



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

OFFICIAL NOTICE AND AGENDA

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

Meeting of: **ECONOMIC DEVELOPMENT COMMITTEE**
Date/Time: **Wednesday, October 17, 2018 at 6:00 p.m.**
Location: **City Hall, Council Chambers**
Members: Tom Neal (C), Pat Peckham, Lisa Rasmussen, Gary Gisselman and Michael Martens

AGENDA ITEMS FOR CONSIDERATION (All items listed may be acted upon)

- 1 Approval of the Minutes from 10/2/18
- 2 Discussion and Possible Action on the Proposal Received for the Riverlife Area South of Fulton Street
- 3 Discussion and Possible Action on Riverlife Villages Phase 1 and the Proposals Received for the Riverlife Area
- 4 Discussion and Possible Action on the Proposals Received for Parcel #3 and Parcels #3 and #4 on Thomas Street
- 5 **CLOSED SESSION** pursuant to 19.85(1)(e) of the Wisconsin Statutes for deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session:
 - Discussion and Possible Action on the Proposal Received for the Riverlife Area South of Fulton Street
 - Discussion and Possible Action on Riverlife Villages Phase 1 and the Proposals Received for the Riverlife Area
 - Discussion and Possible Action on the Proposals Received for Parcel #3 and Parcels #3 and #4 on Thomas Street
- 6 **RECONVENE** into Open Session to Take Action on Closed Session Items, If Necessary
- 7 Discussion and Possible Action on a Strategic Statement Related to the Wausau Center Mall
- 8 Discussion and Possible Action on Endorsing the Application to Join the AARP Age Friendly Communities Network
- 9 Discussion and Possible Action on the Economic Development Strategic Statement

Adjournment

Tom Neal, Chair

It is likely that members of, and a quorum of the Council and/or members of other committees of the Common Council of the City of Wausau will be in attendance at the above-mentioned meeting to gather information. **No action will be taken by any such groups.**

This Notice was posted at City Hall and emailed to the Media on 10/11/18

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

Other Distribution: Media, Alderpersons, Mayor, City Departments

ECONOMIC DEVELOPMENT COMMITTEE

Date and Time: Tuesday, October 2, 2018 at 5:15 p.m., Council Chambers

Economic Development Members Present: Neal, Rasmussen, Gisselman and Martens

Others Present: Schock, Mielke, Jacobson, Groat, Rubow, Sippel & Plaisance

Other Council Members Present: Nutting

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

The Economic Development Committee meeting was called to order by Neal at 5:15 pm.

Approval of the Minutes from 9/4/2018.

No changes were made.

Motion by Gisselman, second by Martens to approve minutes with no changes. Motion passed 4-0

Presentation and Discussion on the Wausau Center Market Study and Redevelopment Analysis

Schock introduced the consulting team from Michigan on the conference call as Place and Main Advisors, LLC and Archive Design Studio. These companies have partnered with the WEDC consultants for the Phase 1 market study and redevelopment analysis of the Wausau Center.

Joe Borgstrom of Place and Main Advisors presented on the regional draw, senior age group growth, strong household income growth, surprisingly affordable rent rates which causes lack of high end units and difficulty for development due to increasing demand which leads him to believe there is a great potential for condos. Because of the targeted senior population growth he suggests medical condos, assisted living condos and young professional developments with urban format housing versus rent rates. He also sees a huge retail gap and due to that there is more supply than demand and causes overbuilt retail. He believes niche retail is still alive and we need to look beyond retail and housing, such as; hotels, office space and specialty shops.

Mark from Archive DS spoke on the design concepts of the urban design and how the site can be reused. He thinks there are good bones in the city and wants to create more traditional downtown spaces and grow them over time. There is a potential for multiple blocks, which includes many phases and continued growth depending on the market condition and influences. The presentation is in no means a final design, just a recommendation of mixed use buildings and green space. All industries can be mixed into these blocks, such as; commercial, industrial, institutional (public and government), office, residential, non-institutional, parks, green spaces and retail.

