



**BRILLION WORKS**  
DISTRICT



## Unique Mixed-Use Development Opportunity

*Image is conceptual and does not reflect offering*

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### Highway 10 | Brillion, WI

Central Wisconsin's New Mixed-Use Development

*Potential for:*



Apartments



Office



Retail



Industrial



## Development Overview

The Highway 10 Development has the potential to transform the Wisconsin community of Brillion. This unique development opportunity, a 120-acre property located off Highway 10, is just under 30 miles from Appleton, Green Bay and Manitowoc. The central location draws a wide variety of workforce and customers regionally as well as regular vehicle traffic. With current zoning allowing for a variety of mixed uses, the large, TIF-incentivized site is a prime spot for development that could range in use.

### Brillion Development

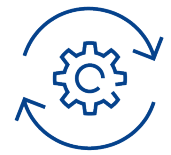
Highway 10 | Brillion, Wisconsin

<b>Price</b>	Contact Broker
<b>Total Land Area (AC)</b>	1 - 90 Acres
<b>Total Parcels</b>	10
<b>Zoning</b>	I-1 Light Industrial, A-2 Agribusiness

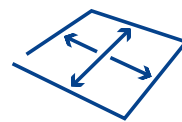
[Click Here](#)  
to view Development website



Located in TIF District



Flexible-Use Site



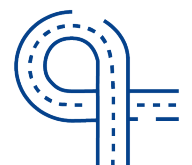
Lot Size 120 Acres



90 Acres Available



Prime Central WI Location



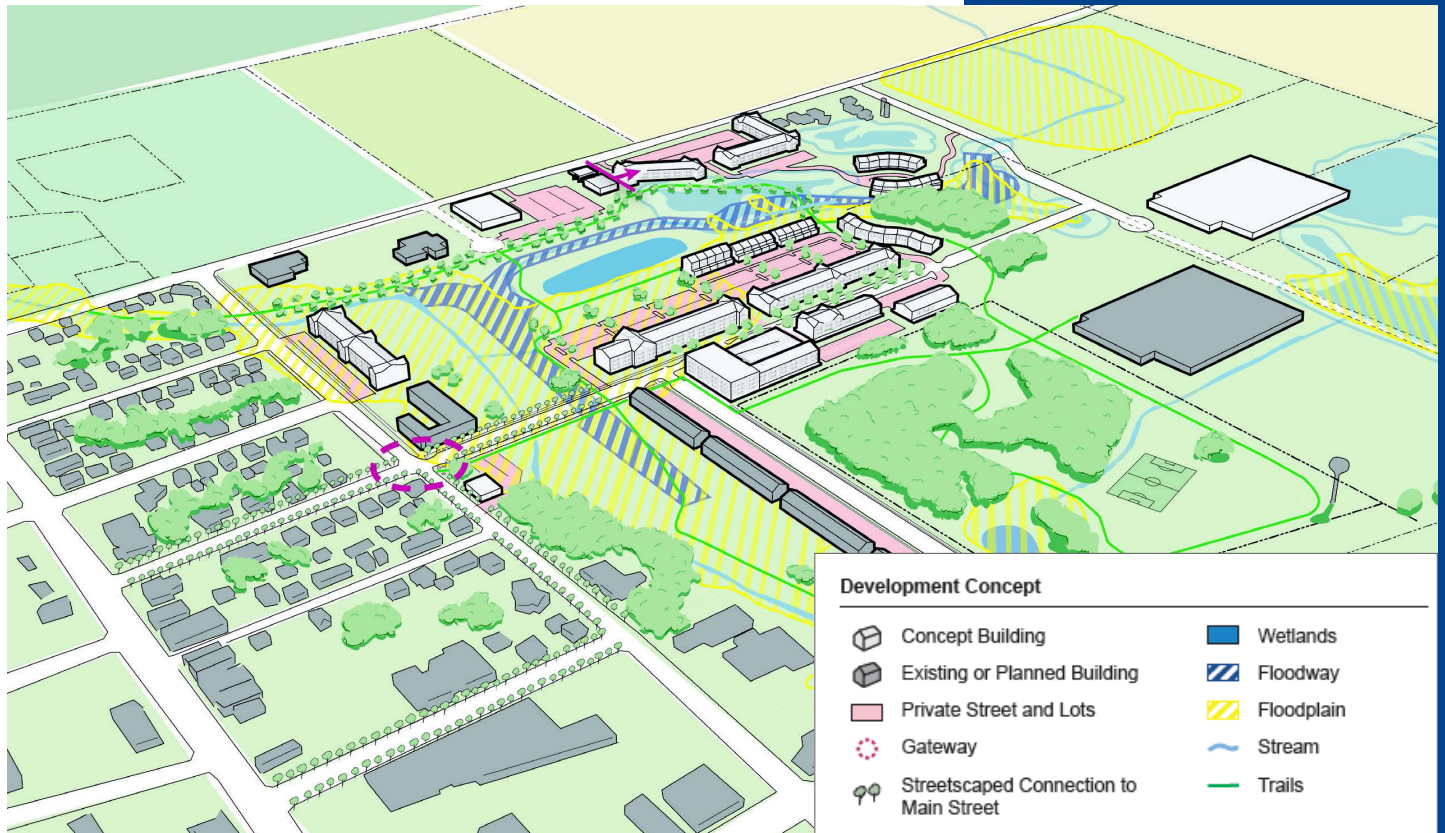
Effortless Access to Highway 10

# Potential Use

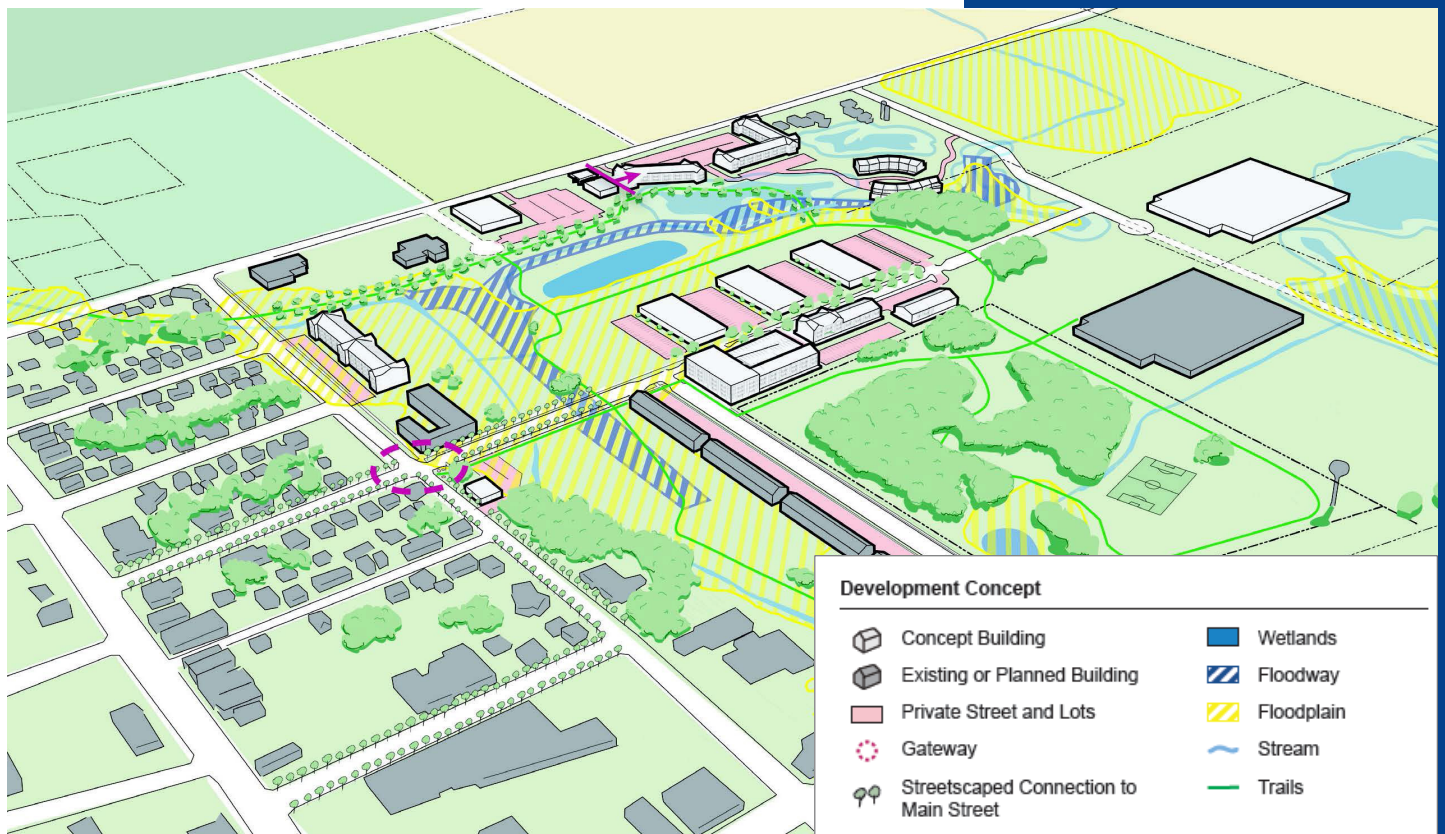
With current zoning allowing for a variety of uses, the site is primed for development. Uses include retail, medical office, light industrial/warehouse, multi-family living, hotel, multi-tenant strip center and more.



