



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Agenda - Final-revised Common Council

Wednesday, August 3, 2022

7:00 PM

Council Chambers

- A. CALL TO ORDER
- B. INVOCATION
- C. PLEDGE OF ALLEGIANCE TO THE FLAG
- D. ROLL CALL OF ALDERPERSONS
- E. ROLL CALL OF OFFICERS AND DEPARTMENT HEADS
- F. APPROVAL OF PREVIOUS COUNCIL MEETING MINUTES
 - [22-0972](#) Common Council Meeting Minutes of July 20, 2022
 - Attachments:** [CC Minutes 7-20-22.pdf](#)
- G. BUSINESS PRESENTED BY THE MAYOR
 - [22-1008](#) Library Project Status Update

 - [22-0985](#) Proclamations
 - Breastfeeding Awareness Month
 - Creative Economy Week
 - Attachments:** [Breastfeeding Awareness Month Proclamation.pdf](#)
[Creative Economy Week Proclamation.pdf](#)
- H. PUBLIC PARTICIPATION
- I. PUBLIC HEARINGS
- J. SPECIAL RESOLUTIONS
- K. ESTABLISH ORDER OF THE DAY
- L. COMMITTEE REPORTS

1. MINUTES OF THE MUNICIPAL SERVICES COMMITTEE

[22-0950](#) Apple Fields Subdivision traffic control

Attachments: [Apple Fields Subdivision traffic control.pdf](#)

Legislative History

7/25/22	Municipal Services Committee	recommended for approval
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[22-0951](#) Change to intersection traffic control at the Cedar Ridge Dr/Woodendale Way intersection. Follow up to Six-Month Trial Period

Attachments: [Cedar Ridge-Woodendale Way.pdf](#)

Legislative History

7/25/22	Municipal Services Committee	recommended for approval
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[22-0952](#) APS Evaluation-Meade St/Wisconsin Av Traffic Signal. Follow-Up to a One-Year Period

Attachments: [Meade St-Wisconsin Ave.pdf](#)

Legislative History

7/25/22	Municipal Services Committee	recommended for approval
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[22-0953](#) Request from Positive Ventures, LLC to have their street snow removal assessments totaling \$397.25 for properties at 1200 & 1216 S. Oneida Street waived.

Attachments: [Positive Ventures LLC- Snow assessments.pdf](#)

Legislative History

7/25/22	Municipal Services Committee	recommended for approval
7/25/22	Municipal Services Committee	recommended for approval
7/25/22	Municipal Services Committee	recommended for denial

Recommendation for approval motion failed
Recommendation for denial passed

[22-0965](#) Request from AT&T for a permanent Street Occupancy Permit to install a 54" x 54" utility cabinet at the end of Kernan Avenue near 3201 S Kernan Avenue.

Attachments: [3201 S Kernan Ave-Perm St Occ.pdf](#)

Legislative History

7/25/22 Municipal Services recommended for approval
Committee

2. MINUTES OF THE SAFETY AND LICENSING COMMITTEE

[22-0968](#) Resolution #8-R-22 Requesting an Advisory Referendum related to Marijuana Legalization for the November 8, 2022 election ballot

Attachments: [#8-R-22 Advisory Referendum Res- Marijuana Legalization..pdf](#)
[Memo RE Res 8-R-22 Advisory Referendum.pdf](#)

Legislative History

7/27/22 Safety and Licensing recommended for denial
Committee

The recommendation to deny the Resolution failed 1/4

7/27/22 Safety and Licensing amended
Committee

The Referendum Question was amended to read:

"Should marijuana be legalized for adult-use, taxed, and regulated like alcohol in the State of Wisconsin?"

7/27/22 Safety and Licensing recommended for approval
Committee

[22-0238](#) Class "B" Beer and "Class B" Liquor License application for Chandelier LLC d/b/a Broken Chandelier, Kyle E Jones, Agent, located at 215 W College Ave, contingent upon approval from the Health and Inspections departments.

Attachments: [Broken Chandelier.pdf](#)
[SUP 13-08 Transfer_Report_3-18-22_final- Broken Chandelier.pdf](#)

Legislative History

7/27/22 Safety and Licensing recommended for approval
Committee

[22-0593](#) Temporary Class "B" Beer and "Class B" Liquor License Premise Amendment application for Stone Arch Brewpub, Steve Lonsway, Agent, located at 1004 S Olde Oneida St, on August 4-7, 2022, contingent upon approval from the Community Development and Inspections departments.

Attachments: [Stone Arch Brewpub.pdf](#)

Legislative History

7/27/22 Safety and Licensing Committee recommended for approval

[22-0872](#)

Class "B" Beer License application for The Breaking Point LLC d/b/a Breaking Point, Courtney Hayden, Agent, located at 2011 N Richmond St, contingent upon approval from the Health and Inspections departments.

Attachments: [Breaking Point -1.pdf](#)

[Resolution The Breaking Point SUP#5-21 SIGNED LiquorLicense.pdf](#)

Legislative History

7/27/22 Safety and Licensing Committee recommended for approval

[22-0902](#)

Temporary Class "B" Beer and "Class B" Liquor Premise Amendment application for S C Carrow Corp d/b/a Rookies Sports Bar & Grill, Steve Carrow, Agent, located at 325 N Appleton St, on August 4-7, 2022, contingent upon approval from the Inspections department.

Attachments: [Rookies Sports Bar & Grill S&L.pdf](#)

Legislative History

7/27/22 Safety and Licensing Committee recommended for approval

[22-0945](#)

Taxicab Company & Limousine Service License Application for Dynasty Limousine Service LLC, 1900 Vandenberg Ln, Kaukauna, WI 54130, Diana & John Wolters.

Attachments: [Diana Wolters- Dynasty Limousine Service LLC.pdf](#)

Legislative History

7/27/22 Safety and Licensing Committee recommended for approval

[22-0961](#)

Class "A" Beer / "Class A" Liquor - Cider Only License Change of Agent application for True North Energy LLC d/b/a True North #822, Michelle A Knox, New Agent, located at 3411 N Ballard Rd.

Attachments: [Michelle A Knox S&L.pdf](#)

Legislative History

7/27/22 Safety and Licensing Committee recommended for approval

[22-0963](#)

Class "B" Beer and "Class B" Liquor License application for Topsy Taco & Tequila Bar LLC d/b/a Topsy Taco & Tequila Bar, Sarah J Gregory, Agent, located at 127 S Memorial Dr, contingent upon approval from the Inspections department.

Attachments: [Topsy Taco & Tequila Bar-1.pdf](#)

Legislative History

7/27/22 Safety and Licensing Committee recommended for approval

3. MINUTES OF THE CITY PLAN COMMISSION

4. MINUTES OF THE PARKS AND RECREATION COMMITTEE

[22-0930](#) Action Item: Approve contract with Shade Systems for \$49,664.87 to purchase shade structures for Jones Park

Attachments: [Action-2022 Jones Park Shade Systems.docx](#)

Legislative History

7/25/22	Parks and Recreation Committee	recommended for approval
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[22-0940](#) Action Item: Authorize staff to engage in further discussions with Trout Museum of Art representatives in order to continue exploring the feasibility of locating the museum within Ellen Kort Peace Park and, if feasible, further develop plans and agreements for subsequent approval by the Common Council during future steps in the process

Attachments: [2022 Ellen Kort Park Proposal.docx](#)

Legislative History

7/25/22	Parks and Recreation Committee	recommended for approval
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5. MINUTES OF THE FINANCE COMMITTEE

[22-0904](#) Request to approve the following 2022 Budget amendments:

General Fund - Police

Insurance Proceeds	+\$ 27,106
Miscellaneous Equipment	+\$ 27,106

to record the insurance proceeds for the replacement of a damaged drone (2/3 vote of Council required)

General Fund - Police

Miscellaneous State Aids	+\$225,618
Miscellaneous Equipment	+\$225,618

to record funds received from a Department of Administration grant for Safer Communities to support purchase of Cradlepoint wireless router system (2/3 vote of Council required)

Attachments: [Drone Memo.pdf](#)

[Safer Communities Memo.pdf](#)

Legislative History

7/25/22 Finance Committee recommended for approval

[22-0958](#)

Request to approve the following 2022 Budget amendment:

Facilities Management Capital Projects Fund

Telulah Park Pickleball Complex Project	+ \$27,000
Einstein Park Land Improvement Project	- \$27,000

to reallocate excess budget funds from the Einstein Park Land Improvement project to the Telulah Park Pickleball Complex project (2/3 vote of Council required)

Attachments: [Budget Transfer Einstein Park to Telulah Park.pdf](#)

Legislative History

7/25/22 Finance Committee recommended for approval

[22-0959](#)

Request to approve amendment and change order of \$27,593 to contract #21-22 Telulah Park Pickleball Complex Project for the addition of geogrid and breaker stone resulting in the contract to Northeast Asphalt increasing from \$586,552 to \$614,145.

Legislative History

7/25/22 Finance Committee recommended for approval

[22-0960](#)

Request to approve the following 2022 Budget amendment:

ARPA Special Revenue Fund

Transfer Out - Parking Utility	+ \$1,500,000
Fund Balance Applied	+ \$1,500,000

to record use of ARPA funds as lost revenue for the Parking Utility (2/3 vote of Council required)

Attachments: [2022 ARPA Lost Revenue.pdf](#)

Legislative History

7/25/22 Finance Committee recommended for approval

[22-0966](#)

Request to award the Council Chamber Tech Upgrade project to Camera Corner/Connecting Point in the amount of \$49,930

Attachments: [2022 Council Chamber RFP Action and Info.pdf](#)

Legislative History

7/25/22 Finance Committee recommended for approval

[22-0906](#)

CEA Review Committee Report

Attachments: [CEA Review Committee MeetingMinutes11-Jul-2022-08-11-19.pdf](#)

Legislative History

7/25/22 Finance Committee recommended for approval

6. MINUTES OF THE COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

[22-0938](#)

Request to approve the attached College North Neighborhood Plan prepared by RDG Planning & Design

Attachments: [College North Neighborhood Plan Memo to CEDC + Plan 7-27-22.pdf](#)
[ExecSummary_CollegeNorthNeighborhoodPlan_July2022.pdf](#)
[CollegeNorthNeighborhoodPlan_July2022.pdf](#)

Legislative History

7/27/22 Community & Economic Development Committee recommended for approval

7. MINUTES OF THE UTILITIES COMMITTEE

[22-0933](#)

Request to approve Lead and Galvanized Steel Water Service Replacement Program Eligibility and Participation Policy.

Attachments: [Attachment - Utilities Committee - 07-26-22 - Eligibility Policy for Private Lead S](#)

Legislative History

7/26/22 Utilities Committee recommended for approval

8. MINUTES OF THE HUMAN RESOURCES & INFORMATION TECHNOLOGY COMMITTEE

9. MINUTES OF THE FOX CITIES TRANSIT COMMISSION

10. MINUTES OF THE BOARD OF HEALTH

M. CONSOLIDATED ACTION ITEMS

N. ITEMS HELD

O. ORDINANCES

[22-0973](#)

Ordinance #52-22

Attachments: [Ordinances to Council 8-3-22.pdf](#)

P. LICENSE APPLICATIONS AND COMMUNICATIONS REFERRED TO COMMITTEES OF JURISDICTION

Q. RESOLUTIONS SUBMITTED BY ALDERPERSONS REFERRED TO COMMITTEES OF JURISDICTION

R. OTHER COUNCIL BUSINESS

S. ADJOURN

Kami Lynch, City Clerk

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

Remote meeting attendance may be permitted pursuant to Section 2-29 of the Appleton Municipal Code and Rules of Council.



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
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Meeting Minutes - Final Common Council

Wednesday, July 20, 2022

7:00 PM

Council Chambers

A. CALL TO ORDER

The meeting was called to order by Mayor Woodford at 7:00 p.m.

B. INVOCATION

The Invocation was offered by Alderperson Firkus

C. PLEDGE OF ALLEGIANCE TO THE FLAG

D. ROLL CALL OF ALDERPERSONS

Present: 12 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Israel Del Toro, Alderperson Denise Fenton, Alderperson Maiyoua Thao, Alderperson Joss Thyssen, Alderperson Alex Schultz, Alderperson Vaya Jones, Alderperson Nate Wolff, Alderperson Chad Doran and Mayor Jake Woodford

Excused: 4 - Alderperson Katie Van Zeeland, Alderperson Kristin Alfheim, Alderperson Sheri Hartzheim and Alderperson Christopher Croatt

E. ROLL CALL OF OFFICERS AND DEPARTMENT HEADS

All departments were represented.

F. APPROVAL OF PREVIOUS COUNCIL MEETING MINUTES

[22-0816](#)

Common Council Meeting Minutes of June 15, 2022

Attachments: [CC Minutes 6-15-22.pdf](#)

Alderperson Fenton moved, seconded by Alderperson Thyssen, that the Minutes be approved. Roll Call. Motion carried by the following vote:

Aye: 11 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Israel Del Toro, Alderperson Denise Fenton, Alderperson Maiyoua Thao, Alderperson Joss Thyssen, Alderperson Alex Schultz, Alderperson Vaya Jones, Alderperson Nate Wolff and Alderperson Chad Doran

Excused: 4 - Alderperson Katie Van Zeeland, Alderperson Kristin Alfheim, Alderperson Sheri Hartzheim and Alderperson Christopher Croatt

Abstained: 1 - Mayor Jake Woodford

G. BUSINESS PRESENTED BY THE MAYOR

[22-0909](#)

Presentation of Flag Day Parade Awards

Corey Otis, along with Karl Kaufman presented the Flag Day Parade awards.

[22-0907](#)

Budget Process Overview

[22-0908](#)

KPI Dashboard Presentation

Attachments: [Draft Statistics & KPI.pdf](#)

Johanna Kopecky, the Data Analyst Fellow, presented the Key Performance Indicator dashboards.

[22-0910](#)

Proclamations:

- Parks & Recreation Month
- Children's Week

Attachments: [Parks and Recreation Month Proclamation.pdf](#)

[Children's Week Proclamation.pdf](#)

H. PUBLIC PARTICIPATION

There was no one signed up to speak during public participation.

I. PUBLIC HEARINGS

J. SPECIAL RESOLUTIONS

K. ESTABLISH ORDER OF THE DAY

[22-0757](#)

Request from Appleton Downtown Inc. for a waiver to allow for dumpsters to be placed within city-owned property without the required dumpster enclosure.

Attachments: [ADI-waiver for dumpsters.pdf](#)

[ADI-Waiver to allow dumpsters Memo.pdf](#)

Aldersperson Fenton moved, seconded by Aldersperson Firkus, that the Committee recommendation to deny the request be approved. Roll Call.

Motion carried by the following vote:

Aye: 10 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Israel Del Toro, Alderperson Denise Fenton, Alderperson Maiyoua Thao, Alderperson Joss Thyssen, Alderperson Vaya Jones, Alderperson Nate Wolff and Alderperson Chad Doran

Nay: 1 - Alderperson Alex Schultz

Excused: 4 - Alderperson Katie Van Zeeland, Alderperson Kristin Alfheim, Alderperson Sheri Hartzheim and Alderperson Christopher Croatt

Abstained: 1 - Mayor Jake Woodford

[22-0778](#)

Class "B" Beer and "Class C" Wine Permanent Premise Amendment application for Area 509 LLC d/b/a Area 509, Reginald Desamour, Agent, located at 1025 N Badger Ave, contingent upon approval from the Community Development, Health, Inspections and Police departments.

Attachments: [Area 509 S&L.pdf](#)

Alderperson Schultz moved, seconded by Alderperson Jones, that the Premise Amendment be approved. Roll Call. Motion carried by the following vote:

Aye: 10 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Israel Del Toro, Alderperson Denise Fenton, Alderperson Maiyoua Thao, Alderperson Joss Thyssen, Alderperson Vaya Jones, Alderperson Nate Wolff and Alderperson Chad Doran

Excused: 4 - Alderperson Katie Van Zeeland, Alderperson Kristin Alfheim, Alderperson Sheri Hartzheim and Alderperson Christopher Croatt

Abstained: 2 - Alderperson Alex Schultz and Mayor Jake Woodford

L. COMMITTEE REPORTS

Balance of the action items on the agenda.

Alderperson Firkus moved, Alderperson Jones seconded, to approve the balance of the agenda. The motion carried by the following vote:

Aye: 11 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Israel Del Toro, Alderperson Denise Fenton, Alderperson Maiyoua Thao, Alderperson Joss Thyssen, Alderperson Alex Schultz, Alderperson Vaya Jones, Alderperson Nate Wolff and Alderperson Chad Doran

Excused: 4 - Alderperson Katie Van Zeeland, Alderperson Kristin Alfheim, Alderperson Sheri Hartzheim and Alderperson Christopher Croatt

Abstained: 1 - Mayor Jake Woodford

1. MINUTES OF THE MUNICIPAL SERVICES COMMITTEE

[22-0801](#)

Request from Park Central/TLC Sign for a permanent street occupancy permit to install a 20' X 6'8" building mounted sign in the College Avenue right-of-way at 318 W. College Avenue.

Attachments: [Park Central-permanent street occ.pdf](#)

This Report Action Item was approved.

[22-0802](#)

Request from Appleton Downtown Inc. for a street occupancy permit to host a Sidewalk Sale on Saturday, August 6, 2022 from 10:00 am to 6:00 pm (during Mile of Music) on the College Avenue beautification strip from 600 W. College Avenue to 300 E. College Avenue.

Attachments: [ADI-Sidewalk Sale.pdf](#)

This Report Action Item was approved.

[22-0803](#)

Approve conversion of one metered stall to a handicap-accessible stall on the 300 block of N. Morrison Street.

Attachments: [300 Block of N. Morrison-handicap stall.pdf](#)
[Handicap-accessible stall 130 E Franklin St-email.pdf](#)

This Report Action Item was approved.

[22-0804](#)

Request to award Unit P-22 Pavement Marking Maintenance Contract (Epoxy) to Century Fence Company in an amount not to exceed \$75,376.05.

Attachments: [Unit PP Pavement Marking.pdf](#)

This Report Action Item was approved.

[22-0849](#)

Award of contract for 2022 Parking Ramp Planning and Design Services to Desman Design Management in the amount of \$36,560.00 with a 9.4% contingency of \$3,440.00 for a project total not to exceed \$40,000.00

Attachments: [2022 Parking Ramp Planning.pdf](#)

This Report Action Item was approved.

[22-0853](#)

Approve Memorandum of Understanding between the City of Appleton and Fox Cities Chamber of Commerce for Amenity Peninsula Beautification at the Green Parking Ramp

Attachments: [Amenity Peninsula Beautification.pdf](#)

This Report Action Item was approved.

2. MINUTES OF THE SAFETY AND LICENSING COMMITTEE

[22-0775](#)

Class "B" Beer and "Class B" Liquor License Temporary Premise Amendment application for Grand Meridian Inc d/b/a Grand Meridian, Ken Vandeyacht, Agent, located at 2621 N Oneida St, on August 11-13, 2022, contingent upon approval from the Finance, Health and Inspections departments.

Attachments: [Grand Meridian.pdf](#)

This Report Action Item was approved.

[22-0787](#)

Additional 2022-2023 Mechanical Amusement Device License renewal, contingent upon approval from all departments by 12:00 p.m. on June 30, 2022.

Attachments: [2nd Additional Amusement Device renewals 2022-23.pdf](#)

This Report Action Item was approved.

[22-0809](#)

Taxicab Company License Renewal Application for LIR Transportation, DBA Fox Valley Cab, Owner, Igor Leykin, 719 W Frances St.

Attachments: [Igor Leykin- LIR Transportation.pdf](#)

This Report Action Item was approved.

[22-0810](#)

Taxicab Driver License Application for Torrey Cronce.

Attachments: [Torrey Cronce.pdf](#)
[Memo Re Taxicab Drive Lic. 6-22-22.pdf](#)
[TorreyCronceDenial \(002\).docx](#)

The Committee's recommendation to deny the license was approved.

[22-0812](#)

Temporary Class "B" Beer and "Class B" Liquor License Premise Amendment application for DDCT Inc d/b/a Jim's Place, Jay Plamann, Agent, located at 223 E College Ave, on August 4-7, 2022, contingent upon approval from the Fire, Health and Inspections departments.

Attachments: [Jim's Place S&L.pdf](#)

This Report Action Item was approved.

[22-0813](#)

Temporary Class "B" Beer and "Class B" Liquor License Premise Amendment application for Wooden Nickel Restaurant & Lounge Inc d/b/a Wooden Nickel Sports Bar & Grill, Anthony Mueller, Agent, located at 217 E College Ave, on August 4-7, 2022, contingent upon approval from the Fire, Health and Inspections departments.

Attachments: [Wooden Nickel Restaurant S&L.pdf](#)

This Report Action Item was approved.

[22-0814](#)

Temporary Class "B" Beer and Reserve "Class B" Liquor License Premise Amendment for The 10th Frame LLC d/b/a The 10th Frame, Chad Van Daalwyk, Agent, located at 618 W Wisconsin Ave, on September 10, 2022, contingent upon approval from the Finance, Inspections and Police departments.

Attachments: [The 10th Frame S&L.pdf](#)

This Report Action Item was approved.

[22-0815](#)

Temporary Class "B" Beer and Reserve "Class B" Liquor License application for The Trout Museum of Art Inc, Christina S Turner, Agent, located at 111 W College Ave, on August 26, 2022, contingent upon approval from the Inspections department.

Attachments: [Trout Museum of Art.pdf](#)

This Report Action Item was approved.

[22-0819](#)

Temporary Class "B" Beer and Reserve "Class B" Liquor Premise Amendment application for the Fox Cities Performing Arts Center, Maria Van Laanen, Agent, located at 400 W College Ave, on August 16, 2022, contingent upon approval from the Fire and Health departments.

Attachments: [Fox Cities Performing Arts Center.pdf](#)

This Report Action Item was approved.

[22-0826](#)

Class "A" Beer and "Class A" Liquor - Cider Only License Change of Agent application for Kwik Trip Inc d/b/a Kwik Trip #182, Isaac A Peterson, New Agent, located at 306 N Richmond St.

Attachments: [Isaac A Peterson S&L.pdf](#)

This Report Action Item was approved.

[22-0827](#)

Cigarette and Tobacco Products Retail License application for James Holder d/b/a D8D Hemp, located at 2929 N Richmond Street Ste 1.

Attachments: [D8D Hemp S&L.pdf](#)

This Report Action Item was approved.

[22-0828](#)

Pet Store License renewal application for Petco #1656, located at 3829 E Calumet St, contingent upon approval from the Inspections department.

Attachments: [Petco #1656 S&L.pdf](#)

This Report Action Item was approved.

[22-0830](#)

Temporary Class "B" Beer and "Class B" Liquor Premise Amendment application for TNE Inc, d/b/a Emmett's Bar & Grill, Sharon Reader, Agent, located at 139 N Richmond St, contingent upon approval from the Health department.

Attachments: [Emmetts Bar & Grill S&L.pdf](#)

This Report Action Item was approved.

[22-0831](#)

Class "B" Beer and "Class B" Liquor License application for Appleton Nickel Inc d/b/a Glass Nickel Pizza Co, Stacy Knaack, Agent, located at 2120 W College Ave, contingent upon approval from the Community Development, Health and Public Works departments.

Attachments: [Glass Nickel Pizza Co.pdf](#)

This Report Action Item was approved.

[22-0841](#)

Class "A" Beer and "Class A" Liquor License Change of Agent application for Ultimate Mart LLC d/b/a Pick N Save #187, Lyndsey Lawrence, New Agent, located at 511 W Calumet St, contingent upon approval from the Police department.

Attachments: [Lyndsey Lawrence S&L.pdf](#)

This Report Action Item was approved.

[22-0847](#)

Class "B" Beer License application for Mai's Deli LLC d/b/a Mai's Deli, Fong Lee, Agent, located at 104 S Memorial Dr, contingent upon approval from the Inspections and Public Works departments.

Attachments: [Mai's Deli.pdf](#)

This Report Action Item was approved.

[22-0871](#)

Temporary Class "B" Beer and "Class B" Liquor Premise Amendment application for Gregg Van Dinter d/b/a Riverside Bar & Grill, located at 906 S Olde Oneida St, on August 4-7, 2022, contingent upon approval from the Community Development, Health, Inspections and Police departments.

Attachments: [Riverside Bar & Grill.pdf](#)

This Report Action Item was approved.

[22-0882](#)

"Class B" Liquor License application for Bowl Ninety-One LLC d/b/a Bowl Ninety-One, Thong Vue, Agent, located at 100 E College Ave, contingent upon approval from the Health and Inspections departments.

Attachments: [Bowl Ninety-One.pdf](#)

This Report Action Item was approved.

3. MINUTES OF THE CITY PLAN COMMISSION

[22-0868](#)

Request to approve Special Use Permit #7-22 to conform and expand an automobile sales and display lot located at 1608 East Wisconsin Avenue (Tax Id #31-1-2605-00, #31-1-2609-00, #31-1-2607-00, and #31-1-1962-00), as shown on the attached maps and per attached plan of operation, to run with the land subject to the conditions in the attached staff report and approve attached Resolution (2/3 vote of Common Council required for approval)

Attachments: [StaffReport_MidwesternWheels_SUP_For07-13-22.pdf](#)

This Report Action Item was approved.

[22-0869](#)

Request to approve Certified Survey Map #21-22, which crosses a plat boundary, to combine four adjacent parcels (Tax Id #31-1-2605-00, #31-1-2609-00, #31-1-2607-00, and #31-1-1962-00) into one new parcel as shown on the attached map and subject to the conditions in the attached staff report

Attachments: [StaffReport_1608EWisconsinAv_CrossingPlatBoundary_For07-13-22.pdf](#)

This Report Action Item was approved.

4. MINUTES OF THE PARKS AND RECREATION COMMITTEE**5. MINUTES OF THE FINANCE COMMITTEE**[22-0834](#)

Request to award contract to Commercial Appliance for Reid Golf Course Clubhouse walk-in freezer and cooler replacement in the amount of \$31,733.35

Attachments: [2022 Reid Golf Course Appliance Memo.pdf](#)

This Report Action Item was approved.

[22-0835](#)

Request to award the AWWTP V-3 Sludge Storage Building Addition Construction Project Base Bid to Miron Construction in the amount of \$5,330,989 with a 15% contingency of \$799,648 for a project total not to exceed \$6,130,637

Attachments: [SSB Construction Project Bid Award Miron.pdf](#)

This Report Action Item was approved.

[22-0840](#)

Request to approve the Relocation Order for construction of officially mapped Lightning Drive, future Providence Avenue, future Baldeagle Drive and the associated stormwater pond

Attachments: [Lightning Drive - 2022 - Relocation Order.pdf](#)

This Report Action Item was approved.

[22-0851](#)

Request to approve the following 2022 Budget amendment:

Water Utility

Corrosion Control Treatment Project	+\$ 190,000
Matthias Tower Pump Station Project	- \$ 190,000

to reallocate excess budget funds from the Matthias Tower Pump Station Project to the Corrosion Control Treatment Project (2/3 vote of Council required)

Attachments: [Budget Adjustment for OCCT Engineering in 2022.pdf](#)

This Report Action Item was approved.

[22-0854](#)

Request to approve Contract Amendment / Change Order No. 1 to contract 58-22, Unit D-22 Sidewalk Construction for added sidewalk and driveway replacement at Appleton Memorial Park and Fire Station No. 3 in the amount of \$50,000 resulting in no change to contract contingency. Overall contract increases from \$368,000 to \$418,000

Attachments: [Unit D-22 Change Order No. 1.pdf](#)

This Report Action Item was approved.

[22-0855](#)

Request to approve the following Budget amendment:

Water Utility

2022 Watermain Program	+ \$2,900,000
Second Raw Water Line Improvements	- \$2,900,000

to reallocate funds from the Second Raw Water Line Improvements project to the 2022 Watermain replacement program (2/3 vote of Council required)

Attachments: [Second Raw Water Line Budget Transfer.pdf](#)

This Report Action Item was approved.

6. MINUTES OF THE COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

7. MINUTES OF THE UTILITIES COMMITTEE

[22-0858](#)

Award Unit N-22 Spot Repairs, Protruding Tap & Mineral Deposit Removal to Northern Pipe, Inc. in an amount not to exceed \$120,000.

Attachments: [Attachment -Utilities Committee - 07-12-22 - Award of Contract N-22.pdf](#)

This Report Action Item was approved.

[22-0859](#)

Award Lawe Street Force Main Replacement Design Services contract to McMahon Associates, Inc. in an amount not to exceed \$100,000.

Attachments: [Attachment -Utilities Committee - 07-12-22 - Lawe Street Force Main Design Services.pdf](#)

This Report Action Item was approved.

8. MINUTES OF THE HUMAN RESOURCES & INFORMATION TECHNOLOGY COMMITTEE

9. MINUTES OF THE FOX CITIES TRANSIT COMMISSION

10. MINUTES OF THE BOARD OF HEALTH

M. CONSOLIDATED ACTION ITEMS

N. ITEMS HELD

O. ORDINANCES

[22-0817](#)

Ordinances #45-22 to #51-22

Attachments: [Ordinances to Council 7-20-22.pdf](#)

Aldersperson Meltzer moved, seconded by Aldersperson Fenton, that the Ordinances be approved. Roll Call. Motion carried by the following vote:

Aye: 11 - Aldersperson William Siebers, Aldersperson Vered Meltzer, Aldersperson Brad Firkus, Aldersperson Israel Del Toro, Aldersperson Denise Fenton, Aldersperson Maiyoua Thao, Aldersperson Joss Thyssen, Aldersperson Alex Schultz, Aldersperson Vaya Jones, Aldersperson Nate Wolff and Aldersperson Chad Doran

Excused: 4 - Aldersperson Katie Van Zeeland, Aldersperson Kristin Alfheim, Aldersperson Sheri Hartzheim and Aldersperson Christopher Croatt

Abstained: 1 - Mayor Jake Woodford

P. LICENSE APPLICATIONS AND COMMUNICATIONS REFERRED TO COMMITTEES OF JURISDICTION

Q. RESOLUTIONS SUBMITTED BY ALDERPERSONS REFERRED TO COMMITTEES OF JURISDICTION

[22-0968](#)

Resolution #8-R-22 Requesting an Advisory Referendum related to Marijuana Legalization for the November 8, 2022 election ballot

Attachments: [#8-R-22 Advisory Referendum Res- Marijuana Legalization..pdf](#)

R. OTHER COUNCIL BUSINESS

S. ADJOURN

Aldersperson Meltzer moved, seconded by Aldersperson Thyssen, that the meeting be adjourned at 7:53 p.m. Roll Call. Motion carried by the following vote:

Aye: 11 - Aldersperson William Siebers, Aldersperson Vered Meltzer, Aldersperson Brad Firkus, Aldersperson Israel Del Toro, Aldersperson Denise Fenton, Aldersperson Maiyoua Thao, Aldersperson Joss Thyssen, Aldersperson Alex Schultz, Aldersperson Vaya Jones, Aldersperson Nate Wolff and Aldersperson Chad Doran

Excused: 4 - Aldersperson Katie Van Zeeland, Aldersperson Kristin Alfheim, Aldersperson Sheri Hartzheim and Aldersperson Christopher Croatt

Abstained: 1 - Mayor Jake Woodford

Kami Lynch, City Clerk

PROCLAMATION



Office of the Mayor

WHEREAS, human milk feeding is the biological norm for infant feeding and a proven foundational prevention strategy for life-long health and wellness; and

WHEREAS, major medical authorities, including the American Academy of Pediatrics, recommend exclusive human milk feeding for the first six months of a child's life, with continued human milk feeding as long as is mutually desired by mother and child for two years or beyond; and

WHEREAS, the Center for Disease Control and Prevention's latest analysis of birth certificate data reports that among infants born in 2018, only 25.8% were exclusively breastfed through six months of age; and

WHEREAS, human milk provides a safe, reliable, and renewable food source, especially critical during emergency situations, such as the current formula shortage; and

WHEREAS, there are substantial racial and ethnic disparities in access to lactation support resulting in reduced breastfeeding rates and an associated increase in the risk of a variety of negative health outcomes; and

WHEREAS, breastfeeding support requires evidence-based, unbiased information, wrap-around community support, and support from partners, families, workplaces, and communities to create an environment that empowers parents to breastfeed.

NOW THEREFORE, BE IT RESOLVED, THAT I, JACOB A. WOODFORD, Mayor of the City of Appleton, Wisconsin, do hereby proclaim the month of August 2022, as

Breastfeeding Awareness Month

in Appleton and encourage citizens to join healthcare and breastfeeding advocates in celebrating and promoting awareness of the benefits of breastfeeding and supporting parents in doing so.



Signed and sealed this 16th day of August 2022.

JACOB A. WOODFORD
MAYOR OF APPLETON

PROCLAMATION



Office of the Mayor

WHEREAS, the City of Appleton recognizes that investment in creative economy development, creative placemaking, and civic engagement through the arts and creativity are important to the health and vibrancy of the community and its future; and

WHEREAS, the City of Appleton appreciates that creative economy development and community cultural engagement are directly related to economic vitality, education for the 21st century, engaged residents, and a community's vibrancy and success; and

WHEREAS, the City of Appleton recognizes that investment in its creative economy is critical for local and statewide success for these reasons:

- The annual Arts and Cultural Production Satellite Account study tracks the economic impact of arts and cultural production nationally from 35 nonprofit and commercial industries. Among the report's findings, Wisconsin's arts and cultural production account for \$10,894,618 billion, or 3.1%, of the Wisconsin economy.
- Those industries support 96,450 jobs and create \$6.1 billion in compensation for creative workers, according to the report. Arts Wisconsin, a statewide cultural development organization, noted that the creative industry employment numbers are greater than the Wisconsin industries of beer, biotech, and papermaking.
- Since 2018, the national average annual growth rate in the contribution of arts and culture was 4.45%, slightly higher than Wisconsin's growth rate of 3.52%.

WHEREAS, the City of Appleton celebrates the many creative economy activities, projects, and initiatives, such as education programs at museums, revitalization initiatives, and civic engagement projects happening in communities across Wisconsin.

NOW, THEREFORE, BE IT RESOLVED, THAT I, JACOB A. WOODFORD, Mayor of the City of Appleton, do hereby proclaim the week of August 1-7, 2022, as

Creative Economy Week

in Appleton to celebrate and promote the arts, creativity, and vitality in and for our community.



Signed and sealed this 29th day of July 2022.


JACOB A. WOODFORD
MAYOR OF APPLETON



"... meeting community needs ... enhancing quality of life."

DEPARTMENT OF PUBLIC WORKS
Engineering Division – Traffic Section
2625 E. Glendale Avenue
Appleton, WI 54911
TEL (920) 832-5580
FAX (920) 832-5570

To: Municipal Services Committee
From: Eric S. Lom, City Traffic Engineer
Date: July 15, 2022
Re: Apple Fields Subdivision traffic control

The *Apple Fields* subdivision was recently developed. Outlined below are the recommended traffic-related ordinance changes associated with this added roadway.

INTERSECTION CONTROL

Based on its functional classification as a *Collector/Through Street*, all streets intersecting with Lightning Drive must be controlled with Stop signs as required in Section 19-41 of the Municipal Code. To accomplish this, the following ordinance action is required:

1. **Create:** "Install stop signs on Honeygold Court at Lightning Drive."



“... meeting community needs ... enhancing quality of life.”

DEPARTMENT OF PUBLIC WORKS
Engineering Division – Traffic Section
2625 E. Glendale Avenue
Appleton, WI 54911
TEL (920) 832-5580
FAX (920) 832-5570

To: Municipal Services Committee
From: Eric Lom, City Traffic Engineer
Date: July 15, 2022
Re: Change to intersection traffic control at the Cedar Ridge Dr/Woodendale Way intersection
Follow-Up to Six-Month Trial Period

Based on requests from multiple citizens, and due to the fact that Woodendale Way/Ethan Dr was recently extended to the north/east and connected to Midway Rd, the Traffic Section recently reviewed the traffic control at the intersection of Cedar Ridge Dr/Woodendale Way. We subsequently initiated a six-month trial period to change from no control to two-way stop control.

This 4-legged intersection is located 0.3 miles south of Midway Rd and 0.4 miles west of Lake Park Rd. The land use in this area is primarily residential. Both streets are functionally classified as *local*.

In a typical intersection control study, we consider traffic volumes, crash history, safe approach speeds, etc. In this case, the entering volume of this intersection is relatively low, at an estimated 750 vehicles per day. A review of crash records indicated zero reportable crashes for the recent five-year period of 2017 through 2021. The critical approach speed for the intersection was found to be approximately 4 mph, which is primarily due to dense vegetation in the northeast corner.

While this intersection does not meet the volume threshold for stop control, the critical approach speed is below the standard for no control/yield control. As such, we recommend maintaining the two-way stop control that was implemented for the trial period. The orientation of the stop signs was determined based primarily on an industry best practice that states that the street with the lower traffic volume should stop for the street with the higher traffic volume.

To accomplish this, the following ordinance action is required:

1. **Create:** “Install stop signs on Cedar Ridge Drive at Woodendale Way.”



DEPARTMENT OF PUBLIC WORKS
Engineering Division – Traffic Section
2625 E. Glendale Avenue
Appleton, WI 54911
TEL (920) 832-5580
FAX (920) 832-5570

To: Municipal Services Committee
From: Michael Hardy, Assistant City Traffic Engineer
Date: July 20, 2022
Re: APS Evaluation – Meade St / Wisconsin Av Traffic Signal
Follow Up to a One-Year Trial Period

This is a summary and recommendation of the one-year test of Accessible Pedestrian Signals (APS) at the Meade St / Wisconsin Av intersection. The city deployed this APS system on May 5, 2021. The citizen requesting the APS at this location provided feedback throughout the process.

Background

APS systems provide information to pedestrians in non-visual formats, such as audible tones, speech messages, and/or vibrating tones. The factors that make crossing at a signalized location difficult for pedestrians who have visual disabilities include increasingly quiet cars, right turn on red (masks the beginning of the through phase), continuous right-turn movements, complex signal operations, and wide streets. Furthermore, low traffic volumes can make it difficult for pedestrians who have visual disabilities to discern signal phase changes. The primary technique that pedestrians who have visual disabilities use to cross streets at signalized locations is to initiate their crossing when they hear the traffic in front of them stop and the traffic alongside them begins to move, which often corresponds to the onset of the green interval. The existing environment is often not sufficient to provide the information that pedestrians who have visual disabilities need to cross a roadway at a signalized location.

The citizen requesting the APS at this intersection, who is legally blind, had experienced APS elsewhere in the United States. While this is not the first contact to the city about APS, it was the first formal request for deployment. The requesting citizen, who lives near Wisconsin Av, west of Drew St, frequently travels to businesses and restaurants at the Meade St/Wisconsin Av intersection. This is also a location used to access a Valley Transit bus route. The requesting citizen feels the environment at this intersection is too complicated to cross confidently.

The City of Appleton is aware of APS deployments elsewhere in Wisconsin in the cities of Waukesha, Madison, and De Pere, with Menasha also implementing one this year.

Guidance

The current edition of the Federal Manual on Uniform Traffic Control Devices (MUTCD) provides guidance and standards on pedestrian control features at traffic signals, including APS. It has guided technologies and application of APS throughout the United States. The US Access Board's *Draft Public Rights-of-Way Accessibility Guidelines* (Draft PROWAG) also provides additional guidance on APS implementation.

The MUTCD guidance states that an engineering review should be conducted to decide if APS should be deployed, considering the following:

- Potential demand for accessible pedestrian signals
- A request for accessible pedestrian signals
- Traffic volumes during times when pedestrians might be present, including periods of low traffic

- volumes or high right-turn-on-red volumes
- The complexity of traffic signal phasing (such as split phases, protected turn phases, leading pedestrian intervals, and exclusive pedestrian phases)
- The complexity of intersection geometry

Our engineering review, based on the requesting citizen's formal request for APS at the Meade St/Wisconsin Av intersection, determined it was suitable for test deployment. The requesting citizen is a frequent user of this moderately busy traffic signal (over 20,000 vehicles per day), with left turn phases on all approaches and a high volume of right turns on red (NB and SB especially).

Implementation

The APS deployment involved the purchase and installation of eight new push buttons with audible capabilities and a programmable logic controller in the cabinet. We chose the *Polara iNS iNavigator* 2-wire system, which had a material cost of \$6,600. This brand is supported by a vendor we frequently contract with for service and maintenance of our traffic signals technologies. The installation required some new wiring in our cabinet, but no rewire from the cabinets to the new buttons on the poles. City Electricians performed the installation with vendor oversight.

The programmed settings were developed in collaboration with MUTCD and the requesting citizen. The implemented settings have four general features: 1) a locate tone, 2) a button push confirmation, 3) a *Walk* confirmation, and 4) a *Don't Walk* ("ping pong" sound) confirmation. The volume of each is set to actively adapt to ambient sound of traffic. The confirmation messages are only played when the button is activated, even if the *Walk* is recalled each cycle of the traffic signal. The locate tone is the only continuous sound.

There is also an open-source application (*PedApp*) users can install on a smart device with Bluetooth technology for real-time interaction with the Polara iNS system. The app will recognize the system within the Bluetooth proximity and provide additional feedback throughout the crossing experience.

Observations and Feedback

The system has been operating well with no maintenance calls. The only requested adjustment to the settings was to increase the volume when traffic noise was high. There was flexibility to do that at this intersection since there is no residential land use in the vicinity.

The requesting citizen was very pleased with the APS and the operational settings. The audio feedback throughout the crossing process was very helpful to feeling confident navigating the intersection, especially with only having the ability to visually observe traffic up to ten feet in front. A few more locations were suggested based on the preferred walking routes, but the citizen understands there is a significant cost to implement.

Favorable feedback and a general request for more APS locations was also received from a rehabilitation specialist with the Wisconsin Office of the Blind and Visually Impaired. It was noted they now travel to this intersection to educate their clients and experience the APS.

Summary & Recommendation

The requesting citizen was very cooperative and appreciative of this APS implementation, working with the city to develop the optimal settings. The visually impaired community was also supportive of this implementation and certainly hopes there will be more installations elsewhere in Appleton.

We feel an APS at this location made sense as the traffic environment is supported by the MUTCD and the requesting citizen is a frequent user of this intersection to access businesses and Valley Transit.

The APS system has been operating very well, providing many programable features appealing to the requesting citizen and requiring little to no maintenance so far. Ambient volume of APS if deployed in residential environment is a potential concern we are aware of, and would need to be cognizant of with any future installations.

We recommend the following guidelines be followed in relation to APS systems:

1. The existing APS system at Meade St/Wisconsin Av would remain in place indefinitely.
2. Future requests from the public for new APS installations at existing traffic signals would be reviewed by the Traffic Engineer based on MUTCD guidelines. If recommended by the Traffic Engineer and subsequently approved by the Municipal Services Committee, the APS project in question would be considered as a part of future budget deliberations. If denied, the requestor would be able to appeal the decision to the Municipal Services Committee.
3. In the case of new traffic signal installations or traffic signal reconstruction projects, APS systems would be considered as a part of the project design process. The ultimate inclusion or exclusion of APS systems in these cases will be determined by the Municipal Services Committee as a part of the normal design approval process.



SPC062C2

CITY OF APPLETON

SPC062D

SPECIAL ASSESSMENTS BILL INQUIRY - DETAIL

7/08/22

Property Key:	31-4-0418-00	Bill Amount:	189.48
Bill Number:	22-00587-1	Interest Rate:	6.25%
Code/Desc:	16 STREET SNOW REMOVAL	Receipt Date:	
Assmnt Season/Yr:	WINTER 21	Receipt Number:	
Bill Date:	6/30/22	Receipt Amount:	

DATE	PRINCIPAL	INTEREST	TOTAL
	189.48	.00	189.48

DUE	189.48	.00	189.48
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ENTER:Return to Summary HELP:Help Text

SPC062C2

CITY OF APPLETON

SPC062D

SPECIAL ASSESSMENTS BILL INQUIRY - DETAIL

7/08/22

Property Key:	31-4-0420-00	Bill Amount:	207.77
Bill Number:	22-00588-1	Interest Rate:	6.25%
Code/Desc:	16 STREET SNOW REMOVAL	Receipt Date:	
Assmnt Seasn/Yr:	WINTER 21	Receipt Number:	
Bill Date:	6/30/22	Receipt Amount:	

DATE	PRINCIPAL	INTEREST	TOTAL
	207.77	.00	207.77

DUE	207.77	.00	207.77
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ENTER:Return to Summary HELP:Help Text

MISC CODE: 16 STREET SNOW REMOVAL

WARD 4

TIER 1	\$2.00
TIER 2	\$1.50
ALLEYS	\$1.00

Parcel No.	Name	Description	Street	Footage	Cost Per Foot	Extended Cost	
4-0418-00	Positive Ventures, LLC	Less S60' of Lot 5, Blk 12	Oneida	126.32	\$1.50	\$189.48	1200 S Oneida St
4-0420-00	Positive Ventures, LLC	N60' of Lot 6, Blk 12	Oneida	138.51	\$1.50	\$207.77	1216 S Oneida St



"...meeting community needs...enhancing quality of life."

DEPARTMENT OF PUBLIC WORKS
 Engineering Division
 100 North Appleton Street
 Appleton, WI 54911
 (920) 832-6474
 FAX (920) 832-6489

Council Approved: September 2018

CITY OF APPLETON SNOW REMOVAL POLICY

The following policy be adopted to be in effect until revised or superseded.

