



Vantage Point

October 2008

A Report on Appleton's Community Development

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New Construction on the Northside



by Jim Van Dyke, Economic Development Specialist

Work has started 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 through shared registration and scheduling for all services allowing patients the care they need from multiple providers during a single visit. Plans also call for the facility to provide endoscopy, diagnostic imaging and other ancillary services

Some of the practices relocating to the new facility include: ThedaCare Physicians-Internal Medicine, Appleton; ThedaCare Physicians-Family Practice, North Appleton; Outpatient Treatment Center at Appleton Medical Center ; Regional Sleep Disorders Center at Theda Clark Medical Center; Valley Urologic Associates; and Fox Valley

Nephrology. ThedaCare Orthopedics Plus and Fox Valley Surgical Associates will maintain satellite offices in the new building. When complete the building will have sufficient additional "shell" space to accommodate new physicians and services.

The building will be built to LEED (Leadership in Energy and Environmental Design) specifications. Its' features for efficiency and safety will allow it to reduce waste, conserve energy and water and reduce operating costs.

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.

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" ... meeting community needs ... enhancing quality of life."



THE PROFILE: Heartwood Homes

Company:

Heartwood Homes is a “Community Based Residential Facility”, what most people in the community call an Assisted Living Facility. We serve frail elderly and specialize in Memory/Dementia care.

Company Contact:

Jason Schmitz, RN Administrator/Owner
www.HeartwoodSeniorLiving.com
jason.schmitz@heartwoodseniorliving.com
(920) 955-3131

Product/Service:

Heartwood Homes provides 24 hour professional nursing care, a highly secured environment with the highest staff to resident ratios in the Fox Valley; private rooms and bath, full assistance with daily cares, complete medication management, meals and snacks, activities, daily housekeeping and laundry, short term respite care and hospice care.

Location:

1407 & 1413 N. Mason Street, Appleton, WI 54914

Number of Employees:

40. We are always seeking volunteers for companionship, activities, religious services and perennial gardening.

Hours/Days of Operation:

24 hour, 7 day a week elderly health care facility

Building Size:

Total building area of approximately 22,000 sq. ft. containing 18 residential units that were constructed in 2005 with an additional 20 residential units constructed in 2008.

Relationship with City:

Tax Increment Financing (TIF) assistance and Community Development Staff support and assistance throughout the development process.

History:

Jason Schmitz of Heartwood Homes opened his first facility in 2002 and currently has facilities in Appleton and Menasha.

Why did I select Appleton to do business?



Jason Schmitz

“First, I was born and raised in Appleton. It is a great community with wonderful people. Secondly, the elderly were being underserved, especially in Assisted Living Care and for those that suffer from dementia. Lastly, Appleton’s Community Development Staff, especially Pete Hensler

and Monica Klaeser have always provided personal inspiration and 100% support throughout both phases of Heartwood’s development. The City of Appleton’s TIF Funding regulations are much more attractive in comparison to other local communities.”



Picture of 1407 N. Mason Street, Appleton

An Appleton business that has partnered with City staff and used City services to make their project a success will be featured each quarter in THE PROFILE.



Revitalization Efforts Assist Small Business Owners

by Jim Vanden Boom, Neighborhood Revitalization Coordinator

The Neighborhood Revitalization Program's (NRP) decision to incorporate a business revitalization component into its core strategy occurred in 1998. Since then, this element of the Program has blossomed into an effective tool for small business owners to use as leverage in making needed exterior improvements. The health and well being of businesses located in our targeted NRP areas is extremely important as they provide opportunity for goods and services to residents along with destination based positive traffic flowing into the neighborhood.

In 2008, the total number of completed business revitalization projects rose to 49 with Boyle Auto Sales (131 S. Badger Avenue) and the Kirby Company (1235 W. College Avenue) finishing projects in the current Memorial /Mason NRP.



