



City of Appleton

Updates, Resources, Opportunities

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www.appleton.org



APPLETON MIXED-USE
CONCEPT DIAGRAM



DNITSHOT ARCHITECTURE MERGE

2020.04.29



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





Community & Economic Development Department

CITY OF APPLETON

#10 Best City for remote workers

-Ownerly March 2021

#1 Best place to raise kids

-Smartasset Sept 2020

#13 Most livable small city

-Smartasset June 2020

#6 Best place to live on \$60,000 salary

-Smartasset October 2020

#9 Best place to work in manufacturing

-Smartasset December 2020

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CITY OF APPLETON

- Median Sales Price of Single Family Home \$201,000 in 2021
-\$183,000 in 2020
- Equalized Value up 8% in 2021
-State of WI 7%
- Net New Construction 1.25%, 2021
-State of WI 1.60%

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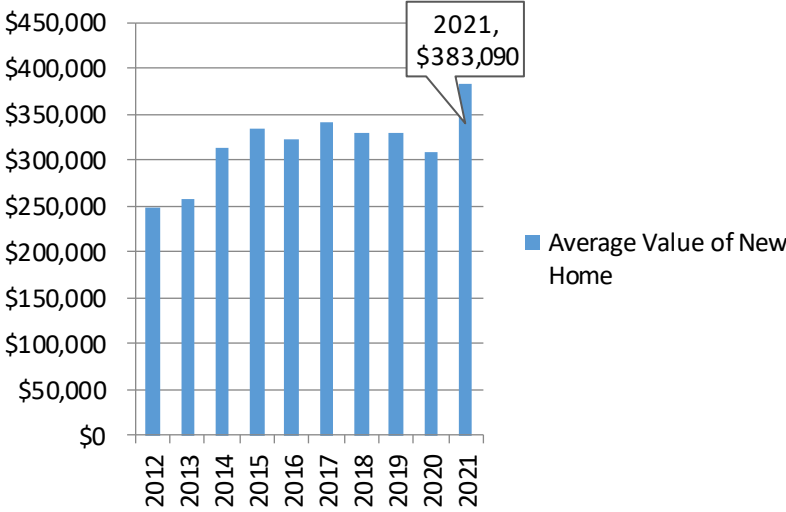
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CITY OF APPLETON

City of Appleton New housing units (Permits)

	Single-Family Units
2012	45
2013	77
2014	58
2015	58
2016	56
2017	49
2018	55
2019	55
2020	80
2021	98

Average Value of New Home



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CITY OF APPLETON

RESIDENTIAL LOTS AVAILABLE								
	2013	4/27/2015	1/9/2017	2/21/2018	1/18/2019	1/16/2020	1/14/2021	1/13/2022
Apple Creek Estates 1 & 2	10	8	6	4	0	2	0	0
Apple Creek Meadows I, II	0	8	3	3	0	3	3	3
Apple Hill Farms I, II, III	128	118	105	98	94	83	80	75
Aspen Ridge	16	16	8	2	2	4	2	2
Clearwater Creek I, II, III	49	45	13	9	12	12	8	29
Emerald Valley	3	1	20	22	47	31	9	58
Glacier Ridge	46	39	36	31	23	21	15	14
Nesting Meadows	19	17	19	17	16	7	3	6
Edgewood Estates					45	44	36	90
Trail View Estates					14	3	1	0
Apple Ridge					78	70	29	98
Broadway Hills Estates							18	19
TOTAL	271	252	210	186	331	280	204	394

