

100 YEARS OF PLANNING IN APPLETON



This document is intended to showcase Appleton's history of city planning and celebrate the 100-year anniversary of the first plan. This does not feature all past planning efforts and studies; it focuses on major, citywide plans that have been completed.

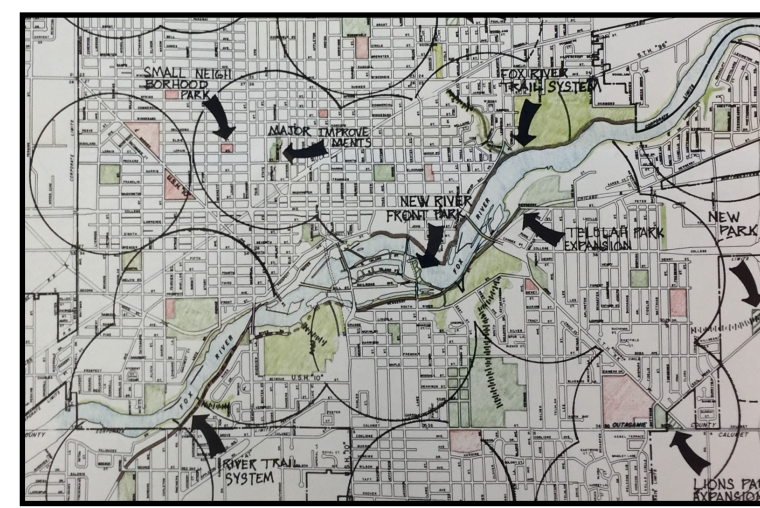
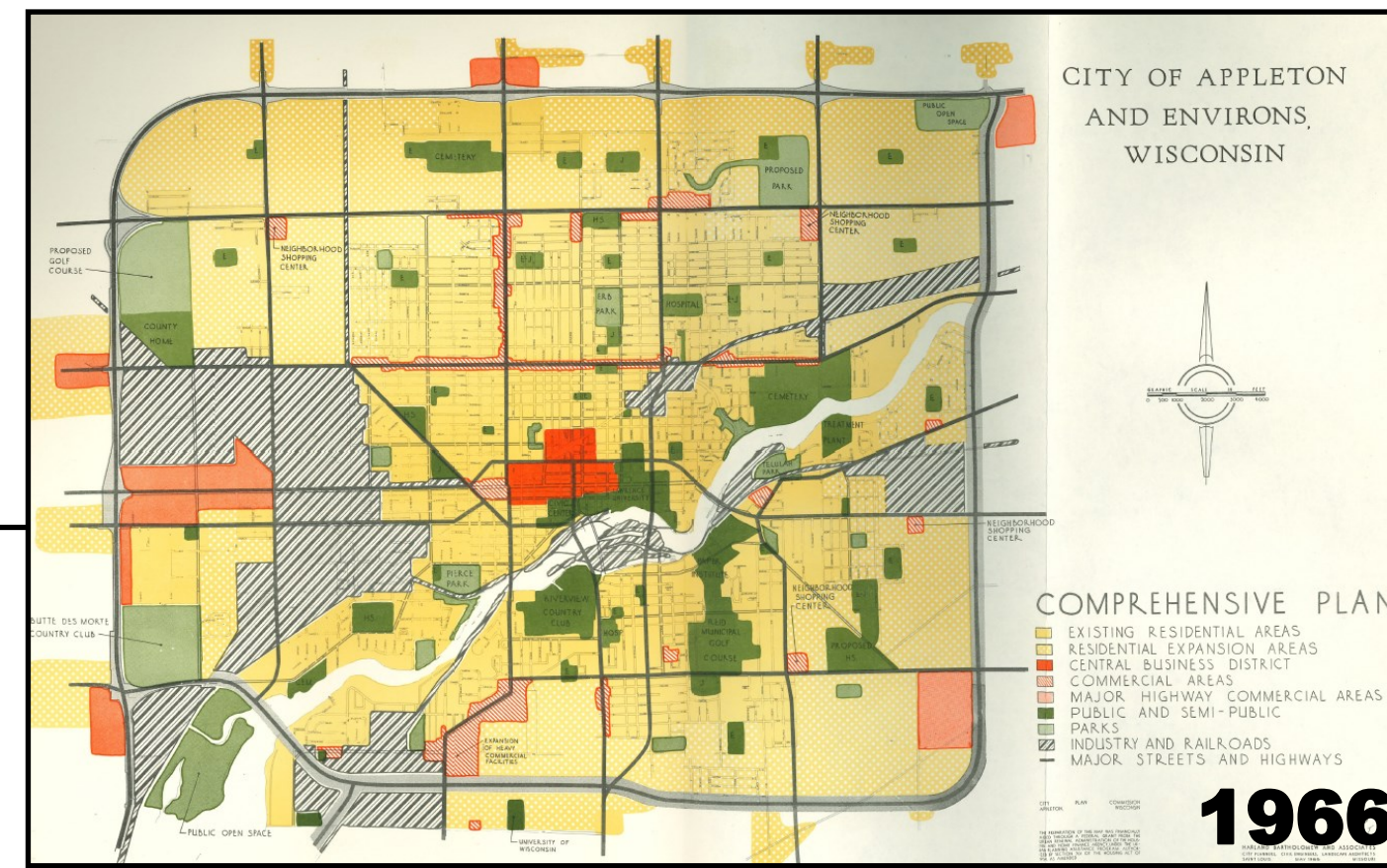
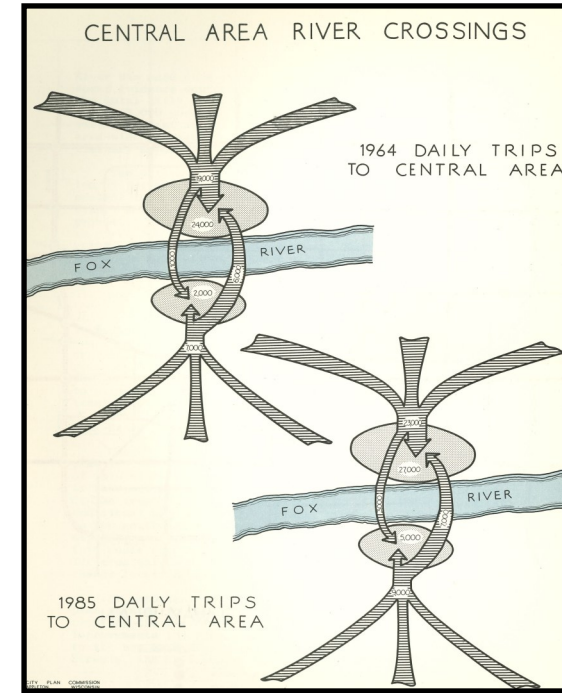


