



## **OFFICIAL NOTICE AND AGENDA**

of a meeting of a City Board, Commission, Department Committee, Agency, Corporation, Quasi-Municipal Corporation, or Sub-unit thereof.

**Meeting:** PLAN COMMISSION  
**Members:** Tipple (C), Lindman, Oberbeck, Bohlken, Gisselman, Atwell  
**Location:** Common Council Chambers, 407 Grant Street.  
**Date/Time:** Tuesday, August 11, 2015 at 5:00 p.m.

---

1. Amend the General Development Plan and approve the Precise Implementation Plan at 404 South 3<sup>rd</sup> Avenue & 308 Stewart Avenue to allow for a convenience store a multi-family residential development.

Adjourn

### **COMMITTEE CHAIRPERSON: MAYOR JAMES E. TIPPLE**

Questions regarding this agenda may be directed to the City Planning Office @ (715) 261-6760.

This Notice was posted at City Hall and faxed to the *Wausau Daily Herald* newsroom on August X, 2015 at X:00 p.m.

**It is possible that members of, and possibly a quorum of members of, other committees of the Common Council of the City of Wausau may be in attendance at the above-mentioned meeting to gather information. No action will be taken by any such group(s) at the above-mentioned meeting other than the committee specifically referred to in this notice.**

Distribution: *Wausau Daily Herald*, *City Pages*, Common Council, Department Heads, Plan Commission, Hebert, Lenz, DeSantis, Parks Dept., Werth, Schock, County Planning

Please note that upon reasonable notice efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For information or to request this service, please contact the City Clerk, 407 Grant Street, Wausau WI 54403, phone 715-261-6620.



## Memorandum

From: Brad Lenz  
To: Plan Commission  
Date: August 7, 2015  
Subject: UDD Zoning Approval for Redevelopment Project at 3<sup>rd</sup> and Stewart Avenues

Schierl Sales Corporation is seeking zoning approval for redevelopment of The Store and a residential conversion of the former Stahmer Clinic. In April 2015, Plan Commission recommended approval of the general development plan for a slightly larger project that would have occupied a portion of a vacated Clark Street. The current plans are to keep Clark Street as a public street and fit the overall development onto the existing city block located at the northwest corner of 3<sup>rd</sup> and Stewart Avenues. The developers requested and were approved for City incentives to do the project. The actions by Plan Commission are to consider an amended general development plan and a new precise implementation plan.

Included in the packet is the following information:

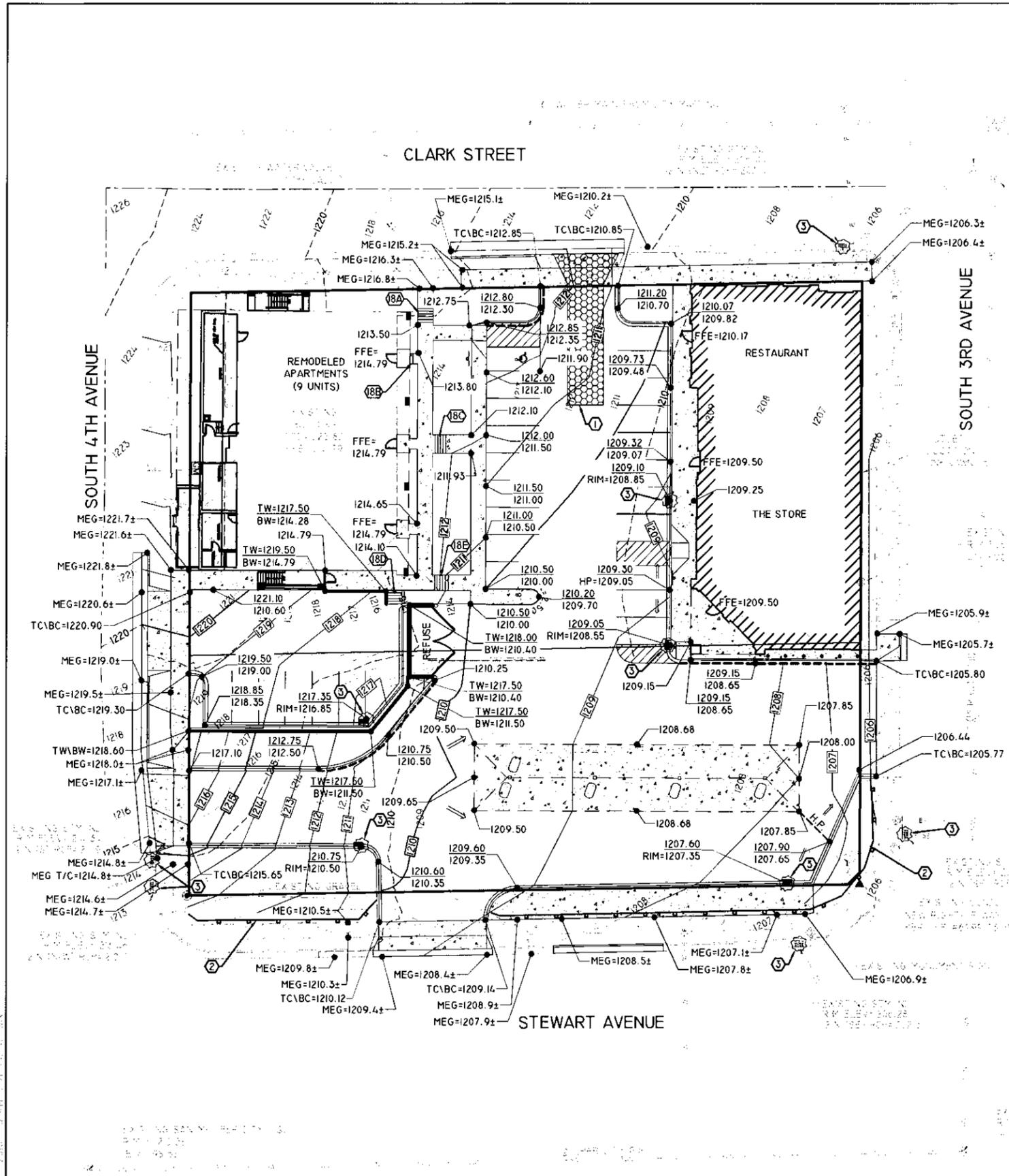
- New plans for the site
  - Site plan
  - Layout plan
  - Grading and erosion control plan
  - Building elevations (for The Store only)
  - Floor plan of The Store
- City committee review of current plans
  - Joint resolution from Economic Development and Finance Committees pertaining to developer incentives
  - Meeting minutes from the E.D. and Finance Committees where incentives were considered
- Plans from April 2015 that were recommended by Plan Commission for general development plan approval (11 pages)
- Supplemental information to the April plans
  - Staff report
  - Zoning map
  - Executive summary from petitioners
  - Meeting minutes from April Plan Commission

Staff will review the current plans and discuss potential recommendations at the Plan Commission meeting. Items yet to be reviewed by staff include:

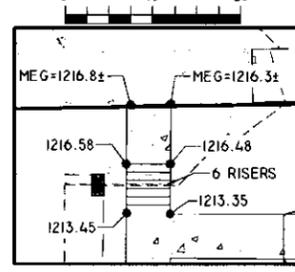
- Landscaping plan
- Lighting plan
- Signage plans
- Building elevations for apartment building



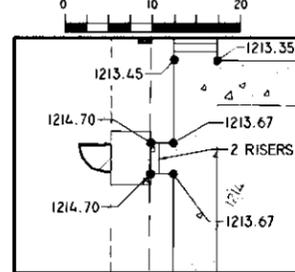




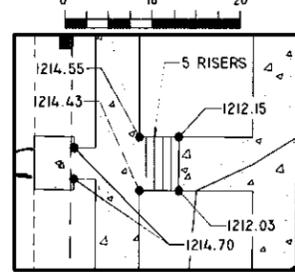
18A STEPS DETAIL



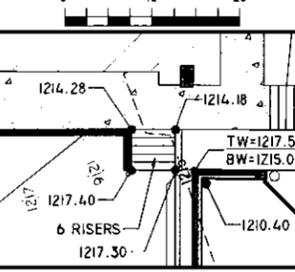
18B STEPS DETAIL



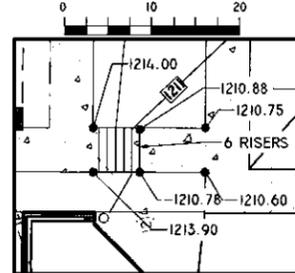
18C STEPS DETAIL



18D STEPS DETAIL



18E STEPS DETAIL



KEYED NOTES

1. INSTALL TEMPORARY CONSTRUCTION ENTRANCE/EXIT AT CONSTRUCTION ACCESS POINTS. SEE DETAIL A/C2.1.
2. INSTALL SILT FENCE. SEE DETAIL B/C2.1.
3. PROVIDE INLET PROTECTION. SEE DETAIL C/C2.1.

