



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Agenda - Final Community & Economic Development Committee

Wednesday, March 10, 2021

4:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

2. Roll call of membership

3. Approval of minutes from previous meeting

[21-0246](#) CEDC Minutes from 1-27-21

Attachments: [CEDC Minutes 1-27-21.pdf](#)

4. **Public Hearings/Apearances**

5. **Action Items**

[21-0260](#) Request to approve the REVISED 2021-2022PY Community Development Block Grant (CDBG) funding as specified in the attached community partner allocation recommendations

Attachments: [Alloc Recs Memo to CEDC Final Award 03-10-2021.pdf](#)

[Alloc Recs Memo to CEDC 11-11-20.pdf](#)

[FINAL 2021 CDBG Community Partner Recommendations 3-10-21.pdf](#)

[FINAL 2021 CDBG Simple Summary Recommendations 3-10-21.pdf](#)

[Letter From Apricity_Request for Additional Funds.pdf](#)

[21-0249](#) Request to approve the Development Agreement with 318 College Ave LLC for improvements and redevelopment of the property located at 318 W. College Avenue (the Park Central Property) in Tax Increment Financing District No. 11

Attachments: [Memo to CEDC 318 W College Ave Park Central Dev Agrmt_3-10-21.pdf](#)

[318 W College Ave Park Central - Dev Agrmt - 02-24-2021.pdf](#)

[21-0248](#) Request to approve recommended funding of \$15,000 for 2021 sponsorships for Appleton Downtown Inc. (ADI) programs as outlined in the attached document

Attachments: [Memo to CEDC on ADI Sponsorships 2021.pdf](#)

[ADI Support Proposal to City 2021.pdf](#)

[21-0247](#) Request to approve the City of Appleton maintain its current selling prices for business/industrial park land and hold option fees as described in the attached documents

Attachments: [Business-Industrial Park Land Value Memo_3-10-21.pdf](#)
[Exhibit A-Ind Land Sales Comparison.pdf](#)
[Exhibit B-Ind Land Asking Price Comparison.pdf](#)
[Southpoint Commerce Park Map.pdf](#)
[NE Business Park Map.pdf](#)

6. Information Items

[21-0250](#) 2020 Growth Report for the City of Appleton

Attachments: [2020 Growth Report Summary CEDC 3-10-21.pdf](#)
[2020 City of Appleton Growth Report.pdf](#)

7. Adjournment

Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.

Any questions about items on this meeting are to be directed to Karen Harkness, Director, Community and Economic Development Department at 920-832-6468.

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.



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Meeting Minutes - Final Community & Economic Development Committee

Wednesday, January 27, 2021

4:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

Meeting called to order at 4:34 p.m.

2. Roll call of membership

Alderson Otis' video was not displaying for the meeting; therefore, he was unable to vote on the items.

Present: 5 - Coenen, Reed, Firkus, Otis and Thao

Others present:

Alderson William Siebers, District #1

Mike Bonertz, ADVOCAP

Joe Mauthe, Pillars

Karen Harkness, Director of Community & Economic Development

Monica Stage, Deputy Director of Community & Economic Development

Nikki Gerhard, Community Development Specialist

Ryne Lodl, Coordinated Entry Specialist

David Kress, Principal Planner

Nick VandeCastle, Assistant City Attorney

3. Approval of minutes from previous meeting

[21-0012](#)

CEDC Minutes from 12-9-20

Attachments: [CEDC Minutes 12-9-20.pdf](#)

Thao moved, seconded by Firkus, that the Minutes be approved. Roll Call.

Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Firkus and Thao

Excused: 1 - Otis

4. Public Hearings/Appearances

[21-0062](#)

Third Substantial Amendment to the Community Development Block Grant (CDBG) 2020 Annual Action Plan (AAP) awarding an additional \$343,268 of CDBG Coronavirus Aid, Relief, and Economic Security (CARES Act) funding to community partner organizations (Associated with Action Item #21-0063)

Attachments: [AAP Third Substantial Amendment - Public Comment Period Notice 1-21-21.pdf](#)
[AAP Third Substantial Amendment - Notice of Public Hearing 1-21-21.pdf](#)

This public hearing was held, and Joe Mauthe, Executive Director of Pillars, spoke on the item. Also, Chairperson Coenen read into the record an email received from Jessica Anderson. The email is attached to the action item (File #21-0063).

5. Action Items

[21-0063](#)

Request to approve Third Substantial Amendment to the Community Development Block Grant (CDBG) 2020 Annual Action Plan (AAP) awarding an additional \$343,268 of CDBG Coronavirus Aid, Relief, and Economic Security (CARES Act) funding to community partner organizations as specified in the attached documents

Attachments: [2020 AAP Third Substantial Amendment Memo to CEDC.pdf](#)
[Appleton 2020 CDBG CV3 Award Letter.pdf](#)
[2020 AAP Third Substantial Amendment Draft.pdf](#)
[Final MOU - ADVOCAP 1-21-2021.pdf](#)
[PublicCommentReceived 1-26-21 2020AAPThirdSubstantialAmendment.pdf](#)

Firkus moved, seconded by Reed, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Firkus and Thao

Excused: 1 - Otis

[21-0096](#)

Request to enter into a Memorandum of Understanding with ADVOCAP as specified in the attached documents (Associated with Action Item #21-0063)

Attachments: [2020 AAP Third Substantial Amendment Memo to CEDC.pdf](#)
[Appleton 2020 CDBG CV3 Award Letter.pdf](#)
[2020 AAP Third Substantial Amendment Draft.pdf](#)
[Final MOU - ADVOCAP 1-21-2021.pdf](#)

Amendment to Change "L" under #2 "Objectives" that currently states, "The Street Outreach Case Manager position will report to management at ADVOCAP and the City of Appleton," to read, "The Street Outreach Case Manager position will report to management at ADVOCAP. ADVOCAP and the City of Appleton management will serve as an advisory board for this project."

Coenen moved, seconded by Thao, that the Report Action Item be amended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Firkus and Thao

Excused: 1 - Otis

Thao moved, seconded by Otis, that the Report Action Item be recommended for approval as amended. Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Firkus and Thao

Excused: 1 - Otis

[21-0076](#)

Request to contract with and expend Wisconsin Department of Administration Community Development Block Grant (CDBG) Coronavirus Aid, Relief, and Economic Security Act (CARES Act) Round 2 funding (CDBG-CV2) and enter into a Memorandum of Understanding with the Boys & Girls Club as specified in the attached documents

Attachments: [2020 DOA CDBG-CV2 Funding Memo to CEDC 1-27-2021.pdf](#)
[State of WI DOA CV2 Entitlement Memo-FINAL.pdf](#)
[Final MOU - CoA Boys+Girls Club.pdf](#)

Firkus moved, seconded by Thao, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Firkus and Thao

Excused: 1 - Otis

6. Information Items

[21-0059](#)

Resolution #1-R-21 Accessory Dwelling Units

Attachments: [#1-R-21 Accessory Dwelling Units.pdf](#)

City Plan Commission referred to Community & Economic Development Department staff for review and then report back to Commission in approximately 6-8 weeks.

The process for this item was clarified. When this resolution was read at the 1-20-21 Council meeting, it was said this would be referred to Community & Economic Development. This item should go to City Plan Commission. It was on the 1-26-21 City Plan Commission Agenda for action, and it was referred to department staff for review to be brought back to the Commission in approximately 6-8 weeks.

[21-0013](#)

Annual Updates to the Housing Affordability Report and the Housing Fee Report

Attachments: [StaffMemo_HousingAffordability&FeeReports2019_For01-13-21.pdf](#)
[AppletonHousingAffordabilityReport2019_For01-13-21.pdf](#)
[AppletonHousingFeeReport2019_For01-13-21.pdf](#)

This item was presented.

7. Adjournment

Thao moved, seconded by Reed, that the meeting be adjourned at 5:14 p.m.
Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Reed, Firkus and Thao

Excused: 1 - Otis



MEMORANDUM

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

TO: Community and Economic Development Committee
FROM: Nikki Gerhard, Community Development Specialist
DATE: March 10, 2021
RE: Final Award Recommendations for 2021 Community Development Block Grant Funding

The City of Appleton CDBG HUD award is \$610,569 for the 2021 fiscal year. This is \$19,343 higher than the anticipated award of \$591,226.

The 2021 awards approved in November 2020 by the Common Council totaled \$591,226 (City programs and sub recipients combined).

The CDBG Advisory Board was asked to consider staff recommendations for the additional \$19,343 (below) for the 2021PY, or make their own recommendation for these funds. By majority vote, the Committee recommends the approval of the staff recommendations.

These recommendations will be considered by CEDC on March 10th and Common Council on March 17th.

Staff recommends allocating the \$19,343 as follows:

1. Award \$19,343 to Apricity, Inc (D/B/A The Mooring Programs) for Final Award of \$39,343.

The Mooring Programs requested \$20,000 to complete rehabilitation activities on six of their men's apartment program houses and the main building facility. Due to COVID, additional rehabilitation work identified, and increased construction costs, the projects originally budgeted substantially increased in cost. The \$19,343 is only about half of their new proposed budget.

The following attachments are provided for additional information for this action item.

Attached Documents:

- 1.) November 11, 2020 Memo from Community Development Specialist to CEDC
RE: Recommendations for 2021 CDBG Funding
- 2.) Revised Award Recommendations for the 2021 CDBG Program Year
- 3.) Executive Summary of Award Recommendations for 2021 CDBG Program Year
- 4.) Apricity Request for Additional Funds

If you have any questions, please contact me at 832-6469 or nikki.gerhard@appleton.org. Thank you!



MEMORANDUM

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

TO: Community and Economic Development Committee

FROM: Nikki Gerhard, Community Development Specialist

DATE: November 11, 2020

RE: Recommendations for 2021 Community Development Block Grant Funding

Background. The estimated 2021 CDBG award listed in the 2021 City budget was \$591,226. This amount was estimated based on the most recent three years of awards. Staff determined the allocations for the Homeowner Rehabilitation Loan Program, Appleton Housing Authority, and administrative costs. The remaining amount was available for department projects and community partners through a competitive application process.

Application Information. CDBG applications from City Departments were due to the Community and Economic Development Department on August 31, 2020. One application was submitted and was recently approved for the full request. CDBG applications from community partners for the 2021 program year were due to the Community and Economic Development Department on September 30, 2020.

Seven applications were submitted under the routine annual allocation process. After awards were allocated for City programs, administration, and the City Department project, the amount available to allocate to the community partner applicants was \$369,849.84. Only 15 percent of a grantee’s allocation may be used for public service activities, per HUD regulations. In this instance, only a maximum of \$88,684 is projected to be available for public service activities. Because the Appleton Police Department’s Summer of Services project fell under the public service category, the remaining balance allowable to community partner applicants was \$16,632.84. The total amount requested by community partner applicants whose activities fell under the public service category was \$16,632.84; while the total amount requested by community partner applicants whose activities did not fall under the public service category was \$384,185. Refer to the attachments for a specific breakdown of the allocations.

Application Review. The CDBG Advisory Board met on October 27, 2020. Members were asked to review the applications and decide upon allocation amounts prior to the meeting. The allocation amounts made by each board member were compiled and discussed at the meeting. Allocation recommendations were agreed upon pursuant to this discussion.

Allocation Approval. The funding allocation recommendations from the CDBG Advisory Board for community partners are presented in the attached table for CEDC approval.

Staff recommends approval of the preliminary allocations, as presented.

The following attachments are provided for additional information on this action item.

Attached Documents:

- 1.) 2021PY CDBG Advisory Board Membership
- 2.) CDBG Policy
- 3.) 2021PY Community Partner Application Award Recommendations
- 4.) 2021PY Simple Summary of Award Recommendations

If you have any questions, please contact me at (920) 832-6469 or nikki.gerhard@appleton.org. Thank you!

**Community Partner Application AWARD RECOMMENDATIONS
for the 2021 CDBG Program Year**

NON-PUBLIC SERVICE	PROJECT ACTIVITY	PROJECTED OUTPUT	FUNDS WILL BE USED TO...	AMOUNT REQUESTED	AMOUNT PREVIOUSLY APPROVED	CDBG ADVISORY BOARD \$ REC
Greater Fox Cities Area Habitat for Humanity	housing	3 properties rehabilitated and sold to qualified homebuyers	acquire 3 properties to do full house rehabilitation and then sell to qualified low or moderate income homebuyers	\$147,000	\$ 147,000	\$ 147,000
Pillars, Inc Adult & Family Shelter	public facility	security improvements	upgrade/install security improvements	\$27,185	\$ 27,185.00	\$ 27,185.00
Rebuilding Together Fox Valley	housing	10 properties rehabilitated	provision of home repairs to low-income homeowners in need, specifically older adults, veterans and individuals with disabilities	\$100,000	\$ 100,000.00	\$ 100,000.00
WWBIC (Wisconsin Women's Business Initiative Corporation)	economic development	4 businesses financially support	provide business education and one-on-one individualized counseling for up and coming, and established, small business owners	\$75,000	\$ 59,032.00	\$ 59,032.00
The Mooring Programs, Inc. (dba Apricity)	public facility	program rehabilitation	rehabilitation of 5 program houses and the main facility (Phase III)	\$20,000	\$ 20,000.00	\$ 39,343.00
Hmong American Partnership	public facility	repair/replace roof	rehabilitation or replacement of facility roof	\$15,000	\$ -	\$ -
				\$ 384,185.00		\$ 372,560.00
PUBLIC SERVICE	PROJECT ACTIVITY	PROJECTED OUTPUT	FUNDS WILL BE USED TO...	AMOUNT REQUESTED	AMOUNT PREVIOUSLY APPROVED	CDBG ADVISORY BOARD \$ REC
LEAVEN	public service	53 households served	provide rental assistance to those at risk of homelessness through the Emergency Assistance Program	\$16,632.94	\$ 16,632.94	\$ 16,632.94
				\$16,632.94		\$ 16,632.94

City Programs/Appleton Housing Authority/Administration (previously approved)	\$149,325.00
Appleton Police Department (previously approved)	\$72,051.06
CDBG Advisory Board Recommendations	\$389,192.94
	<hr/> \$610,569

AWARD RECOMMENDATIONS FOR 2021 CDBG PROGRAM YEAR

		Awarded
City Programs/Appleton Housing Authority/Administration		
City of Appleton Homeowner Rehabilitation Loan Program	\$	29,892.00
Fair Housing Services	\$	25,000.00
Appleton Housing Authority	\$	37,000.00
CDBG Program Administration Costs	\$	57,433.00
Appleton Police Department	\$	72,051.06
Non-Public Service		
Greater Fox Cities Habitat for Humanity	\$	147,000.00
Pillars, Inc	\$	27,185.00
Rebuilding Together Fox Valley	\$	100,000.00
The Mooring Programs	\$	20,000.00
WWBIC	\$	59,032.00
Public Service		
LEAVEN, Inc.	\$	16,632.94
TOTAL	\$	591,226

Revised

\$	29,892.00
\$	25,000.00
\$	37,000.00
\$	57,433.00
\$	72,051.06
\$	147,000.00
\$	27,185.00
\$	100,000.00
\$	39,343.00
\$	59,032.00
\$	16,632.94
\$	610,569.00



recovery community • contract packaging

Formerly Mooring Programs & STEP Industries

February 25, 2021

City of Appleton
Community Development
ATTN: Nikki Gerhard
100 N. Appleton Street
Appleton WI 54911

Dear Ms. Gerhard,

Please consider this an “addendum” letter to Apricity’s 2021/2022 CDBG application. At the time the grant application was being written, and projects planned, we were not aware of how much of an impact Covid-19 would have on the affordability of working on this current CDBG’s cycle of projects. In addition, at the time of submission for 2019/2020’s CDBG, we had not included the expense of hiring an architectural firm.

Unfortunately, the extra expenditure of that in combination with increased costs on building materials, prevented us from working on a major project: that of upgrading the treatment facilities A/C system. Providing a comfortable environment for clients is a priority of Apricity in both a physiological and psychological manner. Many of the medication’s our clients take for mental health issues or blood pressure can hamper the brains ability to regulate body temperature. This inability results in increased sweating which can lead to dehydration, or by blocking the feeling of thirst which can lead to heat stroke.

For this reason, we are submitting a formal request for an additional \$32,000 to be awarded to Apricity in the 2021/2022 grant cycle. These dollars would then be utilized to complete the project of upgrading our treatment facilities A/C system.

Respectfully,

Jolie VerVoort
President, Residential Treatment
Apricity



MEMORANDUM

TO: Community and Economic Development Committee (CEDC)

FROM: Karen Harkness, Director of Community & Economic Development

DATE: February 22, 2021

RE: Request Approval of the Development Agreement between the City of Appleton and 318 College Ave LLC (the Park Central property) in TIF District #11

Tax Increment Financing District Number 11 (TIF District #11) was created by the City of Appleton in August 2017 under the authority provided by Wisconsin Statute Section 66.1105 “Tax Increment Law” to eliminate blight and stimulate the redevelopment of this urban corridor. TIF District #11 was created as a “Blighted District” based upon the finding that at least 50%, by area of the real property within the District, is blighted within the meaning of Wisconsin Statute Section 66.1105 and 66.1333. The Project Plan was amended in September 2020.

TIF District #11 is located along East College Avenue from approximately Drew Street to just west of Superior Street, south to Water Street, and north to E. Pacific Street. A map of TIF District #11 is included on the following page.

318 College Ave LLC (Developer) is requesting assistance 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. 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. A concept of proposed improvements is included as Exhibit B of the Development Agreement.

318 W. College Avenue has been vacant for many years. This 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.

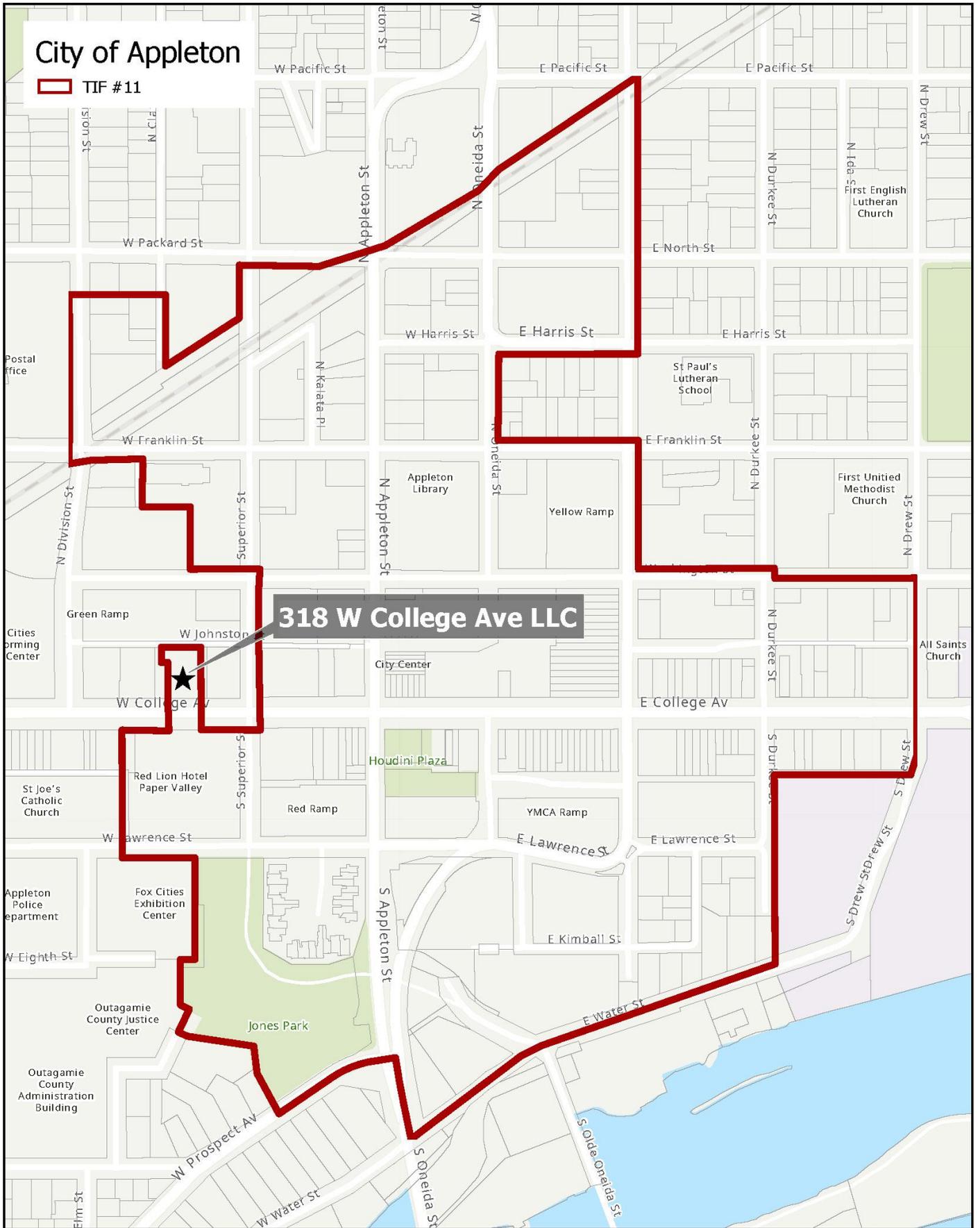
Based on the analysis of current value of the property, projected value of the property and review of proposed expenses, TIF District #11 could make available the lesser of eighteen percent (18%) or \$1,309,140 of the Tax Increment Value as of January 1, 2023, plus interest thereon to support the construction work for 318 College Ave LLC.

Staff Recommendation:

The Development Agreement between the City of Appleton and 318 College Ave LLC **BE APPROVED.**

City of Appleton

 TIF #11



TAX INCREMENT DISTRICT NO. 11 DEVELOPMENT AGREEMENT

THIS DEVELOPMENT AGREEMENT (the "Agreement") is dated as of the ___ day of February, 2021, by and among 318 College Ave LLC, a Wisconsin limited liability company ("Developer") and the City of Appleton, a Wisconsin municipal corporation (the "City").

RECITALS

Developer and the City acknowledge the following:

A. Developer owns or will acquire the real property located 318 W. College Avenue, (Parcel 31-2-0243-00) Appleton, WI more particularly described in Exhibit A, attached hereto (hereafter the "Property").

B. The Property is located within the City in Tax Increment District #11 (the "District") which was created in 2017 pursuant to Section 66.1105, Wis. Stats. along with a plan for the redevelopment of the District (the "District Plan") that provides for, among other things, the financial assistance set forth in this Agreement.

C. Subject to obtaining the financial assistance set forth herein, Developer has proposed improvements to the Property to create an approximately one floor of commercial/retail space and four floors consisting of approximately thirty-nine (39) market rate living units offering one, two and three bedrooms with approximate square footage ranging from 750 to 1,460 per unit (the "Project"). All references to the Project include the Property.

D. The City has determined that the Project will spur economic development, expand the City's tax base and create new jobs; that such financial assistance is a Project Cost under the Tax Incremental Law; that the amount of financial assistance provided pursuant to this Agreement is the amount necessary to induce development of the Project; and, that the Project will not proceed without the financial assistance set forth in this Agreement.

E. Subject to obtaining financial assistance as set forth herein, Developer intends to undertake a redevelopment of the property that will increase the value of the Property and provide other tangible benefits to the surrounding neighborhoods and to the City as a whole, consistent with the District Plan. The City finds that this redevelopment of the Property and the fulfillment, generally, of the terms and conditions of this Agreement are in the vital and best interests of the City and its residents and serves a public purpose in accordance with state and local law.

F. The City, pursuant to Common Council Action dated [date Council approves this agreement here] has approved this Agreement and authorized the execution of this Agreement by the proper City officers on the City's behalf.

G. The Developer has approved this Agreement and authorized the appropriate officers to execute this Agreement on the Developer's behalf.

H. The base value of the Property for purposes of this Agreement, including calculating increment generated by the Project, is Eight Hundred Twenty-Seven Thousand Dollars (\$827,000). The Developer estimates the project will create up to an additional Seven Million Two Hundred Seventy-Three Thousand Dollars (\$7,273,000) in incremental value.

I. All terms that are capitalized but not defined in this Agreement and that are defined under the Tax Increment Law shall have the definitions assigned to such terms by the Tax Increment Law.

AGREEMENT

NOW, THEREFORE, in consideration of the Recitals and the promises and undertakings set forth herein, the parties mutually agree and covenant as follows:

ARTICLE I UNDERTAKINGS OF THE DEVELOPER

1.1 Developer's Project shall include improvements to, and development of, the Property as set forth in Exhibit B that will result in an increase in the Property's assessed value. All aspects of the Project shall be in accordance with all applicable City zoning and building codes, ordinances and regulations.

1.2 Project Costs shall include, without limitation, costs incurred after approval of this agreement for the construction of improvements (including infrastructure improvements), environmental remediation costs, demolition, interior remodeling and development of the project.

1.3 Developer warrants and represents to the City that but for the assistance provided by the City under Article II, herein, Developer would not be able to proceed with the Project.

1.4 Developer and City acknowledge that several of the specific undertakings of the parties may require approvals from directors, boards or the City Council as applicable. The parties' agreements are conditioned upon the obtaining of all such approvals in the manner required by law. The parties cannot assure that all such approvals will be obtained; however, they agree to use their best good faith efforts to obtain them on a timely basis.

ARTICLE II UNDERTAKINGS OF THE CITY

2.1 The City shall appropriate sufficient funds for the performance of the City's obligations under this Agreement.

2.2 City shall cooperate with Developer throughout the Project and shall promptly review and/or process all submissions and applications in accordance with applicable City ordinances.

2.3 Subject to all of the terms, covenants and conditions of this Agreement and applicable provisions of law, and as an inducement by the City to Developer to carry out the Project, upon completion of the Project (which shall be defined as issuance of occupancy permits for all floors of the Project (hereafter "completion")) the City will provide payments to Developer solely from the future Tax Increments (derived from both real and personal property) to assist with Developer's Project Costs. The City's total payment of Tax Increment Revenue to the Developer shall not exceed the lesser of i) \$1,309,140 or ii) Eighteen percent (18%) of the Tax Increment Value as of January 1, 2023, plus interest thereon (the "Contribution").

The Contribution will be paid to Developer as follows:

2.3.1 As the sole source for payment of the Contribution, the City agrees to pay the Developer an amount equal to ninety percent (90%) of the Tax Increment Revenue attributable to, and actually received from, the Property during the calendar year.

2.3.2 Payments under this Agreement shall be due in annual installments on August 15 of the calendar year following the first tax year after completion of the Project and continuing on each August 15 thereafter for a period of time described in Sec. 4.2

2.3.3 Interest on the Contribution shall begin to accrue upon completion of the Project. The interest rate on the Contribution shall be lesser of 1) the interest rate paid by the Developer to the primary lender for the Project, as evidenced by the note indicating the loan amount; or, 2) five percent (5%).

2.3.4 The Contribution shall be a special and limited obligation of the City and not a general obligation. Payments shall first apply to accrued interest and then to the principal balance of the Contribution. Unpaid interest in any year shall be added to the principal balance of the Contribution and accrue interest. The City may prepay the Contribution, in its sole discretion, at any time, with no prepayment penalty.

2.4 This Agreement fully evidences the City's obligation to pay the Contribution. No separate instrument will be prepared to evidence the City's obligation to pay the Contribution. The Contribution shall not be included in the computation of the City's statutory debt limitation because the Contribution is limited and conditional and no taxes will be levied or pledged for its payment. Nothing in this Agreement shall be deemed to change the nature of the City's obligation from a limited and conditional obligation to a general obligation.

2.5 The City covenants to Developer that until the Contribution plus interest thereon has been paid in full, the City shall not close the District prior to its statutory expiration date.

