



*** All present are expected to conduct themselves in accordance with our City's Core Values ***

OFFICIAL NOTICE AND AGENDA

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

Meeting: ECONOMIC DEVELOPMENT COMMITTEE
Date/Time: Thursday, May 21, 2015 at 4:30 p.m.
Location: City Hall, 1st Floor, Council Chambers
Members: Bill Nagle (C), Tom Neal (VC), Romey Wagner, David Oberbeck and Lisa Rasmussen

AGENDA ITEMS FOR CONSIDERATION/ACTION

- 1 Public Comment on Matters Appearing on the Agenda
- 2 Discussion and Possible Action on the Potential Short-Term Lease Agreement Between the City of Wausau and CAG Industrial for City Property Located in the Area of 250 South 80th Avenue
- 3 Discussion and Possible Action on the Potential Land Acquisition and Relocation of Wausau Chemical
- 4 Discussion and Possible Action on the Proposal Presentations for the Property at 1500 Grand Avenue (Kwik Trip)
- 5 **CLOSED SESSION** pursuant to 19.85(1)(e) of the Wisconsin Statutes for deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session
 - * Discussion and Possible Action on the Potential Land Acquisition and Relocation of Wausau Chemical
 - *Discussion and Possible Action on the Proposal Presentations for the Property at 1500 Grand Avenue (Kwik Trip)
- 6 **RECONVENE** into Open Session to Take Action on Closed Session Items, If Necessary
- 7 Update on the Potential Project for the Property at 121 South Second Avenue (Dairy Building)
- 8 Discussion and Possible Action on the Draft Riverfront Development Goals

Adjournment

Bill Nagle (Chair)

This notice was posted at City Hall and emailed to the media on 5/15/15

It is possible and likely that members of, and possibly a quorum of the Council and/or 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 groups.**

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids & services. For information or to request this service, contact the City Clerk at (715) 261-6620.

Other Distribution: Media, Alderpersons, Mayor, City Departments



Building Community Today
for Tomorrow's Generation

May 12, 2015

Chris Schock
Wausau Economic Development
407 Grant Street
Wausau, WI 54403

Chris,

Attached is the illustration for the land in the West Business Park that we would like to lease from the city for the purpose of trailer parking for a potential tenant at CAG Industrial, 305 84th Avenue. This land is to the north of Wausau Container's new expansion.

I would propose the following terms:

Lease Term: five years

Option to Extend: one five-year renewal

Improvements: by Lessee

Rent: 10% of the value of land

Calculation: .30 acres @ \$12,000/acre X 10% = \$360.00/year

Cancellation: by Lessee if no longer needed.

by Lessor if Wausau Container needs to purchase land for additional expansion.

Thank you for the city's consideration.