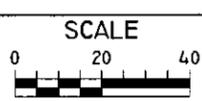
SUGGESTED SEQUENCING:

- PROVIDE CONSTRUCTION ACCESS(ES).
- INSTALL SILT FENCE AND INLET PROTECTION ON EXISTING STORM STRUCTURES
- DEMO & REMOVALS
- ROUGH GRADING
- BUILDING CONSTRUCTION
- SITE UTILITY INSTALLATION
- INSTALL INLET PROTECTION ON NEW STORM STRUCTURES
- FINISH GRADING
- PAVING
- FINAL STABILIZATION

NOTES:

- (A) CONTRACTOR IS RESPONSIBLE FOR LOCATING & VERIFYING ALL EXISTING UNDERGROUND UTILITIES PRIOR TO CONSTRUCTION, AND IS RESPONSIBLE FOR ANY DAMAGE TO THEM DURING CONSTRUCTION.
- (B) CONTRACTOR IS RESPONSIBLE FOR CONTACTING ALL UTILITY COMPANIES AND COORDINATING ALL PROPOSED UTILITY RUNS, INSTALLATIONS AND RELOCATIONS.
- (C) CALL DIGGERS HOTLINE @ 811 OR 1-800-242-8511 AT LEAST 3 WORKING DAYS PRIOR TO EXCAVATING.
- (D) ADJUST ALL MANHOLES, INLETS, AND VALVE BOXES TO FINISH GRADE.
- (E) INSTALL EROSION MAT ON ALL REVEGETATED SLOPES 4:1 OR GREATER AND WITHIN DIVERSION SWALE BOTTOM (IF APPLICABLE).
- (F) CONTRACTOR SHALL ABIDE BY THE WDNR CONSERVATION PRACTICE STANDARDS FOR INSTALLATION AND MAINTENANCE OF EROSION CONTROL.
- (G) GRADING CONTRACTOR SHALL ENSURE POSITIVE DRAINAGE BETWEEN PROPOSED IMPROVEMENTS AND EXISTING CONTOURS.
- (H) IN AREAS WHERE THE PARKING LOT DRAINS ONTO ADJACENT GRASS AREAS, MAINTAIN ASPHALT 1' ABOVE GRASS.
- (I) SPOT ELEVATIONS SHOWN ALONG CURBLINE DENOTE FLOWLINE UNLESS SPECIFIED. REFER TO LAYOUT PLAN FOR CURB TYPES.

REI Engineering, INC.  
4080 N. 20TH AVENUE  
WAUSAU, WISCONSIN 54401  
PHONE: 715.675.9784 FAX: 715.675.4060  
EMAIL: MAIL@REIENGINEERING.COM



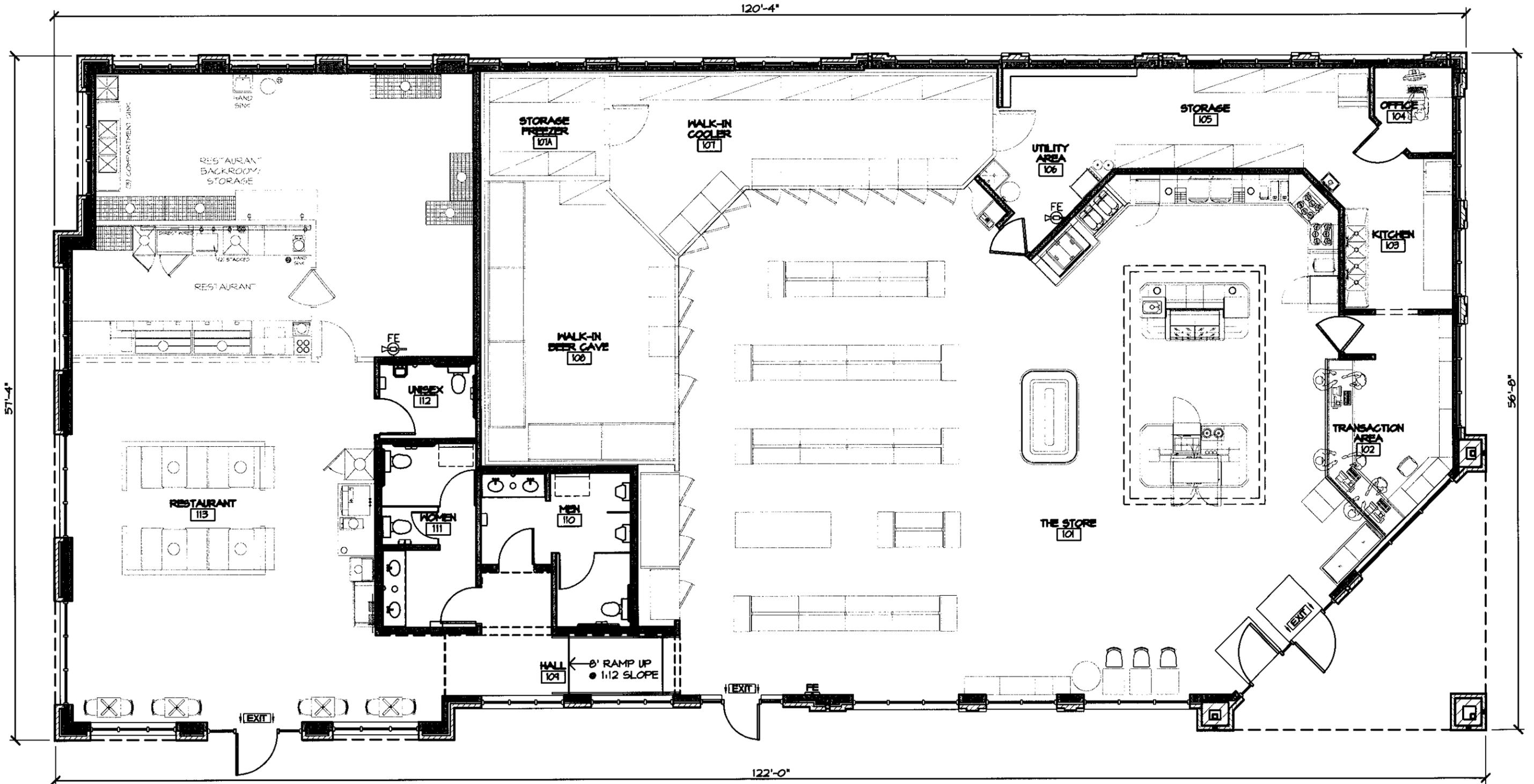
DATE	REVISION	BY	CHK'D

DESIGNED BY: DDD	CHECKED BY: JJB
SURVEYED BY: JLR, SJR	APPROVED BY: JJB
DRAWN BY: NAP	DATE: 07/23/15

GRADING & EROSION CONTROL PLAN  
TEAM SCHIERL COMPANIES  
STEWART AND SOUTH THIRD AVE  
WAUSAU, WISCONSIN

REI No. 7046  
SHEET C2





**FLOOR PLAN**  
 1/8" = 1'-0"



**THE SCHIERL CO.**  
**THE STORE - STEWART AVE, WAUSAU**  
 JULY 30, 2015



**JOINT RESOLUTION OF THE ECONOMIC DEVELOPMENT COMMITTEE  
AND FINANCE COMMITTEE**

Authorizing a Development Agreement with Schierl Sales Companies to provide developer incentives for the redevelopment of The Store and Stahmer Clinic facilities located at 308 West Stewart Avenue in TID #8. The developer incentives consist of a 15 year deferred interest free loan in the amount of \$275,000 and five reverse TID payments of \$57,500.

Committee Action: ED Comm: Approved 4-1  
Finance: Approved 4-1

Fiscal Impact: Loan: \$275,000  
Grant: \$287,500

**File Number:** 15-0506 **Date Introduced:** June 22, 2015

**FISCAL IMPACT SUMMARY**

<b>COSTS</b>	<i>Budget Neutral</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
	<i>Included in Budget:</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	<i>Budget Source:</i>
	<i>One-time Costs:</i>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	<i>Amount: \$275,000, 15 year deferred, interest free loan</i>
	<i>Recurring Costs:</i>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	<i>Amount: \$57,500 for 5 years.</i>
<b>SOURCE</b>	<i>Fee Financed:</i>	Yes <input type="checkbox"/> No <input type="checkbox"/>	<i>Amount:</i>
	<i>Grant Financed:</i>	Yes <input type="checkbox"/> No <input type="checkbox"/>	<i>Amount:</i>
	<i>Debt Financed:</i>	Yes <input type="checkbox"/> No <input type="checkbox"/>	<i>Amount Annual Retirement</i>
	<i>TID Financed:</i>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	<i>Amount: \$287,000 + borrowing expenses from 2016 budget year</i>
	<i>TID Source: Increment Revenue <input checked="" type="checkbox"/> Debt <input checked="" type="checkbox"/> Funds on Hand <input type="checkbox"/> Interfund Loan <input type="checkbox"/></i>		

**RESOLUTION**

**WHEREAS**, the City actively supports the redevelopment of the Westside neighborhood; and

**WHEREAS**, Schierl Sales Companies proposed to construct a new The Store at the existing facility and provide 9 market-rate apartments in the former Stahmer Clinic building; and

**WHEREAS**, the proposed project complies with the Westside Redevelopment Plan, supports the goals of the TID #8 plan, proactively addresses a blighted and vacant property, increases market-rate housing opportunities in the near westside area and complies with the City's Urban Design Standards; and

**WHEREAS**, the City has negotiated with Schierl Sales Companies to provide this necessary financing for the project to be financially viable and Schierl Sales has agreed to not receive the necessary loan proceeds until 2016; and

**NOW THEREFORE BE IT RESOLVED** by the Common Council of the City of Wausau approves the developer incentives in the amount of the 15 year deferred, interest free loan in the amount of \$275,000 and five reverse tax increment district payments of \$57,500 starting in 2016 for the project; and

**BE IT FURTHER RESOLVED** that the proper City officials are hereby authorized and directed to execute a Development Agreement in substantial compliance with the project and incentives between Schierl Sales Companies and the City.