Dorian from Archive DS talked more on the walkability and short and long term design concepts. He thinks that creating a smaller, walkable block structure you will intrigue more developers to buy the broken down, smaller sites. These sites would be small enough for favorable financing but large enough to make an impact and if you phase the projects and build over time you are creating a successful incrementally developed area. Parking is already in place, which is a huge asset, but with the potential new streets and new blocks you could add parallel or angle parking also for the walkability standpoint. In the more residential areas, there would be less sidewalks and more green space. All buildings, he recommends, should be 2 – 4 stories tall depending on the type of building, the use of the building and the market studies done in Phase 2 of the project. Mark agrees and thinks there are numerous ways these buildings can be built and positioned. In some of the presentation slides he went through they talked about commercial use, including retail, restaurant, services and office use in the red shaded areas where there are more pedestrian orientation along 3rd and Washington Streets and then on the end of the blocks you'd have your residential buildings with some commercial use for easy connection and an easy ways to get from point A to B. He explains that in Phase 2 there will be actual square foot numbers and scenarios.

Rasmussen is inspired by the new concepts and likes the ideas of the new and old streets. She thinks that logistics, land use and ownership will all come in to play but it is a good start. She talked about the past when there was discussion on demalling the mall and opening up 3rd Street so she likes that they were not far off the mark after hearing the professionals that are doing the market and concept analysis. She also likes that the designs are moving forward, more urban, and yet still maintaining many elements in the recommendations. Neal thinks the conceptual designs should take in account the views we have here and we don't have to set our minds on the three story buildings. At this point Neal opened the floor up to public comments, asking that they are brief.

Judith Miller, 903 Kickbusch Street had a few questions for the consultants. She wanted to know if the same recommendations and redressing the balance would be happening if the mall was gone already. Joe from Place and Main

Advisors, LLC reacted that goods and services depend on a supply and demand. For example, the clothing retail stores are overbuilt but there is a possibility to recapture large retail stores in different facets. Miller's second question was what kind of retail should we attract and Neal replied that duplication of services or goods and traffic patterns were a big factor in these recommendations. Boutique or specialty stores and restaurants are popular commercial use now. Lastly, Miller asked what the average price for the residential buildings would be and Neal answered that there were no exclusive rates looked at yet. There would be high and low rentals which would encourage diversity. Rasmussen explained that she thinks it is important for the committee and the community to keep an open mind and that many smaller retail tenants have changed their mind set on type of building (such as brick and mortar shops) and the flow of pedestrian traffic. These things evolve and that doesn't mean retailers need to move, they just need to reformat to the urban way. Martens enjoyed the conceptual designs and he asked the consultants how they envision this type of project to move forward. Would this be something where there would be green space while developments come in or would it just consist of current buildings until a developer decided on moving in? Schock explained that it would depend on the building owners and/or the developers that had interest in the project. The Sears property could certainly be the first one considering that the city owns it. Obviously if there was an owner that was interested in the whole development we wouldn't turn them down, but he doesn't foresee that.

Presentation on the Proposal Received for the Riverlife Area South of Fulton Street

Dave Johnson presented his proposal for condos on the south Riverlife area property. He is not asking anything from the city and would like to build 2,000-3,000 square foot units with first floor parking. He explains that he has been involved with the construction of a number of buildings downtown but his primary involvement has been with the financing. His main concern is the privacy of the tenants on this property. He wants the units to be secure, and thinks there should be a fenced in area on the property.

Rasmussen asked what type of fencing he was thinking, whether it be solid or see through and if the units would be all one floor or multiple floors? Johnson replied that they are looking into cosmetic type fences, such as Marathon Park with the black rails and that the units would be one floor, not stacked. Neal thinks that the property should create a sense of community and organic feel and is worried that a fence will not have that. The committee has been talking about the open feel since the beginning and he doesn't think people interested in the condos will want that fence. Rasmussen then asked about parking. The units start on the second floor level, so would the parking be on the first floor and is worried that there would not be a ton of surface parking. Schock replied that the city can work with Dave on the plans/designs, pricing, etc. and then they can go to planning commission. Johnson said there are still a lot of things to work on including the contaminated soil and market research but they know these units would be built as white box units where the tenant can customize their own condo. Rasmussen likes that idea and would like to continue this discussion along with pricing and details. Gisselman then asked Johnson about his relationship with Scherrer Construction and if they would for sure be doing the project, or were they just involved in the initial drawings. Johnson told Gisselman that Scherrer is the first contractor that he talked with and he trusts the company but he is interested in looking at all concepts. Neal welcomes Johnson's proposal and is interested in moving forward.

