



# CITY OF APPLETON

## MEMORANDUM

**Date:** March 12, 2025  
**To:** Community Development Committee  
**From:** Lily Paul, Economic Development Specialist  
**Subject:** Business/Industrial Park Land Sale Pricing

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Staff completes an annual review of the selling price of land in the City's business/industrial parks to ensure competitiveness to retain or recruit business to the City. Currently, the selling price of land in the City of Appleton's Southpoint Commerce Park is \$43,000.00/acre. The City has no remaining parcels for sale in the Northeast Business Park (NEBP).

There are 3 privately held lots not developed in the Northeast Business Park subject to the City's right to repurchase and one in the Southpoint Commerce Park. 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.

The industrial market for lease and purchase space has been tightening up over the past few years creating a scarcity of large and small industrial space. As a result, we have seen increased activity in the Southpoint Commerce Park (both contracts and inquiries). This has generated greater interest in "speculative" building and, in turn more inquiries about optioning land. In 2020, Council approved an option fee of 2% of the purchase price per year for parcels in excess of 5 acres. The option fee for lots less than 5 acres is 1% of the purchase price per year. This helps protect the City's inventory of marketable parcels while preserving the smaller users' ability to ensure they have control of their expansion space.

Additionally, when a real estate broker has been involved in the sale of a parcel in Southpoint, the City has historically paid a commission of eight percent (8%) of the sale price to procuring broker. This is the market rate for commissions on land sales and helps attract/retain the assistance of real estate brokers.

In the Southpoint Commerce Park, there are 16 fully improved lots available, of which 1 is under contract with F Street Development. The total inventory, not under contract is approximately 51 acres.

The City has an additional approximately 100 acres in Southpoint between Coop Road and Eisenhower Drive that began infrastructure installation in the Summer of 2024 and is expected to be finished Spring 2025. This development will yield approximately 80 developable acres (12 marketable lots). All available lots in the Southpoint Commerce Park are served by regional

stormwater detention, and a wetland delineation was completed in 2020. See attached map for the available lots in Southpoint.

In order to ascertain how competitive Appleton is with the surrounding real estate market, 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 use 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, timing, availability of TIF financing and other incentives are all factored in.

Based on this analysis, staff would recommend the City maintain its current selling price of \$43,000 for business/industrial park land and option fees as outlined below. This puts Appleton in the middle range with regard to land prices.

## **RECOMMENDATION**

*The City of Appleton hold selling prices for business/industrial park land as follows:*

### **Southpoint Commerce Park**

*All lots - \$43,000/Acre*

*The City of Appleton hold option fees to reflect 1% of the purchase price annually for lots of 5 or less acres and 2% of the purchase price annually for lots greater than 5 acres. City continue to pay a commission of eight percent (8%) of the sale price when licensed broker is procuring cause for a transaction.*

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