



# MEMORANDUM

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TO: Community and Economic Development Committee

FROM: Matt Rehbein, Economic Development Specialist  
David Kress, Principal Planner

DATE: December 8, 2014

RE: The Neighborhood Grant Program – Application Submitted by Historic Central Neighborhood

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## **BACKGROUND:**

The guidelines and approval process for the Neighborhood Grant Program (TNGP), as summarized below, were approved by Common Council on August 6, 2014.

TNGP is open to all Appleton registered neighborhoods that participate in the City's Neighborhood Program. The grants assist in strengthening and sustaining the social network of the Appleton community and may be applied to projects that enhance cultural, beautification, recreation, education, neighborhood cleanup, neighborhood safety and family/youth issues through resident-driven activities within each neighborhood. TNGP provides an opportunity for residents to partner with the City, promote the value of community, and support strong and stable neighborhoods throughout the City of Appleton.

Grant applications will be processed twice per year on August 1 and February 1. However, staff shall reserve the option, but not an obligation, to process applications at other times when warranted. Staff will perform an administrative review of each proposal and offer an analysis of all applications to be considered by Community and Economic Development Committee and Common Council.

Grant funds will not be provided directly to the neighborhood; funds will be paid to the provider of the service/materials directly upon submittal of the proper documentation. The City of Appleton Procurement Policy applies to all activities that involve the purchase of equipment, materials, supplies and/or services.

## **FUNDING REQUEST:**

The Historic Central Neighborhood, in partnership with Greater Fox Cities Area Habitat for Humanity, is requesting \$60,275.00 from TNGP to excavate and remove waste from

the site at 420 W. Atlantic St., add new fill materials to meet engineering standards, and install new utility laterals to the property.

**PROPOSAL DETAILS:**

**Project Description:** The site at 420 W. Atlantic Street has already been acquired by Habitat for Humanity. When purchased, there was a blighted home on the property that was foreclosed on by the lender. Habitat demolished the home and intended to build a new home on the property. Upon starting the excavation work, Habitat discovered this site was filled with household waste which would need to be removed prior to new construction. The applicant proposes to completely remove all of the household waste from the area of the site where a new home will eventually be built. The excavated area would then be filled with appropriate material that is engineered to carry the weight of a new home. In addition, new sewer and water laterals will be installed to the property to replace the existing laterals that are not reusable.

Once this infrastructure work is complete, Habitat will build a new home in partnership with a qualified family. The timing of the new construction will be dependent upon the family that selects this property and will occur separately from the proposed TNGP project.

Ultimately, the proposed project would result in the mitigation of a contaminated site, which would allow for the construction and sale of one single-family residence. Anticipated benefits include bringing a vacant site back to use, creating an opportunity for affordable homeownership, adding to the tax base, and increasing the vibrancy of the neighborhood.

**Funding Sources and Estimated Budget:** The total cost of the proposed project is estimated at \$169,000.00. Of that total, the applicant requests \$60,275.00 from TNGP. There are numerous others sources of funds that will be contributing to this project, including Housing & Urban Development SHOP Funds, donations from individuals and corporations in the community, and the Revolving Fund for Humanity (mortgage payments from Habitat homeowners). An itemized budget for TNGP expenses can be found below.

Basement undercut 10' below floor (7330 yards)	\$19,950.00
Excavate & truck out top 8' of clean ground (986 yards)	\$7,885.00
Use bottom fill for backfill & grade lot (988 yards)	\$4,940.00
Installation of sanitary from east side of lot	\$3,500.00
<u>Trucking &amp; disposal of historic fill</u>	<u>\$24,000.00</u>
Total	\$60,275.00

**Estimated Timeline:** The applicant proposes a timeline of January 1 – January 30, 2015 for excavation work that would be funded by TNGP.

