



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appletonwi.gov

Meeting Agenda - Final Community Development Committee

Wednesday, June 25, 2025

4:30 PM

Council Chambers, 6th Floor

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

[25-0712](#) CDC Minutes from 6-11-25

Attachments: [CDC Minutes 6-11-25.pdf](#)

5. Public Hearing/Apearances

6. Action Items

[25-0713](#) Request to approve a release of the Northeast Business Park Plat No. 3 Deed Restrictions and Covenants for two (2) parcels generally located west of the CTH OO/USH 441 Interchange, south of E. Winslow Avenue (Tax Id #31-1-5351 & 31-1-5352) (part of the Chris J. Hartwig Revocable Trust property)

Attachments: [StaffMemo NEBP Release Deed Restrictions For06-25-25 CDC.pdf](#)
[Deed Restrictions NEIP F.pdf](#)
[NEBP Map Release of Deed Restrictions.pdf](#)
[Hartwig E. Northland Ave 441 Rezoning Map.pdf](#)

7. Information Items

[25-0716](#) Presentation by Pam Seidl, Executive Director of the Fox Cities Convention & Visitors Bureau (FCCVB), on recent visitor spending data and other FCCVB highlights

Attachments: [Economic Impact of Tourism Fox Cities 2024.pdf](#)
[Fox Cities Visitor Spending 2024 Summary.pdf](#)

8. 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 Development Department at 920-832-6468.

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



City of Appleton

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Meeting Minutes - Final Community Development Committee

Wednesday, June 11, 2025

4:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

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

2. Pledge of Allegiance

3. Roll call of membership

Present: 5 - Jones, Lambrecht, Heffernan, Fenton and Meltzer

Others present:

Aldersperson Sheri Hartzheim, District #13

4. Approval of minutes from previous meeting

[25-0605](#)

CDC Minutes from 5-14-25

Attachments: [CDC Minutes 5-14-25.pdf](#)

Lambrecht moved, seconded by Meltzer, that the Minutes be approved. Roll Call. Motion carried by the following vote:

Aye: 5 - Jones, Lambrecht, Heffernan, Fenton and Meltzer

5. **Public Hearing/Apearances**

[25-0606](#)

2024 Consolidated Annual Performance and Evaluation Report (CAPER) for the Community Development Block Grant (CDBG) Program (Associated with Action Item #25-0607)

Attachments: [Public Hearing Notice for 2024 CAPER.pdf](#)

[Public Comment Period Notice Publication for 2024 CAPER.pdf](#)

This public hearing was held and no one spoke.

This public hearing was held, and no one spoke on the item.

[25-0608](#)

2025-2029 Consolidated Plan for the Community Development Block Grant (CDBG) Program (Associated with Action Item #25-0609)

Attachments: [Public Hearing Notice for 2025-2029 Consolidated Plan for 6-11-25 CDC.pdf](#)

This public hearing was held and no one spoke.

This public hearing was held, and no one spoke on the item.

6. Action Items

[25-0607](#)

Request to approve the 2024 Consolidated Annual Performance and Evaluation Report (CAPER) for the Community Development Block Grant (CDBG) Program

Attachments: [CAPER Memo to CDC 6-11-25.pdf](#)
[Appleton 2024PY CDBG CAPER Draft For Public Comment.pdf](#)

Meltzer moved, seconded by Fenton, that the 2024 CAPER be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Jones, Lambrecht, Heffernan, Fenton and Meltzer

[25-0609](#)

Request to approve the 2025-2029 Consolidated Plan for the Community Development Block Grant (CDBG) Program

Attachments: [Consolidated Plan Memo to CDC 6-11-25.pdf](#)
[CDBG Consolidated Plan 2025-2029 Draft for Public Comment.pdf](#)

Meltzer moved, seconded by Heffernan, that the 2025-2029 Consolidated Plan be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Jones, Lambrecht, Heffernan, Fenton and Meltzer

[25-0645](#)

Request to approve the REVISED 2025-2026PY (Program Year) Community Development Block Grant (CDBG) allocations as specified in the attached documents

Attachments: [CDBG 2025PY Revised Allocation Memo to CDC 6-11-25.pdf](#)
[CDBG 2025PY Revised Allocations.pdf](#)
[CDBG 2025PY Final Allocations Project Descriptions.pdf](#)

Fenton moved, seconded by Lambrecht, that the revised 2025-2026PY CDBG allocations be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Jones, Lambrecht, Heffernan, Fenton and Meltzer

7. Information Items

[25-0610](#)

Inspection Division Permit Summary Report Ending 5-31-25

Attachments: [Inspections Permit Report May 2025.pdf](#)

This item was presented and discussed.

8. Adjournment

Fenton moved, seconded by Heffernan, that the meeting be adjourned at 5:07 p.m. Roll Call. Motion carried by the following vote:

Aye: 5 - Jones, Lambrecht, Heffernan, Fenton and Meltzer



CITY OF APPLETON

MEMORANDUM

Date: June 25, 2025
To: Community Development Committee
From: Lily Paul, Economic Development Specialist
Subject: Request to Release Deed Restrictions on Parcels 31-1-5351 & 31-1-5352 within Northeast Business Park

Background & Analysis: The properties in question are parcels 31-1-5351 and 31-1-5352 which are located off E. Winslow Avenue within the Northeast Business Park. This business park has recorded Deed Restrictions which determine what types of uses, setbacks, building materials, and more are allowed within this park.

