



# City of Appleton

100 North Appleton Street  
Appleton, WI 54911-4799  
www.appleton.org

## Meeting Agenda - Final Community & Economic Development Committee

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Wednesday, April 12, 2023

4:30 PM

Council Chambers, 6th Floor

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1. Call meeting to order
2. Roll call of membership
3. Approval of minutes from previous meeting

[23-0328](#) CEDC Minutes from 3-22-23

**Attachments:** [CEDC Minutes 3-22-23.pdf](#)

#### 4. Public Hearings/Apearances

#### 5. Action Items

#### 6. Information Items

[23-0212](#) Presentation - Appleton Housing Overview

**Attachments:** [CEDC Housing April 2023 Final.pdf](#)

[23-0329](#) Proposed Table of Organization Changes - DPW and CED

**Attachments:** [Memo Reorganization CEDandDPW Final.pdf](#)

[Public Works DRAFT 3.27.23.pdf](#)

[Community & Economic Development DRAFT 3.2023.pdf](#)

#### 7. Adjournment

*Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.*

*Any questions about items on this meeting are to be directed to Kara Homan, Director, Community and Economic Development Department at 920-832-6468.*

*Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.*

*\*We are currently experiencing intermittent issues/outages with our audio/video equipment. Meeting live streams and recordings are operational but unreliable at times. This is due to delays in receiving necessary system hardware components. We continue to look for solutions in the interim and we hope to have these issues resolved soon.*





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## Meeting Minutes - Final Community & Economic Development Committee

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Wednesday, March 22, 2023

4:30 PM

Council Chambers, 6th Floor

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1. Call meeting to order

Chair Alfheim called the meeting to order at 4:30 p.m.

2. Roll call of membership

**Present:** 4 - Thao, Alfheim, Wolff and Jones

**Absent:** 1 - Del Toro

*Others present:*

*Tara Prah, Pillars, 605 E. Hancock Street*

3. Approval of minutes from previous meeting

[23-0259](#)

CEDC Minutes from 3-8-23

**Attachments:** [CEDC Minutes 3-8-23.pdf](#)

**Jones moved, seconded by Wolff, that the Minutes be approved. Roll Call.  
Motion carried by the following vote:**

**Aye:** 4 - Thao, Alfheim, Wolff and Jones

**Absent:** 1 - Del Toro

4. Public Hearings/Appearances

5. Action Items

[23-0215](#)

Request to approve the REVISED 2023-2024PY Community Development Block Grant (CDBG) funding as specified in the attached community partner allocation recommendations

**Attachments:**    [Alloc Recs 2023 Final Award Memo to CEDC 3-22-23.pdf](#)  
[2023 CDBG Community Partner Award Recommendations Updated.pdf](#)  
[2023 CDBG Simple Summary Award Recommendations Updated.pdf](#)  
[Alloc Recs Memo to CEDC 11-9-22.pdf](#)

**Wolff moved, seconded by Thao, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:**

**Aye:** 4 - Thao, Alfheim, Wolff and Jones

**Absent:** 1 - Del Toro

**6. Information Items**

[23-0213](#)

2022 Growth Report for the City of Appleton

**Attachments:**    [2022 Growth Report Summary\\_CEDC 3-22-23.pdf](#)  
[2022 City of Appleton Growth Report.pdf](#)

**This item was presented and discussed.**

**7. Adjournment**

**Wolff moved, seconded by Jones, that the meeting be adjourned at 4:53 p.m. Roll Call. Motion carried by the following vote:**

**Aye:** 4 - Thao, Alfheim, Wolff and Jones

**Absent:** 1 - Del Toro

# Appleton Housing Overview

Community & Economic Development Committee  
April 2023

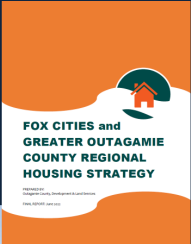
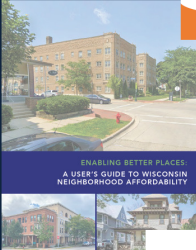

Kara Homan, Director  
Jessica Titel, Principal Planner  
Community & Economic Development Department



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## Policy Framework / Guiding Documents

- Regional:
  - Housing Strategy for the Fox Cities and Greater Outagamie County Region
- Local:
  - College Avenue North Neighborhood Plan (city-wide market study) - 2022
  - 2010 – 2030 Comprehensive Plan – updated in 2017
  - Housing Affordability Report – updated annually
- Other:
  - A User’s Guide to Wisconsin Neighborhood Affordability (supported by the League of WI Municipalities)