Regards,

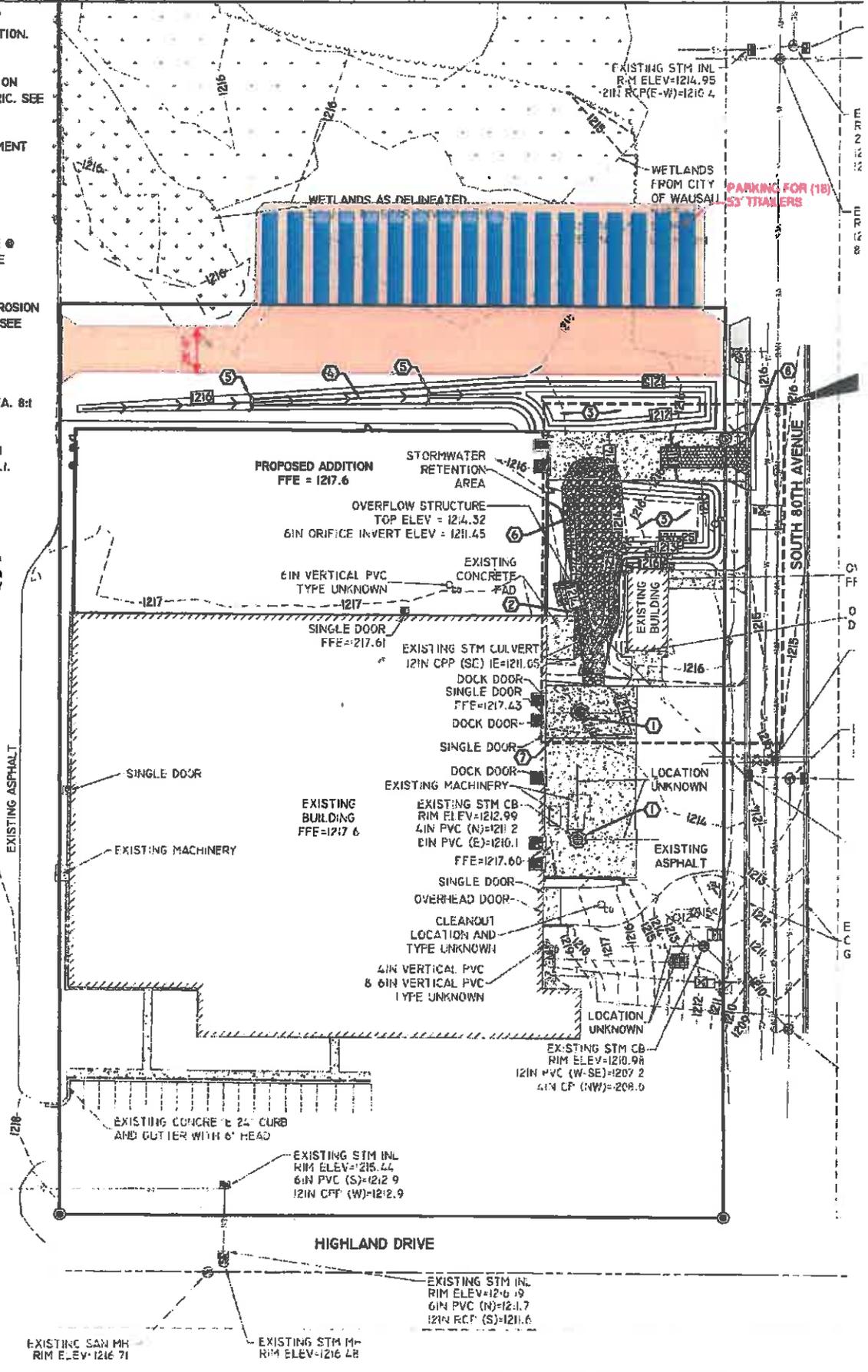
Chuck Ghidorzi
CAG Industrial

KEYED NOTES

1. PROVIDE INLET PROTECTION. SEE DETAIL A/C2.1.
2. INSTALL LIGHT RIPRAP ON TYPE R GEOTEXTILE FABRIC. SEE DETAIL B/C2.1.
3. STORMWATER MANAGEMENT FACILITY.
BOTTOM (N) = 1212.00
BOTTOM (S) = 1211.25
WEIR = 1215.00
4. FORM DRAINAGE SWALE @ 1.00% MINIMUM SLOPE. SEE DETAIL C/C2.1.
5. INSTALL TEMPORARY EROSION BALES @ 100' INTERVALS. SEE DETAIL D/C2.1.
6. REMOVE RIPRAP.
7. GRADE TRANSITION AREA. 8:1 MAX SLOPE.
8. INSTALL CONSTRUCTION ACCESS. SEE DETAIL E/C2.1.

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 SWALE BOTTOM.
- (F) CONTRACTOR SHALL ABIDE BY THE WDMR CONSERVATION PRACTICE STANDARDS FOR INSTALLATION AND MAINTENANCE OF EROSION CONTROL. REFER TO C2.1 FOR TECHNICAL STANDARDS EMPLOYED.
- (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.

