Joint Meeting of the Common Council, Plan Commission, Redevelopment Authority, Transportation Commission & Park Commission

CITY OF STEVENS POINT
SPECIAL COUNCIL MEETING

Mid-State Technical College
LEAD Center
1001 Centerpoint Drive
Stevens Point, WI 54481

May 14, 2024
6:00 PM

AGENDA

Opening Section:

1. Call to Order & Roll Call - Common Council
2. Call to Order & Roll Call - Plan Commission
3. Call to Order & Roll Call - Redevelopment Authority
4. Call to Order & Roll Call - Transportation Commission
5. Call to Order & Roll Call - Park Commission

Consideration and Possible Action on the Following:

6. Presentation by City Staff and Consultant on the draft Downtown Targeted Area Master Plan.
7. A request from the City of Stevens Point to adopt the Downtown Targeted Area Master Plan.

Closing Section:

8. Adjourn

RMC – Revised Municipal Code

Persons who wish to address the Common Council may make a statement as long as it pertains to a **specific** agenda item. Persons who wish to speak on an agenda item will be limited to a five (5) minute presentation. Any person who wishes to address the Common Council on a matter which is not on the agenda will be given a maximum of three (3) minutes and the time strictly enforced under the item, "Persons who wish to address the mayor and council on non-agenda items." Individuals should not expect to engage in discussion with members of the City Council and City staff.

Any person who has special needs while attending this meeting or needing agenda materials for this meeting should contact the City Clerk as soon as possible to ensure 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.

Copies of ordinances, resolutions, reports and minutes of the committee meetings are on file at the office of the City Clerk for inspection during the regular business hours from 7:30 A.M. to 4:00 P.M.

City of Stevens Point
1515 Strongs Avenue
Stevens Point, WI 54481-3594

Department of Community Development
Adam Kuhn
Associate Planner
Zoning Administrator
Ph: (715) 346-1567
Fax: (715) 346-1498

MEMORANDUM

To: Common Council
Plan Commission
Redevelopment Authority
Transportation Commission
Park Commission

From: Adam Kuhn, AICP
Associate Planner / Zoning Administrator

Date: May 14, 2024

RE: Review & Consideration of the Downtown Targeted Area Master Plan

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Background: Thank you for taking the time to review the following pages relating to the draft Downtown Targeted Area Master Plan. City staff have been working expeditiously with Vandewalle & Associates in creating this draft planning document, taking into account public feedback received during the January 10th Joint Meeting and through several stakeholder conversations throughout the year.

Our meeting on May 14th will include a presentation on the draft planning document by City staff and the team from Vandewalle & Associates, followed by a discussion. The purpose of this discussion is to gather your critical feedback and incorporate any changes to the document as requested. If all parties are generally comfortable with the draft plan, possible adoption may be in order.

Prior to the May 14th meeting, please review the draft Downtown Targeted Area Master Plan and begin formulating comments and recommendations pertaining to your area of expertise (e.g., urban planning, parks, transit, etc.) for a substantive conversation.

If you have any questions, please reach out to Community Development Department staff at 715-346-1537 x1.

Open Records Rider: The City of Stevens Point is subject to Wisconsin Statutes relating to public records. Communication, such as this document, sent or received by City employees are subject to these laws. Unless otherwise exempted from the public records law, senders and receivers of City communication should presume that the communications are subject to release upon request, and to state record retention requirements.

CITY OF STEVENS POINT, WISCONSIN
TARGETED AREA MASTER PLAN
April 25, 2024

VANDEWALLE & ASSOCIATES INC.

MAIN STREET

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BACKGROUND AND INTRODUCTION

The Redevelopment Authority of the City of Stevens Point (City), with the assistance of urban planning and design firm Vandewalle and Associates, developed master plans (plan or plans) for the Downtown and Division Street corridor. While the resulting analysis, strategies, and action items are separated into a distinct plan document for each targeted area, they share a common long-term vision and many high-level recommendations. These recommendations provide a framework under which additional planning and decision-making may occur, as well as a logical sequence of actions that ultimately serve to implement the community's long-term economic development and quality of life goals.

The timing of the Downtown Targeted Area Master Plan responds to the shifting economic landscape of Stevens Point, as well as a desire to take action on previous and current planning efforts. The City's existing Downtown Redevelopment Plan was adopted in 2008 and serves as a conceptual plan for the redevelopment of areas within the Downtown area. Since that time, macro market conditions (the end of the national recession and global pandemic & recovery) and local market activity (significant development investment in catalytic projects and sites) have resulted in significant change in this targeted area. Much of the Downtown area evaluated in this plan is within Tax Incremental District Number 10 (TID 10), which has its own project plan and projections that inform certain assumptions about the expected and/or recommended physical development of the Downtown periphery.

Moreover, because of the increasing costs of land and utilities, there are fewer opportunities for new or greenfield real estate development that makes financial sense in Stevens Point. Development and growth opportunities in the city now focus more on redevelopment, placemaking, adaptive reuse, and ensuring connections among the established plans and projects of large property owners, including Sentry Insurance (Sentry) and the University of Wisconsin-Stevens Point (UWSP).

This plan will be the primary vision-setting and policy-directing strategy to lead the ongoing revitalization and evolution of the Downtown for the next 10 to 20 years, in turn shaping what the city can and should look like in 50 or even 100 years. In addition to establishing priorities for the city's future land use, transportation network, park and open spaces, and major development projects, the plan guides near-term implementation of real estate and infrastructure investments and planning and economic development activities. It builds on prior plans and modern trends, along with recent and ongoing development activity. Further, it was developed with input from the local and broader community, reflecting the needs and desires of the populace and enlisting their support for the resulting recommendations.

This document differs from a traditional comprehensive master plan in that it introduces catalytic projects that could spur reinvestment and revitalization of the Downtown, as opposed to making recommendations for every section of the planning area. With this in mind, this plan is a non-exhaustive, action-oriented document organized into sections that track with the overall planning process:

- An introduction to the Downtown area focused on existing conditions and key issues
- A preliminary set of high-level strategies for reimagining the area for future growth and enhanced functionality
- A summary of public input and meetings held in the course of plan development
- A suite of graphics and maps with recommendations and descriptive text for four target subareas
- An initial action plan that sequences a number of action items and initiatives according to their alignment with a set of guiding principles and objectives for the city's future development and organizes the actions into an orderly sequence according to their apparent ripeness for action in the near, middle, or long-term

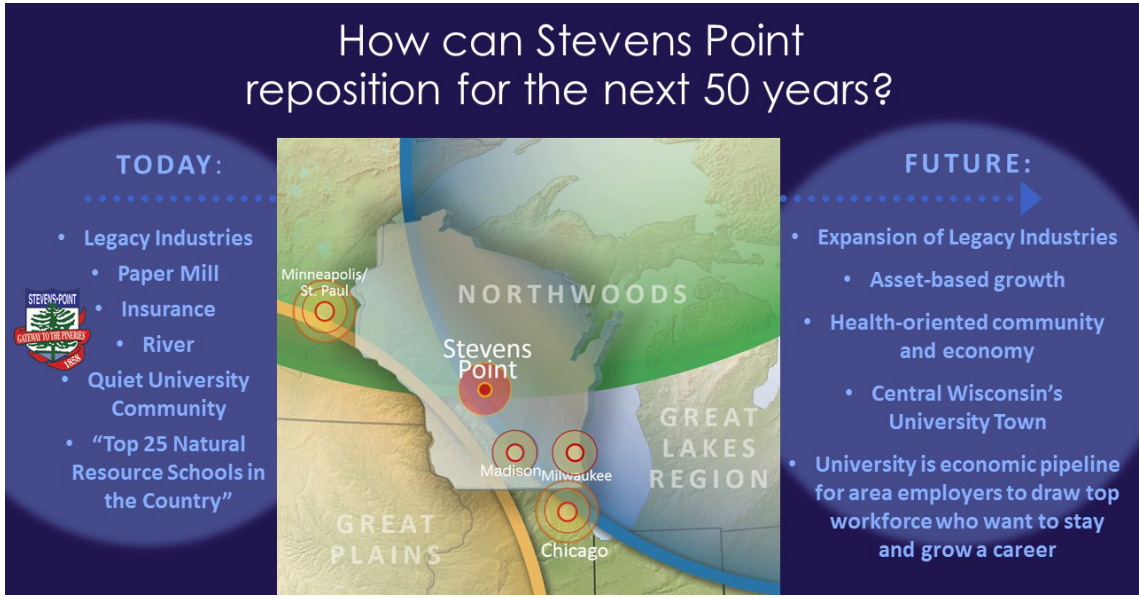
All of these elements together form a plan that is intended to serve as a roadmap towards making the Downtown area more livable, connected, resilient, and sustainable, and remain a desirable destination in the region.

PLAN PURPOSE AND VISION

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

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

A careful rebalancing of several street cross-sections should be undertaken to reduce travel speeds and lanes to create a complete sidewalk network and enhance the pedestrian environment while reconnecting the fabric of downtown with the adjoining neighborhoods and destinations; particularly across Water Street on the western edge of Downtown. Expanding the pedestrian friendly, mixed-use district in support of the business community and adjoining neighborhoods will require discussions in regard to street cross-sections, on- and off-street parking, wayfinding, and connectivity between key activity nodes. Successful repositioning of the Downtown target area will also be determined by the ability and willingness of the City, partners, and property owners to assemble properties, redevelop key sites, relocate or bury existing overhead utilities, and transition certain streets from auto-dominated formats to mixed-use configurations that are safe and accessible.



People, talent, and companies are drawn to great places with a youthful energy and talent pipeline. Community leaders should continue efforts to draw top student/faculty looking for a good school in a small community, help retain the talent that comes through the university, help attract talent for growing companies and the downtown, and build upon Stevens Point's outdoor-focused and "active adults" vibe. In the face of long-term economic changes, this planning process seeks to establish a long-term vision while answering a pivotal question while evaluating Stevens Point's current assets and future opportunities, as shown in the graphic at right: **how can Stevens Point reposition for the next 50 years?**

The last section of this plan provides implementation steps that the City and its partners may explore to maintain the development momentum and ensure that vision for the downtown comes to fruition.

Vision Statement

The Downtown serves a unique, irreplaceable function as the heart of the community. Redevelopment opportunities within this area should strive to leverage the historic fabric, waterfront, and adjoining neighborhoods while keeping a keen eye on what makes Point a unique and vibrant community.

Public Input

It will be challenging to secure and leverage investment and to be confident making difficult decisions without public and private buy-in to a long-range vision. A series of public engagement sessions were held to gain input from community residents and other stakeholders to get a sense of what is working well in the Downtown target area and what needs improvement.

The first public visioning workshop held on January 17, 2019, covered both the Downtown and Division Street areas, using a combination of engagement methods to solicit input and encourage discussion. Over 100 attendees weighed in via multiple-choice electronic polling, individual worksheet responses, and a small group mapping exercise highlighting specific locations and areas of strength, as well as those that attendees feel should be addressed through the plan process. Participants were asked to provide short aspirational statements regarding the future uses and community role of the Downtown and corridor in the coming years, a selection of which appear in the adjacent text box.

