



WELCOME

Appleton
DOWNTOWN
incorporated



APPLETON DOWNTOWN

State of Downtown Development Summit



OCTOBER 4, 2022 • 8-10 a.m.
Hilton Appleton Paper Valley Hotel • 333 W. College Ave.

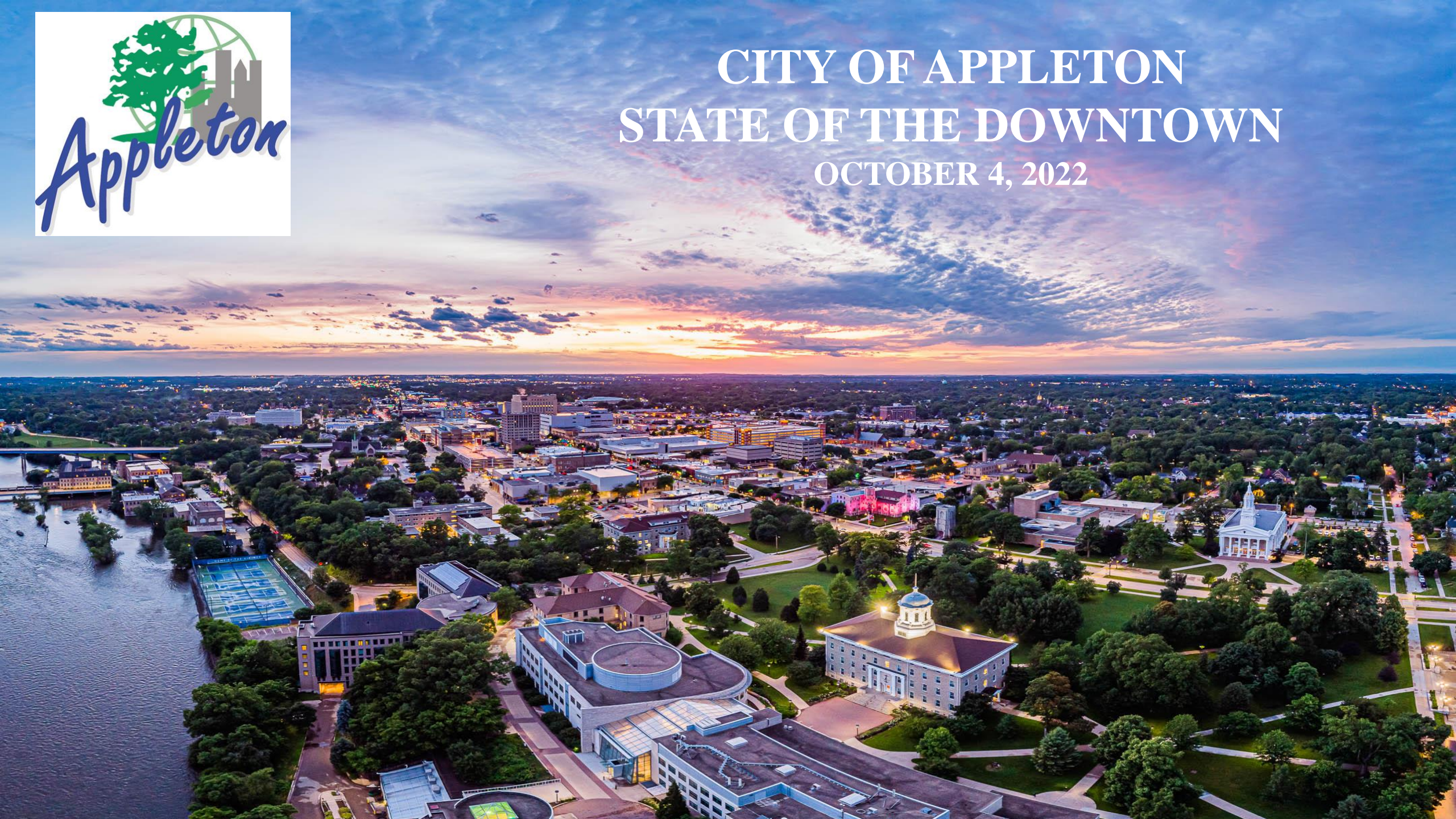
Presented by  



CITY OF APPLETON

STATE OF THE DOWNTOWN

OCTOBER 4, 2022



Community & Economic Development Department

COMPREHENSIVE PLAN

Chapter 14: Downtown Plan

Vision Statement:

Downtown Appleton is a great American urban neighborhood and employment center with world class arts and entertainment



Figure 1 Perspective of conceptual redevelopment of 300 block of E. College Ave. Vantage point is looking southwest toward the Fox River from the corner of N. Drew Street and E. Washington Street.



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COMPREHENSIVE PLAN

Chapter 14: Downtown Plan - Initiatives

- *#1 Urban Form & Design* – create an identity and improve the appearance of downtown
- *#2 Tourism/Arts/Entertainment/Education* – develop cultural attractions and promote travel to the downtown by residents and visitors
- *#3 Neighborhood & Residential Development* – foster new residential development and create healthy neighborhoods surrounding the downtown



Figure 39 Sketch from May Design Workshop showing new mixed use development concept where Blue Ramp currently exists. View is from transit center looking south.



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COMPREHENSIVE PLAN

- *#4 Downtown Development & Business Retention* – support existing businesses in the downtown and attract desirable new ones
- *#5 Mobility & Parking* – provide convenient access to the downtown for all modes of travel
- *#6 Downtown Management* – ensure that resources are available to continue to advance the vitality of downtown
- *#7 Public Spaces & Riverfront* – enhance the public realm and connections between downtown and the riverfront



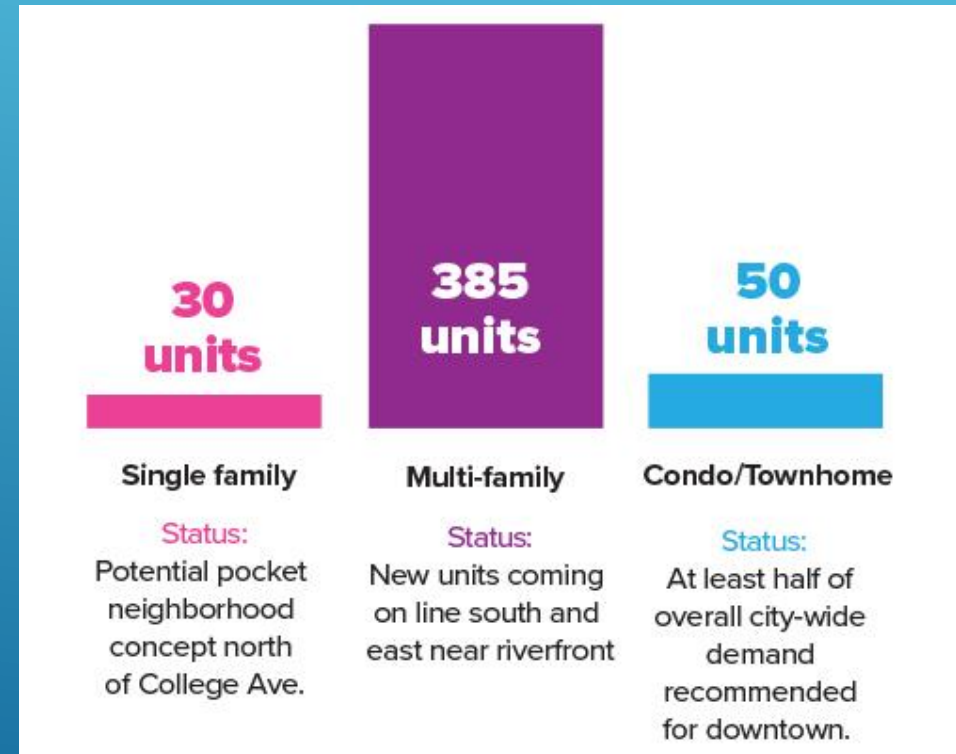
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Downtown Appleton Demand for Housing 2016-2021

52% City-wide survey respondents said they are interested in living downtown



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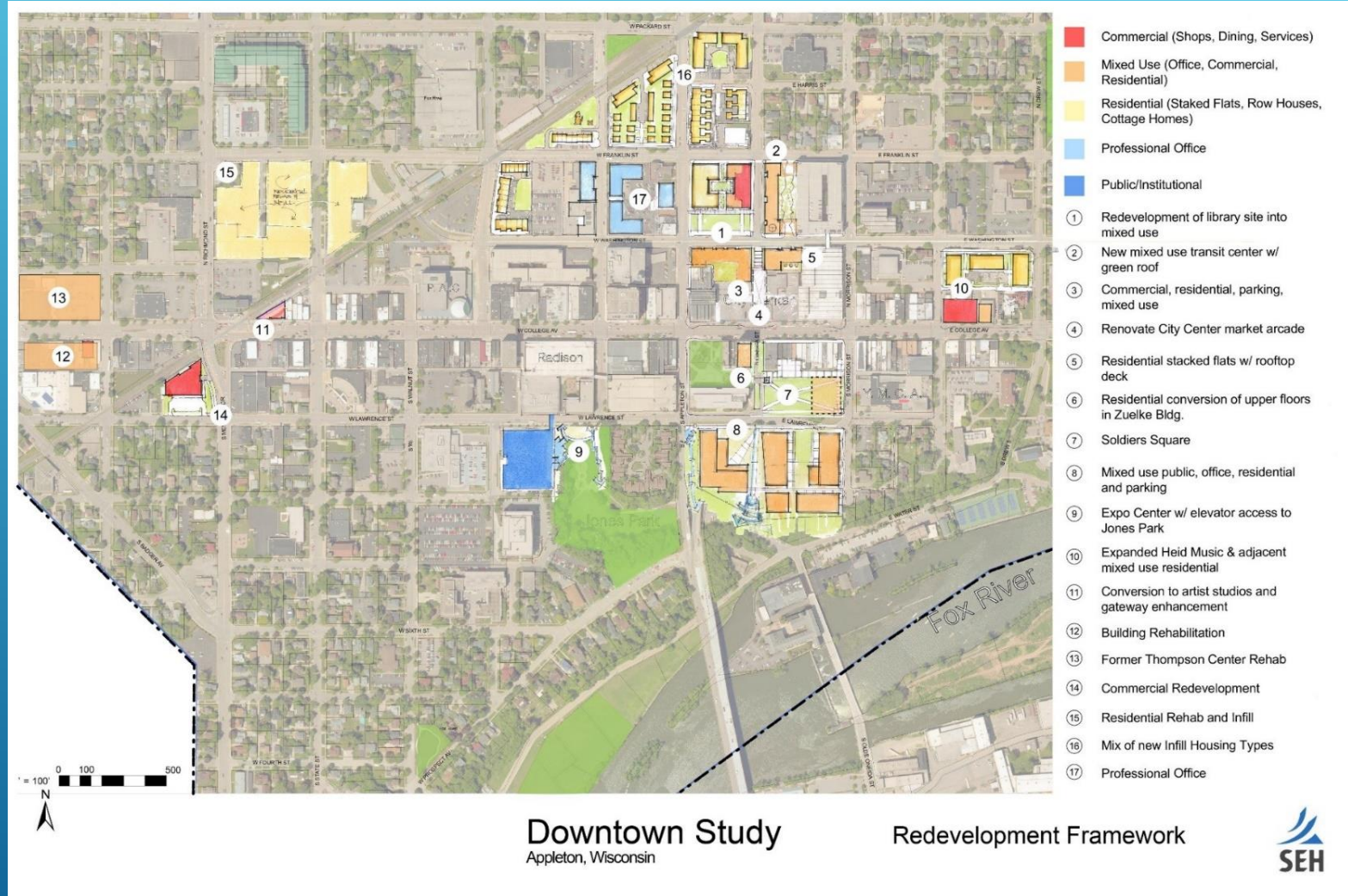
DOWNTOWN RESIDENTIAL PROJECTS

PROJECT	UNITS
- Gabriel Lofts	21 Units
- Avant Apartments	33 Units
-Crescent Lofts	69 Units
- Block 800	20 Units
- 320 E. College	39 Units
-Park Central	39 Units
-Residences at the Zuelke	66 Units
-URBANE 115	56 Units
- Merge (Ph II)	75 Units
-RISE	48 Units
Total	466 Units

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ACCOMPLISHMENTS FROM CHAPTER 14: DOWNTOWN PLAN

Recommendation

Implementation

Strategy 4.8: Support private sector efforts to redevelop and invest in downtown.



Created Tax Increment Financing Districts #11 and #12 for the east and west ends of downtown in 2017.

Strategy 3.4: Revise CBD zoning to permit first floor dwellings on parcels which do not front College Avenue.



Amended CBD zoning in 2018 to allow ground floor residential (except along College Ave.) and standalone residential.

Strategy 3.1: Encourage mixed-use and mid-density residential redevelopment on the edge of downtown.



Revamped the C-1 zoning district in 2020 to accommodate mixed-use infill and redevelopment.

Strategy 1.3: Implement appropriate streetscaping projects throughout the downtown.

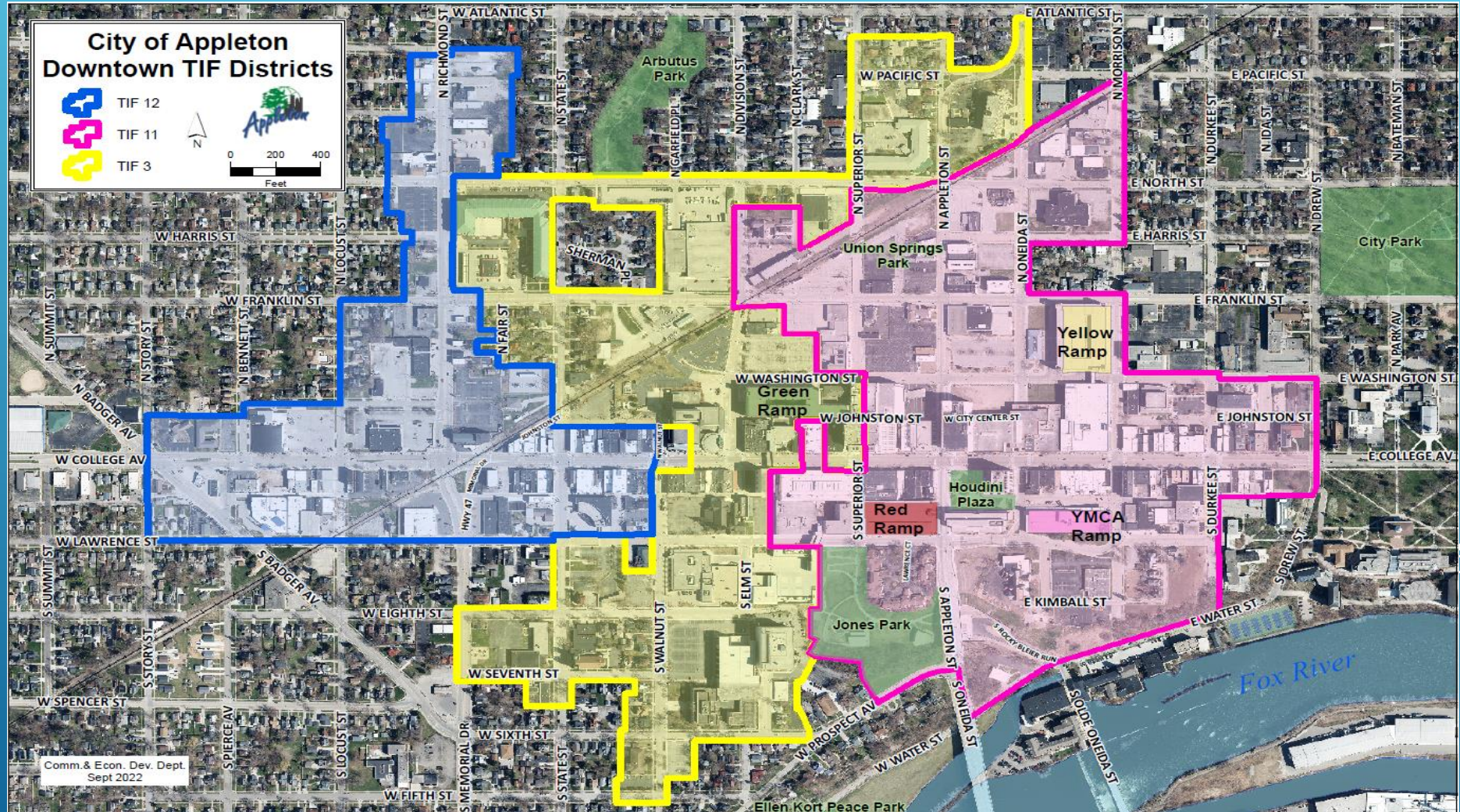


Completed the Downtown Streetscape Design Guide in 2021 to inform decisions as street reconstruction projects occur.

