



City of Appleton

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

Meeting Agenda - Final Community Development Committee

Wednesday, July 9, 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

[25-0769](#) CDC Minutes from 6-25-25

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

5. Public Hearing/Appearances

[25-0770](#) Substantial Amendment to the Community Development Block Grant (CDBG) 2021 Annual Action Plan (AAP) adjusting the proposed activity of Appleton Housing Authority's remaining allocation of \$37,000 to be used for rental rehabilitation rather than the current activity of homeownership assistance and homeowner rehabilitation (Associated with Action Item #25-0771)

Attachments: [Public Hearing Notice for 2021 AAP Substantial Amendment.pdf](#)
[2021 AAP Substantial Amendment_AHA Project_Public Comment Period Notice](#)

6. Action Items

[25-0771](#) Request to approve a substantial amendment to the Community Development Block Grant (CDBG) 2021 Annual Action Plan (AAP) adjusting the proposed activity of Appleton Housing Authority's remaining allocation of \$37,000 to be used for rental rehabilitation rather than the current activity of homeownership assistance and homeowner rehabilitation

Attachments: [CDBG AAP 2021 Substantial Amendment AHA Memo to CDC 7.9.25.pdf](#)
[CDBG AAP 2021 Amendment.pdf](#)

[25-0714](#)

Request to approve a variance to Item 5 of the Declaration of Covenants and Restrictions for the Northeast Business Park to allow for a minimum setback of 8 feet to parking for a proposed medical facility and medical office building located at the northeast corner of E. Goodland Drive and N. Conkey Street subject to the conditions in the attached staff memo

Attachments: [Variance Request Medical Office E Goodland Dr Memo to CDC 7-9-25.pdf](#)
[JSD_Correspondence_Goodland Dr & Conkey St Medical Office.pdf](#)
[DeclarationofCovenants+Restrictions_CSM3490Lot4_NEBusinessPark.pdf](#)
[Lot 4 Goodland Drive Site Plan.pdf](#)

7. Information Items

[25-0773](#)

Inspection Division Permit Summary Report Ending 6-30-25

Attachments: [Inspections Permit Report June 2025.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 25, 2025

4:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

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

2. Pledge of Allegiance

3. Roll call of membership

Present: 4 - Lambrecht, Heffernan, Fenton and Meltzer

Excused: 1 - Jones

Others present:

Pam Seidl, Fox Cities Convention & Visitors Bureau

Jesse Heffernan, 1622 S. Jefferson Street

4. Approval of minutes from previous meeting

[25-0712](#)

CDC Minutes from 6-11-25

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

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

Aye: 4 - Lambrecht, Heffernan, Fenton and Meltzer

Excused: 1 - Jones

5. Public Hearing/Appearances

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](#)

Meltzer moved, seconded by Heffernan, that the release of the Northeast Business Park Plat No. 3 Deed Restrictions and Covenants be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Lambrecht, Heffernan, Fenton and Meltzer

Excused: 1 - Jones

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](#)

This item was presented.

8. Adjournment

Meltzer moved, seconded by Heffernan, that the meeting be adjourned at 5:02 p.m. Roll Call. Motion carried by the following vote:

Aye: 4 - Lambrecht, Heffernan, Fenton and Meltzer

Excused: 1 - Jones

NOTICE OF PUBLIC HEARING
City of Appleton
Community Development Block Grant (CDBG) Program
2021 Annual Action Plan Substantial Amendment

NOTICE IS HEREBY GIVEN of a Public Hearing to be held before the City of Appleton Community Development Committee on Wednesday, July 9, 2025, at 4:30 p.m., or as soon thereafter as can be heard, in Common Council Chambers on the 6th floor of Appleton City Hall, 100 N. Appleton Street, Appleton, WI 54911, for the purpose of considering a substantial amendment to the 2021 Annual Action Plan as required by the U.S. Department of Housing and Urban Development (HUD).

The primary function of this hearing is to obtain citizen comments on the proposed 2021 Annual Action Plan substantial amendment, adjusting the proposed activity of Appleton Housing Authority's remaining allocation of \$37,000 to be used for rental rehabilitation rather than the current activity of homeownership assistance and homeowner rehabilitation. Rental rehabilitation is an eligible activity according to Appleton's 2020-2024 Consolidated Plan and the 2021 Annual Action Plan. The federal CDBG Program aims to develop viable urban communities through provision of decent housing, suitable living environments, and economic opportunities, namely for low- and moderate-income persons. All persons interested are invited to attend this meeting and will be given an opportunity to be heard.

A copy of the proposed amendment may be found on the City of Appleton's website at: https://appletonwi.gov/government/departments/community_development/planning_development/housing/cdbg.php or a copy is available for viewing at the 1st floor Customer Service area at City Hall. A hard copy can also be requested by contacting our office.

Written comments may be submitted via email to olivia.galyon@appletonwi.gov or via U.S. Mail to: City of Appleton, Community Development Department, Att: Olivia Galyon, Community Development Specialist, 100 North Appleton Street, Appleton, WI 54911. Questions can be directed to Olivia Galyon at 920-832-6469.

Reasonable accommodations for persons with disabilities will be made upon request and if feasible.

RUN: July 1, 2025

NOTICE OF PUBLIC COMMENT PERIOD
City of Appleton
Community Development Block Grant (CDBG) Program
2021 Annual Action Plan Substantial Amendment

NOTICE IS HEREBY GIVEN that when substantial amendments to the Consolidated Plan and/or Annual Action Plan are proposed, the City is required to hold a 30-day public comment period. The general public has a period of 30 days – June 3, 2025 through July 3, 2025 – to offer comments on the proposed amendment. Written comments may be submitted via email to olivia.galyon@appletonwi.gov or via U.S. Mail to: City of Appleton, Community Development Department, Att: Olivia Galyon, Community Development Specialist, 100 North Appleton Street, Appleton, WI 54911. Questions can be directed to Olivia Galyon at 920-832-6469.

The primary function of this notice is to obtain citizen views on the proposed 2021 Annual Action Plan substantial amendment, adjusting the proposed activity of Appleton Housing Authority's remaining allocation of \$37,000 to be used for rental rehabilitation rather than the current activity of homeownership assistance and homeowner rehabilitation. Rental rehabilitation is an eligible activity according to Appleton's 2020-2024 Consolidated Plan and the 2021 Annual Action Plan.

A summary of all comments received in writing during this period will be attached to the substantial amendment when presented to Common Council for approval. A copy of the proposed amendment is available on the CDBG website at: https://appletonwi.gov/government/departments/community_development/planning_development/housing/cdbg.php, or at the City of Appleton Customer Service area on the 1st floor of City Hall, 100 N. Appleton Street, Appleton, WI 54911 starting June 3, 2025.

Reasonable accommodations for persons with disabilities will be made upon request and if feasible.

Run: May 20, 2025



CITY OF APPLETON

MEMORANDUM

Date: July 9, 2025

To: Community Development Committee

From: Olivia Galyon, Community Development Specialist

Subject: Substantial Amendment to Appleton Housing Authority's 2021 CDBG Award

During the 2021 Community Development Block Grant (CDBG) application period, the Appleton Housing Authority (AHA) applied for funds to support their homebuyer assistance and homeowner rehabilitation programs. AHA was awarded \$37,000 by Common Council on June 16, 2021. AHA is now requesting to reprogram their 2021 award from homebuyer assistance and homeowner rehabilitation to rental rehabilitation. The units rehabbed would then be made available to low- and moderate-income renters.

AHA has received funds for their homebuyer assistance and homeowner rehabilitation programs for multiple years and continues to support homeownership opportunities for low- and moderate-income residents in Appleton. The Homebuyer program is set up as 0% interest deferred payment loan, which is repaid when the homeowner sells the property. These repayments bring in program income for AHA. CDBG regulations require that program income funds received during a program year be spent prior to an entitlement allocation.

During 2020, 2021, and 2022, due to low interest rates, AHA experienced a high volume of repayments from their clients. Due to the high volume of repayments, AHA was temporarily unable to spend their allocation from the City of Appleton and had to focus on spending program income. AHA has seen a reduction in the total number of sales and repayments in the last few years with higher interest rates, but the 2021 funds remain unspent.

Because of the challenges with keeping up with program income spenddown for the homebuyer program, AHA is requesting to repurpose their 2021 allocation from homeownership assistance to rental rehabilitation. AHA's non-profit, Neighborhood Housing Inc., has a rental property in need of rehabilitation, which would open up additional units to low-and moderate-income renters. There are not currently any other rental rehabilitation projects supported through CDBG funds. Timeliness of spenddown and HUD's requirement to spend funds within seven years of the award are also important considerations for the CDBG program. Reprogramming funds for rental rehabilitation will allow these funds to be spent on a faster timeline than they would be spent for homeowner downpayment assistance, due to the nature of the homebuyer program.

AHA plans to continue to use future CDBG allocations for homebuyer assistance going forward but would be able to better utilize the remaining 2021 allocation for rental rehabilitation on a much quicker timeline. Staff recommends approving the request to reallocate AHA's 2021 CDBG allocation of \$37,000 from homebuyer assistance to rental rehabilitation and approve the substantial amendment to the 2021 CDBG Annual Action Plan (AAP). If approved, the AAP amendment will be sent to HUD for final approval and the subrecipient agreement with AHA would be updated accordingly.

Executive Summary

AP-05 Executive Summary - 24 CFR 91.200(c), 91.220(b)

1. Introduction

The primary goal of the City of Appleton's CDBG program is to "create a thriving urban community through the provision of assistance to low- and moderate-income households in the forms of basic shelter, affordable housing opportunities, expanded economic opportunities, suitable living environments, and supportive services for residential, financial, and social stability." This Annual Action Plan summarizes the goals and strategies that the City of Appleton will follow to achieve the intended outcomes for the 2021 program year (April 1, 2021- March 31, 2022).

2. Summarize the objectives and outcomes identified in the Plan

This could be a restatement of items or a table listed elsewhere in the plan or a reference to another location. It may also contain any essential items from the housing and homeless needs assessment, the housing market analysis or the strategic plan.

The table located in **Annual Goals and Objectives** (AP-20) of this 2021 Annual Action Plan identifies the objectives and outcomes anticipated by the City of Appleton and its subrecipients for the 2021 program year.

3. Evaluation of past performance

This is an evaluation of past performance that helped lead the grantee to choose its goals or projects.

Typically, during the CDBG allocation process, the City of Appleton gives preference to projects that 1) are seeking one-time use of CDBG funding; 2) benefit City of Appleton residents in low- to moderate-income census tracts; 3) add housing units to the City's tax base; 4) demonstrate complementary sources of funding; and 5) serve special needs populations. During the 2020 program year, however, much like other communities across the nation, the primary focus of several sources of CDBG funding (including CDBG-CV1, CDBG-CV2, and CDBG-CV3) was to prevent, prepare for, and respond to the impacts of the COVID-19 pandemic. Of the \$1.4 million allocated throughout 2020, subgrantees of these funds predominantly administered public service activities: \$86,520 in homeless prevention

programming; \$95,019 in emergency rental/utility assistance; \$105,000 for emergency shelter; \$143,845 in motel vouchers; \$476,916 in street outreach and case management programming.

4. Summary of Citizen Participation Process and consultation process

Summary from citizen participation section of plan.

The City of Appleton's Citizen Participation Plan requires that a public hearing [to identify housing and community development needs] be held annually in conjunction with a regularly scheduled Community & Economic Development Committee meeting. This public hearing is relevant to the CDBG competitive application process, and for the 2021 program year was held on September 9, 2020. No comments were received. Notification of this public hearing was published in the City's local newspaper, posted on the City of Appleton's website, and emailed out to community agencies and nonprofit organizations.

In recent years, the City implemented a mandatory, pre-application CDBG training session for all interested community partners. This meeting session is also an opportunity for community partners to provide comment on the needs in the City for the upcoming program year. This meeting was posted virtually on August 17, 2020. Interested non-profit organizations were able to participate in the self-paced virtual platform until Monday, August 31. To be considered eligible for 2021 funding, organizations were required to complete and submit an online questionnaire that demonstrated understanding and knowledge of the content covered during the training. A total of 11 organizations participated and were confirmed eligible.

