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Welcome Leaders of the Fox Cities

College North neighborhood plan

JULY 15, 2022

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Purpose of the Plan

- Refine and articulate the vision from the Comprehensive Plan for this district.
- Identify the future opportunities and forces affecting the neighborhood.
- Analyze potential redevelopment options for properties.
- Support equitable and inclusive development and design.
- Leverage relationships between stakeholders to create future opportunities.
- Update the Downtown Market Analysis and prepare a housing strategy for the area.

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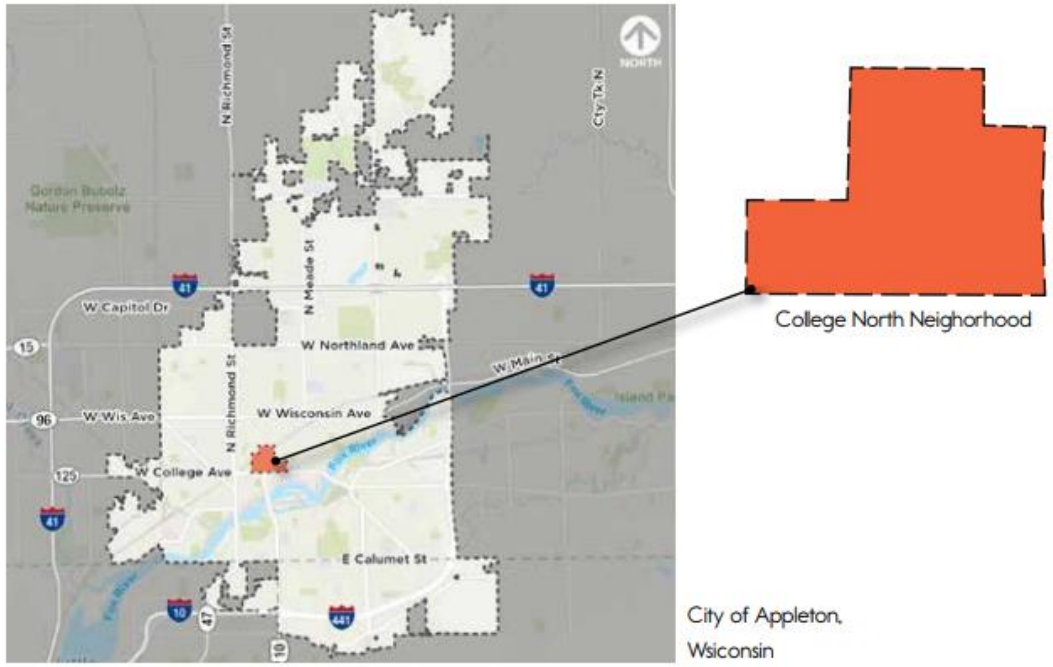
About the Study

This plan builds upon the vision and goals of the City's Comprehensive Plan. It provides an analysis of redevelopment alternatives that deliberately shape and stimulate the design of development for the neighborhood. Serving as a hub that connects neighborhoods and downtown, the College North Neighborhood is well poised to invigorate private and public investment.

About the Area

The City of Appleton is located in the Fox River Valley of northeastern Wisconsin and has a population of approximately 76,000. Downtown Appleton is the heart of the Fox Valley. As an arts and entertainment district, the area has embraced the creative economic energy of business, tourism, education and love of the Fox River. That has led to resurgence and increased vibrancy of Downtown, drawing praise from SmartAsset in 2020 and naming Appleton as one of the "Most Livable Small Cities".

Planning for the future has proven to result in dividends for the Appleton, making the practice of planning even more important for the College North Neighborhood. Since the completion of the Comprehensive Plan in 2017, the City has experienced an additional $20 million in tax increment with over 400 new residential units that have either been announced or developed. In addition, new commercial space has opened across numerous projects. To have a neighborhood by design, rather than by default, the plan needs to leverage this momentum to become a stronger neighborhood.



College North Neighorhood

City of Appleton, Wsiconsin

The College North Neighborhood includes the Appleton Public Library (under major renovation), Transit Center (the central hub of a regional transit system serving a 117 square-mile area with over 200,000 residents), churches, residential, commercial, privately-owned and publicly-owned parking. The neighborhood includes two Tax Incremental Financing Districts (TIF 3 & 11) and much of the area is designated as an Opportunity Zone. All of these assets positions the neighborhood to help stimulate further private investment.

