

THOMAS STREET CORRIDOR MASTER PLAN



APRIL 2014

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1. Introduction

THOMAS STREET'S PLACE IN THE CITY

In the City of Wausau, the Wisconsin River can only be traversed by vehicle at three locations: Bridge Street, Stewart Avenue, and Thomas Street. These crossings afford the City some spectacular views - of Rib Mountain, of historic neighborhoods, and of a significant waterway - all of which the Thomas Street corridor offers.

The Thomas Street neighborhood is part of a larger subregion of the city - the Southwest District - which many anticipate will see a continued resurgence in the years ahead. This Master Plan takes into consideration the externalities associated with enhancing the Thomas Street area, as any enhancement will have ripple effects into the Southwest District.

The Thomas Street area is supported by inklings of management at the neighborhood level. The S.W. Jones Neighborhood Group, for example, represents the neighborhood north of Thomas Street to West Street between 17th Avenue and

9th Avenue. The Southwest District could greatly benefit from broader adoption of these kinds of community-level management structures.

The social fabric around Thomas Street has been jeopardized by its recent history. With conversations over the past decade having centered primarily on property acquisition and roadway expansion, property owners and tenants along Thomas Street have been left unsure of how to invest their time and money. If they need to replace a window on their property, should they choose the new window with top-quality materials, or a product that is less appealing but more cost effective? Could a near neighbor postpone their roof replacement for another year until they know whether their property will be acquired? These investment decisions have negatively impacted the physical integrity of what is otherwise an aesthetically appealing neighborhood. Each of these incremental decisions over the past decade has amounted to perceived, and actual, disinvestment in the corridor and its surrounding neighborhoods.



Thomas Street is too important a corridor in Wausau to let this trend continue. It is the intent of this Master Plan to outline the tangible opportunities for the Thomas Street corridor so that reinvestment can strengthen the neighborhood and contribute positively to the broader Wausau community.

COMPREHENSIVE PLAN RELEVANCE

The 2006 Wausau Comprehensive Plan includes several key references to Thomas Street, some of which contain community sentiments and physical planning recommendations that have shifted significantly since its adoption. Text pertaining to Thomas Street is extracted for this Master Plan in order to connect past planning to current implementation options.

Among the “Big Bold Ideas” in the Introduction and Summary of the Comprehensive Plan are a few comments pertaining to the future of Thomas Street:

“Improve Thomas Street by widening to four lanes from 17th Avenue to Grand Avenue, improving the S-curve near Cleveland Avenue, restricting commercial access, and installing ornamental street lighting.” (p5)

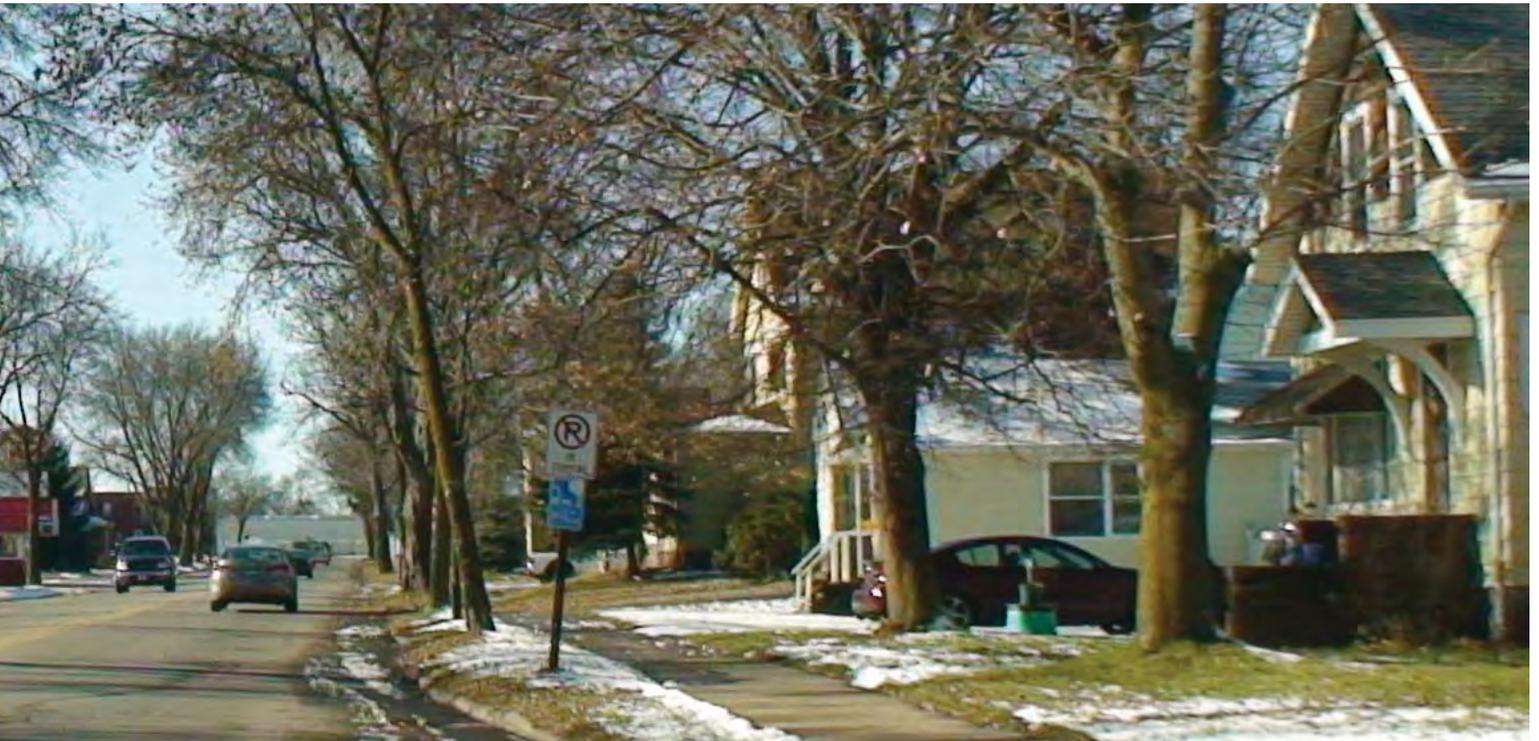
“Maintain trees and neighborhood scale.”

“Extend bus service through the City.”

The Conditions and Issues element of the Comprehensive Plan includes several key references to Thomas Street, in terms of brownfield redevelopment, roadway management, and potential road improvement needs:

“Reuse of the former SNE property north of Thomas Street, which is a very large, highly contaminated, and very visible site, needs to be given an extremely high priority.” (p27)

“CTH N is a principal arterial from west to east via S. 11th Avenue, Thomas Street to Grand



1. Introduction

Avenue to Town Line Road, and eastward out of Wausau. As previously discussed, although the road is signed as a County trunk, it is a City street and the City receives no financial assistance from the County to maintain or improve this facility.” (p63)

“Thomas Street – Major improvements to Thomas Street may be needed as a result of the heavy traffic volumes it carries. Such improvements include the bridge over the Wisconsin River and the railroad viaduct over the Wisconsin Central Limited tracks. The State is responsible for maintenance of these bridges and has scheduled improvements in 2005-2006.

2001 AADT counts indicate Thomas Street traffic volumes range between about 15,000 vehicles per day (vpd) west of 3rd Avenue to about 17,500 vpd east of the Thomas Street Bridge. The 1998 AADT counts were generally higher than in 2001. The 1998 AADT west of the Thomas Street Bridge was 19,000 vpd. These traffic counts seem to indicate that expanding the roadway to four lanes could be justified. With completion of the new McCleary Bridge, traffic within this corridor may increase. However, Thomas Street has limited right-of-way space to accommodate widening.

SEH, Inc., an engineering consulting firm, is conducting a study for WDOT and the City on the Thomas Street corridor. The study includes the area between 17th Avenue and Grand Avenue/Business 51. One solution being considered to accommodate traffic volumes and flow is to create a one-way pair using Thomas Street and Sherman Street. Another potential solution, depending on the available right-of-way, is a three-lane configuration (i.e., two through-lanes, one in each direction, with a continuous center left-turn lane or dedicated left-turning lanes) which can have almost the same capacity as an undivided four-lane road.” (p65)

“The most pressing need for access management in commercial corridors is along Grand Avenue/Business 51 and along Thomas Street where additional street capacity will be extremely difficult and costly to provide given limit existing public right-of-way.” (p71)

“Railroad traffic through the community and trains at railroad spurs present several concerns. First, due to freight car switching, Town Line Road and Thomas Street are often blocked for extended periods of time, causing extensive traffic delays.” (p72)

“There is very little continuity in the street and highway system on the east and west sides of the Wisconsin River, including Thomas Street.” (p72)

The City of Wausau prepared a local arterial street system plan in April of 2000 that was incorporated into the Wausau Metropolitan Planning Organization’s plan for a larger urban area arterial street system. The City’s plan included recommendations for completing various studies and for the reconstruction of specific street segments. Recommended improvements included minor intersection work, pavement replacement projects, street capacity expansions, and the establishment of new streets. Some recommendations were short term, while others included action steps through 2035.

The “local arterial street plan” in the 2006 Comprehensive Plan sought to update the aforementioned document by briefly describing completed project and discussing in greater detail the projects that should be undertaken between 2005 and 2035. This section includes the following commentary on Thomas Street:

“Realigning the Thomas Street Bridge across the Wisconsin River, from McCleary Street to Townline Road instead of Thomas Street, was evaluated and ruled out due to the high

cost of this project, its impact on the physical environment, and the disruption of certain travel patterns, such as travel time from Wausau Central Fire Station to the west side of the Wisconsin River. It was anticipated that this new alignment would help reduce traffic congestion at the intersection of Grand Avenue and Thomas Street and on the segment of Grand Avenue between Thomas Street and Townline Road. The evaluation completed for this realignment determined that it was not a feasible alternative. Instead, the existing river bridge will remain on its current alignment and be widened slightly in 2005/2006 and replaced on-alignment between 2025 and 2030. In addition, to improve operating efficiency at the intersection of Thomas Street and Grand Avenue, the Thomas Street bridge over the Canadian National/Wisconsin Central Ltd. railroad tracks will be replaced in 2005-2006 with a new five-lane bridge.” (p29-30)

“A study of the Thomas Street corridor, from 17th Avenue to Grand Avenue, has been completed and was presented to the Common Council in early 2004. By the end of 2005, no final decision on the report had been made. The study identified five alternatives for improving travel in this corridor including: establishing a one-way pair of streets; reconstructing Thomas Street to an urban two-lane street; reconstruction to an urban three-lane street; reconstruction to an urban four-lane street, and reconstruction, using community sensitive design standards, to a three-lane street. Considerable public review and input was provided throughout this planning process. The two alternatives that are still being evaluated are establishing a one-way pair of streets— Thomas Street carrying east-bound traffic and Sherman Street carrying west-bound traffic—and widening Thomas to a four-lane street with turn lanes. It is anticipated that a decision on which of these two alternatives should be pursued for

design and construction will be made before the end of 2006.” (p30)

“The intersection of Grand Avenue and Thomas Street should be reconstructed to improve traffic flow primarily for northbound vehicles turning westbound onto Thomas Street. The conceptual plan for this improvement suggests that real estate on the west side of the road be acquired and that a dual left turn lane from northbound Grand Avenue to westbound Thomas Street be constructed in the 2012 to 2014 period.” (p34)

“The Thomas Street corridor, from Grand Avenue to 17th Avenue, should be upgraded to improve traffic capacity and reduce congestion. A study completed in 2004 identified five alternatives for meeting these objectives. After a decision is made on the type of street section to construct, design, funding, and real estate acquisition as well as the condition of the street will probably push reconstruction to the 2015 to 2020 period. Similar to the Grand Avenue project (Paragraph 13 above), the City should place a moratorium on the creation of additional commercial zones in this corridor and consider rezoning some existing commercial districts to residential land use. Access control should also be an important element of the plans for improving circulation in the corridor. Regardless of Marathon County’s position on accepting jurisdictional responsibility for the street, the County should be asked to contribute to the project since a high percentage of the traffic using this street is generated outside of the City of Wausau.” (p35-36)

“After the Thomas Street bridge over the Wisconsin River has completed its useful life (2025-2030), a new four-lane structure should be constructed.” (p36)

1. Introduction

The Action Plan, Responsibilities, and Priorities table states:

“To ensure the integrity of the Grand Avenue corridor and the Thomas Street corridor, a complete moratorium on rezoning any Grand Avenue property or Thomas Street property to commercial use should be established. Further, certain areas presently zoned for commercial use should be considered for rezoning to residential use (for apartments or duplexes) to improve traffic flow and safety along these congested arterial street.” (for Land Use, p82)

“Request that Marathon County assume some level of financial responsibility for maintaining and improving many of the City’s local arterial streets, especially those designated as county highways, that provide direct access to the rural hinterland.” (for Transportation, p84)

“Consider developing revitalization plans for select commercial corridors, such as Grand Avenue, First Avenue, Third Avenue, Sixth Street, Thomas Street, and Merrill Avenue.” (for Economic Development, p92)

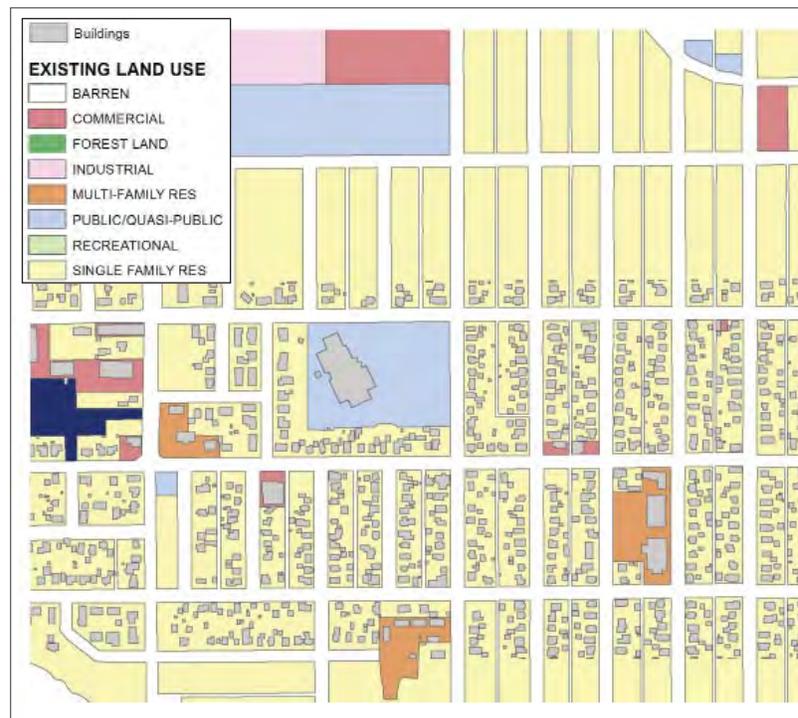
Essentially, the City of Wausau can revisit the references to Thomas Street that are outlined in the Comprehensive Plan. The community around Thomas Street is not the focus of many of these references - rather, the statements focus solely on roadway modifications, and restricting viable commercial development due to traffic concerns. It should be noted that these sentiments do not align with the direction outlined in this Master Plan, as this Master Plan reflects the shift in community trends and sentiments during the past five years.

However, the Summary of Findings highlight neighborhood-based interventions and economic development concerns, the considerations for which relate closely to a secured future for Thomas Street:

“Neighborhood deterioration and stabilization is a major concern and challenge. The older, smaller housing stock, concentrations of rental property, concerns about crime, and high taxes can become factors that “push” more mobile and affluent people out of the City.

The City’s local street system is aging and funding ongoing maintenance and improvements is a continual challenge. Local street maintenance is mostly funded through property taxes; however the capital budget is not always sufficient to complete needed improvements in a timely manner. In addition, the City receives little financial support to improve or maintain the County roads located in the City. As a result, costs for maintenance of these County roads are borne entirely by City taxpayers rather than all Marathon County taxpayers, as is the case with almost all other County highways.

The City provides a range of housing options, although a large portion of the existing housing



stock is at least 40 years old. The City has several housing rehabilitation programs and new homebuyer programs and has improved building code enforcement efforts to address issues related to housing deterioration and encourage housing reinvestment.” (p7)

“Wausau is the only unit of government in Marathon County with a Historic Preservation Plan and Historic Landmarks Commission. The majority of properties in the County listed on the National Register of Historic Places (NRHP) are located in Wausau.

The City’s economy includes a diverse mix of government, health care, insurance, service and manufacturing. The City also enjoys a successful downtown central business district and thriving industrial park. However, there are concerns about the impact of high tax rates and an increasing tax rate disparity on future economic development in the City.” (p8)

To complement these Comprehensive Plan

Locally Designated Properties - Wausau Historic Landmarks Commission:

Old Engine No. 4 Fire House

215 West Thomas Street

A key, identified cultural resource for Thomas Street in the 2006 Comprehensive Plan.

statements with a visual, the future land uses for the Thomas Street corridor are shown in Figure 1.

This review of the 2006 Wausau Comprehensive Plan sets the stage for an expanded discussion on the history and character of Thomas Street as outlined in Chapter 2. Like the sentiments in the Comprehensive Plan, the History and Character section of this Master Plan predominantly outlines the conditions of Thomas Street resulting from occurrences during the past two decades.



Figure 1. Future Land Uses in the Thomas Street Corridor. Source: City of Wausau.

2. History and Character

PROJECT LOCATION

Thomas Street is an arterial street (part of County Trunk Highway N) on the southwest side of Wausau that runs east-west and crosses the Wisconsin River. The river essentially divides the city into east and west halves, and Thomas Street is one of only three bridges that connect the two sides. From 17th Avenue on the west to Grand Avenue on the east, Thomas Street stretches roughly 1.65 miles in length (Figure 2). Because it is one of the few river crossings and because it connects two utilized north-south arterials, the street sees a moderate number of vehicles per day. From the Wisconsin Department of Transportation (WisDOT), the Annual Average Daily Traffic (AADT) in the year 2010 ranged from 10,100 to 15,700. Both of these estimates are west of the Wisconsin River, which is the predominant focus area in this Master Plan.

From the river west to 17th Avenue, Thomas Street is an approximately 1.25 mile stretch that runs through residential, small-scale commercial, and industrial areas. The street serves nearby manufacturers, small-scale commercial businesses,

as well as schools, churches, and residences. The residential housing stock in the immediate area generally consists of small- to mid-sized single-family homes, the majority of which were built before 1970. Many homes, particularly east of 7th Avenue, were built prior to 1930. Figure 3 provides the Thomas Street corridor in context with the larger downtown Wausau area. Figure 2 is an aerial view of Thomas Street and the surrounding blocks, where the mix of single-family lots and larger industrial, commercial, and institutional uses is fully visible.

As outlined in the Introduction, the Thomas Street area is flanked by one of the more scenic portions of the Wisconsin River. Traveling on Thomas Street west from Grand Avenue, drivers, bicyclists, and pedestrians are greeted with a stunning view of the Wisconsin River and Rib Mountain. This scene is enhanced by noticeable tree cover and the peripheral view of Fern Park. These natural assets can be complemented by improvements in the physical conditions along Thomas Street.



Figure 2. Thomas Street Aerial Image. Source: City of Wausau.



Figure 3. Project Area Context. Source: Pictometry



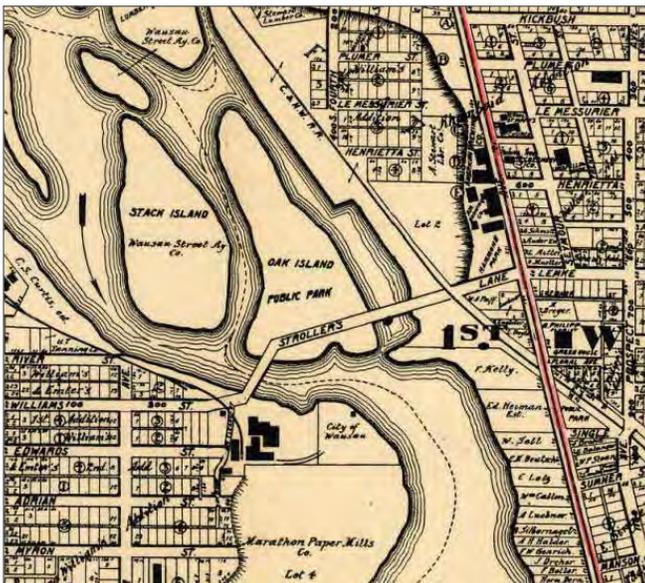
2. History and Character

THOMAS STREET BRIEF HISTORY

Early 20th Century

The Thomas Street area has long been an integral location for industry, complementary worker housing, and connecting east and west Wausau. The intersection known today as South 1st Avenue and West Thomas Street served as an employment hub that likely contributed to the growth of the surrounding residential community. As early as 1898 (Figure 7), the site of what is now 3M housed the “Wausau Novelty Company: Manufacturers of Furniture & Wooden Ware Novelties.” This local engine stretched from Rosecrans Street south to Thomas Street before abutting the “Underwood Veneer Company,” complete with dry kilns and veneer mills. Just west of Wausau Novelty Company on the east side of what was South 2nd Avenue was “Eichert and Werle: Manufacturers of Quartz Sand.” The small property hosted a robust operation, including an on-site rock crusher. By 1904 (Figure 9), this site would become the home of “Wausau Sandpaper Company” and by 1950 the “Wausau Motor Parts Company” (manufacturers of piston rings).

Figure 4. 1932 Sanborn Fire Insurance Map of the bridges preceding the current-day George E. Stevens Memorial Bridge.



Source: <http://content.wisconsinhistory.org/cdm/singleitem/collection/maps/id/6112/rec/17>

Early 21st Century

Planning for the reconstruction of Thomas Street has been taking place for a number of years, perhaps officially beginning in 2002 when the City entered into an agreement with WisDOT to study the Thomas Street corridor and its bridges. The Thomas Street Corridor Study was completed in 2004 by the consulting firm Short Elliot Hendrickson (SEH). The study examined six different design alternatives, mostly from the perspectives of traffic flow and safety. Pertinent excerpts are provided throughout this Master Plan. No recommendations for a specific design were given in the report – selection of the preferred alternative was left to the City of Wausau.

From 2004 to 2006, the City undertook planning efforts, holding multiple public information meetings to discuss different scenarios. In 2006, the Common Council approved a five-lane conceptual design, which would be an expansion of the current two-lane section. A **four-lane concept was designed in 2007** with the consulting firm AECOM (then

Figure 5. Present-day View of George E. Stevens Memorial Bridge.



Source: Pictometry. Accessed December 5, 2013.

known as Earth Tech). In 2008, the alignment of the proposed street, which would require substantial real estate acquisition, was approved by the Council. The resolution approving the alignment also stated that the City would seek outside funding sources, because no funding had yet been secured for the estimated \$15 million project.

The City's Plan Amendment #2 (from 2011) for Tax Increment District Six (TID 6) addressed Thomas Street and the need for reconstruction. The plan recognized several improvements for the street itself and for adjacent properties, including the

extension of Riverside Park to the south so that it would intersect with Thomas Street. The plan also supported critical infrastructure improvements for continued investment along Thomas Street.

This Master Plan furthers the past decade of exploration around the future of Thomas Street, and points toward a holistic solution.

Through this Master Plan, the City hopes to frame how best to use municipal investments and other funding sources for infrastructure, redevelopment, and thoughtful revitalization.

Thomas Street Timeline - Snapshot

- 
- 1903:** The Tannery Bridge is constructed, spanning from Edwards Street to Oak Island. (The bridge is washed out in 1912 and rebuilt.)
 - 1904:** The Strollers Bridge is erected when Oak Island is still an island. (A portion of what is now River Drive was actually a branch of the Wisconsin River.) The Bridge ran from Oak Island east towards today's River Drive.
 - 1952:** The George Stevens Memorial Bridge at Thomas Street is dedicated, replacing its predecessors - the Tannery and Strollers Bridges.
 - 2002-2004:** An agreement between the City of Wausau and the Wisconsin Department of Transportation results in a study of Thomas Street which recommended various improvements to carry the projected traffic.
 - 2008:** The Common Council approves the alignment for a 4-lane road design for Thomas Street after two years of public information meetings and two years of detailed design and funding pursuits. The resolution states that construction along Thomas Street is not anticipated until 2014 or later.
 - 2013:** Opportunities for Thomas Street are revisited as the City seeks an expanded study - one which includes market considerations and economic value.

2. History and Character

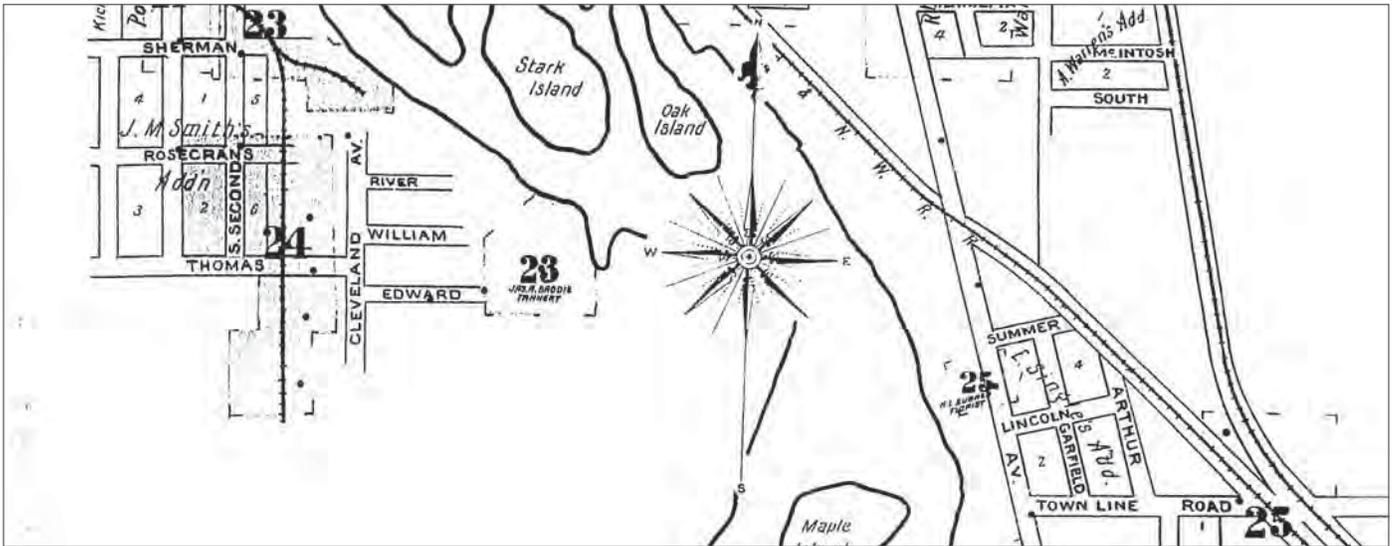


Figure 6. May 1898 Sanborn Fire Insurance Map for the City of Wausau. Source: University of Wisconsin-Milwaukee Library. Accessed December 30, 2013.

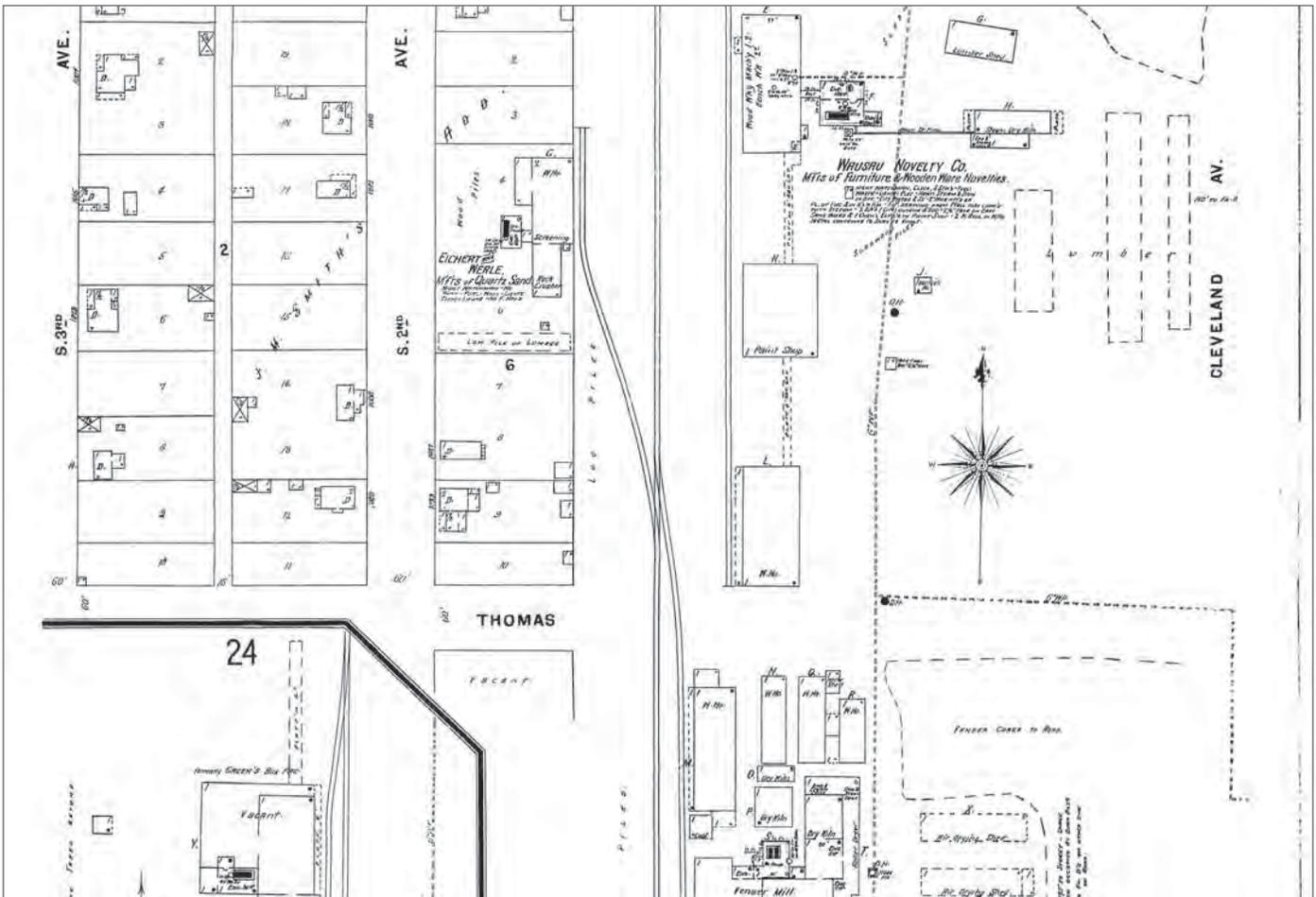


Figure 7. May 1898 Sanborn Fire Insurance Map for the area surrounding Thomas Street & South 2nd Avenue. Source: University of Wisconsin-Milwaukee Library. Accessed December 30, 2013.

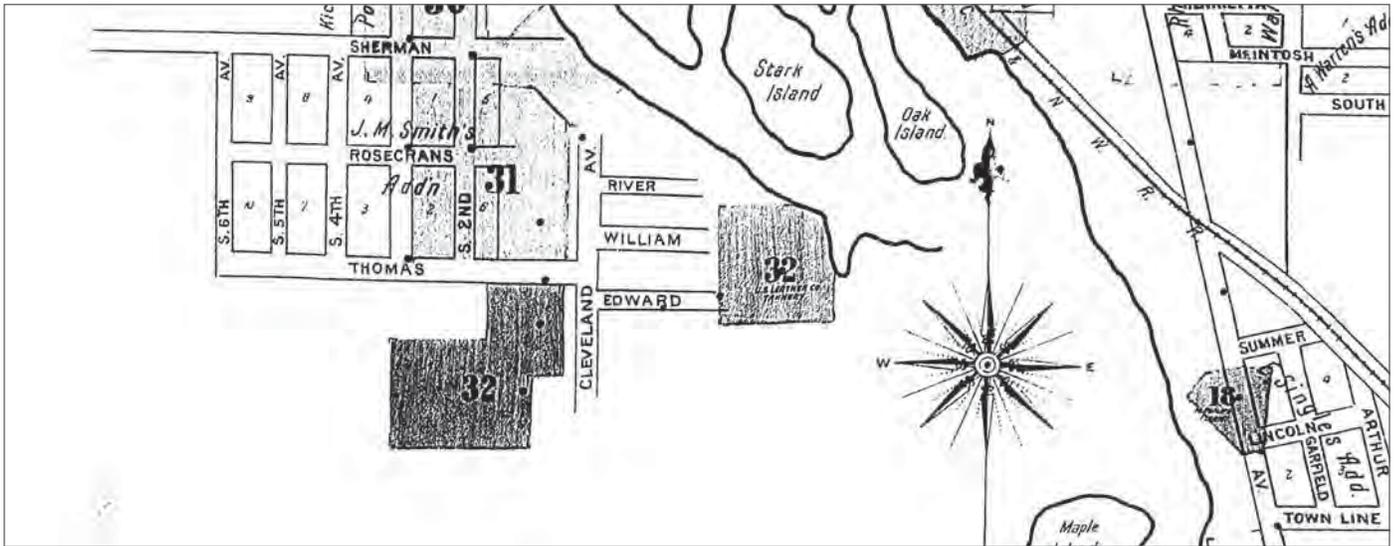


Figure 8. June 1904 Sanborn Fire Insurance Map for the City of Wausau. Source: University of Wisconsin-Milwaukee Library. Accessed December 30, 2013.

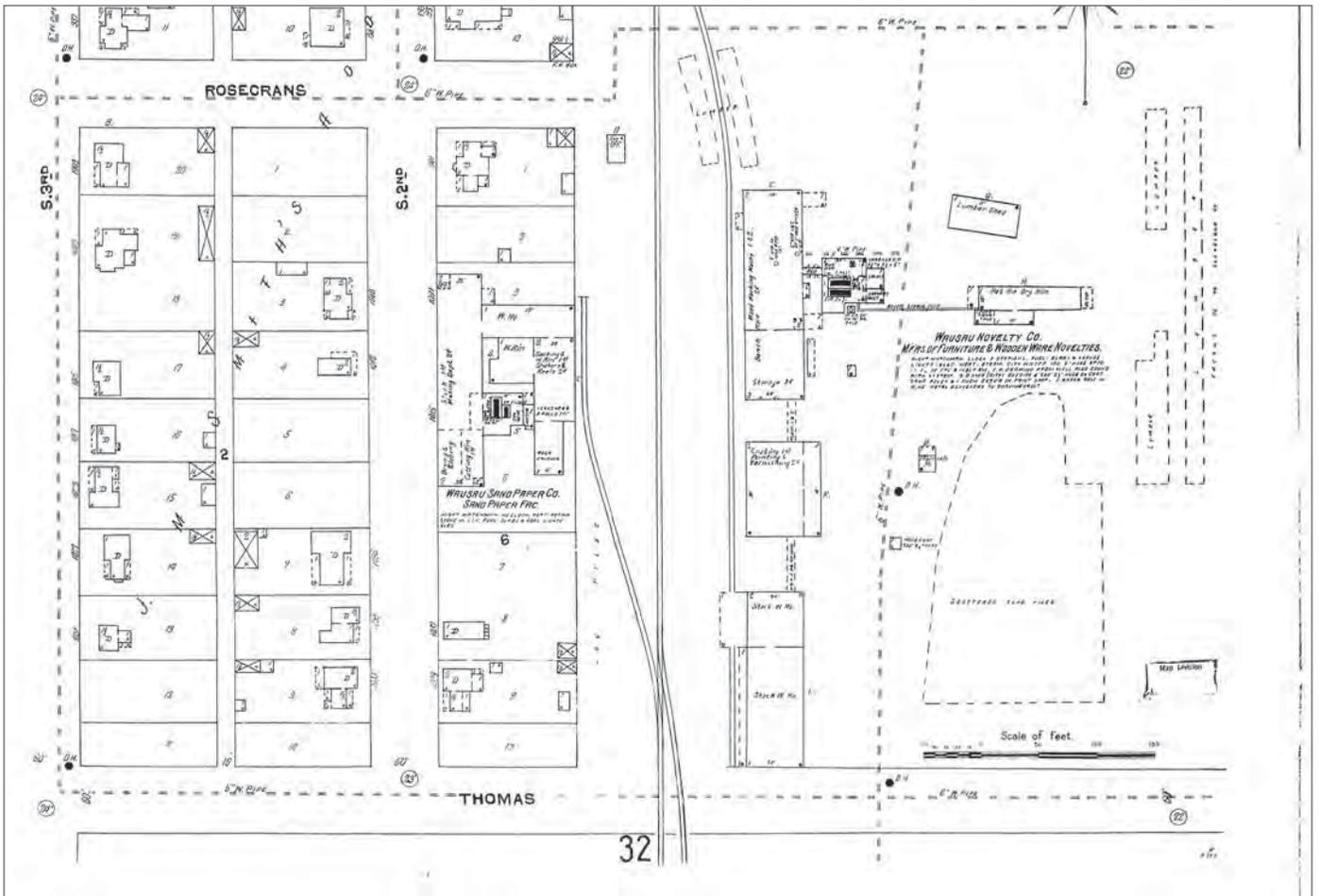


Figure 9. June 1904 Sanborn Fire Insurance Map for the area surrounding Thomas Street & South 2nd Avenue. Source: University of Wisconsin-Milwaukee Library. Accessed December 30, 2013.

2. History and Character

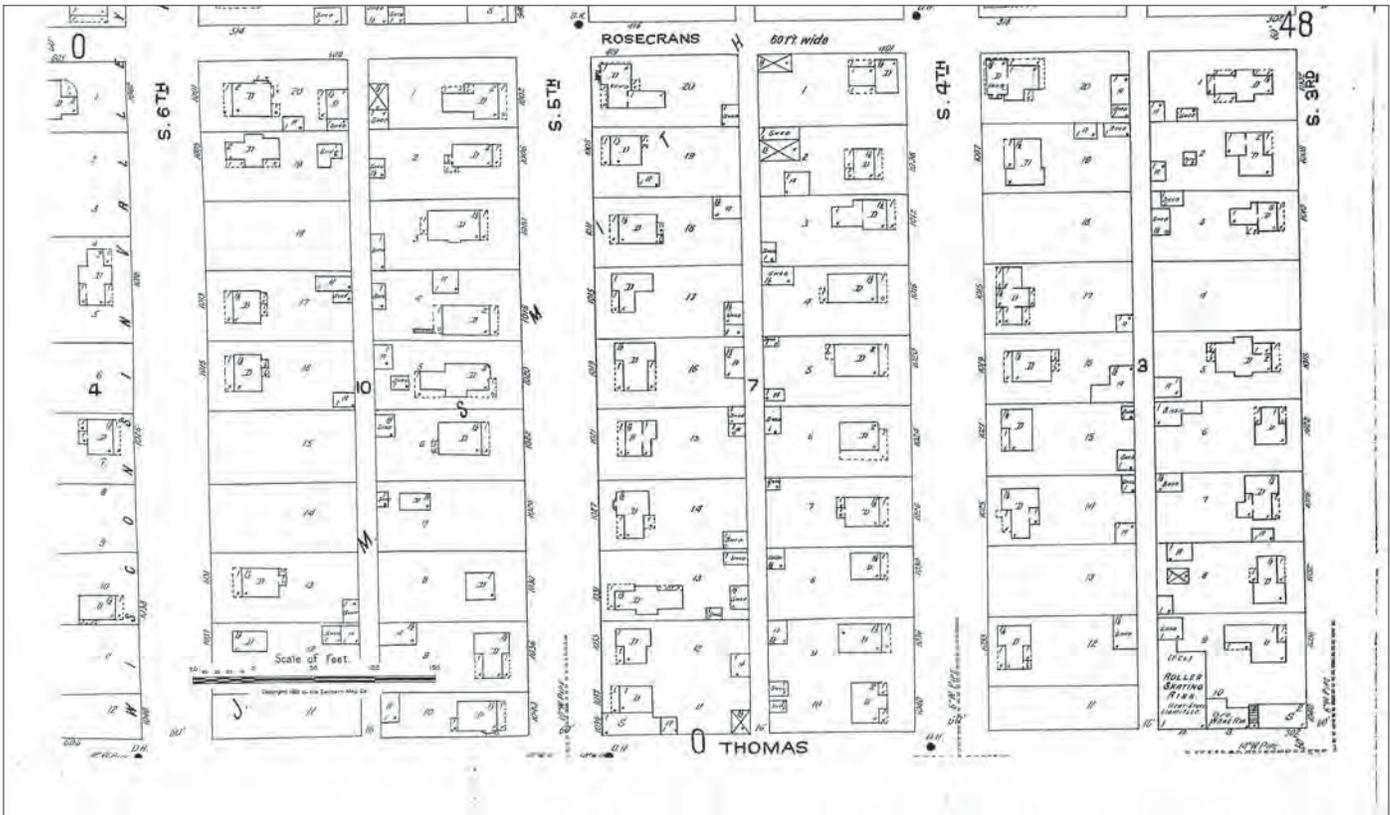
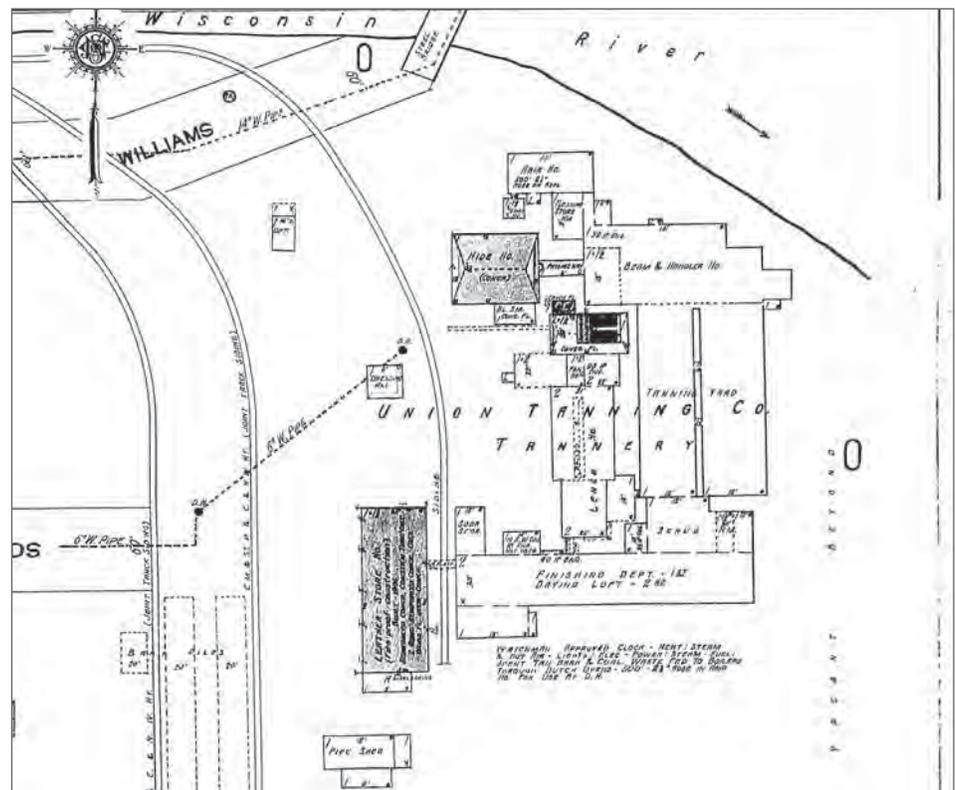


Figure 10. 1923 Sanborn Fire Insurance Map for the area surrounding Thomas Street & South 4th Avenue. Source: University of Wisconsin-Milwaukee Library. Accessed December 30, 2013.

Figure 11. 1923 Sanborn Fire Insurance Map for the area west of the Wisconsin River, south of present-day George Stevens Memorial Bridge (shown as Williams Street). Source: University of Wisconsin-Milwaukee Library. Accessed December 30, 2013.



