



Executive Summary

Appleton Comprehensive Plan: Our Innovative Path

Appleton’s Community Vision for the next 10-20 years:

Appleton stands out as a successful small town because of our willingness to try a new and innovative path. Residents feel welcome and supported, and businesses utilize progressive economic opportunities. A highlight of our town is our multiple outdoor recreational opportunities which enhance livability, increase enjoyment and provide economic possibilities. Diversity, functionality, and interconnectedness makes Appleton a place where all residents can thrive.

Strategy Highlights

Land Use

- Enable mixed use and flexibility.
- Provide land ready for development.



Housing

- Rehabilitate existing housing stock.
- Build new homes.



Parks, Recreation, Open Space, and Natural Resources

- Enhance, market and expand important and unique recreational assets.



Economic Development

- Prepare for opportunities with tools and flexibility.



Public Infrastructure, Facilities and Services

- Plan for maintenance and improvements.



Transportation

- Plan for sustainability and safety of the transportation system.
- Preserve and utilize rail access.



Community Vitality

- Coordinate and facilitate community involvement.
- Design the community to allow for livability and access.



Community Pulse

Source: American Community Survey 2012-2016

Population	1,485
Households	701
Median Age	42
Median Family Income	\$42,054
Unemployment Rate	8.1%

Housing Units	840
Vacant Units	139
Median Home Value	\$53,300
Median Rent	\$541

- Changes in population, income levels, workforce, educational attainment and housing have been gradual in the past 10 years.



- Population is aging and declining at a slow rate, and housing vacancies have gone up slightly in recent years.



- The cost of living in Appleton is lower than the metropolitan area.

- More people have a high school diploma as their highest educational attainment compared to the state.



- There is a lower household income compared to the state as a whole, with a higher percentage of single parent families and people living alone.



Using this Plan

The Appleton Comprehensive Plan includes an **Action Plan** with strategies for each topic area.

Step 1: Annually prioritize the strategies in the action plan to see what to work on first.

Step 2: The project lead, the timeline and resources can be identified for the top projects.

