



**STATE OF THE DOWNTOWN AND
TAX INCREMENTAL FINANCING –
LEAGUE OF WOMEN VOTERS FORUM –
OCTOBER 16, 2017**



Welcome

Karen Harkness, Director of Community & Economic Development

www.appleton.org





City of Appleton

Comprehensive Plan 2010-2030

www.appleton.org



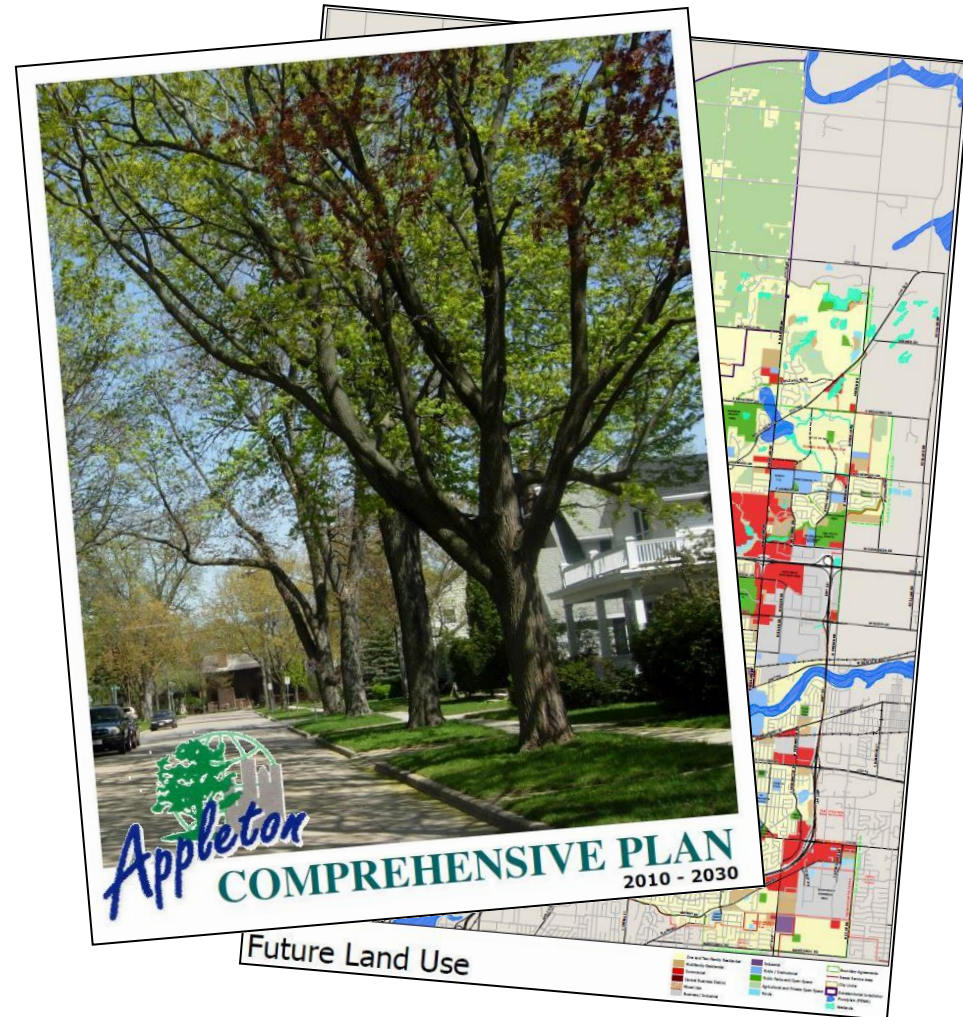


Community & Economic Development Department

OVERVIEW

Background

- Establishes a vision for future land use, physical development, and quality of life in the City and provides a comprehensive set of goals, policies, and initiatives to achieve that vision.
- Covers various topics, including:
 - Housing
 - Transportation
 - Economic Development
 - Land Use
 - Parks and Recreation



“...meeting community needs...enhancing quality of life.”

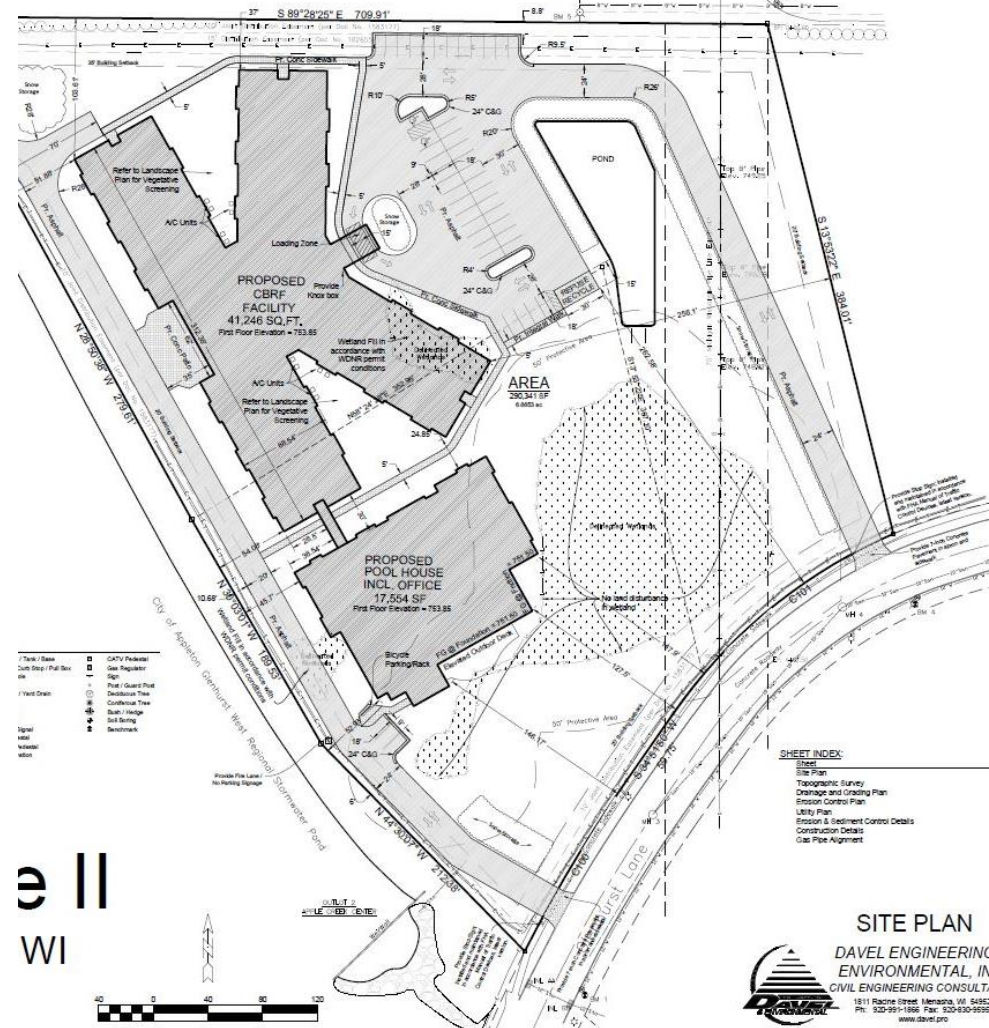


Community & Economic Development Department

OVERVIEW

How is the Comp Plan Used?

- Provide guidance on private and public development
 - Review of rezonings, annexations, special use permits, subdivision plats, etc.
- Guide capital improvement projects, such as streets and parks
- Encourage future City-led efforts, studies, etc.
- Engages with every City department and many other partners



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Community & Economic Development Department

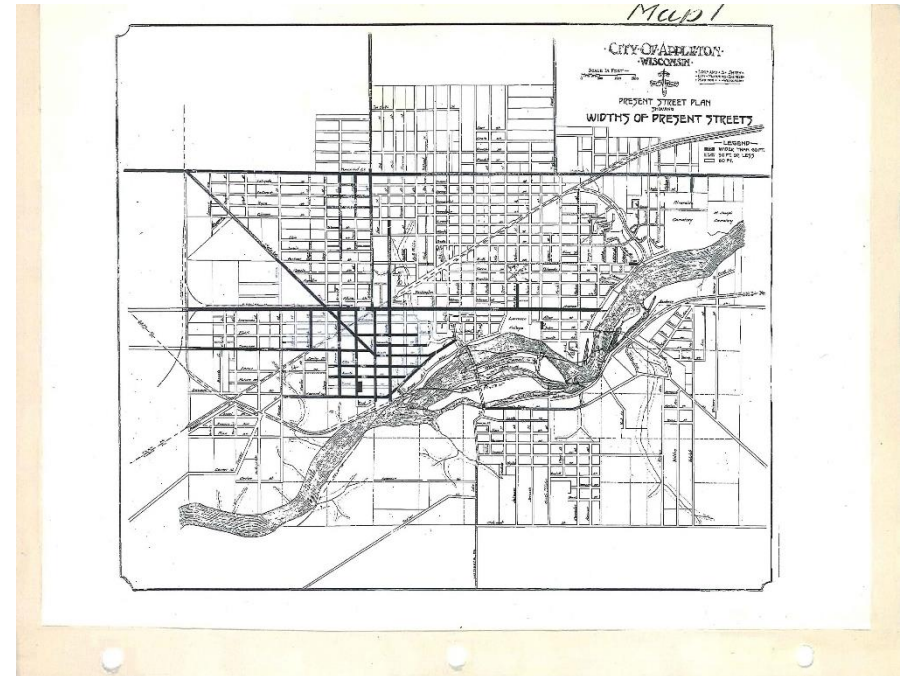
OVERVIEW

History

- City planning has a long history in Appleton (first City Plan in 1922)