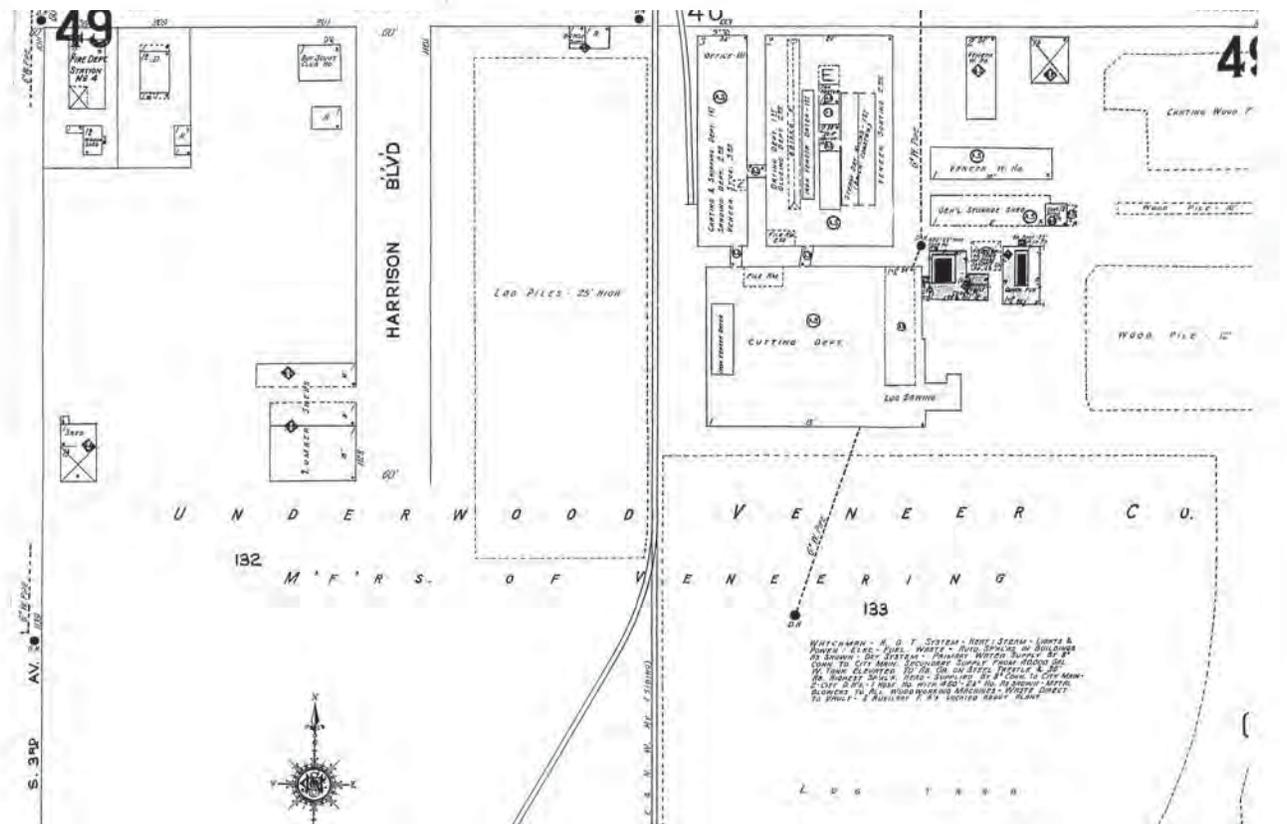
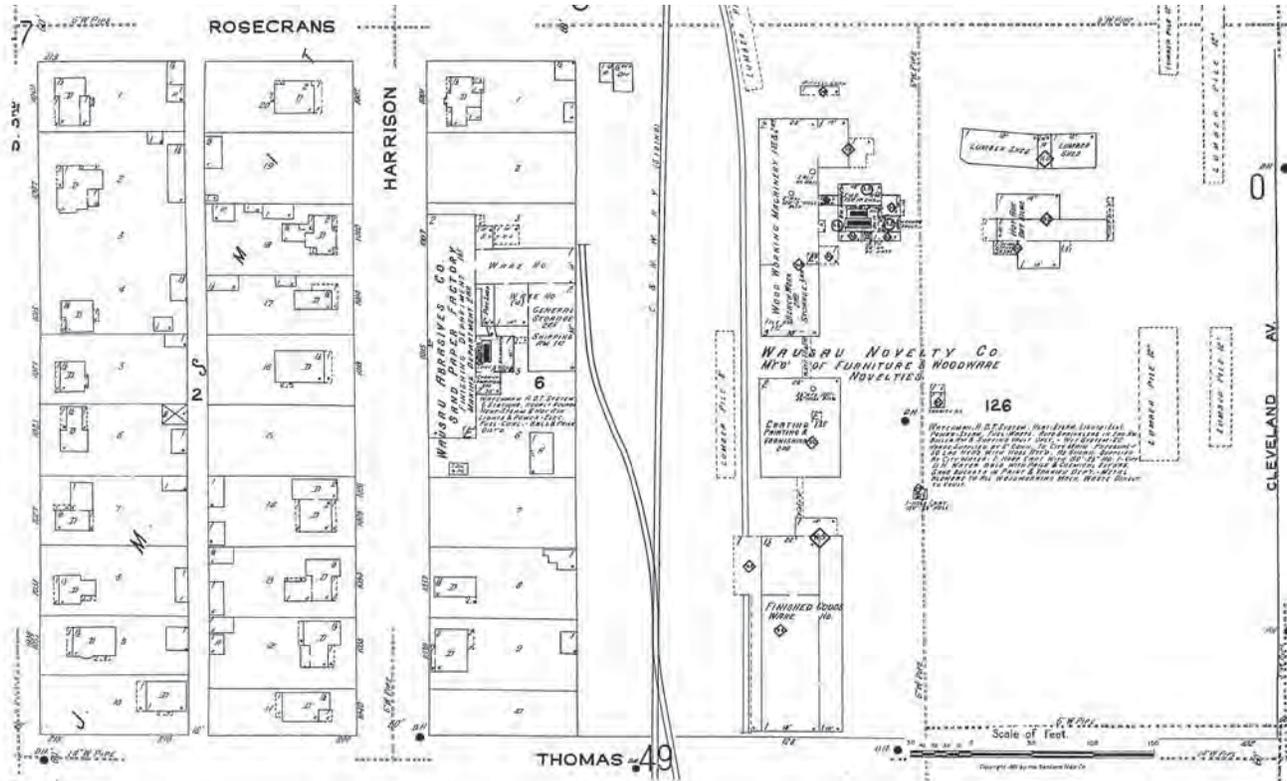


Figure 12. 1923 Sanborn Fire Insurance Map for the area surrounding Thomas Street & South 1st Avenue.
 Source: University of Wisconsin-Milwaukee Library. Accessed December 30, 2013.

3. Civic Engagement

OVERVIEW

Prior to initiating this Master Plan, the City of Wausau recognized the importance in taking an expeditious approach to completing this process. The 2008 resolution to approve the old alignment referenced that construction would not occur until 2014 or later. While the design may be enhanced as a result of this Master Plan, the City understands that respecting the outlined time frame is critical for property owners and stakeholders. As such, the civic engagement process followed a compressed yet holistic approach. Stakeholders were encouraged to contact the City and the Consultant Team, both of which occurred during the planning process. Media representatives were invited to the open house, and corresponded regularly with City staff. The Common Council unanimously expressed their concerns about keeping property owners informed - both during this process and after the Master Plan release.

While civic engagement efforts are often widely criticized, the general public must understand that the City of Wausau demonstrated a deep commitment to public input and the needs of the public - both past and present - in order to drive decision making in this planning effort. Simultaneously, the Consultant Team facilitated strategically-timed interviews with Common Council members and the business community. These interviews are further outlined in the following sections.

COMMON COUNCIL INTERVIEWS

The Consultant Team interviewed 9 of the 11 Common Council members, at the near beginning of the overall Master Plan development, to discuss their knowledge and concerns regarding constraints and opportunities on Thomas Street. The discussions included issues related to market conditions, public policies, capital expenditure plans, and funding options. **Two predominant takeaways emerged from this discussion:** 1) the 4-lane alternative, which

became the approved 110' ROW road alignment in 2007/2008, is considered relevant only because of a) past commitments to property owners of acquisition, and b) an interest in building a case for a reconstructed 4-lane bridge (the costs for which would be borne primarily by the State, whereas other options would necessitate an undue financial burden on the City). 2) Developing and implementing a comprehensive, transparent communications effort with property owners during the design development phase - and beyond - is a must for the City. A summary of the Common Council interviews is provided in Appendix A.

BUSINESS COMMUNITY INTERVIEWS

The Consultant Team strategically aligned business community interviews with developer interviews toward the end of the planning process so that more detailed concepts could be discussed and understood. Business owners along Thomas Street have expressed the most interest in a reconstructed Thomas Street that

- a) allows them to remain in the same location,
- b) allows them to maintain off-street parking, even if it is relocated from their current lot, and
- c) prevents drivers from passing by their place of business too quickly.

Owners also wanted to learn more about incentives available to maintain and enhance the building exteriors of their businesses.

NEIGHBORHOOD INPUT SESSION

November 21, 2013: A total of approximately 50 participants attended an open house held at the Riverside Park Pavilion. A mix of property owners (residential and business), tenants, and elected officials provided input at the open house. The City sent letters in advance of the open house to all property owners within 1 block of Thomas Street. Attendees could come and go as desired, allowing for fluid conversations and

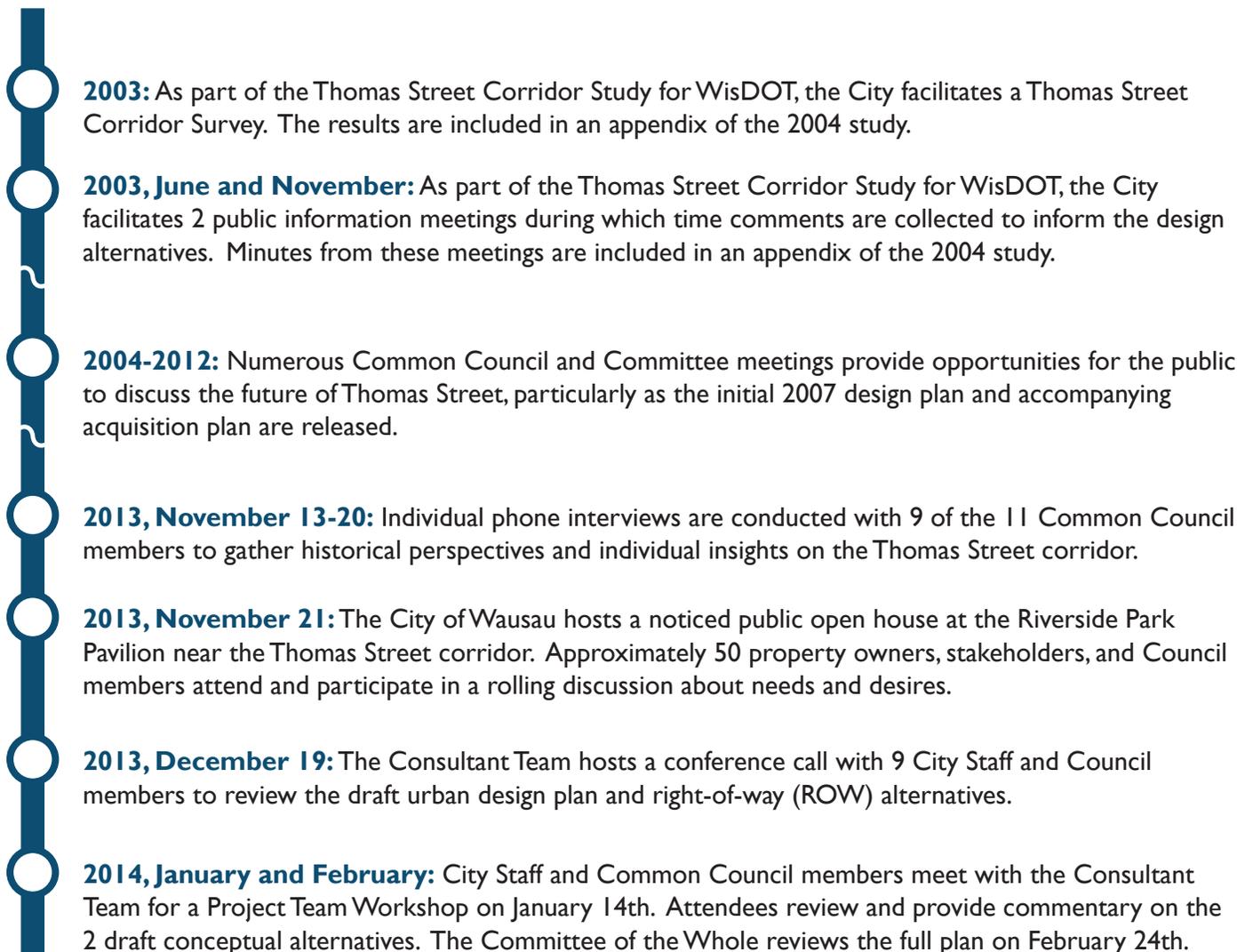
minimized presentations (Figure 13). Available at the open house were large plots of Thomas Street (Figure 14) and materials for attendees to mark issues, concerns, and opportunities (Figure 15). A summary of the comment sheets from the open house are located in the appendix of this Master Plan.

PROJECT TEAM WORKSHOP

The Consultant Team facilitated a Project Team Workshop with 9 City Staff and Common Council members on January 14th, 2014. The collective group walked through the 2 draft

conceptual alternatives and discussed constraints, opportunities, and modifications. The workshop prompted a detailed discussion on the difference between: “acquisition” for demolition and right-of-way expansion, and “acquisition” for keeping promises to property owners and subsequently rehabilitating the properties for resale. **The workshop also prompted discussion on the difference between “right-of-way” and “road width,”** and how different measurements of each can accommodate different development scenarios. These conversations highlighted the criticality of educating the public on two items: 1) that

Thomas Street Input Timeline - Snapshot



3. Civic Engagement



Thomas Street consultants gather public input Wausau

Figure 13. The November 21, 2013, Open House. Source: Wausau Daily Herald.



Figure 14. Conversations at the November 21, 2013, Open House. Source: GRAEF.



Figure 15. Diagrams at the November 21, 2013, Open House. Source: GRAEF.

The screenshot shows the homepage of the Wausau Daily Herald website. The main headline is "THOMAS STREET RECONSTRUCTION PROJECT". Below this, there are three news articles:

- Frustrated Thomas Street residents share thoughts with new consultants (with video)**
When Jessica Bergender bought her house along Thomas Street in 2005, the city's plan to widen the road already was underway. unknown to her
Nov. 29, 2013
- Thomas Street overhaul still in limbo**
Thomas Street overhaul still in limbo
Sep. 10, 2013
- City to hire new Thomas Street consultant for \$52K**
Wausau taxpayers will pay a consultant \$51,800 to develop a design plan for a \$15 million road-widening project on Thomas Street that the city has been planning since 2002 and already has paid \$380,000 to another consultant to design.
Aug. 31, 2013

There is also an "About This" section on the right side of the page, which provides more context about the project's history and funding challenges.

Figure 16. Wausau Daily Herald's Thomas Street Webpage. Accessed January 6, 2014.

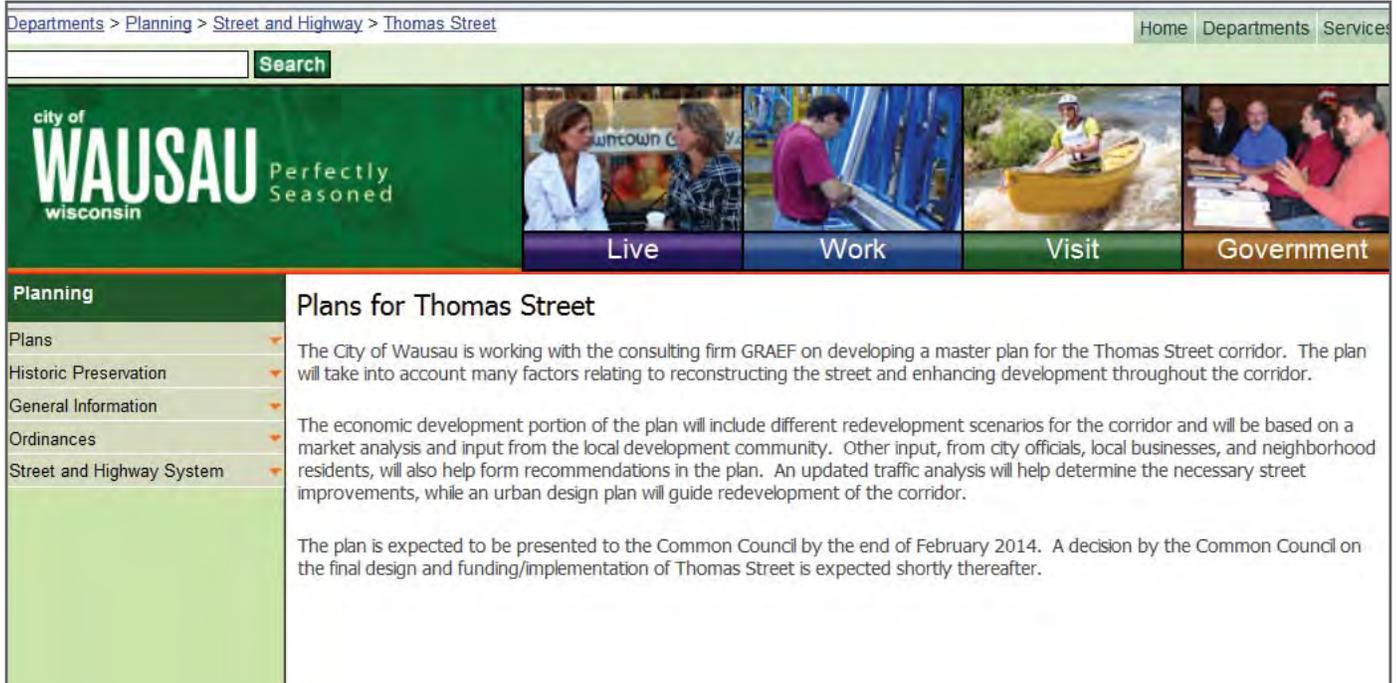


Figure 17. The City of Wausau Thomas Street Webpage. Accessed February 11, 2014.

acquisition does not equal demolition, and 2) that right-of-way and road width can be two completely different measurements. These takeaways led to creating the options outlined in the implementation section of this Master Plan.

TOOLS FOR FUTURE CIVIC ENGAGEMENT

During the course of plan development, residents and City staff clearly desired a **communications plan** that will outline how the City of Wausau can inform property owners and stakeholders of project status and schedules. As such, this Master Plan includes a discussion on communications strategies in the implementation section.

While print communication will be one key resource for stakeholders (and is elaborated in the implementation section), existing digital tools are noted here to illustrate how individuals interested in Thomas Street have been able to find information to date. Quick web searches reveal that only scattered information exists at best, and most of that information stems from the Wausau Daily

Herald. Unfortunately, the Daily Herald historically missed the opportunity to serve as a proponent of proactive dialogue. As such, most of its reporting has offered a reactive stance that has not supported a healthy dialogue around Thomas Street. The City can foster an improved media role by encouraging the Daily Herald to serve as the facilitator of proactive information sharing. Between the City of Wausau and the Wausau Daily Herald, two major web tools exist that **must be utilized to provide comprehensive and proactive information** on the implementation of this Master Plan:

- City of Wausau Thomas Street Page:
www.ci.wausau.wi.us/Departments/Planning/StreetandHighway/ThomasStreet.aspx
- Wausau Daily Herald Thomas Street Channel:
www.wausaudailyherald.com/section/wdh010102

4. Economic Development Plan

The founding concept behind this economic development plan was the provision of a chapter which would a) depict phased development of the corridor, b) analyze the potential build-out value of the property tax base, and c) evaluate market scenarios from different perspectives. During the planning process, conversations with the community and City staff greatly shaped the resulting Economic Development Plan. These discussions made apparent that increased stability in the Thomas Street corridor relied primarily on - aside from roadway modifications - the enhancement of existing structures with only supporting redevelopment where necessary. The discussions also made clear that a more detailed exploration of acquisition considerations would be essential. As such, the lion's share of the phased development concepts are provided later in the Urban Design Plan section. The Economic Development Plan thus focuses on specific references to the TID, the aforementioned analysis of the build-out value, and the evaluation of market scenarios.

TID 6 SUMMARY

In 2011, the City of Wausau approved Amendment #2 to Tax Increment District (TID) 6, allowing specific properties along the Thomas Street corridor to be part of the TID. Thomas Street corridor TID boundaries are delineated in Figure 18. The section on Methods of Financing outlines very clearly that **“the tax increment... will be insufficient to cover all of the Thomas Street Improvement Project costs. The City intends to aggressively seek other funding sources to assist with one of the most expensive street reconstruction projects funded by the City.”**

A significant part of the overall cost stems from the **projected acquisition of 58 residential, commercial, and institutional properties.** These acquisitions were estimated to total \$9.3 million - a **notable 68.4% of the overall reconstruction cost** - as shown in Figure 19. This table lists the expected improvements on and along

Thomas Street as reflected in the TID plan.

The amended TID Plan lists specific projects and activities to be undertaken in the area, of which 5 fall specifically along Thomas Street:

6) The reconstruction of Thomas Street has been in the planning stages for several years. The plan provides for the expansion of the roadway to two travel lanes in each direction and a grass median. The project requires substantial property acquisition. The project is estimated to cost \$15,000,000. This project will improve traffic and area aesthetics, eliminate blight and provide for bicycle and pedestrian accommodations. The proximity to 17th Avenue and the Rib Mountain retail corridor combined with existing commercial properties on the street will facilitate additional commercial development along this corridor.

7) The building, which formerly housed the Wausau Business Incubator, is located at 1300 Cleveland Avenue and is situated on 7.68 acres. This building has been vacant for several years. The current condition of the building is such that it will likely need to be demolished. Demolition costs are estimated to be \$250,000. This property is up for sale and will be redeveloped.

8) The Rose Garden is seeking to invest in beautification of the property and outdoor banquet facilities. Once the incubator is removed, the owners of the Rose Garden may purchase a subdivided piece of the property adjoining the Rose Garden and, at the City's direction, beautification costs are estimated to be \$75,000.

9) The Wauleco site is vacant property surrounded by a chain link fence. Streetscaping and beautification of this property would help the appearance of the site and benefit the entire area. Working with companies such as 3M to

4. Economic Development Plan

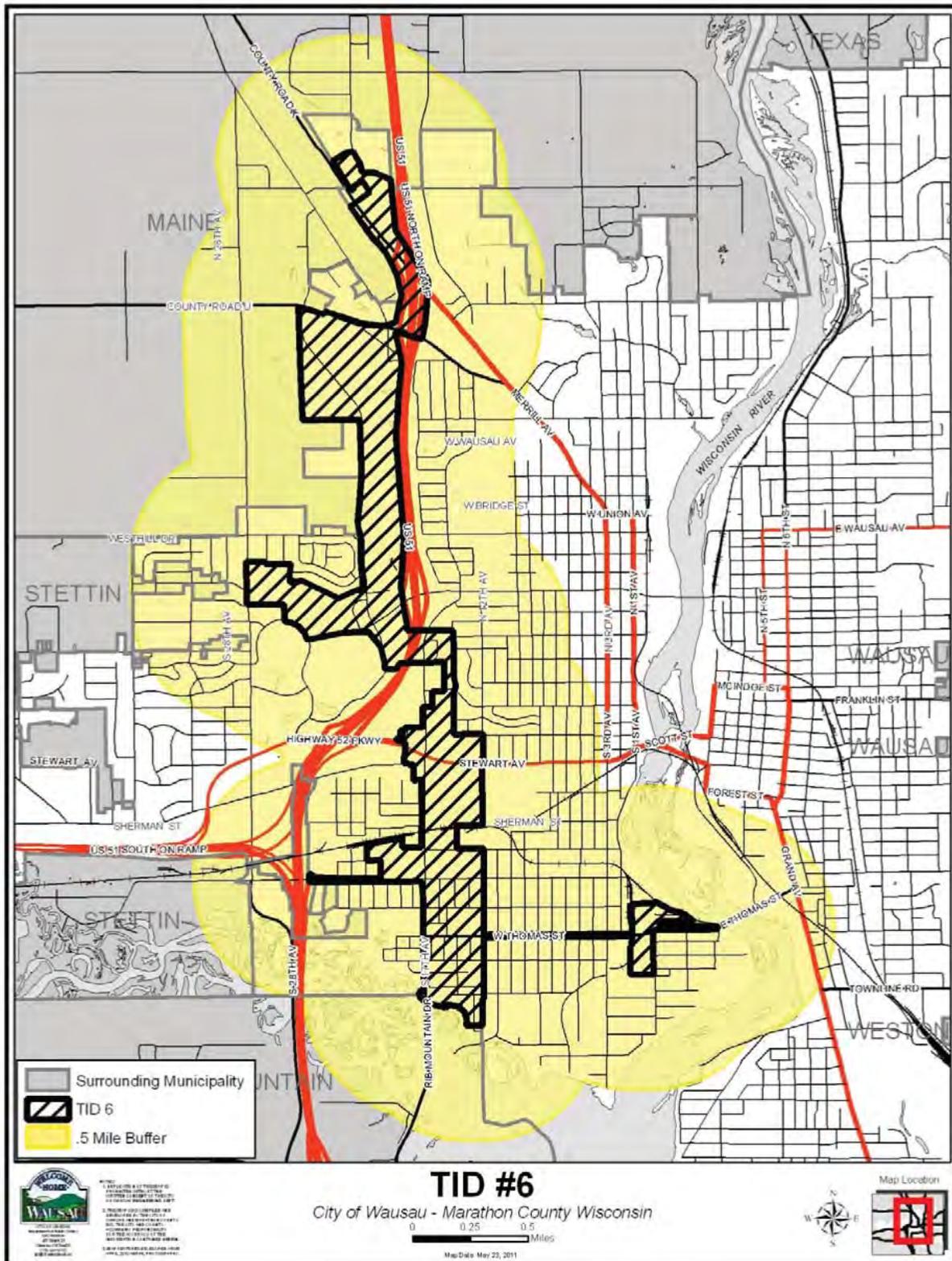


Figure 20. The 1/2-mile buffer around TID 6 in which project expenditures can use the tax increment. Source: City of Wausau.

contribute to some of the beautification costs reduces the cost estimate to \$50,000.

10) Investment in the residential area near Riverside Park would improve the entrance into the park, especially with the addition of a bicycle and pedestrian trail from the Thomas Street to the park. An addition of a 1,200 linear foot wide paved trail including lighting, benches, overlook area and landscaping. The park department estimates that this portion of the River Edge Trail will cost approximately \$85,000.

Figure 20 illustrates a one-half mile buffer around TID 6 - the area in which the City can fund project expenditures. Per the TID 6 plan:

“...the City will consider using tax increments to pay for project costs incurred for the territory that is located within a one-half mile radius of the district’s boundaries and within the City limits. These tax expenditures must, by State law, be approved by the Joint Review Board before they can be incurred.”

In 2013, the City of Wausau sought and received a legal opinion from Foley & Lardner which outlined that property taxes generated from the TID can be used to finance the modification of Thomas Street. The Wausau Daily Herald reported on the opinion on September 27, 2013. The legal opinion was prompted by discussion amongst the Common Council as to whether reconstruction of the road would generate enough economic growth and development to justify funding it with TID money. Comparing the current TID 6 boundary with the options outlined in the Urban Design Plan leads to a tangential recommendation - that the City consider establishing up to 2 new TIDs (one on either side of Thomas, adjacent TID 6) which would capture value (both new development and reinvestment) not included in TID 6. These TIDs could further support the reconstruction of Thomas Street after TID 6 is exhausted.

MARKET ANALYSIS - INTRODUCTION

The purchasing power of the Thomas Street neighborhood, and the demand for local goods and services in the area, can be illustrated by reviewing specific trends. Two resources are analyzed in this Master Plan: 1) local trends (the Thomas Street Market and Demographic Profile) via ESRI Business Analyst Online (BAO). and 2) national social and economic trends.

MARKET ANALYSIS - LOCAL TRENDS

Local Trends - Data Introduction

Market scenarios for retail goods and services, housing, and commercial and industrial uses can be extracted, with some limitations, from sources like ESRI Business Analyst Online (BAO). The primary emphasis of this market study is to analyze retail goods and services.

The market analysis (through ESRI data) provides an overview of the strengths, weaknesses, and general conditions of the Thomas Street retail climate vis-a-vis the larger Wausau region. The data is largely based on Census 2010 information, with ESRI forecasts for 2013 and 2018 where appropriate.

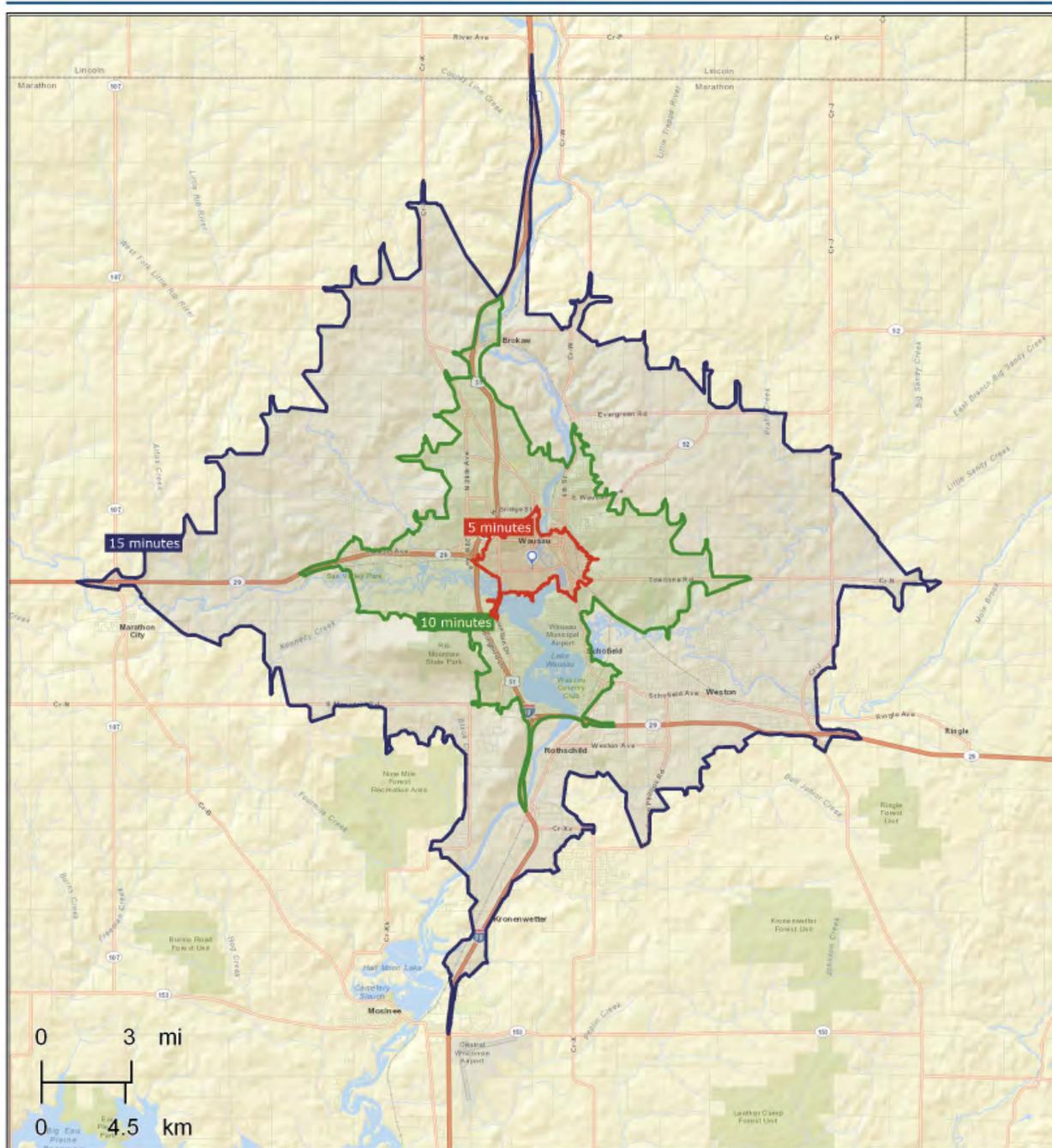
The market analysis primarily utilizes the “gap analysis” to assess the relative market potential and different geographic scales.

The gap analysis is an economic development tool that compares the anticipated retail demand of the consumers in a given area to the retail sales within the same area. Essentially, the gap analysis illustrates whether existing retailers are satisfying the demands of local consumers (surplus), or whether local consumers need to shop outside the area to purchase certain items (leakage). This analysis provides snapshots for 5-minute, 10-minute, and 15-minute drive times from the centerpoint of Thomas Street (Figure 21). The 15-minute drive time covers a significant portion of the region outside the City of Wausau, indicating a fairly comprehensive view of the market to compare with

4. Economic Development Plan



Thomas Street Retail Market



December 19, 2013

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Page 1 of 1

Figure 21. Thomas Street Retail Markets by 5 Minute, 10 Minute, and 15 Minute Drive Time.

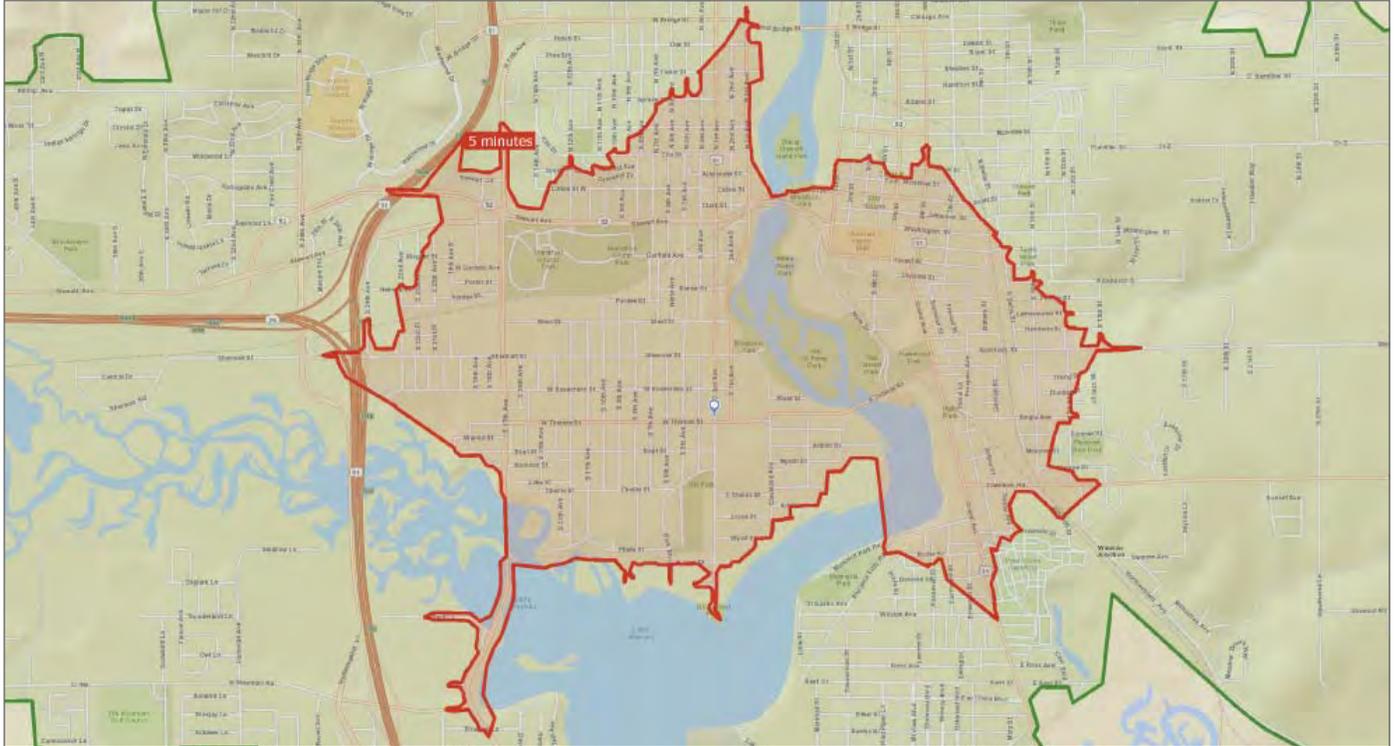


Figure 22. Thomas Street Retail Market Analysis Centerpoint and 5 Minute Drive Time.

the 5-minute drive time. Retail “industry groups” include several categories:

- Motor Vehicle & Parts Dealers
- Furniture & Home Furnishings Stores
- Electronics & Appliance Stores
- Bldg Materials, Garden Equip. & Supply Stores
- Food & Beverage Stores
- Health & Personal Care Stores
- Gasoline Stations
- Clothing & Clothing Accessories Stores
- Sporting Good, Hobby, Book, & Music Stores
- General Merchandise Stores
- Miscellaneous Store Retailers
- Nonstore Retailers
- Food Services & Drinking Places

The surplus/leakage for each (by drive time) is the focus of the gap analysis, shown in Figure 23. The raw Retail Marketplace Profile, from which the gap analysis was created, is provided in Appendix B. Additionally, Appendix C includes raw Retail Market

Potential information for the same drive times, which can be used to examine the retail sales within the 3 drive times.

To understand which data are included in each drive time, the ESRI methodologies behind the gap analysis boundaries should be noted:

- a. Economic data, e.g. retail supply / demand, are assigned to census block groups. Demographic data resides at the block group level.
- b. A polygon doesn’t look for the centroid of the block group, it looks for the centroids of the census blocks that form the block group. The system looks at the block centroid which has Population, Households, Housing Units, and Business Counts, which is how the system can summarize the demographic data.
- c. The report for the polygon weighs the total for the block group by the number of block centroids within the polygon.

4. Economic Development Plan

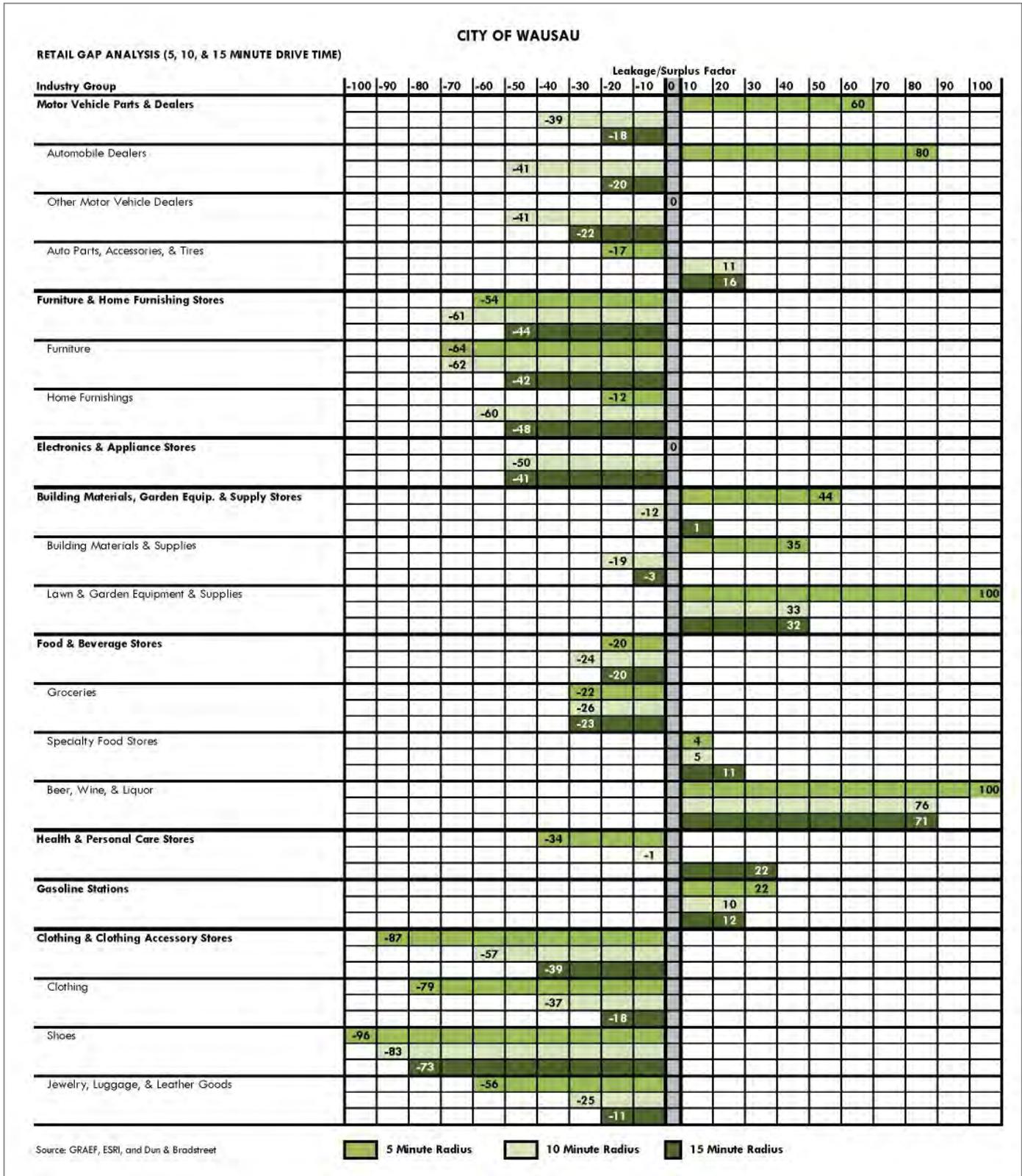
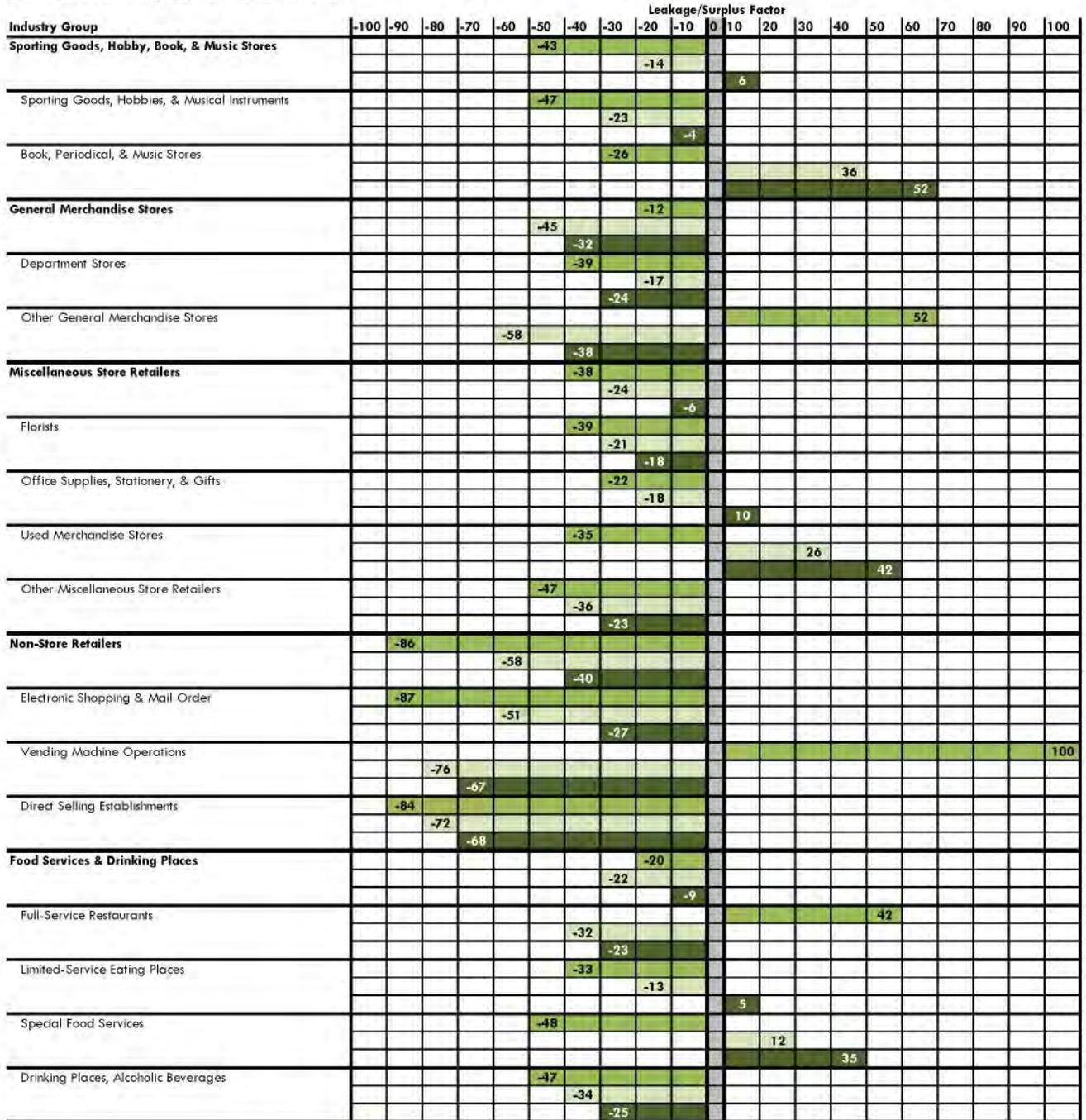


Figure 23. Retail Gap Analysis for the 5-Minute, 10- Minute, and 15-Minute Drive Times from 3rd & Thomas.