5. Summary of public comments

This could be a brief narrative summary or reference an attached document from the Citizen Participation section of the Con Plan.

While generating the 2020-2024 Consolidated Plan, the City advertised an internet-based survey (available in English, Hmong, and Spanish), hosted two public hearings to gather input from citizens about future uses of CDBG funds, and welcomed comments during two separate 30-day public comment periods. In addition, City staff conducted one-on-one interviews with representatives of various agencies in the community to identify highest priority needs of the Appleton population. Results of these efforts include:

- 358 responses to the internet-based surveys;
- 22 one-on-one interviews;
- 21 attendees engaged during the public hearings

2021 Annual Action Plan

During both the pre-application session and the scheduled public hearing, the community was presented with an opportunity to express value and importance in funding affordable housing, public facility improvements, and public service projects for the 2021 program year. Two organization representatives and one alderperson provided comment on the proposed subgrantee allocations.

6. Summary of comments or views not accepted and the reasons for not accepting them

The City of Appleton accepted all comments provided during the public engagement process.

7. Summary

The City of Appleton's 2020-2024 Consolidated Plan was prepared as a guide for the expenditure of CDBG funds based on input from citizens and community agencies regarding the needs of the community and use of funds; an assessment of needs in the community related to housing and community development; and an analysis of the area's market.

The 2020-2024 Consolidated Plan provides a framework and a path for furthering affordable housing and community development efforts including increasing homeownership opportunities, preserving existing housing, revitalizing neighborhoods, expanding affordable rental options, furthering efforts to reach a functional zero for homelessness, supporting job training, expanding small business technical assistance, improving infrastructure in low to moderate income neighborhoods and renovating or expanding community and neighborhood facilities. The awarded subgrantees of the 2021 CDBG funds intend to administer activities that promote affordable housing opportunities, public service programming for the area's at-risk and homeless population, and economic opportunities for small businesses.

PR-05 Lead & Responsible Agencies – 91.200(b)

1. Agency/entity responsible for preparing/administering the Consolidated Plan

Describe the agency/entity responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source.

Agency Role	Name	Department/Agency
CDBG Administrator	APPLETON	Community Development Department

Table 1 – Responsible Agencies

Narrative (optional)

The City of Appleton’s Community Development Specialist is responsible for preparing and administering the Consolidated Plan, as well as administering the CDBG program in its entirety.

Consolidated Plan Public Contact Information

Nikki Gerhard, Community Development Specialist
 City of Appleton
 100 N. Appleton St
 Appleton, WI 54911
 (920) 832-6469
nikki.gerhard@appleton.org

AP-10 Consultation – 91.100, 91.200(b), 91.215(I)

1. Introduction

Consultation associated to the development of the 2020-2024 Consolidated Plan began in May 2019, utilizing two online surveys, 22 interviews, a public forum, and two public hearings. City of Appleton staff consulted with organizations across the community spectrum to ensure that the needs of the different services and population were considered during the development of the Plan.

City of Appleton residents were invited to participate in an online Community-Wide Needs Survey to assist with the prioritization of community development and housing needs, resulting in 295 respondents. An additional 63 community leaders or members of stakeholder organizations completed the online Stakeholders Survey. The surveys sought opinions from respondents on neighborhoods, public services, homeless services, housing, and economic development activities.

On a scale of 1 to 5, with 1 being the least important and 5 being the most important, respondents ranked the importance of funding eligible activities as follows:

Housing

- 33 % ranked senior housing rehabilitation as most important (5)
- 36 % ranked homeowner accessibility improvements as most important (4)
- 75 % stated that the need for senior housing rehabilitation will need to increase over the next 5 years

Public Services

- 60 % indicated that funding homeless prevention programs was most important (5)
- 57 % indicated that funding domestic abuse programs was most important (5)
- 72 % stated that the need for homeless prevention services will need to increase over the next 5 years

Neighborhoods

- 47 % ranked neighborhood improvements as most important (5)
- 38 % ranked improvement of public spaces as most important (5)
- 68 % stated that the need for neighborhood improvements will need to increase over the next 5 years

Of the three general activity categories- Housing, Public Services and Community Development- most respondents ranked Housing as the highest priority need, followed by Public Services and Community Development. These rankings were affirmed by representatives during the 22 organization interviews.

Provide a concise summary of the jurisdiction’s activities to enhance coordination between public and assisted housing providers and private and governmental health, mental health and service agencies (91.215(I))

The City of Appleton enhances coordination between public and private service providers and agencies through a variety of activities. City staff are invested in a number of roles with numerous agencies in the community that address housing, health, mental health, and other services, including but not limited to at-large members, board members, consultants, and sponsors.

Housing

- Fox Cities Housing Coalition (member, at large)
- Wisconsin Balance of State Continuum of Care (member, at large)
- Project RUSH (board member)
- Appleton Housing Authority

Health & Mental Health

- Outagamie County Health & Human Services
- Calumet County Health & Human Services
- Winnebago County Health & Human Services
- ThedaCare
- Affinity Health
- Fox Cities Community Health Center

Other Service Providers

- Pillars Adult Shelter
- Pillars Adult & Family Shelter
- Refugee Resettlement
- Boys & Girls Club
- YMCA
- Goodwill Industries of Northeast Wisconsin

A complete list of agencies and service providers that the City of Appleton has partnered with in an effort to increase and improve the quality of housing and services can be found in Appendix B of this Plan.

Describe coordination with the Continuum of Care and efforts to address the needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans, and unaccompanied youth) and persons at risk of homelessness.

The City of Appleton serves as the Lead Agency in the Wisconsin Balance of State Continuum of Care membership, as well as in the Continuum of Care (CoC) and Emergency Homeless and Housing (EHH) grant application processes. City of Appleton staff administer grant funding for several agencies under three CoC Rapid Re-Housing programs and an EHH grant.

Agencies funded through the CoC and EHH grants directly serve the homeless population and provide supportive service programming. City of Appleton staff work collaboratively together with these agencies- and all agencies in the Fox Cities Housing Coalition - to address the needs of the homeless population in the City of Appleton and surrounding community.

Describe consultation with the Continuum(s) of Care that serves the jurisdiction's area in determining how to allocate ESG funds, develop performance standards for and evaluate outcomes of projects and activities assisted by ESG funds, and develop funding, policies and procedures for the operation and administration of HMIS

As the Lead Agency for the Continuum of Care (CoC) and Emergency Solutions Grant (ESG) funding, the City of Appleton collaborates and consults with partnering community organizations during the allocation of funds, the development of performance standards and evaluation of outcomes, and development of funding policies and procedures associated with the Homeless Management Information System (HMIS). Consultation is conducted during one-on-one meetings with community organizations, during Wisconsin Balance of State Continuum of Care meetings, and during Fox Cities Housing Coalition meetings.

2. Describe Agencies, groups, organizations and others who participated in the process and describe the jurisdiction's consultations with housing, social service agencies and other entities

Table 2 – Agencies, groups, organizations who participated

1	Agency/Group/Organization	Appleton Downtown Inc (ADI)
	Agency/Group/Organization Type	Planning organization
	What section of the Plan was addressed by Consultation?	Market Analysis Economic Development
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	City of Appleton staff met with ADI members during a regularly scheduled monthly meeting, inquiring about economic development strategies and initiatives that are currently in place or may be undertaken in the next five years.
2	Agency/Group/Organization	City of Appleton Health Department
	Agency/Group/Organization Type	Health Agency Other government - Local
	What section of the Plan was addressed by Consultation?	Lead-based Paint Strategy
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	A City of Appleton Public Health Officer was interviewed to determine action taken to evaluate and reduce the number of children affected by lead-based paint hazards, and the potential for additional efforts in the future.
3	Agency/Group/Organization	Pillars, Inc.
	Agency/Group/Organization Type	Housing Services - Housing Services-Persons with Disabilities Services-Victims of Domestic Violence Services-homeless

	What section of the Plan was addressed by Consultation?	Housing Need Assessment Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Strategy
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	Pillars Executive Director, Crisis Director, Stable Housing Director, and Supportive Services Director were interviewed regarding affordable housing, preventative efforts, and homeless services and facilities in the community. Specifically, the interview focused on the increase of these programs in the next five years as the demand continues to increase.
4	Agency/Group/Organization	HARBOR HOUSE DOMESTIC ABUSE PROGRAMS, INC.
	Agency/Group/Organization Type	Services-Victims of Domestic Violence
	What section of the Plan was addressed by Consultation?	Homeless Needs - Families with children DV
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The Executive Director of Harbor House was interviewed regarding the need for facilities, services and truly affordable transitional housing, specifically for trafficking survivors and youth.
5	Agency/Group/Organization	Fox Cities Housing Coalition
	Agency/Group/Organization Type	Regional organization Planning organization
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Homelessness Strategy Anti-poverty Strategy

	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The FCHC Executive Committee was interviewed to discuss strengths and gaps in the institutional delivery system overall and strategies for overcoming the gaps to be able to address priority needs.
6	Agency/Group/Organization	Rebuilding Together Fox Valley
	Agency/Group/Organization Type	Housing
	What section of the Plan was addressed by Consultation?	Housing Need Assessment
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The Executive Director and Development & Outreach Manager were interviewed regarding the affordable housing needs and gaps in services, specifically for elderly and disabled populations in the Fox Cities.
7	Agency/Group/Organization	Fair Housing Center of NE Wisconsin
	Agency/Group/Organization Type	Service-Fair Housing
	What section of the Plan was addressed by Consultation?	fair housing
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The Program Services Coordinator and Senior Administrator of the Inclusive Communities Program were informally interviewed via teleconference regarding fair housing barriers to housing in the Appleton community.
8	Agency/Group/Organization	LEAVEN, INC.
	Agency/Group/Organization Type	Services - Housing
	What section of the Plan was addressed by Consultation?	Anti-poverty Strategy

	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The Executive Director and Director of Client Services were interviewed to discuss quality, affordable housing and the need for increased public services.
9	Agency/Group/Organization	Project RUSH (Research to Understand & Solve Homelessness)
	Agency/Group/Organization Type	Planning organization
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Anti-poverty Strategy
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The Project RUSH Executive Team was interviewed to discuss characteristics of instability and homelessness in the community, as well as the increased need for public services, public facilities, affordable housing, and case management for these populations.
10	Agency/Group/Organization	Greater Fox Cities Area Habitat for Humanity
	Agency/Group/Organization Type	Housing
	What section of the Plan was addressed by Consultation?	Housing Need Assessment
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The Executive Director was interviewed regarding the affordability and availability of housing due to the changes to home values and rents in the Fox Cities area.

