



Unique High-Visibility Development Opportunity

Image is conceptual and does not reflect offering

Highway 172 | Ashwaubenon, WI

High Visibility Land available for Sale/Ground Lease

Potential for:



Apartments



Office



Retail



Industrial

Contact Us

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Ashwaubenon, WI

Development Overview

The Highway 172 Development located on the Fox River in Ashwaubenon, Wisconsin provides the opportunity for a variety of mixed uses, ranging from office, residential, retail and more. Regular vehicular traffic from the surrounding towns of Green Bay and Appleton make the property a highly visible spot, drawing a large workforce and customer base daily.

Recently designated as an opportunity zone, and with a prime waterfront location immediately off of the heavily-traveled Highway 172, this development has the ability to expand the potential of Ashwaubenon and the greater Green Bay area.

Highway 172 Development

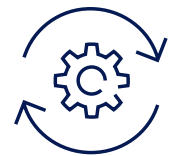
Ashwaubenon, Wisconsin

Price	\$4,000,000
Price Per Acre	\$1,180,289 / Acre
Total Land Area (AC)	3.389 Acres
Total Parcels	1
Zoning	B-3 Community Business, Level C Airport Zoning

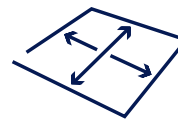
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to learn more about Ashwaubenon



Prime Opportunity Zone



Flexible-Use Site



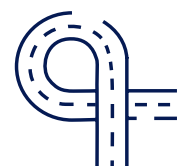
Lot Size
3.389 Acres



1 Parcel
Available



Prime Central
WI Location



Effortless Access
to Highway 172

Site Plan



Demographics | Ashwaubenon, WI



Population

1 mi: 3,711
3 mi: 70,687
5 mi: 164,206



Daily Population

1 mi: 10,144
3 mi: 103,898
5 mi: 203,625



Households

1 mi: 1,306
3 mi: 30,207
5 mi: 68,726



Household Income

1 mi: \$51,898
3 mi: \$61,555
5 mi: \$59,242

Click Here

to learn more about
Ashwaubenon,
Wisconsin

Site Photos



Area Development | Details



1



Aloft Hotel | 465 Pilgrim Way, Green Bay
Completed 2009 | 58,821 SF | 105 Rooms

2



Manseau Flats | 2480 Marina Cir. Ashwaubenon
Completed October 2018 | 78,000 SF | 78 Units

3



Riverway Marina | 457 Marina Ln, Green Bay
1.34 AC | Located on Fox River

4



Bay Park Square | 2400 S. Oneida St., Green Bay
Renovated 2003 | 100+ Store Shopping Mall | 275,735 SF

Potential Use

Recently designated as an opportunity zone, the site is primed for development as current zoning allows for a variety of use. Uses include retail, medical office, light industrial/warehouse, multi-family living, hotel, multi-tenant strip center and more. Existing projects in the near area have shown successful development in the above uses.



Notable Businesses in Brown County



Driving Times from Ashwaubenon, WI

Highway 172	Green Bay	Appleton	Fond Du Lac	Manitowoc	Oshkosh	Sheboygan
Immediate	5 Mins.	34 Mins.	70 Mins.	45 Mins.	50 Mins.	60 Mins.

Driving Times from Green Bay MSA

Highway 172	Milwaukee	Appleton	Fond Du Lac	Manitowoc	Oshkosh	Sheboygan
7 Mins.	110 Mins.	39 Mins.	75 Mins.	45 Mins.	55 Mins.	62 Mins.

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 Ashwaubenon and Green Bay by 2028 steady, the potential for the Highway 172 Development to grow in value is high.