# Conceptual Site Plan 1



# Conceptual Site Plan 2



# Area Development

## New Development on Site



Brillion Early Learning Center (Opened August 2021)



Bellin Health Clinic (Opened October 2023)



AriensCo - The Foundry

# Demographics | Brillion, WI

[Click Here](#)  
to learn more about Brillion



**Population**  
3 mi: 2,367  
5 mi: 7,763  
10 mi: 45,246



**Daily Population**  
3 mi: 2,930  
5 mi: 7,620  
10 mi: 35,631



**Households**  
3 mi: 886  
5 mi: 3,066  
10 mi: 17,459



**Household Income**  
3 mi: \$77,717  
5 mi: \$74,469  
10 mi: \$81,891

## Notable Businesses in Calumet County



### Driving Times from Brillion, WI

Highway 10 Immediate	Appleton 32 Mins.	Green Bay 38 Mins.	Fond Du Lac 60 Mins.	Manitowoc 35 Mins.	Oshkosh 45 Mins.	Sheboygan 55 Mins.
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### Driving Times from Appleton MSA

Highway 7 Mins.	Brillion 32 Mins.	Green Bay 34 Mins.	Fond Du Lac 42 Mins.	Manitowoc 60 Mins.	Oshkosh 24 Mins.	Sheboygan 80 Mins.
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# Employment | Calumet County, WI