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# Housing markets are regional

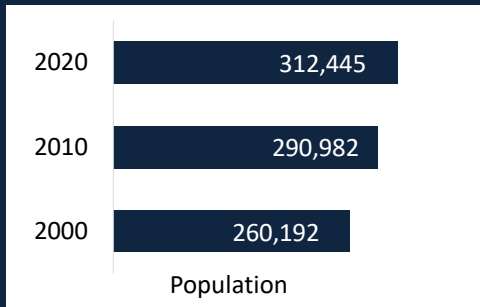


They're affected by:

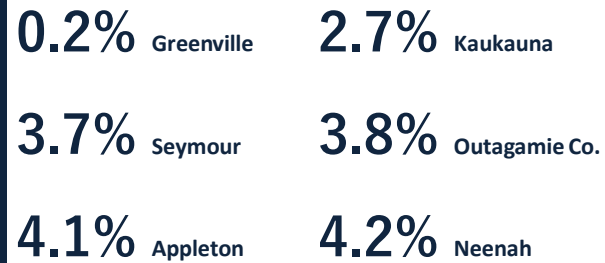
- Policy at all levels of government
- Land use rules that vary by jurisdiction
- Employee & business locations
- Our transportation network
- Decisions made by developers
- The choices of thousands of households

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# Regional Housing Context:

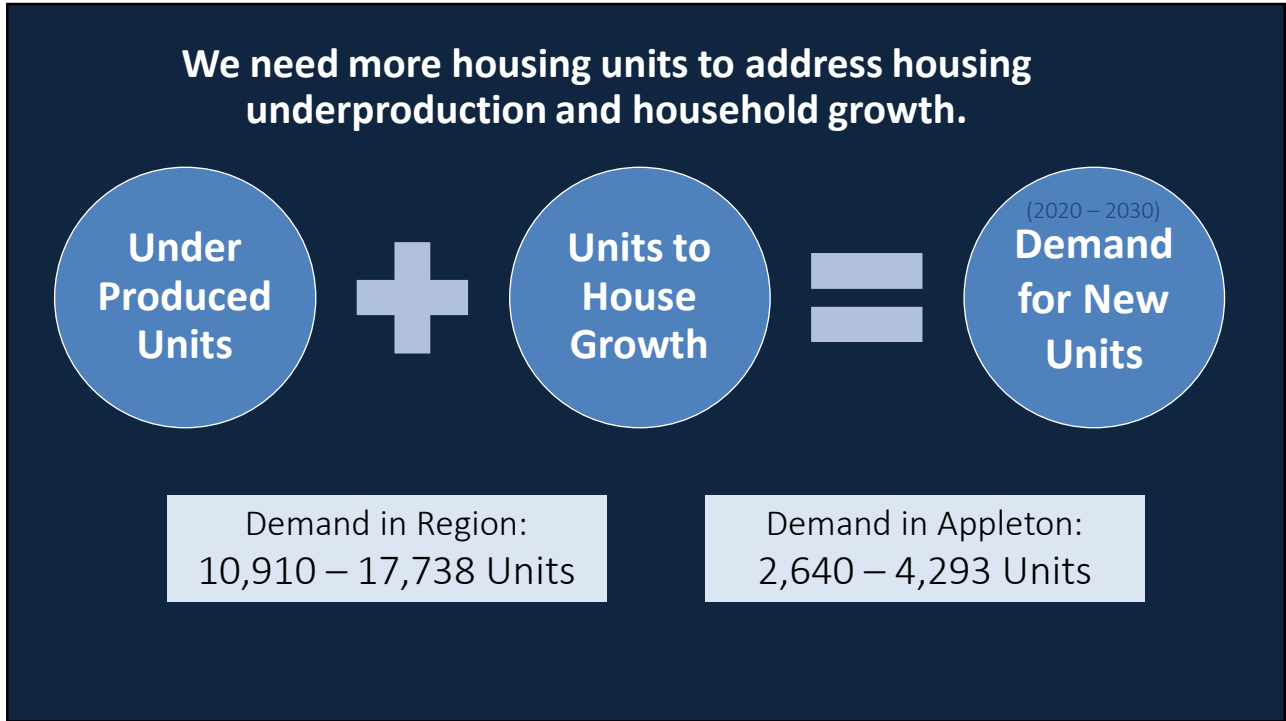


Population Growth (U.S. Decennial Census).



A Snapshot of Residential Vacancies throughout the Region (ACS 2016-2020).