A. Snow shall be removed from the roadways and alleys according to the following list:

LOCATION	FROM	TO	CLASS & TIER
S. Allen Street	E. Lawrence Street	E. Kimball Street	A – Tier 1
N. & S. Appleton Street	W. Prospect Avenue	W. Pacific Street	A – Tier 1
E. & W. College Ave.	N. Drew Street	N. Story Street	A – Tier 1
N. Division Street	W. College Avenue	railroad tracks	A – Tier 1
N. & S. Durkee Street	s/o E. Lawrence Street	E. Franklin Street	A – Tier 1
W. Eighth Street (N/side)	S. Walnut Street	S. Elm Street	A – Tier 1
S. Elm Street	W. Eighth Street	W. Lawrence Street	A – Tier 1
E. & W. Harris Street	N. Morrison Street	N. Appleton Street	A – Tier 1
E. Johnston Street	N. Durkee Street	N. Morrison Street	A – Tier 1
E. Kimball Street	Morrison Street	S. Allen Street	A – Tier 1
E. & W. Lawrence Street	S. Morrison Street	S. Memorial Drive	A – Tier 1
S. Memorial Drive	Fox River	W. College Avenue	A – Tier 2
N. & S. Morrison Street	E. Lawrence Street	E. Franklin Street	A – Tier 1
N. Morrison Street	E. Franklin Street	E. Harris Street	A – Tier 1
S. Morrison Street	E. Lawrence Street	E. Kimball Street	A – Tier 1
S. Oneida Street	Olde Oneida Street	E. Roeland Avenue	A – Tier 2
S. Oneida Street	E. Lawrence Street	E. College Avenue	A – Tier 1
N. Oneida Street	s/o Washington Street	E. Pacific Street	A – Tier 1
N. Richmond Street	W. College Avenue	W. Marquette Street	A – Tier 2

LOCATION	FROM	TO	CLASS & TIER
N. Richmond Street	W. Marquette Street	W. Northland Avenue	A - Tier 2
N. Richmond Street	W. Northland Avenue	Ridgeview Drive	A - Tier 2
W. Sixth Street (N/side)	S. Walnut Street	S. Elm Street	A - Tier 1
Soldiers Square	S. Morrison Street	S. Oneida Street	A - Tier 1
N. & S. State Street	railroad tracks	W. Lawrence Street	A - Tier 1
N. & S. Superior Street	W. Lawrence Street	railroad tracks	A - Tier 1
N. & S. Walnut Street	W. Eighth Street	W. Johnston Street	A - Tier 1
E. & W. Washington St	N. Drew Street	N. Division Street	A - Tier 1
E. & W. Wisconsin Ave	Rankin Street	N. Badger Avenue	A - Tier 2

The following are the charges for street snow removal:

Tier 1 = \$2.00 per lineal foot

Tier 2 = \$1.50 per lineal foot

Alleys = \$1.00 per lineal foot

- B. All other streets are removed based on need and staff availability. The priority 2 & 3 snow removal lists are on file at the Municipal Services Building.
- C. Snow Plowing and Removal from any City Parking Lot shall be charged to Parking Meter Account based upon actual cost.
- D. Where snow is removed at the election of the City, no charge shall be made for property zoned and used residentially.



PERMIT TO OCCUPY THE PUBLIC RIGHT-OF-WAY

Permit #: _____
 Effective Date: _____
 Expiration Date: _____
 Fee: _____
 Paid (yes or no): _____

Rev. 04-10-15

Applicant Information

Name (print): Lisa Suprenand Company: AT&T
 Address: 70 E Division St Telephone: 920-202-0652 FAX: _____
Fond du Lac, WI 54935 e-mail: ad5647@att.com
 Applicant Signature: Lisa Suprenand Digitally signed by Lisa Suprenand
Date: 2022.05.18 12:55:02 -05'00' Date: 5/18/22

Occupancy Information

General Description: Place a PFP fiber cabinet within ROW

Street Address: Approx 3201 S Kernan Av Tax Key No.: _____
 - or -
 Street: _____ From: _____ To: _____
 Multiple Streets: _____

(Department use only)

Occupancy Type	Sub-Type	Location
<input checked="" type="checkbox"/> Permanent (\$40)	<input type="checkbox"/> Sandwich Board	<input type="checkbox"/> Sidewalk
<input type="checkbox"/> Temporary - max. 35 days (\$40)	<input type="checkbox"/> Tables / Chairs	<input checked="" type="checkbox"/> Terrace
<input type="checkbox"/> Amenity/Annual (\$40)	<input type="checkbox"/> Dumpster	<input type="checkbox"/> Roadway
<input type="checkbox"/> Blanket/Annual (\$250)	<input type="checkbox"/> POD / Container	
<input type="checkbox"/> Block Party (\$15)	<input type="checkbox"/> Obstruction / Other	

Additional Requirements

Plan/Sketch Certificate of Insurance Bond
 Other: _____

Traffic Control Requirements N/A Contact Traffic Division (832-2379) 1 business day prior to any lane closure, or 2 business days prior to a full road closure.

Type of Street: Proposed Traffic Control:
 Arterial/CBD City Manual Page(s)
 Collector State Manual Page(s)
 Local Other (attach plan)

Approved by: _____ Date: _____

Additional Requirements: _____

- This permit approval is subject to the following conditions:
1. Permittee is responsible to obtain any further permits that may be required as part of this occupancy.
 2. Permittee shall adhere to any plan(s) that were submitted to the City of Appleton as part of this application.
 3. This permit is subject to IMMEDIATE REVOCATION and/or issuance of a MUNICIPAL CITATION if conditions of the permit are not met.
 4. This permit is subject to IMMEDIATE REVOCATION if unfavorable traffic conditions develop during the period the occupancy is permitted.
 - 5.
 - 6.

This permit is issued to the applicant upon payment of the permit fee and is expressly limited to the location and type described herein. The applicant, in exchange for receiving this permit, warrants that all street occupancies will be performed in conformity to City ordinances, standards and policies, be properly barricaded and lighted, and be performed in a safe manner. By applying for and accepting this permit, the applicant assumes full liability and/or any costs incurred by the City for corrective work required to bring the subject area into compliance with said ordinances, standards, policies and permit conditions. No occupancy shall occur prior to approval of this permit by the Department of Public Works.

The Grantee shall guarantee at their expense, the repair or replacement of pavement, sidewalk and any other facilities within the public right-of-way damaged or destroyed by the Grantee or any sub-contractor working for them. The Grantee shall assume complete and full liability and responsibility, in accordance with existing ordinances and policies, in the event of injury or damage to persons or property resulting from their facilities within the public right-of-way.

APPROVED BY: _____ DATE: _____
 (Department of Public Works)

SAN OR STORM
MARKED/LOCATED IN FIELD
THAT GOES BETWEEN THE
TRANSFORMER & VRAD
CABINET

PROPOSED PFP LOCATION



RESOLUTION to add legalization advisory referendum to Fall Election Ballot

providing for an advisory referendum on the November 8, 2022, election ballot to measure public opinion on allowing adults 21 years of age and older to engage in the personal use of marijuana, while also regulating commercial marijuana-related activities, and imposing a tax on the sale of marijuana

WHEREAS, criminalizing marijuana or cannabis use has failed to curb its use and, according to a Gallup survey conducted in July 2021, 49 percent of Americans say they have used marijuana, up from 30 percent in 1985; and

WHEREAS, in a Marquette University Law School poll conducted in February 2022, 61 percent of Wisconsinites said that marijuana should be “fully legalized and regulated like alcohol”, and recent polls show a majority of Americans favor legalization of adult recreational use of marijuana; and

WHEREAS, the majority of Democratic, Republican, and Independent voters favor marijuana legalization.

WHEREAS, thirty-seven states, including every state surrounding Wisconsin, have legalized some form of marijuana; and

WHEREAS, a study in late 2021 by municipal bond strategists at Barclays and reported in Fortune Magazine suggests that by 2030 states that have legalized marijuana and regulate its sale may realize \$12 billion per year in tax revenue to help balance their budgets; and

WHEREAS, Appleton is failing to benefit from marijuana-related small business opportunities and sales tax that neighboring states are increasingly capitalizing on; and

WHEREAS, marijuana use as an alternative to prescription pain killers has been shown to reduce opioid addiction, and 22% of U.S. military veterans report using medical marijuana to treat Post Traumatic Stress Disorder; and

WHEREAS, legalization would undercut the illicit market, and ensure that marijuana use and sale are regulated and safe; and

WHEREAS, the time Appleton law enforcement officers spend enforcing existing marijuana laws and ordinances negatively impacts the time they have available to solve more serious crimes and apprehend more dangerous criminals.

NOW THEREFORE, BE IT RESOLVED, that the Common Council of Appleton, Wisconsin, request the following:

Section 1. Referendum Election. The City Clerk is hereby directed to call an advisory referendum election to be held in the City of Appleton at the regularly scheduled election to be held November 8, 2022, for the purpose of submitting to the qualified electors of Appleton the proposition of whether the State of Wisconsin should legalize and regulate the full adult use of marijuana in Wisconsin.

Section 2. Official Referendum Ballot Form. The ballot to be used at the referendum election shall be prepared in accordance with the provisions of Sections 5.64 (2) and 7.08 (1)(a) of the Wisconsin Statutes. The ballot shall be substantially in the form attached hereto as Exhibit A.

EXHIBIT A

OFFICIAL REFERENDUM BALLOT

November 8, 2022

ADVISORY REFERENDUM

Should marijuana be legalized for adult-use, taxed, and regulated like alcohol?

Yes

No

Submitted July 20, 2022

Alderspersons:

Schultz, District 9
Meltzer, District 2
DeToro, District 4
Thyssen, District 8
Fenton, District 6
Wolff, District 12
Jones, District 10

Referred to the Safety & Licensing Committee



LEGAL SERVICES DEPARTMENT

Office of the City Clerk

Kami Lynch, Clerk

100 North Appleton Street

Appleton, WI 54911

Phone: 920/832-6443

Fax: 920/832-5823

MEMORANDUM

To: Safety & Licensing Committee (Chris Croatt, Chairperson), Common Council
From: Kami Lynch, City Clerk
Date: July 26, 2022
Re: Resolution #8-R-22 Advisory Referendum for Nov. 8th Election Ballot

Resolution #8-R-22 provides for adding an advisory referendum to the November election ballot. Wis. Stat. § 5.02(16s) defines “referendum” as an election at which an advisory, validating or ratifying question is submitted to the electorate.” Broadly speaking, “referendum” or “referenda” are general terms that refer to a question appearing on the ballot to be voted on by voters. Direct action by a governing body that clearly establishes the referendum question is one of the ways in which a referendum arrives on the ballot. Advisory referendums are non-binding questions which survey electors to elicit their views on a question, but advisory referendums do not have the force of law. Wisconsin Statutes give no legal effect to the results of an advisory referendum, other than the weight that the governing body voluntarily assigns to the results.

The deadline for a referendum question to be approved for ballot placement for the November 8th, 2022 election is no later than August 30th.

As the proposed referendum is for a municipal advisory referendum, the cost of adding this item to the November election ballot falls on the City of Appleton. Costs related to contests on the ballot are variable in nature and dependent upon a variety of factors such as the number of other contests on the ballot, the size of the ballot, the portion taken up by the contest (referendum) on the ballot, and the total number of ballots ordered. Given that information, a rough estimate of the cost of adding this advisory referendum to the ballot for the November 8th, 2022, election is \$2,250. The exact cost of the advisory referendum will not be available until ballots are ordered, printed, and election programming is complete.

Please do not hesitate to contact me with any questions.

Original Alcohol Beverage Retail License Application

(Submit to municipal clerk.)

07/01/2022

06/30/2023

For the license period beginning: ~~07/01/2021~~ ending: ~~06/30/2022~~
(mm dd yyyy) (mm dd yyyy)

To the Governing Body of the: Town of } Appleton
 Village of }
 City of }

County of Doutagamie Aldermanic Dist. No. _____
(if required by ordinance)

Check one: Individual Limited Liability Company
 Partnership Corporation/Nonprofit Organization

Applicant's Wisconsin Seller's Permit Number ●●●●●●●●●●●●●●●●●●●●	
FEIN Number ●●●●●●●●●●	
TYPE OF LICENSE REQUESTED	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ 100
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class A liquor (cider only)	\$ N/A
<input checked="" type="checkbox"/> Class B liquor	\$ 500
<input type="checkbox"/> Reserve Class B liquor	\$
<input type="checkbox"/> Class B (wine only) winery	\$
Publication fee	\$
TOTAL FEE	\$ 600

Name (individual / partners give last name, first, middle; corporations / limited liability companies give registered name)
Chandelier LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the full name and place of residence of each person.

President / Member Last Name <u>Sippola</u>	(First) <u>Kimberly</u>	(Middle Name) <u>Ann</u>	Home Address (Street, City or Post Office, & Zip Code) <u>N1374 Tuckaway Ct, Greenville, WI, 54942</u>
Vice President / Member Last Name <u>Jones</u>	(First) <u>Kyle</u>	(Middle Name) <u>Edward</u>	Home Address (Street, City or Post Office, & Zip Code) <u>739 Grove Street, Oshkosh, WI, 54901</u>
Secretary / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Treasurer / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Agent Last Name <u>Jones</u>	(First) <u>Kyle</u>	(Middle Name) <u>Edward</u>	Home Address (Street, City or Post Office, & Zip Code) <u>739 Grove Street, Oshkosh, WI, 54901</u>
Directors / Managers Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)

1. Trade Name Broken Chandelier Business Phone Number 330 705 0238
 2. Address of Premises 215 W. College Ave Post Office & Zip Code 54911

3. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.)
2500 Sq Feet
Bar Area
Walk-in Cooler in Basement
Storage Room




4. Legal description (omit if street address is given above): _____

5. (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No

(b) If yes, under what name was license issued? Bad Badger

6. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? If yes, explain Yes No
Completed Responsible Beverage Course on 02/11/2022
7. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
 If yes, explain.
8. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? If yes, explain Yes No
9. (a) Corporate/limited liability company applicants only: Insert state WI and date 10/22/21 of registration.
- (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? If yes, explain Yes No
- (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? If yes, explain. Yes No
10. Does the applicant understand they must register as a Retail Beverage Alcohol Dealer with the federal government, Alcohol and Tobacco Tax and Trade Bureau (TTB) by filing (TTB form 5630.5d) before beginning business? [phone 1-877-882-3277] Yes No
11. Does the applicant understand they must hold a Wisconsin Seller's Permit? [phone (608) 266-2776] Yes No
12. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants, or one member of a partnership applicant must sign; one corporate officer, one member/manager of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Contact Person's Name (Last, First, M.I.) Jones, Kyle, E	Title/Member General Partner	Date 02/11/2022
Signature 	Phone Number 	Email Address 

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk 02/21/2022	Date reported to council / board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	



City of Appleton

Alcohol License Questionnaire

1. Name of Applicant: Kyle Jones

2. Name of Business: Broken Chandelier

(Check Applicable Box(s) to identify primary business activity)

- Restaurant
 Tavern/Night Club/Wine Bar
 Microbrewery/Brewpub
 Painting/Craft Studio
 Other (describe) _____

3. Address of Business: 215 W. College Ave, Appleton, WI 54911

4. Have you or any member of your organization ever been convicted of a misdemeanor or ordinance violation? Yes _____ No X

AND/OR been convicted of a felony? Yes _____ No X

If yes to either question, please explain in detail below:

5. List all partners, shareholders or investors of your business. Include full name, middle initial and date of birth. Please use additional sheets if necessary.

<u>Sippola</u>	<u>Kimberly</u>	<u>A</u>	<u>Kimberly</u>	<u>Sippola</u>	●	/	●	/	●●
First name	M.I.		Last name						Date of Birth
<u>Jones</u>	<u>Kyle</u>	<u>E</u>	<u>Jones</u>		●	/	●	/	●●
First name	M.I.		Last name						Date of Birth
					/	/			
First name	M.I.		Last name						Date of Birth
					/	/			
First name	M.I.		Last name						Date of Birth

6. Name of person/corporation you are buying the premise and equipment from?

Name: GK Ventures Inc.
First name Middle Initial Last name

Address: 3321 Knox Lane Neenah WI 54956
City State ZIP

7. What was the previous name and primary nature of the business operating at this location?

Name: Bad Badger

(Check Applicable Box(s) to identify primary business activity)

- Restaurant
 Tavern/Night Club/Wine Bar
 Microbrewery/Brewpub
 Painting/Craft Studio
 Other (describe) _____

8. Was this premise licensed for alcohol sales/consumption during the past license year?

Yes X If yes, please contact the Community and Economic Development Department at 832-6468 about obtaining a copy of an existing Special Use Permit and related requirements that may run with property.

No _____ If no, please contact the Community and Economic Development Department at 832-6468 about obtaining a Special Use Permit. A Special Use Permit may be required for your business activity prior to the issuance of a Liquor License, pursuant to the City of Appleton Zoning Ordinance.

9. If alcohol sales were a previous use in this building, when did the operation cease?

0 months ago.

10. Seating capacity: Inside 35 Outside 0

11. Operating hours (Inside the building): 4:00^{PM} - 2:00 AM
Operating hours (Outdoor seating areas): N/A

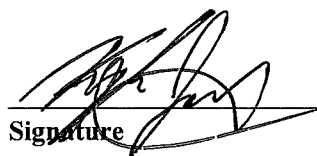
12. Employees/Staff

Number of floor personnel 2 Number of door checkers 1

13. In general, state the size and operational details of the proposed establishment:

- a. Gross floor building area of the premises to be licensed: 2500 square feet.
b. Gross outdoor seating areas of the premises to be licensed: 0 square feet.
c. Below, identify the operational details of the proposed establishment:

Seating for guests will be indoors within a 2500 sq ft. area and along the bar.


Signature

02/11/2022
Date

Schedule for Appointment of Agent by Corporation / Nonprofit Organization or Limited Liability Company

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by an officer of the corporation/organization or one member/manager of a limited liability company and the recommendation made by the proper local official.

To the governing body of: Town
 Village of APPLETON County of Outagamie
 City

The undersigned duly authorized officer/member/manager of Chandelier LLC
(Registered Name of Corporation / Organization or Limited Liability Company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as Broken Chandelier
(Trade Name)

located at 215 W. College Ave, Appleton, WI 54911

appoints Kyle Jones
(Name of Appointed Agent)
739 Grove Street, Oshkosh, WI 54901
(Home Address of Appointed Agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

Yes No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

Is applicant agent subject to completion of the responsible beverage server training course? Yes No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 6 years

Place of residence last year 739 Grove St, Oshkosh, WI 54901

For: Chandelier LLC
(Name of Corporation / Organization / Limited Liability Company)

By: [Signature]
(Signature of Officer / Member / Manager)

Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

ACCEPTANCE BY AGENT

I, Kyle Jones, hereby accept this appointment as agent for the
(Print / Type Agent's Name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

[Signature] 02/11/2022 Agent's age
(Signature of Agent) (Date)

739 Grove Street, Oshkosh, WI 54901 Date of birth
(Home Address of Agent)

APPROVAL OF AGENT BY MUNICIPAL AUTHORITY (Clerk cannot sign on behalf of Municipal Official)

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on _____ by _____ Title _____
(Date) (Signature of Proper Local Official) (Town Chair, Village President, Police Chief)



Community and Economic Development

**Transfer of Special Use Permit #13-08
215 West College Avenue
Zoning Classification: CBD Central Business District**

Date: March 2, 2022

Background:

Special Use Permit #13-08 was approved for a tavern at 215 West College Avenue. The approval allowed the serving and consumption of alcohol in the following location:

First Floor: 3,000 square feet (per SUP #13-08 development plan)

Special use permit #13-08 runs with the land subject to the following conditions:

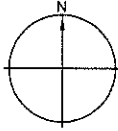
On-going Condition of Special Use Permit #13-08:

- a) The serving and consumption of alcohol is limited to the interior 1st floor of the existing building as shown on the attached Development Plan. Any deviations from the approved Development Plans may require a major or minor change request to this Special Use Permit pursuant to Section 23-66(g) of the Zoning Ordinance.
- b) All City of Appleton Fire Codes must be met.
- c) All City of Appleton Building and State of Wisconsin Building Codes must be met.
- d) All City of Appleton Health codes must be met.
- e) The use shall conform to the standards established on Chapter 9, Article III, Alcoholic beverages, of the Appleton Municipal Code.

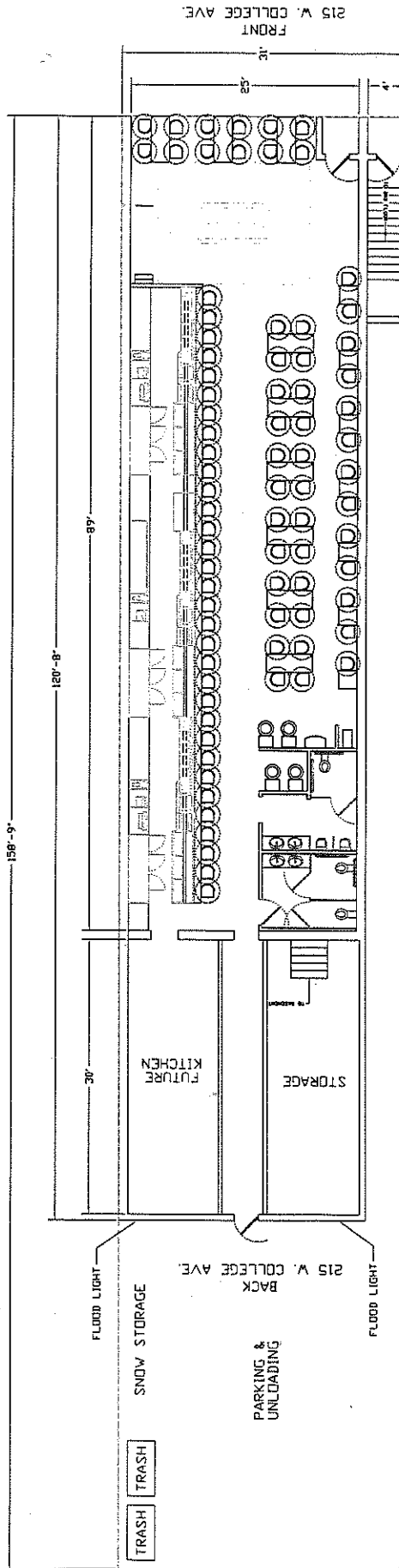
Analysis:

The information listed on Liquor License and Liquor License Questionnaire dated February 11, 2022, appears to be consistent with Special Use Permit #13-08. Therefore, Special Use Permit #13-08 is transferred to the applicant upon the issuance of the Liquor License to allow for the continued use of the premises for on-site alcohol consumption subject to the conditions of SUP #13-08 being complied with. (See above)

Please contact the Community and Economic Development Department at (920)832-6468 with any questions or any proposed changes to the development plan(s) or the alcohol license questionnaire.



THIS LOT IS OCCUPIED BY: M&J BANK
 LOT ADDRESS: 221 W. COLLEGE AVE.
 USE: BANKING



THIS LOT IS OCCUPIED BY: MUNICIPAL PARKING GARAGE
 USE: PUBLIC PARKING

THIS LOT IS OCCUPIED BY: GIBSON GRILL
 LOT ADDRESS: 211 W. COLLEGE AVE.
 USE: RESTAURANT & BAR

City Plan Commission
Appleton, Wisconsin
09-08-08

215 W. College Avenue
Special Use Permit
Alcohol Sales and Service

NTS

prepared by:



"meeting community needs
.....enhancing quality of life"

22-0593

REQUEST for Alcohol License Premise Amendment

FEES ARE NON-REFUNDABLE		Date Recv'd <u>4/28/22</u>
License Fee	\$10.00/event	Acct: CLCAGP
Receipt	<u>3546-</u>	

SECTION 1 - LICENSE INFORMATION

Name of Establishment <u>Stone Arch Brewpub, Inc.</u>	
Address of Establishment <u>1004 S. Olde Oneida St.</u>	
Name of Agent <u>Steve Lonsway</u>	Phone Number <u>920-735-0507</u>

SECTION 2 - PREMISE AMENDMENT

Please describe the change in premises:
 A drawing/diagram of the proposed area must also be submitted with this application
 We hope to utilize our North area for ~~live music on Tuesday evenings~~
~~from 5p-11p (music ends @ 9p) and during Mile of Music week.~~
 diagrams attached

Is this change Permanent? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	If this is temporary please specify the reason for the amendment:
--	---

Please list the date(s) and time(s) that this temporary premise amendment will be utilized:
 Mile of Music week
 (August 4-7) 12p-11p 8/4
 12p-11p 8/5
 12p-11p 8/6
 12p-5p 8/7

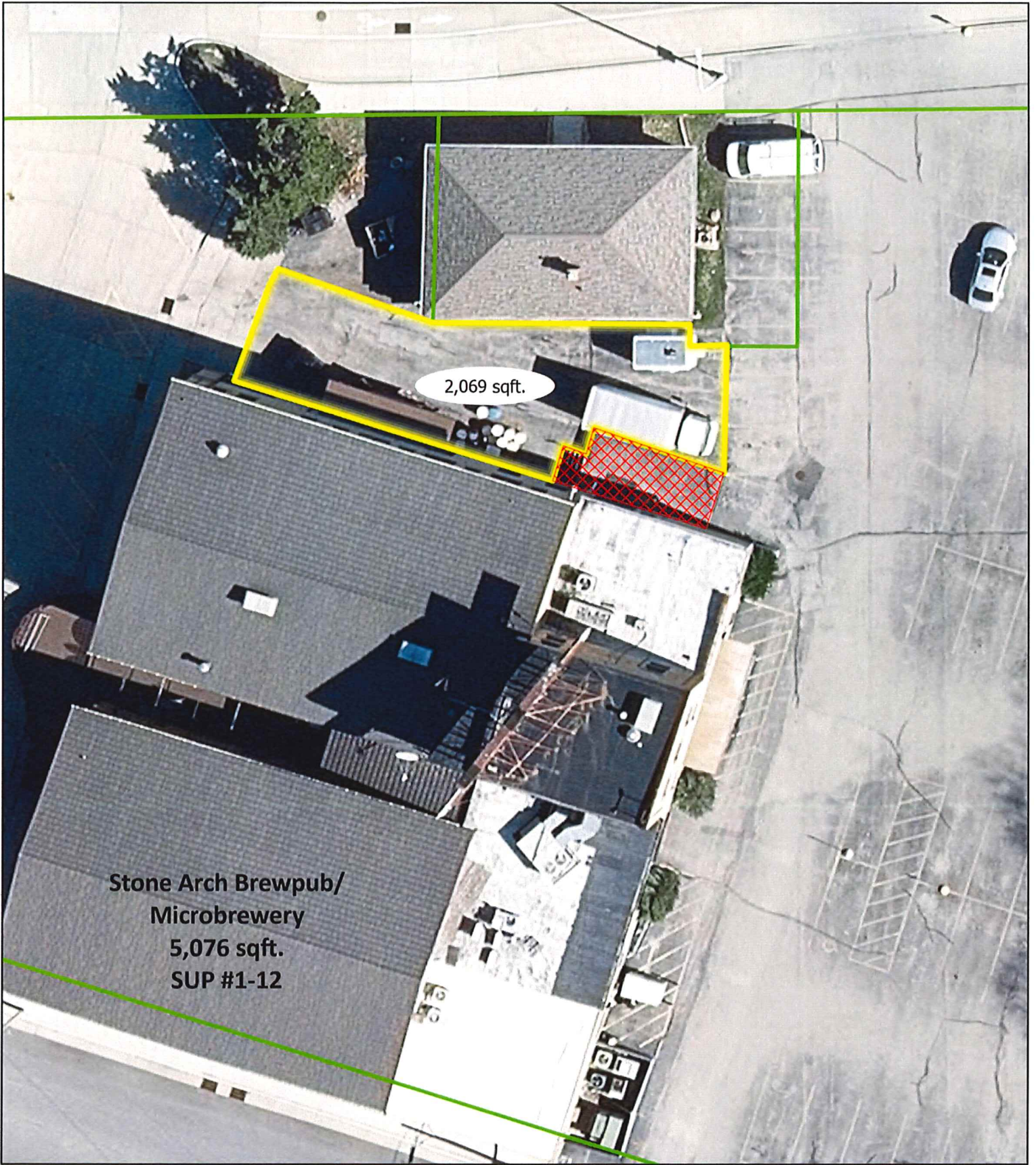
SECTION 3 - PENALTY NOTICE

I certify that I am familiar with Section 9-52 of the Municipal Code of the City of Appleton and agree that any license granted under this application may be suspended for cause at any time by the Common Council.
 Under penalty of law, I swear that the information provided in this application is true and correct to the best of my knowledge and belief.
 Signature of Applicant: Steve Lonsway

FOR OFFICE USE ONLY

Department	Approve	Deny	By	Reason
Comm. Dev.				
Finance	4-28		Burton	
Fire	4-28		Henson	
Health	5-4		Roberts	
Inspections				
Police	4-29		Nage	
S&L	Council		Date Issued	Exp. Date
				License Number

sent
4-28



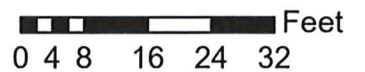
2,069 sqft.

Stone Arch Brewpub/
Microbrewery
5,076 sqft.
SUP #1-12

Legend

-  Loading Dock
-  Option 3
-  Parcels

Option 3



Original Alcohol Beverage Retail License Application

(Submit to municipal clerk.)

7/01/2022

6/30/2023

For the license period beginning: 7/1/22 ending: 6/30/23
(mm dd yyyy) (mm dd yyyy)

To the Governing Body of the: Town of } Appleton
 Village of }
 City of }

County of Outagamie Aldermanic Dist. No. _____
 (if required by ordinance)

Check one: Individual Limited Liability Company
 Partnership Corporation/Nonprofit Organization

Applicant's Wisconsin Seller's Permit Number <u>[REDACTED]</u>	
FEIN Number <u>[REDACTED]</u>	
TYPE OF LICENSE REQUESTED	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ 100
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class A liquor (cider only)	\$ N/A
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
<input type="checkbox"/> Class B (wine only) winery	\$
Publication fee	\$ 60
TOTAL FEE	\$ 160

Name (individual / partners give last name, first, middle; corporations / limited liability companies give registered name)
Courtney Joyce Hayden The Breaking Point LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the full name and place of residence of each person.

President / Member Last Name <u>Hayden</u>	(First) <u>Courtney</u>	(Middle Name) <u>Joyce</u>	Home Address (Street, City or Post Office, & Zip Code) <u>W5939 County Road A Black Creek 54106</u>
Vice President / Member Last Name "	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code) "
Secretary / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Treasurer / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Agent Last Name <u>Hayden</u>	(First) <u>Courtney</u>	(Middle Name) <u>Joyce</u>	Home Address (Street, City or Post Office, & Zip Code) <u>W5939 County Rd A Black Creek 54106</u>
Directors / Managers Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)

1. Trade Name Breaking Point Business Phone Number 920-205-3780
 2. Address of Premises 2011 N. Richmond St Post Office & Zip Code 54911

3. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.)
rage room(2), paint splatter room, air soft indoor target range, small beer/seltzer bar
3,000 sq ft
beer will be stored behind the bar in a locked cooler
beer will be served & kept up at the bar

4. Legal description (omit if street address is given above): _____
 5. (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
 (b) If yes, under what name was license issued? _____

6. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? **If yes, explain** Yes No
Course completed on Jan 10th 2022
Valid for 2 years
7. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
If yes, explain.
8. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? **If yes, explain** Yes No
9. (a) **Corporate/limited liability company applicants only:** Insert state WI and date March 2018 of registration.
- (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? **If yes, explain** Yes No
- (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? **If yes, explain.** Yes No
10. Does the applicant understand they must register as a Retail Beverage Alcohol Dealer with the federal government, Alcohol and Tobacco Tax and Trade Bureau (TTB) by filing (TTB form 5630.5d) before beginning business? [phone 1-877-882-3277] Yes No
11. Does the applicant understand they must hold a Wisconsin Seller's Permit? [phone (608) 266-2776] Yes No
12. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants, or one member of a partnership applicant must sign; one corporate officer, one member/manager of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Contact Person's Name (Last, First, M.I.) <u>Haupen, Courtney J</u>	Title/Member <u>owner</u>	Date <u>1/27/22</u>
Signature <u>Courtney J Haupen</u>	Phone Number <u>[REDACTED]</u>	Email Address <u>[REDACTED]</u>

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>1-27-22</u>	Date reported to council / board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

7. What was the previous name and primary nature of the business operating at this location?

Name: Elite Wrestling

(Check Applicable Box(s) to identify primary business activity)

- Restaurant
- Tavern/Night Club/Wine Bar
- Microbrewery/Brewpub
- Painting/Craft Studio
- Other (describe) _____

8. Was this premise licensed for alcohol sales/consumption during the past license year?

Yes _____ If yes, please contact the Community and Economic Development Department at 832-6468 about obtaining a copy of an existing Special Use Permit and related requirements that may run with property.

No X If no, please contact the Community and Economic Development Department at 832-6468 about obtaining a Special Use Permit. A Special Use Permit may be required for your business activity prior to the issuance of a Liquor License, pursuant to the City of Appleton Zoning Ordinance.

9. If alcohol sales were a previous use in this building, when did the operation cease?

1 months ago.

10. Seating capacity: Inside 15 Outside _____

11. Operating hours (Inside the building): (4pm - 9pm M,T,Th) (4pm - 11pm Fri) (11am - 11pm Sat)
Operating hours (Outdoor seating areas): _____

12. Employees/Staff

Number of floor personnel 1-4 Number of door checkers 1

13. In general, state the size and operational details of the proposed establishment:

a. Gross floor building area of the premises to be licensed: 3,000 square feet.

b. Gross outdoor seating areas of the premises to be licensed: _____ square feet.

c. Below, identify the operational details of the proposed establishment:

rage room, paint splatter room, airsoft range
beer/seltzer will be kept at a small
beer near the front of our premises.

Christy Taylor
Signature

1/27/22
Date

Schedule for Appointment of Agent by Corporation / Nonprofit Organization or Limited Liability Company

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by an officer of the corporation/organization or one member/manager of a limited liability company and the recommendation made by the proper local official.

To the governing body of: Town Village of APPLETON County of outagamie
 City

The undersigned duly authorized officer/member/manager of The Breaking Point LLC
(Registered Name of Corporation / Organization or Limited Liability Company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as The Breaking Point
(Trade Name)

located at 2011 N Richmond St

appoints Courtney Hayden
(Name of Appointed Agent)

WS939 County Road A Black Creek WI 54106
(Home Address of Appointed Agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

Yes No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

Is applicant agent subject to completion of the responsible beverage server training course? Yes No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 34 years

Place of residence last year WS939 County Road A Black Creek WI 54106

For: The Breaking Point LLC
(Name of Corporation / Organization / Limited Liability Company)

By: Courtney Hayden
(Signature of Officer / Member / Manager)

Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

ACCEPTANCE BY AGENT

I, Courtney Hayden, hereby accept this appointment as agent for the
(Print / Type Agent's Name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

Courtney Hayden 11/27/22
(Signature of Agent) (Date)
WS939 County Road A Black Creek WI 54106
(Home Address of Agent)

Agent's age 34
 Date of birth 11/27/88

APPROVAL OF AGENT BY MUNICIPAL AUTHORITY (Clerk cannot sign on behalf of Municipal Official)

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on _____ by _____ Title _____
(Date) (Signature of Proper Local Official) (Town Chair, Village President, Police Chief)

RESOLUTION

**CITY OF APPLETON
RESOLUTION APPROVING SPECIAL USE PERMIT #5-21**

WHEREAS, Courtney Hayden, owner of The Breaking Point has applied for a Special Use Permit to allow alcohol sales and consumption on the premises located at 2009 & 2011 N. Richmond Street, and also identified as Parcel Number 31-5-2326-00, and

WHEREAS, the location for the proposed indoor recreational use with alcohol sales and service is located in the C-2 General Commercial District, and the proposed use may be permitted by Special Use Permit within this zoning district pursuant to Chapter 23 of the Municipal Code; and

WHEREAS, the City of Appleton Plan Commission held a public hearing on January 12, 2022 on Special Use Permit #5-21 at which all those wishing to be heard were allowed to speak or present written comments and other materials presented at the public hearing; and

WHEREAS, the City of Appleton Plan Commission has reviewed and considered the Community and Economic Development Department's staff report and recommendation and other spoken and written evidence and testimony presented at the public hearing; and

WHEREAS, the City of Appleton Plan Commission reviewed the standards for granting a Special Use Permit under Sections 23-66(e)(1-8) of the Municipal Code; and

WHEREAS, the City of Appleton Plan Commission reviewed the standards for imposing conditions on the Special Use Permit under Section 23-66(c)(5) of the Municipal Code, and forwarded Special Use Permit #5-21 to the City of Appleton Common Council with a favorable conditional or not favorable (CIRCLE ONE) recommendation; and

WHEREAS, the City of Appleton Common Council has reviewed the report and recommendation of the City of Appleton Plan Commission at their meeting on January 19, 2022.

NOW, THEREFORE, BE IT RESOLVED, DETERMINED AND ORDERED by the Common Council, based on Community and Economic Development Department's staff report and recommendation, as well as other spoken and written evidence and testimony presented at the public hearing and Common Council meeting, and having considered the recommendation of the City Plan Commission, that the Common Council:

1. Determines all standards listed in Sections 23-66(e)(1-8) are found in the affirmative YES or NO (CIRCLE ONE)
2. If NO, the City of Appleton Common Council hereby denies Special Use Permit #5-21 for alcohol sales and consumption on the premises located at 2009 & 2011 N. Richmond Street, and also identified as Parcel Number 31-5-2326-00, based upon the following standards and determinations: (List reason(s) why the Special Use Permit was denied)

3. If YES, the City of Appleton Common Council hereby approves Special Use Permit #5-21 for alcohol sales and consumption on the premises located at 2009 & 2011 N. Richmond Street, and also identified as Parcel Number 31-5-2326-00, subject to the following conditions:

CONDITIONS OF SPECIAL USE PERMIT #5-21:


- A. All applicable codes, ordinances, and regulations, including but not limited to Fire, Building, and Health Codes and the Noise Ordinance, shall be complied with.
 - B. This Special Use Permit is needed for the on-site alcohol sales and consumption, not the indoor recreational use. Any expansions of the special use, changes to the development plan(s), plan of operation or any conditions of approval may require a major or minor amendment request to this Special Use Permit pursuant to Section 23-66(g) of the Zoning Ordinance. Contact the Community and Economic Development Department to discuss any proposed changes.
 - C. The applicant shall receive approval of a Liquor License from the City Clerk prior to serving alcohol on the premises.
 - D. The use shall conform to the standards established in Chapter 9, Article III, Alcoholic Beverages, of the Appleton Municipal Code.
4. The City Clerk's Office is hereby directed to give a copy of this resolution to the owner/applicant, Community and Economic Development Department, Inspections Division, and any other interested party.

Adopted this 19th day of January 2022.



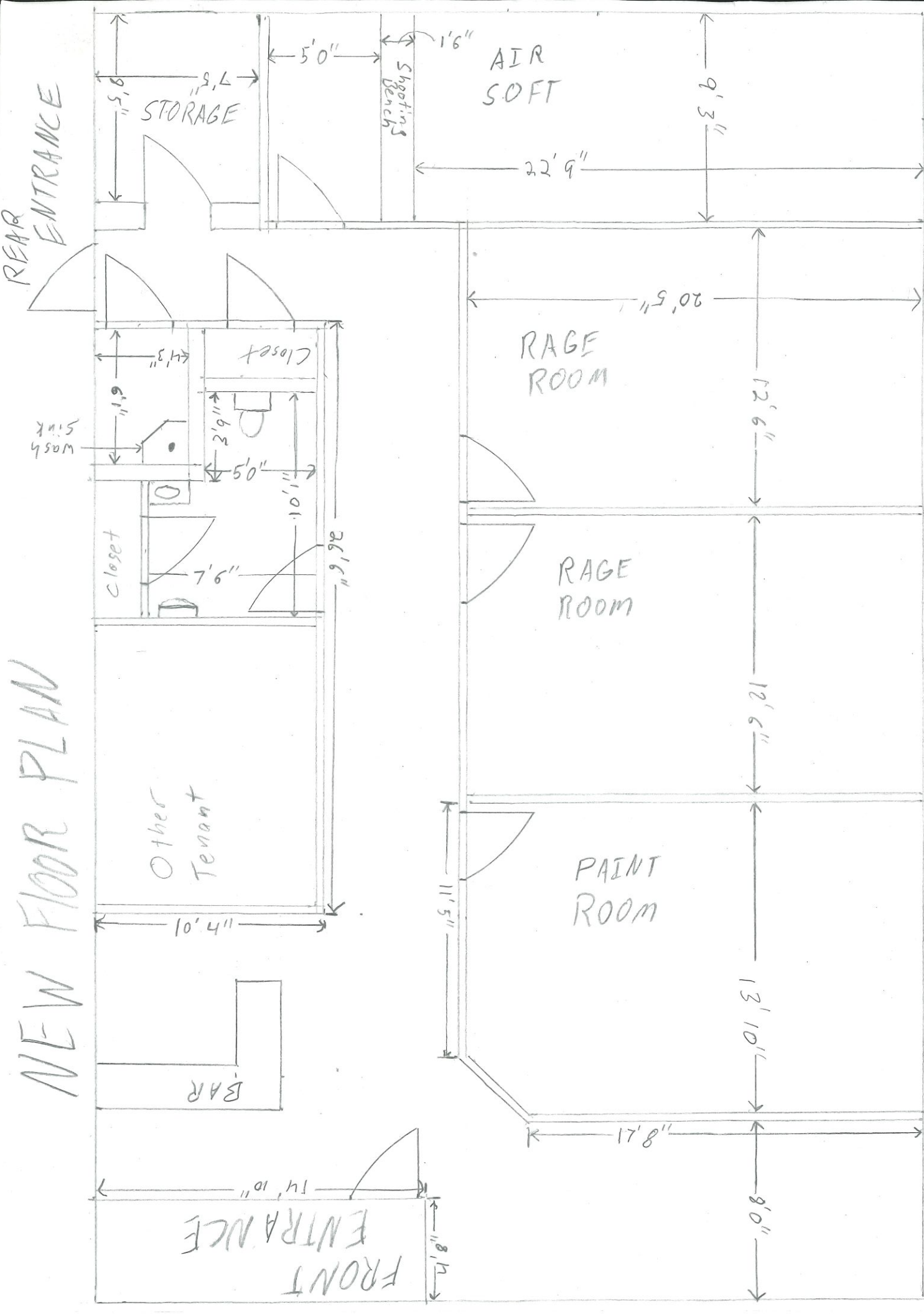
Jacob A. Woodford, Mayor

ATTEST:



Kami Lynch, City Clerk

NEW FLOOR PLAN



PLAN OF OPERATION AND LOCATIONAL INFORMATION

Business Information:

Name of business: The Breaking Point LLC

(Check applicable proposed business activity(s) proposed for the building or tenant space)

- Restaurant
- Bar/Night Club
- Wine Bar
- Microbrewery
- Other amusement

Years in operation: 2 years

Percentage of business derived from food service: 0 %

Type of proposed establishment (detailed explanation of business operations):

amusement
2 rage rooms
1 paint splatter room, air soft target shooting
small beer/seltzer bar

Proposed Hours of Operation for Indoor Uses:

Day	From	To
Week Days Monday thru Thursday	4pm	9pm
Friday	4pm	11pm
Saturday	11am	11pm
Sunday	closed	

Building Capacity and Area:

Maximum number of persons permitted to occupy the building or tenant space as determined by the International Building Code (IBC) or the International Fire Code (IFC), whichever is more restrictive: 16-18 persons

Gross floor area of the existing building(s): 2,400

Gross floor area of the proposed building(s): 2,400

Describe Any Potential Noise Emanating From the Proposed Use:

Describe the noise levels anticipated from all equipment or other mechanical sources:

Mostly evening hrs (4pm-9pm)
On a noise scale from 1-10, I'd rate
our noise level a 5.

Describe how the crowd noise will be controlled inside and outside the building:

no anticipated outside crowds
inside gatherings will be kept
to minimum

If off-street parking is available for the business, describe how noise from the parking lot will be controlled:

~~_____~~
~~_____~~
~~_____~~

Outdoor Space Uses:

(Check applicable proposed area)

- Patio
- Deck
- Sidewalk Café
- Other _____
- None

Size: _____ square feet.

Type of materials used and height of material to enclose the perimeter of the outdoor space:

Fencing Landscaping Other _____. Height _____ feet.

Is there any alcohol service incorporated within the outdoor space? Yes ___ No ___

Are there plans for outdoor music/entertainment? Yes ___ No ___

If yes, describe how the noise will be controlled:

Is there any food service incorporated within the outdoor space? Yes ___ No ___

Proposed Hours of Operation for Outdoor Space:

Day	From	To
Week Days: Monday thru Thursday		
Friday		
Saturday		
Sunday		

NOTE: Hours of Operation for Outdoor Uses (Sidewalk Café with Alcohol):

******Municipal Code Section 9-262(b)(4): The permit holder can begin serving alcoholic beverages in the sidewalk café at 4:00 p.m. Monday through Friday and 11:00 a.m. on Saturday and Sunday. All alcoholic beverages must be removed from the sidewalk café by 9:30 p.m.**

Off-Street Parking:

Number of spaces existing: 30

Number of spaces proposed: 30

Other Licensed Premises:

The number of licensed premises within the immediate geographic area of the proposed location will be considered in order to avoid an undue concentration that may have the potential of creating public safety problems or deterring neighborhood development.