Presentations on the Proposals Received for the Riverlife Villages Phase 1

First presentation was from Bob Ohde Construction, Mitch Viegut, Developer and Owner, and Fernando Riveron, a local surgeon and Developer and Owner. Riveron started the conversation by telling the committee about the past development projects the three have had together, including their most recent Florida project. Riveron credited all of the dramatic changes being done in the city to the great leadership and felt this project would be a boost for the area. He believes there is a potential high demand for these units by conservative people for an economical price. The group was very discouraged when the project stalled and took it personally, so then walked around the space and decided to make this proposal. Ohde has twenty plus years of construction, mainly commercial but some residential and uses all local subcontractors. On the financial side, Riveron believes the apartments will work well with the financials and the commercial will continuously be worked on and analyzed on what spaces are available and needed. Riveron and Viegut spoke about their past developments including the Aurora, Illinois apartment and commercial project which they think is a similar look and vision as Riverlife. They also mentioned the Stoney Creek projects, Condo Apartment complex in Lake City, Minnesota and their newest Reserve at Greenwood Hills, an assisted living complex, on the Greenwood Hills Golf Course. Ohde then spoke directly about the Riverlife project and said if they were chosen to take over the project their construction could start immediately. Other projects of this size take their team approximately 11 months, weather permitting. If they could start before the winter months the complex would be ready in 12-18 months. This group is willing to take possession of the property and purchase it with no incumbents. They are not interested in a lease land option, which means the city could start taxing the land immediately. They also believe that with a free and simple title the lenders look at the development better. Viegut had a question regarding Fulton Street and Schock explained that plans are started for that road construction/extension and they would meet the construction timeliness. Viegut also asked about the city maintaining the parking lot or if that would be only on leased land. Schock told him that the plans are certainly subject to change, but as the agreement reads now the city would own and maintain the parallel parking and part of the roadway up to the complex. The underground parking would be the owner's responsibility, but the guest parking would be the City's. Ohde then asked about extra amenities for the complex, such as space for grilling stations and a dog walk area, and if there is a possibility to acquire more land. Schock replied, absolutely, and that will be a discussion we have later once the decision is made and those things would be put in the new

offer. Viegut then explained their stance on the commercial part of the building and how they want to continue moving forward with the leases. Continuing to lease the space will be financially viable and they are looking at this project as a one-piece deal. They are also looking at an option to move forward with the second building and they would continue to work with Corleen at Pfefferle for the leasing. Neal then asked if they planned on using the second building as primarily commercial, or a mixture of residential and commercial. Ohde responded that they would definitely be looking at mixed use as commercial space, office space and then the top floors being residential. Viegut explains that it is impossible to project the uses for the commercial space now but he believes the interest will return once the construction starts again and the financials will work out. Ohde has seen and felt the positive vibes on this expansion but they are focusing on building the 52 unit apartment building first. Rasmussen asked the group if they had any concern with the public being near the development once open and if the space would be available to the active public? Ohde and Viegut both replied that there were no restrictions to public use or concerns about building this property with positive enforcement and attitude. Rasmussen also asked them about owning the land versus leasing the land. She doesn't think the city is opposed to selling off the property for the right project and there would be some serious conversations with the developer once the project takes off. Viegut assures the committee that the group plans to hold the property and remain involved after completion. This is a long term investment for them and they want to maintain and keep ownership of the property, but use Pfefferle as the management company. Lastly Rasmussen wants to remind everyone that the Riverfront area is not distressed, it has stalled and the project has a ton of potential. Gisselman asked if the three gentlemen there, to present, were the three financial investors and Ohde answered, at this time, but other partners were available to come in if needed.

