**OFFICIAL NOTICE AND AGENDA**

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

<table>
<thead>
<tr>
<th>Meeting of:</th>
<th>JOINT ECONOMIC DEVELOPMENT COMMITTEE AND PLAN COMMISSION &quot;REVISED&quot;</th>
</tr>
</thead>
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<tr>
<td>Date/Time:</td>
<td>Tuesday, December 17, 2019 at 5:15 p.m.</td>
</tr>
<tr>
<td>Location:</td>
<td>City Hall, Council Chambers</td>
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**AGENDA ITEMS FOR CONSIDERATION (All items listed may be acted upon)**

### JOINT ITEMS

1. Presentation by Neighborhood Planners LLC of the South Riverfront and Towers Area Master Plans
2. Discussion and Possible Action on the South Riverfront Master Plan
3. Discussion and Possible Action on the Towers Area Master Plan

Adjournment Plan Commission
Mielke, Chair

### ED ONLY ITEMS

4. Approval of the Minutes from 11/05/2019
5. Discussion and Possible Action on the Sale of Approximately 1.93 Acres of Business Campus Property Adjacent to the Intersection of 84th Avenue and Enterprise Drive to Diversified Properties, LLC
6. Discussion and Possible Action on the Proposals Received for the North Riverfront Redevelopment Area RFP
7. Discussion and Possible Action on the Proposal Received for the Properties at 401 and 415 South First Avenue (Westside Battery)
8. Discussion and Possible Action on the Disposition of the Property at 1300 Cleveland Avenue (Old Incubator)
9. Discussion and Possible Action on the Proposal Received for Phase 2 of the Riverlife Village Project

**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 Sale of Approximately 1.93 Acres of Business Campus Property Adjacent to the Intersection of 84th Avenue and Enterprise Drive to Diversified Properties, LLC
- Discussion and Possible Action on the Proposals Received for the North Riverfront Redevelopment Area RFP
- Discussion and Possible Action on the Proposal Received for the Properties at 401 and 415 South First Avenue (Westside Battery)
- Discussion and Possible Action on the Disposition of the Property at 1300 Cleveland Avenue (Old Incubator)
- Discussion and Possible Action on the Proposal Received for Phase 2 of the Riverlife Village Project

10. **RECONVENE** into Open Session to Take Action on Closed Session Items, If Necessary
11. Discussion and Possible Action on the Issuance of an RFP for City-Owned Remnant Property Located along Bridge and Thomas Streets (Map Attached)
12. Discussion and Possible Action on the Exchange of Property with the Eye Clinic of Wisconsin (Map Attached)
13. Updates
   - Landmark Building
   - Ponderosa Hotel
   - Wausau Center Mall
   - Wausome/2020 Marketing
   - AARP/Livable Wausau
   - 120 Scott Street/Merge Option
   - Thomas Street Phase 2

Adjournment
Tom Neal, Chair

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*In accordance with the requirements of Title II of the Americans with Disabilities Act (ADA), the City of Wausau will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. If you need assistance or reasonable accommodations in participating in this meeting or event due to a disability as defined under the ADA, please call the City’s ADA Coordinator at (715) 261-6620 or e-mail clerk@ci.wausau.wi.us at least 48 hours prior to the scheduled meeting or event to request an accommodation.*
South Riverfront and Towers Area Draft Plans

Wausau, Wis. // December 17th, 2019
South Riverfront Master Plan

- Project Purpose & Approach
- Current Conditions & Market Opportunity
- Master Plan
- Recommendations
• Recommendations for the redevelopment of the South Riverfront including development opportunities and desired public amenities (26 acres)
**May 2nd 2019 Stakeholder Kick Off Meeting.** Project team met with stakeholders to discuss project expectations and goals.

**May 25th 2019 Farmer’s Market Vendor Interview.** The project team met with the market manager and several vendors to discuss their hopes and concerns for a permanent market facility.

**June 7th – 8th 2019 Stakeholder Meetings and site visit.** Project team met with stakeholders to discuss and receive feedback on concept alternatives.

**June 8th 2019 Farmer’s Market open house.** The project team facilitated direct interaction with over 300 market attendees.

**September 10th 2019 Stakeholder Meeting to review and discuss draft concepts.**

**September 10th 2019 Open House at Whitewater Music Hall.**

**December 17th 2019 Plan Commission and Economic Development Committee presentation.**
MARKET OPPORTUNITY

200-300 OWNER-OCCUPIED UNITS NEEDED

200-300 RENTAL UNITS NEEDED

$150 TO $300/SQ. FT
CONDO SALE PRICE RANGE

$1,200 +
MONTHLY RENT RANGE
GOALS

1. Establish a thriving neighborhood along South River Drive and the River Edge Parkway, including new residential and mixed-use development

2. Support potential year-round market

3. Provide year-round activities for a variety of age groups

4. Embrace an “Outdoor Recreation” theme

5. Improve mobility and access to the river

6. Enhance walking, biking, kayaking amenities.

7. Green up and make the river environment more dynamic/destination
12. River Edge Park Residential. This phase of development would occur on land currently owned by WPS. This is a prime development site with proven market rate senior housing immediately to south. Multifamily new versus rate, owner-occupied and rental apartments anticipated. Given proximity to waterfront, parks, and trails, this site may be particularly attractive to active seniors and retirees.
Mixed Use Development. The site, adjacent to the proposed farmer’s market and outdoor plaza, is suitable for both residential and mixed-use development. Commercial uses may include eating and dining options or an outdoor-oriented specialty store. Market rate housing may include rental or owner-occupied units.
13. River Drive Residential Development sites between River Drive and the railroad tracks can provide opportunities for conventional multi-story apartment buildings or missing middle type housing products, such as townhomes. These sites may lend themselves to affordable housing development, while reserving waterfront sites across River Drive for higher value development. It is anticipated these sites would be developed in later phases, as more desirable residential locations prove successful. Current land use use may make economic sense for several more years.
- Dog park
- Community garden
- Wheelchair accessibility
- Beer garden
- Ice ribbon/skating
- Space for staging whitewater events
- Camping
- Natural playground
- Trails
- Picnic facilities
- Bathrooms
PHASE 1
- Land acquisition
- Feasibility of hotel & year round market
- More detailed design plans
- Transportation improvements

PHASE 2
- Markets
- Hotel
- River Edge Park
- Residential development

PHASE 3
- Residential development
Agenda

Towers Area Market Study

- Project Purpose & Approach
- Current Conditions & Market Opportunity
- Redevelopment Plan
- Parking
- Recommendations
• Identify potential downtown redevelopment opportunities within the Towers Area
• Provide recommendations to accommodate future anticipated parking demand.
- May 2nd 2019 Project Kick Off Meeting with Stakeholders. Downtown tour with City staff.
- June 7th 2019 Stakeholder Meeting. The project team met with stakeholders to discuss hopes and concerns for the project area.
- June 8th Site Visit and Field Work
- December 2nd 2019 Stakeholder Meeting. Discuss and receive feedback on draft plan.
- December 17th 2019 Plan Commission presentation.
CURRENT CONDITIONS
PLAN GOALS

1. Create additional tax base for the City
2. Support new residential and mixed-use development
3. Support existing and planned office uses
4. Develop and execute a parking strategy to support growth
5. Improve mobility and access to the river
6. Design and construct a high-quality public realm
7. Strengthen visual connections to the river
1. A residential spine along 1st Ave to River Drive
2. New office development at the terminus of McClellan Street
3. Pedestrian oriented green streets as well as new trail connections, plazas, linking neighborhoods to the river.
4. Distributed parking solutions minimizes the need for new large structure
5. Street oriented buildings
• 500 stalls currently available in study area

• The McClellan garage and adjacent parking lot, collectively, contain 418 parking spaces.
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<th>Retail</th>
<th>Residential</th>
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*After removal of the McClellan garage and lot, there are approximately 100 parking spaces available in the immediate area. All development scenarios shown would require more parking than can be accommodated with the current parking supply.
PARKING STRATEGIES

- Incorporate structured parking into new mixed use buildings
- Public-private partnerships can provide scattered public parking
- Incentivize use of underutilized stalls
- Evaluate need again in 2022
1) Market potential development opportunities
2) Meet with downtown property owners to discuss redevelopment concepts identified in this plan.
3) Support new downtown housing development - by leveraging new park as amenity for neighborhood
4) Determine feasibility of a second office tower north of the Dudley Tower.
5) Pro-actively plan for the demolition and redevelopment of the McClellan ramp.
DISCUSSION
CITY OF CEDAR FALLS
DOWNTOWN PARKING STUDY
LOCATION:
Cedar Falls, Iowa
REFERENCE:
Jacque Danielson
City Clerk
220 Clay Street
Cedar Falls, IA 50613
Phone: 319.268.5152
Email: Jacque.Danielson@cedarfalls.com
PROJECT DATES:
2018 - 2019
ROLE:
Parking Consultant
PROJECT MANAGER:
Andrew Miller, AICP

Cedar Falls (population 40,000) is located in northeast
Iowa and is the home of the University of Northern Iowa
(UNI). Downtown Cedar Falls is a historic Main Street
Community with active retail businesses and numerous
restaurants, pubs and taverns. The downtown area
has seen significant new development in recent years,
with a number of mixed-use residential/commercial
developments completed; a new 127-room hotel that is
currently under construction; and additional development
projects that are in the planning and design phase.
The level and pace of new development activity has
raised concerns by existing downtown businesses,
residents and stakeholders that existing parking is
insufficient to support additional development. To
address these concerns, WGI performed a parking
study that included extensive public outreach efforts;
parking impact analyses on new development projects;
and a review of the entire public parking operation.

PROJECT HIGHLIGHTS
• The study revealed that additional public parking
capacity in the form of structured parking will be
needed to support any additional development
activity.
• City Council voted unanimously to direct staff to
implement all recommendations included in the final
report document.

Prepared for the City of Wausau by:
Acknowledgements

City of Wausau Staff
Christian Schock, Community Development Director
Brad Lenz, City Planner
Brad Sippel, City Planner

South Riverfront Master Plan Stakeholder Group
Michael Lotter
Lance Leonhard
Jamie Polley
Kelly Zabrzebski
Kelly and Brad Ballard
Roger Deffner
Brian Scholz
Ashley Deering
Gene Davis
Amanda Ostrowski
Matt Ward

City Plan Commission Members
Mayor Robert B. Mielke, Chair
Public Works Director, Eric Lindman
Parks & Rec Chair, Pat Peckham
Alderperson Gary Gisselman
Citizen Member, Ron Zahrt
Citizen Member, Andrew Brueggeman
Citizen Member, Bruce Bohlken

City Council Alderpersons
Patric Peckham
Michael Martens
Michael Martens
David E. Nutting
David Nutting
Tom Neal
Gary Gisselman
Becky McElhaney
Lisa Rasmussen
Linda Lawrence
Dawn Herbst
Mary Thao
Dennis Smith

Consultant Team
Andrew Dane, Neighborhood Planners
Eric Ponto, Engberg Anderson Associates
Michael Stumpf, Place Dynamics
Garrett Perry, Design Studio Etc
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INTRODUCTION

Wausau’s waterfront is undergoing significant changes in land use as brownfields, and underutilized properties are being put into more productive use. Class A office space, entertainment, and health services have helped revitalize Wausau’s riverfront to the north. South of Washington Street, the study area comprises approximately 30 acres of land currently under WPS ownership, County ownership, and private ownership.

Purpose

The purpose of this report is to provide recommendations for the redevelopment of the South Riverfront area within the City of Wausau, Wisconsin, including private development opportunities and desired public amenities. The overall goal is to set a foundation for future redevelopment that maximizes connectivity to the river and leverages the success and momentum of both Wausau Whitewater and the Farmer’s Market.

The area is envisioned as the “South Riverfront Neighborhood”, and would include a variety of housing options, limited commercial development, and a year-round public market/farmer’s market. At the center of the new neighborhood is an outdoor public plaza on the expanded Wausau Whitewater boardwalk, which links to the River Edge trail network providing exceptional outdoor recreational opportunities for residents and visitors.

Setting

The City of Wausau lies at the intersection of STH 29 and US 51 in northcentral Wisconsin. However, like many cities in northern Wisconsin, its history and physical structure is strongly shaped by the river, which enabled its growth during the booming lumber years and beyond. More recently, heavy industrial uses along the river have been replaced with new parks, restaurants, office buildings, and other uses.

Wausau is located within a short drive of several large midwestern cities, and serves as a regional retail and services hub for a large portion of northern Wisconsin. The City of Wausau is surrounded by outdoor recreational opportunities unmatched elsewhere in the State. State parks, mountain bike areas, camping, whitewater kayaking, forests, wetlands, rivers, and streams surround the City and broader metropolitan region.
Study Area

The South Riverfront district is a 30-acre site bounded by railroad tracks to the east, Washington St to the north, the Wisconsin River to the west, and Island Park Apartments to the south. Much of the land base is former industrial land as seen in this historical photo from 1950. The site is within close proximity to downtown, as well as multiple destination outdoor recreational amenities within a 10-15 minute drive.
Planning Process

The study team analyzed market and physical conditions, reviewed prior reports, met with stakeholders, and conducted additional field work to prepare a set of recommendations for the study area.

May 2nd 2019 Stakeholder Kick Off Meeting. Project team met with stakeholders to discuss project expectations and goals.

May 25th 2019 Farmer’s Market Vendor Interview. The project team met with the market manager and several vendors to discuss their hopes and concerns for a permanent market facility.

June 7th – 8th 2019 Stakeholder Meetings and site visit. Project team met with stakeholders to discuss and receive feedback on concept alternatives.

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September 10th 2019 Open House at Whitewater Music Hall.

