

# Goal



— COMMUNITY *of* —  
**LAKE PARK**

**E**nhance the financial health of the City of Menasha and create vibrant new neighborhoods to better serve the housing needs of our future residents.



# Success

*noun*

1. the favorable or prosperous termination of attempts or endeavors; the accomplishment of one's goals.
2. the attainment of wealth, position, honors, or the like.
3. a performance or achievement that is marked by success, as by the attainment of honors: *The play was an instant success.*
4. a person or thing that has had success, as measured by attainment of goals, wealth, etc.: *She was a great success on the talk show.*



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**LAKE PARK**

**A**fter experiencing five years without a vacant lot sale, the Lake Park Neighborhoods are again growing, contributing to the financial well being of the city and bringing new residents to Menasha.

# Achievements

- ✓ Purchase of the Van de Hey farm
- ✓ Development of Lake Park Square & Lake Park Villas
- ✓ Marketing of raw land, creation of TIF 12 and transfer of development land to Redevelopment Authority
- ✓ Creation of development agreements with two residential developers
- ✓ Secured marketing and sales teams
- ✓ Award of park grant
- ✓ Accelerated lot sales and development





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LAKE PARK

New Taxable Value  
in former Van de Hey  
farm area

\$19,627,300 as of 1/1/13

In 1999 the city purchased the Van de Hey farm for \$ 1,663,700.

### Progression

- ✓ Secured growth area and boundary agreement with Town of Harrison / Appleton
- ✓ Secured sewer service agreement with Waverly Sanitary District
- ✓ Development of Lake Park Villas and Lake Park Square
- ✓ Creation of TIF 12
- ✓ Transfer of property to the city's redevelopment authority
- ✓ Development agreements with the Ponds of Menasha and Cypress Homes

## Achievements

- ✓ Infrastructure installed for 15 lots
- ✓ Four new commercial buildings
- ✓ Commercial lots transferred to Menasha Redevelopment Authority
- ✓ Marketing plan being implemented
- ✓ Commercial brokers listing vacant lots



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Lake  
Park  
SQUARE

Constructed Businesses  
4

Lots Sold  
5

Available Sites  
10

Taxable Value  
\$ 4,700,200

The Menasha Redevelopment Authority has taken responsibility for the marketing and sale of the available properties within the homeowners association.

## Achievements

- ✓ Ark Media commissioned to develop a marketing strategy
- ✓ Implementation of a new website for the Community of Lake Park
- ✓ Coldwell Banker, the Real Estate Group contracted to list properties including MLS listing & pricing
- ✓ Restated covenants to remove obsolete information and clarified lot descriptions



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Completed Homes  
46

Available Sites  
63

Taxable Value  
\$ 12,513,800

The Cottages at Lake Park is a 16 unit residential condominium development, being constructed by Cypress Homes under a 2011 development agreement with the City of Menasha.

**Achievements**

- ✓ Installation of road and utilities at developers expense
- ✓ First payments of over \$32,000 for land



- ✓ 2 homes purchased
- ✓ 2 homes under construction
- ✓ 2 homes presold

COMMUNITY of  
**LAKE PARK**

*the Cottages*  
of LAKE PARK

Sites Sold  
5

Model Home  
1

Available  
10

Taxable Value  
\$882, 200



Homes Built/Under Construction  
26  
Presold Lots  
1  
Sites Available  
97  
Taxable Value  
\$3,194,800 (12/31/12)  
\$4,500,000 (4/1/13 estimated)

COMMUNITY of  
**LAKE PARK**

*the*  
**Ponds**  
OF MENASHA

A development agreement with Ponds of Menasha was signed in 2011 leading to construction of 26 new homes by Lexington Homes

### Achievements

- ✓ 41 acres purchased by Ponds of Menasha
- ✓ Infrastructure installed at developers expense for Phase I based on concept plan
- ✓ Marketing campaign by developer
- ✓ Will meet \$2.5 million minimum value in 2013 for incentive payments in 2014
- ✓ Purchased 27 lots at \$5,700
- ✓ Provided notice of future sidewalks and streets to purchasers



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**LAKE PARK**

**East Side  
Neighborhood Park**

In the planning stage for almost a decade, this park will help fulfill the recreation needs of long time residents in several subdivisions as well as over 150 lots available for development in the area.

**Details**

- ✓ 5.24 acres partially wooded including small pond
- ✓ Funding:  
\$60,098 Stewardship Grant  
\$62,092 Parkland dedication fund
- ✓ Plans to be developed for playground and pavilion
- ✓ Land transfer in spring of 2013