Downtown Housing Boom Underway

No less than five separate projects are promising to fulfill part of the need for new housing options in the downtown.

The projects that stretch both ends of College Avenue and beyond, will bring up to 105 new apartments and/or condos to the downtown.

The most visible project currently in the works is the renovation of and addition to the Gabriel Furniture building. That project will create first floor retail space on College Ave., while adding 21 apartments above.

Fore Development is leading the Gabriel Lofts project and is also behind another multi-tenant development north of College Ave.

That project encompasses properties on the corners of E. Washington St. and N. Durkee St., and will add another 36 apartments downtown.

A third major project will see a new six-story building replace the former Northshore Bank building at 320 E. College Ave. The property, located next to the History Museum at the Castle, will feature retail space on the ground floor facing College Ave. and 28 new apartments above it.

A fourth project on the west end of College Ave. is located at 823, 825 and 827 W. College Ave. and will also bring 10,000 sq. ft. of new retail space and 20 apartments downtown.

In total, those proposed projects will add $17.7 million in new taxable value. The projects will address some of the need for 450+ apartments, condos and single-family homes that were identified in our 2016 comprehensive plan update. That plan shows that people of all ages are looking for downtown living options, more of which could be on the way in 2020.

In addition to those market-rate housing projects, the Crescent Lofts development (306 W. Washington St.) will bring 69 new apartments, 58 of which will be low-moderate income apartments. The project on the site of the current Post-Crescent newspaper building will preserve the historic elements of the building while expanding the footprint. The $12 million project is receiving WHEDA and historic tax credits. No TIF assistance from the City is involved. The Crescent Lofts will start construction this fall and are scheduled to open in March 2021.
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**Staff Spotlight**

With each issue of the City Guide, we will highlight the work of a different department of the City. In this issue, we’re putting the spotlight on our first floor Finance, and Parks and Recreation Customer Service.

These are likely the first faces you see when you visit City Hall, as the only City staff located on the first floor. The team has nine employees on the front lines and behind the scenes providing essential City services. The customer service staff’s main responsibility is collecting payments for utility bills, tax bills, parking tickets, health department licenses, special assessments, and City service invoices. All of which you can pay for with cash or check in person, at the desk, or at our drive-up window. Payments can be also be made at the drop box outside or online at appleton.org using a credit or debit card.

At our Parks and Recreation window, you can make park reservations, purchase pool passes, and register for programs.

The customer service staff often answers questions regarding utility bills, such as how bills are calculated, what the various charges mean, or what to do in case of a potential water leak. Residents can also come to the first floor to challenge parking citations, purchase appliance tags for trash pick-up or buy Valley Transit bus passes.

Next time you are in City Hall stop by to pay a bill, ask a question, or just check out their newly renovated work space!

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**Spring Election Information**

**Interested in Running for Office?**

To run for office and be eligible for ballot placement there are a few things you need to know!

The following forms need to be completed & turned in to the City Clerk:

- Campaign Registration Statement
- Declaration of Candidacy
- Nomination Papers [People running for Alderperson must get at least 20 signatures. Those running for Mayor or City Attorney must have a minimum of 200 signatures].

**CANDIDACY TIMELINE:**

- **December 1, 2019** – Candidate may begin circulating Nomination Papers for signatures.
- **January 7, 2020** – All completed documents due to City Clerk

**ELECTION DATES & INFORMATION:**

The following positions are up for election in Spring 2020:

- Mayor
- City Attorney
- Alderpersons in districts 2, 4, 6, 8, 10, 12, & 14.

**DATES:**

- **February 18:** Spring Primary (if necessary)
- **April 7:** Spring Election

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**ELECTION WORKERS NEEDED!**

*Not interested in running for office but interested in the election process?*

Sign up to be an election worker! 2020 is slated to be a very busy election year and the City is always looking for individuals to work at the polling places on Election Day. All election workers receive training and are paid an hourly rate for the training and any election duties they provide. You may apply on our website by clicking on ‘Job Openings’ in the top heading.

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Meeting community needs ... enhancing quality of life.
Appreciating Home Values Lower Tax Rates

A growing economy has led to a large increase in home values in Appleton.

