

## All Action Items

### Community Development Committee

Wed, Jul 10, 2024 4:30PM

#### **Aldersperson Sheri Hartzheim (District 13) 01:32**

We'll move on to our action items. Action item number 24-0690. Request to award the contract for updating Appleton's comprehensive plan and sub area plans to SmithGroup and the amount of \$359,000 with a contingency of \$16,000 for a project total not to exceed \$375,000. Do I have a motion?

#### **Aldersperson Vaya Jones (District 10) 01:52**

Motion to approve.

#### **Aldersperson Martyn Smith (District 4) 01:53**

Second.

#### **Aldersperson Sheri Hartzheim (District 13) 01:54**

Motion and a second. Principal planner Smith, would you like to speak?

#### **Principal Planner Lindsey Smith 02:01**

Thank you. Just providing a brief overview of what has led up to today and where we're at. So back in April, we published a request for proposals for updating the Comprehensive Plan and the three sub-area plans within the packet. That included the request for proposals and outline what we asked consultants to submit for. When—then in May, the proposals were due for us to review. We had an internal team for staff members that created a shortlist.

#### **Principal Planner Lindsey Smith 02:33**

We received eight proposals and that—we shortlist—created a shortlist with four proposals. After that, we pulled in some other stakeholders as well, including the mayor, Alder Fenton. At the time, our public works director Dani Block was on the stakeholder group—or the interview group, and Parks as well—Tom Flick was included—and several staff members from Community Development. With that, we then reviewed those four proposals and conducted in person interviews with all four of those firms. And after that, we selected the Smith group for our consultant to move forward with our Comprehensive Plan update.

#### **Principal Planner Lindsey Smith 03:14**

So, with the reviewing of the proposals, the team also did do a technical review of the proposal and ranked it and then ranked the actual in-person interview. So, there's kind of a two component two components to that review process. And so, with that, like I said, we are recommending SmithGroup to lead our comprehensive plan and our three sub area plans.

#### **Principal Planner Lindsey Smith 03:41**

Just one thing just to touch on so the three sub-area plans Wisconsin Avenue, Richmond Street, and South Oneida. So, it's portions; it's not the whole corridor that I'm identifying, but there's portions of those streets that are going to be within the sub area planning efforts.

**Principal Planner Lindsey Smith 03:58**

So, with that staff recommends, as stated in the memo, the proposal to award the contract to SmithGroup in the amount of \$359,000 with the contingency of \$16,000 with a project total not to exceed \$375,000. One, just know on the budgeting end of this, this is being funded through ARPA funding, and previously, the MOU has been approved by Common Council for actually an amount of \$400,000 previously, so we are under that 400, and we're recommending the total of 375.

**Aldersperson Sheri Hartzheim (District 13) 04:33**

In that regard, as far as the overage of funds available, is there any plan for that or is there anything additional that we might ask SmithGroup to do, or what—where are we going with that?

**Principal Planner Lindsey Smith 04:44**

Yes. Kara, do you? Okay.

**Aldersperson Sheri Hartzheim (District 13) 04:47**

Director Homan?

**Olivia Galyon (Community Development Specialist) 04:49**

I can take this one.

**Aldersperson Sheri Hartzheim (District 13) 04:50**

Oh, Olivia. Five.

**Olivia Galyon (Community Development Specialist) 04:54**

So, for this project, and then the other one we'll touch on as well, the proposals came in under what we were expecting budget wise. So, we will plan to reprogram that funding, and it hasn't been determined exactly where it's gonna go yet, but when a project is identified and confirmed as eligible, that would come back through the committee of jurisdiction and then through Common Council for approval. So those funds will be reprogrammed, and they will come back for approval.

**Aldersperson Sheri Hartzheim (District 13) 05:26**

Is the plan to perhaps just kind of bunch them together and then do one? Okay. Excellent. Excellent. Director Homan, hang on one second. Where are you? Seven.

**Director Kara Homan (Community And Economic Development) 05:37**

It wouldn't necessarily be a Community Development Project. We would be looking holistically at what the city's needs are and then making a recommendation to Council on the best use of, I think it's, the \$45,000 that would be reappropriated.

**Aldersperson Sheri Hartzheim (District 13) 05:50**

Excellent. Thank you. Anyone else on the committee have any questions? concerns? thoughts? Who's first? Aldersperson Siebers.

**Aldersperson William Siebers (District 1) 06:01**

No, I didn't have anything.

