



Our intention is to have in-person meetings going forward. For the time being, we will hold the City Committee Meetings, Plan Commission, Council and most others at the Community Room at 933 Michigan Avenue. This in-person location will meet the legal requirement for our open meetings.

We will have a virtual option available, but the technology for the hybrid style meeting may not be reliable all of the time.

Members

- Mayor Wiza
- Alderperson Kneebone
- Commissioner Arntsen
- Commissioner Beacom
- Commissioner Cooper
- Commissioner Rice
- Commissioner Schuler

AGENDA

CITY PLAN COMMISSION

Date and Time:	October 2, 2023 6:00 PM	Location:	Community Room 933 Michigan Avenue, Stevens Point, WI
			<u>OR</u>
			<u>Zoom Teleconferencing</u>
			Meeting ID: 815 0430 3617
			Passcode: 200891
			<u>By Computer:</u>
			https://us02web.zoom.us/j/81504303617?pwd=NnVKTUlzcmsxZmswL2tCZ2Vp
			<u>By Phone:</u> +1-312-626-6799 (US Chicago)

Opening Section:

1. Roll Call

Discussion and Possible Action on the Following:

2. Report of the September 18, 2023 meeting of the City Plan Commission.
3. A request from the City of Stevens Point to amend the City of Stevens Point Comprehensive Plan for the purpose of adding a chapter outlining a neighborhood comprehensive plan for the Goerke Park/Washington Elementary School neighborhood. Said neighborhood is roughly bounded by Maria Drive to the north, Interstate 39 to the east, Main Street to the south and Division Street to the west.
4. A request from the City of Stevens Point to purchase the property located at 1200 Main Street (Parcel ID 281240832202950).
5. August 2023 Monthly Report.

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.

6. Director's Report.

Closing Section:

7. Adjourn

REPORT OF SPECIAL CITY PLAN COMMISSION

September 18, 2023 – 6:30 PM
In-Person & Zoom Conference Call Meeting

PRESENT: Mayor Wiza, Alderperson Kneebone, Commissioner Beacom, Commissioner Rice, and Commissioner Schuler.

ALSO PRESENT: Director Kernosky, Associate Planner/Zoning Administrator Kuhn, Fire Chief J.B. Moody, Traci Tauferner, and unidentified audience members via Virtual Zoom Meeting.

INDEX:

Opening Section:

1. Roll call.

Discussion and possible action on the following:

2. Report of the September 7, 2023 meeting of the City Plan Commission.
3. A request from the City of Stevens Point for a Site Plan Review to erect a memorial on an unaddressed parcel off of Clark Street (Parcel ID 281240832201208), consistent with Ch.23.01(11).

Closing Section:

4. Adjourn.
-

Opening Section:

1. Roll call.

Present: Wiza, Kneebone, Beacom, Rice, Schuler

Excused: Arntsen, Cooper

Discussion and possible action on the following:

2. Report of the September 7, 2023 meeting of the City Plan Commission.

Motion by Commissioner Schuler to approve the report of the September 7, 2023 meeting of the City Plan Commission; seconded by Commissioner Beacom.

Motion carried 5-0.

3. A request from the City of Stevens Point for a Site Plan Review to erect a memorial on an unaddressed parcel off of Clark Street (Parcel ID 281240832201208), consistent with Ch.23.01(11).

Mayor Wiza explained that per State requirements, Plan Commission needed to review any new memorials.

Stevens Point Fire Chief J.B. Moody, and member of Guns N' Hoses Committee, provided a history of how the efforts of establishing a memorial honoring all armed forces materialized and summarized a presentation covering:

- Memorial details (renderings, size, material)
- Locations and approval process

A copy of this presentation can be found at the end of the meeting minutes.

Mayor Wiza asked for any additional questions or comments, to which there were none.

Motion by Mayor Wiza to approve the request from the City of Stevens Point for a Site Plan Review to erect a memorial on an unaddressed parcel off of Clark Street (Parcel ID 281240832201208), consistent with Ch.23.01(11; seconded by Alderperson Kneebone

Motion carried 5-0.

Closing Section:

4. Adjourn.

Meeting adjourned at 6:42 PM.

A recording of this meeting can be viewed/heard at: <https://stevenspoint.com/365/AgendasMinutesVideos>

Guns and Hoses Military Memorial

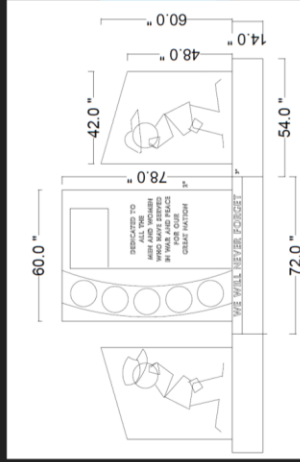
Presented by: GNH Committee

How can we show our appreciation?

- We have been very successful with raising money for local veterans with our annual softball game, but we always felt we wanted to do something more for those individuals that serve or served our great nation.
- In June of 2022 the GNH Committee came up with the idea of creating and designing a monument to honor those that have served, those that are serving and those who have given the ultimate sacrifice.
- In July of 2022 we reached out to Haertel Monument and began building a conceptual design. After several months we felt we had developed one that we are all very proud of.

How can we show our appreciation?

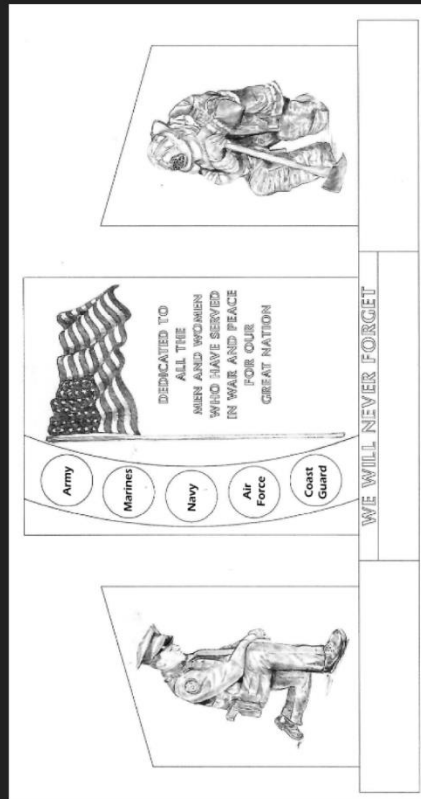
- How much is this going to cost?
- How do we achieve this goal?
 - Reach out to some incredible giving individuals in our community.
- Where will this monument go so that all can see?
 - Working with Parks Director Kremer and speaking with Michael E. "Gunnar" Pohl
- What should the size of this monument be?
 - Total length = 15 feet
 - Total width = 14 inches
 - Total height = 6.5 feet



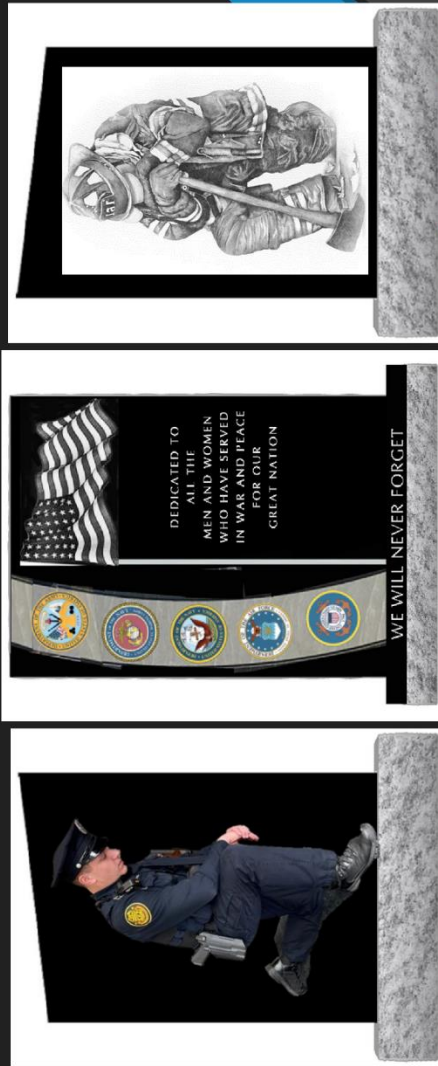
How can we show our appreciation?

- Bob and Mary Berard
- Wayne and Carol Bushman
- Jerold P. Fahrner Trust
- Bill and Natthita Fonti
- The Family of Jim and Jean King
- Portage County Tavern League
- Tom Newton
- Fritz and Julie Schierl
- Jon and Annette Vandehey

How can we show our appreciation?



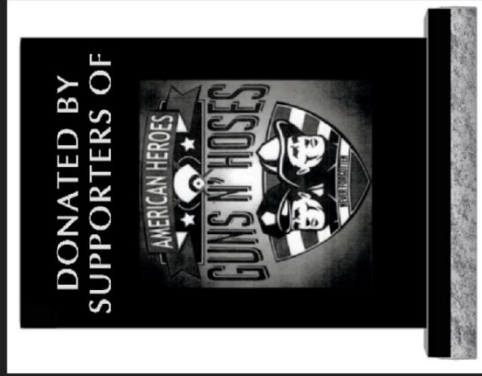
How can we show our appreciation?



How can we show our appreciation?

DONATED BY SUPPORTERS OF AMERICAN HOCKEY CUNY HUSKIES		GENEROUSLY DONATED BY THE MARIST OF JIM AND MAH BING PORTAGE COUNTY TAYLOR LEAGUE TOM NEWTON JIM AND MAH BING 2011 AND AMBETT VANDERBY	
GENEROUSLY DONATED BY JOE AND MARY BRAD WAYNE AND CAROL BUEHMAN JEROLD R. MARSHER TRUST BILL AND MATTHEW PORTY			
Player Name <i>Shane's</i> Number <i>55412</i>	Date <i>4-5-2023</i>	Comments I received this as a gift from my son, Shane, who is a member of the American Hockey CUNY Huskies team. I am very proud of him and his team. I hope this jersey will be a reminder of his achievements and the support of his family and friends.	
Comments I received this as a gift from my son, Shane, who is a member of the American Hockey CUNY Huskies team. I am very proud of him and his team. I hope this jersey will be a reminder of his achievements and the support of his family and friends.		Signature <i>[Signature]</i> Date <i>4-5-23</i>	

How can we show our appreciation?



Requesting approval for location?



Schumann Heink Memorial
Honoring disabled veterans
of the World War 1941

Requesting approval for location?





City of Stevens Point Comprehensive Plan

Goerke / Washington Neighborhood

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City Vision Statement and Comprehensive Plan Background

City Vision Statement:

Stevens Point is a thriving community of choice that is inviting to and supportive of all people. We are grounded in creativity and innovation, where sustainability and healthy living are a way of life. People are the Point.

Comprehensive Plan Background:

In 2022, the City of Stevens Point Community Development Department made a strategic decision to undergo an internal process to update the City's Comprehensive Plan. This process would select neighborhoods throughout the city and work with residents from each, resulting in plans for each area of the city that would be made consistent with each other as the plans are completed and combined. It is the hope of City staff that this process will create a more detailed and actionable Comprehensive Plan for Stevens Point, and allow the process to be internally sustainable for future Community Development staff.

Acknowledgements

The City of Stevens Point is prioritizing the voice of residents throughout the comprehensive plan update process. This community-wide effort has brought together numerous residents, their alderpersons, and City staff to create a strong foundation for the projects intended to improve the quality of life for current and future residents of Stevens Point.

City of Stevens Point

248 Goerke-Washington Residents

Mike Wiza	Mayor
Kari Yenter	City Clerk
Andrew Beveridge	City Attorney
Corey Ladick	Comptroller
David Shorr	2nd District Alder
Ginger Keymer	3rd District Alder
Dean Shuda	8th District Alder
Shaun Morrow	11th District Alder

City Staff

Ryan Kernosky, MPA	Director of Community Development
Chris Klesmith	Neighborhood Planner/Econ. Dev. Specialist
Adam Kuhn, MUP, MPA, AICP	Associate Planner/Zoning Administrator
Maria Mohr	Community Development Technician
Scott Beduhn	Director of Public Works
Joel Lemke	Director of Utilities and Transportation
Dan Kremer	Director of Parks, Recreation, and Forestry



Neighborhood Profile

Goerke / Washington

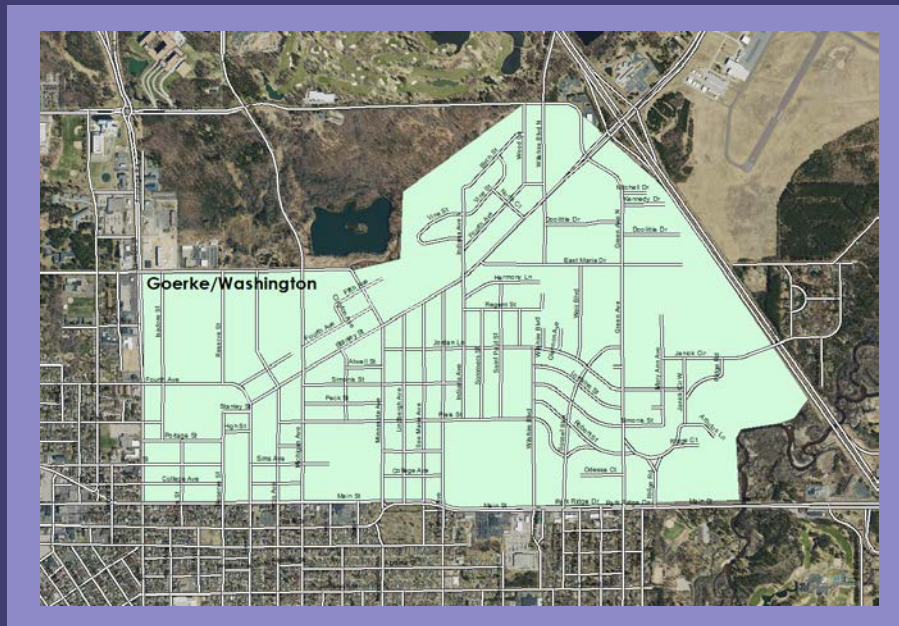
Each region of Stevens Point possesses a unique history, various challenges, and a vision for its future. In order to create a high quality plan to improve the quality of life for residents in each neighborhood, city staff have worked with residents to compile the following information for each neighborhood before drafting a plan forward:

- Physical Characteristics
 - Boundaries
 - Natural Environment
- Social Characteristics
 - History
 - Demographics

Physical Characteristics

Neighborhood Boundaries

The Goerke / Washington neighborhood of Stevens Point is bound by several arterial roads and environmental features. Business 51 creates an artificial western border, Main Street creates an artificial southern border, I-39 and the Plover River make up the eastern border, and Schmeckle Reserve and Northpoint Drive make up the northern border. A full map of the Goerke / Washington Neighborhood is included below.



Natural Environment

Land to the east of Wilshire Boulevard and south of Stanley Street are within Groundwater Protection Zone B. Careful consideration shall be given to heavy urban development in this portion of the neighborhood. Land at the eastern border of the neighborhood lies within the floodplain of the Plover River, further limiting development in this region. Possible wetlands follow the original Moses Creek corridor, diagonally from the neighborhood's northeast corner to the neighborhood's southwest corner.



Social Characteristics

Neighborhood History

The University of Wisconsin - Stevens Point was established at the western end of this neighborhood in 1894 and continues to influence the social environment of Stevens Point. The university's influence has led to the founding of several longstanding amenities, such as Schmeeckle Reserve, which was officially established in 1977.

Many of the neighborhood's facilities were constructed through philanthropic efforts and New Deal agencies, such as the buildings in Goerke Park, PJ Jacobs Jr. High School, and Iverson Park. Heavy residential and commercial development took place in the 1960's and 1970's, creating a predominantly single-family residence neighborhood with interspersed commercial areas along Stanley Street and Main Street.

The Goerke / Washington neighborhood includes the Old Main Neighborhood Association, a group of residents working to enhance the community around the University of Wisconsin - Stevens Point campus. They do not have explicit boundaries, but are most active in the southwestern section of Goerke-Washington and identify with residents outside the boundaries of Goerke-Washington to the south.

Basic Demographics

Demographic information is estimated and gathered by Esri Business Analyst using the Screening Tool for Equity Analysis of Projects, which gathers data from American Community Survey 2015-2019. The full report for the Goerke / Washington neighborhood is available, and highlights are included below:

- Total Population: 7,426
- Households / Housing Units: 2,061 / 2,196
- Families: 880
- Population 18-64: 6,092 (82%)
- Household Sizes: 1-person (638, 31%), 2-person (839, 41%), 3-person (277, 13%)
- Population Under 18 in households: 671 (9%)
- Owner / Renter Occupied Housing Units: 1,098 Units / 963 Units
- People in Poverty: 1,286 (17%)



Neighborhood Plan

Goerke / Washington

This neighborhood plan is a component of the City of Stevens Point's comprehensive plan. As determined by the Plan Commission and Community & Economic Development Department, the 2022 Comprehensive Plan was drafted and written on a neighborhood scale in order to identify concerns, hopes, and needs specific to residents in various areas of the city. Themes among the neighborhood plans will be synthesized to formulate an additional overarching vision, goals, and objectives for the City. This plan is broken into the following sections, with issues and opportunities expanded upon in each section:

- Issues & Opportunities (pg 9)
- Housing (pg 15)
- Transportation (pg 21)
- Utilities & Community Facilities (pg 28)
- Agricultural, Natural and Cultural Resources (pg 33)
- Economic Development (pg 38)
- Intergovernmental Cooperation (pg 47)
- Land Use (pg 50)
- Implementation (pg 66)



Issues & Opportunities: Background

City staff utilize Esri's Business Analyst Tool to acquire the most accurate and relative information for the neighborhoods in Stevens Point and five-year projections. This tool gathers information from an assortment of qualified data sources, including:

- U.S. Census Bureau – Population, housing, and household information
- U.S. Bureau of Labor Statistics – Employment/civilian labor force information
- U.S. Postal Service – Residential delivery statistics
- U.S. Bureau of Economic Analysis – Income information
- Experian – Household and population information
- Zonda – New residential construction (owner-occupied)
- RealPage – Rental properties (multifamily and student apartments)

Existing data sets, ESRI projections, and information on housing demand, undeveloped land, underdeveloped land, natural limitations, and neighborhood goals are utilized to identify opportunities within each comprehensive plan element. Below are the most recent data sets and projections for Goerke - Washington and the City of Stevens Point.

City of Stevens Point Population and Projections

2010	2020	2025	2030	2035	2040
26,717	25,666	25,570	25,967	26,189	26,313

Goerke - Washington Population

2010	2020	2022	2027
7,478	6,902	6,821	6,849

Housing forecasts can be made by utilizing state-approved population projections or through estimates based on available land and development opportunity. Further explained in the Housing and Land Use sections of this plan, the Goerke-Washington has development opportunity that could result in an additional 238 housing units over the next 20 years, with a large variety in housing styles. This increasing in housing availability could net an additional 507 residents if the average population per household remains steady. This population gain would be well within reason based on the projected population rise noted in the Wisconsin Department of Administration's Population Estimates completed in 2013, included on the previous page.

Goerke - Washington Population by Age, in Years

Year	0-4	5-9	10-14	15-19	20-24	25-34	34-44	45-54	55-64	65-74	75-84	85+
2010	2.2%	2.2%	2.4%	27.2%	34.5%	7.4%	4.8%	6.0%	5.1%	3.5%	3.2%	1.6%
2022	2.2%	1.9%	2.0%	22.7%	33.7%	10.0%	6.2%	5.0%	6.2%	5.1%	3.4%	1.8%
2027	2.2%	2.0%	2.9%	22.5%	33.0%	8.2%	7.9%	5.1%	5.5%	5.9%	3.9%	1.8%

Goerke - Washington Population by Race/Ethnicity

Year	White Alone	Black Alone	American Indian Alone	Asian Alone	Pacific Islander Alone	Some other Race Alone	Two or More Races	Hispanic Origin (Any Race)
2020	5,738 (83.1%)	318 (4.6%)	91 (1.3%)	416 (6.0%)	8 (0.1%)	88 (1.3%)	244 (3.5%)	277 (4.0%)
2022	5,629 (82.5%)	332 (4.9%)	91 (1.3%)	418 (6.1%)	8 (0.1%)	89 (1.3%)	254 (3.7%)	282 (4.1%)
2027	5,650 (82.5%)	333 (4.9%)	92 (1.3%)	425 (6.2%)	8 (0.1%)	90 (1.3%)	252 (3.7%)	282 (4.1%)

Goerke-Washington Households by Income, in Thousands of USD

Year	<15	15-25	25-35	35-50	50-75	75-100	100-150	150-200	200+	Mean
2022	16.5%	8.7%	18.0%	11.0%	14.5%	9.0%	12.6%	3.6%	6.1%	\$75,368
2027	14.4%	6.9%	19.4%	12.2%	9.4%	8.5%	18.1%	4.6%	6.5%	\$85,037

Current employment in the Goerke - Washington neighborhood is documented below. Further explained in the Economic Development section of this plan, residents in the neighborhood would benefit from transitioning some sections of the neighborhood towards a local business district, with additional retail available. Industry diversification in Goerke - Washington is low, with majority of employment in services, retail, and manufacturing.

Local and state interest in growing information and technology employment suggests Goerke - Washington may also see an increase in these industries, and adjacent industries such as finance. Additionally, with recent expansion of advanced manufacturing education in Stevens Point by Mid-State Technical College, manufacturing employment is anticipated to remain steady and contribute to gains in the information sector.

2022 Population 25+ by Educational Attainment

Less than 9th Grade	9th-12th Grade, No Diploma	High School Graduate	GED / Alternative	Some College, No Degree	Associate Degree	Bachelor's Degree	Graduate / Professional Deg.
1.2%	1.5%	18.6%	2.8%	16.1%	7.0%	34.7%	18.2%

2022 and Projected Employed Population 16+ by Industry

Industry	2022 Employment (%)	2043 Employment (%)
Agriculture / Mining	1.1	0.8
Construction	2.2	2.0
Manufacturing	8.9	9.0
Wholesale Trade	1.0	0.8
Retail Trade	14.4	14.9
Transportation/Utilities	4.3	4.2
Information	0.7	1.7
Finance/Insurance/Real Estate	5.8	6.0
Services	59.3	58.4
Public Administration	2.3	2.2

Issues & Opportunities: Overall Direction

Many of the residents' concerns and hopes for the future were identified during the information gathering phase of the neighborhood planning process, including survey, public events, and input-gathering sessions. Issues and opportunities that were identified in the Goerke / Washington neighborhood ranged from social norms to public amenities and available housing options. Major topics discussed among residents include:

- **Social Norms**

- **Dissemination of information.** Multiple residents identified that it's difficult to know what's happening within neighborhood. Information about events within the neighborhood and at Goerke Stadium, street projects, development projects, and general happenings is desired and multiple communication channels were identified, including social media groups and pages, neighborhood newsletters, and even radio.
- **Neighborhood ambiguity.** Several concerns about neighborhood identity were raised during the information-gathering phase. Some residents identify with a specific neighborhood, Old Main Neighborhood Association, while some residents are completely unaware the local identity. More effort to create inclusive neighborhoods around common goals between property owners and renters may be beneficial.
- **Group behavior and care for property.** Several residents expressed concern over property maintenance, appearance, and potentially dangerous social behaviors such as excessively large bonfires. City staff, residents, and enforcement agencies may need to cultivate a shared strategy to prevent and resolve these social issues.
- **Events.** Residents expressed a desire for more elaborate cultural events, events that repurpose underutilized spaces, and events that take place throughout the neighborhood parks. Some ordinances, such as parking regulations, may need to be altered in order to support small scale events. Many opportunities exist to organize grassroots events or support area non-profit events.