Since the last citywide reassessment in 2014, home values have, on average, increased 20% in the city.

The increase in residential property values comes after a revaluation of 20,000 residential properties by our City Assessors office this year. The assessed value of a property is based on its market value, thereby creating tax fairness among properties. Property tax in turn pays for services like roads, parks, snow plowing, public safety, schools and more.

Mandated by the state, our assessor’s office reassesses every property in Appleton every five years. But this reassessment doesn’t necessarily mean your taxes will go up. The total value of the City increased 15%, meaning only homeowners with an increased value of more than 15% will likely see a tax increase in December. Assessment notices will be mailed to residents in September. Our assessor’s office can be reached at 920-832-5850 or webas@appleton.org.

Budget & Tax Information

2020 Budget

Copies of the 2020 budget will be available for review by the public on October 3, in the customer service area on the 6th floor of City Hall and at the public library. The entire budget document will also be posted on the finance department page of our website, appleton.org.

DATES TO REMEMBER:
Saturday 11/2: Finance committee review of 2020 budget
Wednesday Evening 11/6: Finance committee public hearing
Wednesday Evening 11/13: Budget adoption including a public participation period

Please take the opportunity to review the budget when it becomes available and to contact your alderperson, city staff, or the mayor with any questions or comments.

Property Tax Payments

Tax bills will be sent mid-December for the 2019 tax year. Taxes can be paid via the following methods:

- **U.S. Mail**: P.O. Box 2519, Appleton, WI 54912-2519.
- **Night Deposit Box or Lobby Deposit Box**: located at 100 N. Appleton Street
- **Drive-up Window or Lobby**: 100 N. Appleton Street, Mon.-Fri., 8 a.m. – 4:30 p.m.
- **Credit Card**: visit our website at appleton.org for a link to credit card payment information.

The finance department will be closed on December 24-25 and January 1, 2020. If you wish to have your payment credited to 2019 for income tax purposes, your payment must be postmarked or delivered to our office/deposit boxes on or before December 31, 2019. The 1st installment of your tax payment is due January 31, 2020. Installment dates for the 2nd, 3rd and 4th payments are March 31, May 31, and July 31, respectively. For tax payment questions, please call 920-832-6442.
2019 Fall Leaf Pickup Schedule

Leaf and yard waste pick-ups are at 2-week intervals from October 14 through November 22.

Rake leaves, small yard and garden debris into the gutter or to the edge of the pavement on the Sunday night prior to your pick-up week. For residents on the south side of the city beginning Sunday, October 13 and then every other Sunday through November 10. For residents on the north side of the city beginning Sunday, October 20 and then every other Sunday through November 17.

Branches and brush may also be placed into the gutter at this time. Branches and brush must be cut down to four-foot lengths and bundled with biodegradable twine not to exceed 45 pounds. Yard waste may be in lawn and leaf paper bags. No containers will be collected.

DO NOT rake leaves or place yard waste into the gutter at any other time.

Please keep piles low, so children are not hidden from motorists’ view and close to the curb, so as not to interfere with traffic. During fall pick-up, City crews will collect leaves and yard waste from the street gutter only.

Leaves on the streets noted in the blue box below will be pushed into piles on side streets as often as possible, but due to heavy traffic, residents are encouraged to transport leaves to the yard waste sites rather than rake them into the gutter. The Whitman Yard Waste Site is open through November 25. The Glendale Yard Waste Site is open year-round. Both sites are open on Friday, Saturday, Sunday and Monday.

<table>
<thead>
<tr>
<th>Ballard Rd.</th>
<th>Calumet St.</th>
<th>Newberry St.</th>
<th>Oneida St.</th>
<th>Meade St.</th>
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<tr>
<td>College Av.</td>
<td>Wisconsin Av.</td>
<td>Richmond St./Memorial Dr.</td>
<td>Mason St. north of Prospect Av.</td>
<td>Lawe St. from College Av. to Wisconsin Av.</td>
</tr>
</tbody>
</table>

If weather permits, there will be one additional non-scheduled pass through the city starting November 24. Winter may come early and snow may prevent us from doing this additional pick-up. If weather prevents the City from completing the leaf and yard waste pick-up after your final collection week, residents are responsible for leaf and yard waste disposal. No additional special pick-ups will be scheduled.

