



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 Miskowiak
- Commissioner Rice
- Commissioner Schuler

AGENDA

CITY PLAN COMMISSION

Date	September 3,	Location:	Community Room
and	2024		933 Michigan Avenue, Stevens Point, WI
Time:	6:00 PM		
			<u>OR</u>
			<u>Zoom Teleconferencing</u>
			Meeting ID: 875 5196 2378
			Passcode: 495028
			<u>By Computer:</u>
			https://us02web.zoom.us/j/87551962378?pwd=0ioWxVBlUZr41Uj1XOdNxlrQljx
			<u>By Phone:</u> +1-312-626-6799 (US Chicago)

Opening Section:

1. Roll Call

Discussion and Possible Action on:

2. Report of the August 5, 2024 meeting of the City Plan Commission.
3. Public Hearing and action on a request from Jason Davis, representing Blue Top Enterprises LLC, for a conditional use permit to operate a car wash on the property located at 3457 Church Street (Parcel ID 281230804301426), consistent with Ch. 23.02(2)(d)(3)(k).
4. Public Hearing and action on a request from Drew Bain, representing the Wisconsin Public Service Corporation, for a conditional use permit to construct a utility structure on an unaddressed parcel bounded by Whiting Avenue (Parcel ID 281230805450801), consistent with Ch. 23.01(1)(a)(3)(b).
5. Public Hearing and action on a request from the City of Stevens Point to apply a

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.

permanent zoning classification of “R-3” Single- and Two-Family Residential to an unaddressed parcel bounded by Brilowski Road and Old Highway 18 (Parcel ID 281240836330100), and an unaddressed parcel bounded by Old Highway 18 (Parcel ID 281240836330200).

6. Public Hearing and action on 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 Eastside neighborhood. Said neighborhood is roughly bounded by the Town of Hull to the north, the Town of Stockton to the east, County Highway HH to the south and Interstate 39 to the west.
7. Public Hearing and action on 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 Southeast neighborhood. Said neighborhood is roughly bounded by Canadian National Railway and Carol’s Lane to the north, Interstate 39 to the east, the Village of Whiting to the south and Minnesota Avenue to the west.
8. A request from the Friends of Emerson Park to install a historical marker on the property located at 1401 East Avenue (Parcel ID 281240832103401), consistent with Ch. 23.01(11).
9. A request from Andy Weden, representing North Wisconsin District of the Lutheran Church - Missouri Synod, for an exception to the City's Driveway Ordinance for the property located at 1517 Maria Drive (Parcel ID 281240829400401), consistent with Ch. 23.01(17)(i)(3)(k).
10. Director's Report.

Closing Section:

11. Adjourn



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 Miskowiak
- Commissioner Rice
- Commissioner Schuler

MINUTES

CITY PLAN COMMISSION

Date and Time:	August 5, 2024 6:00 PM	Location:	Community Room 933 Michigan Avenue, Stevens Point, WI
			<u>OR</u>
			<u>Zoom Teleconferencing</u>
			Meeting ID: 843 2135 5104
			Passcode: 365317
			<u>By Computer:</u>
			https://us02web.zoom.us/j/84321355104?pwd=6U3Yf87ajHuOax3pQPBIKcCG6p
			<u>By Phone: +1-312-626-6799 (US Chicago)</u>

Opening Section:

1. Roll Call

- Meeting called to order at: 6:00PM
- Present: Wiza, Kneebone, Arntsen, Beacom, Miskowiak, Rice, Schuler

Discussion and Possible Action on:

2. Report of the July 1, 2024 meeting of the City Plan Commission.

- Discussion: Report included in the agenda packet.
- Motion: Arntsen moves to approve the report as presented, Kneebone seconds.
- Discussion: None.
- Vote: Unanimous approval.

3. Public Hearing and action on a request from Zach Brocken, representing North Reserve Property Group, LLC, for a conditional use permit to construct more than one duplex on an unaddressed parcel bounded by Reserve Street North (Parcel ID 281240820140150), consistent with Ch. 23.01(14)(f) & Ch. 23.02(2)(a)(3)(d).

- Discussion: Zoning Administrator Kuhn presents background information regarding the request and the revisions to the project. Staff recommends approval subject to the conditions provided.
 - Schuler inquires about the technicalities of approving the project.
- Public Hearing:
 - John Schlicker, 1909 Bluebell Lane, shares history of Harmony Village working with the applicant and the applicants' revisions to the project to satisfy concerns of the nearby residents. Board of Harmony Village voted in agreement that the project is reasonable to the residents.
- Motion: Rice moves approval of the conditional use permit subject to staff-recommended conditions, seconded by Beacom.
- Discussion: Kneebone inquires about the turnaround and private drive dimensions to meet needs of emergency services; Kuhn answers.
- Vote: Unanimous approval.

4. Public Hearing and action on a request from the City of Stevens Point to amend the Official Street Map of the City of Stevens Point. Said request establishes Evelyn Court, Joe Street, Leonard Street and Lost Creek Road within Lots 1-60 (Parcel ID 281240826400501-281240826400562) of Forest Creek Subdivision.

- Discussion: Zoning Administrator Kuhn presents background information regarding the Forest Creek subdivision and the requirement to designate the streets and street names on the City's official streets map, the required review standards, and recommends approval.
 - Arntsen inquires about the acquisition of land that will be required to extend Evelyn Court; Kernosky answers.
- Public Hearing:
 - No comments from the public.
- Motion: Kneebone moves approval of the request. Arntsen seconds.
- Discussion: Schuler notes approval for staff's reference to the City's Comprehensive Plan.
- Vote: Unanimous approval.

5. A request from Brett Gerber, representing Pointer Plaza, LLC, for a site plan review to construct a multiple-unit apartment building on the property located at 1800 Maria Drive (Parcel ID 281240829140022), consistent with Ch. 23.02(2)(f)(5)(b) & Ch. 23.02(4)(b)(1)(2).
 - Discussion: Kuhn presents background information regarding the project and revisions to the project since the presentation of the project to the commission in July. Staff recommends approval of the site plan subject to conditions provided in the agenda packet. Schuler requests clarification on the ability of the Commission to review the concept of the development (unit count, parking); Wiza and Kernosky answer that the Commission has the authority to review the development and conditions. Beacom comments on the project, the need for subsidized housing, and the need for additional vehicular parking as the demand for independent vehicle use has not decreased over the past decade.
 - Motion: Arntsen moves approval of the site plan and conditions as presented, seconded by Rice.
 - Discussion: Schuler comments on the rise of planned development projects within the City and requests a presentation and discussion on planned developments that have been approved and the impact of them. Wiza acknowledges and affirms the request.
 - Vote: Unanimous approval.
6. A request from the City of Stevens Point to acquire the property located at 2517 Prais Street (Parcel ID 281240828301611).
 - Discussion: Wiza and Director Krermer present background information regarding the acquisition request and potential need to respond to increased public demand at Goerke Park. Expansion of the park would be consistent with the Comprehensive Outdoor Recreation Plan. Arntsen requests clarification on the intent to purchase the property; Wiza and Kernosky answer, referencing the Comprehensive Outdoor Recreation Plan.
 - Motion: Kneebone moves to recommend the acquisition of the property located at 2517 Prais Street (Parcel ID 281240828301611), seconded by Arntsen.
 - Discussion: None.
 - Vote: Unanimous approval.
7. Discussion on Eastside and Southeast neighborhood plans.
 - Discussion: Neighborhood Planner Klesmith presents background information regarding the Comprehensive Plan update strategy and process. Arntsen requests clarification regarding the language change between neighborhood plans and planning area plans. Kernosky provides input. Kneebone thanks the Beloved Community for allowing use of the facility for the purposes of the Eastside Planning Area plan.
8. February - June 2024 Monthly Reports.
 - Discussion: Director Kernosky provides monthly reports with consistent permit counts and fees with a fair number of commercial and industrial permits.
9. Director's Report.
 - Discussion: Director Kernosky provides report, including reminder of September Plan Commission meeting, Shopko demolition, and amount of requests expected to come before the commission over the next few months.

Closing Section:

10. Adjourn

- Meeting adjourned at 6:42PM.

SIGN IN SHEET

PLEASE PRINT LEGIBLY

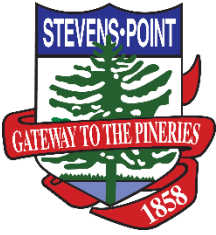
FAILURE TO PRINT LEGIBLY MAY RESULT IN MISS SPELLED NAMES ON OFFICAL RECORD OF MEETING MINUTES.

NAME:

ADDRESS:

John Schliecker	1909 Bluebell Lane Stevens Point WI 54482
Robert St. John	2016 Bluebell Lane Stevens Point, WI 54482
Carol St. John	2016 Bluebell Lane Stevens Point, WI 54482
Dick Toney	1933 Lilac Lane Stevens Point, WI 54482
Jack + Karen Mickler	1927 Lilac LA St Pt 54482

PLEASE RETURN TO SECRETARY, THANK YOU.



Memo

Chris Klesmith
Neighborhood Planner / Economic
Development Specialist

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

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

To: Plan Commission
From: Chris Klesmith
CC: Ryan Kernosky, Adam Kuhn
Date: August 5, 2024
Subject: Discussion on Eastside and Southeast Planning Area Plans

Commissioners,

As a part of the Comprehensive Plan update process and strategy that began in 2022, the development of two additions to the City of Stevens Point's Comprehensive Plan are nearing completion. Plans for the Eastside Planning Area and Southeast Planning Area will be brought before the City Plan Commission shortly for your review. Up until now, the process has consisted of:

- Surveys distributed to each planning area, completed by 334 residents, notified by mail.
- One large-scale kick-off workshop with residents from each planning area, notified by mail and hand-delivered invitation.
- Two walking tours per planning area.
- Four meetings and workshops per planning area.
- Multiple visits with community organizations and local volunteers.

Meetings and workshops were prerecorded and distributed to residents who had participated in the survey or attended any meeting, tour, or workshop and that provided a valid email address that could be reached by staff. Additionally, versions of the draft plans were available to the public as they were drafted. Both are available on the City's website.

Plans are presently being reviewed by staff for completeness. Two more meetings are scheduled for each planning area to make final revisions and to notify all residents of the content available in the plans prior to the public hearing scheduled for September. These meetings will be held the week of August 5th and August 19th.

Cheers,

Christopher Klesmith
Neighborhood Planner & Economic Development Specialist
City of Stevens Point

Administrative Staff Report

Operate a Car Wash

3457 Church Street

September 3, 2024



Department of Community
Development

Applicant(s): - Jason Davis, representing Blue Top Enterprises LLC Staff: - Adam Kuhn, Associate Planner akuhn@stevenspoint.com Parcel Number(s): 281230804301426 Zone(s): "B-4" Commercial Master Plan: - Commercial / Office / Multi-Family Council District: - District 10 Ald. Buse Lot Information: - Frontage: 83.66 ft. - Depth: 189.41 ft. - Lot Size: 34,639 sq. ft. (0.795 ac.) Current Use: - Vacant Applicable Regulations: 23.02(2)(d)(3)(k)	Request - Public Hearing and action on a request from Jason Davis, representing Blue Top Enterprises LLC, for a conditional use permit to operate a car wash on the property located at 3457 Church Street (Parcel ID 281230804301426), consistent with Ch. 23.02(2)(d)(3)(k). Attachment(s) - Application - Plans Findings of Fact - A vacated car wash building is located on the subject property. - The applicant is requesting to reintroduce a car wash use on the property by utilizing an existing manual car wash. - Under the applicant's project proposal, site improvements include patching and milling work to the parking lot, re-stripping, new paint onto the building and signage. - The subject property is zoned "B-4" Commercial. Within the "B-4" District, car washes are a conditional use. - Archival records indicate that a conditional use permit authorizing the former car wash use does not exist. As the car wash use of the subject property has been vacated for a period exceeding one year, a conditional use permit would be required to operate a car wash. Staff Recommendation Approve the request for a conditional use permit to operate a car wash on the property located at 3457 Church Street (Parcel ID 281230804301426), subject to the following conditions: - The car wash shall not be in operation during the hours of 9:00pm to 6:00am daily. - Applicable Building Code requirements shall be met prior to granting full occupancy. - Staff shall have the ability to approve minor amendments to the approved site plan.
---	--

Vicinity Map



Background

Overview: The applicant is requesting a conditional use permit to operate a manual car wash at 3457 Church Street. Formerly a Turbo Wash Car Wash, the applicant would utilize the existing car wash building to operate four car wash bays within the structure. Besides equipment upgrades within the structure, proposed site improvements include patching and milling work to the parking lot, re-stripping, new paint onto the building and signage.

The subject property is zoned “B-4” Commercial. Within the “B-4” District, car washes are classified as a conditional use. While a car wash has historically been in operation on the subject property, archival records indicate that a conditional use permit was not granted to authorize such a use (likely due to the fact that car washes may not have required a conditional use permit when the land use first started). As a car wash use on the property has been halted for a period exceeding one year, any legal nonconforming car wash status tied to the property has been rescinded, and the applicant would need to be granted a conditional use permit to restart this land use on the property.

Standards of Review – Conditional Use Permit

1. The establishment, maintenance, or operation of the use will not be detrimental to, or endanger the public health, safety, morals, comfort, or general welfare.

Analysis: The proposed use is consistent with the City’s Comprehensive Plan and the existing surrounding uses are unlikely to be negatively impacted by the proposed use. The subject property has a commercial/office/multi-family future land use designation, and car washes are a service establishment that is commonplace along

commercial corridors within Stevens Point. Commercial and multi-family land uses exist to the north, south and west, while industrial uses exist to the east.

Findings: The “B-4” Commercial District allows for car washes via a conditional use permit. Given that the subject property has historically been utilized as a car wash, staff does not believe the proposed conditional use permit with the conditions outlined above would be detrimental to, or endanger the public health, safety, morals, comfort, or general welfare.

2. **The use will not be injurious to the use and for the purpose already permitted, nor substantially diminish and impair property values.**

Analysis: Car washes are a conditional use within the “B-4” District.

Findings: Staff believes that this standard is met.

3. **The establishment of the use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.**

Analysis: The respective area is in an established and developed area of the city. The City’s Comprehensive Plan identifies this area for commercial, office and multi-family uses.

Findings: See standards one and two above. The applicant’s proposal will not impede on the normal and orderly development and improvement of the surrounding area.

