



# Appleton Redevelopment Authority: Next Steps

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# Thank You for Your Work on These Recent Projects!

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## BUSINESS ENHANCEMENT GRANTS

- \$19,733.84 remaining in ARA BEG fund
  - ~2.8 \$7,000 grants left
- \$160,266.16 of ARA funds have been committed/spent
- \$797,739.64 invested by business owners for exterior building improvements with this program
- 27 grants have been awarded since 2020

## TRANSIT CENTER PROJECT

- ARA helped assemble the site for the Transit Center project, this land was transferred last year
- The project has finally received its BUILD/RAISE grant and is moving forward
- Construction is expected to begin in 2027
- Currently finalizing negotiations with developer

# Overview of Steps Needed for ARA Action

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At the last ARA meeting, the group requested in the future that we discuss, “how to identify property to potentially include in a redevelopment plan (ARPs)”



Staff is now back with a strategy on next steps

## Recap on Last Time We Met

# HUD Thriving Communities Technical Assistance

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- City received the Better Utilizing Investments to Leverage Development (BUILD) Grant for the Transit Center Redevelopment Project
  - Unlocked Thriving Communities Technical Assistance to help support coordination and integration of transportation and housing in infrastructure planning and implementation
- Staff has named this effort the Appleton Redevelopment Readiness Initiative (ARRI)
- Will work with ABT Global and HUD to help identify sites within our corridor plans:
  - Create an inventory of sites for potential redevelopment
  - Establish a tool to build the inventory long-term
- Intend to utilize tool to create ARPs (Step 1 for ARA action) to then focus on acquisition or other action in those areas

# Areas of Interest

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Northland  
Avenue &  
Richmond Street

South Oneida  
Street

Wisconsin  
Avenue

College North  
Neighborhood

West College  
Avenue  
“A New Avenue”

Additional details on the corridor plans can be found at the following [link](#).

# ARRI- Draft Key Objectives



- Develop framework and tools to help analyze sites within corridor plans for redevelopment opportunities;
- Build on 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 external 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;
- **Evaluate the Appleton Redevelopment Authority's role in public redevelopment opportunities;**
- Help facilitate intentional redevelopment within corridor plans to connect Valley Transit lines with areas of quality housing, neighborhood commercial amenities, and economic opportunities for residents and businesses.

# Goals & Next Steps of ARRI Program

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Analyze properties in the corridors and develop a tool for identifying sites needing intervention



Tool would be utilized long-term to continue to expand the inventory of redevelopment opportunity sites



Inventory will be used to apply for funding opportunities related to redevelopment and guide the ARA when establishing ARPs

# Community Development Block Grant Funds

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## Exploring ARA Ability to Pursue CDBG Funds:

- Requires an update to the City's CDBG Policy
  - Allow ARA to be a regular recipient of CDBG funds
- Funding available on an annual basis

## CDBG Eligible Activities Relevant to ARA:

- Acquisition & Disposition
- Demolition & Clearance
- Public Facilities Improvements
- Economic Development
- Rehabilitation of Private Properties
- Planning & Capacity Building