2.6 The City shall, upon Developer's request, provide to Developer an accounting of the status of the District including, but not limited to, the outstanding principal balance of the Contribution and annual Tax Increments received from the District.

2.7 Developer hereby acknowledges that, as a result of the special and limited nature of the City's obligation to pay the Contribution, Developer's recovery of the full amount of the Contribution depends on factors including, but not limited to, future mill rates, changes in the assessed value of the Property, the failure of the Property to generate the Tax Increments at the rate expected by Developer, reduction in Tax Increments caused by revenue-sharing, changes in the Tax Increment Law, and other factors beyond the City's and/or Developer's control.

ARTICLE III PAYMENT OF TAXES

3.1 As long as the District is in existence, the Property and all buildings and improvements thereon shall be owned and taxable for real estate tax and special assessment purposes. The City may waive any or all of the restrictions upon execution of a payment in lieu of taxes (PILOT) agreement on a form acceptable to the City.

3.2 Throughout the duration of this agreement, all ad valorem property taxes properly assessed against the Property will be paid timely and in full.

3.3 In the event that any property owned by Developer within the District becomes exempt from ad valorem property taxes during the life of the District, then for the remaining life of the District, the Developer will make (or cause to be made) annual payments in lieu of taxes in amounts equal to what the ad valorem property taxes would have been for such other property had it not been exempt. If the Developer conveys the Property within the District to any party (related or unrelated), the terms of such sale shall impose as a covenant upon all successor owners of the property the foregoing obligation for payments in lieu of taxes during the life of the District. The City shall be a beneficiary of such covenant and entitled to enforce same against the successor owners.

ARTICLE IV CONDITIONS TO PAYMENT; TERMINATION OF AGREEMENT

4.1 The City shall have no obligation to pay any portion of the Contribution to Developer unless and until all of the following conditions shall have been met:

4.1.1 The Project's completion on or before December 31, 2022 subject to reasonable extensions, not to exceed six (6) months each, for Force Majeure which shall include, but not be limited to, any delays caused by pandemic or other acts beyond the reasonable control of the Developer. Such extensions shall be by mutual written agreement and, in considering any requested extension, the City and Developer agree that each will act in good faith, cooperate in expeditious and timely approvals, and said extensions shall not be unreasonably withheld, conditioned or delayed by City.

4.1.2 The Property's assessed value is no less than Eight Million One Hundred Thousand Dollars (\$8,100,000) on or after January 1, 2023.

4.2 This Agreement, and the City's obligation to make, or continue, any payments of the Contribution, shall terminate when any of the following shall have occurred:

4.2.1 The conditions in Section 4.1 are not met.

4.2.2 The Contribution is paid in full or August 15, 2039, whichever occurs first.

ARTICLE V CONFLICT OF INTEREST

5.1 No member, officer or employee of the City, during his/her tenure or for one year thereafter, will have or shall have had any interest, direct or indirect, in this Agreement or any proceeds thereof.

ARTICLE VI WRITTEN NOTICES

6.1 Any written notice required under this Agreement shall be sent to the following individuals:

FOR THE CITY:

City of Appleton
Community and Economic Development Department
100 North Appleton Street
Appleton, WI 54911-4799
Attention: Director

With a copy to:

City of Appleton
City Attorney's Office
100 North Appleton Street
Appleton, WI 54911-4799
Attn: City Attorney

FOR DEVELOPER:

318 College Ave LLC
c/o Matthew Cole
2761 Contour Road
Missoula, MT 59802

ARTICLE VII ASSIGNMENT

7.1 No party to this Agreement may assign any of its interest or obligations hereunder without first obtaining the written consent of the other party.

ARTICLE VIII NO PARTNERSHIP OR VENTURE

8.1 Developer and its contractors or subcontractors shall be solely responsible for the completion of the Project. Nothing contained in this Agreement shall create or effect any partnership, venture or relationship between the City and Developer or any contractor or subcontractor employed by Developer in the construction of the Project.

ARTICLE IX MISCELLANEOUS

9.1 Under no circumstances shall any officer, official, director, member, manager, commissioner, agent, or employee of City or Developer have any personal liability arising out of this Agreement, and no party shall seek or claim any such personal liability.

9.2 The laws of the State of Wisconsin shall govern this Agreement.

9.3 This Agreement may be signed in any number of counterparts with the same effect as if the signatures thereto and hereto were upon the same instrument.

9.4 No modification, alteration, or amendment of this Agreement shall be binding upon any party until such modification, alteration, or amendment is reduced to writing and executed by all parties to this Agreement.

9.5 Any captions or headings in this Agreement are for convenience only and in no way define, limit, or describe the scope or intent of any of the provisions of this Agreement.

9.6 If any provisions of this Agreement shall be held or deemed to be inoperative or unenforceable as applied in any particular case in any jurisdiction because it conflicts with any other provision or provisions of this Agreement or any constitution or statute or rule of public policy, or for any other reason, then such circumstances shall not have the effect of rendering the provision in question inoperative or unenforceable in any other case or circumstance, or of rendering any other provision or provisions herein contained invalid, inoperative, or unenforceable to any extent whatever. To the maximum extent possible, this Agreement shall be construed in a manner consistent with the powers of the City, including but not limited to, the City's powers under the Blight Elimination and Slum Clearance Law and the Tax Increment Law, to achieve its intended purpose. Reference is made to Section 66.1333(17) of the Wisconsin Statutes and Chapter 105, Laws of 1975 § 4, which provide that the Blight Elimination and Slum Clearance Law and the Tax Increment Law should be construed liberally to effectuate their purposes.

[Signatures on following pages]

DRAFT

DEVELOPER:

318 College Ave LLC

By: _____
Printed Name: _____
Title: _____

By: _____
Printed Name: _____
Title: _____

By: _____
Printed Name: _____
Title: _____

STATE OF _____)
: ss.
_____ COUNTY)

Personally came, before me this ____ day of _____, 2021, [*insert Member names here*] each a member of the LLC, to me known to be the persons who executed the foregoing instrument and acknowledged the same in the capacity and for the purposes therein intended.

Printed Name: _____
Notary Public, State of _____
My commission is/expires: _____

SCHEDULE OF EXHIBITS

- A. Legal Description of Property
- B. Proposed Improvements

DRAFT

EXHIBIT A

LEGAL DESCRIPTION OF THE PROPERTY

The North 46.17 feet of Lot Ten (10) less the North Ten (10) feet thereof; The East 60 feet of the South 120 feet of Lot Ten (10); and the West 1/2 of Lot Eleven (11) less the North Ten (10) feet thereof; All being in Block 25, APPLETON PLAT, City of Appleton, Outagamie County, Wisconsin, according to the recorded Assessor's Map of said City.

DRAFT

EXHIBIT B

PROPOSED IMPROVEMENTS

The project budget is approximately eight million five hundred thousand (\$8,500,000) plus the building purchase price of one million sixty five thousand (\$1,065,000) for a total of nine million five hundred sixty five thousand (\$9,565,000). This does not include carrying costs.

(Copy of Plans/ Design docs here.)

DRAFT

Matthew Cole
318 College Ave LLC
414.477.4979
matthewgiancole@gmail.com

December 1, 2020,

RE: PARK CENTRAL - EXECUTIVE SUMMARY

318 College Ave, LLC (the “Developer”) has been established to undertake the successful purchase, rehabilitation and redevelopment of the Park Central building, located at 318 West College Avenue in downtown Appleton, Wisconsin.

The Developer believes in the City of Appleton’s past and current efforts to attract and retain businesses and residents while improving the community with growth management and capital projects. We intend to serve a current housing need and enhance the community by re-developing this property and holding it as a viable, long term investment.

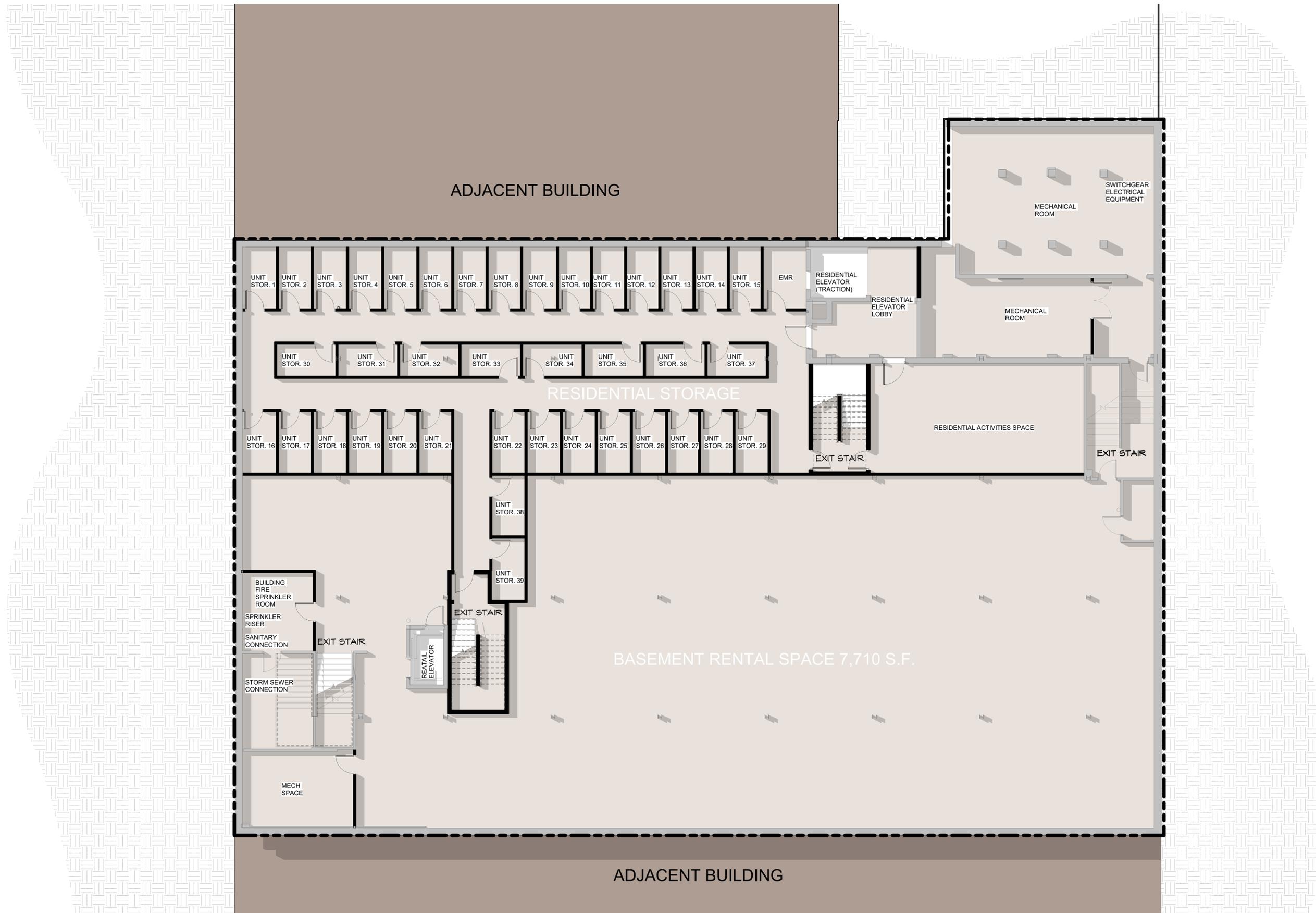
The Park Central property is located in the heart of the Central Business District in Appleton, and will be transformed into a state-of-the-art 75,000 sq. ft. building with over 16,500 square feet of Class A commercial space sub divided for multiple business occupants. The mixed-use improvements to Park Central will include a redeveloped second floor and an additional three floors of IIIB 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, we will provide modern, luxurious yet affordable residential units and commercial spaces serving Appleton residents and businesses.

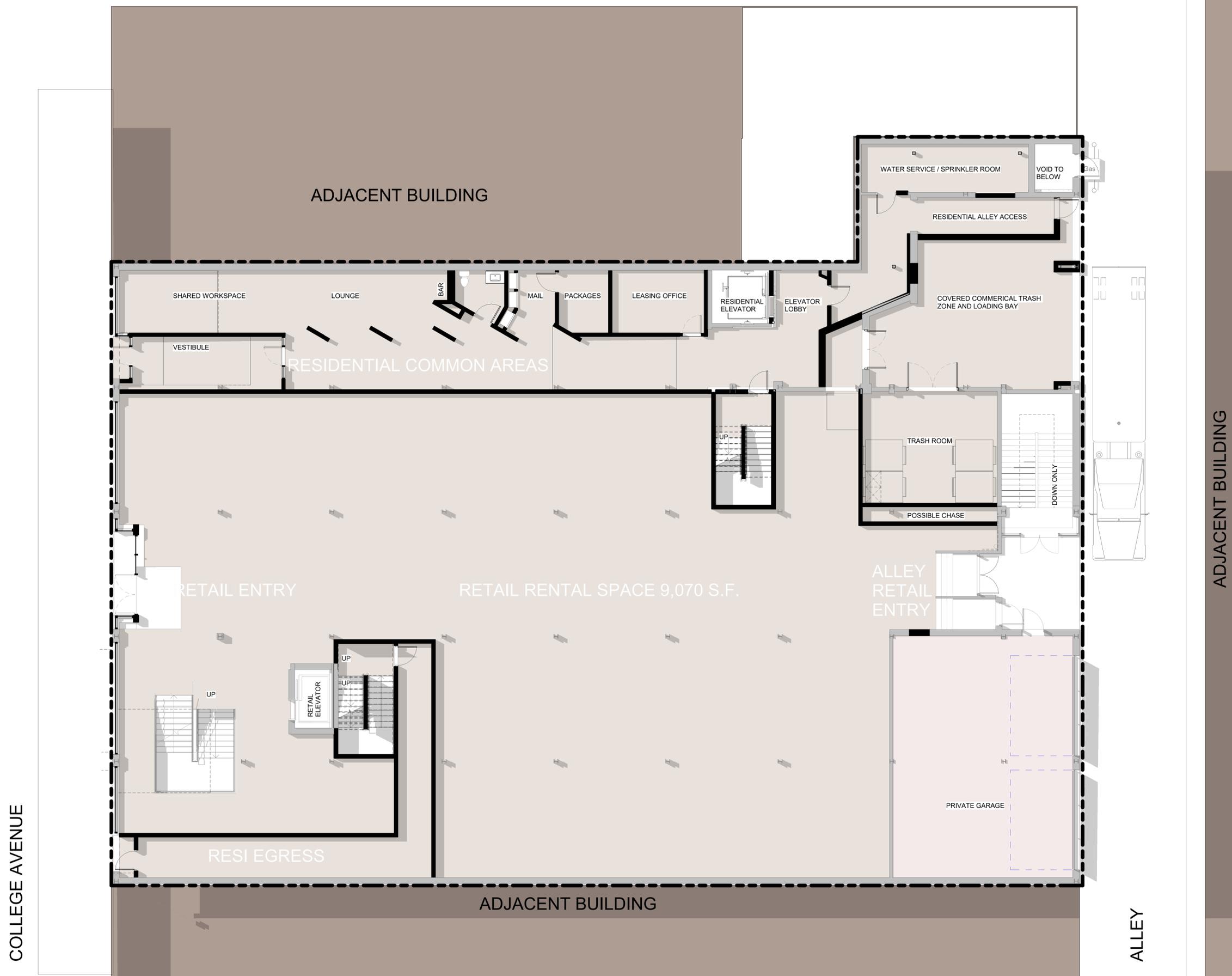
Our vision for the building at 318 W. College Ave is to provide an iconic structure for the Fox Valley and downtown Appleton. The Park Central development will become a staple in the community through an energetic and vibrant atmosphere for the commercial businesses and a welcoming home to the residents with a focus on security, cutting edge technology, desired amenities, convenience and a positive environment for all tenants. The apartments will cater to many demographics including retirees/empty nesters, young professionals, young families, and students. Park Central will feature unmatched levels of customer service and attention to detail with dedicated on-site property management, building amenities and secure residential access.

The existing structure is a two story over basement ~45,000 sq. ft. building in need of significant structural, mechanical, and aesthetic repairs. The building was purchased for \$1,065,000.00 in June of 2019. The 30,000 sq. ft. addition and improvements in the development project are estimated to be completed by Fall of 2022 at a cost of ~\$8.5MM plus the purchase price and carrying costs. This project will come to fruition in partnership with local Gries Architecture Group, Performa Architects & Engineers and Blue Sky Contractors. Estimated project cost breakdown are provided below;

The renderings below provide a preliminary representation of the completed structure.









COLLEGE AVENUE

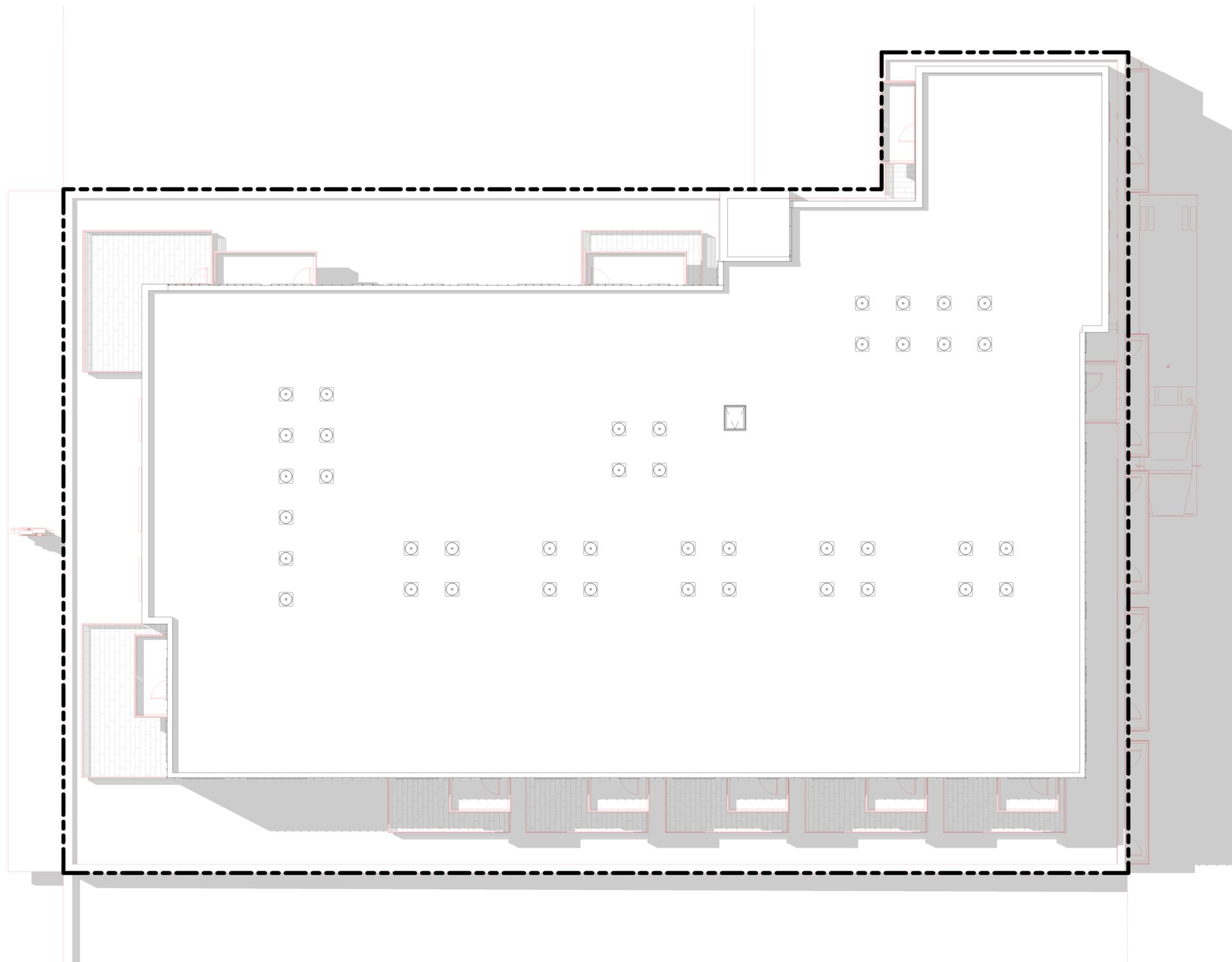
ALLEY

ADJACENT BUILDING











PARK CENTRAL
SCHEMATIC DESIGN

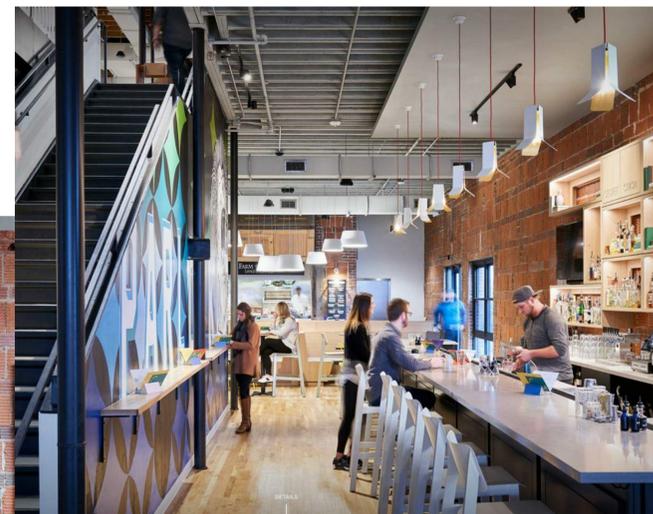


Old Zinc Gray

MATERIALS

SCALE:





LOBBY



UNITS



CORRIDORS

Exterior Wall:

- Cladding Materials:
- Vertical Metal Batten: Ultra Batten (Bridgersteel.com)
 - Clay Brick: Brampton Brick - Slate and Graphite(Jirehbrickandstone.com)
 - NOT USED BUT CONTEMPLATED:
Fiber Cement Panel: a. Cembrit Patina Line (Americanfibercement.com)
b. Ceraclad (ceraclad.com) class 1, 0 Flame Spread Classification, 0 Smoke Developed

- Fenestration:
- U-PVC: Supera Windows (Intuswindows.com)
 - Fiberglass: Impervia (Pella.com)
 - Vinyl: Heavy duty commercial (Harveycommercial.com)
 - Aluminum

- Airfoil Shade:
- Louver Screenwall: aluminum (Awningworks.com)

- Exterior Wall Construction (Wood Stud Wall):
- Exterior Cladding over
 - 1.5" Continuous Insulation
 - Air/Water Barrier
 - Exterior Sheathing
 - 2x6 Studs @16" O.C. (See Assemblies sheet for where Fire Treated Wood Req'd)
 - R-19 Batt Insulation
 - Vapor Barrier
 - Interior Sheathing

- Exterior Wall Construction (Brick Wall):
- Masonry Veneer
 - 1.5" Continuous Insulation
 - Air/Water Barrier
 - Exterior Sheathing
 - 2x6 Studs @16" O.C. (See Assemblies sheet for where Fire Treated Wood Req'd)
 - R-19 Batt Insulation (@2.5 pcf density)
 - Vapor Barrier

- Terrace System:
- Trex deck (water draining)

- Balcony System:
- Aluminum prefabricated balcony and rail with waterproof aluminum decking
 - mstairs.com (all welded construction)
 - endurable.com
 - americanstructures.com
 - wahoodecks.com
 - Balconies should have discreet gutter and open faced downspout to drain to third floor roof.

Interior Wall:

- Demising Unit-Corridor (U327)
- One (1) layer 5/8" gypsum board
 - RC-1 Channel (corridor side)
 - 2x6 Studs @ (see struct, else 24" O.C.)
 - 3.5" Sound Attenuation Batt (@ any density)
 - One (1) layer 5/8" gypsum board
 - STC 50 (with ThermaFiber SAFB)
 - STC 50 (with fiberglass insulation if Firecode C panels used)

- Demising Wall Unit-Unit (U347)
- Two (2) layers 5/8" gypsum board
 - 2x4 Studs @ (see struct, else 24" O.C.)
 - 3.5" Sound attenuation Batt
 - Wood Product Septum (only if required by struct)
 - Air gap (2x4 studs on separate sole plates)
 - 2x4 Studs @ (see Struct, else 24" O.C.)
 - 3.5" Sound Attenuation Batt (@ any density)
 - RC-1 Channel
 - One (1) layer 5/8" gypsum board
 - STC 52

Floor System:

- @ Second Floor (based on G514 - 2 hour required) :
- Finish floor
 - 1 1/2" Gypcrete (Maxxon) Underlayment
 - 3/8" seperation mat (Acousti-Mat Premium 3/8")
 - Existing System
 - min. 2 1/2" normal weight conc.
 - Metal Lath
 - concrete reinforcing steel mesh
 - Steel web joists
 - Optional: 3.5" Sound Attenuation Batt
 - Furring channels
 - 5/8" Gypsum board
 - IIC 54

- @Third Floor (1 hour required)
- Finish floor
 - 1/16" seperation mat (Acousti-Top)
 - formed and cast in place concrete (thickness varies, min. 4")
 - IIC 52

- @ Fourth and Fifth Floor (based on L521) :
- Finish Floor
 - 1 1/2" Gypcrete (Maxxon Underlayment)
 - 3/8" seperation mat (Acousti-Mat Premium 3/8")
 - 23/32" or 3/4" subfloor (see struct.)
 - 20" Plate Truss
 - min 3.5" sound attenuation batt (prefer 6.25" sound attenuation batt)
 - RC-1 Channel
 - 5/8" Gypsum Board
 - IIC 57

Roof System:

- Insulation entirely above deck. Tapered on a flat deck at all locations (third floor roof and 5th floor roof).

- @Third Floor Line (1 hour fire rated system required):
- Ballast Pavers (wasau tile) or ballast stones
 - 60mm EPDM
 - R30 min insulation
 - Existing System
 - min. 2 1/2" normal weight conc.
 - Metal Lath
 - concrete reinforcing steel mesh
 - Steel web joists
 - Furring channels
 - 5/8" Gypsum board

@ High Roof (1 hour fire rated system):

- 60 mm EPDM for 20 year warranty, or
- 90mm for 30 year warranty. Fully adhered if possible
- R30 min. insulation
- vapor barrier
- wood roof deck over plate truss
- 3.5" sound attenuation batt
- RC-1 Channel
- 5/8" gypsum board.

Stairs:

Wooden Stairs built into CMU stairwell shaft. Center wall of staircase is wood stud and drywall faced. Landings constructed of 2x joists. Stair finish: waterproof integrated tread/riser product such as allstate rubber treads.

Conveying System:

- 3,500 lb machineroomless traction passenger elevator. (OTIS Gen2)
- 1. Stretcher accomodating.
- 2. Single or dual speed side opening door 42" width.
- 3. Recommended speed minimum 350 fpm.
- 4. Requires backup power operation.
- 5. Requires smoke curtains or elevator shaft door to drop over the elevator doors on each floor.
 - Elevator Smoke Containment. (Smokeguard.com)
 - Elevator Cab Syntegra. (Syntegrausa.com)
 - Door Systems Inc DSI600 (Doorsysinc.com)
- Elevator machine in seperate control room.

