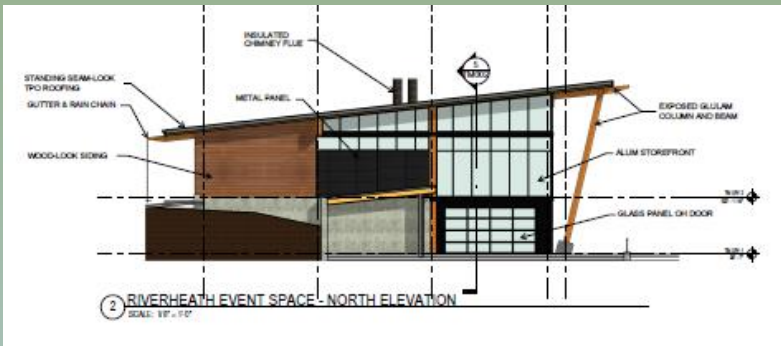




City of Appleton Updates, Resources, Opportunities

Matt Rehbein, Economic Development Specialist

www.appleton.org





Community & Economic Development Department

DOWNTOWN PROJECTS

Downtown Development Overview



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



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GABRIEL LOFTS / AVANT

Gabriel Lofts – 201 E. College

Commercial 100% leased
Completed Spring 2020
\$4M increment generated
20/21 Residential Units leased



Avant – 118 N. Durkee

\$4.09M increment generated
25/33 Residential Units
Construction Completed Summer 2020

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320 E. COLLEGE AVE.

320 E. College Ave.

Over \$5M increment

39 Residential Units

Demo underway

Complete Q4 2021

Preleasing begin Aug/Sep 2021



MULTI-FAMILY DEVELOPMENT
320 EAST COLLEGE AVENUE
APPLETON, WISCONSIN 54911

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BLOCK 800

823-827 W. College

Construction underway

\$4.6M increment generated

20 Residential Units

Pre-leasing starting Dec. 2020

1st Floor Commercial 10,000sf

Coalesce Marketing Tenant



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CRESCENT LOFTS

306 W. Washington St.

Construction underway

69 Residential Units

58 Units Low Moderate Income

Preleasing start early 2021

New portion available June 2021

Renovated portion Sept. 2021



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DOWNTOWN RESIDENTIAL PROJECTS

PROJECT	UNITS	Rental Rate Range:
- Gabriel Lofts	21 Units	\$.80-\$1.75 PSF/mo.
- Avant Apartments	33 Units	
-Crescent Lofts	69 Units	
-320 E. College	39 Units	
- 823-827 W. College	20 Units	
Total	182 Units	

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POTENTIAL PROJECTS DOWNTOWN

MERGE Urban Development

Planning Option

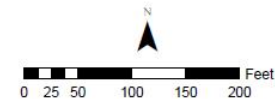
Fmr. Blue Ramp and Conway Hotel site(s)

Due diligence/Planning underway



- Subject Area
- Library
- City Hall
- Transit Center

Blue Ramp & Conway Hotel Planning Option Agreement Map



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POTENTIAL PROJECTS DOWNTOWN

LIBRARY

September 2020 Library Board and Mayor discussed plan to enhance or replace library at its current location