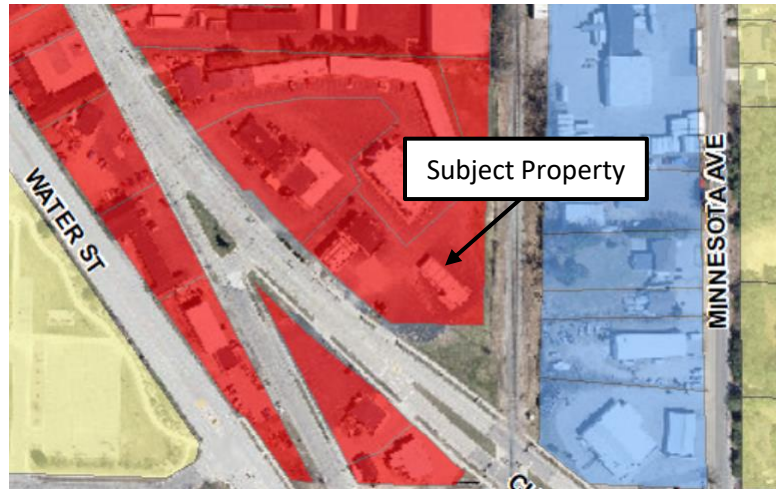
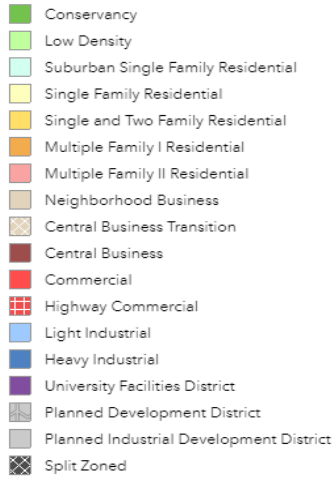
4. **The exterior architectural appeal and function plan of any proposed structure will not be variance with either the exterior architectural appeal and function plan, and scale of the structures already constructed or in the course of construction in the immediate neighborhood or in the character of the applicable district so as to result in a substantial or undue adverse effect on the neighborhood.**

Analysis: The existing structure consists of a brick exterior that is typical of other car washes within the area. No major alterations are proposed to the structure. New paint will be applied to most exterior surfacing, along with signage located at the top of the building and between each bay.

Findings: The architectural appeal of the car wash structure is consistent with other commercial land uses that are found



along the Church Street corridor. Staff believes that applying paint will improve the appeal of the building by removing the peeling paint that is visible from Church Street. This standard is met.

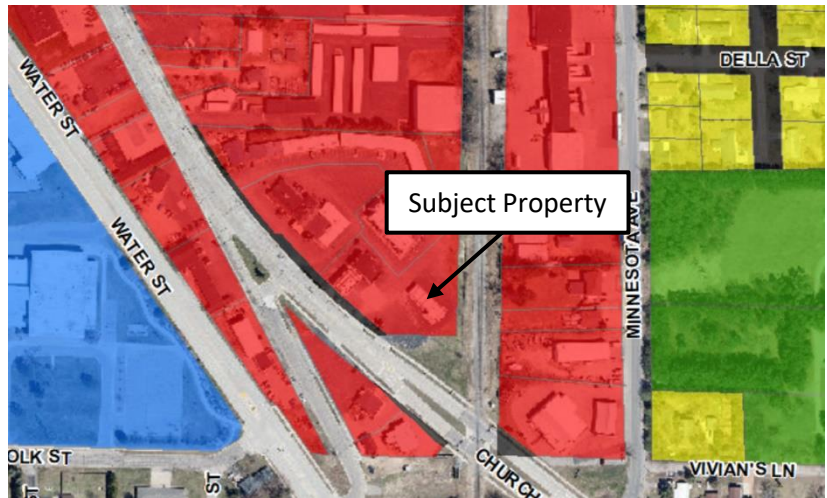


5. Adequate utilities, access roads, drainage and/or facilities have been, or are being, provided.

Analysis: Two access points into the property exist off of Church Street. Please note that the westernmost access point is shared with the former Shell gas station lot to west, and a shared driveway agreement is already in place. While a significant amount of hardscape is located on the property, no additional stormwater controls are being required on the property due to no additional impervious surfacing being proposed.

Findings: This standard is met.

Future Land Use



6. Adequate measures have been, or will be taken, to provide ingress and egress so designed to minimize traffic congestion in the public streets.

Analysis: The proposed land use will be serviced by two access points off of Church Street. With four wash bays being located in the car wash structure, it has the capacity to generate additional traffic to the site. With that said, two access points off of Church Street should improve traffic flow in and out of the site. In addition, the building being set back roughly 105 feet from Church Street ensures that a significant number of stacking spaces are provided for each wash bay.

Findings: This standard is met.

7. The proposed use is not contrary to the objectives of any duly adopted land use plan for the City of Stevens Point and any of its components.

Analysis: The City's 2005 Comprehensive Plan Future Land Use Map has identified this property for commercial, office and multi-family residential land uses. The property is zoned "B-4" Commercial. According to the City's Zoning Code, the "B-4" District is established "to provide for retail, commercial, office, service and apartment uses in areas of good accessibility along arterial streets consistent with the City's Comprehensive Plan. This district is primarily intended to accommodate general commercial uses requiring on-site parking and arterial access."

Findings: The proposed development is consistent with providing a commercial land use and is located along a street that can handle the slight increase in traffic that would occur as a result of this proposal.

8. **The use shall, in all other respects, conform to the applicable regulations of the district in which it is located, except as such regulations may, in each instance, be modified pursuant to the recommendations of the Plan Commission.**

Analysis: The conditional use permit application is seeking to operate a car wash use on the subject property.

Findings: The regulations of the district are met for this proposal provided that the conditions tied to this request are fulfilled.

9. **The proposal will not result in result in an over-concentration of high-density living facilities in one area so as to result in a substantial or undue adverse effect on the neighborhood, on the school system, and the social and protective systems of the community.**

Analysis: N/A

Findings: N/A

10. **Principal – Applications for exclusive multi-family residential uses: The view from the street should maintain a residential character. The view should not be dominated by the building and not by garages, parking, mechanical equipment, garbage containers, or other storage.**

Analysis: N/A

Findings: N/A

11. **Access to the site shall be safe.**

Analysis: Vehicular and pedestrian access exists off of Church Street.

Findings: Staff believes that access is adequate.

12. **There shall be adequate utilities to serve the site.**

- a. **The Public Works Director, Police Chief and Fire Chief shall determine whether there is adequate sanitary sewer, portable water, storm drainage, street capacity, emergency access, public protection services, and other utilities to serve the proposed development. They shall review the plan to ensure safety and access for safety vehicles.**

Analysis: The property has existing water and sewer connections that service the building. The applicant has been in discussions with the Public Utilities and Community Development Departments for any additional plumbing work that may be required within the building to restart the car wash.

Findings: This standard is met.

13. The privacy of the neighboring development and the proposed development shall be maintained as much as practical. Guidelines:

- a. **Mechanical equipment including refuse storage shall be screened from neighboring properties.**

Analysis: Refuse storage is not presently located on the property, nor is it proposed as part of this request.

Findings: This standard is met.

- b. **Lighting shall be located to minimize intrusion onto neighboring properties.**

Analysis: Outside of light coming from the buildings, no additional lighting that impacts the surrounding area is proposed.

Findings: Lighting would be provided by the building.

- c. **Sources of noise shall be located in a manner that minimizes impact to neighboring properties.**

Analysis: The use will be operating within the confines of the building and property.

Findings: The use should not create excessive noise.

14. Principal – Applications for exclusive multi-family residential uses. Landscaping shall be provided, or existing landscape elements shall be preserved to maintain a sense of residential character, define boundaries, and to enhance the sense of enclosure and privacy.

Analysis: N/A

Findings: N/A

Based on the findings above, staff would recommend approval of the conditional use permit with the conditions outlined on page one. Please keep in mind that recent State legislation has placed limitations on local jurisdictions regarding the denial of conditional use permits. Conditional use permits shall be reviewed by a means to permit a use

under certain conditions applied to the use or property. For example, if a concern is raised regarding to a standard above, a condition can be applied to the permit to address the concern and grant the permit.



APPLICATION FOR A CONDITIONAL USE PERMIT

(Pre-Application Conference Required)

ADMINISTRATIVE SUMMARY (Staff Use Only)

Application #		Date Submitted		Fee Required		Fee Paid	
Associated Applications if Any				Assigned Case Manager			
Pre-Application Conference Date				Conditional Use Permit Request	Use ☐	Amend ☐	

APPLICANT/CONTACT INFORMATION

APPLICANT INFORMATION		CONTACT INFORMATION (Same as Applicant? ☐)	
Applicant Name		Contact Name	
Address		Address	
City, State, Zip		City, State, Zip	
Telephone		Telephone	
Fax		Fax	
Email		Email	

OWNERSHIP INFORMATION

PROPERTY OWNER 1 INFORMATION (Same as Applicant? ☐)		PROPERTY OWNER 2 INFORMATION (If Needed)	
Owner's Name		Owner's Name	
Address		Address	
City, State, Zip		City, State, Zip	
Telephone		Telephone	
Fax		Fax	
Email		Email	

PROJECT SUMMARY

Subject Property Location [Please Include Address and Assessor's Identification Number(s)]		
Parcel 1	Parcel 2	Parcel 3
Legal Description of Subject Property		
Designated Future Land Use Category		Current Use of Property
Explain the land use and the development proposed for the subject property. Include the time schedule (if any) for development. (Use additional pages if necessary)		
How will the proposed development reinforce the existing or planned character of the neighborhood? (Use additional pages if necessary)		

Outline steps that will be taken to reduce any negative impacts on adjacent property. (Use additional pages if necessary)

This is an existing structure that is already laid out to be a self-serve car wash and that is what we intend to update and re-open for service. It is surrounded by commercial businesses. There will not be any major construction needed to re-open the business that would impact the surrounding properties.

Current Zoning Surrounding Subject Property

North:		South:	
East:		West:	

Current Land Use Surrounding Subject Property

North:		South:	
East:		West:	

EXHIBITS

Owner Information Sheet	☐	Additional Exhibits If Any:
Letter to District Alderperson	☐	
Maps (vicinity, zoning, floodplains, wetlands others as requested by staff)	☐	
Site Plan (designating primary, side, and service street frontages)	☐	
Building Elevations	☐	
Parking Plan (Location, number of spaces, reductions, and design and landscaping)	☐	
Street Plan with Cross-sections	☐	
Utility Plan	☐	
Landscape Plan (including any equivalent alternative landscaping requests)	☐	
Stormwater Plan	☐	
Outdoor Lighting Plan (location of fixtures, illumination levels)	☐	

CERTIFICATION AND SIGNATURE

By my signature below, I certify that the information contained in this application is true and correct to the best of my knowledge at the time of the application. I acknowledge that I understand and have complied with all of the submittal requirements and procedures and that this application is a complete application submittal. I further understand that an incomplete application submittal may cause my application to be deferred to the next posted deadline date.

Signature of Applicant	Date	Signature of Property Owner(s)	Date
Jason and Kristi Davis	7/14/2024		

From: littleredcarwash@yahoo.com
To: [District 10](#)
Cc: [Adam Kuhn](#); RLwoyak@gmail.com
Subject: 3457 Church St- Conditional Use Permit
Date: Sunday, July 14, 2024 3:05:38 PM
Attachments: [Stevens Point Conditional Use Permit.pdf](#)
[Turbo Wash update \(2\).pdf](#)

Greetings Mr. Buse,

I was advised to contact you regarding the Conditional Use Permit for a property we are in the process of purchasing. The address is 3457 Church St. (Next to Rookies Sports Bar, the old Turbo Wash car wash).

We are working with the current owner, Randell Woyak (also copied on this email) to parcel the car wash facility from the adjacent properties. We are experienced in the car wash industry and would like to bring this facility back to life, provide the updates needed and re-open it to the community. Attached you will find our Conditional Use Application as well as a rendering of our vision.

If you have any questions, please feel free to contact me.

Thank you for your time. We look forward to working with you on this project.

Jason and Kristi Davis
715-572-0209

BEFORE



AFTER



From: [Mihir J Sangani](#)
To: [Adam Kuhn](#)
Cc: [Maria Mohr](#)
Subject: Parcel ID 281230804301426 Public Hearing on Sept 3rd 2024 agenda
Date: Wednesday, August 21, 2024 8:51:41 PM

Hello Adam,

Regarding the above subject matter, I won't be available in Stevens Point to attend the Zoom meeting hearing as I am out of town..

Please accept my consent and no objection to the project/business getting started on that parcel ID. It would be encouraging to have a healthy, prospering business on the vacant parcel that has been sitting idle for many years.

I wish good luck to the new Car Wash Business owner with deserving success.

--

Sincerely,
Mihir J Sangani, GM
NM Equities LLC
Hotel Blue Top Inn
Stevens Point, WI-54481
866-377-9707 Toll-Free
(715) 544 4338 -Direct
516-581-9375 : Mobile
(715) 344 3434- Switchboard
www.hotelbluetopinn.com
www.motherplanetearth.com
bluetopinn.stevenspoint@gmail.com

This e-mail message, including copyrighted attachment(s), is for the sole use of the intended recipient(s) and may contain confidential and privileged information. None of the information may be copied or distributed without the written consent of the owners of this intellectual property. Any unauthorized review, re-transmission, dissemination, or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited. This material is for information purposes only and is not a solicitation. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message.

