



CITY OF APPLETON COMPREHENSIVE PLAN UPDATE

January 8, 2025

SMITHGROUP

1 **TIMELINE**

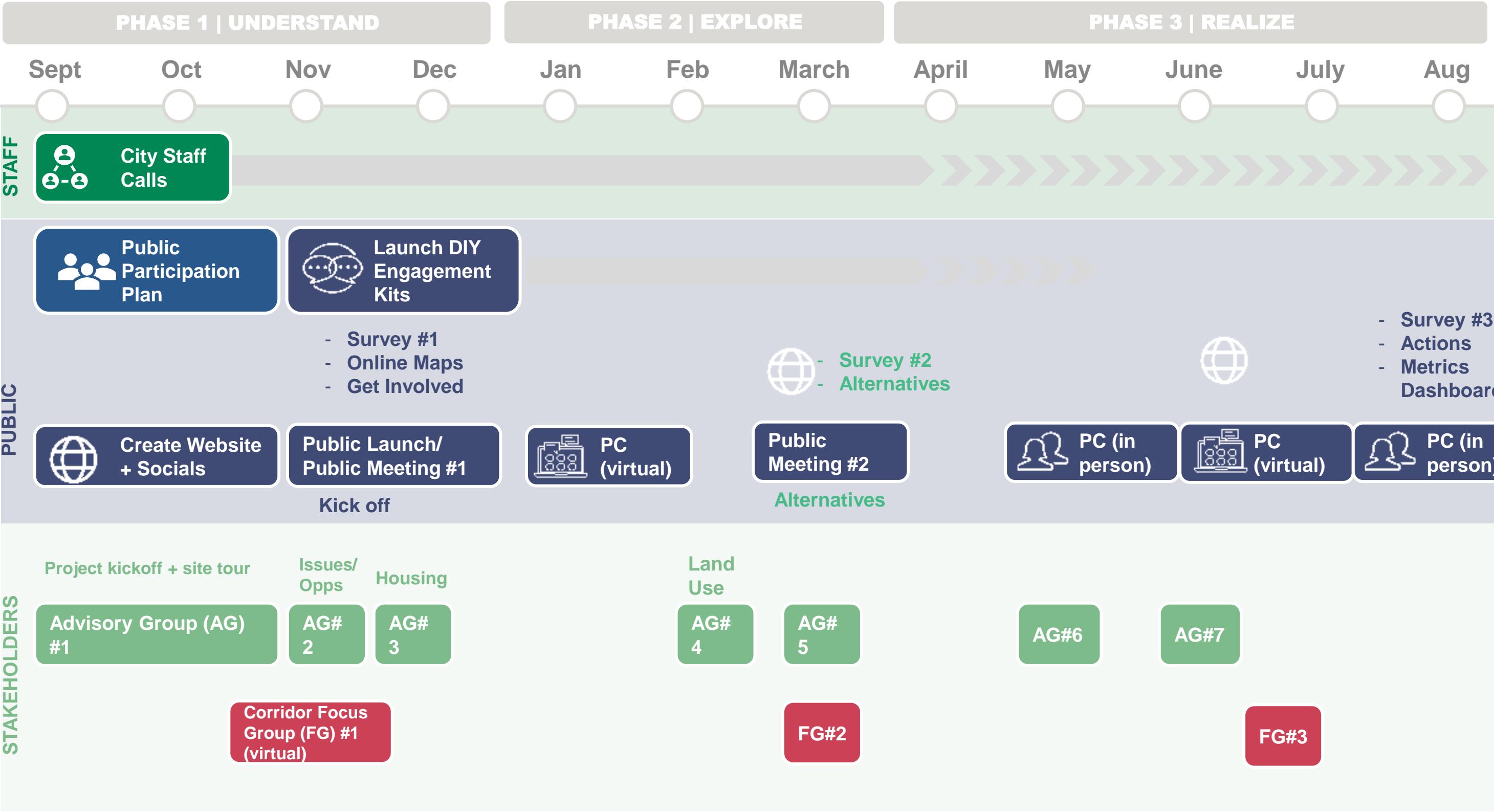
2 **BRANDING AND ENGAGEMENT EFFORTS**

3 **WHAT WE'VE HEARD SO FAR**

4 **NEXT STEPS**

1

TIMELINE



2

BRANDING & ENGAGEMENT EFFORTS

PROJECT BRAND

PLAN APPLETON

Project brand was created to provide identity to project and clear communication.




Plan



Appleton

The brand incorporates the City of Appleton brand guidelines and utilizes icons to communicate the purpose of the project.

ADVISORY GROUP MEETINGS

| | | | | | | | | | |
|---|---|---|---|---|------|---------------------------------|------------------------------------|--------------|--|
| Expected AG Meetings: Public Touchpoints |  |  |  |  | | | | | |
| | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. | June |
| | Kickoff | Review Audit Part 1 Share outreach options! | 11/19 Public Kickoff Share outreach options! | Review Audit Part 2 Housing Share outreach options! | | Review Audit Part 3 Land Use | Draft Part 1 Join Workshop! | Draft Part 2 | Final Draft Review Public vet final draft |

STAKEHOLDER MEETINGS TO DATE

Held a virtual call for each subarea focus group to discuss issues and opportunities with various stakeholders of the subareas.

Meet with underrepresented advocacy groups, faith-based groups, and housing advocates.

Meeting with various Alderpersons to discuss urban and suburban development opportunities in the City.

SmithGroup met with Department of Public Works and Park and Recreation Department to discuss on going efforts.

SmithGroup met with Mayor Woodford to discuss priorities and goals for the City as a whole.

Bi-weekly meetings with Community Development Team.

Presented project overview to Appleton Redevelopment Authority.

Joined Alderperson Jones to discuss the project with Lindwood Community.

Presented an overview of the project at the quarterly neighborhood meeting.

Provided an overview of the importance to get involved with Town Makers group.