These parcels are part of a grander development plan on this corridor, recently created by the owner and developer. The development plan is intended for more commercial style development; therefore, the owner and developer have started the process to rezone these parcels and the surrounding properties to C-2 General Commercial District. Please see attached maps for reference. Also, for more information on the rezoning and annexation of land on this corridor, please see:

1. Annexation recommended for approval by City Plan Commission on May 28, 2025 and approved by Council on June 4, 2025
<https://cityofappleton.legistar.com/LegislationDetail.aspx?ID=7405092&GUID=EBF30F1-4ED2-452E-99B7-9C743D6F3215&Options=&Search=>
2. Rezoning being presented at City Plan Commission on June 25, 2025
<https://cityofappleton.legistar.com/MeetingDetail.aspx?ID=1309280&GUID=3C57EC71-68FE-468C-A07D-073600963428&Options=info|&Search=>

Even after rezoning, the Deed Restrictions would prohibit the desired future uses on these parcels. So, it is proposed that the Deed Restrictions be released from these parcels so the use can align with the new zoning that is proposed.

STAFF RECOMMENDATION:

The release of Deed Restrictions on Parcels 31-1-5351 and 31-1-5352 within the Northeast Business Park **BE APPROVED**.

DEED RESTRICTIONS

APPLICABLE TO ALL PROPERTIES SOLD IN THE NORTHEAST INDUSTRIAL PARK PLAT NO. 3

This conveyance is made subject to the following conditions, covenants, and understandings which shall be binding upon the vendee, his heirs, successors, and assigns:

1. ***Setbacks:***

- A. ***Front Yard:*** No building shall be constructed on the site nearer than forty (40) feet of the right-of-way of any public street or highway. In the case of corner lots, both forty (40) feet setbacks will apply.
- B. ***Side and Rear Yards:*** Minimum side and rear yards shall be twenty-five (25) feet, provided that adjacent property owners may mutually agree to jointly construct common wall structures thereby eliminating any setback between buildings.
- C. ***County Highways:*** A fifty-five (55) foot building setback shall be observed along CTH 00.

2. ***Land Use:***

Uses in the Business Park shall be limited to manufacturing, warehousing or wholesale distribution activities, and administrative offices directly related thereto. Commercial and service uses shall not be permitted. A factory outlet sales area not larger than 5 percent of the total building area may be permitted with the specific approval of the City.

3. ***Construction and Materials:***

- A. Any building erected shall be at least 5,000 square feet in area.
- B. Any building erected shall be of masonry construction or enameled steel or the equivalent thereof. The entire front of all buildings and any building wall fronting a street shall be faced with decorative masonry.

4. ***Landscaping:***

The front yard area of the site shall be graded, landscaped, and planted with trees, shrubs, ground cover, and appropriate natural landscaping materials. Landscaping shall relate to buildings and paved surfaces as to scale, massing, size, shape, and color. At the time of planting, vegetation shall be of sufficient size as to noticeably enhance the site (i.e., whips are inappropriate as primary landscaping elements). Existing trees shall be preserved whenever possible and may be substituted for part of the required landscaping. Plant material shall be of hardy qualify, preferably native of Wisconsin. Weedy or short-lived

trees such as Box Elder, Poplar, American Elm, or Willow shall not be acceptable. Vendee shall be responsible for maintenance of vegetation and replacement of any defective plant material.

5. ***Parking, Outdoor Storage Areas, and Vehicle Access:***

All parking and outdoor storage areas shall be paved. Parking shall be permitted within the minimum front yard setback area, however, it shall be located no closer than fifteen (15) feet to the public right-of-way line. The purchaser agrees to provide off-street parking for employees, clients, and visitors. The lots adjacent to and abutting Capitol Drive shall not be allowed vehicle ingress or egress to Capitol Drive.

6. ***Outdoor Storage:***

No outside storage of any kind shall be permitted unless such stored materials are visually screened from all streets with a suitable fence, vegetation, berm, or combination thereof. Screening shall be attractive in appearance and in keeping with the architectural quality of the main structure. Said storage shall be limited to behind the front line of the building on the property, and within the building setback lines. No waste material or refuse may be dumped or permitted to remain on any part of the property outside of the buildings. Storage of fuel oil or other bulk fluids must be underground. Fences, walls, or hedges may not be located closer than fifteen (15) feet to any property line.

7. ***Signs:***

Identification signs shall be permitted to promote only the name and/or trademark of the owner or tenant of the parcel on which the sign is placed. Signs, lighting, etc., are to be indicated on the final site plan submitted to the Community Development Committee for review. Ground signs must be set back 10 feet from the right-of-way line and must be of a low profile design subject to approval by the Committee. Building signs must comply with the City Zoning Ordinance.

8. ***Approval of Plans:***

Before commencing the construction or alterations of any buildings, additions, enclosures, fences, loading docks, parking facilities, storage yards, or any other structures or permanent improvements on or to the real estate conveyed hereby, the vendee shall first submit its building plans, specifications, site and landscape plans, and an elevation sketch of all improvements to be placed thereon to the Community Development Committee for its written approval. In the event the Committee or its assigns shall fail to approve or disapprove in writing such building plans, specifications, site and landscape plans, and

elevation sketch within thirty (30) days after they have been submitted to them, such approval will not be required and these restrictions will be deemed to have been complied with. The Community Development Committee may assign this review of plans to the Planning Department.