- Trash Chutes: IBC 713.13 Waste and Linen Chutes
- chutes.com
 - americanchutesystems.com

- Mail Specialties:
- florencemailboxes.com

- Bike Specialties:
- wirecrafters.com

Assembly E1

Metal Panel Rainscreen over Wood Stud Backup

R per Inch	Thickness	I R-Value	U-Value	
0.680	1.000	0.680	1.471	
0.900	0.625	0.563	1.778	
2.487	5.500	13.679	0.067	per ASHRAE Table A3.4.3.1
1.250	0.500	0.625	1.600	
0.000	0.000	0.000	0.000	
0.020	0.250	0.005	200.000	
0.170	1.000	0.170	5.882	
Assembly Value (U-Value)			15.721	0.064 OK, (min 7.5 Ci required, max U=0.064)

Assembly E1

Assembly E2

Brick over Wood Stud Backup

R per Inch	Thickness	I R-Value	U-Value	
0.680	1.000	0.680	1.471	
0.900	0.625	0.563	1.778	
0.000	0.000	0.000	0.000	
2.487	5.500	13.679	0.067	per ASHRAE Table A3.4.3.1
0.900	0.500	0.450	2.222	
0.000	0.000	0.000	0.000	
1.000	1.000	1.000	1.000	
0.110	3.625	0.399	2.508	
0.170	1.000	0.170	5.882	
Assembly Value (U-Value)			16.93975	0.059033 OK, (min 7.5 Ci required, max U=0.064)

Assembly E2

Assembly E3

Metal Panel Exterior Wall over CMU Backup

R per Inch	Thickness	I R-Value	U-Value	
0.68	1	0.68	1.470588	
0.245	7.625	1.868125	0.535296	per ASHRAE Table A3.1-3
0	0	0	0	
6	2	12	0.083333	
1	1	1	1	
0.110	3.625	0.399	2.508	
0.17	1	0.17	5.882353	
Assembly Value (C-Value)			16.11688	0.062047 OK, (min 13.3 Ci required, max U=0.08)

Assembly E3

R.1 (High)

Roofing Assembly

R per Inch	Thickness	I R-Value	U-Value	
0.67	1	0.67	1.492537	
1.25	0.5	0.625	1.6	
0	0	0	0	
6	5.2	31.2	0.032051	
0.08	0.0625	0.005	200	
0.17	1	0.17	5.882353	
Assembly Value (C-Value)			32.67	0.030609 OK, (min 30 Ci required, max U=0.032)

R.1 (High)

R.2 (at Third Flr Line)

Roofing Assembly

R per Inch	Thickness	I R-Value	U-Value	
0.67	1	0.67	1.492537	
0.5	0.5	0.25	4	
0	0	0	0	
6	5.2	31.2	0.032051	
0.08	0.0625	0.005	200	
0	0	0	0	
0.17	1	0.17	5.882353	
Assembly Value (C-Value)			32.295	0.030965 OK, (min 30 Ci required, max U=0.032)

R.2 (at Third F

R.3 (cut in balconies)

Roofing Assembly - Balcony

R per Inch	Thickness	I R-Value	U-Value	
0.67	1	0.67	1.492537	
3.210	3.500	11.236	0.089	per ASHRAE Table A3.4.3.1
0.5	0.5	0.25	4	
0	0	0	0	
5	0.5	2.5	0.4	
0.08	0.0625	0.005	200	
0	1	0	0	
0.17	1	0.17	5.882353	
Assembly Value (C-Value)			14.831	0.067426 OK, (min 7.9 Ci required, max C=0.119)

R.3 (cut in bal





PARK CENTRAL
SCHEMATIC DESIGN

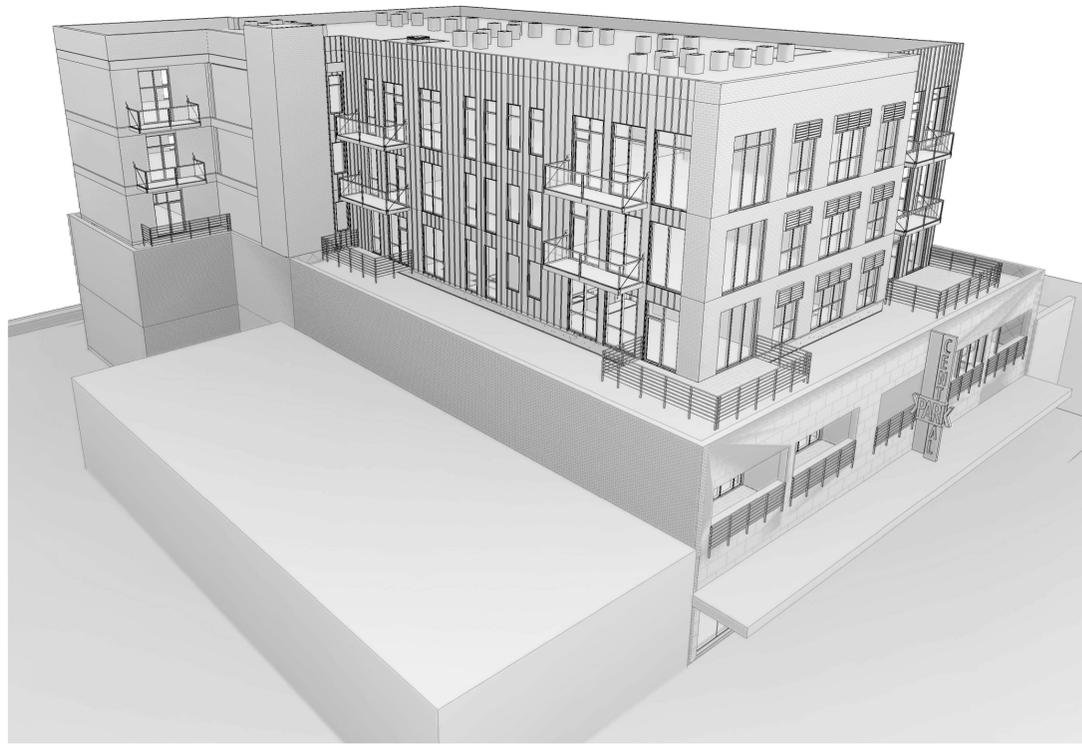
PEDESTRIAN PERSPECTIVE

SCALE:



Gries
Architectural Group Inc.

07/06/2020





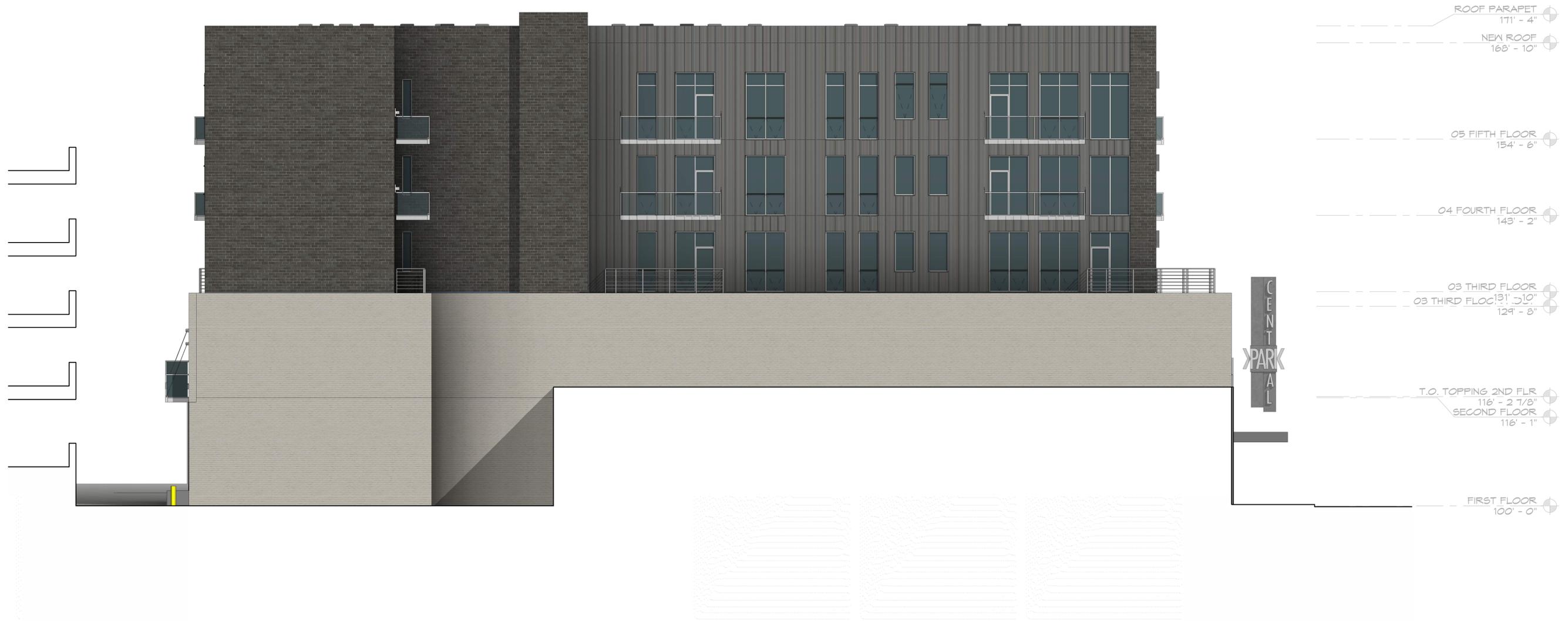
SOUTH ELEVATION

SCALE: 1/8" = 1'-0"









Exception: Fire barriers, fire partitions, smoke barriers and horizontal assemblies as provided in Sections 707.5, 708.4, 709.4 and 711.2, respectively.

704.2 Column protection. Where columns are required to have protection to achieve a fire-resistance rating, the entire column shall be provided individual encasement protection by protecting it on all sides for the full column height, including connections to other structural members, with materials having the required fire-resistance rating. Where the column extends through a ceiling, the encasement protection shall be continuous from the top of the foundation or floor/ceiling assembly below through the ceiling space to the top of the column.

704.3 Protection of the primary structural frame other than columns. Members of the primary structural frame other than columns that are required to have protection to achieve a fire-resistance rating and support more than two floors or one floor and roof, or support a load-bearing wall or a nonload-bearing wall more than two stories high, shall be provided individual encasement protection by protecting them on all sides for the full length, including connections to other structural members, with materials having the required fire-resistance rating.

Exception: Individual encasement protection on all sides shall be permitted on all exposed sides provided the extent of protection is in accordance with the required fire-resistance rating, as determined in Section 703.

704.4 Protection of secondary members. Secondary members that are required to have protection to achieve a fire-resistance rating shall be protected by individual encasement protection.

704.4.1 Light-frame construction. Studs and boundary elements that are integral elements in load-bearing walls of light-frame construction shall be permitted to have required fire-resistance ratings provided by the membrane protection provided for the load-bearing wall.

704.4.2 Horizontal assemblies. Horizontal assemblies are permitted to be protected with a membrane or ceiling where the membrane or ceiling provides the required fire-resistance rating and is installed in accordance with Section 711.

704.5 Truss protection. The required thickness and construction of fire-resistance-rated assemblies enclosing trusses shall be based on the results of full-scale tests or combinations of tests on truss components or on approved calculations based on such tests that satisfactorily demonstrate that the assembly has the required fire resistance.

704.6 Attachments to structural members. The edges of lugs, brackets, rivets and bolt heads attached to structural members shall be permitted to extend to within 1 inch (25 mm) of the surface of the fire protection.

704.7 Reinforcing. Thickness of protection for concrete or masonry reinforcement shall be measured to the outside of the reinforcement except that stirrups and spiral reinforcement is permitted to project not more than 0.5-inch (12.7 mm) into the protection.

704.8 Embedments and enclosures. Pipes, wires, conduits, ducts or other service facilities shall not be embedded in the required fire protective covering of a structural member that is required to be individually encased.

704.9 Impact protection. Where the fire protective covering of a structural member is subject to impact damage from moving vehicles, the handling of merchandise or other activity, the fire protective covering shall be protected by corner guards or by a substantial jacket of metal or other noncombustible material to a height adequate to provide full protection, but not less than 5 feet (1524 mm) from the finished floor.

Exception: Corner protection is not required on concrete columns in open or enclosed parking garages.

704.10 Exterior structural members. Load-bearing structural members located within the exterior walls or on the outside of a building or structure shall be provided with the highest fire-resistance rating as determined in accordance with the following:

- As required by Table 601 for the type of building element based on the type of construction of the building;
- As required by Table 601 for exterior bearing walls based on the type of construction; and
- As required by Table 602 for exterior walls based on the fire separation distance.

704.11 Bottom flange protection. Fire protection is not required at the bottom flange of lintels, shelf angles and pates, spanning not more than 6 feet 4 inches (1931 mm) whether part of the primary structural frame or not, and from the bottom flange of lintels, shelf angles and plates not part of the structural frame, regardless of span.

704.12 Seismic isolation systems. Fire-resistance ratings for the isolation system shall meet the fire-resistance rating required for the columns, walls or other structural elements in which the isolation system is installed in accordance with Table 601. Isolation systems required to have a fire-resistance rating shall be protected with approved materials or construction assemblies designed to provide the same degree of fire resistance as the structural element in which the system is installed when tested in accordance with ASTM E 119 or UL 263 (see Section 703.2).

Such isolation system protection applied to isolator units shall be capable of retarding the transfer of heat to the isolator unit in such a manner that the required gravity load-carrying capacity of the isolator unit will not be impaired after exposure to the standard time-temperature curve fire test prescribed in ASTM E 119 or UL 263 for a duration not less than that required for the fire-resistance rating of the structure element in which the system is installed.

Such isolation system protection applied to isolator units shall be suitably designed and securely installed so as not to dislodge, loosen, sustain damage or otherwise impair its ability to accommodate the seismic movements for which the isolator unit is designed and to maintain its integrity for the purpose of providing the required fire-resistance protection.

Where a new building is to be erected on the same lot as an existing building, the location of the assumed imaginary line with relation to the existing building shall be such that the exterior wall and opening protection of the existing building meet the criteria as set forth in Sections 705.5 and 705.8.

Exceptions:

- Two or more buildings on the same lot shall be either regulated as separate buildings or shall be considered as portions of one building if the aggregate area of such buildings is within the limits specified in Chapter 5 for a single building. Where the buildings contain different occupancy groups or are of different types of construction, the area shall be that allowed for the most restrictive occupancy or construction.
- Where an S-2 parking garage of Construction Type I or IIA is erected on the same lot as a Group R-2 building, and there is no fire separation distance between these buildings, then the adjoining exterior walls between the buildings are permitted to have occupant use openings in accordance with Section 706.8. However, opening protectives in such openings shall only be required in the exterior wall of the S-2 parking garage, not in the exterior wall openings in the R-2 building, and these opening protectives in the exterior wall of the S-2 parking garage shall be not less than 1 1/2-hour fire protection rating.

705.4 Materials. Exterior walls shall be of materials permitted by the building type of construction.

705.5 Fire-resistance ratings. Exterior walls shall be fire-resistance rated in accordance with Tables 601 and 602 and this section. The required fire-resistance rating of exterior walls with a fire separation distance of greater than 10 feet (3048 mm) shall be rated for exposure to fire from the inside. The required fire-resistance rating of exterior walls with a fire separation distance of less than or equal to 10 feet (3048 mm) shall be rated for exposure to fire from both sides.

705.6 Structural stability. Exterior walls shall extend to the height required by Section 705.11. Interior structural elements that brace the exterior wall but that are not located within the plane of the exterior wall shall have the minimum fire-resistance rating required in Table 601 for that structural element. Structural elements that brace the exterior wall but are located outside of the exterior wall or within the plane of the exterior wall shall have the minimum fire-resistance rating required in Tables 601 and 602 for the exterior wall.

705.7 Unexposed surface temperature. Where protected openings are not limited by Section 705.8, the limitation on the rise of temperature on the unexposed surface of exterior walls as required by ASTM E 119 or UL 263 shall not apply. Where protected openings are limited by Section 705.8, the limitation on the rise of temperature on the unexposed surface of exterior walls as required by ASTM E 119 or UL 263 shall not apply provided that a correction is made for radiation

from the unexposed exterior wall surface in accordance with the following formula:

$$A_p = A + (A_p \times F_{av}) \quad \text{(Equation 7-1)}$$

where:

- A_p = Equivalent area of protected openings.
- A = Actual area of protected openings.

A_p = Area of exterior wall surface in the story under consideration exclusive of openings, on which the temperature limitations of ASTM E 119 or UL 263 for walls are exceeded.

F_{av} = An "equivalent opening factor" derived from Figure 705.7 based on the average temperature of the unexposed wall surface and the fire-resistance rating of the wall.

705.8 Openings. Openings in exterior walls shall comply with Sections 705.8.1 through 705.8.6.

705.8.1 Allowable area of openings. The maximum area of unprotected and protected openings permitted in an exterior wall in any story of a building shall not exceed the percentages specified in Table 705.8.

Exceptions:

- In other than Group H occupancies, unlimited unprotected openings are permitted in the first story above grade plane either:
 - Where the wall faces a street and has a fire separation distance of more than 15 feet (4572 mm); or
 - Where the wall faces an unoccupied space. The unoccupied space shall be on the same lot or dedicated for public use, shall be not less than 30 feet (9144 mm) in width and shall have access from a street by a posted fire lane in accordance with the International Fire Code.

Buildings whose exterior bearing walls, exterior nonbearing walls and exterior primary structural frame are not required to be fire-resistance rated shall be permitted to have unlimited unprotected openings.

705.8.2 Protected openings. Where openings are required to be protected, fire doors and fire shutters shall comply with Section 716.5 and fire window assemblies shall comply with Section 716.6.

Exception: Opening protectives are not required where the building is equipped throughout with an automatic sprinkler system in accordance with Section 903.3.1.1 and the exterior openings are protected by a water curtain using automatic sprinklers approved for that use.

705.8.3 Unprotected openings. Where unprotected openings are permitted, windows and doors shall be constructed of any approved materials. Glazing shall conform to the requirements of Chapters 24 and 26.

707.6 Openings. Openings in a fire barrier shall be protected in accordance with Section 716. Openings shall be limited to a maximum aggregate width of 25 percent of the length of the wall, and the maximum area of any single opening shall not exceed 156 square feet (15 m²). Openings in enclosures for exit access stairways and ramps, interior exit stairways and ramps and exit passageways shall also comply with Sections 1019, 1023.4 and 1024.5, respectively.

Exceptions:

- Openings shall not be limited to 156 square feet (15 m²) where adjoining floor areas are equipped throughout with an automatic sprinkler system in accordance with Section 903.3.1.1.
- Openings shall not be limited to 156 square feet (15 m²) or an aggregate width of 25 percent of the length of the wall where the opening protective is a fire door serving enclosures for exit access stairways and ramps, and interior exit stairways and ramps.
- Openings shall not be limited to 156 square feet (15 m²) or an aggregate width of 25 percent of the length of the wall where the opening protective has been tested in accordance with ASTM E 119 or UL 263 and has a minimum fire-resistance rating not less than the fire-resistance rating of the wall.
- Fire window assemblies permitted in atrium separation walls shall not be limited to a maximum aggregate width of 25 percent of the length of the wall.
- Openings shall not be limited to 156 square feet (15 m²) or an aggregate width of 25 percent of the length of the wall where the opening protective is a fire door assembly in a fire barrier separating an enclosure for exit access stairways and ramps, and interior exit stairways and ramps from an exit passageway in accordance with Section 1023.3.1.

707.7 Penetrations. Penetrations of fire barriers shall comply with Section 714.

707.7.1 Prohibited penetrations. Penetrations into enclosures for exit access stairways and ramps, interior exit stairways and ramps, and exit passageways shall be allowed only where permitted by Sections 1019, 1023.5 and 1024.6, respectively.

707.8 Joints. Joints made in or between fire barriers, and joints made at the intersection of fire barriers with underside of a fire-resistance-rated floor or roof sheathing, slab or deck above, and the exterior vertical wall intersection shall comply with Section 715.

707.9 Voids at intersections. The voids created at the intersection of a fire barrier and a nonfire-resistance-rated roof assembly or a nonfire-resistance-rated exterior wall assembly shall be filled. An approved material or system shall be used to fill the void, and shall be securely installed in or on the intersection for its entire length so as not to dislodge, loosen or otherwise impair its ability to accommodate expected building movements and to retard the passage of fire and hot gases.

707.10 Ducts and air transfer openings. Penetrations in a fire barrier by ducts and air transfer openings shall comply with Section 717.

SECTION 708 FIRE PARTITIONS

708.1 General. The following wall assemblies shall comply with this section.

- Separation walls as required by Section 420.2 for Groups I-1, R-1, R-2 and R-3.
- Walls separating tenant spaces in covered and open mall buildings as required by Section 402.4.2.1.
- Corridor walls as required by Section 1020.1.
- Elevator lobby separation as required by Section 3006.2.
- Egress balconies as required by Section 1019.2.

708.2 Materials. The walls shall be of materials permitted by the building type of construction.

708.3 Fire-resistance rating. Fire partitions shall have a fire-resistance rating of not less than 1 hour.

Exceptions:

- Corridor walls permitted to have a 1/2-hour fire-resistance rating by Table 1020.1.
- Dwelling unit and sleeping unit separations in buildings of Type IIB, IIIB and VB construction shall have fire-resistance ratings of not less than 1/2 hour in buildings equipped throughout with an automatic sprinkler system in accordance with Section 903.3.1.1.

708.4 Continuity. Fire partitions shall extend from the top of the foundation or floor/ceiling assembly below to the underside of the floor or roof sheathing, slab or deck above or to the fire-resistance-rated floor/ceiling or roof/ceiling assembly above, and shall be securely attached thereto. In combustible construction where the fire partitions are not required to be continuous to the sheathing, deck or slab, the space between the ceiling and the sheathing, deck or slab above shall be fire-blocked or draftstopped in accordance with Sections 718.2 and 718.3 at the partition line. The supporting construction shall be protected to afford the required fire-resistance rating of the wall supported, except for walls separating tenant spaces in covered and open mall buildings, walls separating dwelling units, walls separating sleeping units and corridor walls, in buildings of Type IIB, IIIB and VB construction.

Exceptions:

- The wall need not be extended into the crawl space below where the floor above the crawl space has a minimum 1-hour fire-resistance rating.
- Where the room-side fire-resistance-rated membrane of the corridor is carried through to the underside of the floor or roof sheathing, deck or slab of a fire-resistance-rated floor or roof above, the ceiling

in Group I-1 Condition 2, Group I-2 and ambulatory care facilities, horizontal sliding doors installed in accordance with Section 1010.1.4.3 and protected in accordance with Section 716.

709.5.1 Group I-2 and ambulatory care facilities. In Group I-2 and ambulatory care facilities, where doors are installed across a corridor, the doors shall be automatic-closing by smoke detection in accordance with Section 716.5.9.3 and shall have a vision panel with fire-protection-rated glazing materials in fire-protection-rated frames, the area of which shall not exceed that tested.

709.6 Penetrations. Penetrations of smoke barriers shall comply with Section 714.

709.7 Joints. Joints made in or between smoke barriers shall comply with Section 715.

709.8 Ducts and air transfer openings. Penetrations in a smoke barrier by ducts and air transfer openings shall comply with Section 717.

SECTION 710 SMOKE PARTITIONS

710.1 General. Smoke partitions installed as required elsewhere in the code shall comply with this section.

710.2 Materials. The walls shall be of materials permitted by the building type of construction.

710.3 Fire-resistance rating. Unless required elsewhere in the code, smoke partitions are not required to have a fire-resistance rating.

710.4 Continuity. Smoke partitions shall extend from the top of the foundation or floor below to the underside of the floor or roof sheathing, deck or slab above or to the underside of the ceiling above where the ceiling membrane is constructed to limit the transfer of smoke.

710.5 Openings. Openings in smoke partitions shall comply with Sections 710.5.1 and 710.5.2.

710.5.1 Windows. Windows in smoke partitions shall be sealed to resist the free passage of smoke or be automatic-closing upon detection of smoke.

710.5.2 Doors. Doors in smoke partitions shall comply with Sections 710.5.2.1 through 710.5.2.3.

710.5.2.1 Louvers. Doors in smoke partitions shall not include louvers.

710.5.2.2 Smoke and draft control doors. Where required elsewhere in the code, doors in smoke partitions shall meet the requirements for a smoke and draft control door assembly tested in accordance with UL 1784. The air leakage rate of the door assembly shall not exceed 3.0 cubic feet per minute per square foot (0.015424 m³/(s • m²)) of door opening at 0.10 inch (2.49 Pa) of water for both the ambient temperature test and the elevated temperature exposure test. Installation of smoke doors shall be in accordance with NFPA 105.

710.5.2.2.1 Smoke and draft control door labeling. Smoke and draft control doors complying only

with UL 1784 shall be permitted to show the letter "S" on the manufacturer's labeling.

710.5.2.3 Self- or automatic-closing doors. Where required elsewhere in the code, doors in smoke partitions shall be self- or automatic-closing by smoke detection in accordance with Section 716.5.9.3.

710.6 Penetrations. The space around penetrating items shall be filled with an approved material to limit the free passage of smoke.

710.7 Joints. Joints shall be filled with an approved material to limit the free passage of smoke.

710.8 Ducts and air transfer openings. The space around a duct penetrating a smoke partition shall be filled with an approved material to limit the free passage of smoke. Air transfer openings in smoke partitions shall be provided with a smoke damper complying with Section 717.3.2.2.

Exception: Where the installation of a smoke damper will interfere with the operation of a required smoke control system in accordance with Section 909, approved alternative protection shall be utilized.

SECTION 711 HORIZONTAL ASSEMBLIES

711.1 General. Horizontal assemblies shall comply with Section 711.2. Nonfire-resistance-rated floor and roof assemblies shall comply with Section 711.3.

711.2 Horizontal assemblies. Horizontal assemblies shall comply with Sections 711.2.1 through 711.2.6.

711.2.1 Materials. Assemblies shall be of materials permitted by the building type of construction.

711.2.2 Continuity. Assemblies shall be continuous without vertical openings, except as permitted by this section and Section 712.

711.2.3 Supporting construction. The supporting construction shall be protected to afford the required fire-resistance rating of the horizontal assembly supported.

Exception: In buildings of Type IIB, IIIB or VB construction, the construction supporting the horizontal assembly is not required to be fire-resistance rated at the following:

- Horizontal assemblies at the separations of incidental uses as specified by Table S09 provided the required fire-resistance rating does not exceed 1 hour.
- Horizontal assemblies at the separations of dwelling units and sleeping units as required by Section 420.3.
- Horizontal assemblies at smoke barriers constructed in accordance with Section 709.

711.2.4 Fire-resistance rating. The fire-resistance rating of horizontal assemblies shall comply with Sections 711.2.4.1 through 711.2.4.6 but shall be not less than that required by the building type of construction.

704: FIRE RESISTANCE RATING OF STRUCTURAL MEMBERS

CHAPTER 5 CONCEPTS:

Type IIB Construction
Separated Mixed Use per Table S08.4.

M to R: 1 HR
*S to R: 1 HR
M to S: 0 HR

Maximum Height Table S04.3: 75 FT
Maximum Stories Table S04.4: S-4, M-3, R-2.5
Maximum Area Table S06.2(SM): R-2,40,000, M-37,500, S-76,500
Sprinklered: entire building NFPA 13.

CHAPTER 6 CONCEPTS:

Fire Treated studs and plywood/OSB sheathing required in bearing walls only. Non-Fire treated lumber and sheathing allowed in all other locations. Exterior walls that are at or close to the property line may require fire treated sheathing in order to achieve a specific UL tested assembly.

CHAPTER 7 CONCEPTS:

See Section above reproduced on this sheet.

Also note:

**Fire Barrier: 711 references Table 707.5.10 for separating fire areas. The residential portion of the building must be separated from the mercantile portion M to R: 2 hours. This is indicated in the conceptual fire assembly sections.
713.13 Waste and linen chutes and incinerator rooms.