A public open house specific to the Downtown area was held on May 23, 2019. There were 27 registered attendees at the event. Participants were given the opportunity to review display materials featuring draft plan graphics and recommendations, listen to a presentation given by the consultants, and provide written and oral comments. Participants were also asked to rate their level of support/agreement for the information being presented on a four-point scale (4 = strong support, 1= strong disapproval) to tell us what they would change. In general, the average score for each recommendation were greater than 3.0, with a handful slightly below that threshold; no recommendation received an average score of less than 2.75. This numeric approach, along with written comments, suggested a fairly strong level of support for the draft recommendations and concepts, with certain areas and strategies noted for additional discussion with City staff and elected officials and refinement for the final plan.

SMALL GROUP MAPPING EXERCISE, JANUARY 17, 2019 VISIONING SESSION

The public was given the opportunity to provide additional feedback during a public hearing at a joint meeting of the Redevelopment Authority and Plan Commission on October 8, 2019, where each body weighed the recommendation of both this plan and the Division Street Targeted Area Master Plan. The Division Street Targeted Area Master Plan was adopted in 2019, but the City did not adopt the Downtown Targeted Area Master Plan at that time. In the fall of 2023, the City resumed the downtown planning process. This effort involved additional outreach to staff and City officials, including a full day of stakeholder interviews held on December 14, 2023. Following these conversations, the Downtown Targeted Area Master Plan was updated to reflect current conditions, recent development, and new opportunities in the Downtown.

Downtown should be where…

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

My big idea for the Downtown is to:

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

DOWNTOWN STRATEGY

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

Build Upon Downtown's Assets

- **"What makes Point… Point?"** The City's unique qualities, past and present, should be reflected in the overall look and feel of the Downtown core. Examples of these qualities include earliest Native American heritage, a legacy as a former lumber, papermaking, brewing, and manufacturing town, and a long tradition of education excellence. As the area's economy transitions more into diverse employment, education, and services, keeping the commercial core interesting and relevant to those living and working in the vicinity will be key to its long-term health.
- **Protect and enhance the historic Main Street core.** The primarily two-story structures from the late-1800s and early 1900s are an authentic and remarkably well-preserved piece of the city's heritage. These buildings should continue to be a priority for preservation to ensure they remain a draw as the Downtown business mix shifts over time. These buildings also serve as essential startup retail spaces that support new small businesses.
- **Increase Activity in the Downtown.** When people come Downtown, they should encounter numerous things to do, see, and experience. The city should support new activities and activity generators in order to ensure that Downtown remains the center of activity in Stevens Point for a wide range of uses and generations. Special and recurring events that vary by audiences, locations, seasons, time of day, etc. are one way to grow activity and vibrancy.
- **Connect the Downtown to the Wisconsin River.** The hardscaped Mathias Mitchell Public Square and historic businesses near Second Street and Main Street are a year-round draw for community events like the farmer's market and holiday celebrations. However, this area remains somewhat isolated from the riverfront and Pfiffner Pioneer Park by the overly wide right-of-way on Water Street and general lack of visibility at current crossing points. Creating a more direct viewshed to the riverfront (and vice versa toward Downtown), as well as more inviting crossing points, will help strengthen both nodes and drive increased use of both areas.
- **Advance redevelopment opportunities.** This plan identifies several redevelopment opportunities within the South Riverfront, Civic Campus, Riverfront Connection/West Downtown, and Northeast Gateway/Shopko Block target areas. Redevelopment projects often result in greater intensity or density of development with higher taxable values as well as expanding the number of visitors and residents in the downtown. These increased values will help to offset costs of the projects recommended in this plan, including improvements to Pfiffner Park and related improvements, as well as the costs associated renovating or replacing existing development. For this reason, redevelopment sites should prioritize taxable uses that remove lower value uses such as surplus parking and underused right-of-way.
- **Enhance the New Transit Center**. As the City continues its investment in community-supporting bus transit, a new Transit Center on the former Shopko site could incorporate supporting amenities to create a transit hub/destination that makes transit more enjoyable and convenient. For example, the Transit Center could include public restrooms, retail catering to transit users, enhanced regional connectivity with regional carriers, or residential or other uses on upper stories.

Refocus and Revise Downtown Circulation

- **Implement road diets and two-way circulation. The arrangement of one-way streets on** Centerpoint Drive/Water Street and Clark Street encircling Downtown, have created a concrete "moat" around the core of the Downtown area. This moat effectively walls Downtown off from the surrounding neighborhood by creating a hostile pedestrian environment with multiple lanes of pavement to cross and high vehicle speeds. With the construction of the U.S. Hwy 10 bypass, traffic volumes throughout the Downtown are well below their peaks of the 1970s and 1980s, and the remaining road configurations for Centerpoint Drive/Water Street and Clark Street are now overbuilt for their current traffic counts. This presents an opportunity to remove the "moat" and reorient these Downtown streets for people, not cars, and reconnect the Downtown to the rest of the city. Portions of these streets should be redesigned to accommodate two-way traffic, which will make navigation easier for both visitors and residents and will naturally reduce traffic speeds. In addition, roads may be redesigned to reduce the number of vehicle travel lanes. Fewer traffic lanes within the existing roadway footprints may allow for narrower lanes and installation of refuge islands, traffic tables, and other traffic calming devices that facilitate lower speeds and a greater sense of safety for non-motorized users. Road diets and the removal of the Centerpoint Drive/Water Street/Clark Street "moat" also support the other strategies described in this section, particularly strategies to enhance pedestrian and bicycle connections, re-connecting the downtown area with the adjoining neighborhoods, and connect Downtown to the Wisconsin River.
- **Enhance pedestrian and bicycle connections/facilities.** Road diets, like those mentioned above, also facilitate more "complete streets" that serve all users. Redesigned streets could include on-street bike lanes or off-street multi-use paths, wider sidewalks, and bike racks, and could create space for sidewalk café-style seating and outdoor commercial spaces that interact with the streetscape and enhance the Downtown experience.

"Downtown as Home"

- **Diversify Downtown housing options.** Current housing options are limited to a handful of older apartment buildings, second story apartments above retail, and single-family homes in the neighborhoods adjacent to the Downtown. The redevelopment of the North Side Yards Apartments and Bershire Apartments are an indication for the absorption and future demand for additional marketing rate/affordable/senior focused housing, mixed use/live-work spaces in the Downtown core. Quality Downtown housing is critical to Stevens Point as it competes against other cities in the region and state for Gen-Z workers, young professionals, creatives/artists, and knowledge-sector workers looking for an urban residential option. the population of Downtown residents creates a sustainable customer base for Downtown businesses and boosts vitality within Downtown public spaces and during special events.
- **Expand housing market.** In the same vein, a variety of formats and price points (Low Income Housing Tax Credit , affordable, market-rate, luxury, senior) should be encouraged in order to facilitate a diverse array of Downtown residents. The City's Tax Incremental District Number 10 provides an important financial tool to incentivize new residential development and ensure it meets the City's planning goals and expectations for quality.

Attract and Retain Downtown Employers

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

Create and Enhance Civic Gathering Spaces and Activity Areas

- **Create new activity areas.** Both the east and west riverfronts offer ample opportunities for new or reimagined public greenspaces that cater to Downtown employees and residents as do commercial areas near Main Street, planned Transit Center on the former Shopko site, and the City-County Civic Campus.
- **Expand Pfiffner Pioneer Park.** This riverfront greenspace is a key asset for the Downtown that can be expanded and programmed to provide for year-round uses. This could include expanding use of the Pfiffner Building, incorporating year-round activities such as an ice rink or winter festivals, adding an accessible fishing pier, adding a trailhead for the Green Circle Trail, and exploring new boat piers or new marina.
- **Foster new destination events.** The addition of a boat dock in Pfiffner Park was a great step in facilitating use by a new class of users for concerts, fireworks, and other warm-month events. The City-owned event buildings at the north end of the park could also accommodate greater use for year-round events through the addition of larger kitchen facilities and concession services, as well as an ice skating/hockey rink and warming house for wintertime use.

TARGET REDEVELOPMENT AND REINVESTMENT AREAS

This Targeted Area Master Plan recognizes the distinctly different characteristics and functions of four primary target areas within the Downtown. The plan seeks to reframe the Downtown as a better version of itself through targeted reinvestments that enhance the character, image, and user-friendliness of the area while still serving the needs of residents, students, and businesses.

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

I. **Main Street Opportunities.** The blocks serving as bookends to the historic **Main Street core** offer the greatest opportunities for reinvention as the cluster of two-story commercial structures around the Mathias Mitchell Public Square and the 800-1100 Main Street blocks are generally in good physical condition with strong occupancy. Strengthening pedestrian connections between the historic core with the riverfront and Pfiffner Pioneer Park across Water Street should be a near-term priority, as should the redevelopment of the former Shopko building on the eastern edge. New infill development should be carefully designed to respect the character of downtown without attempting to create faux historic buildings, reinforce the pedestrian realm with useable entrances and activated storefronts and parking screened from the street. New buildings should also fit into the overall massing/façade sequencing of a fine-scale, pedestrian focused environment, which would mean narrower storefronts, articulated facades, varied building materials, storefront windows, etc.

II. **Civic Campus.** The longstanding **Civic Campus** housing both City and County operations remains functional, but county administrative and criminal justice uses are somewhat over capacity and options for both have been explored to renovate, expand on-site, or move out of the Downtown entirely. The vicinity is also home to a large private sector employment cluster, and large surface parking lots.. Redevelopment and/or structured parking may be explored as a means of allowing these employers to remain and expand Downtown over the long-term while unlocking the redevelopment potential of the current Civic Campus for reinvestment or new uses.

III. **South Riverfront.** The **South Riverfront** includes key sites on both sides of the Wisconsin River, particularly those on Water Street south of Clark Street. The area has strong mixed use and residential potential, but the City is faced with the issue of how to better utilize several lightly-used public parking lots and attracting a developer for the former Edgewater Manor site. On the West Riverfront Gateway, Mead Park is a major community draw, but the river frontage east of Sloman Park is primed for new development that takes advantage of the waterfront views and direct access to the Green Circle Trail.

IV. **Transportation Opportunities.** Finally, a series of **Transportation** improvement concepts are shown for key stretches throughout the Downtown, as a means to better adapt to new traffic patterns and to facilitate future development in each of the target areas listed above.

