canals. It will serve as an amenity for tourists and create a year round destination on the river. Because this will be a popular destination, a trailhead including visitor parking should be considered in the general area.

2016 Appleton Trails Master Plan

Concurrent with development of the Downtown Plan a separate study was commissioned by the City to identify opportunities to enhance and expand off street multi-modal facilities, for both recreation and transportation purposes citywide. The study identifies new connections and improvements to existing trails which will help create a network that provides connections to key destinations and recreational opportunities.

Of particular relevance to the downtown, the Trails Master Plan identifies new connections in the proposed network map along the Fox River corridor. It should be noted that many of these trail segments have been proposed in prior plans for the area.

The new trail segments located in close proximity to downtown scored high in an overall prioritization exercise which evaluated potential new trail connections citywide. The proposed trail segments along the river provide access to more residents than other segments and also connect a larger number of destinations. Proposed trail segments in and adjacent to downtown include new trestle trail segments, a new trail segment through Riverview Gardens connecting to Old Oneida Street, trail connections west from Vulcan Heritage Park to Lutz Park, and a new trail segment from Lawrence University east along the river to Peabody Park.

The mobility framework in Section 4 of this report synthesizes the bicycle recommendations from both the 2016 Appleton Mobility Plan and the 2016 Appleton Trails Master Plan into one cohesive framework for the downtown study area.

Fox Trot Trail

The Fox Trot Trail is a recently completed 2.2-mile marked walk through downtown Appleton and along the Fox River. It starts in Houdini Plaza and heads down College Avenue toward Lawrence University, where the trail turns south toward the Fox River before heading along the Newberry trail and back up through the flats and Jones Park back to Houdini Plaza. It features 16 historical points of interest with information about the history of Appleton. Blue fox paw prints dot the trail and blue foxes mark the designated points of interest.

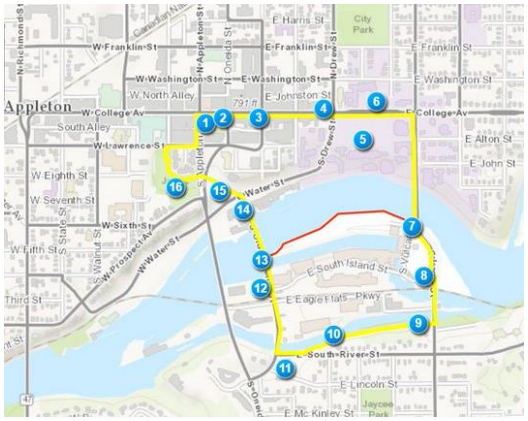


Figure 18 Map of Fox Trot Trail

Access and Connectivity to the River

An important aspect of downtown mobility is improving access and connectivity to the river, which has been a priority in several past plans and was clearly identified as a priority during the current plan development process. A strengths, weaknesses, opportunities, and threats (SWOT) analysis was conducted to help identify priority recommendations which appear in section four of this report as part of the Access and Connectivity framework.

Strengths

- There are several pedestrian staircases connecting the bluff to the river
- Natural gateways provide exceptional views of river from bridges
- There are a growing number of destination along the river

Weaknesses

- There are few roads connecting downtown to the river
- Lack of coordinated streetscape and physical infrastructure linking downtown to river
- There is almost no pedestrian oriented wayfinding
- Access to the river is confusing
- Elevation differential
- Water Street is narrow, making it challenging to add bike and pedestrian accommodations

Opportunities

- Use proposed park enhancements at Ellen Kort Peace Park and Jones Park to extend river environment and greenery into downtown Appleton
- Focus efforts on linking highest activity areas to river
- Adding additional pedestrian stairs and ramps where informal trails currently exist
- Grand staircase connecting Olde Oneida to bluff
- Proposed trail segments including trestle trails
- Fox River Locks Visitor Center
- Trailhead development in vicinity of Eagle Flats
- Boat access
- Exploring the “folly” concept such as a zip line, funicular, or slide which serves as both a river connector as well as a destination in itself
- Incorporation of public art into wayfinding

Threats

- Cost
- Railroads
- Private property conflicts
- Topography
- Regulations

Land Use & the Built Environment

Future Land Use

Downtown future land uses reflect updates to the City's official Future Land Use Map (FLUM), and align with Chapter 10 of the Comprehensive Plan. The future land use map for downtown Appleton shows the core downtown area designated as CBD which is where higher density development is anticipated. Several mixed use areas are shown in pink bordering the downtown. These are areas where a mix of uses is anticipated and may be either vertically mixed, such as a residential multi-family building with ground floor retail, or horizontally mixed, such as a single block containing a mix of office and retail. These areas are intended to serve as transitional zones between higher density development nearer to College Avenue and much lower density development within the surrounding residential neighborhoods.

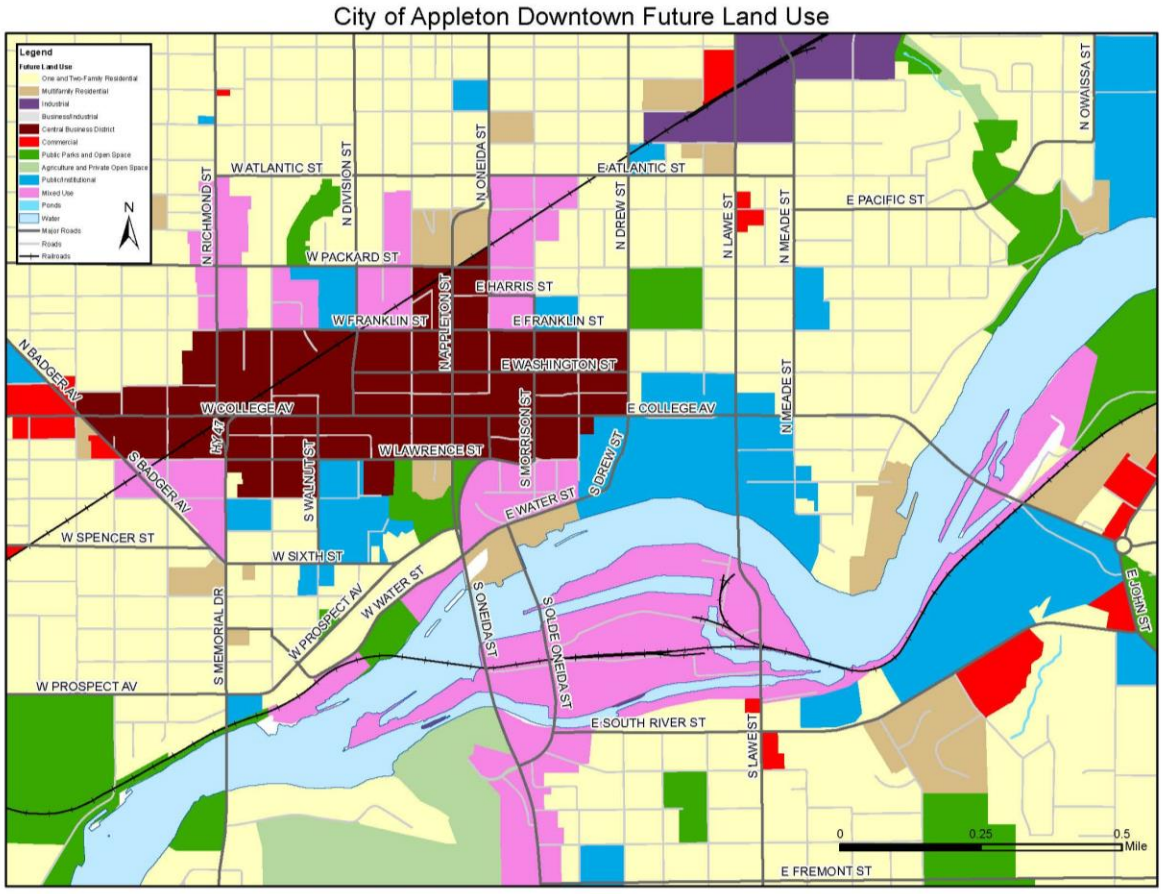


Figure 19 Downtown Future Land Use Map

Block Structure

The figure ground map below illustrates building footprints within the study area. It shows a concentration of solid continuous blocks within the downtown core, which supports walkability by concentrating destinations close by one another. However off of College Avenue, and in particular to the north, the block structure breaks down. Large expanses of surface parking are partially to blame, and make this area of downtown less desirable for walking and less attractive as a business location. They create a physical gap between the historic neighborhoods to the north of College Avenue and downtown, contributing to a sense of isolation and insecurity within the area.

The block structure along Memorial Drive, just south of College Avenue, extending north along Richmond Street, is also problematic. The four block stretch from W. 8th Street north to W. Franklin Street straddles College Avenue and is a highly visible gateway into downtown. For many visitors it is their first impression of downtown. Specific concerns include:

- Poor visual cues traveling north on Memorial Drive or south on Richmond Street so visitors driving by may be unsure where downtown is despite the presence of wayfinding signage. This is compounded by the visual clutter surrounding the area, the complex configuration of the intersection of Richmond Street and College Avenue, and the suburban style site design which characterizes three of the four large parcels located near the area.
- The lack of successful development on both sides of S. Memorial Drive directly north of W. Lawrence Street leaves the impression that downtown Appleton is struggling. This is downtown's key corner yet the scale and location of the two primary buildings at this intersection are more typical of a suburban, auto-oriented development.
- As visitors approach the core downtown area, they encounter large areas of surface parking, many without vegetative buffering or screening. Often times the parking areas are nearly empty, undermining the image of downtown Appleton as a vibrant, livable neighborhood and visitor destination.



Downtown Figure Ground

Building Massing

A 3D model was constructed to better understand building massing in the core of downtown from Richmond Street to Drew Street The different colors represent blocks and campus areas along College Avenue from the intersection of Richmond Street east to the intersection of Lawe Street.

Compared with other similar sized cities across Wisconsin, one of Appleton's strengths is its variety of building types and sizes, ranging from traditional 1-2 story main street buildings to multi-story buildings such as the 222 building and the Zuelke building. Future redevelopment efforts downtown should pay attention to existing building massing, however underutilized parcels provide an opportunity to infill between the denser, taller development along College Avenue and the neighborhoods to the north. These areas may be especially suited for a mix of residential housing types and densities.

Building massing is of particular importance in terms of developing infill between the core downtown area and the surrounding neighborhoods. General strategies for stepping back development intensities are provided in the redevelopment framework section of the report. Changes to the Zoning Code may help stimulate development within the transition zone by allowing mixed uses by right and establishing appropriate standards which are compatible with existing land uses and adjacent neighborhoods.

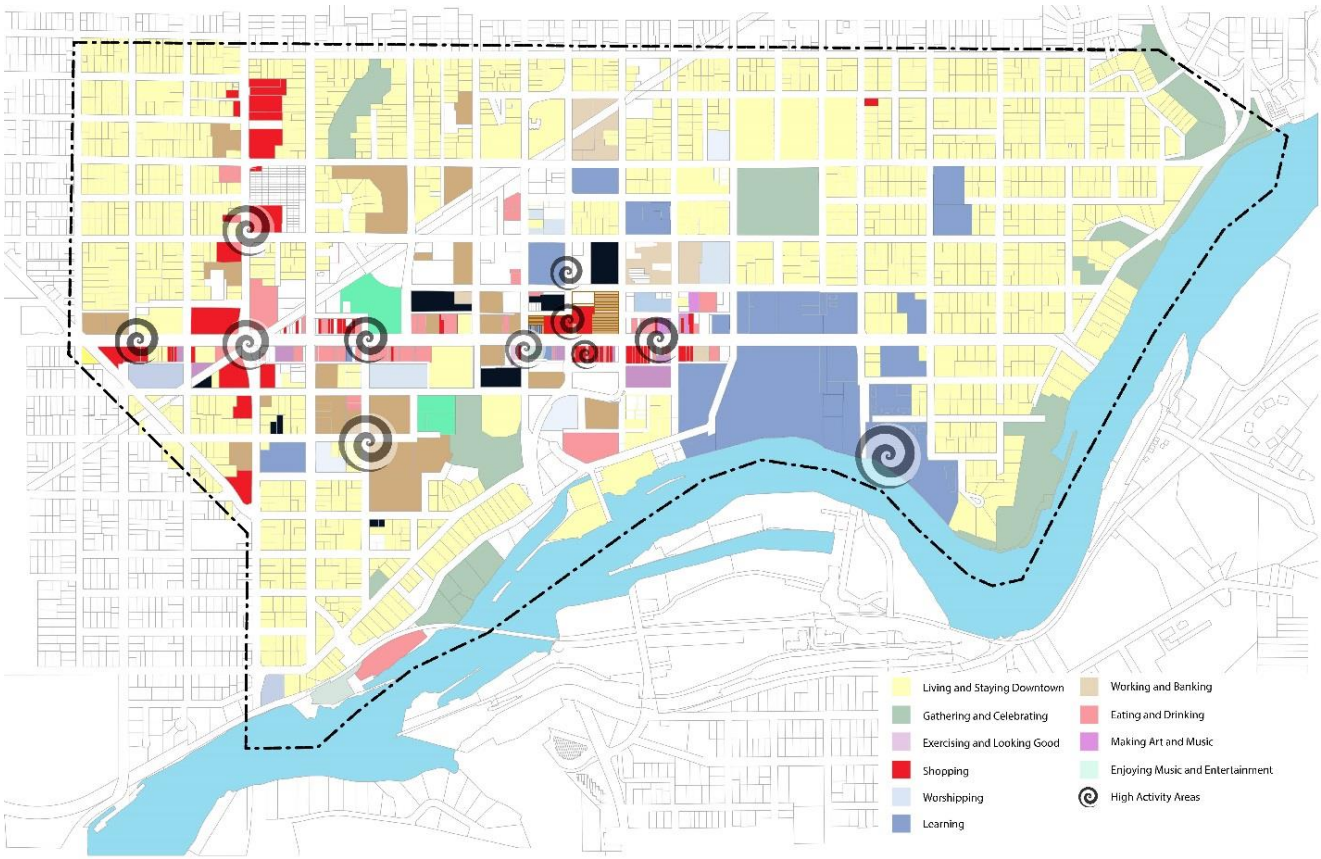


Downtown Building Massing

Land Use Activities

The land use activity map below illustrates the diversity of uses which currently exist downtown. Spirals indicate high activity areas, several of which are associated with downtown's successful niches. Businesses within a niche specialize in a narrow range of offerings, providing a large selection of options for consumers to choose from. Businesses within a given niche often cluster in close proximity and benefit from a larger trade area as consumers are drawn from more distant parts of the community and beyond.

The niches which have taken hold in downtown Appleton include restaurants/entertainment in the 400 and 500 blocks of W. College Avenue, retail/gifts (100 and 200 blocks of E. College Avenue), and an emerging experiential arts/education niche from the intersection of E. College Avenue and Morrison Street west to Drew Street. Finally, office uses have also clustered in and around City Center Plaza.



Scale: N/A

Chapter 14 Downtown Plan

Downtown Land Use Activities

Looking ahead, the City has an opportunity to stimulate investment, including residential development, both along the river and north of College Avenue. The Fox Cities Exhibition Center and Appleton Public Library are critically important anchors for the downtown. Bringing more people into downtown will help create additional high activity areas off of College Avenue, and will create a demand for more goods and services which serve the daily needs of residents.

Historic Districts

Historic preservation connects both residents and visitors to a specific place. By fostering greater understanding of local history and culture, preservation helps build stronger communities. Historic preservation can also be an important tool for downtown revitalization, through programs such as the Historic Preservation Tax Credits, which provides tax incentives for both homeowners and building owners who invest in their properties. Appleton's Historic Preservation Commission is charged with recommending designation of historic structures, sites, and districts within the City.

Within the downtown study area there are six locally designated historic districts, including:

1. 315-340 W. Prospect Avenue
2. Fox River Paper Company
3. College Avenue
4. City Park
5. Appleton Lock 4
6. Appleton Locks 1-3

This Plan recognizes the importance of maintaining important historical resources within the community. The proposed redevelopment projects identified within the redevelopment framework focus primarily on infill where surface parking or structured parking currently exists.

Block by Block Analysis

A block by block analysis of College Avenue from Richmond Street to Drew Street was conducted. Key findings include:

1. The most successful retail blocks are those where the buildings are narrow, embrace the street, and have highly transparent facades which engage passerby, encourage walking, and discovery. The 200 E. Block is where the most successful retailers are clustering.
2. Longer blocks with uninterrupted and non-transparent facades undermine downtown Appleton's walkability and vibrancy.
3. The image of downtown varies widely, with a mix of very strong retail blocks further east and deteriorating and blighted properties as one approaches Richmond Street.
4. There is a strong restaurant/entertainment niche along W. College Avenue near the PAC, however maintenance and cleanliness continue to be a challenge undermining the image of the area.
5. There is a growing cluster of businesses offering experiential art/music activities and classes, including around the 300 block of east College Avenue
6. Despite a strong retail and arts/entertainment environment downtown is not currently functioning as a shopping destination that meets all the daily needs of its residents
7. Too few people are living in and near downtown to support the types of businesses many people want (grocery, theater, more family oriented restaurants)

The Public Realm

An analysis of downtown Appleton's public realm was conducted, including social gathering spaces, streetscapes, and public art.

Social Gathering Places

For decades, the terms 'Central Business District', or CBD, and 'downtown' were used almost interchangeably because, functionally, downtowns were dominated by retail stores, office based businesses, professionals and government agencies, along with some hotels and maybe entertainment venues.

Today, in downtowns large and small, the CBD functions are being rivaled or even surpassed by their Central Social District (CSD) functions. That includes housing, restaurants, pubs, clubs, and vibrant entertainment niches that include not only venues for formal entertainment such as cinemas, theaters, museums and concert halls, but also lively parks, plazas, public libraries and other gathering areas.

Underlying all of these CSD functions is the ability to spend quality time with loved ones and significant others. Downtown housing has been especially important. Those in households without children, especially the young professionals and "empty nesters," have been most interested in living in or near downtowns.

To support the continued development of downtown Appleton as the region's CSD, it is important to develop a streetscape and other public spaces which deliberately facilitate social interaction and helps attract and retain visitors, workers, and most importantly new residents. A SWOT analysis was conducted to summarize key strengths, weaknesses, opportunities, and threats pertaining to downtown's social gathering spaces.

Strengths

- The Appleton Public Library
- Multiple parks in and adjacent to downtown including Jones, Ellen Kort Peace, Peabody, Arbutus, Telulah, Pierce, Vulcan Heritage, and City Parks, as well as Houdini Plaza
- The Downtown public realm including Houdini Plaza is well programmed
- The Downtown Farmer's Market

Weaknesses

- Appleton Public Library is somewhat invisible to visitors
- Jones Park is underused and is perceived as unsafe by some
- There is no destination gathering space on the river
- Parks and trails are not well marked or connected
- Downtown lacks a large, central, functional gathering space which could serve as the City's 'Central Park' and help induce additional private investment

Opportunities

- Strengthen connection between Appleton Public Library and College Avenue
- Outdoor amphitheater
- Ellen Kort Peace Park
- Repurpose a portion of YMCA Ramp site as a Civic Plaza
- A cohesive Riverwalk along the Fox River

- Trail connections
- Interactive playground
- Dog park

Threats

- Invasive species
- Funding
- Topography and geographic challenges

The Downtown Development Concept which this plan proposes contains several recommendations related to social gathering spaces. These recommendations can be found embedded in the framework plans presented Section 4.

Streetscape

Great streets don't just help people move around. They bring people together and build community. They encourage socialization. Across the U.S. many public spaces, including streets, are being transformed into magnets for social activity, bringing people out into the public realm to eat, drink, work, play, and celebrate together. In the process of doing so, they are helping make downtowns more desirable locations for people to work and live. Well-designed streetscapes, such as College Avenue, can also help address local priorities, including making downtown more walkable, stimulating economic development north of College Avenue, and increasing access and connectivity to the river.

In downtown Appleton, and especially north of College Avenue, one of the primary elements for consideration is the addition of urban street trees. They are of particular importance within the study area as they perform a number of important functions including[6]:

1. Creating a sense of enclosure, helping to define the street corridor and creating a more comfortable walking and driving environment.
2. Defining the pedestrian space between buildings and adjacent vehicular travel ways. They also help establish a more human scale and provide a more interesting environment.
3. Calming vehicular traffic and protecting pedestrians, helping establish a safer, more comfortable environment.
4. Providing shade and filtering sunlight, cooling air temperatures and reducing the urban heat island effect.
5. Bring order to the street by developing physical patterns. This is achieved by how trees are spaced, aligned to the curb, and consistent in size, species, form, and character.
6. Providing ecological services such as providing oxygen, filtering and utilizing rainwater and providing habitat.
7. Bringing beauty and nature into the City, helping humans connect with their environment through seasonal changes in color, fragrance, texture and the attraction of animals and birds.

A SWOT analysis was conducted to better understand the opportunities and challenges related to Appleton's downtown streetscapes and their contribution to the public realm.

[6] Adapted from **Street Design: The Secret to Great Cities and Towns** by Victor Dover and John Massengale

Strengths

- College Avenue is a well-defined, well-furnished street with quality public realm including nicely composed lighting, evenly spaced trees, benches, planters, clocks, stamped concrete

Weaknesses

- College Avenue streetscape provides few opportunities for people to sit down and talk face to face because benches face one way
- Lack of bicycle infrastructure
- The public realm rarely “turns the corner” to extend north or south off of College Ave
- Other than College Avenue, the balance of streets in the core downtown lack definition and structure including few street trees
- Many streets are suburban in nature with adjacent land use patterns characteristic of strip mall development typically not found in the core downtown area of a city

Opportunities

- Develop a unique set of streetscape standards which define street typologies downtown while reinforcing other plan objectives such as increased connectivity to the river
- Implement a comprehensive system of pedestrian scaled wayfinding throughout the downtown in conjunction with streetscape enhancements
- For new development, define streetscapes using a set of standards which require buildings to front directly onto public sidewalks and right-of-way

Threats

- Inadequate municipal funding to support well designed streetscapes

Creative Culture and Public Art

Downtown Appleton is home to an emerging arts and culture scene anchored by several prestigious venues such as the Trout Museum of Art, Stansbury Theater, Lawrence Memorial Chapel and the Fox Cities Performing Arts Center. These are reinforced by several commercial enterprises such as The Fire pottery studio, Coventry Glassworks and Gallery and The Draw, a collection of working artist studios and gallery. There is also thriving local music scene supported by numerous downtown restaurants and bars which culminates with the annual Mile of Music Festival. The economic and social impact of these assets and events on Appleton’s downtown can be seen in the growing demand for downtown housing and the steady increase in creative economy professionals investing in downtown businesses and participating in ADI events.

Based on national and regional trends, arts and culture are poised to play an increasing role in contributing to downtown Appleton's economic and social vitality. For this to occur several factors need to either be maintained or strengthened. These include such things as:



- Development of a city-wide arts and culture plan
- Identification of revenue streams (public and private) for cultural and arts oriented events and projects
- Encouraging preservation and upkeep of older, existing buildings with modestly priced rents so entrepreneurs and creatives can afford physical space to operate
- Continued routine programing, promotion and cultural and arts activities, events and projects
- Promoting growth of medium to higher paying wage jobs so people have money to spend on the arts
- Encouraging political and bureaucratic support and processes for informal, spontaneous arts and culture activities
- Continued cultivation and curation of a creative culture where artistic expression is encouraged and appreciated
- Continued discussions for formal establishment of a city-wide arts council or commission to administer, promote a public art program and maintain public art collections

In addition to its historic memorials, monuments and locally painted murals, downtown Appleton is fortunate to include several substantial pieces of sculpture such as Dimitri Hadzi's "Fox River Oracle" located near the north end of the Oneida Street Bridge and Rolf Westphal's "Aerial Landscape" on the Lawrence University campus. An additional piece of public sculpture by Richard Wolter titled "Metamorphosis" was removed from area now known as Houdini Plaza. While currently in storage, it would be good to find new location for the piece in the near future as long-term storage was never the intention of this artist. This art work is monumental in scale and with its design being inspired by Appleton hero, Harry Houdini it seems fitting that it would be sited somewhere in downtown. In total, these works constitute a strong foundation for the community's downtown public art collection.

Appleton's interest in public art continues to grow and is well timed as it coincides with the updated comprehensive planning process including the rewriting of this chapter. As such, arts group representatives and numerous individuals have shared their ideas and opinions of Appleton's arts and culture scene with project planners, designers, and City staff. This community input continues to identify opportunities and support arts and culture themes that emerged from the 2013 ADI visioning process:

- Market Downtown as "The Arts District" of Northeast Wisconsin
- Public Art -where people gather and can experience it
- Incorporate art in everything we do!
- Develop an Arts Team to identify opportunities
- Help City incorporate art in urban infrastructure

These same goals are shared by many cities where creative city making policies and activities include the practice and use of public art as a tool for connecting artists of local, regional and national repute with community members to strengthen civic discourse and enhance the public realm.

One of the most pressing aspects of administering a successful public art program is conservation or in layman's terms, maintenance. The 1911 bronze and granite memorial depicting three Civil War Union Soldiers located on Oneida Street designed by Italian sculptor Chevalier Gaerano Trentavone and Richard Wolter's "Metamorphosis" an abstract homage to Harry Houdini, currently in storage are just two of the pieces identified as needing care attention.

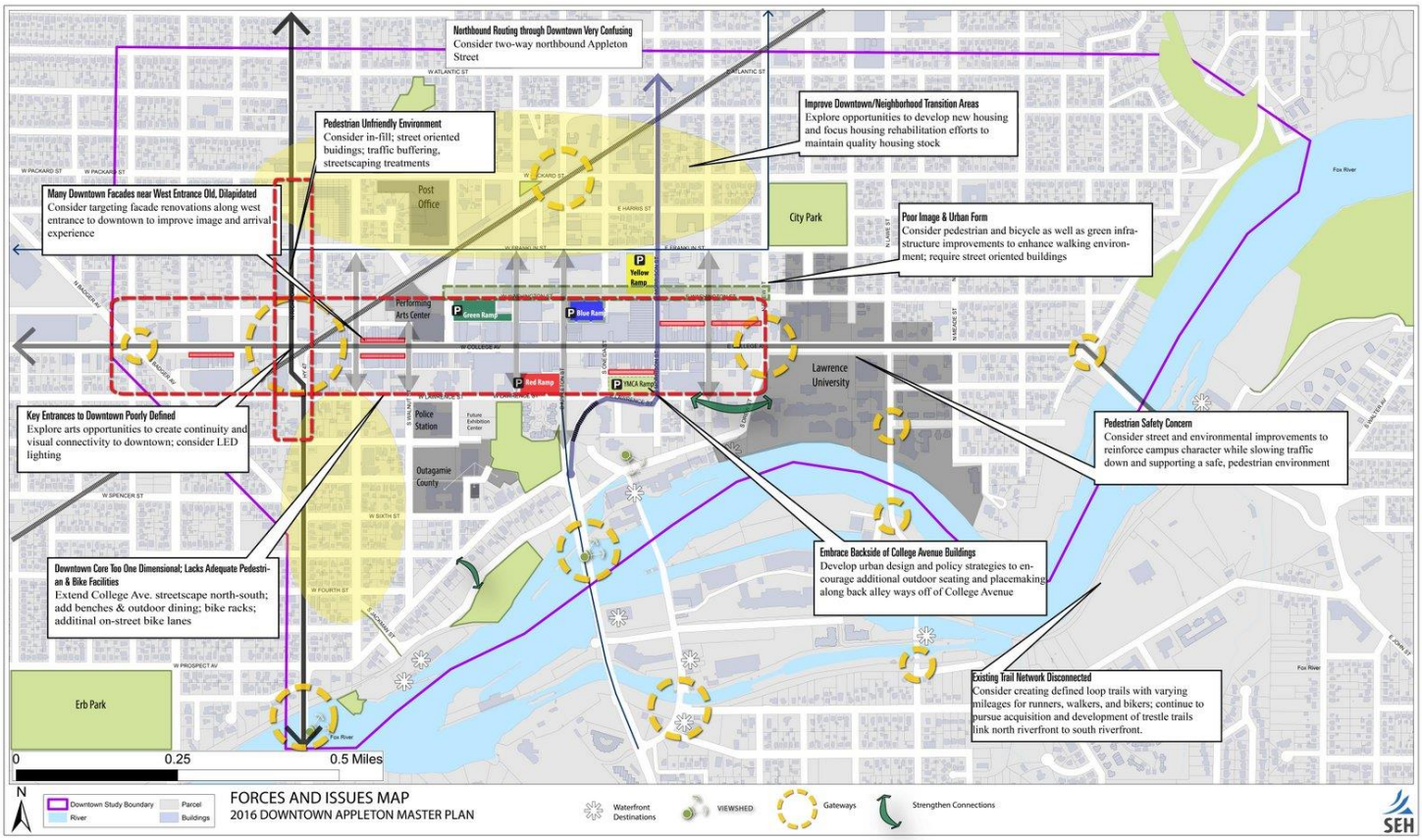
The most successful public art planning processes utilize a variety of tactical urbanism activities and events to engage artists and community members in creating temporary events and testing out concepts as a part of ground truthing and building support. There a number of public art master plans, active public art programs and technical resources to consult and examine should Appleton decide to move forward in growing its interest in public art into a formal program. A few of these include:

1. The City of Minneapolis's Public Art Policies and Procedures: http://www.ci.minneapolis.mn.us/www/groups/public/@cped/documents/webcontent/wcms1p-087293.pdf
2. The City of Madison, WI Public Art Program: http://www.cityofmadison.com/dpced/planning/public-art/1593
3. Public Art St. Paul: http://publicartstpaul.org/about/
4. Forecast Public Art: http://forecastpublicart.org/
5. Grand Forks, ND Arts and Culture Master Plan: http://www.grandforksgov.cm/home/showdocument?id=9834
6. Louisville, KY Public Art Master Plan: http://creativetime.org/programs/archive/2010/louisville/louisvillemasterplan.pdf

Recommendations pertaining to downtown creative culture and public art are presented in Section 6 of this report under the Tourism/Arts/Entertainment Initiative. The recommendations presented go beyond a strict focus on physical public art which was the focus of this analysis. A key strategy identified is development of a citywide Arts and Culture Plan.

Downtown Forces and Issues Diagram

As part of the existing conditions analysis a summary forces and issues diagram illustrating key opportunities and constraints pertaining to downtown was prepared. The diagram was used to provide direction for the May 16-18 design workshop.



Section 3: Community and Stakeholder Engagement

This section of the report summarizes key issues identified by the general public as well as a variety of individuals and groups which participated in the planning process. Based on the public input received, as well as an analysis of existing conditions and discussion with the Downtown Sub-Committee, a vision statement and guiding principles were developed to guide plan development and implementation. A longer Summary of Community and Stakeholder Engagement results is provided in the Appendices.

Participation Methods

The foundation for developing the Comprehensive Plan, including Chapter 14, is grounded in the insights provided by the City's residents, as well as those who work and make investments in the community. Understanding how people perceive the City, as well as their hopes and concerns for the future, guide the development of an overall vision for the area. A robust public participation and stakeholder engagement process which generated over 2,000 unique comments and directly engaged over 1,500 people was used to inform the plan. Key issues and priorities were identified based on the results of the following activities:

- **Issues and Opportunities Community Workshops (March 14th, 16th)**

  Two community workshops were held to formally introduce the project and provide participants an opportunity to share views in greater detail. Small groups of participants engaged in discussions concerning issues, opportunities and their vision for the City of Appleton.

- **Appleton Downtown, Incorporated Annual Banquet**

  The consultant team prepared a hands on mapping activity which was on display at the March 15th 2016 ADI annual banquet. Participants had the opportunity to chat informally with several members of the project team. Ideas were shared verbally, on sticky notes, and using formatted land use game pieces depicting different types of downtown development.

- **Downtown Design Charrette (May 16th-18th)**

  A three day design workshop was conducted as a means of engaging key stakeholders and the broader public in focused design-based discussions and exercises to develop consensus around key land use, circulation, place-making, and redevelopment opportunities in the downtown study area and adjacent areas including the Fox River. The workshop included both a walking tour and bicycle tour of downtown and the Fox River.

- **Community Survey**

  The purpose of the survey was to obtain a broad level of citizen input regarding community-wide and downtown issues and opportunities.



Figure 20 Participants share ideas at May 16th Downtown Design Charrette

- **Interactive Website**

  Using an interactive website, the project team provided opportunities for 24-7 public input. The website was also used to communicate project status, post draft work products, and solicit input on alternatives.

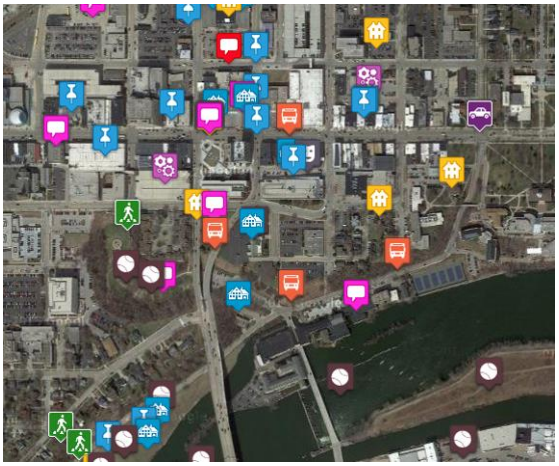


Figure 21 Thousands of individual comments were collected on-line and through a community survey.

- **Focus Groups and Key Stakeholder Interviews**

  The project team met with key downtown stakeholders and city officials to discuss the current state of the downtown and issues and opportunities looking ahead. These sessions were conducted as small focus groups and individual interviews. key property and business owners including representatives of the development “delivery system” such as public officials, financiers, developers, property owners, brokers, institutional leaders and others in a round table (focus group) format. The purpose of these discussions was for the team to understand opportunities and constraints to investment in the downtown from the unique perspectives of these individuals and organizations.

- **Focus Groups and Interviews – Arts, History, Culture and Sustainability**

  The project team conducted two focus group meetings with key arts and culture, sustainability and historic preservation community leaders. The purpose of these discussions was to better understand opportunities and constraints to investment in the study area from the unique perspectives of these individuals and organizations.

- **Neighborhood Meetings**

  In order to solicit input from neighborhood leaders and residents in and around the downtown study area City staff conducted a meeting in the box exercise with community leaders at the 2016 neighborhood academy training in April. The consultant team also presented an overview of the comprehensive plan update project to the neighborhood academy in May 2016, followed by discussion of key issues and opportunities related to neighborhood issues.

- **Meeting in a Box**

  The consultant team prepared a stand-alone public input activity called ‘Meeting in a Box’, which allowed to individual groups to brainstorm ideas for Appleton’s future.

- **Comprehensive Plan Steering Committee Meetings (CPSC)**

  The CPSC oversaw the project and met monthly (10 times). While the CPSC’s purview included updating multiple elements of the City’s Comprehensive Plan, the committee discussed the Downtown Plan element at two of its meetings.

- **Downtown Plan Sub-Committee**

  The Downtown Plan Sub-Committee met seven times during Plan development to help guide the process and review and comment on draft concepts. Final Plan recommendations from the Downtown Plan Sub-Committee were recommended for approval to the CPSC.

- **Appleton Parks and Recreation Committee**

  The Parks and Recreation Committee met once to review and comment on draft concepts related to downtown and near downtown parks and recreational facilities.

- **Draft Plan House**

  An open house was conducted to review and comment on the draft updated Comprehensive Plan and Downtown Plan with community members.

- **Final Plan Open House**

  An open house was conducted to review and comment on the draft updated Comprehensive Plan and Downtown Plan with community members.

Summary of Key Issues Impacting Downtown Appleton

Short summaries of the following key issues impacting downtown are provided below, based on the community engagement activities outlined above:

Housing

- A variety of different types of housing products (both market and affordable) should be introduced downtown including row houses, pocket neighborhoods, and mid to higher density apartments.
- There is strong interest in maintaining healthy neighborhoods in and adjacent to downtown, including through home repair programs and encouraging more home ownership.
- Housing in fill should be looked at in the context of mixed use including potential public uses.
- Many of the second story units above retail on College Avenue are ripe for housing

Transportation, Walkability

- The mobility study identified several issues:
  - Lack of pedestrian/bike accommodation on streets leading into and out of downtown
  - Stoplights which can be removed north of College Avenue to improve traffic flow.
  - Northbound routing is very confusing for drivers heading across Oneida Street into downtown.
- Increased traffic on main roadways, such as Memorial Drive and Oneida Street, are of concern to community members.
- Connecting the existing trails and bike lanes along the river and to downtown.
- The impact of the train on surrounding neighborhoods is a concern to residents.

Parking

- Future parking structures should be mixed use.
- Related to ease of payment, parking should not be majority coin operated meters, only one attendant in one ramp, some retailers think parking perception keeps people away.
- There is not enough parking available downtown and future options should consider mixed-use facilities to maximize development opportunities.
- Parking was mentioned repeatedly as a challenge. Some retailers believe the difficulty/lack-of-convenience around parking keeps people away. They believe new signage would be helpful. The also recommend change machines, credit card payment options, and attendants in ramps who can process payments and give change.

Grocery Store

- A grocery store should be considered for downtown to provide residents and office workers a convenient option for daily needs. Many residents also recognize there is not sufficient residential density to support a mid to larger format grocer.

Library

- A renovated or new library should be centrally located downtown. A public library is an anchor institution whose success will enhance the overall liveability of downtown. The library is also a major traffic generator for downtown, and therefore a key economic asset. It attracts 400,000 to 500,000 visitors per year, many of whom patronize local downtown businesses in conjunction with their trip.

Development & Business Climate

- Concern over distressed TID #3 and potential lack of possible incentives for larger scale redevelopment.
- Faster elimination of condemned/non-occupied properties and quicker repairs to declining infrastructure could assist in attracting new businesses to the City.
- RiverHeath has been a great example of potential development at the river front for multi-use facilities.
- Downtown is on the cusp of greatness. Other organizations can exist in their own world but would like to collaborate more with the City on all levels, including innovation/entrepreneurship.

Security

- Several people feel security is an issue for shoppers, patrons, visitors as well as shop owners/operators.

Organization and Marketing

- People are excited about the future of downtown Appleton and feel it is heading in the right direction.
- Business owners and visitors the work ADI is doing related to events, involvement of various shops and working relationship with City.
- Business operators who have been in business for a significant number of years like the way programming has drawn more people into the downtown but not necessarily during their operating hours.

- There is concern about the lack of attraction of more retail where service related businesses or office uses fill retail spaces.
- Retailers love Appleton and love downtown but say it's missing a grocery store and department store.
- The retail environment in general has changed due to the growth of online shopping.

Richmond and College Avenue Area

- The physical entrance to downtown and north/south connections leave a poor impression on visitors arriving from the west, north, and south.

West College Entertainment Area

- The existing amount of bars on College Avenue causes concern for community members because they would like to see a greater variety of specialty restaurants and coffee shops mixed into the layout of Downtown.

Creative Culture and Public Art

- There is strong support for continuing to support a wide variety of both informal and formal entertainment and arts/cultural programs and activities and installations downtown.
- There is an opportunity to do a better job connecting the resources and success of the PAC with the broader arts/culture/music community to make both stronger.
- There is a lack of cultural diversity represented when it comes to planning and delivering culture and arts programming downtown.
- Embrace "the weird" aspects of downtown. For example, the walking tours conducted through the History Museum are very popular. More efforts such as these help people think more creatively about what downtown is and can be in the future. Strive to create other funky, creative activities and events downtown.

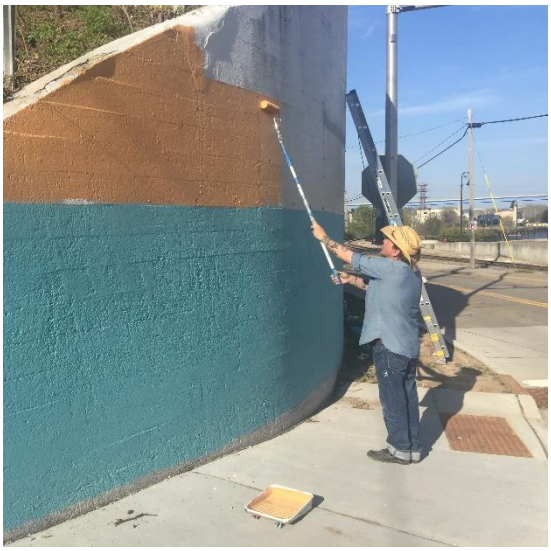


Figure 22 Chad Brady prepares wall for mural installation on Water Street

River, Connectivity, Trails, Parks

- The riverfront is an underdeveloped attraction that could benefit from an improved trail system surrounding the waterways.
- The Ellen Kort Peace Park should be designed for passive recreational, wildlife watching, nature based activities. Also an opportunity to celebrate cultural diversity.
- Dogs should be allowed in parks. A dog park should be located in or near downtown.
- A Riverwalk should be extended along the Fox River.

Diversity

- Pro-actively embracing diversity and inclusion is critical to successful arts/culture scene.
- Diversity is becoming more and more central in terms of drawing and retaining diverse employee talent which businesses desire.

Senior Center

- The loss of the Thompson Community Center has created a demand for a new Community Center for the aging baby-boomer population.

Small Theater

- A small independent theater should go in downtown, for hosting films and live performances and creating alternative social gathering space.

North of College Avenue

- The area a few blocks north of downtown between Oneida and State Street is full of concrete surface parking or vacant lots. Many of these blocks seem like great locations for new urban housing. They are walking distance from downtown and could spur additional economic development in an area that now feels ugly and almost abandoned.
- Large swaths of parking make the northern portion of downtown very inhospitable.
- Work to recreate urban fabric and make policies that encourage redevelopment of land while working with current land owners.

City Center Plaza

- Enhancing the City Center Plaza is seen as an opportunity to support a more livable downtown. Incorporating a public market into the existing plaza or as part of the Washington Square redevelopment is seen as an opportunity to help activate the space and provide additional services to the growing number of downtown residents.

Fox Cities Exhibition Center & Tourism

- Leveraging the planned Fox Cities Exhibition Center will create multiple opportunities to strengthen the downtown and the overall visitor experience.

Maintenance

- As downtown continues to attract more residential, hospitality, and office uses maintenance and cleanliness will become more and more important.

Section 4: Downtown Development Concept

College Avenue, the Fox River, and Lawrence University are surrounded by walkable, pedestrian friendly neighborhoods with interesting shops, parks, places of worship, restaurants, and entertainment venues. Vibrant programming and the emergence of a highly creative and participatory environment for artistic expression and cultural celebration further add to downtown's livability.

This section of the report presents a downtown development concept which builds upon past accomplishments, including successful efforts to maintain a viable commercial district, support a diversified business climate, and develop an arts and entertainment niche. The primary focus of this plan is improving the overall livability of downtown, making the area more desirable for residential investment, which in turn will support additional retail and other commercial uses.

The plan is based upon the priorities identified through extensive public participation efforts, however it is also grounded in realistic market potentials. It builds off of current initiatives and downtown Appleton's unique assets. The following vision statement and guiding principles were developed by the Downtown Sub Committee with input from City staff, ADI and BID board members.

Downtown Vision Statement

The vision statement describes the desired future state of downtown. It reads:

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

Downtown Guiding Principles

As the City, ADI and its partners continue to plan and invest in downtown Appleton, they will embrace the following **guiding principles:**

1. Fully embrace and leverage the diverse arts, cultural, and educational assets of the community
2. Invest in the growth of downtown neighborhoods with diverse housing options and residential amenities
3. Increase connectivity, trails, and recreation opportunities between the downtown, the Fox River, and the region
4. Foster a culture of walking and biking
5. Promote quality development downtown and along the Fox River by embracing the region's industrial and natural heritage
6. Support diverse partnerships which make downtown more attractive for residents and visitors through: activities and events; public art and place making; on-going maintenance; and promotion and marketing
7. Create a safe, welcoming, inclusive and accessible downtown
8. Support downtown as an employment center for the region
9. Continue to support events and entertainment which draw visitors to Downtown Appleton

10. Create a destination Fox Cities Exhibition Center as a unique attraction and community asset
11. Support unique, independent businesses



Development Priorities

These items are the building blocks which are intended to help achieve the overall vision for downtown Appleton. They are development priorities based on the results of community input as well as the results of the downtown market analysis. It includes a description of retail, commercial, office, and housing needs.

- **Retail/Commercial Development**
  Results of the market study suggest limited near term potential for additional retail and commercial space within the downtown study area. As more residential units are added downtown, the demand for retail/commercial development will increase. In the meantime, the focus of retail/commercial development efforts should therefore be on strategically filling existing vacancies to leverage and expand upon downtown's strengths as a commercial location. A targeted list of desirable businesses was developed, as well as block level recommendations (Section 4).

- **City Center Plaza/Public Market**
  A key feature of the downtown redevelopment framework is the creation of a linear pedestrian friendly corridor more prominently linking the current library site to College Avenue. Through techniques such as wayfinding, special pavement treatments, and improvements to the northern entrance to City Center Plaza, this Plan anticipates incremental improvements which help visually open up the City Center Plaza and define a special route, or link, between College Avenue and Washington Street. This Plan also envisions creation of a year round public market, either as a stand-alone project, part of a redeveloped Washington Street Square, or incorporated into the existing City Center Plaza. Further analysis is required to determine feasibility of this idea.

- **Office Development**
  There is a significant amount of existing office space in downtown Appleton, 95% occupied, and it is anticipated that the demand for additional office space downtown will continue to grow. While areas closer to the river, including the bluff site south of E Lawrence Street, are likely to support a mix of uses including office, this Plan identifies several redevelopment sites suitable for office use north of College Avenue. Stimulating development north of College Avenue is an overall goal of this Plan. Office development, along with new housing development, are both seen as critical success factors for achieving that goal.

- **Residential Development**
  Residential development downtown is seen as critically important to the overall success of this Plan. Building off several recent, successful residential developments along the Fox River, this redevelopment framework identifies several potential sites for housing infill north of College Avenue. A summary of the demand by product type over the next five years is provided below:

  - **Rental Apartments**
    - 385 units, or 77 new units annually for the downtown study area.
    - Majority of all future market-rate rental units would carry rents exceeding $800 monthly.
    - Developments using Section 42 Housing Tax Credits can also provide quality housing stock at more modest rent levels. Data from the 2016 Project RUSH study concluded there is "a significant mismatch in our community in the

availability of affordable housing and the ability of individuals and families to pay for such housing."

- **Townhome/Condominiums**
  - 50 total units over the next five years for the downtown study area.
  - Likely highly concentrated at prices between $250,000 and $350,000.

- **Single Family**
  - 470 units over the next five years for the single family sector *citywide.*
  - However, given land supply and land price constraints, it is unlikely that the downtown core can support any concentrated development of single family homes.
  - In addition to new housing development, this Plan recognizes the importance of selectively rehabilitating existing housing stock as well. Housing and neighborhood revitalization strategies are explored in more depth within Chapter 5 of the City's Comprehensive Plan.

- **Hospitality Industry**
  Hospitality as defined in this report for the City of Appleton includes hotel, banquet, restaurant, bar, and other food or beverage related businesses. Downtown Appleton offers a significant variety of restaurants, night life, meeting venues, activities and hotel rooms to visitors and serves multiple market segments.

Community Priorities

These items are the quality of life and functional building blocks which are intended to help achieve the overall vision for downtown Appleton. They are priorities which are important ingredients for a successful downtown, including quality of life and functional enhancements. Underlying each of the priorities is the need to provide an environment which is inclusive and welcoming to people of all backgrounds, ages, and abilities.

- **Fox Cities Exhibition Center**
  Final design for construction of a 65,000 sq. ft. exhibition center adjacent to Jones Park in downtown Appleton is underway with the goal of reaching substantial completion of the project by late 2017. This new landmark addition to the downtown will strengthen downtown's hospitality industry by offering flexible event space, providing an outdoor plaza, and redefining Appleton's skyline, all of which will enhance downtown's image. By providing a destination south of College Avenue it will also play a critical role helping draw people down into Jones Park and south to the river.

- **Balanced Riverfront Revitalization**
  Community input sessions identified a clear desire to balance future riverfront development to preserve and expand public access to the river while also supporting additional retail, restaurants, public art and residential development. The mixed use industrial flats is emerging as a unique example of successfully balancing several different types of land uses in a constrained environment. It should be noted that all riverfront development has maintained public access to the water via trails and other amenities.

- **Appleton Public Library**
  Results of the community survey and public engagement activities indicate strong support for a new or remodeled library downtown. This plan envisions a new or remodeled library as part of a mixed used development downtown, either at the current location or elsewhere within the core downtown area.

- **Ellen Kort Peace Park**
  This newly designated park is envisioned as a place which celebrates cultural diversity and various forms of public art. There is also broad support for developing the park in a manner which embraces the ecology of the river and celebrates the area's rich history. The Jones Park framework plan designed as part of the May 16-18, 2016 Design Workshop incorporates the site, however it should be noted that a separate stand-alone planning effort will be required to develop a final conceptual plan for Ellen Kort Peace Park.

- **Jones Park**
  The Jones Park framework plan designed as part of the May 16-18 Design Workshop incorporates the current Jones Park site, however it should be noted that a separate stand along planning effort will be required to develop a final conceptual plan for Jones Park. The proposed plan envisions an amphitheater to support a variety of outdoor performances and events, while also providing opportunities for exercise, play, and informal activities. In November of 2016, the City Council approved the 2017 budget which includes $1.5 million for the redevelopment of Jones Park.

- **A Walkable Downtown**
  This plan calls for a variety of sidewalks, bike lanes, trails, and other pedestrian improvements identified in the 2016 Downtown Mobility Plan and the 2016 Trails Master Plan. This plan also identifies redevelopment opportunities and streetscape enhancements which will make downtown more walkable by providing more goods and services within walking distance of where people live.

- **Strong Downtown Neighborhoods**
  This plan supports the overall vision for a great urban neighborhood by identifying quality of life priorities such as more grocery options downtown, a dog park, an art house cinema, and the importance of maintaining a clean and safe environment. Residential in-fill and housing rehabilitation will contribute to downtown livability.

- **Traffic Flow Improvements**
  This plan supports the key findings from the 2016 Downtown Mobility Plan for converting Appleton Street and other downtown streets from 1-way to 2-way traffic to restore the street grid downtown and improve walkability.

- **Improved Parking**
  This plan supports the recommendations of the 2015 Downtown Appleton Parking Study. Furthermore, it identifies two redevelopment opportunities on the site of two parking ramps which are slated to come down within the next several years (Blue Ramp and YMCA Ramp).

- **Enhanced Streetscapes throughout Downtown**
  This plan identifies the importance of enhancing the public realm by creating a higher quality streetscape, one which enhances downtown walkability, provides venues for social interaction, supports economic development, and creates community identity.

- **Public Art & Creative Culture**
  This plan does not provide prescriptive site specific recommendations for incorporating public art in downtown Appleton. Instead it recommends a separate Arts and Culture Plan be developed and that dependable public and private funds be identified to support cultural and arts oriented events and projects citywide.

- **Lawrence University**
  Lawrence University occupies a large portion of the downtown study area, and contributes to a quality urban environment downtown. The Downtown Plan identifies several project opportunities which will require continued open communication with Lawrence University in order to refine and possibly implement, including development of trails along the Fox River in and adjacent to the Lawrence University campus. As part of the stakeholder engagement process the consultant team met with representatives from Lawrence University to discuss campus-related issues.

  Future trail plans for the downtown and riverfront were discussed. The University supports efforts to create an interconnected trail network along both sides of the Fox River, including a bike trail between Water Street (near the tennis courts) to the Drew Street Bridge. The trail would run along the existing alley which runs parallel to the river.

  The proposed residential/mixed use redevelopment concept for the Heid Music block was discussed. The site appears favorable for a mixed residential development which could also provide ground floor office/commercial space. The university is interested in starting this type of development on the parcel facing College Avenue; however, there is a need to maintain the current parking infrastructure. Longer term, if parking concerns were adequately addressed, the University might consider supporting a development on the north half of the block facing Washington Street.



Figure 23 Lawrence Memorial Chapel is used for a variety of campus and community events and celebrations

  The future use of the Lawrence Academy of Music building, 100 E Water Street, was discussed. As Jones Park is redeveloped in the future, the City may have an interest in acquiring the building. Currently, the University requires the space to support the Academy's programming. However, long-term the University would consider selling the building if it made financial sense and plans were in place to house the Lawrence Academy of music it an alternative location.

Downtown Development Plan

Several framework plans were developed to address the priorities described above and to organize Plan recommendations. The frameworks are intended to incorporate many, but not all, of the physical recommendations contained in this study. The policy related recommendations in this report, as well as the key physical recommendations, are addressed in Section 5: Initiatives.

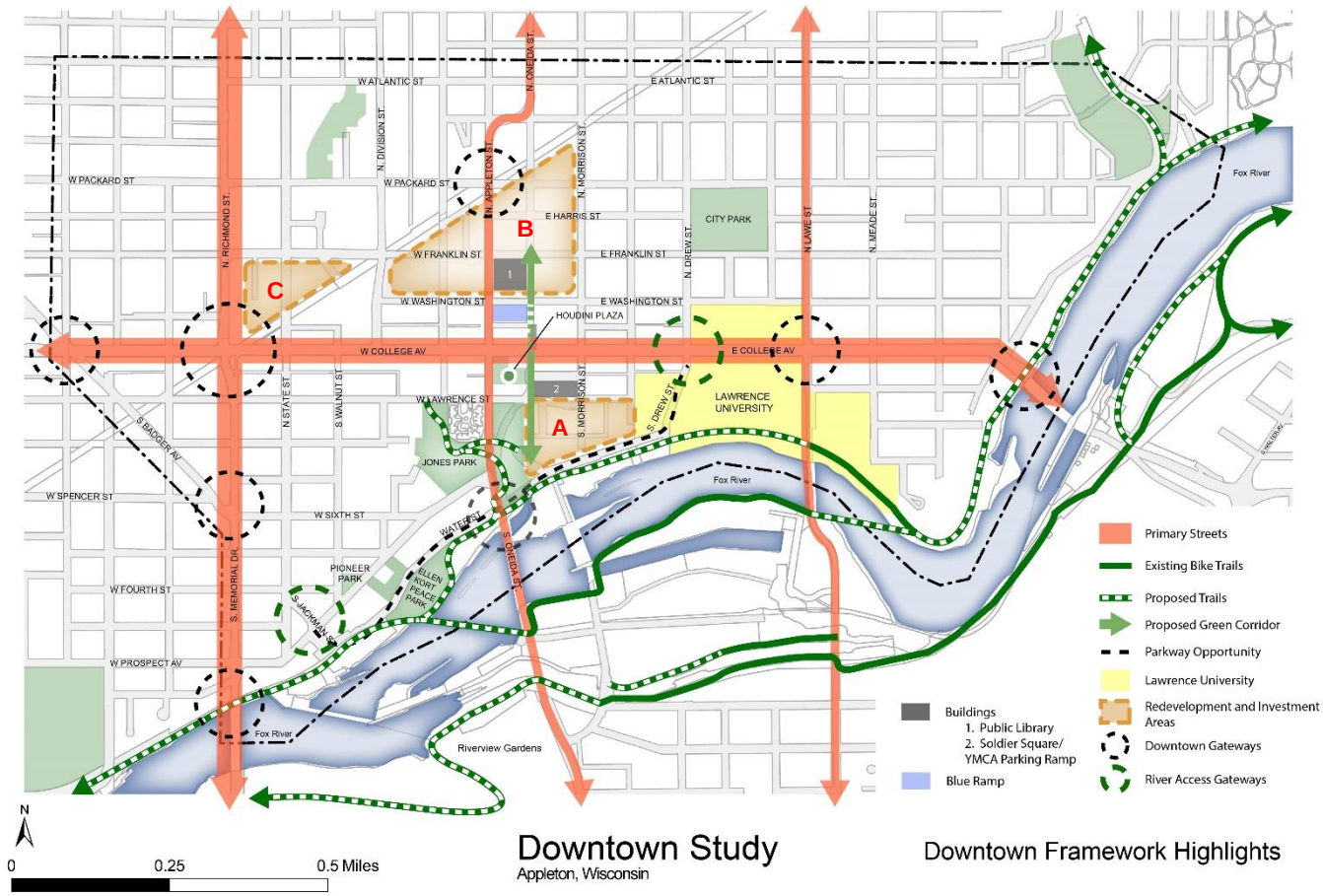
The frameworks include:

- Downtown Framework Highlights – a summary diagram which illustrates several of the key features from the other individual frameworks contained in the plan.
- Mobility Framework: Bike Lanes and Trails – a diagram which incorporates the findings from the 2016 Downtown Mobility Plan and the 2016 Appleton Trails Master Plan.
- Redevelopment Framework – a diagram showing proposed redevelopment projects within the study area.
- Street Type Framework – a diagram which presents a hierarchy of street types for downtown, each with an accompanying set of best practices to guide future streetscape enhancements.
- Access and River Connectivity Framework – a diagram summarizing key strategies for improving access and connectivity to the river from downtown.
- Jones Park Framework – a more detailed plan which focuses on enhancing access and connectivity to the river through a series of parks, trails, plazas, and pedestrian corridors.

Downtown Framework Highlights

The diagram is intended to underscore several overall Plan recommendations including:

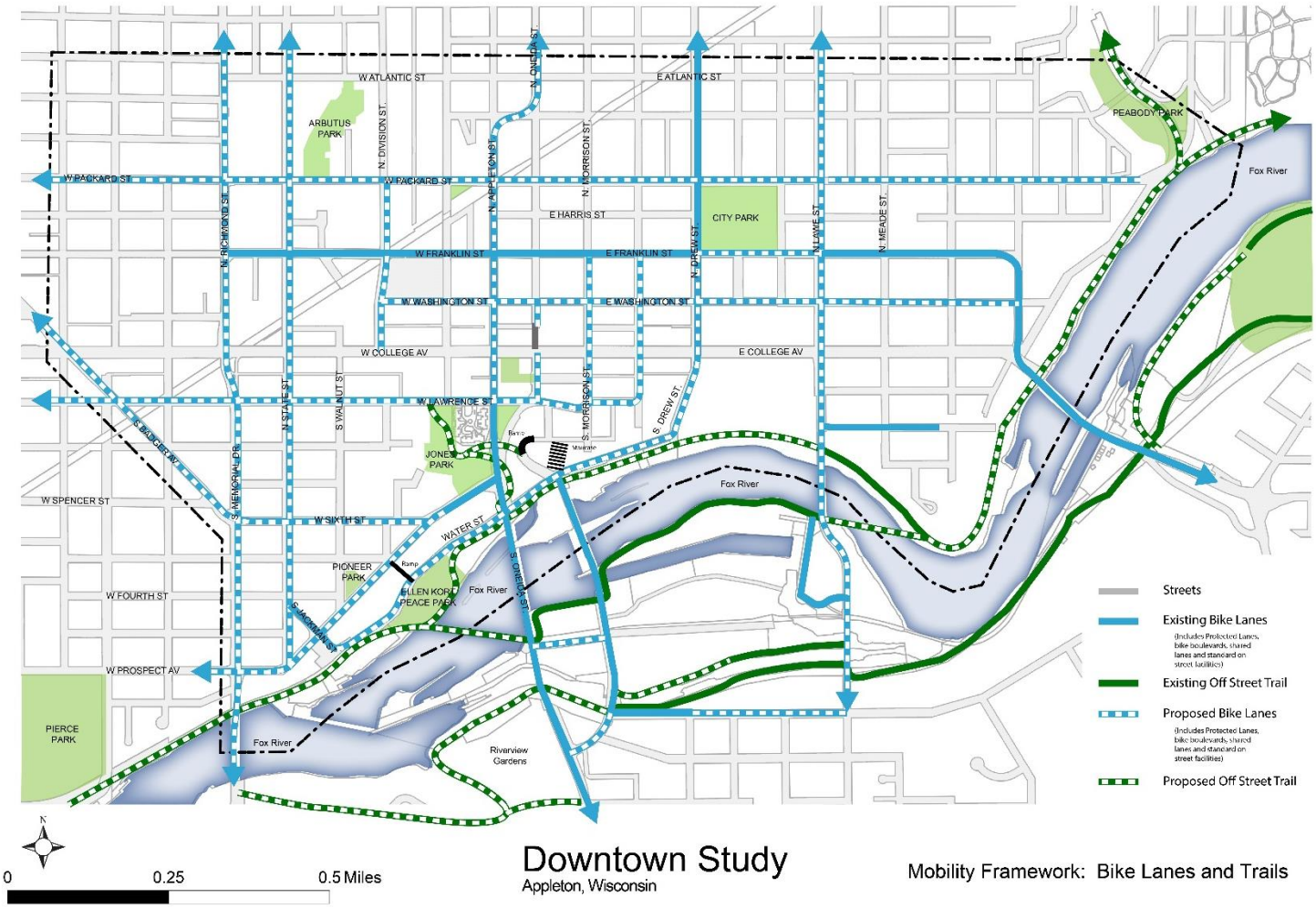
1. The establishment of a hierarchy of Downtown Street typologies, each with their own associated set of streetscape best practices.
2. Existing and proposed trails within and adjacent the study area, with the goal of creating uninterrupted continuous trails along both sides of the river through downtown.
3. A proposed pedestrian oriented corridor consisting of a series of pedestrian passages, sidewalks, ramps and staircases directly linking the neighborhoods north of College Avenue to the river, by way of City Center Plaza, and S. Oneida Street. Incorporated into a re-imagined year round public market inside City Center Plaza, as well as plans for redeveloping Soldier's Square and the bluff site, the corridor would combine to create a destination attraction and draw more residential development downtown.
4. The goal of redevelopment and investment in downtown Appleton within three large targeted zones shown on the diagram below:
   a. The bluff site (A);
   b. North of College Avenue (B) and;
   c. Between the railroad tracks and N. Richmond Street south of W Franklin Street (C).



Mobility Framework: Bike Lanes and Trails

The Mobility Framework: Bike Lane and Trails highlights the following recommendations:

1. Expansion of the existing bike lane network throughout the downtown study area, effectively linking downtown to the surrounding neighborhoods and beyond.
2. Expansion of the current trail network, to include new priority segments along both sides of the Fox River, creating a continuous, uninterrupted trail network along both sides of the river through the downtown.



Street Type Framework

The Street Type framework identifies the following street types within the downtown study area:

- Residential Streets
- Community Connectors (scattered commercial)
- Community Connectors (higher density development)
- Urban Core
- Opportunity Streets/Green Corridors

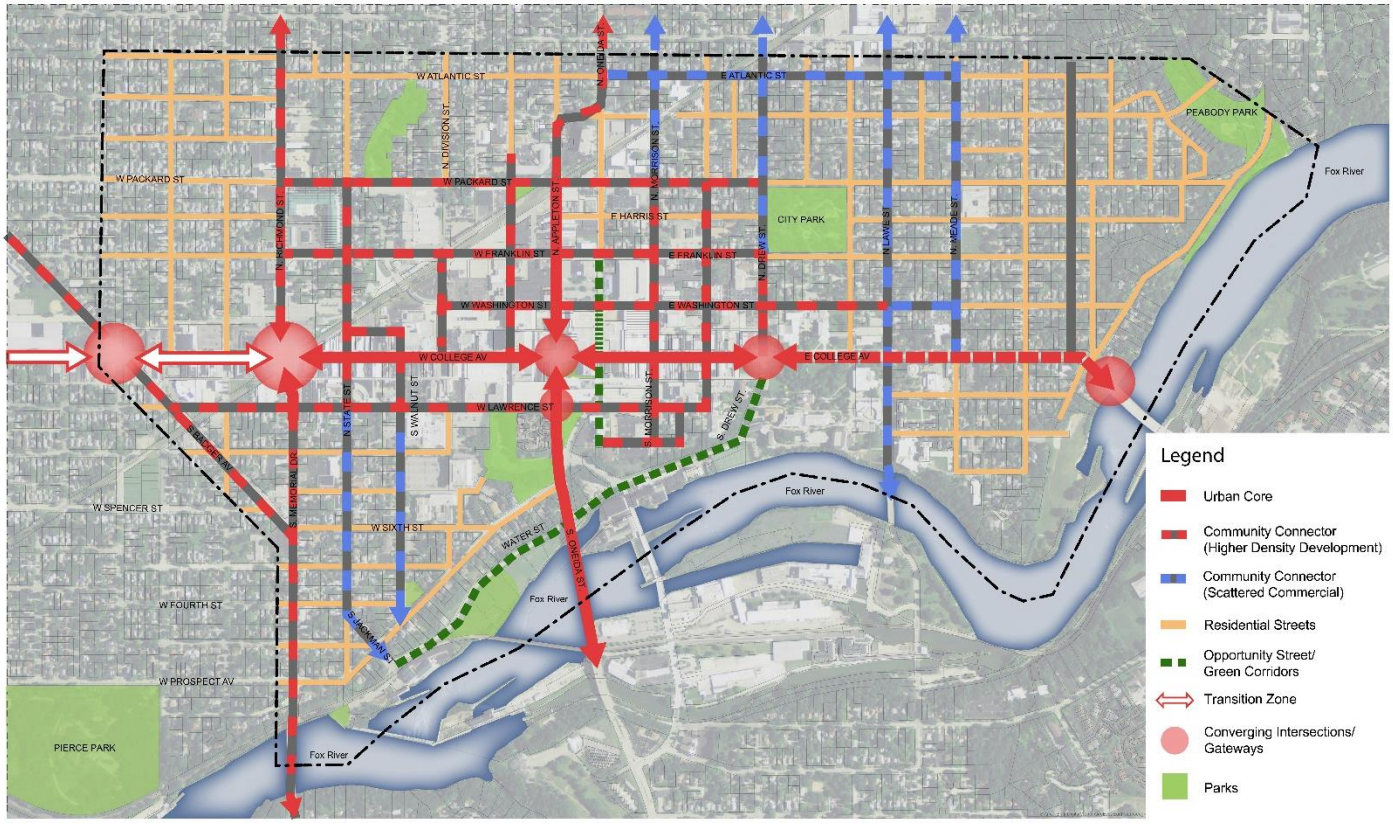


Figure 24 Street Type Framework

Residential streets are depicted with a solid orange line on the street type diagram. They carry primarily local traffic from within the neighborhood. Downtown Streets included in this category include most local streets throughout the neighborhoods adjacent to the downtown core.

Community connectors (scattered commercial) are depicted with a dashed blue/grey line on the street type diagram. They are located primarily within residential neighborhoods, but also front limited commercial development, often at key intersections. They connect downtown to external destinations throughout the City. They feature single or two story buildings, with sidewalks and some special amenities for demarcating a neighborhood commercial nodes.

Downtown streets in this category include:

- Lawe Street
- Meade Street
- State Street/Jackman Street
- S. Walnut Street
- N. Morrison Street

Community connectors (higher density development) are depicted with a red/grey dashed line on the street type diagram. They serve higher density development, including office, commercial, and mid to high density residential and are typically located adjacent to or very near the urban core. They connect pedestrians between the urban core, surrounding neighborhoods, University and riverfront.

Downtown streets in this category include:

- W. Packard Street and E. North Street
- E. and W. Franklin Street
- E. & W. Washington Street
- E. & W. Lawrence Street

Urban core streets are depicted with a Solid White/Solid Red/Dashed Red Line on the street type diagram.

Downtown Streets in this category include:

- College Avenue – shown in three different line styles to reflect the distinct character of the street environment within different zones.
- S. Oneida Street from the bridge to College Avenue, Appleton Street from College Avenue to Packard Street.

Opportunity Streets/Green Corridors
The street type framework identifies Water Street as an opportunity street and recommends special consideration be given to incorporating green elements and bike and pedestrian accommodation into future design and reconstruction.

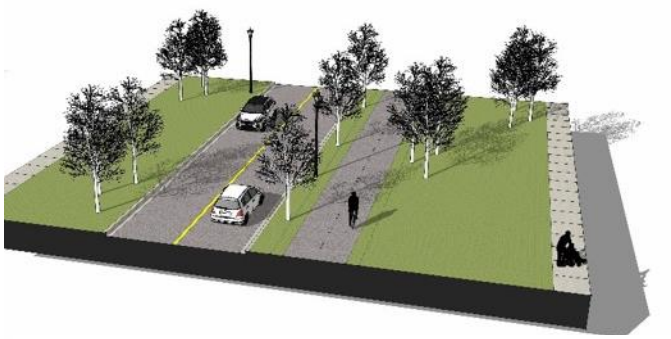


Figure 25 Conceptual cross-section of Water Street showing elevated sidepath adjacent roadway

The framework identifies another opportunity corridor extending from the intersection of N. Oneida Street and E. Washington Street through City Center Plaza, down S. Oneida Street, and ultimately connecting to the Fox River. This intent of this designation is to create a highly walkable, attractive corridor which provides a direct connection to the river from the heart of downtown.

Streetscape Typologies

The purpose of the streetscape typologies is to provide direction for future planning and design of Appleton's downtown streetscapes, in particular, the public frontages lying between building facades or front property lines and the curb line. These areas occupy a portion of the street right of way and include public sidewalks, planting areas or tree lawns (terraces), the curb line and streetside parking bay.

The streetscape typologies start to identify and illustrate the application of best practices which support a more walkable and livable downtown environment for residents and visitors alike, while encouraging private sector investment. While not a focus of this section, it is important to note that the design and appearance of the adjacent private property also impacts the pedestrian experience.

Residential Streets

Residential streetscapes are intended to promote the safety of pedestrians, enhance the value of people's homes, and provide a comfortable walking environment.

Streetscape Best Practices/Amenities:

A. 5' min. sidewalk widths, 6' where space allows
B. Sidewalk separated from curbline 3'-10' provides buffer from traffic; streets without parking bays require a wider strip to compensate for lack of protection afforded by parked cars
C. 5' wide tree lawn (4' min.)
D. Regular tree spacing (15' to 25' intervals depending upon species). Large tree canopies create a comfortable walking environment and contribute to the character and charm of the neighborhood
E. Pedestrian lighting – achieve a pedestrian scale lighting with fixtures at height between 12'-16'; spacing should be determined by desired photometrics



Example streets include the majority of residential streets in downtown Appleton outside the core downtown area.

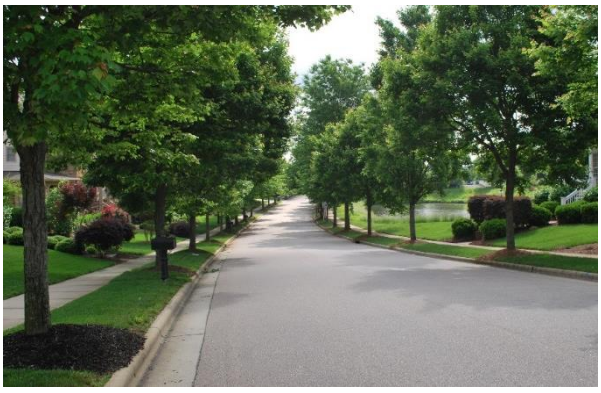


Figure 26 Example of well-designed and maintained residential streetscape

Community Connector (Scattered Commercial)

The streetscapes associated with community connectors (scattered commercial) are intended to function as transition zones from residential to more urbanized zones. At commercial nodes they contribute strongly to neighborhood identity, often becoming local hubs where neighbors meet and mingle en route to and from neighborhood serving businesses.



Streetscape Best Practices/Amenities:

A. 6‘ wide sidewalks
B. 5’ tree lawns (4’ min.)
C. Regular tree spacing (25’ to 35’ intervals depending on species)
D. Increased pedestrian lighting signaling transition to urban center
E. Neighborhood demarcation signage
F. Awnings on commercial buildings oriented to the street
G. Enhanced terraces, special lighting, bus stops at neighborhood commercial nodes
H. Occasional outdoor seating and bike racks at commercial nodes
I. Strategically located pedestrian/bike wayfinding signage
J. Pedestrian lighting – achieve a pedestrian scale lighting with fixtures at height between 12’-16’; spacing should be determined by desired photometrics



Community Connector (Higher Density Development)

The streetscapes associated with community connectors (higher density development) provide a wider mix of amenities than the more residentially focused streetscapes described above. They should be comfortable, safe, interesting places that encourage walking.

Streetscape Best Practices/Amenities:

A. Street furniture (benches, trash receptacles, covered transit stops) concentrated at transit stops, primary building entries, retail/mixed use destinations and restaurants
B. 7'-10' sidewalk with paved terrace up to storefronts
C. Sidewalk setback from street for improved pedestrian safety
D. 5' wide terrace
E. Regular tree spacing (15' to 25' intervals)
F. Limited pedestrian/bike wayfinding signage
G. Bike racks at key destinations/intersections
H. Places to sit
I. Covered transit stops
J. Public art
K. Pedestrian lighting – achieve a pedestrian scale lighting with fixtures at height between 12'-16'; spacing should be determined by desired photometrics



Figure 27 Community Connector Streetscape Illustration

Example Streets:

- Monroe Street, Madison, Wisconsin (not shown)
- Grand Avenue, St. Paul, Minnesota (not shown)



Figure 28 Streetscape in Linden Hills neighborhood, Minneapolis

Urban Core

Urban core streets maintain a high volume of pedestrian amenities such as seating, lighting, plantings, and bicycle infrastructure. Over time, as business, social and traffic conditions evolve, these types of streets should be re-evaluated for enhancements or renovation.

The Urban Core streetscape is your idealistic “Main” street. Sidewalks are wide with additional event space areas. In Appleton, College Avenue between Badger Avenue and Drew Street is a perfect example of an urban core street. College Avenue east of Drew Street reflects a more suburban campus and residential character.



Figure 29 Urban Core Streetscape Illustration

Best Practices/Amenities:

A. Regular tree spacing (15’ to 25’ intervals). Canopy starting at 15’ above ground
B. Street trees in linear planter areas or in tree wells with tree grates
C. 10-12’ sidewalk
D. Regularly spaced street furniture including benches, waste receptacles
E. Flowers/special plantings
F. Pedestrian/bike wayfinding signage
G. Bollards at key locations for pedestrian safety, and to manage flexibility in programming and use
H. Interactive information features, informational kiosks
I. Historical interpretation
J. Green infrastructure features such as trees, permeable paving, and linear subsurface filtration planters, etc.
K. Integrated public art/streetscape furnishings
L. Freestanding public art installations
M. Covered transit stops
N. Pedestrian lighting – achieve a pedestrian scale lighting with fixtures at height between 12’-16’; spacing should be determined by desired photometrics
O. Outdoor dining – should be created through the use of movable furnishings and flexible enclosures. Placement of outdoor dining should accommodate pedestrian walking zone with a minimum of 5’ clearance
P. Tables/chairs – the placement and mix of fixed and movable furniture should be balanced to maximize the ability to provide an optimal environment for programming and socializing

Example Streets:

- Michigan Avenue, Chicago, Illinois (not shown)
- Wisconsin Avenue, Milwaukee, Wisconsin (not shown)

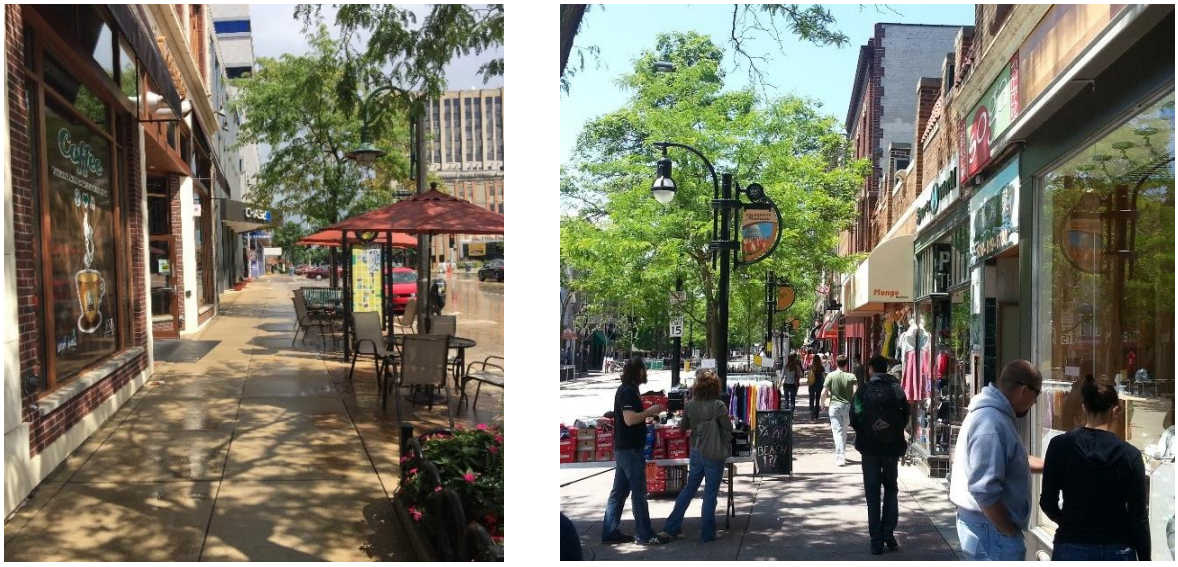


Figure 30 High quality streetscapes (College Avenue, left, State Street, Madison, Wisconsin, right)

Green Infrastructure (or Low Impact Development)

The lack of greenery on streets and alleys and excessive surface parking downtown were identified as areas of concern during the planning process. According to the Environmental Protection Agency (EPA), green streets and alleys are created by integrating green infrastructure elements into their design to store, infiltrate, and evapotranspire stormwater. Permeable pavement, bioswales, planter boxes, and trees are among the elements that can be woven into street or alley design

Managing stormwater through the incorporation of green infrastructure also provides an opportunity to create more interesting and comfortable walking environments. Every street reconstruction provides an opportunity to assess the *potential* for incorporating green infrastructure, however it does not always make sense to do so.





SECTION: TYPICAL CURB EXTENSION / BUMP-OUT

Figure 31 Green infrastructure precedent photo and diagram

Access and River Connectivity Framework

Appleton, like many other cities, is in the process of reorienting its face back to the water. Several current and anticipated projects will provide residents and visitors greater access to the Fox River. Collectively these projects will link downtown, surrounding neighborhoods, and the broader community to a variety of ecological, historical, cultural, recreational, and hospitality destinations along the Fox River.