9. ***Repurchase Rights:***

Failure to Build: In the event the owner of land purchased from the City of Appleton does not commence construction of a building within one (1) year after the date of purchase, ownership reverts to the City. The price paid to repurchase shall be the sum of the original purchase price and all special assessments which may have been paid by the buyer or levied against the property after the date of purchase minus the sum of any unpaid property taxes, proration of the current years property taxes to date of closing, title insurance policy premium or cost of warranty abstract, and any liens and encumbrances on the property of a definite or ascertainable amount. Further, repurchase price shall be adjusted by the amount equal to the amount of an option fee for that year had the property been under option between the City and the Buyer. Conveyance shall be by warranty deed.

Resale of Vacant Land: In the event the owner of land purchased from the City of Appleton elects to sell any portion thereof which is vacant, the property shall first be offered, in writing, to the City of Appleton. The City of Appleton shall have sixty (60) days from date of receipt of such offer to accept or reject, unless an extension of time may be mutually agreed upon and set forth in writing. The purchase price shall be computed as in the Article above. Conveyance shall be by warranty deed. The seller shall furnish title insurance policy at the seller's expense.

10. ***Waiver of Notice:***

All land sold before major assessable improvements are completed in the business park site shall be subject to the purchaser's waiving notice of assessments and hearings, and such waiver shall be part of the negotiations.

11. ***Variances:***

Notwithstanding anything contained herein to the contrary, the City of Appleton expressly reserves the right at any time to authorize in writing variances from the strict applications of these Deed Restrictions or any one or more of them where the circumstances, in its sole and exclusive judgement, justifies the granting of same.