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## Projected City housing need between 2020 and 2030

	2025	2030	2020-2030
<b>Total Need</b>	1,400-1,600	1,450-1,650	2,850-3,250
<b>Total Owner Occupied</b>	850-900	900-950	1,750-1,850
<b>Affordable Low: &lt;\$125,000</b>	Accommodate in the existing housing stock		
<b>Affordable Moderate: \$125k-\$200,000</b>	29%		
<b>Moderate Market: \$200k-\$250,000</b>	24%		
<b>Market: \$250k-\$400,000</b>	27%		
<b>High Market: Over \$400,000</b>	20%		
<b>Total Renter Occupied</b>	550-600	600-650	1,150-1,250
<b>Low: Less than \$650</b>	Will not be supplied by the market		
<b>Affordable: \$650-\$1,000</b>	31%		
<b>Market: \$1,000-\$1,500</b>	27%		
<b>High Market: \$1,500+</b>	21%		

Source: RDG Planning & Design

**Total # of Owner Occupied Units needed (57-61%)**

**Total # of Renter Occupied Units needed (38-40%)**

\* Source: College Avenue North Neighborhood Plan – Market Study

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# We need housing that is affordable to households & families of ALL incomes.

	Extremely Low Income	Very Low Income	Low Income	Moderate Income	High Income
Household Income:	< \$25K	\$25k - \$42K	\$42K - \$67K	\$67K - \$101K	> \$101K
Affordable Housing Cost (Monthly):	< \$630	\$630 - \$1,000	\$1,000 - \$1,700	\$1,700 - \$2,500	> \$2,500
Share of Households:	<b>15%</b>	<b>15%</b>	<b>21%</b>	<b>21%</b>	<b>28%</b>

Cashier  
\$22,860

Preschool Teacher  
\$26,590

Construction Laborer  
\$39,400

Licensed Practical Nurse  
\$48,580

Police Officer  
\$62,840

Computer / IT Managers  
\$126,050

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# We need greater housing choice to accommodate our changing demographics and to address growing affordability challenges.



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## We need to continue to preserve and maintain our existing housing stock.

- Improve housing that has fallen into disrepair
- Improve the functionality of older homes
- Stop the deterioration of units before condemnation
- Improve neighborhood performance (property values, curb appeal, etc.)
- Preserve the property tax base
- Incorporate ADA-accessible home improvements

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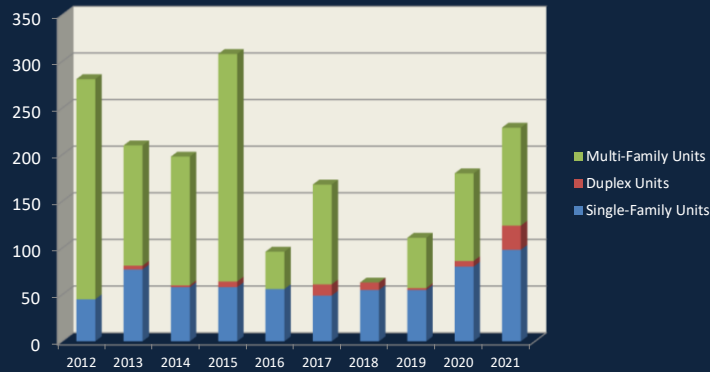
## Integral to the Successful Housing Strategies



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# Where have we been? – City Housing Trends