MATHIAS MITCHELL PUBLIC SQUARE

EXHIBIT 1

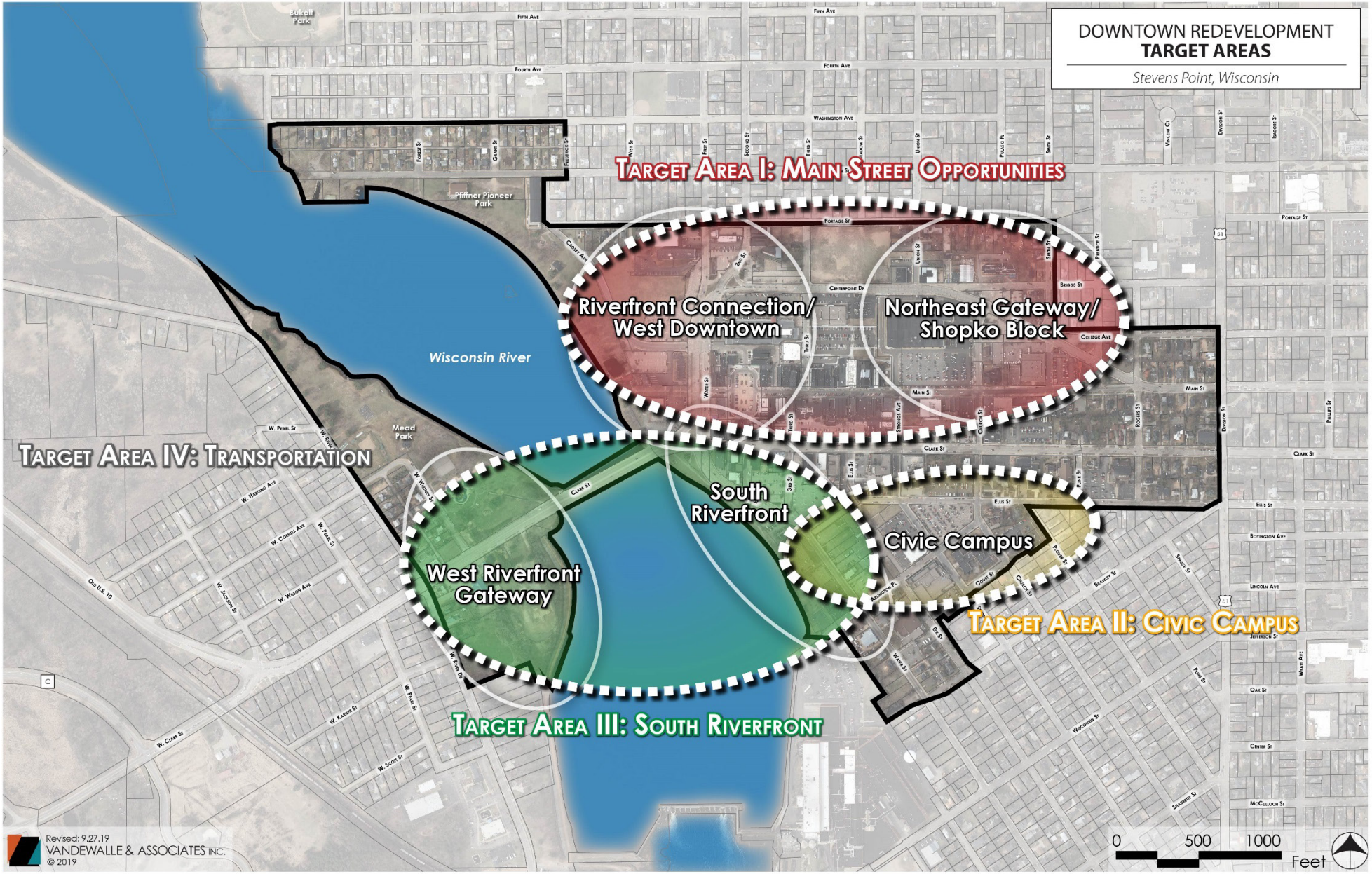

DOWNTOWN REDEVELOPMENT
TARGET AREAS
Stevens Point, Wisconsin
TARGET AREA I: MAIN STREET OPPORTUNITIES
Riverfront Connection/
West Downtown
Northeast Gateway/
Shopko Block
Wisconsin River
TARGET AREA IV: TRANSPORTATION
South
Riverfront
Civic Campus
West Riverfront
Gateway
TARGET AREA II: CIVIC CAMPUS
TARGET AREA III: SOUTH RIVERFRONT
Pfiffner Pioneer Park
Mead Park
Bukolt Park
Revised: 9.27.19
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EXHIBIT 2

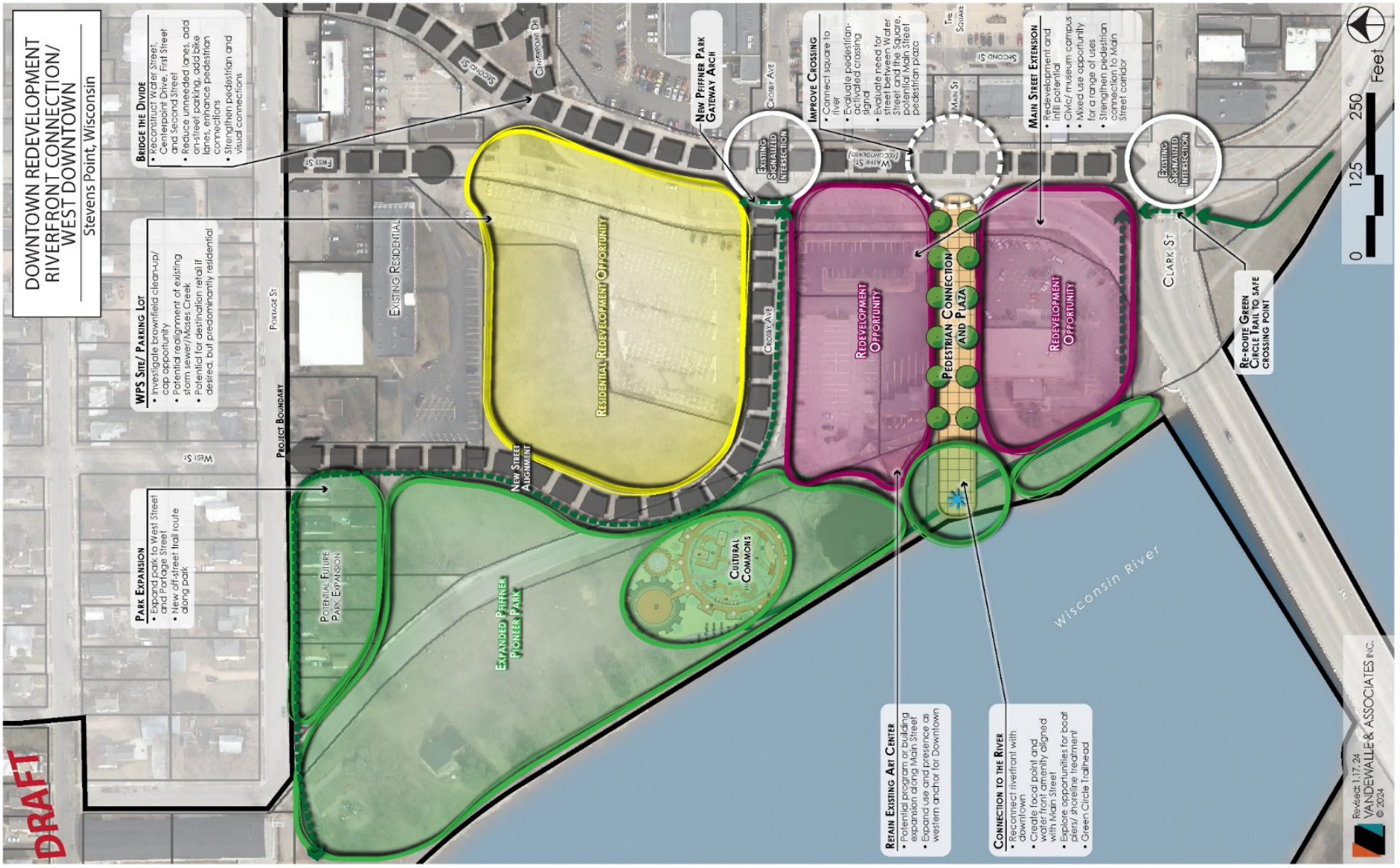
DRAFT
DOWNTOWN REDEVELOPMENT
RIVERFRONT CONNECTION/
WEST DOWNTOWN
Stevens Point, Wisconsin
PARK EXPANSION
• Expand park to West Street and Portage Street
• New off-street trail route along park
WPS SITE/ PARKING LOT
• Investigate brownfield clean-up/ cap opportunity
• Potential realignment of existing storm sewer/Moses Creek
• Potential for destination retail if desired, but predominantly residential
BRIDGE THE DIVIDE
• Reconstruct Water Street, Centerpoint Drive, First Street and Second Street
• Reduce unneeded lanes, add on-street parking, add bike lanes, enhance pedestrian connections
• Strengthen pedestrian and visual connections
NEW PFIFFNER PARK GATEWAY ARCH
IMPROVE CROSSING
• Connect square to river
• Evaluate pedestrian-activated crossing signal
• Evaluate need for street between Water Street and the Square, potential Main Street pedestrian plaza
MAIN STREET EXTENSION
• Redevelopment and infill potential
• Civic/ museum campus
• Mixed use opportunity for a range of uses
• Strengthen pedestrian connection to Main Street corridor
RETAIN EXISTING ART CENTER
• Potential program or building expansion along Main Street
• Expand use and presence as western anchor for Downtown
CONNECTION TO THE RIVER
• Reconnect riverfront with downtown
• Create focal point and water front amenity aligned with Main Street
• Explore opportunities for boat piers/ shoreline treatment
• Green Circle Trailhead
RE-ROUTE GREEN CIRCLE TRAIL TO SAFE CROSSING POINT
PROJECT BOUNDARY
EXISTING RESIDENTIAL
RESIDENTIAL REDEVELOPMENT OPPORTUNITY
REDEVELOPMENT OPPORTUNITY
REDEVELOPMENT OPPORTUNITY
PEDESTRIAN CONNECTION AND PLAZA
NEW STREET ALIGNMENT
EXPANDED PFIFFNER PIONEER PARK
POTENTIAL FUTURE PARK EXPANSION
CULTURAL COMMONS
EXISTING SIGNALIZED INTERSECTION
EXISTING SIGNALIZED INTERSECTION
WEST ST
PORTAGE ST
FIRST ST
SECOND ST
CENTERPOINT DR
CROSBY AVE
WATER ST
MAIN ST
CLARK ST
THE SQUARE
WISCONSIN RIVER
0 125 250 Feet
Revised: 1.17.24
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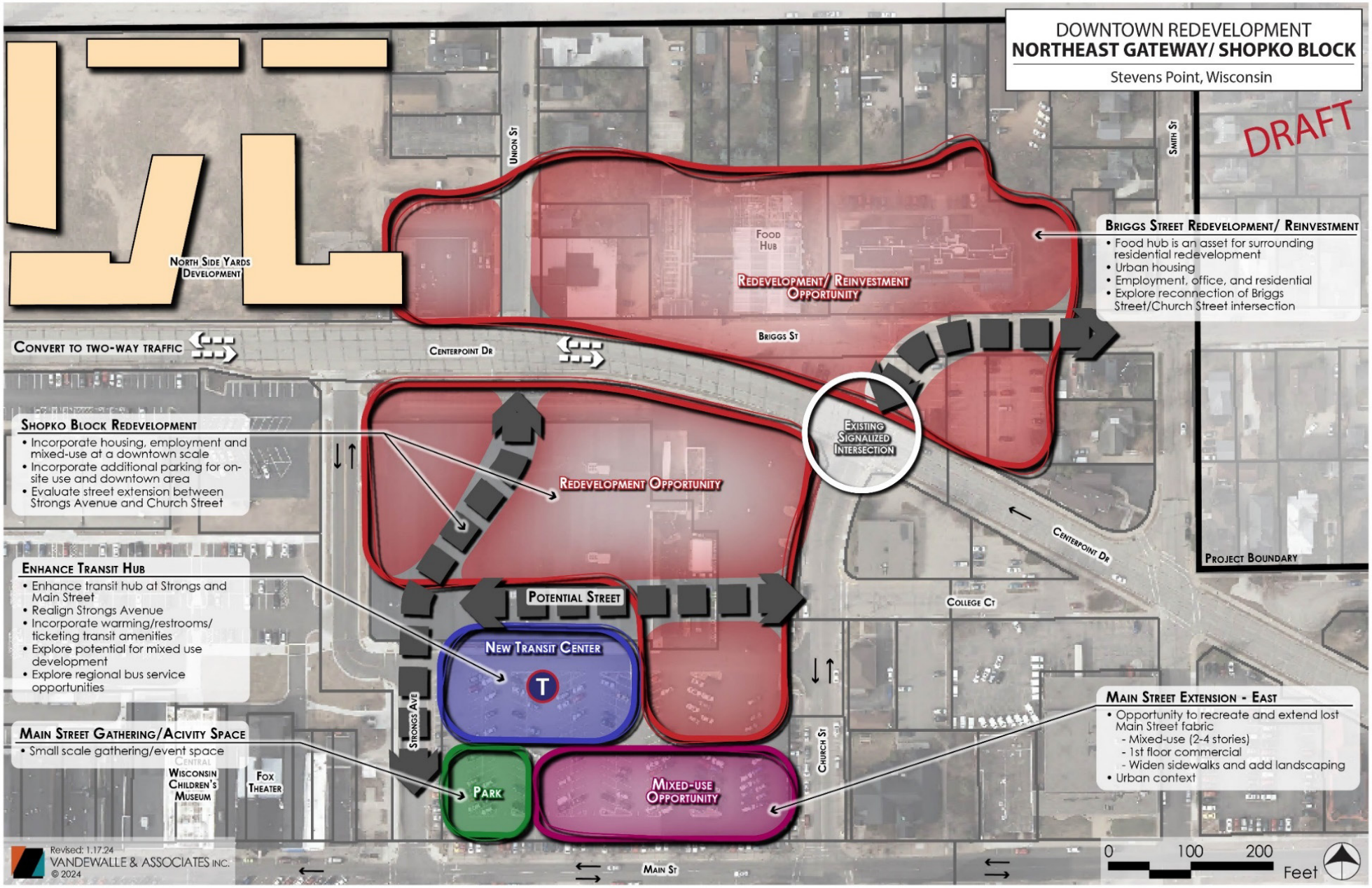
EXHIBIT 3


