



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, April 19, 2016 at 5:00 p.m.

1. Approve the minutes of the March 15, 2016 meeting.
2. **PUBLIC HEARING:** Discussion and possible action on rezoning 316 Sherman Street and 830 South 3rd Avenue from B1, Neighborhood Shopping District, 821 South 5th Avenue from M1, Limited Industrial District, and 828 South 3rd Avenue from B2, Community Service District, to UDD, Unified Development District, and approve a General Development Plan to allow for a food and merchandise market, restaurant, deli, and storage. (Her)
3. Discussion and possible action on approving the Precise Implementation Plan 316 Sherman Street, 830 South 3rd Avenue, 821 South 5th Avenue, and 828 South 3rd Avenue to allow for a food and merchandise market, restaurant, deli, and storage.
4. Discussion and possible action on approving the Precise Implementation Plan at 2130, 2121, 2201, 2221, 2301 and 2305 Northwestern Avenue to allow Phase I site preparation activities for a multi-family residential development.
5. Discussion and possible action on dedicating a sculpture along the River Edge Parkway at 146 W. Washington Street.
6. Next meeting date and future agenda items for consideration.

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 April 14, 2016 at 4:00 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, Her

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.

PLAN COMMISSION

Time and Date: The Plan Commission met on Tuesday, March 15, 2016, at 5:00 p.m. in the Common Council Chambers of Wausau City Hall.

Members Present: Mayor Tipple, Gisselman, Atwell, Bohlken, Lindman, Oberbeck (arrived at 5:07 p.m.)

Others Present: Lenz, DeSantis, Arndt, Bill Greenwood, Julie Greenwood, Schock

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.

Approve the minutes of the February 16, 2016 meeting.

Gisselman motioned to approve the minutes of the February 16, 2016 meeting. Atwell seconded, and the motion carried unanimously 5-0.

Discussion and possible action on approving the Precise Implementation Plan for 1420 North River Drive to allow for a family entertainment center.

Lenz said that the precise implementation plan for the Unified Development District zoning is up for review. The general development plan was approved along with the larger east riverfront area last fall. This family entertainment center is located on the north end of the east riverfront and will have a bar, restaurant, and gaming area including laser tag. The precise plans are located in the packet. Staff has gone through the renditions and some additional renditions were handed out at the start of the meeting. Development agreements have gone through Economic Development and Finance Committees. The lease and maintenance agreements are being finalized. This is the second part of the zoning for the landscape plans, floor plans, site plans, and building elevations. The grading plan is being finalized. Arndt said that he just received it from Stantec for reviewed. Lenz said that there have been conversations on the building location and placement.

Oberbeck arrived at 5:07 p.m.

Lenz said the red line on the site plan is the edge of the lot line. Decorative street lights and street trees will be placed from Bridge Street down to the south end of the project. The building setback is shown at six feet eight inches. This distance does not leave enough area for street trees. He felt the laser tag arena could be shifted toward the river to make room for improved landscaping along the street.

Arndt said that if the floor plan shifts a few feet to the west there will still not be enough room for trees. Arndt said he would propose to not have trees, but do other landscaping. Moving the site plan would affect the traffic pattern and viewing area. Oberbeck asked why the entire building couldn't be shifted, as it is not an entrance but just storage. Arndt said that Bill Greenwood would like to have events and parties in the lawn area. This would take away the area and inflict on the kitchen entrance for deliveries. The room is needed. Oberbeck asked about the service and asked if it would be paved. Arndt said it would be from the sidewalk. Arndt said that trucks would not be in the back.

Lindman said it is a tall building and there is nothing to break up the shear wall. The trees would break it up. Arndt said the original plan had vertical and horizontal siding in the area. Lindman said that an additional sign could break it up. Arndt said that a graphic designer is working on art work for the building. Bill Greenwood said that plants could be hung from roof or wall art could be placed on the building. The logo is not ready yet and need to choose prints so those are not able to be given to the commission at this time.

Atwell asked where the garbage facilities would be located. Arndt said the city garbage area will be used. Mayor Tipple asked if the area will be screened. Lenz said that the structure is not designed yet, but will be located at the northwest corner of the parking lot. They will need to carry the garbage to that location.

Lenz said that on the landscape plan, the laser tag arena will be landscaped on the east with gravel/riprap. Arndt said that bushes could be added to complement. Lenz said that trees on Bridge Street to WOW are linden trees and with the lack of space, at least 3 trees would need to be eliminated from the front of

WOW if the building is not shifter over. Up to 6 trees could be taken away from the current plan for the street.

Gisselman asked how far the building would come to the west of the river and where the patio area will be. Lenz said the red line shows the west side of the parcel. This will be several feet off the actual trail. Lenz said that he is waiting to see the grading plan to see how high the retaining wall will need to be. Gisselman asked if it will be on the same level or if it would come down. Lenz said that there will be some grade change but wasn't sure how much.

Oberbeck asked where the mechanical equipment would be located. Arndt said that it will be located on the flat portion of the roof on the main building. Oberbeck asked if the compressors would be there also. Arndt confirmed this. Bill Greenwood said that if the building moved from the south there would be no room. The riverfront area is more important than the other side. Oberbeck said he is trying to see how it will look. This is a large area and will have a big impact on the area. Arndt said that it will not be visible and will not be heard from ground level. Oberbeck asked if they will be outside. This was confirmed.

Atwell asked where the patio is located. Arndt said the patio will be extended from the grass 100 feet. Atwell said the layout is not shown. Arndt said the patio is not shown on the renderings. Lenz showed the commission where the patio would be located. Atwell asked what the capacity would be for the patio area. Arndt answered approximately 100. Bill Greenwood said the patio area will end up being curved and they are working with Revi Design.

