



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Agenda - Final Community & Economic Development Committee

Wednesday, May 9, 2018

4:30 PM

Council Chambers, 6th Floor

1. Call meeting to order
2. Roll call of membership
3. Approval of minutes from previous meeting

[18-0549](#) CEDC Minutes from 3-14-18

Attachments: [CEDC Minutes 3-14-18.pdf](#)

4. Public Hearings/Apearances

5. Action Items

[18-0670](#) The City of Appleton exercise its right to repurchase Lots 1, 2 and 3 of Plat 4 in the Northeast Industrial Park per the Declaration of Covenants and Restrictions, Section 11 and increase the purchase price by the cost of the wetland delineation

Attachments: [Farrell Investments_Repurchase Memo_5-1-18.pdf](#)

[Farrell Letter Offer to Repurchase 4-26-18.pdf](#)

[Farrell Covenants-Deed Restrictions.pdf](#)

[NEBP Map 5-3-2018.pdf](#)

[18-0671](#) The Community and Economic Development Committee may go into closed session according to State Statute §19.85(1)(e) for the purpose of discussing real estate negotiations regarding the potential repurchase of Lots 1, 2 and 3 of Plat 4 in the Northeast Industrial Park and then reconvene into open session

[18-0551](#) Organizational Matters:
1. Elect a Vice-Chair
2. Set Meeting Date and Time
3. Designate a Contact Person

6. Information Items

[18-0550](#)

2018 Sustainability Annual Update

Attachments: [2018 Sustainability Report Memo.pdf](#)
[Resolution #21-R-17.pdf](#)
[Creating A Sustainable City of Appleton \(Master 2018\).pdf](#)
[GTLC 2017 Report Appleton \(MASTER\).pdf](#)
[GTLC Sustainability Strategies Scoresheet 2017 \(Master\).pdf](#)
[2018 Sustainability Summit.pdf](#)

[18-0649](#)

Information received from Fox Cities Economic Development
Professionals meeting

Attachments: [Supply Chain Marketplace Talent Attraction Small Bus Export.pdf](#)

[18-0672](#)

Release of Deed Restrictions for the property located at 2220 W. Everett
Street in the Southwest Industrial Park based on the statutory time limits

Attachments: [Deed Restrictions 2220 W Everett SWIP.pdf](#)
[Southwest Industrial Park Map.pdf](#)

[18-0583](#)

State of Downtown Development Summit on May 15, 2018

Attachments: [Appleton State of Dtn Summit 2018-Invite FINAL.pdf](#)

[18-0584](#)

Neighborhood Program Spring Meeting on May 17, 2018

Attachments: [NeighborhoodProgramSpringMeeting2018_Flyer.pdf](#)

7. Adjournment

Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.

Any questions about items on this meeting are to be directed to Karen Harkness, Director, Community and Economic Development Department at 920-832-6468.

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Minutes - Final Community & Economic Development Committee

Wednesday, March 14, 2018

4:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

Meeting called to order at 4:30 p.m.

2. Roll call of membership

Present: 4 - Coenen, Reed, Williams and Alderperson Baker

Excused: 1 - Baranowski

Others present:

Beth Pritzl, Fox Cities Regional Partnership

Joseph Miller, Neenah Joint School District

Lisa Ihde, Century 21 Ace Realty

Hillary Line, 2701 Lillian Court

3. Approval of minutes from previous meeting

[18-0151](#)

CEDC Minutes from 1-24-18

Attachments: [CEDC Minutes 1-24-18.pdf](#)

Alderperson Baker moved, seconded by Reed, that the Minutes be approved.

Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Williams and Alderperson Baker

Excused: 1 - Baranowski

4. Public Hearings/Appeances

[18-0157](#)

Presentation by Beth Pritzl of the Fox Cities Regional Partnership on the Talent Upload program

Attachments: [FCRP Winter Mag Pages.pdf](#)

This Appearance was presented.

5. Action Items

[18-0152](#)

Request to approve recommended funding of \$25,000 for 2018 sponsorship of Talent Upload program to the Fox Cities Regional Partnership

Attachments: [Memo to CEDC on Talent Upload Sponsorship 2018.pdf](#)
[Talent Upload Sponsorship Request 2018.pdf](#)

Alderson Baker moved, seconded by Reed, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Williams and Alderson Baker

Excused: 1 - Baranowski

[18-0321](#)

Request to grant staff authority to authorize or approve administratively the use of insulated metal panels with the appearance of exterior insulation and finish systems (EIFS) or stucco as requested in the Northeast Business Park, Northeast Industrial Park and Southpoint Commerce Park

Attachments: [Memo Building Materials Standards Bus-Ind Parks.pdf](#)
[Southpoint Deed Restrictions.pdf](#)
[Insulated Panel Brochure.pdf](#)

Alderson Baker moved, seconded by Reed, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Williams and Alderson Baker

Excused: 1 - Baranowski

[18-0325](#)

The "low profile design" language in the Deed Restrictions and Covenants as it relates to signs in the Northeast Business Park, Northeast Industrial Park and Southpoint Commerce Park, be interpreted to mean monument style signs, not to exceed 10 feet in height

Attachments: [Memo Signage Standards Bus-Ind Parks.pdf](#)
[Southpoint Deed Restrictions.pdf](#)
[Examples of Single-Multi Tenant Signage.pdf](#)

Alderson Baker moved, seconded by Williams, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Williams and Alderson Baker

Excused: 1 - Baranowski

[18-0326](#)

Request to approve the City of Appleton maintain its current selling prices for business/industrial park land as described in the attached documents

Attachments: [Memo on Business-Industrial Park Land Value.pdf](#)
[Exhibit A-Ind Land Sales Comparison.pdf](#)
[Exhibit B-Ind Land Asking Price Comparison.pdf](#)
[Southpoint11-17.pdf](#)

Alderson Baker moved, seconded by Williams, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Williams and Alderson Baker

Excused: 1 - Baranowski

[18-0379](#)

Request to allow short sale of 1426 N. Durkee Street by Hillary Minor (n/k/a Hillary Line) based on a payment to the City of Appleton of at least 50% of our outstanding homeowner rehabilitation loan

Attachments: [Memo Short Sale Appeal Hillary Minor \(Line\).pdf](#)

The motion was to accept the partial payment of \$4,500 and forgive the remaining debt.

Alderson Baker moved, seconded by Reed, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Williams and Alderson Baker

Excused: 1 - Baranowski

6. Information Items

[18-0327](#)

2017 Growth Report for the City of Appleton

Attachments: [2017 Growth Report Summary CEDC 3-14-18.pdf](#)
[2017 City of Appleton Growth Report.pdf](#)

This Presentation was presented and discussed.

7. Adjournment

Alderson Baker moved, seconded by Reed, that the meeting be adjourned at 5:27 p.m. Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Williams and Alderson Baker

Excused: 1 - Baranowski



"...meeting community needs...enhancing quality of life."

MEMORANDUM

TO: Community and Economic Development Committee

FROM: Matt Rehbein, Economic Development Specialist

DATE: May 1, 2018

RE: Farrell Investments Offer to the City of Appleton to Repurchase Vacant Property (Lots 1, 2 & 3 of Plat 4 in the Northeast Industrial Park)

Farrell Investments purchased 4.32 acres of land from the City of Appleton, comprised of parcels 1-5359 and 1-5360 on April 30, 2015 and Parcel 1-5361 on June 29, 2016 (Lots 1, 2 & 3 in Plat 4, Northeast Industrial Park) with the intent to build a new Appleton store location. Subsequently, Farrell Investments has found an existing building that will meet their needs, which they are in the process of purchasing.

On April 26, 2018, staff received a letter from Farrell Investments indicating their interest in the sale of the above-referenced vacant parcels in the Northeast Business Park (attached). Per the Deed Restrictions and Covenants (attached), the property must be offered to the City of Appleton prior to sale to another party.

The City no longer controls any land in the Northeast Industrial Park for development, and the repurchase of this land would provide inventory to actively market to new/existing businesses.

Following the repurchase price calculations outlined in the Deed Restrictions and Covenants, the estimated cost of the land is approximately \$171,738.00, subject to tax pro-rations and outstanding liens. Farrell Investments has also completed a wetland delineation at a cost of \$2,682.57. While not spelled out in the Deed Restrictions and Covenant calculation of value, this report would be beneficial information to have for future marketing. If added to the estimated purchase price, the total would be approximately \$174,420.57 (subject to pro-rations). There is \$200,000 in the Industrial Park Land Fund Budget identified for repurchase of vacant land.

Staff Recommendation:

The City exercise its right to repurchase per the Declaration of Covenants and Restrictions, Section 11 for Lots 1, 2 & 3 of Plat 4 in the Northeast Industrial Park and increase the purchase price by the cost of the wetland delineation **BE APPROVED**.

Farrell Investments

1510 N Hastings Way
Eau Claire, WI 54703

April 26, 2018

City of Appleton
100 North Appleton Street
Appleton, WI 54911

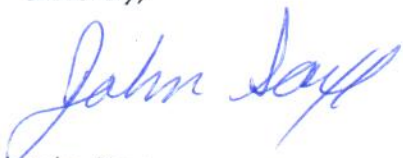
To Whom it may Concern:

I am writing to inform you that we will not be building on the land we had purchased in 2014. The property is located at the Northeast Business Park, lots 1-5360, 1-5359 and 1-5361. When we purchased the land, we had the intent to build, but now have gone in a different direction.

Per the Declaration of Covenants and Restrictions, section 13, we are giving you the first option to purchase the land back.

We look forward to hearing from you.

Sincerely,



John Saxe
Farrell Investments

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1215803
Document Number

DECLARATION OF COVENANTS
AND RESTRICTIONS
(Document Title)

OUTAGAMIE COUNTY
RECEIVED FOR RECORD

JAN 22 1987

AT 2 O'CLOCK PM
GRACE HERB
REGISTER OF DEEDS

Recording Area

Home and Return Address
David M. Sanders, Esq.
Reinhart, Boerner, et al.
P.O. Box 92900
Milwaukee, WI 53202-0900

Parcel Identification Number (PIN)

J 19086 1 35

DECLARATION OF COVENANTS AND RESTRICTIONS

THIS DECLARATION is dated as of July 19, 1996 by the City of Appleton, a municipal corporation.

RECITALS

A. The City of Appleton (the "City") conveyed the real estate described on Exhibit A attached hereto (the "Guardian Parcel") to the Guardian Life Insurance Company of America ("Guardian").

B. In connection with the conveyance of the Guardian Parcel, the City granted Guardian an option to purchase two additional parcels of real estate described on Exhibit B (the "Option Parcel") and Exhibit C (the "Restricted Parcel") attached hereto.

C. Guardian has agreed to terminate its option to purchase the Restricted Parcel and in consideration of such termination, the City has agreed to subject the Restricted Parcel to the covenants and restrictions set forth below.

NOW, THEREFORE, the City, pursuant to Resolution of the Common Council of the City of Appleton, duly adopted on February 7, 1996, hereby declares that the real property described on Exhibit C attached hereto and defined above as the "Restricted Parcel" is and shall be held, used, transferred, sold and conveyed subject to the following conditions, restrictions and covenants (the "Restrictions"):

1. Restrictions on Use. The Restricted Parcel shall be developed and used solely for commercial office and/or warehouse distribution purposes and for no other purposes.

2. Restrictions on Construction. Any and all improvements constructed on the Restricted Parcel shall be constructed in accordance with City zoning ordinances which permit commercial office and/or warehouse distribution uses, without any variance from the building standards contained in such zoning ordinances.

3. Successors and Assigns; Runs with the Land. The Restrictions shall inure to the benefit of the owner of the Guardian Parcel and the Option Parcel and the holder of an option to purchase any portion of the Option Parcel (collectively the "Benefited Owners") and shall be binding upon the City and its successors in title

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to the Restricted Parcel, it being the intent of the City that the Restrictions shall be "covenants running with the land."

4. Amendment. This Declaration and the Restrictions shall not be modified or amended except in a writing signed by all of the Benefited Owners and the City.

5. No Waiver. No waiver or acquiescence in or consent to any breach of the Restrictions shall be construed as, or constitute a waiver of, acquiescence in or consent to any further or succeeding breach of the Restrictions.

6. Cost of Enforcement. If any Benefited Owner prevails in any action to enforce the Restrictions, such Benefited Owner shall be entitled to recover, as part of its costs, reasonable attorney's fees.

7. Severability. If any of the terms of this Declaration shall, to any extent, be invalid or unenforceable under applicable law, the remaining terms shall not be affected and shall be enforceable to the fullest extent permitted by applicable law.

THE CITY OF APPLETON, a municipal corporation

BY

Its Richard D. Brown
MAYOR

Attest

Its Cindi Thase
CITY CLERK

APR 25 '96 14:17 FR RBUDHP MILW HG

414 288 8887 TO 8688912126774740 P.86

J 19086 I 37.

State of Wisconsin)
Outagamie) SS
Milwaukee County)

This instrument was acknowledged before me on July 25, 1996
by Richard DeBroek and Cindi Heese, as
Mayor and City Clerk
respectively of the City of Appleton.



Mary Wendell
(
Notary Public, State of Wisconsin
My commission MARY WENDELL
Notary Public, State of Wisconsin
My commission Expires Sept. 7, 1997

This instrument was drafted by, and after recording should be returned
to:

David M. Sanders, Esq.
Reinhart, Boerner, Van Deuren,
Norris & Rieseibach, s.c.
P.O. Box 92900
Milwaukee, WI 53202-0900

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Exhibit A

Legal Description of the Guardian Parcel

Part of Lot 1, Block 1, of the Northeast Industrial Park Plat No. 1 and Part of the Northwest $\frac{1}{4}$ of the Southwest $\frac{1}{4}$, and the Southwest $\frac{1}{4}$ of the Northwest $\frac{1}{4}$ of Section 18, Township 21 North, Range 18 East, City of Appleton, Outagamie County, Wisconsin, more fully described as follows:

Commencing at the West $\frac{1}{4}$ corner of said Section 18; thence South 88 degrees 20 minutes 30 seconds East, along the east-west $\frac{1}{4}$ line, 40.02 feet to the point of beginning; thence North 06°48'34" East, along the easterly line of Ballard Road (C.T.R. "E"), 303.40 feet; thence South 88 degrees 53 minutes 59 seconds East, along said easterly line, 10.00 feet; thence North 02 degrees 50 minutes 18 seconds East, along said easterly line, 534.03 feet; thence North 38 degrees 49 minutes 31 seconds East, along the easterly line of said Ballard Road and the southerly line of U.S.H. "41", a distance of 114.63 feet; thence North 70 degrees 31 minutes 35 seconds East, along the southerly line of said U.S.H. "41", a distance of 438.44 feet; thence North 79 degrees 34 minutes 57 seconds East, along said southerly line, 203.59 feet; thence North 88 degrees 55 minutes 59 seconds East, along said southerly line, 870.74 feet; thence South 01 degree 07 minutes 42 seconds East, 1393.62 feet to a point on the northerly line of Capitol Drive and the southerly line of Lot 1, Block 1 of the Northeast Industrial Park Plat No. 1; thence North 55 degrees 08 minutes 30 seconds West, along the northerly line of Capitol Drive, 83.27 feet; thence along the arc of a curve to the left, in said northerly line, 627.54 feet, which has a radius of 1083.00 feet, a central angle of 33 degrees 12 minutes 00 seconds, a chord of 618.80 feet that bears North 71 degrees 44 minutes 30 seconds West to a point of tangency on the east-west $\frac{1}{4}$ line; thence North 88 degrees 20 minutes 30 seconds West, along said east-west $\frac{1}{4}$ line, 1000.29 feet to the point of beginning.

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EXHIBIT B

Legal Description of the Option Parcel

Lots 3 and 4 according to CERTIFIED SURVEY MAP NO. 514 filed in Volume 3 of Certified Survey Maps on Page 514 as Document No. 952763, being a part of Blocks 1, 2, 3 and 4 and vacated street in the Northeast

Industrial Park Plat No. 1 and part of the North West 1/4 of the South West 1/4 and also lands in part of the South 1/2 of the North West 1/4 of Section 18, T21N, R18E, City of Appleton, Outagamie County, Wisconsin, excepting therefrom that portion of said lot 1 heretofore conveyed to the State of Wisconsin, Department of Transportation by Deed recorded in Jacket 16927 Images 1-2.

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EXHIBIT C

Legal Description of the Restricted Parcel

Part of the North West 1/4 and the North East 1/4 of the SOUTH EAST 1/4 of Section 18, T21N, R18E, City of Appleton, Outagamie County, Wisconsin, more fully described as follows: Commencing at the East 1/4 corner of said Section; thence North 89 degrees 56 minutes 44 seconds west, along the East-West 1/4 line, 908.90 feet; thence South 01 degree 54 minutes 31 seconds east, along the West line of the Tri-County Expressway, 603.75 feet; thence north 89 degrees 59 minutes 50 seconds west, 324.05 feet to the point of beginning; thence continuing north 89 degrees 59 minutes 50 seconds west, 1444.17 feet to the East line of the Northeast Industrial Park Plat; thence north 00 degrees 00 minutes 10 seconds east, 904.81 feet to the Northeast corner of said plat and the center of Section 18; thence south 89 degrees 56 minutes 44 seconds east, along the East-West 1/4 line, 1138.49 feet; thence south 29 degrees 57 minutes 19 seconds east, 369.55 feet; thence south 11 degrees 43 minutes 28 seconds east, 596.06 feet to the point of beginning.

1283748

Document Number

**DECLARATION OF
DEED RESTRICTIONS****APPLICABLE TO ALL PROPERTIES SOLD IN
THE NORTHEAST INDUSTRIAL PARK PLAT #4**

As recorded on July 16, 1998 in the office of the Register of Deeds, Outagamie County, WI, as Document #1280941, Cabinet H, Page II.

This conveyance is made subject to the following conditions, covenants, and understandings which shall be binding upon the vendee and his/her heirs, successors, and assigns:

I. Setbacks:

- A. *Front Yard:* No building shall be constructed on the site nearer than forty (40) feet of the right-of-way of any public street or highway. In the case of corner lots, both forty (40) foot setbacks will apply.
- B. *Side and Rear Yards:* Minimum side and rear yards shall be twenty-five (25) feet.
- C. *State Highways:* A fifty (50) foot building setback shall be observed along U.S.H. 41 and U.S.H 441.

II. Land Use:

- A. Permitted Uses
1. Manufacturing except for Block 14;
 2. Research, development and testing laboratories except for Block 14;
 3. Wholesaling, warehousing and distribution;
 4. Office operations only if they are an integral part of and a necessary adjunct to a permitted use;
 5. Retail sales of products manufactured on site and clearly an accessory use to the primary use of the site except for Block 14;
 6. Other land uses may be considered for approval by the Community Development Committee if a determination is made that the project fits the development objectives of the City.

III. Building Standards

- A. Any building erected shall be at least 5,000 square feet in area and occupy at least 10 percent of the land area.
- B. Buildings shall be designed by an Architect or Engineer. No side, elevation or facade of a building or structure shall be unexposed to public view; consequently, all sides, elevations, or facades of all buildings and structures shall be visually pleasing and architecturally and aesthetically comparable with the surrounding environment.
- C. The majority of exterior and externally visible opaque surfaces shall be constructed of not more than three of the following types of materials (provided, however, that such list shall not be deemed to exclude the use of other accent or exterior trim materials, glass and glazing, and earth berms):
1. Brick;

**OUTAGAMIE COUNTY
RECEIVED FOR RECORD****AUG - 5 1998****AT 10 O'CLOCK A.M. P.M.
GRACE HERB
REGISTER OF DEEDS**

Record and return to:

City of Appleton
City Attorney's Office
100 N. Appleton Street
Appleton, WI 54911-4799

ENVELOPE**E-
1800**

Parcel Identification Number (PIN)

2. Architectural precast concrete panels (surface finish to be painted, stained or exposed aggregate);
 3. Decorative concrete block (for no more than 50% of the exterior building wall area);
 4. Cut stone;
 5. Exterior insulation and finish systems such as Drivit or Sunlar;
 6. Wood;
 7. Metal panels (permitted only for building expansion walls);
 8. Other building materials being developed and to be developed by the construction industry. The use of such materials will be reviewed by the Community Development Committee on a case-by-case basis. The Community Development Committee may assign this review of plans to the Economic Development Department.
- D. Building materials will be selected for their ability to present a visual statement of a building or structure's strength, attractiveness, and permanence. The building materials used shall be harmonious with the natural environment and with the general character of other buildings and structures in the Park.
- E. Metal trim materials may be used when in keeping with the architectural and aesthetic character of the building or structure.
- F. No loading dock shall face the street unless the site configuration is such that it is unavoidable. In that event, the Community Development Committee shall review and approve the location of the loading dock.
- G. Ancillary structures will be approved by the Community Development Committee. Approval may be granted only if such structures are necessary to the principal use of the building site, are in architectural and aesthetic conformance with other buildings or structures on the site, are properly screened, meet all requirements of these covenants and are otherwise satisfactory to the Community Development Committee at its sole discretion.