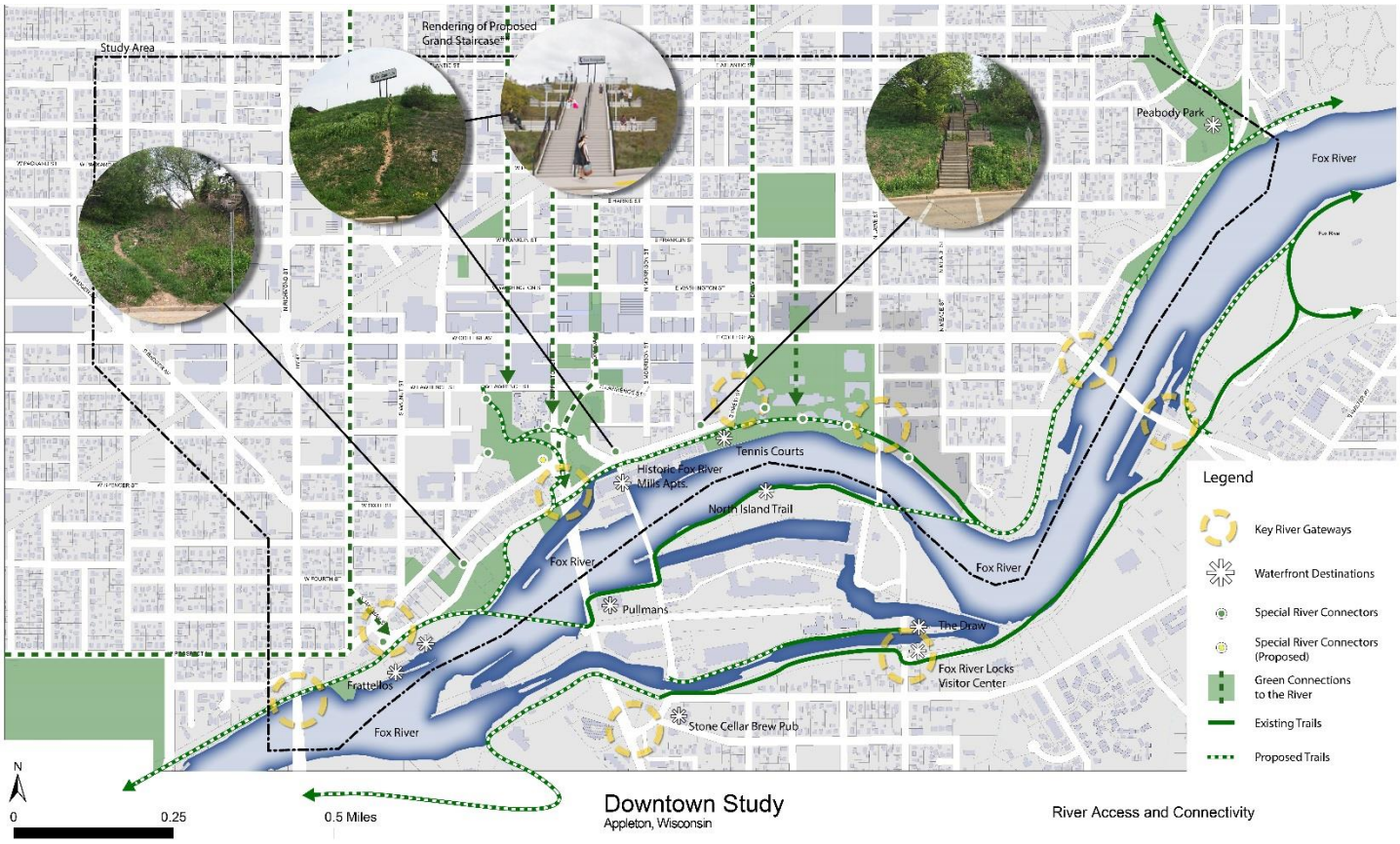


Figure 33 River Access and Connectivity Framework

Key elements include:

1. **Green Connections to the River.** These represent primary bicycle and pedestrian paths which would connect downtown destinations and adjacent neighborhoods, including proposed residential areas north of College Avenue, to the Fox River. The framework diagram shows these paths also connecting existing and potential open space and parks.



Figure 34 Jackman Street at W. Water Street. Public art, tasteful lighting, quality materials, landscaping, and easy access combine to create a memorable experience for visitors to the Fox River

2. **A continuous trail network along both sides of the Fox River.** Currently required, and as additional development occurs along the Fox River it is important to maintain public access to the water. The proposed trail network, when combined with on-street bike lanes, creates a series of loops connecting downtown, adjacent neighborhoods, and the river. The trail system would extend from Lutz Park to Vulcan Heritage Park across two train trestles through the Foremost site to Peabody Park. A continuous trail on the southern side of the Fox River would extend from Riverview Gardens to Newberry trail to Telulah Park.

3. **Key River Gateways.** Major river gateways are defined through purposeful use of public art, lighting, landscaping, and other treatments. For example, previous plans identified the potential for a pair of bridge houses at the north terminus of the skyline bridge. More recently, the City, ADI, and private businesses have created a compelling river gateway at the corner of Jackman Street and W. Water Street through a combination of flower plantings, murals, an off street trail, pedestrian walkway, and high quality lighting.

4. **Special Pedestrian Connections.** Special pedestrian connections include existing staircases, as well as proposed connectors.

During the May 16-18, 2016 Design Workshop the consultant team explored the idea of physically linking the heart of downtown Appleton to the Fox River utilizing the concept of a two pronged green corridor. This idea is reflected in the framework above.

The corridor would extend from Ellen Kort Peace Park east along the Fox River before heading in a northeast direction through Rocky Bleier Run into Jones Park. Beneath the current Oneida Street Bridge the corridor would branch in two directions. One branch would continue into Jones Park ultimately connecting to the new Fox Cities Exhibition Center, across E Lawrence Street up S. Superior Street to College Avenue and the Radisson Paper Valley Hotel. The second branch would head north from beneath (and just east of) the Oneida Street bridge, connecting to the proposed Soldier's Square Redevelopment site (YMCA ramp), then extending along S. Oneida Street through the City Center Plaza to the site of the current library.

A third major prong connecting downtown neighborhoods to the river exists from City Park through Lawrence University, down to the Fox River via a combination of designated pedestrian crossings and passages, green spaces, and staircases. It provides an excellent example for replicating elsewhere in the downtown.

Jones Park Framework

The concept of a two-pronged green corridor linking downtown Appleton to the Fox River was further refined through a conceptual design for Ellen Kort Peace Park, Jones Park, and the Houdini Plaza/Soldier Square area. The framework links downtown's current and proposed public spaces in a holistic manner. The concept design is intended to inform, not replace, future master planning efforts for both parks. The design is based on citizen input at the May 16-18, 2016 Design Workshop, as well as a review of past and current plans for the area.

Key objectives of the framework include:

- Creating linkages from the Fox River into downtown, including through streetscape enhancements on S. Morrison Street.
- Connecting to the adjacent neighborhoods, including through new connections to W. Prospect Avenue.
- Providing spaces for cultural and educational activities, including a performance amphitheater within Jones Park.
- Embracing the Fox River as an ecological asset, including a variety of ecological enhancement demonstration areas.
- Stimulating private development opportunities, through an expanded trail network and Riverwalk in front of the Atlas Mill Building.



Figure 35 Jones Park Framework

Many ideas for enhancing river access and programming were identified through a variety of community engagement activities described earlier in this report. A few of the ideas which came up repeatedly are illustrated through the use of precedent images below. They include:

- A riverwalk in front of the Atlas Mill Building
- A gathering place on the river
- A slide, funicular, or other “folly” which could link uplands north of the Fox River down to the river in a fun, playful manner
- Environmental and historical interpretation

- LED lighting of bridges, trails, and other structures along the river
- A variety of boardwalks and piers which allow visitors to touch the water



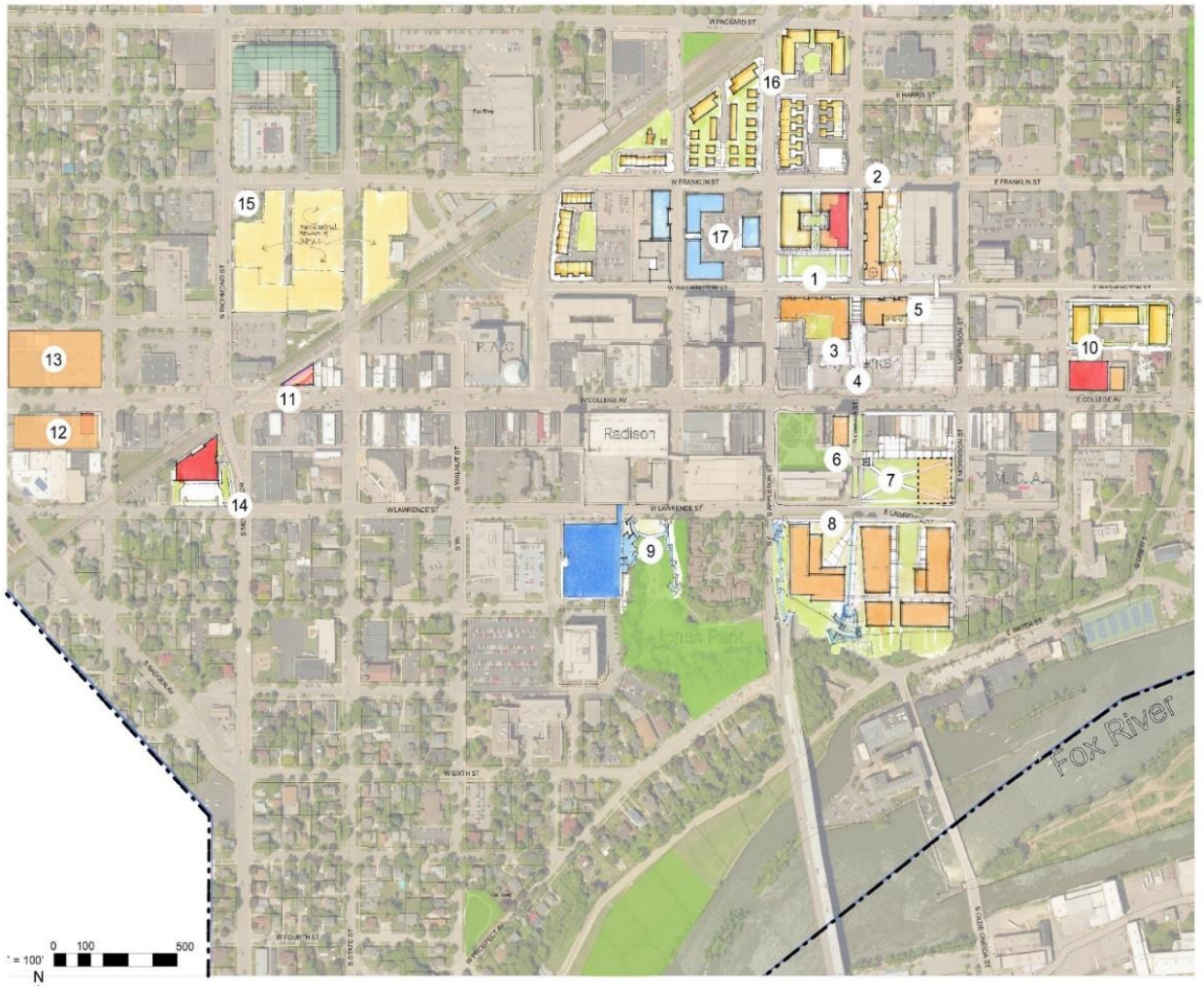









Figure 36 Fox River related precedent images used during the May 2016 Downtown Design Workshop



- Commercial (Shops, Dining, Services)
- Mixed Use (Office, Commercial, Residential)
- Residential (Staked Flats, Row Houses, Cottage Homes)
- Professional Office
- Public/Institutional

1. Redevelopment of library site into mixed use
2. New mixed use transit center w/ green roof
3. Commercial, residential, parking, mixed use
4. Renovate City Center market arcade
5. Residential stacked flats w/ rooftop deck
6. Residential conversion of upper floors in Zuelke Bldg.
7. Soldiers Square See Comp Plan Amend #3-22 Pages 318-319
8. Mixed use public, office, residential and parking
9. Expo Center w/ elevator access to Jones Park
10. Expanded Heid Music & adjacent mixed use residential
11. Conversion to artist studios and gateway enhancement
12. Building Rehabilitation
13. Former Thompson Center Rehab
14. Commercial Redevelopment
15. Residential Rehab and Infill
16. Mix of new Infill Housing Types
17. Professional Office

Downtown Study

Appleton, Wisconsin

Redevelopment Framework

SEH

Redevelopment Framework

Downtown Appleton's strong retail and office environments, thriving arts and entertainment scene, and proximity to the Fox River, all make the area desirable for building rehabilitation and new development. Seventeen key development sites throughout the downtown area were identified during the planning process. A key feature of this plan is a deliberate shaping of the City with a focus on stimulating development north of College Avenue, where large areas of surface parking currently exist. Rehabilitating existing and adding new housing downtown is also identified as a priority.

Opportunity Sites (Listed in no particular order)

1. **Existing Library Site**

   This site, north of E. Washington Street between N. Appleton Street and N. Oneida Street, is the site of the current library. The library occupies the northern half of the block, while the southern half of the block is surface parking. The site's close proximity to City Center Plaza, City Hall, and College Avenue make it a high priority location for future development north of College Avenue. If the library were to leave this site (or stay) the development concept envisioned is a three to five story mixed use development including a combination of office, commercial, and residential uses. Potentially, current on-site library parking would need to be accommodated on-street and in the Yellow Ramp.

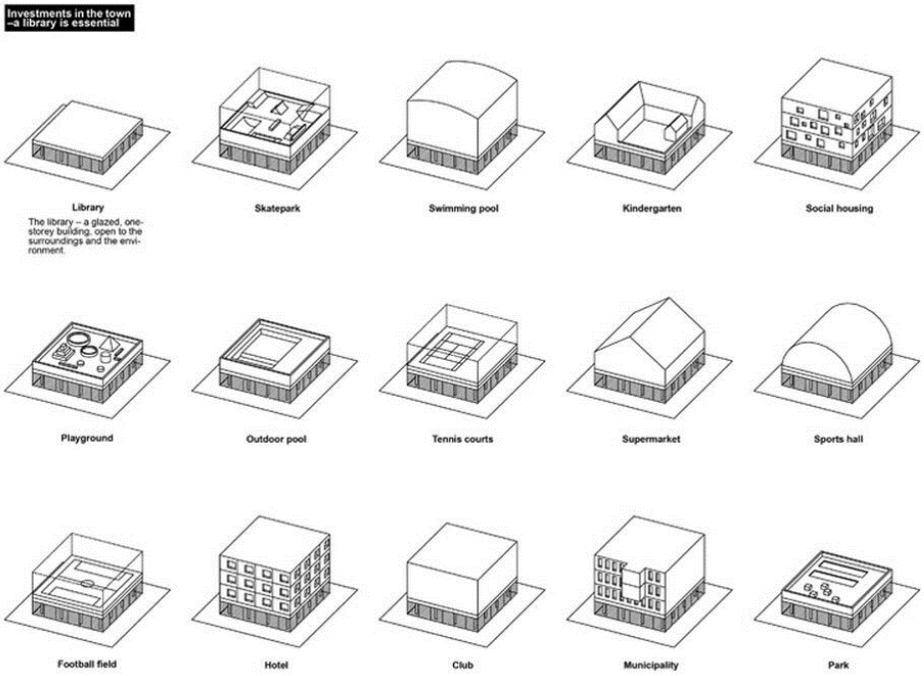


Figure 37 Libraries can be incorporated into a building which incorporates a variety of uses. The Kaukauna Public Library recently moved into a historic, mixed use building which includes professional office space.

2. **Transit Center**

The current transit center site, located between the library and the Yellow Ramp, is also strategically located near a number of key destinations downtown. The concept envisioned for this site is a vertical mixed use building which would maintain the transit center as the primary use on the first floor of the building. The additional 3-4 stories of development over the transit center would include a mix of office and commercial uses. Sound is mitigated by a green deck over the bus loading area and through the use of green screens on the existing parking deck.

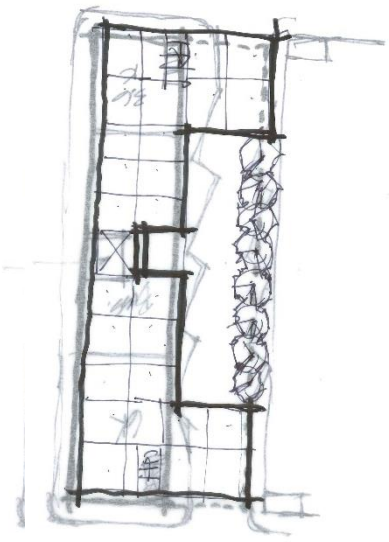


Figure 38 Birds eye view of mixed use redevelopment with green roof on top of existing transit center

3. **The Blue Ramp**

The Blue Ramp parking garage is anticipated to come down by 2019, according to the 2015 Downtown Parking Study. The site is located just south of the library, and adjacent to City Center Plaza. The proposed concept is for a 5-6 story development which would include a mix of office, residential, and ground floor commercial uses that address the green space of the library adding vitality to the street and capitalizing on the investments being made in the area providing a long term value for the community. The perspective drawing below is from the Transit Center and shows a conceptual redevelopment option for the Blue Ramp (right) and Washington Square (left), with City Center Plaza taking on a public market character through targeted renovations.



Figure 39 Sketch from May Design Workshop showing new mixed use development concept where Blue Ramp currently exists. View is from transit center looking south.

4. **City Center Plaza**

The City Center Plaza has succeeded where other downtown enclosed malls have failed. The current facility has a diverse mix of tenants including a significant number of office professionals, as well as hosting a winter farmer's market. This conceptual plan envisions enhancements to the existing building which would create a unique pedestrian environment within portions of the first floor of the existing structure, especially along the north-south corridor of the building which connects College Avenue to the current library site and Transit Center. The conceptual vision involves increasing the transparency of the structure to promote the visual connectivity to the street and to permit the activity to "spill out" to the streets and engage pedestrians. The planning process identified strong support for a public market concept, which would create another year-round attraction in the heart of downtown.



Figure 40 Milwaukee's Public Market provides a year-round destination for downtown office workers and visitors to the Historic Third Ward neighborhood. The City Center Plaza, which already hosts a successful winter farm market, might benefit from interior renovations designed to create a public market atmosphere. The public market concept could also be explored in conjunction with redevelopment of Washington Square.

5. **Washington Square**

This site is located directly north of City Center Plaza along E. Washington Street across the street from the Transit Center. This conceptual plan envisions a 4-5 story residential apartment development with a rooftop deck and first floor retail or office. By placing new buildings close to street edge, it would create a strong urban/dense pedestrian scale, promoting street level activity. A redesign of the back entrance to City Center Plaza would help bring interior activity outside, create a place for public events and markets while also drawing people into the pedestrian mall. The perspective drawing below is from the current library site and shows redevelopment of the Blue Ramp (right) and Washington

Square (left), with City Center Plaza taking on a public market character through targeted renovations.



Figure 41 Perspective from site of current Appleton Public Library looking south toward back side of City Center Plaza

6. **Zuelke Building**

   The historic Zuelke building, completed in 1931, provides commercial office and retail space. At 12 stories, it provides exceptional views of the surrounding City and landscape. Its location in the heart of downtown Appleton is desirable from a residential standpoint. This conceptual plan envisions converting the upper floors of the building into residential uses, however it is recognized that several developers have completed due diligence on renovating the building to residential and have discovered significant cost and construction challenges. Therefore, converting the building to residential may require some degree of public investment and the use of Historic Tax Credits in order to be financially viable.

7. **Soldier's Square/YMCA Parking Ramp**

   The right of way (ROW) known as Solider Square houses the historic civil war monument dedicated in 1911. This bronze and granite sculpture is currently undergoing much needed maintenance and restoration.

   A philanthropic public-private partnership to restore the monument (public) and raise funds to undertake the expansion of a flexible outdoor pedestrian zone (private) that would include:

   - An extended pedestrian area around the civil war monument, including benches, reflection area, informative plaques, etc.

- Maintain street parking to support a variety of businesses and public ingress/egress to area.
- Encourage sustainable elements.
- Environment support small group gatherings, place making and increase vibrancy.

The YMCA Parking Ramp is being replaced with a new parking ramp.

Figure 42 Deleted per Comprehensive Plan Amendment #3-22.

The Soldier's Square concept would be designed in a flexible manner to accommodate a mix of daily, weekly, seasonal, and special event uses. For example, the use of retractable bollards at both entrances to S. Oneida Street and Soldier's Square would allow for multiple configurations of pedestrian-only space two of which are described below.



Figure 43 Perspective looking west down Soldier's Square toward Zuelke Building

- A two square block pedestrian zone between College Avenue and E. Lawrence Street, bounded by Appleton Street to the west and Morrison Street to the east. Such a configuration, which would include Houdini Plaza, could support larger downtown events such as the farmer's market, music festivals, art festivals, and night markets.

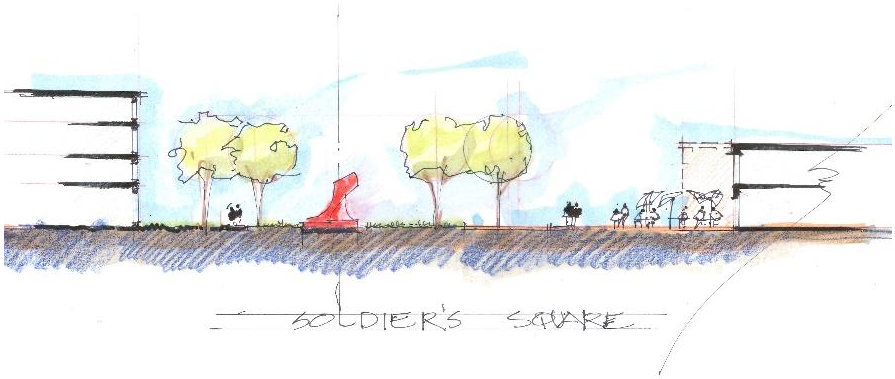


Figure 45 Cross section view of Soldier's Square with conversion of portion of YMCA ramp into park plaza featuring public sculpture

- Two pedestrian zones separated by S. Oneida Street which would remain open to traffic. Such a configuration would support two distinct events or programs, if heavy foot traffic between both locations was not a concern.



Figure 44 Retractable bollards and textured concrete help define temporary pedestrian zones

8. **Bluff Site**
   The bluff site is identified as a desirable redevelopment site, which could include a mix of public, office, residential, and/or parking uses.

9. **Fox Cities Exhibition Center**
   Final design for the 65,000 sq. ft. Fox Cities Exhibition Center is underway with a goal of reaching substantial completion by fall 2017. This Plan recognizes the role the Center will play in maintaining and strengthening the economic vibrancy of downtown with an anticipated economic impact of $6.5 Million annually. Final design elements include:
   - 30,000 sq. ft. of exhibit space
   - A distinctive 82-foot tall tower with LED lights
   - 17,000 sq. ft. of outdoor space at Jones Park
   - Views of the park 35 feet below street level



Source: City of Appleton

Figure 46 Rendering of Fox Cities Exhibition Center

10. **300 Block E. College Avenue**

The 300 Block of E. College Avenue is conceptually identified as a site for new multi-family residential development over a mix of commercial/ office space which could serve the needs of existing property owners, including but not limited to Heid Music and Lawrence University. The goal is to fill a housing demand, transition to the small scale neighborhoods and enhance the immediate surroundings with small commercial space to pull foot traffic north of College Avenue. See conceptual site plan and perspective drawing.



Figure 47 The conceptual site plan shows parking behind the proposed development just north of Johnston Street, between N. Durkee Street and N. Drew Street



Figure 48 Perspective of conceptual redevelopment of 300 block of E. College Ave. Vantage point is looking southwest toward the Fox River from the corner of N. Drew Street and E. Washington Street.

11. **600 Block W. College Avenue**
    This site includes a mix of 1-2 story historic buildings located on the north side of the 600 block of W. College Avenue. A few of the buildings are in poor condition, and some of the existing first floor businesses do not maintain regular hours. The block is strategically important because of its high visibility immediately east of the key intersection of W. College Avenue & Richmond Street This area is prime for redevelopment. Street level could be retail, service, and/or hospitality. College Avenue front-facing lots cannot be used for surface parking and continuity of businesses cannot be broken.

12. **800 Block W. College Avenue**
    This site includes a mix of older buildings located on the south side of the 800 block of W. College Avenue. This plan identifies an opportunity for a mixed use redevelopment on the site with residential uses over commercial ground floor.

13. **Former Thompson Center**
    The former Thompson Center and adjacent parking provides an opportunity for an in-fill project. While a specific use has not been designated, the site may be a good location for housing due to the close proximity to transit, employment centers, downtown, shopping, daycare, and educational facilities.

14. **Underdeveloped Gateway Parcels**
    Parcels on both sides of the street just south of the intersection of S. Memorial Drive and College Avenue are currently underdeveloped, with low rise commercial buildings setback from the street. Taller buildings with no setback from the sidewalk at this key corner would provide a much strong visual sense of arrival for visitors to downtown Appleton. Potential concepts include office with top floor residential. These sites could also provide a good location for an additional downtown hotel.

15. **Residential Rehabilitation and Infill**
    This plan envisions removing and replacing blighted homes with a mix of affordable and market rate units. Row houses or clusters of homes could be constructed within this site while preserving well maintained existing houses. The image below shows a recently completed affordable housing development along E. Johnson Street near downtown Madison, Wisconsin.



Figure 50 Medium density affordable housing development in Madison, Wisconsin



Figure 50 Medium density affordable housing development in Madison, Wisconsin

16. **Mix of new Infill Housing Types**
    This conceptual project would strengthen existing mixed residential neighborhood with a mix of new multi-story stacked flat apartment homes, townhomes and a pocket neighborhood of small detached homes and row houses north of Franklin Street and west of N. Oneida Street The plan identifies a small dog park adjacent the railroad tracks which could serve the broader neighborhood. Significant private interest and investment would be necessary to establish the single family homes. The public good for single family homes is not as compelling as other priority public projects.

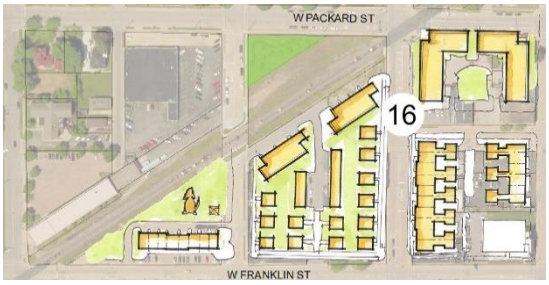


Figure 51 Residential Concepts north of W. Franklin Street

17. **Professional Office**
    This project could redevelop underutilized surface parking as multi-story multi-building office facilities to support increased professional employment and live-work opportunities.



Figure 52 Mixed use parking structure with liner shops. While mixed use parking structures have been successfully developed in some cities, insufficient market demand has undermined their economic viability in others.

Block Level Framework

In addition to the redevelopment opportunities described above, a summary of block level conceptual ideas for College Avenue, between Badger Avenue and Drew Street, were prepared based upon field analysis and market study results. One of the keys to on-going success downtown is the ability of the private sector and public sector to work cooperatively together to facilitate the adaptive reuse of existing buildings along College Avenue. All of the conceptual ideas would require further due diligence and market feasibility analysis.

N. Richmond Street & W Franklin Street to S. Memorial Drive & W. Lawrence Street

Conceptual Ideas

- This four block stretch straddles downtown Appleton's key corner and should function as a primary gateway area.
- Use landscaping, public art, better space definition to create a more walkable environment and enhance the image of this important downtown gateway.
- Create a more dramatic entrance to downtown through use of a larger, vertical sculpture or lighting element on the pedestrian island just south of College Avenue.



Figure 53 View looking south from N. Richmond Street across College Avenue

- Incorporate additional seat walls, fencing, and vegetative screening to provide a visual buffer between the street and surface parking.
- Pursue redevelopment opportunities on the west side of S. Memorial Drive just north of W. Lawrence Street. Explore potential for commercial uses with back access, built up to sidewalk with parking in the rear.
- Consider implementing streetscape recommendations consistent with commercial community connector.

300 EAST (South) SW Corner of Drew Street & College Avenue to Avenue Jewelers



Conceptual Ideas

- Use landscaping, public art, better space definition to strengthen path along alley connecting Lawrence University to Durkee Street, YMCA.
- Add additional seating options for face to face conversation and people watching.
- Work with Lawrence University to activate open space.

300 EAST (North) History Museum at the Castle to Heid Music



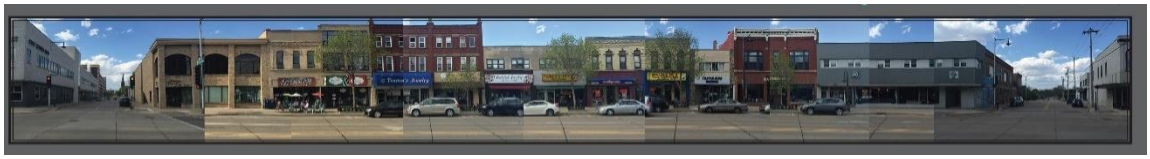
Conceptual Ideas



Figure 54 Seating arrangements which allow for face to face conversation draw small groups of people together on State Street in Madison, Wisconsin

- Encourage continued clustering of arts and music education businesses in this area.
- Add additional outdoor seating options for face to face conversation and people watching.
- Create more deliberate pedestrian path connecting College Avenue through The Art Alley to Washington Street and adjacent neighborhoods.
- Add trees, lighting to create pedestrian path along East Johnston Street connecting west across Durkee to North Morrison Street.
- Add additional murals and other public art along East Johnston Street.
- Assist with the retention and expansion of businesses that are activity generators for Downtown Appleton, including but not limited to Heid Music.
- Pilot a small interactive game table such as outdoor checkers or place for kids to draw with sidewalk chalk.

200 EAST (North) The Fire to Peterson, Berk & Cross



Conceptual Ideas

- Explore recommendations to use underutilized window displays for public art or other displays which change regularly.
- Improve public realm through trees, street furnishings, and lighting to create stronger physical connection north and south along Durkee Street to extend retail environment off of College Avenue.
- Install pedestrian oriented wayfinding to guide visitors to river, YMCA, Soldiers Square, other nearby destinations.
- Target façade improvements in this block to elevate its character, strengthening its desirability as a business location.
- Target specific users for vacant retail space, in keeping with, or complementary to existing tenants on the block.

- Seek out office tenants for space above retail on this block. For example, small counseling offices, accountants, attorneys or other single professional or small medical offices could be appropriate targets.

200 EAST (South) Lou's Brews to Gabriel Furniture



Conceptual Ideas

- Create pop up places outdoors for small groups to gather, play music, interact.
- Target façade renovation for anchor businesses in this block to improve traffic for everyone.
- Maximize second story uses downtown.
- Target specific users for vacant retail space, in keeping with, or complementary to existing tenants on the block.
- Seek out office tenants for space above retail on this block. Small counseling offices, accountants, attorneys or other single professional or small medical offices would be appropriate targets.

100 EAST (South) Kippa Law to Bagelicious



Conceptual Ideas

- Add more outdoor seating, public art.
- Pilot a small interactive game table such as outdoor checkers or place for kids to draw with sidewalk chalk.
- Retail recruitment targets for this block should be in keeping with existing tenants, primarily retail/boutique. The vacant space on this block may be a good candidate for the "try it on for 3 months" concept. In cooperation with the building owner, three months would allow the retailer to test the waters in this retail environment without a lengthy commitment, and it would provide a small amount of rent to a landlord in an otherwise empty space, which works to promote the space whether the retailer testing it is successful long term or not.



Figure 55 Chalk on the Town draws visitors to College Avenue

100 WEST (South) Zuelke Building to Houdini Plaza



Conceptual Ideas

- Explore feasibility of adding trees to the streetscape adjacent the Zuelke Building.
- Explore taller infill development retaining existing ground floor uses, such as redevelopment of the Zuelke Building to include residential units on upper floors.

100 WEST (North) College Avenue Hoffman/ThedaCare to The Building for the Arts



Conceptual Ideas

- Pilot a small interactive game table such as outdoor checkers or place for kids to draw with sidewalk chalk.
- Explore the feasibility of the central atrium as a “public market” to better define positive space inside building. Retail recruitment for City Center and reimagined public market will provide opportunities for boutique retail space absorption from the most successful and year-round market vendors. Complementary retail/service opportunities (such as shoe repair or craft supply store) would also be appropriate.
- Strengthen pedestrian path from Washington Street south through plaza across College Avenue, down Oneida Street to Water Street.
- Pursue development opportunity - Blue Ramp/Washington square redevelopment.
- Create more transparency and entryways through front with more individual looking storefronts, and inviting ways to draw people in.



Figure 56 Re-imagined streetscape outside City Center Plaza

200 WEST (South) Crazy Sweet to BMO Harris Bank



Conceptual Ideas

- Target façade renovation to open up second floor windows across entire block,
- Recruit restaurant to fill vacancy.
- Retail recruitment to fill space in keeping with existing tenants.

200 WEST (North) Chase Bank to 222 Building



Conceptual Ideas

- Program newly created parklet to increase pedestrian activity on north side of block.
- Target dynamic commercial uses for vacant first floor space in 222 building to pull people in. Other service related business could be attracted to serve the needs of office workers in the building.
- Office space available in 222 building should be marketed to synergistic businesses with current tenants who need prominent space in a dynamic environment.

300 WEST (North) CopperLeaf Boutique Hotel to Katsu-Ya



Conceptual Ideas

- Recruit additional tourist oriented retail establishments.
- Work with property owners that experience vacancies to brainstorm users and encourage owner to prepare space so it is appealing to more types of tenants. This is important for the entire downtown, not just this block.
- Office space available on this block is significant (30,000 sq. ft.). Securing a large single user for this space would be incredibly impactful. Continue to encourage any potential new office user downtown to absorb existing space if it can be tailored to meet their needs.

400 WEST (North) Fox Cities Performing Arts Center

Conceptual Ideas

- Enhance public realm at corner of College Avenue and Division Street with planters, shade structure, outdoor standing area such as taller bollards to lean on
- Consider a trail behind the PAC connecting the intersection of N Division Street and W. Washington Street to the intersection of W. Johnston Street and N. Walnut Street. The connection would create a safe, alternative east-west connection for bicyclists to access downtown destinations without biking on College Avenue.
- Strengthen connection to neighborhood and future redevelopment recommendations to north through streetscape enhancements.
- Install pop up art installations.

300/400 WEST (South) Radisson Paper Valley Hotel to The Bar



Conceptual Ideas

- Improve street maintenance to reduce amount of trash and cigarette butts on sidewalk.
- Target fine dining restaurant to fill vacancies.
- Incentivize façade renovation and provide property maintenance code enforcement to ensure proper building maintenance.
- Retail space in this block will require collaboration with building owner to reimagine its use, then a proactive recruitment plan for a new tenant.

500 WEST (North) Acoca Coffee to Home Pro



Conceptual Ideas

- Target façade renovations.
- Incentivize redevelopment in this block as properties become available. Consider mixed use to support and maintain contiguous vibrant commercial activity along College Avenue with upper floor residential as market allows.
- Target categories could include:
  - Destination specialty food related home-industry such as home brewing/wine making
  - Food/kitchen incubator with home-made foods specialty store attached (sauces, cupcakes, baked goods, specialty canned foods, cheeses, meats, etc.)
  - Space for cooking classes, or higher capacity cooking school (The Art Institutes – School for Culinary Arts)
  - Specialty store for cooking supplies and equipment

500 WEST (South) Victoria's Restaurant to Jack's Pub



Conceptual Ideas

- Target several façade renovations.
- Increase lighting and/or security presence to deter negative activity.
- Work with Riverview Gardens to activate the upper floors of their building in this block, potentially with residential units.
- Increase lighting and/or security presence to deter negative activity.

600 WEST (North) Muncheez to Good Company



Conceptual Ideas

- Develop a plan for redevelopment at western end of block adjacent train tracks.
- Target high quality façade improvements.
- Provide low rent artist studio space to activate block and draw foot traffic.

600 WEST (South) Pixel Pro Audio to Insty Prints



Conceptual Ideas

- Stimulate in-fill development to create a solid, uninterrupted block face.
- ADI should work with business on this block to help them take advantage of the façade and signage incentives offered by ADI to improve image and enhance attractiveness of block
- As a gateway into downtown, and with addition of a new micro-brewery restaurant there is strong potential for redevelopment to occur.

700 WEST (North)



Conceptual Ideas

- Enhance the seating area at the northwest corner of N. Richmond Street and W. College Avenue to create a more interesting and comfortable environment.

700 WEST (South)



Conceptual Ideas

- This block should be targeted with a comprehensive façade plan. Each building has unique character that could be accentuated in a higher quality fashion.

800 WEST (North) - Thompson Community Center



Conceptual Ideas

- Conduct feasibility study for possible reuse of existing building or demolition.
- If not financially feasible to repurpose the building, it could be acquired, demolished, and marketed as a site for new mixed use development

800 WEST (South)



Conceptual Ideas

- Blighted properties on this block should be acquired and inspected for possible demolition and redevelopment.
- Possible new uses could include:
  - New commercial on main level with residential on two or three upper levels.
  - Destination Service (computer repair, medical equipment, vision care).
  - This side of the street could use some feasibility analysis for recommended future uses.

900 WEST (North)



Conceptual Ideas

- This block is good as is.

900 WEST (South)



Conceptual Ideas

- BP station. ESRI Retail Marketplace Profile shows opportunity in gasoline station category so this is a good use in this location. As close as it is to the entrance to downtown, it could use some landscaping and general site improvements.

Section 5: Initiatives

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

The previous section of the Downtown Plan summarized several physical concepts for downtown Appleton. This section of the Plan presents a set of initiatives which provide an overall strategy for achieving those desired physical changes downtown while also addressing policy priorities identified during the planning process. The goal is to continue the collaborative efforts to achieve the overall vision for downtown:

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

Initiatives

Appleton has identified seven initiatives. The order of presentation is not intended to suggest level of priority. They include:

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

1 Urban Form & Design Initiative

Downtown is an urban place, but is also the cultural, social, and civic heart of the community. It has an image different from other parts of the city. It is a distinctive place.

The character and the quality of public and private spaces in the downtown should reflect the importance of the district to the community. This character takes in the broad pattern of composition and uses in the district, the urban form of its buildings, the significance of its public buildings and gathering spaces, and streetscape enhancements.

The following strategies are intended to create a downtown physical environment which creates a strong positive impression on visitors and reinforces the unique qualities of downtown Appleton.

1.1 Continue development of entry features on major routes into the downtown

Entry features should announce to people that they have arrived in the downtown. These features may be at different scales according to the level of traffic, or whether they are intended for automobile or foot traffic. The primary entries to downtown are located on College Avenue, Richmond Street, Appleton Street, Oneida Street, and Memorial Drive. Signage, landscaping, monuments, lighting, banners, and other design elements may be used to create entry features along these streets and bridges. Smaller signage can be used on other streets entering the downtown.

Bicycle and pedestrian routes entering the downtown should also have entry features signifying arrival at the downtown. The Fox River Corridor, Jones Park, and the trail system proposed for the downtown and riverfront are locations where entry features can be installed. As opportunities become available, such as during street reconstruction, the City should install gateway features at key entry points. In the meantime, this plan provides the following conceptual ideas to be considered:

A. Partner with local artists to design entry features including at the intersection of College Avenue and Richmond Street.

B. As opportunities become available, such as during street reconstruction, install gateway features at primary and secondary entries.

C. Provide entry features along path systems connecting to the downtown.



Figure 57 Vertical sculpture at key downtown entrances help define the district, and are particularly effective in more urbanized environments where monument signs are not as visible

1.2 Continue to enhance the civic campus south of Lawrence Street

The presence of City of Appleton and Outagamie County offices in the downtown is an important statement of the local government's commitment to maintaining the vitality of the district. Balancing the needs of these operations with other neighborhood concerns has not always been an easy task. A well-defined civic campus will enhance the overall image of downtown while contributing to better neighborhood definition. Future City and County expansion should occur on the existing site and seek to replace surface parking with infill development or structured parking where feasible. The construction of the Fox Cities Exhibition Center provides an excellent near term opportunity to enhance the area.

A. Continue to redevelop City and County properties to create a campus that relates to and compliments the new Fox Cities Exhibition Center. Incorporate a civic plaza as a component of the Fox Cities Exhibition Center.

B. Continue to coordinate with Outagamie County on expansion plans within their existing campus footprint.

1.3 Implement appropriate streetscaping projects throughout the downtown

Streetscaping on College Avenue has been largely completed. As conditions change, maintaining an exceptional streetscape along College Avenue should be a high priority. Streetscape improvements should also be considered as other streets in the downtown area are upgraded, including Lawrence Street, Appleton Street, and Richmond Street. Improvements should include a focus on lighting to ensure that adequate illumination is provided along paths which connect downtown activity centers, contributing to a sense of safety and enhancing the aesthetic qualities of downtown.

A. Adopt a menu of preferred best practices for different street types within the downtown.

B. Utilize the preferred best practices to systematically implement the street streetscape typologies identified in this plan.

C. Provide continued maintenance and replacement of streetscaping elements.

D. Identify new streetscape elements to enhance downtown’s walkability including pedestrian lighting.

E. Use lighting to showcase the growing inventory of public art downtown, while contributing to a more interesting environment for walking. Continue to integrate public art into streetscape enhancements downtown.

F. Integrate stormwater management best practices (also known as low impact development or green infrastructure) into streetscape design when feasible.

G. Continue supporting private business efforts to create more comfortable outdoor seating and lingering areas downtown.

1.4 Install sculpture, murals, and other art in public locations throughout the downtown

City of Appleton, ADI, Creative Downtown Appleton Inc. and its partners should continue to install public art and implement creative placemaking projects throughout the downtown area. Recent successful projects include pocket parks, murals, and traffic control boxes wrapped in original works of art created by local middle school and high school students.



Figure 58 Movable shrub boxes create a buffer from traffic and noise in Madrid

1.5 Continue to encourage quality urban design throughout the downtown through voluntary measures

Building and site design on private property impact the aesthetics and experience of downtown. High-quality buildings contribute to downtown's sense of place.

A. Continue to support ADI's façade grant program with BID funds and research additional funding sources to enhance the program.

B. Promote a set of best practices for business and property owners to have available as a resource to help inform exterior physical improvements.

1.6 Add additional flexible outdoor space throughout the downtown area

A. Identify specific locations and arrangements of outdoor seating and supportive outdoor furnishings which enhance the pedestrian experience.

B. Review policies in place, identify barriers, and plan to adjust/remove barriers to encourage private businesses to add additional outdoor spaces including but not limited to outdoor seating, decks, patios, rooftop space, and sidewalk cafés.



Figure 59 Experiential activities such as group drawing attract visitors downtown, including to the Art Alley during Mile of Music No. 4

2 Tourism/Arts/Entertainment/Education Initiative

Tourism and local visitation creates business opportunities in the downtown. Visitors to the community stay in downtown hotels, shop in downtown stores, and eat in downtown restaurants. They help to maintain the district's vitality past normal business hours and on into the evening. Investments such as the Fox Cities Performing Arts Center have helped to increase the flow of tourists to the downtown.

2.1 Maintain and strengthen the vitality of the arts and entertainment niche

The arts and entertainment niche includes a variety of both formal and informal establishments and venues throughout a large portion of downtown. The Fox Cities Performing Arts Center, the Fox Cities Building for the Arts, art galleries, Houdini Plaza, The Building for Kids, musical instrument stores, restaurants and drinking establishments all contribute to its success. The Fox Cities Exhibition Center, scheduled to open in fall 2017, will generate additional customer traffic to support these and related businesses.

A. Continue to partner with the Fox Cities Performing Arts Center, Fox Cities Building for the Arts, and other entertainment providers in the downtown.

B. Consider various models of providing broad municipal support for the creation, installation, and maintenance of public art.

C. Continue and expand collaborative marketing efforts with other stakeholders which raise awareness of the arts in downtown Appleton.

D. Strengthen the arts and entertainment district by targeting additional family oriented restaurants to locate downtown.

E. Construct and program the Fox Cities Exhibition Center.

F. Continue to keep the outdoor public gathering space needs associated with future development in mind as projects are proposed. Good urban design should support a quality public realm that encourages residents and visitors to stay and linger in the downtown.

G. Make cleanliness of the district a priority in cooperation with the business owners.

2.2 Pursue opportunities to attract more artists and arts-related businesses to the downtown

Cities across the country are fostering their arts communities through programs targeting artists. The most aggressive places offer tax incentives, housing and studio space, and programming to attract customers. While not all of these tools will be available to Appleton, the city, in collaboration with non-governmental organizations and the private sector, may explore artist-in-residence programs and downtown loft/studio space for artists. In Appleton, the



Figure 60 The Torpedo Factory, Alexandria, Virginia, is a popular tourism destination where visitors can interact with artists

Draw has made an impact on the river and proved there is a very strong market for artist studio space.

A. Explore the feasibility of creating live/work or studio space for artists. Identify an area within downtown Appleton for possible development of a cluster of artist studio spaces. Consider using the development as an opportunity to address blighted or underutilized properties, and to help create a positive first impression for visitors entering into downtown.

B. Enhance the organizational framework of Fox Arts Network to better provide mutual support to further Downtown's creative economy.

C. Collaborate with The Refuge to welcome more artists to downtown.

2.3 Create new venues for arts and entertainment activities in the downtown

Large audiences for Appleton's downtown summer concerts in Houdini Plaza and strong turnout for Wednesday night Yoga in City Park are both testaments to the popularity of outdoor venues hosting arts and entertainment activities. As more events are hosted in the downtown and the number of attendees continues to grow, there will be an increased need for a variety of venues to accommodate them. Master planning for Jones Park is underway and will aid in this effort.

A. Enhance Jones Park as a cultural and entertainment destination including music, dance, and different educational opportunities. Consider an outdoor performance venue such as American Players Theatre to support live performances of all types.

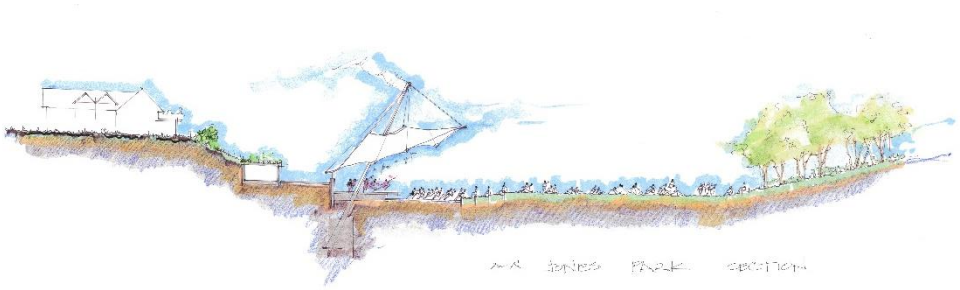


Figure 61 Sketch of proposed amphitheater in Jones Park

B. Coordinate development of additional downtown performance space with Lawrence University.

C. Construct a mixed use civic plaza on a portion of the YMCA ramp site when it is taken down.

D. Develop and implement programs and policies which encourage private businesses to create both formal and informal entertainment venues.

E. Explore the feasibility of creation of a small theater or an Art House[7] venue which could be used to show movies and host other smaller arts and cultural events and programs downtown.

[7] See http://arthousebillings.com/about/ for example of an Art House

2.4 Continue to support the Fox Cities Exhibition Center as a vital component of the downtown

With the Fox Cities Exhibition Center final design and near term construction underway, proactive steps should be taken to fully maximize this new asset in downtown.

A. Design the Fox Cities Exhibition Center to enhance connectivity between College Avenue and Jones Park.

B. Incorporate complimentary uses into a newly designed Jones Park which will leverage the Fox Cities Exhibition Center most effectively, drawing visitors out into the park and downtown Appleton.

C. Continue to foster dialogue between the hotels, Convention and Visitor's Bureau and the City on issues related to parking, conference attendee feedback and ideas to make the downtown experience as robust as possible for conference attendees.

D. Develop an Ambassador program to provide visitor experience support between the Fox Cities Exhibition Center and the downtown experience.

E. Set up cross promotional brainstorming meetings with ADI members and Fox Cities Exhibition Center staff when opened, in an effort to facilitate getting meeting and conference attendees to venture out of the Fox Cities Exhibition Center to experience all of Downtown Appleton.

2.5 Foster an arts education focus downtown

A. Explore the feasibility of a multi-disciplinary arts education facility or collaboration that includes numerous disciplines. For example, collaborate with destination arts downtown (i.e., Heid Music, Pinots Palette, others), Lawrence University, and existing organizations such as Appleton Makerspace.



Figure 62 A comprehensive wayfinding system provides recognizable branding while orienting and directing visitors to downtown and riverfront destinations

2.6 Create more Fox River to Downtown tourism opportunities and connections

Create new opportunities to attract residents and visitors to the river by leveraging the proposed Fox River Locks Visitor Center.

A. Encourage a canoe/kayak rental operation and boat storage on the river.

B. Construct trailheads along the river to welcome visitors where appropriate and feasible.

C. Plan, design, and install bike and pedestrian wayfinding to guide visitors to and from the Fox River.

D. Continue investigating the potential for a bike share or bike rental program.



Figure 63 Milwaukee Kayak Company operates out of three rail containers, providing a flexible, low cost solution to providing equipment rentals

2.7 Support creation of a new or remodeled library with mixed uses downtown, which will significantly contribute to the arts and culture of downtown Appleton.

Mixed use options include but are not limited to a Senior Center, multi-family housing, and private sector office. A new or remodeled mixed use library will enhance the resident and visitor experience to downtown Appleton. The current library is a major trip generator for downtown Appleton, attracting 400,000 to 500,000 visitors per year many of whom patronize local downtown businesses. However, the current facility no longer meets the needs of a modern library system.



Figure 64 New libraries are often built as mixed use projects, such as the Willard Square Branch library in Milwaukee, which incorporates housing

2.8 Establish an Arts and Culture Plan for the City

An Arts and Culture Plan is recommended for the entire City, as described in Chapter 8: Agricultural, Natural, Historic, and Cultural Resources. The plan would create a shared vision for the future of Appleton's investments in a wide range of public art, educational, and cultural activities and programs. It would help guide both public and private actions and enable a more coordinated strategy to maximize efficiencies and returns on investments. The plan would leverage the City's growing creative economy, strengthen tourism, and contribute to Appleton's high quality of life. Implementing this strategy will require additional discussion, direction, and buy-in. Recommended next steps include:

A. The City forming a study group to explore alternative models for art and culture planning, inventory assets and opportunities, and survey best practices from other communities.

B. Consider engaging an outside facilitator or consultant with experience developing similar plans in order to develop a comprehensive strategy, including a governance and management structure for arts and culture development with clear policies and procedures.

C. Establishing criteria for oversight (review/approval) and ongoing maintenance of public art and cultural programs and activities.

D. Identifying and securing funding mechanisms.



Figure 65 In partnership with the City, a newly formed Public Arts Commission, and the Community Foundation, Grand Forks recently completed an Arts and Culture Plan for the City.

3 Neighborhood and Residential Development Initiative

Residential development is critical to the success of downtown. The community envisions a mix of mid-density residential, higher density residential, and mixed-use redevelopment in several locations surrounding the core downtown district as illustrated in the redevelopment framework. In areas adjacent downtown, pockets of attractive older homes will be preserved and rehabilitated, while other areas are identified for redevelopment. Townhomes, pocket neighborhoods, and apartment units will offer a variety of housing options while contributing to the growth of strong downtown neighborhoods. New residents will be served by expanded retail and services, creating an amenity-rich, human scaled environment which is not entirely auto-dependent.



Figure 66 New residential in-fill development alongside existing 1 and 2 story storefronts (Monroe Street, Madison, Wisconsin)

3.1 Encourage mixed-use and mid-density residential redevelopment on under-utilized or marginal sites on the edge of downtown

Additional housing in the downtown area will contribute to extending the hours of activity on downtown streets, and create more customers for downtown businesses. Apart from the riverfront, there has been little new housing in the core area of downtown, however market trends appear to support this type of development currently, as evidenced by the Housing Study (see Appendices).

A large share of the housing which has been recently added in the downtown area has either utilized programs for low- and moderate-income housing or been intended for the elderly. As Appleton moves forward it will need to also provide a substantial amount of market rate housing downtown. These may still target a broad spectrum of buyers and income levels.

Getting the “right product” will be critical both to finding a willing market and gaining community acceptance of higher-density housing and mixed-use development. However, City participation in the form of financial assistance and code changes may still be necessary to help spur this development. Other activities proposed for these areas, such as the open space and connectivity enhancements will help to make the area more desirable for residential infill.

A. Continue to assess potential strategies, the develoments, and appropriate city investment in redevelopment sites.



Figure 67 Green roofs provide an oasis for apartment dwellers

B. Continue to ensure that redevelopment projects comply with best practices for encouraging a human scale, walkable downtown environment. Pay attention to how buildings are sited in new development areas so they positively contribute to an active street.

C. Continue to explore shared use policies for residential use of commercial off-street parking lots.

D. Continue to aggressively seek out and attract developers which have successfully built similar residential products in other markets.

E. Work to facilitate the development and preservation of a variety of both multi-family and single family housing options downtown. Potential sites for new construction have been identified in the downtown redevelopment framework, primarily north of College Avenue.

    E.1 Develop a vision and key messaging to market residential opportunities downtown to potential residents as well as developers.

    E.2 Consider working with a developer to create a pocket neighborhood to bring close to downtown a popular new style of single family homes, featuring small lots with small yards and larger common areas. A site for this type of development has been identified north of College Avenue, just south of the railroad tracks.

    E.3 Continue to sponsor downtown development tours for targeted developers to highlight recent projects, future plans, and specific opportunity sites.

    E.4 Explore the feasibility to incent existing landlords who own property above first floor retail spaces on College Avenue to improve the quality and increase the value (and subsequently the rents) of these units. Some incentive may be necessary due to high cost of bringing second floor units up to code, which makes investment cost prohibitive. For example, Tax Increment District financing could be used as a financial incentive for owners of existing buildings in a newly created Tax Increment District to renovate underutilized upper floors into market rate residential rental housing, creating additional housing supply downtown, increased property values, and additional consumers close by to support local businesses.

    E.5 Continue to encourage adaptive reuse and redevelopment to increase residential density. Opportunities include the Zuelke Building and former Thompson Center block.

3.2 Preserve and enhance historic neighborhoods adjacent to downtown

All of the areas surrounding downtown contain some housing which is attractive and helps to create a sense of history within the neighborhood. Even in places where large-scale redevelopment is contemplated, efforts should be made to preserve well preserved and historic homes and to have new construction harmonize with existing neighborhoods.

A. Identify existing pockets of housing where rehabilitation and preservation efforts should be focused.

B. Continue to enhance and promote the Historic Central, Old Third Ward, Lawrence-City Park, Peabody Park, and Downtown neighborhoods as desirable, well maintained neighborhoods which are important to the future success of the downtown as a whole.



Figure 68 Example of neighborhood identifier signage

3.3 Promote development of neighborhood serving businesses and amenities to meet the basic shopping and service needs of downtown and nearby residents

Residents in the neighborhoods in and surrounding downtown do not have convenient access to all neighborhood-level retail and services.

A. Support the growth of existing grocery providers including but not limited to Jacobs Meat Market, Green Gecko Grocer and Deli, Just Act Natural, Kwik Trip, Kate's Corner Store on the Lawrence University campus, and Riverview Gardens on W. College Avenue.

B. Evaluate potential for a year-round public market in or adjacent to City Center Plaza.

3.4 Evaluate the need to amend the Zoning Code and other tools to facilitate redevelopment in mixed use areas bordering the downtown Central Business District

A majority of the proposed mixed-use areas shown in the updated Future Land Use Map are zoned either CBD Central Business District or C-2 General Commercial District. The CBD district allows for full lot coverage, with no open space and no parking required, and permits building heights up to 200 feet. The C-2 district, on the other hand, establishes a less urban feel than may be desired in these areas, and requires substantial parking which may be difficult to provide on small sites.

A. Review the existing Zoning Code and set of tools to more easily promote a mix of appropriate development types in and adjacent to downtown, with the goal of transitioning development intensity downward as one moves off of College Avenue toward older historic neighborhoods.

B. Revise CBD zoning classification to permit first floor dwellings on parcels within the district which do not front College Avenue.

3.5 As future housing is added downtown, coordinate efforts with the Appleton Area School District (AASD)

A major focus of this plan is adding additional housing into the downtown. If successful, these efforts will attract a variety of new residents including but not limited to those with school age children and older adults. Practical steps should be taken to proactively plan for these demographic changes downtown.

A. Discuss existing and potential school capacities to support additional downtown housing with the AASD.

B. Explore partnerships between downtown residents and school needs, including mentors and volunteers.

C. Explore convening an education summit or process to develop mutual goals and objectives among area educational institutions and the City, including but not limited to Appleton Area School District, Lawrence University, and Fox Valley Technical College. This idea was identified as an objective in Chapter 7 Utilities and Community Facilities. Downtown could be one of several topics explored through a summit or other process.

3.6 Enhance the image of downtown north of College Avenue

Much of the area north of College Avenue is dominated by large expanses of surface parking, which undermines the area's walkability and hinders additional residential and commercial development.

A. Incorporate additional amenities, such as green space and benches, to make the area more attractive to future residential development.

B. Plan, design, and install a small dog park as identified in the redevelopment framework. A dog park was identified as a priority during the planning process and would provide a desired amenity which downtown residents often find appealing.

C. Encourage parking structures as development occurs and as is feasible to eliminate surface parking.

3.7 Support green energy and sustainable infrastructure development

Homebuyers are increasingly interested in energy efficient features when shopping for a new home or evaluating rental options. New housing development and rehabilitation of existing housing stock should incorporate energy efficiency and other sustainable features. These efforts not only support downtown livability but can also help the City address air quality issues.

A. Continue to encourage solar power installations and charging stations on new building construction downtown.

B. Continue to encourage the incorporation of green roofs into new building construction downtown.

C. Continue to evaluate potential for installing electric car charging stations at key locations downtown.

D. Continue to evaluate potential for incorporating solar powered device charging stations into future park and trail developments.

3.8 Promote a broad spectrum of residential housing types within the downtown study area.

A multitude of different housing types at various density levels are envisioned for the downtown. For more information on housing demand see the Downtown Market Analysis as located in the Appendix. In the peripheral areas of the downtown study area in existing neighborhoods lower density residential housing will predominately be single-family detached units with the potential for some twin homes and other low density attached homes. The overall density anticipated is between 7-10 units/acre.

As one moves toward the downtown core, medium density residential is anticipated. Known as the “missing middle” appropriate housing types may include duplexes, triplexes, courtyard apartments, townhomes, and multiplexes. Medium density residential in downtown Appleton will likely accommodate a mix of housing types at a density between 20-30 units/acre. Several of these housing types may be particularly relevant in transition areas bordering the core downtown.

Closer to the core downtown area, within 2-3 blocks of College Avenue, higher density residential infill would include apartments, condominium buildings, and senior housing. Overall density would likely exceed 30 units/acre.



Figure 69 "The Missing Middle" refers to a spectrum of housing types which used to be more common in U.S. cities. Promoting these types of housing developments can help increase residential density while maintaining neighborhood character.

3.9 Fund and Implement a “Quiet Zone” within the downtown Appleton study area.

In 2016, concurrent with the planning process the City hired a firm to conduct a quiet zone study to evaluate the technical feasibility and cost implications of implementing a quiet zone, which would dramatically reduce the frequency and intensity of train whistles. The study identified four scenarios for implementing a quiet zone based on cost and level of risk reduction. The scenarios ranged from $457,985 to $785,785. City Council subsequently voted to move ahead with the quiet zone designation within the downtown study area, which help incentivize additional housing infill by creating a more desirable living environment downtown.

3.10 Promote well-designed transitional areas between higher density development downtown and lower density development in adjacent, largely single family neighborhoods.

As additional development occurs downtown, effectively transitioning from higher density development to lower density will become more of an issue. This will be especially the case in downtown areas undergoing redevelopment surrounded by low-scale, one to two-family residential areas that have their own distinct character.

Transition issues include: negatively affecting the overall character of the block, shading of back yards caused by taller adjacent buildings, disruption and degradation of views, loss of privacy, and increases in noise and traffic. One way to approach transitional areas is by establishing a building height maximum (for example, 3-stories) if the development occurs along the fringe of the CBD adjacent a residential area.

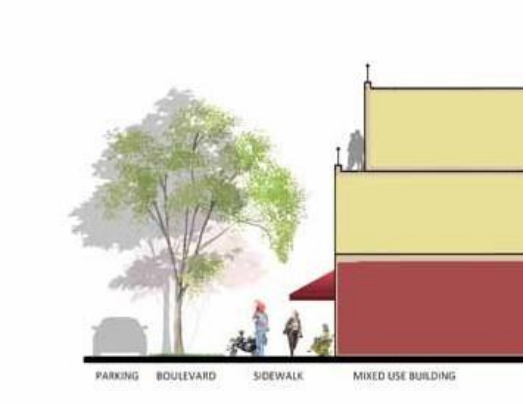


Figure 70 Cross section illustrating new 3-story mixed use development

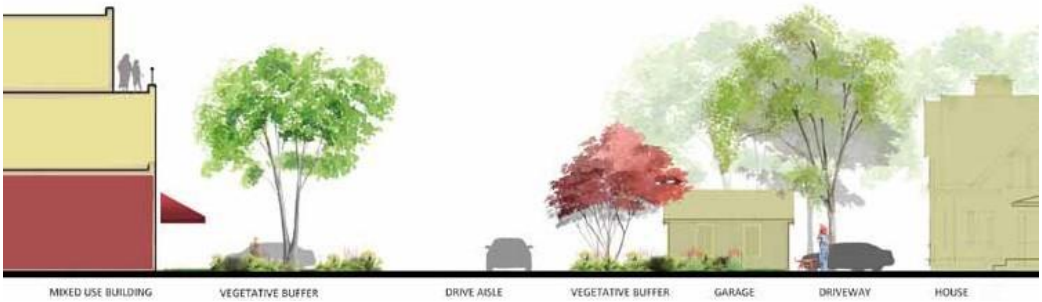


Figure 71 Cross section illustrating the transitional zone between the back side of 3-story development and existing nd no alley



Figure 72 Stepping back upper stories and articulating the rear façade can reduce the overall mass and scale of new development. This is especially important in transitional mixed use

4 Downtown Development and Business Retention Initiative

More and more businesses are finding downtowns highly attractive for both their business and to employees. Younger employees find the downtown setting to be particularly appealing, and all employees enjoy the access to restaurants, services, and entertainment in the downtown. This environment is the unique selling point for downtown. It can be equally appealing to home-grown businesses and to corporations seeking branch sites. Downtown Appleton should be among the top business locations pitched by local and regional economic development agencies.

4.1 Sustain and grow the retail niches which have formed downtown

Niche development strategies typically identify marketing and business clustering as high priorities. The efforts of ADI, the City and other organizations should tout the strength of Appleton's downtown retail niches, where shoppers can explore a wide variety of related goods and services. Taking this strategy to the next level, events developed around these clusters can further build the city's reputation and market recognition within one or more related retail categories.

A. Develop strategies for growing existing niches including aggressively marketing current business clusters. As part of this study several target industries were identified. ADI, the City and its partners should regularly re-evaluate those target industries in order to stay abreast of important trends related to the formation and decline of market niches. .

   A.1 Identify target retail stores from surrounding areas and create an opportunity for them to "try on" a commercial space for a period of three months by negotiating with the landlord to facilitate this possibility when it is cost effective for both parties.

   A.2 Create a comprehensive multi-media business recruitment packet and process.

B. Visit with retailers in space surrounding the vacant space asking those retailers for ideas for complementary or natural fit-type neighbors.

C. Target the following specialty categories as identified in the Appleton Downtown Market Analysis and Economic Development Strategic Plan:

   C.1 Art related businesses: music, painting, sculpture, ceramics, dance, photography, and others where customers can get involved in the process of creating, art-related incubator (stained glass, printmaking, candles, sculpture, etc.).

   C.2 Crafts and craft supplies (quilting store, knitting/yarn store).

   C.3 Organic grocery, small specialty food store.

D. Promote continuity of hours among similar business categories.

E. Proactively seek to concentrate new businesses in areas of downtown where similar and complimentary businesses already exist. Examples from the market study include specialty retail, home furnishings, art-related retail and services.

4.2 Identify and aggressively recruit target industries

A. Target mall medical device or medical service labs/clinics: attracting a high-tech work force who appreciates the downtown setting such as dental labs, prosthetic labs, eye care/vision centers, to support the health care cluster existing in the Fox Cities and foster entrepreneurship. This could take place in smaller office nodes, or the main floor of a proposed mixed use development with residential above.

B. Target training related specialty schools: cosmetology school, cooking school, beer/wine/spirits school, dance schools, foreign language services, financial training centers, other medical related schools or branch campuses for extended learning programs.

C. Target commercial Arts related businesses: recording studios, photography studios (commercial and consumer), graphic artists, design studios, architects, video production, advertising agencies, high tech gaming/app production.

D. Target other industries identified in the City's Economic Development Strategic Plan which are compatible with Downtown including but not limited to office, food and beverage, healthcare, retail, and logistics.

4.3 Protect the existing retail blocks on College Avenue

A pedestrian retail environment can only be successful when there is a critical mass of retail shops which are concentrated geographically, and not broken up by expanses of non-retail uses. This strategy recognizes the importance of preserving three ingredients which have made retail nodes successful: 1) a concentration of retail uses; 2) a pattern of development with small storefronts and frequently-spaced openings; and 3) the historic architecture of the downtown's buildings. These traits must be maintained to secure the future health of downtown retail nodes. Appleton's historic commercial buildings bring a truly unique design feature to the district. Preserving and restoring these buildings should be a priority.

A. Encourage retail uses within and adjacent to strong retail blocks downtown.

B. Preserve a pattern of small storefronts with frequent openings to the sidewalk.

C. Encourage business owners to maintain highly transparent front window facades which create a more interesting browsing environment and support retail clustering.

D. Encourage property owners and developers to pay close attention to how their buildings "land" on the street. New buildings should be located directly adjacent the sidewalk rather than set back, and should fit within the context of their surroundings.

E. Encourage property owners and businesses to provide outdoor seating areas, maintain transparent facades, and take other measures to enliven the pedestrian experience adjacent their businesses while not breaking continuity of business activities.



Figure 73 Outdoor games are an inexpensive way to enliven retail districts

4.4 Add depth to retail nodes beyond College Avenue by encouraging new businesses on side streets and fronting Soldier's Square

College Avenue stretches just under one mile from the intersection of Badger Avenue to Drew Street. The primary retail node occurs in the 100 East and 200 East blocks of E. College Avenue Appleton's best prospect for adding more retailers and broadening its market pull will be to add depth to this node by encouraging retail on side streets, especially Appleton, Oneida, Morrison and Durkee Streets. Additional depth may be created by redeveloping Soldier's Square.

As noted in the plan, Soldier's Square and the conceptual idea for the YMCA ramp location can create a pedestrian oriented street with small shops fronting a new mixed use development (or park plaza) and College Avenue buildings opening their backs to it. Creation of a park on a portion of the YMCA ramp location would allow for much larger event space connecting to Houdini Plaza, resulting in a true downtown central park plaza which could support larger events and induce more customer traffic off of College Avenue, thereby stimulating new business demand.

A. Encourage retail development along side streets.

B. Redevelop a portion of Soldier's Square/YMCA parking ramp site into a pedestrian-oriented retail space.

C. Pursue a public market concept for a portion of City Center Plaza and Washington Square area as shown and discussed in the redevelopment framework.

D. Consider a mixed use housing redevelopment opportunity at the 300 block of E. College Avenue (north side), as shown and discussed in the redevelopment framework.

4.5 Facilitate and pursue entrepreneurial business development in the downtown

Downtown's retail and service business community is largely comprised of independent business owners. This is one of its strengths, as it creates a unique environment and these businesses have the flexibility to quickly respond to change. At the same time, it can be difficult for entrepreneurs to start their business, and businesses such as these have a high rate of failure. Addressing these issues by providing education and support to downtown entrepreneurs and small businesses is critical. Partnerships are a great opportunity to provide training programs and business support initiatives around retail businesses. Organizations such as the Venture Center at Fox Valley Technical College,

Senior Corps of Retired Executives (SCORE) and the Small Business Development Centers (SBDC) fill this role.

Start-up costs are another factor in business formation. New businesses often seek locations with comparatively low rents, and still may face issues due to cash flow. For starting businesses, however, the issue of space may be of less importance than cost and a location with good traffic. As the business gains clientele it can move to another, larger location in the downtown.

A. Continue working with business development organizations serving the region to provide education and support to retail entrepreneurs.
B. Consider creation of low-cost retail incubation spaces, including but not limited to within small shops lining the outside of future parking ramps.
C. Encourage mentoring of new businesses by successful downtown entrepreneurs
D. Continue to identify and pursue specific strategies to support entrepreneurship among Farmer's Market vendors and artists with downtown studio space including but not limited to The Draw.
E. Consider allocating more funds for blight elimination in the downtown.
F. Conduct a feasibility study for additional funding for business recruitment initiatives.
G. Establish a networking forum for entrepreneurs to make their business sales pitch to property owners with vacant space downtown, with the intent of fostering additional pop up retail opportunities to support newer entrepreneurs.

4.6 Create opportunities for smaller offices and business services to locate downtown, including north of College Avenue

This plan has endorsed continuation of past initiatives to attract corporate and other office tenants to downtown locations. A variety of other businesses and professionals will cater to the needs of these primary employers. It will be desirable to the downtown to develop locations for these uses in close proximity to their clients. As Appleton also has a strategy of maintaining the integrity of its downtown retail nodes, these business services should be encouraged to locate north of College Avenue.

As with multi-family and mixed use residential redevelopment, the City may spur redevelopment to create these spaces by identifying priority locations for redevelopment, investing in public facilities which may help to spur redevelopment, and providing targeted incentives for key projects.

A. Develop office building(s) on target block(s) north of College Avenue as shown and discussed in the redevelopment framework. Continue to further explore feasibility including evaluation of available incentives.
B. City and ADI staff should maintain regular ongoing communication (semi-annually or annually) with downtown office space users as a retention effort, and to determine future needs for additional office space.
C. In retention visits with corporate tenants elsewhere in the City, continue to be cognizant of the opportunity to ask if an office expansion is pending, and if they would be interested in locating downtown.

4.7 Maintain an environment favorable to larger employers in the downtown

Downtown benefits from the presence of several companies with a large employee base. These companies occupy a good share of the available space in the downtown area. They help to support downtown and community organizations, and their employees are an important source of customers for downtown restaurants, retailers, and other businesses.

A. Continue to proactively meet with downtown's larger employers and respond to their needs to remain and expand in the downtown.

B. Continue to promote downtown as a desirable location for large office-based businesses to locate.

C. Continue to implement business retention and attraction efforts focused on supporting Downtown as an employment center.

D. Continue targeting office related uses focusing on local corporate headquarter sites in areas designated for new office development.

E. Continue to work with large employers to solve employee parking challenges or perceived problems and continue bulk discount rate for ramp permits.

4.8 Support private sector efforts to redevelop and invest in downtown

A. Continue to implement the recommendations contained within the City's 2015 Strategic Economic Development Plan in order to streamline and clarify development process.

B. Organize and/or sponsor small developer "boot camp" to provide newer developers with the training, tools, and networking required to be successful developers in downtown Appleton.

C. Continue to evaluate incentives to attract, support, and retain businesses. See the Funding Options attachment contained within the Appendix.

4.9 Implement the block level conceptual Ideas contained in Section 4

The City of Appleton, ADI, downtown property and business owners should work together, where appropriate, to implement the recommendations described in Section 4 of this plan.

5 Mobility and Parking Initiative

The mobility and parking initiative is intended to facilitate access to and through the downtown for all forms of transportation, and sufficient, appropriately-located parking in the downtown area. This initiative recognizes the growing importance of bike and pedestrian access, as well as providing greater access to people of all abilities.

5.1 Support Access Appleton initiatives through the City and BID

There are a variety of tools and techniques available to improve access to downtown and the riverfront for all. Improving ADA compliance in city-owned facilities is also a priority.

5.2 Continue to proactively address real and perceived parking needs as they arise

Whether it is a reality or not, parking is always perceived to be a problem. The issue is further complicated by changes in the downtown or surrounding areas which may increase or decrease demand for parking, or simply shift the demand to another location within the downtown area.

Appleton should work with stakeholders to establish a process for reviewing its parking needs and management practices on a regular basis, to be aware of changing demands and make informed choices for future parking investments.

A. Implement recommendations from the 2015 Parking Study.

B. Increase the awareness of the key findings from the recently completed parking study so that business owners and property owners, as well as residents and visitors to downtown are more educated on the parking assets and system options available to them.

5.3 Improve pedestrian and bicycle connections to and through the downtown

There has been a growing trend for cities to make access and safety improvements which make travel easier for bicyclists and pedestrians. Appleton has recently developed new plans for multi-modal mobility in and around the downtown including the 2016 Downtown Appleton Mobility Plan and 2016 Appleton Trails Master Plan. The focus of this strategy is to implement the recommendations contained within the recently completed plans, including but not limited to:

A. Focus on enhancing walkability by taking steps to ensure the pedestrian experience is safe, comfortable, useful, and interesting.

B. Restore Appleton Street to two-way traffic flow.

C. Develop a walking and bicycling path in the railroad corridor north of downtown.

D. Construct the riverwalk along the Fox River and path connections through Jones Park.

E. Prepare a bicycle and pedestrian map showing on and off-street routes through the downtown.

F. Provide locations for secure bicycle storage in the downtown.

G. Provide bike friendly amenities including but not limited to bike racks and fix it stations.

H. Expand the on-street bike lane network.

I. Partner with non-profits and business owners to provide education to vehicle drivers, cyclists and pedestrians regarding best practices when utilizing shared space throughout the downtown and citywide.

J. Continue to strengthen bicycle and pedestrian connections which link adjacent neighborhoods to downtown, the Fox River, and the rest of the City.

5.4 Implement the recommendations contained in the 2016 Downtown Appleton Mobility Plan

Several key traffic related recommendations which are most relevant to the core downtown area are listed below:

A. Converting Appleton Street to two-way traffic flow.

B. Reconstructing Lawrence Street to accommodate two-way traffic.

C. Converting several other one-way streets to two-way traffic flow.

D. Reconstructing the northbound lane of the Oneida Street Bridge between Prospect Avenue and Lawrence Street, which would create a large parcel of land for potential future development.

E. Reconstructing the Appleton Street/Oneida Street/Pacific Street intersection.

F. Realignment of Allen Street with new extension of Oneida Street.

G. Sidewalk additions to address sidewalk connectivity gaps

5.5 Endorse a system of public transportation centered on downtown

Appleton and the broader region have a good public transportation system with a transit hub located in the heart of downtown. In addition to the regular bus routes, Appleton began offering a downtown trolley in 2006.

A. Continue to support public transportation serving the downtown.

5.6 Plan, design, and implement bike and pedestrian wayfinding signage

Downtown Appleton's existing wayfinding signage is largely focused on vehicles, while the pedestrian focused wayfinding program does not adequately illustrate the relationship between downtown and the river. Well-crafted, consistent, pedestrian oriented wayfinding programs not only facilitate mobility but also help tell the story of the community while becoming objects of art themselves.

A. Plan, design, and install pedestrian oriented directional signage at primary and secondary decision points.



Figure 74 Trail signage can help orient visitors and highlight key destinations within a community's park and trail system

B. Install destination arrival signs and features that integrate public art into infrastructure.

C. Update existing fixed downtown maps to show access and connectivity to the river.

D. Heighten awareness of the “Fox Trot” route.

5.7 Promote downtown development best practices which encourage walkability

A. Evaluate proposed developments against the requirements for walkability (the walk must be safe, useful, interesting, and comfortable).



Source: Wall Street Journal, March 11, 2016

Figure 75 Detroit's Historic Eastern Market

6 Downtown Management Initiative

Strategies related to ongoing management of the downtown and the revitalization process are grouped within this initiative. While not necessarily as tangible as some of the other strategies in the plan, they are vital to the process of creating a vibrant downtown.

6.1 Update the Downtown Plan as initiatives are completed or new opportunities arise

In planning for the future it is impossible to recognize every possible outcome or opportunity. Plans, then, are general guidelines and should be continually re-evaluated in the light of present circumstances. Appleton's organizations with a role in downtown revitalization should continue conducting an annual review to measure progress in implementing the plan, to assess priorities for investment of their resources, and to consider changes which respond to current situations. The entire plan should be completely updated on a ten-year cycle.

A. Establish a process for reviewing and updating the downtown plan.

B. Host a “State of the Downtown” session open to the public on an annual basis. Use as an opportunity to grow volunteer base, as well as share information on downtown successes, challenges, and upcoming events and programs. Encourage underrepresented groups which have a stake in downtown to participate and contribute their own ideas.

6.2 Uphold support for Appleton Downtown, Inc. and the Business Improvement District

These organizations have been critical to restoring vitality to the downtown. With broad support from property owners, businesses, community organizations, and city government, these organizations have been effective in coordinating the interests of all of these stakeholders. ADI has further served as a leader in implementing the initiatives of the Downtown Plan. These organizations should continue to be recognized for their role in creating a vibrant downtown.

A. Continue support for ADI and the BID.

B. Consider amending the City’s special events policy to make the process easier for organizations to host events downtown.

C. Continue to support a cooperative branding process with the City and ADI, and explore collaborative opportunities with other partners, such as the Fox Cities Chamber of Commerce and Convention & Visitor's Bureau, to strengthen the message of downtown being a destination for business and leisure.

6.3 Ensure the cleanliness and safety of the downtown and surrounding neighborhoods

Downtown Appleton is perceived by residents to be a clean and safe place. Still, there are areas of concern. Several comments pertained to trash and cigarette butts in a few places in the downtown. Others expressed perceived safety concerns in Jones Park and in downtown neighborhoods. With the construction of the Fox Cities Exhibition Center it will be even more important to maintain a clean, safe environment downtown in order to attract and retain visitors.

A. Implement plans for Jones Park and the railroad corridor path to address safety concerns.

B. Continue to enhance the plan aimed at keeping the downtown clean and well maintained.

C. Develop a neighborhood solid waste collection plan to improve livability for downtown residents.

D. Continue to support efforts such as the Downtown C.A.R.E collaboration with Riverview Gardens. Identify funding options to expand the daily program to provide more comprehensive maintenance. This innovative collaboration links ServiceWorks job-training participants with opportunities to beautify the downtown.

E. Continue support for creative ideas to maintain a clean downtown environment, including but not limited to the recently implemented “vote with your butt” containers which encourage smokers to deposit their cigarette butts in the trash.

F. Continue working cooperatively with Project Rush initiative to address homelessness and explore the need for a downtown drop in center.

6.4 Continue to explore potential for formation of a Riverfront Business Improvement District (BID)

A. Exploration of a BID or other funding mechanism should be done in conjunction with development of an overall plan to address riverfront opportunities.

7 Public Spaces and Riverfront Initiative

Public spaces make cities more livable by offering opportunities for exercise, gathering, activities, or simply relaxation. They serve an important role in establishing the downtown as the central social district for the region. They also serve as venues for a wide variety of programming including for events such as the Mile of Music, Christmas Parade, Art Walk, Octoberfest, Art in the Park, among others.

Appleton is preparing to invest in improvements to Jones Park and Ellen Kort Peace Park, as well as several trails in and adjacent to downtown. These improvements should leverage planned private sector investment helping indirectly generate tax base in downtown as well. In addition to larger public spaces, ADI is spearheading the development of smaller public spaces such as pocket parks downtown.

For all public parks and spaces, the City and its partners should continue to ensure they are designed and constructed in a manner which ensures accessibility to people of all abilities. Likewise, these spaces need to be planned and designed with input from people which reflects Appleton's growing diversity.

By expanding and enhancing the system of urban parks, plazas, and trails in the downtown, the City will create a unique destination to draw visitors to downtown Appleton and the Fox River, in turn helping support local and regional tourism efforts.