It is crucial to our leaf pick-up operations to be able to work during the night. For that reason, starting on Sunday, October 13, the Police Department will not grant permission for overnight parking all week in the zone scheduled for collection. Vehicles that are illegally parked overnight (between the hours of 2 a.m. – 5 a.m.) will be subject to ticketing and towing. Thank you for your cooperation.

Check appleton.org “My Property Info” for fall leaf collection dates specific to your address.
Christmas Tree Collection
Trees will be collected curbside on your regular garbage day during the week of January 13 – 17, 2020. If crews need to be reassigned to snow and ice control in bad weather, the collection of trees will be extended into the following week until all areas have been collected. If your tree becomes buried in snow, please assist operations by unburying it. After curbside collection has ended trees must be brought to the Glendale Yard Waste Site located at 2625 E. Glendale Ave. (open Friday, Saturday, Sunday and Monday from 9 a.m. - 6:45 p.m.), or removed from the curb until the brush collection in spring. Please remove plastic tree bags.

Tree For A Tree Program
Bring old Christmas trees to the Glendale Yard Waste Site at 2625 E. Glendale Ave. during open hours from January 3 – 27, 2020 to participate in Appleton’s Annual “Tree for a Tree” program. The site is open Friday, Saturday, Sunday and Monday from 9 a.m. - 6:45 p.m. Participation is limited to City of Appleton residents. You will receive one coupon, redeemable in spring for a white spruce seedling, for each tree brought to the site. No limit!

Winter Snow Guidelines
Winter will soon be upon us. To help make your travels safe we offer the following guidelines:

- Because snowplows can generate flying snow and salt please stay back 50 feet, be patient, and don’t pass a plow on the right side.
- Please do not park vehicles on the street following a snowfall. Plows cannot get close to the curb which then requires extra plowing and extra tax dollars. Cars parked on the street between 2 a.m. - 5 a.m. may be ticketed and towed.
- Please do not park in driving lanes if snow is blocking the parking lane.
- Please do not park your vehicle at the end of your driveway in a way that would impede the City plow.
- Please do not place garbage/recycling carts on snow banks in the road. Place carts in driveway openings.
- Please provide safe sidewalks for pedestrians. The owner or occupant of property immediately adjacent to a public sidewalk is responsible for the snow/ice removal no later than 36 hours following the end of the snowfall.
- Please do not blow, plow or throw snow onto any City street or sidewalk. Snow blown, plowed or shoveled onto any city right-of-way is subject to a citation.
- The City does not have the resources to provide snow removal from private sidewalks or driveway approaches. If you need assistance with snow removal, try contacting a relative, friend, or neighbor or, hire a contractor to remove the snow.
- If possible, crews will apply the following standard when plowing snow in cul-de-sacs: one full pass will be made around the perimeter, pushing the snow to the middle of the cul-de-sac. As time allows, the snow will be hauled out of the center.
- Please keep the catch basin adjacent to your property free from ice and snow to help prevent flooding.
- Please adopt one of the City’s 3,300 fire hydrants this winter by keeping it clear of snow.

Questions about snow and ice operations, please call the Public Works Operations Division at 920-832-5580. Questions about unshoveled sidewalks, please call Public Works at 920-832-6474.
Library Outreach Program Focuses on Early Literacy with Hmong and Hispanic Families

In 2011, the Leading Indicator for Excellence (LIFE) study conducted by the United Way Fox Cities found third grade reading scores had declined every year since 2006. Among the declining scores, 38 percent were ELL students (predominantly Hispanic) and 36 percent were Asian (predominantly Hmong). To help address this community issue we, along with our community partners, developed a program to focus on early literacy skills and practices with Hispanic and Hmong families. With funding from several sources including the Community Foundation for the Fox Valley Region and the Friends of Appleton Public Library and Bouwer Printing and Mailing, Hispanic and Hmong family outreach specialists were hired to implement the new outreach program, Appleton Ready to Read.