**STAFF ANALYSIS:**

**Registered Neighborhood:** Only registered neighborhoods will be considered for

TNGP. *This application meets this requirement, as the Historic Central Neighborhood has been a registered neighborhood since July 29, 2013. See attached map for neighborhood boundaries.*

**Neighborhood Support:** Each application must have a minimum of three (3) households within the registered neighborhood “signed on” as supporters of the project. *This application meets this requirement, as three neighborhood residents have offered their support for the project.*

**Involvement in City’s Neighborhood Program:** Preference will be given to neighborhoods that have actively participated in the programs offered by the City’s Neighborhood Program. *This application satisfies this criterion, as four members of the neighborhood participated in the 2013-2014 Neighborhood Academy.*

**Neighborhood Program Goals:** Each application will be reviewed against how well it aligns with Neighborhood Program goals, such as strengthening and sustaining the social network of the Appleton community. *According to the applicant, owner occupancy is a priority in this neighborhood, where the trend is moving towards renter-occupied housing. The proposed project would clean up a vacant property and improve it to buildable standards.*

**History with TNGP Projects:** Consideration will be given to whether a neighborhood has received TNGP funds in the past and whether the project was completed as proposed. *The Historic Central Neighborhood has not previously been awarded TNGP funding.*

**Community Development Block Grant (CDBG) Eligibility:** Currently, the funds available for TNGP are administered through the CDBG Program. These funds come with restriction of use area and use type, as described below.

In Low-to-Moderate Income (LMI) Areas Only

- The attached LMI map indicates use areas within the City. In LMI areas, improvements to publicly accessible property, such as parks and schools, are eligible. Projects that qualify as an “area benefit” to all residents, such as infrastructure, are also eligible.

Spot Blight Removal (does not have to be in LMI area)

- Spot blight removal is an eligible activity. Examples include demolition of vacant/deteriorated buildings and site clearance.

*The proposed project would qualify for CDBG funding, as it meets the LMI eligibility criteria. Since the end use of the property is for housing, the corresponding national objective would be LMI – Housing. The proposed project site is located in an LMI area, block group number 103.002.*

**Comprehensive Plan 2010-2030:** The Comprehensive Plan 2010-2030 establishes a

vision for future land use, physical development, and quality of life in the City and provides a comprehensive set of goals, policies, and initiatives to achieve that vision. Staff has reviewed this proposed project and determined it is compatible with Comprehensive Plan 2010-2030. Related excerpts are listed below.

- *Goal 2 – Neighborhood Development*  
*Appleton will preserve and enhance existing City neighborhoods, and require quality design in newly developed areas, to continue to provide an attractive setting for living and raising a family.*
- *Objective 5.1 Housing and Neighborhoods*  
*Continue efforts to ensure an adequate supply of housing affordable to all income levels in the community.*
- *Objective 5.2 Housing and Neighborhoods*  
*Work proactively to prevent decay of the City's housing stock and blight conditions within neighborhood areas.*
- *Objective 10.2 Land Use*  
*Encourage redevelopment to meet the demand for a significant share of future growth, and to enhance the quality of existing neighborhoods.*

**Funds Available:** In 2013 and 2014, TNGP received \$40,000.00 each year from the CDBG Program. Therefore, TNGP currently has \$80,000.00 in available funds. *If this application is awarded at the requested amount of \$60,275.00, the remaining balance would be \$19,725.00. TNGP is also set to receive another \$40,000.00 in CDBG funds, as well as \$3,000.00 from the City's general fund, in 2015.*

**COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE ACTION:**

Based on staff analysis, the Neighborhood Grant Program request submitted by the Historic Central Neighborhood meets the established criteria and warrants consideration by the Community and Economic Development Committee. The Community and Economic Development Committee can vote to fund, partially fund, or deny the request. This item will then appear before Common Council on December 17, 2014.