Ted Matkom of Gorman & Company was the second presenter. He started out by reminding the committee that Gorman has done two other Wausau projects for the city, Kannenburg Plaza and Riverview Towers. He explained that Gorman is a fully integrated company, including their own property management and their typical hold on a project is 15-20 years. They have done many projects similar to this one, including market rate, high end projects in Milwaukee and Colorado. Some consisted of mixed use buildings and some were entire apartment buildings. Matkom explained that Gorman's work was the same as the competitors and if the local group has the equity they should do the job. He thinks the project is great and can be successful. They would keep everything the same except for resizing the rents and making small tweaks on the design. Rasmussen asked Matkom what their vision for the second building was and he responded with mainly residential on the above floors but small specialty restaurants and shops on the main floor, possibly a sporting goods/kayak store. Gisselman asked Matkom about the rent rates and if they would reduce them at all, if the rates are produced by the developer and if he thought there were enough professionals in the community to go with the current prices. Matkom thinks they can keep each unit down to \$135,000 per unit with the small design changes they have talked about. Rasmussen then asked Matkom the same question she asked the other presenters, are there any concerns with Gorman on the public access? Matkom had no concerns and he believes that the more public that is involved and excited the cooler the project. Lastly, Gisselman asked Matkom if the second building would mirror the first 52 unit building and he answered yes.

Discussion and Possible Action on the Proposals Received for Parcel#3 and Parcels #3 and #4 on Thomas Street.

Schock explained the rolling open application process for these undevelopable fragments. Two proposals were received, one for Parcel#3 on Thomas Street for the purchase of fifty dollars and the buyer would use it for parking for friends and family, considering that the only other place for them to park is now a bike lane and then the other proposal for Parcel#3 and Parcel#4 on Thomas Street for a purchase price of five hundred dollars and would be used for grassy areas across the street from their current property, as they are concerned about property taxes and keeping the area looking nice.

Rasmussen is concerned that the properties would be used for parking and that the maintenance would certainly have to be clarified and all expectations would need to be clearly understood by both parties. Schock understands Rasmussen's concern and staff will certainly express that to the proposers.

Neal then asked for public comment and Sherry Abitz, 1201 South 7th Avenue, asked that the lots be used as a municipal parking lot. She wants to see access for individuals between 12th and 15th Avenues, especially for visitors. At this time they must park on the south side of the street and walk to their destination. She understands where neighbors are coming from when they complain about long grass on those lots and other lots, and the maintenance of the sidewalks. There is no off-street parking and this is a big concern of the residents, as they should have some place to park on the street near their homes.

CLOSED SESSION pursuant to 19.85(1)(e) of the Wisconsin Statutes for deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session:

- ➔ Discussion and Possible Action on Riverlife Villages Phase 1 and the Proposals Received for the Riverlife Area.
- ➔ Discussion and Possible Action on the Proposals Received for Parcel#3 and Parcels #3 and #4 on Thomas Street.

**ROLL CALL VOTE – Neal, Rasmussen, Gisselman and Martens.
Others Present: Groat, Plaisance, Jacobson, Sippel and Mielke.**

Motion made by Rasmussen, second by Martens to go into a closed session. Motion passed 4-0.

Motion made by Rasmussen, second by Martens to go back into Open Session. Motion passed 4-0.

RECONVENE INTO OPEN SESSION, if necessary

Open Session Action on Closed Session item(s):

No action was taken. Committee would like staff to inform full council and put together clarification from proposals. Continued discussion with proposers is also expected.

Discussion and Possible Action on the Economic Development Strategic Statement

Due to the interest of time, Schock briefly explained this agenda item and asked that it be postponed for a more in depth discussion at the next ED meeting.

Schock reminded committee members that two years ago the statement was adopted and since then many achievements have been made under this strategy. He would like committee members to review the statement and make sure that all facets are still relevant.

No action or motion made.