Ashwaubenon, Wisconsin Growth Projections | 2028 **

166,564

Population

1.43% increase over 2023

70,455

Households

2.5% increase over 2023

\$65,815

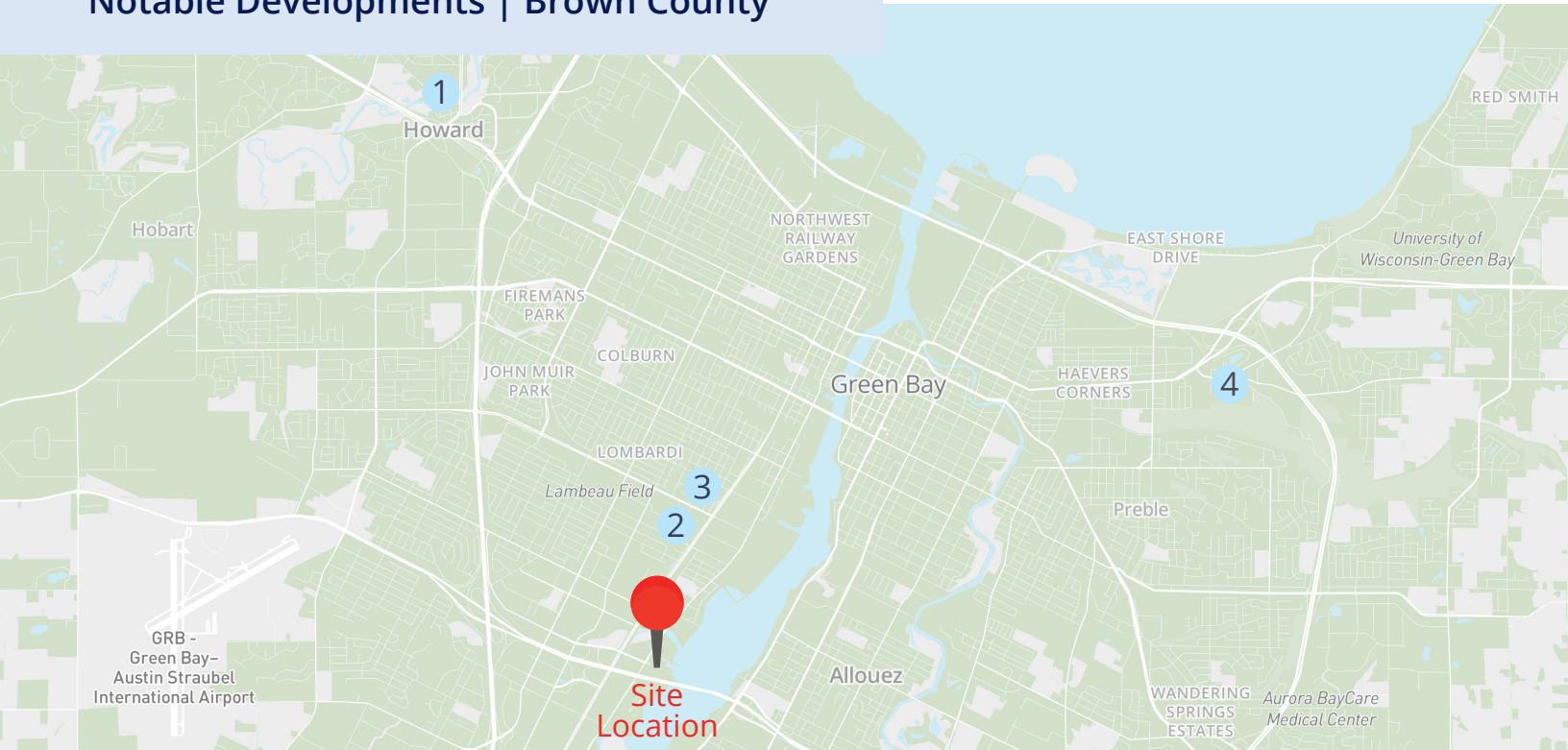
Household Income

11.1% increase over 2023

**Within 5 mile radius

*per JPMorgan Chase & Co.

Notable Developments | Brown County



1

Property Name:	Duck Creek Landing Apartments
Address	2450-2470 Duck Creek Pky, Green Bay
Property Type	Multifamily
SF/Units	142000 SF/ 139 units
Delivered	2024

2

Property Name:	The Common Place
Address	686 Mike McCarthy Way Ashwaubenon
Property Type	Multifamily
SF/Units	100,000 SF/ 88 units
Delivered	2023

3

Property Name:	Berkshire Ashwaubenon Apartments
Address	689 Mike McCarthy Way, Ashwaubenon
Property Type	Multifamily
SF/Units	75,000 SF/ 60 units
Delivered	2023

4

Property Name:	Elevate at Bairds Creek
Address	2540 University Ave , green bay
Property Type	Multifamily
SF/Units	250,000 SF/ 297 units
Delivered	Projected 2024

