

COMMUNITY DEVELOPMENT DEPARTMENT 2014 Mid-Year Report

All figures through June 30, 2014

Significant 2014 Events:

1. RiverHeath, the 15 acre mixed-use development located off Banta Court and RiverHeath Way near the College Avenue Bridge, celebrated the grand opening of its first mixed use building on June 25, 2014. The 32-unit apartment building with 6,700 sq. ft. of commercial space is valued at approximately \$7 million and is already 60% occupied. The site was once a paper mill along with other industrial uses. Its reclamation and clean-up is a great success story for the City. Developer Mark Geall with Tanesay Development says in addition to the contamination hurdles, the project survived the tough recession in 2008 as the development team and the City worked together to see the site revitalized.
2. The Common Council and Appleton Redevelopment Authority approved the purchase of the former Foremost Farms USA property at John Street by Vetter Denk and Ganther for construction of up to 100 townhome units and a dedicated public walkway. This project is included in TID #8. The remediation, demolition and decommissioning of the private dam (raceway) at 935 E. John Street was completed in June 2012, with funds from a 0% interest loan with the DNR (\$300,000), a Commerce Grant (\$600,000) and the \$500,000 escrow from Foremost Farms for the remediation of the site. A request for proposals was issued for the property in the third quarter of 2012; a public input process began in spring 2013, with subsequent meetings and negotiations to reach the final approved project in June 2014.
3. TID #9 in the Wisconsin Avenue and Meade Street area saw its first project announced with the award of WHEDA tax credits to support the conversion of the former Eagle Supply & Plastics property, a brownfield property, into a neighborhood starting in 2014 and continuing into 2015.
4. The Department staff coordinated the annual Historic Preservation/Restoration and Stewardship Certificate Awards program for the month of May for the Historic Preservation Commission. There was one property nominated. This property satisfied the eligibility criteria for the Historic Stewardship Certificate Award. The Certificate Awards presentation was held at the May 21st Common Council Meeting.
5. In 2014, the Certified Local Government grant for the Henry J. and Cremora Rogers House (Hearthstone) at 625 West Prospect Avenue was completed. The Wisconsin Historic Preservation Review Board recommended the house be listed on the National Register of Historic Places.
6. Department staff processed two zoning ordinance amendments to comply with following changes made to the Wisconsin State Law: 1) A municipality may not enact a restriction that

prohibits a person from hunting with a bow and arrow or crossbow within its jurisdiction. Staff presented zoning ordinance text amendment language to the City Plan Commission that will allow a person to hunt with a bow and arrow or crossbow within any zoning district in the City. 2) Incorporated municipalities can control and enforce shoreland regulations if the municipality adopts its own shoreland zoning ordinance by July 1, 2014. Staff presented the new shoreland zoning regulations and shoreland district map for lands located up to 1,000 feet from a navigable lake or pond, or up to 300 feet from a navigable river or stream to the City Plan Commission.

7. Diversity staff continued working on updating policies and ordinances to provide for a welcoming community. Fair Housing, Employment and Accommodation ordinances were updated or added to existing ordinances.
8. The City partnered with agencies and other city departments to provide a collaborative approach in helping with refugee resettlement to ensure a successful transition to our area.
9. The City's first Neighborhood Academy was completed in May 2014 with 19 participants representing ten of the City's twelve registered neighborhoods.
10. The Assessor and outside council defended the assessed value of the CVS store at Circuit Court. The Assessor's office prepared 120 trial exhibits for this 7 day trial. The Circuit Court's decision will be released in the fall but will likely be appealed.
11. A full city-wide revaluation of all 23,000 homes was substantially completed as of mid-year with in-house staff to continue our 4 year revaluation cycle. Assessments were reduced an average of 4% to bring them back to 100% of market value and to provide for equity.
12. The City has conducted 10 business retention visits as of mid-year 2014; four visits were made in conjunction with the Fox Cities Regional Partnership.
13. The City's Economic Development Strategic Plan (EDSP) assesses existing conditions impacting the local economy and will identify strategies that contribute to the City's future economic health, enhance the business climate, ensure the vibrancy and viability of the City and support community growth consistent with the City's character and culture. The EDSP is being developed with a collaborative approach; three focus groups were hosted in March 2014 with over 40 stakeholders from various industries and organizations. Surveys targeted at employers, retail and tourism, site selectors and City staff/officials were also distributed to over 350 individuals. Staff is currently reviewing a draft of the EDSP.
14. Work continued on next steps for the proposed Fox Cities Exhibition Center (FCEC). There are many components to this ambitious project and the FCEC Board is currently working with several entities to move it forward. The Fox Cities Convention & Visitors Bureau (CVB) awarded the City, on behalf of the FCEC, a \$250,000 grant to support the design of the center. With the addition of the Exhibition Center, the Fox Cities will have a full service