List nearby licensed premises:

~~Bark at the Moon - dog grooming~~
~~Just Pets - pet store~~

Number of Employees:

Number of existing employees: 4

Number of proposed employees: 4

Number of employees scheduled to work on the largest shift: 4



"meeting community needs
.....enhancing quality of life"

REQUEST for Alcohol License Premise Amendment

FEES ARE NON-REFUNDABLE		Date Recv'd <u>7/13/22</u>
License Fee	\$10.00/event	Acct: CLCAGP
Receipt	<u>3820-3</u>	

SECTION 1 – LICENSE INFORMATION

Name of Establishment <u>ROOKIES SPORTS BAR & GRILL</u>	
Address of Establishment <u>325 N. APPLETON ST</u>	
Name of Agent <u>STEVE CARROW</u>	Phone Number

SECTION 2 – PREMISE AMENDMENT

Please describe the change in premises:
A drawing/diagram of the proposed area must also be submitted with this application

See attached.

Is this change Permanent? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	If this is temporary please specify the reason for the amendment: <u>mile of music</u>
--	---

Please list the date(s) and time(s) that this temporary premise amendment will be utilized:
August 4 - 7, 2022 11:00 AM - 10:00 PM daily

SECTION 3 – PENALTY NOTICE

I certify that I am familiar with Section 9-52 of the Municipal Code of the City of Appleton and agree that any license granted under this application may be suspended for cause at any time by the Common Council.
Under penalty of law, I swear that the information provided in this application is true and correct to the best of my knowledge and belief.

Signature of Applicant:

FOR OFFICE USE ONLY

Department	Approve	Deny	By	Reason
Comm. Dev.				
Finance				
Fire				
Health				
Inspections				
Police				
S&L 07/27/2022	Council 08/03/2022	Date Issued	Exp. Date	License Number



FEES ARE NON-REFUNDABLE

License fee EACH Vehicle \$30.00
Investigation fee \$ 7.00
Total fee paid \$ 97.00

Date Recv'd

Acct. CLLTSE

Acct. CLLPIF

Receipt

6/28/20

37715

LICENSE APPLICATION

for
TAXICAB COMPANY AND LIMOUSINE SERVICE

Original Application

Renewal - License # 5-22

SECTION 1 - APPLICANT INFORMATION

Name of Company <u>DYNASTY Limousine Service LLC</u>		Business Phone <u>920-954-9111</u>	
Business Street Address <u>1900 Vandenberg Ln</u>		City <u>Kaukauna</u>	State <u>WI</u>
Owner's Name <u>Diana Wolters</u>		Date of Birth <u>●●●●-●●-●●</u>	<input checked="" type="checkbox"/> Individual <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation
Owner's Name <u>John Wolters</u>		Date of Birth <u>●●●●-●●-●●</u>	

SECTION 2 - VEHICLES TO BE OPERATED

(Attach additional sheets if necessary)

Vehicle Number	Capacity	Make/Model	DOT License Plate Number
<u>12</u>	<u>5</u>	<u>Cadillac Escalade</u>	
<u>10</u>	<u>10</u>	<u>Mercedes Sprinter</u>	<u>DNSTY10</u>
<u>8</u>	<u>5</u>	<u>Cadillac Escalade</u>	<u>ADP 2679</u>

SECTION 3 - COMPANY HISTORY

Is the company currently licensed in any other municipality?	YES	<input checked="" type="radio"/> NO	If Yes, what municipality?
Has the company ever been denied a license by any municipality?	YES	<input checked="" type="radio"/> NO	If Yes, please explain:
Have any of the owners ever been convicted of a crime?	YES	<input checked="" type="radio"/> NO	If Yes, please explain:

Describe the basic operations of the company: Luxury chartered transportation

If the business is located in the City limits, Municipal Code requires that off-street parking is provided for. If applicable, what provisions have been made for off street parking?

Not in city limits

SECTION 4 - INSURANCE NOTICE

Insurance Coverage:

Insurance Carrier: Progressive

Insurance Agent Name and Phone Number: Family Insurance Center 920-757-1010

Policy Number: 08086522

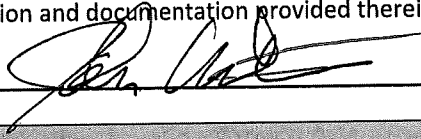
Policy Period: 8-27-21 to 8-27-22

I confirm that I have the authority to sign and certify the information contained herein as the permittee/licensee, or duly authorized representative of the entity obtaining this permit/license. I have reviewed and understand the insurance requirements of the City of Appleton. I hereby certify that I, or the company I represent, have insurance in the amounts required to obtain this permit/license, have named the City of Appleton as an additional insured for purposes of this permit/license and have provided the name of my insurance carrier, the policy number, and policy period above. Further, I agree to maintain appropriate insurance coverage for the duration of this permit/license and to indemnify, defend and

hold harmless the City of Appteton and its officers, officials, employees and agents from and against any and all liability, loss, damage, expenses, costs, including attorneys fees arising out of the activities performed as described herein, caused in whole or in part by any negligent act or omission of the applicant, anyone directly or indirectly employed by any of them, which may arise from the use of city right-of-way or property under this permit or license.

I certify that this application, and all information and documentation provided therein, is true and accurate.

Applicant's Signature _____



FOR OFFICE USE ONLY					COI on file? YES NO	
Sealer	Approve	Deny	By	Reason	S&L Date	
Police					Common Council	
Fire					Date issued	
Inspection					Exp. date	

4/25/19

Date sent for approvals: 6/28/22

Schedule for Appointment of Agent by Corporation / Nonprofit Organization or Limited Liability Company

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by an officer of the corporation/organization or one member/manager of a limited liability company and the recommendation made by the proper local official.

To the governing body of: Town Village of Appleton County of Brown Outagamie
 City

The undersigned duly authorized officer/member/manager of True North Energy, LLC
(Registered Name of Corporation / Organization or Limited Liability Company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as True North #822

located at 3411 N. Ballard Rd., Appleton, WI 54911
(Trade Name)

appoints Michelle A. Knox
(Name of Appointed Agent)

W. 1224 Harvestore Rd., Brillion, WI 54110
(Home Address of Appointed Agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

Yes No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).
True North Energy, LLC SEE ATTACHED

Is applicant agent subject to completion of the responsible beverage server training course? Yes No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 37 YEARS

Place of residence last year W 1224 Harvestore Rd., Brillion, WI 54110

For: True North Energy, LLC
(Name of Corporation / Organization / Limited Liability Company)

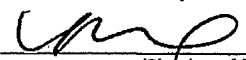
By: 
(Signature of Officer / Member / Manager)

Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

ACCEPTANCE BY AGENT

I, Michelle A. Knox, hereby accept this appointment as agent for the
(Print / Type Agent's Name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

 7/13/22 Agent's age 37
(Signature of Agent) *(Date)*

W 1224 Harvestore Rd., Brillion, WI 54110 Date of birth 08/08/85
(Home Address of Agent)

APPROVAL OF AGENT BY MUNICIPAL AUTHORITY (Clerk cannot sign on behalf of Municipal Official)

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on _____ by _____ Title _____
(Date) *(Signature of Proper Local Official)* *(Town Chair, Village President, Police Chief)*

Auxiliary Questionnaire Alcohol Beverage License Application

Submit to municipal clerk.

Individual's Full Name (please print) (last name)		(first name)		(middle name)	
KNOX		MICHELLE		AUTUMN	
Home Address (street/route)		Post Office		City	
W 1224 HARVESTORE RD.				BRILLION	
Home Phone Number		Age		Date of Birth	
●●●●●●●●		●		●/●/●●	
				State	
				WI	
				Zip Code	
				54110	
				Place of Birth	
				WOODSTOCK, IL	

The above named individual provides the following information as a person who is (check one):

- Applying for an alcohol beverage license as an individual.
- A member of a partnership which is making application for an alcohol beverage license.
- AGENT** of **TRUE NORTH ENERGY, LLC**
(Officer / Director / Member / Manager / Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)
- which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 37
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? Yes No
 If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
Fined for trespass ordinance violation - Calumet County on/near 1999
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? Yes No
 If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? Yes No
 If yes, identify. I will be the agent on the attached permits.
(Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employe of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? Yes No
 If yes, identify.
(Name of Wholesale Licensee or Permittee) (Address By City and County)

6. Named individual must list in chronological order last two employers:

Employer's Name	Employer's Address	Employed From	To
Truenorth Energy LLC	1273 Glory Rd, Green Bay WI	11/15/2021	
Titletown Oil Corp	1275 Glory Rd, Green Bay WI	03/17/2017	11/14/2021

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the undersigned states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. The signer agrees that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.



(Signature of Named Individual)

Original Alcohol Beverage Retail License Application

(Submit to municipal clerk.)

7/1/22 ^{SG} 6/30/23 ^{SG}
 For the license period beginning: 7/1/22 ending: 6/30/23
(mm dd yyyy) (mm dd yyyy)

Applicant's Wisconsin Seller's Permit Number	
[REDACTED]	
Firm Number	
[REDACTED]	
TYPE OF LICENSE REQUESTED	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ 100
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class A liquor (cider only)	\$ N/A
<input checked="" type="checkbox"/> Class B liquor	\$
<input checked="" type="checkbox"/> Reserve Class B liquor	\$ 500
<input type="checkbox"/> Class B (wine only) winery	\$
Publication fee	\$ 60
TOTAL FEE	\$

To the Governing Body of the: Town of } Appleton
 Village of }
 City of }

County of Outagamie Aldermanic Dist. No. _____
 (if required by ordinance) ^{SG}

Check one: Individual Limited Liability Company
 Partnership Corporation/Nonprofit Organization

Name (Individual / partners give last name, first, middle; corporations / limited liability companies give registered name)
Tipsy Taco + Tequila Bar LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the full name and place of residence of each person.

President / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
<u>Gregory</u>	<u>Sarah</u>	<u>Jane</u>	<u>111 E Water St Apt 105 Appleton, 54911</u>
Vice President / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Secretary / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Treasurer / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Agent Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
<u>Gregory</u>	<u>Sarah</u>	<u>Jane</u>	<u>111 E Water St. Apt 105 Appleton 54911</u>
Directors / Managers Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)

1. Trade Name TipsyTaco + Tequila Bar Business Phone Number _____
 2. Address of Premises 127 S Memorial Post Office & Zip Code Appleton, 54911

3. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.)
4 dining rooms, bar, bar tables, 2 portable indoor bars.
Storage room.



4. Legal description (omit if street address is given above): _____

5. (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No

(b) If yes, under what name was license issued? _____

6. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? **If yes, explain** Yes No
7. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
If yes, explain.
8. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? **If yes, explain** Yes No
9. (a) **Corporate/limited liability company applicants only:** Insert state WI and date 11/31/22 of registration.
- (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? **If yes, explain** Yes No
Sangria's Mexican Grill 2 LLC
215 S Memorial Dr.
Appleton WI 54911
- (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? **If yes, explain.** Yes No
10. Does the applicant understand they must register as a Retail Beverage Alcohol Dealer with the federal government, Alcohol and Tobacco Tax and Trade Bureau (TTB) by filing (TTB form 5630.5d) before beginning business? [phone 1-877-882-3277] Yes No
11. Does the applicant understand they must hold a Wisconsin Seller's Permit? [phone (608) 266-2776] Yes No
12. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants, or one member of a partnership applicant must sign; one corporate officer, one member/manager of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Contact Person's Name (Last, First, M.I.) <u>Gregory, Sarah J</u>	Title/Member <u>owner</u>	Date <u>3/11/22</u>
Signature <u>Sarah J Gregory</u>	Phone Number 	Email Address 

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>3-14-22</u>	Date reported to council / board <u>Rev 7/19/22</u>	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	



City of Appleton

Liquor License Questionnaire

1. Name of Applicant: Sarah Gregory

2. Name of Business: Tipsy Taco & Tequila Bar
 (Check Applicable Box(s) to identify primary business activity)

- Restaurant
- Tavern/Night Club/Wine Bar
- Microbrewery/Brewpub
- Painting/Craft Studio
- Other (describe) _____

3. Address of Business: 127 S Memorial Dr Appleton, WI 54911

4. Have you or any member of your organization ever been convicted of a misdemeanor or ordinance violation? Yes _____ No ✓

AND/OR been convicted of a felony? Yes _____ No ✓

If yes to either question, please explain in detail below:

5. List all partners, shareholders or investors of your business. Include full name, middle initial and date of birth. Please use additional sheets if necessary.

<u>Sarah</u>	<u>J</u>	<u>Gregory</u>	<u>● / ● / ●●</u>
First name	M.I.	Last name	Date of Birth
			/ /
First name	M.I.	Last name	Date of Birth
			/ /
First name	M.I.	Last name	Date of Birth
			/ /
First name	M.I.	Last name	Date of Birth

6. Name of person/corporation you are ^{leasing} buying the premise and equipment from?

Name: ZCF QOZB LLC Christopher Francy managing member
 First name Middle Initial Last name

Address: _____
 City State ZIP

7. What was the previous name and primary nature of the business operating at this location?

Name: _____

(Check Applicable Box(s) to identify primary business activity)

- Restaurant
- Tavern/Night Club/Wine Bar
- Microbrewery/Brewpub
- Painting/Craft Studio
- Other (describe) furniture store

8. Was this premise licensed for alcohol sales/consumption during the past license year?

Yes _____ If yes, please contact the Community and Economic Development Department at 832-6468 about obtaining a copy of an existing Special Use Permit and related requirements that may run with property.

No If no, please contact the Community and Economic Development Department at 832-6468 about obtaining a Special Use Permit. A Special Use Permit may be required for your business activity prior to the issuance of a Liquor License, pursuant to the City of Appleton Zoning Ordinance.

9. If alcohol sales were a previous use in this building, when did the operation cease?

_____ months ago.

10. Seating capacity: Inside 300 Outside 0

11. Operating hours (Inside the building): Sun 11am-8pm M-Thu 11am-9pm Fri/Sat 11am-10pm
Operating hours (Outdoor seating areas): NA

12. Employees/Staff

Number of floor personnel 12-15 Number of door checkers _____

13. In general, state the size and operational details of the proposed establishment:

a. Gross floor building area of the premises to be licensed: 7758 square feet.

b. Gross outdoor seating areas of the premises to be licensed: 0 square feet.

c. Below, identify the operational details of the proposed establishment:

full service restaurant/Bar

4 dining rooms

Bar + 2 mobile bars + tequila Bar

Lounge area

Sauahel

Signature

3/14/22

Date

Schedule for Appointment of Agent by Corporation / Nonprofit Organization or Limited Liability Company

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by an officer of the corporation/organization or one member/manager of a limited liability company and the recommendation made by the proper local official.

To the governing body of: Town Village City of Appleton County of Outagamie

The undersigned duly authorized officer/member/manager of Tipsy Taco + Tequila Bar LLC
(Registered Name of Corporation / Organization or Limited Liability Company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as Tipsy Taco + Tequila Bar
(Trade Name)

located at 127 S Memorial Dr. Appleton, WI 54911

appoints Sarah Gregory
(Name of Appointed Agent)
111 E Water St apt 105 Appleton, WI 54911
(Home Address of Appointed Agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

Yes No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).
Sangria's Mexican Grill, Appleton, WI

Is applicant agent subject to completion of the responsible beverage server training course? Yes No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 20+ years

Place of residence last year 121 E Water St apt 118 Appleton, WI 54911

For: Tipsy Taco + Tequila Bar LLC
(Name of Corporation / Organization / Limited Liability Company)

By: Sarah Gregory
(Signature of Officer / Member / Manager)

Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

ACCEPTANCE BY AGENT

I, Sarah Gregory, hereby accept this appointment as agent for the
(Print/ Type Agent's Name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

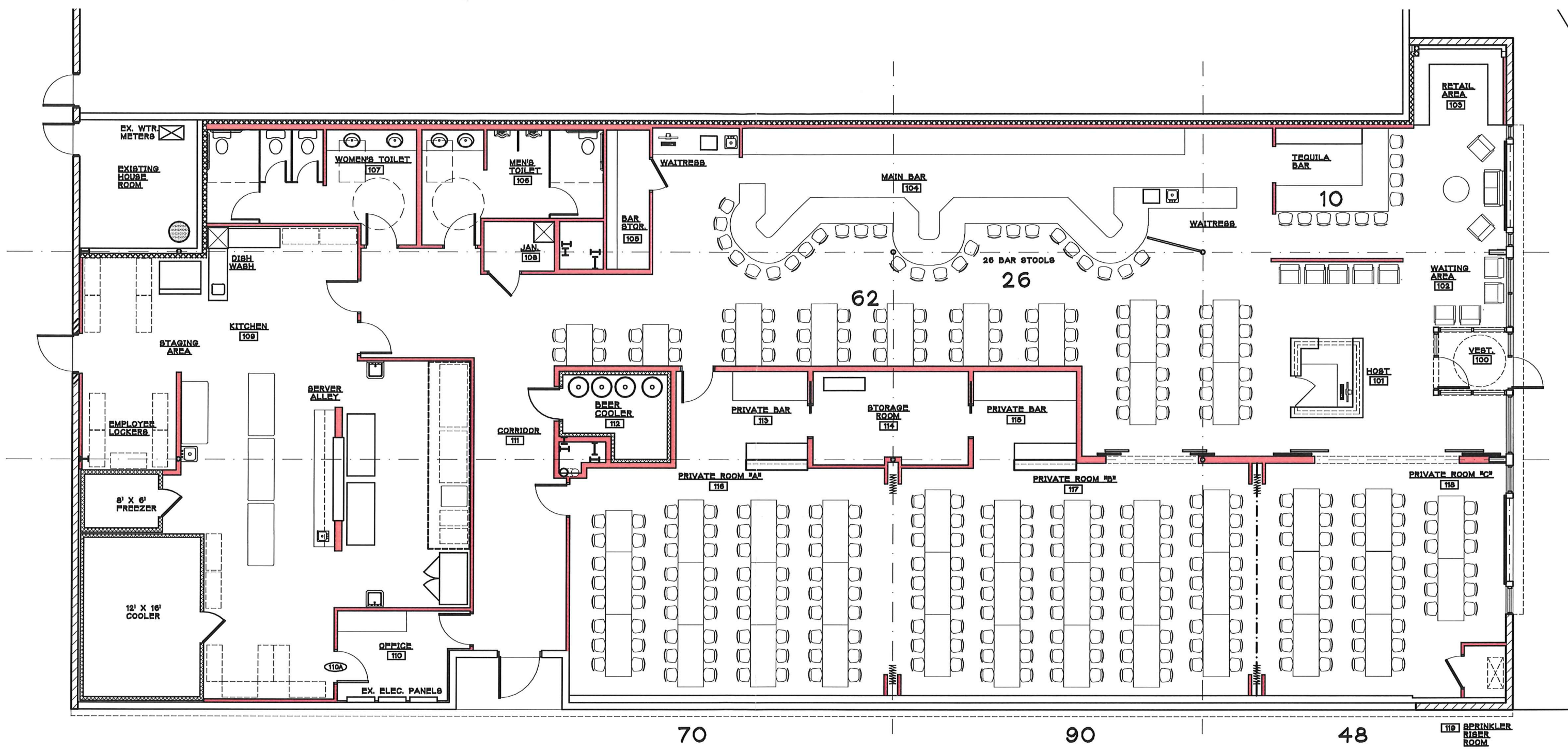
Sarah Gregory 3/11/22
(Signature of Agent) (Date)
111 E Water St apt 105 Appleton, WI 54911
(Home Address of Agent)

Agent's age
Date of birth

APPROVAL OF AGENT BY MUNICIPAL AUTHORITY (Clerk cannot sign on behalf of Municipal Official)

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on _____ by _____ Title _____
(Date) (Signature of Proper Local Official) (Town Chair, Village President, Police Chief)



450 MAX CAPACITY PER TOILET FIXTURE COUNT
 306 SEATING CAPACITY

7,758 sf
FLOOR PLAN NORTH
 SCALE: 3/16"=1'-0"



"...meeting community needs...enhancing quality of life."

**PARKS, RECREATION & FACILITIES
MANAGEMENT**

Dean R. Gazza, Director

1819 East Witzke Boulevard
Appleton, Wisconsin 54911-8401
(920) 832-5572 FAX (920) 993-3103
Email - dean.gazza@appleton.org

TO: Parks & Recreation Committee

FROM: Dean R. Gazza

DATE: 7/25/2022

RE: Action Item: Approve contract with Shade Systems for \$49,664.87 to purchase shade structures for Jones Park.

The 2021 carryover includes funding for shade structures within Jones Park. Two locations were identified that could accommodate structures to provide limited shading for spectators and users of the park.

Shade Systems was identified to provide the best overall solution. Their products are available for purchase on the HGAC government contract which is a cooperative purchasing program that provides competitive pricing to local governments and non-profits. These contracts are beneficial when there is only one local representative making it challenging to obtain multiple quotes.

The shades will be installed by a local contractor to be determined. Lead times on products are difficult to project, but it is anticipated that if we order in the near future, installation could occur in the fall.

Please contact me at 832-5572 or at dean.gazza@appleton.org with any questions.



“...meeting community needs...enhancing quality of life.”

**PARKS, RECREATION & FACILITIES
MANAGEMENT**

Dean R. Gazza, Director

1819 East Witzke Boulevard
Appleton, Wisconsin 54911-8401
(920) 832-5572 FAX (920) 993-3103
Email - dean.gazza@appleton.org

TO: Parks & Recreation Committee

FROM: Dean R. Gazza

DATE: 7/25/2022

RE: Action Item: Authorize staff to engage in further discussions with Trout Museum of Art representatives in order to continue exploring the feasibility of locating the museum within Ellen Kort Peace Park and, if feasible, further develop plans and agreements for subsequent approval by the Common Council during future steps in the process.

On June 13, 2022, the Mayor’s Economic Development Team was presented a concept and a request to locate the Trout Museum of Art (the ‘Museum’) in Ellen Kort Peace Park. After studying options, the Museum’s Board of Directors has decided to build a new museum instead of renovating the existing building as renovation costs are prohibitive for the extent of renovation required. In addition, the board has made it a priority to keep the museum in the City of Appleton. Its current building adjacent to Houdini Plaza will be sold and presumably returned to the tax rolls. The Museum’s search committee explored several locations in Appleton and more specifically, in the Downtown and adjacent areas, with Ellen Kort Peace Park as the ideal location. The Museum wants to engage with the City to explore the possibility further for this community improvement.

To date, discussions have been conceptual in nature, meaning there are still many details, concerns, and opportunities to be explored should the Council authorize further consideration.

Staff does support further conversation if the Common Council agrees. The concept of locating an art museum in Ellen Kort Peace Park, which has been conceptually designed as a “passive park” in which the design reflects art and creativity, and contemplation throughout, may be complementary uses if appropriately structured and designed.

Our team briefly discussed some minimum conditions that would be required for our support, and recommends Council affirm the conditions in authorizing further discussion. These include:

- The City will not sell the land and will retain ownership. A long-term lease would be

recommended.

- Park development costs and the value of a lease will be determined through the evaluation process, and the Museum will appropriately compensate the City of Appleton for both. Specific details of the project's finances will be determined over the course of design and drafting of a formal agreement, however, the Museum recognizes that the City expects to be made financially whole in any arrangement in Ellen Kort Peace Park.
- The building design include numerous sustainable features to minimize the aesthetic and environmental impacts of the museum building.
- City representatives must be involved in design of the museum, and approval of final design to ensure compatability with the park, neighborhood, City Plans and regulatory compliance.
- The community welcomes the plan.
- Use and maintenance for the City's park will need to be specified.

If the Common Council agrees to authorize further discussion, representatives of the Museum will continue to develop plans and work with staff to outline a collaborative approach whereby the Museum will be located in the park, its building and other improvements completed in complementary fashion with both the City's park plans and the future Nelson Heritage Bridge across the Fox River connecting from Pullman's to the future park. The result of this will be presented to the Common Council for its approval.

Please contact me at 832-5572 or at dean.gazza@appleton.org with any questions.



MEMO

TO: Finance Committee

FROM: Sue Ann Teer, Fiscal Resource Manager

Date: July 12, 2022

Subject: **The following 2022 Budget adjustment be approved for the replacement of a drone.**

Damage to City Property	+\$27,106
Miscellaneous Equipment	+\$27,106

Drones have become essential in law enforcement giving agencies a broader situational awareness and minimizing the safety of the community. Appleton Police purchased a M210 Drone in 2018 that has had more than 100 deployments for service. In May 2022, the M210 was damaged while being used for patrol operations. Unfortunately, the drone was not repairable.

Fortunately, the drone was covered by insurance which gives us the opportunity to replace the drone with the M300 RTK with more advanced technology such as:

- Upgrade transmission system – OcuSync Enterprise capable of greater transmissions and faster download speeds.
- Obstacle Sensing – Dual cameras and infrared sensors on all side detect smaller objects.
- Durability and Reliability – Extra levels of water protection
- Auxiliary LED Lights – Avoidance sensing in low light

We are requesting a 2022 budget adjustment to replace the damaged drone with the M300 RTK.



MEMO

TO: Finance Committee

FROM: Sue Ann Teer, Fiscal Resource Manager

Date: July 12, 2022

Subject: **The following 2022 Budget adjustment be approved for Safer Communities Law Enforcement grant funding.**

Miscellaneous State Aids	+\$225,618
Miscellaneous Equipment	+\$225,618

Governor Evers allocated American Rescue Plan Act (ARPA) funding for the Safer Communities Law Enforcement program. The Appleton Police Department was awarded \$225,618 of the formula-based grant that will be used for a wireless router system.

Taking advantage of technology is essential when officers are mobile and need to manage connectivity on multiple devices. Utilizing a secure wireless router system, such as Cradlepoint will ensure access can be provided remotely without lagging or loss of connectivity. The pilot program assessment completed in 2022 confirmed the reliability of this technology and realized the benefit of interconnectivity with AXON programs that we currently use for body worn cameras. A wireless router system is essential to augment our use of technology for the officer's safe and efficient response to calls for service, as well as increasing the officer's situational awareness to take appropriate action.

We are requesting a 2022 budget adjustment for the grant award.



"...meeting community needs...enhancing quality of life."

**PARKS, RECREATION & FACILITIES
MANAGEMENT**

Dean R. Gazza, Director

1819 East Witzke Boulevard
Appleton, Wisconsin 54911-8401
(920) 832-5572 FAX (920) 993-3103
Email - dean.gazza@appleton.org

TO: Finance Committee

FROM: Dean R. Gazza

DATE: 7/25/2022

RE: Action: Approve balance transfer of \$27,000 from the 2022 Einstein Park Land Improvement Project to the "2022 Telulah Park Pickleball Complex Project."

Action: Approve amendment and change order of \$27,592.96 to contract #21-22 "Telulah Park Pickleball Complex Project" for the addition of geogrid and breaker stone resulting in the contract to Northeast Asphalt increasing from \$586,552 to \$614,144.96.

The Capital Improvement Plan for the Telulah Pickleball Project consisted of a \$500,000 donation from a private citizen. In addition, \$108,000 in Special Consideration Funds from a 2021 carryover was added to the project to add court lighting and furnishings.

During excavation of the subsoils, bad soils were discovered and were required to be removed and replaced with geogrid and breaker stone. Total cost for the extra excavation and stone is \$27,592.96.

To fund this change order, we request that a positive variance of \$27,000 in the Einstein Park land improvement project be transferred to fund this change. Remaining funds in this CIP are allocated to fund landscaping, furnishings and the accessories.

We recommend a budget transfer from the positive variance from the Einstein Park land improvement project of \$27,000 to the Telulah Park Pickleball Complex Project.

Please contact me at 832-5572 or at dean.gazza@appleton.org with any questions.



"...meeting community needs...enhancing quality of life."

TO: Finance Committee

FROM: Jeri Ohman, Finance Director

DATE: July 25, 2022

RE: Request approval of ARPA Lost Revenue Budget Amendment

The 2021 ARPA budget included \$1,500,000 for lost revenue in the Parking Utility based on the Interim ruling and the transfer was made for these funds during 2021. The Final Rule was released in early January 2022, effective April 1, 2022. The Final Rule includes the ability to use ARPA funds for lost revenue, however, additional restrictions were imposed on reporting and tracking of those funds. After discussing the requirements with Clifton Larson Allen, LLP (CLA), it was noted that the Parking Utility did not have the required amount of "allowable" expenses to cover the full amount of lost revenue in 2021. Based on CLA's recommendation to avoid potential findings in the single audit, the transfer of ARPA funds was reversed.

This budget amendment would restore the lost revenue in the Parking Utility in 2022. The requirements of the Final Rule for using ARPA funds are expected to be satisfied in 2022, eliminating concerns related to the single audit.

Thank you for your consideration of this budget adjustment. Feel free to contact me if you have questions.

CITY OF APPLETON

INFORMATION TECHNOLOGY DEPARTMENT



100 N. Appleton Street
Appleton, WI 54911



(920) 832-6410



(920) 832-5885



helpdesk@appleton.org

To: Finance Committee, HR/IT Committee, and Common Council Members

From: Corey Popp, Information Technology Director

Date: July 22, 2022

Re: Recommendation to Award Council Chamber Tech Upgrade to Camera Corner/Connecting Point

Committees and Common Council Review

I present this memo to the Finance Committee as an action item and to the HR/IT Committee as an information item. It is presented to the Appleton Common Council for final approval based on the Finance Committee's recommendation.

Background

Earlier in 2022, the Council approved a \$60,000 IT budget carryover from the 2021 budget for a Council chamber technology upgrade. The upgrade includes the installation of a fourth video camera, four new display screens, a hearing loop, reprogramming of all microphones, and three new Internet-connected digital clocks. The RFP (Request for Proposals) also allowed suppliers to bid several optional components, including design reviews and tuning of the audio and video systems as well as the cleaning and dressing of the microphone closet. The costs contained within this memo include the estimates for the optional components.

RFP Process

The RFP contained a list of requirements, terms and conditions, and requests for information. A four-member panel received and evaluated four proposals based upon pre-established criteria covering Project Specifications and Requirements, Qualifications and Experience, Terms and Conditions, Appleton/Fox Valley Business Advantage, and Price Proposal. Proposals were scored individually and collectively, and ranked according to total score as follows (400 pts. possible):

- 1) Camera Corner/Connecting Point (CCCP) 385 points
- 2) Marco Technologies 343 points
- 3) Smart Spaces 245 points
- 4) DRS Sound* 171 points

*DRS Sound's bid addressed only a hearing loop installation. They are also represented in the CCCP bid as the subcontractor for the loop installation.

The Pricing Proposals remained password protected until the panel scored all other factors, after which the passwords were provided by the suppliers and distributed to panel members for final scoring of the bids. The estimated costs are:

CCCP:	\$49,930.02
Marco Technologies:	\$65,566.47
Smart Spaces	\$58,959.75
DRS Sound:	\$10,750.00

Conclusion

Following the proposal evaluations, the panel arrived at the unanimous decision to award the project to CCCP, subject to final contract negotiations and Common Council approval. If you have any questions regarding this recommendation, please contact Corey Popp at corey.popp@appleton.org or 832-5892. Thank you for your consideration.



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Minutes CEA Review Committee

Monday, July 11, 2022

4:00 PM

Council Chambers, 6th Floor

1. Call meeting to order

2. Roll call of membership

Present: 4 - Ohman, Fenton, Doran and Public Works Director Block

3. Approval of minutes from previous meeting

[22-0842](#)

Minutes from April 11, 2022

Attachments: [Minutes from April 11, 2022.pdf](#)

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

Aye: 4 - Ohman, Fenton, Doran and Public Works Director Block

4. **Public Hearings/Appearances**

5. **Action Items**

[22-0843](#)

Request to use replacement reserve funds from van 1002 to upfit van 1001, and keep van 1001 in the REP fleet.

Attachments: [CEA Memo Unit 1002 Conversion of 1001 into Crime Scene vehicle.pdf](#)

Fenton moved, seconded by Public Works Director Block, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Ohman, Fenton, Doran and Public Works Director Block

[22-0844](#)

Request for joint purchase and ownership of a new Mobile Command Center with Outagamie County.

Attachments: [CEA Memo 2023 CP purchase .pdf](#)

Fenton moved, seconded by Ohman, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Ohman, Fenton, Doran and Public Works Director Block

[22-0845](#)

Request to downgrade 8 unmarked police cars and upgrade 3 intensive use squad cars.

Attachments: [CEA Memo for 2023 Squad Changes .pdf](#)

Fenton moved, seconded by Ohman, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Ohman, Fenton, Doran and Public Works Director Block

[22-0846](#)

Request to add the replacement for mower 5530 into the CEA fleet.

Attachments: [Request to place mower 5530's replacement into CEA fleet.pdf](#)

Fenton moved, seconded by Ohman, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Ohman, Fenton, Doran and Public Works Director Block

6. Information Items

7. Adjournment

Fenton moved, seconded by Ohman, that the meeting be adjourned. Roll Call. Motion carried by the following vote:

Aye: 4 - Ohman, Fenton, Doran and Public Works Director Block



"...meeting community needs...enhancing quality of life."

MEMORANDUM

TO: Community and Economic Development Committee (CEDC)
City Plan Commission

FROM: Karen Harkness, Director of Community & Economic Development

DATE: July 27, 2022

RE: College North Neighborhood Plan

In response to a Request for Proposals (RFP) issued by staff, Council awarded the contract to RDG Planning & Design to prepare a College Avenue North Neighborhood Plan. This plan provides a framework for future development for the area north of College Avenue that facilitates greater connectivity between the City, adjacent neighborhoods, existing businesses, and not-for-profits while recognizing the influences between buildings, social settings, and the surrounding environment. Additionally, this plan builds upon the vision and goals of the City's Comprehensive Plan, identified and responded to current conditions and issues, and provided a market analysis, redevelopment alternatives, implementation plans and strategies.

The City of Appleton launched the College North Neighborhood Plan in the Fall of 2021 and finished in the Summer of 2022. Over 100 people attended meetings, design studios, and a public open house, and over 6,400 people visited the project website. A Steering Committee, formed with various public members, and a Technical Review Committee, made up of various City staff, were also heavily involved in offering input to the plan.

Attached for your consideration is an Executive Summary and the final version of the College North Neighborhood Plan.

Please feel free to contact me at 920-832-6468 with any questions, or by email at karen.harkness@appleton.org.

Staff Recommendation:

The Community and Economic Development Committee approve the College North Neighborhood Plan as presented.

Executive Summary



Purpose of the Plan

- Refine and articulate the vision from the Comprehensive Plan for this district.
- Identify the future opportunities and forces affecting the neighborhood.
- Analyze potential redevelopment options for properties.
- Support equitable and inclusive development and design.
- Leverage relationships between stakeholders to create future opportunities.
- Update the Downtown Market Analysis and prepare a housing strategy for the area.

About the Study

This plan builds upon the vision and goals of the City's Comprehensive Plan. It provides an analysis of redevelopment alternatives that deliberately shape and stimulate the design of development for the neighborhood. Serving as a hub that connects neighborhoods and downtown, the College North Neighborhood is well poised to invigorate private and public investment.

Planning for the future has proven to result in dividends for Appleton, making the practice of planning even more important for the College North Neighborhood. To have a neighborhood by design, rather than by default, leverages the momentum of investments, including the renovation of the Appleton Public Library, street improvements for Appleton Street, and a series of proposed development projects that includes housing and mixed use development.

Process

The City of Appleton launched the College North Neighborhood Plan in Fall 2021 and finished in Summer 2022. The focus of the initiative was to author a neighborhood plan that assembles all of the current initiatives - both private and public - and investigates future opportunities for long-term vibrancy and vitality. Over 100 people attended meetings and over 6,400 people visited the project website.

Organization of the Plan

1. INTRODUCTION that orients the reader to the neighborhood, purpose of the plan and public engagement process.
2. PLANNING CONCEPTS show Development and Mobility enhancements for the neighborhood and represents the plan's core recommendations.
3. PROJECT PRIORITIES show where the community should orient resources for implementation.
4. MARKET STUDY forecasts housing demand and commercial activity through quantitative and qualitative data.

Planning Concepts

The College North Neighborhood Plan explores concepts for future development that intend to unite each site to its surrounding context, while maximizing outcomes. Several sites in the neighborhood are candidates for redirection. Some sites are publicly-owned and may be redeveloped for private use. Others are privately-owned and might be redeveloped.

Property owners and developers, in responding to the development concepts, may take different, equally valid, approaches to opportunity sites. Therefore, the plan explores possibilities for redevelopment and suggests patterns that connect each site.

Mobility concepts reinforce the City's existing Downtown Streetscape Design Guide.

CONCEPTS

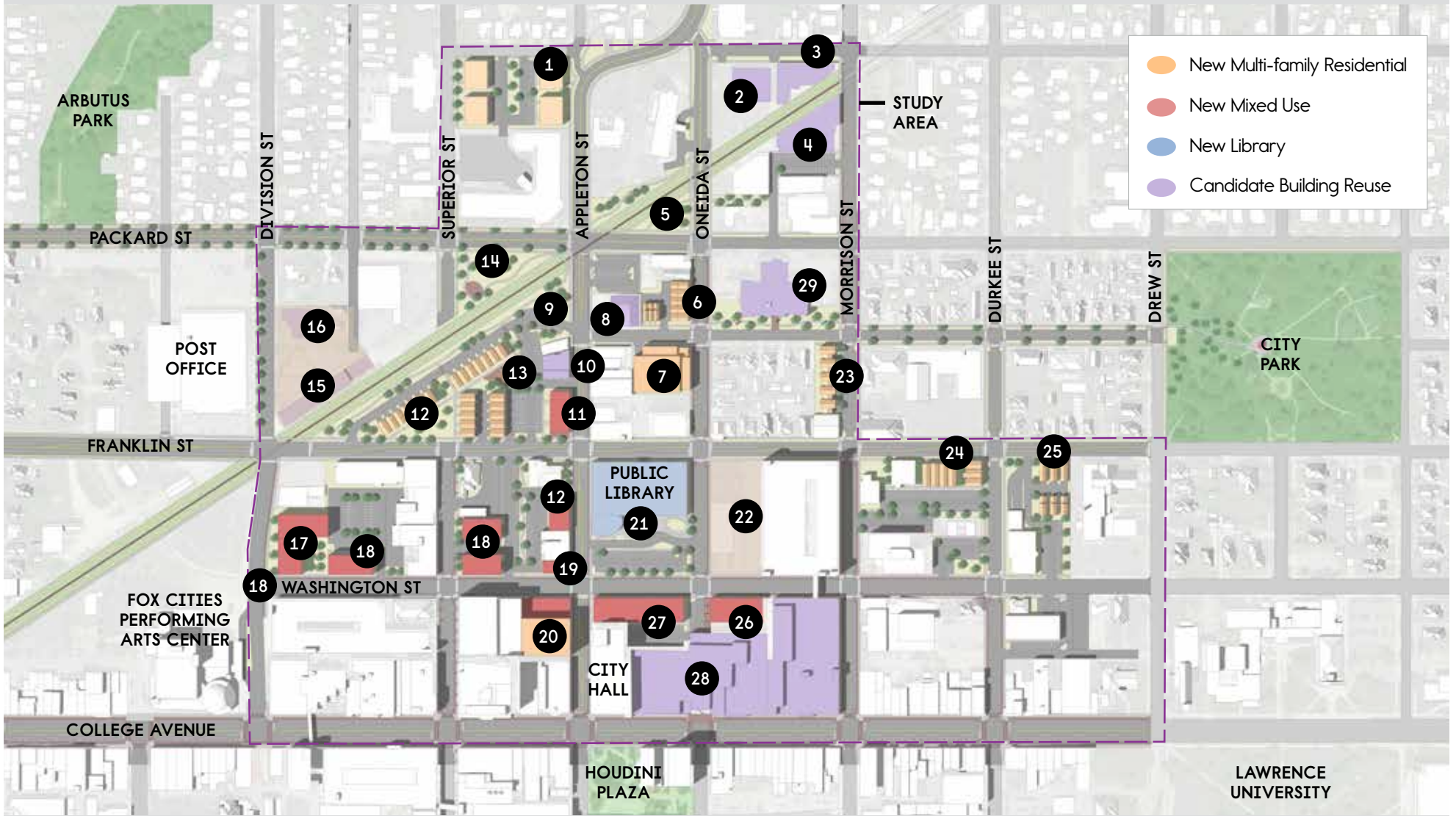
Concepts are just that, ideas for the future with the purpose of improving the quality of the area. Concepts for the College North Neighborhood include twenty eight possible key initiatives. The key includes their level of priority for implementation.

1. Senior-Oriented Living
2. Existing Automotive Reuse
3. Existing Reuse
4. AASD Maintenance Facility Reuse
5. Triangle Park
6. Townhomes
7. Multi-Family
8. Development Site
9. Parking Lot
10. Building Rehabilitation - High Priority
11. Mixed Use Project - High Priority
12. Union Springs Development
13. Union Springs Park
14. Packard Place
15. Building Reuse or Redevelopment
16. Human Services Campus
17. Multi-Family
18. Development
19. Commercial Corner - High Priority
20. Corner Redevelopment - High Priority
21. Appleton Public Library - HIGHEST Priority
22. Public Transit Redevelopment - High Priority
23. Morrison Street Infill
24. Durkee Street Infill
25. Franklin Street Infill
26. Merge Phase 1 - High Priority
27. Merge Phase 2 - High Priority
28. City Center Plaza - High Priority



APPLETON PUBLIC LIBRARY (RENDERING BY SOM)

PLANNING CONCEPTS



Source: RDG Planning & Design

Downtown Housing

THE HOUSING UNIT DEMAND FOR DOWNTOWN RANGES FROM 750-800 UNITS BETWEEN 2020 TO 2030, REPRESENTING ABOUT 25% OF TOTAL CITYWIDE DEMAND.

The City has development agreements or approval for an additional 461 new residential building units, which are or will be built before 2024. These units represent 15% of the citywide's 10-year unit demand through 2030. Considering the current household size of 2.11 people per household, these units represent 18% of the forecasted 2030 city population.

Building permit data suggests that downtown represents a desirable market for residential development and will be a significant contributor to future growth in Appleton. Recent downtown residential supply could also be attributed to the relative expense of developing new greenfield sites in Appleton and the value return from developing downtown. However, the average construction of 154 units a year from 2020 to 2023 is not expected to sustain through 2030 based on land availability, long-term market cycles, and steady absorption of these 461 units.

Assumptions:

- Appleton's growth rate of 0.7% will result in a 2030 population forecast of 81,109, or an additional 5,465 people.
- Downtown represents 30% of the total 2030 population forecast growth from 2020 to 2030, or about 1,600-1,700 people
- The average household size in downtown remains steady at 2.11 people per household.
- Unit demand considers some vacancies need to allow unit choice and mobility of residents.
- Unit demand for downtown will have a higher split of renters to owners, meaning downtown will help fill more of the need for rental units at all price points across the city. Currently, about 48% of downtown residents are renters.

This study forecasts about 340 to 410 additional units above the 461 units coming online before 2024.

Communities know from the experience that an appropriate mix of housing types defined by a relatively high-density single-family component appear to offer the right combination of community and privacy, of space and density. The plan's vision and objective of this opportunity must be to keep people in the city, near downtown if desired, as their families grow and their household needs change, to provide settings for people of all ages, and to fill neighborhood streets and spaces with the sound of children. The plan's concept have been carefully designed to do precisely that. We hope that you will view it through that prism.



College North

neighborhood plan

JULY 15, 2022





Acknowledgements

MAYOR

Jake Woodford

COMMON COUNCIL

William Siebers

Vered Meltzer

Brad Firkus

Israel Del Toro

Katie Van Zeeland

Denise Fenton

Maiyoua Thao

Joss Thyssen

Alex Schultz

Vaya Jones

Kristin Alfheim

Nate Wolff

Sheri Hartzheim

Christopher Croatt

Chad Doran

STEERING COMMITTEE

Andrew Bellows

Resident

Debra Dillenberg

Appleton Housing Authority

Marissa Downs

Developer and ARA Chair

Kim Esselman

Appleton Housing Authority

Ald. Brad Firkus

Member of CEDC and Transit

Greg Hartjes

Appleton Area School District

Todd Heid

Property and Business Owner

Pat Leigl

Salvation Army

Elizabeth Ringgold

Pfefferle and Realtor

Sabrina Robins

Plan Commission Member

John Ulness

Business and Property Owner
and Resident

Manny Vasquez

Resident

Shawn Whitworth

Mission Church

Oliver Zornow

Building for Kids

TECHNICAL COMMITTEE

Dean Gazza

Director of Parks, Rec & Facilities
Management

Karen Harkness

Director of Community & Economic
Development

Don Harp

Principal Planner

David Kress

Principal Planner

Ron McDonald

Valley Transit General Manager

Matt Rehbein

Economic Development Specialist

Colleen Rortvedt

Library Director

Monica Stage

Deputy Director of Community &
Economic Development

Jessica Titel

Principal Planner

Paula Vandehey

Director of Public Works

Jake Woodford

Mayor

CONSULTANT TEAM



RDG Planning & Design

www.rdgusa.com

Omaha | Des Moines | Madison



07 **1. Introduction**

63 **4. Market Study**

15 **2. Planning Concepts**

101 **a. appendix**

20 Development Concepts
45 Mobility Concepts

59 **3. Project Priorities**

STUDY AREA



SOURCE: City of Appleton



1

Introduction

Purpose of the Plan

- Refine and articulate the vision from the Comprehensive Plan for this district.
- Identify the future opportunities and forces affecting the neighborhood.
- Analyze potential redevelopment options for properties.
- Support equitable and inclusive development and design.
- Leverage relationships between stakeholders to create future opportunities.
- Update the Downtown Market Analysis and prepare a housing strategy for the area.

