



The Downtown Business Improvement District (BID) is established to help support the residents, business owners, organizations, and owners of property within Downtown Stevens Point. The BID boundaries and operating documents may be found at:

<https://stevenspoint.com/1296/Business-Improvement-Districts>.

Downtown BID meetings are scheduled monthly at the end of the preceding meeting. All meetings are hosted in-person and virtually and are open to the public.

Members

- Tara Manzke
- Hana Cutler
- Mike Beacom
- Jeanna Trzebiatowski
- Brian Cummins
- Rosalind Kealiher
- Alderperson Christianson

AGENDA

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Date and Time:	May 9, 2023 2:30 PM	Location:	City Conference Room 1515 Strongs Avenue, Stevens Point, WI
			<u>OR</u>
			Zoom Teleconferencing
			Meeting ID: 899 8116 2700
			By Computer:
			https://us02web.zoom.us/j/89981162700
			By Phone: +1-312-626-6799 (US Chicago)

Discussion and Possible Action on:

1. Roll Call.
2. Public comment on agenda and non-agenda items.
3. Safe Streets and Roads for All (SS4A) support letter
4. Presentation of adopted Stevens Point Comprehensive Plan and draft Downtown Targeted Area Master Plan
5. Review of BID Operating Plan Section II: Development Plans
6. MOU Workgroup Report
7. New business

PLEASE TAKE NOTICE that any person who has special needs while attending these meetings or needs agenda materials for these meetings should contact the City Clerk as soon as possible to ensure that a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715) 346-1569 or by mail at 1515 Strongs Avenue, Stevens Point, WI 54481.

Maps further defining the above area(s) may be obtained from the City of Stevens Point Department of Community Development, 1515 Strongs Avenue, Stevens Point, WI 54481, or by calling (715) 346-1567, during normal business hours.

PLEASE TAKE FURTHER NOTICE that a quorum of the Common Council may be in attendance at this meeting.

8. Adjournment.

Dominique Swangstu
Village of Plover
Natural Resources &
Recreation Planner
Ph: (715) 345-5250
Fax: (715) 345-5253



Adam Kuhn
City of Stevens Point
Associate Planner
Zoning Administrator
Ph: (715) 346-1567
Fax: (715) 346-1498

MEMORANDUM

To: Stevens Point Downtown Business Improvement District

From: Adam Kuhn, AICP
Associate Planner / Zoning Administrator
City of Stevens Point

Dominique Swangstu
Natural Resources / Recreation Planner
Village of Plover

Date: May 9th, 2023

**RE: Authorization to Submit a Planning and Demonstration Grant
Application for the Safe Streets and Roads for All (SS4A) Program**

Background: The Infrastructure Investment and Jobs Act (IIJA), signed into law in 2021, has created several discretionary programs that provide financial assistance to local governments for transportation projects. One of these, the Safe Streets and Roads for All (SS4A) program, was created to fund transportation projects that prevent deaths and serious injuries for all users of our different transportation networks (i.e., motorists, pedestrians, bicyclists, etc.).

The SS4A program, funded for Fiscal Years 2022-2027, provides yearly grant opportunities for local, county, regional and tribal governments. Similar to other discretionary programs created under the IIJA, the SS4A program provides grant funding for creating or updating a related comprehensive action plan through the "Planning and Demonstration Grant". Whereas, "Implementation Grants" are available for carrying out projects and practices identified within an approved action plan. The following background information is provided for both types of grants. Please note that both grants under the SS4A program (described below) requires a minimum 20% match from the applicant(s) if awarded.

Countywide Planning Effort: Over the last few months, staff from the following jurisdictions have been discussing the possible submission of a multijurisdictional application as part of the SS4A program: Portage County, City of Stevens Point, Village of Plover, Village of Whiting and the Village of Park Ridge. While our initial preference was to submit an implementation grant based on the existing Portage County Countywide Bicycle & Pedestrian Plan, adopted in 2014, such a request would not be eligible as the U.S. Department of Transportation requires an implementation grant be based off of a planning document adopted no earlier than 2017.

Knowing this, the above jurisdictions have preliminarily agreed to work collectively on a multijurisdictional planning grant application to create an eligible planning document. Roadway injuries and deaths are not unique to any one jurisdiction, so producing a comprehensive safety planning document that benefits all road users in Portage County is logical and more equitable. Not only does a countywide grant application boost the odds of receiving the requested grant funding, but it is also consistent with other jurisdictions in Wisconsin who have received SS4A planning grant funds in 2022 (e.g., Brown County, Kenosha County and St. Croix County).

2023 SS4A Grant Priorities:

- Promote safety to prevent death and serious injuries on public roadways;
- Employ low-cost, high-impact strategies that can improve safety over a wide geographic area;
- Ensure equitable investment in the safety needs of underserved communities, which includes both underserved urban and rural communities;
- Incorporate evidence-based projects and strategies and adopt innovative technologies and strategies;
- Demonstrate engagement with a variety of public and private stakeholders; and
- Align with the Department's mission and Strategic Goals such as safety; climate change and sustainability; equity and Justice40; and workforce development, job quality, and wealth creation

Planning and Demonstration Grant: Grant dollars from the SS4A program can be used for one of more of the below activities which targets the planning, design and the development of activities that reduce roadway deaths and serious injuries, while addressing community needs related to equitable and inclusive infrastructure. Important elements of a U.S. DOT approved action plan include: goal setting, oversight, analysis of safety conditions, public engagement, policy and strategy identification, and evaluation. For the Planning and Demonstration Grant, awarded applications are anticipated to receive a minimum of \$100,000 to a maximum of \$10,000,000. Planning and Demonstration Grants have three different types of activities – these activities can be bundled together under one application or may be applied for individually:

- Develop an Action Plan;
- Conduct supplemental safety planning to enhance an Action Plan; and
- Carry out demonstration activities to inform the development of, or an update to, an Action Plan.

Implementation Grant: In order to be eligible for an implementation grant under the SS4A grant program, an applicant must use projects and strategies identified within an existing (applicable) planning document. For the implementation grant, awarded applications are anticipated to receive a minimum of \$2,500,000 to a maximum of \$25,000,000. The list of eligible projects through the implementation grant are wide-ranging, intended to address a variety of transportation related issues, concerns, and opportunities. Examples of eligible activities include, but are not limited to:

- Correcting common risks across a transportation network (e.g., lighting, high-visibility pavement markings and signage).
- Installing safety enhancements for pedestrians (e.g., new sidewalks to improve connectivity, signaling improvements, rapid-flashing beacons and audible pedestrian signaling).
- Improving equitable transportation infrastructure for those with physical or other forms of impairment.

- Low-cost safety treatments along roadways (e.g., visible signage along high-crash corridors, rumble strips and speed bumps).
- Implementing a Safe Routes to School plan.
- Improving the connectivity of bicycle networks.

Next Steps: The request before you is to approve the attached resolution which would authorize your staff and public officials to assist with submitting a multijurisdictional action plan grant application as part of the SS4A program. This grant's notice of funding opportunity (NOFO) was released at the beginning of April 2023 with a grant application submission deadline of July 10th, 2023. Awards are anticipated to be released in January or February of 2024. If awarded, the expectation is that the grant funds awarded and the 20% match (from the different communities) related to this program would be used to hire an outside firm to do the majority of the planning work associated with producing a long-range transportation planning document.

Similar to the planning process when the 2014 Portage County Countywide Bicycle and Pedestrian Plan was reviewed and adopted, two steering committees will be created to assist the outside firm throughout the planning process – one steering committee focusing on the 'urban area' (i.e., Stevens Point, Plover, Whiting, Parking Ridge and applicable adjacent townships) while the second steering committee will focus on the 'rural area' (i.e., all townships outside of the aforementioned metropolitan area). Being a countywide effort, the appointment of steering committee members, along with the approval of the final document, will need to be approved by the Portage County Board of Supervisors. Such appointment(s) will be made to ensure each participating municipality and jurisdiction is adequately represented to the greatest extent practicable. It is recommended each municipality/jurisdiction establishes its own review process to provide efficient and effective recommendations to the steering committees. The creation of a "Technical Advisory Committee" is also a possibility, incorporating representatives from both the "urban" and "rural" areas of the County. The governing bodies of each participating jurisdiction will have opportunities to provide suggestions, data, comments, and direction when applicable to ensure the final plan created is representative of the different communities involved.

As outlined above, the SS4A program runs through Fiscal Year 2027. With an outside firm anticipated to be selected roughly in the Spring of 2024, it is our hope that this countywide planning document will be adopted in time for future submissions of an implementation grant application in Fiscal Years 2026 and/or 2027. Once an applicable action plan is created and adopted, the County, a group of municipalities, or individual governments within Portage County would become eligible to apply for an implementation grant. As you all know, transportation projects cost a significant amount of money. This, coupled with constrained budgets that all jurisdictions face, makes the possibility of an implementation grant application awarding a minimum of \$2,500,000 ever more fruitful.

If you have any questions, please do not hesitate to contact us at one of the above numbers.

**INTERGOVERNMENTAL AGREEMENT BETWEEN PORTAGE COUNTY AND THE UNDERSIGNED
PARTICIPATING POLITICAL PARTIES TO APPLY FOR A PLANNING AND DEMONSTRATION
GRANT AS PART OF THE SAFE STREETS AND ROADS FOR ALL (SS4A) DISCRETIONARY
PROGRAM**

WHEREAS, the Safe Streets and Roads for All (SS4A) Discretionary Grant Program was established to provide funding for the planning and capital construction of transportation infrastructure to prevent roadway deaths and serious injuries; and

WHEREAS, the SS4A Grant Program is administered by the U.S. Department of Transportation where political subdivisions within Wisconsin are identified as eligible applicants for grant funding; and

WHEREAS, Portage County and its municipal communities understand the importance of transportation safety, community connectivity, and public participation and collaboration; and

WHEREAS, Portage County, the City of Stevens Point, Village of Plover, Village of Whiting, and Village of Park Ridge (the participating political parties) are separately requesting approval to apply for a Planning and Demonstration Grant through the SS4A Grant Program to conduct planning activities necessary to develop an action plan which identifies holistic and well-defined strategies to prevent roadway fatalities and serious injuries on roadways while promoting equitable transportation infrastructure throughout Portage County; and

WHEREAS, the U.S. Department of Transportation provides a minimum award amount of \$100,000 for planning and demonstration grants, with a required 20% match from applicants; and

WHEREAS, the above political subdivisions have agreed to the following financial obligations (based on 2020 Census population) as part of the aforementioned 20% matching requirement; and

PARTICIPATING POLITICAL SUBDIVISIONS	% OF TOTAL MATCH	<i>\$250,000 Grant</i>
		<u>MAX MATCH</u> (20% of Award)
Portage County <i>(Excluding Participating Municipal Populations)</i>	41%	\$20,500
Stevens Point	36%	\$18,000
Plover	19%	\$9,500
Whiting	3%	\$1,500
Park Ridge	1%	\$500
<u>Totals</u>	100%	\$50,000

WHEREAS, the participating political parties agree to provide their portion of the 20% match through monetary means or in-kind contributions, as outlined in the grant application; and

WHEREAS, none of the above participating political parties shall be required to provide more than their portion of the 20% match as identified above, with a grant request cap of \$250,000;

NOW, THEREFORE, BY THE SIGNATURE AND ATTESTATION BELOW, that the Portage County Board of Supervisors, the City of Stevens Point Common Council, the Village Board of the Village of Plover, the Village Board of the Village of Whiting, and the Village Board of the Village of Park Ridge (the participating political parties) approve and authorize their appropriate officials to submit a Safe Streets for All (SS4A) Planning and Demonstration Grant to obtain funds for the creation of a county-wide transportation plan as set forth herein.

BY THE SIGNATURE AND ATTESTATION BELOW, the participating political parties approve and authorize appropriate officials to accept said grant funds, if awarded, pursuant to the terms of the grant application and to execute any and all documents and assurances which may be required for purposes of the grant and plan creation process.

CITY OF STEVENS POINT:

Approved: _____
Mike Wiza, Mayor

Attest: _____
Kari Yenter, City Clerk

VILLAGE OF PLOVER:

Approved: _____
Gary Wolf, Village President

Attest: _____
Karen Swanson, Village Clerk

VILLAGE OF WHITING:

Approved: _____
Dean Curtis, Village President

Attest: _____
Annette Stashek, Village Clerk

VILLAGE OF PARK RIDGE:

Approved: _____
Steve Menzel, Village President

Attest: _____
Shanna Behrend, Village Clerk

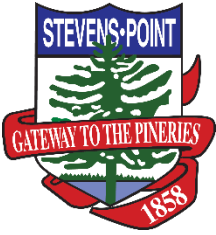
PORTAGE COUNTY:

Approved: _____
John Pavelski, County Executive

Attest: _____
Maria Davis, County Clerk

Dated:
Adopted:

Drafted by:
Return to:



Memo

Chris Klesmith
Neighborhood Planner / Economic
Development Specialist

City of Stevens Point
1515 Strongs Avenue
Stevens Point, WI 54481

(715) 341-4171 | cklesmith@stevenspoint.com

To: Downtown Business Improvement Board of Directors
From: Chris Klesmith
CC: Ryan Kernosky
Date: April 25, 2023
Subject: Downtown – City Comprehensive Plan

Directors,

In lieu of including the full comprehensive plan in your packets for this month's meeting, please be advised to reference the City's Comprehensive Plan, available on the city's website. This plan is currently being revised by Community Development staff. The comprehensive plan and the current update process can be found at <https://stevenspoint.com/602/Comprehensive-Plan>.

While the document is extremely thorough, growth strategies identified for the Downtown are easily searchable within the document. Staff will provide a brief overview of the document.

Cheers,

Christopher Klesmith



CITY OF STEVENS POINT, WISCONSIN TARGETED AREA PLAN

VANDEWALLE &
ASSOCIATES INC.





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Purpose & Vision

Downtown should continue to serve in its existing capacity as the historic commercial heart of the City, while adding new opportunities for mixed-use residential, employment, dining, and entertainment options. While the specific mix of uses are ultimately dictated by market demand and demographics, there are likely some additional small-scale and boutique uses that would be successful in this environment and should be further explored.

Key issues to address in each Target Area should be considered through the lens of overall Downtown character, both existing and future: pedestrian/neighborhood/riverfront connections; transportation improvements such as integration with bike routes and enhanced pedestrian facilities; returning one-way pairs to two-lane traffic and instituting traffic calming measures; new and improved open and greenspaces; and other high-level goals for the improving the existing and future character of the study area.

A careful rebalancing of several street cross-sections should be undertaken to reduce travel speeds and lanes where feasible, create a complete sidewalk network, and enhance the pedestrian environment while fostering safe crossing points—particularly across Centerpoint Drive on the western edge of Downtown. Creating a pedestrian friendly, mixed-use district in support of the business community and adjoining neighborhoods will require discussions in regard to street cross-sections, on- and off-street parking, wayfinding, and connectivity between key activity nodes. Successful repositioning of the Downtown study area will also be determined by the ability and willingness of the City and property owners to assemble properties, redevelop key sites, relocate or bury existing overhead utilities, and transition certain streets from auto-dominated formats to mixed-use, configurations that are safe and accessible to all residents and visitors.

