



**2009 ANNUAL
GROWTH REPORT**

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City of Appleton
COMMUNITY DEVELOPMENT DEPARTMENT



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Bruce Roskom, Planning Supervisor
Jeff Towne, Principal Planner
Don Harp, Principal Planner
Roxann Schmidt, Community Development Technician
Tina Wolslegel, Administrative Assistant

Table of Contents



TABLE OF CONTENTS

Introduction	4
Building Permit Activity.....	4-13
Equalized Value	13-14
Equalized Value Growth Target Recommendations	14-15
Tax Incremental District Performance	15-16
Appleton Redevelopment Areas	17-19
Housing Rehabilitation Projects.....	20
Neighborhood Revitalization	21
Prospects for Growth:	
1. Northside	22
2. Southside.....	22
Barriers to Growth:	
1. Northside	23
2. Southside	23
Marketing:	
1. 2009 Marketing Efforts	23-24
2. The Fox Cities Economic Development Partnership	24-25
3. Future Marketing Efforts	25-26
4. Marketing Programs	26
5. Marketing Efforts – Vacant Buildings & New Construction	
A. Downtown	26
B. Northeast Business Park.....	26-27
C. Southpoint Commerce Park.....	28
Summary	28-29

ANNUAL GROWTH REPORT

2009

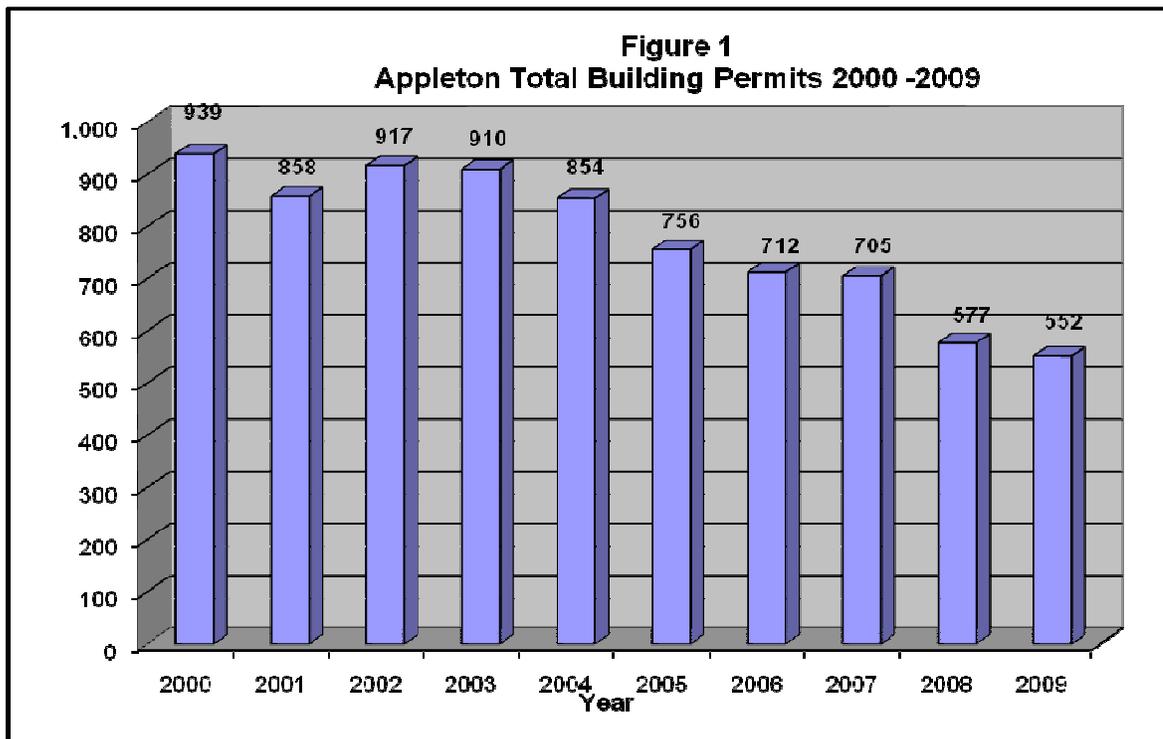
INTRODUCTION

Each year the Community Development Department prepares an Annual Growth 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 and equalized valuation and compares them with the Fox Cities region. 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. Additional statistical data is provided in Appendix I and maps of the target areas are included in Appendix II.

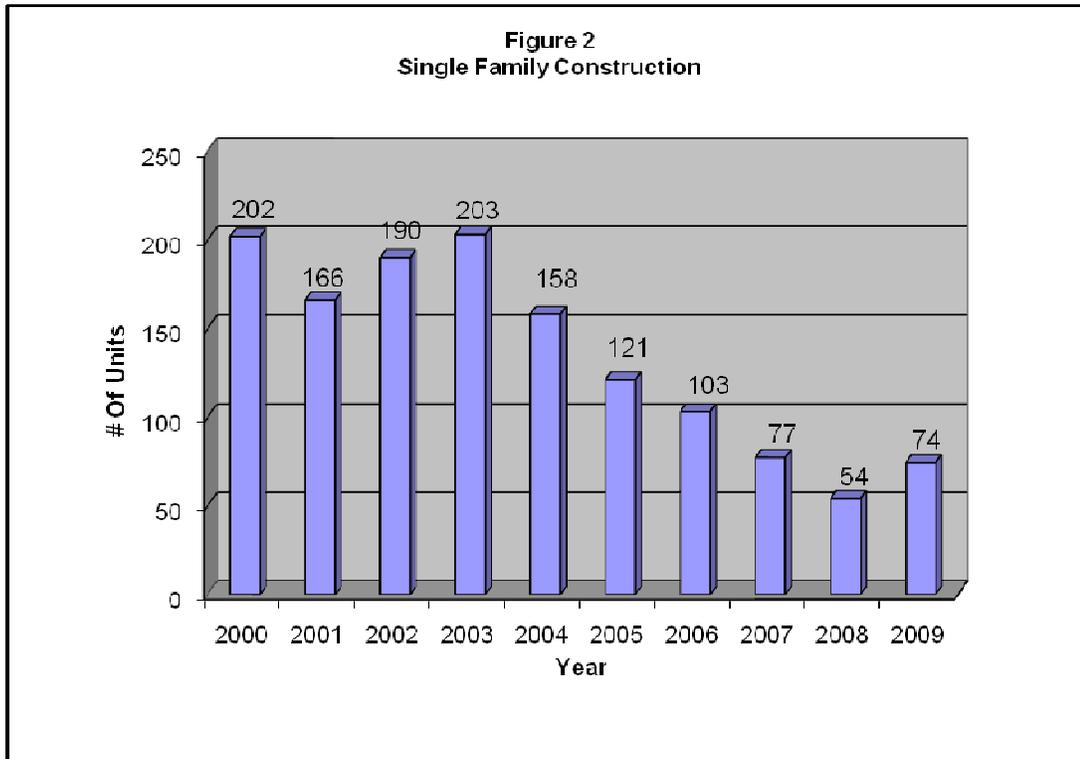
BUILDING PERMIT ACTIVITY

City of Appleton

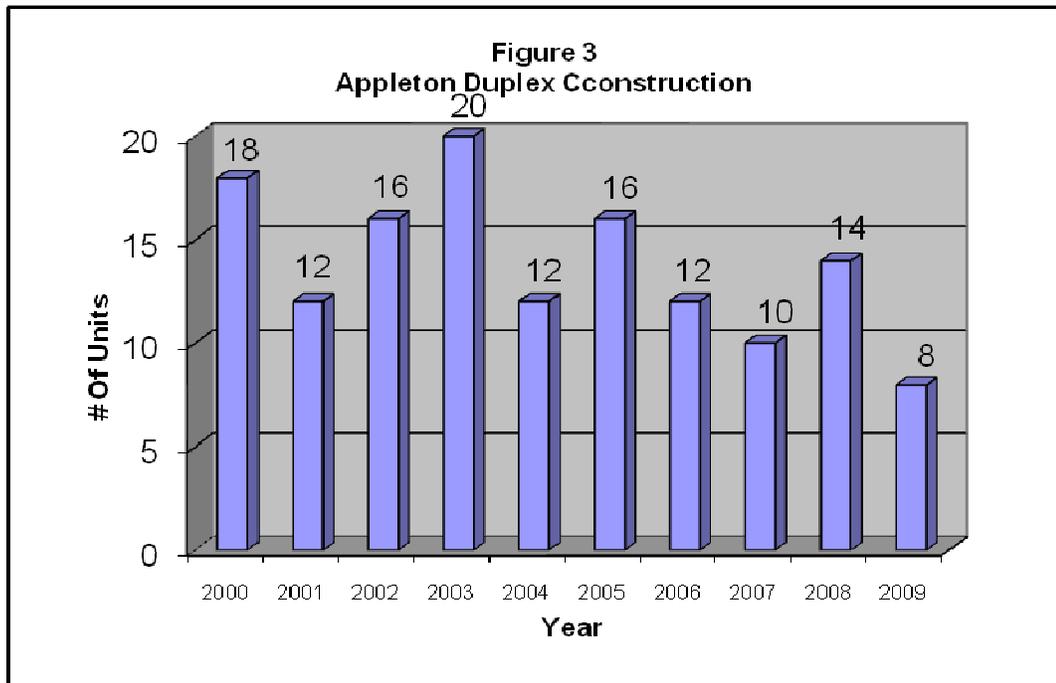
The City of Appleton's building permit activity over the last ten years is shown in Figure 1 below and Table 1 in Appendix I. The yearly total number of permits issued for the last ten years ranged from a low of 552 permits, which was set in 2009, to a high of 939 permits in 2000. The ten-year average was 778 permits a year. The 552 permits issued in 2009 were 25 less than last year and 387 permits lower than the 10-year high. This low can primarily be attributed to a continual decline in the additions/alterations sector.



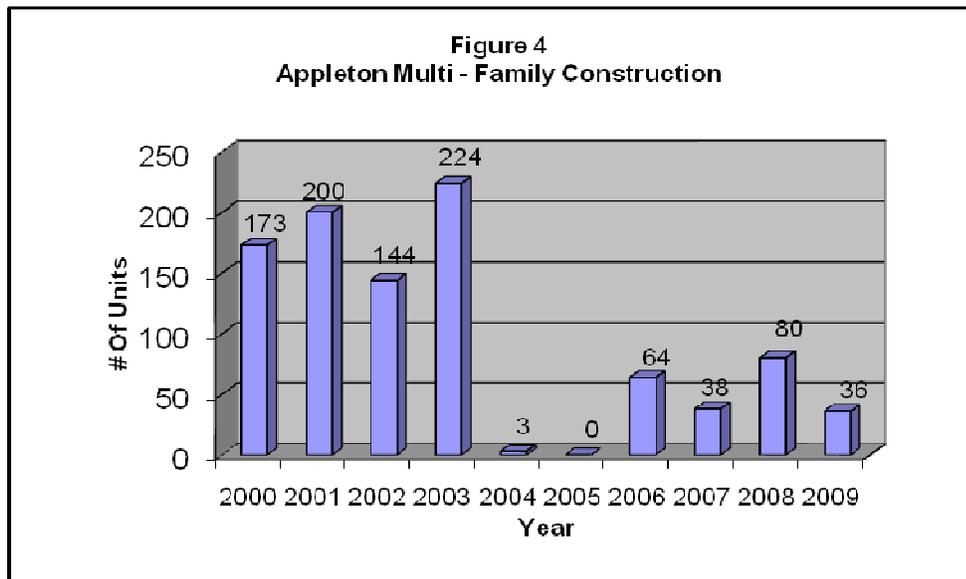
The number of single-family housing units constructed annually had decreased steadily for six years in a row declining from 203 units in 2003 to 54 units in 2008. This trend saw a reversal in 2009, when the number of single family units increased by 20 from 54 in 2008 to 74 in 2009.



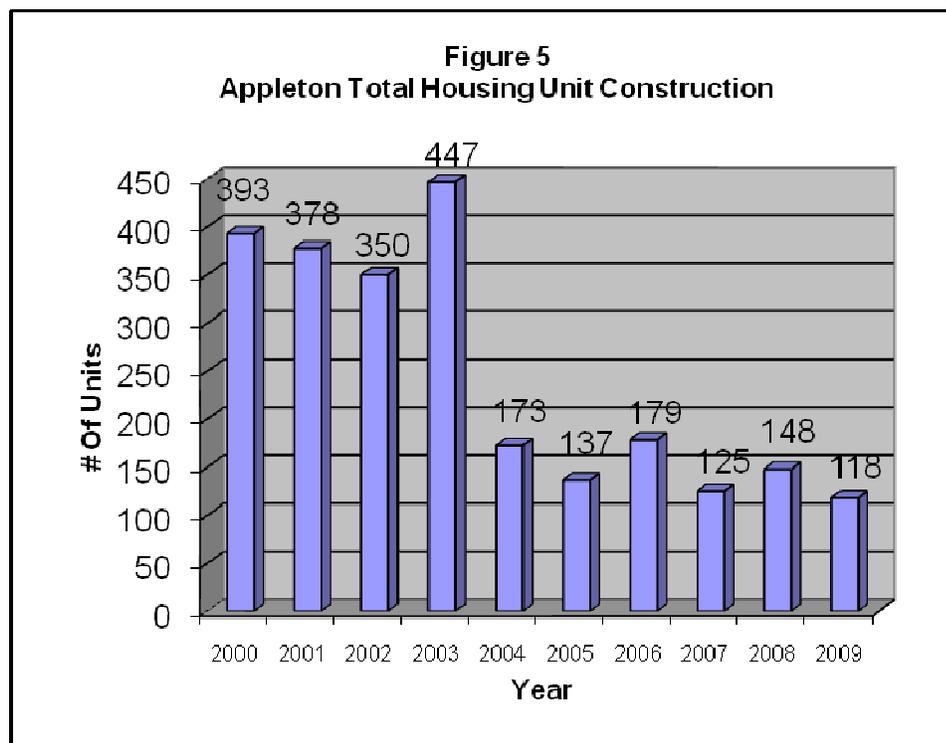
The construction of duplex units ranged from a low of 8 units in 2009 to a high of 20 units in 2003. The ten-year average was 14 duplex units a year.



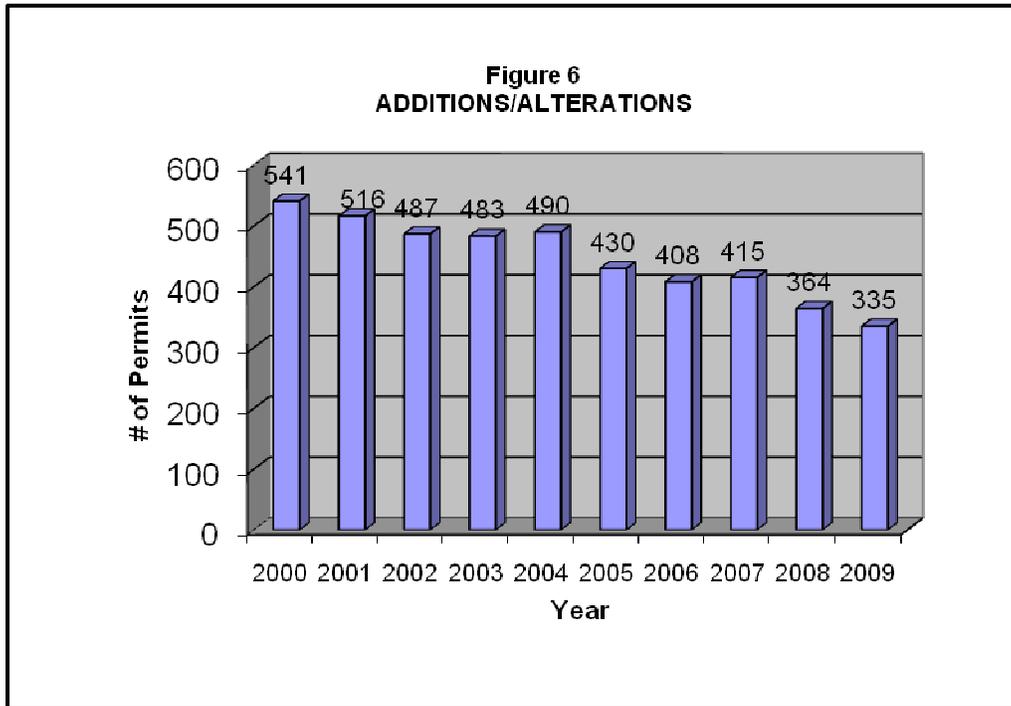
From 2000 to 2003 Appleton saw the construction of 741 multi-family units. In 2003, Appleton, with 224 multi-family units, led the way in the construction of multi-family housing, having constructed more units than all the other communities in the Fox Cities combined. During the last six years only 221 multi-family units were built. Historically, as the vacancy rate for multi-family declines, Appleton has seen an increase in production, and as the vacancy rate increases, the production of multi-family units drop.