December 17th 2019 Plan Commission and Economic Development Committee presentation.
Prior Planning

**Whitewater Course Master Plan (2015)**

Several proposed enhancements to the whitewater course were identified in a series of drawings and design plans. Key elements of the vision include a pedestrian bridge, park shelter, put-in/take-out ramps, deck extension, new trails, and emergency service accessibility improvements.

**Wausau Strategic Economic Development Plan (2019, Draft)**

This plan identified several relevant objectives:

- Urban revitalization and mixed-use development along the Wisconsin River
- Vibrant coworking spaces in downtown Wausau for entrepreneurs, freelancers, and remote workers.
- Creation of a riverfront development plan that extends from Winston Street south to Thomas Street.
- New market-rate housing development in downtown Wausau and adjacent urban neighborhoods.
- Events, festivals, and temporary “activations” of spaces throughout downtown Wausau that draw new visitors and economic activity into the urban core.

**Wausau Center Urban Design & Transportation Master Plan (2019)**

The study recommended realignment and reconstruction of River Road adjacent the study area. Additional recommendations from this study are described later in this report.

**City Of Wausau Comprehensive Plan (2017)**

The Plan identified several opportunities in the downtown area. Site 5 is located by the whitewater kayak course on the east side of the river. The site has the potential for riverfront development and to enhance recreational opportunities.

**East Riverfront District Hotel Analysis (2014)**

According to a 2014 Hotel Feasibility Study, a new hotel is not recommended until occupancy rates go up, or new room night generators are introduced such as a convention facility. However, due to the age of the report, an update may be warranted, including taking a look at the potential demand and feasibility of a banquet/convention space.

**Wausau Mpo Bicycle And Pedestrian Plan (2015)**

This study identified bike lanes and other improvements in the study area.

**Central Business District Master Plan (2000)**

Central Business District (CBD) Master Plan, 2000 In January of 2000, the Common Council adopted the Central Business District Master Plan as an element of the City’s Master Plan. It identified a convention center and hotel for the riverfront district, connected via a skyway to the Wausau Center Mall.
**PHYSICAL CONDITIONS**

**LAND USE**

To the west of River Drive, 1-story buildings front the kayak course and Wisconsin river and are surrounded by surface parking. Directly south lies a capped brownfield used as parking, open space, farmer’s market, and camping. Further south is Island Place Apartments.

To the east of River Drive, adjacent the railroad tracks, there is a mix of light industrial uses, vehicular repair to the south, and a new café/microbrewery/event space to the north at the corner of N 1st and W Washington streets in the old Masonic Lodge. Sandwiched between these uses is lot No. 8, a municipal surface parking lot with 136 stalls.

**Parcel No. 1**
Size: 2.65 Acres  
Use: Vacated, Historic Electric Building  
Owner: Wisconsin Public Services Corporation (WPS)  
Zoning: Institutional Zoning

**Parcel No. 2**
Size: 1.25 Acres within study area (2 Acres total parcel size)  
Use: Whitewater Kayak Frontage  
Owner: WPS  
Zoning: Institutional Zoning

**Parcel No. 3**
Size: 3.4 Acres  
Use: Government Office  
Owner: Marathon County  
Zoning: Institutional Zoning

**Parcel No. 4**
Size: 2 Acres  
Use: Adult Supportive Services  
Owner: Opportunity Inc  
Zoning: Institutional Zoning

**Parcel No. 5**
Size: 12.9 Acres in study area (23 Acres total parcel size)  
Use: Open Space  
Owner: WPS  
Zoning: Institutional Zoning

**Parcel No. 6**
Size: 1.25 Acres  
Use: Surface Parking  
Owner: City of Wausau  
Zoning: Downtown Periphery Mixed Use

**Parcel No. 7**
Size: .88 Acres  
Use: Commercial  
Owner: Crescent Realty Corporation  
Zoning: Light Industrial

**Parcel No. 8**
Size: .9 Acres  
Use: Commercial  
Owners: Dorothy and Jane Palecek  
Zoning: Light Industrial

**Parcel No. 9**
Size: .6 Acres  
Use: Light Industrial  
Owner: Hadley Office Furniture & Machine  
Zoning: Light Industrial
Future Land Use currently envisioned for this area includes Public/Open Space to the west of River Drive, and City Center to the east. The City Center designation promotes “an area of dense development and a mix of employment, commercial, and residential uses. It would include civic spaces for community gatherings and events. It would also be an area that is lively and designed for pedestrian access. Growth, development, and increased density would be encouraged.” In addition, a co-working space is being investigated for the WPS buildings on Clark Island.

ENVIRONMENTAL

A preliminary environmental review was conducted for the South Riverfront. Parcel No. 5 site is the Wisconsin Public Service (WPS) Property Environmental Repair Program (ERP) site (BRRTS # 02-37-552115). The site was opened in 2008 after a site investigation identified lead and arsenic soil contamination that exceeded the DNR direct contact limits. The ERP site was closed by DNR in 2011 with contamination in place. As part of the site closure, a cap is required to be implemented and maintained in accordance with a DNR approved maintenance plan. The required cap is a minimum of 12” of recycled asphalt, gravel, and “rotten” granite. The entire WPS property, including the parking lot, vegetative cover and River Edge Parkway needs to be maintained in compliance with the maintenance plan to prevent direct contact with residual soil contamination.

A significant portion of the study area is within the floodway.
MOBILITY

The downtown street network is dominated by two one-way pairs carrying the largest volumes of traffic along US 51 and STH 52. These arterial streets feed a mix of local streets with significantly less traffic volumes. River Drive provides access to the study area and is identified as a boulevard street type in the conceptual street type network diagram (blue line). A boulevard is characterized by wide sidewalks for strolling and street-oriented buildings which create an outdoor room effect.

Two of the three basic types of boulevard streets are worth considering for River Drive.

Center Median Boulevard

- Wide central landscaped median flanked on either side by streets roadways or sidewalks
- Median may be a pedestrian promenade but more likely planted with grass, trees, or other vegetation.

Boulevard Street

- Basically a regular street but with broad tree lined sidewalks
- Wide walkways, potential bike accommodation
PARKS, TRAILS, OPEN SPACE

The South Riverfront includes over ½ mile of River Edge trail, as well as the Wausau Whitewater Park. It has direct trail connections to the south connecting to Isle of Ferns and Oak Parks and to the north connecting to Big Bull Falls Park and Barker-Stewart Island Park. The Whitewater Corporation has created a world class destination whitewater course on the Wisconsin River. They have proposed and are seeking funds for enhancements to the informal campground located on WPS property adjacent the river edge, a pedestrian bridge across the kayak course to Clark Island, improved ADA access, ambulance access to Clark Island, and more formalized kayak launch and lock up areas.

HISTORIC RESOURCES

While there are no historically designated areas within the South Riverfront study area, the Chicago NW RR Depot lies immediately to the north adjacent WPS land and the railroad flanking E Stewart Ave. On the WPS land south of the former RR Depot is a vacated electric building station which is being evaluated as the site of a potential coworking space.
MARKET CONDITIONS

The analysis supports a combination of uses that can be developed within the South Riverfront including:

Approximately 250 units of high-end rental housing, priced from $1,200 per month or above. This may include some affordable units and units for seniors adjacent River Drive.

Approximately 250 condominium units priced from $150 to $300 per square foot, fronting on the river and open space in the South Riverfront area.

Due to its location away from the concentration of retail and dining, there are far fewer opportunities to develop commercial space within the South Riverfront area. The river is the primary asset in this regard, and may support an isolated restaurant or limited types of retail, such as a sporting goods store which would tie to activities in the adjacent parks.

TARGETED OPPORTUNITIES

Demand for Residential

Adequate demand exists to introduce new owned, multifamily housing at the South Riverfront redevelopment sites. The primary competition for downtown sites will be comparable units that may be developed in nearby city centers, and suburban-style units which have, so far, made up the majority of the available supply. The South Riverfront will be a more attractive setting for either of two possible uses, for which it is reasonable to set a goal to capture a 20 to 30 percent market share, or about 250 units of both owner occupied and rental units:

Multi-storied condominium buildings can be developed adjacent to greenspace and overlooking the Wisconsin River and proposed River Edge park. A mix of one- and two-bedroom units, and a small number of larger units can be supported. Amenities should include private outdoor space (walk-out patio or balcony), covered parking, and high-end finishes such as quartz or granite countertops and tiled tub/shower enclosures. The targeted buyers for these units are singles or couples without children, and active seniors.

Unit prices will vary based on size, views, and amenities, but can be competitive with pricing from $150 to $300 per square foot for finished units.

The South Riverfront presents a good opportunity to develop high-end rental units that can take advantage of river and open space views, along with proximity to recreational assets. The Urban West Apartments will serve as a good model for the kind of unit that can be developed in this location, marketed to young professionals, downtown workers, and older singles or couples who do not want the responsibility to maintain a home. These are renters who find urban living appealing and the design should cater to that desire.

With about 2,900 households able to afford rent in excess of $1,000 per month, growing to over 3,300 households by 2029, the existing supply of higher-end rentals is insufficient to meet potential demand. While some will chose to rent a less expensive apartment to save money, others are doing so because the market is not offering what they want. The City might set a target to meet 30 to 40 percent of the demand for high-end rentals in the downtown, capitalizing on the riverfront and a walkable district with dining, entertainment, and shopping.
REDEVELOPMENT PLAN

VISION

The South Riverfront is a unique urban neighborhood that attracts residents and visitors year-round. Outdoor recreational opportunities including flat water and whitewater kayaking, fishing, running, bouldering, bird watching, and nature viewing attract visitors from throughout the region.

A diverse mix of housing types and price points helps create a thriving neighborhood where people can age in place or raise kids, own or rent. The neighborhood supports adjacent local businesses and a limited amount of new commercial development, primarily incorporated into new mixed-use buildings. The neighborhood is a fun place to live, with easy access to nearby cherished social gathering spots like cafes, coffee shops, breweries, music venues, restaurants, and arts centers.

A new pedestrian walkway connects downtown Wausau to the riverfront and year-round indoor market, culminating in a compelling outdoor plaza that serves as a focal point and social activity node for the entire development. The outdoor plaza hosts music, kayak, and neighborhood events, framed by a ring of covered outdoor farm market stalls and a world class kayak course. With views down the Wisconsin River and south to Rib Mountain the plaza becomes another signature Wausau waterfront destination.

GOALS + OBJECTIVES

By reviewing, discussing, and prioritizing the challenges and opportunities facing the study area, community leaders can continuously refine specific goals and strategies to help guide future decision making and communicate effectively with the public, downtown businesses, and downtown investors. The following goals and objectives were derived from stakeholder and public feedback, as well as a review of prior documents and input from City staff and elected officials.

1. Establish a thriving neighborhood along South River Drive and the River Edge Parkway, including new residential and mixed-use development

2. Support potential year-round market

3. Provide year-round activities for a variety of age groups

4. Embrace an “Outdoor Recreation” theme

5. Improve mobility and access to the river

6. Enhance walking, biking, kayaking amenities.

7. Green up and make the river environment more dynamic/destination
1. Pedestrian bridge – Skyway. An elevated pedestrian bridge connects Forest Street/1st Street to the central development axis that includes the proposed Indoor Market, Outdoor Plaza, and Farmer’s Market. A bridge at this location could rely on an elevator or spiral ramp to accommodate the grade change. This connection should be considered as future planning for Wausau Center occurs.
2. River Drive. This plan envisions a boulevard treatment for River Drive. Further analysis is required to evaluate the feasibility of this vision, however the concept is to provide a street that will attract and frame future residential and mixed-use development. The “center median boulevard” would include plantings, trees, and possibly sculptural elements in the center median to reinforce an outdoor recreational theme for the overall development. The street section would accommodate two vehicular lanes (one on each side of the street), as well as bike lanes and on-street parking to help accommodate large events. A sidewalk with regularly spaced trees would create an attractive pedestrian environment and development address. Alternatively, River Drive could be modified to function as a boulevard street, keeping its existing section in place but adding a wider sidewalk and/or side path to accommodate both bicyclists and pedestrians.

3. Washington St & River Drive Intersection. Reconstruction of this intersection will provide multiple benefits for the study area. The proposed reconstruction as identified in the Urban Design and Transportation Plan (2019) of the 1st Street/River Drive/Washington Street intersection will achieve the following benefits:

- Creating a signalized, non-motorized crossing for the Rivers Edge trail crossing Washington Street;
- Providing westbound motor vehicle access to the Marathon County Library parking lot;
- Simplifying operations at the Washington Street / 1st Street intersection;
- Improving the visibility of the River Road entrance; and
- Creating space for an improved gateway entrance into downtown Wausau.
4. The Power House. Co-working space. The Power House would provide a venue for freelancers, entrepreneurs, and other contingent workers to patronize on the banks of the Wisconsin River. This office concept is currently being investigated, and would complement the South Riverfront neighborhood development. However, this building has several development challenges and WPS is currently in the process of securing permission to demolish the structure. The authors of this plan recommend the building be preserved, its history and physical location make it a very strong and unique asset around which to plan for the future. Other potential future uses include a brewpub or restaurant, a unique lodging venue or banquet/meeting space. As the South Riverfront neighborhood.

