

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

2020 Mid-Year Report

All figures through June 30, 2020

Significant 2020 Events:

1. Supporting the business and not-for-profit community during COVID-19 has been a priority. The department continues to work and communicate with the business community with efforts including social media, regular business retention visits, and partnerships with community organizations that help build relationships that benefit the City.
2. Industrial development saw a continued increase in 2020. New Morning Coffee Roasters completed construction of their new 20,000 square foot building in Southpoint Commerce Park. Custom Offsets completed construction of their new 20,000 square foot office building. Hayden Properties continues due diligence for approximately 50 acres under contract to purchase in Southpoint. Closing on Phase I (approx. 12.5 acres) is scheduled for August, 2020. CEDD staff also assisted DPW in acquiring the property at 3001 E. Glendale Avenue in the Northeast Business Park.
3. Downtown Appleton saw the construction of several new residential and mixed-use residential developments, furthering the City's goal of creating over 465 new residential units in the Downtown per the City's Comprehensive Plan 2010-2030. The Gabriel Lofts, Avant and Crescent Lofts projects used new construction, redevelopment and historic renovation to create a total of 122 new multi-family residential units, with 58 of those units at affordable rental rates per the WHEDA tax credit program. Staff continued collaboration with US Venture to construct their headquarters on Bluff Site 1 and a portion of Bluff Site 2. Collaboration also continues with Commercial Horizons on the proposed mixed-use library on the site of the Soldiers Square Ramp. Staff also continues to work with Milwaukee View on their redevelopment of the historic Zuelke Building, Tadych Investment on their mixed-use project at 320 E. College Avenue, Block 800 LLC on the redevelopment of 823-827 W. College Avenue for mixed-use, and several additional projects in various phases.
4. A Development Planning Option was completed with Merge Urban Development for the former Conway Hotel and former Blue Ramp sites. Due diligence is underway to evaluate a potential mixed-use development on those properties.
5. Business enhancement grants from TIF District #11 and TIF District #12 have been almost fully utilized as of July 2020 with \$5,550 remaining in TIF #11 and \$2,825 remaining in TIF #12. These funds leveraged another \$253,010 in private investment in the Downtown.

6. The Department, in collaboration with our consultant, Ehlers, continued the process of proposing amendments to the boundaries and project plans for Tax Incremental Districts No. 3 and No. 11. TIF No. 3 is no longer eligible for new projects. TIF No. 3 is being amended to pull low valued parcels out and add them to TIF No. 11 to encourage redevelopment and reinvestment in our Central Business District. The proposed Tax Incremental District No. 3 Project Plan amendment subtracts 61 tax parcels from the District which will be added to Tax Incremental District No. 11. The proposed Tax Incremental District No. 11 Project Plan amendment will add to the District approximately \$32 million in additional potential project cost expenditures. Project costs include parcels being removed from Tax Incremental District No. 3 and four additional parcels. The amendment will also revise the kind, number and location of proposed public works or improvements within the District and the detailed list of project costs to add potential cash grants (development incentives) to be paid to owners, lessees or developers of land located within the District.
7. Staff collaborated with the City Attorney's Office and Inspection Division to update Zoning Ordinance standards to be consistent with the changes to Wisconsin's Local Land Use Enabling Laws (Zoning Board of Appeals and Variances, City Plan Commission and Common Council decisions on Special Use Permits, Nonconforming Manufactured Home regulations, revised and create new definition terms as needed), add new regulations for wineries, brewpubs, distilleries consistent with industry standards and Wisconsin State Statutes, create new Zero Lot Line Duplex Development standards, administrative parking variances, site plan updates, self-storage removed from the C-2 district, C-1 zoning district amended to create a new and flexible mixed use zoning district and a number of other minor revisions to eliminate inconsistent, vague or confusing language to enhance "user friendliness" and "consistent administration/enforcement" of Zoning Ordinance. The Common Council approved these Zoning Ordinance text amendments, and they went into effect March 24, 2020.
8. Implementation of the Comprehensive Plan continued in 2020, with highlights that include redevelopment on the west and north ends of Downtown, numerous amendments to the Zoning Ordinance, increased commercial development along the Richmond Street corridor, annexations and right-of-way dedications to facilitate new growth, and continued riverfront redevelopment.
9. During the second half of 2019 and the first half of 2020, the site plan review team has approved approximately 122 multi-family dwelling units, 28,200 square feet of industrial space, 67,500 square feet of office/commercial space, and a 22,300 square foot CBRF facility. The new multi-family units are located Downtown and will fill a demand for Downtown housing opportunities, with 58 of those units providing affordable housing for individuals and families with low to moderate incomes.
10. Staff facilitated and approved the Plamann Park, Broadway Hills Estates, and Trail View Estates South annexations, resulting in roughly 309 acres of land being annexed.