7.1 Complete proposed trail segments along the Fox River

Developing a continuous network of connected trails along the Fox River will help support additional downtown housing development and serve as an attraction for residents and tourists alike. The City should continue to aggressively plan and implement the proposed new trail segments identified in the bike lanes and trails mobility framework.

7.2 Construct a grand stair case and similar stair and ramp linkages which connect downtown to the river.

A number of pedestrian linkages do exist currently. Looking ahead, the City and its partners should consider use of a "folly" such as a slide, interactive fountain, or a unique connector down to the river. A folly would act as a lure to attract people to the bluff and down to the river, serving as both a connection as well as a tourist destination itself.

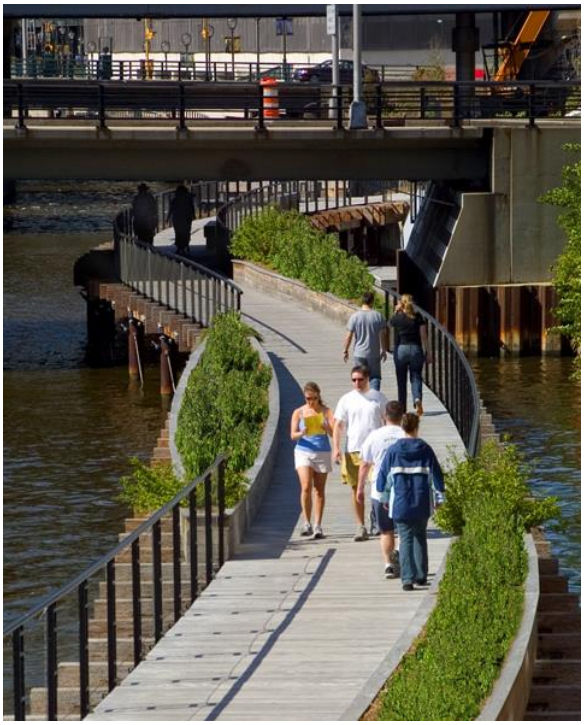


Figure 76 Milwaukee's Historic Third Ward Riverwalk has helped drive residential development and attract visitors to the Milwaukee River. Photo credit: Ellen Pizer

7.3 Consider developing a civic plaza on a portion of the YMCA ramp site when it comes down.

A civic plaza would allow for connectivity to Houdini Plaza to accommodate large community events. The area can be repurposed as a mixed use area, with complementary development which supports the civic plaza concept.

7.4 Plan, design, and construct improvements to Jones Park and Ellen Kort Peace Park

It is anticipated that future improvements to Jones Park will be designed in a manner which fully embraces the Fox Cities Exhibition Center while also strengthening connectivity between downtown Appleton and the river. While a preliminary plan for the area was developed during the downtown planning process, the City intends to conduct a formal park planning process in order to identify a preferred vision and design for the park. Future planning should leverage opportunities to integrate with the proposed redevelopment on the bluff site, as well as the Fox Cities Exhibition Center.

It is anticipated that Ellen Korte Peace Park will emphasize nature, art, and culture over active play areas or highly formal programming. While a preliminary conceptual plan for the area was developed during the downtown planning process, the City intends to conduct a formal park planning process in 2017 in order to identify a preferred vision and design for the park.

7.5 Continue to support public and private efforts to identify and develop pocket parks, alleyways, and other pedestrian opportunity zones off of College Avenue.

In addition to promoting a more walkable environment downtown through streetscape enhancements, the City and its partners should continue to support efforts to make downtowns alleyways more interesting, safe, comfortable, and useful.



Figure 77 Art-inspired alleyways attract tourists in San Francisco's Mission District

7.6 Promote the identity of the riverfront through creative use of lighting

As the riverfront area continues to develop as a neighborhood and as a destination attraction within the City, lighting can be a powerful tool to create a unique identity and help brand the area. The Fox River is highly visible from each of Appleton's bridges and through the use of lighting the bridges can become important gateway features which welcome and guide people down to the river.

A. Investigate successful examples of lighting used to define riverfront districts, such as Providence, Rhode Island, and Paris, France.

7.7 Support creation of a new or remodeled library downtown providing space for contemplation, creation, and collaboration.

This will significantly contribute to the quantity and quality of public spaces in downtown Appleton. Public libraries are essential hubs for inclusive civic engagement. A new or

remodeled library in downtown Appleton will bring visitors to the downtown and provide lifelong learning, engagement and interaction for the entire region.

A. Strengthen physical connection to current library site through proposed green corridor enhancements identified in the Access and Connectivity framework.

7.8 Continue both public and private redevelopment along the Fox River Corridor

The Fox River is one of the region's outstanding natural amenities. Recent renovation and redevelopment projects along its shores have met with a great deal of success. The community supports a mix of private and public uses along the river. In the public realm, the community looks forward to riverfront enhancements including the development of several new trails along the Fox River. Private redevelopment is anticipated on former industrial properties along the river.

A. Encourage continued public/private investment to redevelop industrial sites along the river into residential uses and neighborhood serving retail and restaurants.

B. Seek stronger integration between Chapter 14: Downtown Plan and Chapter 13: Fox River Corridor Plan. Considering the geographic proximity to downtown, for the next Downtown Plan update, consider adding a portion of the Fox River into the Downtown Planning study area and treat it as a special district.

C. Continue to ensure that new development along the riverfront include continuous, uninterrupted public access to the water including a mix of trails, parks, open space, and publically accessible private areas such as restaurant decks or patios.

Section 6: Implementation

The Downtown Plan provides a long-term vision for success. The initiatives and related strategies create an overarching framework for plan implementation. This section of the report provides more detail in terms of how those strategies can be implemented. It includes the following subsections:

- Roles and Responsibilities
- Implementation Matrix
- Funding Options
- Performance Benchmarks

Roles and Responsibilities

Plan implementation will require continued collaboration among the City, the Appleton Redevelopment Authority (ARA), Appleton Downtown Inc. (ADI), the Business Improvement District (BID), property owners, business owners, downtown residents, and volunteers. The primary roles and responsibilities of the City and ADI are described below.

The City of Appleton (including the ARA)

- Coordinate major redevelopment efforts.
- Plan, design, and construct major infrastructure improvements.
- Provide financial incentives for larger redevelopment and rehabilitation projects.
- Work with ADI to identify barriers to downtown business development and public realm enhancements, as well as strategies to overcome them.
- Continue to coordinate regular business retention and expansion visits with large downtown employers.
- Continue to identify funding sources for projects.

Appleton Downtown Inc., Creative Downtown Appleton Inc., and the Business Improvement District

- Coordinate downtown programming, promotions, and events.
- Create and distribute downtown marketing materials to support vibrant programming and attract desirable businesses.
- Plan, design, and construct low-cost placemaking improvements (such as parklets, pop-ups, murals, etc…).
- Provide façade enhancement and other smaller grant programs to stimulate private investment to enhance existing buildings.
- Work with the City to identify barriers to downtown business development and public realm enhancements, as well as strategies to overcome them.
- Prepare grant applications and solicit private funding to support the mission of ADI.
- Advocate for downtown businesses and projects which support them.
- Conduct business recruitment calls to assist property owners in tenant attraction. Support with business recruitment grant funding.

Implementation Matrix

A matrix was developed to guide plan implementation. For each strategy listed in the plan, a measure of success and the key organizations responsible for executing the strategy are identified.

Strategy	Measurement	Organization(s)
Urban Form & Design Initiative		
Continue development of entry features on major routes into the downtown	Richmond and College Avenue gateway transformed into artistic landmark	City of Appleton, Appleton Downtown, Inc.(ADI), Downtown Business Improvement District (BID)
Continue to ehance the civic campus south of Lawrence Street	Project implementation reflects a unified approach	Outagamie County, City of Appleton
Implement appropriate streetscaping projects throughout the downtown	Streetscape enhancements implemented on E. Lawrence St.	City of Appleton, ADI, BID
Install sculpture, murals, and other art in public locations throughout the downtown	Number, type of installations	City, ADI, other arts organizations including but not limited to Sculpture Valley, Property owners
Continue to encourage quality urban design throughout the downtown through voluntary measures	Number of façade renovations	ADI, City of Appleton
Add additional flexible outdoor space throughout the downtown area	Number of outdoor space projects	ADI, City of Appleton, Property owners
Tourism/Arts/Entertainment/Education Initiative		
Maintain and strengthen the vitality of the arts and entertainment niche	Continued success of existing venues	City of Appleton, ADI, Fox Cities CVB, Appleton Art Center, Fox Cities Performing Arts Center, Property owners
Pursue opportunities to attract more artists and arts-related businesses to the downtown	Establish strategy for arts/artist recruitment	ADI, Appleton Arts Center, Fox Cities Performing Arts Center, Property owners
Create new venues for arts and entertainment activities in the downtown	Construction of Soldier's Square Plaza and new stage in Jones Park	City of Appleton, ADI, Fox Cities CVB, Appleton Art Center Fox Cities Performing Arts Center, Property owners

Strategy	Measurement	Organization(s)
Continue to support the Fox Cities Exhibition Center as a vital component of the downtown	Construction and opening in late 2017; Visitation rates	City of Appleton, ADI, Fox Cities CVB, Appleton Redevelopment Authority Exhibition Center Advisory Committee
Foster an arts education focus downtown	Number of art education related businesses and classes	City of Appleton, ADI, Appleton Art Center, Fox Cities Performing Arts Center, and other Art NGOs
Create more Fox River to Downtown tourism opportunities and connections	Number, type of publically accessible connections to river	City of Appleton, WDNR, Fox Cities CVB, Fox River Navigational System Authority (FRSNA)
Support creation of a new or remodeled library with mixed uses downtown, which will significantly contribute to the arts and culture of downtown Appleton	Construction of new or remodeled library	City of Appleton, Library Board, Friends of the Library, Private Sector, Property owners
Establish an Arts and Culture Plan for the City	Plan completed	City of Appleton, ADI
Neighborhood and Residential Development Initiative		
Encourage mixed-use and mid-density residential redevelopment on under-utilized or marginal sites on the edge of downtown	Redevelopment is occurring on targeted sites	City of Appleton, Private Developers, WDNR
Preserve and enhance historic neighborhoods adjacent to downtown	Neighborhood vitality preserved	City of Appleton Neighborhood organizations, Property owners, Outagamie County
Promote development of neighborhood serving businesses and amenities to meet the basic shopping and service needs of downtown and nearby residents	Redevelopment in the Richmond Street corridor	City of Appleton, Richmond Street businesses, Private developers
Evaluate the need to amend the Zoning Code and other tools to facilitate redevelopment in mixed use areas bordering the downtown Central Business District	Zoning Code is amended	City of Appleton
As future housing is added downtown, coordinate efforts with the Appleton Area School District (AASD)	Coordination meeting(s) with AASD	City of Appleton, AASD
Enhance the image of downtown north of College Avenue	Amenities Added	City of Appleton, Private Developers

Strategy	Measurement	Organization(s)
Support green energy and sustainable infrastructure development	New Renewable Energy Installations	City of Appleton, Private Developers and Building Owners
Promote a broad spectrum of residential housing types within the downtown study area.	New Housing Types Constructed	City of Appleton, Private Developers
Fund and Implement a “Quiet Zone” within the downtown Appleton study area.	Quiet Zone Established	City of Appleton
Promote well-designed transitional areas between higher density development downtown and lower density development in adjacent, largely single family neighborhoods.	Compatible Development within Transition Zones	City of Appleton, Private Developers
Downtown Development and Business Retention Initiative		
Sustain and grow the retail niches which have formed downtown	Retail niches grow in strength	ADI, City, College Ave. businesses
Identify and aggressively recruit target industries	Target industries opened downtown	ADI, City of Appleton, Fox Cities Regional Partnership
Protect the existing retail blocks on College Avenue	Retail remains the dominant use	City of Appleton Appleton Downtown, Inc. Property owners
Add depth to retail nodes beyond College Avenue by encouraging new businesses on side streets and fronting Soldier's Square	New Retail Businesses Established off of College Avenue	City of Appleton, YMCA ADI, Private Developers
Facilitate and pursue entrepreneurial business development in the downtown	New initiatives for entrepreneurs	City of Appleton, ADI, Private developers,
Create opportunities for smaller offices and business services to locate downtown, including north of College Avenue	Redevelopment of properties in the mixed-use area	City of Appleton, Private developers, WEDC
Maintain an environment favorable to larger employers in the downtown	Regular meetings with large companies	City of Appleton, ADI, Property Owners
Support private sector efforts to redevelop and invest in downtown	Property valuation within study area	City of Appleton, ADI, Private Sector, Appleton Redevelopment Authority (ARA)
Implement the block level conceptual ideas contained in Section 4	Number of recommendations acted upon	City of Appleton, ADI, Private Sector

Strategy	Measurement	Organization(s)
Mobility and Parking Initiative		
Support Access Appleton initiatives through the City and BID	Growth in accessible businesses downtown	City of Appleton, ADI
Continue to proactively address real and perceived parking needs as they arise	Parking analysis process is identified	City of Appleton, ADI
Improve pedestrian and bicycle connections to and through the downtown	Recommended facilities are constructed	City of Appleton, Private Developers
Implement the recommendations contained in the 2016 Downtown Appleton Mobility Plan	Recommendations implemented	City of Appleton
Endorse a system of public transportation centered on downtown	Maintain or increase current levels of service	ValleyTransit City of Appleton, ADI
Plan, design, and implement bike and pedestrian wayfinding signage	Signage installed	City of Appleton, ADI
Promote downtown development best practices which encourage walkability	Increase in walkscore	City of Appleton, ADI, Private Developers
Downtown Management Initiative		
Update the Downtown Plan as initiatives are completed or new opportunities arise	Annual review process is established	City of Appleton, ADI
Uphold support for Appleton Downtown, Inc. and the Business Improvement District	ADI and the BID are maintained or expanded	ADI, BID, City of Appleton , Business Owners, Property Owners
Ensure the cleanliness and safety of the downtown and surrounding neighborhoods	Areas are seen as clean and safe by residents	City of Appleton, BID
Continue to explore potential for formation of a Riverfront Business Improvement District (BID)	BID established	City of Appleton, BID
Public Space and Riverfront Initiative		
Complete proposed trail segments along the Fox River	Number, length of new trail segments	City of Appleton Fox River Navigational Authority Riverview Gardens Lawrence University Riverside and St. Joseph Cemeteries, Canadian National Railroad
Construct a grand stair case and similar stair and ramp linkages which connect downtown to the river.	Staircase constructed	City of Appleton, Private Developers

Strategy	Measurement	Organization(s)
Consider developing a civic plaza on a portion of the YMCA ramp site when it comes down.	Plaza constructed	YMCA, City, ADI, Private Developers
Plan, design, and construct improvements to Jones Park and Ellen Kort Peace Park	Improvements constructed	City of Appleton
Continue to support public and private efforts to identify and develop pocket parks, alleyways, and other pedestrian opportunity zones off of College Avenue.	Number, type of enhancements	City of Appleton, Business Owners, ADI
Promote the identity of the riverfront through creative use of lighting	Lighting plan developed	City of Appleton, ADI
Support creation of a new or remodeled library downtown providing space for contemplation, creation, and collaboration.	New or remodeled library constructed	City of Appleton, Appleton Public Library
Continue both public and private redevelopment along the Fox River Corridor	New construction along the river corridor	City of Appleton, FRSNA, Private Developers

Funding Options

A summary of relevant funding options for plan implementation was prepared (See Appendix: Funding Options).

Performance Benchmarks

A set of indicators were developed to measure and monitor the impact of plan implementation efforts. (See Appendix: Performance Benchmarks).

Appendices

Past Planning Efforts

Downtown Market Analysis

Full Results of Community Engagement

State of the Downtown Report

Funding Options

Performance Benchmarks

All appendices for the Comprehensive Plan are available online at www.appleton.org.



REDEVELOPMENT RESOURCES

Downtown Market Analysis – City of Appleton, WI

August 2016

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Executive Summary

The market in downtown Appleton is a complex and dynamic market, including elements of retail, hospitality, commercial, office and residential. Nationwide, the appeal of downtown is growing dramatically, and Appleton is no different. With a solid set of assets in place, if downtown Appleton capitalizes on opportunities uncovered within the market analysis, downtown will become an even more vibrant, dynamic place for people to live, work and play.

The market is active in the residential category. Residential construction in the Combined Statistical Area, CSA (Appleton / Oshkosh) is the highest recorded since 2006, and residential construction has increased annually since 2009. Over the past seven years, permits for single family homes have remained largely consistent, while multifamily permits have increased consistently from 234 units in 2009 to 842 units in 2015. In 2015, multifamily permits accounted for 81.2% of city-wide residential construction totals. This report shows a demand for residential downtown with a mix of multifamily, townhome/condominium and a small amount of single family homes. The new construction currently becoming available will work to ease the demand for downtown residential units and more should be done to facilitate rehabilitation of existing residential above first-floor retail on College Avenue.

The market is also showing signs of activity in hospitality and office categories as well. With robust dining/drinking and entertainment segments, Appleton has a solid foothold in the regional market as offering the highest density of eating and drinking establishments compared to Green Bay, Oshkosh and Eau Claire. Appleton has the highest ratio of eating and drinking establishments to resident compared to Oshkosh and Eau Claire. Green Bay eclipses Appleton slightly but the Green Bay Packers are credited for this anomaly.

Retail space is available downtown, and should be filled prior to constructing any additional (new) space. There are several options for filling retail spaces discussed in the recommendations section of this report.

Office space is also available currently but not in high volumes. If a new corporate headquarter site was to consider downtown, new construction would be the best way to accommodate this need. Office use is trending toward smaller spaces as more and more people work remotely. Additionally, meeting space is necessary, so office users are more interested in less workstation space and more meeting space.

The City of Appleton doesn't show significant retail gaps, particularly in the downtown. Grocery is a category that is often mentioned but a large retail grocer may not have enough sales volume to survive downtown. A smaller, more specialized grocer would be a better target for existing retail space.

Interestingly, a majority of the employees working downtown are in professional categories. The Finance & Insurance; Professional, Scientific and Technical Services; Health Care; and Public Administration categories employ over 70 percent of the employees who are associated with downtown. Demographically, downtown Appleton is becoming slightly older and more culturally diverse. As more and more people choose to live downtown, the composition of the regular downtown user will also continue to change. Anecdotally, several public input participants expressed a very serious interest in living downtown.

This market analysis was completed independently from other studies, including the recently completed Economic Development Strategic Plan from 2015. Many strategic similarities have come to light, and the market analysis work found herein, reinforces the findings and goals of the Economic Development plan. Viewing the downtown as a tourism draw, food-shed development center, and business recruitment tool is allowing all of the commercial and institutional assets downtown work for the City to generate impactful results in a variety of areas.

This report provides a current and projected future snapshot of the retail, office, residential, and hospitality sectors for downtown Appleton. With diligence and focus, the current and future conditions can be leveraged for economic growth and increased vitality for the community.

Introduction

The City of Appleton

The City of Appleton is located in the East-Central part of the State of Wisconsin, approximately 35 miles south of Green Bay via State Highway 41 and just over 100 miles north of Milwaukee and northeast of Madison as indicated on the map on the following page. The city is also served by the Outagamie County Regional Airport which offers flights to such metro areas as Chicago, Minneapolis, Atlanta and Denver.



(An aerial view of downtown Appleton, Wisconsin)

While still strongly dependent upon the paper industry, the past several decades have seen the City of Appleton diversify its economy significantly. A look at the city's largest employers provides evidence of this transition.

According to the Fox Cities Regional Partnership, of the six largest private employers, only one, Appvion, is in the paper industry. Further, only Appvion and Miller Electric are in the manufacturing sector, with the remaining four companies being service based, including the city's largest private employer, Theda Care, as detailed below.

City of Appleton, Wisconsin Largest Private Employers 2015		
Company	Industry	Current Employees
Theda Care	Hospital Administration	6,800
Thrivent	Life Insurance	2,000
Miller Electric	Welding Equipment	1,500
Appvion	Specialty Paper Products	1,000
West Corporation	Telemarketing	1,000
Guardian Life Insurance	Life Insurance	650
Source: Fox Cities Regional Partnership		

Other major employers in the region include Affinity Health System and Kimberly-Clark in Menasha, Presto Products in Grand Chute as well as Plexus Corp, and Bemis Company in Neenah.

The City of Appleton offers a very high quality of life for its residents, evidenced by a strong school system, a wealth of recreational amenities, a thriving retail environment and a low crime rate. In fact, Appleton was recently ranked as the fifth safest metro area out of 344 such areas surveyed nationwide. Further, Appleton was rated by Forbes Magazine as one of the two best cities for business in the State of Wisconsin, as one of the best places to live by Money Magazine in 2010, the 10th best city for well-being by U.S. News in 2012 and the 12th smartest city in America by Venture Beat in 2013.

The city is served by two major hospitals including the Appleton Medical Center and St. Elizabeth's Hospital, as well as two colleges; Lawrence University with a 1,650 student enrollment and Fox Valley Technical College which serves 5,700 students. Appleton also supports six public and three private high schools.

The Downtown Core

The subject of this analysis is an approximately 1.15 square mile area, bounded by the Fox River on the south, Atlantic Avenue on the north, S. Badger Drive/S. Memorial Drive on the west and Peabody Park on the east as delineated on the map on the ensuing page.

In the recent (2015) Economic Development Strategic Plan, it is noted that site selectors and employers see Downtown as one of the top five strengths of the City of Appleton, which is significant to future business recruitment and residential development efforts. Goals of the Economic Development Strategic Plan as applicable to downtown encourage a Retail/Tourism Marketing Plan (business attraction); focus on development the regional food shed through markets, retail/grocery, food incubator and others; and emphasize visitor attraction as a strategy, particularly as it relates to downtown.

According to Appleton Downtown, Inc., the downtown area includes more than 65 restaurants, coffee shops, pubs and clubs, 70 retail establishments, two upscale hotels (Radisson Paper Valley and Copper Leaf Hotel & Spa), and a thriving arts and entertainment community that includes the Appleton Arts Center, the 2000-seat Fox Cities Performing Arts Center and the Building for Kids Children's Museum.

In addition to the above, the City of Appleton recently announced plans for the development of a 65,000 square foot exhibition center, with construction set to commence later this year.

Other local attractions include the Riverview Gardens, the Trout Museum of Art, the Wriston Art Center on the Lawrence University campus and the Wisconsin Museum of International Wildlife.

The City of Appleton also sponsors over 100 community events in the downtown area including a year-round farmers market, the Heid Music Summer Concert Series during the summer, Art on the Town, parades on Memorial Day, Flag Day and a Christmas parade in December. Other events include the Mile of Music in August, Appleton Street Music Week in June, an outdoor movie series during the summer months and a free trolley system that runs Thursday through Friday in June through September. Overall, these events draw over 500,000 visitors to the downtown area each year.

The downtown core offers a broad mix of existing housing options, though the single family sector certainly represents the bulk of existing housing inventory. By and large, the highest valued single family homes are found overlooking the Fox River, with primary concentrations found north of College Avenue along Green Bay Road, and along Prospect Avenue, west of Oneida Street.

As it relates to the single family sector, the downtown core can be broadly segmented into three somewhat distinct areas or neighborhoods. The first includes the area located east and north of Lawrence University and includes portions of both the Peabody Park and Lawrence-City Park neighborhoods. This area is characterized by an abundance of larger, older homes catering to middle to upper income earners. Almost all homes in this area have been well maintained and many have been recently remodeled or completely renovated.

The area located north of downtown, bounded roughly by N. State Street, Atlantic Street, Drew Street and Franklin Street, defined as the Historic Central neighborhood, offers generally smaller homes originally constructed for working class families. A good number of homes in this area are well maintained and/or recently renovated, however, there are also many homes that are in some level of disrepair.

Just southwest of downtown is the Old Third Ward neighborhood. This area offers a mix of middle class homes, and larger, older homes, primarily overlooking the Fox River. Almost all homes in this neighborhood appear to be well maintained, with many having been recently remodeled or renovated.

Within the downtown area, most higher-density multifamily units are found aligning the Fox River, with a mix of newer construction, and adaptive re-use of older, historic buildings.

Methodology

Several sources of primary and secondary data were utilized to draw the conclusions presented in this analysis. Secondary data sources may present similar information gathered at differing times or under inconsistent circumstances so there may be slight differences in specific data points but the overall conclusions were arrived at through an analysis of enough similar sources to provide sufficient basis for supported recommendations. In order to reach the conclusions in this report, a number of analytical steps were taken. These include:

1. Multiple visits to the community to conduct a thorough examination and analysis of the downtown core of Appleton, taking into consideration location, accessibility, aesthetics, proximity to major employment and retail concentrations, and the general character of the neighborhood.
2. A thorough economic and demographic analysis of the Appleton-Oshkosh Combined Statistical Area (CSA), and the City of Appleton, focusing upon employment, residential construction, and population/household trends as they affect future potentials in the downtown core.
3. An analysis and assessment of the future demand, for residential, retail, office and other commercial demand by component sector for the City of Appleton and its downtown area.
4. A detailed audit of all comparable residential developments in the City of Appleton viewed to hold either direct or indirect competitive influence over potentials in the downtown core.
5. An assessment of the future competitive positioning of comparable residential developments in the planning pipeline.
6. A review of local demand for retail, restaurant, and office space, supported by secondary data of existing market characteristics and historical trends, taking into consideration nationwide and industry sector trends.
7. A review of the psychographic profile of the downtown core, depicting lifestyle characteristics of residents.
8. Interviews with several downtown Appleton stakeholders including retailers, commercial real estate brokers, developers, public organizations, and attractions.
9. A thorough document review of past studies and plans, including recent Economic Development Strategic Plan, as well as current information on web local web sites.
10. Comprehensive use of data analytics modeling through ESRI business analyst, including drive time analysis, competitive community analysis and retail gap analysis.
11. Specific category analysis of retail (grocery) opportunities based on demographic comparisons of existing stores in other markets and the comparable nature of the Appleton (downtown) market.

Approach

With a solid combination of primary and secondary research, we believe we can overcome any inconsistencies which may exists in the data when gathered in a limited, concise area such as the downtown study area. Data gathered from the US Census and other national data sources is more consistent when applied over a larger geographic area. Due to the fluctuations of how data is applied to a more compact geographical area, our assumptions have been checked against market reality and an aggregate of secondary data sources. We have also applied national trends which can be recognized and reinforced in the local market. Leaning to the conservative side of our recommendations, we acknowledge that there is potentially more opportunity in downtown Appleton than appears at first glance.

Applying our team's combined years of experience in downtown redevelopment, we believe our subsequent recommendations are solid, market-based and true for the purposes of supporting and guiding public sector efforts for the best future growth of downtown Appleton.

Regional Context

Regional challenges today are much different from four years ago, just following the great recession. Today's challenges include finding the right employees to fill the open positions market-wide. Employers are creating jobs, work is plentiful but employees with the appropriate skill sets, experience and soft skills are in short supply. The Fox Cities Chamber reports in their 2016 Economic Outlook (surveying 202 participants), that 88% of employers consider their employment compared to the previous year to be ahead or the same, with approximately 8% behind last year and 4% responding "not applicable".

Businesses in the Fox Cities believe the economic vitality of the area is excellent or good. Only 42% of respondents believed the national economy to be strong, where 62% of respondents rated the local economic vitality as excellent or good. Some respondents expressed concern over uncertainty regarding the national election affecting their business. Many small businesses in the service and trade sectors are concerned over affects an increase in the minimum wage may have on their ability to hold prices and offer salary increases to other employees.

Although, nearly 70% of respondents report sales ahead of last year, some were concerned about maintaining that level of growth. Some local retailers are concerned over losing sales to internet shopping.

When asked what is their biggest challenge doing business in the Fox Cities, here are the responses:

Worker Productivity	4%
Availability of necessary talent/workforce	54%
Cost of doing business	14%
Proximity to markets	14%
Proximity to suppliers	4%
Other	10%

For the Appleton-Oshkosh Combined Statistical Area (CSA), 2015 figures show a population of 400,692 persons among 161,565 households. For the City of Appleton, there are a total of 74,246 persons among 29,960 households, with the City of Appleton representing 18.5% of the overall CSA household count. Estimates provided by the U.S. Census bureau show that the Appleton-Oshkosh CSA will add an average of 985 households yearly between 2015 and 2020.

The median annual income for an Appleton-Oshkosh CSA household stood at $56,568 in 2015, a figure that is 2.8% higher than the median noted for City of Appleton ($54,976). Correspondingly, 36.8% of all CSA households earn in excess of $75,000 yearly, compared to 35.7% in Appleton proper.

For both the Appleton-Oshkosh CSA and the City of Appleton, the employed population by industry is quite similar with both areas supporting high concentrations of workers in the Services sector, and to a lesser degree, the Manufacturing sector.

After feeling the effects of the 2008-2009 recession during which 6,700 jobs were lost, employment gains have materialized in the Appleton-Oshkosh CSA, with 12,100 jobs having been added over the past four years. Of that total, 4,900 (40.5%) of those job additions occurred in 2015 alone.
Perhaps more importantly, since peaking at 7.9% in 2009, the unemployment rate for the CSA has dropped significantly and consistently to a current (2015) level of 3.7%, indicating a very healthy employment environment.

Focusing on residential construction trends as evidenced through the issuance of building permits, we note that in 2015, the Appleton-Oshkosh CSA witnessed the construction of 1,454 housing units. This level of construction is the highest recorded in the CSA since 2006. Further, since 2009, the CSA has seen its residential construction totals increase yearly.
In terms of housing tenure, we note that the CSA in currently undergoing a significant shift. Specifically, we are witnessing a trend that shows the bulk of recent construction increases are found among multifamily (both for-sale and for-rent) units. Over the past seven years, single family authorizations have remained largely consistent, while multifamily permits have increased consistently from 234 units in 2009 to 842 units in 2015.

Within the City of Appleton, 308 housing units were authorized in 2015 reflecting the highest level of construction recorded over the past ten years. Like the overall CSA, Appleton is also witnessing a transition to a higher level of multifamily development. While single family development has seen moderate recent declines, the multifamily sector has witnessed a marked increase over the past four years, paced by a total of 250 units in 2015. In 2015, multifamily permits accounted for 81.2% of city-wide residential construction totals.

There is a direct correlation between employment growth and residential construction activity. The Appleton-Oshkosh CSA added 4,900 jobs in 2015, and recorded 1,454 residential building permits, yielding an employment/permit ratio of 3.37. With a “typical” ratio of 1.5 to 2.0 expected, we may be willing to view the current market as slightly underbuilt. However, in 2011 and 2013, we noted employment/permit ratios that were well below what is “typical”, and conclude that current market

trends are simply “catching up” with relatively low levels of construction in previous years. Overall, we view the CSA as largely in balance as it relates to recent residential construction activity.

Comparable Communities Related to Downtown

Comparing Appleton’s downtown with like communities’ downtowns is an interesting and insightful exercise because it lends a perspective gained when the focus isn’t so tight on the immediate market, but how Appleton stacks up against peers elsewhere in Wisconsin.

Eau Claire is a very comparable community when comparing features. Both communities are college towns, both are located on a river and have downtowns which access the river, both have regional shopping malls and big box centers not in the downtown, both are located on major highways/Interstates and they compare demographically.

Oshkosh also ranks in the mix when reviewing population, college town, natural water feature in the community, on a major interstate and comparative demographically.

Green Bay is similar in that it too has a college, a large body of water, interstates, and a major commerce center for the larger area surrounding it.

When examining comparable communities, Appleton has the highest population, number of households, median disposable income and per capita income within a 10-minute drive time from the respective downtowns.

The data tool used to analyze retail leakage/surplus is Esri. Leakage/surplus conveniently measures the balance between the volume of supply (retail sales) generated by retail industry and the demand (spending by households [i.e., retail potential] within the same industry. Leakage in an area represents a condition where a market’s supply is less than the demand. That is, retailers outside the market area are fulfilling the demand for the retail products; therefore, demand is leaking out of the trade area. Surplus in an area represents a condition where supply exceeds the area’s demand. Retailers are attracting shoppers that reside outside the trade area so the surplus ins in the market supply.

Appleton also has the highest demand and supply of sales across retail and food and drink categories, indicating a robust market. Interestingly, Green Bay shows a significantly higher surplus of retail sales from outside the market, which can be explained by what we will call the “Green Bay Packer Effect”. Aside from that, Appleton show the most strength in drawing sales in from outside the community and show significant strength from a competitive market standpoint.

Eau Claire, Oshkosh, Green Bay and Appleton Downtown Comparison Within a 10 minute drive time from the center of Downtown	Eau Claire	Appleton	Oshkosh	Green Bay
Population	62,551	91,134	61,209	79,330
Households	25,754	38,252	25,067	34,207
Median Disposable Income	$ 34,104	$ 40,222	$ 35,566	$ 29,878
Per Capita Income	$ 23,115	$ 26,902	$ 22,829	$ 19,844
Industry Summary				
Total Retail Trade and Food & Drink				
Demand	$ 771,859,304	$ 1,328,810,723	$ 743,767,621	$ 864,369,281
Supply	$ 1,011,343,305	$ 1,794,569,002	$ 940,711,096	$ 1,431,330,566
Retail Gap	$ (239,484,001)	$ (465,758,279)	$ (196,943,475)	$ (566,961,285)
Leakage/Surplus Factor	-13.4	-14.9	-11.7	-24.7
Number of businesses	612	902	508	832
Ratio of residents to businesses	102	101	120	95
Total Retail Trade				
Demand	$ 669,064,852	$ 1,204,546,844	$ 674,972,847	$ 784,109,013
Supply	$ 915,663,039	$ 1,633,625,817	$ 847,822,304	$ 1,272,088,841
Retail Gap	$ (216,581,870)	$ (429,078,973)	$ (172,849,457)	$ (487,979,828)
Leakage/Surplus Factor	-13.4	-15.1	-11.4	-23.7
Number of businesses	425	612	325	555
Ratio of residents to businesses	147	148	188	143
Total Food & Drink				
Demand	$ 72,794,453	$ 124,263,879	$ 68,794,774	$ 80,260,268
Supply	$ 95,680,266	$ 160,943,185	$ 92,888,792	$ 159,241,725
Retail Gap	$ (22,885,813)	$ (36,679,306)	$ (24,094,018)	$ (78,981,457)
Leakage/Surplus Factor	-13.6	-12.9	-14.9	-33
Number of businesses	187	289	183	277
Ratio of residents to businesses	481	315	334	286

Source: Information taken from ESRI Retail Marketplace Profile

Trends Impacting the Downtown

Several trends in retailing, housing, how people experience downtown and even how office space is used will impact the way businesses seek space, interact with their customers and employees, and deliver customer experiences.

Trends change at an even more rapid pace than in the past, with significantly more impactful effects for those who adapt to the changes and trends, and for those who do not.

Retail: With the increase in e-commerce, retailers are feeling the effects. Bricks and mortar retailers who have been successful adopting an on-line strategy to supplement in-store sales are able to sustain some of the more drastic negative effects of competition from internet competitors.

However, shoppers want the experience at their fingertips, and they want it to be seamless, so mobile shopping is becoming a major channel requiring the attention of retailers. Shopping is social; i.e., more people are talking about products and services on social media now and can share a positive experience product review as quickly as a negative one. Merchants must learn to manage this and can take a proactive role in shaping their image, promoting their products, and meeting their customers' needs in an instant. Consumer opinions found on a company web site influence customers' purchase decisions more than any other recommendation, including family and friends. Millennials are driving this wave of changes.

Retailers who can blend the four primary channels of the multi-channel realm into one seamless experience are coming out ahead. Many consumers are beginning to adopt the tactic of "showrooming" where they enter the physical store to try a product out but leave the store and buy it online. Retailers must not only provide all the multi-channel experiences: robust physical presence, e-commerce site, social channels and mobile apps, but they must blend them into one seamless shopping experience for their customers. Leveraging the massive amounts of data consumers are leaving through their use of social media and mobile apps will help retailers market in very targeted and granular ways.

This information has impacts for local retailers but it will also affect how national retailers site their new stores. They are using highly sophisticated data analysis to predict their customer base. Matching the store's demographic and psychographic requirements will be essential to getting the next national retailer in the district. Trying to recruit these retailers is not fruitful unless the data shows a case can be made for their presence in your downtown.

The pace of new store openings has slowed considerably, and chains are suffering the most from closures, consolidations and market optimization.

Consumers: Consumers are spending less today than at 2006 levels. Per capita spending adjusted for inflation is down roughly 5% from where it was a decade ago. People are also shopping less often and visiting fewer stores per shopping trip. Data suggests shopping has become more deliberate, or purpose driven due to the number of trips to a store and the duration of time spent in the store.

Consumers are spending less on apparel and more on home improvements. Casual offices, older workers leaving the workforce, and cash-strapped Millennials are the reasons behind the decline in apparel purchases. Home improvement and home furnishing spending is up post-recession, as people catch up from delayed projects and tend to modest redecorating.

Shoppers are relying on their mobile devices more and more for research, product referrals/reviews and buying.

Downtowns: Metropolitan areas are gaining residents, and although a significant increase went to communities with populations between 50,000 and 250,000 before 2010, now an even larger share of population increase is happening in communities larger than 250,000. Cities have figured out how to attract residents to the core of the community as residents are now preferring to live downtown in ever increasing numbers. Between 2000 and 2010, suburban areas were growing more rapidly in selected (studied) major metropolitan areas, but from 2010 to 2014, core cities grew more rapidly that the outlying regions, indicating downtown residential growth seems to be accelerating.

Public sector leadership influences where and how development happens in cities where progressive leadership realizes the need to take action first. Stepping up to the plate in cities like Oklahoma City, Chattanooga TN, Bay City, MI, and in Wisconsin: Wausau and Eau Claire to name a few, the public sector has taken the first cut at eliminating blight and setting the stage for redevelopment. Private sector developments then take over and uphold the statistic that the private sector is responsible for roughly 90% of the built space in US cities. (Source: *Top 10 Trends Impacting Downtown Revitalization,* John Karras, "Ideas for Vibrant Cities" Blog, March 30, 2016)

Downtown Appleton in Context

From a demographic standpoint, the downtown core supports an estimated 2015 population of 8,948 persons, up only slightly from the 2010 population of 8,860. By 2020, the population is forecast to increase modestly to 9,097 persons. Further, the downtown core currently includes 3,433 households, representing a slight increase from the 2010 tally of 3,348. Over the next five years, it is expected that the household total will increase to 3,520 units. With a projected increase in households of 172 for the downtown area over the next five years, and with another data source projecting an increase in residents of 149, there is a solid chance there will be a demand for multi-family or condominium housing options over the next five years.

Demographics	2015 (study area)	2020
Residents	8948	9097
Median HH income	$ 36,189	$ 41,307
Owner occupied housing	1,536	1,580
Renter occupied	1,897	1,940
Median home value	$ 120,667	$ 140,185
Average home value	$ 134,951	$ 183,191

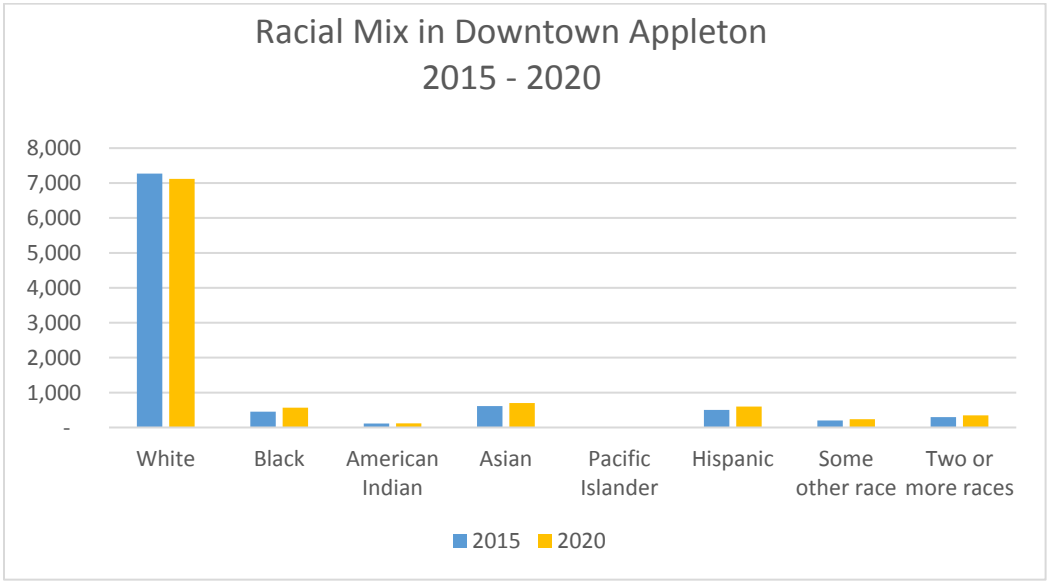
In 2015, the downtown core supported a median annual household income $36,189, a median home value of $120,667 a median monthly rent of $454, and a median age of 29.3 years, with all four of these

indicators registering well below those note for the overall City of Appleton and the Appleton-Oshkosh MSA.

However, given the generally older housing stock and typical demographics associated with downtown areas, the above is not surprising, and should not impact the downtown area's ability to draw higher income residents to the area provided properly conceived and marketed new residential product is developed.

The downtown has a fairly diverse population, compared to the rest of the City of Appleton. The downtown population is comprised of 81.2% whites and 18.8% non-whites, where the City as a whole has 85.5% white and 14.2% non-white population. By 2020, the non-white population in downtown is expected to grow to 21.7%, whereas in the City as a whole, it's projected to be 16.4% non-white.

Categories expected to increase in percentage of population include Black, Asian, Hispanic and "some other race". Interestingly in both the City and specifically the downtown, the percentage of Caucasian is expected to decrease.



When examining the age data for Downtown Appleton, of note is the decline of the composition of each age category except ages 60 and over. The younger age categories are not being replenished at the rate that the population is aging out. This is a situation many employers nationwide are facing and will challenge businesses on ways to be more creative with fewer employees. Anecdotally, a large number of the individuals who have expressed an interest in living downtown in the future are age 60 and over.

Age Data for Downtown Appleton				
	2015	%	2020	%
0-9	501	8.2%	502	8.0%
10 to 19	1,041	17.1%	1,046	16.7%
20-29	1,710	28.0%	1,736	27.7%
30-39	692	11.3%	688	11.0%
40-49	614	10.1%	608	9.7%
50-59	718	11.8%	688	11.0%
60-69	246	4.0%	275	4.4%
65+	581	9.5%	717	11.5%

Market Analysis

What follows includes the market analysis with an estimate of projections for retail, office, residential and hospitality market segments. Secondary data have been supplemented with primary research in the study area, and an application of trend analysis to predictable and typical market forces. Research was also benchmarked against like markets with similar character traits.

Retail

Recruiting retail to an area is often difficult, especially with national chain retailers who prefer to be near the highest traffic areas, other big box retailers and regional shopping malls. When retailers make their location decisions, they are based on traffic counts, hub areas, and traffic generators, such as high employment areas. Downtown has a solid employment base and a significant amount of residential population within a five and ten-minute drive time. However, national chain retailers are going to prefer the Fox River Mall area due to the density of other retailers, the proximity to the interstate (and high traffic counts), and the plentiful opportunities for surface parking.

Looking for opportunities to cluster local retailers downtown is a solid strategy for growth, and for filling in sporadic vacancies. The space has to make sense for the tenant, and the tenant has to make sense for the space.

Comparing the five- and ten-minute drive time Retail Marketplace Profile reports generated in ESRI, it would appear there to be quite a demand for more retail in a variety of categories within the five-minute drive time. However, within a ten-minute drive time that demand and supply almost reverses itself. All of the needs (demand) is met within a ten-minute drive time. It's typical in these reports to see the Grocery category with leakage. The leakage within a five-minute drive time of downtown Appleton is over $33 million, but the surplus of sales within a ten-minute drive time is $36.5 million.

With more density of residential in the immediate downtown area, the chances are greater a boutique grocery or smaller regional grocer will locate in the core of the downtown.

Other opportunities to cluster experiential retail or specialty retail on College Ave. should be pursued. Each vacant space should have its own mini plan for its future. Some spaces will be better suited for an organic grocer than others. Some may be better suited for yarn and knitting classes than an organic grocer, for example. The stores, office space and residential density surrounding the vacant space are key determinants of the success of the retailer which eventually resides within.

Downtown's proximity to large retail centers, particularly along the I-41 corridor which provide a wide variety of national chain retailers, results in a fairly balance (gapless) mix of businesses with a ten-minute drive time. From a market drive perspective, the traffic counts generated along the Interstate vs. traffic counts in downtown, drive the bulk of the retail to the Fox River Mall area. What exists and will continue to be successful in downtown in the retail category needs to be unique, niche, or specialized, and most likely locally owned and operated.

In the Retail Marketplace Profile included on the following page, a majority of categories show a surplus in sales, where the number of dollars of goods sold by category exceeds the demand, which is the amount of sales generated by the residents within the designated area. In other words, retail sales are coming from outside the area to the stores in the categories listed in the table. Very few categories show leakage, or dollars leaving the 10-minute radius where the demand cannot be met from within the area.

The gasoline station category indicates that within this area, there are not enough gas stations to meet the demand of the residents. Although this is not a much sought-after category in a downtown, the City may wish to consider a suitable location for a gas station should one desire to locate within this radius.

It should also be noted that grocery is not a category that shows leakage within a 10-minute radius. This is because there are sufficient grocery stores within 10 minutes of downtown. However, convenience matters when talking with residents of downtown, as well as employees seeking fresh options for lunch. As part of this analysis, market research was conducted on the population density and household income surrounding Trader Joes in other markets. Here's what was discovered:

Trader Joes - Wisconsin			
	Population within 10-minute drive time	Number of Households	Average Household Income
1810 Monroe St., Madison	97,669	39,915	$ 58,666
5600 N. Port Washington, Milwaukee	154,795	59,915	$ 56,958
12665 W. Bluemound Road, Brookfield	148,624	66,017	$ 69,179
Appleton (10 min. downtown)	91,134	38,252	$ 63,920

Redevelopment Resources is privy to information that stated the Monroe Street store in Madison is not a strongly performing store, so the requirements for a market would exceed that which Appleton could supply.

Retail Marketplace Profile					
10 minutes radius from 225 N. Oneida St., Appleton, WI					
Summary Demographics					
	2015 Population				91,134
	2015 Households				38,252
	2015 Median Disposable Income				$ 40,222
	2015 Per Capita Income				$ 26,902
Industry Summary		Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Number of Businesses
	Total Retail Food & Drink	$ 1,328,810,723	$ 1,794,569,002	$ (465,758,279)	902
	Total Retail Trade	$ 1,204,546,844	$ 1,633,625,817	$ (429,078,973)	612
	Total Food & Drink	$ 124,263,879	$ 160,943,185	$ (36,679,306)	289
Industry Group		Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Number of Businesses
	Motor Vehicle Parts/Dealers	$ 279,935,362	$ 316,270,362	$ (36,335,000)	77
	Furniture/Home Furnishings	$ 34,086,837	$ 62,584,345	$ (28,497,508)	44
	Electronics/Appliance Stores	$ 69,559,855	$ 80,923,782	$ (11,363,927)	41
	Bldg Materials/Garden/Supply	$ 57,241,249	$ 113,595,099	$ (56,353,850)	48
	Food /Beverage Stores	$ 203,296,483	$ 261,932,406	$ (58,635,923)	42
	Health/Personal Care Stores	$ 86,694,469	$ 84,774,233	$ 1,920,236	49
	Gasoline Stations	$ 95,369,884	$ 65,215,475	$ 30,154,409	33
	Clothing / Accessories	$ 52,004,738	$ 71,310,189	$ (19,305,451)	63
	Sporting Goods/Hobby/Books/Music	$ 30,925,714	60,262,599	$ (29,336,885)	60
	General Merchandise Stores	$ 224,620,285	$ 358,936,709	$ (134,316,424)	29
	Miscellaneous Store Retailers	$ 44,031,212	$ 124,402,186	$ (80,370,974)	111
	Food Service/Drinking Places	$ 124,263,879	$ 160,943,185	$ (36,679,306)	289

Taken from ESRI, Retail Marketplace Profile. Full report can be found in the appendix.

Retail Recommendations

In a market such as Appleton, knowing there is a strong retail presence at the I-41 corridor, the downtown is best to position itself as a local, niche, specialty, experiential downtown. The downtown also has the entertainment (food and beverage) and cultural experience sectors solidly represented so there are certainly many reasons for people to come downtown.

The vacant retail space should be approached from a targeted perspective, with a strategy for each space in relation to its surroundings and the customer base from which it will draw.

1. Identify target retail stores from surrounding areas and create an opportunity for them to "try on" a commercial space for a period of three months by negotiating with the landlord to facilitate this possibility.

2. Visit with retailers in space surrounding the vacant space asking those retailers for ideas for complementary or natural fit-type neighbors.
3. Target the following specialty categories:
    a. Art related businesses: music, painting, sculpture, ceramics, dance, photography, and others where customers can get involved in the process of creating, art-related incubator (stained glass, printmaking, candles, sculpture, etc.)
    b. Crafts and craft supplies (quilting store, knitting/yarn store)
    c. Organic grocery, small scale specialty food (locate in central College Ave. first floor retail space, for example, 222 building), and, as recommended in Economic Development Strategic Plan related to developing the local foodshed, a possible food incubator
    d. Office related uses focusing on local corporate HQ sites in areas designated for new office development
    e. Discount store such as Five Below: millennials are shopping at dollar stores more than ever before, especially millennials who earn more than $30,000 per year, see article.
    f. Other specialty retail
4. We are not recommending development of any additional retail space, until such a time as there is an opportunity for mixed use development with either office or other residential. At that time, the developer will have to scan the market and determine the demand for additional retail and/or service space.
5. Boutique or organic grocery would be recommended for existing vacant space on College Avenue, such as the first floor vacant space in the 222 building. Contact someone with organic farming experience and work to assist them in setting up a retail store. Reach out to Downtowngrocery.com (from Wausau) for assistance if possible. Although the market may not be strong enough to support a typical Trader Joes grocery store, data suggests a specialty store, such as Ski's Meat Market would also do well in downtown Appleton.

Office

Downtown Appleton should be the hottest place to build a new office building in the Appleton Metro Area. Any local corporate headquarters should be considering expanding to downtown Appleton. With anecdotal interest in hand, the City has the opportunity to capitalize on this interest and should be targeting property which is either publicly owned or readily available for development. Understanding the TIF dynamics with the distressed circumstances under which TID #3 is operating presently, other ways to support development should be considered.

Increasing the density of daytime workers downtown will work to support the residential component (and vice versa) as well as support retail and service aspects of the downtown. Corporate headquarters are great for infusing many full time employees into downtown, but small existing and currently vacant office spaces should be targeted for specialty medical, commercial arts and other concepts taking up smaller spaces.

Currently home to a large back-office/call center operation, it is not recommended to pursue more of this type of office user. Any growing business in the industrial or business parks in the region would be targets for expansion office space downtown.

As indicated in the table below, a majority of the employees working downtown are in professional categories. The Finance & Insurance; Professional, Scientific and Technical Services; Health Care; and Public Administration categories employ over 70 percent of the employees who are associated with downtown.

Office Recommendations

The following recommendations are offered to support the current and future office market in Downtown Appleton:

1. City and ADI staff should maintain regular ongoing communication (semi-annually or annually) with downtown office space users as a retention effort, and to determine future needs for additional office space.
2. In any other retention visits with corporate tenants elsewhere in the City, be cognizant of the opportunity to ask if an office expansion is pending, and if they would be interested in locating downtown (see also business retention/expansion goals of Economic Development Strategic Plan, 2015).
3. Pursue additional new users in the following categories:
    a. **Small medical device or medical service labs/clinics**: attracting a high-tech work force who appreciates the downtown setting such as dental labs, prosthetic labs, eye care/vision centers, to support the health care cluster existing in the Fox Valley and foster entrepreneurship. This could take place in smaller office nodes, or the main floor of a proposed mixed use development with residential above.
    b. **Training related specialty schools**: cosmetology school, cooking school, beer/wine/spirits school, dance schools, foreign language services, financial training centers, other medical related schools or branch campuses for extended learning programs

c. **Commercial Arts related businesses**: recording studios, photography studios (commercial and consumer), graphic artists, design studios, architects, video production, advertising agencies, high tech gaming/app production (locate on west end of study area at College Ave., one block east of Richmond).

Downtown Appleton Employment by Businesses and Employees

		businesses	percent	employees	percent
Employment	Construction	24	3.1%	88	0.5%
	Manufacturing	17	2.2%	156	0.9%
	Wholesale Trade	13	1.7%	47	0.3%
	Retail Trade	91	11.9%	579	3.2%
	Transportation & Warehousing	7	0.9%	199	1.1%
		14	1.8%	419	2.3%
	Finance & Insurance	91	11.9%	7,328	40.7%
	Real Estate, Leasing	27	3.5%	196	1.1%
	Professional, Scientific & Tech Services	85	11.1%	1,021	5.7%
	Administrative & Support & Waste Mgt & Remediation	24	3.1%	241	1.3%
	Educational Services	22	2.9%	662	3.7%
	Health Care and Social Assistance	54	7.1%	2,421	13.4%
	Arts, Entertainment, Recreation	28	3.7%	239	1.3%
	Accomodation & Food Services	81	10.6%	1,571	8.7%
	Other Services	74	9.7%	748	4.2%
	Public Administration	94	12.3%	2,047	11.4%
Totals		746	97.5%	17,962	99.8%

Source: ESRI Business Summary

Hospitality

Hospitality as defined in this report for the City of Appleton includes hotel, banquet, restaurant, bar, and other food or beverage related businesses. There is a strong presence of food and beverage related businesses now in the downtown, creating a cluster or district, for entertainment/food/beverage. The rest of the City has less of a concentration in food and beverage with entertainment than Downtown. This is a draw for a variety of visitors and customers and should be fostered and encouraged.

Downtown Appleton offers a significant variety of restaurants, night life, meeting venues, activities and hotel rooms to visitors and serves multiple market segments. There are few if any deficiencies. Appleton is known for the abundant choices visitors and locals have. Downtown is walkable.

There is ample parking to support the hotels and venues. The city will make upgrades to the parking payment systems this summer which will eliminate congestion when entering the parking lots.

It appears that there is outstanding co-operation between 10 Fox Cities Communities with the Convention and Visitor's Bureau (CVB) which voted to increase room tax to support and pay for the building of the Exposition Center in Downtown Appleton and develop additional youth and amateur sports tourism facilities.

Organizations and businesses in this sector are very much looking forward to the development of the Exposition Center and Indoor Sports Complex. They are also closely watching for indicators of movement in that direction so communication about progress is important. These are the key "heart of the community" projects that will make the Fox Cities competitive and generate additional revenues for downtown Appleton and the greater Fox Cities businesses. The Exposition Center will attract new and old business to downtown Appleton which will generate room nights for the greater Fox Cities hotels.

The past year, 2015, was the best year for Fox Cities Hotels and tourism. Hotel room Tax increased 10% and occupancy increased 4.8% over 2014 which was also a strong year. Visitor spending increased 5.65% and generated $558M in total business sales, sustaining approx. 6000 jobs in the tourism industry and $93.6M in income. The Fox Cities has more than 2800+ guestrooms, of that 463 hotel guest rooms in 2 hotels and 3 B&B's are located in Downtown Appleton.

Through the CVB, successful Sports Marketing has added group rooms to the market during the past 3 years. Over 160 events were held in 2015. Notable events include US Youth Region II Soccer championships (9491 room nights) and NCAA Division III Baseball Championships, Soccer tournaments and the State Legion Baseball Championships.

Competitive Market Data on Density of Food and Drink – within 5 minutes of Downtown

	Eau Claire	Appleton	Oshkosh	Green Bay
Population	62,551	91,134	61209	79330
Households	25,754	38,252	25,067	34,207
Median Disposable Income	$ 34,104	$ 40,222	$ 35,566	$ 29,878
Per Capita Income	$ 23,115	$ 26,902	$ 22,829	$ 19,844
Total Food & Drink				
Retail Gap	$ (22,885,813)	$ (36,679,306)	$ (24,094,018)	$ (78,981,457)
Number of businesses	187	289	183	277
Ratio of residents to businesses	481	315	334	286

Source: ESRI Retail Marketplace Profile Reports

The above table demonstrates the strength of the entertainment (food and drink) segment for downtown Appleton compared to communities of similar size and composition across Wisconsin. The "retail gap" highlighted in red above shows the amount of surplus sales dollars coming into the business within a five-minute radius of the respective downtowns. Green Bay experiences the "Green Bay Packer" affect and thus has an exaggerated surplus in sales in this category. Examining the number of businesses in this category within five minutes of downtown for each city, Appleton has a higher density of eating and drinking establishments by over 1.5 times that of Eau Claire and Oshkosh. This makes Appleton rich in food and drinking establishments compared to the cities across the state which are most like Appleton. A strong hospitality segment exists in downtown Appleton.

Hospitality Recommendations

1. Continue open and frequent communications between and among all stakeholders related to the Expo Center, CVB and associated hotels, namely Radisson and Copper Leaf.
2. Keep the public gathering space needs associated with the Public Library in mind when new development proposals come to fruition.
3. Create a feedback loop opportunity between the hotels, CVB and City on issues related to parking, conference attendee feedback and ideas to make the downtown experience as robust as possible for conference attendees.
4. Set up cross promotional brainstorming meetings with ADI members and Expo Center staff when opened, in an effort to facilitate getting meeting and conference attendees to venture out of the Expo Center to experience all of Downtown Appleton.
5. Work with current restaurant and bar owners to encourage better cleanup in front of bars/restaurants and make downtown more welcoming to all.

Residential

The downtown core offers a broad mix of existing housing options, though the single family sector certainly represents the bulk of existing housing inventory within the study area. By and large, the highest valued single family homes are found overlooking the Fox River, with primary concentrations found north of College Avenue along Green Bay Road, and along Prospect Avenue, west of Oneida Street.

As it relates to the single family sector, the downtown core can be broadly segmented into three somewhat distinct areas or neighborhoods. The first includes the area located east and north of Lawrence University and includes portions of both the Peabody Park and Lawrence-City Park neighborhoods. This area is characterized by an abundance of larger, older homes catering to middle to upper income earners. Almost all homes in this area have been well maintained and many have been recently remodeled or completely renovated.

The area located north of downtown, bounded roughly by N. State Street, Atlantic Street, Drew Street and Franklin Street, defined as the Historic Central neighborhood, offers generally smaller homes originally constructed for working class families. A good number of homes in this area are well maintained and/or recently renovated, however, there are also many homes that are in some level of disrepair.

Just southwest of downtown is the Old Third Ward neighborhood. This area offers a mix of middle class homes, and larger, older homes, primarily overlooking the Fox River. Almost all homes in this neighborhood appear to be well maintained, with many having been recently remodeled or renovated.

Within the downtown area, most higher-density multifamily units are found aligning the Fox River, with a mix of newer construction, and adaptive re-use of older, historic buildings.

From a demographic standpoint, the downtown core supports an estimated 2015 population of 6,984 persons, up only slightly from the 2010 population of 6,947. By 2020, the population is forecast to increase modestly to 7,074 persons. Further, the downtown core currently includes 2,601 households, representing a slight increase from the 2010 tally of 2,549. Over the next five years, it is expected that the household total will increase to 2,659 units.

In 2015, the downtown core supported a median annual household income $34,163, a median home value of $124,004, a median monthly rent of $454, and a median age of 29.3 years, with all four of these indicators registering well below those note for the overall City of Appleton and the Appleton-Oshkosh MSA.

However, given the generally older housing stock and typical demographics associated with downtown areas, the above is not surprising, and should not impact the downtown area's ability to draw higher income residents to the area provided properly conceived and marketed new residential product is developed.

In order to evaluate the potential future demand for residential units in downtown Appleton, Wisconsin, we need to determine the geographic area from which the majority of all

buyers/renters will emanate. As the City of Appleton's municipal boundaries extend into Outagamie, Winnebago and Calumet Counties, we have determined that the primary market area includes both the Appleton MSA (Outagamie and Calumet Counties) and the Oshkosh-Neenah MSA (Winnebago County), and is hereinafter defined as the Appleton-Oshkosh Combined Statistical Area or CSA. Further, this geographic area shares commonalities relative to household composition, population demographics and dependencies upon similar sources of employment. By population the Appleton-Oshkosh CSA is the third largest such area in Wisconsin, trailing only Milwaukee and Madison.

However, in order to best understand the environment in which potential future residential offerings in Appleton's downtown core will exist, it is also necessary to assess the City of Appleton itself. Referring directly to the downtown core, which is the ultimate subject of this report, reliable economic and demographic data is not available. Further, while current economic/demographic factors within the downtown core are relevant, they will be driven primarily by similar factors in the City of Appleton itself, and to a slightly lesser degree, by those in the larger Appleton-Oshkosh CSA.

However, we will conclude this section of the analysis with estimates of housing demand for the downtown core based upon data provided in the pages which follow.

Employment and Building Permit Trends

Traditionally, residential construction activity, as measured through building permits, was almost exclusively dependent upon corresponding employment trends. While moderating to some degree over the past decade, employment growth is still the primary driver of the need for new housing.

As shown in the table which follows, after losing a total of 6,700 jobs during recession impacted 2008 and 2009, the Appleton-Oshkosh CSA has recovered nicely, having added 12,100 jobs over the past four years. Most recent figures available show that between December of 2014 and December of 2015, the CSA added an impressive 4,900 jobs. It should also be noted that since 2009, the Appleton-Oshkosh CSA has witnessed its employment rate decline consistently and significantly from 7.9% to a current level of only 3.7%.

Appleton-Oshkosh, Wisconsin CSA
Annual Employment Statistics
2006-2015

Year	Annual Employment	Annual Change	Unemployed	Unemployment Rate
2015	222,200	4,900	8,221	3.7%
2014	217,300	3,200	9,127	4.2%
2013	214,100	300	11,347	5.3%
2012	213,800	3,700	12,614	5.9%
2011	210,100	-800	12,816	6.1%
2010	210,900	3,300	14,341	6.8%
2009	207,600	-5,600	16,400	7.9%

2008	213,200	-1,100	11,513	5.4%
2007	214,300	1,900	8,786	4.1%
2006	212,400	2,700	9,133	4.3%
Source: U.S. Bureau of Labor Statistics				

In 2015, a total of 1,454 residential units were permitted in the Appleton-Oshkosh CSA. This reflects the highest permit total recorded since 2006 when 1,781 units were authorized. Further, since 2009, the CSA has seen annual permit issuances increase yearly. Focusing specifically upon multifamily authorizations (both rental apartment and for-sale alternatives) shows that permits were issued for 842 units in 2015 reflecting an increase of 26.6% from 2014's total of 665. More importantly, 2015's total reflects the highest level of multifamily construction recorded over the past ten years.

With regard to single family alternatives, we note a total of 612 units authorized in 2015, a decline of 21.1% from the 2014 total of 776. More importantly, the 2015 figure represents a drop of 44.2% from the average of 1,097 recorded during the 2006-2008 period.

As it relates to housing tenure, the Appleton-Oshkosh CSA is currently in the midst of a significant transformation. Specifically, during the 2006 to 2010 timeframe, single family authorizations accounted for 73.3% of area-wide permit totals. However, since 2011, the single family sector has seen its share of permits decline to an average of 53.3%, with a 42.1% representation rate in 2015. Conversely, multifamily permits have seen a comparable increase, with such authorizations accounting for an average of 46.7% of CSA totals over the 2011-2015 period. The table below provides detail regarding building permit activity for the Appleton-Oshkosh CSA over the 2006-2015 timeframe.

Appleton-Oshkosh, Wisconsin CSA
Annual Building Permit Statistics
2006-2015

Year	Total	Multi-Family	Single Family	Multi-Family Percent	Single Family Percent
2015	1,454	842	612	57.9%	42.1%
2014	1,441	665	776	46.1%	53.9%
2013	1,216	395	821	32.5%	67.5%
2012	1,106	500	606	45.2%	54.8%
2011	1,033	535	498	51.8%	48.2%
2010	946	276	670	29.2%	70.8%
2009	918	234	684	25.5%	74.5%
2008	1,332	430	902	32.3%	67.7%
2007	1,359	245	1,114	18.0%	82.0%
2006	1,781	505	1,276	28.4%	71.6%
Total	**12,586**	**4,627**	**7,959**		

Average	**1,259**	**463**	**796**	**36.8%**	**63.2%**

Source: U.S. Census Bureau, C40 Reports

Focusing upon the City of Appleton, we note a total of 308 housing units authorized in 2015 reflecting the highest level of construction activity recorded over the past ten years. By housing sector, only 18.8% or 58 units were found in the single family sector with 250 units representing 81.2% of city-wide totals found among multifamily alternatives.

As was the case for the Appleton-Oshkosh CSA, the City of Appleton has seen residential construction trends favoring multifamily versus single family options, only to a more pronounced degree. Specifically, as detailed below, since 2011, the multifamily sector has accounted for an average of 75.4% of all activity, versus and average of only 24.6% for the single family sector. Between 2006 and 2010, the multifamily and single family averages were virtually reversed with 24.4% and 75.6%, respectively.

Although usually not eventuated to this degree, it is not unusual for a mature city like Appleton to undergo this transition as larger tracts of developable land and associated higher land costs favor construction of higher density product.

Also associated with the shift to multifamily options is the City of Appleton's share of region-wide construction activity. Again, as provided below, over the 2006-2011 time frame the City of Appleton accounted for an average of only 8.6% of Appleton-Oshkosh CSA totals, increasing to an average of 18.8% over the past five years.

City of Appleton, Wisconsin
Annual Building Permit Statistics
2006-2015

Year	Total	Multi-Family	Single Family	Percent of CSA	Multi-Family Percent	Single Family Percent
2015	308	250	58	21.18%	81.2%	18.8%
2014	198	140	58	13.74%	70.7%	29.3%
2013	206	129	77	16.94%	62.6%	37.4%
2012	281	236	45	25.41%	84.0%	16.0%
2011	171	134	37	16.55%	78.4%	21.6%
2010	78	14	64	8.25%	17.9%	82.1%
2009	82	8	74	8.93%	9.8%	90.2%
2008	136	82	54	10.21%	60.3%	39.7%
2007	91	6	85	6.70%	6.6%	93.4%
2006	159	44	115	8.93%	27.7%	72.3%
Total	**1,710**	**1,043**	**667**			
Average	**171**	**104**	**67**	**13.68%**	**61.0%**	**39.0%**

Source: U.S. Census Bureau, C40 Reports

As discussed earlier, there is a direct correlation between employment growth and residential building permit activity. By comparing employment additions to building permit totals we can gain valuable insight into whether or not a market area is being "under-built" or "over-built" in any given year.

As shown in the table below, the Appleton-Oshkosh CSA added 4,900 jobs in 2015, and during that same year, authorized 1,454 residential units. This equates to an employment/permit ratio of 3.37. More importantly, since emerging from recession in 2011, this ratio has increased somewhat consistently year over year. As a "typical" ratio is about 1.5, we can see that in 2013 and 2011, the market was slightly "overbuilt" as the number of units permitted was high relative to employment growth. Conversely, 2014 and 2015 have experienced a slightly "underbuilt" market. As these trends often even out over time, it is apparent that the Appleton-Oshkosh CSA is largely in balance as it relates to residential construction activity.

Appleton-Oshkosh, Wisconsin CSA
Employment/Permit Ratios
2006-2015

Year	Annual Employment Change	Total Permits	Employment Permit Ratio
2015	4,900	1,454	3.37
2014	3,200	1,441	2.22
2013	300	1,216	0.25
2012	3,700	1,106	3.35
2011	-800	1,033	-0.77
2010	3,300	946	3.49
2009	-5,600	918	-6.10
2008	-1,100	1,332	-0.83
2007	1,900	1,359	1.40
2006	2,700	1,781	1.52

Source: U.S. Bureau of Labor Statistics

Demographic Factors

In this section we turn to an analysis of the demographic factors which will impact future potentials in downtown Appleton. Specifically, we will examine population and household formation trends, income and age statistics, and employment/industry sector factors for both the Appleton-Oshkosh CSA and the City of Appleton.

In the City of Appleton, the current (2015) population stands at 74,246 reflecting an increase of 1,623 persons since 2010, or an average of 325 per year. Census estimates forecast that the population in Appleton will increase to 1,886 by year 2020, or by an average of 377 persons annually.

In terms of households, the 2010 figure for the City of Appleton stood at 28,874, with a 2015 total of 29,960. This reflects an increase of 1,086 households, or an average of 217 per year. By 2020, the household count is expected to increase by 951, or an average of 190 annually.

For the larger Appleton-Oshkosh CSA the 2010 population stood at 392,660 with a 2015 total of 400,692 persons. Over the past five years, the population has grown by 8,033, or an average of 1,606 persons annually. By the year 2020 the population is anticipated to increase by 10,081 to 410,733, reflecting and average addition of 2,016 persons yearly.

The 2010 household total in the Appleton-Oshkosh CSA stood at 156,098, with a 2015 figure of 161,565. As such, we note that the CSA's household total increased by 5,467, or by an average of 1,093 per year. The household count is estimated to increase by 4,927 units to 166,492 by 2020. This yields an average annual increase of 985 households.

Based upon the above, the population of the City of Appleton currently represents 18.9% of the Appleton-Oshkosh CSA total. By the year 2020 this percentage is expected to drop slightly to 18.5%. Regarding households, Appleton accounts for 18.5% of the CSA total and is expected to increase slightly to the 18.6% level.

As shown in the table on the following page, the median household income for the Appleton-Oshkosh CSA is currently $56,568. By component income category, the bulk of households are earning between $50,000 and $74,999 annually, with 33,322 households in this range, accounting for 20.6% of the total.

Appleton-Oshkosh, Wisconsin CSA 2015 Households by Income		
Annual Income Range	Households	Percent
Under $15,000	15,187	9.4%
$15,000-$24,999	15,335	9.5%
$25,000-$34,999	17,507	10.8%
$35,000-$49,999	20,627	12.8%
$50,000-$74,999	33,322	20.6%
$75,000-$99,999	25,541	15.8%
$100,000-$149,999	23,608	14.6%
$150,000-$199,999	5,862	3.6%
$200,000 & Over	4,572	2.8%
Total	**161,561**	**100.0%**
Median Income	**$56,568**	
Source: U.S. Census Bureau & ESRI		

In the City of Appleton, the 2015 median annual income for a resident household is $54,976, a figure 2.8% lower than that noted for the larger CSA. While the $50,000-$74,999 income range shows the highest concentration, its 19.6% representation level is lower than that of the CSA. Similarly, in the City of Appleton, 35.7% of all households earn in excess of $75,000 yearly, versus a slightly higher 36.8% noted for the CSA as a whole, as indicated in the table which follows.

City of Appleton, Wisconsin 2015 Households by Income		
Annual Income Range	Households	Percent
Under $15,000	3,147	10.5%
$15,000-$24,999	3,003	10.0%
$25,000-$34,999	3,167	10.6%
$35,000-$49,999	4,051	13.5%
$50,000-$74,999	5,872	19.6%
$75,000-$99,999	4,564	15.2%
$100,000-$149,999	3,986	13.3%
$150,000-$199,999	1,120	3.7%
$200,000 & Over	1,050	3.5%
Total	**29,960**	**100.0%**
Median Income	**$54,976**	
Source: U.S. Census Bureau & ESRI		

As detailed below, the 2015 median age for a resident of the Appleton-Oshkosh CSA is 37.3 years. By age cohort, we see a concentration of the population in the 35 to 54 year-old range which accounts for 31.1% of the total. In the broader 25 to 74-year-old segment, which represents the bulk of active home buyers and renters, we note a total of 229,280 persons, representing 61.9% of area-wide totals.

Appleton-Oshkosh, Wisconsin CSA 2015 Population by Age		
Annual Income Range	**Population**	**Percent**
Age 0-4	24,432	6.6%
Age 5-9	25,991	7.0%
Age10-14	26,012	7.0%
Age 15-24	40,728	11.0%
Age 25-34	43,998	11.9%
Age 35-44	53,429	14.4%
Age 45-54	61,758	16.7%
Age 55-64	45,266	12.2%
Age 65-74	25,009	6.8%
Age 75-84	16,380	4.4%
Age 85+	7,406	2.0%
Total	**370,409**	**100.0%**
Median Age	**37.3**	

Within the City of Appleton, we find a median age of 36.7 years, a figure slightly lower than that of the larger CSA. In the 35-54 age bracket, we find 28.2% of all residents. In the 25 to 74-year-old bracket, we find 43,032 residents, accounting for 59.3% of the overall Appleton total, as indicated in the table found on the following page.

City of Appleton, Wisconsin 2015 Population by Age		
Annual Income Range	**Population**	**Percent**
Age 0-4	4,996	6.9%
Age 5-9	5,062	7.0%
Age10-14	4,941	6.8%
Age 15-24	10,413	14.3%

Age 25-34	10,578	14.6%
Age 35-44	9,459	13.0%
Age 45-54	11,042	15.2%
Age 55-64	7,903	10.9%
Age 65-74	4,050	5.6%
Age 75-84	2,815	3.9%
Age 85+	1,364	1.9%
Total	**72,623**	**100.0%**
Median Age	**36.7**	

Source: U.S. Census Bureau& ESRI

According to the U.S. Census Bureau, the Appleton-Oshkosh CSA currently supports 123,517 employed persons. By component industry, the Services sector accounts for the largest share with 49,654 employed persons, representing 40.2% of the total. The next largest component is Manufacturing with a 23.8% representation rate as shown below.

Appleton-Oshkosh, Wisconsin CSA
2015 Employed Population by Industry

Industry	Employed Persons	Percent of Total
Agriculture & Mining	2,470	2.0%
Construction	6,299	5.1%
Manufacturing	29,397	23.8%
Wholesale Trade	2,964	2.4%
Retail Trade	14,451	11.7%
Transportation & Utilities	5,435	4.4%
Information	1,853	1.5%
Finance, Insurance & Real Estate	7,658	6.2%
Services	49,654	40.2%
Public Administration	3,458	2.8%
Total	**123,517**	**100.1%**

Source: U.S. Census Bureau & ESRI

Within the City of Appleton, we find a current total of 37,973 employed persons accounting for 30.7% of the CSA total. In comparison to the larger CSA, the Appleton's industry representations are quite similar, with 43.8% of employed persons in the Services sector and 21.5% in the Manufacturing sector, as detailed in the table which follows.

City of Appleton, Wisconsin 2015 Employed Population by Industry		
Industry	Employed Persons	Percent of Total
Agriculture & Mining	304	0.8%
Construction	1,367	3.6%
Manufacturing	8,164	21.5%
Wholesale Trade	1,025	2.7%
Retail Trade	4,709	12.4%
Transportation & Utilities	1,557	4.1%
Information	759	2.0%
Finance, Insurance & Real Estate	2,582	6.8%
Services	16,632	43.8%
Public Administration	873	2.3%
Total	**37,973**	**100.0%**

Source: U.S. Census Bureau & ESRI

Demand for Housing

Based upon a synthesis of the economic and demographic factors presented in this section, along with other factors found throughout this analysis, we expect that housing demand in the Appleton-Oshkosh CSA, as evidenced through residential building permits, will total 1,500 units in 2016, of which 675 are expected in the single family sector, and the remaining 825 units found among multifamily (both for-sale and for-rent) alternatives. In 2017, a strengthening economy will foster demand for 1,600 units segmented between 760 units in the single family sector and 840 units in the multifamily sector. Over the following three years (2018-2021) the CSA will witness demand averaging 1,750 units yearly, with an average of 840 units annually in the multifamily category and 900 units in the single family sector.

Further, based upon current tenure statistics as well as recent trends, we expect the multifamily sector demand to allocated between for-sale and rental alternatives as provided in the table which follows.

Appleton-Oshkosh, Wisconsin CSA Demand for Housing 2016-2021				
	Total	Single	Multifamily	
Year	Demand	Family	For-Sale	For-Rent
2016	**1,500**	**675**	**400**	**425**
2017	**1,600**	**760**	**390**	**450**
2018-2021	**5,250**	**2,700**	**1,035**	**1,485**
Total	**8,350**	**4,135**	**1,825**	**2,360**

Source: The Windward Group, Inc.

Focusing upon the City of Appleton, we anticipate the addition of 300 residential units in 2016, increasing to 320 units in 2017. Over the following three years, we expect housing demand to average 350 units per year. Among single family alternatives we forecast 80 units in 2016, 90 units in 2017, and 100 units yearly over the 2018-2021-time period. Among multifamily options, we expect 160 units in 2016, 170 in 2017 and 160 on average over the following three years.

Refer to the table below for details regarding the above as well as an allocation between for sale and rental multifamily alternatives.

City of Appleton, Wisconsin
Demand for Housing 2016-2021

Year	Total Demand	Single Family	Multifamily For-Sale	Multifamily For-Rent
2016	300	80	20	140
2017	320	90	20	150
2018-2021	1,050	300	60	480
Total	1,670	470	100	770

Source: The Windward Group, Inc.

Qualitative Distribution of Demand-Appleton, Wisconsin

In this section, we turn to an analysis of housing demand in the City of Appleton by monthly rent or sales price for all housing sectors. Please note that all dollar figures are based upon current dollar amounts, and do not reflect expected inflationary increases.

Focusing first upon rental apartment alternatives, over the five year 2016-2021 we forecast that the City of Appleton can absorb a total of 770 new units, or an average of 154 per year. As detailed in the table which follows, we expect that 43.0% of this demand (330 units) will be concentrated among units renting for between $700 and $799 monthly.

In the higher rent levels, we expect that over the next five years, Appleton can absorb 185 units at rents exceeding $1,000 per month.

Appleton, Wisconsin Rental Apartment Distribution of Demand 2016-2021		
Monthly Rent	Percent	Units
$700-$799	43.0%	330
$800-$899	18.0%	140
$900-$999	15.0%	115
$1,000-$1,100	12.0%	92
$1,100 & Above	12.0%	93
Total	**100.0%**	**770**
Average Price		
Source: The Windward Group, Inc.		

In the for-sale multifamily sector, we note only modest demand with a total of 100 units (20 units per year) expected over the 2016-2021 period. By price, demand will be concentrated in the $175,000 to $249,999 range, with 56.0% of all activity (56 units) concentrated there.

Among higher priced alternatives, we expect modest demand support with 28.0% of all sales forecast to occur at prices in excess of $250,000 as indicated on the table on the page which follows.

Appleton, Wisconsin Townhome/Condominium Distribution of Demand 2016-2021		
Price Range	Percent	Unit Sales
$150,000-$174,999	16.0%	16
$175,000-$199,999	20.0%	20
$200,000-$224,999	24.0%	24
$225,000-$249,999	12.0%	12
$250,000-$274,999	8.0%	8
$275,000-$299,000	4.0%	4
$300,000 & Over	16.0%	16
Total	**100.0%**	**100**
Average Price		
Source: The Windward Group, Inc.		

Among single family alternatives, we anticipate that a total of 470 units will be added during the 2016-2021-time frame. Over this five-year period, it is expected that 56.0% (375 units) of all sales will occur at prices below $250,000 while only 6% (40 units) of single family sales will occur at prices over $500,000.

Please refer to the table on the following page for details regarding single family demand by price.