CHAPTER 12 CONCEPTS:

All-bourne sound walls, partitions and floor/ceiling assemblies separating sleeping or dwelling units from one another or public/service areas shall have a sound transmission class (STC) of not less than 50. Structure-bourne sound floor/ceiling assemblies shall have an impact insulation class (IC) rating of not less than 50.

Life Safety Concept

1/4" = 1'-0"

PARK CENTRAL
SCHEMATIC DESIGN

705: EXTERIOR WALLS

FIRE RESISTANCE RATING REQUIREMENTS FOR BUILDING ELEMENTS (HOURS)

BUILDING ELEMENT	TYPE III	
	A	B
PRIM. STRUCT FRAME	1	0
BEARING WALLS		
EXTERIOR	2	2
INTERIOR	1	0
NONBEARING EXTERIOR WALLS	SEE TABLE 602	
NONBEARING WALLS PARTIT.		
INTERIOR	0	0
FLOOR CONSTR. + MEMBERS	1	0
ROOF CONSTR. + MEMBERS	1	0

708: FIRE PARTITIONS

BUILDING AREAS:

O5: 11,219
O4: 11,219
O3: 11,219
O2: 15,552
O1: 15,492
= 50,071 AREA
LL: 16,208
SUM= 66,279 GSF

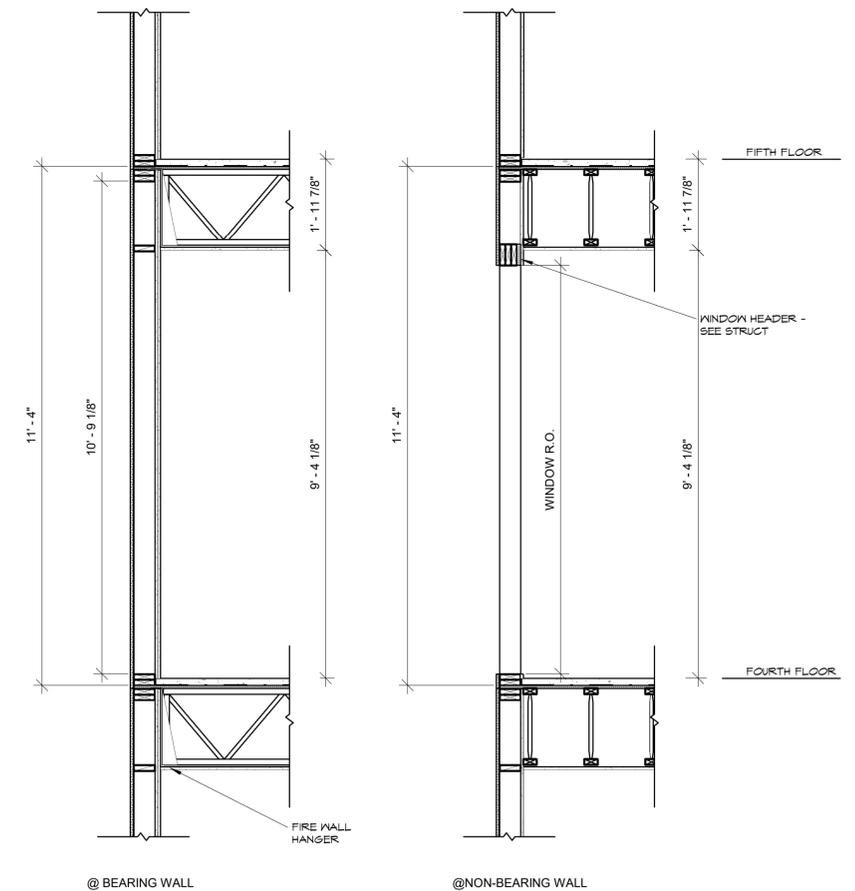
Partial 601 Table

1/4" = 1'-0"

Building Areas

1/4" = 1'-0"

711: HORIZONTAL ASSEMBLIES



ASSEMBLIES

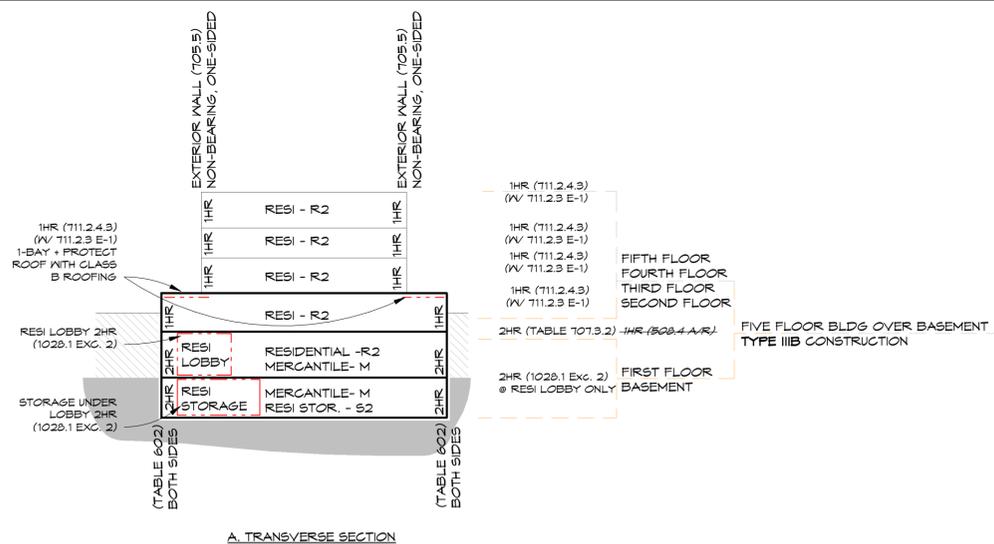
SCALE: As indicated

Performa
ARCHITECTS + ENGINEERS

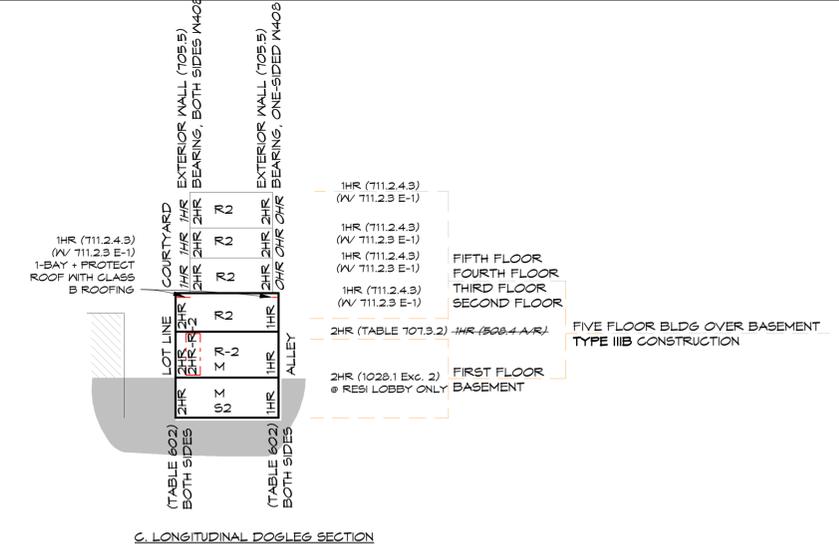


Gries
Architectural Group Inc.

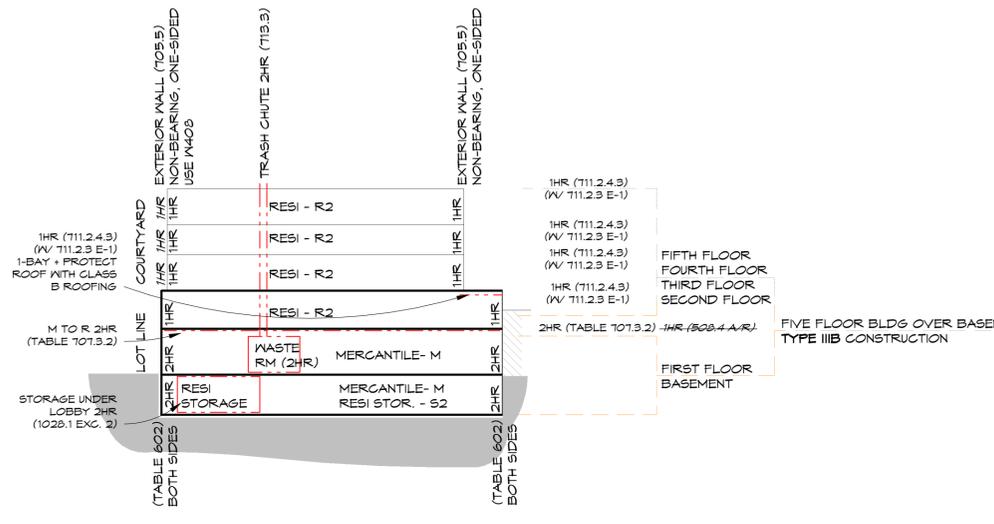
07/06/2020



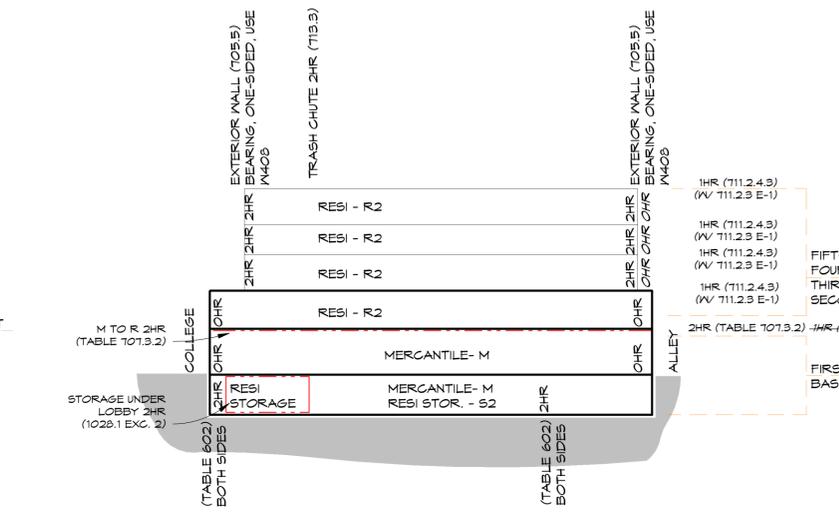
A. TRANSVERSE SECTION



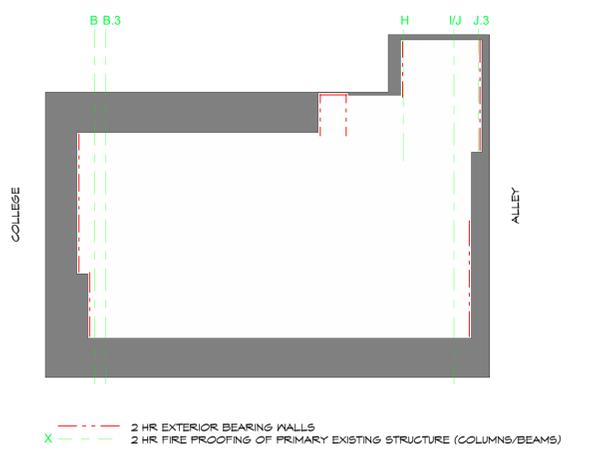
C. LONGITUDINAL DOGLEG SECTION



B. TRANSVERSE DOGLEG SECTION



D. LONGITUDINAL SECTION



KEY PLAN
1/32" = 1'-0"

Rated Assemblies Concept

1/32" = 1'-0"

- L521/L550/L563 - FLOOR ASSEMBLY - 1 HR - USE: FLOOR LEVEL FOUR AND FIVE (ASSEMBLY DEPENDENT ON DAMPER SELECTED)
- TABLE 722.2.2.1 - FLOOR ASSEMBLY - 1 HR - MINIMUM 3.5" SILICEOUS Poured CONCRETE THICKNESS - USE: FLOOR LEVEL THREE
- G514 - FLOOR ASSEMBLY - 1 HR & 2 HR - USE: FLOOR LEVEL FIRST AND SECOND (PERHAPS G512... CHECK WITH STRUCTURAL FOR TRUSS TYPE)
- X528 - PRIMARY STRUCTURAL COLUMN PROTECTION - 1 HR & 2 HR - USE: BASEMENT AND FIRST FLOOR, 2 HR AT BEARING WALL COLUMN LINES OF UPPER THREE FLOOR ADDITION
- U356 - BEARING EXTERIOR WALL - 1 HR - USE: INTERIOR FACE 1 HR RATED NON-BEARING PERIMETER/EXTERIOR WALLS (IF BLAZESHIELD EXTERIOR SHEATHING U348)
- W408 - BEARING EXTERIOR WALL - 2 HR - USE: INTERIOR FACE 2 HR RATED BEARING PERIMETER/EXTERIOR WALLS
- W408 - BEARING EXTERIOR WALL - 2 HR - USE: INTERIOR FACE 2 HR RATED BEARING PERIMETER/EXTERIOR WALLS WITH 1 HR FACE EXTERIOR RATED WHERE 0-10 FT FROM INTERNAL PROPERTY LINE(S)
- U327/U305 - BEARING INTERIOR WALL - 1 HR - USE: WALLS FLOOR LEVEL TWO, THREE, FOUR AND FIVE
- U341 - BEARING INTERIOR WALL - 1 HR - USE: WALLS FLOOR LEVEL TWO, THREE, FOUR AND FIVE
- U415 - [STEEL STUD] SHAFTWALL - 2 HR - USE: VERTICAL SHAFTS OTHER THAN STAIRS AND ELEVATORS
- U419 - [STEEL STUD] NONBEARING INTERIOR WALL - 1 HR & 2 HR - USE: BASEMENT AND FIRST WHERE NOT BEARING BUT 1 HOUR RATED - MAY BE EASIER TO USE STEEL STUDS ON THESE TALLER FLOORS
- IBC 722.3 - UNIT MASONRY- 2 HR - USE: VERTICAL STAIR AND ELEVATOR SHAFTS
 - 12x16 REGULAR - 2 HRS
 - 8x16 REGULAR - 1 HRS
 - 8x16 SPECIAL 2 HR FIRE - 2 HRS

U???- NEED ROOF PROTECTION ASSEMBLY

Fire Rated Assemblies

1/4" = 1'-0"

PARK CENTRAL
SCHEMATIC DESIGN

ASSEMBLIES

SCALE: As indicated



Gries
Architectural Group Inc.

07/06/2020



MEMORANDUM

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

TO: Community & Economic Development Committee (CEDC)

FROM: Karen Harkness, Director
Monica Stage, Deputy Director

DATE: March 3, 2021

RE: Request to approve 2021 Sponsorships for Appleton Downtown Inc. (ADI) Programs

The Council approved 2021 Budget includes \$36,000 in the Marketing & Business Services Business Unit of the Community & Economic Development Department Budget to support small business and workforce development initiatives.

Appleton Downtown Inc. (ADI) has presented the City with a sponsorship proposal for 2021 (attached) that would allow the City to invest in numerous programs for both our existing residents and businesses as well as visitors and potential investors in Downtown. These programs align with the updated Comprehensive Plan 2010-2030, especially Chapter 14 Downtown Plan.

Please note that Small Business Saturday sponsorship also includes the Appleton Northside Business Association (ANBA) membership area as well.

It is also important to highlight that the events are proposed for later in the year and are still subject to permit approval based on local pandemic conditions.

Staff Recommendation:

Request to approve \$15,000 for 2021 sponsorships for Appleton Downtown Inc. (ADI) Programs as outlined in the attached document **BE APPROVED**.



2021 City of Appleton Sponsorship Support Agreement

City of Appleton will be acknowledged as a support sponsor of the following events and programs, as part of this sponsorship package: Business Retention/ Residential Outreach Program, Community Public Market, Small Business Saturday, Summer Support/ Farm Market, Downtown Creates Walk Events, Downtown for the Holidays/ Light Up Appleton, Annual Awards Celebration and Annual Meeting.

Sponsorship total is \$15,000 and breakdown is as follows:

Downtown Business Retention/Residential Outreach	\$3,000
Avenue of Ice – ice carving	\$ Included
Virtual Annual Meeting	\$ 500
Summer Support/ Farm Market	\$1,500
Downtown Creates Walk Events	\$2,500
Downtown Business Award Celebration	\$ 500
Community Public Market	\$2,500
Small Business Saturday	\$3,000
Downtown for the Holidays/ Light Up Appleton	\$1,500

Opportunities available with each event sponsorship includes social media mentions leading up to event, as well as social media logo recognition on each event page. City of Appleton logo inclusion will be featured on the ADI website for one full year and can be linked back to the City website. Facebook exposure on the Appleton Downtown Facebook page as a Favorite page. Page currently has 16,800+ fans and is a great way to engage and interact with the community. Additional acknowledgement in ADI's weekly e-blast communication.

Downtown Business Retention/ Residential Outreach \$3,000

- Residential Survey Support with City of Appleton to assist with material and mailing costs.
- City of Appleton logo inclusion.
- Welcome Packets with option to include Business card flyer with City website/resources.
- City funds support staff with business retention visits and City of Appleton updates.

Avenue of Ice – ice carving \$ Included

-Promotion of Art through varieties of carved ice, while attracting customers to walk the Downtown District

- Logo inclusion on all promotion material
- Signage designating sponsor of event and ice carving.

Virtual Annual Meeting and Downtown Project Reports \$500

-Report to Stakeholders

- Logo in all promotional materials leading up to event.
- Invitation as speaker to present City updates.

Sustaining Summer Support with Farm Market \$1,500

-Promoting Eat Local, Shop Local – includes Downtown Businesses and Farm Market Vendors

- City of Appleton logo on the summer support banner displayed at a secondary location at a variety of our summer events.
- Logo inclusion on Farm Market promotional materials.
- Occasional booth space available for City of Appleton promotion such as: Dignity and Respect campaign, Appleton Public Library, Appleton Police Department, Park & Recreation, etc. Schedule to be worked out with ADI Staff.

Downtown Creates Walk Events & Placemaking Initiatives: \$2,500

-Promotion of Local Artists through Music, Art & Culture, while attracting customers to walk the Downtown District

- Three summer dates: June 18, July 16 and August 20.*
- City of Appleton logo on all printed materials including posters, advertising, event programs and online promotion.
- Opportunity to participate during each event. Schedule to be worked out between ADI and City of Appleton. *
- Supports additional placemaking and public art initiatives.

Downtown Business Awards Celebration table: \$500

-Celebration to Acknowledge Downtown Businesses for their Achievements

- Reserved table for eight.*
- Recognition in the program and from the stage.*

Community Public Market \$2,500

-Promoting Eat Local, Shop Local – includes Downtown Businesses, Farm Market Vendors, Non-profits & Entertainment

- Fall event line up hosted at the Exhibition Center: Date TBD subject to Covid numbers and approval. *
- City to sponsor the performance stage featuring a diverse lineup of community performers. Assisted by Rhythms of the World to acquire additional programming. *
- City of Appleton would have the option of a double booth 10x20 or two 10x10 booths available for promotion of various programs, such as: Dignity and Respect Campaign, Appleton Public Library, Appleton Police Department, Park and Recreation Programs, etc. Schedule to be worked out between City of Appleton and ADI Staff. *

Small Business Saturday \$3,000

-Shop Local promotion event

- City of Appleton logo on all printed materials including passports, posters, advertising, website and online promotion as Presented by!
- Promotional space in emails to participating businesses during the month prior to event.
- Cooperative marketing

Downtown for the Holidays and Light Up Appleton: \$1,500

-Free Family event to Celebrate Light through Music, Art & Culture, while attracting customers to Downtown District for the Holidays

- City of Appleton logo on the Downtown for the Holidays holiday guide and advertising.
- Holiday Fun Fest: a feature of the Downtown Appleton Indoor Market: December date. Activities such as: visits with Santa, cookies with Ms. Claus, Kids Craft Area, Kids Market along with the Handcrafted Market and so much more!*

*Note: All in-person events subject to permit approval.



2021 City of Appleton Sponsorship Support Agreement

Downtown Business Retention/ Residential Outreach	\$3,000
Ice Carving at Avenue of Ice -Promotion of Art through carved ice, while attracting customers to walk the Downtown District	\$ Included
Annual Meeting and Downtown Project Reports -Report to Stakeholders	\$ 500
Sustaining Summer Support with Farm Market -Promoting Eat Local, Shop Local – includes Downtown Businesses and Farm Market Vendors	\$1,500
Downtown Creates Walk Events & Placemaking Initiatives -Promotion of Local Artists through Music, Art & Culture, while attracting customers to walk the Downtown District	\$2,500
Downtown Business Awards Celebration table -Celebration to Acknowledge Downtown Businesses for their Achievements	\$ 500
Community Public Market -Promoting Eat Local, Shop Local – includes Downtown Businesses, Farm Market Vendors, Entertainment, etc.	\$2,500
Small Business Saturday -Shop Local promotion event	\$3,000
Downtown for the Holidays and Light Up Appleton -Free Family event to Celebrate Light through Music, Art & Culture, while attracting customers to Downtown District for the Holidays	\$1,500

City of Appleton representative

Date: _____

Djuanna Hugdahl
Community Partnership Director
Appleton Downtown Inc.

Date: _____

Thank you for helping create a vibrant and artful Downtown!



MEMORANDUM

TO: Community and Economic Development Committee

FROM: Matt Rehbein, Economic Development Specialist

DATE: March 10, 2021

RE: Business/Industrial Park Land Sale and Option 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. The City has no remaining parcels for sale in the Northeast Business Park (NEBP).

The City's last remaining lot marketed for sale in the NEBP (1.44 acres) was sold to S&D Masonry in 2020. There are currently 6 lots that are privately held and not developed in the Northeast Business 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 28 fully improved lots available, of which 5 are under contract with F Street Development. The total inventory not under contract is approximately 100 acres. 14.6 acres was sold to F Street Development in 2020 (details in attached Industrial Land Sales Comparison – Exhibit A) and construction of a 218,000 square foot distribution warehouse is underway. 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 2020. 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, beyond land price alone, such as infrastructure, approval process, timing, 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 over the past few years. In 2021, we still need to be responsive, but with a tightening market, we may not need to be as generous on financial incentives.

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 (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 remains at 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.

Based on this analysis, staff would recommend the City maintain its current selling price of \$40,000 for business/industrial park land and option fees as outlined below. 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

All lots - \$40,000/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.

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

EXHIBIT A

2010-2020 INDUSTRIAL LAND SALES COMPARISON (Municipal & Private Sales)

<i>Location</i>	<i>Sale Price</i>	<i>Size (In Acres)</i>	<i>Price/Acre</i>	<i>Sale Date</i>	
Southpoint (Appleton)	\$555,180	14.61	\$38,000	Sep-20	F Street Development (Phase I)
Kaukauna Ind. Park	\$72,700	1.9	\$38,263	2020	Modix Corp
2433 Airport Park Dr., Greenville	\$108,000	2.62	\$41,221	Aug-20	Red Top Cab Co.
NEBP (Appleton)	\$57,600	1.44	\$40,000	Jul-20	S&D Masonry
Wrightstown	\$350,000	17	\$20,800	Jul-20	Custom Offsets
892 Cold Spring Rd., Fox Crossing	\$129,000	3.5	\$36,857	Jan-20	Keeney Properties LLC
Southpoint (Appleton)	\$144,072	3.48	\$41,400	Oct-19	Custom Offsets
Southpoint (Appleton)	\$130,000	3.25	\$40,000	Nov-19	Messenger Property Management
Southpoint (Appleton)	\$168,400	4.21	\$40,000	May-19	New Morning Coffee Roasters
Greenville Dr., Greenville	\$1,109,920	32.3	\$34,362	Jul-19	Burns & McDonnell
Randolph Dr., Kaukauna	\$152,000	4	\$38,000	2019	Velocity Water Works
Evergreen Dr., Little Chute	\$1,100,000	20	\$55,000	Jan-19	Faith Technologies
Southpoint (Appleton)	\$511,000	14.6	\$35,000	Sep-18	Becknell Industrial
7241 Cty Rd. BB, Neenah	\$679,000	41.54	\$35,000	Jun-18	
Oak Grove Rd. Prosperity Ctr., Kaukauna	\$186,200	4.90	\$38,000	Sep-17	Lot 6
Oak Grove Rd. Prosperity Ctr., Kaukauna	\$117,800	3.10	\$38,000	Sep-17	Lot 8
Oak Grove Rd. Prosperity Ctr., Kaukauna	\$117,040	3.08	\$38,000	Sep-17	Lot 9
CB & Rockwood Ln., Neenah (Town of)	\$208,623	10.60	\$19,681	Sep-17	Stuff-N-Storage (A-2 General Farming zoning)
Endeavor Dr., Appleton (SPCP)	\$132,000	3.30	\$40,000	Aug-17	Manda Panda Properties
Endeavor Dr., Appleton (SPCP)	\$150,300	3.34	\$45,000	Aug-17	Alco Tech
Integrity Way, Grand Chute	\$83,000	2.72	\$30,503	Jan-17	
Plank Rd. & Eisenhower, Appleton (SPCP)	\$329,400	7.32	\$45,000	Sep-16	Encapsys
Kaukauna Ind. Park	\$79,800	2.10	\$38,000	May-16	NorthStar Coop
Capitol Dr., Appleton (NEBP)	\$75,950	2.17	\$35,000	Mar-16	Romenesko Developments, Inc.
Goodland/Conkey, Appleton (NEBP)	\$100,000	2.69	\$37,175	Dec-15	Quantum Healthcare
Kaukauna Ind. Park	\$228,000	6.00	\$38,000	Jul-15	Polyflex
Capitol Dr., Appleton (NEBP)	\$155,750	4.45	\$35,000	May-15	RP5, LLC
Goodland Dr., Appleton (NEBP)	\$115,200	2.88	\$40,000	Apr-15	Farrell Investments
Lakeland Dr., Appleton (SPCP)	\$58,000	1.37	\$42,336	Sep-13	Flair

*SPCP=Southpoint Commerce Park

**NEBP=Northeast Business Park

Sources:

Seller Contact
CoStar
WI Dept. of Revenue

EXHIBIT B

INDUSTRIAL LAND ASKING PRICE COMPARISON

Municipally Owned Land Asking Price Comparison

Municipality	Ask Price/Acre	Regional Stormwater	Concrete Streets	Utilities	Incentives
Appleton	\$40,000	Y	Y	Y	Project reinvestment upon certificate of occupancy
Neenah	\$35,000	Y	Y	Y	TIF/Land grant
Kaukauna	\$38,000	Y	Y	Y	Redevelopment Authority loans
Wrightstown	\$50,000	Y	N	Y	TIF/Land grant