Discussion and Possible Action on the Potential Release of an RFP for Parkway 52 Design Services

Schock explained that in the TIF 6, Amendment 3 plan there are funds reserved for landscaping improvements for the “gateway to the city”. The area west of town has not yet been improved and the TIF 6 funds are closing soon. Rasmussen is concerned about the bird project and the community’s investment and assures the committee that the taxpayers will be worried about expending those funds. She asked if there is any partnership with the DOT and budgeting this money into the road projects. Schock agrees that there should not be any public art installation but merely improved landscape architecture. Groat believes we are trying to be a Class A community and this is the gateway to our city and thinks there should be improvements done to dress up the area. She also explains that the TIF ends in May 2020. Schock would like to go ahead and release the RFP and then review and act or don’t act upon the proposals, depending on what comes back but Rasmussen disagrees and thinks it’s too soon and we need time to learn from our mistakes.

No action or motion made.

Update and Discussion on Current Projects

- **RFP’s for Sherman Street, Bugbee Avenue and the Riverfront Concession Building**
Sherman Street RFP’s are complete and staff is working with applicants finalizing money and plans. RFP’s are going to Planning Commission on 10/16, then to ED and finally to Council.
Bugbee Avenue has had no received RFP’s yet.
Riverfront Concession Building RFP has just been released and will be due at the end of November, reviewed in December.
- **Fix It Up**
There are 7 applications to date and the staff and committee have reviewed two complete packets. Some applicants are not qualified for the program under the guidelines set but we are referring them to our Homeowner Rehab loan program.
- **Urban Street Bistro**
There is a signed development agreement and they are working on the final items, such as making sure their financing is finalized. The closing timeline should be received ASAP and they are paying 2018 property taxes.
- **Timekeeper Distillery**
This business officially opened its doors with help from the city for a commercial rehabilitation renovation loan. Rasmussen commented that last week the Public Health & Safety commission approved a beer license for the business, so they can now serve both liquor and beer.
- **River East Brownstones**
The open house was very successful and there is a lot of interest. They have closed on one unit and will continue to close as they finalize the other units. These are very specialized units and customizable if wanted. Phase 2 and 3 will possibly start sooner depending on the potential interest.
- **Atrium Lofts**
Great grand opening event and there was much work done to make this development a reality. It took many efforts to get there, including three RFP cycles and a mix of financing and tools/resources but there is finally a completion. Gisselman agreed and wanted to point out that Metro Plains had great efforts also. It was a hard and long time

coming but the interest and dedication to the project was appreciated.

- **Wausau Center Urban Design and Transportation Master Plan**

Sippel presented that Toole Design was here for a week long design workshop including the public and stakeholders held at the Wausau Center Mall and the participation was very strong. Toole presented great starter ideas and they will continue working with the concepts and designs that were suggested. October 15th – 19th they will be back for another workshop to go over more detail on the design and give more refined ideas. These are also open workshops to the public. Rasmussen encouraged the public to get involved in these workshops and inspire these participants to rewind 25-30 years and think about the initial development of the mall. Schock thinks that having the market study and redevelopment analysis going at the same time is very beneficial as we strive for our long term vision and implement these ideas over time.

Discussion and Possible Action on Setting a Date for Economic Development Training

Due to time, this information will be sent out as an email communication to the committee.

Discussion and Action on Future October Meeting Dates

11/6 is Election Day so the ED meeting will not be held and we will schedule a special meeting. 10/18 would be the normal 3rd Thursday meeting date in which we will have more information on Riverlife proposals and other meeting conversation. 11/15 will be a tentative meeting date, but it would have to start at 6:30 pm. These meeting plans will be finalized through email. *Future meetings set for October 17, 2018 at 6:00 p.m. and November 7, 2018 at 5:15 p.m.*

Motion by Martens, second by Gisselman to adjourn the meeting. Motion passed 4-0.

Adjournment Time: 8:58 p.m.