Appleton Housing Construction: 2012-2021



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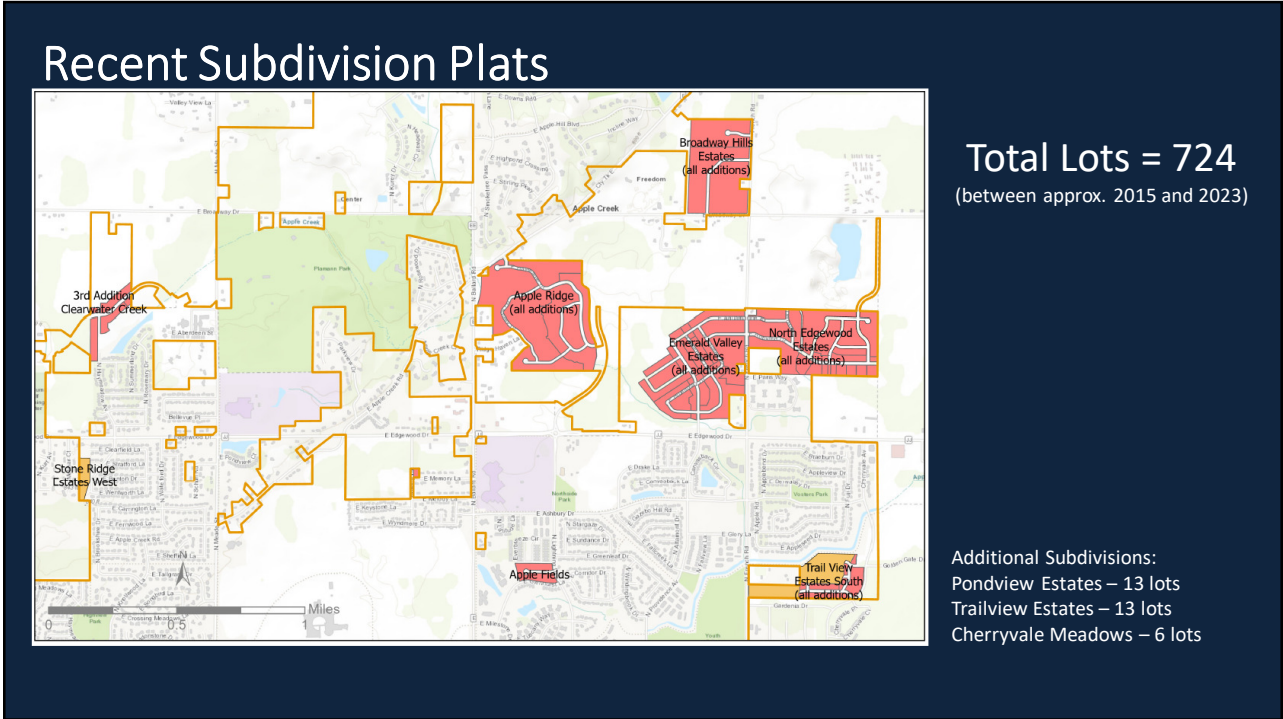
# Downtown housing development (2016-2025):

Completed Multi-Family Projects (since 2016)	Market Rate Units	Low/Moderate Income Units
Gabriel Lofts	21	
Avant Apartments	33	
Crescent Lofts	11	58
Block 800	20	
320 East College	39	
<b>Construction expected to be complete 2023/2024</b>		
Park Central	39	
Residences at the Zuelke	66	
URBANE 115	56	
Rise Apartments	5	43
<b>Future (est. 2024/2025)</b>		
Merge (Ph II)	75	
Chase Bank Redevelopment	TBD	
<b>Totals</b>	<b>290 (74%)</b>	<b>101 (26%)</b>

**Total Downtown Units by the end of 2024/2025 = ~391**

Senior/Assisted Living  
Eagle Point (Completed in 2018) 99 units

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## What has the City done to implement housing strategies and support housing development?

ACCOMPLISHMENTS FROM CHAPTER 14: DOWNTOWN PLAN

<b>Recommendation</b>		<b>Implementation</b>
Strategy 4.8: Support private sector efforts to redevelop and invest in downtown.	→	Created Tax Increment Financing Districts #11 and #12 for the east and west ends of downtown in 2017.
Strategy 3.4: Revise CBD zoning to permit first floor dwellings on parcels which do not front College Avenue.	→	Amended CBD zoning in 2018 to allow ground floor residential (except along College Ave.) and standalone residential.
Strategy 3.1: Encourage mixed-use and mid-density residential redevelopment on the edge of downtown.	→	Revamped the C-1 zoning district in 2020 to accommodate mixed-use infill and redevelopment.
Strategy 1.3: Implement appropriate streetscaping projects throughout the downtown.	→	Completed the Downtown Streetscape Design Guide in 2021 to inform decisions as street reconstruction projects occur.

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## What has the City done to implement housing strategies and support housing development?

- **Updated zoning code** to allow for more housing options and flexible re/development
  - **Increased multi-family residential densities** (no maximum density in the CBD, C-1 or C-2 zoning districts)
  - **Amended the C-1 Neighborhood mixed use district** (increased lot coverage, reduced parking requirements, no maximum MF density, reduced setbacks, encourage parking to the rear of the buildings)
  - Accessory Dwelling Units are now allowed in residential districts
  - Allow for zero lot line dwellings
- Support redevelopment of existing infill properties – C-1 zoning district updates and CBD district

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## What has the City done to implement housing strategies and support housing development?