5. River Edge Park. The River Edge Parkway system is a bold vision for interconnected parks, waterfront, and trails along both sides of the Wisconsin River through the heart of the City. The proposed River Edge Park would transform a capped brownfield on former industrial land into an outdoor recreationally themed waterfront park providing year-round programming and adventure play opportunities. The park will include open space to support large kayak events and provide low impact overnight camping opportunities. An expanded trail network would connect to the proposed residential development to the east. Circulation within the park is centered around a new trail loop. An outdoor climbing wall complements the kayak course drawing new users to the riverfront throughout the week. Picnic facilities and outdoor fire rings create social activity nodes within the park, while a long looping outdoor ice-skating ribbon draws visitors outside during the winter months. Natural plantings and ecological restoration improves wildlife along the river corridor and supports diverse insect and bird life, which in turn attracts more bird watchers and walkers to the park.
Based on initial discussions with stakeholder groups and limited public feedback the following program elements were identified and should be considered when a detailed site plan is prepared for the park:

- Dog park
- Community garden
- Wheelchair accessibility
- Beer garden
- Ice ribbon/skating
- Space for staging whitewater events
- Camping
- Natural playground
- Trails
- Picnic facilities
- Bathrooms

The park should extend the length of the water’s edge adjacent Wausau Whitewater Park south from the railroad tracks all the way to Oak Island park. The park should extend into the middle portion of the parcel to reach at least 4-5 acres in size.
6. **Outdoor Farm Market + Plaza.** A U-shaped outdoor vendor market provides a unique venue for the farmer’s market and other vendor events. The farmer’s market and adjacent outdoor stall space along the Boardwalk can accommodate up to 80+ vendors. The structure will provide shade and shelter for a variety of user groups to enjoy the waterfront year-round. The structure will frame a round outdoor public plaza on the River Edge Boardwalk adjacent the kayak course. The public plaza will create a sticky pedestrian environment and encourage social activity among visitors to the waterfront. While not large enough to host bigger outdoor concerts like the 400 block, the plaza will feel more intimate and provide a variety of seating opportunities to support smaller concerts, kayak and farmer’s market related events.

7. **Indoor Market.** A year-round indoor public market is envisioned as part of the farmer’s market/outdoor plaza development. The market building, which could repurpose the old “Mill Building” or take design inspiration from it, would link River Drive to the waterfront along a strong pedestrian axis that connects the riverfront to downtown via an elevated pedestrian walkway west of River Drive just south of the Whitewater Music Hall. The market could include space for farm market vendors, food vendors, and possibly a limited commercial establishment catering to the outdoor recreation market. The facility and adjacent outdoor plaza may also provide a unique venue for smaller weddings and other special events.

8. **Pedestrian bridge – Kayak Course.** The planned pedestrian bridge will connect both sides of the kayak course, providing accessibility to viewing areas and connectivity between the river and proposed development sites. The bridge will also serve as a viewing area for whitewater events and will likely become a destination on the riverfront.

9. **Boardwalk.** This plan envisions a widened River Edge trail through the more intensively developed portion of riverfront adjacent the kayak course at the site of the current County-owned buildings. The boardwalk would continue to function as a multi-use trail, but would widen to accommodate larger event crowds, while also providing space fronting the riverfront for pop-up vendor stalls. String lights, stone seating, waterfront views, views of Rib Mountain, and proximity to the outdoor plaza and
10. Hotel. This plan identifies a prime hotel location at the north end of the study area. However, according to current figures there may not be sufficient market demand to warrant development. If, after the property is assembled for future redevelopment, there is still not sufficient market demand, this site would be desirable for higher density residential or mixed-use development.
11. Mixed Use Development. This site, adjacent to the proposed farmer’s market and outdoor plaza, is suitable for both residential and mixed-use development. Commercial uses may include eating and dining options or an outdoor oriented specialty store. Market rate housing may include rental or owner-occupied units.
12. River Edge Park Residential. This phase of development would occur on land currently owned by WPS. This is a prime development site with proven market rate senior housing immediately to south. Multifamily new market rate, owner-occupied and rental apartments anticipated. Given proximity to waterfront, parks, and trails, this site may be particularly attractive to active seniors and retirees.
13. River Drive Residential Development sites between River Drive and the railroad tracks can provide opportunities for conventional multi-story apartment buildings or missing middle type housing products, such as townhomes. These sites may lend themselves to affordable housing development, while reserving waterfront sites across River Drive for higher value development. It is anticipated these sites would be developed in later phases, as more desirable residential locations prove successful. Current land uses use may make economic sense for several more years.
IMPLEMENTATION STRATEGY

The City’s primary focus should be on incentivizing desired and market driven development that reflects the community’s values and future aspirations. The County and WPS have expressed a willingness to work with the City to achieve the overall vision.

RECOMMENDATIONS

The focus is on creating new housing units in conjunction with farmer’s market and Wausau Whitewater improvements. Seek out a diverse mix of rental and owner occupied housing products and types.

1) Establish MOU between City of Wausau and Marathon County. The MOU should describe each parties’ roles and responsibilities for facilitating redevelopment, including the concepts described in this plan.

2) Meet with WDNR, Marathon County, and WPS to identify and discuss likely environmental permitting requirements necessary to achieve the vision of the plan. Begin investigating feasibility of removing WPS owned land from FERC requirements.

3) Review and discuss master plan with Parks and Recreation Committee and staff.
   - Identify programming opportunities and challenges for River Edge park and proposed Boardwalk
   - Explore alternate financing models to create a financially viable park
   - Update CORP to include proposed River Edge

4) Establish budget line items for property acquisition on City’s CIP to include:
   - Short and longer-term budget line items for property acquisition on City’s CIP
   - Detailed master planning and preliminary engineering for River Edge Park, Farm Market, Boardwalk, Public Market

5) Evaluate financial feasibility of a farmer’s market and year-round public market.

6) Assemble properties for future redevelopment.
   - Meet with property owners to share and discuss conceptual plans
   - Work collaboratively with Marathon County, WPS, and private property owners to facilitate future development.
   - Negotiate land purchases with current property owners.

7) Evaluate feasibility of hotel
   - Market the hotel site to developers and local investors
   - Share concept plans with potential hotel developers
   - Consider updating hotel feasibility study (2014) in 2-3 years as redevelopment property is purchased and assembled.
   - As part of future study, evaluate potential for banquet/meeting space to be incorporated as part of hotel development or as part of proposed Indoor Market building.
8) **Investigate potential P-3 structures to support concept development.** Explore potential partnerships with local government, private and non-profit businesses.

- Pro-actively issue RFEIs to identify and engage developers and investors with a strong interest in partnering with the City on future development.
- Consider hiring a master developer consultant team to prepare a final development plan and help the City orchestrate the desired vision. Through a public-private partnership the City can play a strong role guiding future development, while allowing multiple private development interests to bring forward economically viable projects that fit into the overall vision.

9) **Prepare preliminary engineering feasibility studies to further design concepts and prepare land acquisition and site preparation costs associated with:**

- Reconstructed Washington St & River Drive intersection/River Drive Boulevard
- Farmer’s market/public market/Outdoor plaza/Boardwalk
- River Edge park – final detailed master plan to include 30% engineering plans

10) **Prepare final design plans**

- Public Market/Farmer’s Market/Outdoor Plaza/Boardwalk
- Washington Street/River Drive

11) **Evaluate feasibility of year-round market**

- Identify and engage potential project partners
- Conduct a feasibility study to determine financial viability of a year-round public market
- Construct new public market

**PHASING**

Redevelopment is contingent upon land acquisition and assembly and will take several years to implement. This plan envisions the following major phases of development:

**Phase 1:**

- Land acquisition and assembly.
- More detailed master planning, preliminary engineering, community input, and engagement with multiple developers to identify a final vision for future phases of development.
- Reconstruction of the River Drive and Washington Street intersection.

**Phase 2:**

- Public Market/Farmer’s Market/Hotel.
- Hotel development. If a hotel is not viable, an apartment building is envisioned for the site.
- River Edge Residential - New multifamily residential units adjacent Island Place Apartments will front either newly established River Edge Park or River Drive.
- Mixed-Use Development. This phase will establish a mix of residential units and limited commercial development between the outdoor plaza/farmer’s market and River Edge park.

**Phase 3:**

- River Drive Residential
Cedar Falls (population 40,000) is located in northeast Iowa and is the home of the University of Northern Iowa (UNI). Downtown Cedar Falls is a historic Main Street Community with active retail businesses and numerous restaurants, pubs and taverns. The downtown area has seen significant new development in recent years, with a number of mixed-use residential/commercial developments completed; a new 127-room hotel that is currently under construction; and additional development projects that are in the planning and design phase. The level and pace of new development activity has raised concerns by existing downtown businesses, residents and stakeholders that existing parking is insufficient to support additional development. To address these concerns, WGI performed a parking study that included extensive public outreach efforts; parking impact analyses on new development projects; and a review of the entire public parking operation.

**PROJECT HIGHLIGHTS**

- The study revealed that additional public parking capacity in the form of structured parking will be needed to support any additional development activity.
- City Council voted unanimously to direct staff to implement all recommendations included in the final report document.

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INTRODUCTION

Downtown Wausau continues to adapt to past and current market realities. In the 1980’s, facing increasing competition from more suburban locations, downtown leaders transformed an 8-block area of downtown into the Wausau Center Mall. In the early 2000’s city leaders and investors executed several catalytic projects downtown including the Jefferson Street Inn, the 400 Block, the Dudley Tower, and the Eye Clinic of Wisconsin. Today, several new projects are underway, primarily north of the core downtown including the Aspirus Clinic, YMCA expansion, Cloverbelt Credit, and River Life, a planned mixed-use development on the riverfront. Looking ahead, the City anticipates new investment and redevelopment within the Towers Area over the next 2-4 years as a final decision is made regarding the future of the McClellan ramp.

Purpose

The purpose of this report is to identify potential downtown redevelopment opportunities within the Towers Area and to provide recommendations to accommodate future anticipated parking demand.
The study area is bounded by Scott Street to the south, McIndoe Street to the north, 1st Street to west, and 3rd Street to the east.

Within that area the project team analyzed the “Central Towers Area” in greater depth. The central towers area lies immediately adjacent the intersection of N 1st Street and McClellan Street and includes a mix of office, structured parking and surface parking.

Beyond the central towers area are a diverse mix of uses including a Main Street retail district along 3rd Street which includes retail, restaurants, and a downtown grocery store. On the northern edge of the study there is a growing number of fitness and health related businesses.
Planning Process

The study team analyzed market and physical conditions, reviewed prior reports, met with stakeholders, and conducted additional field work to prepare a set of recommendations for the study area. Key milestones included:

- May 2nd 2019 Project Kick Off Meeting with Stakeholders. Downtown tour with City staff.
- June 7th 2019 Stakeholder Meeting. The project team met with stakeholders to discuss hopes and concerns for the project area.
- June 8th Site Visit and Field Work
- December 2nd 2019 Stakeholder Meeting. Discuss and receive feedback on draft plan.
- December 17th 2019 Plan Commission presentation.

Summary of Prior Planning Efforts

Several prior studies were reviewed by the consultant team in order to provide context for the current study. See Appendix: Downtown Today Report Towers Area Plan & South Riverfront for more detail.

(insert plan cover pages)

Wausau Strategic Economic Development Plan (2019)

This plan establishes priorities for regional economic development efforts, several of which relate to the study area. A key opportunity identified in the report is development of new housing options, including downtown and urban residential, to help retain talent and support existing workforce.

Wausau Center Urban Design and Transportation Master Plan (2019)

This study identified street network and intersection improvements to increase access to key destinations, add recreational value, and help activate the waterfront. In addition to identifying several 1-way to 2-way conversions, a significant recommendation is to realign the intersection of W Washington Street and S River Drive.
City of Wausau Comprehensive Plan (2017)

Sites within the study area were identified as having the potential to be utilized for mixed use housing, office, and retail.

Wausau Center Mall Analysis (2018)

There are 91,769 people within a 20-minute radius of downtown. Average household size is 2.4 and median household income is $56,227.

Wausau MPO Bicycle and Pedestrian Plan (2015)

This study identified bike lanes and other improvements in the study area. These were further refined in the 2019 Urban Design and Transportation Master Plan for the Wausau Mall area.

Central Business District Parking Analysis (2014)

The study concluded that most of the study area has adequate parking supply, on- and off-street, to support the economic vitality of downtown.

Central Business District Master Plan (2000)

The plan contains a vision statement, general goals for the CBD, and many specific recommendations focused on land use, redevelopment activities, transportation, streetscape, and urban design for the entire downtown district.
PHYSICAL CONDITIONS

MOBILITY + PARKING

Vehicular Network

The downtown street network is dominated by two one-way pairs carrying the largest volumes of traffic along US 51 and STH 52. These arterial streets feed a mix of local streets with significantly less traffic volumes. The traditional grid pattern of blocks and streets which originally shaped downtown Wausau has been replaced in areas of the downtown with much larger “superblocks,” primarily for the purpose of redevelopment.

TRAFFIC + ACCESS

- Traffic volumes range from 9,500 average annual daily trips (AADTs) on BUS 51 near Washington Street to the single thousands on Grant Street and 3rd Street.
- 3rd Street between Washington Street and Grant Street is the primary retail and pedestrian oriented district.

Surface parking (shaded) is both an asset and a liability, providing access to important destinations but also interrupting and undermining the pedestrian environment which draws people to cities in the first place.
PARKING

The City of Wausau maintains an extensive system of public parking downtown. There are approximately 3,626 spaces available, which includes four parking ramps, 16 surface lots, and 300 street meters. Within the area bounded by McIndoe St (north), 4th St (east), Washington St (south) and Wisconsin River (west) there are 1,559 parking spaces in off-street parking facilities. Based on the 2017 Parking Study there are a little over 500 parking spaces available within these boundaries at peak usage times.

However, despite the excess supply, there are on-going concerns regarding downtown parking. A key issue is the design and functionality of the Jefferson Street ramp. Upper ramp levels are underutilized and some downtown users do not feel comfortable utilizing the facility. A second concern is the lack of available street parking to support the 3rd Street retail corridor. The McCllelan Street ramp is scheduled to be demolished within the next 3-4 years, prompting concern over available, skyway-connected parking to serve major downtown employers.
LAND USE

The Towers Area is a mix of commercial, civic, and residential uses. The potential development sites border a downtown that has developed a concentration of businesses that enable it to draw visitors and will serve as amenities for workers or residents in the area. The river offers a different set of amenities, including its recreational and scenic qualities along its shores. The downtown area contains about eleven percent of all jobs in Marathon County, with a disproportionate share of office-based activities, and arts, entertainment, and recreational employment. The past decade has brought modest increases in many of these industries.