CITY OF WAUSAU

RETAIL GAP ANALYSIS (5, 10, & 15 MINUTE DRIVE TIME)



Source: GRAEF, ESRI, and Dun & Bradstreet

5 Minute Radius
 10 Minute Radius
 15 Minute Radius

4. Economic Development Plan

Local Trends - the Thomas Street Market and Demographic “Profile”

The Thomas Street neighborhood exhibits the market characteristics similar to many older residential areas in Midwestern cities. As a primarily residential area, market conditions follow the economic and social conditions of the housing. Figure 24 depicts some of the typical statistics of the Thomas Street area in comparison to the broader 10-minute and 15-minute drive times. What emerges from the statistics for the broader neighborhood (5-minute drive time) may not be well understood amongst the Wausau community: while there are lower-than-average property

values, **the population is relatively younger due to a larger percentage of the 15-34 age group.** The full Retail Market Profile is available in Appendix E

In addition to demographic features, however, market conditions are also dependent on traffic, visibility and access. The Traffic Analysis and Alternatives section provides the traffic counts, traffic forecasts, and other aspects of the corridor which impact neighborhood value (such as access and views).

The aforementioned gap analysis shows some of the key items derived from standard GIS data (in

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
Population Summary			
2000 Total Population	13,021	43,747	72,521
2010 Total Population	12,069	43,473	75,994
2013 Total Population	12,082	43,436	76,394
2013 Group Quarters	434	1,056	1,371
2018 Total Population	12,137	43,648	77,244
2013-2018 Annual Rate	0.09%	0.10%	0.22%
Median Household Income			
2013	\$32,679	\$39,355	\$46,914
2018	\$36,542	\$47,588	\$57,822
Median Home Value			
2013	\$83,762	\$108,603	\$127,599
2018	\$88,162	\$141,462	\$172,896
Per Capita Income			
2013	\$17,234	\$23,430	\$26,390
2018	\$19,743	\$27,821	\$31,545
Median Age			
2010	33.2	37.7	38.5
2013	33.7	38.1	39.0
2018	34.7	38.8	39.4
2013 Population by Age			
Total	12,082	43,435	76,395
0 - 4	7.6%	6.8%	6.6%
5 - 9	6.8%	6.1%	6.3%
10 - 14	5.9%	5.9%	6.3%
15 - 24	15.0%	13.4%	12.9%
25 - 34	16.7%	14.3%	13.2%
35 - 44	11.8%	11.3%	12.0%
45 - 54	12.4%	13.1%	14.0%
55 - 64	11.1%	12.7%	13.2%
65 - 74	6.0%	7.8%	7.8%
75 - 84	4.0%	5.2%	4.8%
85 +	2.6%	3.4%	2.8%
18 +	76.5%	77.6%	76.9%

Figure 24. Thomas Street Retail Market Profile by 5 Minute, 10 Minute, and 15 Minute Drive Time.

this case the ESRI profile) that are typical of most market analyses. This includes data on “leakage” (the degree to which expenditures by local residents “leak” out from the neighborhood to make purchases in other areas and subareas). The results of the leakage analysis are not surprising. Given the relatively low concentration of chain retail stores, most residents drive outside of the neighborhood for retail goods and services. This is true for the city as a whole given the relatively short driving times to commercial corridors.

From a market perspective, the west and east ends of Thomas Street (bordering, respectively, I7th Avenue and the riverfront) provide opportunities for small retail clusters

which could simultaneously (a) add some tax base which would otherwise “leak” out to other communities, and (b) provide some additional retail services to the residential neighborhood which would, in turn, make the neighborhood more attractive and contribute to improved housing values. This recommendation is elaborated subsequently.

The other finding from the ESRI analysis concerns the demographic stereotypes for local areas in terms of the patterns of social subgroups (“tapestry segments”) and their proclivities for retail purchases (Figure 25 and described on the following pages). These subgroups should not be considered as a definitive, fixed description of the area but rather as a general perception of the neighborhood from the perspective of retail chains: the primary users

of ESRI data. In this case, the profile suggests that very modest improvements can be made to attract new retail uses. However, this demographic profile ignores customers who may drive through the neighborhood, along its edges, or who are employed in the area. Consequently, our recommendation is to consider a wider profile of retail options that might suit commuters and employees as well as residents.

None of the standard market analysis methodologies predicted the recession. To many planners, this is no surprise. Standardized statistical models always ignore patterns of social and political trends. Rather, statistical models usually portray conditions that impact markets over the next 6 months to a year, not the longer term evolution of markets that truly impact neighborhood redevelopment. Consequently, a useful neighborhood market must be viewed within the context of larger social and economic trends.

MARKET ANALYSIS - NATIONAL TRENDS

Resurgence of the Traditional Urban Neighborhood Market

The housing stock contains many older units which are often viewed as less attractive than newly built homes. However, older homes also represent a traditional neighborhood pattern which many newly formed families and “next generation” millenials find attractive due not only to the visual character of the community but also to the potential for a



Figure 25. Tapestry Segments for the 5 Minute, 10 Minute, and 15 Minute Drive Time around Thomas Street.

4. Economic Development Plan

48 Great Expectations

Segment Code48
Segment NameGreat Expectations
LifeMode Summary GroupL7 High Hopes
Urbanization Summary GroupU5 Urban Outskirts I

Demographic

Young singles who live alone and married-couple families dominate the Great Expectations market, although all household types are represented. The median age is 33.1 years. Some residents are just beginning their careers or family lives. Compared to the US figures, this segment has a higher proportion of residents who are in their 20s and a higher proportion of householders younger than 35 years. The ethnic diversity and racial composition of this segment are similar to US levels.

Socioeconomic

The median household income of \$35,406 is lower than the US median of \$50,227. Nearly half of the population aged 25 years and older has some postsecondary education; 18 percent hold a bachelor's or graduate degree. Most of the jobs come from the manufacturing, retail, and service industry sectors.

Residential

Great Expectations neighborhoods are located throughout the country, with higher proportions in the Midwest and South. Half own their homes; half rent. More than half of the households are single-family dwellings; approximately 40 percent are apartments in low- or mid-rise buildings. Most of the housing units in these older suburban neighborhoods were built before 1960.

Preferences

Great Expectations homeowners are not afraid to tackle smaller maintenance and remodeling projects, but they also enjoy a young and active lifestyle. They go out to dinner and to the movies. They do most of their grocery shopping at Wal-Mart Supercenters, Aldi, and Shop 'n Save. They throw Frisbees; play softball and pool; go canoeing; watch horror, science fiction, and drama films on DVD; and listen to country music, classic rock, and sports on the radio. They watch dramas, auto racing, and the evening news on TV. They occasionally eat at Arby's and Dairy Queen. They shop at major discount and department stores. They rarely travel. Focused on starting their careers, they're not investing for their retirement years.

57 Simple Living

Segment Code57
Segment NameSimple Living
LifeMode Summary GroupL5 Senior Styles
Urbanization Summary GroupU6 Urban Outskirts II

Demographic

With a median age of 39.7 years, this market is slightly older than the US median of 37.2 years. Approximately one-fifth of Simple Living residents are aged 65 years or older; 12 percent are aged 75 or older. Half are singles who live alone or share housing; 32 percent are married-couple families. Young families with children and ethnic cultures are in the minority; most residents are white. This market size is stable with negligible growth.

Socioeconomic

The median household income is \$27,284. Nearly 40 percent of households collect Social Security benefits, 8 percent receive Supplemental Security Income, and 6 percent receive public assistance. Over the years, residents have built equity in their homes and saved their hard-earned dollars. Most residents who are employed work in the health care, retail trade, manufacturing, educational services, and accommodation/food services industry sectors. Overall, 36.4 percent of residents aged 25 years and older have graduated from high school. Only 15 percent hold a bachelor's or graduate degree.

Residential

Simple Living neighborhoods are in the urban outskirts or suburbs throughout the United States. Residents live in older housing; 62 percent were built before 1970. More than half of them rent. Forty-two percent of housing is single-family dwellings, and 47 percent is in multiunit buildings of varying stories. Some seniors live in congregate housing (assisted living). Twenty-two percent of households do not own a vehicle; 45 percent own only one vehicle. Workers benefit from an average commute time to work of 20 minutes.

Preferences

The lifestyle of these residents is reflected by their ages; younger people go to nightclubs and play musical instruments; seniors refinish furniture and go saltwater fishing. Community activities are also important to the latter; they join fraternal orders and veterans' clubs.

Simple Living households spend wisely on a restricted budget. They buy the essentials at discount stores and occasionally treat themselves to dinner out and a movie. Cable TV is a must for these frequent viewers of family programs, news programs, and game shows. They are big fans of daytime TV. Owning a personal computer, cell phone, or DVD player isn't important.

32 Rustbelt Traditions

Segment Code32
Segment Name*Rustbelt Traditions*
LifeMode Summary GroupL10 *Traditional Living*
Urbanization Summary GroupU5 *Urban Outskirts I*

Demographic

These neighborhoods are primarily a mix of married-couple families, single parents, and singles who live alone. With a population of 8.4 million, this segment is one of Tapestry Segmentation's largest. The median age is 35.9 years, just below the US median. There is little diversity in these communities.

Socioeconomic

The median household income is \$42,337. Half of the employed residents work in white-collar jobs. For years, these residents sustained the manufacturing industry that drove local economies. Now, the service industry predominates, followed by manufacturing and retail trade. Their education attainment is improving; more than 84 percent of residents aged 25 years and older have graduated from high school, 15 percent hold a bachelor's or graduate degree, and 44 percent have attended college.

Residential

The backbone of older industrial cities in the Great Lakes border states, residents of these neighborhoods live in modest, single-family homes. Home ownership is 70 percent. The relatively low median home value is because nearly two-thirds of the housing was built before 1960.

Preferences

These residents stick close to home; for years, they've lived, worked, shopped, and played in the same area. Not tempted by fads, they stick to familiar products and services. They drive domestic cars. They will spend money on their families, yard maintenance, and home improvements. They will hire contractors for special projects such as the installation of roofing, carpet, and flooring.

These financially conservative residents prefer to bank at a credit union and have personal savings. They might carry a personal loan and hold low-value life and homeowner's insurance policies. They're frugal and shop for bargains at Sam's Club, JCPenney, and Kmart. They go online weekly to play games and shop.

They go bowling, fishing, and hunting and attend car races, country music shows, and ice hockey games. They're big TV fans; they watch sitcoms and sports events. They also subscribe to cable and watch it regularly. Favorite channels are truTV, the Game Show Network, and the Disney Channel.

33 Midlife Junction

Segment Code33
Segment Name*Midlife Junction*
LifeMode Summary GroupL10 *Traditional Living*
Urbanization Summary GroupU8 *Suburban Periphery II*

Demographic

The median age for residents in these neighborhoods is 37 years; nearly 20 percent are aged 65 years or older. Households are a mix of family types and singles who live alone or share housing. Nearly half are married-couple families; 31 percent are singles. Most of these residents are white.

Socioeconomic

Most are still working; although at 61 percent, the labor force participation rate is slightly below average. A third of the households receive Social Security. The median household income is \$42,694. Educational attainment levels are comparable to the US levels.

Residential

Although scattered in suburbs across the country, these neighborhoods are found more frequently in the South and Midwest. Sixty-two percent of residents own their homes, close to the US rate. Nearly two-thirds of the housing is single family; the remainder are primarily apartments in multiunit buildings.

Preferences

Midlife Junction residents live quiet, settled lives as they move from child-rearing into retirement. To finance their retirement, they own certificates of deposit, savings bonds, and IRAs. They're careful spenders, always looking for bargains, and not swayed by fads.

On weekends, they eat fast food or go to family restaurants such as Friendly's or Perkins. They drive standard-sized domestic cars and shop by mail or phone from the L.L. Bean and JCPenney catalogs. They communicate with friends and family by e-mail. They go fishing, take walks, work crossword puzzles, play board games, do woodworking, and read science fiction or romance novels. They watch TV network shows and news programs.

4. Economic Development Plan

17 Green Acres

Segment Code17
Segment NameGreen Acres
LifeMode Summary GroupL2 Upscale Avenues
Urbanization Summary GroupU10 Rural I

Demographic

Seventy-one percent of the households in Green Acres neighborhoods are married couples with and without children. Many families are blue-collar Baby Boomers, many with children aged 6–17 years. With more than 10 million people, Green Acres represents Tapestry Segmentation's third largest segment, currently more than 3 percent of the US population and growing by 1.92 percent annually. The median age is 42 years. This segment is not ethnically diverse; 92 percent of the residents are white.

Socioeconomic

Educated and hard-working, more than one-fourth of Green Acres residents hold a bachelor's or graduate degree; more than half have attended college. Occupation distributions are similar to those of the United States. Seventeen percent of the households earn income from self-employment ventures. The median household income is \$60,461.

Residential

Although Green Acres neighborhoods are located throughout the country, they are found primarily in the Midwest and South, with the highest concentrations in Michigan, Ohio, and Pennsylvania. A "little bit country," these residents live in pastoral settings of developing suburban. Home ownership is at 86 percent. Typical of rural residents, Green Acres households own multiple vehicles; 78 percent own two or more vehicles.

Preferences

Country living describes the lifestyle of Green Acres residents. Pet dogs or cats are considered part of the family. These do-it-yourselfers maintain and remodel their homes; projects include roofing and installing carpet or insulation. They own all the necessary power tools, including routers, welders, sanders, and various saws, to finish their projects. Residents also have the right tools to maintain their lawns, flower gardens, and vegetable gardens. They own riding lawn mowers, garden tillers, tractors, and even separate home freezers for the harvest. Continuing the do-it-yourself mode, it is not surprising that Green Acres is the top market for owning a sewing machine. A favorite pastime is using their ice cream maker to produce homemade ice cream. They prefer motorcycles and full-size pickup trucks.

For exercise, Green Acres residents ride their mountain bikes and go fishing, canoeing, and kayaking. They also ride horseback and go power boating, bird watching, target shooting, hunting, motorcycling, and bowling. They listen to auto racing and country music on the radio and read fishing and hunting magazines. Many own satellite dishes so they can watch news programs, the Speed Channel, and auto racing on TV. A favorite channel is Country Music Television.

12 Up and Coming Families

Segment Code12
Segment NameUp and Coming Families
LifeMode Summary GroupL9 Family Portrait
Urbanization Summary GroupU7 Suburban Periphery I

Demographic

With an annual household growth rate of 4.56 percent, Up and Coming Families represents Tapestry Segmentation's second highest household growth market. A mix of Generation Xers and Baby Boomers with a median age of 32.6 years, this segment is the youngest of Tapestry Segmentation's affluent family markets. Residents of these neighborhoods are young, affluent families with younger children. Eighty percent of the households are families. Most of the residents are white; however, diversity is increasing as the segment grows.

Socioeconomic

Beginning their careers, residents of Up and Coming Families are earning above-average incomes. The median household income is \$69,522, higher than the national median. Nearly two-thirds of the residents aged 25 years and older have attended college; more than one in five holds a bachelor's degree. Ninety-one percent of households earn income from wages and salaries. Although half of the households have children, they also have working parents.

Residential

In the suburban outskirts of midsized metropolitan areas with populations higher than 250,000, approximately half of Up and Coming Families neighborhoods are concentrated in the South, the other half in the West and Midwest. Most residents live in new single-family housing; more than half the housing units were built in the last 10 years. Home ownership is at 80 percent.

Preferences

Family and home dictate the products these residents buy. Many are beginning or expanding their families, so baby equipment, children's clothing, and toys are essential purchases. Because many are first-time homeowners, basic household furniture and lawn fertilizer, weed control, and insecticide products are important. Car loans and mortgage payments are major household budget items. They are most likely to own or lease an SUV or a minivan. They eat out at family restaurants, especially on the weekends, and buy fast food at the drive-through or for takeout.

They play softball, take the kids to the zoo, and visit theme parks (generally Sea World or Disney World) where they make good use of their digital camera or camcorder. They rent comedy, family, and action/adventure DVDs. Cable station favorites include Country Music Channel, ESPN news, The Learning Channel, and the Disney Channel. They listen to country, soft rock, and contemporary hit radio.

more socially interactive type of area. These types of market conditions do not show themselves in a typical statistical analysis but rather in the pattern of national trends toward smaller homes and multi-family housing.

Such social trends have been recognized by the Urban Land Institute – the primary professional organization of developers in the United States. However, because the revitalization of older housing stock has yet to become a major opportunity for new group investment, it is often overlooked as an economic development initiative. At the same time, the burst of the housing “bubble”, and the associated recession that has swept the country, has created a highly negative branding of neighborhood revitalization. Older homes are associated with foreclosures and upside-down mortgages rather than a major opportunity for reinvestment.

In contrast, **there have been several national trends that imply a resurgence in neighborhood improvement.** For example, there have been major changes in homeowner do-it-yourself (DIY) improvements evidenced in the success of retail chains specializing in home improvement as well as the employment of smaller, individual home improvement contractors.

Also the housing statistics that have shown improvements in this part of the economic sector include both the resale of existing homes and newly-constructed homes. Unfortunately, media attention fails to emphasize the dramatic distinction in these two trends from the standpoint of economic development. That is, the significant increase in resold homes represents a positive trend that needs to be emphasized and enhanced in older urban areas like the Thomas Street corridor. Current housing resales in the Thomas Street area are not experiencing a resurgence. Based on our understanding of economic trends, the issue is not “if” this will occur but “when” and at what level of investment.

Consequently, our recommendations are to focus on highly-intense housing clustered along Thomas Street to create a visible, successful image of new housing in concert with revitalized housing.

Trends toward Multifamily and Mixed Use – the Thomas Street “Bookends”

Social trends which bring greater value to traditional urban communities come in waves at different times. Typically mid-size, Midwestern communities experience these waves later than other places. For example, the wave of newer multi-family rentals for millennials really began in the largest urban centers in the United States after the recession. Incrementally it has impacted smaller cities, usually in downtown areas. More recently this trend has reached traditionally residential neighborhoods outside the urban core, especially along commercial corridors with a potential for retail activity that complements housing.

Based on our understanding of Thomas Street and the surrounding urban fabric of Wausau, this trend is likely to impact the east and west ends of the corridor – namely the area just west of the bridge and the area along 17th Avenue. Both east and west “bookends” offer the potential for smaller mixed-use residential and retail nodes. This type of condition can lead to two types of market opportunities: “vertical” mixed use in which apartment units are located above retail space or “horizontal” mixed use in which housing and retail are located in buildings that are next to each other. The former model – housing over retail – is often preferred as a more contemporary image of urban areas. However, the latter pattern – where two uses are simply located on adjacent sites – is often the easier pattern to implement by allowing investors to minimize risks in two different investment products. That is, a one-story retail building may suit the investment profile of one developer and a two or three story apartment structure might represent a less risky alternative

4. Economic Development Plan

for another developer. Both of these models can be implemented in visually attractive buildings and streetscapes.

The Integration of Industry

Historically, Thomas Street epitomized a full mixed-use neighborhood with industrial and manufacturing uses adjacent to residential, commercial and civic buildings. For many decades, especially during the expansion of suburban industrial parks, the standard practice for new industrial facilities involved isolated areas – with heavy buffers – as segregated as possible from residential uses. This trend was not unlike other suburban trends which segregated each type of housing product (estate housing vs. mid-size lots vs. small single-family lots vs. townhouses vs. multifamily apartments). Retail uses were also fully segregated from residential. The suburban model assumed a negative impact to mixing any types of land uses. During the 1980s, these trends began to reverse themselves, especially in urban areas. Residential uses became mixed and located along street edges. Retail uses were and are now considered desirable on the first floor of condominium apartments. The mixed-use neighborhood has made a full-fledged comeback. Over the next two decades, it can be anticipated that the juxtaposition of industrial buildings nearer to neighborhoods will no longer be considered as a highly negative option. There will, however, be many logistical problems to be solved, especially regarding access, safety, visual screening, and the reevaluation of real nuisances from – versus prejudices against – industrial development. Such solutions can be achieved through careful technical planning.

Along Thomas Street, the existing industrial facilities should be preserved and allowed to flourish. It is conceivable that additional industrial uses may also wish to locate in this area in future decades. For now, however, the key is designing a compatible system of access and landscape such that industrial operations can continue smoothly, and residential values are enhanced rather than harmed. In this

way, negative impacts of industry on residential markets can be avoided, and positive impacts of the tax base from industrial buildings can be continued.

Consequently, our recommendations are to maintain and improve the existing industrial facilities, with special attention given to combining the need for security and control with options for attractive landscaping and edge conditions. A series of smaller green spaces can be located and maintained in a cost-effective manner which enhances the value of both industrial and non-industrial sites. Also it will be critical to facilitate truck traffic in a way which keeps the streets safe but does not do so by reducing the quantity and quality of pedestrian and bicycle movement.

REDEVELOPMENT STRATEGIES FOR THE MARKETPLACE

Investor Communication and Engagement

Offering a statistical analysis of markets and economic conditions is rarely, if ever, an appropriate strategy for attracting investment. Most brokers and retail chains conduct their own analyses and are keenly aware of rental and leasing rates in an area. If rents are too high or there is an insufficient traffic flow, then no volume of statistics can change that reality. Similarly, site visibility (for retail) and neighborhood amenities like schools and parks (for residential) are subjective judgments made by investors on site. Moreover, site constraints (like utilities and access) as well as financial incentives (like TIF subsidies) are specific to each property.

What can be effective, however, is well-designed, web-based communications that allow brokers and investors to get relevant information in a timely manner. There are many pitfalls in this process. Local brokers usually offer information only on the sites they represent which can undersell a neighborhood to investors. Similarly, nationwide internet sites which only show assessed values and offer a photograph of a site do not provide

sufficient depth of knowledge. Accordingly, this Master Plan recommends a tailored form of a “community brokerage” website to advertise properties in the Thomas Street area. This could be combined with ongoing City efforts to attract investors.

In addition to employing web-based communication, the City must continue face-to-face contacts with key developers and investors. As part of this process, the Consultant Team talked with representatives of the property development industry.

Conversations with housing developers revealed where the first redevelopment is likely to occur along a reconstructed Thomas Street: the mixed-use or housing development on the north side of Thomas Street adjacent the west river bank. The parcel size allows for a) the building size needed to accommodate unit square footages and b) surface parking. Surface parking is viewed as the preferred option over structured parking due to the rental rates found in the Wausau market. Structured parking would drive the rental rates too high. As such, larger parcels like that shown in the riverfront area along Thomas Street are likely to develop before any infill residential sites throughout the corridor.

Even so, screening is imperative to the success of redevelopment at that location. Developers commented on the monitoring area just to the west, and how it currently serves as a deterrent to new housing development for numerous reasons. Similarly, the vehicular activity and frequency along an expanded Thomas Street would necessitate careful screening and a larger buffer (i.e. distance) between housing development and the curb. Therefore, the City’s creation of a detailed street design and streetscape plan will provide more security for interested housing developers.

These representatives of the property development industry are the key driving force

behind redevelopment, and as such, discussing the Thomas Street Corridor Master Plan with this group is only the start of what should become a longer-term partnership. It will be essential to continue meeting with these individuals, one on one, to find and initiate the first key redevelopment project. This is not a committee task, nor is it one that should be handled through an RFP. The most successful developers and investors typically do not respond to RFPs (in fact, the developers who do respond are often facing financial challenges and need new opportunities). Consequently, the City should pursue the types of investment projects identified in the next section. Ideally, it would be useful for the City to pursue at least one project in each of these categories.

Suitable Investment Products for Investors

Based on the above analysis, several types of reinvestment products are suitable for Thomas Street. These include:

- A new retail building in a cluster or node at the west end along 17th Avenue,
- A Multi-family apartment structure near the river (which could be combined with retail),
- New townhome-style buildings along the street edge in the middle of Thomas Street,
- Remodeled retail buildings containing existing businesses,
- Remodeled residential buildings,
- Redesigned landscaped areas associated with existing properties and/or civic uses.

All of these opportunities are shown in the 72’/94’ ROW alternative as shown in the Urban Design Plan. It must be emphasized that these reinvestment products are not intended to be started simultaneously. Rather, these represent a set of initial targets which can be evaluated on a one-to-one basis with each property owner. In this way, no owners are told that their property must be redeveloped. Rather, it becomes a question of choice, commitment, and incentives.

4. Economic Development Plan

To initiate these investments, we suggest that City representatives meet with property owners and developers to find likely candidates for redevelopment.

To date, GRAEF has conducted several interviews regarding a variety of investment products. The interviews were oriented to obtain up-to-date market information regarding development options. Interviews focused on the different types of markets for retail, residential, office, and industrial uses.

Incentives for Specific Redevelopment Targets

Property development markets, when unregulated, create sporadic opportunities, usually in areas where there are no obstacles to short-term investments. While a positive return on investment (ROI) for a short-term investment is always a good result for the owner, it is not necessarily the best result for a community where long-term issues are often more impactful. Moreover, the reason why a ROI may be higher can often be due to prior issues and problems which stem from disinvestment, environmental degradation, poorly maintained infrastructure, and other social and economic conditions which are not necessarily due to market forces. Typically, in urban areas requiring redevelopment – like the Thomas Street area – incentives for reinvestment are a natural and rational strategy to rebuild an effective real estate market.

In situations like Thomas Street, however, incentives should not be used indiscriminately. They must be targeted to have a positive, strong impact on the neighborhood – not simply an individual owner receiving an incentive. For example, a good target often requires a highly-visible property investment, along a busy arterial, where the visual impact of the investment will be recognized by the community at large. In addition, such investments should be clustered such that their combined impact

becomes even more emblematic of neighborhood revitalization. Figure 53 in the Urban Design Plan shows several such first target opportunities for Thomas Street in each of the categories of products noted previously:

- New retail building
- Multi-family apartment
- New townhouse
- Remodeled retail
- Remodeled residential
- Redesigned landscaped area

In each case, the largest incentives should be given to the first investors. The first investors often face the greatest uncertainty and therefore have the greatest risk of investment failure. They deserve the highest incentives. For example, the first multi-family apartment structure is riskier than the second or third and therefore should be given the larger incentive.

Incentives should not be predetermined by the City, but should be responsive to the specific needs and circumstances of the redevelopment. Incentives might include support for the following:

- Land acquisition and reduced land cost to investor
- Site preparation costs for parking, foundations, landscape
- Financing reductions or obligations
- Direct financial contributions
- Guarantees of rents

Each investor will have a different set of needs and the City should be highly flexible in providing the type of incentive that will work.

At the same time, these types of public/private partnerships need to be undertaken in a way which is fair to the City. Consequently, the City should develop hypothetical pro formas to determine the reasonableness of the risks and rewards for a project. If necessary, confidential discussions

should be undertaken to review the pro forma and determine the reasonableness of the incentive without publicly divulging proprietary business information. Figures 27 and 28 show the results of some hypothetical pro formas prepared for the types of projects envisioned for Thomas Street.

ACQUISITION - BOTH A REDEVELOPMENT AND A REHABILITATION TOOL

The civic engagement section references that the term “acquisition” has different connotations for Common Council members, City staff, and property owners alike. Some have used the word “acquisition” to describe future road width expansion - and thus demolition. Some have used the word “acquisition” to describe future right-of-way expansion - that is, possible demolition of existing buildings, but for sidewalks, terraces, etc. **Some have employed the word “acquisition” in the same way as this Master Plan: the purchase of property by the City for numerous avenues, which include rehabilitation of an existing building to spur an increase in value.**

The 2004 Thomas Street Corridor Study examined six different design alternatives, mostly from the perspectives of traffic flow and safety. These design alternatives were assigned preliminary cost estimates and acquisition numbers. Figure 31 offers this information and combines it with 1) 2011 TID Plan Amendment #2 expenditure estimates, and 2) preliminary cost opinions for this Master Plan, based on the 72’/94’ ROW Option as outlined in the Urban Design Plan. Additionally, estimated acquisition statistics are provided in Figure 29 for the following:

- The “72’/94’ ROW Option” as outlined in this Master Plan,
- The “94’/94’ ROW Option” as outlined in this Master Plan,
- The “110’ ROW Design” created in 2007, which the Common Council approved as the road

alignment in 2008.

Verbally describing both necessitated and optional acquisitions for the two design alternatives in this Master Plan clearly falls short of illustrating the countless pursuits of both the City and property owners. **To facilitate an informed dialogue on what Thomas Street would look like after buildings are demolished and each roadway alternative is constructed (and redevelopment has NOT YET occurred), the Consultant Team created Figure 30 - Acquisition Considerations for the Thomas Street corridor.** The diagram offers considerations for aforementioned 3 scenarios. For each scenario, the diagram outlines where:

- Full acquisition (with existing buildings) would be needed for right-of-way expansion,
- Full acquisition (with no existing buildings) would be needed for right-of-way expansion,
- Partial acquisition would be needed for right-of-way expansion,
- Full acquisition may be considered to accommodate the highest and best use of future land development.

This diagram is intended to be a primary conversation piece in determining what kind of road design and right-of-way width to pursue. As such, several pages follow with exploded views of the diagram.

The analyses in this Economic Development Plan inform the Urban Design Plan, which depicts conceptual land uses and building orientations based on the Economic Development Plan and the Traffic Analysis and Alternatives. These conceptual land uses and building orientations are primarily designed around the 72’/94’ ROW Option. The Urban Design Plan verbally describes alternative land use and building orientation options which would accommodate alternative market scenarios and a modified right-of-way.

4. Economic Development Plan

72' / 94' ROW Option				
	GSF	Land use	Est Tax base per	
Subarea A				\$1,965,000
	3,000	Ret	\$75	\$225,000
	16,500	Ret	\$75	\$1,237,500
	6,700	Ret	\$75	\$502,500
Subarea B				\$2,010,000
	3,600	Ret	\$75	\$270,000
	2,000	Hsg	\$125	\$250,000
	1,240	Hsg	\$125	\$155,000
	1,240	Hsg	\$125	\$155,000
	1,240	Hsg	\$125	\$155,000
	1,240	Hsg	\$125	\$155,000
	2,000	Hsg	\$125	\$250,000
	1,240	Hsg	\$125	\$155,000
	1,240	Hsg	\$125	\$155,000
	1,240	Hsg	\$125	\$155,000
	1,240	Hsg	\$125	\$155,000
Subarea C				\$4,550,000
	1,240	Hsg	\$125	\$155,000
	2,000	Hsg	\$125	\$250,000
	2,000	Hsg	\$125	\$250,000
	1,240	Hsg	\$125	\$155,000
	1,240	Hsg	\$125	\$155,000
	2,000	Hsg	\$125	\$250,000
	1,240	Hsg	\$125	\$155,000
	2,000	Hsg	\$125	\$250,000
	2,000	Hsg	\$125	\$250,000
	1,240	Hsg	\$125	\$155,000
	2,000	Hsg	\$125	\$250,000
	1,240	Hsg	\$125	\$155,000
	1,240	Hsg	\$125	\$155,000
	2,000	Hsg	\$125	\$250,000
	2,000	Hsg	\$125	\$250,000
	1,240	Hsg	\$125	\$155,000
	2,000	Hsg	\$125	\$250,000
	1,240	Hsg	\$125	\$155,000
Subarea D				\$2,770,000
	1,240	Hsg	\$125	\$155,000
	2,000	Hsg	\$125	\$250,000
	2,000	Hsg	\$125	\$250,000
	4,900	Ret	\$75	\$367,500
	1,800	Ret	\$75	\$135,000
				\$0
	6,000	Ret	\$75	\$450,000
	6,000	Hsg	\$125	\$750,000
				\$0
	5,500	Ret	\$75	\$412,500
				\$0
Subarea F				\$13,493,125
	4,875	Ret	\$75	\$365,625
	9,600	Ret	\$75	\$720,000
	9,600	Hsg	\$125	\$1,200,000
	9,600	Ret	\$75	\$720,000
	9,600	Hsg	\$125	\$1,200,000
	5,000	Ret	\$75	\$375,000
	20,000	Hsg	\$125	\$2,500,000
	43,500	Hsg	\$125	\$5,437,500
	13,000	Ret	\$75	\$975,000
Total: All Subareas (15 year build out)				\$24,788,125
Preliminary opinion: 5 year build out at 33%				\$8,180,081
Preliminary opinion: acquisition & relocation costs				\$8,000,000
Preliminary opinion: net gain/loss for tax base				\$180,081

This table is a highly focused statement comparing only the acquisition costs to the potential build out value. Following the selection of a design, a full cost-benefit analysis should be conducted which includes: the cost of street reconstruction (including streetscape), a long term annual analysis showing incremental build outs over 20 years, and the potential for reimbursement from the current, and/or possibly expanded, TID area for the redevelopment.

Figure 27. Hypothetical Pro Forma for the 72' / 94' ROW Option.

4. Economic Development Plan

ESTIMATED ACQUISITION STATISTICS			
	72'/94' ROW ALTERNATIVE	94'/94' ROW ALTERNATIVE	110' ROW ALTERNATIVE (2007 Design Plan)
Right-of-way	72' (94' east of 1st Ave)	94'	110'
Full Property Acquisitions Required (Properties have an existing building)	37*	44*	47*
Full Property Acquisitions Required (Properties do not have an existing building)	20**	20**	20**
Partial Acquisition Required (Existing building on property to remain)	11	9	9
Recommended Acquisitions	18***	18***	18***

*Includes 1 City-Owned Property
 **Includes 16 City-Owned Properties
 ***Includes 5 City-Owned & 1 County-Owned Properties

Figure 29. Estimated Acquisition Statistics.

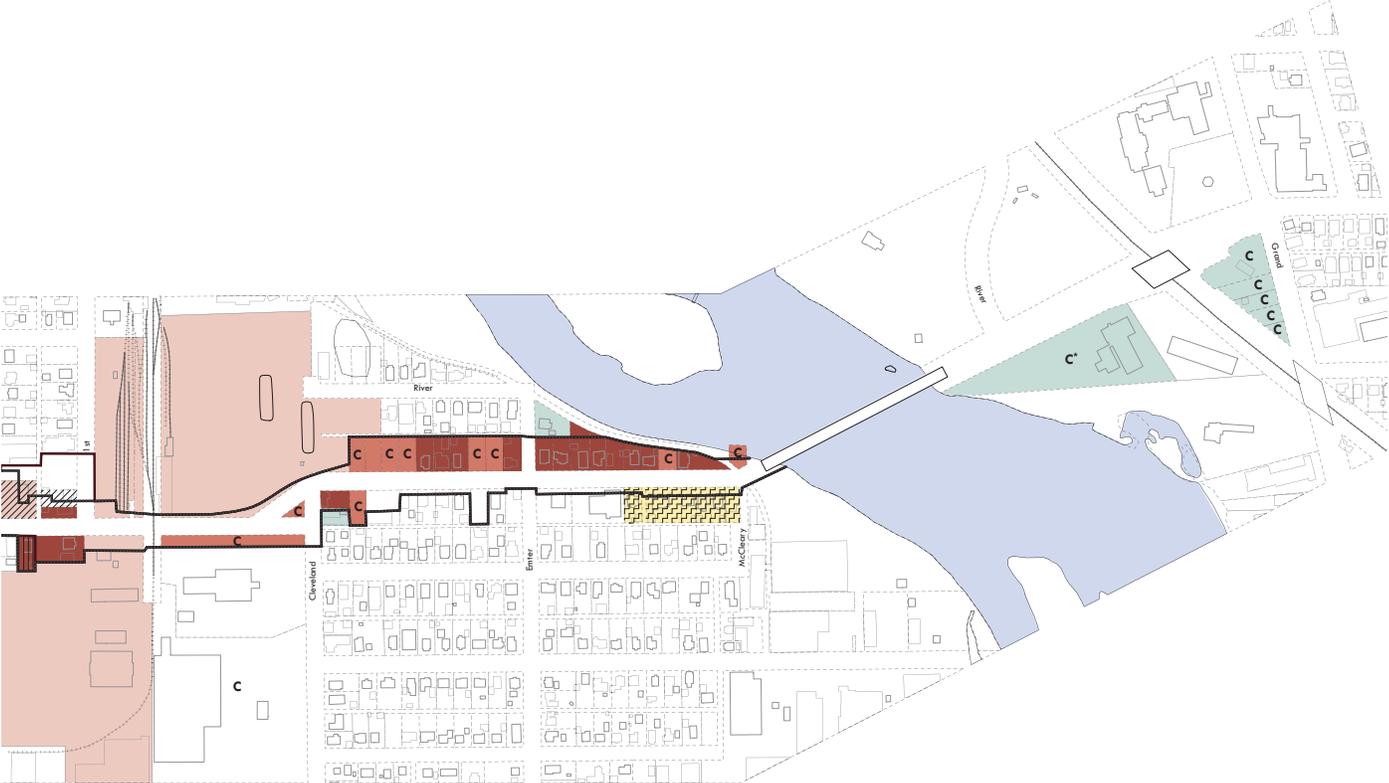


Figure 30. Acquisition Considerations for the Thomas Street Corridor.

Plan Document	Properties to Acquire	Estimated ROW Acquisition Cost
2004 Thomas Street Corridor Study (Alternative 4 - 4-Lane Urban Street)	45	\$2,800,000
2011 TID Plan (based on 110' ROW from 2007 design plan)	58	\$9,300,000
2014 Thomas Street Master Plan (based on 72' ROW preliminary cost opinions)	57*	\$8,000,000

* Number indicates full property acquisitions of both properties with and without improvements on site. Partial acquisitions and recommended acquisitions are not included in this number.

Figure 31. Estimated ROW Acquisition Costs by Plan.



4. Economic Development Plan

LEGEND

FOR ALL ALTERNATIVES (unless otherwise identified)

- FULL PROPERTY ACQUISITION NEEDED
(Existing building on Property)
- FULL PROPERTY ACQUISITION NEEDED
(No Existing building on Property)
- PARTIAL PROPERTY ACQUISITION NEEDED
(Existing building on property could remain)
- PROPERTY ACQUISITION FOR LAND DEVELOPMENT RECOMMENDED
(Properties do not fall within proposed right-of-way)

FOR ALTERNATIVES IDENTIFIED BELOW

- NO PROPERTY ACQUISITION FOR PROPOSED 94'/94' STREET RIGHT-OF-WAY OPTION NEEDED
- FULL PROPERTY ACQUISITION FOR PROPOSED 94'/94' STREET RIGHT-OF-WAY OPTION NEEDED
(Existing building on Property)
- NO PROPERTY ACQUISITION FOR 110' STREET RIGHT-OF-WAY OPTION NEEDED
- FULL PROPERTY ACQUISITION FOR 110' STREET RIGHT-OF-WAY OPTION NEEDED
(Existing building on Property)
- PARTIAL ACQUISITION FOR 110' STREET RIGHT-OF-WAY OPTION NEEDED



C PROPERTY OWNED BY CITY OF WAUSAU

C* PROPERTY OWNED BY MARATHON COUNTY

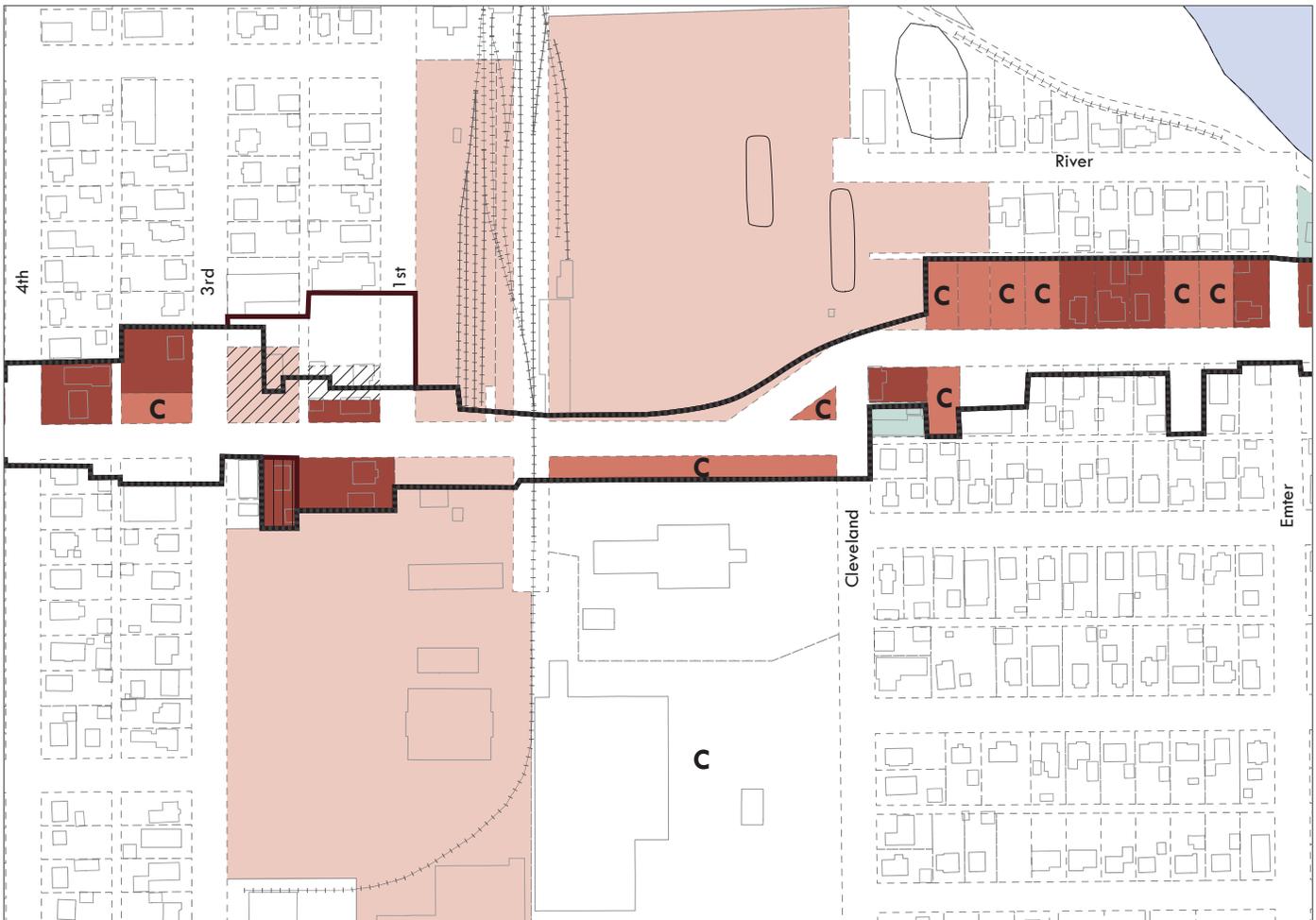
— REMAINING BUILDING EDGE LINE AFTER NEEDED ACQUISITION OF EXISTING BUILDINGS
(72'/94' right-of-way alternative)

..... REMAINING BUILDING EDGE LINE AFTER NEEDED ACQUISITION OF EXISTING BUILDINGS
(94'/94' right-of-way alternative)

— REMAINING BUILDING EDGE LINE AFTER NEEDED ACQUISITION OF EXISTING BUILDINGS
(110' right-of-way alternative (2007 design plan))



4. Economic Development Plan





5. Traffic Analysis and Alternatives

TRAFFIC ANALYSIS & ALTERNATIVES

Traffic Forecasts

As mentioned previously, Thomas Street is a major east/west arterial as it provides one of three crossings over the Wisconsin River to Wausau's downtown area. Traffic volumes along Thomas Street have fluctuated over the past decade due to construction projects on nearby roadways including USH 51 (Figure 32) and the McCleary Bridge as well as the redecking of the Thomas Street Bridge in 2006. The Wisconsin Department of Transportation's (WisDOT's) Year 2012 daily traffic volumes along Thomas Street ranged from 10,100 vehicles per day (vpd) west of 3rd Avenue to 16,750 vpd west of Grand Avenue. Figure 36 shows the Year 2012 traffic volumes and Year 2037 traffic forecast for the Thomas Street corridor. The WisDOT's Year 2037 traffic forecasts range from 10,900 vpd west of 3rd Avenue to 18,000 vpd west of Grand Avenue. It should be noted that the **WisDOT traffic forecasts are based on annual growth rates in the range of approximately 0.3 to 0.5%. The Consultant Team developed traffic forecasts based on 0.75% and 1% annual growth rates for the purpose of sensitivity analysis** (e.g. increased traffic due to new retail, an improved roadway, etc.). For general reference, citywide population estimates are shown in Figure 33.