We encourage:

- A pragmatic redevelopment approach, if the current lender/owner of the Mall is unable or unwilling to implement, we encourage them to sell the property.
- Local ownership and/or management of the Mall and a long term partnership with the City and community stakeholders.
- Physical transformation of the property which may include demolition of certain parts and/or an opening of the existing structures to the street.
- Increased on-street and surface parking is encouraged where possible on the site.
- Efforts to preserve and assist existing retailers and tenants throughout the redevelopment, which is likely a multiyear process.
- The opportunity for hospitality, entertainment, housing and limited office uses which was reflected in the Phase 1 study recommendations and adaptive redevelopment of the Mall to diversify use of the property and site.

For more information on Agenda Item #8, please visit:

<https://www.aarp.org/livable-communities/network-age-friendly-communities/>

CITY OF WAUSAU, 407 Grant Street, Wausau, WI 54403

RESOLUTION OF THE ECONOMIC DEVELOPMENT COMMITTEE	
Approving and endorsing an application to join the AARP Age-Friendly Communities Network.	
Committee Action:	
Fiscal Impact:	
File Number:	Date Introduced:

FISCAL IMPACT SUMMARY			
COSTS	<i>Budget Neutral</i>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
	<i>Included in Budget:</i>	Yes <input type="checkbox"/> No <input type="checkbox"/>	<i>Budget Source:</i>
	<i>One-time Costs:</i>	Yes <input type="checkbox"/> No <input type="checkbox"/>	<i>Amount:</i>
	<i>Recurring Costs:</i>	Yes <input type="checkbox"/> No <input type="checkbox"/>	<i>Amount:</i>
SOURCE	<i>Fee Financed:</i>	Yes <input type="checkbox"/> No <input type="checkbox"/>	<i>Amount:</i>
	<i>Grant Financed:</i>	Yes <input type="checkbox"/> No <input type="checkbox"/>	<i>Amount:</i>
	<i>Debt Financed:</i>	Yes <input type="checkbox"/> No <input type="checkbox"/>	<i>Amount</i> <i>Annual Retirement</i>
	<i>TID Financed:</i>	Yes <input type="checkbox"/> No <input type="checkbox"/>	<i>Amount:</i>
	<i>TID Source: Increment Revenue</i> <input type="checkbox"/> <i>Debt</i> <input type="checkbox"/> <i>Funds on Hand</i> <input type="checkbox"/> <i>Interfund Loan</i> <input type="checkbox"/>		

RESOLUTION

WHEREAS, the AARP Network of Age-Friendly Communities is an affiliate of the World Health Organization’s Age-Friendly Cities and Communities Program, an international effort to help cities prepare for population aging and the parallel trend of urbanization; and

WHEREAS, the median average age in the City of Wausau and northern Wisconsin as a whole is projected to continue to rise creating challenges for older citizens related to medical care, housing, community engagement and other factors; and

WHEREAS, older citizens and ‘empty nesters’ often constitute, along with young professionals, an important and growing urban demographic which the City of Wausau is well positioned to attract and engage; and

WHEREAS, the network designation and program advances efforts to help people live easily and comfortably in their homes and communities as they age including a focus on areas such as housing, caregiving, community engagement, volunteering, social inclusion and combating isolation among older citizens; and

WHEREAS, partner organizations like the YMCA, Aspirus and local foundations are working to advance facilities and programming for older citizens in the urban core, and the City welcomes ways to improve policy and services for citizens at every age;

BE IT RESOLVED, the Common Council of the City of Wausau hereby approves and endorses an application to join the AARP Age-Friendly Communities network and instructs staff to work with AARP and fellow communities in the network to advance public policies and services to make Wausau an even more welcoming place for older citizens.

Approved:

Robert B. Mielke, Mayor



Mission & Goals of the Planning, Community and Economic Development Department

We *strive* to be caring professionals who work for community change, advocate for good urban planning and design, champion economic development, and seek sustainable solutions.

We *work* to make Wausau better by valuing historic assets, promoting a thriving downtown, building quality neighborhoods, growing local businesses, and welcoming private investment.

We *accept* the goals of the development process as a vocation and seek creative, transformative and pragmatic solutions for urban problems.