To the north of Scott Street there is a mix of several office and medical buildings, public parking, the Church of the Resurrection Catholic Church, and three single family residences along 1st Street. A combined estimated $40M investment is being made into YMCA expansion and Aspirus clinic on the northern edge of the study area.

Future Land Use

The City’s official Future Land Use Map for this area identifies it as City Center, a designation intended to promote “an area of dense development and a mix of employment, commercial, and residential uses. It would include civic spaces for community gatherings and events. It would also be an area that is lively and designed for pedestrian access. Growth, development, and increased density would be encouraged.”
ZONING

The immediate towers area is proposed as DRMU-Downtown High-Rise Mixed Use. This district is intended to permit large-scale established commercial, office, and institutional development at an intensity which provides significant incentives for infill development, redevelopment, and the continued economic viability of existing development. The district is also intended to retain the existing high-rise characteristics of the Central Business District without compromising the historic development areas. Residential uses are intended to occur at a minimum approximate density of 20+ dwelling units per acre.

The area north of Grant St is proposed as DPMU-Downtown Periphery Mixed Use. This district is intended to permit both large- and small-scale established commercial and institutional development at an intensity which provides significant incentives for infill development, redevelopment, and the continued economic viability of existing development. The district is also intended to act as a buffer between the historic and high-rise characteristics of the Central Business District and the lower-density residential neighborhoods surrounding it, however minimum height, maximum parking, and minimum floor area ratios will be required. These requirements will facilitate higher density development than the existing buildings within the district. Residential uses are intended to occur at a minimum approximate density of 10 dwelling units per acre.

Most of the 3rd Street Corridor is proposed as DHMU-Downtown Historic Mixed Use. This district is intended to permit mid-scale downtown commercial development at an intensity which provides significant incentives for infill development, redevelopment, and the continued economic viability of existing development. The district is also intended to retain the existing “Main Street” characteristics of the core blocks in Wausau’s historic downtown. Residential uses are intended to occur above the first floor at a minimum approximate density of 10 dwelling units per acre.

Representative principal uses permitted by right in all three of the districts include:

- Single family living arrangement
- Apartments with limited commercial
- Mixed-Use Building
- Live/work units
- Office
- Personal + professional services
- Indoor sales or service
PARKS, TRAILS, OPEN SPACE

Key features of the existing parks, trails, and open space network include:

The 400 block. The City’s main plaza is a popular special event space and outdoor gathering area located immediately southeast of the study area between 3rd and 4th Streets between Jefferson Street and Scott Street.

Plazas. There are several other small plazas and parks scattered throughout downtown. However, they remain somewhat disjointed from one another, which minimizes their collective impact on the public realm downtown.

The River Edge trail is the backbone of a growing trail system that runs north-south along the Wisconsin River. There are opportunities to better connect the existing trail network and river experience to downtown.

HISTORIC RESOURCES

The City has historic districts bordering downtown. The Downtown Historic District, an area of approximately 100 buildings bounded by Washington Street to the south, N 1st Street to the east, Grant Street to the north and N 5th Street to the west is more commercially oriented.

The Andrew Warren Historic District is located just northeast of downtown Wausau and is named after a sawmill owner who once owned most of the land comprising the district. This 10-block district includes 59 buildings, most of which are houses. The houses were built between 1868 and 1934 and include a diverse mix of late 19th century and early 20th century homes. (City Comprehensive Plan).

Finally, the diagram identifies three historic homes on N 1st Street in the northwest portion of the study area.
MARKET CONDITIONS

The analysis supports a combination of uses that can be developed within the Towers Area including:

Approximately 200 to 300 units of mid-market rental housing, priced from $600 to $1,200 per month. This may include some affordable units and units for seniors. These should be targeted for development in mixed-use buildings in the Towers area.

A range of 84,000 to 112,000 square feet of office space within the Towers area.

About 5,000 square feet of commercial (retail, dining, and services) space annually within the downtown, the majority of it provided in the Towers Area on the ground floor of mixed use buildings.

TARGETED OPPORTUNITIES

Demand for Residential

The Towers Area still offers the experience of downtown living with less immediate access to the river, greenspace, and recreational amenities. Rental housing can be developed in this area (including within vertically-mixed use buildings) to target downtown workers and other tenants who want to live downtown, but at a middle price point. Development of these units may utilize program such as Section 42 Tax Credits for some portion of the total units. Some portion of the total may also be targeted to senior housing.

Underground or structured parking should still be provided as an amenity as well as to reduce the overall footprint of the development. Finishes can be mid-tier, but renters will still appreciate conveniences such as dishwashers and in-unit laundry, and amenities like balconies.

There is a projected need for about a net increase of 350 rental units leasing between $600 and $1,200 per month. As with higher-end units, more can be developed as existing units age, and new buildings are able to compete on location, design, and amenities. A similar number of these mid-tier apartments – 200 to 300 – could be added in the downtown area over the next decade.
Demand for Office

Aside from the question of whether the Wausau Center Mall may be redeveloped to create office space, there is a second issue that casts shade on the potential to add significant new office space in either of the two redevelopment areas. While there has been employment growth in Marathon County (and downtown Wausau) since 2002, over the next decade, the number of people in their working years will decline by about 4,500. This is consistent with the findings of the 2017 Metro Region Economic Development Assessment prepared by the North Central Wisconsin Regional Planning Commission, which projected a shortage of 4,000 workers by 2026.

Employment in core office-based industries (information, finance and insurance, real estate, professional, scientific, and technical services, management of companies, and health care, grew by 6,303 jobs from 2002 to 2017, or an average of 420 jobs per year. Downtown Wausau has captured about 44.6 percent of that growth, or an average of 187 jobs per year.

That pace is not expected to be sustained. The Wisconsin Department of Commerce has projected a six percent rate of job growth for the northcentral region, including Marathon County. If that rate is used, the county could be expected to add 1,255 new office-based jobs through 2029, with 560 of those in downtown Wausau, assuming the downtown maintains current share of growth.

Assuming that the average office worker occupies 150 to 200 square feet (including an allocation for common areas), this would result in demand for 84,000 to 112,000 square feet of new office space over the next decade.

There may be fluctuations in demand for office space as office-based industries generally expand or contract. Individual businesses may also make locational choices that can alter the general distribution of jobs. A business on the outskirts of the city, for example, may choose to build or lease new space in the downtown. This will be particularly true as some of the older office space in the region may become obsolete or less competitive in relation to new office buildings. This could add to the demand for downtown offices.

Demand for Commercial Space

While the mall may struggle to fill vacant space, the opposite is true of the remaining traditional mixed use blocks in the downtown, mostly on 3rd Street, but extending to some intersecting streets as well. There are many restaurants along with stores selling clothing, jewelry, books, food, antiques, sporting goods, and gifts, among other things. The few vacancies that occur are reported to fill quickly. This concentration of businesses is stronger to the south, in the vicinity of the mall, but does extend to the Towers Area, where there is a greater concentration of large office buildings. Civic and cultural attractions such as the City Square, Grand Theater, art museums, YMCA, city hall, and several churches are also located in this area.

The downtown is an attractive environment for these mostly independent businesses, which seek an eclectic specialty shopping district and prefer the flexibility to operate outside the structures of a typical mall contract. An annual increase of three or four new businesses would create demand for about 5,000 square feet of new commercial space annually. These numbers can be supported or increased by initiatives the City and its partners can consider, such as developing pop-up retail or restaurant space, offering technical assistance to emerging retail stores and restaurants, or other programs to incubate new commercial businesses.

The Towers area, as an extension of 3rd Street, has the potential to capture most of the demand for new commercial space. This should be developed at the street level in vertically-mixed use buildings. While much of the parking demand will be met in structures, it will be important to provide some short-term on-street parking in the immediate vicinity of storefronts.
FRAMEWORKS

The frameworks summarize the results of prior and current planning efforts into a coherent diagram. With a more holistic understanding of future planned improvements, decision makers and investors can more effectively shape and respond to evolving market conditions.

REDEVELOPMENT FRAMEWORK

The redevelopment framework identifies mobility, parking, parks/open space, and redevelopment opportunities within the study area. The proposed development scheme seeks to leverage existing assets (proximity to employment, river, outdoor recreational assets) to support the creation of new downtown neighborhoods. The key components of the redevelopment concept include:

1. New residential and mixed-use development in close proximity to downtown amenities including shopping, eating, entertainment, employment, and outdoor recreation along the Wisconsin river. A residential spine along N 1st Ave to N River Drive and River Life provides a strong customer base for a thriving 3rd Street commercial district, and may support a limited number of neighborhood commercial establishments, mainly eating and dining, as part of future mixed-use developments.

2. New office development at the terminus of McClellan Street complimenting the existing Dudley Tower.

3. Pedestrian oriented green streets as well as new trail connections, plazas, and open space linking existing and proposed downtown neighborhoods to the river.

4. Distributed parking solutions which minimizes the need for new large, single block structured parking.

5. Preservation and rehabilitation of historic buildings.

6. Street oriented buildings and well designed streets create comfortable outdoor rooms supporting outdoor dining and entertainment uses.
STREET TYPE FRAMEWORK

Boulevard (River Drive, Slough & Scott St. Bridges)

- Wide sidewalks for strolling, tree-lined and closely spaced; broad medians and street-oriented buildings create an outdoor room effect; mix of housing types and densities may be present.

Community Connector (5th & 6th, Forest)

- Links neighborhoods across the City and region
- Higher traffic volumes

Main Street (3rd, Washington)

- Narrow traffic lanes, on-street parking, and small corner radii help slow traffic and make pedestrians feel safe
- Mixed-use and walkable; street-oriented buildings invite people to shop, eat, and explore

Downtown Streets (Multiple)

- Buildings form a continuous street wall, and building heights are in proportion to street widths
- Wider sidewalks and on-street parking.

Neighborhood Streets (Multiple)

- Narrow, tree-lined streets typically include at least one side of on-street parking; narrower sidewalks; green terrace
- Slower traffic speeds, tree canopies, and front porches facing the street encourages biking and walking

Green Streets (Fulton, McClellan, Jefferson, Forest)

- This plan defines green streets as those which provide environmental benefits, in addition to social and economic benefits. In the context of a growing downtown, with limited R-O-W, the focus is more on providing street trees at closely spaced, regular intervals than it is about providing stormwater management benefits.
- These streets should invite walking and promote sociability. They are human scaled, connected to the river via unique pedestrian passage ways including plazas, pedestrian bridges, staircases, and trails.
VEHICULAR CIRCULATION FRAMEWORK

The circulation framework identifies opportunities to improve the flow of cars, bikes, and pedestrians in the study area. Key Features:

S1) 1-way to 2-way conversions. This would likely require transfer of roads from WisDOT to the City.

S2) Extend Fulton Street. The second phase of Riverlife residential development will occur at the terminus of Fulton Street.

S3) Intersection reconstruction. A significant realignment of River Drive with Washington Street will improve connectivity between downtown and the river and north-south along River Edge trail system.

S4) Extend 4th Street. To better utilize parking structures around the mall extend 4th street to connect to existing parking garages.

S5) River Drive Boulevard. Reconstruct River Drive as a boulevard to support new residential development and create a new neighborhood with direct access to the waterfront.

S6) Investigate opportunities to improve access and functionality of the Jefferson Street ramp. Evaluate potential benefits of converting 2nd Street from a 2-way to 1-way.

BIKE + PED CIRCULATION FRAMEWORK

The bicycle and pedestrian framework identifies opportunities to enhance non-motorized transportation opportunities.

Key features:

B1) Wausau Whitewater Park. The Whitewater park will include expanded viewing areas, a pedestrian bridge, and a mix of seasonal and year-round activities. New trail connections will link W Washington Street to a pedestrian bridge across the Wausau Whitewater Park to the proposed farmer’s market and event plaza.

B2) *Bike Lanes. Implement road diet with bike lanes on 1st Street between Washington Street and Grant Street.

B3) *Bike lane on 1st Street from Grant Street to Franklin Street. Right-of-way is too constrained to add facilities. Recommend bike lane when reconstructed.
B4) Expanded trail network through Riverlife development connecting to 1st Street.

B5) Strengthen existing pedestrian passage past library to Kickbush Plaza.

B6) New pedestrian connection to River Edge Trail system.

B7) New elevated pedestrian connection between South Riverfront neighborhood and the Wausau Center Mall area.

B8) *6th Street road diet (3 lanes to 2). This will match northbound capacity with southbound capacity on 5th Street and affords room for a buffered bike lane to match the southbound bike lane on 5th.

B9) *Stewart Avenue Bike Lane. Existing bridge is too narrow to add bike lanes. Recommend adding when reconstructed. Alternatively, perform road diet.

B10) Mid-block pedestrian passages. Encourage private developers to provide mid-block pedestrian passages especially on large super blocks such as the one bounded by Grant Street, 1St Street, McIndoe Street, and 3rd Street.

B11) Expand trail network off of River Edge Trail spine to link new development sites to the riverfront.

*Source: Wausau MPO Bicycle and Pedestrian Plan

**PARKS + OPEN SPACE FRAMEWORK**

The only proposed park addition to the study area is the reorientation of the planned Diocese Park so that its longer edge fronts McClellan Street.

The **park can play several important roles in terms of helping spur redevelopment**. By providing a green oasis in a dense urban center it can attract residents. By providing a place to eat outside during the day it can attract office workers. It can serve as a spark for the creation of a new urban neighborhood envisioned along 1st Street. It can help attract modest amounts of retail or new eating and dining establishments.
PARKING FRAMEWORK

Development Area

The larger area, generally bounded by McIndoe St (north), 4th St (east), Washington St (south) and Wisconsin River (west), was identified to develop a more thorough understanding of the parking situation.

