

A light gray background map of Appleton, Wisconsin, showing a grid of streets and a winding river. The map is semi-transparent, allowing the text to be clearly visible.

# **CITY OF APPLETON COMPREHENSIVE PLAN UPDATE**

January 8, 2025

**SMITHGROUP**

**1** **TIMELINE**

**2** **BRANDING AND ENGAGEMENT EFFORTS**

**3** **WHAT WE'VE HEARD SO FAR**

**4** **NEXT STEPS**

# 1

## TIMELINE

PHASE 1 | UNDERSTAND

PHASE 2 | EXPLORE

PHASE 3 | REALIZE

Sept Oct Nov Dec Jan Feb March April May June July Aug

STAFF

City Staff Calls

PUBLIC

Public Participation Plan

Launch DIY Engagement Kits

- Survey #1
- Online Maps
- Get Involved

Create Website + Socials

Public Launch/ Public Meeting #1

Kick off

PC (virtual)

Public Meeting #2

Alternatives

PC (in person)

PC (virtual)

PC (in person)

- Survey #2

- Alternatives



- Survey #3
- Actions
- Metrics Dashboard

STAKEHOLDERS

Project kickoff + site tour

Advisory Group (AG) #1

Issues/ Opps

AG# 2

Housing

AG# 3

Land Use

AG# 4

AG# 5

AG#6

AG#7

Corridor Focus Group (FG) #1 (virtual)

FG#2

FG#3

# **2** **BRANDING & ENGAGEMENT EFFORTS**

# PROJECT BRAND

## PLAN APPLETON

Project brand was created to provide identity to project and clear communication.

Plan



*Appleton*

The brand incorporates the City of Appleton brand guidelines and utilizes icons to communicate the purpose of the project.

# ADVISORY GROUP MEETINGS

|                              |  Sep. |  Oct. |  Nov. |  Dec. | Jan. | Feb.                            | Mar.           | Apr.         | June                   |
|------------------------------|--|--|--|--|------|---------------------------------|----------------|--------------|------------------------|
| <b>Expected AG Meetings:</b> | Kickoff  | Review Audit Part 1  | 11/19 Public Kickoff   | Review Audit Part 2<br>Housing   |      | Review Audit Part 3<br>Land Use | Draft Part 1   | Draft Part 2 | Final Draft Review     |
| <b>Public Touchpoints</b>    |  | Share outreach options!  | Share outreach options!  | Share outreach options!  |      |                                 | Join Workshop! |              | Public vet final draft |

# STAKEHOLDER MEETINGS TO DATE

Held a virtual call for each subarea focus group to discuss issues and opportunities with various stakeholders of the subareas.

Meet with underrepresented advocacy groups, faith-based groups, and housing advocates.

Meeting with various Alderpersons to discuss urban and suburban development opportunities in the City.

SmithGroup met with Department of Public Works and Park and Recreation Department to discuss on going efforts.

SmithGroup met with Mayor Woodford to discuss priorities and goals for the City as a whole.

Bi-weekly meetings with Community Development Team.

Presented project overview to Appleton Redevelopment Authority.

Joined Alderperson Jones to discuss the project with Lindwood Community.

Presented an overview of the project at the quarterly neighborhood meeting.

Provided an overview of the importance to get involved with Town Makers group.



# PROJECT WEBSITE

WWW.PLANAPPLETON.ORG

- Learn about the Plan
- Community Overview
- Get Involved
- Learn about the Subareas
- Follow Plan Progress
- Provide Feedback

## Get Involved

Take the public launch survey now!

The survey will be available until the end of January, 2025.

[Appleton Public Launch Survey.](#)

Take Survey

[Appleton Public Launch Survey\\_\(Hmong/Hmoob\)](#)

Take Survey

[Appleton Public Launch Survey\\_\(Spanish/Español\)](#)

Take Survey

[Appleton Public Launch Survey\\_\(Swahili/Kiswahili\)](#)

Take Survey

## Speak out on the subareas

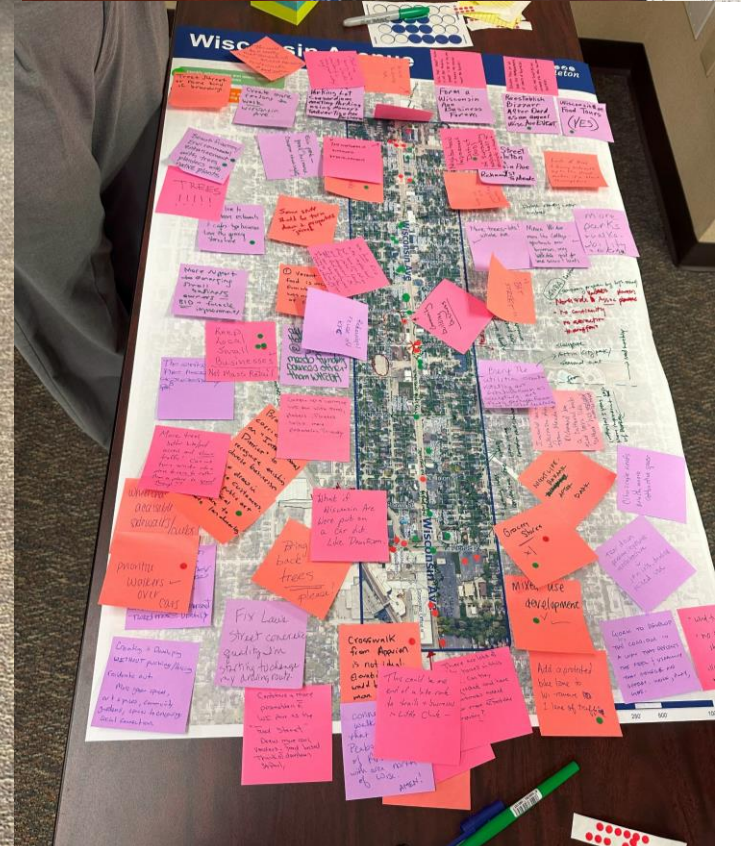
We value your input in shaping the future of Appleton!