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TAX INCREMENTAL FINANCING (TIF)



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BUSINESS ENHANCEMENT GRANTS

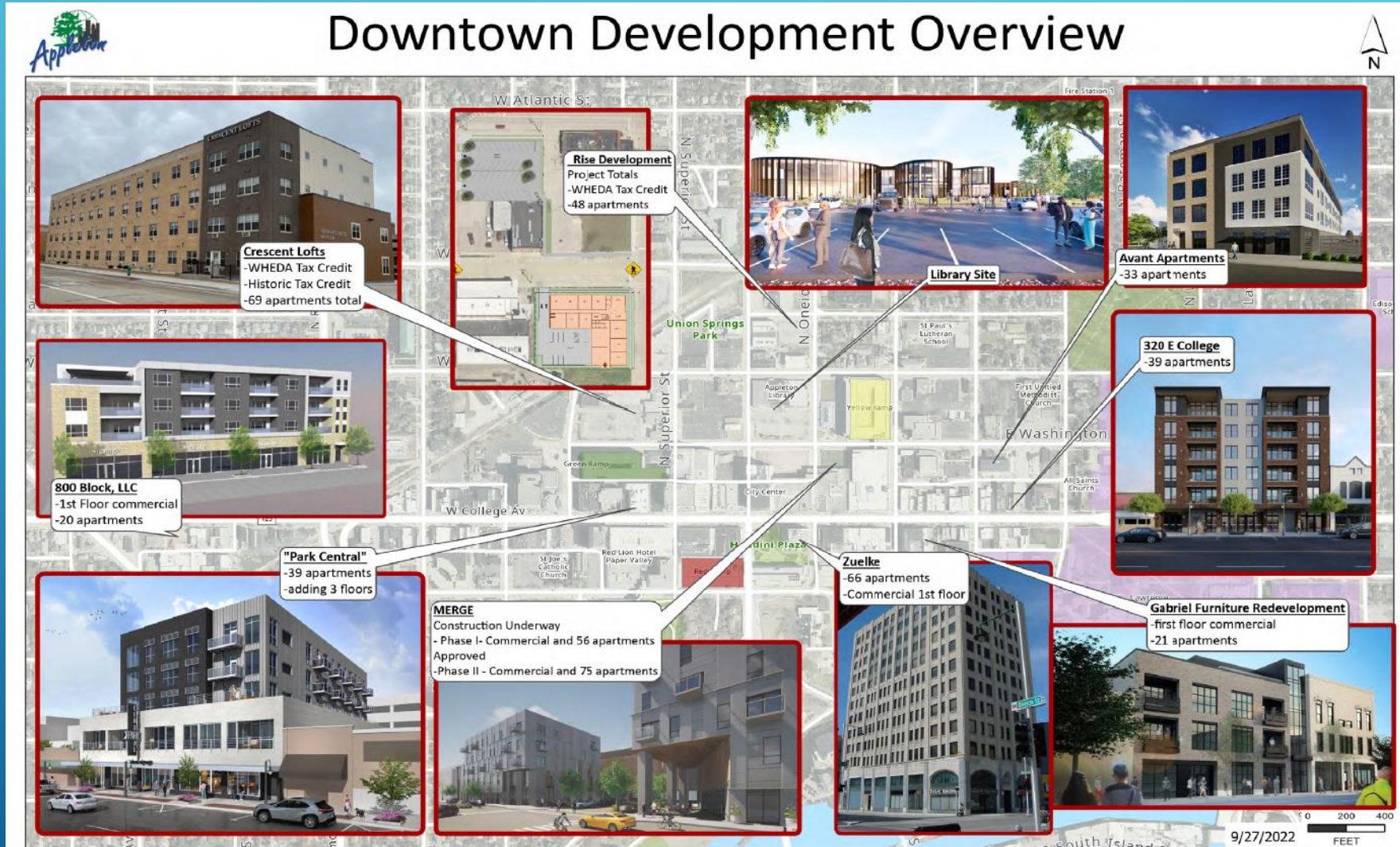
MATCHING GRANTS UP TO \$7,000

- ❖ Available in TIF #11, TIF #12 and Citywide through the Appleton Redevelopment Authority
- ❖ 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.
- ❖ Matching grant up to 50% of total project costs
- ❖ Use must be for commercial purposes.
- ❖ The applicant must be either the owner or a tenant (with owner's permission) of the building.
- ❖ Proposed improvements or repairs must have a useful life of five or more years.

FUNDS STILL AVAILABLE

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DOWNTOWN PROJECTS



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GABRIEL LOFTS/AVANT APARTMENTS

Gabriel Lofts
21 Residential Units
1st Floor Commercial



Avant Apartments
33 Residential Units

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BLOCK 800/320 E. COLLEGE

823-827 W. College
20 Residential Units
1st Floor Commercial



320 E. College Ave.
39 Residential Units
Commercial 1st Floor

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CRESCENT LOFTS/RISE

CRESCENT LOFTS
69 Residential Units
58 Units Low Moderate Income



RISE
48 Residential Units
36 Low Income Section 42

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PARK CENTRAL/THE RESIDENCES AT ZUELKE



Park Central
Adding 3 Floors
39 Residential Units
Commercial Space on First Floor
Completion Early 2023



The Residences at Zuelke
66 Residential Units
Commercial Space on First Floor
Completion early 2023

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URBANE – MERGE URBAN DEVELOPMENT

MERGE Urban Development

Phase I – Urbane 115
56 Residential Units
Commercial Space on First Floor
Construction underway

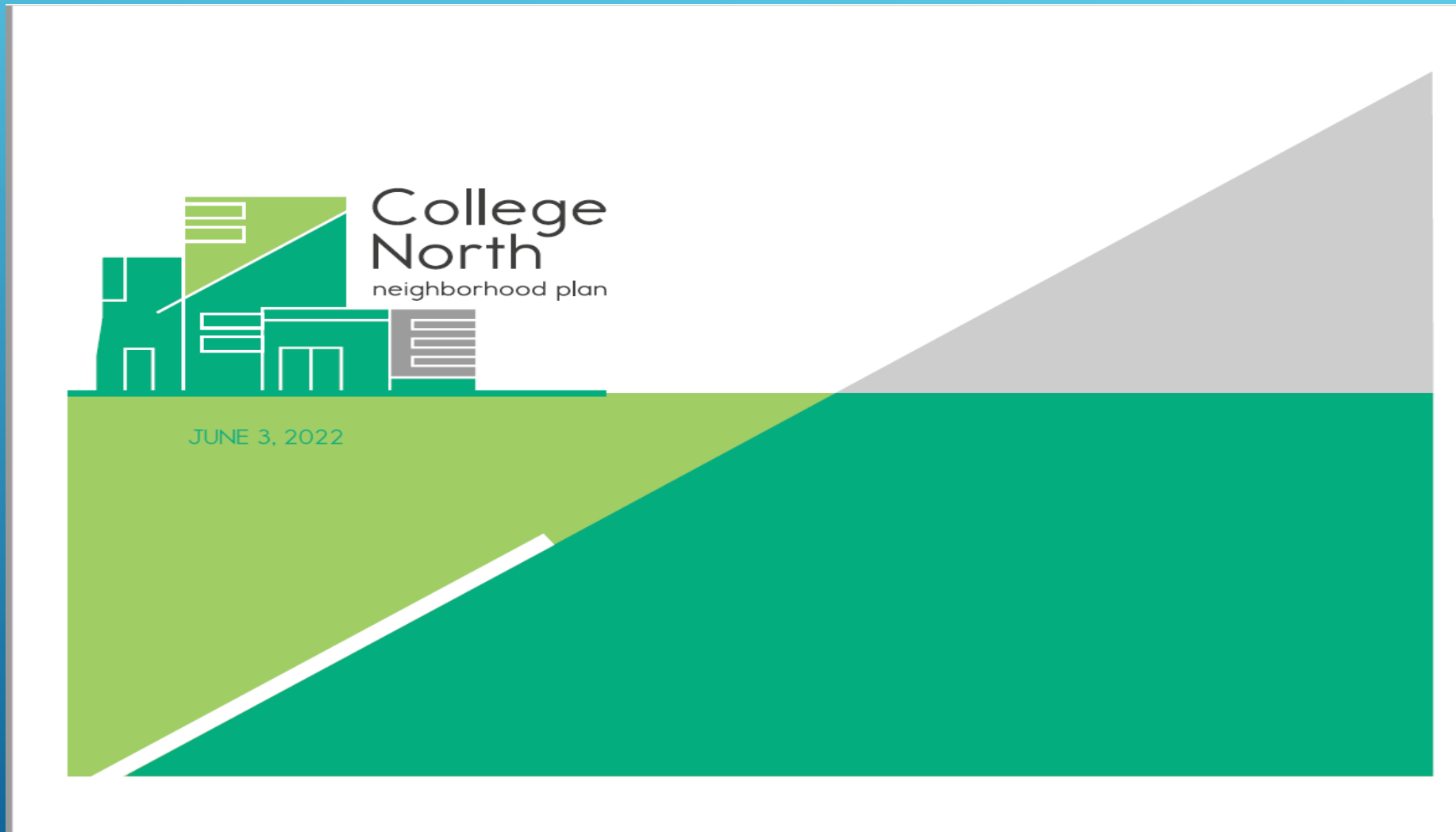
Phase II –
75 Residential Units
Commercial Space on First Floor
Construction start 2023



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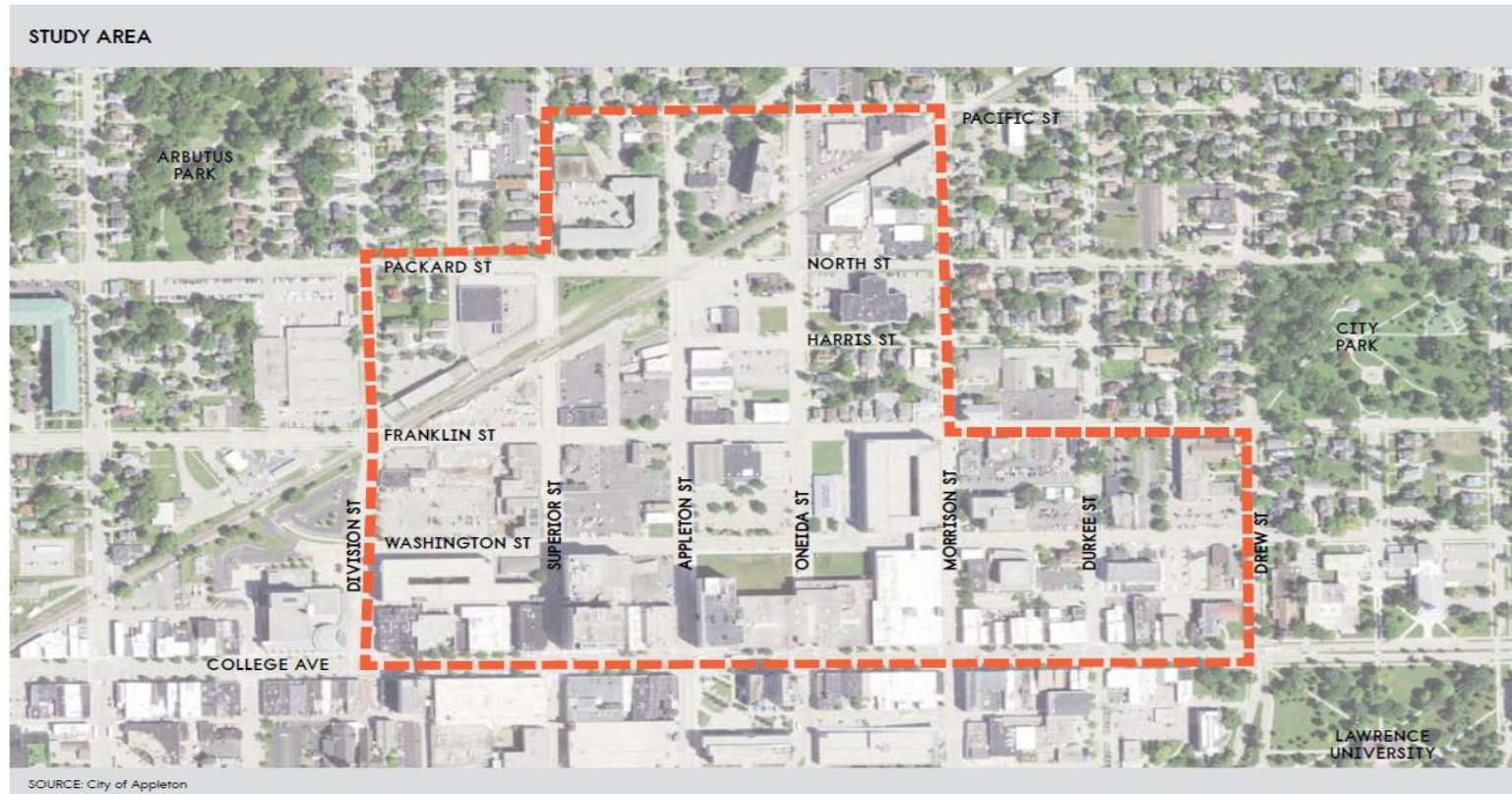
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COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

College North Neighborhood Plan



Purpose of the Plan

- Refine and articulate the vision from the Comprehensive Plan for this district.
- Identify the future opportunities and forces affecting the neighborhood.
- Analyze potential redevelopment options for properties.
- Support equitable and inclusive development and design.
- Leverage relationships between stakeholders to create future opportunities.
- Update the Downtown Market Analysis and prepare a housing strategy for the area.

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DEVELOPMENT

The DEVELOPMENT PROGRAM replaces land uses that are either functionally obsolete or do not achieve full development potential. Identifying sites that can take advantage of Appleton's growth and expanding demand is an important priority for this plan. Key elements include:

- Strengthen the connection between downtown and neighborhoods, while enhancing the current neighborhood
- Explore different development forms unavailable in the area
- Empower private market to lead change
- Complement, not compete with College Avenue

MOBILITY

The MOBILITY PROGRAM leverages existing initiatives, such as the Streetscape Design Guide, and proposes initiatives that improve the circulation, access, utilization and operations in the neighborhood. It is largely based on the area's need for increased connectivity, accessibility and efficiency. Key elements include:

- Improve convenience for moving throughout the area
- Create logical connections to surrounding areas
- Improve the aesthetic appearance of the neighborhood and mobility paths

COMMUNITY

The COMMUNITY PROGRAM is accomplished through achieving the development and mobility agendas. It is based on building desirable outcomes for participants, stakeholders and reinforcing a positive image of the district. Key elements include:

- Create conditions that feel safe, inviting and comfortable
- Increase choices for housing and transportation
- Connect downtown and surrounding neighborhoods
- Inspire stakeholders to become champions for the neighborhood's success

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Planning Concepts

The College North Neighborhood Plan creates a program for concepts and implementation by combining input from the public with a review of both development trends and market potential.

The vision begins with establishing a program, much like an architectural program for a building project. The program sets forth the ingredients of development for both current and future community needs, pending projects and other opportunities. The program is comprised of three separate agendas - Development, Mobility, and Community.

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Development
Concepts

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Sites Subject to Change

SUBJECT-TO-CHANGE

If a site is subject-to-change, it means that market forces may influence redirection of the site's use in the future. Sites identified as subject-to-change are not targeted for redevelopment. Instead these are areas that could be explored with future scenarios for preservation, reuse or redevelopment. Conditions that lead to becoming a site that is subject-to-change include:

- Market exists for higher intensity use
- Vacant building
- Open or vacant lots
- Underused site
- Obsolete or incompatible uses
- Surface parking areas

ACTIVE PROJECTS

The neighborhood has many sites experiencing development activity or with recently completed development. Identified sites include projects that are under construction, recently built, or have an approved development agreement.

- A. Appleton Public Library
- B. Crescent Lofts, recently completed
- C. Rise Apartments
- D. Merge Development (phases 1+2)
- E. Park Central
- F. 320 E. College Avenue

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Engagement Initiatives

The City of Appleton launched the College North Neighborhood Plan in Fall 2021 and finished in Spring 2022. The focus of the initiative was to author a neighborhood plan that assembles all of the current initiatives - both private and public - and investigates future opportunities for long-term vibrancy and vitality.

The public engagement process focused on building relationships through one-on-one discussions, community meetings, and a multitude of meetings and interviews to gain input and feedback from people who know the area best—its residents, employees and community leaders.

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Development Concepts

The College North Neighborhood Plan explores concepts for future development that intend to unite each site to its surrounding context, while maximizing outcomes. Several sites in the neighborhood are candidates for redirection. Some sites are publicly-owned and may be redeveloped for private use. Others are privately-owned and might be redeveloped.

Property owners and developers, in responding to the development concepts, may take different, equally valid, approaches to opportunity sites. Therefore, the plan explores possibilities for redevelopment and suggests patterns that connect each site.

This section explores the potential of these opportunity sites, including redevelopment and reuse.