FIGURE 12 LAND USE STRATEGIES 1980

January 1980

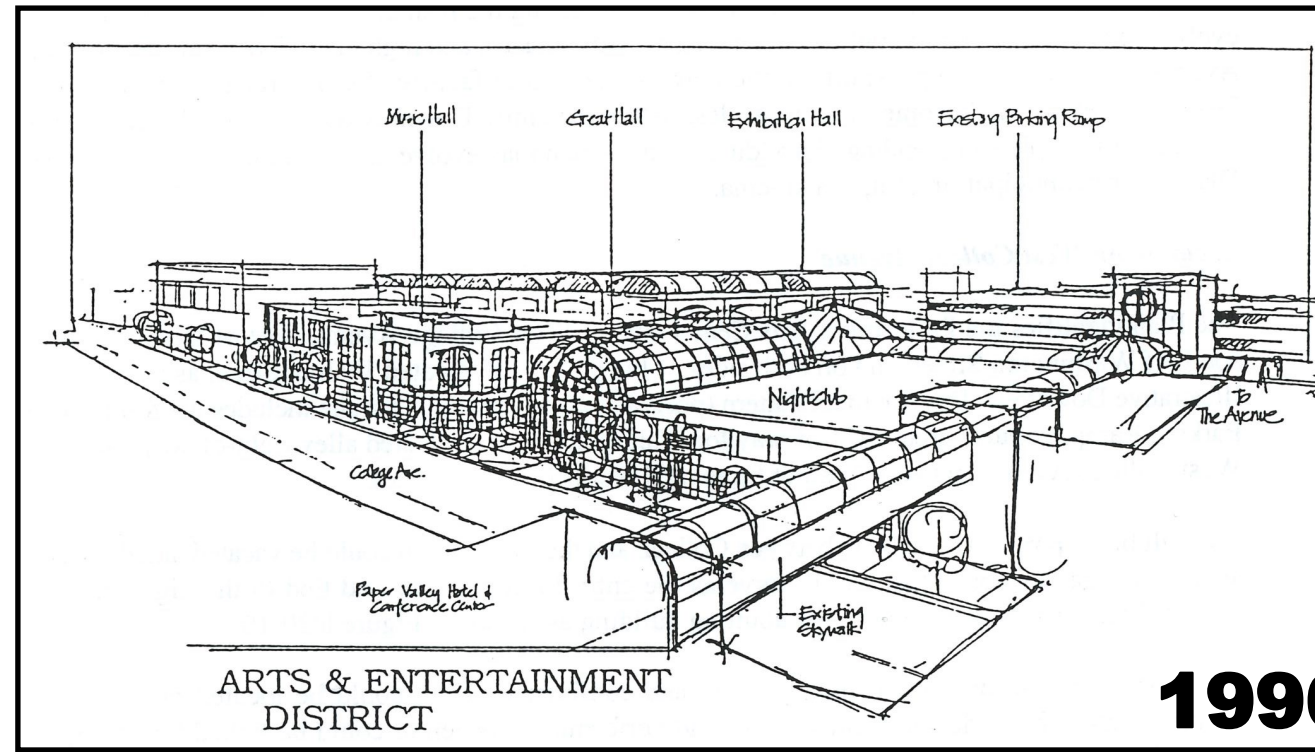
Comprehensive Plan 1980-2000

- Street connections (Lowe/Meade, North/Packard)
- Street extensions (Midway Road, Valley Road, Capitol Drive, Telulah Avenue)
- Fox River Trail System