DOWNTOWN REDEVELOPMENT
NORTHEAST GATEWAY/ SHOPKO BLOCK
Stevens Point, Wisconsin
DRAFT
North Side Yards Development
Union St
Food Hub
Redevelopment/ Reinvestment Opportunity
Smith St
Briggs Street Redevelopment/ Reinvestment
• Food hub is an asset for surrounding residential redevelopment
• Urban housing
• Employment, office, and residential
• Explore reconnection of Briggs Street/Church Street intersection
Briggs St
Convert to two-way traffic
Centerpoint Dr
Existing Signalized Intersection
Shopko Block Redevelopment
• Incorporate housing, employment and mixed-use at a downtown scale
• Incorporate additional parking for on-site use and downtown area
• Evaluate street extension between Strongs Avenue and Church Street
Redevelopment Opportunity
Centerpoint Dr
Project Boundary
Enhance Transit Hub
• Enhance transit hub at Strongs and Main Street
• Realign Strongs Avenue
• Incorporate warming/restrooms/ ticketing transit amenities
• Explore potential for mixed use development
• Explore regional bus service opportunities
Potential Street
College Ct
New Transit Center
T
Strongs Ave
Church St
Main Street Gathering/Acivity Space
• Small scale gathering/event space
Central Wisconsin Children's Museum
Fox Theater
Park
Mixed-use Opportunity
Main Street Extension - East
• Opportunity to recreate and extend lost Main Street fabric
- Mixed-use (2-4 stories)
- 1st floor commercial
- Widen sidewalks and add landscaping
• Urban context
Revised: 1.17.24
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Main St
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EXHIBIT 4

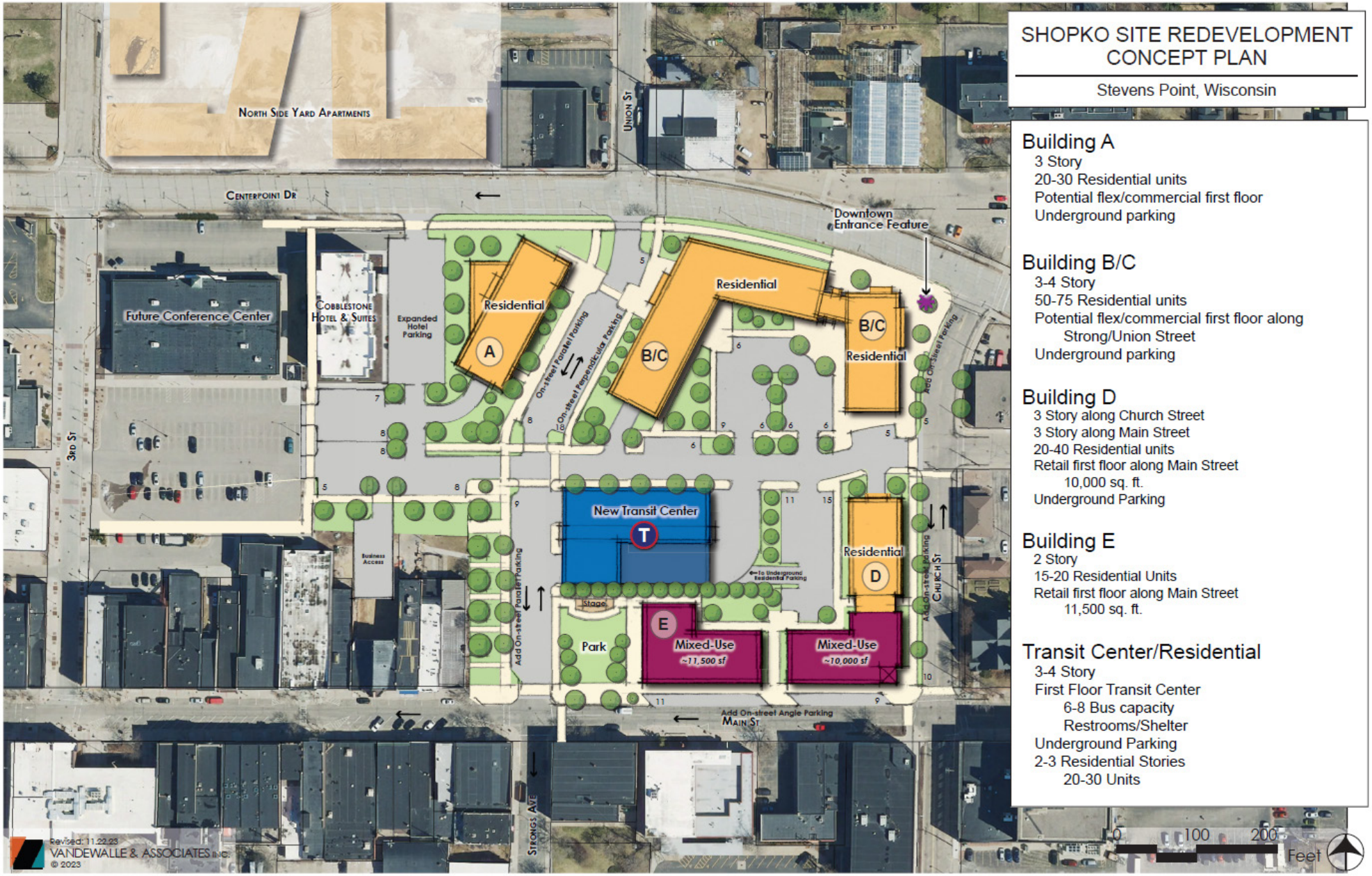
SHOPKO SITE REDEVELOPMENT CONCEPT PLAN
Stevens Point, Wisconsin
Building A
3 Story
20-30 Residential units
Potential flex/commercial first floor
Underground parking
Building B/C
3-4 Story
50-75 Residential units
Potential flex/commercial first floor along Strong/Union Street
Underground parking
Building D
3 Story along Church Street
3 Story along Main Street
20-40 Residential units
Retail first floor along Main Street 10,000 sq. ft.
Underground Parking
Building E
2 Story
15-20 Residential Units
Retail first floor along Main Street 11,500 sq. ft.
Transit Center/Residential
3-4 Story
First Floor Transit Center
6-8 Bus capacity
Restrooms/Shelter
Underground Parking
2-3 Residential Stories
20-30 Units
North Side Yard Apartments
Centerpoint Dr
Union St
Downtown Entrance Feature
Future Conference Center
Cobblestone Hotel & Suites
Expanded Hotel Parking
Residential
A
B/C
Residential
B/C
Residential
3rd St
New Transit Center
T
Residential
D
Stage
Park
E
Mixed-Use ~11,500 sf
Mixed-Use ~10,000 sf
Church St
Main St
Strongs Ave
Add On-street Angle Parking
Revised: 11.22.23
VANDEWALLE & ASSOCIATES INC.
© 2023
0
100
200
Feet

EXHIBIT 5

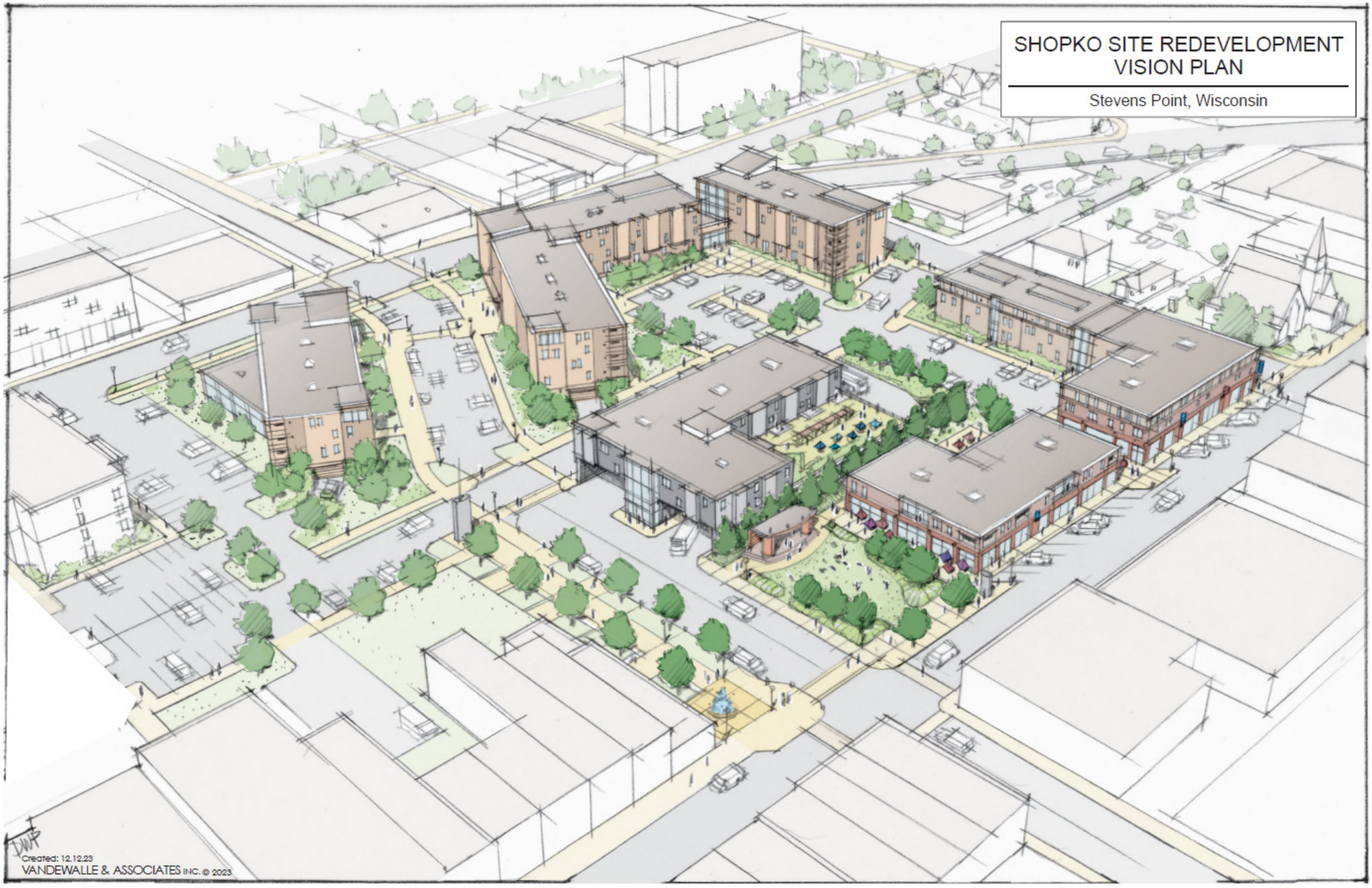
SHOPKO SITE REDEVELOPMENT
VISION PLAN
Stevens Point, Wisconsin
Created: 12.12.23
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EXHIBIT 6