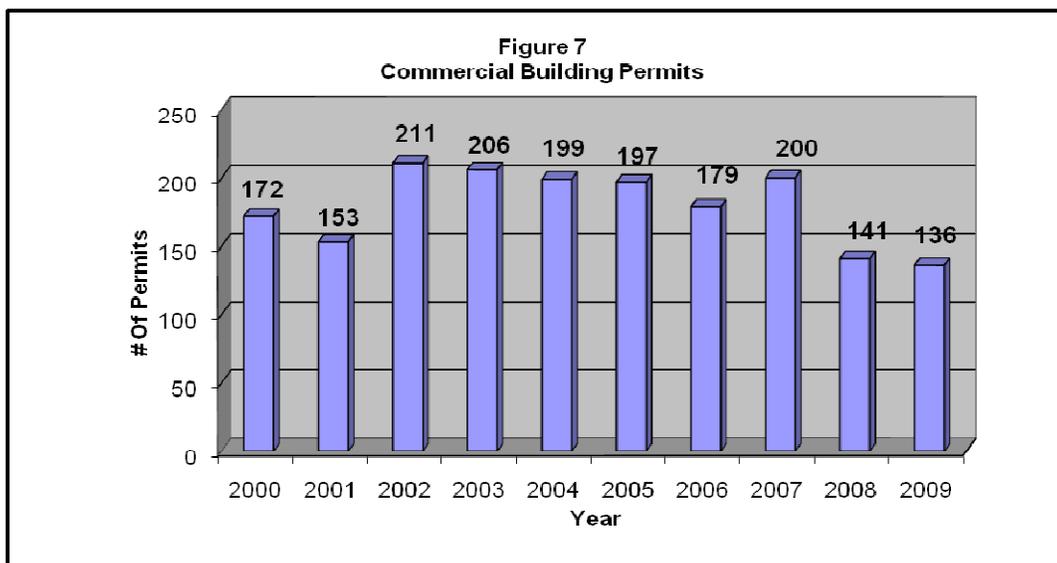
Total housing unit construction in Appleton for the last ten years ranged from a low of 118 units in 2009 to a high of 447 units in 2003. The ten-year average was 245 units.



In 2000, there were 541 permits issued for additions and alterations. Since then, the number of remodeling permits issued, while fluctuating slightly has been in a downward trend with only 335 permits issued in 2009. The slowdown in the economy and the housing market has contributed to this decline.



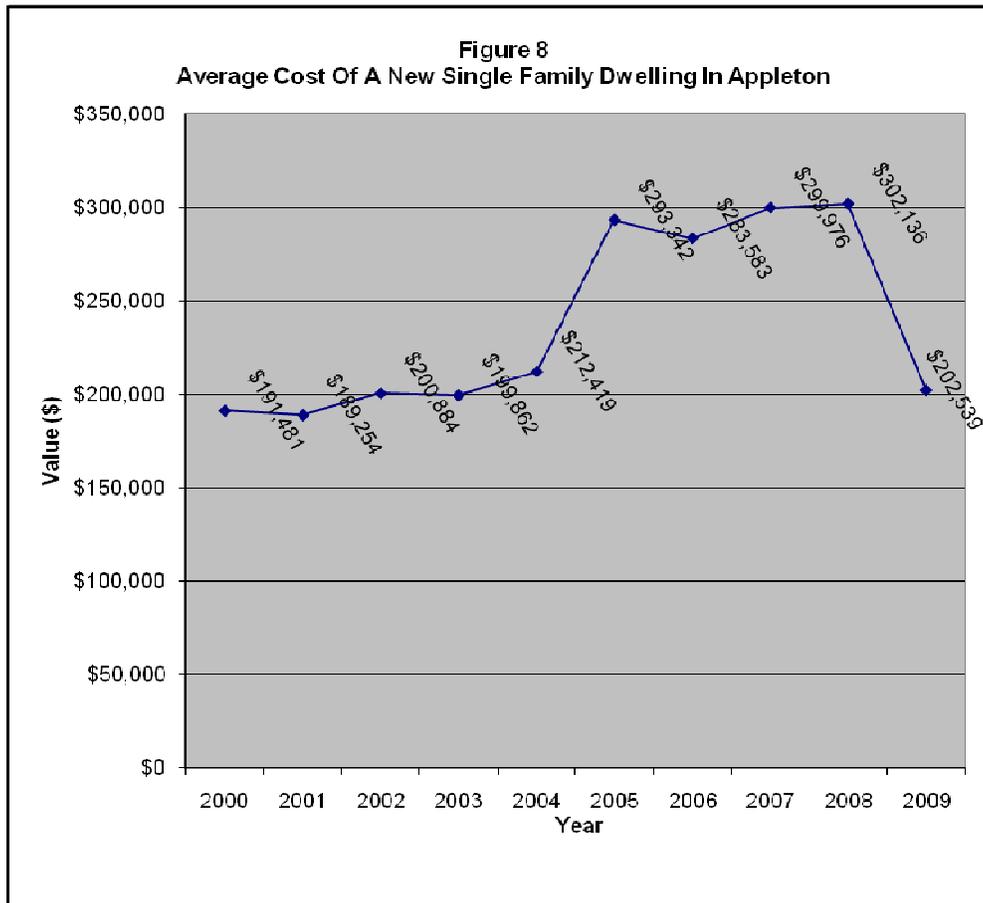
The number of commercial building permits issued in the City of Appleton dropped to 136 in 2009, the lowest in the last ten years. This was down slightly from last year, but 43 lower than the ten year average of 179.



DOLLAR VALUE OF PERMITS

While the number of single-family units constructed in Appleton steadily declined over the six year period from 2003 to 2009 dropping from 203 units in 2003 to 54 units in 2009, the dollar value of the new homes being constructed rose dramatically. During the same six year time period, the average dollar value of a single-family home increased by 51% from \$199,862 in 2003 to \$302,136 in 2009.

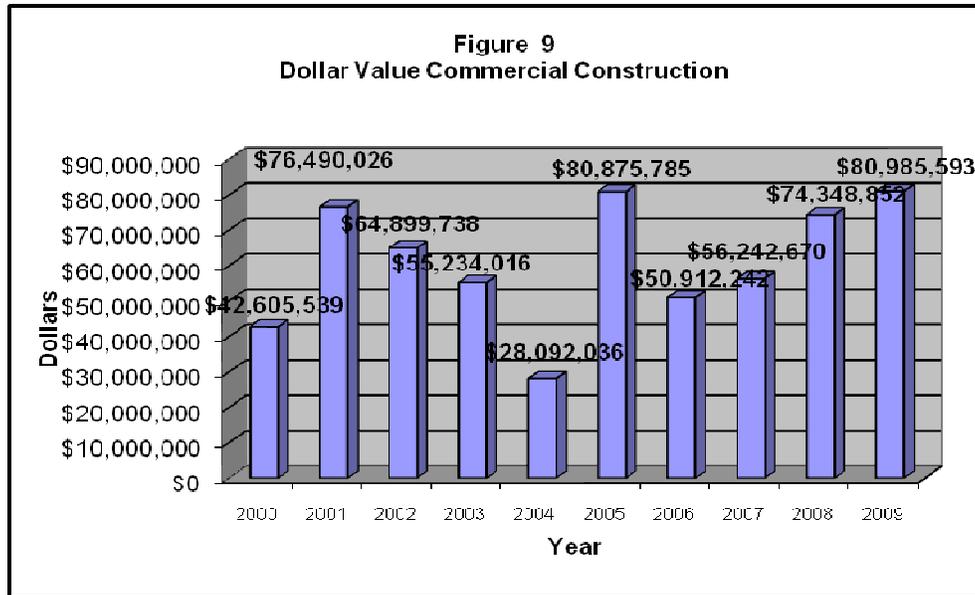
After six years of decline, Appleton finally saw an increase in housing starts growing from 54 in 2008 to 74 in 2009. What is interesting to note is the drastic decrease in the average value of single family housing decreasing by nearly \$100,000 per unit from \$302,136 in 2008 to \$202,539 in 2009. The trend is now toward the construction of smaller units.



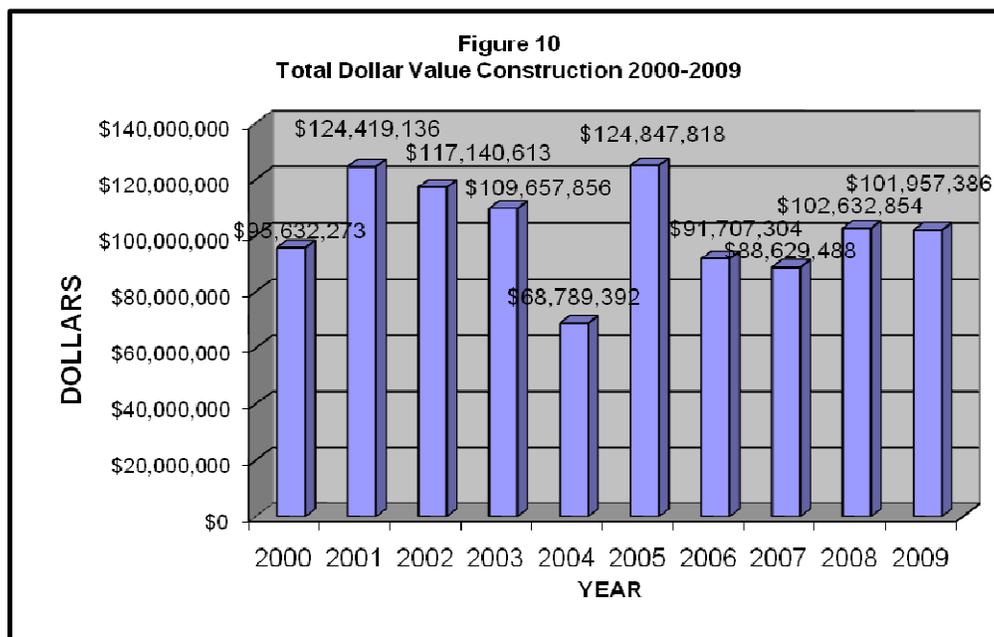
In 2002, the City of Appleton saw the start of a slowdown in the commercial and industrial sector that continued through 2004 as illustrated in Figure 9 on the following page. The dollar value of commercial and industrial construction decreased from \$64.9 million in 2002, to \$28.1 million in 2004. In 2005, there was a dramatic turn-around in the amount of commercial and industrial construction. The dollar value of commercial and industrial construction was just under \$81 million, nearly 3.5 times that of 2004. Some of the major projects in 2005 included: Orthopedic and Sports Institute of the Fox Valley, AmericInn, Airgas, CMD Corporation, C3 Corporation, Employee Resource Office Building, Best Buy, Office Max, and additions to St. Elizabeth Hospital and Curwood, Inc.

After a couple of years with commercial construction in the \$50 million range, Appleton saw \$74.3 million in new commercial construction in 2009. Major projects included: Time Warner, Encircle, Appleton Police Department Expansion, new northside YMCA facility, We Energies, and Flair Flexible Packaging.

In 2009, Appleton had \$80.99 million in commercial construction. This compared to the ten year average of \$61.1 million. Major projects included: Appleton Medical Center bed tower (\$53 million), new Copps Grocery Store (\$4.6 million), Foremost Farms expansion (\$4 million), St. Elizabeth Heart Pavilion (\$3.9 million) and Boys and Girls club expansion (\$3 million).

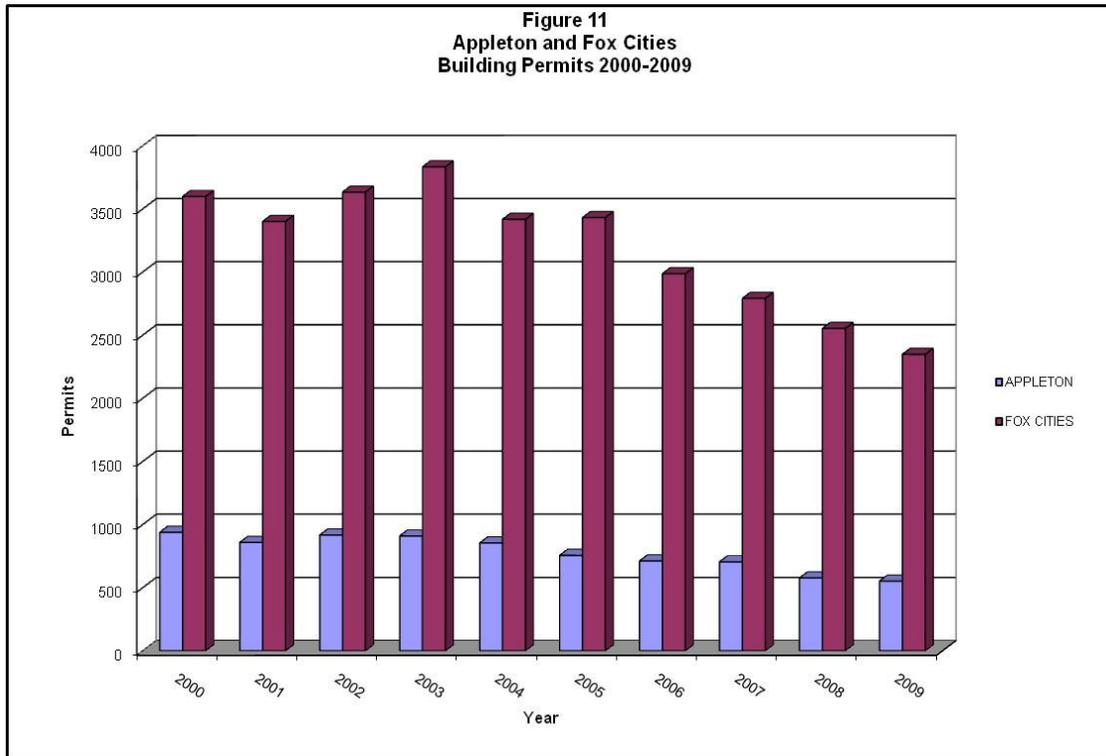


Appleton’s total dollar value of construction in 2009 was \$101,957,386. The total dollar value of all construction in the City of Appleton between 2000 and 2009 ranged from a low of \$68.8 million in 2004 to a record high of \$124.8 million in 2005. The ten-year average was \$102.5 million.



Fox Cities Region

In an effort to compare Appleton to the Fox Cities region, data was collected from 13 municipalities surrounding Appleton and comprising the Fox Cities. These are the Cities of Kaukauna, Menasha, and Neenah; Villages of Combined Locks, Kimberly, Hortonville, and Little Chute; and Towns of Buchanan, Grand Chute, Greenville, Vandebroek, Menasha, and Harrison. The comparison of Appleton to the region over the last ten years is represented in Figures 11, 12 and 13 on the following pages and Tables 2, 3, and 4 of Appendix I.



TOTAL PERMIT ACTIVITY

The number of building permits issued annually in the Fox Cities remained relatively stable from 1999 thru 2005, varying up and down slightly. Since 2006, the Fox Cities has seen a steady downward trend in the permits issued. The total number of permits issued declined from 3,431 in 2005 to 2,348 in 2009 or a drop of 31.2%.

In 2009, of the fourteen communities that make up the Fox Cities, ten saw a decrease in the number of permits issued. This is on top of three years of decline. The percentage decrease ranged from just less than 1% to 44% (See Table 3, Appendix I). The Village of Combined Locks had the largest percentage decrease with 44%, followed by the Town of Vandebroek (43%), and the Village of Little Chute with 25%. Appleton saw a four percent decrease in the number of permits issued, dropping from 577 permits issued in 2008 to 552 permits issued in 2009.

The Village of Combined Locks and Town of Vandebroek both saw decreases in the areas of additions/alterations and single family housing starts. The Village of Little Chute saw decreases in the areas of additions/alterations and commercial and industrial.

Four communities saw an increase in the number of permits issued, Village of Hortonville (54%), Village of Kimberly (48%), Town of Buchanan (32%) and Town of Menasha (5%).

The Village of Hortonville's increases were in the areas of additions/alterations and commercial and industrial permits. The Village of Kimberly increases were in the areas of single and two-family, while the Town of Buchanan increases were in commercial and industrial. The Town of Menasha saw a decrease in commercial and industrial, but these losses were offset by increases in single-family and additions/alterations.

SINGLE-FAMILY PERMITS

The Town of Greenville led the way in single-family housing construction for the sixth year in a row with 94 units down from 125 units in 2008. The City of Appleton was second with 74 permits up 20 from the previous year and followed by Kaukauna with 46 permits. These three communities accounted for just over half of all the single-family units constructed in the Fox Cities during 2009. The total number of single-family permits issued in the Fox Cities in 2009 was 422. This compares to 1,167 single-family permits issued seven years ago in 2002.