28.9k

Total Employees in 2021

4.46%

Employment Growth from 2020 to 2021

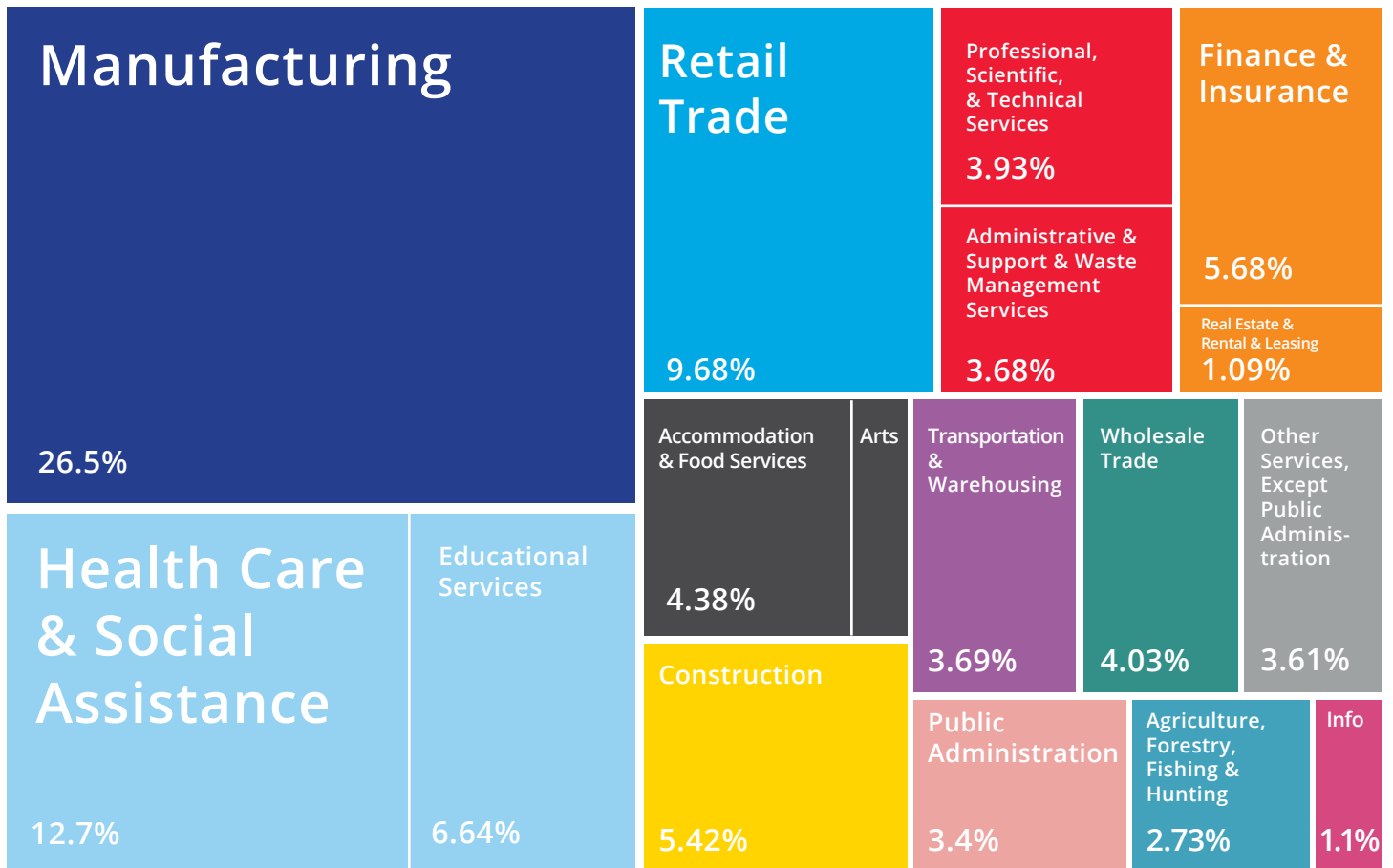
7,661

People in Manufacturing Occupations Most common Job Group

3,670

Health Care & Social Assistance Employees 2nd Most common Job Group

## Employment by Industries | 2021



Source: the Census Bureau ACS 5-year Estimate. This chart shows the share breakdown of the primary industries for residents of Calumet County, WI, though some of these residents may live in Calumet County, WI and work somewhere else. Census data is tagged to a residential address, not a work address.

# Continued Growth

Research has shown that mixed-use developments provide commercial real estate owners and investors with a diverse market of renters, a consistent flow of income, and promote community sustainability efforts.\* With the the projected population growth of Brillion by 2028 steady, the potential for the Highway 10 Development to grow in value is high.