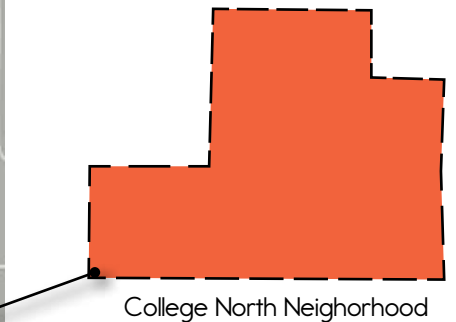
About the Study

This plan builds upon the vision and goals of the City's Comprehensive Plan. It provides an analysis of redevelopment alternatives that deliberately shape and stimulate the design of development for the neighborhood. Serving as a hub that connects neighborhoods and downtown, the College North Neighborhood is well poised to invigorate private and public investment.

About the Area

The City of Appleton is located in the Fox River Valley of northeastern Wisconsin and has a population of approximately 76,000. Downtown Appleton is the heart of the Fox Valley. As an arts and entertainment district, the area has embraced the creative economic energy of business, tourism, education and love of the Fox River. That has led to resurgence and increased vibrancy of Downtown, drawing praise from SmartAsset in 2020 and naming Appleton as one of the "Most Livable Small Cities".

Planning for the future has proven to result in dividends for the Appleton, making the practice of planning even more important for the College North Neighborhood. Since the completion of the Comprehensive Plan in 2017, the City has experienced an additional \$20 million in tax increment with over 400 new residential units that have either been announced or developed. In addition, new



City of Appleton,
Wisconsin

commercial space has opened across numerous projects. To have a neighborhood by design, rather than by default, the plan needs to leverage this momentum to become a stronger neighborhood. The College North Neighborhood includes the Appleton Public Library (under major renovation), Transit Center (the central hub of a regional transit system serving a 117 square-mile area with over

200,000 residents), churches, residential, commercial, privately-owned and publicly-owned parking. The neighborhood includes two Tax Incremental Financing Districts (TIF 3 & 11) and much of the area is designated as an Opportunity Zone. All of these assets positions the neighborhood to help stimulate further private investment.

Engagement Initiatives

The City of Appleton launched the College North Neighborhood Plan in Fall 2021 and finished in Summer 2022. The focus of the initiative was to author a neighborhood plan that assembles all of the current initiatives - both private and public - and investigates future opportunities for long-term vibrancy and vitality.

The public engagement process focused on building relationships through one-on-one discussions, community meetings, and a multitude of meetings and interviews to gain input and feedback from people who know the area best—its residents, employees and community leaders.

Steering Committee

A Steering Committee of 14 people met at key points in the process to identify ideas and concerns for the future. Representatives included residents, business/property owners and employees, elected officials, school district, and leaders in the community. Names are listed in the acknowledgments.

Technical Committee

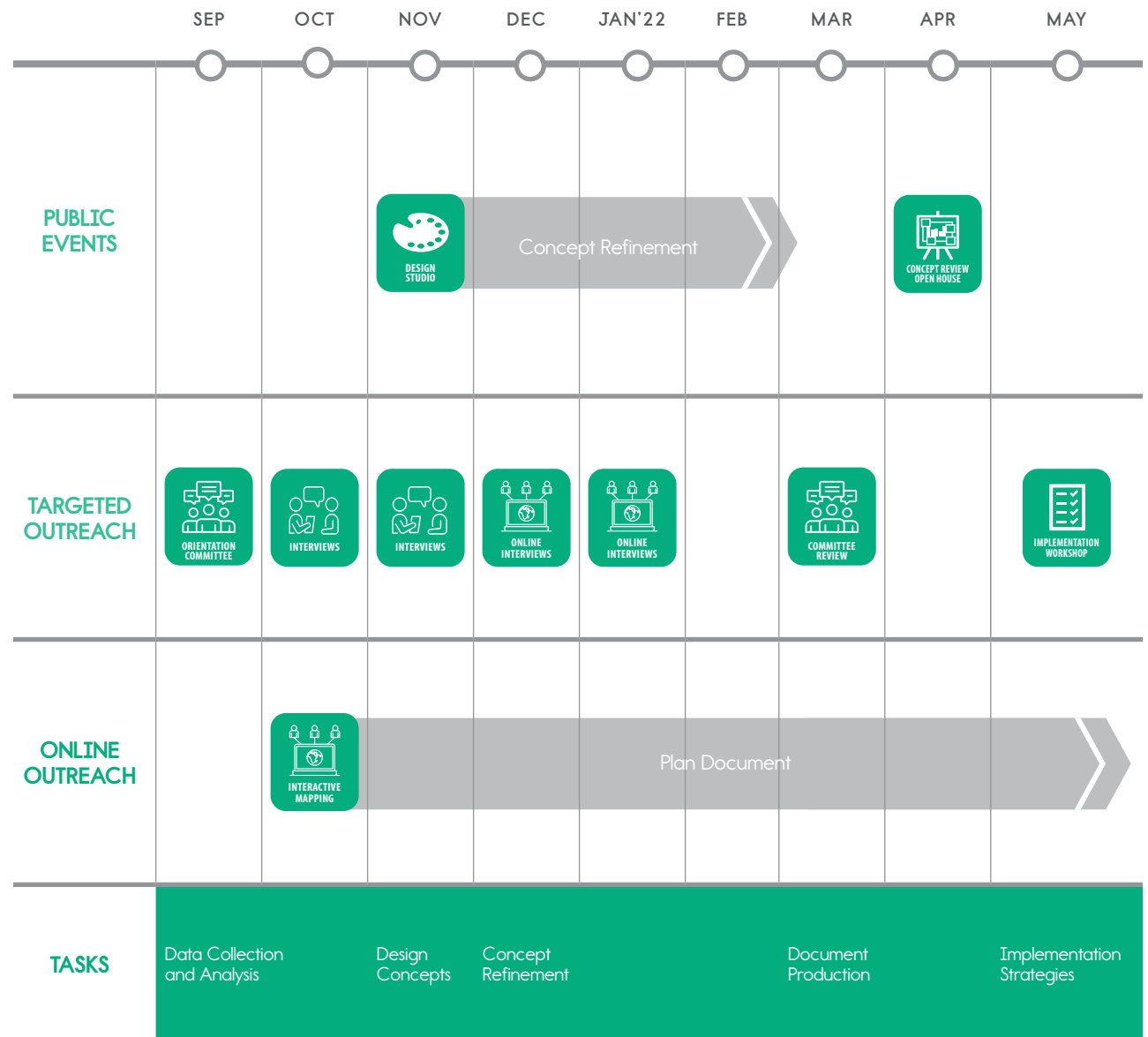
The technical committee included city staff who met often to tailor the process and content as necessary.

Outreach Activities

Altogether, over 2,000 people contributed time and interest to the planning process. Discussions covered broad topics including the influence of the pandemic, people and places, inclusivity, land use, housing, economy, mobility, parks and open spaces, community facilities and more. Public input guided the



FIGURE 1.2: ONLINE INTERACTIVE MAPPING COMMENT LOCATIONS



organization of the plan, resulting in a vision for the future of the neighborhood.

The engagement had three pillars of outreach, including open, targeted and online.

Open Outreach. Open outreach activities were opportunities for anyone to attend. Open Houses, public focus groups and intercept interviews out in the community were examples of open outreach.

Targeted Outreach. Targeted outreach activities were deliberate invitations to stakeholders for them to share their thoughts about the neighborhood. All property owners were mailed two invitations to participate in the planning process.

Online Outreach. Online outreach activities were opportunities for people to engage with online mapping tools and interact via social media.

Past Planning Initiatives

Thank you to the thousands who showed interest in this planning effort and past planning efforts, as these helped shape questions, conversations and priorities:

- 2021 Public Library Design
- 2021 Downtown Streetscape Design Guide
- 2017 City Comprehensive Plan and Downtown Plan
- 2016 Downtown Mobility Plan
- 2016 Trails Master Plan
- 2015 Downtown Parking Study

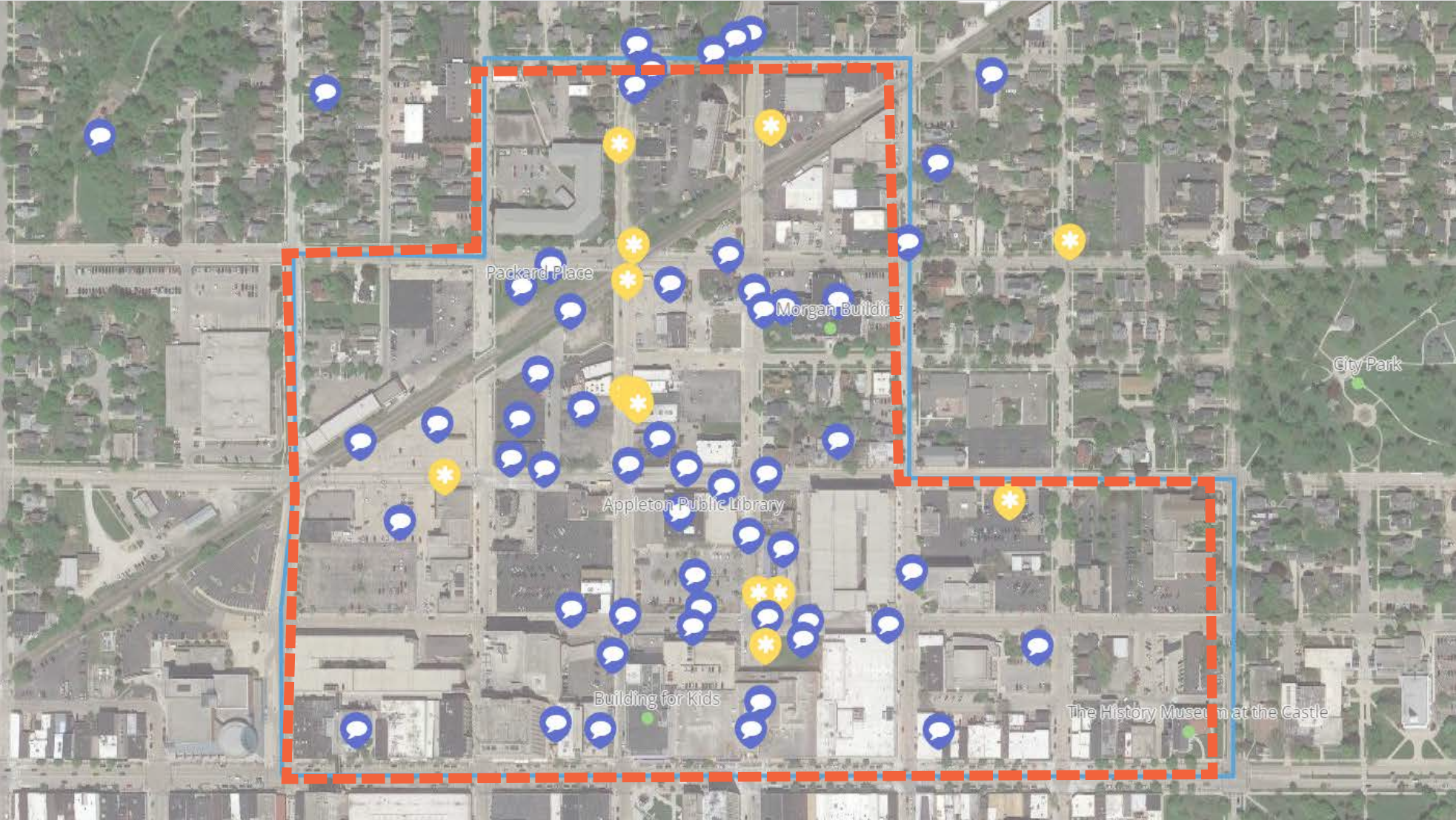


100+
MEETING ATTENDEES

2057
UNIQUE WEBSITE
VISITS

6425
TOTAL WEBSITE VISITS

FIGURE 1.2: ONLINE INTERACTIVE MAPPING COMMENT LOCATIONS



SOURCE: Social Pinpoint - www.planappleton.com (temporary project website)

Planning Concepts

The College North Neighborhood Plan creates a program for concepts and implementation by combining input from the public with a review of both development trends and market potential.

The vision begins with establishing a program, much like an architectural program for a building project. The program sets forth the ingredients of development for both current and future community needs, pending projects and other opportunities. The program is comprised of three separate agendas - Development, Mobility, and Community.



2

Planning
Concepts



DEVELOPMENT

The DEVELOPMENT PROGRAM replaces land uses that are either functionally obsolete or do not achieve full development potential. Identifying sites that can take advantage of Appleton's growth and expanding demand is an important priority for this plan. Key elements include:

- Strengthen the connection between downtown and neighborhoods, while enhancing the current neighborhood
- Explore different development forms unavailable in the area
- Empower private market to lead change
- Complement, not compete with College Avenue

MOBILITY

The MOBILITY PROGRAM leverages existing initiatives, such as the Streetscape Design Guide, and proposes initiatives that improve the circulation, access, utilization and operations in the neighborhood. It is largely based on the area's need for increased connectivity, accessibility and efficiency. Key elements include:

- Improve convenience for moving throughout the area
- Create logical connections to surrounding areas
- Improve the aesthetic appearance of the neighborhood and mobility paths

COMMUNITY

The COMMUNITY PROGRAM is accomplished through achieving the development and mobility agendas. It is based on building desirable outcomes for participants, stakeholders and reinforcing a positive image of the district. Key elements include:

- Create conditions that feel safe, inviting and comfortable
- Increase choices for housing and transportation
- Connect downtown and surrounding neighborhoods
- Inspire stakeholders to become champions for the neighborhood's success

Sites Subject to Change

SUBJECT-TO-CHANGE

If a site is subject-to-change, it means that market forces may influence redirection of the site's use in the future. Sites identified as subject-to-change are not targeted for redevelopment. Instead these are areas that could be explored with future scenarios for preservation, reuse or redevelopment. Conditions that lead to becoming a site that is subject-to-change include:

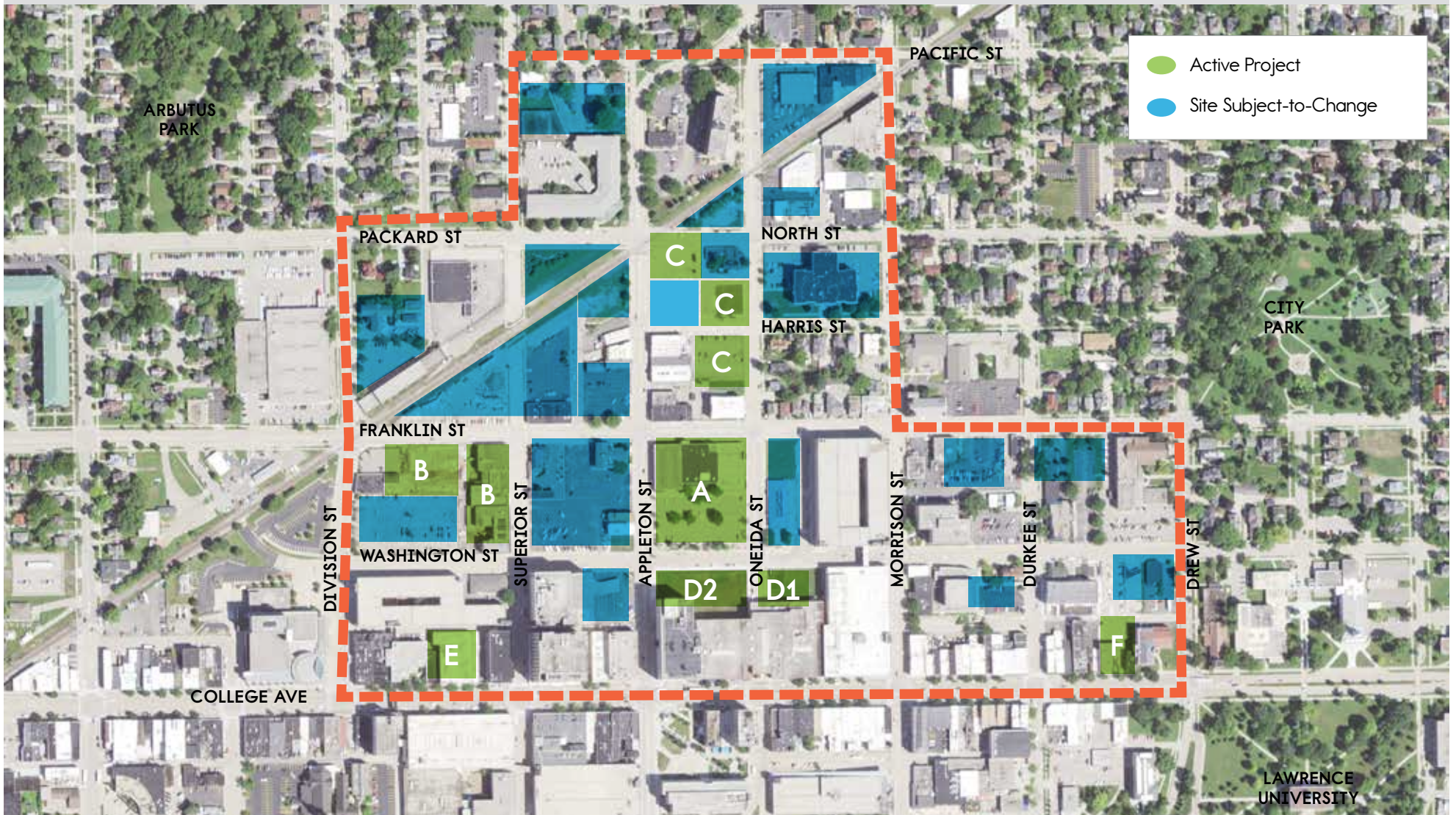
- Market exists for higher intensity use
- Vacant building
- Open or vacant lots
- Underused site
- Obsolete or incompatible uses
- Surface parking areas

ACTIVE PROJECTS

The neighborhood has many sites experiencing development activity or with recently completed development. Identified sites include projects that are under construction, recently built, or have an approved development agreement.

- A. Appleton Public Library
- B. Crescent Lofts, recently completed
- C. Rise Apartments
- D. Merge Development (phases 1+2)
- E. Park Central
- F. 320 E. College Avenue

MAP 2.1: SITES SUBJECT-TO-CHANGE



Source: RDG Planning & Design, Public Input

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Development Concepts



Development Concepts

The College North Neighborhood Plan explores concepts for future development that intend to unite each site to its surrounding context, while maximizing outcomes. Several sites in the neighborhood are candidates for redirection. Some sites are publicly-owned and may be redeveloped for private use. Others are privately-owned and might be redeveloped.

Property owners and developers, in responding to the development concepts, may take different, equally valid, approaches to opportunity sites. Therefore, the plan explores possibilities for redevelopment and suggests patterns that connect each site.

This section explores the potential of these opportunity sites, including redevelopment and reuse.

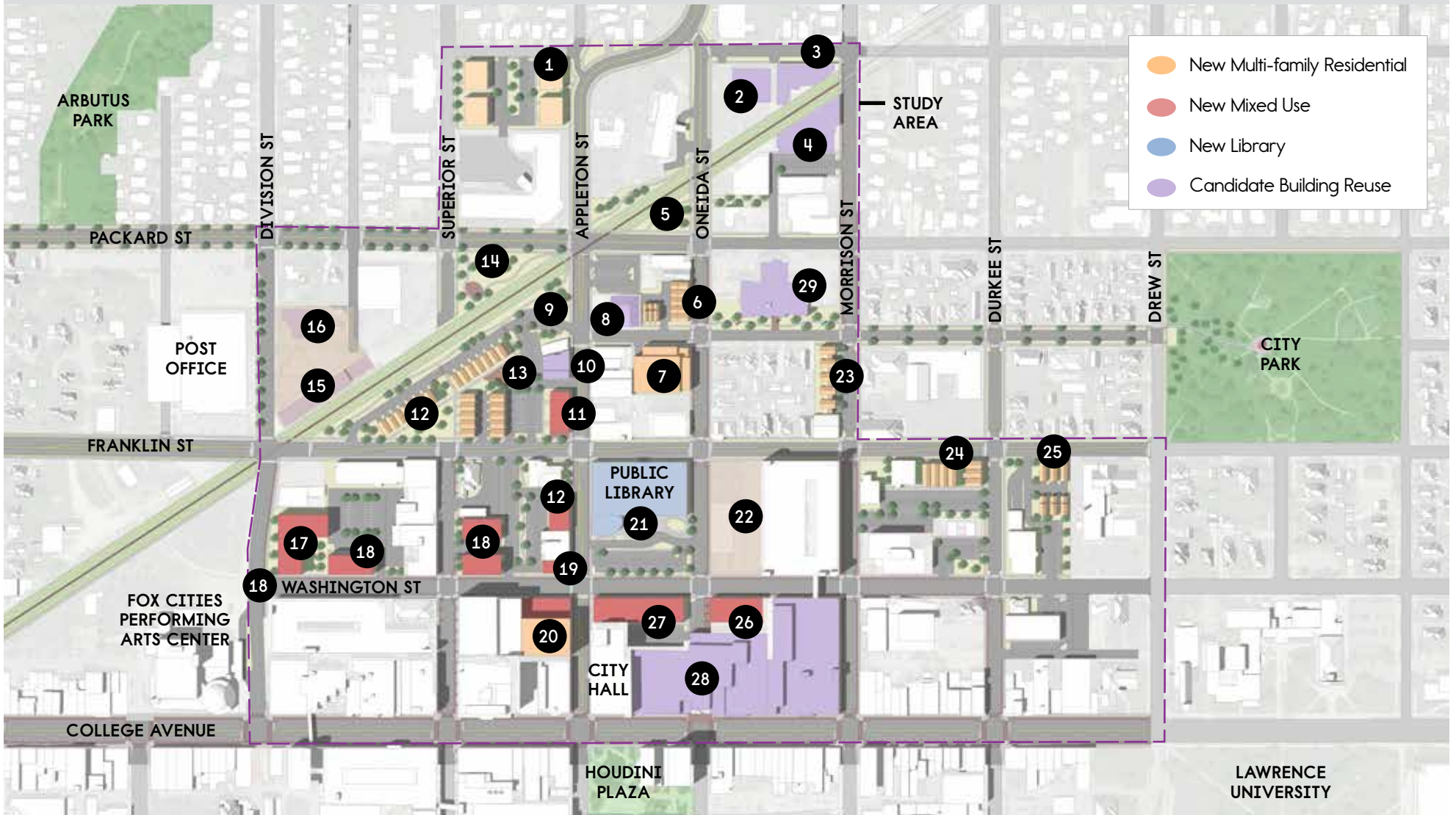
CONCEPTS

Concepts are just that, ideas for the future with the purpose of improving the quality of the area. Development concepts for the College North Neighborhood includes twenty eight possible key initiatives, which are noted in Map 2.2 and described herein.

1. Senior-Oriented Living
2. Existing Automotive Reuse
3. Existing Reuse
4. AASD Maintenance Facility Reuse

5. Triangle Park
6. Townhomes
7. Multi-Family
8. Development Site
9. Parking Lot
10. Building Rehabilitation
11. Mixed Use Project
12. Union Springs Development
13. Union Springs Park
14. Packard Place
15. Building Reuse or Redevelopment
16. Human Services Campus
17. Multi-Family
18. Development
19. Commercial Corner
20. Corner Redevelopment
21. Appleton Public Library
22. Public Transit Redevelopment
23. Morrison Street Infill
24. Durkee Street Infill
25. Franklin Street Infill
26. Merge Phase 1
27. Merge Phase 2
28. City Center Plaza

MAP 2.2: DEVELOPMENT CONCEPTS



Source: RDG Planning & Design

#1. Senior-Oriented Living

The buildings on the 200 Block of W. Pacific Street, north of the Appleton Retirement Community Center, include a mix of single-family homes and small multi-family structures. The properties are bounded by higher intensity uses and daily traffic with relative close proximity to downtown services. Any future reuse of the site a higher intensity use would be compatible with its surroundings. This plan presents a scenario for adding senior-assisted or independent living that could be a congregate “small house” setting (8 to 12 units per building) or townhouses. Desirable features include (1) buildings oriented to the street with parking in the interior and (2) logical connections to neighboring properties.

Implementation. Building a higher intensity use may necessitate that properties be assembled by an entity that can hold properties. Sometimes the private sector is hesitant to take on the risk of property owners unwilling to transfer their property.

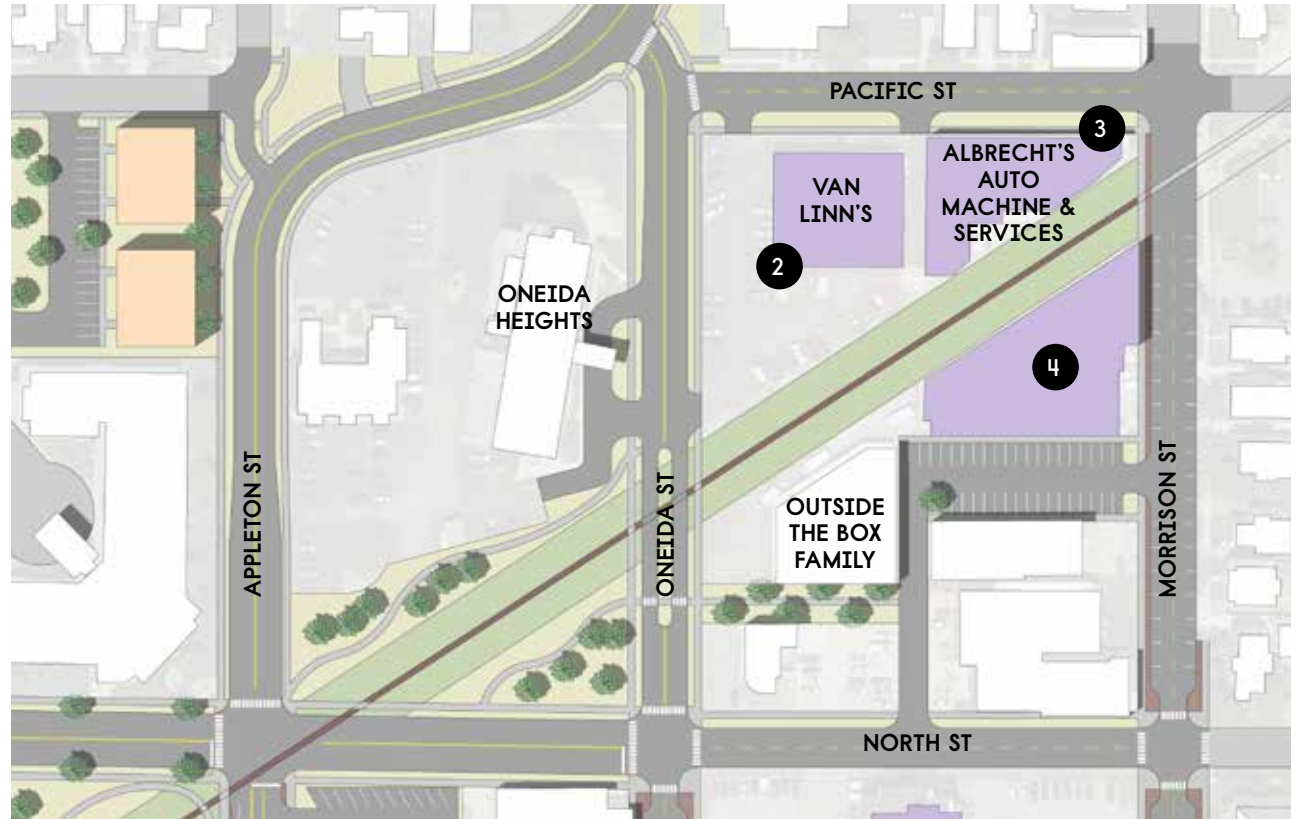


#2/3/4. Building Reuse

The Plan recognizes that, over time, buildings get reused for another purpose or their site gets redeveloped altogether. This Plan first considers options of reuse before redevelopment.

2. **Existing Automotive Reuse.** Continued. Redevelopment options may lean towards single-level cottage homes for older adults with pathways to the Oneida Heights campus.
3. **Existing Reuse.** The existing building could possibly be reused as an amenity for nearby senior housing campus, such as a center for activities.
4. **AASD Maintenance Facility Reuse.** Potential reuses include residential conversion, start-up space for small businesses, crafts industrial uses, artist studios and a range of similar uses.

Additional site area improvements include defining attractive pathways that link parking areas to Oneida Street.

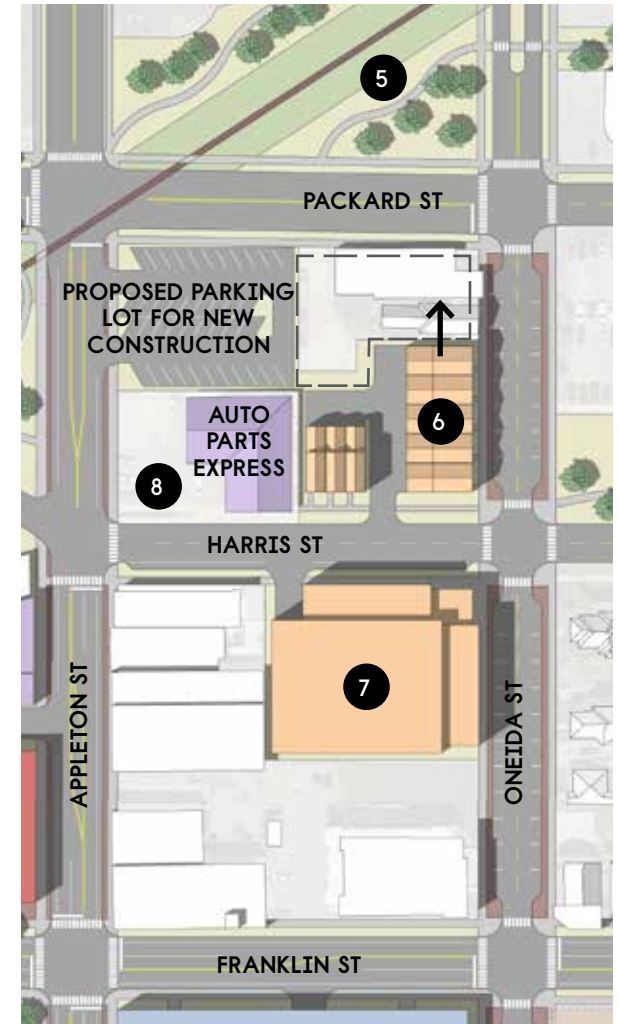


- | | |
|---|---------------------------|
| 2 | Possible Redevelopment |
| 3 | Community Building |
| 4 | AASD Maintenance Building |

#5/6/7/8. Franklin to Tracks

Properties on Oneida Streets, between Franklin and Packard Streets are under review for future housing. With these changes, other nearby sites may face redirection.

5. **New! Triangle Park.** Replace the existing surface parking with an open space to buffer development from the railroad. The park provides greenspace for the nearby housing development and becomes part of the raiIside greenway with plantings and ornamental fence.
6. **New! Townhomes.** Proposed townhome development in its planning stage in 2022. The project is oriented to low- and moderate-income (LMI) persons and is being financed through Low-Income Housing Tax Credit (LIHTC). This plan explores a future phase of townhomes extending to Packard Street.
7. **New! Multi-Family.** Proposed townhome and multi-family development with enclosed parking. Project is by the same developer as #6.
8. **New! Development Site.** Redirection may include new commercial or mixed use development. Site reuse could include restoration of the building façade or adaptive reuse.



- | | |
|---|------------------|
| 5 | Triangle Park |
| 6 | Townhomes |
| 7 | Multi-family |
| 8 | Development Site |

#9/10/11. Union Springs Triangle

The properties bounded by Appleton Street, Franklin Street and the railroad tracks offer a significant opportunity area for new development that, if planned in coordination, can include complementary features that serve future residents and businesses.

9. **Parking Lot.** Aligning Harris Street to Rookie's parking lot will strengthen circulation to future development and Franklin Street. Redesigning the lot will increase parking capacity area businesses. The city-owned lot next to the railroad tracks would be folded into the site design and may include a formal entrance feature to downtown.
10. **Building Rehabilitation.** Retention and rehabilitation of existing two-story commercial building is a priority as is. Renovating the upper levels for residential.
11. **New! Mixed Use Project.** The northwest corner of Franklin and Appleton Streets wants a project that holds the corner, meaning that a new project is built to property line. The multi-story building should activate the street level with commercial uses and have upper story residential. The building's architectural design should complement nearby structures. Behind the building is a shared parking lot between development projects.



9	Parking Lot
10	Building rehabilitation
11	New Mixed Use Project
12	Union Springs Development
13	Union Springs Park



#12. Union Springs Development

The Union Springs Development is a conceptual design for introducing new housing options near downtown by combining surface parking lots and vacating a spur of Superior Street into a single development site. The concept shows new medium-density residential development west of Kalata Place between Franklin Street and railroad, common open space, greenways and about 24 townhouse/rowhouse units. Key elements include:

- Housing
- Outdoor gathering space (s)
- Greenway trail parallel to the railroad tracks with possible parking
- Vacation of Superior Street right of way, north of Franklin Street and vacation of Kalata Place right of way





LOOKING NORTHWEST

#13. Union Springs Park

Union Springs Park is listed as a Local Historic Site by the Appleton Historic Preservation Commission. Their record states, "The 535-foot deep artesian well supplied clean water to the Lutz Ice Company plant at a rate of 100 gallons per minute which allowed the company to manufacture 60 to 65 tons of ice every day which was crushed into ice cubes at a rate of 128 ice cubes every three minutes and then packaged for its customers in Fox River Valley (City of Appleton)."

Today, the site is relatively unknown to many in the community. While the well itself is not historical, the site's story should be celebrated and represented in a 21st century image through public art. The images provided as precedent imagery stimulate further discussion.



13 Union Springs Park

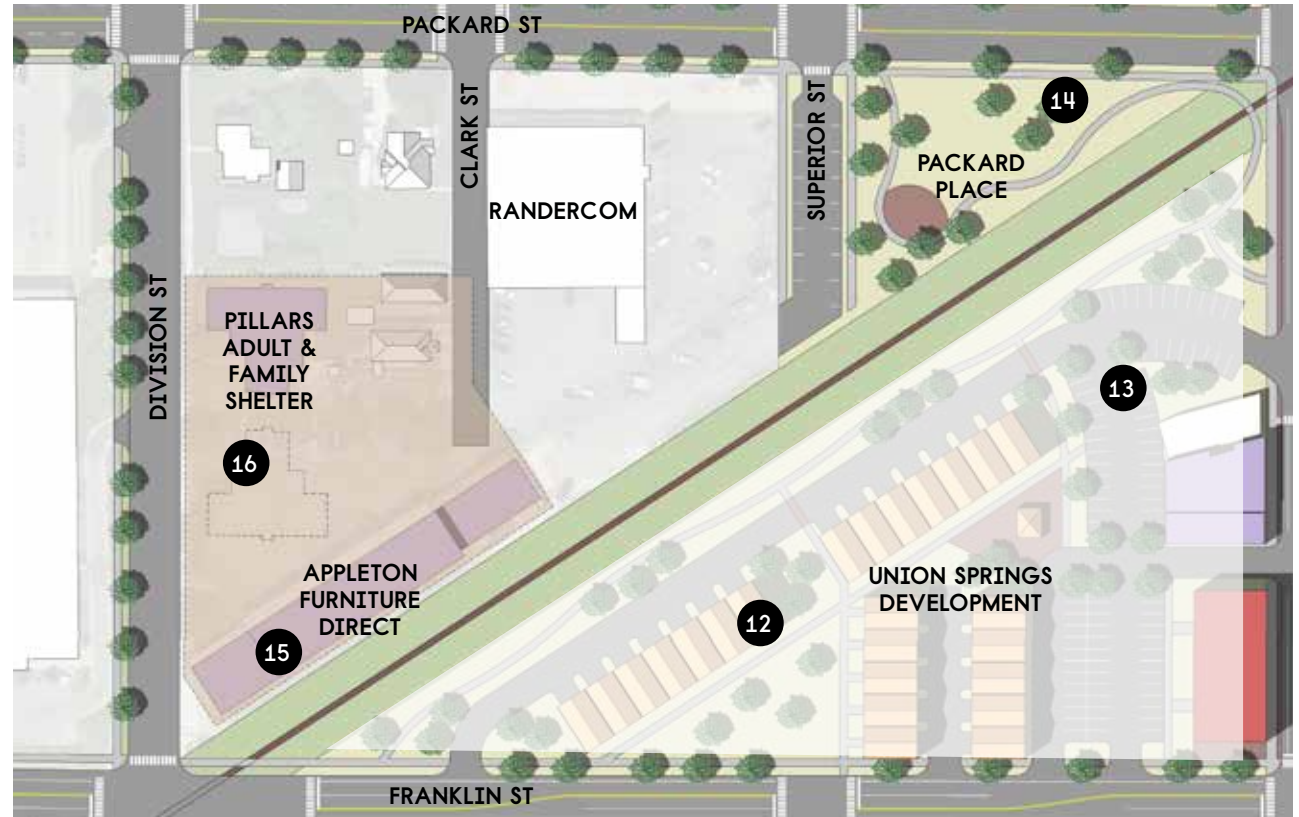


#14/15/16. Packard Triangle

The Packard Triangle includes the Packard Park and the area between Division Street and railroad.

Concepts for this area include:

14. **Packard Place.** Preservation, expansion and development of existing neighborhood park, created by adding east half of Superior Street right-of-way. West half of right-of-way may be conveyed to adjacent property to provide access to Packard Street or maintained as public open space. Use to expand park does not necessarily require street vacation.
15. **Building Reuse or Redevelopment.** The warehouse building along the railroad tracks may be repurposed. The site is an option for a possible passenger rail station or human service campus.
16. **Human Services Campus.** The property south of Pillars could include a future human services campus that supports the needs of people in the community. For illustration, the footprint of the Pillars' building is mirrored on the site to show that their space could double from its current size on the existing site.



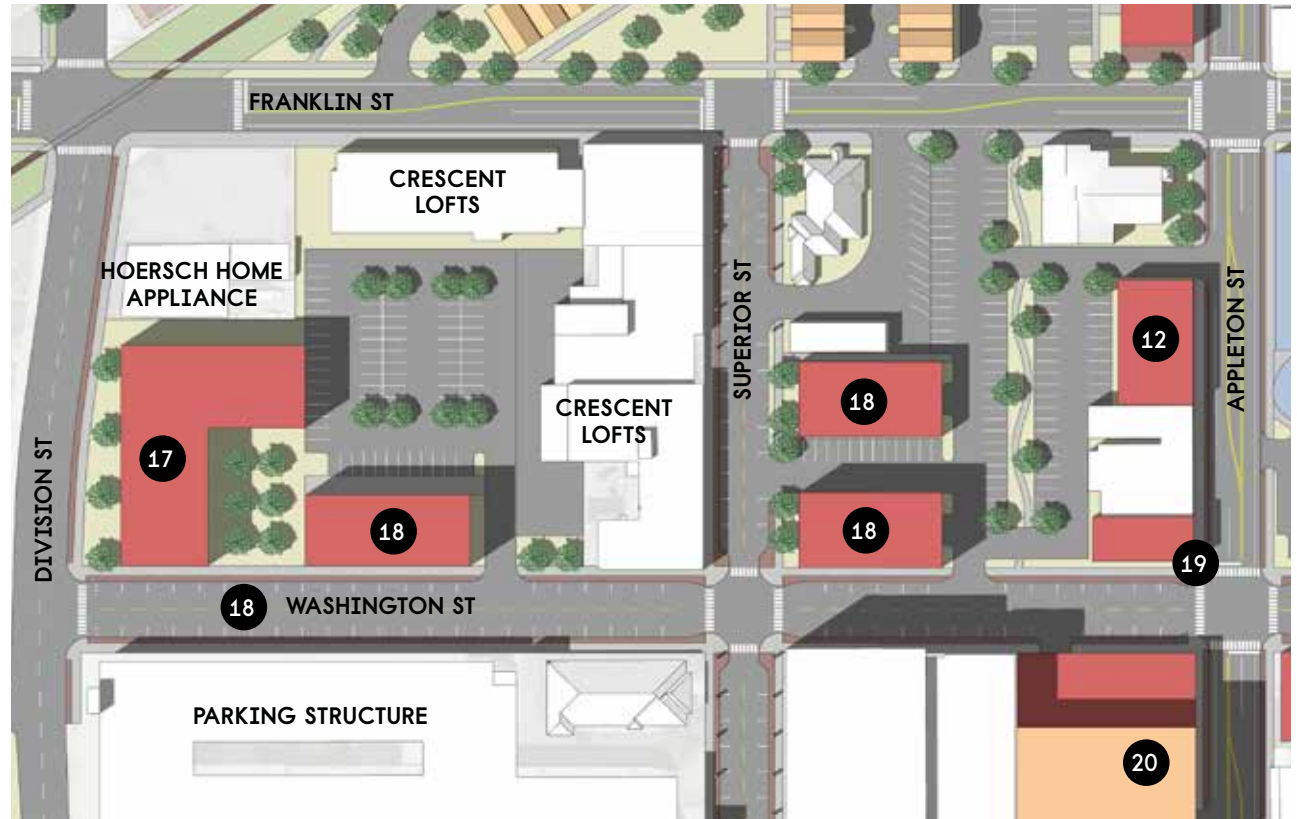
- | | |
|----|---------------------------|
| 12 | Union Springs Development |
| 13 | Union Springs Park |
| 14 | Packard Place |
| 15 | Building Reuse |
| 16 | Human Services Campus |



#17/18/19/20. Washington Corridor

A redeveloped Washington Street is imagined as a parallel mixed use corridor to College Avenue, having calmer activity and opportunities for growth in services and living spaces.

17. **New! Multi-Family.** The existing surface parking is not an optimal use and would be better as multi-family residential or mixed use. Activating the street with new development will strengthen the overall urban character of downtown.
18. **New! Development.** The prototypical building footprint includes lower-level commercial tenant space, covered parking and upper-level residential. The parking lot should be redesigned to improve efficiency (parking yield and circulation).
19. **New! Commercial Corner.** Introduce a new infill commercial project at the corner of Appleton and Washington Street while retaining nearby commercial buildings.
20. **Corner Redevelopment.** The concept shows a multi-story building that can be tiered back after three or five levels to provide rooftop activities. The business and parking could be incorporated into a main level, if desired. The building should engage both Appleton and Washington Streets.



17	Multi-Family
18	Washington Street Development
19	Commercial Corner
20	Corner Redevelopment





LOOKING NORTHEAST



#21. Appleton Public Library

The Appleton City Library is expanding from 86,000 square feet to 110,000 square feet to better serve the community. The ~\$39 million project began in 2022 and will be completed in 2023.

The project represents the City's commitment to the neighborhood and the new library will undoubtedly be a catalyst for future private investment.

Architectural renderings are courtesy of Skidmore, Owings and Merrill (SOM).

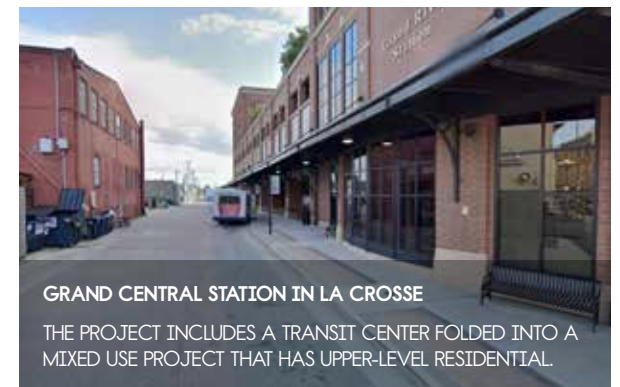


#22. Public Transit Redevelopment

The existing transit station is in need of significant renovation and improvements to meet the growing needs of the community. It does not meet the needs of its customers or the staff operating the facility. It is believed that the site remains a viable location for transit, the vacancy on the balance of the block and the building's obsolescence suggest redirection for the site's future.

The plan proposes a higher-intense use, a new mixed-use project that replaces the existing building and incorporates a main-level transit center and commercial tenant spaces. Upper levels could include residential units, offices, and/or lodging. This concept models itself on other Wisconsin communities and around the country, including:

- La Crosse, Wisconsin
- Madison (Southside), Wisconsin
- Eau Claire, Wisconsin
- Raleigh, North Carolina



#23/24/25. Infill Residential

The planning process considered sites within the neighborhood that may not be at their optimal use. While several individual sites are candidates for redevelopment, the Plan's approach was to identify clusters of properties that could be assembled and redeveloped as a unified project. Considering the principle of this Plan to introduce new options for housing near downtown, the following concepts favor townhome development although multi-family structures are eligible alternatives.