Appleton, Wisconsin
Single Family Distribution of Demand
2016-2021

Price Range	Percent	Unit Sales
$175,000-$199,999	24.0%	115
$200,000-$249,999	32.0%	150
$250,000-$299,999	17.0%	80
$300,000-$399,999	14.0%	65
$400,000-$499,999	7.0%	30
$500,000-$749,999	3.0%	15
$750,000-$999,999	2.0%	10
$1,000,000 & Over	1.0%	5
Total	**100.0%**	**470**
Average Price		

Source: The Windward Group, Inc.

Given its small geographic area (relative to the City of Appleton), it is difficult to reach conclusions regarding housing demand with a high degree of specificity for the downtown core. However, using historical benchmarks and trends we can attempt to estimate demand.

Within the rental apartment sector, we estimate that the downtown core can absorb up to 50.0% of city wide demand. Over the next five years, this equates to 385 units, or 77 new units annually. By rent, we would expect that downtown offerings will be positioned slightly higher than the city as a whole due largely to higher land costs, and higher construction costs associated with higher-density development. More specifically, we would anticipate that virtually all future market-rate rental units would carry rents exceeding $800 monthly. However, as has been the case with several other recent rental apartments (detailed further in Section IV), developments using Section 42 Tax Credits can provide quality housing stock at more modest rent levels.

Like the apartment sector, we expect that the townhome/condominium sector in the downtown core can support up to 50.0% of city-wide demand. However, given the limited depth of this segment, this equates to a maximum of only 50 total units over the next five years. By price, it is expected that future offerings would be highly concentrated at prices between $250,000 and $350,000.

With a total demand of 470 units forecast for the single family sector over the 2016-2021 period, the City of Appleton offers solid opportunity for development. However, given land supply and land price constraints, it is unlikely that the downtown core could support any concentrated development of single family homes. There may, however, be modest opportunity for individual "spec homes" on scattered lots throughout the area.

The Competitive Environment - Residential

In order to evaluate the potential for new residential development within the downtown area of the City of Appleton, it is necessary to examine those existing rental communities and currently active townhome/condominium and single family programs that will compete with possible future offerings. However, before getting into a specific analysis of those residential developments which will have a direct impact on future potentials within downtown Appleton, a discussion of the broader Appleton-Oshkosh CSA and the City of Appleton markets is warranted.

According to the U.S. Census Bureau (with estimates from ESRI), in 2013 Appleton-Oshkosh CSA supported a total of 44,222 occupied rental units. As noted in the table below, the median rent stood at $578 per month, with 61.9% of all units supporting rents between $400 and $699 per month. In the higher rent ranges, we see that 25.1% of all renters are paying at least $700 monthly.

Appleton-Oshkosh, Wisconsin CSA
2013 Occupied Housing Units by Rent

Rent Range	Housing Units	Percent	Cumulative Percent
Under $200	848	1.9%	1.9%
$200-$299	1,663	3.8%	5.7%
$300-$399	3,260	7.4%	13.1%
$400-$499	8,392	19.0%	32.0%
$500-$599	10,578	23.9%	55.9%
$600-$699	8,382	19.0%	74.9%
$700-$799	4,758	10.8%	85.7%
$800-$899	2,534	5.7%	91.4%
$900-$999	1,362	3.1%	94.5%
$1,000 & Over	2,445	5.5%	100.0%
Total	**44,222**	**100.0%**	
Median Rent		**$578**	

Source: U.S. Census Bureau & ESRI

Among all rental units in the Appleton-Oshkosh CSA, we note a current (2014) vacancy rate of 5.6%. However, this figure is slightly skewed due to a 9.7% vacancy rate recorded in Calumet County. Between Outagamie and Winnebago County, we note a vacancy rate of 5.2%. The current rate for the CSA, however, does reflect a significant drop since 2011, during which the vacancy factor was 7.6%

In the City of Appleton, the median monthly rent stood at $549 in 2013, a figure 5.0% lower than the median rent noted for the Appleton-Oshkosh CSA. Among all units, we find that 66.3% support rents between $400 and $699 monthly. Within the higher rent segment, we note that 21.3% of all renters are paying over $700 monthly as detailed in the table which follows.

City of Appleton, Wisconsin 2013 Occupied Housing Units by Rent			
Rent Range	Housing Units	Percent	Cumulative Percent
Under $200	172	2.1%	2.1%
$200-$299	340	4.1%	6.1%
$300-$399	540	6.4%	12.5%
$400-$499	1790	21.4%	33.9%
$500-$599	2,286	27.3%	61.2%
$600-$699	1474	17.6%	78.8%
$700-$799	768	9.2%	87.9%
$800-$899	335	4.0%	91.9%
$900-$999	212	2.5%	94.4%
$1,000 & Over	466	5.6%	100.0%
Total	**8,383**	**100.0%**	
Median Rent		**$549**	
Source: U.S. Census Bureau & ESRI			

Among all rental units, we note a current (2014) vacancy rate of 4.6%, according to the U.S. Census Bureau. This figure compares favorably against the vacancy level of 5.6% noted for the CSA as a whole. More importantly, this rate has dropped consistently and significantly over the past three years from 7.5% in 2011, to 6.5% in 2012, and to 6.4% in 2013.

Within the for-sale market (which includes both single family and townhome/condominium units), the Appleton-Oshkosh CSA supported a median value of $149,550 in 2013, according to the U.S. Census Bureau. By price, we note that 63.1% of all homes are valued at less than $175,000, with only 9.4% of all homes carrying a value exceeding $250,000, as show below.

Appleton-Oshkosh, Wisconsin CSA 2013 Occupied Housing Units by Value			
Price Range	Housing Units	Percent	Cumulative Percent
Under $100,000	19,844	18.0%	18.0%
$100,000-$124,999	17,760	16.1%	34.0%
$125,000-$149,999	16,884	15.3%	49.3%

$150,000-$174,999	15,263	13.8%	63.1%
$175,000-$199,999	9,559	8.7%	71.8%
$200,000-$249,999	13,487	12.2%	84.0%
$250,000-$299,999	7,226	6.5%	90.6%
$300,000-$399,999	6,166	5.6%	96.1%
$400,000-$499,999	2,246	2.0%	98.2%
$500,000-$749,999	1,240	1.1%	99.3%
$750,000-$999,999	325	0.3%	99.6%
$1,000,000 & Over	456	0.4%	100.0%
Total	**110,456**	**100.0%**	
Median Value		**$149,550**	

Source: U.S. Census Bureau & ESRI

Within the City of Appleton, a 2013 median home value of $137,900 is noted, reflecting a value that is 7.8% lower than that noted for the CSA as a whole. Further, within the city, a full 74.8% of all homes carry a value under $175,000 and only 7.0% support values of over $250,000, as detailed in the table on the following page.

Please note that as a "mature" city, it is not unusual for a city such as Appleton to carry generally lower housing values than the region, as much of the existing housing stock is older, especially when compared to many of the area's collar communities which offer a much greater supply of developable land, and generally higher levels of new construction.

City of Appleton, Wisconsin
2013 Occupied Housing Units by Value

Price Range	Housing Units	Percent	Cumulative Percent
Under $100,000	3,190	16.1%	16.1%
$100,000-$124,999	4,383	22.2%	38.3%
$125,000-$149,999	4,493	22.7%	61.1%
$150,000-$174,999	2,722	13.8%	74.8%
$175,000-$199,999	1,203	6.1%	80.9%
$200,000-$249,999	1,572	8.0%	88.9%
$250,000-$299,999	816	4.1%	93.0%
$300,000-$399,999	711	3.6%	96.6%
$400,000-$499,999	360	1.8%	98.4%
$500,000-$749,999	150	0.8%	99.2%

$750,000-$999,999	59	0.3%	99.5%
$1,000,000 & Over	101	0.5%	100.0%
Total	**19,760**	**100.0%**	
Median Value		**$137,900**	

Source: U.S. Census Bureau & ESRI

Over the preceding twelve-month period, a total of 86 existing townhome/condominium units were sold through the resale market in the City of Appleton, representing only 7.8% of residential sales in the city. The average unit sold included 1,674 square feet of living area and closed at an average price of $173,342. This yields a value ratio of $103.54 per square foot.

The average listing was on the market for 137 days, and sold for a very high 99.0% of the listing price, again indicating a generally healthy market.

By price, we find the highest concentration of sales in the $50,000-$99,999 range which recorded 24 sales reflecting a 24.4 % market share. At prices exceeding $200,000, we note 33 sales, accounting for 38.3% of City of Appleton sales, as detailed on the following page.

Appleton, Wisconsin
Multifamily Sales (March 2015-March 2016)

Price Range	Unit Sales	Percent	Cumulative Percent
Under $50,000	1	1.2%	1.2%
$50,000-$99,999	21	24.4%	25.6%
$100,000-$149,999	16	18.6%	44.2%
$150,000-$199,999	15	17.4%	61.6%
$200,000-$249,999	16	18.6%	80.2%
$250,000-$299,999	10	11.6%	91.9%
$300,000 & Over	7	8.1%	100.0%
Total	**86**	**100.0%**	
Median Value		**$173,342**	

Source: Wisconsin Multiple Listing Service

According to statistics provided by the Multiple Listing Service (MLS), 1,022 existing single family homes were sold over the past twelve months in the City of Appleton. Among all sales we note an average price of $150,744, and an average unit size of 1,908 square feet. This yields a value ratio of $79.00 per square foot.

Further, the average unit sold for a very high 98.0% of its listing price and the average number of days on the market averaged a respectable 104, indicating a generally healthy market.

By price range, the $150,000 to $199,999 bracket included 452 sales, reflecting a 44.2% market share. At prices under $150,000, 247 sales were generated, accounting for 24.2% of the total. And, as detailed in the table which follows, 185 sales were recorded at prices exceeding $200,000, yielding a 18.3% market share.

City of Appleton, Wisconsin
Single Family Sales (March 2015-March 2016)

Price Range	Units Sales	Percent	Cumulative Percent
Under $100,000	247	24.2%	24.2%
$100,000-$149,999	452	44.2%	68.4%
$150,000-$199,999	138	13.5%	81.9%
$200,000-$249,999	65	6.4%	88.3%
$250,000-$299,999	65	6.4%	94.6%
$300,000-$349,999	23	2.3%	96.9%
$350,000-$399,999	17	1.7%	98.5%
$400,000 & Over	15	1.5%	100.0%
Total	**1,022**	**100.0%**	
Average Price		**$154,707**	

Source: Wisconsin Multiple Listing Service

Direct Competition

Given developable land constraints, the downtown area has been somewhat restricted in terms of recent residential development. However, there are a handful of currently active and recently completed residential projects that provide solid insight into the current status of the downtown core.

The following paragraphs discuss each of these developments in greater detail.

RiverHeath is a mixed-use, currently active residential development located just east of the downtown core, bordering the south side of the Fox River.

Current rental offerings include a 31-unit structure called Evergreen. This three story, elevator building with ground floor retail space, offers a mix of one, two and three-bedroom apartments providing between 800 and 1,795 square feet, with current rents between $1,200 and $2,700 per month. Current rents include heat, and enclosed parking spaces are available for an additional $75 per month.

Amenities at Evergreen include intercom security, private balconies, walk-in closets and a full size washer-dryer in each unit.

This property is currently 100% leased, and according to on-site management, during initial lease-up, units were absorbed at a rate of 1.6 per month.



(Evergreen at RiverHeath)

Under construction immediately east of Evergreen, is Prairie, a 40-unit rental apartment building. Like Evergreen, Prairie will offer units containing between 800 and 1,795 square with monthly rents from $1,200 to $2,700. The amenity package at Prairie will be comparable to that found at Evergreen. Pre-leasing began six months ago, and nine reservations have been taken, an average of 1.5 per month. First occupancy is expected to occur in October of 2016.

Constructed approximately two years ago, RiverHeath also includes five townhome/condominium units at the westernmost edge of the site. These two and three bedroom units include between 1,200 and 2,600 square feet and sold for prices from $340,000 up to $550,000. Over the past twelve months, two units have been sold including a three bedroom/two bath unit with 2,240 square feet for $344,000 and a three bedroom/two bath unit with 2,390 square feet for $350,000.



(Townhomes at RiverHeath)

The developers of RiverHeath also recently announced plans for the construction of a 95 room Courtyard by Marriot hotel on the north end of the site. This hotel is expected to open in 2017. Although not currently finalized, future plans for RiverHeath include an outdoor music venue and additional retail and residential uses.

The Fox River Mills, located on the north side of the Fox River, two blocks south of College Avenue consists of an aggregation of three buildings originally constructed between 1883 and 1915. All three structures are currently on the National Register of Historic Places. The former site of a working paper mill, this development has been recently converted to residential use, and includes 188 “loft-style” apartments

with 120 different unit options. Characterized generally as an urban concept, the loft-style units at Fox River Mills feature high ceilings, exposed ductwork, wood columns & ceiling beams, exposed brick walls and more modern fixtures than typical apartment units.

Fox River Mills offers a mix of studio, one, two and three bedroom plans including between 586 and 1,756 square feet of living space. Current rents range from $817 to $1,825 per month, and include heat.

Amenities at Fox River Mills include intercom security, elevator service, and on-site laundry facilities. Enclosed parking is available for $55 per month.

At present, only two units are unleased, yielding a vacancy rate of 1.1%.



(Historic Fox River Mills Apartments)

Union Square is a 53-unit, Section 42 (income restricted) apartment development located approximately six blocks north of the downtown core on Winnebago Street. This property consists of two components, including 20, two-story townhome style units and 33 units in a single three story structure.

The townhome units all include three-bedrooms, two and one-half baths, and 1,700 square feet. Current rents range between $750 and $875 per month, and include heat and an attached one-car garage. The 33 apartment units offer two or three bedrooms and two baths. Unit sizes extend from 1,015 square feet up to 1,409 square feet while current rents fall between $500 and $700 monthly. These units also include heat and a detached one-car garage.

All units at Union Square have access to a community fitness center. Townhome units offer private patios/balconies, individual entries and an in-unit washer dryer, while apartment units offer intercom security, and a common laundry facility.

Leasing commenced in December of 2015, and all units were rented by February of 2016. This yields an absorption rate of a strong 17.6 units per month. This property also has a waiting list of approximately 50 people.



(Union Square Apartments)

Eagle Flats is a mixed-use development situated on South Island in the Fox River, just several blocks south of the downtown core. To date, two rental apartment properties have been developed, including River Walk Place and The Landings at Eagle Flats.

Riverwalk Place is a 70-unit senior-oriented (62 years of age & older), four-story, apartment building developed in 2012. This project offers a mix of one and two-bedroom income restricted units utilizing both the Section 8 Voucher Program, and Section 42 Tax Credits. The 66 one bedroom plans include between 650 and 750 square feet with rents averaging $591 per month. The two, four-bedroom plans

include 1,010 square feet and rent for $585 per month, lower than the one-bedrooms due to a higher utility allowance. All 70 units are currently leased, and the property maintains a waiting list for approximately 75 persons.

Amenities at Riverwalk include central laundry facilities, intercom security, a community room, a business center and a fitness room.



(Riverwalk at Eagle Flats)

The Landings at Eagle Flats is a four-story, 54-unit complex developed under Section 42 tax credit guidelines. This property offers one bedroom/one bath, two bedroom/two bath and three bedroom/two bath options. One bedroom units include between 700 and 730 square feet and rent for $335 and $465 monthly. Two bedroom plans offer 1,015 to 1,070 square feet with monthly rents from $610 to $635, while three bedroom apartments provide 1,300 to 1,425 square feet with rents at $750 per month. At present, The Landings are 100% occupied, with no vacancies expected until the summer of 2016.

Amenities at The Landings include a patio/balcony, walk-in closets, washer/dryer hook-ups, a community room with kitchen, a business center, central laundry facilities and intercom security. Underground heated parking is also available for $35 per month.



(The Landings at Eagle Flats)

Richmond Terrace was originally constructed in 2004, and includes 147 units as well as eleven commercial spaces in a four-story, elevator serviced building. All units at this development were sold by mid-2008, reflecting an absorption of 2.5 units per month.

Amenities at Richmond Terrace include heated underground parking, an indoor swimming pool, a fitness center, central laundry facilities and intercom security.

Over the past twelve months, five condominium units have been sold at Richmond Terrace. All units included two bedrooms and two baths, with unit sizes ranging from 1,002 up to 1,385 square feet. Sales prices fell between $93,500 and $132,000. Among all five sales, the average unit sold for 98.8% of its listing price and was on the market for an average of 58 days. There is currently one unit available for sale, and it provides two bedrooms, two baths, 1,425 square feet and is listed for $155,900.



(Richmond Terrace Condominiums)

Future Residential Development

Also having a pronounced impact on the potential for new residential development in Appleton's downtown core will be those projects which have not yet broken ground, but are expected to do so over the next 12 to 24 months.

The following paragraphs provide information relative to these developments.

The Foremost Dairy site is a six-acre parcel located along the west side of the Fox River, just south of the College Avenue bridge. Preliminary plans call for the development of 100 units of senior-oriented rental housing. In addition to the senior housing, the development of small-lot single family homes is being considered.

Located along Old Oneida Street on South Island in the Fox River, the Woolen Mills project will include an adaptive re-use of an existing building. This development is expected to include 60 rental units using both Section 42 and Historic tax credits. It is expected that the units at Woolen Mills will be segmented among 36 income-restricted housing, 15 units reserved for military veterans, and nine market-rate apartment homes. Construction is slated to begin in the summer of 2016.

In addition to the new Courtyard by Marriott hotel, future plans for RiverHeath include an undetermined number of additional rental apartment units, coupled with further retail and commercial development.

At Eagle Flats, the bulk of future development is likely to be heavily tilted toward retail and commercial uses. However, preliminary plans call for the construction of another 68 rental apartment units in a four-story structure with underground parking.

Residential Recommendations

Considering the importance of increasing residential development opportunities downtown, it should be the focus of efforts for the City and ADI into the future. Increasing the residential base in Downtown Appleton will provide an increased and potentially entirely new customer base retailers, restaurants and service related businesses will be able to tap. Downtown employers will also see it as a benefit to have more people living downtown as it will be easier to draw employees from a very local base. Anecdotal interest in living downtown was expressed loud and clear at the May 2016 Design Workshop event by multiple people currently not living downtown. Based on the housing study conducted as a part of this market analysis, the following recommendations have been established.

1. Work to facilitate the development of additional multifamily rental units, in and around downtown Appleton, with sites identified by the downtown working groups in the May Design Workshop.
2. Work to facilitate the development of townhome and condominium residential units as noted in the analysis above, approximately 50 units over the next five years. Sites have been identified in the vision plan for the future of downtown, primarily north of College Avenue.
3. Consider working with a developer to create a pocket neighborhood to bring close to downtown a popular new style of single family homes, featuring small lots with small yards and larger common areas. A site for this type of development has been identified north of College Avenue, just south of the railroad tracks.
4. Work with existing landlords who own property above first floor retail spaces on College Ave. to improve the quality and increase the value (and subsequently the rents) of these units.
5. Consider creating a rental rehab program (or expanding a current program) to include the units above retail stores along College Avenue.

Appendix

Supporting Data

Business Summary

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Times: 5, 10 minute radii

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

Data for all businesses in area	5 minutes	10 minutes
Total Businesses:	1,383	4,500
Total Employees:	26,600	78,244
Total Residential Population:	23,656	91,134
Employee/Residential Population Ratio:	1.12:1	0.86:1

	Businesses		Employees		Businesses		Employees	
by SIC Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	29	2.1%	134	0.5%	82	1.8%	606	0.8%
Construction	83	6.0%	683	2.6%	327	7.3%	2,928	3.7%
Manufacturing	34	2.5%	780	2.9%	179	4.0%	7,501	9.6%
Transportation	20	1.4%	292	1.1%	92	2.0%	1,630	2.1%
Communication	9	0.7%	143	0.5%	42	0.9%	952	1.2%
Utility	2	0.1%	2	0.0%	12	0.3%	130	0.2%
Wholesale Trade	31	2.2%	535	2.0%	195	4.3%	4,062	5.2%
Retail Trade Summary	291	21.0%	2,843	10.7%	975	21.7%	14,675	18.8%
Home Improvement	18	1.3%	94	0.4%	58	1.3%	1,091	1.4%
General Merchandise Stores	3	0.2%	12	0.0%	29	0.6%	1,537	2.0%
Food Stores	19	1.4%	153	0.6%	77	1.7%	1,571	2.0%
Auto Dealers, Gas Stations, Auto Aftermarket	18	1.3%	93	0.3%	104	2.3%	1,148	1.5%
Apparel & Accessory Stores	13	0.9%	36	0.1%	49	1.1%	477	0.6%
Furniture & Home Furnishings	30	2.2%	143	0.5%	102	2.3%	904	1.2%
Eating & Drinking Places	109	7.9%	1,628	6.1%	289	6.4%	5,198	6.6%
Miscellaneous Retail	81	5.9%	684	2.6%	268	6.0%	2,749	3.5%
Finance, Insurance, Real Estate Summary	191	13.8%	7,915	29.8%	662	14.7%	11,487	14.7%
Banks, Savings & Lending Institutions	69	5.0%	494	1.9%	254	5.6%	986	1.3%
Securities Brokers	29	2.1%	754	2.8%	80	1.8%	1,167	1.5%
Insurance Carriers & Agents	41	3.0%	6,358	23.9%	141	3.1%	8,118	10.4%
Real Estate, Holding, Other Investment Offices	52	3.8%	310	1.2%	187	4.2%	1,215	1.6%
Services Summary	562	40.6%	10,849	40.8%	1,708	38.0%	30,887	39.5%
Hotels & Lodging	4	0.3%	430	1.6%	21	0.5%	740	0.9%
Automotive Services	22	1.6%	85	0.3%	123	2.7%	893	1.1%
Motion Pictures & Amusements	42	3.0%	355	1.3%	126	2.8%	1,420	1.8%
Health Services	73	5.3%	3,058	11.5%	269	6.0%	11,852	15.1%
Legal Services	46	3.3%	230	0.9%	71	1.6%	379	0.5%
Education Institutions & Libraries	30	2.2%	1,131	4.3%	82	1.8%	3,294	4.2%
Other Services	345	24.9%	5,559	20.9%	1,015	22.6%	12,311	15.7%
Government	101	7.3%	2,371	8.9%	137	3.0%	3,209	4.1%
Unclassified Establishments	30	2.2%	53	0.2%	89	2.0%	177	0.2%
Totals	1,383	100.0%	26,600	100.0%	4,500	100.0%	78,244	100.0%

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Business Summary

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Times: 5, 10 minute radii

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	12	0.0%	6	0.1%	141	0.2%
Mining	1	0.1%	3	0.0%	2	0.0%	6	0.0%
Utilities	1	0.1%	1	0.0%	4	0.1%	97	0.1%
Construction	90	6.5%	705	2.7%	352	7.8%	3,068	3.9%
Manufacturing	38	2.7%	720	2.7%	197	4.4%	7,594	9.7%
Wholesale Trade	29	2.1%	529	2.0%	187	4.2%	4,029	5.1%
Retail Trade	175	12.7%	1,147	4.3%	658	14.6%	9,128	11.7%
Motor Vehicle & Parts Dealers	13	0.9%	80	0.3%	80	1.8%	1,050	1.3%
Furniture & Home Furnishings Stores	10	0.7%	35	0.1%	47	1.0%	374	0.5%
Electronics & Appliance Stores	15	1.1%	46	0.2%	49	1.1%	469	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	18	1.3%	94	0.4%	58	1.3%	1,091	1.4%
Food & Beverage Stores	15	1.1%	111	0.4%	54	1.2%	1,271	1.6%
Health & Personal Care Stores	10	0.7%	63	0.2%	56	1.2%	489	0.6%
Gasoline Stations	5	0.4%	14	0.1%	24	0.5%	98	0.1%
Clothing & Clothing Accessories Stores	19	1.4%	68	0.3%	63	1.4%	566	0.7%
Sport Goods, Hobby, Book, & Music Stores	19	1.4%	106	0.4%	60	1.3%	550	0.7%
General Merchandise Stores	3	0.2%	12	0.0%	29	0.6%	1,537	2.0%
Miscellaneous Store Retailers	40	2.9%	387	1.5%	116	2.6%	1,384	1.8%
Nonstore Retailers	8	0.6%	132	0.5%	22	0.5%	249	0.3%
Transportation & Warehousing	17	1.2%	262	1.0%	63	1.4%	1,258	1.6%
Information	23	1.7%	477	1.8%	79	1.8%	1,528	2.0%
Finance & Insurance	139	10.1%	7,609	28.6%	478	10.6%	10,292	13.2%
Central Bank/Credit Intermediation & Related Activities	69	5.0%	497	1.9%	256	5.7%	1,003	1.3%
Securities, Commodity Contracts & Other Financial	29	2.1%	754	2.8%	81	1.8%	1,170	1.5%
Insurance Carriers & Related Activities; Funds, Trusts &	41	3.0%	6,358	23.9%	141	3.1%	8,119	10.4%
Real Estate, Rental & Leasing	60	4.3%	312	1.2%	234	5.2%	1,439	1.8%
Professional, Scientific & Tech Services	129	9.3%	1,592	6.0%	345	7.7%	3,824	4.9%
Legal Services	50	3.6%	268	1.0%	85	1.9%	456	0.6%
Management of Companies & Enterprises	1	0.1%	4	0.0%	2	0.0%	7	0.0%
Administrative & Support & Waste Management & Remediation	71	5.1%	672	2.5%	212	4.7%	2,498	3.2%
Educational Services	36	2.6%	1,031	3.9%	105	2.3%	3,268	4.2%
Health Care & Social Assistance	125	9.0%	5,484	20.6%	423	9.4%	15,925	20.4%
Arts, Entertainment & Recreation	37	2.7%	322	1.2%	87	1.9%	1,241	1.6%
Accommodation & Food Services	114	8.2%	2,064	7.8%	315	7.0%	5,998	7.7%
Accommodation	4	0.3%	430	1.6%	21	0.5%	740	0.9%
Food Services & Drinking Places	110	8.0%	1,634	6.1%	293	6.5%	5,258	6.7%
Other Services (except Public Administration)	165	11.9%	1,229	4.6%	522	11.6%	3,495	4.5%
Automotive Repair & Maintenance	17	1.2%	67	0.3%	95	2.1%	713	0.9%
Public Administration	101	7.3%	2,371	8.9%	138	3.1%	3,224	4.1%
Unclassified Establishments	30	2.2%	53	0.2%	91	2.0%	184	0.2%
Total	1,383	100.0%	26,600	100.0%	4,500	100.0%	78,244	100.0%

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Community Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Times: 5, 10 minute radii

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

	5 minutes	10 minutes
Population Summary		
2000 Total Population	24,458	90,850
2010 Total Population	23,183	89,563
2015 Total Population	23,656	91,134
2015 Group Quarters	1,963	2,717
2020 Total Population	24,240	93,165
2015-2020 Annual Rate	0.49%	0.44%
Household Summary		
2000 Households	9,765	36,122
2000 Average Household Size	2.31	2.44
2010 Households	9,480	37,055
2010 Average Household Size	2.24	2.34
2015 Households	9,810	38,252
2015 Average Household Size	2.21	2.31
2020 Households	10,118	39,349
2020 Average Household Size	2.20	2.30
2015-2020 Annual Rate	0.62%	0.57%
2010 Families	5,093	22,663
2010 Average Family Size	2.99	2.96
2015 Families	5,220	23,192
2015 Average Family Size	2.96	2.93
2020 Families	5,357	23,738
2020 Average Family Size	2.95	2.91
2015-2020 Annual Rate	0.52%	0.47%
Housing Unit Summary		
2000 Housing Units	10,221	37,385
Owner Occupied Housing Units	57.0%	61.9%
Renter Occupied Housing Units	38.5%	34.8%
Vacant Housing Units	4.5%	3.4%
2010 Housing Units	10,246	39,011
Owner Occupied Housing Units	54.8%	59.7%
Renter Occupied Housing Units	37.7%	35.3%
Vacant Housing Units	7.5%	5.0%
2015 Housing Units	10,621	40,273
Owner Occupied Housing Units	53.1%	57.8%
Renter Occupied Housing Units	39.3%	37.2%
Vacant Housing Units	7.6%	5.0%
2020 Housing Units	10,983	41,508
Owner Occupied Housing Units	52.7%	57.6%
Renter Occupied Housing Units	39.4%	37.2%
Vacant Housing Units	7.9%	5.2%
Median Household Income		
2015	$44,304	$51,392
2020	$51,443	$58,613
Median Home Value		
2015	$123,363	$140,843
2020	$141,393	$171,012
Per Capita Income		
2015	$23,193	$26,902
2020	$26,344	$30,840
Median Age		
2010	32.7	36.0
2015	34.0	36.8
2020	35.0	37.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Community Profile

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Drive Times: 5, 10 minute radii

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	5 minutes	10 minutes
2015 Households by Income		
Household Income Base	9,810	38,252
<$15,000	15.5%	11.5%
$15,000 - $24,999	12.7%	11.4%
$25,000 - $34,999	12.0%	11.6%
$35,000 - $49,999	14.1%	13.8%
$50,000 - $74,999	19.5%	19.5%
$75,000 - $99,999	13.5%	14.9%
$100,000 - $149,999	9.7%	12.0%
$150,000 - $199,999	2.1%	3.1%
$200,000+	0.8%	2.1%
Average Household Income	$54,591	$63,920
2020 Households by Income		
Household Income Base	10,118	39,349
<$15,000	14.5%	10.6%
$15,000 - $24,999	9.5%	8.5%
$25,000 - $34,999	10.5%	9.6%
$35,000 - $49,999	13.8%	13.0%
$50,000 - $74,999	19.3%	19.0%
$75,000 - $99,999	16.3%	17.8%
$100,000 - $149,999	12.6%	14.9%
$150,000 - $199,999	2.7%	4.1%
$200,000+	0.9%	2.5%
Average Household Income	$61,865	$72,920
2015 Owner Occupied Housing Units by Value		
Total	5,637	23,260
<$50,000	0.8%	0.5%
$50,000 - $99,999	23.0%	11.6%
$100,000 - $149,999	56.1%	46.4%
$150,000 - $199,999	13.3%	25.9%
$200,000 - $249,999	3.5%	8.0%
$250,000 - $299,999	1.1%	3.4%
$300,000 - $399,999	1.1%	2.3%
$400,000 - $499,999	0.4%	0.8%
$500,000 - $749,999	0.5%	0.7%
$750,000 - $999,999	0.1%	0.1%
$1,000,000 +	0.1%	0.2%
Average Home Value	$132,817	$159,550
2020 Owner Occupied Housing Units by Value		
Total	5,793	23,898
<$50,000	0.7%	0.4%
$50,000 - $99,999	17.1%	8.1%
$100,000 - $149,999	38.9%	27.8%
$150,000 - $199,999	22.8%	32.4%
$200,000 - $249,999	8.6%	14.0%
$250,000 - $299,999	3.2%	6.9%
$300,000 - $399,999	3.9%	5.2%
$400,000 - $499,999	1.9%	2.2%
$500,000 - $749,999	2.3%	2.1%
$750,000 - $999,999	0.5%	0.6%
$1,000,000 +	0.1%	0.2%
Average Home Value	$171,638	$196,880

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Community Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Times: 5, 10 minute radii

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

	5 minutes	10 minutes
2010 Population by Age		
Total	23,183	89,566
0 - 4	6.7%	6.7%
5 - 9	6.2%	6.5%
10 - 14	5.6%	6.2%
15 - 24	18.5%	14.5%
25 - 34	16.7%	14.8%
35 - 44	12.6%	12.5%
45 - 54	13.7%	14.8%
55 - 64	10.2%	11.2%
65 - 74	4.9%	6.1%
75 - 84	3.2%	4.4%
85 +	1.6%	2.2%
18 +	77.9%	76.4%
2015 Population by Age		
Total	23,656	91,133
0 - 4	6.3%	6.4%
5 - 9	5.9%	6.2%
10 - 14	5.9%	6.2%
15 - 24	18.3%	14.4%
25 - 34	15.2%	14.5%
35 - 44	13.0%	12.2%
45 - 54	12.7%	13.2%
55 - 64	11.8%	12.7%
65 - 74	6.4%	7.6%
75 - 84	2.9%	4.2%
85 +	1.6%	2.4%
18 +	78.8%	77.7%
2020 Population by Age		
Total	24,239	93,163
0 - 4	6.2%	6.3%
5 - 9	5.6%	5.9%
10 - 14	5.7%	6.1%
15 - 24	17.7%	13.5%
25 - 34	14.9%	14.9%
35 - 44	13.4%	12.9%
45 - 54	11.5%	11.3%
55 - 64	12.0%	12.9%
65 - 74	8.3%	9.2%
75 - 84	3.4%	4.7%
85 +	1.4%	2.3%
18 +	79.2%	78.1%
2010 Population by Sex		
Males	11,739	44,126
Females	11,444	45,437
2015 Population by Sex		
Males	12,028	45,003
Females	11,628	46,131
2020 Population by Sex		
Males	12,350	46,047
Females	11,890	47,117

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Community Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Times: 5, 10 minute radii

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

	5 minutes	10 minutes
2010 Population by Race/Ethnicity		
Total	23,182	89,562
White Alone	86.2%	87.3%
Black Alone	2.7%	1.7%
American Indian Alone	1.0%	0.7%
Asian Alone	5.2%	5.3%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	2.5%	2.9%
Two or More Races	2.4%	2.0%
Hispanic Origin	5.5%	6.0%
Diversity Index	33.2	32.0
2015 Population by Race/Ethnicity		
Total	23,657	91,135
White Alone	83.8%	85.2%
Black Alone	3.4%	2.2%
American Indian Alone	1.0%	0.7%
Asian Alone	6.0%	6.1%
Pacific Islander Alone	0.0%	0.1%
Some Other Race Alone	2.8%	3.4%
Two or More Races	2.8%	2.4%
Hispanic Origin	6.4%	6.9%
Diversity Index	37.7	36.4
2020 Population by Race/Ethnicity		
Total	24,239	93,165
White Alone	81.3%	82.8%
Black Alone	4.2%	2.7%
American Indian Alone	1.0%	0.8%
Asian Alone	6.9%	7.0%
Pacific Islander Alone	0.0%	0.1%
Some Other Race Alone	3.3%	3.9%
Two or More Races	3.3%	2.8%
Hispanic Origin	7.4%	8.1%
Diversity Index	42.5	41.1
2010 Population by Relationship and Household Type		
Total	23,183	89,563
In Households	91.5%	96.9%
In Family Households	67.9%	76.9%
Householder	21.8%	25.2%
Spouse	15.5%	19.0%
Child	26.3%	28.6%
Other relative	2.1%	2.1%
Nonrelative	2.2%	2.1%
In Nonfamily Households	23.6%	20.0%
In Group Quarters	8.5%	3.1%
Institutionalized Population	2.0%	1.3%
Noninstitutionalized Population	6.5%	1.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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	5 minutes	10 minutes
2015 Population 25+ by Educational Attainment		
Total	15,067	60,881
Less than 9th Grade	1.5%	3.2%
9th - 12th Grade, No Diploma	6.1%	4.3%
High School Graduate	25.6%	27.9%
GED/Alternative Credential	3.5%	2.8%
Some College, No Degree	23.3%	21.6%
Associate Degree	9.7%	11.2%
Bachelor's Degree	19.7%	20.5%
Graduate/Professional Degree	10.5%	8.6%
2015 Population 15+ by Marital Status		
Total	19,393	73,970
Never Married	41.6%	32.5%
Married	38.4%	48.7%
Widowed	5.0%	6.1%
Divorced	15.0%	12.7%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed	94.0%	95.6%
Civilian Unemployed	6.0%	4.4%
2015 Employed Population 16+ by Industry		
Total	11,637	46,889
Agriculture/Mining	0.6%	0.7%
Construction	3.0%	4.0%
Manufacturing	17.6%	21.6%
Wholesale Trade	2.0%	2.4%
Retail Trade	12.5%	12.5%
Transportation/Utilities	4.6%	4.1%
Information	2.1%	1.9%
Finance/Insurance/Real Estate	5.0%	6.5%
Services	49.9%	44.0%
Public Administration	2.8%	2.4%
2015 Employed Population 16+ by Occupation		
Total	11,638	46,885
White Collar	54.2%	57.0%
Management/Business/Financial	10.1%	10.7%
Professional	18.8%	19.6%
Sales	10.9%	11.5%
Administrative Support	14.3%	15.2%
Services	22.0%	17.4%
Blue Collar	23.9%	25.5%
Farming/Forestry/Fishing	0.3%	0.4%
Construction/Extraction	2.9%	3.9%
Installation/Maintenance/Repair	2.9%	2.6%
Production	9.9%	11.4%
Transportation/Material Moving	7.9%	7.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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	5 minutes	10 minutes
2010 Households by Type		
Total	9,480	37,055
Households with 1 Person	37.0%	30.9%
Households with 2+ People	63.0%	69.1%
Family Households	53.7%	61.2%
Husband-wife Families	38.2%	46.2%
With Related Children	17.2%	19.7%
Other Family (No Spouse Present)	15.6%	14.9%
Other Family with Male Householder	4.6%	4.3%
With Related Children	3.1%	2.9%
Other Family with Female Householder	11.0%	10.6%
With Related Children	7.9%	7.5%
Nonfamily Households	9.3%	7.9%
All Households with Children	28.7%	30.5%
Multigenerational Households	1.6%	1.8%
Unmarried Partner Households	8.7%	7.8%
Male-female	7.8%	7.2%
Same-sex	0.9%	0.7%
2010 Households by Size		
Total	9,480	37,056
1 Person Household	37.0%	30.9%
2 Person Household	31.4%	34.9%
3 Person Household	13.8%	14.9%
4 Person Household	10.5%	11.7%
5 Person Household	4.2%	4.7%
6 Person Household	1.8%	1.7%
7 + Person Household	1.3%	1.2%
2010 Households by Tenure and Mortgage Status		
Total	9,480	37,055
Owner Occupied	59.2%	62.8%
Owned with a Mortgage/Loan	45.2%	45.2%
Owned Free and Clear	14.0%	17.6%
Renter Occupied	40.8%	37.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Housing Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 5 minute radius

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Longitude: -88.40600

Population		Households	
2010 Total Population	23,183	2015 Median Household Income	$44,304
2015 Total Population	23,656	2020 Median Household Income	$51,443
2020 Total Population	24,240	2015-2020 Annual Rate	3.03%
2015-2020 Annual Rate	0.49%		

	Census 2010		2015		2020	
Housing Units by Occupancy Status and Tenure	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Total Housing Units	10,246	100.0%	10,621	100.0%	10,983	100.0%
Occupied	9,480	92.5%	9,810	92.4%	10,118	92.1%
Owner	5,616	54.8%	5,637	53.1%	5,793	52.7%
Renter	3,864	37.7%	4,173	39.3%	4,325	39.4%
Vacant	766	7.5%	811	7.6%	865	7.9%

	2015		2020	
Owner Occupied Housing Units by Value	**Number**	**Percent**	**Number**	**Percent**
Total	5,635	100.0%	5,792	100.0%
<$50,000	44	0.8%	40	0.7%
$50,000-$99,999	1,296	23.0%	990	17.1%
$100,000-$149,999	3,162	56.1%	2,254	38.9%
$150,000-$199,999	751	13.3%	1,319	22.8%
$200,000-$249,999	195	3.5%	501	8.6%
$250,000-$299,999	62	1.1%	187	3.2%
$300,000-$399,999	63	1.1%	226	3.9%
$400,000-$499,999	23	0.4%	109	1.9%
$500,000-$749,999	28	0.5%	131	2.3%
$750,000-$999,999	3	0.1%	31	0.5%
$1,000,000+	8	0.1%	4	0.1%
Median Value	$123,363		$141,393	
Average Value	$132,817		$171,638	

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	5,616	100.0%
Owned with a Mortgage/Loan	4,285	76.3%
Owned Free and Clear	1,331	23.7%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	766	100.0%
For Rent	244	31.9%
Rented- Not Occupied	15	2.0%
For Sale Only	200	26.1%
Sold - Not Occupied	30	3.9%
Seasonal/Recreational/Occasional Use	33	4.3%
For Migrant Workers	0	0.0%
Other Vacant	208	27.2%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	9,481	5,617	59.2%
15-24	641	108	16.8%
25-34	2,012	962	47.8%
35-44	1,709	1,097	64.2%
45-54	1,943	1,291	66.4%
55-64	1,531	1,044	68.2%
65-74	792	546	68.9%
75-84	547	393	71.8%
85+	306	176	57.5%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	9,480	5,616	59.2%
White Alone	8,737	5,406	61.9%
Black/African American	150	24	16.0%
American Indian/Alaska	85	30	35.3%
Asian Alone	258	77	29.8%
Pacific Islander Alone	3	1	33.3%
Other Race Alone	144	35	24.3%
Two or More Races	103	43	41.7%
Hispanic Origin	306	101	33.0%

Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	9,478	5,615	59.2%
1-Person	3,509	1,521	43.3%
2-Person	2,981	2,041	68.5%
3-Person	1,308	885	67.7%
4-Person	992	746	75.2%
5-Person	395	264	66.8%
6-Person	167	93	55.7%
7+ Person	126	65	51.6%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Housing Profile

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Population		Households	
2010 Total Population	89,563	2015 Median Household Income	$51,392
2015 Total Population	91,134	2020 Median Household Income	$58,613
2020 Total Population	93,165	2015-2020 Annual Rate	2.66%
2015-2020 Annual Rate	0.44%		

	Census 2010		2015		2020	
Housing Units by Occupancy Status and Tenure	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Total Housing Units	39,011	100.0%	40,273	100.0%	41,508	100.0%
Occupied	37,055	95.0%	38,252	95.0%	39,349	94.8%
Owner	23,273	59.7%	23,260	57.8%	23,898	57.6%
Renter	13,782	35.3%	14,992	37.2%	15,451	37.2%
Vacant	1,956	5.0%	2,021	5.0%	2,159	5.2%

	2015		2020	
Owner Occupied Housing Units by Value	**Number**	**Percent**	**Number**	**Percent**
Total	23,260	100.0%	23,898	100.0%
<$50,000	113	0.5%	96	0.4%
$50,000-$99,999	2,708	11.6%	1,945	8.1%
$100,000-$149,999	10,784	46.4%	6,652	27.8%
$150,000-$199,999	6,021	25.9%	7,748	32.4%
$200,000-$249,999	1,866	8.0%	3,348	14.0%
$250,000-$299,999	798	3.4%	1,649	6.9%
$300,000-$399,999	538	2.3%	1,242	5.2%
$400,000-$499,999	184	0.8%	532	2.2%
$500,000-$749,999	169	0.7%	507	2.1%
$750,000-$999,999	30	0.1%	139	0.6%
$1,000,000+	49	0.2%	40	0.2%
Median Value	$140,843		$171,012	
Average Value	$159,550		$196,880	

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	23,273	100.0%
Owned with a Mortgage/Loan	16,766	72.0%
Owned Free and Clear	6,507	28.0%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	1,956	100.0%
For Rent	811	41.5%
Rented- Not Occupied	41	2.1%
For Sale Only	482	24.6%
Sold - Not Occupied	58	3.0%
Seasonal/Recreational/Occasional Use	114	5.8%
For Migrant Workers	0	0.0%
Other Vacant	422	21.6%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	37,054	23,272	62.8%
15-24	2,298	311	13.5%
25-34	6,910	3,227	46.7%
35-44	6,377	4,113	64.5%
45-54	7,772	5,669	72.9%
55-64	6,174	4,667	75.6%
65-74	3,510	2,669	76.0%
75-84	2,672	1,916	71.7%
85+	1,341	700	52.2%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	37,055	23,274	62.8%
White Alone	34,274	22,294	65.0%
Black/African American	447	78	17.4%
American Indian/Alaska	246	88	35.8%
Asian Alone	1,052	481	45.7%
Pacific Islander Alone	10	2	20.0%
Other Race Alone	689	201	29.2%
Two or More Races	337	130	38.6%
Hispanic Origin	1,362	467	34.3%

Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	37,054	23,273	62.8%
1-Person	11,465	5,255	45.8%
2-Person	12,917	9,078	70.3%
3-Person	5,529	3,690	66.7%
4-Person	4,320	3,315	76.7%
5-Person	1,733	1,219	70.3%
6-Person	641	422	65.8%
7+ Person	449	294	65.5%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Demographic and Income Comparison Profile

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	5 minutes	10 minutes
Census 2010 Summary		
Population	23,183	89,563
Households	9,480	37,055
Families	5,093	22,663
Average Household Size	2.24	2.34
Owner Occupied Housing Units	5,616	23,273
Renter Occupied Housing Units	3,864	13,782
Median Age	32.7	36.0
2015 Summary		
Population	23,656	91,134
Households	9,810	38,252
Families	5,220	23,192
Average Household Size	2.21	2.31
Owner Occupied Housing Units	5,637	23,260
Renter Occupied Housing Units	4,173	14,992
Median Age	34.0	36.8
Median Household Income	$44,304	$51,392
Average Household Income	$54,591	$63,920
2020 Summary		
Population	24,240	93,165
Households	10,118	39,349
Families	5,357	23,738
Average Household Size	2.20	2.30
Owner Occupied Housing Units	5,793	23,898
Renter Occupied Housing Units	4,325	15,451
Median Age	35.0	37.4
Median Household Income	$51,443	$58,613
Average Household Income	$61,865	$72,920
Trends: 2015-2020 Annual Rate		
Population	0.49%	0.44%
Households	0.62%	0.57%
Families	0.52%	0.47%
Owner Households	0.55%	0.54%
Median Household Income	3.03%	2.66%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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2015 Households by Income	**Number**	**Percent**	**Number**	**Percent**
<$15,000	1,524	15.5%	4,387	11.5%
$15,000 - $24,999	1,250	12.7%	4,376	11.4%
$25,000 - $34,999	1,173	12.0%	4,447	11.6%
$35,000 - $49,999	1,387	14.1%	5,292	13.8%
$50,000 - $74,999	1,917	19.5%	7,457	19.5%
$75,000 - $99,999	1,325	13.5%	5,706	14.9%
$100,000 - $149,999	952	9.7%	4,592	12.0%
$150,000 - $199,999	207	2.1%	1,194	3.1%
$200,000+	75	0.8%	801	2.1%
Median Household Income	$44,304		$51,392	
Average Household Income	$54,591		$63,920	
Per Capita Income	$23,193		$26,902	
2020 Households by Income	**Number**	**Percent**	**Number**	**Percent**
<$15,000	1,472	14.5%	4,166	10.6%
$15,000 - $24,999	961	9.5%	3,336	8.5%
$25,000 - $34,999	1,065	10.5%	3,772	9.6%
$35,000 - $49,999	1,392	13.8%	5,109	13.0%
$50,000 - $74,999	1,950	19.3%	7,490	19.0%
$75,000 - $99,999	1,646	16.3%	7,009	17.8%
$100,000 - $149,999	1,270	12.6%	5,868	14.9%
$150,000 - $199,999	269	2.7%	1,606	4.1%
$200,000+	92	0.9%	994	2.5%
Median Household Income	$51,443		$58,613	
Average Household Income	$61,865		$72,920	
Per Capita Income	$26,344		$30,840	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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2010 Population by Age	**Number**	**Percent**	**Number**	**Percent**
Age 0 - 4	1,545	6.7%	6,028	6.7%
Age 5 - 9	1,442	6.2%	5,855	6.5%
Age 10 - 14	1,307	5.6%	5,595	6.2%
Age 15 - 19	1,867	8.1%	6,336	7.1%
Age 20 - 24	2,411	10.4%	6,629	7.4%
Age 25 - 34	3,879	16.7%	13,300	14.8%
Age 35 - 44	2,929	12.6%	11,175	12.5%
Age 45 - 54	3,173	13.7%	13,232	14.8%
Age 55 - 64	2,358	10.2%	10,052	11.2%
Age 65 - 74	1,144	4.9%	5,424	6.1%
Age 75 - 84	751	3.2%	3,958	4.4%
Age 85+	378	1.6%	1,978	2.2%
2015 Population by Age	**Number**	**Percent**	**Number**	**Percent**
Age 0 - 4	1,490	6.3%	5,809	6.4%
Age 5 - 9	1,387	5.9%	5,687	6.2%
Age 10 - 14	1,385	5.9%	5,669	6.2%
Age 15 - 19	1,760	7.4%	5,754	6.3%
Age 20 - 24	2,566	10.8%	7,333	8.0%
Age 25 - 34	3,595	15.2%	13,224	14.5%
Age 35 - 44	3,074	13.0%	11,147	12.2%
Age 45 - 54	3,013	12.7%	12,000	13.2%
Age 55 - 64	2,789	11.8%	11,616	12.7%
Age 65 - 74	1,523	6.4%	6,932	7.6%
Age 75 - 84	685	2.9%	3,799	4.2%
Age 85+	389	1.6%	2,163	2.4%
2020 Population by Age	**Number**	**Percent**	**Number**	**Percent**
Age 0 - 4	1,496	6.2%	5,857	6.3%
Age 5 - 9	1,363	5.6%	5,529	5.9%
Age 10 - 14	1,377	5.7%	5,697	6.1%
Age 15 - 19	1,850	7.6%	5,966	6.4%
Age 20 - 24	2,433	10.0%	6,656	7.1%
Age 25 - 34	3,605	14.9%	13,862	14.9%
Age 35 - 44	3,257	13.4%	11,993	12.9%
Age 45 - 54	2,787	11.5%	10,560	11.3%
Age 55 - 64	2,903	12.0%	11,986	12.9%
Age 65 - 74	2,020	8.3%	8,569	9.2%
Age 75 - 84	813	3.4%	4,342	4.7%
Age 85+	335	1.4%	2,146	2.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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	5 minutes		10 minutes	
2010 Race and Ethnicity	**Number**	**Percent**	**Number**	**Percent**
White Alone	19,972	86.2%	78,192	87.3%
Black Alone	633	2.7%	1,555	1.7%
American Indian Alone	226	1.0%	625	0.7%
Asian Alone	1,203	5.2%	4,742	5.3%
Pacific Islander Alone	9	0.0%	42	0.0%
Some Other Race Alone	578	2.5%	2,608	2.9%
Two or More Races	561	2.4%	1,798	2.0%
Hispanic Origin (Any Race)	1,286	5.5%	5,331	6.0%
2015 Race and Ethnicity	**Number**	**Percent**	**Number**	**Percent**
White Alone	19,830	83.8%	77,624	85.2%
Black Alone	812	3.4%	1,971	2.2%
American Indian Alone	239	1.0%	672	0.7%
Asian Alone	1,427	6.0%	5,600	6.1%
Pacific Islander Alone	10	0.0%	50	0.1%
Some Other Race Alone	674	2.8%	3,061	3.4%
Two or More Races	665	2.8%	2,157	2.4%
Hispanic Origin (Any Race)	1,508	6.4%	6,284	6.9%
2020 Race and Ethnicity	**Number**	**Percent**	**Number**	**Percent**
White Alone	19,697	81.3%	77,138	82.8%
Black Alone	1,024	4.2%	2,482	2.7%
American Indian Alone	253	1.0%	723	0.8%
Asian Alone	1,665	6.9%	6,531	7.0%
Pacific Islander Alone	11	0.0%	54	0.1%
Some Other Race Alone	801	3.3%	3,654	3.9%
Two or More Races	788	3.3%	2,583	2.8%
Hispanic Origin (Any Race)	1,801	7.4%	7,501	8.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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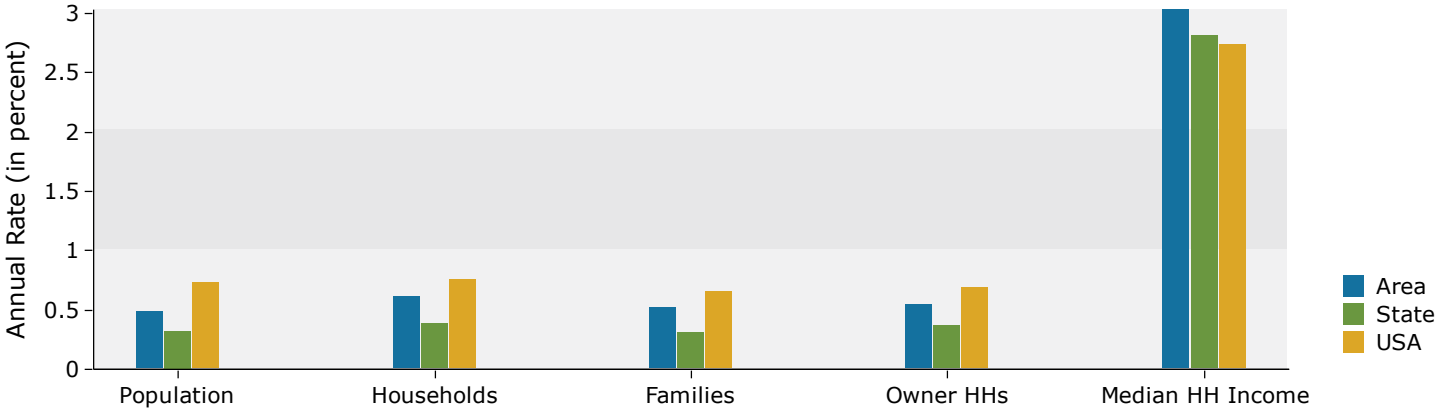
Demographic and Income Comparison Profile

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Drive Times: 5, 10 minute radii

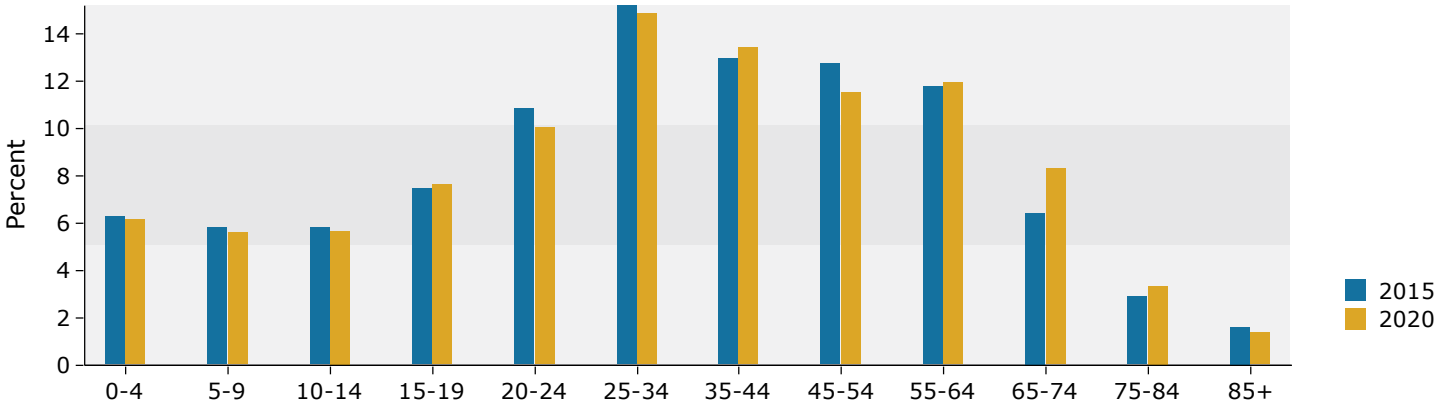
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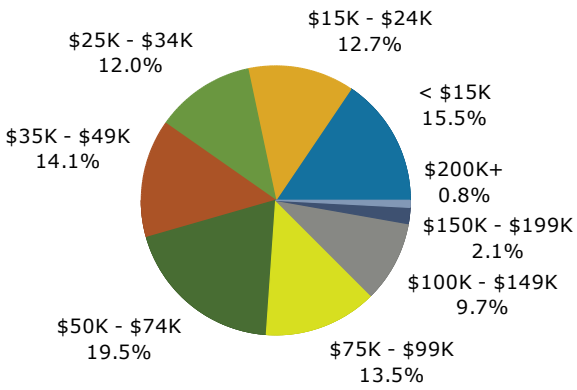
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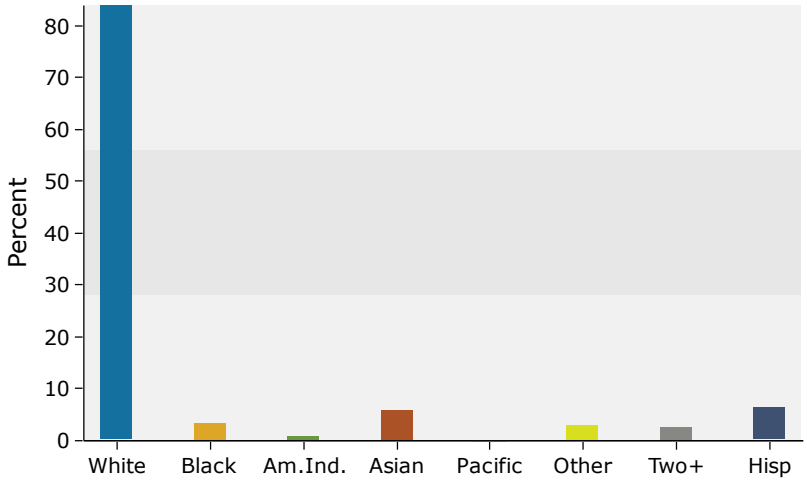
Population by Age



2015 Household Income



2015 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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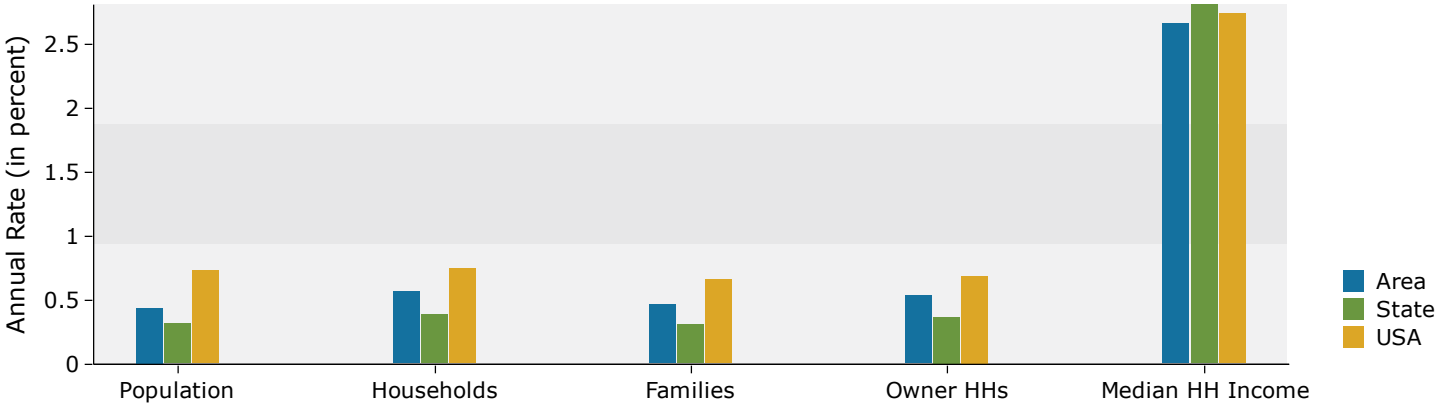
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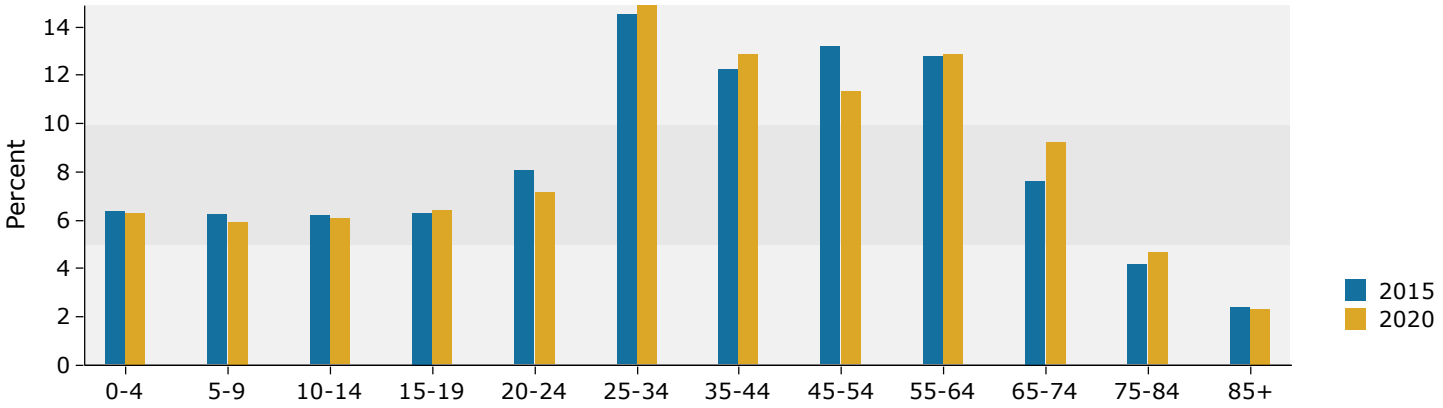
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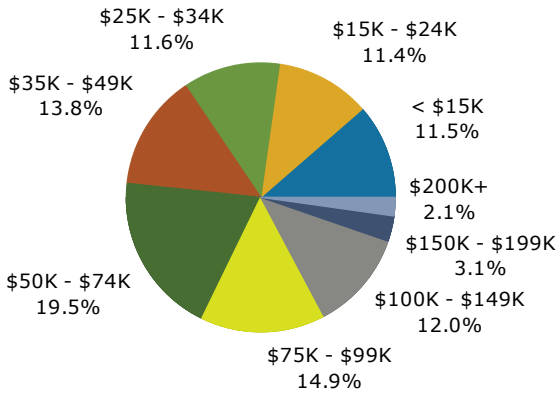
Trends 2015-2020



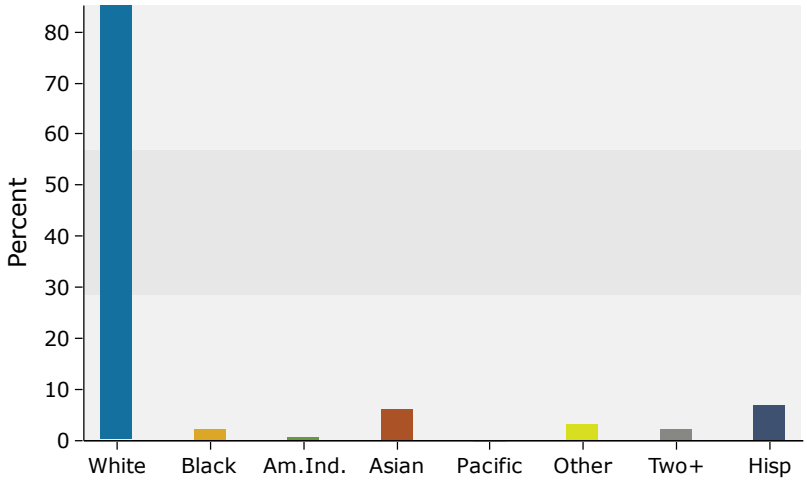
Population by Age



2015 Household Income



2015 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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Retail MarketPlace Profile

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Summary Demographics	
2015 Population	23,656
2015 Households	9,810
2015 Median Disposable Income	$36,054
2015 Per Capita Income	$23,193

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$293,403,927	$197,476,329	$95,927,598	19.5	262
Total Retail Trade	44-45	$266,092,478	$147,153,856	$118,938,622	28.8	153
Total Food & Drink	722	$27,311,449	$50,322,473	-$23,011,024	-29.6	109

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$61,357,990	$18,017,592	$43,340,398	54.6	11
Automobile Dealers	4411	$50,053,957	$11,478,767	$38,575,190	62.7	5
Other Motor Vehicle Dealers	4412	$7,611,139	$2,736,594	$4,874,545	47.1	2
Auto Parts, Accessories & Tire Stores	4413	$3,692,894	$3,802,231	-$109,337	-1.5	5
Furniture & Home Furnishings Stores	442	$7,430,305	$4,401,616	$3,028,689	25.6	9
Furniture Stores	4421	$4,858,745	$1,911,070	$2,947,675	43.5	3
Home Furnishings Stores	4422	$2,571,560	$2,490,547	$81,013	1.6	6
Electronics & Appliance Stores	443	$15,286,559	$7,266,853	$8,019,706	35.6	11
Bldg Materials, Garden Equip. & Supply Stores	444	$12,120,213	$6,847,248	$5,272,965	27.8	10
Bldg Material & Supplies Dealers	4441	$9,680,776	$4,237,702	$5,443,074	39.1	9
Lawn & Garden Equip & Supply Stores	4442	$2,439,437	$2,609,546	-$170,109	-3.4	2
Food & Beverage Stores	445	$45,569,309	$16,521,113	$29,048,196	46.8	12
Grocery Stores	4451	$40,628,664	$7,012,302	$33,616,362	70.6	7
Specialty Food Stores	4452	$3,157,267	$4,192,127	-$1,034,860	-14.1	3
Beer, Wine & Liquor Stores	4453	$1,783,377	$5,316,684	-$3,533,307	-49.8	3
Health & Personal Care Stores	446,4461	$19,235,705	$13,195,063	$6,040,642	18.6	10
Gasoline Stations	447,4471	$21,426,208	$12,185,889	$9,240,319	27.5	7
Clothing & Clothing Accessories Stores	448	$11,451,422	$9,775,685	$1,675,737	7.9	19
Clothing Stores	4481	$6,939,383	$3,644,943	$3,294,440	31.1	12
Shoe Stores	4482	$2,018,575	$610,499	$1,408,076	53.6	1
Jewelry, Luggage & Leather Goods Stores	4483	$2,493,464	$5,520,243	-$3,026,779	-37.8	7
Sporting Goods, Hobby, Book & Music Stores	451	$6,743,104	$6,760,630	-$17,526	-0.1	19
Sporting Goods/Hobby/Musical Instr Stores	4511	$5,130,696	$4,012,658	$1,118,038	12.2	11
Book, Periodical & Music Stores	4512	$1,612,407	$2,747,972	-$1,135,565	-26.0	7
General Merchandise Stores	452	$49,744,094	$2,003,334	$47,740,760	92.3	3
Department Stores Excluding Leased Depts.	4521	$41,732,563	$619,879	$41,112,684	97.1	1
Other General Merchandise Stores	4529	$8,011,531	$1,383,455	$6,628,076	70.5	2
Miscellaneous Store Retailers	453	$9,802,196	$31,310,546	-$21,508,350	-52.3	37
Florists	4531	$381,659	$486,472	-$104,813	-12.1	1
Office Supplies, Stationery & Gift Stores	4532	$2,630,186	$2,837,293	-$207,107	-3.8	10
Used Merchandise Stores	4533	$1,585,542	$18,417,104	-$16,831,562	-84.1	6
Other Miscellaneous Store Retailers	4539	$5,204,809	$9,569,677	-$4,364,868	-29.5	20
Nonstore Retailers	454	$5,925,373	$18,868,288	-$12,942,915	-52.2	5
Electronic Shopping & Mail-Order Houses	4541	$4,228,821	$6,470,776	-$2,241,955	-21.0	2
Vending Machine Operators	4542	$679,298	$0	$679,298	100.0	0
Direct Selling Establishments	4543	$1,017,253	$12,351,585	-$11,334,332	-84.8	2
Food Services & Drinking Places	722	$27,311,449	$50,322,473	-$23,011,024	-29.6	109
Full-Service Restaurants	7221	$14,538,256	$35,984,257	-$21,446,001	-42.4	77
Limited-Service Eating Places	7222	$10,666,122	$7,810,074	$2,856,048	15.5	16
Special Food Services	7223	$596,932	$1,617,482	-$1,020,550	-46.1	4
Drinking Places - Alcoholic Beverages	7224	$1,510,138	$4,910,660	-$3,400,522	-53.0	13

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

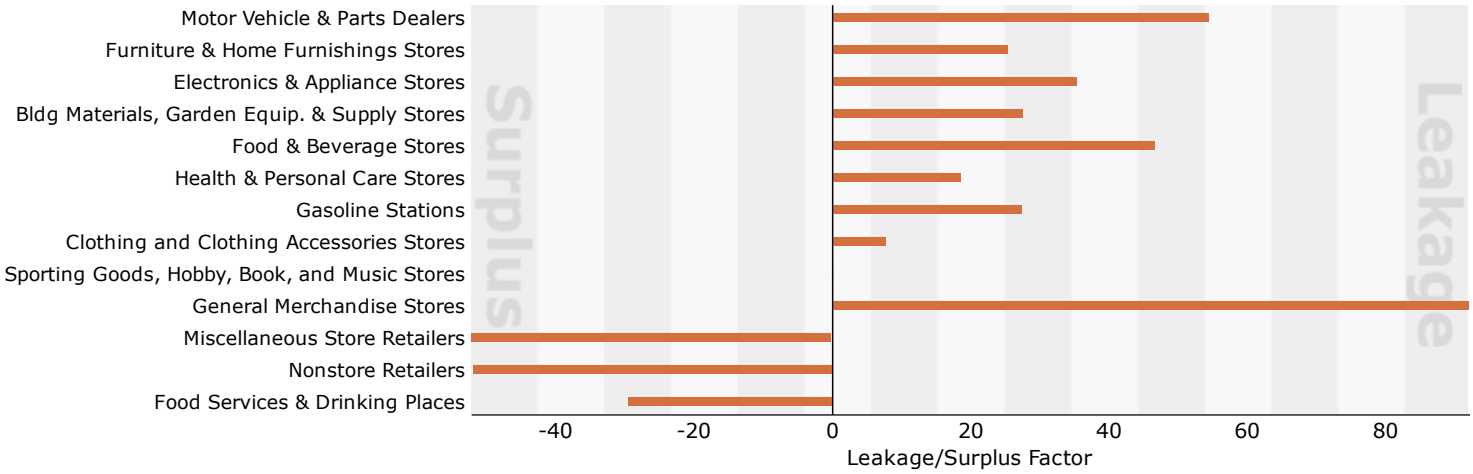
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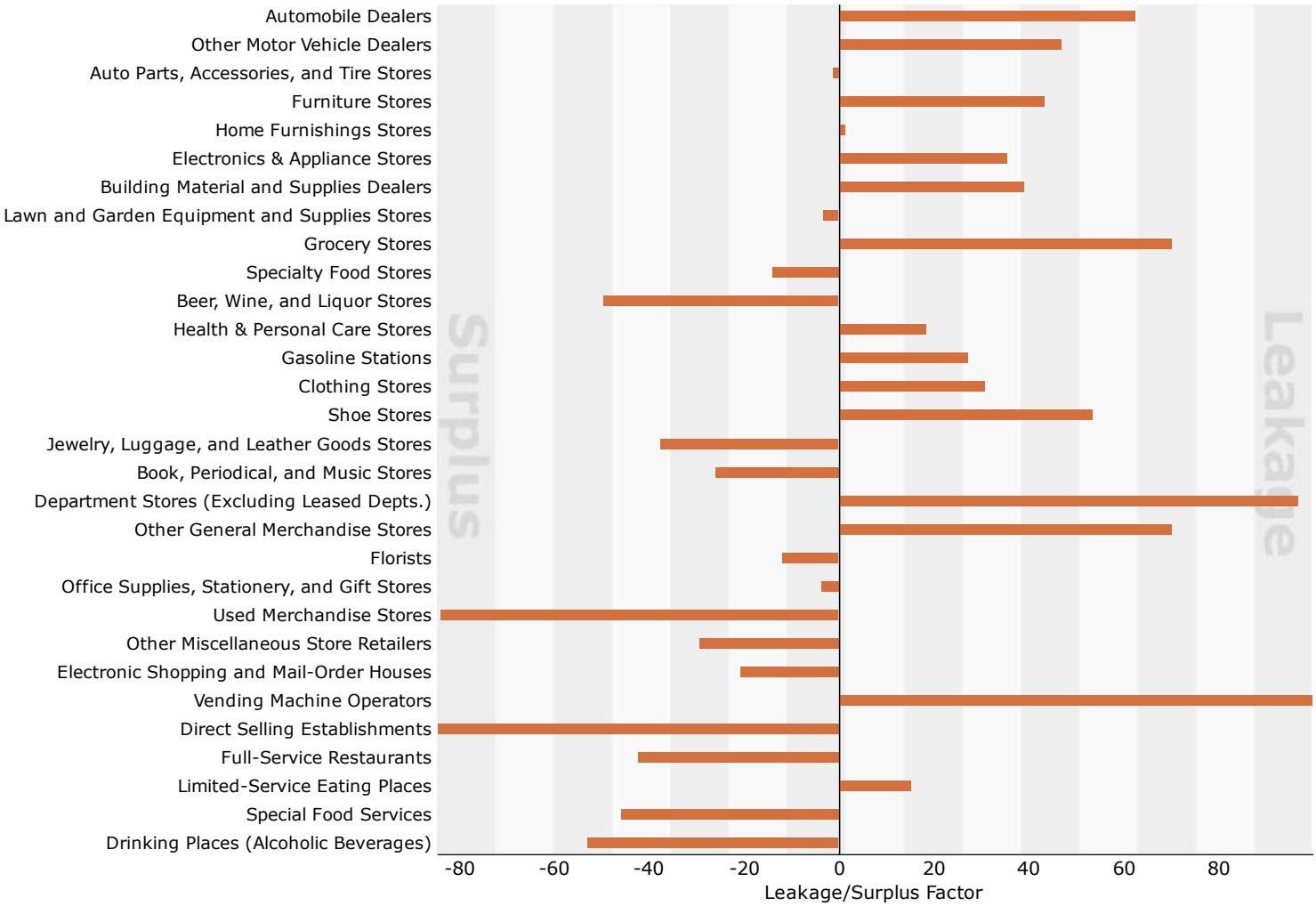
225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 5 minute radius

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Longitude: -88.40600

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

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Summary Demographics	
2015 Population	91,134
2015 Households	38,252
2015 Median Disposable Income	$40,222
2015 Per Capita Income	$26,902

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$1,328,810,723	$1,794,569,002	-$465,758,279	-14.9	902
Total Retail Trade	44-45	$1,204,546,844	$1,633,625,817	-$429,078,973	-15.1	612
Total Food & Drink	722	$124,263,879	$160,943,185	-$36,679,306	-12.9	289

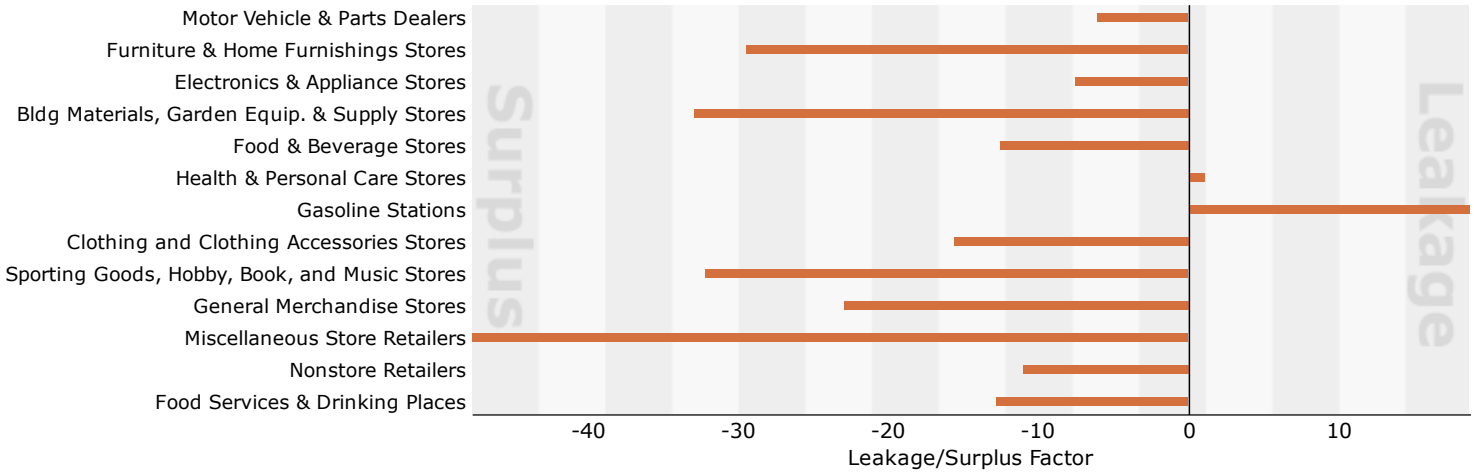
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$279,935,362	$316,270,362	-$36,335,000	-6.1	77
Automobile Dealers	4411	$227,326,252	$270,072,654	-$42,746,402	-8.6	40
Other Motor Vehicle Dealers	4412	$35,842,798	$16,881,993	$18,960,805	36.0	9
Auto Parts, Accessories & Tire Stores	4413	$16,766,312	$29,315,716	-$12,549,404	-27.2	28
Furniture & Home Furnishings Stores	442	$34,086,837	$62,584,345	-$28,497,508	-29.5	44
Furniture Stores	4421	$22,159,887	$37,123,167	-$14,963,280	-25.2	21
Home Furnishings Stores	4422	$11,926,950	$25,461,178	-$13,534,228	-36.2	23
Electronics & Appliance Stores	443	$69,559,855	$80,923,782	-$11,363,927	-7.6	41
Bldg Materials, Garden Equip. & Supply Stores	444	$57,241,249	$113,595,099	-$56,353,850	-33.0	48
Bldg Material & Supplies Dealers	4441	$46,012,213	$106,634,796	-$60,622,583	-39.7	41
Lawn & Garden Equip & Supply Stores	4442	$11,229,036	$6,960,303	$4,268,733	23.5	7
Food & Beverage Stores	445	$203,296,483	$261,932,406	-$58,635,923	-12.6	42
Grocery Stores	4451	$181,111,417	$217,676,487	-$36,565,070	-9.2	28
Specialty Food Stores	4452	$14,064,414	$34,129,168	-$20,064,754	-41.6	9
Beer, Wine & Liquor Stores	4453	$8,120,651	$10,126,751	-$2,006,100	-11.0	5
Health & Personal Care Stores	446,4461	$86,694,469	$84,774,233	$1,920,236	1.1	49
Gasoline Stations	447,4471	$95,369,884	$65,215,475	$30,154,409	18.8	33
Clothing & Clothing Accessories Stores	448	$52,004,738	$71,310,189	-$19,305,451	-15.7	63
Clothing Stores	4481	$31,362,401	$46,950,651	-$15,588,250	-19.9	39
Shoe Stores	4482	$9,017,532	$8,939,674	$77,858	0.4	10
Jewelry, Luggage & Leather Goods Stores	4483	$11,624,804	$15,419,864	-$3,795,060	-14.0	15
Sporting Goods, Hobby, Book & Music Stores	451	$30,925,714	$60,262,599	-$29,336,885	-32.2	60
Sporting Goods/Hobby/Musical Instr Stores	4511	$23,815,803	$48,033,368	-$24,217,565	-33.7	40
Book, Periodical & Music Stores	4512	$7,109,912	$12,229,231	-$5,119,319	-26.5	20
General Merchandise Stores	452	$224,620,285	$358,936,709	-$134,316,424	-23.0	29
Department Stores Excluding Leased Depts.	4521	$188,722,125	$265,475,203	-$76,753,078	-16.9	10
Other General Merchandise Stores	4529	$35,898,160	$93,461,506	-$57,563,346	-44.5	19
Miscellaneous Store Retailers	453	$44,031,212	$124,402,186	-$80,370,974	-47.7	111
Florists	4531	$1,791,102	$3,357,057	-$1,565,955	-30.4	8
Office Supplies, Stationery & Gift Stores	4532	$12,050,073	$21,474,111	-$9,424,038	-28.1	29
Used Merchandise Stores	4533	$7,084,882	$48,704,254	-$41,619,372	-74.6	23
Other Miscellaneous Store Retailers	4539	$23,105,154	$50,866,764	-$27,761,610	-37.5	51
Nonstore Retailers	454	$26,780,757	$33,418,432	-$6,637,675	-11.0	16
Electronic Shopping & Mail-Order Houses	4541	$19,095,468	$11,208,859	$7,886,609	26.0	6
Vending Machine Operators	4542	$3,032,882	$6,251,328	-$3,218,446	-34.7	4
Direct Selling Establishments	4543	$4,652,407	$15,958,245	-$11,305,838	-54.9	5
Food Services & Drinking Places	722	$124,263,879	$160,943,185	-$36,679,306	-12.9	289
Full-Service Restaurants	7221	$66,223,276	$88,131,965	-$21,908,689	-14.2	181
Limited-Service Eating Places	7222	$48,531,637	$60,913,808	-$12,382,171	-11.3	78
Special Food Services	7223	$2,723,869	$2,943,867	-$219,998	-3.9	8
Drinking Places - Alcoholic Beverages	7224	$6,785,096	$8,953,545	-$2,168,449	-13.8	23