## Brillion, Wisconsin Growth Projections | 2028 \*\*

46,053

Population

1.7% increase over 2023

17,960

Households

2.8% increase over 2023

92,802

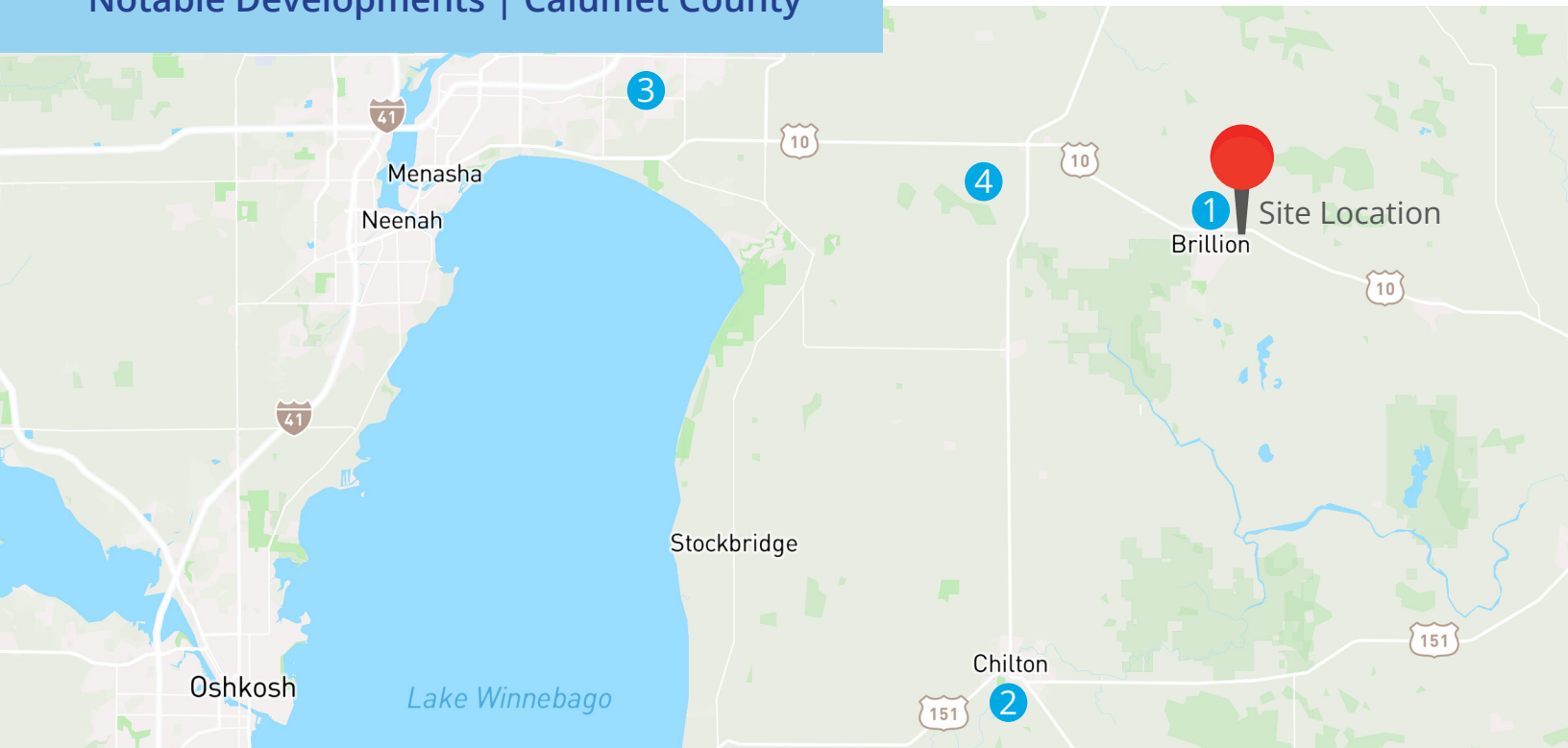
Household Income

13.3% increase over 2023

\*\*Within 10 mile radius

\*per JPMorgan Chase & Co.