Appleton Ready to Read brings the American Library Association’s Every Child Ready to Read program to families with children ages birth to five through three stages of relationship-informed outreach. First, the specialists visit families in their home to provide free books and educational information on reading, writing and brain development.

Next, families are invited to the library for information on library services, programs and resources. Families receive a tour of the children’s section, music CDs and information on the benefits of singing and talking with their children.

The third piece of Appleton Ready to Read is the Play and Learn program. During this program, specialists model a variety of ways to teach early literacy skills and practices through play. Play and Learn also provides opportunities for children to develop social skills and early math skills.

Since its inception in 2014, Appleton Ready to Read has served 230 families. As the program developed, the specialists have added secondary programs for school-age children that focus on written and oral language enrichment, career awareness and connection to community resources.

Mixed-use Library Project

Plans for the proposed mixed-use library are on hold as the City and U.S. Venture continue to work on details for the company’s new headquarters on the bluff site.

The mixed-use library project developer, Commercial Horizons, is working with the City to plan a new mixed-use parking ramp on land located south of the YMCA. That could include space for the Mosaic Family Health Clinic and other retail developments, along with 75 apartments/condos.

The current proposal would save the cost of temporary parking required in the original proposal. The proposed mixed-use building on the site of the current Soldiers Square Parking Ramp would house a new 120,000 square foot library on the first three levels, with approximately 100 apartments/condos above the library space.

Pending council approval, the proposed construction timeline would put the parking ramp being completed in 2021, with the new mixed-use library building completed in 2022.

Housing Rehabilitation Loan Program

The City of Appleton Community Development Department operates a deferred repayment loan program for low to moderate-income homeowners (e.g. family of four with income less than $67,050/year) needing improvements done to their homes.

Applications from eligible households will be accepted September 9 through October 18, 2019. Applications can be found at appleton.org, on the first floor of City Hall across from the customer service window, or on the fifth floor of City Hall at the customer service area.

Applications will be accepted during the application period only. Additional program and qualifying information is also available on our website appleton.org. Go to the “Residents” tab and then click on the link to the “Housing Rehab Loan”. For more information, call our housing coordinator at 920-832-6007.
Police Crime Mapping

Earlier this year in an effort to increase communication & transparency, the Appleton Police Department launched an interactive crime-mapping program called the Community Dashboard. Providing an opportunity to make crime data available to those living, working, or visiting Appleton contributes to APD’s vision of using collaborative and innovative tools to keep residents informed.

The dashboard provides data for ten different crime categories from assault to welfare checks, and users can select from four different periods of data spanning the past 90 days.

It offers two main interactive features. The first is a period comparison tool where users can see a bar graph of each crime’s frequency as compared to the previous period. The other feature is crime-mapping tool. This allows users to select any crime category and see incident locations. Users can view all of Appleton or zoom in on a specific neighborhood or street.

Users can also choose to map the frequency of the various categories on an hourly or daily basis to gain an understanding of when most crimes occur.

For those interested in learning more or trying out the program, there is a link to the Appleton Community Dashboard at appleton.org.

Public Safety News & Notes...

Calling the Police
APD often hears about issues occurring in the city, after the fact and often times incidents don’t get reported. Remember, they work 24/7/365, so calling will get a response. They may be around the corner or they may be extremely busy, but no matter what, they will respond. The non-emergency number is 920-832-5500. For emergencies always dial 911.

Animal Licenses
Licenses and rabies vaccinations are required for all cats and dogs by the time they reach five months old. Licenses are sold at the Appleton Police Department (222 S. Walnut St.) 24/7.

Taking Back Unused or Expired Medications
Your unused or expired medications can be safely disposed of in the drug drop box in the lobby of the Appleton Police Department, 24/7.

Overnight Parking
City ordinance prohibits on-street parking between 2 a.m. - 5 a.m. You can request permission to park on the street up to seven times per month. That can be done at appleton.org under the police department page.

WAYS TO ENGAGE

ONLINE: appleton.org
IN PERSON: Monday-Friday, 8 a.m.-4:30 p.m. at City Hall
100 N. Appleton St. Appleton, WI 54911
BY PHONE: (920) 832-6173