PROJECT WEBSITE

WWW.PLANAPPLETON.ORG

- Learn about the Plan
- Community Overview
- Get Involved
- Learn about the Subareas
- Follow Plan Progress
- Provide Feedback

Get Involved

Take the public launch survey now!

The survey will be available until the end of January, 2025.

[Appleton Public Launch Survey.](#)
[Take Survey](#)

[Appleton Public Launch Survey_\(Hmong/Hmoob\)](#)
[Take Survey](#)

[Appleton Public Launch Survey_\(Spanish/Español\)](#)
[Take Survey](#)

[Appleton Public Launch Survey_\(Swahili/Kiswahili\)](#)
[Take Survey](#)

Speak out on the subareas

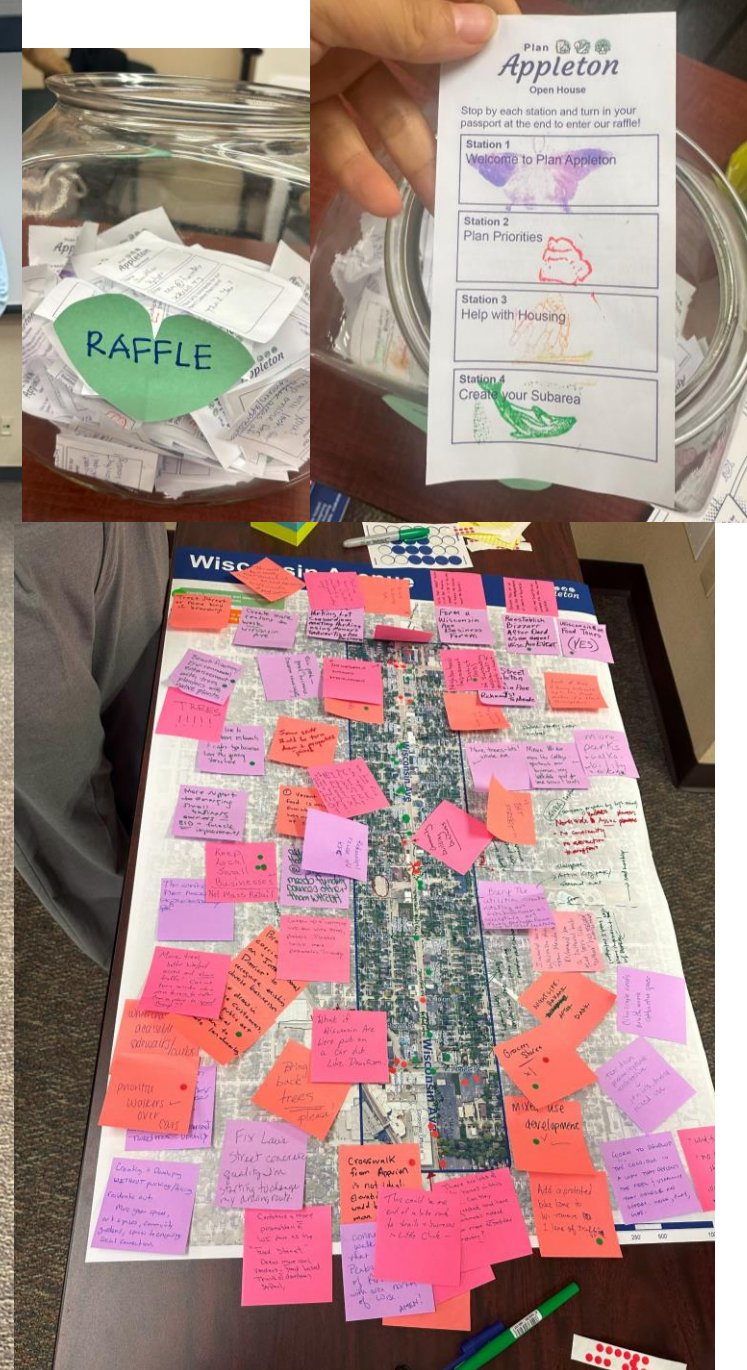
We value your input in shaping the future of Appleton!



PUBLIC LAUNCH – OPEN HOUSE

NOVEMBER 19TH, 2024

- Open House to ask the public to provide input on vision, plan priorities, housing choice, housing location, and opportunities and challenges in the subareas.
- The event was advertised on social media, flyers, and email.



PUBLIC LAUNCH – DIY ENGAGEMENT & SURVEY

ENDING JANUARY 31, 2025

Dream Together

Help us create a shared vision for Appleton by filling in the blank.

Are you more of a visual learner? Draw your idea.

Plan Appleton

Plan Priorities

What would it take for Appleton to become the city you want to live in?

Economy

There are good job opportunities for community members that want to afford living in Appleton.

Transportation

Community members can get to work, school, or walking.

City Services

Appleton provides timely services to meet residents' needs as water, waste, and public safety.

Environment

Appleton protects the natural resources that connect residents to recreation.

Housing

There are a variety of housing options for all community members throughout their lifetime.

Development

Development is happening and is at a cost that Appleton can afford.

Neighborhoods

Appleton has welcoming neighborhoods where residents can access the services they need to thrive.

Engagement

Appleton is transparent, and community members are involved in the actions and decisions that shape the city.

Arts & Culture

Appleton celebrates the unique cultures of residents.

Help with Housing

A real estate market analysis, completed by Plan Appleton, identified a need for 3,000 new housing units by 2030. 67% of Appleton's homes are owned by people of diverse ages, backgrounds, and needs. This includes...

Students or young professionals getting started in their life, who may have grown up or studied here and want to stay.

Veterans or seniors who may desire a community of support.

Tell us the top 3 housing types that you would like to see in Appleton.

☐

Small Lot Single Unit Detached

☐

Mixed-use Development

☐

Senior Housing

Help with Housing

We are asking you as a community member to help us identify the best locations for new housing. We are looking for areas that are under 1 or 2 choices. We are looking for areas that are under 1 or 2 choices.

Downtown


Along Major Roadways

Please share why.