Oberbeck said that metal buildings often have a lot of ice buildup and asked how this would be handled. Arndt said the large flat area of the roof will be internally drained. The higher roof and laser tag area will be sloped to the flat roof. Bill Greenwood asked where it would drain to. Arndt answered the storm sewer drain.

Gisselman asked how far the patio is coming out. Arndt answered 5 feet. Lenz said that there is a faint pencil line on the landscape plan where the trail would be. There may be a retaining wall, but not sure how it will fit. Gisselman said it will be 5 feet from the trail. Lindman said the corner will be tight. Oberbeck said it would be great to have it near the trail. Bill Greenwood said that in the future they would love to add onto the patio area in the future. Oberbeck asked if there would be a trail to the patio area. Greenwood said it will not be. Oberbeck asked if they had thought about a trail to the patio area. Arndt said there is a concerned with alcohol leaving the premises. Oberbeck said that would be at their own risk.

Lindman asked if there will be a sitting wall. Arndt said there will be a 2 foot sitting wall. Oberbeck asked if separation is needed for the deck due to the parkland. Bohlken said that customers would appreciate a trail to the patio area. Mayor Tipple said that it is a business decision and the city does compliance checks. Greenwood said that is exactly the reason for the decision. Atwell asked if they have reached out to other communities for feedback and said that it would be enjoyable. Julie Greenwood said that it is a liability issue. Greenwood said they have gone to Milwaukee and they have a lot of problems. Pullmans in Appleton has different areas to come in, walk up, and sit down and sometimes creates animosity. Atwell said the Fox Harbor has a specific entrance and is channeled through the point and not the whole side. It seems to work well. Atwell asked how the garbage is going to be taken out. Arndt said that it would be walked from the kitchen area to the garbage area. Bill Greenwood said it would be brought from the north to the end and will go through the service door. Garbage typically stinks and can leak juices and he does not want it near the building.

DeSantis asked about the fire connection and riser. Arndt said the riser will be located at the southeast corner. DeSantis asked where the electrical will be. Arndt said it will be in the storage area, which will be a bit bigger than appears. DeSantis said that a small closet will be gone and it will be all mechanical. There will be a lack of adequate storage for cleaning supplies and cannot be stored in hallways and near electrical. Make sure it is well thought out as it is harder to finish later. Greenwood said that the supplies will be located in the office and another storage area in the kitchen.

Gisselman asked Lenz what documents staff recommends providing to the commission and council. Lenz said it is up to the commission and they could also have staff review any plans. A grading plan should be

submitted and it depends on what is decided for a landscaping plan. Staff could approve signage for the building or it could be approved by the commission at a later date. Building signs are generally acceptable. Gisselman asked if any building signs would be installed. Bill Greenwood said that they may just have the logo on the door, as this will be a destination place and the street is not a busy street. Oberbeck asked what happened with the WOW signage that was in an earlier plan. Greenwood answered that it was scrapped. Oberbeck said that it was interesting.

Oberbeck said he didn't understand the garbage or service situation. Greenwood said there is a common area between the lots where the garbage area would be located. Schock said the garbage area would be located on the southwest corner of the northern lot, in the center of the 2 parking lots. It was part of the original plan and the trash would have to be wheeled to the location. It is quite a distance, but it keeps it away and curbs didn't have to be redesigned. Julie Greenwood said that this is similar to the other businesses they own. Bill Greenwood said the sidewalk goes around the building. The city has sidewalk on the north side.

Lenz asked Schock if the plans work with developer agreement previously approved. Schock said the Economic Development Committee and Common Council have reviewed plans and some changes have been made, but would not be related to the commission. The elements were added and incorporated previously. Schock said that he agrees with Lenz with moving the building and to allow some breakup in the façade. Mayor Tipple said that it is a tough decision with the constrictive space. Gisselman said that he is very sensitive to the trail and leery about moving the building closer to the trail. Oberbeck asked if the entrance to the building could be alleviated and pathway to the sidewalk could be expanded. Arndt said that it is landscaped, but the city owns the sidewalk. Oberbeck said that this is a major building and this would aid in the connection and help the riverfront. Arndt said that it would increase the entrance. Lenz said that the project is currently out to bid. Julie Greenwood said the area could be widened to the entrance. Arndt added that it is smaller to the sidewalk. Lenz said there will be decorative lights for the path and a node at the intersection.

Oberbeck asked why there are two entrances into the parking lot. Lenz said he was not sure about the original reasoning other than it provides a direct connection to the front door. Oberbeck said the area was to encourage pedestrians and the link to the trail is very important. Lenz said that this could be discussed in a different committee/forum. Oberbeck said the precise implementation plan is not zoning, it is the layout and how it relates to the riverfront. Schock said that it is not on the same parcel; the sidewalk is off of the parcel and the plans are currently out to bid. Oberbeck said that it should be embellished before any building is done. Lindman said this will be discussed by staff and other committees.

Atwell motioned to approve the Precise Implementation Plan for 1420 North River Drive to allow for a family entertainment center with the conditions that a grading plan, landscaping plan, and graphic concept layout plan needs to be submitted prior to the council meeting. Bohlken seconded.

Bill Greenwood said that he is worried that the graphics would be done in time. Mayor Tipple said that the council will need to know how many murals and how big they will be. The actual look of the mural would not need to be submitted prior to the meeting.

The motion carried unanimously 6-0. This item will go to Common Council on March 22, 2016.

Discussion and possible action for annexation from the Town of Maine: Neimeyer (petitioner) – Territory bounded by W. Cassidy Drive, N. 4th Avenue and Decator Drive.

Lindman said that this item went to CISM last week. A large 11x17 map was passed out at the start of the meeting. The parcel outlined in red is the parcel in question. The annexation was requested by the property owner.