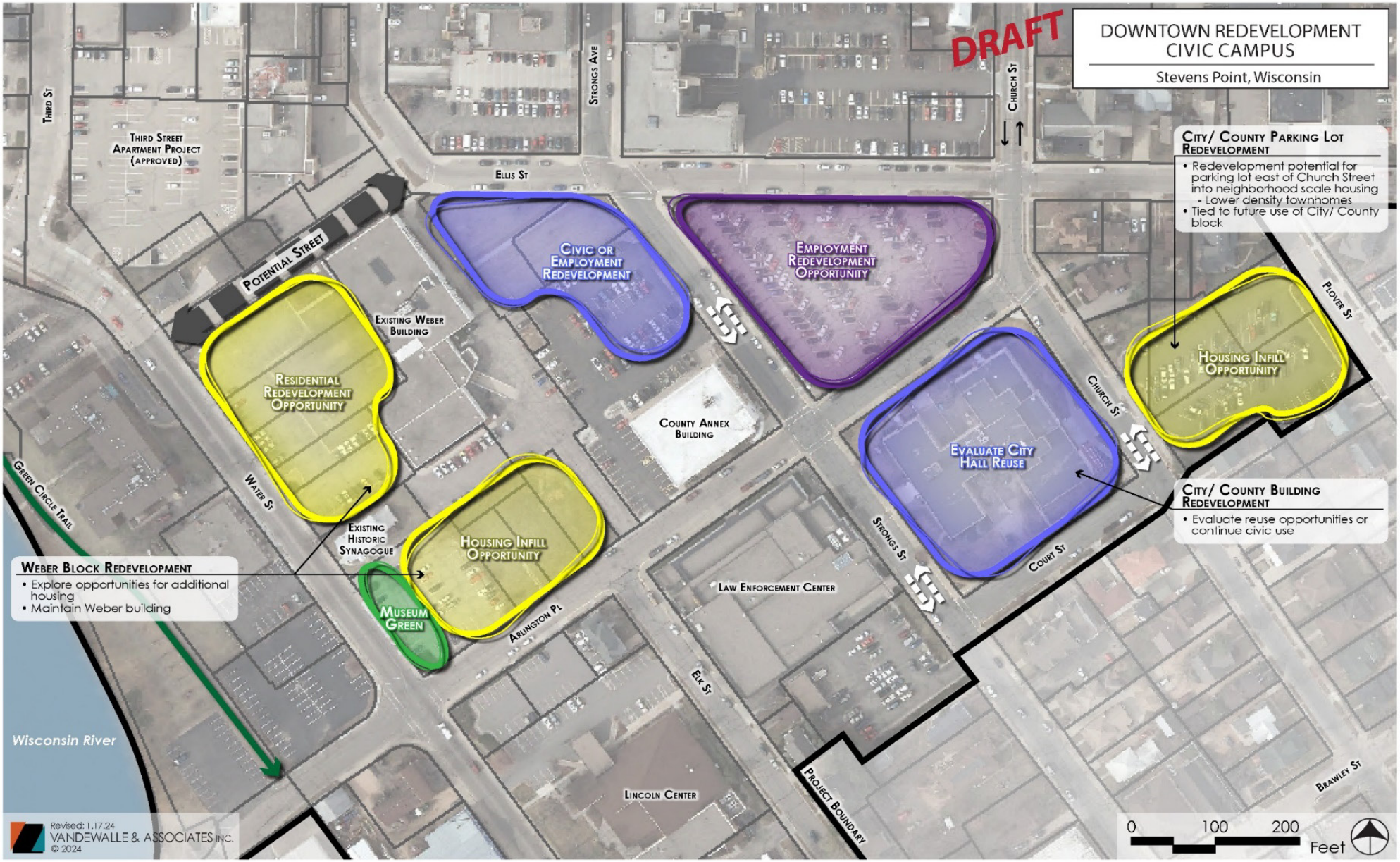
DRAFT
DOWNTOWN REDEVELOPMENT
CIVIC CAMPUS
Stevens Point, Wisconsin
Third St
Third Street Apartment Project (approved)
Strongs Ave
Church St
Ellis St
City/ County Parking Lot Redevelopment
• Redevelopment potential for parking lot east of Church Street into neighborhood scale housing
- Lower density townhomes
• Tied to future use of City/ County block
Potential Street
Civic or Employment Redevelopment
Employment Redevelopment Opportunity
Plover St
Existing Weber Building
Residential Redevelopment Opportunity
Housing Infill Opportunity
County Annex Building
Church St
Evaluate City Hall Reuse
Green Circle Trail
Water St
City/ County Building Redevelopment
• Evaluate reuse opportunities or continue civic use
Existing Historic Synagogue
Housing Infill Opportunity
Strongs St
Court St
Weber Block Redevelopment
• Explore opportunities for additional housing
• Maintain Weber building
Museum Green
Arlington Pl
Law Enforcement Center
Elk St
Wisconsin River
Lincoln Center
Project Boundary
Brawley St
Revised: 1.17.24
VANDEWALLE & ASSOCIATES INC.
© 2024
0 100 200
Feet

EXHIBIT 7

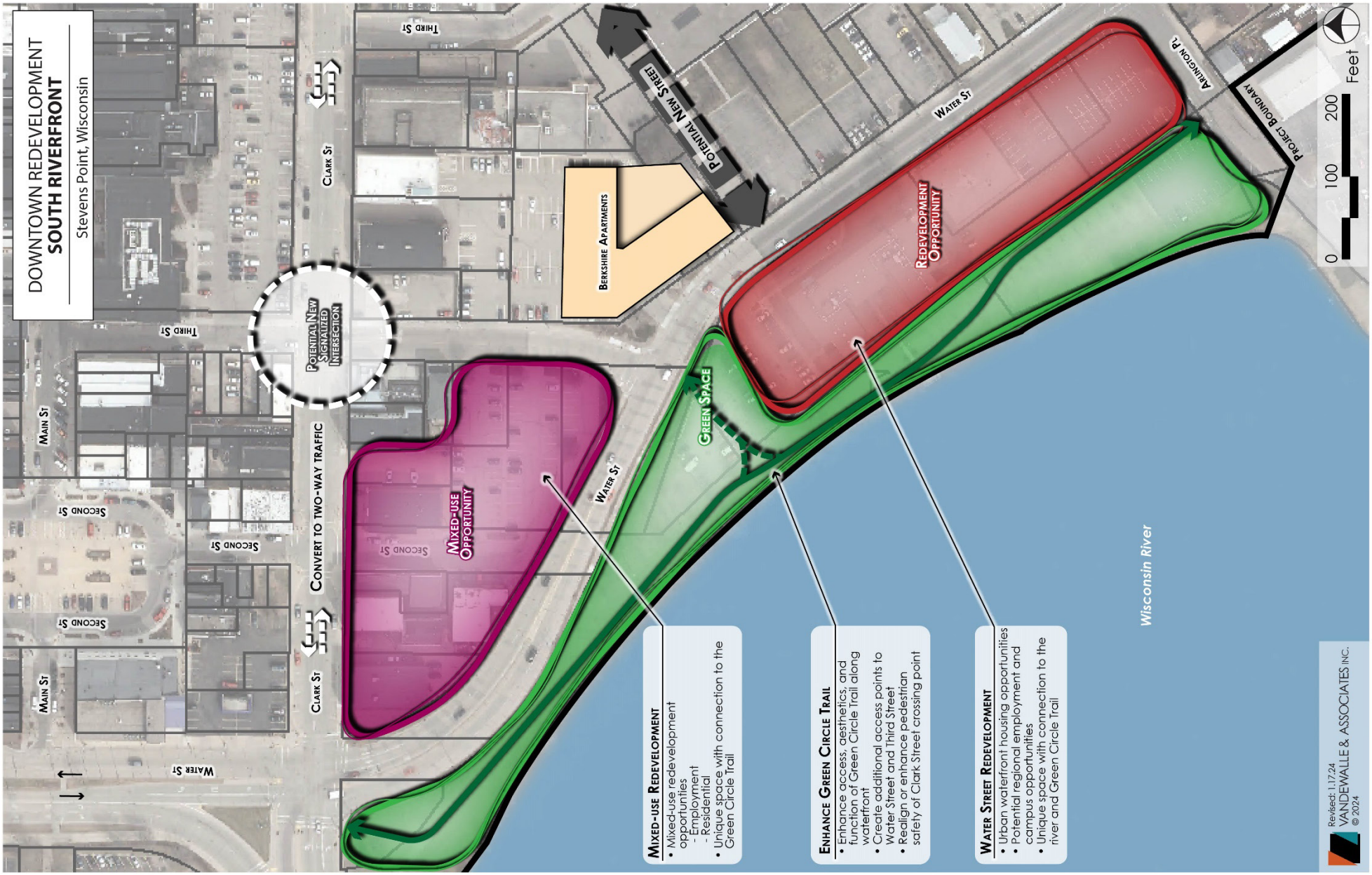
DOWNTOWN REDEVELOPMENT
SOUTH RIVERFRONT
Stevens Point, Wisconsin
Potential New Signalized Intersection
Convert to two-way traffic
Clark St
Third St
Main St
Second St
Water St
Berkshire Apartments
Potential New Street
Mixed-use Opportunity
Green Space
Redevelopment Opportunity
Project Boundary
Arlington Pl
Wisconsin River
Mixed-use Redevelopment
• Mixed-use redevelopment opportunities
- Employment
- Residential
• Unique space with connection to the Green Circle Trail
Enhance Green Circle Trail
• Enhance access, aesthetics, and function of Green Circle Trail along waterfront
• Create additional access points to Water Street and Third Street
• Realign or enhance pedestrian safety of Clark Street crossing point
Water Street Redevelopment
• Urban waterfront housing opportunities
• Potential regional employment and campus opportunities
• Unique space with connection to the river and Green Circle Trail
0
100
200
Feet
Revised: 1.17.24
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EXHIBIT 8