Speak Out on our Subareas

Plan Appleton will look at three key subareas. What opportunities and challenges do you see in these spaces?


South Oneida Street from the Fox River to E Calumet St



Wisconsin Avenue from N Richmond St to N Meade St



Richmond Street from Northland Ave to Glendale Ave / **Northland Avenue** from Mason St to Richmond St



- Open house engagement was formatted into a survey and DIY engagement toolkit.
- This will allow for those who could not attend the open house to provide their input.

FALL ENGAGEMENT TO DATE

Public Open House with

150+

in-person visitors

Online survey and
Meeting in a Box
printable toolkit launched

5,490

website visits since the
September launch



3 corridor
brainstorm calls
focusing on...

- Wisconsin Ave
- Richmond St
- Oneida St

3 focus group
meetings held
with...

- Underrepresented
advocacy groups
- Faith-based groups
- Housing advocates

3

**WHAT WE'VE
HEARD SO
FAR**

**ADVISORY GROUP MEETING:
EXISTING ISSUES &
OPPORTUNITIES AUDIT**

AREAS OF ALIGNMENT

HOUSING AND NEIGHBORHOODS

Affordable Housing

There needs to be a shared understanding of **what “affordable” means for Appleton** and community education about the options available to make housing options that are more affordable.

AG | NAT | HIS | CUL RESOURCES | HOUSING AND NEIGHBORHOODS

Diversity

Community members mentioned multiple times the need to create a **culture of community involvement and community pride**. They mentioned this as a key part of safety, culture, and the economy. They mentioned assets such as community events, parks, etc. could be ways for residents to build social connections with others.

HOUSING AND NEIGHBORHOODS

Mix of Housing Types

There needs to be a change in public perception about having **alternatives to single-family housing** to meet the needs of all residents throughout their lifetimes.

AG | NAT | HIS | CUL RESOURCES

Environment and Sustainability

Resiliency and sustainability in future development is important, but there isn’t much interest from the AG in making it a requirement. Instead several mentioned removing restrictions, **allowing it to be a choice**, and educating about opportunities and incentives that already exist.

TRANSPORTATION

Street Repairs and Maintenance

Almost all that the city should prioritize funding for street repairs and maintenance.

TRANSPORTATION

Rail Safety and Noise

Agree that the city is doing well with rail safety and noise and should continue/monitor progress.

HOUSING AND NEIGHBORHOODS | UTILITIES AND COMMUNITY FACILITIES

Safety and Crime

Agree that the city has **strong partnerships** with neighborhood watch groups and associations that should continue.

AREAS OF DIFFERING VIEWPOINTS

HOUSING AND NEIGHBORHOODS |
ECONOMIC DEVELOPMENT | LAND USE

Multiple

People agree that there needs to be housing across incomes and lifestyle needs available in the city but are not aligned in how to get there.

They also agree that redevelopment of blighted and vacant properties should be a priority, but aren't aligned on if that should be a role for the city or developers.

HOUSING AND NEIGHBORHOODS |
ECONOMIC DEVELOPMENT | LAND USE

Multiple

People agree that there are housing types missing that would be beneficial in neighborhoods.

HOUSING AND NEIGHBORHOODS

Multiple

What is the role of government in getting housing built?

HOUSING AND NEIGHBORHOODS

Multiple

What housing types are missing? Where?

PARKS AND RECREATION

The Fox River

There was a wide array of responses here, with anything from just maintain the space to connect to the trail network to it needs a new park plan...

TRANSPORTATION

Parking

What is the role of government in parking?

HOUSING AND NEIGHBORHOODS

Safety and Crime

People overwhelmingly agreed that this was an area of importance and mentioned the strength of existing outreach and neighborhood programs in creating a sense of safety. There were several other aspects of safety mentioned like...

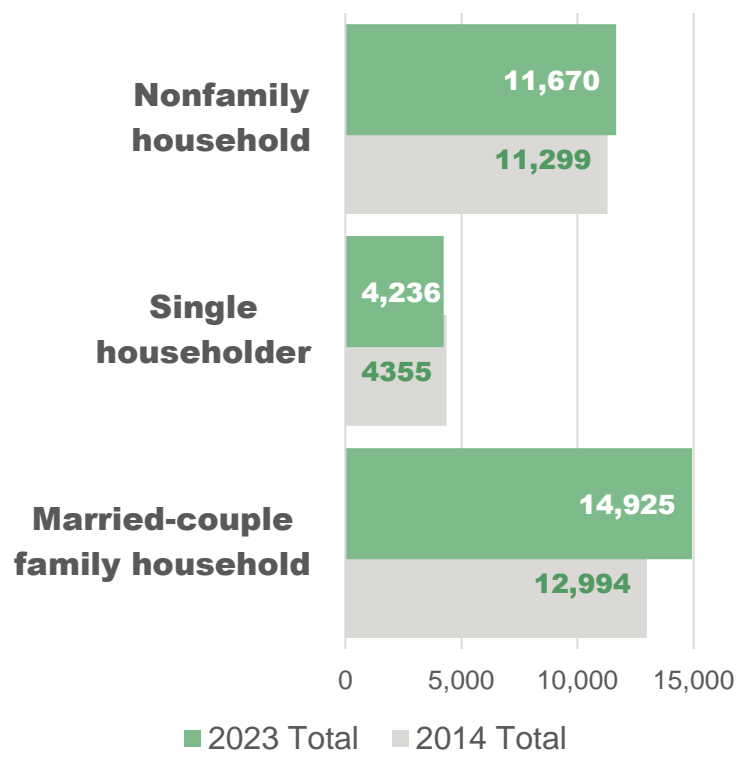
- Traffic safety and crossings
- Lighting
- Social connection and inclusion
- Perception vs reality
- Privilege