- **Land Use & Economy**

- **Housing variety.** Several residents reported a lack of ownership options in the neighborhood. An overwhelming majority of owner-occupied housing units are single-family detached homes. Smaller homes, condominiums, and homes that allow aging in place were all identified as desires. Most options are substantiated by the City of Stevens Point 2017 Housing Study.

- **Zoning & proximity to neighborhood-serving businesses.** Residents are genuinely excited about the prospect of smaller restaurants, retailers, entertainment spaces, and routine service providers that exist within a short walk of their residence. Most businesses that were referenced would be identified in a "local business district," consisting of stores selling groceries, convenience goods and services, restaurants or cafes, and a few specialty shops. Businesses that 1) create spaces that allow residents to spend time, such as cafes, 2) can be integrated into more mixed-use development along Stanley Street were specifically requested. Currently, 22 (10.1%) of the businesses within Goerke-Washington are classified by the North American Industry Classification System (NAICS) as retail trade, and of these 9 may be excluded from 'neighborhood-serving' as auto or auto parts dealers or construction firms. Seventeen businesses (7.8%) are classified as 'food services and drinking places.' Several factors may be limiting the feasibility of more small businesses in the neighborhood - zoning codes and the lack of available spaces for small retail or restaurants, design of existing buildings and infrastructure that prioritize parking in land use, and economic stress and the lack of entrepreneurship support.
- **Underutilized infrastructure.** From parks to parking lots, some opportunities exist to increase the use of land in the neighborhood. Parks were referenced as missing winter-friendly infrastructure, and parking lots were identified as opportunities for pop-up events and for infill development. A strategy to fill these parcels and increase available finances for park improvements should be executed.
- **Neighborhood gardens and yard-use.** Some residents have adopted the conservation mindset and have expressed a desire for more food-growing space and support to transform yards to increase pollinator habitat. These opportunities were identified for their potential positive environmental impacts as well as beautification of the area.
- **Transportation & Public Space**
 - **Implementation of safety measures.** Residents have identified multiple locations that feel unsafe by design, including the intersection of Stanley St and Minnesota Ave, the Green Avenue corridor, and several intersections of WI-66. Street improvements tend to be one of the more divisive topics, so these recommendations should be handled with exceptional care.
 - **Prioritization of public and active transportation.** The City of Stevens Point coordinates a sidewalk continuation program but there are still some gaps and points of conflict along pedestrian and cycling routes. Residents have cited that the design of bicycle routes on major traffic corridors are less than desirable, and the design of public transportation isn't efficient enough to incentivize use when private vehicles are easily accessible. Several residents noted the consistently shoveled, wide, and well-lit sidewalks of UWSP as neighborhood strength.

- **Lighting.** Lighting of public spaces was mentioned as both an issue and opportunity. Public spaces such as Goerke Park may need a light audit to recommend more appropriately scaled lighting for amenities such as the tennis courts. Furthermore, not all residential streets are lit the same, and little to no lighting follows "dark sky" principles to mitigate light pollution into homes.
- **Continued care for roads.** Several residents noted that the road quality in the neighborhood is high, and that the city should make several efforts to maintain or improve the life of the roads. Based on these conversations the city should pursue strategies that decrease overall traffic volume and localized repair of damaged roads.
- **Four-season design.** Multiple opinions were shared about how the city should aspire to be more usable in all weather conditions. As a winter community, specific efforts could be made for increasing the availability of park shelters, shortening pedestrian trips, and innovative ways to handle snowfall or illuminate places of interest.



Housing: Background

As of 2022, 2,073 housing units exist in the Goerke-Washington neighborhood. Of those, 1,078 are owner-occupied, 871 are renter-occupied, and 122 are vacant. Most of the Goerke-Washington follows a traditional neighborhood development pattern, with single and two-family homes in the core and some multi-family housing developments near Schmeekle Reserve and in the northeast corner of the neighborhood: currently, there are 1099 properties used as single family homes, 61 as two-family, 37 as multi-family, 35 as condominiums, and 65 as rooming houses.

Based on population projections, consistent housing demand, and future land use modifications, as many as 238 housing units may be added to the neighborhood. If the average population per unit remains steady (2.13 residents per household during the writing of this document), this may result in an increase of 507 residents in the neighborhood.

Esri estimates the Housing Affordability Index for this neighborhood to be 94, indicating that housing is somewhat less than affordable for the average area resident.[1] Esri's Wealth Index for Goerke-Washington is 61; while this data point is significantly below the national benchmark, it is uniform with the rest of the City of Stevens Point.[2] The housing vacancy rate for the area is 5.9%, which is favorable for maintaining housing prices, but not for decreasing prices. Additional, smaller housing stock may be the most appropriate for immediate needs.

[1] Esri's Housing Affordability Index (HAI) measures the financial ability of a typical household to purchase an existing home in an area. A HAI of 100 represents an area that on average has sufficient household income to qualify for a loan on a home valued at the median home price. An index greater than 100 suggests homes are easily afforded by the average area resident. A HAI less than 100 suggests that homes are less affordable.

[2] Wealth, as defined by Esri, is the product of multiple financial indicators including income and net worth that contribute to the financial well-being and sustainability of a household. Esri's wealth index represents a scale of an area's wealth relative to the national level....An area with a wealth index below 100 has lower than average wealth, while an index above 100 identifies areas with above average wealth.

Housing age and value have been acquired through the 2017-2021 American Community Survey Estimates. The existing housing stock in the Goerke - Washington neighborhood varies greatly in age, with the median year of home construction being 1973 and no housing units have been constructed in the neighborhood since 2020. The median owner-occupied home value is \$164,189. The median monthly rent was \$701, excluding utility payments. With 94.8% of units requiring additional utility payments, the median gross rent was \$795 per month.

Housing condition is documented by the City of Stevens Point Community Development Department, but is available as a City-wide dataset that will be made available in a future chapter of the Comprehensive Plan revision.

Goerke - Washington Housing Units by Year Structure Built

1939 or Earlier	1940-1949	1950-1959	1960-1969	1970-1979	1980-1989	1990-1999	2000-2009	2010-2019	2020 or Later
239	160	285	248	268	166	350	163	163	0

Goerke - Washington Owner-Occupied Housing Units by Value, in Thousands USD

\$10-\$49	\$50-\$99	\$100-\$149	\$150-\$199	\$200-\$249	\$250-\$299	\$300+
20	52	289	255	118	35	121

Housing: Goals, Objectives, and Policies

Goal 1: Generate more housing stock in the neighborhood and increase the affordability of housing in the neighborhood.

Issues/Opportunities: While vacant land is rare in Goerke-Washington, parcels along Stanley Street, Weir Boulevard, and Regent Street are either undeveloped or ready for redevelopment that may result in more housing stock. Several of these parcels are within a Groundwater Protection Zone B, limiting their developable use and should be developed with care.

Objective 1: Utilize appropriate undeveloped lands for home construction.

Policy 1: Work with Stevens Point residents and Town of Hull to make undeveloped land along Weir Boulevard and other locations available for home construction. Several undeveloped parcels exist in the neighborhood. Community Development staff will need to be engaged with the Town of Hull and residents in order to execute development plans that best utilize these parcels for housing and other development.

Policy 2: Zone a portion of undeveloped parcels in the residential core of the neighborhood as R2-Single Family Residential District and R3-Single and Two-Family Residential District. Residents hope to maintain close-knit, single-family residential development through the core of the neighborhood, which is consistent with parcels zoned R1-R3. A majority of undeveloped land in the residential core is appropriate for single-family housing that matches the character of the neighborhood and generates more ownership opportunity.

Objective 2: Integrate appropriate housing into the redevelopment of the commercial corridor. The Stevens Point Strategic Plan adopted in 2022 indicates the request for mixed-use development to meet desired commercial spaces while expanding housing options. Residents have substantively reported a need to improve the use and design of Stanley Street. Several undeveloped parcels along Stanley may be able to serve as catalytic projects for small scale mixed-use development. New single-family or two-family housing development may not be appropriate for Stanley Street.

Policy 1: Include mixed-use development in future targeted area plans for Stanley Street. Stanley Street remains the biggest opportunity to organically integrate business and appropriate housing. Mixed-use developments will allow the neighborhood to acquire more housing stock without infringing on the traditional neighborhood on the interior of Goerke-Washington.

Policy 2: Prepare undeveloped parcels along Stanley Street for development. Several of the parcels lining Stanley Street remain vacant, though privately owned. An update to the future land use map will support the directive to use these parcels for mixed-use and higher density housing.

Objective 3: Increase the amount of owner-occupied homes in the neighborhood. The entire city is below the state home-ownership rate of 68.3% of units, and Goerke-Washington is no exception at 55.3% of units owned.[1] Homeownership is one method for communities to build and retain wealth and should continue to be supported. Construction of condominiums should be leveraged to generate more ownership opportunities.

Policy 1: Evaluate efficacy and marketing strategy of local, regional, and state-wide down payment assistance programs. Programs provided through Wisconsin Housing & Economic Development Authority target low-income households, which are common in this neighborhood. Information on these programs should also be included in physical advertisements of City-led programs, such as the Neighbor Helping Neighbor grant.

Policy 2: Modify the multifamily rental conversion program to include conversion to condominiums and/or cooperatives. Properties that are divided into separate units need not be converted back to single-family design. Multi-family rental properties can be made into an ownership opportunity for multiple residents, maintaining density while increasing ownership opportunities.

Goal 2: Promote a higher variety of housing types, styles, and sizes. Recommendations include duplexes, triplexes, townhomes, live-work spaces, and higher end condos in appropriate areas.

Issues & Opportunities: Residential properties are predominantly single-family ranch homes or larger box-styled multi-family buildings. Building style is typically a result of market demand, and these style of buildings were produced en masse from the 1970's onward. While the market demand is shifting to favor a variety of housing types and styles, development opportunities of these new styles of homes are stymied by land availability and zoning regulations. Zoning regulations are worth noting here and in the Land Use section of this plan. As the commercial corridor (Stanley Street) continues to develop, housing types that promote a smooth gradient of higher density, mixed use buildings to lower density, single family homes, can preserve the quiet residential feeling of the neighborhood core. Condominiums are somewhat rare in Stevens Point - 184 residential condo units exist in Stevens Point, and at least 32 are being used as rentals rather than owner-occupied units.

Objective 1: Modify regulatory barriers to allow for a variety of housing types, styles, and sizes and create sample designs that meet code. Multiple zoning policies regulate the sizes of parcels and building characteristics that are allowed in the City. Additionally, modeling new home designs and layouts for builders and developers may stimulate construction of new styles. This option has been discussed at meetings of the Stevens Point Housing Taskforce.

[1] Forecasted for 2022 by Esri for the Goerke-University-Washington Neighborhood.

Policy 1: Open communication between home builders and Community Development staff. City staff may not be aware of all barriers or market forces that impact the style of homes, including condominium development. While public comment often reaches city staff, these comments may not be reaching home builders for various reasons. As a starting point, communication should be opened with the Golden Sands Home Builders Association. Communicating more frequently with area home builders will, in theory, help identify opportunities to remove barriers to achieve housing development.

Policy 2: Evaluate and appropriately modify the zoning code to expand what types of housing are allowed, including courtyard buildings, cottage courts, and smaller single-family homes. Regulations such as lot size, minimum building size, minimum setbacks, and more may be limiting the opportunity to build smaller homes on smaller lots or to embrace creativity in home design.

Policy 3: Coordinate model home building exercises between residents and home builders and generate several pre-approved housing designs. At the April 27th, 2022 Housing Taskforce meeting, pre-approved housing designs were discussed as an option to accelerate construction of new housing styles. This project should be coordinated between residents, the Community Development Department, and several home builders.

Policy 4: Locate resources that identify and illustrate characteristics of single and multi-family housing design that allow for aging in place. Aging in place is the ability of older residents to live in their place of preference. Stevens Point continues to attract residents across the lifespan: in 2022, 10.3% of the population in the neighborhood was over the age of 65. Furthermore, building and site design to allow aging in place does not inherently limit the use of such buildings to elderly individuals and may benefit all ages. Design concepts that can improve access for older adults should be incorporated into some pre-approved housing designs that are discussed in the previous policy.

Goal 3: Increase property maintenance support and awareness of property maintenance codes for residents and landlords.

Issues/Opportunities: Property maintenance concerns are present around the University of Wisconsin - Stevens Point campus. This has been substantiated more often by local homeowners, but also by renters. In addition, different social norms between renters and homeowners and lack of code awareness often create conflict near campus. Of the 1,187 property violations reported in Stevens Point in 2022, 1,111 were unrelated to the physical status of the structure, with half of these cases (585) concerning snow removal or lawn maintenance. City staff, residents, and campus officials have laid a foundation for preventing resolving these concerns, but may need new energy and strategy.

Objective 1: Decrease the quantity of non-structural property code violations reported in the neighborhood. When code violations are reported and enforced, negative relationships can develop between residents. A strategy to increase awareness of the most commonly violated property maintenance codes and resolve violations before reporting them may also benefit owner-renter relationships.

Policy 1: Continue to educate the student population about code enforcement and landlord obligations. Over-reliance on and enforcement of rules can create tension. City staff currently execute a strategy to teach students about renting and code compliance at the annual housing fair, and this strategy should be evaluated and strengthened.

Policy 2: Work with UWSP faculty to generate more spaces for students and residents to congregate away from housing. As an alternative strategy to noise ordinance enforcement, the campus, residents, and city may benefit from more open, public gathering places on or near campus with relaxed rules or infrastructure to buffer noise.

Objective 2: Maintain and improve property maintenance enforcement. Many of the core housing concerns in neighborhoods adjacent to campus include exterior compliance problems and interior health and safety concerns. Of the 1,187 reported property violations in Stevens Point in 2022, 41 could be categorized as exterior, interior, infestation, or other violations making the property unsafe for habitation.

Policy 1: Market existing financial programs and generate complementary property repair financial mechanisms. The Community Development Department administers several grant programs and a loan program for homeowners and should be further marketed to residents and evaluated for efficacy. A new mechanism to incentivize repair of existing rental properties and achieve other city-wide housing goals should be explored and created.

Policy 2: Include existing and new mechanisms identified above in the code enforcement procedure. Enforcing rules and regulations often creates conflict between residents and city staff. As new tools are created to support property maintenance, they should be included in code enforcement procedures to accelerate action and resolve conflict.

Policy 3: Increase use of the voluntary rental inspection program. Rental property owners should be required to participate in Stevens Point's Voluntary Rental Inspection program in order to qualify for new financial mechanisms. This program should be evaluated for effectiveness and community awareness.

Policy 4: Add districts within the Goerke-Washington neighborhood to the Neighborhood Improvement Program. The upcoming Neighborhood Improvement Program (NIP) will offer financial mechanisms to property owners with existing property code violations in targeted neighborhoods. The pilot of the NIP does not include the Goerke - Washington neighborhood because of areas of higher property violations and older housing stock. Goerke - Washington should be included in the program following the pilot.



Transportation: Background

Transportation within and through the Goerke-Washington neighborhood is predominantly vehicular. Of the 1,950 households in Goerke-Washington, 1,662 (85.2%) own at least one vehicle.[1] Several vehicular arteries intersect or create the boundaries of the Goerke-Washington neighborhood and impact active transportation methods (walking, bicycling). Stanley Street, Main Street / WI-66, Green Avenue, Minnesota Avenue, Michigan Avenue, and Division Street all carry significant traffic volume and have been identified by residents as roadways that could better serve the neighborhood. Central Transportation services bus routes through Goerke-Washington, including the Yellow, Blue, and all UWSP bus routes. Not all bus stops include shelters.

Several on-street bike routes weave through the neighborhood and connect the neighborhood with other areas of the City. Residents have expressed a preference for the on-street routes, especially those not on highways and major arterials. Signage of these routes may not be visible enough to increase community awareness for new residents. The Green Circle Trail, a primarily recreational trail through the City, does service some commuters and is working to bring the trail off roadways as much as possible.

Presently, there are no few state or regional plans to expand rail, air, highway, or intercity transit systems that would impact the Goerke - Washington neighborhood. Connect 2050, the Wisconsin Department of Transportation long-term plan, implies continued support to local transit systems. The Stevens Point Municipal Airport has no plans to change use of the airport that would impact residents.

Road Inventory

- Principal Arterials: Interstate 39, Business Highway 51, U.S. Highway 10, State Highway 66
- Minor Arterials: Green Avenue, Michigan Avenue, Northpoint Drive, Maria Drive, 4th Avenue
- Collectors: Wilshire Boulevard, Frontenac Avenue, Minnesota Avenue, Northpoint Drive, Maria Drive, Prais Street
- Local Streets: the local street system provides adequate accessibility through the Goerke - Washington neighborhood, with the largest proposed changes including an extension of Maria Drive to Indiana Avenue, and extension of the street grid between Weir and Wilshire Boulevards, and East Maria Drive and Jordan Lane.

Legend

- Planned Sidewalk Extensions
- Existing Sidewalks
- Future Roads
- Municipal Boundary
- Municipality Name
- CITY OF STEVENS POINT
- TOWN OF HULL
- VILLAGE OF PARK RIDGE
- Neighborhood Outline

Callout Boxes:

- Improve Intersections to allow for easier pedestrian/bicycle crossing
- Improve Stanley/Minnesota intersection
- Improve Intersections to promote more efficient traffic patterns
- Implement Traffic Calming Measures as roads are reconstructed
- Install crossing triggers accessible by bicycle & audible crossing signals
- Sign Green Avenue "No Trucks Allowed"



Transportation: Goals, Objectives, Policies

Goal 1: Decrease overall traffic, traffic speed, and noise that negatively impacts the neighborhood.

Issues/Opportunities: Long, straight roadways such as Green Avenue, Frontenac Avenue, and Minnesota Avenue promote high traffic speeds through the neighborhood by design, and are the roads that most easily connect the commercial corridors. Additionally, both Main Street (US-10) and Stanley Street enter Goerke-Washington and transition from 40 mph highways to 25 mph arteries. With minimal cues and enforcement, vehicle speeds reportedly remain above the limit well into the neighborhood. Public transportation schedules, uncomfortable weather conditions, and the long distance to main commercial services, work, and key amenities may continue to support an automobile-centric transportation culture. Furthermore, the City of Stevens Point increases in daytime population to over 50,000 people as employees from outside the city travel in for work, presumably within their own vehicles, increasing the amount of vehicles on arteries each week. Two truck routes exist in Goerke-Washington: Stanley Street and Main Street, which may contribute to residential concerns of traffic noise. New road cross sections may include landscaping to buffer traffic noise.

Several policies in the neighborhood's economic development plan are also opportunities to decrease vehicle use within the neighborhood. By generating more business services along transportation arteries, traffic will be held away from primarily residential areas.

Objective 1: Improve traffic calming measures near community resources with heavy pedestrian movement like PJ Jacobs Junior High School, UW-Stevens Point, Boys & Girl's Club, Goerke Park, and others.

Policy 1: Establish road cross sections that are best suited to implement traffic calming measures as roadways are reconstructed and redeveloped. Implementation of traffic calming measures can reduce traffic speed, reduce motor-vehicle collisions, and improve safety for pedestrians and bicyclists. According to the U.S. Department of Transportation, traffic calming consists of physical design and other measures put in place on existing roads to reduce vehicle speeds and improve safety for pedestrians and cyclists. For example, vertical deflections (speed humps, speed tables, and raised intersections), horizontal shifts, and roadway narrowing are intended to reduce speed and enhance the street environment for non-motorists. Minor arteries should be considered for striping. Priority streets include Main Street, Stanley Street, Green Ave, and Minnesota Ave.

Objective 2: Decrease traffic and traffic noise within the neighborhood.

Policy 1: Sign Green Avenue for "No Trucks Allowed." Green Avenue is a direct route between Stanley and Main Street, but no clear marking designates this road as a non-trucking route.

Policy 2: Include ample room (6 feet) of plant-able land in sidewalk buffers in road cross sections. One long-range method of decreasing traffic noise is buffering homes through landscaping along heavily trafficked roads. Consistently evaluating road right-of-way for landscape area during reconstruction may fast-track future tree plantings.

Policy 3: Produce a design for the intersection of Stanley Street, Northpoint Drive, and Green Avenue that promotes more efficient traffic patterns. Residents have notified city staff that many Sentry Insurance employees and deliveries utilize Stanley Street to commute to the Sentry facilities rather than the north I-39 exit. There is a more direct route to Sentry via Northpoint Drive, that could be made more natural to use by design. Residents recommend the use of a roundabout to maintain traffic flow and create a natural exit to Northpoint Drive, and to sign the intersection for Sentry Insurance.

Objective 3: On main corridors like Main Street, Stanley Street, and Michigan Avenue, encourage through zoning reform new construction that require buildings to have a lesser setback from the street.

Policy 1: Establish a form-based zoning code on main corridors to require buildings to have a lesser setback from the street. Form-based zoning that requires lesser setbacks provides a 'framed' street which indicates the space is an urban environment designed with pedestrians in mind. This will encourage slower vehicular traffic with more attentive drivers because of the built environment on these streets.

Goal 2: Pursue enhanced pedestrian and bicycle facilities and safer crossings on neighborhood collector and major/minor arterial streets to ensure safety and transportation equity.

Issues/Opportunities: Several bicycle routes connect areas of the Goerke - Washington neighborhood to the rest of Stevens Point, and the city continues to operate a sidewalk continuation program to maintain the mobility of residents using multiple forms of transportation. Not all bicycle routes are marked, which may be contributing to lack of resident awareness of routes off high-traffic streets. Few opportunities exist to create wider multi-purpose paths. A boardwalk system will be constructed over the Plover River to the east of Goerke - Washington to increase bicycle and pedestrian access to the city's east side. Several areas of the Goerke - Washington neighborhood are still lacking sidewalks and intersections to keep pedestrians and cyclists safe while crossing major roadways.

Objective 1: Ensure continuity of bicycle and pedestrian routes through the neighborhood and to nearby amenities.

Policy 1: In areas where intersections do not manage vehicular and pedestrian traffic, intersections should be designed to allow and protect non-vehicular users. These intersections exist most notably at Reserve Street/Main Street, Fremont Street/Main Street, Green Avenue/Main Street, Ridge Road/Main Street, Stanley Street/Minnesota Avenue, Stanley Street/Indiana Avenue, Stanley Street/Green Avenue, College Avenue/Division Street, and Franklin Street/Division Street.

Policy 2: Continue City's sidewalk implementation program, focusing on neighborhood collector streets. Continue to prioritize improvements to the Green Circle Trail system that bring the trail off roads. Targeted sidewalk additions include Green Avenue, Wilshire Boulevard, and Jordan Lane. Additional easements still need to be procured to bring the Green Circle Trail off of Ridge Road and Janick Circle N.

Policy 3: Increase awareness of bicycle routes off major roads through Bike Boulevard designations on Signed Bike Routes. Simple street signage replacements for 'Bike Boulevards,' such as Prais Street, Illinois Avenue, and Jordan Lane, can increase awareness of bicycle routes without the need for installing new signposts along the bicycle routes, which also ensures awareness of routes in all weather conditions.

Examples:



Objective 2: Evaluate stoplight timing and design to improve crossing of intersections.