Approved:

---

James E. Tipple, Mayor

## ECONOMIC DEVELOPMENT COMMITTEE

---

Time and Place: The Economic Development Committee met on Tuesday, June 2, 2015 at 4:30 p.m. in the 2nd Floor Board Room at City Hall, 407 Grant Street, Wausau

ED Members Present: Bill Nagle (C), Romey Wagner, Tom Neal (VC), Dave Oberbeck and Lisa Rasmussen

Others Present: Mayor Jim Tipple, Ann Werth, Chris Schock, Travis Lepinski, Gary Gisselman, Brad Lenz, Tammy Stratz, Forrest Young, John Smith, Rob Flashinski, Fay Simer, Andrew Halverson, Thomas Brown, Jim Warsaw, Len Kurzynski, Jim Ruffedt, Chris Menard, John Opolka, Noah Her, Cheng Her, Mai Her and Chungson Her

### **DISCUSSION AND POSSIBLE ACTION ON THE PROPOSED DEVELOPMENT AGREEMENT FOR THE PROPERTY LOCATED AT STEWART AVENUE AND THIRD AVENUE**

Andrew Halverson, Ellis Stone, presented the new plan for the Schierl project. The new allocation date requested would be January 31, 2016 for the \$275,000 0% interest 15-year loan. The reverse TID payments requested would remain the same and Schierl will withdraw the request for the street vacation. The updated plan includes 1 2-bedroom apartment, 8 1-bedroom apartments and there will be 17 parking stalls available.

Oberbeck spoke against using TIF funds for the C-Store project.

Wagner motioned to approve the new Schierl proposal and directed staff to move forward with the development agreement process. Rasmussen seconded and the motion carried 4-1. Oberbeck was the opposition vote.

**FINANCE COMMITTEE**

Date and Time: Wednesday, June 10, 2015 @ 5:30 pm., Board Room

Members Present: Kellbach (VC), Nagle, Oberbeck, Nutting, Mielke

Others Present: Groat, Jacobson, Giese, Hebert, Lindman, Tipple, Neal

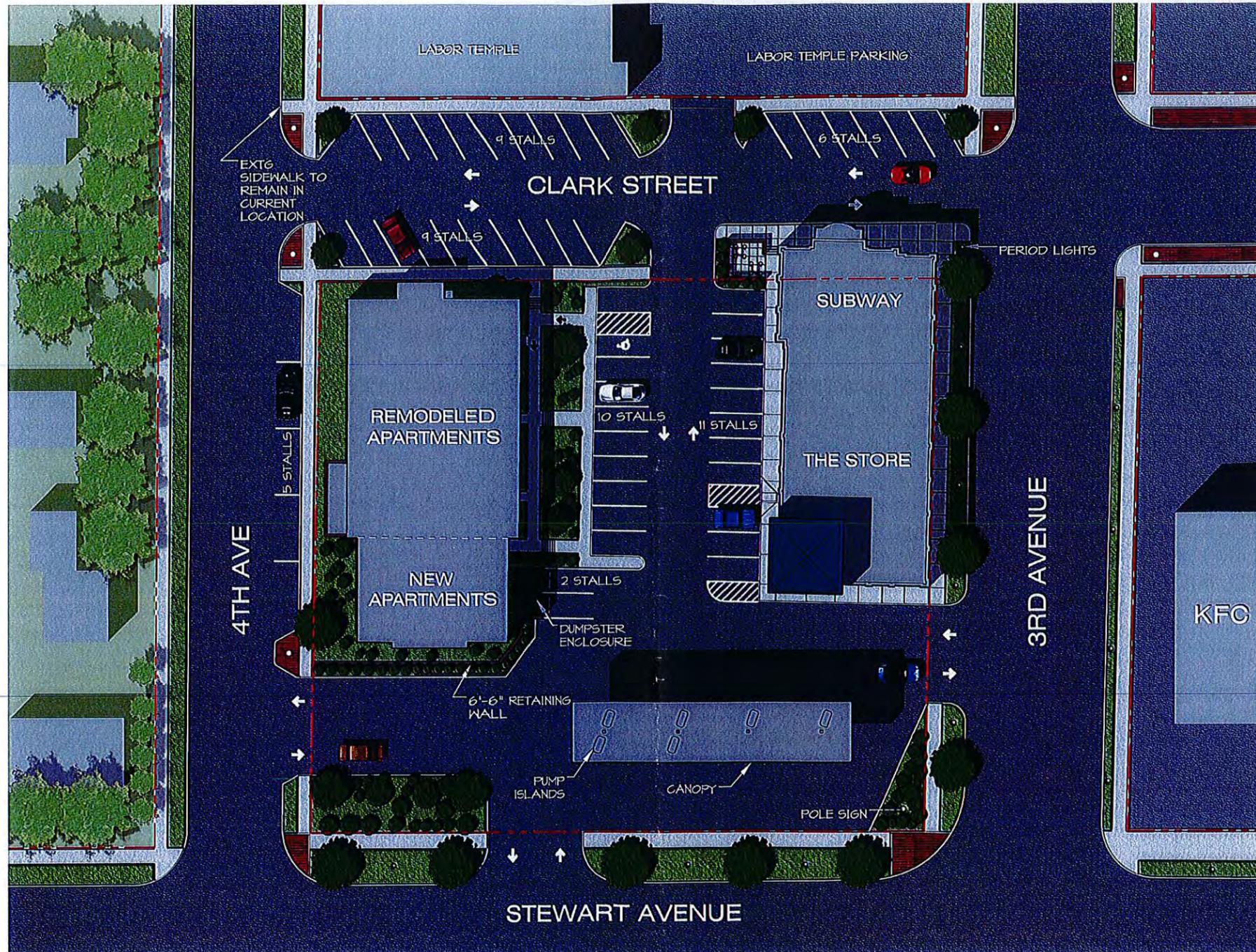
**Discussion and possible action on the proposed Development Agreement for the property located at Stewart Avenue and Third Avenue (Schierl)**

Schock stated this project has continued to evolve and it is being changed significantly from when it was proposed following a response from the Labor Temple and neighborhood feedback. Andrew Halvorsen, representing Schierl, explained they would be abandoning the addition to the south side of the Stahmer Clinic, which allows us to go to 10 total beds on the property for the residential component of the project. This would allow us to build seven parking places on the south side of the building on the property, with 10 additional for a total of 17 specific residential spaces. He stated we have abandoned the street vacation and this will address the concerns of traffic flow and allow for greater on-street parking for the general public. He indicated the developer's agreement in terms of the financial impact is the same as it was before with a modification to the allocation period to January 2016.

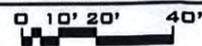
Halvorsen stated if the development agreement is approved by Council they can move forward with engineering to bring forward the precise implementation plan and if approved, attempt to get building permits in mid-August to complete within the calendar year of 2015.

Groat stated the city would provide the \$275,000 loan to be paid from increment that we are currently collecting from the CVS development and our computer payments from the state. We would be receiving that back at the end of the 15 years and making five payments of \$57,500 as increment comes in.

Motion by Nagle, second by Nutting to approve Development Agreement for the property located at Stewart Avenue and Third Avenue (Schierl), subject to Attorney review. Motion carried 4-1. (*Oberbeck was the dissenting vote.*)