The average dollar value for single-family construction in the Fox Cities ranged from a low of \$121,804 in the City of Kaukauna to a high of \$313,444 in the Town of Buchanan. In 2008, six communities exceeded \$200,000 for the average value of single-family housing. This number dropped to four in 2009. They include: Town of Buchanan (\$313,444), Town of Vandebroek (\$241,250), Town of Grand Chute (\$238,771), and City of Appleton (\$202,539).

DOLLAR VALUE OF PERMITS

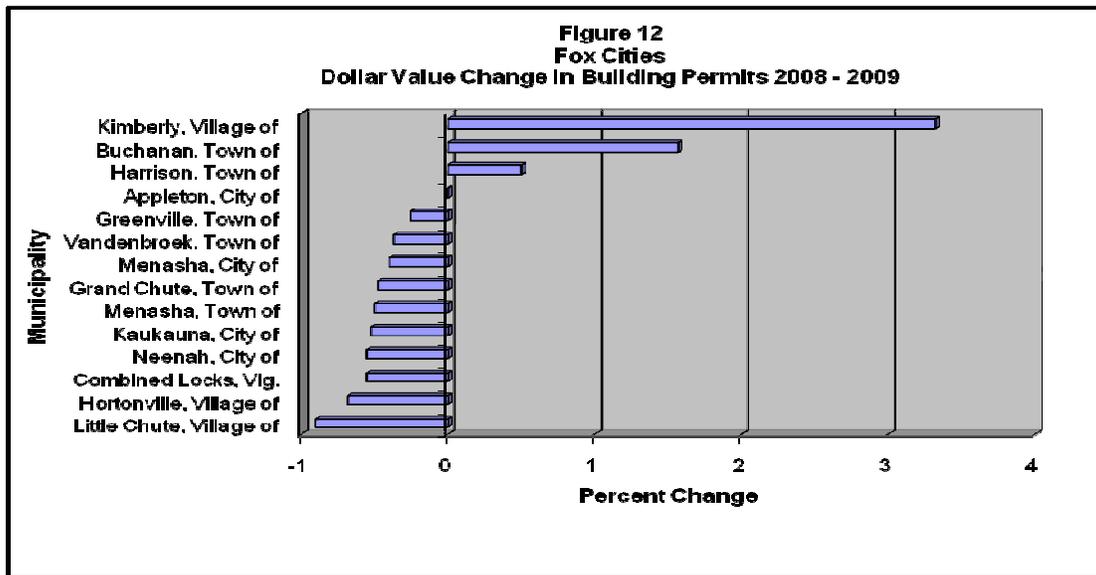
In 2009, three communities saw an increase in the dollar value of permits issued compared to eight communities the previous year. The Village of Kimberly had the greatest percentage increase in the dollar value with 332%, followed by Town of Buchanan (156.8%), and Town of Harrison (50%).

In each community the increases were primarily due to growth in the commercial and industrial sectors. The Village of Kimberly, in addition to growth in the commercial sector, saw significant growth in the single-family and two-family sectors. Kimberly's growth in the commercial sector can be attributed to the new \$10 million corporate headquarters of U. S. Oil Corporation.

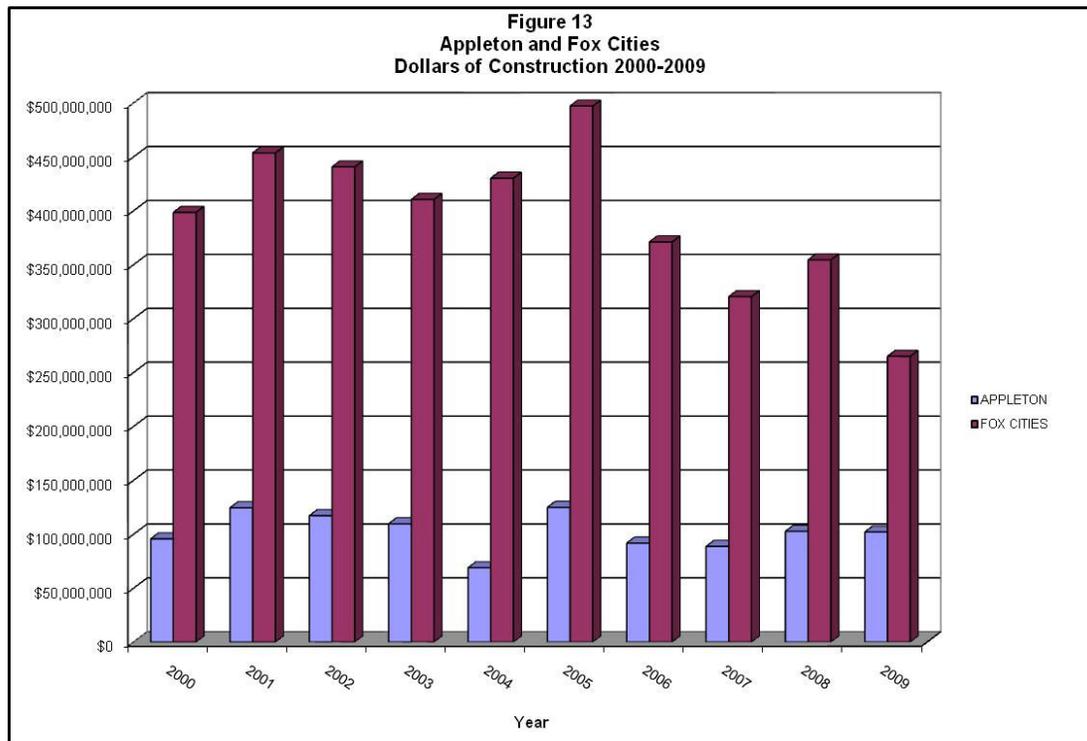
Eleven communities experienced a decrease in the dollar value of construction between 2008 and 2009. The percentage decrease ranged from just under 1% to over 90%. The Village of Little Chute had the greatest percentage decrease in the dollar value of permits (90.2%). This follows a 143.7% decrease between 2007-2008. The Village of Hortonville was second with 68.4%. It is interesting to note the Village of Hortonville, while having the second largest percentage decrease in the dollar value of construction, also had the largest percentage increase in number of permits issued. This was due to a decrease in the scale of commercial and industrial projects between 2008 and 2009.

The City of Appleton experienced a .66% decrease in the dollar value of permits.

The percentage change in the dollar value of building permits from 2008-2009 is shown in Figure 12.



The total dollar value of construction in the Fox Cities followed the same downward trend as the number of permits issued for 2006 and 2007, but then reversed itself in 2008. The total dollar value of construction in the Fox Cities increased \$34.6 million from \$320.3 million in 2007 to \$354.9 million in 2008. In 2009, total dollar value of construction dropped 90 million from that of 2008 or 25%. The City of Appleton comprised \$101.9 million or 38.5% of the total dollars spent on construction in the Fox Cities in 2009. The Town of Harrison was second with \$29 million (11%), followed by the Town of Greenville with \$24.7 million (9.3%), and Town of Grand Chute \$23.2 million (8.8%). Figure 13 shows the total dollars of construction for the City of Appleton and the Fox Cities region for the last ten years.



COMMERCIAL & INDUSTRIAL SECTORS

The promotion of commercial and industrial development remains one of the City of Appleton's top priorities. This has been accomplished through the creation of several TIF Districts, which have allowed the City to install the infrastructure needed to stimulate development by maintaining an adequate supply of industrial park land and through an active marketing program which targets "decision makers" of the business community. This strategy has worked fairly well for the City. Over the last five years, Appleton has accounted for 35.3% of all the commercial and industrial growth in the Fox Cities.

Appleton's percentage share of commercial and industrial development in the Fox Cities over the last five years ranged from a high of 51.2% in 2009 to a low of 26.4% in 2006. The dollar value for commercial and industrial development in Appleton ranged from a low of \$50.9 million in 2004 to a high of \$81 million in both 2005 and 2009. In 2009, Appleton had \$81 million in commercial and industrial development, which was \$11.3 million over its five-year average of \$68.7 million.

The dollar value for commercial and industrial development in the Fox Cities for the last five years ranged from a low of \$155 million in 2007 to a high of \$253.6 million in 2005. In 2009, the Fox Cities had \$158 million in commercial and industrial development, which was \$36.5 million below its five-year average of \$194.5 million.

While the slowdown in the economy has definitely impacted the level of commercial and industrial development in the Fox Cities, Appleton has managed to hold its own in a very sluggish economy thanks to a number of big projects including: Appleton Medical Center Bed Tower (\$53 million), new Copps Grocery Store (\$4.6 million), Foremost Farms expansion (\$4 million), St. Elizabeth Heart Pavilion (\$3.9 million), and Boys and Girls club expansion (\$3 million).

The following Table compares the City of Appleton with the Fox Cities for 2005-2009.

Commercial and Industrial Development Market Share Appleton and Fox Cities 2005 - 2009

Year	2005	2006	2007	2008	2009
Appleton Com. & Ind. Permit Value	\$80,992,285	\$50,912,242	\$56,242,670	\$74,348,852	\$80,985,593
Fox Cities Com. & Ind. Permit Value	\$253,575,430	\$192,815,872	\$155,497,582	\$213,322,326	\$158,031,069
Appleton Market Share	31.9%	26.4%	36.2%	34.9%	51.2%

EQUALIZED VALUE

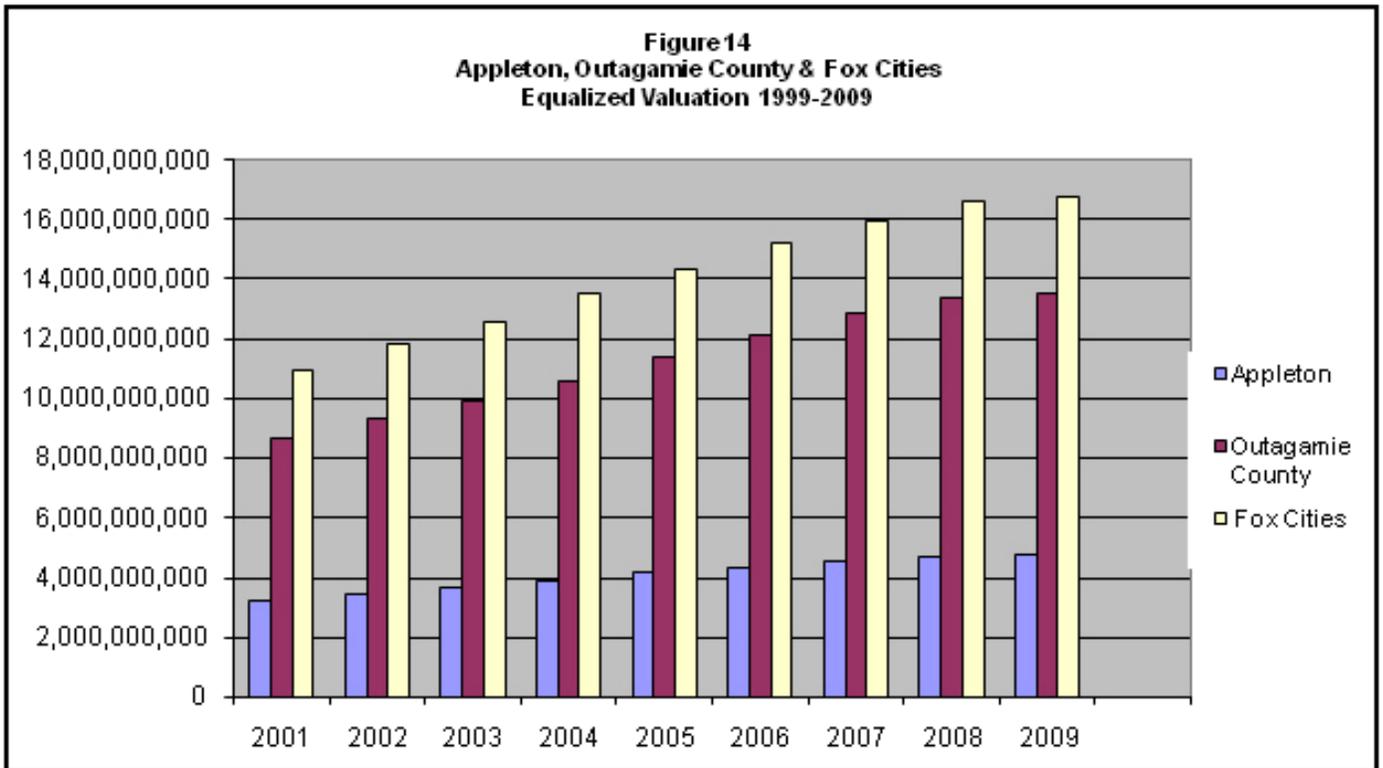
The change in total equalized value is another important measurement of economic growth within a community. Appleton's equalized value has grown from approximately \$3.08 billion in 2000 to \$4.79 billion in 2009, a difference of \$1.7 billion or 55% over ten years (see Table 5 in Appendix I). This \$1.7 billion increase in equalized value outperformed the Town of Grand Chute's increase in equalized value by \$626 million and the City of Neenah by more than \$1 billion during the ten-year period.

Changes in equalized value for the past ten years are shown in Figure 14, and additional data is included in Table 5 and Table 6 in Appendix I. In 2009, Appleton’s overall equalized value increased by \$78.06 million. The largest increase was in the commercial sector, which grew by \$79.2 million. The second area of growth was the residential sector, which grew by \$5.87 million. These gains were partially offset by a \$5.87 loss in the manufacturing sector and a \$1.07 loss in personal property.

Other top performers include the City of Neenah with an increase of \$49.9 million, Town of Harrison with an increase of \$42.2 million, and the Town of Buchanan with an increase of \$27.5 million.

For the first time since this report has been prepared, six of the 14 communities that make up the Fox Cities region actually lost value. Those communities losing value were the Cities of Kaukauna and Menasha, the Villages of Combined Locks, Hortonville, and the Towns of Menasha and Grand Chute. The Town of Menasha was the biggest loser with \$38.4 million followed by City of Kaukauna \$4.2 million and Village of Combined Locks \$3.8 million.

Appleton’s percentage share of equalized value within the Fox Cities increased slightly between 2008 and 2009 increasing from 28.40% in 2008 to 28.59% in 2009(See Table 8 in Appendix I).



EQUALIZED VALUE - GROWTH TARGET RECOMMENDATION

The change in equalized value over time is, and will continue to be, an important gauge of the economic growth in Appleton. However, the City's total equalized value includes both annual economic market adjustments by the Wisconsin Department of Revenue and new construction value. To track actual new growth in the City as compared to the State of Wisconsin, the 2001 Mayor's Ad-Hoc Growth Committee recommended Appleton strive to achieve a minimum of 2.5% growth in new construction equalized

value. This annual growth target value was based on a review of equalized value new construction averages for a moving three-year period for both Appleton and the State of Wisconsin.

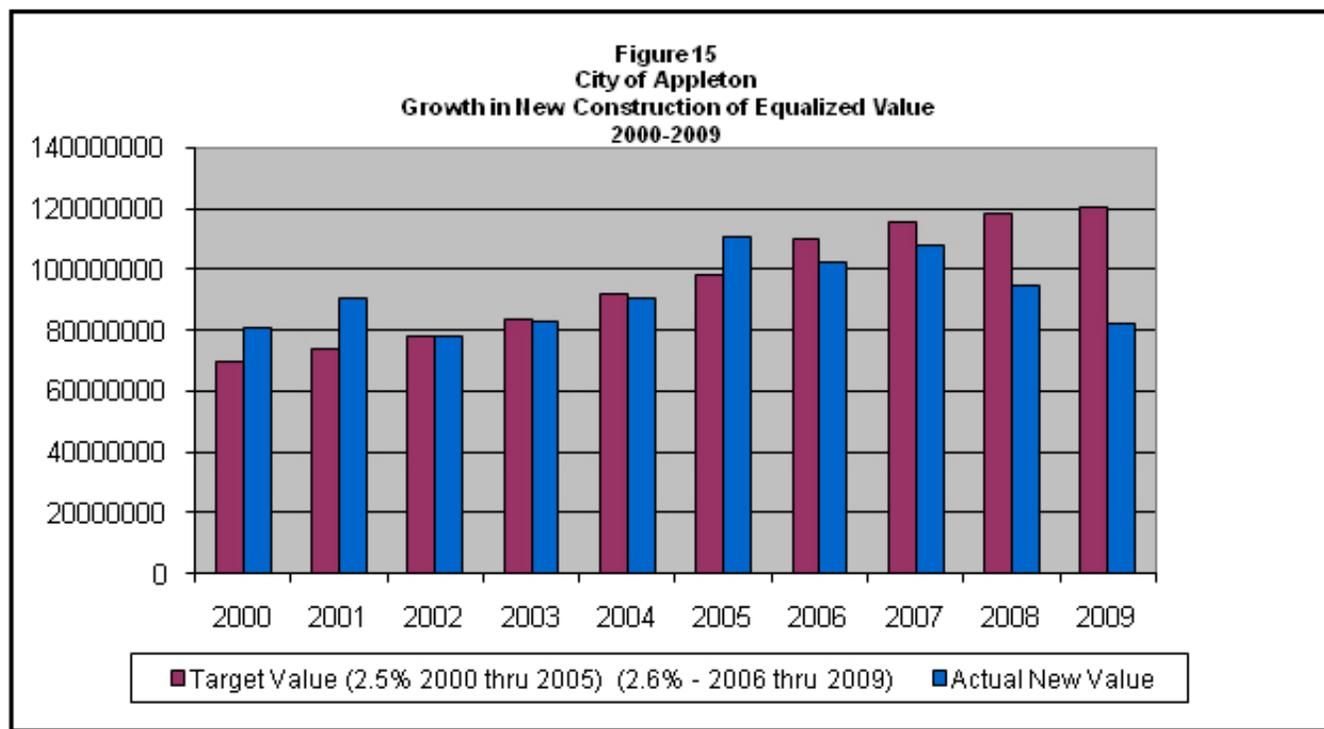
In early 2006, Community Development reviewed the equalized value of new construction average for the three-year period (2003-2005) for both Appleton and the State of Wisconsin and approved a recommendation to increase the City's annual goal to 2.6%.

