



# MEMORANDUM

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TO: Appleton Downtown Inc. (ADI)  
Business Owners in 300 Block of West College Avenue

FROM: Karen Harkness, Director of Community & Economic Development  
Paula Vandehey, Director of Public Works

DATE: April 6, 2021

RE: 318 W. College Avenue Construction and Traffic Update

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318 College Ave LLC (Developer) received City of Appleton Council approval on March 17, 2021 for Tax Increment Financing (TIF) Pay-As-You-Go investment to support a mixed-use project. 318 W. College Avenue is also known as “The Park Central Property” and is located in the heart of the CBD Central Business District in Appleton.

318 W. College Avenue has been vacant for many years. This recently approved development will offer another opportunity for residential living in our Central Business District. This project is targeted to support the City’s Comprehensive Plan goal of increasing the quantity and variety of housing product offered in Downtown Appleton.

Beginning in April 2021 and continuing approximately through September 2022, the Developer plans to transform this property into a state-of-the-art, 75,000 sq. ft. building with over 16,500 square feet of Class A commercial space subdivided for multiple business occupants. The mixed-use improvements to Park Central will include a redeveloped second floor and an additional three floors of new construction slated for rental apartment use. The new apartments will offer a mix of one, two and three-bedroom units, yielding a total of 51 bedrooms in 39 apartments. Through careful planning, design and the use of quality construction techniques and premium building materials, including glass, steel, brick and high-end finishes, they will provide modern, luxurious, yet affordable, residential units and commercial spaces serving Appleton residents and businesses.

The City of Appleton (COA) staff reviewed construction set up and traffic control for this site and the project overall. After thorough review and discussion, the COA has directed Blue Sky (General Contractor for this project) to utilize the rear area of their property for their crane staging. Materials will be delivered in the rear alley and will be hoisted to the top level of the Green Parking Structure for storage and distribution. A flag person will be required to be stationed in the rear alley to keep traffic moving. The COA will allow the College Ave. sidewalk realignment and a construction tunnel, with details yet to be determined. We believe this staging option will best serve the overall needs of the downtown in the safest and most efficient manner possible. The City will work with Businesses, Blue Sky and the Developer to address and find effective resolutions to the concerns expressed.

Please call or email either of us if you have any questions or concerns. Thank you.  
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