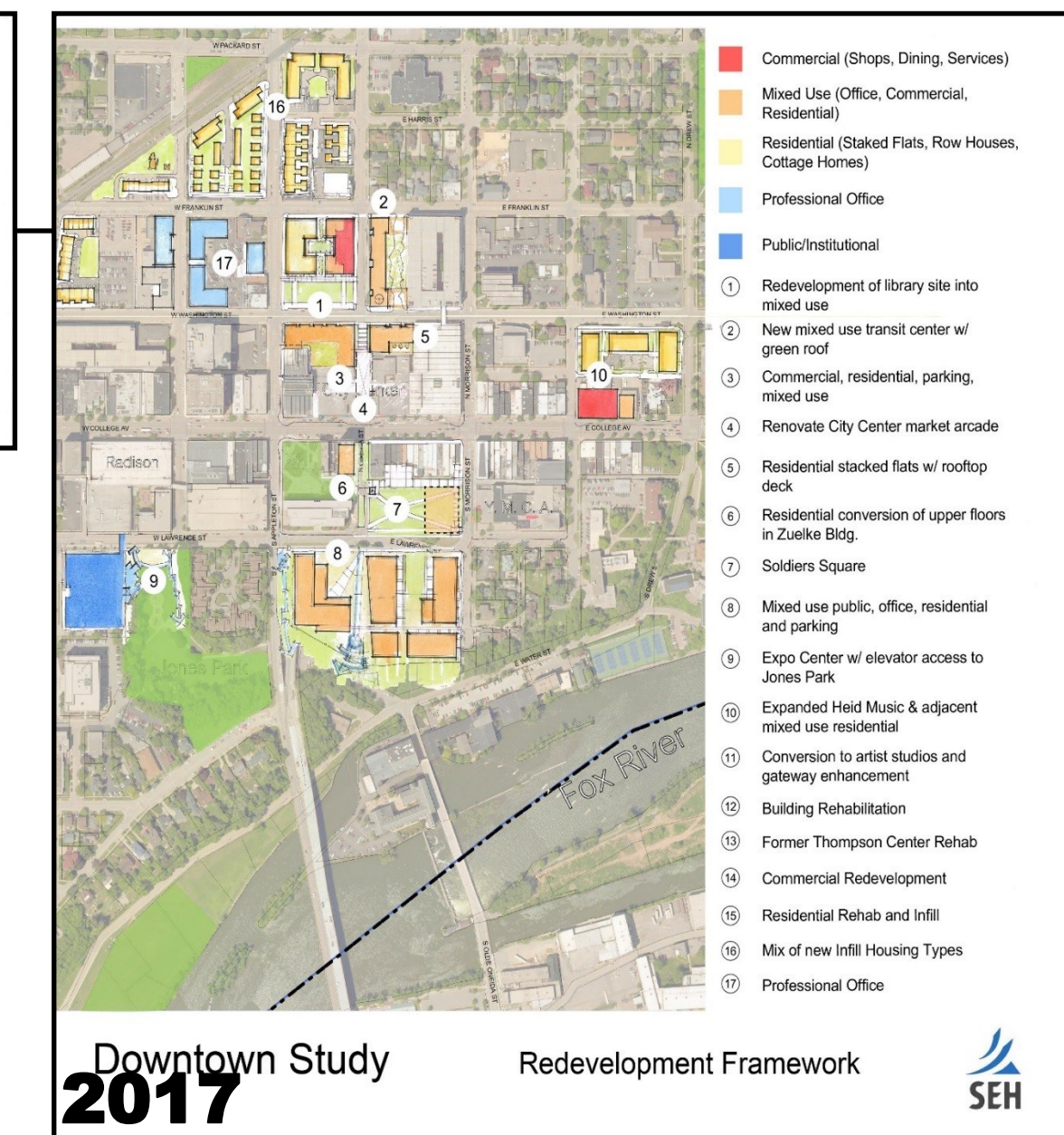
July 1996

Vision 20/20: Comprehensive Plan

- Developed locale-specific plans for Downtown and Northside and Southeast growth areas
- Advance Houdini Plaza as a gathering place
- Future 441 Industrial Park (Southpoint)
- Support hospital expansions
- Music / performing arts combined facility (PAC)



1996



Downtown Study 2017

March 2017

Update to Comprehensive Plan 2010-2030

- Renovation of Jones Park and completion of Exhibition Center
- Improved downtown streetscape
- Demand for downtown housing

1930

1940

1950

1960

1970

1980

1990

2000

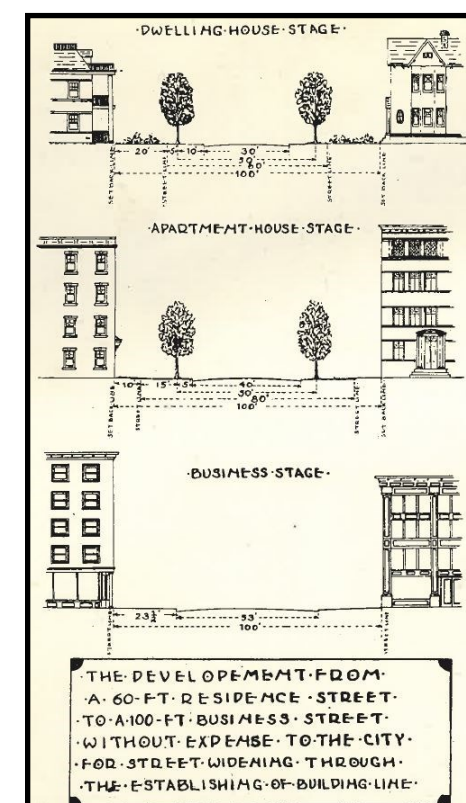
2010

2020

September 1922

City Planning Survey with Proposals

- Established platting and zoning regulations
- Proposed arterial streets and street width standards
- Proposed Cherry Street bridge (Memorial Drive)
- Future parks and land for public schools
- Need for additional housing
- Garbage collection system
- Creation of separate storm and sanitary sewer