Wisconsin Smart Growth Legislation

- Statute requires that zoning ordinances and subdivision ordinances be consistent with an adopted comprehensive plan
- Requires comprehensive plans be updated no less than once every 10 years



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RECENT UPDATE

Comprehensive Plan Update / Downtown Plan Rewrite

- Emphasis on public participation
 - Steering Committee and Sub-Committee Meetings
 - Issues & Opportunities Workshops
 - Downtown Design Workshops
 - Online Survey
 - Draft Open House
 - Project Website and Interactive Map:

www.envisionappleton.org



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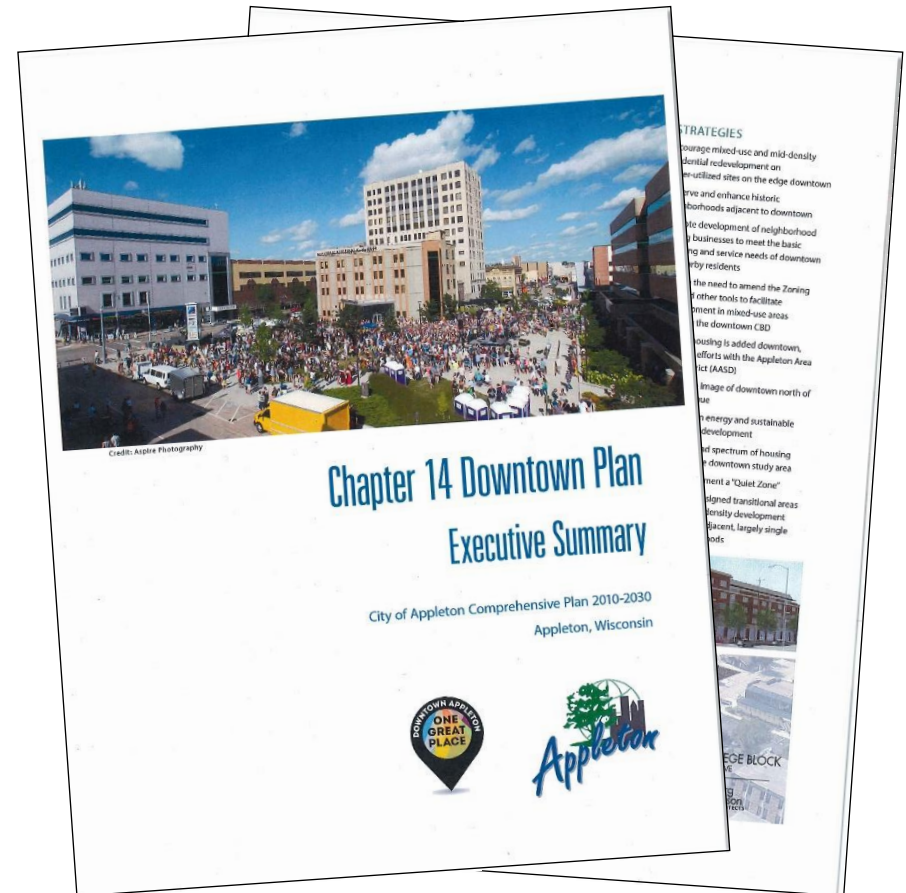


Community & Economic Development Department

RECENT UPDATE

Comprehensive Plan Update / Downtown Plan Rewrite

- Examined the existing document and incorporated new ideas, trends, and community feedback
- Unanimously approved by Common Council on March 15, 2017
- More information online:
www.envisionappleton.org



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Community & Economic Development Department

COMPREHENSIVE PLAN

Chapter 5: Housing & Neighborhoods

- Goal – Appleton will provide a variety of rental and ownership housing choices in a range of prices affordable to community residents, and ensure that existing housing is adequately maintained in terms of physical quality and market viability.
- *OBJECTIVE 5.3: Provide a range of housing options that meet the needs and appeal to all segments of the community and allows residents to age in place.*



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Community & Economic Development Department

COMPREHENSIVE PLAN

Chapter 6: Transportation

- Goal – Appleton will support a comprehensive transportation network that provides viable options for pedestrian, bicycle, highway, rail, and air transportation, both locally and within the region.
- *OBJECTIVE 6.3: Create an environment that is safe and conducive to walking and bicycling throughout the entire city.*



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COMPREHENSIVE PLAN

Chapter 7: Utilities & Community Facilities

- Goal – Appleton will provide excellent public utility and community services at a reasonable cost, and will work with private utility companies to ensure quality service delivery.
- *OBJECTIVE 7.8: Support creation of a new or remodeled library downtown, which will significantly contribute to the arts and culture of downtown Appleton.*
- *OBJECTIVE 7.10: Continue to coordinate, partner and collaborate with educational institutions to support access for all to education*



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Community & Economic Development Department

COMPREHENSIVE PLAN

Chapter 8: Agriculture, Natural, Historic & Cultural Resources

- Goal – Appleton will continue to protect and enhance its environmental quality and important natural resources, preserve historic sites, and support cultural opportunities for community residents.
- *OBJECTIVE 8.4: Support the organizations, events, and venues that make Appleton the arts and cultural center of the Fox Cities.*



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COMPREHENSIVE PLAN

Chapter 9: Economic Development

- Goal – Appleton will pursue economic development that retains and attracts talented people, brings good jobs to the area, and supports the vitality of its industrial areas, downtown, and neighborhood business districts.
- *OBJECTIVE 9.2: Grow Appleton's business community through recruitment, expansion, and retention programs that ensure a diverse business mix and jobs that pay well.*



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COMPREHENSIVE PLAN

Chapter 18: Park & Recreation Master Plan

- Goal – Appleton will provide a variety of parks and recreational programs to fulfill its mission: “Building communities and enriching lives where we live, work and play.”
- *OBJECTIVE 18.5: Expand and develop additional park and recreational facilities along the Fox River.*



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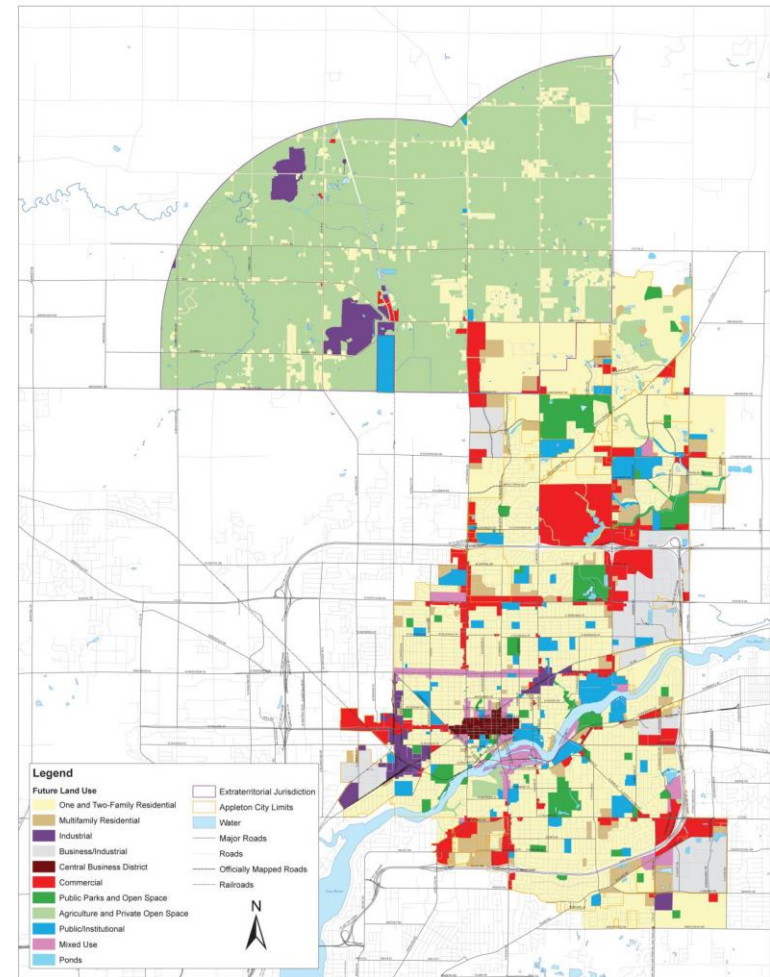
Community & Economic Development Department

COMPREHENSIVE PLAN

Chapter 10: Land Use

- Goal – Appleton will continue to provide opportunities for residential, commercial, and industrial growth, including appropriate redevelopment sites within the downtown and existing neighborhoods, and greenfield development sites at the City's edge.
- *OBJECTIVE 10.2: Encourage redevelopment to meet the demand for a significant share of future growth, and to enhance the quality of existing neighborhoods.*

City of Appleton Proposed Future Land Use



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COMPREHENSIVE PLAN

Chapter 14: Downtown Plan

Vision Statement:

Downtown Appleton is a great American urban neighborhood and employment center with world class arts and entertainment



Figure 1 Perspective of conceptual redevelopment of 300 block of E. College Ave. Vantage point is looking southwest toward the Fox River from the corner of N. Drew Street and E. Washington Street.