Bohlken motioned to approve the annexation from the Town of Maine: Neimeyer (petitioner) – Territory bounded by W. Cassidy Drive, N. 4th Avenue and Decator Drive. Oberbeck seconded, and the motion carried unanimously 6-0. This item will go to Common Council on March 22, 2016.

Next meeting date and future agenda items for consideration.

The next meeting is scheduled for Tuesday, April 19, 2016.

Adjournment

Oberbeck motioned to adjourn, seconded by Atwell. Motion carried unanimously 6-0 and the motion adjourned at 6:10 p.m.

The Plan Commission is next scheduled to meet at 5:00 p.m. on April 19, 2016.



STAFF REPORT

TO: City of Wausau Plan Commission
FROM: Brad Lenz, City Planner
DATE: April 13, 2016

GENERAL INFORMATION

APPLICANT: Chungsou Her
LOCATION: 828 & 830 S. 3rd Avenue; 821 S. 5th Avenue; and 316 Sherman Street
EXISTING ZONING: B1, Neighborhood Shopping District; B2, Community Service District; and M1, Limited Industrial District
REQUESTED ZONING: UDD, Unified Development District
PURPOSE: To approve the general development plan and precise implementation plan for a food and merchandise market, restaurant, deli, and storage facility.
SIZE OF PARCELS: 2.08 acres

SURROUNDING ZONING AND LAND USE:

North: Railroad right-of-way.
South: R3, Two Family Residence District; and B1.
One- and two-family homes.
East: B1 and B2; Commercial warehousing, and a two-family home.
West: R2, Single family residence district; and R3.
Vacant commercial land.

(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.*

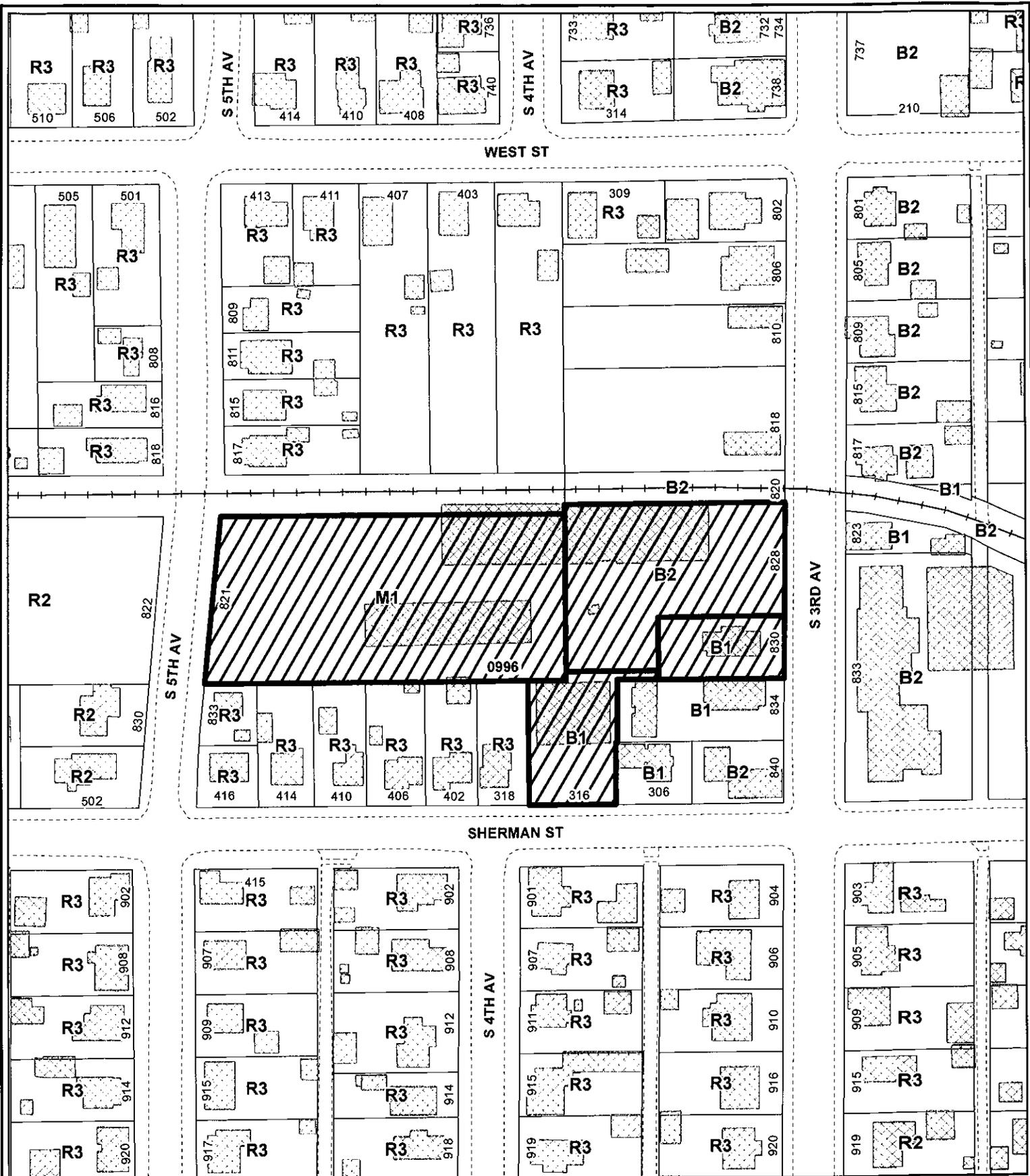
In addition to criteria for assessing unified development proposals, the plan commission shall also make a recommendation to change the zoning classification of property based upon the evidence presented in each of the following matters, where applicable:

- (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.*

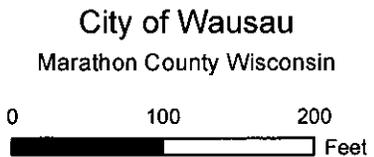
The current zoning proposal unifies four parcels with three different zoning classifications. The parcels would be used together for the Wausau World Market. The proposed uses would generally be permitted within the existing zoning districts, but conditional uses would be required for outdoor activity and for parking lots not located on the principal lot (as in the case of 830 S. 3rd Avenue). Making the multiple

parcels one Unified Development District allows the market to function as a single unit across property lines without the fixed standards of each zoning district applying to each parcel.