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
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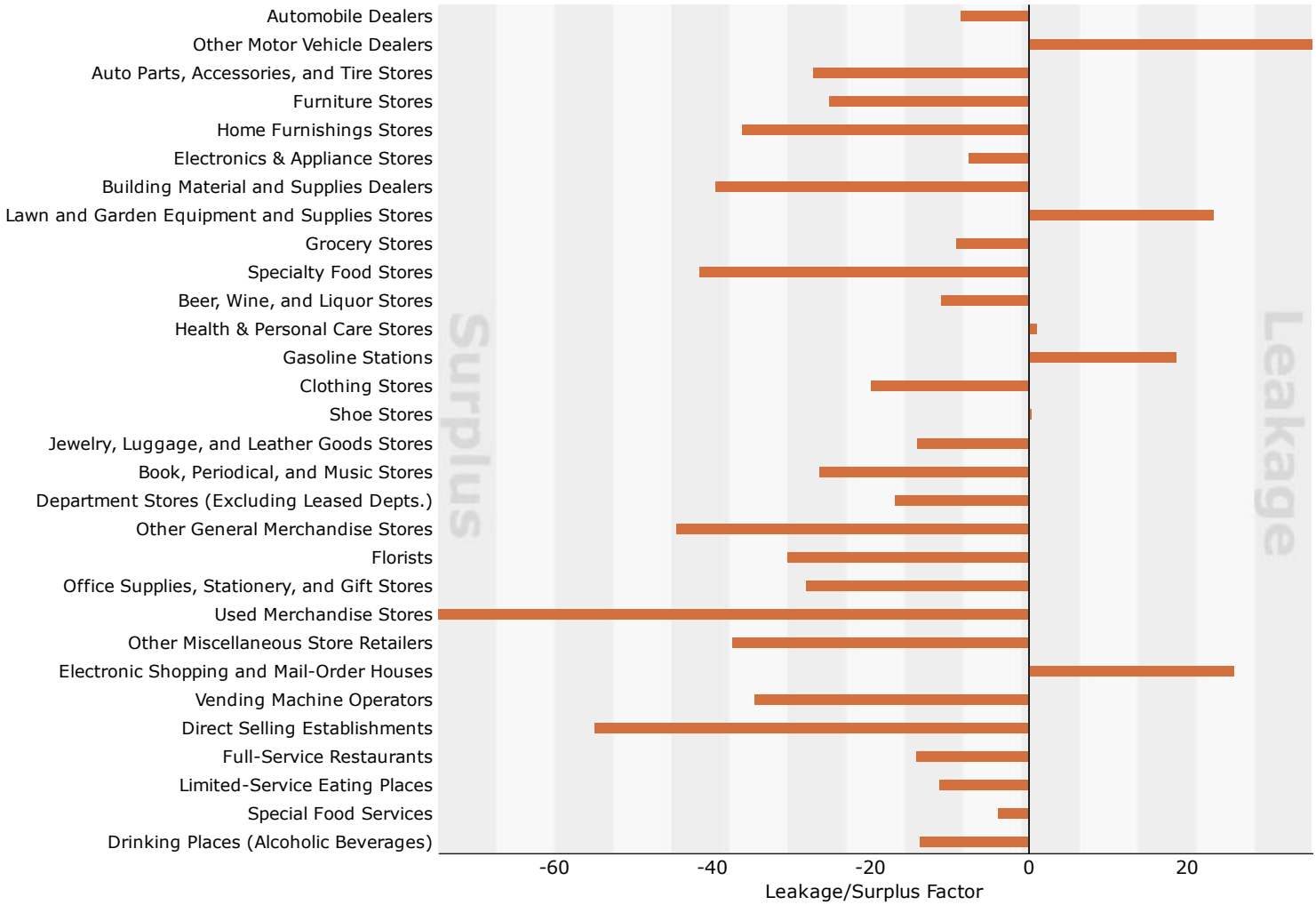
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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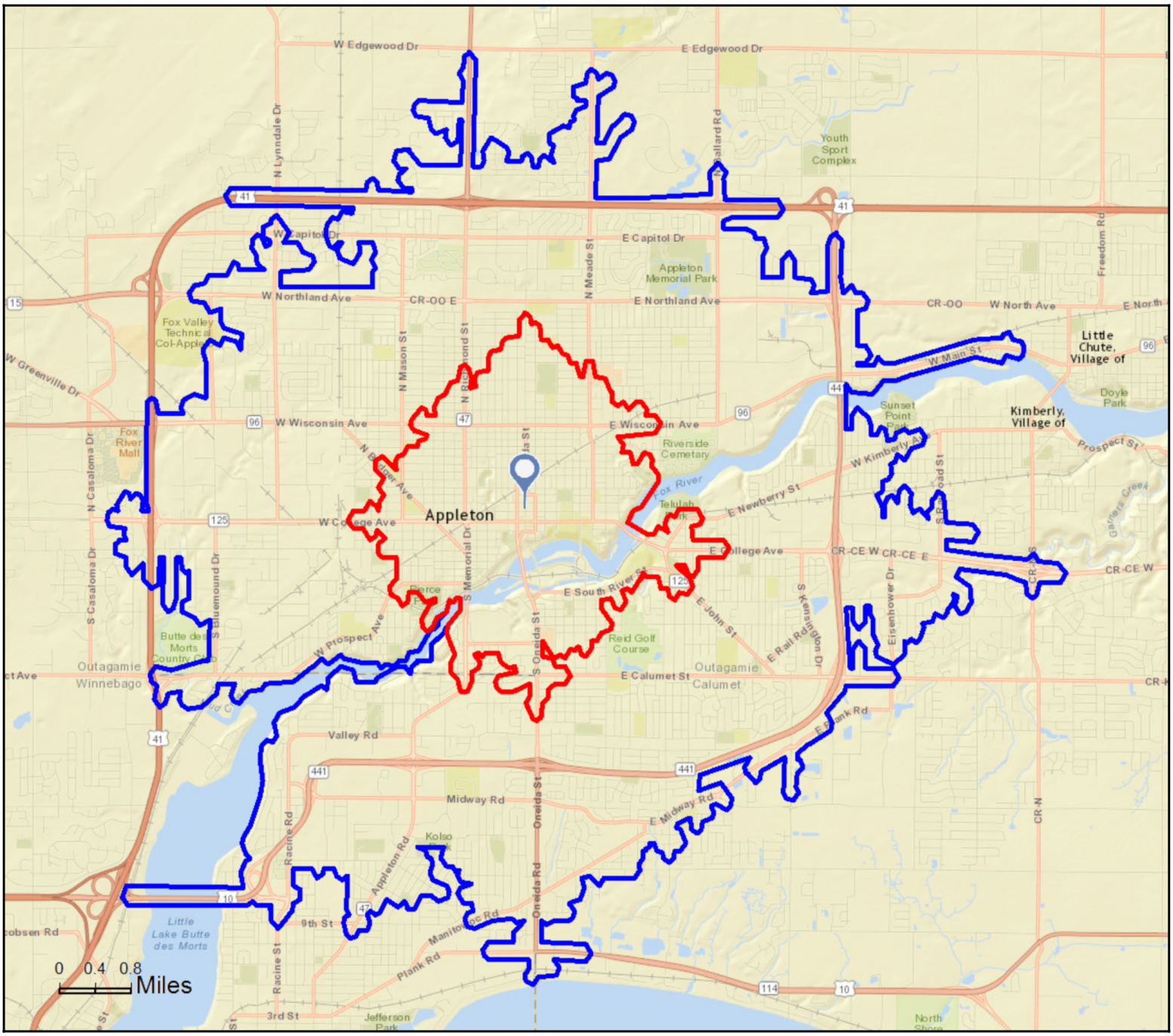
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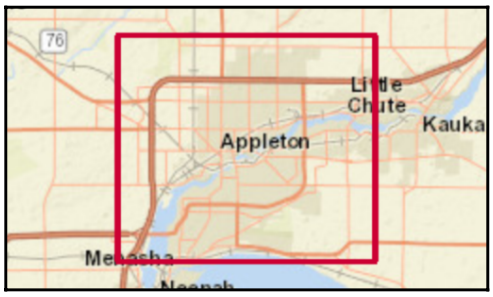
Site Map

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225 N Oneida St, Appleton, Wisconsin, 54911
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Tapestry Segmentation Area Profile

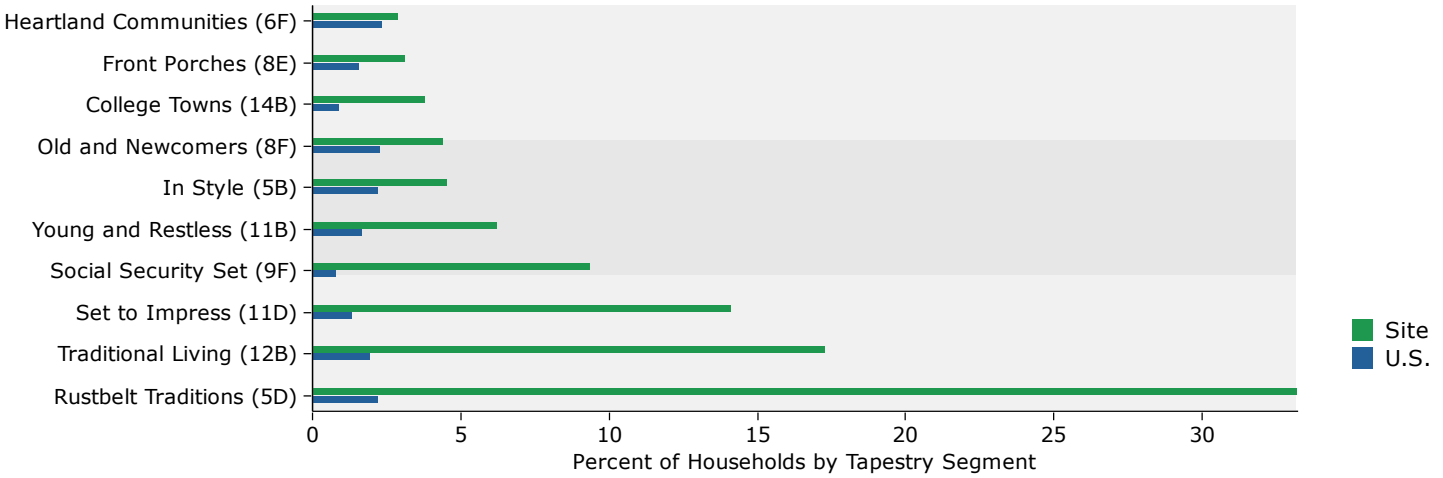
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225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 5 minute radius

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Longitude: -88.40600

Top Twenty Tapestry Segments

		2015 Households		2015 U.S. Households		
			Cumulative		Cumulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	Rustbelt Traditions (5D)	33.2%	33.2%	2.2%	2.2%	1491
2	Traditional Living (12B)	17.3%	50.5%	2.0%	4.2%	881
3	Set to Impress (11D)	14.1%	64.6%	1.4%	5.6%	1,018
4	Social Security Set (9F)	9.4%	74.0%	0.8%	6.4%	1,163
5	Young and Restless (11B)	6.3%	80.3%	1.7%	8.1%	367
	Subtotal	**80.3%**		**8.1%**		
6	In Style (5B)	4.6%	84.9%	2.3%	10.4%	204
7	Old and Newcomers (8F)	4.4%	89.3%	2.3%	12.7%	190
8	College Towns (14B)	3.8%	93.1%	0.9%	13.6%	407
9	Front Porches (8E)	3.2%	96.3%	1.6%	15.2%	198
10	Heartland Communities (6F)	2.9%	99.2%	2.4%	17.6%	123
	Subtotal	**18.9%**		**9.5%**		
11	Green Acres (6A)	0.7%	99.9%	3.2%	20.8%	21
12	Retirement Communities (9E)	0.0%	99.9%	1.2%	22.0%	1
	Subtotal	**0.7%**		**4.4%**		
	Total	**100.0%**		**22.0%**		**454**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

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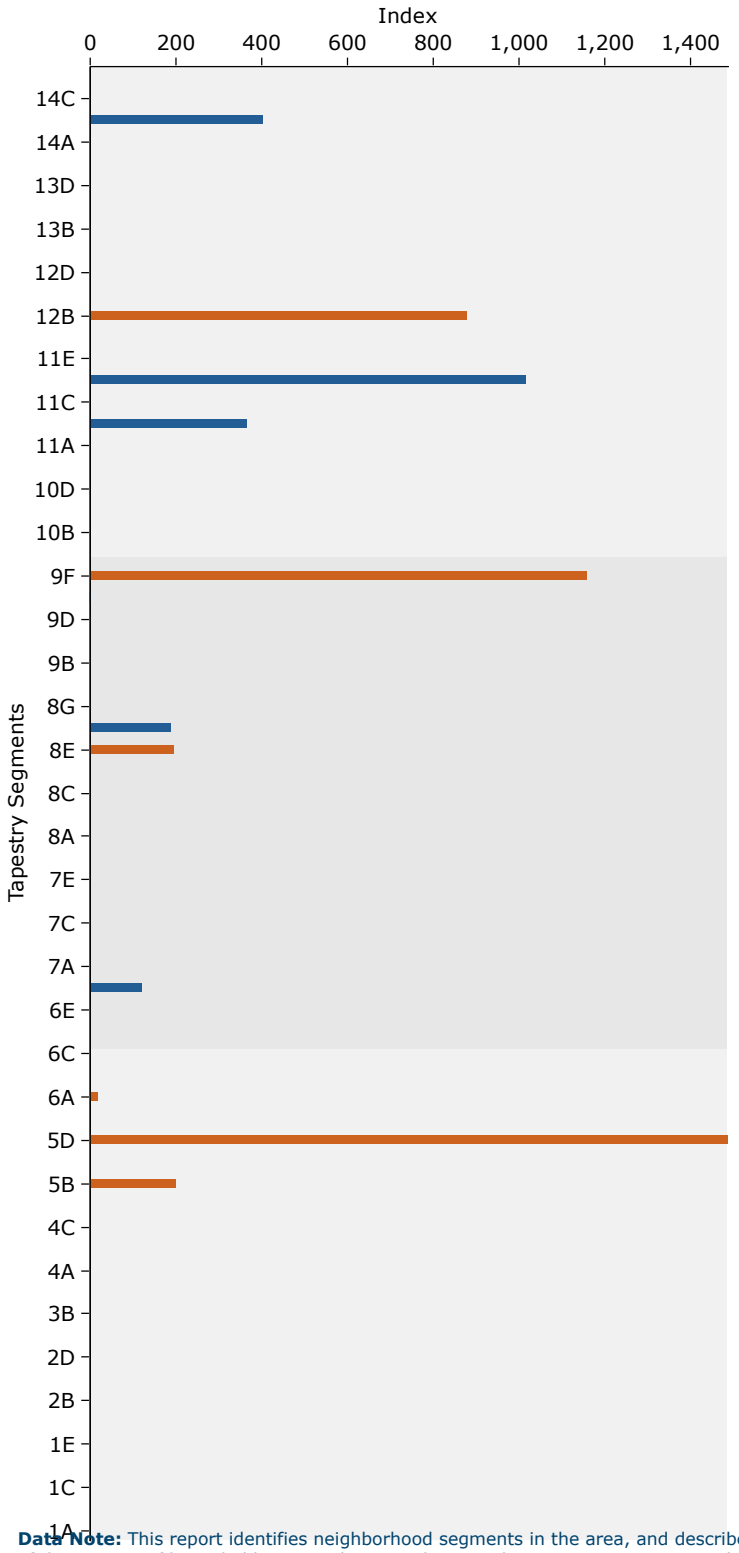
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Tapestry Segmentation Area Profile

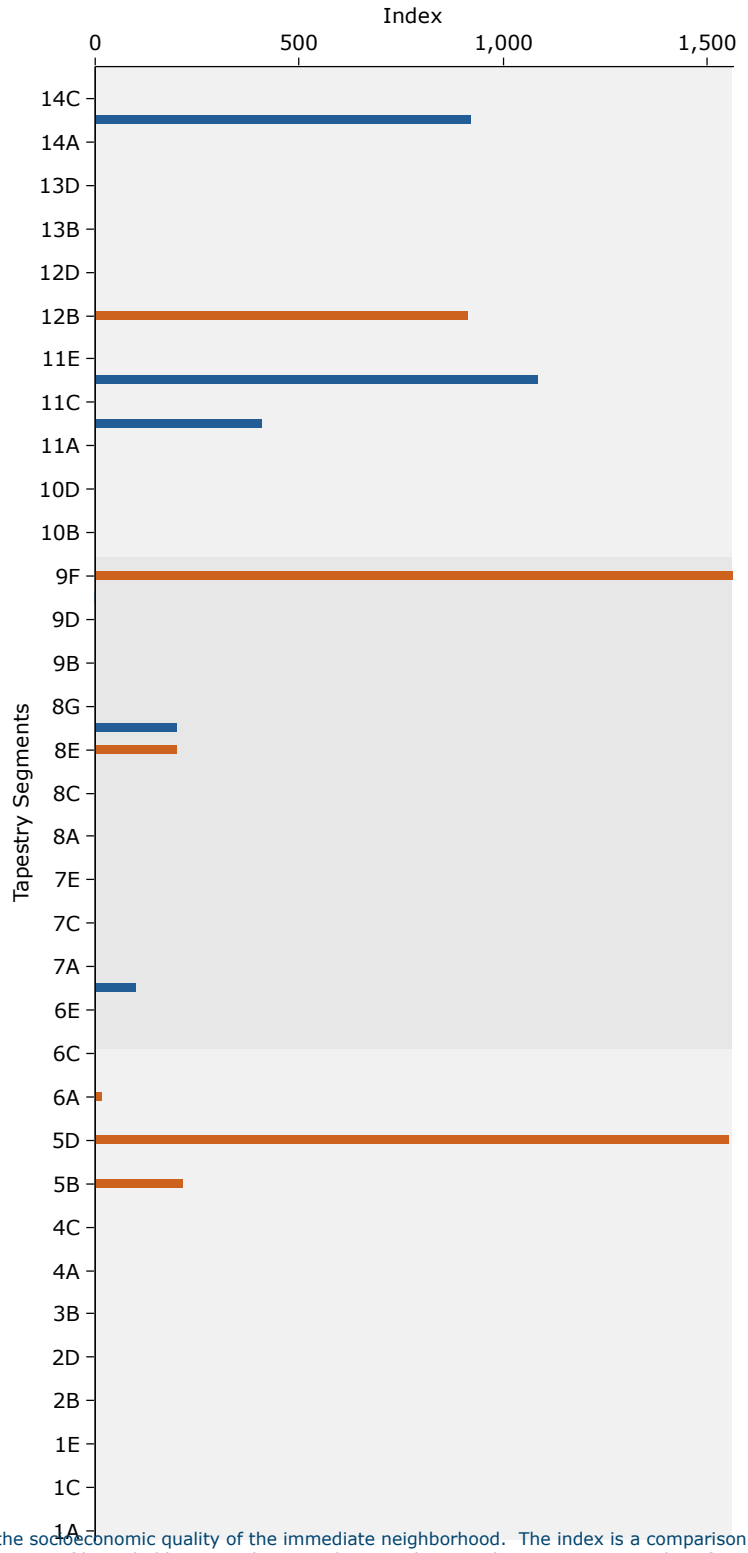
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2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

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Tapestry Segmentation Area Profile

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Drive Time: 5 minute radius

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Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,810	100.0%		23,655	100.0%	
1. Affluent Estates	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	**3,710**	**37.8%**	**329**	**8,732**	**36.9%**	**346**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	450	4.6%	204	1,034	4.4%	216
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	3,260	33.2%	1,491	7,698	32.5%	1,557
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**353**	**3.6%**	**30**	**694**	**2.9%**	**25**
Green Acres (6A)	66	0.7%	21	150	0.6%	19
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	287	2.9%	123	544	2.3%	105
7. Ethnic Enclaves	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

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Tapestry Segmentation Area Profile

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Latitude: 44.26326
Longitude: -88.40600

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,810	100.0%		23,655	100.0%	
8. Middle Ground	**745**	**7.6%**	**70**	**1,681**	**7.1%**	**70**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	311	3.2%	198	757	3.2%	204
Old and Newcomers (8F)	434	4.4%	190	924	3.9%	204
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**924**	**9.4%**	**163**	**2,225**	**9.4%**	**213**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1	0.0%	1	2	0.0%	1
Social Security Set (9F)	923	9.4%	1,163	2,223	9.4%	1,566
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**2,004**	**20.4%**	**330**	**4,283**	**18.1%**	**319**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	616	6.3%	367	1,297	5.5%	412
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	1,388	14.1%	1,018	2,986	12.6%	1,090
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**1,697**	**17.3%**	**275**	**4,083**	**17.3%**	**286**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,697	17.3%	881	4,083	17.3%	916
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**377**	**3.8%**	**239**	**1,957**	**8.3%**	**416**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	377	3.8%	407	1,957	8.3%	922
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

March 28, 2016

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Tapestry Segmentation Area Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,810	100.0%		23,655	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**3,260**	**33.2%**	**197**	**7,698**	**32.5%**	**174**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	3,260	33.2%	1,491	7,698	32.5%	1,557
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**6,197**	**63.2%**	**346**	**15,263**	**64.5%**	**393**
In Style (5B)	450	4.6%	204	1,034	4.4%	216
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	311	3.2%	198	757	3.2%	204
Old and Newcomers (8F)	434	4.4%	190	924	3.9%	204
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1	0.0%	1	2	0.0%	1
Social Security Set (9F)	923	9.4%	1,163	2,223	9.4%	1,566
Young and Restless (11B)	616	6.3%	367	1,297	5.5%	412
Set to Impress (11D)	1,388	14.1%	1,018	2,986	12.6%	1,090
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,697	17.3%	881	4,083	17.3%	916
College Towns (14B)	377	3.8%	407	1,957	8.3%	922
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Source: Esri

March 28, 2016

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Tapestry Segmentation Area Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,810	100.0%		23,655	100.0%	
4. Suburban Periphery	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**287**	**2.9%**	**31**	**544**	**2.3%**	**25**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	287	2.9%	123	544	2.3%	105
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**66**	**0.7%**	**4**	**150**	**0.6%**	**4**
Green Acres (6A)	66	0.7%	21	150	0.6%	19
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

March 28, 2016

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Tapestry Segmentation Area Profile

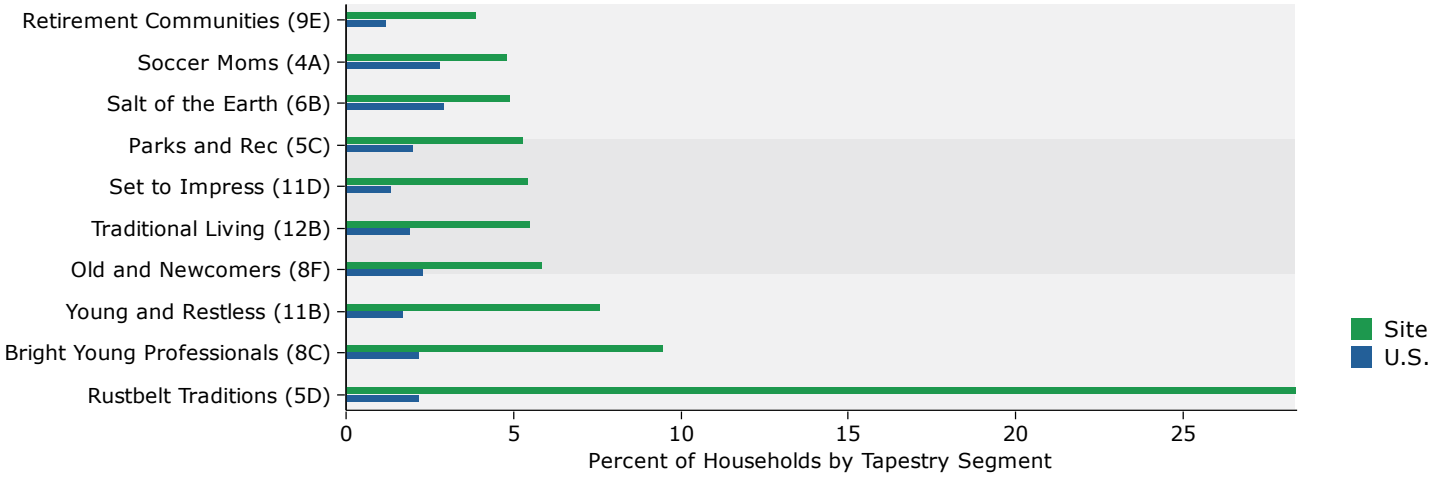
225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

Top Twenty Tapestry Segments

		2015 Households		2015 U.S. Households		
			Cumulative		Cumulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	Rustbelt Traditions (5D)	28.4%	28.4%	2.2%	2.2%	1274
2	Bright Young Professionals (8C)	9.5%	37.9%	2.2%	4.4%	428
3	Young and Restless (11B)	7.6%	45.5%	1.7%	6.1%	444
4	Old and Newcomers (8F)	5.9%	51.4%	2.3%	8.4%	254
5	Traditional Living (12B)	5.5%	56.9%	2.0%	10.4%	279
	Subtotal	**56.9%**		**10.4%**		
6	Set to Impress (11D)	5.5%	62.4%	1.4%	11.8%	394
7	Parks and Rec (5C)	5.3%	67.7%	2.0%	13.8%	264
8	Salt of the Earth (6B)	4.9%	72.6%	2.9%	16.7%	169
9	Soccer Moms (4A)	4.8%	77.4%	2.8%	19.5%	170
10	Retirement Communities (9E)	3.9%	81.3%	1.2%	20.7%	320
	Subtotal	**24.4%**		**10.3%**		
11	Home Improvement (4B)	2.8%	84.1%	1.7%	22.4%	162
12	In Style (5B)	2.8%	86.9%	2.3%	24.7%	123
13	Green Acres (6A)	2.8%	89.7%	3.2%	27.9%	86
14	Midlife Constants (5E)	2.6%	92.3%	2.5%	30.4%	104
15	Social Security Set (9F)	2.4%	94.7%	0.8%	31.2%	298
	Subtotal	**13.4%**		**10.5%**		
16	Heartland Communities (6F)	1.4%	96.1%	2.4%	33.6%	61
17	Professional Pride (1B)	1.3%	97.4%	1.6%	35.2%	79
18	College Towns (14B)	1.0%	98.4%	0.9%	36.1%	104
19	Front Porches (8E)	0.8%	99.2%	1.6%	37.7%	51
20	Golden Years (9B)	0.7%	99.9%	1.3%	39.0%	49
	Subtotal	**5.2%**		**7.8%**		
	Total	**99.8%**		**39.2%**		**255**

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

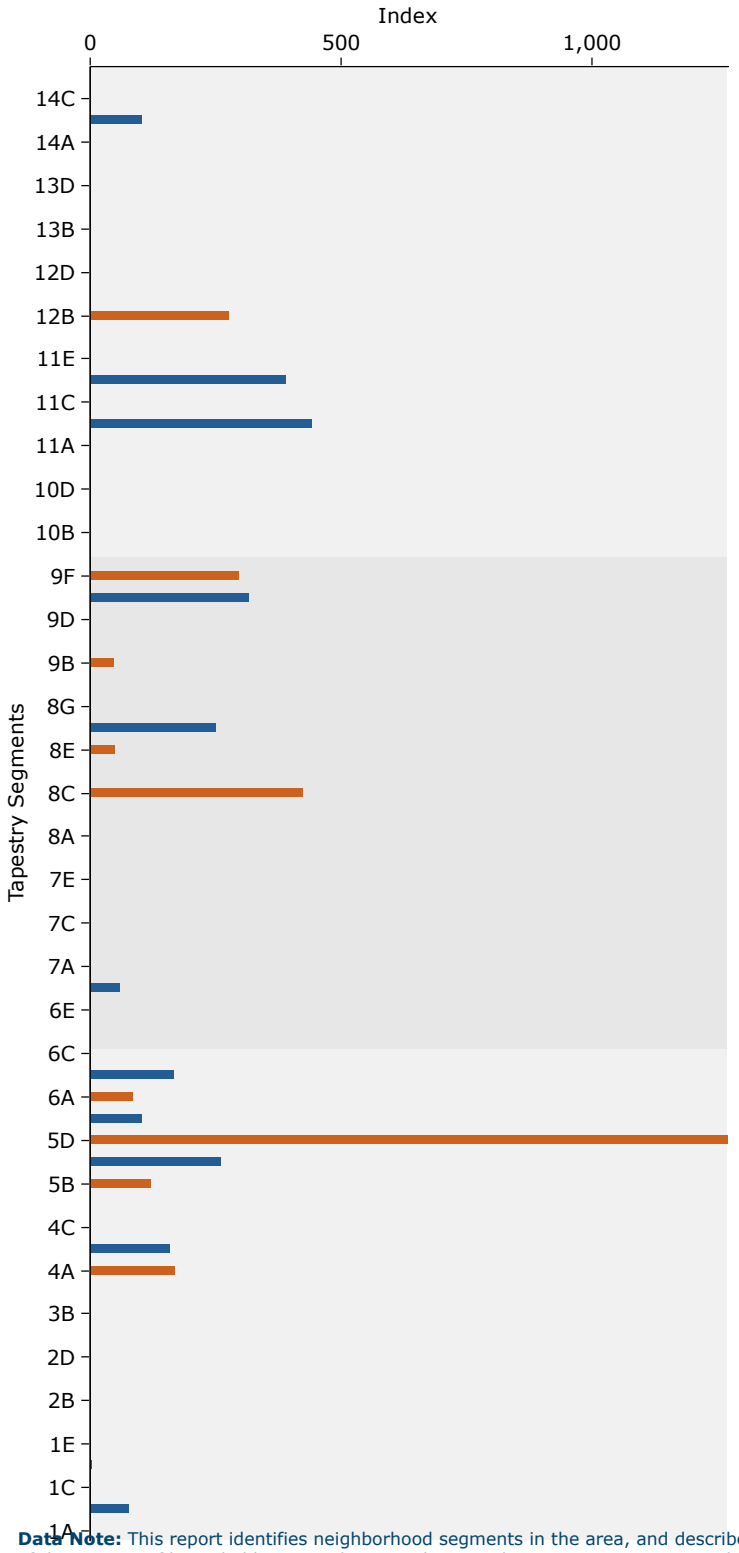
March 28, 2016

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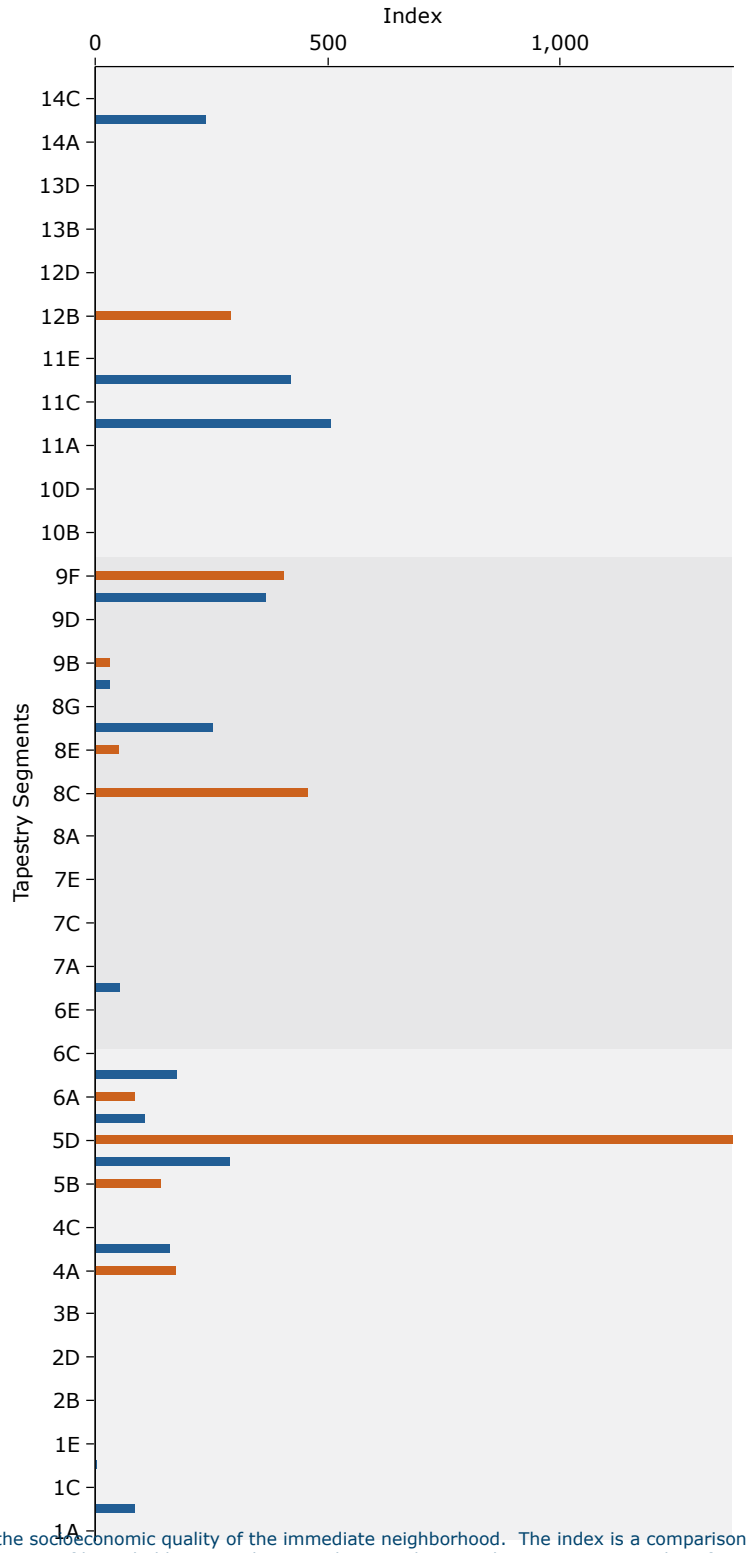
225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

March 28, 2016

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Tapestry Segmentation Area Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,251	100.0%		91,133	100.0%	
1. Affluent Estates	**549**	**1.4%**	**15**	**1,700**	**1.9%**	**18**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	482	1.3%	79	1,516	1.7%	88
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	67	0.2%	6	184	0.2%	6
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**2,908**	**7.6%**	**103**	**7,857**	**8.6%**	**108**
Soccer Moms (4A)	1,844	4.8%	170	5,119	5.6%	177
Home Improvement (4B)	1,064	2.8%	162	2,738	3.0%	161
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	**14,962**	**39.1%**	**340**	**36,126**	**39.6%**	**371**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	1,058	2.8%	123	2,618	2.9%	142
Parks and Rec (5C)	2,031	5.3%	264	5,068	5.6%	290
Rustbelt Traditions (5D)	10,865	28.4%	1,274	26,164	28.7%	1,373
Midlife Constants (5E)	1,008	2.6%	104	2,276	2.5%	110
6. Cozy Country Living	**3,500**	**9.2%**	**75**	**8,444**	**9.3%**	**79**
Green Acres (6A)	1,055	2.8%	86	2,626	2.9%	88
Salt of the Earth (6B)	1,893	4.9%	169	4,712	5.2%	179
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	552	1.4%	61	1,106	1.2%	55
7. Ethnic Enclaves	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

March 28, 2016

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Tapestry Segmentation Area Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,251	100.0%		91,133	100.0%	
8. Middle Ground	**6,198**	**16.2%**	**148**	**13,726**	**15.1%**	**149**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	3,629	9.5%	428	8,491	9.3%	460
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	311	0.8%	51	757	0.8%	53
Old and Newcomers (8F)	2,258	5.9%	254	4,478	4.9%	257
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**2,661**	**7.0%**	**121**	**5,611**	**6.2%**	**139**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	251	0.7%	49	332	0.4%	34
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,487	3.9%	320	3,056	3.4%	368
Social Security Set (9F)	923	2.4%	298	2,223	2.4%	407
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**4,997**	**13.1%**	**211**	**10,673**	**11.7%**	**206**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,905	7.6%	444	6,189	6.8%	510
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	2,092	5.5%	394	4,484	4.9%	425
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**2,099**	**5.5%**	**87**	**5,039**	**5.5%**	**92**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	2,099	5.5%	279	5,039	5.5%	293
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**377**	**1.0%**	**61**	**1,957**	**2.1%**	**108**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	377	1.0%	104	1,957	2.1%	239
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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	Number	Percent	Index	Number	Percent	Index
Total:	38,251	100.0%		91,133	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**14,494**	**37.9%**	**225**	**34,655**	**38.0%**	**204**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	10,865	28.4%	1,274	26,164	28.7%	1,373
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	3,629	9.5%	428	8,491	9.3%	460
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**13,510**	**35.3%**	**193**	**30,801**	**33.8%**	**206**
In Style (5B)	1,058	2.8%	123	2,618	2.9%	142
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	311	0.8%	51	757	0.8%	53
Old and Newcomers (8F)	2,258	5.9%	254	4,478	4.9%	257
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,487	3.9%	320	3,056	3.4%	368
Social Security Set (9F)	923	2.4%	298	2,223	2.4%	407
Young and Restless (11B)	2,905	7.6%	444	6,189	6.8%	510
Set to Impress (11D)	2,092	5.5%	394	4,484	4.9%	425
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	2,099	5.5%	279	5,039	5.5%	293
College Towns (14B)	377	1.0%	104	1,957	2.1%	239
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

March 28, 2016

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Tapestry Segmentation Area Profile

225 N Oneida St, Appleton, Wisconsin, 54911 3
225 N Oneida St, Appleton, Wisconsin, 54911
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 44.26326
Longitude: -88.40600

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	38,251	100.0%		91,133	100.0%	
4. Suburban Periphery	**6,747**	**17.6%**	**56**	**17,233**	**18.9%**	**59**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	482	1.3%	79	1,516	1.7%	88
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	67	0.2%	6	184	0.2%	6
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	1,844	4.8%	170	5,119	5.6%	177
Home Improvement (4B)	1,064	2.8%	162	2,738	3.0%	161
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	2,031	5.3%	264	5,068	5.6%	290
Midlife Constants (5E)	1,008	2.6%	104	2,276	2.5%	110
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	251	0.7%	49	332	0.4%	34
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**552**	**1.4%**	**15**	**1,106**	**1.2%**	**13**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	552	1.4%	61	1,106	1.2%	55
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**2,948**	**7.7%**	**45**	**7,338**	**8.1%**	**48**
Green Acres (6A)	1,055	2.8%	86	2,626	2.9%	88
Salt of the Earth (6B)	1,893	4.9%	169	4,712	5.2%	179
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

March 28, 2016

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WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Appleton, WI

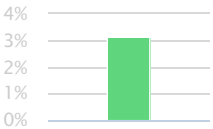
Community Profile

TOTAL POPULATION

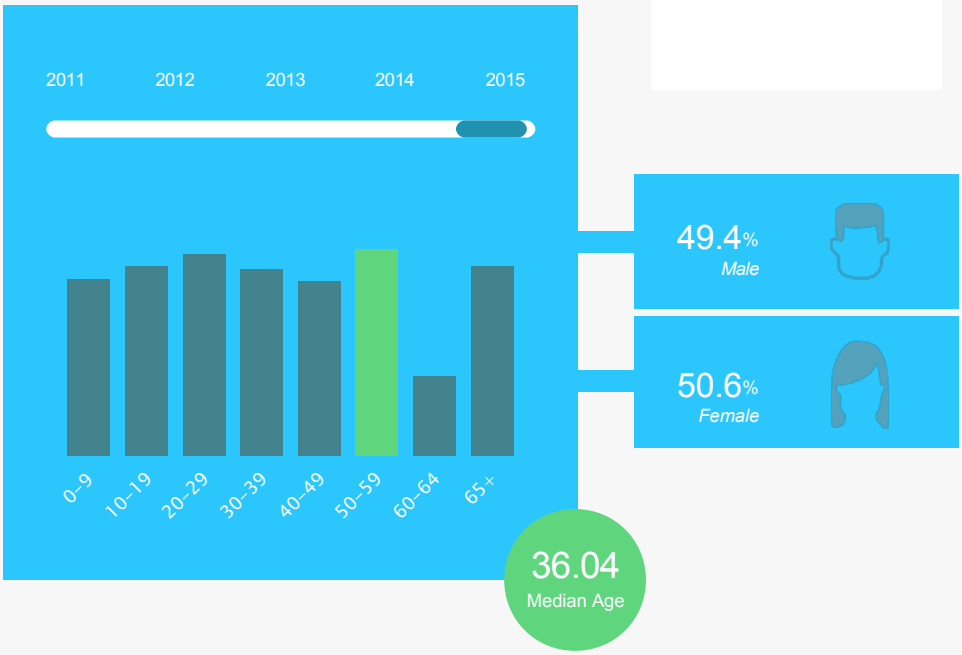
74,960

The total population of the City of Appleton is 74,960. The median age is 36.04.

The population in Appleton has grown 3.14% since 2011.

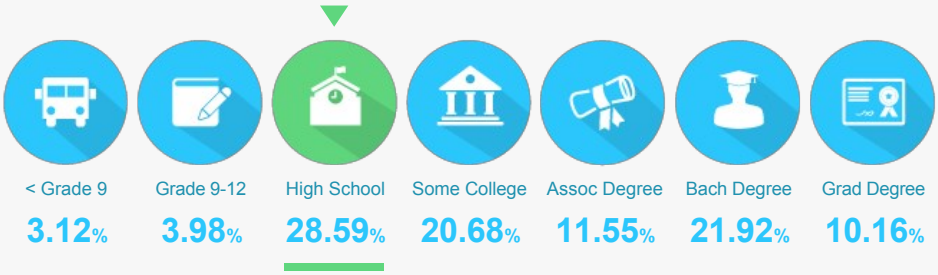


Age Distribution



EDUCATIONAL ATTAINMENT

The majority of the population in Appleton has completed at least a high school degree.



< Grade 9	Grade 9-12	High School	Some College	Assoc Degree	Bach Degree	Grad Degree
3.12%	3.98%	28.59%	20.68%	11.55%	21.92%	10.16%

43.63%
of the population
has a college degree.



offer Associate's Degree
or Certificate



offer Bachelor's Degree
or Higher

LABOR FORCE
40,978

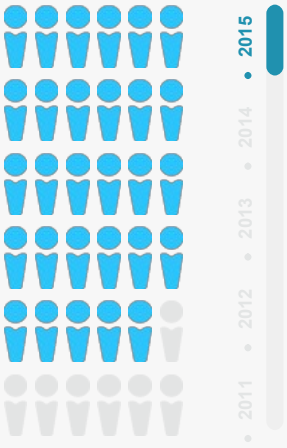
Appleton has a labor force of 40,978 people, with a job growth rate of -0.04% since 2014, and an unemployment rate of 4.4%.

JOB GROWTH

-0.04%

Since 2014

TOTAL EMPLOYEES



46,297
2015

4.4%
Unemployment Rate

0%
Since 2014

5 TOP TALENT
Where are the top jobs by occupation?

Office and Administrative support

17.03%
7,886

Executive, Managers, and Administrators

8.73%
4,042

Business and Financial Operations

6.21%
2,877

Sales

11.57%
5,356

Production Workers

8.23%
3,812

The work distribution of total employees in Appleton is.

64%
Blue Collar

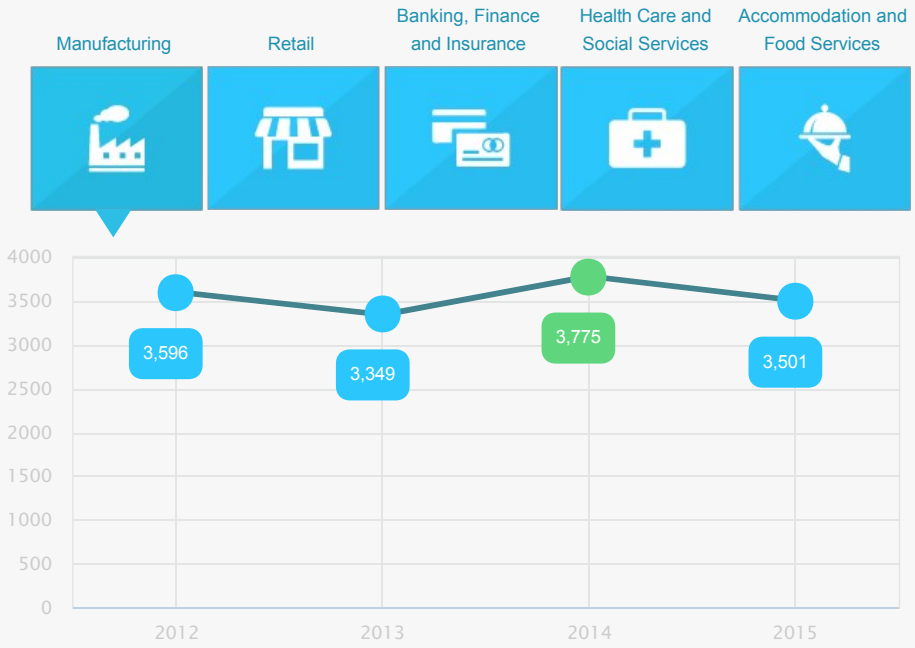
35%
White Collar

TOTAL ESTABLISHMENTS
2,917

BUSINESSES AND JOBS

Appleton has a total of 2,917 businesses.In 2015, the leading industries were:
Manufacturing, Retail, Banking, Finance and Insurance, Health Care and Social Services, and Accommodation and Food Services

Which are the top 5 industries by jobs?



How many employees do businesses in Appleton have?



1-4 Employees	56.19%
5-9 Employees	19.51%
10-19 Employees	11.31%
20-49 Employees	7.85%
50-99 Employees	2.47%
100+ Employees	2.67%

INCOME AND SPENDING

Workers in Appleton earn a median yearly household income of $54,092. 44.17% of the households earn more than the national average each year. Household expenditures average $54,306 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.

There are 105% more households who own their homes than there are renters.

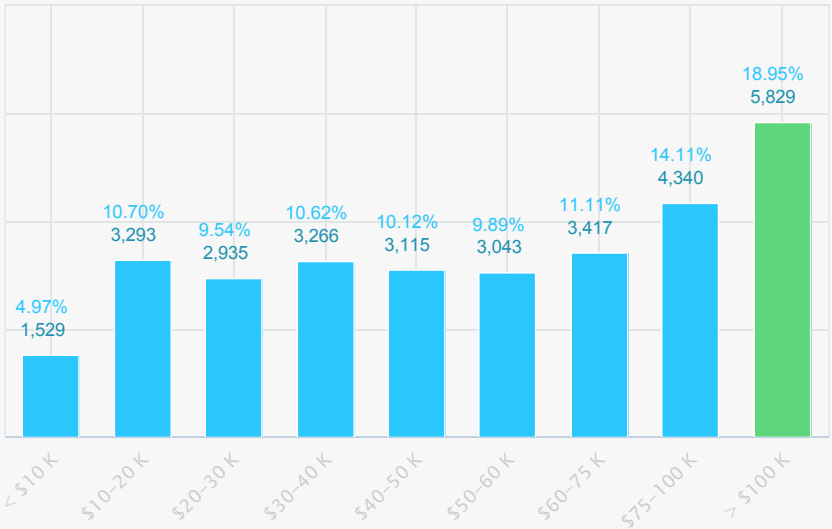
MEDIAN

HOUSEHOLD INCOME

$54,092

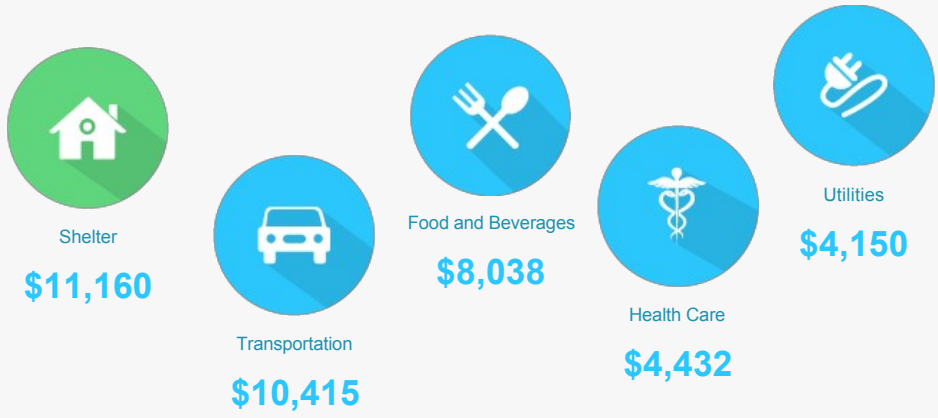
7%	less than the county
3%	more than the state
2%	less than the nation

Income Distribution



How do people spend much of their money?

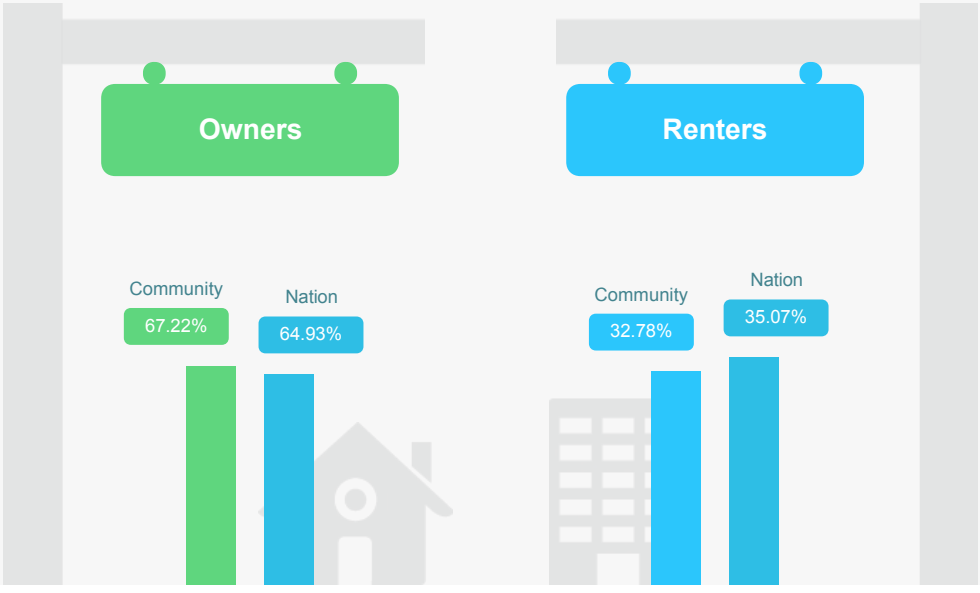
$ PER HOUSEHOLD



The average household expenditure in Appleton is:

$54,306

HOUSING



TRANSPORTATION

Residents spend an average of 18 minutes commuting to work.Appleton is served by 15 airportswithin 50 miles.Rail can be accessed within the community.Interstates can be accessed 20 miles away.



20miles

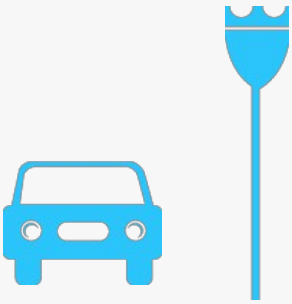
Distance to Interstate

0

Airports in Community

15

Airports in Community (+50 miles)



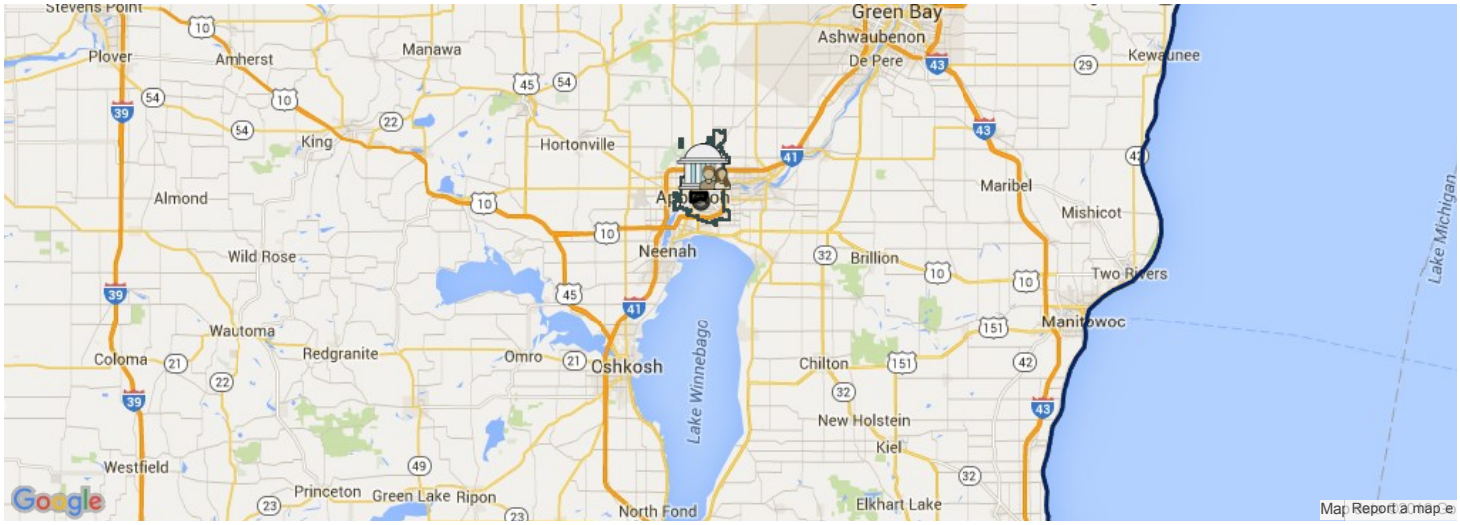


18min.

Commute Travel Time

Freight Rail

In Community


Stevens Point
Plover
Amherst
Manawa
Green Bay
Ashwaubenon
De Pere
Kewaunee
King
Hortonville
Maribel
Mishicot
Almond
Neenah
Brillion
Two Rivers
Wild Rose
Wautoma
Redgranite
Omro
Oshkosh
Lake Winnebago
Chilton
Manitowoc
Lake Michigan
Coloma
New Holstein
Kiel
Westfield
Princeton
Green Lake
Ripon
North Fond
Elkhart Lake
Google
Map Report a map e

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Appleton/Green Bay Comparison Report

Full Community Details (Appleton, Wisconsin AND Green Bay, Wisconsin)

People

	Appleton, Wisconsin	Green Bay, Wisconsin
Population	74,960	107,241
Labor Force	40,978	55,710
Job Growth Rate (1 Year)	0.0%	-1.8%
Unemployment Rate	6.9%	7.3%
Median Age	36.04	34.05

Labor Force

	Appleton, Wisconsin	Green Bay, Wisconsin
Bachelors Degree or higher	32.1%	22.9%
High School Degree or higher	92.9%	87.4%
White Collar Workers	64%	58%
Blue Collar Workers	35%	41%
Universities in Community	1	4
Universities in Community + 50 miles	14	12
Community Colleges in Community	1	2
Community Colleges in Community + 50 miles	10	9

Budgets

	Appleton, Wisconsin	Green Bay, Wisconsin
Household Expenditures (Average)	54,306	47,730
Household Income (Median)	54,092	42,835

Transportation

	Appleton, Wisconsin	Green Bay, Wisconsin
Commute Travel Time (minutes)	18	18
Airports in Community	0	1
Airports in Community + 50 miles	15	17
Distance to Interstate (miles)	20	In Community
Distance to Rail (miles)	In Community	In Community
Latitude	44.269535163	44.5140099927
Longitude	-88.3916915662	-87.9948192546

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Appleton/Oshkosh Comparison

Full Community Details (Appleton, Wisconsin AND Oshkosh, Wisconsin)

People

	Appleton, Wisconsin	Oshkosh, Wisconsin
Population	74,960	67,492
Labor Force	40,978	35,142
Job Growth Rate (1 Year)	0.0%	1.2%
Unemployment Rate	6.9%	6.3%
Median Age	36.04	33.45

Labor Force

	Appleton, Wisconsin	Oshkosh, Wisconsin
Bachelors Degree or higher	32.1%	25.2%
High School Degree or higher	92.9%	89.7%
White Collar Workers	64%	57%
Blue Collar Workers	35%	42%
Universities in Community	1	1
Universities in Community + 50 miles	14	11
Community Colleges in Community	1	0
Community Colleges in Community + 50 miles	10	8

Budgets

	Appleton, Wisconsin	Oshkosh, Wisconsin
Household Expenditures (Average)	54,306	47,496
Household Income (Median)	54,092	44,021

Transportation

	Appleton, Wisconsin	Oshkosh, Wisconsin
Commute Travel Time (minutes)	18	17
Airports in Community	0	1
Airports in Community + 50 miles	15	20
Distance to Interstate (miles)	20	36
Distance to Rail (miles)	In Community	In Community
Latitude	44.269535163	44.0243151788
Longitude	-88.3916915662	-88.557980718

Business Summary

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Data for all businesses in area	
Total Businesses:	764
Total Employees:	18,006
Total Residential Population:	8,948
Employee/Residential Population Ratio:	2.01:1

			Employees	
by SIC Codes	**Number**	**Percent**	**Number**	**Percent**
Agriculture & Mining	6	0.8%	25	0.1%
Construction	21	2.7%	74	0.4%
Manufacturing	14	1.8%	244	1.4%
Transportation	9	1.2%	208	1.2%
Communication	5	0.7%	109	0.6%
Utility	1	0.1%	1	0.0%
Wholesale Trade	14	1.8%	52	0.3%
Retail Trade Summary	172	22.5%	1,742	9.7%
Home Improvement	6	0.8%	20	0.1%
General Merchandise Stores	2	0.3%	6	0.0%
Food Stores	8	1.0%	53	0.3%
Auto Dealers, Gas Stations, Auto Aftermarket	6	0.8%	33	0.2%
Apparel & Accessory Stores	8	1.0%	23	0.1%
Furniture & Home Furnishings	17	2.2%	97	0.5%
Eating & Drinking Places	77	10.1%	1,137	6.3%
Miscellaneous Retail	49	6.4%	373	2.1%
Finance, Insurance, Real Estate Summary	116	15.2%	7,533	41.8%
Banks, Savings & Lending Institutions	45	5.9%	414	2.3%
Securities Brokers	20	2.6%	645	3.6%
Insurance Carriers & Agents	26	3.4%	6,269	34.8%
Real Estate, Holding, Other Investment Offices	24	3.1%	205	1.1%
Services Summary	297	38.9%	5,934	33.0%
Hotels & Lodging	4	0.5%	428	2.4%
Automotive Services	8	1.0%	33	0.2%
Motion Pictures & Amusements	28	3.7%	258	1.4%
Health Services	17	2.2%	213	1.2%
Legal Services	35	4.6%	184	1.0%
Education Institutions & Libraries	18	2.4%	768	4.3%
Other Services	186	24.3%	4,049	22.5%
Government	94	12.3%	2,047	11.4%
Unclassified Establishments	16	2.1%	37	0.2%
Totals	764	100.0%	18,006	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

March 09, 2016

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Business Summary

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	1	0.1%	3	0.0%
Utilities	0	0.0%	0	0.0%
Construction	24	3.1%	88	0.5%
Manufacturing	17	2.2%	156	0.9%
Wholesale Trade	13	1.7%	47	0.3%
Retail Trade	91	11.9%	579	3.2%
Motor Vehicle & Parts Dealers	5	0.7%	30	0.2%
Furniture & Home Furnishings Stores	5	0.7%	15	0.1%
Electronics & Appliance Stores	7	0.9%	20	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	6	0.8%	20	0.1%
Food & Beverage Stores	6	0.8%	48	0.3%
Health & Personal Care Stores	6	0.8%	34	0.2%
Gasoline Stations	1	0.1%	3	0.0%
Clothing & Clothing Accessories Stores	13	1.7%	51	0.3%
Sport Goods, Hobby, Book, & Music Stores	12	1.6%	82	0.5%
General Merchandise Stores	2	0.3%	6	0.0%
Miscellaneous Store Retailers	24	3.1%	174	1.0%
Nonstore Retailers	5	0.7%	95	0.5%
Transportation & Warehousing	7	0.9%	199	1.1%
Information	14	1.8%	419	2.3%
Finance & Insurance	91	11.9%	7,328	40.7%
Central Bank/Credit Intermediation & Related Activities	45	5.9%	414	2.3%
Securities, Commodity Contracts & Other Financial	20	2.6%	645	3.6%
Insurance Carriers & Related Activities; Funds, Trusts &	26	3.4%	6,269	34.8%
Real Estate, Rental & Leasing	27	3.5%	196	1.1%
Professional, Scientific & Tech Services	85	11.1%	1,021	5.7%
Legal Services	37	4.8%	216	1.2%
Management of Companies & Enterprises	1	0.1%	4	0.0%
Administrative & Support & Waste Management & Remediation	24	3.1%	241	1.3%
Educational Services	22	2.9%	662	3.7%
Health Care & Social Assistance	54	7.1%	2,421	13.4%
Arts, Entertainment & Recreation	28	3.7%	239	1.3%
Accommodation & Food Services	81	10.6%	1,571	8.7%
Accommodation	4	0.5%	428	2.4%
Food Services & Drinking Places	78	10.2%	1,142	6.3%
Other Services (except Public Administration)	74	9.7%	748	4.2%
Automotive Repair & Maintenance	6	0.8%	28	0.2%
Public Administration	94	12.3%	2,047	11.4%
Unclassified Establishments	16	2.1%	37	0.2%
Total	764	100.0%	18,006	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

March 09, 2016

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Community Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Population Summary	
2000 Total Population	9,278
2010 Total Population	8,860
2015 Total Population	8,948
2015 Group Quarters	1,761
2020 Total Population	9,097
2015-2020 Annual Rate	0.33%
Household Summary	
2000 Households	3,438
2000 Average Household Size	2.20
2010 Households	3,348
2010 Average Household Size	2.12
2015 Households	3,433
2015 Average Household Size	2.09
2020 Households	3,521
2020 Average Household Size	2.08
2015-2020 Annual Rate	0.51%
2010 Families	1,539
2010 Average Family Size	3.04
2015 Families	1,562
2015 Average Family Size	3.01
2020 Families	1,594
2020 Average Family Size	3.00
2015-2020 Annual Rate	0.41%
Housing Unit Summary	
2000 Housing Units	3,642
Owner Occupied Housing Units	45.7%
Renter Occupied Housing Units	48.7%
Vacant Housing Units	5.6%
2010 Housing Units	3,687
Owner Occupied Housing Units	42.5%
Renter Occupied Housing Units	48.3%
Vacant Housing Units	9.2%
2015 Housing Units	3,810
Owner Occupied Housing Units	40.3%
Renter Occupied Housing Units	49.8%
Vacant Housing Units	9.9%
2020 Housing Units	3,930
Owner Occupied Housing Units	40.2%
Renter Occupied Housing Units	49.4%
Vacant Housing Units	10.4%
Median Household Income	
2015	$36,189
2020	$41,307
Median Home Value	
2015	$120,677
2020	$140,185
Per Capita Income	
2015	$20,150
2020	$22,765
Median Age	
2010	29.1
2015	30.5
2020	31.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

March 09, 2016

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2015 Households by Income	
Household Income Base	3,433
<$15,000	21.5%
$15,000 - $24,999	14.4%
$25,000 - $34,999	12.8%
$35,000 - $49,999	12.9%
$50,000 - $74,999	15.8%
$75,000 - $99,999	11.2%
$100,000 - $149,999	9.2%
$150,000 - $199,999	1.5%
$200,000+	0.8%
Average Household Income	$49,059
2020 Households by Income	
Household Income Base	3,521
<$15,000	20.3%
$15,000 - $24,999	10.8%
$25,000 - $34,999	12.5%
$35,000 - $49,999	12.8%
$50,000 - $74,999	15.1%
$75,000 - $99,999	13.5%
$100,000 - $149,999	12.2%
$150,000 - $199,999	1.8%
$200,000+	0.9%
Average Household Income	$55,556
2015 Owner Occupied Housing Units by Value	
Total	1,536
<$50,000	1.1%
$50,000 - $99,999	28.0%
$100,000 - $149,999	50.5%
$150,000 - $199,999	11.1%
$200,000 - $249,999	4.0%
$250,000 - $299,999	1.8%
$300,000 - $399,999	1.9%
$400,000 - $499,999	0.7%
$500,000 - $749,999	0.7%
$750,000 - $999,999	0.0%
$1,000,000 +	0.3%
Average Home Value	$134,951
2020 Owner Occupied Housing Units by Value	
Total	1,580
<$50,000	0.9%
$50,000 - $99,999	20.3%
$100,000 - $149,999	35.9%
$150,000 - $199,999	18.2%
$200,000 - $249,999	7.2%
$250,000 - $299,999	3.9%
$300,000 - $399,999	6.8%
$400,000 - $499,999	2.7%
$500,000 - $749,999	3.4%
$750,000 - $999,999	0.6%
$1,000,000 +	0.1%
Average Home Value	$183,191

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age	
Total	8,859
0 - 4	5.5%
5 - 9	5.4%
10 - 14	4.6%
15 - 24	27.4%
25 - 34	16.0%
35 - 44	11.3%
45 - 54	12.6%
55 - 64	9.2%
65 - 74	4.2%
75 - 84	2.4%
85 +	1.6%
18 +	81.4%
2015 Population by Age	
Total	8,949
0 - 4	5.1%
5 - 9	4.9%
10 - 14	4.9%
15 - 24	26.9%
25 - 34	14.9%
35 - 44	11.7%
45 - 54	11.6%
55 - 64	10.7%
65 - 74	5.7%
75 - 84	2.3%
85 +	1.4%
18 +	82.4%
2020 Population by Age	
Total	9,097
0 - 4	5.1%
5 - 9	4.6%
10 - 14	4.5%
15 - 24	25.6%
25 - 34	14.8%
35 - 44	12.1%
45 - 54	10.3%
55 - 64	11.1%
65 - 74	7.7%
75 - 84	2.9%
85 +	1.2%
18 +	82.9%
2010 Population by Sex	
Males	4,675
Females	4,185
2015 Population by Sex	
Males	4,742
Females	4,206
2020 Population by Sex	
Males	4,816
Females	4,280

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity	
Total	8,861
White Alone	84.0%
Black Alone	3.9%
American Indian Alone	1.2%
Asian Alone	6.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.0%
Two or More Races	2.9%
Hispanic Origin	4.9%
Diversity Index	35.5
2015 Population by Race/Ethnicity	
Total	8,948
White Alone	81.2%
Black Alone	5.0%
American Indian Alone	1.3%
Asian Alone	6.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.2%
Two or More Races	3.3%
Hispanic Origin	5.6%
Diversity Index	40.3
2020 Population by Race/Ethnicity	
Total	9,097
White Alone	78.3%
Black Alone	6.3%
American Indian Alone	1.3%
Asian Alone	7.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.6%
Two or More Races	3.8%
Hispanic Origin	6.6%
Diversity Index	45.4
2010 Population by Relationship and Household Type	
Total	8,860
In Households	80.0%
In Family Households	54.7%
Householder	17.0%
Spouse	11.6%
Child	22.1%
Other relative	2.1%
Nonrelative	2.0%
In Nonfamily Households	25.2%
In Group Quarters	20.0%
Institutionalized Population	4.1%
Noninstitutionalized Population	15.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Population 25+ by Educational Attainment	
Total	5,205
Less than 9th Grade	1.7%
9th - 12th Grade, No Diploma	8.4%
High School Graduate	23.7%
GED/Alternative Credential	3.7%
Some College, No Degree	24.1%
Associate Degree	8.5%
Bachelor's Degree	19.5%
Graduate/Professional Degree	10.4%
2015 Population 15+ by Marital Status	
Total	7,614
Never Married	50.7%
Married	29.2%
Widowed	5.2%
Divorced	14.9%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	93.4%
Civilian Unemployed	6.6%
2015 Employed Population 16+ by Industry	
Total	4,201
Agriculture/Mining	0.6%
Construction	2.8%
Manufacturing	14.4%
Wholesale Trade	1.7%
Retail Trade	13.8%
Transportation/Utilities	5.4%
Information	2.9%
Finance/Insurance/Real Estate	3.7%
Services	53.0%
Public Administration	1.9%
2015 Employed Population 16+ by Occupation	
Total	4,202
White Collar	53.4%
Management/Business/Financial	9.3%
Professional	17.4%
Sales	11.0%
Administrative Support	15.8%
Services	25.1%
Blue Collar	21.5%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	2.7%
Installation/Maintenance/Repair	1.5%
Production	9.0%
Transportation/Material Moving	7.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type	
Total	3,349
Households with 1 Person	43.4%
Households with 2+ People	56.6%
Family Households	46.0%
Husband-wife Families	31.5%
With Related Children	14.5%
Other Family (No Spouse Present)	14.5%
Other Family with Male Householder	4.4%
With Related Children	3.0%
Other Family with Female Householder	10.1%
With Related Children	7.6%
Nonfamily Households	10.7%
All Households with Children	25.4%
Multigenerational Households	1.5%
Unmarried Partner Households	8.8%
Male-female	7.9%
Same-sex	0.9%
2010 Households by Size	
Total	3,350
1 Person Household	43.3%
2 Person Household	27.7%
3 Person Household	12.3%
4 Person Household	9.4%
5 Person Household	3.9%
6 Person Household	1.7%
7 + Person Household	1.7%
2010 Households by Tenure and Mortgage Status	
Total	3,348
Owner Occupied	46.8%
Owned with a Mortgage/Loan	36.4%
Owned Free and Clear	10.4%
Renter Occupied	53.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Demographic and Income Comparison Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Census 2010 Summary	
Population	8,860
Households	3,348
Families	1,539
Average Household Size	2.12
Owner Occupied Housing Units	1,566
Renter Occupied Housing Units	1,782
Median Age	29.1
2015 Summary	
Population	8,948
Households	3,433
Families	1,562
Average Household Size	2.09
Owner Occupied Housing Units	1,536
Renter Occupied Housing Units	1,897
Median Age	30.5
Median Household Income	$36,189
Average Household Income	$49,059
2020 Summary	
Population	9,097
Households	3,521
Families	1,594
Average Household Size	2.08
Owner Occupied Housing Units	1,580
Renter Occupied Housing Units	1,940
Median Age	31.2
Median Household Income	$41,307
Average Household Income	$55,556
Trends: 2015-2020 Annual Rate	
Population	0.33%
Households	0.51%
Families	0.41%
Owner Households	0.57%
Median Household Income	2.68%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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Demographic and Income Comparison Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

2015 Households by Income	Number	Percent
<$15,000	738	21.5%
$15,000 - $24,999	493	14.4%
$25,000 - $34,999	439	12.8%
$35,000 - $49,999	442	12.9%
$50,000 - $74,999	544	15.8%
$75,000 - $99,999	386	11.2%
$100,000 - $149,999	316	9.2%
$150,000 - $199,999	50	1.5%
$200,000+	26	0.8%
Median Household Income	$36,189	
Average Household Income	$49,059	
Per Capita Income	$20,150	

2020 Households by Income	Number	Percent
<$15,000	715	20.3%
$15,000 - $24,999	381	10.8%
$25,000 - $34,999	440	12.5%
$35,000 - $49,999	451	12.8%
$50,000 - $74,999	533	15.1%
$75,000 - $99,999	476	13.5%
$100,000 - $149,999	429	12.2%
$150,000 - $199,999	64	1.8%
$200,000+	31	0.9%
Median Household Income	$41,307	
Average Household Income	$55,556	
Per Capita Income	$22,765	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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2010 Population by Age	Number	Percent
Age 0 - 4	484	5.5%
Age 5 - 9	476	5.4%
Age 10 - 14	405	4.6%
Age 15 - 19	979	11.1%
Age 20 - 24	1,446	16.3%
Age 25 - 34	1,416	16.0%
Age 35 - 44	1,004	11.3%
Age 45 - 54	1,112	12.6%
Age 55 - 64	816	9.2%
Age 65 - 74	369	4.2%
Age 75 - 84	212	2.4%
Age 85+	141	1.6%

2015 Population by Age	Number	Percent
Age 0 - 4	459	5.1%
Age 5 - 9	437	4.9%
Age 10 - 14	438	4.9%
Age 15 - 19	890	9.9%
Age 20 - 24	1,518	17.0%
Age 25 - 34	1,329	14.9%
Age 35 - 44	1,046	11.7%
Age 45 - 54	1,041	11.6%
Age 55 - 64	955	10.7%
Age 65 - 74	506	5.7%
Age 75 - 84	202	2.3%
Age 85+	128	1.4%

2020 Population by Age	Number	Percent
Age 0 - 4	465	5.1%
Age 5 - 9	419	4.6%
Age 10 - 14	410	4.5%
Age 15 - 19	916	10.1%
Age 20 - 24	1,417	15.6%
Age 25 - 34	1,350	14.8%
Age 35 - 44	1,105	12.1%
Age 45 - 54	933	10.3%
Age 55 - 64	1,010	11.1%
Age 65 - 74	704	7.7%
Age 75 - 84	263	2.9%
Age 85+	105	1.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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2010 Race and Ethnicity	Number	Percent
White Alone	7,443	84.0%
Black Alone	350	3.9%
American Indian Alone	108	1.2%
Asian Alone	529	6.0%
Pacific Islander Alone	3	0.0%
Some Other Race Alone	174	2.0%
Two or More Races	254	2.9%
Hispanic Origin (Any Race)	431	4.9%

2015 Race and Ethnicity	Number	Percent
White Alone	7,270	81.2%
Black Alone	451	5.0%
American Indian Alone	112	1.3%
Asian Alone	613	6.9%
Pacific Islander Alone	3	0.0%
Some Other Race Alone	201	2.2%
Two or More Races	298	3.3%
Hispanic Origin (Any Race)	504	5.6%

2020 Race and Ethnicity	Number	Percent
White Alone	7,121	78.3%
Black Alone	569	6.3%
American Indian Alone	117	1.3%
Asian Alone	701	7.7%
Pacific Islander Alone	3	0.0%
Some Other Race Alone	237	2.6%
Two or More Races	349	3.8%
Hispanic Origin (Any Race)	599	6.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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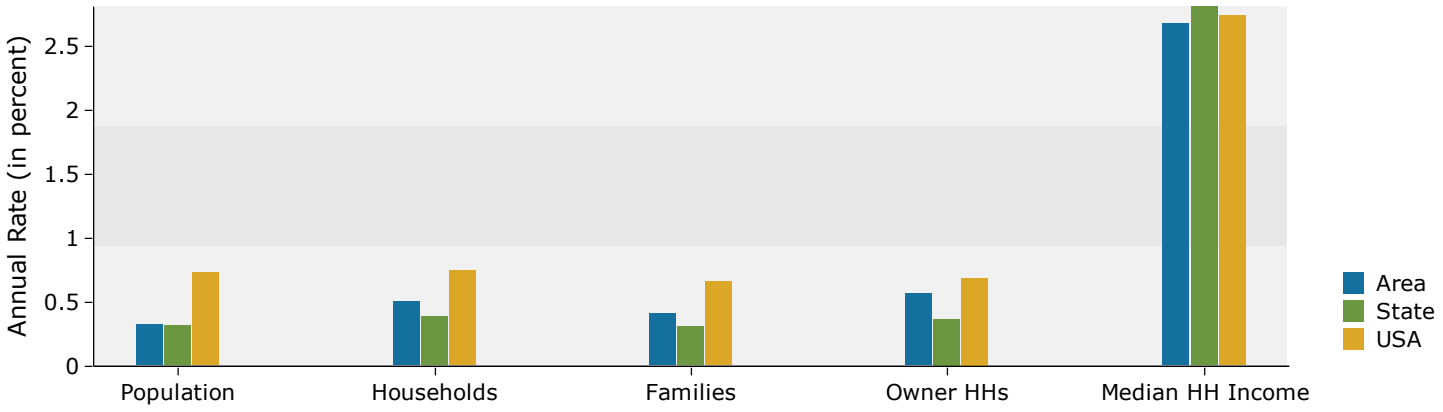
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Demographic and Income Comparison Profile

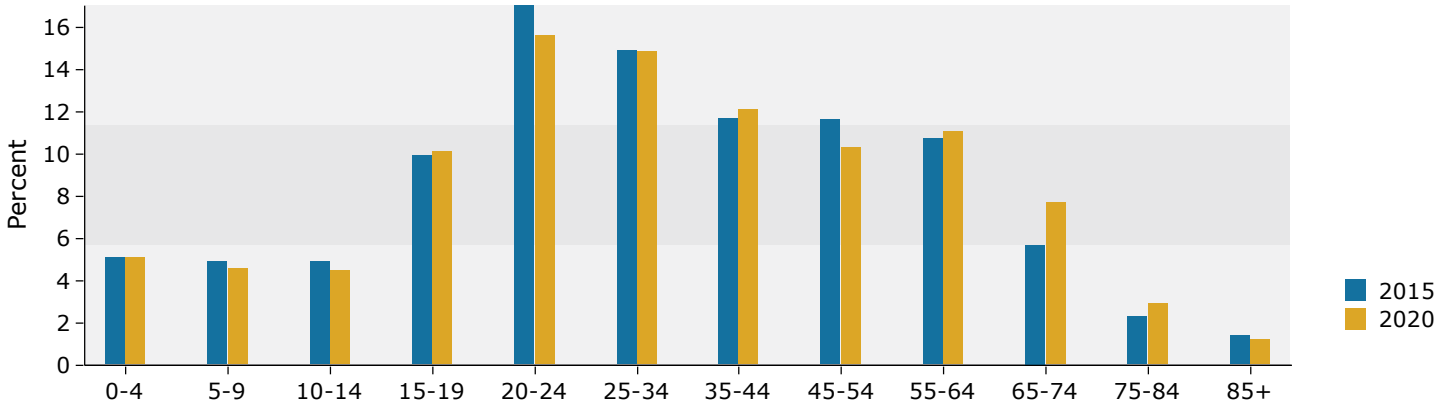
Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