The WisDOT traffic forecasts were based on Marathon County's Travel Demand Model for the Wausau metropolitan area. Travel demand models are used to forecast future traffic volumes, travel times and congestion levels on the roadway system. Socioeconomic data projections including population, housing units and employment for various sectors are used to develop the traffic data for the model. The trips are assigned to the roadways based on the origin-destination methodology. One of the benefits of using a travel demand model is the iterative traffic assignment process that optimizes travel times for the roadway system. When the traffic volumes on a specific

route begin to exceed capacity, the model reassigns trips to an alternate route.

Preliminary Year 2037 Traffic Analysis

The "existing geometric" of Thomas Street - the existing roadway - offers acceptable carrying capacity, even when applying 0.75% and 1.0% annual growth rates to the corridor (Figure 35). All movements at study area intersections are expected to operate at acceptable levels as indicated in the Level of Service (LOS) designations. These designations are further described in the next paragraph.

Figure 37 shows the Year 2037 traffic analysis, for study area intersections, based on a 0.75% annual growth rate for two types of alternatives:

- a "72'-94' ROW Alternative," which applies to both the 72'/94' ROW street concept and the 94'/94' ROW street concept (both described later in this section),
- a "94'-94' ROW Alternative," referencing a full 4 lanes from 17th Avenue to Grand Avenue, which is **not** conceptualized in this Master Plan. This analysis is provided in the event the City wishes to pursue a street concept which would expand to 4 lanes later in time.

The study area intersections - 1st Avenue, 3rd Avenue, 11th Avenue, and 17th Avenue - are key intersections for the Thomas Street corridor. As such, it is assumed that traffic flow accommodated at these intersections will be accommodated throughout the corridor.

The study area intersections were analyzed using procedures set forth in the 2010 Highway Capacity Manual (HCM). Level of Service (LOS) is a quantitative measure that refers to the overall quality of flow at an intersection ranging from very good (LOS A) to very poor (LOS F). **The misconception with this grading system – due to its correlation with a standard**

CITY OF WAUSAU POPULATION ESTIMATES AND PROJECTIONS, 2005-2030

Year	#	% Change
2000	38,426	-
2005	39,386	2.5%
2010	40,411	2.6%
2015	41,750	3.2%
2020	43,103	3.2%
2025	44,338	2.9%
2030	45,372	2.3%
Diff.	6,946	18.1%

Census
 Estimate
 Projection

Figure 33. Source: Wisconsin Department of Administration.

educational grading system – is that LOS C or lower would indicate that an intersection or road segment is subpar. However, LOS A and LOS B can sometimes indicate that the intersection or road segment is “overdesigned” – that is, the capital and/or operating costs far exceed the value of the corridor and/or the number of travelers it accommodates. As such, Level of Service (LOS) D is generally used for analysis and design to define acceptable peak hour operating conditions.

Figure 37 thus indicates that the two street concepts introduced later in this section - the 72’/94’ ROW concept and the 94’/94’ ROW concept - could exceptionally accommodate traffic flow during peak travel times. Only one study area

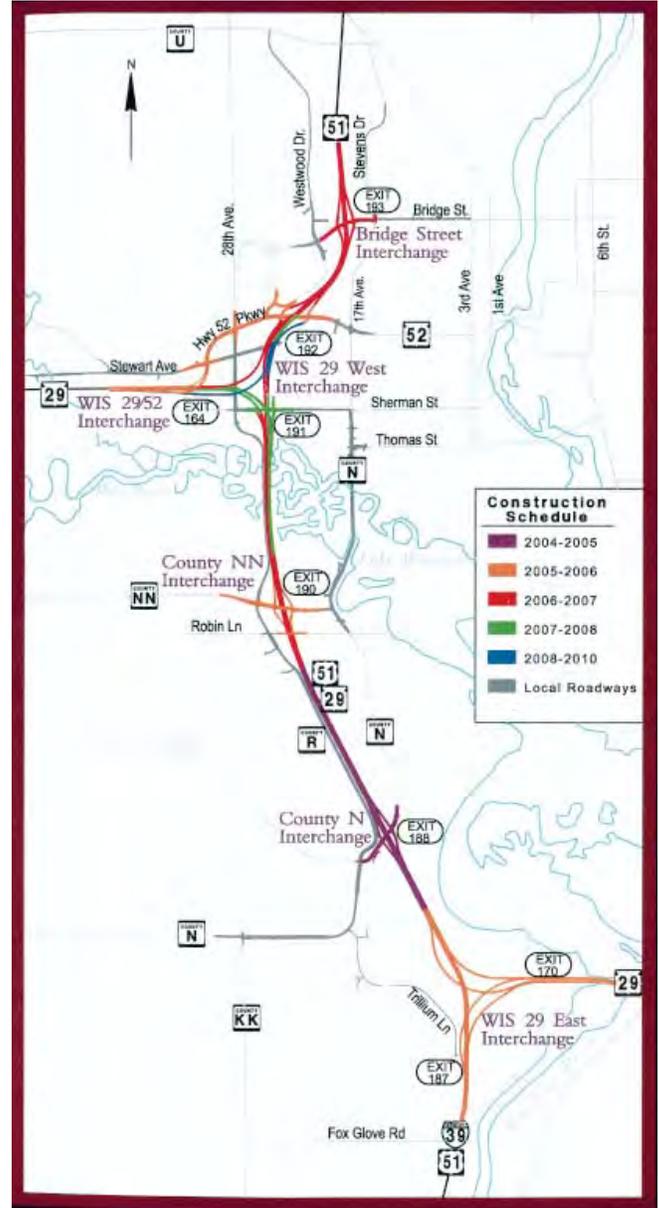


Figure 32. Construction Schedule for USH 51.

intersection indicates a LOS D (acceptable); the remaining LOS designations are higher at A through C. With both street concepts accommodating this traffic at such key intersections, it can be deduced that the Master Plan street concepts will acceptably accommodate current and future traffic demands in the Thomas Street corridor.

5. Traffic Analysis and Alternatives

Intersection Level of Service (LOS) Designations

Level of Service (LOS)	Stop Control	Traffic Signals
	Average Delay per Vehicle (sec/veh)	Average Delay per Vehicle (sec/veh)
A	<10.0	<10.0
B	10.1 – 15.0	10.1 – 20.0
C	15.1 – 25.0	20.1 – 35.0
D	25.1 – 35.0	35.1 – 55.0
E	35.1 – 50.0	55.1 – 80.0
F	>50.0	>80.0

Figure 34. Intersection Level of Service (LOS) Designations.

Preliminary Design Year (Year 2037) Traffic Peak Hour Traffic Operations

Existing Geometrics (Existing Roadway)

Intersection	Traffic Control	Forecasts/ Annual Growth Rates	Level of Service per Movement by Approach											
			Eastbound			Westbound			Northbound			Southbound		
			LT	TH	RT	LT	TH	RT	LT	TH	RT	LT	TH	RT
Thomas Street & 17 th Avenue	Traffic Signal	WisDOT	B	B	B	C	C	C	B	B	B	B	A	A
		0.75%	B	B	B	C	C	C	B	B	B	B	A	A
		1.0%	B	B	B	C	C	C	B	B	B	B	A	A
Thomas Street & 11 th Avenue	Traffic Signal	WisDOT	A	A	A	B	B	B	B	B	B	B	B	B
		0.75%	B	B	B	B	B	B	B	B	B	B	B	B
		1.0%	B	B	B	B	B	B	B	B	B	B	B	B
Thomas Street & 3 rd Avenue	Traffic Signal	WisDOT	-	C	C	B	C	-	B	B	B	C	B	B
		0.75%	-	C	C	B	C	-	B	B	B	C	B	B
		1.0%	-	C	C	B	C	-	B	B	B	D	B	B
Thomas Street & 1 st Avenue	Stop Control	WisDOT	B	A	-	-	A	A	-	-	-	-	-	-
		0.75%	B	A	-	-	A	A	-	-	-	-	-	-
		1.0%	B	A	-	-	A	A	-	-	-	-	-	-

Note: (-) indicates a movement that is not possible.

Figure 35. Preliminary Design Year (Year 2037) Traffic Peak Hour Traffic Operations with Existing Geometrics.



- 2012 Daily Traffic Volume

- WisDOT 2037 Forecast

- 2037 Forecast Based on 0.75% annual growth

- 2037 Forecast Based on 1.00% annual growth

*Year 2010 Daily Traffic Volume

Thomas Street Corridor Daily Traffic Forecasts



GR̄EF

December 19, 2013

Figure 36. Daily Traffic Forecasts.

5. Traffic Analysis and Alternatives

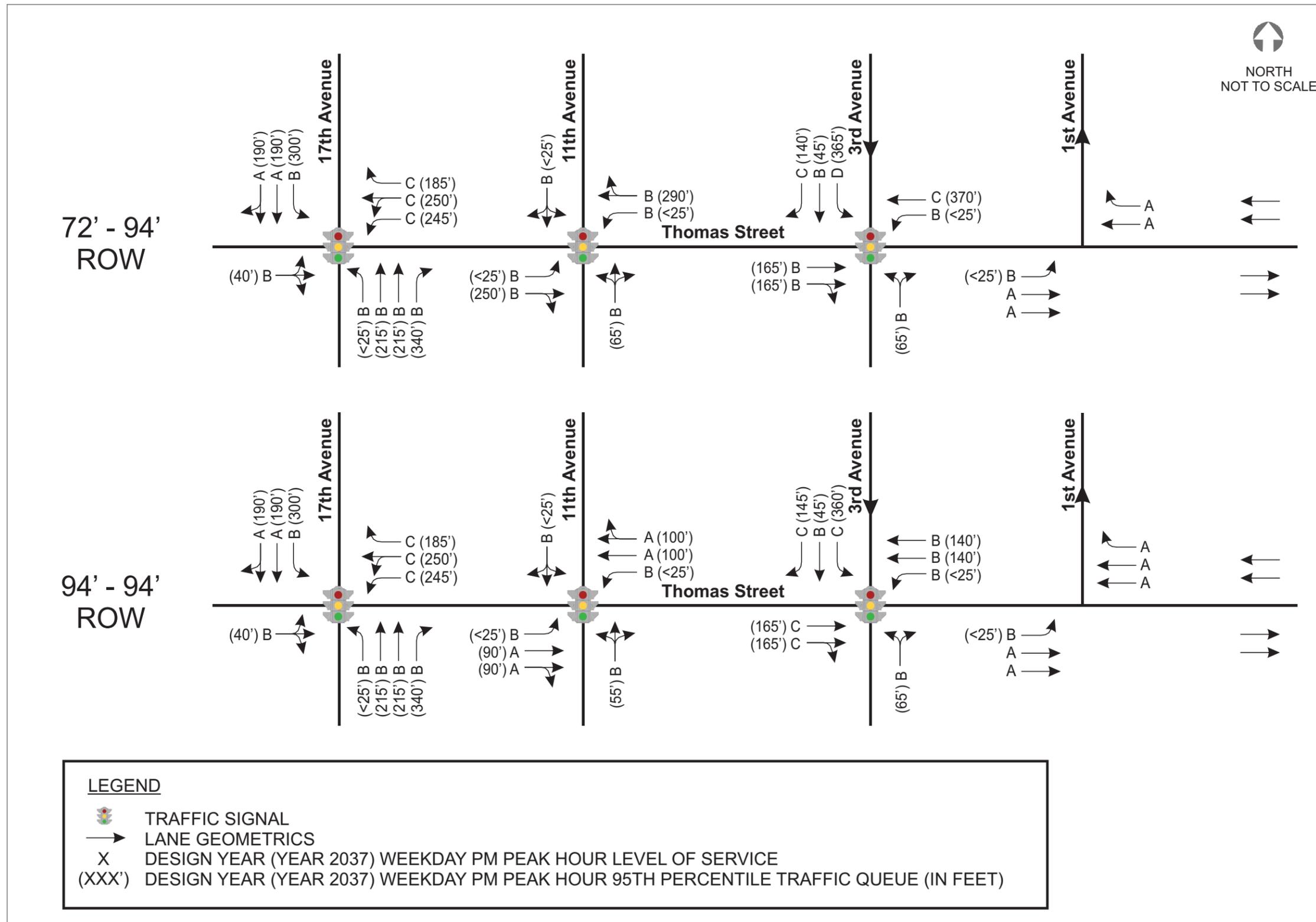


Figure 37. Preliminary (Year 2037) Traffic Operations for the Thomas Street Corridor Study Area Intersections.

TRAFFIC CIRCULATION DIAGRAMS

In order to provide a general understanding of circulation in and around Thomas Street, several diagrams ensue which outline:

- Functional Classification of Streets & Highways (*Thomas Street is a Principal Arterial*)
- Metro Ride Bus Routes (*Thomas Street is a designated bus route*)
- Truck Routes
- Wausau Area Bike Map
- Marathon County Bicycle Route System Map

Historically, the concept of pedestrian mapping is omitted from traffic and transportation analyses, and as such, often receives little attention. This historic ignorance has spurred less support for the pedestrian in design and construction processes which, in turn, leaves a pedestrian searching for other travel options when possible. This cycle must change, and it must begin with increasing general awareness of pedestrian needs.

The overall circulation system of Thomas Street must be designed to maximize pedestrian movement throughout the corridor. Strong pedestrian circulation patterns are vital to the success of Thomas Street. Pedestrian movement patterns need to be planned thoughtfully, designed efficiently, and be made safe and desirable to use. Pedestrian paths also work in tandem with linear stormwater Best Management Practice (BMP) elements such as swales. The pedestrian circulation system should include:

- Pedestrian-friendly design concepts
- Creation and linkage of key pedestrian destinations
- Prioritization of “everyday” walkability for shoppers, residents, visitors, and employees
- Traffic calming at key intersections to give pedestrians both perceived and actual safety
- Avoidance of major pedestrian “gaps” (areas in excess of 60’ in which there no significant

positive pedestrian experiences or activities.

- Parking areas should be designed to have the least visual impact on pedestrian views and movement.

Figure 38 shows key elements that create a high pedestrian “Level of Service.” These elements are incorporated into the Urban Design Plan and, ultimately, the two conceptual alternatives described in the next section.

Anecdotally, the community referenced that the traffic becomes heavier between 4:30pm and 5:30pm on weekdays. To review this observed trend, the Consultant Team captured images of Google’s Traffic function on several weekdays between 4:30pm and 6:00pm. Two of these images are shown in Figure 45. With green indicating a smooth flow, yellow indicating slower traffic, and red indicated stopped or stop-and-go traffic, these images demonstrate that Thomas Street is not ranked by Google Traffic as a predominantly “stop-and-go” corridor during periods of higher traffic.

PEDESTRIAN LEVEL OF SERVICE	
Walkability	
	Pedestrian priority, protection, ease of crossing
	Two-way pedestrian movement
	Parallel lanes for activity (curb, circulation, building use)
	Microclimate modifiers
Street Definition	
	Strong corners
	Continuity (no gaps exceeding 80', no more than 1 gap per block)
	Layered edges -ground level and upper levels
Visual harmony and diversity	
	Multiple lots, lot widths, clear building "grain"
	Changes in texture, color, light and shade
	Moderated continuity - height, proportion, datum, style
Visual depth - interior/exterior linkage	
	Frequent entries
	First level, upper levels, inside/outside
Maintenance	
	Comprehensive, daily, seasonal, private/public
Quality	
	Detail, materiality, authenticity, installation

Figure 38. Key Elements to Providing a High Pedestrian Level of Service.

5. Traffic Analysis and Alternatives

STREET DESIGN OPTIONS

Two street design concepts have been created as part of this Master Plan. Both options are named according to the width of the new right-of-way (ROW) distance for Thomas Street. The options propose a wider ROW than the existing 60' ROW in order to accommodate an appropriate traffic and pedestrian level of service for the corridor, redevelopment opportunities, and longstanding issues regarding property acquisition. Based on the review of previous plans and the most current traffic analysis, **both options show a similar 2-lane configuration west of 3rd Avenue and 4-lane configuration east of 1st Avenue. Accommodations for trucks, cars, bus, bicycles and pedestrians are included in both options.** A reduction in ROW width, at specific segments of the corridor, appears in both the recommended and contingency concepts in order to provide the greatest amount of land for redevelopment opportunities.

For the purpose of this plan, all portions of Thomas Street east of McCleary Street are shown as they exist today. Redesign of the George E. Stevens Memorial Bridge may be desired or needed in the future, and as such, widening potential has been indicated in some diagrams. Each ROW option would not require a major redesign should the City decide to widen the bridge in the future.

The two street concepts are conceptual in nature, and will require a full design after approval of one of the concepts mentioned in this Master Plan. Details such as pavement materials, exact roadway element dimensions and accurate turning movements are not part of this Master Plan. The final ROW and associated acquisitions will be confirmed after the final roadway design is complete.

72'/94' ROW Option

The 72'/94' ROW option (Figure 46) contains a constant 72' ROW between 15th Avenue and

Roadway Design Elements Comparison

	72'/94' ROW Alternative (Recommended)	94'/94' ROW Alternative (Contingency)	110' ROW Alternative (2007 Design Plan)
Right-of-Way	72' (94' east of 1st Ave)	94'	110'
Number of Lanes	2 (4 lanes east of 1st Ave)	2 (4 lanes east of 1st Ave)	4
Lane Width (Driving)	11'	11'	12'
Lane Width (Turning)	10'	10'	12'
Median Width	18'	18'	24'
Bike Lane Width	6'	6'	4' (bike accommodations)
Terrace Width	5'	15'	10'
Sidewalk Width	5'	6'	5'

NOTE: Curb and gutter adjacent median is part of median width. Curb and gutter adjacent bike lane is part of bike lane width. Exact dimensioning of roadway elements will be confirmed during final design.

Figure 39. Roadway Design Elements Comparison.

4th Avenue, and a 94' ROW between 3rd Avenue and McCleary Street. The 72'/94' ROW option contains a 2-lane street configuration with a central median from 17th Avenue to 3rd Avenue and a 4-lane configuration with a central median from 1st Avenue to the Wisconsin River.

The typical street cross section for the 72'/94' ROW option includes (widths) 5' sidewalks, 5' terrace spaces, 6' bike lanes, and 11' driving lanes. Median widths range between 8' minimum and 18' maximum. At every other intersection, 10' wide left turn lanes are provided. Crosswalks are provided at every intersection. Left turn lanes are placed at every other intersection to allow for wider medians and reduce the amount of traffic conflicts caused by turning movements. Vehicles are still able to travel N-S across Thomas Street at every intersection. The central median, as well as some of the terraces on each side of Thomas, include proposed landscape and streetscape treatments. The streetscape elements shown in this option assist in creating a welcoming character to the Thomas Street corridor (see Urban Design section for further details). It is important to note that the trees shown within this option are not meant to align with existing tree cover which, in many cases, should be preserved if feasible during construction.

The layout of this option shifts from north to south at different points along the corridor in an effort to match previously completed plans as well as retain "landmark" properties along the corridor. The intersections of 15th Avenue and Cleveland Avenue have been realigned to connect to Thomas Street using a more ideal traffic configuration. South of Thomas Street, 16th Avenue has been removed to increase redevelopable land area. It should be noted that the 72'/94' ROW option, as conceptually shown, would not allow for a lane expansion in both directions.

94'/94' ROW Option

The 94'/94' ROW option (Figure 47) contains a

94' ROW from 15th Avenue to McCleary Street. Similar to the 72'/94' ROW option, the 94'/94' ROW option contains a 2-lane street configuration with central median from 17th Avenue to 3rd Avenue and a 4-lane configuration with central median from 1st Avenue to the Wisconsin River.

East of 3rd Avenue, the two options are identical. To the west, the key difference in this 94'/94' option compared to the 72'/94' ROW option is the inclusion of a wider terrace space (15'). This wider terrace space gives the potential for future lane expansion in both directions should it be desired. The typical street cross section for the 94'/94' ROW option includes (widths) 6' sidewalks, 15' terrace spaces, 6' bike lanes, and 11' driving lanes. Median widths range between 8' minimum and 18' maximum. Here too, 10' wide left turn lanes are provided at every other intersection along the corridor. Crosswalks are provided at every intersection. Left turn lanes are placed at every other intersection to allow for wider medians and reduce the amount of traffic conflicts caused by turning movements. Vehicles are still able to travel N-S across Thomas Street at every intersection.

As with the previous option, landscape and streetscape elements assist in creating a welcoming character to the Thomas Street corridor (see Urban Design section for further details). Here too, the trees shown within this option are not meant to align with existing tree cover.

The layout of this option shifts from north to south at different points along the corridor in an effort to match previously completed plans as well as retain "landmark" properties along the corridor. As a result of the wider ROW compared to the 72' ROW, a higher number of properties would need to be acquired and a different potential for redevelopment would take place. In this option, the intersections of 15th Avenue and Cleveland Avenue have been realigned to connect to the Thomas Street using the most ideal configuration.

5. Traffic Analysis and Alternatives

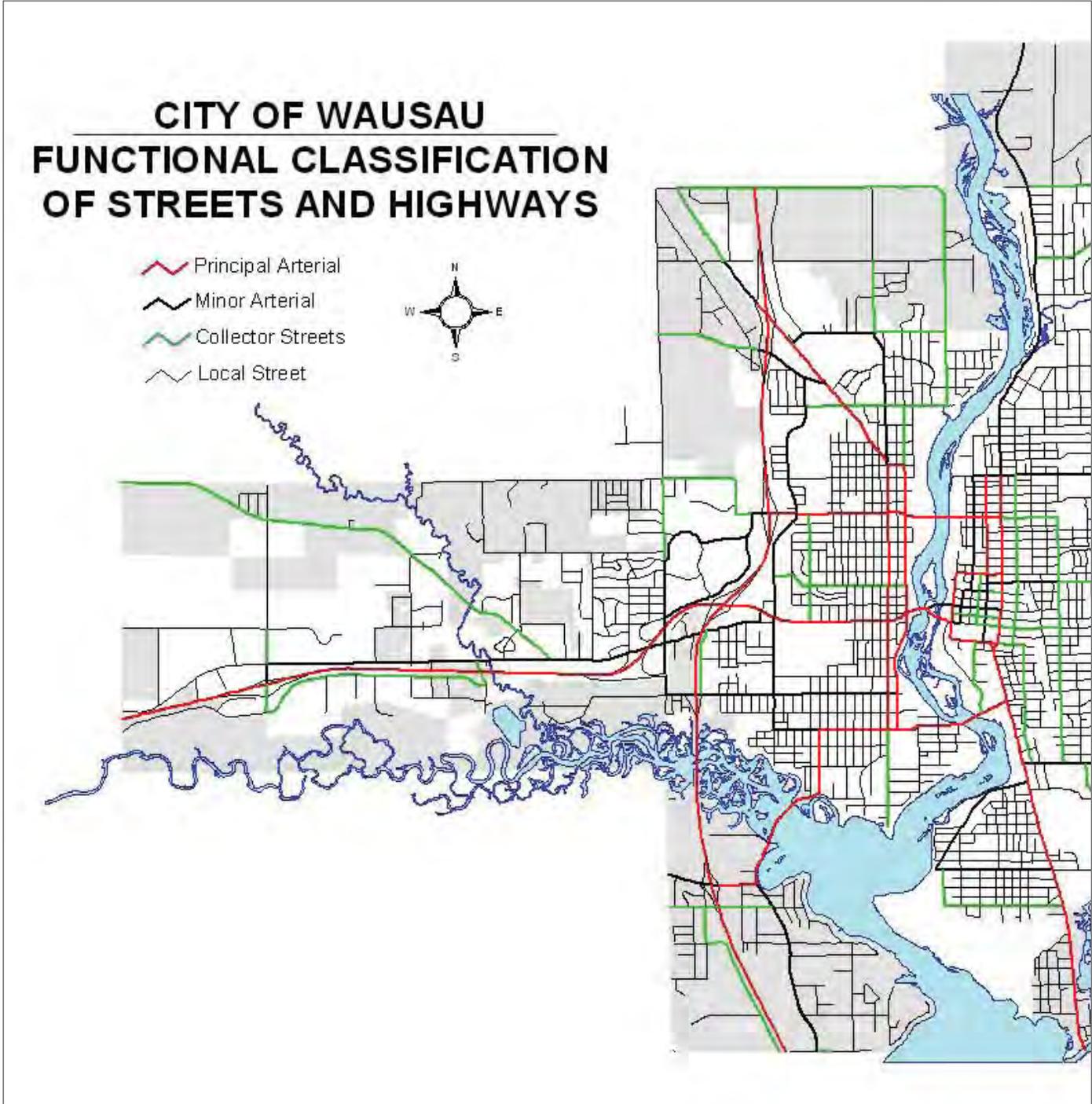


Figure 40. Functional Classification of Streets and Highways. Source: City of Wausau.

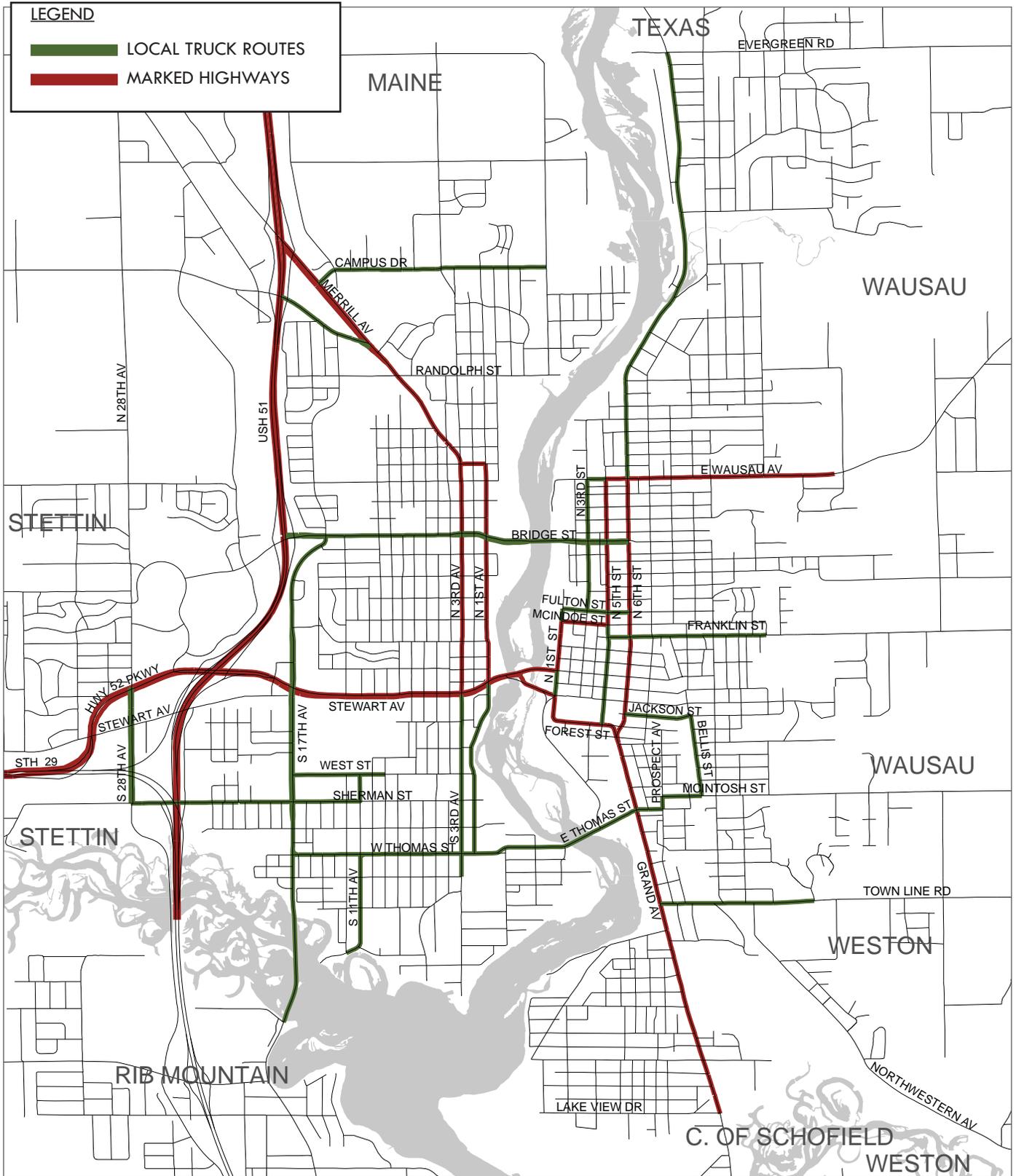


Figure 41. Trucking Routes. Source: City of Wausau March 10, 2009.

5. Traffic Analysis and Alternatives

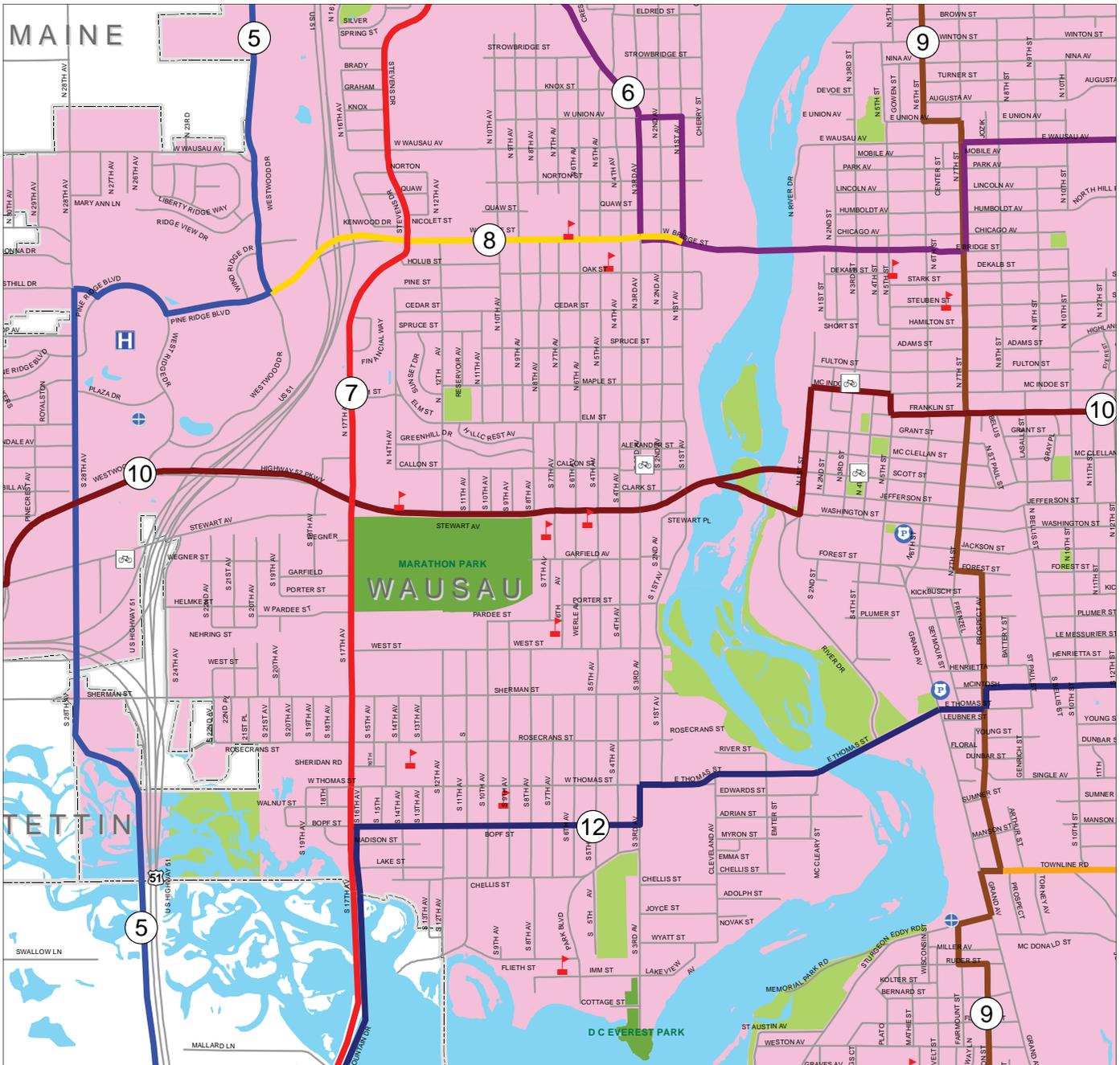


Figure 44. Marathon County Bicycle Route System Map.



Figure 45. Screen shots taken at peak travel time (4:30pm) using Google Traffic.

5. Traffic Analysis and Alternatives

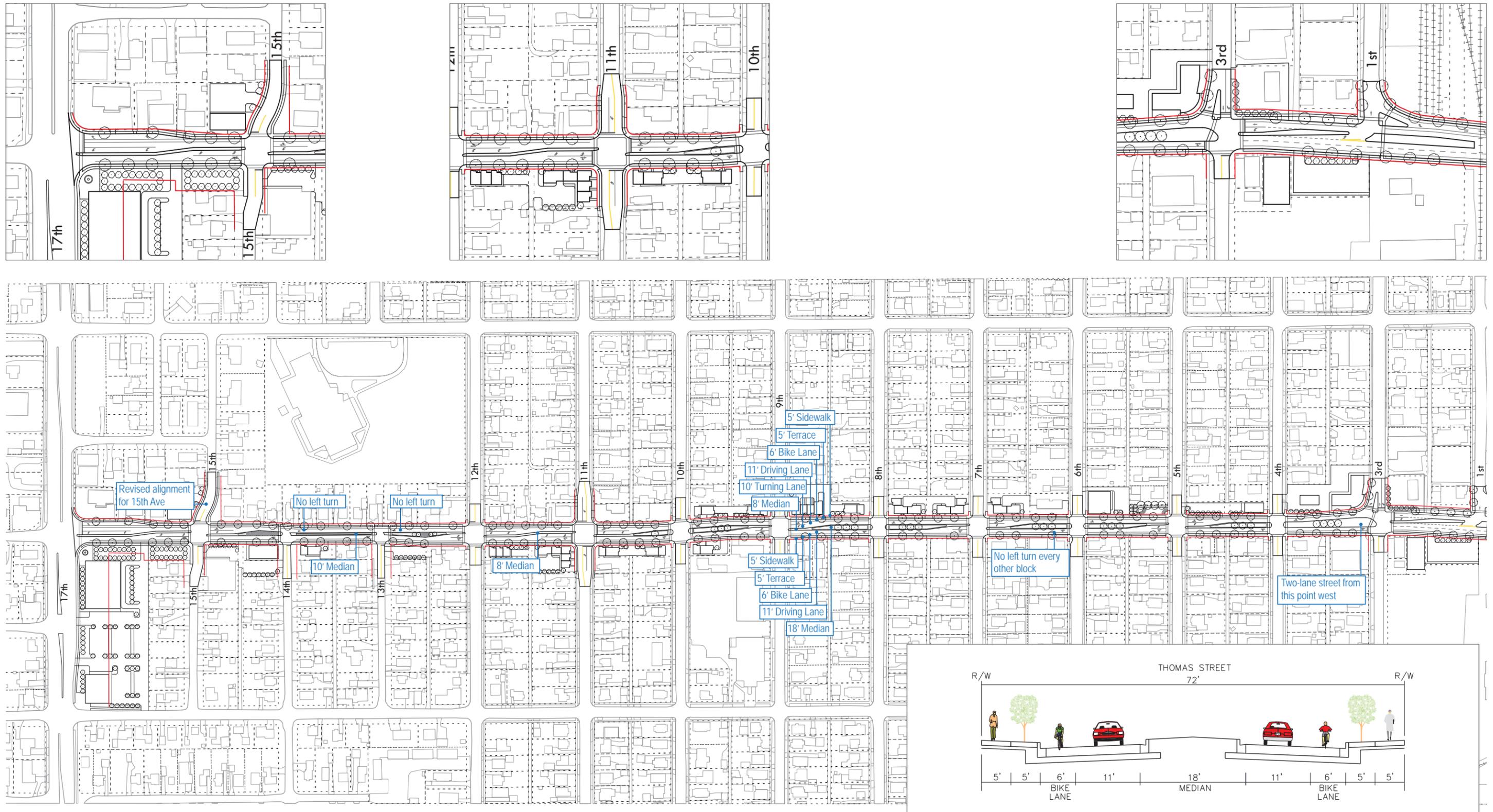
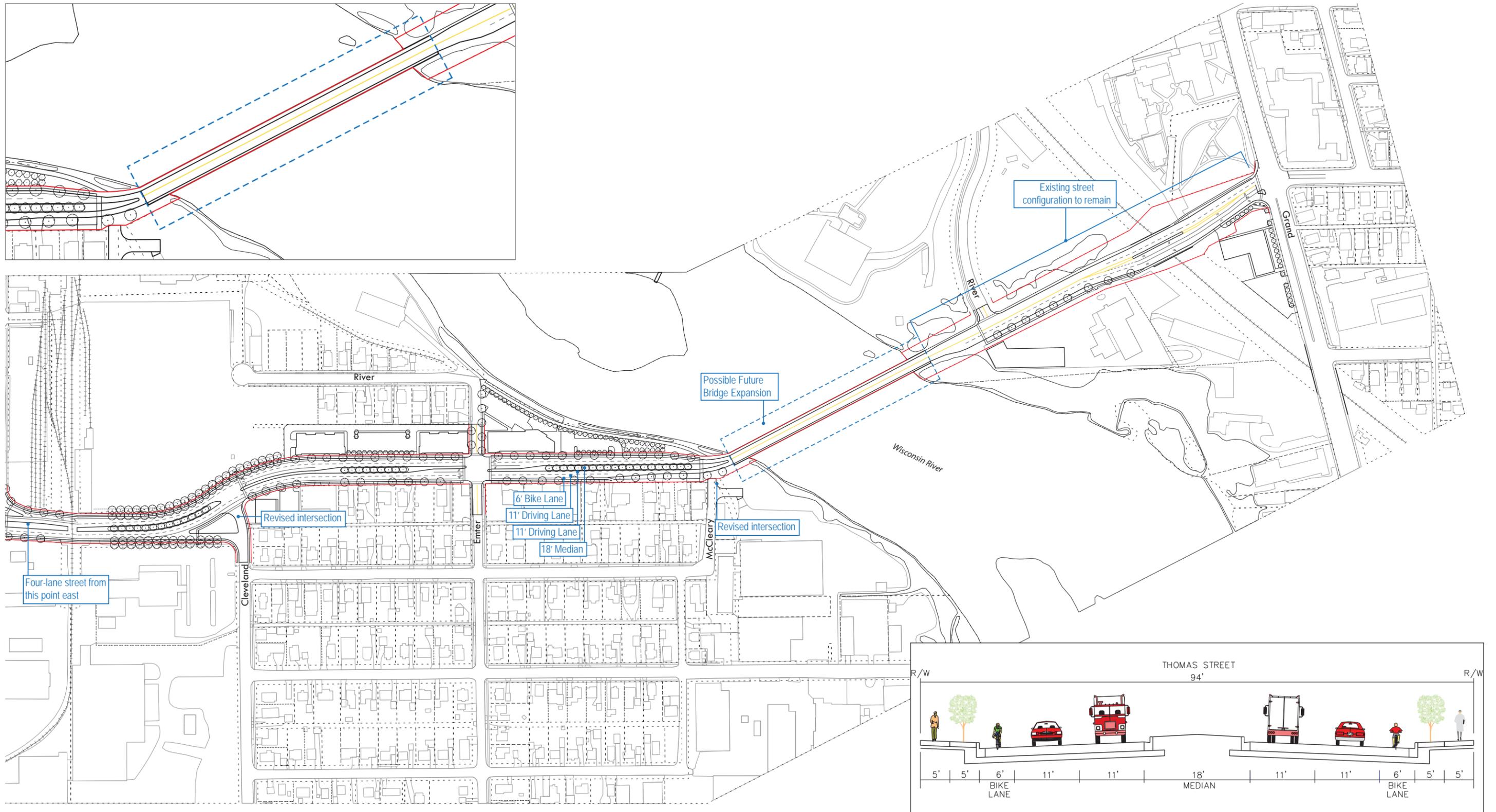