Appleton's equalized value from new construction in 2008 was \$94,440,800 or 2.12%. This was \$21,127,531 below the 2.6% goal of \$115,568,331 for the year.

The goal for Appleton in 2009 was \$118,736,675 or 2.6% of Appleton's 2009 total equalized value of \$4,566,795,200. In 2009, the City of Appleton's equalized value from new construction was \$82,516,200 or 1.81%. This was \$36,220,475 short of its goal for the year and the biggest gap in the last ten years.

The detailed data used to develop this figure, including actual values by specific land use, is included in Table 9, Appendix I.

The following figure displays equalized value new construction data from 2000 - 2009, including both target and actual values.



TAX INCREMENTAL DISTRICT AND REDEVELOPMENT AREA PERFORMANCE

An important aspect of Appleton's increased valuation is the effect of Tax Incremental Districts (TID) and Appleton Redevelopment Project Areas (ARP). Table 7 in Appendix I shows the value increase/decrease of Tax Incremental Districts since creation, change during the past year, and an average annualized percentage change. Maps of these districts and redevelopment areas are found in Appendix II. The following is a summary of each TID and ARP's performance in 2009.

Tax Incremental District Performance:

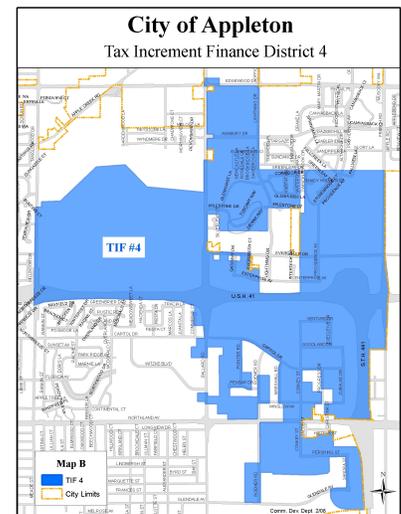
- TID #2 TID #2 saw an increase of \$317,300 in equalized valuation, which was mainly due to an increase in the value of the Atlas Mill.
- TID #3 Equalized values in TID #3 decreased by \$41,300. Any gains were offset by demolition of the former Sure Dry building and a decrease in the value of Richmond Terrace.

Tax Incremental District #4 Closes Early

The City of Appleton's Tax Incremental District #4 closed in 2009, thirteen years early. The District was created in August of 1995 to help facilitate growth in the City's Northeast Business Park by installing the necessary infrastructure to promote industrial and office development thereby preserving jobs, creating additional employment opportunities, and increasing the tax base.

When created in August of 1995, the tax base within the District was \$52.7 million. By the end of 2008, the value within the District had grown to over \$256.4 million. With the closing of the District in 2009, over \$203 million will go back on the tax rolls. In addition to the added tax base, the District contributed to the creation or retention of thousands of jobs.

Some of the major projects include: Encircle Health \$34 million, Orthopedic & Sports Institute \$11.18 million, Cambria Suites \$8.1 million, Gannett \$6.95 million, Menn Law/Grant Thornton \$6.57 million, Enterprise Centre \$6 million, Primary Care \$5 million, and Larson Engineering \$4.51 million.



- TID #5 Equalized valuations increased in TID #5 by \$1,820,500. The increase can be attributed to the expansion of Heartwood Homes.
- TID #6 Equalized valuations increased in TID #6 by \$30,191,100. TID #6, created in 1999, consists of approximately 310 acres of which 174 acres will be developed as industrial and 136 acres as commercial. The District is located south of Calumet Street and west of Coop Road. Adding to the value of the District in 2009 were the new Time Warner Northern Wisconsin headquarters and Flair Flexible Packaging.
- TID #7 In 2008, TID #7 saw an increase in equalized valuation of \$1,180,300, which can be attributed to an increase in the Valley Fair land and the new U. S. Oil Convenience Gas Station.

APPLETON REDEVELOPMENT PROJECT AREAS:

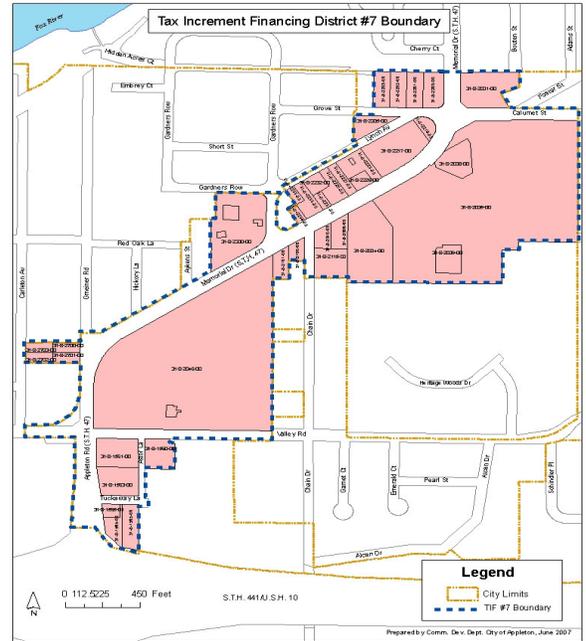
South Memorial Drive Corridor TIF District

The City of Appleton received approval for the creation of Tax Increment Financing District #7 (TIF District) in September of 2007 to support the rehabilitation of properties and elimination of blighted conditions in the urban corridor of Memorial Drive from Calumet Street to State Highway 441. The map illustrates the specific TIF District boundaries.

The Project Plan for this TIF District identifies several key areas for City investments over the 27-year life of the District; most notable are municipal infrastructure improvements and development incentives.

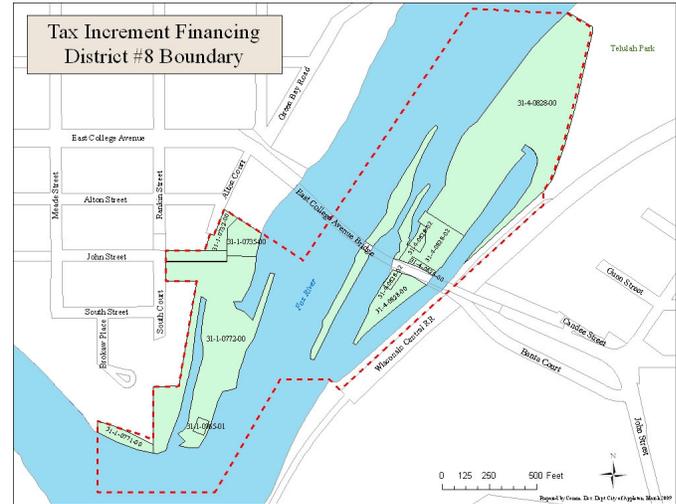
The development incentives will be targeted at property owners, lessees, and developers for the purpose of sharing costs to encourage the desired kind of improvements in the urban corridor. The City, in return, recaptures its investment in this District through increased property tax payments. A business revitalization program will be established in 2010 for the District to provide financial support to the businesses completing exterior improvements to their properties.

The pictures below show the concept plan for the redevelopment of the former Valley Fair site and a rendering of what the new Copps Grocery, currently under construction, will look like when completed.



TIF District Approved Along River Corridor

In May of 2009, the City approved the creation of Tax Incremental Financing District #8 along the river corridor in an area that lies just east and west of the College Avenue Bridge. The boundaries of the District are displayed on the map entitled *Tax Incremental Financing District #8 Boundary*. The purpose of the District is to encourage residential and commercial development and improvements, to maintain and improve the tax base, increase employment opportunities, and improve the overall aesthetics of this river corridor.



▪ RiverHeath Development

The City continued to work with Tanesay Development on a mixed-use project for this redevelopment site. The site is a vacant brownfield on the east side of the River between Telulah Park and College Avenue. The project will be focused on residential with some commercial space and public access to the river.

▪ Foremost Dairy Site:

The City is working with PHP Project Development, a local developer, who is looking to acquire the former Foremost Dairy Cooperative site and redevelop it into low density residential and open space. The plan calls for the construction of single-family residential on the eastern portion of the site, while the western portion of the site would be dedicated to the City for park and open space.

Appleton Redevelopment Project #18:

Old Water Treatment Plant Site:

The razing of the former Water Plant to make way for a future park has been delayed until 2010. The City is also planning to repurchase the We Energies site, which lies immediately east of the Water Plant property. This property, which has undergone extensive remediation, will be added to the park development once the clean up and testing has been completed by We Energies.

Downtown Development:

The slowdown in the economy and the temporary closing of the College Avenue Bridge didn't stop the downtown from experiencing net gain in new businesses in 2009. During the year, twenty two new businesses opened in the Downtown, while fourteen closed for a net gain of eight. Four businesses underwent a name change or relocated within the downtown.

New businesses that opened in Downtown:

1. Just Act Natural
2. Cobble Stone Market
3. The Core
4. Oslo's Scandinavian Restaurant
5. The Rug Company
6. Aflac
7. Soul Reflections Photo Studio
8. Ristow Roofing
9. RiverHeath office
10. Cena
11. Vorpahl Furniture
12. Lillian's
13. Caribbean Gems
14. Revolution
15. Fox River House
16. Harmony Counseling
17. OB's Brau Haus
18. Bad Badger Sports Bar
19. Outer Edge Media
20. Q E Therapy
21. Express Tax
22. Belanno

Businesses that closed or moved out of the Downtown:

1. Shahin
2. Live Oak Market
3. Tastee Bakery
4. Villa Magnolia
5. Fajita's
6. Red Velvet
7. In Bloom
8. Conkey's Bookstore
9. Sirocco's Mediterranean Tapas
10. Sawotka's Diamond Center
11. Kindred Spirits Organics
12. Fashion-Aire Beauty Salon
13. Total Hair and Beauty Supply
14. M&I Bank Call Center

Name Change/Location Change:

1. La Manz Hair Design and Body Centre
2. Harmony Café
3. Hey Daisy
4. BellyBeans

HOUSING REHABILITATION PROJECTS

The City of Appleton operates two programs to help property owners maintain residential properties. 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.

The Rental Rehabilitation Loan Program provides financial and related technical assistance to property owners who rent the units in a property located in the City of Appleton. In order to qualify, income and rent limits apply to the tenants/units and continue for the first five years of the loan. In addition, there must be enough equity in the property to cover the lien.

For both programs, 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 recycles those funds into future properties. It's a win-win situation for everyone.

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 City rehabilitated 25 housing units in 2009 and spent nearly \$475,000. The goal for 2010 is to rehabilitate 33 housing units.

NEIGHBORHOOD REVITALIZATION PROGRAM

2009 was a transition year for the Neighborhood Revitalization Program (NRP). It included both the successful completion of improvements in the Memorial/Mason NRP (2007-09), along with the final preparations and launch of the North Central NRP, the City's 8th targeted neighborhood since 1996. Here are some of the major highlights.

- 35 terrace trees were planted on three streets within the Memorial/Mason area through a partnership with the Parks & Recreation Forestry Division. The NRP purchased the trees with the Forestry Division selecting available locations and handling the planting.
- Memorial/Mason residents once again participated in the second "Just Mulch It" project. Both landscaping and gardening mulch was brought to a central location within the neighborhood providing easy and convenient access. 28 homeowners hauled away 40 yards of landscaping mulch and five yards of garden mulch. Project partners included Pierce Mfg., neighborhood residents, Alderperson Peter Stueck, Department of Public Works and Parks & Recreation.
- The second phase of improvements on the Mason Street corridor, south of Spencer Street were completed in the early fall. The west side slope was cleaned up and a block retaining wall was erected matching the 2008 east side wall. The project was a true funding partnership as Goodwill NCW, Community First Credit Union (CFCU) and the NRP all contributed in order to finish the project successfully and on time. Contributions to the project from Goodwill and CFCU totaled \$7,500.00.

- The Community Development Department proactively created Appleton Redevelopment Project #22 located within the Memorial/Mason neighborhood. This will support and assist the Department's goal of potentially securing, preparing, and developing the Pierce Mfg. City Plant property. It will also provide the mechanism for other improvements or redevelopment opportunities in the neighborhood.
- The NRP successfully used an online link through the City's web page to solicit property owners in the North Central NRP area to take a data gathering survey. The information assisted in the creation of an Action Plan (2009-11) for the neighborhood which the Common Council approved in the fall. The electronic survey proved both effective from a user standpoint and from a cost savings perspective. Survey responses led to a number of infrastructure improvements by the Department of Public Works.
- The Business Revitalization Grant Program approved eight projects along West Wisconsin Avenue. Some work was completed in 2009. The remaining work will be completed in 2010 with a goal set to land 2-4 additional projects in 2010.
- The Safe Neighborhood Team, a collaboration of multiple City Departments, rolled out in the North Central neighborhood with a walking tour in August that identified a number of non-compliant properties. Many have been resolved with others currently being addressed.
- The NRP collaborated with McMahan to sponsor a Rebuilding Together Fox Valley Project in May as part of their official Build Day. The home is located in the Midtown West neighborhood. Volunteers from both McMahan and the City worked side by side to make a number of wonderful improvements at the home of an elderly homeowner.
- The Community Garden Partnership and Appleton West High School continued the Community Herbs Program by completing the pilot (two semesters) successfully and moving the Program into another semester that recently concluded. The Program provides at-risk Chance 2 students with a hands-on curriculum based on both business entrepreneurship and the horticulture of herbs.

PROSPECTS FOR GROWTH

1. Northside

- A. The City of Appleton has 15 acres of industrial land available in the Northeast Business Park for future development. (See Map H in Appendix II).
- B. Several large new office buildings were completed north of U.S. 41 in the office section of the Northeast Business Park. Land is still available for two additional large office developments and several small office projects.
- C. The first phases of the Villas at Apple Creek Center consisting of 48 units and a clubhouse have been completed. When fully developed, the residential condominium project located on the northeast corner of Ballard Road and Evergreen Drive will add 152 single-family units.
- D. In 2005, ThedaCare purchased 53 acres east of Guardian Life Insurance for a future medical campus. Construction of the first major office building was completed in 2009.

- E. Work is progressing on the construction of an 8-story, 580,948 square foot bed tower addition to the Appleton Medical Center. The new 112-bed addition will replace beds in the hospital's north tower built in 1958. The bed tower will be designed to accommodate an additional three story expansion in the future.
- F. Final Plats have been completed for Glacier Ridge, Clearwater Creek, and White Hawk Meadows which will add 127 lots to the northside. Future phases of Glacier Ridge will add an additional 500 residential lots.

2. Southside

- A. State Highway 441 continues to be a magnet for commercial development.
- B. The extension of Midway Road from Huckleberry Lane to Eisenhower Drive was completed, providing a second access to Southpoint Commerce Park.
- C. The City currently has 100+ acres of fully improved land available for development in Southpoint Commerce Park.
- D. The last regional stormwater detention pond required to serve Southpoint Commerce Park was completed in 2008, eliminating the need for on-site detention.
- E. The creation of Tax Increment Financing District #7 (TIF District) in September 2007 will help support the rehabilitation of properties and elimination of blighted conditions in the urban corridor of Memorial Drive from Calumet Street to State Highway 441.

BARRIERS TO GROWTH

1. Northside

- A. Several significant road improvements are needed. Apple Creek Road, Edgewood Drive (east of Ballard Road), French Road, and Broadway Drive all require widening, including the acquisition of a new right-of-way.
- B. The area will also need additional police, fire, school, and recreational areas.
- C. Stormwater management is a critical and costly piece of the development picture on the northside. Stormwater studies determined the need for the construction of several new detention basins and conveyance systems.
- D. The area south of U.S. 41 and east of Highway 47 will require on-site stormwater detention until such time the area can be retrofitted with regional stormwater detention.
- E. Regulatory floodplains are known to exist on the northside. Future stormwater studies may identify additional regulatory floodplains.

