1. What would motivate you or your family to invest in Appleton?
   1. A sense that the community is moving forward
   2. Getting the buy-in of younger generations
   3. Recreation centers

2. What existing physical asset in Appleton has the most potential?
   1. Nature and parks
   2. OHV park
   3. Pioneer TV/Opera House

3. What do you want to see downtown?
   1. Clean up dilapidated buildings
   2. Local artist shops
   3. Coffee shop/hangout center with art, music, and local food

4. What phrase or slogan would you create for Appleton?
   1. Where life meets nature
   2. The small apple
   3. Creative community of friends

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Friday Night Results

Appleton
April 2014
FOCUS IN, CONNECT OUT

EMBRACING WHAT WE HAVE TO ACCELERATE GROWTH

WHAT WE NOTICED

- NATURAL RESOURCES
  - Hunting, Fishing, Birding
- RECREATION
  - OHV Park, Biking, Kayaking
- ART
  - Focus on local artists, public art opportunities
  - Connection to Milan Village Arts School, Meander
- COMMUNITY PRIDE
- LIBRARY
- PIONEER TV
- DIVERSITY OF BUSINESSES
  - Desire to keep business local

FOCUS IN

WHAT CAN I DO TODAY TO IMPROVE MY COMMUNITY FOR GENERATIONS?

CONNECT OUT

FAMILY

REGION

NEIGHBORS

WORLD-WIDE APPLETON

INTRODUCTION

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Appleton
April 2014
Regional Connections

The Center Of:
- Natural Paths.
- Recreational Paths.
- Commerce Connections.

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April 2014
HIGHWAY 7 INTERSECTIONS

- LIGHTED SOLAR LEDS
- COLORED
- PBIC ENCOURAGING

Appleton
April 2014
Focus in on the River
To Connect Out To Nature

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Appleton
April 2014
CONNECTING TO THE RIVER
Meeting Places for Outsiders

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Miles St. Creative Opportunities

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Update street lights w/ LEDs

Facade improvements

Signage updates

Dual spaces
- Clothing/Shoe/Bike Shop
- Quilt Shop/Bookstore
- Taproom/Music Venue

Youth volunteering

Open streets

Legend
- Landscape art opportunities
- Business-art pairings

Appleton April 2014
IMPLEMENTATION STEPS
- EXPAND DEFINITION OF ART
  - Quilting, woodworking, cooking
- WINDOW PAINTING/ART DISPLAYS
- "POP-UP COMMUNITY MOVIE"
- SCULPTURES IN VACANT SPACES
- DEMONSTRATION ART
- STUDIO SPACE
- ART GALLERY

PLACEMAKING

Miles St. Placemaking

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Appleton April 2014
1. Faith-Based Intervention
   - Low-PV Ind Art Students
   - Volunteers (Citizens & Professionals)
   - Tech School Students
   - Business Teams

2. Rebuild America/"Christmas in May"
   - Non-Profit Organization
   - Invite Qualified Households
   - Screen by Need (Home Defects/Income)
   - Attract Volunteers, Donated Materials/Funds
   - Blitz: One-Day Remodel (May)

3. Habitat for Humanity

4. Downtown Housing Options
MINOR ADAPTIVE REUSE
(INTERIOR)

UPPER LEVEL(S) REMODEL/REHAB
(ADAPTIVE SPACE OPTION)

UPPER & MAIN LEVEL REMODEL/REHAB
(ADAPTIVE SPACE OPTION)

MAJOR REDESIGN
(EXTERIOR/INTERIOR)

NEW DESIGN/CONSTRUCTION

'52 WING

□ OPTIMIZE STORAGE
□ PARTITIONS
  • FIXED
  • MOBILE
□ "LOFTING" TALL SPACES
□ REMEDIATION
  • LEAD (PAINT, OTHER)
  • ASBESTOS
  • ROOFING, CEILING, TILE, INSULATION
□ HVAC

DOWNTOWN HOUSING 52 WING
**Implementation**

Community Center - Option A

Community Center - Option B

Prison Possibilities:
- Computer Data Server Farm
- Business Incubator
- Vo-Tech

1. Decide you want to do something
2. Paint projects - organize priority list
3. Create one-page strategic plan
4. Find downtown storefronts to display art
5. To-do list within a year
6. Continue trail work to Marsh Lake
7. Choose loop
8. Re-landscape stone monuments

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Appleton
April 2014