23. **Morrison Street Infill.** The concept replaces a surface parking lot, a home converted to multi-family and a vacant office structure.
24. **Durkee Street Infill.** The concept replaces surface parking lots, and small office building.
25. **Franklin Street Infill.** The concept redirects surface parking for U.S. Bank.

Redevelopment for Parking. The practice of acquiring property and demolishing the site for surface parking is discouraged. Parking should be addressed for all of downtown environs, exploring options for shared parking, signage and management. This may require agreements between private owners, possibly supported by the city, to optimize the use of land and parking.



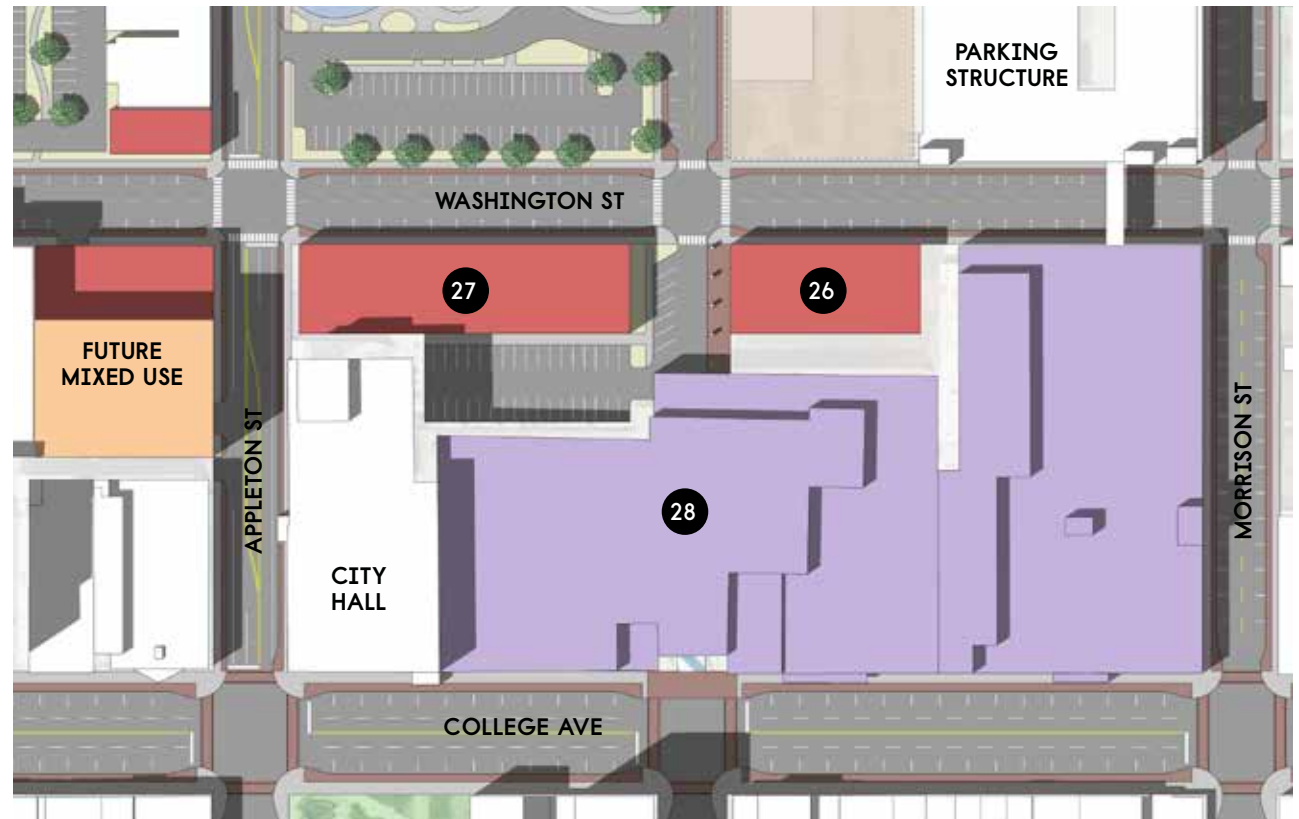
#26/27/28. City Center

The area north of City Center is experiencing new investment, beginning with planned major renovations for the Appleton Public Library.

26. **Merge Phase 1.** Immediately north of the City Center on lots now vacant following the demolition of a former hotel and parking structure, is a new mixed use project proposed by Merge Development (26 and 27) that will include commercial and multi-family units. The success of these projects will undoubtedly increase interest in a renewed direction for City Center Plaza.
27. **Merge Phase 2.** The second phase of the Merge project is expected to be five stories with 75 units and ground level commercial space.
28. **City Center Plaza.** Addressed by the City's Downtown Plan, the City Center is a key feature of the downtown redevelopment framework in the creation of a linear pedestrian friendly corridor more prominently linking the library to College Avenue."

Adaptive enhancements should include:

- Adding wayfinding.
- Remodeling the interior space to direct people between College Avenue and the Public Library.
- Enhancing the north entrance of City Center in tandem with the Merge Development project.



26	Merge Phase 1
27	Merge Phase 2
28	City Center Plaza



The public's interest for making Downtown Appleton an even more remarkable destination includes the success of the City Center. The community's general perception is that market forces will not naturally result in the building's revitalization and that intervention from the private and public sectors are necessary to improve its function and vitality.

Like the College North Neighborhood Plan, the City Center Plaza needs a master plan to guide initiatives and show the various stakeholders future possibilities to give the building new life and new purpose. **Elements of the City Center Master Plan may include:**

- Evaluate revenues, expenditures, and financial capacities.
- Evaluate existing conditions and architectural character.
- Engage tenants and community
- Reprogramming of spaces and tenancy.
 - Common areas
 - Tenant possibilities that make the facility an attraction generating foot traffic. Uses may be performance spaces, ice rink, public market, immersive museum and more.
- Conceptual designs of spaces.
- Possible branding and marketing strategies.
- Implementation steps, including a market study that tests the viability of preferred future uses.



Development Policies

The College North Neighborhood Plan supports higher intensity development projects rather than single-family or single-story projects. For the purpose of this neighborhood, the design of the first 20-feet of the building's elevation is most critical and should orient to pedestrians.

Also, this plan supports the development of mixed use buildings with retail-ready spaces on the first floor. This means that if the market demand is not mature to support commercial tenants at the time of opening, then the space can be leased for residential until the market can support commercial tenancy.

Projects should:

- Incorporate a residential use
- Be a minimum of three stories
- Engage the sidewalk and street level
- Build to the property line
- Reinforce the character of the neighborhood

Projects should not:

- Be built with long, blank walls along the street
- Be single-story or single-family homes
- Include excessive surface parking

Townhomes Infill



Mixed Use and Multi-family Infill Examples



A Case for More Housing Options in Downtown Appleton

Planners are deeply involved in thinking about cities and their fundamental importance to our society. The “return to the city” by specific segments of our urban population, particularly young professionals and downsizing baby boomers, has spurred momentum for downtowns.

In cities throughout the Midwest, downtown and midtown development have replaced (or at least complemented) suburban apartment complexes as the preferred rental housing environment for significant market groups. Surveys and observed preferences of the millennial demographic indicate an appreciation for urban amenities – restaurants and shops within walking distance, active transportation, urban public spaces, the pleasures of unplanned but rewarding interaction with other people. Urban quality has also been attractive to people at the other end of the consumer age spectrum – a certain percentage of baby boomers who are downsizing and equally interested in city living,

with less routine driving and more features nearby. City planners across the country ask several major questions: What happens when millennials have kids and start families? Will the apartments and other multi-story housing types that appeal to relatively young, mostly empty-nester individuals and households continue to be attractive when the nests are no longer empty? Are cities building effectively for the market of the future as well as the market of the present? How can scarce resources be used most efficiently?

The central city revitalization trend that is occurring now is a fragile thing, and it may not be as secure as people like to think it is. If cities don’t develop the housing types, neighborhood environments, schools and support facilities that young families need in our reinvigorated cities, those families will find what they need elsewhere – leaving, albeit reluctantly in many cases, for more suburban settings.

From a development perspective, what types of housing products are going to meet these

needs and retain these households in the cities that have come so far during the last two decades? While some answers are elusive, some are around us and quite evident.

Demonstration: Wauwatosa, Wisconsin. The population in Wauwatosa, a first-tier suburb of Milwaukee, peaked in 1970 at 58,676, as the number of families with school age baby boomers peaked. The city experienced a long, consistent population decline over the next 40 years to 46,400 in 2010, but Census data indicate that the trend has turned around. The North Avenue area, a mixed-use corridor through the center of the community, is flanked on both sides by a grid of tree-lined blocks of detached single-family houses on 40 foot lots, at a net density of 9 units per acre. Areas of the neighborhood report 60 kids on a block. These small lots with their lovely detached urban houses, along with other progressive policies, are fueling the population resurgence of Wauwatosa. The same phenomenon is occurring in high demand in urban neighborhoods like Beaverdale in Des Moines

and Dundee in Omaha.

It is no wonder that this kind of development program characterizes one of the most successful projects in the nation at establishing a new and highly valued city neighborhood – Stapleton in Denver – is defined by urban family development with varied housing options..

Stapleton has a mix of other housing types, and attached homes are nicely integrated into some of the project's streets. But it is the single-family form, usually on small lots, that establishes both the development's character and, in the opinion of plan's authors, its long-term viability. The principal idea for the Union Springs Development Concept allows us to establish a similar neighborhood on the edge of Appleton's Downtown. In the city's market, and in most midwestern cities, communities must recognize that families gravitate toward single-family homes rather than the rowhouses, townhouses, and multi-story buildings more characteristic of some larger cities. Yet,

Appleton is missing rowhouses and townhouses near downtown. It may be unrealistic to try to offer limited living options to home buyers, especially when they have other affordable options in the area. Yet, many of these same contemporary families also are not drawn to big lots, big lawns, and big spaces between homes and destinations.

Communities know from the experience of both traditional and "neo-traditional" neighborhoods that an appropriate mix of housing types defined by a relatively high-density single-family component appear to offer the right combination of community and privacy, of space and density. The vision and objective of this opportunity must be to keep people in the city, near downtown if desired, as their families grow and their household needs change, to provide settings for people of all ages, and to fill neighborhood streets and spaces with the sound of children. The principal concept has been carefully designed to do precisely that. We hope that you will view it through that prism.

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Mobility

Mobility Concepts

The neighborhood's streets communicate the district's health and character to residents and customers. Future mobility improvements should improve the circulation of the neighborhood, connecting people comfortably from place to place. Also, mobility enhancements should support the business community by creating a street with detail, color and customer accommodations.

The key concepts for improving mobility for the College North Neighborhood was born out of the public engagement process. This process led to a combination of design features and themes united by the dual ideas of being SAFE and MEMORABLE.

CONCEPTS

Concepts are just that, ideas for the future with the purpose of improving the quality of the area. Mobility concepts for the College North Neighborhood revolve around twelve key initiatives, which are noted in Map 2.3 and described herein.

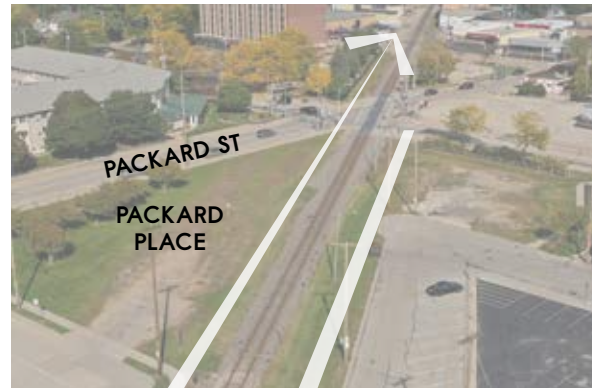
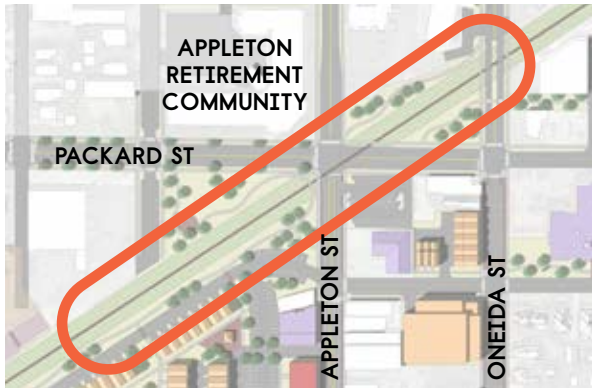
1. Build Railside North Path
2. Build Railside South Path
3. Finish Appleton Street Streetscape
4. Extend Harris Street
5. Retrofit Harris Street as a "Green Street"
6. Create a Design Feature at City Park
7. Redesign Surface Parking Lots
8. Public Transit Redevelopment
9. Upgrade Oneida Street
10. Improve the City Center Gateway Entrance
11. Design City Center Plaza Pedestrian Street
12. Strengthen Connections to Parks



MAP 2.3: MOBILITY CONCEPTS

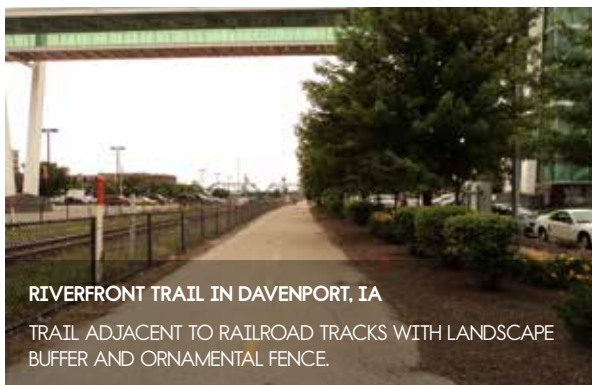


SOURCE: RDG Planning & Design, City of Appleton



#1/2. Railside Pathways

The railside pathway, as demonstrated in Davenport (Iowa), includes an attractive fence, trail, and buffered landscape. The fence helps prevent trespassing and improves the safety of travelers. The buffered landscape includes turf between the trail and the tracks. Also, taller plantings buffer the tracks from nearby development.



RIVERFRONT TRAIL IN DAVENPORT, IA
TRAIL ADJACENT TO RAILROAD TRACKS WITH LANDSCAPE BUFFER AND ORNAMENTAL FENCE.

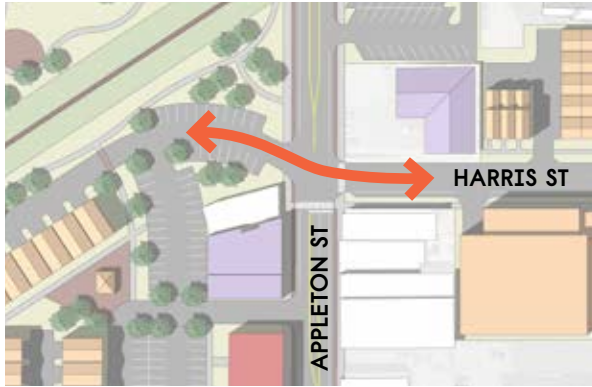
Building a parallel trail to the tracks is shown in the City's Trail Master Plan (2017). This plan recommends that the path be placed on the northside of the tracks to allow for greater continuity and fewer obstructions.

1. **Build Railside North Path.** Investigate a shared use path to connect residents from Oneida Heights to downtown. This initiative responds to public input for improving access for residents living at the facility.
2. **Build Railside South Path.** Shared use path between Morrison Street and Performing Arts Center. Key element of Art to Park loop connecting to City Park and the Lawrence campus. Developed south of railroad ROW line with ornamental fence separation from the railroad.

#3. Finish Appleton Street Streetscape

Rebuilding Appleton Street from College Avenue to Atlantic Street began in 2022 with functional and streetscape improvements. The realignment at Oneida Street and Pacific Street will continue the City's effort of converting the one-way streets to two-way.

Appleton Street is the north-south spine for the College North Neighborhood. The public's investment in refreshing Appleton Street will help create a private market reaction of new investment.



#4. Extend Harris Street

Aligning Harris Street to the proposed Union Spring Development Concept limits the number of conflict points along Appleton Street while providing a pathway that can reconnect to Franklin Street to the west.

#5. Retrofit Harris Street as a “Green Street”

Strengthening the “green” along Harris Street will continue to set this area apart from its surrounding. The tree-lined route has a few gaps that can be filled with new trees. Intersections could host flower gardens arching around the intersection, becoming antecedents to the proposed gateway at Drew Street. Other elements may include pedestrian street lighting and wayfinding.

#6. Create a Design Feature at City Park

Creating a gateway at Harris Street will strengthen the connection to City Park. Improvements may include a redesign of the entrance sign at City Park and its immediate landscape. Design features can be applied at all corners of the intersection and be as simple as flower beds within an arch.



#7. Redesign Surface Parking Lots

Assessing the efficiency of the existing parking design and reconfiguring surface lots to improve circulation and parking will improve the yield of parking in the area. Private property owners could finance the improvements through agreements with developers. leasing spaces as shared parking stalls. Daytime parking demand is generated by commercial uses, while nighttime demand is generated by residents and entertainment. Individual peak demands usually offset, allowing parking to be shared between peak demand users.



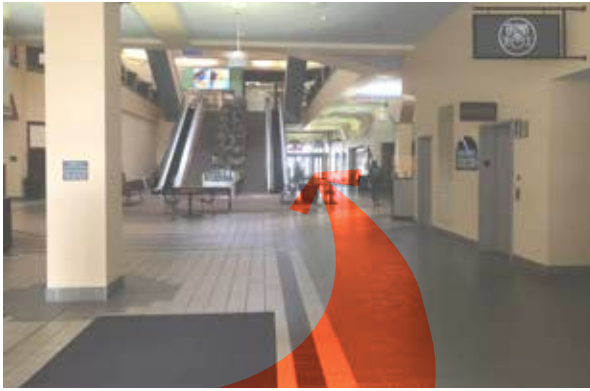
#8. Public Transit Redevelopment

Replacing the current Transit Center, which does not currently meet customer demands or operational needs, with a new mixed use project will improve the performance of the site and transit services. The facility is imagined as a multi-story building with a first floor Transit Center and commercial uses and an upper-story of housing and/or commercial space.



#9. Upgrade Oneida Street and City Center Plaza

Improvement of Oneida Street will support adjacent library, Transit Center redevelopment and Merge projects. Elements include streetscape, on-street parking and pedestrian friendly features.



#10. Design the Interior of the City Center with a Logical Pathway

Redesign of central space in City Center to provide clearer and more attractive pedestrian continuity to College Avenue corridor.



#11. Improve the City Center's Gateway Entrance

A redesigned main entrance to City Center Plaza - including new architectural features on the building and new streetscape features on the plaza - will enhance the appeal for those arriving here. Other enhancements can include pedestrian actuated signal, wayfinding kiosk, suspended lighting over the intersection and architectural lighting, with more purposeful design. Any and all of these will help prioritize pedestrians over vehicles and give pedestrian crossings a strong presence.



#12. Greenway Link to Parks.

Arbutus Park. Greenway and sidepath on south side to Packard. May involve change in curblines or modification of Post Office parking. A new pedestrian crossing near the park can include a beacon signal to alert motorists about the presence of people crossing to the street to the park. Also, improvements to the downhill access to park level from street will improve convenience for users.

Jones Park. As the College North Neighborhood develops, Superior Street south of College Avenue could be enhanced to strengthen the connection to the north.

Mobility Policies

The City is committed to making the College North Neighborhood a complete multi-modal experience, meaning that people can move around the City by their preferred mode of transportation. Many of the policies within this section reinforce existing City policy and best practices. Three major policy initiatives for the neighborhood include:

- Implement the Downtown Streetscape Design Guide
- Monitor parking usage and management
- Evaluate options for passenger rail station

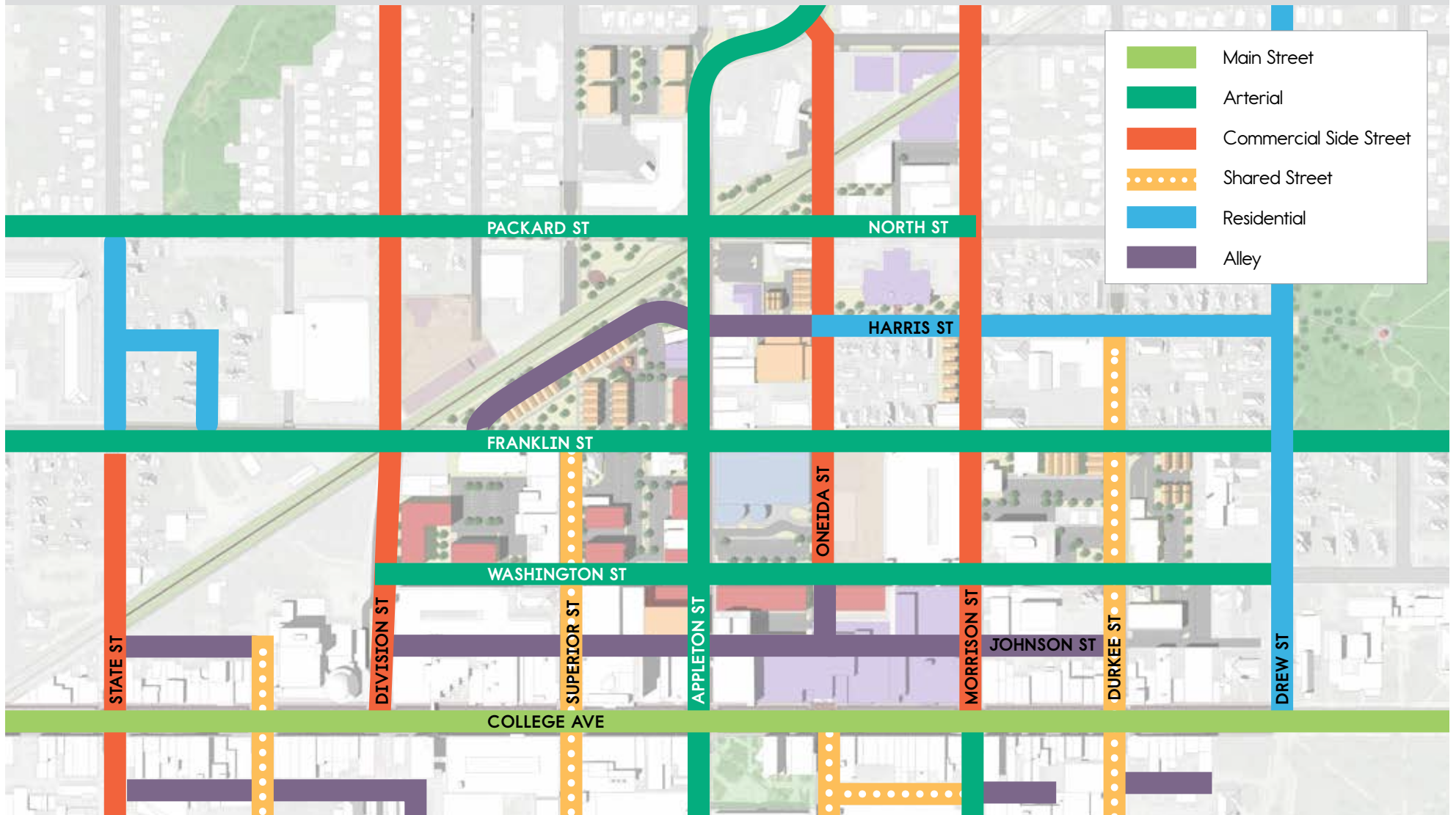
Implement the Downtown Streetscape Design Guide.

The design guide provides recommendations for each street typology in the neighborhood. Designs consider retrofits to roadways to provide multi-modal movements. Along with roadway improvements, this plan reinforces the recommended streetscape elements in that plan for public realm enhancements, including plantings, materials, street furniture, and lighting.

- This plan recommends amending the Streetscape Design Guide to include the extension of Harris Street to the west with an “alley” designation.
- This plan recommends applying streetscape design features through the interior of the City Center that align with Oneida Street.

The map on the next page is from the Downtown Streetscape Design Guide.

MAP 2.4: STREET TYPOLOGY



SOURCE: Downtown Streetscape Design Guide

ARTERIAL 60 FT ROW

4-Lane Arterial

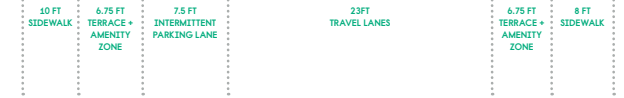


COMMERCIAL SIDE STREET 60 FT ROW

Parallel Parking



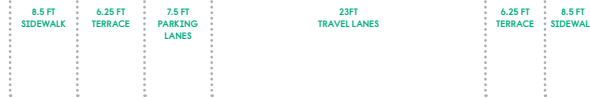
SHARED STREET 60 FT ROW



Bike and Pedestrian Boulevard



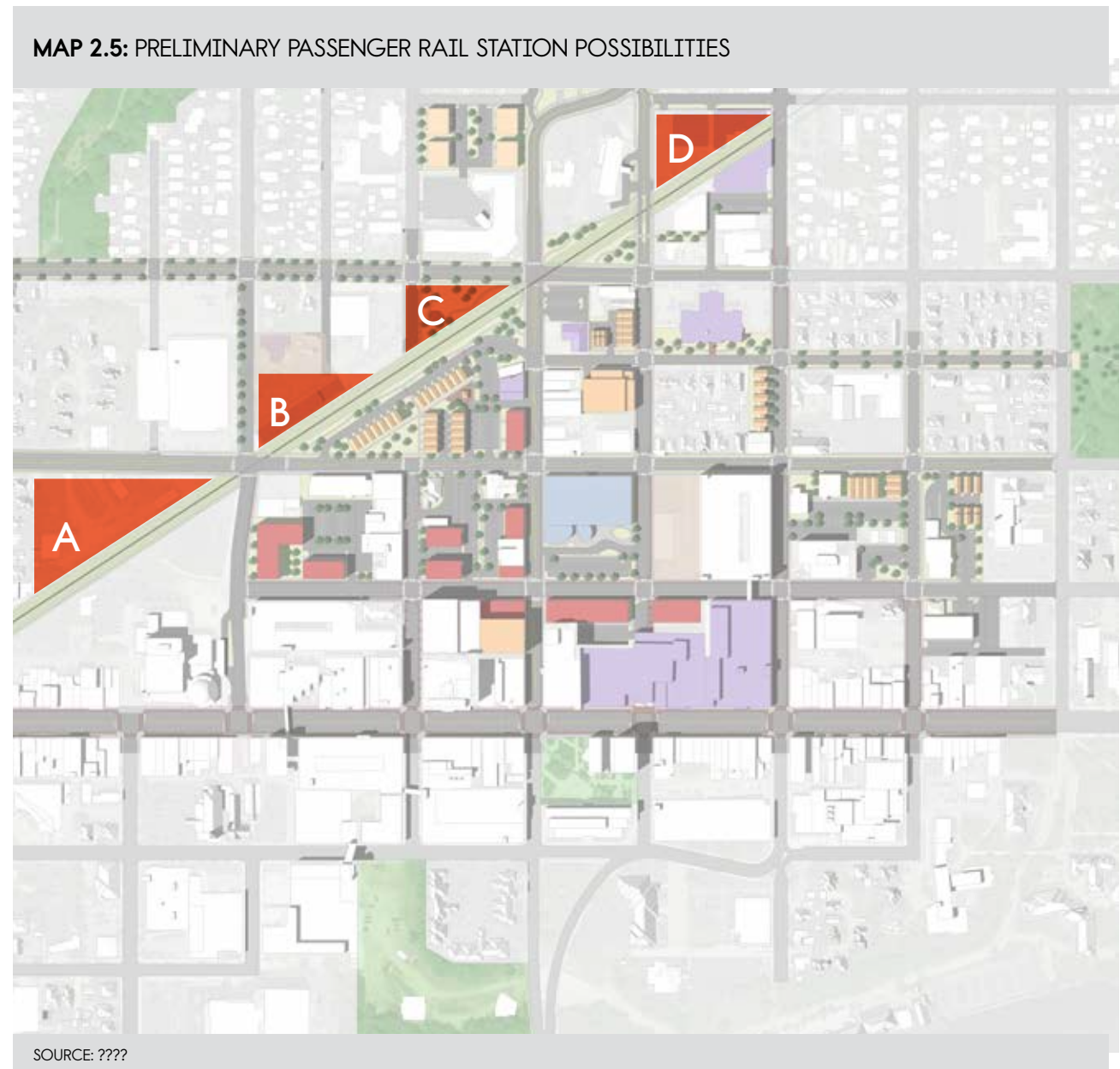
One-side Parking



Evaluate Passenger Rail Station

Amtrak and the Wisconsin Association of Railroad Passengers are exploring possibilities of introducing passenger rail between Milwaukee and Green Bay. This Plan identifies possible locations within the neighborhood for a railroad station, albeit that a much broader planning effort is necessary to determine the feasibility of passenger rail sites altogether. Possible sites for a passenger rail station include:

- A. **Franklin/Washington Triangle.** Site is close to a public parking structure, along a longer stretch of rail that is not interrupted by street crossings, and larger site.
- B. **Warehouse Building Site.** While a smaller site option, it is close to a parking structure and near compatible land uses.
- C. **Packard Park.** The proximity to the transit center and Appleton Street provides convenience to downtown services. Also, the site is at the crossroad of two collector streets - Packard and Appleton.
- D. **Automotive Block.** The site has a direct pathway to the transit center.



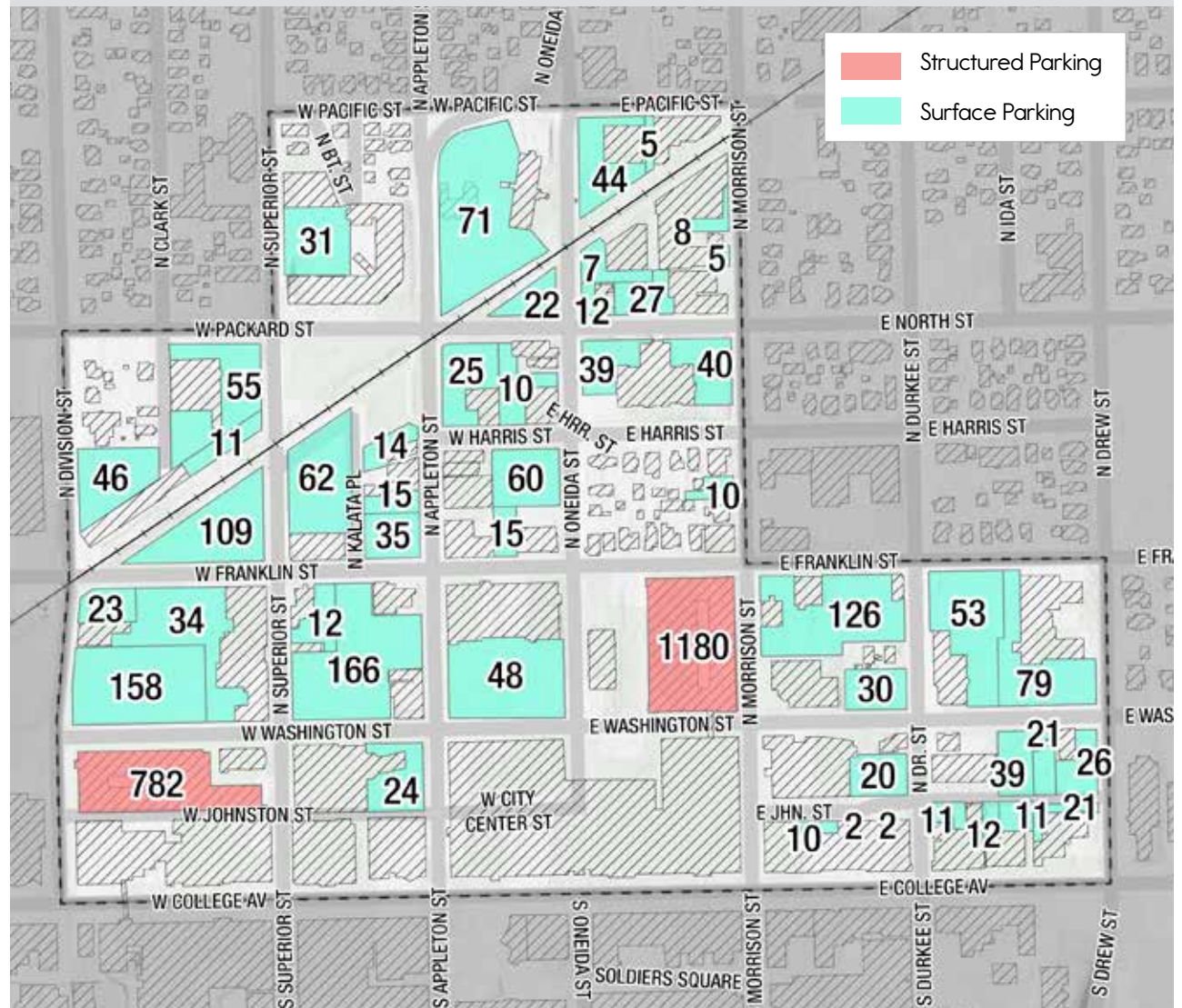
Monitor Parking Usage and Management

Parking in the neighborhood is provided by both the City and private property owners. The 2015 Parking Study indicated an over supply of parking. As a result, when the 400-stall Blue Ramp was demolished, it was not replaced. The site is now subject to private redevelopment that can better serve the neighborhood.

Downtown is experiencing an influx of new housing development, which will elevate parking demand in the neighborhood. Many of these new developments have parking. Once the projects become fully occupied, the City should conduct point-in-time counts twice a year to monitor parking demand and supply.

If parking supply becomes significantly competitive, this plan recommends to (1) adjust parking management, then (2) assist property owners in improving parking efficiency.

MAP 2.6: AVAILABLE PARKING



SOURCE: City of Appleton, RDG Planning & Design



Site Subject-to-Change

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The image features a diagonal split between a light gray upper-left section and a green lower-right section. A large white number '3' is positioned in the green area.

3

Project Priorities

PROJECT	PRIORITY	MILESTONE #1	RESPONSIBILITY
	PRIORITY, HIGH PRIORITY, HIGHEST		
1. Senior-Oriented Living	Priority	Private sector to initiate	Private
2. Existing Automotive Reuse	Priority	Private sector to initiate	Priority
3. Existing Building Reuse	Priority	Private sector to initiate	Private
4. AASD Maintenance Facility Reuse	Priority	Private sector to initiate	Private
5. Triangle Park	Priority	Initiate plan after housing built	Public
6. Townhomes (Harris St and Onieda St)	Priority	Project pending	Private
7. Multi-Family (Harris St and Onieda St)	Priority	Project pending	Private
8. Development Site (Onieda St and Franklin St)	Priority	Private sector to initiate	Private
9. Parking Lot	Priority	Initiate with Union Springs Development	Public
10. Building Rehabilitation	High Priority	Program for facade enhancements	Private
11. Mixed Use Project (Appleton St and Franklin St)	High Priority	Private sector to initiate	Private
12. Union Springs Development	Priority	Assemble property	Private/public
13. Union Springs Park	Priority	Require as part of developemnt plan	Private
14. Packard Place	Priority	Initiate plan after housing built	Public
15. Building Reuse or Redevelopment (Division St and railroad)	Priority	Private sector to initiate	Private

PROJECT	PRIORITY	MILESTONE #1	RESPONSIBILITY
	PRIORITY, HIGH PRIORITY, HIGHEST		
16. Human Services Campus	Priority	Private sector to initiate	Private
17. Multi-Family (Division St)	Priority	Private sector to initiate	Private
18. Development (Washington St and Division St)	Priority	Private sector to initiate	Private
19. Commercial Corner (Washington St and Superior St)	High Priority	Private sector to initiate	Private
20. Corner Redevelopment (Appleton and Washington)	High Priority	Private sector to initiate	Private
21. Appleton Public Library	Highest Priority	Complete project	Public
22. Public Transit Redevelopment	High Priority	Hire consultant	Public/Private Partnership
23. Morrison Street Infill	Priority	Private sector to initiate	Private
24. Durkee Street Infill	Priority	Private sector to initiate	Private
25. Franklin Street Infill	Priority	Private sector to initiate	Private
26. Merge Phase 1	High Priority	Project pending	Private
27. Merge Phase 2	High Priority	Project pending	Private
28. City Center Plaza	High Priority	Private sector to initiate	Private

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4

Market Study

Summary of Findings

Appleton faces challenges and opportunities similar to other consolidated metropolitan areas in the Midwest. However, there are also conditions unique to Appleton that inform future development potential. The following information provides an analysis of market trends in Appleton and the region to form recommendations for development.

The analysis represents a quantitative analysis separate from the more extensive public engagement campaign associated with the College Avenue North Plan. Conversations during the planning process provide context for several data points and identified focus areas.

STRENGTHS

- Steady population growth
- Located in a metropolitan area with strong jobs and potential for growth in many sectors.
- Construction, transportation, warehousing, and entertainment sectors are projected to grow in the region.
- Relatively strong incomes relative to other areas of the state, along with relatively lower housing prices compared to the state, may make Appleton a more affordable choice for some.
- Multi-family housing construction has historically been strong and proven successful in the market.
- A large stock of existing homes at price points that are affordable to many households. Although, there's limited movement out of these homes.
- Strong demand for new housing across many price points and unit types.

WEAKNESSES

- Unemployment rates in the region are below a healthy rate at about 1.6%. Extremely low unemployment means employers have challenges finding employees. The low rate can also indicate that more people have left the workforce either from retirement or no longer looking for work.
- Retail trade employment is projected to decrease through 2028. The decrease may be partially from automation, the pandemic pushing people out of jobs, more online shopping, and fewer workers wanting to take retail jobs. If reductions in employment results in retail closures, there could be an opportunity for these potential empty storefronts to transition to other unique needs for the community.
- Low vacancy rates and low housing inventory limit the movement of people to Appleton or the ability of people to choose housing that fits their needs.
- Relatively low single-family housing construction compared to the past versus local demand hinders people from moving out of existing older homes that would be more affordable to others.
- Appleton residents spend more retail dollars in other communities in store that do not require large footprints but could still be in mall type settings, like health, personal care, sporting goods, book, and music stores.

OPPORTUNITIES

- Appleton has a young population at a median age of 35.9 years old, 2.5 years younger than the metro. These are family-forming households that Appleton can retain as life-long residents if they have good experiences living in the city.
- Diversity is increasing in the city and downtown. Fostering unique businesses, arts, and culture welcomes more diversity and can create more reasons for people to visit downtown.
- From an employment perspective, the region has appeared to rebound well from the first waves of the COVID-19 pandemic. The rebound is promising for the resiliency of the economic region.
- Appleton businesses employ those who live in other cities, and the city attracts residents who work in other cities. Both are opportunities to fill employment needs and increase the population base if Appleton creates an attractive place to live and continues to invest and expand.
- As of the most recent data available, downtown residents tend to pay less in transportation and housing costs (most likely because of smaller units or renter options). However, the number of new units planned through 2023 will raise the median housing cost downtown.
- The statewide surge of business start-ups during the pandemic may eventually require small spaces to operate or expanded co-working spaces to get started.

- Restaurants and bars are much less affected by online shopping than other brick-and-mortar businesses. Small commercial districts rely on unique, local restaurants. With spending leakage of restaurants and other eating places in the primary market, downtown has an opportunity to attract these dollars. The primary market is defined as the Appleton-Oshkosh-Neenah Combined Statistical Area, excluding the City of Appleton.

THREATS

- Neighboring communities are growing more quickly than Appleton. The trend is partially related to strong growth in other cities that are less landlocked. However, this trend will change the economic position of Appleton over time.
- The uncertainties of the COVID-19 pandemic create instability for businesses owners and business growth, especially small businesses like those that might locate downtown.
- The increasing cost of housing and other expenses compared to manufacturing workers' wages and their ability to maintain a good quality of life in the region.
- The interstate system allows people to easily travel between cities to shop, work, and live. Therefore, there is more competition with other cities for regional spending and resident attraction.

Policies

TO SUPPORT/ADVANCE DATA INSIGHTS

- Continue to create a community that offers high quality of life and amenities that stand out from regional peers to attract regional workers to live in Appleton.
- Leverage downtown as a place that can be more affordable for young professionals or smaller households that can save transportation expenses or remote work.
- Closely consider whether public incentives are needed in the near-term for downtown development given the strong market and rent ranges.
- Consider the need to support existing retailers but do not rely on significant retail growth for niche areas like downtown.
- Spaces to support start-up businesses could be an opportunity to expand. These could be co-working labs, rent-free office space, or social groups that help provide resources that foster innovation.
- Focus on the dense mixed-use clusters like downtown as Appleton's unique image center – the part of the city that most powerfully attracts regional visitors seeking experiences.
- Leverage growth in ethnic and other unique, authentic restaurants and restaurant/entertainment rows.
- Ensure the municipal code and zoning ordinance are ready to permit future trends and changes such as mixed-uses, home occupations, parking/unit ratios, electric vehicle facilities, and delivery drop-offs.
- Develop opportunities that support smaller niche markets that do not require sizable building square footage. For example, policies should help capture more spending leaking to other cities at stores such as health, personal care, sporting goods, book, and music stores. These stores may also be more resilient to changing retail markets by offering classes, training, social groups, or other experiences.

These policy directions are based strictly on the quantitative data in the market analysis. The directions should be used in context with qualitative input and conversations associated with the College Avenue North Plan.

GOALS AND PURPOSE OF THE MARKET ANALYSIS

1. To inform plans for the College Avenue North neighborhood
2. To identify target markets
3. For general information and understanding of Appleton's strategic position
4. To make specific policy recommendations to grow Appleton

DATA SOURCES

Many data sources provide context about the Appleton market. Those in this analysis include:

- The U.S. Decennial Census and American Community Survey (2019 5-year Estimates unless noted otherwise)
- Multiple Listings Service (MLS) data
- Bureau of Labor Statistics
- Environmental Systems Research Institute (ESRI)

- Local city building permit data, provided by local staff
- Past plans, studies, and city data provided by local staff

AREA OF INTEREST

The market analysis focuses on data to inform recommendations for Downtown Appleton, which includes the subset area of the College Avenue North Plan.

Downtown does not operate in a vacuum. People visit and work downtown from other areas and help drive demand and supply of different uses. The conditions in the surrounding region can also present the feasibility of certain types of development downtown. Therefore, different areas of comparison in this analysis include:

- Downtown
- City of Appleton
- Appleton-Oshkosh-Neenah Combined Statistical Area
- State of Wisconsin

MARKET INDICATORS

The series of data topics on the following pages that define the Appleton market include:

- Macroeconomic Indicators – Trends at the state and national level that inform potential trends in the region
- The Appleton Market – The local market and how it performs in the region
- Housing Market Forecasts – Future population and demand for housing
- Downtown Market Potential – The retail environment and other implications for downtown

Macro Snapshot

Broad national economic trends provide a starting point for understanding current conditions and potential future trends. Many factors influence local conditions and planned investment while giving clues on consumer living and spending preferences.

EMPLOYMENT

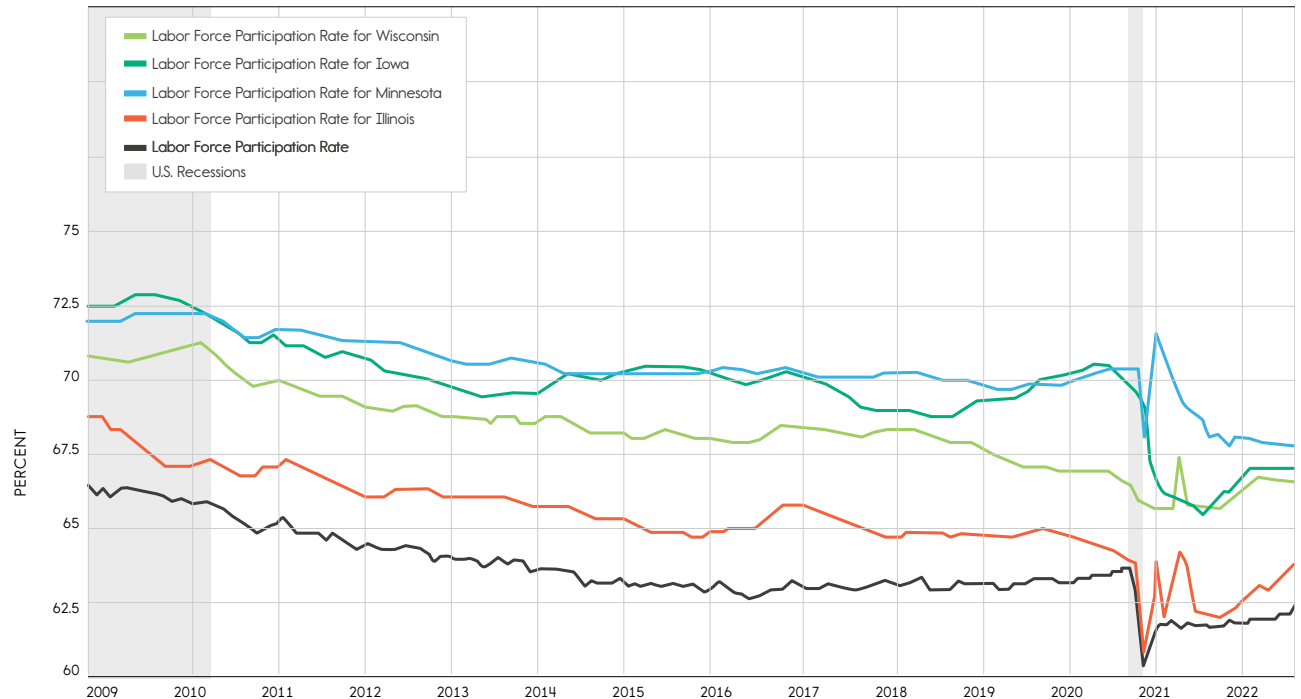
What the data means for Appleton:

- More workers are needed to fill job openings than in the past.
- As of 2021, a stable labor force participation rate not as widely impacted by the pandemic. People are generally employed if they want to be employed.
- Many used the pandemic as a reason to change jobs or leave the workforce.