convention center that will attract and retain conventions and tradeshow that won't come now because of the lack of exhibit space. This will position the Fox Cities to once again be a top tier Midwest market site for regional conventions. On February 8, 2013, the Radisson Paper Valley Hotel changed hands, with LNR purchasing the property at a sheriff's sale. LNR hired Hostmark to manage the property. On August 6, 2013, it was announced that a lease term sheet was signed between LNR and the FCEC Board. The definitive lease agreement will still need to be negotiated. In April 2014, the CVB's consultant, CSL, presented the updated feasibility study to the Community. The report focused on four points which staff and community members have been working to understand/accomplish. The Community Foundation commitment to buy \$5 million of private placement bonds was announced at the same time as the report release. On June 24, 2014 the Outagamie Co. Board approved the City of Appleton's Purchase Agreement.

15. The City was notified by HUD in March that the 2014 CDBG allocation for the City of Appleton is \$525,200. Common Council approved the following funding amounts:

- City of Appleton Housing Rehabilitation Loan Program - \$175,000
- City of Appleton Neighborhood Program - \$40,000
- Community and Economic Development Department Administration - \$15,000
- Finance Department Administration - \$10,000
- Fair Housing Center of Northeast Wisconsin - \$22,000
- Appleton Housing Authority - \$67,306.66
- City of Appleton Parks and Recreation Department - \$53,100
- Emergency Shelter of the Fox Valley - \$15,000
- Fox Valley Warming Shelter - \$10,000
- Greater Fox Cities Habitat for Humanity - \$40,906.67
- Harbor House - \$19,800
- Housing Partnership of the Fox Cities - \$23,606.67
- NAMI - \$19,880
- STEP Industries - \$13,600

16. The City approved a one-year extension of the Memorandum of Understanding for the Market Garden in Southpoint Commerce Park with the Community Garden Partnership. The growing season is well underway with the goal of teaching gardeners to grow at an economically sustainable level.
17. The City of Appleton Homeowner Rehabilitation Loan Program rehabilitated twelve owner-occupied homes, and spent over \$225,000 on home improvement loans.
18. The water meter replacement project went "live" during this quarter as the first batch of mailings went out to residents informing them of the project and asking them to schedule an appointment. This was a significant step several years in the making with many staff members involved to make it successful. A lot of testing and verification was needed to make sure things were functioning properly, which necessitated daily communication between GIS staff, water meter team members and TS staff verifying the programs functionality.

19. An internal website, called a dashboard, was developed to display all of the current Customer Service Requests (CSR's) sent to GIS. This CSR Dashboard allows all city staff ability to view open and closed records for a variety of types in the customer service module. New types of customer service requests were also incorporated into this such as forestry, weeds and police requests.
20. This quarter the GIS team started bimonthly meetings with the DPW Plans and Records Specialist. Overlapping projects and changes to the GIS that require a team approach to accomplish the task are discussed. Minutes and agendas are used to keep supervisors informed.
21. The P1 dispatch and mapping software was deployed to the police and fire departments. Extensive coordination was needed between the county and the city to accomplish this task. Staff went to training and worked extensively with the County, the TS department, Motorola, Police and Fire to get customized maps in all the rigs. Monthly updates are coordinated through GIS. Appleton GIS also took the lead and collected all the hydrants information to distribute throughout the Fox Valley for use by all fire departments for mutual aid/shared response.
22. Other projects included the update of two tabular dataset via modeling. One model converts multiple address points to a predefined AS400 schema, utilized in identifying locations with multiple addresses such as duplexes. The second major model updates the MyNeighborhood information, which conveys pertinent information about the parcel, such as voting location, council member, garbage pickup, etc.
23. A GIS YouTube account was created during this quarter and is currently being used to show systematic instructions on how to use web applications, such as the Active Appleton walking router.
24. Smaller projects addressed this quarter include: an increased number of special event maps, tree inventory maintenance setup/training, playground inspection mobile application, downtown library maps, scripts to convert the utility data from GIS into AutoCAD software and scripts for conversion of Sign Inventory data to an additional format.