11	Agency/Group/Organization	Appleton Area School District
	Agency/Group/Organization Type	Services-Education
	What section of the Plan was addressed by Consultation?	Homeless Needs - Families with children education
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The Homeless Education & Foster Care Program Coordinator was interviewed to discuss the characteristics of school-attending homeless youth and the strengths and gaps in local collaborations.
12	Agency/Group/Organization	SALVATION ARMY OF THE FOX CITIES
	Agency/Group/Organization Type	Housing Services-homeless
	What section of the Plan was addressed by Consultation?	Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Strategy
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	An interview was conducted with the Lead Case Manager, the Housing Retention Case Manager, the Life Skills Coordinator, and the Scattered Site Housing Case Manager regarding housing barriers to affordable housing, and the need for programming associated with mental health.
13	Agency/Group/Organization	BOYS & GIRLS CLUB OF THE FOX CITIES
	Agency/Group/Organization Type	Services-Children
	What section of the Plan was addressed by Consultation?	Homelessness Needs - Unaccompanied youth Homelessness Strategy

	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The Runaway & Homeless Youth Services Assistant was interviewed to discuss the characteristics and needs of families with children who are precariously housed or at imminent risk of becoming homeless, as well as the
14	Agency/Group/Organization	Realtors Association of Northeast Wisconsin
	Agency/Group/Organization Type	Regional organization Business Leaders
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Market Analysis
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	Ten members of the RANW/HBA during a regularly scheduled joint meeting to discuss housing, affordable housing needs, development, market strategies, and how the City of Appleton can coordinate more intricately with private developers
15	Agency/Group/Organization	City of Appleton Community and Economic Development Department
	Agency/Group/Organization Type	Other government - Local
	What section of the Plan was addressed by Consultation?	Economic Development
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The Director, Deputy Director, and Economic Development Specialist were interviewed regarding major changes or initiatives [in the next five years] that may have an economic impact on job and business growth opportunities.
16	Agency/Group/Organization	City of Appleton Public Works Department
	Agency/Group/Organization Type	Other government - Local
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Public Facilities Needs

	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The Director of Public Works and the Inspections Supervisor were interviewed jointly to discuss the need for public facilities, public improvements, and the characteristics of the housing stock in the City of Appleton.
17	Agency/Group/Organization	Apricity
	Agency/Group/Organization Type	Substance Abuse Recovery
	What section of the Plan was addressed by Consultation?	Anti-poverty Strategy substance abuse
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The Executive Director, Residential Treatment President, and the President of Contract Packaging & Recovery Support were interviewed regarding the dynamic of their unique agency and programming, as well as the characteristics and barriers associated with individuals recovering from substance abuse.
18	Agency/Group/Organization	APPLETON HOUSING AUTHORITY
	Agency/Group/Organization Type	PHA
	What section of the Plan was addressed by Consultation?	Public Housing Needs
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The Executive Director was interviewed to discuss public housing needs, current collaborations with partners, and how services offered play an integral role in the Fox Cities continuum of care.
19	Agency/Group/Organization	OUTAGAMIE COUNTY
	Agency/Group/Organization Type	Other government - Local
	What section of the Plan was addressed by Consultation?	emergency management/resiliency

	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The Deputy Emergency Management Director was interviewed regarding local vulnerabilities, barriers, plans, partnerships, and connections associated with emergencies and natural disasters.
20	Agency/Group/Organization	NAMI Fox Valley
	Agency/Group/Organization Type	Services-Health
	What section of the Plan was addressed by Consultation?	mental health
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The Executive Director was interviewed to discuss the characteristics of individuals suffering with mental health and addiction in the community, and the need for psychiatric/therapeutic accessibility and services.

Identify any Agency Types not consulted and provide rationale for not consulting

City of Appleton staff made several attempts to conduct an interview with the local internet provider, AT&T, but due to scheduling conflicts, the AT&T representative declined comment.

Other local/regional/state/federal planning efforts considered when preparing the Plan

Name of Plan	Lead Organization	How do the goals of your Strategic Plan overlap with the goals of each plan?
Continuum of Care	Wisconsin BoSCoC	The Wisconsin Balance of State Continuum of Care, of which the Fox Cities Continuum of Care is a member and the City of Appleton is an active participant, issued a 10-year Plan draft in January 2014. The WIBOSCOC’s goal to end all types of homelessness is supported by the City of Appleton through continued [financial] support to partnering agencies that provide housing and services to individuals and families that are at-risk of becoming homeless or experiencing homelessness.

Name of Plan	Lead Organization	How do the goals of your Strategic Plan overlap with the goals of each plan?
Foundations for Success	Wisconsin Interagency Council on Homelessness	The Wisconsin Interagency Council on Homelessness (ICH) was created by 2017 Act 74, and contains the secretaries or directors of eight state agencies and representatives from the four Continuum of Care organizations. The 2019-2022 Statewide Action Plan provides a roadmap for future funding initiatives, legislation, and collaboration efforts.

Table 3 – Other local / regional / federal planning efforts

Narrative (optional)

AP-12 Participation – 91.105, 91.200(c)

1. Summary of citizen participation process/Efforts made to broaden citizen participation Summarize citizen participation process and how it impacted goal-setting

Citizens are encouraged to participate in formal public hearings and 30-day public comment periods, all of which occur prior to the adoption of every five-year Consolidated Plan. Further efforts to gain citizen participation are illustrated specifically in the 2020-2024 Consolidated Plan.

Annually citizens are encouraged to participate in formal public hearings, specific to CDBG funding, to assist in determining and prioritizing community needs. These public hearings are held during the initial stages of the application process. In recent years, the City has implemented a mandatory, pre-application CDBG training session for all interested community partners. This meeting session is also an opportunity for community partners to provide comment on the needs in the City for the upcoming program year.

Citizen Participation Outreach

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (if applicable)
1	Internet Outreach	Non-targeted/broad community	On August 1, 2020, the City of Appleton announced details of a mandatory subrecipient training session, which served as a pre-requisite for application and funding in the 2021 program year. This information was communicated via email to various agencies and organizations throughout the community and was posted on the City's website.	RSVP's were encouraged but not required.	N/A	

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (if applicable)
2	Virtual Training	Non-targeted/broad community	On August 17, 2020, the City of Appleton opened a virtual pre-application subrecipient training session for all organizations and agencies in the community considering applying for CDBG funding for the 2021 program year. The virtual platform was a self-pace training module that covered the basics of CDBG from a regulatory perspective and provided an overview of City of Appleton requirements.	11 interested agencies/organizations attended the training.	N/A	

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (If applicable)
3	Internet Outreach	Non-targeted/broad community	On September 1, 2020, the City of Appleton posted an announcement and application detailing the initiation of the 2021 program year competitive CDBG application process. This information was made available via email directly to agencies and organizations that participated in the pre-application training session.	8 agencies/organizations submitted an application.	N/A	
4	Public Hearing	Non-targeted/broad community	On September 9, 2020, Community & Economic Development Committee met to discuss and vote on recommended CDBG funding goals for 2020-2024	No comments were received.	N/A	

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (If applicable)
5	Public Meeting	Non-targeted/broad community	On September 16, 2020, City Council met to discuss and vote on recommended CDBG funding goals for 2020-2024	No comments were received.	N/A	
6	Public Meeting	Non-targeted/broad community	On November 11, 2020, Community & Economic Development Committee met to discuss and vote on proposed CDBG funding subgrantees for the 2021 program year.	3 organization representatives were present and spoke on their appreciation for consideration of funding.	N/A	
7	Public Meeting	Non-targeted/broad community				

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (if applicable)
8	Public Meeting	Non-targeted/broad community	On November 17, 2020, City Council met to discuss and vote on proposed CDBG funding subgrantees for the 2021 program year.	No comments were received.	N/A	
9	Public Meeting	Non-targeted/broad community	On March 10, 2021, Community & Economic Development Committee met to discuss and vote on final CDBG allocations for the 2021 program year.	1 organization representative was present and spoke of their appreciation.	N/A	
10	Public Meeting	Non-targeted/broad community	On March 17, 2021, City Council met to discuss and vote on final CDBG allocations for the 2021 program year.	N/A	N/A	

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (if applicable)
11	Public Meeting	Non-targeted/broad community	On June 9, 2021, Community & Economic Development Committee met to discuss and vote on the revised final CDBG allocations for the 2021 program year.	N/A	N/A	
12	Public Meeting	Non-targeted/broad community	On June 16, 2021, City Council met to discuss and vote on the revised final CDBG allocations for the 2021 program year.	N/A	N/A	

Table 4 – Citizen Participation Outreach

Expected Resources

AP-15 Expected Resources – 91.220(c)(1,2)

Introduction

The City of Appleton's CDBG Annual Action Plan includes a budget, which encompasses revenue from federal, state, and private agencies and will be used by many agencies in the community to address the priority needs identified throughout the Plan. The only funds, however, over which the City of Appleton maintains control in reference to this Plan are funds through the Community Development Block Grant (CDBG) program.

Anticipated Resources

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	public - federal	Acquisition Admin and Planning Economic Development Housing Public Improvements Public Services	619,567.00	312,426.00	691,523.00	1,623,516.00	2,086,357.00	Program income is generated specifically from the City of Appleton's Homeowner Rehabilitation Loan Program and the Appleton Housing Authority's Rehabilitation Program.

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
Other	public - federal	Economic Development Housing Public Services Other	0.00	0.00	0.00	0.00	0.00	
Other	public - federal	Other	0.00	0.00	0.00	0.00	0.00	

Table 5 - Expected Resources – Priority Table

Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied

The City of Appleton will leverage all dollars received through the CDBG program by funding activities that, overall, are only a portion of the valuable services that the awarded agencies provide to low- and moderate-income households throughout the City of Appleton.

There are no matching requirements associated with CDBG funding; however, higher consideration was given to applications that could demonstrate additional sources of funding to leverage projects.

If appropriate, describe publically owned land or property located within the jurisdiction that may be used to address the needs identified in the plan

The City of Appleton does not anticipate any qualified, participating agency to use any publicly-owned land or property while addressing the needs identified throughout this plan.

Discussion

Community Development Block Grant (CDBG) funding was awarded to programs that will perform the following activities during the 2021 program year: homebuyer assistance programs, homeowner rehabilitation programs, public service programs, public facility improvement programs, fair housing initiatives, and CDBG administration costs.

Annual Goals and Objectives

AP-20 Annual Goals and Objectives

Goals Summary Information

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	Improve & maintain housing stock	2020	2024	Affordable Housing Non-Homeless Special Needs		Affordable Housing- Rehab of Existing Units	CDBG: \$307,892.00	Homeowner Housing Rehabilitated: 40 Household Housing Unit
2	Homebuyer assistance	2020	2024	Affordable Housing		Affordable Housing- Rehab of Existing Units	CDBG: \$6,000.00	Direct Financial Assistance to Homebuyers: 4 Households Assisted
5	Public facilities improvement	2020	2024	Non-Housing Community Development		Public Facilities	CDBG: \$66,528.00	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 805 Persons Assisted
7	Public services	2020	2024	Homeless Non-Homeless Special Needs		Public Services	CDBG: \$88,684.00	Public service activities other than Low/Moderate Income Housing Benefit: 53 Persons Assisted
8	Administration	2020	2024	Administration			CDBG: \$82,433.00	
9	Economic Development	2020	2021	Non-Housing Community Development		Economic Development	CDBG: \$68,030.00	Businesses assisted: 4 Businesses Assisted

Table 6 – Goals Summary

Goal Descriptions

1	Goal Name	Improve & maintain housing stock
	Goal Description	This strategic goal will be accomplished through the Appleton Housing Authority, the City of Appleton Homeowner Rehabilitation Loan Program, the Greater Fox Cities Habitat for Humanity, and Rebuilding Together Fox Valley, where current housing stock (homeowner) will be rehabilitated and improved for LMI households.
2	Goal Name	Homebuyer assistance
	Goal Description	Homebuyer assistance efforts are provided by the Appleton Housing Authority.
5	Goal Name	Public facilities improvement
	Goal Description	
7	Goal Name	Public services
	Goal Description	Various programs for at-risk populations will be provided by LEAVEN and the Appleton Police Department.
8	Goal Name	Administration
	Goal Description	This goal is accomplished through efforts of the City of Appleton and Fair Housing services.
9	Goal Name	Economic Development
	Goal Description	Provide business education, counseling, and grants to micro & small businesses

Projects

AP-35 Projects – 91.220(d)

Introduction

During the CDBG competitive application process, the City of Appleton prioritized needs and strategically allocated funding to achieve the most community impact. The proposed use of CDBG-allocated funds in the 2021-2022PY will focus on activities that:

- improve and maintain current housing stock
- create accessibility to homeownership for first-time homebuyers
- provide shelter and services to persons affected by homelessness
- revitalize public facilities
- fund costs associated with administering various programs and activities
- provide financial assistance to prevent homelessness
- provide services and opportunities for at-risk youth.

