



The ADVANTAGE

A Report of 2008 Community Development Activity in the City of Appleton

Business Park Development

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Community Development

located on the 5th
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Rendering of ThedaCare's North Appleton Ambulatory Care Center

Over the course of 2008, Appleton was the choice location for numerous business expansions and new development, especially in its business parks. The Northeast Business Park, located along State Highway 41 and 441, continues to see new construction activity. The Southpoint Commerce Park, located south of Calumet Street off of Eisenhower Drive, also experienced new construction from a variety of businesses. Read on for an overview of these additions to our community and contact the Community Development Department to learn more about a business park location for your business.

Northeast Business Park

North Appleton Ambulatory Care Center

Work is progressing on ThedaCare's new \$34 million, 157,569 square foot,

three story, ambulatory care center in Appleton's Northeast Business Park. This new state-of-the-art facility will combine primary and specialty care allowing patients to receive the care they need from multiple providers during a single visit. The building will be built to LEED (Leadership in Energy and Environmental Design) specifications. The new facility is expected to be open by July of 2009 and is the first of several buildings to be constructed on the 53 acre site, which is located just east of the Guardian Life Insurance Company.

Floor Source

Work continues on a new 24,400 square foot building owned by Mike Roberts. When completed Mike Roberts will occupy half of the building with a company called Floor Source. The other half of the building will be

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Director's Note

The City of Appleton was thrilled to welcome Karen Harkness as the new Director of Community Development in early December 2008. Karen has more than 20 years of not for profit, downtown management and community development experience.



Karen most recently was the Executive Director of Future Neenah Inc. (FNI), a community driven non-profit organization dedicated to promoting the economic and cultural vitality of Neenah. She is well known for her commitment to promoting strong public private partnerships that allow for innovation, participation and successful completion of community development projects that improve the quality of life

When asked why Karen decided to join the City of Appleton, she explained, "I have lived in Appleton for the past 18 years and I have been proud of our accomplishments. I am excited about the opportunities to further develop our community by promoting integrated approaches that provide affordable housing, an inviting living environment, and expanded economic opportunities."

Karen has a Masters in Public Administration from the University of Wisconsin-Oshkosh and a BA in History from Coe College.

You can reach Karen in the City's Community Development Department at (920) 832-6468 or email karen.harkness@appleton.org

Comprehensive Plan Update Begins

In 2008, the City of Appleton began the process of updating its Comprehensive Plan. It is a two year process with much of the ground work completed in 2008. In 2009, the public participation portion will begin with notification of open houses and citizen participation sessions during which input from citizens of the City will be collected. Adoption of the comprehensive plan update is tentatively scheduled for November, 2009.

A comprehensive plan is intended to guide the growth and development of a community. It includes analysis, recommendations and implementation strategies that will impact the community's population, economy, housing, transportation, community facilities, recreation-open space and land use. It does not create standards to regulate and control development.

The city's comprehensive plan will include the following elements: Issues and Opportunities, Housing, Land Use, Transportation, Economic Development, Utilities and Community Facilities, Agricultural, Cultural and Natural Resources, Intergovernmental Cooperation and Implementation. The plan will also incorporate a detailed study of four areas of the City: the Wisconsin Avenue, Richmond Street, South Oneida Street and Fox River Corridors. Each of these will identify goals, objectives and implementation strategies.

The development of goals, objectives and implementation strategies are aided by the public participation process and is a critical building block of a comprehensive plan. These sessions are set to be scheduled in spring of 2009. Times and places will be advertised in the local newspaper, on the radio and television and the City's website. You may also contact the Community Development Department for scheduled times and dates. Every citizen and business of the City of Appleton is encouraged to attend these sessions and share their comments, concerns and suggestions for a better Appleton.