CONCEPTS

Concepts are just that, ideas for the future with the purpose of improving the quality of the area. Development concepts for the College North Neighborhood includes thirty possible key initiatives, which are noted in Map 2.2 and described herein.

1. Senior-Oriented Living
2. Existing Automotive Reuse
3. Existing Reuse
4. AASD Maintenance Facility Reuse
5. Triangle Park

6. Townhomes
7. Multi-Family
8. Development Site
9. Parking Lot
10. Building Rehabilitation
11. Mixed Use Project
12. Union Springs Development
13. Union Springs Park
14. Packard Place
15. Building Reuse or Redevelopment
16. Human Services Campus
17. Multi-Family
18. Development
19. Commercial Corner
20. Corner Redevelopment
21. Appleton Public Library
22. Public Transit Redevelopment
23. Morrison Street Infill
24. Durkee Street Infill
25. Franklin Street Infill
26. Merge Phase 1
27. Merge Phase 2
28. City Center Plaza

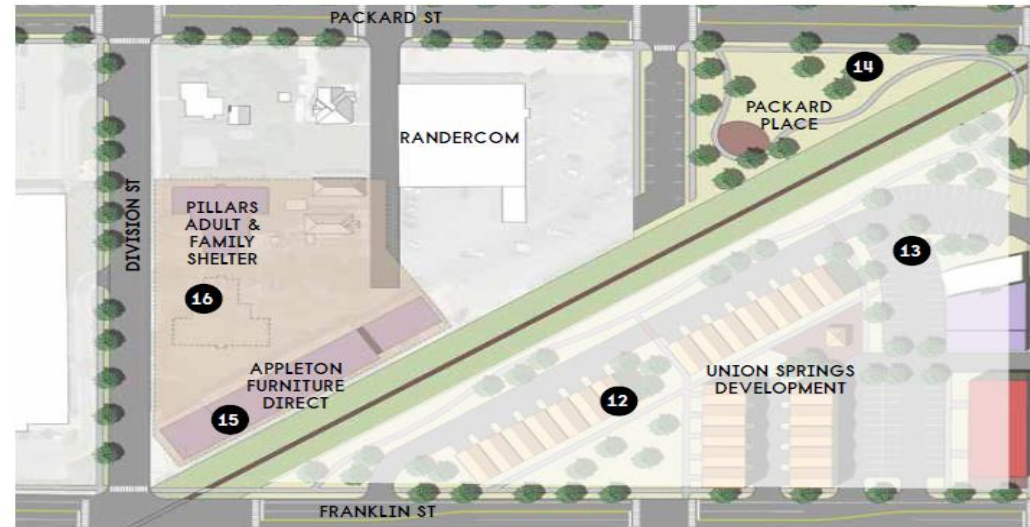
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#14/15/16. Packard Triangle

The Packard Triangle includes the Packard Park and the area between Division Street and railroad. Concepts for this area include:

14. **Packard Place.** Preservation, expansion and development of existing neighborhood park, created by adding east half of Superior Street right-of-way. West half of right-of-way may be conveyed to adjacent property to provide access to Packard Street or maintained as public open space. Use to expand park does not necessarily require street vacation.
15. **Building Reuse or Redevelopment.** The warehouse building along the railroad tracks may be repurposed. The site is an option for a possible passenger rail station or human service campus.
16. **Human Services Campus.** The property south of Pillars could include a future human services campus that supports the needs of people in the community. For illustration, the footprint of the Pillars' building is mirrored on the site to show that their space could double from its current size on the existing site.



- | | |
|----|---------------------------|
| 12 | Union Springs Development |
| 13 | Union Springs Park |
| 14 | Packard Place |
| 15 | Building Reuse |
| 16 | Human Services Campus |



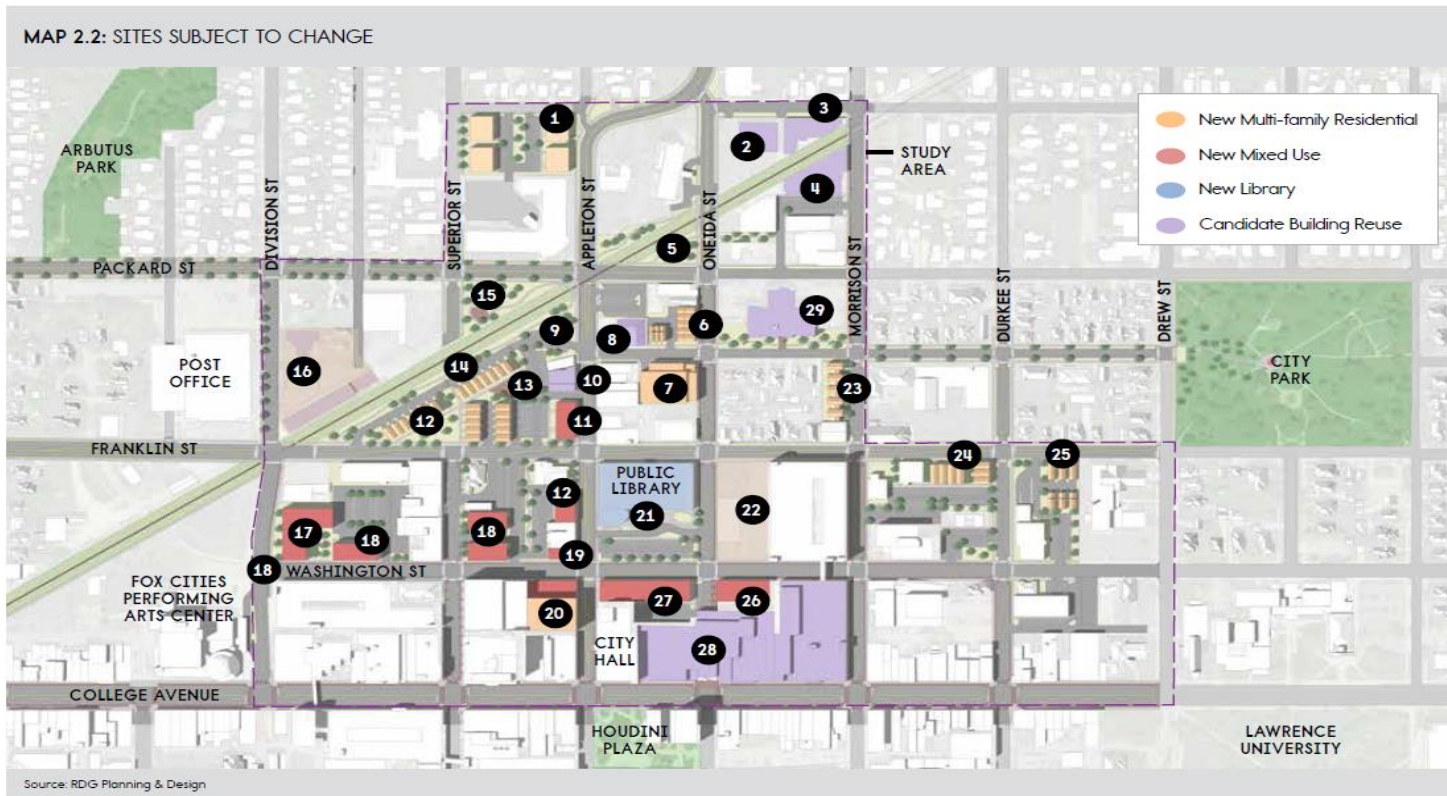
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Development Policies

The College North Neighborhood Plan supports higher intensity development projects rather than single-family or single-story projects. For the purpose of this neighborhood, the design of the first 20-feet of the building's elevation is most critical and should orient to pedestrians.

Also, this plan supports the development of mixed use buildings with retail-ready spaces on the first floor. This means that if the market demand is not mature to support commercial tenants at the time of opening, then the space can be leased for residential until the market can support commercial tenancy.

Projects should:

- Incorporate a residential use
- Be a minimum of three stories
- Engage the sidewalk and street level
- Build to the property line
- Reinforce the character of the neighborhood

Projects should not:

- Be built with long, blank walls along the street
- Be single-story or single-family homes
- Include excessive surface parking

Townhomes Infill



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#23/24/25. Infill Residential

The planning process considered sites within the neighborhood that may not be at their optimal use. While several individual sites are candidates for redevelopment, the Plan's approach was to identify clusters of properties that could be assembled and redeveloped as a unified project. Considering the principle of this Plan to introduce new options for housing near downtown, the following concepts favor townhome development although multi-family structures are eligible alternatives.

23. **Morrison Street Infill.** The concept replaces a surface parking lot, a home converted to multi-family and a vacant office structure.
24. **Durkee Street Infill.** The concept replaces surface parking lots, and small office building.
25. **Franklin Street Infill.** The concept redirects surface parking for U.S. Bank.

Redevelopment for Parking. The practice of acquiring property and demolishing the site for surface parking is discouraged. Parking should be addressed for all of downtown environs, exploring options for shared parking, signage and management. This may require agreements between private owners, possibly supported by the city, to optimize the use of land and parking.



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Washington Street Corridor



Looking Southeast
The drive-thru bank could be redeveloped and incorporate a lower level bank with drive, if desired.

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Washington Street Corridor



@ Division Street



Looking Northeast



Activating Washington Street with new development that frames the corridor strengthens the urban character of downtown.

@ Superior Street



Looking East



Washington Street is imagined as a parallel mixed use corridor to College Avenue, having calmer activity and opportunities for growth in services and living spaces.

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Infill Possibilities



@ Franklin Street & Durkee Street



Looking Southeast



Underused land could support new housing options that are unavailable in the area, such as townhomes.

@ Pacific Street & Appleton Street



Looking Northeast



The area north of Appleton Retirement Community could support multi-family housing that could be associated with the retirement community and independent from it.

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Union Springs Development



Introducing new housing options near downtown by combining surface parking lots and abandoning a spur of Superior Street into a new development site. Celebrate the Union Springs feature as an enhanced amenity.

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- Purpose: Create an accessible, cohesive, and desirable downtown streetscape network.
- The guide provides holistic guidance for the organization and design of streetscapes, the placement and specification of site elements and lighting, and material selection for surfaces.

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Street Typologies – Downtown Appleton

MAIN STREET
Primary commercial destination and pedestrian-oriented street. Limited to College Ave for Downtown Appleton.

ARTERIAL
Primary people-moving streets to and through downtown. Ranges from high-volume roadways such as Richmond St to more local arterials such as Franklin St.

COMMERCIAL SIDE STREET
Gateways to College Ave that support commercial activity. Makes up the majority of North-South oriented streets in Downtown.

SHARED STREET
Adaptable pedestrian-oriented streets that can be closed for events.

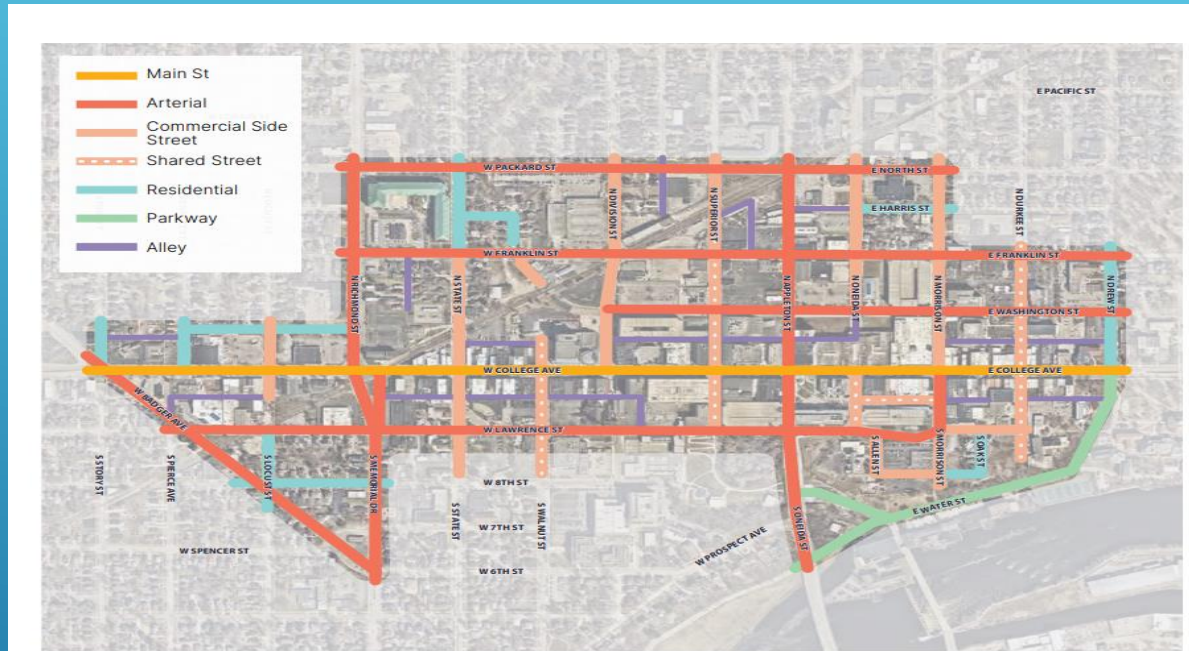
RESIDENTIAL
Low-volume neighborhood streets. These streets are limited to the edges of Downtown.

PARKWAY
Scenic greenways along waterfronts. Limited to Water St in Downtown Appleton.

ALLEY
Pedestrian network and commercial back-of-house.

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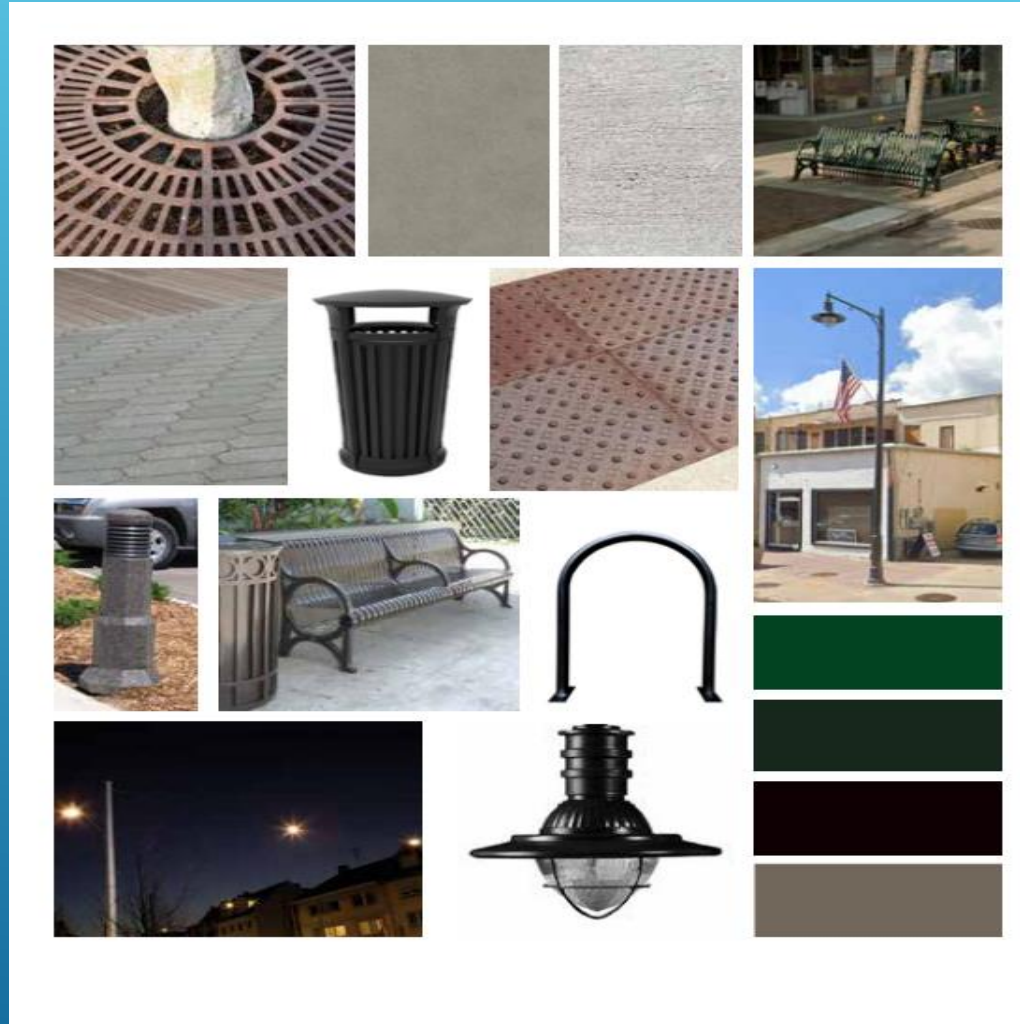
- The guide provides key features of each street typology.
- Based on these key features, the guide suggest typical roadway layouts and sections.
 - The suggestions look to maximize the key features and complement the surrounding developments.

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STREET ELEMENTS



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STANDARDS IN STREET ELEMENTS

- The guide provides typical layouts, dimensions, materials and specifications for street elements.
- Specifications allow for a cohesive downtown experience and consistency in construction documents.