Figure 46. 72'194' ROW Option



5. Traffic Analysis and Alternatives

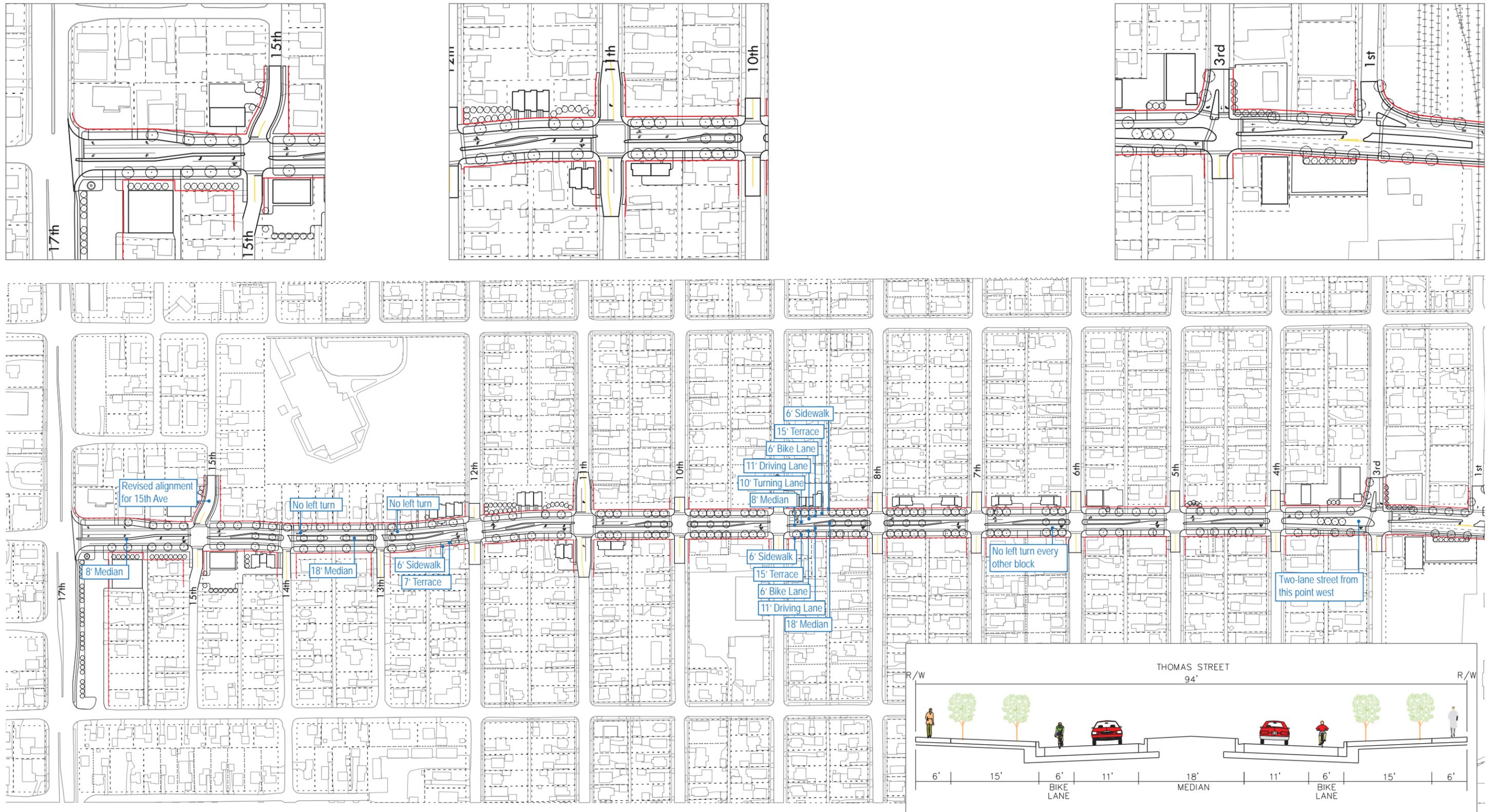
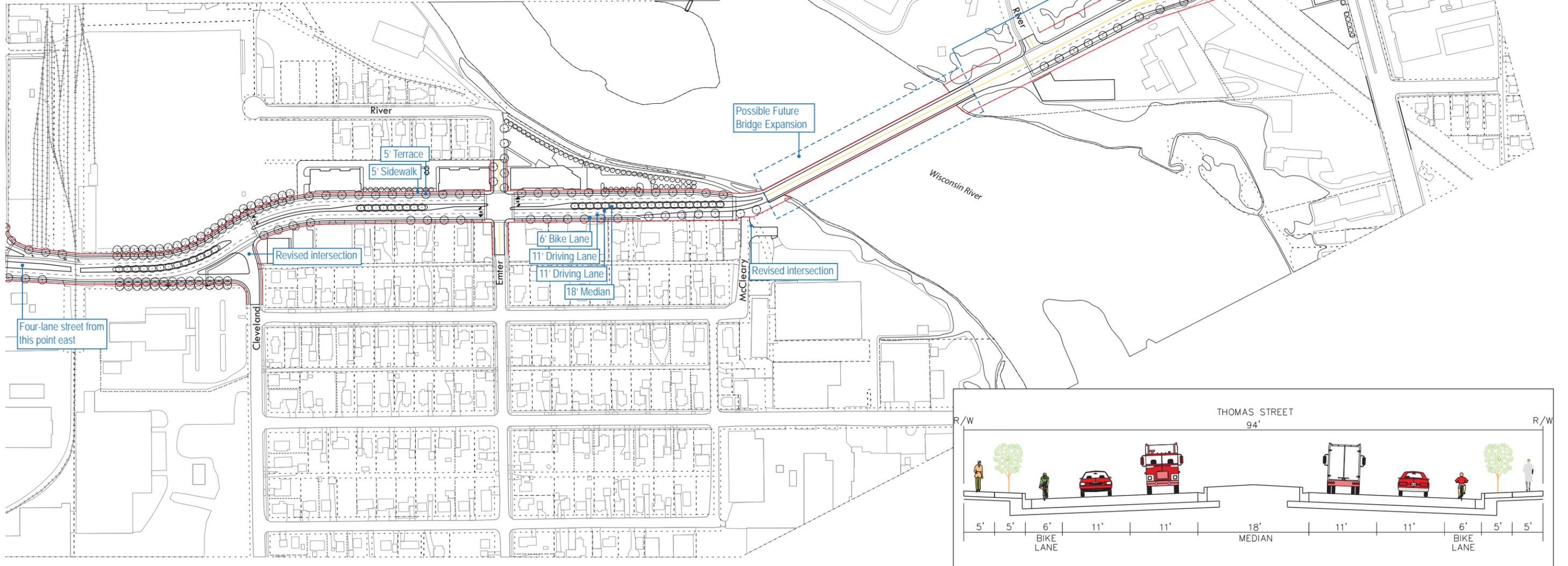
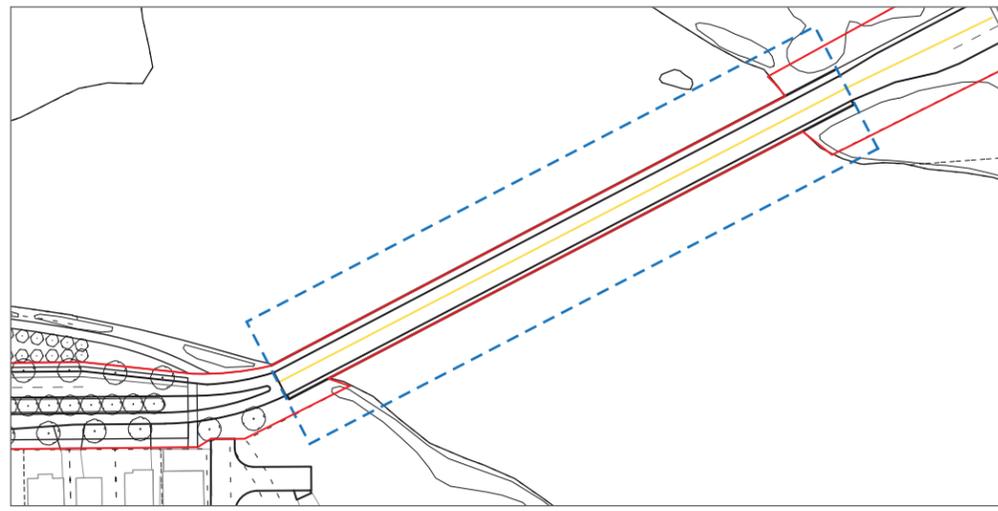
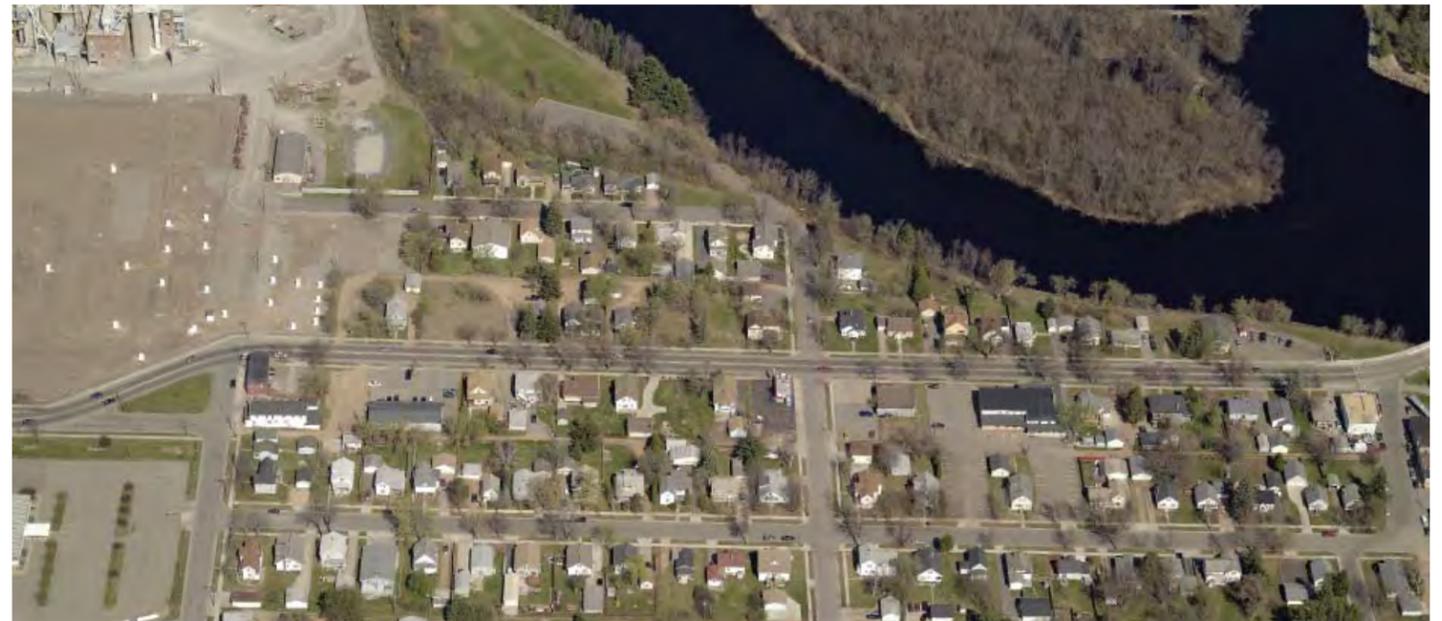
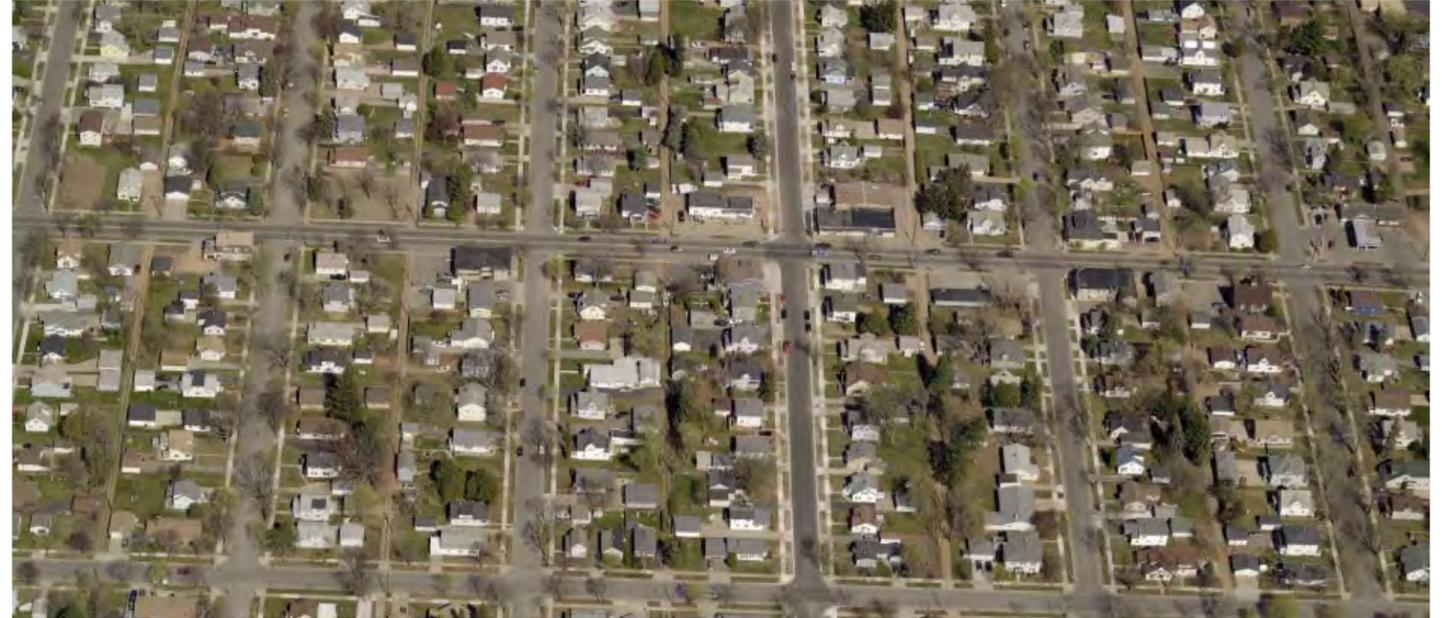


Figure 47. 94'/94' ROW Option



5. Traffic Analysis and Alternatives



Thomas Street Aerial Views. Source: Pictometry.



Figure 48. A lack of activity at one of the most visible intersections along the corridor - Thomas & 17th (looking south).

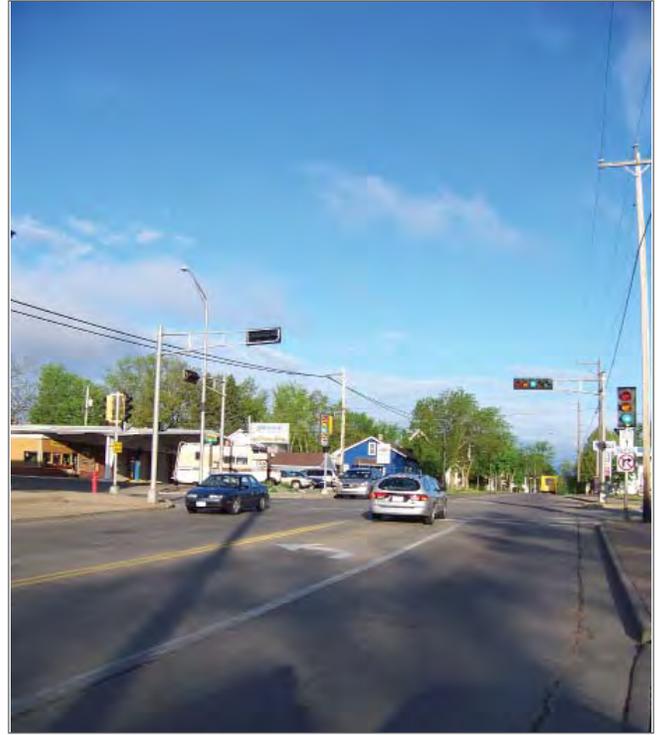


Figure 49. Approaching Thomas & 3rd (traveling west).



Figure 50. Thomas & 17th (looking north). Source: Pictometry

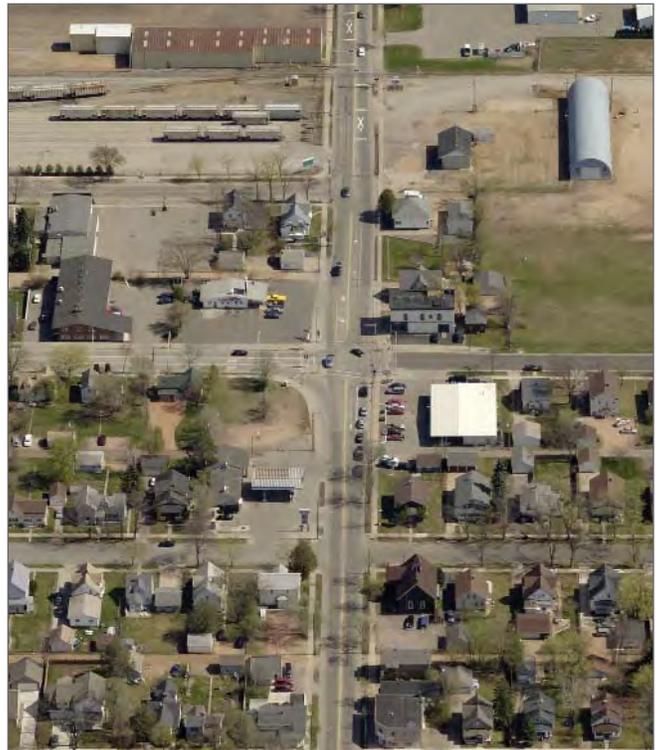


Figure 51. Thomas & 3rd (looking east). Source: Pictometry

6. Urban Design Plan

HISTORICAL STREET PATTERN

Like many historical urban streets, Thomas Street consists of a series of different segments which represent the variety of social and economic activities of the community. For those who live and work on or nearby the street, the various segments fit together into an integral pattern. Over time, changes in the street should not be considered as a “one-size-fits-all” model but rather as a sequence of activities that reflect the differences while creating a continuous pattern.

At the same time that the differences need to be recognized, the City should support the creation of a “complete” street that includes all critical circulation along with development activities. Critical circulation considerations include the projected increases in vehicular traffic, truck traffic, bicycle movement, pedestrian activity, and related maintenance and service needs. From a development perspective, a complete street should include all the current uses (residential, retail, and industrial) as well as a variety of civic uses integrated visually and environmentally.

The recommendations contained in this section balance all of these competing needs in order to create an overall redevelopment pattern that allows Thomas Street to thrive through and beyond the coming decades.

SEQUENTIAL PLACES

For this study, Thomas Street is evaluated as a series of 6 distinct segments, each with a different character (physical, social, and economic), which can be redeveloped in a way that integrates new structures with existing structures and street improvements. **It must be noted that the 72’/94’ alternative best meets the use types outlined in the Urban Design Plan shown below** due to residual lot sizes and building configurations. The 94’/94’ alternative incorporates varied development scenarios due to limiting residual lot configurations.

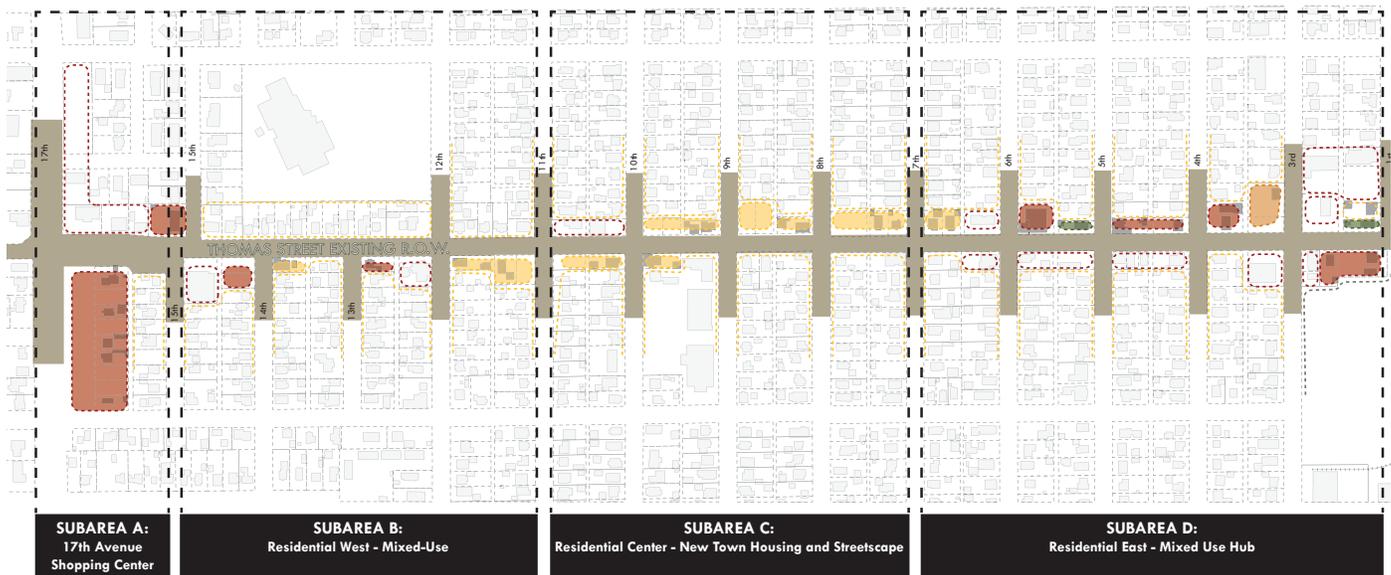
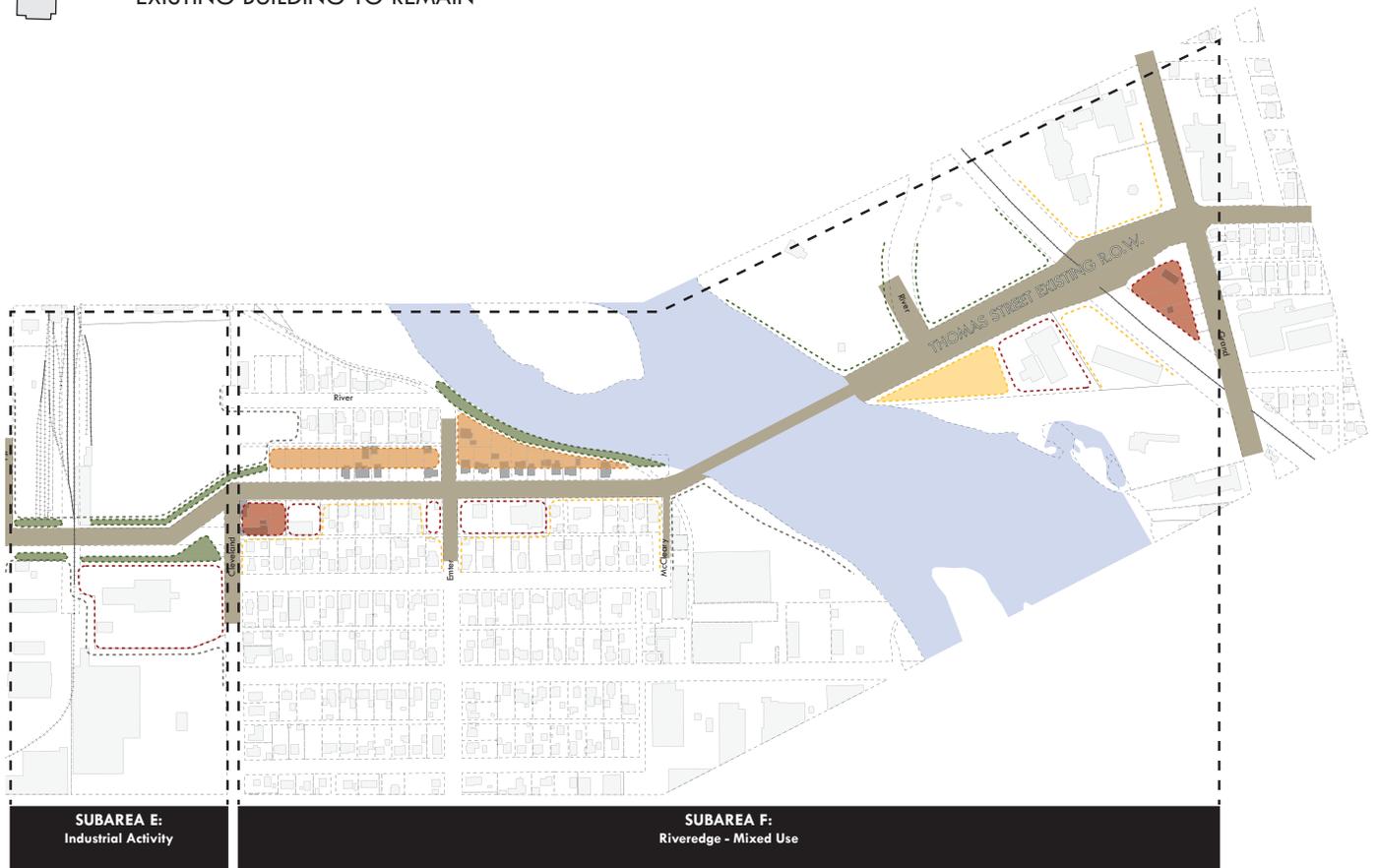


Figure 52. Urban Design Plan

-  EXISTING THOMAS STREET RIGHT-OF-WAY
-  PROPOSED COMMERCIAL
-  EXISTING COMMERCIAL TO REMAIN
-  PROPOSED MIXED-USE RESIDENTIAL
-  PROPOSED RESIDENTIAL
-  EXISTING RESIDENTIAL TO REMAIN
-  PROPOSED GREEN SPACE
-  EXISTING GREEN SPACE
-  EXISTING BUILDING TO BE DEMOLISHED
-  EXISTING BUILDING TO REMAIN



6. Urban Design Plan

17TH AVENUE SHOPPING CENTER

The westernmost segment, near 17th Avenue, has significant potential as a retail node servicing both the neighborhood and the traffic along 17th Avenue. As with all the segments, uses and activities are not seen as exclusionary, but rather inclusionary. That is, while the primary redevelopment suggestions focus on retail, there are also opportunities for integrated improved residential revitalization. The future value and identity of Thomas Street will depend heavily on the ability to create an attractive, appealing character via the buildings, street, and landscape.

As changes occur, it will be essential to minimize the disruption and the negative aspects of “change” that are usually perceived by existing land owners. Multiple options can be considered that respect the uses desired by individual owners. Two options for redevelopment are shown in the figures to the right. Streetscape and landscape can be used to minimize the perception of negative or nuisance outcomes. However, it must be emphasized that any form of redevelopment will lead to higher levels of traffic and activity at this western node.



Figure 53. Urban Design Plan: Subarea A

- EXISTING THOMAS STREET RIGHT-OF-WAY
- PROPOSED COMMERCIAL
- EXISTING COMMERCIAL TO REMAIN
- PROPOSED MIXED-USE RESIDENTIAL
- PROPOSED RESIDENTIAL
- EXISTING RESIDENTIAL TO REMAIN
- PROPOSED GREEN SPACE
- EXISTING GREEN SPACE



Figure 54. 72'194' ROW Option (C) COMMERCIAL



Figure 55. 94'194' ROW Option (C) COMMERCIAL

6. Urban Design Plan

RESIDENTIAL WEST - MIXED USE

There are three, primarily residential segments in the urban design plan. The western section does include some mixed uses which should be allowed to remain, especially to the extent that the business owners and operators wish to improve the property. The plan envisions incremental improvements to the street and to the private properties along the street. This should be incentivized with grants and loans to property owners who are reinvesting in their property. In some cases, owners who wish to sell their property to the City should be given such opportunities if their land can be effectively combined with other properties to create higher value redevelopment opportunities.

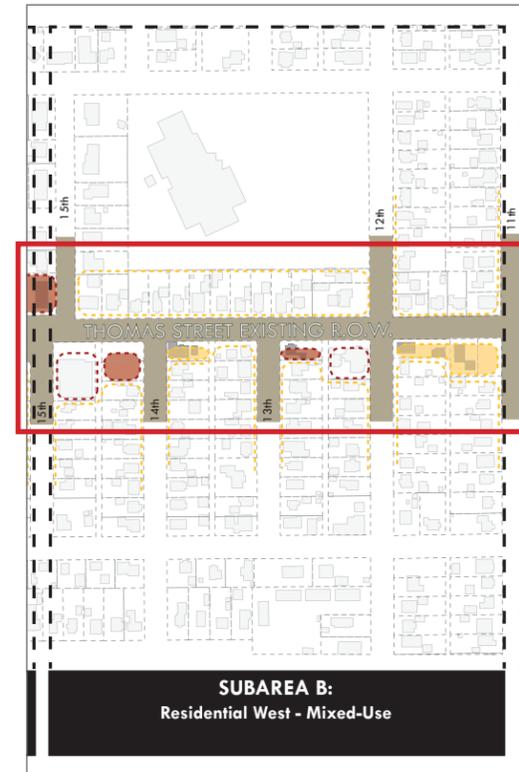


Figure 56. Urban Design Plan: Subarea B

- EXISTING THOMAS STREET RIGHT-OF-WAY
- PROPOSED COMMERCIAL
- EXISTING COMMERCIAL TO REMAIN
- PROPOSED MIXED-USE RESIDENTIAL
- PROPOSED RESIDENTIAL
- EXISTING RESIDENTIAL TO REMAIN
- PROPOSED GREEN SPACE
- EXISTING GREEN SPACE



Figure 57. 72'194' ROW Option

- C COMMERCIAL
- H HOUSING



Figure 58. 94'194' ROW Option

- C COMMERCIAL
- H HOUSING



6. Urban Design Plan

RESIDENTIAL CENTER – NEW TOWN HOUSING AND STREETScape

The central residential segment is envisioned as almost exclusively residential in nature. Improved central median landscaping and property acquisitions along the edge can create opportunities for new townhouses and attractive residential buildings. Here too, the plan envisions incremental improvements to the street and to the private properties along the street. This should be incentivized with grants and loans to property owners who are reinvesting in their property. In some cases, owners who wish to sell their property to the City should be given such opportunities if their land can be effectively combined with other properties to create higher value redevelopment opportunities.



Figure 59. Urban Design Plan: Subarea C

- EXISTING THOMAS STREET RIGHT-OF-WAY
- PROPOSED COMMERCIAL
- EXISTING COMMERCIAL TO REMAIN
- PROPOSED MIXED-USE RESIDENTIAL
- PROPOSED RESIDENTIAL
- EXISTING RESIDENTIAL TO REMAIN
- PROPOSED GREEN SPACE
- EXISTING GREEN SPACE



Figure 60. 72'194' ROW Option

(C) COMMERCIAL (H) HOUSING



Figure 61. 94'194' ROW Option

(C) COMMERCIAL (H) HOUSING

6. Urban Design Plan

RESIDENTIAL EAST - MIXED USE HUB

The eastern residential segment contains much stronger opportunities for mixed uses. That is, several of the sites might lend themselves to commercial activity in concert with residential uses especially as this segment nears the industrial area. Here too, the plan envisions incremental improvements to the street and to the private properties along the street. This should be incentivized with grants and loans to property owners who are reinvesting in their property. In some cases, owners who wish to sell their property to the City should be given such opportunities if their land can be effectively combined with other properties to create higher value redevelopment opportunities.

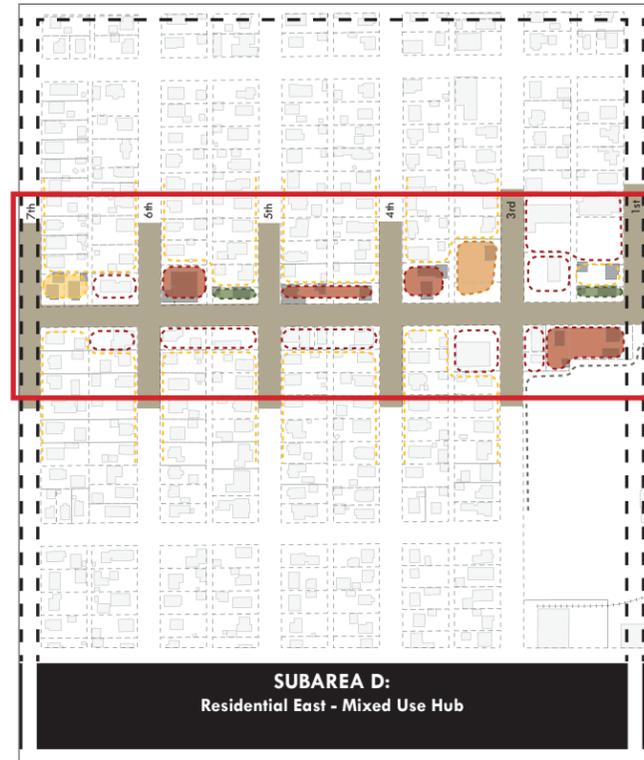


Figure 62. Urban Design Plan: Subarea D

- EXISTING THOMAS STREET RIGHT-OF-WAY
- PROPOSED COMMERCIAL
- ⋯ EXISTING COMMERCIAL TO REMAIN
- PROPOSED MIXED-USE RESIDENTIAL
- PROPOSED RESIDENTIAL
- ⋯ EXISTING RESIDENTIAL TO REMAIN
- PROPOSED GREEN SPACE
- ⋯ EXISTING GREEN SPACE



Figure 63. 72'194' ROW Option

- (C) COMMERCIAL
- (H) HOUSING
- (M) MIXED-USE



Figure 64. 94'194' ROW Option

- (C) COMMERCIAL
- (H) HOUSING
- (M) MIXED-USE



6. Urban Design Plan

INDUSTRIAL ACTIVITY

The uses proposed for the industrial area remain unchanged. The existing businesses represent a valuable economic asset providing jobs and tax base. Consequently the primary urban design strategy is focused on (a) providing appropriate and safe access to the businesses and (b) creating attractive and secure streetscape boundaries that make the experience of moving along the business boundaries a positive experience. This needs to be designed to work for pedestrian, bicyclists, and drivers. As with the other segments there are some locations where significant improvements are possible with regard to landscape and environmental features.

NOTE: Both the 72'/94' ROW alternative and 94'/94' ROW alternative are identical in both street layout and build-out options for this subarea.

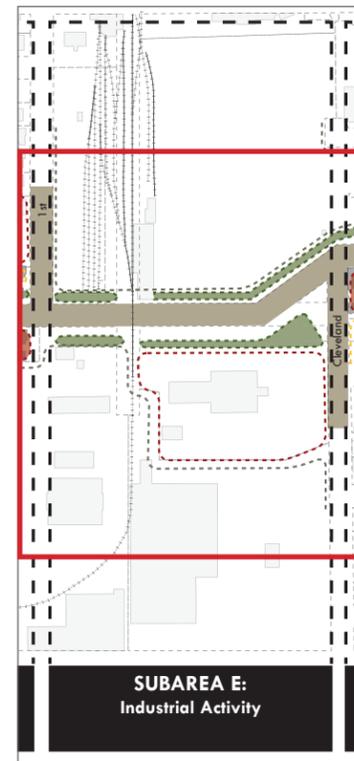


Figure 65. Urban Design Plan: Subarea E

- EXISTING THOMAS STREET RIGHT-OF-WAY
- - - PROPOSED COMMERCIAL
- · - · - EXISTING COMMERCIAL TO REMAIN
- · - · - PROPOSED MIXED-USE RESIDENTIAL
- · - · - PROPOSED RESIDENTIAL
- · - · - EXISTING RESIDENTIAL TO REMAIN
- · - · - PROPOSED GREEN SPACE
- · - · - EXISTING GREEN SPACE

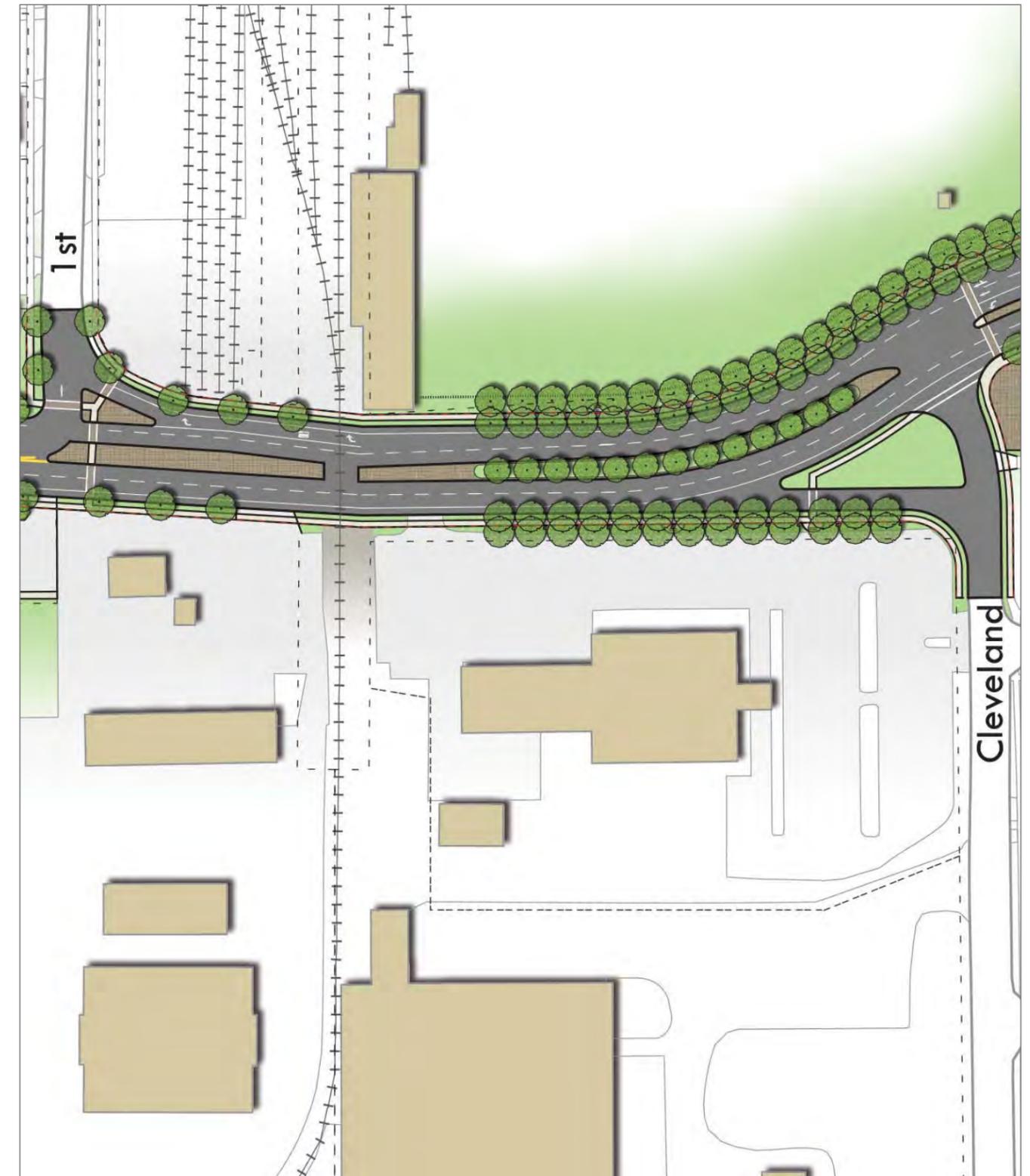


Figure 66. 72'194' & 94'194' ROW Option



Figure 67. Seating areas within landscaped area.

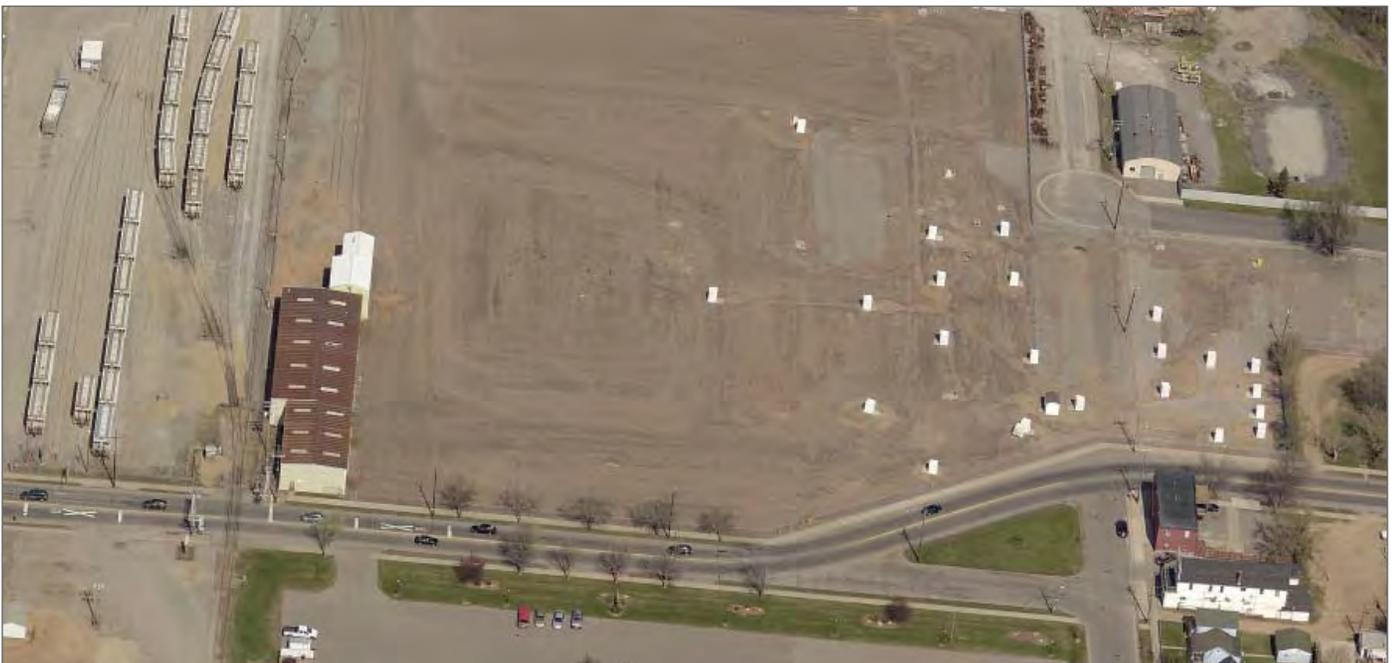


Figure 68. Existing visual appearance at industrial sites. Source: Pictometry.

6. Urban Design Plan

RIVEREDGE – MIXED USE

Both edges of the river represent the highest value potential. The west edge presents high value for mixed use buildings, specifically modest, ground-level retail with upper-story residential. The east edge presents high value in new retail and new multi-family residential buildings. The area serves as the gateway to Thomas Street from Grand Avenue, and offers notable views of Rib Mountain when traveling from west to east. That is, the amenity of the river can be used to drive higher value investment opportunities, especially for multi-family units. As with the western retail shopping node on 17th Avenue, the future value and identity of Thomas Street will depend heavily on the ability to create an attractive, appealing character via the buildings, street, and landscape.

- EXISTING THOMAS STREET RIGHT-OF-WAY
- PROPOSED COMMERCIAL
- - - EXISTING COMMERCIAL TO REMAIN
- PROPOSED MIXED-USE RESIDENTIAL
- PROPOSED RESIDENTIAL
- - - EXISTING RESIDENTIAL TO REMAIN
- PROPOSED GREEN SPACE
- - - EXISTING GREEN SPACE

NOTE: Both the 72’/94’ ROW alternative and 94’/94’ ROW alternative are identical in both street layout and build-out options for this subarea.