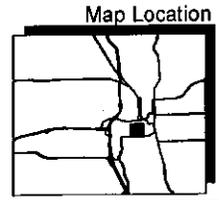
The plan for the market was reviewed and accepted by the City last year – financial incentives were provided. The plan as presented generally meets the above standards for a Unified Development District and a zoning change. The business utilizes existing structures to provide uses that are compatible with surrounding properties.



Map Date: April 4, 2016



- Area of Interest
- Building





Preliminary East Elevation



Wausau World Market

Wausau, WI



TO: Economic Development Committee Members
FROM: Tammy Stratz
DATE: May 27, 2015
SUBJECT: Wausau World Market

Background:

The property located at 828 & 821 S. 3rd Avenue (formerly E-Z Rental) has been for sale for some time. Chungsou Her and his family intends to purchase the property and rehabilitate it to house the new Wausau World Market. This market will consist of 25 stalls for individual vendors to sell their produce, two kitchens/delis/restaurants, two bathrooms, and office space. The parking lot will be re-paved and the rear warehouse building will continue to offer storage for the vendors. Mr. Her has started a list of interested vendors waiting to rent space from him. This market will be open year round and will provide an opportunity for all nationalities to sell their produce/wares.

Mr. Her has secured financing through Abby Bank and is working with both McDevco and the Hmong Chamber of Commerce for additional financing. He has approached the city for the final gap financing to make this project complete. (See the attached TIF application for complete numbers.)

- The current buildings are valued at almost \$550,000.
- The proposed renovations (which include parking lot and signage) total approximately \$600,000.
- Wausau World Market has requested \$125,000 in TIF (#6) financing as follows:
 - \$100,000 - 15 year loan charging the current interest rate.
 - \$25,000 forgivable loan - \$5,000 forgiven each year for 5 years - provided that the business is operational and is paying real estate taxes at a rate of more than \$13,500/year.

The Economic Development Committee is being asked to consider this project to promote a new business opportunity on the West side of the City. Not only will it clean up a blighted property, but it will spur small business opportunities.