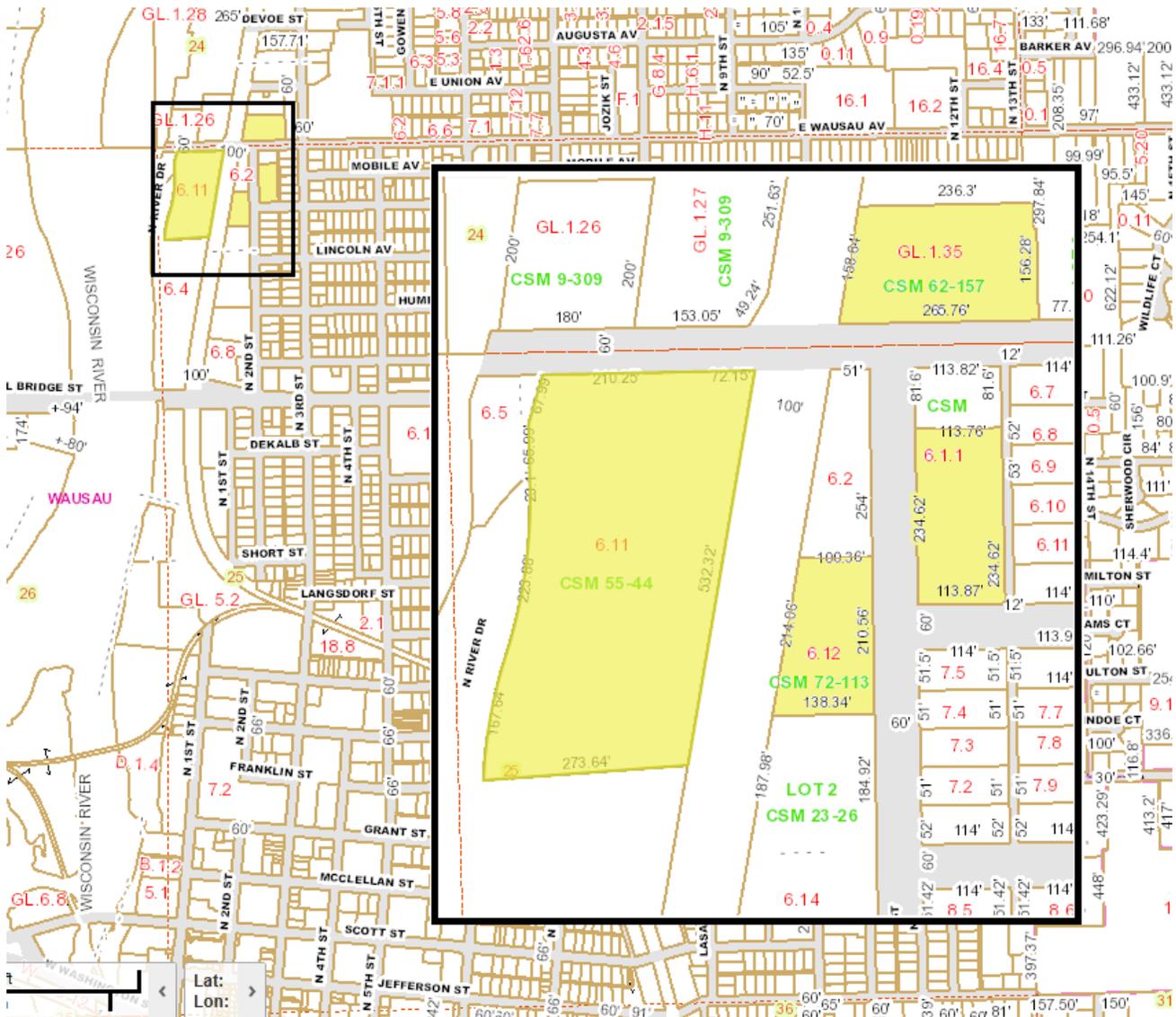


S:\FILE: P:\2500-2599\2582A-WAUSAU-CONTAINER DRUM PLANS\2582B-C2-GRADING-EC.DWG LAYOUT: C2
 D: FEB 16, 2015 - 2:47PM PLOTTED BY: 7002W

Wausau Chemical Corporation

Project Overview

May 21st, 2015



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Wausau Chemical

Wausau Chemical Corporation (WCC) serves the dairy, agriculture, laundry, manufacturing and other industries. WCC manufactures numerous formulations and handles a significant volume of hazardous and flammable materials. WCC has been in its current location since 1962 and employs 31 people, 24 of which work in the Wausau location.

Project Introduction

In the spring of 2014 the city of Wausau approached WCC to see if there would be an interest in moving out to the industrial park. At that time, WCC committed to investigating the feasibility of this move. The general framework of the deal is WCC, with assistance from the city, would build a new facility in the industrial park. Upon completion the existing WCC properties would be donated to the city.

Existing Facilities

Main (291-2907-252-0987)

2001 North River Drive (3.34 Acres)

Purchase price \$625,000

Improvements \$960,000

Taxes \$13,772.24

Assessed Value \$568,700

Appraised Value \$530,000

Building foot print is approx. 33,680 sq. ft.

Office Mez is 3,000 sq. ft. Total office space is 6,850.

Plant Mez is 2,040 sq. ft.

Total 38,720 sq. ft.

Warehouse (291-2907-243-0956)

180 East Wausau Avenue (1.0 Acres)

Purchase price \$375,000

Improvements \$35,000

Taxes \$8,460.34

Assessed Value \$350,500

Appraised Value \$320,000

Building foot print is approx. 14,200 sq. ft.

Total 14,200 sq. ft.

Office/Warehouse (291-2907-252-0571)

2001 North 2nd Street (.6 acres)

Purchase price \$88,000

Improvements \$5,000

Taxes \$5,612.07

Assessed Value \$233,500

Appraised Value \$130,000

Building foot print is approx. 17,144 sq. ft.

Office at Grade 3,772.

Office at warehouse level. 6,854. sq. ft.

Total 20,916 sq. ft.

Land (291-2907-252-0986)

North 2nd Street (.58 acres)

Purchase price included in building above

Improvements \$0

Taxes \$1,078.45

Assessed Value \$44,300

Appraised Value \$40,000

Totals

Purchase Price \$1,088,000

Improvements \$1,000,000

Taxes \$28,923.10

Assessed Value \$1,197,000

Appraised Value \$1,020,000

Acreage (5.52 Acres)

Building existing foot print (65,024)

Plant Mez area (2,040 sq ft)

Office Area (17,476)

Total sq. ft. (73,836)

Existing Investment

The 2006 Appraisal for the main facility which was used as the basis for purchase in 2007 was 625,000. Facility located at 180 East Wausau Ave was purchased for \$375,000.

Tamzen building and outlying lot was purchased for \$88,000. There has been close to \$1,000,000 of investment into the facilities since 2007. The existing investment in the facilities totals **2,088,000**.

Project Approach

Three local construction planning companies were engaged in the process of determining the building requirements and total costs. These costs are strictly for the building itself and do not included process piping, plant equipment or office furnishings.

Company	Building footprint	Building usable sq. ft.	Office sq. ft.	Estimated Cost
Ghidorzi	74,052	84,137	15,645	9,138,568
Samuels		80,656	15,948	7,670,993
Keller	66,095	77,755	apprx 12,000	7,310,000
WCC Current	65,024	73,836	17,476	2,088,000

Project Costs

Per the request of the owner, the Keller bid has no contingency built in and assumes 6” of roof insulation instead of a standard 12”. The Ghidorzi and Samuels bids have known missing elements. Ghidorzi bid is higher as the exterior is concrete block and a flat roof system is used where others are primarily sheet metal exteriors. Given all the information the assumption is the building cost is \$7.8 million. The \$7.8 million total will therefore encompass a \$490,000 contingency (6.3%) on the Keller estimate and a \$129,007 (1.7%) contingency on the Samuels estimate.

A parcel about 10.25 acres is required for the building and has been selected in the industrial park.

WCC Incremental Costs

Assuming an assessed value of \$6.24 million (using 80% of construction cost), the property tax obligation for Wausau Chemical would be \$149,482. This is an increase of \$120,559 per year.