2014 Mid Year Budget/Actual Comparison:

Community Development Budget/Actual Comparison			
<i>for the period ending June 30, 2014</i>			
	Current YTD Actual	Current Year Amended Budget	% of Budget Expended
Administration	\$100,096	\$251,191	39.8%
Marketing & Business Services	\$77,930	\$192,582	40.5%
New & Redevelopment Projects	\$45,714	\$107,599	42.5%
Business Parks	\$26,774	\$57,728	46.4%
Geographic Information Systems	\$110,345	\$262,343	42.1%
Diversity	\$27,194	\$61,201	44.4%
Assessor	\$242,599	\$529,828	45.8%
Planning	\$116,198	\$254,044	45.7%
Total:	\$746,850	\$1,716,516	43.5%

Performance Data Community Development:

The following Table lists Community Development program areas and the performance measures for each, including both the target and end measure.

Community Development - Administration

B.U. 10550

	2013		2014				Comments		
	Target	Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter		TOTAL	TARGET
Employee retention - % Staff turnover	0%	5%	5%	5%			10%	0%	
Compliance with policies - # Violations	0	0	0	0				0	
Annual performance evaluations completed - % Complete	100%	100%	n/a	n/a				100%	
Annual goals & objectives mutually developed - % Complete	100%	100%	100%	100%				100%	
Training Courses Completed - % Completed	100%	100%	100%	100%				100%	

Community Development - Marketing & Business Services B.U. 10551

	2013		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2014	
	Target	Actual						TARGET	Comments
Connection to source of issue resolution or resource									
- # Existing businesses assisted	40	30	19	15			34	40	
- # Start-up businesses assisted	35	19	2	2			4	35	
Information specific to development in Appleton									
- # of prospects information deliveries*	70	31	7	10			17	70	
Appleton's economy grows and ta base enhanced									
- % increase in total equalized value	2.6%	-0.6%	n/a	n/a				2.6%	
Retention visit clients served									
- # Business retention visits & follow-ups	40	23	3	7			10	40	
Web pages revised or added									
- # Pages	40	31	7	8				30	
Marketing Initiatives completed									
- # of plans and pieces developed	4	5	3	3			6	4	
- # of participants/fans/friends	260	342	n/a	363				350	

*Note: Prospects include businesses from outside of Appleton, contacts by real estate agents, developers, State of Wisconsin, Fox Cities Chamber of Commerce.

Community Development - New & Redevelopment Projects B.U. 10553

	2013	2013		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2014	
	Target	Actual	TARGET						Comments	
Guidance rec'd to success in dev. in Appleton - # Projects consulted	15	12	6	4				10	15	
Assist in land assembly, development incentives or project management - # Developments generated via direct mgt.	2	6	4	3				7	2	
Tax base enhanced * - \$ Increase industrial/commercial ** - \$ Increase in target districts	\$7m \$3m	9.5m 1m	\$180,000.00 0	3.9m \$160,000.00					\$8m \$4m	
Completion of real estate transactions - # of real estate transactions completed - # of development agreements completed	1 1	0 1	2 0	0 0				2 0	1 1	

* All commercial/industrial permits at or above \$100,000 less tax exempt or non-profit permits.

