

Vacant downtown building to be filled

By WHITNEY HELM Staff writer | Posted: Thursday, February 11, 2016 4:00 pm

BELOIT — Another vacant building in Beloit will soon be filled, as a business plans to open its doors.

Dr. Douglas Kelley will be moving his practice into the old Associated Bank building in downtown Beloit.

“We going to have to tear down every wall, and put in new electrical,” said Kelley.

In five years, Kelley has grown his eye care practice in Beloit and is now looking to expand his practice.

Kelley's five-year anniversary for his practice Beloit Family Eye Care, at 540 Grand Ave. will be on March 17. Kelley took over the practice from Dr. Thomas Johns in 2011.

After meeting Dr. Thomas Johns, Kelley said the experience was similar to courting his wife. After a few months of answering Johns' questions about cases, they decided they were compatible. Johns needed help because he was past retirement age, and Kelley was a newbie in the field and needed the help to buy a practice. Johns sold his practice to Kelley.

It was a slow start; Kelley said at the time there were only five or six clients per day. Now they've grown to around 20 per day.

Earlier this month, Kelley purchased Vision Eye Health Associates, which was on Riverside Drive.

"We moved everything out of that location and absorbed that," said Kelley.

Kelley then was able to hire Kristin (Bertelson) Moseman, a Beloit native who came back to town to practice. Kelley described his current location as "busting at the seams," he said.

To remedy that, the practice will be moving to the old Associated Bank on Grand Ave. in early spring — just across the street from his old practice.

The building is a complete gut job, with Kelley assuming responsibility for redesigning the new space after it was vacated about two years ago. Riverbend Builders will be doing the construction.

The new space will add new parking spaces for clients and a new 2,000-square-foot showroom for



Moving his practice

Dr. Douglas Kelley is expanding his practice this year. He will be renovating the old Associated Bank building on Grand Avenue and hopes to be open at the new location in April.

glasses. There also will be space for another doctor.

Kelley said it will be the largest private practice in the Stateline Area. He said he wants to stay downtown because the location has served them well.

Kelley said he got into optometry because his family has a history of terrible eyes, so he spent a lot of time as a child at the eye doctor.

"My dad is still in the top five of the worst eyes I've ever seen," he said.

Kelley said he's excited about the new location, which he suspects will open in April. Kelley also has a location in Brodhead.