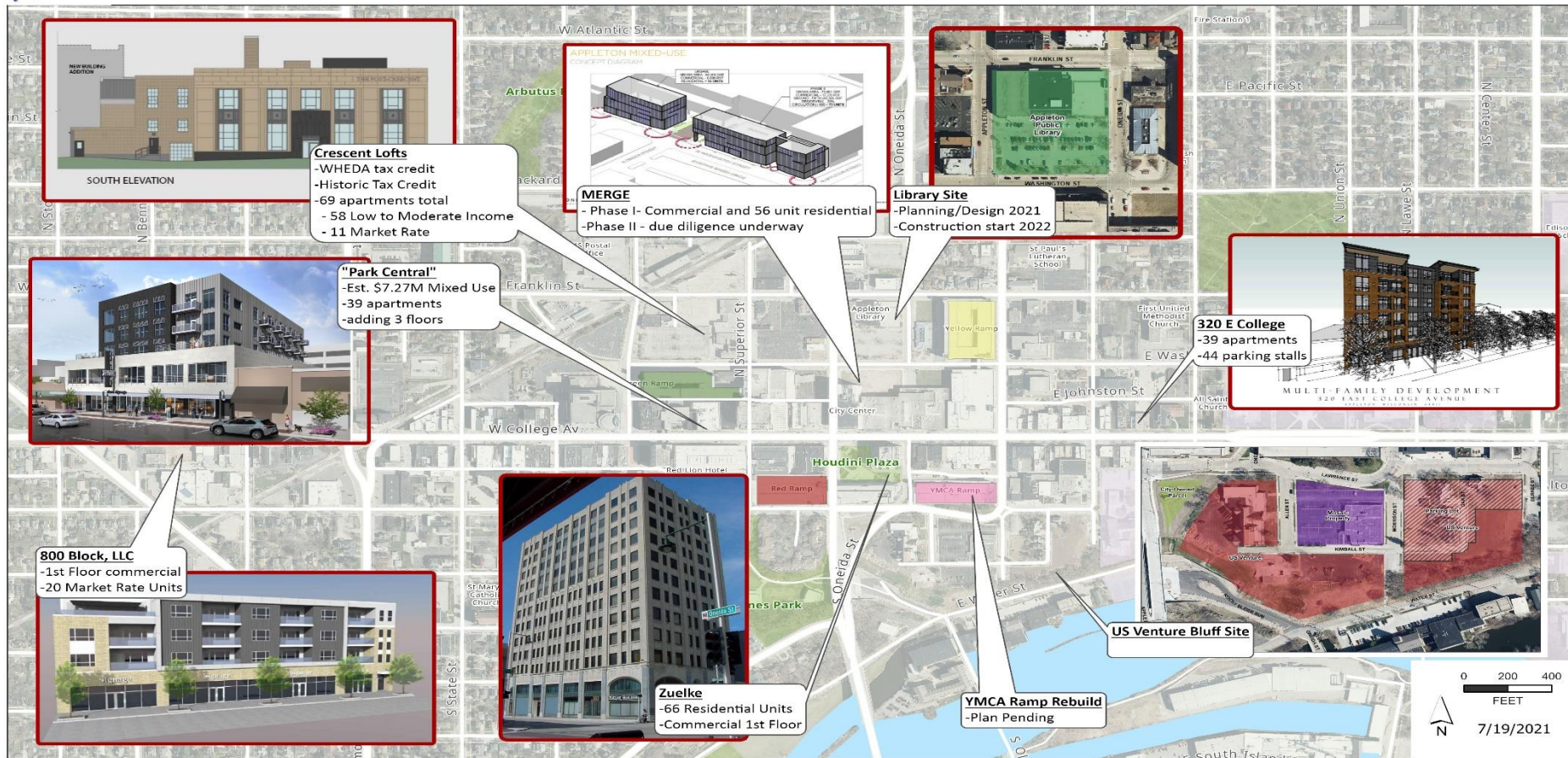
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DOWNTOWN PROJECTS

Downtown Development Overview



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320 E. COLLEGE AVE.

