



CITY OF APPLETON

MEMORANDUM

Date: May 1, 2024
To: Appleton Redevelopment Authority
From: Kara Homan, AICP, Director of Community Development
Subject: Overview of the City of Appleton Housing Development Policy Guide

I write to provide an overview of the City's recently completed *Housing Development Policy Guide* (hereinafter "Guide"; see attached), which was created under the guidance of the Mayor's Taskforce on Housing. While many of the recommendations would be under the jurisdiction of the City to implement, some of the tools and strategies outlined in the report have a nexus with the authority of the Redevelopment Authority.

An executive summary can be found at the beginning of the Guide, which provides a high-level overview of the Guide's findings. The recommendations of the Guide are organized around 5 themes that emerged as part of the process, as follows:

1. **Vision:** Create a community vision that acknowledges the need for housing-centric development and investment and form policy that supports it.
2. **Process:** Encourage a positive development approval experience for housing-centric projects.
3. **Activation:** Encourage activation of existing housing-centric policy.
4. **Proactiveness:** Encourage a proactive approach to catalyzing housing-centric development and investment.
5. **Communication:** Proactively engage with the community to better communicate changes to housing-centric policies and processes.

Specific recommendations are included in the Guide that outline potential roles for the ARA to play in advancing the creation of new housing within the City of Appleton (see page 29 of the .pdf, page 24 of the report). We anticipate we will be able to align strategy that emerges from the City's forthcoming Comprehensive Plan Update and Sub Area Planning with future redevelopment area plans and funding opportunities that may emerge through grants or TID districts. We anticipate the recommendations of the Guide will be implemented over time, and some of the recommendations related to the ARA found in the report, as well as topics we have discussed at recent ARA meetings, will be a focus on our new Economic Development Specialist when they start with the City later this month.