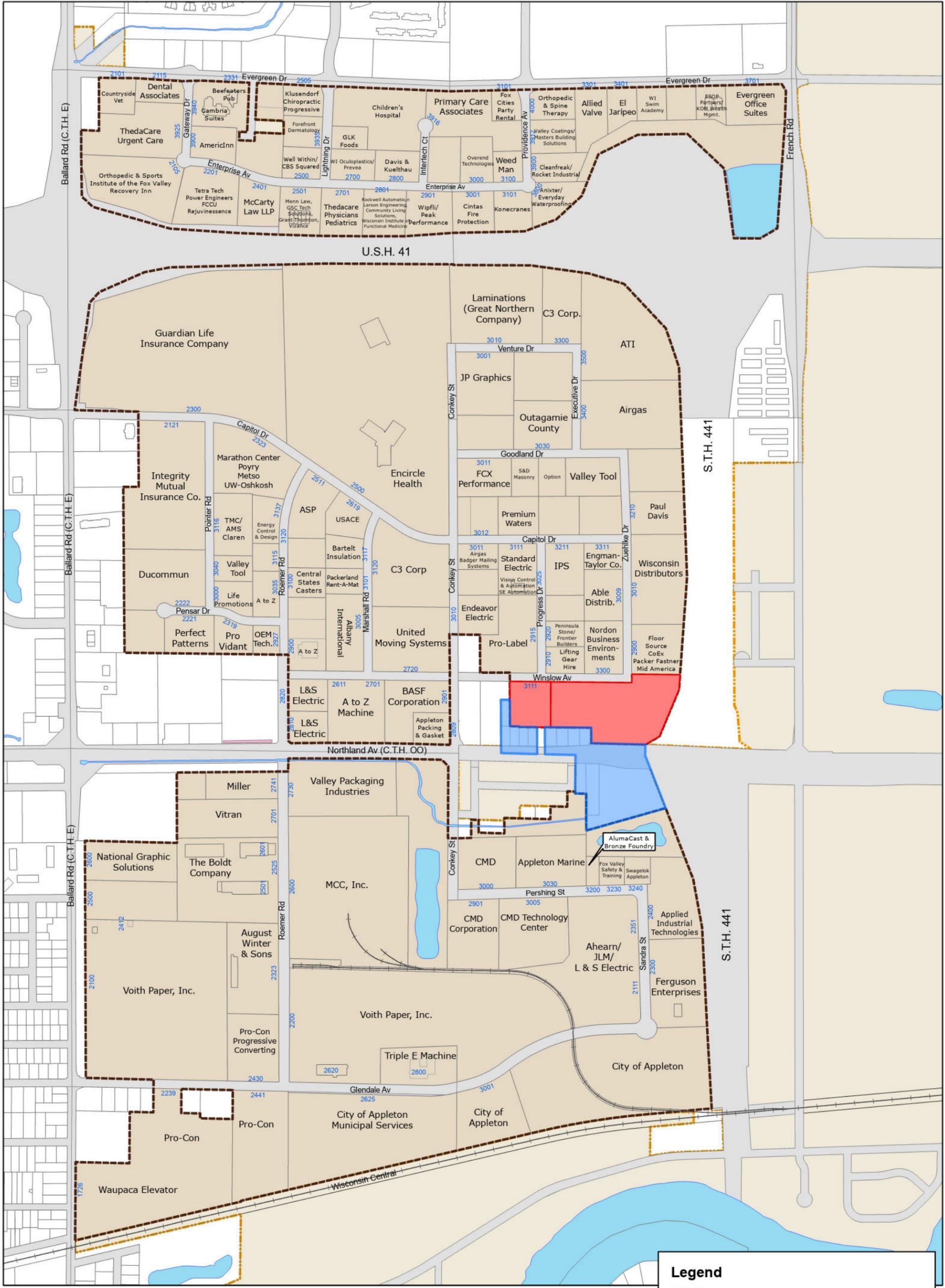
12. ***Enforcement:***

In the event that the vendee fails to perform in accordance with these restrictions, the Common Council, upon recommendation of the Community Development Committee, may take whatever corrective measures it deems appropriate and assess the cost thereof against the property in the same manner as a special assessment. The Common Council shall give at least thirty (30) days notice to the vendee of any violation and the steps required to correct it prior to taking any action to cure such violation.

13. ***Invalidation:***