MissingMiddleHousing.com is powered by Opticos Design.
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COMPREHENSIVE PLAN

Chapter 14: Downtown Plan - Initiatives

- **#1 Urban Form & Design** – create an identity and improve the appearance of downtown
- **#2 Tourism/Arts/Entertainment/Education** – develop cultural attractions and promote travel to the downtown by residents and visitors
- **#3 Neighborhood & Residential Development** – foster new residential development and create healthy neighborhoods surrounding the downtown

VIEW FROM LIBRARY TO CITY CENTER



Figure 39 Sketch from May Design Workshop showing new mixed use development concept where Blue Ramp currently exists. View is from transit center looking south.



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COMPREHENSIVE PLAN

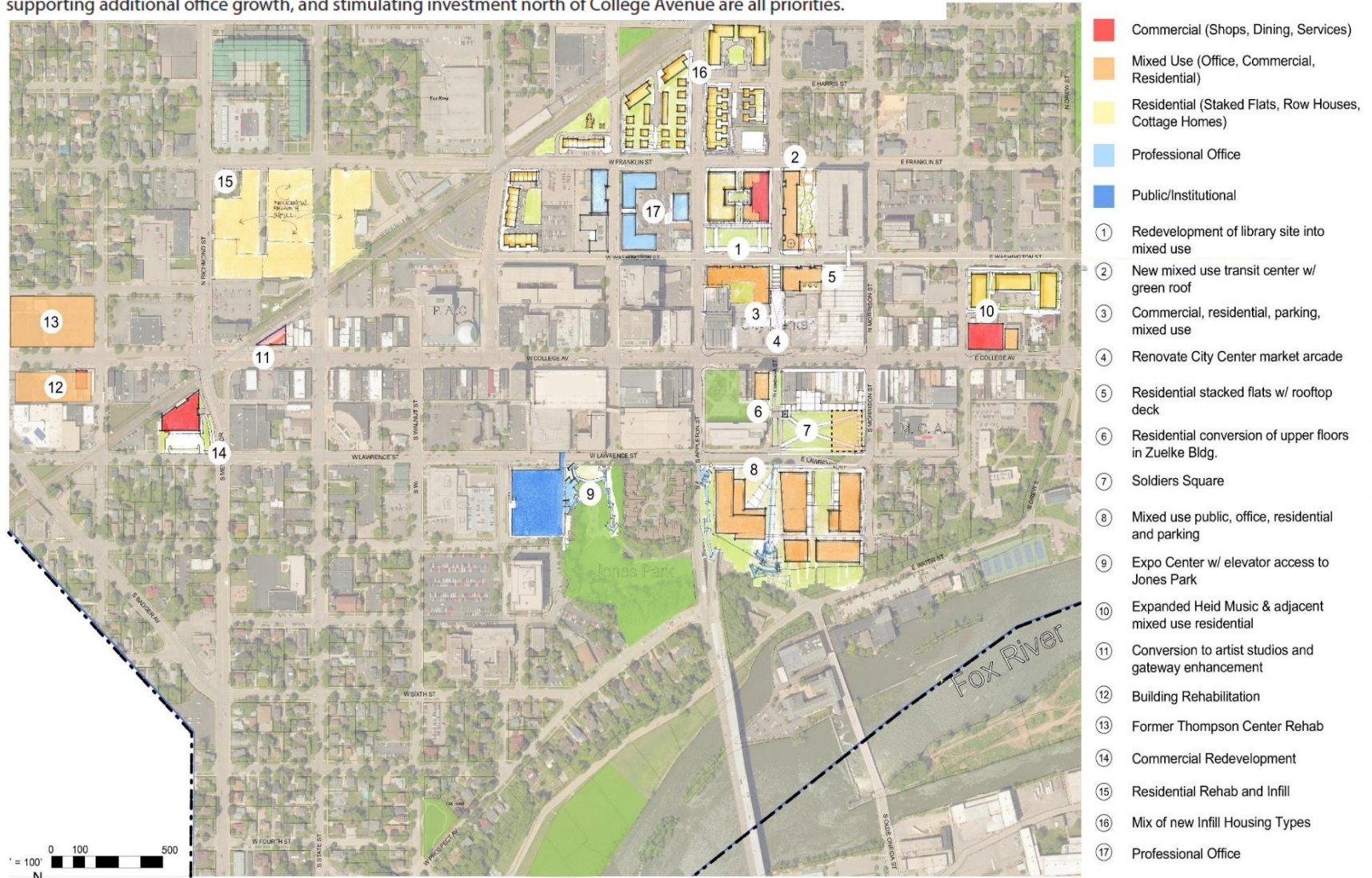
- ***#4 Downtown Development & Business Retention*** – support existing businesses in the downtown and attract desirable new ones
- ***#5 Mobility & Parking*** – provide convenient access to the downtown for all modes of travel
- ***#6 Downtown Management*** – ensure that resources are available to continue to advance the vitality of downtown
- ***#7 Public Spaces & Riverfront*** – enhance the public realm and connections between downtown and the riverfront



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PARTNERSHIPS & COMMUNITY SUPPORT

Achieving the vision requires teamwork. The City of Appleton, Appleton Downtown Incorporated, and the Business Improvement District work closely together every day. Property owners, business owners, and downtown visitors are also a critically important part of what makes downtown Appleton one great place. The Redevelopment Framework below is intended to serve as a guide for public and private investment. Increasing residential density, supporting additional office growth, and stimulating investment north of College Avenue are all priorities.



- Commercial (Shops, Dining, Services)
 - Mixed Use (Office, Commercial, Residential)
 - Residential (Staked Flats, Row Houses, Cottage Homes)
 - Professional Office
 - Public/Institutional
- ① Redevelopment of library site into mixed use
 - ② New mixed use transit center w/ green roof
 - ③ Commercial, residential, parking, mixed use
 - ④ Renovate City Center market arcade
 - ⑤ Residential stacked flats w/ rooftop deck
 - ⑥ Residential conversion of upper floors in Zuelke Bldg.
 - ⑦ Soldiers Square
 - ⑧ Mixed use public, office, residential and parking
 - ⑨ Expo Center w/ elevator access to Jones Park
 - ⑩ Expanded Heid Music & adjacent mixed use residential
 - ⑪ Conversion to artist studios and gateway enhancement
 - ⑫ Building Rehabilitation
 - ⑬ Former Thompson Center Rehab
 - ⑭ Commercial Redevelopment
 - ⑮ Residential Rehab and Infill
 - ⑯ Mix of new Infill Housing Types
 - ⑰ Professional Office

Downtown & Riverfront Connections Initial Concept – May 2016 Design Workshop



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Tax Increment Financing Districts #11 and #12

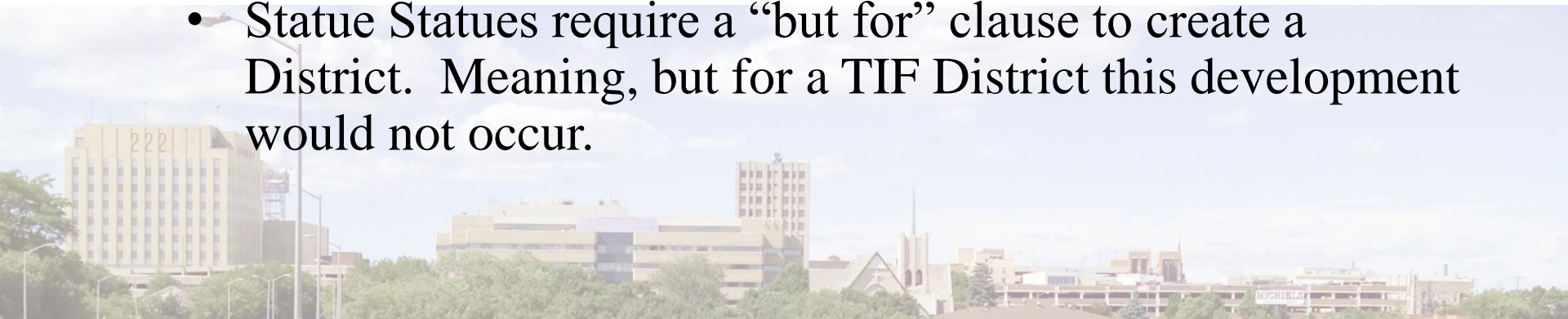
www.appleton.org





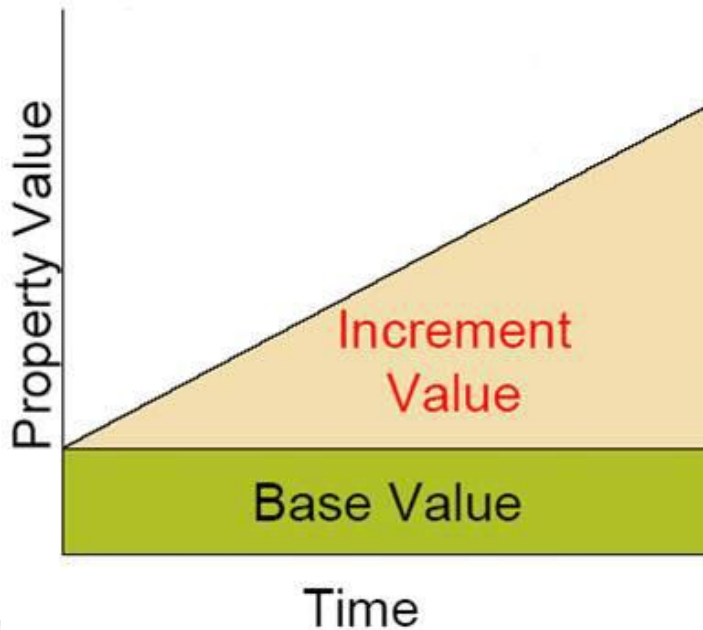
What is Tax Increment Financing (TIF)?