2021 Budget includes \$2.4M for design and development of construction documents. RFP Process underway.



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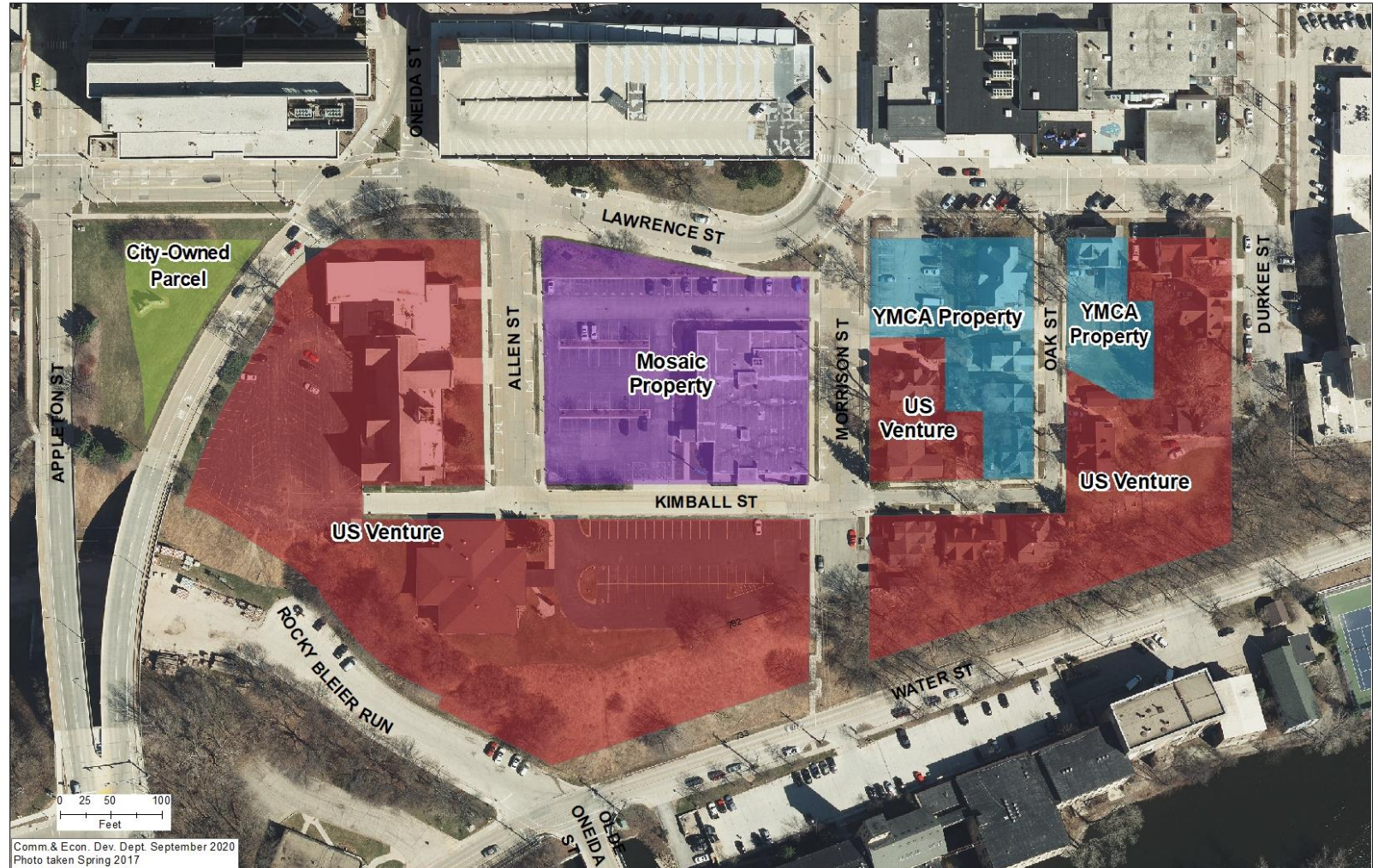


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US VENTURE

US Venture - \$54.5M office tower

.....