Labor Market Shifts

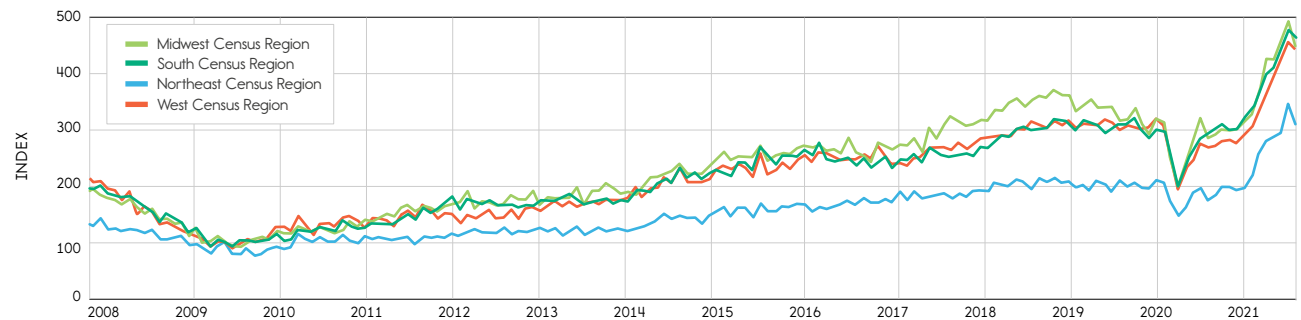
- The labor force participation rate shows a drop

FIGURE 1: LABOR FORCE PARTICIPATION RATE COMPARISON



Source: U.S. Bureau of Labor Statistics; U.S. Census, retrieved from FRED Federal Reserve Bank of St. Louis

FIGURE 2: TOTAL NON-FARM JOB OPENINGS – INDEX FROM JUNE 2009



Source: U.S. Bureau of Labor Statistics; U.S. Census, retrieved from FRED Federal Reserve Bank of St. Louis

in people actively looking for work after the 2020 recession. In Wisconsin, the decline was not as significant as in other states like Illinois and Iowa. The rate does not include those retiring and leaving the workforce.

- The Midwest had the highest increase in job openings from the end of the 2008 recession.

Remote Work

There is not yet extensive localized data on the transition rate to full-time remote work. However, national surveys indicate a potential trend toward more people working from home. For example:

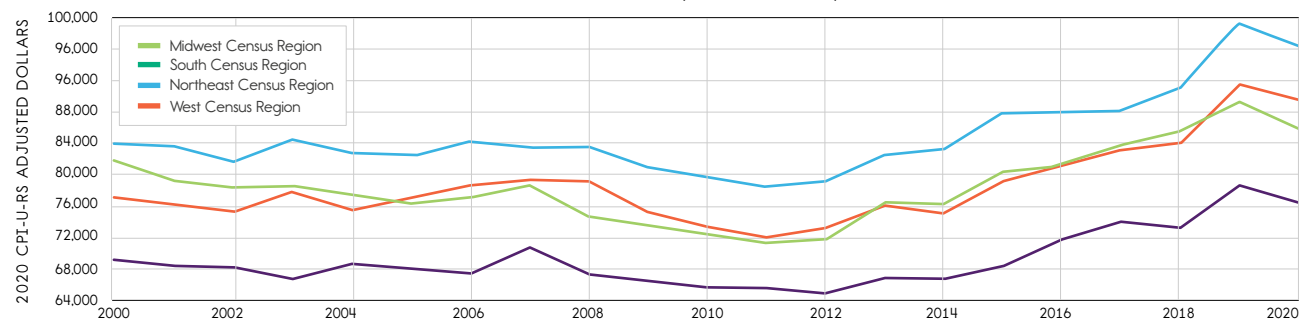
- Workers are averaging 5.8 remote workdays a month versus about 2.4 before the pandemic (Gallup, August 2020).
- Office businesses are most likely to implement remote work, and most expect to allow flexible remote work after the pandemic (NCCI, January 2021).
- People who remote work tend to have higher incomes and educational attainment, which may mean higher-paying industries may offer more remote work opportunities (U.S. Census).

INCOME AND EXPENSES

What the data means for Appleton:

- In Appleton, for the short term, car ownership will continue to be a necessity for most, regardless of income level.

FIGURE 3: REAL MEDIAN FAMILY INCOME CHANGE (BY REGION)



Source: U.S. Bureau of Labor Statistics; U.S. Census, retrieved from FRED Federal Reserve Bank of St. Louis

However, advancements in autonomous vehicle technology and its potential to influence public transit across more areas may shift this need in the long term.

- Young families may have higher burdens with the associated costs of children as a share of income.
- According to the most recent data, the decline in real income that began in 2020 has not rebounded. The lasting impacts of lower real income affect low-income households the most.
- Real incomes rose from 2008 to the 2020 pandemic, accounting for inflation. Incomes rose at a faster rate in the Northeast and West.
- Transportation, utility rates, childcare, and school debt add to the financial burden of a household. While a household may have adequate income, these costs affect how much people can spend on living expenses and discretionary spending like

shopping and services. Additionally, higher transportation costs may induce people to opt for remote work positions or live closer to where they work in person.

HOUSING

What the data means for Appleton:

- More money is needed to purchase a home and save for a downpayment. Thus, more people may prefer to rent or rent longer.
- Based on housing prices, the Midwest may seem more attractive, encouraging in-migration from individuals living in higher-priced and higher cost of living markets.
- Before construction supply chain issues in 2020/2021, buying a home may have become an option as incomes rose for some households.
- Fewer new housing options were built in the regional market than before 2008.

As a result, more people compete for the same units or move out of the region.

- Potentially fewer homeownership options at medium densities, such as townhomes and duplexes.
- If ownership units are not available, people that want to own may have to rent, leading to more competition for rental units, declining vacancy rates, and/or increased rents.
- Decreasing rental vacancy can reflect a lagging production of rental units and/or more people needing or wanting to rent because it takes time for the market to respond to demand. However, if there is a high rental vacancy rate, this does mean all vacant units are in livable condition.

Housing Prices

- After a decline during the 2008 recession, the median price of existing homes increased faster than ever before. The Midwest is no exception. While prices of existing homes in the Midwest are lower overall than in coastal cities, incomes are lower. The cost of new homes remained stable from 2017 to the beginning of 2020.

Construction

New housing construction patterns have emerged in the last few years:

- The Midwest and Northeast have lagged behind the West and South in new total new units since the 2008 recession.

FIGURE 4: MEDIAN EXISTING HOME PRICE (BY REGION)

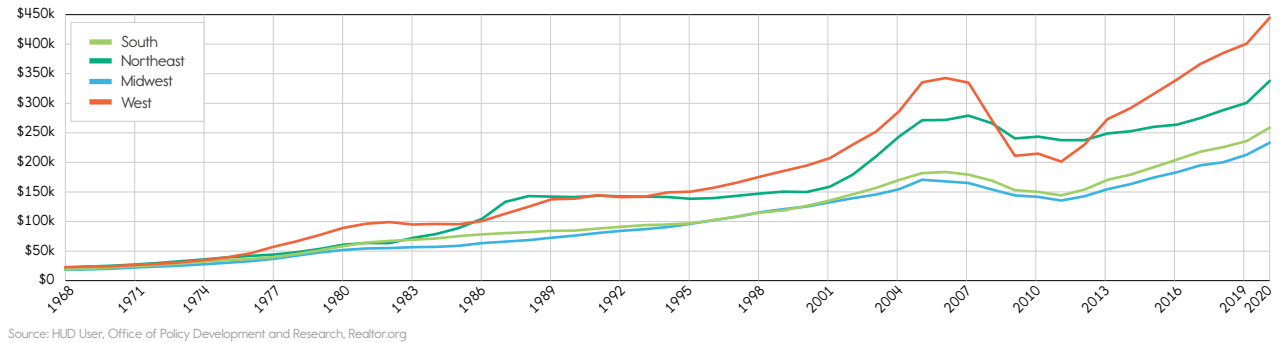


FIGURE 5: MEDIAN NEW HOME PRICE (BY REGION)

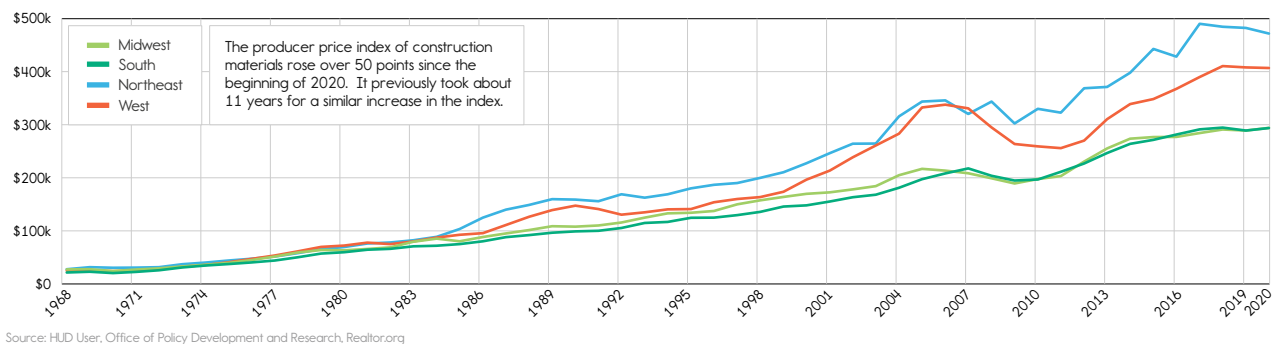


FIGURE 6: PRIVATE HOUSING UNITS COMPLETE (1,000S - BY REGION)

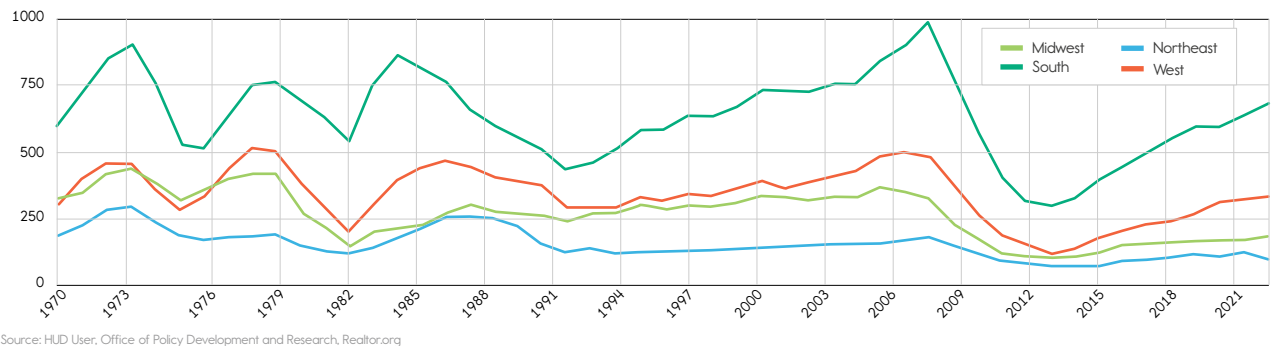
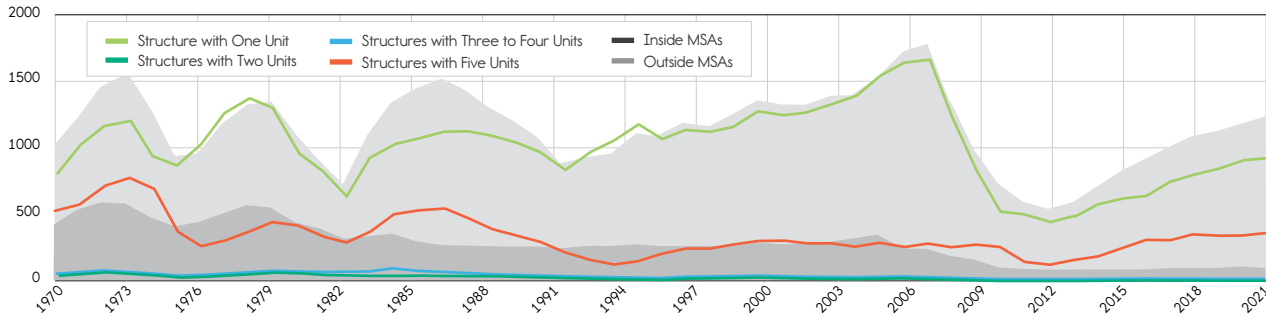
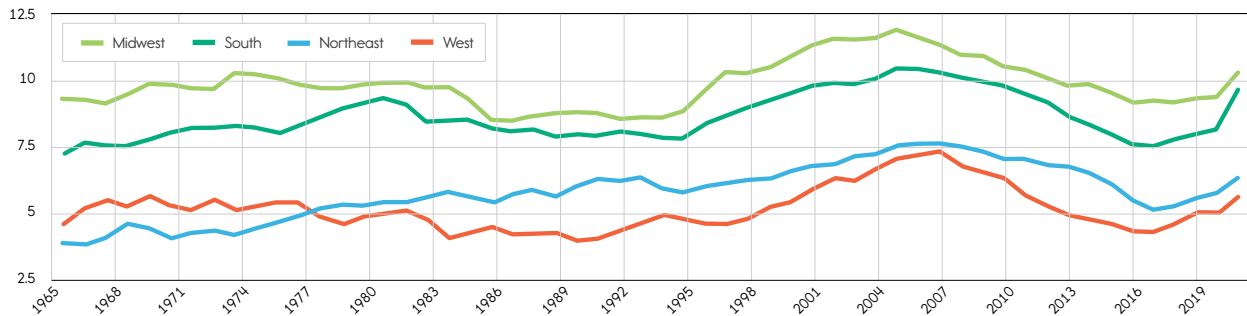


FIGURE 7: PRIVATE HOUSING UNITS COMPLETE (1,000S - BY STRUCTURE & METRO STATISTICAL AREA)



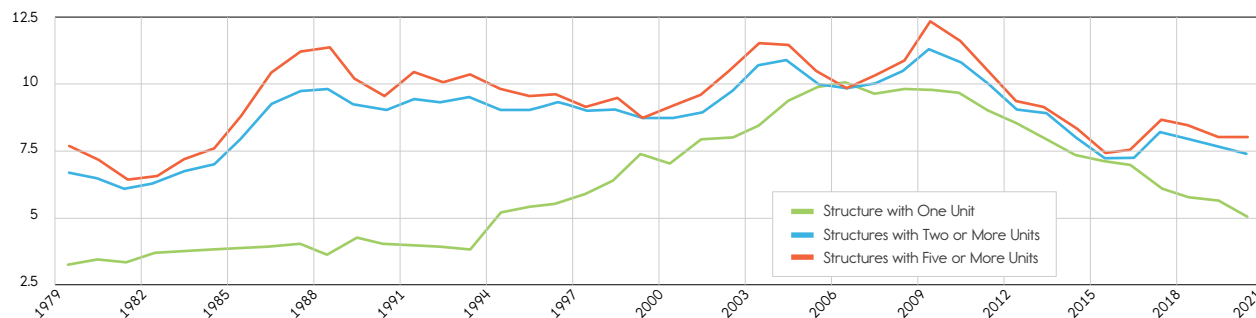
Source: HUD User, https://www.huduser.gov/portal/ushmc/hs_source.html; U.S. Census Bureau

FIGURE 9: ANNUAL HOMEOWNERSHIP RATE (BY REGION)



Source: HUD User, https://www.huduser.gov/portal/ushmc/hs_source.html; U.S. Census Bureau

FIGURE 10: ANNUAL RENTAL VACANCY RATE (BY STRUCTURE)



Source: HUD User, https://www.huduser.gov/portal/ushmc/hs_source.html; U.S. Census Bureau

- Much of this construction activity is single-family and multi-family structures with five units and fewer medium density options such as attached housing, townhomes, small-scale apartments, and multi-plexes.
- Development in Metropolitan Statistical Areas (MSAs) like Appleton, Oshkosh-Neenah, Madison, and Milwaukee has been stronger than in more rural and non-MSA areas.

Occupancy

Homeownership is not always the goal or appropriate for every household. However, steady or increasing homeownership rates can indicate a stable or more affordable market, or increases in local incomes. The Midwest has the highest homeownership rate in the country.

- The rental vacancy rate (and total vacancies) is declining, especially for single-unit homes. However, a higher rental vacancy for structures with more units is not uncommon as turnover is more elevated and needed to offer options in a local market.
- Note, homeownership rates declined in all regions from the second quarter of 2020 to the second quarter of 2021. However, data gathered under COVID-19 restrictions may be unrepresentative.

Appleton Market

Many factors will influence planning decisions and strategies for Appleton. This section presents many factors related to Appleton’s past trends and future forecasts.

POPULATIONS

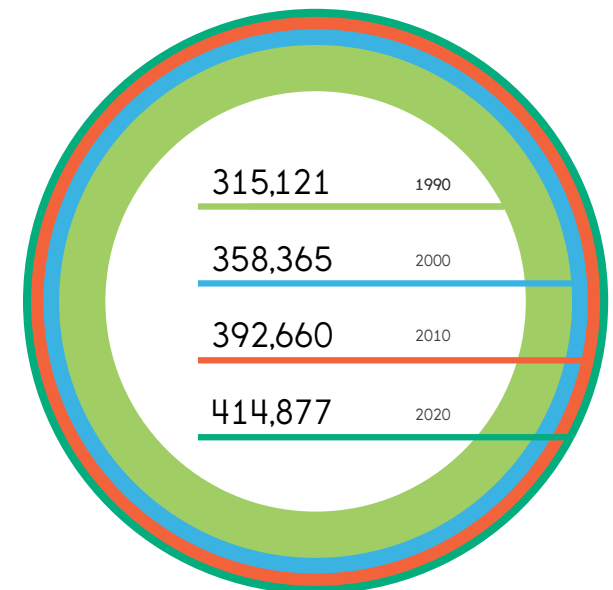
What: A look at recent population demographics and trends. Population demographics give clues to growth trends and the demand for various commercial and residential uses in the future. For example, a person’s age generally aligns with three cohorts with particular housing and retail demands.

What the data means for Appleton:

- Appleton is growing. Increases in population increase potential local commercial spending and pressure on new housing development.
- Population in the MSA is growing at a faster pace than Appleton - Outagamie, Winnebago, and Calumet Counties. The growth outside of Appleton could be from a lack of housing options in Appleton or households’ preference to live in other areas. This is not necessarily a bad thing as Appleton does provide employment and housing options for the larger region and vice versa. However, it does indicate that people and/or developers are gravitating toward other jurisdictions or rural areas.

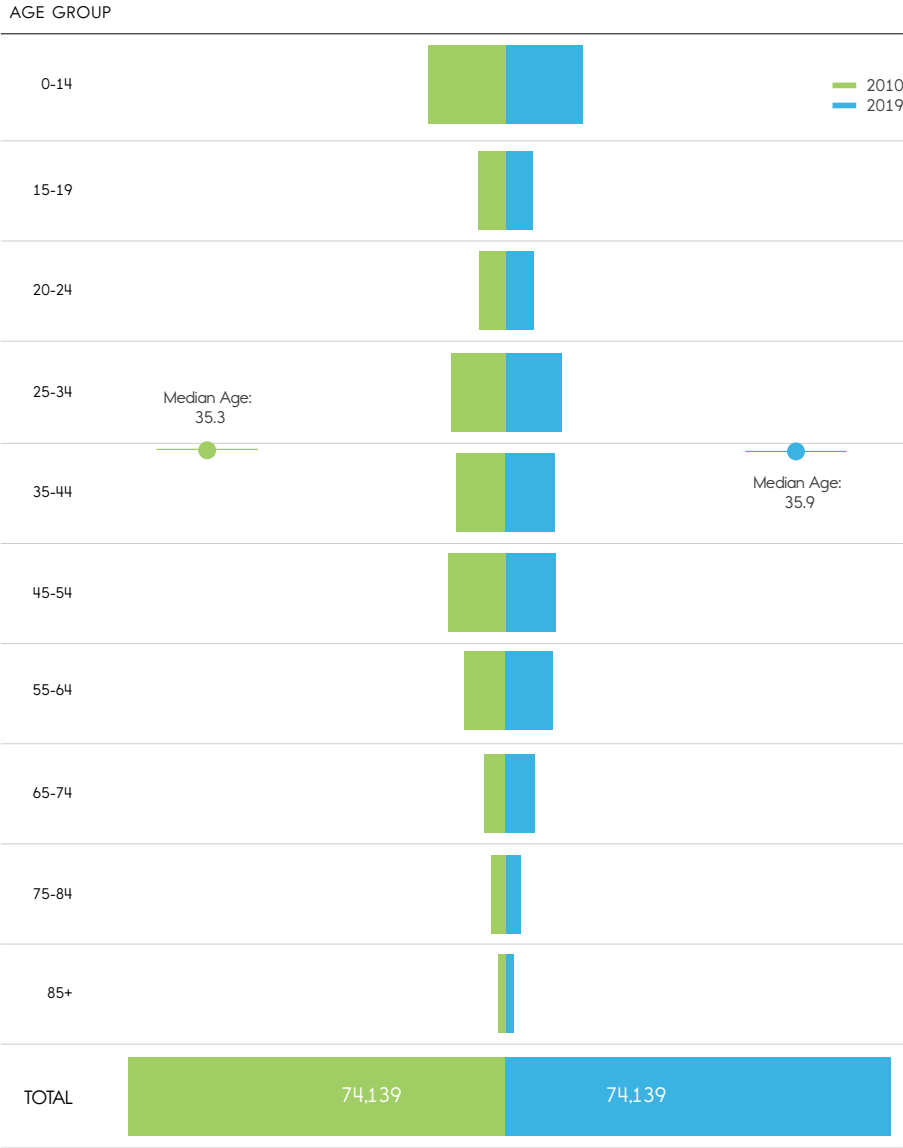
- Appleton’s population is about 2.5 years younger than the region, influenced slightly by college-aged people. However, the city and region also appear attractive to family forming age cohorts between 25 and 34. This can mean the area is attractive for families either because of employment opportunities, housing options, or other quality of life features.
- Appleton’s demographic diversity is increasing more than in the region. Additionally, downtown is more diverse than the rest of the city. The population is expected to continue becoming more diverse.

FIGURE 11: HISTORICAL POPULATION CHANGE FOR MSA



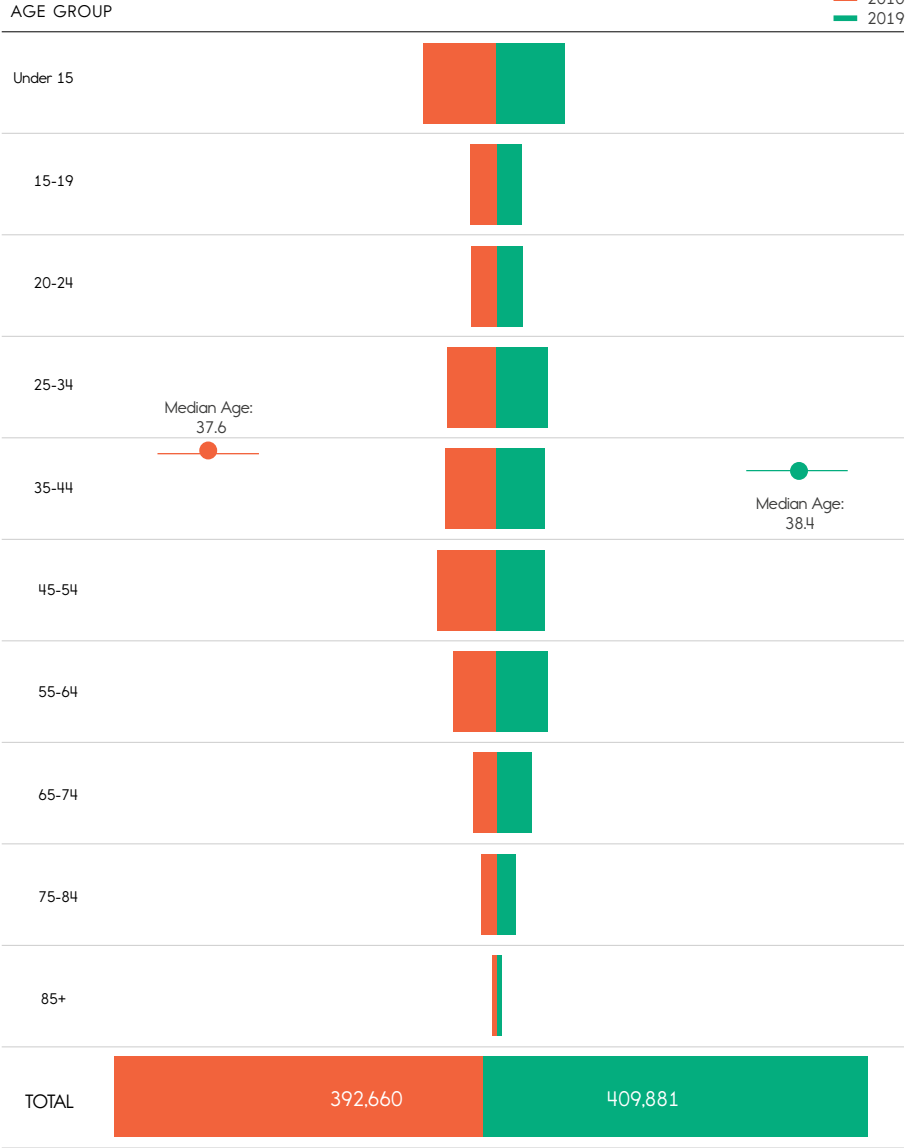
Source: U.S. Census

FIGURE 12: APPLETON, WI POPULATION CHANGE



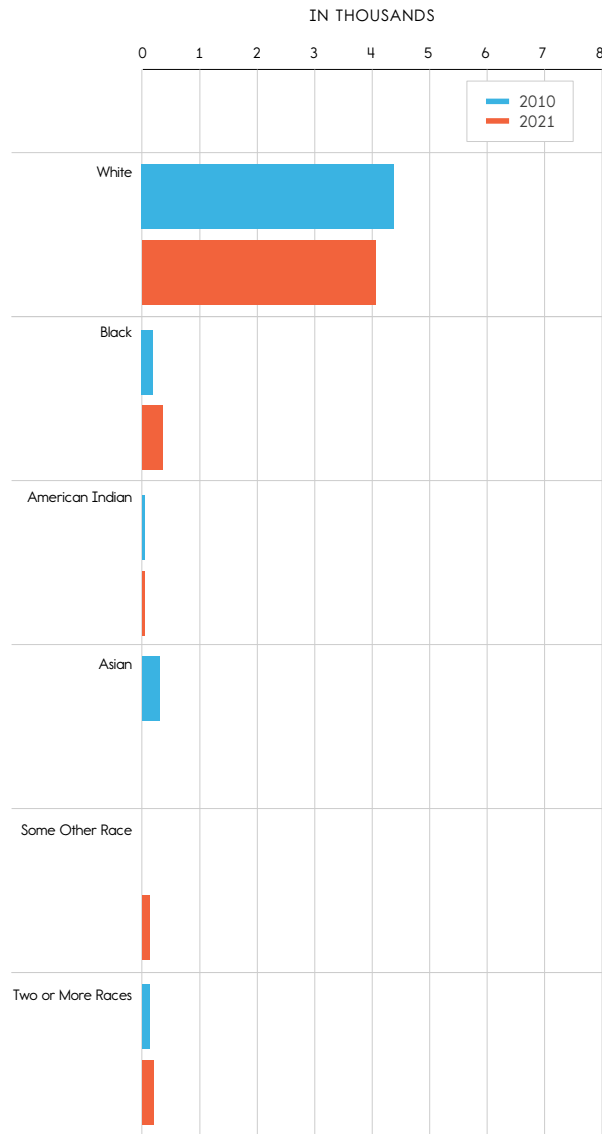
Source: U.S. Census; American Community Survey

FIGURE 13: APPLETON-OSHKOSH-NEENAH, WI, CSA POPULATION CHANGE



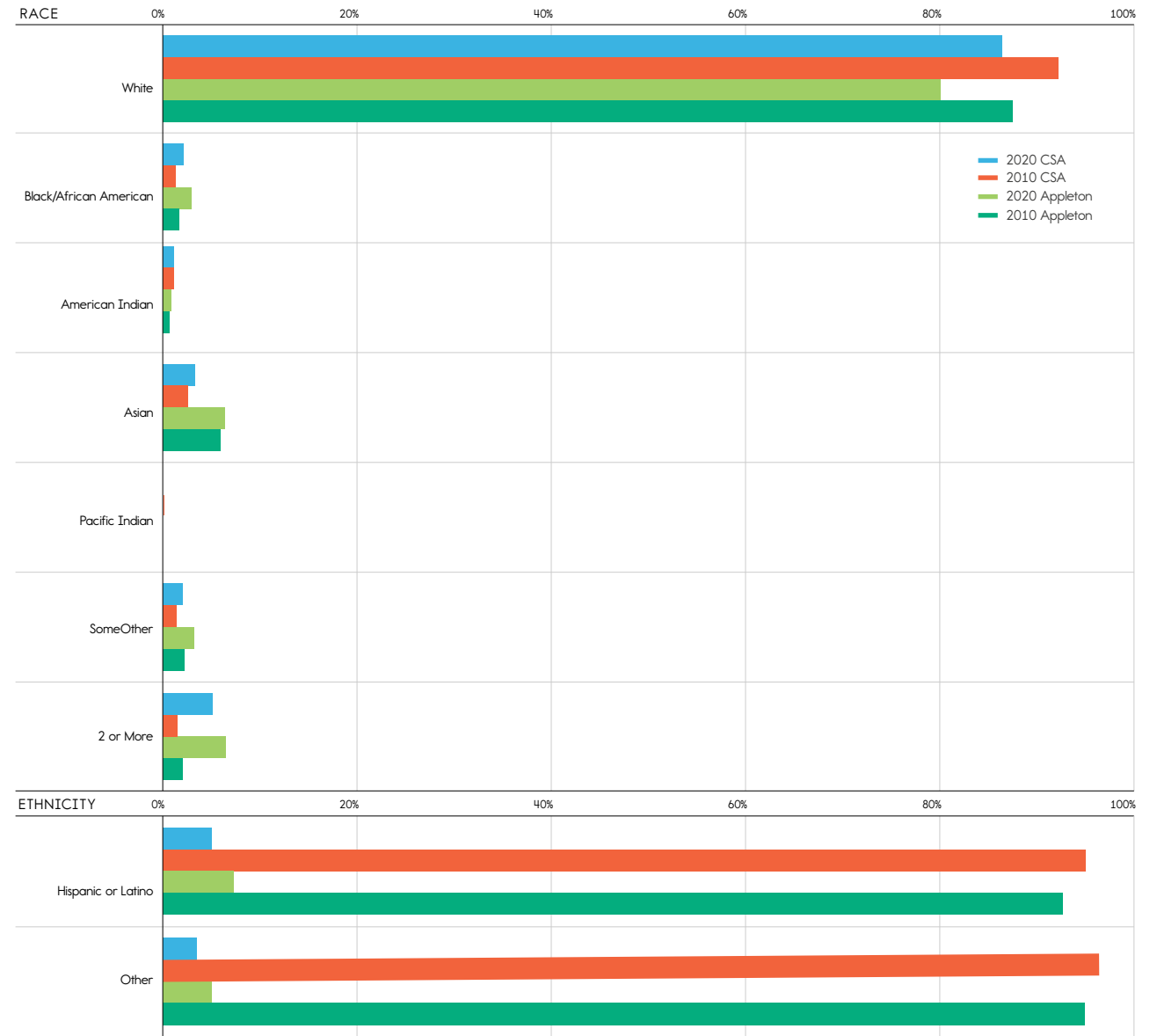
Source: U.S. Census; American Community Survey

FIGURE 14: RACIAL MAKEUP OF DOWNTOWN APPLETON



Source: ESRI

FIGURE 15: RACE AND ETHNICITY COMPARISON



Source: U.S. Census

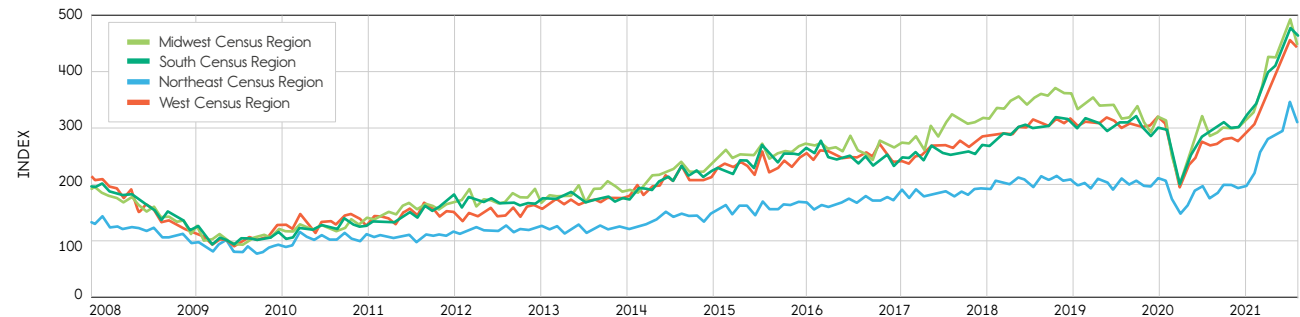
EMPLOYMENT AND JOBS

What: Where residents of Appleton work and the employment characteristics of jobs in Appleton. Employment provides insight into regional strengths that could attract employees or lead to further business cluster development – both factors can lead to population and land development growth in high-demand areas.

Employment characteristics in Appleton affect potential markets for Appleton growth. For example:

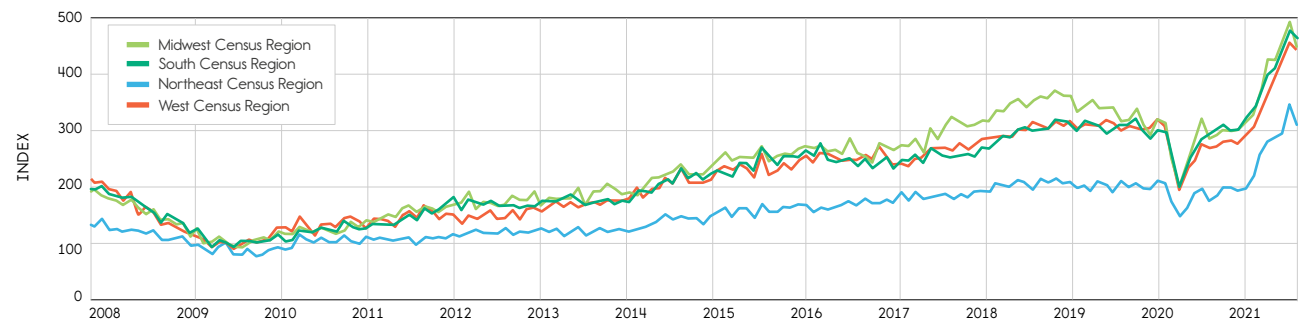
- People who live and work in Appleton spend nearly all their time in Appleton.
- People who live in Appleton but work outside of the city likely divert at least some shopping for goods and services in areas around where they work – A missed opportunity.
- People who live outside of Appleton but hold jobs in the city or the immediate vicinity raise the possibility to retain some of their spending during their commute to work.

FIGURE 16: TOTAL NONFARM EMPLOYMENT ANNUAL PERCENT CHANGE IN THE REGION, 2012-2021



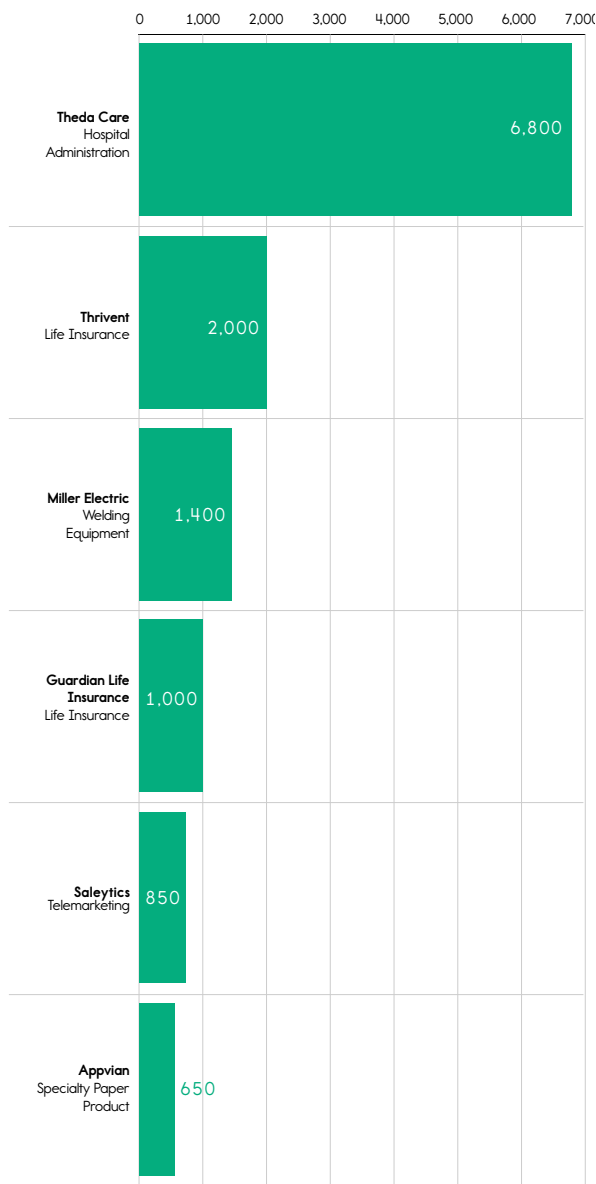
Source: U.S. Bureau of Labor Statistics; U.S. Census, retrieved from FRED Federal Reserve Bank of St. Louis

FIGURE 17: SEASONALLY ADJUSTED BUSINESS APPLICATIONS IN WISCONSIN, 2017-2021



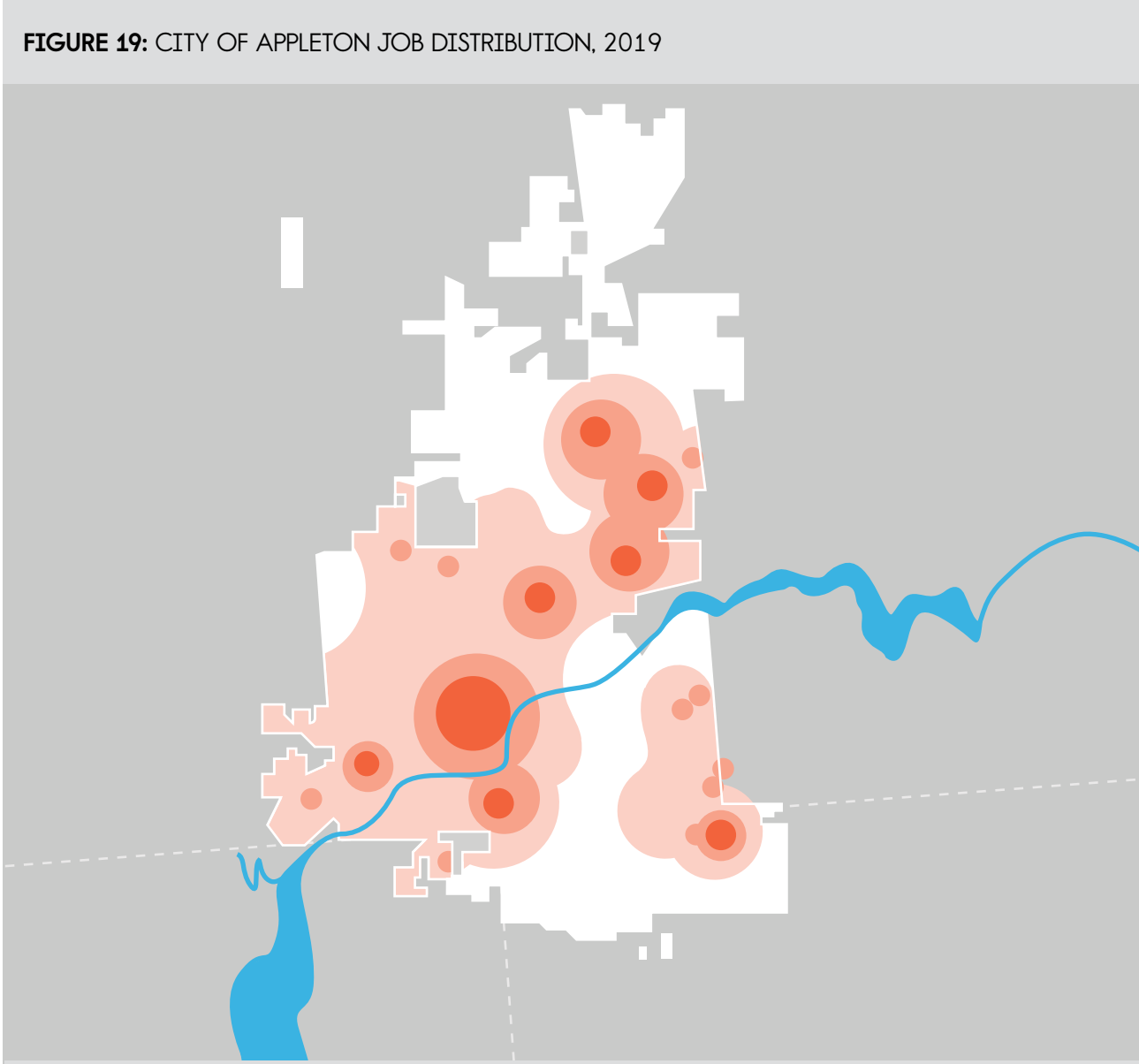
Source: U.S. Bureau of Labor Statistics; U.S. Census, retrieved from FRED Federal Reserve Bank of St. Louis

FIGURE 18: LARGEST EMPLOYERS IN APPLETON
CURRENT EMPLOYEES



Source: Fox Cities Regional Planning

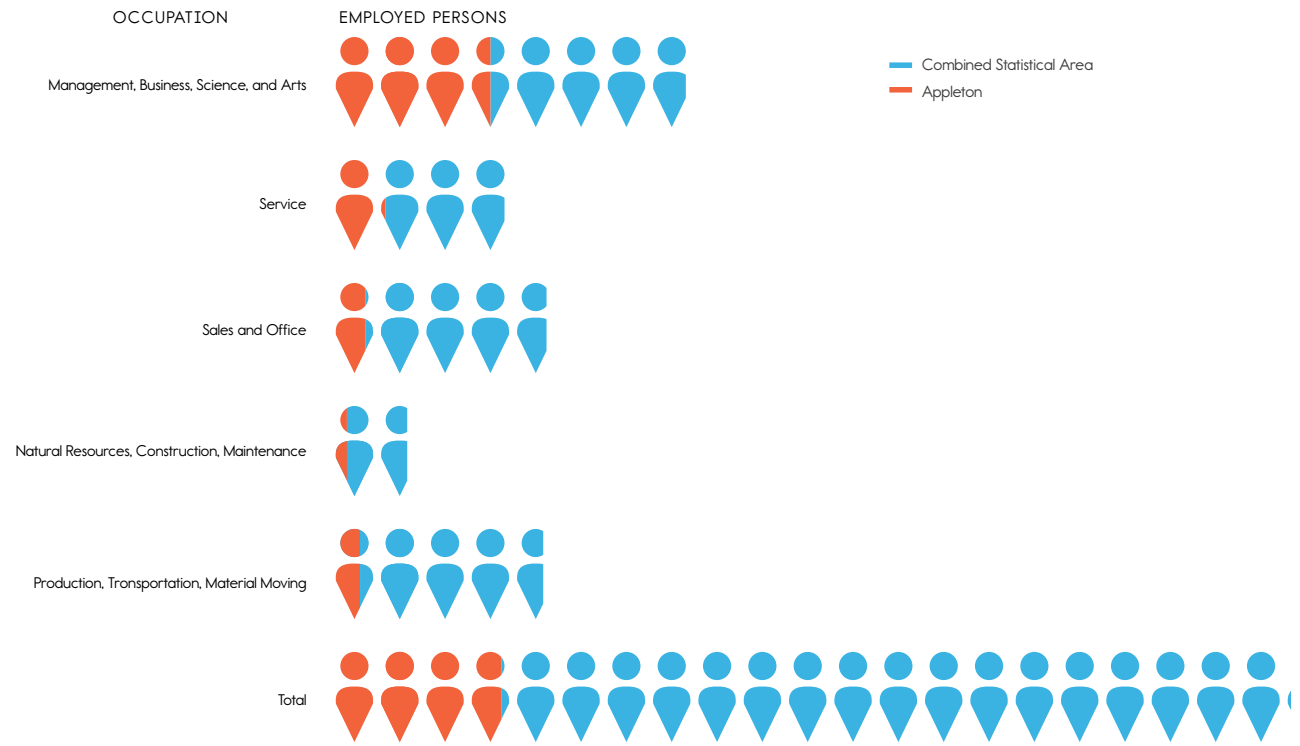
FIGURE 19: CITY OF APPLETON JOB DISTRIBUTION, 2019



Source: U.S. Census Bureau, Center for Economic Studies, LEHD Census on the Map

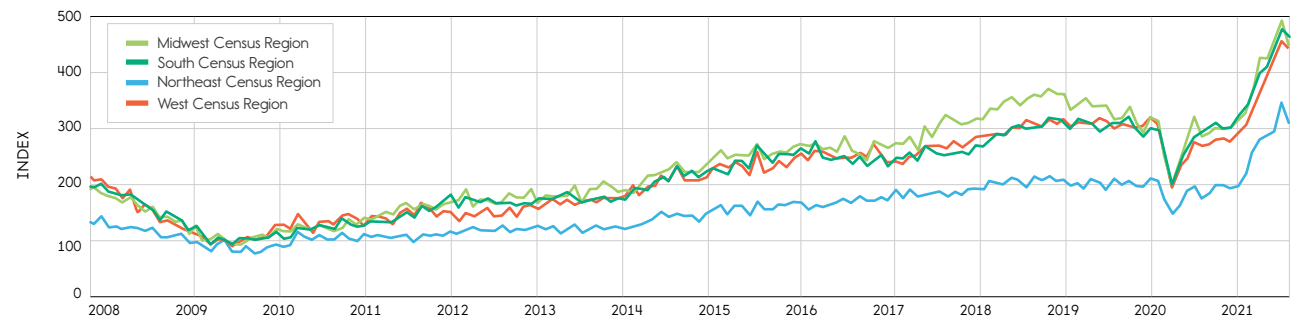
- Appleton is part of a larger employment and job market that generally performs better than the state on several metrics. Employment growth will continue, increasing the need for employees to either live in the region or travel to the region for work.
- Like much of the country, Appleton was affected by the COVID-19 pandemic. As a result, employment fell and unemployment increased in 2020. However, Appleton and the region have rebounded relatively quickly, with most, if not more, of the losses in 2020 recouped in 2021. The unemployment rate is the lowest its been for the past ten years (this may be partially attributed to more people no longer looking for work for various reasons, who do not get counted as unemployed).

