Photo credit: Appleton Downtown, Inc

Appleton Redevelopment Authority

Appleton, Wisconsin

Thriving Communities Technical Assistance

July 15, 2026

8:30am – 9:30am

Agenda

- **1:** Introduce HUD TCTA team
- **2:** Provide overview of the HUD TCTA program
- **3:** Provide examples from other TCTA Plans
- **4:** Discuss City's goals
- **5:** Discuss timeline and next steps

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Introduce HUD TCTA Team

Introduction to TA Team

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HUD TCTA Program Overview

Program Overview

Local governments are eligible for TCTA if they:

- Will be receiving transportation funding
- Want to address housing needs in disadvantaged communities
- Want TA within one of the topic areas: Land Utilization*, Preservation, Regulatory Reform, and Coordination
- Are committed to community engagement

Source: https://www.hudexchange.info/programs/tcta/overview/

Phase 1: Readiness Assessment

- Up to 6 months, concluding by October 2026.
- To identify TA needs and examine existing conditions through
  - site visit,
  - stakeholder interviews, and
  - document review.
- Culminates in development of a TA plan

Phase 2: Technical Assistance Provision

- Up to 12 months, concluding in October 2027.
- Provide capacity building support according to the TA plan.
- TA is co-developed and requires the City's participation, partnership, and capacity building.

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Examples from Other TCTA Plans

EXAMPLE

Sun Prairie, Wisconsin

- **Community Goals:**
  - Strengthen community engagement to support increased densities along transit corridors
  - Promote policies, strategies, and planning that increase housing supply along transit corridors
- **TA Activities:**
  - The City developed a communications and public engagement approach to support housing, transportation, land use, and development priorities, with framework support and best-practice guidance from the TCTA Team.
- **Community Next Steps:**
  - Institutionalizing the communications and engagement approach
  - Leveraging improved engagement capacity to drive outcomes

EXAMPLE

Rockford, Illinois

- **Community Goals:**
  - Convene partners to build a shared vision for the development of a housing strategy framework
  - Address housing needs, including preservation of affordable rental housing
  - Build systems for long-term stakeholder engagement
- **TA Activities:**
  - City identified housing needs and developed a shared housing vision and Housing Strategy Framework, with technical assistance supporting stakeholder engagement and consensus-building
  - City adopted housing strategy framework to create/preserve up to 9,000 units developed by 2035.
- **Community Next Steps:**
  - Advancing implementation of its Housing Strategy Framework by engaging developers and housing partners
  - Convening future meetings of community stakeholder engagement groups
  - Coordinate with working groups to develop policy and program responses to housing needs

EXAMPLE

Bridgeport, Connecticut

- **Community Goals:**
  - Identify sites suitable for redevelopment as housing, especially in Opportunity Zones and near transit nodes
  - Target barriers to expanding housing production & supply
- **TA Activities (in progress):**
  - The City is currently identifying local data sources and developing a framework to analyze and prioritize sites for redevelopment, with TA support regarding GIS and redevelopment best practices.
  - The TA team is currently co-facilitating meetings with the City, the USDOT TCP team, and other relevant stakeholders on the nexus of housing and transit development, with the City gradually assuming full facilitation responsibilities.
  - The City will develop a comprehensive housing redevelopment strategy later in the TA engagement, with TA support to help the City synthesize lessons learned and data gathered earlier in the engagement.
- **Community Actions (planned/anticipated)**
  - Implementing the redevelopment strategy.

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City's Goals Through TCTA

City's goals

- The **Appleton Redevelopment Readiness Initiative (ARRI)** will help the city develop a targeted redevelopment inventory along five major Valley Transit corridors.
- The site inventory will help the city distinguish which sites may be developed without public subsidy and which sites may require the intervention of the ARA, such as site acquisition, remediation, or financing support.

City's Key Objectives

- Develop framework and tools to help analyze sites within corridor plans for redevelopment opportunities;
- Build off of comprehensive plan efforts and gain a stronger understanding of the key factors that influence redevelopment feasibility, such as site conditions, market dynamics, infrastructure needs, and financing tools;
- Apply findings to develop inventory of sites and organize based on feasibility of development;
- Identify funding opportunities (federal, state, and local grant/ financing incentives);
- Identify successful examples and case studies for municipal redevelopment funding sources and lay out framework for implementing similar program options at local level;
- Discuss the Appleton Redevelopment Authority's role in redevelopment opportunities;

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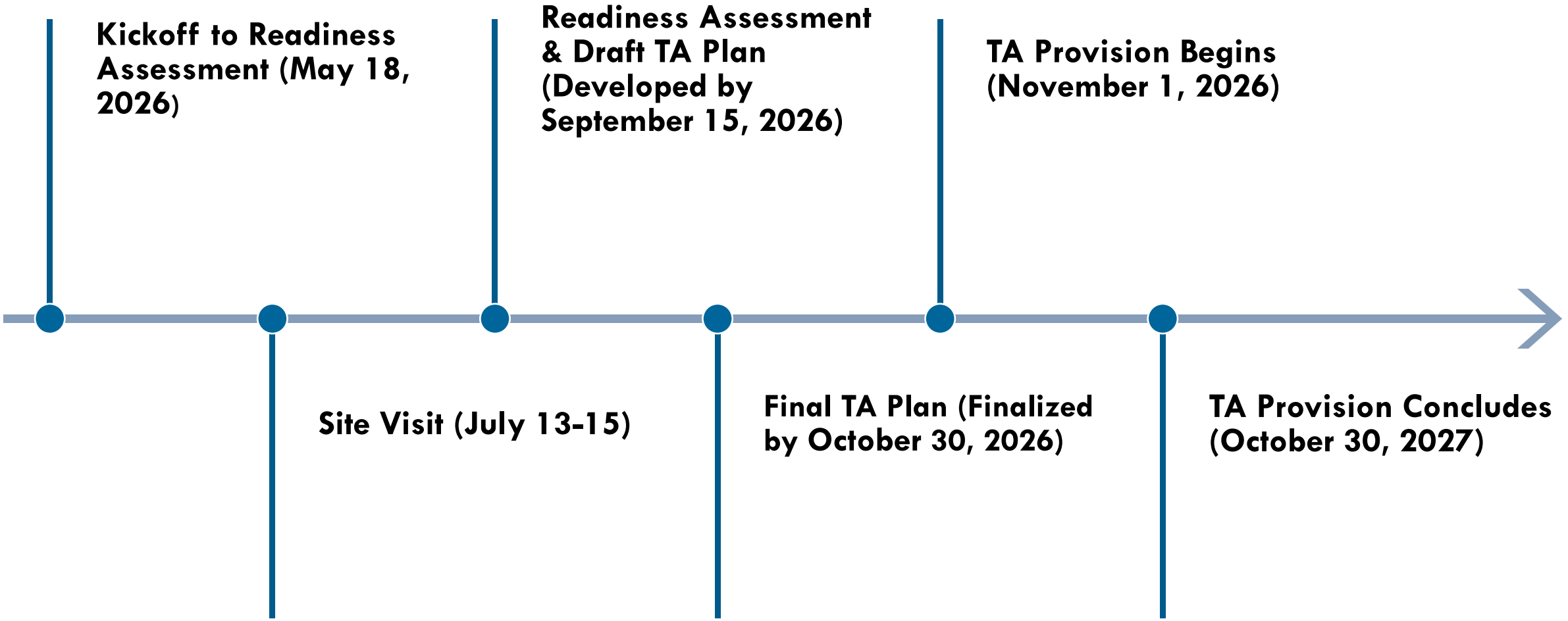
Timeline and Next Steps

Timeline and Next Steps