# PUBLIC LAUNCH – OPEN HOUSE

NOVEMBER 19<sup>TH</sup>, 2024

- Open House to ask the public to provide input on vision, plan priorities, housing choice, housing location, and opportunities and challenges in the subareas.
- The event was advertised on social media, flyers, and email.





# PUBLIC LAUNCH – DIY ENGAGEMENT & SURVEY

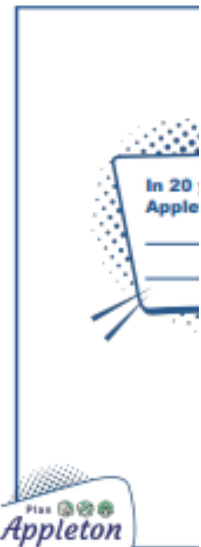
ENDING JANUARY 31, 2025

## Dream Together Plan Priorities

Help us create a shared vision by filling in the blank.

- Economy**  
There are good job opportunities for community members that afford living in Appleton.
- Transportation**  
Community members can get resources across Appleton or walking.
- City Services**  
Appleton provides timely services to meet residents' needs as water, waste, and public safety.

Are you more of a visual learner? Draw your ideas.



## Help with Housing

A real estate market analysis, our Plan, identified a need for 3,000 new homes. 67% of Appleton's homes are owned by people of diverse ages, backgrounds, and needs. This includes...

- Students or young professionals** getting started in their life, who may have grown up or studied here and want to stay.
- Veterans or seniors** who may desire a community of support.

Tell us the top 3 housing types that you would like to see in Appleton.



## Help with Housing

We are asking you as a City. Your team has four options to choose from. We are looking for your input on these options.

- Downtown
- Along Major Roadways

Please share why.

## Speak Out on our Subareas

Plan Appleton will look at three key subareas. What opportunities and challenges do you see in these spaces?

South Oneida Street from the Fox River to E Calumet St



Wisconsin Avenue from N Richmond St to N Meade St



Richmond Street from Northland Ave to Glendale Ave / Northland Avenue from Mason St to Richmond St



- Open house engagement was formatted into a survey and DIY engagement toolkit.
- This will allow for those who could not attend the open house to provide their input.



# FALL ENGAGEMENT TO DATE

Public Open House with

# 150+

in-person visitors

Online survey and  
Meeting in a Box  
printable toolkit launched

# 5,490

website visits since the  
September launch



# 3

 corridor  
brainstorm calls  
focusing on...

- Wisconsin Ave
- Richmond St
- Oneida St

# 3

 focus group  
meetings held  
with...

- Underrepresented  
advocacy groups
- Faith-based groups
- Housing advocates

**3**

**WHAT WE'VE  
HEARD SO  
FAR**

**ADVISORY GROUP MEETING:  
EXISTING ISSUES &  
OPPORTUNITIES AUDIT**

# AREAS OF ALIGNMENT

## HOUSING AND NEIGHBORHOODS

### Affordable Housing

There needs to be a shared understanding of **what “affordable” means for Appleton** and community education about the options available to make housing options that are more affordable.

## AG | NAT | HIS | CUL RESOURCES | HOUSING AND NEIGHBORHOODS

### Diversity

Community members mentioned multiple times the need to create a **culture of community involvement and community pride**. They mentioned this as a key part of safety, culture, and the economy. They mentioned assets such as community events, parks, etc. could be ways for residents to build social connections with others.

## HOUSING AND NEIGHBORHOODS

### Mix of Housing Types

There needs to be a change in public perception about having **alternatives to single-family housing** to meet the needs of all residents throughout their lifetimes.

## AG | NAT | HIS | CUL RESOURCES

### Environment and Sustainability

Resiliency and sustainability in future development is important, but there isn't much interest from the AG in making it a requirement. Instead several mentioned removing restrictions, **allowing it to be a choice**, and educating about opportunities and incentives that already exist.

## TRANSPORTATION

### Street Repairs and Maintenance

Almost all that the city should prioritize funding for street repairs and maintenance.

## TRANSPORTATION

### Rail Safety and Noise

Agree that the city is doing well with rail safety and noise and should continue/monitor progress.