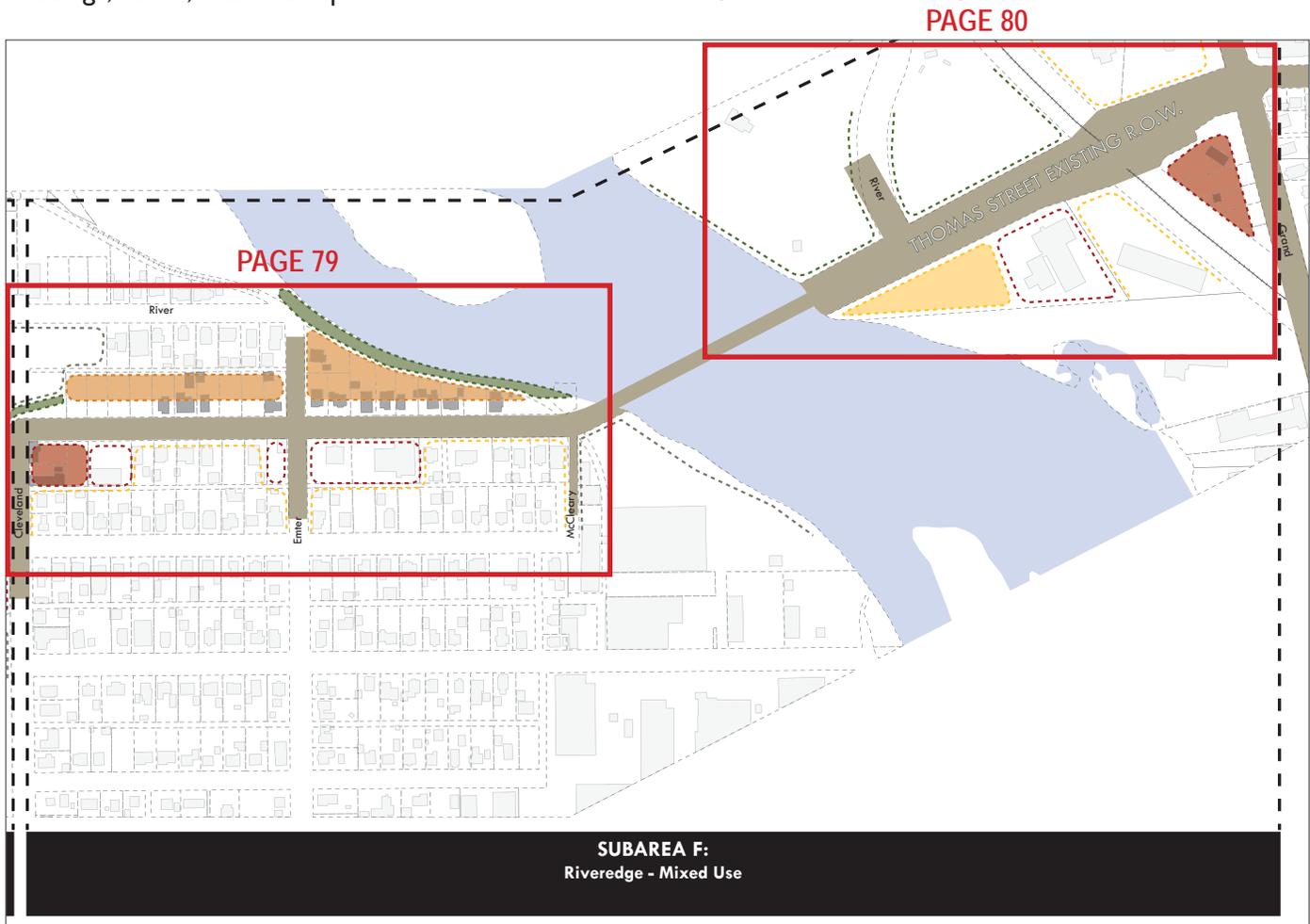


Figure 69. Urban Design Plan: Subarea F



Figure 70. 72'194' & 94'194' ROW Option

- (C) COMMERCIAL
- (H) HOUSING
- (M) MIXED-USE

6. Urban Design Plan



Figure 71. 72'194' & 94'194' ROW Option

(C) COMMERCIAL

(H) HOUSING



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7. Recommendations and Implementation

RECOMMENDED STREET DESIGN OPTION

This Master Plan takes innumerable design options and filters them into two conceptual layouts. These two conceptual layouts are supported by multiple processes and pathways through which the City of Wausau can carry out reconstruction efforts.

The recommendation from this Master Plan is to select the 72'/94' ROW as the preferred concept, and refine it through the implementation process (Figure 72).

It must be noted that this section makes reference to a third option, a 60'/94' ROW option or "limited acquisition" option, which essentially would provide an improved roadway within the existing ROW west of 4th Avenue. Given the community's mixed sentiments about demolition, and the limited financial resources for large-scale acquisition and roadway expansion, the City of Wausau should develop a general cost opinion for this kind of limited acquisition option (see Step 3a). This limited acquisition option accommodates projected daily traffic forecasts, retains much of the existing physical fabric for less costly aesthetic enhancements, and would require a focus on traffic calming techniques in order to reduce rear-end accidents and concerns about pedestrian safety. Essentially, due diligence for the City may be strengthened by quickly evaluating the equation: acquisition savings + traffic calming devices + incremental aesthetic improvements to private property = \$X in comparison with the preferred concept in this Master Plan.

RECOMMENDED ACTIONS AND IMPLEMENTATION

Past Actions

Recommendations in this report will become part of the continuing pattern of actions which began in 2004. While many participants have been frustrated by the length of the process and the divergence of opinions, there are positive aspects of this lengthy process.

First, the market for housing and retail has changed substantially. In 2004, the older actions were predicated on a much stronger and robust market for new development. Had the past plans been implemented as intended, the community might have found itself with substantial amounts of unbuilt land for a long time due to the Great Recession. Overestimating the market would have undermined the current and future value of the neighborhood.

Second, the traffic generation assumptions embedded in the previous plans were based on models of trip generation and usage which produced overestimates in traffic volumes. These models were based largely on assumptions created by, and then substantially revised by, WisDOT and the traffic engineering profession. Newer models, used for this study, are more reliable and suggest that the full four lane road (recommended in earlier plans) would have led to overbuilding the number of lanes needed relative to the demand. In other words, the costs would have exceeded the value.

Third, other conditions – both nationally and regionally – that have occurred since 2004 have prompted major changes in funding availability. That is, major opportunities to obtain outside funding did not materialize. Even if such funding had been initiated, changes in federal and state funding policies would have led, most likely, to reductions in support and left the community with a much higher local price tag.

Notwithstanding these positive benefits to the delay, there have also been negative impacts. Notably, many of the land owners (both residential and commercial) who expected that their properties would be acquired have been left under a cloud of uncertainty. Effective property maintenance and improvement decisions are almost impossible under such uncertain circumstances. For example, someone who expected their house to be acquired might have delayed important improvements for many years. What might have been a lower cost

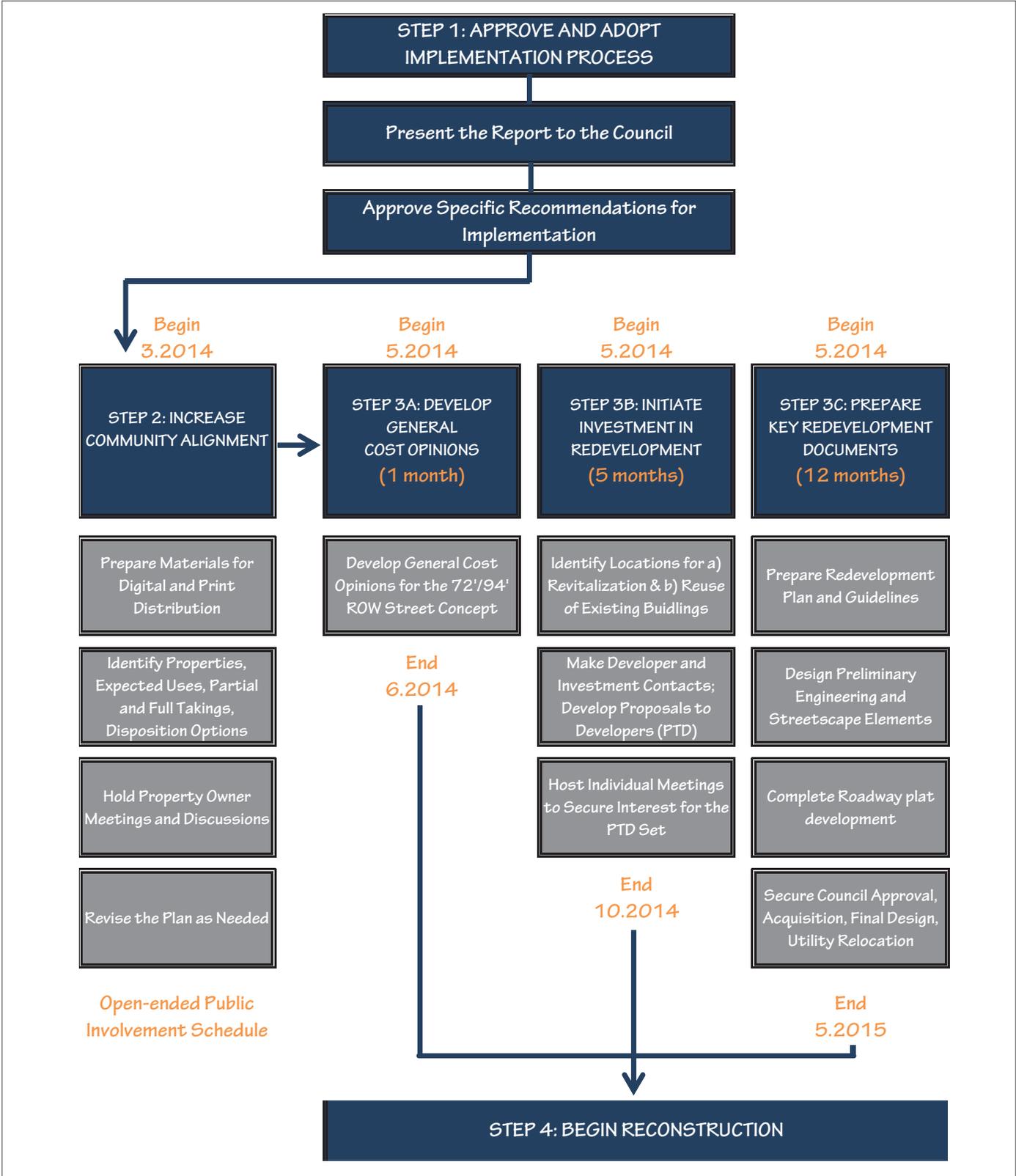


Figure 72. Implementation Flow Chart for the Thomas Street Corridor.

7. Recommendations and Implementation

improvement for “preventive maintenance” in 2004 can easily become a major cost for corrective action of serious defect. This kind of investment uncertainty becomes a problem for both those who wish to “sell” and those who wish to “stay”.

Thus, the current recommendations do not apply to a “clean” slate. Rather these recommendations, by necessity, become part of a longer train of actions, delays, and new possibilities. **These recommendations should, therefore, push the process forward at a reasonable pace of decision making, take advantage of the new circumstances, substantially reduce the uncertainties, and address local property owners in a transparent manner.**

STEP 1: APPROVE AND ADOPT IMPLEMENTATION PROCESS

Even with the acceptance of a preferred plan for Thomas Street, actual implementation of acquisition, design, construction and redevelopment will take several years. Full revitalization in a short time period is unrealistic given the number of steps required in a capital investment project of this magnitude. During this implementation period, it is important for the City to approve and adopt a series of action steps that all participants can accept and recognize as having a high degree of certainty. That is, the community needs an implementation process upon which all stakeholders can rely.

Present the Report to the Council

The broader discussion of recommendations commences with the public presentation of this report and its findings to the Common Council, and subsequently other committees as identified by the City. This discussion will allow residents, landowners, and community stakeholders to learn about the opportunities and voice their questions. It should be noted, however, that this report was

necessitated from a series of discussion which already included substantial input from community members and elected officials. No process of public engagement can be 100% complete and, therefore, members of the public should be given a thorough opportunity to comment in the early stages after this report release.

Consideration and Decision of Recommendations for Implementation

It is important for the community to reach a high degree of consensus in this process in order to restore confidence in the City’s desire to follow through with implementation. Following presentation and discussion, appropriate modifications to these recommendations should be adopted as amendments and the entire package moved for adoption by the Council. Adoption of the recommendations, should not, however, be viewed as the end of modifications to the plan, but rather as the commitment to an overall strategy in which details can be tweaked as the process moves forward. As implementation progresses, there will be variations to the final details regarding a) the design and construction of Thomas Street as well as b) the concurrent actions regarding property acquisition and the overall redevelopment.

STEP 2: INCREASE COMMUNITY ALIGNMENT

Once the report is adopted, the City must facilitate an increase in the support and understanding of the project among different stakeholders, groups, and individuals within the neighborhood. Some of these conversations and meetings have occurred as part of the public participation process in this study. However, additional communication strategies must be employed as implementation moves ahead.

Prepare Materials for Digital and Print Distribution

Adoption of the report will demonstrate that the City has confirmed the implementation strategy. There will still be many stakeholders, land owners,

businesses, and residents who raise substantial inquiries about the details of the project. In comparable circumstances, the following questions often arise:

- ✘ How will property be acquired?
- ✘ What is the purchase price for my property?
- ✘ What are the options?
- ✘ What is the schedule for decisions and what are the deadlines?
- ✘ How land will be appraised?
- ✘ What happens to property if it is not acquired?
- ✘ If property is acquired, does that equate to demolition and redevelopment?
- ✘ If property is not acquired, what are the options and support for maintenance, remodeling, and physical improvements?
- ✘ What new development might occur?
- ✘ If I am not moving, what will happen to the nearby property?

These questions represent the legitimate concerns of neighborhood residents. Not all answers will be clear at the outset. The City should establish an open communications process in which answers are provided as directly as possible. For those issues where answers are not immediately known, residents should be told how issues and questions will unfold.

As this implementation process unfolds, questions will continue to emerge. For example, when street construction begins, there will likely be questions about access to businesses, homes, parking, alternative vehicle / pedestrian / bicycle routes, and environmental impacts. When new development is proposed, there will likely be questions regarding the appearance and design of new buildings.

One of the best ways to maintain a constant flow of communication is to establish a website – and supporting print materials – for the Thomas Street project that is updated in a reliable, timely, and consistent manner. If local residents and businesses learn to view this website as a source of reliable

information, then future communications will ensure an avoidance of misinformation.

Identify Properties, Expected Uses, Partial and Full Takings, Disposition Options

One of the key outcomes of this study is to reduce the major uncertainties regarding land acquisition. **It must be first understood that acquisition does not equal demolition.** The City can facilitate acquisition for other purposes. This study considers acquisition of property for four basic reasons:

1. Necessary for construction of roadway concepts,
2. Potentially useful for non-roadway redevelopment,
3. Contributing, through the revitalization of property and existing structures, to the overall value of the corridor,
4. Fairness to those property owners who were promised acquisition, those who desired acquisition, and those have been left in limbo for many years.

Several types of acquisition are included in these recommendations. Many properties fall into more than one category. In addition, some who wanted acquisition originally may no longer have the same desire (and vice-versa). Consequently, to be fair and effective, the following policies are recommended for adoption to address property acquisition decisions:

- **The City should acquire those properties necessary for the chosen road construction design.**
- **For properties not designated for acquisition as part of Policy #1, the City should offer acquisition to owners, on an optional basis, of properties needed for**

7. Recommendations and Implementation

redevelopment or revitalization of the surrounding area.

- For properties not designated for acquisition as part of Policy #1 or #2, the City may consider acquiring properties needed for the contingency four-lane construction.
- For properties not designated for acquisition as part of Policy #1, #2, or #3, the City may offer acquisition to property owners, on an optional basis, for those properties which were both (a) previously identified for acquisition as part of the 110' right-of-way and (b) documented as having such an understanding in past dealings with the City.
- For the purposes of cost comparison and evaluation, the City should estimate acquisition costs and traffic service for a street design that fits a 60'/94' ROW, which would allow for fewer acquisitions and a lower level of service.

These recommendations, and properties that correspond to each recommendation, are shown in Figure 30.

Property Owner Meetings and Discussions

As the communication process continues, one of the most important issues impacting the neighborhood will be the detailed process for property appraisal and land acquisition. The City should address questions of those whose property might be acquired by hosting community meetings. It will be necessary to explain the details of the redevelopment, appraisal, and acquisition process. Typically, property owners are concerned with the precise methods whereby property values are determined. **To ensure the most effective dialogue, both the City and property owners must recognize that each party shares the same goal – that is, each party wants to see the highest and best value arise from**

physically modifying the Thomas Street corridor.

Owners who wish to invest in the Thomas Street corridor by remaining, and those whose properties are not acquired, will likely have questions about construction details, access, and future land value. Moreover, if the street reconstruction project is combined with redevelopment opportunities inclusive of building rehabilitation, then property owners will be interested in how such projects can be financed, e.g. loans and grants. The best way to handle this need for information is for the City to facilitate direct one-on-one conversations with each type of stakeholder.

Revise the Plan as Needed

Once the meetings are complete, the appropriate City committees should review the results. Subsequently, the City can amend the plan and recommendations accordingly.

STEP 3A: DEVELOP GENERAL COST OPINIONS

Although accurate costs will not be available until the plans, specifications, and estimates (PS&E) are developed, the City should gather a set of cost opinions at this stage, as it offers a valuable policy-making tool. This step is critical since costs are complex relative to different acquisition options, potential redevelopment value, and estimated level of service. As part of the policy analysis, cost opinions should also integrate TIF estimates for new value and pay outs.

STEP 3B: INITIATE INVESTMENT IN REDEVELOPMENT

Investments by private parties in redevelopment should start in tandem with Step 3C. One of the most efficient times to change vehicular access and streetscape for redevelopment projects is in tandem with any major reconstruction of Thomas Street. Additionally, once Thomas Street is reconstructed, additional reconstruction that

occurs on private property abutting Thomas Street may require modifications to street components that have just been built. While this is often an inevitable occurrence, it typically appears wasteful to persons who have not experienced the process previously. At best, it may seem less than efficient to the general public. Consequently, this report recommends that the City begin seeking investment just prior to the construction process.

As new investors are approached, they will be most concerned with the City's commitment to the reconstruction of Thomas Street and the redevelopment process. Consequently, it is essential to establish a high level of confidence by demonstrating a commitment to Step 3C and, at the same time, provide funding to needed subsidies through the TIF process and other programs.

Revitalization of Existing Buildings

The Redevelopment Plan must include both opportunities for new construction as well as opportunities for the reuse and revitalization of existing buildings. The official Redevelopment Plan should not be perceived as “replacing” the existing fabric of buildings and activities, but rather as expanding and enhancing those conditions. More specifically, the investment process should offer loans and/or grants to both residential and commercial property owners who wish to improve their current buildings in accordance with the Redevelopment Plan. This might include basic repairs to key components of a structure – especially those that require preventive maintenance for the long term integrity of the building (e.g., roofs and mechanical systems).

Revitalization must also emphasize those features which will govern the perceived value of the buildings such as new landscape features, painting, exterior improvements, and related features. In many cases, such simple, lower cost, exterior improvements represent the “low-lying fruit” that can be modified quickly and change the perception

(and inherent economic value) of the street. Typically, this increase in perceived value is most likely if exterior repairs can be focused or clustered around a specific intersection or along several structures on a block face. Historically Thomas Street, like many other streets in Wausau, offered an attractive image of a residential neighborhood with modest homes that are visually appealing. While much of the neighborhood retains this character today, there are some places abutting the street which detract from its appearance and where visual improvements would make a significant difference in the overall perceived quality.

Reuse of Existing Buildings

Along with revitalization of structures, **the reuse of structures must be considered.** The reuse of buildings includes a change in the current activity in the building. For example, a residential structure might be converted to office or commercial service. Similarly, a second floor residential use might be added or replaced. The City must demonstrate a clear commitment to improving the business and economic vibrancy supported by existing buildings. The goal is to help business operators (including residential property managers) make their business more successful and sustainable. The form of financial assistance will vary depending upon whether the business operator is also the property owner, or whether business space is leased to the operator. An often overlooked value of reusing buildings is the impact of this reuse on investors of new construction. When investors are interested in an entirely new project, they often examine the value of the surrounding properties as part of their overall “risk” assessment. If, in fact, they see a clear demonstration of revitalization and reuse in the neighborhood – as demonstrated by both the City and existing owners – they will have more confidence in the effort. Investor confidence translates to a lower risk assessment and an increased commitment/investment to the project.

7. Recommendations and Implementation

Developer and Investment Contacts

As the implementation process unfolds, the City should contact specific developers. This should be done in a relatively informal manner through phone calls, emails, and similar efforts. **Materials documenting all development opportunities should be available online.** Developers should be able to find each property, its value, location, surroundings, key constraints, access regulations, utilities, easements, potential subsidies, and, where possible, draft versions of pro formas illustrating hypothetical returns on investment.

The property development business is highly proprietary but, at the same time, information is often shared informally through brokers and financial institutions. Making the aforementioned information readily available is a critical step in the process.

Proposals To Developers (a “PTD”)

Many communities believe that the ideal way to get the best development proposal from the private sector is to issue a Request-for-Proposals (RFP) in which interested developers will compete for a piece of land. The RFP typically states the goals of the community, the land available, the opportunity for subsidies, etc. The public goal is usually to maximize the final property value, implicit job growth, or related economic factors.

In reality, this process only works effectively when there is a very limited supply of land and a very strong market demand for new development (retail or commercial). That is, when there are weak or even modest supplies of new land and weak or moderate demands for new uses, the best developers (with the greatest skill and most desirable products) find their own projects and make their own deals. They do not compete with each other on a property-by-property basis.

It will be necessary for the City to tailor individual Proposals To Developers (PTDs).

This should take the form of a package of information depicting a specific project opportunity, land parcel, building type (inclusive of illustrative drawings), and hypothetical pro formas. City staff should then ask to meet with specific property developers who, based on their past work, offer the quality and character of final built project the City desires. These one-on-one meetings can be especially fruitful. Often the question to ask an investor is: “What would it take for you to do this project?” Sometimes the answer is a simple matter of subsidy (no different than the subsidy offered in a RFP). However, sometimes other issues become paramount including timing, competing projects, legal issues, financing, and other risk/reward circumstances. Put another way, a series of PTDs puts the City in the proper position of being the “master developer” – the entity that seeks to encourage multiple, integrated investments that will result in the highest and best use for the City and community (rather than the highest and best use for just one specific project).

As this process of seeking investment unfolds, the City must simultaneously focus on the actual street reconstruction. The goals, as stated earlier, is to find ways that both redevelopment and street reconstruction can occur during a period of overlap to minimize total costs and maximize final value.

STEP 3C: PREPARE KEY REDEVELOPMENT DOCUMENTS

At this point in the process many of the details and issues should be clear. Not all stakeholders will be completely satisfied with the recommendations, but the implementation process should have established the foundation for a plan that is fair and effective.

Redevelopment Plan and Guidelines (Plan Commission, Economic Development)

A key step in the final document is the preparation of the legal Redevelopment Plan establishing need,

value, and related factors. **This Redevelopment Plan should also include detailed design guidelines and illustrations for the potential redevelopment sites, final recommendations for the revitalization and reuse of specific properties, and final recommendations on any demolition and replacement.** For example, there may be specific streets in which front yards and/or buildings offer an opportunity for improving the overall appearance and visual character of the neighborhood that could be financially supported by the Redevelopment Plan. Such support might take the form of grant, loans, technical assistance, and related actions.

The Redevelopment Plan should identify specific properties to be acquired (based on the prior steps into the implementation process) and include the required details regarding plats, appraisals, relocation costs and other details. Acquisition, however, need not remain on hold until the redevelopment plan is complete. The City can proceed with acquisitions, as they serve both a redevelopment and rehabilitation function (see the Economic Development Plan).

This Redevelopment Plan will become the precise blueprint for moving forward. It should be fully integrated with the engineering and streetscape design and cost estimates described in the next step.

Design Engineering for Road and Streetscape

As the Redevelopment Plan is prepared, the detailed plans, specifications, and estimates (PS&E) for both the road and streetscape should begin. This process will require several interim steps, especially with regard to cost estimates. At a minimum this step should include:

- PS&E for 72'/94' road design at a 30% level of design completion,
- PS&E for the associated streetscape and critical landscape elements.

Depending on the Common Council's concerns, this step can also be expanded to include:

- PS&E for the 94'/94' right-of-way as a contingency at a 10% level of design completion,
- PS&E for the 4 lane bridge at a 10% level of design completion.

Council Approval

The most important, resource-intensive component of the implementation will be the final approvals that come prior to the preparation of bid documents and construction.

STEP 4: BEGIN RECONSTRUCTION

Subsequent to Council approval, the reconstruction process should begin as governed and administered through the Department of Public Works as part of the ongoing capital improvements for the City.

REDEVELOPMENT CONCEPT

As stated at the beginning of this section, the recommendation from this Master Plan is to select the 72'/94' ROW option as the preferred concept between the two alternatives. As such, Figure 74 provides a graphic to better understand the necessary and optional acquisitions needed in order to implement this alternative.

7. Recommendations and Implementation

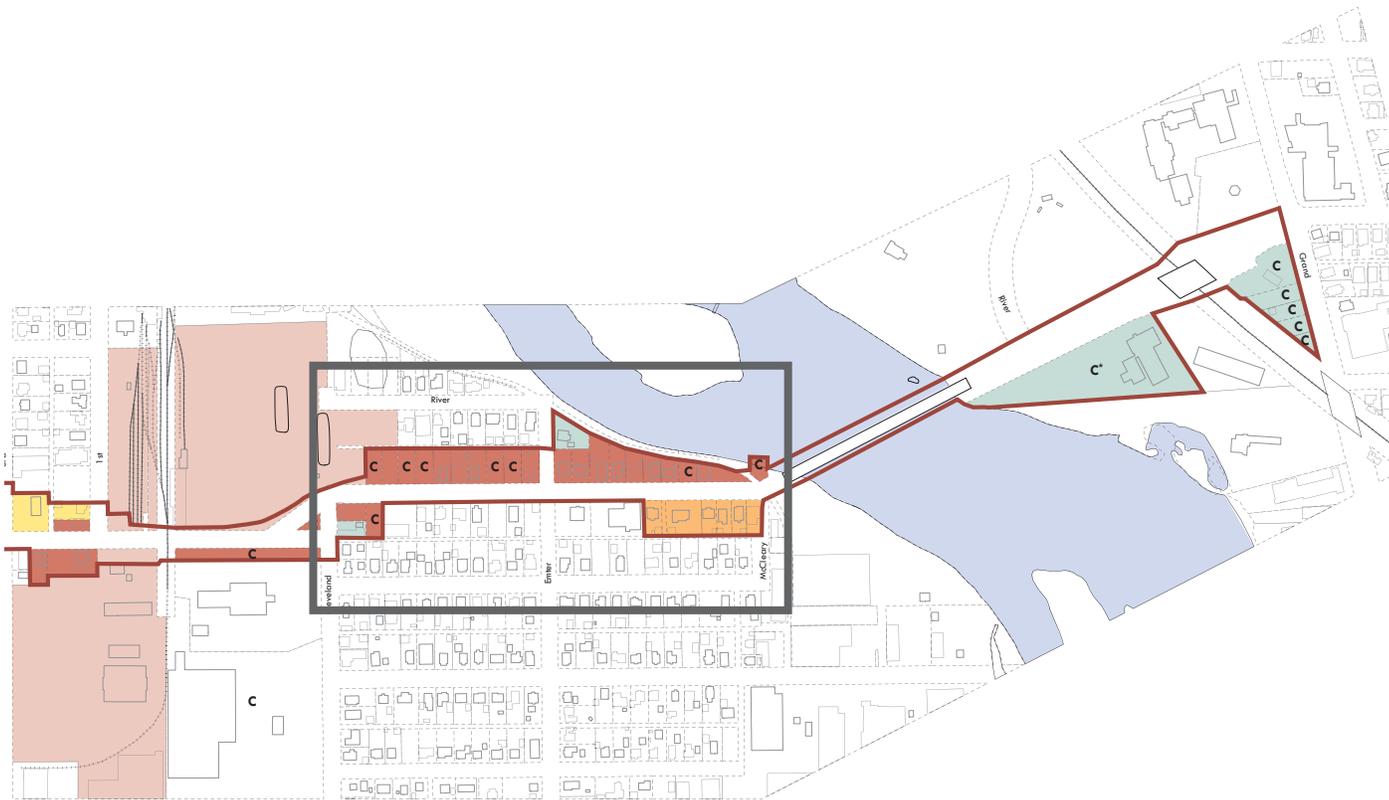
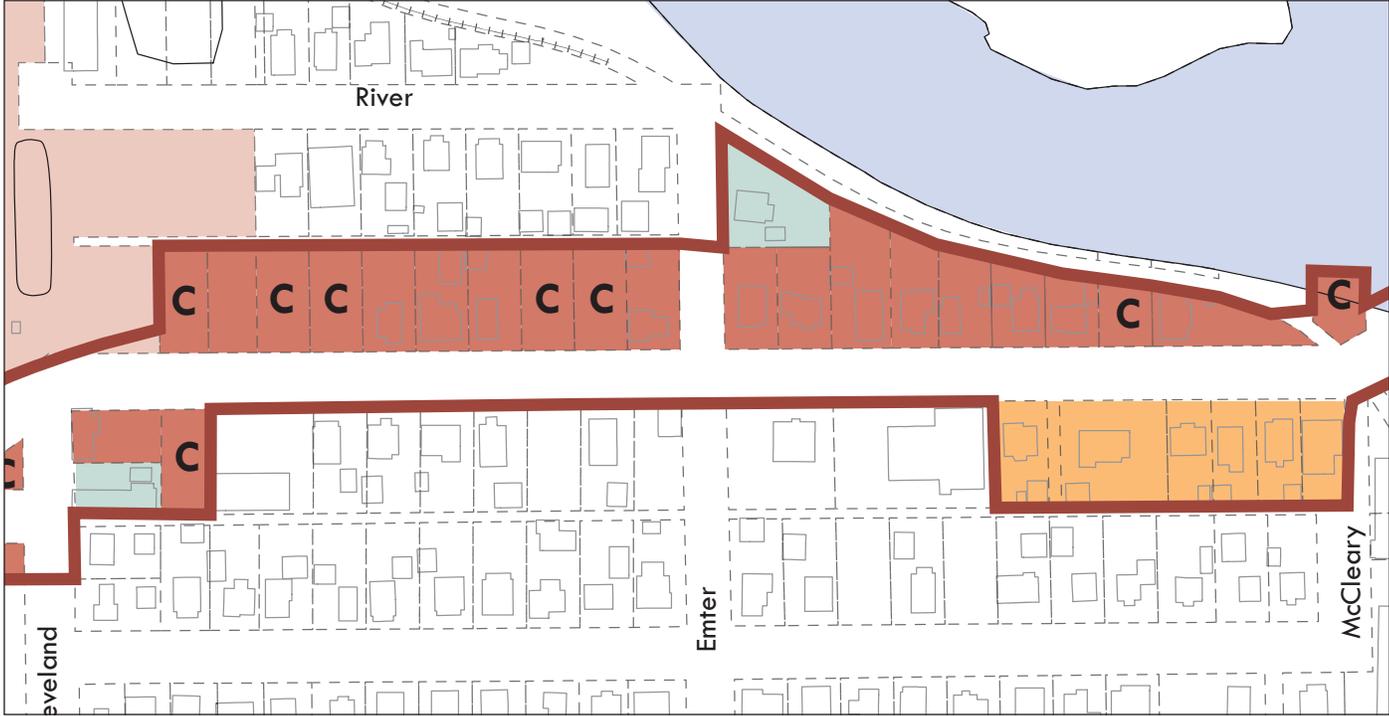


LEGEND

- REDEVELOPMENT PLAN AREA
- FULL PROPERTY ACQUISITION NEEDED
(Based on 72'/94' ROW option)
- PARTIAL PROPERTY ACQUISITION NEEDED
(Existing building on property to remain)
- PROPERTY ACQUISITION FOR LAND DEVELOPMENT RECOMMENDED
(Properties do not fall within proposed right-of-way)
- OPTIONAL FULL PROPERTY ACQUISITION
(Based on 2007 design plan conversations)
- OPTIONAL PARTIAL PROPERTY ACQUISITION
(Based on 2007 design plan conversations)
- C PROPERTY OWNED BY CITY OF WAUSAU
- C' PROPERTY OWNED BY MARATHON COUNTY



Figure 73. Redevelopment Concept based on recommended 72'194' ROW option



Department of Public Works
Planning Division



Brad Lenz, AICP
City Planner

MEMO

TO: Property Owners in the Thomas Street Area
FROM: Brad Lenz, City Planner
DATE: November 12, 2013
SUBJECT: Thomas Street Planning -- Open House

You are invited to an open house on the topic of the Thomas Street Corridor, hosted by the City of Wausau in collaboration with GRAEF. This open house will focus on informal dialogue with community members regarding current conditions of the corridor. Conversations will be based on a variety of maps and diagrams of existing conditions surrounding Thomas Street from 17th Avenue to the Wisconsin River. The purpose of the meeting is to gather input from the neighborhood for the continued planning of the corridor. *Please note that questions/concerns about individual properties along Thomas Street will NOT be addressed at this particular meeting and should be directed to the city's engineering department at 715-261-6740.*

The event will be an open-house format where you can come at any time to browse the images, discuss the concepts, and provide feedback and input into the future of the corridor. The event will be held at the **Riverside Park Shelter** from **6 p.m. to 8 p.m.** on **Thursday, November 21st**. The shelter is located near the river in Riverside Park at the end of Sherman Street. If you have questions about the event, or if you cannot attend but would still like to provide input into the planning process, please phone the city planning office at 715-261-6760 or email: brad.lenz@ci.wausau.wi.us.

THOMAS STREET AREA OPEN HOUSE COMMENTS

November 21, 2013

Please share your thoughts regarding the existing and/or potential future conditions of the Thomas Street area with the below categories in mind:

TRANSPORTATION: _____

VISUAL APPEARANCE: _____

RESIDENTIAL: _____

COMMERCIAL: _____

INDUSTRIAL: _____

OTHER GENERAL COMMENTS: _____

We will consolidate all comments received by December 20, 2013.

Contact:
Stephanie R. Allewalt Hacker, AICP, LEED AP
Senior Planner
GRAEF
Stephanie.hacker@graef-usa.com

THOMAS STREET AREA OPEN HOUSE COMMENTS

November 21, 2013

Please share your thoughts regarding the existing and/or potential future conditions of the Thomas Street area with the below categories in mind:

TRANSPORTATION:

Respondent A – no comments written

Respondent B – “I believe being progressive about future expansion is very important. Wausau has grown in great strides these past 15 years and isn’t slowing down. Thomas St. is an important road connecting Rib Mountain to the east side of Wausau. A 5 lane road with bicycle lanes would be best for the future.”

Respondent C – “Access to St. Vincent De Paul. Parking would be nice on Thomas.”

Respondent D – “St. Vincent de Paul requires access for 53’ tractor trailer entrance and exit. 131 W Thomas St (old Rose Garden). Truck dock access.”

Respondent E – “As an owner on Thomas St for the last 6+ years, I can honestly say the traffic is dangerous and very congested. I own a property with a driveway facing Thomas. We have had three cars hit trees in front of our house on separate occasions. Like all roads it has its slow times but rush hour is ridiculous. At the very least there has to be turn lanes to alleviate congestion.”

Respondent F – “...I do not think the street should be widened. I think it should be improved...”

“Frankly if you all are short on money for the project, wouldn’t widening it, but renovating/rebuilding it fit within the budget you have? I am concerned about the high pricetag. Wausau is doing well in terms of its budget, but I think instead of the constant mantra of expansion and growth, which really is parasitic if you think about, concentrate on improving what we already have. This may sound silly, but focus on beauty more than expansion. I think you would be most pleased with the results. If you have to expand, I would recommend razing the buildings on the north side, leaving the south side of the street alone.”

Respondent G – (summarized by Brad Lenz) Keep Thomas Street two lanes instead of expanding it to four lanes. The street is only busy two times per day (at peak times in the morning and early evening) and widening it is not necessary. Doesn’t like medians because people with driveways would have to do u-turns and this is not good for safety.

VISUAL APPEARANCE:

Respondent A – no comments written

Respondent B – “Right now Thomas St. is known as an eye sore. Owning property on this road (1005 W. Thomas St.) I can verify with having lived there that it is not a safe road because of the traffic volume. Kolbe and Kolbe semis also are inevitable because of the business nearby. The trucks rattle houses and cause a lot of exhaust. I personally had health problems because of it. Many people have been using bicycles lately so visual appearance is important. We want Wausau to be beautiful, not look run down”

Respondent C – no comments written

Respondent D – no comments written

Respondent E – “The visual appearance has to no surprise been declining with property owners not wanting to stick any money into their homes. With the poor status it’s moving from a nice area to inner city trash.”

Respondent F – “...and please leave the trees alone. Many of them are some sort of flowering tree that makes the most heavenly perfume in the spring.”

“...I would like to see Thomas Street be a nice version of Willy Street or what State Street used to be, complete with a "Thomas Street Coop". I am assuming you have been to the Willy Street Coop in Madison so you know what I mean. I'd like to see the area more pedestrian mall than anything, a corridor of small locally owned shops perfect for wandering through on a saturday afternoon...”

Respondent G – no comments received

RESIDENTIAL:

Respondent A – “We live right on Thomas Street and want to know what they decide to do with the road. We want to invest money in remodeling the one side and drive way, but if they are gonna widen the road which side will they buy out and will we be effected?”

Respondent B – “Many of the houses are not worth fixing up more than necessary because of the values dropping. We decided that living there while trying to have a family was out of the question, for safety reasons. We now rent out the house, but are unable to find quality tenants. No one wants to stay for more than a year or two, and/or pay the price to rent we need in order to compensate the mortgage and taxes.”

Respondent C – no comments written

Respondent D – no comments written

Respondent E – “My property has been tagged with a stigma and feel it is unsellable. We feel we are unable to update or make (the property we own) how we would like it to be. We have also purchased property to build on “thinking” we were going to be bought. Now we hold both properties with zero answers.”

Respondent F – no comments written

Respondent G – (summarized by Brad Lenz) Buying up houses will take away tax base that won’t be recovered if the street is widened.

COMMERCIAL:

Respondent A – no comments written

Respondent B – “Thomas St., with its traffic, would be best served for commercial value. There is good visibility. If a 5 lane road (with bicycle paths) was built it would bring in businesses and help stimulate

growth in that area. Right now it is very difficult to turn onto the street, as is. Having businesses along Thomas St. would better bridge the West side and East side of Wausau.”

Respondent C – no comments written

Respondent D – no comments written

Respondent E – “Would like to see more small businesses move to and occupy space on this end of town.”

Respondent F – “I think it [Thomas Street] should be improved and the buildings rebuilt, and I think a lot of small shops with affordable rent are in order. I do not want to see chain stores move in, they don’t help an area economically and frankly are quite banal and tasteless. Don’t raze Treu’s...”

Respondent G – no comments received

INDUSTRIAL:

Respondent A – no comments written

Respondent B – “Industrially speaking, there are a couple large ones in the area. Using Thomas St. is important as another option, especially with larger fleet vehicles.”

Respondent C – no comments written

Respondent D – no comments written

Respondent E – “Heavy Industrial traffic from Kolbe & Kolbe and others create a mess on the street.”

Respondent F – no comments written

Respondent G – no comments received

OTHER GENERAL COMMENTS:

Respondent A – no comments written

Respondent B – “Having been a home owner for the past 7 years I can attest to having lived there personally and having tried to rent the home out. My husband and I would like to see the road expanded to the best future possibility. Our property at 1005 W. Thomas St. would be best if it was torn down. It is an eye sore that financially is not worth fixing, it’s on one of the busiest corners, and to tear out any part of the driveway would render the property near useless, as the lot is too narrow to rebuild on. Please contact me with any questions.

Respondent C – “Communication about project”

Respondent D – no comments written

Respondent E – “The road in my opinion needs to be constructed correctly i.e. 1st approved design or at minimum center turn lanes and on street parking, to handle the growth of the city. As this is one of two connections of east and west sides of Wausau. Traffic studies warranted a widened corridor, and time and growth will only increase this. To regain the SW side of Wausau into a nice residential and growing commercial area this project needs to be completed.”

Respondent F - “I am not from around here. I was born in the NYC area; I have lived in Pittsburgh, Cleveland and DC. I was privately educated and come from a very old family, meaning I have seen things from both a position of privilege, and poverty. I have lived in Wausau for the last 17 years because it is quiet and out of the way. I have shook my head as I have seen Wausau, fall for the trap of expansion, quite obviously not realizing that there are very negative things that come with so called "progress", not the least of which is drugs, poverty and homelessness.

There is no question Thomas Street needs revitalization, but it has serious deeper problems than I think you realize. I have seen people smoking crack in their cars outside the Mobil on 4th and Thomas, and it is because they sell crack pipes at that store, legally. I told the police, I don't know what they did, but they are still selling crack pipes, and there is still a very dangerous element there that frankly I haven't seen since I lived in DC. If I were the cops, I would sit out there all day and just pick em off as they came out of there. That needs to be addressed before any meaningful improvement can occur in this neighborhood.”

“Thanks for listening :)”

Respondent G – no comments received

THOMAS STREET AREA OPEN HOUSE COMMENTS

November 21, 2013

Please share your thoughts regarding the existing and/or potential future conditions of the Thomas Street area with the below categories in mind:

The following is a summary of comments that were collected by GRAEF during informal conversations with attendees of the Open House.

TRANSPORTATION:

- *Mix of comments between what attendees desired for SEH proposed street alternatives. The two top discussed options were Alternative 3: 3-lane urban street (1-lane each direction with central turn lane), and Alternative 4: 4-lane urban street (2-lanes each direction with median and turn lanes).*
- *3-lane urban street comments:*
 - *Desires*
 - ✓ *Thomas Street is a NEIGHBORHOOD street. It should cater to the local, neighborhood feel or character. A 4-lane road would destroy this.*
 - ✓ *Residents liked having a central turn lane as opposed to a raised median that prevents easy turning at mid-block locations*
 - *Concerns*
 - ✓ *Not able to accommodate the perceived high traffic volume*
 - ✓ *If 3-lane road is built now, a number of years later, the road will have to be torn apart and widened with the assumed growth in traffic volume. So why not just widen it now?*
 - *Other comments*
 - ✓ *Keep Thomas Street a 3-lane road would encourage more people to use Stewart Avenue as the most convenient way to get from one side of the City to another. This would bring people into the downtown and promote activity where it is desired.*
 - ✓ *People who don't live in this area want the road to be widened so they can drive through as fast as possible. Local residents want these people to either slow down or take a different route to where they are going.*
- *4-lane urban street comments:*
 - *Desires:*
 - ✓ *A 4-lane road is needed to accommodate the perceived high traffic volumes along Thomas Street*
 - ✓ *Thomas Street is one of three east-west connections for the City of Wausau. For this reason, the road should be wide to accommodate as much traffic as possible.*
 - ✓ *Moving cars is the most important aspect of any redesign*
 - ✓ *The 4-lane option could work as long as safety and maintaining neighborhood connections is attainable.*
 - *Concerns:*
 - ✓ *A 4-lane road with central turn lane will divide the neighborhood*
 - ✓ *If the bridge over the Wisconsin River stays 2-lanes, won't this cause a bottle-neck?*
 - ✓ *The medians that are shown in the SEH design are undesirable because they do not allow access to driveways and alleys at midblock locations.*
 - *Other comments:*
 - ✓ *Thomas Street is the fastest route to get from the NE side of Wausau to Rib Mountain*
 - ✓ *Written comment on "Transportation" presentation board: "alternative 4 (2 lanes each direction) is the best option – but it should have a 2 way center turn lane instead of a grass median. This way it is easier for home owners to get into their driveways!!"*

- An alternative street design was suggested by a group of attendees. They suggested that Thomas Street become a 5 lane road (2 lanes each way with central turn lane) in the area between the Wisconsin River and 3rd Avenue and then from 3rd Avenue all the way to 17th Avenue, Thomas Street would be a 3-lane road (1-lane each way with central turn lane). This design was desired by this group of attendees for the following reasons:
 - Less acquisition of properties needed
 - City has already acquired several properties between Cleveland and the river so a wider road at this point makes sense
 - With a narrower road width, the neighborhoods to the north and south of Thomas Street would feel less separated.
- Median Comments:
 - A majority of attendees felt that if a raised median is required for any street redesign, it should have minimal maintenance requirements. This was mainly in response to the images on the “Transportation” presentation board showing vegetation.
 - Don’t need flowers or variety of plantings – “waste of taxpayers’ money”
 - A number of attendees felt that if a raised median can be avoided altogether, that would be most desirable.
 - There were some attendees who liked having trees located within the median.
- Desire: Several comments were given stating that “simple” crosswalks were desired. Painted crosswalks seemed desirable to many. The images showing paver crosswalks were mentioned by some to be “too elaborate” for this neighborhood.
- Desire: Elderly woman who grew up in the neighborhood and still lives near Thomas Street said that she used to walk 8+ blocks to school every day when she was a child. She said that it would be great if people would feel safe being able to walk like that along the corridor today.
- Concern: Safety for pedestrian crossing at intersections is important. Even if medians are provided as “safe mid-street stopping points” for pedestrians, it will not feel safe with traffic speeding by in each direction.
- “A lot of people bike on this road”
- Concern: road needs to be wide enough to accommodate turning radius of largest trucks entering/exiting from Kolbe & Kolbe site
- Concern: Trucks currently cause vibrations to adjacent properties. Redesign of street should make sure to address this.
- Parking was viewed by several people to be best located off-street due to the desire for vehicles to move through the corridor with greater ease.