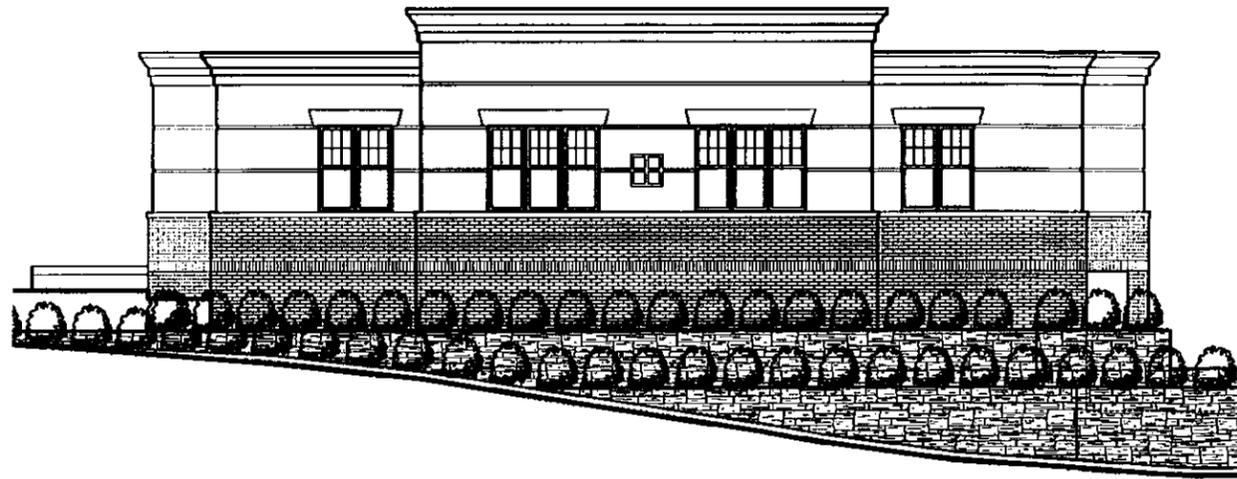
**PRELIMINARY SITE PLAN**



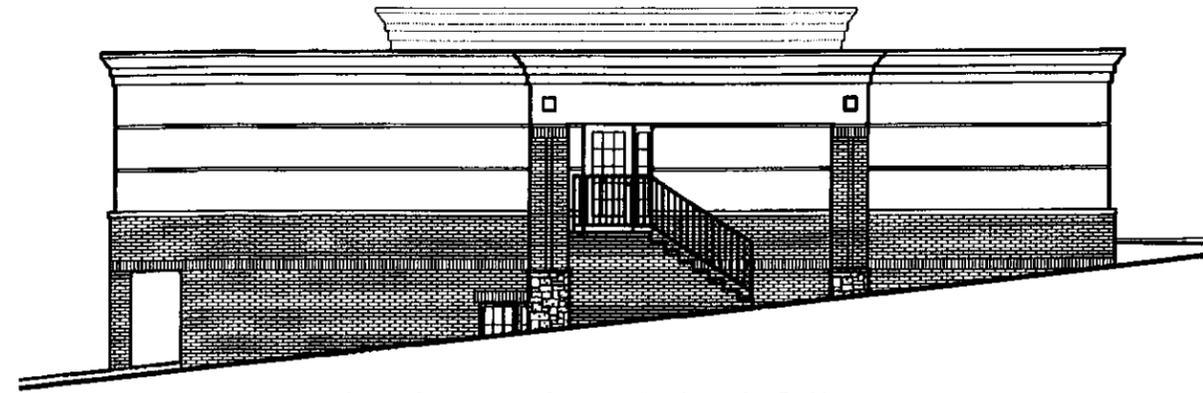
**THE STORE**  
**308 W. STEWART AVE.**  
**WAUSAU, WISCONSIN 54401**

**TEAM SCHIERL**  
**COMPANIES**

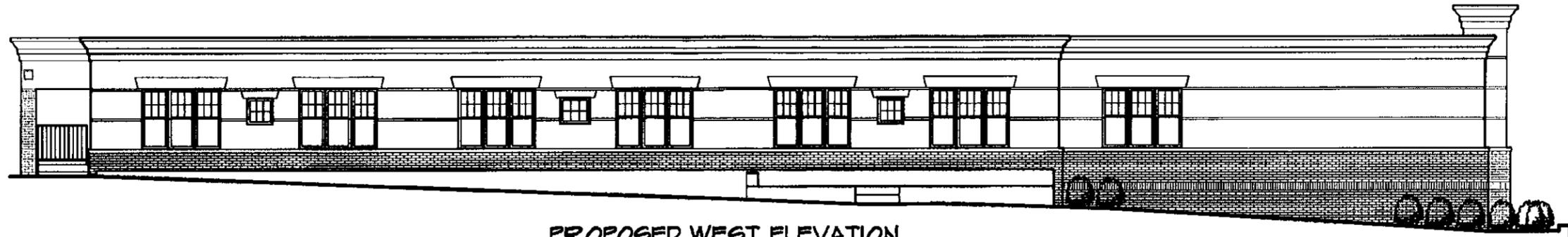
 **Mudrovich**  
**architects**  
 APRIL 7, 2015 ©COPYRIGHT 2015



PROPOSED SOUTH ELEVATION  
3/32" = 1'-0"



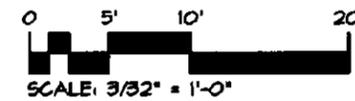
PROPOSED NORTH ELEVATION  
3/32" = 1'-0"



PROPOSED WEST ELEVATION  
3/32" = 1'-0"

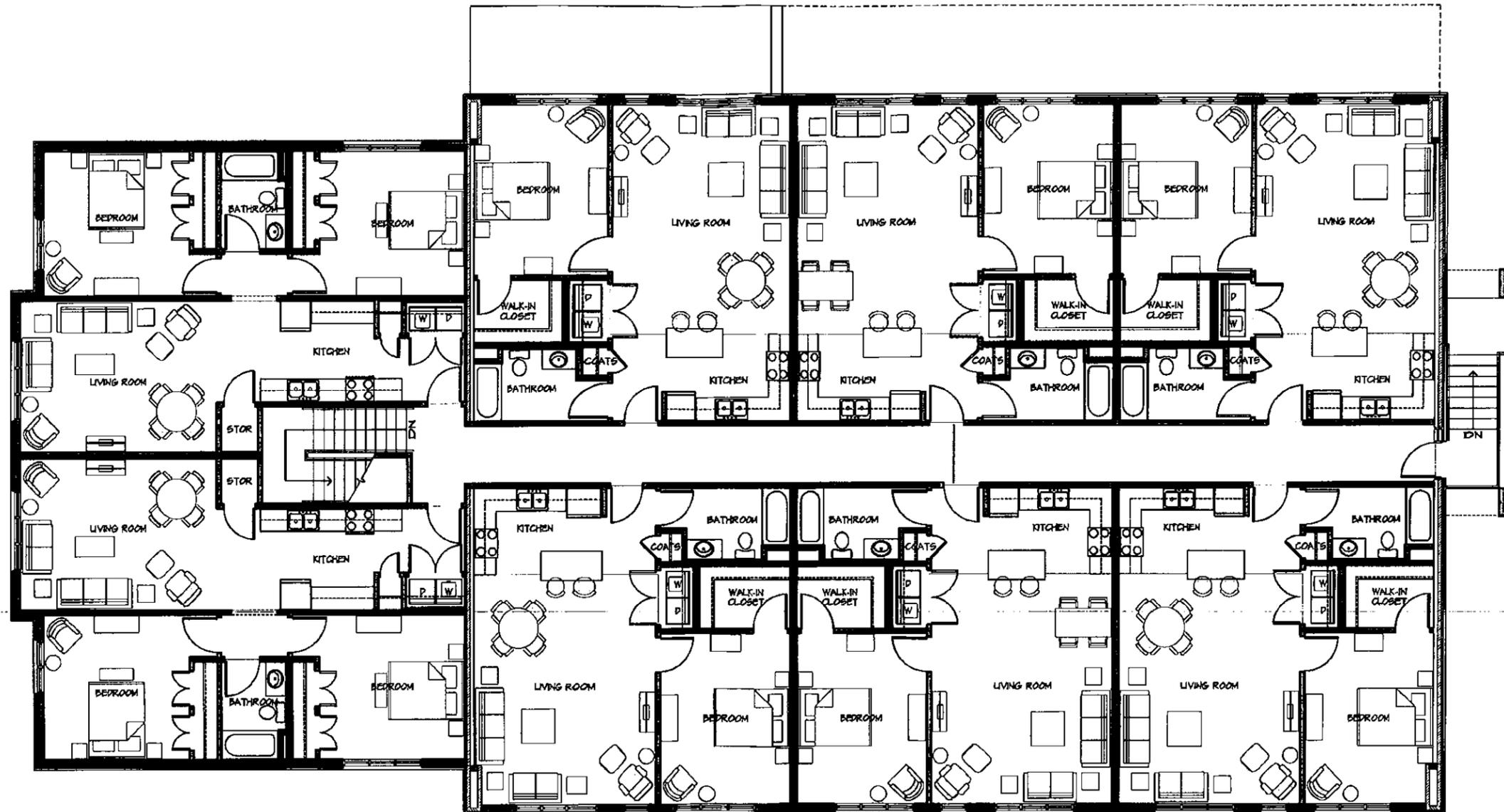


PROPOSED EAST ELEVATION  
3/32" = 1'-0"

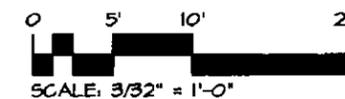


**STAHMER BUILDING REMODEL**  
STEWART AVE & 3RD AVE, WAUSAU  
APRIL 7, 2015



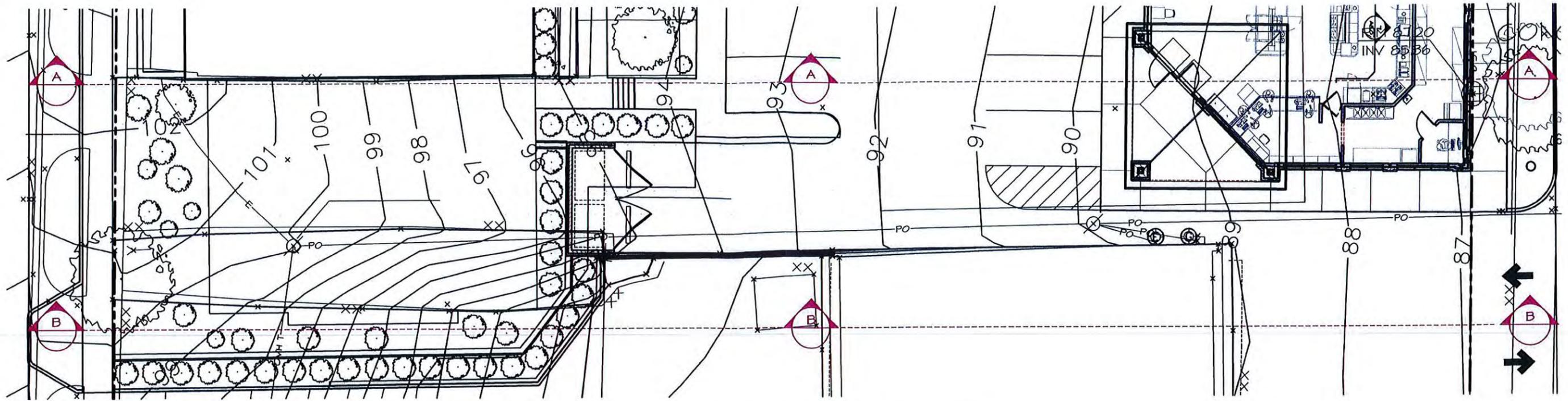


PROPOSED UPPER LEVEL FLOOR PLAN  
 3/32" = 1'-0"