- TIF is a financial tool Wisconsin municipalities may use to expand the tax base by providing improvements necessary to promote development.
- The funding for making improvements and investing in projects in the District is provided from the increased property tax revenue from the increases in property values.
- Statute Statutes require a “but for” clause to create a District. Meaning, but for a TIF District this development would not occur.





How TIF Districts Work



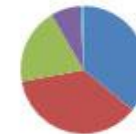
The TIF receives taxes on the increment value at the combined rate of all taxing entities.

	Gross Tax Rate
TIF District	22.06
Total	22.06



All Taxing Jurisdictions continue to receive their share of the tax levy on the base value.

	Gross Tax Rate
City	7.93
School	7.96
County	4.32
Tech. College	1.68
State	0.17
Total	22.06





How TIF Districts Work: Example

Development Project Example:

- Base Value: \$1,000,000
- New Construction Value: \$5,000,000
- Total Value: \$6,000,000

• Base Values Taxes: \$22,060

- City: \$7,930
- School: \$7,960
- County: \$4,320
- Vocational/Tech: \$1,680
- State: \$170

• Increment Value Taxes: \$110,300

• Total Taxes Paid: \$132,360

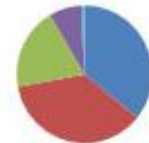
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Total	22.06





Typical TIF District Process

- A Project Plan is developed by the community creating the District, which defines the projects, boundary of the district, costs, financing, economic feasibility, eligibility of community to create a district (limit based on % of equalized value).
- Public notices to property owners.
- Public notices to all taxing entities, which make up the Joint Review Board.
- Public Hearing at Plan Commission, approval of project plan and boundary.



Typical TIF District Process, Continued

- Council/Board adopts the boundary and project plan.
- Joint Review Board considers the TIF District proposal and must affirm:
 1. “But for” the TIF the development would not occur.
 2. The economic benefits of the TIF District are sufficient to compensate for the costs of improvements.
 3. The benefits of the TIF District outweigh the tax increments paid by the taxpayers.
- Department of Revenue must then certify the TIF District.



Methods of Financing Projects

Traditional TIF Investments:

- Community advances the funding for the development on eligible project costs.
- Community repays the debt for projects with annual tax revenues from the increment.

Developer Financed Projects:

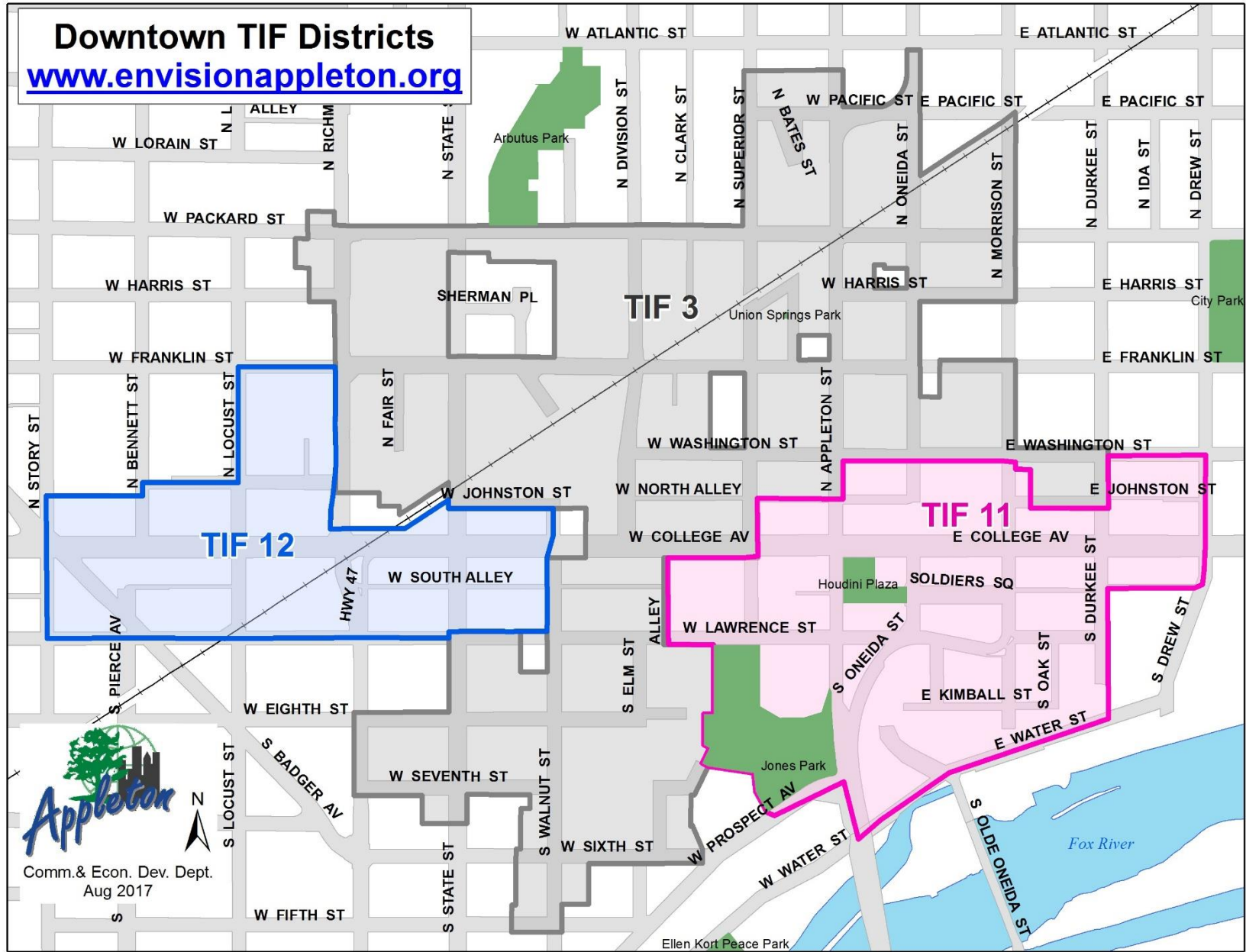
- Community & developer agree on level of investment in project.
- Developer finances the project and is repaid with the annual tax revenues from the increment.



Approval Process for TIF Districts #11 & 12

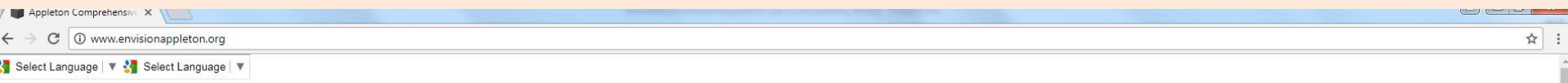
- July 11, 2017 - Plan Commission held a public hearing on the proposed boundaries and Project Plans for TIF District #11 & 12. Unanimous approval recommended to the Common Council.
- August 2, 2017- Common Council adopted the Resolution approving the boundaries and Project Plans authorizing the creation of TIF Districts #11 & 12.
- August 9, 2017 – The Joint Review Board (all taxing entities) approved the creation of TIF Districts #11 & 12.

Why not just create one new TIF District Downtown?



Where do I find the TIF District information?

www.envisionappleton.org



APPLETON COMPREHENSIVE PLAN

WELCOME / ABOUT / DOCUMENTS / GET INVOLVED! / CONTACT US



In 2016, the City of Appleton began conducting a 5-year update to its 2010-2030 Comprehensive Plan, which includes updates to the Parks and Recreation Master Plan (Chapter 18) and a full re-write of the City's Downtown Plan (Chapter 14). Monthly Steering Committee meetings, workshops, walking and bicycle tours, presentations, and open houses were held over 11 months offering numerous opportunities for public input, in addition to this interactive website at allowing for on-line comments.

A Comprehensive Plan is intended to guide the growth and development of a community. It is a long range plan, addressing current issues while also looking beyond to future issues and opportunities with the City. It includes analysis, recommendations and implementation strategies which will impact a community's population, economy, housing, transportation, community facilities, recreation-open space, and land use. A Comprehensive Plan 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.