The increased insurance premium is about \$5,000 per year.

As part of the project WCC will require financing. For each \$1,000,000 of capital at 4% amortized over 20 years the payment required is \$6,060 per month or \$72,720 per year.

Considerations

The following elements are important in the consideration of the Wausau Chemical project.

- 1.) Wausau Chemical is not moving for its own purposes, but rather upon the request of the city. Wausau Chemical believes the move will benefit both the company and the city of Wausau in the long term.
- 2.) Given the estimated project costs, Wausau Chemical would not be able to move without assistance from the city. Given the cost involved, there is not a realistic scenario where Wausau Chemical would facilitate a future move of its own accord.
- 3.) Wausau Chemical is in the business of handling hazardous material. For the safety of the community and residential neighborhoods nearby, this manufacturing facility would be better placed in an industrial park.
- 4.) Using funds from the TIF 5 district before it closes on July 8th will not negatively impact any other project or program in the city of Wausau.
- 5.) The TIF 5 district has the funds available to support this project.
- 6.) Building a new plant in the industrial park will create significant incremental tax revenue in perpetuity for the city.
- 7.) The riverfront property has much higher value and can be better used in completion of a commercial or residential river front corridor.
- 8.) Better utilizing the river front property will raise the assessed value of the properties far beyond the current \$1,197,000.
- 9.) The increased traffic from the river front will offer future opportunity for new businesses and help support existing ones.
- 10.) It is likely the city will be able to get a federal grant for up to \$1,000,000 in the effort to cleanup and improve the brownfield site.

Observations

With the closing of the TIF 5 district this project is realistically a one-time opportunity for the city of Wausau and Wausau Chemical. This project enables the city of Wausau to enjoy a two-for-one benefit as the increased tax revenue in TIF 5 will be accompanied by increased tax revenue in the river front development area. Another benefit the city will enjoy is access to federal grant money for brown field clean up to assist in the river front development. Clearly, Wausau Chemical will benefit from being located in the industrial park with easier access to the highway and having operations under one roof.



1500

KWIK TRIP REDEVELOPMENT PROPOSAL

January 2, 2015

Submitted By:

ADVANTAGE INSURANCE SERVICES, LLC

Kevin A. Malovrh

100 N 72nd Ave Suite 210

Wausau, WI 54401

715-849-2500

kevinm@aisofwausau.com

1. TEAM ORGANIZATION:

1.1 The Kwik Trip Project is to be headed up by G S Services and Quality Management Services of Wausau. Both companies work with licensed and certified contractors, some on staff, and everyone that will do work is or will be fully insured and insurance coverage will be verified. These general contractors would be hired by Kevin A. Malovrh of Advantage Insurance Services, LLC. Advantage Insurance would then be the majority occupant of the building located at 1500 Grand Ave Wausau, WI. They are still debating if they will have a tenant in the building or occupy the entire building themselves. If the option of no tenant is taken they will have plenty of space available for future expansion of the agency.

A.) Advantage Insurance Services, LLC was founded by Kevin A. Malovrh in September of 2009 at the Wausau Development Center; now known as the Entrepreneurial & Education Center. AIS first started with one office and occupied suite # 205 – AIS had a primary office and a secondary office in the building – AIS moved the primary office to a larger office down the hallway – in the beginning of 2014 AIS moved again down the hallway in the other direction to occupy three attached offices. The Entrepreneurial & Education center participated in the success of Advantage Insurance Services, LLC. The philosophy of the center is to assist young entrepreneurs in helping them facilitate the success of their business and after doing so will work to keep the business in the Wausau area. The reason this is mentioned here is to clearly state that the City of Wausau has been an integral part and will continue to be a part of the team with Advantage Insurance Services, LLC. Advantage Insurance Services has already started its sixth year in business and is looking forward to working with the City of Wausau again – this time to assist bringing a professional office location to Grand Avenue in Wausau. This would complete the full circle of starting an entrepreneur and keeping him as a business taxpayer for the Wausau community. From starting as a one man shop to the current structure of two full time employees and multiple part time employees – Advantage Insurance would like to thank the City of Wausau for their past support.

1.2 Following is a list of licensed contractors and sub-contractors that will/may be retained as part of the Advantage Insurance Services building team:

- A.) Gary Sertich of G S Services – Gary will be the primary contractor for the interior and exterior remodeling of the building. Gary's bid for his part of the project is at \$89,000 - this will include the interior demolition, interior wall partitions to make multiple private offices, conference room, storage room, professional entry area for customers with a waiting area and future expansion. This also includes all the interior fixtures, carpeting for the offices, tile for the entry area and through the entire hallway to the bathrooms, drywall, drop ceiling through the entire building, exterior brick, exterior/interior signage, façade addition to add the unique character to the current structure, siding, stucco, roof and all other miscellaneous items.
- B.) Lonnie Meire of Meire Plumbing – Lonnie will do the plumbing for the building. This will include the replacement of the water heater for the bathrooms and the moving of the inside water meter that will allow for better utilization of that area. He will also remove other plumbing pipes and water lines that will not be used and relocate other plumbing/water lines for better utilization and layout. Lonnie's bid for this part of the project is \$11,000.
- C.) Eric Hagen of Hagen Electric – Eric will be doing the wiring for the building. He will be wiring every office for the correct electrical needs, low voltage cabling for high speed internet and motion sensors for energy efficiency. The demolition will include the removal of a lot of wiring that will not be utilized by Advantage Insurance Services. Eric's bid for the entire wiring demolition, installation of the new wiring, motion sensor lighting fixtures and boxes for all the new offices/rooms is \$12,000.
- D.) Jim Hurtis of Hurtis Heating – Jim will install a new furnace and central air for the building. This will include the complete project of ducting for every room for the supplies and the runs to have a complete new system. Jim's bid for the entire new heating/cooling system is \$27,000.
- E.) Tracey Groshek of Groshek Design – Tracey will be doing the architectural design for Advantage Insurance's new building. He has already finished the design of the remodeling for the outside of the building and will finish the entire inside concept with full detail. The inside final design would only entail moving of walls and quality of materials. Both aspects of increased costs have been included in the above estimates. His bid for the project is \$3,000.