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Mobility Policies

The City is committed to making the College North Neighborhood a complete multi-modal experience, meaning that people can move around the City by their preferred mode of transportation. Many of the policies within this section reinforce existing City policy and best practices. Three major policy initiatives for the neighborhood include:

- Implement the Downtown Streetscape Design Guide
- Monitor parking usage and management
- Evaluate options for passenger rail station

Implement the Downtown Streetscape Design Guide.

The design guide provides recommendations for each street typology in the neighborhood. Designs consider retrofits to roadways to provide multi-modal movements. Along with roadway improvements, this plan reinforces the recommended streetscape elements in that plan for public realm enhancements, including plantings, materials, street furniture, and lighting.

- This plan recommends amending the Streetscape Design Guide to include the extension of Harris Street to the west with an "alley" designation.
- This plan recommends applying streetscape design features through the interior of the City Center that align with Oneida Street.

The map on the next page is from the Downtown Streetscape Design Guide.

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Mobility Concepts

The neighborhood's streets communicate the district's health and character to residents and customers. Future mobility improvements should improve the circulation of the neighborhood, connecting people comfortably from place to place. Also, mobility enhancements should support the business community by creating a street with detail, color and customer accommodations.

The key concepts for improving mobility for the College North Neighborhood was born out of the public engagement process. This process led to a combination of design features and themes united by the dual ideas of being SAFE and MEMORABLE.



CONCEPTS

Concepts are just that, ideas for the future with the purpose of improving the quality of the area. Mobility concepts for the College North Neighborhood revolve around twelve key initiatives, which are noted in Map 2.3 and described herein.

1. Build Railside North Path
2. Build Railside South Path
3. Finish Appleton Street Streetscape
4. Extend Harris Street
5. Retrofit Harris Street as a "Green Street"
6. Create a Neighborhood Gateway at Harris Street and City Park
7. Redesign Surface Parking Lots
8. Public Transit Redevelopment
9. Upgrade Oneida Street
10. Improve the City Center Gateway Entrance
11. Design City Center Plaza Pedestrian Street
12. Strengthen Connections to Parks

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PROJECT	PRIORITY	MILESTONE #1	RESPONSIBILITY
	PRIORITY, HIGH PRIORITY, HIGHEST		
16. Human Services Campus	Priority	Private sector to initiate	Private
17. Multi-Family (Division St)	Priority	Private sector to initiate	Private
18. Development (Washington St and Division St)	Priority	Private sector to initiate	Private
19. Commercial Corner (Washington St and Superior St)	Priority	Private sector to initiate	Private
20. Corner Redevelopment (Appleton and Washington)	High Priority	Private sector to initiate	Private
21. Appleton Public Library	Highest Priority	Complete project	Public
22. Public Transit Redevelopment	Highest Priority	Hire consultant	Public/Private Partnership
23. Morrison Street Infill	Priority	Private sector to initiate	Private
24. Durkee Street Infill	Priority	Private sector to initiate	Private
25. Franklin Street Infill	Priority	Private sector to initiate	Private
26. Merge Phase 1	Priority	Project pending	Private
27. Merge Phase 2	Priority	Project pending	Private
28. City Center Plaza	High Priority	Private sector to initiate	Private



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LIBRARY

Skidmore, Owings & Merrill
completing architectural work

Construction Manager Boldt



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A LIBRARY IS.....



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APPLETON PUBLIC LIBRARY

the commons



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TRANSIT CENTER



Grand River Station

Located in La Crosse Wisconsin

- is expected to be a Joint Development as defined by the Federal Transit Administration, <https://www.transit.dot.gov/JointDevelopment>
- is highly rated in the College North development plan and previously identified in the COA comprehensive plan
- includes an enclosed drive-through transit center with housing, office, or other useful space above
- site boundaries are Franklin St. (north), Washington St. (south), Oneida St. (west), yellow parking structure (east)
- is adjacent to the current Merge Development and the new library
- Valley Transit is interested in securing a private developer to partner with this project
- interested developers should contact the City of Appleton Community Development Department

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Summary of Findings

Appleton faces challenges and opportunities similar to other consolidated metropolitan areas in the Midwest. However, there are also conditions unique to Appleton that inform future development potential. The following information provides an analysis of market trends in Appleton and the region to form recommendations for development.

The analysis represents a quantitative analysis separate from the more extensive public engagement campaign associated with the College Avenue North Plan. Conversations during the planning process provide context for several data points and identified focus areas.

STRENGTHS

- Steady population growth
- Located in a metropolitan area with strong jobs and potential for growth in many sectors.
- Construction, transportation, warehousing, and entertainment sectors are projected to grow in the region.
- Relatively strong incomes relative to other areas of the state, along with relatively lower housing prices compared to the state, may make Appleton a more affordable choice for some.
- Multi-family housing construction has historically been strong and proven successful in the market.
- A large stock of existing homes at price points that are affordable to many households. Although, there's limited movement out of these homes.
- Strong demand for new housing across many price points and unit types.

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WEAKNESSES

- Unemployment rates in the region are below a healthy rate at about 1.6%. Extremely low unemployment means employers have challenges finding employees. The low rate can also indicate that more people have left the workforce either from retirement or no longer looking for work.
- Retail trade employment is projected to decrease through 2028. The decrease may be partially from automation, the pandemic pushing people out of jobs, more online shopping, and fewer workers wanting to take retail jobs. If reductions in employment results in retail closures, there could be an opportunity for these potential empty storefronts to transition to other unique needs for the community.
- Low vacancy rates and low housing inventory limit the movement of people to Appleton or the ability of people to choose housing that fits their needs.
- Relatively low single-family housing construction compared to the past versus local demand hinders people from moving out of existing older homes that would be more affordable to others.
- Appleton residents spend more retail dollars in other communities in store that do not require large footprints but could still be in mall type settings, like health, personal care, sporting goods, book, and music stores.

OPPORTUNITIES

- Appleton has a young population at a median age of 35.9 years old, 2.5 years younger than the metro. These are family-forming households that Appleton can retain as life-long residents if they have good experiences living in the city.
- Diversity is increasing in the city and downtown. Fostering unique businesses, arts, and culture welcomes more diversity and can create more reasons for people to visit downtown.
- From an employment perspective, the region has appeared to rebound well from the first waves of the COVID-19 pandemic. The rebound is promising for the resiliency of the economic region.
- Appleton businesses employ those who live in other cities, and the city attracts residents who work in other cities. Both are opportunities to fill employment needs and increase the population base if Appleton creates an attractive place to live and continues to invest and expand.
- As of the most recent data available, downtown residents tend to pay less in transportation and housing costs (most likely because of smaller units or renter options). However, the number of new units planned through 2023 will raise the median housing cost downtown.
- The statewide surge of business start-ups during the pandemic may eventually require small spaces to operate or expanded co-working spaces to get started.

- Restaurants and bars are much less affected by online shopping than other brick-and-mortar businesses. Small commercial districts rely on unique, local restaurants. With spending leakage of restaurants and other eating places in the primary market, downtown has an opportunity to attract these dollars. The primary market is defined as the Appleton-Oshkosh-Neenah Combined Statistical Area, excluding the City of Appleton.

TREATS

- Appleton's population share of the three-county Combined Statistical Area is decreasing. The trend is partially related to strong growth in other cities that are less landlocked. However, this trend will change the economic position of Appleton over time.
- The uncertainties of the COVID-19 pandemic create instability for businesses owners and business growth, especially small businesses like those that might locate downtown.
- The increasing cost of housing and other expenses compared to manufacturing workers' wages and their ability to maintain a good quality of life in the region.
- The interstate system allows people to easily travel between cities to shop, work, and live. Therefore, there is more competition with other cities for regional spending and resident attraction.

Community & Economic Development Department

COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

FIGURE 18: LARGEST EMPLOYERS IN APPLETON

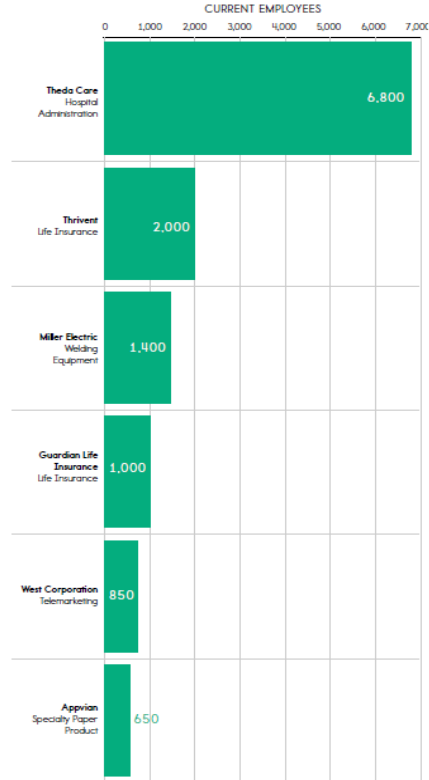
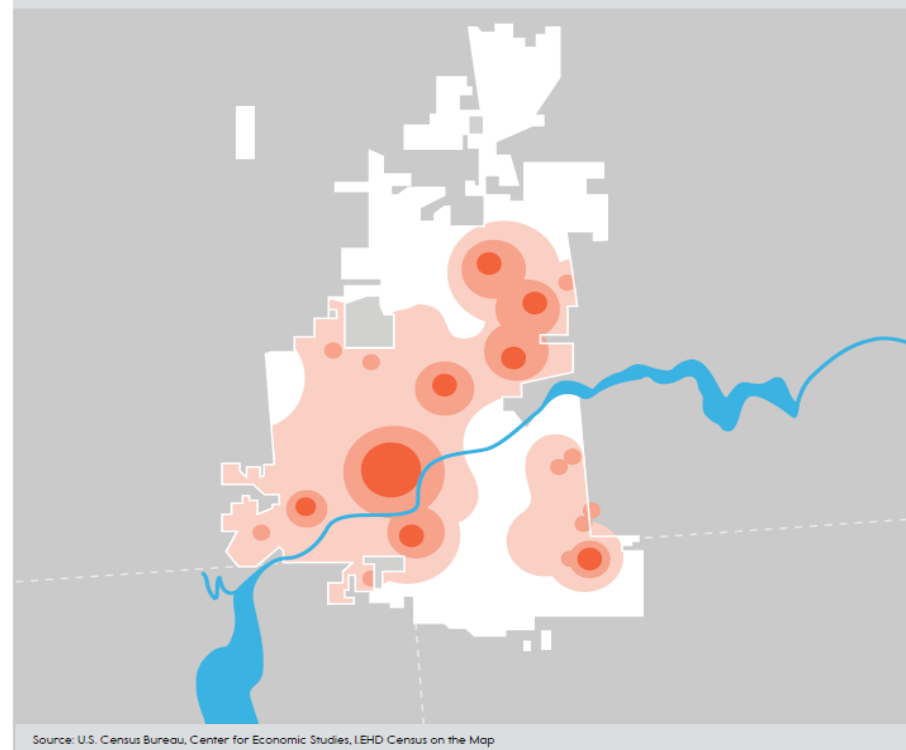


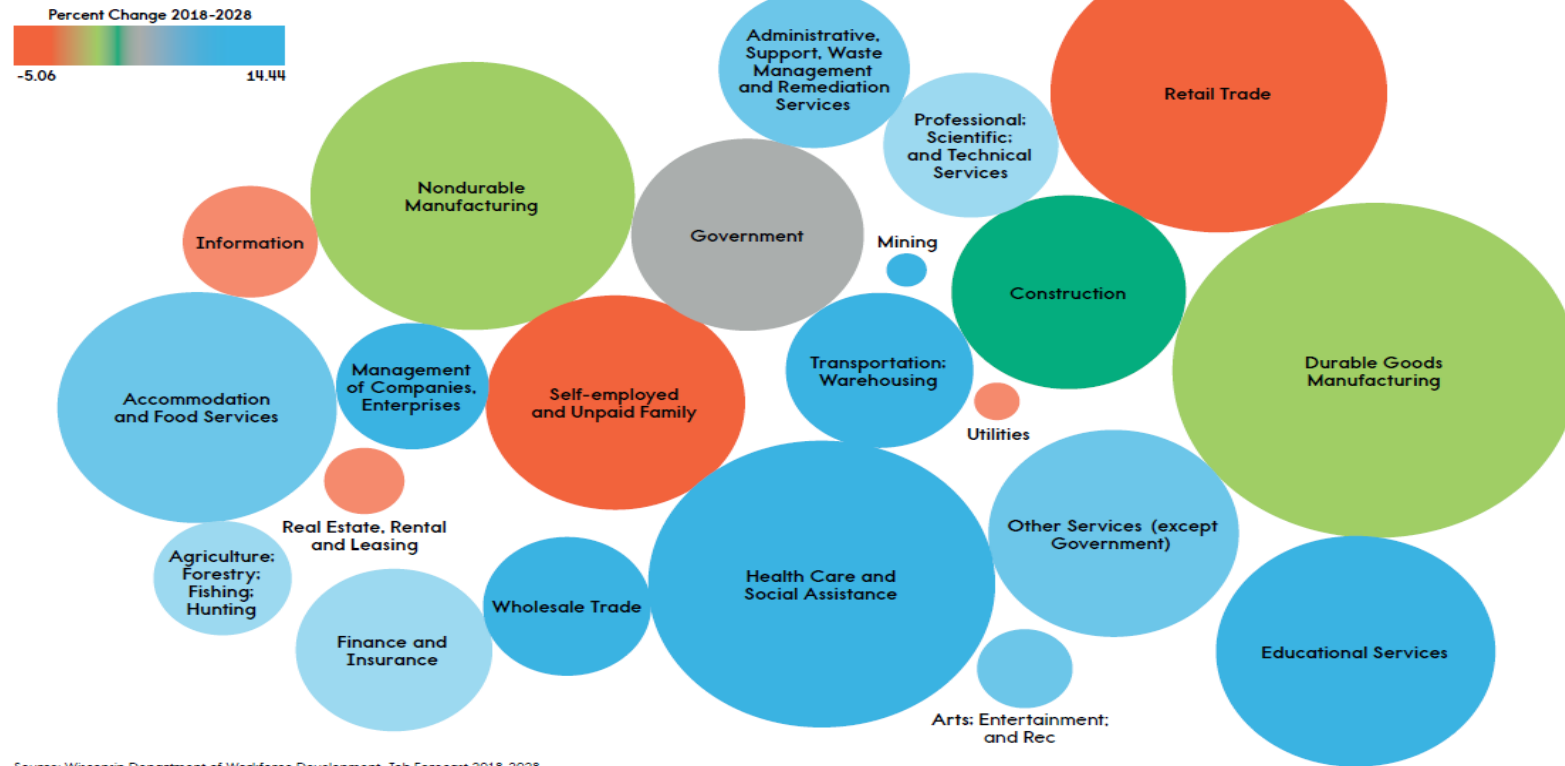
FIGURE 19: CITY OF APPLETON JOB DISTRIBUTION, 2019



Community & Economic Development Department

COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

FIGURE 25: INDUSTRY JOB FORECAST FOX VALLEY WORKFORCE DEVELOPMENT AREA, 2018-2028



Source: Wisconsin Department of Workforce Development, Job Forecast 2018-2028

Community & Economic Development Department

COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

FIGURE 24: JOB COUNTS BY PLACES APPLETON WORKERS LIVE AND APPLETON RESIDENTS WORK, 2019

WHERE PEOPLE WHO WORK IN APPLETON LIVE			WHERE PEOPLE WHO LIVE IN APPLETON WORK		
	COUNT	SHARE		COUNT	SHARE
All Places (Cities, CDPs, etc.)	47,692	100.0%	All Places (Cities, CDPs, etc.)	40,185	100.0%
Appleton city, WI	10,810	22.7%	Appleton city, WI	10,810	26.9%
Neenah city, WI	1,897	4.0%	Neenah city, WI	2,532	6.3%
Menasha city, WI	1,810	3.8%	Fox Crossing village, WI	2,046	5.1%
Fox Crossing village, WI	1,638	3.4%	Oshkosh city, WI	1,767	4.4%
Kaukauna city, WI	1,624	3.4%	Menasha city, WI	1,440	3.6%
Harrison village, WI	1,587	3.3%	Green Bay city, WI	1,300	3.2%
Oshkosh city, WI	1,529	3.2%	Little Chute village, WI	976	2.4%
Little Chute village, WI	1,113	2.3%	Kaukauna city, WI	882	2.2%
Kimberly village, WI	840	1.8%	Ashwaubenon village, WI	863	2.1%
Green Bay city, WI	713	1.5%	Milwaukee city, WI	603	1.5%
All Other Locations	24,131	50.6%	All Other Locations	16,966	42.2%

Source: U.S. Census Bureau, Center for Economic Studies, LEHD Census On the Map

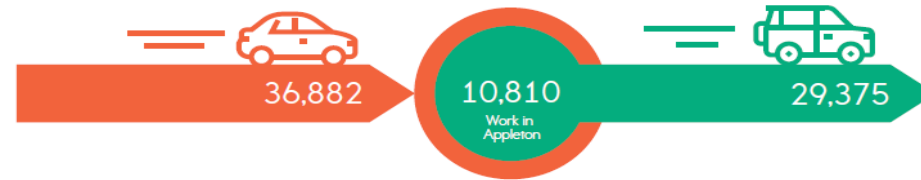
Community & Economic Development Department

COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

COMMUTING PATTERNS

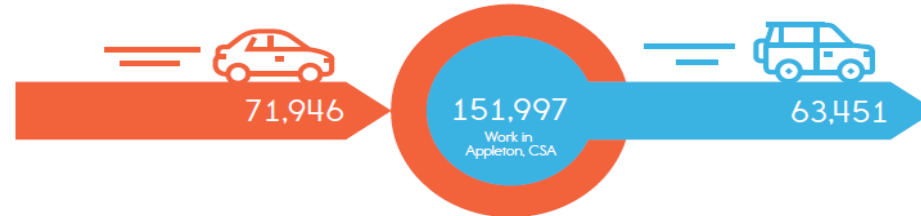
- People travel from across the region to work in Appleton. About 23% of people working in Appleton also live in Appleton. Appleton imports a large majority of workers from other areas. This is not uncommon in consolidated metro areas like the Fox Cities. However, this is still an opportunity to capture population growth if workers can choose to live in Appleton.
 - Conversely, many employed people living in Appleton work in other areas. Many travel to work in nearby cities like Neenah, Oshkosh, and Fox Crossing. This level of cross-commuting is fairly typical for cities within a larger metro.
- The status of remote work is still uncertain. Localized data is not available, but anecdotal evidence from national trends in the previous section and qualitative surveys indicates potential permanent transitions to remote work for office and professional-type jobs.