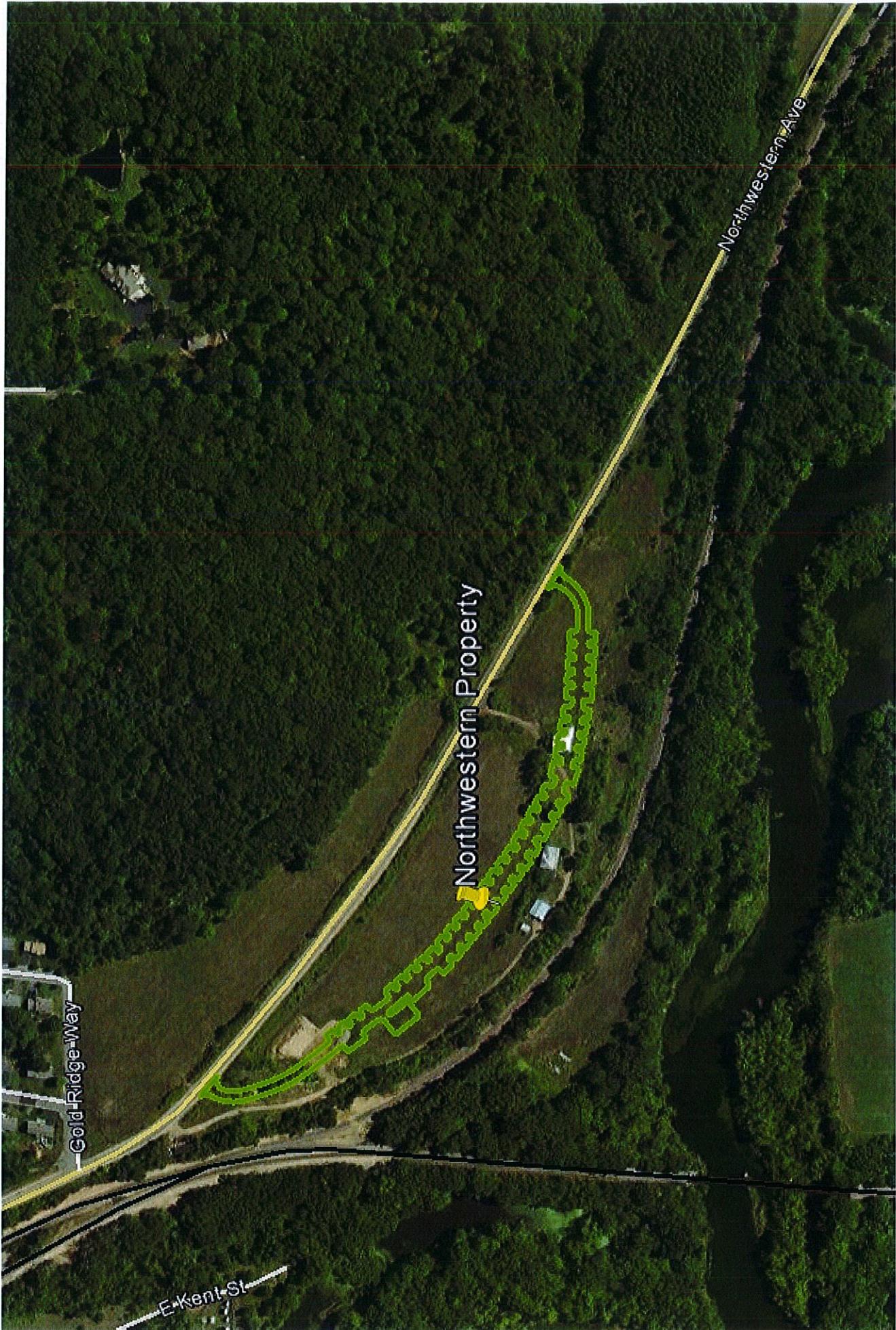
Memorandum

From: Brad Lenz
To: Plan Commission
Date: April 14, 2016
Subject: Precise Implementation Plan (Phase I) for Northwestern Avenue Apartments

A General Development Plan for the Unified Development District (UDD) zoning at 2121 Northwestern Avenue (and adjacent properties), was approved in 2015 to allow for a 120-unit multifamily development. A precise plan for the first phase of the apartment development was never finalized.

The property owners are currently seeking approval for site preparation activities as Phase I of the development, with subsequent phases of actual apartment construction to be approved in the future. A precedent for this type of phased approach was set during construction along Pine Ridge Boulevard (North of Aspirus Hospital) where a preliminary phase of site preparation was defined prior to subsequent building phases.

The petitioners are seeking approval of the site preparation plan so that grading work can begin this Spring. According to the narrative provided on the site plan, approximately 120,000 cubic yards of material must be moved, with 60,000 cubic yards of rock being taken offsite. Rock blasting and crushing would occur on site, per the parameters stated on the site plan. Please see the site plan for more details on the proposed site preparation phase.



Northwestern Property

Northwestern Ave

Gold Ridge Way

E Kent St

Eau Claire Crossing

Date: April 8, 2016

Owner: NWA Holdings, LLC.

Re: Phase 1 of UDD Plan to construct 8-unit buildings per site plan.

Project Overview: This land was purchased in 2014. Shortly after purchase we began working with Premier Group to design and construct apartment buildings on this property. We had an accepted offer on the property and Premier was moving forward with design and implementation. A general development plan was approved in 2014. Just prior to a Precise Implementation Plan in November 2015, Premier decided that there existed too much uncertainty to the final project design. They could not adequately visualize the project in its final graded form to feel comfortable with making a commitment to the project.

At that time, we decided to begin from scratch, utilizing our own development team to move the project forward. This gives us better control over each step of the project. So, since late last fall, NWA Holdings, LLC has retained REI Engineering to complete a stormwater management plan for this property. This plan is presently under review by the Wisconsin DNR and the City of Wausau. We would like to complete the grading phase of the project and then either sell the project to a third party or gather a group of local investors to build it out ourselves.

Phase 1 of the overall project will be the grading. There is about 120,000 Cubic yards of material which must be moved to achieve the overall grading plan. About 60,000 Cubic yards will be moved on-site to raise the lower (easterly) side of the property and 60,000 Cubic yards of rock will be moved offsite. Two different haul routes are available. The first haul route is Northwestern Avenue heading Northwesterly into the City of Wausau. The second haul route is south across the Eau Claire River. We can move some of the material across the ice in winter. We have been in contact with Travis Holte of the Wisconsin DNR relative to this option.

Grading Plan:

1. Place Erosion Control silt fence along the lower side of the property.
2. Move the overburden from the slope to fill the easterly side of the property creating the detention basin.
3. Topsoil, seed and mulch the slopes of the detention basin.
4. Create a berm 4 feet high on the backside of the ditch along the south side of Northwestern Avenue this berm will be mostly outside of the Northwestern Avenue R/W following the backslope of the ditch away from (south of) the ditch bottom.
5. Topsoil, seed, mulch and e-mat the slopes of the berm. We are planning to create the slopes at a 3:1 pitch and have them be completely vegetated.
6. Remove rock enabling the slope to be cut down to form a gently sloping surface upon which to build the apartment buildings. The great majority of this rock is loose. There will be a small amount of blasting necessary, but not until a person has completed the majority of the removal. As such, the blast area will be protected from view by the material already excavated.
7. Complete the Phase 1 grading. Finalizing all slopes not greater than 3:1. All slopes 3:1 and greater will be topsoiled, seeded, mulched and e-matted.
8. Topsoil, seed and mulch all areas not to be immediately disturbed.

Phases 2 and 3 will include installation of utilities, building construction and paving.

The sewer will drain from west to east following the finished grade of the site. The sewer will drain into a lift station which will pump the sewage via a forcemain which will extend north across Northwestern Avenue and dump into a gravity manhole. The watermain will also extend across Northwestern Avenue to tie into the existing City water utility. Storm drainage will flow southeasterly into a detention pond at the east end of this site.

The building construction will begin on the east end of the project with Phase 2 being the easterly 6 buildings and Phase 3 being the westerly 6 buildings. Phase 2 and 3 should encompass one building season each. Phase 2 would be constructed in 2018 and Phase 3 in 2019.