**Aldersperson Sheri Hartzheim (District 13) 06:02**

Oh, okay. Aldersperson Jones? Aldersperson Smith? How 'bout I ask everyone?

**Alderson Martyn Smith (District 4) 06:08**

I was glad to see that SmithGroup had such good—I mean, I enjoyed their proposal, but also that they had seemed to be rooted in Wisconsin and a lot of Wisconsin project. So that seemed great. And I just wanted to ask about what the what we'll get in return. It looked like a lot of the budget is taken up with just flat-out hourly billing from the people who are going to be involved in putting this together. We get kind of a the basic hourly divide. So, what we'll get at the end will be a list of recommendations for developing those three sub areas that we're that we're working on? Or a kind of—it's an action plan? I just want to see what is—what exactly does it look like when all these people put in their these hours of work and billed, and what do we get back from that?

**Principal Planner Lindsey Smith 06:58**

Yes, yep. So, are you familiar with the College North neighborhood plan that was completed?

**Alderson Martyn Smith (District 4) 07:03**

Just by name.

**Principal Planner Lindsey Smith 07:04**

Okay. All right. So, I would identify these three sub areas very similar to college North planning effort that we recently completed. And with that, it is just a smaller area within the city that we're trying to identify. And with that there will be—it may identify sites for redevelopment. It may identify sites for infill development. There may be recommendations for potentially rezoning the property for a different intended use long-term. So, there will be a list of recommendations, and it may identify opportunities sites for redevelopment or infill development. So, with that, there was a list of recommendations in the College North Plan and we anticipate something very similar for these three sub areas.

**Alderson Sheri Hartzheim (District 13) 07:48**

But the full comprehensive plan will be updated as well.

**Principal Planner Lindsey Smith 07:51**

Yes.

**Alderson Sheri Hartzheim (District 13) 07:51**

That's kind of the primary piece of this, correct?

**Principal Planner Lindsey Smith 07:53**

Yes. So, we felt that our, our current comprehensive plan is a little bit dated, specifically to our housing and our land use elements. So that was a big effort. That actually came out of the housing development policy guide that was recently completed this year, and with that, our vision for our city just doesn't align with what we're hearing from the community. And so, with that, we felt that we have to update our comprehensive plan to align with what the community is saying, and then we're going to build off that comprehensive plan update to do these three sub areas.

**Principal Planner Lindsey Smith 08:28**

So, there's a benefit—cost benefit, and even just a community engagement benefit of pulling them in together at the same time to understand what the community wants from a big picture, but then also narrowing down into the smaller areas. And we'll have targeted engagement for these neighborhoods to really draw them in to understand what they want in their existing neighborhood.

**Alderson Sheri Hartzheim (District 13) 08:50**

Excellent. That answer your question?

**Alderson Martyn Smith (District 4) 08:52**

Yes, thank you. And the existing city comprehensive plan, I think it goes up to 2030. Is—does this like push forward those years? Like does this move us to like 2035? Or...?

**Principal Planner Lindsey Smith 09:04**

Yep.

**Alderson Martyn Smith (District 4) 09:04**

I wasn't clear about that.

**Principal Planner Lindsey Smith 09:05**

Yeah. So, the current comprehensive plan was updated and adopted in 2017. So, this will—this is a document long term that will be our document that we'll use for our vision and future land use for the next—typically we look 20 years, but we usually do revise and update them, like, five to seven years. So, things change as we see today in our current comprehensive plan. You look at the housing element; it just isn't up to date with what we're hearing and needing within our community.

**Alderson Martyn Smith (District 4) 09:39**

Thank you.

**Alderson Sheri Hartzheim (District 13) 09:40**

Alder Wolff? Because I'm asking everyone.

**Alderson Nate Wolff (District 12) 09:43**

I'm good for now. Thank you.

**Alderson Sheri Hartzheim (District 13) 09:44**

Thank you. I had two questions. First, the contingency. Why a contingency on a contract for actual like hours work?

**Principal Planner Lindsey Smith 09:54**

Yes. Yep. So, the thing is, there may be situations when we're starting the engagement that all of a sudden, we hear is a priority from the community, and we haven't included in the scope of work. So, we may need to pivot if all of a sudden there's this other large concern that comes out of the stakeholder engagement saying, okay, wait, we need to do a deeper dive into this issue and do some additional engagement that may be needed. And so that way it gives us those funding opportunities to pivot if we need to throughout the project.