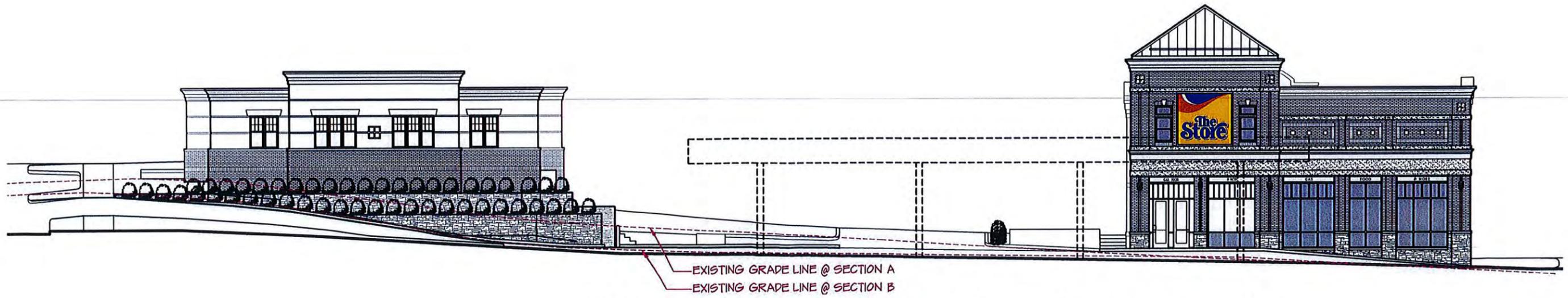


STAHMER BUILDING REMODEL  
 STEWART AVE & 3RD AVE, WAUSAU  
 APRIL 7, 2015

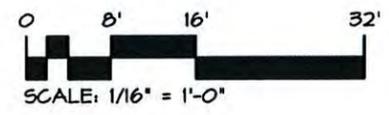




**PARTIAL PROPOSED SITE PLAN**  
 1/16" = 1'-0"

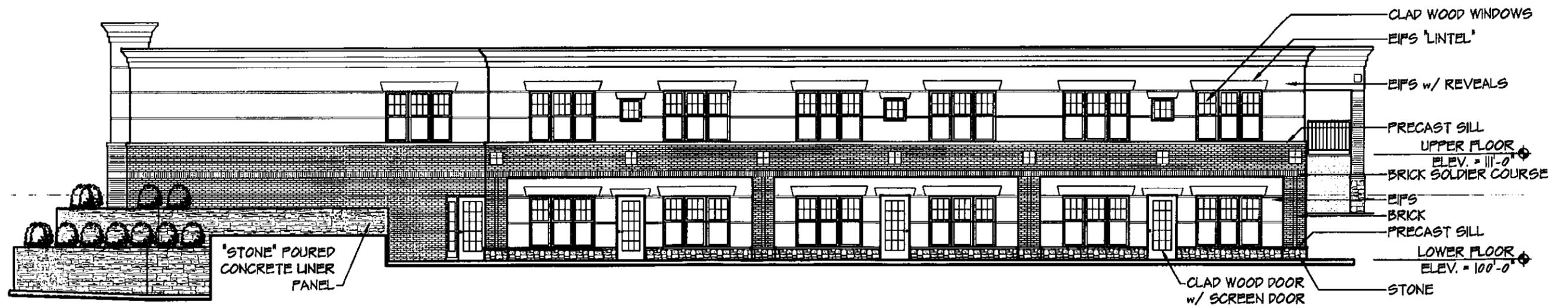


**PROPOSED SOUTH ELEVATION**  
 1/16" = 1'-0"



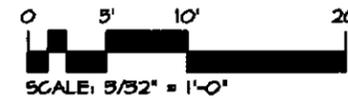
**STHAMER BUILDING REMODEL**  
 STEWART AVE & 3RD AVE, WAUSAU  
 APRIL 7, 2015





**PROPOSED EAST ELEVATION**

3/32" = 1'-0"



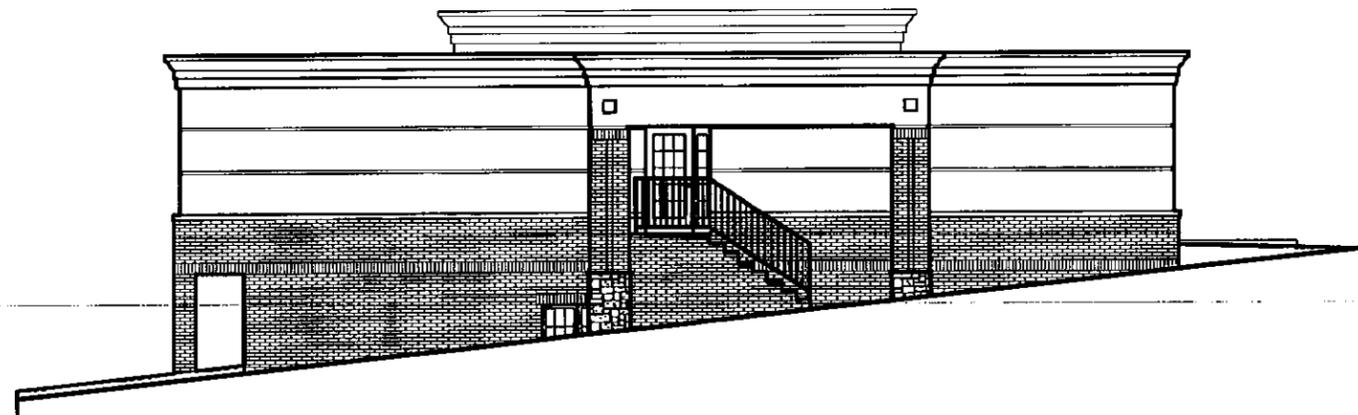
**STAHMER BUILDING REMODEL**  
STEWART AVE & 3RD AVE, WAUSAU

APRIL 7, 2015

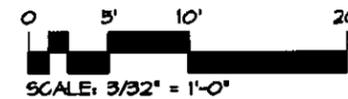


**Mudrovich**  
architects

© copyright 2015

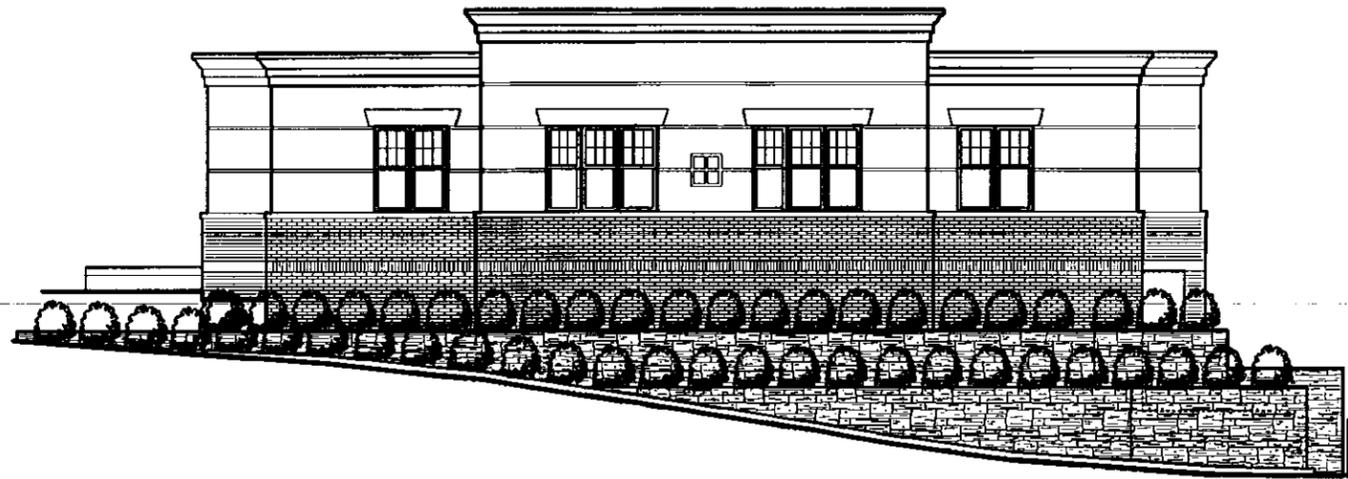


PROPOSED NORTH ELEVATION  
3/32" = 1'-0"