VISUAL APPEARANCE:

- Concern: If properties directly adjacent to Thomas Street are acquired in order to expand the road, it is important to visually understand what the next layer of housing/properties will look like.
- Concern: Onion Analogy provided by local resident: Say Thomas Street is an onion. Since the existing properties along Thomas Street are run down, eye sores (like the smelly, dirty outer layer of an onion), people are demanding that we tear down all these properties. However, even if we “peel off” the first

layer of this onion (through property acquisition and demolition), the next layer, while at first may appear attractive, will still become dirty and smelly if we don't take proper care and invest in this second layer. Careful examination of what the corridor will look like if the road is widened is of utmost importance.

- *Desire: Comments were written on the "Visual Appearance" presentation board that large, mature street trees are very desirable for the Thomas Street corridor.*
- *Desire: Comments were written on the "Visual Appearance" presentation board that any of the 3 pictures showing small, local character of storefronts are desirable.*
- *Desire: Resident gave the example of a good screening wall to be Hwy R in Rib Mountain. This wall was made of a stone material and had raised planters along the wall to give an attractive view for drivers, but also a much needed buffer to residential properties on the other side of the wall. A wall similar to this could be used along Thomas Street if properties are acquired leaving unbuildable, left over space.*

RESIDENTIAL:

- *Concern: Noise is an undesired quality of existing Thomas Street for residents (both owners and tenants)*
- *Concern: Difficult for property owners to attract tenants for long-term leases due to the perceived high traffic volume and noise along Thomas Street.*
- *Concern: A family said they used to live in the home that they owned along Thomas Street, but moved due to the noise, perceived high traffic volume and unsafe nature of Thomas Street. They now rent out their home that they still own.*
- *Concern: Many home owners do not see the need or have the desire to renovate their properties out of fear that the City will just acquire the property after improvements are made.*
- *Desire: Good idea to get rid of houses that are eye-sores or in poor condition.*

COMMERCIAL:

- *Desire: local, neighborhood retail is desired if economically viable. Residents brought up the desire to have places they could walk to from their homes and not have to drive out of the neighborhood.*
- *Auto repair shop is moving to 17th Avenue*
- *Concern: Number of business owners do not want to make investments into improving the appearance of their building out of fear that the City will just acquire the property after improvements are made.*
- *Existing vacuum repair shop is a desirable retail use on Thomas Street and similar niche stores should be sought after.*

INDUSTRIAL:

- *Residents agreed that Industrial properties were not going anywhere. However, they did agree that the properties could use some better screening solutions such as the ones shown on the "Visual Appearance" presentation board. In particular, the SNE monitoring wells site just south of the 3M*

property could benefit from increased screening such as a wrought iron fence or increase vegetation edge.

- *Concern: Overloaded trucks driving along Thomas tear up the street and cause unwanted side effects to adjacent properties (noise, vibrations, etc.)*

OTHER GENERAL COMMENTS:

- *This project has already been a 10-year process, and residents just want to see something get done.*
- *“Due to [the existing poor quality of the] road condition, it would be great if they started working on this SOON!”*
- *“The alderperson for this district views the Thomas Street area as two separate neighborhoods (one to the north of Thomas Street and one to the south). It should be viewed as one neighborhood with Thomas Street serving as the connection between the two.”*
- *Owners of the Laundromat on Thomas Street also own the property directly behind them. This could be a potential redevelopment site.*
- *Historic buildings were brought up by several attendees and it was assumed that these buildings were not going anywhere. The church at 4th and Thomas was brought up several times with attendees explaining it was a historic landmark and should not move.*

THOMAS STREET

2013 Council Interview Summary – Pertinent Questions

CONDITIONS OF / RELATING TO THOMAS STREET

What do you believe is the biggest asset along Thomas Street?

- The entire southwest district is the asset that the City should be addressing, improving, and talking about. A street is simply something to help us get from here to there.
- This redevelopment should be a neighborhood project with a focus area of at least a 2-block radius along Thomas Street.
- GD Jones School is an asset, and Holy Name church is an asset.
- There is a strong residential presence, the river, and Eagles Point with events – they could all be more than what they are right now.
- We have a strong thoroughfare that people use. People perceive that it's very busy, but use the traffic at stoplights to snap a photo and show the media. Thomas Street is a link between Rib Mountain and the east side... businesses look for these kinds of traffic counts. There's an opportunity there if we do it right.
- With a streetscape that provides a pedestrian and bike friendly environment, Thomas Street can easily provide a place to walk from the neighborhood.
- The strongest link is down at Riverside Park, which is part of the TID – there has been some push for a bike link across the river to Oak Island and back to Riverside Park.

What are the sites you feel are most susceptible to change along Thomas Street?

- Thomas Street as a whole is largely ripe for redevelopment and new opportunity. If it is properly engineered and marketed, and the right core businesses locate in the area, we could have a great new Thomas Street. A new rec facility is being built at Kent Street that will bring in tournaments, etc., and Rib Mountain is full of hotels. Thomas Street is the connector, and has been a tired-looking corridor for 10 years. Properly situated and marketed, we could really make Thomas Street an asset. We must envision what a place can be, not what it is today. As we improve other areas of the City, that improvement should impact Thomas Street. As such, the City should invest in Thomas Street now, not wait for business to come.
- It's easier to start with the areas that aren't going to change. The railroad tracks where 3M does its work, and the bridge over the Wisconsin River, will not change. The rest of the area will be modified to accommodate whatever is recommended for the plan. If it's a 4-lane design or a 2-lane design

with turning lanes, you have to talk with Council members about the idea that it shouldn't just be a thoroughfare to get people out of Wausau to Rib Mountain or the business park. If you distill it down, what will Thomas Street be: an efficient thoroughfare or something that reflects the condition of the neighborhood?

- Some of the houses close to the street are a challenge, as you'd likely want to widen the right-of-way a little. Maybe some of those houses or the tavern just east of the factory could be redeveloped. I would take the money and do a redevelopment project, not a highway project.
- On Redevelopment: You want people to be able to walk downtown. We have a couple of great parks along the river – we're spending downtown along the river. Put a walkway bridge from Riverside Park over to Fern Island. Create bicycle-ped-wheelchair connectivity so you can circle around the area in 5 minutes. Look at dressing up Riverside Park. Then zone it so that real neighborhood businesses would locate along Thomas Street. Then what we'll do is acquire enough right-of-way to do that. Then you're increasing the residential tax base... it may not be commercial TIF, but you've made it better overall.
- We have a few avenues to impact the sites susceptible to change. We have a Redevelopment Authority (CDA) that's really sharp in Wausau. They're very good – a very sharp outfit.
- Some are not in favor of what's happening to the Rose Garden becoming, essentially, a thrift shop. That's not the highest and best use. People are seeing the neighborhood as only available for that kind of market.
- 3M presents a situation as existing industrial that will continue to be a challenge.
- The whole street could change by combining parcels to do more community-based businesses. If it still has to be widened, maybe it could be 2 lanes, a turn lane, and parking. It's not going to stay residential along that corridor because of traffic. And hopefully it will be destination traffic instead of thru-traffic.
- 17th Avenue is a failure. It doesn't cater to businesses. We've had to subsidize businesses in order to build there.
- Thomas Street is made up of businesses, residences, and historic areas. There has been concern as to how various historic landmarks would be affected if at all, and whether the realignment of Thomas Street would avoid impacting the historic nature of certain areas. There's an old fire station at the intersection of 3rd and Thomas which is now or was a photography place, and there's an old church around 4th or 5th Avenue. I can't say whether or not there would be an impact in the area where the Holy Name school is located near 9th-11th, but mostly with the project, folks have been concerned with how this change would make the corridor less family oriented and whether it could be beneficially returned to a place where the businesses could set up there. Certainly, homeowners have been concerned that they are in limbo as to what they can do, whether their homes would be impacted, etc. These are questions that folks have had for years now.

- If nothing happens, it will deteriorate to people using the other streets. Sherman Street will get beat up. They'll use 3rd Avenue to cut across; businesses will deteriorate. The City has been talking about this for years, and the fact that the City hasn't done anything with it is terrible. If we improve the street, we'll have more opportunity for remodeling businesses. The businesses have not upgraded their look in 5-8 years because they're afraid of getting their investment back. A dynamic change will occur if businesses know they're welcome and can improve their appearance. The physical improvement will be the biggest benefit to all of us. The biggest problems that can't be solved on Thomas Street are 3M using the railroad tracks to move their train cars and blocking traffic for long periods of time, and the narrow bridge.
- Few people want parking on Thomas Street, because people may open their doors and expect truck traffic to stop. Why would you want parking on Thomas Street if it should be a major thoroughfare?
- Thomas Street is unfortunately in a holding pattern because of the City's activities over the past decade. It still concerns me that I run into colleagues and staff who don't quite get the central point that once the City has identified a place to buy a property, make a list of the properties to buy up, and post them to the internet, that they have really used the government eminent domain power to pick off the pieces that people want to sell to us for economic development. There's a small Hmong population; for them and other vulnerable parties, this may not bode all that well. We really have a duty to follow through, give them a brochure on their rights, and make sure they can get an independent assessment.

What kinds of financing tools or funding support do you believe the City should garner in order to rehabilitate Thomas Street?

- Obviously the federal funds won't be there like they were in the past. We've talked about the TID, but that might meet a bit of resistance. A TIF is supposed to draw new business, and that's not yet the case here. As far as other ways of funding, we've talked about increasing the tax levy. Yet we have to be the fiduciary of people's money. It's a very volatile and very touchy situation, and now it's getting to be an emotional situation.
- We expanded TID 6 purposefully for Thomas Street. We have never had grant funding available for property acquisition. With the federal grant being lost, we need an ancillary fund source for road improvements. We have already applied for replacing grant funding on other Wausau roads that we would have bonded. On either side of Thomas Street, we'll be looking at private sector investments as well. We should remediate blight, insert infrastructure, and encourage private investment.
- We could borrow – the CDA or the Common Council could – for public infrastructure. We could do the park, the walkway, the street – a southwest side redevelopment plan for the City of Wausau. Included in that would be addressing the street and making it better. No way is getting to Rib Mountain as fast as possible part of the plan. Legally I think the TIF is fine, but we should do a redevelopment plan and call it as such.

- It all can be through the TID. The TID should fund the improvements around the businesses, not the businesses themselves. There's money in the TID to keep this going. If we strengthen Thomas, we strengthen other parts of the TID.
- Our staff has done a wonderful job in looking for ways to prepare for this. In financing, the TIF opportunities should allow us to take advantage of whatever is available.
- If we make it a 5-lane thoroughfare, the opportunity of bringing businesses in – which ultimately the TIF would be advisably used for – wouldn't be as likely. It would fall into the TIF much better as a two-lane road with turning lanes. We should not raise taxes to make it a superhighway.
- We need for some of the businesses that are very old along Thomas Street to have some kind of assistance. Community Development needs to step up and help with that. They have MCDEVCO, and the businesses that just went to Thomas Street work closely with them in order to get assistance. Small business loans and home rehab loans should be utilized. The homes on Thomas Street are quaint. If you're a first-time owner, you want a small home.
- Thomas Street is a legal quagmire because it isn't what it's supposed to be. Thomas Street is a \$13 million project that does simply 2 things: it buys up the property on both sides of the road for \$8 million and constructs a 5-lane road for \$13 million of TID with the notion that if we clean up the road, there will be some investment along the line. It dead ends for 10-15 years to a 2-lane bridge in the hopes that, by laying a 4-lane road, it will convince the DOT to build a bridge in 2026. As a TID project, it literally takes \$8 million of tax paying property off the tax rolls, plows it under never to pay taxes again without the slightest wink that any value will result from that. That's a lot of money to pay back. As a standalone TID, it would not meet the "but for" test. But for some government help, this particular developer would have put his money outside the city. There's no developer in the old plan – it was just a public works project.

IMPRESSION OF THE THOMAS STREET CORRIDOR

What do you like best / least about the current corridor and appearance?

- **Best:** The neighborhood on either side of the Thomas Street corridor is primarily residential but for the edges facing Thomas Street. The grade school is a neighborhood-based school with walkable connections. Overall, the neighborhood has integrity. **Least:** Thomas Street has always been a landmark – you either live north or south of Thomas Street. Yet, it is not divided. I dislike that people worry about the dividing of the neighborhood.
- **Best:** It's an alternative way to get through town without going downtown if you don't want to do so. **Least:** It definitely needs to be resurfaced. I fail to see any kind of reason to make it extremely wide and fast. I like the little businesses that are located there – I use those businesses.

- **Best:** The neighbors are very friendly, and most of the people there have been established for years and years. **Least:** People leaving from Kolbe & Kolbe like to speed down Bopf Street. They come that way to avoid stop-and-go lights.

What would you like to see as you enter Thomas Street via 17th Street? Via Grand Avenue?

- It's hard to discern where you are if you're between the River and 3rd Avenue. It feels different when you go west of 3rd Avenue. In terms of a gateway, one might have a bigger impact if you implement a gateway on the west side of the River right at the entry.
- There has always been talk of connection between the river edge trail and Riverside Park at 1st Avenue. How could the gateway and this trail tie together? We could create a sense of identity through that new connection. In summary,

River → 3rd: one distinct section

3rd → 17th: another distinct section

River → Grand or beyond: another distinct section

- The corridor needs more unity between 17th and Thomas itself. We should create something that dovetails with what's already sitting on 17th – doing so would be an easier task than trying to create an identity on the eastern piece.
- We should see a vibrant business district with a set of buildings on each end. We're talking about community identification – identity should not be the same across the city. The existing tree structure is an identifier, but utilities have destroyed some of the tree character. Get back to the canopy of trees that links to our parks, and that links to Rib Mountain and the river. The identifier should be more of a residential area than a business area.
- Thomas Street needs functioning sidewalks on both sides. Having parking on at least one side of the street would encourage businesses to have a façade and enjoy one side of the street.

What kind of reputation does Thomas Street have in the City of Wausau?

- Thomas Street is now a negative name. The sentiment about the iterations on Thomas Street sometimes is “along comes the Finance Committee to redesign the Thomas Street corridor again.”
- The media beat the City for the lost funding. That's generated some conversation. The one thing that is crystal clear: there's consensus that we better do something soon. The people are caught in our crosshairs and are adversely impacted by our failure to do something decisive one way or another. That feeling is legitimate and widespread. They've been hanging for some time.
- The reputation can be improved by changing the focus of this project to being the Southwest Side Redevelopment Project. Wausau is not used to us working outside of the downtown district. Yet we

must create a vision for the southwest side, and continue to work with our DPW so we can maintain the tree canopy along Thomas Street.

- The reputation of Thomas Street is “how can I get from here to there quickly?”, because the geography of our community makes for few river crossings. It happens to be easy for people from other communities get to other communities. You have to go through Wausau to get where you want to go. It’s a thoroughfare. Certainly the residents within the area like to see it look good and would like to see this be a welcome place. Why are you coming through? How can we help you? Some residents just want to get through as fast as possible. Come through, but come through safely.
- A lot of truckers say they don’t go through town because they know about too many delays, with stop-and-go lights and the train crossings.

Did you review all the options of the 2004 Corridor Plan?

- No.
- Yes.
- No.
- Yes.
- No.
- Yes.
- No.
- Yes.
- No.

Would you still be interested in having the road widened if property owners’ concerns about acquisition were mediated (e.g. through purchase or another avenue)?

- There’s not too much traffic on Thomas Street. I go through there during the busy times of the day, and it’s fine. That’s the thing – right now, the traffic signals on Thomas Street control the flow decently. The traffic fed off of Thomas onto 1st Avenue is controlled fine, and same at 3rd. The traffic lights are sufficient. It doesn’t need to be widened to encourage more traffic.
- Some Council members don’t want to be left out and want to be with the majority.
- The community may say “I’m in favor of a 5-lane alternative” because people just want to be bought out. We may spend \$13 million to clear cut a portion of the city. There will be this vast open area that ends neighborhoods rather than creates them.
- Someone ought to be thinking about what the City does to apologize to these residents. We did something wrong, and we are going to do this 3-lane instead. Everyone will get \$10,000 and 0% interest to fix up their properties, etc. No apology is forthcoming, but one needs to be credible and with dollars behind it.

Appendix C



Retail MarketPlace Profile

3rd and Thomas
1040 S 3rd Ave, Wausau, Wisconsin, 54401
Drive Time: 5 minutes

Latitude: 44.94850
Longitude: -99.63930

Summary Demographics

2013 Population	12,082
2013 Households	5,130
2013 Median Disposable Income	\$26,476
2013 Per Capita Income	\$17,234

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$95,323,497	\$259,633,553	-\$164,310,056	-46.3	155
Total Retail Trade	44-45	\$86,389,332	\$246,254,159	-\$159,864,826	-48.1	120
Total Food & Drink	722	\$8,934,165	\$13,379,395	-\$4,445,230	-19.9	36
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$16,155,246	\$3,969,677	\$12,185,569	60.5	6
Automobile Dealers	4411	\$13,999,702	\$1,339,666	\$12,660,036	82.5	2
Other Motor Vehicle Dealers	4412	\$1,019,928	\$1,024,836	-\$4,908	-0.2	2
Auto Parts, Accessories & Tire Stores	4413	\$1,135,616	\$1,605,176	-\$469,560	-17.1	3
Furniture & Home Furnishings Stores	442	\$1,681,018	\$5,626,877	-\$3,945,859	-54.0	8
Furniture Stores	4421	\$1,083,824	\$4,869,889	-\$3,786,065	-63.6	3
Home Furnishings Stores	4422	\$597,194	\$756,988	-\$159,794	-11.8	5
Electronics & Appliance Stores	4431	\$2,698,971	\$2,692,853	\$6,117	0.1	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,757,099	\$1,086,477	\$1,670,622	43.5	7
Bldg Material & Supplies Dealers	4441	\$2,244,647	\$1,086,477	\$1,158,170	34.8	7
Lawn & Garden Equip & Supply Stores	4442	\$512,452	\$0	\$512,452	100.0	0
Food & Beverage Stores	445	\$14,625,980	\$21,756,764	-\$7,130,783	-19.6	12
Grocery Stores	4451	\$13,641,904	\$21,464,058	-\$7,822,154	-22.3	7
Specialty Food Stores	4452	\$315,056	\$292,706	\$22,351	3.7	5
Beer, Wine & Liquor Stores	4453	\$669,020	\$0	\$669,020	100.0	0
Health & Personal Care Stores	446,4461	\$7,851,222	\$16,461,158	-\$8,609,936	-35.4	8
Gasoline Stations	447,4471	\$11,077,231	\$7,156,117	\$3,921,115	21.5	4
Clothing & Clothing Accessories Stores	448	\$4,396,085	\$62,084,457	-\$57,688,372	-86.8	27
Clothing Stores	4481	\$2,943,017	\$24,547,914	-\$21,604,897	-78.6	17
Shoe Stores	4482	\$785,325	\$35,158,253	-\$34,372,929	-95.6	4
Jewelry, Luggage & Leather Goods Stores	4483	\$667,743	\$2,378,290	-\$1,710,546	-56.2	6
Sporting Goods, Hobby, Book & Music Stores	451	\$1,981,136	\$5,001,593	-\$3,020,457	-43.3	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,490,655	\$4,176,134	-\$2,685,480	-47.4	6
Book, Periodical & Music Stores	4512	\$490,481	\$825,458	-\$334,977	-25.5	3
General Merchandise Stores	452	\$13,873,868	\$17,496,335	-\$3,622,466	-11.5	1
Department Stores Excluding Leased Depts.	4521	\$6,771,657	\$15,251,411	-\$8,479,754	-38.5	1
Other General Merchandise Stores	4529	\$7,102,211	\$2,244,924	\$4,857,287	52.0	0
Miscellaneous Store Retailers	453	\$1,905,399	\$4,279,720	-\$2,374,322	-38.4	30
Florists	4531	\$104,084	\$235,871	-\$131,787	-38.8	3
Office Supplies, Stationery & Gift Stores	4532	\$589,721	\$923,171	-\$333,449	-22.0	8
Used Merchandise Stores	4533	\$332,661	\$683,798	-\$351,137	-34.5	7
Other Miscellaneous Store Retailers	4539	\$878,933	\$2,436,881	-\$1,557,949	-47.0	12
Nonstore Retailers	454	\$7,386,077	\$98,642,132	-\$91,256,055	-86.1	5
Electronic Shopping & Mail-Order Houses	4541	\$6,035,657	\$87,058,098	-\$81,022,441	-87.0	1
Vending Machine Operators	4542	\$360,706	\$0	\$360,706	100.0	0
Direct Selling Establishments	4543	\$989,715	\$11,584,034	-\$10,594,320	-84.3	4
Food Services & Drinking Places	722	\$8,934,165	\$13,379,395	-\$4,445,230	-19.9	36
Full-Service Restaurants	7221	\$3,387,895	\$1,402,952	\$1,984,943	41.4	6
Limited-Service Eating Places	7222	\$4,560,205	\$9,193,324	-\$4,633,119	-33.7	11
Special Food Services	7223	\$389,575	\$1,111,507	-\$721,933	-48.1	2
Drinking Places - Alcoholic Beverages	7224	\$596,491	\$1,671,611	-\$1,075,120	-47.4	16

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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December 19, 2013



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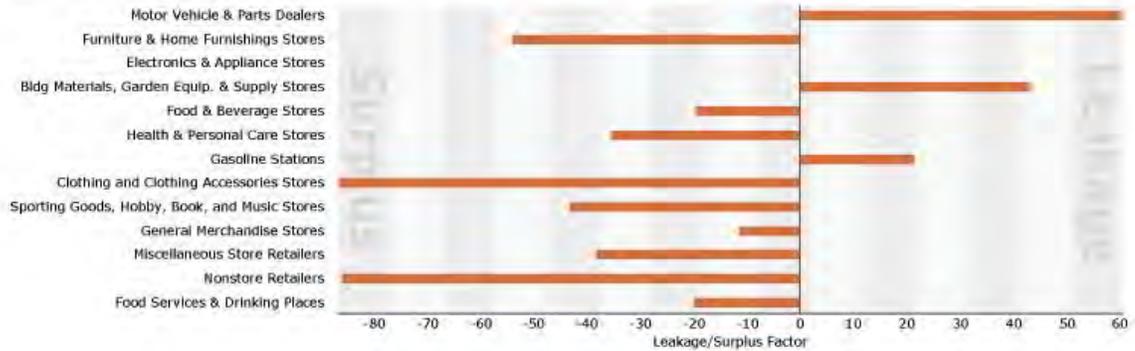


Retail MarketPlace Profile

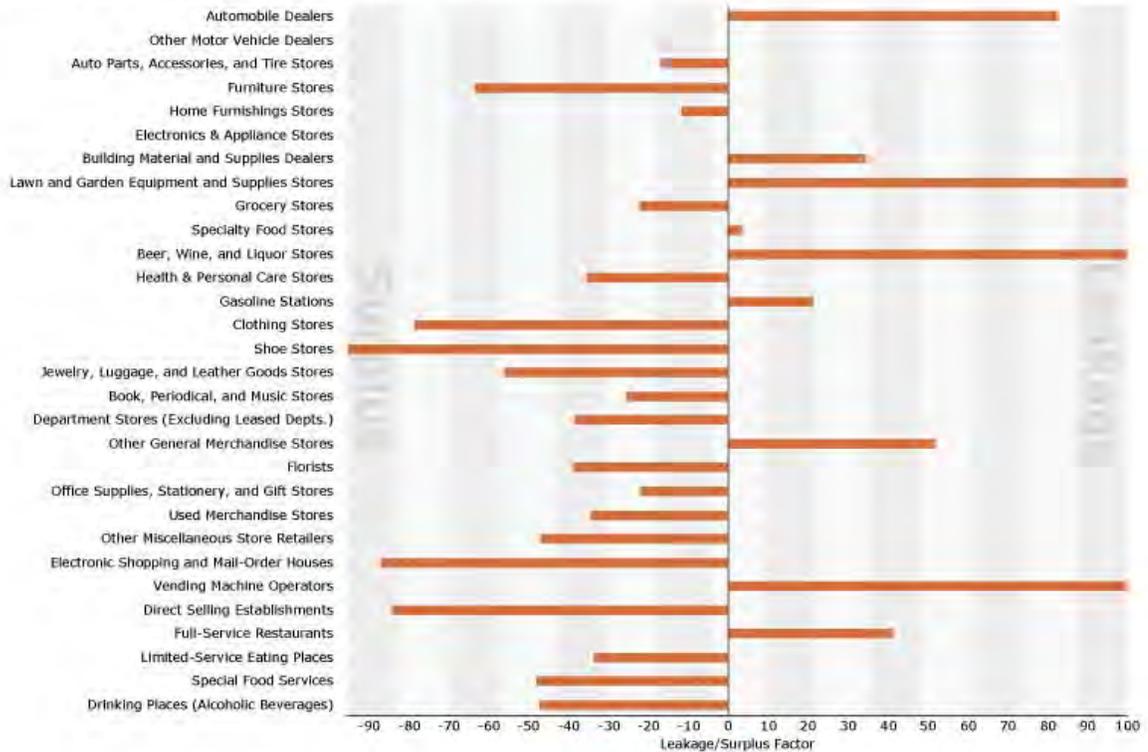
3rd and Thomas
 1040 S 3rd Ave, Wausau, Wisconsin, 54401
 Drive Time: 5 minutes

Latitude: 44.94850
 Longitude: -89.63950

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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December 19, 2013

Appendix C



Retail MarketPlace Profile

3rd and Thomas
1040 S 3rd Ave, Wausau, Wisconsin, 54401
Drive Time: 10 minutes

Latitude: 44.94850
Longitude: -89.63920

Summary Demographics

2013 Population	43,436
2013 Households	18,499
2013 Median Disposable Income	\$32,708
2013 Per Capita Income	\$23,430

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$448,313,442	\$923,080,112	-\$474,766,669	-34.6	433
Total Retail Trade	44-45	\$405,755,749	\$856,253,975	-\$450,498,226	-35.7	336
Total Food & Drink	722	\$42,557,693	\$66,826,137	-\$24,268,443	-22.2	96

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$77,138,481	\$176,300,556	-\$99,162,075	-39.1	27
Automobile Dealers	4411	\$66,679,828	\$159,968,162	-\$93,288,334	-41.2	13
Other Motor Vehicle Dealers	4412	\$5,010,989	\$11,978,959	-\$6,967,970	-41.0	7
Auto Parts, Accessories & Tire Stores	4413	\$5,447,664	\$4,353,435	\$1,094,229	11.2	7
Furniture & Home Furnishings Stores	442	\$8,138,056	\$33,992,686	-\$25,854,629	-61.4	24
Furniture Stores	4421	\$5,174,324	\$22,140,439	-\$16,966,115	-62.1	14
Home Furnishings Stores	4422	\$2,963,733	\$11,852,247	-\$8,888,514	-60.0	11
Electronics & Appliance Stores	4431	\$12,919,666	\$38,811,831	-\$25,892,165	-50.1	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$13,690,542	\$17,707,482	-\$4,016,941	-12.8	21
Bldg Material & Supplies Dealers	4441	\$11,248,507	\$16,462,977	-\$5,214,470	-18.8	20
Lawn & Garden Equip & Supply Stores	4442	\$2,442,034	\$1,244,505	\$1,197,529	32.5	1
Food & Beverage Stores	445	\$67,541,438	\$109,510,400	-\$41,968,962	-23.7	36
Grocery Stores	4451	\$62,905,507	\$107,765,252	-\$44,859,745	-26.3	24
Specialty Food Stores	4452	\$1,453,161	\$1,306,587	\$146,574	5.3	12
Beer, Wine & Liquor Stores	4453	\$3,182,770	\$438,561	\$2,744,209	75.8	1
Health & Personal Care Stores	446,4461	\$36,850,613	\$37,338,345	-\$487,732	-0.7	25
Gasoline Stations	447,4471	\$50,779,030	\$41,788,296	\$8,990,734	9.7	9
Clothing & Clothing Accessories Stores	448	\$20,936,285	\$75,928,168	-\$54,991,883	-56.8	45
Clothing Stores	4481	\$13,998,945	\$30,344,282	-\$16,345,337	-36.9	26
Shoe Stores	4482	\$3,673,670	\$40,193,486	-\$36,519,815	-83.3	8
Jewelry, Luggage & Leather Goods Stores	4483	\$3,263,670	\$5,390,400	-\$2,126,730	-24.6	11
Sporting Goods, Hobby, Book & Music Stores	451	\$9,319,243	\$12,298,158	-\$2,978,915	-13.8	32
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,058,611	\$11,221,989	-\$4,163,377	-22.8	27
Book, Periodical & Music Stores	4512	\$2,260,632	\$1,076,169	\$1,184,462	35.5	4
General Merchandise Stores	452	\$64,963,638	\$169,530,015	-\$104,566,377	-44.6	9
Department Stores Excluding Leased Depts.	4521	\$31,977,915	\$45,331,326	-\$13,353,411	-17.3	6
Other General Merchandise Stores	4529	\$32,985,723	\$124,198,689	-\$91,212,968	-58.0	3
Miscellaneous Store Retailers	453	\$8,846,706	\$14,295,823	-\$5,449,117	-23.5	72
Florists	4531	\$516,644	\$801,371	-\$284,727	-21.6	5
Office Supplies, Stationery & Gift Stores	4532	\$2,795,076	\$4,055,312	-\$1,260,237	-18.4	19
Used Merchandise Stores	4533	\$1,549,430	\$913,327	\$636,103	25.8	10
Other Miscellaneous Store Retailers	4539	\$3,985,557	\$8,525,813	-\$4,540,257	-36.3	38
Nonstore Retailers	454	\$34,632,051	\$128,752,215	-\$94,120,163	-57.6	22
Electronic Shopping & Mail-Order Houses	4541	\$28,253,426	\$87,424,076	-\$59,170,651	-51.2	3
Vending Machine Operators	4542	\$1,669,185	\$12,377,742	-\$10,708,556	-76.2	6
Direct Selling Establishments	4543	\$4,709,440	\$28,950,397	-\$24,240,956	-72.0	13
Food Services & Drinking Places	722	\$42,557,693	\$66,826,137	-\$24,268,443	-22.2	96
Full-Service Restaurants	7221	\$16,212,245	\$31,633,848	-\$15,421,603	-32.2	26
Limited-Service Eating Places	7222	\$21,650,502	\$28,001,843	-\$6,351,341	-12.8	31
Special Food Services	7223	\$1,852,817	\$1,442,678	\$410,139	12.4	4
Drinking Places - Alcoholic Beverages	7224	\$2,842,130	\$5,747,768	-\$2,905,638	-33.8	35

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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December 19, 2013

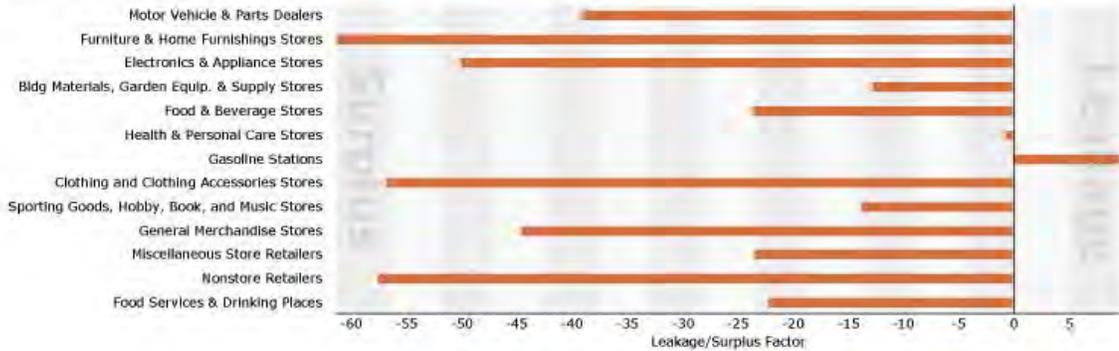


Retail MarketPlace Profile

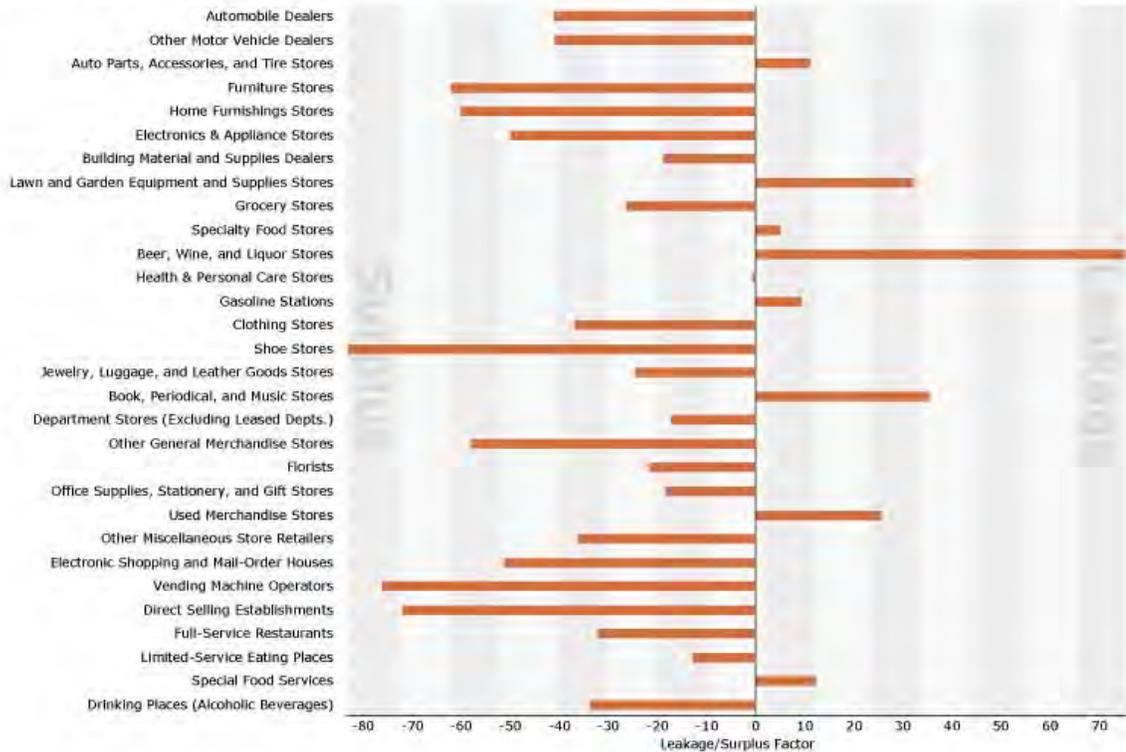
3rd and Thomas
 1040 S 3rd Ave, Wausau, Wisconsin, 54401
 Drive Time: 10 minutes

Latitude: 44.94850
 Longitude: -89.63950

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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December 19, 2013

Appendix C



Retail MarketPlace Profile

3rd and Thomas
1040 S 3rd Ave, Wausau, Wisconsin, 54401
Drive Time: 15 minutes

Latitude: 44.84851
Longitude: -89.63920

Summary Demographics

2013 Population	76,394
2013 Households	31,474
2013 Median Disposable Income	\$37,991
2013 Per Capita Income	\$26,390

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$818,966,285	\$1,216,872,127	-\$397,905,842	-19.5	650
Total Retail Trade	44-45	\$740,365,475	\$1,122,316,542	-\$381,951,067	-20.5	512
Total Food & Drink	722	\$78,600,810	\$94,555,585	-\$15,954,775	-9.2	138

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$142,218,912	\$204,766,644	-\$62,547,732	-18.0	42
Automobile Dealers	4411	\$122,815,827	\$182,827,942	-\$60,012,115	-19.6	20
Other Motor Vehicle Dealers	4412	\$9,354,819	\$14,606,141	-\$5,251,322	-21.9	13
Auto Parts, Accessories & Tire Stores	4413	\$10,048,267	\$7,332,561	\$2,715,705	15.6	10
Furniture & Home Furnishings Stores	442	\$15,174,287	\$39,224,971	-\$24,050,684	-44.2	36
Furniture Stores	4421	\$9,614,926	\$23,399,629	-\$13,784,704	-41.8	17
Home Furnishings Stores	4422	\$5,559,361	\$15,825,342	-\$10,265,980	-48.0	19
Electronics & Appliance Stores	4431	\$23,889,138	\$56,963,451	-\$33,074,313	-40.9	21
Bldg Materials, Garden Equip. & Supply Stores	444	\$25,634,280	\$25,047,588	\$586,692	1.2	37
Bldg Material & Supplies Dealers	4441	\$21,282,526	\$22,783,287	-\$1,500,760	-3.4	31
Lawn & Garden Equip & Supply Stores	4442	\$4,351,754	\$2,264,302	\$2,087,452	31.6	6
Food & Beverage Stores	445	\$122,087,609	\$183,348,503	-\$61,260,894	-20.1	58
Grocery Stores	4451	\$113,613,123	\$180,252,505	-\$66,639,382	-22.7	36
Specialty Food Stores	4452	\$2,626,052	\$2,100,669	\$525,383	11.1	20
Beer, Wine & Liquor Stores	4453	\$5,848,433	\$995,328	\$4,853,105	70.9	2
Health & Personal Care Stores	446,4461	\$66,622,896	\$42,845,120	\$23,777,776	21.7	36
Gasoline Stations	447,4471	\$91,527,061	\$71,726,887	\$19,800,174	12.1	12
Clothing & Clothing Accessories Stores	448	\$38,738,247	\$87,608,755	-\$48,870,508	-38.7	59
Clothing Stores	4481	\$25,856,454	\$37,266,924	-\$11,410,470	-18.1	34
Shoe Stores	4482	\$6,713,350	\$42,681,662	-\$35,968,312	-72.8	11
Jewelry, Luggage & Leather Goods Stores	4483	\$6,168,443	\$7,660,169	-\$1,491,726	-10.8	14
Sporting Goods, Hobby, Book & Music Stores	451	\$17,094,305	\$15,324,199	\$1,770,106	5.5	52
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,998,322	\$14,015,776	-\$1,017,454	-3.8	45
Book, Periodical & Music Stores	4512	\$4,095,983	\$1,308,423	\$2,787,560	51.6	7
General Merchandise Stores	452	\$118,649,764	\$230,898,860	-\$112,249,096	-32.1	13
Department Stores Excluding Leased Depts.	4521	\$58,837,433	\$96,716,262	-\$37,878,830	-24.4	8
Other General Merchandise Stores	4529	\$59,812,332	\$134,182,598	-\$74,370,266	-38.3	5
Miscellaneous Store Retailers	453	\$16,002,076	\$18,125,338	-\$2,123,262	-6.2	108
Florists	4531	\$937,357	\$1,347,946	-\$410,590	-18.0	10
Office Supplies, Stationery & Gift Stores	4532	\$5,127,904	\$4,202,865	\$925,039	9.9	23
Used Merchandise Stores	4533	\$2,823,654	\$1,149,103	\$1,674,551	42.2	13
Other Miscellaneous Store Retailers	4539	\$7,113,161	\$11,425,423	-\$4,312,263	-23.3	62
Nonstore Retailers	454	\$62,726,900	\$146,436,226	-\$83,709,326	-40.0	37
Electronic Shopping & Mail-Order Houses	4541	\$51,564,200	\$88,753,629	-\$37,189,429	-26.5	6
Vending Machine Operators	4542	\$3,023,612	\$15,223,280	-\$12,199,668	-66.9	12
Direct Selling Establishments	4543	\$8,139,087	\$42,459,317	-\$34,320,229	-67.8	20
Food Services & Drinking Places	722	\$78,600,810	\$94,555,585	-\$15,954,775	-9.2	138
Full-Service Restaurants	7221	\$30,028,017	\$48,227,768	-\$18,199,751	-23.3	41
Limited-Service Eating Places	7222	\$39,926,574	\$35,953,725	\$3,972,849	5.2	36
Special Food Services	7223	\$3,428,637	\$1,634,033	\$1,794,603	35.4	7
Drinking Places - Alcoholic Beverages	7224	\$5,217,582	\$8,740,057	-\$3,522,475	-25.2	54

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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December 19, 2013

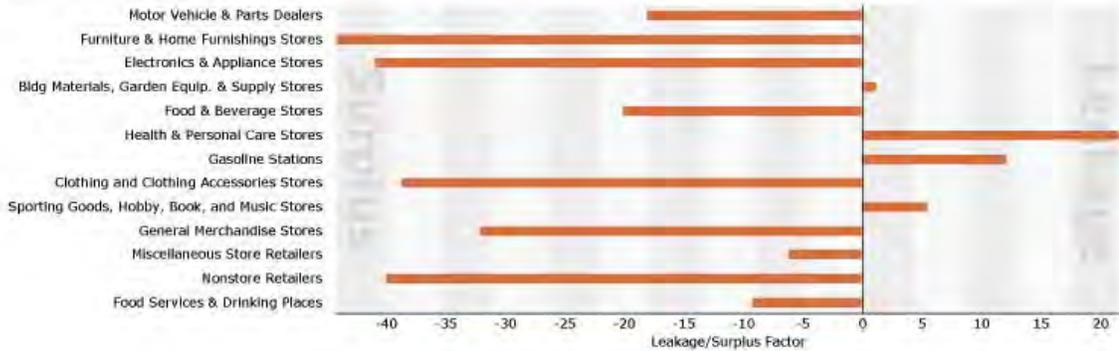


Retail MarketPlace Profile

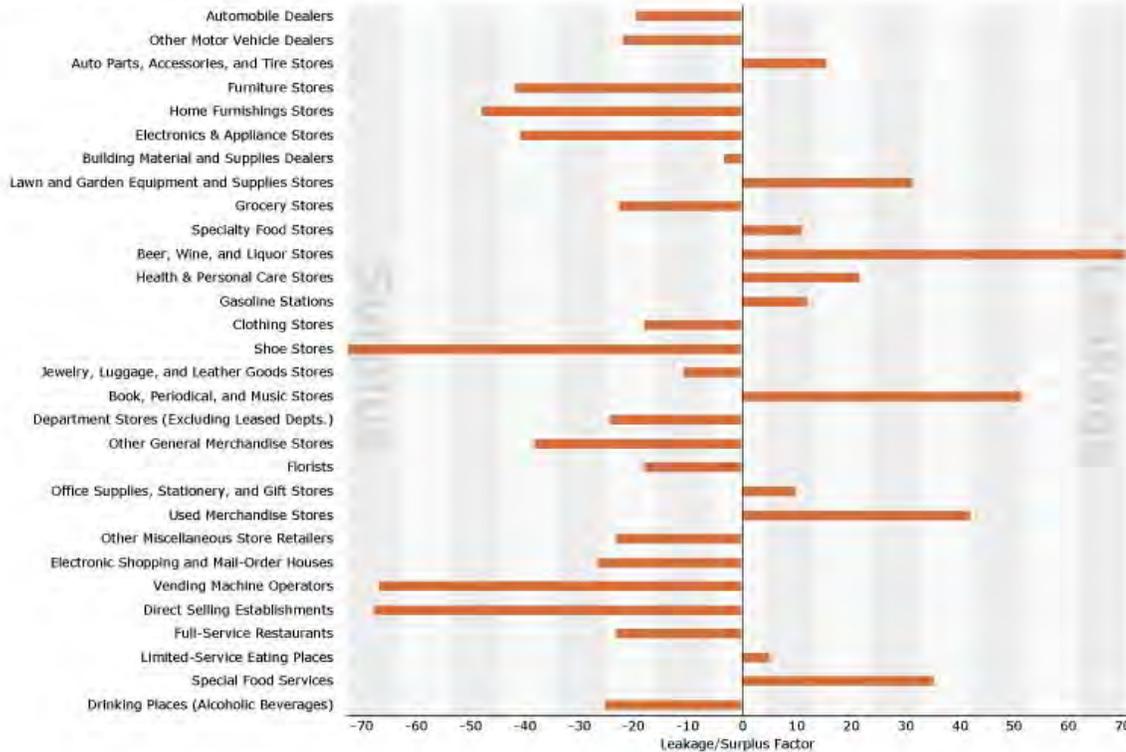
3rd and Thomas
 1040 S 3rd Ave, Wausau, Wisconsin, 54401
 Drive Time: 15 minutes