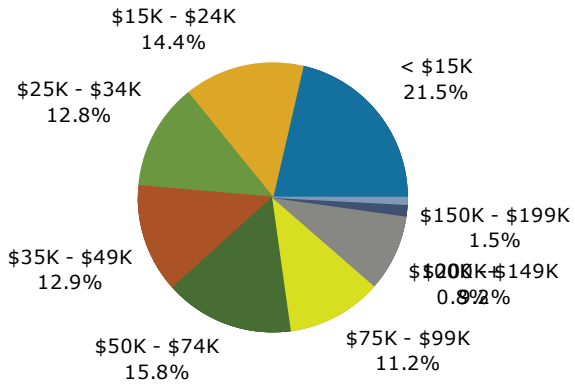
Trends 2015-2020



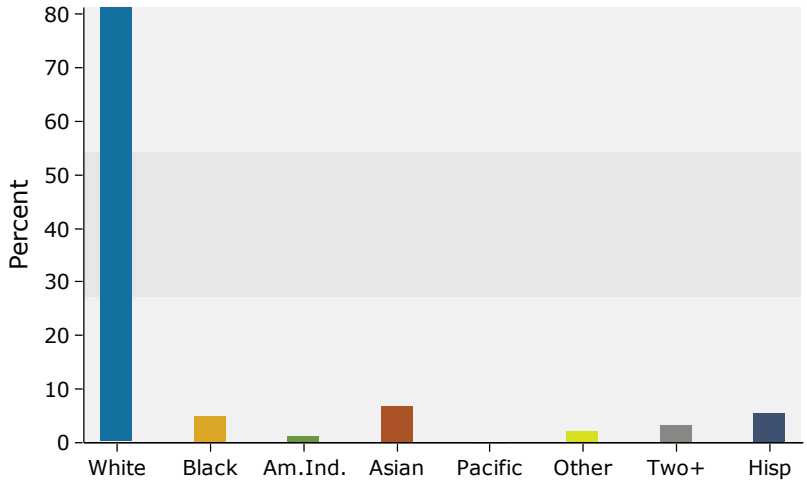
Population by Age



2015 Household Income



2015 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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Demographic and Income Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Summary	Census 2010	2015	2020
Population	8,860	8,948	9,097
Households	3,348	3,433	3,521
Families	1,539	1,562	1,594
Average Household Size	2.12	2.09	2.08
Owner Occupied Housing Units	1,566	1,536	1,580
Renter Occupied Housing Units	1,782	1,897	1,940
Median Age	29.1	30.5	31.2

Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.33%	0.32%	0.75%
Households	0.51%	0.39%	0.77%
Families	0.41%	0.31%	0.69%
Owner HHs	0.57%	0.37%	0.70%
Median Household Income	2.68%	2.81%	2.66%

	2015		2020	
Households by Income	Number	Percent	Number	Percent
<$15,000	738	21.5%	715	20.3%
$15,000 - $24,999	493	14.4%	381	10.8%
$25,000 - $34,999	439	12.8%	440	12.5%
$35,000 - $49,999	442	12.9%	451	12.8%
$50,000 - $74,999	544	15.8%	533	15.1%
$75,000 - $99,999	386	11.2%	476	13.5%
$100,000 - $149,999	316	9.2%	429	12.2%
$150,000 - $199,999	50	1.5%	64	1.8%
$200,000+	26	0.8%	31	0.9%
Median Household Income	$36,189		$41,307	
Average Household Income	$49,059		$55,556	
Per Capita Income	$20,150		$22,765	

	Census 2010		2015		2020	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	484	5.5%	459	5.1%	465	5.1%
5 - 9	476	5.4%	437	4.9%	419	4.6%
10 - 14	405	4.6%	438	4.9%	410	4.5%
15 - 19	979	11.0%	890	9.9%	916	10.1%
20 - 24	1,446	16.3%	1,518	17.0%	1,417	15.6%
25 - 34	1,416	16.0%	1,329	14.9%	1,350	14.8%
35 - 44	1,004	11.3%	1,046	11.7%	1,105	12.1%
45 - 54	1,112	12.6%	1,041	11.6%	933	10.3%
55 - 64	816	9.2%	955	10.7%	1,010	11.1%
65 - 74	369	4.2%	506	5.7%	704	7.7%
75 - 84	212	2.4%	202	2.3%	263	2.9%
85+	141	1.6%	128	1.4%	105	1.2%

	Census 2010		2015		2020	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	7,443	84.0%	7,270	81.2%	7,121	78.3%
Black Alone	350	3.9%	451	5.0%	569	6.3%
American Indian Alone	108	1.2%	112	1.3%	117	1.3%
Asian Alone	529	6.0%	613	6.9%	701	7.7%
Pacific Islander Alone	3	0.0%	3	0.0%	3	0.0%
Some Other Race Alone	174	2.0%	201	2.2%	237	2.6%
Two or More Races	254	2.9%	298	3.3%	349	3.8%
Hispanic Origin (Any Race)	431	4.9%	503	5.6%	599	6.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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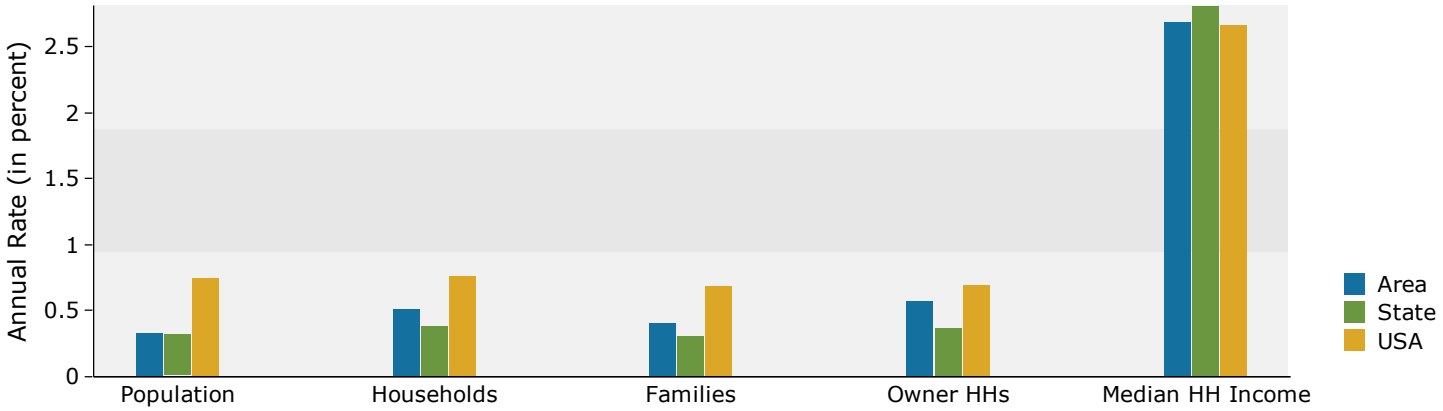
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Demographic and Income Profile

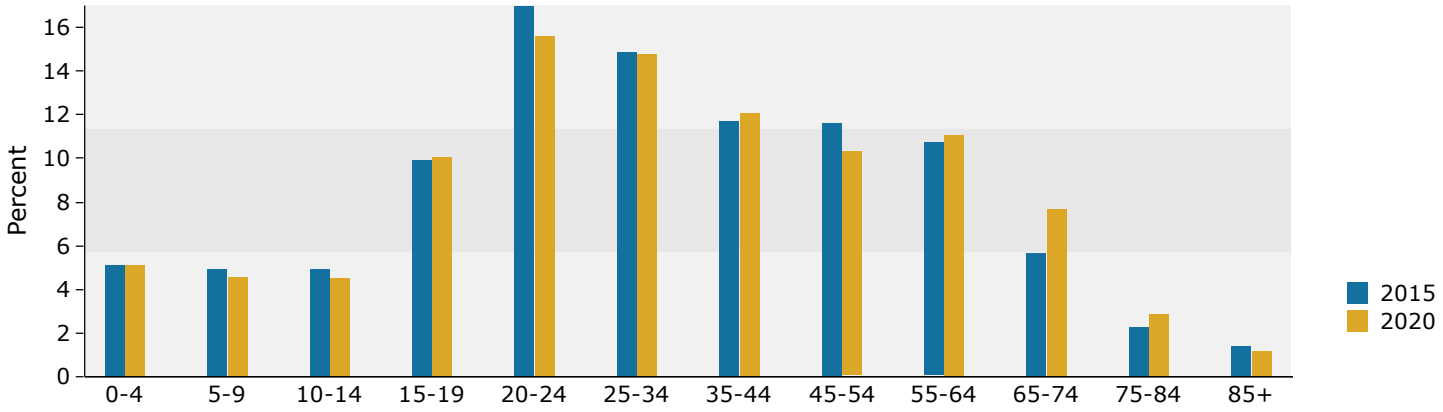
Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

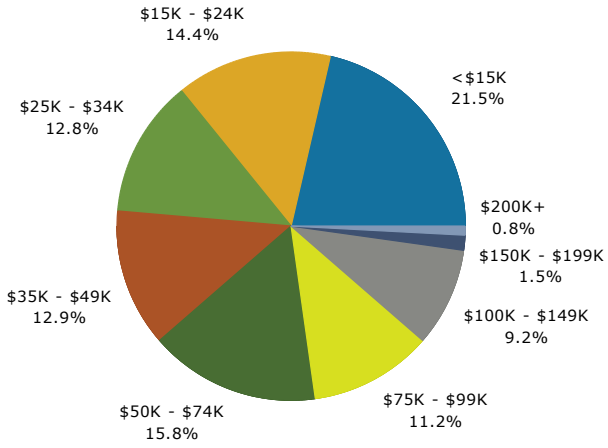
Trends 2015-2020



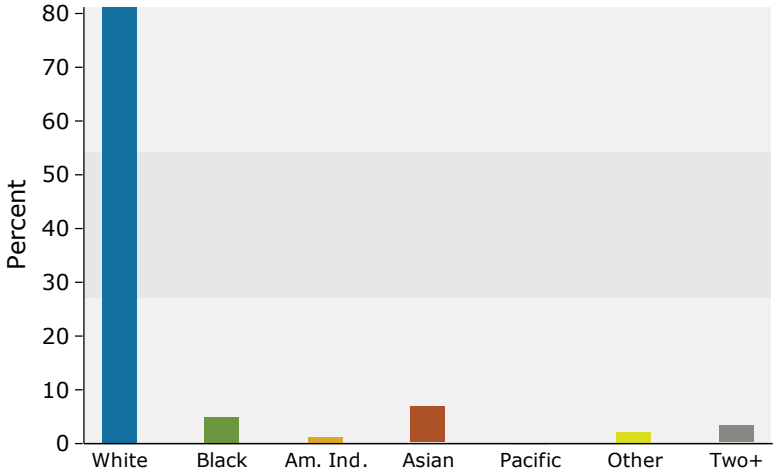
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 5.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Appleton GIS Planning Businesses Study Area

Business Report (within polygon)

Business Type	Total Businesses	%	Estimated Sales	# Est. Employees
Mineral, Oil and Gas Extraction	1	0.12%	$3,622,000	5
Construction	16	1.86%	$28,001,000	92
Manufacturing - Processed Food, Textiles, Clothing	3	0.35%	$9,740,000	18
Manufacturing - Chemical, Fuel, Paper, Plastic, Wood	5	0.58%	$6,252,000	43
Manufacturing - Electronics, Furniture, Machinery, Metal, Transportation, Misc.	9	1.05%	$22,136,000	98
Wholesalers	7	0.82%	$39,764,000	22
Retail: Home, Food, Automobiles, Personal Care	45	5.24%	$49,813,000	233
Retail: Hobby, Media, General Merchandise	41	4.78%	$46,797,000	295
Transportation and Warehousing: Private and Public Transportation,Oil and Gas Pipelines,Sightseeing	4	0.47%	$1,393,000	10
Transportation and Warehousing: Couriers and Messengers, Warehousing and Storage	1	0.12%	$0,000	165
Information	9	1.05%	$70,702,000	253
Banking, Finance and Insurance	100	11.66%	$535,261,000	7,020
Real Estate and Rentals	23	2.68%	$29,662,000	177
Professional, Scientific, and Technical Services	139	16.2%	$136,989,000	1,062
Holding Companies and Managing Offices	1	0.12%	$1,031,000	2
Administrative and Support and Waste Management and Remediation Services	21	2.45%	$131,361,000	1,181
Education	25	2.91%	$737,000	2,309
Health Care and Social Services	121	14.1%	$85,920,000	2,467
Arts, Sports, Entertainment, and Recreation	20	2.33%	$14,489,000	182
Accommodation and Food Services	72	8.39%	$69,626,000	1,306
Other Services - Repair, Personal Care, Laundry, Religious, etc.	76	8.86%	$14,241,000	732
Public Administration	93	10.84%	$0,000	1,943
Unclassified	26	3.03%	$0,000	0

Source: Info USA, February 2016

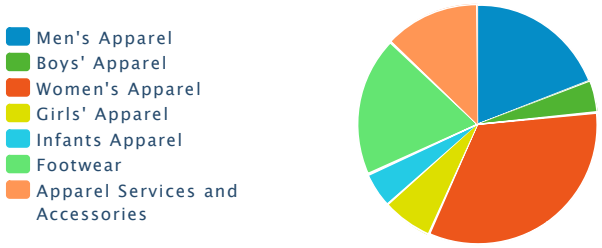
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WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Appleton GIS Planning Consumer Spending Study area

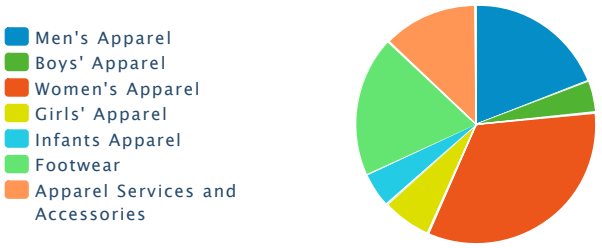
Consumer Spending Report (within polygon)

Apparel (2015)



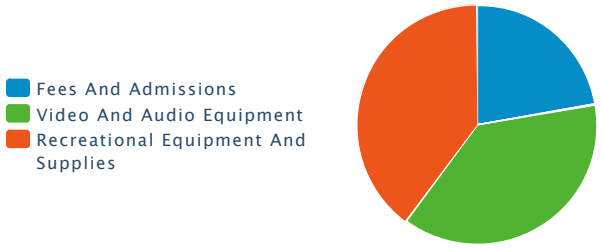
	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$1,507**	**$3,766**
Men's Apparel	**$288**	**$720**
Boys' Apparel	**$65**	**$163**
Women's Apparel	**$499**	**$1,248**
Girls' Apparel	**$103**	**$258**
Infants Apparel	**$71**	**$179**
Footwear	**$285**	**$714**
Apparel Services and Accessories	**$193**	**$484**

Apparel (2020)



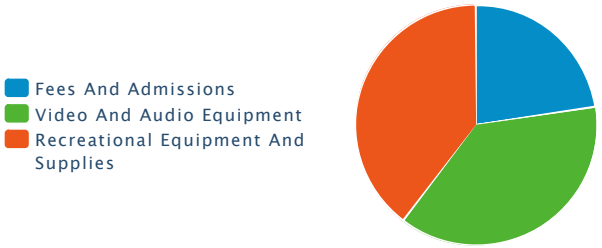
	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$1,564**	**$4,182**
Men's Apparel	**$299**	**$800**
Boys' Apparel	**$67**	**$179**
Women's Apparel	**$519**	**$1,388**
Girls' Apparel	**$106**	**$284**
Infants Apparel	**$74**	**$198**
Footwear	**$295**	**$789**
Apparel Services and Accessories	**$203**	**$544**

Entertainment (2015)



	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$2,386**	**$5,964**
Fees And Admissions	**$533**	**$1,334**
Video And Audio Equipment	**$903**	**$2,257**
Recreational Equipment And Supplies	**$949**	**$2,372**

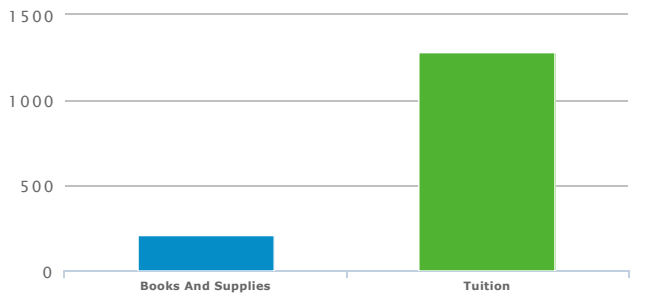
Entertainment (2020)



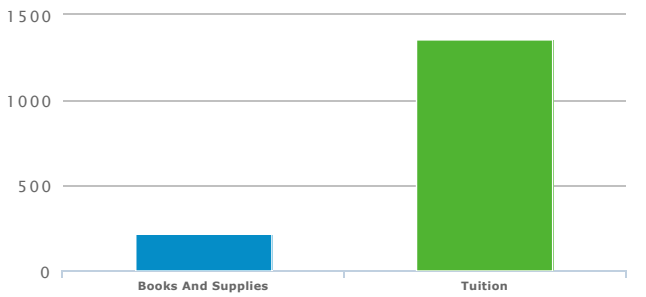
	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$2,484**	**$6,642**
Fees And Admissions	**$563**	**$1,506**
Video And Audio Equipment	**$937**	**$2,505**
Recreational Equipment And Supplies	**$984**	**$2,631**

Education (2015)

Education (2020)

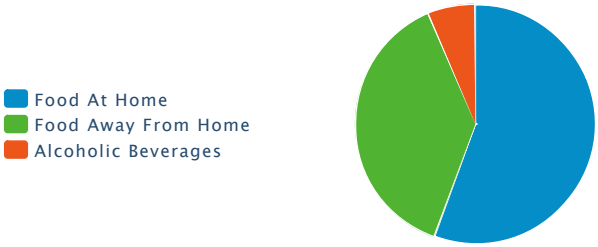


	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$1,490**	**$3,726**
Books And Supplies	**$205**	**$514**
Tuition	**$1,285**	**$3,212**



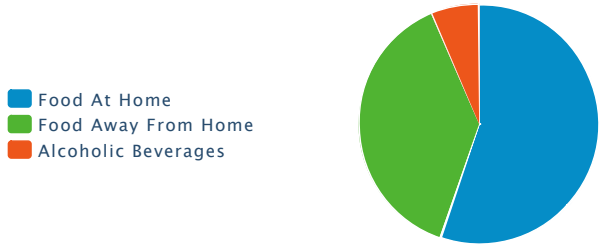
	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$1,578**	**$4,220**
Books And Supplies	**$217**	**$583**
Tuition	**$1,360**	**$3,637**

Food and Beverages (2015)



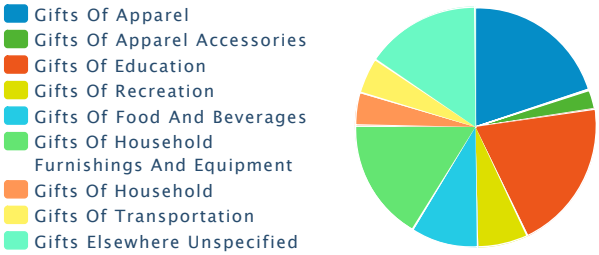
	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$6,574**	**$16,430**
Food At Home	**$3,653**	**$9,130**
Food Away From Home	**$2,500**	**$6,249**
Alcoholic Beverages	**$420**	**$1,052**

Food and Beverages (2020)



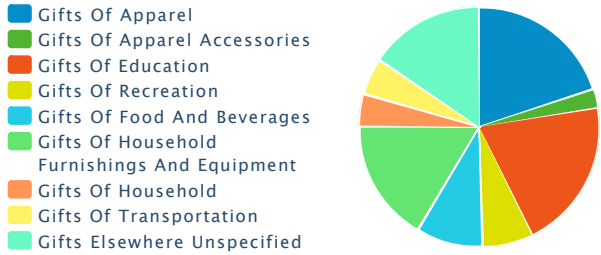
	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$6,811**	**$18,208**
Food At Home	**$3,763**	**$10,059**
Food Away From Home	**$2,607**	**$6,970**
Alcoholic Beverages	**$441**	**$1,179**

Gifts (2015)



	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$999**	**$2,498**
Gifts Of Apparel	**$199**	**$498**
Gifts Of Apparel Accessories	**$26**	**$66**
Gifts Of Education	**$202**	**$505**
Gifts Of Recreation	**$68**	**$172**
Gifts Of Food And Beverages	**$90**	**$226**
Gifts Of Household Furnishings And Equipment	**$164**	**$411**
Gifts Of Household	**$44**	**$110**
Gifts Of Transportation	**$49**	**$125**
Gifts Elsewhere Unspecified	**$154**	**$386**

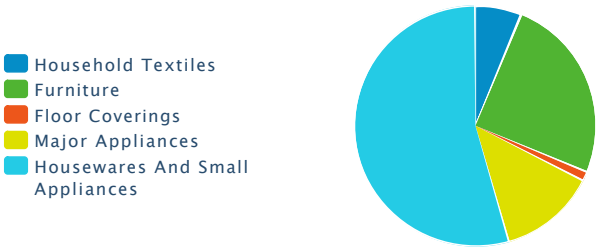
Gifts (2020)



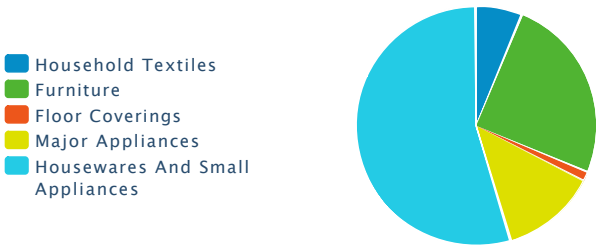
	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$1,055**	**$2,822**
Gifts Of Apparel	**$209**	**$561**
Gifts Of Apparel Accessories	**$27**	**$74**
Gifts Of Education	**$213**	**$570**
Gifts Of Recreation	**$72**	**$195**
Gifts Of Food And Beverages	**$95**	**$255**
Gifts Of Household Furnishings And Equipment	**$173**	**$464**
Gifts Of Household	**$46**	**$124**
Gifts Of Transportation	**$53**	**$142**
Gifts Elsewhere Unspecified	**$163**	**$437**

Household Furnishings (2015)

Household Furnishings (2020)

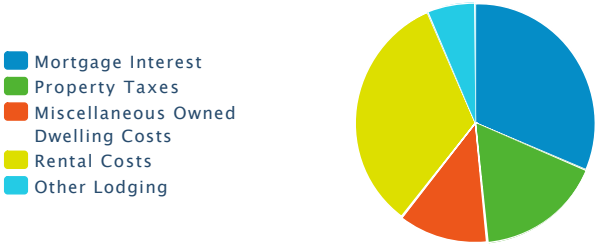


	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$1,427**	**$3,568**
Household Textiles	**$90**	**$227**
Furniture	**$356**	**$891**
Floor Coverings	**$18**	**$46**
Major Appliances	**$184**	**$462**
Housewares And Small Appliances	**$777**	**$1,943**



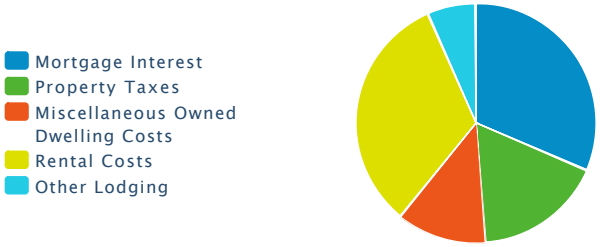
	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$1,491**	**$3,988**
Household Textiles	**$94**	**$253**
Furniture	**$372**	**$995**
Floor Coverings	**$19**	**$52**
Major Appliances	**$191**	**$512**
Housewares And Small Appliances	**$813**	**$2,175**

Shelter (2015)



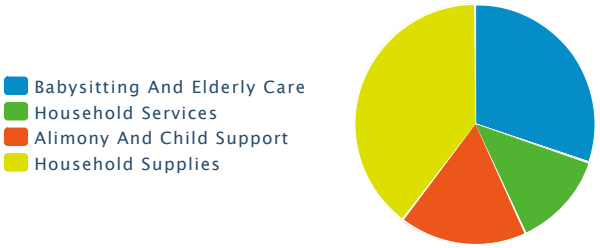
	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$9,002**	**$22,497**
Mortgage Interest	**$2,824**	**$7,058**
Property Taxes	**$1,540**	**$3,849**
Miscellaneous Owned Dwelling Costs	**$1,089**	**$2,724**
Rental Costs	**$2,963**	**$7,405**
Other Lodging	**$584**	**$1,461**

Shelter (2020)



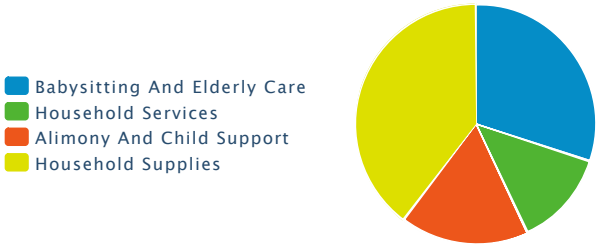
	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$9,394**	**$25,111**
Mortgage Interest	**$2,958**	**$7,907**
Property Taxes	**$1,617**	**$4,323**
Miscellaneous Owned Dwelling Costs	**$1,143**	**$3,056**
Rental Costs	**$3,055**	**$8,167**
Other Lodging	**$620**	**$1,659**

Household Operations (2015)



	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$1,145**	**$2,863**
Babysitting And Elderly Care	**$345**	**$863**
Household Services	**$149**	**$373**
Alimony And Child Support	**$197**	**$494**
Household Supplies	**$453**	**$1,133**

Household Operations (2020)



	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$1,201**	**$3,211**
Babysitting And Elderly Care	**$360**	**$965**
Household Services	**$156**	**$419**
Alimony And Child Support	**$208**	**$557**
Household Supplies	**$475**	**$1,271**

Personal Care (2015)

Personal Care (2020)

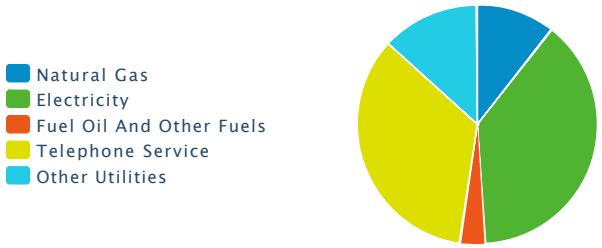


	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$571**	**$1,429**
Hair Care	**$44**	**$112**
Electric Personal Care Appliances	**$11**	**$28**
Personal Care Services	**$382**	**$957**
Personal Care Products	**$133**	**$333**



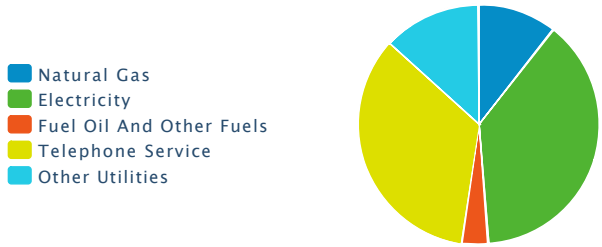
	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$593**	**$1,587**
Hair Care	**$46**	**$124**
Electric Personal Care Appliances	**$11**	**$31**
Personal Care Services	**$397**	**$1,062**
Personal Care Products	**$138**	**$370**

Utilities (2015)



	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$3,493**	**$8,730**
Natural Gas	**$368**	**$920**
Electricity	**$1,340**	**$3,351**
Fuel Oil And Other Fuels	**$123**	**$308**
Telephone Service	**$1,197**	**$2,991**
Other Utilities	**$464**	**$1,160**

Utilities (2020)



	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$3,609**	**$9,648**
Natural Gas	**$381**	**$1,019**
Electricity	**$1,382**	**$3,696**
Fuel Oil And Other Fuels	**$127**	**$341**
Telephone Service	**$1,238**	**$3,310**
Other Utilities	**$480**	**$1,283**

Reading (2015)



	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$96**	**$242**
Newspapers	**$41**	**$104**
Magazines	**$19**	**$50**
Books	**$35**	**$89**

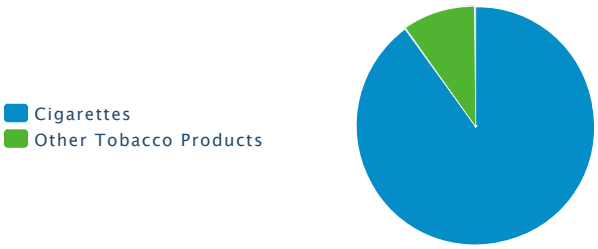
Reading (2020)



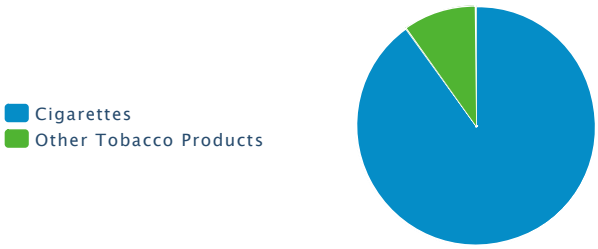
	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$101**	**$270**
Newspapers	**$43**	**$116**
Magazines	**$20**	**$55**
Books	**$37**	**$99**

Tobacco (2015)

Tobacco (2020)

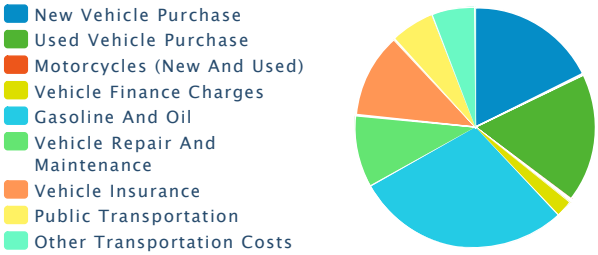


	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$304**	**$761**
Cigarettes	**$273**	**$685**
Other Tobacco Products	**$30**	**$76**



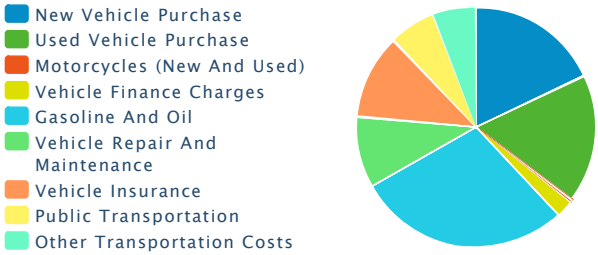
	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$311**	**$833**
Cigarettes	**$280**	**$750**
Other Tobacco Products	**$31**	**$84**

Transportation (2015)



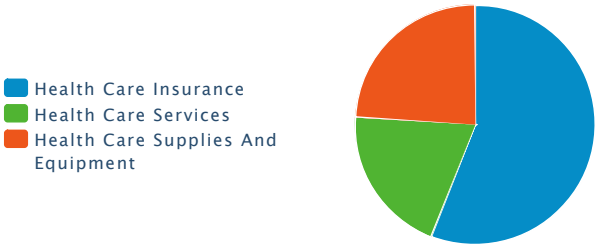
	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$8,215**	**$20,530**
New Vehicle Purchase	**$1,464**	**$3,660**
Used Vehicle Purchase	**$1,434**	**$3,586**
Motorcycles (New And Used)	**$33**	**$84**
Vehicle Finance Charges	**$189**	**$474**
Gasoline And Oil	**$2,373**	**$5,931**
Vehicle Repair And Maintenance	**$798**	**$1,995**
Vehicle Insurance	**$943**	**$2,357**
Public Transportation	**$496**	**$1,240**
Other Transportation Costs	**$481**	**$1,202**

Transportation (2020)



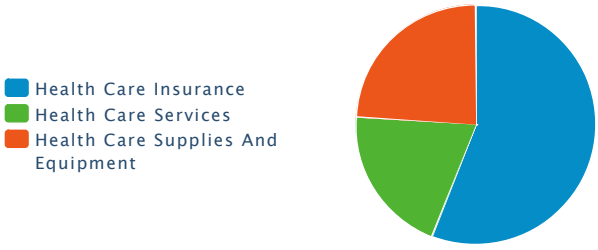
	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$8,527**	**$22,795**
New Vehicle Purchase	**$1,532**	**$4,097**
Used Vehicle Purchase	**$1,478**	**$3,953**
Motorcycles (New And Used)	**$34**	**$93**
Vehicle Finance Charges	**$196**	**$525**
Gasoline And Oil	**$2,451**	**$6,553**
Vehicle Repair And Maintenance	**$828**	**$2,214**
Vehicle Insurance	**$978**	**$2,615**
Public Transportation	**$522**	**$1,396**
Other Transportation Costs	**$504**	**$1,348**

Health Care (2015)



	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$3,711**	**$9,276**
Health Care Insurance	**$2,077**	**$5,192**
Health Care Services	**$742**	**$1,855**
Health Care Supplies And Equipment	**$892**	**$2,229**

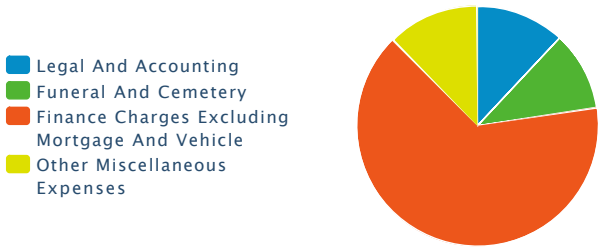
Health Care (2020)



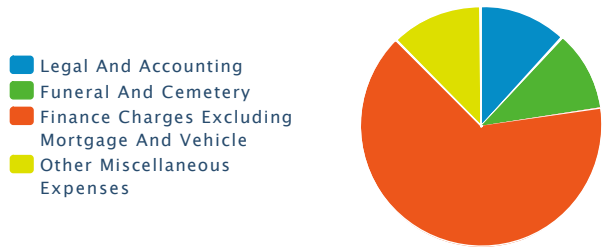
	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$3,844**	**$10,276**
Health Care Insurance	**$2,151**	**$5,750**
Health Care Services	**$768**	**$2,054**
Health Care Supplies And Equipment	**$924**	**$2,472**

Miscellaneous Expenses (2015)

Miscellaneous Expenses (2020)



	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$661**	**$1,654**
Legal And Accounting	$79	$198
Funeral And Cemetery	$70	$177
Finance Charges Excluding Mortgage And Vehicle	$429	$1,072
Other Miscellaneous Expenses	$82	$207



	$ PER HOUSEHOLD	TOTAL $000'S
Totals:	**$691**	**$1,848**
Legal And Accounting	$82	$221
Funeral And Cemetery	$74	$199
Finance Charges Excluding Mortgage And Vehicle	$447	$1,197
Other Miscellaneous Expenses	$86	$231

Personal Insurance (2015)

$ PER HOUSEHOLD	TOTAL $000'S
$293	$733

Personal Insurance (2020)

$ PER HOUSEHOLD	TOTAL $000'S
$308	$824

Contributions (2015)

$ PER HOUSEHOLD	TOTAL $000'S
$1,687	$4,217

Contributions (2020)

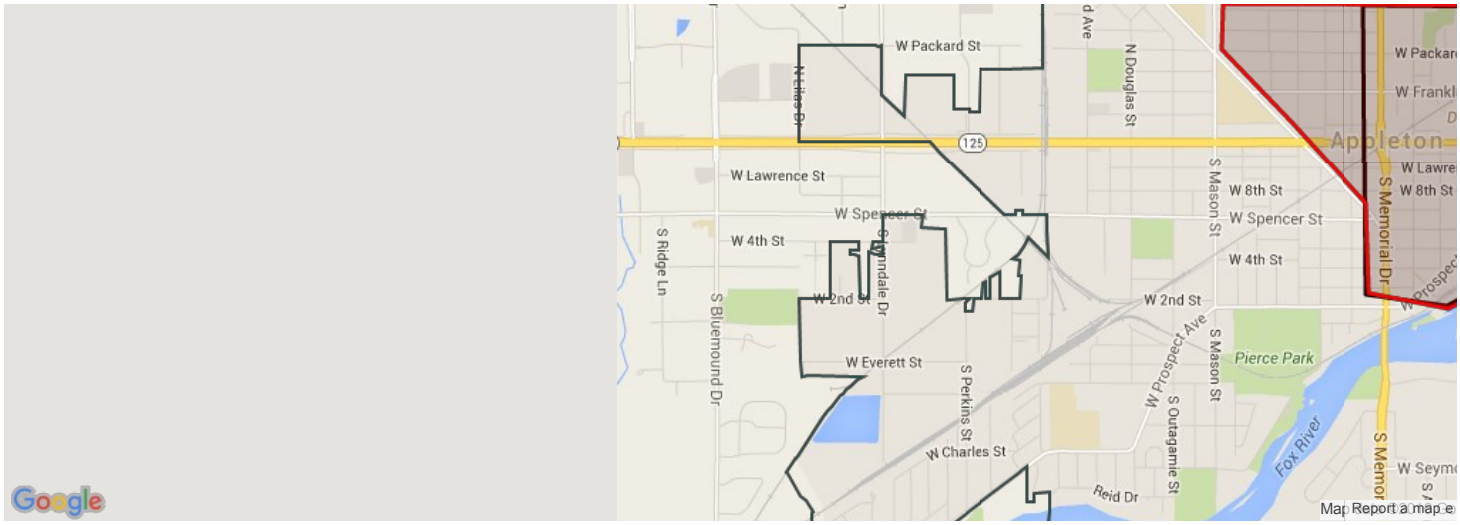
$ PER HOUSEHOLD	TOTAL $000'S
$1,776	$4,749

Retail Potential (2015)

	$ PER HOUSEHOLD	TOTAL $000'S
New Car Dealers	$2,985	$7,461
User Car Dealers	$177	$443
Recreational Vehicle Dealers	$9	$23
Motorcycle and Boat Dealers	$128	$322
Auto Parts and Accessories	$474	$1,185
Tire Dealers	$216	$540
Furniture Stores	$275	$689
Floor Covering Stores	$102	$256
Other Home Furnishing Stores	$96	$241
Appliances and Electronics Stores	$650	$1,625
Computer Stores	$1,135	$2,838
Camera and Photography Stores	$77	$194
Hardware Stores	$155	$390
Paint and Wallpaper Stores	$13	$35
Home Centers	$345	$862
Other Building Materials Stores	$419	$1,049
Outdoor Power Equipment Stores	$12	$32
Nursery and Garden Stores	$103	$260
Grocery Stores	$4,972	$12,426
Convenience Stores	$209	$524
Meat Markets	$52	$131
Fish and Seafood Markets	$12	$31
Fruit and Vegetable Markets	$24	$62
Other Specialty Food Markets	$38	$96
Liquor Stores	$114	$286
Pharmacy and Drug Stores	$1,040	$2,600
Costmetics and Beauty Stores	$44	$111
Optical Goods Stores	$114	$285

Source: Applied Geographic Solutions, 2015

Other Health and Personal Care Stores	$85	$213
Gasoline Stations with Convenience Stores	$783	$1,958
Gasoline Stations without Convenience Stores	$130	$326
Men's Clothing Stores	$43	$108
Women's Clothing Stores	$139	$347
Childrens' and Infant's Clothing Stores	$76	$192
Family Clothing Stores	$290	$727
Clothing Accessory Stores	$14	$37
Other Apparel Stores	$34	$87
Shoe Stores	$99	$250
Jewelry Stores	$177	$443
Luggage Stores	$168	$421
Sporting Goods Stores	$130	$326
Hobby, Toy, and Game Stores	$38	$96
Sewing and Needlecraft Stores	$14	$35
Musical Instrument Stores	$31	$78
Book Stores	$288	$720
Record,Tape,and CD Stores	$73	$183
Department Stores	$2,260	$5,649
Warehouse Superstores	$993	$2,484
Other General Merchandise Stores	$271	$678
Florists	$22	$55
Office and Stationary Stores	$197	$494
Gift and Souvenir Stores	$66	$166
Used Merchandise Stores	$44	$110
Pet and Pet Supply Stores	$92	$231
Art Dealers	$8	$21
Mobile Home Dealers	$0	$1
Other Miscellaneous Retail Stores	$88	$221
Mail Order and Catalog Stores	$1,597	$3,992
Vending Machines	$74	$185
Fuel Dealers	$312	$780
Other Direct Selling Establishments	$149	$374
Hotels and Other Travel Accomodations	$109	$274
RV Parks	$1	$5
Rooming and Boarding Houses	$1	$2
Full Service Restaurants	$738	$1,847
Limited Service Restaurants	$733	$1,834
Special Food Services and Catering	$123	$308
Drinking Places	$66	$166


W Packard St
N Douglas St
125
Appleton
W Lawrence St
W 8th St
W Spencer St
W 4th St
S Ridge Ln
S Bluemound Dr
W 2nd St
W Everett St
S Perkins St
W Prospect Ave
S Outagamie St
Pierce Park
Fox River
N Charles St
Reid Dr
S Memorial Dr
Google

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

GIS Planning Appleton Study Area Reports

Demographics Report (within polygon)

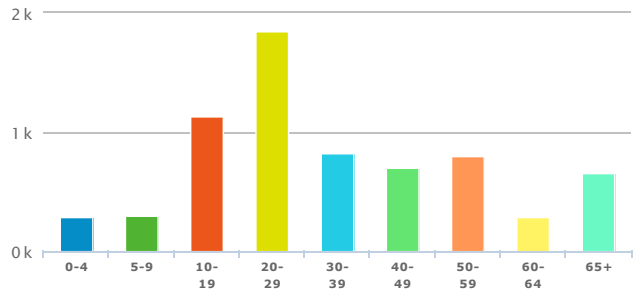
Population (2015)

	TOTAL
Population (2015)	6,818

Population (2020)

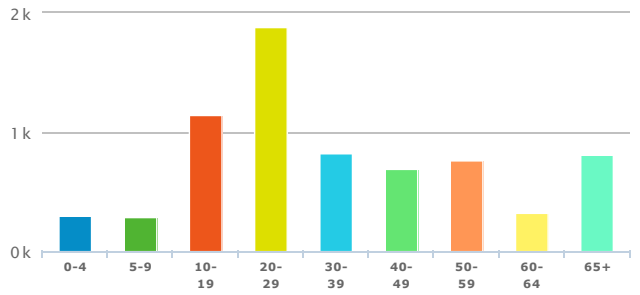
	TOTAL
Population (2020)	7,015

Age Distribution (2015)



	TOTAL	%
0-4	288	4.22
5-9	299	4.39
10-19	1,127	16.53
20-29	1,848	27.1
30-39	821	12.04
40-49	698	10.24
50-59	797	11.69
60-64	288	4.22
65+	652	9.56

Age Distribution (2020)



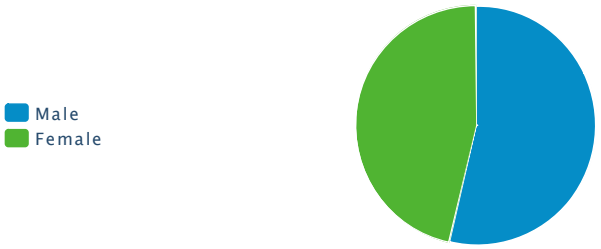
	TOTAL	%
0-4	301	4.29
5-9	291	4.15
10-19	1,139	16.24
20-29	1,885	26.87
30-39	816	11.63
40-49	694	9.89
50-59	764	10.89
60-64	318	4.53
65+	807	11.5

Sex (2015)



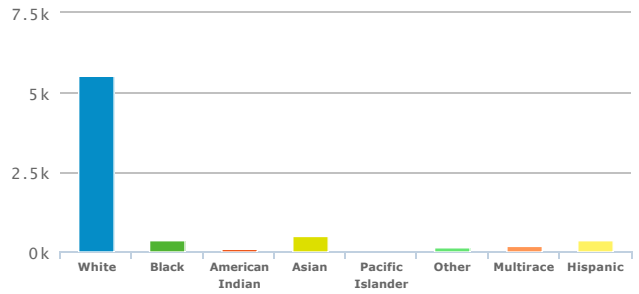
	TOTAL	%
Male	3,655	53.61
Female	3,163	46.39

Sex (2020)



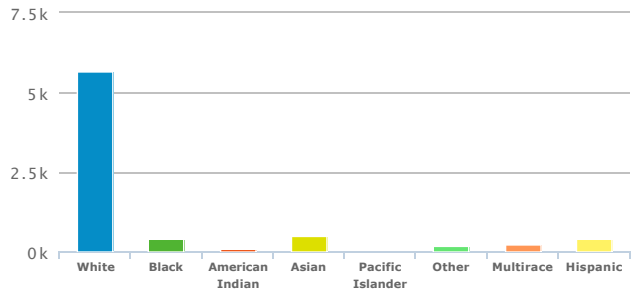
	TOTAL	%
Male	3,762	53.63
Female	3,253	46.37

Race and Ethnicity Distribution (2015)



	TOTAL	%
White	5,558	81.52
Black	372	5.46
American Indian	67	.98
Asian	475	6.97
Pacific Islander	2	.03
Other	146	2.14
Multirace	198	2.9
Hispanic	358	5.25

Race and Ethnicity Distribution (2020)



	TOTAL	%
White	5,650	80.54
Black	405	5.77
American Indian	71	1.01
Asian	512	7.3
Pacific Islander	2	.03
Other	160	2.28
Multirace	215	3.06
Hispanic	406	5.79

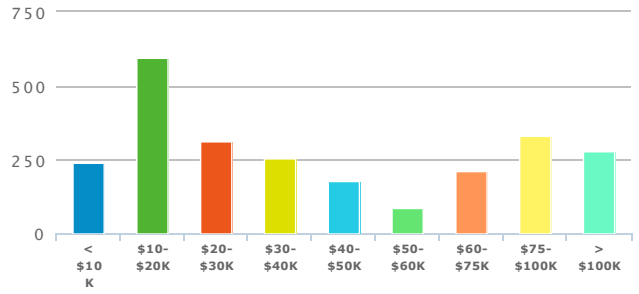
Total Households (2015)

	TOTAL	%
Households	2,499	
Families	1,005	40.22

Total Households (2020)

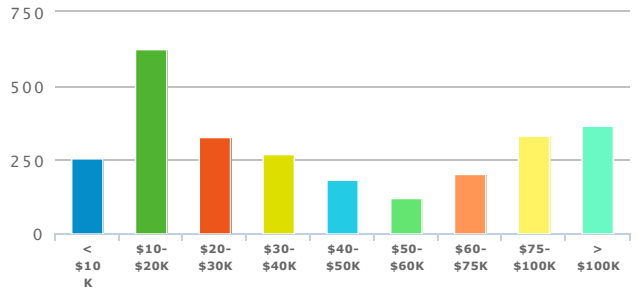
	TOTAL	%
Households	2,673	
Families	1,003	37.52

Household Income Distribution (2015)



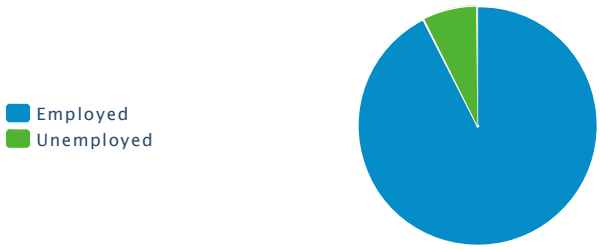
	TOTAL	%
< $10 K	242	9.68
$10-$20K	596	23.85
$20-$30K	314	12.57
$30-$40K	255	10.2
$40-$50K	180	7.2
$50-$60K	87	3.48
$60-$75K	213	8.52
$75-$100K	331	13.25
> $100K	281	11.24

Household Income Distribution (2020)



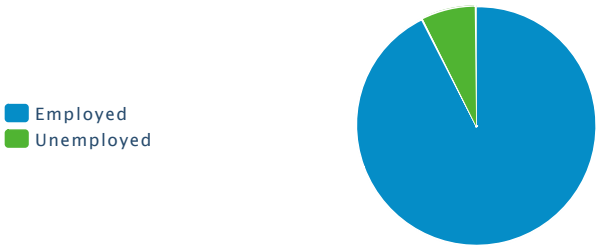
	TOTAL	%
< $10 K	253	9.47
$10-$20K	627	23.46
$20-$30K	325	12.16
$30-$40K	268	10.03
$40-$50K	182	6.81
$50-$60K	121	4.53
$60-$75K	200	7.48
$75-$100K	332	12.42
> $100K	365	13.66

Labor Force Status (2015)



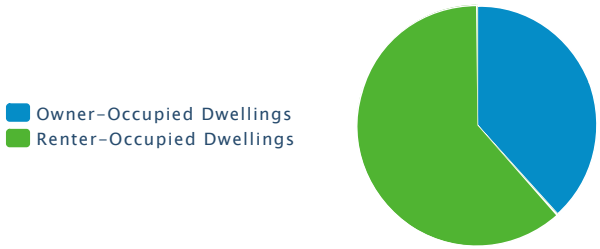
	TOTAL	%
Labor Force	3,655	
Employed	3,383	92.56
Unemployed	272	7.44
In Armed Forces		
Not In Labor Force	2,249	

Labor Force Status (2020)



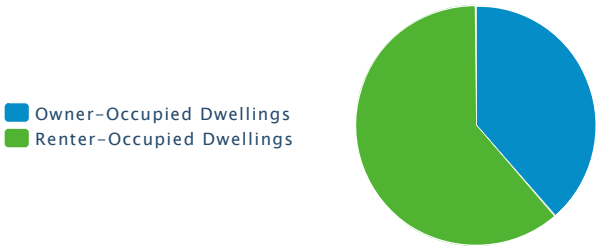
	TOTAL	%
Labor Force	3,785	
Employed	3,502	92.52
Unemployed	283	7.48
In Armed Forces		
Not In Labor Force	2,312	

Total Number of Housing (2015)



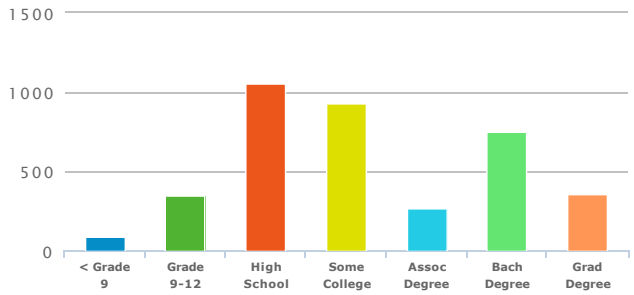
	TOTAL	%
Total Dwellings	2,593	
Owner-Occupied Dwellings	960	38.42
Renter-Occupied Dwellings	1,539	61.58
Housing Units Occupied	2,499	96.37

Total Number of Housing (2020)



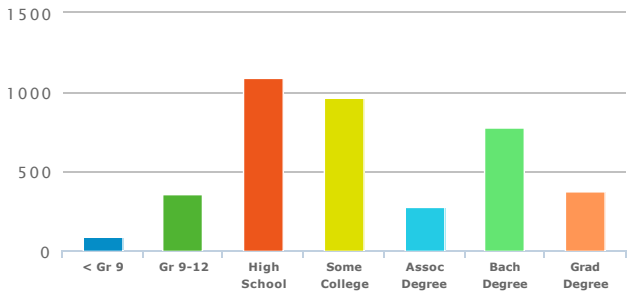
	TOTAL	%
Total Dwellings	2,749	
Owner-Occupied Dwellings	1,032	38.61
Renter-Occupied Dwellings	1,641	61.39
Housing Units Occupied	2,673	97.24

Education Attainment (2015)



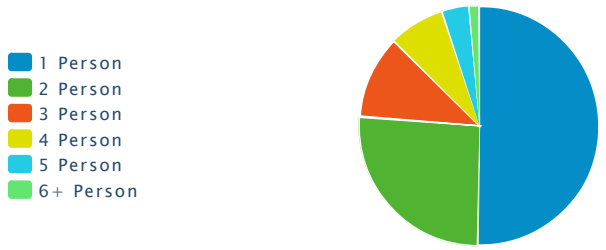
	TOTAL	%
Population Age 25+	3,777	
< Grade 9	86	2.28
Grade 9-12	344	9.11
High School	1,050	27.8
Some College	927	24.54
Assoc Degree	267	7.07
Bach Degree	746	19.75
Grad Degree	357	9.45

Education Attainment (2020)



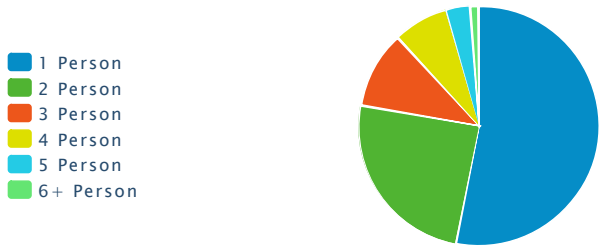
	TOTAL	%
Population Age 25+	3,930	
< Gr 9	88	2.24
Gr 9-12	358	9.11
High School	1,091	27.76
Some College	965	24.55
Assoc Degree	279	7.1
Bach Degree	777	19.77
Grad Degree	372	9.47

Size of Household (2015)



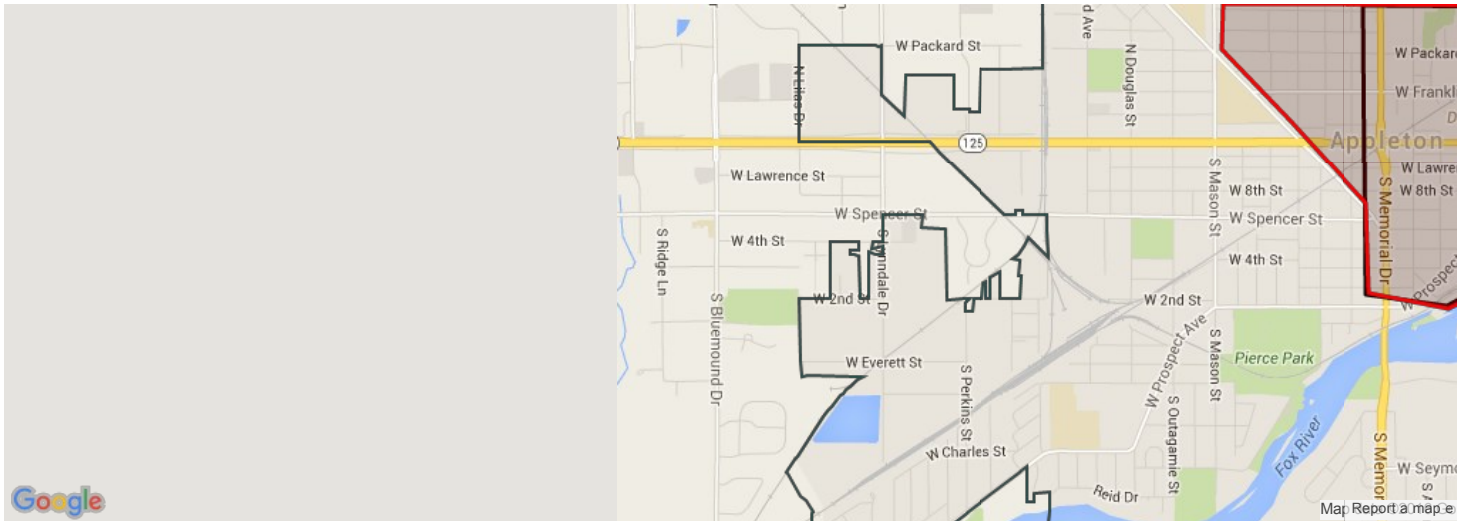
	TOTAL	%
1 Person	1,233	49.34
2 Person	638	25.53
3 Person	275	11
4 Person	182	7.28
5 Person	90	3.6
6+ Person	36	1.44

Size of Household (2020)



	TOTAL	%
1 Person	1,406	52.6
2 Person	651	24.35
3 Person	278	10.4
4 Person	193	7.22
5 Person	88	3.29
6+ Person	30	1.12

Source: Applied Geographic Solutions, 2015


W Packard St
N Douglas St
125
Appleton
W Lawrence St
W 8th St
W Spencer St
W 4th St
S Ridge Ln
S Bluemound Dr
W 2nd St
W Everett St
S Perkins St
W Prospect Ave
S Outagamie St
Pierce Park
Fox River
N Charles St
Reid Dr
S Memorial Dr
Google

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Appleton GIS Planning Labor Force Study area

Labor Force Report (within polygon)

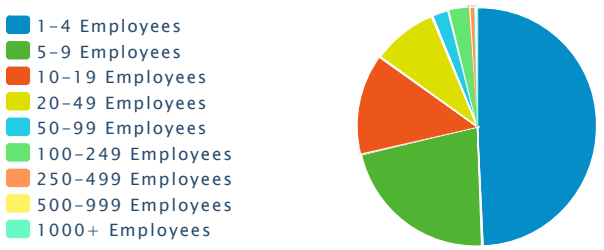
Total Establishments

666

Total Employees

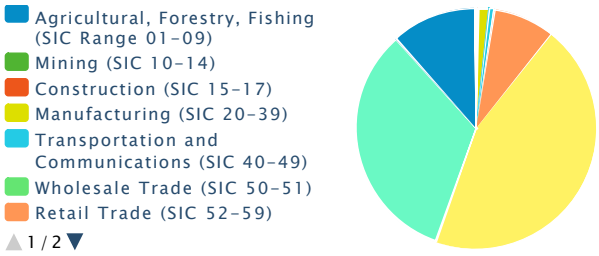
16,753

Total Establishments by Size (2015)



	TOTAL	%
1-4 Employees	329	49.40
5-9 Employees	146	21.92
10-19 Employees	91	13.66
20-49 Employees	59	8.86
50-99 Employees	15	2.25
100-249 Employees	19	2.85
250-499 Employees	5	0.75
500-999 Employees	0	0.00
1000+ Employees	2	0.30

Total Employees by Major SIC (2015)



	TOTAL	%
Agricultural, Forestry, Fishing (SIC Range 01-09)	5	0.03
Mining (SIC 10-14)	2	0.01
Construction (SIC 15-17)	45	0.27
Manufacturing (SIC 20-39)	235	1.40
Transportation and Communications (SIC 40-49)	110	0.66
Wholesale Trade (SIC 50-51)	22	0.13
Retail Trade (SIC 52-59)	1,378	8.23
Finance, Insurance And Real Estate (SIC 60-69)	7,503	44.79
Services (SIC 70-89)	5,508	32.88
Public Administration (SIC 90-98)	1,933	11.54
Unclassified (SIC 99)	12	0.07

Total Businesses by Establishment Type (2015)

	TOTAL	%
Agriculture, Forestry and Fishing	0	0.00
Agricultural Services	3	0.45
Coal and Ore Mining	0	0.00
Oil and Gas	1	0.15
General Construction	4	0.60
Heavy Construction	9	1.35
Food Manufacturing	0	0.00
Tobacco Manufacturing	0	0.00
Textile Mills	0	0.00
Apparel and Textile Manufacturing	0	0.00
Lumber and Wood Production	0	0.00
Furniture Manufacturing	0	0.00
Paper Manufacturing	1	0.15
Printing and Publishing	3	0.45
Chemicals	0	0.00
Petroleum Refining	0	0.00
Rubber and Plastics	0	0.00
Leather Manufacturing	0	0.00
Stone, Glass, and Concrete	0	0.00

Total Employees by Establishment Type (2015)

	TOTAL	%
Agriculture, Forestry and Fishing	0	0.00
Agricultural Services	5	0.03
Coal and Ore Mining	0	0.00
Oil and Gas	2	0.01
General Construction	19	0.11
Heavy Construction	26	0.16
Food Manufacturing	0	0.00
Tobacco Manufacturing	0	0.00
Textile Mills	0	0.00
Apparel and Textile Manufacturing	0	0.00
Lumber and Wood Production	0	0.00
Furniture Manufacturing	0	0.00
Paper Manufacturing	29	0.17
Printing and Publishing	153	0.91
Chemicals	0	0.00
Petroleum Refining	0	0.00
Rubber and Plastics	0	0.00
Leather Manufacturing	0	0.00
Stone, Glass, and Concrete	0	0.00

Metals Fabrication	1	0.15	Metals Fabrication	13	0.08
Machinery and Equipment Manufacturing	4	0.60	Machinery and Equipment Manufacturing	40	0.24
Transportation	5	0.75	Transportation	15	0.09
Travel Services	0	0.00	Travel Services	0	0.00
Transport Services	0	0.00	Transport Services	0	0.00
Communications	5	0.75	Communications	94	0.56
Utilities	1	0.15	Utilities	1	0.01
Durables Wholesale	5	0.75	Durables Wholesale	13	0.08
Non Durables Wholesale	4	0.60	Non Durables Wholesale	9	0.05
Building Materials, Hardware and Garden	4	0.60	Building Materials, Hardware and Garden	14	0.08
General Merchandise Stores	0	0.00	General Merchandise Stores	0	0.00
Food Markets	1	0.15	Food Markets	5	0.03
Convenience Stores	1	0.15	Convenience Stores	12	0.07
Other Food Stores	5	0.75	Other Food Stores	33	0.20
Auto Dealers and Gas Stations	4	0.60	Auto Dealers and Gas Stations	19	0.11
Clothing Stores	8	1.20	Clothing Stores	21	0.13
Furniture Stores	3	0.45	Furniture Stores	12	0.07
Home Furnishings	5	0.75	Home Furnishings	14	0.08
Electronics and Computer Stores	4	0.60	Electronics and Computer Stores	11	0.07
Music Stores	4	0.60	Music Stores	55	0.33
Restaurants	53	7.96	Restaurants	757	4.52
Other Food Service	13	1.95	Other Food Service	185	1.10
Bars	9	1.35	Bars	72	0.43
Drug Stores	2	0.30	Drug Stores	27	0.16
Liquor Stores	1	0.15	Liquor Stores	15	0.09
Specialty Stores	34	5.11	Specialty Stores	112	0.67
Catalog and Direct Sales	3	0.45	Catalog and Direct Sales	14	0.08
Banks and Financial Institutions	61	9.16	Banks and Financial Institutions	1,050	6.27
Insurance Carriers	2	0.30	Insurance Carriers	14	0.08
Insurance Agents and Brokers	25	3.75	Insurance Agents and Brokers	6,249	37.30
Real Estate	21	3.15	Real Estate	190	1.13
Hotels and Lodging	2	0.30	Hotels and Lodging	27	0.16
Dry Cleaning and Laundry	2	0.30	Dry Cleaning and Laundry	8	0.05
Beauty and Barber Shops	14	2.10	Beauty and Barber Shops	109	0.65
Other Personal Service	17	2.55	Other Personal Service	64	0.38
Advertising	1	0.15	Advertising	1	0.01
Computer Services	9	1.35	Computer Services	90	0.54
Other Business Services	22	3.30	Other Business Services	618	3.69
Auto Repair/Services	3	0.45	Auto Repair/Services	10	0.06
Miscellaneous Repair Services	7	1.05	Miscellaneous Repair Services	19	0.11
Motion Pictures	6	0.90	Motion Pictures	151	0.90
Entertainment and Recreation Services	15	2.25	Entertainment and Recreation Services	90	0.54
Health and Medical Services	22	3.30	Health and Medical Services	180	1.07
Hospitals	8	1.20	Hospitals	70	0.42
Legal Services	35	5.26	Legal Services	150	0.90
Primary and Secondary Education	8	1.20	Primary and Secondary Education	545	3.25
Colleges and Universities	0	0.00	Colleges and Universities	0	0.00
Social Services	36	5.41	Social Services	1,417	8.46
Child Care Services	3	0.45	Child Care Services	1,026	6.12
Museums and Zoos	6	0.90	Museums and Zoos	21	0.13
Membership Organizations	16	2.40	Membership Organizations	165	0.98
Professional Services	21	3.15	Professional Services	592	3.53
Government	90	13.51	Government	1,933	11.54
Unclassified Establishments	9	1.35	Unclassified Establishments	12	0.07

Total Businesses by NAICS (2015)			Total Employees by NAICS (2015)		
	TOTAL	%		TOTAL	%

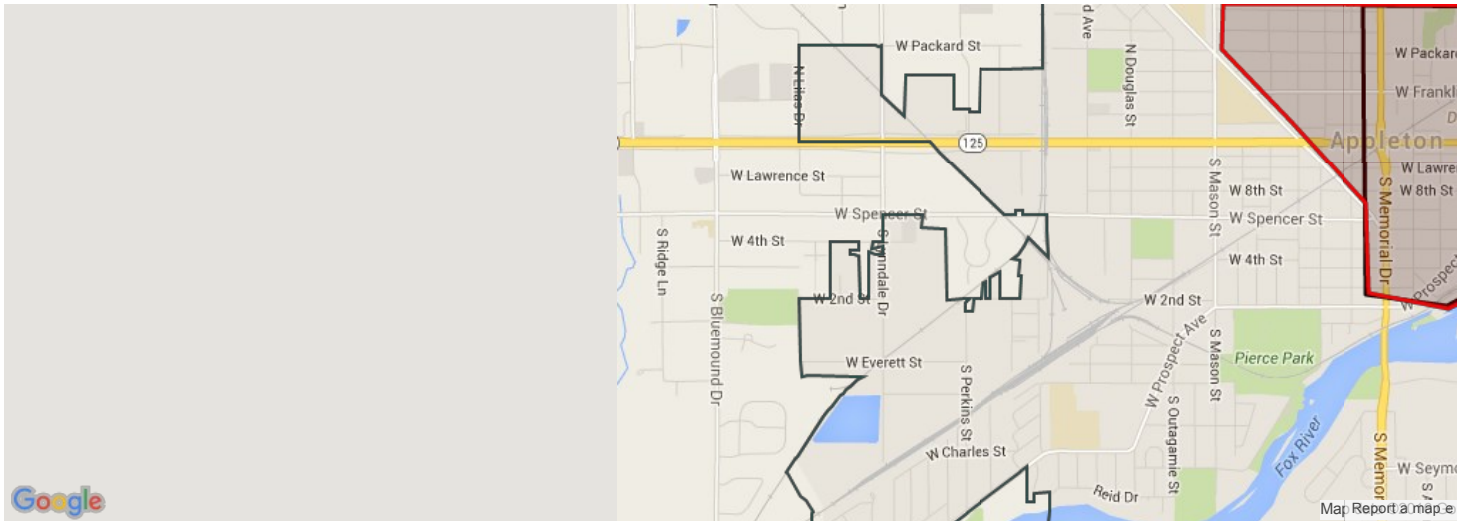
Agriculture, Forestry and Fishing	0	0.00	Agriculture, Forestry and Fishing	0	0.00
Agricultural Services	0	0.00	Agricultural Services	0	0.00
Coal and Ore Mining	0	0.00	Coal and Ore Mining	0	0.00
Oil and Gas	1	0.15	Oil and Gas	2	0.01
General Construction	13	1.95	General Construction	45	0.27
Heavy Construction	2	0.30	Heavy Construction	7	0.04
Food Manufacturing	2	0.30	Food Manufacturing	13	0.08
Beverage and Tobacco Products	0	0.00	Beverage and Tobacco Products	0	0.00
Textile Mills	1	0.15	Textile Mills	2	0.01
Textile Products	0	0.00	Textile Products	0	0.00
Apparel Manufacturing	0	0.00	Apparel Manufacturing	0	0.00
Leather Manufacturing	0	0.00	Leather Manufacturing	0	0.00
Wood Products	0	0.00	Wood Products	0	0.00
Paper Manufacturing	1	0.15	Paper Manufacturing	29	0.17
Printing and Publishing	1	0.15	Printing and Publishing	6	0.04
Chemicals	0	0.00	Chemicals	0	0.00
Petroleum and Coal Products	0	0.00	Petroleum and Coal Products	0	0.00
Rubber and Plastics	0	0.00	Rubber and Plastics	0	0.00
Stone, Glass, and Concrete	0	0.00	Stone, Glass, and Concrete	0	0.00
Primary Metal Manufacturing	0	0.00	Primary Metal Manufacturing	0	0.00
Metals Fabrication	1	0.15	Metals Fabrication	13	0.08
Machinery and Equipment Manufacturing	1	0.15	Machinery and Equipment Manufacturing	30	0.18
Computers and Electronics	0	0.00	Computers and Electronics	0	0.00
Electrical Equipment and Appliances	0	0.00	Electrical Equipment and Appliances	0	0.00
Transportation Equipment	0	0.00	Transportation Equipment	0	0.00
Furniture Manufacturing	2	0.30	Furniture Manufacturing	7	0.04
Miscellaneous Manufacturing	4	0.60	Miscellaneous Manufacturing	15	0.09
Communications	3	0.45	Communications	13	0.08
Utilities	0	0.00	Utilities	0	0.00
Durables Wholesale	4	0.60	Durables Wholesale	12	0.07
Non Durables Wholesale	2	0.30	Non Durables Wholesale	6	0.04
Electronic Markets and Brokers	1	0.15	Electronic Markets and Brokers	1	0.01
Motor Vehicle and Parts Dealers	3	0.45	Motor Vehicle and Parts Dealers	16	0.10
Furniture and Home Furnishings	4	0.60	Furniture and Home Furnishings	9	0.05
Electronics and Applicances	15	2.25	Electronics and Applicances	262	1.56
Building Materials, Hardware and Garden	4	0.60	Building Materials, Hardware and Garden	14	0.08
Food and Beverage Stores	4	0.60	Food and Beverage Stores	44	0.26
Health and Personal Care Stores	6	0.90	Health and Personal Care Stores	35	0.21
Gasoline Stations	1	0.15	Gasoline Stations	3	0.02
Clothing and Clothing Accessories	13	1.95	Clothing and Clothing Accessories	47	0.28
Sporting Goods/Hobby/Book/Music Stores	8	1.20	Sporting Goods/Hobby/Book/Music Stores	71	0.42
General Merchandise Stores	0	0.00	General Merchandise Stores	0	0.00
Miscellaneous Store Retailers	21	3.15	Miscellaneous Store Retailers	61	0.36
Nonstore Retailers	3	0.45	Nonstore Retailers	14	0.08
Warehousing/Storage, Postal/Courier Service	0	0.00	Warehousing/Storage, Postal/Courier Service	0	0.00
Publishing	2	0.30	Publishing	147	0.88
Software Publishers	0	0.00	Software Publishers	0	0.00
Motion Pictures and Video	0	0.00	Motion Pictures and Video	0	0.00
Movie Theaters	1	0.15	Movie Theaters	20	0.12
Broadcasting	2	0.30	Broadcasting	81	0.48
Data Processing/Hosting	2	0.30	Data Processing/Hosting	50	0.30
Other Information Services	2	0.30	Other Information Services	122	0.73
Banking	63	9.46	Banking	1,064	6.35
Insurance Carriers	25	3.75	Insurance Carriers	6,249	37.30
Real Estate	20	3.00	Real Estate	162	0.97
Rental and Leasing	4	0.60	Rental and Leasing	23	0.14
Legal Services	36	5.41	Legal Services	180	1.07
Accounting	7	1.05	Accounting	233	1.39

Agricultural and Engineering	4	0.60	Agricultural and Engineering	86	0.51
Specialized Design	4	0.60	Specialized Design	36	0.21
Computer Systems Design	6	0.90	Computer Systems Design	30	0.18
Management/Scientific/Technical Consulting	7	1.05	Management/Scientific/Technical Consulting	58	0.35
Scientific Research and Development	0	0.00	Scientific Research and Development	0	0.00
Advertising and Public Relations	3	0.45	Advertising and Public Relations	9	0.05
Other Professional/Scientific/Technical Services	7	1.05	Other Professional/Scientific/Technical Services	19	0.11
Company and Enterprise Management	0	0.00	Company and Enterprise Management	0	0.00
Administrative and Support	18	2.70	Administrative and Support	571	3.41
Waste Management and Remediation	2	0.30	Waste Management and Remediation	2	0.01
Elementary and Secondary Schools	8	1.20	Elementary and Secondary Schools	545	3.25
Colleges and Universities	0	0.00	Colleges and Universities	0	0.00
Business Schools, Computer and Management Training	0	0.00	Business Schools, Computer and Management Training	0	0.00
Technical and Trade Schools	0	0.00	Technical and Trade Schools	0	0.00
Educational Services	8	1.20	Educational Services	47	0.28
Physician Offices	7	1.05	Physician Offices	87	0.52
Dental Offices	4	0.60	Dental Offices	19	0.11
Other Health Practicioners	10	1.50	Other Health Practicioners	21	0.13
Outpatient Care	2	0.30	Outpatient Care	56	0.33
Medical and Diagnostic Laboratories	0	0.00	Medical and Diagnostic Laboratories	0	0.00
Home Health Care Services	1	0.15	Home Health Care Services	13	0.08
Ambulatory Services	4	0.60	Ambulatory Services	48	0.29
General Medical and Surgical Hospitals	0	0.00	General Medical and Surgical Hospitals	0	0.00
Psychiatric and Substance Abuse Hospitals	1	0.15	Psychiatric and Substance Abuse Hospitals	3	0.02
Other Hospitals	0	0.00	Other Hospitals	0	0.00
Nursing and Residential Care	6	0.90	Nursing and Residential Care	90	0.54
Individual and Family Services	22	3.30	Individual and Family Services	1,039	6.20
Community Relief Services	1	0.15	Community Relief Services	4	0.02
Vocational Rehabilitation	2	0.30	Vocational Rehabilitation	14	0.08
Child Care Services	3	0.45	Child Care Services	1,026	6.12
Performing Arts	6	0.90	Performing Arts	127	0.76
Spectator Sports	0	0.00	Spectator Sports	0	0.00
Performing Arts/Sports Promoters	0	0.00	Performing Arts/Sports Promoters	0	0.00
Agents and Managers	0	0.00	Agents and Managers	0	0.00
Indpendent Artists/Writers/Performers	2	0.30	Indpendent Artists/Writers/Performers	2	0.01
Museums, Zoos, Historical Sites	6	0.90	Museums, Zoos, Historical Sites	21	0.13
Amusement, Gambling, and Recreation	5	0.75	Amusement, Gambling, and Recreation	47	0.28
Fitness Centers	1	0.15	Fitness Centers	19	0.11
Accomodations	2	0.30	Accomodations	27	0.16
Food Services and Drinking Places	76	11.41	Food Services and Drinking Places	1,021	6.09
Repair and Maintenance Services	4	0.60	Repair and Maintenance Services	8	0.05
Personal Care Services	24	3.60	Personal Care Services	136	0.81
Death Care Services	2	0.30	Death Care Services	30	0.18
Religious/Civic/Professional Organizations	21	3.15	Religious/Civic/Professional Organizations	433	2.58
Public Administration	90	13.51	Public Administration	1,933	11.54

Total Employees by Occupation (2015)		
	TOTAL	%
Executive, Managers, and Administrators	1,718	10.25
Business and Financial Operations	1,611	9.62
Computer and Mathematical Occupations	441	2.63
Architecture and Engineering	192	1.15
Life/Physical/Social Science Occupations	51	0.30
Community and Social Services	273	1.63
Legal	69	0.41
Education/Training/Library	797	4.76
Health Diagnosing and Treating Practitioners	603	3.60

Source: Applied Geographic Solutions, 2015

Health Technologists/Technicians	**272**	**1.62**
Healthcare Support	**483**	**2.88**
Protective Services	**440**	**2.63**
Food Preparation/Serving	**849**	**5.07**
Building and Grounds Maintenance	**542**	**3.24**
Personal Care and Service	**489**	**2.92**
Sales	**1,771**	**10.57**
Office and Administrative Support	**3,439**	**20.53**
Farming/Fishing/Forestry	**116**	**0.69**
Construction and Extraction	**379**	**2.26**
Installation/Maintenance and Repair Workers	**446**	**2.66**
Production Workers	**921**	**5.50**
Transportation Workers	**343**	**2.05**
Material Moving	**318**	**1.90**


W Packard St
N Douglas St
125
Appleton
W Lawrence St
W 8th St
W Spencer St
W 4th St
S Ridge Ln
S Bluemound Dr
W 2nd St
W Everett St
S Perkins St
W Prospect Ave
S Outagamie St
Pierce Park
Fox River
N Charles St
Reid Dr
S Memorial Dr
Google

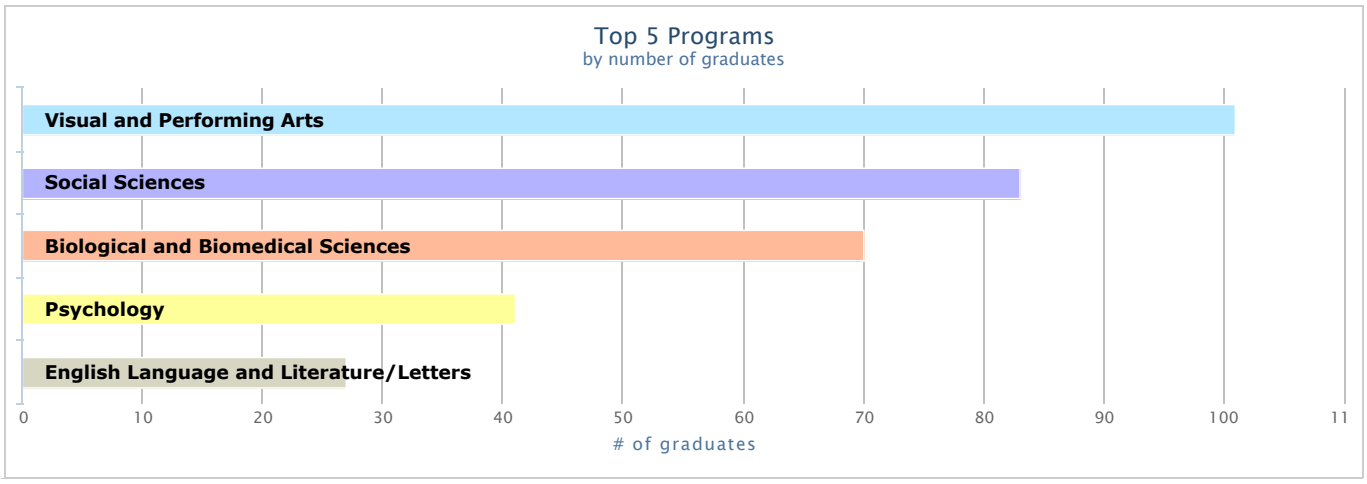
WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