Employment | Brown County, WI

141.7k

Total Employees
in 2022

0.61%

Employment Growth
from 2021 to 2022

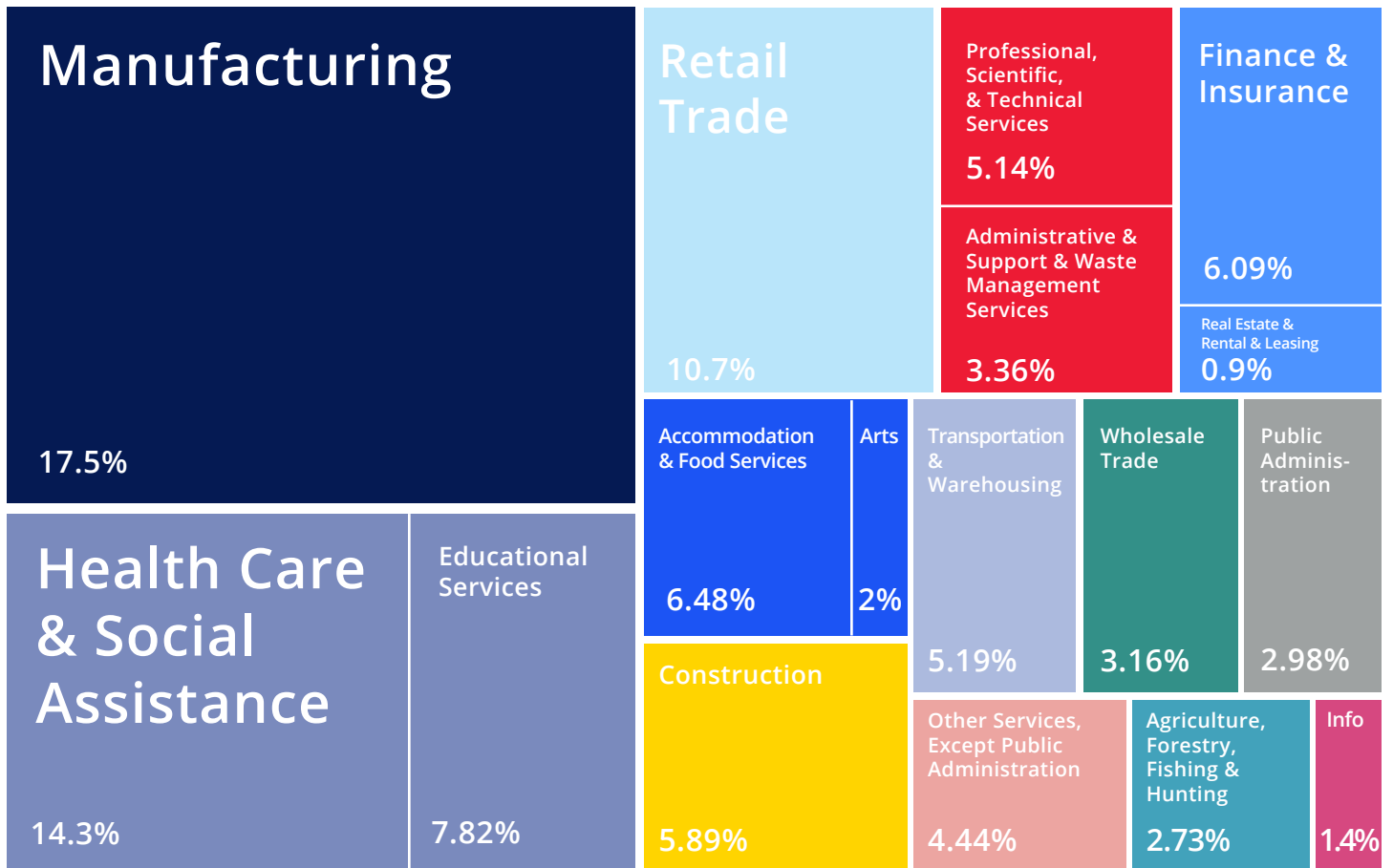
24,733

People in Manufacturing Occupations
Most common Job Group

20,300

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

Employment by Industries | 2022



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



Contact Us

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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.