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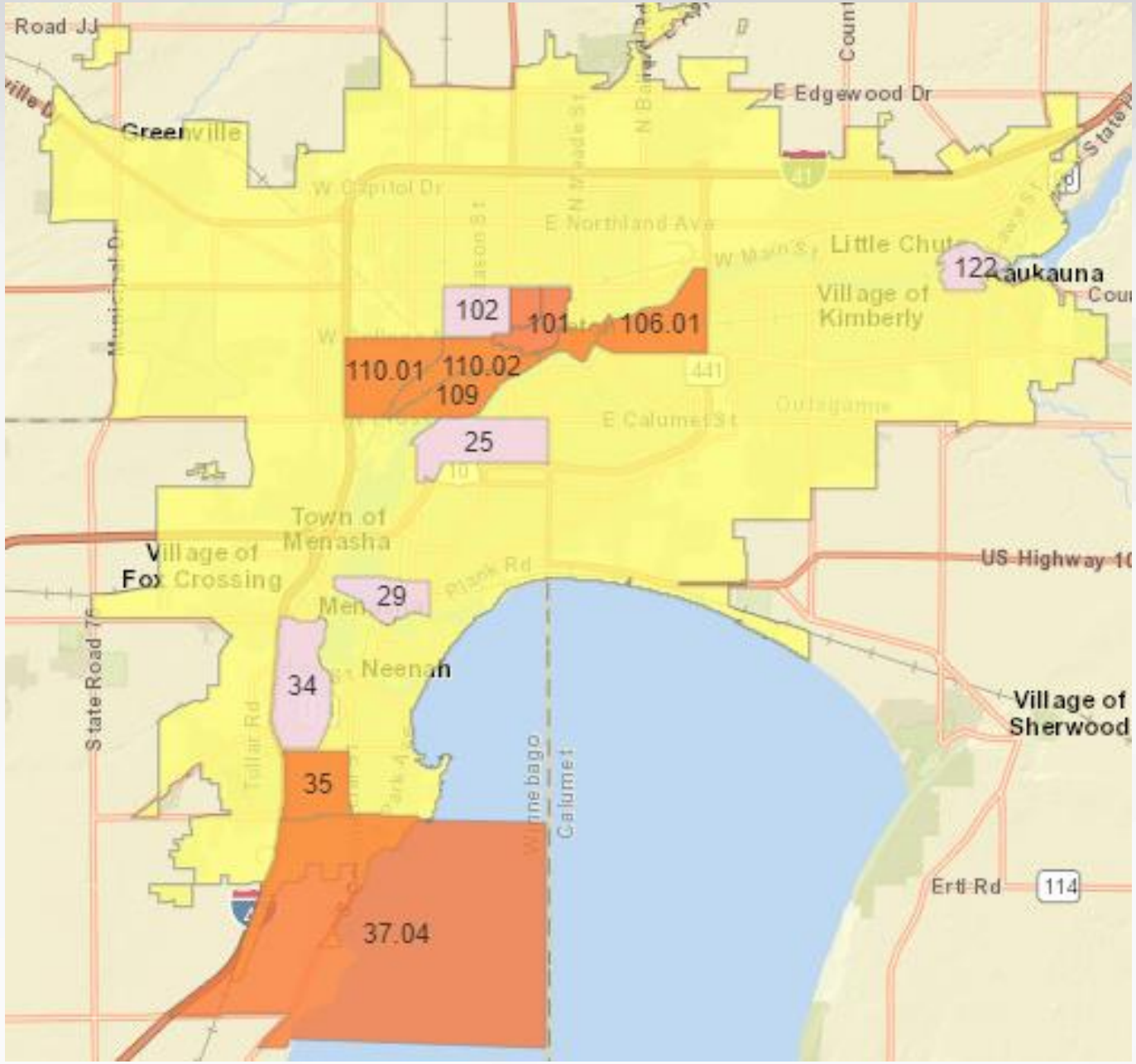

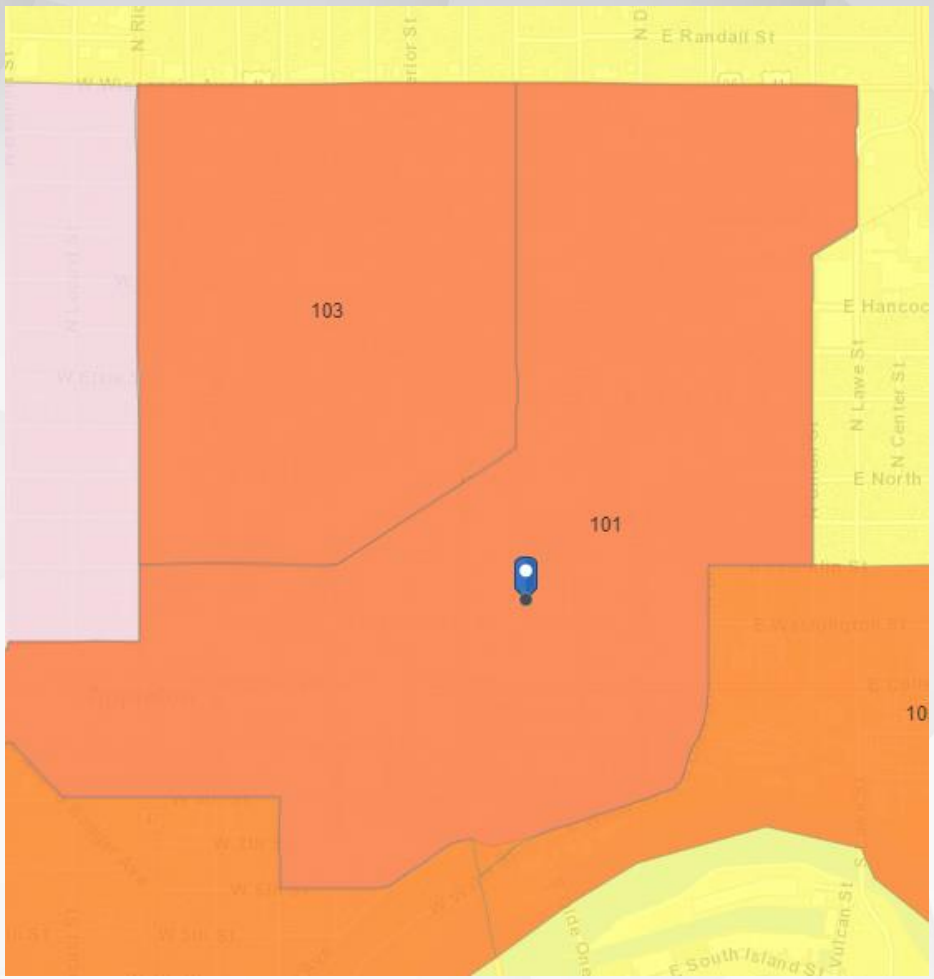

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#22. Public Transit Redevelopment

The existing transit station is in need of significant renovation and improvements to meet the growing needs of the community. It does not meet the needs of its customers or the staff operating the facility. It is believed that the site remains a viable location for transit, the vacancy on the balance of the block and the building's obsoleteness suggest redirection for the site's future.