The invalidation of any one of the covenants or restrictions herein set forth or the failure to enforce any of said restrictions at the time of its violation shall in no way affect any of the other restrictions nor be deemed a waiver of the right to enforce the same thereafter.

Northeast Business Park Appleton, Wisconsin



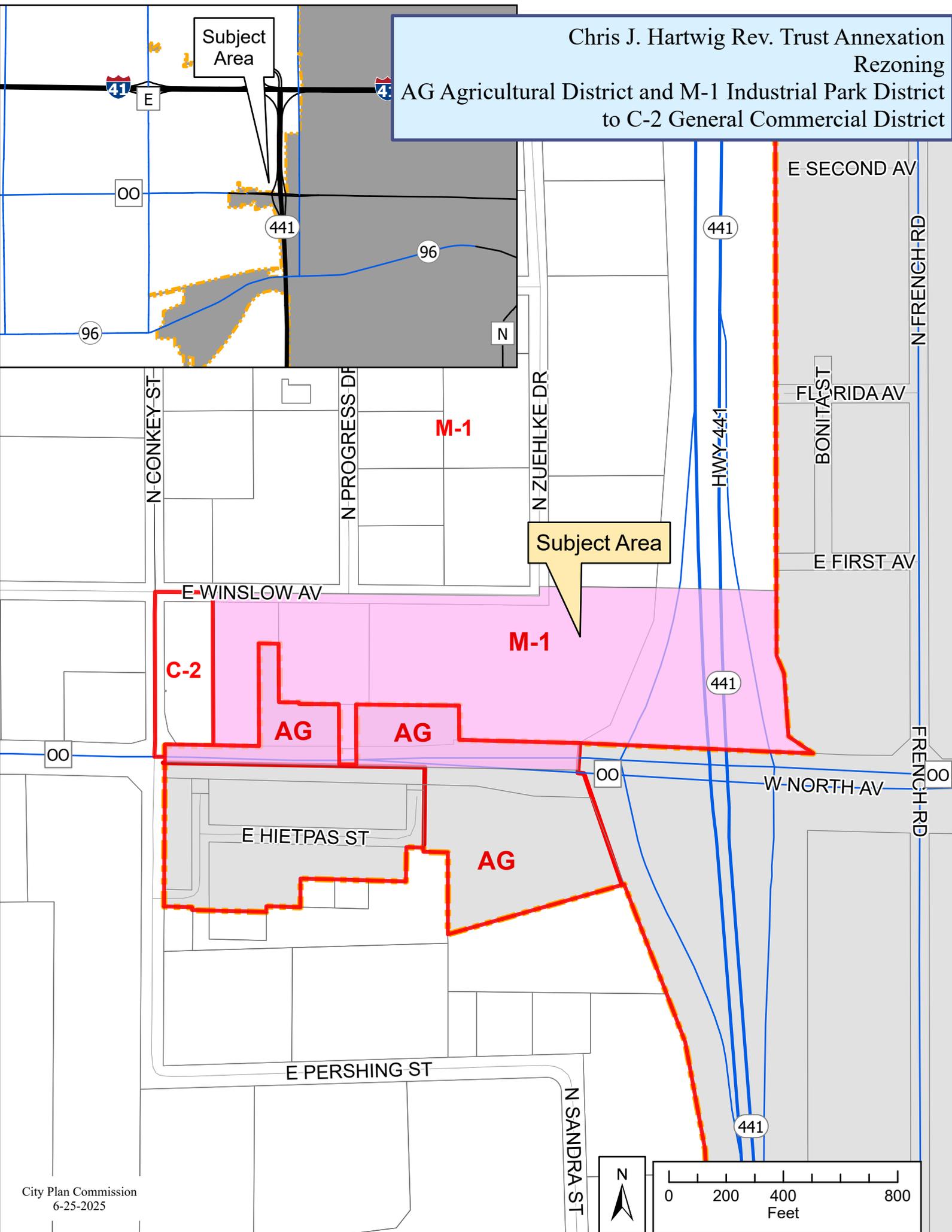
Legend

- Park Parcels
- Park Boundary
- City Limits
- Parcels to be Released from Deed Restrictions
- Area to be annexed into the City

0 0.25 0.5 Miles



Chris J. Hartwig Rev. Trust Annexation
Rezoning
AG Agricultural District and M-1 Industrial Park District
to C-2 General Commercial District