320 E. College Ave.

Over \$5M increment

39 Residential Units

Construction underway

Complete May 2022

All Tied Up Floral Café

YOGA3

Approx. 1300 sf commercial available



MULTI-FAMILY DEVELOPMENT
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BLOCK 800

823-827 W. College

\$4.6M increment generated

20 Residential Units

Residential 100% leased

1st Floor Commercial

Coalesce Marketing

Uni Uni (Bubble Tea)



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CRESCENT LOFTS

306 W. Washington St.

69 Residential Units
58 Units Low Moderate Income
Completed 2021



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PARK CENTRAL

318 W. College Ave.

Adding 3 Floors

39 New Residential Units

Commercial Space on First Floor

Construction underway



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ZUELKE BUILDING

103 W. College Ave.

66 New Residential Units
Commercial Space on First Floor
Construction Underway
Completion end of 2022



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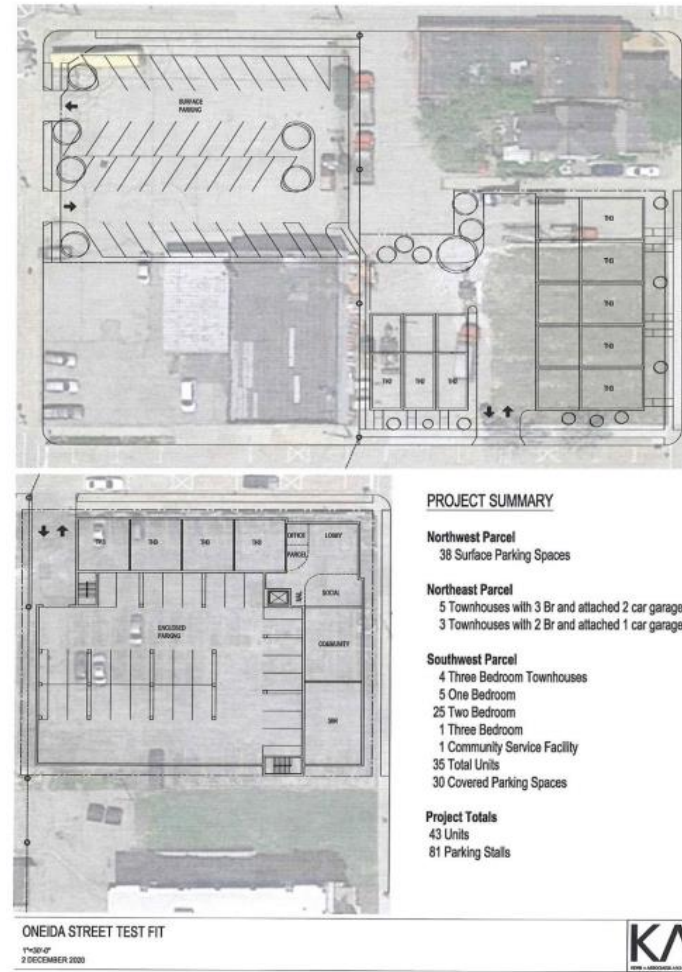


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RISE APARTMENTS

43 New Residential Units
36 Low Income Section 42

Estimated Incremental Value just
over \$3M
Development Agreement
approved by Council 11-4-21



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URBANE – MERGE URBAN DEVELOPMENT