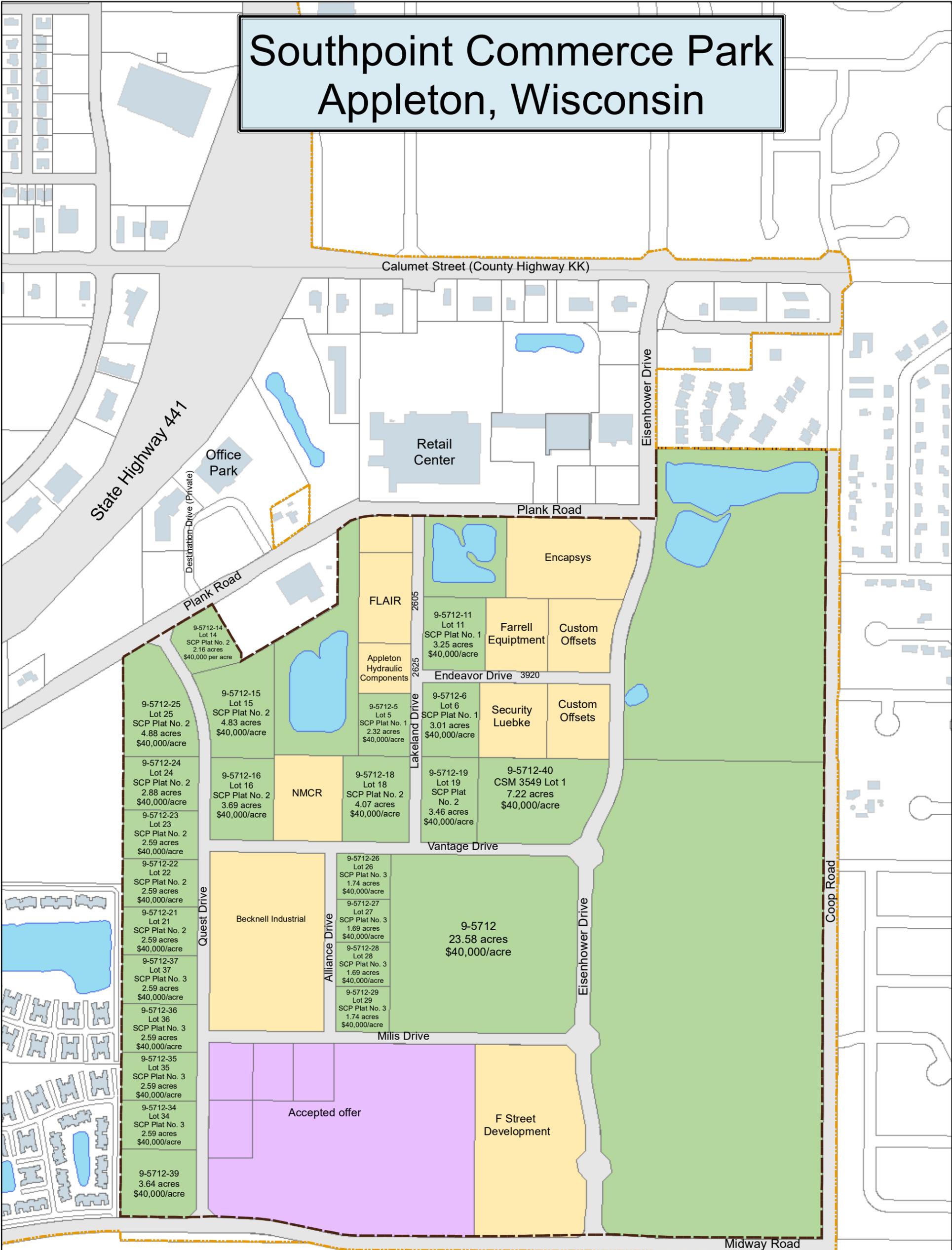
Privately Owned Land Asking Price Comparison (Over 10 acres, per CoStar listings)

Municipality of Private Property	Ask Price/Acre	Largest Contiguous Lot (In Acres)	Location	Notes
Kaukauna (Town of)	\$33,269	26.30	N2380 Bodde Rd.	Not served by Mun. Utilities
Neenah	\$18,900	100.00	2689 Cty II	Possible commercial/industrial/multifamily/residential
Little Chute	\$55,000	19.48	Evergreen Dr.	Possible Office/I-41 exposure
Appleton	\$34,722	7.92	Glendale-NEBP	Stora Enso Parcel -On market for years
Greenville	\$65,434	12.99	W6369 Levi Dr.	Air North Business Park
Greenville	\$50,000	16.00	Mayflower & GV	Possible commercial/industrial/multifamily/residential

Sources:

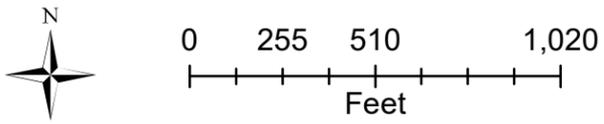
*Seller Contact
CoStar
WI Dept. of Revenue*

Southpoint Commerce Park Appleton, Wisconsin

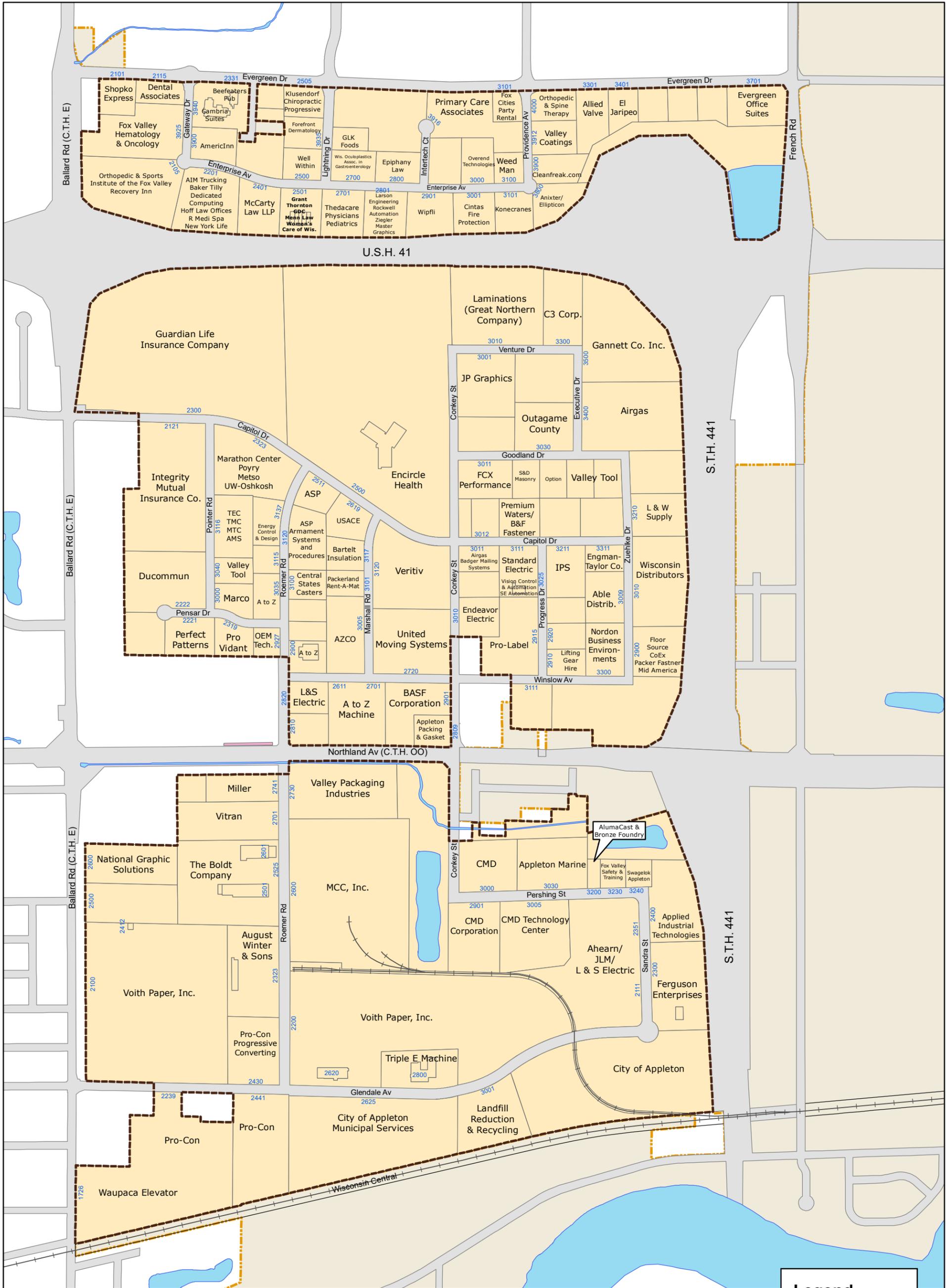


Legend

- City Limits
- Park Boundary
- Accepted Offer
- For Sale (City Owned)
- Privately Owned Parcels



Northeast Business Park Appleton, Wisconsin



Legend

- Park Parcels
- Park Boundary
- City Limits

0 0.25 0.5 Miles





MEMORANDUM

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

TO: Community & Economic Development Committee
FROM: Matt Rehbein, Economic Development Specialist
DATE: March 10, 2021
RE: 2020 Growth Report Summary

Each year, the Community and Economic Development Department prepares an Annual Growth Report (Report). The purpose of the Report is to analyze growth figures over a period of ten years to determine if Appleton is capturing its historically proportionate share of growth.

MEASUREMENTS OF GROWTH

The City has historically used three measures of growth for the purpose of the Annual Growth Report: 1.) building permits, 2.) equalized value, and 3.) net new construction. Starting in 2018, we have an increased focus on net new construction and a reduced focus on construction permit data. Construction permit data tends to be the most volatile, and reporting can be inconsistent or duplicated. Net new construction, on the other hand, is defined and standardized by the State of Wisconsin and has a direct bearing on the City's tax levy and ability to collect income.

EQUALIZED VALUE

- The equalized value is the estimated value of all taxable real and personal property in each taxation district, by class of property, as of January 1, and certified by Department of Revenue (DOR) on August 15 of each year (Definition: Wisconsin Dept. of Revenue). Equalized value allows for comparison across communities because it is standardized by the DOR, rather than assessed value, which can vary by community.
- All communities in the Fox Cities increased in equalized value in 2020. On average, values increased by 5.55% statewide. By comparison, the City of Appleton's equalized value increased by 6.0%.

NET NEW CONSTRUCTION

- Appleton garnered a lower percentage of net new construction in the Fox Cities relative to the percentage of equalized value in the Fox Cities. Kaukauna, Fox Crossing, Little Chute, Hortonville and Harrison outperformed their percentage of the Fox Cities with net new construction in 2020. Municipalities use the percentage increase of net new construction as a valuation factor in determining the allowable tax levy for the municipality. The City of Appleton's net new construction for 2020 was 1.16%.

- The 8-year trend comparing the City of Appleton's percentage of Fox Cities net new construction and the percentage of total equalized value in the City of Appleton is concerning. 2016 was the only year in which the City's net new construction percentage exceeded the City's percentage of equalized value. With an average net new construction percentage continually below the equalized value percentage over the 8-year period, the City of Appleton's percentage of total Fox Cities' equalized value has been decreasing.

OTHER CONSIDERATIONS

While the hard numbers related to growth are important to measure, we also take a look at other factors that impact investment in our community for the purpose of the Growth Report. Of note are the following statistics.

EMPLOYMENT & UNEMPLOYMENT

- The City of Appleton had an annual average unemployment rate in 2020 of 6.1%. This is due to a large spike to 14.5% in April as a result of COVID-19 and continued effects that still exist. When businesses are considering whether to stay, expand, or relocate, the availability of labor is always a factor.
- Within the Appleton MSA, the employment sector of manufacturing continues to lead in terms of employment numbers, providing 23,711 jobs with average annual earnings of \$4,572 per month. It is worthy of note that 5 of the top 10 employment sectors by number of jobs provide earnings less than the \$3,744 average across all 10 employment categories.

TAX INCREMENTAL FINANCING DISTRICTS

- Overall, the City realized an increase in value across all eight TIF Districts of 20.67%. Specific performance across all TIF Districts is further explained in the Report. All Districts saw a 6.5% increase in value in 2020 due to adjustments to the assessment ratio by the Wisconsin Department of Revenue. Details of other fluctuations are outlined by District in the full Report.

SUMMARY

Given the City's percentage of equalized value throughout the Fox Cities of 28%, and the City's percentage of net new construction of 18.91%, we will have to continue to be proactive in creating an environment and location where businesses, developers, and individuals wish to invest their resources if we wish to maintain our proportionate share of growth.

The increase in new housing units is welcome in the City as are the increased availability of lots. Additionally, several mixed-use projects in the downtown that are either announced or underway will help to increase net new construction in the coming few years as they achieve full assessment.



Photo by Dolores Howse
(a top 12 winner of the "Images of Hope" Houdini Plaza Welcome Tower photo contest)



CITY OF APPLETON
Community & Economic
Development Department
March 10, 2021

GROWTH REPORT

2020

CITY OFFICIALS

Jacob A. Woodford, Mayor
Christopher Behrens, City Attorney
Kami Lynch, City Clerk

2020 COMMON COUNCIL

District 1: William Siebers	District 9: Alex Schultz
District 2: Vered Meltzer	District 10: Michael Smith
District 3: Brad Firkus	District 11: Patti Coenen
District 4: Joe Martin	District 12: Nate Wolff
District 5: Katie Van Zeeland	District 13: Kyle Lobner
District 6: Denise Fenton	District 14: Joe Prohaska, Jr.
District 7: Maiyoua Thao	District 15: Corey Otis
District 8: Matthew Reed	

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

Karen Harkness, Director
Monica Stage, Deputy Director
Matt Rehbein, Economic Development Specialist
Laura Bonnet, Housing Coordinator
David Kress, Principal Planner
Don Harp, Principal Planner
Jessica Titel, Principal Planner
Nikki Gerhard, Grants Administrator
Ryne Lodl, Coordinated Entry Specialist
Mark Lund, GIS Specialist
Jessica Schneider, GIS Specialist
Heath Anderson, GIS Specialist
DeAnn Brosman, City Assessor
Tim Smith, Property Assessor
Dan Steenbock, Property Assessor
Matt Tooke, Property Assessor
Lona Thelen, Personal Property Clerk
Karen Pietila, Real Estate Assessment Clerk
Brenda Broeske, Administrative Assistant

City of Appleton, Community & Economic Development Department, 100 N. Appleton Street, Appleton WI 54911
TEL (920) 832-6468 FAX (920) 832-5994 www.appleton.org www.facebook.com/appletoncityhall

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INTRODUCTION

Each year, the Community and Economic Development Department prepares an Annual Growth Report (Report). The purpose of the Report is to analyze growth figures over a period of ten years to determine if Appleton is capturing its historically proportionate share of growth. The Report looks at Appleton's building permit activity, equalized valuation, and net new construction and compares them with the Fox Cities region. Equalized value is the estimated value of all taxable real and personal property in each taxation district by class of property. This Report will compare the City of Appleton to other comparable cities in the State of Wisconsin and throughout the United States that we compete with for jobs and economic development. Other areas addressed include: success in target growth areas, prospects for growth, barriers that need to be overcome to continue growth, and a synopsis of the marketing efforts taken to promote growth.

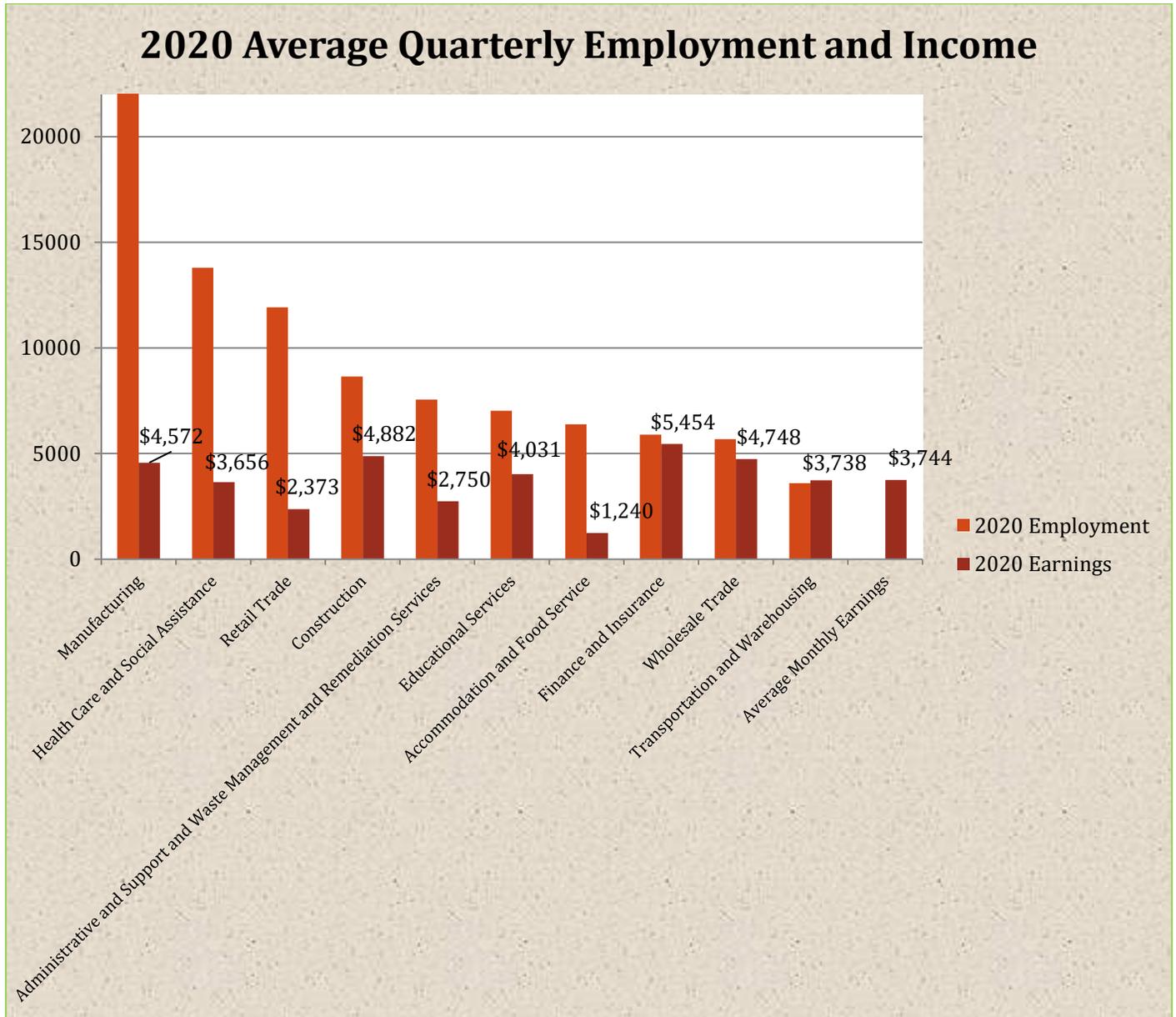
Over the past few years, we have been placing an increased focus on net new construction and a reduced focus on construction permit data. Construction permit data tends to be the most volatile, and reporting can be inconsistent or duplicated. Net new construction, on the other hand, is defined and standardized by the State of Wisconsin and has a direct bearing on the City's tax levy and ability to collect income.

INCOME

According to ESRI [supplier of geographic information system (GIS) applications] data, the median household income for the City of Appleton in 2020 was \$58,771, which is slightly below the median household income of \$60,185 for the State of Wisconsin and the U.S. average of \$62,203.

LABOR STATISTICS

The City of Appleton and the Appleton Metropolitan Statistical Area (MSA), defined by the Office of Management and Budget (OMB) as Outagamie and Calumet Counties, has a well-established labor force and is known internationally for its industry clusters of food processing, paper industry and manufacturing. The following chart shows the average quarterly employment by industry for the top 10 classifications and average monthly income within the Appleton MSA for 2020 (monthly earnings included in chart).



Source: US Census Bureau – Local Employment Dynamics

Manufacturing shows the highest quarterly employment, followed by Health Care and Social Assistance, then Retail Trade.

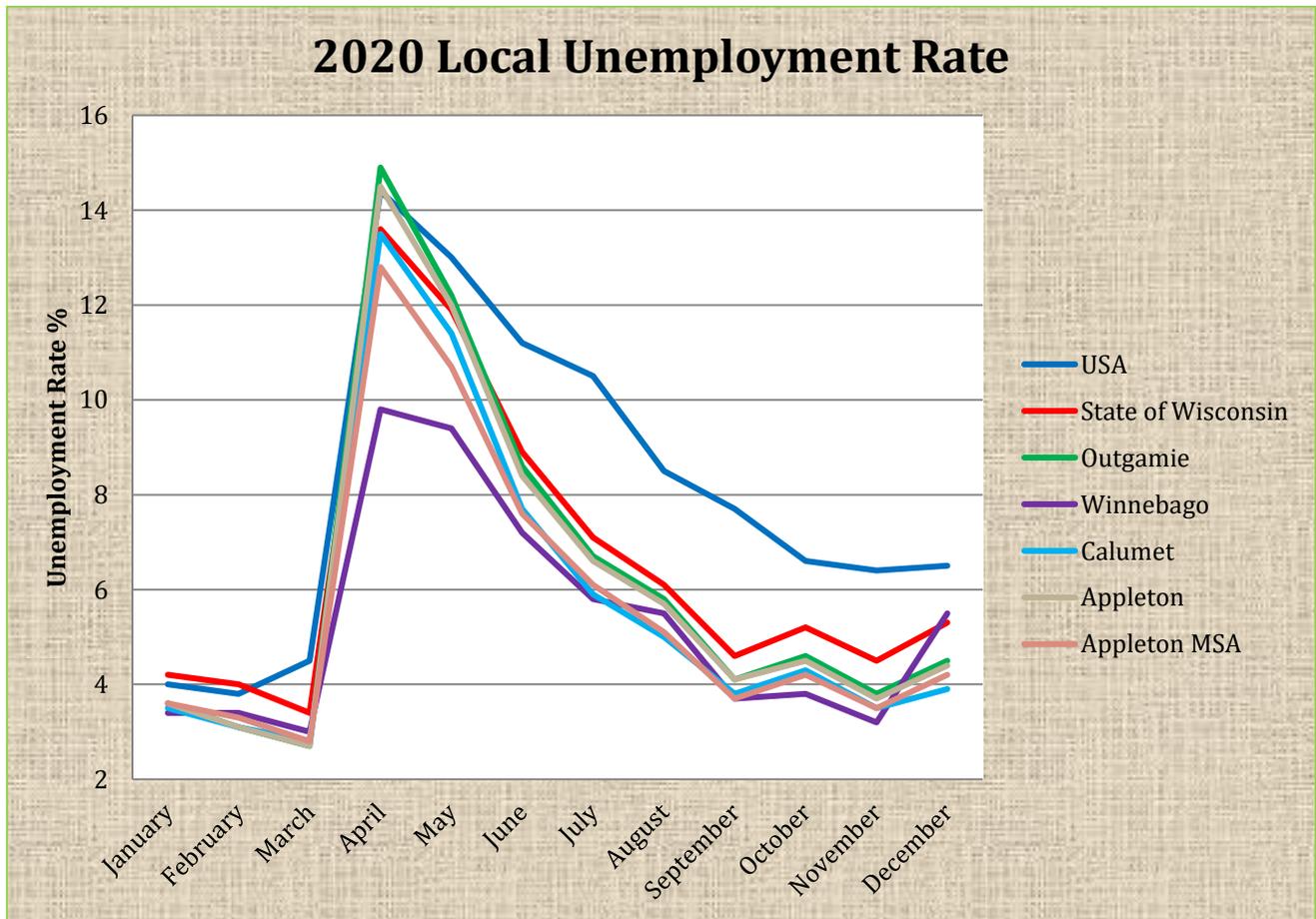
Average monthly earnings ranged from \$1,240 to \$5,454 per position for the top ten employment sectors represented. As a reference point, the U.S. Department of Housing and Urban Development (HUD) considers a monthly gross household income of \$5,758.33 or less to be low income for a family of four in the Appleton MSA; a household comprised of 1 individual is considered low income if under \$4,033.33 per month per HUD <https://www.huduser.gov/portal/datasets/il/il2020/select Geography.odn>. It is worthy of

note that 5 of the top 10 employment sectors by number of jobs provide earnings less than the \$3,744 average across all 10 employment categories.

It is important that we continue to invest in the necessary infrastructure, economic support, and educational systems to continue the growth of high wage industries to keep the income levels up in our community.

UNEMPLOYMENT

Like most markets, the City of Appleton unemployment rate saw significant fluctuation due to COVID-19 (coronavirus disease) last year. The City started January 2020 at 3.6% unemployment, with a high of 14.5% in April, and concluded the year at 4.4%. The average 2020 unemployment rate for Appleton was 6.1%. Included in the chart are the comparable unemployment rates for the United States, the State of Wisconsin, Appleton MSA, and the counties of Winnebago, Outagamie, and Calumet. The unemployment rate for the City of Appleton consists of persons who file an unemployment claim and live within the corporate City limits of Appleton.



Source: State of Wisconsin Department of Workforce Development

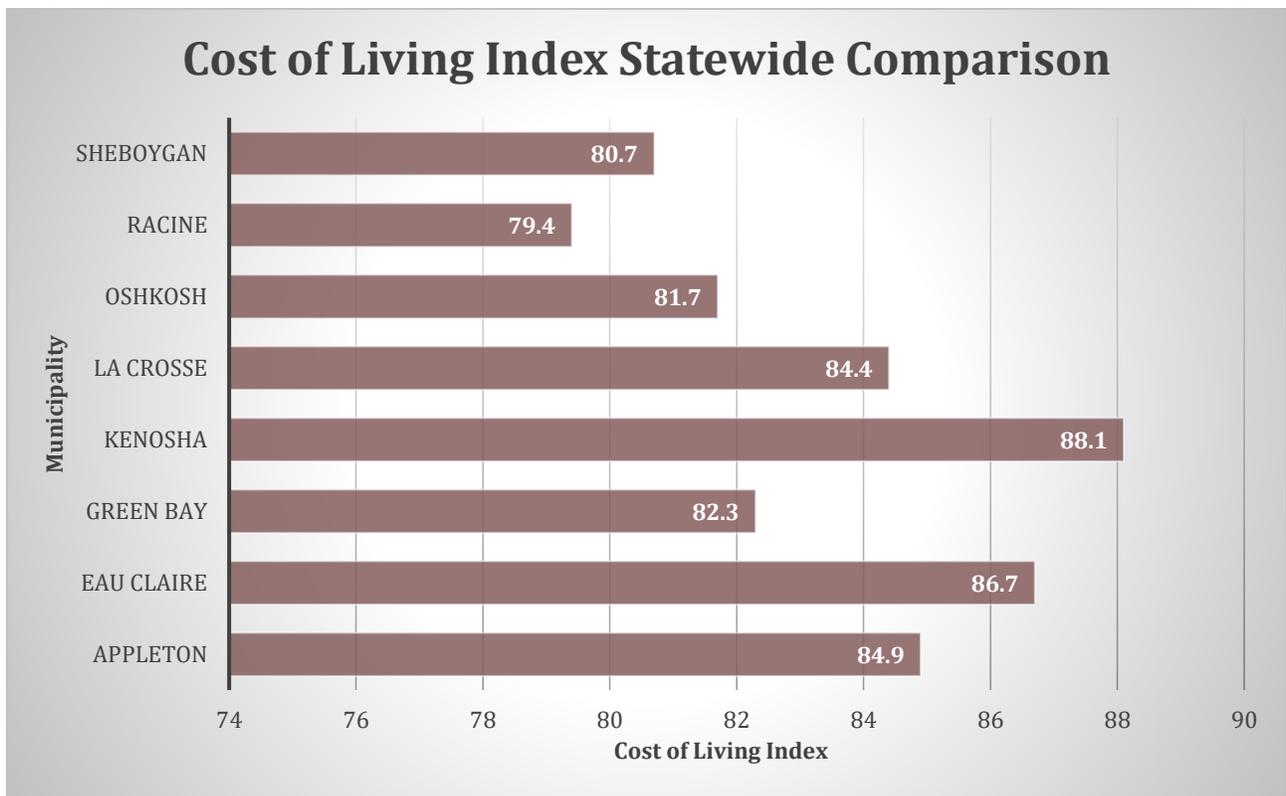
The following chart shows the average unemployment rate of the medium size cities in the State of Wisconsin. The City of Oshkosh saw the lowest average unemployment rate of 5.8% in 2020, while the City of Racine had the highest unemployment rate of 9.1%. The City of Appleton trended similarly to other communities in the state each month and was toward the middle of the pack with an average for the year of 6.1%. Leading economists indicate an unemployment rate of around 5% is considered “full employment”. The ongoing effects of COVID-19 on the labor market are unknown at this time.