**Alderson Sheri Hartzheim (District 13) 10:24**

Excellent. And then the other question I had when you mentioned the sub areas. I just recently saw some survey with Outagamie County in collaboration with the city etc., doing some Wisconsin Avenue West questionnaire. It's about what do people want, and what do we see? How is that—how is this going to work with what the county is trying to do there and what the city in cooperation with them is trying to do as well?

**Principal Planner Lindsey Smith 10:56**

Yes. So, one correction. It's West College Avenue—

**Aldersperson Sheri Hartzheim (District 13)** 10:59

Oh.

**Principal Planner Lindsey Smith** 10:59

—actually. It's not Wisconsin Avenue. So that's where it's a different priority area that we're not focusing in within this contract. I am the lead from the city as well on that project. So, I am—today I went and did community engagement with the Boys and Girls Club on this planning project for West College Avenue. So that project is we've created a coalition because it includes town of Grand Chute, Outagamie County, City of Appleton, and we're all working together to bring this vision of this seg—segment of what we're calling West College Avenue together, because there's so many different agencies involved. So, I anticipate right now we're working on really a vision for what we want to see within that section of West College Avenue, and it may eventually lead to some type of action here actually at CDC or City Planning Commission to acknowledge that that's a plan we want to try and implement along West College Avenue.

**Aldersperson Sheri Hartzheim (District 13)** 11:55

But that's separate from anything that's being proposed with SmithGroup here.

**Aldersperson Sheri Hartzheim (District 13)** 11:58

Okay, great. Anybody else? Any questions? All right. There being none, all those in favor signify by saying aye. Aye. Opposed, and abstentions? None. That passes five zero.

**Principal Planner Lindsey Smith** 11:58

Yep, that was separate funding source that the county applied for, and there's just various stakeholders are involved, including myself.

**Aldersperson Sheri Hartzheim (District 13)** 12:16

On to item number 24-0691, request to award the contract for neighborhood Leadership Academy program to NeighborWorks Green Bay in the amount of \$76,250 with a contingency of \$3,750 for a project total not to exceed \$80,000. Do I have a motion.

**Aldersperson Vaya Jones (District 10)** 12:35

Motion to approve.

**Aldersperson Martyn Smith (District 4)** 12:37

Second.

**Aldersperson Sheri Hartzheim (District 13)** 12:37

Motion and a second. Who would like to speak on this? Olivia.

**Olivia Galyon (Community Development Specialist)** 12:42

So, I'll give you a quick recap just as a reminder, again, how we got here. So, in early April Common Council allocated \$100,000 of American Rescue Plan Act funding for the neighborhood Leadership Academy programming. And this programming will be an educational opportunity and leadership development opportunity for leaders in Appleton's various neighborhoods, as well as areas that maybe don't have a neighborhood organization but would like to become more organized. And this will help them increase their self-sufficiency of their neighborhood organizations to pursue improvement projects, pursue funding

opportunities, whether that's from the city or from outside organizations, and just increase the community connections and the strength of the neighborhood organizations that make Appleton a strong community.

**Olivia Galyon (Community Development Specialist) 13:29**

So, in mid-April, we issued a request for proposals to complete the Neighborhood Leadership Academy Services, and proposals were solicited in accordance with the procurement procedure. We received three proposals in response to our RFP. So, each proposal was evaluated in an internal technical review with members of the community development committee, and then one neighborhood leader from the Erb Park neighborhood. And then each of the respondents were also interviewed in late May, and after our internal review and the interview process, the team settled on NeighborWorks Green Bay to pursue the project. They were the only local group that submitted and also just had a really good handle on the what we were looking for out of this project.

**Olivia Galyon (Community Development Specialist) 14:24**

They—after some proposal refinement, they submitted a final proposal amount of \$76,250. And, again, we are recommending a small contingency of \$3,750 for a project total not to exceed \$80,000. And that contingency, again, is just to address any sort of if another event comes up, or if neighborhood leaders come up with something that they'd like additional assistance on, or just anything like that that's maybe a little bit unexpected would demand a bit more time of our consultants, but still keeping it capped that \$80,000 not-to-exceed for the contract. And then the remaining \$20,000, as was said earlier, from this ARPA bucket that was obligated by the MOU but won't be used for this project, will be re obligated and brought back through the committee of jurisdiction and Council.