Policy 1: Evaluate and restructure the light timing at the intersections of Main Street and Sunset Boulevard and Wilshire Boulevard. Residents express concern about the timing management of the intersections of Main Street and Sunset Boulevard, and Main Street and Wilshire Boulevard, for both vehicles and pedestrians. Improved management of these intersections are important for access between the residential and commercial districts on both sides of Main Street.

Policy 2: Install crossing triggers accessible by bicycle and audible crossing signals at the intersections of Main Street and Sunset Boulevard and Wilshire Boulevard. Crossing triggers exist at the intersections of Main and Sunset Boulevard, but do not include audible signals.

Policy 3: Review and recommend a design alternative for the intersection of Stanley Street and Minnesota Avenue. Many residents express safety concerns about crossing Stanley Street at Minnesota Avenue. Requests for stop signs, pedestrian flashers, a stoplight, or any other mechanism to interrupt traffic for pedestrian crossing have been made several times for this intersection.

Objective 3: Improve lighting along pedestrian routes.

Policy 1: Work with WPS to address gaps in continuity of sidewalk and intersection light.

Several intersections and sidewalks remain unlit. All unlit intersections and blocks without lighting should be identified and a plan to install appropriate lighting will need to be built with WPS.

Policy 2: Work with WPS to recommend light design that is not intrusive to residences. Some communities in Wisconsin have partnered with their utility provider to limit excessive light pollution, and some go so far as to implement 'Dark Sky' protocol to outlaw excessive upward light. At minimum, light should be directed by shielding so that only necessary roadways and walkways are lit.

Goal 3: Develop public transportation routes and environments that encourage more ridership within the neighborhood.

Issues/Opportunities: Central Transportation manages several bus routes through the Goerke-Washington neighborhood. The most notable routes service the UWSP campus, but routes also carry riders along Stanley Street and further east. Total ridership of the bus system was estimated to be 116,000 riders in 2022. Buses have a limited schedule, picking up riders every half hour or every hour only on weekdays from 6:45am to 6:10pm. Bus stops vary in level of infrastructure, but the two most common types are stops marked by signs or stops with a small enclosure and bench.

Objective 1: Increase resident accessibility of bus stops.

Policy 1: Install bus stops at more appropriate locations. Several bus stops exist within the areas around UW-Stevens Point and are well utilized by UW-Stevens Point Students (around 40% of total ridership is UW-Stevens Point Students), but those east of Michigan Avenue are limited in their ability to utilize public transit with walkable access to existing bus stops. Adding bus stops along Green Avenue and Minnesota Avenue would address the lack of available bus stops within the neighborhood.

Policy 2: Ensure pedestrian routes to bus stops exist and are kept in clear condition. As the sidewalk continuation plan is executed and transit routes change, each bus stop should be evaluated for accessibility of nearby residences, especially higher density housing. If a stop requires new sidewalks, these sidewalks should be prioritized.

Policy 3: Improve the infrastructure available at existing and future bus stops. Shelters at bus stops should be implemented to protect public transit users in all weather conditions. Residents have expressed that shelters may improve the rider experience.

Objective 2: Continue to increase the fit of bus service schedule and routes to residential needs.

Policy 1: Continue to integrate resident feedback on key destinations, service times, and public transportation needs into future public transit planning. Residents have identified that the schedule is not adhered to, and that the tracking app needs improvement. Central Transportation can release information about updates, and continue to obtain feedback from residents in partnership with Community Development.



Utilities & Community Facilities: Background

Utilities and Community Facilities are a critical component of what the City of Stevens Point provides as a service to our residents. The well-being and careful planning of these facilities directly correlates to the social, economic, and natural health of the community and of the neighborhood. Public utilities include water, sanitary sewer, storm sewer, and solid waste disposal whereas corporate utilities include natural gas, electric power, telephone, cable, and internet.

The City has provided municipal water to the residents since 1922, but the first evidence of a private supply of water was established in 1888. Today, the water utility provides municipal water to 50,000 daytime users and 26,000 evening users through seven active municipal wellheads, two treatment plants, and 141.5 miles of water mains. Water mains undergo routine, scheduled replacement that is coordinated with road reconstruction.

Up until 1940, the City discharged raw sewage into the Wisconsin River directly, when the City built a treatment plant that included secondary treatment. The wastewater treatment facility has undergone several renovations and additions to improve its treatment efficiency and to provide heat, energy, and cooling to the facility. Additionally, the facility now produces a Class-A biosolid product.

Stevens Point's storm sewer system includes 70 miles of sewer mains, and many miles of swales and ditches to treat and infiltrate water. Many ponds are owned and maintained for treatment and flood control purposes. Currently, Stevens Point Public Utilities offers credits to customers who reduce runoff flow rates: peak flow reduction for non-residential customers, rain barrel or rain garden credits for residents, and for owners of riparian properties that drain directly into the Wisconsin or Plover River.

While housing and population growth is expected in the City and within the Goerke-Washington neighborhood, this growth will minimally impact neighborhood utilities. The City currently operates under its existing water and wastewater capacity and currently has no expected increase in industries that would utilize significantly more water or produce significantly more wastewater. Construction of a new well within the next twenty years will likely be needed to meet population projections, but changes to underground utility, wastewater, and stormwater management are not expected within the neighborhood. City-wide utility need and timeframe to replace existing facilities will be included in the city-wide section of this comprehensive plan update.

Corporate utility providers for Stevens Point residents include Wisconsin Public Service (electric power and natural gas), and several telecommunications companies. There are presently no alternatives for electricity and natural gas, except for private solar and wind energy. TDS Telecommunications began installing fiber internet services in 2020.

Several prominent community facilities exist in Goerke-Washington, including the University of Wisconsin - Stevens Point campus, Stevens Point Police Department, Stevens Point Fire Department Headquarters, P.J. Jacobs Junior High School, Washington Elementary School, Schmeckle Reserve, The Boys and Girls Club Berard Center, Stevens Point Parks, Recreation, and Forestry Department, Goerke Park, and several neighborhood parks.

There are no substantial government facilities needed within the Goerke-Washington neighborhood. Indoor recreation facilities are identified by residents as a severe need in Stevens Point and by residents in Goerke-Washington. This need is further addressed in the Agriculture, Natural, and Cultural Resources chapter.

Utilities & Community Facilities:

Goals, Objectives, Policies

Goal 1: Increase residential savings on utilities and utility system expenses.

Issues/Opportunities: On average, households (owned and rented) spend about \$4,249.73 on utilities each year, with the highest costs from electricity (\$1,597.78) and phone services (\$1,522.09).[1] Residents may be limited to only one energy provider, but have current opportunities to improve their efficiency thanks to a robust network of community and state organizations and incentive programs.

Current homeowners and landlords are eligible to receive significant credits through the Inflation Reduction Act over the next few years. Additionally, the City of Stevens Point, Focus on Energy, the Midwest Renewable Energy Association (MREA), and other agencies provide programs that can either offset costs or educate residents about the possibilities to decrease residential energy use. For example, the City's Housing Modernization Loan program may help finance energy efficiency upgrades at a low cost to residents.

Objective 1: Improve neighborhood residential utility efficiency. Residents expressed a desire for more improvements to water management strategies that could reduce the demand on the stormwater system, and to improve the efficiency of residential electric and gas use.

Policy 1: Partner with the MREA and Focus on Energy to distribute energy efficiency information and resources. Focus on Energy provides access to Energy Advisors, assessment services, and residential rebates and incentives that can assist homeowners, renters, and landlords to decrease their energy use. The MREA and local renewable energy installers are keen on educating residents about reducing energy use before installation of new energy systems.

Policy 2: Annually announce housing improvement programs to the residents. The City of Stevens Point manages several grant and loan programs, some of which are intended to offset the costs of major repairs that impact energy efficiency. A coordinated effort to distribute this information to residents as programs are renewed or established can increase program utilization and improve energy efficiency.

Policy 3: Maximize the use of the residential stormwater credits. Stevens Point Public Utilities currently offer one-time credits for installation of rain gardens or rain barrels that reduce residential contributions to the stormwater system. When partnered and advertised with other city programs, resident contributions to stormwater mitigation efforts may increase.

[1] Data pulled from Esri Business Analyst Online. Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Given the recent rise in utility costs, this forecast may be lower than real costs.

Policy 4: Inform all commercial developers of non-residential stormwater credits, PACE financing, and other utility offsetting resources. Several resources exist for commercial developers to increase utility efficiency and developers can be informed about these resources during the project approval process. For example, Stevens Point Public Utilities offers peak flow reduction credits for non-resident properties, and PACE offers financing for energy efficiency upgrades and construction.

Objective 2: Decrease public expenses on Right-of-Way management.

Policy 1: Prioritize Right of Way designs and plantings that do not require irrigation systems and active management. Several road reconstruction projects include irrigated grasslands and active management requirements, such as mowing grass. Designs that include native plantings may, over time, decrease utility requirements and management requirements of City staff.

Goal 2: Improve the energy resiliency of the neighborhood.

Issues/Opportunities: Most homes in the City of Stevens Point and Goerke-Washington neighborhood operate on natural gas and/or electric heating from Wisconsin Public Service. Protection of these energy systems and diversification of energy sources may increase the energy resiliency of Goerke-Washington. Many electric utility lines remain above ground, both in the right of way and on private property behind residences, which also encumbers private use of land and the appearance of the neighborhood.

When Michigan Avenue was reconstructed, a process for minimizing the cost of burying utility lines was identified and used. This process may be standardized for utility reconstructions to pursue further burying of utility lines. Additionally, several local agencies continue to support the installation of private and public renewable energy systems, and could benefit from a partnership with City staff to implement, evaluate, and improve additional private and public projects.

Objective 1: Increase the use of locally-managed renewable energies throughout the neighborhood. One of the most referenced hopes within the neighborhood is to increase community use of renewable energies. While the primary increase in utility efficiency is in decreasing utility use, residents hope to generate more energy locally and through renewable production. With current energy resale rates significantly lower than consumer rates, renewable energy systems need to be carefully planned to be sized appropriately.

Policy 1: Partner with the MREA and Focus on Energy to distribute information on incentives and programs for private renewable energy purchases. The MREA previously hosted solar group-buy programs, which included educational events and group purchase incentives. While the group-buy program is not expected to return in 2023, information regarding upcoming incentives can be shared quickly through an effective neighborhood communication channel.

Policy 2: Explore a community-owned renewable energy program. Several communities have launched community-owned renewable energy programs, such as [River Falls](#). These programs vary in what they offer and can benefit residents with site constraints to private solar energy production. At the moment, Stevens Point Public Utilities does not manage power production, but should explore the addition of these services.

Policy 3: Promote energy efficient construction and renewable energy use requests in commercial development. More commercial development is expected in the Goerke-Washington neighborhood, and the benefits of energy efficiency and renewable energies can also be applied to these properties as well. The Redevelopment Authority may set a policy for Requests for Proposals to include energy recommendations and for the Community Development department to forward energy efficiency financing mechanisms to developers during project planning or the project review process.

Objective 2: Implement strategies to bring overhead power lines underground. While overhead power lines may be easier to repair and to identify faults, underground power lines are less likely to be impacted by storm damage and encounter fewer repair needs, decreasing the likelihood of outages for residents.

Policy 1: Incentivize underground electrical connection in commercial redevelopment. Since more commercial development is expected in the Goerke-Washington neighborhood, incentives may be reserved for projects that provide some public benefit by undergrounding power lines. Community Development staff should add the undergrounding of power lines to any incentive policies for the Goerke-Washington area and in redevelopment requests for proposals.

Policy 2: Establish an underground utility review policy. During the annual utility reconstruction process, Public Works and Public Utilities have an opportunity to review the cost difference between aerial and underground replacement of utility lines. By standardizing the annual utility reconstruction process, the cost difference between replacing existing aerial infrastructure and installing underground infrastructure can be identified and funding mechanisms can be explored.



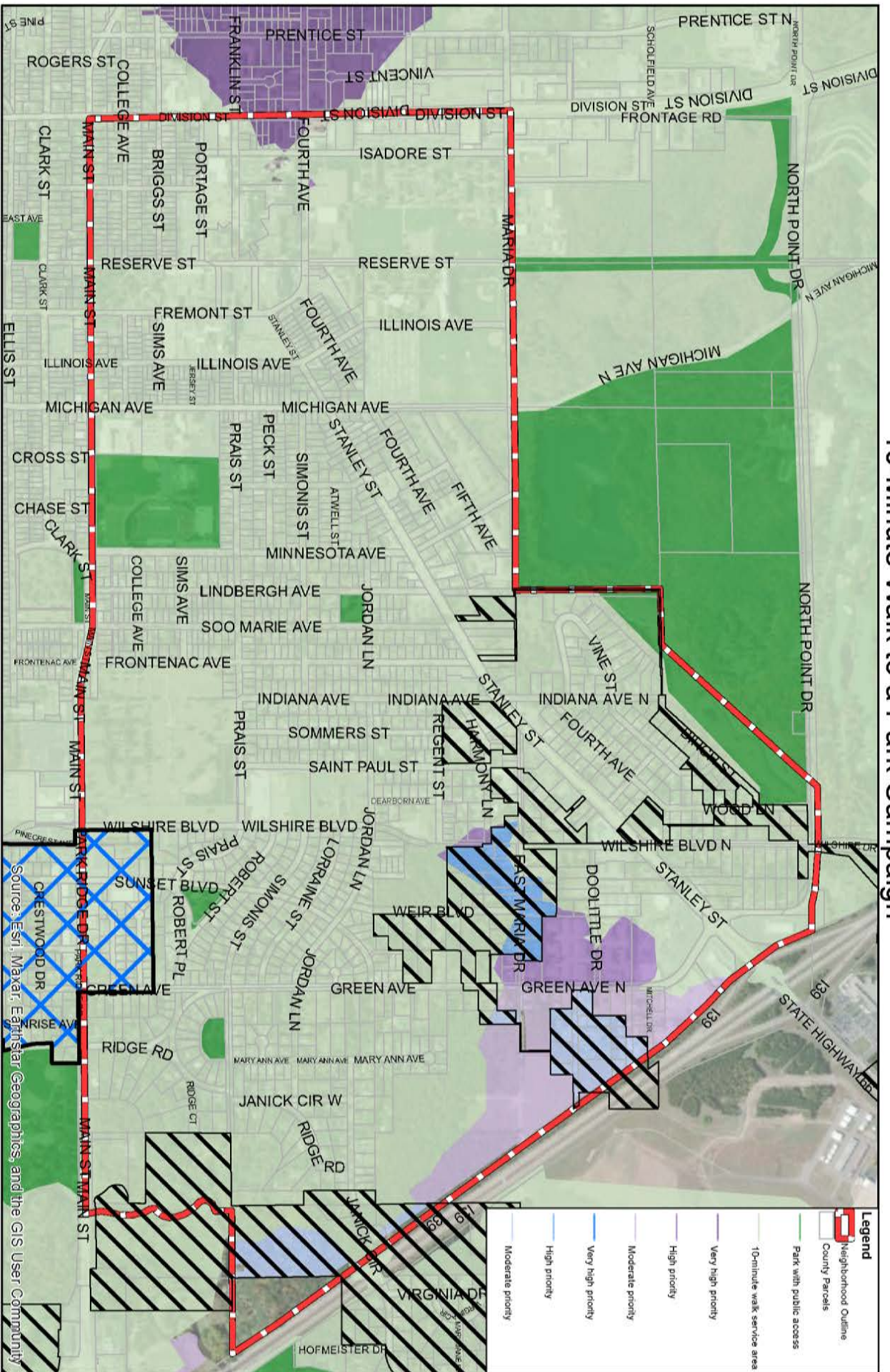
Agricultural, Natural, and Cultural Resources: Background

Goerke-Washington is home to, and next to, many park facilities and natural resources, including Schmeeckle Reserve, Goerke Park, Atwell Park, Hein Park, Plover Hills Park, Iverson Park, KB Willett Ice Arena, the Donald Capps Municipal Pool, the Parks Department and Recreation Center, a segment of the Green Circle Trail, and the Plover River on the southeast boundary. No land is being utilized for commercial or community agriculture programs within Goerke-Washington.

The Parks, Recreation, and Forestry Department manages all of the park facilities and tree management program, which contributes to a robust city tree inventory along streets and parks. Despite high quality existing programming, residents have expressed several ways they would like to engage with the natural environment.

The Parks, Recreation, and Forestry Department has recently completed a Comprehensive Outdoor Recreation Plan (CORP) which can accelerate implementation of neighborhood policies. The CORP identifies community interest to expand community agriculture programs and resources, which are consistent with requests from neighborhood residents during this planning process. For a detailed list and map of recreation facilities and natural resources in the Goerke-Washington neighborhood, residents should refer to the CORP, available on the City's [Parks, Recreation, and Forestry webpage](#). The City of Stevens Point operates under a 10-Minute Walk to a Park policy, which aims to ensure that all residents have access to a high-quality park within a 10-minute, or half-mile, walk. Several areas in Goerke-Washington do not meet this standard.

10-Minute Walk to a Park Campaign



Agricultural, Natural, and Cultural Resources:

Goals, Objectives, Policies

Goal 1: Increase the inventory of trees, native landscaping, and neighborhood-scale agricultural resources.

Issues/Opportunities: Private landscaping ordinances typically require that private lawns be maintained by keeping grass under 8 inches, and landscaping to include native plant species requires a different type of maintenance and investment by the property owner. While the city has adopted a 'No Mow May' program, no incentive exists to offset costs of pollinator-friendly landscaping that can also beautify the neighborhood. No communal space exists for agricultural use, but some parcels and parks could include space for small-scale programs maintained by residents, including communal gardens and produce sharing.

Objective 1: Increase tree and native flower landscaping throughout the neighborhood.

Policy 1: Ensure priority roadways for street trees are communicated to the Forestry and Public Works departments. Where non-existent on Stanley Street, Green Avenue, and Main Street, adequate space for trees should be granted in future road reconstruction. Where appropriate, Wisconsin Department of Transportation and the County should be notified to guarantee implementation. Forestry should prioritize planting areas along these roads that are already appropriate for trees.

Policy 2: Continue to allocate City resources to execute the Public Space Tree Management Plan to increase tree inventory and native landscaping in right-of-way and neighborhood parks. The City's Public Space Tree Management Plan is effective at improving the tree canopy in Stevens Point and is the biggest asset for improving natural resource in public locations. Additionally, volunteers from the neighborhood and from community groups such as the Wild Ones - Central Wisconsin may be included to help plan and implement native landscaping areas and tree plantings.

Policy 3: Pilot a native lawn program. Residents have requested a native or pollinator planting program, which is already being constructed by the Community Development Department. Goerke - Washington residents will be notified when this program becomes live and invited to participate.

Objective 2: Initiate a new neighborhood agricultural resource.

Policy 1: Allocate land or financial resources to support a produce-sharing program or community garden in Goerke-Washington. Community gardens are referenced in the CORP and requested specifically in Goerke-Washington. A partnership between residents and the city should be facilitated to locate, plan, and install this garden. The vacant land on East Maria Drive may be the most appropriate for this garden. Residents also identified an innovative idea of 'produce-sharing,' which could be integrated into a park, right-of-way, or on private properties.

Goal 2: Expand the use of parks within Goerke-Washington.

Issues/Opportunities: Residents identified several service and infrastructure gaps throughout the neighborhood and in the City. Some of these gaps, such as communal agriculture resources, can be addressed with the assistance of residents, whereas others may need significant public investment and partnerships with local nonprofits and businesses. Access to the Plover River is possible through the Green Circle Trail and nearby Iverson Park, but methods to increase access should be explored. The anticipated completion of the Plover River Crossing will generate more activity in the area.

Objective 1: Make investments in park infrastructure that extend park stays, create new uses, and benefit residents in all seasons that are in tandem with, and complementary to, the CORP.

Policy 1: Integrate appropriate infrastructure into Neighborhood Parks that allow residents to stay at parks longer. Residents report using parks frequently, but would increase the duration of their stays if appropriate facilities, such as restrooms, existed. If not listed in the current CORP, these facilities should be considered in the next.

Policy 2: Adhere to CORP recommendations for the Donald-Copps Municipal Pool; recommend a new pricing structure. Residents expressed sincere desire for an upgraded municipal pool. The Donald-Copps Municipal Pool is identified in the CORP for only necessary maintenance while a full upgrade is being planned. Residents recommended a new pricing structure that could attract more seniors, young families, and childcare centers to the pool while renovations are being planned.

Policy 3: Explore an indoor community center as an addition to existing facilities in the neighborhood. Begin partner conversations immediately. Goerke - Washington residents have expressed a strong desire for more indoor community space, especially for winter months. Examples of operational community spaces exist in other communities, such as the Goodman Community Center and BLW Center in Madison, WI. Opportunities may exist with the KB Willett Arena, YMCA, Boys & Girls Club, the Stevens Point Police Department, and vacant spaces near these facilities.

Objective 2: Ensure access to parks in all areas of Goerke-Washington, including the Plover River.

Policy 1: Identify land for an additional park on the northeast side of the neighborhood. This area is not identified as a potential acquisition area for Neighborhood Parks in the CORP, but the northeast corner of Goerke-Washington is currently lacking a park according to Stevens Point's 10-minute walk to a park policy. Several undeveloped parcels may be available to append the CORP.

Policy 2: If feasible, create and maintain public access to the west side of Rogers Park. One nearly 17-acre parcel separates the public from accessing the west side of Rogers Park and the Plover River. If this is done, it may be possible to create another access point to Iverson Park to the south and the Green Circle Trail to the east.



Economic Development: Background

Through the public engagement process, many of the residents view the economy at the neighborhood-level as needing more businesses in close proximity to residences. Most businesses that were referenced would be identified in a "local business district," consisting of stores selling groceries, conveniences goods and services, restaurants or cafes, and a few specialty shops. Retail demand is expected to increase in the following industries: apparel and services, computers and technology, entertainment and recreation, food, financial services, healthcare costs, home expenses, household furnishings and equipment, household operations, insurance, transportation, and travel.

Generally speaking, businesses in a local business district would require brick and mortar locations, which would be most suitable for any commercial redevelopment along Stanley Street and East Maria Drive in newly zoned business properties. Properties along Division Street are also suitable for these business types. No brownfield sites exist in these areas, and may require initiative from developers or incentives from staff to accelerate redevelopment. The neighborhood is rich with public amenities, has a high population, and has existing businesses nearby, which are all favorable for business recruitment.

While residents are seeking some of these additional business types, low household incomes, savings, low unemployment, and lack of vacant buildings with small commercial footprints (800-1,500 sq ft, presently zero) inhibit the market potential for local retail businesses. City-wide economic development strategies to improve wages or support higher-paying industries, decreasing commercial square footage requirements, assisting with the property redevelopment process, and offering locally-owned or operated storefront incentives may address some of these challenges. Local and regional business support staff are available to assist with many coaching and consultation services, but may need expanded industry-specific support, such as food-service and technology start-up guidance in the region.

Residents also report a desire for increased social infrastructure to relay neighborhood-specific information, inform property development projects, and guide new social programs. Residents have expressed an interest in leading some of these improvements, but may need a limited amount of financial or organizational support to perform these duties.