F.) Quality Management Services – This section includes the installation of the blacktop for the parking lot, part of the exterior landscaping (concrete flower pots, flowers, security system/cameras) colored stamped concrete and/or pavers for the exterior look. This bid is \$47,000.

2. SITE ACQUISITION:

2.1 Advantage Insurance Services, LLC would look at purchasing the site and the current building from the City of Wausau for \$1.00. In turn Advantage Insurance will invest up to the \$189,000 that was laid out in the above bids for the improvement of the lot and the structure. Advantage Insurance will attempt to procure all materials and labor at the best possible price, so the above bids are estimates with increased costs for overruns and increased prices for building materials and the total amount that will be spent may be less than the above total of all the bids. The City of Wausau will sell the land and building to Advantage Insurance for \$1, so Advantage Insurance will have enough funds available to do a wonderful improvement project that will enhance that area of the Wausau landscape and improve the Grand Ave appearance for the neighborhood.

3. SITE USE & ARCHITECTURE

3.1 Advantage Insurance has attached a schematic interior layout and a color copy of the exterior of the building. The building has been changed on the outside with added facades, new brick, cut backs and railings to represent a fresh look to the passing motorists and the residents in the area. There is also an enclosed CD with a full 360 degree view of the building/concept design and the parking lot in full color. The parking lot, which will have a total makeover, is missing some later thought of concrete planters, flower beds and other roadside landscaping and changes, which are later requested from the City.

4. PROJECT TIMELINE AND FINANCIAL INFORMATION

4.1 Within 30 days after the site has been cleaned up by the City of Wausau and verified that it has been cleaned up of any and all pollutants interior demolition will begin. While the interior demolition is taking place – the outside changes for the building facade will be started also. The inside demolition will take one week of

work to complete. The exterior changes on the building will take 30 days of work to complete. The interior build out will take 30 days of work to complete. Once Advantage Insurance Services has the crews start on the building they will occupy the building within 90 days after that start date.

- 4.2 The property will be owner occupied and be managed on site.
- 4.3 Estimated total value of the finished building project will be \$189,000 and this is the building improvement value only. The value of the land will be determined by the City of Wausau.
- 4.4 Advantage Insurance Services would ask the City of Wausau to install new sidewalk, curb and gutter around the entire perimeter of the lot that the building sits on for all three streets, up to 2500' of green space which includes the black dirt and rolls of new sod grass for an immediate lawn, two new aprons (one for each side street), improved lighting, install the exterior parking lot curbing by the new green space and have the lot ready to accept the blacktop installation. This would make it more appealing to the residents of the area. AIS would also like the City to relocate the current location of the water meter for the property to a different spot inside the building and to forego collecting taxes for the property location until 01-01-2017.
- 4.5 Advantage Insurance Services will occupy the building for office space for their insurance agency. AIS specializes in personal and commercial insurance for clients in the greater Wausau area and beyond by selling property, casualty, health, life and other types of insurance products and services.
- 4.6 A timely response for the site cleanup with the verification from a licensed site pollution company that it was done properly from the City of Wausau is critical for this project to start and be completed before Fall of 2015, so Advantage Insurance Services is able to move in for an opening date on October 1st of 2015.

Thank you for looking over our proposal for the Kwik Trip Redevelopment Site. Advantage Insurance Services looks forward in working with the City of Wausau to come to an agreement in developing this property to its fullest potential, to be able to graduate from the Entrepreneurial & Education Center, to become a viable business taxpayer and to expand the agency once again in Wausau, WI.

cooler

Entr

Door

CONF.
ROOM

OFFICE

EXISTING
SPACE

Door

OFFICE

OFFICE

OFFICE

garage

Proposal to Acquire the Former Kwik Trip Property Located at 1500 Grand Ave

Badger Pharmacy, LLC

DBA Young's Drug Store & Young's Long Term Care Pharmacy

1. Site use:

If awarded this property, Badger Pharmacy plans to move the existing Young's Drug Store, located at 2106 Grand Avenue, to the 1500 Grand Avenue building to better serve our customers and the community with the addition of drive thru service and easier access to our building from Grand Avenue than our current location allows.

In addition, we are working to add an urgent care clinic at this site. We have met with several members of Marshfield Clinic on multiple occasions to present our proposal to provide approximately 800 square feet of space to develop an urgent care setting within the pharmacy. While we have not formally signed an agreement with Marshfield Clinic due to the inherent uncertainty created by an RFP process and the needed decision of the City of Wausau selection committee regarding the awarding of the property, all parties involved have shown an interest in proceeding with the project should Badger Pharmacy be chosen for this building.