ADVISORY GROUP MEETING: PRELIMINARY HOUSING DATA

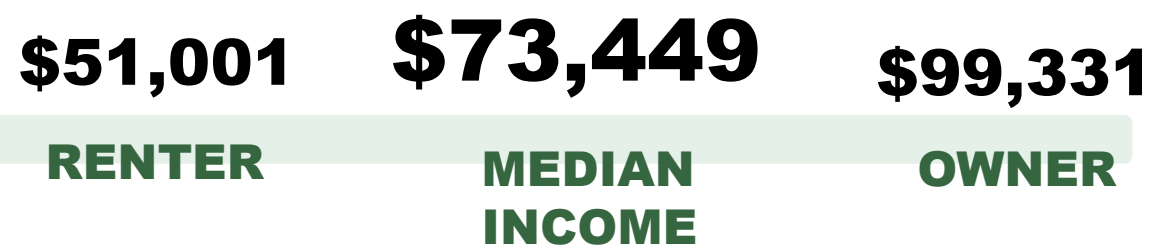
POPULATION SUMMARY

KEY TAKEAWAYS ABOUT APPLETON'S PEOPLE

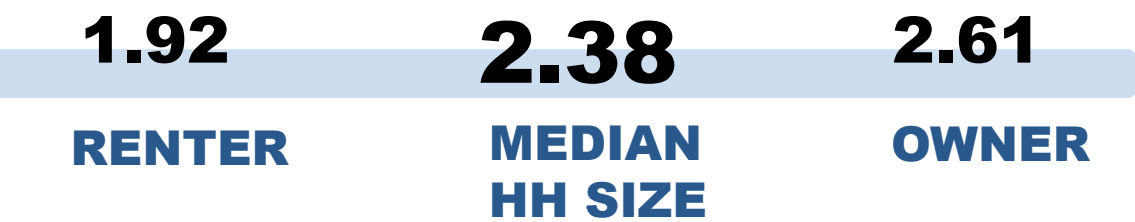
Appleton's household types are shifting to more couple and non-family households.



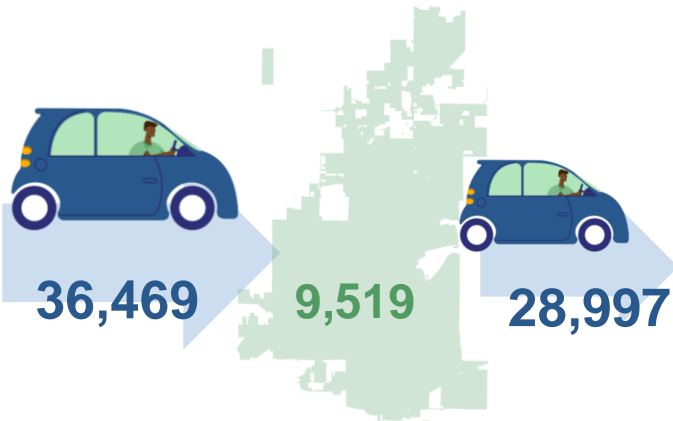
Ownership households are larger and on average make more than renter households.



Household sizes are different showing a need of different housing sizes and price points.



Of the 45,988 jobs in the city, only 9,519 are to Appleton residents.



2022, Inflow/Outflow Analysis, US Census

What if Appleton were to provide more homes for these commuters who live outside of the city?

Source: 2023 American Community Survey (1 yr estimates S1101,), Zillow Housing Reports, City of Appleton Zoning