Existing Economic Development Support Organizations and Resources:

- Local
 - Portage County Business Council (PCBC)
 - PCBC creates a network of business owners, leadership training to employees and residents, and improves community awareness of new businesses and business expansions in Portage County.
 - City of Stevens Point Community Development Department
 - The Community Development Department helps local entrepreneurs navigate economic development tools listed below to establish in, or locate to Stevens Point. The department also assists with building, zoning, and other code requirements to launch a safe business operation.
- Regional
 - Central Rivers Farmshed (Farmshed)
 - Farmshed provides shared resources, such as a shared commercial kitchen and greenhouse, and hosts community and educational programs that support the regional food economy.
 - Central Wisconsin Economic Development Fund (CWED)
 - CWED provides a revolving loan fund to businesses in Central Wisconsin and entrepreneur education resources.
 - CREATE Portage County (CREATE)
 - CREATE hosts novice entrepreneur support programs such as Surge, a business pitch contest, and increases access to low-cost, high-value workspaces in Northcentral Wisconsin.
 - Mid-State Technical College (MSTC)
 - MSTC offers continued education to small business owners and helps to meet workforce demands in the region by offering programs and curricula specific to existing and likely business needs.
 - Small Business Development Center (SBDC)
 - The SBDC helps businesses at all stages grow by offering confidential business consultation ranging from financial projection planning, business plan assistance, target market research, and more.
 - University of Wisconsin - Stevens Point (UWSP)
 - UWSP continues to expand education offerings, and most notably, an expansion to the Sentry School of Business and Economics and MBA program.

Existing Economic Development Support Organizations and Resources, Cont.:

- State
 - Center for Business Intelligence (CBI)
 - The CBI hosts programs intended to help established businesses increase their operating revenue. Programs are generally offered to business-to-business firms.
 - Center for Technology Commercialization (CTC)
 - CTC is Wisconsin's no-cost resource to guide entrepreneurs through the journey of bringing technology from idea to market by connecting entrepreneurs to funding and guidance from experienced business leaders.
 - Wisconsin Economic Development Association (WEDA)
 - WEDA provides educational opportunities for economic development professionals in the state.
 - Wisconsin Economic Development Corporation (WEDC)
 - WEDC operates many of the state's premiere economic development tools and resources. Resources generally include financial assistance to municipalities and companies for targeted programs such as property development and utilization, and business expansion.
 - Wisconsin Women's Business Initiative Corporation (WWBIC)
 - WWBIC provides Quality Business Training, Small Business Consulting/Coaching, and Access to Capital primarily to underserved business owners, including including women, people of color, veterans, and lower-wealth individuals.
- Federal
 - Economic Development Administration (EDA)
 - The EDA provides direct, long-term financial assistance to economic development priorities. The most recently available funding priorities as of 2023 include: equity, recovery & resilience, workforce development, manufacturing, technology-based economic development, environmentally-sustainable development, and exports & foreign direct investment.
 - Food Finance Institute (FFI)
 - FFI provides consultant training to food entrepreneur support organizations, mentorship programs to food producers and manufactures, and direct final assistance to food-related entrepreneurs.
 - United States Department of Agriculture (USDA)
 - The USDA provides grants and loans to rural communities to expand agricultural operations, community projects, and economic development initiatives.



Economic Development: Capitals

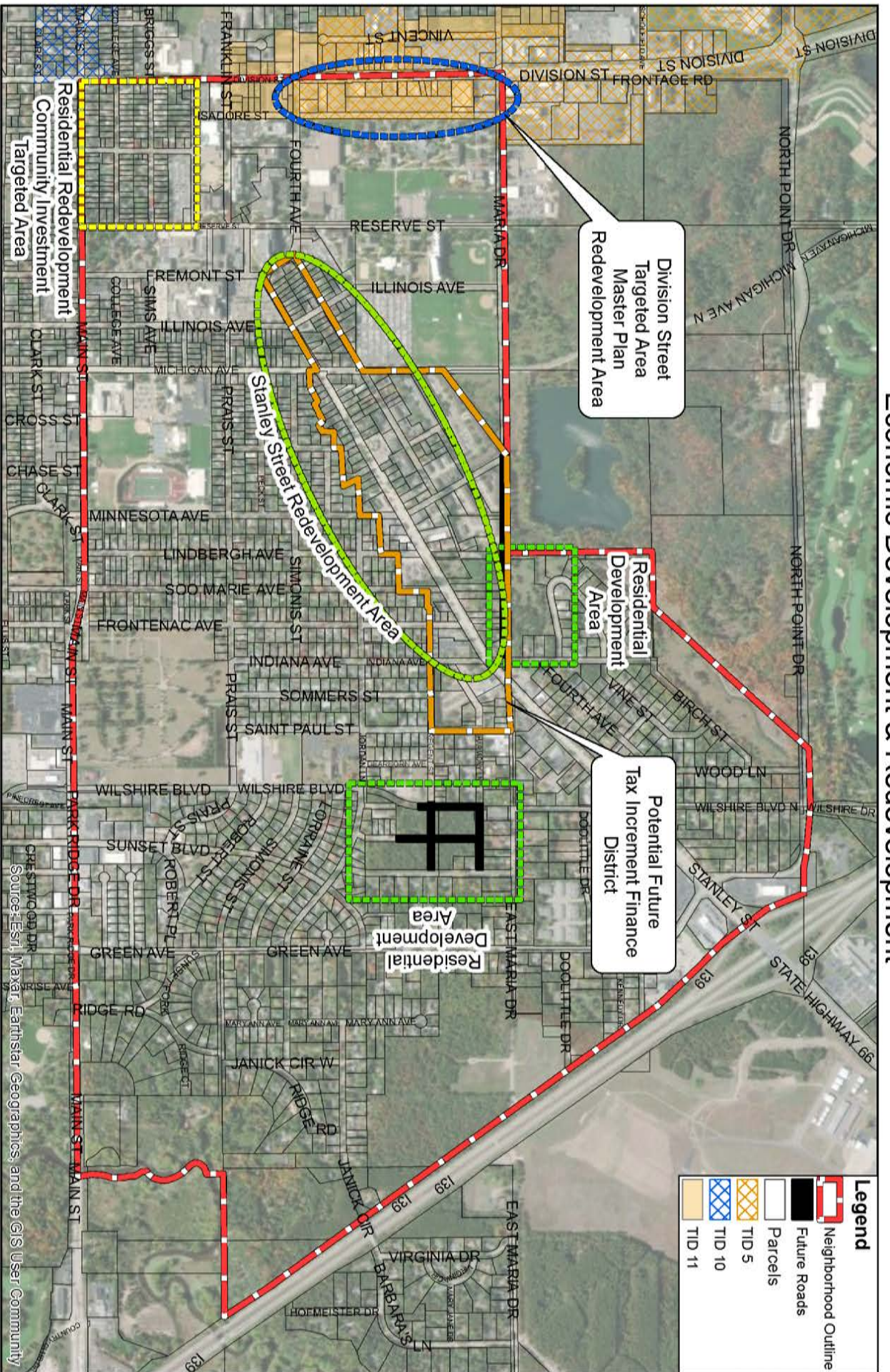
Neighborhood economies can be measured in **social capital** (linkages, networks, talent, etc), **environmental capital** (stewardship, residual management, etc), and **economic capital** (investment, reinvestment, financial wealth, etc).

Social capital: Many residents of the Goerke-Washington neighborhood have attained a substantial amount of higher education, with 52.9% of residents having attained at least a bachelor's degree. Old Main Neighborhood Association has historically served a portion of the neighborhood, but no other grassroots or formal neighborhood association serves the area to generate neighborhood-wide events, programs, or communiques. Education attainment is high in the neighborhood and is summarized on page 10. Discretionary funds available to Alders may support outreach and events to build more social capital.

Environmental capital: Goerke-Washington has several environmental assets nearby, such as Schmeeckle Reserve, the Plover River, Iverson Park, Atwell Park, and the built environment (sidewalks, streets, lighting) is well-maintained in the neighborhood. Several residents report that missing businesses and park infrastructure are limiting factors of social interaction, but are also aware that social interaction is not as neighborly as it once was. Amenities that can congregate several groups of residents, such as specialty parks and businesses, would be classified as environmental capital, but would also benefit social interaction and social capital.

Economic capital: In 2022, 218 businesses were identified in the Goerke-Washington neighborhood boundaries, employing 4,173 people. For a detailed list of business types and employees in each, see Appendix B. The median household income in 2022 was \$43,277; the median net worth of a household in the Goerke-Washington neighborhood was \$50,132 while the average (mean) was \$489,979. The neighborhood's spending ability is severely limited, which may inhibit some of the neighborhood's economic development goals. Neighborhood economic development efforts may continue to focus on local business composition, but these efforts will need to be complemented by city-wide wage growth to be feasible.

Economic Development & Redevelopment



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Economic Development: Goals, Objectives, Policies

Goal 1: Continue to grow locally-owned neighborhood businesses within appropriate areas of the neighborhood, especially shops and restaurants that increase retail and restaurant diversity.

Issues/Opportunities: There are currently 218 businesses or services identified in the Goerke-Washington neighborhood, which includes government offices, university offices, and standalone services like ATMs. Two commercial corridors already line the boundaries of the Goerke-Washington neighborhood: one along Stanley Street, and another on Main Street, that are both within walking distance of most residents. However, many goods and services are unavailable or limited in variety in these two districts. Residents recommended a plethora of business types that are missing from the commercial corridors through Goerke-Washington, including apparel retailers, cafes, a wine bar or lounge, department store(s), and entertainment venues. While this list does not capture all types of business in demand, it does capture some of the expressed need for businesses that create social space or decrease the distance to complete routine tasks. These businesses may increase both social and economic capital for the neighborhood. Median household income of the neighborhood (\$43,277) and population may not be high enough to support businesses that require residents with enough disposable income. Care should be given to the rate at which commercial space is added to the neighborhood and business types that join.

While vacant land is rare, there are several vacant parcels available along Stanley Street. Several parcels along East Maria Drive may be appropriate commercial properties to buffer residences from the more auto-centric businesses at the east end of the neighborhood. Additionally, building form and design can be restructured to increase the quantity of brick and mortar businesses in Goerke-Washington's commercial corridors. One of the largest limiting factors for generating more neighborhood businesses is available commercial space. Few, if any, commercial buildings on Stanley Street or Main Street are currently vacant.

Objective 1: Support the growth of existing locally-owned businesses. Development decisions and city-led programs will impact the operations of existing businesses - adequate consideration and planning around current and future business needs for accommodating existing businesses while creating space for new businesses.

Policy 1: Integrate current business owners into neighborhood planning and nearby site development processes. City departments leading projects in the neighborhood should identify several appropriate moments to integrate public input from the business community and residents to ensure perceived threats to business health are offset by perceived benefits.

Policy 2: Generate a city-to-business communication channel, such as a business association, for Stanley Street and future commercial areas. City communications for projects and community resources can be distributed more efficiently through a centralized channel, which could take the form of a business association. Business associations can also generate collective resources or lighter, quicker, cheaper actions that may benefit existing and new businesses in the corridor.

Policy 3: Expand appropriate existing and future city-sponsored commercial support finances to Stanley Street. Financial assistance made available to other districts, such as the downtown's Facade Improvement Grant, could be leveraged to support similar investment in Stanley Street as long as program goals align with the vision for Stanley Street. New programs may be generated by the city (entrepreneur seed funds, as an example) and should be aggressively marketed to businesses in this area.

Objective 2: Complete a targeted area plan for the Stanley Street corridor to identify proper locations for new businesses and accessory infrastructure to support them.

Policy 1: Modify zoning policies to accommodate more business locations. Zone parcels along commercial corridors for commercial use until form-based codes are prepared. Upon writing of this document, only one commercial property is available and may not be suitable for neighborhood-serving businesses as it currently exists.

Policy 2: Draft a form-based code for commercial corridors that favors a higher quantity of storefronts per block. Given the short supply of land in Stevens Point, commercial corridors should be given more density of commercial units to support the commercial needs of the neighborhood. To generate a more active commercial environment, consider recommending 10-20 storefront entries per 328 feet.

Policy 3: Enhance visibility of, and connections to, neighborhood parks and destination parks from commercial corridors. Active pedestrian environments between park amenities in commercial corridors have the potential to increase both the economic activity of commercial areas and park use by sharing users more frequently. Pedestrian accommodations along these corridors, profound landscaping, and well-placed park signage are some possible steps to link commercial corridors to these amenities.

Policy 4: Consider including public space elements and design (squares, plazas, boulevards, public transit accommodations, or pedestrian malls) for commercial corridors and nearby natural amenities. Public spaces that support public activities (events for a variety of user groups) and are comfortable generate value for residents that can increase the desire to spend time in the area or live nearby. These elements and potential user groups should be given adequate consideration when designing an area plan.

Policy 5: Generate a Tax Increment Financing (TIF) district to accomplish goals of a targeted area plan. Establishing a TIF district will allow city staff to accelerate development of public resources that elevate property values, such as public space elements and other community buildings.

Objective: 3 Recruit local builders and prepare sites to construct appropriate commercial or mixed-use buildings. To streamline the building process and increase resident satisfaction of redevelopment, the city can take proactive measures to ensure sites along Stanley Street identified in the Future Land Use Map and Targeted Area Plan are ready for development.

Policy 1: In tandem with establishing form based codes, prepare sample designs with local builders to illustrate the desired style of development and accelerate redevelopment along Stanley Street (and near Schmeckle Reserve). Form-based codes should be understood by local builders, but creating examples can accelerate the design process for incoming buildings. These designs can be vetted by residents, businesses, and associations to ensure the designs fit into the vision for the neighborhood.

Policy 2: Acquire and prepare sites for redevelopment. Market these sites to local builders, residents, and entrepreneurs. Parcels within the Targeted Area Master plan that are slated for specific uses (parks, public space, or specifically designed parcels) and may need city support to develop accordingly should be purchased by the city. Ensuring these special uses are integrated is crucial to fulfilling the vision for the neighborhood.

Goal 2: Increase the capacity of residents to generate social and economic capital.

Issues/Opportunities: Capacity for resident-led economic, social, or environmental capital development in the neighborhood may be perceived as low. Neighborhood communication of city-news happens through traditional media, social media, and newsletters from dedicated alderpersons. Given the high participation in initial neighborhood-level comprehensive planning events, interest in generating or contributing to a system like a neighborhood association is high and supported by the city's 2022 Strategic Plan.

Most community events take place in Downtown Stevens Point, at Pfiffner Park, Bukolt Park, or in private spaces outside of the neighborhood. The Old Main Neighborhood Association (OMNA) has hosted block parties and volunteer opportunities to connect residents and students. Few, if any, organizations or businesses host events that are within the neighborhood. Residents have some desire to lead these efforts and should be invited to lead - discretionary funds available to Alders may be able to support event planning or communication channels.

Objective 1: Pilot support structures that may help increase the capacity of residents to generate grassroots programs and neighborhood-specific benefits. Structures should be thoroughly explored with some staff support, but with the intent of residents leading social groups or programs in the long-term.

Policy 1: Support OMNA in re-establishing itself or joining another group of residents. The Old Main Neighborhood Association has provided many services to the campus neighborhoods and may need support to continue providing these services, either through recruiting new members or teaming up with a new group of residents.

Policy 2: Invite residents to establish a resident association and support the process with city staff capacity. Several residents have stayed particularly engaged in the comprehensive plan process and may be available to establish an organization. City staff can help residents build an inclusive organizational culture, coach a group through the formation of a nonprofit, explain the event permit process, and may have the ability to direct financial support to resident associations. Alders may be able to advocate for or fund portions of these projects.

Policy 3: Encourage resident associations to generate beneficial outreach channels. Residents saw an opportunity to increase connectivity through unique outreach channels. Some proposed a neighborhood-specific Facebook page or NextDoor group, while others expressed interest in a neighborhood-specific radio channel. As communication preferences change from generation to generation, a multi-media approach should be taken to spread information to as many residents as possible, with mailed information being the most reliable to reach all residents.

Policy 4: Partner with local community development organizations (CAP Services, CREATE Portage County, Stevens Point Area Convention and Visitors Bureau) to provide event training services, if needed. Neighborhood-scaled events were strongly desired by the neighborhood. Producing events comes with significant energy and experience, but several local organizations have expertise that can guide residents. City staff should be ready to explain and update the special event permit process.



Intergovernmental Cooperation: Background

The Goerke/Washington neighborhood has several areas of interest relating to intergovernmental cooperation. The neighborhood abuts the Town of Hull in the northeast corner and shares a boundary with the Village of Park Ridge; additionally, the neighborhood includes Washington Elementary School and P.J. Jacobs Junior High School, necessitating the need to address the relationship between the neighborhood and the Stevens Point Area School District. The University of Wisconsin - Stevens Point comprises much of the neighborhood's western half, which also drives development decisions for the neighborhood and the University.

Efforts by the City of Stevens Point should ensure planning and development decisions consider the needs of the Town of Hull, University of Wisconsin - Stevens Point, the Stevens Point Area School District and Park Ridge. Steps should be taken to encourage annexation of property from the Town of Hull to better define municipal boundaries throughout the neighborhood, most notably in those areas of the neighborhood near East Maria Drive and Green Avenue. Municipal jurisdiction becomes convoluted and confusing to those who reside in the area, and simplified borders will ensure that all local governments are providing exceptional service to the residents of the neighborhood. Simplified municipal boundaries may reduce waste collection redundancies, thus reducing wear on streets, and improve water quality in the City by decreasing the number of residents utilizing private septic or water systems over time. The Town of Hull would lose revenues as land is annexed into the City of Stevens Point. An annexation timeline or agreement where annexation occurs only when new development occurs in Hull could resolve negative financial impact on Hull from annexation.

Development decisions about public infrastructure, ordinance amendments, and partnerships between the City and UWSP will continue to be necessary to improve the quality of life for student and non-student residents in Stevens Point. Investments in public infrastructure to protect students are also needed to be compliant with Safe Routes to School and Sidewalk continuation plans for the neighborhood.

Intergovernmental Cooperation:

Goals, Objectives, Policies

Goal 1: Work with the Town of Hull to encourage annexation of parcels in the East Maria Drive and Green Avenue area to ensure continuity of municipal boundaries.

Issues/Opportunities: Having multiple municipal boundaries in specific areas causes confusion and reduces the overall effectiveness of the government's ability to provide and maintain those services. As an example, town residents on East Maria Drive receive private garbage and recycling collection while the City residents receive City garbage and recycling collection. This causes excess truck traffic on the roadway to provide the same service, which may in turn reduce the longevity of the roadway. Additionally, town residents may utilize City-services and assets without providing the property tax to help sustain the assets.

Objective 1: Work with the Town of Hull on a boundary agreement within the Green Avenue & East Maria Drive area to annex parcels into the City of Stevens Point.

Policy 1: Ensure a boundary agreement is beneficial to both municipalities and the impacted residents. Annexation is likely to cause negative financial impact on both the property owners and the Town of Hull. City staff will need to seek ways to reduce the negative financial burden on these property owners who voluntarily annex into the City of Stevens Point. Additionally, staff should work with the Town of Hull to ensure they are able to adequately prepare for the loss in property tax revenue as a result of the annexations.

Policy 2: Reduce private well and septic systems within the Groundwater Protection District within the neighborhood. As part of a possible boundary agreement, the City should work towards reducing the number of private well and septic systems that fall within the Groundwater Protection Districts of the neighborhood. Protecting the City's groundwater from outside threats, including private well and septic systems, is a critical component to ensuring a high-quality of life for the residents of the City and the neighborhood.

Goal 2: Collaborate with UW-Stevens Point to welcome, educate, and engage students living off-campus into the neighborhood.

Issues/Opportunities: UW-Stevens Point is a critical economic driver of the Stevens Point community. The City and the neighborhood want to welcome students to the community annually, and encourage them to set their roots here after graduation. For several years, the Old Main Neighborhood Association has worked with UW-Stevens Point Student Government Association during homecoming clean up, block parties, and Labor of Love. Additionally, the City offers tenant education seminars to the students. This is done to reduce vandalism and encourage good neighborly behaviors, especially in the area around UW-Stevens Point.

Objective 1: Expand education opportunities for students on off-campus housing.

Policy 1: Continue existing Housing Education Fair program and expand to include more dates and times to ensure full usage. While the existing programming has been successful in reducing the number of complaints within the area around UW-Stevens Point, there are ways to better market the program to the UW-Stevens Point student population to encourage students to attend. This could include offering academic credits, rental credits, and gift cards to those who attend.

Policy 2: Identify other forms of educational opportunities to expand programming. Working with UW-Stevens Point, seek out other educational opportunities outside of the traditional housing education fair to further educate students about off-campus living. Research other universities throughout the Midwest for examples.

Objective 2: Expand collaborative programs like homecoming clean up, Labor of Love, and block parties.

Policy 1: Explore partnerships with the City, UW-Stevens Point, and OMNA to expand and encourage additional programming to engrain students into the neighborhood and community. Knowing your neighbors is a critical component to ensuring that neighborhoods with a mix of renters and owner-occupied homes are healthy and vibrant. Engaging UW-Stevens Point students as part of the neighborhood activities, students will feel more at home and part of the fabric of the neighborhood.

Goal 3: Collaborate with the Stevens Point Area School District, Portage County, and other stakeholders to ensure that Safe Routes to School planning efforts are implemented.

Issues/Opportunities: Safe Routes to School is an international effort to ensure children have safe, off-road infrastructure to walk or bicycle to school. A Safe Routes to School plan (available [online](#)) was adopted by Portage County in 2014. In this neighborhood, Washington Elementary and PJ Jacobs Junior High School contribute significantly to the cultural fabric of the neighborhood. Ensuring that children have safe, fair and full access to their schooling is a critical component to the health of the neighborhood and City.

Objective 1: Ensure City staff, County staff, School District staff, and Parent/Teacher Associations are aware of the Safe Routes to School plan and understand the implementation objectives of the planning document.

Policy 1: Require a "Safe Routes to School" and "Sidewalk Continuation Plan" validation check for all road projects. As roadways are reconstructed around schools, ensure that appropriate planning efforts are made to ensure Safe Routes to School and sidewalk continuation efforts are being designed into the reconstruction. Work with stakeholders to understand the City's planning efforts, and ensure that sidewalk continuation projects and their reasonings are appropriately reflected to the public.



Land Use: Background

The Goerke-Washington Neighborhood consists of primarily residential land, with institutional land for UWSP on the west of the neighborhood and more commercial land along Stanley and Main Street to the east. Several acres of parkland exist in Schmeeckle Reserve on the neighborhood's northern border, as well as in the center of the neighborhood around Goerke Park. Residential land is predominantly single and two-family housing, with multiple family housing more common along the neighborhood's northern border and near UW-Stevens Point. Residential land value is expected to increase from a median value of \$180,094 per home in 2022 to \$207,040 per home in 2027.

Residents have expressed satisfaction with many characteristics that the existing land use has created, but also identified opportunities that may improve their daily lives by changing how land is used. To balance demands of increased services in the neighborhood and existing favorable characteristics, changes in proportions of land use types are kept minimal. These characteristics that were identified during the comprehensive plan update process are documented in Appendix C. Not all of these characteristics can be guaranteed by land-use designations alone, therefore this section has been divided into two broad goals to achieve the land-use designations and other design elements necessary to achieve the outcomes desired by residents.

Undeveloped land is present on the north side of the neighborhood, just south of the recent Moses Crossing subdivision, and in the core of the neighborhood, south of East Maria Drive and east of Wilshire Boulevard. These areas were identified as most appropriate for residential land similar to existing single and two-family housing in the neighborhood. The largest opportunity for higher density development and redevelopment exists along Stanley Street, with some vacant parcels between Indiana Avenue and Lindbergh Avenues. The runway protection zone and groundwater protection district on the east end of the neighborhood limit the intensity of development that can occur in that area. Hydric soils and wetlands limit development on the north end of the neighborhood.