FIGURE 21: EMPLOYED POPULATION BY OCCUPATION



Source: American Community Survey (2016-2022 Estimates)

FIGURE 21: UNEMPLOYMENT RATE, 2011-2021

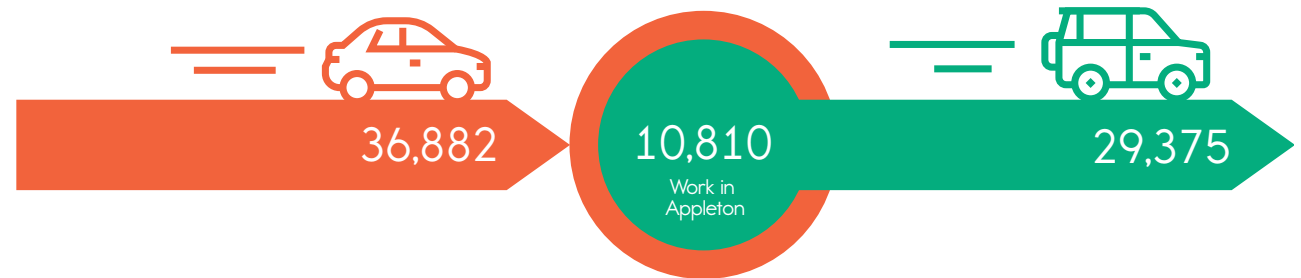


Source: U.S. Bureau of Labor Statistics; U.S. Census, retrieved from FRED Federal Reserve Bank of St. Louis

COMMUTING PATTERNS

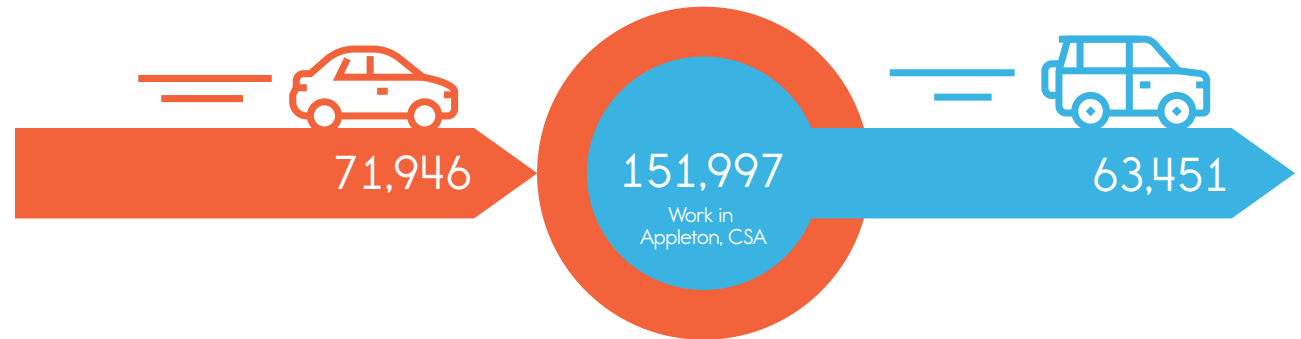
- People travel from across the region to work in Appleton. About 23% of people working in Appleton also live in Appleton. Appleton imports a large majority of workers from other areas. This is not uncommon in consolidated metro areas like the Fox Cities. However, this is still an opportunity to capture population growth if workers can choose to live in Appleton.
 - Conversely, many employed people living in Appleton work in other areas. Many travel to work in nearby cities like Neenah, Oshkosh, and Fox Crossing. This level of cross-commuting is fairly typical for cities within a larger metro.
- The status of remote work is still uncertain. Localized data is not available, but anecdotal evidence from national trends in the previous section and qualitative surveys indicates potential permanent transitions to remote work for office and professional-type jobs.

FIGURE 22: DAILY INFLOW/OUTFLOW OF WORKERS TO APPLETON, 2019



Source: U.S. Census Bureau, Center for Economic Studies, LEHD Census on the Map

FIGURE 23: DAILY INFLOW/OUTFLOW OF WORKERS TO APPLETON CSA, 2019



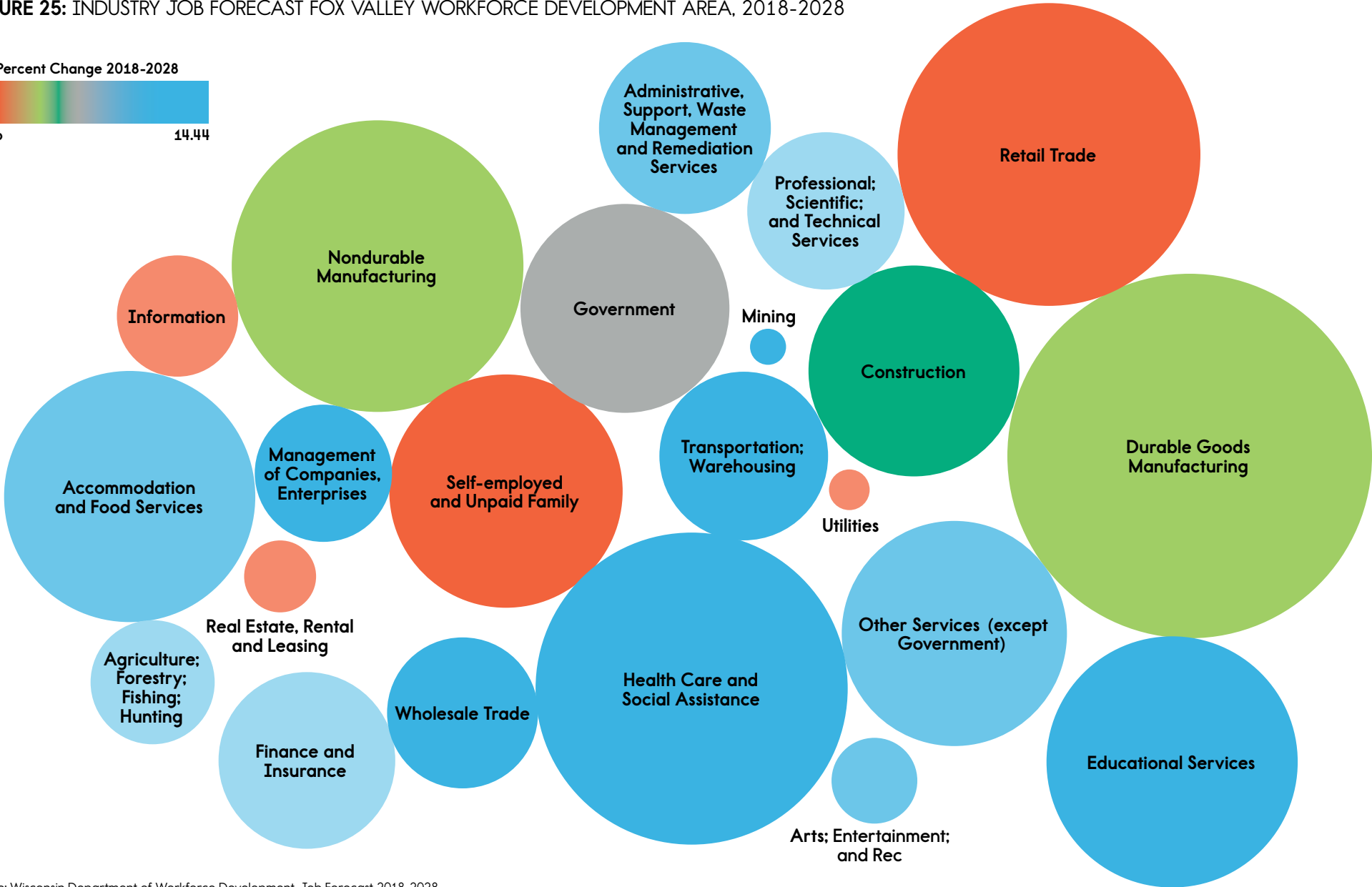
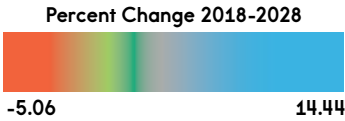
Source: U.S. Census Bureau, Center for Economic Studies, LEHD Census on the Map

FIGURE 24: JOB COUNTS BY PLACES APPLETON WORKERS LIVE AND APPLETON RESIDENTS WORK, 2019

WHERE PEOPLE WHO WORK IN APPLETON LIVE			WHERE PEOPLE WHO LIVE IN APPLETON WORK		
	COUNT	SHARE		COUNT	SHARE
All Places (Cities, CDPs, etc.)	47,692	100.0%	All Places (Cities, CDPs, etc.)	40,185	100.0%
Appleton city, WI	10,810	22.7%	Appleton city, WI	10,810	26.9%
Neenah city, WI	1,897	4.0%	Neenah city, WI	2,532	6.3%
Menasha city, WI	1,810	3.8%	Fox Crossing village, WI	2,046	5.1%
Fox Crossing village, WI	1,638	3.4%	Oshkosh city, WI	1,767	4.4%
Kaukauna city, WI	1,624	3.4%	Menasha city, WI	1,440	3.6%
Harrison village, WI	1,587	3.3%	Green Bay city, WI	1,300	3.2%
Oshkosh city, WI	1,529	3.2%	Little Chute village, WI	976	2.4%
Little Chute village, WI	1,113	2.3%	Kaukauna city, WI	882	2.2%
Kimberly village, WI	840	1.8%	Ashwaubenon village, WI	863	2.1%
Green Bay city, WI	713	1.5%	Milwaukee city, WI	603	1.5%
All Other Locations	24,131	50.6%	All Other Locations	16,966	42.2%

Source: U.S. Census Bureau, Center for Economic Studies, LEHD Census On the Map

FIGURE 25: INDUSTRY JOB FORECAST FOX VALLEY WORKFORCE DEVELOPMENT AREA, 2018-2028



Source: Wisconsin Department of Workforce Development, Job Forecast 2018-2028

FIGURE 26: INDUSTRY JOB FORECAST FOX VALLEY WORKFORCE DEVELOPMENT AREA, 2018-2028

INDUSTRY TITLE	ESTIMATED BASE YEAR EMPLOYMENT	PROJECTED ESTIMATED EMPLOYMENT	PROJECTED CHANGE
Self Employed and Unpaid Family Workers; All Jobs	11,744	11,298	-3.80%
Agriculture; Forestry; Fishing and Hunting	3,782	3,907	3.31%
Mining	415	456	9.88%
Utilities	276	266	-3.62%
Construction	9,658	11,053	14.44%
Durable Goods Manufacturing	28,956	28,785	-0.59%
Nondurable Manufacturing	18,929	18,827	-0.54%
Wholesale Trade	5,818	6,424	10.42%
Retail Trade	19,561	18,571	-5.06%
Transportation and Warehousing	6,951	7,588	9.16%
Information	3,135	2,995	-4.47%
Finance and Insurance	6,631	6,727	1.45%
Real Estate, Rental and Leasing	1,197	1,169	-2.34%
Professional; Scientific; and Technical Services	5,285	5,387	1.93%
Management of Companies and Enterprises	4,710	5,260	11.68%
Administrative, Support, Waste Management and Remediation Services	6,539	6,924	5.89%
Educational Services	15,315	16,315	6.53%
Health Care and Social Assistance	23,669	25,458	7.56%
Arts; Entertainment; and Recreation	1,808	1,940	7.30%
Accommodation and Food Services	14,687	15,485	5.43%
Other Services (except Government)	12,026	12,504	3.97%
Government	10,796	10,794	-0.02%

Source: Wisconsin Department of Workforce Development, Job Forecast 2018-2028

INCOME, WAGES, AND COST OF LIVING

What: Income and earning characteristics of Appleton households and the region. Income indicates how much disposable income people may have to spend on local businesses and housing. If housing options are limited, households may seek to live and work in other communities in the region or live in options that do not fit their needs.

What the data means for Appleton:

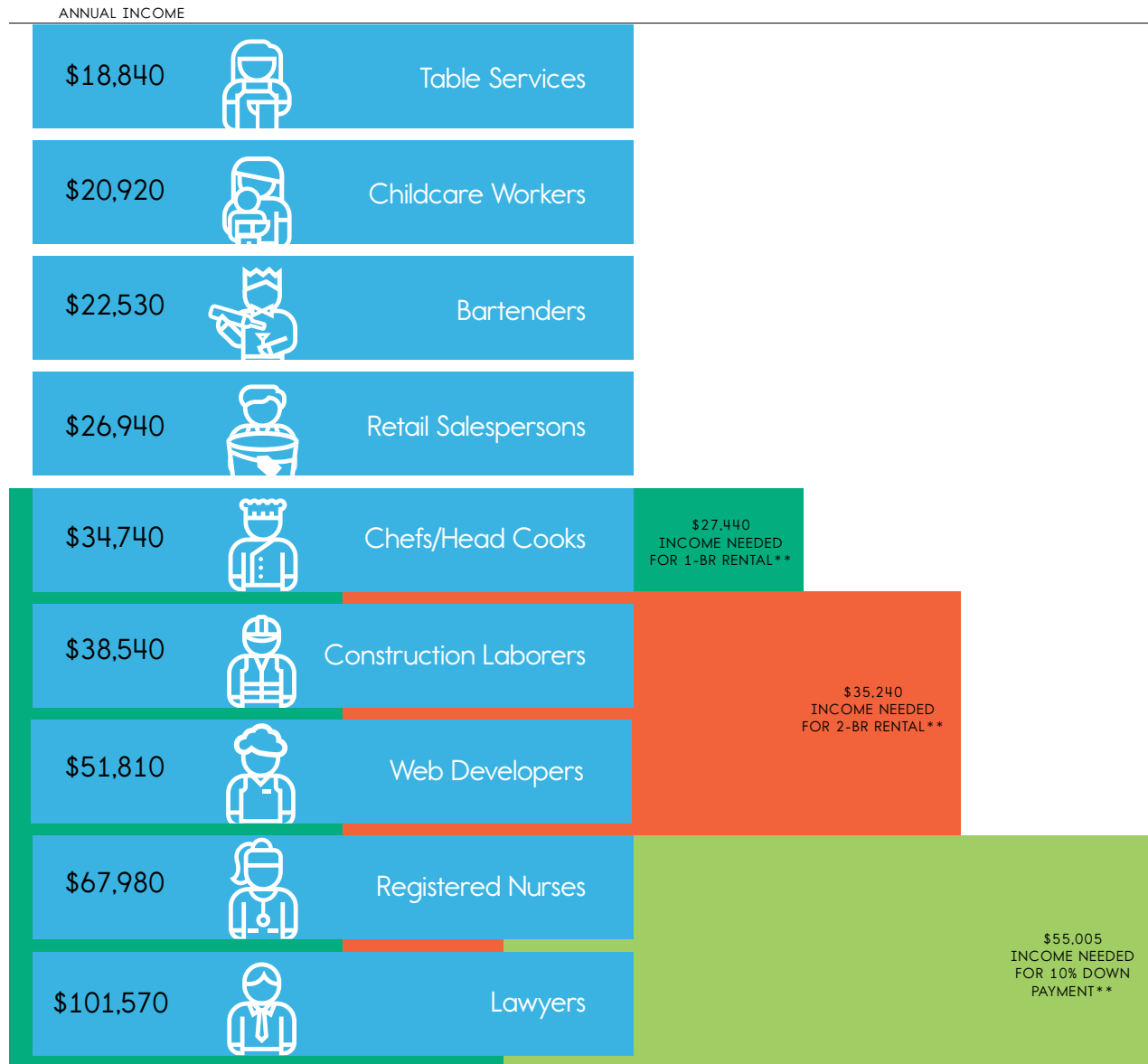
- Median household incomes in Appleton reflect more of its manufacturing base. While below the median income in the region, Appleton’s household incomes are relatively similar to those in the state. Appleton has a higher percentage of households making between \$35,000 to \$75,000 annually. Affordability of housing and other expenses is essential for these households.

FIGURE 27: INCOME DISTRIBUTION, 2020



Source: American Community Survey (2016-2020 Estimates)

FIGURE 28: LIVABLE WAGES, 2021



*2021 Median Home Price: \$221,966 **2021 Fair Market Rent: Studio \$643/month, 1br \$686/month, 2br \$881/month, 3br \$1,190/month, 4br \$1,195/month
 Source: Based on salary data from the Paycheck to Paycheck Database for the Appleton Metropolitan Statistical Area

- Workers needed to grow entertainment and service businesses in Appleton face challenges affording to live in the metro. Growing businesses like bars, restaurants, retail shopping, and services downtown will hinge on attracting the people to work these jobs, having an affordable place to live, and/or providing adequate wages.
- Homeowners in Appleton pay less than those in the region and state. However, renters pay a little more than the region, likely related to the influx of new, higher-priced multi-family developments in the past ten years.
- Downtown residents pay less overall for housing and transportation costs than those living in the rest of the city and region.

HOUSING DEMAND AND SUPPLY

What: Many indicators help inform the state of the housing market and potential future trends. Several are summarized below and used in the context of the broader market analysis to forecast housing needs in the future. The characteristics and trends in land use indicate growing demand or weakening of specific markets based on the changes in supply over time and compared to other parts of the region.

What the data means for Appleton:

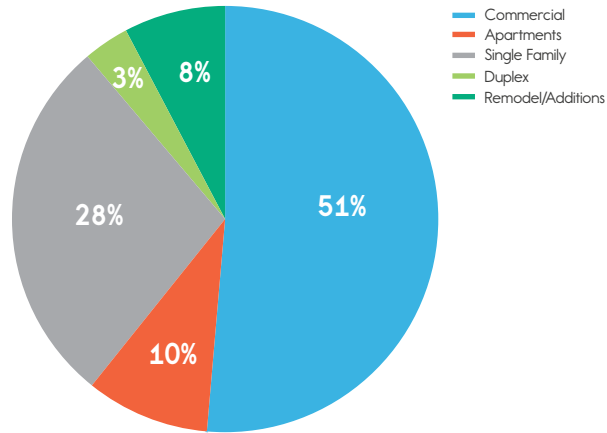
- Falling citywide vacancy rates from 2010 to 2020 means more competition for units and high sales prices. The 2020 vacancy rate of 4.4% is below the ideal healthy rate of 5%-6%.
- Median people per household have decreased since 2010 in both owner and renter households. This aligns with national trends related to an aging population.
- Large numbers of multi-family units built from 2011 to 2015 have been absorbed in the market, while single-family construction has started to uptick since 2018. As a result, the lower construction numbers since 2016 are reflected in the lower reported 2020 vacancy rate.
 - Since 2008 most cities have seen more rental units converted or added to the market than owner-occupied units. This is for several reasons, including more

FIGURE 29-30: RENT AND HOME OWNERSHIP COSTS, 2020

GROSS RENT COST	APPLETON		CSA		WISCONSIN	
Less than \$500	950	9.6%	4,478	9.3%	71,621	9.5%
\$500 to \$999	6,307	63.7%	32,272	67.3%	419,841	56.0%
\$1,000 to \$1,499	2,255	22.8%	9,686	20.2%	199,106	26.5%
\$1,500 to \$1,999	270	2.7%	939	2.0%	42,480	5.7%
\$2,000 to \$2,499	61	0.6%	236	0.5%	9,723	1.3%
\$2,500 to \$2,999	60	0.6%	109	0.2%	3,263	0.4%
\$3,000 or more	0	-	264	0.6%	4,338	0.6%
Median (dollars)	\$796		801		872	
No rent paid	270		1,575		31,063	
HOME OWNERSHIP MONTHLY COST	APPLETON		CSA		WISCONSIN	
Less than \$500	69	0.5%	539	0.7%	8,224	0.8%
\$500 to \$999	2,760	21.0%	14,339	19.2%	187,600	18.5%
\$1,000 to \$1,499	6,492	49.5%	32,251	43.3%	355,283	35.1%
\$1,500 to \$1,999	2,054	15.7%	16,594	22.3%	244,455	24.2%
\$2,000 to \$2,499	902	6.9%	6,196	8.3%	114,448	11.3%
\$2,500 to \$2,999	493	3.8%	2,412	3.2%	49,894	4.9%
\$3,000 or more	349	2.7%	2,173	2.9%	51,446	5.1%
Median (dollars)	\$1,256		\$1,339		1,436	
Housing units with a mortgage	13,119		74,504		1,011,350	

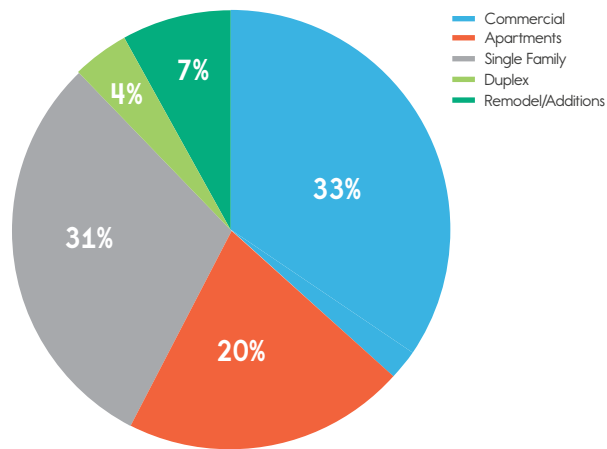
Source: American Community Survey (2016-2020 Estimates)

FIGURE 31: FOX CITIES TOTAL CONSTRUCTION ACTIVITY BY PERMIT VALUE, 2020



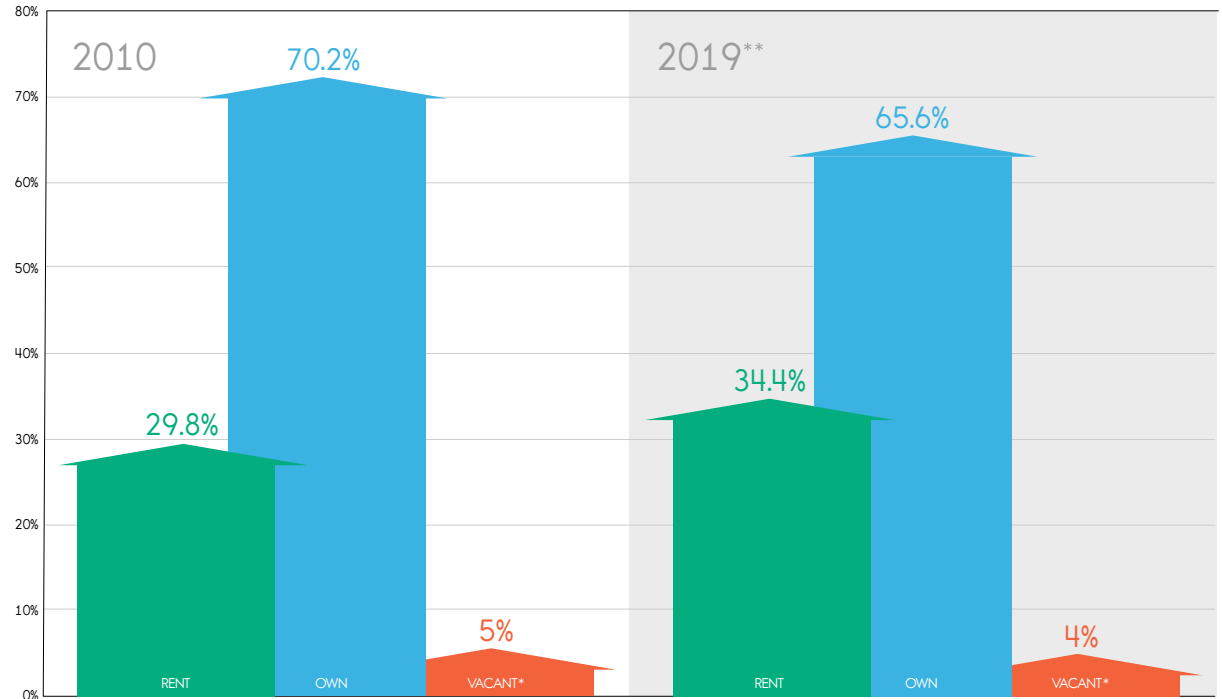
Source: City of Appleton

FIGURE 32: CITY OF APPLETON TOTAL CONSTRUCTION ACTIVITY BY PERMIT VALUE, 2020



Source: City of Appleton

FIGURE 33: CITY OF APPLETON RESIDENTIAL OCCUPANCY AND VACANCY, 2010-2019



*The 2020 Census reported vacancy rate was 4.4%. **The owner/renter split downtown is estimated at 47%/53%.
Source: U.S. Census; American Community Survey, ESRI.

FIGURE 34: CITY OF APPLETON RESIDENTIAL CONSTRUCTION ACTIVITY, 2012-2021

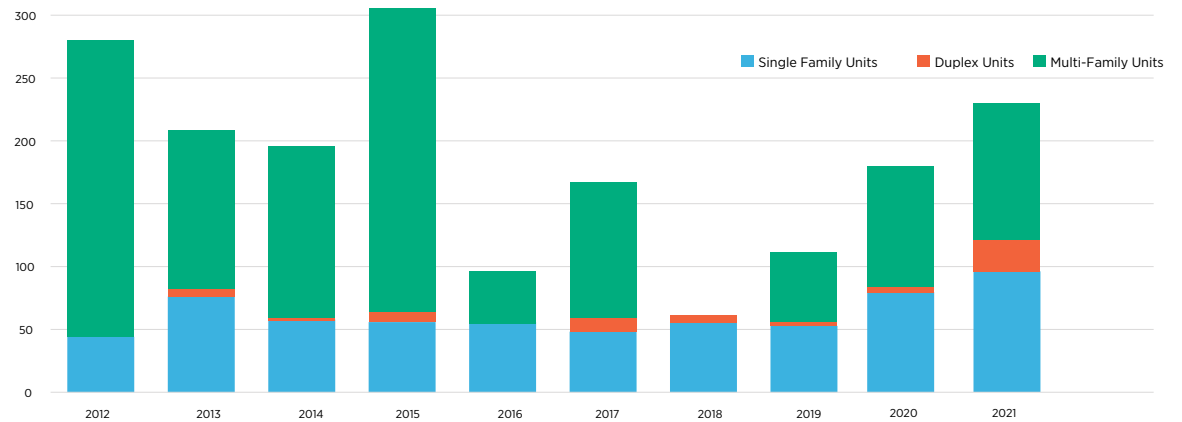
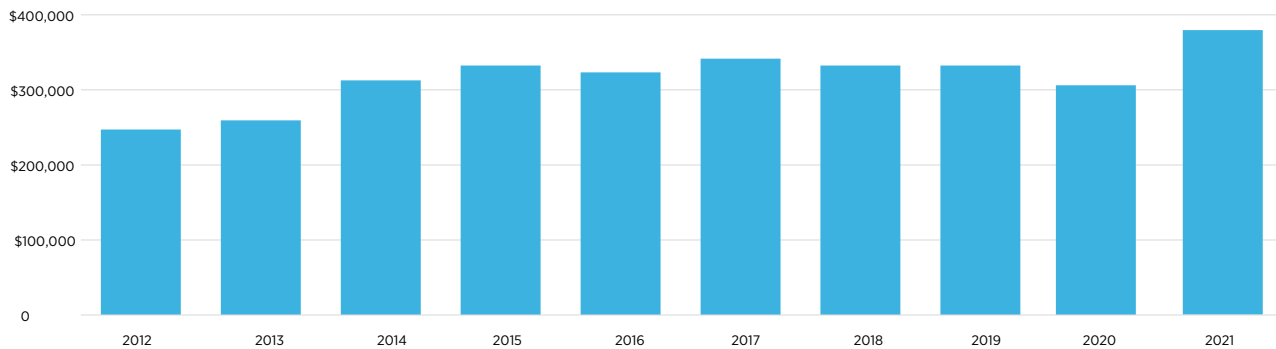


FIGURE 35: CITY OF APPLETON EXISTING HOME VALUES, 2019

	APPLETON		CSA		WISCONSIN	
Less than \$50,000	622	3.0%	3,086	2.7%	68,691	4.3%
\$50,000 to \$99,999	1,210	5.9%	10,370	9.1%	169,969	10.6%
\$100,000 to \$149,999	6,034	29.5%	27,253	23.8%	272,125	17.0%
\$150,000 to \$199,999	6,914	33.8%	27,587	24.1%	305,534	19.0%
\$200,000 to \$299,999	3,814	18.6%	27,329	23.9%	407,783	25.4%
\$300,000 to \$499,999	1,516	7.4%	14,989	13.1%	285,099	17.8%
\$500,000 to \$999,999	292	1.4%	3,251	2.8%	79,888	5.0%
\$1,000,000 or more	72	0.4%	626	0.5%	14,817	0.9%
Median (dollars)	\$165,600		\$176,100		\$197,200	

*Home values downtown are estimated at a median \$133,000 and average \$183,000 in 2021
 Source: American Community Survey (2019 1-year estimates); ESRI

FIGURE 36: CITY OF APPLETON AVERAGE NEW HOME VALUE, 2012-2021



restrictive lending practices, more young households who traditionally enter the market as renters, and pent-up demand after nearly two decades of limited rental construction.

- Appleton's share of renter-occupied housing is increasing, aligning with the ten-year construction trends.
- New home values were essentially unchanged from 2015 to 2020, but values had a large price increase in 2021. The increase is related to inflation related to material and labor costs, and increasing demand for housing in the region.
- Overall, existing home values in Appleton are lower than the region and much lower than the statewide median. The older housing stock of homes valued under \$200,000 is a primary reason. These are affordable options for many. However, this does not indicate the quality or availability of these homes.
- Residential home sales since 2017 reflect the high demand and/or low supply of housing in the region. The significantly increasing average sales price of homes coupled with lower inventory sold and days on the market indicates an unbalanced market. For example, the average sales price of single-family homes in Appleton increased by 36% since 2017 (an 8% annual rate) when the consumer price index during the same period increased by about 8% (a 1.9% annual rate).

FIGURE 37: MULTI-FAMILY SALES, 2017-2021

YEAR	# SOLD	AVG LIST PRICE	AVG SALE PRICE	SALE/LIST RATIO	AVG DAYS ON MARKET	AVG SQ FT	AVG # OF UNITS/BUILDING
2017	57	\$147,345	\$142,146	96.47%	89	2,322	2.4
2018	84	\$146,266	\$142,526	97.44%	72	2,244	2.24
2019	77	\$149,933	\$146,545	97.74%	69	2,135	2.13
2020	68	\$160,268	\$158,287	98.76%	70	2,132	2.17
2021	65	\$175,437	\$177,550	101.20%	56	2,030	2.05

Source: Wisconsin Multiple Listing Service

FIGURE 38: SINGLE-FAMILY SALES, 2017-2021

YEAR	# SOLD	AVG LIST PRICE	AVG SALE PRICE	SALE/LIST RATIO	AVG DAYS ON MARKET	AVG SQ FT
2017	1,032	\$176,584	\$174,834	99.01%	56	1,921
2018	1,071	\$193,346	\$190,829	98.70%	59	1,966
2019	1,000	\$200,968	\$200,068	99.55%	66	1,972
2020	1,081	\$217,857	\$218,915	100.49%	64	1,961
2021	868	\$240,187	\$247,241	102.94%	56	1,992

Source: Wisconsin Multiple Listing Service

HOUSING MARKET FORECASTS

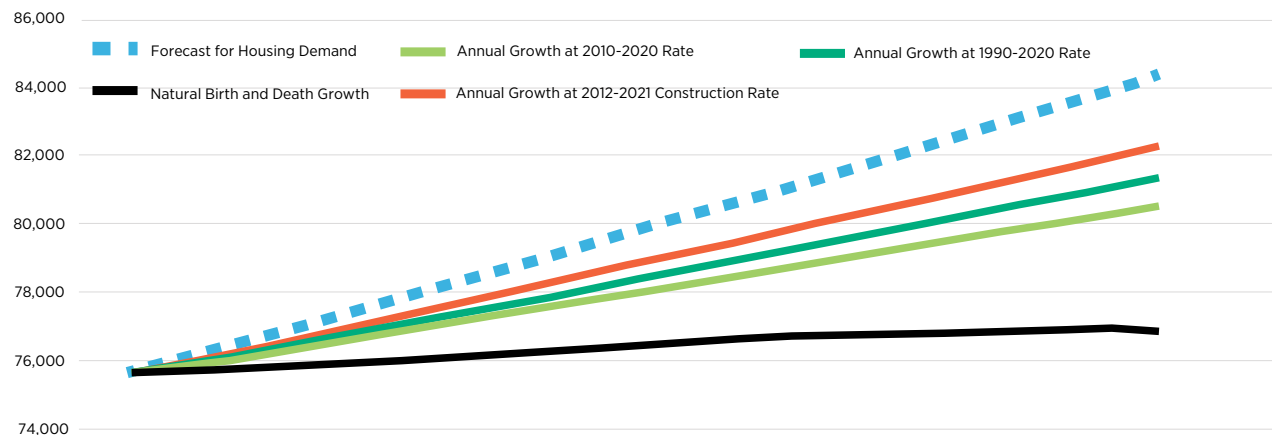
What. Forecast potential housing demand based on population growth, past trends, and household characteristics.

Why the forecast matters. Future population growth will increase pressure for land development across the city. The demand for housing is a critical driver because growth cannot occur without places for people to live. A housing demand forecast indicates construction needs that could, in part, be satisfied in downtown Appleton.

Population Forecast

- If the city grew based on 2010 to 2020 construction trends, the city would grow at about 0.54% annually and reach 79,856 people by 2030. However, stakeholders express the need for more housing supply than past construction levels. Also, the region is experiencing a higher annual growth rate, indicating that Appleton can capture regional growth if there are places to live.
- Therefore, the figure below illustrates a slightly higher forecast at a 0.70% annual growth rate. This growth rate is more than historical trends but represents the potential for housing production to meet pent-up demand. The growth rate can be reached through reuse, redevelopment, and new construction.

FIGURE 39: CITY OF APPLETON POPULATION FORECAST 2020-2035



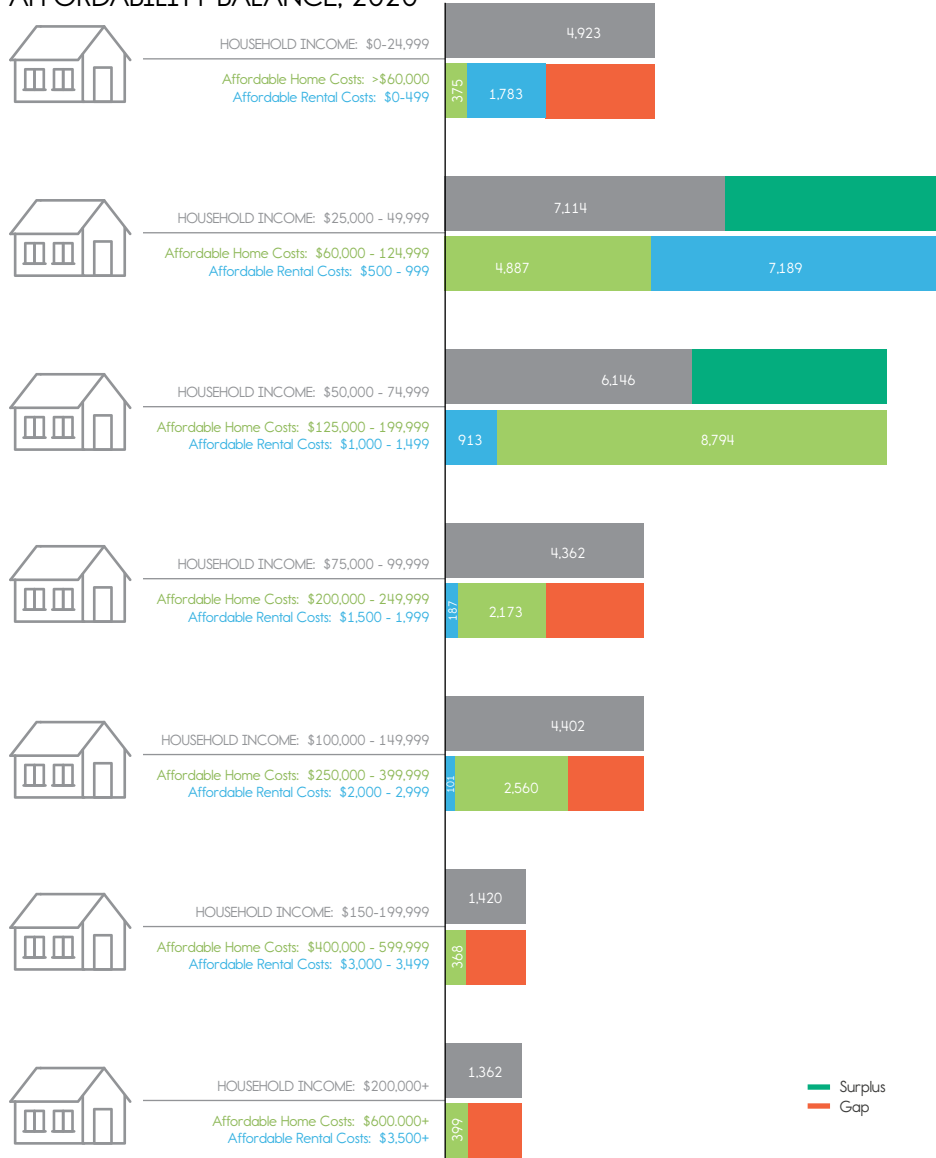
HOUSING AFFORDABILITY NEEDS

The distribution of existing housing by price point provides housing supply and demand indicators. The figures below illustrate the number of households by income range versus the number of owner and renter units available based on affordable ranges that households pay less than 30% of income on housing.

- Appleton and the region have a large stock of housing affordable to households making between \$25,000 and \$75,000 annually.
 - While it appears there are many units available to households making between \$25,000 and \$75,000, these units are filled by higher-income households. Therefore, they are often unavailable to households in this income range.

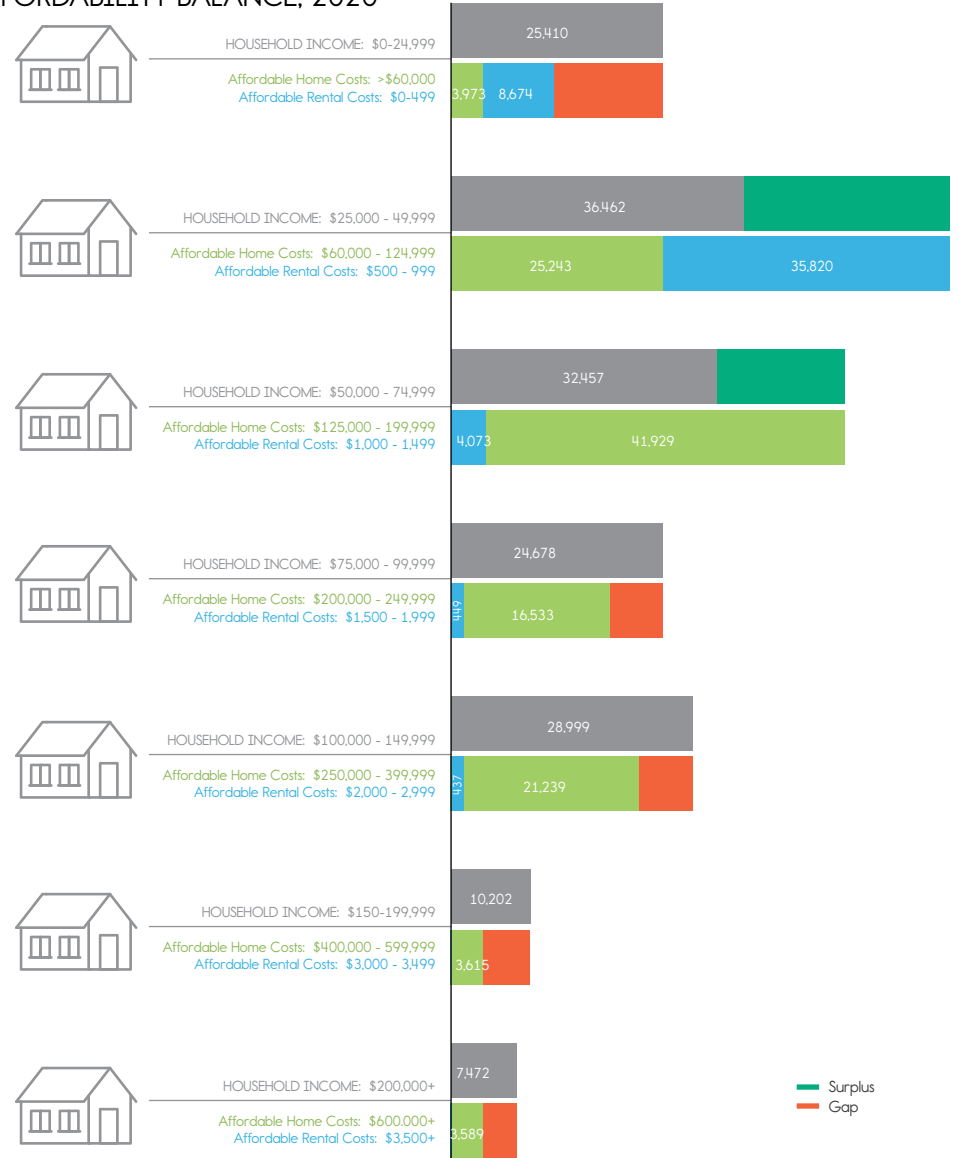
- Many households with incomes over \$75,000 fill units also attainable to lower-income households, thus creating a shortage of housing units for many first-time home buyers and those looking to step up from their first home.
 - They do this for various reasons, including housing costs and neighborhood preferences but also fewer options at higher prices.
 - Some move-up housing may create a filtering effect, but a greater variety of product types at more moderate rates will likely have a greater impact on the market than attracting households to price points over \$600,000.
- Lower-income households are impacted more by the lack of housing at the higher price points due to the competition that it creates for the existing units that are affordable to them.

FIGURE 41: CITY OF APPLETON HOUSING AFFORDABILITY BALANCE, 2020



Source: American Community Survey (2016-2020 Estimates); RDG Planning & Design

FIGURE 42: APPLETON COMBINED STATISTICAL AREA HOUSING AFFORDABILITY BALANCE, 2020



Source: American Community Survey (2016-2020 Estimates); RDG Planning & Design

- While there is a gap in affordable options for households making less than \$25,000, it is not as high as indicated in the figures. This is because households making less than \$25,000 also include some retirees living on fixed incomes with no mortgages remaining and college students receiving housing assistance.

HOUSING DEMAND

Appleton's projected housing need stems from a demand model that builds on the population forecast, construction trends, and regional analysis to forecast the demand for additional housing. The model includes the following assumptions:

- The household population will remain stable through 2030. Meaning the proportion of the population in group quarters such as institutional settings remains the same.
- Average people per household slightly declines over the period with more older households.
- Unit demand is calculated at the end of the period by dividing the household population by the number of people per household. This equals the number of occupied housing units.
- A manageable housing vacancy rate provides housing choices for residents moving to the community. The 2020 Census is reporting a vacancy rate of around 4.4%, and the 2020 American Community Survey reports a rate

of 3.7%. A 5-6% vacancy rate is considered a healthy market. The model increases the rate over time, which means more units are needed to satisfy pent-up demand and increase the number of units on the market at any one time.