DOWNTOWN REDEVELOPMENT
WESTERN COMMUNITY GATEWAY
Stevens Point, Wisconsin
Mead Park
W. Whitney St
W. Clark St
Riverfront Housing Redevelopment
• Infill housing along riverfront
• Gateway to community
• Capitalize on unique connection to Green Circle Trail and the river
Redevelopment Opportunity
W. River Dr
Connect Park to Riverfront
• Park frontage enhancements
• Park and open space connections
• Landscaping improvements
Slomann Park
Enhance Park Connections
W. Karner St
Enhance Green Circle Trail
• Create connection from Slomann Park to Green Circle Trail
• Add trail and wildlife signage
Project Boundary
Wisconsin River
W. Pearl St
Revised: 9.27.19
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© 2019
0
100
200
Feet

EXHIBIT 9

Pfiffner Pioneer Park Enhancements
1. Expand use of Pfiffner Building
2. Facilitate year round activities
a. Ice rink/winter festival
b. Accessible fishing pier
3. Evaluate reuse or removal of Central Company building
a. Warming house/rentals
b. Recreational outfitter
c. Year round restroom facilities
4. Long term park expansion
5. West Street/Crosby Avenue realignment
6. Main Street Focal Point
a. Reconnect riverfront with downtown
b. Create focal point and water front amenity aligned with Main Street
c. Explore opportunities for boat piers/shoreline treatment
d. Green Circle trailhead
DOWNTOWN REDEVELOPMENT
PFIFFNER PIONEER PARK CONCEPT
Stevens Point, Wisconsin
DRAFT
Fifth Ave
Fourth Ave
Forest St
Grant St
Frederick St
West St
Washington Ave
Franklin St
Portage St
Crosby Ave
Pfiffner Pioneer Park
Pfiffner Pioneer Park Expansion
Green Circle Trail
Expanded Pfiffner Pioneer Park
Cultural Commons
New Street Alignment
Connect to the River
Wisconsin River
Mead Park
Clark St
1
2
3
4
5
6
Revised: 1.17.24
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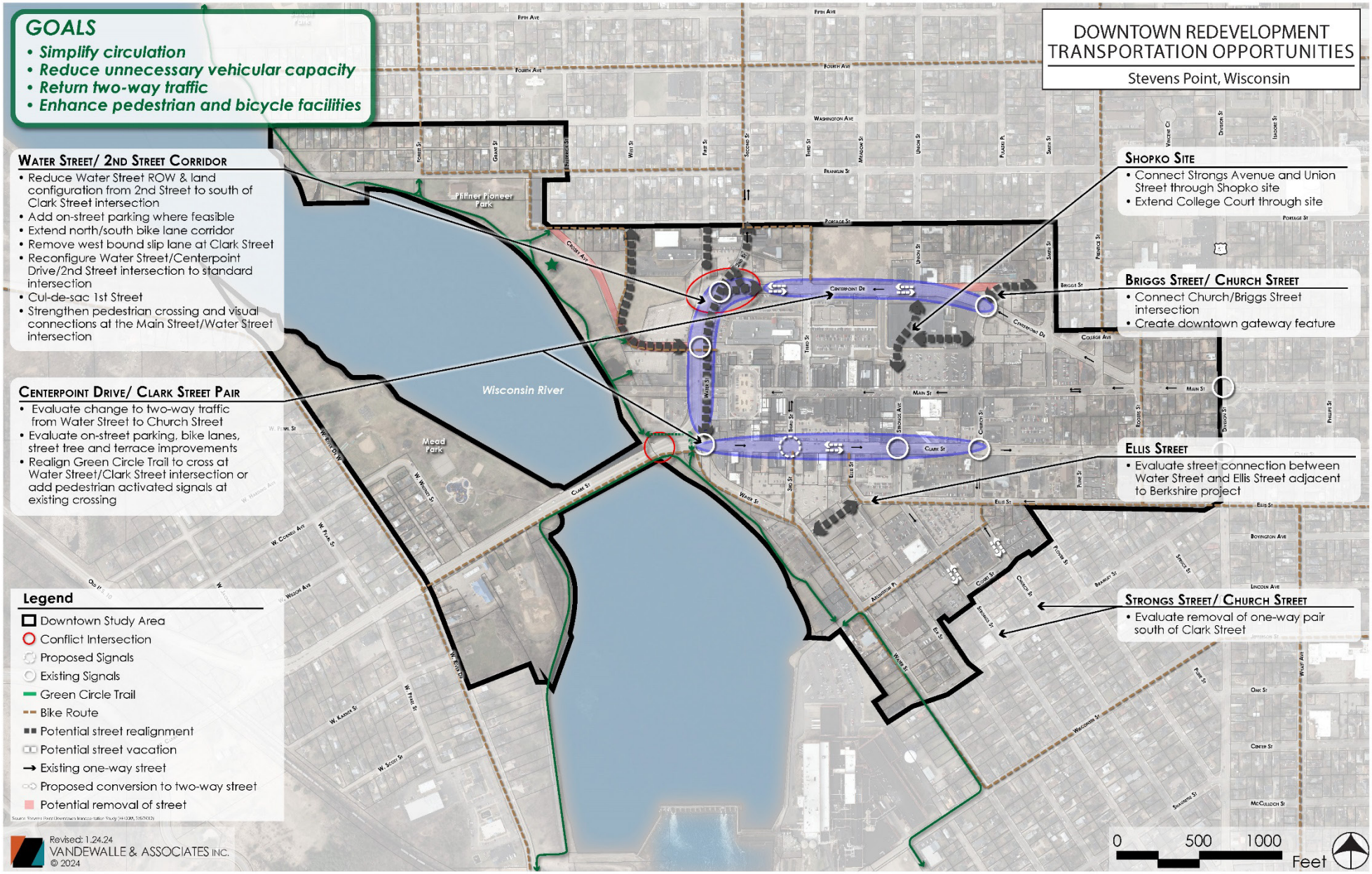
Feet

EXHIBIT 10


GOALS
• Simplify circulation
• Reduce unnecessary vehicular capacity
• Return two-way traffic
• Enhance pedestrian and bicycle facilities
DOWNTOWN REDEVELOPMENT TRANSPORTATION OPPORTUNITIES
Stevens Point, Wisconsin
WATER STREET/ 2ND STREET CORRIDOR
• Reduce Water Street ROW & land configuration from 2nd Street to south of Clark Street intersection
• Add on-street parking where feasible
• Extend north/south bike lane corridor
• Remove west bound slip lane at Clark Street
• Reconfigure Water Street/Centerpoint Drive/2nd Street intersection to standard intersection
• Cul-de-sac 1st Street
• Strengthen pedestrian crossing and visual connections at the Main Street/Water Street intersection
CENTERPOINT DRIVE/ CLARK STREET PAIR
• Evaluate change to two-way traffic from Water Street to Church Street
• Evaluate on-street parking, bike lanes, street tree and terrace improvements
• Realign Green Circle Trail to cross at Water Street/Clark Street intersection or add pedestrian activated signals at existing crossing
SHOPKO SITE
• Connect Strongs Avenue and Union Street through Shopko site
• Extend College Court through site
BRIGGS STREET/ CHURCH STREET
• Connect Church/Briggs Street intersection
• Create downtown gateway feature
ELLIS STREET
• Evaluate street connection between Water Street and Ellis Street adjacent to Berkshire project
STRONGS STREET/ CHURCH STREET
• Evaluate removal of one-way pair south of Clark Street
Legend
Downtown Study Area
Conflict Intersection
Proposed Signals
Existing Signals
Green Circle Trail
Bike Route
Potential street realignment
Potential street vacation
Existing one-way street
Proposed conversion to two-way street
Potential removal of street
Wisconsin River
Mead Park
Pfiffner Pioneer Park
Revised: 1.24.24
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© 2024
0 500 1000
Feet

I. Main Street Opportunities

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

Riverfront Connection/West Downtown Opportunities and Concept (Exhibit 2). The current site of the Chase Bank branch and adjoining riverfront provide an exciting opportunity to create a destination that connects Main Street to the river with an attractive promenade and mixed-use redevelopment. The existing bank building and oversized parking lot do not maximize the potential of this prime waterfront site. The site has potential to support development that brings residents and visitors into the site, takes full advantage of views of the Wisconsin River, and links Main Street and the Square to the River with a new pedestrian plaza. The concept depicts residential redevelopment of the former Wisconsin Public Service (WPS) site and parking lot, which is generally unused except for events in Pfiffner Pioneer Park.

Pfiffner Pioneer Park Concept. Shown on **Exhibit 9** is a concept for improvements to Pfiffner Pioneer Park, which includes the alignment of Crosby Avenue to West Street to expand the primary park event area, facilitate event access, and delineate the eastern edge of the park. Expansion of the primary event area could be coupled with enhancements to the Pfiffner and Central Company buildings (including provision of adjacent paved parking) to create opportunities for additional, year-round uses for public and private events such as weddings.

Northeast Gateway/Shopko Block Concepts (Exhibits 3-5). The City's purchase of the Shopko site provides an exciting opportunity for multi-story residential along Centerpoint Drive, integration of a new transit hub, and restoring the two-to-four-story character of Main Street across the front of the site while retaining parking in the middle of the block. Connecting Strongs Avenue and Union Street opens up opportunities for additional circulation through town and connectivity with the adjoining neighborhoods. The Smith Street/Briggs Street/Centerpoint Drive triangle and intersections are somewhat awkward and could be reconfigured to facilitate better traffic flow, particularly if Centerpoint Drive were to be converted to two-way traffic. As part of evaluating the Shopko site, the existing transit hub along the west side of Strongs Avenue should also be improved to have a stronger visual and functional presence for users, including a shelter structure and expanded capacity for idling buses.

Downtown Design Recommendations

- Create a pedestrian-friendly environment with:
  - Buildings close to the street
  - First-floor entrances
  - Pedestrian-scale architecture, articulated facades matching rhythm of existing downtown building form, street level activity and transparency of façades
  - Parking lots located at rear of buildings
- Accommodate public transit and alternative forms of transportation
- Provide downtown gathering spaces
- Provide adequate sidewalk widths for pedestrian, streetscape amenities and opportunities for business to spill out (outdoor dining)
- Use a consistent signage approach (size, form)
- Encourage synergistic uses (restaurant cluster)
- Accommodate on street parking where possible

II. Civic Campus

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

Civic Campus Opportunities and Concept (Exhibit 6). In addition to County-owned facilities, the current City Hall is aging and may require evaluation on whether to remain in civic use over the long-term or to relocate. The building's configuration does not lend itself well to adaptation to non-commercial uses (such as apartments) and may be a redevelopment site for a new building or converted into other uses. The large surface parking lot immediately north may prove more valuable for additional private development in the event that new or existing businesses seek to locate or expand in the immediate vicinity.

III. South Riverfront

South Riverfront Opportunities and Concept (Exhibit 7). This target area is poised to accommodate new residential growth between the Berkshire apartment project on the corner of Third Street and Water Street and the redevelopment of the City-owned Edgewater Manor senior housing complex. Several lots on the former Weber Tackle block also have significant residential infill potential, , hospitality, or employment uses that capitalize on the water views, Main Street proximity, and Green Circle Trail connectivity.

Western Community Gateway Opportunities (Exhibit 8). Environmental issues associated with past uses of the property on the west side of the river south of West Clark Street are being addressed, creating the opportunity for new, riverfront residential development that can serve as an exciting new community gateway, building upon the momentum and destination appeal of Mead Park while helping connect Slomann Park to the river.