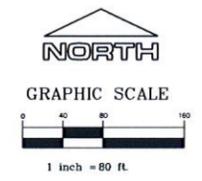
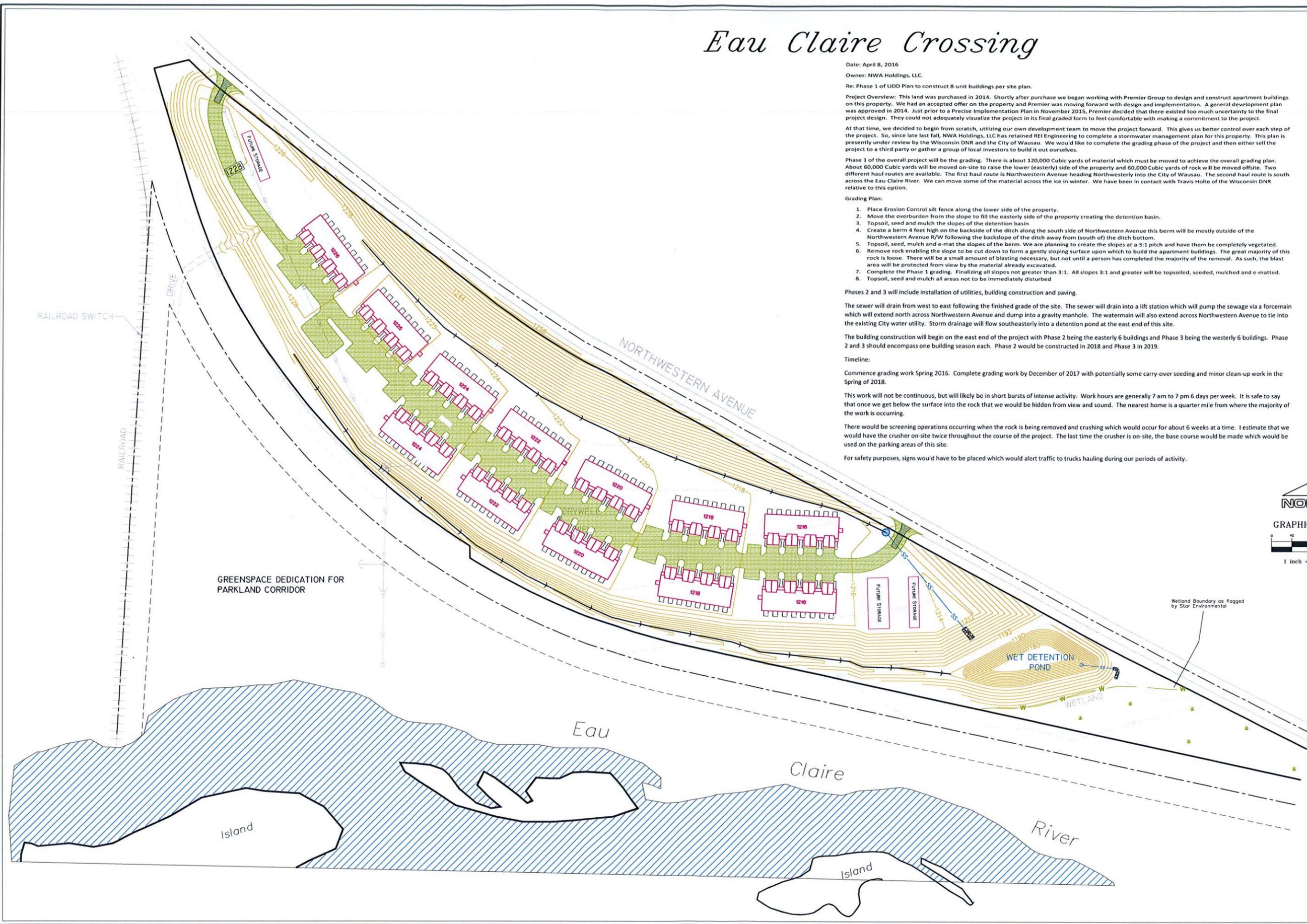
Timeline:

Commence grading work Spring 2016. Complete grading work by December of 2017 with potentially some carry-over seeding and minor clean-up work in the Spring of 2018.

This work will not be continuous, but will likely be in short bursts of intense activity. Work hours are generally 7 am to 7 pm 6 days per week. It is safe to say that once we get below the surface into the rock that we would be hidden from view and sound. The nearest home is a quarter mile from where the majority of the work is occurring.

There would be screening operations occurring when the rock is being removed and crushing which would occur for about 6 weeks at a time. I estimate that we would have the crusher on-site twice throughout the course of the project. The last time the crusher is on-site, the base course would be made which would be used on the parking areas of this site.

For safety purposes, signs would have to be placed which would alert traffic to trucks hauling during our periods of activity.