** TIF Districts and target districts (ARPs, Business Parks)

Community Development - Business Parks

B.U. 10554

	2013	2013					2014	Comments
	Target	Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	
Variety of parcel options available	100	0	0	0				
- # of improved acres	1-15 acres	1-15 acres	1-15 acres	1-15 acres				100
- Size of parcels								1-15 acres
Industrial portion of Appleton's tax base growth	\$2m	.5m	\$0.00	\$160,000.00				\$2m
- \$ Business park permits								
Industrial/Business park land plan developed	0	0	0	0				1
- # Illustrative/Narrative Plan								
Land Development	0	0	0	0				0
- # Acres acquired	4	0	0	0				4
- # Acres sold								

Community Development - Planning

B.U. 15020

	2013		2014				Comments		
	Target	Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter		TOTAL	TARGET
Efficient processing of application & information requests									
- % of Admin Appls processed per ord.	100%	100%	100%	100%				100%	
- % of Comm. Appls processed per ord.	100%	100%	100%	100%				100%	
- % of Cust.inquiries servd per dept. policy	100%	100%	100%	100%				100%	
- % of complaints recvd on Admin appls.	2%	0	0	0				0%	
- % of complaints recvd on Comm. appls.	2%	0	0	0				0%	
Development is compatible w/city plans & policies									
- # of Admin Appls to be processed	100	514	24	304				425	
- # of Comm.Appls to be processed			7	17				25	
- # of Comp Plan & ord.admnds process			3	3				10	
- # of hist.design.of sites,bldgs&dist.process	6	2	2	1				3	
- # of Comp Plan goals&objectives implmnt	6	20	1	8				6	
Work process outputs									
- # of Admin.applications approved			17	308				425	
- # of Commission applications approved			7	17				25	
- # of customer inquiries served			336	384				600	
- # of Comp Plan & ordinance admnd.adpt	369	511	3	3				10	
- # of historic sites,bldgs&dist.recognized			2	1				3	
- # of special projects			0	0				2	

2014

Community Development - Block Grant

B.U. 2100

2013

2013

2014

	2013 Target	2013 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2014 TARGET	Comments
<u>Client Benefits/Impacts</u>									
Annual Entitlement Amount	\$523,133	\$523,133	\$525,200	\$0	\$0	\$0	\$0	\$500,000	
Carryover from previous years	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Reprogrammed CDBG Funds	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
CDBG Recovery Funds	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
% of award spent on projects	88%	91%	91%	0%	0%	0%	0%	88%	
Average award (not incld program income)	\$32,283	\$47,558	\$40,400	\$0	\$0	\$0	\$0	\$30,000	
<u>Strategic Outcome</u>									
# of single audit findings	0	0	0	0	0	0	0	0	
# of HUD exceptions to annual act.plan	0	0	0	0	0	0	0	0	
# of HUD CAPER findings	0	0	0	0	0	0	0	0	
Official HUD Timeliness ratio (max 1.5:1)	1.1:1	1.18:1	n/a	n/a	n/a	n/a	n/a	1.1:1	
<u>Work Process Outputs</u>									
# of Block Grant awards made	10	11	13	0	0	0	0	10	

Community Development - Homeowner Rehab

B.U. 2160/2170/2190

	2013		2014				Total	Comments
	Target	Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter		
Housing Rehabilitation Programs (city-wide)								
Funding for LMI homeowner rehab projects								
- CDBG funds award amount	\$225,000	\$225,000	\$0	\$0	\$0	\$0	\$0	\$175,000
- Lead hazard control grant	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
- Program income received (all grants)	\$221,000	\$358,751	\$26,173	\$42,371		\$68,544		\$271,180
Unspent grant funds						\$0		\$0
- Committed	\$75,000	\$51,955	\$116,761	\$185,490		\$185,490		\$75,000
- Uncommitted	\$0	\$352,838	\$284,721	\$189,241		\$189,241		\$0
Improved LMI single-family homes								
- # of loans made	24	18	5	7		12		24
- # units rehabilitated	24	18	5	7		12		24
- # residents benefited	72	49	15	23		38		60
- Average loan amount	\$15,000	\$15,007	\$14,881	\$21,945		\$19,001		\$15,000
- Amount committed to rehab activity	\$360,000	\$270,119	\$74,405	\$153,612		\$228,017		\$360,000
Timely expenditure of funds								
- Timeliness ratio (max 1.5:1)	Deleted							
- # applications processed	33	33	30	15		45		33
- # applications approved	27	26	11	9		20		27