A public hearing was held at the February 6, 2017 City Plan Commission meeting for the proposed City of Appleton Comprehensive Plan 2010-2030 Text and Future Land Use Map Amendments. The Comprehensive Plans was adopted by the Common Council on March 15, 2017.

Useful Links

[City of Appleton](#)
[Proposed TIF Districts #11 & #12, Downtown Appleton](#)



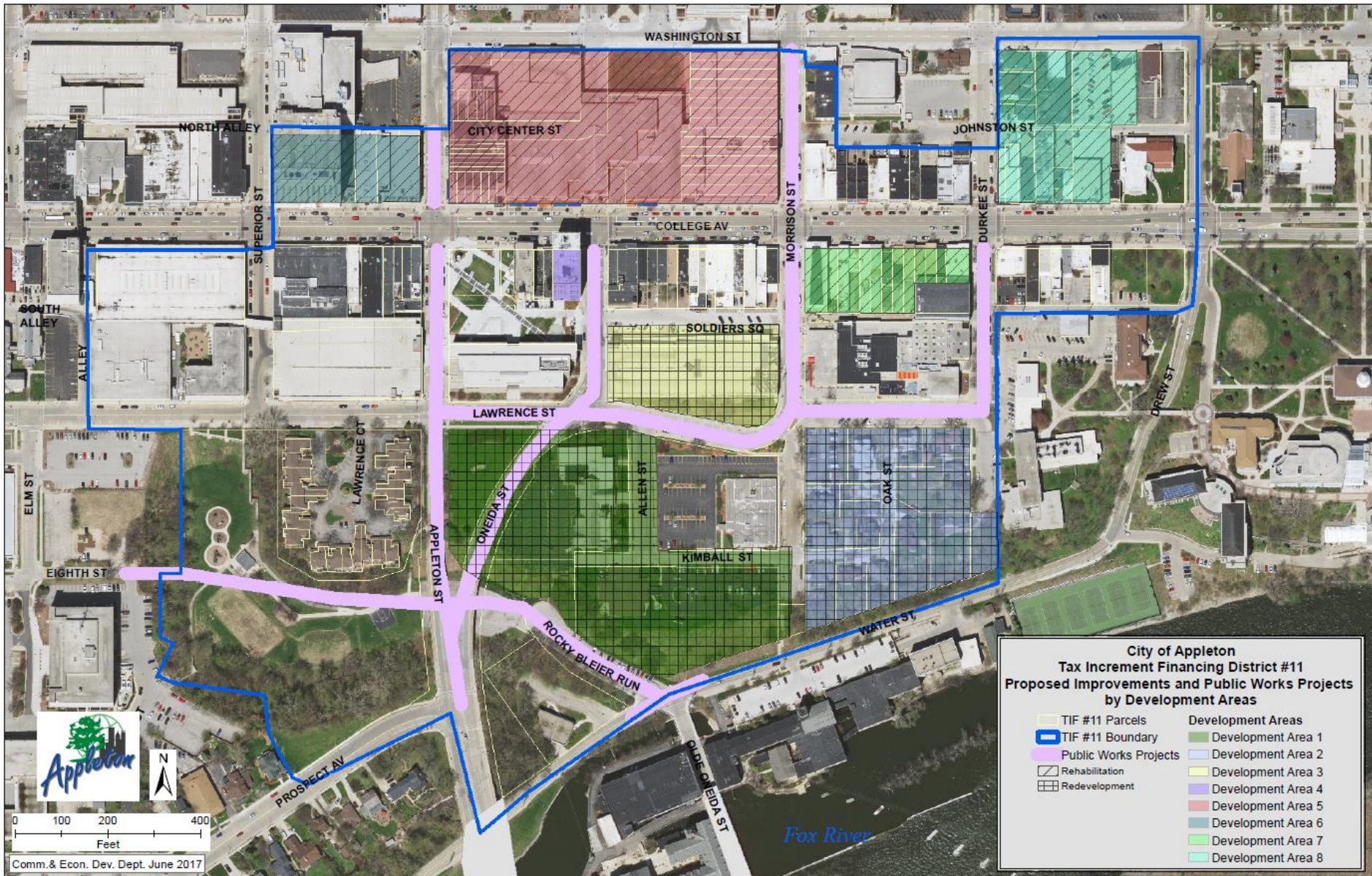
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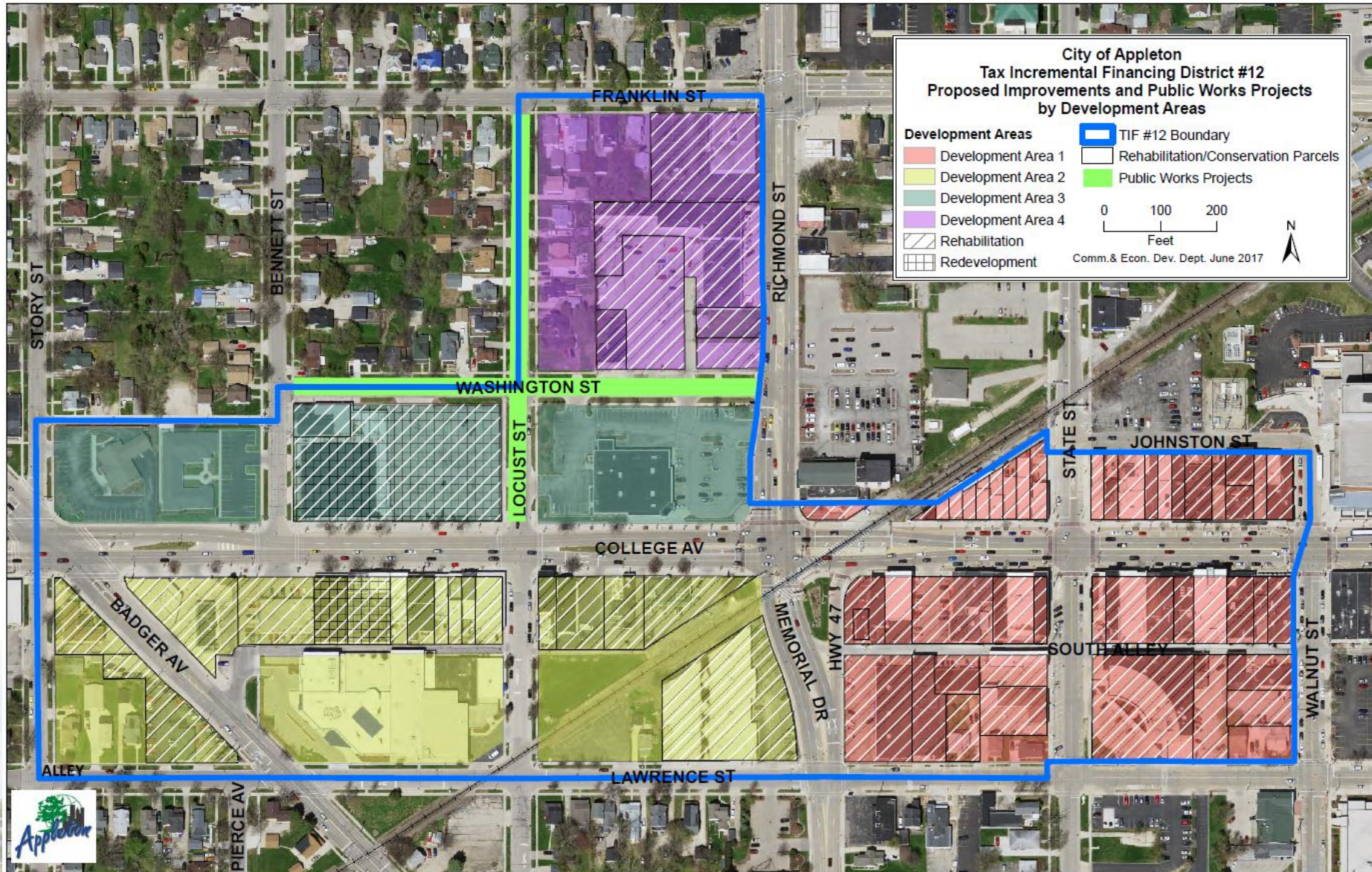
Email Address