Included with this proposal is a potential floorplan for both the pharmacy and the clinic.

2. Team organization:

The two primary project organizers are Forrest Young, CEO and Jon Smith, COO. Forrest and Jon are both owners of Badger Pharmacy and have extensive past experience planning and implementing pharmacy floor plans, with specific emphasis on fitting efficient plans in existing structures. Examples of previous projects include all three other current Badger Pharmacy sites, as well as past sites.

The Young's Drug Store Bridge Street location, (310 E Bridge Street, Wausau), was opened slightly more than 6 years ago. Forrest became a 50% owner in that building project after the building plans were already in process. As a result, the pharmacy had to be fit to the existing space. This pharmacy was moved from its previous location at 1702 N 6th Street, Wausau. Forrest managed the planning for this location.

The long term care location, (555 S 72nd Avenue, Wausau), was opened almost 4 years ago. That building was purchased as an existing structure also. The building, formerly the home of Tetra Tech, is 9,700 square feet, including the garage, and houses the Badger Pharmacy business office as well as the long term care pharmacy. All 9,700 square feet are in use. This pharmacy was moved from its previous location at 3107 Westhill Drive, Wausau. This project was managed by both Jon and Forrest.

The previous long term care pharmacy location, (3107 Westhill Drive), was also a retro-fit to an existing space. The pharmacy did business at that location for 5 years, renting space in the Wausau Manor Nursing Home building, before outgrowing that space and moving to the current location. Forrest managed the planning for this location.

The Young's Drug Store Merrill location, (301 E 2nd Street, Merrill), was opened about 2 years ago. Once again, this store was fit into an existing structure. The building was previously home to both a credit union and a dental office. We were able to transform the building from a series of smaller dental rooms to an open concept, retail business space in only 28 days, in spite of the fact the vault from the credit union created issues with our initial intended layout. This project was managed by both Jon and Forrest.

Implementation of the planned build out will be handled by 3 primary contractors.

1. Dan's Service Plus, LLC – Dan Brandenburg, Owner.
2. Helke-Rakow, LLP – Mike Rakow, Owner.
3. Maple Crest Electric, LLC – Dennis Borchardt, Owner.
4. Marshfield Clinic site development team.
5. Other additional contractors as necessary to complete the project.

Dan, Mike and Dennis have worked with Badger Pharmacy in the past. The most similar project to this one is the Young's Drug Store location in Merrill. It was their teamwork that allowed us to convert the building from dental space to an operating pharmacy in such a short timeframe.

3. Site acquisition:

Badger Pharmacy, or its assignee, proposes a purchase price to the City of Wausau of \$25,000. Based on a budget of \$150,000 for build out costs, including both internal remodeling, external improvements and signage, and parking lot resurfacing, plus taxes and maintenance costs, a \$25,000 purchase price is the limit to what Badger Pharmacy can reasonably spend to make this project cash flow in a positive manner compared to the cost of maintaining occupancy at our current location.

4. Project timeline:

If Badger Pharmacy is awarded this building, remodeling will begin as soon as possible after notification. We anticipate the build out to take 90 days. Licensing with the Wisconsin State Board of Pharmacy can take up to 60 days with approval from the DEA usually taking about 30 days. These approval times would run concurrently with the build out estimate.

Due to the condition of the parking lot after removal of the gas tanks, we will need to resurface the entire area. The plan is to blacktop the lot which will require us to wait until a certain minimum

temperature is achieved in the spring. Depending on how soon the City of Wausau selection committee decides to whom they will award this building, the parking lot may be the limiting factor in how soon we can occupy the site.

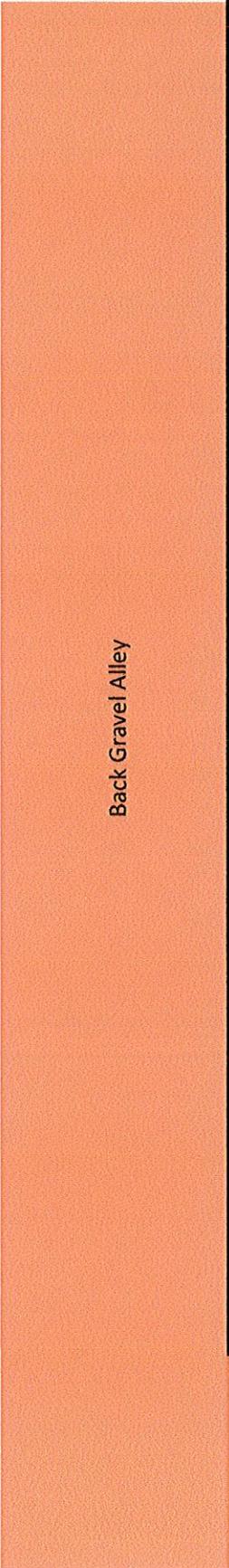
Based on previous experience, we find it best to move quickly once a new site is acquired. As a result, we will be pushing to move as soon as possible, based on construction and other conditions.

We do not anticipate any new zoning or other condition changes will be necessary for our proposed use. We plan to use the building as is, with the exception of adding a drive thru window on the East wall of the structure and potentially a vestibule entrance.