FIGURE 22: DAILY INFLOW/OUTFLOW OF WORKERS TO APPLETON, 2019



Source: U.S. Census Bureau, Center for Economic Studies, LEHD Census on the Map

FIGURE 23: DAILY INFLOW/OUTFLOW OF WORKERS TO APPLETON CSA, 2019



Source: U.S. Census Bureau, Center for Economic Studies, LEHD Census on the Map

Community & Economic Development Department

COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

FIGURE 18: LARGEST EMPLOYERS IN APPLETON

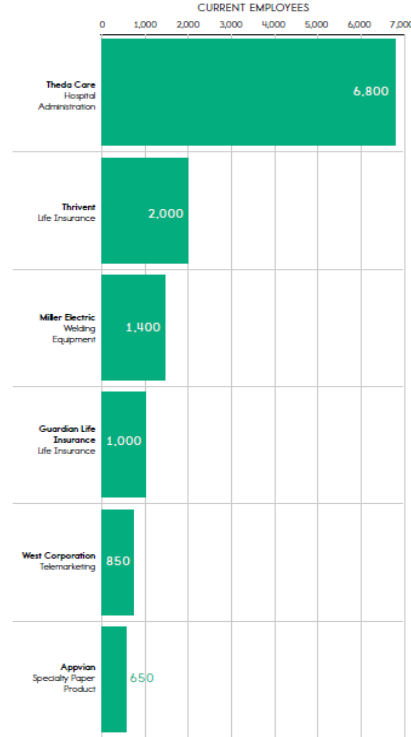
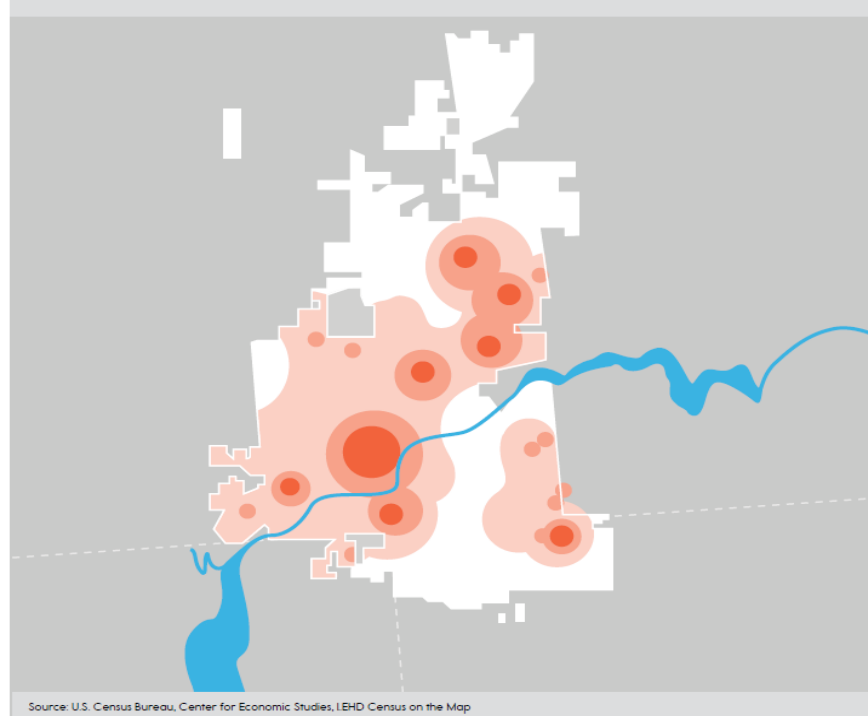


FIGURE 19: CITY OF APPLETON JOB DISTRIBUTION, 2019



Community & Economic Development Department

COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

Downtown Market Potential

What. Detail retail and business data snapshot for downtown Appleton. Data helps identify types of cluster advantages that Appleton may have and the market sectors that attract spending into Appleton (surplus sectors) and those market sectors where spending is not captured (leakage or gap sectors). Interpreting this analysis can help identify new businesses potentially supported by capturing lost spending.

What the data means for Appleton:

- The decreasing estimate of people living downtown as of 2021 are related to smaller household sizes associated with increased rental options. This population is younger than the city but has risen to median age of 31.3 in 2021. As a result, the median household income of people living downtown is also lower than the overall city.
- The downtown business environment is relatively diverse, with higher clusters of retail trade, food services, public administration, and professional tech services. Scientific and tech services are a major employment base for the downtown and a possible future growth cluster opportunity. These may be employees with higher-paying jobs that can afford higher rents or living arrangements downtown.
 - Other essential employees like those in health care and social assistance may desire to live closer to their employer, but prices may exclude them.

FIGURE 45: DOWNTOWN SNAPSHOT

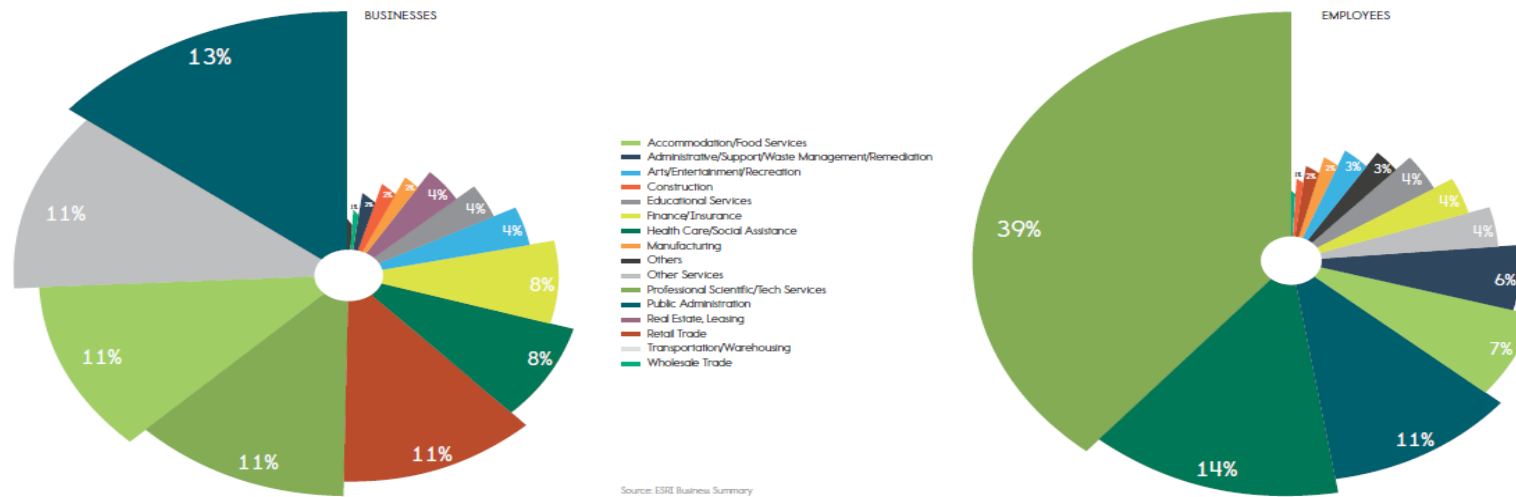


**Projection from ESRI. **About 19% of the population in 2010 was estimated to live in group quarters such as dormitories. Source: ESRI Community Profile - 1.5 square mile downtown area.

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COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

FIGURE 46: DOWNTOWN APPLETON EMPLOYMENT BY BUSINESSES AND EMPLOYEES, 2021



DOWNTOWN HOUSING DEMAND

The City has development agreements or municipal approval for an additional 461 new residential building units, which will be built before 2024. These units

represent 15% of the citywide's 10-year unit demand through 2030. Considering the current household size of 2.11 people per household, these units represent 18% of the forecasted 2030 city population.

Building permit data suggests that downtown

represents a desirable market for residential development and will be a significant contributor to future growth in Appleton. Recent downtown residential supply could also be attributed to the relative expense of developing new greenfield sites in Appleton and the value return from developing

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COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

FIGURE 51: RETAIL GAPS AND SURPLUSES

(Leakage)/Surplus	CITY OF APPLETON	PRIMARY MARKET	SECONDARY MARKET	TOTAL MARKET AREA
Retail Adjustment + Food and Drink	\$271,329,349	\$922,797,087	\$478,565,223	\$1,672,691,659
Retail Adjustment	\$247,943,374	\$943,692,098	\$457,566,640	\$1,649,202,112
Total Food and Drink	\$23,385,975	(\$20,895,011)	\$20,998,583	\$23,489,547
Furniture and Home Furnishings Stores	(\$13,346,908)	\$95,228,421	(\$5,321,430)	\$76,560,083
Electronics and Appliance Stores	\$6,763,694	\$1,932,848	\$35,960,581	\$44,657,123
Bldg Materials, Garden Equipment and Supply Stores	\$65,468,653	\$53,245,707	\$255,433,809	\$374,148,169
Food and Beverage Stores	\$27,590,813	\$154,406,846	\$393,406,673	\$575,404,332
Health and Personal Care Stores	(\$8,648,868)	\$25,731,740	(\$66,562,854)	(\$49,479,982)
Clothing and Clothing Accessories Stores	(\$21,565,109)	\$79,813,588	(\$125,427,483)	(\$67,179,004)
Sporting Goods, Hobby, Book and Music Stores	(\$10,764,099)	\$52,798,709	\$145,505,565	\$187,540,175
General Merchandise Stores	\$71,644,649	\$606,688,506	(\$98,055,930)	\$580,277,225
Miscellaneous Store Retailers	\$26,835,597	\$11,907,243	(\$8,306,209)	\$30,436,631
Nonstore Retailers*	(\$19,327,483)	(\$50,089,957)	(\$77,183,241)	(\$146,600,681)

*Nonstore retailers do not add to building footprint space but help know the magnitude of online shopping. This category will nearly always show a leakage. Full detail tables included in the Appendix
SOURCE: ESRI

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COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

Policies

TO SUPPORT/ADVANCE DATA INSIGHTS

- Continue to create a community that offers high quality of life and amenities that stand out from regional peers to attract regional workers to live in Appleton.
- Leverage downtown as a place that can be more affordable for young professionals or smaller households that can save transportation expenses or remote work.
- Closely consider whether public incentives are needed in the near-term for downtown development given the strong market and rent ranges.
- Consider the need to support existing retailers but do not rely on significant retail growth for niche areas like downtown.
- Spaces to support start-up businesses could be an opportunity to expand. These could be co-working labs, rent-free office space, or social groups that help provide resources that foster innovation.
- Focus on the dense mixed-use clusters like downtown as Appleton's unique image center – the part of the city that most powerfully attracts regional visitors seeking experiences.

- Leverage growth in ethnic and other unique, authentic restaurants and restaurant/entertainment rows.
- Ensure the municipal code and zoning ordinance are ready to permit future trends and changes such as mixed-uses, home occupations, right-sizing parking, electric vehicle facilities, and delivery drop-offs.
- Develop opportunities that support smaller niche markets that do not require sizable building square footage. For example, policies should help capture more spending leaking to other cities at stores such as health, personal care, sporting goods, book, and music stores. These stores may also be more resilient to changing retail markets by offering classes, training, social groups, or other experiences.

These policy directions are based strictly on the quantitative data in the market analysis. The directions should be used in context with qualitative input and conversations associated with the College Avenue North Plan.

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COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

FIGURE 26: INDUSTRY JOB FORECAST FOX VALLEY WORKFORCE DEVELOPMENT AREA, 2018-2028

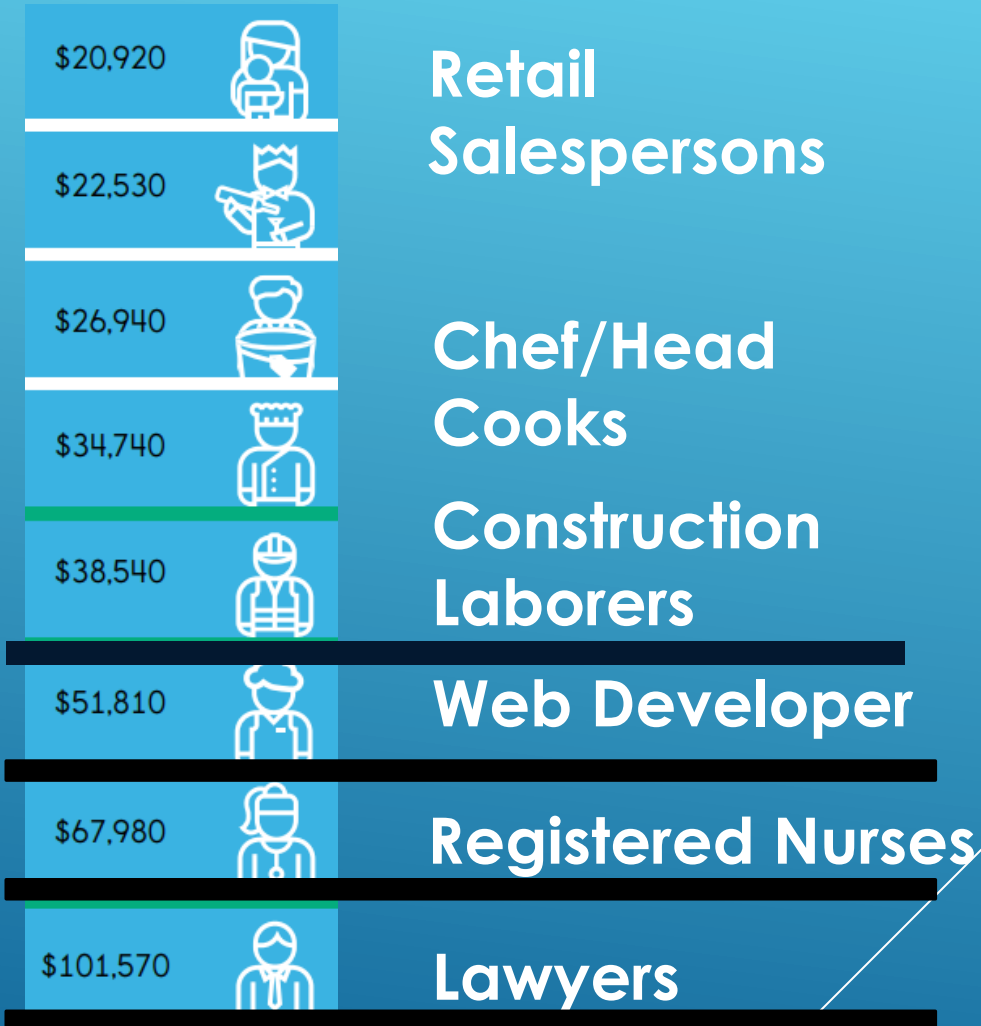
INDUSTRY TITLE	ESTIMATED BASE YEAR EMPLOYMENT	PROJECTED ESTIMATED EMPLOYMENT	PROJECTED CHANGE
Self Employed and Unpaid Family Workers; All Jobs	11,744	11,298	-3.80%
Agriculture; Forestry; Fishing and Hunting	3,782	3,907	3.31%
Mining	415	456	9.88%
Utilities	276	266	-3.62%
Construction	9,658	11,053	14.44%
Durable Goods Manufacturing	28,956	28,785	-0.59%
Nondurable Manufacturing	18,929	18,827	-0.54%
Wholesale Trade	5,818	6,424	10.42%
Retail Trade	19,561	18,571	-5.06%
Transportation and Warehousing	6,951	7,588	9.16%
Information	3,135	2,995	-4.47%
Finance and Insurance	6,631	6,727	1.45%
Real Estate, Rental and Leasing	1,197	1,169	-2.34%
Professional, Scientific, and Technical Services	5,285	5,387	1.93%
Management of Companies and Enterprises	4,710	5,260	11.68%
Administrative, Support, Waste Management and Remediation Services	6,539	6,924	5.89%
Educational Services	15,315	16,315	6.53%
Health Care and Social Assistance	23,669	25,458	7.56%
Arts, Entertainment, and Recreation	1,808	1,940	7.30%
Accommodation and Food Services	14,687	15,485	5.43%
Other Services (except Government)	12,026	12,504	3.97%
Government	10,796	10,794	-0.02%

Source: Wisconsin Department of Workforce Development, Job Forecast 2018-2028

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COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

WE NEED TO IMPLEMENT STRATEGIES TO ADDRESS AFFORDABLE HOUSING SHORTAGES TO HELP THOSE IN OUR COMMUNITY STRUGGLING TO AFFORD BASIC NEEDS.