Source: State of Wisconsin Department of Workforce Development

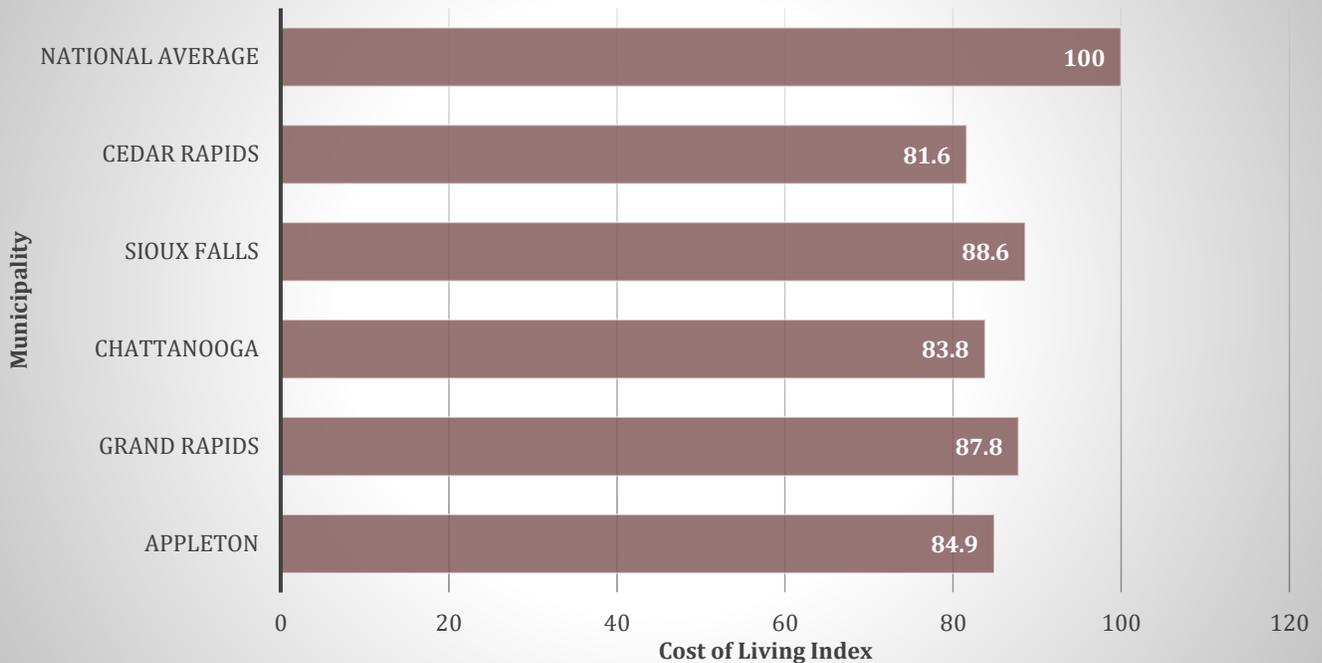
COST OF LIVING

The cost of living index is a number used as the total of all living expense categories. The categories used to determine the index include housing, food and groceries, transportation, utilities, health care, and miscellaneous expenses such as clothing, services, and entertainment. The definition of these variables evaluated for each index is included below. The City of Appleton has a cost of living index of 84.9, which compares favorably to the national average of 100. Appleton's rating of 84.9 is near the middle when compared to other communities across the State and Midwest. Compared to the nearby communities of Green Bay and Oshkosh, Appleton's cost of housing and utilities was the highest, resulting in the higher cost of living overall among the three. The first chart below compares the City of Appleton to the other midsize cities in Wisconsin; the second chart, on the following page, compares Appleton to competitor cities throughout the United States.



Source: www.bestplaces.net

Cost of Living Index National Comparison



Source: www.bestplaces.net

Categories used to calculate the cost of living index are listed below along with the City of Appleton's ranking out of 100 in parentheses():

Food (94.): The average cost of food and groceries, not including restaurants.

Housing (67.4): The average cost of an area's housing which includes mortgage payments, apartment rents, and property taxes.

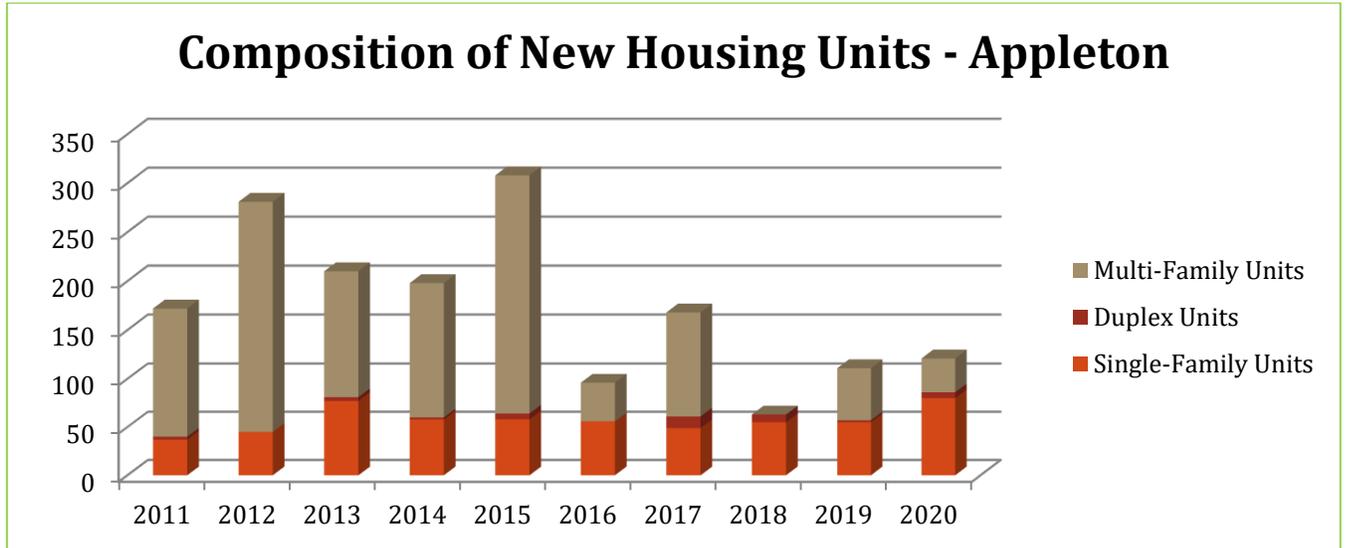
Utilities (97.9): The average cost of heating and cooling a typical residence for the area, including electricity and natural gas.

Transportation (74.1): The average cost of gasoline, car insurance, and maintenance expenses and mass transit expenses for the area. (Cost of the vehicle and vehicle registration and licensing taxes not included.)

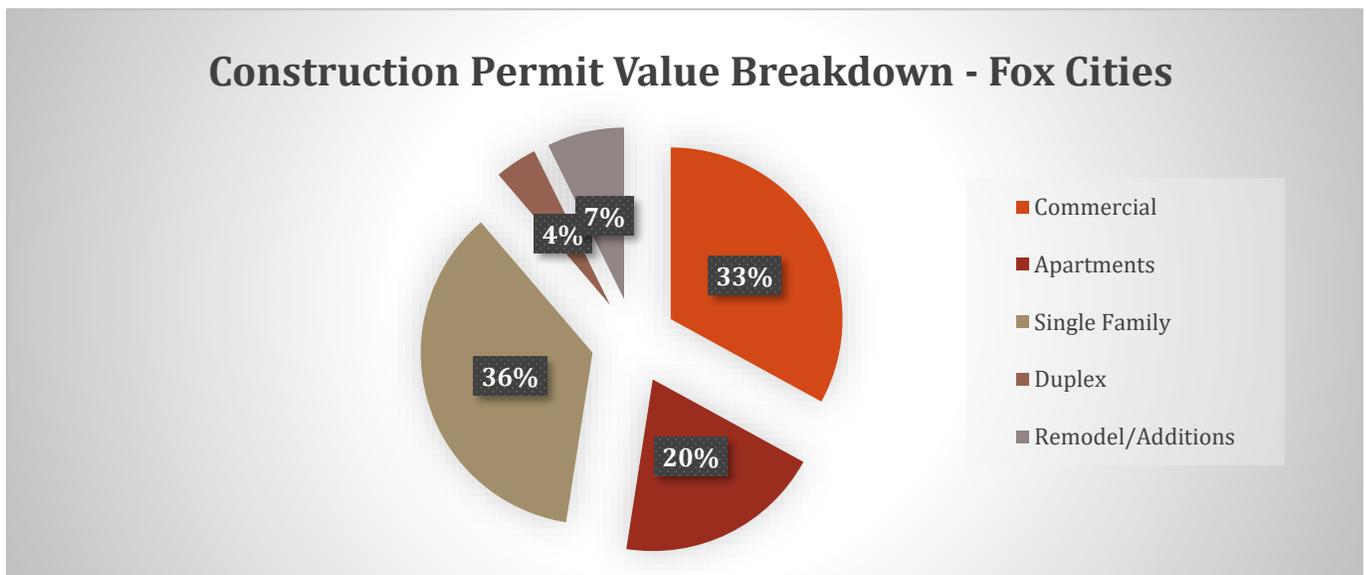
Health (103): The average cost of health care calculated using the standard daily rate for a hospital room and the costs of a doctor's office visit and a dental checkup.

BUILDING PERMIT ACTIVITY

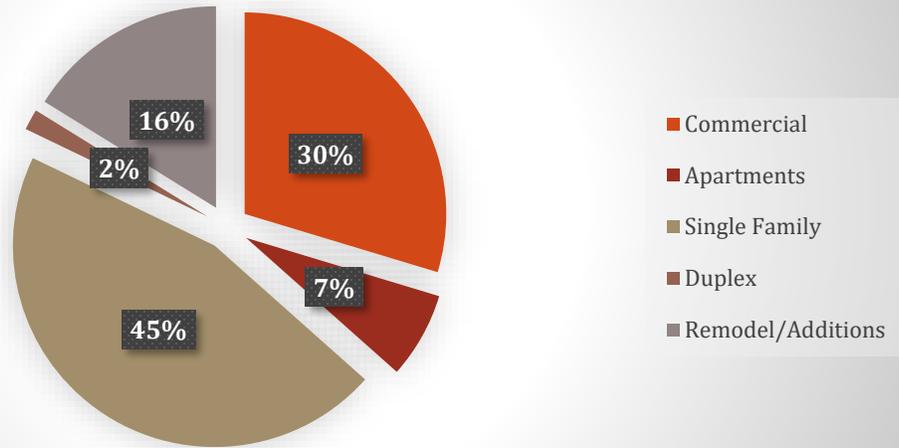
The number of single-family homes in the City of Appleton constructed in 2020 was 80, which is a significant increase to the 55 single-family residential permits in 2019. Total housing unit construction in Appleton increased in 2020 to 121 units from 111 units in 2019, with 35 multi-family and 6 duplex units making up the rest.



Construction by type for the City of Appleton exceeded construction by type for the overall Fox Cities by percentage in the single-family residential and remodeling categories. Commercial permits were a larger percentage in the Fox Cities overall in 2020 by a nominal amount (Appleton 30%, Fox Cities 33%).

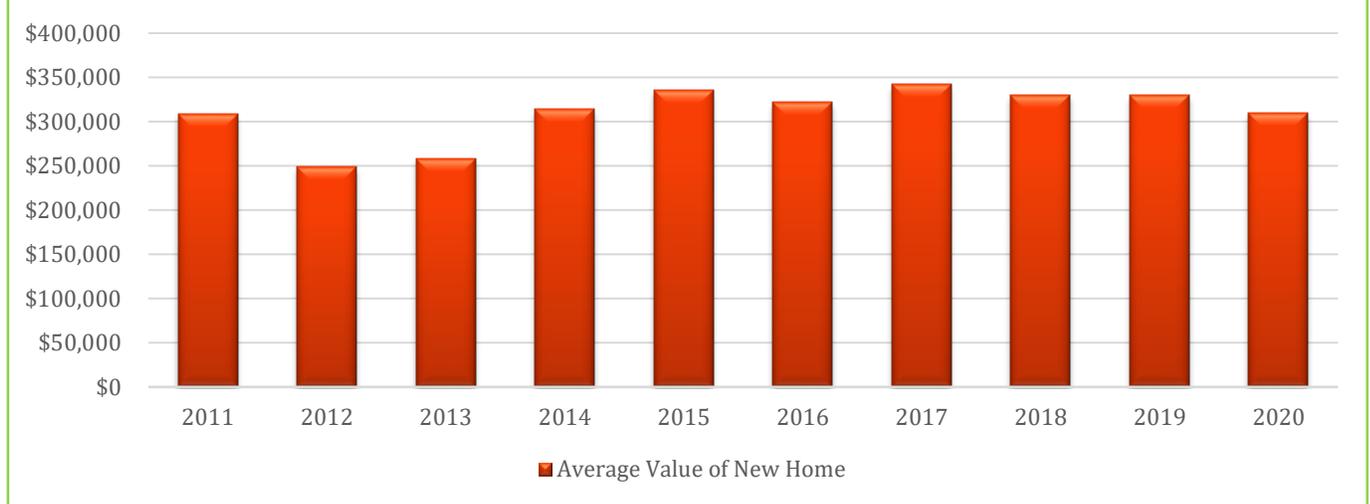


Construction Permit Value Breakdown - Appleton



The total dollar value of single-family permits increased in 2020 to \$24,726,800 from \$18,152,000 in 2019 in the City of Appleton, with an average permit value of new home construction at \$309,085 in 2020 compared to \$330,036 in 2019.

Average Value of New Homes 2020 - Appleton



To follow is a list of projects started in 2020 over \$1 million in estimated value based on permits. Projects over \$1 million provided for \$60,277,723 in construction value in 2020, with \$3,710,716 of that exempt from taxes.

2020 PERMITS IN APPLETON OVER \$1,000,000

Owner	Address	Estimated Cost (\$)	Reason	Description	Tax Exempt
320 EAST COLLEGE LLC	320 E COLLEGE AVE	10,531,000	NEW BUILDING	MULTI FAMILY/RETAIL	N
CRESCENT LOFTS-APPLETON LLC	306 W WASHINGTON ST	10,013,280	NEW BUILDING/REMODEL	MULTI FAMILY	N
F STREET APPLETON 1 LLC	3351 S EISENHOWER DR	8,633,800	NEW BUILDING	WAREHOUSE	N
BLOCK 800 LLC	823 W COLLEGE AVE	6,422,000	NEW BUILDING	COMMERCIAL	N
FOREMOST FARMS USA COOP	1815 W SPENCER ST	3,949,906	NEW BUILDING	BUSINESS	N
RICHMOND QUARTERBACK LLC	2702 N RICHMOND ST	2,505,500	NEW BUILDING	ALDI GROCERY STORE	N
RIVERHEATH LLC	121 S RIVERHEATH WAY	2,307,225	NEW BUILDING	EVENT SPACE	N
THRIVENT FINANCIAL	4321 N BALLARD RD	1,809,615	REMODELING	COMMERCIAL	N
ST. PETER LUTHERAN CHURCH	820 W COLLEGE AVE	1,738,000	REMODEL INT	CHURCH	Y
WALMART #01-2958 REAL ESTATE	3701 E CALUMET ST	1,699,315	REMODEL INT	SHOPPING CENTER	N
ST. THERESE CONGREGATION	213 E WISCONSIN AVE	1,387,000	ADDITION	CHURCH	Y
BRIARCLIFF PROPERTIES LLC	601 N BRIARCLIFF DR	1,364,274	REMODEL INT	MULTI FAMILY	N
CITY OF APPLETON	2006 E NEWBERRY ST	1,277,120	LAT RPLCMT	WASTEWATER TREATMENT PLANT	Y
ENTERPRISE 2007 LLC	2501 E ENTERPRISE AVE	1,196,103	REMODEL INT	GRANT THORNTON	N
THEDACARE INC	2500 E CAPITOL DR	1,190,720	NEW BUILDING	THEDACARE OSP	N
ALBERTFEST HOLDINGS LLC	1200 W NORTHLAND AVE	1,107,800	ADDITION	FESTIVAL FOODS GROCERY STORE	N
THEDACARE INC	1818 N MEADE ST	1,066,044	REMODEL INT	REGIONAL MED CNTR APPLETON	N
LAWRENCE UNIVERSITY	611 E COLLEGE AVE	1,046,596	REMODELING	PRIVATE UNIVERSITY	Y
AJC REVOC TRUST	7476 N PURDY PW	1,032,425	NEW BUILDING		N

EQUALIZED VALUE AND NET NEW CONSTRUCTION

EQUALIZED VALUE:

The equalized value is the estimated value of all taxable real and personal property in each taxation district, by class of property, as of January 1 and certified by DOR on August 15 of each year (Definition: Wisconsin Dept. of Revenue). Being the largest number of the two measurements (\$6.2B in 2020 vs. \$5.86B in 2019), it is also the least volatile. Equalized values capture the following changes:

- DOR's market field studies
- Demolition or destruction of buildings or other improvements
- Changes in property's exempt status
- Changes in classification of property
- Annexation gains or losses
- Other miscellaneous changes
- Adjustments (corrections) made under State law (Sec. 70.57, Wis. Stats.)

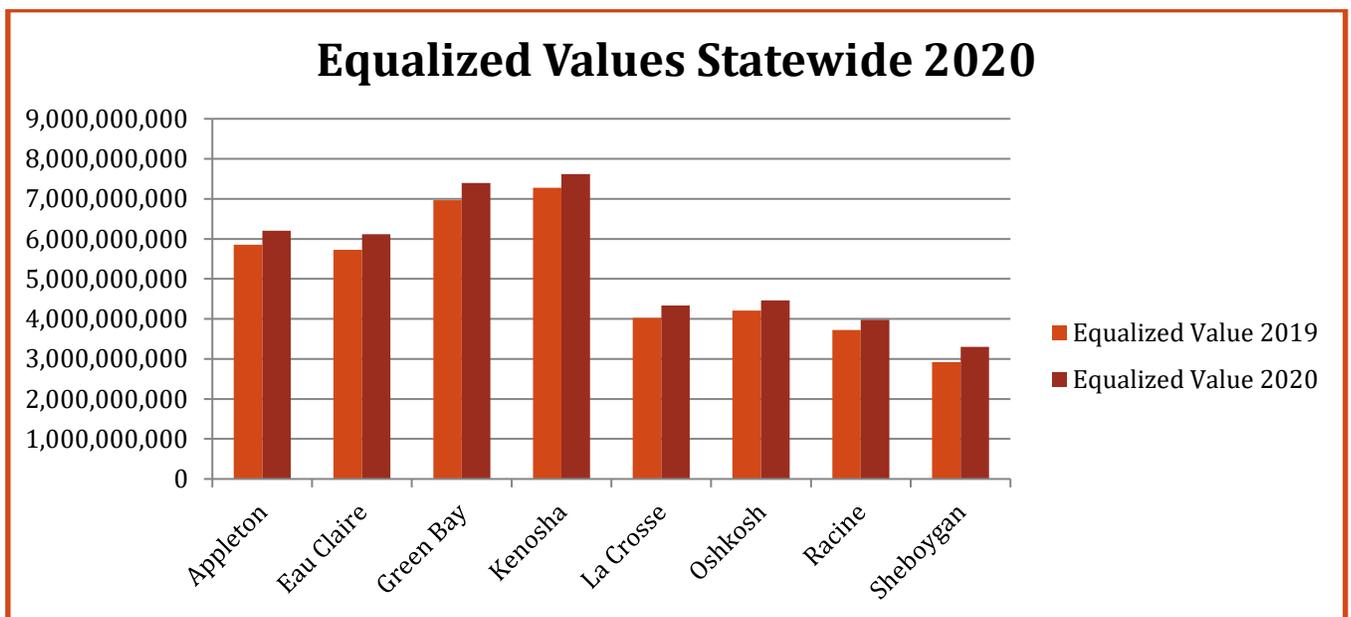
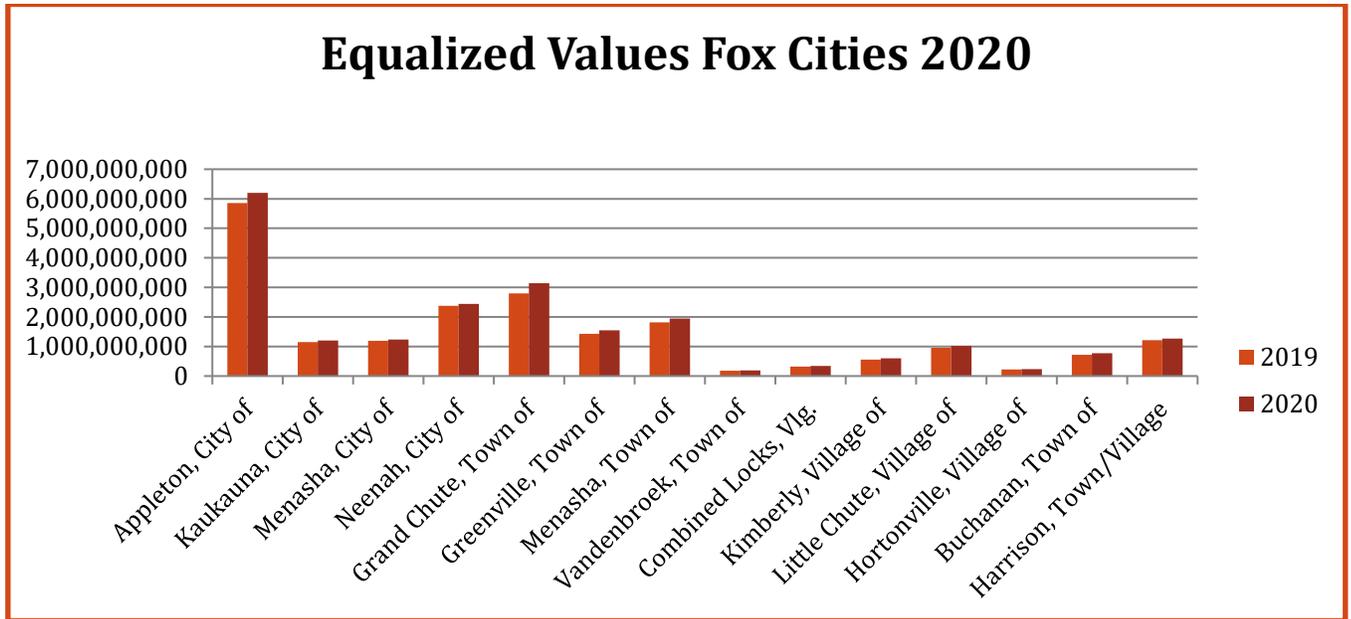
NET NEW CONSTRUCTION:

Net new construction captures the following:

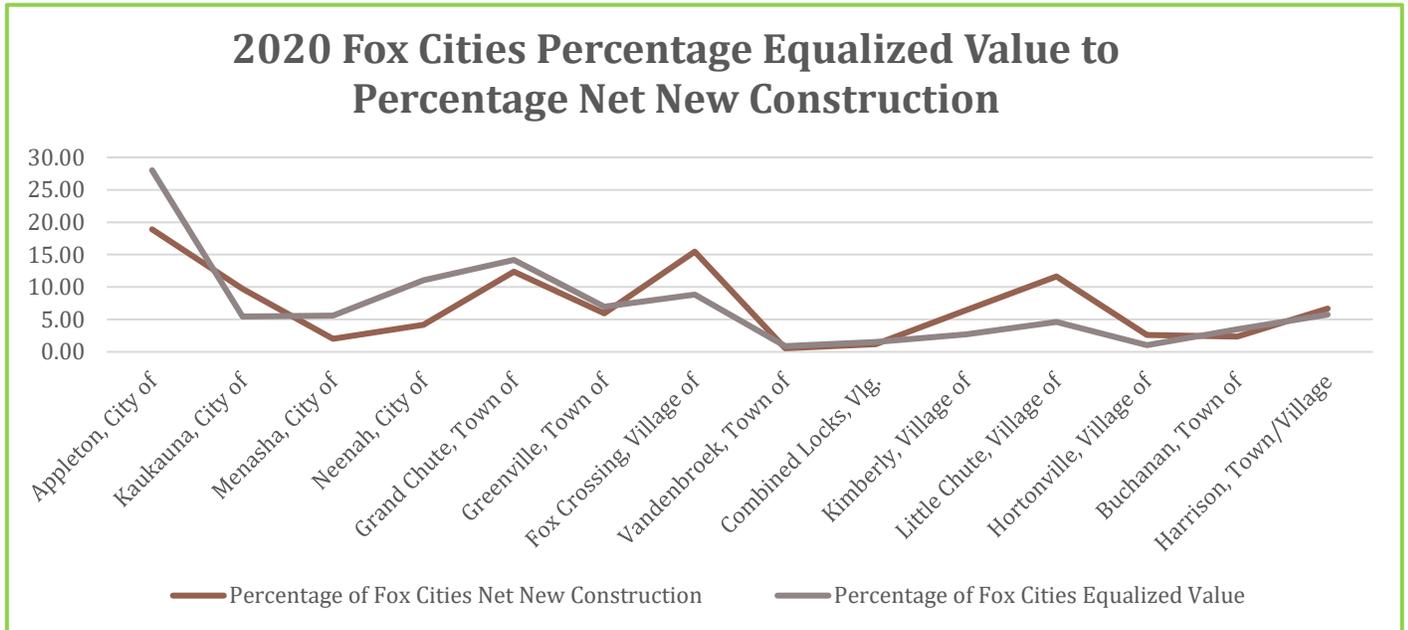
- Land value changes are due to higher land utility
- Improvement value changes are due to construction of new buildings

This is a significant number to pay attention to because it ties directly to the City's available tax levy. A municipality is allowed to increase its levy over the amount it levied in the prior year by the percentage increase in equalized value from net new construction. If no new construction occurred in your community, then your allowable levy increase is zero percent.

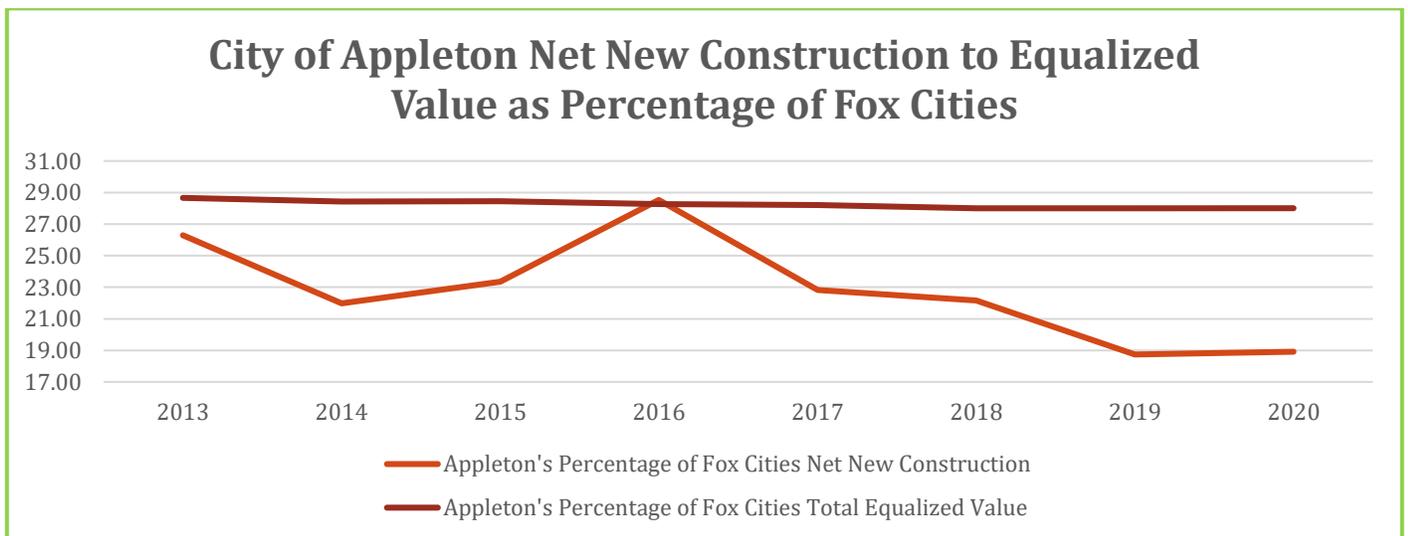
Appleton experienced an increase in equalized values for the City overall of 6.00%, compared to a statewide increase in Wisconsin of 5.55%. The following charts compare Appleton's equalized value to the Fox Cities and other midsize cities in the State of Wisconsin.