Administrative Staff Report

Construct a Utility Structure

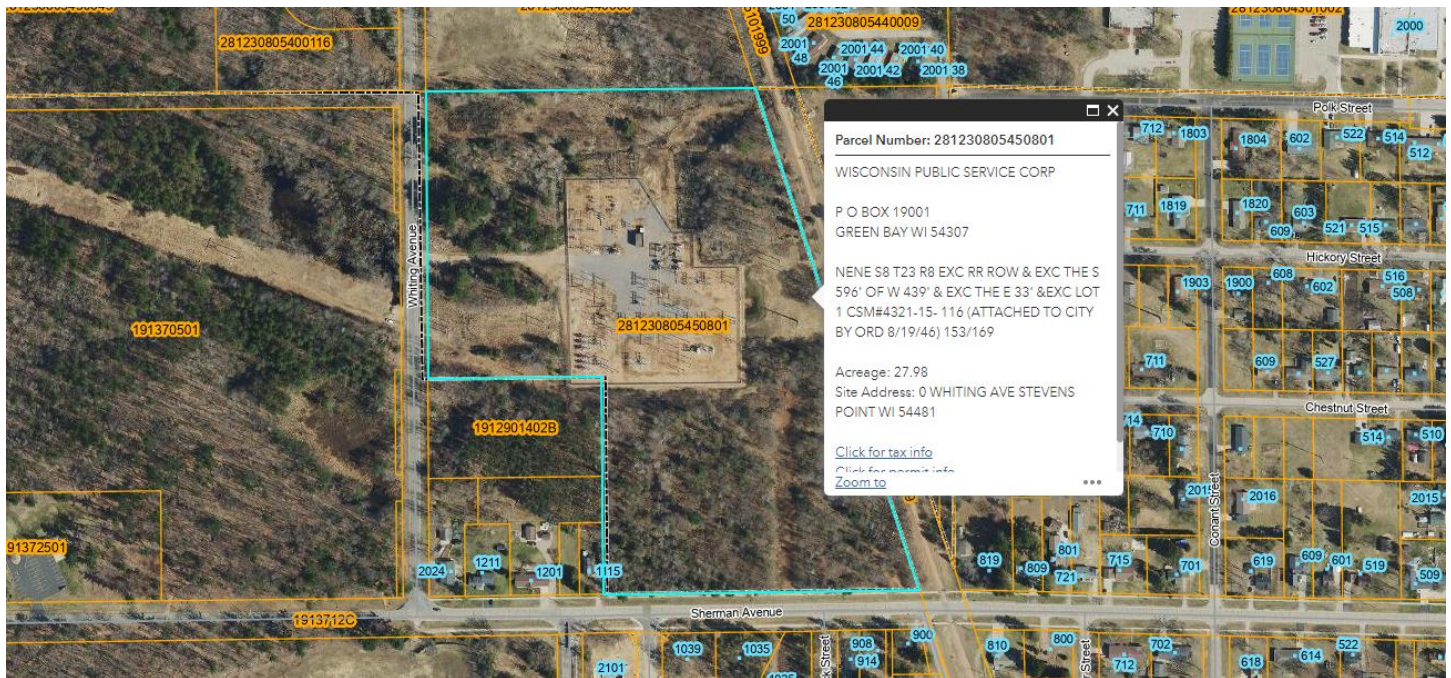
Whiting Avenue
September 3, 2024



Department of Community
Development

Applicant(s): - Drew Bain, representing the Wisconsin Public Service Corporation Staff: - Adam Kuhn, Associate Planner akuhn@stevenspoint.com Parcel Number(s): 281230805450801 Zone(s): “M-1” Light Industrial Master Plan: - Industry Council District: - District 10 Ald. Buse Current Use: - Electrical Substation Applicable Regulations: 23.01(1)(a)(3)(b)	Request - Public Hearing and action on a request from Drew Bain, representing the Wisconsin Public Service Corporation, for a conditional use permit to construct a utility structure on an unaddressed parcel bounded by Whiting Avenue (Parcel ID 281230805450801), consistent with Ch. 23.01(1)(a)(3)(b). Attachment(s) - Application - Plans Findings of Fact - The Wisconsin Public Service Corporation is requesting to construct an 864 sq ft control building within an existing electrical substation off of Whiting Avenue. - The control building will be located on the north end of fenced in substation. - The subject property is zoned “M-1” Light Industrial. Within the “M-1” District, the construction of any utility structure requires a conditional use permit. - The Plan Commission and Common Council may attach conditions onto this request as necessary. Staff Recommendation Approve the request for a conditional use permit to construct a utility structure on an unaddressed parcel bounded by Whiting Avenue (Parcel ID 281230805450801), subject to the following conditions: - A building permit shall be obtained prior to the start of construction. - Staff shall have the ability to approve minor amendments to the approved plan.
--	---

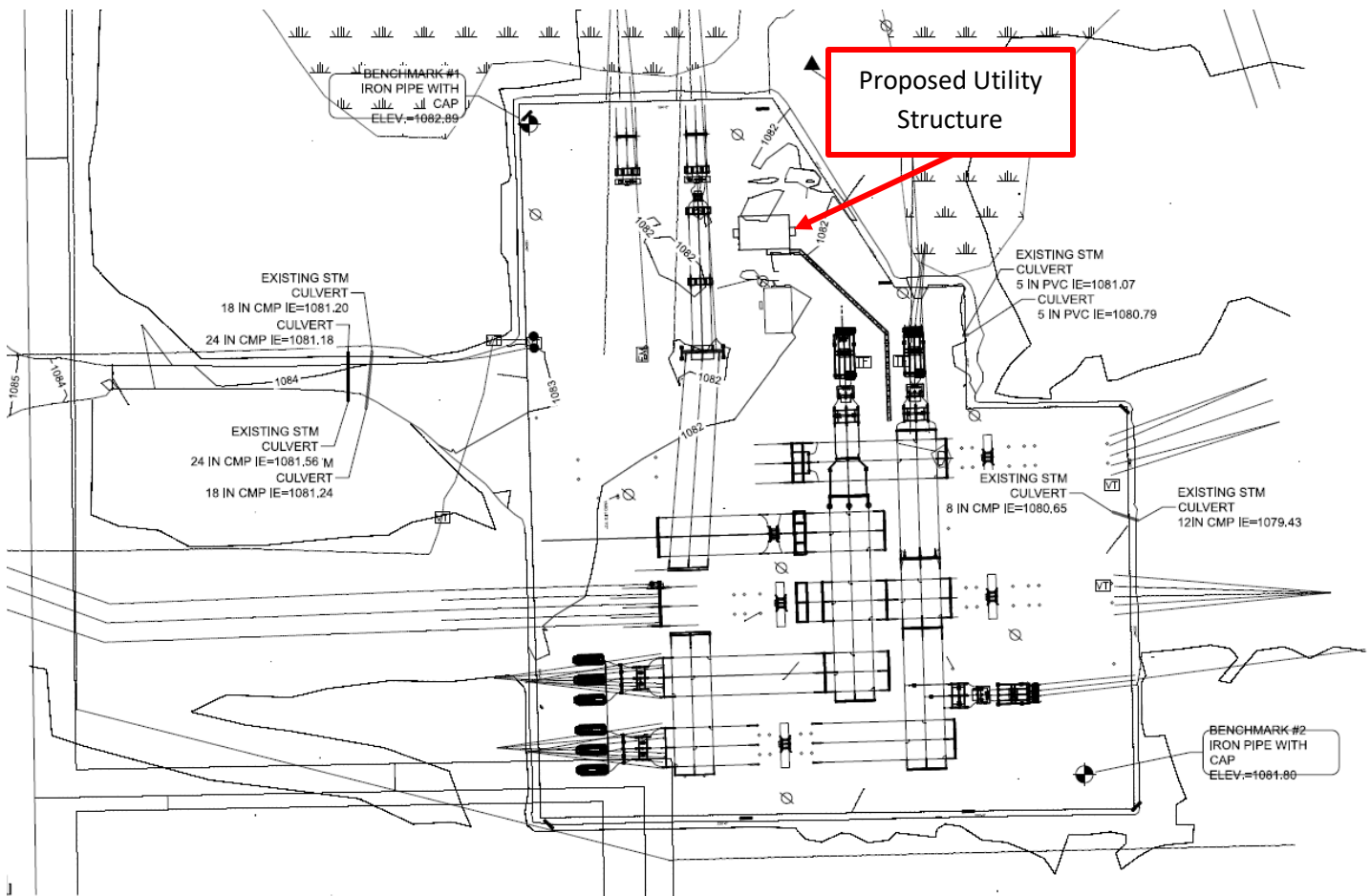
Vicinity Map



Background

Overview: The Wisconsin Public Service Corporation (WPS) is requesting a conditional use permit to construct an 864 square foot control building within their substation off of Whiting Avenue. The proposed control building is intended to store equipment that it utilized within the substation – some of which will be upgraded as part of a broader improvement project on the property. If this request is approved, work is anticipated to begin later this year.

The subject property is zoned “M-1” Light Industrial. Within the “M-1” District, the construction of structures utilized by a public utility would require a conditional use permit. Below includes a site plan of the substation property, along with an analysis of each review standard for this conditional use permit request.



Proposed Site Plan

Standards of Review – Conditional Use Permit

1. The establishment, maintenance, or operation of the use will not be detrimental to, or endanger the public health, safety, morals, comfort, or general welfare.

Analysis: The proposed use is consistent with the City's Comprehensive Plan and the existing surrounding uses are unlikely to be negatively impacted by the proposed use. The subject property is designated for industrial uses, and substations are commonly located in areas that are identified for industrial development. As noted within the plan set, the substation is fenced in with chain link fencing to prohibit access for any unauthorized individuals.

Findings: The proposed structure is one of several improvements that are proposed on the property to improve the substation equipment. According to WPS, this substation meets existing electrical needs for both Stevens Point and Whiting – however, site improvements are required to “provide safe and reliable electric energy to the city.” Based on the above, staff believes that the proposed structure will not be detrimental to, or endanger the public health, safety, morals, comfort, or general welfare.

2. The use will not be injurious to the use and for the purpose already permitted, nor substantially diminish and impair property values.

Analysis: Structures utilized by a public utility are a conditional use within the “M-1” District.

Findings: Staff does not believe that this use is injurious to the use for the uses already permitted.

3. **The establishment of the use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.**

Analysis: The respective area is in an established and developed area of the city. The City's Comprehensive Plan identifies this area for industrial uses.

Findings: See standards one and two above. The applicant's proposal will not impede on the normal and orderly development and improvement of the surrounding area.

4. **The exterior architectural appeal and function plan of any proposed structure will not be variance with either the exterior architectural appeal and function plan, and scale of the structures already constructed or in the course of construction in the immediate neighborhood or in the character of the applicable district so as to result in a substantial or undue adverse effect on the neighborhood.**

Analysis: The proposed structure will consist of metal panels for the exterior walls, with a service door and electrical equipment located outside of the building. The roof will have a 4x12 pitch that is consistent with most accessory structures for industrial uses.

Findings: The architectural appeal of the utility structure is consistent with other industrial land uses, predominantly due to the massing of the structure and its exterior building material. This standard is met.

5. **Adequate utilities, access roads, drainage and/or facilities have been, or are being, provided.**

Analysis: A secure access point exists off of Whiting Avenue that is only accessible to WPS personnel. Given the small size of the proposed structure, along with the limited amount of impervious surfacing on the property, stormwater management considerations are not needed.

Findings: This standard is met.

6. **Adequate measures have been, or will be taken, to provide ingress and egress so designed to minimize traffic congestion in the public streets.**

Analysis: The proposed structure will be serviced by one access point off of Whiting Avenue. As this access point is closed to the public, additional traffic generation is not anticipated as part of this development.

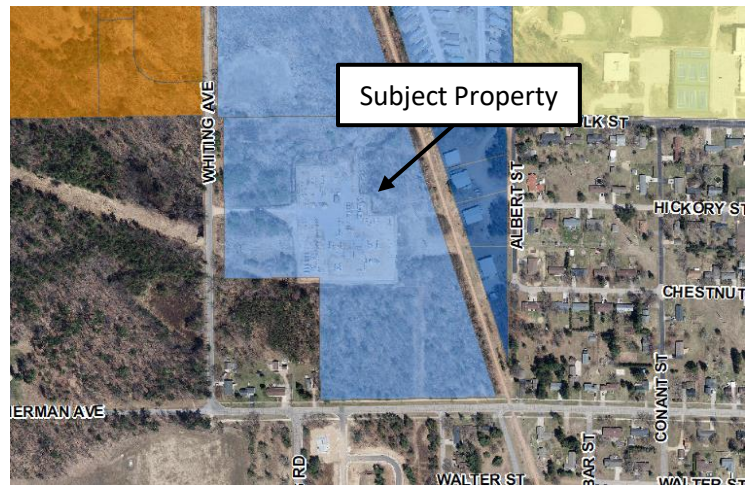
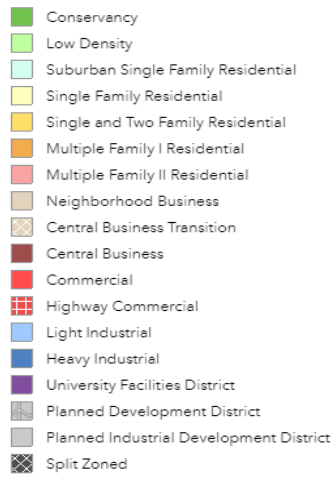
Findings: This standard is met.

7. **The proposed use is not contrary to the objectives of any duly adopted land use plan for the City of Stevens Point and any of its components.**

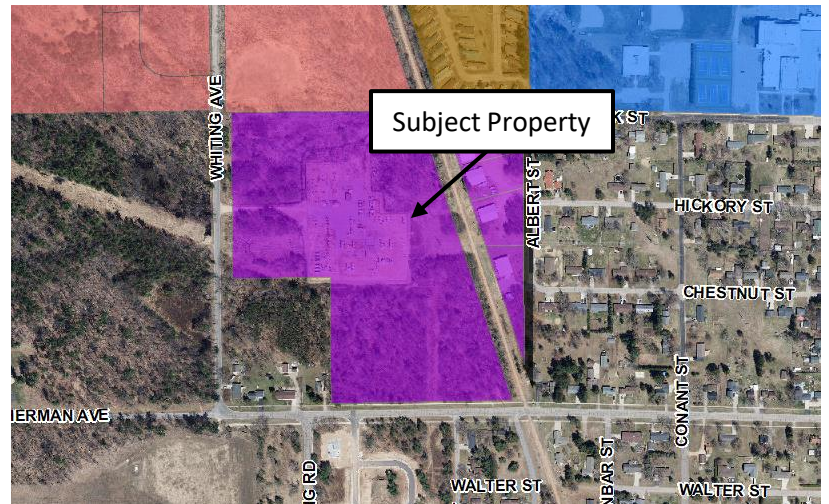
Analysis: The City's 2005 Comprehensive Plan Future Land Use Map has identified this property for industrial land uses. The property is zoned "M-1" Light Industrial. According to the City's Zoning Code, the "M-1" District is established "to provide for those manufacturing or other industrial uses having the least obnoxious nuisance affects and having a lower intensity of activity as compared with permitted uses of the "M-2" Heavy Industrial

District. It is intended that the "M-1" district be located as a buffer between heavy manufacturing uses and commercial or high-density residential uses or at other locations all consistent with the use planning principles, industrial location standards, and the City Comprehensive Plan and policies."