Subject Area

Subject Area



GREATER **FOX**
CITIES
APPLETON WI

2024

Tourism Impact

Who We Serve



Economic Impact of Tourism in the Fox Cities 2024



\$603.2M

Direct Visitor
Spending



\$787.6M

Total
Economic
Impact



6,945

Total
Jobs
Supported



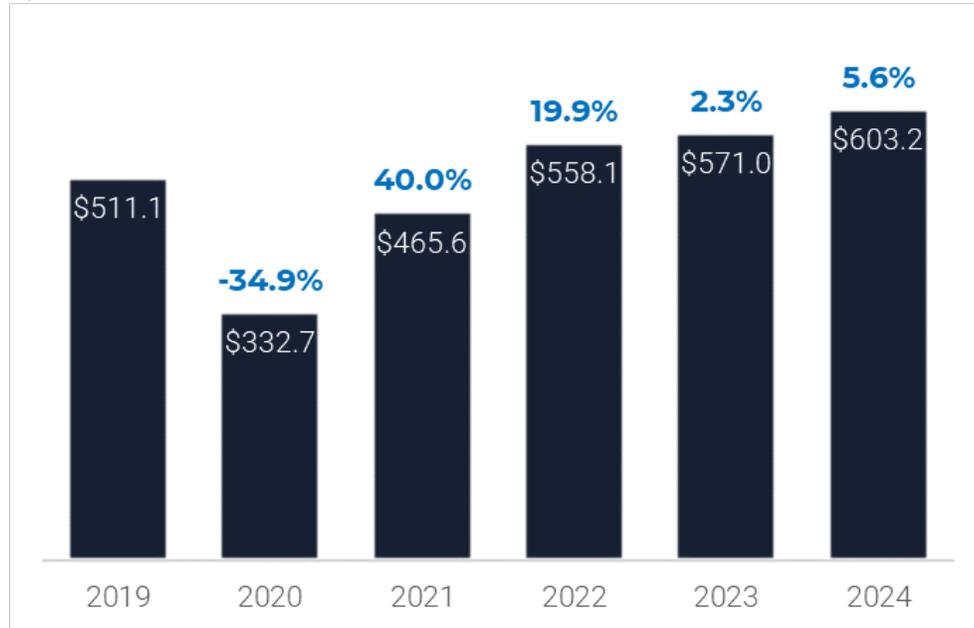
\$66.7M

State & Local
Taxes
Generated

Direct Visitor Spending

Fox Cities Direct Visitor Spending

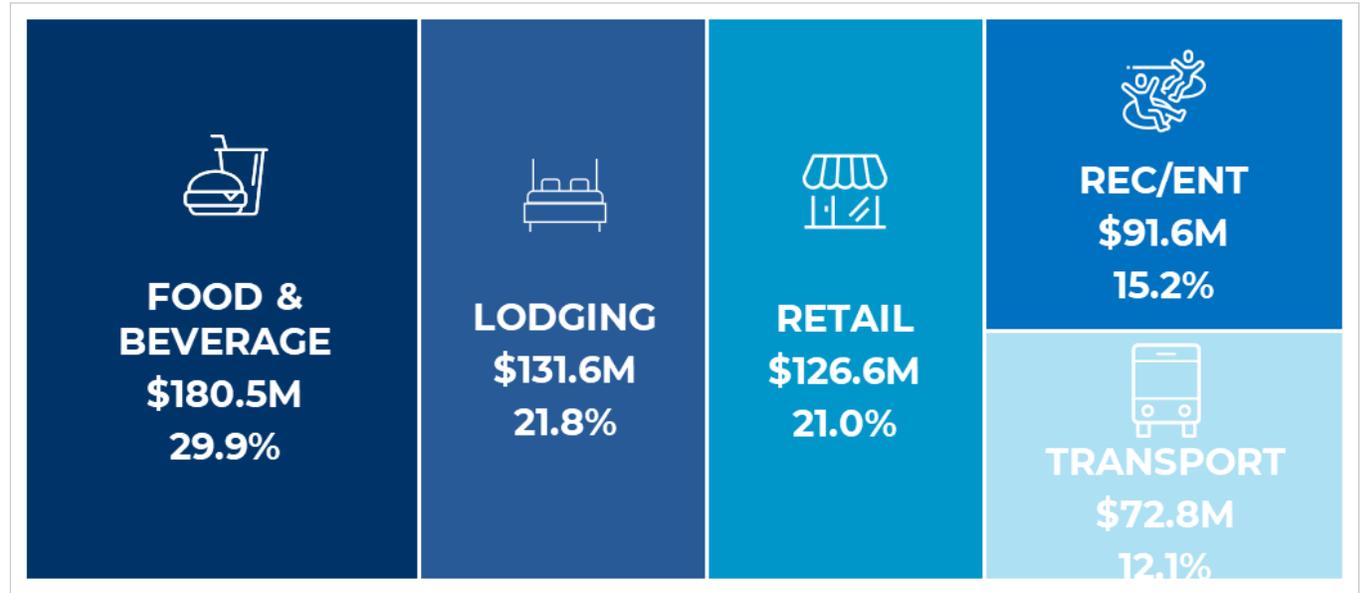
\$ millions



Source: Tourism Economics



Visitor Spending by Category



Fox Cities Direct Visitor Spending

\$ millions

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2024 Growth |
|-------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|-------------|
| Total visitor spending | \$511.1 | \$332.7 | \$465.6 | \$558.1 | \$571.0 | \$603.2 | 5.6% |
| Food & beverage | \$155.7 | \$105.5 | \$143.2 | \$165.3 | \$171.5 | \$180.5 | 5.3% |