The plan proposes a higher-intense use, a new mixed-use project that replaces the existing building and incorporates a main-level transit center and commercial tenant spaces. Upper levels could include residential units, offices, and/or lodging. This concept models itself on other Wisconsin communities and around the country, including:

- La Crosse, Wisconsin
- Madison (Southside), Wisconsin
- Eau Claire, Wisconsin
- Raleigh, North Carolina

GRAND CENTRAL STATION IN LA CROSSE

THE PROJECT INCLUDES A TRANSIT CENTER FOLDED INTO A MIXED USE PROJECT THAT HAS UPPER-LEVEL RESIDENTIAL

22 Public Transit Development

#8. Public Transit Redevelopment

Replacing the current Transit Center, which does not currently meet customer demands or operational needs, with a new mixed use project will improve the performance of the site and transit services. The facility is imagined as a multi-story building with a first floor Transit Center and commercial uses and an upper-story of housing and/or commercial space.

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Planning Concepts

The College North Neighborhood Plan explores concepts for future development that intend to unite each site to its surrounding context, while maximizing outcomes. Several sites in the neighborhood are candidates for redirection. Some sites are publicly-owned and may be redeveloped for private use. Others are privately-owned and might be redeveloped.

Property owners and developers, in responding to the development concepts, may take different, equally valid, approaches to opportunity sites. Therefore, the plan explores possibilities for redevelopment and suggests patterns that connect each site.

Mobility concepts reinforce the City's existing Downtown Streetscape Design Guide.

CONCEPTS

Concepts are just that, ideas for the future with the purpose of improving the quality of the area. Concepts for the College North Neighborhood include twenty eight possible key initiatives. The key includes their level of priority for implementation.

1. Senior-Oriented Living
2. Existing Automotive Reuse
3. Existing Reuse
4. AASD Maintenance Facility Reuse
5. Triangle Park
6. Townhomes
7. Multi-Family
8. Development Site
9. Parking Lot
10. Building Rehabilitation - High Priority
11. Mixed Use Project - High Priority
12. Union Springs Development
13. Union Springs Park
14. Packard Place
15. Building Reuse or Redevelopment
16. Human Services Campus
17. Multi-Family
18. Development
19. Commercial Corner - High Priority
20. Corner Redevelopment - High Priority
21. Appleton Public Library - HIGHEST Prioirty
22. Public Transit Redevelopment - High Priority
23. Morrison Street Infill
24. Durkee Street Infill
25. Franklin Street Infill
26. Merge Phase 1 - High Priority
27. Merge Phase 2 - High Priority
28. City Center Plaza - High Priority

APPLETON PUBLIC LIBRARY (RENDERING BY SOM)

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2023 Rebuilding American Infrastructure with Sustainability and Equity (**RAISE**) Program