Projects

#	Project Name
1	Appleton Housing Authority
2	City of Appleton Administration
3	City of Appleton Homeowner Rehabilitation Loan Program
4	Fair Housing Services
5	LEAVEN, Inc.
6	Rebuilding Together Fox Valley
7	Appleton Police Department's Summer of Service
8	Greater Fox Cities Habitat for Humanity
9	The Mooring Program
10	Pillar's Adult Shelter- Safety & Security Upgrades
11	WWBIC

Table 7 - Project Information

Describe the reasons for allocation priorities and any obstacles to addressing underserved

needs

The City of Appleton CDBG Advisory Board determined that allocation priority would go towards fully funding the public services category and then focus would be consideration of 'one time' requests improving on or increasing the current affordable housing stock. All activities funded support the City of Appleton's CDBG program goal of *"creating a thriving urban community through the provision of assistance to low- and moderate-income households in the forms of basic shelter, affordable housing opportunities, expanded economic opportunities, suitable living environments and supportive services related to residential, financial, and social stability."*

AP-38 Project Summary
Project Summary Information

1	Project Name	Appleton Housing Authority
	Target Area	
	Goals Supported	Improve & maintain housing stock
	Needs Addressed	Affordable Housing- Rehab of Existing Units
	Funding	CDBG: \$37,000.00
	Description	The AHA will use CDBG funds to support rental rehabilitation to allow it to rehabilitate and rent out public housing properties to increase the supply of affordable housing in the City of Appleton
	Target Date	3/31/2026
	Estimate the number and type of families that will benefit from the proposed activities	An estimated 15 rental units will receive rehabilitation assistance that will enable the housing authority to open these units for households that need affordable rental options.
	Location Description	The Appleton Housing Authority is located at 925 W Northland Avenue in Appleton, Wisconsin. The homes that will be rehabilitated will be located within the City of Appleton, although the specific locations are still unknown.
Planned Activities	The Appleton Housing Authority will use the CDBG funding to assist low- and moderate-income first-time homebuyers with downpayment assistance and/or needed repairs and rehabilitation to their newly acquired home. The funds also facilitate staff salaries for administration of the First-Time Homebuyer Program.	
2	Project Name	City of Appleton Administration
	Target Area	
	Goals Supported	Administration
	Needs Addressed	
	Funding	CDBG: \$57,433.00
	Description	The City of Appleton will utilize CDBG funds to offset expenses associated with administering the CDBG program.
	Target Date	3/31/2022

	Estimate the number and type of families that will benefit from the proposed activities	This activity will include costs associated with overseeing the day-to-date operations of the CDBG program.
	Location Description	The City of Appleton administrative duties will be performed by staff at City Hall, which is located at 100 N Appleton Street, Appleton, Wisconsin.
	Planned Activities	The City of Appleton will utilize the CDBG funds to compensate program administrative costs, such as staff time, notification or publications, and training costs associated with CDBG.
3	Project Name	City of Appleton Homeowner Rehabilitation Loan Program
	Target Area	
	Goals Supported	Improve & maintain housing stock
	Needs Addressed	Affordable Housing- Rehab of Existing Units
	Funding	CDBG: \$29,892.00
	Description	The HRLP will provide no downpayment, zero-interest loans to low and moderate income homeowners within the City of Appleton. These loans will compensate repairs and improvements to homes, improving the condition and increasing the overall value of the property.
	Target Date	3/31/2022
	Estimate the number and type of families that will benefit from the proposed activities	Approximately 24 low- or moderate-income families will benefit from the proposed activities.
	Location Description	All properties rehabilitated will be located within the City of Appleton, but their specific location is unknown at this time.
	Planned Activities	The City of Appleton's Homeowner Rehabilitation Loan Program will utilize the CDBG funds as project delivery costs associated with overseeing repairs and improvements to eligible homes including, but not limited to: window and roof replacement, exteriors, lead-based paint hazard mitigation, electrical, plumbing, and heating work, exterior doors, foundation work, and insulation.
4	Project Name	Fair Housing Services
	Target Area	

	Goals Supported	Administration
	Needs Addressed	
	Funding	CDBG: \$25,000.00
	Description	The Fair Housing Center of NE WI will provide fair housing services to City of Appleton residents.
	Target Date	3/31/2022
	Estimate the number and type of families that will benefit from the proposed activities	This is an administrative cost that is considered to satisfy the national objective of the CDBG program as a whole.
	Location Description	While the Metropolitan Milwaukee Fair Housing Council is located in Milwaukee, the Fair Housing Center of Northeast Wisconsin is located at 4650 West Spencer Street in Appleton, Wisconsin. The services provided with the support of CDBG funds will only pertain to City of Appleton residents.
	Planned Activities	The Fair Housing Center of Northeast Wisconsin conducts fair housing activities on behalf of the City of Appleton including, but not limited to: outreach and education; complaint intake and investigations; and technical assistance.
5	Project Name	LEAVEN, Inc.
	Target Area	
	Goals Supported	Public services
	Needs Addressed	Public Services
	Funding	CDBG: \$16,633.00
	Description	LEAVEN helps to ensure that people have their most basic needs met. Financial assistance is provided to those who have no other resources to draw from and is intended to help stabilize households, preventing them from slipping into greater poverty and homelessness.
	Target Date	3/31/2022
	Estimate the number and type of families that will benefit from the proposed activities	Approximately 53 households will benefit from the proposed activities.

	Location Description	LEAVEN is located at 1475 Opportunity Way in Menasha, Wisconsin. The services provided and reported with support of CDBG funding will pertain only to City of Appleton residents.
	Planned Activities	The funding will support LEAVEN's Emergency Assistance Program. This program provides rental and utility assistance to low- and moderate-income individuals and families residing in the City of Appleton.
6	Project Name	Rebuilding Together Fox Valley
	Target Area	
	Goals Supported	Improve & maintain housing stock
	Needs Addressed	Affordable Housing- Rehab of Existing Units
	Funding	CDBG: \$100,000.00
	Description	The project entails rehabilitation to 10 units that are owner-occupied by LMI residents, and in severe need of assistance.
	Target Date	3/31/2022
	Estimate the number and type of families that will benefit from the proposed activities	The project entails rehabilitation to 10 affordable units that are owner-occupied and in severe need.
	Location Description	All homes will be located in the City of Appleton.
Planned Activities	RTFV intends to complete rehabilitation activities for 10 households, allowing them to remain safe and healthy in their homes.	
7	Project Name	Appleton Police Department's Summer of Service
	Target Area	
	Goals Supported	Public services
	Needs Addressed	Public Services
	Funding	CDBG: \$72,051.00
	Description	APD will manage the summer of service program, seeking to engage youth in meaningful team based community service projects.
	Target Date	3/31/2022

	Estimate the number and type of families that will benefit from the proposed activities	The APD's Summer of Service project will engage 30 youth in meaningful, team-based community projects. Participants must be students of the Appleton Area School District and enrolled in 10th, 11th, or 12th grade for the school year following the completion of the Summer of Service. Preference is given to those students who are in Truancy Court, at-risk of not graduating, or those recommended by school resource officers, teachers, school administrators, or local Boys & Girls Club staff.
	Location Description	The Summer of Service program is a truly unique program due to its wide ranging collaboration with key stakeholders in the community. The program is led by the Appleton Police Department and the Boys & Girls Club of the Fox Valley. Numerous organizations are partnered with to provide the best experience and educational opportunity possible for at-risk students. Therefore, community service acts will be undertaken at a variety of locations within the City of Appleton.
	Planned Activities	Summer of Service participants will be placed on supervised teams and assigned to work with different community nonprofit partners throughout the City of Appleton. Appleton Police Department High School Resource Officers will be assigned to assist in leading the program, which offers officers the opportunity to build relationships with students who are at-risk of not graduating high school. Students who complete the program are eligible for 1/2 credit elective work/study credit toward high school graduation.
8	Project Name	Greater Fox Cities Habitat for Humanity
	Target Area	
	Goals Supported	Improve & maintain housing stock
	Needs Addressed	Affordable Housing- Production of New Units
	Funding	CDBG: \$147,000.00
	Description	acquisition and rehabilitation of 3 single-family homes to be sold to qualified families.
	Target Date	3/31/2022
	Estimate the number and type of families that will benefit from the proposed activities	Three homes will be acquired and rehabilitated.

	Location Description	The location of the homes for acquisition have not been determined, but will be located in the City of Appleton.
	Planned Activities	Habitat for Humanity will use funding for property acquisition and rehabilitation/renovation of three single-family homes that will be sold to qualifying families seeking homeownership.
9	Project Name	The Mooring Program
	Target Area	
	Goals Supported	Public facilities improvement
	Needs Addressed	Public Facilities
	Funding	CDBG: \$39,343.00
	Description	The Mooring Programs will utilize CDBG funds to repair and rehabilitate their Men's Apartment Program facilities as they transition through treatment services for substance abuse.
	Target Date	3/31/2022
	Estimate the number and type of families that will benefit from the proposed activities	Reconditioning of six residential treatment houses near the main facility, as well as the main facility building, which together provide a continuum of care beyond a 28-day program.
	Location Description	Rehabilitation at the following locations: 610 Lawrence Street; 131 S State Street; 415 S State Street; 617/619 Seventh Street; 607 W Seventh St. All properties are located within the City of Appleton.
Planned Activities	CDBG funds will be utilized for rehabilitation purposes, including but not limited to: foundation grading, sealing and painting; replacement of driveways; repair/replacement of roofs; replacement of water heaters; lighting upgrades, and kitchen upgrades.	
10	Project Name	Pillar's Adult Shelter- Safety & Security Upgrades
	Target Area	
	Goals Supported	Public facilities improvement
	Needs Addressed	Public Facilities
	Funding	CDBG: \$27,185.00
	Description	This project entails upgrading the safety & security technical systems.
	Target Date	3/31/2022

	Estimate the number and type of families that will benefit from the proposed activities	Upgrading the technological system will provide approximately 550 persons with safe and reliable accommodations.
	Location Description	This project will occur at 1928 W College Ave, Appleton WI.
	Planned Activities	Pillars intends to contract services to replace the current system with a more updated, modernized version.
11	Project Name	WWBIC
	Target Area	
	Goals Supported	Economic Development
	Needs Addressed	Economic Development
	Funding	CDBG: \$68,030.00
	Description	This project entails providing business education and counseling to 85 individuals considering small business ownership.
	Target Date	3/31/2022
	Estimate the number and type of families that will benefit from the proposed activities	Four businesses will receive business education, counseling, and grants.
	Location Description	All businesses will be located in the City of Appleton.
	Planned Activities	WWBIC intends to assist four micro or small businesses in the community.

AP-50 Geographic Distribution – 91.220(f)

Description of the geographic areas of the entitlement (including areas of low-income and minority concentration) where assistance will be directed

The City of Appleton will not have a designated geographic area within the jurisdiction where funds are allocated. However, activities benefitting persons, facilities, or housing within the census block groups that HUD has designated as meeting the 51 percent LMI threshold will be given priority.

Geographic Distribution

Target Area	Percentage of Funds

Table 8 - Geographic Distribution

Rationale for the priorities for allocating investments geographically

The City of Appleton will not have a designated geographic area within the jurisdiction where funds are allocated. However, activities benefitting persons, facilities, or housing within the census block groups that HUD has designated as meeting the 51 percent LMI threshold will be given priority.

Discussion

The City of Appleton will not have a designated geographic area within the jurisdiction where funds are allocated. However, activities benefitting persons, facilities, or housing within the census block groups that HUD has designated as meeting the 51 percent LMI threshold will be given priority.

Affordable Housing

AP-55 Affordable Housing – 91.220(g)

Introduction

The City of Appleton invests federal funds into the development of rental and homeownership units and the rehabilitation and repair of existing homeowner units. This section shows specific goals for the number of homeless, non-homeless and special needs households that will be provided affordable housing during the 2021 program year. Also shown are the number of affordable housing units that will receive CDBG funding. Programs that will provide these units through the CDBG program are: the City of Appleton's Homeowner Rehabilitation Loan Program, the Appleton Housing Authority, Greater Fox Cities Habitat for Humanity, and Rebuilding Together Fox Valley.