11. Staff anticipates approximately 238 single-family residential lots and approximately 24 two-family residential (duplex) lots will be platted in 2020.
12. Staff partnered with East Central Wisconsin Regional Planning Commission (ECWRPC) in meeting a new statutory requirement for the preparation of a Housing Affordability Report and a Housing Fee Report. Both reports were completed in December 2019. An annual update to the reports is anticipated for 2020.
13. Staff continued to work intently with the developer, Appleton Storage I, LLC, to bring development to the former Kmart site at 2400 W. College Avenue which has been vacant for over a decade. The special-use development agreement was approved by Council in 2018, and the site plan and certified survey map (CSM) have also been conditionally approved in 2020.
14. New on-line scheduling for property owners reduced incoming Assessor phone calls by about 65%. Other Assessor efficiencies were also created by cleaning up and streamlining our property data, implementing advanced features of our assessment software, and improving our pricing model for more accurate home value estimates.
15. The City's equalized value increased by 6% in 2020 from \$5,855,356,700 to \$6,200,311,200 matching the statewide gain of 6%.
16. The 2020 assessed values were completed in June. 2020 was a maintenance year in which only physical changes were assessed (a citywide revaluation took place in 2019). In addition to the Assessor's maintenance duties, time has been spent this year cleaning up and streamlining property data to generate more accurate home valuations. 2020 state reports of assessed values by county and TIF district were filed timely in June. Notices of Assessment change were mailed to 840 real estate owners on July 22nd. The Assessor's Open Book was held remotely July 27th – July 31st and in person on July 29th from 9:00 am – 11:00 am. On August 19th, the Board of Review will meet to hear any formal appeals and finalize the assessment roll.
17. Appleton GIS software provider (ESRI) is undergoing a major platform shift away from its long-term core program ArcMap to a new product called ArcPro. Migration to ArcPro by the core GIS staff has begun along with planning for the migration by other GIS users. The change will effect internal procedures, run nightly scripts, as well as increase demands on hardware to run the larger more powerful ArcPro.
18. GIS team provided on-going technical support for the COVID-19 pandemic, including creating the City of Appleton COVID-19 website, streamlining the process of updating graphics for social media posts and automated daily updates for website, as well as assisting staff with work from home technical issues.
19. Staff organized two neighborhood sessions in spring and fall, providing informal "roundtable" discussions to share information about the neighborhood program and grants, and for peer sharing.

20. The newly formed Appleton Public Arts Committee approved 5 public art projects during the second half of 2019. Staff worked collaboratively with numerous City departments to amend the review process in order to streamline committee and Common Council action on the review, approval and installation of these projects. A collaboration with Rhythms of the World, ADI and the Arts Committee will provide new art in the welcome tower in Houdini Plaza.

21. The City of Appleton Homeowner Rehabilitation Loan Program committed \$125,154 in new loan funds to 6 owner-occupied homes in the first half of 2020. Although new loans for the 2nd quarter were delayed due to COVID-19, exterior rehabilitation work was still taking place. Over \$230,000 was spent on rehabilitation work so far in 2020 with 6 projects completed in full, another 7 projects partially completed, and 4 projects still waiting to be started. Due to COVID-19, homeowners needing interior work will be relocated to a safe place during the interior rehabilitation process. New applications have been accepted and processed during the first half of 2020 with 27 new applications being submitted. Of those, 19 were eligible for the program. Additional applications will be accepted in the fall. The Housing Coordinator is in the process of committing over \$200,000 to 8 new projects in quarter 3. There was a large sum of program income for the program in the 2nd quarter. A large payment of \$200,000 in HOME Homeowner funds was received earlier than expected and is being budgeted for spending in 2021.