IV. *Landscaping:*

- A. *Landscape Plan:* The landscaping upon any building site or lot shall be carried out in accordance with a detailed landscaping plan which has been reviewed and approved in writing by the City's site plan review committee. The landscape plan shall include, but not be limited to, plant location, common and botanical names of plant material, planting size, root condition, and quantity of all plant material. The plan shall show all ground cover and mulch areas, landscape and construction materials, and construction details.
- B. *Landscaping Methods:* Landscaping may include grading, earth berms, seeding, sodding, raised planters, architectural decorative walls or fencing, trees and shrubs, ground cover and other landscape materials including permanent sprinkler systems, fountains, storm run-off retention ponds, reflective ponds, and landscape lighting.
- C. *Plant Material:* Selected plant material should provide for a variety of shade trees, evergreen trees, and shrubs, ornamental trees and shrubs and ground covers. Plant material selection shall take into consideration the following:
1. Disease and insect resistance;
 2. Hardiness to the area;
 3. The ability to provide seasonal interest;
 4. Future maintenance considerations;
 5. Ability of plant material to accomplish its intended purpose in each placement.

D. *Time for Completion:* All landscaping shall be completed within ninety (90) days following occupancy, or as soon thereafter as weather will allow if such period occurs within winter months.

E. *Maintenance:* The owner shall be responsible for maintaining all landscaping as approved on the original plan for his site and adjacent unpaved street rights-of-way. Any variation or changes to the landscape plan must be reviewed and approved in writing by the Department of Planning. Landscaped areas, materials, fixtures, and improvements shall be maintained by the owner of the building site, or by such owner's long-term lessee(s) in good condition at all times. Such maintenance shall include watering, mowing, trimming, pruning, spraying, fertilizing, repairing, replacement of dead plantings, planting, transplanting, dusting, treating, and other common landscape maintenance activities necessary to keep the building site landscaping in a healthy state of growth and visually attractive in appearance.

If the owner or the owner's assigns fail to maintain the landscaping and site per the approved landscaping plan in this section, the City of Appleton or its Agent has the right to enter the site and conduct such maintenance and to seek full reimbursement.

V. *Parking, Loading*

Off-street parking and loading areas shall be provided on each building site and shall be of sufficient size to accommodate all planned or anticipated parking and loading needs of all site occupants and visitors and comply with the City's Zoning Ordinance regarding parking standards. All parking and loading areas shall be paved. Parking shall be permitted within the minimum front yard setback area, however, it shall be located no closer than fifteen (15) feet to the public right-of-way line. An 80 percent screen with a minimum height of 2½' shall be provided for all parking areas adjacent to the street right-of-way.

VI. *Outdoor Storage:*

No outside storage of any kind shall be permitted unless such stored materials are visually screened from all streets with a suitable fence, vegetation, berm, or combination thereof. Screening shall be attractive in appearance and in keeping with the architectural quality of the main structure. Said storage shall be limited to behind the front line of the building on the property, and within the building setback lines. No waste material or refuse may be dumped or permitted to remain on any part of the property outside of the buildings. Storage of fuel oil or other bulk fluids must be underground. All storage areas shall be paved.

VII. *Signs:*

Identification signs shall be permitted to promote only the name and/or trademark of the owner or tenant of the parcel on which the sign is placed. Signs, lighting, etc., are to be indicated on the final site plan submitted to the Community Development Committee for review. Ground signs must be set back 10 feet from the right-of-way line and must be of a low profile design subject to approval by the Committee. Building signs must comply with the City Sign Code.

VIII. *Maintenance Responsibilities:*

A. Each owner shall keep its property, all contiguous street right-of-way to the edge of the pavement, and all drainage and easement areas in a well-maintained, safe, clean, and attractive condition at all times. Such maintenance includes, but is not limited to the following:

1. The removal of all litter, trash, refuse, and wastes;
2. Compliance with the City's noxious weed control ordinance, including the mowing of all grass areas;
3. The maintenance of exterior lighting, signs, and mechanical facilities;
4. The keeping of all exterior building surfaces in a cleaned, well-maintained condition;
5. The maintenance of all drainage ways including the removal of all debris, weeds, and silt.

B. The owner of any undeveloped lands shall maintain said lands free of rubbish, noxious weeds, and mosquito breeding pond conditions.

IX. *Site Plan Review:*

Prior to the construction or alteration of any buildings, additions, enclosures, fences, loading docks, parking facilities, storage yards, or any other structures or permanent improvements on or to the real estate conveyed hereby, the plans for such building or improvements shall be submitted to the Site Plan Review Committee in accordance with Section 23-171 of the City Zoning Code. The plans shall be reviewed within thirty days (30) days after they have been submitted and approval or disapproval given in writing.

X. *Approval of Plans:*

Before commencing the construction or alterations of any buildings, additions, enclosures, fences, loading docks, parking facilities, storage yards, or any other structures or permanent improvements on or to the real estate conveyed hereby, the owner shall first submit its building plans, specifications, site and landscape plans, and an elevation sketch of all improvements to be placed thereon to the Community Development Committee for its written approval. In the event the Committee or its designee shall fail to approve or disapprove in writing such building plans, specifications, site and landscape plans, and elevation sketch within thirty (30) days after they have been submitted to them, such approval will not be required and these covenants and restrictions will be deemed to have been complied with. The Community Development Committee may delegate this review of plans to the Economic Development Department.

XI. *Repurchase Rights:*

Failure to Build: In the event the owner of land purchased from the City of Appleton does not commence construction of a building within one (1) year after the date of purchase, ownership shall revert to the City. The City shall pay the following repurchase price: the sum of the original purchase price and all special assessments which may have been paid by the buyer or levied against the property after the date of purchase minus the sum of any unpaid property taxes, proration of the current years property taxes to date of closing, title insurance policy premium or cost of warranty abstract, and any liens and encumbrances on the property of a definite or ascertainable amount. Further, repurchase price shall be adjusted by the amount equal to the amount of an option fee for that year had the property been under option between the City and the Buyer. Conveyance shall be by warranty deed.

Resale of Vacant Land: In the event the owner of land purchased from the City of Appleton elects to sell any portion thereof which is vacant, the property shall first be offered, in writing, to the City of Appleton. The City of Appleton shall have sixty (60) days from date of receipt of such offer to accept or reject repurchase of the property unless an extension of time may be mutually agreed upon and set forth in writing. In the event the City does not elect to repurchase the property, the owner may sell the land, but these Declarations of Covenants and Restrictions shall run with the land and be binding on the subsequent owner. The purchase price shall be computed as in Article XII above. Conveyance shall be by warranty deed. The seller shall furnish a title insurance policy at the seller's expense.

XII. *Subdivision of Lots:*

After a lot has been purchased, such lot shall not be further subdivided without the written consent of the Community Development Committee. No owner may sell, lease or rent less than all of the lot without the written consent of the Community Development Committee. The Community Development Committee may, in granting its consent, attach any conditions it deems appropriate. The foregoing prohibition shall not apply to occupancy leases of space in a building made in the ordinary course of business.

XIII. *Waiver of Notice:*

All land sold before major assessable improvements are completed in the business park site shall be subject to the purchaser's waiving notice of assessments and hearings, and such waiver shall be part of the negotiations.

XIV. *Variances:*

Notwithstanding anything contained herein to the contrary, the City of Appleton expressly reserves the right at any time to authorize in writing variances from the strict applications of these covenants and restrictions, or any one or more of them, where the circumstances, in its sole and exclusive judgement, justifies the granting of same.

XV. Right to Enter

The Community Development Committee shall have the right to enter upon any building site or other lot within the park for the purpose of ascertaining whether the owner of said site or lot is complying with these covenants and restrictions.

XVI. Enforcement:

In the event that the owner fails to perform in accordance with these covenants and restrictions, the Common Council, upon recommendation of the Community Development Committee, may take whatever corrective measures it deems appropriate and assess the cost thereof against the property in the same manner as a special assessment or special charge. The Common Council shall give at least thirty (30) days notice to the vendee of any violation and the steps required to correct it prior to taking any action to cure such violation.

XVII. Invalidation:

The invalidation of any one of the covenants or restrictions herein set forth or the failure to enforce any of said covenants and restrictions at the time of its violation shall in no way affect any of the other covenants or restrictions nor be deemed a waiver of the right to enforce the same thereafter.

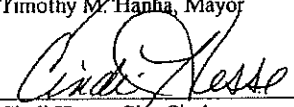
XVIII. Term:

Each lot shall be conveyed subject to the covenants and restrictions set forth herein, all of which are to run with the land and shall be binding on all parties and all persons claiming them for a period of thirty (30) years from the date of this Declaration of Covenants and Restrictions is recorded, after which time said covenants and restrictions as are then in force and effect shall be automatically renewed for successive periods of ten (10) years each, unless an instrument terminating such covenants and restrictions is recorded with the Outagamie County Register of Deeds by the Common Council as evidenced by a resolution duly adopted by a majority of all members of the Common Council.

IN WITNESS WHEREOF, the said City of Appleton has caused these presents to be signed at Appleton, Wisconsin, this 3rd day of August, 1998.

CITY OF APPLETON:


Timothy M. Hanna, Mayor

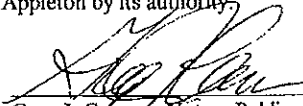

Cindi Hesse, City Clerk

STATE OF WISCONSIN)

)ss

OUTAGAMIE COUNTY)

Personally came before me this 3rd day of August, 1998, the above named Timothy M. Hanna, Mayor, and Cindi Hesse, City Clerk, of the City of Appleton, to me known to be the persons who executed the foregoing instrument as such officials of the City of Appleton by its authority.


Greg J. Carman, Notary Public
State of Wisconsin

My commission is permanent.

This instrument was drafted by Greg J. Carman, City Attorney.

1373472

Document Number

State of Wisconsin

**APPLICABLE TO ALL PROPERTIES SOLD IN THE
NORTHEAST INDUSTRIAL PARK PLAT #4**

As recorded on August 5, 1998 in the office of the Register of Deeds, Outagamie County, WI, as Document #1283748.

This conveyance is made subject to the following conditions, covenants, and understandings which shall be binding upon the vendee and his/her heirs, successors, and assigns:

1. **Setbacks:**

- A. **Front Yard:** No building shall be constructed on the site nearer than forty (40) feet of the right-of-way of any public street or highway. In the case of corner lots, both forty (40) foot setbacks will apply.
- B. **Side and Rear Yards:** Minimum side and rear yards shall be twenty-five (25) feet.
- C. **State Highways:** A fifty (50) foot building setback shall be observed along U.S.H. 41 and U.S.H. 441.

2. **Land Use:**A. **Permitted Uses**

1. Manufacturing except for Block 14;
2. Research, development and testing laboratories except for Block 14;
3. Wholesaling, warehousing and distribution;
4. Office operations only if they are an integral part of and a necessary adjunct to a permitted use;
5. Retail sales of products manufactured on site and clearly an accessory use to the primary use of the site except for Block 14;
6. Other land uses may be considered for approval by the Community Development Committee if a determination is made that the project fits the development objectives of the City.

3. **Building Standards**

- A. Any building erected shall be at least 5,000 square feet in area and occupy at least 10 percent of the land area.
- B. Buildings shall be designed by an Architect or Engineer. No side, elevation or facade of a building or structure shall be unexposed to public view; consequently, all sides, elevations, or facades of all buildings and structures shall be visually pleasing and architecturally and aesthetically comparable with the surrounding environment.
- C. The majority of exterior and externally visible opaque surfaces shall be constructed of not more than three of the following types of materials (provided, however, that such list shall not be deemed to exclude the use of other accent or exterior trim materials, glass and glazing, and earth berms):
 1. Brick;
 2. Architectural precast concrete panels (surface finish to be painted, stained or exposed aggregate);
 3. Decorative concrete block (for no more than 50% of the exterior building wall area);

**AMENDED
DECLARATION OF
DEED RESTRICTIONS**OUTAGAMIE COUNTY
RECEIVED FOR RECORD

JUL 18 2000

AT 11 O'CLOCK A.M. P.M.
JANICE FLENZ
REGISTER OF DEEDS

Record and Return to:
City Attorney's Office
City of Appleton
100 North Appleton Street
Appleton, WI 54911-4799

3/18/00

4. Cut stone;
 5. Exterior insulation and finish systems such as Drivit or Sunlar;
 6. Wood;
 7. Metal panels (permitted only for building expansion walls);
 8. Other building materials being developed and to be developed by the construction industry. The use of such materials will be reviewed by the Community Development Committee on a case-by-case basis. The Community Development Committee may assign this review of plans to the Economic Development Department.
- D. Building materials will be selected for their ability to present a visual statement of a building or structure's strength, attractiveness, and permanence. The building materials used shall be harmonious with the natural environment and with the general character of other buildings and structures in the Park.
- E. Metal trim materials may be used when in keeping with the architectural and aesthetic character of the building or structure.
- F. No loading dock shall face the street unless the site configuration is such that it is unavoidable. In that event, the Community Development Committee shall review and approve the location of the loading dock.
- G. Ancillary structures will be approved by the Community Development Committee. Approval may be granted only if such structures are necessary to the principal use of the building site, are in architectural and aesthetic conformance with other buildings or structures on the site, are properly screened, meet all requirements of these covenants and are otherwise satisfactory to the Community Development Committee at its sole discretion.
4. *Landscaping:*
- A. *Landscape Plan:* The landscaping upon any building site or lot shall be carried out in accordance with a detailed landscaping plan which has been reviewed and approved in writing by the City's site plan review committee. The landscape plan shall include, but not be limited to, plant location, common and botanical names of plant material, planting size, root condition, and quantity of all plant material. The plan shall show all ground cover and mulch areas, landscape and construction materials, and construction details.
- B. *Landscaping Methods:* Landscaping may include grading, earth berms, seeding, sodding, raised planters, architectural decorative walls or fencing, trees and shrubs, ground cover and other landscape materials including permanent sprinkler systems, fountains, storm run-off retention ponds, reflective ponds, and landscape lighting.
- C. *Plant Material:* Selected plant material should provide for a variety of shade trees, evergreen trees, and shrubs, ornamental trees and shrubs and ground covers. Plant material selection shall take into consideration the following:
1. Disease and insect resistance;
 2. Hardiness to the area;
 3. The ability to provide seasonal interest;
 4. Future maintenance considerations;
 5. Ability of plant material to accomplish its intended purpose in each placement.
- D. *Time for Completion:* All landscaping shall be completed within ninety (90) days following occupancy, or as soon thereafter as weather will allow if such period occurs within winter months.
- E. *Maintenance:* The owner shall be responsible for maintaining all landscaping as approved on the original plan for his site and adjacent unpaved street rights-of-way. Any variation or changes to the landscape plan must be reviewed and approved in writing by the Department of Planning. Landscaped areas, materials, fixtures, and improvements shall be maintained by the owner of the building site, or by such owner's long-term lessee(s) in good condition at all times. Such maintenance shall include watering, mowing, trimming, pruning, spraying, fertilizing, repairing, replacement of dead plantings, planting, transplanting, dusting, treating, and other common landscape maintenance activities necessary to keep the building site landscaping in a healthy state of growth and visually attractive in appearance.

If the owner or the owner's assigns fail to maintain the landscaping and site per the approved landscaping plan in this section, the City of Appleton or its Agent has the right to enter the site and conduct such maintenance and to seek full reimbursement.

5. ***Parking, Loading***

Off-street parking and loading areas shall be provided on each building site and shall be of sufficient size to accommodate all planned or anticipated parking and loading needs of all site occupants and visitors and comply with the City's Zoning Ordinance regarding parking standards. All parking and loading areas shall be paved. Parking shall be permitted within the minimum front yard setback area, however, it shall be located no closer than fifteen (15) feet to the public right-of-way line. An 80 percent screen with a minimum height of 2-1/2' shall be provided for all parking areas adjacent to the street right-of-way.

6. ***Outdoor Storage:***

No outside storage of any kind shall be permitted unless such stored materials are visually screened from all streets with a suitable fence, vegetation, berm, or combination thereof. Screening shall be attractive in appearance and in keeping with the architectural quality of the main structure. Said storage shall be limited to behind the front line of the building on the property, and within the building setback lines. No waste material or refuse may be dumped or permitted to remain on any part of the property outside of the buildings. Storage of fuel oil or other bulk fluids must be underground. All storage areas shall be paved.

7. ***Signs:***

Identification signs shall be permitted to promote only the name and/or trademark of the owner or tenant of the parcel on which the sign is placed. Signs, lighting, etc., are to be indicated on the final site plan submitted to the Community Development Committee for review. Ground signs must be set back 10 feet from the right-of-way line and must be of a low profile design subject to approval by the Committee. Building signs must comply with the City Sign Code.

8. ***Maintenance Responsibilities:***

A. Each owner shall keep its property, all contiguous street right-of-way to the edge of the pavement, and all drainage and easement areas in a well-maintained, safe, clean, and attractive condition at all times. Such maintenance includes, but is not limited to the following:

1. The removal of all litter, trash, refuse, and wastes;
2. Compliance with the City's noxious weed control ordinance, including the mowing of all grass areas;
3. The maintenance of exterior lighting, signs, and mechanical facilities;
4. The keeping of all exterior building surfaces in a cleaned, well-maintained condition;
5. The maintenance of all drainage ways including the removal of all debris, weeds, and silt.

B. The owner of any undeveloped lands shall maintain said lands free of rubbish, noxious weeds, and mosquito breeding pond conditions.

9. ***Site Plan Review:***

Prior to the construction or alteration of any buildings, additions, enclosures, fences, loading docks, parking facilities, storage yards, or any other structures or permanent improvements on or to the real estate conveyed hereby, the plans for such building or improvements shall be submitted to the Site Plan Review Committee in accordance with Section 23-171 of the City Zoning Code. The plans shall be reviewed within thirty (30) days after they have been submitted and approval or disapproval given in writing.

10. ***Approval of Plans:***

Before commencing the construction or alterations of any buildings, additions, enclosures, fences, loading docks, parking facilities, storage yards, or any other structures or permanent improvements on or to the real estate conveyed hereby, the owner shall first submit its building plans, specifications, site and landscape plans, and an elevation sketch of all improvements to be placed thereon to the Community Development Committee for its written approval. In the event the Committee or its designee shall fail to approve or disapprove in writing such building plans, specifications, site and landscape plans, and elevation sketch within thirty (30) days after they have been submitted to them, such approval will not be required and these covenants and restrictions will be deemed to have been complied with. The Community Development Committee may delegate this review of plans to the Economic Development Department.

11. Repurchase Rights:

Failure to Build: In the event the owner of land purchased from the City of Appleton does not commence construction of a building within one (1) year after the date of purchase, ownership shall revert to the City. The City shall pay the following repurchase price: the sum of the original purchase price and all special assessments which may have been paid by the buyer or levied against the property after the date of purchase minus the sum of any unpaid property taxes, pro-ration of the current years property taxes to date of closing, title insurance policy premium or cost of warranty abstract, and any liens and encumbrances on the property of a definite or ascertainable amount. Further, repurchase price shall be adjusted by the amount equal to the amount of an option fee for that year had the property been under option between the City and the Buyer. Conveyance shall be by warranty deed.