Findings: The proposed development is consistent with providing an industrial land use that is set back a considerable distance from multi-family residential accommodations to the north and northwest.



Future Land Use



8. The use shall, in all other respects, conform to the applicable regulations of the district in which it is located, except as such regulations may, in each instance, be modified pursuant to the recommendations of the Plan Commission.

Analysis: The conditional use permit application is seeking to construct a utility structure on the subject property.

Findings: The regulations of the district are met for this proposal provided that the conditions tied to this request are fulfilled.

9. The proposal will not result in an over-concentration of high-density living facilities in one area so as to result in a substantial or undue adverse effect on the neighborhood, on the school system, and the social and protective systems of the community.

Analysis: N/A

Findings: N/A

10. Principal – Applications for exclusive multi-family residential uses: The view from the street should maintain a residential character. The view should not be dominated by the building and not by garages, parking, mechanical equipment, garbage containers, or other storage.

Analysis: N/A

Findings: N/A

11. Access to the site shall be safe.

Analysis: Vehicular access exists off of Whiting Avenue.

Findings: Staff believes that access is adequate.

12. There shall be adequate utilities to serve the site.

- a. The Public Works Director, Police Chief and Fire Chief shall determine whether there is adequate sanitary sewer, portable water, storm drainage, street capacity, emergency access, public protection services, and other utilities to serve the proposed development. They shall review the plan to ensure safety and access for safety vehicles.**

Analysis: Sewer and water connections are not planned for this control building. Access into the property is of sufficient size for emergency personnel to coordinate with WPS should a situation arise.

Findings: This standard is met.

13. The privacy of the neighboring development and the proposed development shall be maintained as much as practical. Guidelines:

- a. Mechanical equipment including refuse storage shall be screened from neighboring properties.**

Analysis: Mechanical equipment is screened with chain link fencing. Trees surround the substation so much so that the control building will not be visible from any lot line.

Findings: This standard is met.

- b. Lighting shall be located to minimize intrusion onto neighboring properties.**

Analysis: Minor lighting that is created will not be visible from the lot line.

Findings: This standard is met.

- c. Sources of noise shall be located in a manner that minimizes impact to neighboring properties.**

Analysis: The use will be operating within the confines of the building and property.

Findings: The use should not create excessive noise.

14. Principal – Applications for exclusive multi-family residential uses. Landscaping shall be provided, or existing landscape elements shall be preserved to maintain a sense of residential character, define boundaries, and to enhance the sense of enclosure and privacy.

Analysis: N/A

Findings: N/A

Based on the findings above, staff would recommend approval of the conditional use permit with the conditions outlined on page one. Please keep in mind that recent State legislation has placed limitations on local jurisdictions regarding the denial of conditional use permits. Conditional use permits shall be reviewed by a means to permit a use under certain conditions applied to the use or property. For example, if a concern is raised regarding to a standard above, a condition can be applied to the permit to address the concern and grant the permit.



APPLICATION FOR A CONDITIONAL USE PERMIT

(Pre-Application Conference Required)

ADMINISTRATIVE SUMMARY (Staff Use Only)

Application #		Date Submitted		Fee Required		Fee Paid	
Associated Applications if Any				Assigned Case Manager			
Pre-Application Conference Date				Conditional Use Permit Request	Use ☐	Amend ☐	

APPLICANT/CONTACT INFORMATION

APPLICANT INFORMATION		CONTACT INFORMATION (Same as Applicant? ☐)	
Applicant Name	Wisconsin Public Service (WPS)	Contact Name	Drew Bain
Address	3501 Whiting Ave	Address	750 Beaten Rd
City, State, Zip	Stevens Point, WI 54481	City, State, Zip	Green Bay, WI 54304
Telephone	N/A	Telephone	(920)433-6906
Fax	N/A	Fax	N/A
Email	N/A	Email	drew.bain@wisconsinpublicservice.com

OWNERSHIP INFORMATION

PROPERTY OWNER 1 INFORMATION (Same as Applicant? ☐)		PROPERTY OWNER 2 INFORMATION (If Needed)	
Owner's Name	Wisconsin Public Service	Owner's Name	
Address	750 Beaten Rd	Address	
City, State, Zip	Green Bay, WI 54304	City, State, Zip	
Telephone	(920) 433-6906	Telephone	
Fax	N/A	Fax	
Email	drew.bain@wisconsinpublicservice.com	Email	

PROJECT SUMMARY

Subject Property Location [Please Include Address and Assessor's Identification Number(s)]		
Parcel 1	Parcel 2	Parcel 3
281230805450801		
Legal Description of Subject Property		
NENE S8 T23 R8 EXC RR ROW & EXC THE S 596' OF W 439' & EXC THE E 33' & EXC LOT 1 CSM#4321-15- 116 (ATTACHED TO CITY BY ORD 8/19/46) 153/169		
Designated Future Land Use Category		Current Use of Property
Same as Current Use		Fenced equipment to provide the city electricity
Explain the land use and the development proposed for the subject property. Include the time schedule (if any) for development. (Use additional pages if necessary)		
The Whiting Ave substation is located on WPS owned property. Land use will stay the same. This is an asset renewal project for both WPS equipment located on the property. Equipment to be replaced include; 3-circuit switchers, 2-15MVA transformers, 3-27kV breakers, 1-battery with charger and new control building. Construction is proposed to start in December.		
How will the proposed development reinforce the existing or planned character of the neighborhood? (Use additional pages if necessary)		

The existing Whiting Ave substation has met electric needs for the City of Stevens Point and the Village of Whiting for many years. But due to the age of some of the equipment, replacement is necessary to keep providing safe and reliable electric energy to the city.

Outline steps that will be taken to reduce any negative impacts on adjacent property. (Use additional pages if necessary)

1. Trees- There is a driveway that leads directly to the fence and all work is to be done inside the fence. Trees will only be removed if necessary.
2. Construction timing- Construction is planned for cooler months where load can be serviced from another substations without electric interruptions.

Current Zoning Surrounding Subject Property

North:	M-1 Light Industrial	South:	Road/ Residential (Village of Whiting)
East:	Trail/ M-2 Industrial	West:	Residential/Road (Village of Whiting)

Current Land Use Surrounding Subject Property

North:	Vacant Land	South:	Residential
East:	4 Industrial buildings	West:	Residential

EXHIBITS

Owner Information Sheet	☐	Additional Exhibits If Any:
Letter to District Alderperson	☐	
Maps (vicinity, zoning, floodplains, wetlands others as requested by staff)	☐	
Site Plan (designating primary, side, and service street frontages)	☐	
Building Elevations	☐	
Parking Plan (Location, number of spaces, reductions, and design and landscaping)	☐	
Street Plan with Cross-sections	☐	
Utility Plan	☐	
Landscape Plan (including any equivalent alternative landscaping requests)	☐	
Stormwater Plan	☐	
Outdoor Lighting Plan (location of fixtures, illumination levels)	☐	

CERTIFICATION AND SIGNATURE

By my signature below, I certify that the information contained in this application is true and correct to the best of my knowledge at the time of the application. I acknowledge that I understand and have complied with all of the submittal requirements and procedures and that this application is a complete application submittal. I further understand that an incomplete application submittal may cause my application to be deferred to the next posted deadline date.

Signature of Applicant	Date	Signature of Property Owner(s)	Date
	8/5/24		8/8/24

From: [Calaway, Jessica](#)
To: [District 10](#)
Cc: [Bain, Drew R](#); [Adam Kuhn](#)
Subject: WPS-Whiting Ave project
Date: Tuesday, August 6, 2024 1:23:01 PM

Hello Dustin,

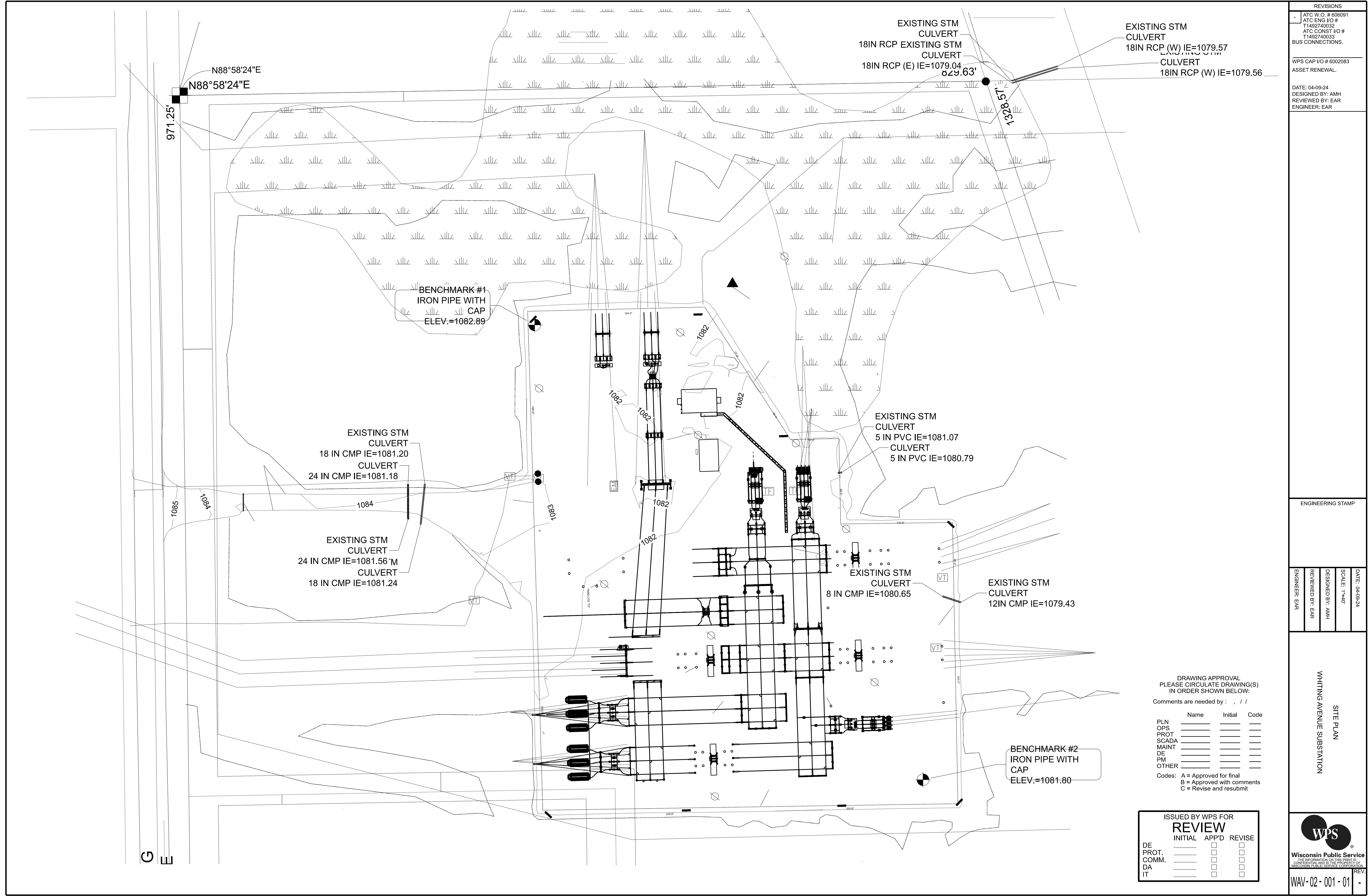
Wisconsin Public Service (WPS) is planning an asset renewal project for the substation on Whiting Avenue, located at 3501 Whiting Ave, Stevens Point, WI 54481. The project will consist of replacing older equipment throughout the substation, as they are nearing the end of life. WPS will also be installing a new control building on the site to store equipment only. This project is to take place during winter months to provide power to the area without interruptions.

I'm happy to answer any questions you may have.

Thanks,

Jessica Calaway

Jessica Calaway
Associate Engineer-WPS Substation
WEC Energy Group
Office: (920) 380-3301
Jessica.Calaway@we-energies.com



REVISIONS	
-	ATC W.O. # 606091 ATC ENG I/O # T1492740032 ATC CONST I/O # T1492740033 BUS CONNECTIONS.
WPS CAP I/O # 6002083 ASSET RENEWAL.	
DATE: 04-09-24 DESIGNED BY: AMH REVIEWED BY: EAR ENGINEER: EAR	

ENGINEERING STAMP	
ENGINEER: EAR	DESIGNED BY: AMH
REVIEWED BY: EAR	SCALE: 1"=10'
	DATE: 04-09-24

SITE PLAN
WHITTING AVENUE SUBSTATION



Wisconsin Public Service
THE INFORMATION ON THIS PRINT IS
CONFIDENTIAL AND IS THE PROPERTY OF
WISCONSIN PUBLIC SERVICE CORPORATION