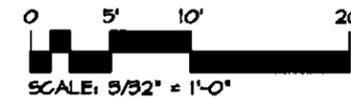


STAHMER BUILDING REMODEL  
STEWART AVE & 3RD AVE, WAUSAU  
APRIL 7, 2015



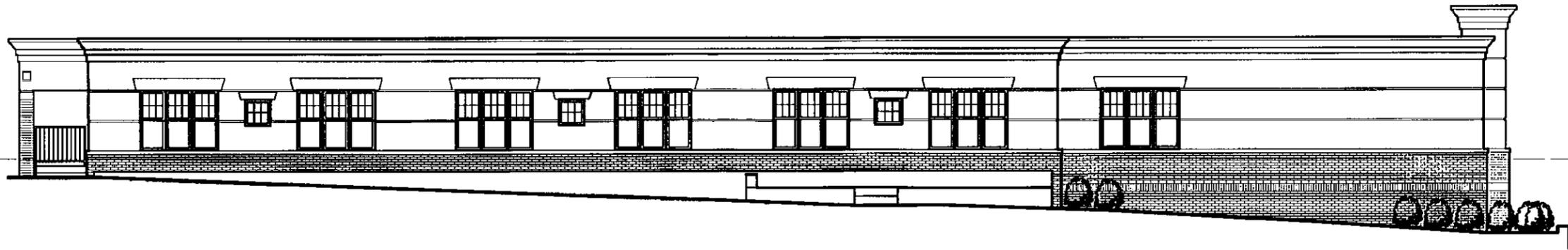


PROPOSED SOUTH ELEVATION  
3/32" = 1'-0"



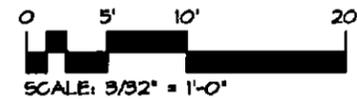
STAHMER BUILDING REMODEL  
STEWART AVE & 3RD AVE, WAUSAU  
APRIL 7, 2015





**PROPOSED WEST ELEVATION**

$3/32'' = 1'-0''$



**STAHMER BUILDING REMODEL**

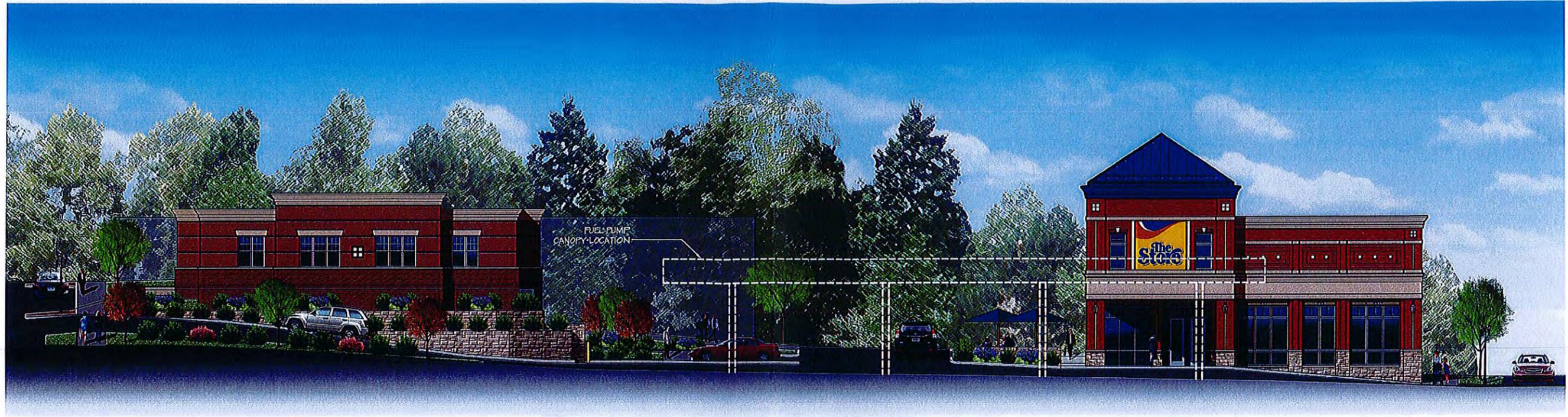
STEWART AVE & 3RD AVE, WAUSAU

APRIL 7, 2015



**Mudrovich**  
architects

© copyright 2015



**PROPOSED SOUTH ELEVATION** 0 4' 8' 16'



**PROPOSED EAST ELEVATION** 0 4' 8' 16'

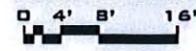
**TEAM SCHIERL  
COMPANIES**

**REMODELED APARTMENTS  
404 S. THIRD AVE.  
WAUSAU, WISCONSIN 54401**

 **Mudrovich  
architects**  
APRIL 7, 2015 © COPYRIGHT 2015



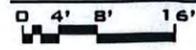
**EAST ELEVATION**



NOTES:  
 1. BUILDING MATERIALS SIMILAR ON ALL ELEVATIONS UNLESS NOTED OTHERWISE  
 2. ALL ROOFTOP HVAC UNITS, PLUMBING STACKS, & ROOF VENTS HIDDEN FROM VIEW BY PARAPET WALL ABOVE ROOF DECK

- STANDING SEAM METAL ROOF
- SNOW GUARDS (TYP)
- URETHANE TRIM (TYP)
- 16" EPS FLUSH W/ FACE OF BRICK W/ 3/8" GROOVES (TYP)
- EPS BAND
- URETHANE TRIM
- EPS
- EXTERIOR LIGHTING AS SELECTED BY OWNER
- CAST STONE SILL (TYP)
- PRECAST TUMBLED STONE UNITS

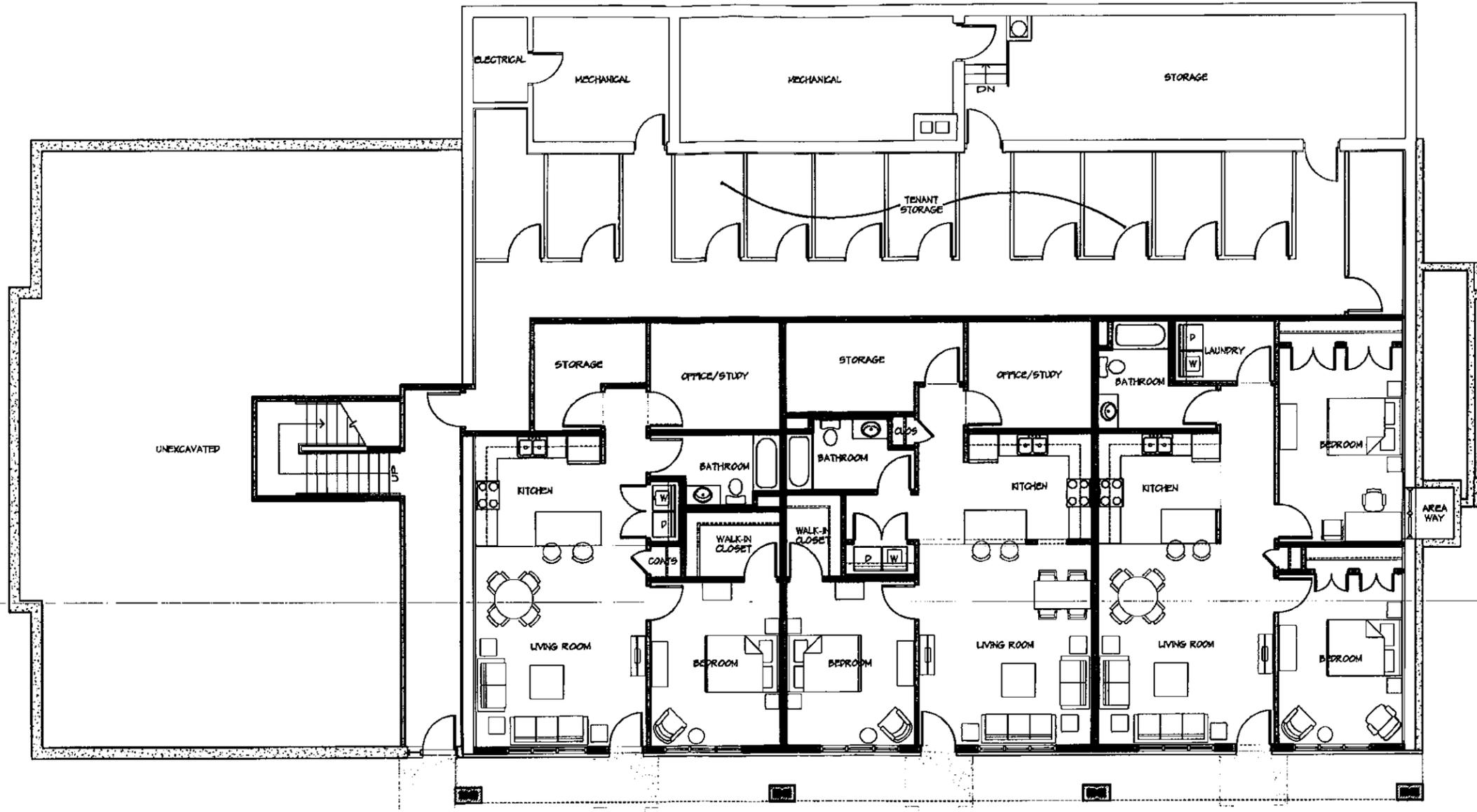
**WEST ELEVATION**



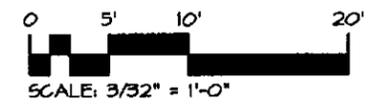
**TEAM SCHIERL  
 COMPANIES**

**THE STORE  
 308 W. STEWART AVE.  
 WAUSAU, WISCONSIN 54401**

 **Mudrovich  
 architects**  
 APRIL 7, 2015 ©COPYRIGHT 2015



PROPOSED LOWER LEVEL FLOOR PLAN  
 3/32" = 1'-0"