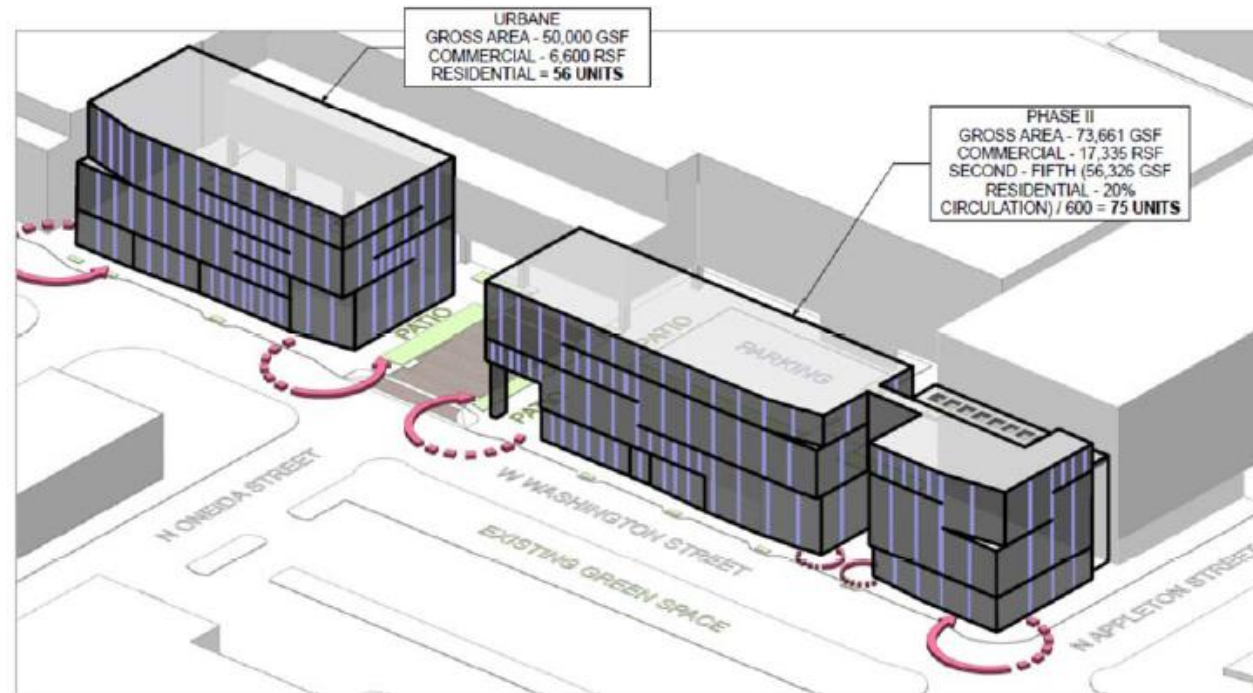
APPLETON MIXED-USE

CONCEPT DIAGRAM

MERGE Urban Development

Phase I – commercial first floor and four floors of residential for a total of 56 units. Sale of Land October 2021. Construction to begin Spring 2022.

Phase II - commercial first floor and four floors of residential for a total of 75 units. Development Agreement approved by Council



2020.06.25

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DOWNTOWN RESIDENTIAL PROJECTS

PROJECT	UNITS
- Gabriel Lofts	21 Units
- Avant Apartments	33 Units
-Crescent Lofts	69 Units
-320 E. College	39 Units
-823-827 W. College	20 Units
-Park Central	39 Units
-Zuelke	66 Units
-Merge (Ph I)	56 Units
-Rise	43 Units
-Merge (Ph II)	75 Units

Rental Rate Range:
\$.80-\$1.75 PSF/mo.

Total 461 Units

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POTENTIAL PROJECTS DOWNTOWN

LIBRARY

Budget includes \$23.5M for reconstruction/renovation in 2022-2023.