APPLETON HOUSING



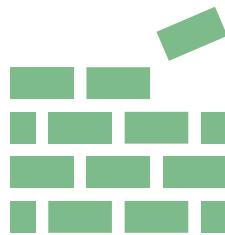
31,947
TOTAL HOMES



67%
OWNERSHIP



53%
LAND ZONED
RESIDENTIAL



64%
BUILT BEFORE
1970



\$1,200
MEDIAN RENT

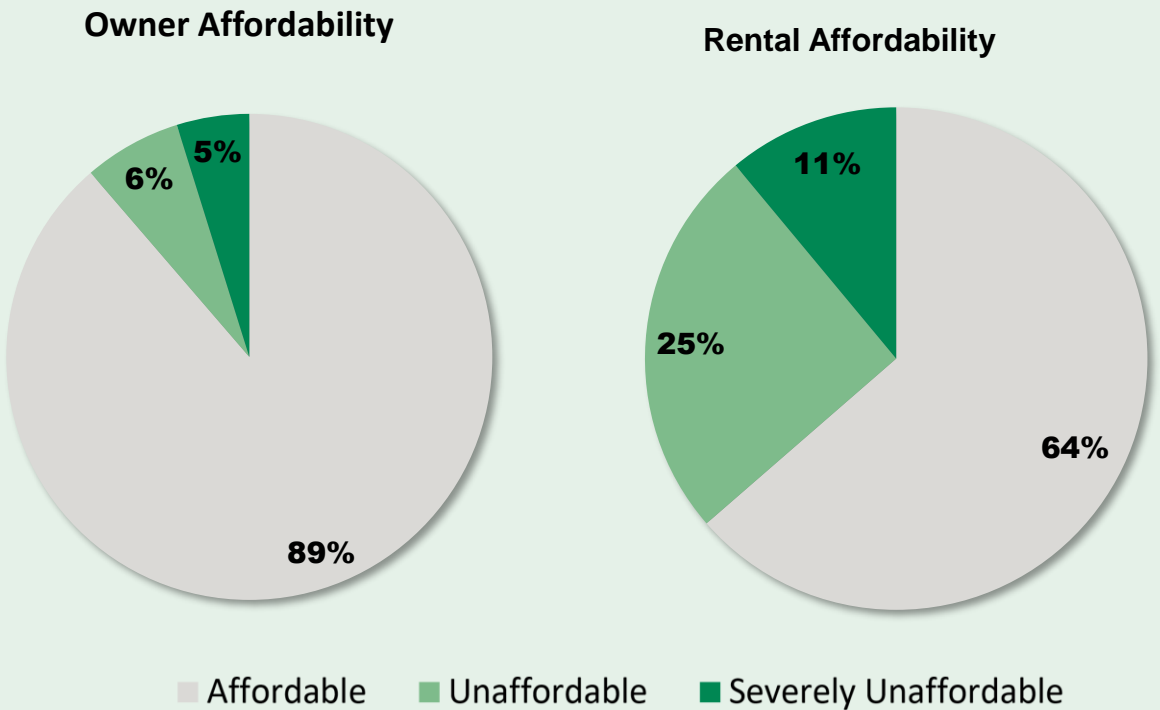


\$283,267
MEDIAN LIST
PRICE

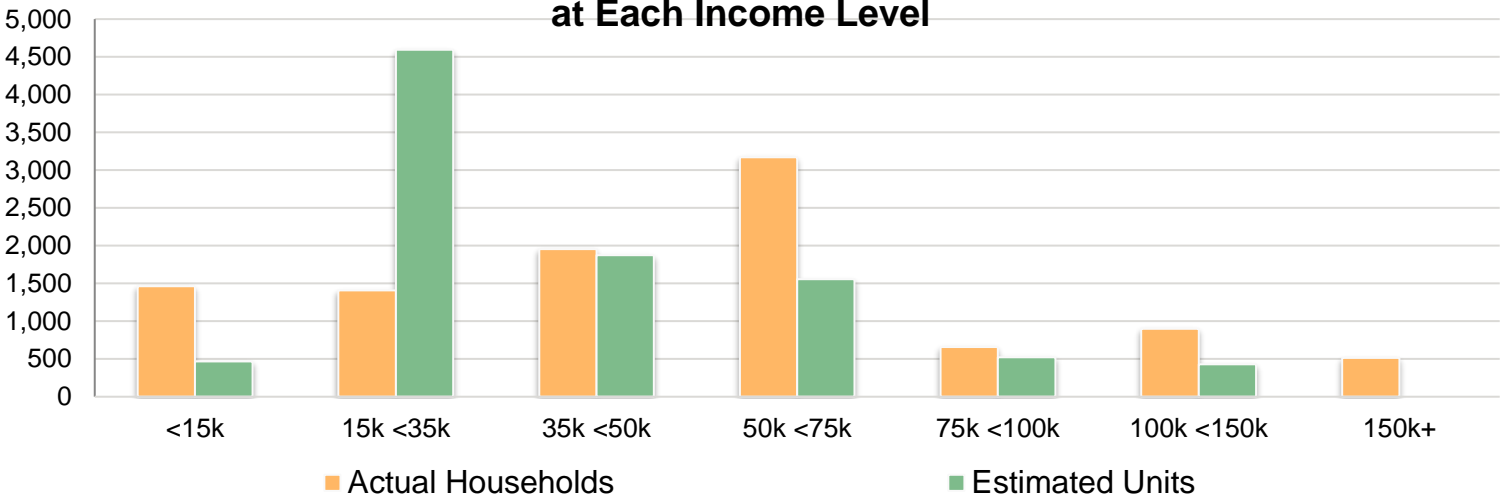
Source: 2023 American Community Survey (1 yr estimates B25032, B25034), Zillow Housing Reports, City of Appleton Zoning

AFFORDABILITY OVERVIEW

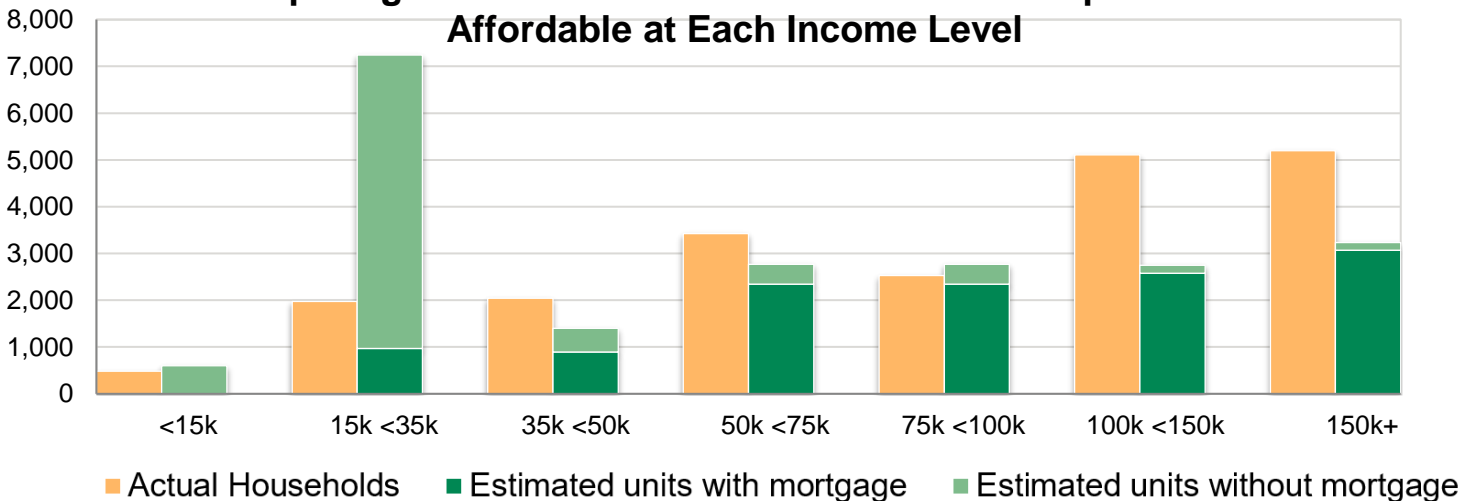
About 1 in 3 rentals are unaffordable. In comparison 1 in 10 ownership units are considered unaffordable.