## HOUSING AND NEIGHBORHOODS | UTILITIES AND COMMUNITY FACILITIES

### Safety and Crime

Agree that the city has **strong partnerships** with neighborhood watch groups and associations that should continue.



# AREAS OF DIFFERING VIEWPOINTS

**HOUSING AND NEIGHBORHOODS |  
ECONOMIC DEVELOPMENT | LAND USE**

## Multiple

People agree that there needs to be housing across incomes and lifestyle needs available in the city but are not aligned in how to get there.

They also agree that redevelopment of blighted and vacant properties should be a priority, but aren't aligned on if that should be a role for the city or developers.

**HOUSING AND NEIGHBORHOODS |  
ECONOMIC DEVELOPMENT | LAND USE**

## Multiple

People agree that there are housing types missing that would be beneficial in neighborhoods.

**HOUSING AND NEIGHBORHOODS**

## Multiple

What is the role of government in getting housing built?

**HOUSING AND NEIGHBORHOODS**

## Multiple

What housing types are missing? Where?

**PARKS AND RECREATION**

## The Fox River

There was a wide array of responses here, with anything from just maintain the space to connect to the trail network to it needs a new park plan...

**TRANSPORTATION**

## Parking

What is the role of government in parking?

**HOUSING AND NEIGHBORHOODS**

## Safety and Crime

People overwhelmingly agreed that this was an area of importance and mentioned the strength of existing outreach and neighborhood programs in creating a sense of safety. There were several other aspects of safety mentioned like...

- Traffic safety and crossings
- Lighting
- Social connection and inclusion
- Perception vs reality
- Privilege

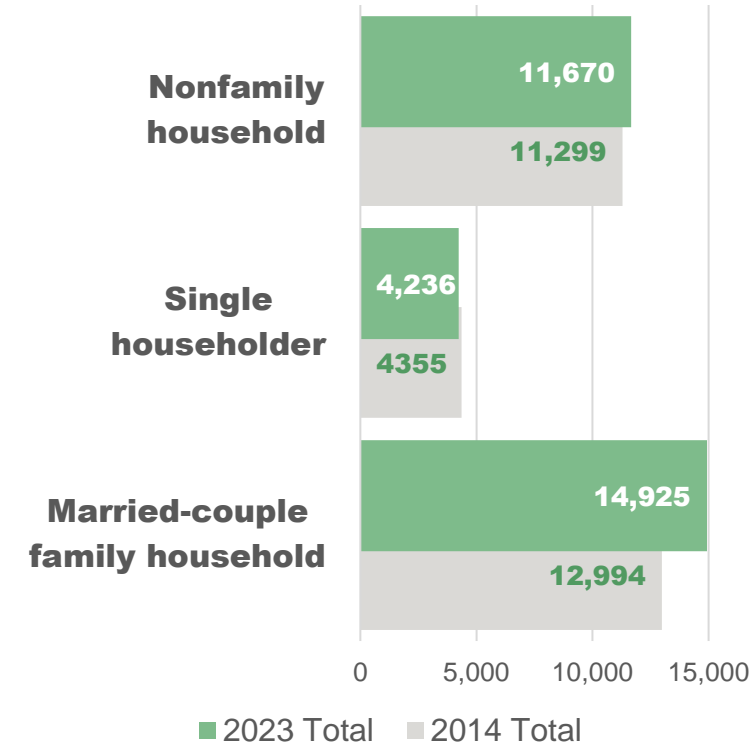


**ADVISORY GROUP MEETING:  
PRELIMINARY HOUSING DATA**

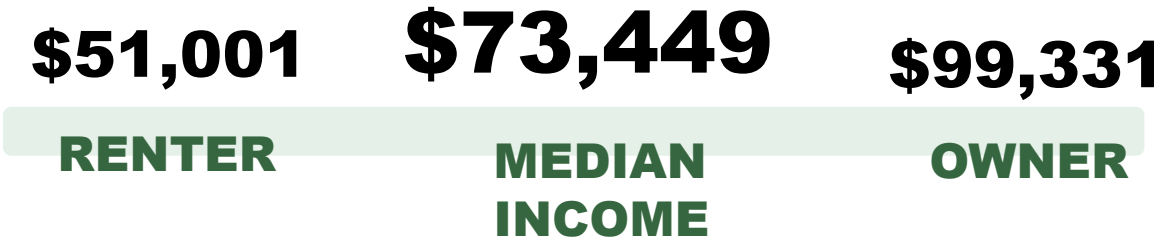
# POPULATION SUMMARY

## KEY TAKEAWAYS ABOUT APPLETON'S PEOPLE

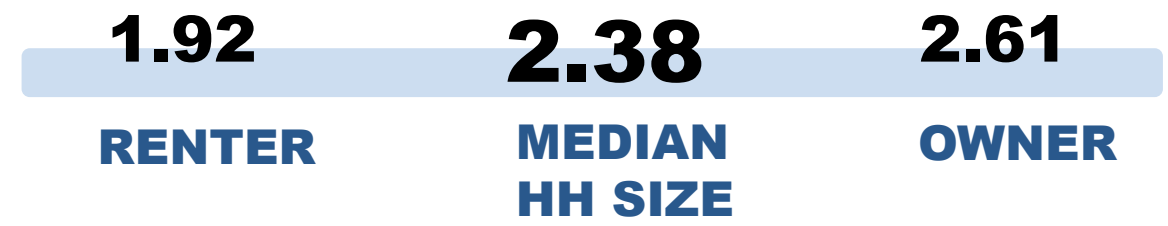
Appleton's household types are shifting to more couple and non-family households.