People, talent and companies are drawn to “great places with a youthful energy and talent pipeline.” Community leaders should continue efforts to draw top student/faculty looking for a good school in a small community, help attract young talent for growing companies, and build upon Stevens Point’s outdoors-focused and “active adults” vibe. In the face of long-term economic changes, this planning process seeks to establish a Vision for the broader community and answer a pivotal question while evaluating Point’s current assets and future opportunities (as listed in graphic at right):



Downtown Strategy

Several other strategies will be essential to reimagining Downtown Stevens Point as a sustainable district to achieve the long-term Vision:

Build Upon Downtown's Assets

- **“What Makes Point... Point?”** Building upon the City's blue-collar history as a lumber, papermaking, brewing, and manufacturing town should be reflected in the overall look and feel of the downtown core. As the area's economy transitions more into education and services, keeping the commercial core interesting and relevant to those living and working in the vicinity will be key to its long-term health.
- **Protect & Enhance Historic Main Street Core.** The primarily two-story structures from the late-1800s and early 1900s are an authentic and remarkably well-preserved piece of the City's heritage and should continue to be a priority for preservation to remain a draw as the Downtown business mix shifts over time. The one-way traffic and angled parking in this area is somewhat polarizing, but offers perhaps the best means to maintain a reasonably tight-knit and walkable district with a historic feel.
- **Connect Downtown to River.** The hardscaped Public Square and historic businesses near Second and Main are a year-round draw for community events like the Farmer's Market and holiday celebrations. However this area remains somewhat isolated from the riverfront and Pfiffner Pioneer Park by the overly-wide right-of-way on Centerpoint Drive and general lack of visibility at current crossing points. Creating a more direct viewshed to the riverfront (and vice versa toward downtown), as well as more inviting crossing points, will help strengthen both nodes and drive increased use of both areas by those coming Downtown for leisure.

Refocus & Revise Downtown Circulation

- **Two-way circulation.** With the construction of the U.S. Hwy 10 bypass, traffic volumes throughout the Downtown are well below their peaks of the 1970s and 1980s. With both Centerpoint Drive and Clark Street well overbuilt for their current traffic counts, existing right-of-way may be revised to accommodate one or two lanes of two-way traffic, with additional opportunities to scale down outer lanes on these two corridors as well as Water Street.
- **Road diets.** Fewer traffic lanes within the existing roadway footprints may allow for narrower lanes and installation of refuge islands, traffic tables, and other calming devices that facilitate lower speeds and a greater sense of safety for non-motorized users.
- **Enhance pedestrian & bicycle connection/facilities.** Road diets like those mentioned above also facilitate more “complete streets” that could include on- or off-street bike lanes or multi-use paths, wider sidewalks, and bike racks, as well as additional space for sidewalk café-style seating and outdoor commercial spaces that interact with the streetscape and enhance the Downtown experience.
- **Enhance transit hub.** The now-closed Shopko site offers an opportunity to rethink the entire surrounding block—including the bus transfer hub along the west side of Strong's Avenue that could include a permanent shelter building, enhanced signage and expanded parking for City transit vehicles and taxis.

“Downtown as home”

- **Diversify Downtown housing options.** Current options are fairly limited to a handful of older apartment buildings and single-family homes in the neighborhoods adjacent to the study area. The pending redevelopment of the former Lullaby Furniture site will offer a bellwether for the absorption and future demand for additional mixed-use, live-work spaces in the Downtown core, particularly as Point competes against other cities in the region and state for Millennials, creatives/artists and knowledge-sector workers looking for an “urban” residential option.
- **Expand housing market.** In the same vein, a variety of formats and price points (LIHTC affordable, market-rate, luxury, senior) should be encouraged in order to facilitate a diverse array of residents. The City's recent expansion of Tax Incremental District No. 10 provides an important financial tool to incentivize new residential development and ensure it meets the City's planning goals and expectations for quality.

Attract & Retain Downtown Employers

- **Market Downtown as an employment destination.** In addition to the small businesses in the Main Street and broader Downtown vicinity, large public (City, Portage County, Mid-State Technical College) and private employers (Associated Bank, Delta Dental, Sentry Insurance, etc.) contribute to a strong employment cluster that should be advertised to other businesses looking for a dynamic location in the Central Wisconsin region.
- **Work with existing businesses to identify and address Downtown needs.** The Downtown Alliance does well to promote the district and solicit feedback from its membership—but as the study area continues to evolve from retail toward more mixed-use residential and commercial development, the City should continue to be sensitive to the needs of existing businesses in order to maintain a degree of its existing character and functionality. This could include new parking formats (meters, structures, etc.); resident, employee and customer-designated areas and tighter enforcement; and stronger communication of parking rules during Downtown events.

Create & Enhance Civic Gathering Spaces & Activity Areas

- **Create new activity areas.** Both the east and west riverfronts offer ample opportunity for new or reimagined public greenspaces, as do commercial areas near Main Street and the City-County Civic Campus that cater to Downtown employees and residents.
- **Expand Pfiffner Pioneer Park.** This riverfront greenspace is a key asset for the Downtown that can be expanded and programmed to provide for year-round uses, while consolidating surplus parking and right-of-way for new taxable uses.
- **Foster new destination events.** The addition of a boat ramp in Pfiffner Park is a great near-term step in facilitating use by a new class of users for concerts, fireworks and other warm-month events. The City-owned event buildings at the north end of the park could also accommodate greater use for year-round events through the addition of larger kitchen facilities and concession services, as well as an ice skating/hockey rink and warming house for wintertime use.

Guiding Principles

In order to achieve this Vision, a series of Guiding Principles were developed for the Downtown study area as broad-based metrics under which more detailed Action Items may be identified and prioritized in order to promote time and resource efficiency for their eventual implementation. All identified projects meet one or more of these Principles, specific criteria for which are detailed in the Action Steps and Project Prioritization section at the end of this report.

Resiliency

- Maintain diverse employment options
- Create diverse housing options and pricing
- Support strong educational options

Vibrancy

- Create opportunities for increased entertainment & recreational opportunities
- Encourage creation/enhancement of activity nodes
- Support sustainable development and business practices
- Provide diverse transportation options
- Ensure easy access to retail food outlets
- Integrate green infrastructure wherever possible

Diversity

- “One size does not fit all” (housing, employment, transportation, etc.)
- Support attractive public and private spaces and amenities
- Work to retain and attract residents, employees and students
- Build upon local and regional tourism efforts

Public Input

It will be tough to secure and leverage investment and to be confident making difficult decisions without public and private buy-in to a long-range vision. A series of public engagement sessions were held to gain input from City residents and other stakeholders to get a sense of what is working well in the Downtown study area and what needs improvement. Participants were asked to provide short aspirational statements regarding the future uses and community role of the Corridor in the coming years, a selection of which are transcribed in this section.

Downtown should be where...

- People go to shop, dine, walk, visit, socialize, be entertained
- Families and people of all ages can get around safely and be welcomed for activities
- People have easy access by car, bike, walking, and boating with as few barriers as possible
- Local history and heritage are celebrated
- The community gathers for events – riverfront, farmer’s market, etc.

My big idea for the Downtown is to:

- Provide more Downtown **housing options** and price points, including live/work units, upscale apartments and condos
- Sustain the focus on **arts, music, and cultural events**
- Establish more direct connections with the **riverfront**
- Encourage **essential services and retail** to serve Downtown residents and surrounding neighborhoods (grocery, pharmacy, etc.)
- Prioritize **bike/pedestrian** access to and circulation with multiple routes
- Strategically recruit a more robust group of **new businesses** to create a **destination feel**
- Reconsider current **public parking options**



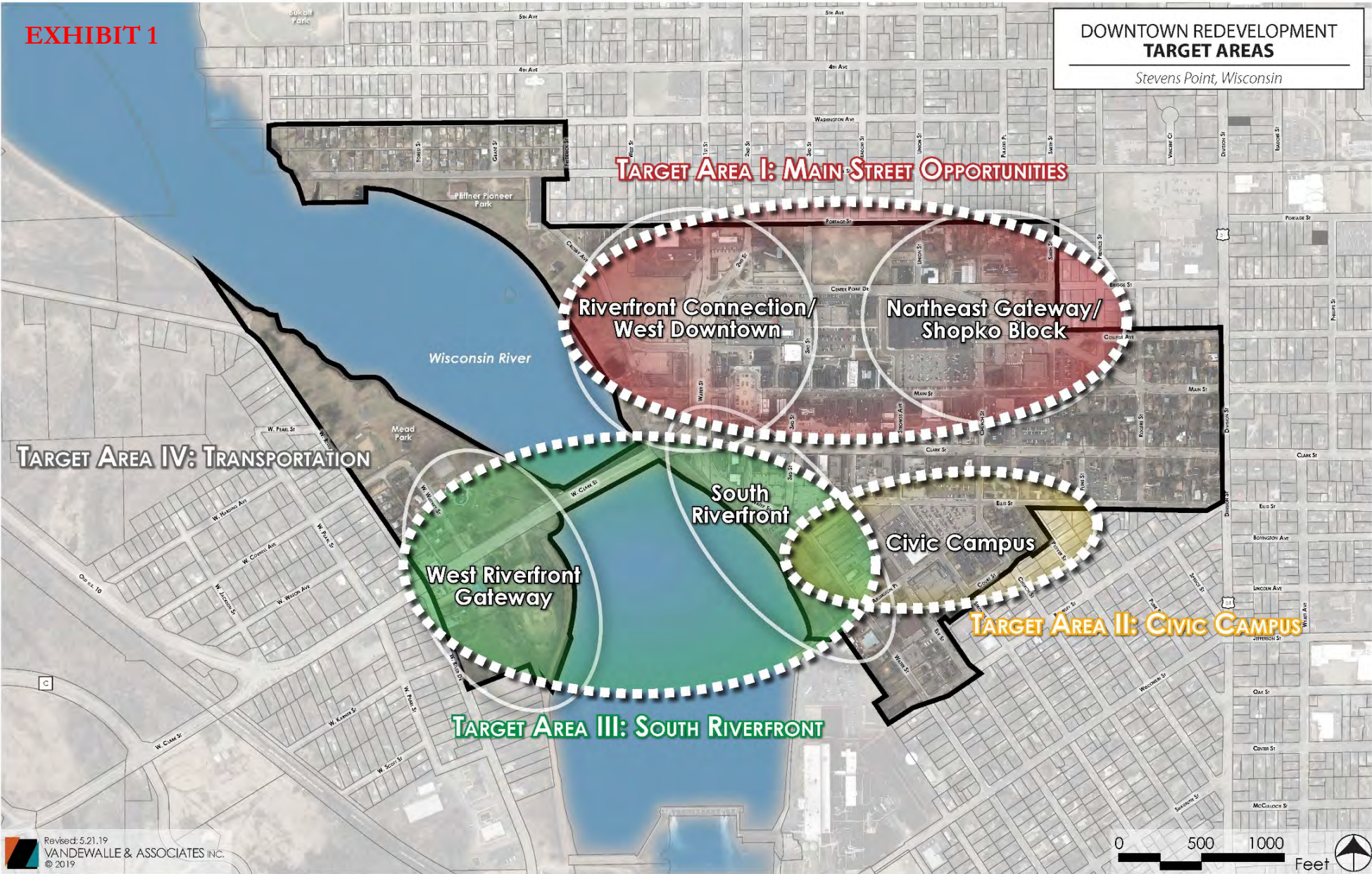
Target Redevelopment & Reinvestment Areas

This Master Plan recognizes the distinctly different characteristics and functions of four primary Target Areas within the Downtown study area—and seeks to reframe the area as a better version of itself through targeted reinvestments that enhance the character, image and user-friendliness of the area while still serving the needs of residents, students, businesses, and their customers.

Recommendations for the Downtown are generally grouped by location (**Exhibit 1**) based on the above factors, as well as the nature of their current uses, the characteristics of the roadway between key intersections, and the scale of development within each Area. Each is then analyzed in greater detail, with catalytic sites, cross-section improvements, and other specific recommendations noted in each subarea exhibit where applicable:

1. First, the blocks serving as bookends to the historic **Main Street** offer the greatest opportunities for reinvention, as the cluster of two-story commercial structures around the Square and the 800-1100 blocks are generally in good physical condition with strong occupancy. Strengthening pedestrian connections between the historic core with the riverfront and Pioneer Park across Northpoint Drive should be a near-term priority, as should the reuse or redevelopment of the former Shopko building on the eastern edge.
2. Second, the longstanding **Civic Campus** housing both City and County functions remains functional, but administrative and criminal justice uses are somewhat over capacity and both parties have explored options to renovate, expand on-site, or out of the Downtown entirely. The vicinity is also home to a large private sector employment cluster between Associated Bank, Delta Dental, and Sentry Insurance, and large surface parking lots to accommodate them. Structured parking may be explored as a means of allowing these employers to remain and expand Downtown over the long-term, while unlocking the redevelopment potential of the current Civic Campus for new development or greenspace.
3. Third, the **South Riverfront** includes key sites on both sides of the Wisconsin River, particularly those on Water Street south of Clark Street. The area is poised to add dozens of new apartment users in the next several years; but the City is faced with the issue of whether to extensively renovate or replace the Edgewater Manor senior apartment complex and how to better utilize several lightly-used public parking lots. On the West Riverfront, Mead Park is a major community draw; but the river frontage east of Sloman Park is primed for new development that takes advantage of the waterfront views and direct access to the Green Circle Trail.
4. Finally, a series of **Transportation** improvement concepts are shown for key stretches throughout the Downtown study area, as a means to better adapt to evolving traffic patterns over the years and to facilitate future development in the Target Areas and subareas listed above.





I. Main Street Opportunities

The Downtown core along Main Street generally is in great shape and expected to remain intact. The primary opportunities, then, are using the redevelopment of the former Shopko site to strengthen the east end of the core and connecting the core to the riverfront, including enhancements to Pfiffner Pioneer Park.

Riverfront Connection/West Downtown Opportunities and Concept (Exhibits 2-4). The current site of the Chase Bank branch and adjoining riverfront provide an exciting opportunity to create a “destination” that connects Main Street to the river with an attractive promenade and mixed-use redevelopment. The concept is shown in both an overhead and perspective view and also depicts residential redevelopment of the former WPS site and parking lot that is generally unused except for events in Pfiffner Park.

Pfiffner Pioneer Park Concept. Shown on **Exhibit 5** is a concept for improvements to Pfiffner Park, which includes the removal of Crosby Street, daylighting the long-buried Moses Creek, and enhancements to the Pfiffner and Central Company Buildings (including provision of adjacent paved parking) to create opportunities for additional, year-round uses for public and private events such as weddings.

Northeast Gateway/Shopko Block Concepts (Exhibit 6-9). The loss of Shopko provides an exciting opportunity for multi-story redevelopment of office and/or residential along Centerpoint Drive and restoring the 2-3 story character of Main Street across the front of the site while retaining parking in the middle of the block. The Smith Street/Briggs Street/Centerpoint Drive “triangle” and intersections are somewhat awkward and could be reconfigured to facilitate better traffic flow, particularly if Centerpoint were to be converted to two-way traffic. As part of evaluating the Shopko site, the existing transit hub along the west side of Strongs Avenue could also be improved to have a stronger visual and functional presence for users, including a shelter structure and expanded capacity for idling buses.



