



Building a Better World
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MEMORANDUM

TO: City Plan Commission
FROM: Andrew Dane
DATE: November 14, 2016
RE: Key Chapter Updates
SEH No. 135537 14.00

The purpose of this memo is to summarize the key **proposed** chapter updates made to the City's 2010-2030 Comprehensive Plan as part of the 2016 Comprehensive Plan update.

New objectives and policies are **highlighted yellow**. ~~Strikethrough text~~ denotes those objectives and policies which have been removed from the updated Comprehensive Plan.

Chapter 1: Introduction

No major updates. The Planning Process and Public Participation sections now reflect 2016 activities.

Chapter 2: Background

No major updates. The Boundaries and Extraterritorial Jurisdiction section now includes information on recent incorporations by nearby communities.

Chapter 3: Community Vision

The Public Participation Process and Key Issues sections now reflect 2016 activities and input gathered. The community vision statement was updated as follows.

~~Appleton is the Heart of the Fox Valley. It is a vibrant, successful and highly regarded place, providing its citizens with an enviable quality of life including...~~

- ~~...safe and attractive neighborhoods with historic and newer homes, in a variety of styles, for owners and renters at all income levels and stages of life,~~
- ~~...a vibrant economy and a thriving downtown, providing diverse career opportunities in expanding economic sectors,~~
- ~~...exceptional cultural resources and local and regional educational opportunities for life-long learning,~~
- ~~...a revitalized Fox River Corridor and expanded park, open space, and recreational offerings for community residents,~~
- ~~...convenient and efficient multi-modal transportation options including local roads and highways, a regional transit system, and an integrated system of bicycle and pedestrian paths,~~
- ~~...outstanding city services, public safety, and medical care, and~~
- ~~...an environment of cooperation with neighboring communities on issues of regional importance.~~

Appleton is a great place to live, work, and visit. Residents have an enviable quality of life characterized by:

1. Safe and attractive neighborhoods for all income levels and stages of life.
2. A vibrant economy and a thriving downtown, providing diverse career opportunities.
3. A thriving, walkable downtown, including north and south of College Avenue, where people go to spend time with family and loved ones.
4. Exceptional cultural resources, schools, and life-long learning opportunities.
5. A revitalized Fox River corridor with more housing and destinations, with public access to the water's edge.
6. Convenient and efficient multi-modal transportation options.
7. A well connected and developed trails, parks, and open space network throughout the City.
8. Good access to recreational facilities throughout the City.
9. Well regarded recreational facilities and programs which evolve to meet changing demands.
10. Outstanding city services, public safety, and medical care.
11. Proactive problem-solving with residents, businesses, and neighboring communities.
12. Creative place making and public art enhance the public realm and contribute to a vibrant economy.
13. A convenient, well run public transit which meets current and anticipated needs.
14. Corridors which are pedestrian friendly and accessible, serving as neighborhood centers in addition to maximizing the flow of vehicles.
15. Attractive commercial environments where neighbors can shop and visit on foot, by bike, and car.
16. Well maintained neighborhoods where neighbors know and look out for each other.
17. Neighborhoods which are safe and crime free.
18. Beautiful streetscapes which are designed and maintained in a manner that preserves neighborhood value and encourages walking and biking.
19. Cooperation with neighboring communities resulting in sensible borders, energy efficient policies, effective service provision, and resource management.

Chapter 4: Issues and Opportunities

The Population & Housing and Work Force & Industry sections now incorporate more recent data, where available. The overall community goals were updated as follows:

Goal 8 – Economic Development (Chapter 9)

Appleton will pursue economic development that **retains and attracts talented people**, brings good jobs to the area, and supports the vitality of its industrial areas, downtown, and neighborhood business districts.

Goal 3 – Housing Quality, **Variety, and Affordability (Chapter 5)**

Appleton will provide a variety of rental and ownership housing choices in a range of prices affordable to community residents, and ensure that existing housing is adequately maintained in terms of physical quality and market viability.