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RIVERHEATH – THE WILLOWS

Riverheath

Construction Complete
\$25M project

110 Residential Units

Approx. 23,000 sf Comm/retail
space-some still available

Residential leasing on schedule

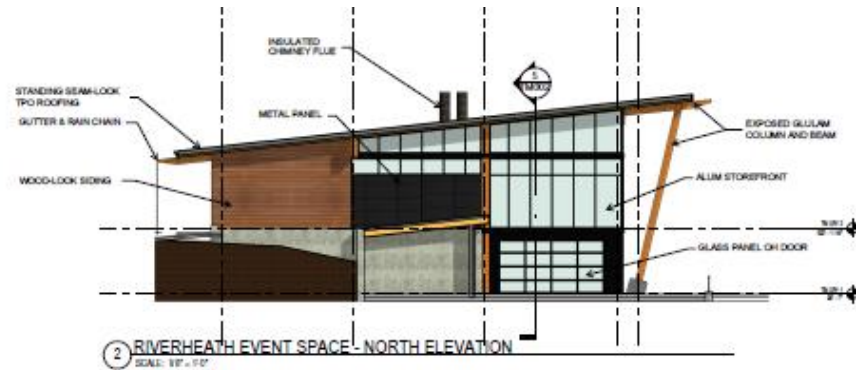


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RIVERHEATH – EVENT SPACE

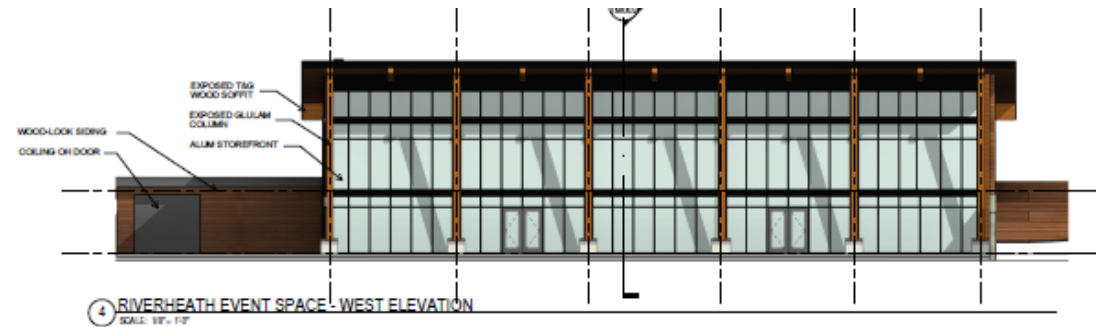


Riverheath

Event Space

Under construction

Complete by Summer 2021



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SOUTHPOINT COMMERCE PARK

- Southpoint Commerce Park
 - F Street Development
 - Delineations completed Sept. 2020
 - 8% Commissions



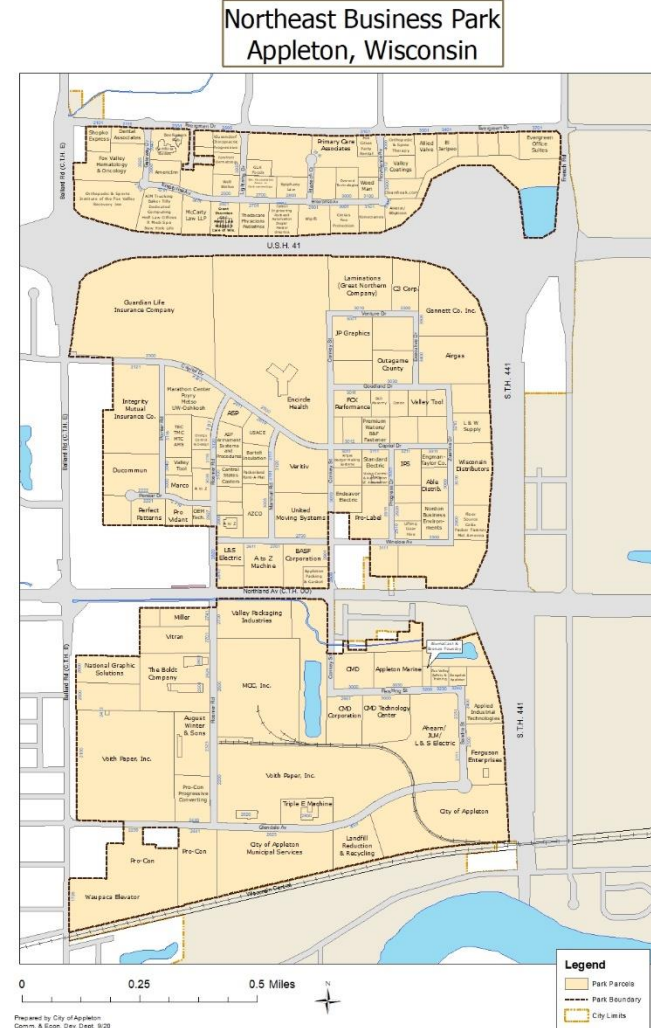
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NORTHEAST BUSINESS PARK

- Northeast Business Park
 - S&D Masonry and Valley Tool construction
 - No City owned Parcels remain