- **Preserve existing housing stock** – City Housing Rehab Program
- **Allocated \$3 M of ARPA funds** towards affordable housing.
- **Incentivized housing stock** production through TIF Development Agreements.
- **Inventoried every vacant residentially-zoned parcel.**
- Developed, & began implementing **College Avenue North plan** to reimagine redevelopment.
- Site assessment and **master plan of Valley Transit Site** – potential housing joint development concept.
- **Community Development Block Grant funds** awarded to agencies that create & rehabilitate affordable housing

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## How do we compare to best practice recommendations?

Recommendations from *Enabling Better Places: A User's Guide to Neighborhood Affordability – February 2022* (supported by the League of WI Municipalities)

1. Realign lot widths and areas to match historic patterns favoring narrower lots.
  - City already has relatively small and narrow lot minimums (i.e. R-1B = 6,000 SF and 50' width, R-1C 4,000 SF and 40' width for detached single family).
2. Reduce setbacks to historic distances to allow greater use of existing lots.
  - R-1C district allows for a 10' front yard setback (20' on arterials).
3. Allow accessory dwellings by right for all single-family zoning districts.
  - ADUs and JADUs allowed in all residential districts.
4. Permit residential uses within downtown and Main Street zoning districts.
  - Stand alone multi-family is allowed in the CBD and C-1 districts. Residential is allowed as an accessory use in the C-2 districts. No density maximums.

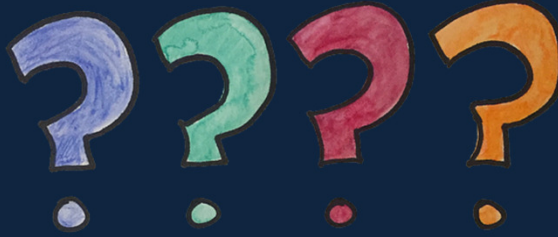
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## How do we compare to best practice recommendations? Continued.....

5. Permit residential uses, including multi-family, in commercial districts.
  - See #4 above.
6. Manage residential density with building types not units per acre in each district.
  - No maximum residential density in the C-1, CBD or C-2 districts. Also recently double the allowed MF density in the R-3 district.
7. Reduce or eliminate parking minimums.
  - No parking required in the CBD district, 50% parking reduction in the C-1 district and allow for a 20% administrative parking reduction/adjustment in all districts.
8. Assess and streamline the subdivision and workforce housing application process, including standards that direct development outcomes and a time limit on municipal response.
  - Staff is currently meeting internally to streamline the subdivision review process and updates to Subdivision Code Chapter 17 are on the horizon.

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Questions?





# MEMORANDUM

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TO: Human Resources/IT Committee

FROM: Kara Homan, AICP, Director of Community & Economic Development  
Danielle Block, PE, Director of Public Works

DATE: March 31, 2023

RE: Proposed Table of Organization Changes – DPW and CED

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## **Background & Overview:**

The Department of Public Works (DPW) and the Community & Economic Development (CED) Department have undergone significant leadership transitions, most recently in CED with the promotion of David Kress to Deputy Director; and in DPW with the promotion of Pete Neuberger, PE to Deputy Director/City Engineer, pending the retirement of Ross Buetow, PE in early April. DPW and CED leadership felt it prudent to evaluate organizational structures within and between our departments with the following goals: alignment of related functional areas; enhanced customer experience; balancing of workload and supervisory oversight; and improved collaboration and coordination within and between departments. With this in mind, the following is being proposed (see attached proposed Tables of Organization):

*Realignment of Principal Planners within CED.* The three principal planners reporting structure will shift from the Director of CED to the Deputy Director. This will create a division focused on planning and development, and allow for better integration of policy and programming between the functional areas of long-range planning, GIS, community development, and economic development.

*Inspections Division moves from DPW to CED.* The Inspections Division reporting structure will be realigned from the Deputy Director of Public Works/City Engineer table of organization, to reporting directly to the Director of Community & Economic Development. This will allow for close integration with the short-range planning function and enhanced coordination and workflows through the life-cycle of development projects – from concept to planning, approval, permitting, inspection, and enforcement. This will still require significant coordination with DPW/Engineering, Health, and Fire, but will centralize one department (CED) as the coordinating/facilitating entity for all things related to private development / real property.

This organizational structure (aligning inspections/permitting with planning/development) is one that is used by mid-sized communities throughout the Fox Valley (e.g. Neenah,

Menasha, Kaukauna, DePere, Green Bay, Oshkosh, Fond du Lac) and throughout the State (e.g. Eau Claire, Waukesha, Stevens Point, Marshfield, Sun Prairie, among others).