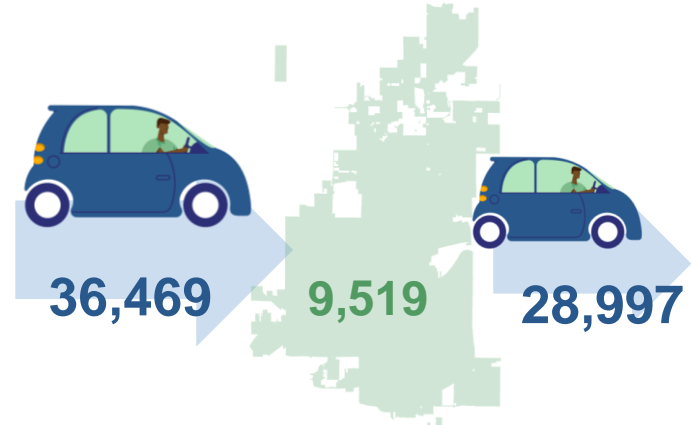
Ownership households are larger and on average make more than renter households.



Household sizes are different showing a need of different housing sizes and price points.



Of the 45,988 jobs in the city, only 9,519 are to Appleton residents.



2022, Inflow/Outflow Analysis, US Census

What if Appleton were to provide more homes for these commuters who live outside of the city?

Source: 2023 American Community Survey (1 yr estimates S1101, ), Zillow Housing Reports, City of Appleton Zoning

# APPLETON HOUSING



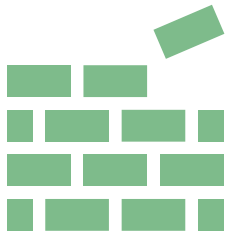
**31,947**  
TOTAL HOMES



**67%**  
OWNERSHIP



**53%**  
LAND ZONED  
RESIDENTIAL



**64%**  
BUILT BEFORE  
1970



**\$1,200**  
MEDIAN RENT



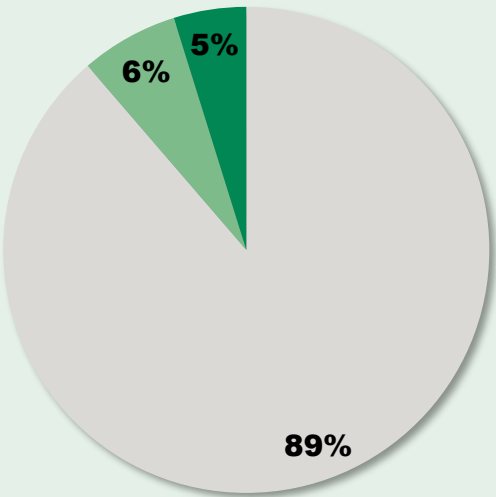
**\$283,267**  
MEDIAN LIST  
PRICE

Source: 2023 American Community Survey (1 yr estimates B25032, B25034), Zillow Housing Reports, City of Appleton Zoning

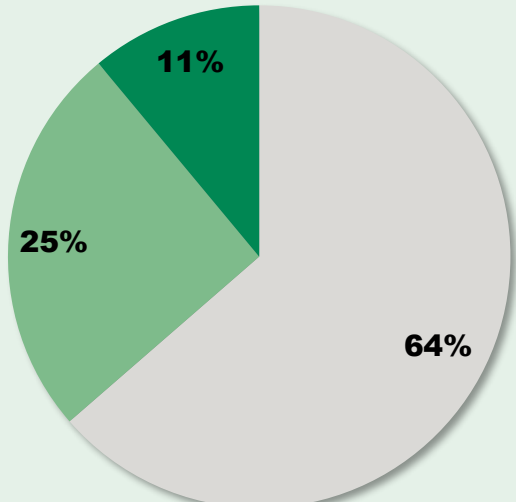
# AFFORDABILITY OVERVIEW

About 1 in 3 rentals are unaffordable. In comparison 1 in 10 ownership units are considered unaffordable.