22. The City was notified by HUD in May that the 2020 CDBG allocation for the City of Appleton is \$592,072.00. Additionally, a previous program year balance of \$200,000 was reallocated and included in the 2020 final total. Common Council approved the following funding amounts:
 - City of Appleton Rehabilitation Loan Program - \$77,694.00
 - Appleton Housing Authority - \$75,000.00
 - Fair Housing Services - \$25,000.00
 - CDBG Administration - \$80,504.00
 - Greater Fox Cities Habitat for Humanity - \$125,000.00
 - Pillars Adult & Family Shelter- \$75,000.00
 - Rebuilding Together Fox Cities- \$100,000.00
 - The Mooring Programs- \$70,000.00
 - Iris Place- \$62,334.00
 - LEAVEN - \$45,019.83
 - Pillars, Inc. - \$28,260.08
 - Salvation Army of the Fox Cities - \$28,260.09

23. As part of the Federal bill signed into law, the CARES Act, additional CDBG funds were made available to entitlement communities. The City of Appleton was awarded \$348,255 in funds to reimburse activities in response to COVID-19.

24. Effective April 2, 2020, the City of Appleton became the Coordinated Entry Lead for the Fox Cities Housing Coalition. On April 1, 2020, Committee and Council approved the creation and addition of a Coordinated Entry Specialist, under the umbrella of the

Community & Economic Development Department, which was filled on May 27, 2020. The City of Appleton’s vision for Coordinated Entry is a community response to ending homelessness that accounts for the diversity of needs of people experiencing homelessness, urgently responding to these needs with permanent housing solutions, and successfully incorporating housing, healthcare, and employment systems. This community response will ensure an accessible and navigable set of entry points, a universal assessment for all persons requesting assistance, and effective and appropriate connections to housing and services for all populations and subpopulations. The City of Appleton’s Coordinated Entry System will include a data-driven approach to ensure that the system is able to measure and respond to current needs with a transparent framework of collaboration.

25. As part of the Federal bill signed into law, the CARES Act, additional ESG funds were made available to communities. The City of Appleton was awarded \$325,000 towards street outreach, prevention, emergency shelter, and motel voucher efforts. These funds are available to reimburse costs associated with the above activities in response to COVID-19 through 2022.

2020 Mid-Year Budget/Actual Comparison:

Community Development Budget/Actual Comparison

for the period ending June 30, 2020

	Current YTD Actual	Current Year Amended Budget	% of Budget Expended
Administration & Geographic Information Systems	\$264,014	\$585,599	45.1%
Marketing & Business Services	\$100,805	\$200,344	50.3%
New & Redevelopment Projects & Business Parks	\$89,508	\$239,340	37.4%
Assessor	\$291,327	\$590,080	49.4%
Planning	\$130,720	\$260,125	50.3%
Total:	\$876,374	\$1,875,488	46.7%

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.

2020
Community Development - Administration & GIS

B.U. 15010

	2019 Target	2019 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2020 TARGET	Comments
Employee retention - % Staff turnover	0%	0%	0%	0%			0%	0%	
Accurate and useful information - # of layers edited (GIS)	800	1,193	203	156			359	800	
Improve business and work flow - # of users supported on GIS software	130	130	130	130				130	
Quality training to support staff performance - % of training courses completed	100%	100%	0%	0%				100%	
- # of technical support calls/emails by GIS	New measure	New measure	137	182			319	500	
Annual performance evaluations completed - % complete	100%	100%	N/A	N/A				100%	
Increase efficiency & effectiveness of City by using GIS - # of GIS projects	250	362	85	65			150	250	

2020
Community Development - Marketing & Business Services

B.U. 15030

	2019 Target	2019 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2020 TARGET	Comments
Connection to source of issue resolution or resource - # Existing & start up businesses assisted	75	41	16	12			28	75	
Information specific to development in Appleton - # of prospects information deliveries*	70	17	13	2			15	70	
Appleton's economy grows and tax base enhanced - % increase in net new construction	1.62%	1.35%	N/A	N/A				1.75%	
Retention visit clients served - # Business retention visits/follow-ups	40	41	6	19			25	40	