EXHIBIT 2

DOWNTOWN REDEVELOPMENT RIVERFRONT CONNECTION/ WEST DOWNTOWN

Stevens Point, Wisconsin

PROJECT BOUNDARY

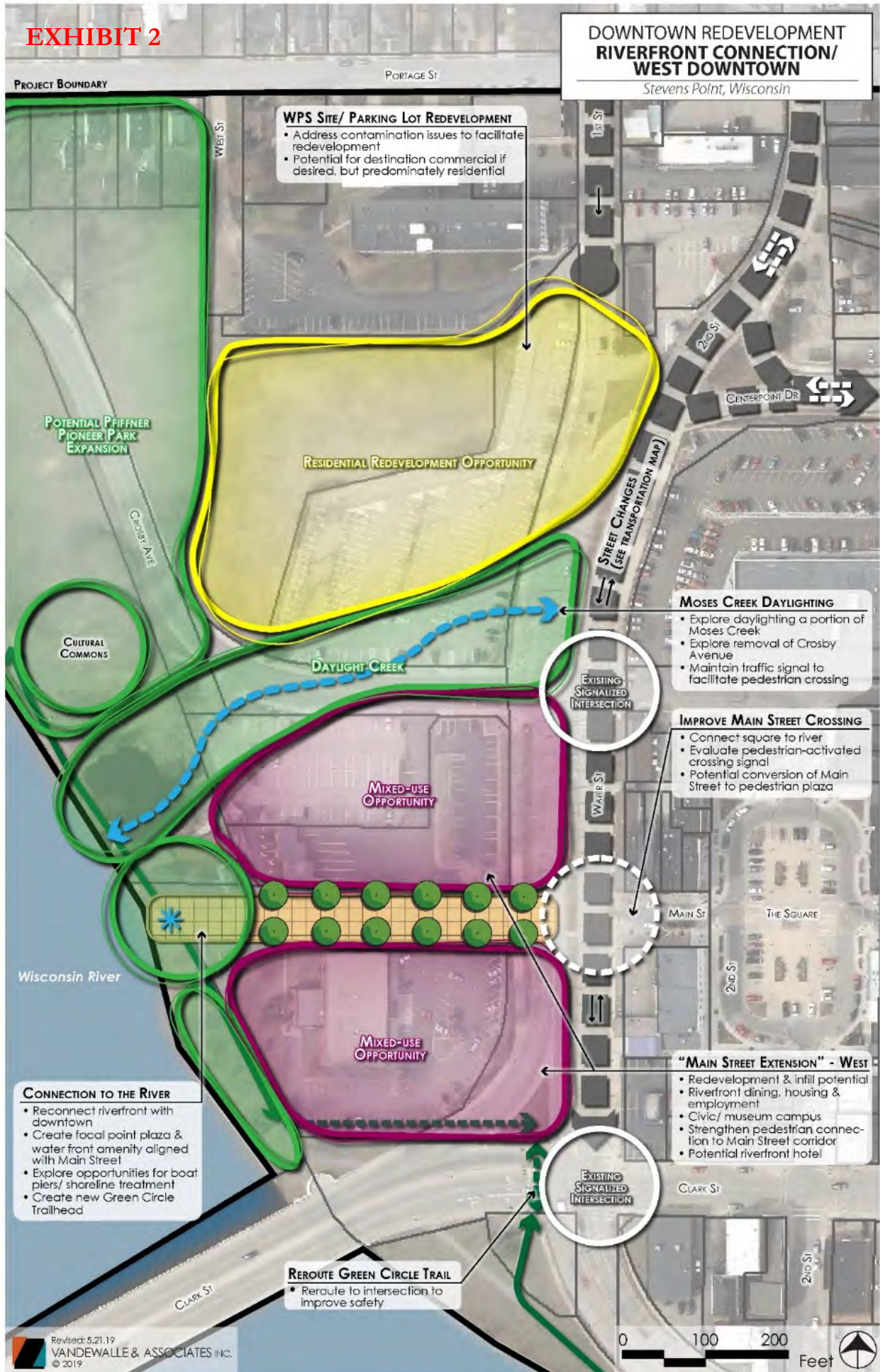


EXHIBIT 3



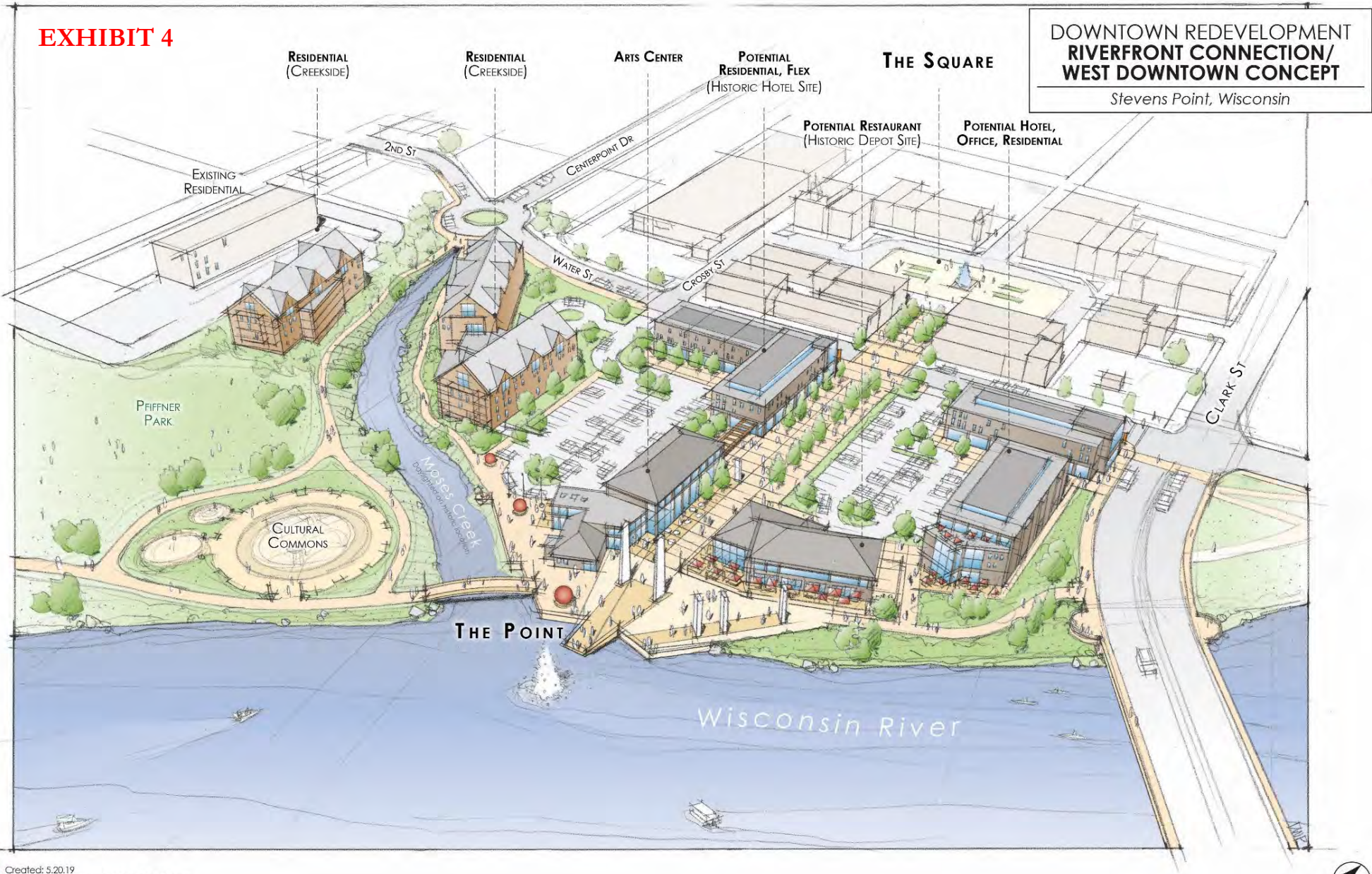




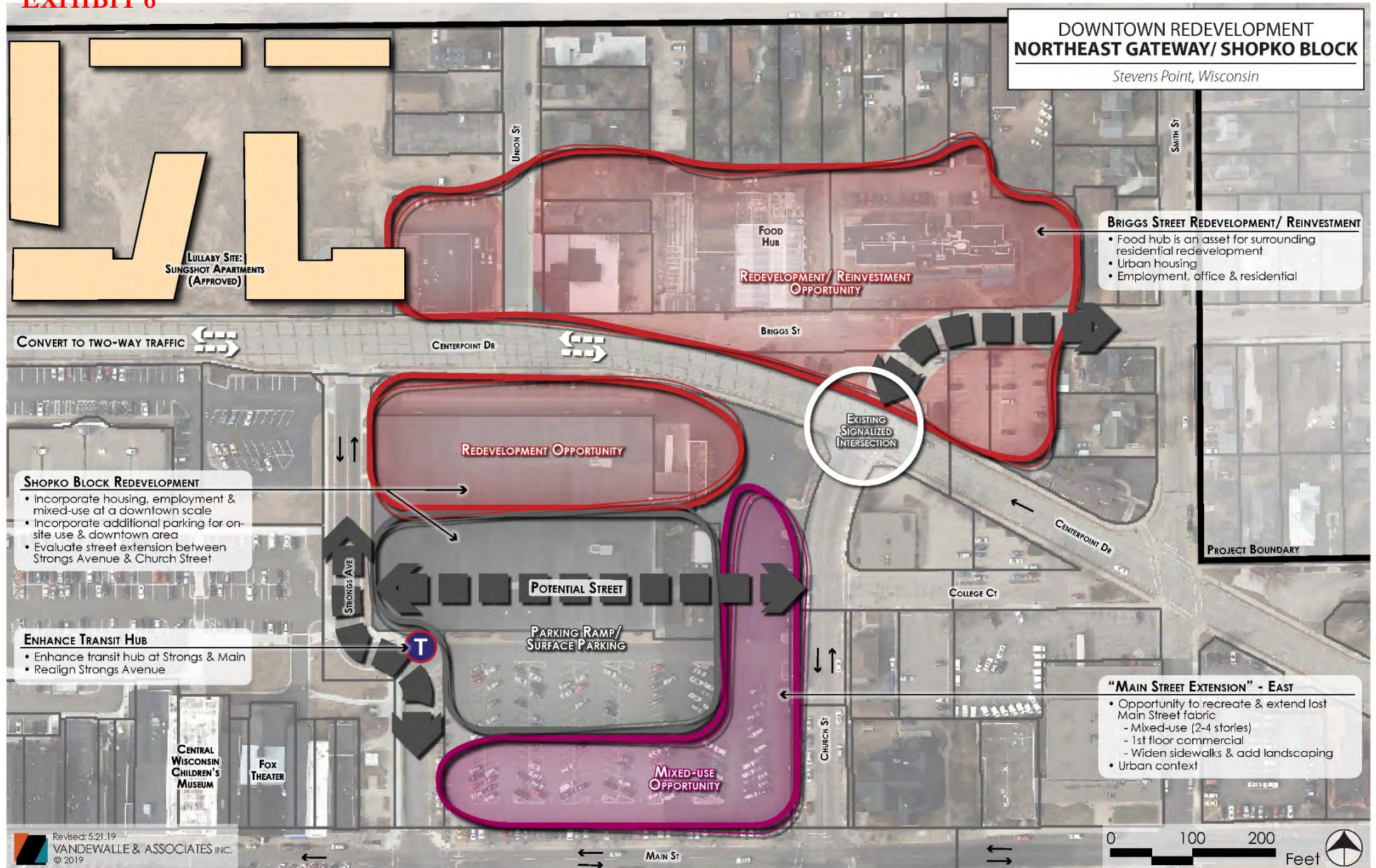
EXHIBIT 6

EXHIBIT 7

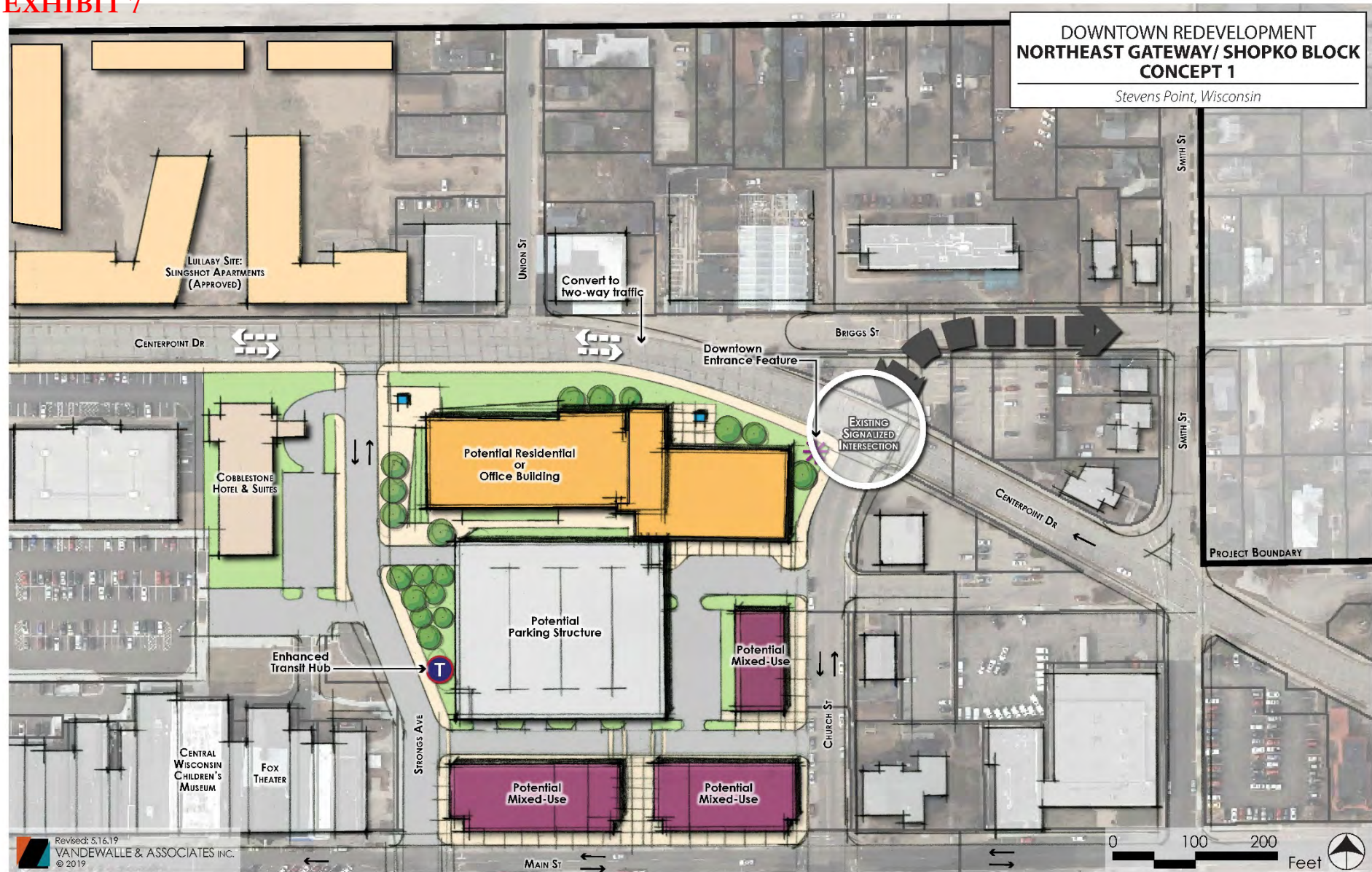


EXHIBIT 8

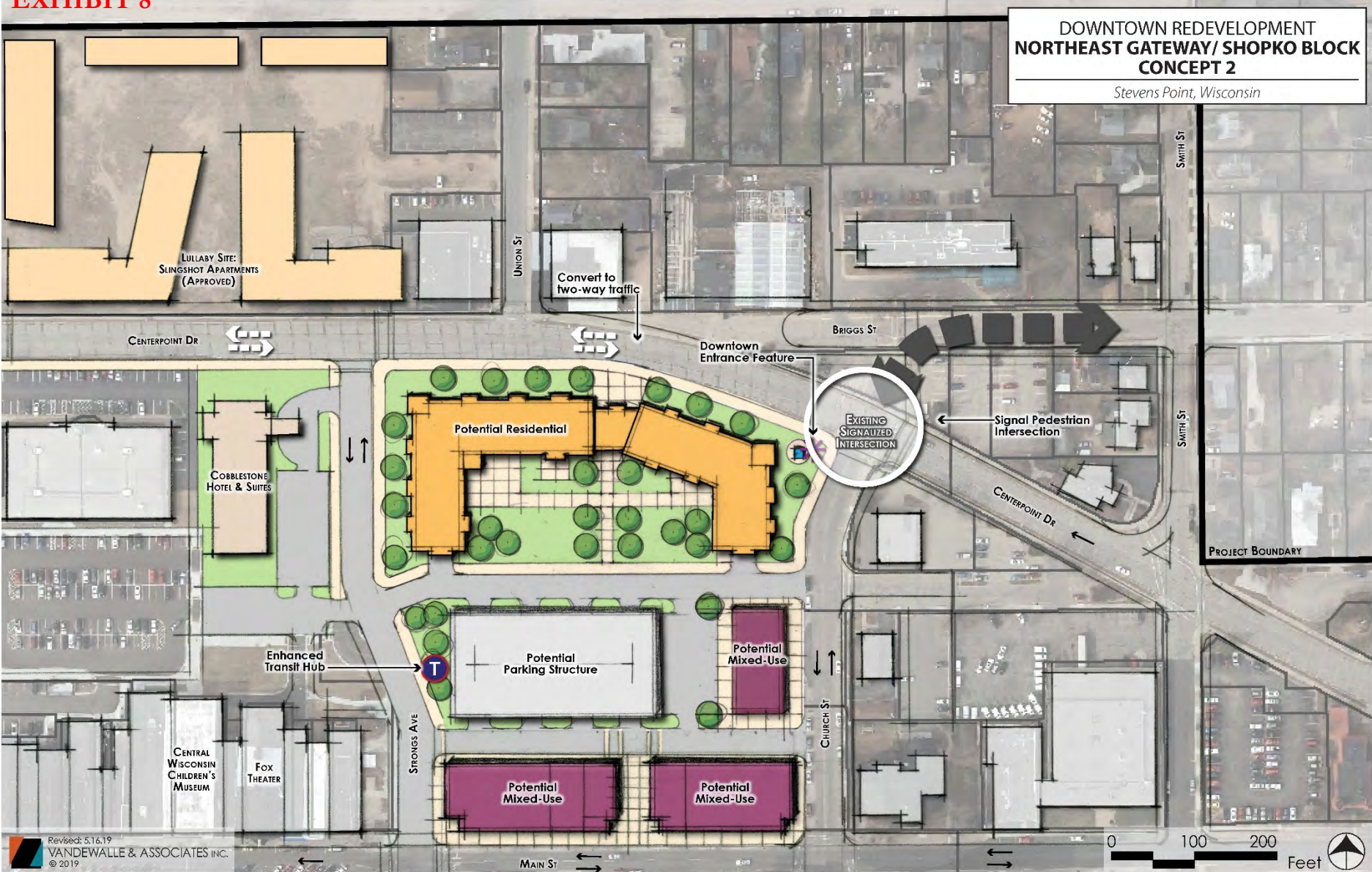
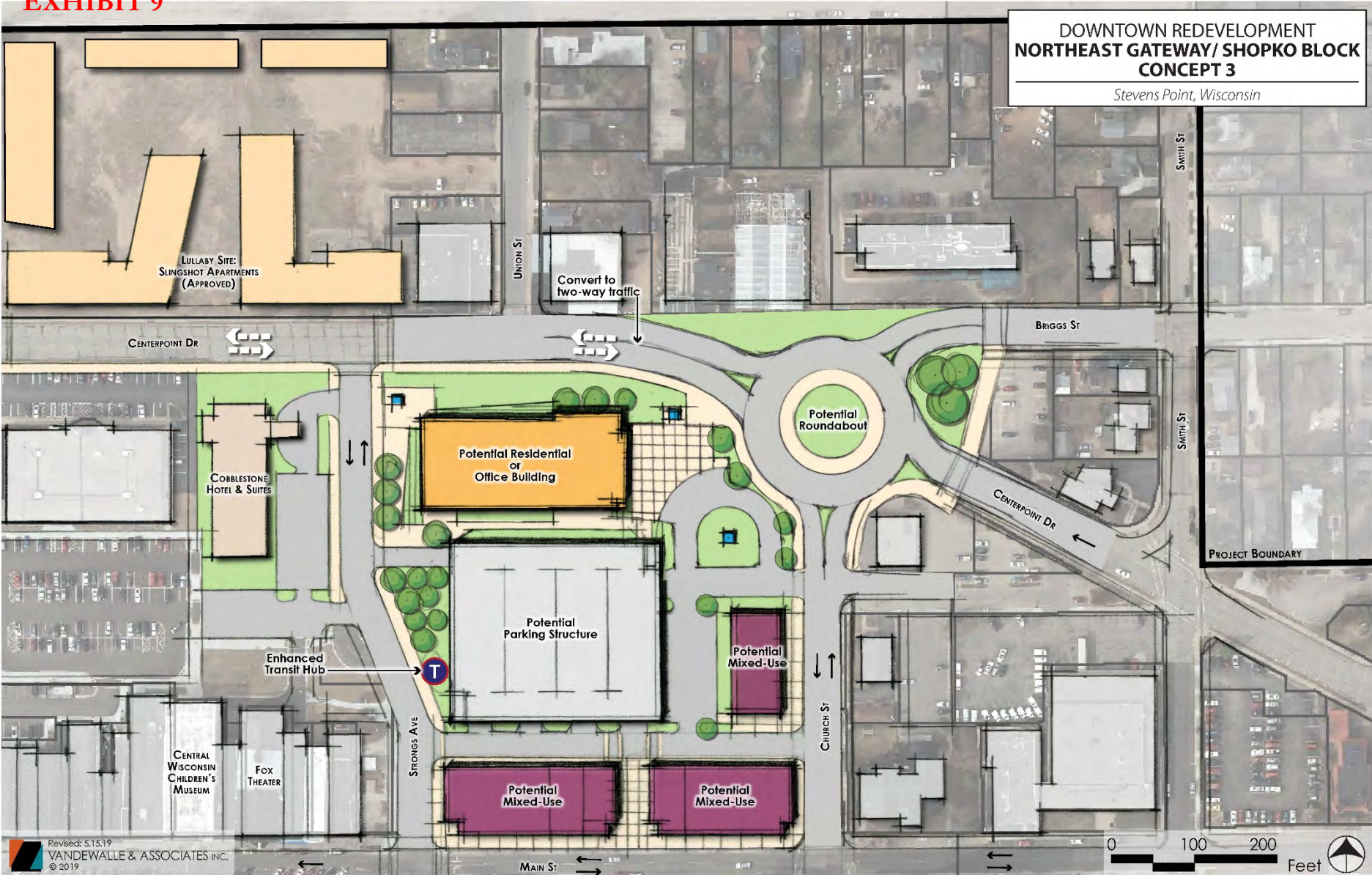


EXHIBIT 9



II. Civic Campus

The potential relocation of the County courthouse and administrative offices out of the Downtown opens the opportunity for new private office and/or residential redevelopment, as well as new public spaces.

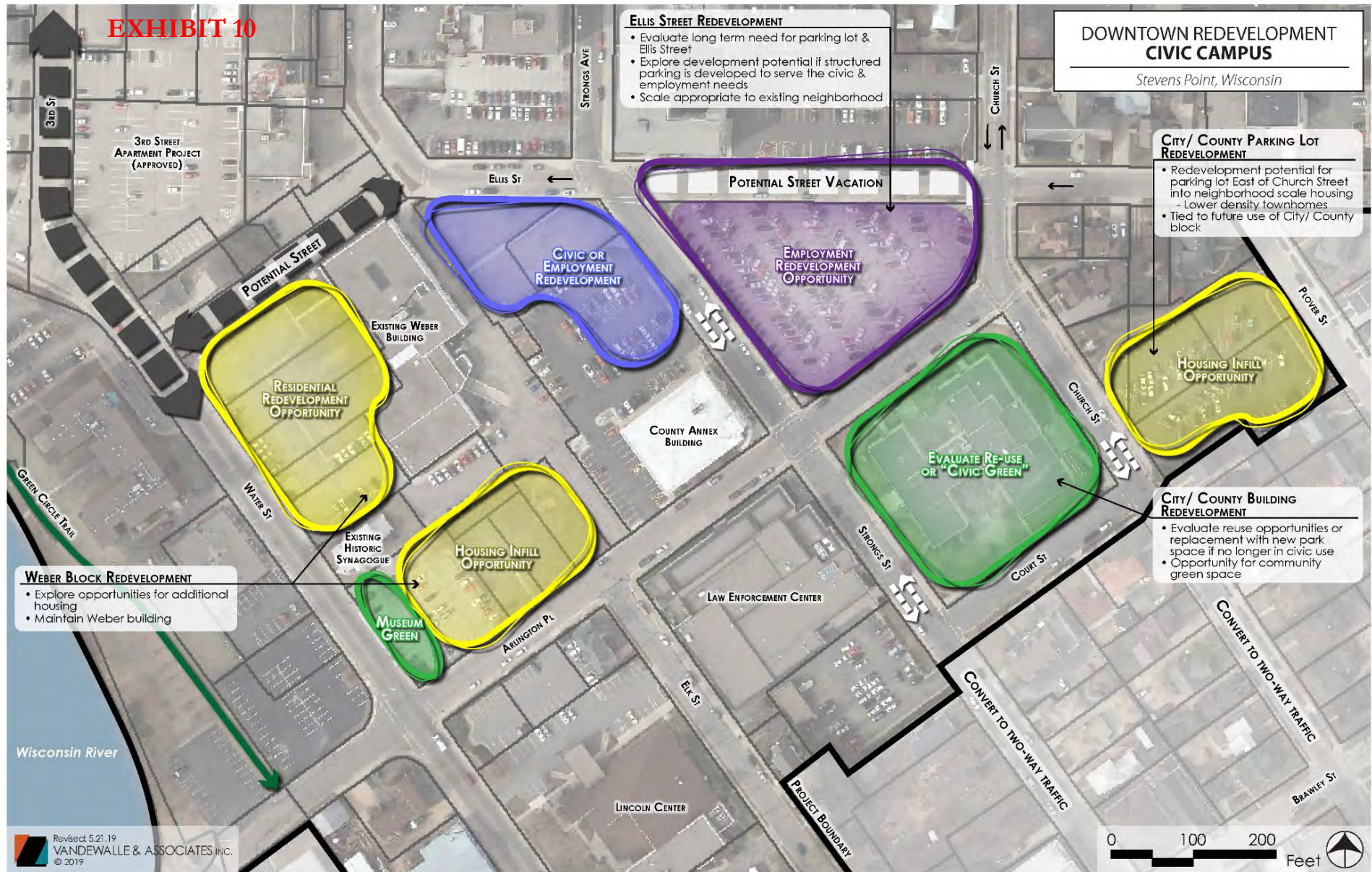
Civic Campus Opportunities and Concept (Exhibits 10-11). In addition to County-owned facilities, the current City Hall is aging and may require evaluation on whether to remain in civic use over the long-term or to relocate. The building's configuration does not lend itself well to adaptation to non-commercial uses (such as apartments) and may be a redevelopment site for a new building; or converted into a "Civic Green" with uses and features unavailable elsewhere in the downtown, providing an amenity around which new employment and residential development can occur. Similarly, Ellis Street and the large surface parking lot immediately south may prove more valuable for additional private development in the event that new or existing businesses seek to locate or expand in the immediate vicinity.

