

Appleton Housing Overview

Community & Economic Development
Committee
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Policy Framework / Guiding Documents

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



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Housing markets are regional

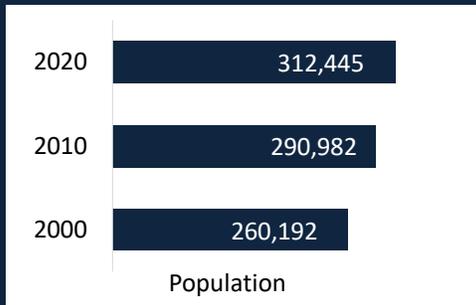


They're affected by:

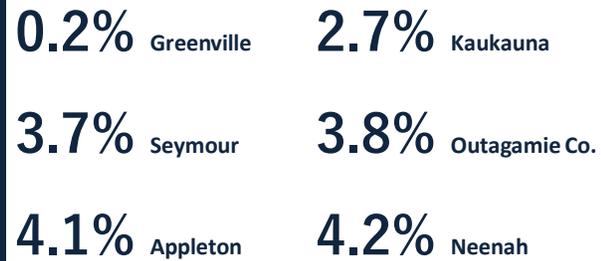
- Policy at all levels of government
- Land use rules that vary by jurisdiction
- Employee & business locations
- Our transportation network
- Decisions made by developers
- The choices of thousands of households

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Regional Housing Context:

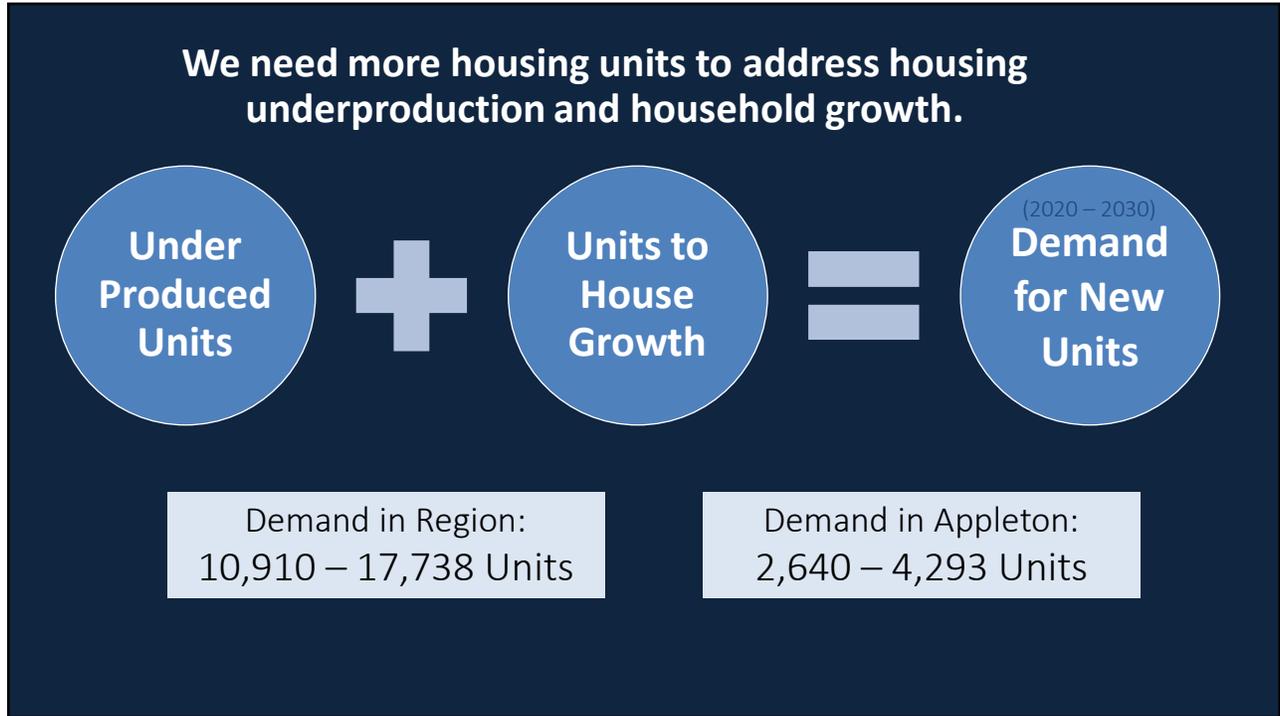


Population Growth
(U.S. Decennial Census).



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

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Projected City housing need between 2020 and 2030

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

Source: RDG Planning & Design

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

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

* Source: College Avenue North Neighborhood Plan – Market Study

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

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

Cashier \$22,860	Preschool Teacher \$26,590	Construction Laborer \$39,400	Licensed Practical Nurse \$48,580	Police Officer \$62,840	Computer / IT Managers \$126,050
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We need greater housing choice to accommodate our changing demographics and to address growing affordability challenges.