2. Southside

- A. The interceptor along Lake Park Road should be extended to serve future development.

MARKETING

1. 2009 Appleton Marketing Efforts

- A. **Print Media:** The City of Appleton's print advertisements in 2009 were targeted at regional business leaders to educate them on the opportunities in Southpoint Commerce Park. The Southpoint Commerce Park advertisement was adjusted and updated several times over the course of 2009 to fit a variety of media placements in *Insight on business* and the *New North Annual Report* to the community. The focus of the advertisement is to introduce and reinforce this choice business location in the region.
- B. **Relationship Marketing:** New in 2009 were two sponsorship opportunities for the City of Appleton to build its name recognition among northeast Wisconsin businesses and developers, as well as create additional opportunities for staff to have 'face time' with key business and development leaders to discuss the benefits of doing business in Appleton. These two opportunities included a sponsorship of the *New North Annual* event in December 2009 and commitment to the first annual *InDevelopment Conference*, which was held in early January 2010.
- C. **Internet Media:** In 2009, online advertising initiatives continued to play an important role for the marketing program. The City's premium membership with LoopNet was the core component of the online focus along with videos of Northeast Business Park and Southpoint Commerce Park.

LoopNet is the most heavily trafficked online commercial real estate listing service with over four million registered members and 985,000 average monthly unique visitors. All of the Northeast Business Park and Southpoint Commerce Park opportunities are listed on LoopNet in a premium location as part of the nominal membership fee for the City of Appleton.

The online videos of the Northeast Business Park and Southpoint Commerce Park continue to provide a virtual tour of the Business Parks and area amenities so prospects can get a real sense of the quality of the Parks and then follow-up with Community Development for more information.

- D. Appleton's *The Advantage* newsletter, an annual report of the Community Development Department's activity in the City of Appleton, was again published in December 2009. *The Advantage* was distributed to over 1,586 businesses and a digital copy was also placed on the Community Development website to feature the City's successes and resources year-round. The purpose of the newsletter is to raise awareness of the City's assistance, business expansion/retention projects, and the overall recognition of the quality business climate in the City.
- E. Readership of the quarterly electronic newsletter, *Vantage Point*, has grown significantly over the last three years. In 2007, the readership reached an average of 255 each quarter, up 28% from the 2006 average and in 2008 it reached an average of 280 each quarter, up 11% from the previous year. The 2009 average reader was 290 individuals, up another 3.5% from the previous year. The newsletter was created in 2004 as an instant and economical method of reaching the commercial real estate community.

- F. Changes to the Community Development website in 2009 were focused on providing timely information regarding the comprehensive plan process, advertising the availability of award nominations for the Neighborhood Revitalization Program and the Historic Preservation Commission and the application period for the Homeowner Rehabilitation Program. Significant time was devoted to decisions about the format of the redesigned website that will debut in mid-2010. Features that will enhance the website's usefulness include categorization of subjects by use instead of department, newsletter sign-up that will include alerts and announcements and the possibility of online submission of applications. The website continues to be an important tool for providing information on business resources, development processes and applications, available buildings and properties, neighborhood and housing programs and development opportunities. The website provides the information in an instant access format that meets the needs of the commercial real estate and development community regardless of whether City Hall is open. The current news portion of the site is used frequently to feature new development or development related news in Appleton.

2. The Fox Cities Economic Development Partnership

The Fox Cities Economic Development Partnership (FCEDP) is a business attraction and retention organization comprised of municipalities and organizations interested in the economic growth of the Fox Cities. In addition to fostering economic development by creating and implementing marketing programs that promote the area as an attractive location for business and industry, the FCEDP conducts retention activities to ensure the continued viability of existing business.

During the past year, the FCEDP was involved in numerous economic development initiatives including the following:

- A. The FCEDP provided continued sponsorship to the E-Seed Program. E-Seed is an innovative entrepreneurship-training program provided by the Venture Center, a partnership between Fox Valley Technical College and University of Wisconsin-Oshkosh. During 2009, the FCEDP provided partial tuition payments to six Fox Cities' individuals that successfully completed the entrepreneurship-training program.
- B. As a member of the Northeast Wisconsin Regional Economic Partnership (NEWREP), the FCEDP provides assistance to the organization with representation on NEWREP's Board of Directors and participation on the marketing committee. NEWREP was created to administer a technology zone that was created by the Wisconsin Department of Commerce in 2002. Although the technology zone is no longer in existence, NEWREP is active in other economic development activities such as conducting an annual business plan contest, staging international trade missions, coordinating a regional business retention program (Executive Pulse) and acting as a support network for New North initiatives.
- C. As a follow-up to the Martenson & Eisele study titled "Bridge to the New Economy: A Cluster-based Economic Strategy for the Fox Cities," the FCEDP conducted four industry cluster roundtable discussions in 2008 and manufacturing roundtable in 2009. More specifically, roundtables for printing, publishing, specialty paper and paper products and advanced manufacturing were conducted. For each roundtable, a SWOT Analysis (strengths, weaknesses, opportunities and threats) was completed to better understand the nature of each cluster for the successful implementation of a retention and expansion program. It is the intention of the FCEDP, in coordination with Fox Valley Technical

College, to continue the scheduling of periodic roundtables to ascertain salient issues impacting local manufacturers and identify economic opportunities.

- D. During 2009, the FCEDP continued its support of the Northeast Wisconsin International Trade Group (formerly the Highway 41 International Trade Group) to encourage foreign trade by Fox Cities' companies. In addition to holding an annual International Trade Conference in conjunction with Congressmen Steve Kagan and Tom Petri, the consortium scheduled a series of workshops and seminars on salient international issues and provided technical assistance to 37 local businesses in the Fox Cities Area.
- E. With assistance from the Northeast Wisconsin International Trade Group, the Partnership investigated the creation of a Foreign Trade Zone (FTZ) in the Fox Cities. This included the possible creation of sub zones to benefit existing industry and the potential expansion of the Brown County FTZ into the Fox Cities Area. Specific discussions were held with the Airport Director for the Outagamie County Regional Airport about the possible creation of an FTZ encompassing the Airport Industrial Park. More recent discussion has involved a logistics firm regarding the creation of a subzone.
- F. As part of a regional effort, the FCEDP provided assistance to NEW NORTH, an 18-county economic development corporation created to promote northeast and east central Wisconsin in locating business and encourage business formation.
- G. Over the past year, FCEDP provided assistance to 210 businesses. This included assistance to existing businesses as well as businesses interested in locating to the Fox Cities.
- H. During 2009, the FCEDP initiated the creation of a quarterly newsletter to inform the local business community and interested individuals of economic development projects in the Fox Cities, salient issues impacting the local business environment and activities of the FCEDP. Three issues were distributed electronically during the past year and are available on the FCEDP website.

3. Future Marketing Efforts

- A. The City will be introducing a new website in the second quarter of 2010. The Community Development Department will use the beginning of the second quarter of 2010 to transfer the website data specific to Community Development programs into the new website format. The new website will have added features including categorization of subjects by use instead of department, newsletter sign-up that will include alerts and announcements and the possibility of online submission of applications
- B. The benefits of additional sponsorship opportunities for targeted audiences will continue to be evaluated in 2010 for future marketing opportunities.
- C. Staff will analyze the format, content, distribution and timeliness of the *Vantage Point* newsletter in the first half of 2010 to improve upon this economical way to reach the commercial real estate and development community. Integrating the newsletter with the new City website will also be part of the evaluation process.

4. Marketing Programs

- A. Business Retention Program - Assisting in the retention and expansion of local industries is a top priority in the City of Appleton because nine out of ten jobs created in the City are created by existing businesses expanding their operations or by local entrepreneurs starting businesses. In 2009, the staff met with 26 businesses to resolve issues, help with retention, and assist with expansion plans.
- B. Business Recognition Program - Each year the Community Development Committee presents recognition awards to Appleton businesses to express the City's appreciation for the contributions they have made to the local economy. In 2009, the City recognized two Appleton businesses with the "Thanks Award" for choosing to relocate their businesses into new facilities in Appleton's Northeast Business Park.

Floor Source a wholesale carpet supplier recently moved into its new 12,000 square foot plus facility at 2900 North Zuehlke Drive, Suite A.

SpiraFlex, a manufacturer and wholesale supplier of quality plastic spiral binding coils used in applications such as books and notebooks, recently moved into its new 12,000 square foot plus facility at 2900 North Zuehlke Drive, Suite B.

5. Marketing Efforts ~ Vacant Buildings and New Construction

The Community Development staff was actively involved in marketing vacant commercial and industrial properties throughout 2009.

A. Downtown

The level of interest by businesses to locate in the Downtown remained high in 2009. During the last year, twenty-two new businesses opened in the Downtown, while fourteen closed for a net gain of eight. A complete listing of the new and expanded businesses is listed in the Downtown Development Section on Pages 18 and 19.

B. Northeast Business Park

Vacant Buildings Filled:

- The Scooter Store, America's leading supplier of scooters and power chairs for people with limited mobility, moved into Unit B 3000 East Enterprise Avenue.

NORTHEAST BUSINESS PARK

New Construction:

On October 19th of this year ThedaCare opened its new \$34 million, 157,569 square foot, three story Encircle Health facility in Appleton's Northeast Business Park. This is the first of several buildings planned for the 53-acre medical campus located at 2550 E. Capitol Drive just east of Guardian Life Insurance.



Encircle Health is a partnership between ThedaCare and a number of local private physicians to provide an assortment of outpatient services under one roof.

This new state-of-the-art facility combines primary and specialty care through shared registration and scheduling for all services allowing patients the care they need from multiple providers during a single visit. All Encircle Health providers share electronic medical records so everyone involved in a patient's care has access to the same information and real time updates.

ThedaCare has incorporated a number of lean practices into the facility such as standardizing the setup of the patient areas so they can operate more efficiently.

The building was built to LEED (Leadership in Energy and Environmental Design) specifications. Its features for efficiency will allow it to reduce waste, conserve energy and water, and reduce operating costs. Some of the features include solar panels for domestic water heating, HVAC designed to be 26% more efficient than industry standards, room occupancy sensors, and a dedicated heat recovery chiller that reclaims heat generated by medical equipment and sends it to the heating system for reuse. The new facility employs around 300 people.

Happy Joe's

Also opening in the fall of 2009 was Happy Joe's pizza and ice cream restaurant. The 5,800 square foot \$1 million restaurant is located at 3401 East Evergreen Drive across from the USA Sports Complex.

The new restaurant seats approximately 200 people. The facility has two private dining/party rooms with seating for approximately 30 in each room, outside seating for approximately 45 on its patio, and a kid's fun center with redemption games and prize counter. The new Appleton restaurant offers breakfast, lunch and dinner.



C. Southpoint Commerce Park

Southpoint Commerce Park is the City's newest industrial park. It is located on the southeast side of the City in one of the fastest growing areas of the Fox Cities along the Calumet Street/County KK and Hwy 441 Corridor.

The City presently has 100+ shovel-ready acres available for development. Lots range in size from 1.3 to 14.6 acres and are priced from \$40,000 to \$45,000 per acre. Included in the price are all utilities and regional stormwater detention, eliminating the need for costly on-site detention.

If the need should arise, the City has the ability to put together a 40-60 acre site for a large development.

D. Other Major Development Projects

New Construction:

Appleton Medical Center Expansion

Construction continues on an 8-story, 580,948 square foot bed tower to the Appleton Medical Center. The new 112-bed addition will replace beds in the hospital's north tower built in 1958. The bed tower will be designed to accommodate an additional three-story expansion in the future.

St. Elizabeth Hospital Expansion

In early December of this year, St. Elizabeth Hospital announced a three year \$65 million expansion and renovation plan for its facility in Appleton.

SUMMARY

The City of Appleton continues to maintain its proportionate share of the region's growth accounting for 38.5% of all the growth in the Fox Cities during 2009. Appleton's total dollar value of construction was \$101,957,386 slightly below the \$102,632,854, in 2008.

Appleton's \$81 million in commercial and industrial development accounted for 51.2% of all commercial and industrial development in the Fox Cities in 2009 and was \$11.3 million over its five-year average of \$68.7 million. Major projects included: Appleton Medical Center bed tower (\$53 million), new Copps Grocery Store (\$4.6 million), Foremost Farms expansion (\$4 million), St. Elizabeth Heart Pavilion (\$3.9 million), and Boys and Girls club expansion (\$3 million).

After six years of decline Appleton saw an increase in housing starts growing from 54 in 2008 to 74 in 2009. What is interesting is the drastic decrease in the average value of single family housing decreasing by nearly \$100,000 per unit from \$302,136 in 2008 to \$202,539 in 2009. The trend is now leaning toward the construction of smaller units.

Appleton's overall equalized value increased by \$78.06 million. The largest increase was in the commercial sector, which grew by \$79.2 million. The second area of growth was the residential sector, which grew by \$5.87 million. These gains were partially offset by a \$5.87 loss in the manufacturing sector and a \$1.07 loss in personal property.

On October 19, 2009, ThedaCare opened its new \$34 million, 157,569 square foot, three story Encircle Health facility in Appleton's Northeast Business Park. This is the first of several buildings planned for the 53 acre medical campus located at 2550 E. Capitol Drive just east of Guardian Life Insurance.

Construction continues on Appleton Medical Center's new \$53 million, 8-story, 580,948 square foot bed tower. The new 112-bed addition will replace beds in the hospital's north tower built in 1958.

In December of 2009, St. Elizabeth Hospital announced a three year \$65 million expansion and renovation plan for its facility

The level of interest by businesses to locate in the Downtown remained high in 2009. During the last year, twenty two new businesses open in the downtown, while fourteen closed for a net gain of eight.

With more than 100 acres of fully improved industrial sites in the Southpoint Commerce Park, a large selection of residential lots in the Apple Hill Farms, Glacier Ridge, and Clearwater Creek subdivisions, and as redevelopment continues downtown and on the riverfront, Appleton is well positioned to continue to grow and remain a leader in the Fox Cities.

Appendix I Contents



Appendix I

Table 1 ~	Appleton Building Permit Summary 2000-2009
Table 2 ~	Fox Cities Building Permit Totals 2000-2004
Table 3 ~	Fox Cities Building Permit Totals 2005-2009
Table 4 ~	Fox Cities Building Permit Summary 2009
Table 5 ~	Equalized Valuation of the Fox Cities 2000-2009
Table 6 ~	Equalized Valuation of the Fox Cities 2008-2009
Table 7 ~	Target District Valuations 2008-2009
Table 8 ~	Appleton's Share of Fox Cities Growth 2000-2009
Table 9 ~	Appleton Equalized Value New Construction Change 2000-2009
Table 10 ~	Appleton Population 2000-2009
Table 11 ~	Annexations 2000-2009
Table 12 ~	Annexations 2009
Table 13 ~	Final Plats 2009
Table 14 ~	Site Plans 2009

TABLE 1

CITY OF APPLETON BUILDING PERMIT SUMMARY

YEAR	2000	2001	2002	2003	2004
Single Family Permits	202	166	190	203	158
Total Value	\$38,679,165	\$31,416,172	\$38,167,906	\$40,571,950	\$33,562,200
Two Family Permits	9	6	8	10	6
Total Value	\$1,267,000	\$940,000	\$1,858,000	\$2,530,000	\$1,262,000
Multiple Units Permits	15(173 units)	17(200 units)	21(144 units)	8(224 units)	1(3units)
Total Value	\$8,470,000	\$9,894,000	\$7,500,000	\$5,589,969	\$550,000
Additions / Alterations to Dwellings	541	516	487	483	490
Total Value	\$4,610,569	\$5,678,938	\$4,714,969	\$5,731,921	\$5,323,156
Commercial & Industrial Permits	172	153	211	206	199
Total Value	\$42,605,539	\$76,490,026	\$64,899,738	\$55,234,016	\$28,092,036
Total Permits	939	858	917	910	854
Total Value	\$95,632,273	\$124,419,136	\$117,140,613	\$109,657,856	\$68,789,392

YEAR	2005	2006	2007	2008	2009
Single Family Permits	121	103	77	54	74
Total Value	\$35,494,400	\$29,209,100	\$23,098,161	\$16,315,350	\$14,987,900
Two Family Permits	8	6	5	7	4
Total Value	\$1,689,000	\$1,212,000	\$1,171,000	\$1,565,000	\$864,280
Multiple Units Permits	0	16(64 units)	8(38 units)	11(80units)	3(36units)
Total Value	\$0	\$5,360,808	\$3,407,436	\$5,988,610	\$1,530,000
Additions / Alterations to Dwellings	430	408	415	364	335
Total Value	\$6,788,633	\$5,013,154	\$4,710,221	\$4,415,042	\$3,589,613
Commercial & Industrial Permits	197	179	200	141	136
Total Value	\$80,875,785	\$50,912,242	\$56,242,670	\$74,348,852	\$80,985,593
Total Permits	756	712	705	577	552
Total Value	\$124,847,818	\$91,707,304	\$88,629,488	\$102,632,854	\$101,957,386