1922

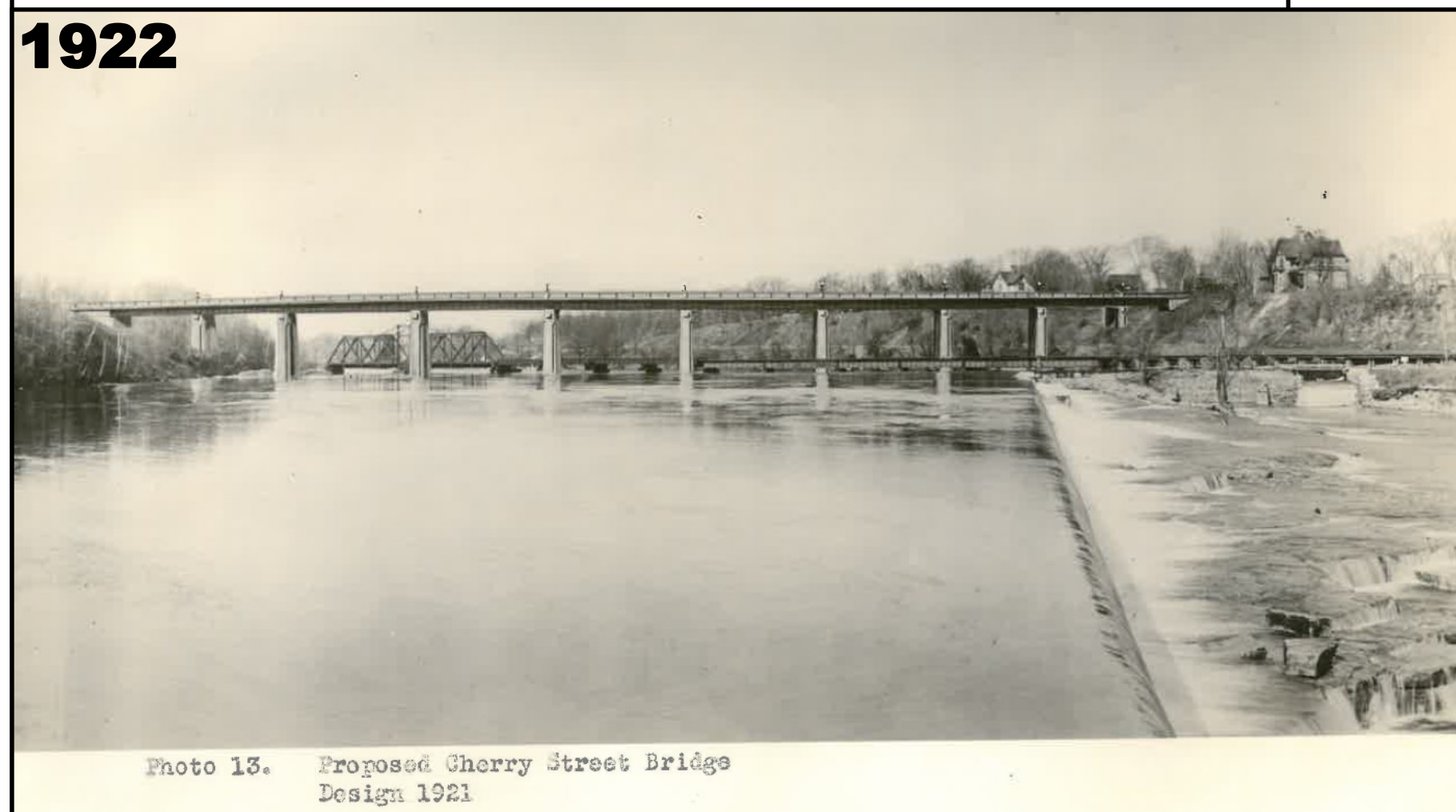