One Year Goals for the Number of Households to be Supported	
Homeless	0
Non-Homeless	40
Special-Needs	0
Total	40

Table 9 - One Year Goals for Affordable Housing by Support Requirement

One Year Goals for the Number of Households Supported Through	
Rental Assistance	0
The Production of New Units	0
Rehab of Existing Units	37
Acquisition of Existing Units	3
Total	40

Table 10 - One Year Goals for Affordable Housing by Support Type

Discussion

AP-60 Public Housing – 91.220(h)

Introduction

The Appleton Housing Authority's mission is "to provide decent, safe, and quality housing for individuals and families that need rent affordability along with opportunities and programming for participants desiring to become self-sufficient." The City of Appleton will provide funding to support the Appleton Housing Authority's Homebuyer Program, which provides assistance for downpayments and needed repairs or upgrades for the homes that are purchased, as well as counseling services for first-time homebuyers.

Actions planned during the next year to address the needs to public housing

While the City of Appleton does not provide CDBG funding to the Appleton Housing Authority in support of its public housing program, CDBG funds are allocated in support of the Appleton Housing Authority's Homebuyer Program, which includes downpayment assistance, rehabilitation financial assistance, and counseling services.

Actions to encourage public housing residents to become more involved in management and participate in homeownership

By supporting the Appleton Housing Authority's Homebuyer Program, public housing residents have the opportunity to learn about homeownership through homebuyer education classes. Completing these classes initiates the process of becoming a first-time homebuyer and receiving financial assistance for downpayments or needed repairs on their newly-purchased home.

If the PHA is designated as troubled, describe the manner in which financial assistance will be provided or other assistance

The Appleton Housing Authority is not designated as troubled.

Discussion

Overall, the Housing Authority is provided CDBG funding to support its Homebuyer Program only. The Homebuyer Program is an acquisition/rehabilitation program that promotes affordable housing and financial assistance to low- and moderate-income households, while revitalizing neighborhoods.

AP-65 Homeless and Other Special Needs Activities – 91.220(i)

Introduction

The City of Appleton awarded 2021 program year CDBG funding to several agencies that impact and support the needs of the homeless and special needs populations in the community.

The definition of the special needs population in the City of Appleton was derived after consulting with several nonprofit, supportive service providing agencies in the Appleton area. The most prevalent, but certainly not exclusive, characteristics of the population were:

- Persons affected by mental health issues;
- Persons with alcohol and drug addictions; and
- Elderly in need of supportive services for health and housing issues

Describe the jurisdictions one-year goals and actions for reducing and ending homelessness including

Reaching out to homeless persons (especially unsheltered persons) and assessing their individual needs

The City of Appleton continues to be an active member of the local Fox Cities Housing Coalition (FCHC), serving as the lead agency and fiscal administrator for Continuum of Care (CoC) and Emergency Homeless and Housing (EHH) grant funding into the community. While 2021 program year CDBG funding will only be supporting LEAVEN, Inc, both CoC and EHH funds significantly support other agencies and their efforts to serve the homeless population in the community.

Specifically, through the EHH funds, Pillar’s Adult & Family Shelter- a local emergency shelter- provides a Street Outreach program which entails staff physically seeking and reaching out to unsheltered homeless persons in the community. This program allows connections to be made, services to be offered, and relationships to be developed on the terms of the individual experiencing homelessness.

During the January 2021 Point in Time count, the Fox Cities, including the City of Appleton, identified 23 persons experiencing homelessness. The City of Appleton, in collaboration with the community, will continue to strive to serve these individuals, and others as necessary, by continuing to reach out to them and encourage them to utilize available resources in the community.

Addressing the emergency shelter and transitional housing needs of homeless persons

The Appleton Housing Authority and the Salvation Army of the Fox Cities collaborate to provide transitional housing options and supportive services through a Tenant Based Rental Assistance (TBRA)

program. This program serves approximately 40 households annually.

Pillars Inc. and Harbor House have continued to collaborate and provide six transitional housing beds and supportive services specifically for domestic violence victims transitioning out of shelter. On average, eight households are served each year through this initiative.

Ascend, a Pillars initiative in collaboration with NAMI Fox Valley, serves young adults [aged 18-24] with a mental health challenge navigate their transition from adolescence to an adulthood of self-sufficiency and stability.

Emergency shelter needs will continue to be addressed through Emergency Homeless and Housing (EHH) grant and will continue to change and expand based on the needs in the community. Under the Wisconsin Balance of State Continuum of Care's (WIBOSCO) coordinated entry process, access to services and programming- initiated at the shelter level- has proven efficient and client-driven.

Helping homeless persons (especially chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth) make the transition to permanent housing and independent living, including shortening the period of time that individuals and families experience homelessness, facilitating access for homeless individuals and families to affordable housing units, and preventing individuals and families who were recently homeless from becoming homeless again

The City of Appleton will continue to use CDBG funds to support agencies in the community proposing to provide public service activities that assist homeless persons by providing temporary shelter and accessibility to services that lead to permanent housing solutions. Specifically, for the 2021 program year, the City awarded funding to:

LEAVEN, Inc., who offers an Emergency Assistance Program which provides rental and utility assistance to families and individuals on the verge of homelessness.

The City of Appleton also awarded 2021 program year funding to agencies- including the City of Appleton's Homeowner Rehabilitation Loan Program, the Appleton Housing Authority, and Rebuilding Together Fox Valley - proposing rehabilitative housing activities to maintain affordable housing units and educational skill building as an effort to provide additional affordable housing options and prevent homelessness.

Helping low-income individuals and families avoid becoming homeless, especially extremely low-income individuals and families and those who are: being discharged from publicly funded institutions and systems of care (such as health care facilities, mental health facilities, foster care and other youth facilities, and corrections programs and institutions); or, receiving assistance from public or private agencies that address housing, health, social services,

employment, education, or youth needs.

LEAVEN, Inc. helps ensure that individuals have their most basic needs met. Financial assistance is provided to those who have no other resources to draw from and is intended to help stabilize households, preventing them from slipping into greater poverty and homelessness. LEAVEN's Emergency Rental Assistance program provides rental assistance to low- and moderate-income individuals and families residing in the City of Appleton in efforts to cancel evictions, secure affordable housing, and forestall foreclosure actions.

Rebuilding Together Fox Valley's core mission is to improve the homes and lives of low-income homeowners, allowing them to remain safe and healthy in their home. Not only are the homeowners able to age in place, but they are able to sustain affordable housing.

Pillars, Inc. offers and provides emergency shelter and supportive service programs for residents of the City of Appleton, as well as surrounding communities. Through the 2021 CDBG program, Pillars intends to upgrade their technological system to allow for security improvements.

The Greater Fox Cities Habitat for Humanity's homeownership program offers affordable units to qualified families seeking homeownership.

While the Appleton Police Department's program is not specific to low- and moderate-income homeless persons, it is intended to serve a special population as defined by HUD. The Summer of Service program is offered to at-risk youth, engaging them in meaningful team-based community service projects, instilling positive attitudes towards education and empowering them to acquire valuable life skills. By focusing on instilling these attitudes and life skills. While not a requirement, nearly all participants' households are considered low- and moderate-income. The results contribute to the overall intent of the program by attempting to break the cycle of poverty and prevent any episodes of homelessness. The City of Appleton's role as the lead financial agent for CoC and EHH funds facilitates and encourages Fox Cities Housing Coalition member-agencies to provide services to extremely low-income persons and assist them with services needed as they navigate through the systems of care in the area.

Discussion

AP-75 Barriers to affordable housing – 91.220(j)

Introduction:

The City of Appleton, through a collaboration with the Metropolitan Milwaukee Fair Housing Council (MMFHC), updated the Analysis of Impediments to Fair Housing Choice report. The 2020 Analysis identifies barriers to equal housing access based on quantitative data contained in various sections of the report, and based on qualitative information gleaned from community input. The impediments identified [below] are not listed in order of priority.

Private-market housing discrimination;

1. Affordable housing location;
2. Lack of affordable, accessible housing;
3. Private-market refusal to permit reasonable accommodations/modifications;
4. Lending discrimination and disparities; and
5. Critical shortage of affordable rental housing and limited housing assistance.

The 2020 Analysis of Impediments *Fair Housing Goals and Strategies* section identifies goals and strategies designed to redress impediments to fair housing. Each goal has a number of strategies to make progress toward the goal. Each strategy contains a timeframe for action, a measure of achievement, and the entity at each municipality that is responsible for implementing the strategies.

Goal 1: Continue efforts to ensure adequate supply of housing affordable to all income levels in the community;

Goal 2: Increase fair housing choice and decrease housing discrimination;

Goal 3: Continue funding the City of Appleton’s Neighborhood Program to encourage the establishment and support of neighborhood organizations; and

Goal 4: Increase access to consumer education in a culturally appropriate context.

Actions it planned to remove or ameliorate the negative effects of public policies that serve as barriers to affordable housing such as land use controls, tax policies affecting land, zoning ordinances, building codes, fees and charges, growth limitations, and policies affecting the

return on residential investment

Under *Goal 1: Continue efforts to ensure adequate supply of housing affordable to all income levels in the community*, listed above, the City of Appleton has identified eight strategies to make progress toward removing or ameliorating the barriers to affordable housing. Strategies specific to the removal or amelioration of the negative effects of public policy that serve as barriers include [in no particular order]:

Strategy 1- Support a variety of housing programs to defray the costs of rental housing or homeownership, marrying financial tools such as historic preservation, DNR grants, and opportunity zones;

Strategy 2- Promote and support private sector investment in affordable housing through TIF financing, LIHTC projects, and other state/federal financial resources; and

Strategy 3- Consider utilizing Central Business District (CBD) zoning in other areas of the City to promote denser in-fill and housing development.

Discussion:

The City of Appleton is currently under contract with the Metropolitan Milwaukee Fair Housing Council to update the Analysis of Impediments, in conjunction with the 2020-2024 Consolidated Plan. It is anticipated that updated amelioration efforts will be proposed upon implementation of the updated Consolidated Plan.

AP-85 Other Actions – 91.220(k)

Introduction:

The City of Appleton's 2020-2024 Consolidated Plan outlines various strategies addressing obstacles in meeting underserved needs, fostering and maintaining affordable housing, reducing lead-based paint hazards, reducing poverty, improving institutional structure, and enhancing coordination between housing and social service agencies.

Actions planned to address obstacles to meeting underserved needs

The Fox Cities Housing Coalition (FCHC), of which the City of Appleton is a member agency, is designed to promote community-wide commitment to the goal of ending homelessness; provide programming and housing for underserved and homeless individuals and families; promote access to and effect utilization of mainstream programs; and optimize self-sufficiency among underserved and homeless individuals and families. This continuum begins with emergency shelter programs, continues through transitional housing programs, and on to permanent affordable housing options. Nearly all of the 2021 program year funds are subawarded to agencies that are FCHC members, and operate programs that address underserved needs.

Actions planned to foster and maintain affordable housing

The City of Appleton has primarily used its CDBG funds to support affordable housing activities in various ways for homeowners and first-time homebuyers. The City will continue to fund similar efforts in the 2021 program year through subawards to Rebuilding Together Fox Valley, the Appleton Housing Authority, Greater Fox Cities Habitat for Humanity, and the City's Homeowner Rehabilitation Loan Program.

Actions planned to reduce lead-based paint hazards

The City of Appleton continues to allocate CDBG funds each program year supporting its Homeowner Rehabilitation Loan Program, which provides low- and moderate-income homeowners with the financial ability to make repairs to their homes. A requirement for participation in this program is that items not meeting code and all lead paint hazards be rehabilitated as part of the loan funding.

The City also continues to support the Appleton Housing Authority's Homebuyer Program, which will include rehabilitation. Lead hazards are identified and remediated during the rehabilitation process.

In addition, the City of Appleton Health Department and the City's Homeowner Rehabilitation Loan Program work collaboratively to identify homes where young children may be adversely affected in the

dangers of lead-based paint and removal of those hazards.

Actions planned to reduce the number of poverty-level families

In an effort to reduce the number of poverty-level families, the City of Appleton awarded 2021 program year funds to a an emergency shelter, a rental assistance program for individuals on the brink of homelessness, and a community service at-risk youth program. All of these programs and projects directly serve individuals and families that are facing financially challenging situations. The services offered and the constant collaboration among agencies provide the necessary direction and opportunities toward achieving financial independence and stable housing, while also decreasing the likelihood of homelessness.