Skidmore, Owings & Merrill selected to complete architectural work

Construction Manager Boldt

Moveout April 2022



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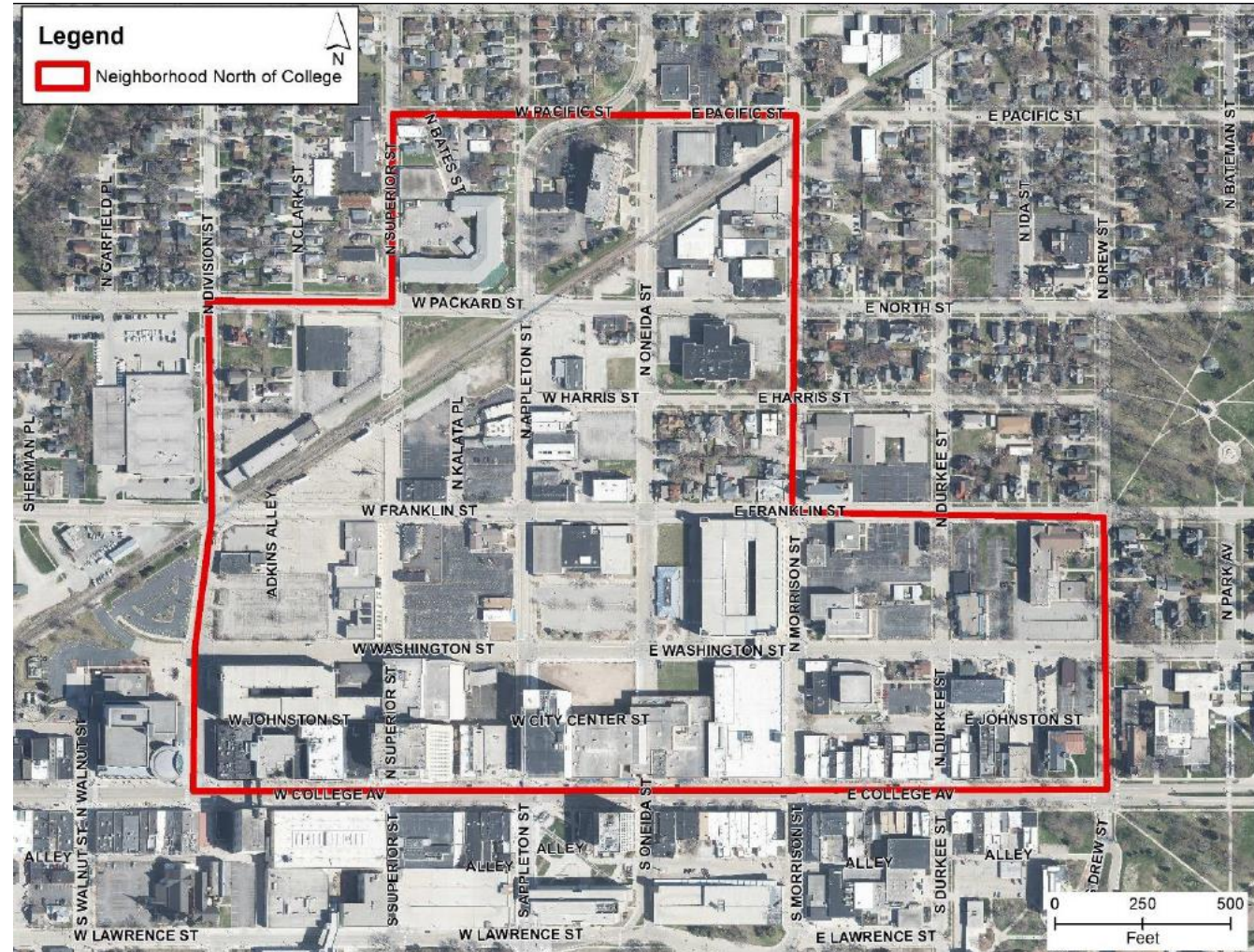


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COLLEGE AVENUE NORTH SUB-AREA PLAN

College Avenue North Plan:

- RDG Planning & Design selected as consultant
- www.Planappleton.com
- Complete Spring/Summer 2022