Boyle Auto Sales, 131 South. Badger Avenue

For Jim and Jeff Boyle, a father and son duo, the opportunity to partner with the NRP came at a perfect time. After a long, arduous winter of 2007-08, the Boyles knew the time had come to replace both an old, single pane window system and two original manually operated wooden overhead doors. The improvements bring better energy efficiency and security to the business and have upped their curb appeal along the very busy Badger Avenue. Financial assistance from the NRP made this a more palatable decision for the Boyles' and now they are ready for anything that winter will throw their way.



Kirby Company, 1235 West College Avenue

The corner of College Avenue and Mason Street has housed the Kirby Company for nearly 50 years. Since 1955 the Kesler family name has been synonymous with the Kirby Company and today Paul, a third generation, carries on the family tradition. After purchasing the company from his father Herb in 1994, Paul began to make needed improvements to the property.

In 2006, the NRP assisted Kesler in a major project that included the demolition of a blighted storage garage, the design/build of a new commercial grade garage and the installation of a new asphalt parking lot. 2007 saw a new fence and new grass installed on the east side along with new concrete panels near the Mason Street entrance. In 2008, Kesler rezoned the property to the appropriate commercial zoning classification and that in turn provided the path to install a backlit ground sign through assistance from the NRP. This new sign replaced a dated non-conforming one and provides the Kirby Company with a distinct advertising tool.

In 2009, the NRP will reach the 50th project plateau and then some when it moves into its eighth targeted neighborhood. Boundaries include Brewster Street, Commercial Street, Oneida Street and Richmond Street. This neighborhood is highlighted by an eight block stretch of West Wisconsin Avenue.



Operating a Business From Your Home: Home Occupations Allowed in Residential Zoning District

If you anticipate operating a business out of your home and are unsure whether the City of Appleton Zoning Code allows it, please visit www.appleton.org/departments/development/zoning.shtml or contact the Community Development Department, 920-832-6468.

Home occupations do not require a site plan review from the Community Development Department. Home Occupations are allowed as accessory uses in residential zoning districts, subject to certain conditions. In single family, two family and multifamily zoning districts the following current regulations apply:

(1) A home occupation or activity shall be clearly incidental and subordinate to the use of the premises as a dwelling, and shall be carried on wholly within the residential dwelling by a member of the family residing on the premises.

(2) Only one person may be employed on the site in connection with the home occupation who is not an actual resident of the dwelling unit.

(3) No internal or external alterations or special construction of the premises are involved, including the creation of a separate or exclusive business entrance, and there shall be no other exterior indication that a home occupation exists, except as provided in this section.

(4) No equipment shall be used which creates offensive noise, vibration, sound, smoke, dust, odors, heat, glare, X-rays or electrical disturbance to radio or television transmission in the area that would exceed what is normally produced by a dwelling unit in a zoning district used solely for residential purposes.

(5) No generation of substantial volumes of vehicular or pedestrian traffic or parking demand is created.

(6) No more than one vehicle shall be used in connection with a home occupation use. The home occupation vehicle must be of a type ordinarily used for conventional passenger transportation (i.e. passenger automobile or vans and pickup trucks not exceeding a payload capacity of one ton).

(7) No outdoor display or storage of materials, goods, supplies or equipment shall be allowed.

(8) A home occupation use shall be limited to one non-illuminated wall sign that does not exceed two square feet in area.

(9) Sale and/or rental of products is permitted on an appointment basis only.

(10) The total area used for the home occupation shall take up no more than 250 square feet or 25% of the habitable dwelling area, whichever is less.

(11) Visitors in conjunction with the home occupation (clients, pupils, sales persons, etc.) will be limited to no more than eight during a 24 hour period. No more than two clients may visit at one time.

(12) Off-street parking shall be available for clients and employees.

The following list is illustrative, not exhaustive of all prohibited types of Home Occupations in the City of Appleton:

Barbershops, beauty shops, auto repairing, antique shops, sign painting, landscaping businesses, retail food or wholesale food establishments requiring a state license, small engine repair, appliance resale, palm reading, nail salon, pet grooming, hair wrapping, acupuncture, restaurants or massage therapy.