We *engage* stakeholders, businesses and citizens to educate the public on best practices to enhance the built and natural environments and provide policy feedback to improve our City.



Mission & Goals of the Planning, Community and Economic Development Department

Planning

The City of Wausau is committed to quality planning and design which sets a foundation for development and investment. The City's planning goals are:

- Protect and enhance the quality of significant natural resources.
- Preserve historic sites and support cultural opportunities for community residents.
- Plan for future high quality utilities, public infrastructure and community facilities to be provided in a cost-effective and cost-efficient manner.
- Provide a safe, efficient and diverse transportation network that will facilitate the movement of people and goods throughout the community.
- Strengthen downtown Wausau as the heart of the City and surrounding region, support corridor and neighborhood revitalization efforts.
- Balance the land use needs of the community to maximize resources potential for taxable value, ecological preservation and enhancing local quality of life.
- Strengthen and expand cooperative activities with all levels of government and engaged civic dialogue to improve the provision of public services and facilities.



Mission & Goals of the Planning, Community and Economic Development Department

Community Development

The City of Wausau assists those in need with programs that target transitional neighborhoods, assist homeowners with crucial repairs, and empower small businesses. The City's community development efforts must:

- Preserve the housing stock with low interest loans for property owners and landlords for necessary repairs and property maintenance which helps stabilize neighborhoods.
- Promote homeownership and homesteading activities with low interest loans to assist the purchasing of owner-occupied homes within the City of Wausau.
- Support the development of Neighborhood Associations through local capacity building and funding for public improvements throughout qualifying census tract neighborhoods.
- Partner with non-profit organizations whose programs assist and empower lower income residents and promote the ideals of a 'housing first' agenda.
- Preserve and rehabilitate historic and commercial buildings with low interest loans for business owners for necessary façade improvements.
- Encourage infill construction and renovation of historic properties which increases diversification and choice for both market rate and affordable housing options.



Mission & Goals of the Planning, Community and Economic Development Department

Housing

The City of Wausau provides quality housing options to elderly, disabled and low income residents in a variety of locations and formats through the Wausau Community Development Authority, the Authority must:

- Ensure safe, decent and affordable housing options; create opportunities for resident's self-sufficiency and ensure fiscal integrity for all residents.
- Improve the quality of life for residents and increase assisted housing choices, especially those who are disabled and/or low income qualified.
- Preserve and maintain existing affordable housing specifically for residents in need by ensuring equal opportunity and Affirmatively Further Fair Housing (AFFH) goals.
- Promote programs, education and training that support and encourage rental housing oversight and tenant accountability.
- Further the goals of the Violence Against Women Act (VAWA) to ensure protections for victims of domestic abuse, dating violence, sexual assault or stalking in the community.



Mission & Goals of the Planning, Community and Economic Development Department

Economic Development

The City of Wausau strives to be a dynamic, successful, diversified and sustainable community where citizens are actively engaged and businesses proud to invest. The City's economic development efforts must:

- Encourage business expansion, retention and vertical integration, especially in our competitive sectors such as manufacturing, information technology, insurance, healthcare, and construction materials.
- Support craft industry and a maker economy which highlights our strengths in local food, value-added agricultural processing, consumer packaging, millwork, locally-owned specialty retail, outdoor recreation, arts and entertainment that fosters cultural connections.
- Promote urban amenities, housing options and specialty retail that diversifies housing choice, encourages infill development of existing neighborhoods, values historic properties, and encourages walkability and complete streets.
- Develop quality public infrastructure and municipal services which support business expansion and improves quality of life indicators including education, health, recreation and citizenship.
- Collaborate with our peer regional municipalities, corporate partners, and local nonprofits and foundations to develop and commit to a shared economic vision of our region.
- Embrace economic and social diversity which promotes local resiliency and opens opportunities for entrepreneurship.
- Enhance our physical and natural environments, increase connections to public assets, and build appreciation for efforts that engage the Wisconsin River and Downtown.
- Foster a knowledge-based economy which values both professional and technical skill development along with personal intellectual growth.