Community Development Department Staff

Karen Harkness, Director

Monica Klaeser, Deputy Director

- | | |
|---|---|
| • <i>Jim Van Dyke, Economic Development Specialist</i> | • <i>Bruce Roskom, Planning Supervisor</i> |
| • <i>Laura Roy, Housing Coordinator</i> | • <i>Don Harp, Principal Planner</i> |
| • <i>Jim Vanden Boom, Neighborhood Revitalization Coordinator</i> | • <i>Jeff Towne, Principal Planner</i> |
| • <i>Roxann Schmidt, Technician</i> | • <i>Tina Wolslegel, Administrative Assistant</i> |

City of Appleton Helps to Maintain Residential Property Values

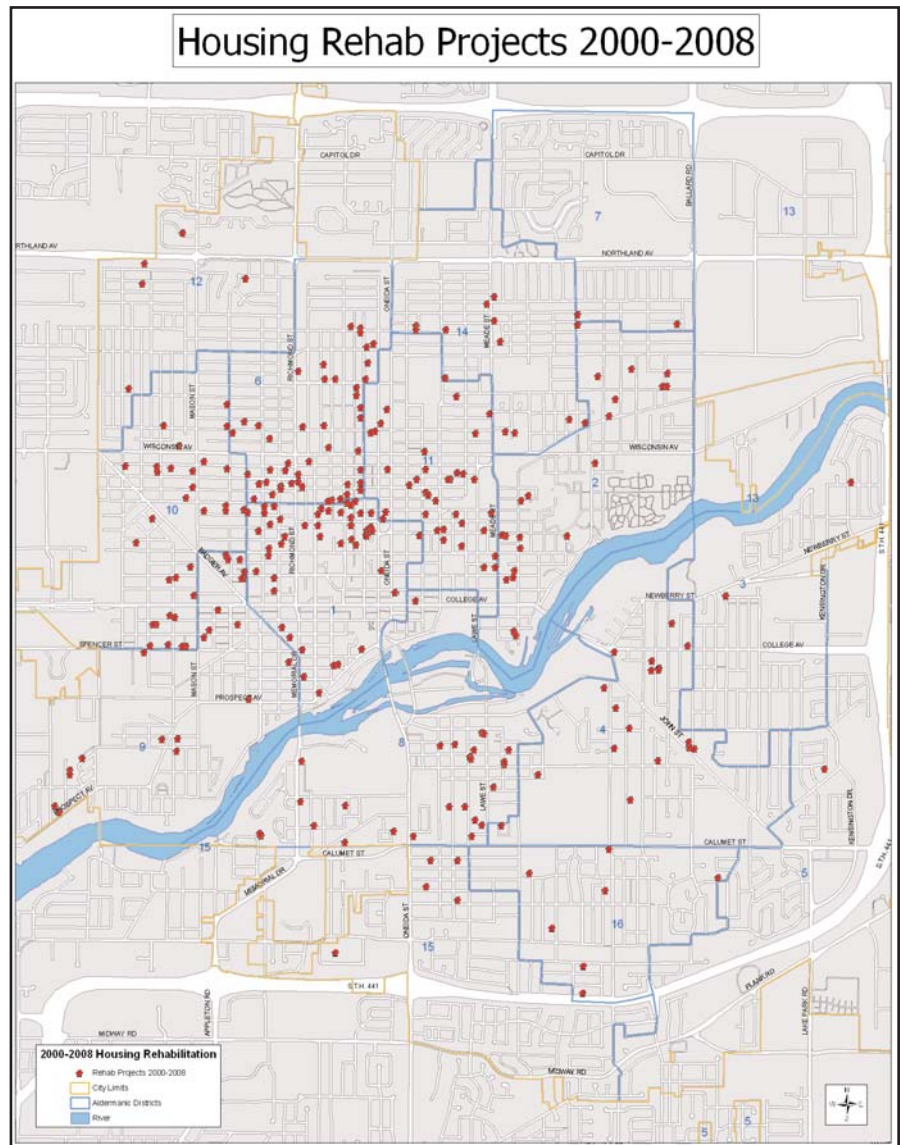
The City of Appleton operates two programs that help maintain affordable owner-occupied and renter-occupied housing units. *The Homeowner Rehabilitation Loan Program* assists low- to moderate-income homeowners in the City of Appleton through the rehabilitation of their owner-occupied homes. *The Rental Rehabilitation Loan Program* assists property owners in the City of Appleton with the rehabilitation of their affordable rental property. Through this program, income and rent limits apply to the tenants. These programs allow the City to assist property owners with maintaining or increasing their property values, while ensuring the City has decent, safe, and sanitary affordable housing for its residents.