CITY/COUNTY BUILDING

IV. Transportation Opportunities

Transportation Opportunities (Exhibit 10). As detailed in the cross-sections that follow, conversion of the one-way pairs to two-way traffic will enhance circulation flow throughout the Downtown, and the excess right-of-way can be used for additional on-street parking and improved pedestrian and bicycle amenities, as well as additional private investment.

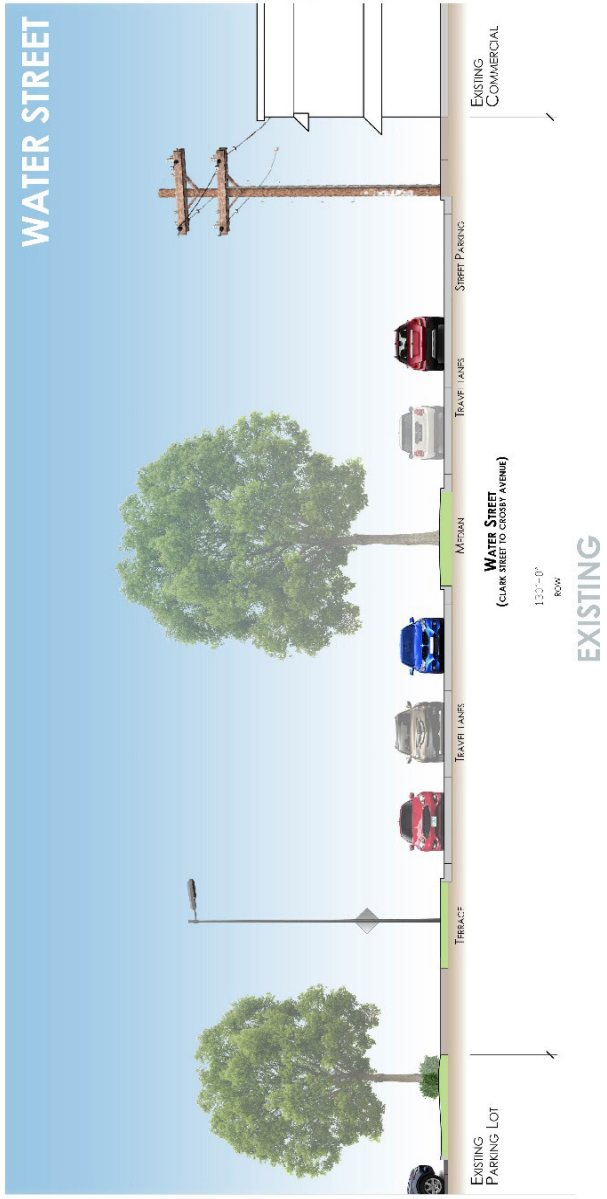
Water Street Cross-Section (Exhibit 11). The existing Water Street cross-section was built for its previous function as part of US Hwy 10. Current and projected traffic volumes do not require two travel lanes in each direction, creating an opportunity to add on-street bicycle lanes and parking while also freeing up surplus right-of-way for redevelopment as shown in the two options.

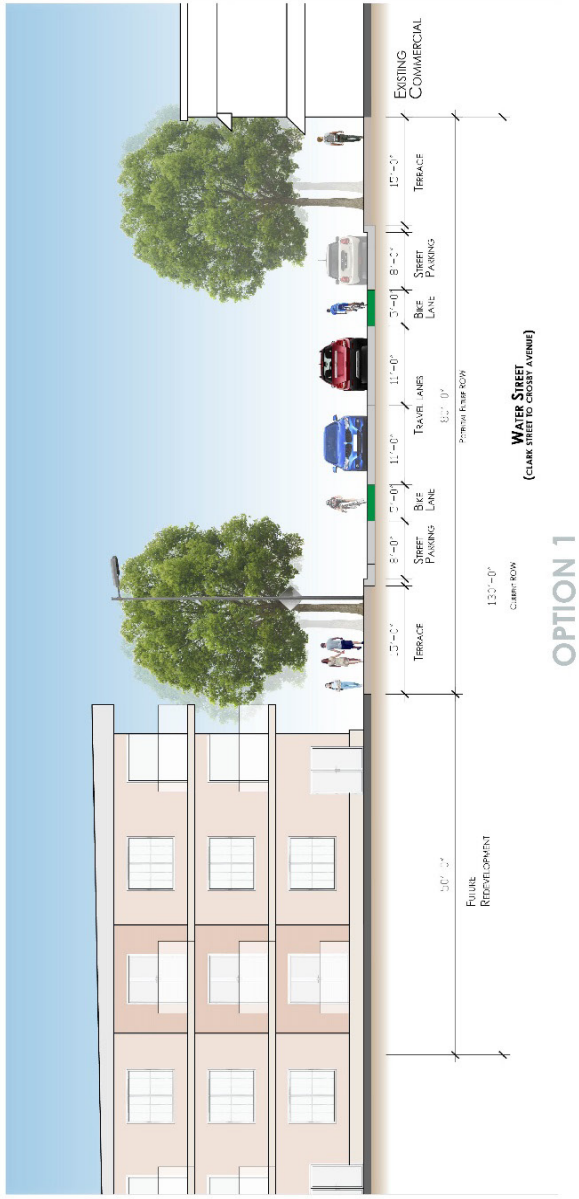
Centerpoint Drive Cross-Section (Exhibit 12). The Centerpoint Drive/Clark Street one-way pair system is also overbuilt for existing and projected traffic. With a return to two-way traffic, either bicycle lanes or on-street parking can be accommodated, but not both—as shown in the two options.

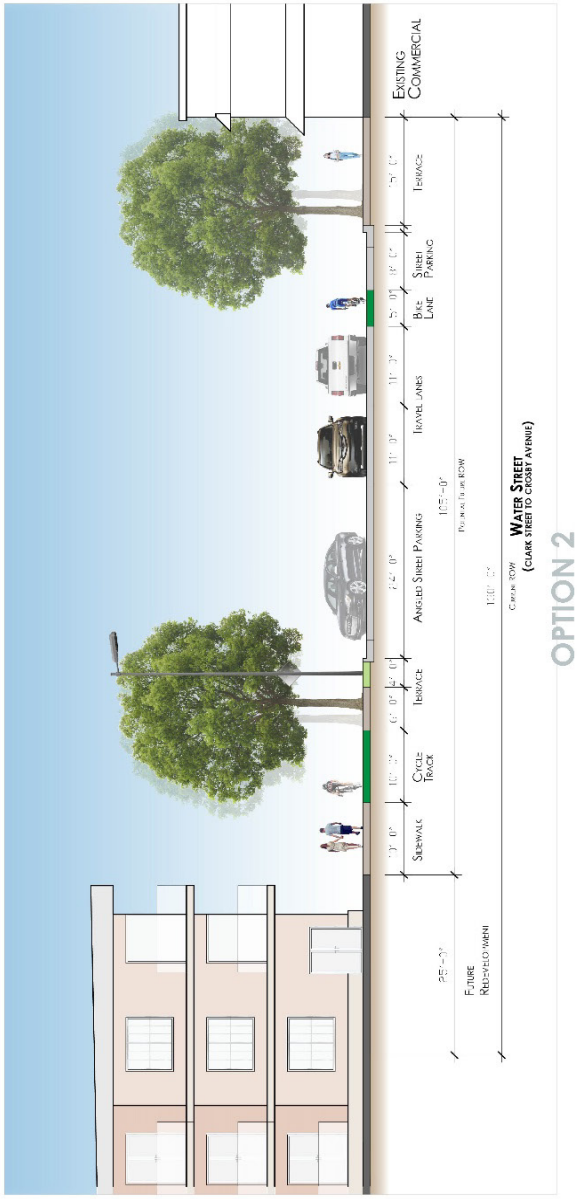
Clark Street Cross-Section (Exhibit 13). Even with a return to two-way traffic, Clark Street can continue to support parking on both sides of the street.