**Aldersperson Sheri Hartzheim (District 13) 15:18**

What's the overall timeline on this? Can you just boil that down for me? Like at the end (which is when?) what will we have?

**Olivia Galyon (Community Development Specialist) 15:26**

Yeah, so the Neighborhood Leadership Academy in their proposal, it would start this, like, probably late summer, early fall, start kind of the community engagement aspects of it and the preparation of the actual Academy itself. And then in the winter, early spring of 2025, they're hoping to do their first cohort and take the leaders through the various sessions, get kind of those initial projects started, all that kind of stuff. Through summer and late fall of 2025, again, doing refinement of some of the programming and the curriculum for it, working, again, through projects, if any have come up at that point, and then again, doing that community engagement that's necessary to drive engagement for this project. And then the second cohort will take place in January through April-ish of 2026. And then they'll start to wrap up with the consultants' work there, but kind of give those cohorts—the transition into the cohorts being the ones like mainly responsible for this continuation of neighborhood leadership training or the skills that they've gained through the training. And they would wrap up everything by summer of 2026 and then finish their reporting by September 30 of 2026.

**Aldersperson Sheri Hartzheim (District 13) 16:51**

Then what happens to future neighborhoods, then? Are they trained by these folks that were trained in these cohorts? Or how do—how does Appleton keep proliferating this plan without continuing to spend more money on NeighborWorks Green Bay?

**Olivia Galyon (Community Development Specialist) 17:07**

Yeah. The idea for this was that it would, like I said, increase the self-sufficiency of the neighborhood organizations and really help them to identify plans such as succession plans for neighborhood leaders and members so that they don't fall into disarray when, you know, [indecipherable] one person who's really active

has been leading, but help them to kind of come up with those kinds of plans, and then really to encourage communication across neighborhood boundaries. And so that like, if one person moves from one neighborhood to a next, they can still continue to engage, or that neighborhoods can kind of help each other as well with this engagement. So, the idea there is that it would really increase the self-sufficiency of them to pursue the funding and just to continue running different neighborhood events, neighborhood programs, and all that without needing much further guidance, because they've developed those leadership skills and because they've developed these plans for succession and just ways that they'll approach neighborhood development in the future.

**Aldersperson Sheri Hartzheim (District 13) 18:11**

I saw Deputy Director Kress over there.

**Deputy Director David Kress (Community and Economic Development) 18:16**

Thank you, Chair, I would just add that one of the really important deliverables that is baked into this proposal is the development of a toolkit that will be made available at the tail end of each cohort. And so, we envision that being the resource that will be made available for any new coming neighborhoods that come online post completion of the academy.

**Aldersperson Sheri Hartzheim (District 13) 18:40**

Excellent. That's—the combination of your two answers was what I was looking for. Anyone else have any other questions? Alder Jones.

**Aldersperson Vaya Jones (District 10) 18:47**

So, I'm really glad to see that Neighborhood Works was the one that was selected. I did have the opportunity to see the other RFPs and go through those, and in really looking at those not being local, I think that they really missed a sense of who Appleton is and what Appleton needs. Also, in one of the RFPs, they clearly copied and pasted and put "City of Vancouver" on there so that was to me a red flag. Neighbor Works: they're local, they're close, they understand. And I think that that was a huge thing that I had gleaned from their proposal. And also, I am even more excited about this project as the individual who does the neighborhood work for this group is a former constituent of mine, and the amount of work and hustle and it wasn't just "Oh, we're gonna have a neighborhood barbecue," but it was "How do we engage the students at the school? How do we engage elderly individuals with these talents and teach the younger generations?" And so, she knows what neighborhood is, she does the work, and she has the intelligence for it. So, all of these components I'm really excited to see what this program's gonna do now and then sustainability into the future.

**Aldersperson Sheri Hartzheim (District 13) 20:03**

Excellent. Thank you. Anyone else on the committee? Anyone else on staff? All right. There being none, all those in favor, please signify by saying aye. Aye. No nays no abstentions? That passes five zero.

**Aldersperson Sheri Hartzheim (District 13) 20:17**

On to item number 24-0892 request to approve the first amendment to the offer to purchase from F Street Manager Three LLC to extend the inspection date and modify the purchase price for approximately 14 acres located at the southwest corner of East Vantage drive and South Eisenhower drive in South Point Commerce Park. Do I have a motion?

**Aldersperson Nate Wolff (District 12) 20:43**

Motion to approve.