WAV-02-001-01

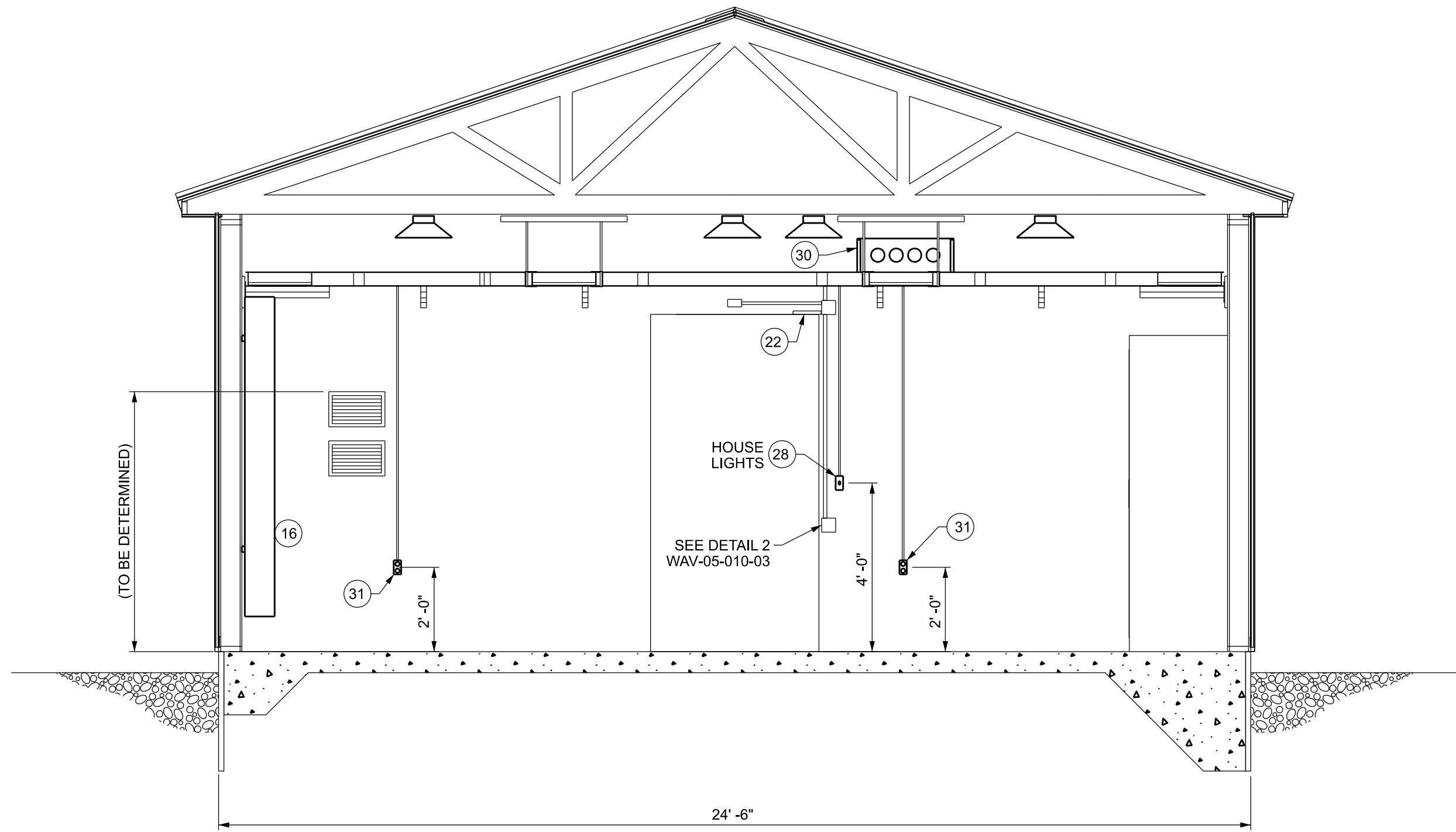
REV.

DRAWING APPROVAL
PLEASE CIRCULATE DRAWING(S)
IN ORDER SHOWN BELOW:
Comments are needed by : , / /

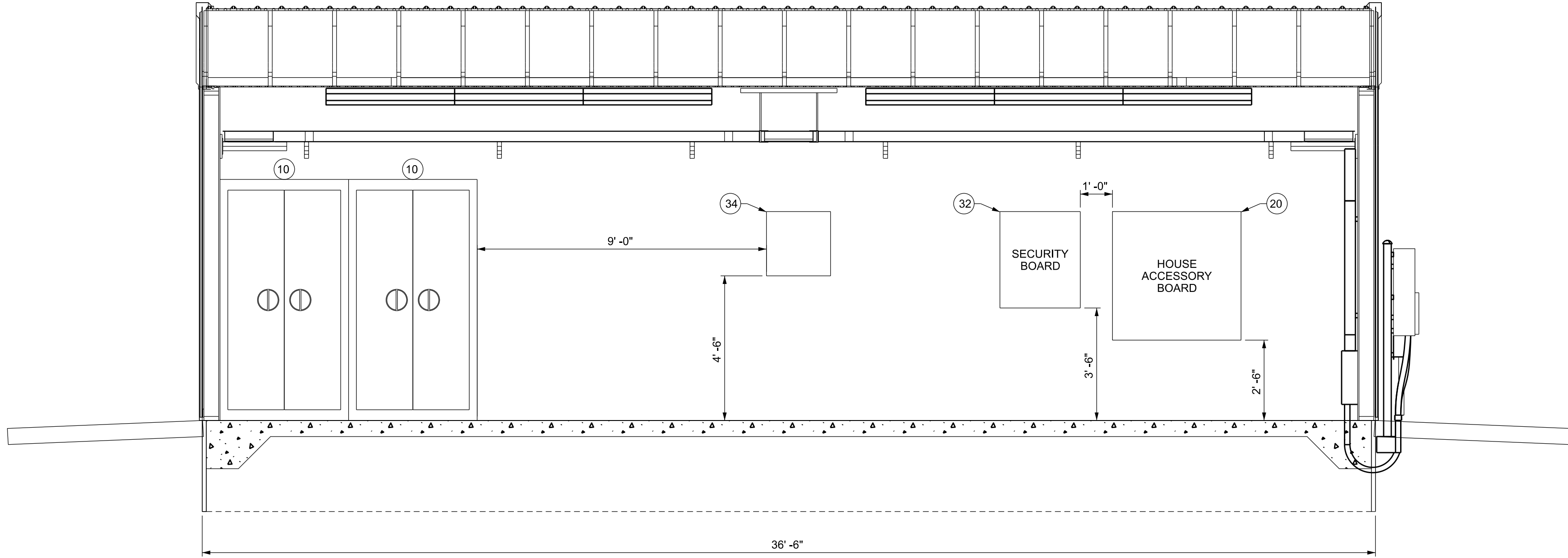
	Name	Initial	Code
PLN			
OPS			
PROT			
SCADA			
MAINT			
DE			
PM			
OTHER			

Codes: A = Approved for final
B = Approved with comments
C = Revise and resubmit

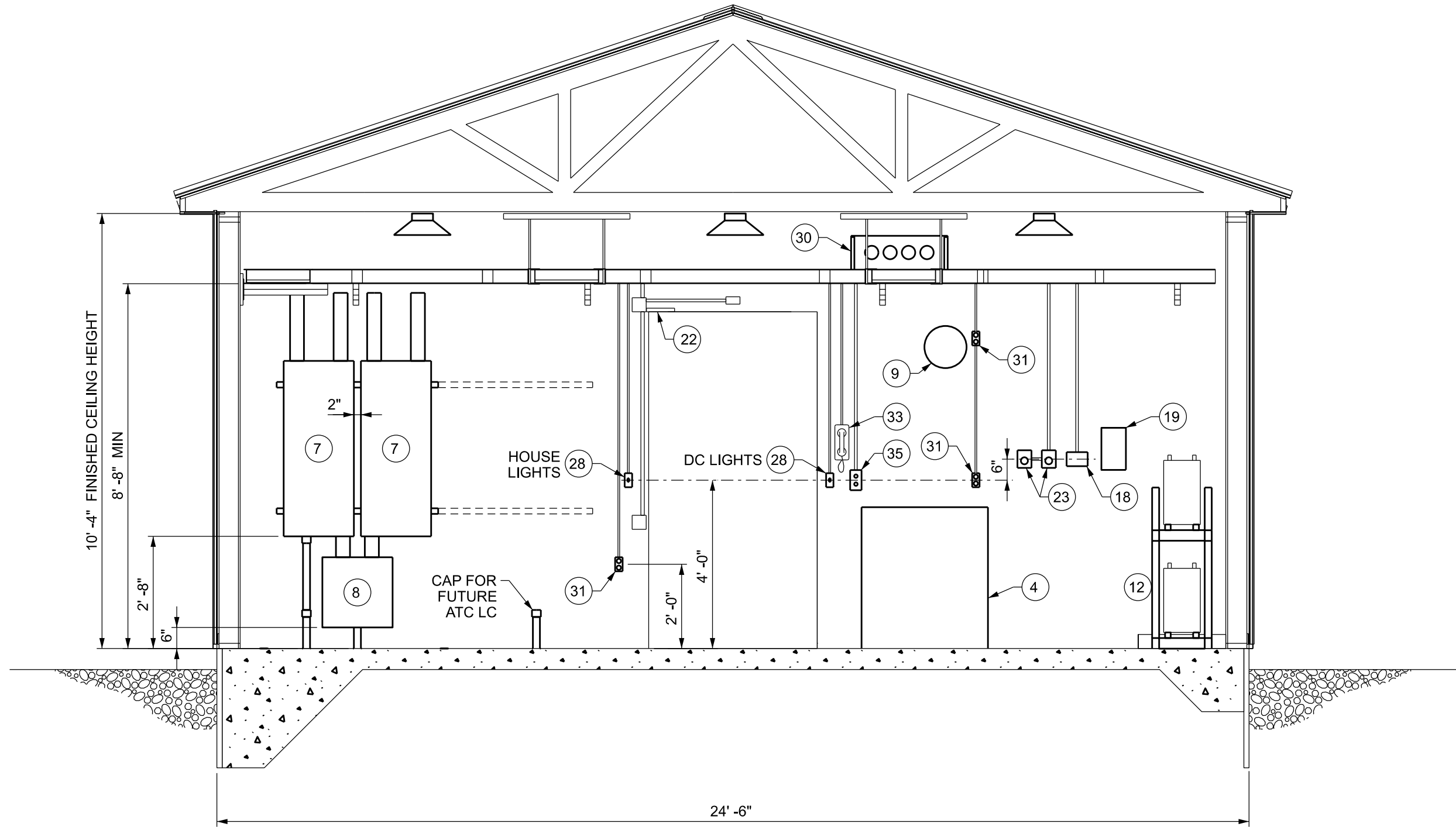
ISSUED BY WPS FOR REVIEW			
	INITIAL	APP'D	REVISE
DE			
PROT.			
COMM.			
DA			
IT			



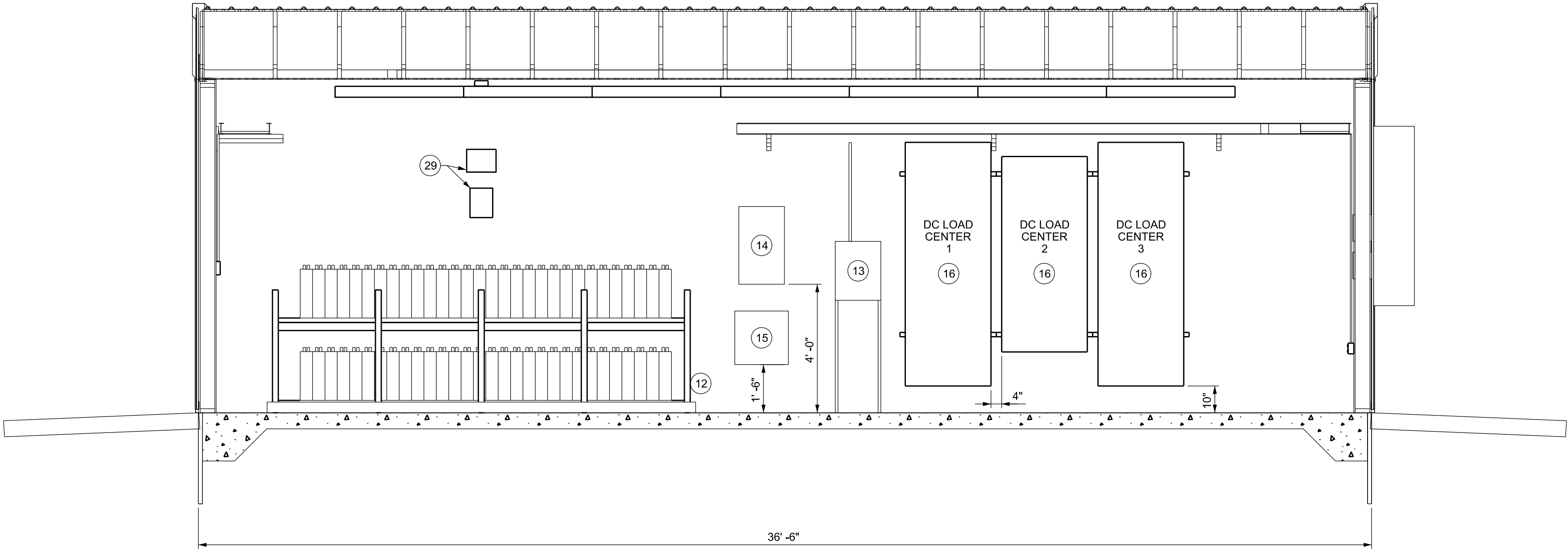
SECTION A-A



SECTION B-B



SECTION C-C



SECTION D-D

DRAWING APPROVAL
PLEASE CIRCULATE DRAWING(S)
IN ORDER SHOWN BELOW:

Comments are needed by : , / /

	Name	Initial	Code
PLN	_____	_____	_____
OPS	_____	_____	_____
PROT	_____	_____	_____
SCADA	_____	_____	_____
MAINT	_____	_____	_____
DE	_____	_____	_____
PM	_____	_____	_____
OTHER	_____	_____	_____

Codes: A = Approved for final
B = Approved with comments
C = Revise and resubmit

ISSUED BY WPS FOR		
REVIEW		
INITIAL	APPD	REVISE
DE	☐	☐
PROT.	☐	☐
COMM.	☐	☐
DA	☐	☐
IT	☐	☐

REFERENCE DRAWING

WAV-05-010-01 24'x36' CONTROL HOUSE PLAN VIEWS
WAV-05-010-03 24'x36' CONTROL HOUSE SECTION E-E, F-F & DETAILS
WAV-05-010-04 24'x36' CONTROL HOUSE BILL OF MATERIALS

REVISIONS
ATC W.O. # 606091 ATC ENG I/O # T1492740032 ATC CONST I/O # T1492740033 BUS CONNECTIONS.
WPS CAP I/O # 6002083 ASSET RENEWAL.
DATE: 02-07-24 DESIGNED BY: AMH REVIEWED BY: EAR ENGINEER: EAR

ENGINEERING STAMP
DATE: 02-07-24
SCALE: 3/8"=1'-0"
DESIGNED BY: AMH
REVIEWED BY: EAR
ENGINEER: EAR

24' x 36' CONTROL HOUSE
SECTIONS A-A, B-B, C-C & D-D
WHITING AVENUE SUBSTATION

WPS	
Wisconsin Public Service	
THE INFORMATION ON THIS PRINT IS CONFIDENTIAL AND IS THE PROPERTY OF WISCONSIN PUBLIC SERVICE CORPORATION	
WAV-05-010-02	REV.