# Neighborhood Boundaries

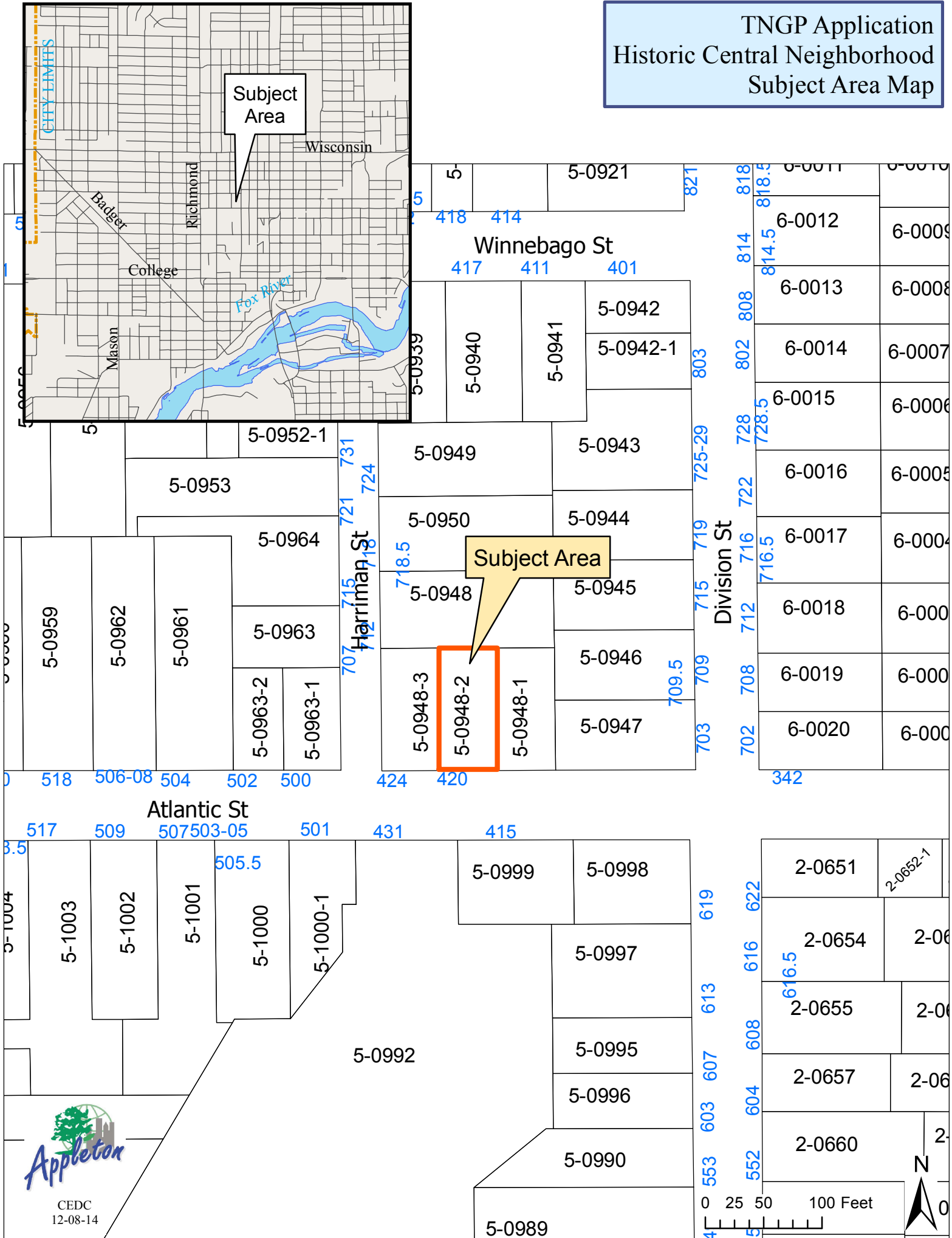
- Neighborhood Boundary
- Neighborhood Parcels



TNGP Application  
 Historic Central Neighborhood  
 Subject Area Map

Subject Area

Subject Area



CEDC  
 12-08-14

0 25 50 100 Feet





Questions and completed applications can be directed to:

Matt Rehbein  
Community & Economic  
Development Department  
100 N. Appleton Street  
Appleton, WI 54911  
(920) 832-6463  
[matthew.rehbein@appleton.org](mailto:matthew.rehbein@appleton.org)

David Kress  
Community & Economic  
Development Department  
100 N. Appleton Street  
Appleton, WI 54911  
(920) 832-6428  
[david.kress@appleton.org](mailto:david.kress@appleton.org)

## NEIGHBORHOOD GRANT PROGRAM APPLICATION

- 1) Name of Registered Neighborhood:

Historic Central

- 2) Applicant Name, Phone, E-Mail

Elizabeth Gordon, 920-358-7312, [egordon816@sbcglobal.net](mailto:egordon816@sbcglobal.net)

- 3) Please list any Neighborhood Program activities in which representatives of this neighborhood have participated in:

The following neighborhood residents participated in the City's Neighborhood Academy: Patrick Casey, Marsha Dawson, Ron & Gail Sabai.