Within the larger area, there are 1,559 parking spaces in off-street parking facilities. Based on the 2017 Parking Study there are a little over 500 parking spaces available within boundaries at peak usage times.

Available parking during morning hours

Minimum available – 513 Spaces

Maximum available – 617 Spaces

Available parking during afternoon hours

Minimum available – 511 Spaces

Maximum available – 649 Spaces

Future Parking Demand

The City has determined that the McClellan parking garage is nearing the end of its service life and will likely be demolished by 2024. The site is a prime redevelopment location. The McClellan garage and adjacent parking lot, collectively, contain 418 parking spaces. The loss of these spaces could be absorbed by the available parking within the area based on the peak parking availability provided in the prior study. The most likely location for vehicles is the adjacent Jefferson garage that is currently 49% utilized and has approximately 400 empty spaces at peak times.

While the existing parking supply could likely absorb the current parking demand without the McClellan Garage and lot, any substantial new development would require additional parking. The additional parking could be integral to the development site, most likely through structured parking incorporated into the development.

A small portion of the parking demand could be accommodated in the underutilized mall garages, but a strategic pricing strategy would be required to move people willingly. For the new development to be accepted by the community, on-site or near-site parking is the best option. This is especially true for residential parking.

The potential land use options identified for this study include office, residential and retail building space. The following development scenarios were used to estimate future parking demand. The scenarios are not based on specific projects, but broad conceptual ideas. The parking ratios are from the Urban Land Institute (ULI) and National Parking Association (NPA) guidelines.
The table above presents nine hypothetical development scenarios and the net parking impact of each assuming the McClellan ramp is removed.

Scenario Assessment

**Scenario 1**

The residential and retail components (1A and 1B) potentially could be incorporated into parking lots or moved to the mall garages. Scenario 1C would require structured parking.

**Scenario 2**

It would be difficult to accommodate 2A and 2B into surface parking lots. It would require almost an entire city block to build a 200-space parking lot. Scenario 2C would require structured parking.

**Scenario 3**

All three options in Scenario 3 would require structured parking to accommodate the parking demand.
Parking Supply and Administration

Over the past few decades, downtowns have once again become a desired location for living, working and entertainment. Downtown revitalization across the country has created activity and development, drawing people back to urban cores. New development opportunities and changes in the way people move about communities have changed the way municipalities approach parking and transportation. The scope of this parking review is high level. Without a deep investigation of the City of Wausau policy and parking goals we are unable to explore the full potential of the operation and recommend tasks associated with achieving future growth. However, the following national parking trends and best practices should be considered as Wausau considers how parking intersect with development opportunities.

Mixed-use buildings with parking as a component (many times a minor component on a sq. ft. basis) that allow a development to provide on-site parking are becoming more common. Full block parking structures, similar to the Jefferson garage, are less common in urban settings. The public parking supply should have various price points to accommodate the needs of patrons:

- Prime locations near parking generators should be priced the highest due to convenience.
- Low cost or no cost parking on the perimeter should be available to cost sensitive patrons. This could include shuttle service depending on the distance and weather.
- Pedestrian access with continuous sidewalks, good lighting and wayfinding signage are essential to link parking to destinations.

Generally accepted parking policy is to price premium parking spaces the highest, with further away parking spaces at a lower cost. On-street parking is the premium parking in a downtown setting. Free on-street parking, with paid off-street parking creates abnormal usage patterns because people seek the free parking first and fill those spaces.

The goal of parking rates is to balance parking demand based on consumer choice. When rates are properly applied, patrons choose where to park based on their needs and willingness to pay. This balance, from higher priced premium parking to free perimeter parking, encourage turnover and create availability for patrons. Most patrons want predictability, not free parking. They would rather know where to find a spot and pay, than have to search several locations for “free” parking. A free parking space defeats its purpose if always occupied.

The only way to make free, time limited parking on-street function properly is through regular enforcement to ensure people don’t overstay the time limits. Cities with this approach risk being labeled as heavy handed with parking tickets.

Some municipalities have utilized Public / Private Partnerships (P3) to bring additional public parking into the inventory. As part of the development and site plan approval process, the developer agrees to add public parking as part of the project. This may allow the City to add a small number of spaces (50-200) to their current supply, without committing to a large parking structure.

- The City pays the developer a set fee per additional parking space for construction and has long-term administrative control of the spaces.
- The City has a long-term lease for the spaces and has administrative control throughout the lease. The long-term concerns arise from determining:
  - Quality of design and construction for public parking – City should have Owners Representation during development phase.
  - Daily operational responsibilities and costs
  - Assurances of public and private use of the combined facilities.
  - Structural maintenance responsibilities and costs.

P3’s allow cities to add parking inventory without the large scale land and financial investment of a parking garage. However, they do have risks and the City must protect the public interest through strong agreements and a long-term plan to manage the parking assets.
ABOVE: Harmonee Square, located in the village of Wauwatosa, is a three-story mixed use development that includes 30 apartments and 7,500 square feet of first-floor commercial space.

BELOW: Harmonee Square mixed-use development example providing retail and public parking on first floor, with private residential parking on lower level. This concept applied in Wausau could help provide more convenient ground floor parking for 3rd Street shoppers.
Even though people choose to live in downtown and urban settings, they do so with the idea of easy access to their vehicles. While some residents may be willing to walk a few blocks to store their vehicles, most want on-site or close proximity parking. The lack of proximal parking can be more of a hindrance in marketing downtown residential units than the added cost of having to pay for parking on-site.

Generally, the cost of structured parking (debt service plus operations) exceeds the revenue generated. While there are several variables to consider, a garage needs to generate $150-$200 per space, per month to be self-sustaining. Supporting these rates can be a challenge. Municipal parking operations utilizing revenue from off-street garages, surface parking lots, on-street meters and citation revenue can often meet the debt obligations of a parking structure.

There are over 1,000 available parking spaces in the mall garages south of Washington St. These spaces are not in close proximity to the development zone and may be considered too long of a walk by some users. However, these spaces could provide a low cost option for price sensitive parkers if there were no longer inexpensive parking in the study area.

These spaces could have greater acceptance if there were significant differences in cost between on-site parking at the new development, and the mall garages. Significant may be at least $50 - $75 per month.

Based on the analysis described above, the parking framework identifies potential improvements to help solve for parking within the downtown, with a focus on the Towers Area.

P1) Incorporate parking into new development incuding but not limited to River Life.

P2) Evaluate future need for structured parking at this location. If needed, consider providing as part of a mixed-use parking structure with a residential component.

P3) Enhance the image of the Jefferson Street Ramp including pedestrian improvements along street frontage.

P4) Evaluate effectiveness of current free parking policy in meeting the needs of downtown retail and restaurant businesses.

P5) Identify opportunities to increase utilization of Mall site parking ramps.
ABOVE: Pedestrian walk links new downtown residential and office development to Chippewa River in downtown Eau Claire, Wis.
REDEVELOPMENT PLAN

VISION

The 2000 Central Business District Master Plan sought to position downtown as the “nerve center of retail trade, financial transactions, and government activities in the region.” This plan recognizes the critical role that central business district functions continue to play in our downtown, bringing thousands of workers into the heart of the City every week day. However, this plan also places emphasis on future residential development as critical to the future success of downtown Wausau. This plan envisions a thriving “central social district” that attracts downtown residents and employees looking for easy access to jobs, outdoor recreation, eating, shopping, and entertainment venues.

Carefully planned and executed residential and mixed-use developments in the Towers Area and beyond will create a vibrant urban neighborhood with access to walkable amenities downtown and along the river, as well as convenient vehicular access to regional shopping, health care, and outdoor recreational amenities.

GOALS + OBJECTIVES

By reviewing, discussing, and prioritizing the challenges and opportunities facing the study area, community leaders can continuously refine specific goals and strategies to help guide future decision making and communicate effectively with the public, downtown businesses, and downtown investors. The following goals and objectives were derived from stakeholder and public feedback, as well as a review of prior documents and input from City staff and elected officials.

1. Create additional tax base for the City
2. Support new residential and mixed-use development
3. Support existing and planned office uses
4. Develop and execute a parking strategy to support growth
5. Improve mobility and access to the river
6. Design and construct a high-quality public realm
7. Strengthen visual connections to the river
REDEVELOPMENT OPPORTUNITIES

The City’s 2000 Master Plan identified higher density residential development adjacent the river north of Scott Street. This concept plan also recommends apartments for the Towers Area. The redevelopment opportunities framework identifies shorter term (<3 years, dark red shaded parcels) and longer term opportunities (>3 years, light orange shaded parcels).

T1) Riverlife South. This portion of the overall Riverlife development contains a vacant 4.8-acre site which is permitted and being developed as an upscale residential neighborhood within walking distance of amenities. Higher density apartments with limited commercial space will be developed on both sides of an extended Fulton Street west of 1st Street.

T2) ABC Supply Company. A building supply company currently occupies this roughly 4-acre site north of Fulton Street between, bounded by N River Drive and 3rd Street. Because of the large site, potential longer-term redevelopment opportunities may include medium density multi-family residential, commercial, or mixed-use development. A variety of housing products such as low-rise apartments, townhouses, duplexes, or pocket neighborhoods may be considered for this site given its location at the edge of downtown and proximity to existing neighborhoods.

Buildings should be sited to take advantage of both the proposed green corridor along Fulton Street, as well as the existing trail on the north side of the site providing direct pedestrian access to Riverlife. The site is zoned Urban Mixed Use district, intended for established commercial corridors, that are or are planning to become mixed use in character. The district allows for a variety of employment, retail, and community service opportunities, while allowing some residential uses at an approximate density of up to 36 dwelling units per acre.
CENTRAL TOWERS AREA-EXISTING

Jefferson Street ramp underutilized
McClellan Street ramp nearing end of useful life
Development opportunities at 1st/Scott, 1st/McClellan
No strong connection to river

CENTRAL TOWERS AREA-POTENTIAL FUTURE

Strengthen Jefferson street Riverwalk connection
McClellan Street potential central Riverwalk Plaza
Church Block green benefits future adjacent developments
Mixed use developments with Decentralized parking
T3) 3rd Street & Fulton Street. This site, approximately \( \frac{3}{4} \) of an acre, fronts 3rd Street just south of the railroad tracks. The site contains a couple existing single-story commercial buildings near Fulton Street, with open land to the north bordering the railroad tracks. Proximity to the neighborhood commercial node just north of the railroad tracks and nearby trail access to the river makes this an attractive location for residential development, possibly row homes or townhouses oriented toward 3rd Street. The site is zoned Urban Mixed Use district.

T4) Historic single family homes. The three older single-family homes on 1st Street provide a window into the history of the neighborhood north of downtown and should be preserved. This site is part of the Riverlife planned unit development and zoned Single Family Residential.

T5) 1st Street surface parking lot. This site, approximately 2.5 acres in size, is currently used for surface parking. As new development occurs to the south and north, this site may become more attractive for redevelopment. Medium density residential or mixed-use development would complement a growing concentration of residential and office uses, such as 3-4 story apartments with one or two levels of above grade parking below the concrete deck. This site is zoned Downtown Periphery Mixed Use.
MCCLELLAN STREET-POTENTIAL FUTURE

- Strengthen Jefferson street Riverwalk connection
- McClellan Street potential central Riverwalk Plaza
- Church Block green benefits future adjacent developments
- Mixed use developments with Decentralized parking
T8) Dudley Tower surface parking lot. This site (approximately 1-acre) is currently used for surface parking. Potential redevelopment includes a second office tower connected to the Dudley tower via a skywalk. A pedestrian plaza would connect McClellan Street to the river trail network. This site is zoned Downtown High-Rise Mixed Use, and permits large scale commercial, office, and institutional development as well as mixed residential/commercial uses.

T9) Former Diocese school block. This block, which formerly housed a Catholic elementary school, is bounded by 1st Street, Grant Street, 2nd Street, and McClellan Street. It is approximately 1.35 acres and is being used for surface parking. Its location provides great access to nearby amenities and could serve as a catalytic development for downtown Wausau. If successful, it could anchor future residential development by creating a high impact social activity node with open space and limited commercial offerings such as a café catering to new downtown residents and workers.

Potential redevelopment includes medium density residential development fronting a new park along McClellan Street. This redevelopment site would physically and visually connect strongly with the river via a green corridor connection that incorporates a new public plaza in conjunction with a second Dudley Tower direct west of N 1St Street. The intersection of McClellan and N 1st Street would serve both as a neighborhood hub, as well as a destination attraction for downtown visitors, drawing additional foot traffic west off of 3rd Street down McClellan to the river.

T10) McClellan parking ramp. This site, approximately .7 acres, is currently occupied by the McClellan parking ramp, which provides direct access to the City Square Office complex via a skyway. Potential redevelopment opportunities include a new parking structure, medium to high density residential, or mixed-use development. This site is primed for redevelopment following successful execution of development on the former Diocese school block.

T11) Scott and 1st Street. This site, approximately .7 acres, sits adjacent the McClellan Street ramp and is currently used for surface parking. Potential redevelopment opportunities include office or medium to high density residential development. This site is zoned Downtown High-Rise Mixed Use, and permits large scale commercial, office, and institutional development as well as mixed residential/commercial uses. Traffic impacts and microclimate may limit residential development appeal.
IMPLEMENTATION STRATEGY

The City’s primary focus should be on incentivizing desired and market driven development that reflects the community’s values and future aspirations. The City has control of the McClellan Street parking ramp block, as well as the former Diocese elementary school block within the central towers area.

Careful implementation planning will foster intelligent decision making and ensure that new development complements existing uses and parking concerns are pro-actively addressed.