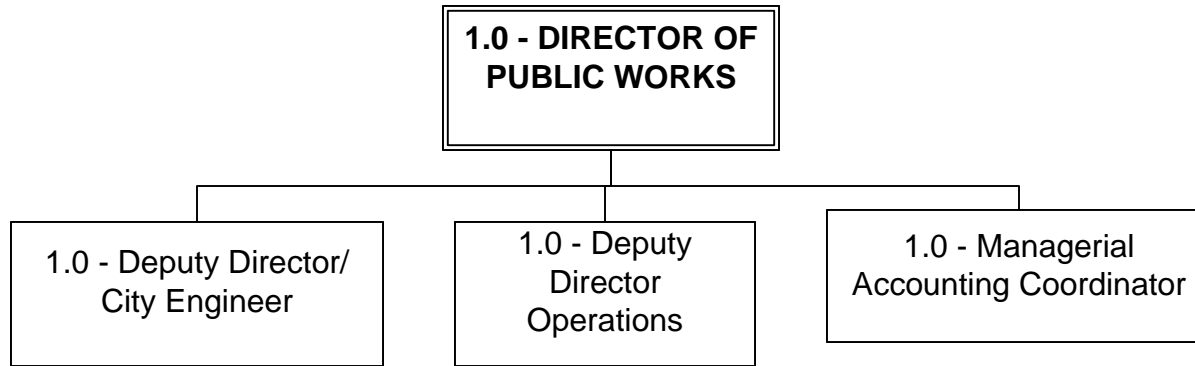
**Fiscal Impact:** This proposal is budget NEUTRAL.

**Staff Recommendation:**

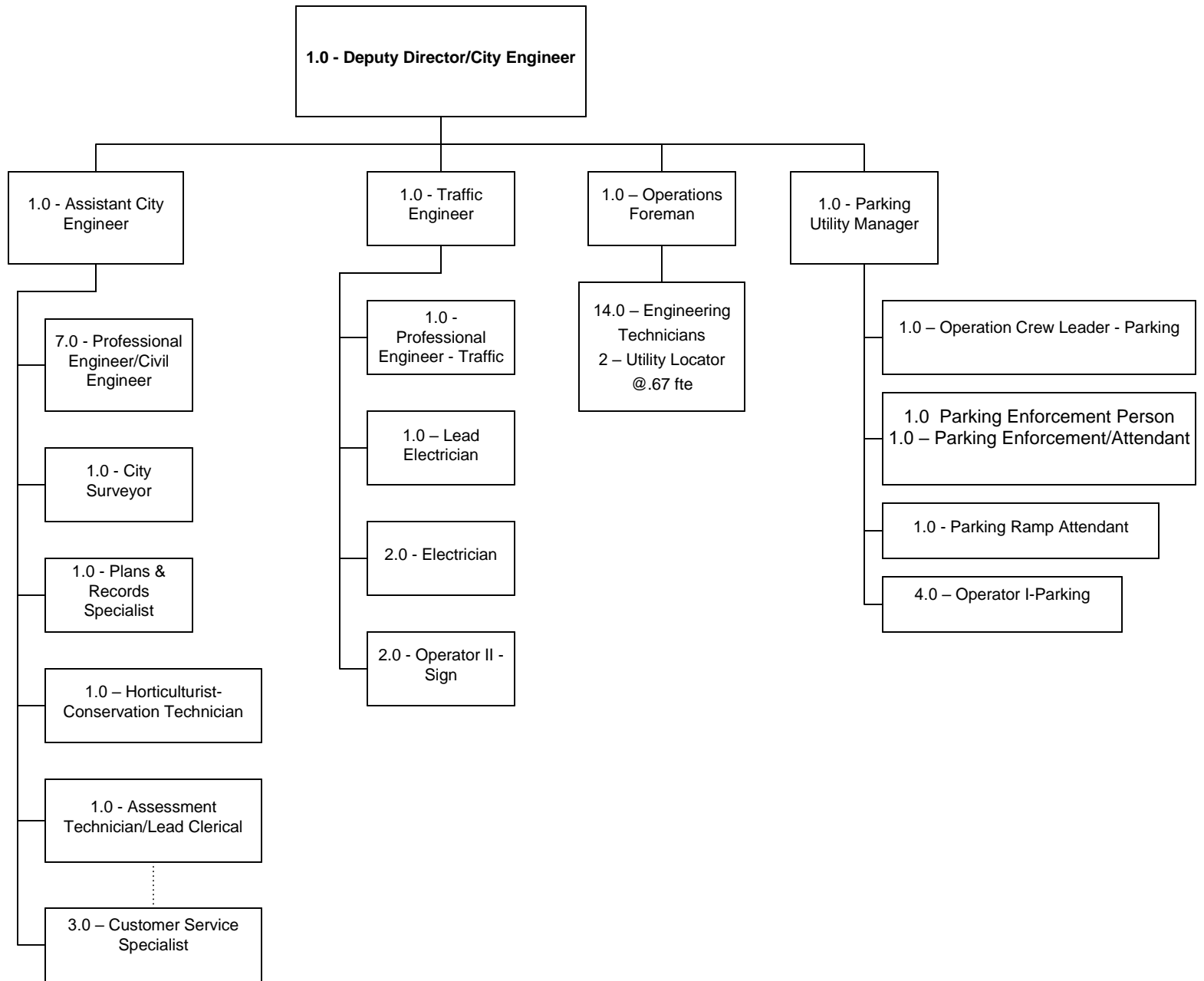
DPW and CED Directors recommend approval of the proposed reorganization of our respective tables of organization.