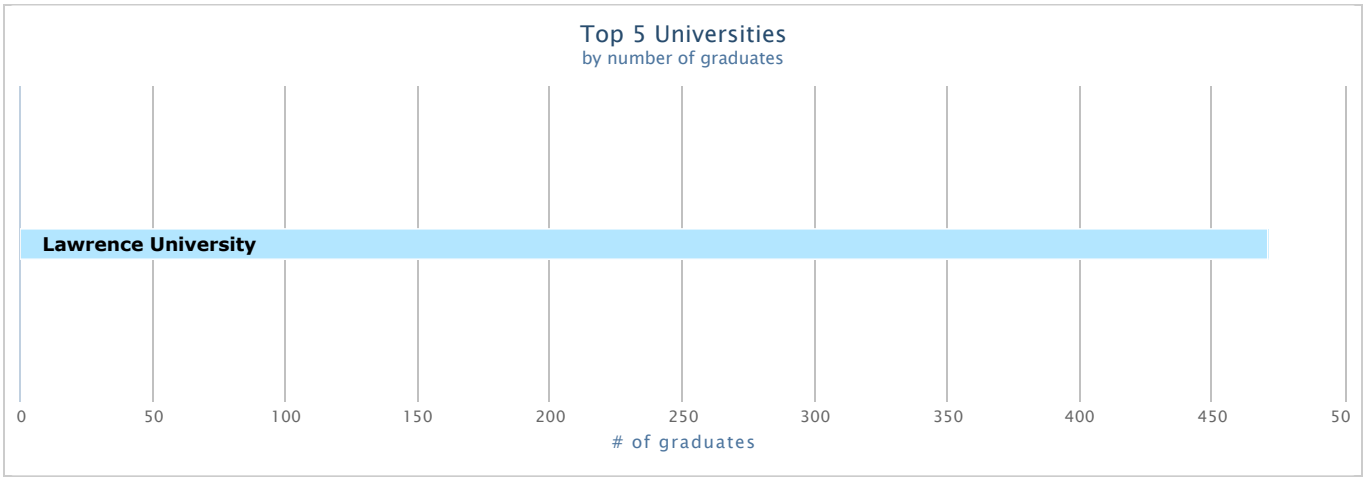
GIS Planning Talent Pool

Degrees Conferred by Program (within polygon)

Program	Associates	Bachelors	Masters	PhD	Total
Area, Ethnic, Cultural, Gender, and Group Studies	0	12	0	0	12
Biological and Biomedical Sciences	0	70	0	0	70
Education	0	17	0	0	17
English Language and Literature/Letters	0	27	0	0	27
Foreign Languages, Literatures, and Linguistics	0	24	0	0	24
History	0	19	0	0	19
Mathematics and Statistics	0	15	0	0	15
Multi/Interdisciplinary Studies	0	16	0	0	16
Natural Resources and Conservation	0	16	0	0	16
Philosophy and Religious Studies	0	13	0	0	13
Physical Sciences	0	17	0	0	17
Psychology	0	41	0	0	41
Social Sciences	0	83	0	0	83
Visual and Performing Arts	0	101	0	0	101

Annual Degrees Conferred: 2013-2014





Property ID: 44B26775-9940-0AC8-8B41-6739630A10AA

Housing Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Population		Households	
2010 Total Population	8,860	2015 Median Household Income	$36,189
2015 Total Population	8,948	2020 Median Household Income	$41,307
2020 Total Population	9,097	2015-2020 Annual Rate	2.68%
2015-2020 Annual Rate	0.33%		

	Census 2010		2015		2020	
Housing Units by Occupancy Status and Tenure	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Total Housing Units	3,687	100.0%	3,810	100.0%	3,930	100.0%
Occupied	3,348	90.8%	3,433	90.1%	3,520	89.6%
Owner	1,566	42.5%	1,536	40.3%	1,580	40.2%
Renter	1,782	48.3%	1,897	49.8%	1,940	49.4%
Vacant	339	9.2%	377	9.9%	409	10.4%

	2015		2020	
Owner Occupied Housing Units by Value	**Number**	**Percent**	**Number**	**Percent**
Total	1,535	100.0%	1,581	100.0%
<$50,000	17	1.1%	14	0.9%
$50,000-$99,999	430	28.0%	320	20.2%
$100,000-$149,999	775	50.5%	568	35.9%
$150,000-$199,999	171	11.1%	288	18.2%
$200,000-$249,999	61	4.0%	114	7.2%
$250,000-$299,999	27	1.8%	62	3.9%
$300,000-$399,999	29	1.9%	107	6.8%
$400,000-$499,999	10	0.7%	43	2.7%
$500,000-$749,999	11	0.7%	53	3.4%
$750,000-$999,999	0	0.0%	10	0.6%
$1,000,000+	4	0.3%	2	0.1%
Median Value	$120,677		$140,185	
Average Value	$134,951		$183,191	

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

March 09, 2016

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Housing Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	1,566	100.0%
Owned with a Mortgage/Loan	1,218	77.8%
Owned Free and Clear	348	22.2%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	339	100.0%
For Rent	104	30.7%
Rented- Not Occupied	8	2.4%
For Sale Only	98	28.9%
Sold - Not Occupied	16	4.7%
Seasonal/Recreational/Occasional Use	14	4.1%
For Migrant Workers	0	0.0%
Other Vacant	92	27.1%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	3,348	1,565	46.7%
15-24	263	34	12.9%
25-34	725	260	35.9%
35-44	564	314	55.7%
45-54	664	376	56.6%
55-64	568	308	54.2%
65-74	278	153	55.0%
75-84	163	83	50.9%
85+	123	37	30.1%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	3,347	1,565	46.8%
White Alone	3,064	1,504	49.1%
Black/African American	68	8	11.8%
American Indian/Alaska	34	10	29.4%
Asian Alone	104	18	17.3%
Pacific Islander Alone	1	0	0.0%
Other Race Alone	38	11	28.9%
Two or More Races	38	14	36.8%
Hispanic Origin	96	33	34.4%

Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	3,349	1,566	46.8%
1-Person	1,452	423	29.1%
2-Person	928	531	57.2%
3-Person	412	262	63.6%
4-Person	315	225	71.4%
5-Person	130	78	60.0%
6-Person	55	25	45.5%
7+ Person	57	22	38.6%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

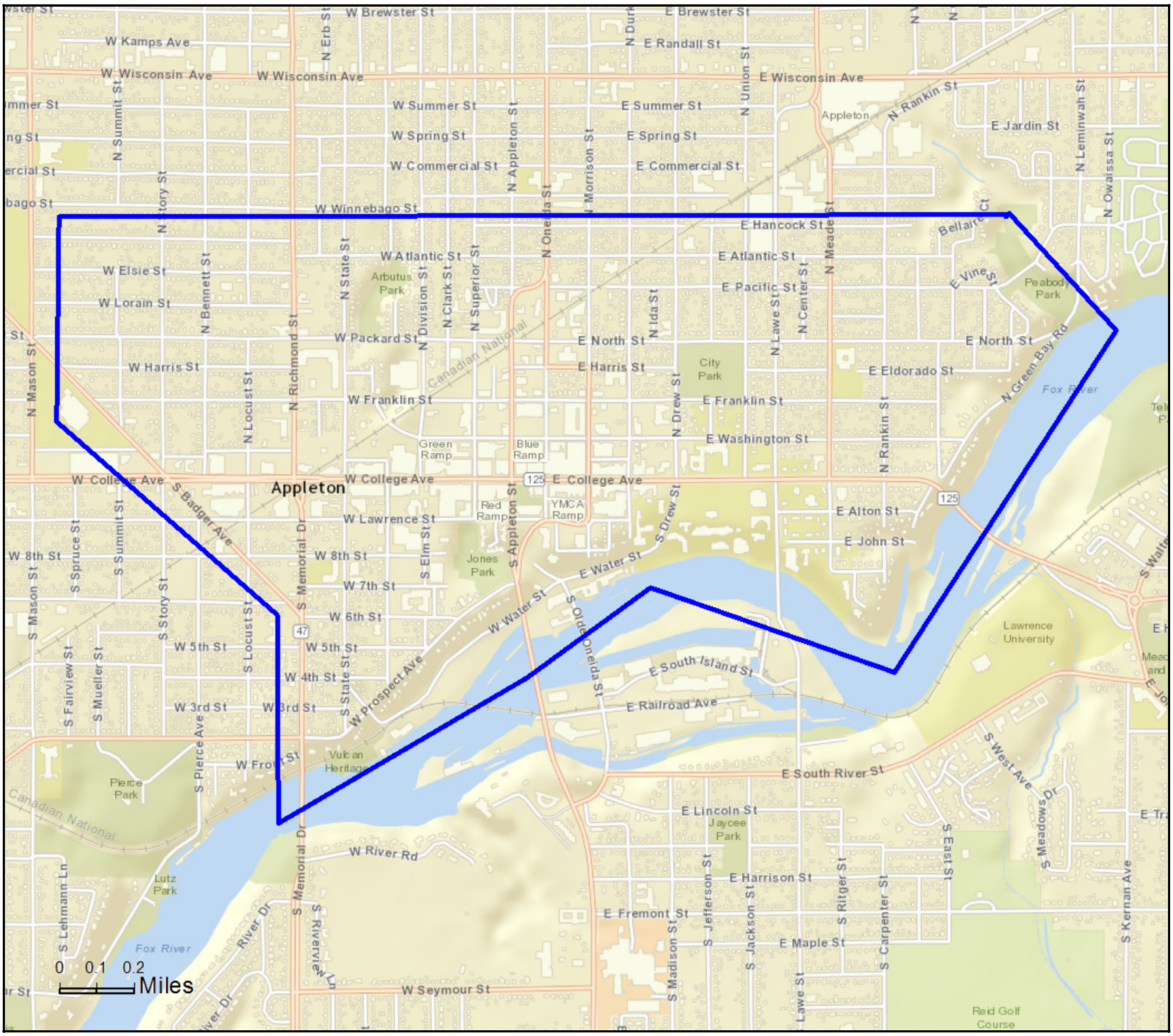
March 09, 2016

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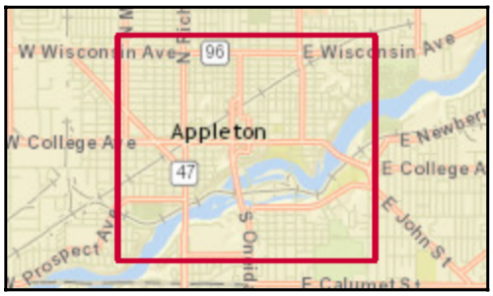
Site Map

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri







March 09, 2016

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Retail MarketPlace Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Summary Demographics	
2015 Population	8,948
2015 Households	3,433
2015 Median Disposable Income	$30,122
2015 Per Capita Income	$20,150

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$92,190,191	$110,388,035	-$18,197,844	-9.0	166
Total Retail Trade	44-45	$83,468,790	$75,065,240	$8,403,550	5.3	89
Total Food & Drink	722	$8,721,401	$35,322,795	-$26,601,394	-60.4	77

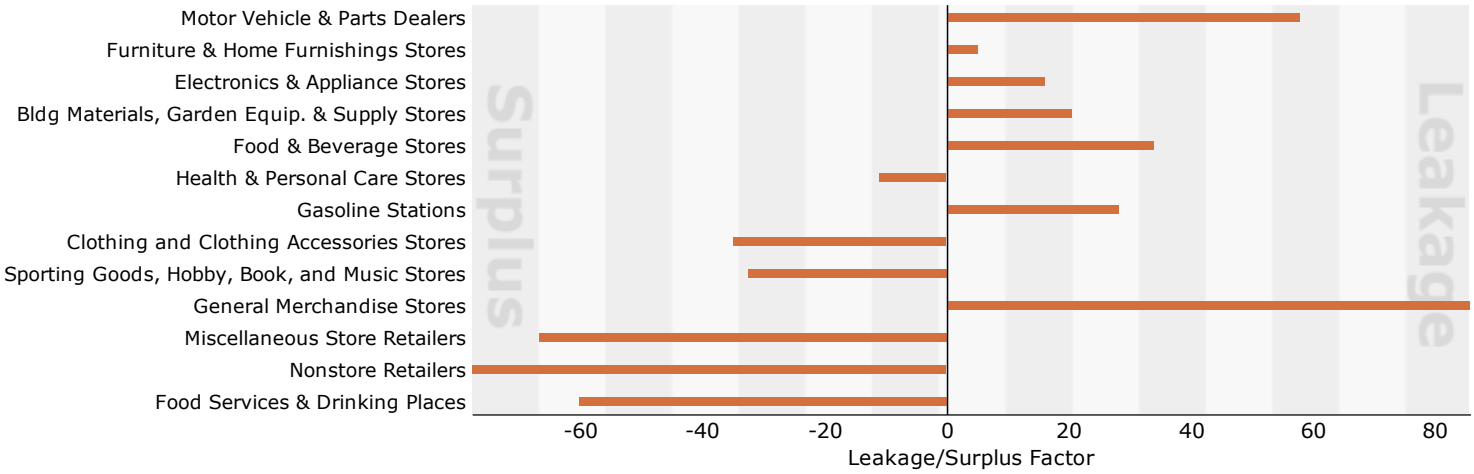
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$18,818,233	$5,000,742	$13,817,491	58.0	5
Automobile Dealers	4411	$15,398,244	$2,604,226	$12,794,018	71.1	2
Other Motor Vehicle Dealers	4412	$2,255,472	$0	$2,255,472	100.0	0
Auto Parts, Accessories & Tire Stores	4413	$1,164,518	$2,097,195	-$932,677	-28.6	3
Furniture & Home Furnishings Stores	442	$2,317,955	$2,087,448	$230,507	5.2	5
Furniture Stores	4421	$1,525,696	$925,649	$600,047	24.5	1
Home Furnishings Stores	4422	$792,259	$1,161,799	-$369,540	-18.9	4
Electronics & Appliance Stores	443	$4,818,516	$3,482,641	$1,335,875	16.1	5
Bldg Materials, Garden Equip. & Supply Stores	444	$3,647,325	$2,399,479	$1,247,846	20.6	6
Bldg Material & Supplies Dealers	4441	$2,925,542	$1,834,872	$1,090,670	22.9	5
Lawn & Garden Equip & Supply Stores	4442	$721,783	$564,607	$157,176	12.2	1
Food & Beverage Stores	445	$14,579,563	$7,188,829	$7,390,734	34.0	5
Grocery Stores	4451	$12,997,777	$1,919,497	$11,078,280	74.3	3
Specialty Food Stores	4452	$1,010,725	$1,725,602	-$714,877	-26.1	1
Beer, Wine & Liquor Stores	4453	$571,061	$3,543,730	-$2,972,669	-72.2	1
Health & Personal Care Stores	446,4461	$6,007,393	$7,527,398	-$1,520,005	-11.2	6
Gasoline Stations	447,4471	$6,751,299	$3,776,850	$2,974,449	28.3	2
Clothing & Clothing Accessories Stores	448	$3,673,098	$7,651,630	-$3,978,532	-35.1	13
Clothing Stores	4481	$2,230,799	$2,159,970	$70,829	1.6	7
Shoe Stores	4482	$655,428	$610,497	$44,931	3.5	1
Jewelry, Luggage & Leather Goods Stores	4483	$786,871	$4,881,163	-$4,094,292	-72.2	5
Sporting Goods, Hobby, Book & Music Stores	451	$2,121,435	$4,185,341	-$2,063,906	-32.7	13
Sporting Goods/Hobby/Musical Instr Stores	4511	$1,592,423	$2,616,251	-$1,023,828	-24.3	7
Book, Periodical & Music Stores	4512	$529,012	$1,569,090	-$1,040,078	-49.6	6
General Merchandise Stores	452	$15,769,100	$1,203,384	$14,565,716	85.8	2
Department Stores Excluding Leased Depts.	4521	$13,222,404	$256,234	$12,966,170	96.2	1
Other General Merchandise Stores	4529	$2,546,696	$947,150	$1,599,546	45.8	1
Miscellaneous Store Retailers	453	$3,101,015	$15,605,601	-$12,504,586	-66.8	24
Florists	4531	$112,206	$222,688	-$110,482	-33.0	1
Office Supplies, Stationery & Gift Stores	4532	$830,504	$1,813,561	-$983,057	-37.2	7
Used Merchandise Stores	4533	$513,623	$7,425,318	-$6,911,695	-87.1	3
Other Miscellaneous Store Retailers	4539	$1,644,682	$6,144,033	-$4,499,351	-57.8	13
Nonstore Retailers	454	$1,863,858	$14,955,896	-$13,092,038	-77.8	4
Electronic Shopping & Mail-Order Houses	4541	$1,337,751	$6,262,096	-$4,924,345	-64.8	2
Vending Machine Operators	4542	$217,637	$0	$217,637	100.0	0
Direct Selling Establishments	4543	$308,470	$8,693,800	-$8,385,330	-93.1	2
Food Services & Drinking Places	722	$8,721,401	$35,322,795	-$26,601,394	-60.4	77
Full-Service Restaurants	7221	$4,637,143	$26,907,622	-$22,270,479	-70.6	55
Limited-Service Eating Places	7222	$3,407,171	$4,632,604	-$1,225,433	-15.2	11
Special Food Services	7223	$184,953	$1,163,793	-$978,840	-72.6	2
Drinking Places - Alcoholic Beverages	7224	$492,133	$2,618,777	-$2,126,644	-68.4	9

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

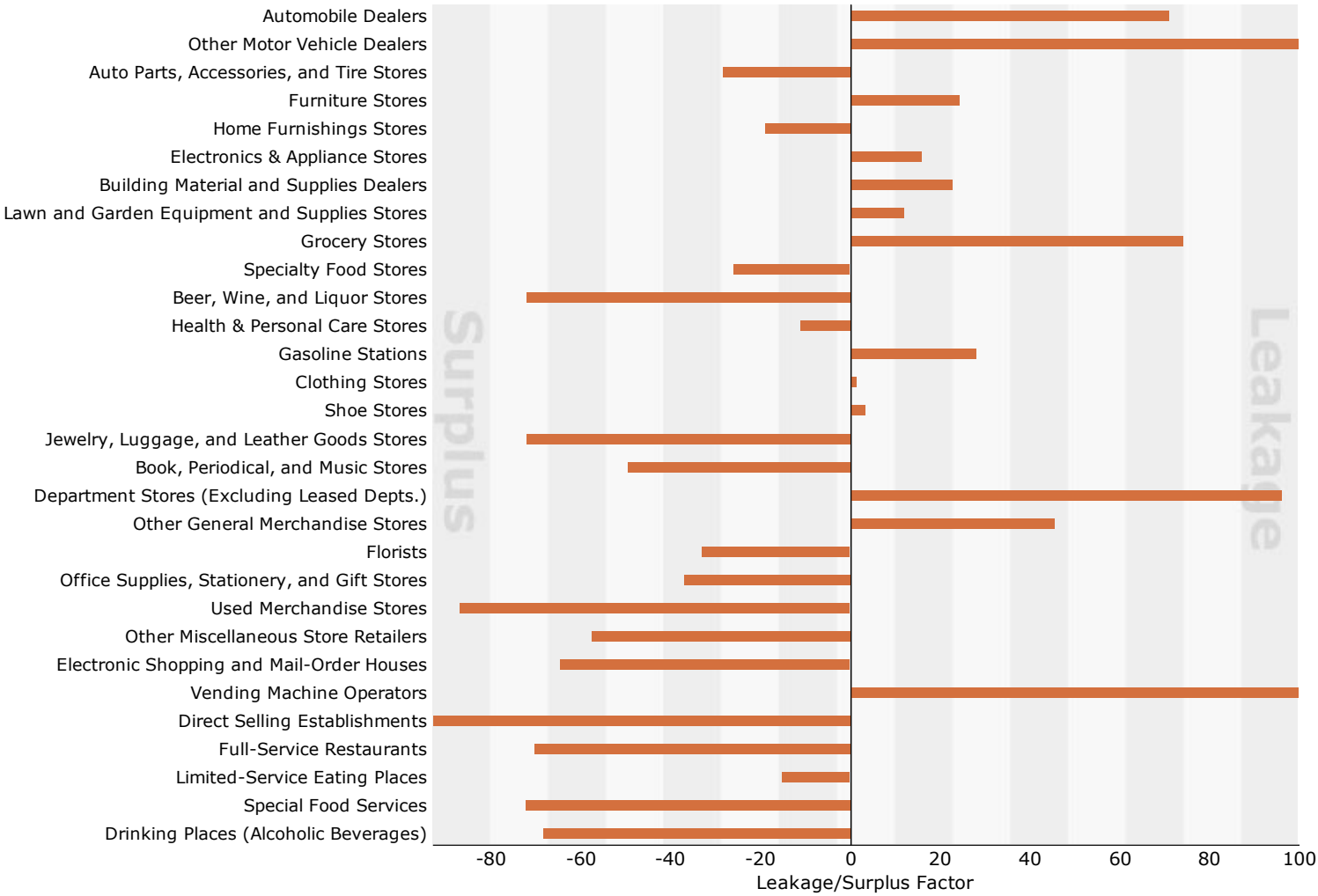
Source: Esri and Infogroup. Copyright 2015 Infogroup, Inc. All rights reserved.

March 09, 2016

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Tapestry Segmentation Area Profile

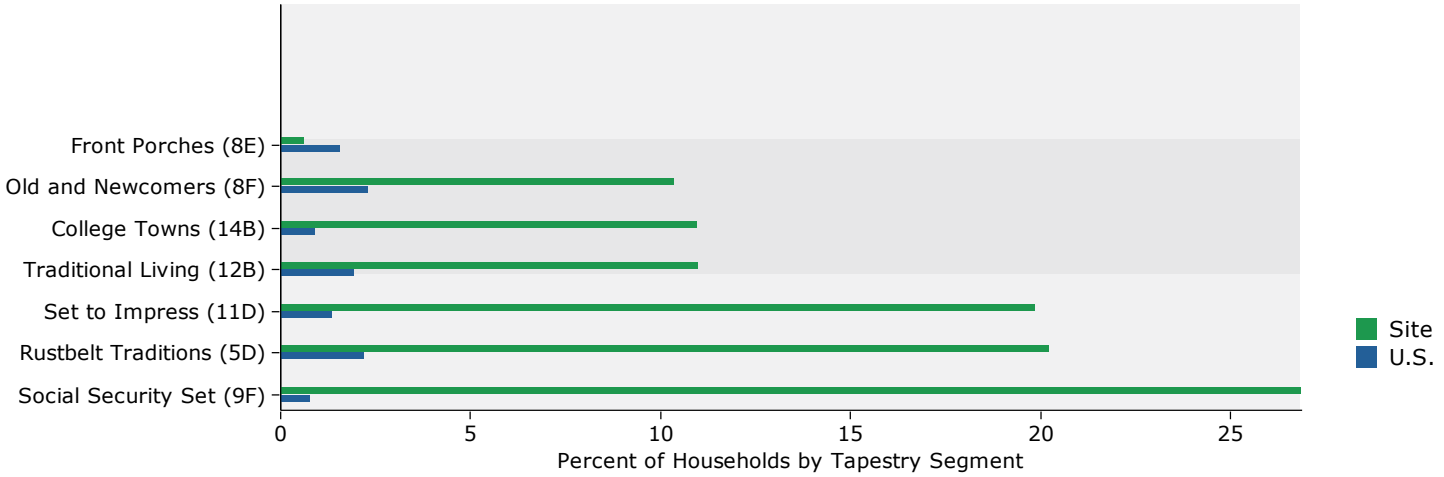
Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households Percent	2015 Households Cumulative Percent	2015 U.S. Households Percent	2015 U.S. Households Cumulative Percent	Index
1	Social Security Set (9F)	26.9%	26.9%	0.8%	0.8%	3324
2	Rustbelt Traditions (5D)	20.2%	47.1%	2.2%	3.0%	908
3	Set to Impress (11D)	19.9%	67.0%	1.4%	4.4%	1,430
4	Traditional Living (12B)	11.0%	78.0%	2.0%	6.4%	561
5	College Towns (14B)	11.0%	89.0%	0.9%	7.3%	1,163
	Subtotal	**89.0%**		**7.3%**		
6	Old and Newcomers (8F)	10.4%	99.4%	2.3%	9.6%	445
7	Front Porches (8E)	0.6%	100.0%	1.6%	11.2%	40
	Subtotal	**11.0%**		**3.9%**		
	Total	**100.0%**		**11.3%**		**888**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

March 09, 2016

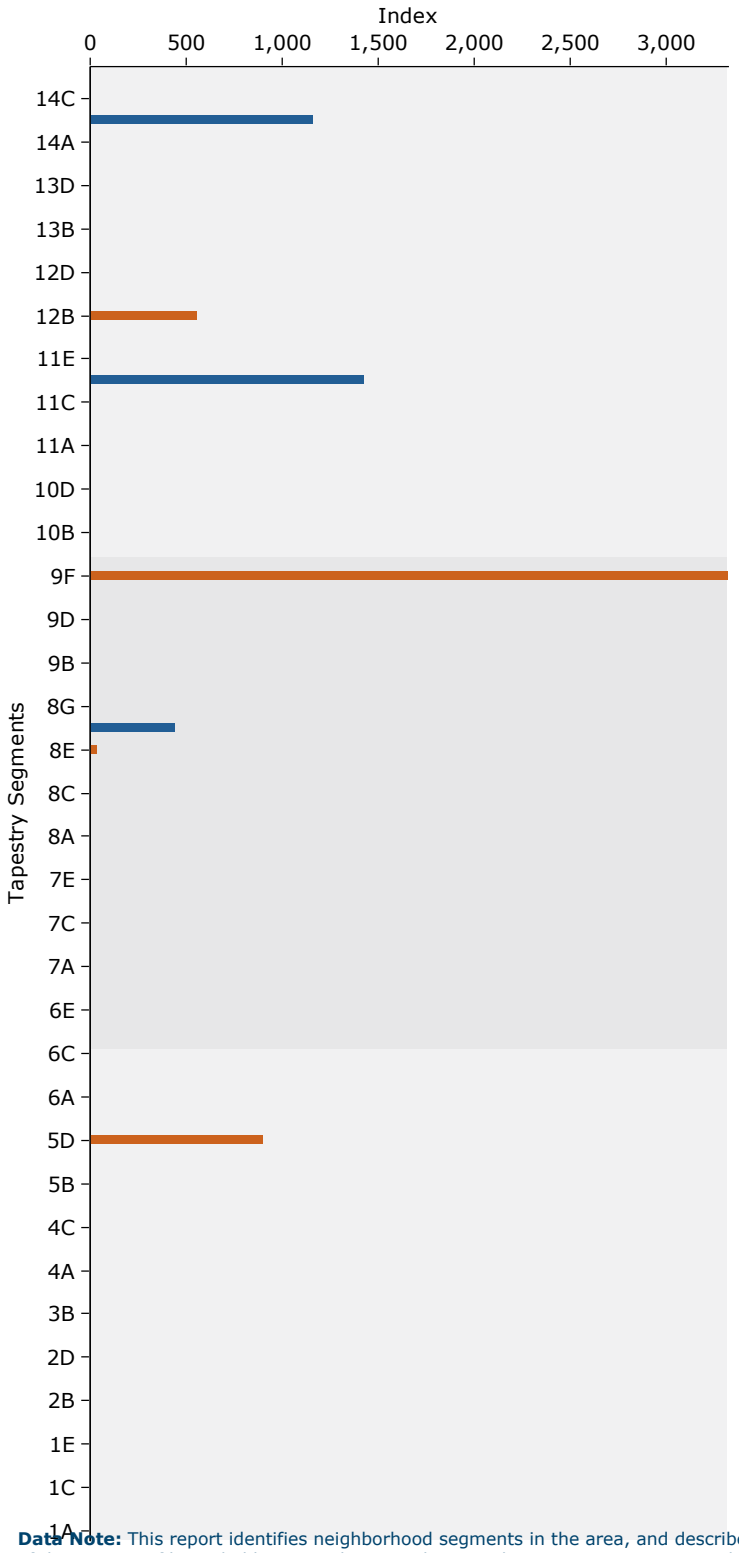
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Tapestry Segmentation Area Profile

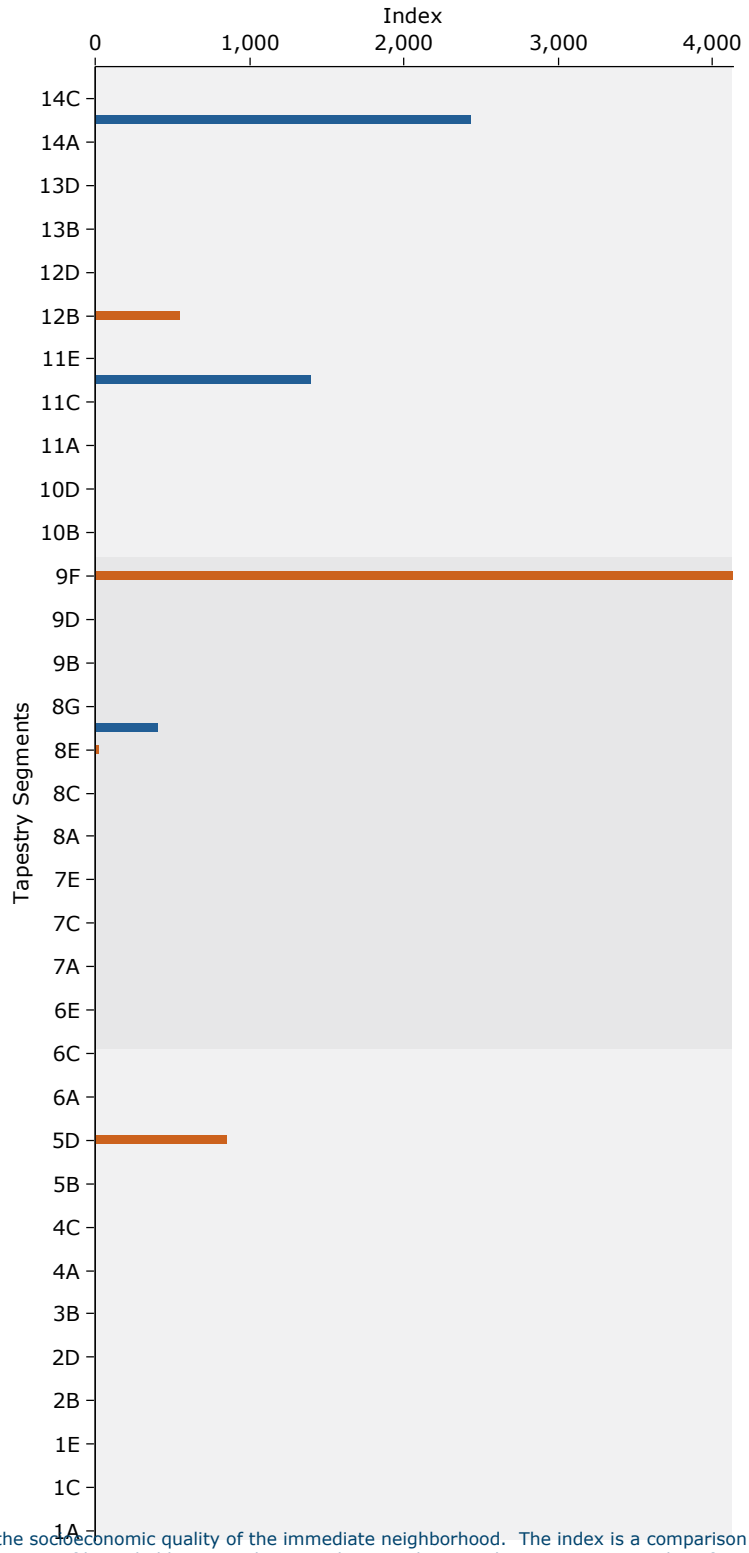
Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

March 09, 2016

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Tapestry Segmentation Area Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,433	100.0%		8,947	100.0%	
1. Affluent Estates	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	**695**	**20.2%**	**176**	**1,622**	**18.1%**	**170**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	695	20.2%	908	1,622	18.1%	867
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

March 09, 2016

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Tapestry Segmentation Area Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,433	100.0%		8,947	100.0%	
8. Middle Ground	**378**	**11.0%**	**101**	**760**	**8.5%**	**84**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	22	0.6%	40	44	0.5%	31
Old and Newcomers (8F)	356	10.4%	445	716	8.0%	418
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**923**	**26.9%**	**466**	**2,223**	**24.8%**	**562**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	923	26.9%	3,324	2,223	24.8%	4,141
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**682**	**19.9%**	**321**	**1,455**	**16.3%**	**287**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	682	19.9%	1,430	1,455	16.3%	1,405
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**378**	**11.0%**	**175**	**930**	**10.4%**	**172**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	378	11.0%	561	930	10.4%	552
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**377**	**11.0%**	**683**	**1,957**	**21.9%**	**1,100**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	377	11.0%	1,163	1,957	21.9%	2,439
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

March 09, 2016

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Tapestry Segmentation Area Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,433	100.0%		8,947	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**695**	**20.2%**	**120**	**1,622**	**18.1%**	**97**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	695	20.2%	908	1,622	18.1%	867
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**2,738**	**79.8%**	**437**	**7,325**	**81.9%**	**499**
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	22	0.6%	40	44	0.5%	31
Old and Newcomers (8F)	356	10.4%	445	716	8.0%	418
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	923	26.9%	3,324	2,223	24.8%	4,141
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	682	19.9%	1,430	1,455	16.3%	1,405
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	378	11.0%	561	930	10.4%	552
College Towns (14B)	377	11.0%	1,163	1,957	21.9%	2,439
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

March 09, 2016

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Tapestry Segmentation Area Profile

Appleton Study Area
Area: 1.49 square miles

Prepared by Esri

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,433	100.0%		8,947	100.0%	
4. Suburban Periphery	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

March 09, 2016

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Business Summary

Appleton City, WI
Geography: Place

Prepared by Esri

Data for all businesses in area	
Total Businesses:	3,149
Total Employees:	57,460
Total Residential Population:	74,246
Employee/Residential Population Ratio:	0.77:1

	Businesses		Employees	
by SIC Codes	**Number**	**Percent**	**Number**	**Percent**
Agriculture & Mining	51	1.6%	335	0.6%
Construction	214	6.8%	2,213	3.9%
Manufacturing	114	3.6%	3,903	6.8%
Transportation	52	1.7%	758	1.3%
Communication	32	1.0%	840	1.5%
Utility	8	0.3%	122	0.2%
Wholesale Trade	119	3.8%	3,531	6.1%
Retail Trade Summary	652	20.7%	8,867	15.4%
Home Improvement	37	1.2%	639	1.1%
General Merchandise Stores	16	0.5%	1,299	2.3%
Food Stores	44	1.4%	709	1.2%
Auto Dealers, Gas Stations, Auto Aftermarket	58	1.8%	416	0.7%
Apparel & Accessory Stores	22	0.7%	104	0.2%
Furniture & Home Furnishings	65	2.1%	433	0.8%
Eating & Drinking Places	224	7.1%	3,734	6.5%
Miscellaneous Retail	186	5.9%	1,533	2.7%
Finance, Insurance, Real Estate Summary	492	15.6%	12,442	21.7%
Banks, Savings & Lending Institutions	184	5.8%	909	1.6%
Securities Brokers	67	2.1%	1,007	1.8%
Insurance Carriers & Agents	106	3.4%	9,714	16.9%
Real Estate, Holding, Other Investment Offices	135	4.3%	812	1.4%
Services Summary	1,240	39.4%	21,334	37.1%
Hotels & Lodging	10	0.3%	500	0.9%
Automotive Services	60	1.9%	279	0.5%
Motion Pictures & Amusements	86	2.7%	1,061	1.8%
Health Services	203	6.4%	6,357	11.1%
Legal Services	68	2.2%	342	0.6%
Education Institutions & Libraries	70	2.2%	3,031	5.3%
Other Services	743	23.6%	9,764	17.0%
Government	114	3.6%	3,009	5.2%
Unclassified Establishments	61	1.9%	106	0.2%
Totals	3,149	100.0%	57,460	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

June 02, 2016

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Business Summary

Appleton City, WI
Geography: Place

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	0.1%	126	0.2%
Mining	1	0.0%	3	0.0%
Utilities	5	0.2%	106	0.2%
Construction	230	7.3%	2,299	4.0%
Manufacturing	126	4.0%	4,012	7.0%
Wholesale Trade	115	3.7%	3,509	6.1%
Retail Trade	413	13.1%	4,909	8.5%
Motor Vehicle & Parts Dealers	40	1.3%	347	0.6%
Furniture & Home Furnishings Stores	24	0.8%	143	0.2%
Electronics & Appliance Stores	36	1.1%	236	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	37	1.2%	639	1.1%
Food & Beverage Stores	32	1.0%	521	0.9%
Health & Personal Care Stores	39	1.2%	305	0.5%
Gasoline Stations	18	0.6%	69	0.1%
Clothing & Clothing Accessories Stores	33	1.0%	158	0.3%
Sport Goods, Hobby, Book, & Music Stores	43	1.4%	233	0.4%
General Merchandise Stores	16	0.5%	1,299	2.3%
Miscellaneous Store Retailers	81	2.6%	817	1.4%
Nonstore Retailers	14	0.4%	142	0.2%
Transportation & Warehousing	40	1.3%	599	1.0%
Information	54	1.7%	1,261	2.2%
Finance & Insurance	358	11.4%	11,635	20.2%
Central Bank/Credit Intermediation & Related Activities	184	5.8%	908	1.6%
Securities, Commodity Contracts & Other Financial	68	2.2%	1,013	1.8%
Insurance Carriers & Related Activities; Funds, Trusts &	106	3.4%	9,714	16.9%
Real Estate, Rental & Leasing	162	5.1%	916	1.6%
Professional, Scientific & Tech Services	272	8.6%	3,211	5.6%
Legal Services	77	2.4%	402	0.7%
Management of Companies & Enterprises	1	0.0%	4	0.0%
Administrative & Support & Waste Management & Remediation	137	4.4%	1,445	2.5%
Educational Services	85	2.7%	2,958	5.1%
Health Care & Social Assistance	315	10.0%	9,536	16.6%
Arts, Entertainment & Recreation	60	1.9%	953	1.7%
Accommodation & Food Services	237	7.5%	4,261	7.4%
Accommodation	10	0.3%	500	0.9%
Food Services & Drinking Places	227	7.2%	3,761	6.5%
Other Services (except Public Administration)	359	11.4%	2,585	4.5%
Automotive Repair & Maintenance	45	1.4%	224	0.4%
Public Administration	115	3.7%	3,026	5.3%
Unclassified Establishments	61	1.9%	106	0.2%
Total	3,149	100.0%	57,460	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

June 02, 2016

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Community Profile

Appleton City, WI
Geography: Place

Prepared by Esri

Population Summary	
2000 Total Population	71,320
2010 Total Population	72,623
2015 Total Population	74,246
2015 Group Quarters	2,261
2020 Total Population	76,132
2015-2020 Annual Rate	0.50%
Household Summary	
2000 Households	27,280
2000 Average Household Size	2.53
2010 Households	28,874
2010 Average Household Size	2.43
2015 Households	29,960
2015 Average Household Size	2.40
2020 Households	30,911
2020 Average Household Size	2.39
2015-2020 Annual Rate	0.63%
2010 Families	18,271
2010 Average Family Size	3.04
2015 Families	18,851
2015 Average Family Size	3.01
2020 Families	19,368
2020 Average Family Size	2.99
2015-2020 Annual Rate	0.54%
Housing Unit Summary	
2000 Housing Units	28,166
Owner Occupied Housing Units	67.1%
Renter Occupied Housing Units	29.7%
Vacant Housing Units	3.1%
2010 Housing Units	30,348
Owner Occupied Housing Units	64.1%
Renter Occupied Housing Units	31.1%
Vacant Housing Units	4.9%
2015 Housing Units	31,544
Owner Occupied Housing Units	62.7%
Renter Occupied Housing Units	32.3%
Vacant Housing Units	5.0%
2020 Housing Units	32,638
Owner Occupied Housing Units	62.4%
Renter Occupied Housing Units	32.3%
Vacant Housing Units	5.3%
Median Household Income	
2015	$54,976
2020	$63,730
Median Home Value	
2015	$141,053
2020	$171,742
Per Capita Income	
2015	$28,995
2020	$33,375
Median Age	
2010	35.4
2015	36.7
2020	37.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Households by Income	
Household Income Base	29,960
<$15,000	10.5%
$15,000 - $24,999	10.0%
$25,000 - $34,999	10.6%
$35,000 - $49,999	13.5%
$50,000 - $74,999	19.6%
$75,000 - $99,999	15.2%
$100,000 - $149,999	13.3%
$150,000 - $199,999	3.7%
$200,000+	3.5%
Average Household Income	$70,757
2020 Households by Income	
Household Income Base	30,911
<$15,000	9.5%
$15,000 - $24,999	7.3%
$25,000 - $34,999	8.6%
$35,000 - $49,999	12.5%
$50,000 - $74,999	18.9%
$75,000 - $99,999	17.8%
$100,000 - $149,999	16.4%
$150,000 - $199,999	4.8%
$200,000+	4.3%
Average Household Income	$81,015
2015 Owner Occupied Housing Units by Value	
Total	19,778
<$50,000	0.5%
$50,000 - $99,999	11.8%
$100,000 - $149,999	45.9%
$150,000 - $199,999	22.4%
$200,000 - $249,999	7.8%
$250,000 - $299,999	5.0%
$300,000 - $399,999	3.9%
$400,000 - $499,999	1.3%
$500,000 - $749,999	1.1%
$750,000 - $999,999	0.1%
$1,000,000 +	0.2%
Average Home Value	$166,674
2020 Owner Occupied Housing Units by Value	
Total	20,380
<$50,000	0.4%
$50,000 - $99,999	8.6%
$100,000 - $149,999	28.5%
$150,000 - $199,999	28.8%
$200,000 - $249,999	12.5%
$250,000 - $299,999	8.4%
$300,000 - $399,999	7.0%
$400,000 - $499,999	2.7%
$500,000 - $749,999	2.4%
$750,000 - $999,999	0.5%
$1,000,000 +	0.2%
Average Home Value	$202,192

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age	
Total	72,623
0 - 4	6.9%
5 - 9	7.0%
10 - 14	6.8%
15 - 24	14.3%
25 - 34	14.6%
35 - 44	13.0%
45 - 54	15.2%
55 - 64	10.9%
65 - 74	5.6%
75 - 84	3.9%
85 +	1.9%
18 +	75.0%
2015 Population by Age	
Total	74,245
0 - 4	6.3%
5 - 9	6.4%
10 - 14	6.6%
15 - 24	14.7%
25 - 34	13.6%
35 - 44	12.6%
45 - 54	13.8%
55 - 64	12.9%
65 - 74	7.3%
75 - 84	3.7%
85 +	1.9%
18 +	76.9%
2020 Population by Age	
Total	76,131
0 - 4	6.3%
5 - 9	6.1%
10 - 14	6.4%
15 - 24	14.0%
25 - 34	14.2%
35 - 44	13.1%
45 - 54	12.0%
55 - 64	13.2%
65 - 74	9.0%
75 - 84	4.2%
85 +	1.8%
18 +	77.5%
2010 Population by Sex	
Males	35,959
Females	36,664
2015 Population by Sex	
Males	36,842
Females	37,403
2020 Population by Sex	
Males	37,826
Females	38,305

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

June 02, 2016

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2010 Population by Race/Ethnicity	
Total	72,623
White Alone	87.5%
Black Alone	1.7%
American Indian Alone	0.7%
Asian Alone	5.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.2%
Two or More Races	2.0%
Hispanic Origin	5.0%
Diversity Index	30.4
2015 Population by Race/Ethnicity	
Total	74,246
White Alone	85.8%
Black Alone	2.1%
American Indian Alone	0.7%
Asian Alone	6.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.6%
Two or More Races	2.3%
Hispanic Origin	5.9%
Diversity Index	34.1
2020 Population by Race/Ethnicity	
Total	76,132
White Alone	83.6%
Black Alone	2.6%
American Indian Alone	0.8%
Asian Alone	7.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.0%
Two or More Races	2.7%
Hispanic Origin	6.8%
Diversity Index	38.5
2010 Population by Relationship and Household Type	
Total	72,623
In Households	96.7%
In Family Households	78.4%
Householder	25.2%
Spouse	19.4%
Child	30.0%
Other relative	2.0%
Nonrelative	1.9%
In Nonfamily Households	18.2%
In Group Quarters	3.3%
Institutionalized Population	1.2%
Noninstitutionalized Population	2.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Population 25+ by Educational Attainment	
Total	48,945
Less than 9th Grade	3.0%
9th - 12th Grade, No Diploma	4.1%
High School Graduate	25.5%
GED/Alternative Credential	2.7%
Some College, No Degree	21.1%
Associate Degree	11.3%
Bachelor's Degree	22.0%
Graduate/Professional Degree	10.4%
2015 Population 15+ by Marital Status	
Total	59,879
Never Married	33.0%
Married	49.5%
Widowed	5.1%
Divorced	12.4%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	95.6%
Civilian Unemployed	4.4%
2015 Employed Population 16+ by Industry	
Total	37,973
Agriculture/Mining	0.8%
Construction	3.6%
Manufacturing	21.4%
Wholesale Trade	2.7%
Retail Trade	12.4%
Transportation/Utilities	4.1%
Information	2.0%
Finance/Insurance/Real Estate	6.8%
Services	43.8%
Public Administration	2.3%
2015 Employed Population 16+ by Occupation	
Total	37,973
White Collar	58.9%
Management/Business/Financial	12.0%
Professional	20.2%
Sales	12.1%
Administrative Support	14.6%
Services	16.7%
Blue Collar	24.4%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	3.6%
Installation/Maintenance/Repair	2.5%
Production	10.9%
Transportation/Material Moving	7.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type	
Total	28,874
Households with 1 Person	29.5%
Households with 2+ People	70.5%
Family Households	63.3%
Husband-wife Families	48.7%
With Related Children	22.3%
Other Family (No Spouse Present)	14.6%
Other Family with Male Householder	4.1%
With Related Children	2.9%
Other Family with Female Householder	10.5%
With Related Children	7.4%
Nonfamily Households	7.3%
All Households with Children	33.0%
Multigenerational Households	1.8%
Unmarried Partner Households	7.4%
Male-female	6.7%
Same-sex	0.7%
2010 Households by Size	
Total	28,874
1 Person Household	29.5%
2 Person Household	33.9%
3 Person Household	15.4%
4 Person Household	12.7%
5 Person Household	5.2%
6 Person Household	2.0%
7 + Person Household	1.3%
2010 Households by Tenure and Mortgage Status	
Total	28,874
Owner Occupied	67.3%
Owned with a Mortgage/Loan	49.9%
Owned Free and Clear	17.4%
Renter Occupied	32.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Demographic and Income Comparison Profile

Appleton City, WI
Geography: Place

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Census 2010 Summary	
Population	72,623
Households	28,874
Families	18,271
Average Household Size	2.43
Owner Occupied Housing Units	19,438
Renter Occupied Housing Units	9,436
Median Age	35.4
2015 Summary	
Population	74,246
Households	29,960
Families	18,851
Average Household Size	2.40
Owner Occupied Housing Units	19,780
Renter Occupied Housing Units	10,181
Median Age	36.7
Median Household Income	$54,976
Average Household Income	$70,757
2020 Summary	
Population	76,132
Households	30,911
Families	19,368
Average Household Size	2.39
Owner Occupied Housing Units	20,380
Renter Occupied Housing Units	10,532
Median Age	37.4
Median Household Income	$63,730
Average Household Income	$81,015
Trends: 2015-2020 Annual Rate	
Population	0.50%
Households	0.63%
Families	0.54%
Owner Households	0.60%
Median Household Income	3.00%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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2015 Households by Income	Number	Percent
<$15,000	3,147	10.5%
$15,000 - $24,999	3,003	10.0%
$25,000 - $34,999	3,167	10.6%
$35,000 - $49,999	4,051	13.5%
$50,000 - $74,999	5,872	19.6%
$75,000 - $99,999	4,564	15.2%
$100,000 - $149,999	3,986	13.3%
$150,000 - $199,999	1,120	3.7%
$200,000+	1,050	3.5%
Median Household Income	$54,976	
Average Household Income	$70,757	
Per Capita Income	$28,995	

2020 Households by Income	Number	Percent
<$15,000	2,951	9.5%
$15,000 - $24,999	2,244	7.3%
$25,000 - $34,999	2,649	8.6%
$35,000 - $49,999	3,868	12.5%
$50,000 - $74,999	5,837	18.9%
$75,000 - $99,999	5,507	17.8%
$100,000 - $149,999	5,062	16.4%
$150,000 - $199,999	1,471	4.8%
$200,000+	1,322	4.3%
Median Household Income	$63,730	
Average Household Income	$81,015	
Per Capita Income	$33,375	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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2010 Population by Age	Number	Percent
Age 0 - 4	4,996	6.9%
Age 5 - 9	5,062	7.0%
Age 10 - 14	4,941	6.8%
Age 15 - 19	5,349	7.4%
Age 20 - 24	5,064	7.0%
Age 25 - 34	10,578	14.6%
Age 35 - 44	9,459	13.0%
Age 45 - 54	11,042	15.2%
Age 55 - 64	7,903	10.9%
Age 65 - 74	4,050	5.6%
Age 75 - 84	2,815	3.9%
Age 85+	1,364	1.9%

2015 Population by Age	Number	Percent
Age 0 - 4	4,709	6.3%
Age 5 - 9	4,756	6.4%
Age 10 - 14	4,903	6.6%
Age 15 - 19	5,039	6.8%
Age 20 - 24	5,894	7.9%
Age 25 - 34	10,131	13.6%
Age 35 - 44	9,387	12.6%
Age 45 - 54	10,282	13.8%
Age 55 - 64	9,597	12.9%
Age 65 - 74	5,443	7.3%
Age 75 - 84	2,726	3.7%
Age 85+	1,378	1.9%

2020 Population by Age	Number	Percent
Age 0 - 4	4,764	6.3%
Age 5 - 9	4,608	6.1%
Age 10 - 14	4,864	6.4%
Age 15 - 19	5,192	6.8%
Age 20 - 24	5,443	7.1%
Age 25 - 34	10,784	14.2%
Age 35 - 44	9,945	13.1%
Age 45 - 54	9,114	12.0%
Age 55 - 64	10,055	13.2%
Age 65 - 74	6,836	9.0%
Age 75 - 84	3,176	4.2%
Age 85+	1,350	1.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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2010 Race and Ethnicity	Number	Percent
White Alone	63,553	87.5%
Black Alone	1,216	1.7%
American Indian Alone	489	0.7%
Asian Alone	4,279	5.9%
Pacific Islander Alone	25	0.0%
Some Other Race Alone	1,622	2.2%
Two or More Races	1,439	2.0%
Hispanic Origin (Any Race)	3,643	5.0%

2015 Race and Ethnicity	Number	Percent
White Alone	63,696	85.8%
Black Alone	1,546	2.1%
American Indian Alone	531	0.7%
Asian Alone	4,825	6.5%
Pacific Islander Alone	32	0.0%
Some Other Race Alone	1,925	2.6%
Two or More Races	1,691	2.3%
Hispanic Origin (Any Race)	4,351	5.9%

2020 Race and Ethnicity	Number	Percent
White Alone	63,613	83.6%
Black Alone	1,968	2.6%
American Indian Alone	571	0.8%
Asian Alone	5,627	7.4%
Pacific Islander Alone	34	0.0%
Some Other Race Alone	2,299	3.0%
Two or More Races	2,020	2.7%
Hispanic Origin (Any Race)	5,205	6.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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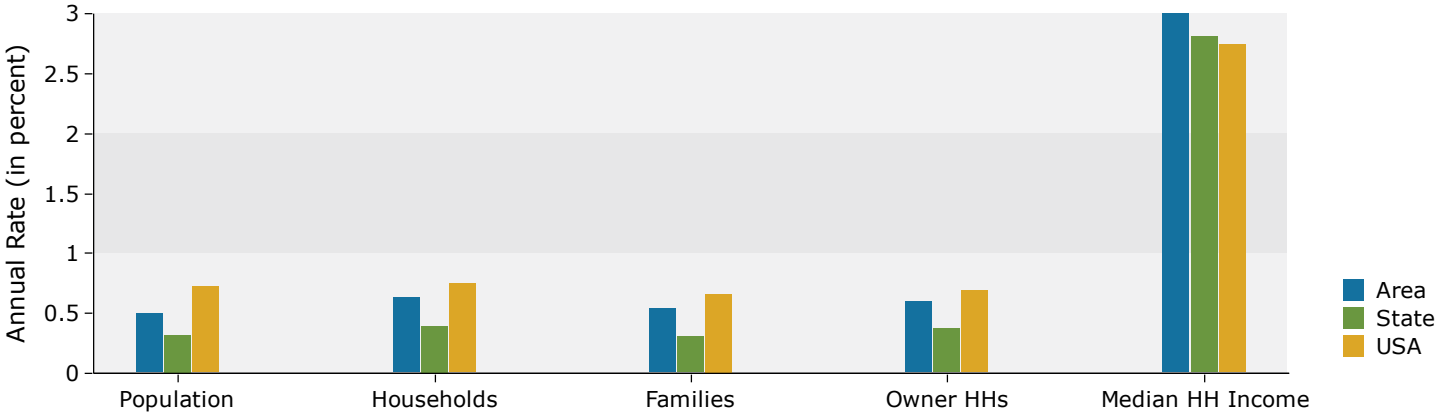
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Demographic and Income Comparison Profile

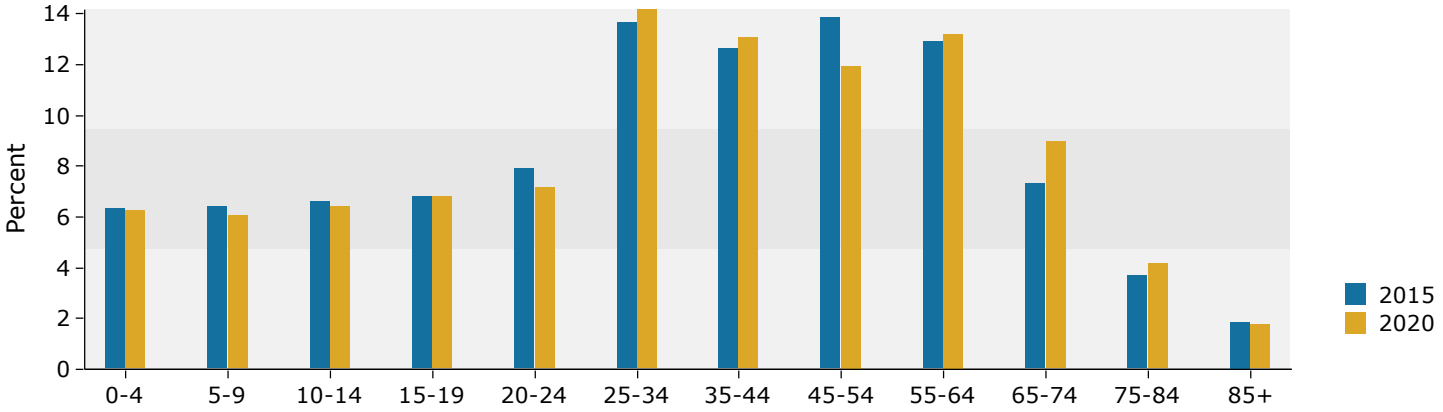
Appleton City, WI
Geography: Place

Prepared by Esri

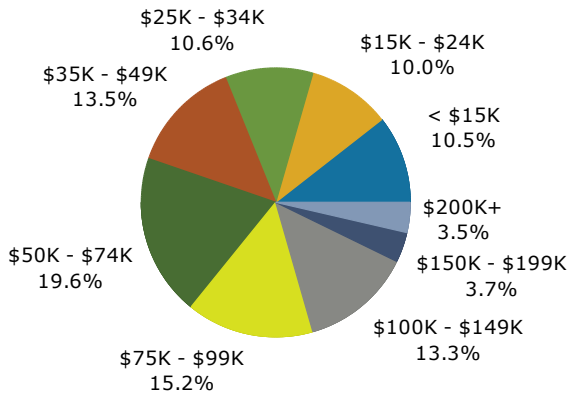
Trends 2015-2020



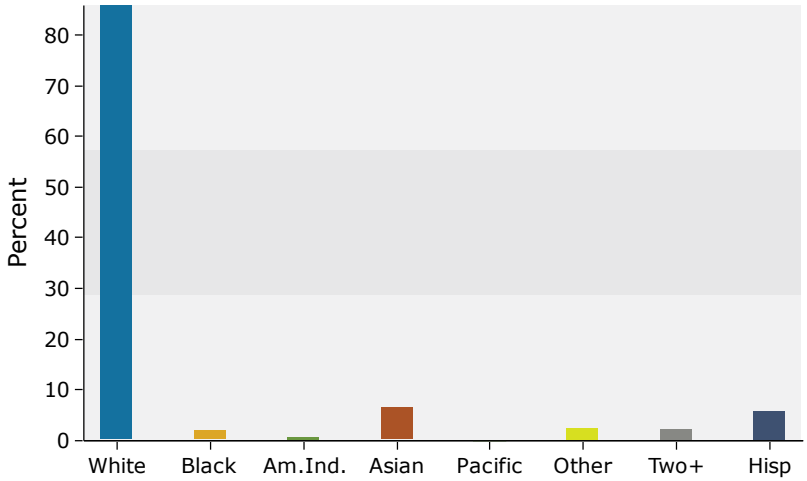
Population by Age



2015 Household Income



2015 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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Disposable Income Profile

Appleton City, WI
Geography: Place

Prepared by Esri

	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	72,623	74,246	76,132	1,886	0.50%
Median Age	35.4	36.7	37.4	0.7	0.38%
Households	28,874	29,960	30,911	951	0.63%
Average Household Size	2.43	2.40	2.39	-0.01	-0.08%

2015 Households by Disposable Income	Number	Percent
Total	29,961	100.0%
<$15,000	3,857	12.9%
$15,000-$24,999	3,864	12.9%
$25,000-$34,999	3,869	12.9%
$35,000-$49,999	5,336	17.8%
$50,000-$74,999	6,969	23.3%
$75,000-$99,999	2,774	9.3%
$100,000-$149,999	2,339	7.8%
$150,000-$199,999	482	1.6%
$200,000+	471	1.6%
Median Disposable Income	$43,268	
Average Disposable Income	$54,346	

	Number of Households						
2015 Disposable Income by Age of Householder	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,469	5,172	5,320	5,951	5,800	3,481	2,764
<$15,000	306	676	424	532	828	525	566
$15,000-$24,999	336	780	402	534	632	451	727
$25,000-$34,999	184	547	840	530	616	537	615
$35,000-$49,999	315	1,090	936	922	1,004	731	339
$50,000-$74,999	218	1,376	1,335	1,638	1,382	722	296
$75,000-$99,999	62	332	699	732	677	167	105
$100,000-$149,999	40	285	516	735	448	231	84
$150,000-$199,999	1	56	122	124	91	67	20
$200,000+	7	30	46	204	122	50	12
Median Disposable Income	$29,296	$41,570	$50,651	$54,678	$46,492	$38,464	$25,989
Average Disposable Income	$36,773	$48,634	$59,770	$67,450	$57,148	$50,151	$35,197

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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Retail MarketPlace Profile

Appleton City, WI
Geography: Place

Prepared by Esri

Summary Demographics	
2015 Population	74,246
2015 Households	29,960
2015 Median Disposable Income	$43,268
2015 Per Capita Income	$28,995

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$1,144,806,294	$950,835,339	$193,970,955	9.3	605
Total Retail Trade	44-45	$1,037,188,063	$835,895,032	$201,293,031	10.7	382
Total Food & Drink	722	$107,618,231	$114,940,307	-$7,322,076	-3.3	223

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$241,328,503	$104,292,765	$137,035,738	39.6	38
Automobile Dealers	4411	$195,577,804	$84,549,844	$111,027,960	39.6	18
Other Motor Vehicle Dealers	4412	$31,251,529	$6,889,389	$24,362,140	63.9	4
Auto Parts, Accessories & Tire Stores	4413	$14,499,170	$12,853,532	$1,645,638	6.0	16
Furniture & Home Furnishings Stores	442	$29,551,086	$20,448,265	$9,102,821	18.2	23
Furniture Stores	4421	$19,219,224	$12,277,867	$6,941,357	22.0	9
Home Furnishings Stores	4422	$10,331,862	$8,170,398	$2,161,464	11.7	14
Electronics & Appliance Stores	443	$60,241,827	$44,606,416	$15,635,411	14.9	30
Bldg Materials, Garden Equip. & Supply Stores	444	$49,726,311	$62,821,027	-$13,094,716	-11.6	29
Bldg Material & Supplies Dealers	4441	$40,103,542	$58,886,941	-$18,783,399	-19.0	26
Lawn & Garden Equip & Supply Stores	4442	$9,622,769	$3,934,086	$5,688,683	42.0	3
Food & Beverage Stores	445	$174,326,622	$124,316,023	$50,010,599	16.7	27
Grocery Stores	4451	$155,250,257	$105,212,509	$50,037,748	19.2	20
Specialty Food Stores	4452	$12,063,732	$11,179,973	$883,759	3.8	4
Beer, Wine & Liquor Stores	4453	$7,012,633	$7,923,541	-$910,908	-6.1	3
Health & Personal Care Stores	446,4461	$74,254,044	$57,409,262	$16,844,782	12.8	37
Gasoline Stations	447,4471	$81,427,564	$42,308,999	$39,118,565	31.6	22
Clothing & Clothing Accessories Stores	448	$45,023,726	$23,454,482	$21,569,244	31.5	33
Clothing Stores	4481	$27,100,242	$10,849,618	$16,250,624	42.8	18
Shoe Stores	4482	$7,749,186	$2,956,167	$4,793,019	44.8	4
Jewelry, Luggage & Leather Goods Stores	4483	$10,174,298	$9,648,697	$525,601	2.7	11
Sporting Goods, Hobby, Book & Music Stores	451	$26,904,627	$19,794,620	$7,110,007	15.2	43
Sporting Goods/Hobby/Musical Instr Stores	4511	$20,755,702	$13,188,046	$7,567,656	22.3	29
Book, Periodical & Music Stores	4512	$6,148,925	$6,606,574	-$457,649	-3.6	14
General Merchandise Stores	452	$193,630,217	$243,118,238	-$49,488,021	-11.3	16
Department Stores Excluding Leased Depts.	4521	$162,806,833	$221,446,130	-$58,639,297	-15.3	8
Other General Merchandise Stores	4529	$30,823,384	$21,672,108	$9,151,276	17.4	8
Miscellaneous Store Retailers	453	$37,753,719	$71,723,105	-$33,969,386	-31.0	76
Florists	4531	$1,546,523	$2,147,824	-$601,301	-16.3	3
Office Supplies, Stationery & Gift Stores	4532	$10,417,291	$14,082,552	-$3,665,261	-15.0	20
Used Merchandise Stores	4533	$6,133,281	$24,313,451	-$18,180,170	-59.7	15
Other Miscellaneous Store Retailers	4539	$19,656,624	$31,179,278	-$11,522,654	-22.7	38
Nonstore Retailers	454	$23,019,817	$21,601,830	$1,417,987	3.2	8
Electronic Shopping & Mail-Order Houses	4541	$16,455,647	$8,337,120	$8,118,527	32.7	4
Vending Machine Operators	4542	$2,602,517	$316,647	$2,285,870	78.3	1
Direct Selling Establishments	4543	$3,961,653	$12,948,063	-$8,986,410	-53.1	3
Food Services & Drinking Places	722	$107,618,231	$114,940,307	-$7,322,076	-3.3	223
Full-Service Restaurants	7221	$57,401,033	$66,414,731	-$9,013,698	-7.3	143
Limited-Service Eating Places	7222	$41,950,879	$40,232,129	$1,718,750	2.1	58
Special Food Services	7223	$2,392,236	$2,724,706	-$332,470	-6.5	5
Drinking Places - Alcoholic Beverages	7224	$5,874,083	$5,568,741	$305,342	2.7	17

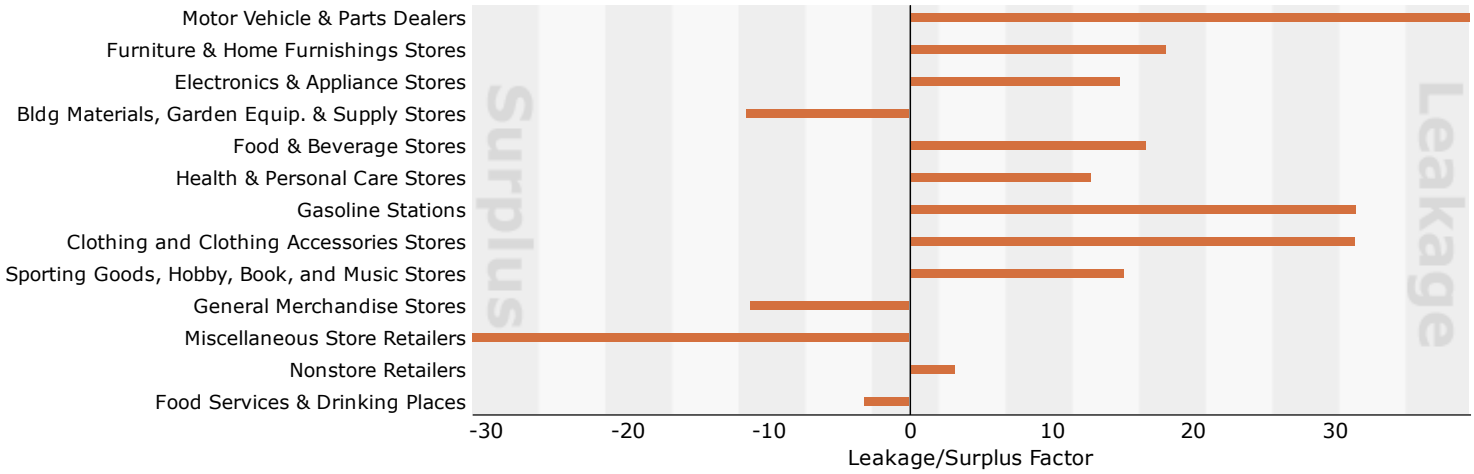
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

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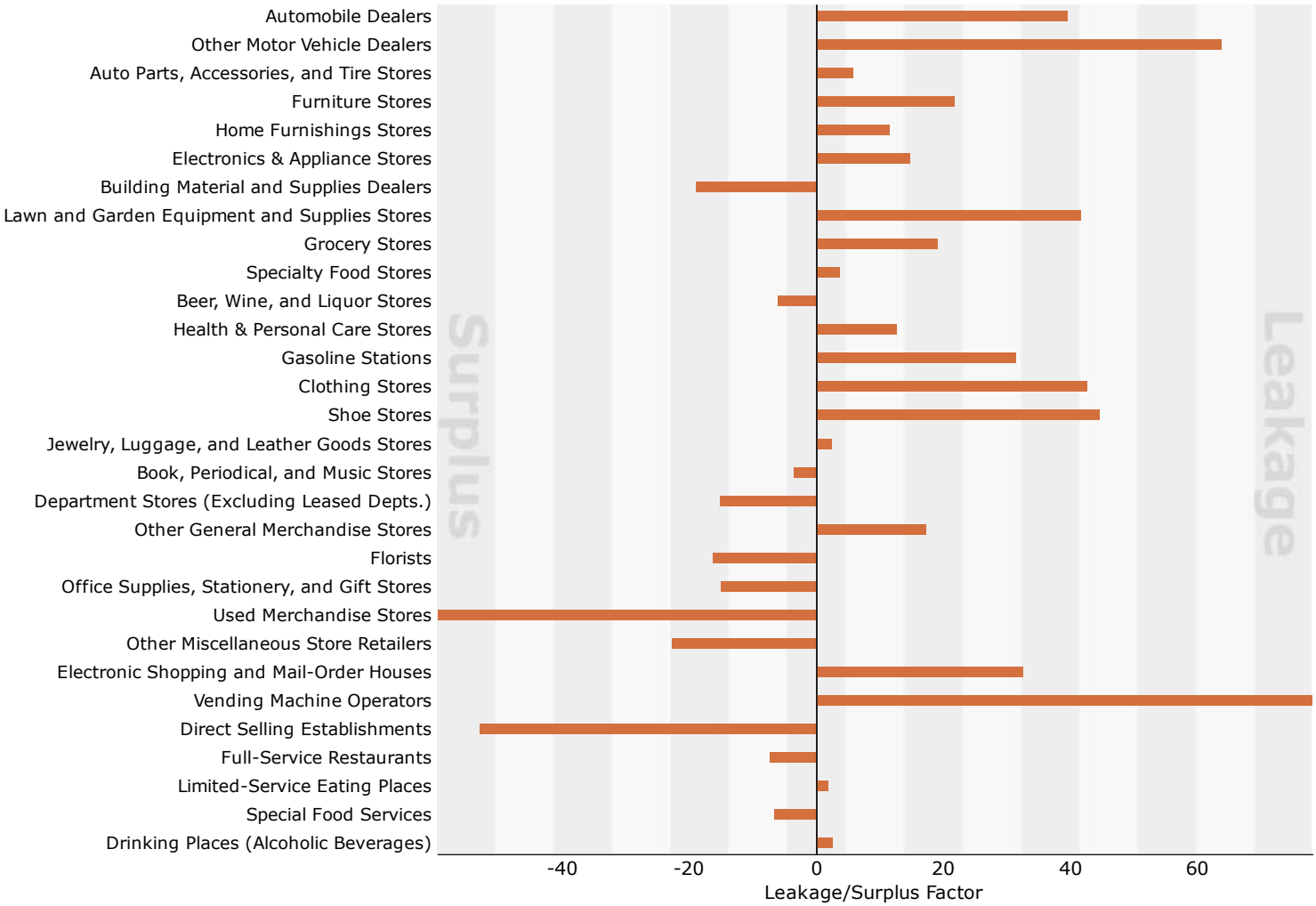
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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S0801 | COMMUTING CHARACTERISTICS BY SEX

2010-2014 American Community Survey 5-Year Estimates

Note: This is a modified view of the original table.

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

Subject	Appleton city, Wisconsin		
	Total	Male	Female
	Estimate	Estimate	Estimate
Workers 16 years and over	37,640	19,538	18,102
MEANS OF TRANSPORTATION TO WORK			
Car, truck, or van	90.7%	90.5%	90.9%
Drove alone	81.7%	82.5%	81.0%
Carpooled	9.0%	8.1%	10.0%
In 2-person carpool	7.0%	6.2%	7.8%
In 3-person carpool	1.4%	1.4%	1.5%
In 4-or-more person carpool	0.6%	0.5%	0.7%
Workers per car, truck, or van	1.06	1.05	1.06
Public transportation (excluding taxicab)	1.2%	1.5%	0.8%
Walked	3.6%	3.3%	3.9%
Bicycle	0.8%	1.2%	0.4%
Taxicab, motorcycle, or other means	0.8%	0.9%	0.6%
Worked at home	3.0%	2.6%	3.4%
PLACE OF WORK			
Worked in state of residence	99.4%	99.3%	99.5%
Worked in county of residence	56.5%	54.3%	59.0%
Worked outside county of residence	42.9%	45.0%	40.6%
Worked outside state of residence	0.6%	0.7%	0.5%
Living in a place	100.0%	100.0%	100.0%
Worked in place of residence	39.9%	35.7%	44.5%
Worked outside place of residence	60.1%	64.3%	55.5%
Not living in a place	0.0%	0.0%	0.0%
Living in 12 selected states	100.0%	100.0%	100.0%
Worked in minor civil division of residence	33.1%	29.8%	36.7%
Worked outside minor civil division of residence	66.9%	70.2%	63.3%
Not living in 12 selected states	0.0%	0.0%	0.0%
Workers 16 years and over who did not work at home	36,529	19,035	17,494
TIME LEAVING HOME TO GO TO WORK			
12:00 a.m. to 4:59 a.m.	4.5%	6.2%	2.5%

Subject	Appleton city, Wisconsin		
	Total	Male	Female
	Estimate	Estimate	Estimate
5:00 a.m. to 5:29 a.m.	3.3%	4.6%	1.9%
5:30 a.m. to 5:59 a.m.	5.2%	6.8%	3.6%
6:00 a.m. to 6:29 a.m.	7.2%	7.8%	6.5%
6:30 a.m. to 6:59 a.m.	10.2%	11.4%	8.9%
7:00 a.m. to 7:29 a.m.	15.5%	14.0%	17.0%
7:30 a.m. to 7:59 a.m.	15.5%	14.1%	17.1%
8:00 a.m. to 8:29 a.m.	8.4%	7.2%	9.8%
8:30 a.m. to 8:59 a.m.	3.8%	3.5%	4.1%
9:00 a.m. to 11:59 p.m.	26.5%	24.5%	28.6%
TRAVEL TIME TO WORK			
Less than 10 minutes	16.8%	15.3%	18.4%
10 to 14 minutes	25.9%	25.2%	26.8%
15 to 19 minutes	23.1%	23.2%	23.1%
20 to 24 minutes	14.2%	13.8%	14.7%
25 to 29 minutes	3.9%	4.6%	3.2%
30 to 34 minutes	7.1%	8.2%	6.0%
35 to 44 minutes	3.7%	3.9%	3.5%
45 to 59 minutes	3.0%	3.4%	2.4%
60 or more minutes	2.2%	2.5%	1.9%
Mean travel time to work (minutes)	18.0	18.8	17.1
VEHICLES AVAILABLE			
Workers 16 years and over in households	36,825	19,237	17,588
No vehicle available	2.0%	2.3%	1.7%
1 vehicle available	19.9%	16.6%	23.6%
2 vehicles available	51.6%	52.5%	50.5%
3 or more vehicles available	26.5%	28.6%	24.1%
PERCENT IMPUTED			
Means of transportation to work	5.7%	(X)	(X)
Private vehicle occupancy	6.3%	(X)	(X)
Place of work	7.6%	(X)	(X)
Time leaving home to go to work	13.3%	(X)	(X)
Travel time to work	9.9%	(X)	(X)
Vehicles available	0.7%	(X)	(X)

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The 12 selected states are Connecticut, Maine, Massachusetts, Michigan, Minnesota, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, and Wisconsin.

Workers include members of the Armed Forces and civilians who were at work last week.

While the 2010-2014 American Community Survey (ACS) data generally reflect the February 2013 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2010 data. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

Explanation of Symbols:

1. An '**' entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.
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S2401

OCCUPATION BY SEX AND MEDIAN EARNINGS IN THE PAST 12 MONTHS (IN 2014 INFLATION-ADJUSTED DOLLARS) FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER

2010-2014 American Community Survey 5-Year Estimates

Note: This is a modified view of the original table.

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

Subject	Appleton city, Wisconsin				
	Total	Male	Female	Median earnings (dollars)	Median earnings (dollars) for male
	Estimate	Estimate	Estimate	Estimate	Estimate
Civilian employed population 16 years and over	38,179	51.7%	48.3%	32,972	40,764
Management, business, science, and arts occupations:	13,136	46.1%	53.9%	51,180	61,257
Management, business, and financial occupations:	5,001	58.6%	41.4%	58,065	70,492
Management occupations	2,763	58.8%	41.2%	64,539	77,000
Business and financial operations occupations	2,238	58.3%	41.7%	52,351	61,367
Computer, engineering, and science occupations:	1,824	72.1%	27.9%	60,731	66,000
Computer and mathematical occupations	739	70.1%	29.9%	61,596	61,695
Architecture and engineering occupations	909	80.5%	19.5%	65,625	71,154
Life, physical, and social science occupations	176	37.5%	62.5%	46,875	57,115
Education, legal, community service, arts, and media occupations:	4,407	31.2%	68.8%	39,183	47,857
Community and social services occupations	724	39.0%	61.0%	35,743	37,283
Legal occupations	287	44.9%	55.1%	43,092	9,133
Education, training, and library occupations	2,577	24.7%	75.3%	42,816	50,028
Arts, design, entertainment, sports, and media occupations	819	40.0%	60.0%	26,302	35,741
Healthcare practitioner and technical occupations:	1,904	22.9%	77.1%	54,253	126,000
Health diagnosing and treating practitioners and other technical occupations	1,269	25.3%	74.7%	64,886	173,295
Health technologists and technicians	635	18.1%	81.9%	37,075	48,264
Service occupations:	6,259	40.0%	60.0%	13,507	16,089
Healthcare support occupations	966	16.3%	83.7%	24,576	25,583
Protective service occupations:	486	78.4%	21.6%	38,721	40,469
Fire fighting and prevention, and other protective service workers including supervisors	332	79.2%	20.8%	21,375	32,321
Law enforcement workers including supervisors	154	76.6%	23.4%	52,162	52,095
Food preparation and serving related occupations	2,868	43.1%	56.9%	9,189	7,614
Building and grounds cleaning and maintenance occupations	996	57.0%	43.0%	16,274	21,346
Personal care and service occupations	943	17.4%	82.6%	12,430	21,544
Sales and office occupations:	9,762	38.5%	61.5%	27,781	36,566
Sales and related occupations	4,467	51.8%	48.2%	27,635	38,898
Office and administrative support occupations	5,295	27.2%	72.8%	27,816	31,183

Subject	Appleton city, Wisconsin				
	Total	Male	Female	Median earnings (dollars)	Median earnings (dollars) for male
	Estimate	Estimate	Estimate	Estimate	Estimate
Natural resources, construction, and maintenance occupations:	2,544	96.1%	3.9%	41,239	41,795
Farming, fishing, and forestry occupations	81	64.2%	35.8%	4,698	18,243
Construction and extraction occupations	1,308	98.5%	1.5%	36,094	36,465
Installation, maintenance, and repair occupations	1,155	95.7%	4.3%	47,361	47,472
Production, transportation, and material moving occupations:	6,478	76.9%	23.1%	31,741	34,957
Production occupations	3,896	75.3%	24.7%	36,711	40,794
Transportation occupations	1,174	87.1%	12.9%	24,000	25,500
Material moving occupations	1,408	72.9%	27.1%	21,043	23,071
PERCENT IMPUTED					
Occupation	7.3%	(X)	(X)	(X)	(X)

Subject	Appleton city, Wisconsin
	Median earnings (dollars) for female
	Estimate
Civilian employed population 16 years and over	26,450
Management, business, science, and arts occupations:	44,189
Management, business, and financial occupations:	49,318
Management occupations	52,355
Business and financial operations occupations	46,995
Computer, engineering, and science occupations:	55,455
Computer and mathematical occupations	60,625
Architecture and engineering occupations	55,917
Life, physical, and social science occupations	45,156
Education, legal, community service, arts, and media occupations:	34,048
Community and social services occupations	33,611
Legal occupations	47,679
Education, training, and library occupations	36,518
Arts, design, entertainment, sports, and media occupations	25,453
Healthcare practitioner and technical occupations:	50,091
Health diagnosing and treating practitioners and other technical occupations	57,917
Health technologists and technicians	36,580
Service occupations:	12,065
Healthcare support occupations	24,502
Protective service occupations:	18,839
Fire fighting and prevention, and other protective service workers including supervisors	6,750
Law enforcement workers including supervisors	52,917
Food preparation and serving related occupations	10,306
Building and grounds cleaning and maintenance occupations	9,389
Personal care and service occupations	11,840
Sales and office occupations:	23,663
Sales and related occupations	14,558
Office and administrative support occupations	27,040
Natural resources, construction, and maintenance occupations:	26,458
Farming, fishing, and forestry occupations	-
Construction and extraction occupations	-
Installation, maintenance, and repair occupations	36,944
Production, transportation, and material moving occupations:	21,798
Production occupations	26,250
Transportation occupations	19,063
Material moving occupations	18,875
PERCENT IMPUTED	
Occupation	(X)

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Occupation codes are 4-digit codes and are based on Standard Occupational Classification 2010.

