

LAND USE PLANNING IN APPLETON

A. Planning process

1. Citizen involvement throughout the planning process including:
 - a. Adequate and timely notification to the public in order to ensure participation.
 - b. Utilization of designated neighborhood leaders to increase representation from various areas of the community.
 - c. Balanced representation on planning committees of city employees, government officials, business owners, city residents, nonprofits and other stakeholders.
2. Comprehensive planning based on community goals and objectives as outlined in the city's Comprehensive Plan. Comprehensive planning at all levels of government regardless of state support.
3. A strong, coordinating role for the City Planning Commission.
4. A strong, centralized City Planning Department.
5. Economic development needs to be balanced with sound planning practices which take into consideration the broad needs of the community.
6. Communication and cooperation in planning functions between the city, counties, surrounding towns, municipalities and the region.
7. Ensure that the infrastructure required to support any proposed development is adequate to meet the goals of the community. Communicate any estimated impact of specific developments to the neighborhoods affected and the community at large.
8. City staff should use their expertise to provide context to the planning process, lead ongoing communication and ensure the understanding of goals between/among all consultants engaged in the Comprehensive Plan.
9. Final accountability for the planning process to rest with elected officials.

B. Priorities Goals for the City's Future Design

1. A balance of economic development and quality of life.
2. A viable and diversified economic base.
3. The central business district as a viable center (Refer to Downtown section in the Appleton LWV Archives for more details).
4. Availability of choices including mixed-use buildings, repurposing of existing buildings and other current and/or future urban planning practices.
5. Encourage a wide range of housing options.
6. Accessibility for people of varying abilities and needs.
7. Consideration of unique features and aesthetics when planning for development.
8. Anticipate the impacts of proposed programs and projects to prevent irretrievable damage to natural, human-made resources or damage to the community itself.
9. Conservation of energy.
10. Support of economic, recreation, social and environmental goals. Strive for long-range government economic policies which lead to the fulfillment of the goals of the community.
11. Ample parks, recreation sites and trails, particularly in unique areas like ravines and the riverfront.
12. A balance of public and private uses for the riverfront area. (Refer to the Fox River Corridor position in the Appleton LWV Archives for more details).
13. Support ample greenspace throughout the city.
14. Support of transportation measures: (Refer to the Local Transportation study in the Appleton LWV Archives for details)
 - a. Transit system.
 - b. Energy efficient vehicles for government use.

c. Safe and convenient routes and conditions for bicyclists, walkers and people of varying abilities and needs.

C. Downtown Development

Downtown development should strive to create a vibrant and dynamic city center by:

1. Encouraging the gathering of people.
2. Fully embracing and leveraging the diverse arts, cultural and educational assets of the community.
3. Supporting an environment which encourages employers to locate downtown.
3. Supporting businesses that serve downtown neighborhoods.
4. Providing more housing options downtown.
5. Increasing connectivity between downtown, the river and the region.
6. Going beyond the linear definitions of College Avenue to include side streets and areas north and south of College Avenue.
7. Promoting quality development along the Fox River by embracing the region's natural heritage.
8. Supporting public, private and non-profit partnerships which make downtown more attractive for residents and visitors.
9. Promoting a safe, welcoming downtown.
10. Embracing diversity while fostering inclusiveness and accessibility for all.

Study materials include:

Envisionappleton.org

Books recommended by consulting firm SEH (both are available at the Appleton Public Library):

Walkable City: How Downtown Can Save America, One Step at a Time – Jeff Speck

Happy City: Transforming Our Lives Through Urban Design - Charles Montgomery