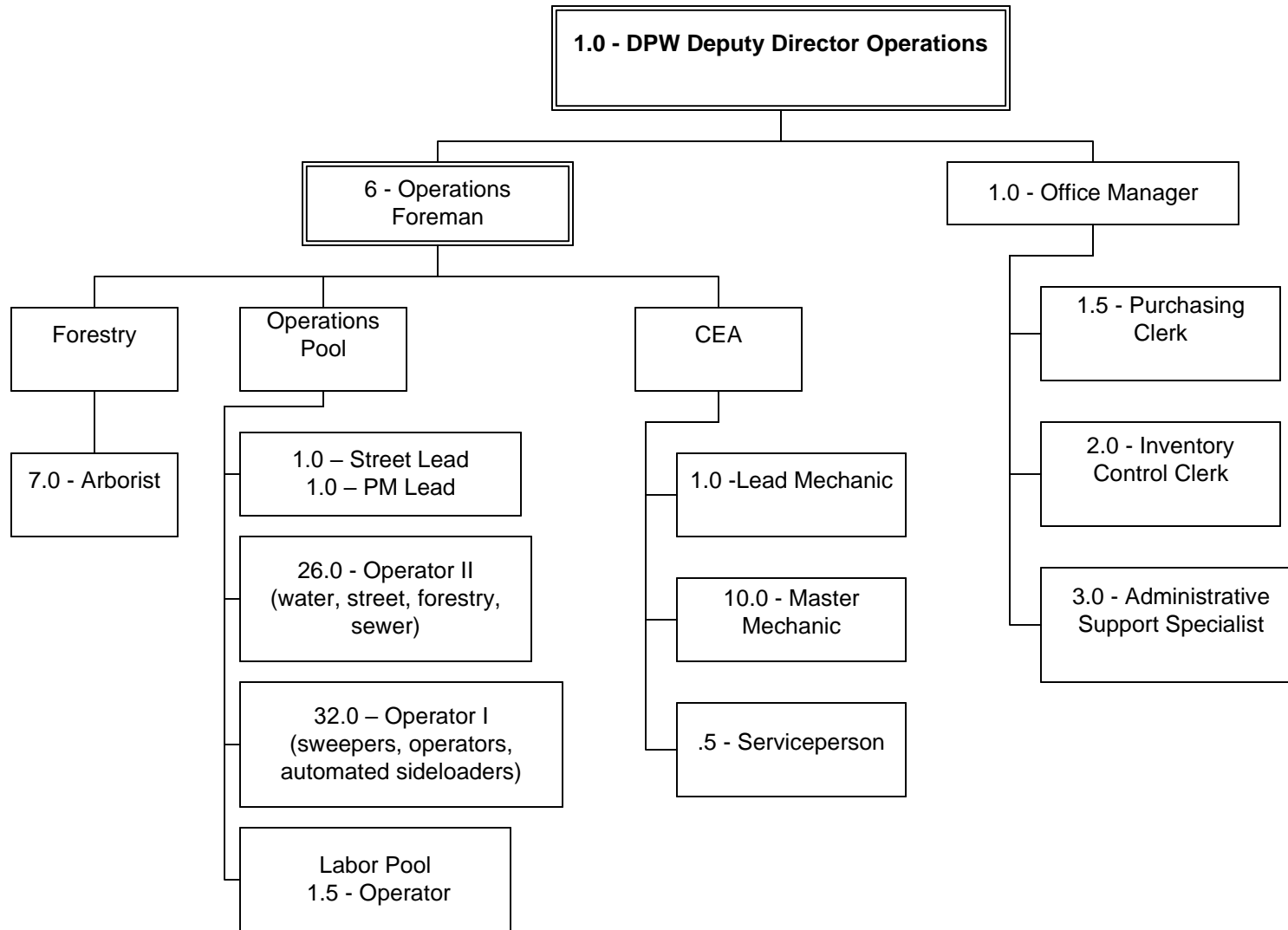
Attachments: DPW & CED Proposed Organizational Charts