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

2020
Community Development - New & Redevelopment Projects

B.U. 15040

	2019 Target	2019 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2020 TARGET	Comments
Guidance rec'd to success in dev. in Appleton - # projects consulted	20	76	9	6			15	20	
Assist in land assembly, development incentives or project management - # developments generated via direct mgt. - # of improved business park acres	5 166	13 100	3 100	8 100			11	5 117	
Tax base enhanced									
* - \$ Increase industrial/commercial	\$14m	\$20,745,169	\$3,412,728	\$10,878,356			\$14,291,084	\$44,000,000	
** - \$ Increase in target districts	\$4m	\$17,115,897	\$2,303,958	\$8,978,356			\$11,282,314	\$34,000,000	
- \$ business park permits	\$2m	\$12,734,014	\$373,958	\$2,806,356			\$3,180,314	\$24,000,000	
- # of development agreements completed	2	7	3	1			4	2	
- # of acres sold in business park	4	6.7	0	0			0	4	

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

** TIF Districts and target districts (ARP's, Business Parks)

2020
Community Development - Planning

B.U. 15020

	2019 Target	2019 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2020 TARGET	Comments
Timely, accurate processing of applications									
- % of admin apps processed within the time	100%	100%	100%	100%				100%	
- % of comm apps processed within the time	100%	100%	100%	100%				100%	
- % of cust inquiries served within the timefra	100%	100%	100%	100%				100%	
- % of complaints recvd on admin apps proce	0%	0%	0	0				0%	
- % of complaints recvd on comm apps proce	0%	0%	0	0				0%	
- # of development projects guided thru the review process, resulting in approval	20	33	8	0			8	20	
- # of comp plan goals&objectives implmnt	40	73	23	22			45	40	
Work process outputs									
- # of admin apps approved	425	431	30	302			332	425	
- # of commission apps approved	25	47	39	13			52	25	
- # of customer inquiries served	900	1,111	196	183			379	900	
- # of comp plan & ordinance amend adpt	2	2	25	0			25	2	
- # of historic sites,bldgs&dist.recognized	2	2	0	1			1	2	

2020

B.U. 2100

Community Development - Block Grant

	2019 Target	2019 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2020 TARGET	Comments
<u>Client Benefits/Impacts</u>									
Annual Entitlement Amount	\$559,772	\$587,652	\$592,072	\$0				\$577,214	
% of award spent on projects	80%	96%	82%	0%				91.26%	
Average award (not incld program income)	\$47,585	\$51,135	\$48,657	\$0				\$52,676	
<u>Strategic Outcome</u>									
# of single audit findings	0	0	0	0			0	0	
# of HUD exceptions to annual act.plan	0	0	0	0			0	0	
# of HUD CAPER findings	0	0	0	0			0	0	
Official HUD Timeliness ratio (max 1.5:1)	1.5:1	1.20:1	1.20:1	-				1.5:1	
<u>Work Process Outputs</u>									
# of Block Grant awards made	11	11	10	0			10	10	

2020

B.U. 2140

Community Development - Emergency Housing & Homeless Grant (EHH)/Housing Programs (HP)

	2019 Target	2019 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2020 TARGET	Comments
<u>Client Benefits/Impacts</u>									
\$ Grant Award ESG	\$216,572	\$217,200	\$202,430	\$0			\$202,430	\$218,734	
\$ Grant Award HP	\$25,000	\$0	\$0	\$36,770			\$36,770	\$25,000	
<u>Strategic Outcomes</u>									
Expand the # of homeless persons served									
- # assisted in emergency shelter	1,000	1,626	347	304			651	1,000	
- # assisted in rapid rehousing	50	111	27	28			55	75	
- # assisted with prevention services	500	181	80	101			181	150	
<u>Work Process Outputs</u>									
# grant applications prepared	2	2	3	0			3	2	
# of contract period extensions requested	0	2	0	0			0	0	

Community Development - Continuum of Care Program (COC)