Valley Transit Center Joint Development

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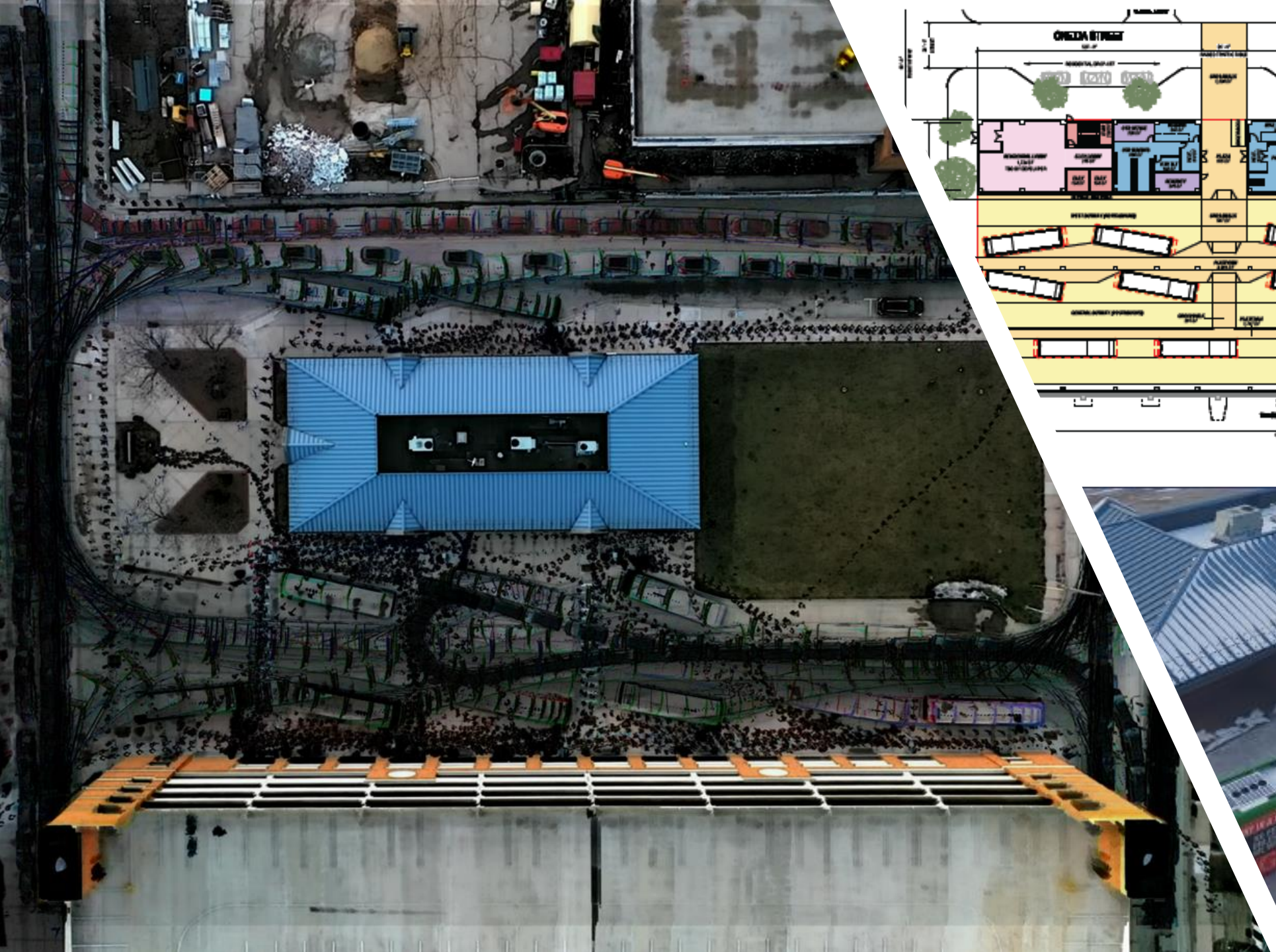
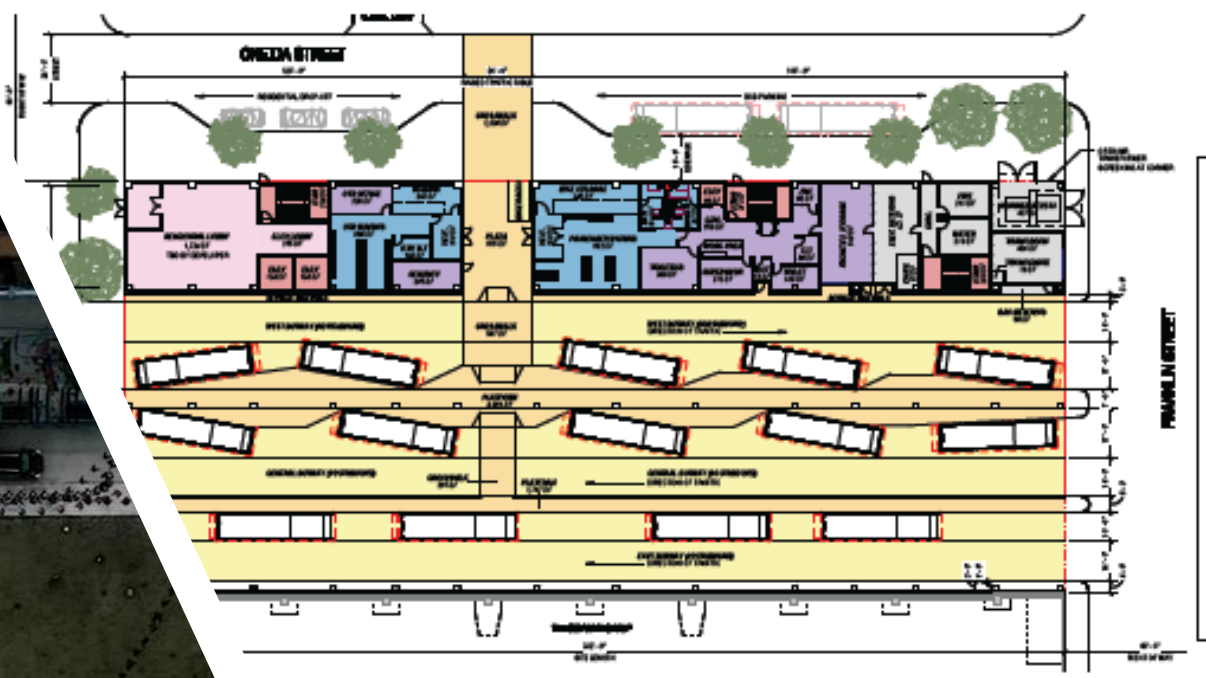
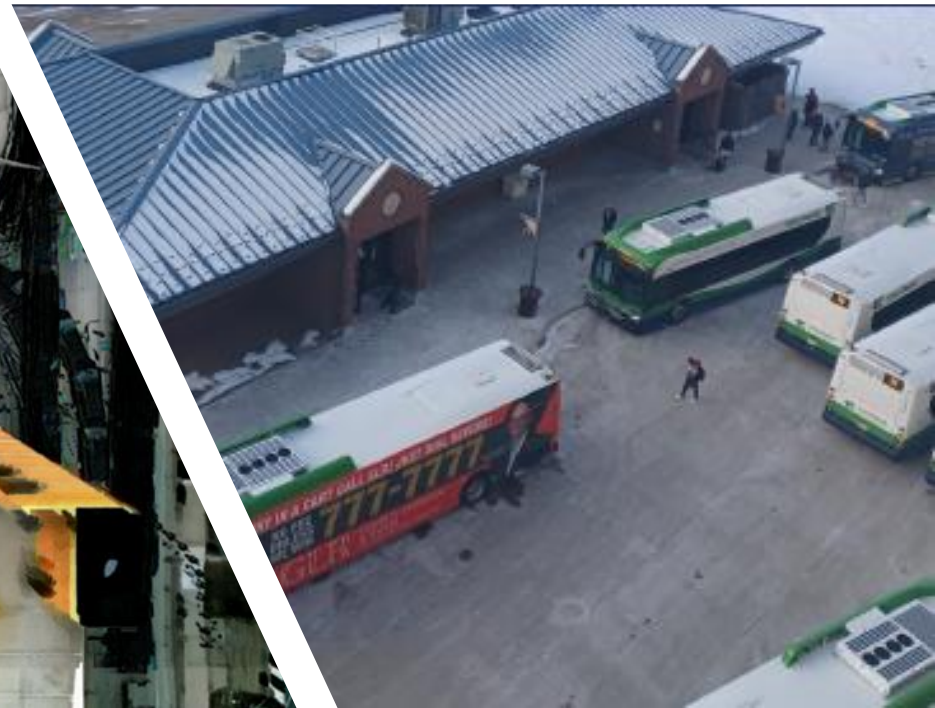