RECOMMENDATIONS

1) Market potential development opportunities. Using the results of this study, the City should pro-actively engage local and regional investors in order to share the vision and identify potential project partners. This can be done formally through Requests for Expressions of Interest (RFEI) for city-owned properties, and informally through discussions with local investors and presentations to the downtown business community. An annual ‘State of the Downtown’ event can showcase development trends and opportunities to local and regional developers and investors.

2) Meet with downtown property owners to discuss redevelopment concepts identified in this plan. Identify potential opportunities and challenges associated with the plan’s vision.

3) Support new downtown housing development. The redevelopment site with the greatest short-term potential is the former Diocese elementary school block and should therefore be a priority. Key to success will be the integration of the Diocese park open space to the development. If the current development proposal for the site is not feasible, the City should utilize a RFEI process to identify additional developers with interest in the site. The McClellan block is another potential site for residential or mixed-use development.

4) Determine feasibility of a second office tower north of the Dudley Tower. The site has strong potential synergy with the proposed residential developments in the immediate vicinity. The McClellan green corridor and outdoor plaza would create a compelling location for a new office building. Alternatively, this site remains highly attractive for new residential development as well. The City should establish a positive working relationship with the property owner and investors to identify and address key issues such as financing a potential skyway to a second tower, public access and ownership of the proposed outdoor plaza, and how best to address future parking needs.

5) Pro-actively plan for the demolition and redevelopment of the McClellan ramp. The existing ramp will need to come down within the next four years, so the City should determine if a replacement ramp is needed within that time frame.

The City should continue to update parking assumptions and utilization rates as new development occurs, and compare those results with the parking demand estimates presented in this plan. If a new parking structure is warranted, the City should consider utilizing a PPP approach to help finance new structured parking. This approach may be more cost effective than financing a new, entirely city-owned structure while providing a better parking experience.

6) Implement framework recommendations. Key recommendations to enhance the desirability of towers area redevelopment opportunities include:

- Design and construct planned green corridors as depicted in redevelopment framework
- Design and construct Diocese Park in conjunction with proposed residential development
- Establish bike lanes on N 1st Street
- Design and construct McClellan green corridor enhancements
- Establish new pedestrian connections to River Edge trail
TIMELINE

PHASE 1 (2020 to 2022)

• Redevelopment of former Diocese block into residential or mixed-use development

• Construction of new downtown park as part of former Diocese park redevelopment

• Monitor parking impact as development occurs within the study area

• Determine feasibility of second office tower

PHASE 2 (2023 to 2025)

• Demolition of McClellan parking ramp

• Redevelopment of McClellan block to include public parking as part of mixed-use development

ON-GOING

• Market potential development opportunities

• Share and discuss plan concepts with downtown property owners and investors
ECONOMIC DEVELOPMENT COMMITTEE

Date and Time: Tuesday, November 5, 2019 at 5:15 p.m., Council Chambers

Members Present: Neal, Gisselman, Peckham, Rasmussen and Martens

Others Present: Schock, Jacobson and Marquardt

In accordance with Chapter 19, Wisc. Statutes, notice of this meeting was posted and sent to the Daily Herald in the proper manner.

The Economic Development Committee meeting was called to order by Neal at 5:17 p.m.

1# Approval of the Minutes from 10/01/19

Motion by Gisselman, second by Peckham to approve the minutes. Motion passed 4-0, Neal abstained.

#2 Discussion and Possible Action on the Sale of Approximately 1.93 Acres of Business Campus Property Adjacent to the Intersection of 84th Avenue and Enterprise Drive to Diversified Properties, LLC

Schock explained Diversified Properties expressed interest in expanding with additional property. They have purchased property in the past for $1 and are seeking the same consideration for this purchase. Peckham asked when the project will commence to which Schock replied in the Spring/Summer of 2020. Neal pointed out it is similar to past partnerships. Schock furthered the property is probably best suited as an expansion area due to the wetlands limitations.

Rasmussen asked if the return on investment would be great enough to do this again. Schock explained there would not necessarily be a binding development agreement as it is a straight sale. Rasmussen indicated a desire for the value to be in jobs given the low taxable amount of the project.

Committee agreed by consensus to hold this item pending further discussions with the company.

#3 Discussion and Possible Action on the Proposal Received for Phase 4 Improvements to Athletic Park

Schock pointed out the packet contains the term sheet which includes parking and some analysis. Mark Macdonald reviewed the previous improvement phases. Phase 4 includes $1.5 million for a) New seats on the first base side; b) Finishing the lighting project in the outfield and c) Renovation of the first base dugout area. The lights will be high-quality energy-efficient and with much less spill. The first base renovations will include 190 premium seats, 2 new small concession stands and an update to the visitor dugout. Construction will begin at the end of the 2020 season and be ready for the 2021 season.

Macdonald explained one of the biggest aspects will be parking due to the loss of spaces previously utilized by the team. He furthered the team is looking for approximately 500 slots to be available for a game. Schock added the City already has plans to partner with Bridge Community in regards to parking possibilities and to continue the trend of having on-street parking in the North Riverfront development area. Macdonald stated the goal is to reduce some of the parking stress off the neighborhood.

Neal stated the proposal passed 4-1 at Park & Rec last night. He further expressed the park is a gem and the City should support its continued growth. Peckham asked about the plan for historic review. Macdonald answered that it will go to Historic Preservation within the next week or so. Peckham also asked for an explanation of a warrant study as referenced in the term sheet. Schock explained it is a civil engineering study to see what signaling is warranted in that area. City’s commitment is to do the study.

Peckham asked if there was a handle on what the parking is going to cost. Schock said specifics are not quite ready and won’t be until the other future developments are finalized. The parking allocation will also be affected by the property coming to us which could result in close to 150 spaces. Rasmussen suggested purchasing the Wilson-Hurd property explaining due to potential contamination issues, the best use for the property might be a parking lot. She also mentioned the partnership with Macdonald has been great. Gisselman noted 500 parking spaces is a lot and felt the Committee should see exactly where they are. Schock remarked the City is not going to build 500 new spaces but ensure that 500 spaces are always available. Rasmussen suggested marking/striping spaces on the street for better parking clarity.

Motion by Rasmussen, second by Martens to move the plan forward.
Gisselman asked if this vote included moving construction forward which was affirmed.

Motion passed 4-1 with Gisselman as the dissenting vote.

#4 Discussion and Possible Action on the Proposal Received for the Transfer of Approximately 1 Acre of Property and Associated Infrastructure Upgrades at 101 Devoe Street to Karma Brewing Company

Tyler Vanden Heuvel presented his project for a gastro pub and brewery on one acre of land in the North Riverfront Development area. Vanden Heuvel emphasized he wants to be part of the conversation as a very serious RFP proposal. Schock mentioned Devoe and Winton will need to be updated to include on-street parking. Neal suggested part of our mission is to attract and work with young entrepreneurs such as this and we need to encourage this to every degree. Schock commented the proposal fits well with the City’s vision to every degree. The request is for the property and future layout of the infrastructure which will be colored by the other proposals received. Rasmussen asked if the public ask was for the property conveyance and infrastructure only which was affirmed. Rasmussen emphasized this project is down the path the City wants to see and would be a great start to revitalizing that area. Vanden Heuvel suggested the workforce would involve around 20 employees and stated he is also working with MCDEVCO. A timeline was included in the packet. Rasmussen noted there is an excitement for the project.

No action taken.

#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:

Closed Session was not required and no action was taken.

#6 Reconvene into Open Session, if necessary

Closed Session was not required and no action was taken

#7 Discussion and Possible Action on the December Meeting Date

Schock mentioned he is not available for the next meeting scheduled for December 3, 2019. The Committee could hold the meeting anyway, wait for January or plan to have a joint meeting with the Plan Commission on December 17, 2019. Schock expects to have a proposal from Merge, the RFP responses and the planning option for Riverlife Phase 2.

By consensus, the Committee agreed to cancel the December 3rd meeting and to schedule a meeting on December 17, 2019 at 5:00 p.m., plus a joint meeting with Plan Commission on that same day.

Special Instructions or Directives to Staff:

None

Motion by Peckham, second by Martens to adjourn the meeting. Motion passed 5-0.

Adjournment Time: 6:14 p.m.
October 4, 2019

City of Wausau
Attn: Christian Schock
407 Grant Street
Wausau, WI 54403

To Whom It May Concern:

On behalf of Diversified located at 8325 Highland Drive in the Wausau West Business and Industrial Park, we are proposing a purchase of land to provide necessary room for expansion to our existing property. The property of interest is located directly south of our current property consisting of 1.93 acres adjacent to the intersection of 84th Ave and Enterprise Drive.

The property of interest would provide for a larger expansion to our current warehouse/office and a proposed maintenance building for our fleet of 50 vehicles. The approximate value of this building is $350,000. We would be interested in beginning construction in the Spring/Summer of 2020. Diversified Installation Service, Inc, Overhead Door Company of Wausau, Sport Court Wisconsin, Diversified Properties, LLC, TJJS Properties, LLC, and J2E, Inc (All whom operate out of the current office/warehouse space) have added 20+ jobs in the past 2-3 years and projecting to add 40+ in the next 2-3 years.

Purchasing the property this year would allow timely preparation for land clearing, civil engineering, wetland delineation, state approvals, etc.

In 2007 when we purchased our current property, Diversified Properties, LLC paid $1 an acre for business development. We are proposing the same purchase price per acre for these additional 1.93 acres.

Sincerely,

[Signature]

Jordan Strasser
Chief Operating Officer
Diversified Companies
To: Economic Development Committee, 12/17/19

RE: North Riverfront Redevelopment Area Proposals

The City has received a total of 3 proposals for projects in the North Riverfront Redevelopment Area which includes former Wausau Chemical and Great Lakes Cheese parcels. We are aware of continued interest in the area and expect additional interest and continued development in the area as well.

- 2 proposals are for commercial restaurant uses- including a proposed brewery/restaurant and a restaurant in a rehabilitation of the former offices area of Great Lakes Cheese.

- 1 proposal is for new housing across the former Great Lakes Cheese parcel which would include 30 units of condo/townhomes especially marketable to empty nesters.

The proposals are consistent with the mixed use recommendation- especially housing and entertainment focused commercial- of the North Riverfront Vision Plan 2018.

Staff recommends working collaboratively with the 3 proposers to develop a final site plan which incorporates the potential 2 commercial uses and the proposed housing into a cohesive plan and better detail proposed utility and roadway plans.

We also recommend working with the proposers to incorporate a complimentary and cohesive urban design aesthetic that more unifies the area- more appropriate for the urban nature of the neighborhood.

We expect a recommendation on a unified plan which incorporates these proposals could be presented in very early 2020.
September 3, 2019

Dear Interested Parties,

The City of Wausau is pleased to release a Request for Proposal (RFP) for the North Riverfront Redevelopment Area which encompasses:

- The former Great Lakes Cheese parcel at 101 Devoe Street (7.85 acres)
- And the soon to be vacated Wausau Chemical facility at 2001 N. River Drive (3.32 acre main site and associated smaller parcels)

Proposals may be made for the entire area or a subset of the total. Proposals must include: a draft site plan (vision plan) for the property; proposed purchase price offered; proposed use or uses of the area; estimated proposed construction value; and, any request for city participation.

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<tr>
<td>1. RFP Released</td>
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<td>2. Proposals Due</td>
<td>December 2, 2019</td>
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Email or send proposals by **4:30 p.m. on Monday December 2, 2019** to the attention of:

Planning, Community & Economic Development  
407 Grant Street  
Wausau, WI 54403-4783  
Phone: 715-261-6683  
christian.schock@ci.wausau.wi.us

Sincerely,

Robert B. Mielke  
Mayor
Background

The City of Wausau acquired these sites as part of relocation and expansion of Wausau Chemical and Great Lakes Cheese in the Wausau Business Campus. The sites are a part of the City’s North Riverfront Vision Plan drafted in 2018 in collaboration with the UW-Madison School of Planning and Landscape Architecture.


Proposal Format and Required Information

The City is requesting proposals from interested parties for part or all of the redevelopment area of City owned property. Interested parties must submit a letter or email which should include the following information:

1. Interested Proposer/Name and Address, Telephone and Email- if City participation or funding is requested, the proposer will be asked to complete an Application for City Assistance
2. A draft site plan for the property to be utilized- a plan does not need to be engineered but should be generally to scale
3. Proposed purchase price offered
4. Proposed use of the area, including plans and elevations of the proposed project- or relevant examples
5. Estimated construction value (if construction is proposed)
6. Any request for city participation
The City’s development and incentive strategy particularly encourages the diversification of housing typology and rents; deployment of alternative energy technology, achievement of high energy efficiency standards, and/or the utilization of Property Assessed Clean Energy (PACE) tools; the priority hiring of local contractors and subcontractors; and workforce agreements with the local Building Trades Council. [http://www.wausaudevelopment.com/TIFDevelopment.aspx](http://www.wausaudevelopment.com/TIFDevelopment.aspx)

Part of the Wausau Chemical property is a documented brownfield site, which may require additional remediation depending on the use and site plan proposed for the project. More information on the sites is available, please contact the City’s Planning, Community and Economic Development department. The City welcomes collaborative dialogue with developers and builders to answer questions and provide guidance.

**Evaluation Criteria**

The Economic Development Committee and an internal staff evaluation shall consider proposals based upon the quality of response, proposed use, appropriateness for the neighborhood, and projected investment. To be selected, a proposer must be able to comply with general City land purchase requirements and any other applicable laws and requirements.