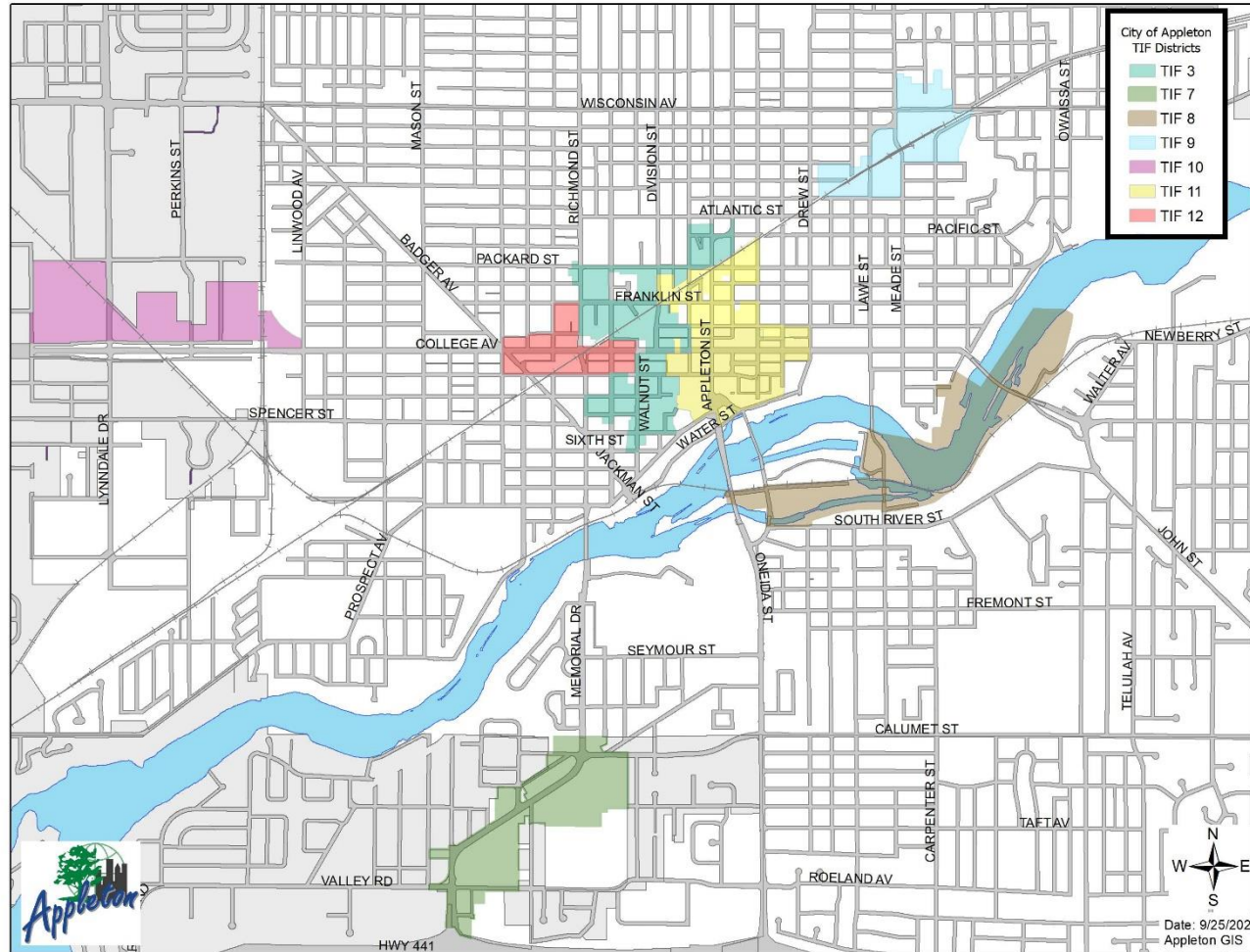


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TAX INCREMENTAL FINANCING (TIF)



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APPLETON REDEVELOPMENT AUTHORITY

ARA Business Enhancement Grants

Appleton Redevelopment Authority GRANTS UP TO \$7,000 AVAILABLE

To Qualify:

- All properties within the City, outside of the TIF District #11 or #12 boundaries
- Use must be for commercial purposes.
- The applicant must be either the owner or a tenant (with owner's permission) of the building.
- The improvements must be made to the exterior of one or more sides of the building or to the property that is visible from a public street. Priority will be given to front facades.
- Proposed improvements or repairs must have a useful life of five or more years.
- Matching grant up to 50% of total project costs
- \$80,000 authorized in 2020

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Thank You



For more information contact Matt Rehbein
Appleton Community and Economic
Development Department at (920)832-6463
Matthew.rehbein@appleton.org