	2019 Target	2019 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2020 TARGET	Comments
<u>Client Benefits/Impacts</u>									
\$ Annual Award (COC 1- RRH)	\$181,152	\$187,128	\$183,480	\$0			\$183,480	\$183,128	
\$ Annual Award (COC 2- HP RRH)	\$56,216	\$60,896	\$60,896	\$0			\$60,896	\$60,896	
\$ Annual Award (COC 3- RRH EXP)	\$0	\$83,447	\$78,467	\$0			\$78,467	\$83,447	
<u>Strategic Outcomes</u>									
Help clients improve self-sufficiency									
- % moved from transitional to permanent	70%	60%	29%	20%				70%	
- % in permanent maintain/increase income	77%	67%	0%	27%				77%	
<u>Work Process Outputs</u>									
# grant applications prepared	2-Renewal	3	0	0			0	3-Renewal	
# of contract period extensions requested	0	1	0	0			0	0	

2020

Community Development - Homeowner Rehab

B.U. 2160/2170/2190

	2019 Target	2019 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total	2020 TARGET	Comments
Housing Rehabilitation Programs (city-wide)									
Funding for LMI homeowner rehab projects									
- CDBG funds award amount	\$75,851	\$75,851	\$0	\$77,694			\$77,694	\$77,694	
- Program income received (all grants)	\$373,421	\$259,510	\$136,358	\$261,152			\$397,510	\$373,212	
Unspent grant funds									
- Committed	\$75,000	\$225,097	\$243,297	\$150,773			\$150,773	\$75,000	
- Uncommitted	\$160,000	\$128,787	\$145,485	\$114,064			\$114,064	\$160,000	
Improved LMI single-family homes & owner-occupied duplexes									
- # of loans made	24	20	6	0			6	24	
- # units rehabilitated	24	24	6	5			11	24	
- # residents benefited	60	61	17	0			17	60	
- Average loan amount	\$15,000	\$25,450	\$20,859	\$0			\$20,859	\$15,000	
- Amount committed to rehab activity	\$360,000	\$509,003	\$125,154	\$0			\$125,154	\$360,000	
- # applications processed	33	33	17	10			27	33	
- # applications approved	27	20	13	6			19	27	

Community Development - Neighborhoods Program (NP)

	2019 Target	2019 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2020 TARGET	Comments
<u>Client Benefits/Impacts</u>									
# of new partnerships generated	1	2	0	0			0	1	
# of registered neighborhoods	18	20	20	20				20	
# of neighborhood program participants	15	31	N/A	13			13	25	
<u>Strategic Outcomes</u>									
# of projects awarded grant funding	2	2	0	0			0	2	
<u>Work Process Outputs</u>									
Grant Funds (CDBG)									
Committed	\$108,653	\$0	\$0	\$0				\$108,653	
Uncommitted	\$0	\$108,653	\$108,653	\$108,653				\$0	
Spent	\$108,653	\$0	\$0	\$0				\$108,653	
General Funds									
Committed	\$7,306	\$4,800	\$0	\$0				\$4,224	
Uncommitted	\$0	\$2,739	\$4,224	\$4,224				\$0	
Spent	\$7,306	\$4,305	\$0	\$0			\$0	\$4,224	

Community Development - Assessing

	2019 Target	2019 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2020 TARGET	Comments
Client Benefits/Impacts									
<u>Equitable asmts & distribution of tax levy:</u>									
Res districts within 10% of market value	100%	100%	93%	93%				100%	
Coefficient of dispersion of asmt/sale ratios	8%	7%	7%	7%				10%	
# of asmt errors result inaccurate tax bills	0	3	2	0			2	0	
Strategic Outcomes									
<u>Asmts to accurately reflect market values</u>									
Residential class level of assessment	100%	99%	96%	96%				100%	
Commercial class level of assessment	100%	97%	94%	94%				100%	
Overall level of assessment	100%	98%	95%	95%				100%	
Work Process Outputs									
<u>% of bldgs inspected to update records</u>									
Commercial new construction	100%	100%	55%	60%				100%	
Residential new construction	85%	90%	66%	77%				85%	
Recent sales	25%	11%	40%	44%				35%	
Total # of interior inspections	650	352	353	24			377	900	
<u>Property Record Maintenance</u>									
Deeds processed (ownership changes)	2,500	2,363	507	586			1,093	2,300	
Lot splits, CSM's & new platted parcels	200	244	47	9			56	230	
Annexed parcels	4	4	9	16			25	5	
Assessments updated	20,000	23,257	0	840			840	900	