The City reserves the right to:
- Reject any or all offers and discontinue this RFP process without obligation or liability;
- Accept or sell land on offers received, without discussions or requests for best and final offers;
- Accept more than one right to develop;
- Negotiate the nature and scope of any proposed project before final Committee and Council approval;
- Accept no proposal and re-RFP or bid properties again in the future.
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Executive Summary

When you walk in the door of Founders Riverfront you will feel welcome and relaxed. The warm wood tones friendly smiles and help from the staff will let you know you picked the right place to dine. The bar will be a place you can meet colleagues or the family for a dinner out. You will be able to see pictures of Wausau history on the bar top while enjoying a pint of one of our many Wisconsin beers that we plan to feature. On a nice July afternoon, you can watch the Wisconsin River as it passes from our outside deck. When guided to your table in the dining room, you will find a menu to please many tastes. Whether you enjoy building your own burger, a new twist on Friday night baked fish that is smoked, or a mouthwatering prime rib on Saturday, you will find a new dish to enjoy.

The vision for Founders is to continue with the city's plans to revitalize the riverfront. Our design plan, if approved, is to utilize materials from the train barn such as reclaimed flooring, shiplap siding, and any other materials that can be reused and given a second life. This will offer a unique, family friendly dining experience while sharing the historical features to further educate and preserve Wausau's amazing heritage. Our simple but specific menu offers locally sourced food and beverages, such as farm to table ingredients when available, to create a partnership with local businesses and bring awareness that these foods are available to the public. The bar, restaurant and outdoor seating will bring in all elements of the beautiful waterfront to both indoor and outdoor patrons. Our clientele will be able to navigate to Founders Riverfront from many different modes of travel. This unique location offers access from the riverfront trail, Woodchucks Stadium, the Wisconsin River, and River Street.

Staff and great talent are going to be a key element in this endeavor. A wonderful establishment like Founders cannot only be run on good faith. We need a staff that believes in our vision and values. We plan to pay staff a good wage providing them opportunities to be successful among community peers. We are also proponents of formalized training and education. This will be integral to the all-around dining experience and key to their success as individuals.

Our vision doesn't stop with the establishment we plan to build. We have goals to continue to bring the community together outside of Founders by continuing to partner with local business, education, and non-profits. The plan is to help raise funds to give everyone that second chance while building awareness within the community. We believe in the “Pay it Forward” model where we can be role models and key contributors in our community continuing to make a difference.

Location & Funding Request

We would like to propose the following funding backed by the city of Wausau. We plan to renovate a portion the former Great Lakes Cheese facility to elevate the cost to the city in demolition. Our plan includes to reclaim and install materials from the train building to keep the history of Wausau around for clientele to appreciate. We estimate the project to cost approximately $600,000.
# Company Description

<table>
<thead>
<tr>
<th><strong>Business Name</strong></th>
<th>Founders Riverfront</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Company Mission Statement</strong></td>
<td>Promoting Wausau’s History in a unique, foody kind of way.</td>
</tr>
<tr>
<td><strong>Company Philosophy/Values</strong></td>
<td>Treat everyone as you wish to be treated with kindness, respect, and a smile.</td>
</tr>
<tr>
<td><strong>Company Vision</strong></td>
<td>To support the community in all places where it might be needed. Whether it is food, money, or time. Everyone deserves a chance to succeed.</td>
</tr>
</tbody>
</table>
2. To expand hours and employees to encompass lunch hours by August 2020.  
3. Adding water traffic by working with the city to have community docks installed for boat traffic by May 2021. |
| **Target Market** | Anyone wanting to enjoy a wonderful experience to include the beauty of Wausau on the Water and what our community can offer. |
| **Industry/Competitors** | 1. WOW  
2. Thrive Foodery  
3. BB Jacks & Bunkers |
| **Jobs Added to Community** | We estimate that after year one, Founder’s will add 20-25 new jobs to Wausau. |
1. Proposed Site to keep for Restaurant
2. Proposed Patron Parking
3. Proposed Train Depot
   Salvage/Repurpose Building
Outside Door
Bar Walk-in Cooler
2 ft per keg
Back Bar
coolers for can stuff
Bar/Glass Cooler
3 part Prep
Taps
Kitchen
Sink
Bathrooms
3 part Sink
Dishwasher
Office
Walk-in Cooler
Meeting Room
1 block = 1 ft

Doors
Waitstations
Proposed Openings
Free Space
Drink Wells
Bar Dishwasher
Bar/Glass Cooler
Proposal for Land Acquisition and Area ReDevelopment:
101 Devoe Street | Wausau, WI

(Asking for approximately 1 acre (246’ x 177’) from the northernmost plot in the Great Lakes Cheese RFP offered by the City of Wausau)

Presented to:
The City of Wausau, Economic Development Committee
CITY INFRSTRUCTURE IMPROVEMENT #1
• Continuation of Winton St.
• Update and Modernize

CITY INFRSTRUCTURE IMPROVEMENT #2
• Creation of Karma Drive
• Intersect with Winton St. + Devoe St.
• Parallel Parking Spaces
• Utilities + Sewer Connections

CITY INFRSTRUCTURE IMPROVEMENT #3
• Update and Modernize Devoe St.
• Intersect with Karma Dr.
• Utilities + Sewer Connections

KARMA BREWING COMPANY + GASTROPUB
• New Construction - 7 BBL Brewery + Gastropub
• 4,500 - 5,000 sq.ft. Building on approx. 1 acre
• Parking Lot + Green Event Space
• North River Edge Bier Garden
**BUSINESS MODEL**

Karma Brewing Company is a Brewery + Gastropub model that will operate as a community-focused social enterprise. We share the belief and focus towards an optimistic vision of capitalism where best business practices drive profits to make positive, real, and a sustainable impact on our community, environment, and set example for the craft beer industry and purpose-driven businesses around the world.

The Karma concept is to combine artisinal ales and lagers with sustainable farm-to-table food. The proposed building design will be a cornerstone of new business along Wausau’s North Riverfront District. It will be a prideful place for Wausau citizens to gather and experience the beauty of our Wisconsin River. We will respect every process, ingredient, and person that travels through the space to provide an unprecedented experience, quality, and transparency in business operations. Through better business practices and community focus, Karma Brewing Company will be a part of the many, in Wausau, that are working diligently to create a historic start to a new and developing future.

**COMMUNITY**

Karma’s community focus maintains a target of creating real impact. Real impact is defined by us as a measurable and substantial impact that is scalable through the successes of the business. Real impact through a social enterprise is a true commitment to positive impact and is not simply a cause marketing scheme. Leveraging profit margins achieved through vertically integrated beer manufacturing and in-house sales, the Karma model is set up for success. We will partner with local organizations and become a valuable community asset by utilizing a portion of the sale of every beer poured in Karma and our special events to strengthen the community that supports the brewery in return.

**ENVIRONMENT**

Environmental impact is a major concern to growing modern communities. Karma will monitor our practices through environmental stewardship and use our brewery’s physical location as our greatest asset by driving sales and profit margins through the brick and mortar. With this attention to our environmental impact, the Karma model will grow into the future by setting objectives to sell over 90% of our beer within our walls and limit the carbon footprint and negative impact that accompanies the popular distribution model. We believe this will help to minimize the concerns of a brewery operation and provide a value to the City of Wausau’s Riverfront Development to make Wausau a vibrant and attractive city.

**SOCIAL ENTERPRISE**

A social enterprise is a for-profit business strategy with a scalable and traceable impact on the environment and community. Social enterprises are also well-known as purpose-driven businesses where there is a direct understanding that a part of the business’s resources and profits will be used to support its purpose-driven mission. Different than corporate social responsibility (CSR), social enterprises create conditions where impact is scalable and the size of the impact it creates will infinitely increase as the business continues to grow (or decreases in instances of change or failure). Purpose-driven social enterprises have been shown to improve employee retention and shareholder ratios. It’s good business.
The Great Lakes Cheese Corporation has relocated its operations to a new state-of-the-art facility on Innovation Way, in Wausau, and the City of Wausau has acquired the previous location at 101 Devoe Street in search of development partners to build up their investment in the River District. The approximate one acre plot highlighted in the Karma Brewing Company RFP was previously used as a gravel parking lot and thoroughfare for the offices of Great Lakes Cheese Corporation. There are no records that this plot of land ever had any sort of long-standing structure present on it and is an approachable and reasonable piece of the RFP to start development and restructure the road infrastructure. A project feasibility assessment has not been completed on the proposed land to the knowledge of Karma Brewing and exact area will need to be surveyed upon agreement.

The existing Great Lakes Cheese structure adjoins the proposed Karma lot with an additional 6.81 acres in the RFP directly to the south. Crews have already begun stripping and salvaging the interior of the structure for its ultimate demolishion in preparation for future development resulting from successful RFP negotiations.

The land directly to the north of the one acre Karma RFP is privately held by the County Materials Corporation, out of Marathon City, WI. It is a right-of-way for the River Edge Walkway but remains mostly vacant. County Materials Corporation operates out of their Marathon City location and currently has no structures present and no development plans in place for the adjoining land to the Great Lakes Cheese RFP.

Access to the Karma location can be achieved by following Winton Street along the River Edge Walkway or along the train tracks from Devoe Street. The “roads” and access are fairly rudimentary and improvements will need to be made for better access to the entirety of future Great Lakes Cheese RFP.
Karma Brewing Company is the first of its name and will join the growing pool of social enterprise brewpubs in the nation that utilize smaller batch sizes to create a large variety of beers and maximize profit margins. Karma, at full seasonal capacity, will create upwards of 30-35 quality jobs while attracting tourists and out-of-towners across the river to the Downtown corridor and River Districts. It will be a valued member in the immediate neighborhood that has benefitted from the growth and investment in the Wisconsin Woodchucks as well as the success of Thrive Eatery and completed developments of East Riverfront District.

Karma Brewing will need the generosity of the city as a valued partner in the long-term vision for the North River District. Willing to be part of the first development phase of the North River District, Karma will need to acquire the proposed acre of land along with the necessary infrastructure improvements and utility dispersment required to access and build the necessary structures and provide access for supply chain requirements. The financing strategy and theoretical success of the Karma project is heavily contingent on a strong commitment from the city and enthusiasm in the opportunity to do something special for the City of Wausau, its citizens, and a vibrant and attractive River District.

Karma will not only be a most transparent social enterprise but will give Northcentral Wisconsin a craft beer and food experience that it deserves in the 21st century. Situated along Wausau’s beautiful Wisconsin River, citizens and guests will have a beautiful place to gather and enjoy world-class beer and food for all kinds of occasions while taking in one of Wisconsin’s most unifying natural features. No matter what happens with the remaining land in the Great Lakes RFP, Karma will provide the vibrancy and excitement that will make the North River District a sought after area along the river.

Employees of Karma Brewing will coordinate monthly volunteering events. 1-2 hour monthly volunteer events will provide invaluable critical assistance to local programs and organizations that have devoted their efforts to making a difference in the community. Furthermore, these types of volunteer programs have been found to increase job satisfaction for employees, particularly millennials, and provide business stewardship for other local businesses to incorporate socially responsible acts into their purpose and mission.

Karma’s commitment to purpose-driven social enterprise consists of utilizing a portion of every pint sold at the brewery to work towards community-focused projects. With a measurable impact directly correlated to the profit-driven successes of Karma, the following projects in-line with Karma’s values will be assessed for communal success, viability, and overall impact.

> Community Partnerships
> Youth Athletics
  >> Little League Baseball - Boileau Field improvements
  >> Wisconsin Woodchucks Partnership
> Queen and King of Rib Mountain - Hill climb run
  >> Wisconsin State Park Partnership
> Environmental Issues
  >> Invasive Species
  >> River Clean-Up
> Feed the Hungry Campaigns
> Blood Drives + Health Clinics
  >> Community Clinic Partnership
**PROJECT TIMELINE**

**PHASE I: CITY PARTNERSHIP & LAND ACQUISITION**

As described above.

**PHASE II: CONFIRM FINANCIAL INJECTIONS + SECURE BANK FINANCING**

(Within 3 months of a successful arrangement in PHASE I)

Contingent on a successful agreement and partnership with the City of Wausau for the land acquisition, Karma will have the ability to complete financial projections, finalize architectural plans, and gather construction bids to confirm the necessary $225K in capital injections needed to secure the $1.5 million for the calculated project cost.

**PHASE III: ORDER BREWHOUSE + BEGIN INFRASTRUCTURE IMPROVEMENTS + BEGIN CONSTRUCTION**

(Begin construction as soon as weather permits - Months 5-6)

Arrange the manufacturing and downpayment of Karma’s 7BBL brewhouse, fermentation vessels, bright tanks, and necessary brewing tools and equipment. Procuring location and timeframe of the brewhouse purchase will also allow Karma to begin the application process with the Federal TTB to be able to manufacture beer for consumption (a process that takes anywhere from 4-8 months). At this time, Karma will also agree on construction contracts and hand over control to the project manager to coordinate the logistics and schedule for construction once the weather and conditions allow.

**PHASE IV: 2 MONTH BREW SCHEDULE + CONFIRM CHEF + STAFF UP + GRAND OPENING**

(Months 8-12; GOAL open within 12 months)

During the final general phase of the project, the 2 month brewing schedule will commence while finishing construction in the dining, taproom, and karma lounger. The chef will be hired along with the culinary consultant to finish building out the kitchen and finalizing the opening menu. Within the final month, front of the house staff will be hired, trained, and SOPs in place for the Grand Opening event.
**PROJECT MANAGEMENT**

The entire project will be managed by a professional local design/build firm after the brewery has received statutorily required bids for design/architectural/project management. Bids will be requested from area builders who have completed large scale projects in our area and have further completed them within the promisory timeframe critical to opening success. Ideally, the firm receiving the project will have experience or appropriate knowledge of building restaurants and/or breweries.

**FINANCIAL INVESTMENT PLAN & VIABILITY**

Full project budget has been through its first stages of business due diligence. Final project costs will be confirmed contingent on the Great Lakes Cheese RFP decision and the resulting architectural plans and construction bids.