Owner Affordability

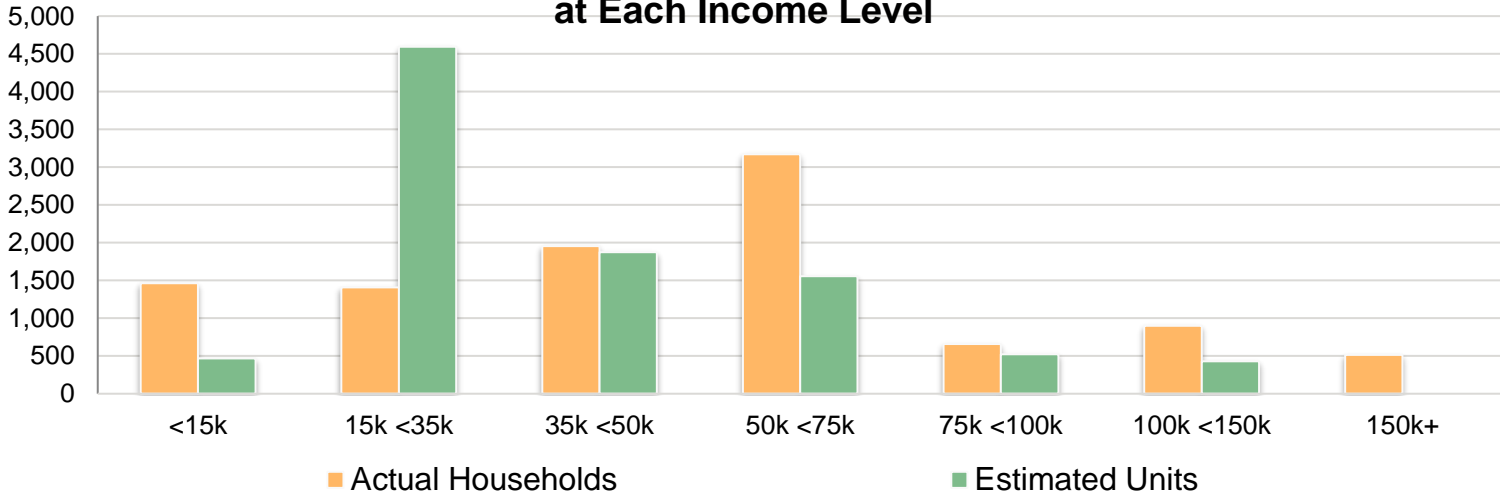


Rental Affordability

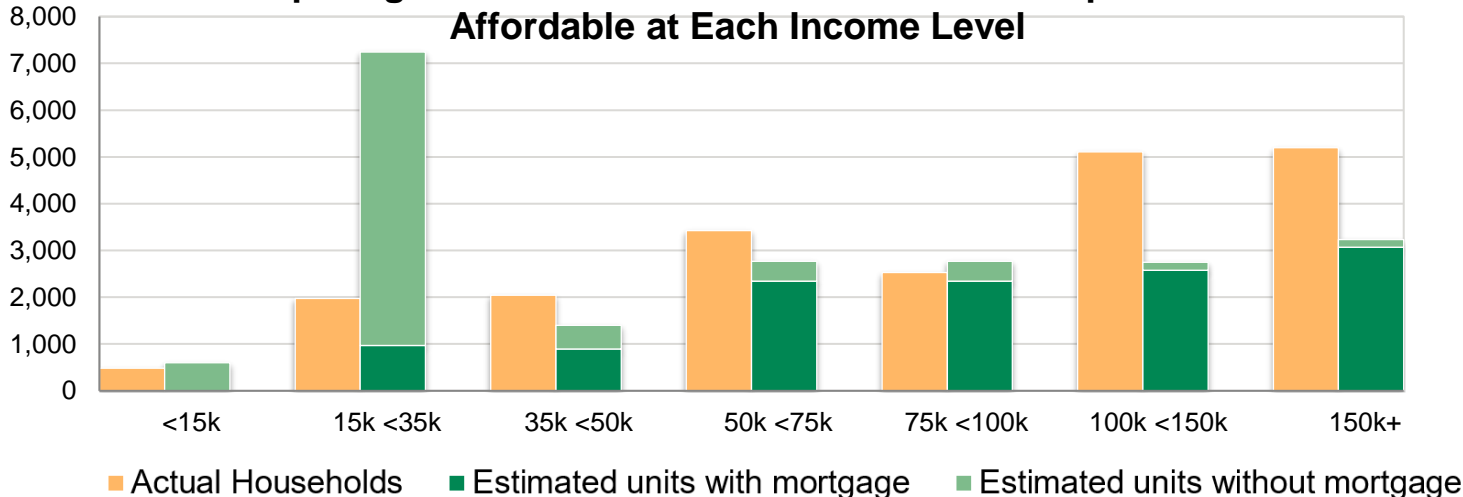


■ Affordable   
 ■ Unaffordable   
 ■ Severely Unaffordable

Comparing Rental Household Incomes with Occupied Units Affordable at Each Income Level



Comparing Owner Household Incomes with Occupied Units Affordable at Each Income Level