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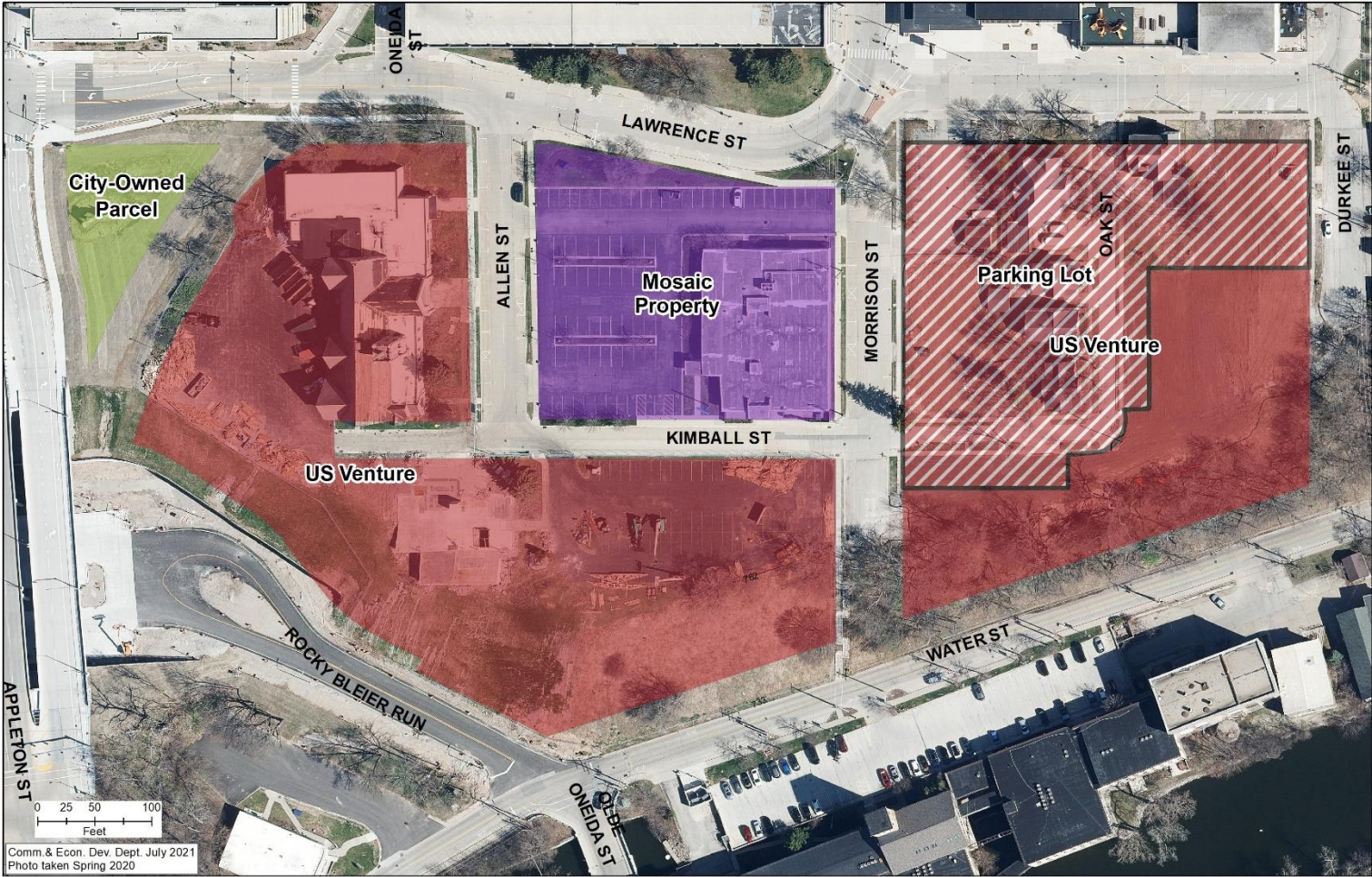


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US VENTURE

US Venture - \$54.5M office tower

- Temporary parking lot for YMCA constructed
- YMCA Ramp reconstruction
- Utilities/Streetwork underway