Eligible property improvements include: Lead-based paint hazards, roofing, foundation, electrical, plumbing, heating, windows, doors, insulation, interior walls/ceilings, porches, siding, and exterior trim. While the City does not provide funding for purchasing properties, additions to properties, or cosmetic/luxury items, it will replace items that are on the property and need replacing. The City asks contractors to bid on mid-range materials to keep the work inexpensive, and prevent the use of cheap replacements that will need to be repaired/replaced in the near future.

While maintaining property values is one goal of the programs, there are several other benefits. The rehabilitation of these homes helps to stabilize neighborhoods by also maintaining the values of the properties around them, and even better—stimulating neighbors to improve their own properties.

Property values are not the only thing that is stimulated through these programs; jobs in the

housing field are stimulated, as well. The City of Appleton rehabilitated over 40 housing units this year with approximately \$500,000 being paid to local contractors for their work. Since the inception of the Homeowner Rehabilitation Program in 1979 and the Rental Rehabilitation Program in 1985, the City has rehabilitated over 1000 homes. The map shows the general location of properties that have been rehabilitated over the past eight years.



Map of locations of Housing Rehab projects, 2000-2008.

For additional information on the Housing Rehabilitation Loan Programs, contact the City of Appleton's Housing Coordinator, Laura Roy at Laura.Roy@appleton.org or (920) 832-6007.

Business Park *continued from Page 1**Time Warner Cable Northern Wisconsin Headquarters, 3520 Destination Dr.*

leased to a small manufacturing company. Mr. Roberts has the potential to add an additional 12,000 square feet to accommodate another tenant or provide room for expansion of the existing businesses.

Southpoint Commerce Park***Time Warner Cable***

In September of 2008, Time Warner Cable moved into its new 130,000 square foot Northern Wisconsin headquarters. The project consists of a 100,000 square foot office building and a 30,000 square foot Technical Operations Center.

Time Warner had over 500 employees in the Fox Cities located in nine separate facilities. The new headquarters building consolidated those employees into one location and provides expansion room for as many as 400 additional positions. Time Warner's expected growth with core products, the need to improve efficiency and the desire to have an increased profile led to the decision to move forward

*Appleton Hydraulic Components, 2625 Lakeland Drive*

with the new building.

Appleton Hydraulic Components

Appleton Hydraulic Components moved into its new 12,000 square foot facility at 2625 Lakeland Drive in the Southpoint Commerce Park. Appleton Hydraulic Components reconditions and repairs pumps, valves, and cylinders for hydraulic systems.

Flair Flexible Packaging

Flair Flexible Packaging recently moved into its new 15,540 square foot warehousing and packaging distribution facility at 2605 Lakeland Drive in the Southpoint Commerce Park. Flair Flexible Packaging

*Flair Flexible Packaging, 2605 Lakeland Drive*

is a fully integrated packaging solutions company. The company intends to employ 65 to 75 people.

Business Recognition Awards

In 2008, the City recognized three businesses with the "Thanks Award" for the contributions each made by constructing new facilities or by rehabilitating an existing vacant facility.

S.K. Flooring, Inc. for purchasing and renovating the vacant retail building at 314 North Appleton Street in downtown Appleton.

Appleton Hydraulic Components for its new 12,000 square foot facility at 2625 Lakeland Drive in the Southpoint Commerce Park.

Flair Flexible Packaging for its new 15,540 square foot warehousing and packaging distribution facility at 2605 Lakeland Drive in Southpoint Commerce Park.