# **PUBLIC LAUNCH: OPEN HOUSE**

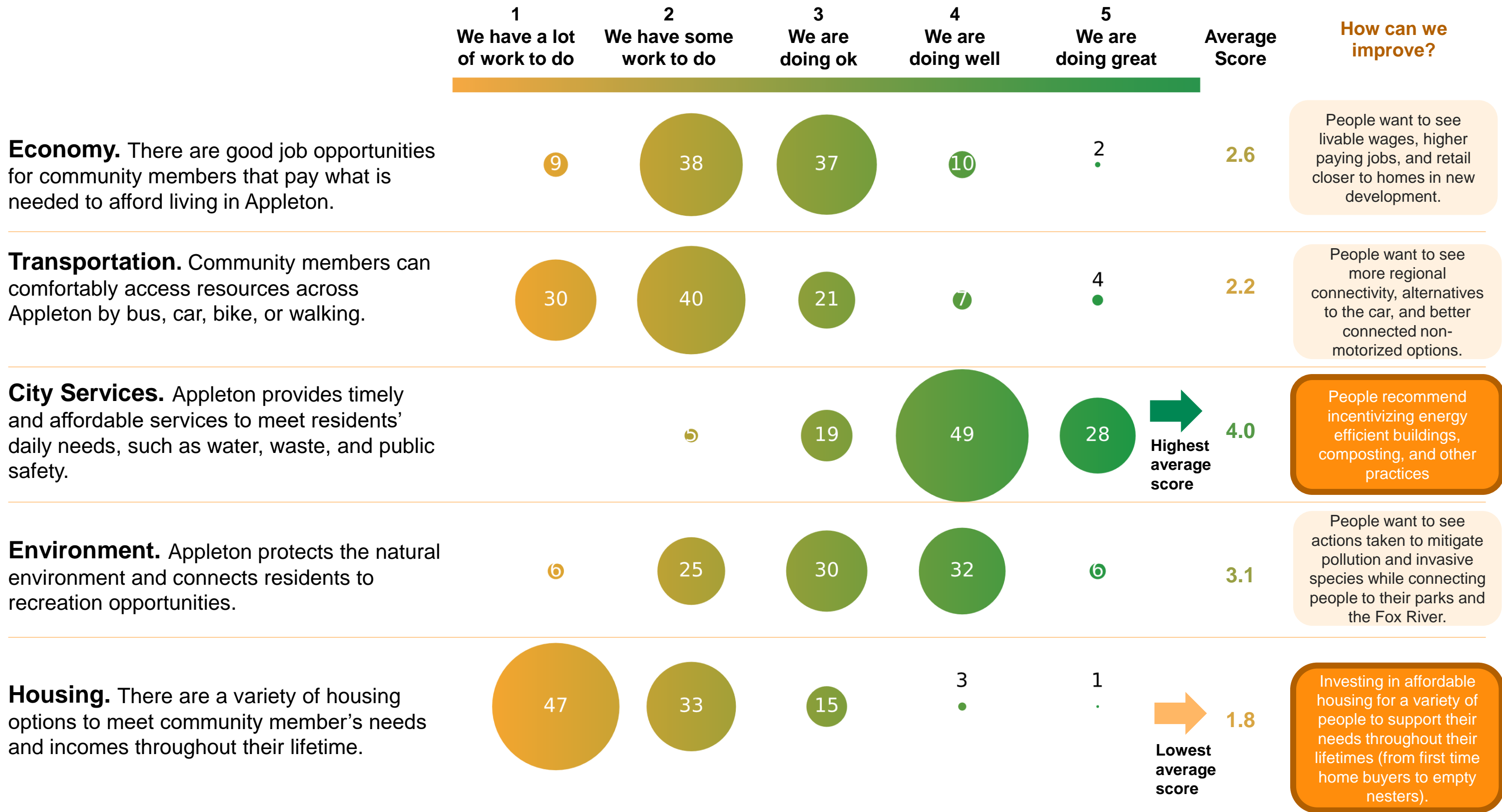
# WHAT WE HEARD COMMUNITY VISION

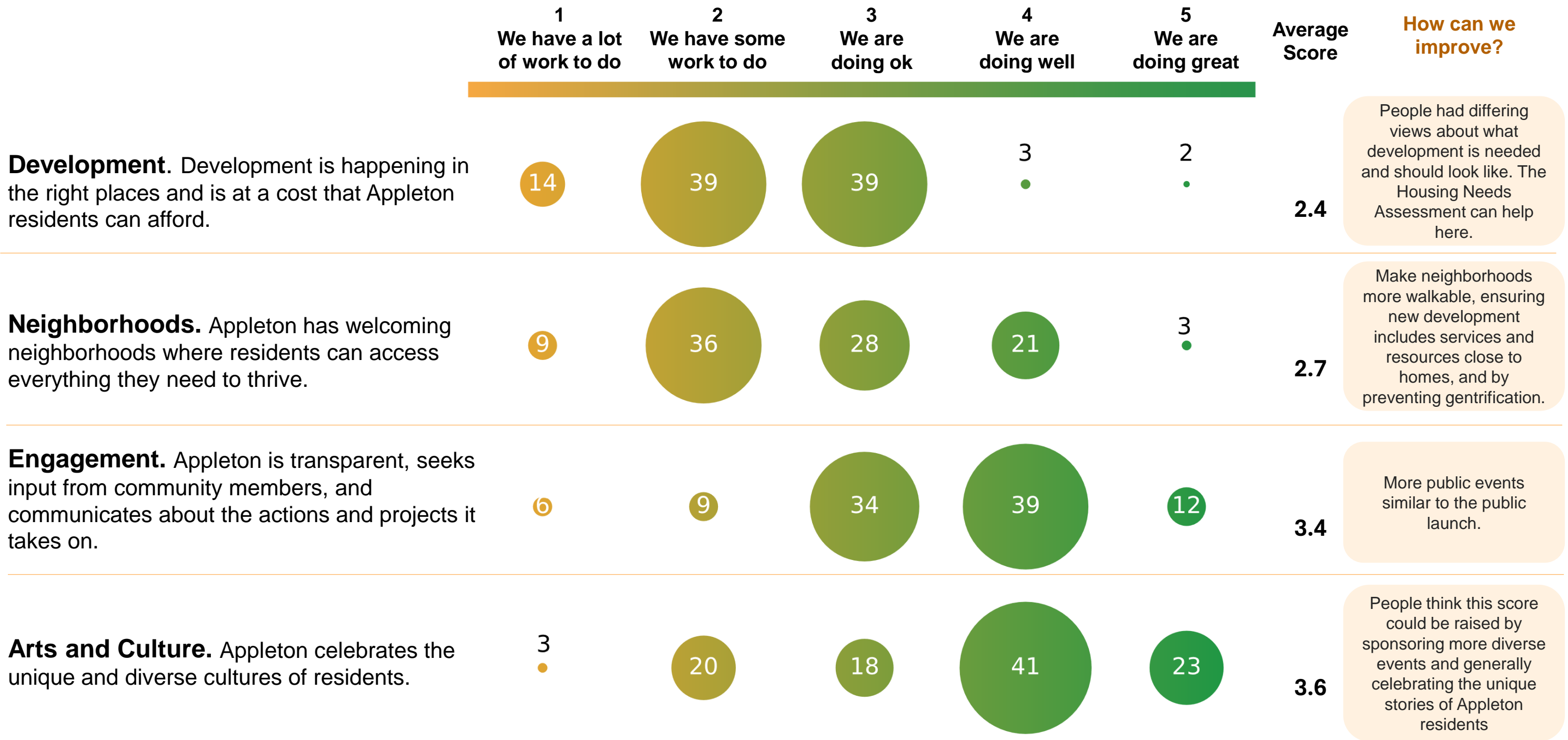
## TOP IDEAS

|                                   |   |     |
|-----------------------------------|---|-----|
| <b>Community</b>                  | Focuses on inclusivity, belonging, and fostering strong social connections.     | 25% |
| <b>Mobility</b>                   | Envisions better transportation options, bike routes, trails, and mass transit. | 16% |
| <b>Housing and Infrastructure</b> | Highlights affordability, walkability, safety, and repurposing urban spaces.    | 14% |
| <b>Environment</b>                | Aims for sustainability through clean air, green energy, and biodiversity.      | 13% |