Chapter 5: Housing and Neighborhoods

A Key Accomplishments section was added. Various sections now incorporate more recent data, where available. The Neighborhoods section now reflects the current iteration of the Neighborhood Program. The objectives and policies were updated as follows.

Appleton will provide a variety of rental and ownership housing choices in a range of prices affordable to community residents, and ensure that existing housing is adequately maintained in terms of physical quality and market viability. This will be carried out through the implementation of the following goals, objectives, and policies:

- 5.1 OBJECTIVE: Continue efforts to ensure an adequate supply of housing affordable to all income levels in the community.**

- 5.1.1 Monitor the balance between household incomes and for-sale housing or market rents to identify trends that may impact affordability.
- 5.1.2 Continue to support, ~~seek continued or additional funding, and expand the number~~ a variety of housing programs available to defray the costs of rental housing or home ownership.
- 5.1.3 Continue to support and partner with programs that provide assistance to homeless persons in the community. Support regular evaluation of programs and tools, such as Project Rush, to document impacts and outcomes, as well as better understand the needs.
- 5.1.4 Continue development of affordable housing throughout all areas of the City.
- 5.1.5 Continue to participate in the Fox Cities Housing Coalition.
- 5.1.6 Continue to support the programs of the Appleton Housing Authority including housing vouchers, public housing, home ownership, and family self-sufficiency.
- 5.1.7 Continue to support private sector investment in market rate housing to stabilize and enhance property values and encourage other neighborhood investments.

5.2 OBJECTIVE: Work proactively to prevent decay of the City's housing stock and blight conditions within neighborhood areas.

- 5.2.1 Monitor property maintenance conditions in neighborhoods, evaluate existing codes to determine their effectiveness in addressing property conditions, and ensure fair and consistent adequate code enforcement.
~~Evaluate the need to provide greater authority to conduct inspections of rental properties.~~
~~Support and encourage programs that provide recognition for exemplary property maintenance.~~
- 5.2.2 Support existing programs to provide funding for home improvements for lower-income households.
- 5.2.3 Encourage and facilitate renovation and redevelopment that preserves and enhances the viability of existing housing and neighborhoods.
~~Utilize housing relief funding or other sources of assistance to minimize the risk of property foreclosure, and to acquire foreclosed or blighted properties to support neighborhood stabilization.~~
- 5.2.4 Encourage neighborhood leaders to become more proactive in reporting suspicious activity to the Police Department as well as code violations such as broken windows, unmowed lawns, parking of cars, trucks, boats, trailers and recreational vehicles, trash handling, barking dogs, and sidewalk deficiencies.
- 5.2.5 Support the efforts of the Appleton Redevelopment Authority (ARA) to condemn and acquire dilapidated properties in order to create desirable residential redevelopment sites.
- 5.2.6 Fund the ARA at a level that allows it to use statutory powers to acquire and consolidate properties to make them more attractive for redevelopment by private developers.
- 5.2.7 Continue to use federal funds directly and via partners to offer housing rehabilitation and replacement for low- and moderate-income family housing options.
- 5.2.8 Continue to educate property owners about historic tax credit benefits for eligible historic homes.
- 5.2.9 Support the formation of new designated historic districts as a means to incentivize reinvestment in older homes located in the central areas of the City.
- 5.2.10 In partnership with established neighborhoods, non-profits, homeowners, and others work to establish a balance between owner-occupied and renter-occupied housing. Efforts may include

encouraging conversion of former single family residences from rental duplexes and triplexes back to owner-occupied units.

5.2.11 Develop policies which ensure that affordable housing programs and services are provided not just in central city neighborhoods but throughout the City.

5.2.12 Continue to partner with and encourage neighborhood associations, non-profits, and other organizations to engage in neighborhood planning and improvement projects.

5.3 OBJECTIVE: Provide a range of housing options styles that meet the needs and appeal to all segments of the community and allows residents to age in place.