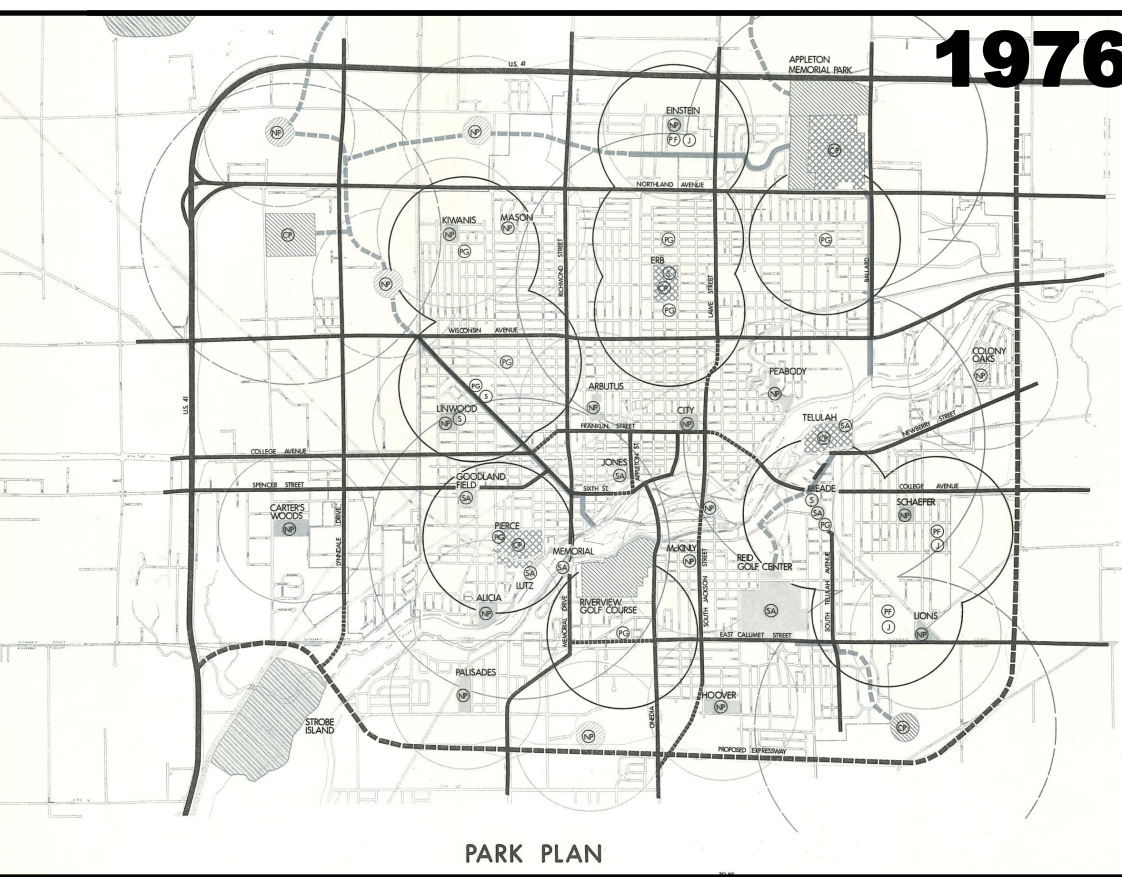