| <b>Family and Lifestyle</b>       | Centers on creating family-friendly, toddler-friendly, and enjoyable spaces.    | 13% |
| <b>Culture</b>                    | Promotes arts, welcoming communities, and being a model mid-sized city.         | 11% |
| <b>Governance and Prosperity</b>  | Focuses on fiscal responsibility, heritage preservation, and economic growth.   | 9%  |



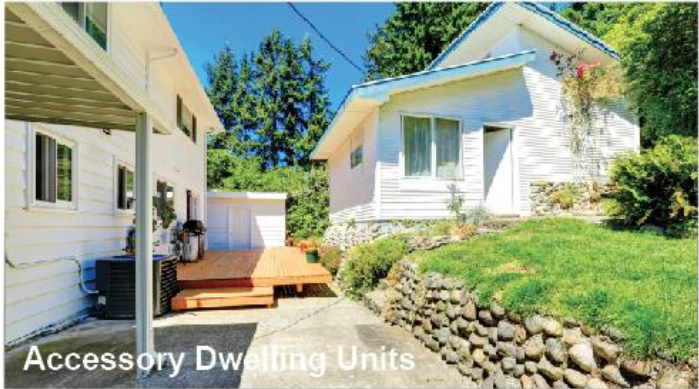
\*Percentages represent the percent of total responses from the 11/19 public launch related to these top ideas. Keep in mind that there are categories not listed and that people could have provided answers that relate to multiple categories, so the percentages will **not** add up to 100%.