The City of Appleton continues to provide funding to the City's Homeowner Rehabilitation Loan Program, the Appleton Housing Authority, Greater Fox Cities Habitat for Humanity, and Rebuilding Together Fox Valley in an effort to rehabilitate and maintain affordable housing opportunities in the Appleton community.

Actions planned to develop institutional structure

The institutional structure through which the City of Appleton carries out its plans is strong due to framework already in place, and as such, does not have any specific actions planned to modify it.

The City is the financial agent for the Continuum of Care (CoC) and Emergency Homeless and Housing (EHH) grants, and an active member, of the Fox Cities Housing Coalition. The Appleton Housing Authority receives a CDBG allocation for its Homebuyer Program and also coordinates with the Health Department to provide services to its senior population. These relationships allow for a high level of interaction resulting in coordination of services between the City and agencies that may be supported by CDBG funding.

Actions planned to enhance coordination between public and private housing and social service agencies

While there does not appear to be a gap in the structure, the City of Appleton continuously works to further enhance coordination of services between nonprofit organizations and public institutions. The City of Appleton is an actively participating member of the Fox Cities Housing Coalition, a local continuum of services. All member agencies of the Coalition actively seek to enhance coordination and collaboration between services and agencies, and reduce any level of duplication

Discussion:

Program Specific Requirements

AP-90 Program Specific Requirements – 91.220(I)(1,2,4)

Introduction:

Community Development Block Grant Program (CDBG)

Reference 24 CFR 91.220(I)(1)

Projects planned with all CDBG funds expected to be available during the year are identified in the Projects Table. The following identifies program income that is available for use that is included in projects to be carried out.

1. The total amount of program income that will have been received before the start of the next program year and that has not yet been reprogrammed	0
2. The amount of proceeds from section 108 loan guarantees that will be used during the year to address the priority needs and specific objectives identified in the grantee's strategic plan.	0
3. The amount of surplus funds from urban renewal settlements	0
4. The amount of any grant funds returned to the line of credit for which the planned use has not been included in a prior statement or plan	0
5. The amount of income from float-funded activities	0
Total Program Income:	0

Other CDBG Requirements

1. The amount of urgent need activities	0
2. The estimated percentage of CDBG funds that will be used for activities that benefit persons of low and moderate income. Overall Benefit - A consecutive period of one, two or three years may be used to determine that a minimum overall benefit of 70% of CDBG funds is used to benefit persons of low and moderate income. Specify the years covered that include this Annual Action Plan.	90.59%



CITY OF APPLETON

MEMORANDUM

Date: July 9, 2025
To: Community Development Committee
From: Lily Paul, Economic Development Specialist, Community Development
Subject: Variance to the Declaration of Covenants and Restrictions for Northeast Business Park – NE Corner of E. Goodland Drive & Conkey Street

GENERAL INFORMATION

Owner: Health Management Partners, LLC

Applicant: Justin Frahm, JSD Professional Services

Address/Parcel Number: NE Corner of E. Goodland Dr. & Conkey Street (Tax Id #31-1-6723-12)

Petitioner's Request: Applicant is requesting a variance to the Declaration of Covenants and Restrictions for Northeast Business Park to allow for an 8-foot parking setback, versus 15 feet.

Community Development Committee Meeting Date: July 9, 2025

Common Council Meeting Date: July 16, 2025

PROJECT DETAILS

Project Summary: It is noted, Covenants and Restrictions within the Northeast Business Park require a minimum setback of 15 feet to parking, whereas this project requests an exemption to maintain a minimum setback of 8 feet to parking as required by the City of Appleton Zoning Code. With the proposed medical facility and medical office building use, a greater demand for staff, patient and visitor parking is required per ordinance vs. industrial use which requires additional space. Parking areas will be landscaped according to meet municipal zoning requirements.

The proposed use for this parcel was approved back in November 2015, therefore, allowing the parking requirements to reflect the use is acceptable.

RECOMMENDATION

A variance allowing a minimum setback of 8 feet to parking per the terms of the Declaration of Covenants and Restrictions, Item 5, **BE APPROVED** subject to the following conditions:

1. Sec. 23-172. Off-street parking and loading standards: C-2 across the street from M-1 and C-2: Minimum landscape buffer restrictions are being met.
2. Prior to construction, applicant must obtain proper Building and Stormwater permits.

Lily W. Paul

From: Justin Frahm <justin.frahm@JSDInc.com>
Sent: Thursday, June 19, 2025 3:22 PM
To: Lily W. Paul
Subject: RE: NE Corner of Goodland Dr. & Conkey Street Medical Office Development
Attachments: 2414764 C2.0 Site Plan.pdf

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Lily:

Thanks for your patience on this, our team was in the process of the updating and finalizing the site plan this past week. See attached for the Site Plan showing the 8' setback for the covenants parking setback exemption request we discussed.

I did speak directly with WE Energies regarding the easement. They are okay with paved area (owner's expense if it needs to be repaired for maintenance), however WE Energies will restrict the placement of landscape trees, signs and light poles within the easement.

Please let us know if there is anything else needed from our team.

Thank You!



Planners · Engineers · Landscape Architects · Surveyors

Justin Frahm, PLA, ASLA, ICSC | Senior Project Consultant | justin.frahm@jsdinc.com

Wausau Regional Office – 7402 Stone Ridge Dr. Suite 4, Weston, WI 54476

office: 715.298.6330

mobile: 608-220-7583

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From: Lily W. Paul <Lily.Paul@AppletonWI.gov>
Sent: Wednesday, June 18, 2025 10:51 AM
To: Justin Frahm <justin.frahm@JSDInc.com>
Subject: RE: NE Corner of Goodland Dr. & Conkey Street Medical Office Development

Good morning Justin,

Just following up on the private utility easement shown on the property. I am waiting to bring the variance to the covenants to any committees until it is determined whether or not this easement is occupied or not. I would suggest contacting WE Energies: Scott Sheppard scott.sheppard@wecenergygroup.com

If WE Energies signs off that you can extend parking into it, great. Please provide documentation and I will include that when I bring the variance to covenants to committee. If you cannot, then there is no purpose for me to grant the variance.

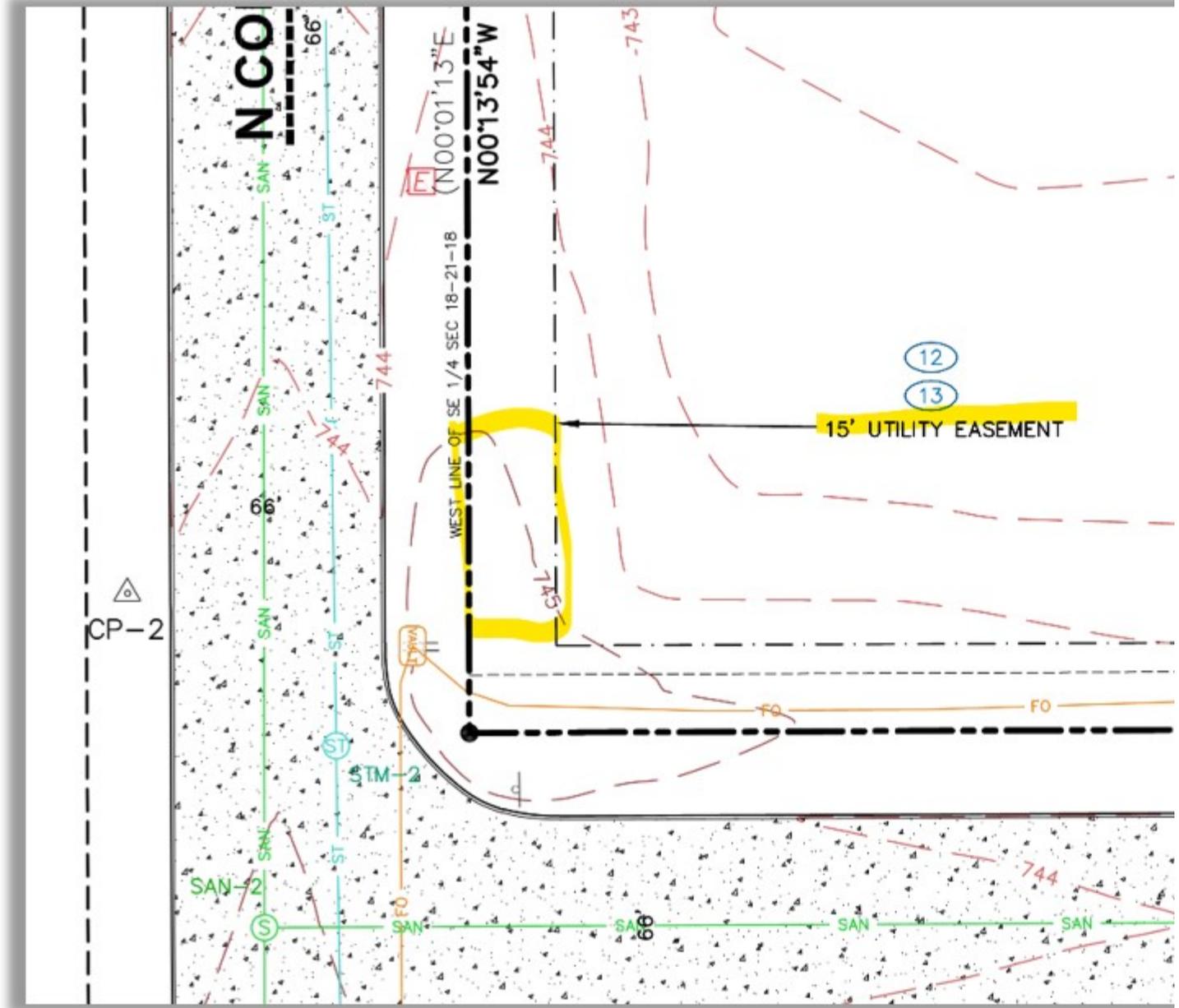
Any questions please let me know,

Lily Paul

Economic Development Specialist
City of Appleton, Community Development
100 N. Appleton Street, Appleton, WI 54911
O: 920-832-6463 | lily.paul@appletonwi.gov
[Facebook](#) | Appletonwi.gov



DEPARTMENT OF
**COMMUNITY
DEVELOPMENT**



From: Lily W. Paul
Sent: Tuesday, June 10, 2025 12:00 PM
To: Justin Frahm <justin.frahm@JSDInc.com>
Cc: Colin L. Kafka <Colin.Kafka@appletonwi.gov>
Subject: RE: NE Corner of Goodland Dr. & Conkey Street Medical Office Development

Justin,

Received. Thank you for sending this over.

I was made aware of a private utility easement on this property. Would you be able to provide that utility easement in your site plan and send over?

Thank you

Lily

Lily Paul

Economic Development Specialist
City of Appleton, Community Development
100 N. Appleton Street, Appleton, WI 54911
O: 920-832-6463 | lily.paul@appletonwi.gov
[Facebook](#) | Appletonwi.gov



DEPARTMENT OF
**COMMUNITY
DEVELOPMENT**

From: Justin Frahm <justin.frahm@JSDInc.com>
Sent: Monday, June 9, 2025 4:26 PM
To: Lily W. Paul <Lily.Paul@AppletonWI.gov>
Cc: Colin L. Kafka <Colin.Kafka@AppletonWI.gov>
Subject: NE Corner of Goodland Dr. & Conkey Street Medical Office Development

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Lily:

In follow-up to recent Site Plan review by City of Appleton staff and our discussion regarding review of minimum parking setback requirements to the property line set forth by the City of Appleton municipal zoning ordinance, the project development will request an exemption to the Convents for the subject project as follows:

It is noted, Covenants within the district require a minimum setback of 15' to parking, whereas this project requests an exemption to maintain a minimum setback of 8' to parking as required by the City of Appleton Zoning code. With the proposed medical facility and medical office building use, a greater demand for staff, patient and visitor parking is required per ordinance vs. industrial use which requires additional space. Parking areas will be landscaped according to meet municipal zoning requirements.

