



MEMORANDUM

TO: Community and Economic Development Committee

FROM: Matt Rehbein, Economic Development Specialist

DATE: March 5, 2019

RE: Business/Industrial Park Land Prices

Staff completes an annual review of the selling price of land in the City's business/industrial parks to see how competitive Appleton is with surrounding communities. Currently, the selling price of land in the City of Appleton's Southpoint Commerce Park is \$40,000.00/Acre and \$45,000/Acre for lots fronting on Plank Road and Eisenhower Drive. Last time we reviewed land pricing, the City did not have any inventory in the Northeast Business Park.

The City of Appleton repurchased three lots in the Northeast Business Park in 2018. There are currently 10 lots that are privately held and not developed in the Northeast Business Park and 1 lot in the Southpoint Commerce Park subject to the City's right to repurchase. Privately owned, undeveloped lots are flagged in the City's AS400 system, and notification is given on the real estate inquiry form to ensure the City's right to repurchase is triggered as appropriate.

In the Southpoint Commerce Park, there are 31 fully improved lots available, consisting of approximately 100 acres. Lot 20 was sold in 2018 to Becknell Industrial (details in attached Industrial Land Sales Comparison – Exhibit A) and completion of their building is anticipated early in 2019. In addition, Encapsys, Security Luebke and Custom Offsets all completed construction within the past couple years. The City has an additional 175 acres in Southpoint that are undeveloped. All available lots in the Southpoint Commerce Park are served by regional stormwater detention, and a wetland delineation was completed in 2016. See attached map for the available lots in Southpoint.

In order to ascertain how competitive Appleton is with neighboring communities, staff prepared an Industrial Land Asking Price Comparison (Exhibit B). Data was gathered from: direct contact with sellers, CoStar (which is a commercial real estate listing and comparable data service), and the Wisconsin Department of Revenue. There are additional lots marketed as available for industrial in the Fox Cities, but many of those could also be commercial which commands a much higher price and are not good comparables. All referenced industrial lots are broken down into one of three categories:

- 1) Municipally owned lots available for sale.
- 2) Privately owned lots available for sale.
- 3) Recent sales comparison.

In determining the sale price of lots, staff considers several factors, including the City's investment in creating the business park, cost to develop at these locations, competitive lot pricing, and uses of the property. It should also be noted that land pricing is but one component of actual "cost" when a business is considering a purchase in a business/industrial park. Infrastructure, access, availability of TIF financing and other incentives are all factored in.

Site selectors and businesses seeking new locations have shared with staff that the ability to respond quickly and creatively is crucial to landing deals. This has proved true for all recent transactions. Each company is going to have different priorities, such as land price, infrastructure, TIF contributions, etc. Having entered the final 5 years of the life of TIF #6, we are no longer able to make new investments from TIF #6. This further increases the importance for the City to be in a position to act quickly and decisively when transactions come forward to ensure we secure sales in the business/industrial parks. We have been successful in doing this with all sale transactions in 2018.

The industrial market for lease and purchase space has been tightening up over the past few years creating a scarcity of large industrial space. As a result, we have seen increased activity in the Southpoint Commerce Park.

Based on this analysis, staff would recommend the City maintain its current selling price of \$40,000 to \$45,000 for business/industrial park land. This puts Appleton in the middle range with regard to land prices.

Staff Recommendation:

The City of Appleton maintain its current selling prices for business/industrial park land as follows:

Southpoint Commerce Park

Lot 9 fronting Eisenhower Drive - \$45,000/Acre

Lot 14 fronting on Plank Road - \$45,000/Acre

All interior lots - \$40,000/Acre

Northeast Business Park

All lots - \$40,000/Acre

Note: Land prices are for fully improved lots and include the cost of concrete pavement.