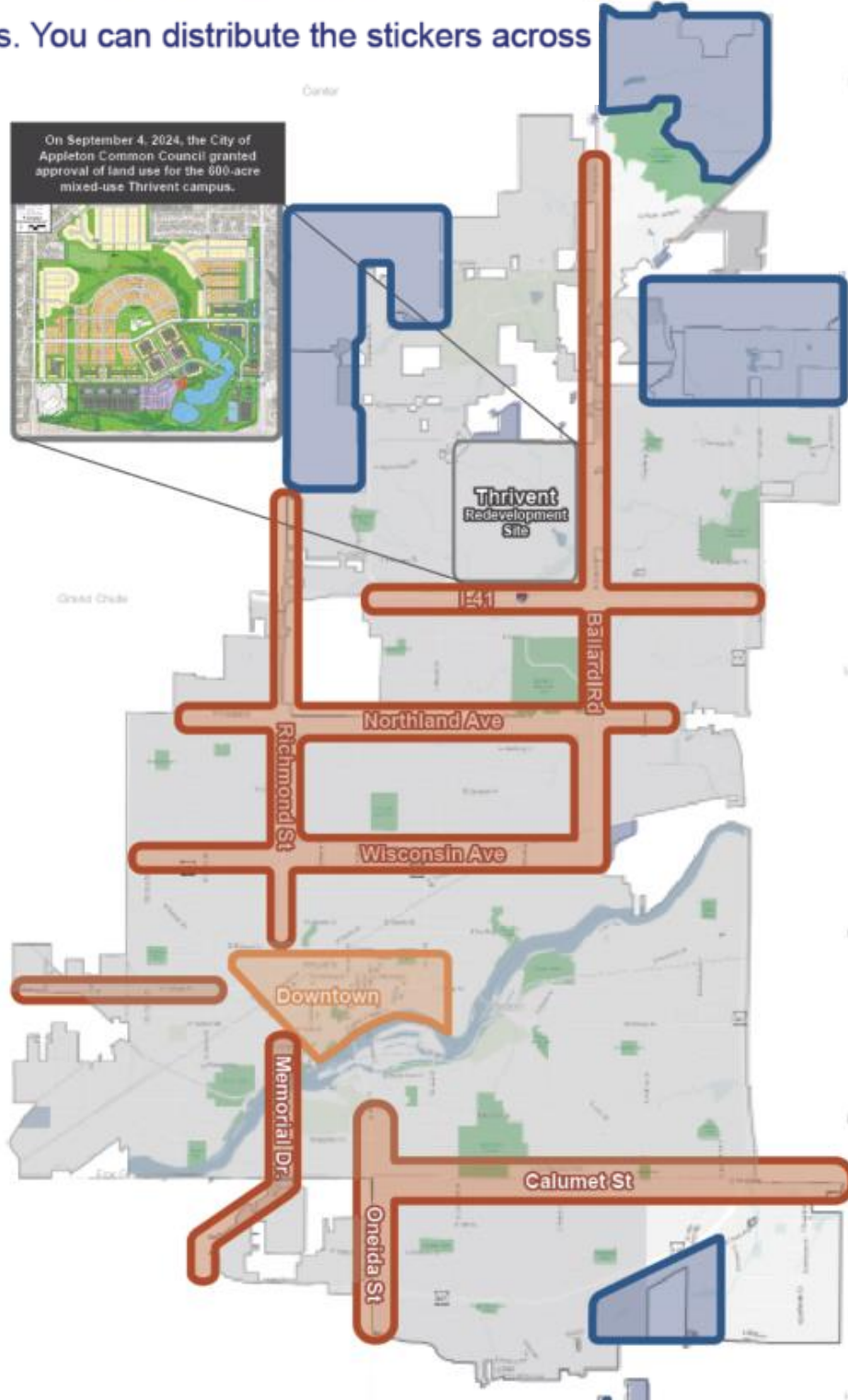
# WHAT WE HEARD HOUSING TYPES TO FILL THE GAP





# WHAT WE HEARD WHERE SHOULD MORE HOUSING BE ADDED?

Take up to 4 voting stickers to place your preferences. You can distribute the stickers across the 4 buckets or concentrate them under 1 or 2 items.



## COMMENTS

For new developments at the city edges, please make the neighborhoods walkable with restaurants, grocery, retail, etc.

More housing along major roadways would be great but would require slowing traffic and changing traffic patterns

We need affordable housing intermixed with market rate. We need less economic segregation.

## CRITICAL COMMENTS

"Government getting out of the way."

Better design standards to improve "monolithic" and "blocky" design downtown.

# **STAKEHOLDER INTERVIEWS**

# WHAT WE HEARD FROM OUR STAKEHOLDERS



## STAKEHOLDER GROUPS

- Underrepresented Community
- Housing
- Faith Communities

## HOUSING

### Housing Affordability & Supply Constraints

- More affordable and mixed-income housing
- Repurpose unused buildings for housing and community services
- Rising costs for land and house.
- Need for higher renter assistance

### Funding Gaps & Labor

- The groups explored land trust models, cooperative housing, incubator businesses
- Funding gaps and changing scoring criteria for WHEDA
- Provide childcare for young families
- Significant labor shortages across the construction industry.

### Regulatory Issues

- Habitat is serving 40 -80% AMI instead of 30% with current market
- Need a system to connect landlords, tenants
- Slow entitlement and review process
- The city should be proactive about infill, engage the developers upfront

# RISING HOUSING COSTS

## FROM STAKEHOLDER INTERVIEWS



### Private sector

- Can't build affordable, has to be subsidized
- Most vulnerable are hit the hardest
- Underbuilding for 10 years (1/4 of what we need)
- Labor costs
- Inflation



Costs for land and houses to rehab has grown exponentially, competition in the market



No housing stock at 30% AMI affordability level



Security deposit, first and last month's rent is huge gap in cash for most renters

# 4 NEXT STEPS

# HOW CAN YOU HELP SPREAD THE WORD?

## Share invite for online survey & website

- Share City's social media posts about the project.
- Share the Mayor's Video on your online platforms about why it is important to get involved.
- Take cards with website to share with stakeholders.
- Ask an organizations that you are apart of to share the website in newsletter.

## Take a DIY kit to a meeting

- Block clubs/neighborhood associations
- Rotary/other service orgs
- Places of worship
- Arts and culture organizations
- Schools
- Mommy & Me