



# Vantage Point

July 2007

A Report on Appleton's Community Development

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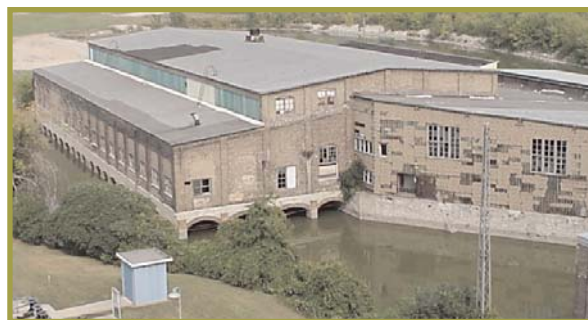
## RiverHeath Welcomes Community Input

by Monica Klaeser, Deputy Director of Community Development

On June 19, 2007, principals from Denver, Colorado based Tanesay Development, Mark Geall and Andrew Bermingham, hosted a discussion in Telulah Park attended by approximately 100 individuals, that focused on their vision for the redevelopment of the former MI Drilling property owned by Kaukauna Utilities.

The 15-acre site, nestled between the Fox River and Lock #4 on one side and Telulah Park and the Newberry Trail on the other underneath the College Avenue Bridge, offers wonderful views of the Fox River. However, the long history of industrial uses at the property has limited the community's access to this piece of the water.

Tanesay Development's vision for the site is a place called RiverHeath, named for the planned green space commons to be located in the center of the property. The development concept would focus on public access to the water with a



The former MI Drilling site as it presently appears beneath the College Avenue bridge along Telulah Park.



Photo courtesy Tanesay Development

Members of the community listen to a presentation given by Tanesay Development's Mark Geall regarding the RiverHeath project.

pedestrian trail or river walk. The new construction will likely include a combination of residences, offices and retail locations in addition to a refurbished hydro-electric generating facility that will continue to be operated by Kaukauna Utilities and power the site. Tanesay is also focused on green building concepts for the entire site to create an enhanced environment for the community to enjoy.

Pete Hensler, Director of Community Development, says, "This site holds tremendous potential for the continued development of Appleton's river corridor. Tanesay's plan for public input and environmental sensitivity for their design fits perfectly into the City's long range plan."

For more information on the progress of the RiverHeath concept visit [www.riverheath.com](http://www.riverheath.com)

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



## Insites

### A Letter from Peter Hensler, Director of Community Development

- \* West Business Services + 100 employees
- \* AT&T adding 80 positions
- \* Outlook Group adds 50 new jobs
- \* Miller Electric + 185 production workers
- \* Voith relocates 60 technical positions to Appleton

These are just some of the expansions reported in the Fox Cities during the last 6 months, we couldn't be happier! Appleton and the Fox Cities have had a long history of prosperous companies and growth in employment from within but this is exceptional given the economic pace in other parts of the country. The almost 500 jobs these five companies have announced represent a dramatic increase in employment availability for the Fox Cities.

For the most part these companies have choices as to location when considering an expansion or relocation, recently the Fox Cities has been the choice. The reasoning behind the decision to expand here varies from company to company but the final call is a tribute to who we are, the quality of our work force and the comfortable quality of life we have. Without the history of success, a good work force and a great place to live we'd finish down the list of possible sites for expansion.



The City's role in this equation is to provide the quality environment that makes us feel comfortable, safe and "at home". The projects shown elsewhere in this Vantage Point are our attempt to keep the momentum going. The RiverHeath, Wisconsin Avenue and Lawrence projects are all large scale and significant to the community. RiverHeath will introduce a different "green" living opportunity to us, the Wisconsin Avenue reconstruction will enhance the look and feel of a major corridor that is admittedly tired and the new campus center at Lawrence will be a dramatic addition to the icon institution of Appleton. All of these projects represent an evolution of the community that helps us maintain the quality of life that is so important.

We'd like to encourage you to share in the success and keep the good things going. If you have a large or small project, a pipe dream or project ready to go get in touch with us for help, ideas or answers that will make it happen. In person we're on the 5th floor of City Hall, by phone it's 920.832.6468, my email is [peter.hensler@appleton.org](mailto:peter.hensler@appleton.org) and on the street don't hesitate to stop me and ask.

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## New Businesses to Boost West Wisconsin Avenue

### by Jim Vanden Boom, Neighborhood Revitalization Coordinator

Investment on the Avenue continues and this bodes well for the long-term viability of the overall corridor.

Two new businesses will be popping up soon, providing a significant boost to their respective locations. In the 1800 block adjacent to the railroad tracks and Badger Avenue, Motomart is constructing a new facility that immediately improves a longtime vacant parcel. In the 1000 block, Advance Auto has cleared the way and will be establishing a new store on the corner of Summit Street.