Land Use Breakdown

Locations with the largest changes in land use type are concentrated to areas requested by residents to be reformed, such as the Stanley Street corridor and undeveloped land on the neighborhoods east side. The neighborhood is expected to have several parcels subdivided, resulting in a gain of about 26 parcels. The land use designations will change slightly to describe the design of the neighborhood (distance between structures) and expected residential density. The following changes in land use counts are expected in order to meet high housing demand (and for a variety of types of housing) and desired increase in commercial locations along commercial corridors:

Existing Land Use (1,593 parcels):

- Residential (87.44%)
 - Single-Family: 1,248 (78.34%)
 - Two-Family: 47 (2.95%)
 - Three-Family: 12 (0.75%)
 - Multi-Family: 86 (5.40%)
- Commercial: 69 (4.33%)
- Institutional (3.51%):
 - Religious or Government: 27 (1.69%)
 - University of Wisconsin - Stevens Point: 29 (1.82%)
- Parks/Conservancy: 7 (0.44%)
- Office/Medical: 4 (0.25%)
- Vacant: 64 (4.02%)

Future Land Use (1,619 parcels):

- Residential (82.15%)
 - Low-Density Residential: 642 parcels (39.65%)
 - Neighborhood Density Residential: 575 parcels (35.52%)
 - Multi-Family Residential: 113 parcels (6.98%)
- Commercial (12.54%)
 - Commercial/Office/High Density: 100 parcels (6.18%)
 - Neighborhood Commercial: 103 parcels (6.36%)
- Institutional (4.2%)
 - Religious or Government: 14 parcels (0.86%)
 - University of Wisconsin - Stevens Point: 54 parcels (3.34%)
- Parks/Conservancy: 18 parcels (1.11%)

Future Land Use Descriptions

Land use categories have undergone changes to be more descriptive of the residential densities and mixed land uses that are becoming more abundant in Stevens Point. Careful consideration has been given to these definitions to encourage appropriate building sizes in future development.

Neighborhood Density Residential – Neighborhood Density Residential future land use classification is designed to allow a mix of residential densities, with the desire to allow for “missing-middle” housing as permitted land uses within this classification. “Missing-middle” housing is “a range of house-scale buildings with multiple units – compatible in scale and form with detached single-family homes – located in a walkable neighborhood.”

Neighborhood Density Residential will allow more walkable, diverse neighborhoods and encourage redevelopment of properties into mixed-residential that does not negatively impact the existing properties. Missing middle housing could include duplex, tri-plex, four-plex, townhomes, etc, but shall not include high-density residential. It is expected that lot sizes stay relatively similar (smaller, more compact) as part of redevelopment of the neighborhood.

Low-Density Residential – Low-Density Residential future land use classification is designed to allow single- and two-family residential as the primary land use in this classification. This allows incremental residential density increases but retains the neighborhood characteristic of larger City lots and primarily single-family housing.

Multi-Family Residential– Multi-Family Residential future land use classification is designed to allow for higher-density residential development of 4 to 8 residential units. These parcels have been identified for this use based upon their location, access to appropriate infrastructure, and desire to encourage more dense development where appropriate within the neighborhood.

Commercial/Office/High-Density Residential – Commercial/Office/High-Density Residential future land use classification is designed to allow for a large variety of future land uses typically found in traditional commercial corridors. High-density residential would allow 9 or more residential units.

Neighborhood Commercial – Neighborhood Commercial future land use classification is designed to be a walkable, mixed-use corridor where commercial is along the street and low-density through multi-family residential is allowed above the commercial space, for 1 to 2 stories (maximum height of 2 to 3 stories). Development of neighborhood commercial should be easily accessible through walking and bicycling, and not require any mandatory parking. Sidewalk cafés, and other street-activating business and activities should be prominent in neighborhood commercial areas.

Future Land Use Descriptions, Continued

Institutional/Religious/Government – Institutional/Religious/Government land use classification is designed to identify typically non-property-tax-paying entities and their future land use needs. This could include local government, hospitals, religious properties, schools, and others.

UW-Stevens Point – UW-Stevens Point land use classification is designed to align the campus' master planning efforts with the neighborhood comprehensive plan. This will allow reasonable outward growth for the UW-Stevens Point campus, while protecting the surrounding neighborhood from University encroachment.

Park/Conservation – Park/Conservation land use classification is designed to align areas where recreational opportunities and protection of sensitive environmental areas are needed and desired by the neighborhood.

Land Supply and Use Transition

Vacant land is becoming minimal in Goerke - Washington, comprising only 4.02% of the acreage. Vacant land is anticipated to be fully utilized by 2043, and land use beginning to transition to accommodate the needs of residents. Because of the limited land supply, increasing city-wide demand for land, and transition to higher-value use types, the Goerke - Washington neighborhood should expect to see the price of land to increase over the next twenty years. To limit extreme shifts in land values, development of vacant lands should be prioritized before land uses transition upward in intensity.

Trends in City-wide property values will be provided in another chapter of the plan.

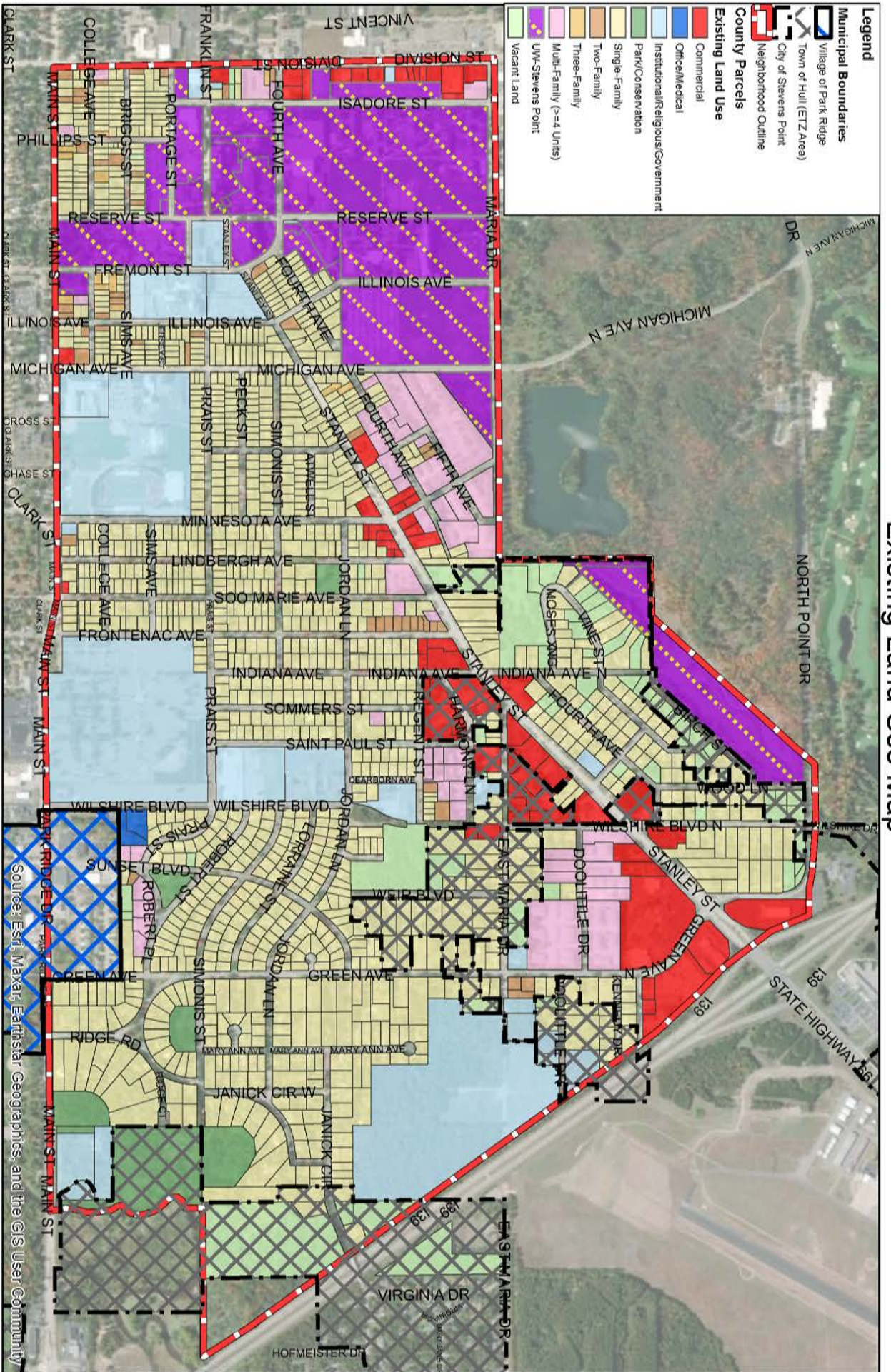
Future Land Use Projections

Goerke - Washington residents can expect to see the following land use changes between 2023 and 2043. These projections are based on the assumptions that lands identified as undeveloped or underdeveloped will be completed in the twenty year window, that residents per household will remain constant, residential parcel sizes may decrease over time, and that mixed-use commercial/residential development continues to grow in popularity, but match resident expectations on building height (2-3 stories).

Future Land Use Projections by Percentage
Goerke - Washington

Land Use Type	2023	2028	2033	2038	2043
Residential	87.44%	86.12%	84.79%	83.47%	82.15%
Agricultural	0%	0%	0%	0%	0%
Commercial	4.33%	6.38%	8.44%	10.49%	12.54%
Industrial	0%	0%	0%	0%	0%
Institutional	3.51%	3.51%	3.86%	3.86%	4.2%
Parks / Conservancy	0.44%	0.44%	1.11%	1.11%	1.11%

Existing Land Use Map

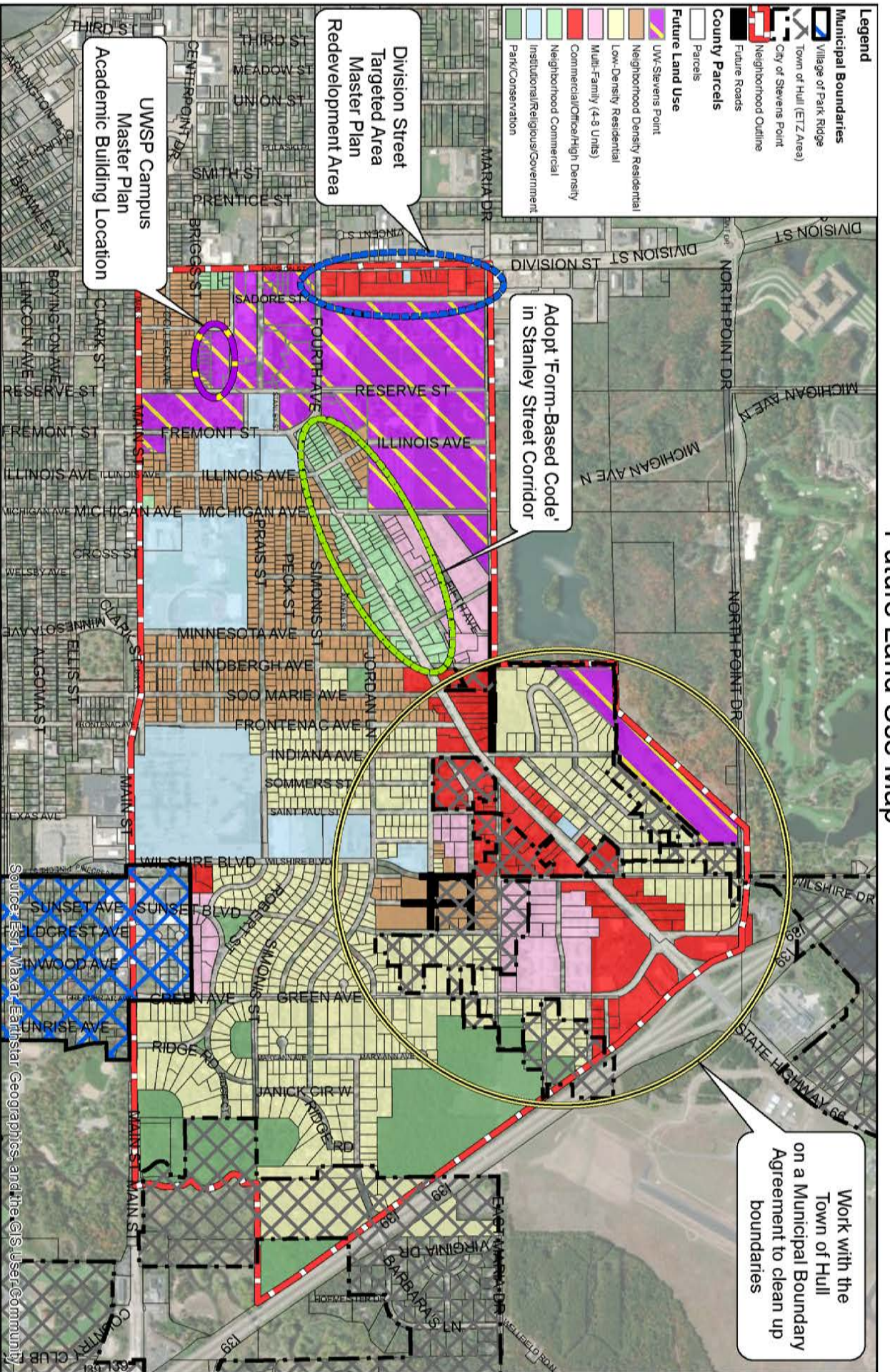


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Source: Esri, Maxar, Earthstar Geographics, and the GIS User Community

Future Land Use Map

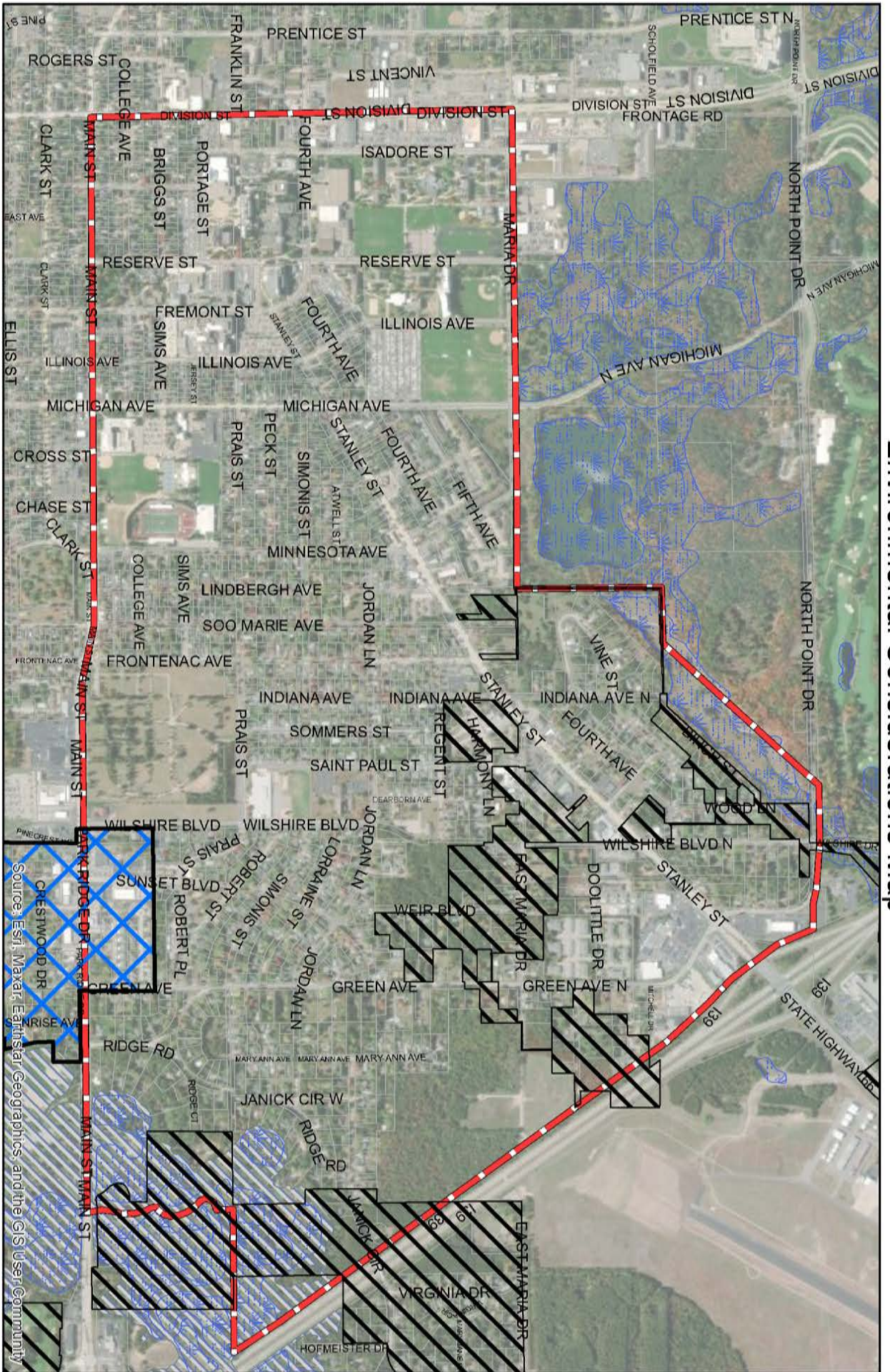


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Environmental Considerations Map



Department of
Community Development

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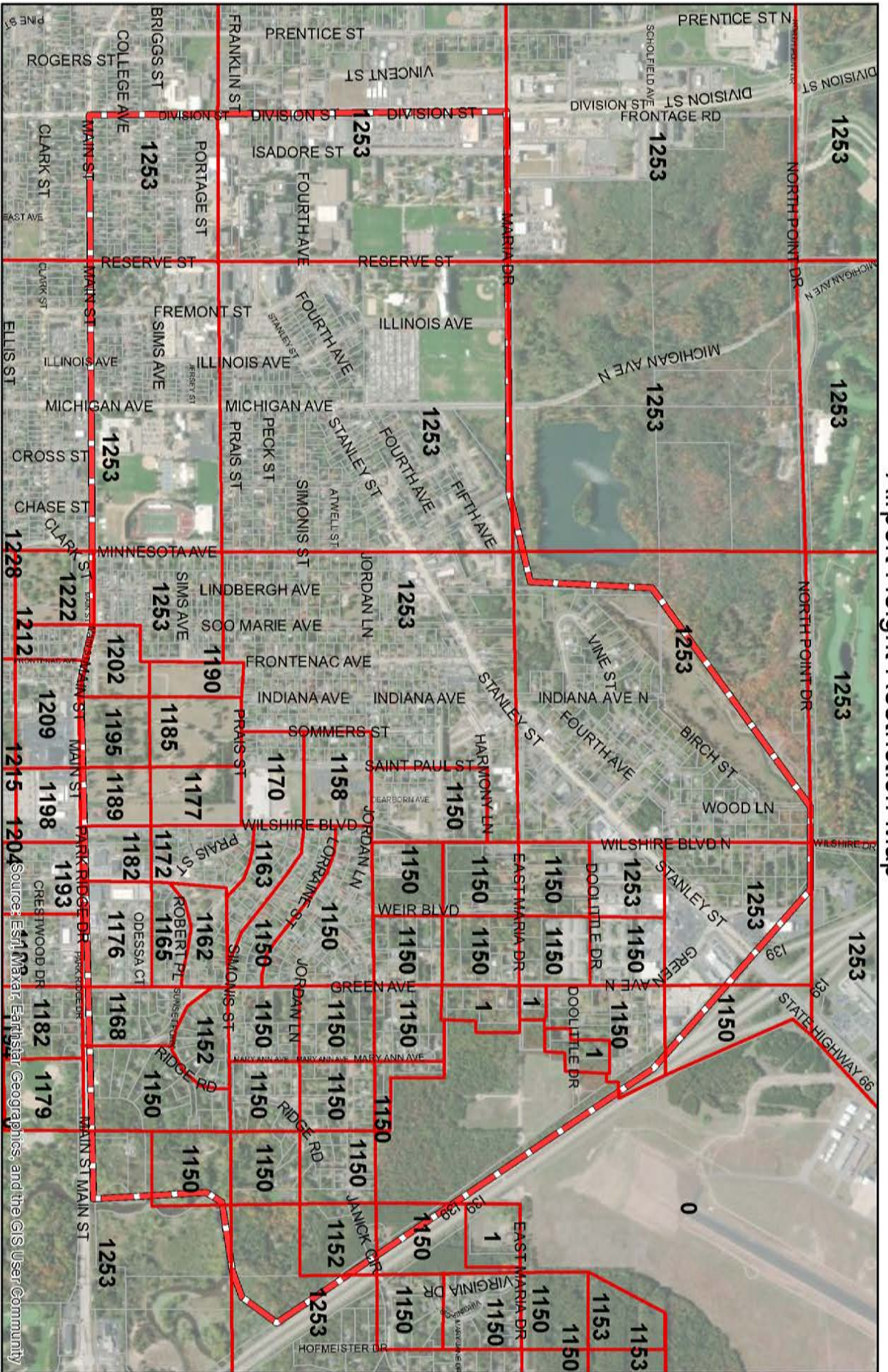


Legend

	Municipal Boundary		Flood Hazard
	County Parcels		Flood Zones
	City of Stevens Point		A
	Town of Hull		AE
	Village of Park Ridge		
	Neighborhood Outline		

Source: Esri, Maxar, Earthstar, Geographic, and the GIS User Community

Airport Height Restriction Map



- Legend**
- Airport Height
 - Neighborhood Outline
 - County Parcels

Source: Esri, Maxar, Earthstar Geographics, and the GIS User Community



Department of
Community Development

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Land Use: Goals, Objectives, Policies

Goal 1: Update the Future Land Use Map and zoning code to reflect the desired changes to the neighborhood while maintaining the cherished characteristics.

Issues/Opportunities: Many residents expressed a desire for closer commercial spaces for personal errands and social spaces, while others expressed a love for the peacefulness of the neighborhood. Construction of commercial and mixed-use buildings that match the scale of the neighborhood, in theory, should allow for both of these outcomes to coexist. The phrasing “commercial buildings” may not describe the character or type of businesses that residents would like to see, which have been voiced as locally-owned businesses.

Residents identified the Stanley Street corridor as the primary location for increased mixed-use commercial development, noting that new construction along the corridor should be a similar height to the maximum building height in the area - two stories. The transition from business areas to residential areas is of large concern to residents as well. Policies should include a way to minimize the impact of noise, light, and air pollution on the neighborhood’s residential areas.

Objective 1: Integrate businesses into appropriate neighborhood locations to meet needs of residents and protect current desired qualities of the neighborhood. Residents aim to have additional consumer amenities nearby without it creating excessive traffic, light, or noise pollution in their neighborhood. This may be achieved by promoting more business development along existing commercial corridors, such as Stanley Street, Main Street, and East Maria Ave.

Policy 1: Designate parcels along Stanley Street and East Maria Ave as B1 or B4 zoning districts. Stanley Street and East Maria Ave both have vacant parcels and a precedent of holding commercial uses. These two streets may possess enough vacant parcels that, when built upon, could diversify and meet the needs of the residents. Lots from Fremont Street to Indiana Avenue should be designated for neighborhood-serving businesses (B1), and lots along Stanley Street and west of Indiana Avenue should be zoned as B4. If additional business space is needed to support the neighborhood, East Maria Avenue should be the next appropriate location.