The total project cost has been calculated at $1.5 million. Current financing strategy is aiming at an SBA 504 loan from a local banking establishment. Through the SBA 504 financing, a capital injection of $225K (15% of project cost) will need to be confirmed from our founding team.

---

**INITIAL BUDGET OVERVIEW (subject to change upon detailed project planning)**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; $1.1 million</td>
<td>Major Construction (estimated around $200/sq.ft.)</td>
</tr>
<tr>
<td>&gt; $300K</td>
<td>Brewhouse and Brewery Needs</td>
</tr>
<tr>
<td>&gt; $100K</td>
<td>Contingency and Operational Funds to Opening</td>
</tr>
<tr>
<td>&gt; $1.5 million</td>
<td>Total Project Cost</td>
</tr>
</tbody>
</table>
Ideas and Design Concept property rights of Tyler Vanden Heuvel and Karma Brewing Company

in direct relation to the North River District RFP (Great Lakes Cheese) and the City of Wausau

Prepared by Tyler Vanden Heuvel | N. River Edge Walkway | Great Lakes Cheese Corp. RFP | karmabrewingcompany@gmail.com
Ideas and Design Concept property rights of Tyler Vanden Heuvel and Karma Brewing Company in direct relation to the North River District RFP (Great Lakes Cheese) and the City of Wausau

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Prospectus Site Plan - View from the Fire & Karma Lounge Deck

Ideas and Design Concept property rights of Tyler Vanden Heuvel and Karma Brewing Company

in direct relation to the North River District RFP (Great Lakes Cheese) and the City of Wausau

Prepared by Tyler Vanden Heuvel | N. River Edge Walkway | Great Lakes Cheese Corp. RFP | karmabrewingcompany@gmail.com
PROSPECTUS SITE PLAN - FRONT ELEVATION & DINING

Ideas and Design Concept property rights of Tyler Vanden Heuvel and Karma Brewing Company

in direct relation to the North River District RFP (Great Lakes Cheese) and the City of Wausau

Prepared by Tyler Vanden Heuvel  |  N. River Edge Walkway  |  Great Lakes Cheese Corp. RFP  |  karmabrewingcompany@gmail.com
POSSIBLE BREWERY SITE

POSSIBLE SHORT TERM HOUSING

POSSIBLE RETAIL SITE

PROPOSED HOUSING PROJECT

PROPOSED RETAIL SITE

PROPOSED MASTER PLAN LAYOUT
PROPOSED HOUSING PROJECT

SITE PLAN - 30 UNITS
February 2, 2017

Dear Interested Parties,

The City of Wausau is pleased to release this Request for Proposals (RFP) for redevelopment of the former “Westside Battery” (0.22 acre) and “L&S Printing” (0.57 acre) parcels at 415 and 401 South First Avenue on the City’s West Riverfront.

The City of Wausau is proud of a long track record of successful public-private partnerships for development which has resulted in over $100 million invested in Downtown in the past decade and another $100 million currently under construction.

Proposals must include 1. proposed property purchase price; 2. estimated construction value; 3. estimated taxable value; 4. architectural renderings of the proposed construction; 5. any request for city participation.

Successful proposals should:
- Complement Downtown Wausau’s mix of retail and commercial office.
- Propose a use that complements urban density and maximizes property tax value of the land to the City.
- Reutilizes the historic building or proposes an architecturally unique building which meets the City’s Urban Design Guidelines.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. RFP Released</td>
<td>February 2, 2017</td>
</tr>
<tr>
<td>2. Proposals Due</td>
<td>March 3, 2017</td>
</tr>
<tr>
<td>3. Initial Review of Proposals</td>
<td>March 7, 2017</td>
</tr>
</tbody>
</table>

Questions and/or additional information on this RFP and private tours of the existing building are available upon request. Please contact:

Christian Schock – Planning, Community & Economic Development, christian.schock@ci.wausau.wi.us

Sincerely,

Robert B. Mielke
Mayor

407 Grant Street – Wausau, WI 54403
History & Background

The City of Wausau is pleased to accept proposals for the redevelopment of the former Westside Battery and L&S Printing sites on the West Riverfront. The existing former Westside Battery building is approximately 3,080 square feet.

The City seeks creative proposals which can utilize either one or both of the sites and which could involve the reuse of the existing building or the construction of new buildings.
Proposal Format and Information

1. **Approach:** The proposal should reflect each of the sections listed below: For project team responsibilities, list the approximate percentage of the project for each team member, description of the project approach, including detailed procedures and technical expertise by phase.

2. **Project Deliverables:** Include descriptions of the types of reports used to summarize and provide detailed information on predicted vulnerabilities, and the necessary countermeasures to correct as well as the recommended corrective actions as they might apply to the project.

3. **Project Management:** Include biographies and relevant experience of key staff and management personnel. Describe the qualifications and relevant experience of the types of staff that would be assigned to this project. Describe the company's bonding process and coverage levels of employees.

4. **Level of Investment and Financial Viability:** Developers shall include a project construction budget. Developer shall provide the status of their organization (whether a corporation, a non-profit or charitable institution, a partnership, a limited liability corporation, a business association, joint venture, or other) indicating under which laws it is organized and operating, including a brief financial history. The developer shall provide a statement regarding any debarments, suspensions, bankruptcies and/or loan defaults.

5. **Organizational Overview:** Provide the following information about your company:
   - Key contact name, title, address (if different from above address), direct telephone and fax numbers.
   - Person authorized to contractually bind the organization for any proposal against this RFP. Brief history, including year established and number of years your development team has taken on similar projects.

6. **Scope:** Propose a project implementation timeline and performance standards for the construction work to be completed.

**Costs of Proposal**

Any costs incurred in the development of the Response to this Request for Proposals are borne by the Developer. The City of Wausau is not responsible for any costs incurred by the Developer in formulating a response, or any other costs incurred such as mailing expenses.
Evaluation Criteria

Weighting of criteria is used by the City as a tool in selecting the best proposal. The City may change criteria and criteria weights at any time. Evaluation scores or ranks do not create any right in or expectation of a contract award. Proposals will be evaluated on the accuracy and responsiveness of the developer. Background checks and references will also be considered.

Evaluation of Proposals will be based upon the quality of response, the proposed developers background and proposed investment.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Developer (out of a total of 100):

- Proposal offers a reasonable purchase price to the City. **(30 Points)**
- Proposal includes a use or variety of uses which complements the Westies and West Riverfront Areas. **(25 Points)**
- Proposal maximizes taxable value to the City. **(25 Points)**
- Availability of high-quality design personnel and contractors to complete the project. **(10 Points)**
- Proposal incorporates green building, alternative energy technology or energy efficiency. **(10 Points)**

The response that is deemed to be the most advantageous for the City and region shall be termed the best project. Consideration will be given to cost, level of investment, functionality, and other factors. A selection committee at the City of Wausau may be composed of members from the community, Common Council, Community Development, Finance, Planning and Public Works Departments.

To be selected, a developer must be able to comply with the general requirements outlined in this document and with any other applicable laws and requirements.

Proposals shall meet the following criteria:

1. Proposals shall be prepared on standard 8 1/2” X 11” letter-size paper;
2. Ten (10) copies of each proposal;
3. Email digital copy of proposal to christian.schock@ci.wausau.wi.us

The City of Wausau reserves the right to:
- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential developer,
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
- Award more than one right to develop.
- Negotiate the nature and scope of the project before final Committee and Council approval of a term sheet.

Developer’s proposal in response to this RFP will be incorporated into the final Development Agreement between the City of Wausau and the Developer and the selected vendor(s) of the Developer.

Send proposals by 4:30 p.m. on Friday March 3, 2017 to the attention of:

Christian Schock, Planning, Community & Economic Development
407 Grant Street
Wausau, WI  54403-4783
Phone: 715-261-6683
christian.schock@ci.wausau.wi.us
THE DAM PLACE

Westside Battery Project

Submitted by Jaime Kroening & Lee Martino
Co-Owners of the 6th Street Filling Station
1314 N 6th Street
Wausau, WI 54403
715.848.3000
martinoscafe@outlook.com

Overview

Project Deliverables & Organizational Overview

The 6th Street Filling Station has been an established restaurant for nearly 15 years, with a variety of different owners and management. March 2017, Lee Martino and Jaime Kroening, a brother & sister team, took over the operation. Over the course of nearly three years, we have continued to grow the operation through community events, internal events and promotions, as well as catering services. We are aiming to continue to grow our business, in a potentially alternative, larger location.

Project Management

Jaime Kroening holds a degree in Hotel, Restaurant & Tourism Management from UW Stout. She has over 17 years of hands-on experience, from management, meeting and event planning to menu development and cooking. Lee Martino has worked in the restaurant industry consecutively over the last 16 years. He has several years of experience in managing dietary programs at nursing facilities, to high-end bistro service, to specialized resort meals. He has developed an ability to manage a successful kitchen with little to no waste, through cross utilization of products and lean production. Together, we have successfully operated the 6th Street Filling Station, with an additional four full time, and four part time employees.
Level of Investment and Financial Viability

We have been working closely with The Samuels Group located in Wausau, WI. Samuels Group was established in 2005, and has a variety of experience in commercial, government, education and healthcare developments. Their genuine dedication to a project is evident through the site-visit, plan design, estimating and consulting process. We are confident that with the support of their team, we can proceed with the best knowledge available into such a project.

Please reference the attached estimate based on initial meetings and inspections of the Westside Battery property. A large portion of the estimate covers basic costs to make the building operational; HVAC, Plumbing, Electrical & Sitework. The location at Westside Battery provides a good, larger location, but requires a lot of investment to make operational.

Scope

Upon acceptance of proposal, steps will be further taken to guarantee appropriate funding. Once appropriate funding is established, The Samuels Group estimates this as a 4 month project.

The Dam Place

The location of the Westside Battery is conveniently located near downtown, various employers such as Eastbay & CoVantage Credit Union, as well as a developing residential area. It also overlooks the WI Public Service Dam, to the East. We would embellish the concept of the Dam, and include it in our signage, décor and menu development. Wisconsin has a rich history in logging and milling, and we would merge both elements of water and wood, in the existing brick establishment.

We would continue to serve an elevated breakfast and lunch as we do now, as well as catering services for the community. A “grab and go” concept would also be included to provide a quick and fresh meal for our guests. We also would consider growing our Sunday Brunch concept into a Seafood Buffet on Fridays and Prime Rib Buffet on Saturdays. A beer and wine license may be obtained to elevate such meals, in a tasteful, embellishing manner. Evening hours would conclude at a reasonable time, in respect for the residential neighborhood nearby. We would plan to employ a total of 10 full time and 15 part time employees.
Contingencies

The attached estimate reflects an investment of $1,318,544.00. We would request to acquire the property at no cost, with the understanding that the proposed value at conclusion of construction would be near $1.5 million.

We would look for support from McDevco, as well as an equipment purchase loan. We are also requesting that we are eligible for Tax Increment Funding, of at least 10%.

We have begun initial conversations with a variety of local lenders. Genuine interest in working with us on this project as been expressed by Peoples State Bank and Incredible Bank, among others.

MATERIALS ATTACHED

- Proposed Draft Floorplan of The Dam Place (The Samuels Group)
- Proposed Site Plan of the Dam Place (The Samuels Group)
- Initial Investment Quote for Project (The Samuels Group)
- Tentative Renderings of The Dam Place (The Samuels Group)
THE DAM PLACE
415 S FIRST AVE
WAUSAU, WI 54401

34 TOTAL STALLS

WISCONSIN RIVER
FIRST AVENUE
STEWART AVENUE

NORTH
COST ESTIMATE

Project: Proposed Restaurant
Address: 415 S 1st Avenue
        Wausau, WI 54401
Date: 11/26/2019

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<th>Division of Work</th>
<th>Cost</th>
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<tr>
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</table>

Total = $1,318,544
DISCLAIMER: The information and depictions herein are for informational purposes and Marathon County-City of Wausau specifically disclaims accuracy in this reproduction and specifically admonishes and advises that if specific and precise accuracy is required, the same should be determined by procurement of certified maps, surveys, plats, Flood Insurance Studies, or other official means. Marathon County-City of Wausau will not be responsible for any damages which result from third party use of the information and depictions herein or for use which ignores this warning. THIS MAP IS NOT TO BE USED FOR NAVIGATION.

Legend:
- Stream - River
- Pond - Lake
- Wausau Wetland
- Swamp
- Parcels
- Building
- Railroad
- Bridge
- Overpass
- Paved Road
- Divided Highway
- Right Of Way

User Defined Lambert Conformal Conic

Map Created: 5/17/2018

151.73 0 151.73 Feet

Notes
Riverlife CONDO Project (Riverlife Residential Phase 2/South Zone)

Riverlife Wausau LLC
Viegut Ohde Riveron

Land Purchase price: $1
TIF request: $485,000 (DNR cap management and cleanup, geo piers and groundwater/flood mitigation)
Collaboration with City for the establishment of a small theater/performance stage area.

Valuation minimum: construction value will be a minimum of $5,000,000
Units approximately 20 – 24
Price range of condos $185,000 to $395,000
Attainable living on the riverfront
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NOTES:
1. DUPLICATION OF THIS MAP IS PROHIBITED WITHOUT THE WRITTEN CONSENT OF THE CITY OF WAUSAU ENGINEERING DEPT.
2. THIS MAP WAS COMPILED AND DEVELOPED BY THE CITY OF WAUSAU AND MARATHON COUNTY GIS. THE CITY AND COUNTY ASSUME NO RESPONSIBILITY FOR THE ACCURACY OF THE INFORMATION CONTAINED HEREIN.
3. MAP FEATURES DEVELOPED FROM APRIL 2010 AERIAL PHOTOGRAPHY.
Remnant Parcels

City of Wausau
Marathon County, Wisconsin

Legend

- Yellow: Parcels
- Purple: City Owned Parcels

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