Tax Incremental Financing District #11- E. College Area



Tax Incremental Financing District #12- Downtown West





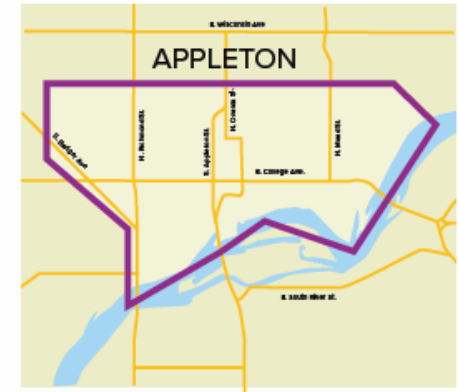
Downtown Market Study

www.appletondowntown.org

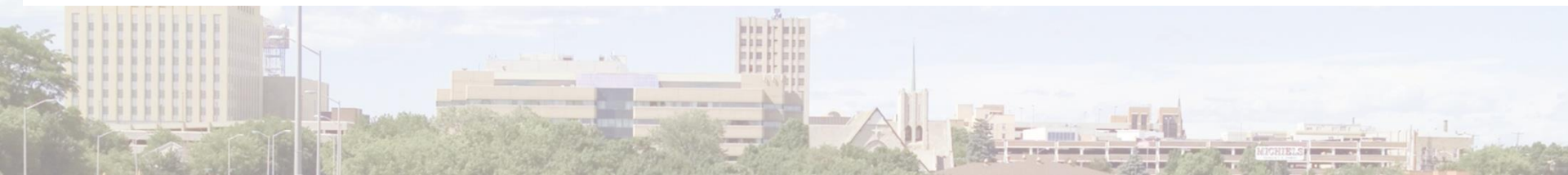
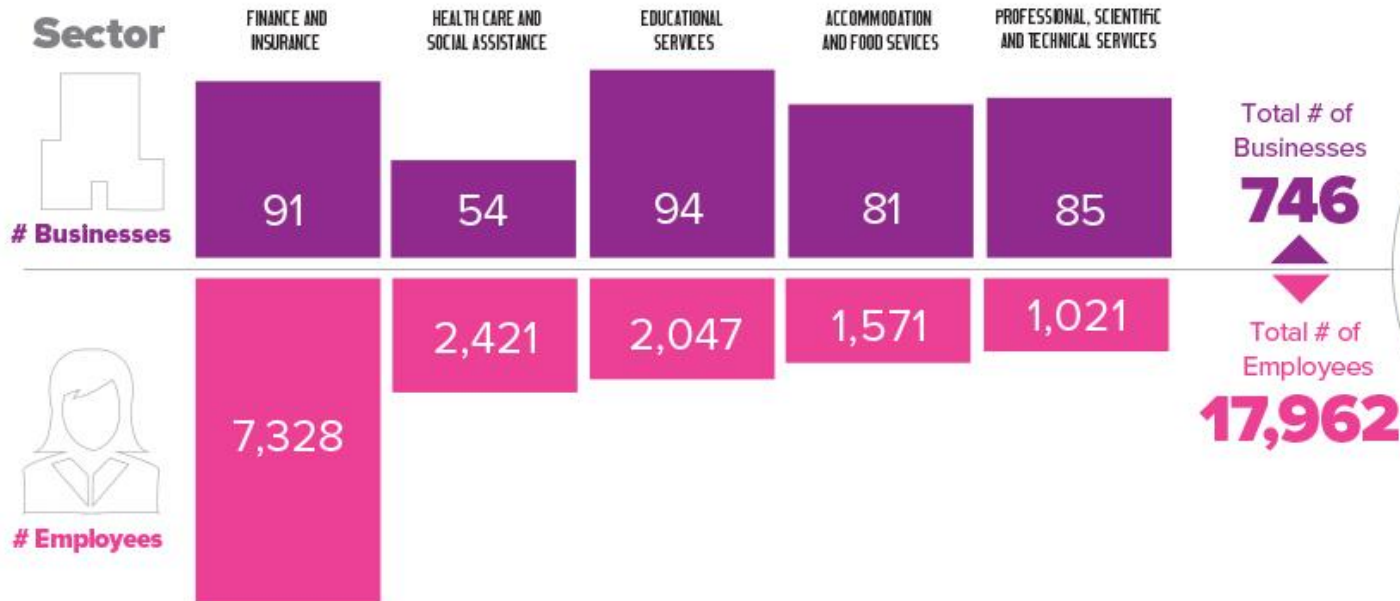




Study Area



Live, Work or Play in Downtown Appleton!





Trends



OFFICE



RESIDENTIAL



RETAIL

Downtown Appleton Shines in Comparison

	APPLETON	GREEN BAY	OSHKOSH
Ratio Residents/ Business	101	95	120
# of Businesses (Retail/Food/Gov.)	902	832	508
Median Disposable Income	\$40K	\$30K	\$35K
Population	91,139	79,330	61,209
Dollars Spent on Retail/Food/Bev. from People Outside of the Community	\$429 Million	\$567 Million	\$197 Million

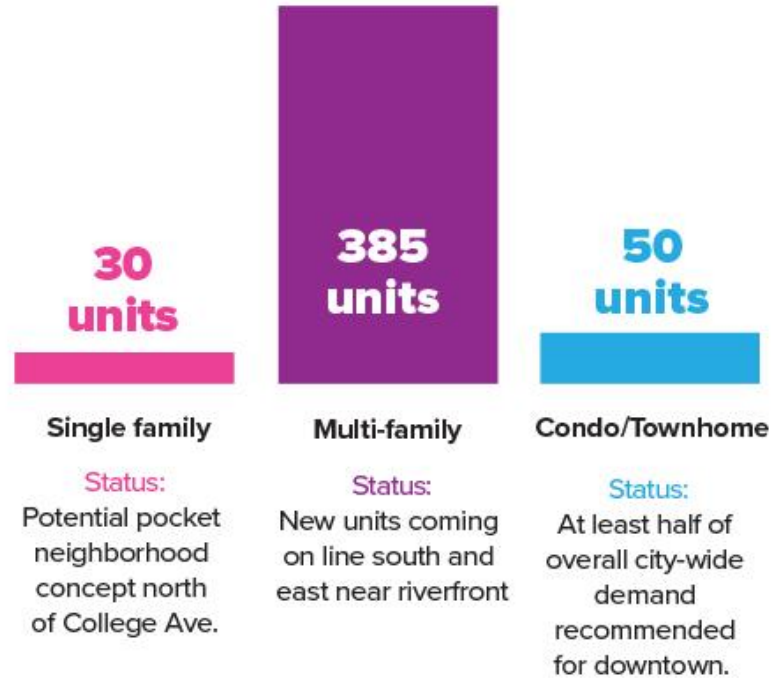
Numbers are based on the area within a 10-minute drive time from the center of downtown



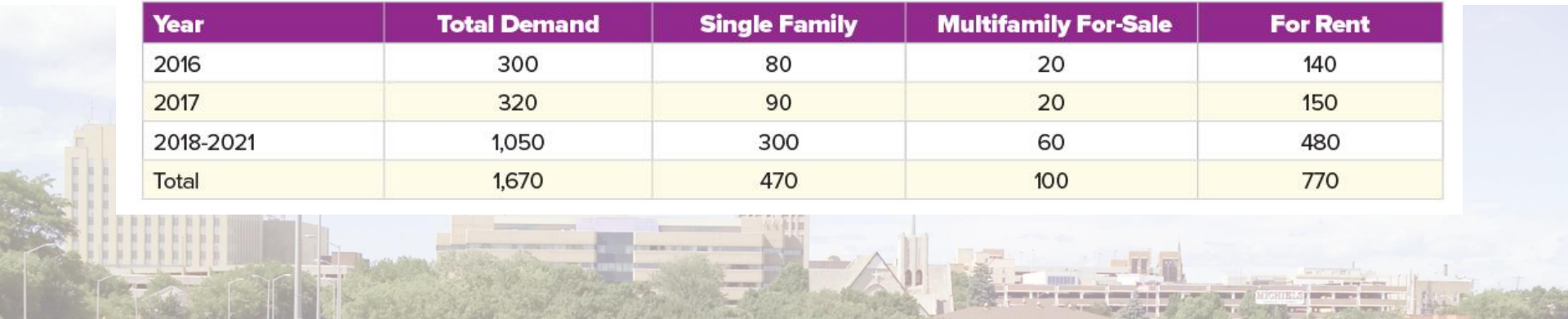


■ **52%** City-wide survey respondents said they are interested in living downtown