ONSLOW STREET
FRANKLIN STREET



The Project is designed to support Joint Development with housing developed above the transit facility. The ground floor will house a residential lobby to be designed by a developer with elevator and stairwell access to upper-floor residential development. The Project will add a skyway connection between the residential development and the Yellow Ramp, which is a seven-story municipal parking ramp adjacent to the existing facility that will provide convenient parking for residents and park-and-ride transit users. The Project will also vacate Oneida Street between the Transit Center and the Appleton Public Library located next door to serve as a pedestrian zone connecting the two facilities.

The Downtown Appleton: Valley Transit Regional Multimodal/ Joint Development Project will replace the existing 30-year old Transit Center to meet the growing needs for high-quality public transit and a diverse mix of housing options in the Fox Valley region of Wisconsin. The Project, located at 100 E Washington Street in downtown Appleton, Wisconsin, is in the **Area of Persistent Poverty Census Tract 101**.

The Project will be a new, more energy-efficient facility that includes 14 bus bays, ground-floor indoor and covered outdoor waiting areas, public restrooms, secure bike storage, outdoor bike racks, vending machines, a ticketing office, supervisor's office, Appleton Police Department Substation and security office, and utilities to support EV charging stations.

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TRANSIT CENTER SUSTAINABILITY AND RESILIENCY BASIS FOR DESIGN

Steven Schrage, CEM, REP, CSDP, CEEP, CPM
Sustainability and Resiliency Manager
City of Appleton

Project Scope and Overview

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TRANSIT CENTER SUSTAINABILITY AND RESILIENCY BASIS FOR DESIGN

CLIMATE JUSTICE

The City of Appleton and Valley Transit understand the health, safety, and climate importance of reducing:

- Particulate Matter
- Urban Heat Islands
- Aerosol Radiative Forcing
- Raspatory Diseases
- Point source emissions
- Urban air pollution
- Ground Level Ozone
- Air pollutants

……Meeting the needs of our community and enhancing the quality of life.

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DECARBONIZATION FOR MUNICIPALITIES

BENEFITS OF DECARBONIZATION

- Manage utility costs
- Improve air quality
- Mitigate climate change

DECARBONIZATION PROCESS

- Implement energy efficiency
- Electrification
- Renewable energy
- Manage Electricity loads

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TRANSIT CENTER SUSTAINABILITY AND RESILIENCY BASIS FOR DESIGN

PROJECT OBJECTIVES

- Reduce Grid Provided Energy Consumption
- Make Fox Cities more Sustainable and Resilient
- Mitigate Rate Increases
- Improve Air Quality
- Climate Justice

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SOLAR FOR TRANSIT CENTER

- 0.9MW system on top level of Yellow Ramp
- Will allow for covered parking on top floor
- Foundation for Net-zero operations
- 1,390,773 kWh produced per year
- “Solar Shingle” product with leak free joints
- Will provide emission free electric vehicle charging

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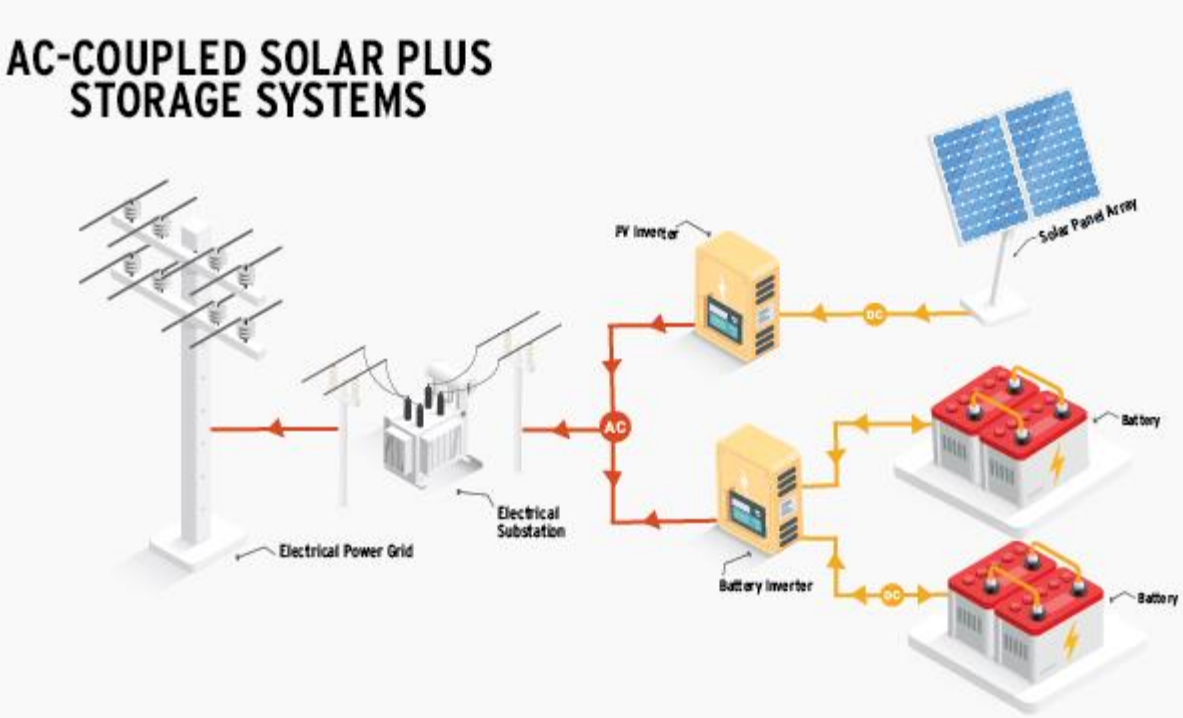
BATTERY ENERGY STORAGE SYSTEM (BESS)