- Unit needs at the end of each period are based on the actual household demand plus the number of projected vacant units that will support a healthy housing market.
- Replacement need is the number of housing units demolished or converted to other uses. For example, homes in poor condition or obsolete or redevelopment of an existing residential site. This also includes accidents resulting in demolition, such as fires.
- Cumulative need shows the number of total units needed between 2020 and the year at the end of the period.

The figure above shows an average annual construction need of about 301 units. This rate is more than the past ten-year trend at about 173 units annually. However, this is necessary and feasible to meet local demand.

HOUSING DEVELOPMENT PROGRAM

Building on the demand model, the development program forecasts production targets for owner and renter-occupied units based on these assumptions:

- Distributions are based on the % of households within each income range.
- Owner-occupied units will be distributed in proportion to the income distributions of households for whom owner occupancy is an appropriate strategy.
- Most low-income residents will be accommodated in rental units.
- The city currently has about 65% owner-occupied and 35% renter-occupied units. However, about 65% of residential construction from 2010 to 2020 were multi-family units (some could be owner units).
 - The increasing cost of construction and land will likely continue to support higher density owner-occupied configurations and rental units in the near term. But long-term, there needs to be more options for new families to own their homes. To meet this demand, the demand model assumes a 60/40 split between rental and ownership units. Some ownership units can still be in high-density settings, such as condos within multi-family buildings.
- Rental units price under \$650 a month cannot be provided by the private market alone.
 - New rental housing construction traditionally demands rents in the range of \$1.30 or more per square foot. Therefore, to produce housing priced below \$650 per month, programs like low-income housing tax credits will need to be leveraged.

- Some units renting below \$650 a month can also be made available by producing higher-priced units with newer amenities and fixtures. Some renters in less expensive units may opt for these new units and thus “filter” out of the less expensive units.
- Many ownership units priced below \$200,000 will have to be accommodated within the existing housing stock.
 - Products being constructed today will not meet demand at this price point. This demand will only be met through older existing units and the construction of products in denser configurations with land, infrastructure, or homeowner cost assistance.

FIGURE 43: TOTAL HOUSING DEMAND FORECAST AT 0.70% ANNUAL POPULATION GROWTH RATE

	2020	2025	2030	TOTAL
Population at End of Period	75,644	78,329	81,109	
Household Population at End of Period	73,114	75,709	78,396	
Average People Per Household	2.45	2.45	2.44	
Household Demand at End of Period	29,842	30,965	32,130	
Projected Vacancy Rate	4.0%	4.8%	5.5%	
Unit Needs at End of Period	31,086	32,509	34,000	
Replacement Need (total lost units)		50	50	100
Cumulative Need During Period		1,473	1,541	3,014
Average Annual Construction Need	Total Need	295	308	301

Source: RDG Planning & Design. According to the Appleton 2021 Development Trends Report, there are approximately 394 single-family lots available for sale in established subdivisions

FIGURE 44: HOUSING DEVELOPMENT PROGRAM BY PRICE POINT

	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

Downtown Market Potential

What. Detailed retail and business data snapshot for downtown Appleton. Data helps identify types of cluster advantages that Appleton may have and the market sectors that attract spending into Appleton (surplus sectors) and those market sectors where spending is not captured (leakage or gap sectors). Interpreting this analysis can help identify new businesses potentially supported by capturing lost spending.

What the data means for Appleton:

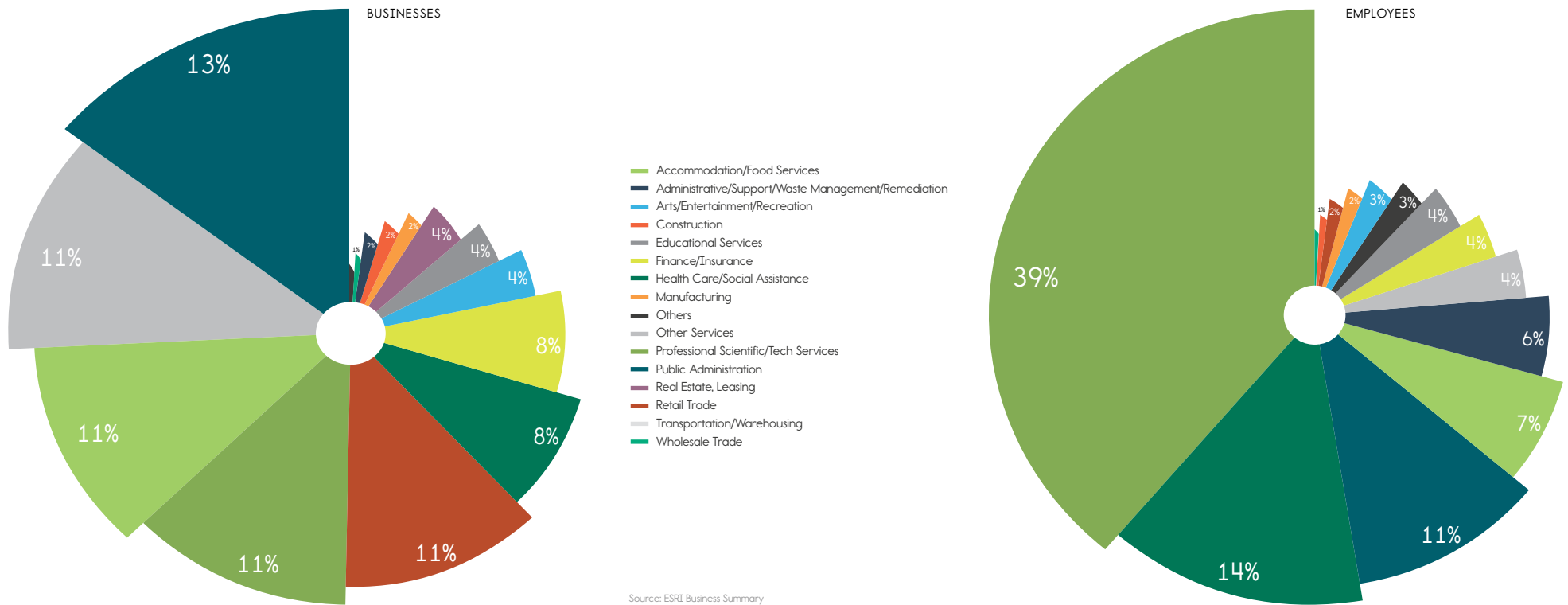
- The decreasing estimate of people living downtown as of 2021 are related to smaller household sizes associated with increased rental options. This population is younger than the city but has risen to median age of 31.3 in 2021. As a result, the median household income of people living downtown is also lower than the overall city.
- The downtown business environment is relatively diverse, with higher clusters of retail trade, food services, public administration, and professional tech services. Scientific and tech services are a major employment base for the downtown and a possible future growth cluster opportunity. These may be employees with higher-paying jobs that can afford higher rents or living arrangements downtown.
 - Other essential employees like those in health care and social assistance may desire to live closer to their employer, but prices may exclude them.

FIGURE 45: DOWNTOWN SNAPSHOT

	2000	2010	2021	2026*
Population**	9,369	8,936	8,847	9,063
Household Size	2.21	2.13	2.11	2.09
Owner	46%	43%	40%	41%
Renter	49%	48%	48%	48%
Vacant	5%	9%	12%	11%
Median Household Income			\$47,591	\$50,499
Median Home Value			\$133,808	\$185,374
Median Age		29.1	31.3	32.0

*Projection from ESRI **About 19% of the population in 2010 was estimated to live in group quarters such as dormitories.
 SOURCE: ESRI Community Profile – 1.5 square mile downtown area

FIGURE 46: DOWNTOWN APPLETON EMPLOYMENT BY BUSINESSES AND EMPLOYEES, 2021



DOWNTOWN HOUSING DEMAND

The City has development agreements or municipal approval for an additional 461 new residential building units, which will be built before 2024. These units

represent 15% of the citywide's 10-year unit demand through 2030. Considering the current household size of 2.11 people per household, these units represent 18% of the forecasted 2030 city population.

Building permit data suggests that downtown

represents a desirable market for residential development and will be a significant contributor to future growth in Appleton. Recent downtown residential supply could also be attributed to the relative expense of developing new greenfield sites in Appleton and the value return from developing

downtown. However, the average of 154 units a year from 2020 to 2023 is not expected to sustain through 2030 based on land availability, long-term market cycles, and steady absorption of these 461 units.

Assumptions:

- Appleton’s growth rate of 0.7% will result in a 2030 population forecast of 81,109, or an additional 5,465 people.
- Downtown represents 30% of the total 2030 population forecast growth from 2020 to 2030, or about 1,600-1,700 people
- The average household size in downtown remains steady at 2.11 people per household.
- Unit demand considers some vacancies need to allow unit choice and mobility of residents.
- Unit demand for downtown will have a higher split of renters to owners, meaning downtown will help fill more of the need for rental units at all price points across the city. Currently, about 48% of downtown residents are renters.

Based on these assumptions, the housing unit demand for downtown ranges from 750-800 units between 2020 to 2030, representing about 25% of total citywide demand. In other words, this study forecasts about 340 to 410 additional units above the 461 units coming online before 2024.

Factors that can influence the market forecast:

- Population growth slows down or increases.
- Affordability of constructing building units.
- Household size increases.

PROXIMITY CHARACTERISTICS AND PEER CITIES

Downtowns have unique characteristics to each city. These characteristics are partially framed by the surrounding demographics and potential demand for different services. The figure below shows demographic and retail characteristics in a ten-mile drive around downtowns in similarly sized Wisconsin cities. These downtowns attract significant spending outside the ten-minute radius (negative retail gap) in all situations. Appleton attracts the most retail spending of the comparison cities.

FIGURE 47: DOWNTOWN SNAPSHOT COMPARISON, 2021

Within a 10 min. drive from the center of downtown	EAU CLAIRE	APPLETON	OSHKOSH	GREEN BAY
Population	69,572	106,821	62,624	101,360
Household	28,590	44,496	26,825	43,113
Median Disposable Income	\$45,332	\$45,467	\$39,797	\$37,364
Per Capita Income	\$29,426	\$30,929	\$26,571	\$26,169
Total Retail Trade and Food & Drink				
Demand	\$842,064,248	\$1.45 billion	\$742,170,929	\$1.17 billion
Supply	\$1.38 billion	\$2.58 billion	\$1.05 billion	\$1.88 billion
Retail Gap	(\$539,234,986)	(\$1.12 billion)	(\$310,678,671)	(\$706,535,301)
Number of businesses	612	983	547	848
Ratio of residents to business	114	109	114	120
Total Retail Trade				
Demand	\$759,808,666	\$1.31 billion	\$671,160,027	\$1.06 billion
Supply	\$1,260,720,628	\$208,330,653	\$937,702,989	\$1.68 billion
Retail Gap	(\$500,911,962)	(\$1.06 billion)	(\$266,542,962)	(\$626,884,936)
Number of businesses	419	681	363	582
Ratio of residents to business	166	157	172	174
Total Food & Drink				
Demand	\$82,255,582	\$141,231,414	\$71,010,902	\$112,501,487
Supply	\$120,578,606	\$208,330,653	\$115,146,610	\$192,148,852
Retail Gap	\$(38,323,024)	\$(67,099,239)	\$(44,135,708)	\$(79,647,365)
Number of businesses	193	302	183	266
Ratio of residents to business	360	354	342	381

Source: ESRI Retail Marketplace Profile, 2021

Retail Market Snapshot

Appleton is part of a larger commercial base. As a result, some adjacent cities will naturally fill store and service gaps in Appleton. Markets where Appleton residents shop and Appleton's potential retail draw are shown in Figure 48.

City of Appleton

The jurisdictional boundaries of Appleton are a baseline of current expenditures of residents and the revenue of businesses.

Primary Market

The primary market area is the Appleton-Oshkosh-Neenah Combined Statistical Area, excluding the City of Appleton. Residents of each respective city do some daily shopping in their community and larger commercial centers in the area based on preferences or needs.

Secondary Market

The secondary market extends in all directions to capture other cities where people may travel to the closest regional trade center for a greater selection of goods and services, excluding Appleton. While residents of this area may shop locally for typical needs, larger markets such as the Fox Cities exert a powerful draw for unique or large purchase items.

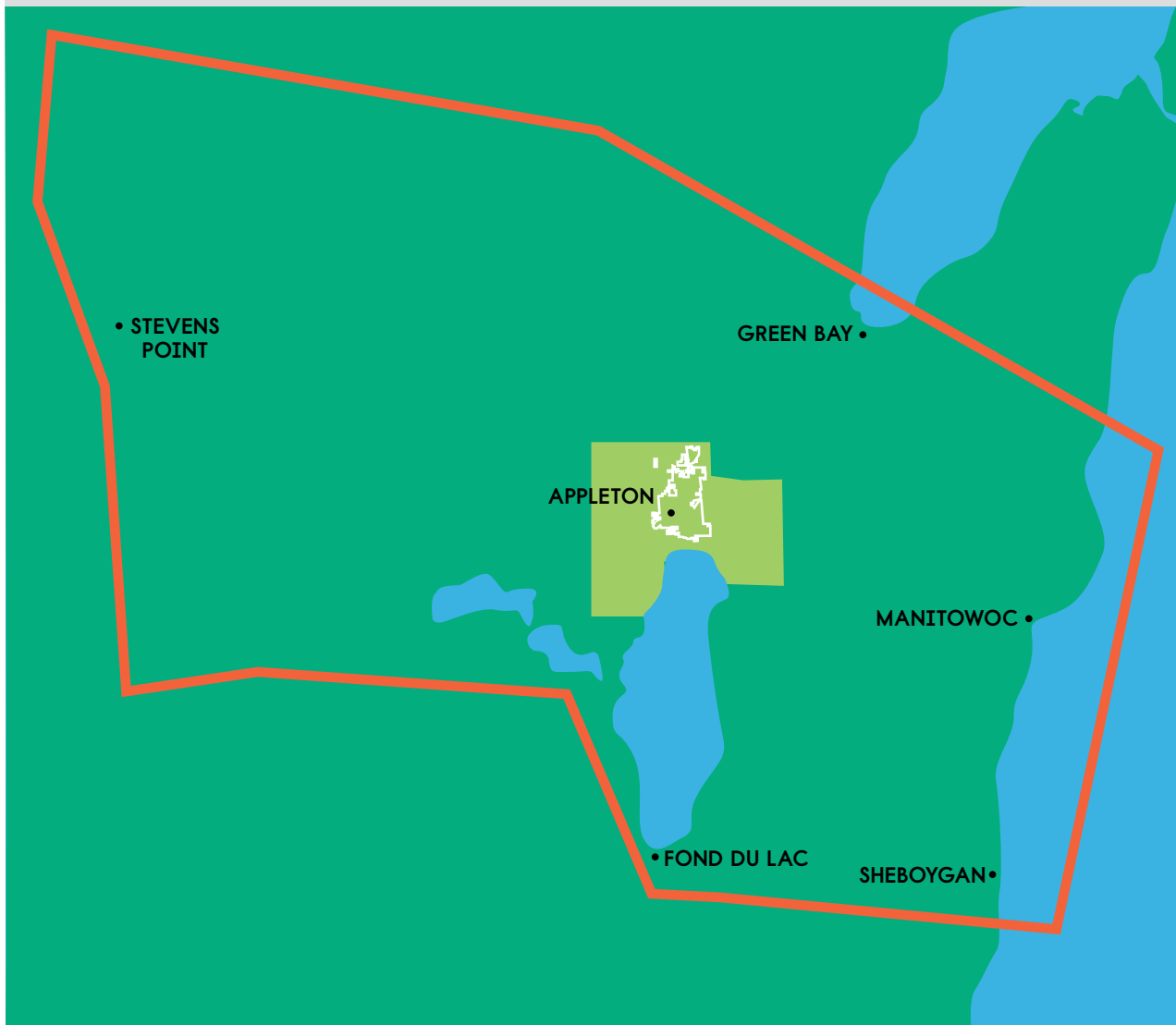
RETAIL GAPS AND SURPLUSES

One way of evaluating Appleton's retail role in the region is to consider its share of total regional retail sales and identify the gap between consumer demand (expenditures) and retail sales within each retail sector.

- Appleton's share of adjusted retail sales in the total market area (primary and secondary) is about 8.7%
- About 25% of adjusted retail sales in the Combined Statistical Area occur in Appleton. In 2020, Appleton's population accounted for about 18% of the total population in the Combined Statistical Area
- Appleton's share of food and drink sales, such as restaurants, special food services, and bars is about 35.5% of the total sales in the CSA.

Overall, the City of Appleton attracts a spending surplus from people outside the city. This could be non-local employees, people making special trips to commercial centers, or people going to unique destinations like downtown. Similarly, the CSA excluding Appleton also attracts spending from the larger region. However, the CSA around Appleton has a gap in spending on food and drink. In other words, people living in the CSA outside of Appleton spend more on food and drink in other areas – including Appleton.

FIGURE 48: RETAIL MARKET AREAS



Source: ESRI

In figures 49 through 51, a negative value results from demand exceeding supply, indicating leakage of consumer dollars to outside markets. In other words, residents have dollars to spend, but a portion of those dollars are spent outside their respective market area. Conversely, a positive value results from sales exceeding demand and indicates a flow of regional dollars into the area's market.

There are spending gaps for specific retail categories in each market area. The following retail categories represent gaps in the market that are unmet in that respective market area.

Appleton

- Furniture and Home Furnishing Stores.**
 These stores appear to be satisfied outside of Appleton in other cities in the Fox Cities area. There could be room to fill a gap in Appleton, but the supply in the adjacent area likely serves the current needs of Appleton residents.
- Health and Personal Care Stores.**
 There is a surplus of these stores in the Fox Valley area but a gap in Appleton. These stores' unique experiences or products could be a growth opportunity in Appleton, especially if the experience attracts people from the larger region.
- Clothing and Clothing Accessory Stores.**
 There is a surplus of these stores in the Fox Cities, but a gap in Appleton.
- Sporting Goods, Hobby, Book & Music Stores.** These are stores where many Appleton residents travel to other areas for shopping.

Primary Market

- Food and Drink.** Interestingly, more spending is going to establishments outside the Combined Statistical Area (excluding Appleton) than those within the area. Most of this leakage is in restaurants and other eating places. This spending pattern is an opportunity for Appleton to continue growing the capture rate of spending.

FIGURE 49: ADJUSTED RETAIL SALES (EXCLUDING AUTO AND ONLINE RELATED STORES)

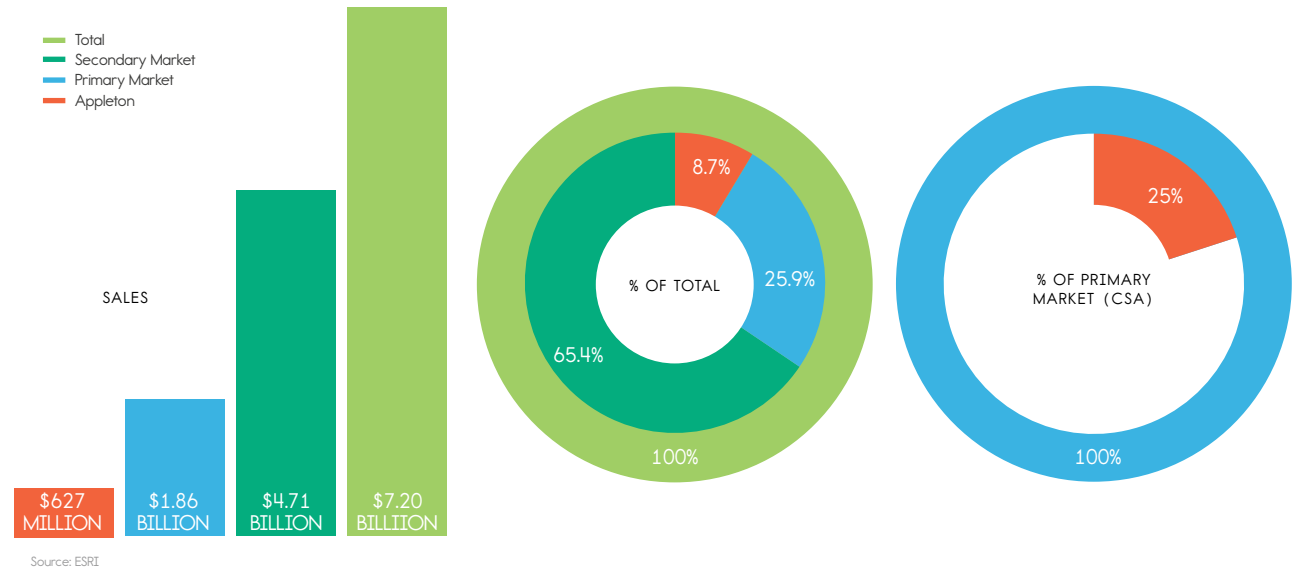


FIGURE 49: ADJUSTED RETAIL SALES (EXCLUDING AUTO AND ONLINE RELATED STORES)

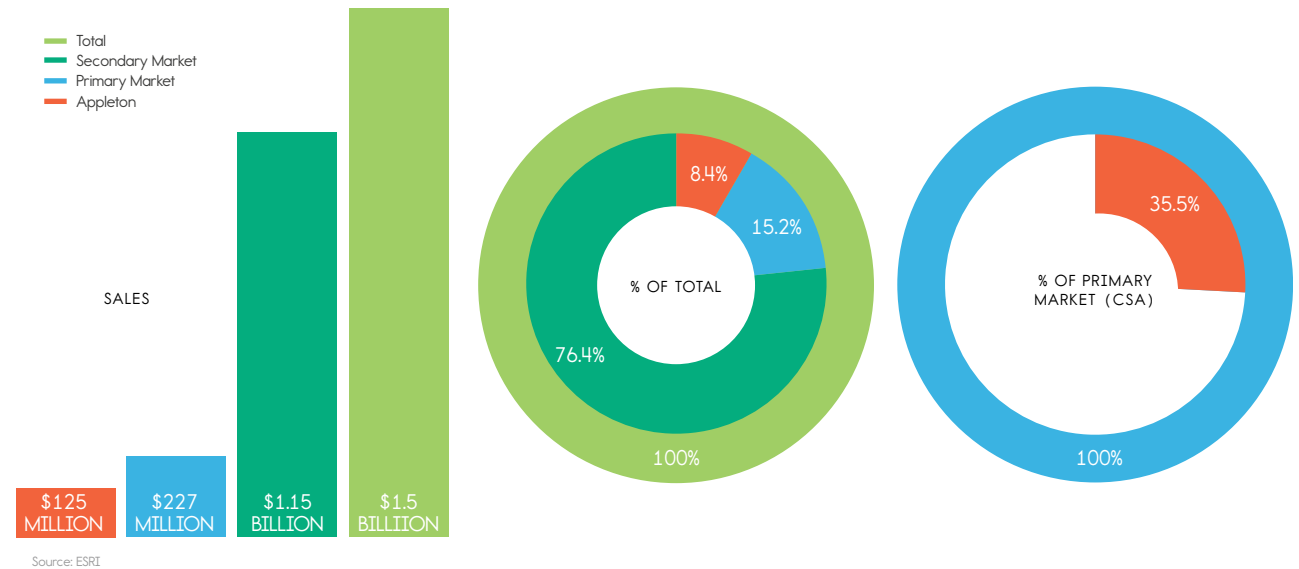


FIGURE 51: RETAIL GAPS AND SURPLUSES

(Leakage)/Surplus	CITY OF APPLETON	PRIMARY MARKET	SECONDARY MARKET	TOTAL MARKET AREA
Retail Adjustment + Food and Drink	\$271,329,349	\$922,797,087	\$478,565,223	\$1,672,691,659
Retail Adjustment	\$247,943,374	\$943,692,098	\$457,566,640	\$1,649,202,112
Total Food and Drink	\$23,385,975	(\$20,895,011)	\$20,998,583	\$23,489,547
Furniture and Home Furnishings Stores	(\$13,346,908)	\$95,228,421	(\$5,321,430)	\$76,560,083
Electronics and Appliance Stores	\$6,763,694	\$1,932,848	\$35,960,581	\$44,657,123
Bldg Materials, Garden Equipment and Supply Stores	\$65,468,653	\$53,245,707	\$255,433,809	\$374,148,169
Food and Beverage Stores	\$27,590,813	\$154,406,846	\$393,406,673	\$575,404,332
Health and Personal Care Stores	(\$8,648,868)	\$25,731,740	(\$66,562,854)	(\$49,479,982)
Clothing and Clothing Accessories Stores	(\$21,565,109)	\$79,813,588	(\$125,427,483)	(\$67,179,004)
Sporting Goods, Hobby, Book and Music Stores	(\$10,764,099)	\$52,798,709	\$145,505,565	\$187,540,175
General Merchandise Stores	\$71,644,649	\$606,688,506	(\$98,055,930)	\$580,277,225
Miscellaneous Store Retailers	\$26,835,597	\$11,907,243	(\$8,306,209)	\$30,436,631
Nonstore Retailers*	(\$19,327,483)	(\$50,089,957)	(\$77,183,241)	(\$146,600,681)

*Nonstore retailers do not add to building footprint space but help know the magnitude of online shopping. This category will nearly always show a leakage. Full detail tables included in the Appendix
 SOURCE: ESRI

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a

appendix

**SUMMARY DEMOGRAPHICS:
CITY OF APPLETON**

2021 Population	76,056
2021 Households	30,748
2021 Median Disposable Income	\$47,877
2021 Per Capita Income	\$31,689

SOURCE: ESRI

APPLETON

	DEMAND (EXPENDITURES)	SUPPLY (SALES)	# OF BUSINESSES	OPPORTUNITY GAP/SURPLUS
Total Retail Trade and Food & Drink	\$1,044,493,956	\$1,076,893,056	552	\$32,399,100
Total Retail Trade	\$942,685,840	\$951,698,965	355	\$9,013,125
Total Food & Drink	\$101,808,116	\$125,194,091	197	\$23,385,975
Retail Adjustment (minus auto and non-store)	\$379,065,616	\$627,008,990	242	\$247,943,374
Retail Adjustment + Food and Drink	\$480,873,732	\$752,203,081	439	\$271,329,349
Motor Vehicle & Parts Dealers	\$201,312,434	\$115,031,434	37	(\$86,281,000)
Automobile Dealers	\$159,311,424	\$88,466,658	18	(\$70,844,766)
Other Motor Vehicle Dealers	\$25,724,816	\$6,826,990	4	(\$18,897,826)
Auto Parts, Accessories & Tire Stores	\$16,276,194	\$19,737,786	15	\$3,461,592
Furniture & Home Furnishings Stores	\$30,835,408	\$17,488,500	23	(\$13,346,908)
Furniture Stores	\$18,486,568	\$11,323,618	10	(\$7,162,950)
Home Furnishings Stores	\$12,348,840	\$6,164,882	13	(\$6,183,958)
Electronics & Appliance Stores	\$31,272,596	\$38,036,290	21	\$6,763,694
Bldg Materials, Garden Equip. & Supply Stores	\$63,812,282	\$129,280,935	28	\$65,468,653
Bldg Material & Supplies Dealers	\$57,385,336	\$128,715,048	26	\$71,329,712
Lawn & Garden Equip & Supply Stores	\$6,426,946	\$565,887	2	(\$5,861,059)
Food & Beverage Stores	\$147,300,054	\$174,890,867	27	\$27,590,813
Grocery Stores	\$128,289,581	\$161,500,016	17	\$33,210,435
Specialty Food Stores	\$10,607,584	\$4,298,918	6	(\$6,308,666)
Beer, Wine & Liquor Stores	\$8,402,889	\$9,091,933	4	\$689,044
Health & Personal Care Stores	\$59,241,352	\$50,592,484	36	(\$8,648,868)
Gasoline Stations	\$111,413,437	\$82,056,623	24	(\$29,356,814)

APPLETON

	DEMAND (EXPENDITURES)	SUPPLY (SALES)	# OF BUSINESSES	OPPORTUNITY GAP/SURPLUS
Clothing & Clothing Accessories Stores	\$40,918,420	\$19,353,311	27	(\$21,565,109)
Clothing Stores	\$26,568,976	\$8,759,870	14	(\$17,809,106)
Shoe Stores	\$5,929,492	\$4,319,361	5	(\$1,610,131)
Jewelry, Luggage & Leather Goods Stores	\$8,419,952	\$6,274,080	8	(\$2,145,872)
Sporting Goods, Hobby, Book & Music Stores	\$24,481,380	\$13,717,281	37	(\$10,764,099)
Sporting Goods/Hobby/Musical Instr Stores	\$20,585,690	\$11,717,615	27	(\$8,868,075)
Book, Periodical & Music Stores	\$3,895,690	\$1,999,666	10	(\$1,896,024)
General Merchandise Stores	\$168,039,600	\$239,684,249	17	\$71,644,649
Department Stores Excluding Leased Depts.	\$127,867,493	\$203,869,477	10	\$76,001,984
Other General Merchandise Stores	\$40,172,107	\$35,814,772	7	(\$4,357,335)
Miscellaneous Store Retailers	\$36,738,793	\$63,574,390	68	\$26,835,597
Florists	\$1,782,675	\$1,218,436	3	(\$564,239)
Office Supplies, Stationery & Gift Stores	\$8,641,559	\$10,256,836	21	\$1,615,277
Used Merchandise Stores	\$8,387,739	\$26,254,333	13	\$17,866,594
Other Miscellaneous Store Retailers	\$17,926,820	\$25,844,785	31	\$7,917,965
Nonstore Retailers	\$27,320,084	\$7,992,601	10	(\$19,327,483)
Electronic Shopping & Mail-Order Houses	\$22,261,835	\$4,577,883	5	(\$17,683,952)
Vending Machine Operators	\$2,013,407	\$190,187	1	(\$1,823,220)
Direct Selling Establishments	\$3,044,842	\$3,224,531	4	\$179,689
Food Services & Drinking Places	\$101,808,116	\$125,194,091	197	\$23,385,975
Special Food Services	\$2,539,868	\$2,935,685	4	\$395,817
Drinking Places - Alcoholic Beverages	\$7,418,625	\$9,271,286	20	\$1,852,661
Restaurants/Other Eating Places	\$91,849,623	\$112,987,120	173	\$21,137,497

Source: ESRI

**SUMMARY DEMOGRAPHICS:
PRIMARY AREA (CSA)**

2021 Population	248,277
2021 Households	101,140
2021 Median Disposable Income	\$51,588
2021 Per Capita Income	\$33,788

SOURCE: ESRI

PRIMARY AREA: CSA

APPLETON

	DEMAND (EXPENDITURES)	SUPPLY (SALES)	# OF BUSINESSES	OPPORTUNITY GAP/SURPLUS
Total Retail Trade and Food & Drink	\$2,554,304,172	\$3,719,119,745	1807	\$1,164,815,573
Total Retail Trade	\$2,306,196,429	\$3,491,907,012	1,231	\$1,185,710,583
Total Food & Drink	\$248,107,743	\$227,212,732	575	(\$20,895,011)
Retail Adjustment (minus auto and non-store)	\$920,726,413	\$1,864,418,511	758	\$943,692,098
Retail Adjustment + Food and Drink	\$1,168,834,156	\$2,091,631,243	1,333	\$922,797,087
Motor Vehicle & Parts Dealers	\$496,166,618	\$680,699,021	171	\$184,532,403
Automobile Dealers	\$392,600,206	\$511,390,039	82	\$118,789,833
Other Motor Vehicle Dealers	\$63,840,040	\$66,801,169	28	\$2,961,129
Auto Parts, Accessories & Tire Stores	\$39,726,371	\$102,507,812	62	\$62,781,441
Furniture & Home Furnishings Stores	\$75,699,070	\$170,927,491	84	\$95,228,421
Furniture Stores	\$44,950,261	\$141,865,249	43	\$96,914,988
Home Furnishings Stores	\$30,748,809	\$29,062,241	42	(\$1,686,568)
Electronics & Appliance Stores	\$76,088,005	\$78,020,853	62	\$1,932,848
Bldg Materials, Garden Equip. & Supply Stores	\$159,770,022	\$213,015,729	105	\$53,245,707
Bldg Material & Supplies Dealers	\$143,931,223	\$207,242,314	89	\$63,311,091
Lawn & Garden Equip & Supply Stores	\$15,838,799	\$5,773,415	17	(\$10,065,384)
Food & Beverage Stores	\$357,128,304	\$511,535,150	86	\$154,406,846
Grocery Stores	\$311,086,017	\$463,412,242	46	\$152,326,225
Specialty Food Stores	\$25,712,767	\$26,897,360	28	\$1,184,593
Beer, Wine & Liquor Stores	\$20,329,520	\$21,225,548	12	\$896,028
Health & Personal Care Stores	\$144,805,835	\$170,537,575	96	\$25,731,740
Gasoline Stations	\$272,016,907	\$241,531,436	89	(\$30,485,471)

PRIMARY AREA: CSA

APPLETON

	DEMAND (EXPENDITURES)	SUPPLY (SALES)	# OF BUSINESSES	OPPORTUNITY GAP/SURPLUS
Clothing & Clothing Accessories Stores	\$99,248,064	\$179,061,652	147	\$79,813,588
Clothing Stores	\$64,479,778	\$127,727,486	90	\$63,247,708
Shoe Stores	\$14,486,723	\$26,969,596	29	\$12,482,873
Jewelry, Luggage & Leather Goods Stores	\$20,281,562	\$24,364,570	28	\$4,083,008
Sporting Goods, Hobby, Book & Music Stores	\$59,714,448	\$112,513,157	101	\$52,798,709
Sporting Goods/Hobby/Musical Instr Stores	\$50,359,479	\$106,348,850	78	\$55,989,371
Book, Periodical & Music Stores	\$9,354,969	\$6,164,307	23	(\$3,190,662)
General Merchandise Stores	\$409,248,161	\$1,015,936,667	68	\$606,688,506
Department Stores Excluding Leased Depts.	\$311,439,854	\$603,638,333	26	\$292,198,479
Other General Merchandise Stores	\$97,808,307	\$412,298,333	41	\$314,490,026
Miscellaneous Store Retailers	\$89,646,047	\$101,553,290	195	\$11,907,243
Florists	\$4,366,803	\$2,625,601	16	(\$1,741,202)
Office Supplies, Stationery & Gift Stores	\$21,121,594	\$24,889,676	56	\$3,768,082
Used Merchandise Stores	\$20,270,941	\$37,139,198	40	\$16,868,257
Other Miscellaneous Store Retailers	\$43,886,709	\$36,898,816	83	(\$6,987,893)
Nonstore Retailers	\$66,664,949	\$16,574,992	28	(\$50,089,957)
Electronic Shopping & Mail-Order Houses	\$54,454,925	\$7,984,032	13	(\$46,470,893)
Vending Machine Operators	\$4,889,006	\$6,202,951	6	\$1,313,945
Direct Selling Establishments	\$7,321,017	\$2,388,009	9	(\$4,933,008)
Food Services & Drinking Places	\$248,107,743	\$227,212,732	575	(\$20,895,011)
Special Food Services	\$6,208,820	\$1,712,727	14	(\$4,496,093)
Drinking Places - Alcoholic Beverages	\$17,958,598	\$19,029,371	74	\$1,070,773
Restaurants/Other Eating Places	\$223,940,326	\$206,470,635	488	(\$17,469,691)

Source: ESRI

**SUMMARY DEMOGRAPHICS:
SECONDARY AREA**

2021 Population	1,127,603
2021 Households	459,788
2021 Median Disposable Income	\$50,091
2021 Per Capita Income	\$32,284

SOURCE: ESRI

SECONDARY AREA

PRIMARY AREA

	DEMAND (EXPENDITURES)	SUPPLY (SALES)	# OF BUSINESSES	OPPORTUNITY GAP/SURPLUS
Total Retail Trade and Food & Drink	\$11,978,861,559	\$10,781,646,886	8,350	(\$1,197,214,673)
Total Retail Trade	\$10,854,373,949	\$11,963,625,589	5,580	\$1,109,251,640
Total Food & Drink	\$1,124,487,610	\$1,145,486,193	2,770	\$20,998,583
Retail Adjustment (minus auto and non-store)	\$4,250,470,355	\$4,708,036,995	3,378	\$457,566,640
Retail Adjustment + Food and Drink	\$5,374,957,965	\$5,853,523,188	6,148	\$478,565,223
Motor Vehicle & Parts Dealers	\$2,368,387,610	\$2,583,150,919	778	\$214,763,309
Automobile Dealers	\$1,874,640,316	\$2,030,283,145	336	\$155,642,829
Other Motor Vehicle Dealers	\$306,954,299	\$384,152,211	164	\$77,197,912
Auto Parts, Accessories & Tire Stores	\$186,792,997	\$168,715,564	279	(\$18,077,433)
Furniture & Home Furnishings Stores	\$342,575,244	\$337,253,814	313	(\$5,321,430)
Furniture Stores	\$203,834,384	\$235,406,693	136	\$31,572,309
Home Furnishings Stores	\$138,740,860	\$101,847,122	177	(\$36,893,738)
Electronics & Appliance Stores	\$347,198,023	\$383,158,604	266	\$35,960,581
Bldg Materials, Garden Equip. & Supply Stores	\$763,943,713	\$1,019,377,522	556	\$255,433,809
Bldg Material & Supplies Dealers	\$685,069,557	\$901,797,854	434	\$216,728,297
Lawn & Garden Equip & Supply Stores	\$78,874,156	\$117,579,668	122	\$38,705,512
Food & Beverage Stores	\$1,680,867,831	\$2,074,274,504	483	\$393,406,673
Grocery Stores	\$1,466,484,980	\$1,682,403,912	259	\$215,918,932
Specialty Food Stores	\$120,995,641	\$296,435,113	175	\$175,439,472
Beer, Wine & Liquor Stores	\$93,387,210	\$95,435,480	48	\$2,048,270
Health & Personal Care Stores	\$694,553,052	\$627,990,198	438	(\$66,562,854)
Gasoline Stations	\$1,300,060,968	\$1,745,099,819	506	\$445,038,851

SECONDARY AREA

PRIMARY AREA

	DEMAND (EXPENDITURES)	SUPPLY (SALES)	# OF BUSINESSES	OPPORTUNITY GAP/SURPLUS
Clothing & Clothing Accessories Stores	\$445,975,097	\$320,547,614	510	(\$125,427,483)
Clothing Stores	\$291,667,118	\$218,066,953	329	(\$73,600,165)
Shoe Stores	\$65,022,503	\$60,412,409	85	(\$4,610,094)
Jewelry, Luggage & Leather Goods Stores	\$89,285,477	\$42,068,252	96	(\$47,217,225)
Sporting Goods, Hobby, Book & Music Stores	\$273,229,596	\$418,735,161	476	\$145,505,565
Sporting Goods/Hobby/Musical Instr Stores	\$230,536,102	\$388,141,914	404	\$157,605,812
Book, Periodical & Music Stores	\$42,693,494	\$30,593,247	72	(\$12,100,247)
General Merchandise Stores	\$1,897,240,558	\$1,799,184,628	273	(\$98,055,930)
Department Stores Excluding Leased Depts.	\$1,437,457,594	\$1,430,183,698	115	(\$7,273,896)
Other General Merchandise Stores	\$459,782,964	\$369,000,931	158	(\$90,782,033)
Miscellaneous Store Retailers	\$425,257,167	\$416,950,958	883	(\$8,306,209)
Florists	\$20,568,861	\$29,000,710	101	\$8,431,849
Office Supplies, Stationery & Gift Stores	\$96,669,368	\$93,632,879	217	(\$3,036,489)
Used Merchandise Stores	\$92,218,786	\$85,799,084	211	(\$6,419,702)
Other Miscellaneous Store Retailers	\$215,800,152	\$208,518,285	354	(\$7,281,867)
Nonstore Retailers	\$315,085,088	\$237,901,847	98	(\$77,183,241)
Electronic Shopping & Mail-Order Houses	\$251,982,316	\$106,285,089	41	(\$145,697,227)
Vending Machine Operators	\$22,827,291	\$109,447,085	22	\$86,619,794
Direct Selling Establishments	\$40,275,482	\$22,169,672	35	(\$18,105,810)
Food Services & Drinking Places	\$1,124,487,610	\$1,145,486,193	2,770	\$20,998,583
Special Food Services	\$28,714,211	\$52,490,468	67	\$23,776,257
Drinking Places - Alcoholic Beverages	\$80,087,355	\$91,912,597	575	\$11,825,242
Restaurants/Other Eating Places	\$1,015,686,042	\$1,001,083,127	2,129	(\$14,602,915)

Source: ESRI





"...meeting community needs...enhancing quality of life."

DEPARTMENT OF PUBLIC WORKS

Engineering Division
100 North Appleton Street
Appleton, WI 54911
TEL (920) 832-6474
FAX (920) 832-6489

DRAFT For Committee: 7/26/22

LEAD AND GALVANIZED STEEL WATER SERVICE LINE REPLACEMENT PROGRAM
ELIGIBILITY AND PARTICIPATION POLICY

In conjunction with **Municipal Code Section 20-44**, the Lead and Galvanized Steel Water Service Replacement Program has been established to provide financial assistance to eligible property owners. Eligibility criteria, eligible costs, non-eligible costs, and conditions of participation are outlined within this policy.

Eligible property owners may make a request to participate in the program by contacting the Department of Public Works at 920-832-5580. Requests do not guarantee acceptance into the program. Invitation to the program will be prioritized by the city, factoring in those who are most vulnerable and at-risk from lead exposure, underserved areas, and City planned construction activities.

ELIGIBILITY REQUIREMENTS

- Must have a City confirmed qualifying water service line (Lead or Galvanized Steel).
- Must receive water from the City of Appleton Water Utility.
- Must not have an active water service line leak. (See Service Leak Disclaimer below).
- Must not have commenced replacement of the private lead or galvanized water service line prior to invitation to the program by the City.
- Must have current and paid property taxes at the time of replacement.
- Must not be delinquent in any fees or payments to the City of Appleton at the time of replacement.
- Must use city selected licensed contractor to complete replacement.

ELIGIBLE COSTS

- Costs of location, excavation, and exposure of the private water service, pipe materials, and internal plumbing modifications up to the meter.
- Cost of trenching and concrete wall and/or floor repairs.
- Cost of concrete replacement on sidewalks and aprons if removed to access curb box.
- Cost of grass seeding to restore disturbed grass/lawns.
- Applicable permit fees.

NON-ELIGIBLE COSTS

- Removal and replacement of interior walls and finishes.
- Use of materials not meeting the requirements of the City's specifications or City codes.
- Ancillary property owner improvements to include interior plumbing and fixtures not necessary in the replacement of the lead or galvanized steel water service line.
- Replacement or restoration of private landscaping, bushes, trees, sod, fences, walls, etc. disturbed during construction.

CONDITIONS OF PARTICIPATION AND AGREEMENT TO HOLD CITY HARMLESS

As a condition of participation, the City shall have no liability for any of the work of the Contractor(s), including but not limited to, defective work or other damage, injury and/or loss on account of any act or omission of the Contractor in the performance of their work, and the like. The Property Owner shall make any claim for such matters directly against the Contractor or Contractor's insurance carrier. The property owner further hereby agrees to indemnify, defend, and hold the City harmless against any and all liability, loss, damage, expense, costs, including attorney's fees, arising out of the activities described herein. Property Owner is responsible for all maintenance of system, including but not limited to, replacement parts, pumps, circuit breakers, valves, pipes, and the like.

By participating in the program, the property owner here by accepts all conditions and details set forth within the ordinance and the Lead and Galvanized Steel Water Service Line Replacement Program Eligibility and Participation Policy.

SERVICE LEAK DISCLAIMER

In the event the water service line at the property participating in the program develops a leak before the scheduled replacement date, that property, in accordance with the **Department of Public Works Water Leak Policy**, will become ineligible to participate and will be removed from the program. The Department of Public Works will send notice of the service leak to the property owner instructing that the leak be repaired as soon as possible to avoid wasting of water, potential property damage, and/or health and safety issues.

The City, in partnership with Service Line Warranties of America (SLWA), offers optional repair service plans to property owners to protect them from the inconvenience of home repair emergencies, including water service leaks on their property. More information about these optional plans and SWLA can be found at www.slwofa.com or by calling toll-free 1-866-922-9006.

52-22

AN ORDINANCE AMENDING SECTION 19-86 OF CHAPTER 19 OF THE MUNICIPAL CODE OF THE CITY OF APPLETON, RELATING TO PARKING RESTRICTIONS.
(Municipal Services Committee 7/20/2022)

The Common Council of the City of Appleton does ordain as follows:

Section 1: That Section 19-86 of Chapter 19 of the Municipal Code of the City of Appleton, relating to parking restrictions, is hereby created as follows. This ordinance supersedes and repeals any conflicting ordinance regarding parking in the designated area.

Parking be restricted to vehicles displaying handicapped license plates or Wisconsin Handicapped permit only on the west side of Morrison Street from Franklin Street to a point 35 feet north of Franklin Street.

Section 2: This ordinance shall be in full force and effect from and after its passage and publication, and upon its passage and publication, the Traffic Engineer is authorized and directed to make the necessary changes in the Parking District Map in accordance with this Ordinance.