TABLE 2

Fox Cities Building Permit Totals 2000-2004

YEAR	2000	2001	2002	2003	2004	5 YR TOTAL
APPLETON, CITY OF						
Total Permits	939	858	917	910	854	4478
Total Value	\$95,632,273	\$124,419,136	\$117,140,613	\$109,657,856	\$68,789,392	\$515,639,270
KAUKAUNA, CITY OF						
Total Permits	219	265	259	324	276	1343
Total Value	\$21,152,019	\$28,405,025	\$36,045,970	\$28,867,574	\$21,618,850	\$136,089,438
MENASHA, CITY OF						
Total Permits	278	229	315	279	234	1335
Total Value	\$10,669,544	\$20,591,289	\$22,283,484	\$31,443,467	\$20,894,295	\$105,882,079
NEENAH, CITY OF						
Total Permits	302	292	288	346	346	1574
Total Value	\$32,396,298	\$41,794,124	\$36,930,970	\$39,091,704	\$87,687,664	\$237,900,760
GRAND CHUTE, TOWN OF						
Total Permits	486	240	566	567	430	2289
Total Value	\$75,485,014	\$68,400,884	\$83,984,176	\$62,719,650	\$74,731,255	\$365,320,979
GREENVILLE, TOWN OF						
Total Permits	283	307	215	271	333	1409
Total Value	\$30,874,774	\$44,190,679	\$23,499,850	\$26,020,753	\$42,656,213	\$167,242,269
MENASHA, TOWN OF						
Total Permits	117	255	161	251	242	1026
Total Value	\$17,734,143	\$32,154,287	\$23,210,233	\$28,270,700	\$33,662,326	\$135,031,689
VANDENBROEK, TOWN OF						
Total Permits	17	20	14	35	46	132
Total Value	\$1,806,000	\$2,096,000	\$2,180,000	\$3,419,500	\$7,884,500	\$17,386,000
COMBINED LOCKS, VILLAGE						
Total Permits	47	66	49	47	90	299
Total Value	\$5,194,775	\$8,512,500	\$6,558,500	\$8,970,400	\$14,885,440	\$44,121,615
KIMBERLY, VILLAGE OF						
Total Permits	101	64	96	67	69	397
Total Value	\$11,068,500	\$4,251,500	\$10,375,000	\$7,754,000	\$4,635,300	\$38,084,300
LITTLE CHUTE, VILLAGE OF						
Total Permits	191	126	147	224	148	836
Total Value	\$10,118,868	\$10,757,200	\$14,043,834	\$13,744,300	\$8,554,195	\$57,218,397
HORTONVILLE, VILLAGE OF						
Total Permits	99	80	63	72	52	366
Total Value	\$5,786,699	\$3,055,787	\$5,494,680	\$8,664,292	\$10,510,877	\$33,512,335
BUCHANAN, TOWN OF						
Total Permits	236	206	80	85	76	683
Total Value	\$49,099,643	\$23,334,486	\$11,148,735	\$3,884,714	\$12,843,450	\$100,311,028
HARRISON, TOWN OF						
Total Permits	283	392	463	355	221	1714
Total Value	\$31,395,793	\$41,598,369	\$47,669,076	\$37,912,077	\$20,790,676	\$179,365,991
FOX CITIES						
Total Permits	3,598	3,400	3,633	3,833	3,417	17,881
Total Value	\$398,414,343	\$453,561,266	\$440,565,121	\$410,420,987	\$430,144,433	\$2,133,106,150

TABLE 3

Fox Cities Building Permit Totals 2005-2009

YEAR	2005	2006	2007	2008	2009	10 YR TOTAL
APPLETON, CITY OF						
Total Permits	756	712	705	577	552	7,970
Total Value	\$124,847,818	\$91,707,304	\$88,629,488	\$102,632,854	\$101,956,386	\$1,086,636,637
KAUKAUNA, CITY OF						
Total Permits	220	226	227	181	152	2,251
Total Value	\$42,756,976	\$19,620,200	\$32,701,150	\$19,492,300	\$9,033,350	\$251,807,814
MENASHA, CITY OF						
Total Permits	428	159	147	192	166	2,369
Total Value	\$21,737,185	\$31,736,689	\$16,810,247	\$25,830,122	\$15,516,626	\$215,775,018
NEEANAH, CITY OF						
Total Permits	292	229	172	290	223	2,725
Total Value	\$50,835,735	\$39,521,995	\$28,290,679	\$46,769,998	\$20,770,862	\$387,402,375
GRAND CHUTE, TOWN OF						
Total Permits	435	398	465	422	421	4,377
Total Value	\$94,916,651	\$49,269,488	\$35,869,485	\$44,530,611	\$23,213,317	\$584,444,520
GREENVILLE, TOWN OF						
Total Permits	322	358	277	255	203	2,769
Total Value	\$43,367,313	\$46,286,088	\$38,976,908	\$33,061,873	\$24,725,854	\$331,863,777
MENASHA, TOWN OF						
Total Permits	257	249	197	147	155	2,005
Total Value	\$28,902,314	\$25,690,673	\$25,675,639	\$16,349,321	\$8,163,558	\$233,646,098
VANDENBROEK, TOWN OF						
Total Permits	31	13	19	7	4	195
Total Value	\$4,826,600	\$2,930,800	\$1,129,500	\$1,530,000	\$965,000	\$23,349,300
COMBINED LOCKS, VILLAGE						
Total Permits	58	36	43	25	14	451
Total Value	\$10,303,900	\$4,954,900	\$4,641,935	\$2,451,900	\$1,088,000	\$58,870,310
KIMBERLY, VILLAGE OF						
Total Permits	45	46	46	44	65	706
Total Value	\$3,240,400	\$3,049,000	\$4,133,000	\$3,718,500	\$16,067,200	\$80,484,900
LITTLE CHUTE, VILLAGE OF						
Total Permits	186	143	151	179	135	1,674
Total Value	\$19,139,305	\$12,603,000	\$12,597,790	\$30,706,000	\$3,011,400	\$138,643,145
HORTONVILLE, VILLAGE OF						
Total Permits	45	44	46	28	43	607
Total Value	\$7,249,950	\$3,872,530	\$3,225,357	\$4,624,203	\$1,459,549	\$47,723,572
BUCHANAN, TOWN OF						
Total Permits	129	149	121	47	62	1,276
Total Value	\$7,141,428	\$19,533,052	\$9,392,360	\$3,863,186	\$9,920,773	\$161,126,356
HARRISON, TOWN OF						
Total Permits	227	225	175	159	153	2,673
Total Value	\$37,732,884	\$20,217,166	\$18,212,104	\$19,373,985	\$29,067,961	\$313,329,264
FOX CITIES						
Total Permits	3,431	2,987	2,791	2,553	2,348	32,048
Total Value	\$496,998,459	\$370,992,885	\$320,285,642	\$354,934,853	\$264,959,836	\$3,915,103,086

Table 4

FOX CITIES BUILDING PERMIT SUMMARY - 2009

MUNICIPALITY	Appleton, City of	Kaukauna, City of	Menasha, City of	Neenah, City of	Grand Chute, Town of	Greenville, Town of	Menasha, Town of
Single Family Permits	74	46	39	34	30	94	31
Total Value	\$14,986,900	\$5,603,000	\$5,137,700	\$5,041,400	\$7,163,139	\$14,507,710	\$4,521,506
Two Family Permits	4	4	0	2	0	2	4
Total Value	\$864,280	\$650,000	\$0	\$470,000	\$0	\$535,000	\$960,000
Multiple Unit Permits	3(36units)	0	9(66units)	0	0	0	0
Total Value	\$1,530,000	\$0	\$8,262,240	\$0	\$0	\$0	\$0
Additions/Alterations to Dwellings	335	83	105	147	190	85	112
Total Value	\$3,589,613	\$754,400	\$1,429,517	\$1,910,912	\$2,258,374	\$1,488,011	\$1,487,752
Commercial & Industrial Permits	136	19	13	40	201	22	8
Total Value	\$80,985,593	\$2,025,950	\$687,169	\$13,348,550	\$13,791,804	\$8,195,133	\$1,194,300
Total Permits	552	152	166	223	421	203	155
Total Value	\$101,956,386	\$9,033,350	\$15,516,626	\$20,770,862	\$23,213,317	\$24,725,854	\$8,163,558

MUNICIPALITY	Vandenbroek, Town of	Combined Locks, Village of	Kimberly, Village of	Little Chute, Village of	Hortonville, Village of	Buchanan, Town of	Harrison, Town of
Single Family Permits	4	6	19	5	0	9	38
Total Value	\$965,000	\$1,088,000	\$3,135,000	\$908,000	\$0	\$2,821,000	\$6,848,000
Two Family Permits	0	0	13	1	0	0	2
Total Value	\$0	\$0	\$3,250,000	\$200,000	\$0	\$0	\$480,000
Multiple Unit Permits	0	0	0	0	0	0	0
Total Value	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Additions/Alterations to Dwellings	0	8	27	118	23	28	96
Total Value	\$0	N/A	\$392,200	\$880,400	\$179,050	\$1,650,132	\$980,531
Commercial & Industrial Permits	0	0	6	11	20	25	17
Total Value	\$0	\$0	\$9,290,000	\$1,023,000	\$1,280,499	\$5,449,641	\$20,759,430
Total Permits	4	14	65	135	43	62	153

Table 5

EQUALIZED VALUATION FOX CITIES 2000-2009						
MUNICIPALITY	2000	% of Fox Cities	2009	% of Fox Cities	\$ CHANGE 2000-2009	Share of Growth 2000-2009
Appleton, City of	\$3,085,147,000	30.62%	\$4,789,062,900	28.59%	\$1,703,915,900	25.51%
Kaukauna, City of	\$524,030,300	5.20%	\$923,842,800	5.51%	\$399,812,500	5.99%
Menasha, City of	\$687,297,500	6.82%	\$1,037,997,500	6.20%	\$350,700,000	5.25%
Neenah, City of	\$1,300,837,700	12.91%	\$1,981,348,900	11.83%	\$680,511,200	10.19%
Grand Chute, Town of	\$1,395,507,700	13.85%	\$2,472,814,700	14.76%	\$1,077,307,000	16.13%
Greenville, Town of	\$429,874,300	4.27%	\$1,008,524,000	6.02%	\$578,649,700	8.66%
Menasha, Town of	\$956,061,900	9.49%	\$1,396,855,400	8.34%	\$440,793,500	6.60%
Vandenbroek, Town of	\$81,200,500	0.81%	\$132,865,800	0.79%	\$51,665,300	0.77%
Combined Locks, Vlg.	\$148,778,800	1.48%	\$270,447,900	1.61%	\$121,669,100	1.82%
Kimberly, Village of	\$312,850,000	3.11%	\$455,946,700	2.72%	\$143,096,700	2.14%
Little Chute, Village of	\$443,489,500	4.40%	\$694,645,900	4.15%	\$251,156,400	3.76%
Hortonville, Village of	\$87,530,300	0.87%	\$169,024,100	1.01%	\$81,493,800	1.22%
Buchanan, Town of	\$308,728,600	3.06%	\$579,498,000	3.46%	\$270,769,400	4.05%
Harrison, Town of	\$313,864,300	3.12%	\$840,707,700	5.02%	\$526,843,400	7.89%
Fox Cities Total	\$10,075,198,400	100.00%	\$16,753,582,300	100.00%	\$6,678,383,900	100.00%

Table 6

EQUALIZED VALUATION FOX CITIES 2008-2009						
MUNICIPALITY	2008	% of Fox Cities	2009	% of Fox Cities	\$ Change 2008-2009	Share of Growth 2008-2009
Appleton, City of	\$4,711,007,500	28.40%	\$4,789,062,900	28.59%	\$78,055,400	35.80%
Kaukauna, City of	\$928,064,700	5.59%	\$923,842,800	5.51%	-\$4,221,900	
Menasha, City of	\$1,039,202,400	6.26%	\$1,037,997,500	6.20%	-\$1,204,900	
Neenah, City of	\$1,931,434,600	11.64%	\$1,981,348,900	11.83%	\$49,914,300	22.89%
Grand Chute, Town of	\$2,476,953,000	14.93%	\$2,472,814,700	14.76%	-\$4,138,300	
Greenville, Town of	\$993,787,800	5.99%	\$1,008,524,000	6.02%	\$14,736,200	6.76%
Menasha, Town of	\$1,435,242,400	8.65%	\$1,396,855,400	8.34%	-\$38,387,000	
Vandenbroek, Town of	\$132,086,900	0.80%	\$132,865,800	0.79%	\$778,900	0.36%
Combined Locks, Vlg.	\$274,227,900	1.65%	\$270,447,900	1.61%	-\$3,780,000	
Kimberly, Village of	\$455,817,400	2.75%	\$455,946,700	2.72%	\$129,300	0.06%
Little Chute, Village of	\$689,878,600	4.16%	\$694,645,900	4.15%	\$4,767,300	2.19%
Hortonville, Village of	\$170,747,900	1.03%	\$169,024,100	1.01%	-\$1,723,800	
Buchanan, Town of	\$552,042,700	3.33%	\$579,498,000	3.46%	\$27,455,300	12.59%
Harrison, Town of	\$798,517,600	4.81%	\$840,707,700	5.02%	\$42,190,100	19.35%
Fox Cities Total	\$16,589,011,400	100.00%	\$16,753,582,300	100.00%	\$164,570,900	100.00%

TABLE 7

Tax Incremental District Valuations									
TID#	Inception	Base Value	2008 Values	2009 Values	Total Increment	2008-2009 Increment	% Change in 2008-2009 Valuation	Avg % Annualized Change since inception	% Change in Total Valuation since inception
TID2	1991	\$4,050,900	\$16,840,600	\$17,157,900	\$13,107,000	\$317,300	1.88%	19.03%	323.56%
TID3	1993	\$18,940,800	\$79,057,000	\$79,015,800	\$60,075,000	-\$41,200	-0.05%	21.14%	317.17%
TID5	1999	\$4,669,500	\$12,091,700	\$13,912,200	\$9,242,700	\$1,820,500	15.06%	21.99%	197.94%
TID6	2000	\$12,141,600	\$70,546,000	\$100,737,100	\$88,595,500	\$30,191,100	42.80%	91.21%	729.69%
TID7	2007	\$25,657,000	\$26,305,400	\$27,485,700	\$1,828,700	\$1,180,300	4.49%	7.13%	7.13%
Total		\$65,459,800	\$204,840,700	\$238,308,700	\$172,848,900	\$33,468,000	16.34%		264.05%
*Note TID6 Base and 2009 Value adjusted to include amendend area that was added to the district.									
			2008 City Value	2009 City Value		Change in Value 2008-2009			% Change in 2008-2009 Valuation
City			\$4,711,007,500	\$4,789,062,900		\$78,055,400			1.66%

TABLE 8

Appleton's Share of Fox Cities Growth									
Year	Appleton Equalized Value	Change in Equalized Value	% Growth in Equalized Value	Fox Cities Equalized Value	Change in Fox Cities Equalized Value	Fox Cities Growth	Appleton's Share of Fox Cities Growth	Appleton's Fox Cities Market Share	Outagamie County Equalized Value
2000	\$3,085,147,000	\$162,381,400	5.56%	\$10,114,591,700	\$556,737,400	5.82%	29.17%	30.50%	\$7,940,346,900
2001	\$3,257,173,800	\$172,026,800	5.58%	\$10,959,680,600	\$845,088,900	8.36%	20.36%	29.72%	\$8,640,429,900
2002	\$3,484,190,400	\$227,016,600	6.97%	\$11,848,637,200	\$888,956,600	8.11%	25.54%	29.41%	\$9,300,910,400
2003	\$3,640,419,000	\$156,228,600	4.48%	\$12,561,216,600	\$712,579,400	6.01%	21.92%	28.98%	\$9,937,346,300
2004	\$3,897,467,400	\$257,048,400	7.06%	\$13,489,314,200	\$928,097,600	7.39%	27.70%	28.89%	\$10,597,631,000
2005	\$4,168,388,400	\$270,921,000	6.95%	\$14,311,742,200	\$822,428,000	6.10%	32.94%	29.13%	\$11,381,993,200
2006	\$4,350,186,400	\$181,798,000	4.36%	\$15,221,013,600	\$909,271,400	6.35%	19.99%	28.58%	\$12,125,795,900
2007	\$4,575,642,000	\$225,455,600	5.18%	\$15,965,838,600	\$744,825,000	4.89%	30.27%	28.66%	\$12,846,626,500
2008	\$4,711,007,500	\$135,365,500	2.96%	\$16,589,011,400	\$623,172,800	3.90%	21.72%	28.40%	\$13,398,096,800
2009	\$4,789,062,900	\$78,055,400	1.66%	\$16,753,582,300	\$164,570,900	0.99%	47.43%	28.59%	\$13,487,310,900