- 372KW storage capacity
- Modular design for adding more capacity.
- Will allow for fast charging of busses
- Will provide uninterrupted power to facility

- Energy Management and Flexibility
- Grid Stabilization and Reliability
- Peak Shaving and Load Management
- Enhanced Grid Efficiency
- Emission Reduction and Environmental Impact

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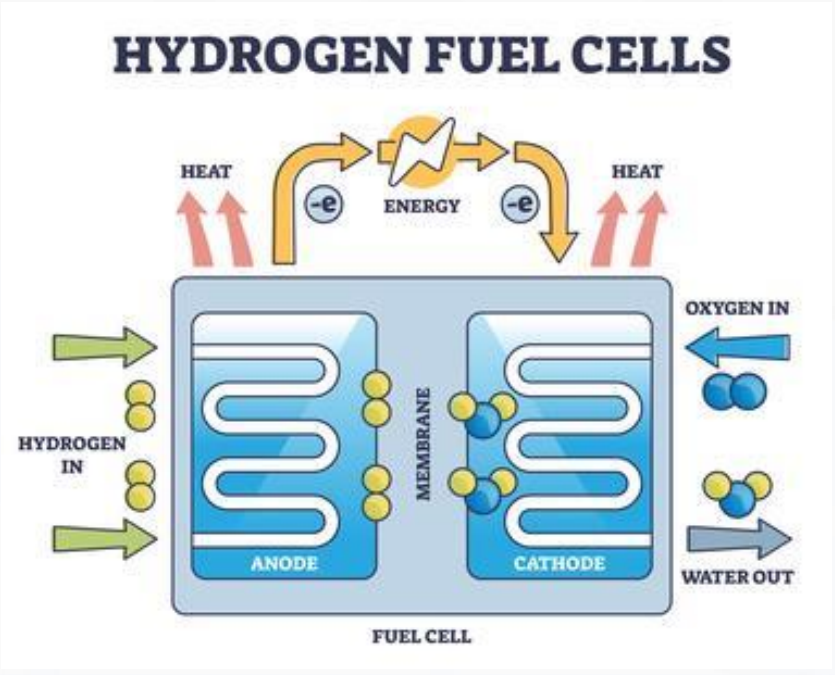
HYDROGEN FUEL CELL GENERATOR

- Hydrogen is a Clean and Flexible Energy Source to support Zero-Carbon Energy Strategies
- Renewable and Readily Available
- More Powerful and Energy Efficient than Fossil Fuels
- Almost Zero Emissions

- No Noise Pollution
- No Visual Pollution
- Long Usage Times
- Democratisation of Power Supply



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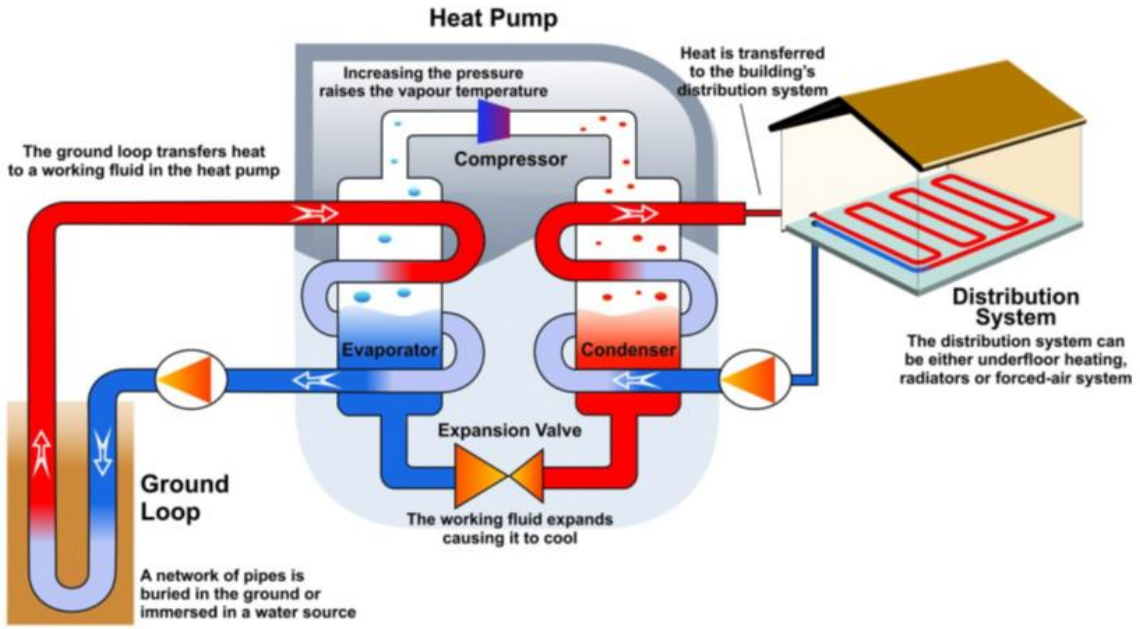