- 4) Describe, in detail, what your proposed project entails (Please provide map or sketch as appropriate):

The site at 420 W. Atlantic Street has already been acquired by Habitat for Humanity. When purchased, there was a blighted home on the property that was foreclosed on by the lender. Habitat demolished the home and intended to build a new home on the property. Upon starting the excavation work, Habitat discovered this site was filled with household waste which would need to be removed prior to new construction. Habitat is planning to completely remove all of the household waste from the area of the site where the new home will be built. The excavated area would then be filled with appropriate material that is engineered to carry the weight of a new home. In addition, new sewer and water laterals will be installed to the property to replace the existing laterals that are not reusable.

Once this infrastructure work is complete, Habitat will build a new home in partnership with a qualified family. The timing of the new construction will be dependent upon the family that selects this property.

- 5) Describe how this project would assist in strengthening and sustaining the social network of the Appleton community:

Habitat for Humanity purchased a deteriorated, foreclosed home on this property and demolished it, making room for the construction of a new owner-occupied home to be built. Owner occupancy is a priority in this neighborhood, where the trend is moving dramatically towards renter-occupied housing. Thus, the introduction of a new owner-occupied home, meant to stay that way over time, is of strong positive benefit to the community.

- 6) What is the estimated total cost of the project? How much are is the Neighborhood looking for from TNGP? Are there any funding sources other than The Neighborhood Grants Program? If so, please list other participating individuals/agencies:

The total cost of this project is estimated to be \$169,000. Of that total, Habitat requires \$60,275, requested here from The Neighborhood Grant Program) to cover the excavation and removal of the waste from the site, new fill materials to meet engineering standards, and the installation of new utility laterals to the property (see itemization below). There are numerous others sources of funds that will be contributing to this project including: Housing & Urban Development SHOP Funds, donations from individuals and corporations in our community, and the Revolving Fund for Humanity (mortgage payments from Habitat homeowners).

Itemization of TNGP expenses:

Basement undercut 10' below floor (7330 yards) = \$19,950  
Excavate & truck out top 8' of clean ground (986 yards) = \$7,885  
Use bottom fill for backfill & grade lot (988 yards) = \$4,940  
Installation of sanitary from east side of lot = \$3,500  
Trucking & disposal of historic fill = \$24,000

- 7) Estimated start and completion dates:

January 1-January 30, 2015 for funded excavation work.

- 8) Please list residents by name/address that support this project (Minimum three households must be represented, feel free to attach sheet with more):

Terry Dawson, 907 N. Fair Street  
Elizabeth Gordon, 1203 N. Drew Street  
Robert Glasheen, 902 N. Division Street



Elizabeth A. Archer 12/3/2014

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Signature (s)

Date:



# MEMORANDUM

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

TO: Community and Economic Development Committee  
FROM: Matt Rehbein, Economic Development Specialist  
DATE: July 14, 2014  
RE: Neighborhood Grants Procedure

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## **Background:**

Council approved the Neighborhoods Program in October of 2012, at that time two grants were created:

The Neighborhood Grant Program(TNGP):

The TNGP would provide grant funds up to \$5,000.00 once every five years (as funds allow) to successful grantee(s). The grants would assist in strengthening and sustaining the social network of the Appleton community while dealing creatively to address cultural, security, beautification, recreation, and family/youth issues through resident-driven activities within each neighborhood.

The Neighborhood Engagement Grant (TNEG):

This grant would provide up to \$500.00 grant once a year (as funds allowed) for Neighborhood Education, Neighborhood Clean Up or Neighborhood Safety.

Approval of these grants, as originally proposed includes a six (6) step process including; Staff review, Grant Review Committee, Neighborhood Advisory Committee, Community and Economic Development Committee, Council and back to Staff for administration.

In the interest of streamlining this process, and in light of the only current funding source being Community Development Block Grant (CDBG) monies, the following creates one Neighborhood Grant Program under the following proposed terms.