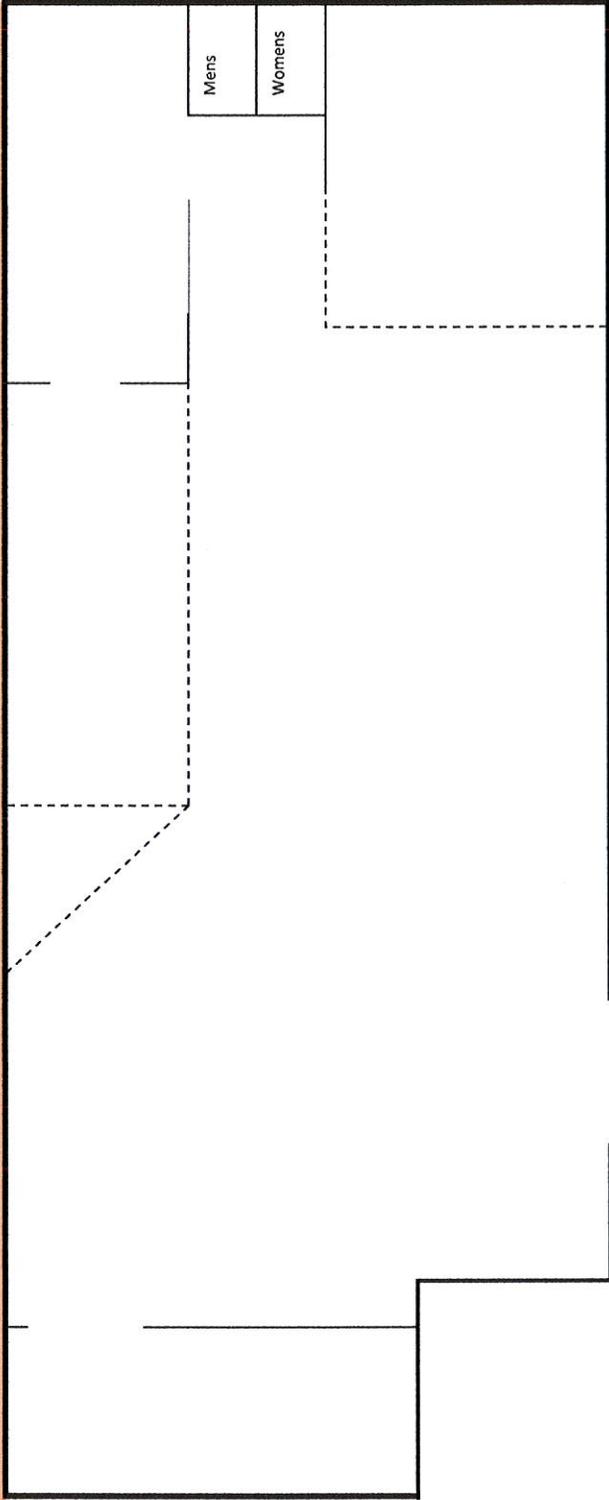
Thank you for your consideration.

A handwritten signature in blue ink that reads "Forrest Young". The signature is written in a cursive style with a long horizontal line extending to the left of the first letter.