BENEFITS OF THE GEOTHERMAL SYSTEM

- Reduced emissions within the community
- Provides a learning opportunity for the public
- Reduced monthly energy cost
- Lower install cost vs traditional system (with incentives)
- Proof of concept for other businesses within the community

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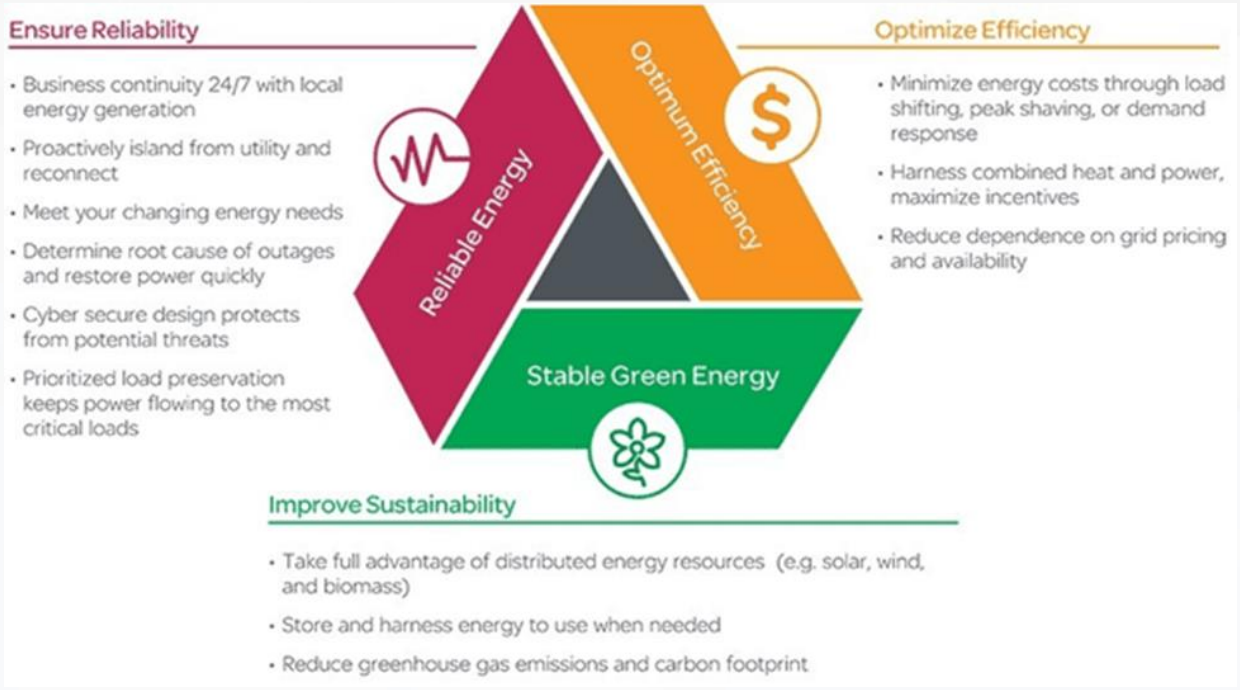
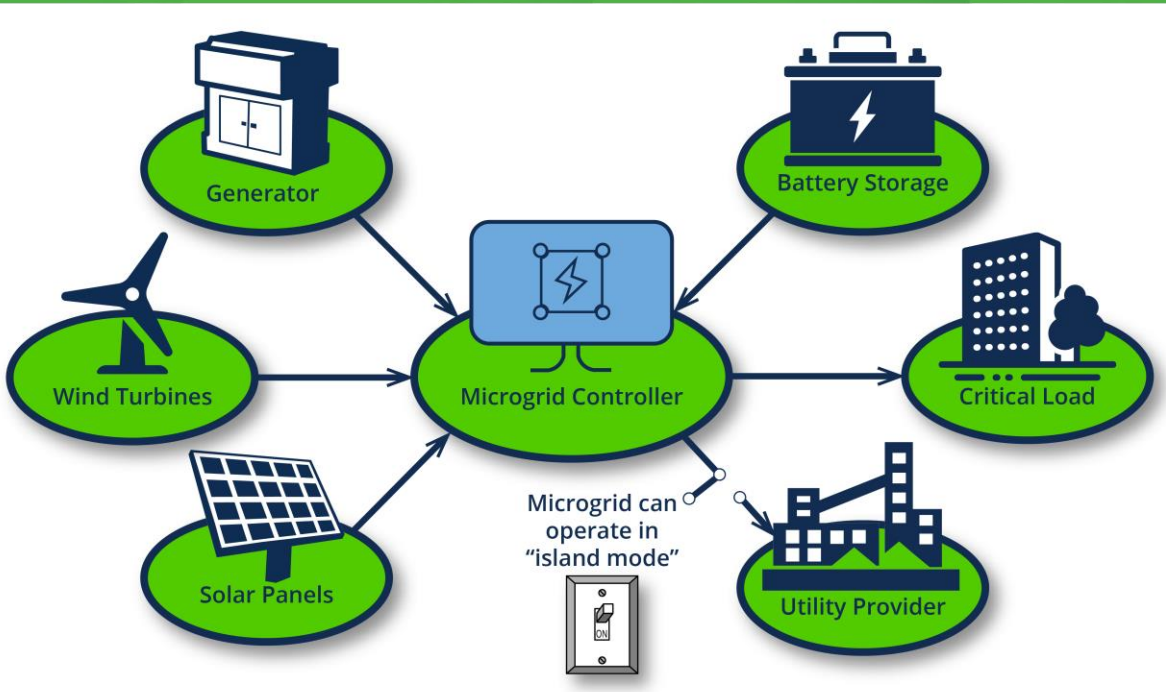
MICROGRID BENEFITS