Resale of Vacant Land: In the event the owner of land purchased from the City of Appleton elects to sell any portion thereof which is vacant, the property shall first be offered, in writing, to the City of Appleton. The City of Appleton shall have sixty (60) days from date of receipt of such offer to accept or reject repurchase of the property unless an extension of time may be mutually agreed upon and set forth in writing. In the event the City does not elect to repurchase the property, the owner may sell the land, but these Declarations of Covenants and Restrictions shall run with the land and be binding on the subsequent owner. The purchase price shall be computed as in Article 11 above. Conveyance shall be by warranty deed. The seller shall furnish a title insurance policy at the seller's expense.

12. Subdivision of Lots:

After a lot has been purchased, such lot shall not be further subdivided without the written consent of the Community Development Committee. No owner may sell, lease or rent less than all of the lot without the written consent of the Community Development Committee. The Community Development Committee may, in granting its consent, attach any conditions it deems appropriate. The foregoing prohibition shall not apply to occupancy leases of space in a building made in the ordinary course of business.

13. Waiver of Notice:

All land sold before major assessable improvements are completed in the business park site shall be subject to the purchaser's waiving notice of assessments and hearings, and such waiver shall be part of the negotiations.

14. Variances:

Notwithstanding anything contained herein to the contrary, the City of Appleton expressly reserves the right at any time to authorize in writing variances from the strict applications of these covenants and restrictions, or any one or more of them, where the circumstances, in its sole and exclusive judgement, justifies the granting of same.

15. Right to Enter

The Community Development Committee shall have the right to enter upon any building site or other lot within the park for the purpose of ascertaining whether the owner of said site or lot is complying with these covenants and restrictions.

16. Enforcement:

In the event that the owner fails to perform in accordance with these covenants and restrictions, the Common Council, upon recommendation of the Community Development Committee, may take whatever corrective measures it deems appropriate and assess the cost thereof against the property in the same manner as a special assessment or special charge. The Common Council shall give at least thirty (30) days notice to the vendee of any violation and the steps required to correct it prior to taking any action to cure such violation.

17. Invalidation:


The invalidation of any one of the covenants or restrictions herein set forth or the failure to enforce any of said covenants and restrictions at the time of its violation shall in no way affect any of the other covenants or restrictions nor be deemed a waiver of the right to enforce the same thereafter.


18. *Term:*

Each lot shall be conveyed subject to the covenants and restrictions set forth herein, all of which are to run with the land and shall be binding on all parties and all persons claiming them for a period of thirty (30) years from the date of this Declaration of Covenants and Restrictions is recorded, after which time said covenants and restrictions as are then in force and effect shall be automatically renewed for successive periods of ten (10) years each, unless an instrument terminating such covenants and restrictions is recorded with the Outagamie County Register of Deeds by the Common Council as evidenced by a resolution duly adopted by a majority of all members of the Common Council.

IN WITNESS WHEREOF, the said City of Appleton has caused these presents to be signed at Appleton, Wisconsin, this 10th day of July, 2000.


CITY OF APPLETON


Timothy M. Hanna, Mayor


Cynthia I. Hesse, City Clerk

STATE OF WISCONSIN)
OUTAGAMIE COUNTY) ss

Personally came before me this 10th day of July, 2000, the above named Timothy M. Hanna, Mayor, and Cynthia I. Hesse, City Clerk, of the City of Appleton, to me known to be the persons who executed the foregoing instrument as such officials of the City of Appleton by its authority.


James P. Walsh, Notary Public
State of Wisconsin

My commission is permanent.

This instrument was drafted by James P. Walsh, City Attorney.

**Available Sites
Northeast Business Park
Appleton, Wisconsin**



Laminations (GNC)

C3
Corporation

VENTURE DRIVE

JP Graphics

Quantum
Healthcare
LLC

Product
Handling
Concepts

Airgas

3000

GOODLAND DRIVE

3021

3101

FCX Performance

Farrell Investment

JF Ahearn

RP5 LLC

Nexgen
Building Supply

CAPITOL DRIVE

3100

Airgas
Badger Mailing
Systems

Standard Electric

Vision Contol
& Automation
SE Automation

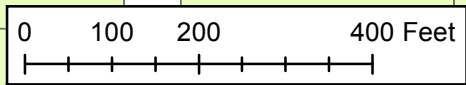
PROGRESS DRIVE

IPS

Engman-
Taylor Co.

Wisconsin
Distributors

Able
Distribution



Comm. & Econ.
Dev. Dept. 05/18



"...meeting community needs...enhancing quality of life."

**PARKS, RECREATION & FACILITIES
MANAGEMENT**

Dean R. Gazza, Director

1819 East Witzke Boulevard
Appleton, Wisconsin 54911-8401
(920) 832-5572 FAX (920) 993-3103
Email - dean.gazza@appleton.org

To: Alderpersons

From: Dean R. Gazza, Director of Parks, Recreation and Facilities Management

Date: April 26, 2018

Re: 2018 Sustainability Annual Update

The City of Appleton completed numerous sustainability initiatives during this past year including updating the Sustainability Plan, adopting a Health in all Policies Ordinance, approving Sustainability Resolution #21-R-17, adopting the updated Comprehensive Plan, developing a Trail Master Plan and updating the downtown parking study.

All of these initiatives have significant impacts on Sustainability throughout the City of Appleton. These initiatives and many more are captured and reported within the attached documents below.

- 2018 Update - City of Appleton Sustainability Plan (Creating a Sustainable City)
- 2017 Green Tier Legacy Community Annual Report
- 2017 Green Tier Legacy Community Sustainable Strategies Scoresheet
- 2018 Sustainability Summit Memo

As a Green Tier Legacy Community we remain proactive in our commitment to sustainability. In the Sustainability Strategies Scoresheet we improved our overall score from 362 to 382 for 2017. Adopting the Health in all Policies Ordinance, obtaining Silver Level certification by the League of American Bicyclists and becoming a Bird City were the main reasons for this increase in overall score. Please refer to the 2017 GTLC Annual Report for a full list of achievements during 2017. Note that this past week the City of Appleton was recognized as one of the Greenest Cities by Insurify whom looked at vehicles in regards to how our citizens choose to drive, the vehicles they choose and how they drive them recognizing that we have a appreciably lower average household carbon footprint.

Last, please find a memo summarizing the attendance at the 2018 Sustainability Summit. In addition, we are currently in the process of dedicating a Sustainability link on the City of Appleton web site with the attachment above.

Please feel free to contact me at 832-5572 with any questions, or by email at dean.gazza@appleton.org.

City of Appleton – **Resolution #21-R-17**

October 4, 2017

Submitted by: Alderperson Croatt – District 14

Referred to: Parks & Recreation Committee

Sustainability Resolution

Whereas, the City of Appleton’s mission statement is “The City of Appleton is dedicated to meeting the needs of our community and enhancing the quality of life”.

And Whereas, the City of Appleton recently completed an update to its Comprehensive Plan which provided numerous opportunities for public input and engagement with the primary intent to use the plan to guide the growth and development of the community.

And Whereas, the Comprehensive Plan becomes a major tool in project identification and establishes a vision for future land use, physical development, and quality of life in the City, as well as provides a comprehensive set of goals, policies and initiatives to achieve that vision.

And Whereas, the Comprehensive Plan is one of several tools used to drive city initiatives and becomes an integral part of the overall operations.

And Whereas, the City of Appleton also has a Sustainability Master Plan which identifies many initiatives to work towards sustainability through evaluation of the following: conservation, energy efficiency opportunities, restorative redevelopment, increased facilities efficiencies, pollution reduction, green building and buying, reductions in greenhouse gas (GHG) emissions, lower dependence on pesticides, restoring urban waterways, promote environmental stewardship, improve transportation infrastructure, and improve and expand green infrastructure.

And Whereas, the City of Appleton takes its responsibilities on sustainability very seriously and has demonstrated that through past efforts and future plans. All plans, including but not limited to the Comprehensive Plan and the Sustainability Plan are used to meet the needs of the community and enhance the quality of life in Appleton and support efforts identified in the annual budgets.

And Whereas, the City of Appleton became one of the first five communities to be part of the Legacy Communities – a Green Tier Charter and has been actively involved since becoming a member and has provided Annual Reports for the past 5 years.

Therefore, be it resolved, the City of Appleton reaffirm its position on Sustainability by:

1. Continuing its membership with the Green Tier Charter Communities and work with other municipalities to attain the goals of the organization and strive to be a leader in key measurement areas while taking into account all financial impacts any action may result in.
2. Reviewing and updating the city's own Sustainability Master Plan on an annual basis.
3. Providing an opportunity for members of the public to provide input on the Sustainability Master Plan as part of inclusion on standing committee meeting agendas under the appropriate committee of jurisdiction.
4. Providing an annual update to any standing committee that has jurisdiction over any component of the plan including but not limited to Utilities, Parks & Recreation, Community and Economic Development, Municipal Services, and Finance. The annual update to include an agenda information item for a summary of completed initiatives, information on any impacts to the annual budget, and an outline of short-term and long-term plans. Also included in the annual update would be the presentation of the Annual Report provided as part of membership with the Green Tier Charter Communities.
5. Make available on the City of Appleton website a portal specifically identified as Sustainability and included all pertinent information relative to the City of Appleton's plans and budgetary impacts.
6. The Mayor and/or Facilities Director or designee shall attend the Annual Sustainability Summit and Exposition event held in Wisconsin and include a memo as part of the annual update to standing committees.



Creating A Sustainable City

A Master Plan to Move the City of Appleton Towards Sustainability

2018 Update

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SECTION 1:

Introduction — The Issue.

From concerns over climate change, to drought-related water shortages, to air quality, society faces serious environmental issues locally, regionally, nationally and globally. These issues will affect the quality of life today and for generations to come.

There is a growing body of evidence that a shift in human behavior is necessary to counter the tides of over-consumption and environmental degradation; and work for a better future for ourselves, our children and the numerous species that share our planet. Our existing economic systems, agricultural systems and automobile-oriented infrastructure are inherently unsustainable.

DEPENDENCE ON NON-RENEWABLE RESOURCES

Our economy and lifestyle is dependent on vast supplies of non-renewable resources, primarily derived from fossil fuels. As these resources are consumed, they will become increasingly scarce and more expensive, thus increasing operating budgets and affecting the quantity and quality of services provided. We must plan for this eventuality to prevent a crisis in supply vs. demand. In addition, reducing our dependence on non-renewable fossil fuels reduces greenhouse gases and gives us greater energy independence.

OVER & EXCESSIVE USE OF NATURAL RESOURCES

We are using some renewable resources faster than nature can replenish them. Examples of this are consumption of water, lumber, wood and paper products, over fishing and soil depletion. Over-consumption of some renewable resources potentially could cause damage and collapse of some ecosystems.

POLLUTION

Unintended by-products of manufacturing, consumption, and combustion of resources end up in our air, water, soil, and food. Many of these by-products are toxic. Material from consumption is left over as “waste” and buried in landfills. This leads to numerous negative impacts, including consumption of valuable land for landfills, pollution of that land and associated lands and waters with potentially toxic materials, and removal of resources (such as carbon and nitrogen) from natural cycles. Our existing economic systems, built environments and cultures are inherently unsustainable. Achieving sustainability in contemporary times will require a major paradigm shift, essentially reversing long-standing trends of consumption and traditional development, and changing our philosophies and behaviors.

SECTION 2:

What is Sustainability?

Sustainability is a broad term that generally means a community or society lives within the means of what the Earth can provide over a long term. When a process is sustainable, it can be carried out over and over without negative effects on the environment or without high costs. The definition of Sustainability for the purposes of this Master Plan is:

“Sustainability meets the needs of the present without compromising the ability of future generations to meet their own needs.”

— United Nations World Commission on Environment and Development.



A sustainable society does not rely extensively on non-renewable resources as a basis for its economy. A sustainable society reduces consumption of renewable resources to levels that can be replenished by nature.

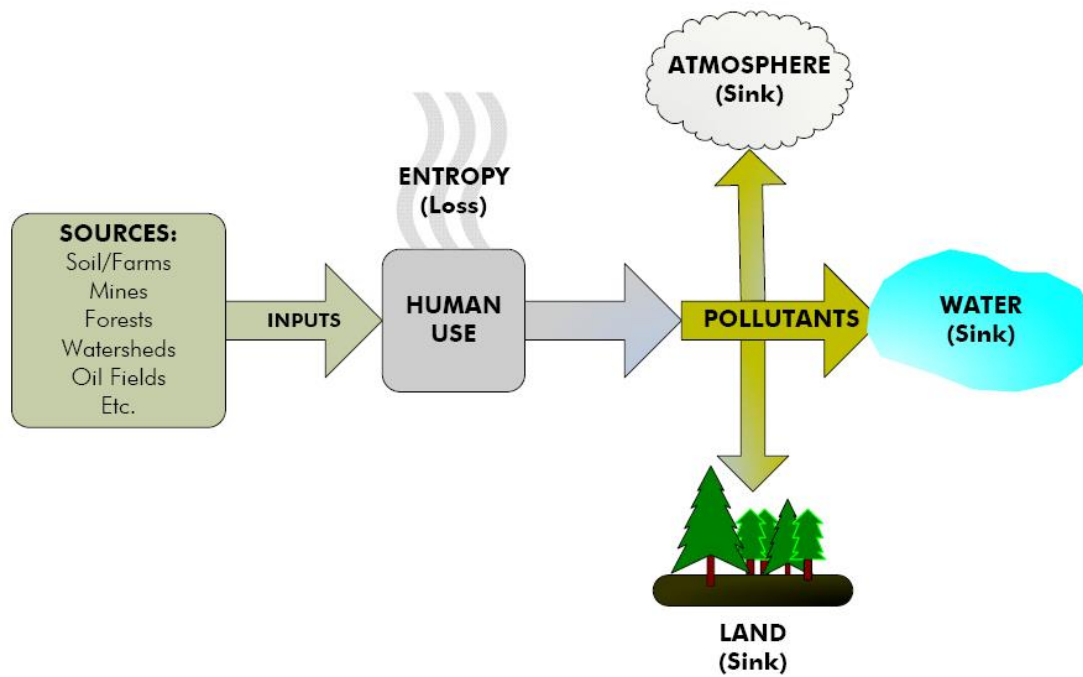
The “Triple Bottom Line” is a common theme for decision-making in a sustainable society. The Triple Bottom Line refers to the consideration of economic stability, environmental sustainability and social equity aspects of a particular decision.

A sustainable society uses non-toxic and/or biodegradable materials and products and develops “cradle-to-cradle” processes to replace “cradle-to-grave” conventional processes of post-industrial society.

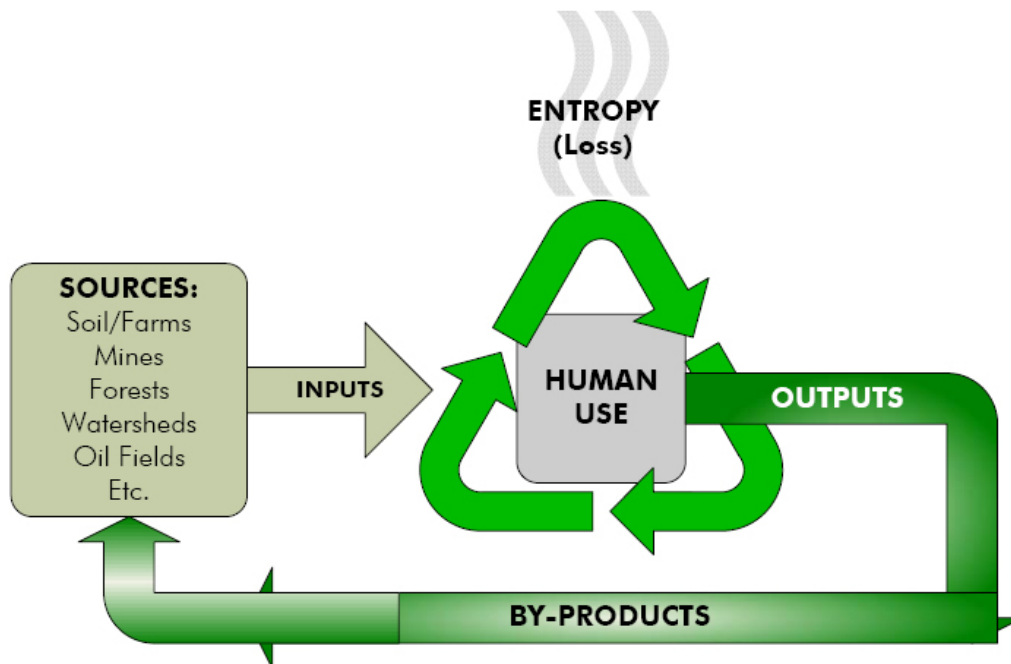
In a “cradle-to-grave” process, materials are moved in a linear fashion rather than through one of nature’s endless cycling and recycling processes. The linear process moves materials that support life from their sources through human consumption that ultimately pollute the sinks (atmosphere, rivers, lakes, ocean, and landscape). Eventually, this one-way process also depletes and destroys the natural landscape on which it depends.

A sustainable or “cradle-to-cradle” process is one that is continually self-renewing. Linear one-way processes must be replaced by cyclic flows, continually regenerating materials that support life. The two diagrams on the next page graphically represent the “cradle-to-grave” and the “cradle-to-cradle” concepts.

“CRADLE-TO-GRAVE”



CRADLE-TO-CRADLE”



SECTION 3:

Creating a Sustainable City

Why a Sustainability Master Plan?

As a major landowner, employer, building manager, fleet operator, utility owner and operator, consumer of goods and services, and service provider, the City of Appleton has both the opportunity and the capacity to bring about significant improvements in environmental quality in and around the region.

By integrating environmentally sustainable practices into City policies, procedures, operations, and fostering collaboration across City government, the City's Sustainability Master Plan- *Creating a Sustainable City*, will work to protect and enhance the quality of life for present and future generations in the City of Appleton. Leading by example, the Sustainability Master Plan promotes responsible management and effective stewardship of the City's built and natural environments; transforming the City of Appleton into a model government agency that is clean, healthy, resource-efficient, and environmentally conscientious.

What are some things the City can do?

- Practice "Conservation"
- Practice "Restorative Redevelopment"
- Increase the resource efficiency of City facilities.
- Reduce pollution from City vehicles.
- Build and Buy Green.
- Work towards reducing Greenhouse Gas Emissions.
- Reduce the City's use of pesticides.
- Protect and restore the City's Urban Waterways.
- Promote Environmental Stewardship.
- Encourage City employees to drive less.
- Improve and optimize Transportation/Multimodal Infrastructure.
- Improve and expand the City's Green Infrastructure.

Moving towards sustainability will require a new consciousness and commitment to do things differently. It will require the City to: (1) develop new programs and/- or change existing programs, (2) establish new priorities, (3) commit resources to sustainable causes, and (4) collaborate with other jurisdictions within the region to achieve sustainability.

The strategy for moving the City of Appleton toward sustainability focuses first on changes the City has control over. The City has the most control over its internal operations. In addition, the City has jurisdiction over changes to the built environment (land use, infrastructure, and building materials and systems through permitting) within its boundaries.

The Sustainability Master Plan is intended to be a means for creating a sustainable community, not an end. The plan is a roadmap to guide future operational and policy decisions. To proceed in a sensible way to change long-standing environmental practices, it is necessary to develop focus areas, goals, and targets to be achieved.

This Master Plan (Plan) provides the policy framework for how the City will operate in a sustainable manner over the next generation. This Plan also has the potential to:

- Increase local and regional job production, thus keeping money in the Appleton regional economy;

- Reduce health care costs, and
- Create public/private partnerships.

The City's Goals and Targets are common to many municipalities within the State, thus having a clearly stated intent the City will be able to create these partnerships to implement this plan.

SECTION 4:

How to Read this Document.

The Sustainability Master Plan is meant to serve as a operating framework for the City of Appleton to ensure sustainability concerns are incorporated into the City's decision-making processes.

The Focus Areas, Goals, and Targets are based on the following Operating Principles:

1. The City will include fiscal responsibility and environmental sustainability in its decision-making processes.
2. The City of Appleton intends to conduct its business in a way that increases the sustainability of this and future generations.
3. The City will use its jurisdiction over the built environment (land use, infrastructure, and building permits) to improve the sustainability of the City.
4. The City will adopt a General Plan that contains key sustainability policies and practices, and recognizes direction provided by this Plan.
5. The City will be a leader and advocate for sustainability efforts at the regional, state, and federal level.