| Lodging | \$116.4 | \$50.0 | \$91.1 | \$122.5 | \$122.4 | \$131.6 | 7.5% |
| Retail | \$105.5 | \$85.5 | \$106.8 | \$119.1 | \$120.8 | \$126.6 | 4.8% |
| Rec/Entertainment | \$73.7 | \$48.2 | \$68.6 | \$82.6 | \$86.6 | \$91.6 | 5.8% |
| Transportation | \$59.8 | \$43.4 | \$55.9 | \$68.6 | \$69.6 | \$72.8 | 4.6% |

Source: Tourism Economics

Note: Lodging includes all accommodation types, and transportation includes both ground and air transportation.

Tourism = Quality of Life

- Each household in Fox Cities would need to be taxed an additional \$633 per year to replace the tourism taxes received by state and local governments.

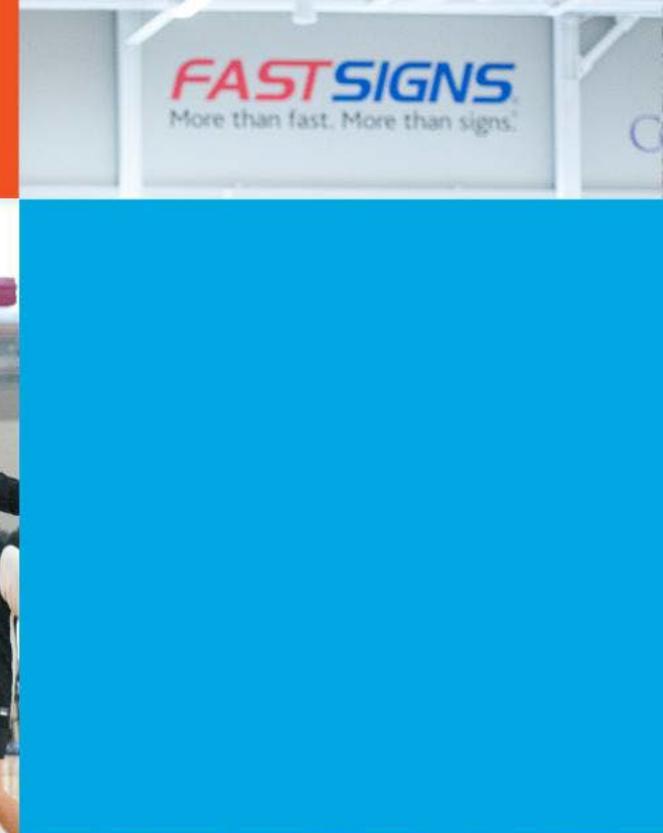


Appleton International Airport



Fox Cities Sports Development

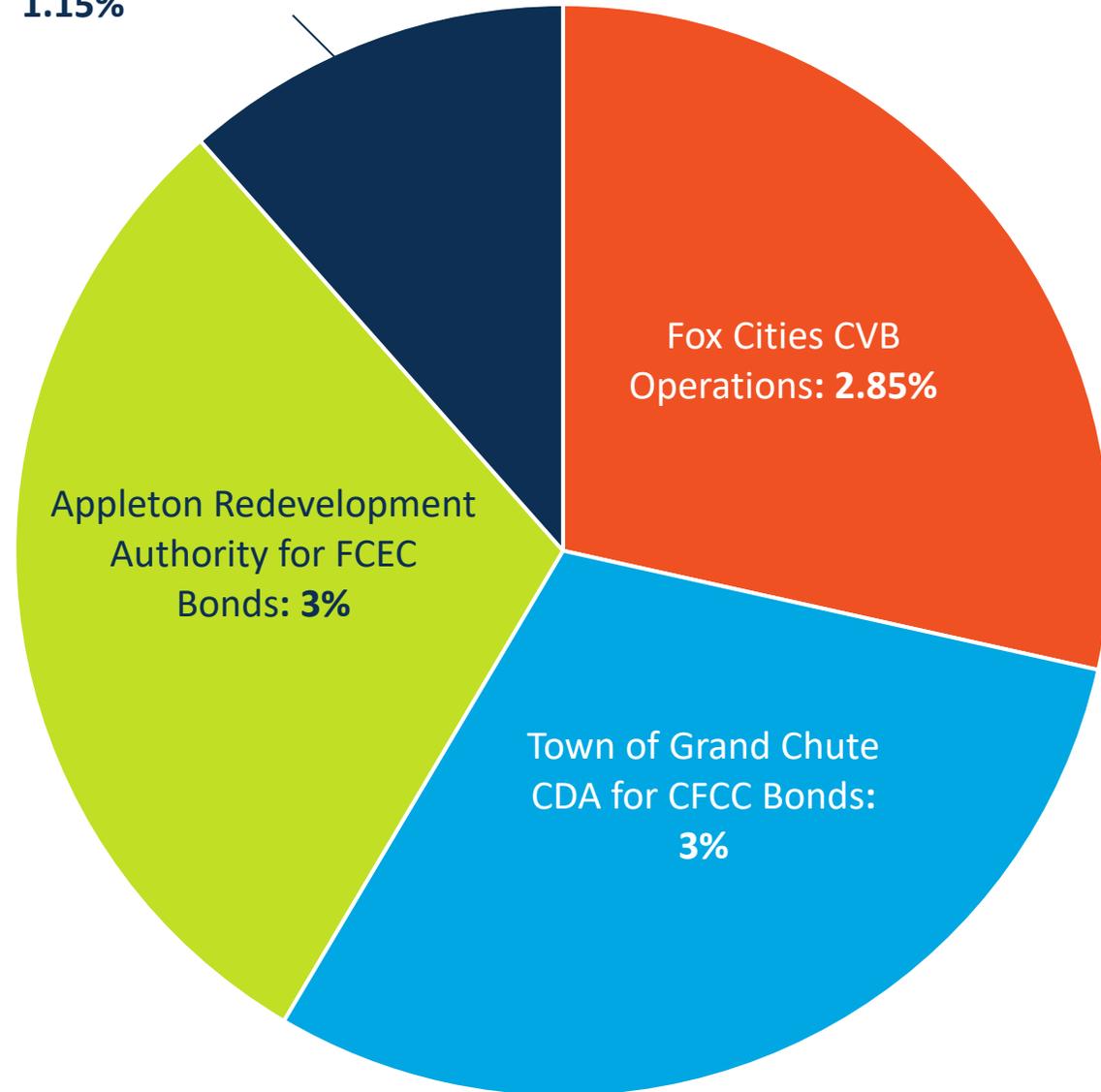
- 501c3
- Separate but “aligned” organization with the CVB
- Common Board to CVB