Please let us know if there is anything else you need for review of this request.

Thank You,



Justin Frahm, PLA, ASLA, ICSC | Senior Project Consultant | justin.frahm@jsdinc.com
Wausau Regional Office – 7402 Stone Ridge Dr. Suite 4, Weston, WI 54476
office: 715.298.6330

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DECLARATION OF COVENANTS AND RESTRICTIONS
APPLICABLE TO LOT 4 OF CSM # 3490 (TAX KEY # 31-1-6723-12)
IN THE NORTHEAST BUSINESS PARK

This conveyance is made subject to the following conditions, covenants, and understandings which shall be binding upon the vendee and his/her 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) foot setbacks will apply.
- B. *Side and Rear Yards:* Minimum side and rear yards shall be twenty-five (25) feet.
- C. *State Highways:* A fifty (50) foot building setback shall be observed along U.S.H. 41 and U.S.H 441.

2. ***Land Use:***

A. Permitted Uses

- 1. Manufacturing;
- 2. Research, development and testing laboratories;
- 3. Wholesaling, warehousing and distribution;
- 4. Office operations only if they are an integral part of and a necessary adjunct to a permitted use;
- 5. Retail sales of products manufactured on site and clearly an accessory use to the primary use of the site;
- 6. Other land uses may be considered for approval by the Community Development Committee if a determination is made that the project fits the development objectives of the City.

3. ***Building Standards***

- A. Any building erected shall be at least 5,000 square feet in area and occupy at least 10 percent of the land area.
- B. Buildings shall be designed by an Architect or Engineer. No side, elevation or

facade of a building or structure shall be unexposed to public view; consequently, all sides, elevations, or facades of all buildings and structures shall be visually pleasing and architecturally and aesthetically comparable with the surrounding environment.

- C. The majority of exterior and externally visible opaque surfaces shall be constructed of not more than three of the following types of materials (provided, however, that such list shall not be deemed to exclude the use of other accent or exterior trim materials, glass and glazing, and earth berms):
1. Brick;
 2. Architectural precast concrete panels (surface finish to be painted, stained or exposed aggregate);
 3. Decorative concrete block (for no more than 50% of the exterior building wall area);
 4. Cut stone;
 5. Exterior insulation and finish systems such as Drivit or Sunlar;
 6. Wood;
 7. Metal panels (permitted only for building expansion walls);
 8. Other building materials being developed and to be developed by the construction industry. The use of such materials will be reviewed by the Community Development Committee on a case-by-case basis. The Community Development Committee may assign this review of plans to the Economic Development Department.
- D. Building materials will be selected for their ability to present a visual statement of a building or structure's strength, attractiveness, and permanence. The building materials used shall be harmonious with the natural environment and with the general character of other buildings and structures in the Park.
- E. Metal trim materials may be used when in keeping with the architectural and aesthetic character of the building or structure.
- F. No loading dock shall face the street unless the site configuration is such that it is unavoidable. In that event, the Community Development Committee shall review

and approve the location of the loading dock.

- G. Ancillary structures will be approved by the Community Development Committee. Approval may be granted only if such structures are necessary to the principal use of the building site, are in architectural and aesthetic conformance with other buildings or structures on the site, are properly screened, meet all requirements of these covenants and are otherwise satisfactory to the Community Development Committee at its sole discretion.

4. ***Landscaping:***

- A. ***Landscape Plan:*** The landscaping upon any building site or lot shall be carried out in accordance with a detailed landscaping plan which has been reviewed and approved in writing by the City's site plan review committee. The landscape plan shall include, but not be limited to, plant location, common and botanical names of plant material, planting size, root condition, and quantity of all plant material. The plan shall show all ground cover and mulch areas, landscape and construction materials, and construction details.
- B. ***Landscaping Methods:*** Landscaping may include grading, earth berms, seeding, sodding, raised planters, architectural decorative walls or fencing, trees and shrubs, ground cover and other landscape materials including permanent sprinkler systems, fountains, storm run-off retention ponds, reflective ponds, and landscape lighting.
- C. ***Plant Material:*** Selected plant material should provide for a variety of shade trees, evergreen trees, and shrubs, ornamental trees and shrubs and ground covers. Plant material selection shall take into consideration the following:
1. Disease and insect resistance;
 2. Hardiness to the area;
 3. The ability to provide seasonal interest;
 4. Future maintenance considerations;
 5. Ability of plant material to accomplish its intended purpose in each placement.
- D. ***Time for Completion:*** All landscaping shall be completed within ninety (90) days following occupancy, or as soon thereafter as weather will allow if such period occurs within winter months.

- E. *Maintenance*: The owner shall be responsible for maintaining all landscaping as approved on the original plan for his site and adjacent unpaved street rights-of-way. Any variation or changes to the landscape plan must be reviewed and approved in writing by the Department of Planning. Landscaped areas, materials, fixtures, and improvements shall be maintained by the owner of the building site, or by such owner's long-term lessee(s) in good condition at all times. Such maintenance shall include watering, mowing, trimming, pruning, spraying, fertilizing, repairing, replacement of dead plantings, planting, transplanting, dusting, treating, and other common landscape maintenance activities necessary to keep the building site landscaping in a healthy state of growth and visually attractive in appearance.

If the owner or the owner's assigns fail to maintain the landscaping and site per the approved landscaping plan in this section, the City of Appleton or its Agent has the right to enter the site and conduct such maintenance and to seek full reimbursement.

5. ***Parking, Loading***

Off-street parking and loading areas shall be provided on each building site and shall be of sufficient size to accommodate all planned or anticipated parking and loading needs of all site occupants and visitors and comply with the City's Zoning Ordinance regarding parking standards. All parking and loading 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. An 80 percent screen with a minimum height of 22Y shall be provided for all parking areas adjacent to the street right-of-way.

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. All storage areas shall be paved.

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 Sign Code.

8. ***Maintenance Responsibilities:***

- A. Each owner shall keep its property, all contiguous street right-of-way to the edge of the pavement, and all drainage and easement areas in a well-maintained, safe, clean, and attractive condition at all times. Such maintenance includes, but is not limited to the following:
1. The removal of all litter, trash, refuse, and wastes;
 2. Compliance with the City's noxious weed control ordinance, including the mowing of all grass areas;
 3. The maintenance of exterior lighting, signs, and mechanical facilities;
 4. The keeping of all exterior building surfaces in a cleaned, well-maintained condition;
 5. The maintenance of all drainage ways including the removal of all debris, weeds, and silt.
- B. The owner of any undeveloped lands shall maintain said lands free of rubbish, noxious weeds, and mosquito breeding pond conditions.

9. ***Site Plan Review:***

Prior to the construction or alteration 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 plans for such building or improvements shall be submitted to the Site Plan Review Committee in accordance with Section 23-171 of the City Zoning Code. The plans shall be reviewed within thirty days (30) days after they have been submitted and approval or disapproval given in writing.

10. ***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 owner 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 designee 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 covenants and restrictions will be deemed to have been complied with. The Community Development Committee may delegate this review of plans to the Economic Development Department.

11. ***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, the City has the option to repurchase said property. The City shall pay the following repurchase price: 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, pro-ration of the current years property taxes to date of closing, title insurance policy premium, real estate commission paid at time of original closing, 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 repurchase of the property unless an extension of time may be mutually agreed upon and set forth in writing. In the event the City does not elect to repurchase the property, the owner may sell the land, but these Declarations of Covenants and Restrictions shall run with the land and be binding on the subsequent owner. The purchase price shall be computed as in Article XII above. Conveyance shall be by warranty deed. The seller shall furnish a title insurance policy at the seller's expense.

12. ***Subdivision of Lots:***

After a lot has been purchased, such lot shall not be further subdivided without the written consent of the Community Development Committee. No owner may sell, lease or rent less than all of the lot without the written consent of the Community Development Committee. The Community Development Committee may, in granting its consent, attach

any conditions it deems appropriate. The foregoing prohibition shall not apply to occupancy leases of space in a building made in the ordinary course of business.

13. ***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.

14. ***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 covenants and restrictions, or any one or more of them, where the circumstances, in its sole and exclusive judgement, justifies the granting of same.

15. ***Right to Enter:***

The Community Development Committee shall have the right to enter upon any building site or other lot within the park for the purpose of ascertaining whether the owner of said site or lot is complying with these covenants and restrictions.

16. ***Enforcement:***

In the event that the owner fails to perform in accordance with these covenants and 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 or special charge. 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.

17. ***Invalidation:***

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

18. *Term:*

Each lot shall be conveyed subject to the covenants and restrictions set forth herein, all of which are to run with the land and shall be binding on all parties and all persons claiming them for a period of thirty (30) years from the date of this Declaration of Covenants and Restrictions is recorded, after which time said covenants and restrictions as are then in force and effect shall be automatically renewed for successive periods of ten (10) years each, unless an instrument terminating such covenants and restrictions is recorded with the Outagamie County Register of Deeds by the Common Council as evidenced by a resolution duly adopted by a majority of all members of the Common Council.

EXHIBIT "A"

1. Restrictions on Use. The Restricted Parcel shall be developed and used solely for the following purpose and for no other purpose:
 - a. Vocational and rehabilitation facilities (packaging type or light manufacturing [as defined below]; no retail: businesses that employ disabled or handicapped individuals in a packaging or light manufacturing process.
 - b. Business and technical schools, private (up to 50,000 square feet): schools used for training of skilled workers in fields such as electronics, accounting, etc.
 - c. Educational and training centers (up to 50,000 square feet): centers used for employee or customer training, e.g., computer training (but excluding, for example, training to operate motor vehicles or heavy machinery).
 - d. Telecommunication centers: communication centers used for telemarketing or customer service via telephone, computer or other electronic means of communication, provided that no telephone, microwave or other communications towers are located on the property.
 - e. Group day care: commercial/for-profit, non-profit or corporate childcare facilities.
 - f. Offices: e.g., insurance claims, medical, legal and leased business offices and services.
 - g. Professional services: e.g., doctors', lawyers' and accountants' offices; but specifically excluding massage parlors and similar establishments.

- h. Personal services: e.g., health clubs and other athletic facilities, but specifically excluding massage parlors and similar establishments.
- i. Printing: e.g., commercial printing facilities, newspaper presses.
- j. Wholesale storage: interior storage of non-volatile goods, such as plumbing and electrical goods wholesalers, and household movers; no exterior/outdoor storage shall be permitted.
- k. Warehouse/distribution facilities: facilities for the interior storage and transfer of non-volatile goods, but specifically excluding freight terminals such as those of Roadway or Yellow Freight Systems.
- l. Industrial supply: interior storage of industrial materials such as plumbing and electrical supplies.
- m. Light manufacturing and assembly: products produced or assembled manually or by a light industrial process by virtue of the use of light machinery; being conducted entirely within enclosed substantially constructed buildings; in which the open area around the building is not used for storage of raw materials or manufactured products, or for any other industrial purpose other than loading and unloading operations; and which are not noxious or offensive by reason of emission of smoke, dust, fumes, odors, noise, or vibrations beyond the confines of the building.