Comparing Rental Household Incomes with Occupied Units Affordable at Each Income Level



Comparing Owner Household Incomes with Occupied Units Affordable at Each Income Level



PUBLIC LAUNCH: OPEN HOUSE

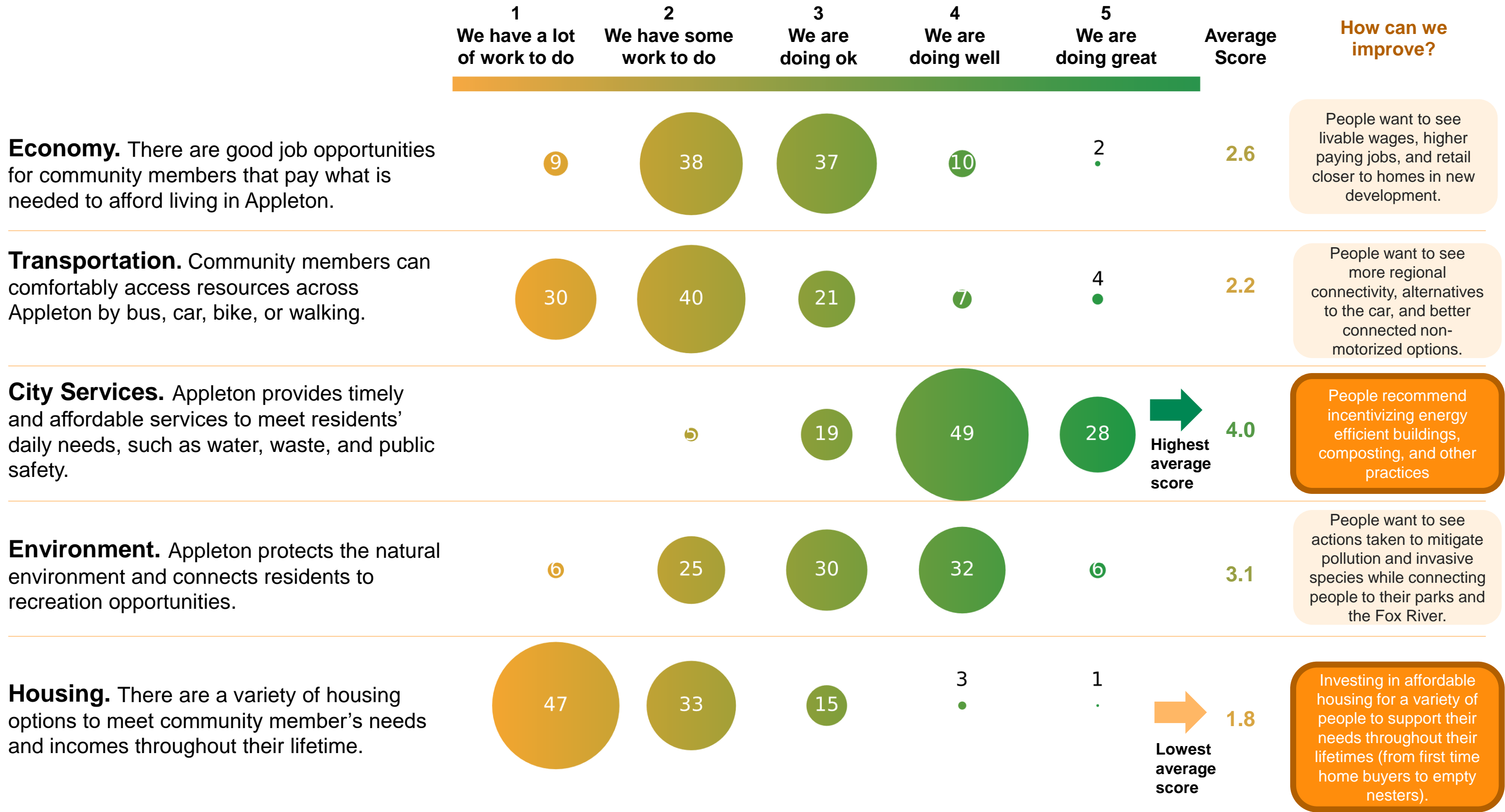
WHAT WE HEARD COMMUNITY VISION

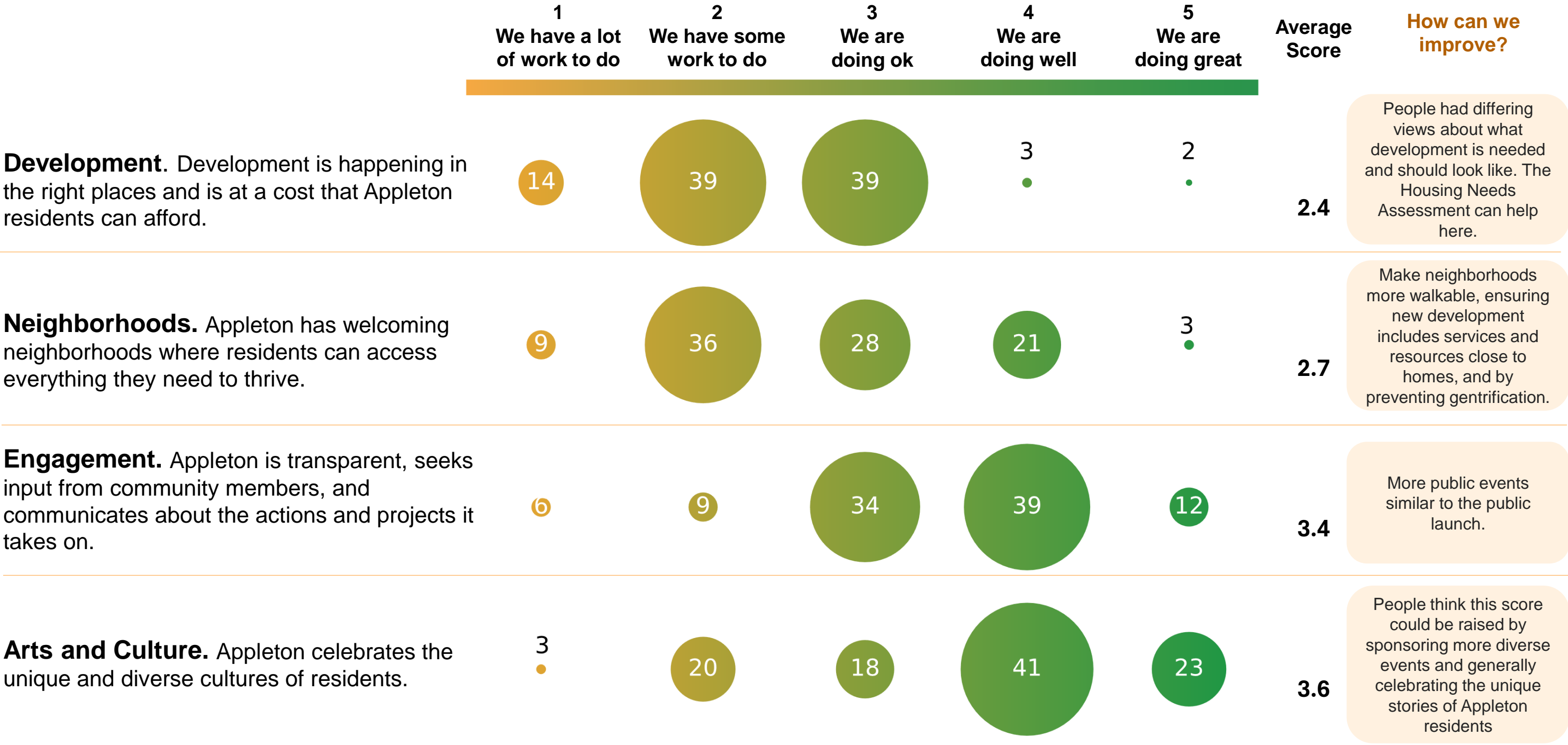
TOP IDEAS

| | | |
|-----------------------------------|---|-----|
| Community | Focuses on inclusivity, belonging, and fostering strong social connections. | 25% |
| Mobility | Envisions better transportation options, bike routes, trails, and mass transit. | 16% |
| Housing and Infrastructure | Highlights affordability, walkability, safety, and repurposing urban spaces. | 14% |
| Environment | Aims for sustainability through clean air, green energy, and biodiversity. | 13% |
| Family and Lifestyle | Centers on creating family-friendly, toddler-friendly, and enjoyable spaces. | 13% |