## **Proposed Neighborhood Grant:**

The Neighborhood Grant Program (TNGP) is open to all Appleton registered neighborhoods that participate in the City's Neighborhood Program. The

Neighborhood Grant Program (TNGP) provides grant funds once every three years (as funds allow) to successful grantee(s). The grant(s) assist in strengthening and sustaining the social network of the Appleton community and may be applied to projects that enhance cultural, beautification, recreation, education, neighborhood clean up, neighborhood safety and family/youth issues through resident-driven activities within each neighborhood. The grants encourage and support neighborhood groups to invest in and build on the existing strengths and assets of each neighborhood. Grants are intended to spur small grassroots community efforts and improve the quality of life of each neighborhood through resident involvement. The program is an opportunity for residents to partner with the City and promote the value of community and how neighborhood partnerships can be effectively invested to support strong and stable neighborhoods throughout the City of Appleton.

### **Grants Application and Review:**

Grant applications will be processed twice per year on August 1 and February 1. Staff shall reserve the option, but not an obligation, to process applications at other times when warranted. Applications will be made available for approximately one month and should be submitted to the Community and Economic Development Department (CEDD). All applications must be received by the announced deadline; no exceptions will be made. CEDD staff will perform an administrative review of each proposal, per HUD rules and regulations. CEDD staff will offer guidance on evaluation and analysis of all applications to the Community & Economic Development Committee and Council. All grants will be subject to funding source (s) and availability.

### **Grant Requirements and Scoring Criteria:**

Grant requests will be reviewed twice per year and must be submitted to the CEDD by August 1 or February 1 for each grant review cycle. In the event a project takes more than 6 months to complete, the neighborhood will not have to re-apply unless substantial changes to the project are proposed. All grants will be subject to the requirements of the funding source (Ex: CDBG, General Funds, partner businesses, etc.). The following are additional requirements and scoring criteria for award:

- Only Registered Neighborhoods will be considered for TNGP
- Each application must have a minimum of three (3) households within the registered neighborhood "signed on" as supporters of the project. Preference will be given to those neighborhoods that have engaged a higher percentage of their residents.
- Preference will be given to neighborhoods that have actively participated in the programs offered by the City's Neighborhood Program.
- Each grant will be reviewed against how well it "would assist in strengthening and sustaining the social network of the Appleton community".

Grant funds will not be provided directly to the neighborhood, rather funds will be paid to the provider of the service/materials directly upon submittal of the proper documentation

to CEDD. The City of Appleton Procurement Policy applies to all CDBG and General Fund activities that involve the purchase of equipment, materials, supplies and/or services. A copy of this policy will be distributed to all TNGP recipients.

### **Qualifying Projects Under CDBG**

At present, funds available for Neighborhood Grants are exclusively through CDBG. These funds come with restriction of use area and use type. The attached Low to Moderate Income (LMI) map indicates use areas. The following list is a summary of possible project types that could qualify:

#### **IN LMI AREAS ONLY**

- Improvements to "Publically Accessible" property:
  - Publically accessible is typically parks/schools/etc..
  - Examples: benches, lighting, signage, artwork, play equipment, plantings
  
- Projects that qualify as an "Area Benefit" to all residents of an LMI area:
  - Infrastructure
  - Paving of streets/curb & gutter
  - Neighborhood Facilities
  - Commercial facade improvements in primarily residential areas

#### **SPOT BLIGHT REMOVAL (Does not have to be in LMI area)**

- Spot blight removal includes:
  - Clearance
  - Demolition of vacant/deteriorated and abandoned building(s)
  - Rehabilitation, only to the extent necessary for safety
  - Historical Preservation
- If under \$25,000, can be property specific and benefit individual property owner.
- If over \$25,000 must consider end use and who benefits from the improvements.

