



# MEMORANDUM

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

TO: City Plan Commission  
FROM: Lindsey Smith, Principal Planner  
DATE: March 21, 2024  
RE: Request for Proposal for Comprehensive Plan Update and Subarea Planning

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The American Rescue Plan Act (ARPA), passed in March 2021, provided the City of Appleton funding for projects related to recovery from the COVID-19 pandemic. Appleton’s Common Council set aside funding for internal and external programmatic areas of focus. One area of focus for Common Council was Social Infrastructure, Belonging, and Neighborhood Resiliency. City of Appleton staff identified various impediments to construction and development citywide, particularly affecting housing projects. The pandemic triggered financial challenges for numerous families, leading to heightened demand for affordable housing options. Numerous projects experienced delays or halted due to disruptions in the supply chain and economic instability. The combination of these factors widened the gap between housing supply and the increasing demand for it.

The City of Appleton staff recognized the need to update the Comprehensive Plan with an emphasis within land use and housing elements, build upon the misalignment of vision and planning identified in Housing Development Guide, and utilize housing demand and affordability identified in College North Neighborhood Plan. The City of Appleton Comprehensive Plan 2010-2030 was adopted in 2010 and updated in 2017. Since 2017, various national, regional, and local priorities have undergone shifts in response to the prevailing circumstances.

The City of Appleton staff also recognized the need to build upon the Wisconsin Avenue (Chapter 15), Richmond Street (Chapter 16), and South Oneida Street (Chapter 17) Corridor Plans in Comprehensive Plan. The subarea plans are located within the existing built environment in the City. Redeveloping or enhancing these subareas could potentially offer economic diversification opportunities beneficial to the neighborhood.

This item serves solely for informational purposes, as our staff intended to apprise you of the project prior to the release of the request for proposal (RFP). Below is a tentative timeline for the project, that will include future action by the Plan Commission. As the City will be utilizing ARPA funding for the project, there are certain timelines that must be met to ensure completion by December 31, 2026.

April 12<sup>th</sup> – Publish RFP

May 10<sup>th</sup> – RFP Deadline

June – Provide recommendation of consultant to Plan Commission and Common Council

July – Project Kickoff

June of 2026 – Anticipated Completion of Project