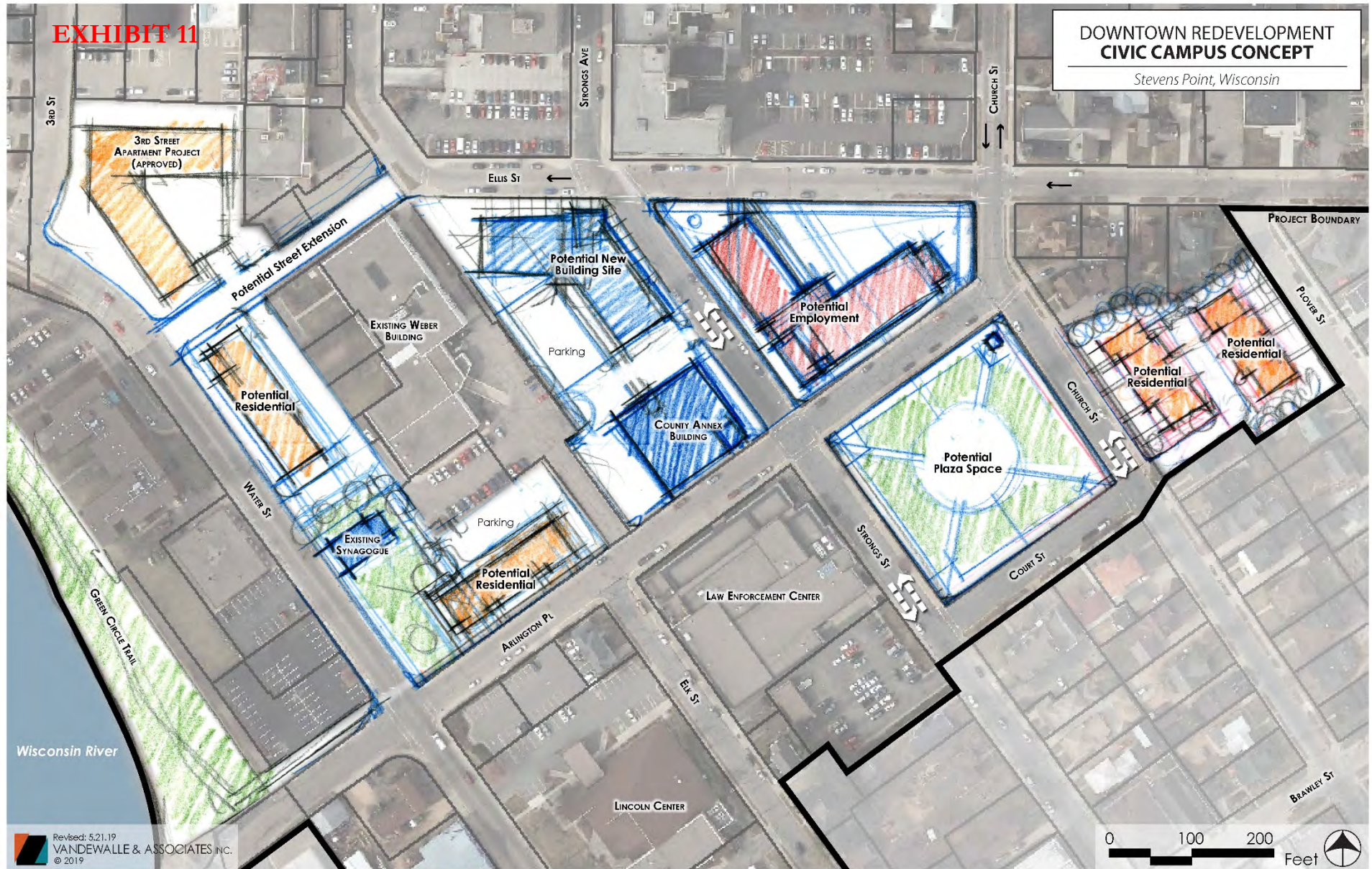
III. South Riverfront

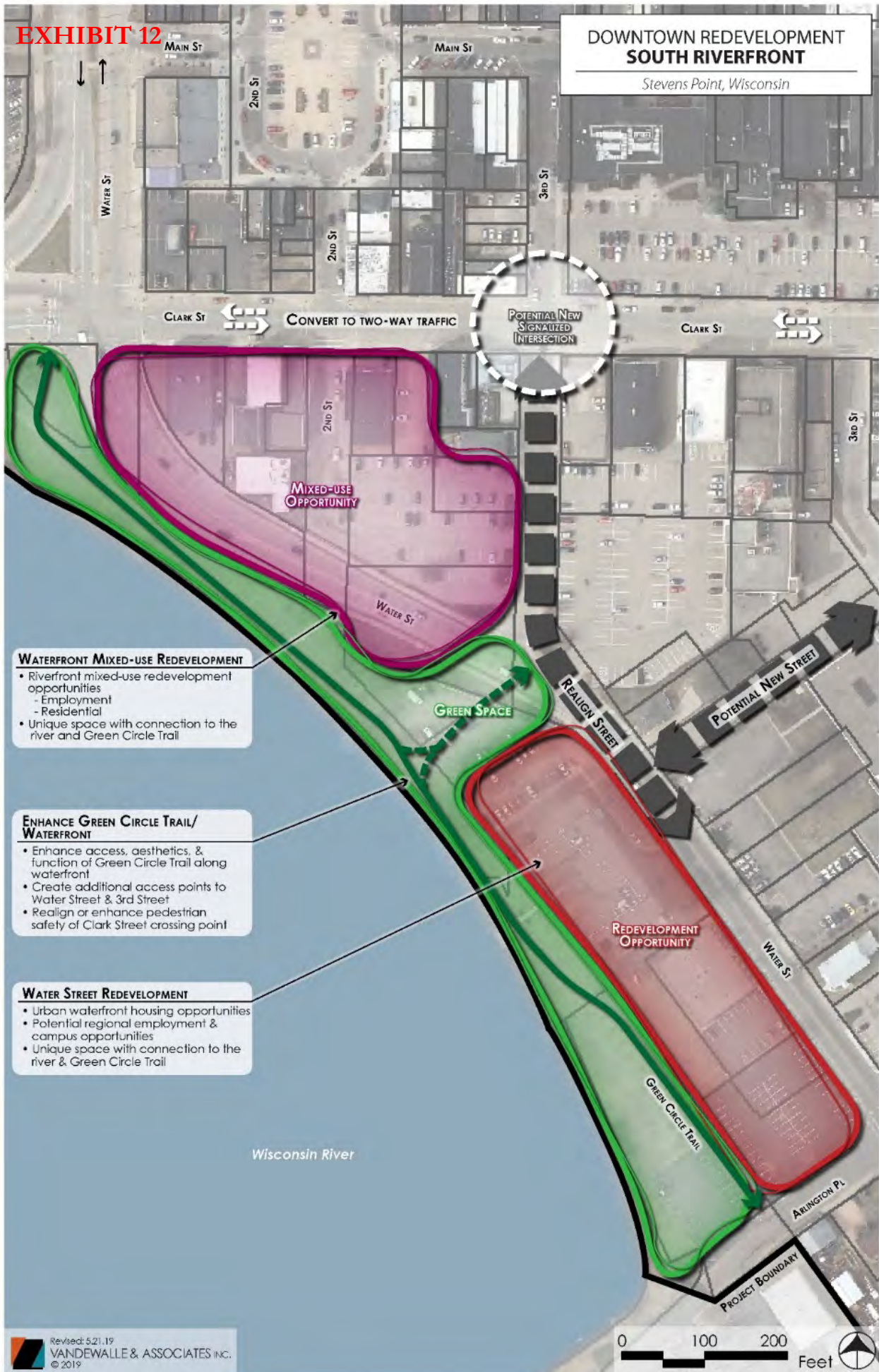
South Riverfront Opportunities and Concept (Exhibits 12-13). This subarea is poised to accommodate new residential growth between the recently approved affordable apartment project on Third Street and the potential replacement/relocation of the City-owned Edgewater Manor senior housing complex. Several lots on the Weber Block also have significant residential infill potential, and if the Edgewater is relocated, the riverfront site should be marketed for high-value residential or employment uses that capitalize on the water views, Main Street proximity, and Green Circle Trail connectivity.

Western Community Gateway Opportunities and Concept (Exhibits 14-15). Environmental issues associated with past uses of the property on the west side of the river south of West Clark Street have been addressed, creating the opportunity for new, riverfront residential development that can serve as an exciting new community gateway building upon the momentum and destination appeal of Mead Park while helping connect Slomann Park to the river.









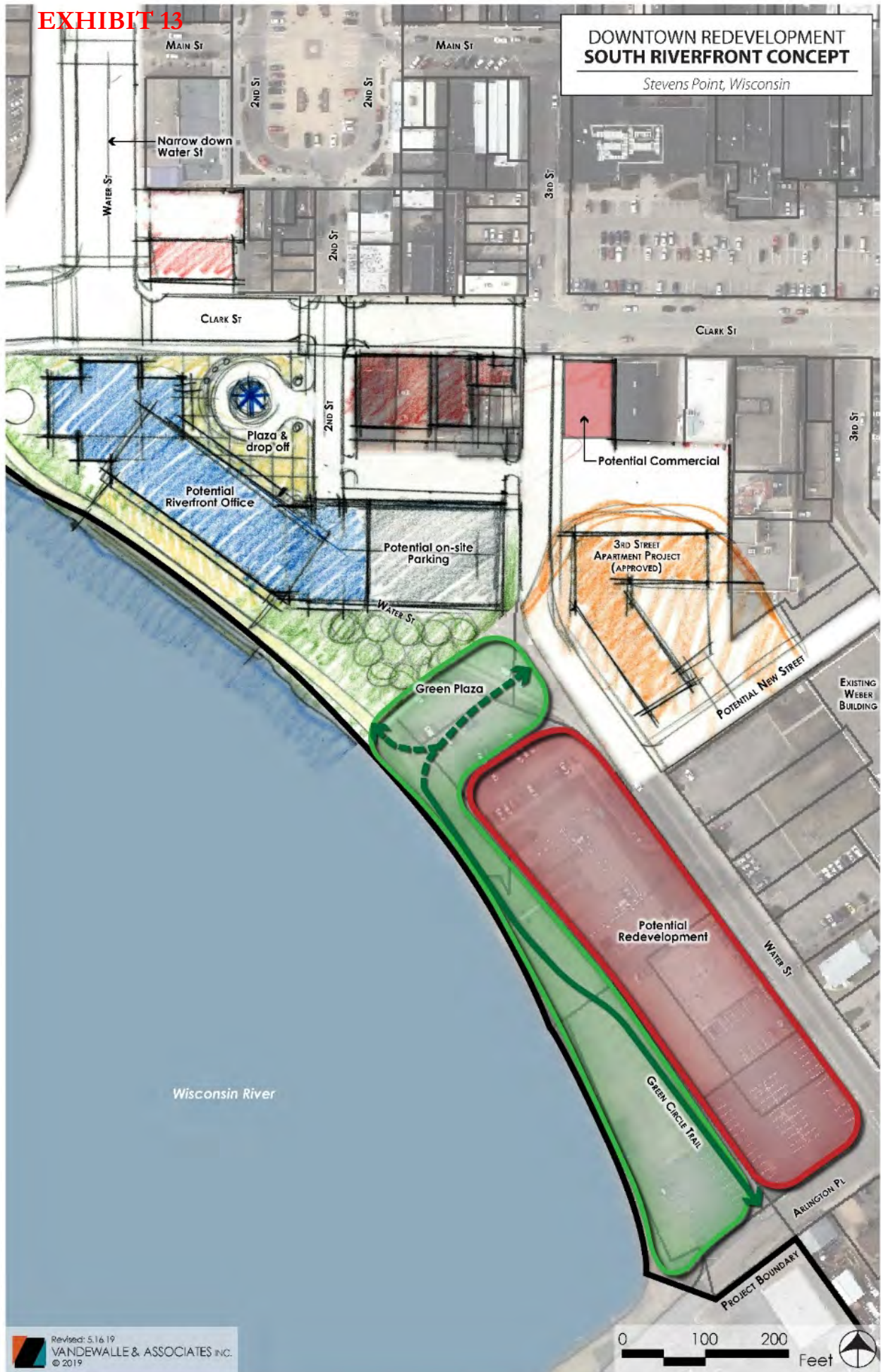




EXHIBIT 15

DOWNTOWN REDEVELOPMENT WESTERN COMMUNITY GATEWAY

Stevens Point, Wisconsin



IV. Transportation Opportunities

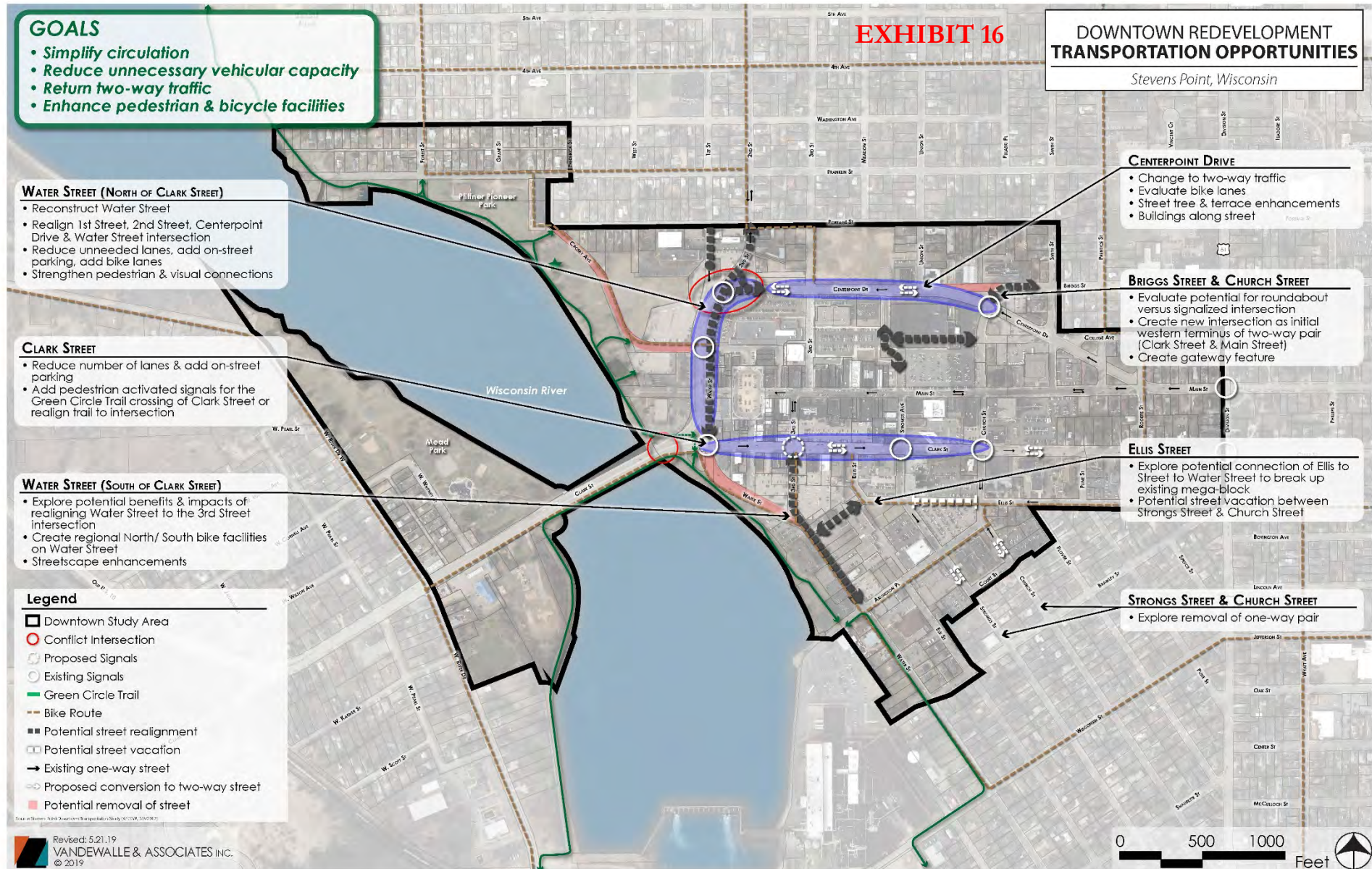
Transportation Opportunities (Exhibit 16). As detailed in the cross-sections that follow, conversion of the one-way pairs to two-way traffic will enhance circulation flow throughout the Downtown, and the excess right-of-way can be used for additional on-street parking and improved pedestrian and bicycle amenities.

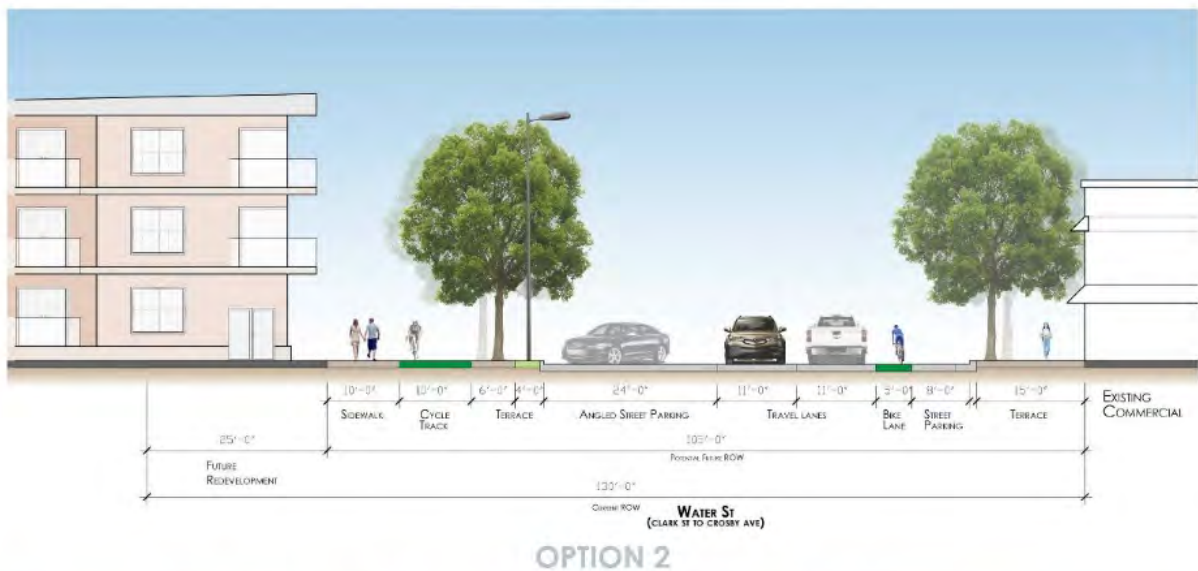
Water Street Cross-Section (Exhibit 17). The existing Water Street cross-section was built for its previous function as part of US Hwy 10. Current and projected traffic volumes do not require two travel lanes in each direction, creating an opportunity to add on-street bicycle lanes and parking while also freeing up surplus right-of-way for redevelopment as shown in the two options.

Centerpoint Drive Cross-Section (Exhibit 18). The Centerpoint Drive/Clark Street one-way pair system is also overbuilt for existing and projected traffic. With a return to two-way traffic, either bicycle lanes or on-street parking can be accommodated, but not both—as shown in the two options.

Clark Street Cross-Section (Exhibit 19). Even with a return to two-way traffic, Clark Street can continue to support parking on both sides of the street.