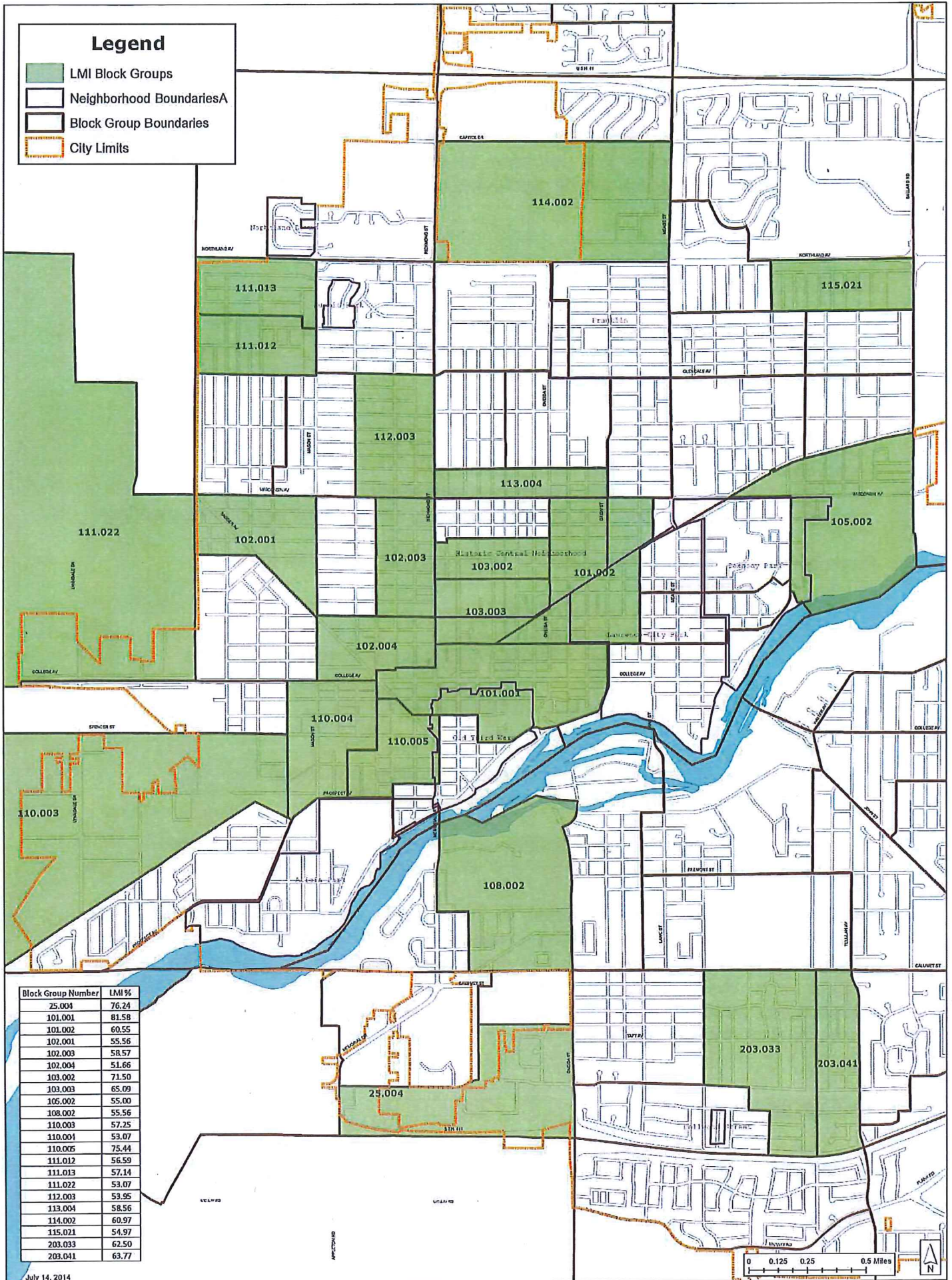
General Funds have been requested in the 2015 budget to support TNGP. The availability of these funds would be available to all neighborhoods, not just those qualified by HUD. To strengthen our entire City, neighborhoods need the tools to connect with their neighbors. Examples could be; polls of neighborhoods, neighborhood newsletters, community gatherings and other opportunities to promote communication and identify needs.

### **Staff Recommendation:**

The Community and Economic Development Committee approve the proposed guidelines and approval process for the Neighborhood Grant Program (TNGP). Staff anticipates a September 15, 2014 due date for applications to ensure timely processing this year.

### Legend

- LMI Block Groups
- Neighborhood BoundariesA
- Block Group Boundaries
- City Limits



Block Group Number	LMI %
25.004	76.24
101.001	81.58
101.002	60.55
102.001	55.56
102.003	58.57
102.004	51.66
103.002	71.50
103.003	65.09
106.002	55.00
108.002	55.56
110.003	57.25
110.001	53.07
110.005	75.44
111.012	56.59
111.013	57.14
111.022	53.07
112.003	53.95
113.004	58.56
114.002	60.97
115.021	54.97
203.033	62.50
203.041	63.77