



*"...meeting community needs...enhancing quality of life."*

## MEMORANDUM

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TO: Community and Economic Development Committee

FROM: Matt Rehbein, Economic Development Specialist

DATE: November 11, 2020

RE: Planning Option Agreement Extension for the Blue Ramp and Conway Hotel Sites – Merge, LLC

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The City of Appleton entered into a Planning Option Agreement with Merge, LLC to provide a 9-month initial term to conduct due diligence for a potential mixed-use development on the Blue Ramp and Conway Hotel sites on March 1, 2020. In return for this option, Merge paid the City \$1,000.

This Option expires on November 30, 2020. Merge, LLC has requested an extended term of six (6) months. Per Section 2 of the original Option, Merge, LLC would pay the City an additional \$5,000 for this extension.

Since March 1, 2020, Merge, LLC has been in frequent contact with Community and Economic Development Department staff and has completed interviews with community stakeholders. Conceptual mixed-use plans have been prepared. At this time, plans are not available publicly as due diligence is still underway. Given the cost to conduct the due diligence and prepare conceptual plans, Merge Urban Development Group would like the continued assurance that the City would be interested in selling these parcels for a mixed use development that is aligned with our Comprehensive Plan.

### **Staff Recommendation:**

A six (6) month extension to the Planning Option Agreement for the Blue Ramp and Conway Hotel Sites from Merge, LLC **BE APPROVED**.