TYP. SECURITY DOOR EQUIPMENT LAYOUT

DETAIL 2 CONSTRUCTION NOTES:

1. INSTALL EXPANSION JOINTS ON ALL CONDUIT STUB UPS.
2. GROUP LEAD MAY USE ONE CONDUIT TO HOUSE MULTIPLE COMMUNICATION CABLES TO MINIMIZE CONDUIT RUNS. SIZE CONDUITS AS REQUIRED.
3. COMMUNICATION CABLE PLACED IN CABLE TRAYS ARE TO BE CABLE TRAY RATED.
4. CONTRACTOR TO PULL CABLES IN CONDUITS. CABLES SET IN CABLE TRAYS ARE TO BE INSTALLED BY WPSC. ALL COMMUNICATION CABLES ARE TO BE SUPPLIED BY CONTRACTOR.



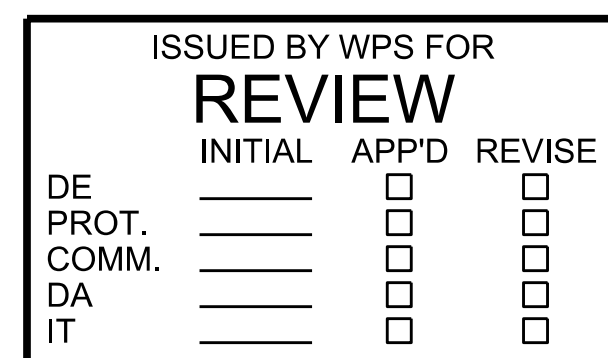
SET DIMENSION THEN LEVEL ACROSS TO NEXT POST



DRAWING APPROVAL
PLEASE CIRCULATE DRAWING(S)
IN ORDER SHOWN BELOW:

Comments are needed by: , / /

Codes: A = Approved for final
B = Approved with comments
C = Revise and resubmit



NOTES:

1. FIELD CREW TO CONNECT METERS TO D.T. SWITCH. (METERS SUPPLIED BY FIELD CREW)
2. CONDUIT LAYOUT TYPICAL FOR BOTH METERS AND HOUSE RECEPTACLE.
3. THIS DRAWING WAS CREATED FROM TEMPLATE WPS-05-010-02, REVISION 0.

REFERENCE DRAWING

WAV-05-010-01 24'x36" CONTROL HOUSE PLAN VIEWS

WAV-05-010-02 24'x36" CONTROL HOUSE SECTIONS A-A, B-B, C-C & D-D

WAV-05-010-04 24'x36" CONTROL HOUSE BILL OF MATERIALS

REVISIONS	
-	ATC W.O. # 606091 ATC ENG I/O # T1492740032 ATC CONST I/O # T1492740033 BUS CONNECTIONS.
WPS CAP I/O # 6002083 ASSET RENEWAL.	
DATE: 02-07-24 DESIGNED BY: AMH REVIEWED BY: EAR ENGINEER: EAR	
ENGINEERING STAMP	
DATE: XX-XX-XX	SCALE: 1/2" = 1'-0"
DESIGNED BY: DES	REVIEWED BY: RND
ENGINEER: ENG	

24' X 36' CONTROL HOUSE
SECTIONS E-E, F-F AND DETAILS
WHITING AVENUE SUBSTATION



WAV-05-010-03 -

Administrative Staff Report

Rezone to “R-3” Single- and Two-Family Residence District

Unaddressed Parcels off of Brilowski Road & Old Highway 18

September 3, 2024



Department of Community
Development

Applicant(s): - City of Stevens Point Staff: - Adam Kuhn, Associate Planner akuhn@stevenspoint.com Parcel Number(s): 281240836330100 281240836330200 Zone(s): “R-LD” Low Density Residence District Master Plan: - Residential Council District: - District 6 Ald. Steinmetz Current Use: - Undeveloped	Request - Public Hearing and action on a request from the City of Stevens Point to apply a permanent zoning classification of “R-3” Single- and Two-Family Residential to an unaddressed parcel bounded by Brilowski Road and Old Highway 18 (Parcel ID 281240836330100), and an unaddressed parcel bounded by Old Highway 18 (Parcel ID 281240836330200). Attachment(s) - Application - Plans Findings of Fact - The subject area was annexed into the City in June of 2024. - When parcels are annexed into City limits, said parcels are automatically zoned “R-LD” Low Density Residential until a permanent zoning designation is approved by the Common Council. - The subject property is designed for residential development per the City’s Comprehensive Plan. - City staff is requesting a permanent zoning designation of “R-3” Single- and Two-Family Residential. Staff Recommendation Approve the request to apply a permanent zoning classification of “R-3” Single- and Two-Family Residential to an unaddressed parcel bounded by Brilowski Road and Old Highway 18 (Parcel ID 281240836330100) and an unaddressed parcel bounded by Old Highway 18 (Parcel ID 281240836330200).
---	---

Vicinity Map



Background

Overview: In June, the subject area was annexed from the Town of Hull to the City of Stevens Point. When parcels are annexed into City limits, the City's Zoning Ordinance assigns a temporary zoning classification of "R-LD" Low-Density Residential until a permanent zoning designation is approved by the Common Council. As such, this request entails applying a permanent zoning designation of "R-3" Single- and Two-Family Residential for the two subject parcels.

The review criteria for considering a rezoning request are identified below.

Standards of Review – Rezone

1. Minimum performance standards are met with the proposed district.

Analysis: Performance standards for the "R-3" Single- and Two-Family Residence District are identified below:

“R-3” SINGLE AND TWO FAMILY RESIDENCE DISTRICT:

USE	LOT AREA AND DENSITY	LOT WIDTH	HEIGHT OF STRUCTURE	SIDE YARD	STREET SETBACK	REAR YARD	PARKING	AREA OF STRUCTURE	MIN. BLDG. WIDTH
Permitted Uses	1 family/lot 1 unit/lot, provided lot is 5,000 sq. ft.	45 ft.	Not over 35 ft. Nor over 2 ½ stories	Minimum of 7 ½' on each side for buildings not over 2 ½ stories	25 ft. On corner lots with 50' of frontage and less, street setback 25' and 20'	Not less than 20% of lot depth, but not less than 15 ft. And need not exceed 30 ft.	Per 23.01(14)'	900 sq. Ft.	18 ft.
Single Family Dwellings									
Two Family Dwellings	2 attached units per lot								
Zero Lot Line - Common wall	provided lot is 10,000 sq. ft. 1 family/lot 1 unit/lot provided lot is 5,000 sq. ft.								
All other permitted uses	5,000 sq. Ft.		35 ft.	15 ft.		30 ft.		0	
Conditional Uses:									
Single Family Zero Lot Line Dwellings	1 family/lot 1 unit/lot provided lot is 5,000 sq. ft.	45 ft	Not over 35 ft. Nor over 2 ½ stories	Per. 23.02(c)4.a		Not less than 20% of lot depth, but not less than 15 ft. And need not exceed 30 ft.			
All other conditional uses	As set by Plan Commission and City Council								

Findings: Both parcels meet the minimum lot size (5,000 sq ft) and lot width (45 ft) requirement. Please note that should the two parcels be subdivided, the above performance standards would be addressed through the subdivision plat process.

2. The change in zoning is consistent with the City’s Comprehensive Plan.

Analysis: The City’s Extraterritorial Future Land Use Map identifies the subject property for residential uses. A ‘residential’ designation, per the City’s Comprehensive Plan, includes both single- and two-family residential uses.

Findings: The proposed zoning change to the “R-3” District would be consistent with the City’s Comprehensive Plan. The intent of the “R-3” District is, in part, to provide for both single- and two-family residences. While it is too earlier to tell the exact type of residential use that would occur (i.e., single-family, zero-lot-line, duplex, etc.), such uses are permitted within the “R-3” District and would be considered during the plat approval process.

3. The change in zoning will not create adjacent incompatible uses.

Analysis: The subject property is surrounded by residential land uses to the north and west, and both areas are zoned “R-1” Suburban Single-Family Residential. The Canadian National Railroad separates the subject area from East Park Commerce Center to the south, while areas to the east are utilized for agricultural purposes (located within the Town of Hull. The following provides the purpose statement of adjacent zoning classifications.

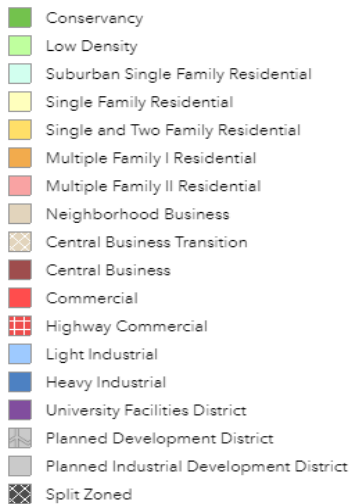
“R-1” Suburban Single-Family Residence District

This district is established to provide for neighborhoods of moderate density single family residential land usage and accessory uses. This district is to be located consistent with the City's Comprehensive Plan.

“M-2” Heavy Industrial District

This district is established to provide for those manufacturing or other industrial uses having more obnoxious or nuisance effects than the "M-1" Light Industrial District and having a greater intensity of manufacturing, processing, employment, traffic and other related activities. It is intended that the "M-2" district generally be located distant from non-manufacturing uses: that it be buffered by the "M-1" district or by major highways, rivers, open space, or high intensity commercial uses, and that all "M-2" districts be located consistent with the City's Comprehensive Plan.

Findings: Zoning the subject area “R-3” Single- and Two-Family Residential would be consistent with the land uses to the north and west, and would provide a better land use transition to the industrial uses located south of the railroad tracks.





APPLICATION FOR A ZONING MAP AMENDMENT - REZONING

(Pre-Application Conference Required)

ADMINISTRATIVE SUMMARY (Staff Use Only)

Application #		Date Submitted		Fee Required		Fee Paid	
Associated Applications if Any				Assigned Case Manager			
Pre-Application Conference Date							

APPLICANT/CONTACT INFORMATION

APPLICANT INFORMATION		CONTACT INFORMATION (Same as Applicant? ☐)	
Applicant Name	City of Stevens Point	Contact Name	
Address	1515 Strongs Avenue	Address	
City, State, Zip	Stevens Point, WI 54481	City, State, Zip	
Telephone	715-346-1567	Telephone	
Fax		Fax	
Email		Email	

OWNERSHIP INFORMATION

PROPERTY OWNER 1 INFORMATION (Same as Applicant? ☐)		PROPERTY OWNER 2 INFORMATION (If Needed)	
Owner's Name		Owner's Name	
Address		Address	
City, State, Zip		City, State, Zip	
Telephone		Telephone	
Fax		Fax	
Email		Email	

PROJECT SUMMARY

Subject Property Location [Please Include Address and Assessor's Identification Number(s)]		
Parcel 1	Parcel 2	Parcel 3
281240836330100	281240836330200	
Legal Description of Subject Property		
SWSW EXC CSM#7588-28-68; EX HWY ROW-554132 & PRT NWSW LY S N/L OLD HWY 18; EX HWY ROW-554133 S36 T24 R8 & PRT FRACL NWNW LYG N RR ROW EX HWY-554132 S1 T23 R8 39.80A M/L 895731;895732;895759;905898ANNX;906248AOC		
PRT SESW LYG S N/L OLD HWY 18 S36 T24 R8 & PRT NENW LYG N RR ROW S1 T23 R8 28.63A M/L 895759;905898ANNX		
Area of Subject Property (Acres/Sq Ft)		Area of Requested Rezoning (Acres/Sq Ft)
68.43 acres		68.43 acres
Designated Future Land Use Category	Current Use of Property	Proposed Use of Property
Residential	Agricultural	Future residential development
Current Zone District		Proposed Zone District
"R-1" Suburban Single-Family		"R-3" Single- and Two-Family Residential

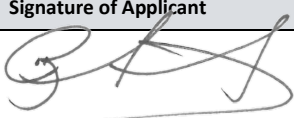
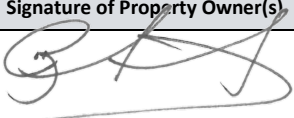
Reason for the zone change request			
The City's Zoning Ordinance requires the subject parcels to be applied a permanent zoning designation within 90 dates of annexation. In order to adhere to City ordinances, the request is to apply a permanent zoning designation of "R-3" Single- and Two-Family Residential for the parcels.			
Land use and the development proposed for the subject property. Include the time schedule (if any) for development. (Use additional pages if necessary)			
No development is planned at this time. The rezoning of both parcels are requested to ensure that more flexibility is given during the plat review process should that occur in the future.			
Current Zoning Surrounding Subject Property			
North:	"R-1" Suburban Single-Family Residential	South:	"M-2" Heavy Industrial; "PID" District
East:	N/A - Town of Hull	West:	"R-1" Single-Family Residential
Current Land Use Surrounding Subject Property			
North:	Single-Family Residential	South:	Industrial
East:	Agricultural	West:	Single-Family Residential
Is the proposed zoning map amendment consistent with the Comprehensive Plan? If so how?			
The subject area is identified as 'Residential' per the City's Extraterriotrial Future Land Use Map. The 'Residential' classification allows for both single- and two-family residential uses.			

EXHIBITS

Owner Information Sheet	☐	Additional Exhibits If Any:
Letter to District Alderperson	☐	
Maps (vicinity, zoning, floodplains, wetlands others as requested by staff)	☐	

CERTIFICATION AND SIGNATURE

By my signature below, I certify that the information contained in this application is true and correct to the best of my knowledge at the time of the application. I acknowledge that I understand and have complied with all of the submittal requirements and procedures and that this application is a complete application submittal. I further understand that an incomplete application submittal may cause my application to be deferred to the next posted deadline date.

Signature of Applicant	Date	Signature of Property Owner(s)	Date
	08/08/2024		08/08/2024



Memo

Chris Klesmith
Neighborhood Planner / Economic
Development Specialist

City of Stevens Point
1515 Strong's Avenue
Stevens Point, WI 54481

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

To: Plan Commission
From: Chris Klesmith
CC: Ryan Kernosky, Adam Kuhn
Date: August 28, 2024
Subject: Public Hearings to amend the City of Stevens Point Comprehensive Plan for the Eastside neighborhood and Southeast neighborhood

Commissioners,

Staff have prepared two significant chapters for the City of Stevens Point's Comprehensive Plan for two adjacent regions of the City. These plan amendments give City staff clear direction to pursue work within each region to support the community.

We have received significant input from residents from both planning areas over the course of drafting these chapters. Nine planning meetings – a combination of workshops, discussions, and walking tours – were held in each planning area to solicit and clarify goals, objectives, and policies to support our residents. Prerecorded presentations have also been distributed via email to residents that provided valid addresses. We have been reminded over the course of this process that the act of discussing this plan with our residents and involving them in development decisions in the City is of utmost importance and impacts the desirability to live in the City.