The Bell Heights Center will soon welcome Cellulink to their already strong tenant base. Negotiations are currently in the works for another potential tenant, which will bring the Center to near capacity. Wisconsin Avenue, west of Richmond Street, has been on the receiving end of many positive changes in the last ten years. The recent investments highlighted above continue this trend of growth and development on the Avenue.

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## Design Plans Set for Wisconsin Avenue

by Jim Vanden Boom, Neighborhood Revitalization Coordinator

The future of Appleton's Wisconsin Avenue became clearer in July 2007 as the Common Council unanimously approved overall design plans for the targeted 2010-11 reconstruction project. Aided by a dedicated Design Committee that included representatives from the Avenue business community, the City, Wisconsin DOT and OMNNI Associates, a plan was brought forth that addressed many current limitations on the roadway from Richmond Street to Ballard Road.

The corridor, with its long history of small, family owned businesses, will benefit from a roadway streetscape design aimed at taking positive advantage of the diverse surroundings. The Committee recommendation stressed design elements that will provide a unique setting to Wisconsin Avenue providing qualities that will harbor a small town commercial charm. Elements include colored and stamped concrete (a brick herringbone pattern), decorative lights on decorative concrete poles, trees where appropriate, street name signs incorporating a script "W" and a gateway welcoming sign at the intersection with Ballard Road. The roadway design with four 11' wide lanes and 18" curb and gutter (minimum DOT standards) and no on-street parking should help to naturally calm traffic speeds.

The Design Committee will shift gears as it begins to prepare property/business owners for the construction phase. A key component will be to further engage the Appleton Northside Business Association as a prime



*Current Wisconsin Avenue streetscape*



*Planned Wisconsin Avenue streetscape*

conduit for communication efforts. Partnerships, big and small, will heighten awareness and creativity in dealing with overall disruptions.

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## Site Plan Projects for the First Half of 2007

<u>Submittal Date</u>	<u>Project Name (Type)</u>	<u>Submittal Date</u>	<u>Project Name (Type)</u>
12/26/06	Radford Company (Addition)	3/6/07	C&M Land Investment (New Building)
12/26/06	St. Joseph Middle School (Tennis Courts)	3/20/07	WIPFLI (Addition)
1/9/07	TheDACARE (Parking Lot)	4/10/07	Appletree Connections (Daycare)
1/16/07	Ballard Woodland (New Building)	4/24/07	Guardian Capital (Garage)
1/23/07	Badger Boys 2 (Outdoor Entertainment)	5/1/07	Advance Auto (New Building)
2/20/07	Festival Foods (Remodel)	5/8/07	Velmeir Companies (New Building)
2/27/07	Lawrence University (New Building)	6/14/07	Appleton Family Dental (New Building)
2/27/07	Moto, Inc. (New Building)	6/14/07	St. Thomas More (Parking Lot)



## Construction Activity Increases for First Half of 2007

by Jim Van Dyke, Economic Development Specialist and Jeff Towne, Principal Planner II

Construction activity in Appleton continued at a rapid pace during the first half of this year. As of June 30, 2007, the City processed 22 site plans. This compares to 13 for the first half of 2006. Development is taking place in all sectors. Some of the more notable projects include:



*Lawrence University's Campus Center*

Work is progressing on the new \$31 million Lawrence University Campus Center located between Meade and Lawe Streets. The 107,000 square foot building will



*Work has started on site for Lawrence's student center*

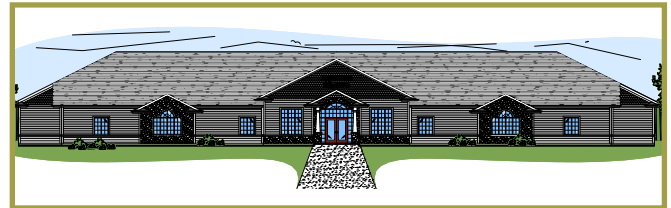
contain the University's food service operations as well as provide space for campus events and activities. This

project involved consolidation of several lots and a connection to Sage Hall. A new pedestrian bridge over Lawe Street and an outdoor plaza are also part of this project.



*Motomart on West Wisconsin*

Moto Inc. broke ground on a new convenience store, car wash and gas station at the intersection of Badger Avenue and Wisconsin Avenue. This was the former American Rental property, which had been sitting vacant for years. The developer was able to overcome numerous challenges related to contamination issues on the site.



*Appletree Connections new daycare*

Appletree Connections is constructing a new daycare facility at the corner of Providence Avenue and Edgewood Drive on Appleton's growing northeast side. The new building is nearly 13,500 square feet in size and will be able to accommodate 170 children.

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