51%
Of Households in Outagamie County, Earning Less than \$50k per year, are cost burdened.

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COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

HOUSING DEMAND AND SUPPLY

What: Many indicators help inform the state of the housing market and potential future trends. Several are summarized below and used in the context of the broader market analysis to forecast housing needs in the future. The characteristics and trends in land use indicate growing demand or weakening of specific markets based on the changes in supply over time and compared to other parts of the region.

What the data means for Appleton:

- Falling citywide vacancy rates from 2010 to 2020 means more competition for units and high sales prices. The 2020 vacancy rate of 4.4% is below the ideal healthy rate of 5%-6%.
- Median people per household have decreased since 2010 in both owner and renter households. This aligns with national trends related to an aging population.
- Large numbers of multi-family units built from 2011 to 2015 have been absorbed in the market, while single-family construction has started to uptick since 2018. As a result, the lower construction numbers since 2016 are reflected in the lower reported 2020 vacancy rate.
 - Since 2008 most cities have seen more rental units converted or added to the market than owner-occupied units. This is for several reasons, including more

FIGURE 29-30: RENT AND HOME OWNERSHIP COSTS, 2020

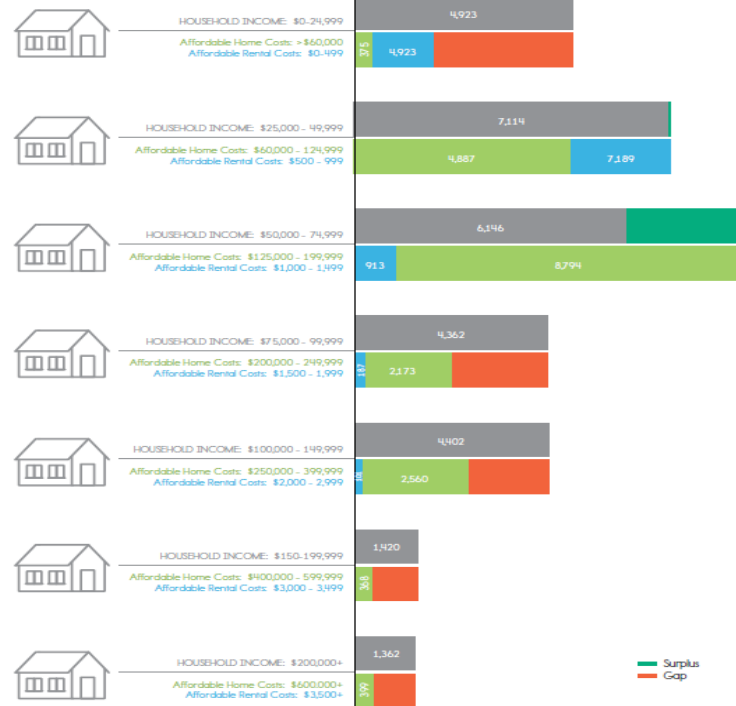
GROSS RENT COST	APPLETON		CSA		WISCONSIN	
Less than \$500	950	9.6%	4,478	9.3%	71,621	9.5%
\$500 to \$999	6,307	63.7%	32,272	67.3%	419,841	56.0%
\$1,000 to \$1,499	2,255	22.8%	9,686	20.2%	199,106	26.5%
\$1,500 to \$1,999	270	2.7%	939	2.0%	42,480	5.7%
\$2,000 to \$2,499	61	0.6%	236	0.5%	9,723	1.3%
\$2,500 to \$2,999	60	0.6%	109	0.2%	3,263	0.4%
\$3,000 or more	0	-	264	0.6%	4,338	0.6%
Median (dollars)	\$796		801		872	
No rent paid	270		1,575		31,063	
HOME OWNERSHIP MONTHLY COST	APPLETON		CSA		WISCONSIN	
Less than \$500	69	0.5%	539	0.7%	8,224	0.8%
\$500 to \$999	2,760	21.0%	14,339	19.2%	187,600	18.5%
\$1,000 to \$1,499	6,492	49.5%	32,251	43.3%	355,283	35.1%
\$1,500 to \$1,999	2,054	15.7%	16,594	22.3%	244,455	24.2%
\$2,000 to \$2,499	902	6.9%	6,196	8.3%	114,448	11.3%
\$2,500 to \$2,999	493	3.8%	2,412	3.2%	49,894	4.9%
\$3,000 or more	349	2.7%	2,173	2.9%	51,446	5.1%
Median (dollars)	\$1,256		\$1,339		1,436	
Housing units with a mortgage	13,119		74,504		1,011,350	

Source: American Community Survey (2016-2020 Estimates)

Community & Economic Development Department

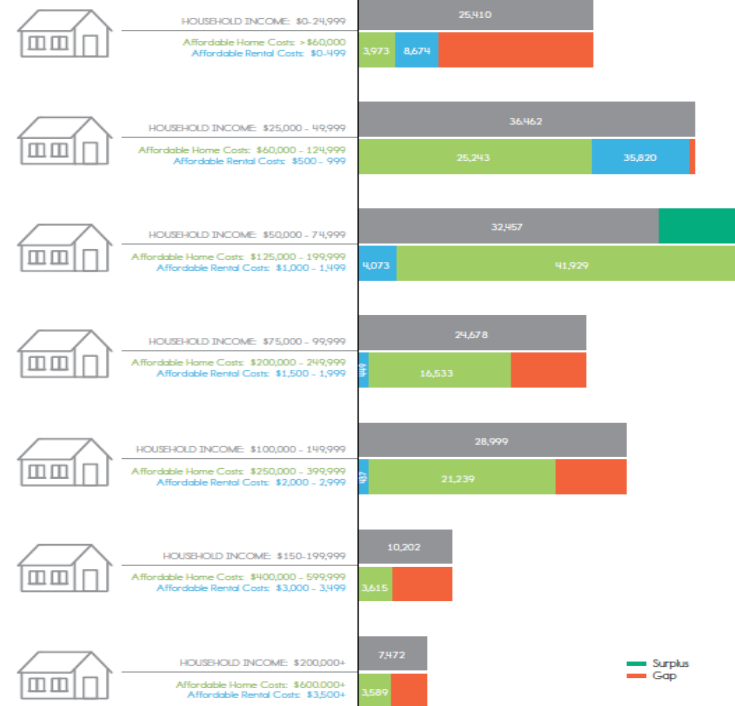
COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

FIGURE 41: CITY OF APPLETON HOUSING AFFORDABILITY BALANCE, 2020



Source: American Community Survey (2016-2020 Estimates); RDG Planning & Design

FIGURE 42: APPLETON COMBINED STATISTICAL AREA HOUSING AFFORDABILITY BALANCE, 2020

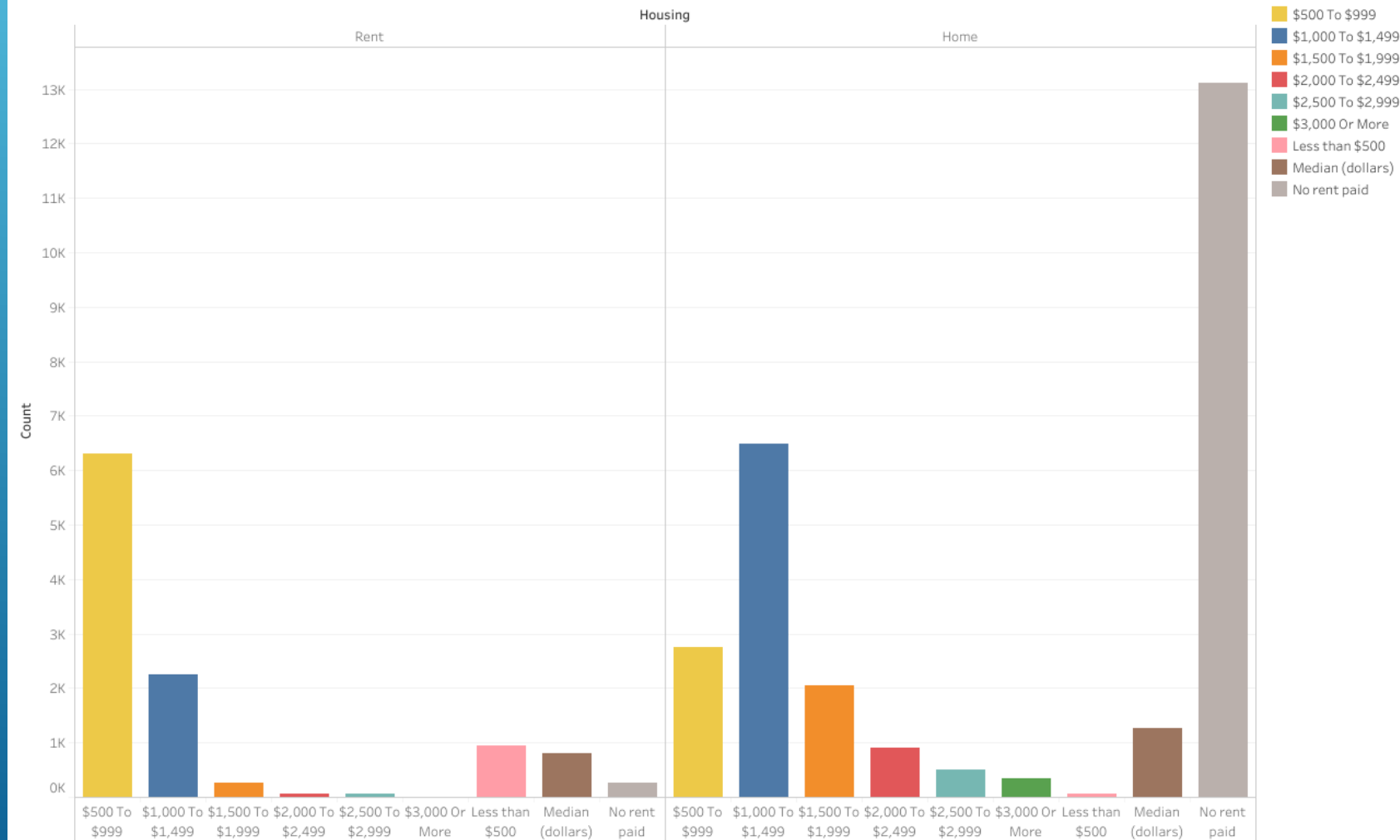


Source: American Community Survey (2016-2020 Estimates); RDG Planning & Design

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COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

Appleton Rent and Home Ownership Costs, 2020 (Count)



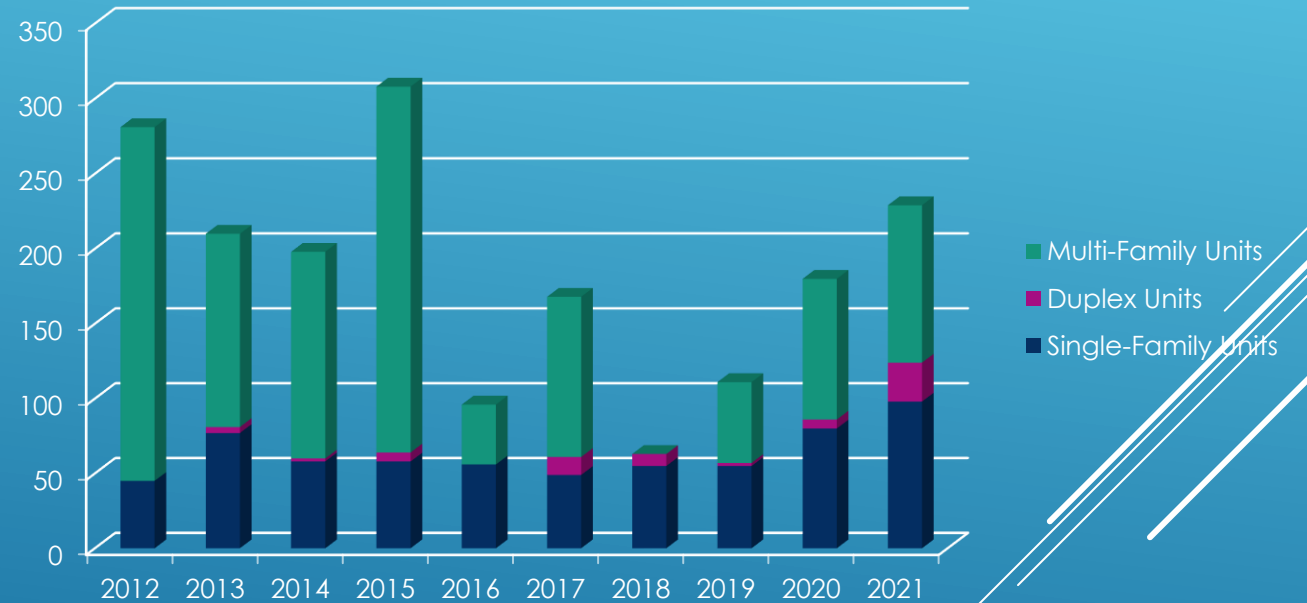
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HOUSING COMPOSITION

Average annual new units for past 10 years has been 184/year

City of Appleton New housing units				
	Single-Family Units	Duplex Units	Multi-Family Units	Total Units
2012	45	0	236	281
2013	77	4	129	210
2014	58	2	138	198
2015	58	6	244	308
2016	56	0	40	96
2017	49	12	107	168
2018	55	8	0	63
2019	55	2	54	111
2020	80	6	94	180
2021	98	26	105	229



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COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

WE NEED GREATER HOUSING CHOICE TO ACCOMMODATE OUR CHANGING DEMOGRAPHICS AND TO ADDRESS GROWING AFFORDABILITY CHALLENGES.



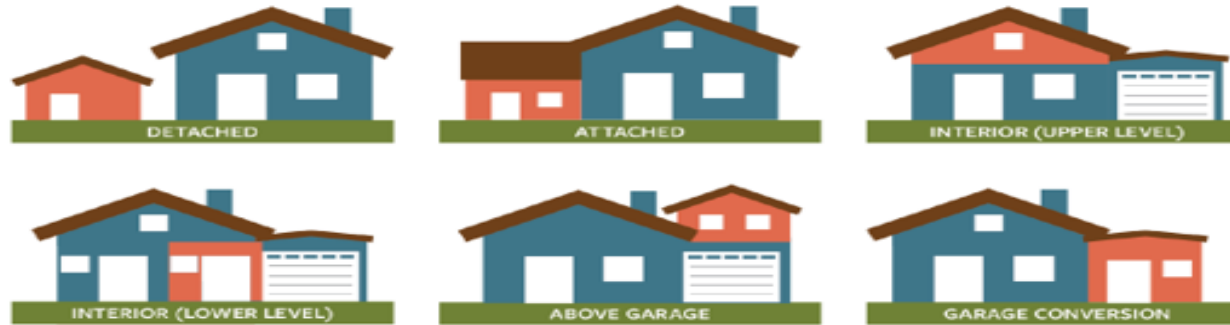
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COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

Effective July 13, 2021, the Appleton Zoning Ordinance was amended to include requirements for Accessory Dwelling Units.

Accessory Dwelling Unit Type Examples



▲ Accessory dwelling units (or ADUs) come in many shapes and styles.

1. ADUs (AKA secondary living units) are additional dwelling units located on the same lot as a single-family residence (existing primary unit)
 - Are independent living units that provide living/sleeping, sanitary, and cooking facilities.
 - May be attached, detached, or entirely contained within an existing single-family dwelling.
2. Junior Accessory Dwelling Units (JADUs)
 - Must be built within or attached to a single-family dwelling, are limited to 500 square feet in size, must have its own kitchen, and may have separate or shared sanitary facilities with the single-family unit.
3. The complete list of requirements [are](#) found in Section 23-55 and 23-56 of the Appleton Zoning Ordinance.