Staff believe these plan amendments are ready for adoption and an amendment to address the extraterritorial jurisdiction of the City to come soon, specifically around the Eastside Planning Area. You may notice several large changes in land use projections for each region, many of which can be explained by the consolidation of existing land use categories into future land use classifications. Others, like the sharp increase in residential parcels in the Eastside, may be explained by the addition of residential subdivisions as the City looks to provide additional housing stock and variety for its residents.

We will discuss several of the priorities that were presented by residents and how they have led to the proposed plan amendments. We look forward to a robust discussion on September 3rd.

Cheers,

A handwritten signature in black ink, appearing to read "Chris Klesmith".

Christopher Klesmith
Neighborhood Planner & Economic Development Specialist
City of Stevens Point

- (g) Sue and be sued, and to collect or compromise any obligations due to the hospital. All money received shall be paid into the joint hospital fund.
- (h) Make studies and recommendations to the county board and city council or city councils relating to the operation of a hospital as the board considers advisable or the governing bodies request.
- (i) Employ counsel on either a temporary or permanent basis.
- (9) **BUDGET.** The board shall annually, before the time of the preparation of either the county or city budget under s. 65.90, prepare a budget of its anticipated receipts and expenditures for the ensuing fiscal year and determine the proportionate cost to the county and the participating city or cities under the terms of the ordinance. A certified copy of the budget, which shall include a statement of the net amount required from the county and city or cities, shall be delivered to the clerks of the respective municipalities. The county board and the common council of the city or cities shall consider the budget, and determine the amount to be raised by the respective municipalities in the proportions determined by the ordinance. After this determination, the county and city or cities respectively shall levy a tax sufficient to produce the amount to be raised by the county and city or cities.
- (10) **HOSPITAL FUND.** A joint county-city hospital fund shall be created and established in a public depository to be specified in the ordinance. The treasurer of the respective county and city or cities shall pay into the fund the amounts specified by the ordinance and resolutions of the respective municipalities when the amounts have been collected. All of the moneys which come into the fund are appropriated to the board for the execution of its functions as provided by the ordinance and the resolutions of the respective municipalities. The moneys in the fund shall be paid out by the treasurer of the hospital board only upon the approval or direction of the board.
- (11) **CORRELATION OF LAWS.**
 - (a) In any case where a bid is a prerequisite to contract in connection with a county or city hospital under s. 66.0901, it is also a prerequisite to a valid contract by the board. For this purpose, the board is a municipality and the contract a public contract under s. 66.0901.
 - (b) All statutory requirements, not inconsistent with the provision of this section, applicable to general county or city hospitals apply to hospitals referred to in this section.
- (12) **REPORTS.** The board shall report its activities to the county board and the city council or councils annually, or oftener as either of the municipalities requires.
- (14) **POWERS OF VILLAGES.** Villages have all of the powers granted to cities under subs. (1) to (12) and whenever any village exercises these powers the word "city" wherever it appears in subs. (1) to (12) means "village" unless the context otherwise requires. Any village participating in the construction or other acquisition of a hospital or in its operation, pursuant to this section, may enter into lease agreements leasing the hospital and its equipment and furnishings to a nonprofit corporation.
- (15) **POWERS OF TOWNS.** Towns have all of the powers granted to cities under subs. (1) to (12) and whenever any town exercises these powers the word "city" wherever it appears in subs. (1) to (12) means "town" unless the context otherwise requires. Any town participating in the construction or other acquisition of a hospital or in its operation, under this section, may enter into lease agreements leasing the hospital and its equipment and furnishings to a nonprofit corporation.

History: 1977 c. 29; 1983 a. 189; 1983 a. 192 s. 303 (1); 1993 a. 246; 1999 a. 150 ss. 262, 480 to 483; Stats. 1999 s. 66.0927.

SUBCHAPTER X

PLANNING, HOUSING AND TRANSPORTATION

66.1001 Comprehensive planning.

- (1) **DEFINITIONS.** In this section:
 - (a) "Comprehensive plan" means a guide to the physical, social, and economic development of a local governmental unit that is one of the following:
 1. For a county, a development plan that is prepared or amended under s. 59.69 (2) or (3).
 2. For a city, village, or town, a master plan that is adopted or amended under s. 62.23 (2) or (3).
 3. For a regional planning commission, a master plan that is adopted or amended under s. 66.0309 (8), (9) or (10).

- (am) "Consistent with" means furthers or does not contradict the objectives, goals, and policies contained in the comprehensive plan.
 - (b) "Local governmental unit" means a city, village, town, county or regional planning commission that may adopt, prepare or amend a comprehensive plan.
 - (c) "Political subdivision" means a city, village, town, or county that may adopt, prepare, or amend a comprehensive plan.
- (2) CONTENTS OF A COMPREHENSIVE PLAN. A comprehensive plan shall contain all of the following elements:
- (a) *Issues and opportunities element.* Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period. Background information shall include population, household and employment forecasts that the local governmental unit uses in developing its comprehensive plan, and demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the local governmental unit.
 - (b) *Housing element.* A compilation of objectives, policies, goals, maps and programs of the local governmental unit to provide an adequate housing supply that meets existing and forecasted housing demand in the local governmental unit. The element shall assess the age, structural, value and occupancy characteristics of the local governmental unit's housing stock. The element shall also identify specific policies and programs that promote the development of housing for residents of the local governmental unit and provide a range of housing choices that meet the needs of persons of all income levels and of all age groups and persons with special needs, policies and programs that promote the availability of land for the development or redevelopment of low-income and moderate-income housing, and policies and programs to maintain or rehabilitate the local governmental unit's existing housing stock.
 - (c) *Transportation element.* A compilation of objectives, policies, goals, maps and programs to guide the future development of the various modes of transportation, including highways, transit, transportation systems for persons with disabilities, bicycles, electric scooters, electric personal assistive mobility devices, walking, railroads, air transportation, trucking and water transportation. The element shall compare the local governmental unit's objectives, policies, goals and programs to state and regional transportation plans. The element shall also identify highways within the local governmental unit by function and incorporate state, regional and other applicable transportation plans, including transportation corridor plans, county highway functional and jurisdictional studies, urban area and rural area transportation plans, airport master plans and rail plans that apply in the local governmental unit.
 - (d) *Utilities and community facilities element.* A compilation of objectives, policies, goals, maps and programs to guide the future development of utilities and community facilities in the local governmental unit such as sanitary sewer service, storm water management, water supply, solid waste disposal, on-site wastewater treatment technologies, recycling facilities, parks, telecommunications facilities, power-generating plants and transmission lines, cemeteries, health care facilities, child care facilities and other public facilities, such as police, fire and rescue facilities, libraries, schools and other governmental facilities. The element shall describe the location, use and capacity of existing public utilities and community facilities that serve the local governmental unit, shall include an approximate timetable that forecasts the need in the local governmental unit to expand or rehabilitate existing utilities and facilities or to create new utilities and facilities and shall assess future needs for government services in the local governmental unit that are related to such utilities and facilities.
 - (e) *Agricultural, natural and cultural resources element.* A compilation of objectives, policies, goals, maps and programs for the conservation, and promotion of the effective management, of natural resources such as groundwater, forests, productive agricultural areas, environmentally sensitive areas, threatened and endangered species, stream corridors, surface water, floodplains, wetlands, wildlife habitat, metallic and nonmetallic mineral resources consistent with zoning limitations under s. 295.20 (2), parks, open spaces, historical and cultural resources, community design, recreational resources and other natural resources.
 - (f) *Economic development element.* A compilation of objectives, policies, goals, maps and programs to promote the stabilization, retention or expansion, of the economic base and quality employment opportunities in the local governmental unit, including an analysis of the labor force and economic base of the local governmental unit. The element shall assess categories or particular types of new businesses and industries that are desired by the local governmental unit. The element shall assess

the local governmental unit's strengths and weaknesses with respect to attracting and retaining businesses and industries, and shall designate an adequate number of sites for such businesses and industries. The element shall also evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The element shall also identify county, regional and state economic development programs that apply to the local governmental unit.

- (g) *Intergovernmental cooperation element.* A compilation of objectives, policies, goals, maps, and programs for joint planning and decision making with other jurisdictions, including school districts, drainage districts, and adjacent local governmental units, for siting and building public facilities and sharing public services. The element shall analyze the relationship of the local governmental unit to school districts, drainage districts, and adjacent local governmental units, and to the region, the state and other governmental units. The element shall consider, to the greatest extent possible, the maps and plans of any military base or installation, with at least 200 assigned military personnel or that contains at least 2,000 acres, with which the local governmental unit shares common territory. The element shall incorporate any plans or agreements to which the local governmental unit is a party under s. 66.0301, 66.0307 or 66.0309. The element shall identify existing or potential conflicts between the local governmental unit and other governmental units that are specified in this paragraph and describe processes to resolve such conflicts.
- (h) *Land-use element.* A compilation of objectives, policies, goals, maps and programs to guide the future development and redevelopment of public and private property. The element shall contain a listing of the amount, type, intensity and net density of existing uses of land in the local governmental unit, such as agricultural, residential, commercial, industrial and other public and private uses. The element shall analyze trends in the supply, demand and price of land, opportunities for redevelopment and existing and potential land-use conflicts. The element shall contain projections, based on the background information specified in par. (a), for 20 years, in 5-year increments, of future residential, agricultural, commercial and industrial land uses including the assumptions of net densities or other spatial assumptions upon which the projections are based. The element shall also include a series of maps that shows current land uses and future land uses that indicate productive agricultural soils, natural limitations for building site development, floodplains, wetlands and other environmentally sensitive lands, the boundaries of areas to which services of public utilities and community facilities, as those terms are used in par. (d), will be provided in the future, consistent with the timetable described in par. (d), and the general location of future land uses by net density or other classifications.
- (i) *Implementation element.* A compilation of programs and specific actions to be completed in a stated sequence, including proposed changes to any applicable zoning ordinances, official maps, or subdivision ordinances, to implement the objectives, policies, plans and programs contained in pars. (a) to (h). The element shall describe how each of the elements of the comprehensive plan will be integrated and made consistent with the other elements of the comprehensive plan, and shall include a mechanism to measure the local governmental unit's progress toward achieving all aspects of the comprehensive plan. The element shall include a process for updating the comprehensive plan. A comprehensive plan under this subsection shall be updated no less than once every 10 years.
- (2m) EFFECT OF ENACTMENT OF A COMPREHENSIVE PLAN, CONSISTENCY REQUIREMENTS.**

 - (a) The enactment of a comprehensive plan by ordinance does not make the comprehensive plan by itself a regulation.
 - (b) A conditional use permit that may be issued by a political subdivision does not need to be consistent with the political subdivision's comprehensive plan.
- (3) ORDINANCES THAT MUST BE CONSISTENT WITH COMPREHENSIVE PLANS.** Except as provided in sub. (3m), beginning on January 1, 2010, if a local governmental unit enacts or amends any of the following ordinances, the ordinance shall be consistent with that local governmental unit's comprehensive plan:

 - (g) Official mapping ordinances enacted or amended under s. 62.23 (6).
 - (h) Local subdivision ordinances enacted or amended under s. 236.45 or 236.46.
 - (j) County zoning ordinances enacted or amended under s. 59.69.
 - (k) City or village zoning ordinances enacted or amended under s. 62.23 (7).
 - (L) Town zoning ordinances enacted or amended under s. 60.61 or 60.62.
 - (q) Shorelands or wetlands in shorelands zoning ordinances enacted or amended under s. 59.692, 61.351, 61.353, 62.231, or 62.233.
- (3m) DELAY OF CONSISTENCY REQUIREMENT.**



CITY OF STEVENS POINT COMPREHENSIVE PLAN

Eastside Planning Area 2024 Update

City of Stevens Point Comprehensive Plan Eastside Planning Area 2024 Update

Table of Contents

City Vision Statement and Comprehensive Plan Background	3
Acknowledgements	4
Region Profile	5
Physical Characteristics	6
Planning Area Boundaries.....	6
Natural Environment	6
Social Characteristics.....	7
Region History.....	7
Basic Demographics	8
Issues & Opportunities	9
Background	9
Issues & Opportunities: Overall Direction.....	12
Housing	15
Housing Goals, Objectives, and Policies.....	17
Transportation	19
Road Inventory:.....	19
Transportation Goals, Objectives, and Policies.....	21
Intergovernmental Cooperation	24
Intergovernmental Cooperation Goals, Objectives, and Policies.....	25
Agriculture, Natural, and Cultural Resources.....	28
Agriculture, Natural, and Cultural Resources Goals, Objectives, and Policies	29
Economic Development.....	35
Existing Economic Development Support Organizations and Resources	37
Economic Development Goals, Objectives, and Policies	40
Utilities & Community Facilities.....	46
Utilities & Community Facilities Goals, Objectives, and Policies.....	48
Land Use	51

Land Use Breakdown	56
Future Land Use Descriptions	57
Land Supply and Use Transition	58
Future Land Use Projections	59
Future Land Use Goals, Objectives, and Policies	61
Implementation	69
Plan Amendments	69
Implementation Tasks	70
Appendices.....	73

DRAFT

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 designate planning areas or regions 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 residents, officials, and Community Development staff while accelerating improvements for the community.

Community Development staff worked alongside 480 residents between October 2023 and September 2024 to construct the plans for the Southeast Planning Area and Eastside Planning Area.