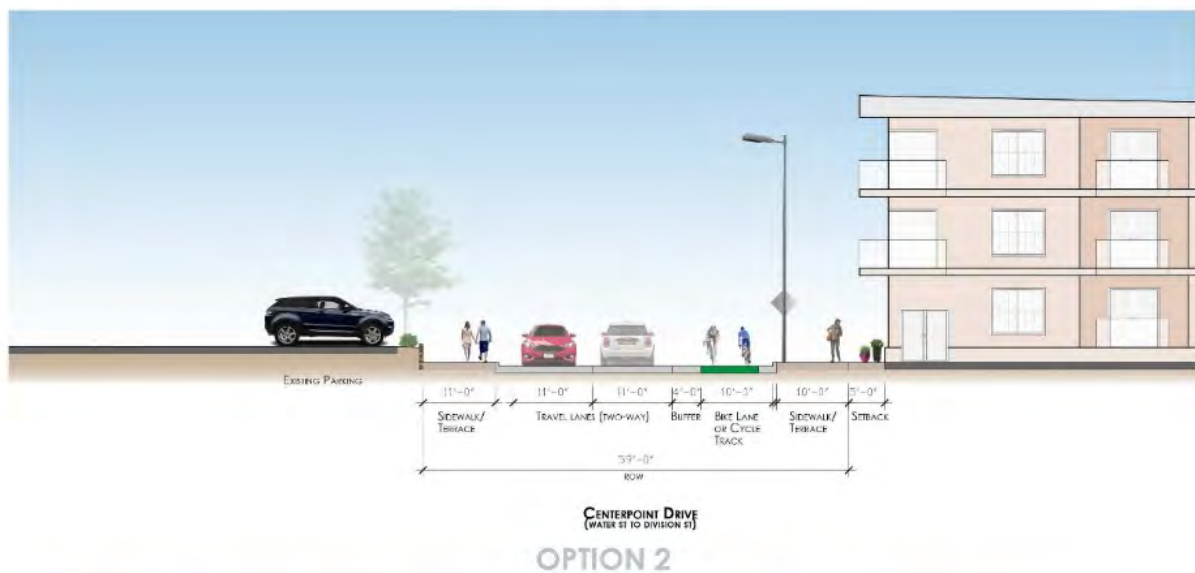
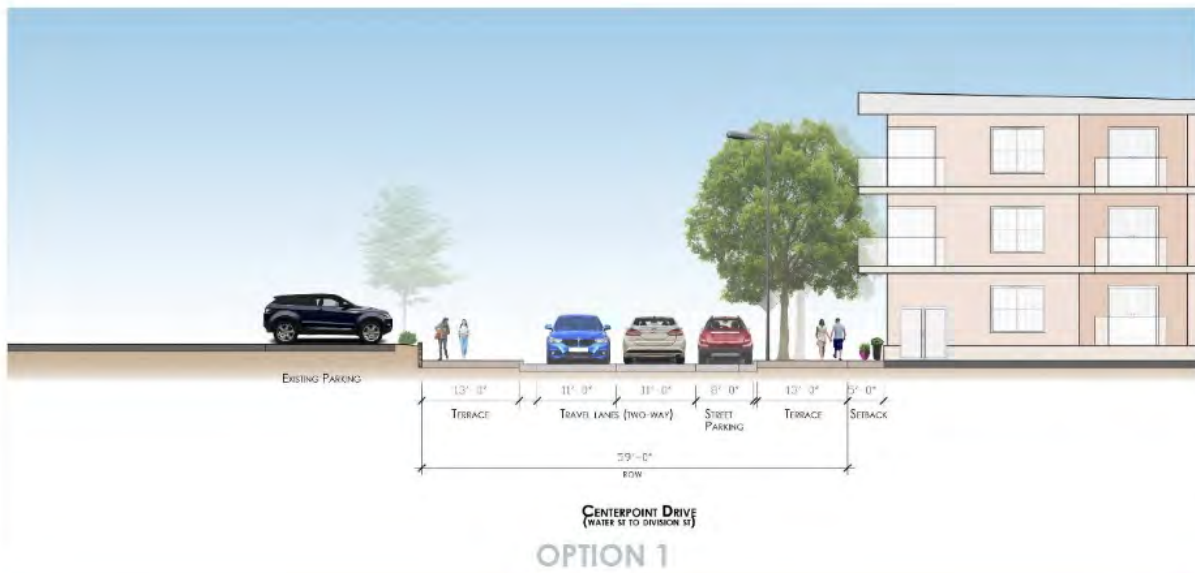
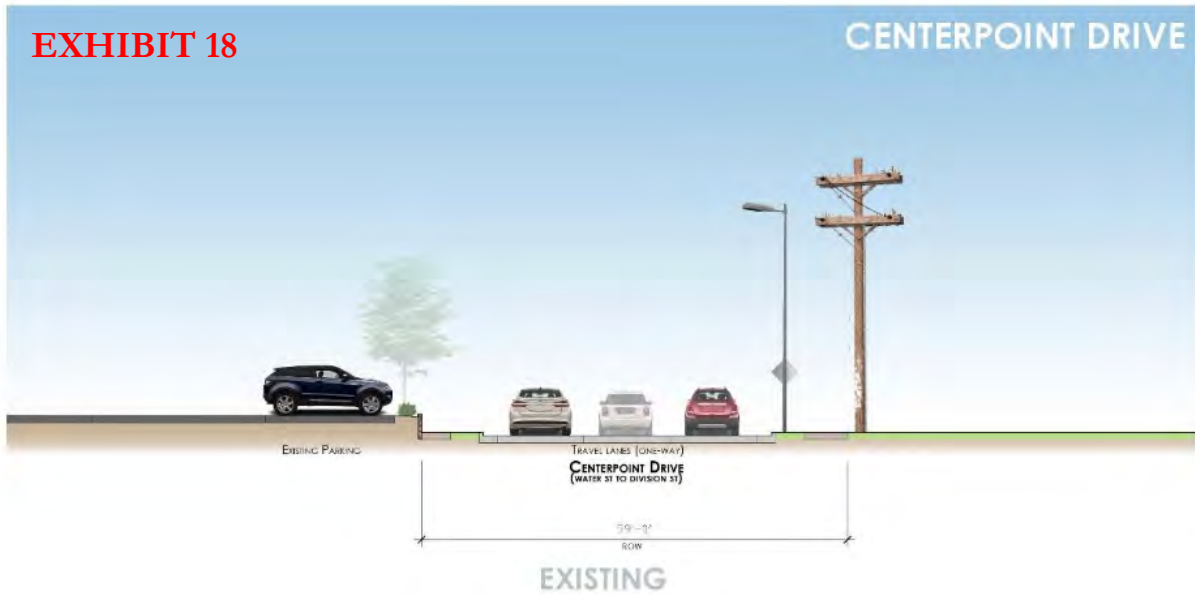


DOWNTOWN TRANSPORTATION OPPORTUNITIES

CROSS SECTION STUDY: WATER STREET

STEVENS POINT



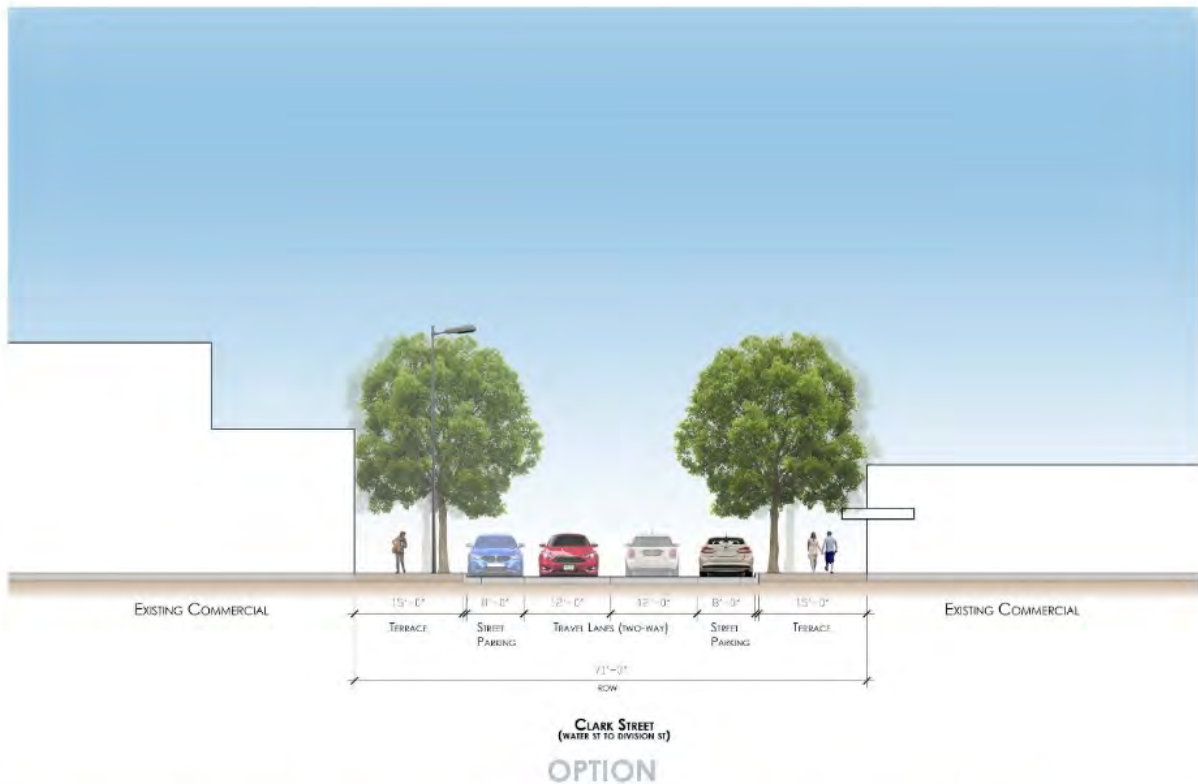
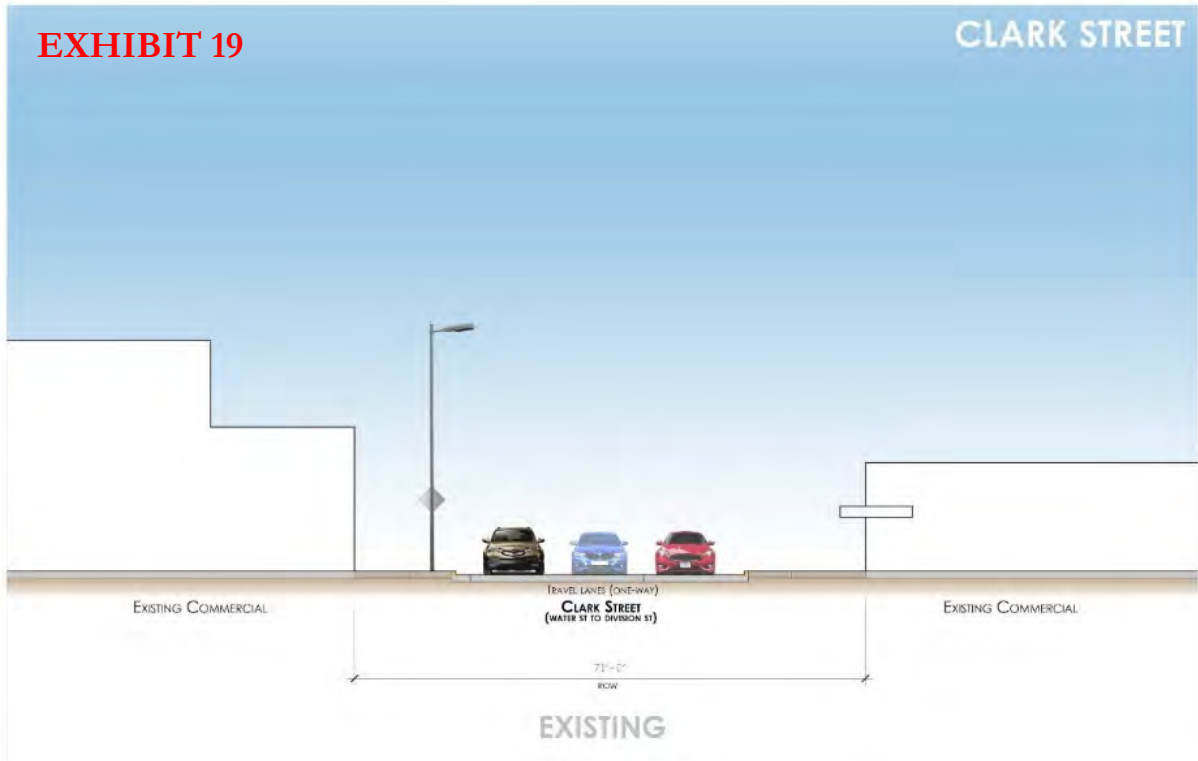


DOWNTOWN TRANSPORTATION OPPORTUNITIES

CROSS SECTION STUDY: CENTERPOINT DRIVE

STEVENS POINT





DOWNTOWN TRANSPORTATION OPPORTUNITIES

CROSS SECTION STUDY: CLARK STREET

STEVENS POINT



Action Steps and Project Prioritization

The strategies/projects and associated action steps to be included in the City's Targeted Area Master Plan for Downtown are listed below. These are implementation steps that the City and its partners may explore in order to maintain the current development momentum in these Areas and ensure that future projects meet the needs and desires of residents and visitors. These items are generally listed in order of timing and priority, with short-term actions listed first.

About the Implementation Action Plan

These steps build upon public feedback, staff review, and Steering Committee discussions to date, and provide other recommendations for realizing these and other key projects. The considerable public and private investments and planning efforts that have already or are expected to occur in the near-term – and their successful absorption into the local economy – will have some bearing on the feasibility and timing of the priorities identified in this Plan. The Action Plan and overall Master Plan will help the City assess its project capacity as well as the market's ability to handle simultaneous redevelopment efforts in the near term. This memo and the following tables constitute the third of a four-step process, as the Master Plan is only the beginning of what will need to be a long-term commitment to implementation on the part of the City as it begins to study its top priorities, build partnerships, develop strategies, and budget for improvements as necessary.

Prioritization Criteria

These same projects and subtasks were further scored and sequenced by relative priority. Priority projects are those that:

1. Can be accomplished relatively cost effectively, quickly, and easily, and which create an immediate impact.
2. Are highly visible and show commitment to the Project Area, potentially stimulating private-sector investment.
3. Can generate momentum for other priority projects to advance or are a necessary first step in advancing a larger objective or priority project.
4. Address an unmet need for improved public spaces/amenities.
5. Improve functionality (e.g., parking, walkability, wayfinding).
6. Have outside available funding source(s) that can offset the costs of the project.
7. Have potential to serve as a catalyst that will accelerate other identified projects.
8. Have identified partners, developers, and/or property owners who are willing and able to participate in the program or project.
9. Advance recommendation of past planning processes.
10. Have strong support from the community in this planning process.

1. Principles, Goals, and Objectives

2. Identification of Priority Projects

3. Preliminary Implementation Action Plans

4. Detailed Work Plans and Cost Estimates (FUTURE)

Prioritization Levels

Projects are broken into the following priority levels based on consistency with the Prioritization Criteria.

Tables 3 and 4 provide a greater level of detail for those projects deemed to be Level 1 Priorities. The priority projects listed are anticipated to occur within the next two-to-three years—and as each has the potential to make a significant impact on Downtown, are arranged with more emphasis on logical sequencing than on their relative importance compared to one another. Over the next few years, shifting market conditions or community interests may elevate the importance of other projects that are unlisted or currently not highly prioritized. For these reasons, it is recommended that the City and its implementation partners revisit the entire list of projects annually.

Level 1	These are projects that meet <u>seven or more</u> of the criteria and should be the primary focus of the proactive efforts undertaken by the City.
Level 2	These are projects that meet <u>five to six</u> of the criteria. The City should continue to monitor conditions and trends related to these (such as the completion of related projects, availability of funding, market conditions, etc.) to determine when they comply with the Level 1 criteria and are ripest for attention and action.
Level 3	These are projects that meet <u>four or fewer</u> of the criteria. Current conditions and trends will need to change significantly before these projects would increase in their level of priority. Advancing these projects would be market-driven and would depend upon a property owner/business/developer to initiate them. Once that happens, the project is likely to jump to a Level 1 Priority. Thus, classifying a project as a Level 3 Priority does not indicate the City is not interested in it; it means the City believes current conditions and trends require another party to take the lead.