Downtown Appleton Demand for Housing 2016-2021

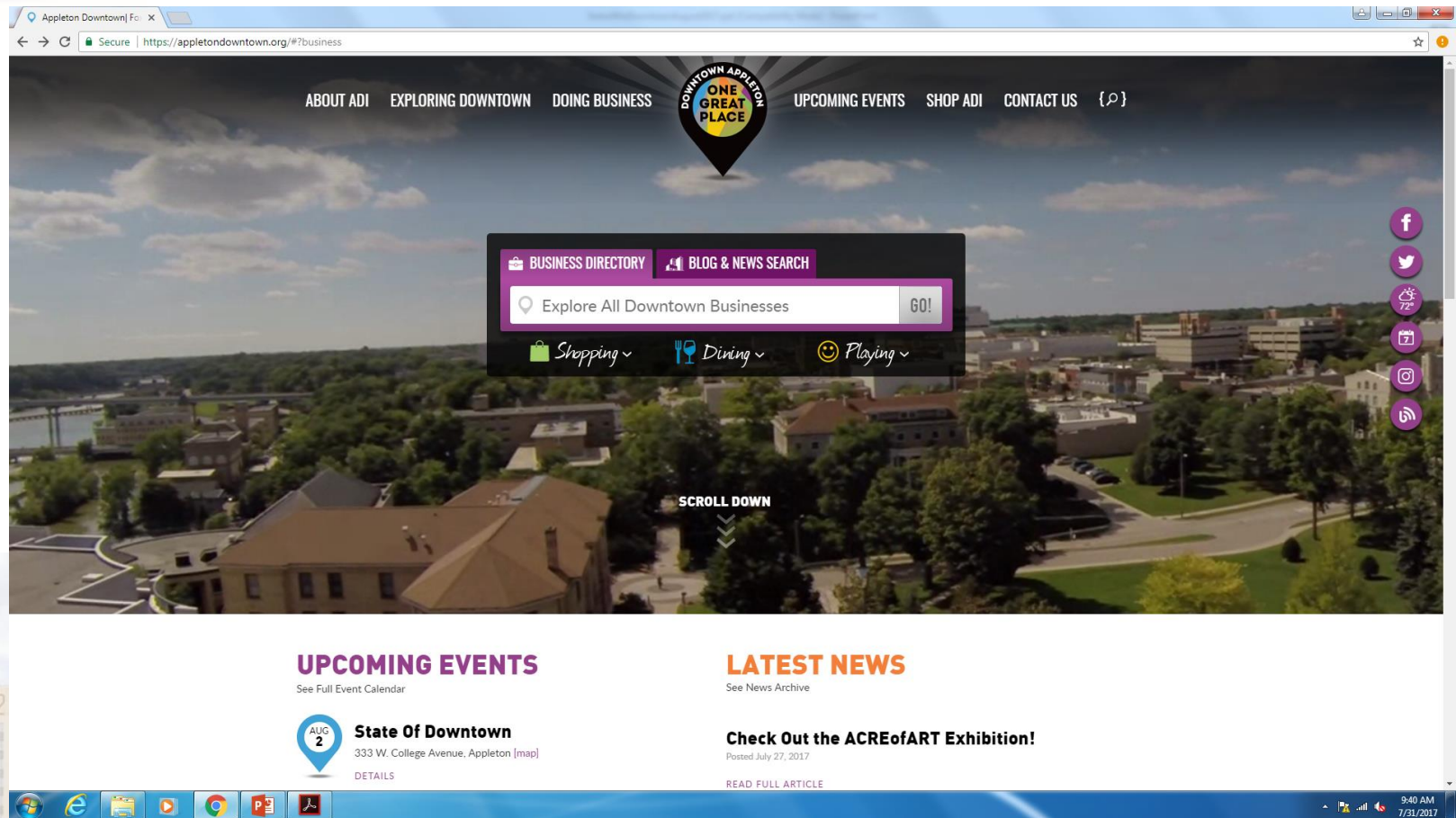


Year	Total Demand	Single Family	Multifamily For-Sale	For Rent
2016	300	80	20	140
2017	320	90	20	150
2018-2021	1,050	300	60	480
Total	1,670	470	100	770