Sustainability for the City of Appleton has been separated into ten Focus Areas. This Plan are comprised of one-page summaries of each Focus Area. Each summary page includes:

Background: Why the City should be concerned about the Focus Category.

Goals: A concise description of the City's objectives that reflects the City's values regarding sustainability.

Targets: Measureable and achievable targets will ultimately be developed to correspond to each Goal. Progress by year is listed annually. When feasible, targets will indicate "the measure" of what improvements has occurred.

Note: This plan does not covert energy savings and/or improvements to CFC's. Though this can be a means of measuring reductions in carbon gas emissions, the conversion factors are arbitrary and estimated. For the purposes of this plan measurements utilized are those than can be accurately accounted such as therms, kWh's, miles, etc.

References:

This sustainability plan is not intended to duplicate the myriad of sustainable efforts City-Wide. Please reference these additional documents for additional resources outlining the comprehensive umbrella of the City's sustainable goals and achievements.

1. City of Appleton Comprehensive Plan
2. City of Appleton Trail Master Plan
3. Health in all Policies Ordinance
4. Parking Study
5. Complete Streets Policy
6. Methane Gas Utilization Plan
7. City of Appleton Strategic Plan
8. Departmental Strategic Plans

1. Energy Independence

Background: The United States is dependent on foreign oil; the country imports 60% of its supply and that percentage increases each year. World demand for oil continues to increase each year. Oil supplies are finite and at some point will decline. These facts could eventually translate into a worldwide shortage of gasoline and diesel fuels, negatively affecting the federal trade deficit, harming local job creation, and increasing national security concerns. In addition, the use of carbon based fossil fuels creates greenhouse gas emissions.

It is estimated that it will take many years to transition from a fossil fuel economy to a renewable fuels economy. This time lag between the demands and supply of fuel technology and availability could create challenging market conditions. A gradual transition towards renewable energy is prudent, recognizing that technological advances in renewable energy sources are encouraging.

The City must continue to support more sustainable land use patterns such as transit-oriented development (TOD), green building design, energy efficiency, alternative transportation options and the use of renewable energy sources for both public and private developments and support local and regional job creation through development of renewable energy production facilities.

Goals:

1. Significantly reduce the use of fossil fuels.
2. Improve the availability of locally and regionally produced renewable energy.
3. Improve overall energy efficiency.
4. Reduce peak electrical demand.
5. Replace or renovate obsolete systems, structures, etc. that conflict with this sustainability plan (buildings, facilities, systems, vehicles fleets, etc.).
6. Encourage and recruit green technology companies to locate in the City.

Targets:

1. Reduce energy consumption (electricity, natural gas, motor fuels) of City facilities on a unit basis to a level lower than the year before.

Actions:

1. Remain and actively participate as a WI Green Tier Legacy Community.

Green Tier Legacy Communities demonstrate leadership in improving the economy, the environment and the quality of life in their communities. Moving forward, we will be continuously working to increase the number of municipalities participating in this innovative program.

1000 Friends of Wisconsin announced the formation of the Charter in December 2010. It was signed by the DNR; 1000 Friends of Wisconsin; League of Wisconsin Municipalities; Municipal Environmental Group – Wastewater; Center on Wisconsin Strategy and Wisconsin Energy Conservation Corp. They aligned their efforts in support of Sustainable Community development.

Communities participating in the charter will have direct access to a Wisconsin DNR resource team that will provide technical assistance to communities and act as a single point of contact for all interactions between the community and the department. Other nongovernmental partners in the charter will also provide technical assistance to participating communities.

- 2010 - The City of Appleton became one of the first five Communities to become a Green Tier Legacy Community in Wisconsin.
- Annually – The City of Appleton attends or hosts meetings for Green Tier.
- Annually – The City of Appleton provides a report and report card to Green Tier.

2. Adopt and begin to implement a City Wide on-street bike lane plan.

- 2010 - Common Council adopted Appleton's On-Street Bike Lane Plan (September, 2010). To date 7.83 centerline miles of bike lanes were implemented.
- 2012 – Installed bike lanes on Newberry Street.
- 2012 – Installed bike routes on Packard Street.
- 2012 – Installed bike routes on State Street.
- 2012 – Approved design to “Road Diet” Ballard Road from 4 lanes to 3 lanes and add bike lanes when road reconstructed in 2013. Also added 0.83 miles of side-paths on Ashbury Drive.
- 2014 – Added 1.0 mile of new bike lanes as part of City's On-Street Bike Lane Plan.
- 2014/2015 – 1.94 centerline miles of bike lanes installed. Also added 0.67 miles of side-paths on Apple Hill Boulevard.
- 2015 – Added 2.0+ miles of new bike lanes (Badger Avenue) as part of the City's On-Street Bike Lane Plan. Also added 0.37 miles of side-paths on Newberry/Riverheath Drive.
- 2016 – Added 1.25 miles of new bike lanes (John Street) as part of the City's On-Street Bike Lane Plan
- 2017 – Added 1.27 miles of new bike lanes (Eisenhower Drive, Lawrence Street and CTH JJ) and 1.77 miles of shared use lanes (Washington Street, Drew Street, Franklin Street and Water Street) as part of the City's On-Street Bike Lane Plan. Also added 1.09 miles of side-paths on CTH JJ and Eisenhower Drive.

3. Replace all city-owned street light with LED fixtures.

- 2012 – Retrofitted 50 HPS street lights to LED lights.
- 2013 – Have 810 city-owned lights of which 280 are now LED.
- 2017 – Have 1094 city-owned lights of which 680 are now LED.
- 2017 – Worked with We Energies to convert 315 leased lights to LED.

4. Install GPS units on 100 CEA vehicles.

- 2012 – Purchased (10) additional GPS units to monitor vehicle idling and improve vehicle routing.

- 2013 – Total of 27 CEA vehicles equipped with GPS to minimize travel times.
 - 2017 – Total of 108 CEA vehicles equipped with GPS units.
5. Utilize methane expelled from the Wastewater Treatment Plant process to heat the facilities.
 - 2011 Installed (2) methane boilers and a storage tank which utilized the expelled methane as fuel to heat facilities versus the purchase of natural gas from the utility.
 - 2017 Working with engineers to analyze and design a third methane boiler.
 - 2017 Engineering an additional high efficiency turbine that will ensure a reduction of 180 kW at the facility. This will be a second high efficiency turbine installation.
 6. Reduce electrical consumption in City facilities.
 - Annually – Since 2005 have reduced kWh's by 35.4 million.
 - Annually – Manage peak demands at facilities. Facilities Management and Operations Staff have been trained.
 - Annually - Water Treatment Facility is projected to reduce electrical by 15% in 2017. The reduction is a result of the addition of the ultraviolet light process. This reduction equates to 970,000 kWh annually.
 7. Reduce natural gas consumption in City facilities.
 - Annually – Since 2005 have reduced kWh's by 1.67 million therms.
 - Annually - The water plant is expected to reduce gas usage by 27% in 2017. This equates to a reduction of 48,000 therms. This change in use is a result of the transition to the ultraviolet light process.
 8. Reduce motor fuel consumption in City facilities.
 - 2015 – Purchased new style garbage truck chassis that is more fuel efficient.
 - 2015 – Implemented an automatic idle reduction program for all heavy trucks (Class 7 & 8).
 9. Analyze alternative fuel sources for CEA fleet.
 - New vehicles purchased are E85 compatible.
 - Met with propane supplier to analyze feasibility of using propane for refuse vehicles.
 - Met with Compressed Natural Gas supplier to analyze feasibility of using CNG for CEA fleet vehicles.
 10. Evaluate opportunities for employees to work from home (Certain staff were approved to work from home).
 - 2016 –Community & Economic Development
 - 2017 – Department of Public Works

2. Climate Protection

Background: Human activities may be altering Earth's climate by emitting greenhouse gases such as carbon dioxide into the earth's atmosphere. Some believe that over the next century the earth's average temperature will increase between 2° F and 10° F. Predicted local impacts under this scenario include, but are not limited to the following:

- Heat waves will be more intense, will occur more frequently, and will be sustained for longer periods.
- Since more precipitation will fall as rain rather than snow, the risk of winter flooding may increase.

We are already committed to addressing climate change, however, the sooner we act, and the more we do, the better the outcome. The City has greatest control over its own operations, however, there is potential for the greatest emissions reductions through the City's jurisdiction over the built environment. Furthermore, by providing a positive example of what can be accomplished, the City may influence other jurisdictions to achieve their own climate protection goals. However, the second leg of the "Triple Bottom Line", economic stability must be considered when determining the voracity at which climate impacting decisions are made.

Goals:

1. Reduce Greenhouse Gas Emissions through Goals, Targets and Actions as outlined in the other (9) Focus Areas of this plan.

3. Air Quality

Background: Air quality is a major environmental health issue for Appleton, particularly in the summer when an inversion layer traps pollutants close to the ground. Vehicles and other mobile sources powered by combustion (such as lawnmowers) cause 70% of our air pollution. Although ozone in the upper atmosphere protects us from harmful ultraviolet rays, at the ground level it is an irritant that causes the eyes to burn, and it can damage lung tissue. Other problematic air pollutants include carbon monoxide, hydrocarbons, sulfur dioxide, and oxides of nitrogen (NO_x).

The air quality in the Appleton region has likely improved in the last decade due to cleaner cars, reformulated gasoline, vapor recovery systems on gasoline dispensers, and state and federal regulations for solvents in paints and other consumer products. However, in the future the combined impact of more people, more cars, and more hot days due to global warming will make meeting air quality standards a greater challenge.

It is expected that our community will continue to grow. If present trends continue, residents will drive many more miles annually and spend more time in their cars, which will have a negative effect on air quality. In addition, the increase in energy demand accompanying projected population increases will create the demand for additional power plants; this will further threaten our air quality.

Goals:

1. Encourage City Employees to drive Internal Combustion Engine (ICE) powered vehicles less and engage in clean air practices.
2. Utilize fuels that are friendly to the environment.

Targets:

1. Reduce sulfur levels in diesel and gasoline fuels, concurrent with using advanced emission controls on all buses and fleets to reduce particulate matter and smog-forming emissions from those fleets when economically feasible.
2. Reduce vehicle idle times and consider efficiencies in operation of equipment utilizing gasoline fuels.
 - Annual - Employees are trained on taking direct routes to work sites.
 - Annual - Mowing is limited to areas that are high in early and late season.
 - Annual - Workers and equipment have been stationed closer to work sites and work out of three different sites reducing fuel consumption and emissions.
 - 2015 – Implemented an automatic idle reduction program for all heavy trucks (Class 7&8).

Actions:

1. Increase the quantity of bike paths, bike storage, etc.
 - 2010 – Common Council adopted Appleton's On-Street Bike Lane Plan (September, 2010).

To date 7.83 centerline miles of bike lanes were implemented.

- 2011 - Added fenced area for employees to park bikes within the Blue Ramp.
- 2012 – Installed bike lanes on Newberry Street.
- 2012 – Installed bike routes on Packard Street.
- 2012 – Installed bike routes on State Street.
- 2012 – Approved design to “Road Diet” Ballard Road from 4 lanes to 3 lanes and add bike lanes when road reconstructed in 2013.
- 2013 - Added Apple Hill Trail (0.75 miles)
- 2013 – Installed bike posts as part of the Houdini Park Project. Working with Lawrence University students to design and fabricate bike posts to be installed in Soldier Square and Library parking lot.
- 2014 – Added 1.0 mile of new bike lanes as part of City’s On-Street Bike Lane Plan.
- 2014/2015 – 1.94 centerline miles of bike lanes installed.
- 2015 – Added 2.0+ miles of new bike lanes as part of the City’s On-Street Bike Lane Plan.
- 2016 - Added Bike Fix-It Station at Library. Donated by ADI and Fox Cities Cycling Association.
- 2016 – Added 1.25 miles of new bike lanes as part of the City’s On-Street Bike Lane Plan (John Street).
- 2016 – Adopted a Complete Streets Policy in July, 2016.
- 2016 – Created the Fox Trot Trail connecting downtown to the riverfront.
- 2017 - Acquired (3) Train Trestles to covert to trails. Two will be connecting trails.

2. Install additional sidewalk to provide alternative means of transportation resulting in less creation of carbon dioxide emissions.

- 2012 – Reconstructed/repared \$600,000 of sidewalk to maintain our walkable community.
- 2012 - Total of 0.5 mile of new sidewalk added.
- 2013 - Total of 1.0 mile of new sidewalk added.
- 2014 – Total of 3.0 miles of sidewalks added along Apple Hill Boulevard, Meade Street, Plank Road and Richmond Street.
- 2014 - Implemented City’s new Sidewalk Poetry Program
- 2015 - Total of 1.0 mile of new sidewalk added along Glendale Avenue and other locations.
- 2015 - Implemented second year of City’s new Sidewalk Poetry Program
- 2016 - Implemented third year of City’s new Sidewalk Poetry Program
- 2016 - Pedestrian improvements constructed along Midway Road.
- 2016 - Constructed Jackman Street stairs connecting Prospect Avenue to Water Street.
- 2016 - Completed Downtown Mobility Study approved by Council in August, 2016.
- 2016 - Total of 1.0 mile of sidewalk added along Lake Park Road, Plank Road and other locations.
- 2017 - Implemented fourth year of City’s new Sidewalk Poetry Program
- 2017 - Total of 1.0 mile of sidewalk was added along Edgewood Drive and various other locations, for a total of 444 miles of sidewalk.

3. Install bike racks in downtown area.

- 2014 – Converted one parking stall for an on-street bike corral at 231 E. College Avenue during the non-winter months.
- 2015 - Added fenced area for employees to park bikes within the Blue Ramp.
- 2016 – Added bike posts on the State Street bump out south of College Avenue.

- 2016 – Placed bike rack on the bump out at the Johnston/Morrison intersection.
 - 2017 – Collaboration with Lawrence University on their class “Environmental Studies 300: Bicycling & Sustainable Communities” Class project deliverables are (1) Count bike parking facilities in the downtown, (2) Map bike parking facilities, (3) Draft survey about bike parking for downtown business owners.
4. Obtain designation of being a Bicycle Friendly Community by the League of American Bicyclists.
 - 2013 – Obtained designation of Bronze Level.
 - 2017 – Obtained designation of Silver Level.
 5. Analyze the potential for incentives provided to downtown parking for those driving hybrid or low emission vehicles.
 6. Analyze the potential for the procurement of hybrid or low emission vehicles.
 - 2012 – Purchased two hybrid Ford Fusions to replace traditional gas-powered staff vehicles.
 7. Optimize traffic signals throughout the City.
 - 2013 – Optimized signal phasing and timing at the Ballard/Capital/Glendale intersections.
 - 2017 - City partnered with Outagamie and Calumet Counties on a signal optimization project for the Calumet Street corridor.
 8. Modify City Ordinance to eliminate minimum parking stall requirements.
 - Annually – Development Projects located within the Central Business District Zoning are not required to install off-street parking spaces. Regulation 23-172 (d)(1) is enforced.

4. Material Resources

Background: Landfills have historically been the lowest cost alternative for eliminating waste, however many factors are causing this traditional method to become less attractive:

- Global warming: decomposing organic waste emits carbon dioxide and methane from landfills, both negatively affect global warming
- Diminishing resources; many useable, valuable resources are now buried in existing landfills
- Overuse of non-renewable resources: improved recycling can reduce stress on renewable resources and increase the life of existing landfills
- Land values: Landfills consume valuable land and diminish surrounding land values
- Transportation costs: Increased regulation and land values combine to cause many cities to ship their waste to landfills hundreds of miles away
- Energy production: The energy content from a typical residential waste stream could possibly provide 25 to 50% of a home's energy needs
- Water quality: Rain and landfills combine to create leachates, which can cause local groundwater contamination concerns

In addition, the use of toxic materials to meet the needs of citizens and businesses frequently causes unintended consequences; e.g. mercury in fish and DDT causing a decline in bird birth rates. Recycling and composting are more sustainable alternatives to landfills. Both reuse materials that would otherwise be wasted. Recycling is economical, saves energy, metals and forests.

Goals:

1. Reduce consumption.
2. Encourage the reuse and local recycling of materials.
3. Reduce the use of pesticides and other toxic materials.

Targets:

1. Implement an Environmentally Preferred Purchasing (EPP) policy which may include bid preferences to suppliers that meet minimum sustainability criteria as defined by the City of Appleton.
2. Reduce the use of pesticides in City parks and facilities relative to an established baseline year.
3. Work to reduce the use of disposable, toxic, or non-renewable product categories within the City limits.

Actions:

1. Increase fees for 35, 60 and 90 gallon residential refuse containers.
 - 2011 - Fees last increased.
2. Maximize landfill diversion given reasonable cost effectiveness of constraints.
 - 2012 – Recycling containers placed in all City parks.

- 2013 – Worked with stakeholders to maximize landfill diversion given reasonable cost effectiveness of constraints. City increased diversion rate from 18.8% to 21.7% with the implementation of new 96 gallon automated recycling cart program.
 - 2014 – Purchased and delivered smaller recycling cart option for interested residents.
 - 2014 – Purchased automated recycling carts for College Avenue in Downtown area.
 - 2015 – Purchased 10 additional automated recycling carts for College Avenue in Downtown area.
 - 2016 - Diversion rate increased to 23.7%
3. Develop a process to provide City's leaf mulch to organizations, groups, etc. that are gardening and potential for satellite locations in neighborhoods to have these materials available for better convenience and transport.
 - DPW has provided wood chips and mulch for Rock the Block over the past several years.
 4. Reuse City storm damaged and disease damaged trees as playground and landscape mulch.
 - Annually – utilize mulch from damaged trees. Have used on playgrounds and various landscaping.
 5. Utilize biosolids-compost to reduce the use of petroleum based fertilizers.
 - Annually – utilize biosolids compost produced by the Wastewater Plant process in applications to reduce fertilizer usage. Have utilized to top dress the City's athletic fields.
 - 2017 – WDNR recognizes City with a biosolids composting permit. This is the only facility in the state that operates a biosolids composting facility.
 - 2017 RFP development for preliminary study of a City owned biosolids compost facility.
 6. Work with stakeholders to Investigate the potential to recycle other plastics not currently collected curbside (i.e. #5, most prevalent).
 - 2013 – Worked with Outagamie County and stakeholders towards a capital project to add new plastics and cartons to their recycling stream with a targeted implementation in 2014.
 - 2017- All plastic bottles and containers are now accepted as part of the County's residential recycling program.
 7. Implement an Environmentally Preferred Purchasing (EPP) policy which may include bid preferences to suppliers that meet minimum sustainability criteria as defined by the City of Appleton.

2010 – Updated Procurement and Contract Management Policy to include Environmentally Preferable Procurement guidelines.

8. Reduce the use of pesticides and herbicides in City parks and facilities relative to an established baseline year.

2008 – A Turf Management Policy was approved by Common Council to manage the use of chemicals to manage City turf. Several reductions have occurred since to minimize the use of

pesticides and herbicides on parkland and at Reid Golf Course. There is no specific measurable for this at this time. Note that phosphorus is no longer being utilized.

5. Public Health and Nutrition

Background: The City currently has wellness programs, community gardens, trails and exercise facilities. By improving public health, health care costs can be reduced, thus assisting to improve overall City quality of life.

Recent research has connected public health and smart growth. A report for the US Green Building Council concludes that such smart development factors such as density, mix of uses, access to recreation facilities and even population and income diversity can be directly related to improved health and fitness of the population.

Goals:

1. Improve the health of residents through access to a diverse mix of wellness activities and locally produced food.
2. Promote “greening” and “gardening” within the City.
3. Create “Healthy Urban Environments” through Restorative Redevelopment.

Targets:

1. Annually, identify one product, chemical or compound that is used within the City that represents the greatest risk to human health and adopt a policy and provide incentives to reduce or eliminate its use by City Operations.
2. Work to maximize the quantity of roads in the City that are “Complete Streets,” efficient and safe for all modes of travel.
 - 2015 – Badger Avenue complete street project completed in 2015.
 - 2016 – Adopted a Complete Streets Policy in July, 2016.
 - 2016 – John Street complete street project completed in 2016.
 - 2017 – Lawrence Street complete street completed in 2017.
 - 2018 – S. Oneida Street complete street project will be constructed in 2018.
3. Redevelop or rehabilitate areas within the City or aged city facilities based on old, wasteful and/or dysfunctional designs to achieve better results for people and the environment.
 - Ongoing – continue to update Facilities Management Master Plan to address facility deficiencies.
 - Ongoing – continue to update work environments and work stations as budget allows for City employees.
 - Annually – ARA was established in 1972 to promote Urban Renewal & Eliminate Blight. Initiatives/projects include: RiverHeath, Foremost – Eagle Point, Eagle Flats, Eagle Plastics & Supply, Union Square Apartments and Woolen Mills.