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entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2010 data. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

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Funding Programs

Incentive	Program Description	Availability	Effectiveness	Relevance
Tax Increment Financing (TIF)	Property taxes generated in a defined area on new development is used by City to pay for investments in improvements or entice new improvements, and therefore increase tax base. Incentive goes to private sector project expected to generate incremental property tax revenue	TIF should be used wherever possible, particularly if building on an underutilized site with low value. Where a district does not exist now, a new TIF district should be explored as an option. The possibility of transferring funds from a district with positive increment to a downtown TIF should be explored	Extremely effective when development occurs and generates positive increment.	Downtown redevelopment projects
Community Development Block Grant (CDBG)	Federal program which provides funds for the benefit of Low and Moderate Income Persons (LMI) and for blight elimination. Range of eligible activities include acquisition, demolition, public improvements, relocation, property rehab, housing, planning, microenterprise assistance and public service. Can be used by City. CDBG dollars are available for variety of downtown and neighborhood planning activities that benefit LMI populations	City could start banking funds over the next 3-5 years by programming blight elimination, job creation (economic development) and investment in LMI areas, specifically for downtown revitalization, increasing the amount used for downtown improvements. Existing homeowner or rental rehab money could be used for improving 2nd story units above College Ave. retail. CDBG time requirements for allocation and spending must be considered.	Slightly more administratively burdensome but serves a different purpose and complements well with other incentives. If area is LMI, for example, street lighting can be added as a safety feature, and not come from another budget area. Blight elimination is a very effective use of CDBG funds. Acquisition and demolition of blighted property would serve to facilitate higher value development possibly with TIF, so as to create increment for the district. Use for blight elimination limited to 30% of total funding.	Downtown redevelopment projects; CDBG planning dollars could be targeted to support neighborhood level planning efforts in eligible census tracts
Community Development Investment Grant (CDIG)	State of WI program offered by WEDC for re/development providing financial incentives for shovel-ready projects for downtown community-driven efforts. Funds go to City.	Grants up to $250,000 are available and applications are accepted throughout the fiscal year, however WEDC staff estimates all funding for this fiscal year will be committed by December of 2016, making an early application mandatory should the City desire to access this funding source. Having a Development Agreement in place is needed for a competitive application.	Very effective depending on the project. Requires a community match so should be structured with project benefitting residents and employees downtown. Possibility for redevelopment of Soldiers Square or other project which directly stimulates private sector investment.	Downtown redevelopment projects; including parks as well as tax producing projects

Incentive	Program Description	Availability	Effectiveness	Relevance
Section 42 Housing Tax Credits (LIHTC) and New Markets Tax Credits (NMTC)	Tax credit programs offered through WHEDA (LIHTC) and the IRS (NMTC) providing financial incentives for housing and economic development.	Attracts capital to low income communities by providing private investors with a federal tax credit for investments made in housing (LIHTC), businesses or economic development projects (NMTC)	Can provide critical source of equity for developers, particularly effective when combined with Historic Tax Credits.	Census tracts where the individual poverty rate is at least 20 percent or where median family income does not exceed 80 percent of the area median (NMTC)
Public-Private Partnerships (PPPs)	A catch all term for a variety of public-private arrangements which are structured to cost effectively provide the public with quality goods, services, and facilities.	Opportunities to explore PPPs can be initiated by the City at any time.	When effectively structured and monitored, PPPs can be very effective at delivering public goods cost effectively.	Potential PPPs could address a variety of downtown issues including parking provision, street maintenance, park funding, and others.
Historic Tax Credits	Applies to certified historic buildings. Under the program, owners of eligible buildings may receive a state income tax credit for 20 percent of the qualified rehabilitated expenditures.	Building must be designated "historic" on state and/or federal registry. Improvements must be completed in keeping with historic guidelines and are subject to review and approval by granting body.	Can make all the difference in the financial feasibility of an historic renovation, as they are quite costly. As one part of an incentive, historic tax credits are often paired with other incentives.	Downtown redevelopment projects
Brownfields Grant Program	Any city, village, town, county, individual or business may apply for funds 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.	Readily available through 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.	Effective and necessary if a brownfield exists in the downtown (or elsewhere throughout the City) for remediation and repurposing of valuable real estate.	Downtown redevelopment projects and river redevelopment

Incentive	Program Description	Availability	Effectiveness	Relevance
Idle Sites Grant	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 of larger. Funds are limited to 30% of eligible costs including demolition, environmental remediation, or site-specific improvements defined in a redevelopment plan. Preference given to sites in high-density urban areas or CBD's.	Effective in redeveloping large tracts of land that can otherwise sit vacant and underutilized for a long period of time.	May not be relevant to downtown study area
Natural Resource Damage Assessment (NRDA) Program	Settlement funding from Fox River contamination lawsuits. Money can be used for environmental, recreation, and access activities in Lower Fox River	On-going grant cycle; currently approx. $42 million available	Numerous communities along Lower Fox River have used the funding on a variety of projects	Trail development, public access to river, environmental restoration
Transportation Alternatives Program (TAP) Funding	Combination of Safe Routes to School, Bicycle and Pedestrian, and Transportation Enhancement programs	Applications are accepted every other year, with the next round of applications being available in 2017 (likely late in year) for construction to begin in 2018/2019	Applications go through the Appleton MPO. Grants are 80% of project cost.	Trail development

Incentive	Program Description	Availability	Effectiveness	Relevance
Fox Cities Convention and Visitors Bureau	Funding for capital projects and special programs which attract visitors to greater Fox Valley. As a general rule the Tourism Development Grant Committee does not fund elements of trail construction projects. There are, however, rare exceptions where a trail project will be considered under the capital project category. Most often these will be unique or unusual crossings or bridges that are key to the success of a particular trail project (See effectiveness column)	Grant review committee meets every other month. Inquire with Director for specific request. pseidl@foxcities.org	Matching funds. The project must meet at least two of the criteria below. • The trail project is a segment of an officially designated state trail or a trail that connects with a statewide trail. It connects, or will eventually connect, the Fox Cities with communities in other parts of the state. • It is located near Fox Cities hotels and connects hotel guests to Fox Cities attractions. • It provides opportunities for year-round usage, including snowmobiling or cross-country skiing in the winter. • It is unique in the state or gives visitors access to a Fox Cities body of water. • There is reason to believe the trail will get a large amount of use by overnight visitors in the community. • Be matched by a significant amount of cash and in-kind support from throughout the Fox Cities. • The trail is consistent with Bureau's strategic vision of the Fox Cities as a thriving visitor destination hosting conventions, sports tournaments and leisure visitors	Trail development

Incentive	Program Description	Availability	Effectiveness	Relevance
CDBG Section 108 Loan Program	Section 108 of the Housing and Community Development Act of 1974 provides for a loan guarantee component of the Community Development Block Grant (CDBG) Program. The Section 108 Loan Guarantee Program (Section 108) provides communities with a source of financing for economic development, housing rehabilitation, public facilities, and other physical development projects, including improvements to increase their resilience against natural disasters. The funds can be used by the City to undertake eligible projects, or, alternatively, can be loaned to a third party developer to undertake the projects. This flexibility makes it one of the most potent and important public investment tools that HUD offers to local governments.	The program allows local governments to transform a small portion of their CDBG funds into federally guaranteed loans large enough to pursue physical and economic revitalization projects capable of renewing entire neighborhoods. **While local governments borrowing funds guaranteed by HUD through the Section 108 program must pledge their current and future CDBG allocations as security for the loan,** the goal is for the proposed project to have sufficient cash flow to repay the loan without any need for current or future CDBG dollars used for the repayment.	Such public investment is often needed to inspire private economic activity, providing the initial resources or simply the confidence that private firms and individuals may need to invest in distressed areas.	Downtown housing development; low and moderate income eligibility;
Transportation Facilities Economic Assistance and Development Program (TEA)	WDOT funding for transportation related projects which support economic development	Year Round. Generally up to $5,000 per job created or retained for streets and stormwater improvements.	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. Should transportation improvements be needed, this program should be evaluated for use	While not available for Park/Rec projects, if there is an opportunity to support the development of a medical facility in the downtown, it should be considered.

Incentive	Program Description	Availability	Effectiveness	Relevance
Brownfields Area Wide Planning Grant (EPA)	Program provides funding to assist communities in responding to local brownfields challenges	Annually available through competitive grant cycle	Many communities, such as Green Bay, have used the program to successfully conduct corridor planning studies intended to spur economic development	Corridors leading into and adjacent downtown may be good fit for program; as well as sites north of College Ave.
WDNR Sports Fishing Restoration (SFR)	These grants may be used 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. Funding for this program comes from federal excise taxes on fishing equipment and a portion of the federal gas tax.	Grant application materials may be submitted at any time. For consideration in the federal fiscal year that begins each October, applications must be received by the regional Grants specialist no later than December 1 of the previous year.		Riverfront development
WDNR Recreational Boating Facilities Grant	These grants may be used by counties, towns, cities, villages, tribes, sanitary districts, public inland lake protection and rehabilitation districts and qualified lake associations for recreational boating facility project. 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.	A five-member Waterways Commission, appointed by the governor, reviews and recommends projects for funding. Deadlines are established quarterly.		Riverfront development

Incentive	Program Description	Availability	Effectiveness	Relevance
WDNR Knowles-Nelson Stewardship Program	Aids for the Acquisition and Development of Local Parks (ADLP) is a regional allocation program which provides up to 50 percent matching grants to local and county units of government and nonprofit conservation organizations (NCOs) to provide assistance for the acquisition and development of local and county parks. NCOs can use these funds for the acquisition of land or easements only. County and local governments may use ADLP funds for the purchase of land and easements and the development of outdoor recreation areas for nature-based outdoor recreation purposes.	[Application deadline - May 1 of each year; $4.0 million distributed annually statewide]	Projects submitted for grants under the Stewardship Program must be included in a locally-adopted park plan.	Jones/Ellen Kort/YMCA Ramp Site
WDNR Knowles-Nelson Stewardship Program	Urban Green Space (UGS) is a Statewide program which provides up to 50 percent matching grants to local and county units of government and NCOs to acquire or protect scenic, ecological, or other natural features within or near urban areas and provide land for nature-based outdoor recreation, including noncommercial gardening. These funds can be used for the acquisition of land only. [Application deadline - May 1 of each year; $1.6 million distributed annually statewide]		Projects submitted for grants under the Stewardship Program must be included in a locally-adopted park plan.	Jones/Ellen Kort/YMCA Ramp Site

Incentive	Program Description	Availability	Effectiveness	Relevance
WDNR Knowles-Nelson Stewardship Program	Urban Rivers (URGP) is a Statewide program which provides up to 50 percent matching grants to local and county units of government and NCOs to purchase land or easements, or to develop shoreline enhancements on or adjacent to rivers that flow through urban or urbanizing areas. This program is intended to preserve or restore urban rivers or riverfronts for the purpose of revitalization and nature- based outdoor recreation activities. NCOs can use these funds for the acquisition of land or easements only.	[Application deadline - May 1 of each year; $1.6 million distributed annually statewide]	Projects submitted for grants under the Stewardship Program must be included in a locally-adopted park plan.	Jones/Ellen Kort Peace Park
WDNR Knowles-Nelson Stewardship Program	The Land and Water Conservation Fund (LAWCON) program was established by the U.S. Congress in 1964 to provide funding for the acquisition of land for park or open space preservation purposes and the development of outdoor recreation facilities. In Wisconsin, LAWCON funds are administered by the DNR. Up to 50 percent of project costs are eligible for funding under this program. A portion of this amount is available to local and county units of government for the acquisition of land and the development of parks and trails. The “nature-based” restriction in the Stewardship Program does not apply to LAWCON funds.	[Application deadline - May 1 of each year; $1.6 million to the State of Wisconsin allocated by Congress, 2005]	Projects submitted for grants under the Stewardship Program must be included in a locally-adopted park plan.	Jones/Ellen Kort Peace Park

Past Planning Efforts

The 2016 Downtown Plan builds upon previous studies and plans for downtown and the riverfront, several of which are summarized below.

1995 Downtown Plan

This plan established a vision and objectives for the downtown, as well as a decision framework of initiatives and goals, and a set of strategies it proposed to attain those goals.

Following completion of the Plan, investment helped identify the West End (entertainment district) and the retail node on the eastern end of College Avenue in the downtown. Streetscape improvements and façades improvements enhanced the downtown area. Along the Fox River, several historic mill buildings were renovated.

1998 Greenprint for Downtown Appleton

A streetscape enhancement plan was prepared for College Avenue between Badger Avenue and Drew Street, including major gateways to the downtown business district. Project design elements included lighting, pavers, planting, street furniture and amenities.

Some of the opportunities focused on in the project include:

- Creation of a distinct character for different zones
- Development of a new image of Appleton as the urban center of the Fox Valley
- Improvement of traffic flow from one-way to two-way
- Improvement of the greenspace system and linkages to the Fox River
- Encouragement of residential development downtown
- Improvement of the physical setting for downtown events and programming

1999 Target Niche Analysis, Business Identification, and Implementation Plan for Downtown Appleton

This study sought identified specific retail market niches and tenant types, and strategies for general economic vitality in the downtown. Recommendations included:

- Recruitment and retention of retail and office uses including:
  - Children-oriented stores; Home furnishings stores; Gourmet food stores
  - Music and arts businesses; Specialty goods; Specialty services; Convenience and low-end retailers; Business support services
- Development of the Fox Cities Performing Arts Center
- Development of a small performance venue (400 to 800 seats) for non-mainstream acts
- Development of a central programmable public space at the center of the commercial core
- Promotion of office, hotel, residential infill
- Support to locally owned businesses
- Organized tenant recruitment efforts

2001 Focus Fox River: A Master Plan

Amended in 2003, this plan focused on redevelopment and reinvestment along the Fox River in the City of Appleton. The plan described a set of initiatives and goals, along with strategies for achieving these goals. The major initiatives and strategies included:

- Aesthetic, Historic, and Ecological Character Initiative: Maintaining the balance between urban land uses and ecological features.

  - Expand on the Fox River's role in regional plans
  - Balance ecological needs with existing and future development
  - Enhance the quality and reduce the ecological impact of riverfront development
  - Preserve the historical significance of the riverfront
  - Promote the riverfront as a destination
- Access Initiative: Define, expand, and enhance access to the riverfront.
  - Create a wayfinding system for the riverfront
  - Promote modes of transportation unique to the riverfront
  - Improve street access to the riverfront

Public Ownership of the Riverfront Initiative: Expand the publicly owned and accessible land along the riverfront

  - Increase and expand multi-modal transportation opportunities around the riverfront
  - Create opportunities for education about the history of Appleton and the Fox River
- Redevelopment and Economic Revitalization Initiative: Adaptive reuse and redevelopment along the riverfront
  - Designate redevelopment opportunities along the riverfront
  - Improve public parks as an integral part of the riverfront

2002 Multi-Modal Transportation and Parking Study for Appleton's Riverfront

The purpose of this study was to determine if the types of development and redevelopment proposed in Focus Fox River: A Master Plan could be accommodated. Key recommendations included:

- East College Avenue Bridge be widened to four lanes.
- Adding a second southbound lane on Meade Street at College Avenue
- Scaling back development at the Valmet site to allow for adequate parking.
- Additional parking for Lutz Park

2004 Riverfront Trail Connection Study

The purpose of this study was to review previously adopted plans and define riverfront connections for bicyclists and pedestrians. The study made recommendations for design, management, and construction of several trail segments.

2010 Downtown Plan

The 2007 update to the City of Appleton's Downtown Plan was incorporated into the City's 2010 Comprehensive Plan. The update recommended mixed-use and residential districts north of the core downtown, with some pockets of redevelopment south of the core.

Providing additional public spaces in the downtown, including parks, plaza, and greenways, was an important component of the plan. Additionally, the plan sought to connect these with the downtown and neighborhoods outside of the downtown through a system of trails.

The update recommended a series of initiatives with associated strategies for implementation, including:

- Urban Design
- Tourism/Arts/Entertainment
- Neighborhood and Residential Development
- Business and Office Development
- Transportation and Parking
- Downtown Management

2010 Richmond Street Corridor Study

This study was incorporated into the City's 2010 update to its Comprehensive Plan. The Richmond Street Corridor is an important entry corridor into the Downtown and consists of mixed commercial and residential development.

The Study proposed redevelopment sites, including potential commercial and mixed use sites within the area bounded by Richmond St., the railroad tracks, and Packard St. Other recommendations included:

- Focus pedestrian oriented commercial development between Atlantic St. and College Ave., residential mixed use to the north, with residential mixed use north to Wisconsin Ave.
- Linking the Corridor with the Downtown Streetscape Plan
- Encouraging architectural styles and site design that reflect the Downtown environment
- Improving bike and pedestrian access, as well as public transit amenities

2015 Appleton Economic Development Strategic Plan

2015 Appleton Economic Development Strategic Plan
This comprehensive economic development plan for the City of Appleton reviews targeted industries and core focus areas for maximizing strengths for regional economic growth. Noted as one of the City's most shining strengths, the document states downtown Appleton has huge potential to be one of the most prominent attractions to business, the creative class, a tech workforce, and young professionals. The plan recommends that if the city desires to attract and keep young professionals, downtown housing and parking, should be priorities. In summary:

- Business Attraction goals such as accelerating business park land sales, developing relationships with site selectors and brokers, and marketing campaigns
- Retention visits and streamlined municipal processes
- Measuring success
- Encouraging development of the regional foodshed
- Fostering partnerships to enhance workforce development effectiveness

The Economic Development Strategic Plan provides a macro view of the City of Appleton's focus areas for economic development while calling out the strength of the downtown as an economic engine. Many of the goals of the Economic Development Strategic Plan feature the downtown, including a marketing campaign for business attraction related to retail/tourism.

Developing the regional foodshed as an economic development goal will have significant impact upon and success from a focus in downtown Appleton. The already successful Farmers Market brings visitors to downtown with numerous ancillary benefits. The most obvious location for a food incubator would be located in downtown Appleton. And a visitor attraction marketing campaign would naturally draw people into downtown Appleton, meeting economic development, community development and tourism goals simultaneously.

2015 Downtown Parking Study

A comprehensive downtown parking analysis was conducted in anticipation of new development and changes to the City's public parking program including but not limited to:

- A new public library, the Fox Cities Fox Cities Exhibition Center, and possibly relocated City Hall
- Proactively addressing upcoming parking needs and improving upon the delivery of public parking services.

Five different scenarios were evaluated based on different assumptions for existing demand, potential changes in the parking supply (for example, removal of parking ramps), and new parking demand driven by potential projects. Key findings from the study included:

- Downtown Appleton has an excess of parking available currently.
- The city-owned Blue Ramp (401 spaces) and YMCA-owned Soldier Square Ramp (450 spaces) are nearing the end of their useful lives and will likely be removed from service by 2020.

2016 Downtown Appleton Mobility Plan

The purpose of the study was to determine and evaluate strategies to improve multi-modal mobility and traffic circulation in downtown Appleton in an area bounded by Atlantic Street, Lawe Street, Richmond Street, and the Fox River.

Key recommendations from the study included:

- Restoring Appleton St. and other one-way streets to two-way traffic flow
- Elimination of the northbound right turn coming off of the Oneida Street Bridge.
- Restoring the grid system by eliminating the curved entrance to downtown
- Enhancements to crosswalks including maintenance and ADA requirements
- Additional pedestrian bump outs and raised intersections
- A comprehensive network of bike lanes

2016 Appleton Trails Master Plan

A comprehensive Trails Master Plan is being developed for the entire City, including the downtown area. The Plan includes preliminary engineering for five trail segments. Two of those segments are in and adjacent to downtown. One is a proposed trail segment from Olde Oneida Street, just south of the locks, west along the Fox River, south through Riverview Gardens connecting to W. River Rd and W. Seymour St. The other proposed trail segment runs from Peabody Park east along the Fox River through the Riverside Cemetery connecting to Ballard Road. In addition to these segments the Trails Plan carries forward several trail planning initiatives which appeared in previous plans, including development of a trail from Lutz Park to Vulcan Heritage Park as well as new trestle trail segments.

DRAFT PERFORMANCE BENCHMARKS

Existing benchmarks (BLACK) from Downtown BID Vitality Index

New proposed benchmarks (RED)

1. Total assessed value of BID properties ($)
2. Total assessed value of Downtown Study Area ($)
3. BID property occupancy rate (%)
4. BID property vacancy rate (%)
5. Total number of businesses within BID
6. Total number of housing units in Downtown Study Area
7. Total population within Downtown Study Area
8. Walkscore at intersection of College Avenue & North Appleton Street
9. Hotel occupancy within Downtown Study area



Appleton State of the Downtown Report

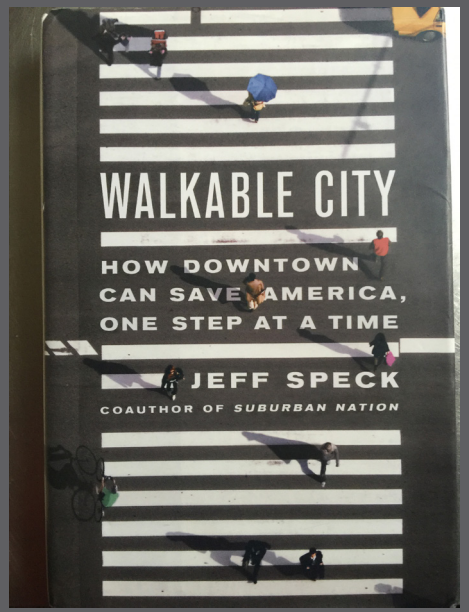
Appleton - *Context/History*

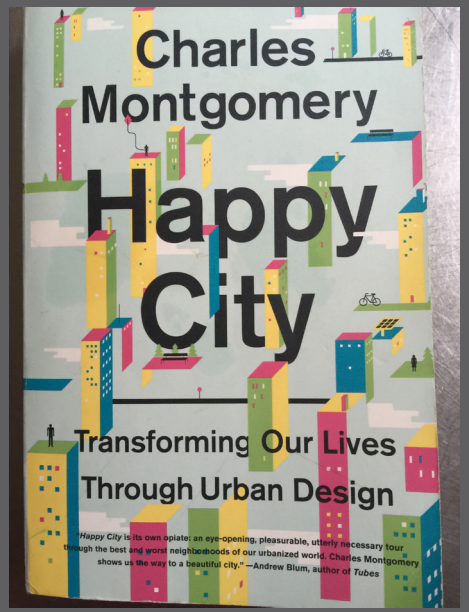
- founded around Lawrence University
- grew up around paper and other industry tied to river
- a city of ravines previously used as open dumps
- 1922 city plan called for widening of
- Cherry Drive (Memorial) and creation of parks system
- downtown suffered with flight of retail to suburbs
- city center plaza one of few remaining downtown malls
- urban renewal left north of college bare



Downtowns - *Key Trends*

- creative placemaking & tactical urbanism
- walkability, biking, and the growth of transit
- growth in downtown housing
- sustainable cities and eco-districts
- a decline in retail & the deliberate consumer





Downtowns - *Central Social District*

The downtown area with activity venues that make it easy for people to have enjoyable experiences with other people.

They are the town's central meeting place -- today's versions of Greek agoras and Roman forums.



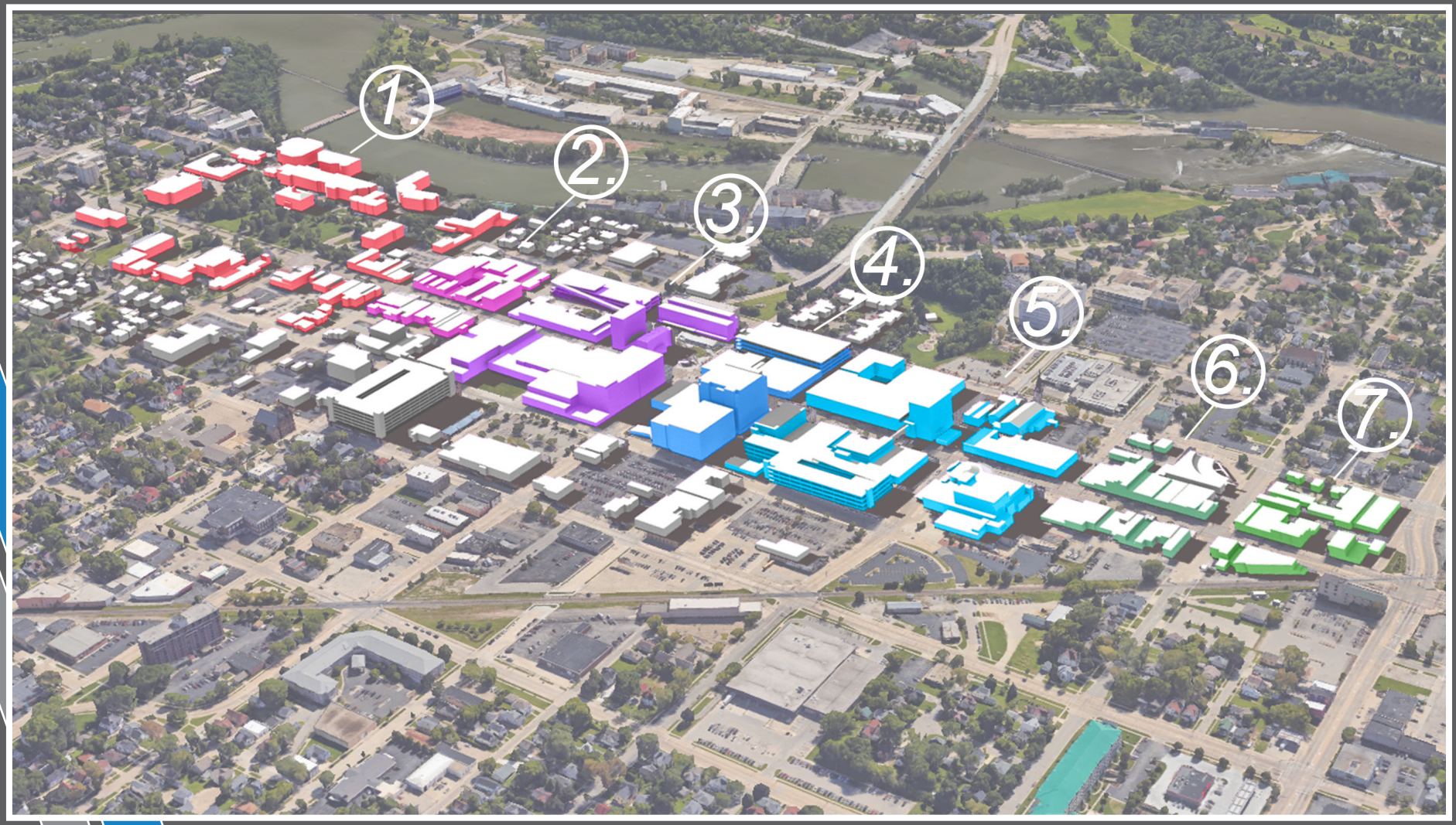
Downtown Appleton - *Assets*

- thriving business environment along much of College Avenue
- large daytime workforce supports local business activity
- lawrence university and several well regarded educational institutions
- fox river, an extensive park system and growing trail network
- strong healthy neighborhoods, faith-based organizations, and non-profits
- historic buildings and good urban design elements in portions of downtown
- high traffic volumes
- successfull events including Mile of Music, Oktoberfest, and Farmer's Market
- several well regarded arts and entertainment venues

Downtown Appleton - Liabilities

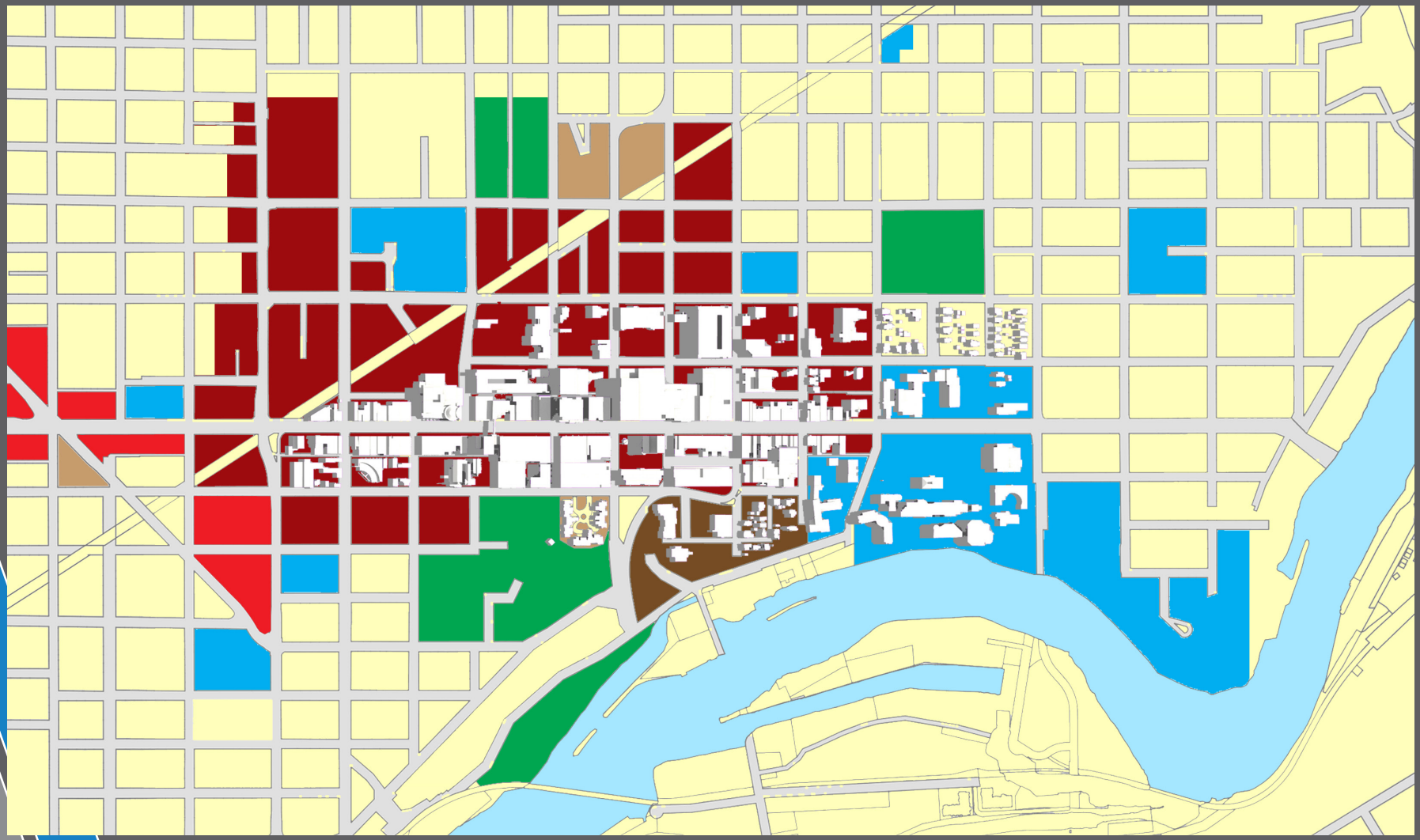
- over dependence on College Avenue
- connectivity and access to the fox river
- confusing street network
- few people living in downtown core
- perception of safety
- maintenance and image in portions of downtown

Dowtown - Building Massing



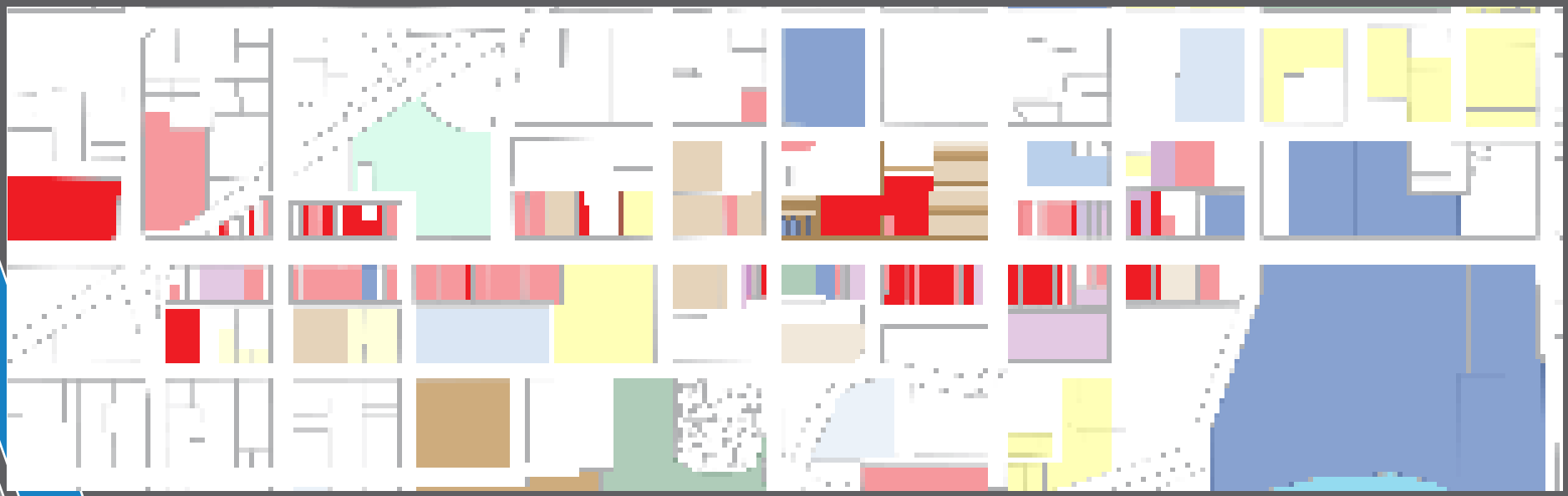
300 East | 200 East | City Center/100 East | 200 West | 400/300 West | 500 West | 600 West

Dowtown - Future Land Use



Commercial | CBD | Public Parks | Institutional | Mixed Use | Multifamily

Dowtown - Land Use Activities



Living & Staying downtown

Gathering & Celebrating

Exercising & Looking Good

Shopping

Worshipping

Learning

Working & Banking

Eating & Drinking

Making Art & Music

Enjoying Music & Entertainment

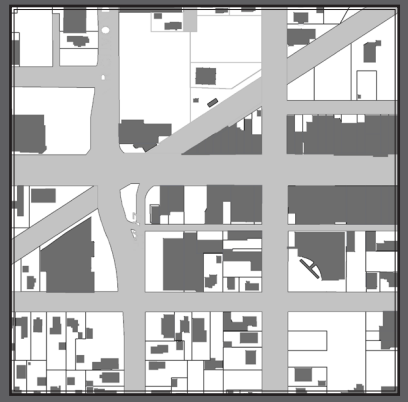
West College Ave : 600 Block (North View)



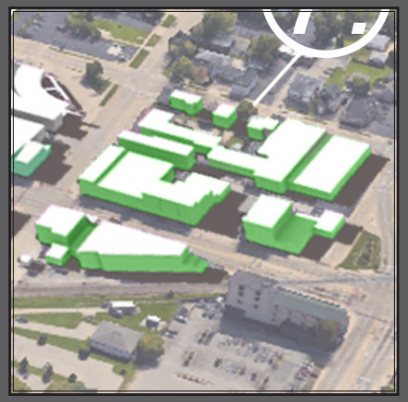
Land Use



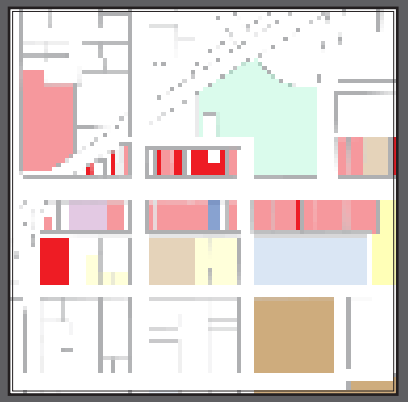
Block Structure



Building Massing



Activities



West College Ave : 600 Block (South View)



Appleton - West 600 Block

NORTH VIEW

Strengths

- Historic buildings
- Variety of retail, service and hospitality on this block
- Low rents, affordable spaces

Weaknesses

- Several stores do not maintain regular hours
- Buildings on western edge of block before train tracks appear in poor condition
- Irregular lots very close to train tracks
- Poor façade treatments on some buildings

SOUTH VIEW

Strengths

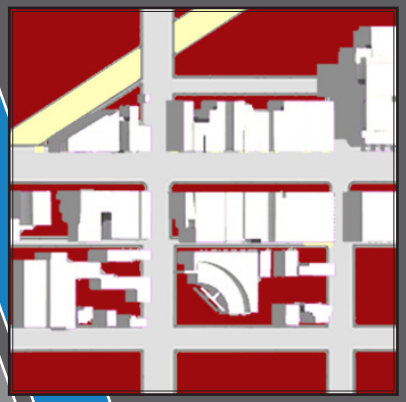
- New investment in downtown brew pub
- Mix of restaurants, art gallery and specialty retail

- Weaknesses
- Un-screened parking lot creates break in street wall and undermines image of block leaving poor impression at key gateway to downtown
- Poor façades and signage undermine first impressions of downtown

West College Ave : 500 Block (North View)



Land Use



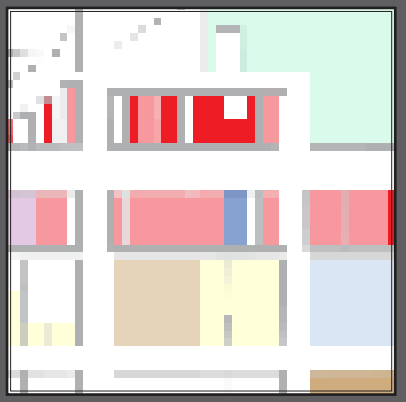
Block Structure



Building Massing



Activities



West College Ave : 500 Block (South View)



Appleton - West 500 Block

NORTH VIEW

Strengths

- Mix of uses include coffee shop, apparel, gift store, vacuum store, liquor, restaurant/bar
- Coventry Glass is a long standing business that showcases several dozen artists work
- Pleasant grade change enhances pedestrian walking experience
- Cozzy Corner one of few downtown businesses operating successfully off of College Avenue.

Weaknesses

- Existing mix of businesses do not appear to complement each other to any significant degree
- Popular liquor/beer/wine store lacks front entrance, thereby decreasing amount of foot traffic on front of block
- Odd mix of facades and lack of decent signage makes this block challenging to comprehend, and therefore somewhat unattractive
- Some of the low two-story buildings could make us of more upper levels, thus giving more height consistency within the block and maximizing the opportunity for upper level residential
-

SOUTH VIEW

Strengths

- Nice mix of 1, 2, and 3 story buildings
- Concentration of bars along west half of block
- Mr. Taco one of few successful restaurants off of College Avenue
- Pleasant grade change provides interesting walk
- Nearly all hospitality uses on this block feeds to 'entertainment district' label for downtown

Weaknesses

- Image and cleanliness, safety concern at night
- Several buildings not well maintained
- Nearly all hospitality uses on this block (could be strength or weakness depending on how it's leveraged)
-

West College Ave : 300/400 Block (North View)



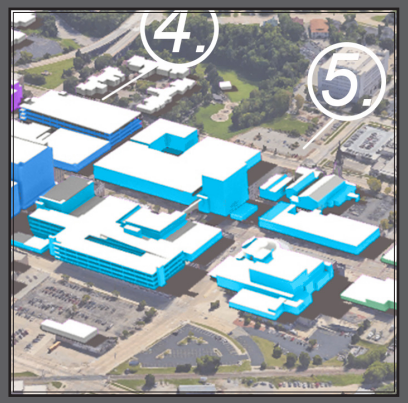
Land Use



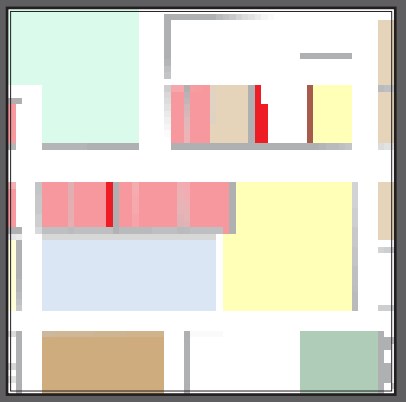
Block Structure



Building Massing



Activities



West College Ave : 300/400 Block (South View)



Appleton - West 300/400 Block

NORTH VIEW

Strengths

- Characterized by distinctive, well maintained buildings including boutique hotel and newly renovated upscale restaurant
- News/pipe/snacks/bookstore provides variety of daily needs for visitors, residents, downtown workers

Weaknesses

- Street wall interrupted by deeply recessed green space which is rarely used
- Significant swing from very attractive properties to those needing some attention
- Nice mix of retail, service, office and hospitality but lacks pedestrian activity
- Retail vacancy and some office vacancy in this block
-
-

SOUTH VIEW

Strengths

- Largest hotel downtown, guests help support other downtown businesses
- Strong concentration of bars along western half of block creates a niche where businesses feed off each other's traffic and they are able to tap into larger trade area than they would as stand-alone businesses
- Very active node at night and especially when the PAC is hosting events
- Outdoor seating and dining

Weaknesses

- Some residents, visitors have poor image of area due to concentration of bars, clubs
- Some safety concerns in the area have been expressed
- Some buildings are not being adequately maintained
- Some vacancy/underutilized buildings
- Lack of code enforcement to ensure proper building maintenance
-

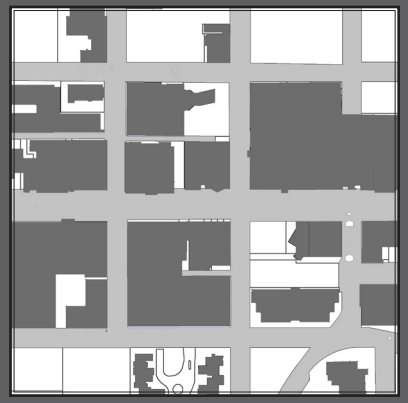
West College Ave : 200 Block (North View)



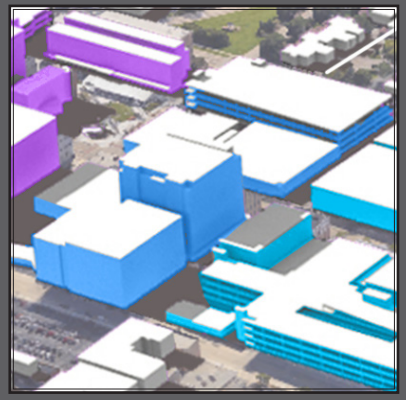
Land Use



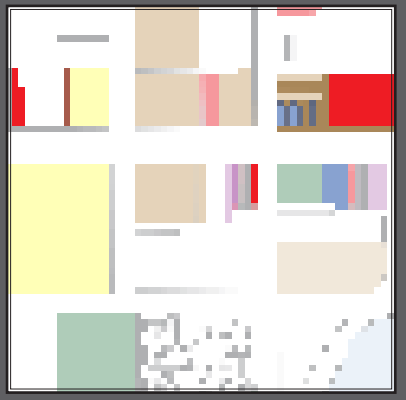
Block Structure



Building Massing



Activities



West College Ave : 200 Block (South View)



Appleton - West 200 Block

NORTH VIEW

Strengths

- Hospitality venues on this block mark transition to 'entertainment district'
- East half of block characterized by attractive (architecturally) nicely preserved 2-3 story historic buildings with interesting architectural details

Weaknesses

- Image of public realm undermined by presence of cigarette butts along sidewalk, in planters
- Dirty windows, some poorly maintained buildings undermine image of block
- Long uninterrupted façade makes for uninteresting walk
- Façade renovation opportunities

SOUTH VIEW

Strengths

- Very popular coffee shop draws visitors and neighborhood residents from early in the morning until late in the evening
- Renovated parklet provides opportunity for outdoor programming, dining, music
- 222 building is a recognizable landmark, built with quality materials, attractive texture and color
- Well maintained block

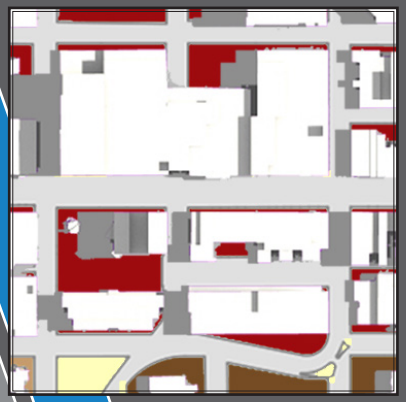
Weaknesses

- Some ground floor vacancies
- With only three buildings on this block, there is not another retail draw other than the Copper Rock.
- Lack of service related business serving the needs of nearby downtown office workers

East College Ave : City Center (North View)



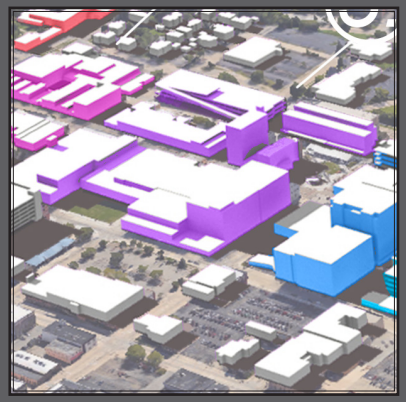
Land Use



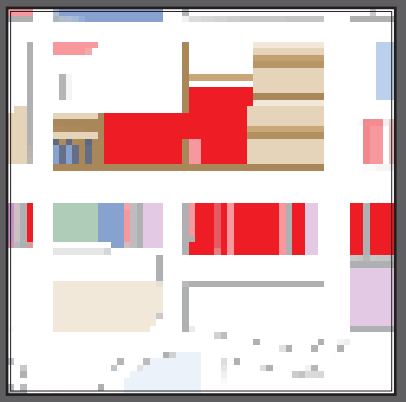
Block Structure



Building Massing



Activities



East College Ave : 100 Block (South View)



Appleton - East 100 Block

NORTH VIEW

Strengths

- Zuelke building (12 stories) is a recognizable landmark downtown
- Empower Yoga draws people to block throughout the day and on weekends
- Salon/hair care use compliments yoga studio as part of health & fitness niche
- Excellent location for mid to high level apartments

Weaknesses

- Scale of two 1 -story buildings sandwiched between 12 story and 4 story buildings in heart of downtown is slightly awkward
- Trees only extend half way along block from Houdini Plaza
- Several vacant office spaces in this building, approximately ½ the office space is available
-

SOUTH VIEW

Strengths

- Strongest retail concentrated block on College Avenue
- Gift store niche with several complimentary businesses represented
- Solid block wall, narrow, historic buildings with excellent façade transparency creates inviting pedestrian environment
- Comfortable opportunities to socialize in and out front of coffee shops, restaurants, salons
- High degree of pedestrian activity
- Excellent building conditions

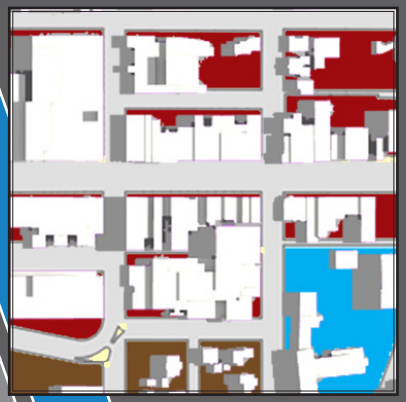
Weaknesses

- Plastic garbage/recycling containers out of character with outstanding public realm found along most of College Avenue
- Few attempts to leverage and grow pedestrian activity (eg, outdoor games, sidewalk play area)
- Opportunities
- Add more outdoor seating, public art
- Consider a small interactive game table such as outdoor checkers or place for kids to draw with sidewalk chalk
- Second story residential should be maximized on this block
-

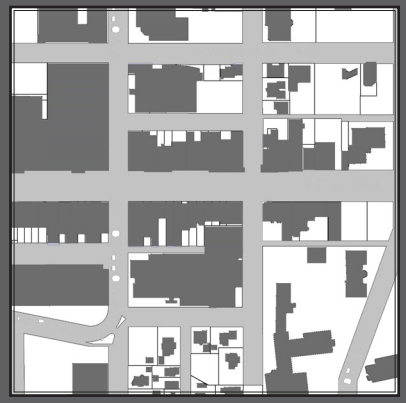
East College Ave : 200 Block (North View)



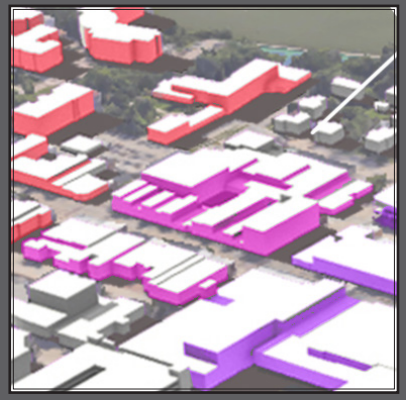
Land Use



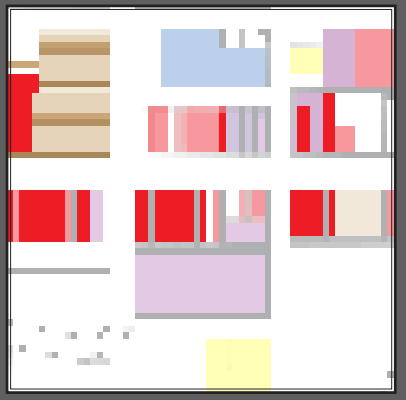
Block Structure



Building Massing



Activities



East College Ave : 200 Block (South View)



Appleton - East 200 Block

NORTH VIEW

Strengths

- Strong restaurant, retail, and services mix creates high level of pedestrian activity
- The Fire, Pino's Pallette compliment Heid Music and serve to anchor business niche focused on participant learning and hands on experiences creating art with friends and loved ones
- Attractive buildings and materials, well maintained
- Awnings, recessed entries, transparent facades make for an interesting walk
- Popular outdoor seating at Antoijos Mexican restaurant creates sticky pedestrian environment
- Accessible destination for office workers from City Center Plaza over lunch hour

Weaknesses

- Not all businesses fully embrace window display areas
- Poor N/S connections with lack of pedestrian wayfinding
- Opportunities
- Explore opportunities to use underutilized window displays for public art or other displays which change regularly

SOUTH VIEW

Strengths

- Strong retail block including Gabriel Furniture and gift stores
- Popular care and restaurant/taverns easily accessible to neighborhood and Lawrence University
- Well maintained historic buildings with good levels of façade transparency contributes to interesting walking environment
- Sense of enclosure and human scale environment
- Retail and hospitality provides great opportunities for higher traffic uses

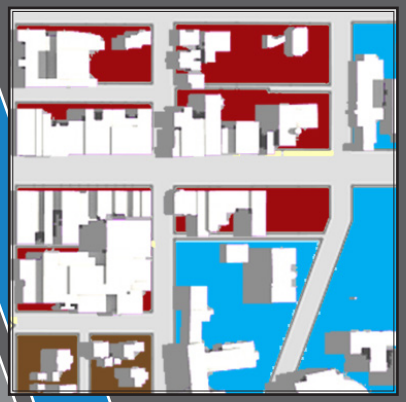
Weaknesses

- Limited outdoor seating
- Without any blade signage, it is difficult to know what is on the block without walking or driving right in front of the building or store.
- Places for small groups to gather, play music, interact with one another
-

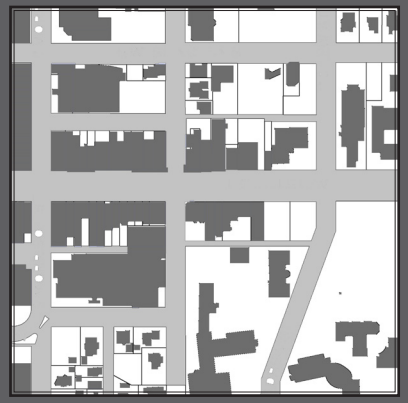
East College Ave : 300 Block (North View)



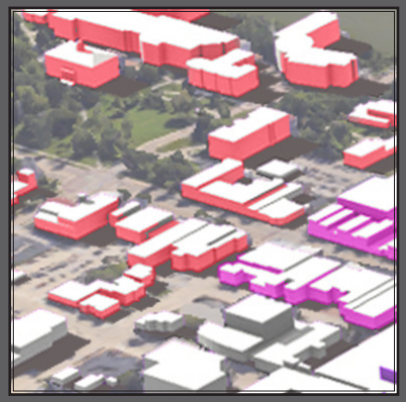
Land Use



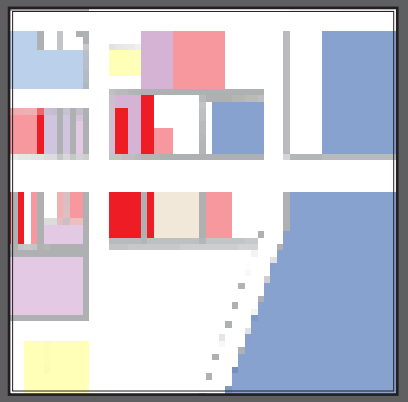
Block Structure



Building Massing



Activities



East College Ave : 300 Block (South View)



Appleton - East 300 Block

NORTH VIEW

Strengths

- Quality public realm including pedestrian scale street clock
- Destination retail including quality jeweler and craft dog treat business
- Diverse mix of office, restaurant, retail
- New business offers art, design classes, helping to strengthen arts/music/culture niche

Weaknesses

- Mostly empty park at southwest corner of Drew and East College sees very little use
- Lack of transparency along south streetwall creates uninteresting pedestrian environment
- Some solid candidates for façade renovation on this block.
- Poor public realm along alley path connecting Lawrence University to Durkee Street, YMCA
-

SOUTH VIEW

Strengths

- Heid Music, History Museum contribute to arts/music/culture niche along east end of College Avenue. These are all draws to downtown from the City/region at large.
- Good mix of office, services, tavern, restaurants, art and cultural uses draws people to area at different times of the day
- Older buildings with unique history, mostly well maintained
- Colorful, interesting mural (Alley Project) provides programming opportunity
- Seth's Coffee, House of Rock, north of block draw pedestrians into back alley

Weaknesses

- Outdoor seating not strategically located near activity nodes or conducive to small groups of people sitting and talking, face to face
- Vacant former bank building undermines mostly pedestrian friendly character of block at east end
- Alley streetscape non-contiguous with adjacent block to west (200 East) across Durkee Street
-

Land Use Block Analysis Key Findings

1. The most successful retail blocks are those where the buildings are narrow, embrace the street, and have highly transparent facades which engage passerby, encourage walking, and discover

2. Longer blocks with uninterrupted and non-transparent facades undermine downtown Appleton's walkability and retail environment

3. The image of downtown varies widely, with a mix of very strong retail blocks further east and deteriorating and blighted properties as one approaches Richmond Street

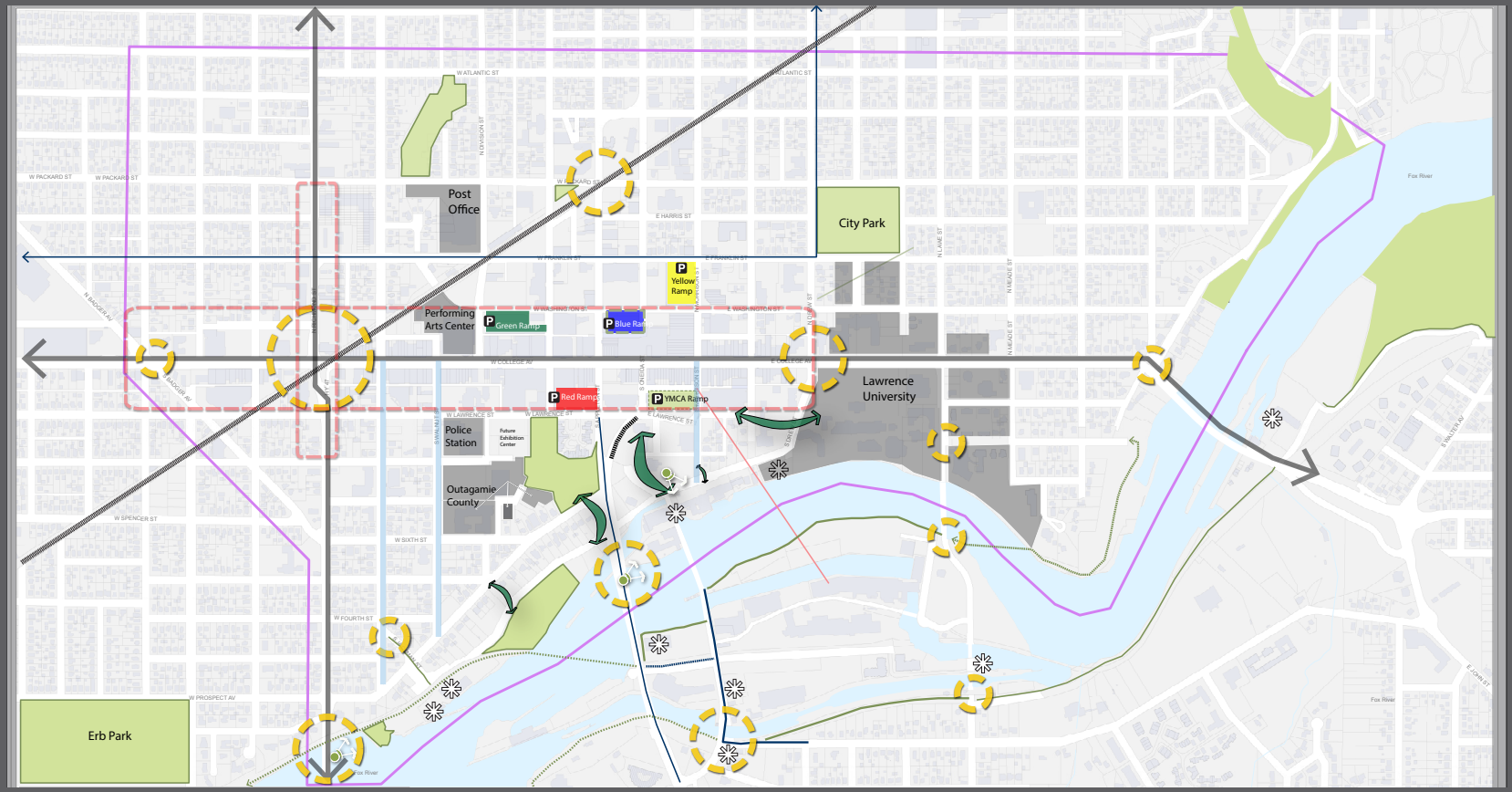
4. Several business niches have formed: Restaurants/ Entertainment; Retail/Gifts; Office niche

5. There is a growing cluster of businesses offering experiential art/music activities and classes, primarily east College Avenue

6. Despite a strong retail and arts/entertainment environment downtown is not currently functioning as a shopping destination that meets ALL the daily needs of residents

7. Too few people are living in and near downtown to support the types of businesses many people want (grocery, theater, more family oriented restaurants)

Access /// Connectivity to River



Existing:









Access //Connectivity to River

Strengths

- There are several pedestrian staircases connecting the bluff to the river
- Natural gateways provide exceptional views of river from bridges

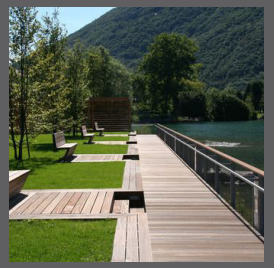
Weaknesses

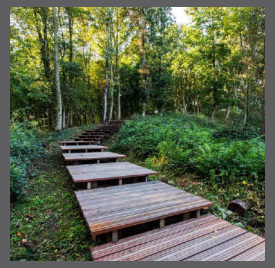
- There are few roads connecting downtown to the river
- Lack of coordinated streetscape and physical infrastructure linking downtown to river
- There is almost no pedestrian oriented wayfinding
- Access to the river is confusing

Opportunities

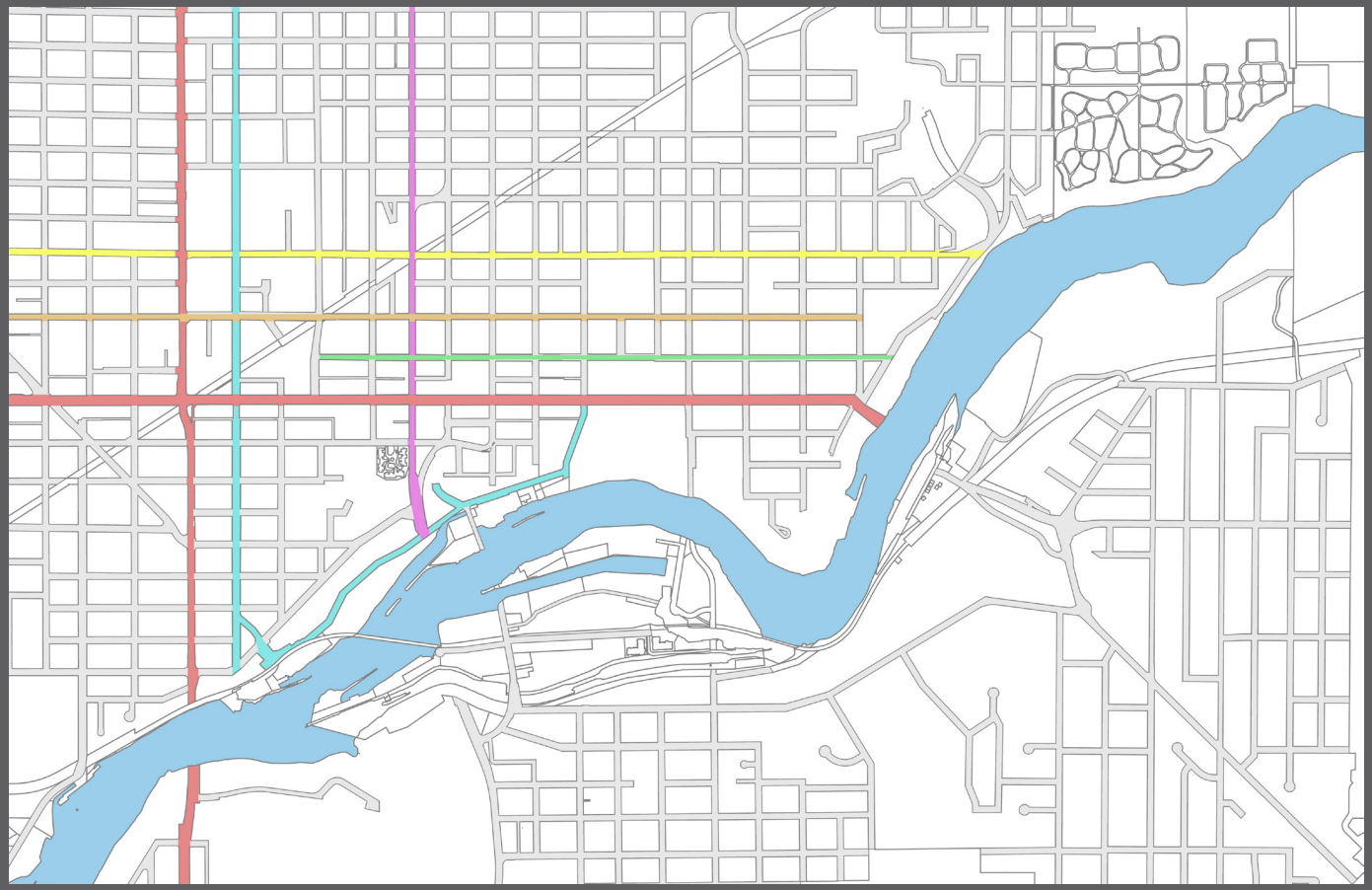
- Focus efforts on linking highest activity areas to river
- Grand staircase connecting Olde Oneida to bluff
- Planned trestle trail connections
- Riverwalk
- Fox River Visitor Center
- Explore “folly” concept such as a zip line, funicular, or slide which becomes destination
- Art as wayfinding, wayfinding as art








Streetscape



College



Washington



Franklin



State



Richmond



Water



Appleton



Streetscape

Strengths

- College Avenue is a well-defined, well-furnished Street with quality public realm including nicely composed lighting, evenly spaced trees, benches, planters, clocks, stamped concrete

Weaknesses

- College Avenue streetscape provides few opportunities for people to sit down and talk face to face because benches face one way
- Parklets lack sitting, standing architecture to encourage people watching up and down the street
- Lack of bicycle infrastructure
- The public realm rarely “turns the corner” to extend north or south off of College Ave
- Other than College Avenue, the balance of streets in the core downtown lack definition and structure
- Many streets are suburban in nature with adjacent land use patterns characteristic of strip mall development typically not found in the core downtown area of a City

Opportunities

- Develop a unique set of streetscape standards which define individual streets downtown while reinforcing other plan objectives such as increased connectivity to the river
- Implement a comprehensive system of pedestrian scaled wayfinding throughout the downtown in conjunction with streetscape enhancements
- Define streetscapes using a set of standards which require buildings to front directly onto public sidewalks and right of way








Walkability: The walk must be... useful













Useful

Strengths

- Variety of uses support people's daily needs: banking, apparel, hotels, eating/drinking, florist, jeweler, coffee shops, professional offices, government services, entertainment, library, education, religious, musical instruments, etc.
- Mix of on street, off street and multi-story garages

Weaknesses

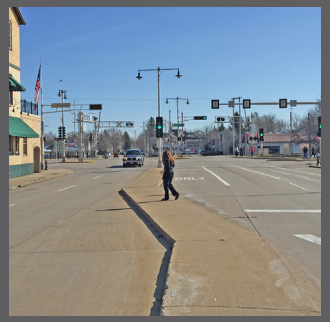
- Motor vehicles dominate the public realm
- Limited transit service
- Lack of transit amenities
- Limited supply and options for housing
- Limited public open space and greening
- Overabundance of bars

Walkability: The walk must be... Safe













Safe

Strengths

- Adequate lighting on College Ave.
- Well marked cross walks on College Ave.
- Mix of night uses on College Ave. activates public realm
- Plentiful 1st floor building windows allowing eyes on the street
- On street parking protects sidewalk users

Weaknesses

- Inconsistent lighting of other streets
- Inconsistent lighting of building back sides
- Numerous blank walls along other streets
- Right turns on red
- Inadequate cycling infrastructure has bikes using the sidewalk
- Rail lines & rail crossings north of Franklin St.

Walkability: The walk must be... Comfortable













Comfortable

Strengths

- Wide sidewalks on College Ave.
- Attractive streetscape on College Ave.
- Numerous benches along College Ave.
- Numerous shade trees along College Ave.
- Seating, plantings, fountain in Houdini Plaza

Weaknesses

- Lack of streetscape furnishings beyond College Ave.
- Numerous narrow sidewalks on other streets
- Numerous driveway curb cuts along other streets
- Lack of shade trees along other streets

Walkability: The walk must be... Interesting













Interesting

Strengths

- Numerous buildings with unique/attractive facades
- Occasional murals and historic painted wall signs
- Unique business signs along College Ave.
- Occasional sculpture / public art
- Houdini Plaza
- College Ave. pocket park
- Lawrence College Campus

Weaknesses

- Lack of flexible, public green space
- Overemphasis on College Ave. – other streets are bleak
- Numerous blank walls along other streets
- Lack of visual and physical connections to the river

Public Art



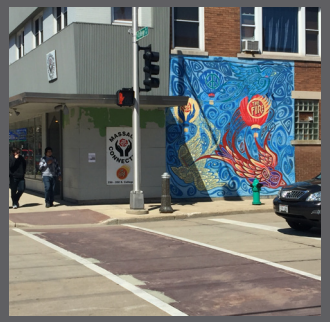
















Creative Culture and Public Art

Strengths

- An emerging arts and culture scene anchored by several prestigious venues such as the Trout Museum of Art, Stansbury Theater, Lawrence Memorial Chapel and the Fox Cities Performing Arts Center
- Mile of Music and a thriving local music scene
- Arts and culture are poised to play an increasing role in contributing to downtown Appleton's economic and social vitality

Weaknesses

- Maintenance of public art
- Financial sustainability to support on-going arts programming
- Lack of a public art master plan

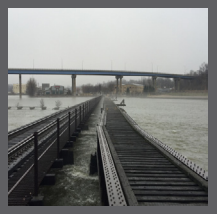
Opportunities

- Preservation and upkeep of older, existing buildings with modestly priced rents so entrepreneurs and creatives can afford physical space to operate
- Dependable funding for cultural and arts oriented events and projects
- Formal establishment of an arts council or commission to administer, promote a public art program
- Continue creating temporary events and testing out concepts as a part of ground truthing and building long term support

Gathering Spaces








Gathering Spaces

Strengths

- There are several parks in and adjacent to downtown
- Downtown including Houdini Plaza is well programmed
- Downtown Farmer's Market very successfull

Weaknesses

- Jones Park is underused and is perceived as unsafe by some
- There is no destination gathering space on the river
- Parks and trails are not well marked or connected
- Downtown lacks adequate functional public gathering space to support variety of heavy users including YMCA, downtown events, residential development

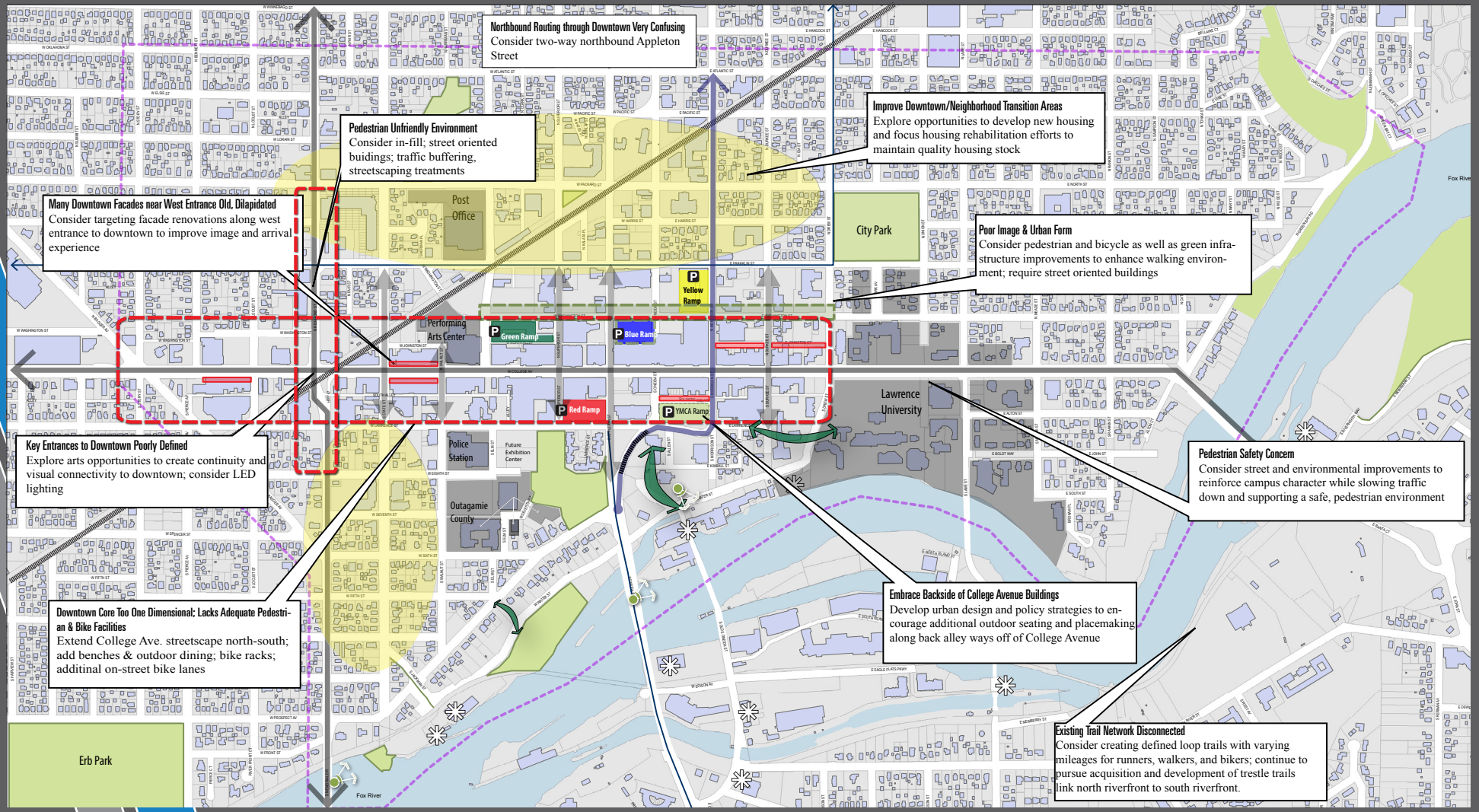
Opportunities

- Outdoor ampitheater
- Ellen Korte Peace Park
- Repurpose YMCA Ramp site as Central Plaza
- Riverwalk along Fox River
- Trail connections
- Interactive playground

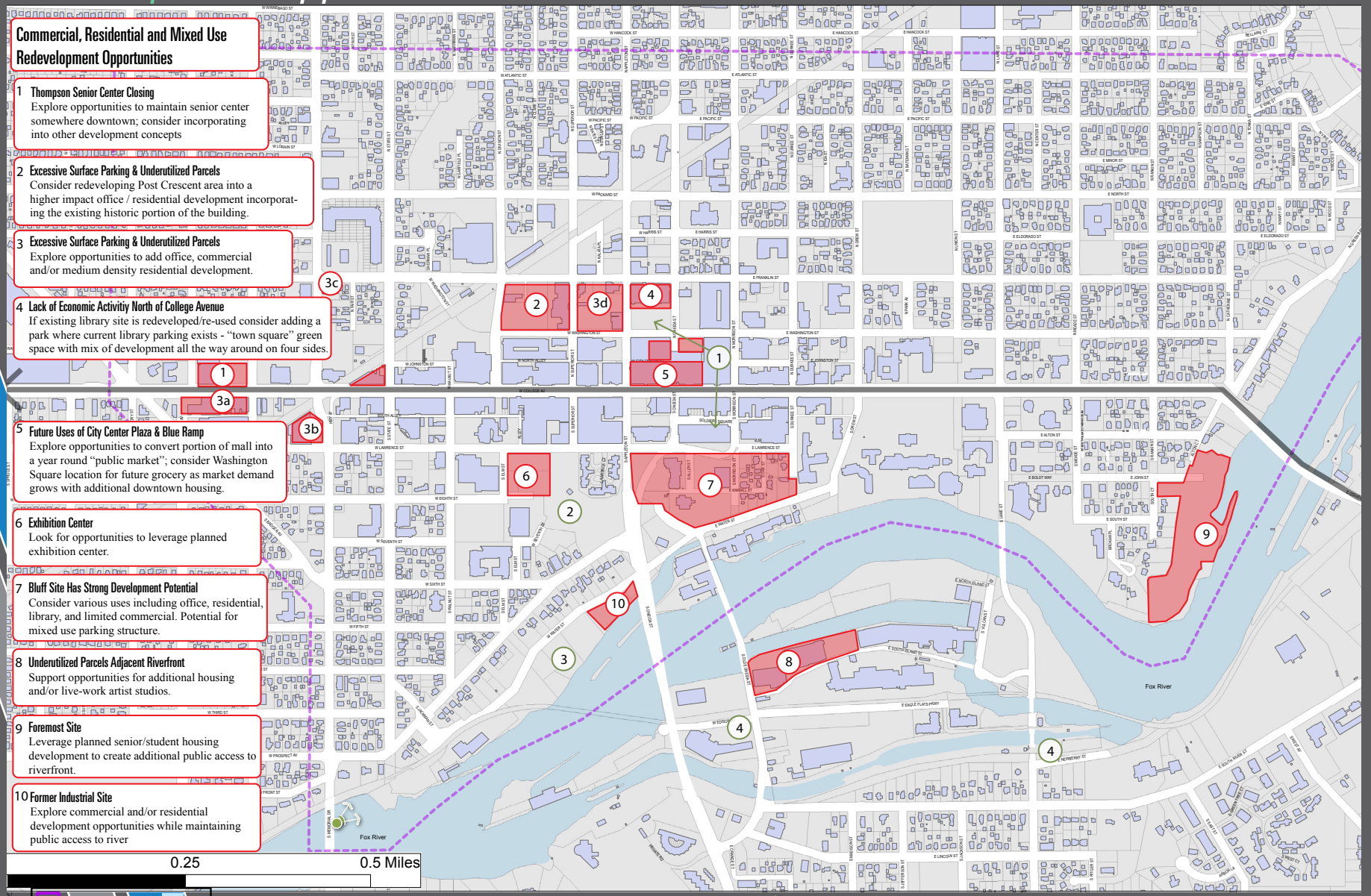








Northbound Routing through Downtown Very Confusing
Consider two-way northbound Appleton Street
Pedestrian Unfriendly Environment
Consider in-fill; street oriented buidings; traffic buffering, streetscaping treatments
Improve Downtown/Neighborhood Transition Areas
Explore opportunities to develop new housing and focus housing rehabilitation efforts to maintain quality housing stock
Many Downtown Facades near West Entrance Old, Dilapidated
Consider targeting facade renovations along west entrance to downtown to improve image and arrival experience
Poor Image & Urban Form
Consider pedestrian and bicycle as well as green infra-structure improvements to enhance walking environ-ment; require street oriented buildings
Key Entrances to Downtown Poorly Defined
Explore arts opportunities to create continuity and visual connectivity to downtown; consider LED lighting
Pedestrian Safety Concern
Consider street and environmental improvements to reinforce campus character while slowing traffic down and supporting a safe, pedestrian environment
Downtown Core Too One Dimensional; Lacks Adequate Pedestri-an & Bike Facilities
Extend College Ave. streetscape north-south; add benches & outdoor dining; bike racks; additinal on-street bike lanes
Embrace Backside of College Avenue Buildings
Develop urban design and policy strategies to en-courage additional outdoor seating and placemaking along back alley ways off of College Avenue
Existing Trail Network Disconnected
Consider creating defined loop trails with varying mileages for runners, walkers, and bikers; continue to pursue acquisition and development of trestle trails link north riverfront to south riverfront.
Post Office
City Park
Performing Arts Center
Yellow Ramp
Green Ramp
Blue Ramp
Red Ramp
YMCA Ramp
Lawrence University
Police Station
Future Exhibition Center
Outagamie County
Erb Park
Fox River

Redevelopment Opportunities



Redevelopment Oppourtunities

1 **Thompson Senior Center Closing**
Explore opportunities to maintain senior center somewhere downtown; consider incorporating into other development concepts

2 **Excessive Surface Parking & Underutilized Parcels**
Consider redeveloping Post Crescent area into a higher impact office / residential development incorporating the existing historic portion of the building.

3 **Excessive Surface Parking & Underutilized Parcels**
Explore opportunities to add office, commercial and/or medium density residential development.

4 **Lack of Economic Activitiy North of College Avenue**
If existing library site is redeveloped/re-used consider adding a park where current library parking exists - "town square" green space with mix of development all the way around on four sides

5 **Future Uses of City Center Plaza & Blue Ramp**
Explore opportunities to convert portion of mall into a year round "public market"; consider Washington Square location for future grocery as market demand grows with additional downtown housing.

6 **Exhibition Center**
Look for opportunities to leverage planned exhibition center.

7 **Bluff Site Has Strong Development Potential**
Consider various uses including office, residential, library, and limited commercial. Potential for mixed use parking structure.

8 **Underutilized Parcels Adjacent Riverfront**
Support opportunities for additional housing and/or live-work artist studios.

9 **Foremost Site**
Leverage planned senior/student housing development to create additional public access to riverfront.

10 **Former Industrial Site**
Explore commercial and/or residential development opportunities while maintaining public access to river