STAHMER BUILDING REMODEL  
 STEWART AVE & 3RD AVE, WAUSAU  
 APRIL 7, 2015



Mudrovich  
 architects

© copyright 2015



#7

#8

## **STAFF REPORT**

**TO:** City of Wausau Plan Commission  
**FROM:** Brad Lenz, City Planner  
**DATE:** April 23, 2015

### **GENERAL INFORMATION**

**APPLICANTS:** Schierl Sales Corporation

**LOCATION:** 404 S. 3<sup>rd</sup> Avenue, and  
308 Stewart Avenue

**EXISTING ZONING:** B2, Community Service District

**REQUESTED ZONING:** UDD, Unified Development District

**PURPOSE:** To allow for a mixed-use development, consisting of retail and multi-unit residential space. An existing office would be renovated into eleven (11) apartments. The existing convenience store would be replaced with a new store that includes a fast food restaurant. The two parcels, along with a potentially vacated Clark Street, are being planned as a single development. Please see attached description from the petitioners for more information.

**EXISTING LAND USE:** Convenience store and vacant commercial building

**SIZE OF PARCELS:** Over 1 acre combined

**SURROUNDING ZONING AND LAND USE:**

North: B2; Fraternal organization  
South: B2; Assorted commercial  
East: B2; Fast food restaurant  
West: R3, Two Family Residence District; One- and two-family homes

(See attached Zoning Map)

## ANALYSIS

From Wausau Municipal Code 23.65.040, the approval of a unified development proposal shall be based upon determination as to compliance with the following criteria:

- a) *That the proposed development is consistent with the spirit and intent of these regulations, has been prepared with competent professional advice and guidance and produces significant benefits in terms of improved environmental design to justify the application of the unified development concept;*
- b) *That the site development plan reflects sensitive consideration of the physical nature of the site with particular concern for conservation of natural features, preservation of open space and careful shaping of terrain to minimize scarring, and insures proper drainage and preservation of natural terrain wherever appropriate;*
- c) *That the general character and intensity of use of the development produces an attractive environment appropriate to the uses proposed, and is compatible with existing development in the surrounding area and with general community development plans and policies;*
- d) *That the development can be provided with appropriate municipal services and would not conflict with or cause overload on such facilities as schools, highways, police, fire or utility services;*
- e) *That proposed design standards provide adequately for practical functioning and maintenance, based on actual functional need, in terms of circulation, parking, emergency services, delivery services and snowplowing;*
- f) *That adequate provision has been made to insure proper maintenance and preservation of any common areas provided for the recreation and esthetic enhancement of the development.*

In addition to criteria for assessing unified development proposals, the plan commission shall also make a recommendation to change the zoning classification of particular property based upon the evidence presented in each of the following matters where applicable:

- (a) *Existing use of property within the general area of the property in question and the effect the proposed rezoning is likely to have on these land uses;*
- (b) *The compatibility of the land uses which would be permitted by the zone change with the existing or planned land uses within the general area of the property in question;*
- (c) *The zoning classification of property within the general area of the property in question;*
- (d) *The suitability of the property in question to the uses permitted under the existing zoning classification;*
- (e) *The trend of development, if any, in the general area of the property in question, including changes, if any, which have taken place since the day the property in question was placed in its present zoning classification;*
- (f) *Whether the proposed zone change is generally consistent with the goals, objectives and policies identified in the City of Wausau Comprehensive Plan*
- (g) *The nature and extent of the input received at the public hearing regarding the proposed zone change;*
- (h) *The precedence, if any, that approval of the requested zoning could have on similar requests made elsewhere in the city; and*

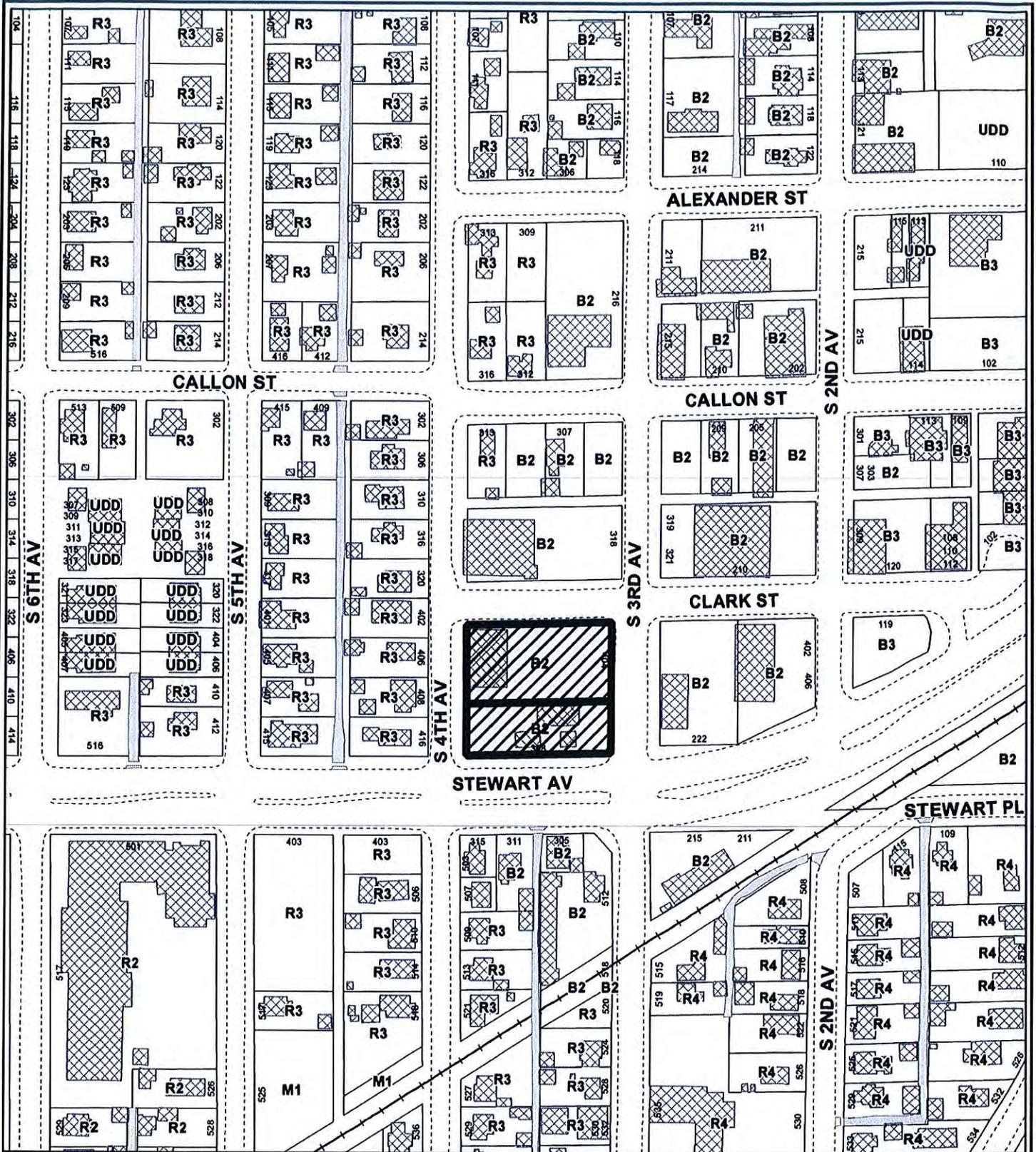
*(i) If the property was recently annexed, the zoning classification of the property prior to annexation.*

The petitioners have been in negotiations with the City over this development, particularly through the City's Economic Development Committee. Allowing the zoning would be one less hurdle for the developers to overcome in ultimately constructing the project this year. A forthcoming developer agreement would outline specifics relating to the site and building plans. However, any zoning requirements placed on the new development by plan commission would need to be met in addition to any conditions from the developer agreement, assuming one is ultimately executed. If an agreement cannot be made, and the precise plans are still approved through Council, the developers would be held to the precise plans for any new development on the site.

Since other committees have already begun to debate economic matters relating to this development, staff feels the focus of the plan commission should be on basic zoning issues of land use, compatibility with surrounding properties, and other site design factors. These issues relate closely to the criteria above for UDD zoning and zoning amendments in general.

Perhaps the main issue to consider is with introducing a residential component to the site where none existed before. A convenience store is currently located on the corner property, and although it will change positions on the new site and be expanded with a fast food store, the use essentially stays the same. In the B2 district, which is the current zoning of the property as well as the zoning district that borders the site on three sides, dwelling units are permitted, albeit on the second floor and above. A residential development was recently approved for a site nearby, also in the B2 district, although it was never built. In planning for the redevelopment of the Near West Side, introducing a stronger residential element is widely seen as a way to help redevelop the area as a whole. From a land use standpoint, the multi-family building could be seen as a step-down use between the homes to the west and the businesses along a busy 3<sup>rd</sup> Avenue.