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COLLEGE AVENUE NORTH NEIGHBORHOOD PLAN

WE NEED MORE HOUSING UNITS TO ADDRESS HOUSING UNDERPRODUCTION AND HOUSEHOLD GROWTH.



Demand in Region:
10,910 – 17,738 Units

Demand in Appleton:
2,640 – 4,293 Units

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

Community & Economic Development Department

CONTACTS AND RESOURCES

Envision Appleton
Business Enhancement Grants
TIF Districts

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David Kress, Principal Planner David.Kress@appleton.org

Don Harp, Principal Planner Don.Harp@appleton.org

Jessica Titel, Principal Planner Jessica.Titel@appleton.org

Community and Economic Development Department 920.832.6468



Thank You

BAZIL'S PUB & PROVISIONS

APPLETON DOWNTOWN

State of Downtown Development Summit

October 4, 2022



Presented by Mayor Jake Woodford

Agenda

02

Local Government
Revenue Squeeze

03

College North
Neighborhood

04

Transit Center
Study

05

Appleton Public
Library

06

Office Vacancies

07

Housing

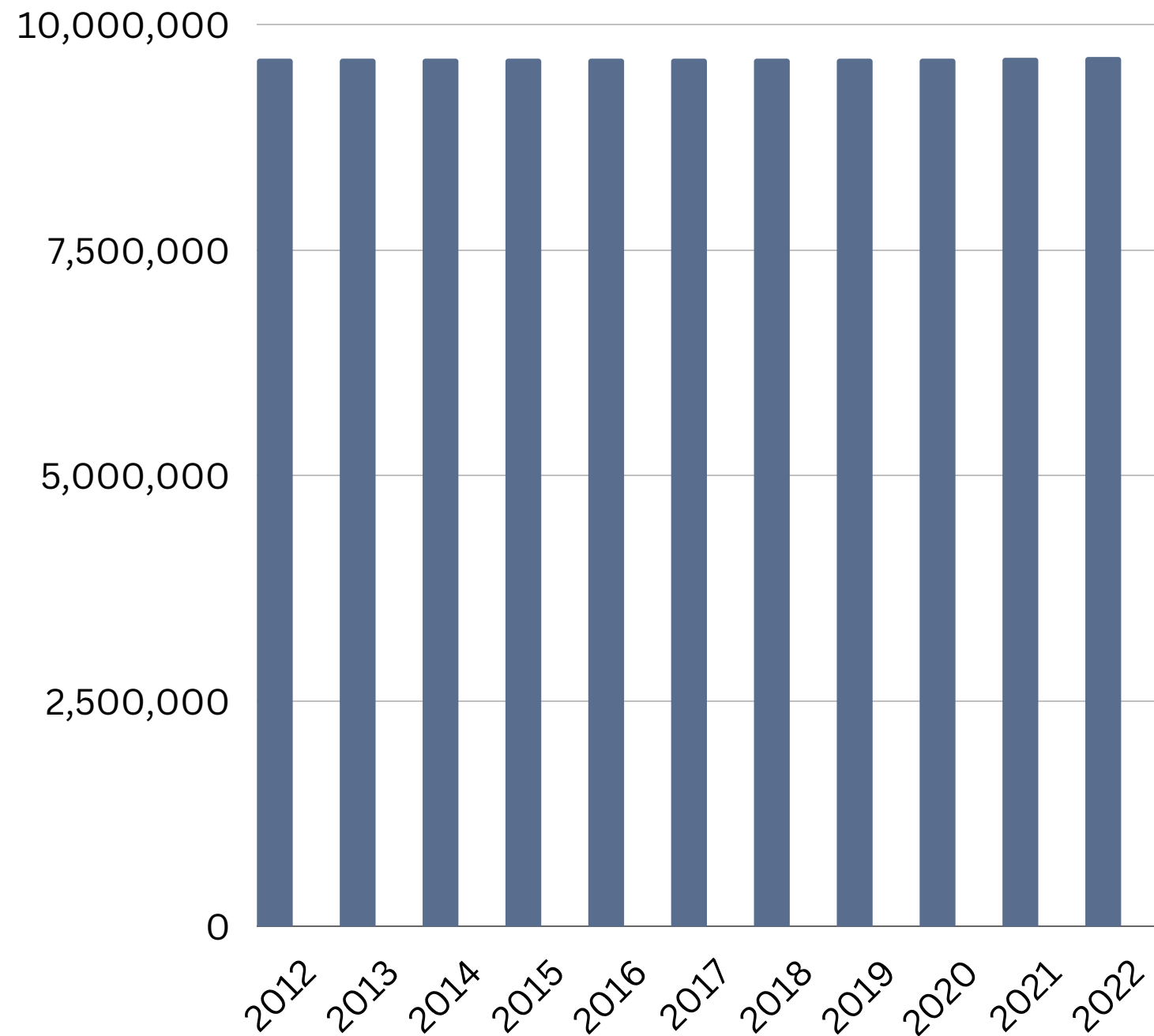
08

College Avenue Traffic

09

Homelessness

LOCAL GOVT REVENUE SQUEEZE



Overview
Shared Revenue Payments
Detailed Utility Aid Payment
Detailed ERP Payment
Top 30 Payments

Municipality: 44201 APPLETON (C)

County & Municipal Aid			
2022	\$9,630,029	0.09%	↑
2021	\$9,621,070	0.10%	↑
2020	\$9,611,550	0.00%	↓
2019	\$9,611,550	0.00%	↓
2018	\$9,611,550	0.00%	↓
2017	\$9,611,550	0.00%	↓

Expenditure Restraint (ERP)			
2022	\$1,297,174	7.50%	↑
2021	\$1,206,663	-2.56%	↓
2020	\$1,238,325	6.50%	↑
2019	\$1,162,762	-0.47%	↓
2018	\$1,168,238	4.56%	↑
2017	\$1,117,306	0.89%	↑

Utility Aid			
2022	\$227,227	1.00%	↑
2021	\$224,982	2.85%	↑
2020	\$218,740	19.97%	↑
2019	\$182,327	9.82%	↑
2018	\$166,022	7.17%	↑
2017	\$154,915	6.11%	↑

Total Shared Revenue			
2022	\$11,154,431	0.92%	↑
2021	\$11,052,715	-0.14%	↓
2020	\$11,068,615	1.02%	↑
2019	\$10,956,639	0.10%	↑
2018	\$10,945,810	0.57%	↑
2017	\$10,883,771	0.17%	↑

Year: 2022

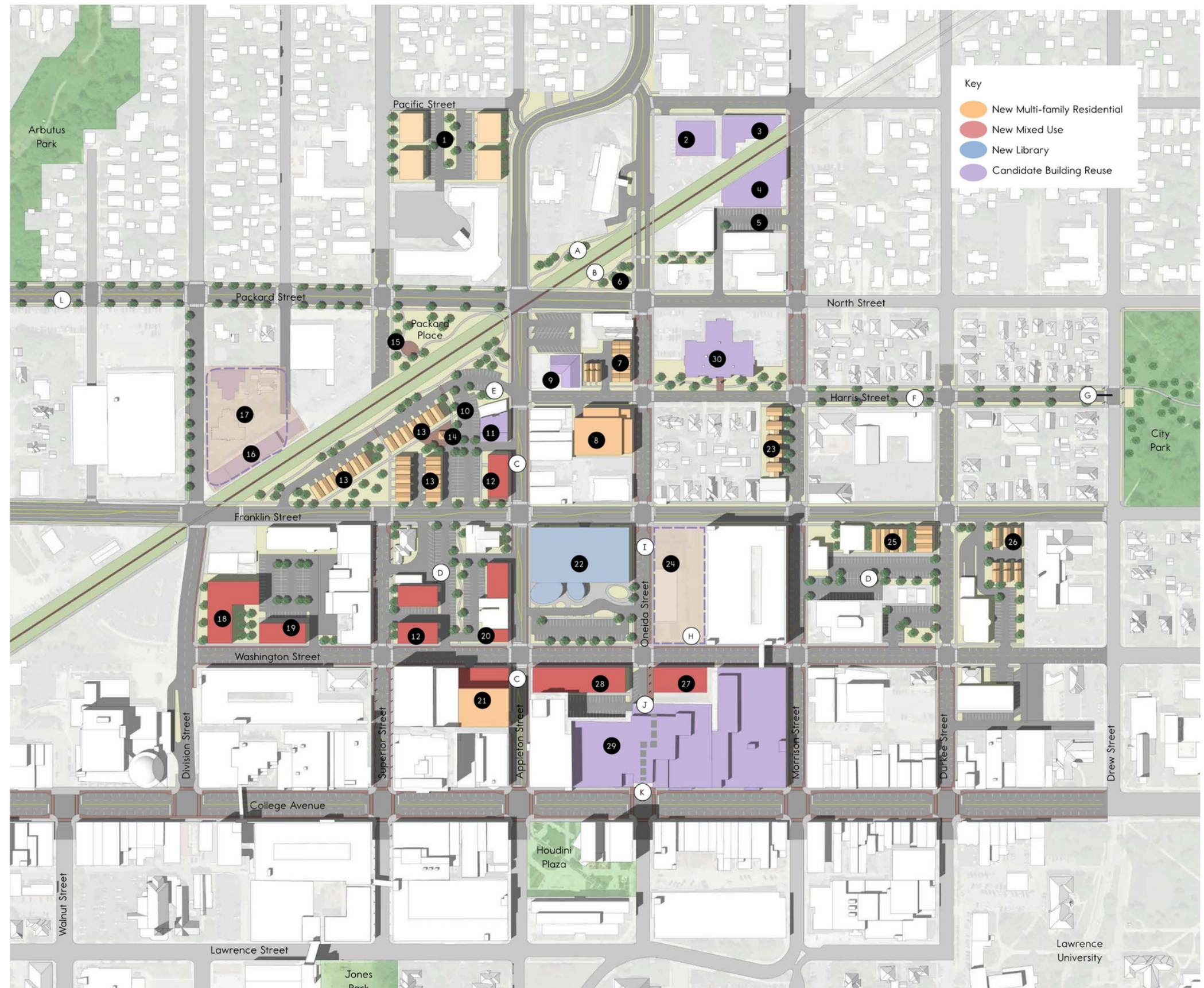
Shared Revenue Payments

Metric

- County & Municipal Aid
- Expenditure Restraint
- Utility Aid

COLLEGE NORTH NEIGHBORHOOD PLAN

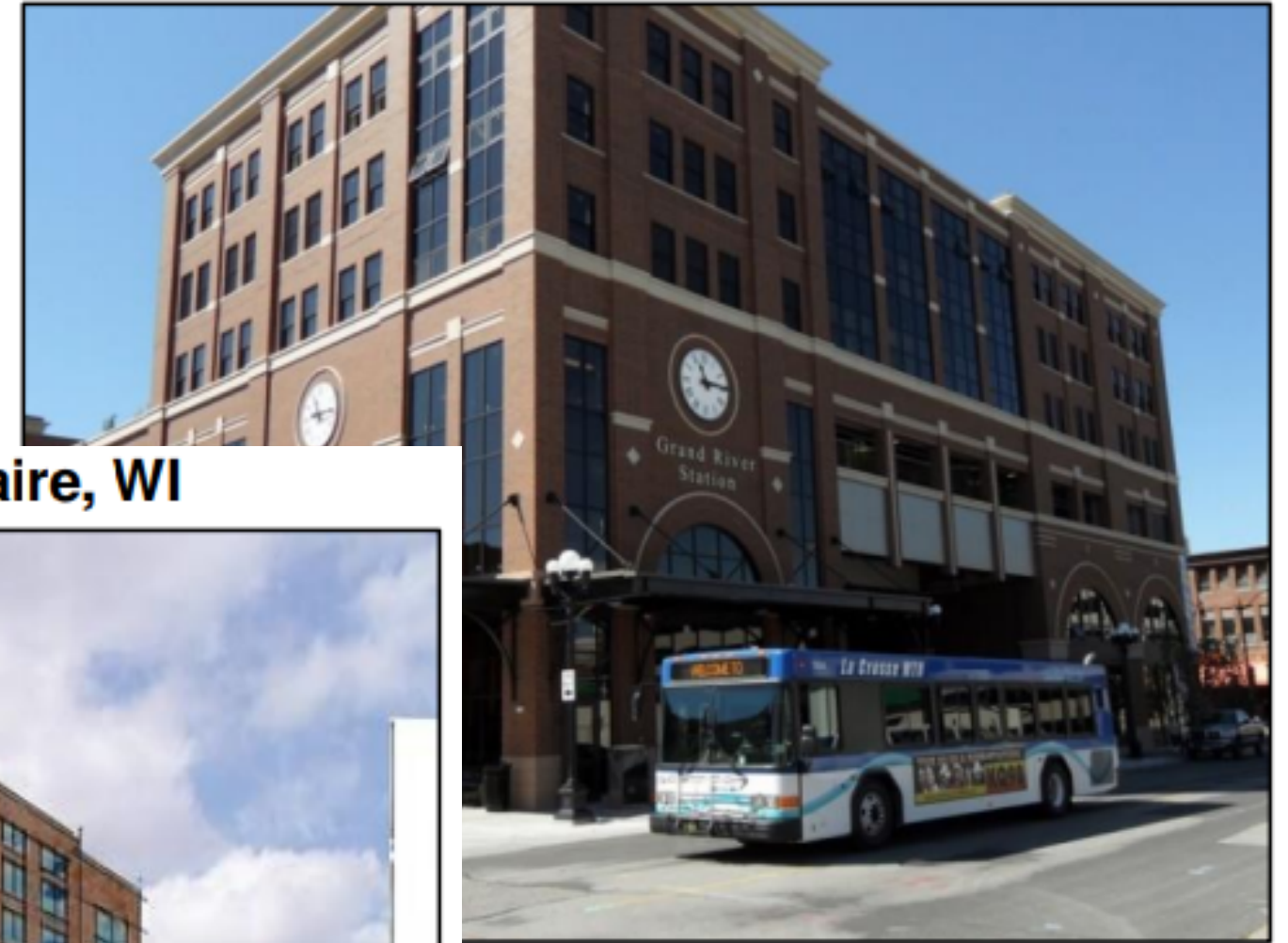
1. Continue to refine the vision from the Comprehensive Plan for this district.
2. Identify the future opportunities and forces affecting the neighborhood.
3. Analyze potential redevelopment options for properties.
4. Support equitable and inclusive development and design.
5. Leverage the relationships between stakeholders to create future opportunities.
6. Update the Downtown Market Analysis and prepare a housing strategy for the area.



TRANSIT CENTER STUDY

Valley Transit should prepare a site selection study to investigate appropriate alternatives for a new transit center. It should be modeled after a mixed-use, private/public opportunity such as options in La Crosse and future site in Eau Claire for their transit systems.