Memorandum

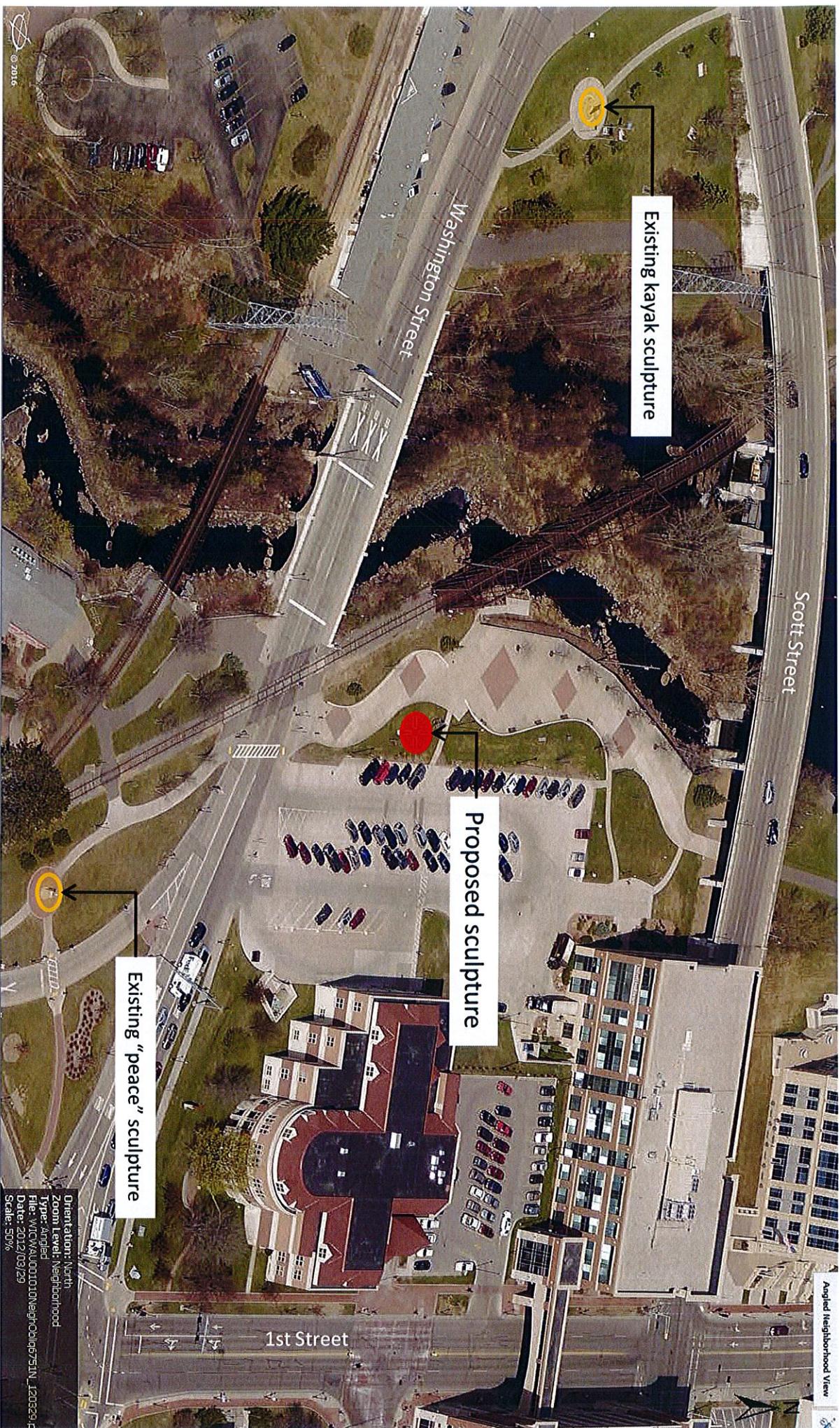
From: Brad Lenz
To: Plan Commission
Date: April 14, 2016
Subject: Dedicating a Sculpture for the River Edge Parkway

The Rotary Club of Wausau is seeking to install a sculpture along the River Edge Parkway in Downtown Wausau. See the attached aerial photo for the proposed location. This sculpture would be the first in a larger public art initiative known as "*Reflections Art Trail-Wausau*." See the attached summary for more details.

To officially designate a public sculpture, the Wisconsin Statutes [62.23(5)] state: "*The council... shall refer to the city plan commission, for its consideration and report before final action is taken by the council ... the following matters: ... the location of any statue or memorial.*"

The proposed location is along the River Edge Parkway near two existing public sculptures. The specific location of the proposed sculpture would be visible from Washington Street but would not interfere with operations of the River Edge Parkway or with events at the kayak course. The parcel of land on which the sculpture would sit is technically owned by the Community Development Authority of Wausau. City staff is currently seeking their approval for placement of the sculpture.

Staff recommends acceptance of the sculpture at the proposed location. Details of the rights and responsibilities of all parties involved (including the City, artist, property owner, and participating organizations) should be worked out in a signed agreement. This agreement should spell out details of ownership, timelines, maintenance, and insurance/liability.



Existing kayak sculpture

Proposed sculpture

Existing "peace" sculpture

Orientation: North
Zoom Level: Neighborhood
Type: Aerial
File: VIC\WAL\010101\Neigh\Obj\6751N_120329.r
Date: 2012/03/29
Scale: 50%

Angled Neighborhood View

Project Name: Reflections Art Trail- Wausau

Contact Person: Dr. Kathleen Williams, Rotary Club of Wausau, Member and Board of Directors, Reflections Art Trail-Wausau, Chair

630.795.9994 or kathleenwilliamsconsulting@gmail.com

Project Summary:

The Rotary Club of Wausau (RCW) would like to serve as a catalyst for the community to begin an ongoing program and display of public art throughout Wausau. To begin this initiative and to commemorate the 100th Anniversary of the RCW, two initial projects are being proposed: a sculpture to be located at the entrance of the city's River Trail (off of Stewart Avenue/Washington Street behind the library) and 2) a series of designed stepping stones to be located at Blue Gill Bay (the focus of RCW's clean water/pond project).

The sculpture will be created by a professional artist from Wisconsin, Carl Grommell, and will be approximately 10' high, 5'3" wide, and 26" deep and will be made of stainless steel and a rare wood called Ipe. It will be entitled "Beneficial" as it will have the engraved phrase, "Is it Beneficial to All Concerned?".

The stepping stones will be created by students attending classes at the Center for Visual Arts (but professionally finished to enhance longevity). Marathon County has already agreed to place the stepping stones at the park.

Further, the Rotary Club of Wausau has initiated the development of a community-based corporation entitled *Reflections Art Trail-Wausau* to assist in the acquisition of additional pieces of art to be placed with your permission along the River Trail, downtown Wausau, as well as potentially other locations throughout the city, such as Blue Gill Bay, downtown, and Monk Gardens. Currently, prominent citizens in the

Wausau area have agreed to serve on the board of directors of the *Reflections Art Trail-Wausau* in order to add beauty to the town, build a stronger sense of community, and bridge generations by paying tribute to Wausau through a diverse collection of murals, mosaics, sculptures, and other public arts. Currently, we would like an Ex Officio member to serve on this board from the city.