TABLE 9

Appleton Equalized Value New Construction Change
2000 - 2009

		2000			2001			2002		
		1999 Equalized Value	\$ Amt of New Construction	% Chg	2000 Equalized Value	\$ Amt of New Construction	% Chg	2001 Equalized Value	\$ Amt of New Construction	% Chg
Residential	Total	2,080,830,800.00	50,101,200.00	2.41%	2,189,557,800.00	56,332,600.00	2.57%	2,335,710,900.00	43,613,800.00	1.87%
Commercial	Total	584,395,000.00	19,468,800.00	3.33%	613,661,300.00	28,237,400.00	4.60%	641,590,800.00	31,366,400.00	4.89%
Manufacturing	Total	133,713,800.00	11,071,900.00	8.28%	148,000,600.00	5,724,700.00	3.87%	155,606,700.00	3,170,900.00	2.04%
Agriculture	Total	574,000.00	0.00	0.00%	191,500.00	0.00	0.00%	88,700.00	0.00	0.00%
Swamp & Waste	Total	400.00	0.00	0.00%	400.00	0.00	0.00%	300.00	0.00	0.00%
Forest	Total	0.00	0.00	0.00%	0.00	0.00	0.00%	0.00	0.00	0.00%
Total Real Estate	Total	2,799,514,000.00	80,641,900.00	2.88%	2,951,411,600.00	90,294,700.00	3.06%	3,132,997,400.00	78,151,100.00	2.49%

		2003			2004			2005		
		2002 Equalized Value	\$ Amt of New Construction	% Chg	2003 Equalized Value	\$ Amt of New Construction	% Chg	2004 Equalized Value	\$ Amt of New Construction	% Chg
Residential	Total	2,512,795,100.00	43,436,100.00	1.73%	2,632,910,700.00	55,367,500.00	2.10%	2,849,025,500.00	76,874,500.00	2.70%
Commercial	Total	677,369,900.00	34,647,700.00	5.12%	730,141,900.00	34,435,100.00	4.72%	769,877,500.00	33,511,000.00	4.35%
Manufacturing	Total	161,267,900.00	4,562,800.00	2.83%	166,878,700.00	936,400.00	0.56%	162,323,100.00	368,700.00	0.23%
Agriculture	Total	10,200.00	0.00	0.00%	175,100.00	0.00	0.00%	114,800.00	0.00	0.00%
Swamp & Waste	Total	0.00	0.00	0.00%	0.00	0.00	0.00%	0.00	0.00	0.00%
Forest	Total	0.00	0.00	0.00%	0.00	0.00	0.00%	0.00	0.00	0.00%
Total Real Estate	Total	3,351,443,100.00	82,646,600.00	2.47%	3,530,106,400.00	90,739,000.00	2.57%	3,781,340,900.00	110,754,200.00	2.93%

		2006			2007			2008		
		2005 Equalized Value	\$ Amt of New Construction	% Chg	2006 Equalized Value	\$ Amt of New Construction	% Chg	2007 Equalized Value	\$ Amt of New Construction	% Chg
Residential	Total	3,037,505,700.00	64,697,800.00	2.13%	3,166,884,400.00	62,890,500.00	1.99%	3,290,059,300.00	46,349,900.00	1.41%
Commercial	Total	849,241,500.00	31,393,900.00	3.70%	902,932,600.00	43,816,100.00	4.85%	999,968,900.00	47,644,600.00	4.76%
Manufacturing	Total	1,561,466,000.00	6,183,100.00	3.96%	1,528,082,200.00	15,891,000.00	1.04%	1,543,390,300.00	4,383,000.00	0.28%
Agriculture	Total	160,800.00	0.00	0.00%	153,700.00	0.00	0.00%	191,900.00	0.00	0.00%
Swamp & Waste	Total	141,500.00	0.00	0.00%	205,800.00	0.00	0.00%	319,800.00	8,000.00	2.50%
Forest	Total	30,000.00	0.00	0.00%	0.00	0.00	0.00%	5,600.00	0.00	0.00%
Total Real Estate	Total	4,043,226,100.00	102,274,800.00	2.53%	4,222,984,700.00	108,295,700.00	2.56%	4,444,935,800.00	94,440,800.00	2.12%

		2009			2010			2011		
		2008 Equalized Value	\$ Amt of New Construction	% Chg	2009 Equalized Value	\$ Amt of New Construction	% Chg	2010 Equalized Value	\$ Amt of New Construction	% Chg
Residential	Total	3,336,713,800.00	42,282,800.00	1.27%	3,342,586,600.00					
Commercial	Total	1,070,831,900.00	39,849,500.00	3.72%	1,150,032,500.00					
Manufacturing	Total	1,586,858,000.00	38,390.00	0.24%	1,528,111,000.00					
Agriculture	Total	208,900.00	0.00	0.00%	204,900.00					
Swamp & Waste	Total	354,800.00	0.00	0.00%	286,700.00					
Forest	Total	0.00	0.00	0.00%	0.00					
Total Real Estate	Total	4,566,795,200.00	82,516,200.00	1.81%	4,645,921,700.00					

TABLE 10

Appleton Population

County	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Outagamie	58,301	58,674	59,257	59,522	59,738	59,895	59,870	60,020	60,170	60,200
Calumet	10,974	11,133	11,222	11,234	11,241	11,237	11,195	11,200	11,195	11,240
Winnebago	812	816	869	893	916	953	939	938	932	960
Total	70,087	70,623	71,348	71,649	71,895	72,085	72,004	72,158	72,297	72,400
Percent Change		0.76%	1.03%	0.42%	0.34%	0.26%	-0.11%	0.21%	0.19%	0.14%

TABLE 11

Annexations

YEAR	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	Total
Acres	105.3650	50.2600	1107.5028	7.4450	311.9080	0.5870	339.3440	21.1828	9.1880	19.0760	1971.8586
Population	3	10	47	4	4	3	9	7	3	8	98

TABLE 12

ANNEXATIONS - 2009										
Last Updated: 1/6/10										
TAX KEY NUMBER	ORD #	PROJECT NAME/ CONTACT	LOCATION	CPC DATE/ ACTION	DATE IN CITY	ZONING	ACRES	POP	NOTES	
1-6464	85-09	Sprecher -Landon and Brooke Sprecher	805 E Apple Creek Road	05-26-09 Approve	7-7-09	R-1B	.87	2		
ROW	135-09	Midway Road -City of Appleton	Extension of Midway b/t Lake Park and Solitude	06-08-09 Approve	7-21-09	R-1B	3.805	0		
1-8224	145-09	Van Camp -Jaime and Lisa Van Camp	W of and abutting 1230 Apple Creek Rd, approx. 800' W of Intersection of Edgewood and Apple Creek	08-10-09 Approve	9-22-09	R-1B	1.05	0		
ROW	147-09	Midway Road and CTH LP -City of Appleton	Extension of Midway b/t Lake Park and Coop, Lake Park b/t Parkside and Midway	08-24-09 Approve	10-13-09	R-1B	7.991	0		
1-9210-3 1-9210-4 1-9210-5 1-9210-6 1-9210-7	188-09	Broadway -Jean Riley, Jerome Monson, Ken Wyngaard, Kelly Wyngaard, Tim Smith, Linda Smith, Carolyn Schuh	SE corner of Lanser La and Broadway Dr	10-26-09 Approve	12-8-09	R-1B	5.36	6		
							Total Acres = 19.076	Total Population = 8		

TABLE 13

FINAL PLATS - 2009										
TAX KEY NUMBER	DATE	PROJECT NAME/ CONTACT	LOCATION	ACRES	CPC DATE/ ACTION	CC DATE/ ACTION	ZONING	IN-CITY # LOTS	OUT-CITY # LOTS	NOTES
	6-17-09	Calumet Center 2 -Davel Engineering	South side KK, E of Kohl's	1.8092	6-22-09 Approve	07-01-09 Approve	Local Commercial	0	2	Buchanan
	7-13-09	Grand Plaza -Ryan Wilgreen	College/Blue Mound	11.403	7-20-09 Approve	08-05-09 Approve	PUD (Planned Unit Development)	0	5	Grand Chute
							Total new City lots = 0	Total new Out-of-City lots = 7		

TABLE 14

SITE PLAN REVIEW LOG - 2009									
Noncompliance Cases : PENDING = P CLOSED = C									
Last Updated: 12/14/09									
TAX KEY NUMBER	DATE/NUMBER	PROJECT NAME/CONTACT	LOCATION	ZONING	APPROVAL DATE	CONDITIONS	SCOPE OF WORK	REV. MGR.	NON-COMP
9-5000-4	1/20/09 09-01	BTS Properties, LLC Stephen Gries	3111 Calumet	PD/C-2	2/12/09		Multi-tenant building	JT	
5-9483	1/27/09 09-02	Marian University Matthew Clementi	720 Association	C-2	6/25/09		Parking lot expan.	JT	
4-5710-3	2/17/09 09-03	MediaFLO USA, Inc. Janice Manley	2800 E College	C-2	4/9/09	Vinyl slats in fence	Antenna/ Cabinets	JT	
6-7667	3/17/09 09-04	Yum! Brands Ben Hamblin	421 W Northland	C-2	5/14/09	San. Sewer Rezoning	Restaurant	JT	
	3/24/09 09-05	St. Matthew Church Paul Phillips	129 S Mason	PD/P-I	4/28/09		Parking lot/move garage/demo res home	DH	
1-7250-5	3/24/09 09-06	Cypress Homes Jeff Rustick	Gazebohill/Lucyly	PD/R1-A	5/13/09	Dev. Agree., Easement	Single fam. Condos	JT	
1-6510-6	4/28/09 09-07	Happy Joe's Ken Dibileus	E Evergreen	PD/C-2	9/7/09	Erosion		JT	
5-1735-6	5/18/09 09-08	FV Lutheran Home Aaron Madsen	425 N Linwood	R-3	10/13/09		Community room addition.	JT	
1-6535-1	6/9/09 09-09	Memorial Park Thomas Katers	1819 Witzke	R-1A	6/23/09		Parking lot reconstruction	JT	
1-6551-03	6/23/09 09-10	Fox Cities Eye Clinic Joel Ehrfurth	1301 E Northland	PD/C-2	8/18/09		Bldg/pkg additions	JT	
1-0506 1-0756-1 1-0557	6/25/09 09-11	Lawrence University Pat Skalecki	501 E College	P-I	8/14/09		Accessory structures	JT	
6-1088	7/14/09 09-12	Winch Trust Christina Winch	424 E Wisconsin	C-2	8/3/09		Parking lot reconstruction	JT	
3-0950 3-0958 3-0962	7/27/09 09-13	Boys & Girls Club Steve Borsecnik	117 S Locust	CBD	10/22/09		Bldg. and parking add.	JT	
5-1735-03	08/18/09 09-14	KMT Properties Tom Halverson	1849 Packard	M-2	09/09/09		Parking/ loading	JT	
5-1147 5-1148-1	08/25/09 09-15	Jamie Boyce Calvin Tollefson	204 & 208 N Richmond	CBD	09/22/09		Parking lot	JT	
5-2661	09/01/09 09-16	Baumgart Tire Joe Cartwright	914 W Wisconsin	C-2	09/11/09		Bldg. addition	JT	
1-4315-01	09/8/09 09-17	CMD Corp. Mark Heindel	2901 E Pershing	M-1	9/16/2009		Pkg. Lot reconstruct	JT	
1-6510-38	09/08/09 09-18	Ortho. And Sports Med. T. Schneider	2105 Enterprise	C-2	10/13/09		Bldg./Pkg. Additions	JT	
7-0001	09/22/09 09-19	FV Warming Shelter Mark Keating	1924 W College	C-2			New bldg./ pkg lot	JT	
1-4315-05	09/22/09 09-20	Appleton Marine Jeff Rustick	3030 E Pershing	M-1	10/20/09		Pkg. Lot addition	JT	
6-5508-01	10/07/09 09-21	City of Appleton Utilities Scott Beduhn	4603 N Moss Rose La	R-2	10/28/09		Utility structure	JT	
2-0602	10/07/09 09-22	Van Linn's Dave Van Linn	540 N Oneida	C-2	10/16/09	Lower catch basin	Parking lot reconstruction	JT	
3-1321	10/13/09 09-23	Foremost Farms Lew Kollmansberger	1815 W Spencer	M-2	12/14/09		Building additions	JT	
1-6651-15	10/20/09 09-24	August Winter & Sons Pete Kuehl	2323 Roemer	M-1	10/29/09	Erosion Control issues	Accessory structure addition	JT	
8-2005	11/03/09 09-25	Copps McMahon	511 W Calumet	C-2	12/10/09	DOT Permit Erosion	New bldg./ pkg lot	JT	
	12/07/09 09-26	Rennes Group Aaron Madsen	325 E Florida Ave	R-3			Bldg. addition	JT	

Appendix II

Contents



Appendix II

- Map A ~ Tax Incremental Financing District #2, #3
- Map B ~ Tax Incremental Financing District #5
- Map C ~ Tax Incremental Financing District #6
- Map D ~ Tax Incremental Financing District #7
- Map E ~ Tax Incremental Financing District #8
- Map F ~ Appleton Redevelopment Project #18
- Map G ~ Memorial/Mason Neighborhood Revitalization Program Map
- Map H ~ North Central Neighborhood Revitalization Program Map
- Map I ~ Northeast Business Park
- Map J ~ Southpoint Commerce Park