Policy 2: Revise the use restrictions in the zoning code to allow for more neighborhood business uses. The Zoning Code may prohibit some business types that include neighborhood-serving businesses and should be revised to allow these business types. B-1 districts may be best known as neighborhood-serving. Staff should work with residents to identify missing or inappropriate business types in this zoning district.

Objective 2: Create a vibrant commercial corridor along Stanley Street, designed to promote locally-owned businesses. While Stanley Street has been discussed as a primary site for neighborhood-serving businesses and pedestrian commercial activity, residents have concerns about the health of local businesses if too many non-local or franchise businesses appear along Stanley Street. Several design principles will help promote and maintain local ownership and entrepreneurship.

Policy 1: Establish a form-based zoning district around Stanley Street for new construction. While standard zoning codes defines the use of land, form-based codes define the style and dimensions of construction. Style and dimension also impact the perception of an area. Without addressing the ‘form’ of buildings, it is less likely the area will grow into a commercial corridor with high activity.

Policy 2: Integrate design principles into the form-based code that promote accessibility for new business and property owners, such as smaller parcels and storefronts. As a form-based code is written for a district around Stanley Street, the code should incorporate transparency, width, height, and setback requirements. Smaller buildings can help minimize costs for new business owners. A variety of building sizes will promote a variety business owners and business types, and provides successful businesses an opportunity to upscale when ready.

Policy 3: Integrate design principles into the form-based code that promote an active, comfortable pedestrian environment. Narrow storefronts with high transparency, limited street setbacks, and minimal side yard setbacks promote an active pedestrian environment. In addition, other design considerations that protect pedestrians from rain or snow can improve pedestrian comfort during poor weather and in all seasons. The form-based zoning code can promote or require these design elements.

Policy 4: By year 2030, designate the Stanley Street corridor as a Tax Increment District (TID). Tax increment financing remains as one tool to incentivize development in specific areas. Stevens Point cannot open any more TIDs, but several TIDs in are nearing expiration. Once one closes, another TID may be opened to support real estate development that matches the needs of the residents and the vision for Stanley Street.

Policy 5: Acquire undeveloped properties and release a timely request for proposals. All undeveloped and underdeveloped parcels along Stanley Street are currently owned. To make these properties available for development, the city can either reach out to developers to acquire vacant land, or it can acquire land and initiate requests.

Objective 3: Increase the housing supply per neighborhood recommendations, city-wide housing needs, and Stevens Point Strategic Plan. Previous planning efforts have identified several opportunities to grow the housing stock in the Goerke - Washington neighborhood that complement the vision provided by Goerke - Washington residents. Some adjustments to road and utility infrastructure will be needed to accommodate housing construction. For the housing needs identified by residents, please reference the Housing component of this plan.

Policy 1: Extend Maria Avenue east to Indiana Avenue on the Future Land Use Map and Official Street Map. Land to the north of Stanley Street is currently inaccessible. Extension of Maria Avenue allows for the most developable land and future access to Soo Marie and Lindbergh Avenues. Land should also be reserved to extend 4th Avenue to Soo Marie, Soo Marie to Maria, and Lindbergh to Maria for when it is reasonable to extend them.

Policy 2: Ensure new parcels along Maria Avenue are zoned to accommodate moderate-density multifamily housing. In order to buffer the single family subdivision at Moses Crossing, density should scale down from the neighborhood-serving businesses along Stanley Street. In compliance with the Stevens Point Strategic Plan, zoning new parcels for moderate-density multi-family housing may be “an ideal location for condos or other housing for downsizing early retirees.”

Policy 3: Extend the street grid between Wilshire Boulevard and Weir Boulevard. The land between Wilshire and Weir Boulevards was identified as an opportunity to expand the existing single family housing development in Goerke - Washington. To accommodate residential access to a high number of small, single-family homes, the following extensions should be planned:

- Extend Regent Street east to Weir Boulevard
- Extend Wilshire Boulevard north from Jordan Lane to Harmony Lane
- Extend Glennon Avenue North to Regent Street
- Extend Harmony Lane east to Weir Boulevard, only when reasonable.

Policy 4: Ensure new parcels between Wilshire and Weir Boulevards are zoned to allow smaller single-family homes, similar to the traditional neighborhood homes. The road extensions between Wilshire and Weir Boulevards would allow for roughly 10 acres to become developed for single-family homes. In compliance with the 2017 Housing Study and resident input, this area would be ideal for extending the traditional neighborhood development pattern for smaller homes.

Policy 5: Ensure that all commercial parcels along Stanley Street can allow for mixed-use buildings. Residents identified Stanley Street as a gateway into the UWSP campus, and in compliance with the Stevens Point Strategic Plan, redevelopment of Stanley Street should incorporate housing options available to off-campus college students. Mixed-use buildings, no more than 3 stories, will allow for a gentle upscale to increase student housing options while establishing more neighborhood commercial space.

Objective 4: Designate space for neighborhood-specific and city-wide natural resource needs in the Goerke - Washington neighborhood. The eastern border of the Goerke - Washington neighborhood contains access to groundwater and is currently lacking a park to satisfy Stevens Point's policy of having a park within a 10-minute walk of all residents. Land needs to be identified and held for these purposes.

Policy 1: Designate vacant land on East Maria Avenue, between Green Ave and I-39 (Parcel ID 281240827302020) for parkland. The northeast corner of Goerke - Washington is currently lacking access to a neighborhood park. This area provides the most amount of vacant space for a new park, but will have development constrictions being located within the airport's runway protection zone. Parks which are less likely to attract large gatherings, such as community gardens, singletrack or bike terrain courses, or a dog park may be most appropriate with current neighborhood and city-wide needs.

Policy 2: Identify land near the Plover River for Well 12. Water demand is increasing inside the City, and another well will need to be installed to meet the rising need. City wells straddle the Plover River, and the most suitable location may be on the fringe of the neighborhood.

Policy 3: Continue to investigate the feasibility of an indoor recreation facility at Goerke Park, a commercial property along Stanley, or in a nearby neighborhood. Residents have consistently expressed a need for year-round indoor recreation facilities. While residents have identified several options for such a facility, a project of this magnitude requires some flexibility. For this reason, staff recommends keeping several locations - Goerke Park, Stanley Street, UWSP Campus, and nearby recreation facilities - as potential options to execute this project. Any feasibility studies should be conducted per the intent and recommendations of the City's Comprehensive Outdoor Recreation Plan.

Goal 2: Ensure the built environment supports residents and natural systems.

Issues/Opportunities: Goerke-Washington hosts a range of development patterns and styles that interact differently with the natural environment. Within the planning process, residents expressed a desire to make land use decisions that support water management systems and a peaceful environment for residents, but also brought residents closer to necessities.

Close proximity of residential units to bright lights from auto lots and community facilities, to noise from repair and manufacturing businesses, and to other disturbances has created some tension in the neighborhood. Residents have also expressed that the design of streets, yards, parking lots, and ordinances may be an opportunity to minimize the impact these facilities have on stormwater management as well as their day-to-day lives. As the neighborhood develops its remaining land, there is an opportunity to ensure development decisions create a comfortable and ecological environment.

Objective 1: Minimize the impact of development on stormwater runoff. Decreases in permeable surfaces for homes, roads, sidewalks, and other buildings increases the amount of water managed by the city's stormwater system. Residents have expressed a desire to reduce the long-term financial burden of this system by implementing policies that prevent water from entering the stormwater system.

Policy 1: Ensure the Stanley Street boulevard is wide enough for tree planting and landscaping upon reconstruction. Increased boulevard width and landscaping prevents some water entering the stormwater system from adjacent parcels. Increasing the tree canopy along Stanley will add some management capacity for these areas consistent with the residential areas of the neighborhood.

Policy 2: Include grassed swales and water retention systems as streetscape options. The Stevens Point Parks, Recreation, and Forestry department has worked with community organizations to transform some streetscapes in Stevens Point to include natural grass areas which reduce ongoing maintenance costs. When producing street cross sections for major road reconstructions, the option to install grassed swales or other water retention systems should be included for resident review.

Policy 3: Ensure the right of way for street extensions is wide enough to accommodate sidewalks, street trees, and green landscaping that is consistent with the immediate area. As roads are extended consistent with this plan, the Department of Public Works will continue to offer design options that can integrate these elements.

Objective 2: Reduce the impact of commercial areas on residents. Residents have reported conflicts from neighboring commercial properties due to light, noise, and air pollution. While it is possible to create an environment where commercial use does not interfere with residential comfort, several design elements may need to be managed.

Policy 1: Implement a comprehensive lighting ordinance. Lighting from commercial facilities, parking lots, and signage is impacting residents in Goerke-Washington. Many cities have implemented ordinances regulating the type, height, warmth (color), shielding, direction, and hours of lighting.

Policy 2: Implement a buffer ordinance between commercial and residential districts. While building height restrictions can generate a gentle decrease in density from commercial to residential areas, landscape buffers may be required to fully protect residents from noise, light, and air pollution from higher-intensity commercial uses. Residents have shown a tendency to prefer natural landscaping alternatives.

Objective 3: Allow more flexibility for parking within the neighborhood. Residents and businesses require different parking accommodations and drastic changes to parking regulations may threaten the health of businesses or the ability of residents to host guests. Increasing parking flexibility through several methods may allow for more efficient parking plans.

Policy 1: Revise the City's parking and driveway codes. As it's currently written, the City's driveway and parking codes impose requirements on parking at both commercial and residential buildings that may not be necessary. Such modifications include, but are not limited to, eliminating minimum parking requirements for the Stanley Street corridor, modifying minimum driveway width requirements.

Policy 2: Retain the City's overnight parking ordinance. On-street parking at the time of this document is alternate-side, overnight parking. By retaining overnight street parking, households with more vehicles than parking stalls may utilize the space with minimal enforcement needs, decreasing the need to install additional impermeable surface at new homes and development in the neighborhood.



Implementation Plan

Goerke / Washington

The following implementation plan is informed by resident-identified assets, aspirations, opportunities, and issues. Following residential interviews through surveys, meetings, workshops, and digital communication, these goals, objectives, and policies were discussed with city staff at multiple departments to generate a feasible implementation plan.

This neighborhood plan was constructed by residents and informed by leadership within city departments so that it is most integrated into staff practices and policies and supported by residents and resident volunteers. This plan shall be appended to the City's existing comprehensive plan, and will be made consistent with following chapters as more neighborhood plans are completed. This process is coordinated intentionally to 1) provide more local control over the plans and planning process and 2) allow City staff to work alongside residents to renew plans more frequently without needing to hire outside support.

This plan will be monitored annually by the Neighborhood Planner and City staff to discuss the successes or shortcomings of certain initiatives. It is a goal of city staff to discuss the plan with residents of the Goerke-Washington neighborhood at a public event each year. Complete revisions of the Goerke-Washington Plan will be scheduled to occur every 10 years, or more frequently if staff capacity allows. This document will remain available to the public through the City website and upon request.

Amendments to portions of the Comprehensive Plan may also be considered by the Common Council at any time. The public should be notified of any proposed changes and allowed the opportunity to review the document. Amendment applications may be submitted by City Common Council, City Plan Commission, any City resident, any person having title to land within the City, any person having a contractual interest in land to be affected by a proposed amendment, and any agent of the above. The applicant that proposes an amendment to the Future Land Use Map shall have the burden of proof to show that the proposed amendment is in the public interest and internally consistent with the rest of the plan.

Plan Amendments

Amendments to portions of the Comprehensive Plan may also be considered by the Common Council at any time. The public should be notified of any proposed changes and allowed the opportunity to review the document. Amendment applications may be submitted by City Common Council, City Plan Commission, any City resident, any person having title to land within the City, any person having a contractual interest in land to be affected by a proposed amendment, and any agent of the above. The applicant that proposes an amendment to the Future Land Use Map shall have the burden of proof to show that the proposed amendment is in the public interest and internally consistent with the rest of the plan.

The amendment process shall include the following steps:

- Submittal of a complete application to the City Clerk, along with any applicable application fees. A copy of the application shall be forwarded by the Clerk to each member of the Plan Commission.
- The Plan Commission shall review the application at a regular or special meeting for compliance with the Comprehensive Plan. Upon conclusion of its review, the Plan Commission shall make a written recommendation to the City Council for either approval or denial. This recommendation shall include findings of fact to justify the recommendation.
- The City Council shall hold a public hearing on the request, per State Statute requirements. After reviewing the application, Plan Commission recommendation, and comments from the public hearing, the City Council shall make a decision to deny the proposed amendment; approve the proposed amendment; or approve the amendment with revision(s) that it deems appropriate. Such revisions to the proposed amendment shall be limited in scope to those matters considered in the public hearing.
- The Plan Commission shall establish a table entitled "History of Adoption and Amendment" for the purpose of keeping records on Plan amendments.

An application submitted by a resident/landowner/agent to amend the Future Land Use Map shall include the following:

- A scaled drawing of the subject property
- A legal description of each of the parcels in the subject property
- A map of existing land uses occurring on and around the subject property
- A written description of the proposed change
- A written statement outlining the reason(s) for the amendment
- Other supporting information the City or applicant deems appropriate.

For all other types of amendments, the application shall include:

- A written description of the proposed change
- A written statement outlining the reason(s) for the amendment
- Other supporting information the City or applicant deems appropriate.

Implementation of Goerke-Washington Policies

Action (Policy Addressed)	Team Responsible & Notes	Recommended Start
1. Build and maintain multiple communication channels to reach residents, including NextDoor and residential email lists, to perform the following tasks: reach residents for department information gathering and sharing (such as Transportation Development Plans, bus route and infrastructure updates, and specific private and public development projects); proactively introduce new alders to residents and share neighborhood social gatherings; gather community input for development projects. (Housing 1.2.2, 1.3.1, 3.1.1, 3.2.1, 3.2.2; Transportation 2.3.1, 2.3.2, 3.1.1, 3.1.3, 3.2.1; ANC 1.1.3; ED 1.1.1, 1.1.2, 2.1.1, 2.1.2, 2.1.3; Utilities 1.1.1, 1.1.2, 1.1.3, 2.1.1)	City of Stevens Point – Community Development, Media	Immediately & ongoing
2. Encourage Alders to utilize discretionary funds to support neighborhood social events, neighborhood-level projects, and build communication networks through direct mailings. As examples, recurring events can help support: a. Use of existing parks, parking lots, and other locations b. Fundraising for community groups, parks, housing programs, and area schools c. Connecting student and non-student residents d. Piloting small neighborhood initiatives, such as the desired produce-sharing program If funds are inadequate to support events, establish a neighborhood project fund for groups of residents to apply for. (IGC 2.2.1; ED 2.1.2, 2.1.3; ANC 1.2.1).	City of Stevens Point – Community Development	2024
3. Establish a public-projects review policy to ensure the elements below are considered in street and utility projects. Acknowledging these elements are already considered by staff, list these elements publicly to increase community awareness: a. Street and ROW width to accommodate street trees and other landscaping. b. ROW landscaping options and requirements upon reconstruction or new construction. Prioritize options that do not require irrigation and active management. c. Traffic calming measures and designs (Urban Street Design Guide). d. Safe Routes to School verification. e. Sidewalk Continuation Plan verification, including presence of pedestrian-level lighting. f. A priority intersections list, pre- and post-construction for monitoring. g. Underground utility cost review. (IGC 3.1.1; Transportation 1.1.1, 1.2.2, 1.2.3, 2.1.1, 2.1.2, 2.3.1; ANC 1.1.1; Utilities 1.2.1, 2.2.1; Land Use 2.1.1, 2.1.2, 2.1.3)	City of Stevens Point – Engineering, Community Development, Utilities	Immediately
4. Establish a City-Volunteer system for the following departments: Central Transportation; Parks, Rec. & Forestry; Community Development. This system should include volunteer management training for staff, and used to support the following programs:	Central Transportation; Parks, Recreation, and Forestry; Community Development	2024

a. Public Space Tree Management b. Neighborhood Association development and neighborhood event-hosting that incorporates students c. Housing support programs (Housing 1.3.1; IGC 2.2.1; Transportation 3.1.2; ANC 1.1.2; ED 2.1.2, 2.1.3, 2.1.4)		
5. Directly acquire land identified in the Goerke-Washington plan for redevelopment or encourage existing owners to sell to developers. (Housing 1.1.1; ED 1.3.2; Land Use 1.2.5, 1.3.1, 1.3.3)	City of Stevens Point – Community Development	2024
6. Confirm city-wide interest in improved bicycle route identification. Redesign route markings for bicycle routes using a public art component. (Transportation 2.1.3)	City of Stevens Point – Community Development	2024
7. Complete the following tasks for the Stanley Street corridor: a. Complete a targeted area master plan. (Housing 1.2.1; ED 1.2) b. Establish a form-based code and sample designs. This code may be transferable to other regions in the City that aspire to similar objectives of local ownership in pedestrian-friendly areas. (Housing 1.2.2; Transportation 1.3.1; ED 1.3.1; Land Use 1.2.1, 1.2.2, 1.2.3) c. Established a Tax Increment District around the corridor. Include benefits for energy efficient design practices, underground power (Land Use 1.2.4) d. Attempt to form a Stanley Street Business Association to expand support programs and guide redevelopment (ED 1.1.2, 1.1.3; Utilities 1.1.4;)	City of Stevens Point – Community Development; Stanley Street Business Community	2023 (form-based codes) 2025 (Targeted Area Master Plan, Stanley Street Business Association) 2027 (TID)
8. Complete negotiations with the Town of Hull on a boundary and services agreement. This agreement should: a. Identify land interior to Stevens Point and their associated land uses (Housing 1.1.1; IGC 1.1.1). b. List services that can be consolidated and reduce wear on public infrastructure, such as waste removal. c. Identify properties and existing tools to decrease private well and septic systems within the Groundwater Protection Districts. Create new tools to assist residents to transition to city water and sewer (IGC 1.1.2).	City of Stevens Point – Community Development; Plan Commission	2024
9. Publicly adopt changes to the Future Land Use Map for the Goerke-Washington neighborhood. (Housing 1.1.2, 1.2.2; Land Use 1.1.1, 1.3.1, 1.3.2, 1.3.3, 1.3.4, 1.4.1, 1.4.2; ANC 2.2.1)	City of Stevens Point – Community Development; Plan Commission	Immediately
10. Review zoning code and integrate zoning code recommendations into an internal or external zoning code rewrite (Housing 1.2.2, 2.1.2; Land Use 1.1.2, 1.3.5)	City of Stevens Point – Community Development; Plan Commission; Residents	2023
11. Implement, revise, or retain the following ordinances and programs based on resident recommendations: a. A comprehensive lighting ordinance (Land Use 2.2.1) b. A “buffer” ordinance between commercial and residential districts (Land Use 2.2.2)	City of Stevens Point – Community Development; Residents	Immediately & ongoing

c. City parking, overnight parking, and driveway codes (Land Use 2.3) d. Public Space Tree Management (ANC 1.1.2) e. Participation in the UWSP Housing Education Fair and additional student-housing initiatives (Housing 3.1.1; IGC 2.1.1, 2.1.2) f. Multifamily Rental Conversion to incorporate ownership options (Housing 1.3.2) g. Rental inspection program (Housing 3.2.3) h. Drafted Neighborhood Improvement Program (Housing 3.2.4)		
12. Implement transportation system revisions specific to Goetke-Washington (Transportation 1.2.1, 1.2.3, 2.2.1, 2.2.2, 2.2.3; ANC 2.2.2)	City of Stevens Point – Engineering, Streets	Immediately & Ongoing
13. Provide direct financial assistance to, and coordinate easements with, the Green Circle Trail to bring the trail off roads and create access to the West side of Rogers Park (Transportation 2.1.2; ANC 2.2.2)	City of Stevens Point	Immediately & Ongoing
14. Pilot a local developer's course, including a local homebuilder forum with City staff (Housing 2.1.1, 2.1.2, 2.1.3)	City of Stevens Point – Community Development	2025
15. Schedule an annual meeting between City Community Development staff, UWSP faculty and student leadership, and UWSP Planning Staff to gauge success of and modify initiatives (Housing 3.1.1, 3.1.2; IGC 2.1.1, 2.1.2)	City of Stevens Point – Community Development	Immediately & Ongoing
16. Implement recommendations in the Comprehensive Outdoor Recreation Plan and continue to connect groups to the Parks, Recreation, and Forestry department and Alders for specific park improvements. (ANC 2.1.1, 2.1.2)	City of Stevens Point – Parks, Recreation, and Forestry, Community Development	Immediately & Ongoing
17. Interview local non-profits and investigate the opportunity for an indoor community center. Those interviewed should include residents, alders, activity and recreation groups, food pantries, the Aging & Disability Resource Center, and foundations. (ANC 2.1.3; Land Use 1.4.3)	City of Stevens Point – Parks, Recreation, and Forestry, Community Development; Residents	Immediately & Ongoing

Appendix A

Select Neighborhood Demographics



Demographic and Income Comparison Profile

Goerke/Washington
Area: 1.91 square miles

Prepared by Esri

Census 2010 Summary

Population	7,478
Households	1,949
Families	825
Average Household Size	2.33
Owner Occupied Housing Units	1,000
Renter Occupied Housing Units	950
Median Age	22.3

Census 2020 Summary

Population	6,902
Households	1,945
Average Household Size	2.21

2022 Summary

Population	6,821
Households	1,950
Families	776
Average Household Size	2.16
Owner Occupied Housing Units	1,079
Renter Occupied Housing Units	871
Median Age	23.2
Median Household Income	\$43,277
Average Household Income	\$75,368

2027 Summary

Population	6,849
Households	1,979
Families	789
Average Household Size	2.15
Owner Occupied Housing Units	1,095
Renter Occupied Housing Units	884
Median Age	23.2
Median Household Income	\$45,711
Average Household Income	\$85,037

Trends: 2022-2027 Annual Rate

Population	0.08%
Households	0.30%
Families	0.33%
Owner Households	0.29%
Median Household Income	1.10%



Demographic and Income Comparison Profile

Goerke/Washington
Area: 1.91 square miles

Prepared by Esri

2022 Households by Income	Number	Percent
<\$15,000	321	16.5%
\$15,000 - \$24,999	169	8.7%
\$25,000 - \$34,999	351	18.0%
\$35,000 - \$49,999	215	11.0%
\$50,000 - \$74,999	282	14.5%
\$75,000 - \$99,999	176	9.0%
\$100,000 - \$149,999	246	12.6%
\$150,000 - \$199,999	70	3.6%
\$200,000+	119	6.1%
Median Household Income	\$43,277	
Average Household Income	\$75,368	
Per Capita Income	\$23,914	

2027 Households by Income	Number	Percent
<\$15,000	284	14.4%
\$15,000 - \$24,999	137	6.9%
\$25,000 - \$34,999	383	19.4%
\$35,000 - \$49,999	241	12.2%
\$50,000 - \$74,999	187	9.4%
\$75,000 - \$99,999	168	8.5%
\$100,000 - \$149,999	359	18.1%
\$150,000 - \$199,999	91	4.6%
\$200,000+	129	6.5%
Median Household Income	\$45,711	
Average Household Income	\$85,037	
Per Capita Income	\$26,964	