Further, I have reached out to several foundations to assist in the funding of two additional sculptures, and there seems to be strong interest.

The proposed Board will be a 501 (3) (c) not-for-profit organization composed of approximately ten individuals who have expertise in and/or a love of the arts, as well as a strong desire to create another element to Wausau to draw visitors to our community.

An attorney, Bill Tehan of Ruder Ware and affiliated with Rotary, is assisting legal requirements of the corporation. The purpose of the Board of Directors will be to:

1. Develop a vision statement(s), related goals, and an annual action plan for the creation and development of a *Reflections Art Trail-Wausau*.
2. Pursue and provide recommendations to the City of Wausau or County of Marathon regarding annual selection(s) and placement of art for outdoor public display and to be routinely added to the *Reflections Art Trail-Wausau*.
3. Promote the identification and development of available resources related to the acquisition of new art works to be added to the *Reflections Art Trail-Wausau*.

Targeted Population: General Public

Program Area: Visual Arts

Geographic Area Served: City of Wausau

Request Type: Capital Improvement and Development

Public Component:

The sculpture will be permanently placed at the River Trail and the stepping stones at Blue Gill Bay. Countless visitors will be able to view the art work 24/7. The RCW will sponsor a public Commemorative Celebration following placement and unveiling of the art work.

Our Objectives include:

- * provide a sculpture to be placed at the entrance to the River Trail (Stewart Avenue)
- * provide student-created mosaic stepping stones at Blue Gill Bay to enhance and highlight the RCW's pond/water clean-up project at that site
- * assist with the coordination of other local entities and experts (arts administrators, arts councils, organizations) to create a project oversight council/Board of Directors called Reflections Art Trail-Wausau to serve as the life blood behind the project, to seek out quality art, and to secure funding for the art.
- * acquire additional pieces of art for the City of Wausau

Members of the RCW have reached out to many members of our community to seek their support, such as Kathy Foley, Director of the Woodson Art Museum, Jim O'Connell and Sean Wright formerly and currently, respectively, of The Grand Theatre, C. Ann Dietrich and Rose DeHut of the CVA, Central Wausau Progress, Mayor Tipple, Ann Werth, City of Wausau River Trail Sub-committee, area artists (Tom Fleming, Diana Budde, Kate Bradley, and David Hummer) and have engaged countless other citizens.

The display of art along the River Trail could be a major catalyst to draw people to the site and where they can contribute to the economy of the area and Wausau. This array of art eventually can serve to be yet another source of pride for Wausau and its citizens.

The first commemorative work of art can be placed on the River Trail sometime spring 2017.

Community Need:

Wausau residents' and visitors' lives will be enriched culturally and aesthetically by this project. Our community as a whole should be economically enhanced because of it, as well, drawing people from many geographic areas. Take for example the little town of Chamainus, British Columbia, that developed a project of art murals following the closure of its local paper mill; a major blow to its economy. After developing wide-scale art mural projects produced by internationally acclaimed artists, Chamainus reported in 1996 that it was visited by an estimated 400,000 tourists annually. Those numbers reflected an additional six million dollars to its economy.

The Wausau community prides itself on its artistic and cultural focus. Beginning our own Art Trail will contribute to the beauty and appeal that Wausau enjoys while celebrating its contributors and rich history. Further, placement of this first commemorative piece of art on the River Trail will draw individuals to an area currently being developed by the city in a further attempt to boost our economy and pride. Those visitors will likely visit other parts of our city potentially considering working or living here. Wausau has the opportunity to become even more appealing.

Similar Projects:

The Leigh-Yawkey Woodson Art Museum has on its campus an outdoor "gallery" of sculptures. The project the RCW proposes is different in that a variety of locations (River Trail and Blue Gill Bay) are being targeted for art placement and the array of art, eventually, will be developed and expanded. The intent is to promote this effort as an ongoing endeavor.

Additionally, in close proximity to the River Trail is the bronze "Kayakers" sculpture and fountain; a project of the morning club of Rotary. At the 400 Block is a recently placed Raven commemorating the 50th Anniversary of Artrageous. The art work proposed will enhance further the culturally and artistically rich tradition Wausau enjoys. QR Codes eventually will be developed to indicate 24/7 information about the artist and art work.

Collaboration:

As mentioned previously, meetings have occurred with Mayor Tipple and Ann Werth, Community Development Director, presentations were delivered to the River Trail Subcommittee (who are in support of the project) and Central Wausau Progress (following the presentation, the group voted to support the idea). Meetings also were held with Rose DeHut and C. Ann Dietrich, Executive Director and President of the Center of the Visual Arts, respectively, who have agreed to have their students participate in the creation of the mosaic stepping stones.

The Community Foundation of North Central Wisconsin has awarded a grant to support this effort.

Wisconsin Public Service has awarded a grant to fund this project.

The Rotary Club of Wausau has raised enough money to fund this project.

Evaluation:

The RCW will work with the City of Wausau, Marathon County, and the Wausau Area Visitors and Information Bureau to determine what baseline data regarding current visitor attendance and economic impact has occurred in Wausau and then compare those numbers to post art work placement.

Additionally, public opinion potentially will be monitored through media reports/surveys and will no doubt serve as the driving force to produce more art work displays throughout our community.

Funding

The Rotary Club of Wausau has raised funds to sponsor the sculpture and the stepping stones. Additionally, funds may be available for outdoor lighting to enhance the sculpture, if permitted.

Year of Incorporation of the Rotary Club of Wausau : 1905