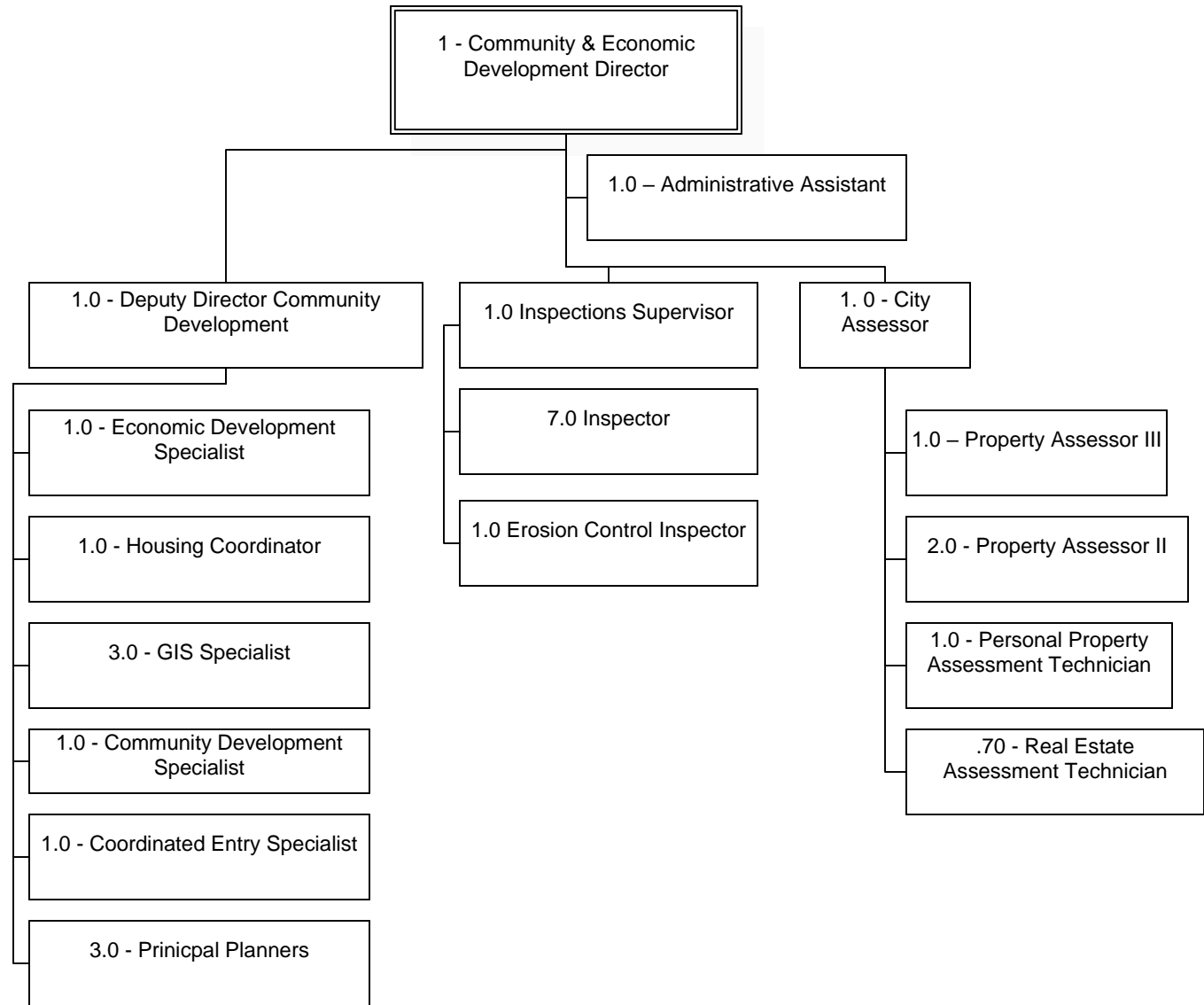




Approved 8-2-17







**DRAFT 3/27/2023**