WATER STREET

EXHIBIT 11







DOWNTOWN TRANSPORTATION OPPORTUNITIES
CROSS SECTION STUDY: WATER STREET
STEVENS POINT

EXHIBIT 12

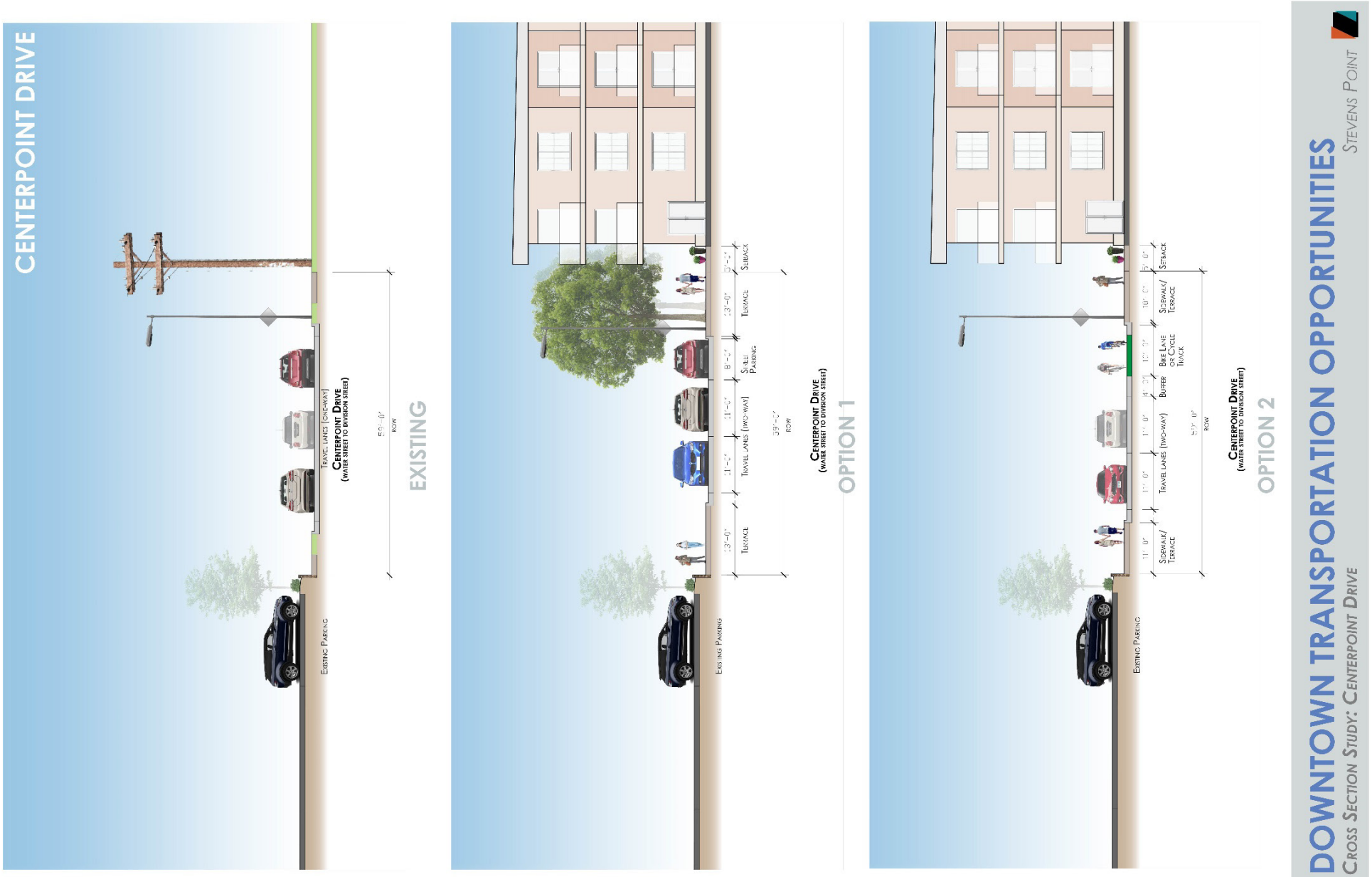
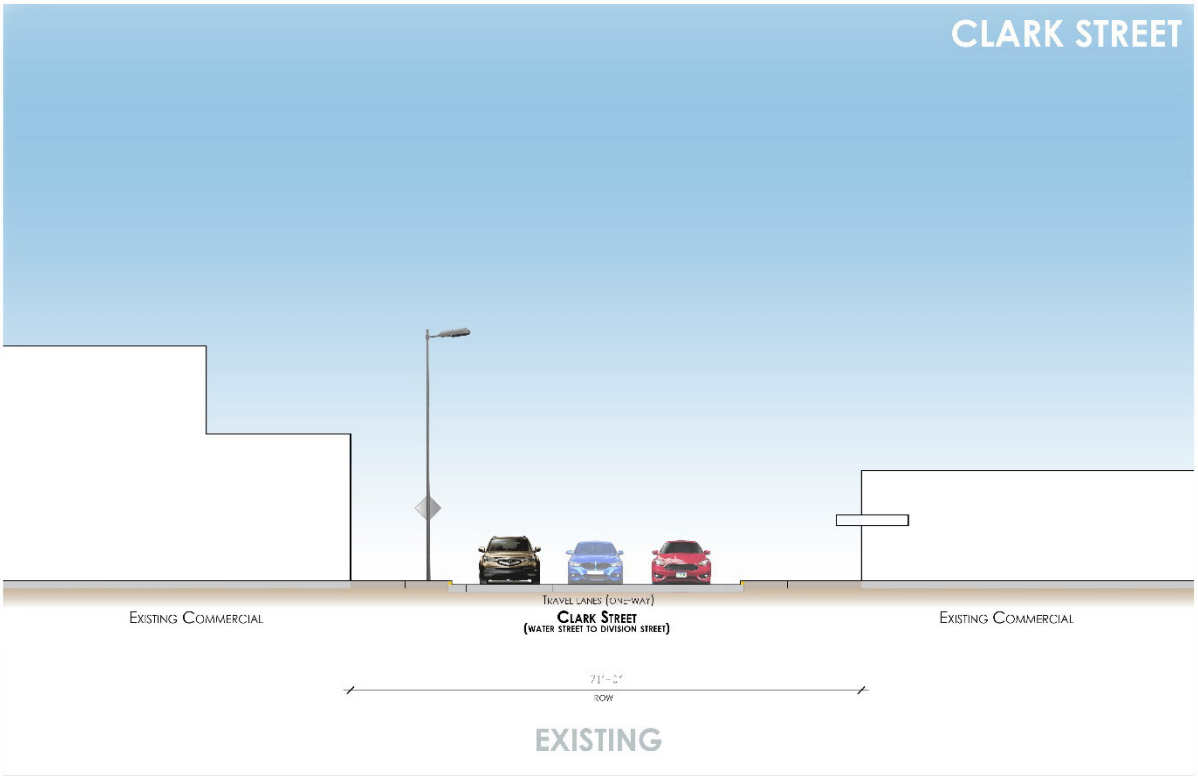
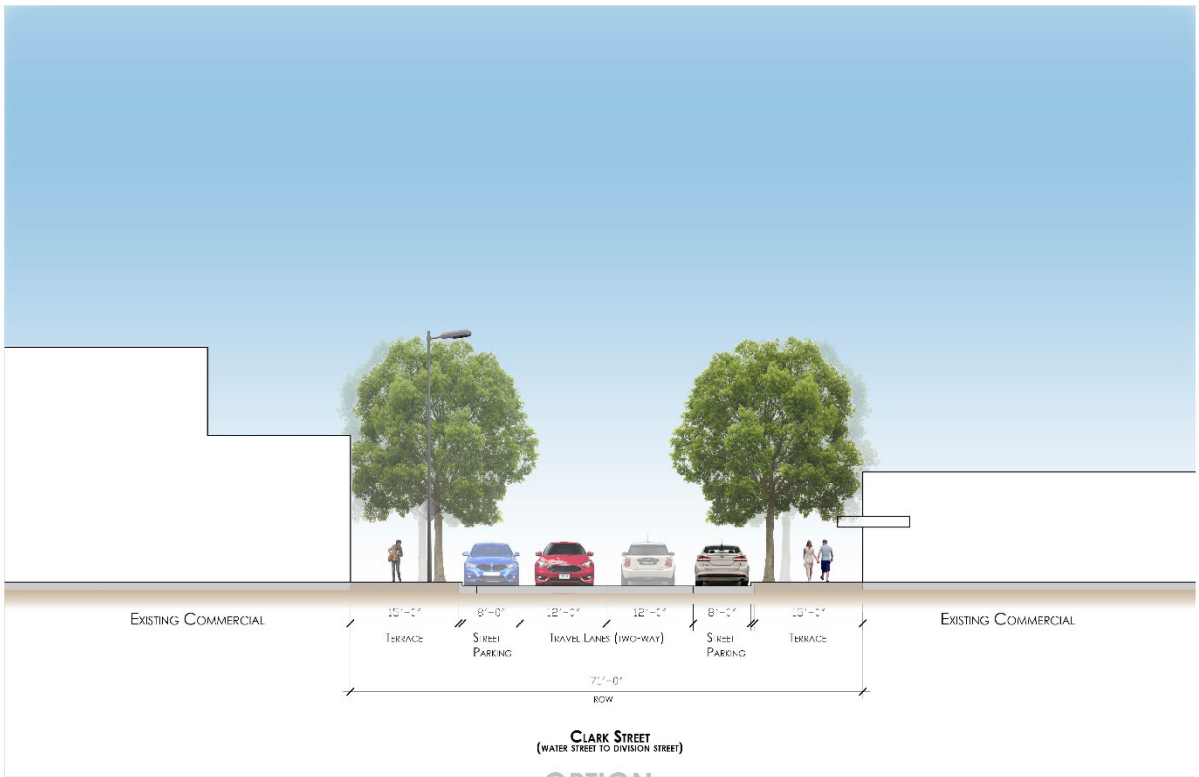

CENTERPOINT DRIVE
EXISTING
EXISTING PARKING
TRAVEL LANES (ONE-WAY)
CENTERPOINT DRIVE
(WATER STREET TO DIVISION STREET)
60'-0"
ROW
OPTION 1
EXISTING PARKING
13'-0"
TERRACE
11'-0"
11'-0"
TRAVEL LANES (TWO-WAY)
8'-0"
STEEL PARKING
13'-0"
TERRACE
3'-0"
SETBACK
99'-0"
ROW
CENTERPOINT DRIVE
(WATER STREET TO DIVISION STREET)
OPTION 2
EXISTING PARKING
11'-0"
SIDEWALK/ TERRACE
11'-0"
11'-0"
TRAVEL LANES (TWO-WAY)
4'-0"
BUFFER
12'-0"
BIKE LANE OR CYCLE TRACK
10'-0"
SIDEWALK/ TERRACE
3'-0"
SETBACK
91'-0"
ROW
CENTERPOINT DRIVE
(WATER STREET TO DIVISION STREET)
DOWNTOWN TRANSPORTATION OPPORTUNITIES
CROSS SECTION STUDY: CENTERPOINT DRIVE
STEVENS POINT

EXHIBIT 13



EXISTING



OPTION

DOWNTOWN TRANSPORTATION OPPORTUNITIES

CROSS SECTION STUDY: CLARK STREET

STEVENS POINT

ACTION STEPS AND PROJECT PRIORITIZATION

The proposed strategies/projects and associated action steps for the Downtown are listed below. These are implementation steps that the City and its partners may explore in order to maintain the current development momentum in this area and ensure that future projects meet the needs and desires of residents, businesses, and visitors. These items are generally listed in order of timing and priority, with short-term actions listed first.

These steps build upon public feedback, staff review, and Steering Committee discussions to date, and provide other recommendations for realizing these and other key projects. The considerable public and private investments and planning efforts that have already occurred or are expected to occur in the near-term, and their successful absorption into the local economy, will have some bearing on the feasibility and timing of the priorities identified in this plan. By establishing a series of principles, goals, and objectives, identifying priority projects, and outlining preliminary action steps, this plan is intended to help the City assess its project capacity as well as the market's ability to handle simultaneous redevelopment efforts in the near-term and the sequence of additional redevelopment projects in the mid- and long-term. However, this Master Plan is only the beginning of what will need to be a long-term commitment to implementation on the part of the City, as it begins to study its top priorities, build partnerships, develop detailed work plans and cost estimates, and budget for improvements as necessary.

Guiding Principles and Objectives

In order to provide an orderly framework to begin implementation activities, a set of three guiding principles and related objectives (shown at right) were developed for the Downtown target area as broad-based metrics under which more detailed action items may be identified and prioritized in order to promote time and resource efficiency for their eventual implementation. As shown in **Table 1**, all identified initiatives/action steps meet one or more of these objectives.

1. Resiliency

1.1 Maintain diverse employment options
1.2 Create diverse housing options and pricing
1.3 Support strong educational options
1.4 Integrate green infrastructure wherever possible

2. Vibrancy

2.1 Create opportunities for increased entertainment and recreational opportunities
2.2 Encourage creation/enhancement of activity nodes
2.3 Support sustainable development and business practices
2.4 Provide diverse transportation options
2.5 Ensure easy access to retail food outlets

3. Diversity

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

Prioritization Criteria

The specific initiatives/action steps introduced within this plan and summarized in **Table 1** were then scored and sequenced by relative priority. Priority projects are those that:

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

Prioritization Levels

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

Table 2 provides a greater level of detail for those projects deemed to be Level 1 Priorities. The priority projects listed are anticipated to occur within the next two to three years, and as each has the potential to make a significant impact on the Downtown, they are arranged with more emphasis on logical sequencing than on their relative importance compared to one another. Over the next few years, shifting market conditions or community interests may elevate the importance of other projects that are unlisted or currently not highly prioritized. For these reasons, it is recommended that the City and its implementation partners revisit the entire list of projects annually.

Tables 1 and 2 yet to be updated:

- ***Table 1: Summary of Priority Projects***
- ***Table 2: Level 1 Priority Initiatives***

Prioritization Levels

Level 1

- These are projects that meet **seven or more** of the criteria and should be the primary focus of the proactive efforts undertaken by the City.

Level 2

- These are projects that meet **five to six** of the criteria. The City should continue to monitor conditions and trends related to these (such as the completion of related projects, availability of funding, market conditions, etc.) to determine when they comply with the Level 1 criteria and are ripest for attention and action.

Level 3

- These are projects that meet **four or fewer** of the criteria. Current conditions and trends will need to change significantly before these projects would increase in their level of priority. Advancing these projects would be market-driven and would depend upon a property owner/business/developer to initiate them. Once that happens, the project is likely to jump to a Level 1 Priority. Thus, classifying a project as a Level 3 Priority does not indicate the City is not interested in it; it means the City believes current conditions and trends require another party to take the lead.