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

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

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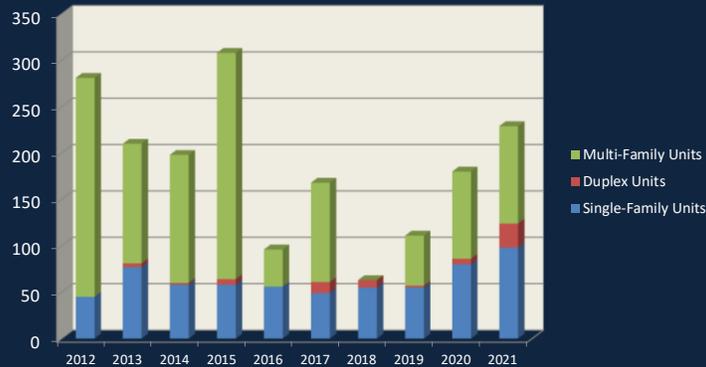
Integral to the Successful Housing Strategies



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Where have we been? – City Housing Trends

Appleton Housing Construction: 2012-2021



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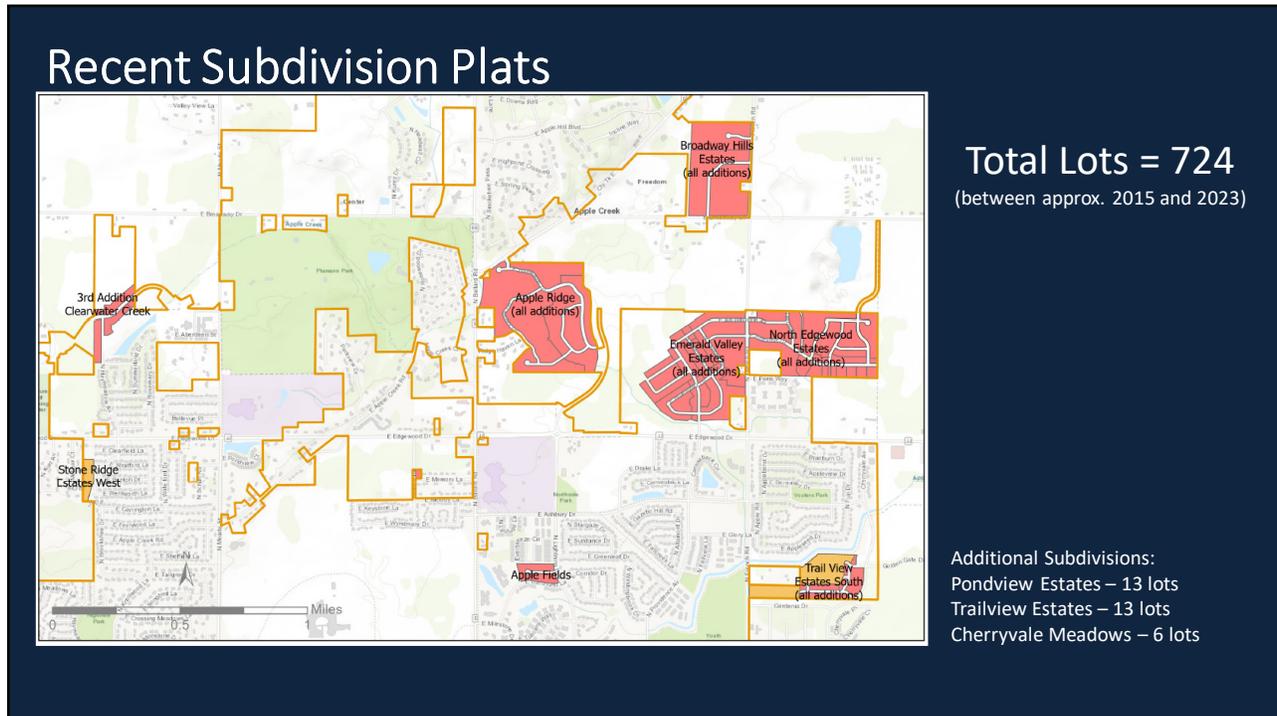
Downtown housing development (2016-2025):

Completed Multi-Family Projects (since 2016)	Market Rate Units	Low/Moderate Income Units
Gabriel Lofts	21	
Avant Apartments	33	
Crescent Lofts	11	58
Block 800	20	
320 East College	39	
Construction expected to be complete 2023/2024		
Park Central	39	
Residences at the Zuelke	66	
URBANE 115	56	
Rise Apartments	5	43
Future (est. 2024/2025)		
Merge (Ph II)	75	
Chase Bank Redevelopment	24	
Totals	389 (79%)	101 (21%)

Total Downtown Units by the end of 2024/2025 = ~490

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

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

ACCOMPLISHMENTS FROM CHAPTER 14: DOWNTOWN PLAN

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

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

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

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

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

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How do we compare to best practice recommendations?

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

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

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

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

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Questions?