Community Development - HOME Rental Rehab

B.U. 2100/2130/2190

	2013		2014				Total	Comments
	Target	Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter		
HOME Rental Program								
Funding for low income rental rehab projects								
- HOME rental rehab funds award	\$0	\$0	\$0	\$0		\$0		\$0
- Lead Hazard Control Grant	\$0	\$0	\$0	\$0		\$0		\$0
- Program income received (all grants)	\$72,939	\$0	\$0	\$0		\$0		\$0
Unspent grant funds								
- Committed	\$12,000	\$0	\$0	\$0		\$0		\$0
- Uncommitted	\$0	\$0	\$0	\$0		\$0		\$0
Improved low income rental property								
- # of loans made	4	0	0	0		0		0
- Average loan amount	\$16,188	\$0	\$0	\$0		\$0		\$0
- # of units rehabilitated	7	0	0	0		0		0
- # of residents benefited	21	0	0	0		0		0
- Rehab activity (\$ committed)	\$64,750	\$0	\$0	\$0		\$0		\$0
Timely expenditure of funds								
- Timeliness ratio (max 1.5:1)	1.1:1	1.8:1	1.1:1	1.1:1		1.1:1		1.1:1
- # of applications processed	8	0	0	0		0		0
- # of applications approved	4	0	0	0		0		0

2014

B.U. 2180

Community Development - Neighborhoods Program (NP)

	2013		2014				Comments	
	Target	Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter		TOTAL
<u>Client Benefits/Impacts</u>								
# of new partnerships generated			1	0				1
# of registered neighborhoods			12	0				3
# of Neighborhood Academy Participants			19	0				10
<u>Strategic Outcomes</u>								
<u>Unspent grant funds</u>								
Committed	\$0	\$0	\$0	\$0				\$0
Uncommitted	\$40,000	\$40,000	\$80,000	\$0				\$40,000
<u>Work Process Outcome</u>								
# of Neighborhood Improvement Grants	New measure							2
\$ of Neighborhood Improvement Grants	New measure							\$30,000

Community Development - Geographic Information Systems

	2013		2014				Comments		
	Target	Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter		TOTAL	TARGET
Accurate and useful information # of layers edited	600	696	266	285			551	600	
Improve business and work flow # of users support on new GIS software	80	80	123	123			123	85	
Integration of new GIS desktop software in City % Departments utilizing software	43%	38%	39%	50%			50%	43%	
Increase efficiency & effectiveness of City by using GIS # of projects	180	224	95	124			219	180	
# of supported users	360	500	188	222			410	360	

2014

B.U. 10555

Community Development - Diversity

	2013		2014				Comments		
	Target	Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter		TOTAL	TARGET
Client Benefits/Impacts % of City policies reflecting diversity and inclusion	24%	100%	24%	25%			25%	25%	
Facilitate diversity issue resolution # businesses, organizations and individuals assisted	80	124	43	42			85	95	
Strategic Outcomes Improve & support community diversity # of meetings attended	350	410	118	96			214	350	
Work Process Outputs Marketing initiatives completed to support diversity # of plans and pieces developed # of participants/fans/friends	55 360	95 470	30 474	45 485			75 959	100 485	2014 - 485

Community Development - Assessing

	2013		2014				Comments		
	Target	Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter		TOTAL	TARGET
Client Benefits/impacts									
<u>Equitable asmts & distribution of tax lev:</u>									
Res districts within 10% of market value	100%	93%	92%	92%				100%	
Coefficient of dispersion of asmt/sale ratios	9%	11%	11%	11%				9%	
# of asmt errors result inaccurate tax bills	0	2	2	0				0	
Strategic Outcomes									
<u>Asmts to accurately reflect market values</u>									
Residential class level of assessment	100%	106%	104%	104%				100%	
Commercial class level of assessment	100%	100%	105%	105%				100%	
Overall level of assessment	100%	104%	104%	104%				100%	
Work Process Outputs									
<u>% of bldgs inspected to update records</u>									
Commercial new construction	100%	100%	100%	100%				100%	
Residential new construction	100%	95%	93%	93%				100%	
Recent sales	65%	60%	40%	40%				65%	
Total # of interior inspections			352	178					
Property Record Maintenance									
Deeds processed (ownership changes)	2,000	2,363	449	386			835	2,200	
Lot splits, CSM's & new platted parcels	100	64	24	15			39	85	
Annexed parcels	5	4	0	0			0	2	
Assessments updated	2,000	1,440	6,600	4,950			11,550	12,000	