## Activity Must Tie to a National Objective:

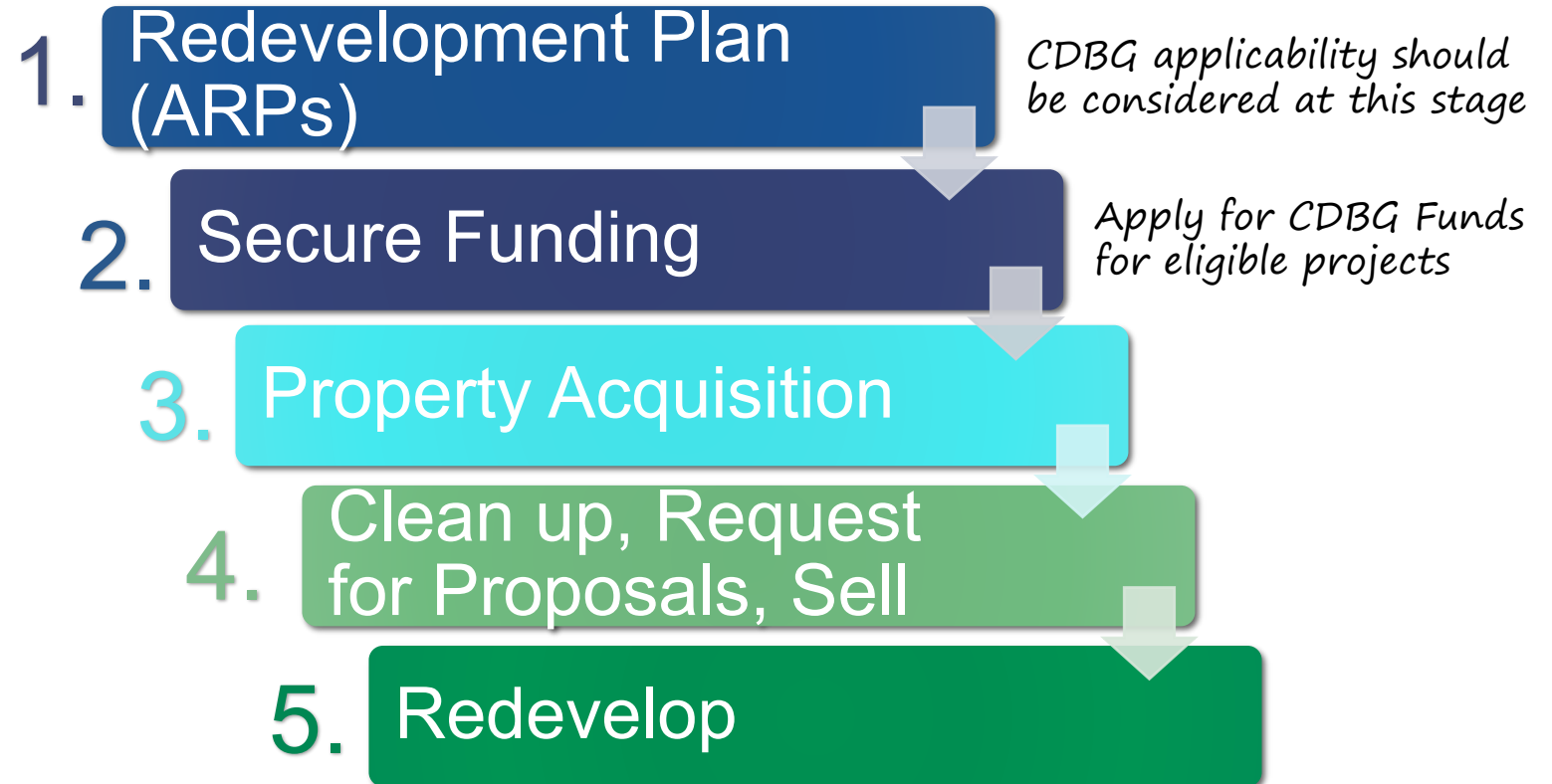
- Benefitting Low & Moderate Income Persons
- Preventing or Eliminating Slum & Blight
- Urgent Need

# CDBG Key Considerations

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- Determine eligibility of CDBG funds during the ARP process

- **Not every ARA action will be eligible for CDBG funds**
- Eligibility will be highly dependent on the location, existing conditions, and activities taking place
- CDBG funds can be used to assist planning efforts



# Upcoming Behind the Scenes Work

## ARRI work (12-18 months)

- Site visit this summer with ABT Global
- Evaluate properties and develop inventory and tool(s) to guide ARA's role
  - Focus ARPs on properties that are not easily developable by the market

## Review and amend policies to provide more opportunity for ARA

- Staff will evaluate the existing policies and programs for opportunities to aid ARA's mission
  - CDBG/ BEG/ etc.

## Consider funding opportunities

- Investigate replenishing BEG funds
- Research grant opportunities
- Future CDBG allocation to ARA