| Culture | Promotes arts, welcoming communities, and being a model mid-sized city. | 11% |
| Governance and Prosperity | Focuses on fiscal responsibility, heritage preservation, and economic growth. | 9% |



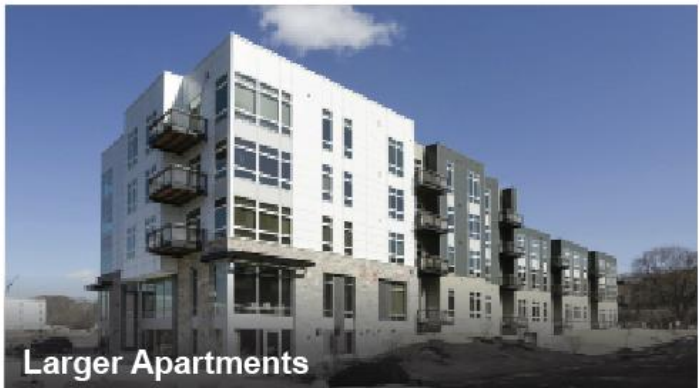
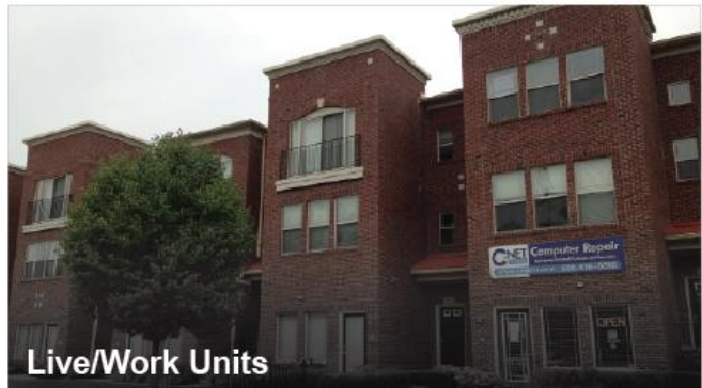
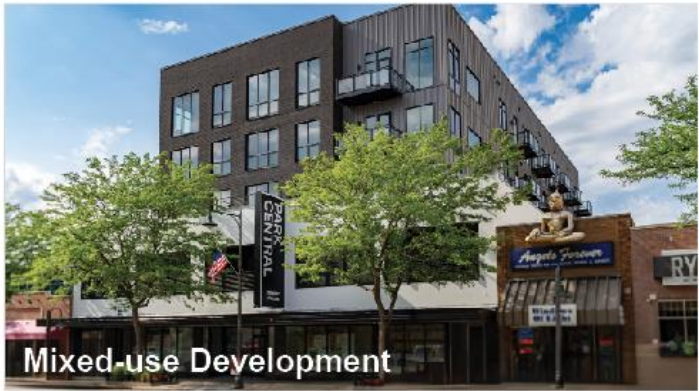
Percentages represent the percent of total responses from the 11/19 public launch related to these top ideas. Keep in mind that there are categories not listed and that people could have provided answers that relate to multiple categories, so the percentages will **not add up to 100%.*





WHAT WE HEARD

HOUSING TYPES TO FILL THE GAP



WHAT WE HEARD WHERE SHOULD MORE HOUSING BE ADDED?

Take up to 4 voting stickers to place your preferences. You can distribute the stickers across the 4 buckets or concentrate them under 1 or 2 items.