4. Work with community partners to ensure each neighborhood in the City has safe and efficient access to quality food sources and vendors.
 - 2016 - Provided continued support to Riverview Gardens which includes 15 acres of certified organic farmland with 20 passive solar greenhouses providing locally grown, healthy produce through Community Supported Agriculture (CSA) shares, as well institutional and retail sales. The urban farm supports job training, youth programming and community volunteers.
 - Ongoing – Partnership with Appleton Downtown Incorporated for a successful farm market.
 - Annually – Economic Development Strategic Plan includes this initiative.
5. Work to maximize the number of amenities (e.g. Park, Restaurant, Grocery, Shops, and Theatre) that are located within ½ mile of all residents. Ultimately all Citizens should have walkable access to six or more amenities.
 - 2010 - The Comprehensive Plan reviewed service area for parks identifying service area needs. Four areas were considered inadequate. In some cases areas may be served by schools. We continue to monitor opportunities for future opportunities.
 - 2010 – Purchased home in Arbutus Park and razed it adding to the parkland and access.
 - 2017 - Purchased two homes in Memorial Park per Parks Master Plan.
 - 2017 - Updated Comprehensive Plan and which covers ways to maximize amenities.
6. Promote and support community gardening. In addition research and identify potential, feasible “Market” garden sites (2 acres max.)
 - 2012 – Assisted COTS in securing a significant grant for Riverview Gardens.
 - 2013 - Have provided support to Sustainable Fox Valley with their initiatives.
 - Annually – There is a Community Garden in the Southpoint Commerce Park.
7. Cleanup, redevelop, and reuse areas that are brownfields.
 - 2006 - Present – RiverHeath property redeveloped.
 - 2012 – Zoning ordinances developed that support community garden activities in PI, M-1, M-2 and Agricultural zoning districts.
 - 2015 - Present – Pierce Truck property redeveloped.
 - 2015 – Union Square
 - 2017 – Woolen Mills
 - 2018 – Foremost (Eagle Point) property redeveloped.
8. Utilize alternative methods to reduce any potential for health concerns as a result of chemicals used for weed control on public property.
 - 2016 – Incorporated horticultural vinegar for weed control in park playgrounds.
 - 2017 - Incorporated horticultural vinegar for weed control in park playgrounds.
9. Promote breast feeding friendly workplaces.
 - 2016 – Dedicated a Mother’s Room at City Hall.

10. Promote community wide obesity prevention strategies.

- Weight of the Fox Valley exists to help residents in Calumet, Outagamie and Winnebago Counties achieve and maintain a healthy weight, a goal that takes on new significance when you look at the current facts. 75% of Adults in our tri-county region are clinically measured as being either overweight or obese. To achieve its vision, Weight of the Fox Valley has adopted an innovative approach to creating social change called collective impact. Collective impact works by creating a shared approach to solving a community problem. City of Appleton and other organizations from all sectors of the community participate to focus existing and new, collaborative efforts on achieving the vision. Participating organizations share a vision, activities, outcomes, data and more!

6. Urban Design, Land Use, Green Building and Transportation

Background: In shaping the places in which we live, we shape the patterns of our own behavior. We have built sprawling cities that require long commutes, streets that discourage pedestrians and bicycles, and building methods that waste resources and contribute to pollution and climate change. From the human scale to the regional scale, we should take a different approach to designing the built environment.

The City can implement more sustainable development types mostly through jurisdiction over land use, issuance of building permits, and provision of transportation infrastructure.

Goals:

1. Establish and continuously improve “green” building standards for both residential and commercial development--new and remodeled.
2. Reduce dependence on the private automobile by working with community partners to provide efficient and accessible public transit and transit supportive land uses.
3. Reduce long commutes by providing a wide array of transportation and housing choices near jobs for a balanced, healthy City.

Targets:

1. Encourage buildings to be constructed using Energy and Environmental Design best practices.
2. Work with community partners to develop and implement a policy that expands affordable public transportation coverage to within one-quarter mile of all city residents.
3. Plan for the safe and efficient movement of vehicles on local and regional roads.

Actions:

1. Create ordinance requiring all businesses with 30 or more employees to provide bike accommodations.
 - 2011 - The City of Appleton developed an ordinance to provide bike accommodations for all new or expanded businesses.
2. Encourage “Green Alley” design and installation as alley’s come up for reconstruction.
 - The City of Appleton has two pilot locations for the “green Alley” design. One location is in the Drew Street Fire Station Lot (2015) and the other location is a portion of the parking lane on Sandra Street (2016).

3. Construct City facilities with utilizing Energy and Environmental Design best practices.
 - 2014 – Constructed restroom pavilion in Appleton Memorial Park. Utilized natural materials, light tubes, LED lighting and other sustainable materials.
4. Adopt City Policies to encourage multi-modal transportation.
 - 2010 - Adopted Mid-block Crosswalk Policy in July, 2010.
 - Adopted Crosswalk Marking/Enhancement Policy for Uncontrolled Intersection Crossings in February, 2017.

7. Parks, Open Space and Habitat Conservation

Background: A City's quality of life is greatly enhanced by extensive parks and open space areas. From small urban parks, to regional parks, to trails and parkways, to agricultural and, to golf courses, the presence of Nature, open space and habitat areas are essential. The preservation of open space and our rivers and creeks is essential to the health of our community. These areas provide opportunities for recreation, provide habitat for wildlife, and support alternative modes of travel. Parks and natural areas directly mitigate climate change by moderating temperatures from the urban heat island effect.

The urban forest is a key contributor to sustainability in a place named the City of Trees. Trees provide environmental and ecological benefits through improved air quality by storing carbon dioxide that might otherwise contribute to global warming, improving water quality by naturally filtering overland runoff, reducing flood risk through bank stabilization and increased water storage, and providing bird nesting habitat. The urban forest contributes economic benefits by increasing property values and lowering building energy use by providing incidental shade. Trees improve public health and well-being by reducing UV radiation exposure and converting CO₂ to oxygen.

Goals:

1. Expand and/or preserve the number of City parks.
2. Improve public access to open space, particularly along the Fox River.
3. Maintain and expand the urban forest.
4. Preserve prime farmland and critical habitat resources.
5. Expand "green" park and golf course design and sustainable maintenance practices.

Actions:

1. Acquire land for additional public green space in underserved neighborhoods and infill development target areas.
 - 2013 – Renovated Houdini Plaza
 - 2013 – Acquired and razed building in what is known as Washington Square.
 - 2015 – Acquired land and constructed Pioneer Park (0.52 acres).
 - 2016 – Acquired land for future Ellen Kort Park (3.38 acres).
 - 2016 – Acquired additional land for future northside park near Fire Station #6 (1.59 acres).
 - 2017 – Acquired additional land adjacent to Memorial Park (1.1 acres).
 - 2017 - Creating a reforestation area as part of the Leona Pond Project scheduled for construction in 2019.
 - 2017 – RiverHeath Development constructed public trail with private funds in conjunction with their development efforts along the Fox River. This trail connects to Telulah Park.

2. Construct and maintain a trail system.
 - 2013 - Added Apple Hill Trail (0.75 miles)
 - 2017 - Acquired (3) Train Trestles to convert to trails. Two will be connecting trails.
 - 2017 – Re-paved the North Island trail.
 - 2017 – Repaved 0.5 miles of the CE trail.

3. Develop master plans for the City's parks and green spaces.
 - 2015 – Master plan developed for Appleton Memorial Park.
 - 2015 – Master plan developed for the Scheig Center.
 - 2015 – Master plan developed for Erb Park.
 - 2016 – Master plan developed for Ellen Kort Park.
 - 2017 – Master plan developed for Jones Park.

4. Work with community partners to achieve an urban tree canopy goal of 35%.
 - 2012 – Received Tree City USA award for 22nd consecutive year.
 - 2013 – Worked with community partners to achieve an urban tree canopy. Current canopy is 22%.
 - 2013 – Received Tree City USA award for 23rd consecutive year.
 - 2014 – Common Council approved a new Urban Tree Planting Infill Program with funding for 100 new trees.
 - 2014 – Worked with the Timber Rattlers and Appleton Little League to plant trees as part of the "Broken Bats for Trees" program.
 - 2014 – Completed new tree inventory program utilizing GIS.
 - 2014 – Implemented first year of Urban In-fill Tree Planting Program.
 - 2014 – Received Tree City USA award for 24th consecutive year.
 - 2015 – Received Tree City USA award for 25th consecutive year.
 - 2015 – Implemented second year of Urban In-fill Tree Planting Program.
 - 2016 – Received Tree City USA award for 26th consecutive year.
 - 2016 – Implemented third year of Urban In-fill Tree Planting Program.
 - 2017 – Implemented 4th year of Urban In-fill Tree Planting Program.

5. Develop an implementation plan to incorporate sustainable principles and practices into golf course and park design and maintenance, including public education.
 - 2014 – Utilized public golf course to address stormwater management requirements. Project was recognized for the utilization of public land to for stormwater retention.
 - 2016 – All City mowers are equipped with mulching decks.

6. Engage community/neighborhood partners to donate their physical involvement such as applicable park maintenance items such as eradication of invasive species of vegetation and other small maintenance tasks.
 - 2005 - 2017 – The City collaborates with numerous volunteers. The Master Gardener's and friends, local companies and residents donate hundreds of hours annually in our parks for this purpose. On average we received 200 – 300 hours annually.

- Annually – Remediate a buckthorn on the hillsides at Tellulah Park, Pierce Park. Appleton Memorial Park and various trails. Ongoing effort.
 - Work with the community to plant marigolds within terraces of S. Oneida Street, Prospect Avenue and Jackman Street.
7. Develop and implement a Trail Master Plan.
- 2016 – A Trail Master Plan was developed and approved by City Council.
8. Develop an ADA transition plan for public parks.
- 2015 – An ADA transition plan was developed and implemented.
 - Annually - \$50,000 of upgrades annually to public parks to improve accessibility.

8. Water Resources and Flood Protection

Background: Climate models indicate that some areas may experience an increased risk of water shortages in the future. On the other end of the spectrum, significant portions of the City are at risk from catastrophic flooding.

Goals:

1. Conserve the use and protect the sources of water.
2. Work to provide exceptional flood protection.

Targets:

1. Continuously protect the ecological integrity of the City's primary drinking water source.
2. Continue to reduce sanitary sewer overflows.

Actions:

1. Identify flood areas and develop plans to mitigate damage to property and/or life.
 - 2012 – Started construction of (2) new stormwater ponds.
 - 2013 – Completed Phase I of the Theodore Street Floor Control Project at Appleton East High School.
 - 2013 – Utilized public golf course to address stormwater management requirements. Project was recognized for the utilization of public land to for stormwater retention. Replaced the concrete lined channel with a naturalized stream.
 - 2014 – Council approved Phase I for the West Wisconsin Avenue Floor Control Project
 - 2017 – A stormwater retention pond was constructed in Erb Park to mitigate flooding in adjoining neighborhoods and within the park.
 - 2017 – City now has a total of 40 wet ponds and 8 dry ponds to provide water quality and quantity benefits to the community.
2. Develop a program for rainwater harvesting for residential properties.
 - 2016 - Implemented a Rain Barrel Program and associated Stormwater Credit Policy for residential properties.
3. Enforce phosphorous bans, grass clippings in streets and existing ordinances.
 - Annually – We only use fertilizers without phosphorous. Regulation NR151 is followed.
 - 2013 - Increase grass clipping bag fee from \$2 to \$4.
 - 2017 – All City mowers are now equipped with mulching decks. In addition, leaves are mulched in place on City properties.
4. Seek ways to reduce phosphorous entering the Fox River.

- 2014 – Study conducted by utilities with the objective to reduce current phosphorus discharges by an order of magnitude.
- 2016 - Phosphorus Reduction Project – Phosphorus is a nutrient that leads to algal blooms and reduced water quality. Appleton continues to optimize and remove phosphorus from the waste stream prior to discharge to the Fox River. The use of iron salts has proved successful. Utilizing this technology, 2016 saw a reduction of 350 lbs of phosphorus to the Fox River (i.e., 2016 vs 2015 phosphorus load).
- 2016 - The plant staff continue to study “outside the plant” alternatives to further reduce phosphorus to the Fox River. Currently, staff are involved in the following programs and initiatives:
 - Lower Fox River Dischargers Association – service positions include president, treasurer and secretary
 - Fox Wolf Watershed Alliance – service position board of directors member
 - The Fox P Trade Initiative – participant in training exercises
 - Adaptive Management Assessments, w/Great Lakes Alliance – participant in training scenarios.
- 2017 The wastewater plant is projected to reduce phosphorus discharges to the river by 4,290 pounds (i.e., 2017 vs 2016 discharge data).

5. Investigate ways to utilize biosolids from the Wastewater Plant.

- 2012 – Conducting a research and development project to evaluate composting as an alternative treatment of biosolids to create a high quality “Class A” material that could be used as a soil conditioner, nutrient amendment, and/or erosion control product. Has the potential to greatly expand options for beneficial reuse beyond traditional land application to farm fields or landfilling while off-setting the need to expand on-site biosolids storage (180-day DNR requirement).
- 2015 – Continued a composting demonstration project. Utilized 10,000 yards of yard waste (e.g., brush, leaves) from curbside collections. The compost was used by landscapers, the highway department, contractors and public giveaways.
- 2016 – Appleton had a production of 6,750 cubic yards of compost. The mixture of yard waste and biosolids was placed into windrows and allowed to compost (and be biologically reduced). The material is turned and ultimately reaches temperatures in excess of 160 degrees F. The 6,750 cubic yards of finished compost was used by landscapers, contractors, and public giveaways.
- 2017 – WDNR issues Appleton a WPDES permit with biosolids composting. This elevates the biosolids composting initiative from a pilot to a permitted entity.

6. Maintain and upgrade City-wide water supply and lines.

- 2014 – Relayed 3 miles of old, leaking watermain.
- 2015 – Relayed 3 miles of old, leaking watermain.
- 2016 – Relayed 2.6 miles of old leaking watermain.
- 2015 – First full year of installing Advanced Metering Infrastructure for water meter reading and residential cross connection survey.
- 2016 – Replaced 32 lead services.
- 2014 – Appleton’s first full year of installing advanced metering infrastructure system for water metering reading and residential cross connection survey.
- 2017 – Replaced 30 lead services
- 2017 – Relayed 2.9 miles of old leaking, undersized watermain.

9. Public Involvement & Personal Responsibility

Background: Ultimately, sustainability affects every level and scale of organization, from the entire planet to local neighborhoods and individuals. In addressing the global and regional issues facing Appleton, public involvement and personal responsibility is vital to effectively planning actions and implementing solutions. A central goal of this focus area is to facilitate communication, public outreach and civic engagement on sustainability. Although the City has an important role in addressing climate change, residents and business must be inspired to take actions to reduce greenhouse gas emissions as well. The City should take the opportunity to work with citizens, businesses and community groups to implement personal and business oriented sustainability initiatives.

Through a wide variety of programs and a broad-based network of partner organizations, — in schools, in parks, in community centers, and in neighborhoods — the City can promote an ethic of conservation and stewardship, and encourage and empower people to take actions that improve environmental quality and quality of life in and around their neighborhoods.

Goals:

1. Adopt an action plan to support a regional vision that fosters a collaboration of citizens, businesses and green-initiative groups to become engaged and contribute to a sustainable future.
2. Promote innovative programs to educate the public about climate change.
3. Commit to leading by example to foster behavioral change throughout the City.
4. Promote an ethic of conservation and stewardship.

Targets:

1. Develop and maintain a City sustainability website to provide as a resource to the community.
 1. 2014 – Staff from the Department of Public Works participated in Fox River Cleanup Day on April 26, 2014.
 2. 2015 – Staff from the Department of Public Works participated in Fox River Cleanup Day on April 25, 2015.
 3. 2016 – Staff from the Department of Public Works participated in Fox River Cleanup Day on April 23, 2016.
 4. 2017 – Staff from the Department of Public Works participated in Fox River Cleanup Day on April 22, 2017.
 5. 2018 – Will develop links to Sustainability Plan and Green Tier documents.
 6. 2018 - Staff from Community & Economic Development served on State Brownsfield Committee.
2. Work with community partners to maximize the number of businesses within the City which incorporate sustainability into their daily operations.

- 2016 – Worked with a company to exchange our wood chips for their labor and equipment to screen our pile of stump grinding material providing a nice top soil type material for use on city projects.
 - 2016 – Developed Stormwater Supporter Pledge Form as part of the Residential Stormwater Credit Policy.
 - 2016 & 2017 – Partnered with Evergreen Credit Union on a Stormwater 101 Education Program.
3. Develop a network of green-initiative groups to share resources, foster partnerships and unify education and outreach efforts.
 - Continue to partner with Northeast Wisconsin Stormwater Consortium to share resources for joint public education efforts to meet our NR216 permit requirements.
 4. Develop a Sustainability “report card” be published annually.
 - Annually – Provide report card titled Legacy Charter Appendix 3 to WI Green Tier as part of the annual reporting requirements.
 5. Optimize opportunities to showcase Appleton’s environmental leadership through hosting conferences, workshops and events.
 - Annually – Host professional organizations and/or other municipalities to host meetings for organizations such as Green Tier, professional engineers or other governmental agencies.

10. Building Operation

Background: In shaping the places in which we live, we shape the patterns of our own behavior. We have built numerous facilities that waste resources and contribute to pollution and climate change. From the human scale to the regional scale, we need to take a different approach to protecting our work environments.

The City can implement sustainable practices through proactive maintenance; procurement of environment friendly products and by adopting the practice of ensuring new construction meets and or incorporates LEED (Leadership in Energy and Environmental Design) or equivalent standards.

Goals:

1. Establish and continuously improve “green” building standards in City- owned and operated buildings.
2. Provide a healthy environment by incorporating green cleaning standards.
3. Use products and materials that have a long-term benefit to our community when cost effective.
4. Focus actions and select products that reduce greenhouse gas-emissions, reduce water consumption, electrical consumption, natural gas consumption and manage solid waste.

Targets:

1. Annually adopt principles of LEED (Leadership in Energy and Environmental Design), Energy Star, Green Tier and/or equivalent for all new City-owned buildings.
2. Procure products that incorporate sustainability from cradle to grave.
3. Provide proactive maintenance, operations and upgrades of the facilities and equipment that will achieve the City’s goal to reduce natural gas and electric consumption by 10% by 2011.

Actions:

1. Perform lighting, HVAC, building shell or other upgrades that have positive impacts on the economics, environment and people in our community.
 - 2010 – Upgraded lighting at Peabody Park
 - 2012 – Updated numerous servers and redesigned servers with energy efficiency equipment. A new A/C unit was added to control run-time and reduce energy usage.
 - 2012 – Began process to improve water treatment processes using Ultraviolet light process for the removal of microbial contaminants.
 - 2013 – At Wastewater Treatment Plant constructed a new gas balancing process that will inject pressurized gas into the anaerobic digester tanks thus creating mix energy. (\$39,291 electrical savings annually).
 - 2014 – Upgraded boiler at Municipal Services Building (2,145 therms saved annually).