Photo 13. Proposed Cherry Street Bridge Design 1921



1976

September 1976

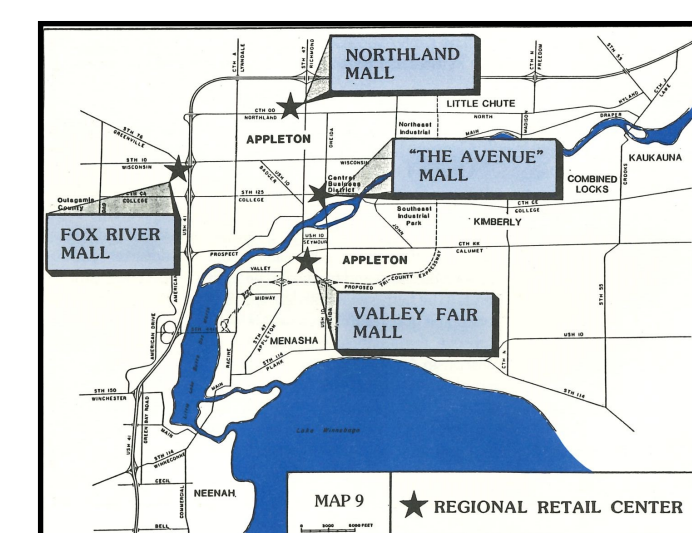
Consultant's Recommendations on the Comprehensive Plan

- Build central business district as dominant commercial center
- Limit growth to within Highway 41 and Tri-County Expressway (Hwy 441)
- Develop neighborhood parks, large parks, and an open space corridor along Fox River