## Notable Developments | Calumet County



1

Property Name: City Center Apartments

Address: 203 N Main St, Brillion, WI 54110

Property Type: Multifamily

SF/Units: 62,500 SF/40 units

Delivered: 6/1/2021

2

Property Name: Uptown Commons Senior Apartments

Address: 49 W Main St, Chilton, WI 53014

Property Type: Multifamily

SF/Units: 77,494 SF/40 units

Delivered: 8/1/2019

3

Property Name: Southpoint Commerce Park Phase II

Address: 3725 E Milis Dr, Appleton, WI 54915

Property Type: Industrial

SF/Units: 249,720 SF

Delivered: 6/1/2023

4

Property Name: Harrison Estates

Address: N9619 Friendship Dr, Kaukauna, WI 54130

Property Type: Multifamily

SF/Units: 120,000 SF/ 120 units

Delivered: 11/1/2021



**Non-Residential Customers**

Wisconsin law requires all real estate licensees to give the following information about brokerage services to prospective customers.

Prior to negotiating on your behalf the Brokerage firm, or an agent associated with the firm, must provide you the following disclosure statement:

**Broker Disclosure to Customers**

You are a customer of the broker. The broker is either an agent of another party in the transaction or a subagent of another broker who is the agent of another party in the transaction. The broker, or a salesperson acting on behalf of the broker, may provide brokerage services to you, the broker owes you, the customer, the following duties:

- The duty to provide brokerage services to you fairly and honestly.
- The duty to exercise reasonable skill and care in providing brokerage services to you.
  - The duty to provide you with accurate information about market conditions with a reasonable time if you request it, unless prohibited by law.
- The duty to protect your confidentiality. Unless the law requires it, the broker will not disclose your confidential information or the confidential information to other parties.
- The duty to safeguard trust funds and other property the broker holds.
- The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the advantages and disadvantages of the proposals.

Please review this information carefully. A broker or salesperson can answer your questions about brokerage services, but if you need legal advice, tax advice or a professional home inspection contact an attorney, tax advisor, or home inspector. This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain-language summary of a broker's duties to a customer under section 452.133 (1) of the Wisconsin statutes.

**Confidentiality Notice to Customers**

Broker will keep confidential any information given to broker in confidence, or any information obtained by broker that he or she knows a reasonable person would want to be kept confidential. Unless the information must be disclosed by law or you authorize the broker to disclose particular information. A broker shall continue to keep the information confidential after broker is no longer providing brokerage services to you.

The following information is required to be disclosed by law:

1. Material adverse facts, as defined in section 452.01 (5g) of the Wisconsin Statutes.
2. Any facts known by the broker that contradict any information included in a written inspection report on the property or real estate that is the subject of the transaction.

*No representation is made as to the legal validity of any provision or the adequacy of any provision in any specific transaction.*

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Drafted by Attorney Debra Peterson Conrad.

To ensure that the broker is aware of what specific information you consider confidential, you may list that information below. At a later time, you may also provide the broker with other information you consider to be confidential.

Confidential information: \_\_\_\_\_

Non-Confidential information: (The following information may be disclosed by Broker): \_\_\_\_\_

(Insert information you authorize the broker to disclose such as financial qualification information.)

**Consent to Telephone Solicitation**

I/We agree that the broker and any affiliated settlement service providers (for example, a mortgage company or title company) may call our/my home or cell phone numbers regarding issues, goods and services related to the real estate transaction until I/we withdraw this consent in writing.

List Home/Cell Numbers: \_\_\_\_\_

**Sex Offender Registry**

Notice: You may obtain information about the sex offender registry and persons registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at <http://offender.doc.state.wi.us/public/>

**Definition of Material Adverse Facts**

A "material adverse fact" is defined in Wis. Stat 452.01 (5g) as an adverse fact that a party indicates is of such significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction or affects or would affect the party's decision to enter into a contract or agreement concerning a transaction or affects or would affect the party's decision about the terms of such a contract or agreement. An "adverse" fact is defined in Wis. Stat. 452.01 (1e) as a condition or occurrence that a competent licensee generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a contract or agreement made concerning the transaction.