Infill in Existing Neighborhoods

72

Along Major roadways

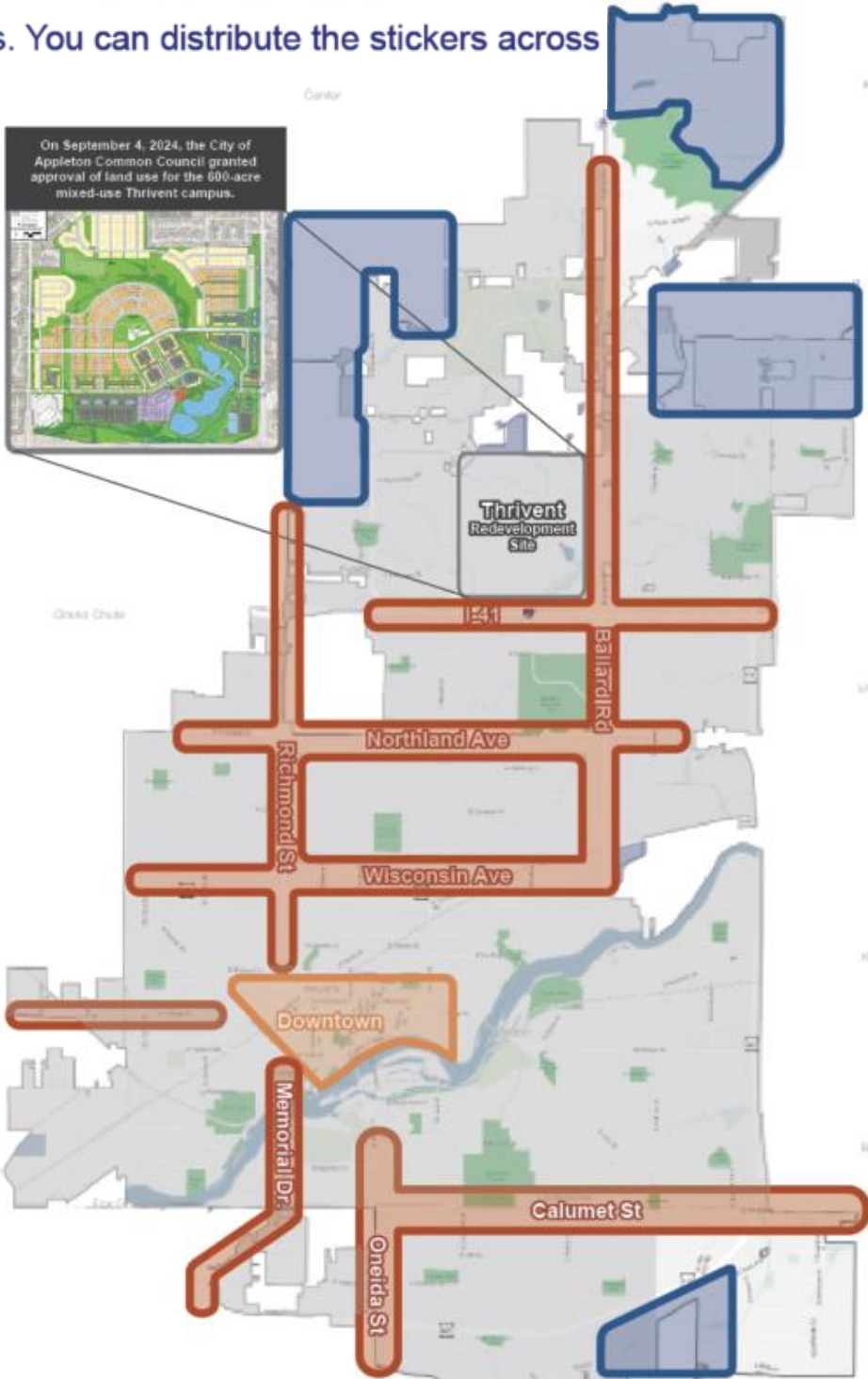
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At the City Edges and Redevelopment Sites

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Downtown

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COMMENTS

For new developments at the city edges, please make the neighborhoods walkable with restaurants, grocery, retail, etc.

More housing along major roadways would be great but would require slowing traffic and changing traffic patterns

We need affordable housing intermixed with market rate. We need less economic segregation.

CRITICAL COMMENTS

"Government getting out of the way."

Better design standards to improve "monolithic" and "blocky" design downtown.

STAKEHOLDER INTERVIEWS

WHAT WE HEARD FROM OUR STAKEHOLDERS



STAKEHOLDER GROUPS

- Underrepresented Community
- Housing
- Faith Communities

HOUSING

Housing Affordability & Supply Constraints

- More affordable and mixed-income housing
- Repurpose unused buildings for housing and community services
- Rising costs for land and house.
- Need for higher renter assistance

Funding Gaps & Labor

- The groups explored land trust models, cooperative housing, incubator businesses
- Funding gaps and changing scoring criteria for WHEDA
- Provide childcare for young families
- Significant labor shortages across the construction industry.

Regulatory Issues

- Habitat is serving 40 -80% AMI instead of 30% with current market
- Need a system to connect landlords, tenants
- Slow entitlement and review process
- The city should be proactive about infill, engage the developers upfront

RISING HOUSING COSTS

FROM STAKEHOLDER INTERVIEWS



Private sector

- Can't build affordable, has to be subsidized
- Most vulnerable are hit the hardest
- Underbuilding for 10 years (1/4 of what we need)
- Labor costs
- Inflation



Costs for land and houses to rehab has grown exponentially, competition in the market



No housing stock at 30% AMI affordability level



Security deposit, first and last month's rent is huge gap in cash for most renters

4

NEXT STEPS

HOW CAN YOU HELP SPREAD THE WORD?

Share invite for online survey & website

- Share City's social media posts about the project.
- Share the Mayor's Video on your online platforms about why it is important to get involved.
- Take cards with website to share with stakeholders.
- Ask an organizations that you are apart of to share the website in newsletter.

Take a DIY kit to a meeting

- Block clubs/neighborhood associations
- Rotary/other service orgs
- Places of worship
- Arts and culture organizations
- Schools
- Mommy & Me