Downtown Implementation Action Plan Summary of Priority Projects and Objectives			1.1	1.2	1.3	2.1	2.2	2.3	2.4	2.5	2.6	3.1	3.2	3.3	3.4	
			Employment	Housing	Education	Entertainment & Recreation	New or Enhanced Activity Nodes	Sustainable Development & Business Practices	Transportation	Food Access	Green Infrastructure	Physical & Economic Diversity	Public/Private Spaces & Amenities	Resident, Employee & Student Retention	Tourism	
Initiatives/Actions		Location	Timing	Objectives												
Target Area 1: Main Street Opportunities																
Continue studying options for daylighting a portion of Moses Creek	Moses Creek, Pfiffner Pioneer Park	Level 1					X	X			X	X			X	
Explore removal of Crosby Avenue								X	X				X			
Maintain traffic signal to facilitate pedestrian crossing (Crosby/Water)						X	X	X	X				X			
Connect square to river	Main Street, Centerpoint Drive	Level 1				X	X						X			
Evaluate pedestrian-activated crossing signal								X								
Potential conversion of Main Street to pedestrian plaza							X					X	X	X	X	
Explore opportunities for boat piers/ shoreline treatment	East Riverfront	Level 1				X							X	X	X	
Reconnect riverfront with downtown			X	X	X	X	X						X			
Create focal point plaza and waterfront amenity aligned with Main Street													X			
Re-route Green Circle Trail at Clark/Water St intersection to improve safety	Shopko Block	Level 1				X		X	X		X		X			
Incorporate housing, employment and mixed-use at a downtown scale			X	X	X	X	X	X				X				
Enhance existing transit hub							X	X	X				X			
Incorporate additional parking for onsite use and downtown area	WPS Site	Level 1						X	X				X			
Evaluate street extension between Strongs Avenue and Church Street								X	X				X			
Address contamination issues to facilitate redevelopment								X					X	X		
Encourage predominant residential infill, with destination commercial if desired	Chase Bank Site	Level 1	X	X		X	X									
Redevelopment and infill potential Riverfront dining, housing and employment			X	X	X	X	X	X		X		X	X	X		
Capitalize on existing assets to create expanded civic/museum campus					X	X	X						X	X	X	
Strengthen pedestrian connection	All	Level 1					X		X							
Consider formal adoption of City TIF policy to promote balance between development incentives and public improvements			X	X	X	X	X	X					X	X	X	
Evaluate potential permanent parking lot to support Pfiffner Building and Central Company Building events and winter facilities						X	X							X		
Explore expanded use of Pfiffner Building: weddings/rental space, upgrades to kitchen/ catering space, winter events/ice rink/warming house	Pfiffner Pioneer Park	Level 2				X	X						X			
Consider development of outdoor event space and accessible fishing pier						X	X						X			
Expand recreation use of Central Company Building: warming house/room rental, recreational outfitter, year-round restroom facilities, potential commercial uses						X	X						X			
Integrate short-term improvements into plans for long-term park expansion	Shopko Block, East Main Street	Level 2					X		X		X					
Opportunity to recreate and extend lost Main Street fabric/grid			X	X	X	X	X	X	X				X			
Encourage mid-rise, mixed-use development with ground floor commercial			X	X	X	X	X						X			
Widen sidewalks and add landscaping	Briggs Street	Level 3					X			X				X		
Build on food hub as an asset for surrounding residential redevelopment			X	X			X	X					X		X	
Explore additional opportunities for urban housing and employment uses			X	X			X	X					X		X	

Downtown Implementation Action Plan Summary of Priority Projects and Objectives			1.1	1.2	1.3	2.1	2.2	2.3	2.4	2.5	2.6	3.1	3.2	3.3	3.4	
			Employment	Housing	Education	Entertainment & Recreation	New or Enhanced Activity Nodes	Sustainable Development & Business Practices	Transportation	Food Access	Green Infrastructure	Physical & Economic Diversity	Public/Private Spaces & Amenities	Resident, Employee & Student Retention	Tourism	
Initiatives/Actions	Location	Timing	Objectives													
Opportunity to recreate and extend lost Main Street fabric/grid	Shopko Block, East Main Street	Level 2	X	X	X	X	X	X	X				X			
Encourage mid-rise, mixed-use development with ground floor commercial			X	X	X	X	X				X					
Widen sidewalks and add landscaping							X		X		X					
Food hub is an asset for surrounding residential redevelopment	Briggs Street	Level 3		X	X		X			X				X		
Explore additional opportunities for urban housing and employment uses			X	X			X	X				X		X		
Target Area 2: Civic Campus																
Redevelopment potential for parking lot east of Church Street into neighborhood-scale housing	City/County Parking Lot	Level 2		X				X								
Evaluate reuse opportunities or replacement with new park if no longer in civic use	City/County Building	Level 2				X	X				X		X	X		
Opportunity for community green space											X		X	X		
Evaluate long term need for Sentry parking lot and Ellis Street	Ellis Street	Level 3	X	X					X							
Explore scale-appropriate development potential if structured parking is developed			X	X					X							
Maintain Weber building	Weber Block	Level 3	X									X				
Explore opportunities for additional housing				X								X				
Target Area 3: South Riverfront																
Explore additional riverfront mixed-use redevelopment opportunities, including employment and residential	South Riverfront	Level 1	X	X	X	X	X	X	X	X	X	X	X	X	X	
Develop long range plan for Edgewater Manor facility				X		X	X									
Promote infill housing along riverfront	West Riverfront, Slomann Park, Green Circle Trail	Level 2		X			X	X						X		
Capitalize on unique connection to Green Circle Trail and the river to create community gateway					X	X		X			X		X	X	X	
Enhance Park landscaping, water's edge treatments and open space connections						X	X			X		X	X	X	X	
Create connection from Slomann Park to Green Circle Trail						X	X		X			X	X	X	X	
Add trail and wildlife signage					X	X	X		X				X	X	X	X
Enhance access, aesthetics, and function of Green Circle Trail along waterfront	Green Circle Trail, South Riverfront	Level 3				X	X		X				X		X	
Create additional pedestrian and visual access points to Water Street and Third Street south of Clark Street						X	X		X			X		X		
Realign or enhance pedestrian safety of Clark Street crossing point						X	X		X			X		X		X
Consider potential new street between Third/Water and Ellis						X	X		X			X		X		X

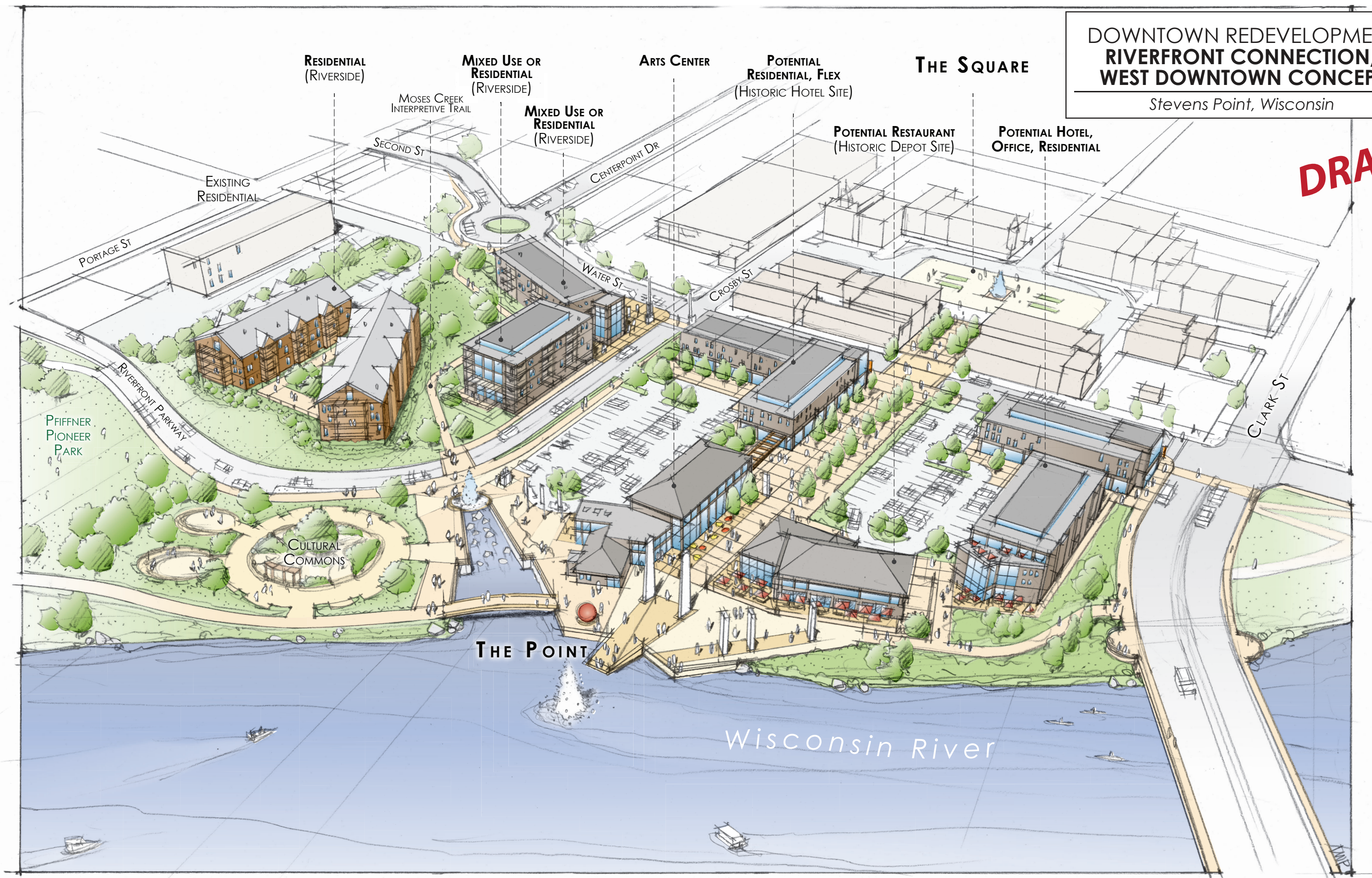
Downtown Implementation Action Plan Summary of Priority Projects and Objectives			1.1	1.2	1.3	2.1	2.2	2.3	2.4	2.5	2.6	3.1	3.2	3.3	3.4	
			Employment	Housing	Education	Entertainment & Recreation	New or Enhanced Activity Nodes	Sustainable Development & Business Practices	Transportation	Food Access	Green Infrastructure	Physical & Economic Diversity	Public/Private Spaces & Amenities	Resident, Employee & Student Retention	Tourism	
Initiatives/Actions		Location	Timing	Objectives												
Target Area 4: Transportation																
Reconstruct Water Street and strengthen pedestrian and visual connections between the River and Downtown		Water Street (north of Clark)	Level 1				x	x		x			x		x	
Realign First Street, Second Street, Centerpoint Drive and Water Street intersection										x						
Reduce unneeded lanes, add on-street parking, add bike lanes or Cycletracks on Water Street										x		x				
Change Centerpoint Drive to two-way traffic and evaluate bike lanes or cycletracks		Centerpoint Drive	Level 1						x				x			
Consider street tree and terrace enhancements									x		x					
Evaluate potential for roundabout versus signalized intersection at Briggs Street and Church Street		Briggs Street and Church Street	Level 1							x						
Create new intersection as initial western terminus of two-way pair (Clark Street and Main Street)										x						
Create gateway feature at Briggs Street and Church Street								x		x						
Change Clark Street to two way traffic through downtown		Clark Street	Level 2							x						
Add pedestrian activated signals for the Green Circle Trail crossing of Clark Street or realign trail to intersection										x		x		x		
Explore potential benefits and impacts of realigning Water Street to the Third Street intersection		Water Street (south of Clark)	Level 2							x						
Create regional North/ South bike facilities and street enhancements								x		x		x				
Explore potential connection of Ellis Street to Water Street to break up existing mega-block		Ellis Street	Level 2							x			x			
Potential street vacation between Strongs Street and Church Street if supported by adjoining infill development										x						
Explore removal of one-way pair at Strongs Avenue and Church Street		Strongs Avenue and Church Street	Level 3							x						

Downtown Implementation Action Plan Level 1 Priority Initiatives				Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
Type	Lead Party	Location											
Riverfront/Main Street Redevelopment													
Explore opportunities for boat piers/ shoreline treatment	Public Improvement	City/CVB	Pfiffner Pioneer Park										
Continue studying options for daylighting a portion of Moses Creek	Public Improvement	City/USEPA/DNR/Private	Pfiffner Pioneer Park										
Maintain traffic signal to facilitate pedestrian crossing at Crosby/Water intersection	Public Improvement	City	Pfiffner Pioneer Park										
Incorporate housing, employment and mixed-use at a downtown scale	Redevelopment	City/RDA/Private	Shopko Block										
Explore additional riverfront mixed-use redevelopment opportunities, including employment and residential	Redevelopment	City/RDA/Private	South Riverfront										
Develop long range plan for Edgewater Manor facility	Redevelopment	City/RDA	South Riverfront										
Address contamination issues to facilitate redevelopment	Redevelopment	City/RDA	WPS Site										
Explore removal of Crosby Avenue	Public Improvement	City	Pfiffner Pioneer Park										
Connect square to river via pedestrian-activated crossing signal	Public Improvement	City	Main/Centerpoint										
Encourage predominant residential infill, with destination commercial if desired	Redevelopment	City/RDA/Private	WPS Site										
Redevelopment and infill potential for riverfront dining, housing and employment	Redevelopment	City/RDA/Private	Chase Bank Site										
Capitalize on existing assets to create expanded civic/museum campus	Redevelopment	City/RDA	Chase Bank Site										
Create focal point plaza and waterfront amenity aligned with Main Street	Public Improvement	City	Pfiffner Pioneer Park										
Potential conversion of Main Street to pedestrian plaza between Water and the Square	Public Improvement	City	Main/Water										
Transportation Improvements													
Change Centerpoint Drive to two-way traffic and evaluate bike lanes	Public Improvement	City	Centerpoint Drive										
Consider street tree and terrace enhancements	Public Improvement	City	Centerpoint Drive										
Enhance existing transit hub	Public Improvement	City	Shopko Block										
Incorporate additional parking for onsite use and downtown area	Public Improvement	City	Shopko Block										
Evaluate potential for roundabout versus signalized intersection	Public Improvement	City	Briggs/Church										
Evaluate street extension between Strongs Avenue and Church Street	Public Improvement	City	Shopko Block										
Reconstruct Water Street and strengthen pedestrian and visual connections	Public Improvement	City	South Riverfront										
Realign First Street, Second Street, Centerpoint Drive and Water Street intersection	Public Improvement	City	South Riverfront										
Reduce unneeded lanes, add on-street parking, add bike lanes on Water Street	Public Improvement	City	South Riverfront										
Create new intersection as initial western terminus of two-way pair	Public Improvement	City	Clark/Main										
Create gateway feature at Briggs Street and Church Street	Public Improvement	City/CVB	Briggs/Church										

DOWNTOWN REDEVELOPMENT RIVERFRONT CONNECTION/ WEST DOWNTOWN CONCEPT

Stevens Point, Wisconsin

DRAFT



DRAFT

DOWNTOWN REDEVELOPMENT RIVERFRONT CONNECTION/ WEST DOWNTOWN

Stevens Point, Wisconsin

PARK EXPANSION

- Expand park to West Street and Portage Street
- New off-street trail route along park

WPS SITE/ PARKING LOT

- Explore opportunities for development of brownfield
- Potential for destination commercial if desired, but prominently residential

BRIDGE THE DIVIDE

- Reconstruct Water Street, Centerpoint Drive, First Street and Second Street
- Reduce unneeded lanes, add on-street parking, add bike lanes, enhance pedestrian connections
- Strengthen pedestrian and visual connections

POTENTIAL FUTURE
PARK EXPANSION

EXPANDED PFIFFNER
PIONEER PARK

RESIDENTIAL REDEVELOPMENT OPPORTUNITY

HISTORIC MOSES CREEK
INTERPRETIVE TRAIL

NEW STREET
ALIGNMENT

CULTURAL
COMMONS

NEW PFIFFNER PARK
GATEWAY ARCH

EXISTING
SIGNALIZED
INTERSECTION

IMPROVE CROSSING

- Connect square to river
- Evaluate pedestrian-activated crossing signal
- Evaluate need for street between Water Street and the Square, potential Main Street pedestrian plaza

MIXED-USE
OPPORTUNITY

PEDESTRIAN CONNECTION
AND PLAZA

MIXED-USE
OPPORTUNITY

MAIN STREET EXTENSION

- Redevelopment and infill potential
- Riverfront dining, housing and employment
- Civic/ museum campus
- Strengthen pedestrian connection to Main Street corridor
- Potential riverfront hotel

EXISTING
SIGNALIZED
INTERSECTION

RE-ROUTE GREEN
CIRCLE TRAIL TO SAFE
CROSSING POINT

MOSES CREEK NODE

- Moses Creek activity node and path creates opportunities for a new water feature, historic exhibits, interpretive/interactive displays, and a walkway celebrating the historic Moses Creek Corridor.