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

June 01, 2023



Demographic and Income Comparison Profile

Goerke/Washington
Area: 1.91 square miles

Prepared by Esri

2010 Population by Age	Number	Percent
Age 0 - 4	161	2.2%
Age 5 - 9	161	2.2%
Age 10 - 14	177	2.4%
Age 15 - 19	2,035	27.2%
Age 20 - 24	2,583	34.5%
Age 25 - 34	554	7.4%
Age 35 - 44	356	4.8%
Age 45 - 54	452	6.0%
Age 55 - 64	378	5.1%
Age 65 - 74	262	3.5%
Age 75 - 84	236	3.2%
Age 85+	122	1.6%

2022 Population by Age	Number	Percent
Age 0 - 4	147	2.2%
Age 5 - 9	131	1.9%
Age 10 - 14	135	2.0%
Age 15 - 19	1,547	22.7%
Age 20 - 24	2,296	33.7%
Age 25 - 34	681	10.0%
Age 35 - 44	420	6.2%
Age 45 - 54	339	5.0%
Age 55 - 64	420	6.2%
Age 65 - 74	348	5.1%
Age 75 - 84	235	3.4%
Age 85+	122	1.8%

2027 Population by Age	Number	Percent
Age 0 - 4	151	2.2%
Age 5 - 9	136	2.0%
Age 10 - 14	134	2.0%
Age 15 - 19	1,541	22.5%
Age 20 - 24	2,261	33.0%
Age 25 - 34	564	8.2%
Age 35 - 44	540	7.9%
Age 45 - 54	350	5.1%
Age 55 - 64	377	5.5%
Age 65 - 74	405	5.9%
Age 75 - 84	268	3.9%
Age 85+	124	1.8%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

June 01, 2023



Demographic and Income Comparison Profile

Goerke/Washington
Area: 1.91 square miles

Prepared by Esri

2010 Race and Ethnicity

	Number	Percent
White Alone	6,955	93.0%
Black Alone	79	1.1%
American Indian Alone	38	0.5%
Asian Alone	261	3.5%
Pacific Islander Alone	4	0.1%
Some Other Race Alone	39	0.5%
Two or More Races	102	1.4%
Hispanic Origin (Any Race)	177	2.4%

2020 Race and Ethnicity

	Number	Percent
White Alone	5,738	83.1%
Black Alone	318	4.6%
American Indian Alone	91	1.3%
Asian Alone	416	6.0%
Pacific Islander Alone	8	0.1%
Some Other Race Alone	88	1.3%
Two or More Races	244	3.5%
Hispanic Origin (Any Race)	277	4.0%

2022 Race and Ethnicity

	Number	Percent
White Alone	5,629	82.5%
Black Alone	332	4.9%
American Indian Alone	91	1.3%
Asian Alone	418	6.1%
Pacific Islander Alone	8	0.1%
Some Other Race Alone	89	1.3%
Two or More Races	254	3.7%
Hispanic Origin (Any Race)	282	4.1%

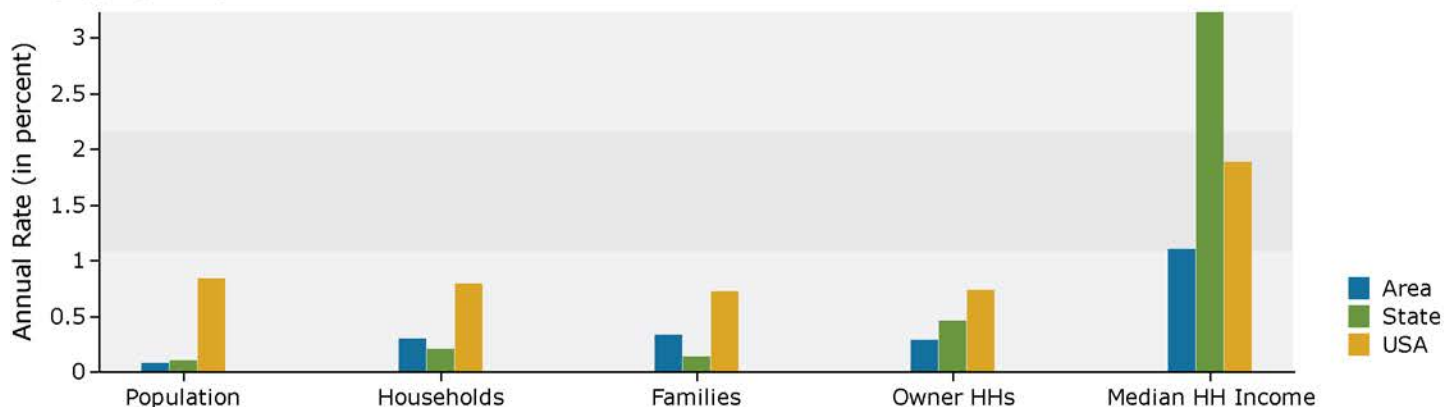
2027 Race and Ethnicity

	Number	Percent
White Alone	5,650	82.5%
Black Alone	333	4.9%
American Indian Alone	92	1.3%
Asian Alone	425	6.2%
Pacific Islander Alone	8	0.1%
Some Other Race Alone	90	1.3%
Two or More Races	252	3.7%
Hispanic Origin (Any Race)	282	4.1%

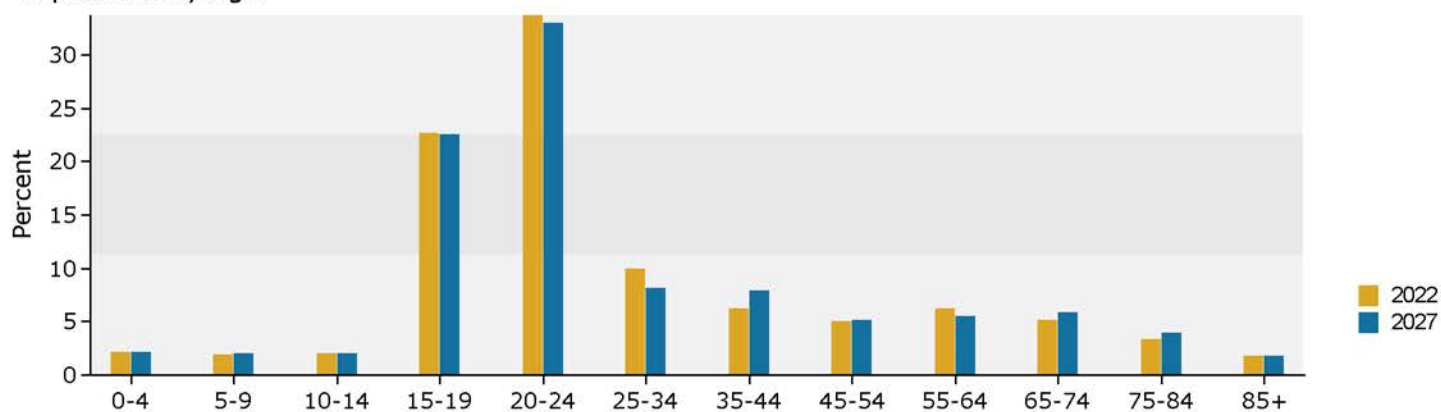
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

June 01, 2023

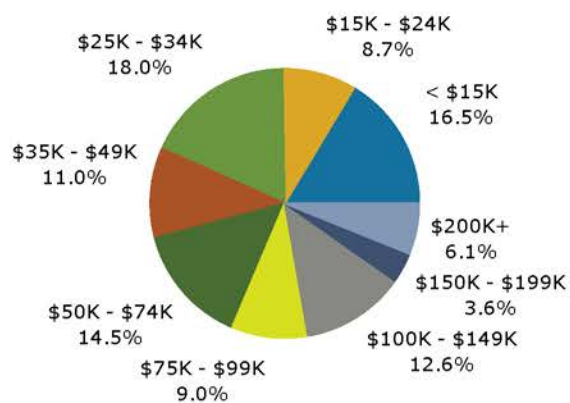
Trends 2022-2027



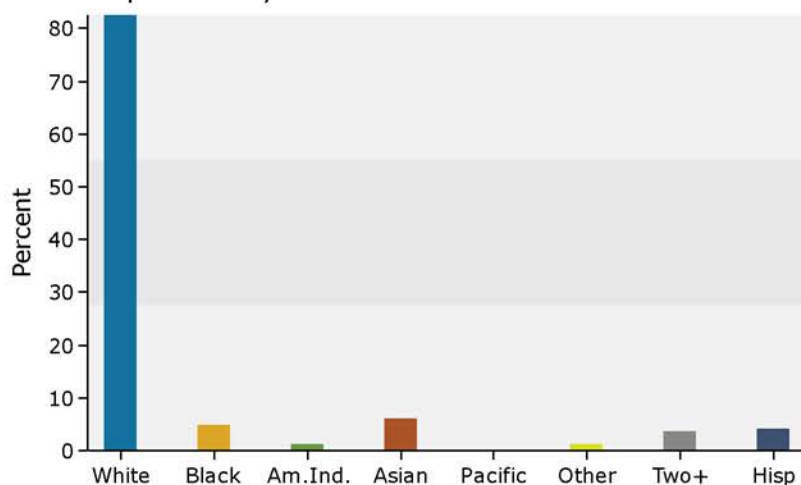
Population by Age



2022 Household Income



2022 Population by Race





Business Summary

Appendix B: Business Summary

Polygon
Area: 1.91 square miles

Data for all businesses in area

Total Businesses:						218
Total Employees:						4,173
Total Residential Population:						6,821
Employee/Residential Population Ratio (per 100 Residents)						61
by SIC Codes						
Agriculture & Mining Construction Manufacturing Transportation Communication Utility Wholesale Trade	Number	Percent	Number	Percent	Employees	
	1	0.5%	2	0.0%		
	4	1.8%	15	0.4%		
	1	0.5%	4	0.1%		
	1	0.5%	1	0.0%		
	4	1.8%	29	0.7%		
	0	0.0%	0	0.0%		
	1	0.5%	8	0.2%		
	40	18.3%	539	12.9%		
	0	0.0%	0	0.0%		
Retail Trade Summary Home Improvement General Merchandise Stores Food Stores Auto Dealers, Gas Stations, Auto Aftermarket Appliances & Accessory Stores Furniture & Home Furnishings Eat-in & Drinking Places Miscellaneous Retail	0	0.0%	0	0.0%		
	0	0.0%	0	0.0%		
	3	1.4%	38	0.9%		
	6	2.8%	116	2.8%		
	1	0.5%	2	0.0%		
	2	0.9%	4	0.1%		
	17	7.8%	302	7.2%		
	11	5.0%	76	1.8%		
	26	11.9%	1,721	41.2%		
	4	1.8%	59	1.4%		
Finance Insurance, Real Estate Summary Banks, Savings & Lending Institutions Securities Brokers Insurance Carriers & Agents Real Estate, Holding, Other Investment Offices	1	0.5%	2	0.0%		
	9	4.1%	1,601	38.4%		
	12	5.5%	59	1.4%		
	123	56.4%	1,600	38.3%		
	4	1.8%	39	0.9%		
	6	2.8%	35	0.8%		
	15	6.9%	216	5.2%		
	29	13.3%	452	10.8%		
	3	1.4%	11	0.3%		
	21	9.6%	378	9.1%		
Services Summary Hotels & Lodging Automotive Services Motion Pictures & Amusements Health Services Legal Services Education Institutions & Libraries Other Services Government Unclassified Establishments	47	21.6%	470	11.3%		
	8	3.7%	254	6.1%		
	9	4.1%	0	0.0%		
	218	100.0%	4,173	100.0%		

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.
Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



Business Summary

Polygon
Area: 1.91 square miles

Prepared by Esri

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by NAICS Codes

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.5%	1	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	4	1.8%	15	0.4%
Manufacturing	2	0.9%	8	0.2%
Wholesale Trade	1	0.5%	8	0.2%
Retail Trade	22	10.1%	234	5.6%
Motor Vehicle & Parts Dealers	6	2.8%	113	2.7%
Furniture & Home Furnishings Stores	1	0.5%	1	0.0%
Electronics & Appliance Stores	1	0.5%	2	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	3	1.4%	38	0.9%
Health & Personal Care Stores	4	1.8%	50	1.2%
Gasoline Stations	0	0.0%	4	0.1%
Clothing & Clothing Accessories Stores	1	0.5%	2	0.0%
Sport Goods, Hobby, Book, & Music Stores	2	0.9%	6	0.1%
General Merchandise Stores	0	0.0%	0	0.0%
Miscellaneous Store Retailers	2	0.9%	19	0.5%
Nonstore Retailers	2	0.9%	0	0.0%
Transportation & Warehousing	0	0.0%	0	0.0%
Information	5	2.3%	63	1.5%
Finance & Insurance	14	6.4%	1,662	39.8%
Central Bank/Credit Intermediation & Related Activities	4	1.8%	59	1.4%
Securities, Commodity Contracts & Other Financial	1	0.5%	2	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	9	4.1%	1,601	38.4%
Real Estate, Rental & Leasing	11	5.0%	49	1.2%
Professional, Scientific & Tech Services	14	6.4%	191	4.6%
Legal Services	3	1.4%	11	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	5	2.3%	35	0.8%
Educational Services	22	10.1%	351	8.4%
Health Care & Social Assistance	38	17.4%	621	14.9%
Arts, Entertainment & Recreation	13	6.0%	211	5.1%
Accommodation & Food Services	21	9.6%	341	8.2%
Accommodation	4	1.8%	39	0.9%
Food Services & Drinking Places	17	7.8%	302	7.2%
Other Services (except Public Administration)	27	12.4%	130	3.1%
Automotive Repair & Maintenance	5	2.3%	34	0.8%
Public Administration	8	3.7%	254	6.1%
Unclassified Establishments	9	4.1%	0	0.0%
Total	218	100.0%	4,173	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

December 14, 2022

Appendix C

Neighborhood Characteristic Responses

What is something special about your neighborhood?	Imagine the neighborhood that is perfect for you. How is it different than your neighborhood now? Be bold!
Safe	This neighborhood is perfect for our needs and desires
Close to schools, friendly neighbors, lots of people always out and about walking, biking, recreating, friendly	My perfect neighborhood needs more bike lanes and pedestrian lanes that allow access to campus and business that EASILY navigate very busy roads (i.e. Stanley or Michigan streets)
Everything is within walking distance, our neighbors are amazing!	Bigger lots but that's about it
It is walkable to Schmeekle, downtown, the university, and Goerke!	Better parking and an update of Emerson Park.
Goerke Park, Schmeekle Reserve, UWSP, Green Circle Trail, Sentry, Hospital, Schools	No parking in yards
Tree-lined streets, Green Circle bike trail and great parks.	Better public transportation options (bus is only once/hour and only one direction) and walkable cafe/restaurant options would be nice, otherwise this is a wonderful place to live.
The proximity to the university is a benefit, and a negative because of the youthful neighbors who are more interested in themselves than others.	More diverse
High quality and unique housing	I'd like to see more diverse businesses nearby, offering interesting food/drink, entertainment, and additional jobs. I'd like to see neighbors recreate with one another more frequently.
I love the shade trees. City forestry does a great job.	I could do with another park or two, or a better shaded park. The new tree plantings in Atwell Park are a step in the right direction. I'd like to see more educational signage, which could be neighborhood maps in the parks, or historical markers, or environmental information.
All the wooded areas in our neighborhood that host lots of wildlife - off East Maria, Ridge Road, and Janick; schools and athletic fields; parks; police dept.	More retail stores and a restaurant(s), coffee shop would help make it more perfect.
Quiet and safe, especially for kids	More neighborly interaction
Especially nice caring neighbors, in quiet setting.	More space for double garages and on site parking
Close to the university, making it possible to walk or to cultural events there. Close to Schmeekle Reserve as well.	My perfect neighborhood would be quieter in the evening. College students living in housing in my area sometimes have loud parties late at night, and the bar crowd leaving partners are noisy, too. We also don't appreciate the cars and motorcycles playing loud music and revving engines at our intersection. But that goes with the territory of living near an intersection, I guess.

I am able to get to know my neighbors who are owners much more than those who are renters.	Everyone takes care of their houses and yards. Car drivers do not speed down my street and are careful of the cyclists. Dog walkers always pick up their dog waste on the sidewalks and lawns. Neighbors are mindful of keeping the noise down when having guests or parties, and end at 10 pm when most of us have to sleep.
Proximity to good schools and parks	More bike lanes
Diversity which has both positives and negatives	Regular inspections of income (rental) properties. More green space, picnic and playground area. Less densely populated (tighter restrictions on the number of occupancy).
It's a neat collection of homes that were built in the 1940's.	The neighbors could be more respectful, there could be more trees along the road to dampen noise and add beauty.
The community feel	More walkable & safer for kids to play outside without sometimes speeding/erratic vehicle traffic cutting through the neighborhood
Some neighbors	NO home rentals
Close to University and gerke Park	Off-road bicycle path and walking trail
I live in the "tiny houses" neighborhood and I love the post WWII starter homes.	I'm on the line between family and student housing. I wish both groups were equally friendly. I would love to see more small places for shopping-something more like a neighborhood in a large city, like a bakery and a small grocery store. I also wish there was more diversity in restaurant options. A dozen bad pizza places is just an over abundance of bad pizza. A Thai restaurant would be a dream come true. It'd be great to have a better option for entering and exiting the hospital parking lot; what exists now is a death trap. I would love more neighborhood activities, even if they weren't restricted to this neighborhood, and even if I never went to them. Outdoor yoga? Movie nights? Things that families can enjoy that don't necessarily center around alcohol.
It is mid-century with some nice residential architectural examples, parks, safe to walk and overall quiet without feeling like an HOA is lurking about. Neighborhood Associations might be fine, but they can also become de facto HOAs, which is why I am not a fan of such things and did not join the online version that opened up a few years ago.	The entire region needs more diversity and less old boy network silliness. I like how this neighborhood is from a layout standpoint, but there really isn't a spirit to it. The template has been sterile landscapes for so many decades, I believe it has affected how we interact with one another. All very meticulous and dull.
It is a neighborhood people take pride in.	Not different at all.
Great neighbors.	City supported composting. Better public spaces. Parks with shelters, benches, tables, shade. More quality affordable housing.

This neighborhood has been fine and does not need change. Single family homes. Stop over regulating street parking. We dislike the forced agenda the city council is on. Stop trying to change and cause things to be more dangerous	Leave it alone. Stop forcing people to take on councils objective
Goerke Park is an amazing resource with so many school and public activities taking place there all the time.	We need more neighborhood shops and restaurants.
Lovely older homes with character. Homes near each other to and serviced by sidewalks that make it quite inviting to walk. It's a great neighborhood for trick-or-treating and for seeing homecoming parades.	More solar energy use. Maybe docking stations for electric vehicles. Maybe community art installations. Encourage absentee landlords to sell their homes rather than rent them out.
Near downtown	It wouldnt be as transient as it now with the students; there would be a greater number of full-time, permanent residents (first-time buyers, young professionals, retirement age homeowners) who would take greater care of both property and their fellow homeowners in the neighborhood. The only good thing about the students (if they are loud party-ers) is that they are usually gone after a year!
I love how much nature and wildlife thrives here. Being able to be so close to a city but also have such a close connection with nature is something that is hugely important to me and that I love about Stevens Point (and my neighborhood in particular). I also love walking/driving around and seeing all the diversity of people, the pride flags and BLM signs on so many houses. As a queer person, it makes the neighborhood feel safe and welcoming for me.	First, it would not have apartments next to car dealerships, or at least more firm regulations on them. The lights from the car dealership next to my apartment building shine directly in the windows all year, and the work they are doing the drainage ditch nearby shakes the entire building. Even when they are not working on the drainage ditch they are extremely loud, which is somewhat understandable due to the nature of repairing cars, however as someone who works from home it makes it almost impossible to concentrate on work while they are working. Additionally, they do not properly secure their garbage and let it blow away with the wind - leaving plastic sheets stuck in the trees and garbage all along the sidewalk on the apartment property. Secondly, I would love to see anti mono-culture efforts made in the neighborhood to preserve local flora. The prevalence of grass lawns goes through so much unnecessary water, herbicides, and maintenance that just causes extra expenses and harm to the environment. It would be super cool if the neighborhood partnered with UW Stevens Point or Schmeekle Nature Reserve to come up with proposals for the neighborhood to promote better use of the space or even encourage community gardens.
Proximity to and access to Schmeekle.	Better walkability, especially around large streets such as Stanley and main, they both are an be difficult and dangerous to cross.

Good Streets and sidewalks	This would have greatly reduced, strictly regulated rental properties including ANY other business structures that are adjacent to residential properties. No overcrowding of tenants causing excessive intrusive traffic patterns and attendant disturbances. Stock, detritus or waste from a any business would be contained or screened from casual view, i.e. you wouldn't look out your living room window to view dilapidated vehicles, tires and other automotive waste or storage, this would at least be screened from view.
People	Kind of hard to beat perfect!
I am new to Stevens Point, only living here for 1 month so far	Better/more bike paths to cross interstate 39. HWY 10/Main street is very unfriendly. Make all access to businesses off side streets, make are more walkable/bike friendly.
Area around Old Main is like no other in the city. The OMNA region should be looked at as a separate location needing special thinking and planning, not lumped in with the rest of the city. It has Special needs, Special qualities, and a special future depending how the city looks at this area in a positive or negative way.	I like our neighborhood and the majority of the the neighborhood people. I believe the city is missing a great opportunity to create something truly unique to our city. The possibilities are there but need supported vision.
Being close to Goerke, St. Michael's Hospital, and to the UW add a definite vitality to our neighborhood.	Not having semi trucks drive down my street would improve the neighborhood.
The continuing development of Emerson Park is a wonderful effort, I hope results will show soon.	More gatherings to pull neighbors together & more often more of the time.
The tree cover, unique homes, and an absence of sidewalks.	More connection amongst neighbors for shared services/items. A neighborhood Facebook page. Cut Green Avenue so that it is not a through route.
I don't know anything special about my neighborhood.	Maintained sidewalks that are flat and even, no upheaval from trees and no pine trees. More involvement from college students living in area.
Easy access to Goerke, Shmeekle, Green Circle	Even more things would be walkable. Locally owned shops and services where I knew the owners. Neighbors would interact even more than they do. It would be easier to cross Main st. To get to Metro Market and iverson park
We truly lookout for one another.	More ethnic diversity.
We are adjacent to Schmeekle Reserve, which is wondful, The Green Circle Trail, and UWSP.	I would like every house and business to be energy efficient, with solar panels, so the city can generate and share electricity. I would like more EV charging stations. I would like more natural lawns and fewer people using gas mowers and blowers to manicure their yards. I would like less traffic noise from Stanley and I-39. I would like fewer restaurant chains and businesses and more local ones. And, I would like downtown Main Street closed to vehicular traffic and maintained as a walking mall.