Grand River Station: La Crosse, WI



Future Transit Center: Eau Claire, WI



Source: Volume One Magazine



*Supporting Rail

LIBRARY

Bids Due Early 2023

- City is committed to delivering a project our community can be proud of and will not compromise on the quality or longevity of the building
- Between now and early 2023, we will make design adjustments to reduce costs while minimizing impacts on the quality, beauty and functionality of the Appleton Public Library building



Still not falling: Office vacancy rates remain stubbornly high across United States

DAN RAFTER | AUGUST 26, 2022



OFFICE VACANCIES

- National office vacancy rate stood at 15.1% in July
- At the same time, listing rates for office space are not rising either

APPLETON HOUSING



URBANE 115

PARK CENTRAL

320 EAST

THE RESIDENCES AT ZUELKE

COLLEGE AVENUE TRAFFIC

FEEDBACK

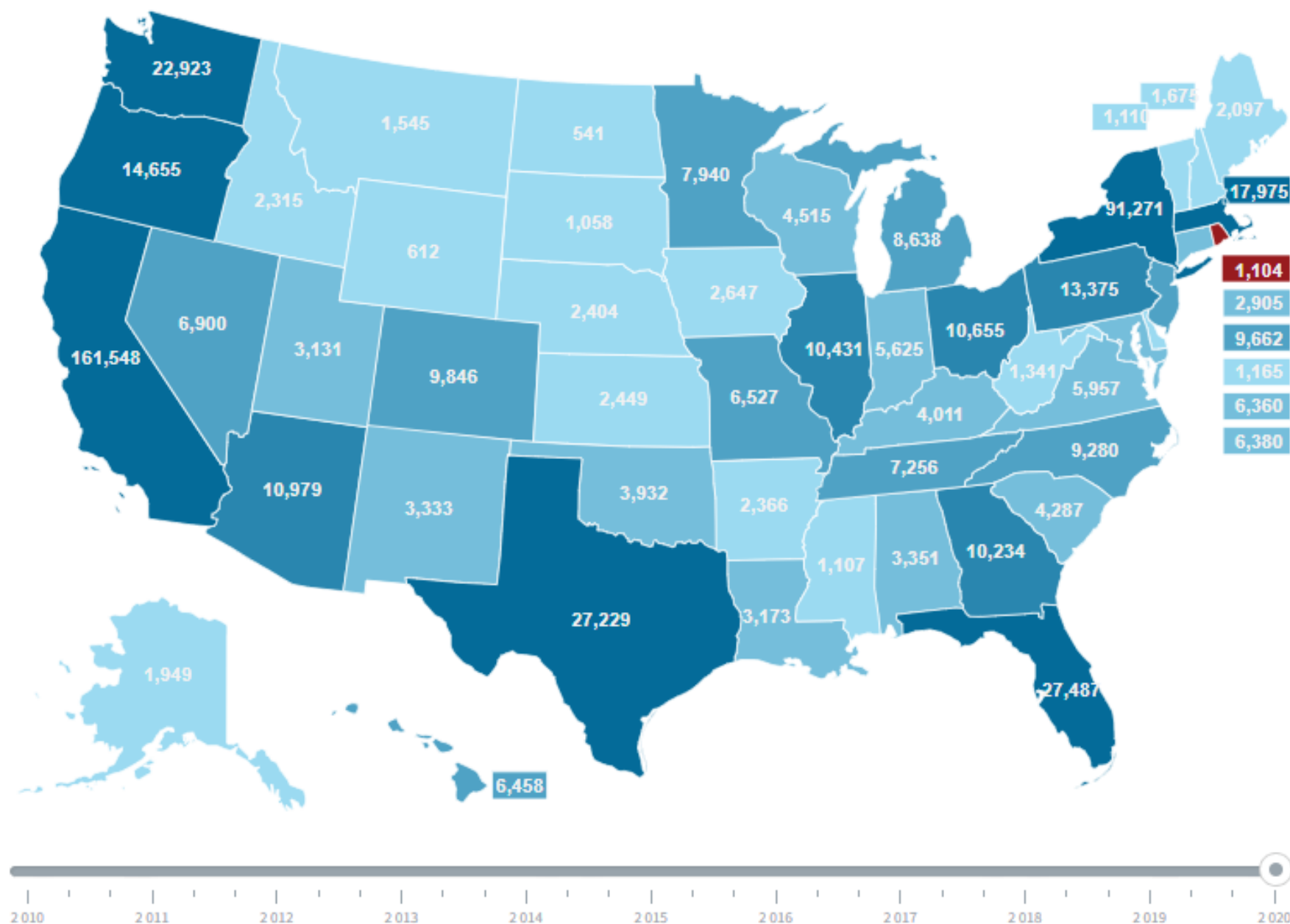
STEPS WE'RE TAKING



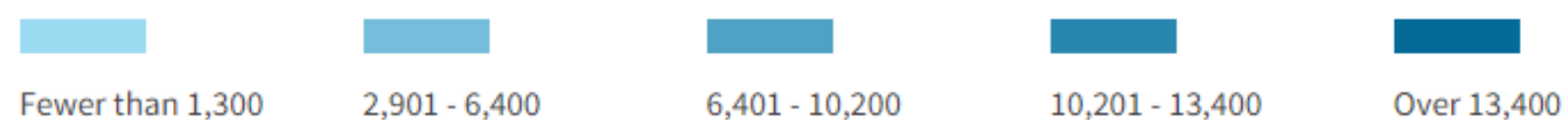
HOMELESSNESS

- Since April of 2016, 50% of CDBG funding has been allocated to housing activities directly benefiting 229 low-to-moderate income households
- Will be providing Pillars with nearly \$300,000 to expand their winter shelter overflow and seven days service programs
- \$3 million of ARPA funds have been recommended to address Affordable Housing & Housing Support efforts

Total People Experiencing Homelessness



Map Key



<https://www.usich.gov/homelessness-statistics/ri>



APPLETON DOWNTOWN

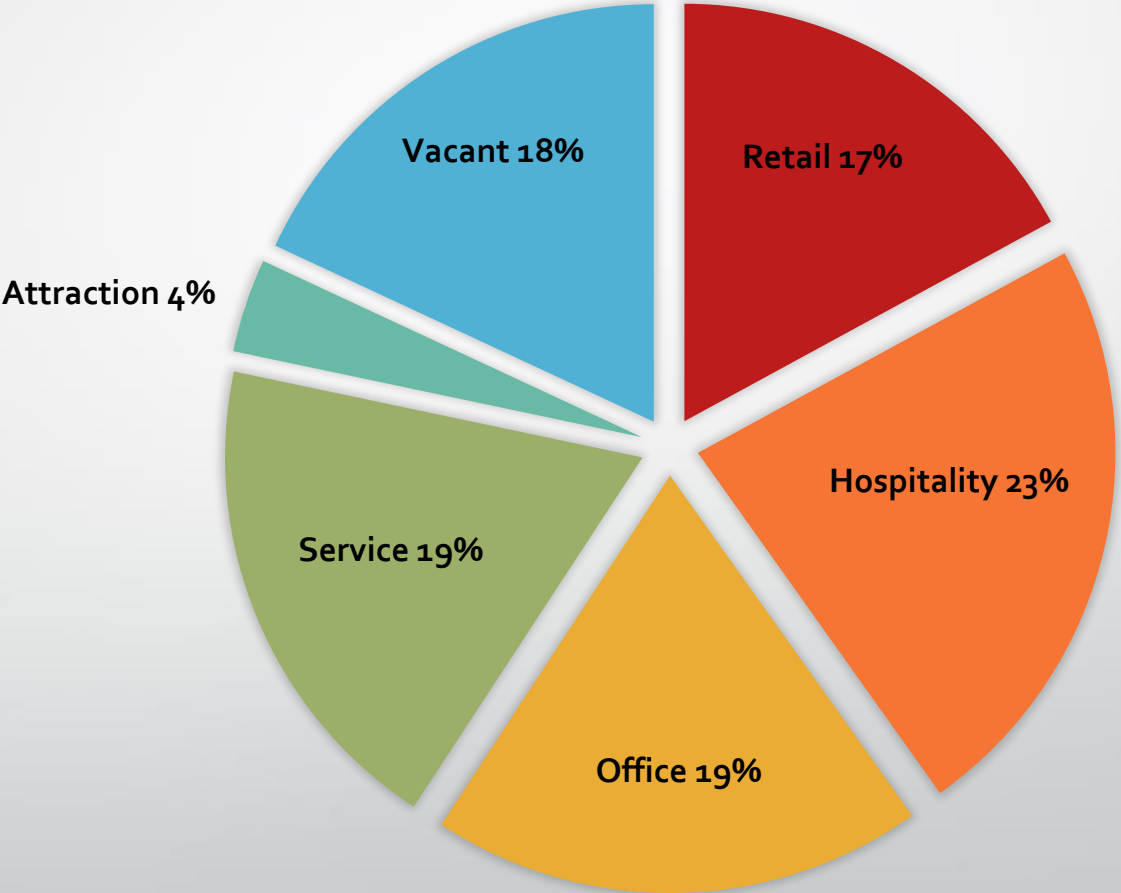
State of Downtown Development Summit



OCTOBER 4, 2022 • 8-10 a.m.
Hilton Appleton Paper Valley Hotel • 333 W. College Ave.

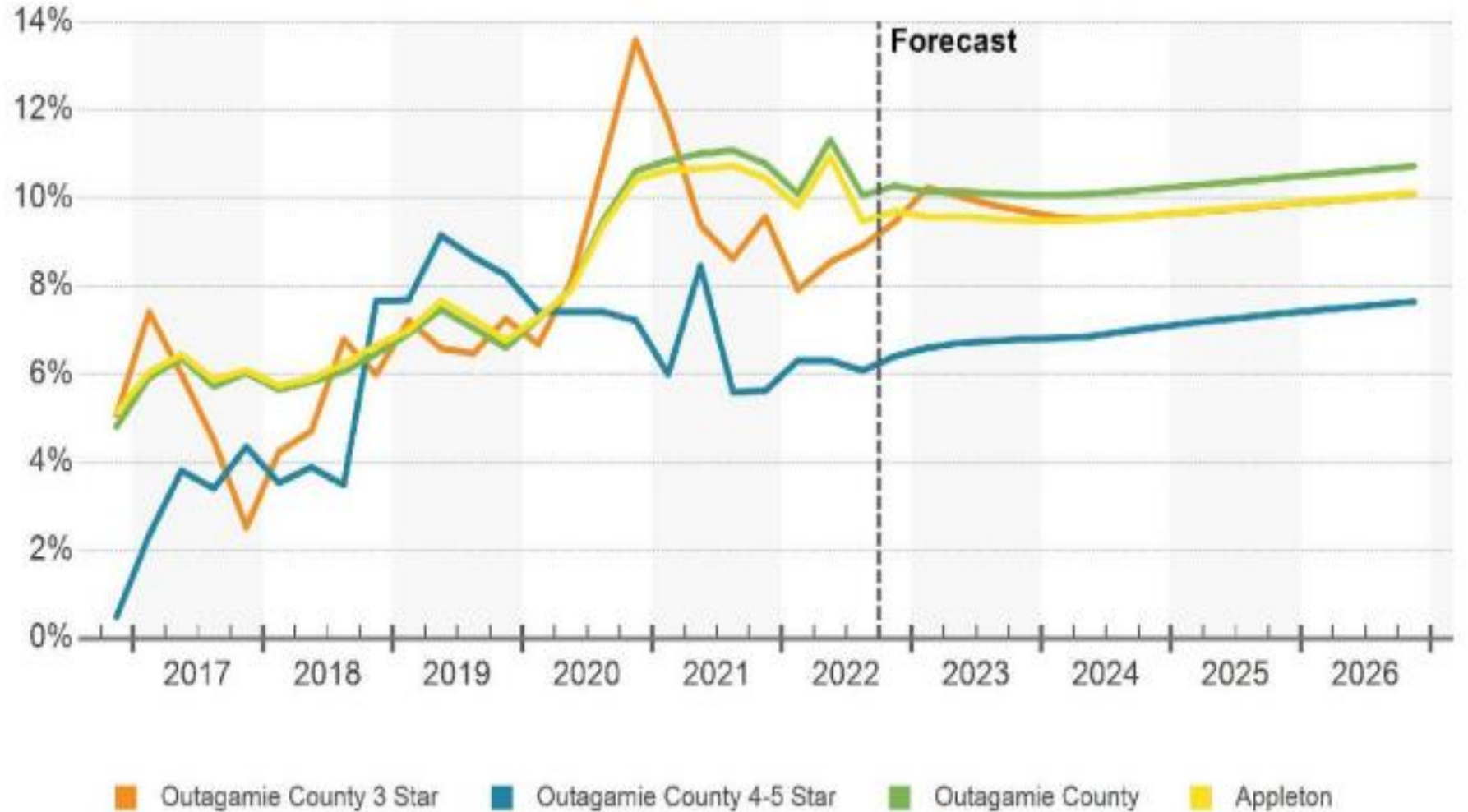


BID PROPERTY CLASSIFICATIONS



Vacancy Rate*

VACANCY RATE



* Source NAI Pfefferle

Tools to Support Business Recruitment and Redevelopment

- Main Street Bounce Back Grant: \$10,000
- City of Appleton TIF Enhancement / ARA Enhancement Grants: up to \$7000
- BID Façade Improvement Grant: up to \$5000
- BID Business Recruitment Grant: up to \$1000



- Adaptive reuse to residential on second floor
- Coworking and shared space options
- Executive suites with shared common space
- Second floor destination retail such as Tiffany's Bridal
- Short term pop-up retail and culinary experiences...



**COWORKING
SPACE**



**EXECUTIVE
VS SUITES**



Searchable Property Tool on ADI Website Appletondowntown.org

[Website Search Tool](#)



IN THIS SECTION DOING BUSINESS

- ▶ DOING BUSINESS IN APPLETON
- ▶ AVAILABLE COMMERCIAL SPACE
- ▶ SMALL BUSINESS RESOURCES
- ▶ ADI COMMITTEES
- ▶ DOWNTOWN & FOX CITIES DEMOGRAPHICS
- ▶ GIFT CERTIFICATE PROGRAM
- ▶ MEETING ROOMS
- ▶ NOW HIRING
- ▶ WHY DOWNTOWN



Location ▾ Type ▾ Price/Size ▾ More ▾ Keyword

Map ▾

PARK CENTRAL
318 W College Ave, Appleton, WI 54911

Property Highlights

- Type **Multi-Family: Mixed Use**
- Size **80,906 SF, 0.38 Acres**
- Building **Under Construction**
- Status **Construction**
- Number of Units **39**

Retail For Lease	9,100 SF
Floor 1, Suite 100	\$16.00
	Annual/SF
<input type="button" value="View Details"/>	<input type="button" value="Download Flyer"/>

Commercial Space Inquiry Form

ABOUT ADI & BID

EXPLORING DOWNTOWN

DOING BUSINESS



UPCOMING EVENTS

SHOP AND INVEST IN ADI

CONTACT US

IN THIS SECTION
**AVAILABLE
COMMERCIAL SPACE
INQUIRY FORM**



AVAILABLE COMMERCIAL SPACE INQUIRY FORM

If you are interested in learning more about available commercial space in Downtown Appleton please fill out the form below and someone will be in contact with you to discuss the next steps and answer any of your questions.

Name

Phone Number

Email Address

What type of business will be occupying the space?

What type of space are you looking for?

- Office space
- Restaurant space
- Retail space
- Other

What size space are you looking for? (total sq. ft.)

Are there any special features you are looking for in a space?

What are your parking needs?



Residential Recruitment

[Housing Video'](#)



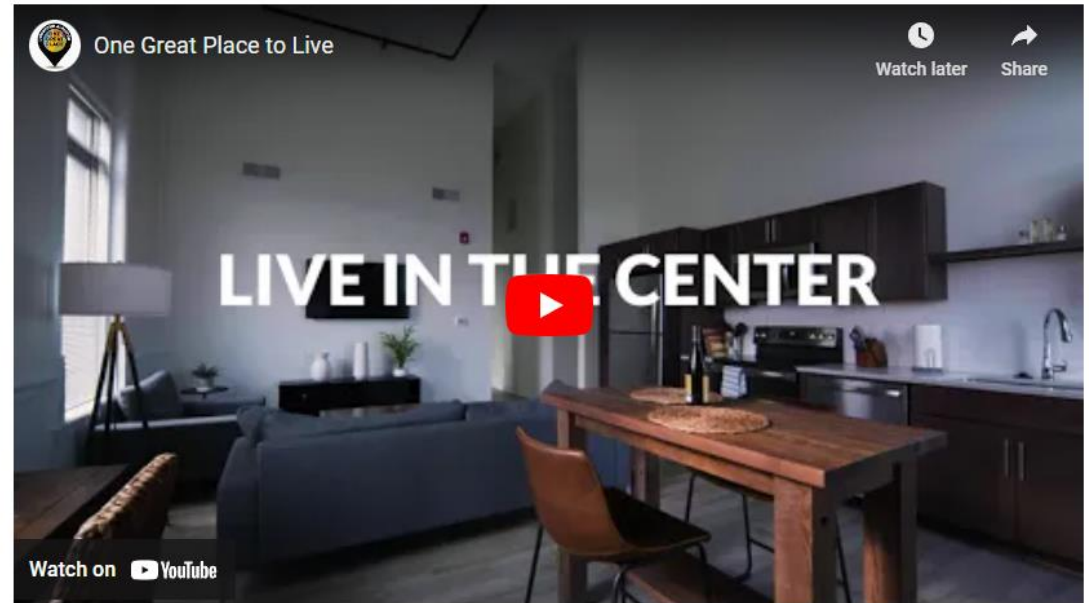
IN THIS SECTION
LIVING DOWNTOWN

- ▶ GET TO KNOW ONE GREAT PLACE
- ▶ AUTOMATED EXTERNAL DEFIBRILLATORS (AEDS)
- ▶ DOWNTOWN GUIDE
- ▶ DOWNTOWN MAP
- ▶ DOWNTOWN TROLLEY
- ▶ DOWNTOWN WALKING MAP
- ▶ DRIVING DIRECTIONS
- ▶ FOX TROT TRAIL
- ▶ MUSEUMS MONTH PASS
- ▶ **LIVING DOWNTOWN**
- ▶ PARKING
- ▶ PUBLIC ART MAP



ONE GREAT PLACE TO LIVE

Downtown living like you have never seen before. From income based to luxury living, there is a place for everyone in Downtown Appleton. Block after block you will find unique shopping, delicious restaurants & pubs, artistic experiences, salons & spas, attractions and more all right outside of your door. Learn more about what it's like to live in One Great Place!



Learn more about all the great living opportunities in Downtown Appleton!

Questions



Mayor Jake Woodford

Karen Harkness
Community Development

Monica Stage
Community Development

Matt Rehbein
Community Development

Jennifer Stephany
Appleton Downtown Inc.



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Presented by