0191R1 **EXEMPT** PROPERTY INQUIRY FOR **31-1-6723-12** ASR191D
 R LAST NAME **APPLETON** FIRST **CITY OF** MI **ACTIVE**
 ADDRESS: **100 N APPLETON ST** UNIT: SPOUSE
 APPLETON WI **54911 0000** LAST SALE M/Y:
 COUNTRY/ZIP: OTH OWN TYPE: SALE AMOUNT:
 J^{SR} CARE OF: OWNERSHIP: **CITY**
 E P ADDR RECORDED UNIT:
 LGL DESC: **APPLETON** **WI 54911 0000** **1325228 BEING PRT OF**
 CSM 3490 **LOT 4 VOL 18 DOC** **ALL OF LOT 3 OF CSM**
 SW1/4 OF NE1/4 & PRT **OF NW1/4 OF SE1/4 &**
 3262 SEC18 T21N R18E

YR BLT STORIES LIV UNITS SF BLD AREA HEAT SYST
 CORNER LOT: **Y** LOT SIZE: **2.69 ACRES** GARAGE:
 QTR SECTION: **V47** USE CODE: **99** ZONE: **M1**
 CITY PROPERTY? **Y** STREET COORDINATES: **C34N33** WARD: **38**
 STYLE: SIC CODE: CENS BLK: CENS TRAK:
 VALUATION MMY REASON FOR REVALUATION DISTRICT FOR:
 LAND\$ SCH: **APPLETON**
 IMPR\$ WTR: **APPLETON**
 TOTL\$ SAN: **APPLETON**

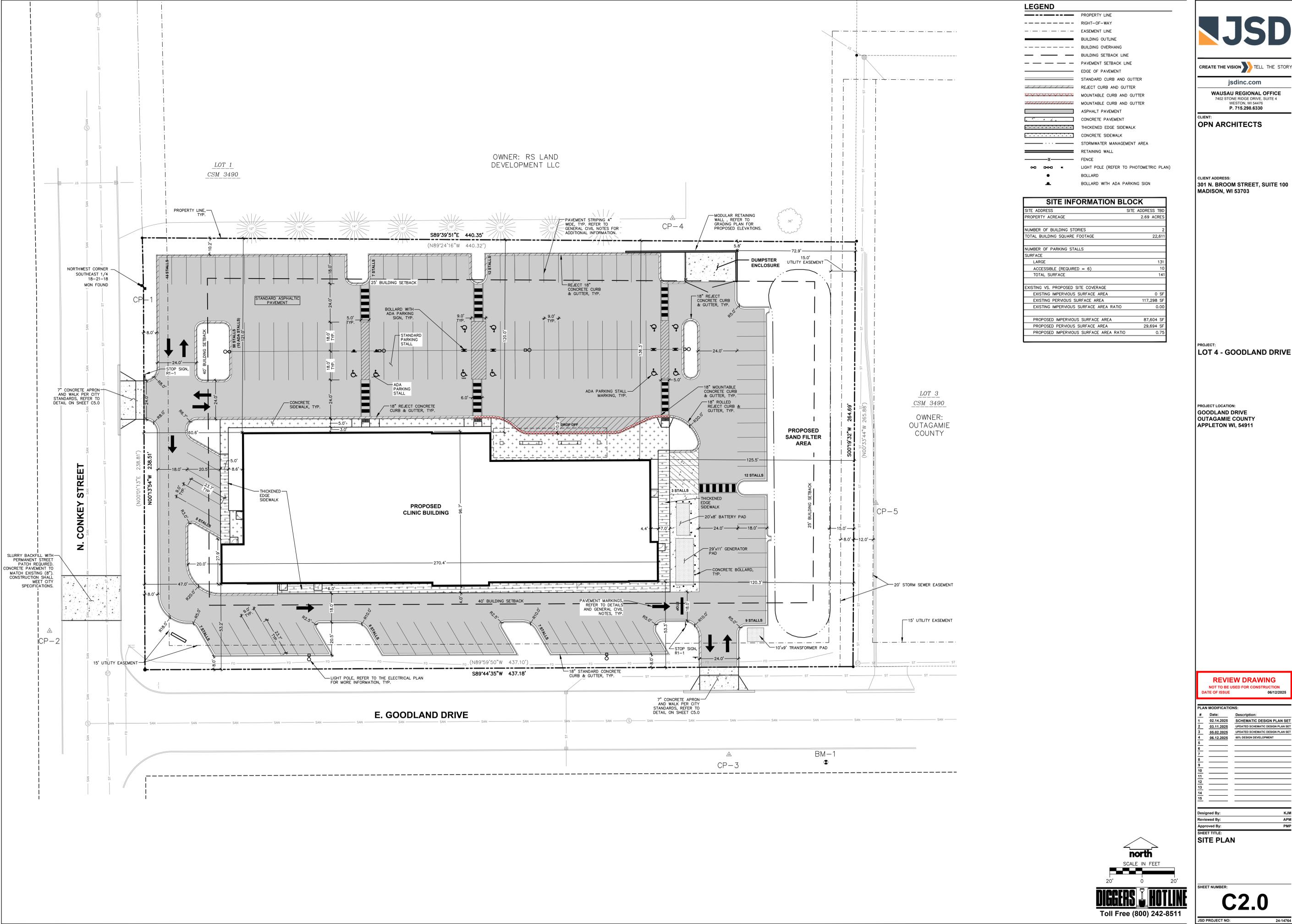
F2:Exit F4:Businesses F5:Valn Calc
 F9:Comments F13:Valn Hist F15:Multiple Addresses
 F18:Sales F21:MyNeighborhood F22:GIS View F23:Intranet ENTER-Next

LEGEND

- PROPERTY LINE
- - - RIGHT-OF-WAY
- - - EASEMENT LINE
- BUILDING OUTLINE
- BUILDING OVERHANG
- BUILDING SETBACK LINE
- PAVEMENT SETBACK LINE
- EDGE OF PAVEMENT
- STANDARD CURB AND GUTTER
- REJECT CURB AND GUTTER
- MOUNTABLE CURB AND GUTTER
- MOUNTABLE CURB AND GUTTER
- ASPHALT PAVEMENT
- CONCRETE PAVEMENT
- THICKENED EDGE SIDEWALK
- CONCRETE SIDEWALK
- STORMWATER MANAGEMENT AREA
- RETAINING WALL
- X- FENCE
- LIGHT POLE (REFER TO PHOTOMETRIC PLAN)
- BOLLARD
- ▲ BOLLARD WITH ADA PARKING SIGN

SITE INFORMATION BLOCK

SITE ADDRESS	SITE ADDRESS TBD
PROPERTY ACREAGE	2.69 ACRES
NUMBER OF BUILDING STORIES	2
TOTAL BUILDING SQUARE FOOTAGE	22,611
NUMBER OF PARKING STALLS	
SURFACE	
LARGE	131
ACCESSIBLE (REQUIRED = 6)	10
TOTAL SURFACE	141
EXISTING VS. PROPOSED SITE COVERAGE	
EXISTING IMPERVIOUS SURFACE AREA	0 SF
EXISTING PERVIOUS SURFACE AREA	117,298 SF
EXISTING IMPERVIOUS SURFACE AREA RATIO	0.00
PROPOSED IMPERVIOUS SURFACE AREA	87,604 SF
PROPOSED PERVIOUS SURFACE AREA	29,694 SF
PROPOSED IMPERVIOUS SURFACE AREA RATIO	0.75



File: USJSD\c:\webster\project\PROJECT\2023\24\4174\DWG\Civil\Sheets\4174\4174_C2.0_SITE PLAN User: jmanfrank Plotted: Jun 13, 2025 - 11:54am XHP's

REVIEW DRAWING
NOT TO BE USED FOR CONSTRUCTION
DATE OF ISSUE: 06/12/2025

PLAN MODIFICATIONS:

#	Date	Description
1	02.14.2025	SCHEMATIC DESIGN PLAN SET
2	03.11.2025	UPDATED SCHEMATIC DESIGN PLAN SET
3	05.02.2025	UPDATED SCHEMATIC DESIGN PLAN SET
4	06.12.2025	80% DESIGN DEVELOPMENT
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

Designed By: KJM
Reviewed By: APN
Approved By: PMF

SHEET TITLE:
SITE PLAN

SHEET NUMBER:
C2.0

JSD PROJECT NO: 24-1474



Department of Community Development Inspection Division

Permit Summary Count YTD Comparison

01/01/25 Thru 06/30/25

Report Date: 7/1/2025

Permit Type	Year Issued	Permit Count	Total Estimated Cost	Total Receipt Amount
BUILDING				
	2024	537	96,927,780	276,374.75
	2025	581	62,025,484	214,349.65
		8.19 %	-36.01 %	-22.44 %
DISPLAY SIGN				
	2024	77	546,100	7,640.00
	2025	56	806,326	5,480.00
		-27.27 %	47.65 %	-28.27 %
ELECTRICAL				
	2024	604	8,952,930	69,832.42
	2025	515	7,553,151	102,630.22
		-14.74 %	-15.63 %	46.97 %
EROSION CNTL				
	2024	15		2,300.00
	2025	7		950.00
		-53.33 %	%	-58.70 %
HEATING				
	2024	458	14,738,023	51,350.44
	2025	499	14,277,976	70,623.65
		8.95 %	-3.12 %	37.53 %
PLAN REVIEW				
	2024	36		11,545.00
	2025	21		5,838.50
		-41.67 %	%	-49.43 %
PLUMBING				
	2024	585	6,656,025	28,327.00
	2025	540	4,421,821	31,107.25
		-7.69 %	-33.57 %	9.81 %
SEWER				
	2024	373	2,056,216	20,687.00
	2025	233	2,084,751	22,130.00
		-37.53 %	1.39 %	6.98 %
WELL				
	2024	4		160.00
	2025	9		430.00
		125.00 %	%	168.75 %

Department of Community Development Inspection Division

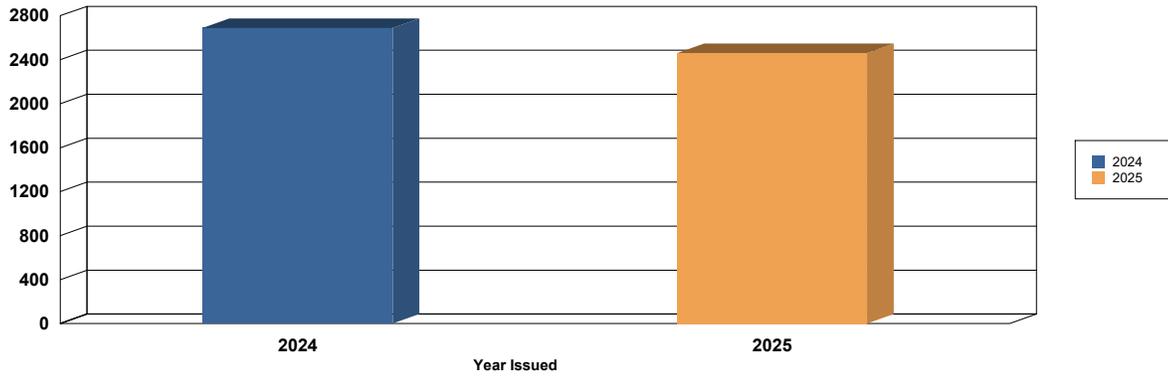
Permit Summary Count YTD Comparison

01/01/25 Thru 06/30/25

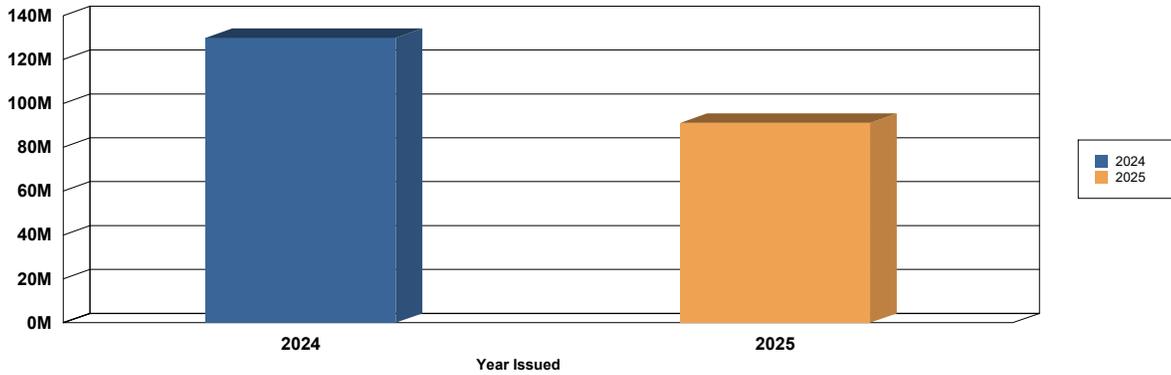
Report Date: 7/1/2025

	2024	2025
Permits	2689	2461
Estimated Cost	129,877,074.00	91,169,509.00
Receipt Amount	468,216.61	453,539.27

Number of Permits



Estimated Cost



Receipt Amount