UWSP, Schmeckle Reserve, Green Circle Trail	Businesses and residences would all have solar panels and share energy within the neighborhood. There would be more natural lawns with native plantings and with no needed chemicals applied.
Access to Schmeckle, the Green Circle, and a short walk or bike to work. The combination of convenience and access to nature, in combination with the cost of living, are why I live in this community.	It would maintain bikeability to work and access to Green Circle and Schmeckle, and there would ALSO BE coffee shops, vibrant restaurants, more dense housing that has mixed income levels . . . Stanley Street is such an opportunity for added vibrancy and dense housing. Let's do this!
Temporarily no	Many people, lively
It's quiet for the most part, except for when people speed past on Main Street.	Less people speeding and making exhausts pop. A few more basketball courts. Feeling like I can take a walk and not possibly get run over.
Most people are friendly.	A coffee shop
Is very nice	It's good now, because the neighbors are nice
We help each other and talk a lot	It's good now, because the neighbors are nice
There wasn't much verbal communication, and there weren't any fights	I hope neighbors can help each other and communicate more.
They get along with me very well, very friendly	In my opinion, the neighbors here are already very good, not too many ideas
diverse and friendly neighbors greeting and looking out for each other, while utilizing outdoor and multi-recreational/seasonal activities, i.e. parks, Georke, Schmeckle, Green Circle, schools, UWSP, and churches.	More opportunities to meet other neighbors. See more stars in the night sky. Opportunities to share resources, ie. tools, lawn mowing, extra fresh food.
We have access to great sports facilities, elementary and middle school, grocery store within a mile, couple of restaurants and major employers within walking/ biking distance. Also, lots of quiet, low traffic streets and huge trees for shade.	Narrower streets, more diverse gardens instead of lawns, more front porches with people on them. More kids playing in fronts of houses.
Have lovely friendly neighbors	There would be sidewalks on Green Avenue making it safe to walk.
The neighbors are friendly, concerned about one another and know one another. In my area, we are holding our 5th neighborhood picnic.	AS mentioned earlier, there is getting to be some high speed traffic on Minnesota.
Everyone seems very kind here and is willing to be social but also is respectful towards each others privacy	Hmmm, I would say maybe being more social with my neighbors and having small get togethers?
I have wonderful neighbors. The neighborhood is quiet and peaceful, but still close to grocery and pharmacies.	I'm pretty lucky to be in my neighborhood

Quiet and no bike paths but unbelievably there are still people riding their bikes. Crazy isn't it!!!	Less progressive BS
I appreciate the mix of homeowner ages	Stores to shop for clothes and interesting bars and restaurants
I enjoy having the activities from the pool and ice rink nearby.	Not much different than it is now.
Plenty of areas to walk . Schmeekle Reserve	Replace neon street lights with regular lights that don't hurt your eyes.
Tree lined streets	Less traffic
We're very close to Schmeekle and the Green Circle Trail!	I would like a Woodman's for variety and affordability. We live on a connector street (Wilshire Blvd N); it would be nice if people didn't speed down it to get from North Point to Stanley or visa versa.
We live in an area that was developed later and because of that our lots are larger and it feels more rural. People are friendly around here and look out for each other.	We would have sidewalks so that we could walk in the winter without being afraid of getting hit by a car. There would be more crosswalks across Stanely street so that when walking or biking you aren't taking your life in your hands.
Quiet	My neighborhood is just fine.
Being right on the edge of the UWSP campus yet still having a quiet street is amazing.	We are very happy with our neighborhood!
Good school. Close to the pool, the University, the hospital, downtown and the library. Good biking, and walking opportunities.	Parks with more trees.
Great neighbors! Convenient to opportunities for recreation, shopping, health care, services.	More trees!
good neighbors	streets would be repaired
No.	N/A
Goerke and Willet arena	Some additional restaurants
It's safe and everyone is friendly	It's not any different! I've lived in Madison, Oshkosh, and Marshfield. My current neighborhood is the safest, friendliest, centrally located for activities, and most beautiful that I've lived in.

It is modest middle income. It has a good mix of young and older families. It is great to see the transition of housing from our elders whose children have left to those that are younger with children. It is wonderful to see the children playing and learning at Washington school. It is great to be able to take our grandchildren to parks and a swimming pool that are only blocks away. We also have great access to go north to Wausau, west to Marshfield, east to Waupaca/Appleton, and south to Plover or Madison. You don't get this in any big city.	New and more complete road system. More pride of ownership in some (not terribly many) of the homes in the area. Better timed stoplights at Main and Sunset/Wilshire. More efficient and less disturbing streetlights. Lighted intersections are good. Other lights need to be thoughtfully considered.
We have the university right down the block!	It would have beautiful elm trees forming an arch over the street. It would NOT have ambulances that don't turn off their sirens when approaching the hospital. And maybe a small neighborhood wine bar nearby.
Variety in age of owners	Less apartments
safe, quiet	less apartment development, more enforcement to make residents clean up junk & mow
Friendly neighbors growing fun plants.	No fireworks or excessively loud trucks/motorcycles.
trees	a better mix of residential and business spaces
Washington, PJs, Goerke, proximity to UWSP, and all of the awesome and diverse people	Year round pickleball facility
There is a neighborhood park only one block from our house.	No asshole neighbor.
Historic homes	No student rentals in older homes.
It is mostly quiet and safe for retirees.	No "in your face" political signs, flags, etc.
A neighborhood feel, but near to many services.	Sidewalk and curb on all streets. More trees. No RV's, old cars or pontoon boats parked in yards.
Near Schmeeckle and love seeing the wildlife	More local retail stores like downtown but on Stanley St, lots of businesses but not a variety of fun retail or cafes/coffee shops on Stanley
Great neighbors, always willing to help me. Very friendly. All the trees and wooded areas. Iverson Park and all it offers	There would be a 70year old nice man knocking on my door. How's that for bold!!! I guess getting Ridge Roadfixed would be great!
Great location	I'm happy with my neighborhood
Georke and KB willet arena. Both need better parking and entry options.	Not sure. Need more events. More get together with neighbors. More green energy. Get rid of power cables above land. Put and require more trees. Residential and commercial need to have trees. Too many houses have been cutting down trees without replacing them with new growth potential.

Quiet, demographically diverse	More dinning options that are walking distance
Great location, great neighbors. Safe for kids	Budgets are well managed and taxes stabilize or even drop.
quiet	leftists stop trying to turn the city into a cycling paradise
Diversity	More kids outside playing and having fun
All the trees lining the sidewalks	It would be in the mountains and have a pristine trout stream running through it. Other than that I don't really know.
The neighbors are friendly for the most part.	A mixture of housing and sidewalks throughout the whole neighborhood. Families throughout intermixed with singles. It would have great restaurants and a department store nearby. The local businesses would host events that would help the neighborhood foster fun, communication and appreciation for the citizens. The citizens in return would be able to support the businesses.
I love my neighborhood! I love the small town feel and I am close to the grocery and health care store!	Better water management on our streets. Ditches were put in a few years back. But they didn't help and only caused my front yard to look ugly.
Walkability to two large employers - ascension hospital, and uwsp. Allows many of us to walk or bike to work. This lifestyle factor matters a lot.	Traffic calming on Main Street near Lindbergh. Main Street traffic is regularly going 40 mph or faster.
Green space	Sidewalks on all streets
It encompasses a wide variety of demographics, from college students to families	Block parties! Better sidewalks. Public pool & splash pad.
My neighbors	Fewer dogs would improve the neighborhood.
The trees and diversity in my neighborhood. All the house are a little different and a diverse group of people.	An awesome Halloween trick or treating event. Everyone would go all out! Zombie crawl and all.
quiet	larger lots
It's a friendly place with a lot of walkers, cyclists, families, etc.	It would have sidewalks along every street. The edges of the streets would be smoothly paved, so that cyclists can worry less about potholes, crumbling pavement.
There is a lot of biking, walking, and running happening in my neighborhood. The city pool and Boys & Girls Club are also special resources.	Sidewalks on every street. Also, we need a coffee shop and an Indian restaurant.
Pride of ownership shows in the lawn and home care.	Better Restaurants within walking distance.
The mix of housing and wooded areas and access to the Green Circle Trail	Another restaurant and a coffee shop/bakery would be nice. Solar panels on every rooftop. Better biking and pedestrian infrastructure
Lots of trees Mostly friendly people	More low income housing that is high quality.

I love baking for my neighbors. I also enjoy receiving treats from them. If I needed a cup of sugar, I definitely feel more than comfortable to knock on their doors. I don't take that for granted in 2022	They would NOT cut down trees to make a sidewalk.
Quiet, lovely area! Many mature trees. Many walkers, runners, bikers and dog walkers pass by every day.	N/A
Goerke park is special, could use some new developments but such a great resource.	More green spaces, a new playground a Goerke, a new pool/aquatic center for the community
It is adjacent to the campus.	Our neighborhood would be a good mix of families and retirees in owner occupied homes. There would be much fewer rentals and those that remained would be affordable housing for single families or young couples starting out. There would be less emphasis on student housing due to the newer apartment units available. This would be a neighborhood that would appeal to faculty and staff instead of students.
Elementary and junior high walkable distance for kids	No rentals, well maintained yards, No swales, regular yard waste pick up, well maintained roads
We can come together when there is a power outage, but generally very private people.	Restaurant owner would take care of their spaces. Less division politically where the younger generations are listened to.
Proximity to downtown while out of the high-traffic area. Access to green space within easy walking distance. Atwell Park, Goerke Field, tennis courts, etc.	I love this neighborhood. Barking dogs (left unsupervised in yards for hours on end) can be an issue.
Mostly a residential area that provides easy access to the Green Circle. Parts feel like living in the country.	I would add some more businesses like restaurants within walking distance.
It is safe	Better street parking options
Charm and pride in the community.	It is ideal for us as is.
Diverse neighbors	More native landscaping
Centrally located	If I had an option, I wouldn't live in any neighborhood
Quiet area. Close to Schmeekle.	Plant trees and wildflowers.
Very convenient to many services, and relatively diverse (for Stevens Point). Love how close it is to the hospital, university, and Goerke Park. We are often able to walk or bike instead of driving.	I welcome students in the neighborhood, but much prefer students who genuinely desire to be respectful neighbors. We've had some wonderful student renters in the neighborhood, but also some who have created disturbances and not cleaned up.
People here are Midwest nice	Sidewalks would be nice; for walking in the winter. Bury the utility lines in the front and back yards. They are unsightly and impede the growth of trees.
Friendly, Schmeekle Reserve is close	NA

Easy highway access	Less commercial properties encroaching on residential
The goerke field facilities.	Stanley St. more developed.
Community and friendly neighbors	Cars going slower and being careful for kids. Better public transportation.
For the most part it's a good neighborhood but way too many apartment buildings.	No bike lanes as hardly anyone uses it, less apartment buildings, more trees and privacy
Our triangles on both ends of Sunset Fork provide character and green space. We are a unique neighborhood with interesting houses, large yards, curvy roads, we are on the green circle and have lots trees and green spaces.	I love my neighborhood! The only thing that could make it better is more interaction between neighbors.
Close to university and. Fire department	Better aligned sidewalks for the handicapped
Abundant green space, no sidewalks (Ridge Rd) , quiet, friendly ðŸŒŸ	Better street maintenance!
The University	Community gardens, roads without cracks and potholes, clear median lines on the side roads
Goerke Park	We would have an alderman that has a clue. The City would relax on all the permits needed for home/property improvement.
UW students (most of them are pretty good)	Better maintained student housing!!
The location is ideal for raising a young family.	Honestly, our neighbor is perfect for our family. It is close to stores, schools, and recreation. It is clean and safe. The only thing it's missing is a walkable local coffee shop or ice cream stand.
The teachers and staff at Washington School are wonderful. The Methodist church is a wonderful neighbor to all of us. The Boys and Girls Club provides tremendous service to families,	Neighborhood gatherings in neighborhood parks so people can get to know each other.
The trees, it's well established	Less cars. Mo
It is quiet	I can't think of anything specific
My neighborhood was a good, clean quiet area to live in, felt safe. I do not feel that way any longer.	I have been in my house for over 30 years and really liked where I live. It was a quiet clean area. However, in recent years, the rental owners have not vetted the renters very well. Some rentals have too many people living in them. Some renters are loud and do not pick up after themselves and let garbage lay in the yards (and fly into other yards). Also have a rental that has not been occupied for years & not maintained; there is junk in yards (front & back). The rental next door has a terrible smell in the backyard and its not garbage. Bottomline: There is no oversight on the rentals in my neighborhood and in my opinion the rental owners only care that they get paid (I suspect most are on Section 8 housing).
Individual home owners no rentals or home all owned corporate greed	More privacy

Lovely trees and birds	We would have mixed types of housing. More restaurants and walkable shops. Neighborhood gatherings. Shared machinery and tools. Fewer lawns and more native grasses and plants.
The amount of trees	Slower traffic. Larger lots
Quiet and calm	A perfect neighbor would have a mix of housing for various income levels to live together. They would have a small business section with small, local restaurants and shops. I think the key to growth in Stevens Point is mixing housing and income levels.
Neighbors	Gardens
The closeness to schools and access to other areas	Events held within the neighborhood, more street lightning,...
Friendly people	Aquatic center for kids
The green circle passes through, we have many small parks and green spaces, and the neighbors are so welcoming and friendly!	We have very few community events that take place in my neighborhood. We typically have to travel downtown or to campus for these events. I would love to see some smaller local events at some of the small parks in my neighborhood. Any decent sized road would have a dedicated bike lane and I would love to see artistic bike racks at each of the parks in my neighborhood.
It is close to all kinds of recreation and is quiet.	Nothing I can think of. I love my neighborhood!
It's relatively quiet. I appreciate that. Though it's interrupted by rude and loud trucks and others driving recklessly down my street.	Public transportation so steady and convenient I don't need a car. A library extension, a bakery, a coffee shop and ice cream spot. Maybe an arcade or some more extensive outdoor recreation opportunities and gathering spaces. Something to make it feel like a neighborhood instead of merely a collection of houses.
Quiet, safe, fun to have football and hockey games so close. It's great to see kids walking to and from school and have safe sidewalks for all pedestrians. I enjoy that Metro Market is so close for groceries and kwik trip is nearby 24 hours a day. I like that we have Schmeckle Reserve close enough for kayaking, running, and biking. I value having downtown close and walkable. I would also like to see the east side connected for pedestrians and bikers more than it already is. I would like to see the old fleet farm location developed since it's an eyesore.	I would love to see a covered area with bathrooms at Atwell Park. Fencing in the park may also increase usage since it can be dangerous for little kids and dogs currently. I'm excited for the development of Goerke for more sporting events!

The proximity to the elementary school, Goerke Park, Donald Copps Pool, and PJ Jacobs makes this neighborhood unique. It's walkable for students and families in the neighborhood. We benefit by being the epicenter for annual activities such as Homecoming parades and activities at UWSP.	Better street lighting, streets need repairs. Use of Goerke as a neighborhood gathering space to include food trucks, etc.
I live on the same street and have a close connection to my alderman.	My perfect neighborhood would have better public/community centers to congregate and get together. Ideally, events could be held here and youth and students could play. The city also lacks good public transportation as not all bus stops are sheltered and bus times are not efficient enough for people to use it well. The lack of small shops and grocery stores such as a mini-mart or convenience store in my neighborhood is also disappointing, most likely due to zoning. A small convenience/grocery store could have excellent benefits to the neighborhoods. Thank you for considering my perfect neighborhood.
The central location to many areas of point.	I'm not sure...
I love our proximity to the university and the number of historic homes in the neighborhood. I wish there were more affordable and safe housing opportunities for people of all ages and income types here.	More electric public transportation. Less personal vehicles. More neighborhood get togethers.
We are right next to Schmeeckle Reserve.	Mixed purposes for buildings (housing, shops, etc.). More pet friendly - easy to find trash cans, and spaces and transportation that allow pets. I prefer lived-in, comfortable, quirkier neighborhoods with a lot of options over perfect-looking neighborhoods with a lot of rules.
Safe, friendly, quiet	Diverse zoning. More mixed housing such as some apartments, duplexes and multi family homes mixed in tastefully with single family housing and a few shops sprinkled into neighborhoods.
Friendly and safe	More diverse zoning with shops, multi family homes and some apartments.
It's quiet!	More sidewalks. More public parks
Central location and access to businesses, highway access	Dog parks, more accessible playground equipment,
NA	NA
We have many friendly neighbors who all care about our area.	A neighborhood not controlled by our alderman. That's about it.
It's where I grew up	Bigger playground for kids. More stop signs to slow traffics.

The owner occupied homes on my block are very connected to each other. We take pride in the external appearance of our yards and all took advantage of the recent tree planting exercise by the city.	My neighborhood is perfect for me. I wish landlords/tenants were more engaged in safety, civic duty, and overall appearance of the part of the neighborhood they occupy. We have one neighbor who burns yard waste 24/7. It would be amazing if that could stop.
the mix of current residents & new residents, young & old, renting & owning and we all get along (for the most part).	better housing options for everyone, including more affordable rent and homes that are taken care of by landlords. nicer sidewalks and bigger native yards. more actual sit down restaurants within walking distance.
No HOA	Not being stuck in my home due to air pollution from a body shop that did not exist prior to my home acquisition, and according to rumor was built prior to all permits being obtained.
The young families and the kids	
I love having schmeklee and lake Jonas right next door	More Single family homes
I love my wooded neighborhood and the variety of homes in the area. I worry that the upcoming road work on my street, Ridge Road, will ruin much of the park like area.	When moving from out of state, my partner and I really wanted to find upscale condo living (not rental). I would love to see that available in Stevens Point.
It's overwhelmed by civic, educational, and healthcare development. Previous experience with neighborhood associations is negative, tend to be overwhelmed by personal bias and vendetta prone.	More waterfront easily accessible. Far less overwhelming institutional development.
It is a safe and made up of homeowners/residents.	I already live in a perfect neighborhood
	Speeding on Minnesota is an issue - 10:30pm / 5:30am; discounted swim hours for pool; shared food composting program is a good idea.



TO: City Plan Commission

FROM: Ryan Kernosky, Director of Community Development

DATE: October 3, 2023

RE: **Request from the City of Stevens Point to Acquire 1200 Main Street (Parcel ID 281240832202950)**

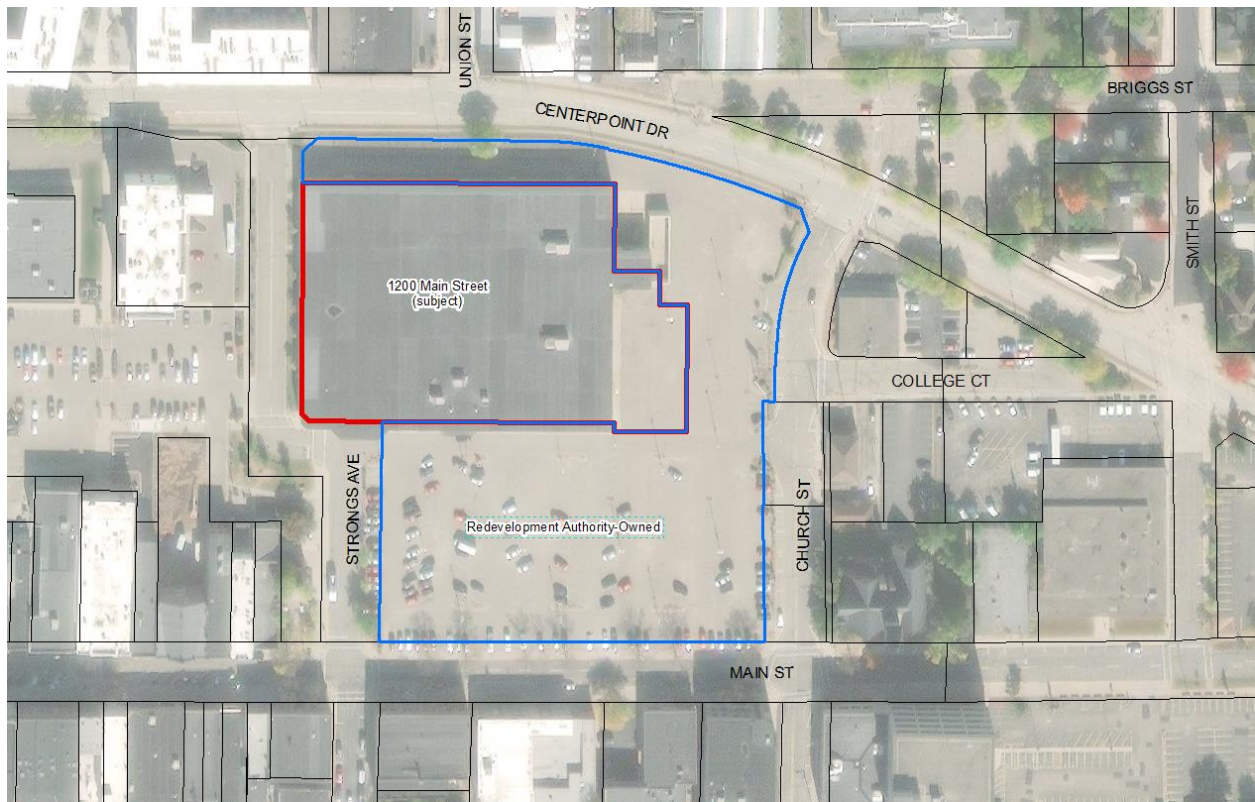
Commissioners –

Since early 2019, the former Shopko store in downtown Stevens Point has been vacant. While some attempts have been made by developers to repurpose the building, those attempts have either included a land use not compatible with downtown development (mini-indoor storage) or TIF ask was too high for the quality of the development proposed. This summer, City staff began considering acquisition of the property with the intent to redevelop the entire Shopko block in the coming years. With that in mind, the City has engaged with Vandewalle & Associates, an urban planning firm, to review the block of downtown and provide conceptual designs, blocking, and road configurations to enhance downtown Stevens Point. The City is currently working with two developers to consider development in the first phase of the project. The City finance committee met in closed session recently and has given the approval to pursue acquisition of the property. Pursuant to WI Stats. 62.23(5), the matter before the Plan Commission is to review the acquisition of the property only.

The City's Redevelopment Authority currently owns the parking lot around the Shopko property. Acquisition of 1200 Main Street would provide the City a significant block of downtown Stevens Point for future redevelopment. Any plans, developments, or other significant changes to the block would come before the City Plan Commission and the Redevelopment Authority.

Staff recommends APPROVAL as presented.

Thank you, please let me know if you have any questions.



Community Development Report, August 2023

Construction Report

New Construction	# of Permits	Location	Declared Valuation	Fees
Single Family	N/A	N/A	N/A	N/A
Two-Family	N/A	N/A	N/A	N/A
Multi-Family	N/A	N/A	N/A	N/A
Commercial/Industrial	2	South Point Plaza Storage Building (BLD/ZN/ELE) 2001 Patch St	\$186,000.00	\$700.00

Additions or Alterations	# of Permits	Declared Valuation	Fees
Residential	100	\$1,145,251.44	\$6,933.30
Commercial	39	\$1,293,234.10	\$8,100.94

Monthly Permits	Monthly Valuation	Monthly Fees	YTD Permits	YTD Valuation	YTD Fees
141	\$2,624,485.54	\$15,734.24	1062	\$57,948,402.07	\$250,508.25

2022	1114	\$86,800,613.87	\$318,458.00
2021	1313	\$44,178,585.76	\$207,649.38
2020	1302	\$128,917,561.40	\$326,316.61

Violation Report

Abandoned Vehicle on Property	4
Bulk Waste at Curb Early	35
Commercial Building Violation	3
Construction Work Without Permits	2
Debris on Property	15
Exterior Violations on House	1
Illegal Pets or Livestock	
Infestation	
Interior Housing Violations	1
Native Lawn Plan	
Potholes	+
Property Encumbrance	
Public Works Violation	1 +
Snow & Ice Removal - Sidewalk	
Tall Grass or Noxious Weeds	33
Trash Containers Improperly Stored	3
Vacant Building/Home	
Vehicle Parked on Grass	11
Vision Obstruction in Roadway or Intersection	5
Zoning Violations	7
Total Violations / Total Service Fees Billed	121 \$2,900
Voluntary Compliance Rate for Tagged/Verbal	25/35 71%

+ Referred to another department