Latitude: 44.94850
 Longitude: -89.63930

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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December 19, 2013

Appendix D



Retail MarketPlace Profile

3rd and Thomas
1040 S 3rd Ave, Wausau, Wisconsin, 54401
Drive Time: 5 minutes

Latitude: 44.94850
Longitude: -89.63930

Summary Demographics

2013 Population	12,082
2013 Households	5,130
2013 Median Disposable Income	\$26,476
2013 Per Capita Income	\$17,234

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$95,323,497	\$259,633,553	-\$164,310,056	-46.3	155
Total Retail Trade	44-45	\$86,389,332	\$246,254,159	-\$159,864,826	-48.1	120
Total Food & Drink	722	\$8,934,165	\$13,379,395	-\$4,445,230	-19.9	36

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$16,155,246	\$3,969,677	\$12,185,569	60.5	6
Automobile Dealers	4411	\$13,999,702	\$1,339,666	\$12,660,036	82.5	2
Other Motor Vehicle Dealers	4412	\$1,019,928	\$1,024,836	-\$4,908	-0.2	2
Auto Parts, Accessories & Tire Stores	4413	\$1,135,616	\$1,605,176	-\$469,560	-17.1	3
Furniture & Home Furnishings Stores	442	\$1,681,018	\$5,626,877	-\$3,945,859	-54.0	8
Furniture Stores	4421	\$1,083,824	\$4,869,889	-\$3,786,065	-63.6	3
Home Furnishings Stores	4422	\$597,194	\$756,988	-\$159,794	-11.8	5
Electronics & Appliance Stores	4431	\$2,698,971	\$2,692,853	\$6,117	0.1	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,757,099	\$1,086,477	\$1,670,622	43.5	7
Bldg Material & Supplies Dealers	4441	\$2,244,647	\$1,086,477	\$1,158,170	34.8	7
Lawn & Garden Equip & Supply Stores	4442	\$512,452	\$0	\$512,452	100.0	0
Food & Beverage Stores	445	\$14,625,980	\$21,756,764	-\$7,130,783	-19.6	12
Grocery Stores	4451	\$13,641,904	\$21,464,058	-\$7,822,154	-22.3	7
Specialty Food Stores	4452	\$315,056	\$292,706	\$22,351	3.7	5
Beer, Wine & Liquor Stores	4453	\$669,020	\$0	\$669,020	100.0	0
Health & Personal Care Stores	446,4461	\$7,851,222	\$16,461,158	-\$8,609,936	-35.4	8
Gasoline Stations	447,4471	\$11,077,231	\$7,156,117	\$3,921,115	21.5	4
Clothing & Clothing Accessories Stores	448	\$4,396,085	\$62,084,457	-\$57,688,372	-86.8	27
Clothing Stores	4481	\$2,943,017	\$24,547,914	-\$21,604,897	-78.6	17
Shoe Stores	4482	\$785,325	\$35,158,253	-\$34,372,929	-95.6	4
Jewelry, Luggage & Leather Goods Stores	4483	\$667,743	\$2,378,290	-\$1,710,546	-56.2	6
Sporting Goods, Hobby, Book & Music Stores	451	\$1,981,136	\$5,001,593	-\$3,020,457	-43.3	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,490,655	\$4,176,134	-\$2,685,480	-47.4	6
Book, Periodical & Music Stores	4512	\$490,481	\$825,458	-\$334,977	-25.5	3
General Merchandise Stores	452	\$13,873,868	\$17,496,335	-\$3,622,466	-11.5	1
Department Stores Excluding Leased Depts.	4521	\$6,771,657	\$15,251,411	-\$8,479,754	-38.5	1
Other General Merchandise Stores	4529	\$7,102,211	\$2,244,924	\$4,857,287	52.0	0
Miscellaneous Store Retailers	453	\$1,905,399	\$4,279,720	-\$2,374,322	-38.4	30
Florists	4531	\$104,084	\$235,871	-\$131,787	-38.8	3
Office Supplies, Stationery & Gift Stores	4532	\$589,721	\$923,171	-\$333,449	-22.0	8
Used Merchandise Stores	4533	\$332,661	\$683,798	-\$351,137	-34.5	7
Other Miscellaneous Store Retailers	4539	\$878,933	\$2,436,881	-\$1,557,949	-47.0	12
Nonstore Retailers	454	\$7,386,077	\$98,642,132	-\$91,256,055	-86.1	5
Electronic Shopping & Mail-Order Houses	4541	\$6,035,657	\$87,058,098	-\$81,022,441	-87.0	1
Vending Machine Operators	4542	\$360,706	\$0	\$360,706	100.0	0
Direct Selling Establishments	4543	\$989,715	\$11,584,034	-\$10,594,320	-84.3	4
Food Services & Drinking Places	722	\$8,934,165	\$13,379,395	-\$4,445,230	-19.9	36
Full-Service Restaurants	7221	\$3,387,895	\$1,402,952	\$1,984,943	41.4	6
Limited-Service Eating Places	7222	\$4,560,205	\$9,193,324	-\$4,633,119	-33.7	11
Special Food Services	7223	\$389,575	\$1,111,507	-\$721,933	-48.1	2
Drinking Places - Alcoholic Beverages	7224	\$596,491	\$1,671,611	-\$1,075,120	-47.4	16

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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December 19, 2013

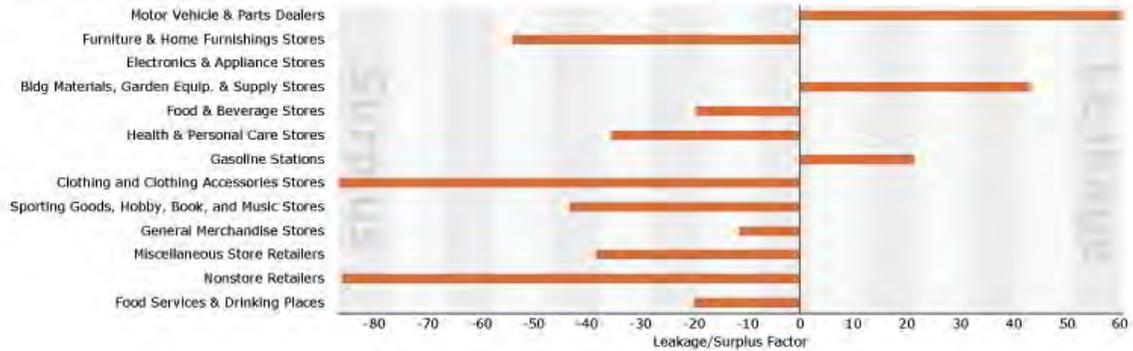


Retail MarketPlace Profile

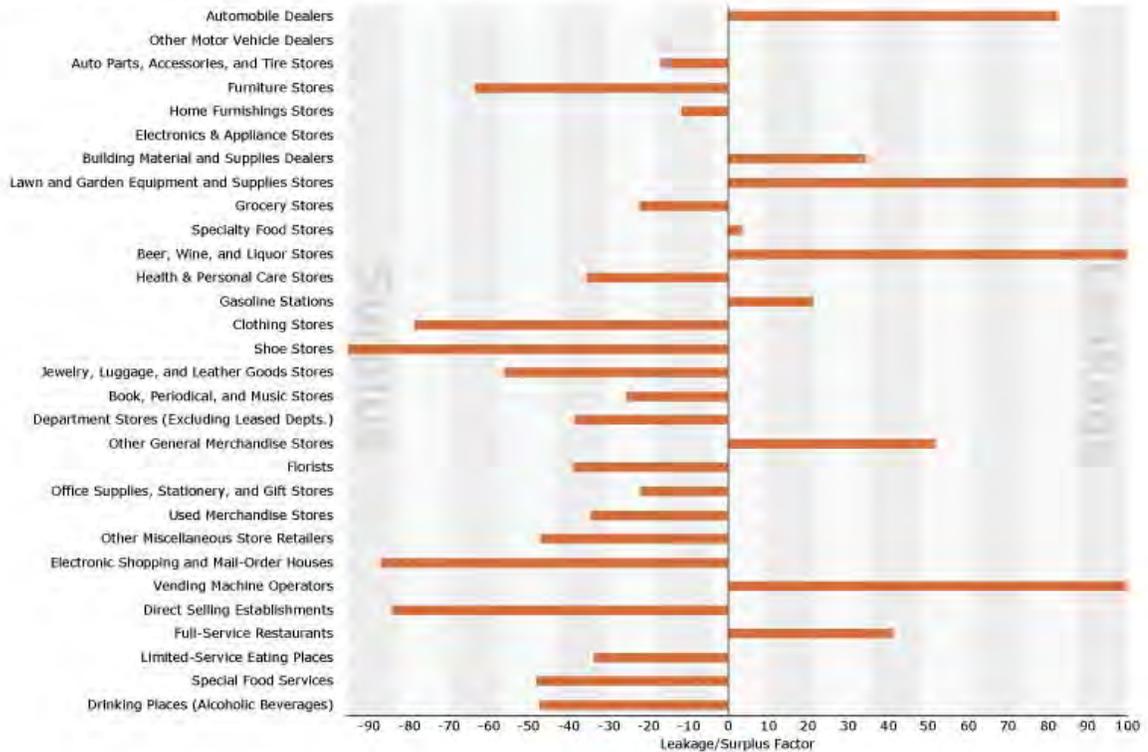
3rd and Thomas
 1040 S 3rd Ave, Wausau, Wisconsin, 54401
 Drive Time: 5 minutes

Latitude: 44.94850
 Longitude: -89.63950

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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December 19, 2013

Appendix D



Retail MarketPlace Profile

3rd and Thomas
1040 S 3rd Ave, Wausau, Wisconsin, 54401
Drive Time: 10 minutes

Latitude: 44.94854
Longitude: -89.63920

Summary Demographics

2013 Population	43,436
2013 Households	18,499
2013 Median Disposable Income	\$32,708
2013 Per Capita Income	\$23,430

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$448,313,442	\$923,080,112	-\$474,766,669	-34.6	433
Total Retail Trade	44-45	\$405,755,749	\$856,253,975	-\$450,498,226	-35.7	336
Total Food & Drink	722	\$42,557,693	\$66,826,137	-\$24,268,443	-22.2	96
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$77,138,481	\$176,300,556	-\$99,162,075	-39.1	27
Automobile Dealers	4411	\$66,679,828	\$159,968,162	-\$93,288,334	-41.2	13
Other Motor Vehicle Dealers	4412	\$5,010,989	\$11,978,959	-\$6,967,970	-41.0	7
Auto Parts, Accessories & Tire Stores	4413	\$5,447,664	\$4,353,435	\$1,094,229	11.2	7
Furniture & Home Furnishings Stores	442	\$8,138,056	\$33,992,686	-\$25,854,629	-61.4	24
Furniture Stores	4421	\$5,174,324	\$22,140,439	-\$16,966,115	-62.1	14
Home Furnishings Stores	4422	\$2,963,733	\$11,852,247	-\$8,888,514	-60.0	11
Electronics & Appliance Stores	4431	\$12,919,666	\$38,811,831	-\$25,892,165	-50.1	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$13,690,542	\$17,707,482	-\$4,016,941	-12.8	21
Bldg Material & Supplies Dealers	4441	\$11,248,507	\$16,462,977	-\$5,214,470	-18.8	20
Lawn & Garden Equip & Supply Stores	4442	\$2,442,034	\$1,244,505	\$1,197,529	32.5	1
Food & Beverage Stores	445	\$67,541,438	\$109,510,400	-\$41,968,962	-23.7	36
Grocery Stores	4451	\$62,905,507	\$107,765,252	-\$44,859,745	-26.3	24
Specialty Food Stores	4452	\$1,453,161	\$1,306,587	\$146,574	5.3	12
Beer, Wine & Liquor Stores	4453	\$3,182,770	\$438,561	\$2,744,209	75.8	1
Health & Personal Care Stores	446,4461	\$36,850,613	\$37,338,345	-\$487,732	-0.7	25
Gasoline Stations	447,4471	\$50,779,030	\$41,788,296	\$8,990,734	9.7	9
Clothing & Clothing Accessories Stores	448	\$20,936,285	\$75,928,168	-\$54,991,883	-56.8	45
Clothing Stores	4481	\$13,998,945	\$30,344,282	-\$16,345,337	-36.9	26
Shoe Stores	4482	\$3,673,670	\$40,193,486	-\$36,519,815	-83.3	8
Jewelry, Luggage & Leather Goods Stores	4483	\$3,263,670	\$5,390,400	-\$2,126,730	-24.6	11
Sporting Goods, Hobby, Book & Music Stores	451	\$9,319,243	\$12,298,158	-\$2,978,915	-13.8	32
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,058,611	\$11,221,989	-\$4,163,377	-22.8	27
Book, Periodical & Music Stores	4512	\$2,260,632	\$1,076,169	\$1,184,462	35.5	4
General Merchandise Stores	452	\$64,963,638	\$169,530,015	-\$104,566,377	-44.6	9
Department Stores Excluding Leased Depts.	4521	\$31,977,915	\$45,331,326	-\$13,353,411	-17.3	6
Other General Merchandise Stores	4529	\$32,985,723	\$124,198,689	-\$91,212,966	-58.0	3
Miscellaneous Store Retailers	453	\$8,846,706	\$14,295,823	-\$5,449,117	-23.5	72
Florists	4531	\$516,644	\$801,371	-\$284,727	-21.6	5
Office Supplies, Stationery & Gift Stores	4532	\$2,795,076	\$4,055,312	-\$1,260,237	-18.4	19
Used Merchandise Stores	4533	\$1,549,430	\$913,327	\$636,103	25.8	10
Other Miscellaneous Store Retailers	4539	\$3,985,557	\$8,525,813	-\$4,540,257	-36.3	38
Nonstore Retailers	454	\$34,632,051	\$128,752,215	-\$94,120,163	-57.6	22
Electronic Shopping & Mail-Order Houses	4541	\$28,253,426	\$87,424,076	-\$59,170,651	-51.2	3
Vending Machine Operators	4542	\$1,669,185	\$12,377,742	-\$10,708,556	-76.2	6
Direct Selling Establishments	4543	\$4,709,440	\$28,950,397	-\$24,240,956	-72.0	13
Food Services & Drinking Places	722	\$42,557,693	\$66,826,137	-\$24,268,443	-22.2	96
Full-Service Restaurants	7221	\$16,212,245	\$31,633,848	-\$15,421,603	-32.2	26
Limited-Service Eating Places	7222	\$21,650,502	\$28,001,843	-\$6,351,341	-12.8	31
Special Food Services	7223	\$1,852,817	\$1,442,678	\$410,139	12.4	4
Drinking Places - Alcoholic Beverages	7224	\$2,842,130	\$5,747,768	-\$2,905,638	-33.8	35

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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December 19, 2013

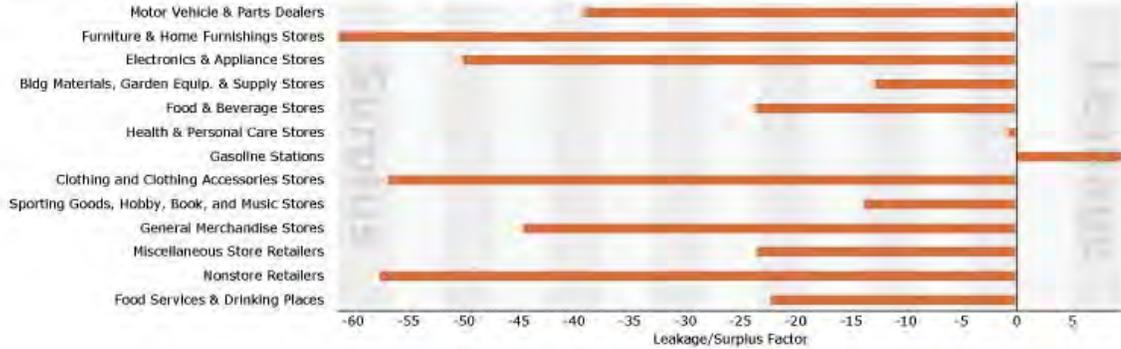


Retail MarketPlace Profile

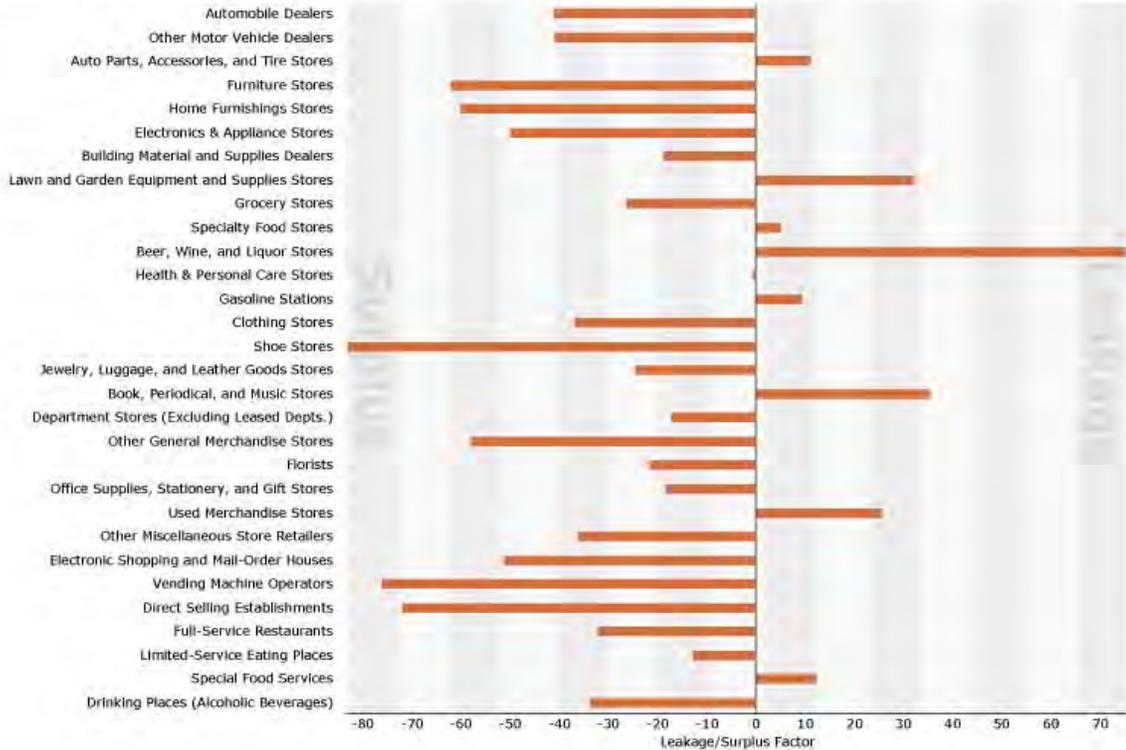
3rd and Thomas
 1040 S 3rd Ave, Wausau, Wisconsin, 54401
 Drive Time: 10 minutes

Latitude: 44.94850
 Longitude: -89.63930

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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December 19, 2013

Appendix D



Retail MarketPlace Profile

3rd and Thomas
1040 S 3rd Ave, Wausau, Wisconsin, 54401
Drive Time: 15 minutes

Latitude: 44.94854
Longitude: -89.63970

Summary Demographics

2013 Population	76,394
2013 Households	31,474
2013 Median Disposable Income	\$37,991
2013 Per Capita Income	\$26,390

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
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Total Retail Trade	44-45	\$740,365,475	\$1,122,316,542	-\$381,951,067	-20.5	512
Total Food & Drink	722	\$78,600,810	\$94,555,585	-\$15,954,775	-9.2	138
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Other Motor Vehicle Dealers	4412	\$9,354,819	\$14,606,141	-\$5,251,322	-21.9	13
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Furniture & Home Furnishings Stores	442	\$15,174,287	\$39,224,971	-\$24,050,684	-44.2	36
Furniture Stores	4421	\$9,614,926	\$23,399,629	-\$13,784,704	-41.8	17
Home Furnishings Stores	4422	\$5,559,361	\$15,825,342	-\$10,265,980	-48.0	19
Electronics & Appliance Stores	4431	\$23,889,138	\$56,963,451	-\$33,074,313	-40.9	21
Bldg Materials, Garden Equip. & Supply Stores	444	\$25,634,280	\$25,047,588	\$586,692	1.2	37
Bldg Material & Supplies Dealers	4441	\$21,282,526	\$22,783,287	-\$1,500,760	-3.4	31
Lawn & Garden Equip & Supply Stores	4442	\$4,351,754	\$2,264,302	\$2,087,452	31.6	6
Food & Beverage Stores	445	\$122,087,609	\$183,348,503	-\$61,260,894	-20.1	58
Grocery Stores	4451	\$113,613,123	\$180,252,505	-\$66,639,382	-22.7	36
Specialty Food Stores	4452	\$2,626,052	\$2,100,669	\$525,383	11.1	20
Beer, Wine & Liquor Stores	4453	\$5,848,433	\$995,328	\$4,853,105	70.9	2
Health & Personal Care Stores	446,4461	\$66,622,896	\$42,845,120	\$23,777,776	21.7	36
Gasoline Stations	447,4471	\$91,527,061	\$71,726,887	\$19,800,174	12.1	12
Clothing & Clothing Accessories Stores	448	\$38,738,247	\$87,608,755	-\$48,870,508	-38.7	59
Clothing Stores	4481	\$25,856,454	\$37,266,924	-\$11,410,470	-18.1	34
Shoe Stores	4482	\$6,713,350	\$42,681,662	-\$35,968,312	-72.8	11
Jewelry, Luggage & Leather Goods Stores	4483	\$6,168,443	\$7,660,169	-\$1,491,726	-10.8	14
Sporting Goods, Hobby, Book & Music Stores	451	\$17,094,305	\$15,324,199	\$1,770,106	5.5	52
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,998,322	\$14,015,776	-\$1,017,454	-3.8	45
Book, Periodical & Music Stores	4512	\$4,095,983	\$1,308,423	\$2,787,560	51.6	7
General Merchandise Stores	452	\$118,649,764	\$230,898,860	-\$112,249,096	-32.1	13
Department Stores Excluding Leased Depts.	4521	\$58,837,433	\$96,716,262	-\$37,878,830	-24.4	8
Other General Merchandise Stores	4529	\$59,812,332	\$134,182,598	-\$74,370,266	-38.3	5
Miscellaneous Store Retailers	453	\$16,002,076	\$18,125,338	-\$2,123,262	-6.2	108
Florists	4531	\$937,357	\$1,347,946	-\$410,590	-18.0	10
Office Supplies, Stationery & Gift Stores	4532	\$5,127,904	\$4,202,865	\$925,039	9.9	23
Used Merchandise Stores	4533	\$2,823,654	\$1,149,103	\$1,674,551	42.2	13
Other Miscellaneous Store Retailers	4539	\$7,113,161	\$11,425,423	-\$4,312,263	-23.3	62
Nonstore Retailers	454	\$62,726,900	\$146,436,226	-\$83,709,326	-40.0	37
Electronic Shopping & Mail-Order Houses	4541	\$51,564,200	\$88,753,629	-\$37,189,429	-26.5	6
Vending Machine Operators	4542	\$3,023,612	\$15,223,280	-\$12,199,668	-66.9	12
Direct Selling Establishments	4543	\$8,139,087	\$42,459,317	-\$34,320,229	-67.8	20
Food Services & Drinking Places	722	\$78,600,810	\$94,555,585	-\$15,954,775	-9.2	138
Full-Service Restaurants	7221	\$30,028,017	\$48,227,768	-\$18,199,751	-23.3	41
Limited-Service Eating Places	7222	\$39,926,574	\$35,953,725	\$3,972,849	5.2	36
Special Food Services	7223	\$3,428,637	\$1,634,033	\$1,794,603	35.4	7
Drinking Places - Alcoholic Beverages	7224	\$5,217,582	\$8,740,057	-\$3,522,475	-25.2	54

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

December 19, 2013

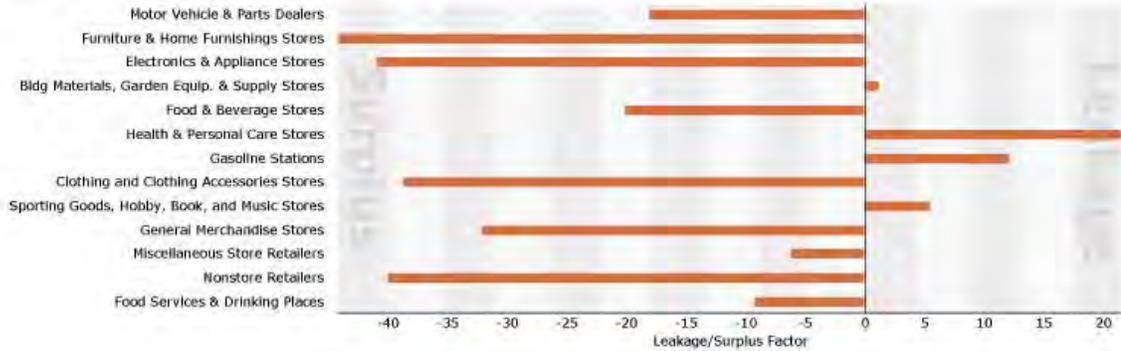


Retail MarketPlace Profile

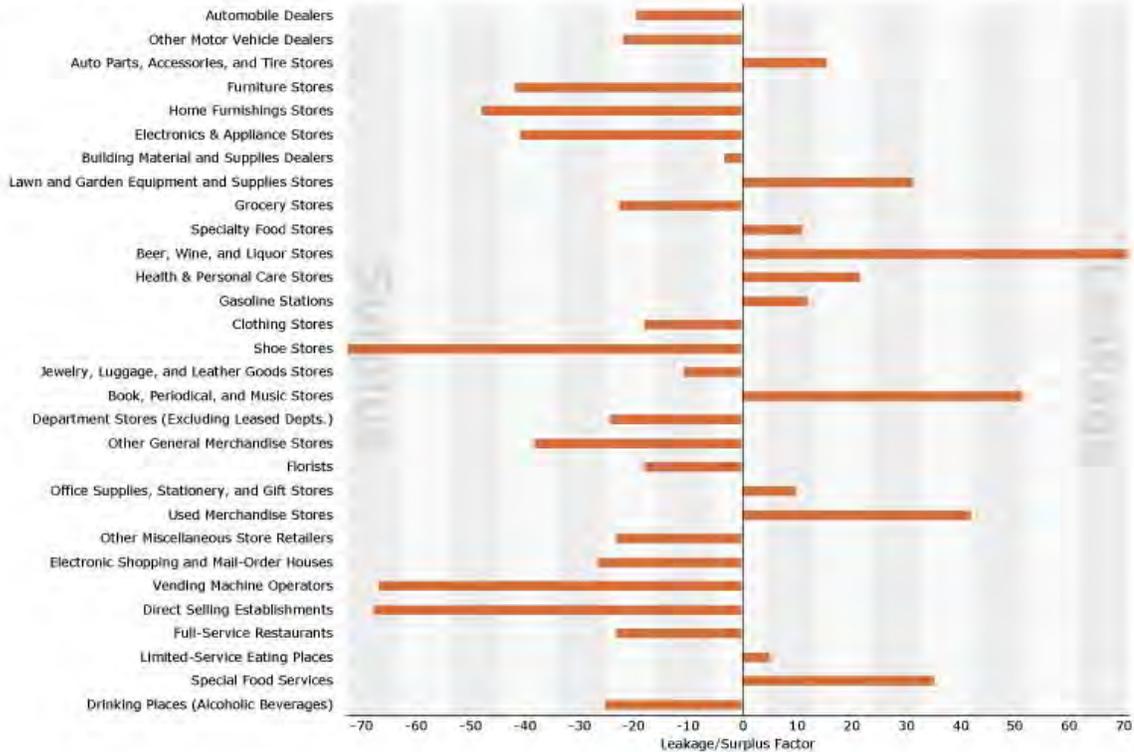
3rd and Thomas
 1040 S 3rd Ave, Wausau, Wisconsin, 54401
 Drive Time: 15 minutes

Latitude: 44.94850
 Longitude: -89.63930

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

December 19, 2013



Market Profile

3rd and Thomas
1040 S 3rd Ave, Wausau, Wisconsin, 54401
Drive Time: 5, 10, 15 minutes

ESRI
Landscape Analyst

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
Population Summary			
2000 Total Population	13,021	43,747	72,521
2010 Total Population	12,069	43,473	75,994
2013 Total Population	12,082	43,436	76,394
2013 Group Quarters	434	1,056	1,371
2018 Total Population	12,137	43,648	77,244
2013-2018 Annual Rate	0.09%	0.10%	0.22%
Household Summary			
2000 Households	5,453	17,812	28,535
2000 Average Household Size	2.31	2.39	2.49
2010 Households	5,107	18,446	31,194
2010 Average Household Size	2.28	2.30	2.39
2013 Households	5,130	18,499	31,474
2013 Average Household Size	2.27	2.29	2.38
2018 Households	5,193	18,720	32,053
2018 Average Household Size	2.25	2.28	2.37
2013-2018 Annual Rate	0.24%	0.24%	0.36%
2010 Families	2,631	10,736	19,792
2010 Average Family Size	3.13	2.98	2.98
2013 Families	2,618	10,677	19,856
2013 Average Family Size	3.13	2.97	2.97
2018 Families	2,617	10,688	20,063
2018 Average Family Size	3.12	2.96	2.96
2013-2018 Annual Rate	-0.01%	0.02%	0.21%
Housing Unit Summary			
2000 Housing Units	5,874	18,877	30,069
Owner Occupied Housing Units	48.7%	60.1%	65.6%
Renter Occupied Housing Units	44.1%	34.2%	29.3%
Vacant Housing Units	7.2%	5.6%	5.1%
2010 Housing Units	5,733	20,202	34,017
Owner Occupied Housing Units	44.8%	54.9%	60.4%
Renter Occupied Housing Units	44.2%	36.4%	31.3%
Vacant Housing Units	10.9%	8.7%	8.3%
2013 Housing Units	5,814	20,456	34,431
Owner Occupied Housing Units	42.2%	52.1%	58.1%
Renter Occupied Housing Units	46.1%	38.4%	33.3%
Vacant Housing Units	11.8%	9.6%	8.6%
2018 Housing Units	5,874	20,750	35,195
Owner Occupied Housing Units	42.7%	52.3%	58.3%
Renter Occupied Housing Units	45.6%	37.9%	32.7%
Vacant Housing Units	11.6%	9.8%	8.9%
Median Household Income			
2013	\$32,679	\$39,355	\$46,914
2018	\$36,542	\$47,588	\$57,822
Median Home Value			
2013	\$83,762	\$108,603	\$127,599
2018	\$88,162	\$141,462	\$172,896
Per Capita Income			
2013	\$17,234	\$23,430	\$26,390
2018	\$19,743	\$27,821	\$31,545
Median Age			
2010	33.2	37.7	38.5
2013	33.7	38.1	39.0
2018	34.7	38.8	39.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

December 19, 2013



Market Profile

3rd and Thomas
1040 S 3rd Ave, Wausau, Wisconsin, 54401
Drive Time: 5, 10, 15 minutes

Latitude: 44.9852
Longitude: 89.6299

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2010 Population by Age			
Total	12,070	43,473	75,991
0 - 4	7.8%	7.1%	6.8%
5 - 9	6.7%	6.1%	6.4%
10 - 14	5.7%	5.9%	6.6%
15 - 24	16.1%	13.7%	12.9%
25 - 34	16.5%	14.3%	13.2%
35 - 44	11.7%	11.5%	12.5%
45 - 54	12.7%	13.8%	14.7%
55 - 64	10.3%	11.8%	12.2%
65 - 74	5.5%	7.0%	6.9%
75 - 84	4.4%	5.6%	5.1%
85 +	2.7%	3.3%	2.7%
18 +	76.2%	77.1%	76.0%
2013 Population by Age			
Total	12,082	43,435	76,395
0 - 4	7.6%	6.8%	6.6%
5 - 9	6.8%	6.1%	6.3%
10 - 14	5.9%	5.9%	6.3%
15 - 24	15.0%	13.4%	12.9%
25 - 34	16.7%	14.3%	13.2%
35 - 44	11.8%	11.3%	12.0%
45 - 54	12.4%	13.1%	14.0%
55 - 64	11.1%	12.7%	13.2%
65 - 74	6.0%	7.8%	7.8%
75 - 84	4.0%	5.2%	4.8%
85 +	2.6%	3.4%	2.8%
18 +	76.5%	77.6%	76.9%
2018 Population by Age			
Total	12,138	43,647	77,241
0 - 4	7.6%	6.8%	6.6%
5 - 9	6.6%	6.0%	6.2%
10 - 14	6.2%	6.0%	6.3%
15 - 24	13.5%	12.4%	12.0%
25 - 34	16.7%	14.1%	13.2%
35 - 44	12.5%	11.6%	12.1%
45 - 54	11.4%	11.8%	12.7%
55 - 64	11.3%	13.0%	13.5%
65 - 74	7.8%	9.5%	9.5%
75 - 84	4.1%	5.5%	5.0%
85 +	2.4%	3.3%	2.8%
18 +	76.4%	77.8%	77.2%
2010 Population by Sex			
Males	6,174	21,513	37,686
Females	5,895	21,960	38,308
2013 Population by Sex			
Males	6,196	21,542	37,965
Females	5,885	21,893	38,430
2018 Population by Sex			
Males	6,225	21,703	38,465
Females	5,912	21,944	38,779

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

December 19, 2013



Market Profile

3rd and Thomas
 1040 S 3rd Ave, Wausau, Wisconsin, 54401
 Drive Time: 5, 10, 15 minutes

Latitude: 44.85000
 Longitude: 89.62500

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2010 Population by Race/Ethnicity			
Total	12,068	43,473	75,994
White Alone	77.9%	84.6%	87.4%
Black Alone	1.8%	1.2%	1.0%
American Indian Alone	1.1%	0.8%	0.6%
Asian Alone	15.3%	10.5%	8.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	0.8%	0.7%
Two or More Races	2.7%	2.1%	1.8%
Hispanic Origin	3.9%	2.6%	2.3%
Diversity Index	41.7	31.1	26.2
2013 Population by Race/Ethnicity			
Total	12,082	43,436	76,395
White Alone	76.4%	83.4%	86.4%
Black Alone	2.3%	1.6%	1.2%
American Indian Alone	1.1%	0.8%	0.6%
Asian Alone	15.8%	11.0%	8.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	0.9%	0.9%
Two or More Races	2.9%	2.3%	2.0%
Hispanic Origin	4.7%	3.3%	2.8%
Diversity Index	44.6	33.8	28.7
2018 Population by Race/Ethnicity			
Total	12,137	43,648	77,244
White Alone	73.6%	81.1%	84.5%
Black Alone	3.2%	2.3%	1.8%
American Indian Alone	1.2%	0.9%	0.7%
Asian Alone	16.6%	11.6%	9.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	1.3%	1.2%
Two or More Races	3.4%	2.7%	2.3%
Hispanic Origin	6.6%	4.6%	4.0%
Diversity Index	50.0	38.7	33.3
2010 Population by Relationship and Household Type			
Total	12,069	43,473	75,994
In Households	96.4%	97.6%	98.2%
In Family Households	71.5%	76.1%	79.9%
Householder	21.6%	24.6%	26.0%
Spouse	13.4%	17.8%	19.9%
Child	29.9%	28.4%	29.4%
Other relative	3.3%	2.6%	2.4%
Nonrelative	3.3%	2.6%	2.3%
In Nonfamily Households	24.9%	21.5%	18.3%
In Group Quarters	3.6%	2.4%	1.8%
Institutionalized Population	2.1%	1.8%	1.3%
Noninstitutionalized Population	1.5%	0.7%	0.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

December 19, 2013



Market Profile

3rd and Thomas
1040 S 3rd Ave, Wausau, Wisconsin, 54401
Drive Time: 5, 10, 15 minutes

December 19, 2013
MapGuide: 834513

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2013 Population 25+ by Educational Attainment			
Total	7,808	29,411	51,796
Less than 9th Grade	7.5%	6.4%	5.3%
9th - 12th Grade, No Diploma	10.5%	7.0%	6.1%
High School Graduate	36.7%	33.7%	34.2%
Some College, No Degree	22.2%	20.3%	19.2%
Associate Degree	8.7%	10.8%	11.1%
Bachelor's Degree	10.6%	14.5%	15.8%
Graduate/Professional Degree	3.8%	7.4%	8.3%
2013 Population 15+ by Marital Status			
Total	9,625	35,244	61,688
Never Married	39.0%	30.3%	27.0%
Married	39.7%	49.5%	55.6%
Widowed	7.6%	7.2%	6.2%
Divorced	13.8%	12.9%	11.2%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	88.7%	91.0%	92.4%
Civilian Unemployed	11.3%	9.0%	7.6%
2013 Employed Population 16+ by Industry			
Total	5,352	20,683	37,701
Agriculture/Mining	0.7%	0.7%	0.8%
Construction	3.6%	4.2%	4.4%
Manufacturing	25.2%	22.2%	21.8%
Wholesale Trade	1.8%	2.2%	2.7%
Retail Trade	12.6%	12.2%	12.0%
Transportation/Utilities	4.0%	3.5%	3.4%
Information	2.0%	1.5%	1.5%
Finance/Insurance/Real Estate	5.8%	8.3%	9.5%
Services	42.6%	42.9%	41.8%
Public Administration	1.5%	2.3%	2.2%
2013 Employed Population 16+ by Occupation			
Total	5,353	20,683	37,703
White Collar	42.6%	53.4%	56.5%
Management/Business/Financial	7.3%	12.0%	12.9%
Professional	14.2%	19.1%	19.4%
Sales	7.5%	8.8%	9.8%
Administrative Support	13.6%	13.6%	14.3%
Services	19.6%	18.1%	16.3%
Blue Collar	37.9%	28.5%	27.3%
Farming/Forestry/Fishing	0.6%	0.4%	0.4%
Construction/Extraction	3.1%	3.6%	3.9%
Installation/Maintenance/Repair	3.8%	3.0%	2.7%
Production	18.7%	13.2%	12.7%
Transportation/Material Moving	11.6%	8.3%	7.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

December 19, 2013



Market Profile

3rd and Thomas
 1040 S 3rd Ave, Wausau, Wisconsin, 54401
 Drive Time: 5, 10, 15 minutes

Latitude: 44.8455
 Longitude: -89.6322

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2010 Households by Type			
Total	5,107	18,446	31,194
Households with 1 Person	39.3%	34.4%	29.8%
Households with 2+ People	60.7%	65.6%	70.2%
Family Households	51.5%	58.2%	63.4%
Husband-wife Families	32.1%	42.2%	48.7%
With Related Children	14.4%	16.2%	19.4%
Other Family (No Spouse Present)	19.4%	16.0%	14.8%
Other Family with Male Householder	6.2%	5.1%	4.8%
With Related Children	3.8%	3.3%	3.2%
Other Family with Female Householder	13.2%	11.0%	10.0%
With Related Children	9.1%	7.5%	6.9%
Nonfamily Households	9.1%	7.4%	6.8%
All Households with Children	27.9%	27.4%	30.0%
Multigenerational Households	3.1%	2.3%	2.1%
Unmarried Partner Households	10.0%	8.2%	7.6%
Male-female	9.4%	7.7%	7.2%
Same-sex	0.6%	0.5%	0.4%
2010 Households by Size			
Total	5,107	18,445	31,194
1 Person Household	39.3%	34.4%	29.8%
2 Person Household	28.9%	34.3%	35.8%
3 Person Household	13.3%	13.5%	14.3%
4 Person Household	9.0%	10.0%	11.8%
5 Person Household	4.5%	4.2%	4.7%
6 Person Household	2.2%	1.8%	1.9%
7 + Person Household	2.8%	1.9%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	5,107	18,446	31,194
Owner Occupied	50.3%	60.1%	65.9%
Owned with a Mortgage/Loan	34.6%	40.0%	44.6%
Owned Free and Clear	15.7%	20.2%	21.3%
Renter Occupied	49.7%	39.9%	34.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

December 19, 2013

Appendix E



Market Profile

3rd and Thomas
1040 S 3rd Ave, Wausau, Wisconsin, 54401
Drive Time: 5, 10, 15 minutes

Latitude: 44.850000
Longitude: -89.630000

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
Top 3 Tapestry Segments			
1.	Simple Living	Midlife Junction	Green Acres
2.	Great Expectations	Great Expectations	Midlife Junction
3.	Rustbelt Traditions	Rustbelt Traditions	Up and Coming Families
2013 Consumer Spending			
Apparel & Services: Total \$	\$4,363,124	\$21,233,161	\$42,105,082
Average Spent	\$850.51	\$1,147.80	\$1,337.77
Spending Potential Index	38	51	59
Computers & Accessories: Total \$	\$704,103	\$3,473,875	\$6,922,791
Average Spent	\$137.25	\$187.79	\$219.95
Spending Potential Index	55	76	89
Education: Total \$	\$4,187,608	\$20,506,655	\$40,310,432
Average Spent	\$816.30	\$1,108.53	\$1,280.75
Spending Potential Index	56	76	88
Entertainment/Recreation: Total \$	\$9,653,543	\$47,558,133	\$94,865,307
Average Spent	\$1,881.78	\$2,570.85	\$3,014.08
Spending Potential Index	58	79	93
Food at Home: Total \$	\$15,501,903	\$73,787,201	\$143,602,820
Average Spent	\$3,021.81	\$3,988.71	\$4,562.59
Spending Potential Index	60	79	91
Food Away from Home: Total \$	\$9,233,367	\$45,031,347	\$89,396,004
Average Spent	\$1,799.88	\$2,434.26	\$2,840.31
Spending Potential Index	56	76	89
Health Care: Total \$	\$13,391,638	\$65,926,006	\$129,741,291
Average Spent	\$2,610.46	\$3,563.76	\$4,122.17
Spending Potential Index	59	80	93
HH Furnishings & Equipment: Total \$	\$4,559,103	\$22,540,100	\$45,113,999
Average Spent	\$888.71	\$1,218.45	\$1,433.37
Spending Potential Index	49	68	80
Investments: Total \$	\$3,334,809	\$19,746,772	\$45,933,689
Average Spent	\$650.06	\$1,067.45	\$1,459.42
Spending Potential Index	31	51	70
Retail Goods: Total \$	\$69,274,389	\$336,930,900	\$664,375,616
Average Spent	\$13,503.78	\$18,213.47	\$21,108.71
Spending Potential Index	56	75	87
Shelter: Total \$	\$45,044,199	\$222,834,911	\$447,290,554
Average Spent	\$8,780.55	\$12,045.78	\$14,211.43
Spending Potential Index	54	74	87
TV/Video/Audio: Total \$	\$3,948,122	\$18,951,871	\$37,035,420
Average Spent	\$769.61	\$1,024.48	\$1,176.70
Spending Potential Index	60	79	91
Travel: Total \$	\$4,848,701	\$24,954,512	\$51,100,075
Average Spent	\$945.17	\$1,348.97	\$1,623.56
Spending Potential Index	52	74	89
Vehicle Maintenance & Repairs: Total \$	\$3,202,284	\$15,726,578	\$31,243,044
Average Spent	\$624.23	\$850.13	\$992.66
Spending Potential Index	57	78	91

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics, Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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