RETAIN EXISTING ART CENTER

- Potential program or building expansion along Main Street
- Expand use and presence as western anchor for Downtown

CONNECTION TO THE RIVER

- Reconnect riverfront with downtown
- Create focal point plaza and water front amenity aligned with Main Street
- Explore opportunities for boat piers/ shoreline treatment
- Green Circle Trailhead

Wisconsin River

CLARK ST

0 125 250

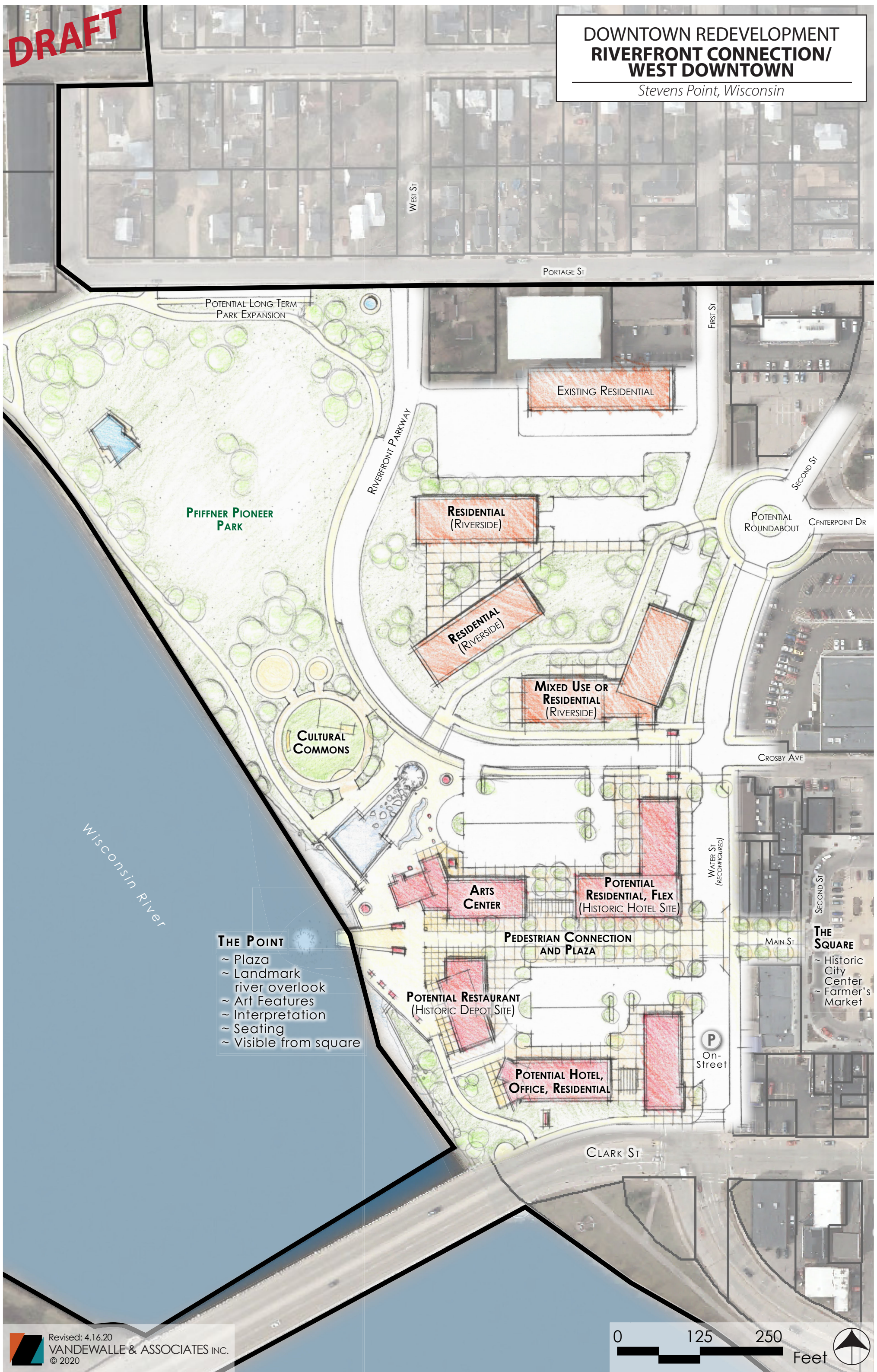
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DRAFT

DOWNTOWN REDEVELOPMENT
RIVERFRONT CONNECTION/
WEST DOWNTOWN

Stevens Point, Wisconsin



PIFFNER PIONEER PARK ENHANCEMENTS

1. Expand use of Piffner Building
2. Facilitate year round activities
 - a. Ice rink/winter festival
 - b. Accessible fishing pier
3. Expand recreation use of the Central Company building
 - a. Warming house/equipment rental
 - b. Recreational outfitter
 - c. Year round restroom facilities
4. Long term park expansion
5. Realign Crosby Avenue from West Street to Water Street

**DOWNTOWN REDEVELOPMENT
PIFFNER PIONEER PARK CONCEPT**

Stevens Point, Wisconsin

DRAFT



I. Introduction

The City of Stevens Point and the Stevens Point Business Alliance, recognizing the importance the Historic Downtown Stevens Point Community plays into the economic and cultural success of our community, has put together this Business Improvement District (BID) implementation and operating plan for the year 2023. This BID operating plan is the initial step to the ultimate creation and management of the Downtown Stevens Point BID.

Wisconsin Act 184, established in 1984 (WI Stats. §66.1109) enabled cities to establish Business Improvement Districts (BID) upon the petition of at least one property owner within the proposed district. The purpose of WI Act 184, is to “allow businesses within those proposed district(s) to develop, manage, and promote the districts and to establish an assessment method to fund these activities.” This operating plan is consistent with the requirements set forth in WI Stats. §66.1109(f), and a legal opinion of the City Attorney is included in Appendix A.

The proposed BID includes 259 parcels with a total BID value of \$35,686.86. The proposed boundaries include The Wisconsin River, Portage Street, Division Street, and Ellis Street/Arlington Place. Of the 259 parcels, 121 are tax exempt or are used for residential purposes. Of the remaining 138 properties, the BID value is assessed at \$0.60 for every \$1,000.00 in total value of the parcel. The map for the proposed district boundaries is further described in Appendix B, and information on each parcel classification is listed in Appendix C.

A. Purpose of the BID

The intent of the Stevens Point Business Improvement District Operating Plan is that the work described in this plan will complement the work of the volunteer-run Stevens Point Alliance with assistance from the Stevens Point Department of Community Development. Business Improvement Districts are quite similar to traditional special assessments where property owners are assessed for improvements or services that benefit them. However, unlike traditional special assessments, Business Improvement District assessments can be utilized to finance a wide range of activities, improvements, and services. The purpose of this BID is to enhance the viability of historic Downtown Stevens Point through additional economic development and activity.

The property owners who have petitioned the City for the creation of this BID believe this is the most efficient way to accomplish the goals and objectives identified in the City's Comprehensive Plan and the Downtown Targeted Area Master Plan.

Development of the District through creation of the BID is proposed as a result of:

1. The BID allows partnering with private property owners within the District to work together with the City in development and subsequent improvement of the economic health and vitality of the District.
2. The City has no additional public monies for promotion and marketing of the District. By promoting and marketing the District through District monies, residents, tourists, and others will provide additional economic activity of the businesses with the District.



3. The funding and financing of improvements, promotion, and marketing of the District outlined within this plan provides equitable and fair assessments to property owners within the District to help with the implementation of this plan.
4. Utilization of this District and the implementation of the plan will fulfill District improvements projects identified in the City's Comprehensive Plan and Downtown Targeted Area Master Plan.

II. Development Plans

The main objective of the BID is to improve the social, economic, and physical environment of Historic Downtown Stevens Point and the surrounding business areas that are impacted by the economic vitality of the area. Additionally, and arguably the most critical to the success of the BID, this plan is intended to unite businesses, organizations, and local government through collaboration and partnership to achieve the main objective discussed earlier.

A. Goals for the District Development

Goals for the District development as identified by local businesses, building owners, and the City in the Downtown

1. Recertify the City's Downtown as a Wisconsin Economic Development Corporation "Main Street Community" community ([2005 Comprehensive Plan](#), pg. 145).
2. Encourage, revise, and promote the City's façade improvement grant program ([2005 Comprehensive Plan](#), pg. 122).
3. Assist, with help from community partners, continued maintenance and implementation of a wall mural program in the Downtown ([2005 Comprehensive Plan](#), pg. 122).
4. Enhance the District by placemaking and embracing the City's heritage through historic markers and monuments ([2005 Comprehensive Plan](#), pg. 121).
5. Promote, with assistance from the City, unique business development, expansion, and relocation to the District through managed events and marketing ([2005 Comprehensive Plan](#), pg. 145).
6. Continue to encourage Downtown Revitalization through partnerships and cooperation ([2005 Comprehensive Plan](#), pg. 164).
7. Promote, manage, and elevate Stevens Point Cultural Events that occur downtown ([2005 Comprehensive Plan](#), Appendix F of said document).
8. Execute projects and programs in accordance with approved updates to the City of Stevens Point Comprehensive Plan.
9. Execute specific improvements in the BID as identified in downtown targeted area master plans as such plans become approved.

B. Plan of Action

The first full year of the operation of the BID is critical for the future success of the District. The first year will include the following action items:

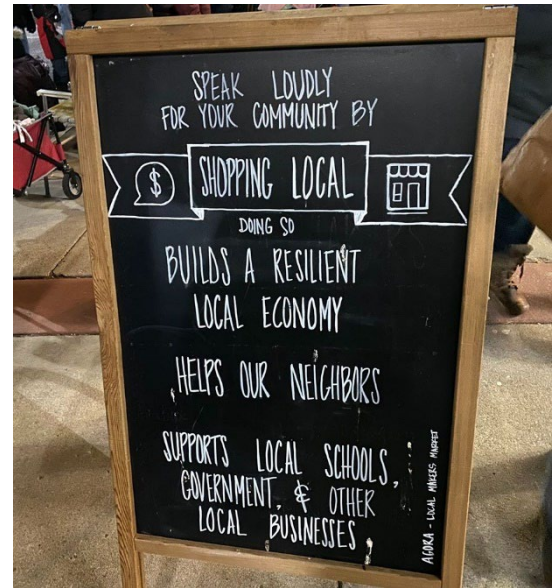
1. Organize the BID Board and better learn the process and implementation of the BID Operation Plan.
2. Identify adequate training resources for incoming BID Board members.
3. Develop and implement a plan and budget for the coming year and beyond for the District based on the financial expectations from assessments and its priority of needs, and the City's planned improvements during the same period. The City recommends hiring a BID manager to execute this plan and grow BID finances.
4. Work with the City, businesses, and property owners within the District to improve the use of the façade grant improvement program and the Central Wisconsin Economic Development Fund Inc., and identify grant programs to construct for the BID, including property maintenance funds.
5. Develop a cohesive marketing and promotional plan to attract residents and visitors to District businesses and the District as a whole that complements the Stevens Point Alliance marketing strategy.
6. Work with community partners in promoting beautification and art related projects within the District. This includes murals, trash cans, flower bed placements and maintenance and other areas/objects that may require additional beautification and placemaking.
7. Work with the City and explore other opportunities to develop maintenance practices for the District, specifically for public spaces, in which both parties understand expectations and responsibilities relating to the maintenance of the District year-round.
8. With assistance from the City, implement enhancements as determined appropriate from the City's Comprehensive Plan and Downtown Targeted Area Master Plan.



C. Benefits

Money collected from the BID under this Operating Plan will be spent exclusively within the District for the benefit of the District, and used to:

1. Help the tenants and existing businesses in the District become stronger and more economically resilient by:
 - a. Promoting the District through a wide-variety of platforms and programs, with focus on business promotion.
 - b. Managing events that drive traffic into the District and the businesses within the District and increase revenues for the district.
 - c. In conjunction with the City, creating a space inclusive of all modes and styles of transportation to further expand upon the economic activity of the District.
2. Increase the value of property within the District by:
 - a. Improving the physical District through promotion of the façade grant program, street scape improvements, and others.
 - b. Increase the demand for space by new businesses that see the successes of the BID and wish to locate within the District.
 - c. Continuing to make the District a financially and economically resilient place.
3. Assist District property owners in securing and retention of tenants by:
 - a. Assisting property owners and tenants in the District in partnering with City Government through consultation and formal and informal interaction with City staff and officials.
 - b. Assisting property owners in retaining existing tenants by providing programs and services that help businesses to thrive. Implement in conjunction with the City, projects identified in the Downtown Targeted Area Master Plan and City's Comprehensive Plan that will improve tenant retention.
 - c. Assisting property owners in recruiting new businesses to the District and reducing new vacancies.



D. Annual Review

The BID law requires the Operating Plan to be presented annually to Stevens Point's City Council for approval. To comply with the Wis. Stats. §66.1109 (3) (b), the following process for the approval of the annual Operating Plan will be as follows:

1. A joint strategy session of representatives from the BID Board and the City will meet annually and will be responsible for developing the objectives of the Operating Plan for the next plan year.
2. The Operating Plan will be drafted by the BID Board based on comments by the City Council.

3. The BID Board will review the proposed Operating Plan and make recommendations to the City Council.
4. The City Council will act on the proposed Operating Plan for the following plan year.
5. Appointment of new BID Board members will be made 30 days prior to the expiration of outgoing BID Board members terms. This appointment is made by the Mayor and approved by the City Council.

It is anticipated that the BID Board will continue to revise and develop the Operating Plan annually in response to changing development needs and opportunities in the District. As a part of this review, the BID Board will analyze the benefits of the BID to the property owners and the community and based on this analysis, determine if it is appropriate to continue the BID.

The method of assessment shall not be altered unless a meeting of all District property owners assessed under the BID has been held to discuss such changes, except with the approval of the City of Stevens Point City Council. This special meeting will be published as a Class 2 Notice, a copy of which will be mailed to each property owner in the District.

E. Relationship to Plan for Orderly Development of the City

According to Wisconsin Statutes Section 66.1109 (1)(f)(4), the Operating Plan is required to specify how the creation of a BID promotes the orderly development of the City. The BID will encourage commerce, increase business activity, and subsequently economic vitality within the District. Orderly development is consistent with the City's Comprehensive Plan and Downtown Targeted Area Master Plan.

F. Powers

The BID Board shall have all powers authorized by law and this Operating Plan, including, but not limited to, the following powers:

1. To manage the affairs of the District.
2. To promote new investment and appreciation in value of existing investments in the District.
3. To contract on behalf of the BID when necessary to implement the Operating Plan.
4. To develop, advertise and promote the existing and potential benefits of the District.
5. To annually consider and make changes to the Operating Plan.
6. To apply for, accept and use grants and gifts for these purposes.
7. To elect officers and contract out work as necessary to achieve its goals.



G. Budget

Funds collected through BID assessments shall be used to pay for this Operating Plan in order to implement a sustainable Business Improvement District for the City of Stevens Point.

Estimated Assessment Income¹: \$35,686.86

Estimated BID Expenses: \$35,686.86

Estimated expenditures of the BID are included in Appendix D. Members of the BID Planning Committee recommend that funds be allocated to hiring a BID Manager to provide the professional services required to achieve the goals and objectives set forth in this document. All physical improvements made with the funds shall be made in the District. The location of other expenditures shall be as determined by the BID Board but shall be for the benefit of the District. Any unused funds remaining at the end of the year shall be deposited into contingency funds or designated for specific uses in the following Operating Plan year.

A Capital Reserve Account may be created to set aside a specific amount of the District's assessment or reserve to be set aside. This account would be for long-term capital needs and projects that may require extraordinary funding during a given budget year.

H. Public Review Process

Wis. Stats. §66.1109 establishes a specific process for reviewing and approving proposed Districts. All of the statutory requirements to create the BID shall be followed. Key components include:

- Petition the City to establish the BID
- Publish class 2 notice of petition
- Develop the Operating Plan
- Mail Operating Plan to all affected property owners
- Hold a public hearing



¹ Est. Assessment Income based on an increase of \$0.60 per \$1,000 of assessment.