City of Appleton

Tax Increment Finance District 5



Map B

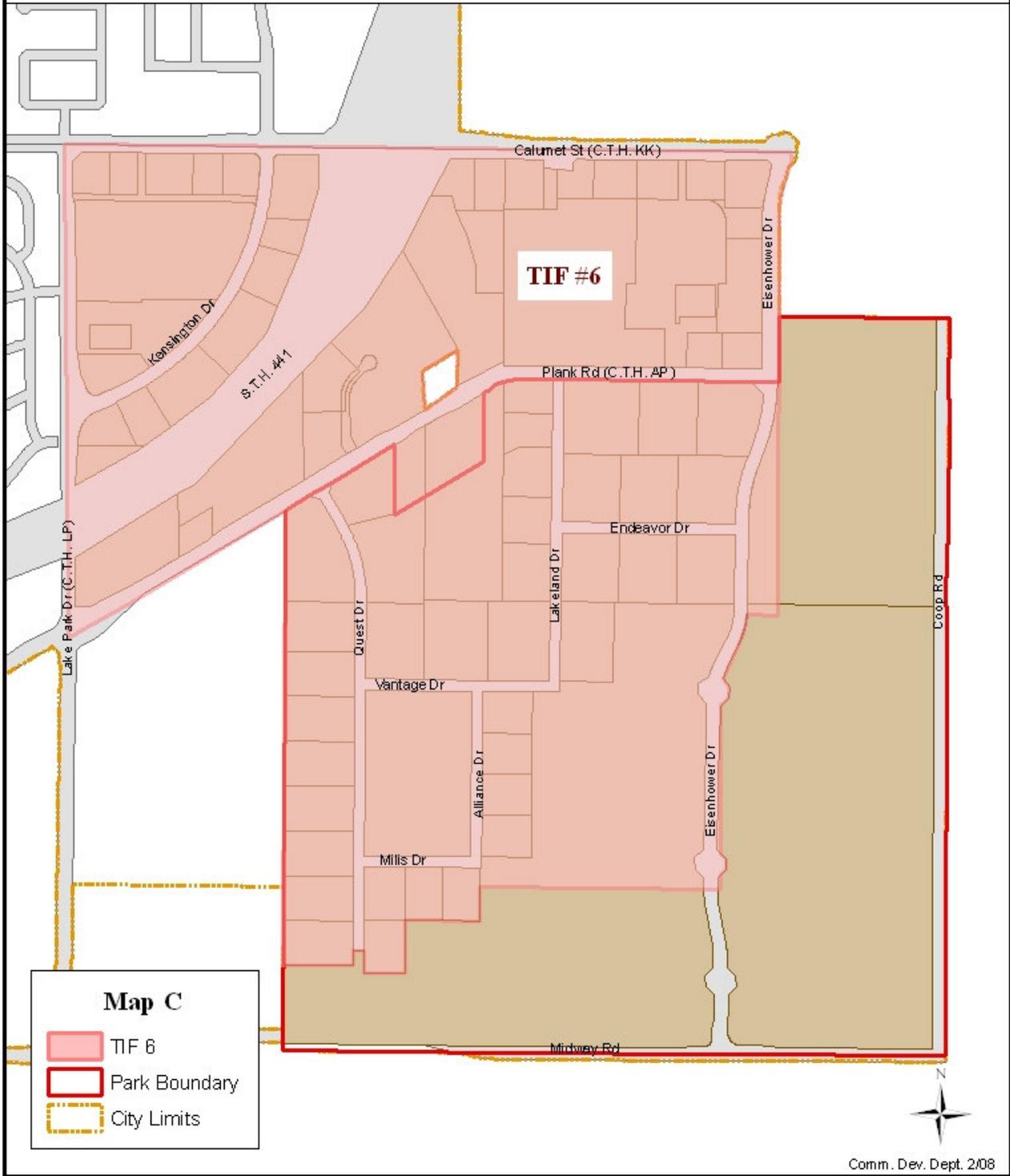
-  TIF 5
-  Parcel



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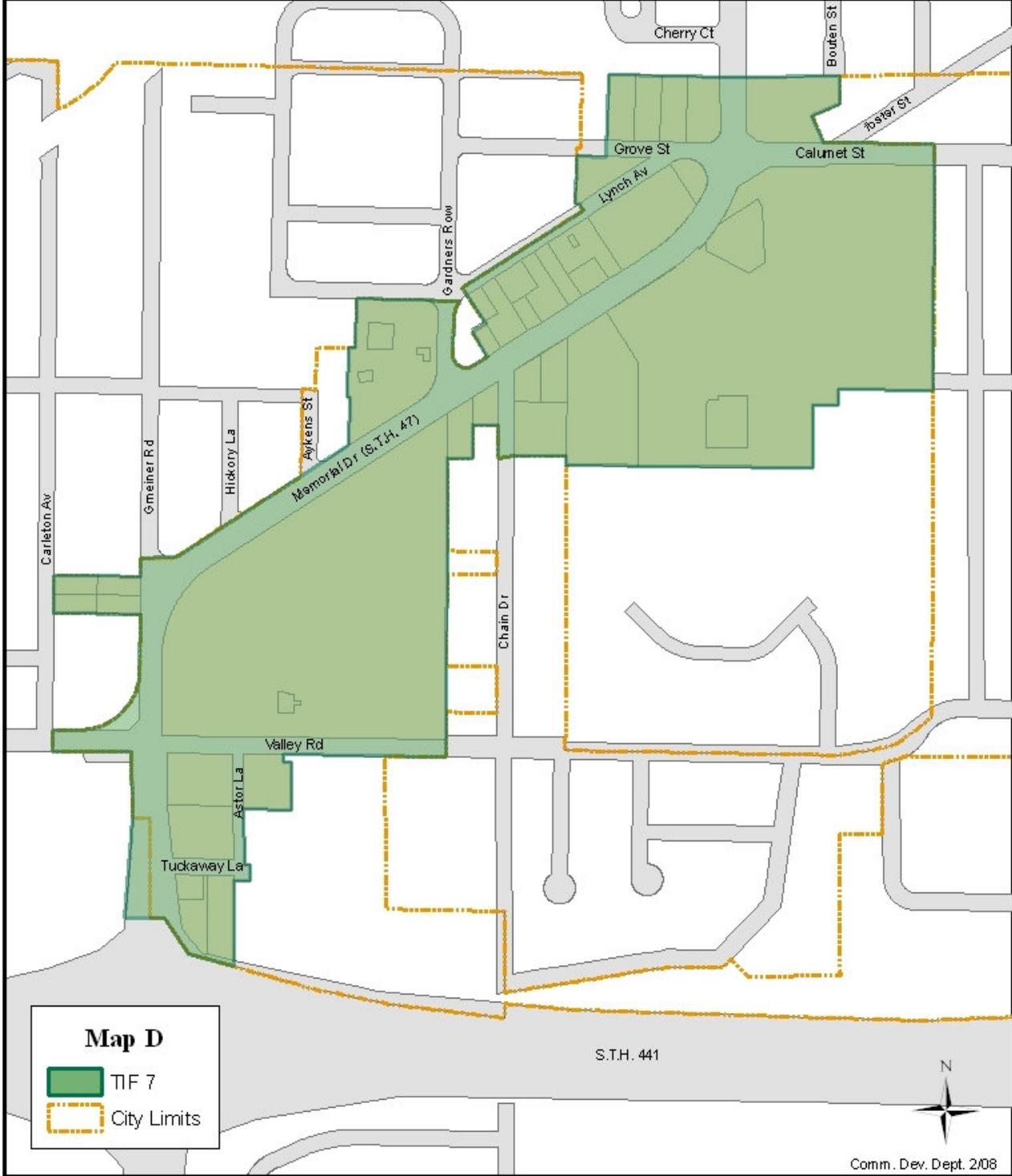
City of Appleton

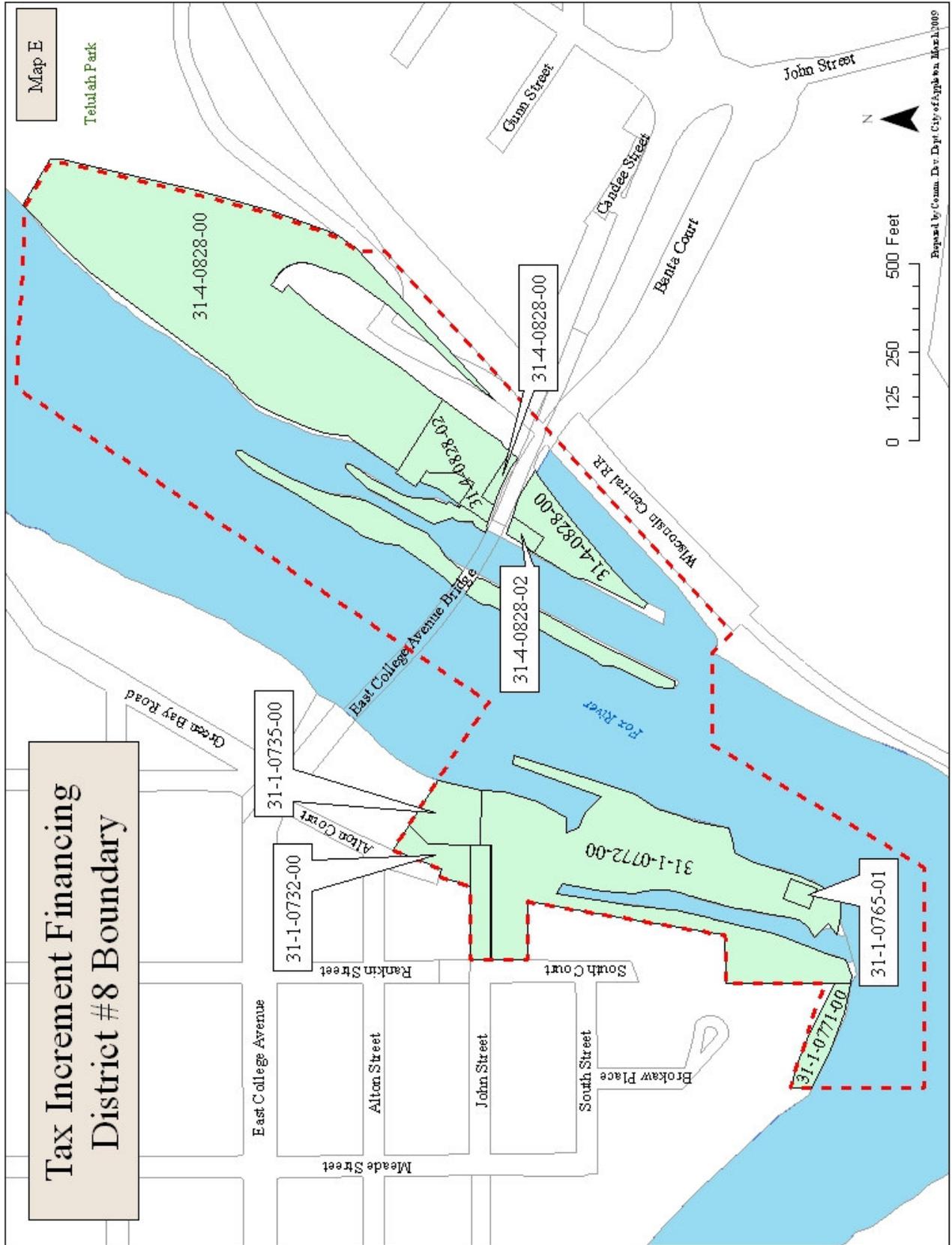
Tax Increment Finance District 6



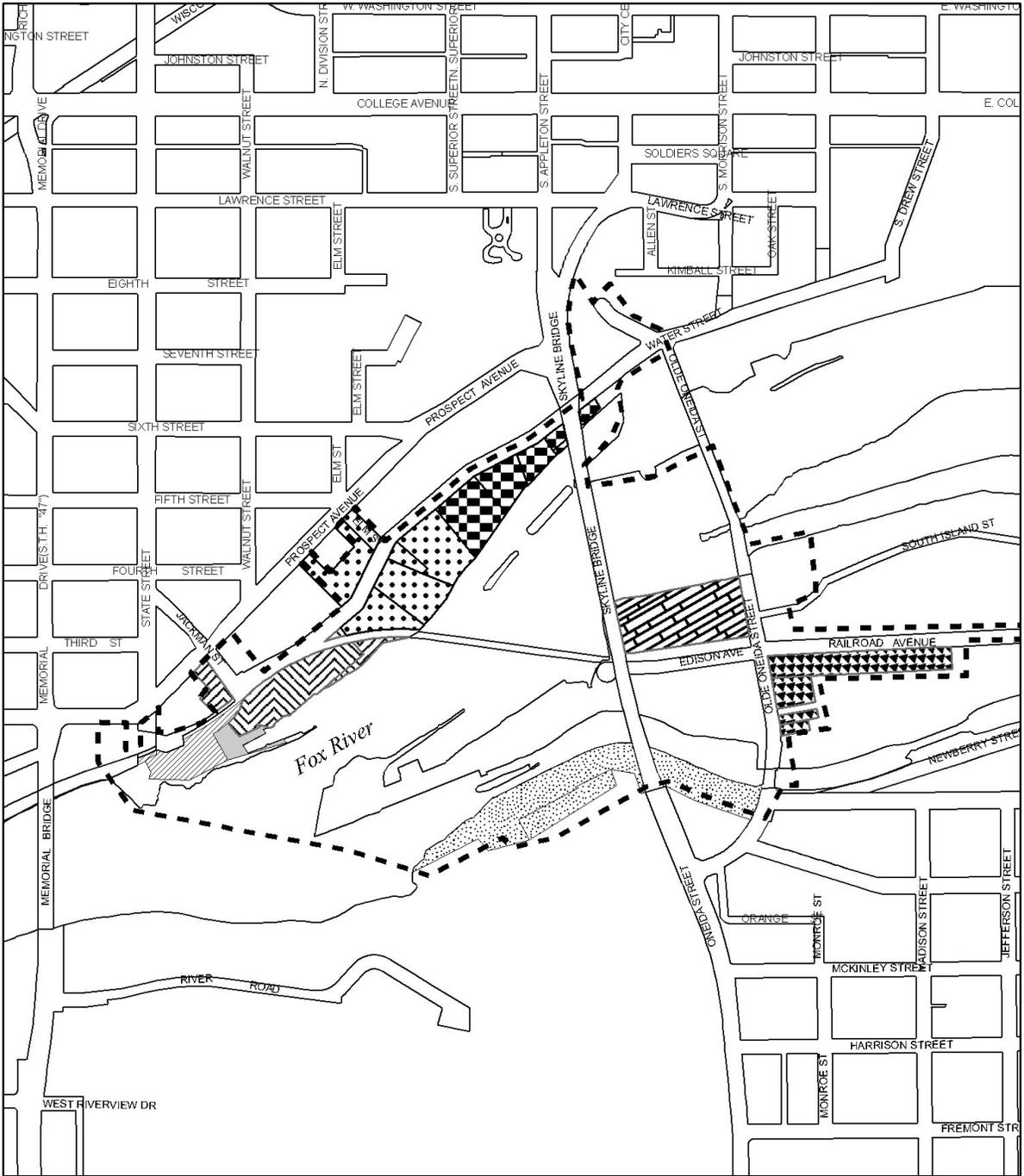
City of Appleton

Tax Increment Finance District 7





MAP F



Appleton Redevelopment Project #18

- | | | |
|---|---|--|
|  Atlas Mill |  Heritage Park |  Water Treatment Plant Property |
|  Fratello's |  Railroad Avenue/Olde Oneida Street Properties |  WE Energies |
|  Fox River Navigation System Authority |  Trolley Square |  ARP18 |



Comm. Dev. Dept.
01/07

Memorial/Mason NRP 2007-09

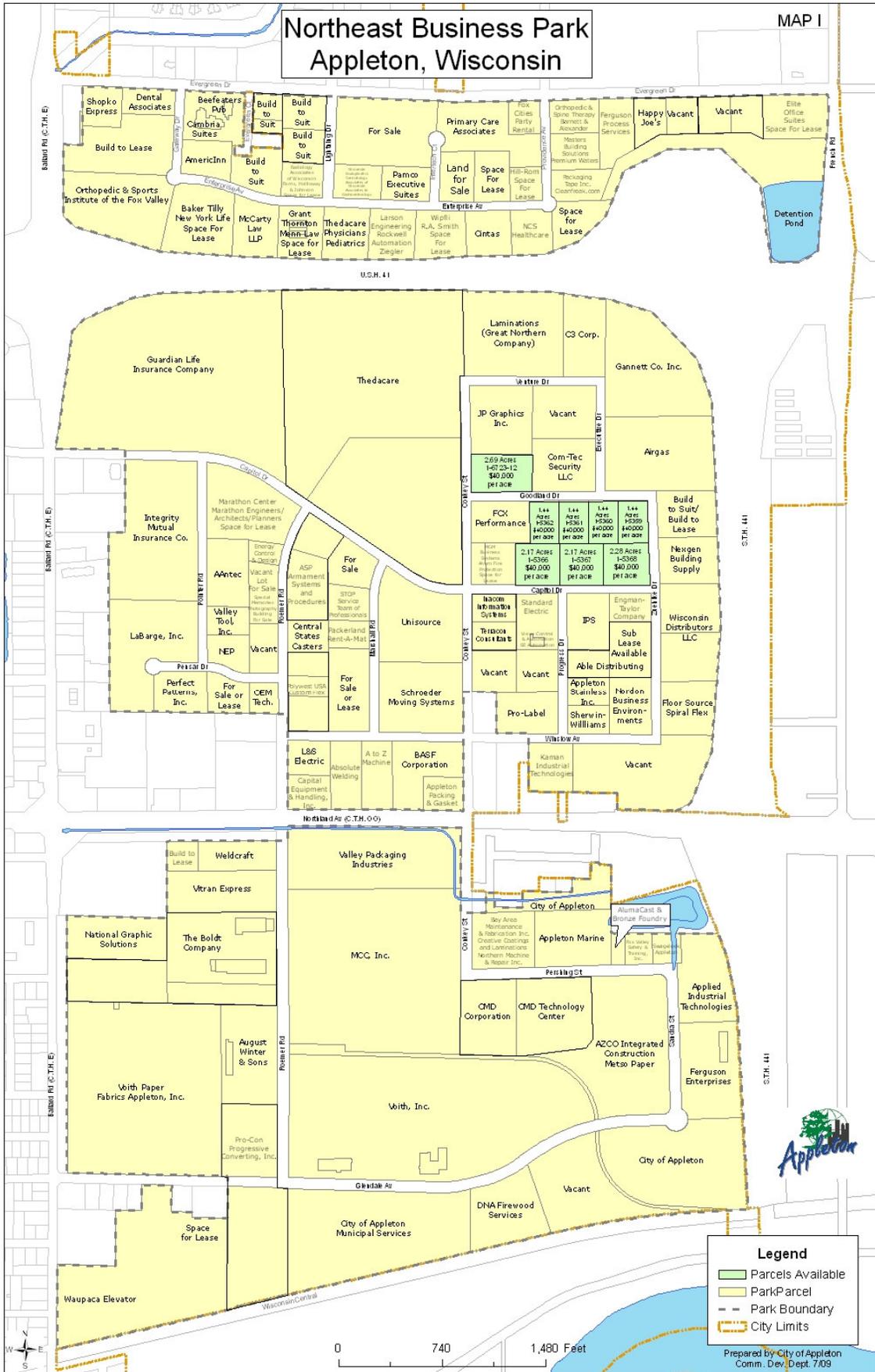


May 2007
Comm. Dev. Dept.



Northeast Business Park Appleton, Wisconsin

MAP I



Legend

- Parcels Available
- Park Parcel
- Park Boundary
- City Limits

0 740 1,480 Feet

Prepared by City of Appleton
Comm. Dev. Dept. 7/09