Forrest Young



Back Gravel Alley



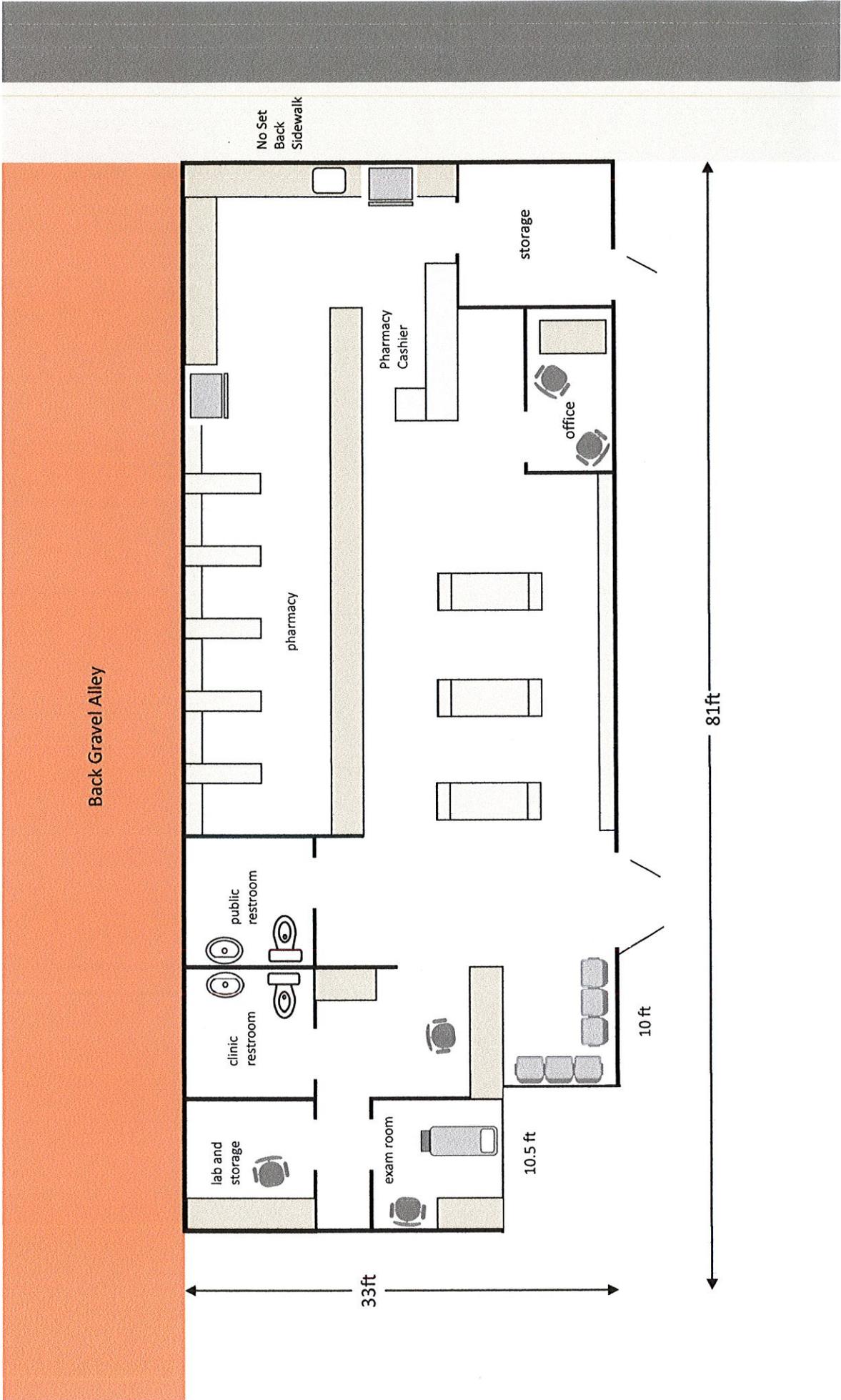
No Set
Back
Sidewalk

Mens

Womens

33ft

81ft





Marshfield
YOUNG'S
DRUG STORE



EAST RIVERFRONT DISTRICT BROWNFIELD AREAWIDE PLAN: PROPOSED DEVELOPMENT GOALS AND STRATEGIES

Revised Per ED Committee Discussion May 5, 2015

VISION

The redevelopment of the East Riverfront District results in a vibrant urban neighborhood. The district is anchored by new housing choices and supports high quality entertainment, retail and office uses. New uses and public amenities connect people to the Wisconsin River and create a destination enjoyed by citizens of all ages. The East Riverfront District complements and extends Wausau's downtown core, connects adjacent residential neighborhoods, and provides a new opportunity for residents to experience the Wisconsin River.

General Image and Character

1. The district's high quality, durable structures are timeless in design and compatible with surrounding neighborhoods.
2. The district's layout, site planning, and landscape design result in a strong image and character.
3. Pedestrian-scaled development and a mixture of land uses support the district's walkability and integration with downtown and surrounding neighborhoods.
4. The district has a vibrant public realm: streets, sidewalks, open space, and commercial venues create inviting spaces for people to interact throughout the day.
5. People come to the district to enjoy the Wisconsin River. Public access to the river and along its edge supports passive and active recreational opportunities.

Land Use

1. Redevelopment facilitates environmental clean-up, reuse and redevelopment of identified brownfields, removing risk of exposure associated with these sites.
2. The site is redeveloped to contain a mixture of residential, office and retail/entertainment uses at an appropriate urban density. Where a mixture of uses occurs on the same parcel, care is taken to ensure that site activities and building structures complement other uses.
 - a. Housing types are diverse. Private residences are integrated with the public realm.
 - b. The scale and character of retail development complements the downtown core. Restaurants, entertainment venues, and service retail take advantage of the site's frontage along First Street and water amenities, including the Wisconsin River and the daylighted creek.
 - c. Office uses are added over time as the local employment market expands.

Open Space and Natural Resources

1. The district is visually and physically connected to the Wisconsin River.
2. High quality public space encourages use among all age groups.
3. The daylighted creek promotes public enjoyment of the Wisconsin River.
4. Landscaping supports native species and water quality.
5. The district incorporates stormwater Best Management Practices, resulting in a net improvement to water quality flowing into the Wisconsin River.

Transportation

1. New north-south roads and trails create multimodal access into and through the district from downtown and surrounding areas.



2. East-west streets are extended to create public access to the Wisconsin River.
3. Views of parked vehicles are minimized; opportunities to reduce parking needs and screen parking areas are maximized.
4. Sidewalks throughout the district facilitate circulation and create space for public life.

Economic Development

1. Downtown Wausau's residential and worker populations increase as a result of redevelopment.
2. Downtown Wausau's tax base increases through net gains in office, residential, retail, and entertainment uses.

EAST RIVERFRONT DEVELOPMENT FRAMEWORK



BUILD-OUT POTENTIAL

The following uses are compatible with City goals and its 2014 market study for this site.

- OFFICE**
80,000 sf
- RESTAURANT/SPECIALITY RETAIL**
20,000 sf
- LOCAL RETAIL**
20,000 sf
- RESIDENTIAL**
40-45 New Units/year for 8-10 years @1,200sf per unit

Uses listed above describe build-out potential of all phases over a time period of approximately 10-years.

PROPOSED PUBLIC SPACE [open space & roads to be negotiated]

DEVELOPABLE

PUBLIC SPACE