Staff feels that the plans presented are satisfactory from a zoning perspective. Other negotiations with the City could further refine the plans, but at a minimum, the proposed plans align with the land use and compatibility criteria outlined above.



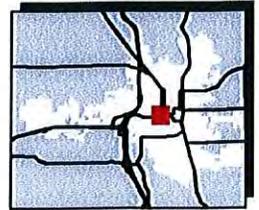
Map Date: April 13, 2015

City of Wausau  
Marathon County Wisconsin



-  Building
-  Area of Interest

Map Location



# CITY OF WAUSAU

## EXECUTIVE SUMMARY: STEWART AVE. REDEVELOPMENT

### TEAM SCHIERL COMPANIES & SCHIERL SALES CORPORATION

Schierl Sales Corporation is thrilled to present for your partnership and approval, a multi-million dollar mixed-use redevelopment of our sites at Third & Stewart. We are proposing to raise the existing convenience store, replace it with an architecturally respectful facility with a new Subway restaurant, add 15 new jobs, re-shape the terrain, modify access points, and remodel the former Stahmer Clinic into 11 market rate residential units; specifically speaking to young professionals living downtown, and university faculty and staff from UW-Marathon County.

The minimum total project cost will be: \$3,000,000.00. This includes an initial projection of approximately \$900,000 for the residential component and \$2,100,000.00 for the convenience store. Given the difficulties of the site terrain, depth to bedrock, variable cost increase relating to aesthetics for the convenience store and residential piece, the project as proposed is out of reach for our capital allocation without assistance from the City. We are asking for your partnership with us to bring this block to block redevelopment plan forward.

We are asking the City for rezoning of the parcels to UDD to achieve the project, vacation of Clark St. in order to maximize the site for layout and parking, and TIF assistance to offset the considerable cost to achieve the aforementioned.

This project would require ten years, pay-as-you-go, or reverse TIF, of the increment generated based on a minimum investment of: \$3,000,000. This would allow for an actual incremental increase in value of between: \$2,100,000-\$2,400,000 depending on final assessment. We would carry the borrowing on the project costs and the City would then not have any holding costs what so ever on the incentive. This revenue stream annually makes the project happen, which will add significant energy and inertia to the near Westside, along with new jobs associated with the convenience store and Subway. In addition, the added aesthetics, as well as new façade of the clinic, appropriately respects the single family homes nearby.

The revenue generated and maximized off the project would allow for nearly an additional \$57,000-\$60,000 per year, available for TIF projects after the ten year period we are asking for. Or, net present value, at that time, assuming reasonable inflation and 3.5% interest, of a borrowing by the city over the 10 years remaining of nearly \$500,000 paid for only by our project.

Successful projects are only possible with partnerships. We need you to partner with us to bring this perfect mix of utility and redevelopment to fruition; and we are asking for you to work with us in doing so: Thank you.

## PLAN COMMISSION

---

**Time and Date:** The Plan Commission met on Wednesday, April 29, 2015, at 5:00 p.m. in the Common Council Chambers of Wausau City Hall.

**Members Present:** Mayor Tipple, Rosenberg, Bohlken, Gisselman, Lindman, Oberbeck

**Others Present:** Lenz, Hebert, DeSantis, Stephenson, Wagner, Xiong, Donovan, Bayba, Halverson, Olmsted, Ryan, Henning

In compliance with Chapter 19, Wisconsin Statutes, notice of this meeting was posted and transmitted to the *Wausau Daily Herald* in the proper manner.

Mayor Tipple called the meeting to order at 5:00 p.m. noting that a quorum was present.

**PUBLIC HEARING: Rezone 404 South 3<sup>rd</sup> Avenue & 308 Stewart Avenue from B2, Community Service District, to UDD, Unified Development District, and approve the General Development Plan to allow for a convenience store and an 11-unit multi-family residential development. (Schierl Sales Corp.)**

---

Andrew Halverson said that he is excited about this mixed use development. In order to have the mixed residential and commercial uses, it needs to be rezoned to UDD. The use is prohibited with the current B2 zoning. The buildings will be pushed to the perimeters and the parking will be located at the inner portion of the lot. Halverson said that they have met with the property owner directly to the west of the clinic, who indicated they wanted the parking as far away from their area as possible. This plan is very respectful of their wishes and the neighborhood while investing project costs of \$3.7 million. This proposal harnesses several of the priorities of the TIF #8 plan. Market rate for the residential units will be directed for working professionals. Halverson thanked the commission for the consideration.

Randy Olmsted, Labor Temple, said that he has a grave concern for this project and said he was not contacted by the petitioner like he was in the past. Olsted said he was concerned about the Clark Street vacation and said he wasn't sure what has changed from the previous project. The Labor Temple offers parking for their banquets, downstairs bar, and 12 offices. Olmsted said he wasn't sure how the parking lot and vicinities will affect their business. The parking lot enters and exits off of Clark Street. These are major concerns and haven't been contacted to see the new project plans. Olmsted said he is not against new projects going in the area, but feels they should have been contacted. The commission should not approve this unless the plans are put into place.

Mayor Tipple closed the public hearing.

Lenz offered Olmsted to view the plans and said that the street vacation is a separate process and will go to CISM the following week for approval of the public hearing in June. This is a separate step from the zoning change. The petitioners will be going through multiple committees. Mayor Tipple said that the petitioner can speak to the Labor Temple representative after the meeting to view plans and discuss the parking.

Halverson said that they are working through several items in the correct order and are intending on having a conversation with the Labor Temple. Alderman Mielke had the parking concerns during the Finance Committee meeting. Halverson said they are more than willing to purchase for the public right-of-way and are willing to work with the Labor Temple and other property owners. The main reason that the vacation of Clark Street needs to happen is because the convenience store encroaches 10' into the public right-of-way. The residential component will require 6 - 7 additional parking spaces for the dwelling. Halverson said he is willing to discuss numbers and take the burden on for use of the spaces. Olmsted said that he didn't remember there being enough access for 2-way parking where Clark Street will be vacationed. Olmsted said there is a steep hill and has a concern for angle parking in the winter. The last time this was proposed, this was all worked out ahead of time and Olmsted said this should have been discussed previously.

Lenz said that staff and committees are working through the details. The main reason that it comes to Plan Commission is focus on the zoning aspects, the properties as they currently exist, and the design. A large residential project was proposed in the area a few years ago that was approved, but was not built. Both the general development plan and precise implementation plan are included on the agenda. Some items can be addresses on the precise implementation plan. Items can be addressed at staff level when details are given. A more detailed sign package will be reviewed in the future. The details were not knick picked and will be reviewed if the developer agreement gets worked out. This item is for the basic zoning perspective and meets the requirements.

Mayor Tipple asks for Rosenberg feedback. Rosenberg said that he didn't want to speak for the campus, but this is a substantial project and this is big enough to create the synergy and this is notoriously a difficult area to develop.

Deb Ryan, 702 Elm Street, asked to speak to the item. Mayor Tipple stated that the public hearing had been closed. The commission agreed to allow Ryan to comment. Ryan said that other members had wanted to comment.

Paul Henning, 1906 Hamilton Street, asked why the general development plan and precise implementation plan are both being approved at the seemed time. It seems inappropriate. There is a potential that this will be a good development. The precise implementation plan should be precise and include colors and landscaping. Henning said that it is very disturbing that nobody gets to take a look at the precise implementation plan.

Ryan said that she has lived in the neighborhood and has developed an eye for issues in planning. Ryan compared the clinic option to the Kwik Trip on Bridge Street and it seems to blend in with the property and there is a better way to develop. There are some vacant properties, but a number of students are living in bigger homes with parking and storage. Ryan said that the plan seems overly tight. This is unnecessary and public money should not be used. Ryan said that loose Clark Street for an exit will create a problem. It is hard to get back onto 3<sup>rd</sup> Avenue from the property. The design is hodgepodge and overly developed. The areas are hidden where strangers could be. There is already a surplus in housing. Ryan said a coffee shop would be nice for a meeting place. This plan is too big with too small of a space and doesn't meet the needs of the area.

Mayor Tipple reclosed the public hearing. Mayor Tipple said there is a vacant, blighted building and this is a good plan. This will start the process. The city is lucky to have someone change the plan and come back to start the process again.

Lenz said that he does not believe it was the intent to ram the plan through the committee and council. In the past, the general development plan and precise implementation plan were approved hand-in-hand. Other details are not always planned at the beginning. The storm water plan gets deferred to the engineering staff. This is allowable at the same time to benefit the petitioner. Henning said that they don't own the land. Mayor Tipple reminded the audience that the public hearing is closed. Lenz said that the petitioners may be open to coming back. The petitioners have been working with staff and this was to be accommodating and try to consolidate approvals. Oberbeck stated that a lot of details need to be worked out. Access points on Stewart Avenue needs to be looked at. Oberbeck suggested that the approval for the precise implementation plan gets tabled for a future meeting.

Rosenberg motioned to rezone 404 South 3<sup>rd</sup> Avenue & 308 Stewart Avenue from B2, Community Service District, to UDD, Unified Development District, and approve the General Development Plan to allow for a convenience store and an 11-unit multi-family residential development. Bohlken seconded and the motion carried unanimously 6-0. This item will go to Common Council on May 12, 2015.