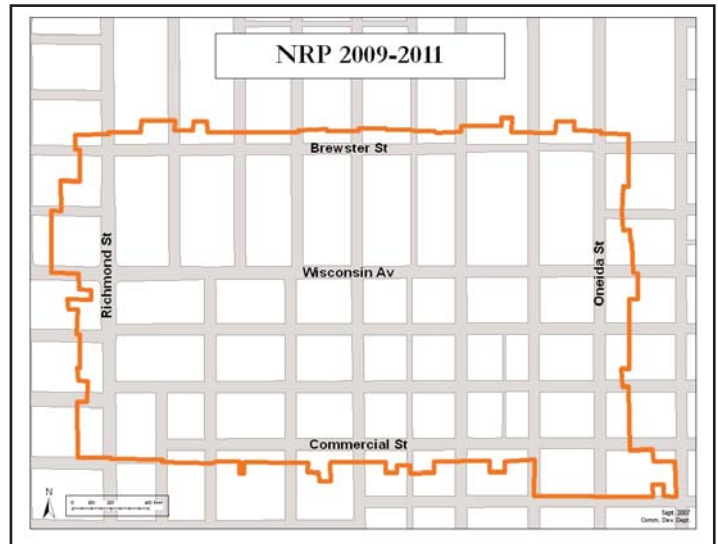
Neighborhood Revitalization Program

The Year in Review

2008 was a banner year for the overall Neighborhood Revitalization Program (NRP). Improvements were completed within two past targeted neighborhoods and most notably, the Memorial/Mason Neighborhood where current revitalization efforts are still in full swing through the first half of 2009. Here are some of the major highlights.

Final amenities were purchased and placed in Linwood Park. This wrapped up a project initiated in 2006 through a partnership with the Parks & Recreation Department as part of the West Town NRP. Finishing touches at Kalata Place, located in the Arbutus Park NRP, were installed by Parks & Recreation. This was the culmination of a project that began in 2007 and included a major partner in the Public Works Department.

In late May, Memorial/Mason residents got involved first hand in revitalization efforts with participation in a grassroots project “Just Mulch It”. The idea was to bring both landscaping and gardening mulch to a central location within the neighborhood providing easy and convenient access. 33 homeowners hauled away 20 yards of landscaping mulch and 10 yards of garden mulch. Project partners included Pierce Manufacturing, Kimberly-Clark volunteers, Alderperson Peter Stueck, Public Works and Parks & Recreation Department. Residents were very complimentary and genuinely liked the project.



Map of the next neighborhood for NRP.

July saw the completion of an exterior refurbishment project at Boyle Auto Sales on South Badger Avenue. Jim Boyle participated in the Business Revitalization Program installing new overhead doors and a new window system. In late July the Common Council approved an amendment to the NRP’s Long-Range Plan allowing the Program to move into a timelier neighborhood along Wisconsin Avenue in the summer of 2009, which is presented in the map above.



Mason Street Retaining Wall

The mid-summer days of August provided plenty of activity as planning and logistics for the Mason



Boyle Auto Sales, 131 South Badger Avenue

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NRP The Year in Review continued from Page 5

Street Retaining Wall reconstruction project were in full swing. The Kirby Company, a third generation family business located on West College Avenue concluded a multi-year business revitalization project when the final improvement, a new ground sign, was installed to further promote business.



Kirby Company, 1235 West College Avenue

Volunteers gathered on a Saturday in August to construct a greenhouse at Appleton West High School as part of infrastructure preparations for the Community Herbs Program.

As September school bells rang the 700-900 blocks of West College Avenue received additional streetscape amenities (benches, trash receptacles and Downtown Cool banners). The NRP, Appleton Downtown Inc. and Public Works collaborated on this venture. The new Mason Street retaining wall was built along with drainage improvements and a new asphalt terrace. Public Works played an integral role in the success of the project along with assistance from Parks & Recreation. The third Teaching Garden involving the Community Garden Partnership, the NRP and the Appleton Area School District was launched at Appleton West High School. The Community Herbs Pilot Program involves Chance 2 students in a curriculum based on both business entrepreneurship and the horticulture of herbs.



In the works for 2009 is a terrace tree planting project in the Memorial/Mason area and plans for a "Just Mulch It" 2 event.