**Alderson Sheri Hartzheim (District 13) 20:44**

Move to approve?

**Alderson Vaya Jones (District 10) 20:45**

Second.

**Alderson Sheri Hartzheim (District 13) 20:45**

And a second. Who would like to speak to this? Thank you, I'd have gotten to it.

**Lily Paul (Economic Development Specialist - Community Development) 20:55**

Yep. So—sorry everybody.

**Alderson Sheri Hartzheim (District 13) 20:59**

The mics are programmed to be like, wherever—so district eight is usually over here. So, the mics kind of echo. So, you might want to take Kara's maybe or

**Director Kara Homan (Community And Economic Development) 21:09**

District seven.

**Alderson Sheri Hartzheim (District 13) 21:10**

Let's try that and see what happens

**Lily Paul (Economic Development Specialist - Community Development) 21:12**

Sorry to everybody's ears. Okay, can everybody hear me? That sounds much better. Okay. Yes. So, the parcel in question. So, 31-9-5712-00, again, on the corner of Vantage Drive and Eisenhower. So, this is like about a 14-acre parcel. It's been under contract for the last year with F Street. You might be familiar, they also have actually completed several developments in Southpoint Commerce park as well. So, we have a good track record with them. So, they just kind of approached us for this specific parcel to extend that contract for a year. It's going to help them secure a lease, materials to actually get a development on that site. It's a built to suit type of situation.

**Lily Paul (Economic Development Specialist - Community Development) 21:57**

With that extension, though—so their original offer, the purchase price would be \$41,000 acre. They are now going to have that up to 43, which is absolutely required now that these acres are now 43 are—now that these parcels are \$43,000 per acre. So, it's definitely a requirement on that, and we're happy to see that they offered that. Everything else in the terms of their original contract are gonna be the same. So, there is a commission of 8% that'll stay the same, but otherwise, everything else looks good. Like I said, they're great to work with, and I recommend this extension.

**Alderson Sheri Hartzheim (District 13) 22:31**

What's our potential for missing out on another buyer for that property if we are waiting this extra year? I don't expect there will be. They're people—not just people jumping on getting in there. But I'm just curious if we don't approve this because we're looking at potentially someone else?

**Lily Paul (Economic Development Specialist - Community Development) 22:50**

Um so in this situation, specifically, one, we have a good track record with F Street. We don't—one we don't want to compromise that relationship, I think. Two, it's a build to suit situation. So, any developer that comes in is going to do the same thing. By the time we, you know, we come around, re-market it, it's going to happen



again, probably. Not exactly, but it might. And then, again, we have plot four that's actually going to be starting construction now or already has, and there's going to be several opportunities and lots of lots available for more development.

**Alderson Sheri Hartzheim (District 13) 23:25**

So, a bird in the hand is what you're saying? A bird in the hand's better. Okay. Anyone else have any questions? Anything else from staff? Oh, Alderson Smith.

**Alderson Martyn Smith (District 4) 23:34**

F Street. Do they, are they develop—do they primarily developed large warehouses? I was driving out there, and there seems to be a lot of warehouses in that area.

**Lily Paul (Economic Development Specialist - Community Development) 23:35**

I would say, yes.

**Alderson Martyn Smith (District 4) 23:35**

So, in all likelihood, that's what we'll see developed onto this plot of land as well?

**Lily Paul (Economic Development Specialist - Community Development) 23:44**

Yeah, they do—and, you know, it's also requirements in our covenants it can't just be warehousing. They usually do some type of like office in the front. And, you know, there's always, you know, the restrictions of, you know, what is supposed to look like and things like. So, it's going to be a nice-looking type of building.

**Alderson Sheri Hartzheim (District 13) 24:06**

I'm interested in why it is a push off of the inspection date and not a push off of the closing date. Is that some specific thing? I mean I read the contract.

**Lily Paul (Economic Development Specialist - Community Development) 24:12**

I think it's just what the contract—

**Alderson Sheri Hartzheim (District 13) 24:20**

Yeah.

**Lily Paul (Economic Development Specialist - Community Development) 24:21**

—said. I think I don't think it's necessarily a difference. Maybe our legal team can answer to that. But that would be my understanding is that it's literally just a term.

**Alderson Sheri Hartzheim (District 13) 24:30**

Attorney Glad's like [...] Alright, thank you. Anyone else have any questions? All right. There being none, all those in favor, please signify by saying aye. Aye. Opposed? Abstentions? All right.