The following chart shows the percentage of net new construction captured by each municipality (as a percentage of the Fox Cities) and their equalized value (as a percentage of the Fox Cities). The City of Appleton garnered a lower percentage of net new construction in the Fox Cities relative to the percentage of equalized value in the Fox Cities. Kaukauna, Fox Crossing, Kimberly, Little Chute, Hortonville, and Harrison outperformed their percentage of the Fox Cities with net new construction in 2020. Municipalities use the percentage increase of net new construction as a valuation factor in determining the allowable tax levy for the municipality.



The 8-year trend shown in the following chart which compares the City of Appleton’s percentage of Fox Cities net new construction and the percentage of total equalized value in the City of Appleton is concerning. 2016 was the only year in which the City’s net new construction percentage exceeded the City’s percentage of equalized value. With an average net new construction percentage 5.41% below the equalized value percentage over the 8-year period, the City of Appleton’s percentage of total Fox Cities’ equalized value has been decreasing.



Fox Cities by Percentage Increase in Net New Construction

Municipality	2019 Equalized Value	Net New Construction	2019-2020 Percentage Increase	Percentage of Fox Cities Net New Construction
Little Chute, Village of	952,165,700	41,561,100	4.36%	11.61%
Hortonville, Village of	218,681,900	9,243,700	4.23%	2.58%
Kimberly, Village of	561,813,100	23,045,000	4.10%	6.44%
Fox Crossing, Village of	1,820,357,800	55,290,300	3.04%	15.45%
Kaukauna, City of	1,153,793,700	34,849,600	3.02%	9.74%
Harrison, Town/Village	1,213,180,500	23,883,700	1.97%	6.67%
Outagamie County*	16,570,536,900	297,020,100	1.79%	N/A
Grand Chute, Town of	2,800,738,600	44,335,500	1.58%	12.39%
Greenville, Town of	1,434,434,600	21,233,600	1.48%	5.93%
Winnebago County*	14,203,069,600	206,597,000	1.45%	N/A
Calumet County*	4,490,140,000	64,315,900	1.43%	N/A
Combined Locks, Vlg.	321,121,600	4,194,700	1.31%	1.17%
Buchanan, Town of	723,121,600	8,472,300	1.17%	2.37%
Appleton, City of	5,855,356,700	67,675,500	1.16%	18.91%
Vandenbroek, Town of	182,974,900	1,980,100	1.08%	0.55%
Neenah, City of	2,374,159,900	14,958,100	0.63%	4.18%
Menasha, City of	1,196,723,000	7,241,300	0.61%	2.02%
Fox Cities Total	\$20,808,623,600	\$357,964,500	1.72%	100%

*County numbers included for net new construction comparison only, not included in totals

The City of Appleton represents 28.01% of the Fox Cities by total equalized value and captured 18.91% of net new construction equalized value in 2020. The City’s net new construction percentage increase is 1.16%, compared to the Fox Cities average of 1.72%, which warrants monitoring to ensure the City of Appleton captures its “fair share” of net new construction. Details of net new construction throughout the State can be found on the State of Wisconsin Department of Revenue Website:

<https://www.revenue.wi.gov/SLFReportsassessor/nnc-2020f.pdf>

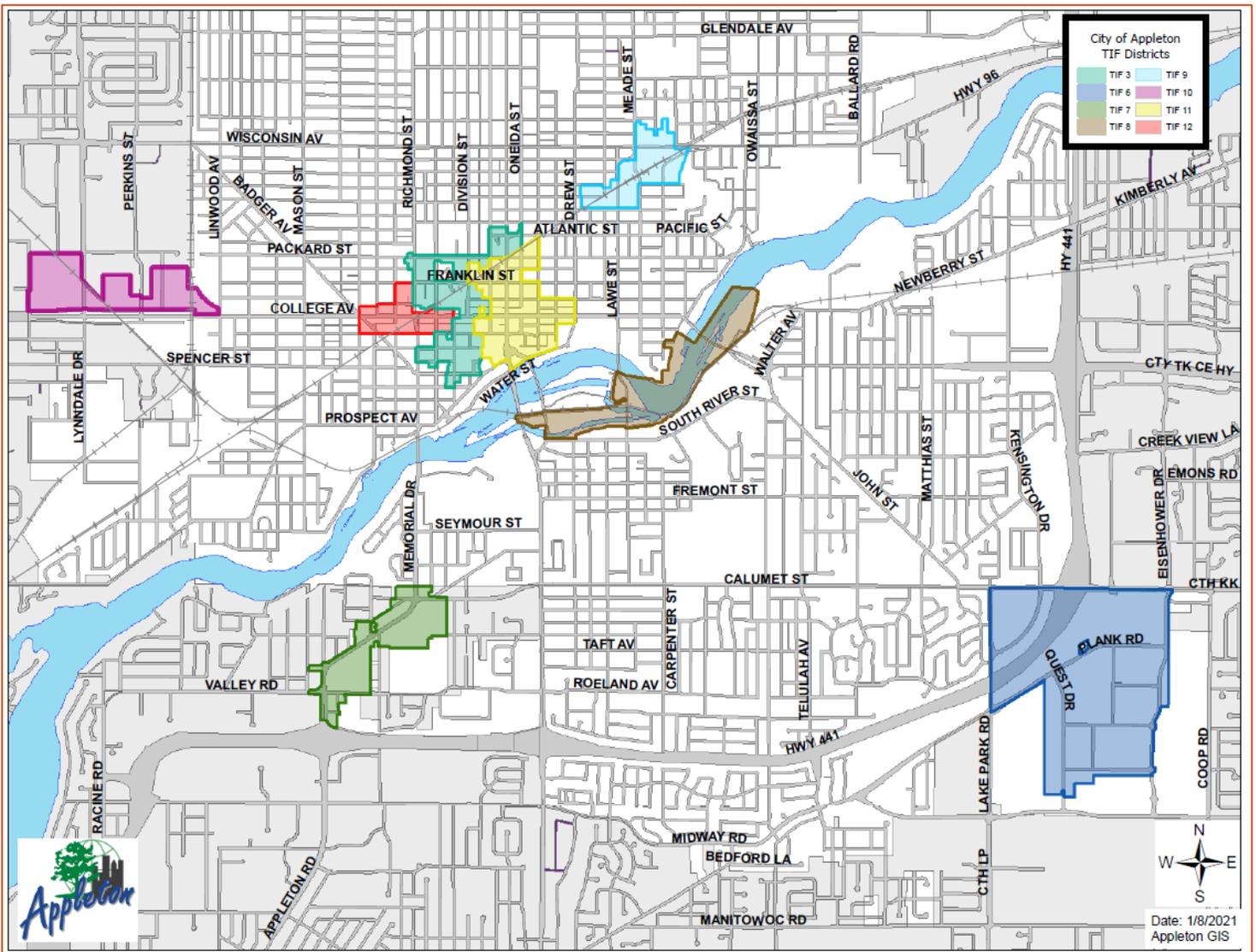
TAX INCREMENTAL DISTRICT

The following table shows the value increase/decrease of Tax Incremental Districts since creation, change during the past year, and an average annualized percentage change. All Tax Incremental Districts in the City saw an increase in increment in 2020. Citywide, the cumulative increase across all Tax Increment Districts in 2020 was 20.67%. The following pages summarize performance by each district. All districts saw a 6.5% increase in value in 2020 due to adjustments to the assessment ratio by the Wisconsin Department of Revenue.

<i>Tax Incremental District Valuations</i>									
TID #	Start	Base Value	2019 Value	2020 Value	Total Increment	2019-2020 Increment	% Change in 2019-2020 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 3	1993	18,940,800	70,899,500	77,660,500	58,719,700	6,761,000	9.54%	12.4%	310.02%
TID 6	2000	12,141,600	129,019,600	165,211,300	153,069,700	36,191,700	28.05%	70.04%	1260.7%
TID 7	2007	25,657,000	39,089,800	42,924,700	17,267,700	3,834,900	9.81%	6.12%	67.3%
TID 8	2009	6,135,100	56,920,500	78,139,900	72,004,800	21,219,400	37.28%	130.41%	1173.65%
TID 9	2013	21,512,900	20,537,900	21,978,700	465,800	1,440,800	7.02%	0.43%	2.17%
TID 10	2013	24,543,900	18,183,800	21,162,300	(3,381,600)	2,978,500	16.38%	-2.76%	-13.78%
TID 11	2017	83,099,200	84,702,900	101,405,100	18,305,900	16,702,200	19.72%	22.03%	22.03%
TID 12	2017	22,974,900	24,144,800	26,685,600	3,710,700	2,540,800	10.52%	16.15%	16.15%
Total		\$215,005,400	\$443,498,800	\$535,168,100	\$320,162,700	\$91,669,300	20.67%		148.91%

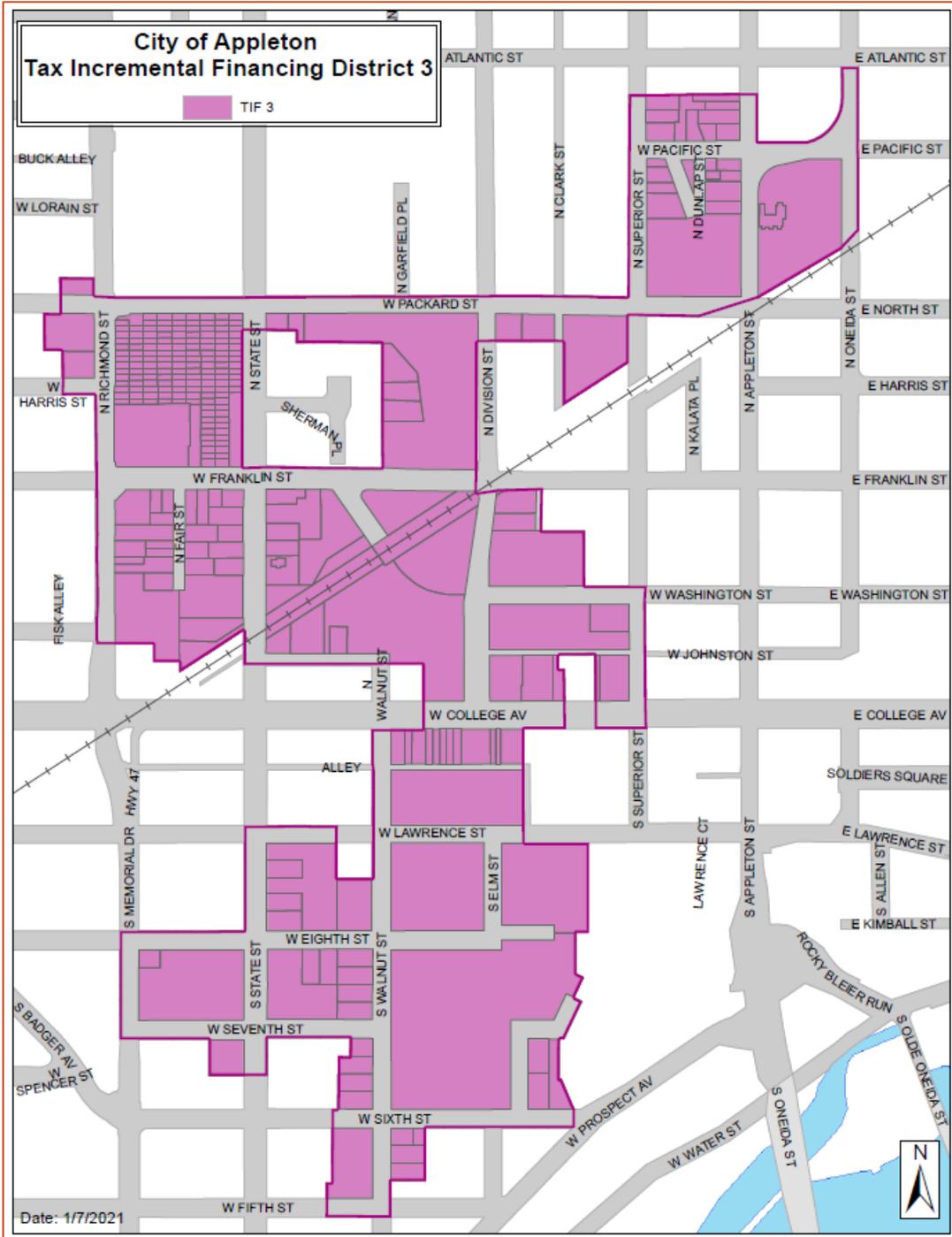
*Note: TID #6 & TID #8 Base Value adjusted to include amended area that was added to the district.

The following is a City Map indicating locations of the TIDs and then a map of, and performance notes for each, along with the scheduled closing date of each TID:

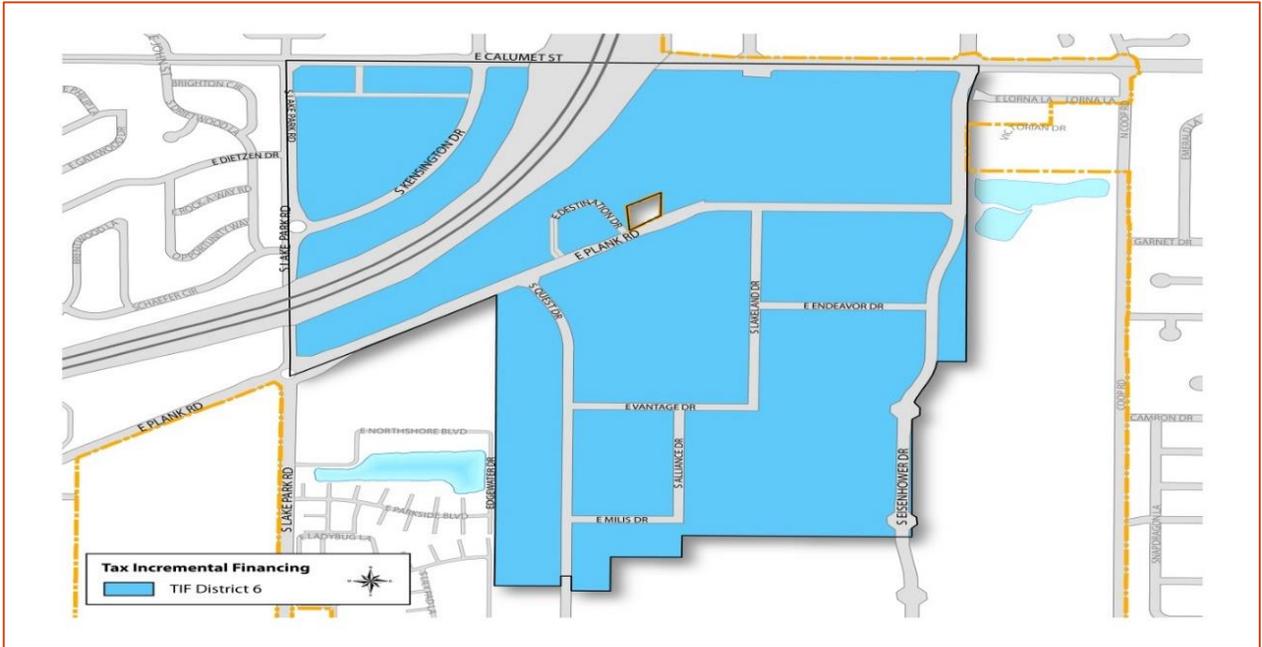


TAX INCREMENTAL DISTRICT PERFORMANCE

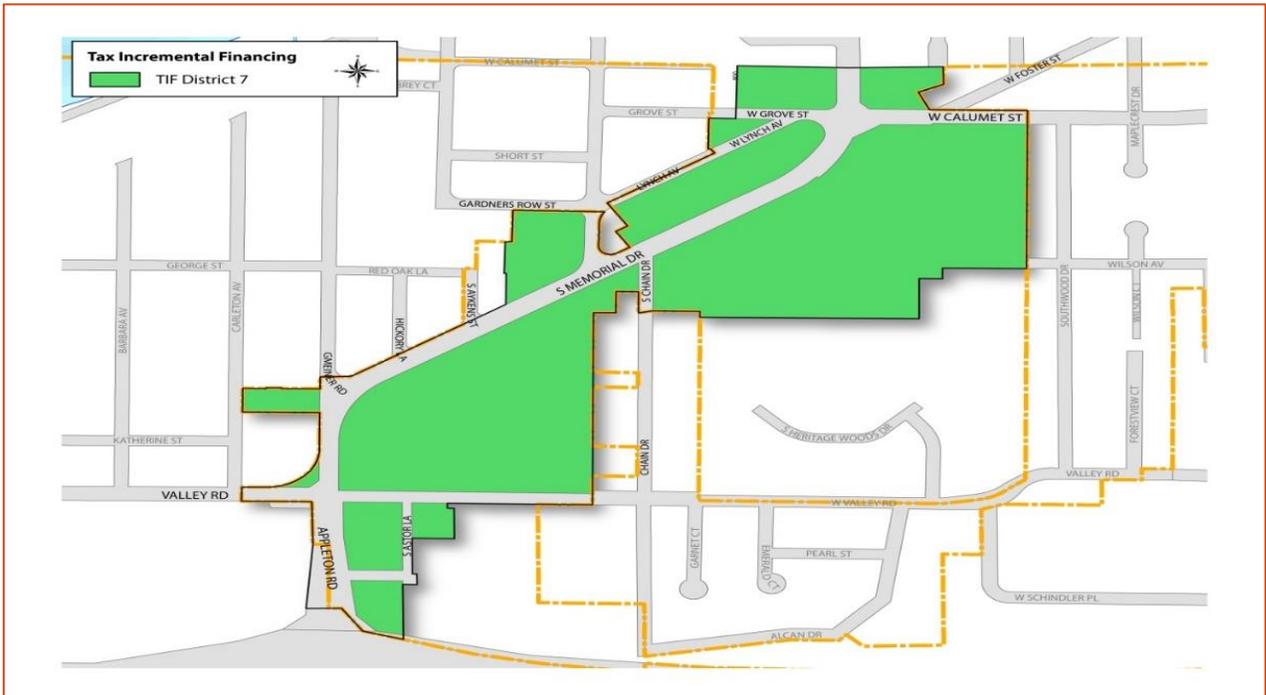
TID #3 Equalized valuations in TID #3 increased by \$6,761,000 or 9.54%. Most of this is due to the OuterEdge Stage returning to the tax rolls, ratio change, and DOR adjustment to last year's values. This TID was declared distressed in 2011 and is scheduled to close by 2029. The boundaries reflected on this map incorporate an amendment made to the District in 2020; however, the valuations chart reflects values as reported by WI DOR prior to the amendment.

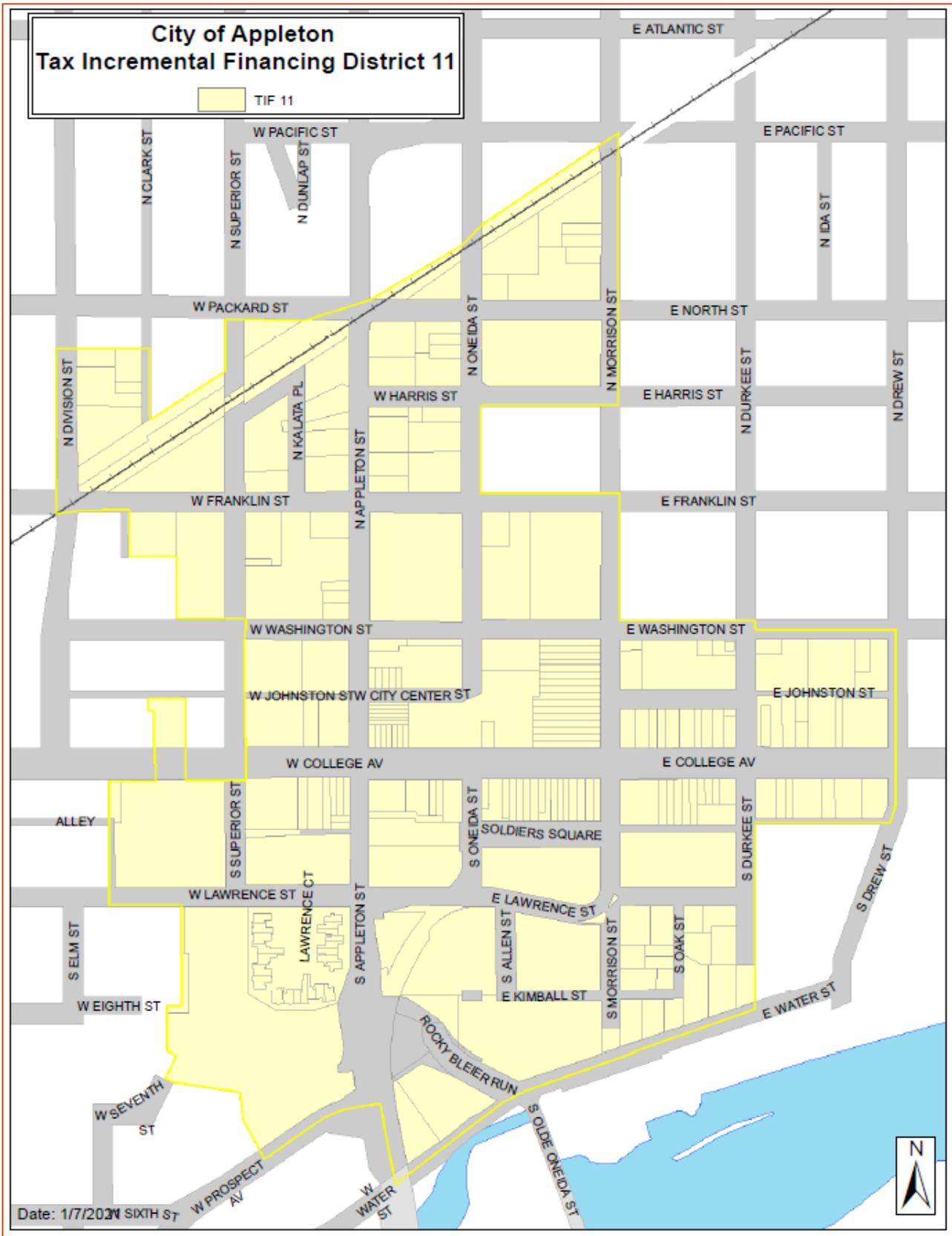


TID #6 Equalized valuations increased in TID #6 by \$36,191,700 or 28.05%. Increases in locally assessed value due to the Veritiv warehouse and Custom Offsets new office contributed to this change. The remainder is due to DOR adjustment to last year's values. This TID is scheduled to close in 2023.

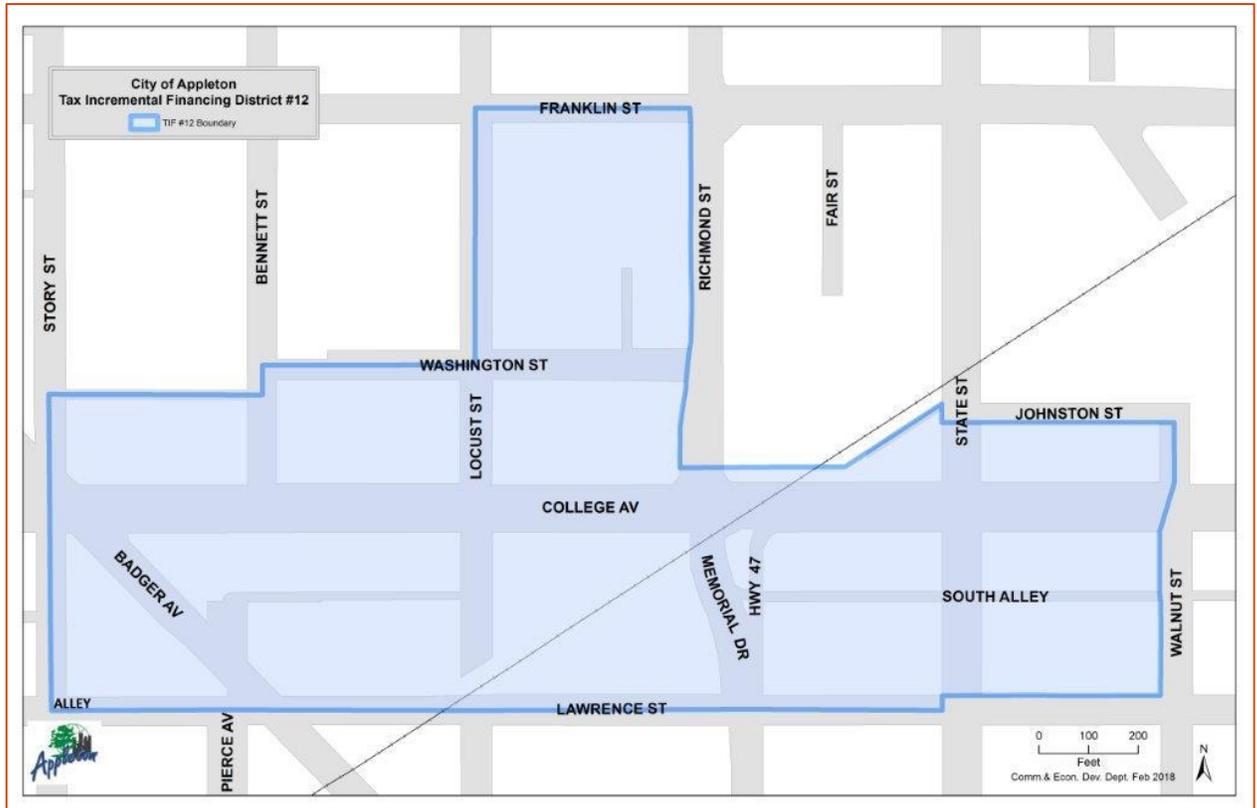


TID #7 TID #7 saw an increase in equalized valuation of \$3,834,900, which is 9.81%. Most of this is due to the ratio change and DOR adjustment to last year's values. Fleet Farm also took ownership of the previously vacant Secura Insurance building in 2020. This TID is scheduled to close in 2024.





TID #12 TID #12, also created in 2017, saw an increase in value of \$2,540,800 or 10.52%. Most of this is due to the ratio change and DOR adjustment to last year's values. This TID is scheduled to close in 2044.



BUSINESS DEVELOPMENT

The City once again experienced a net gain in new businesses. During 2020, 91 businesses opened or relocated in the City, while 77 closed or relocated, for a net gain of 14. The following pages highlight the businesses that opened in Appleton and the businesses that closed or moved or moved out of the City in 2020.