- 2014 – HVAC tune-up (2,403 therms saved annually)
- 2014 – Lighting upgrades in City facilities (56,100 kWh saved annually)
- 2014 - Replaced all light poles and fixtures with LED lighting at Arbutus Park. Total of eleven poles and fixtures.
- 2014 - Replaced all exterior wall pack lighting with LED lighting at the Water Plant.
- 2014 – Replaced alley lighting at City Hall drive-up windows with LED lighting.
- 2014 – Upgraded boilers at the Library. (4,553 therms saved annually).
- 2015 – Street lighting upgrades. (40,890 kWh saved annually).
- 2015 – Replaced fountain lighting in City Park to LED.
- 2015 – Replacing wall pack with LED fixtures at all 30 parks.
- 2015 – Installed LED lighting at skateboard park parking lot at Telulah Park.
- 2015 - Replaced all exterior wall pack and street pole lighting with LED lighting at the Waste Water Plant.
- 2015 – Completed a pilot project to retrofit existing high pressure sodium light fixtures with energy efficient LED lights in a portion of the Green Ramp.
- 2016 – Project was completed to construct an alternate mode of mixing for the (2) 2.2 million gallon digesters resulting in sliding vane compressors with valve and gas metering upgrades (anticipated savings 1,300 kWh/day).
- 2016 – Completed Water Treatment Plant process to utilize UV that was initiated in 2012. The project resulted in decreased chemicals, labor and electrical costs totaling \$450,000 annually. (Anticipated savings of 21.2 kW in a peak water production scenario).
- 2016 – Upgraded various lighting in Telulah Park.
- 2016 – Installed new light poles and upgraded lighting to LED.
- 2016 – Relamped existing fluorescent fixtures with LED lamps throughout the entire vehicle garage at the Facilities & Grounds Operations Center.
- 2016 - Relamped existing fluorescent fixtures with LED lamps in various locations at Water Treatment Plant.
- 2016 - Installed (7) new LED light fixtures above softener tanks at the Water Treatment Plant.
- 2016 - Installed (4) new LED light fixtures above softener tanks at Reid Municipal Golf Course.
- 2016 - Completed second year of LED street light retrofit project. Installed new LED lighting throughout all of City Park
- 2016 – Replaced all exterior lighting with new LED lighting at the Water Treatment Plant. Also completed a “right lighting” survey at the Water Treatment Facility that indicated we could remove 18 exterior fixtures that were not needed and causing excess light pollution.
- 2016 – Replaced all exterior lights with new LED lighting at the Facilities & Grounds Operations Center.
- 2016 – Installed a new high efficiency HVAC system for the office area at the Municipal Services Building.
- 2016 – Installed new LED lighting in the office area at the Municipal Services Building.
- 2017 – Installed new high efficiency HVAC system in the office area at the Facilities & Grounds Operations Center.
- 2017 - Installed new LED lighting in the office at the Facilities & Grounds Operations Center.
- 2017 – Installed new LED lighting throughout all of Alicia Park.
- 2017 – Installed new LED exterior lighting at the Municipal Services Building.
- 2017 – Installed motion sensors in the garage area at the Municipal Services Building.
- 2017 – Installed new LED lighting at Wastewater Treatment Facility. This is the first phase of a multi-phase project.

2. Maximize equipment efficiency to reduce electrical, natural gas and water usage. When feasible perform retro commissioning of facilities.
 - 2012 – Performed retro commissioning at the Wastewater Plant.
3. Use Eco-Friendly flooring and perform carpet reclamation of existing product.
 - Ongoing – Carpeting used is eco-friendly and generally recognized for recycling efforts of its composition.
4. Clean the facilities using Green housekeeping practices and products meeting Green Seal Certification.
 - 2010 – Transitioned to utilizing Green Seal cleaning supplies to clean City facilities with the exception of Fire Stations and Library.
 - 2012 – Expanded the use of Green Seal cleaning supplies to the Fire Stations and Library.
5. Modify the City's procurement policy by the end of 2010 to allow purchases to be made not only based on low price, but also that are in alignment with the City's Sustainability Strategic Objective.
 - 2010 – Procurement and Contract Management Policy updated to include direction on Environmentally Preferable Procurement.
6. Recycle the maximum amount of waste feasible during demolition, renovation and construction.
 - Annually – Donate usable construction items to organizations such as Restore.
 - 2017 – Donated material from demolition of bridge tender storage building to restore and bicycle to Riverview gardens.



2017 GTLC Annual Report

for Appleton's participation in the Sustainability Component of the Green Tier Legacy Communities Charter

MISSION STATEMENT:

The City of Appleton is dedicated to meeting the needs of our community and enhancing the quality of life.

TRANSPORTATION

- Implemented fourth year of City's new Sidewalk Poetry Program.
- Adopted the City of Appleton Trail Master Plan.
- Installed a new Bike Fix-It Station at the Library.
- Installed a Pet Waste Station in College Avenue beautification strip near Houdini Plaza promoting walking in the downtown.
- Added 1.27 miles of new bike lanes (Eisenhower Drive, Lawrence Street and CTH JJ) and 1.77 miles of shared use lanes (Washington Street, Drew Street, Franklin Street and Water Street) as part of the City's On-Street Bike Lane Plan. Also added 1.09 miles of side-paths on CTH JJ and Eisenhower Drive.
- Total of 108 CEA vehicles equipped with GPS units. Original goal was 100.
- Collaborated with Lawrence University on their class "Environmental Studies 300: Bicycling & Sustainable Communities" Class project deliverables are (1) Count bike parking facilities in the downtown, (2) Map bike parking facilities, (3) Draft survey about bike parking for downtown business owners.
- Worked with Valley New School to install bike racks adjacent to the Blue Parking Ramp on City Center Street.
- Obtained designation of Silver Level for Bicycle Friendly Community by the League of American Bicyclists.
- Partnered with Outagamie and Calumet Counties on a signal optimization project for the Calumet Street corridor.
- Total of 1.0 mile of sidewalk was added along Edgewood Drive and various other locations, for a total of 444 miles of sidewalk.
- Lawrence Street was converted into a complete street.
- Valley Road was converted to a complete street.
- Adopted Crosswalk Marking/Enhancement Policy for Uncontrolled Intersection Crossings.
- Acquired (3) Train Trestles to covert to trails. Two will be connecting trails and one will be a fishing pier.
- Re-paved the North Island trail.
- Repaved 0.5 miles of the CE trail.

LAND USE

- Utilized mulch from damaged trees. Have used on playgrounds and various landscaping.
- Recognized by WDNR with a biosolids composting permit at the Wastewater Plant. This is the only facility in the state that operates a biosolids composting facility.
- Developed RFP for preliminary study of a City owned biosolids compost facility.
- All plastic bottles and containers are now accepted as part of the County's residential recycling program.
- Incorporated horticultural vinegar for weed control in park playgrounds.
- Acquired additional land adjacent to Memorial Park (1.1 acres).
- Created a reforestation area as part of the Leona Pond Project scheduled for construction in 2019.

- Developed a Master plan for Jones Park.
- Implemented fourth year of our Urban In-fill Tree Planting Program.
- Donated material from demolition of bridge tender storage building to restore and bicycle to Riverview gardens.
- Received Tree City USA Award for 26th consecutive year.
- Council approved R/R Quiet Zone Plan to be implemented in 2018/2019.
- Remediated invasive plants at Pierce Park, Telulah Park and various trails (multi-year initiative).
- Worked with Atlas Coffee Shop to convert a piece of street right-of-way into a flower garden between the railroad tracks and Water Street.

ENERGY

- Wastewater Plant - Working with engineers to analyze and design a third methane boiler.
- Wastewater Plant - Engineering an additional high efficiency turbine that will ensure a reduction of 180 kW at the facility. This will be a second high efficiency turbine installation.
- Water Treatment Facility is projected to reduce electrical by 15% in 2017. The reduction is a result of the addition of the ultraviolet light process. This reduction equates to 970,000 kWh annually.
- Water Plant is expected to reduce gas usage by 27% in 2017. This equates to a reduction of 48,000 therms. This change in use is a result of the transition to the ultraviolet light process.
- Continued street light LED conversion project. 1094 city-owned lights of which 680 are now LED.
- Worked with We Energies to convert 315 leased lights to LED.
- Installed new high efficiency HVAC system in the office area at the Facilities & Grounds Operations Center.
- Installed new LED lighting in the office at the Facilities & Grounds Operations Center.
- Installed new LED lighting throughout all of Alicia Park.
- Installed new LED exterior lighting at the Municipal Services Building.
- Installed motion sensors in the garage area at the Municipal Services Building.
- Installed new LED lighting at Wastewater Treatment Facility. This is the first phase of a multi-phase project.

WATER

- Constructed a stormwater retention pond in Erb Park to mitigate flooding in adjoining neighborhoods and within the park. City now has a total of 40 wet ponds and 8 dry ponds to provide water quality and quantity benefits to the community.
- Constructed a stormwater retention pond at Cotter Street to address water quality and quantity issues in that neighborhood.
- City mowers are now equipped with mulching decks. In addition, leaves are mulched in place on City properties.
- Wastewater Plant is projected to reduce phosphorus discharges to the river by 4,290 pounds (i.e., 2017 vs 2016 discharge data).
- WDNR issued Appleton a WPDES permit with biosolids composting. This elevates the biosolids composting initiative from a pilot to a permitted entity.
- Replaced 30 lead services.
- Relayed 2.9 miles of old leaking, undersized watermain.
- Completed installation of new Advanced Metering Infrastructure system for water meter reading and residential cross connection survey.

WASTE


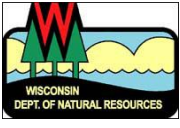





- Utilized chips from street tree removals as playground and landscape mulch.
- Performed recycling in all City parks.


HEALTHY COMMUNITY PLANNING


- Updated City Comprehensive Plan 2010 – 2030.
- Staff from the Department of Public Works participated in Fox River Cleanup Day on April 22, 2017.
- Partnered with Evergreen Credit Union on a Stormwater 101 Education Program.
- Continued to provide and expand recreational opportunities with a focus on health through the Parks and Recreation Department.


LEGACY COMMUNITIES SUSTAINABLE STRATEGIES

A copy of the Legacy Communities Sustainable Strategy Spreadsheet (aka Appendix 3 of the Legacy Communities Charter) is included as an attachment to this report.

Element	Max. Score	 GREEN TIER	<h1>Sustainability Strategies Scoresheet</h1> <p>(Also known as Appendix 3 of GTLC Charter, Last Revised 12-14-2017 by Dean Gazza)</p>		Community Name 2016 Scores*	Community Name 2017 Scores*
		     				
		<p>This Sustainability Strategies Scoresheet is provided for member communities to track sustainability management strategies in transportation, energy, land use, water, waste, and health. This scoresheet is intended to be dynamic and flexible. In the spirit of continuous improvement toward superior environmental performance, suggested revisions to this scoresheet are always</p>				
TRANSPORTATION		TRANSPORTATION DEMAND MANAGEMENT: Transportation demand management strategies aim to reduce GHG emissions and VMT by influencing change in individual behavior. These strategies encourage walking, bicycling, and transit as modes of transportation within a community and seek to curb the number and length of trips by vehicle.				
		<u>Bicycle and Pedestrian Programs/Projects</u>				
	2	Require bike parking for all new non-residential and multifamily uses.		2	2	
	1	Set standards for placement and number (as function of intensity of use) for bike parking spaces.		1	1	
	3	Commuter bike routes identified and cleared.		3	3	
	10	League of American Bicyclists certification. (Bronze 5, Silver 7, Platinum 10)		5	7	
	3	Funded and operating SRTS program (or functional equivalent) covering at least 10 percent of students.		3	3	
	1	Conduct annual survey of students' mode of transport to school.		1	1	
		<u>Employer-Based Programs</u>				
	5	Require large employers seeking rezoning to set a price signal (cash-out or charge).		0	0	
	5	Require large employers seeking rezoning to provide subsidized transit.		0	0	
	5	Require large employers seeking rezoning to provide a TDM plan that would reduce trips by 20 percent over business as usual.		0	0	
		<u>Traffic Volume</u>				
	3	Track VMT or traffic counts and report on efforts at reduction (including those on this list).		2	2	
	3	Eliminate parking minimums from non-residential districts.		0	0	
	5	Set parking maximums at X per square feet for office and retail uses.		0	0	
	5	Scheduled transit service at basic level (hour peak service within half-mile of 50 percent of addresses).		4	4	
	10	Scheduled transit service at enhanced level (half-hour peak service within 75 percent of addresses).		3	3	
		TRANSPORTATION SYSTEM MANAGEMENT Transportation system management strategies aim to reduce GHG emissions and VMT by improving the overall performance of a transportation system. These strategies improve existing infrastructure, introduce new technology, and plan for the future of the system.				
		<u>Preservation and Improvement</u>				
	3	Develop and fully fund comprehensive maintenance program for existing roads.		3	3	
	5	Charge impact fees for new roads.		2	3	
	5	Calculate lane-miles per capita for arterials and collectors, and show reductions		5	5	
	5	Prepare a plan identifying disconnections in bike and pedestrian networks, prioritizing fixes and identifying potential funding sources for the most important projects.		5	5	
	5	Any proposal to add lanes to a two-lane roadway shall be evaluated for a center turn lane, the preferred option over an expansion to four lanes.		5	5	
	3	Identify four-lane roadways with fewer than 20,000 vehicles per day (AADT) and evaluate them for "road diets" with bike lanes or on-street parking		3	3	
		<u>Electric Vehicles</u>				
	1	Allow NEVs on appropriate roadways.		1	1	
	2	Provide public charging stations		1	1	
		<u>Vehicle Idling</u>				
	2	Ban idling (more than 5 minutes) with local government vehicles.		2	2	
	5	Ban idling (more than 5 minutes) community-wide.		0	0	
LAND USE		ZONING AND DEVELOPMENT Zoning and development strategies work toward improving the overall environmental, economic, and social health of a community by promoting mixed-use and infill development, walkable neighborhoods, and an overall sustainable lifestyle.				
		<u>Infill Development</u>				
	5	Identify priority areas for infill development, including those eligible for brownfields funding.		5	5	
	1	Create land bank to acquire and assemble priority infill sites		0	0	
	1	Develop an inventory of known contaminated properties for reuse planning, with possible GIS application		1	1	
		<u>Walkscore</u>				
	10	Measure Walkscore at 10 random residential addresses per Census tract, compute average, and improve upon overall score		5	5	
		<u>Zoning</u>				
	5	Adopt traditional neighborhood design ordinance (If population is less than 12,500)		5	5	
	5	Zoning for office and retail districts permits floor-area ratio > 1, on average.		3	3	
	8	Zoning for office and retail districts requires floor-area ratio > 1, on average.		0	0	

Element	Max. Score	 GREEN TIER	Sustainability Strategies Scoresheet <small>(Also known as Appendix 3 of GTLC Charter, Last Revised 12-14-2017 by Dean Gazza)</small>		Community Name 2016 Scores*	Community Name 2017 Scores*
INDUSTRIAL USE	5	Zoning code includes mixed use districts			5	5
	8	Mixed-use language from Smart Code TBA.			5	5
		NATURAL RESOURCE MANAGEMENT				
		Natural resource management strategies seek to conserve, preserve, protect and promote a community's greenspace, wildlife, wetlands and waterways for this and future generations by promoting pervious surfaces and adequate setbacks.				
		<u>Canopy</u>				
	3	Adopt tree preservation ordinance per GTLC standards.			3	3
	4	Set a tree canopy goal and develop a management plan to achieve it			3	3
	2	Require trees to be planted in all new developments			2	2
	2	Certification as Tree City USA			2	2
	2	Certification as Bird City Wisconsin Community			0	2
		<u>Vegetation Management</u>				
	2	Public properties and rights of way mown or cleared only for safe sightlines and/or to remove invasive species.			2	2
	2	Create community policy and BMP guidelines on minimizing chemical use during vegetation management of public and private properties			0	0
		<u>Water Protection</u>				
	10	Establish 75-foot natural vegetation zone by surface water.			10	10
	5	Inventory wetlands and ensure no net annual loss.			5	5
ENERGY		COMMUNITY ENERGY USE				
		Community energy use strategies encourage energy efficiency and the use of renewable fuels to reduce total energy consumption throughout the community				
		<u>Community Energy Use Policies</u>				
	6	Use PACE financing			0	0
	1	Watt meters available to the public			0	0
	10	Adopt Residential Energy Conservation Ordinance (time-of-sale certification and upgrades).			0	0
		<u>Measuring Community Energy Use</u>				
	4	Work with local utilities to calculate total electricity and natural gas consumption annually, beginning with the fifth year before entering the program.			4	4
	1	State of Wisconsin Energy Independent (EI) Community designation.			1	1
		MUNICIPAL ENERGY USE				
		Municipal energy use strategies encourage municipal employees to conserve energy, preserve the environment, and decrease greenhouse gas emissions from municipal facilities, services, and vehicle fleets.				
		<u>Government Energy Use Policies</u>				
	5	Include transportation energy/emissions as criterion in RFPs for purchases of goods over \$10,000.			3	3
	3	Develop list of lighting, HVAC and shell improvements to raise Energy Star Portfolio Manager or LEED EBO&M score			3	3
	3	Reduce motor fuels use for non-transit activities --			3	3
	6	Provide transit passes at 50 percent or more off the regular price and/or provide parking cash-out options for local government employees.			0	0
	5	Streetlights operate at 75 lumens/Watt or higher			5	5
	3	Stoplights are LED or functional equivalent			3	3
	5	Municipal electricity purchases are at least 5 percentage points higher in renewable content than the statewide renewable portfolio standard requires. Calculation may include self-generated power and purchased offsets.			3	3
		<u>Measuring Government Energy Use</u>				
	5	Complete EPA Energy Star Portfolio Manager spreadsheet for government energy use. Or score existing buildings with LEED EBO&M.			4	4
	2	Calculate annual government fleet use of motor fuels, in gallons of petroleum and biofuels, beginning with the fifth year before entering the program.			2	2
	10	All new and renovated municipal buildings must meet LEED Silver or greater.			0	0
		WATER USE CONSERVATION				
		Water Conservation strategy options set baselines and goals for water and energy performance in municipalities. They measure progress and promote water conservation by the government, business, and the community at-large.				
		<u>Water Conservation</u>				
	6	Track water and sewer use annually, beginning with fifth year before entering program, and develop plan for reductions.			5	5
	4	Develop a water loss control plan with targets below the 15% required by the state and include a system-wide water audit implementation and time table			4	4
	2	Join EPA's WaterSense Program for water utilities or the Groundwater Guardian Green Sites program and promote them to local business.			2	2
	6	Use block rates and flat rates to encourage water conservation among residential, commercial, and industrial users.			5	5
	3	Infiltration and inflow reduction by 10%			3	3
	5	Plan for replacing all toilets using > 1.6 gpf and annual progress sufficient to reach 90 percent replacement in 10 years.			5	5
		<u>Local Government Use</u>				
	2	Install waterless urinals in men's restrooms at municipal facilities (city hall, parks, etc.)			0	0
	3	All outdoor watering by local government, excluding parks and golf courses, from rain collection.			3	3
	4	Develop a water efficiency and conservation plan for municipal buildings			4	4
		WATER AND WASTEWATER INFRASTRUCTURE MANAGEMENT				