- Improve the operation and stability of the regional electric grid
- Reduce dependance on grid pricing and availability
- Critical infrastructure that increases reliability and resilience
- Reduce grid “congestion” and peak loads





- Support places of refuge in regional crises and first responders
- Diversified risk rather than concentrated risk
- Using electric storage capabilities, a microgrid can provide local management of variable renewable generation

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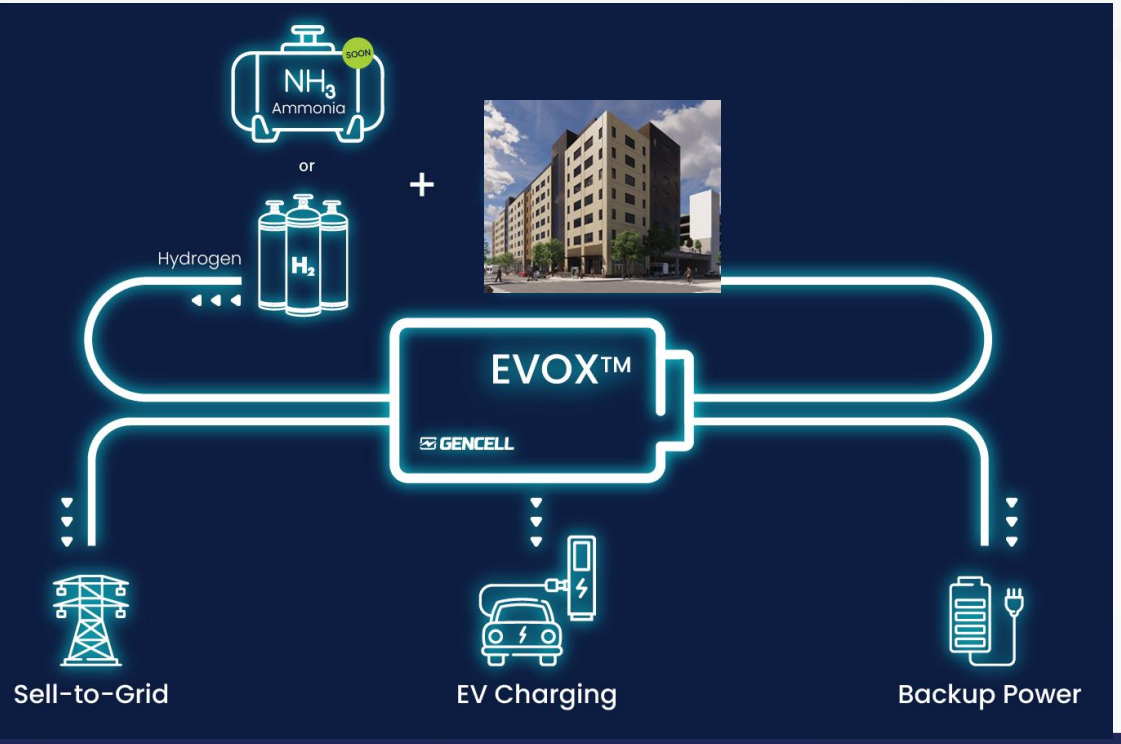
TRANSIT CENTER MICROGRID OVERVIEW



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QUESTIONS/COMMENTS

Please feel free to contact me…..

Steven Schrage
CEM, REP, CSDP, CEEP, CPM

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Project & Resiliency Manager
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MERIT CRITERIA

SAFETY

- Accessibility (ADA) upgrades
- Improved bus staging area
- Personal safety and security

ENVIRONMENTAL SUSTAINABILITY

- Energy-efficient investments
- Efficient land use
- Improved resilience

QUALITY OF LIFE

- Affordable transportation
- Adds to housing diversity
- Access to daily destinations (employers, healthcare, grocery, schools, parks)

MOBILITY & COMMUNITY CONNECTIVITY

- Allows individuals to work, live, play and move freely with or without a car

ECONOMIC COMPETITIVENESS AND OPPORTUNITY

- Contributes to regional economic vitality
- Supports equitable housing
- Strategic downtown location

STATE OF GOOD REPAIR

- Vital to maintain transit services
- Replaces facility that has exceeded its useful design life
- Provides operational efficiency and sustainability

PARTNERSHIP AND COLLABORATION

- Public engagement
- Key local and regional agencies and funding partners

INNOVATION

- New technologies and state-of-the-art facility
- Joint Development adding a housing component
- Financing approach

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Phase 1 Budget Projections			
Transit Center Building (12,000 x $400/sq ft)			4,800,000
Basement (12,000 * $200/ sq ft)			2,400,000
Canopy (33,000 * $150/sq ft)			5,000,000
Surface (Bus Bays)			400,000
GeoThermal			2,000,000
Transformer(s)			1,000,000
Architectural & Engineering			1,500,000
Solar Panels		700,000	
Inverters & mounting		575,000	
Structure & Solar Panels		2,000,000	
Installation		1,050,000	
Total Solar		4,325,000	4,325,000
GenCell Evox - EV Charging / Power Generators			2,000,000
Subtotal			23,425,000
Contingency (10%)			2,342,500
Phase 1 Project Budget			25,767,500
Phase 2 Project Budget (Oneida Pedestrian Mall)			1,032,500
Total Estimated Project Budget			26,800,000
Revenue Projections			
RAISE Grant			25,000,000
ARPA Grant			1,800,000
Total Estimated Project Revenue			26,800,000

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Thank You!

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