Businesses That Opened or Relocated in the City of Appleton:

THERAPEUTIC PULSE C/O SHARON A BLAKE	JWM MODERN EQUIPMENT COMPANY LLC	AMERICAN ENVIRONMENTAL GROUP LTD
ANNEX WEALTH MANAGEMENT LLC	CECKA'S BARBER/SALON LLC	COMPASS SALES & MARKETING INC
COTTINGHAM & BUTLER INS SERVICES INC	EVER DRY WATERPROOFING OF THE FOX CITIES	FIRST IMPRESSIONS SC
FOX VALLEY CLEAN AIR C/O DANIEL BECK	HANDS-ON HEALING MASSAGE LLC	JIMMY JOHNS : J-BALLARD INC
LEGACY INVESTMENTS SERVICES INC	MOON WATER CAFE LLC	NICOLET STAFFING : STAFFWORKS GROUP-WI
PAUL DAVIS RESTORATION OF SE WI INC	POWER ENGINEERS INC	PREVEA HEALTH : ST VINCENT HOSPITAL
STERLING LAW OFFICES SC	TRICIA GONZALEZ COUNSELING SERVICES LLC	WONDERS ICE CREAM C/O GAOLAI LEE & HONG KONG VANG
AIA CORPORATION	CARDINAL REALTY LLC	CASTING ON LLC
COMPASS TWO LLC	FITZGERALD LAW FIRM LLC	IVORY ROSE BRIDAL BOUTIQUE LLC
THRIVENT FINANCIAL FOR LUTHERANS	ABC STAFFING LLC	BEHNKE PROPERTIES LLC
FRESS RESTAURANT & BAR : DVV ENTERPRISES LLC	HEALTHY FIRST THERAPEUTIC MASSAGE	JERK JOINT LLC
NINE.TWO.ZERO SALON LLC	FOX RIVER LAW LLC	MONEY STORE THE : MLD MTG INC - THE CAMBRIDGE TEAM C/O CHRIS HALBACH
EAR NOSE & THROAT SPECIALISTS OF WI SC	EMILY MEGAN PHOTOGRAPHY	FLY CIRCUS & AERIAL ARTS C/O JAIME SCHMITT
FORK FARMS LLC	GIORDANA BEAUTY LLC	THE HOME TEAM - CENTURY 21 ACE REALTY C/O A LAUER & C VOSTERS
J B HUNT TRANSPORT SERVICES INC	LIFE COUNSELING & CONSULTING LLC	M C KINNEY PHOTOGRAPHY : TRACY L VAN ZEELAND PHOTOGRAPHY INC
THE MANOR @ 1815 : WE LIVE MINDFULLY LLC	STEAM SALON AND SPA : STEAM LLC	TOPVU MEDIA LLC
UPLIFT NUTRITION LLC	VALERIE HAMILTON PSYCHOTHERAPIST LLC	BRAIDS UNLIMITED SALON/BARBER SHOP C/O JOHNNITTA SCOTT
CORE'S LOUNGE LLC	FOX CITIES CLINIC OF CHIROPRACTIC LLC	IQ RESOURCE GROUP INC
KIGER STEFFES CHIROPRACTIC SC	PHYSICS OF FITNESS LLC	A+ CUTS LLC
RITCHIE AUTO LLC	SEAN & SONS LLC	STUDIO K STAINED GLASS LLC

WILTZIUS ASSOCIATES LLC	BENDEL IP LEGAL LLC	COUNSELING AND CONSULTING PROFESSIONALS LLC
EASTMAN, EMILY	HARMONIA REIKI HEALING C/O ANN E WENDEL	HOMES FOR INDEPENDENT LIVING OF WI LLC (FOX VALLEY)
KKY POOL HALL C/O YER XIONG & KEETEEKUNE THAO	LAURA DEMETRICIAN - LICENSED MARRIAGE & FAMILY THERAPIST	MANDY MC LAUGHLIN
MASTER'S TOUCH DENTAL CERAMICS LLC	MEADE STREET BISTRO C/O SONY MEYER	NEIL NOVAK REALTY LLC
NORTHLAND HOMETOWN PHARMACY LLC	PURPLE LOTUS COUNSELING LLC	RESTORATIVE THERAPEUTICS MASSAGE & WELLNESS LLC
YOUR CBD STORE : NATURES NECTAR LLC	ELF'S GIFTS LLC	POPEYES LOUISIANA KITCHEN : SMIT CO EATERIES INC
CULTIVAS BIO INC	THOUGHTFUL THERAPY LLC	CHRISTIANOS PIZZA : WISE RESTAURANT GROUP
EDWARD D JONES & CO LP #93680	FARRELL EQUIPMENT & SUPPLY CO INC	FOX VALLEY VITALITY LLC
MAPLE TREE REST & PANCAKE HOUSE C/O AGRON & SPRESA BEKTESHI	PURE BARRE C/O JORDAN MALKOWSKI & BROOKE MC MILLAN	SCHOLL'S WELLNESS CO LLC
SHOPKO OPTICAL #4028 : SHOPTIKAL LLC	WORLD FINANCE CORP OF WISCONSIN LLC	THREE OTTERS PHOTOGRAPHY % MARY BAIRD
V'S SKIN STUDIO LLC	VALLEY PILATES LLC	

Businesses That Closed, Relocated in the City, or Moved Out of the City of Appleton:

POST CRESCENT : GANNETT SATEL INFO NTRWK INC	COEX LLC	AZCO INC
MARKET PLACE LLC THE	CASSIE'S FAMILY CHILD CARE C/O CASSIE PASHOLK	DONALDSON'S ONE HOUR CLEANERS INC
EVENT PRODUCTION SYSTEMS : ONSTAGE AUDIO LLC	FAMILY THERAPY & ANXIETY CTR C/O KURT L MAHNKE	AL'S AUTO REPAIR C/O ALAN J VANEVENHOVEN
RAPID 3D INC	ROOTED YOGA LLC	VISTA FINANCIAL STRATEGIES LLC
WOMEN : ASARE ENTERPRISES LLC	CHARLES THE FLORIST OF APPLETON LLC	MIKE'S POPCORN C/O MICHAEL J COURTNEY
EMPOWER YOGA LLC	FRANK W LADKY ASSOCIATES INC	GREAT LAKES REALTY ADVISORS LLC
HOMEFREE USA LLC	ITEMS OF INTEREST C/O ANGELA & JOEY D'AMICO	RUSSELL SPROUTS LLC
VON BRIESEN & ROPER SC	NORTHWIND IP LAW SC	FRESH EXPRESSIONS LLC

TEKBOLT C/O BRIAN GILL	NATION-WIDE TRAVELERS TRAVEL CLUB INC	NATIONWIDE TRAVELERS TOURS INC
LESSONS BY LAURA C/O LAURA E ROTHE	APPLETON MAP COMPANY C/O TIM GUNTHER	COMMUNITY FIRST CREDIT UNION
COST CUTTERS #62439 : MINNESOTA REGIS CORP	HEART-CENTERED HEALING & HOLISTICS LLC	LITTLE ANGELS PLACE C/O ARLENE DANQUE
SILICON INVESTIGATIONS LTD & CARBON INVESTIGATIONS	SITAWI LIFE COACHING LLC	STONE ARCH AT RIVERVIEW GARDENS LLC
ART SPARK LLC THE	ASSOCIATED APPRAISAL CONSULTANTS INC	MARCO'S PIZZA : HOOGLAND FOODS LLC
ANGEL KEEPERS ACADEMY LLC	CBD & WELLNESS C/O ANDREW & JULIE THORNELL	DESIGNERS WORKPLACE LLC
FARMERS INSURANCE GROUP : GRAFF INSURANCE AGENCY LLC	JAVA WARUNG LLC	KP JEWELERS LLC
STATE FARM INSURANCE AGENCY C/O NICK C LOR	NUTRITIONAL HEALING LLC	APPLETON-NEENAH-MENASHA TAXI CO : PEOPLE MOVERS INC
ROMENESKO, VERNON REALTY C/O VERNON ROMENESKO	SOLANGE'S AFRICAN MARKET C/O AUGUSTIN UWERA	BEYOND WORDS LLC
BOOST MOBILE : LA WIRELESS LLC	CHERRY CREEK MORTGAGE COMPANY	CIRCLE STREET SEWN STATIONERY C/O LINDY JANE ADAMS
COST CUTTERS #62440 : MINNESOTA REGIS CORP	HARMONY PIZZA LLC	INSURANCE BROKERAGE SERVICES : IBS INC
INSPIRE FAMILY CHIROPRACTIC C/O DR ABBIE GOODMAN	KEEP COOL THERMOGRAPHY APPLETON LLC	LEGAL BUSINESS EDGE LLC
MOVICA SALON LLC	NU WAVE COUNSELING LLC	PHO HOUSE LLC
SCHOOLHOUSE HOMEWORKS C/O STEVE G SCHOOL	APPLETON CRANKSHAFT SERVICE INC	OFFICE DEPOT INC #142
PROFESSIONAL POLISH SHOP : REGETH DETAIL CENTER INC	FOX VALLEY CAT CLINIC LLC	HORACE MANN INSURANCE C/O JEMING VANG
BEST BUY STORES LP (APPLETON EAST 001047)	DYNASTY LIMOUSINE SERVICE LLC	FOX VALLEY TINT WRAPS & CERAMIC PRO : FOX VALLEY TINT LLC
OFFICE MAX NORTH AMERICA #6751	QUIZNO'S SUBS : NIENHAUS COMPANIES LLC	R & L AUTO REPAIR C/O RICHARD J THURBER JR
SALON AURA LLC	ATHENA BEAUTY LLC	VSAY DESIGNS C/O VISETH MOUA

HOUSING & NEIGHBORHOOD SERVICES

HOMEOWNER REHABILITATION PROJECTS

The Homeowner Rehabilitation Loan Program provides financial and related technical assistance for low- to moderate-income homeowners in the City of Appleton for the rehabilitation of their property. In order to qualify, the property must be owner occupied as well as meet income, equity and asset requirements.

Financial assistance is provided in the form of a 0% interest, deferred payment loan. The City places a lien on the property for the amount being spent on the rehabilitation, and the owner pays the loan back when the property is sold or vacated. This allows the City to assist property owners with maintaining and/or increasing their property values. When loans are repaid, the City reallocates those funds to future rehabilitation projects.

Priority is given to the following improvements: Lead-based paint hazards, roofing, foundation, electrical, plumbing, heating, windows, doors, insulation, interior walls/ceilings, private sidewalk, driveway, porches, siding, exterior trim, etc. The City does not provide funding for purchasing properties, additions to properties, cosmetic and/or luxury items.

The purpose of the program is two-fold: (1) to ensure decent, safe, and sanitary housing for low- to moderate-income residents of the City of Appleton, and (2) to maintain the housing stock of these homes before they get to the point of being beyond repair. This stabilizes neighborhoods, maintains property values, and, ultimately, increases the tax base in the City.

The Program has five main objectives that directly benefit the City of Appleton:

1. Help low- to moderate-income residents of the City of Appleton maintain decent, safe, and sanitary housing
2. Reduce the risk of lead poisoning from the older housing stock
3. Stabilize neighborhoods
4. Increase the tax base for the City
5. Create jobs in the community by hiring local contractors

The Program is considered to be very successful in achieving these objectives. Since 1979, the Homeowner Rehabilitation Loan Program has rehabbed nearly 1,200 homes in the City of Appleton and generated over \$6.3 million in outstanding loans. The City rehabilitated 16 housing units in 2020 and spent nearly \$400,000 on home improvement loans. Extra precautions taken to keep staff, homeowners, and contractors safe during the COVID-19 pandemic led to a reduction in projects completed. Only exterior repairs and interior repairs that were necessary for the health and safety of the residents were completed. Occupants were relocated while interior work was done on the home. The goal for 2021 is to spend \$360,000 rehabilitating an additional 24 housing units.

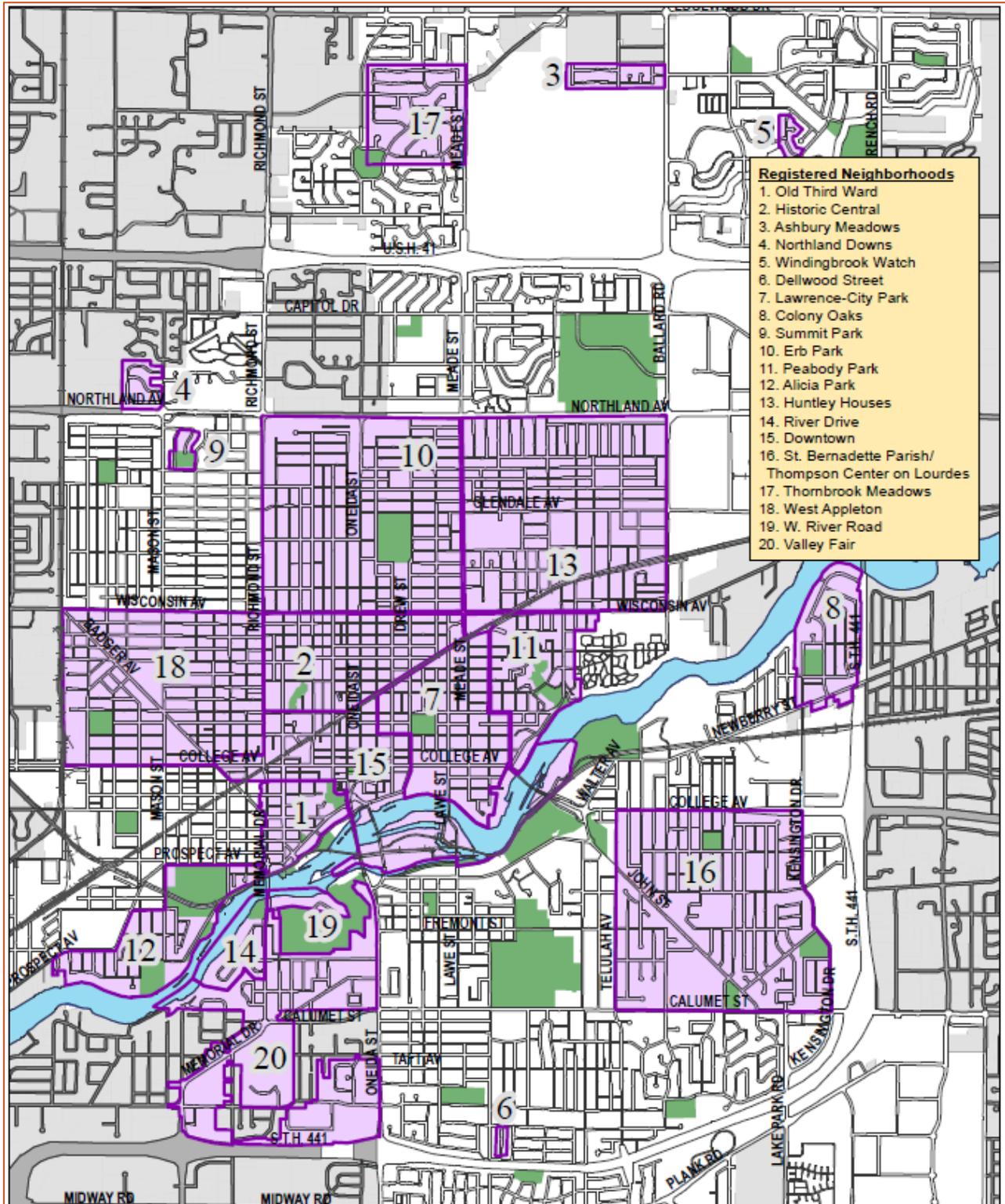
NEIGHBORHOOD PROGRAM

The Neighborhood Program was created in October 2012, with the goal of strengthening Appleton's neighborhoods by building strong bonds, engaging social capital, encouraging investment, and leveraging local resources. Beginning in the summer of 2013, staff developed a program brochure, conducted interviews with the Post-Crescent and local news and television agencies, and created the City's Neighborhood Program webpage which serves as the one-stop shop for all information on the program. These efforts increased awareness of the program and increased participation by Appleton residents.

The foundation of the program is the neighborhood registry. Residents are asked to register their neighborhoods by meeting with fellow residents to identify the neighborhood's primary and secondary contacts, create a neighborhood name, and define the neighborhood's boundaries. We have a total of 20 registered neighborhoods throughout the City. Registered neighborhoods are completely or partially located in all 15 Aldermanic Districts in the City. The central city neighborhoods north, south, and east of downtown are highly represented by five registered neighborhoods (Old Third Ward, Historic Central Neighborhood, Lawrence-City Park, Peabody Park, and Downtown).

There were no applications for The Neighborhood Grant Program (TNGP) in 2020. Staff believes this does not reflect the need or value of TNGP, but rather the difficulty in neighborhood gatherings, meetings, and hesitance to "doorknock" due to COVID-19.

One primary goal of the Neighborhood Program is to increase communication between Appleton's neighborhoods and City Hall. Two virtual neighborhood program meetings were held in 2020, one in spring and another in fall. Both "roundtable" discussions provided opportunities for residents to share their experiences as neighborhood leaders among peers, strengthen their neighborhoods, and establish a clear line of communication with the City and each other. Program staff assist Appleton's neighborhoods through communication in a variety of ways. First, we receive direct contact from neighborhood leaders regarding issues in their neighborhoods. Staff also contacts neighborhoods on various topics such as when a developer or the City is proposing a project that may directly or indirectly impact a registered neighborhood. A map of all Registered Neighborhoods is on the following page:



Registered Neighborhoods - Sept 2019



RECENT CITY INVESTMENTS/ACTIVITIES PROMOTING GROWTH

- A. The Appleton Redevelopment Authority (ARA) approved creation of the ARA Business Enhancement Grant program. Modeled after the Business Enhancement Grant Programs available in TIFs 11 and 12, this provides matching grants of up to \$7,000 for businesses throughout the City.
- B. Tax Incremental Financing (TIF) Districts #3 and #11 boundaries were amended in 2020 to include more properties eligible for TIF support in areas north of College Avenue.
- C. A commitment by the City to proceed with a new library at its current location provides a catalyst for the area north of College Avenue and allows the YMCA to make decisions for the future of the Soldier Square Ramp site.
- D. A full north/south two-way Appleton Street bridge was completed in 2019.
- E. The extension of Spartan Drive started in 2019 and will be complete in 2025 from Meade Street to Highway 47.
- F. Evergreen Drive (east of Richmond Street) reconstructed underground infrastructure work was completed in 2018. Paving was completed in 2019. This area is expected to see additional growth with the recently opened Meijer across the street in the Town of Grand Chute. Land at the southeast corner of Highway 47 and Evergreen was annexed into the City in 2019 for the Evergreen Heights project. Construction was paused due to COVID-19 but is expected to start in 2021.
- G. The City of Appleton purchased (in 2016), and annexed into the City (in 2019), two properties totaling approximately 23 acres on Edgewood Drive long identified as future commercial/industrial use on the Future Land Use Map. While not yet served by City utilities, the City continues to manage these properties to provide for additional growth in the future.
- H. A lift station was added in 2017 to accommodate approximately 950 acres of growth on the north side; it is located southeast of the intersection of Broadway Drive and Richmond Street, adjacent to future Spartan Drive.
- I. Staff collaborated with the City Attorney's Office and Inspection Division to update Zoning Ordinance standards to be consistent with the changes to Wisconsin's Local Land Use Enabling Laws (Zoning Board of Appeals and Variances, City Plan Commission and

Common Council decisions on special use permits, nonconforming manufactured home regulations, revised and create new definition terms as needed), add new regulations for wineries, brewpubs, distilleries consistent with industry standards and Wisconsin State Statutes, create new zero lot line duplex development standards, administrative parking variances, site plan updates, self-storage removed from the C-2 zoning district, C-1 zoning district amended to create a new and flexible mixed use zoning district and a number of other minor revisions to eliminate inconsistent, vague or confusing language to enhance "user friendliness" and "consistent administration/enforcement" of the Zoning Ordinance. The Common Council approved these Zoning Ordinance text amendments, and they went into effect on March 24, 2020.

- J. Staff facilitated and approved the Plamann Park, Broadway Hills Estates, Cain, Sequoia Drive, and Trail View Estates South annexations, resulting in roughly 313 acres of land being annexed.
- K. The Future Land Use Map was amended from the Multi-Family Residential designation to the One and Two-Family Residential designation for the Trail View Estates South subdivision. The subject area includes approximately 32 acres.

CHALLENGES TO GROWTH

- A. COVID-19 has had far-reaching impacts on workforce, workplace, safety protocols and more. While rollout of vaccines is encouraging, there is still great uncertainty regarding returning to work, the potential ongoing "convenience economy" and more. These changes will have significant impacts on the real estate market going forward as well. Staff continues to monitor real estate forecasts to ensure the City is poised to continue to accommodate and proactively respond to the needs, challenges and desires of the post pandemic workforce/workplace.
- B. Net new construction for the City was lower than most of our neighboring communities, which will limit the City's ability to raise the tax levy. This may have negative impacts on services provided, maintenance, safety, public health, infrastructure, etc. Appleton's downward trend of net new construction as a percentage of the Fox Cities equalized value will have to change if the City wants financial resources to support current demands and future growth of the City without increasing debt, limiting or decreasing staff, or changing operations given the current State legislation.

- C. Over the past few years, a series of incorporations by surrounding municipalities on the City's south side has resulted in a limitation to the City's growth corridor to the south.
- D. Significant road improvements are needed to Apple Creek Road and Broadway Drive that require widening, including the acquisition of new right-of-way. French Road, north of Edgewood Drive, is a rural two-lane road. Future development could necessitate the widening and urbanizing of French Road.
- E. Regulatory floodplains are known to exist on the northside which will restrict the suitability of those areas for future growth.
- F. As growth continues to fill in subdivisions and commercial space, the area may need additional police, fire, school and recreational areas to meet growing demands.
- G. Limitations of the existing utility infrastructure and coordinating their expansion with timing of development and resources will have to be closely coordinated.
- H. Open green space and recreational amenities have been identified as a need on the south side. There is limited land available on the City's south side with sufficient size to accommodate a community park. Staff outlined several potential sites for a community park in 2017; however, Council did not recommend pursuit of any of the options.

PROJECTS ON THE HORIZON

- A. U.S. VENTURE: U.S. Venture announced it plans to construct a new headquarters building on the "Bluff" site in downtown Appleton. This will bring approximately 1,000 employees and will add a minimum of \$54.5 million in assessed value to our downtown. Details of the Development Agreement continue to be discussed and finalized.
- B. BLOCK 800: The Block 800 project started construction in 2020 and will be complete in 2021. This will include 20 residential units and 10,000 square feet of commercial space downtown on the west end of College Avenue.
- C. RIVERHEATH DEVELOPMENT: Tanesay Development broke ground on the RiverHeath Event Space (RES) in 2020 with anticipated completion in Summer 2021.

- D. CRESCENT LOFTS: The Crescent Lofts began construction in Spring 2020 and will be complete in 2021. When complete, a total of 69 residential units will be added to the downtown, 58 of which will be affordable housing.
- E. 320 EAST COLLEGE: This six story project started construction in 2020 and will add 39 residential units and commercial space along College Avenue when complete in Fall 2021.
- F. BLUE RAMP/FORMER CONWAY HOTEL SITE: Merge Urban Development negotiated an option to purchase through May 31, 2021 for these two sites and is working on due diligence for a mixed use development.
- G. F STREET DEVELOPMENT: F Street Development purchased approximately 14 acres, with an additional 36 acres under contract, in the Southpoint Commerce Park. Construction of the first in a series of speculative warehouse/distribution buildings began in 2020. The initial 218,000 square foot building will be complete in Spring 2021.

OPPORTUNITIES

- A. The City currently has 100+ acres of fully improved land available for development in the Southpoint Commerce Park and an additional 100+ acres with planned improvements. 2020 saw the sale of 14 acres to F Street Development with an additional 36 acres under contract.
- B. Opportunities will become more apparent on the “Bluff” site and surrounding area as plans are finalized for U.S. Venture and their relocation to downtown Appleton.
- C. Recently completed amendments to TIF Districts #3 and #11 will allow TIF support for parcels north of College Avenue.
- D. Privately owned land is still available for office developments north of I-41 along Enterprise Avenue and Evergreen Drive. Additional privately owned parcels are available in the Northeast Business Park area.
- E. The City of Appleton has approximately 204 single-family lots available for sale in established subdivisions, the majority of which are located on the north side. Plats for over 143 new single-family lots were approved in 2020, some already available (not all have been recorded yet). There are additional planned single-family lots within the City that are unplatted as well.

F. The City of Appleton has supported the efforts of the Fox Cities Regional Partnership, both financially and operationally, since 2012 with a total investment of \$271,500 since the Partnership's creation. Many of these investments are to help support attracting and retaining a trained, innovative, and creative workforce to the City. In light of COVID-19, the Chamber participated in the Stronger Together Coalition, surveyed the needs 142 businesses, followed up with 50 businesses for financial assistance, drafted over 220 letters for Wisconsin Economic Development Corporation (WEDC)'s "We're all in" Grants, purchased and installed Synchronist to track business retention data and provide reports. They also formed a workgroup on funding and governance which the City of Appleton has participated in. Additionally, the Chamber proceeded with prioritizing their legislative lobbying efforts, including TIF legislation, workforce development and transportation and infrastructure.

STRATEGY/MARKETING

A. Comprehensive Plan Update 2010-2030

A Comprehensive Plan is intended to guide the growth and development of a community. It is a long range plan, addressing current issues while also looking beyond to future issues and opportunities with the City. It includes analysis, recommendations and implementation strategies which will impact a community's population, economy, housing, transportation, community facilities, recreation-open space, and land use. A Comprehensive Plan establishes a vision for future land use, physical development, and quality of life in the City, as well as provides a comprehensive set of goals, policies and initiatives to achieve that vision. The Economic Development Strategic Plan, completed in 2015, was incorporated into the Comprehensive Plan which was adopted by the Common Council on March 15, 2017.

Implementation of the Updated Comprehensive Plan continued in 2020, with highlights that include redevelopment on the west and north ends of downtown, numerous amendments to the Zoning Ordinance, increased commercial development along the Richmond Street corridor, annexations and right-of-way dedications to facilitate new growth and continued riverfront redevelopment.

B. The Fox Cities Economic Development Professionals (FCEDP)

FCEDP exists to build professional relationships among economic development professionals and to share best practices to advance our region's economy. This is done through; professional development and networking, facilitating communication, learning about best practices and establishing collaborative efforts among economic development organizations within the region.

The FCEDP group continued to meet virtually in 2020 with a model alternating between having a speaker in to discuss best practices and a roundtable discussion on a topic of importance to the group. The City of Appleton continues to remain committed to and actively engaged in FCEDP.

C. Marketing

Staff partnered with Locate in Wisconsin, Catylist and CoStar to reach the commercial real estate and development community and market City-owned sites. All of the above-mentioned services are online resources for commercial real estate brokers, site selectors, and companies to research available sites within our community from anywhere in the world.

The City of Appleton was a sponsor of the Manufacturing First Virtual conference in 2020. The event drew over 700 attendees. The annual InDevelopment Conference was cancelled this year due to COVID-19; however, the City participated in supporting a special issue of Insight magazine dedicated to real estate development.

Sponsoring of small business initiatives was also a key focus in 2020 with the sponsorship of Small Business Saturday, Appleton Northside Business Association's Annual Government Meeting, and Appleton Downtown Incorporated programming, among others.

COVID-19 has created a number of challenges for businesses and individuals located in the City of Appleton. Over 2020, the Community & Economic Development Department has put a great deal of effort into contacting businesses to ensure they are receiving the support they need, being connected with resources for Paycheck Protection Program (PPP) loans, WEDC programs, safety protocols, educational opportunities and more during this time.

