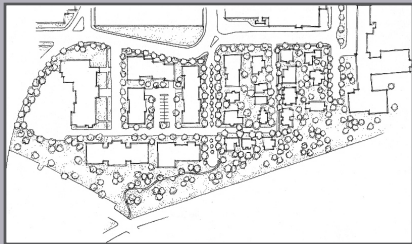
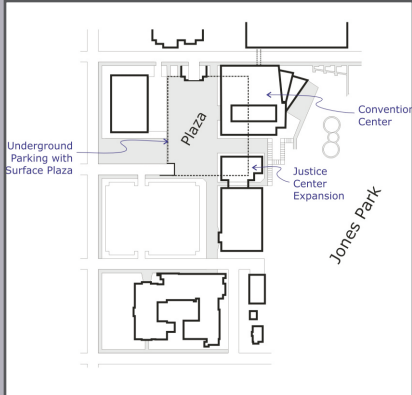


Downtown Plan

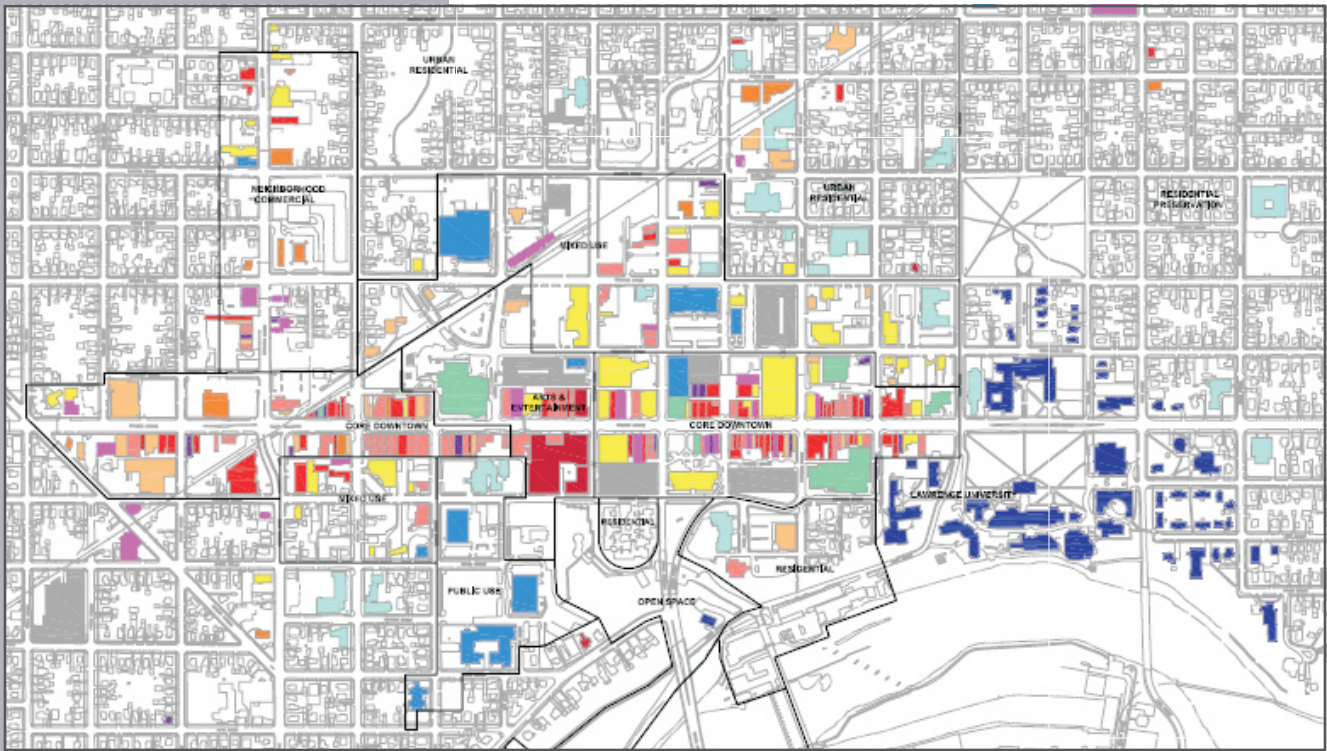
Appleton ■ Wisconsin



Appleton’s downtown has transformed itself from a failing shopping district to a vibrant business and cultural center. Ten years after beginning its downtown revitalization program, the City sought to update its plan. The new plan builds on past successes. Its recommendations include:

- Adding depth to a specialty retail node by redeveloping an underused alley and aging parking garage as a pedestrian shopping mall
- Amending zoning codes to allow an adjacent arterial street to develop with much-needed neighborhood retail and services
- Siting a proposed conference center on county-owned land adjacent to a downtown hotel and park
- Creating an integrated system of parks and paths tying the downtown to the riverfront and adjacent neighborhoods
- Promoting residential and mixed-use redevelopment in targeted areas north and south of the core downtown
- Formally adopting design guidelines to ensure that redevelopment reflects community desires regarding form, scale, massing, and density

The plan was unanimously adopted by the City, and its recommendations are currently being implemented.



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