5.3.1 Evaluate conditions under which it may be appropriate to allow accessory units (supplementary housing units that provide independent living accommodations and are integrated into existing single family neighborhoods) in some parts of the City.

5.3.2 Identify preferred locations and encourage urban infill and redevelopment to meet the needs of retirees and Generation X and Y millennial buyers or renters, such as:

- redevelopment sites on the north side of downtown or along Wisconsin Avenue, among other locations, targeted to moderately priced condominiums and rental units;
- redevelopment sites along the Fox River Corridor, including the industrial flats, that are suited to a variety of living options higher value condominium and rental units; and

5.3.3 Plan for a supply of developable land suitable for residential development. Plan for a supply of market affordable vacant land suitable for continued attainable residential development, primarily on the north side of the City.

5.3.4 Encourage through the land use plan and zoning ordinance the construction of a variety of housing types including rental housing, small lot homes, townhouses/rowhouses, apartments, pocket neighborhoods, live-work units, and tiny homes.

5.3.5 Support development of quality design for multi-family housing such that it integrates within existing neighborhoods thereby contributing to the maintenance of home values.

5.4 OBJECTIVE: Continue to expand the City's Neighborhood Revitalization Program to establish and support neighborhood organizations as partners in carrying out City functions.

~~Identify coherent neighborhood areas within Appleton, which may be centered around features such as shopping districts, schools, or parks.~~

5.4.1 Provide assistance to help form neighborhood organizations that will work with City staff and elected officials to promote neighborhood vitality and encourage neighbors to watch out for each other.

5.4.2 Engage neighborhood areas to identify target activities on which residents and City government can partner to take action.

5.4.3 Continue to offer funding through the Neighborhood Grant Program to help carry out neighborhood improvement projects and encourage neighbors to connect.

5.4.4 As the Neighborhood Program continues to grow consider expanding the level of technical assistance to include neighborhood planning which results in sub-area plans, as well as the establishment of a neighborhood governance structure. Continue to work with and support non-profit partners which may play a key role in providing planning and implementation assistance to neighborhood groups.

- 5.4.5 Partner with Neighborhoods, non-profits, and area builders to develop and implement customized programs and interventions which support neighborhood priorities.
- 5.4.6 As the Neighborhood Program continues to grow consider expanding the financial and technical resources available to registered Neighborhoods to help them achieve their desired outcomes and priorities.
- 5.4.7 Encourage neighborhoods to establish identities through physical improvements including but not limited to gateway signage, district branding, beautification efforts, and the preservation and expansion of neighborhood landmarks.
- 5.4.8 In conjunction with registered neighborhoods, monitor neighborhood conditions and track changes over time. Metrics could include items such as crime/police calls, home values, new construction, housing tenure, vehicular accidents. Measures aimed at gauging the City's efforts at addressing neighborhood concerns should be developed and tracked as well.
- 5.4.9 Provide diversity education to neighborhood groups to ensure that organizing efforts are inclusive and create a welcoming environment for all.
- 5.4.10 Continue to promote efforts to learn from and share successes with other regional neighborhood development programs including those in Green Bay and Oshkosh.

5.5 OBJECTIVE: Promote downtown housing as a means to grow the tax base, support local businesses, and increase the overall vitality and image of the area.

- 5.5.1 Support implementation of the Downtown Plan chapter as it relates to housing policy and programs.
- 5.5.2 Utilizing the downtown redevelopment plan identified in the Downtown Plan chapter, partner with other agencies to develop a targeted housing plan in order to align resources and facilitate plan implementation. Coordinate plan development with the ARA, non-profits, and the private sector.
- 5.5.3 Amend the Central Business District zoning regulations to allow for ground floor residential development in some areas of downtown.
- 5.5.4 Consider utilizing the CBD zoning district in other areas of the City such as along Wisconsin Avenue in order to promote denser in-fill and housing development.

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