Element	Max. Score	<div> GREEN TIER</div> <div><h1>Sustainability Strategies Scoresheet</h1><p>(Also known as Appendix 3 of GTLC Charter, Last Revised 12-14-2017 by Dean Gazza)</p></div>	Community Name 2016 Scores*	Community Name 2017 Scores*
W A T E R	Setting goals for the sustainable management of water and wastewater infrastructure reduces costs; saves energy; and ensures the protection of public health and the environment.			
	10	Develop and implement asset management plans that set targets for the sustainable maintenance, operation and renewal of water and wastewater infrastructure.	10	10
	5	Wastewater biogas captured and used in operations.	5	5
	1	Financial assistance for sewer lateral replacements.	1	1
	5	Set goals for increasing the recovery of resources from wastewater for energy generation (heat or electricity) and fertilizer.	4	4
	2	Explore partnership options with high-strength waste.	1	1
	6	Upgrade water and wastewater utility equipment (e.g., variable frequency drive motors) to achieve energy efficiency based on total life cycle, triple bottom line costs (e.g. maintenance and replacement strategies in asset management plans).	6	6
	STORMWATER MANAGEMENT			
	Stormwater Management strategy options encourage the use of best management practices to achieve a reduction in the amount of harmful pollutants introduced to our streams, rivers, and lakes.			
	3	Develop a regular street sweeping program to reduce total suspended solids	3	3
	3	Stormwater utility fees offer credits for best management practices such as rain barrels, rain gardens, and pervious paving	3	3
	2	Inventory all paved surfaces (e.g., by GIS mapping), and develop a plan for reduction	2	2
	2	Work with commercial or light industrial businesses to develop stormwater pollution plans	2	2
	WATER AND DEVELOPMENT			
	Water and Development strategy options link water conservation and the preservation of land, wetlands, and wildlife habitat while promoting compact development, restoration and rehabilitation efforts, and long-term planning.			
W A S T E	Land Development			
	5	Identify key green infrastructure areas during plan development and/or implement a plan to acquire and protect key green infrastructure areas	5	5
	Waters, Wetlands, and Wildlife			
	6	Replace concrete channels with re-meandered and naturalized creeks, wetlands, or swales	6	6
	3	Develop a system for identifying culverts that obstruct fish migration and install fish friendly culverts where needed	3	3
	4	Provide incentives for protection of green infrastructure, sensitive areas, important wildlife habitat, or for the restoration or rehabilitation of wetlands or other degraded habitats such as credit towards open space or set-aside requirements	4	4
	WASTE MANAGEMENT AND REDUCTION			
	Waste Management and Reduction strategy options encourage municipalities and their citizens to divert organics and recyclables from landfills and properly dispose of hazardous materials in an effort to reduce waste in a community.			
	3	Community waste stream monitored at least annually . Waste reduction plan prepared and updated annually	3	3
	4	Waste and materials management plan based on "zero-waste" principles, with specific goals, prepared and updated annually	4	4
	3	Construction/deconstruction waste recycling ordinance	3	3
	3	Mandatory residential curbside recycling pickup that covers paper, metal cans, glass and plastic bottles	3	3
	5	Develop a municipal collection program that encourages the diversion of food discards, yard materials, and other organics from landfills to composting or anaerobic digestion with energy recovery	5	5
	3	Develop and promote programs that dispose of household hazardous, medical, and electronic waste	3	3
	4	Use anaerobic digesters to process organic waste and produce energy	4	4
3	Implement municipal ordinances requiring manufacturer takeback for fluorescent bulbs, thermostats and other mercury-containing devices	1	1	
2	Ordinances in place to reduce the usage of phone books as well as single-use shopping bags, styrofoam food containers and other disposable packaging	2	2	
2	Pay-as-you-throw system implemented by municipality or required of private waste haulers	2	2	
1	Use public education and outreach to promote recycling, backyard composting, product re-use and waste reduction	1	1	
HEALTHY COMMUNITY PLANNING				
Policies and projects related to incorporating health living into community design- whether by built form, programs, education, etc. in an effort to reduce trends in poor nutrition, inactive lifestyles, chronic diseases, such as obesity and heart disease, and other negative health risk factors.		The categories below were added in 2015.		
Policies Affecting Multiple Program Areas				
5	Adopt a resolution that promotes Health in All Policies at the community level (e.g., HEAL Resolution). Include that educational campaigns supporting a program covered by the resolution are appropriately targeted to all of the populations addressed by the program	0	5	
8	Establish a Health Impact Assessments policy, including when an assessment is required and its scope	0	0	
Planning				
8	Add health policies in 1 or more of the community's plans, including the comprehensive plan, long-range transportation plan, bicycle/pedestrian plan and open spaces recreation plan (embedded or stand-alone chapter) or develop a comprehensive, community wide wellness plan.	5	8	
3	Site schools in the Comprehensive Plan for accessibility with existing or new bicycle and pedestrian infrastructure	3	3	
5	Encourage the formation and/or support of Neighborhood Improvement Districts (NIDs), Neighborhood Development Corporations, or other similar types of neighborhood reinvestment and enhancement strategies in plans or policies.	5	5	
Healthy Food Access				
6	Implement strategies (urban agriculture, community gardens on public land, diversified farmer's markets, expanded traditional retail food options, ordinances to allow urban chickens and beekeeping and vegetable gardening in rights of way) that help increase fresh food access in the community, in particular in areas with food insecurity (e.g., "food deserts" and "food swamps"), including access by EBT and WIC participants.	6	6	

Element	Max. Score	 GREEN TIER	Sustainability Strategies Scoresheet <small>(Also known as Appendix 3 of GTLC Charter, Last Revised 12-14-2017 by Dean Gazza)</small>		Community Name 2016 Scores*	Community Name 2017 Scores*
H E A L T H	7	Create a Food Systems Plan that addresses the production, distribution, value-added, marketing, end-market, and disposal of food, and charge a new or existing governmental body to oversee the plan's implementation.			5	5
		<u>Physical Activity and Access</u>				
	4	Provide an on-street and/or off-street trail network connecting recreational areas in the community (e.g. safe routes to parks) and other trip generators, such as shopping malls, ensuring all neighborhoods are included in planning and implementation.			4	4
	4	Encourage pedestrian and bicycle site connections from front door of businesses or apartments to a public sidewalk and/or bike lane ensuring connections to all neighborhoods.			3	3
	3	Provide education and establish programming to encourage physical activity, especially by youth.			3	3
	7	Establish an expanded public transit that serves commuters from all neighborhoods and major parks and recreation facilities, and has racks on vehicles for carrying bicycles.			7	7
	6	Require sidewalks in new residential areas and establish a policy for adding sidewalks, as appropriate, in areas built out without sidewalks.			6	6
	8	Implement a Complete Streets policy.			8	8
	5	Provide recreation programs for youth, adults, senior citizens and disabled persons.			5	5
	3	Establish a pedestrian safety task force.			0	0
		<u>Housing</u>				
	7	Adopt ordinances and programs to maintain a healthy housing stock (code enforcement, landlord licenses, volunteer program, truth-in housing disclosure before sale, etc.).			7	7
	6	Allow life cycle or adaptable housing options, such as "aging in place", accessory dwelling units, Universal or Inclusive Design, Dementia Friendly Communities, Age-Friendly Communities, etc.			5	5
	8	Establish a program to make housing more affordable.			5	5
	7	Establish a program to address chronic homelessness, such as "permanent housing".			5	5
		<u>Crime Prevention and Other Harm Reduction</u>				
	6	Use by policy, ordinance or practice, Crime Prevention Through Environmental Design and active threat planning to make public spaces, such as recreational space, crime free.			6	6
	5	Establish and implement Harm Reduction strategies for alcohol outlet density and sexual oriented establishments (e.g. zoning limitations)			5	5
	4	Adopt an ordinance or policy that requires tobacco-free and e-cigarette free apartments or places limitations on such structures.			0	0
	3	Adopt an ordinance or policy that promotes tobacco-free and e-cigarette free parks and/or public events on local government-owned property.			3	3
		<u>Climate Change</u>				
	7	Create and implement a climate change action plan that includes a carbon footprint study, and health related components on reducing air pollution from combustion of fossil fuels and responding to heat episodes and flooding, focusing in particular on most vulnerable populations.			0	0
		<u>Noise</u>			0	0
	2	Adopt an ordinance, including conditional use permits, on noise abatement for various zoning districts.			2	2
		<u>Employee Health</u>				
	5	Implement a wellness program for employees of the local jurisdiction.			5	5
	6	Encourage or partner with others, such as the Chamber of Commerce, etc., to advance workplace wellness programs within the community.			0	6
		<u>Placemaking</u>				
	5	Support placemaking at varying scale (neighborhood to major city facility) and permanence (temporary to permanent) through programming, financial support and removal of regulatory barriers to promote healthy living and social capital in the community.			0	1
	8	Adopt form-based codes or similar type design guidelines for healthy active living environments.			0	0
		<u>Waste Pharmaceuticals</u>				
	4	Establish partnerships to reduce waste pharmaceuticals generated in the community and to efficiently collect remaining wastes to prevent their abuse and entry into solid waste or wastewater.			4	4
536					362	382
					68%	71%



"...meeting community needs...enhancing quality of life."

**PARKS, RECREATION & FACILITIES
MANAGEMENT**

Dean R. Gazza, Director

1819 East Witzke Boulevard
Appleton, Wisconsin 54911-8401
(920) 832-5572 FAX (920) 993-3103
Email - dean.gazza@appleton.org

To: Alderpersons

From: Dean R. Gazza, Director of Parks, Recreation and Facilities Management

Date: April 16, 2018

Re: 2018 Sustainability Summit and Exposition

The 2018 Sustainability Summit and Exposition was held on April 11-12 at the Milwaukee Area Technical College. This year's theme was "Moving Toward a Sustainable Economy – Engaging our Future Leaders."

Both days were kicked off by local leaders including Mayor Tom Barrett, City of Milwaukee and Chris Abele, Milwaukee County Executive. Both talked about their support for Sustainability within their organizations and shared their political viewpoints.

A variety of breakout sessions were held throughout the two days also. Though not always specific to cities, they all provided many transferable themes and ideas for any organization. The programs I attended included:

- Living, Learning, Leading: Why Sustainability Matters to Colleges & Universities in Milwaukee.
- GreenPath: Stewardship at Miller Park
- Towards a World Class Eco-City: How Milwaukee's Local Governments Support Sustainability
- Finding Your Sustainability Style – A Storytelling Session
- Disclosure Effect: Evidence from Public Building Energy Consumption
- Intelligent Economic Growth: Making the Case for a Sustainable Economy
- Sustainable Business Operations in Practice
- Energy Technologies Update

The main takeaway that I was left with and proud to say is that the City of Appleton is doing more than most organizations. There is a lot of talk and not as much action for many organizations.

I jotted down a couple quotes that I felt mirror the City of Appleton's approach:

"Carbon emission reduction is not our mission. We have a mission statement for the college. Instead our focus is on how much energy does it take to accomplish our mission and how do we reduce that". – Kate Nelson, Chief Sustainability Officer, University of Wisconsin – Milwaukee

"Sustainability is driven into our core. It's not a side pet project. It comes from leadership and says who we are. It doesn't have to have sustainability in its title to be sustainable". – Ginny Routh, Sustainability Manager, Milwaukee Area Technical College

I wanted to learn more about what others were doing in the area of renewable energy, so I am especially interested in any emerging trends. The use of solar panels continues to be of interest, but it was stated that incentives are minimal or non-existent, thus finding it hard to justify the investment in many cases. In regards to wind, there is not a return on investment and the sentiment was that in a public setting the use of public money could not be justified. One speaker noted that when someone wants to install solar panels, he first asks them if their lighting, insulation and windows, etc. have been upgraded; noting that everyone wants to do the most noticeable projects over what make the most common sense!

With regard to the topic of Global Warming or Climate Change, there continues to be debate, but what was agreed upon was that the population of the earth is currently around 7.5 billion people and will grow to about 11.2 billion by 2110. In regards to how countries are responding, the United States is not implementing various technologies or policies at the level some are. One speaker shared his disappointment over the EPA rollbacks at the federal level and recent changes at the state level including the elimination of Energy Star in the most recent state budget.

Last, I was able to talk to various vendors and other attendants about their initiatives specifically with regard to using technologies to reduce energy consumption. In addition, I connected with a past colleague from The Wisconsin Association of Energy Engineers who inquired about the City of Appleton hosting a meeting at the Wastewater Plant this upcoming July.

Overall, the conference was beneficial. I was disappointed that we were the only City and/or County in attendance other than Milwaukee. Much of the focus was on Energy Reduction, whereas Sustainability is much broader including transportation, health, food supply, economic development, water, stormwater, green spaces, etc. Hopefully, this will be expanded in the future at this conference.

Please feel free to contact me at 832-5572 with any questions, or by email at dean.gazza@appleton.org.

A Small Business' Guide To TALENT ATTRACTION

*Tips and tales from & for employers on
attracting talent and employees.*

KEY RECOMMENDATIONS

Hire Direct – the game has changed

- All companies with hiring issues, hire almost exclusively through temporary agencies. Firms that state they hire direct don't usually have as significant of employment issues. Hire through multiple channels for best results.

Ask Employees

- Current employees will know exactly why or why not your firm can hire.

6-Month Paradox

- Most employment agencies screen out people who haven't worked in the last six months. This eliminates 35% of available applicants, most candidates do not know this rule exists. Again, hire through multiple channels for best results.

Website

- Keep it simple and easy to use. Allow applicants to upload resumes as alternative to re-writing all the info into a form

Attract Employees

- Firms are starting to advertise in northern Wisconsin. Some areas are providing transportation to attract workers out of Milwaukee.

Work with what you have, start by assessing your hiring process and how you can change it to work better

- There ARE people looking for work. Some companies are not having issues. If your firm is, you need to look at your process and how you can make your workplace more attractive for quality, dependable talent.

Use your local Job Center Resources

- Contact your local Job Center for additional access to resources through their services. Don't forget to post your job openings on the Wisconsin Jobs Site for free. <https://jobcenterofwisconsin.com/Presentation/Employers>

POSTING AND APPLICATION TIPS

Use simple job titles such as "general labor" or "general production"

- Job titles today are inflated to state value, but are so specific that they mean little to a candidate. Many job searchers believe jobs are more complicated than they really are – or no jobs show up in their search. Use Simple job titles to appeal to broader candidate pool.

Allow multiple options for how to apply.

- Companies often turn away walk-in applicants by either telling them to go to a website or a staffing agency. Instead, it should be suggested that these applicants complete an application at the company on the spot.

Using Employee Referrals

- Referrals can be a key source of hiring, but many employees give inaccurate referrals as they are not properly informed. Employees should be educated on how to apply, what jobs are available, and should be offered incentives for referrals.

Complete ALL Job Posting Information including wage scale or range

- Make sure to include all relevant information about a job when posting it. Many postings leave out work hours/days, full/part time, temporary/permanent, pay range, and benefits.

Underselling

- Many companies undersell their openings and fail to deliver the right message. Those people looking at your website and career center are interested in working for you. Show them their interests are in the right place.

WEBSITE MANAGEMENT TIPS

Ask for candidates to fill out an on-line application (with form) or upload resume.

- The average middle-aged applicant has never made a resume before. The term "application" is more formatted and easier to use. Many other applicants have resumes already prepared. Offer the option for either.

Stay on company website.

- Nearly all companies who reported hiring issues, push people to a 3rd party pre-built sites (with lots of bells and whistles) to apply for a position. The average non-savvy computer user is told to stay clear of 3rd party sites.

No "login" information. They are applying for a job, not on-line bill pay.

- Candidates are filling out dozens of resumes online. They can easily skip over your website if you make it hard. The way people respond and click through websites is a science and art.

The average person is not computer savvy.

- Ensure you can navigate to job area and apply with ease. If it gets too difficult to figure out, you will probably lose them. Be sure to provide clear instructions on how to apply.

Post entry-level jobs on your website.

- There are firms saying they need 20+ entry-level positions filled now. They do not have these positions "general production" positions on their website. Instead you can only find them on an employment agency website - be sure to post these openings on your site with an easy to apply link.

Staffing Agency Postings can be confusing

- Staffing agencies are out marketing your company. They are posting your positions on-line job boards, newspapers, thus complicating and confusing applicants on what they are applying to. Work with them to be sure their postings do not create confusion.

Keep websites up-to-date

- Make sure your website adapts with changing internet browsers and overall technology so as it is available and working for every possible applicant

AFTER HIRING

Training Managers

- Putting resources into training mid-managers to develop better skills and knowledge can help stifle employee turnover.

Integration

- When employees leave, discover the reasons and try to fix any moral issues in those departments with high turnover.

Expectation Gap

- Be clear when stating wages if a wage can only be reached after experience or training. Do not false advertise or trick advertise wages.

EMPLOYEE TRANSPORTATION ISSUE?

Provide Transportation - vRide

- vRide is a company that offers convenient transportation for employees who do not possess it. *Milwaukee to Sheboygan Van Service or Brown County to Billion*
- Some workers in Milwaukee have access to van rides to their jobs in Sheboygan thanks to the Sheboygan County Economic Development Corporation
- Employers offer buses from Metro centers (Green Bay, Milwaukee) find it easier to recruit from these areas.

ADDITIONAL CONSIDERATIONS

<i>What some companies are SAYING</i>	<i>What some companies are DOING</i>
We need more people interested in manufacturing careers.	Manufacturing candidates screened out due to lack of experience. (Including people under 25).
New employees are no longer loyal, many just stop reporting for work.	Bulk of hiring through "temp" agencies, firms are initiating the non-loyal relationship.
We need pipelines of trained talent.	Limited preferential hiring treatment for candidates who went through employer sanctioned training.
Can't find skilled workers that are "ready" to work.	Ordering custom production equipment that no one could have experience running.

SHARE THE QUALITY OF LIFE IN THE NEW NORTH

Guide to information about benefits of living in the New North region.

- On-line guide and **area quality of life video** at <http://thenewnorth.com/life-in-the-new-north/>
- Hard copies of the Life in the New North guide are also available, by contacting the New North Office





SMART BUSINESSES

KNOW THAT EXPORTING LEADS TO GROWTH.

READY
TO GET
STARTED?

WE CAN
HELP.

See the reverse side
for a list of export
readiness and
growth programs and
resources available
for your company.

If you're not yet convinced that exporting is a good idea for your company, consider these facts:

- 95 percent of world consumers live outside the United States.
- One billion people are expected to join the global middle class in the next decade, with purchasing power that spells strong demand.
- Companies that export enjoy higher average revenue per employee—\$281 per employee for companies that export, versus \$163 per employee for those that don't, according to a 2010 study by the U.S. International Trade Commission.
- Businesses that export grow faster: exporters grew an average of 37 percent from 2005 to 2009, while non-exporters shrank by 7 percent, the same study found.
- Exporters hold seven patents for every one patent held by non-exporters, and achieve product innovations at four times the rate of non-exporters, according to the study.
- Companies that export enjoy higher valuations on average.
- Because they are more profitable and tend to pay better, companies that export have access to better talent.
- Companies that export diversify their risk: if one national economy slows down, the company's other export markets may remain strong and buffer the company against the downturn's effects.



PROGRAMS AND RESOURCES

accelerate your company's growth

EXPORT READINESS ASSESSMENT

The Export Readiness Assessment is designed to determine your company's strengths and opportunities when it comes to exporting. The assessment will gauge your readiness to export based on four criteria:

- Export resources
- Marketing methods
- Management commitment
- Product potential

EXPORT COUNSELING

Export counseling is a one-on-one, personalized service including basic exporting information and tools, your product's Schedule B and HS numbers, preliminary export market planning and development, identification of potential overseas buyers, selection of target markets for your products and services, market research and market entry assistance, information on channels of distribution in target markets, referrals to options for grant assistance, referrals to other export promotion services/organizations, and other resources to guide you along the way.

EXPORTING WORKSHOPS AND SEMINARS

The **Expotech™ Program** helps your company create a comprehensive export strategy, including selecting markets to focus on entering first, and research to help you understand factors specific to those markets, thus maximizing your chances of success. The program is guided by mentors experienced in helping businesses start exporting, and includes input from businesses that have successfully implemented export strategies.