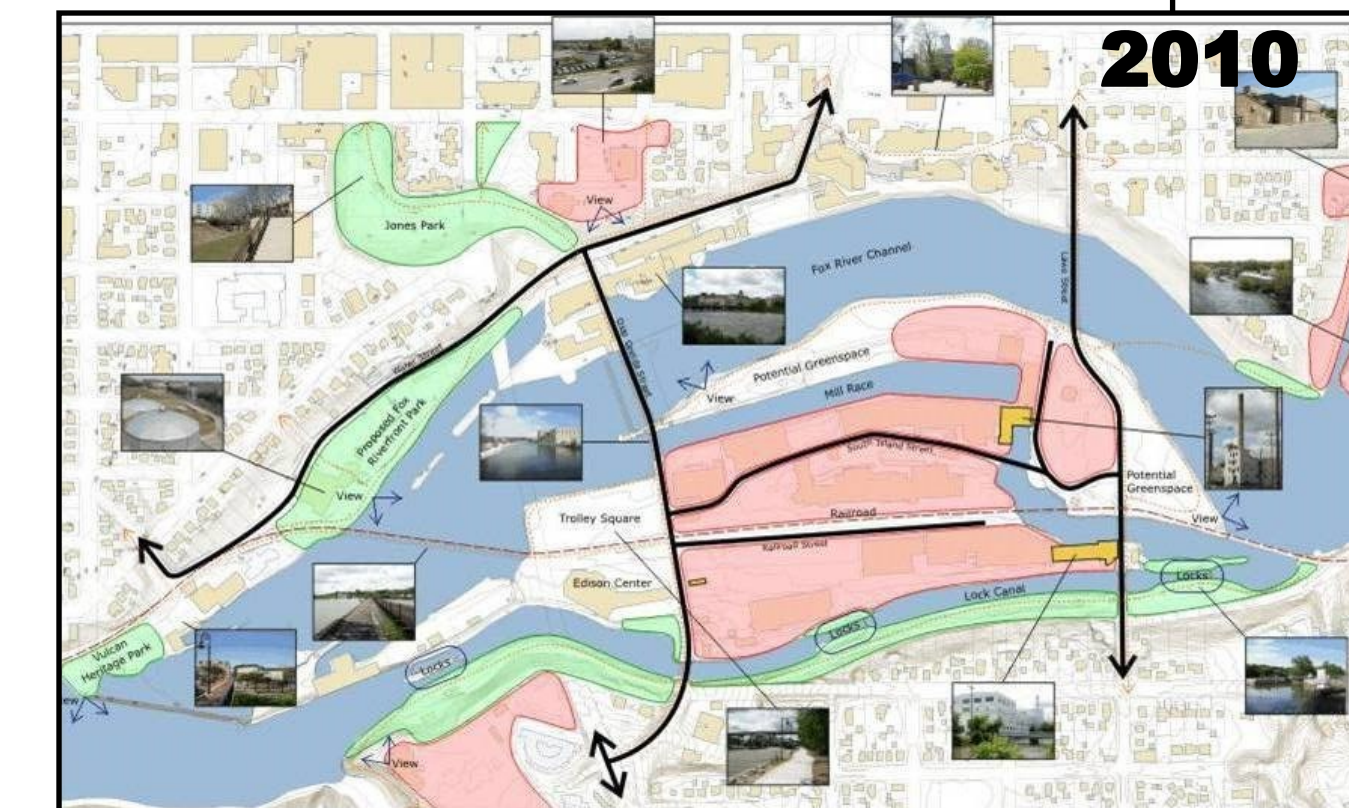
January 1987

Comprehensive Plan 1987-2010

- Priority growth areas identified to northeast and southeast
- Promote industrial park expansion
- Establish commercial districts around Valley Fair Mall and Northland Mall
- Intergovernmental cooperation throughout Fox Cities



1987



2010

March 2010

Comprehensive Plan 2010-2030

- Proposed multi-use trail system
- Encourage riverfront redevelopment
- Corridor plans for Wisconsin Avenue, Richmond Street, and Oneida Street

"The successful city of the future will not just happen, it will be planned."
— 1922 City Plan