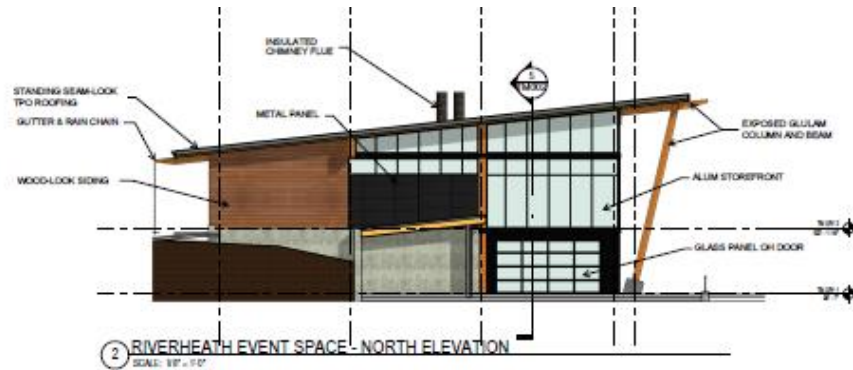


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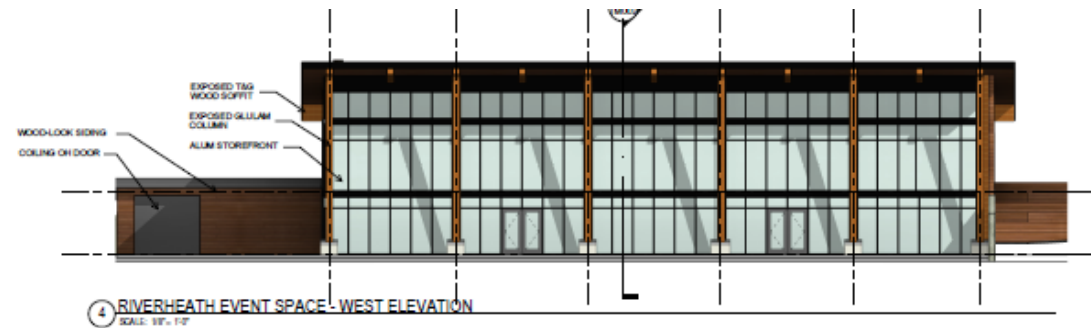
RIVERHEATH – POPLAR HALL



Riverheath-Poplar Hall

Event Space

Completed Summer 2021



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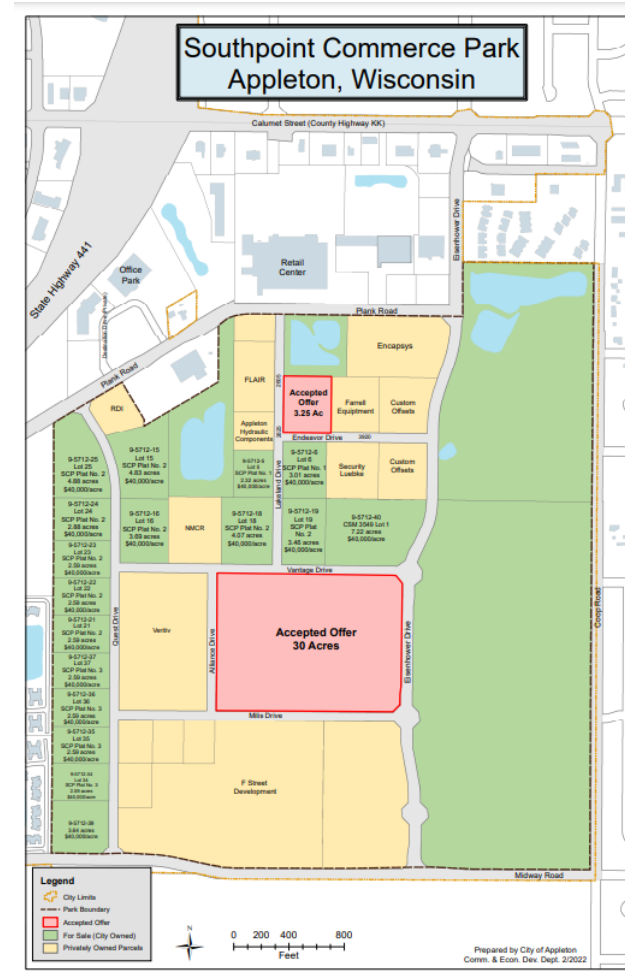


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SOUTHPPOINT COMMERCE PARK

Southpoint Commerce Park

- F Street Development
- RDI Sale Flex Building
- Farrell Expansion
- Delineations completed Sept. 2020
- 8% Commissions to procuring broker



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APPLETON REDEVELOPMENT AUTHORITY

ARA Business Enhancement Grants

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

To Qualify:

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

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Thank You



For more information contact Karen Harkness
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