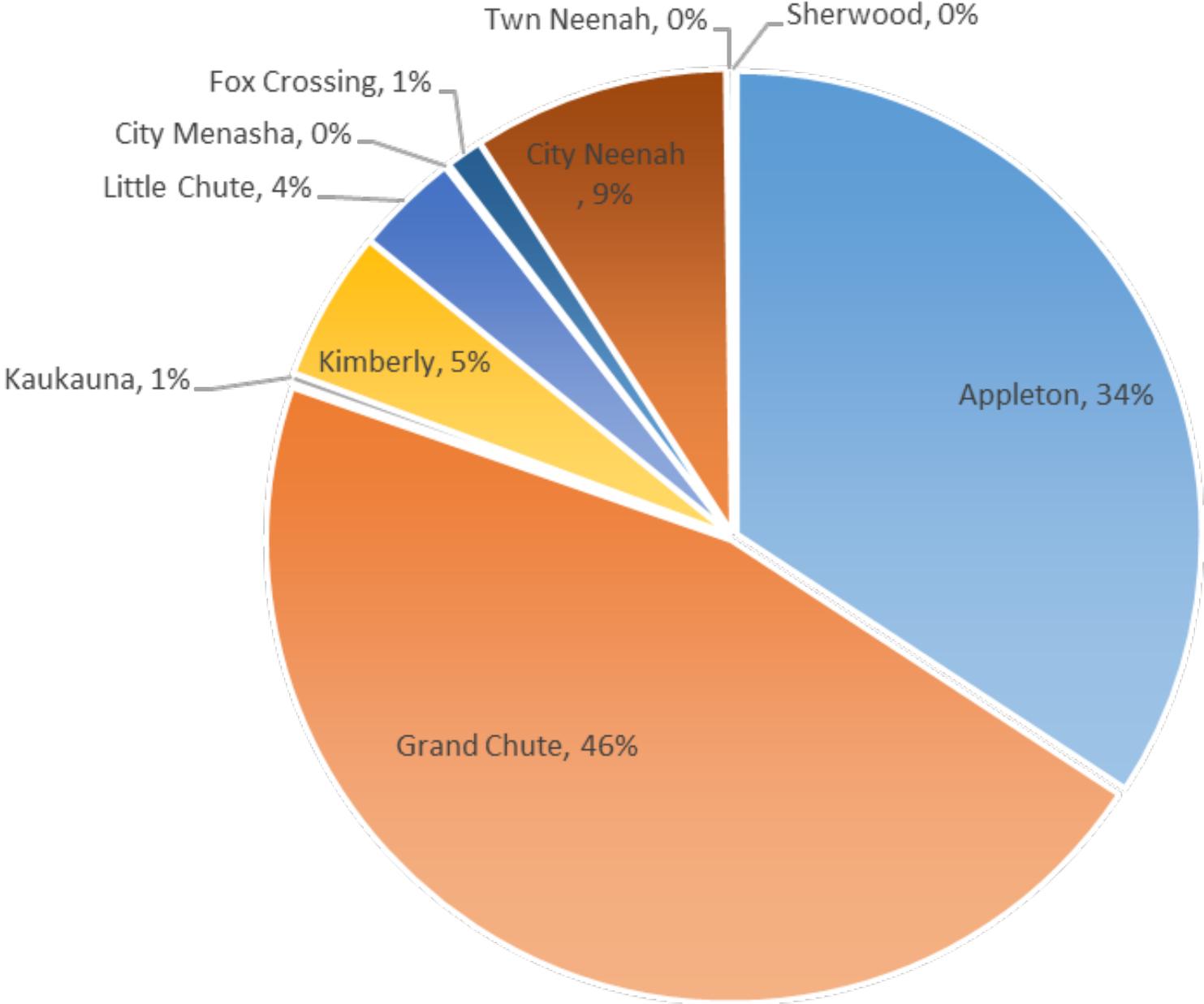
Fox Cities Room Tax Allocations

Total = 10% Tax

Retained by Municipalities:
1.15%



Fox Cities Room Tax Generation



Recent Room Tax Funded Projects

| | Fox Cities Exhibition Center | Community First Champion Center |
|-------------------------------|------------------------------|--|
| Cost | \$31 million | \$30 million |
| Opened | January 2018 | November 2019 |
| Building Owned By | City of Appleton | Town of Grand Chute |
| Operated By | Hilton Appleton Paper Valley | Fox Cities Sports Development |
| Annual Economic Impact (est.) | \$6 million | \$8 million |
| FCCVB Role | Sales/marketing support | Administrator Sales/marketing support |



Fox Cities Exhibition Center 2024 Year in Review*

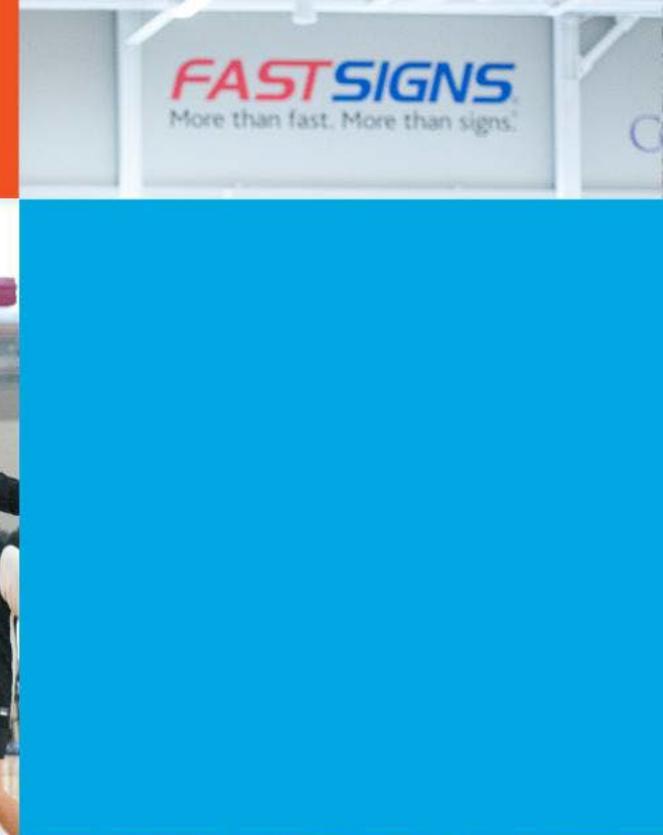
- 51 Groups/ Functions
- 56,272 total attendance
- 8,702 hotel room nights

**Information provided by Hilton Appleton Paper Valley Hotel*



Community First Champion Center 2024 in Review

- 74 tournaments that generated more than \$6,256,640 million in direct visitor spending at businesses in the Fox Cities
 - 48,180 Athletes
 - 82,400 Spectators
- Tournaments and games took place on 50 of 52 weekends
- Roughly 98% of the participants are 18 years old or younger
- “Home Teams” = NHM Hockey, Valley Figure Skating, Lawrence University Women’s Hockey
- Local Impact
 - 8,062 Practice hours
 - 59,000 Practice participants
 - 128 Sports camps



Thank you!

 920-734-3358

 pseidl@foxcities.org

 foxcities.org

 213 S Nicolet Rd., Appleton
M-F 8:00 AM-4:30 PM

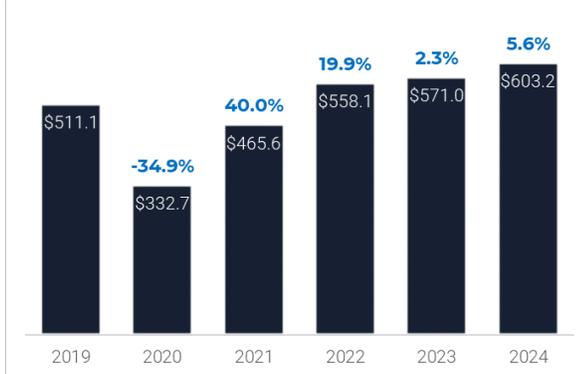


Fox Cities Visitor Spending 2024 Summary of Key Findings

- Visitors to the Fox Cities spent **\$603.2 million** in the region in 2024, a 5.3% increase over 2023's \$571 million.
- Visitor spending in 2024 was **\$92.1 million higher than in 2019**.
- 6,945 jobs were sustained by this visitor spending
- The direct visitor spending generated a **total economic impact of \$787.6 million** including indirect and induced impacts.
- This total economic impact generated \$66.7 million in state and local tax revenues in 2024.

Fox Cities Direct Visitor Spending

\$ millions



Source: Tourism Economics

