

Upstairs, downstairs



James E. Thomas, Jr.
Amlt Residential

by Shari Held

Would-be Hamilton County apartment dwellers now have an increasing number of available options.

"Apartment development has recently accelerated in Hamilton County," says George Tikijian, senior vice president for real estate services company CB Richard Ellis. "Considering the tremendous population growth, shifting population from Indianapolis to outlying suburbs and the need to provide rental housing options close to where many people work, I think you can expect to see an increasing need for apartments in Hamilton County."

Currently, Carmel is leading

Hamilton County in that development. "From 1987 until 1999 in Carmel, there had only been 325 units built, but since 2000 there are more than 1,500 units under construction or planned," says Tikijian.

Apartment development is beginning to mirror residential building in Hamilton County, with developers using a variety of styles and incentives to attract residents.

The J. C. Hart Company has developed four apartment communities in Hamilton County, starting with Sand Creek Woods in Fishers in 1998. Hart's most recent development, North Haven at 99th and Gray Road in Carmel, is currently open and scheduled for completion next year. The 266-unit community is Hart's most upscale

project to date, with one-, two- and three-bedroom offerings ranging from \$720-\$1,200 a month.

"North Haven will target young business professionals, the emerging echo boomers' or baby boomers' children, who will be first-time renters," says John Hart Jr., president of J. C. Hart Company. "This particular group will grow 8 percent per year during the next 10 years, and this is the market we are primarily focusing on."

In keeping with the target audience, the apartments are upscale, and the communities are geared to active residents. North Haven, like other J. C. Hart developments, will have pools and hot tubs, indoor gyms for basketball and

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featured at both of AMLI's current developments: AMLI at Carmel Center, scheduled for completion next spring, and AMLI at Old Town Carmel, which just broke ground in October. Old Town, located along the Monon Trail, boasts one of the trendiest locations in Carmel. With a completion date of fall 2004, Old Town will have its own retail center featuring restaurants, bars and other services.

"Besides their location next to the Monon, the interior finishings — cultured marble vanities, crown molding and interior columns— make them more like single-family homes than traditional apartments," say Jim Thomas, executive vice president of AMLI Residential Construction. Proposed prices range from \$760 to almost \$1,800 a month. But residents will get location, luxury and convenience for that price.

"These units are designed with relocating executives and 'building-at-home' renters in mind," says Thomas. Loft-style, urban interiors with exposed brick and extra-tall ceilings make these apartments appealing alternatives to detached housing. "Four-bedroom town home units are unusual in today's rental market," he says. Four-bedroom town homes with attached garages are available in both AMLI communities.

CUTS (continued from page 13)**Dress up your personal appearance**

Hair appointments to spiff up for a big meeting or a new suit don't pass the litmus test, says Rebecca Lively, owner of Arthur Guy & Company. If you require a special apron or outfit in the salon, that may pass inspection, but the rule of thumb is that if you can wear it in public every day, no dice.

Take a vacation

True, vacations offer a mother lode of deductions for the self-employed, but you must legitimately mix them with business. For instance, did you travel in conjunction with trade shows, seminars or continuing education courses? Or, if the purpose behind your skiing trip was to consult with Colorado's professionals in your industry, better have records that you called ahead to arrange meetings

before you write off those miles, meals and lodging expenses, says Fairbrother. The key to achieving tax write-offs, he adds, also lies in devoting a few hours each day to business; the slopes will be there when you return.

Buy anything the business needs

After all, you only need so many computers, furniture, security systems and equipment upgrades before you begin to replace perfectly acceptable equipment in a tax dance shuffle. "I have to tell many of my clients they spend so freely they should be in Congress," Weingardt laughs. "Worry about business first; consider tax implications second." Consider the depreciation route in years when profits are down; save the sugar rush for years when the tax bill is high.

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see us making any cuts either," says Husar. Kahn's relies on its Christmas newsletter, Web site, print and radio ads and street signage to pique customers' interest.

The Dec. 1 1-percent sales tax increase might entice retailers of high-end items to change their strategies. "Some may promote around the increase; most will probably take the change as another variable in their business," says Monahan.

"I imagine that before the actual changeover, people who are motivated will get whatever it is that they are thinking about, but it probably won't be a deciding factor for our clientele," says Sam H. Sipe, CEO of J.C. Sipe Jewelers.

Sipe has doubled its marketing efforts this year with radio spots and direct mail to its clientele. The main reason is that it has moved its location and wants to make sure all its clients know where to find the store. "The other issue is that I probably would have anyway because we've found it to be very beneficial," says Sipe, who is hopeful that this season will be "wonderful."

"People are back to family and friends and are buying personalized gifts. That is our specialty," says Jan S. Marten, owner of J.S. Marten Jewelers. This year, besides direct mail, traditional ads and flyers and personalized notes, she is relying on the company Web site to communicate with customers.

Marten is adding more lines of jewelry to the selection since it recently expanded its store. "We are anticipating that this Christmas will be our best ever," says Marten.

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any physician, you treat patients based on physical findings." In other words, commonalties come into play: Certain injuries and pain complaints produce physical findings to verify them.

It's easy to see why businesses built around physical labor — be it a local pizza chain or a transportation company — sign up, but Stickney advises anyone Indiana law requires to carry workers' compensation to establish an account with an occupational health center. The future holds enough promising services that even the self-employed, home-based crowd stands a chance of cashing in on the opportunities:

- Drug testing represents the main branch developed in the 1990s, says Stickney. This includes everything from pre-employment screening to FAA-regulated periodic tests or random checks.
- Ergonomic intervention: Methodist maintains a software-tracking program to store data on ergonomic injuries. Officials here can flag injuries by body parts, by work site, even by department codes at a participating company's request. "By breaking it down, we can go out to the site and do an ergonomic assessment, make recommendations on how to reduce the injuries," Harman notes.
- Equipment manufacturers, in their quest to stay abreast of the medical community's growing occupational health knowledge, continuously introduce new items on the market.

According to Jeff Worrell, president of Advantage Medical in Carmel, the manufacturers currently are making strides in simulating or duplicating work activities in the medical setting where medical personnel can supervise and retrain where necessary.

"I joke that we're in the business of putting ourselves out of business," Harman says. "But improve workers' comp costs and your bottom line improves. Every employer is looking to do that in a soft economy where the profit margins are down."