Other workshops cover topics including:

- Country of origin determining/marketing
- Customs valuation essentials
- ECCN classification (learn how)
- Trade problems
- Export compliance
- International Traffic in Arms Regulations
- Trade agreements
- Trade finance and insurance
- Tariff classification (import and export)
- Effective use of Incoterms in international trade
- Documentation and product
- Export webinars



FOR MORE INFORMATION, PLEASE CONTACT:

New North, Inc
600 N. Adams St.,
Green Bay, WI 54307
www.thenewnorth.com
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GLOBAL EXPORT EXPERTS



a target growth division of the new north region

your global link www.thenewnorth.com/global

Connie Loden cloden@thenewnorth.com

A Small Business' Guide to Export Assistance Resources

Getting Started: MARKET RESEARCH

New North Exporting Market Research

- Global Strategy Report on export market opportunities for the New North prepared by Newmark Knight Frank.
<http://www.thenewnorth.com/business-intelligence/target-industries-and-directories/global-new-north/global-strategy-study/>

A Basic Guide to Exporting

- The nuts-and-bolts information a company needs to meet the challenges of the global economy. Includes real-life principles of exporting: www.export.gov/basicguide
- www.USPTO.gov and www.STOPfakes.gov have information about protecting intellectual property, in the U.S. and abroad. A good place to start is the Online Intellectual Property Training Module on the STOPfakes.gov website, under "Business Tools"

Wisconsin Economic Development Corporation (WEDC) Market Research

- WEDC's Global Network of International Trade Representatives and the In-Market Services provided will help to provide market intelligence and partner contacts: <http://inwisconsin.com/export/market-intelligence>
More WEDC resources <http://inwisconsin.com/export/assistance/global-network>

Country Commercial Guides

- Get free access to reports on countries, industries, and commercial developments written by our Commercial Service officers in country: <http://www.export.gov/ccg/>

Trade Statistics

- USA Trade Online can help manufacturers and other businesses identify new markets and create customized reports: <https://usatrade.census.gov>
- Trade Stats Express <http://tse.export.gov>
- State & Metro-Level Trade Data: www.trade.gov/mas/ian/statereports www.trade.gov/mas/ianmetroreport

FTA Tariff Tool

- Find out the tariff (or tax at the border) with our trading partners on specific products and create reports and charts of trends under different agreements: www.export.gov/fta/ftatarifftool

In-Person Assistance

- Small Business Development Centers-help to get started: www.americassbdc.org/home/find-your-sbdc/
- Ready to export? (To assess your readiness: www.export.gov/begin/assessment)
 - There are U.S. Export Assistance Centers (USEACs) - sometimes known as U.S. Commercial Service (staff of the U.S. Department of Commerce, International Trade Administration) Located in over 100 cities that have specialists to help small businesses export: www.export.gov/usoffices

FINDING BUYERS AND MAKING CONTACTS

Market Intelligence

- Conduct analysis of market potential and foreign competition, complete background checks on companies, and get help from USEAC/U.S. Commercial Service staff on navigating any cultural differences
- State Department Commercial and Business Affairs: www.state.gov/e/eb/cba/tools

Trade Counseling

- Develop a market entry strategy, find the best export finance options, navigate export controls and complete the required trade documentation (USEAC) <http://www.export.gov/wisconsin/>
- ExporTech®** program delivers a process to build your strategic international business development plan to determine your best markets to focus people, time and financial resources:
<http://inwisconsin.com/export/assistance/exportech>

Business Matchmaking & "Gold Key" Services

- Get connected with pre-screened foreign buyers, participate in trade events, and set up meetings with government officials in your target markets - USEACs provide a "Gold Key" suite of services including: customized matchmaking meetings scheduled overseas to find business partners and customers, pre-screened appointments arranged before travelling, market and industry briefings with trade specialists, post-meeting debriefings and assistance in developing appropriate follow-up strategies, and help with travel, accommodations, interpreter service, and clerical support. <http://www.export.gov/wisconsin/>

Trade Missions

- **Wisconsin Global Trade Ventures** offer opportunities to conduct a market assessment, partner search and one to one business match meetings several cities of one country, or in two or three countries in a specific region, with other Wisconsin companies benefiting from programed and peer learning experiences: <http://inwisconsin.com/export/qoglobal/>
- Participate in overseas trips with U.S. government personnel to meet with potential business partners and explore potential market opportunities: <http://export.gov/trademissions/> - Dept. of Commerce can also certify EDO-led missions

Reverse Trade Missions

- Meet foreign delegates coming to see U.S. products and technologies.
- The U.S. Trade and Development Agency connects international buyers with U.S. manufacturers and service providers in order to open new export markets and commercial opportunities world-wide I Find a public list of delegations coming to U.S. cities at: www.ustda.gov

Foreign Buyer Delegations

- Exhibit your products to vetted potential foreign buyers at trade shows in the United States: <http://export.gov/ibp/>

Major Foreign Trade Shows

- Showcase your products and services in U.S. pavilions at overseas trade shows: <http://export.gov/tradeevents/>

Advocacy

- The Advocacy Center coordinates U.S. government efforts to advocate on behalf of U.S. exporters bidding on public-sector contracts with foreign governments and government agencies: www.export.gov/advocacy

Agricultural products

- The U.S. Department of Agriculture provides several of the aforementioned services through the Foreign Agricultural Service and partner State-Region I Trade Groups: www.fas.usda.gov/getting-started and www.fas.usda.gov/programs/market-access-program-map/state-regional-trade-groups

FEDERAL EXPORT FINANCING AND INSURANCE OPTIONS

Export Financing and Insurance

- Federal export financing options can make your company more competitive by helping you offer a potential buyer more attractive payment terms

The Small Business Administration (SBA)

- Take advantage of a wide range of financing options for small businesses, including the Export Express Program, Export Working Capital Program, and International Trade Loan: www.sba.gov

Export-Import Bank (Ex-1m Bank)

- Use federally-backed export financing credit insurance to take on the risk associated with selling to overseas buyers. Products include Global Credit Express, Working Capital Guarantee Program, Export Credit Insurance, and Foreign Buyer Guarantees: www.exim.gov

COMPLIANCE WITH FEDERAL LAWS AND REGULATIONS

Export Licenses (BIS)

- Obtain information on exports requiring a license before shipping: www.bis.doc.gov

Economic and Trade Sanctions (Treasury)

- Find out the countries, entities, and individuals with whom U.S. firms cannot do business: <https://www.treasury.gov/resource-center/sanctions/Pages/default.aspx>

Electronic Export Information (Census)

- Upon exporting any goods value at over \$2500, information must be submitted to the Automated Export System. Get help on filing AES, classifying merchandise, regulations and trade data: 1-800-549-0595

FUNDING ASSISTANCE FOR MARKET STRATEGIES - WISCONSIN ECONOMIC DEVELOPMENT CORPORATION (WEDC)

- The International Market Access Grant will support product and trademark registrations, market entry and expansion activities: <http://inwisconsin.com/export/assistance/global-business-development-program>
- Scholarships for **ExporTech**® program: <http://inwisconsin.com/export/assistance/exportech>

You will find additional Wisconsin exporting information & resources at: www.thenewnorth.com/global

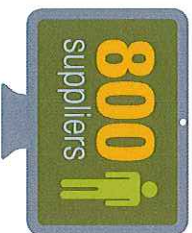


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- Capabilities
- Certifications
- Industry Sectors
- Ownership
- Location
- And more!

27

categories
OF ENERGY TO
CHOOSE FROM

Top Energy Categories

Companies

• Manufacturer/Service	205
• Professional and Business Services	187
• Manufacturing: Machining, Fabrication/Tooling	182
• Components, Parts and Hardware	155
• Construction and Installation (incl. construction materials)	144
• Manufacturing: Machinery and Equipment	139
• Engineering, Scientific and Technical Services	119
• Manufacturing: Metals — Foundries and Forges, Steel	84
• Distribution of Materials and Hardware — Wholesale	83
• Transportation, Logistics, Warehousing	81

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ONE COMPANY PROFILE

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MULTIPLE SECTOR SUPPLY CHAINS



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Aviation &
Aerospace



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Systems



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- Packaging -
Lumber



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920.336.3860



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This Deed, made between Marie Groesgen, d/b/a
Prime Development Company, a sole proprietor-
ship.

Grantor
and Charles A. Miller (25%), Ronald C. Phillips
(25%), Stephen J. Rudan (25%) and John R. Smit
(25%), d/b/a Wisco Leasing Co., a Wisconsin
Partnership
Witnessed, That the said Grantor for a valuable consideration of One
Dollar (\$1.00) and other
conveys to Grantee the following described real estate in Outagamie County,
State of Wisconsin:

A parcel of land located in Lot 15, 1st Addition
to Industrial Park Plat, City of Appleton,
Outagamie County, Wisconsin, more fully described
as follows:

Commencing at the southeast corner of said Lot 15;
thence due West along the South line of said Lot 15 (north line of Everett
Street) 184.14 feet to the point of beginning (said point of beginning
also being 1017.76 feet due East of the Southwest corner of said Lot 15);
thence continuing due West along said South line 183.00 feet thence North
0° 09' West 241.34 feet; thence North 89° 51' East a distance of 183.00
feet; thence South 0° 09' East a distance of 241.82 feet to the point of
beginning; and containing 1.015 acres of land more or less.

This property shall be subject to the following:

The vendee shall comply with the following set-back lines; the minimum side
and rear set-back lines for any structure shall be 20 feet. The set-back
line along any street shall be a minimum of 25 feet. The front set-back
area shall be devoted to planting and other landscaping; driveways and side-
area shall be devoted to planting and other landscaping; driveways and side-
Together with all and singular the hereditaments and appurtenances thereto belonging or in any wise appertaining: (see Revers)

And Marie Groesgen, d/b/a Prime Development Company
warrants that the title is good, indefeasible in fee simple and free and clear of encumbrances except and subject to
easements, restrictions, reservations and covenants of record.

and will warrant and defend the same.

Executed at Appleton, Wisconsin this 15th day of December, 1976

WITNESSED AND SEALED IN PRESENCE OF

Marie Groesgen (SEAL)
Marie Groesgen, d/b/a Prime
Development Company (SEAL)

(SEAL)

(SEAL)

Signatures of Marie Groesgen

authenticated this 15th day of December, 1976

Title: Member State Bar of Wisconsin or Other Party
Authorized under Sec. 706.06 viz.

STATE OF WISCONSIN

Langlade County, 15th day of December, 1976
Personally came before me, this
the above named Marie Groesgen

to me known to be the person who executed the foregoing instrument and acknowledged the same.

THIS INSTRUMENT WAS DRAFTED BY

Michael J. Bonovich

The use of witnesses is optional.



Notary Public,

My commission expires (in)

Nov 30, 1980

Names of persons signing in any capacity should be typed or printed below their signatures.

STATE BAR OF WISCONSIN
FORM No. 1-1-121Wisconsin Legal Blank Company
MILWAUKEE, WIS. (208-3844)

TWO PAGES...

STATE BA WISCONSIN - FORM 1
W. ANTY DEED
THIS SPACE RESERVED FOR RECORDING DATAREGISTER'S OFFICE
OUTAGAMIE COUNTY, WI.
RECEIVED AND RECORDED ON

APR 11 1977

AT 4 O'CLOCK P.M.
IN JACKET 77 IMAGE 18-19
R P Puhla
REGISTER OF DEEDSFIRST FEDERAL SAV. & LOAN
200 E. WISCONSIN AVENUE
MILWAUKEE, WISCONSINTax Key #
This is NOT homestead property.

77918



walks necessary for ingress and egress being excepted. The vendee further shall upon completion of his/its building, or the commencement of operation of his business, undertake to landscape and beautify that portion of the front set-back area above described; and in the event of a failure to do so, both the installation and maintenance of such landscaping may be undertaken by the Park Department of the City of Appleton and the cost thereof may be charged against the property in the same manner as a special assessment. Other provisions hereof shall be enforceable in the same manner, and to the same process and be subject to the same penalties applicable to city zoning, parking or other ordinances.

Vendee accepts this conveyance on the express condition that:

He/it will, by October 18, 1977, erect a building, or structure with a minimum of 5,000 square feet for such purpose or purposes as may be permitted under the applicable zoning ordinance and in accordance with building codes. In the event of the vendee's failure to perform this condition within the time specified, the vendor shall, within sixty days after the termination of said period, upon written notice to the vendee, have the option to repurchase said property for an amount of money equal to the purchase price paid by the vendee, plus any special assessments.

The vendee shall refrain from using any of the property within said front set-back area for the parking of any automobiles, trucks, equipment, or the storage of any material whatsoever, it being understood that the rear and side set-back areas may be used for parking, loading and unloading, and similar operations. It is agreed between the parties that for the orderly growth of this area and ease of access, it will be necessary to prohibit parking on the streets. Therefore, the purchaser agrees to provide off-street parking for employees, clients and visitors.

In the event that the vendee is a salvage company, such company shall agree to place all operations under cover and shall have no outside storage.

The vendee shall agree to request what is known as "reciprocal switching" from the railroad for any railroad spur line constructed on or across any property in the INDUSTRIAL PARK SITE.

TRANSFER

\$ 16.00
FEE

9/18/76
This Indenture Made by City of Appleton a Wisconsin Municipal Corporation duly organized and existing under and by virtue of the laws of the State of Wisconsin, grantor, of Outagamie County, Wisconsin, hereby conveys and warrants to **PRIME DEVELOPMENT CO.**

grantee, of Outagamie County, Wisconsin, for the sum of Five Thousand, Six Hundred and Fifty Dollars (\$5,650.00) the following tract of land in Outagamie County, State of Wisconsin:

A parcel of land located in Lot 15, 1st Addition to Industrial Park Plat, City of Appleton, Outagamie County, Wisconsin, more fully described as follows:

Commencing at the southeast corner of said Lot 15; thence due West along the South line of said Lot 15 (north line of Everett Street) 184.14 feet to the point of beginning (said point of beginning also being 1017.76 feet due East of the Southwest corner of said Lot 15); thence continuing due West along said South line 183.00 feet thence North 0° 09' West 241.34 feet; thence North 89° 51' East a distance of 183.00 feet; thence South 0° 09' East a distance of 241.82 feet to the point of beginning, and containing 1.015 acres of land more or less.

This property shall be subject to the following:

The vendee shall comply with the following set-back lines; the minimum side and rear set-back lines for any structure shall be 20 feet. The set back line along any street shall be a minimum of 25 feet. The front set-back area shall be devoted to planting and other landscaping; driveways and sidewalks necessary for ingress and egress being excepted. The vendee further shall upon completion of his/its building, or the commencement of operation of his business, undertake to landscape and beautify that portion of the front set-back area above described; and in the event of a failure to do so, both the installation and maintenance of such landscaping may be undertaken by the Park Department of the City of Appleton and the cost (cont. on back)

In Witness Whereof, the said grantor has caused these presents to be signed by James P. Sutherland, Mayor and Eiden J. Broehm, City Clerk, at Appleton, Wisconsin, and its day of October 18th, 1976.

Signed and Sealed in Presence of
Dorothy Lowe
Dorothy Lowe
James P. Sutherland
James P. Sutherland
Edell K. Ferge
Edell K. Ferge

CITY OF APPLETON
James P. Sutherland, Mayor
Eiden J. Broehm, City Clerk

State of Wisconsin, ss. Outagamie County.
Personally came before me this 18th day of October, A.D., 1976.
James P. Sutherland, Mayor, President, and Eiden J. Broehm, City Clerk, Secretary

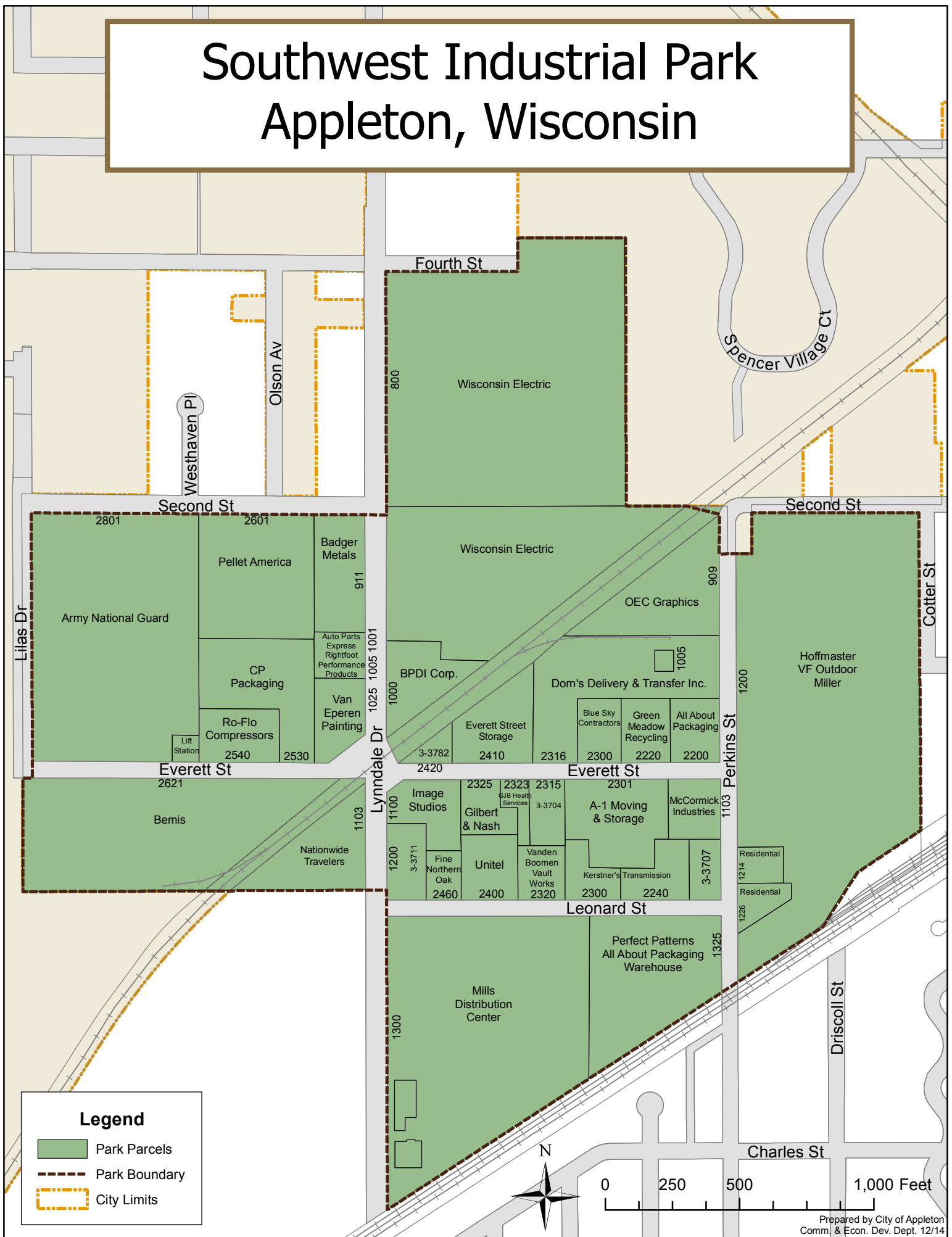
of the above named Corporation, to me known to be the persons who executed the foregoing instrument, and to me known to be such Mayor, President and Secretary of said Corporation, and acknowledged that they executed the foregoing instrument as such officers as the deed of said Corporation, by its authority.

David G. Geenen
David G. Geenen
Notary Public, Outagamie County, Wis.
My Commission expires xxxxxxxxxxxxxx
Is Permanent.

Drafted by David G. Geenen, City Attorney, Appleton, Wisconsin

2.
EXEMPT

Southwest Industrial Park Appleton, Wisconsin



APPLETON DOWNTOWN

State of Downtown Development Summit

May 15, 2018

Paper Valley Hotel • 333 W. College Ave.

appletondowntown.org

JOIN

**APPLETON DOWNTOWN INC.
AND THE CITY OF APPLETON**

for a deeper dive into
Downtown development
opportunities and resources

1:00 pm: Downtown Development
Opportunity Tour*

2:00pm: Current Downtown
Development Updates

2:45pm: Panel Presentations

- Residential and Mixed Use Developments
- Financing Programs and Development Resources

4:30pm: Networking Reception

Detailed event agenda: appletondowntown.org

Free Event • Door Prizes

*Tour registration at Brian@appletondowntown.org

Presented by:  **Appleton**

Appleton
DOWNTOWN
incorporated

Supported by:  **Star Supporter
TUNDRALAND**
.com

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BAYLAND BUILDINGS, INC.
Think Smart. Build Smart. | Employee Owned

Neighborhood Program Spring Meeting



The Neighborhood Program Spring Meeting is intended to be an informal, “roundtable” discussion among representatives from the 17 registered neighborhoods within the City. Whether you are interested in strengthening social bonds, watching out for children and the elderly, keeping the area looking good, pursuing enhancement projects, or other neighborhood initiatives, this meeting will provide an opportunity to ask questions and share experiences. Please be prepared to share a brief update on your recent neighborhood activities.

Highlights include:

- Details on Edison Family Fun Run; other Lawrence-City Park Neighborhood updates
- Overview on City street improvement projects
- Insight from guest speakers
- Peer review, success stories among neighborhoods

An opportunity for people who care about their neighborhoods to exchange ideas and learn from one another.

.....

Participants must reside in a neighborhood registered through the City’s Neighborhood Program (17 already registered). To register your neighborhood, contact Community & Economic Development Dept. at (920) 832-6468. It is helpful, but not required, that you participate with at least one other person from your neighborhood.

TO JOIN: RSVP online at <http://www.appleton.org/residents/neighborhood-program>

DATE: Thursday, May 17, 2018 **TIME:** 6:00-7:30 p.m.

LOCATION: Edison Elementary School, 412 N. Meade Street