appletondowntown.org



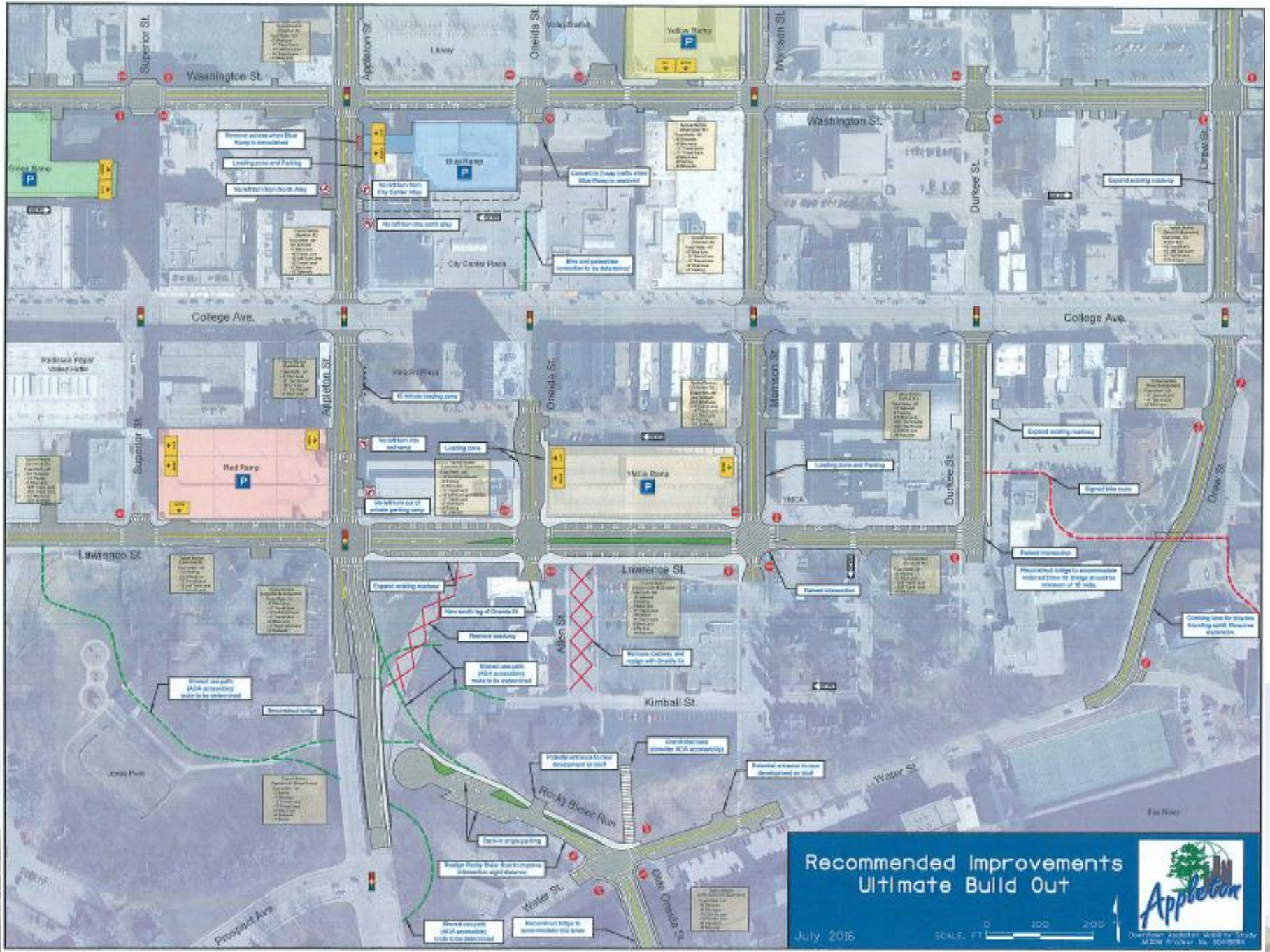


Downtown Mobility & Parking Studies

www.appleton.org



Downtown Mobility Study



Recommended Improvements
Ultimate Build Out



July 2016

SCALE: FT 0 100 200

Downtown Appleton Mobility Study
MCM Project No. 200904

Downtown Parking Study: Zone Analysis



Legend - Occupancy

- Study Area
- Zones Borders
- ⊙ Block Numbers
- ⊙ Zones



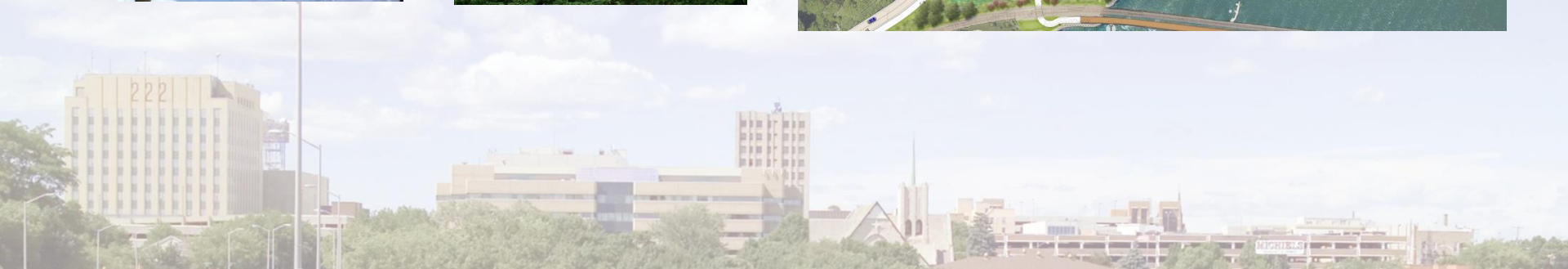


Jones Park & Ellen Kort Peace Park

www.appleton.org



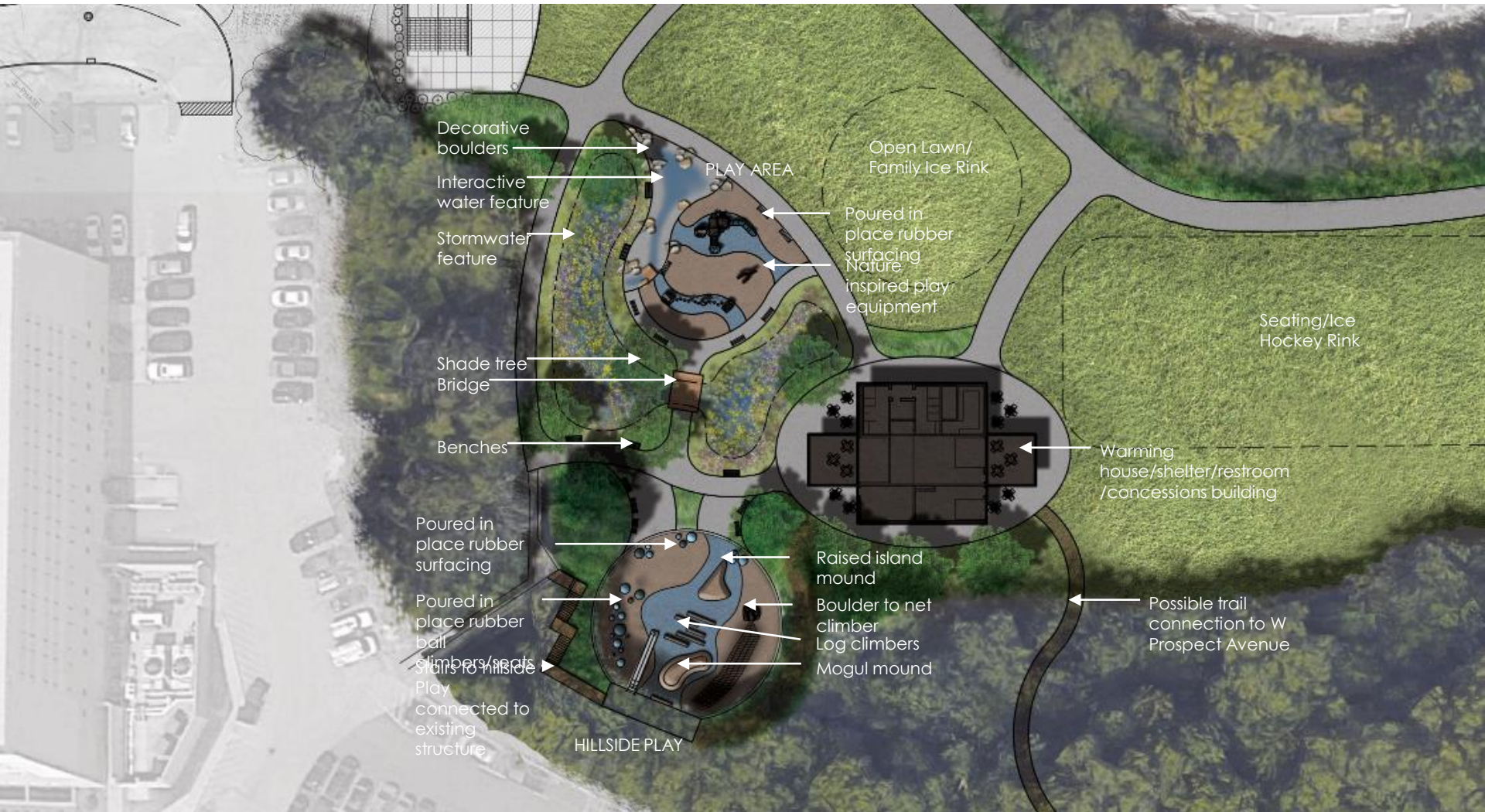
Jones Park & Ellen Kort Master Plans



Overall Site Master Plan



Site Enlargement – Warming House, Water Feature & Play Areas



Site Enlargement – Interactive Water Feature



Site Enlargement – Play Area



Site Enlargement – Hillside Play Area



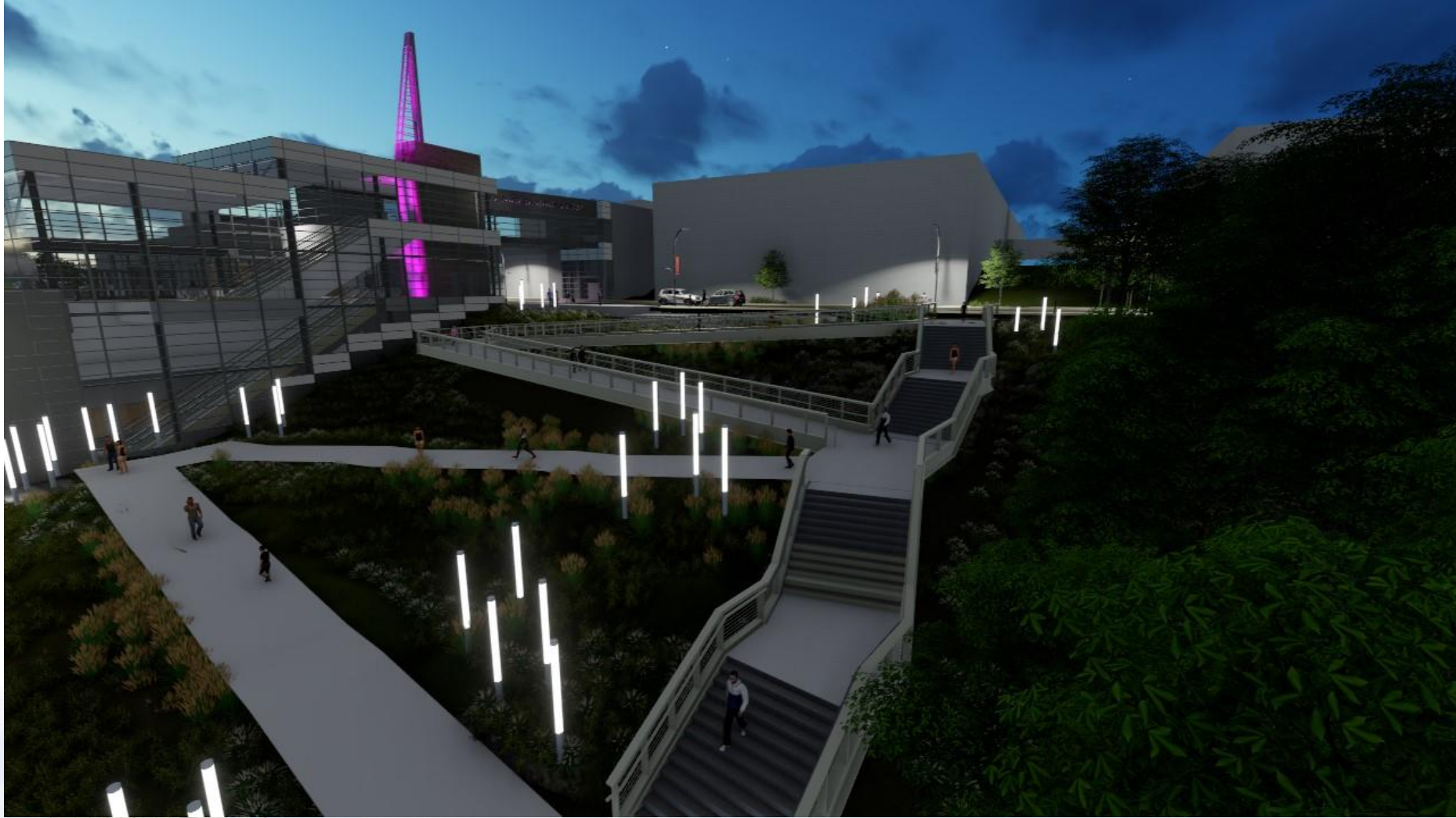
Ramp at Exhibition Center – bird's eye looking north



Ramp at Exhibition Center – looking north

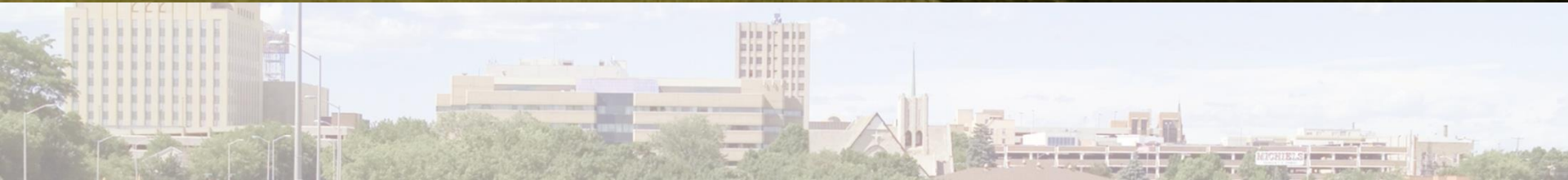


Ramp at Exhibition Center – bird's eye looking north at night











Ellen Kort Peace Park

City of Appleton, WI



- Master Plan**
- A - Caissonwalk
 - B - Jones Park Connector
 - C - Park Gateway
 - D - Pool's Garden
 - E - Nature's Garden
 - F - River's Edge Lawn
 - G - Circle Gathering Lawn
 - H - Sculpture
 - I - Circular Hill
 - J - Butterfly Garden
 - K - Peace Ring
 - L - Park at River's Edge
 - M - Dike Supported Walk
 - N - Dinding Island
 - O - Peace Pole
 - P - Parking
 - Q - Quail Gardens
 - R - Rain Gardens/Drainage
 - S - Pavilion/Restroom
 - T - Future Trail Extension
 - U - Steps to Pioneer Park
 - V - Overlook
- SCALE 0' 30' 60' 90'
- LUNDE + NY LUNDE

Anticipated
Construction
Date:

2019