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

303 Southeast Planning Area Residents

Mike Wiza	Mayor
Kari Yenter	City Clerk
Andrew Beveridge	City Attorney
Corey Ladick	Comptroller
Dale Steinmetz	6 th District Alder
Mary Kneebone	7 th District Alder
Dean Shuda	8 th 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

Region Profile

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 planning area, city staff have worked with residents to compile the following information for each region before drafting begins:

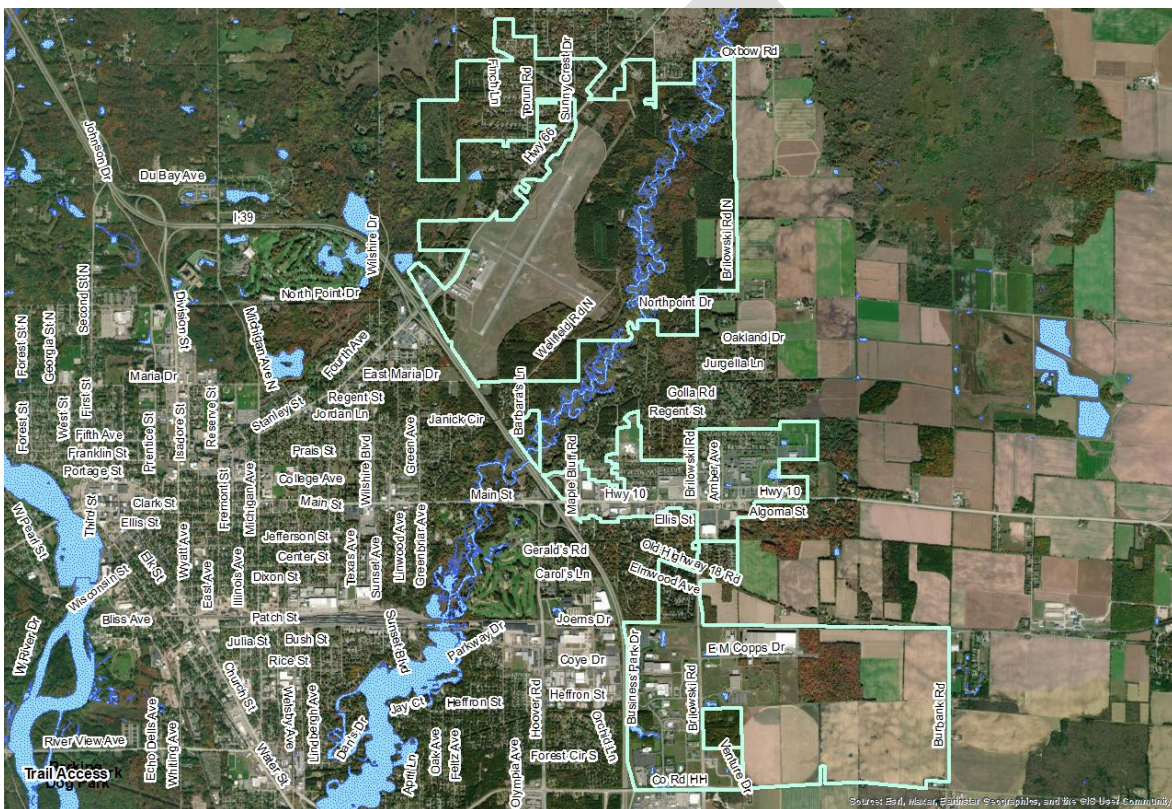
- Physical Characteristics
 - Boundaries
 - Natural Environment
- Social Characteristics
 - Region History
 - Demographics

DRAFT

Physical Characteristics

Planning Area Boundaries

The Eastside Planning Area of Stevens Point is bound by major transportation infrastructure and existing city limits. The Canadian National rail line creates a southern border for the planning area while I-39 creates a western border for the area. The Town of Hull and Town of Stockton create the remainder of the planning area's border, which is a mix of agricultural, conservation, and low-density residential land. A full map of the Eastside Planning Area is included below.



The Eastside Planning Area is outlined in teal in the map above.

Natural Environment

The Plover River between Jordan Pond and McDill Pond meanders through much of the Eastside Planning Area. Much of the city's water comes from this area, which places a majority of the Eastside Planning Area into groundwater protection zones, with the exception of land adjacent to Old Highway 18. Several drainage creeks pass through the planning area from the Lost Creek Wetlands to the Plover River. A detailed map of the various hydric soils and wetlands in the Eastside Planning Area are included in the Agricultural, Natural, and Cultural Resources element of this plan.

Social Characteristics

Region History

The Eastside Planning Area can be subdivided into a few residential neighborhoods with two major identifiers, including the Stevens Point Municipal Airport and the Highway 10 commercial corridor.

The southern part of the planning area - the Highway 10 commercial corridor - was filled by quick residential and highway commercial development in the 1980's and 1990's. Prior to this rapid expansion of development, much of the Highway 10 commercial corridor was used for agricultural purposes. After the establishment of Crossroads Commons - a commercial hub to the south in the Village of Plover - many anchor commercial institutions relocated leaving big box vacancies until significant redevelopment of the large retail sites began in 2022. In 2023, the Hall Nature Preserve was established directly east of Parkdale Park.

The northern part of the planning area consists primarily of rural residential development along Highway 66. The most notable changes to this area in recent years include the Whitetail residential subdivision, Yulga Disc Golf Course, and enhancements to spurs of the Green Circle Trail. The Green Circle Trail connects both the northern and southern parts of this planning area. An anticipated addition to the trail, The Plover River Crossing, will connect residents in the Eastside Planning area, (especially those living north of Highway 10, but east of the Plover River), to the Green Circle Trail for recreational and commuter purposes.

In both the northern and southern parts of the planning area, the Town of Hull intertwines with the City, resulting in confusing municipal borders in all parts of the planning area. Much of the Town of Hull is reluctant to annexation, although increasing water quality concerns due to regional agricultural practices may result in an increase in annexations. The City of Stevens Point purchased nearly 160 acres of land in the Eastside Planning Area, along Brilowski/Golla Road and Old Highway 18, in an effort to protect against water quality concerns for its residents and assist in accommodating increased residential demand not being met by the private market alone.

Basic Demographics

Demographic information is estimated and gathered by Esri Business Analyst's Community Summary and Demographic and Income Profile which compile data from the U.S. Census Bureau and forecasts for the selected geography. This data is a screenshot of the planning area in the year 2024 unless otherwise noted.

- Total Population: 1,763
- Households / Housing Units: 796 / 832
- Families: 517
- Household Sizes (2020):
 - 1-person: 223, 28.0%
 - 2-person: 317, 39.8%
 - 3-person: 106, 13.3%
- Population Under 18 in households: 351, 19.9%
- Owner / Renter Occupied Housing Units: 593 Owner / 203 Renter

Issues & Opportunities

Background

City staff utilize Esri's Business Analyst Tool to acquire the most accurate and relative information for the planning areas in the City of Stevens Point and Esri's projections when available. 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 planning area goals are utilized to identify opportunities within each comprehensive plan element. Below are the most recent data sets and projections for the Eastside Planning Area and the City of Stevens Point.

City of Stevens Point Population and Projections

	2010	2020	2023	2025	2030	2035	2040
Adapted	26,717	25,666	26,332	26,483	26,862	27,202	27,372
Original	26,717	25,666	26,332	29,110	29,640	29,980	30,150

Population estimates and projections are produced by comparing the Wisconsin Department of Administration's (DOA) annual population estimate to the closest population projection also produced by the DOA. This difference is used to project the City population through 2040 using the DOA's original population projections.

Eastside Planning Area Population & Projections

2010	2020	2024	2029
1,724	1,787	1,763	1,723

Planning area population counts and estimates are generated through Esri Business Analyst, which does not incorporate planned development.

Housing forecasts have been made by utilizing state-approved population projections and through estimates based on available land and development opportunity. Further explained in the Housing and Land Use sections of this plan, the Eastside Planning Area has development opportunities that could result in an additional 733-948 housing units over the next 20 years, with a large variety in housing styles. This increase in housing availability could net an additional 1,561-2019 residents if the average population per household remains steady. This population gain would be well within reason based on the original projected population for the City of Stevens Point by the Wisconsin Department of Administration (30,150) and would significantly shift Esri's population projections for the planning area.

The following population statistics are provided by Esri Business Analyst's Community Summary and U.S. Census Bureau data from preceding years:

Eastside Planning Area Population by Age, in Years

Year	0-4	5-9	10-14	15-24	25-34	34-44	45-54	55-64	65-74	75-84	85+
2020	4.4%	6.2%	6.2%	10.6%	9.7	11.8%	12.0%	15.6%	12.5%	7.0%	4.0%
2024	4.4%	5.3%	6.4%	10.9%	10.5%	11.6%	11.3%	14.5%	13.6%	7.7%	3.9%
2029	4.3%	4.6%	5.5%	10.7%	11.0%	11.5%	12.4%	12.2%	14.3%	9.6%	3.9%

Eastside Planning Area 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	91.1%	0.6%	0.4%	3.0%	0.0%	1.3%	3.5%	3.1%
2024	90.6%	0.7%	0.5%	3.0%	0.0%	1.5%	3.7%	3.5%
2029	89.8%	0.7%	0.5%	3.3%	0.0%	1.6%	4.1%	3.7%

Eastside Planning Area Households by Income, Thousands USD

Year	<15	15-25	25-35	35-50	50-75	75-100	100-150	150-200	200+	Mean
2024	3.4%	3.1%	10.6%	7.3%	15.3%	14.2%	24.7%	9.5%	11.9%	\$117,924
2029	2.5%	2.1%	7.6%	5.0%	13.5%	12.4%	29.3%	13.2%	14.2%	\$137,933

Current employment in the Eastside Planning Area is documented below. Further explained in the Economic Development section of this plan, residents would like to promote local retail industry within some of their neighborhoods, but also see an increase in higher paying industry growth like information and advanced manufacturing. Currently, employment is spread fairly well among Eastside households, but is overrepresented in the service industry. While not included directly in the Eastside Planning Area data, the Portage County Business Park exists just south of the area, maintaining a range of employment opportunities and industries that are geographically close to residents.

Local and state interest in growing information and technology employment suggests the Eastside Planning Area may also see an increase in these industries, but also companies that can support nearby agricultural partners. Additionally, with the recent expansion of advanced manufacturing education in Stevens Point by Mid-State Technical College, manufacturing employment is anticipated to increase and contribute to gains in the information sector.

2024 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 Degree
2.6%	3.6%	25.7%	2.3%	17.3%	12.3%	24.5%	11.7%

2024 and Projected Employed Population 16+ by Industry

Industry	2024 Employment (%)	2044 Employment (%)
Agriculture/Mining	0.9%	1.1%
Construction	6.7%	6.3%
Manufacturing	16.6%	18.3%
Wholesale Trade	1.8%	1.8%
Retail Trade	7.7%	7.7%
Transportation/Utilities	6.3%	6.8%
Information	0.4%	1.9%
Finance/Insurance/Real Estate	13.1%	13.0%
Services	40.3%	39.1%
Public Administration	6.1%	5.9%

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. Many of the issues presented by the residents of the Eastside Planning Area occur in several other areas of the city, but the Eastside Planning Area has unique opportunities to help address those problems which occur throughout the City.

ACCESS TO RESOURCES & AMENITIES

- **Distance to Cultural Amenities.** Many of the cultural amenities of Stevens Point exist west of I-39, and as the City began to develop east of the interstate there has been limited development of cultural or community amenities akin to those found near the University or in Downtown Stevens Point. While commercial destinations are abundant and some of Stevens Point's biggest recreational assets are on the Eastside (Portage County Youth Soccer, Ice Hawks Arena, Green Circle Trail, Yulga Disc Golf), lack of entertainment options and the consistent hosting of large-scale community events in Downtown Stevens Point contribute to the Eastside Planning Area residents feeling "way out there." Many residents selected to live on the Eastside because of this distance from the urban center of the City, and so redevelopment efforts will need to balance the desire for a more suburban lifestyle and the benefit of more compact urban amenities in strategic locations.
- **Barriers to Transportation Continuity.** Like many suburban communities, the Eastside Planning Area has developed during a time that prioritized vehicular transportation. Continued growth in vehicle counts through Highway 10, Highway 66, and I-39 has created significant challenges to resident mobility. The southern part of the planning area in particular has few opportunities to access businesses or the urban core of the city without a vehicle. The only planned method of crossing I-39 without utilizing the limited bicycle or pedestrian amenities along Highway 10 is the Plover River Crossing, which is still severed from the residents south of Highway 10. A majority of businesses that are necessary for residents are not within a walkable distance (<.5 miles) nor do residents have a unanimous desire to see that change.
- **Future Feature Amenities.** Since opportunities to improve mobility into the urban core are limited and residential growth is expected eastward, access to a new feature recreational amenity east of I-39 should be planned. Residents have cited strong interest in access to the Lost Creek wetlands and Hall Nature Preserve, and residents still vocalize support for more indoor amenities and

businesses to support the community year-round. However, community groups built around outdoor activity are more abundant and may accelerate niche projects that generate feature amenities.

FUTURE LAND USE & HOUSING NEEDS

- **Housing Affordability and Homelessness.** While the affordable housing crisis has been a national issue, few reports have indicated that the issue had impacted the Eastside Planning Area. However, through the initial phases of the planning process it became clear that the issue been localized to the core of the City. While the housing situation is a symptom of a larger economic problem, residents have expressed concerns about how the City of Stevens Point is strategizing local solutions without the Eastside Planning Area in mind. While separate from many community amenities, more cost-effective retail establishments exist on the Eastside, perhaps indicating that the City pursue cost-effective housing solutions that exist on scattered sites between major services and retail locations.
- **Commercial Centers and Residential Districts.** Residents in both survey responses and public outreach sessions were very clear that the quality of life that they expect includes distinct commercial and residential areas, but those areas should be located close to each other. In order to promote a strategic separation of these districts, City staff would recommend to continue enhancing the commercial and mixed use development along commercial corridors such as Highway 10 and promote additional single-family housing development away from the corridor. Proper infill development in some of these commercial areas - such as the vacant land between Brilowski Road and Badger Avenue - may alleviate some of the tax stress on residents. Additionally, these commercial areas may serve as a focal point for future targeted area master plans or business improvement districts that could support an environment similar to a traditional downtown rather than standalone enterprises.

EFFECTIVE TRANSPORTATION SUPPORT

- **Linking Target Populations and Public Transportation.** Similar to other concerns with access to cultural amenities, several pockets of residents of the Eastside Planning Area would benefit from shifts in public transportation offerings, such as eldercare facilities and mobile home parks that are far away from community resources. Dialogue between the residents in these areas and the transportation department should occur more frequently and may benefit ridership counts and residential transportation costs.

- **Effective Street Clearing.** The design of much of the Eastside subdivisions does not include sidewalks and thus residents rely on efficient clearing of streets for safe walking during winter. As additional commercial and residential development occurs in the Eastside Planning Area, and until other pedestrian accommodations are introduced, additional effort may be necessary to clear residential subdivisions of snow in a more timely manner. Given the conflicting municipal boundaries in much of the area and paused municipal boundary agreement with the Town of Hull, an opportunity to discuss snow clearing in these shared areas may exist.

DRAFT

Housing

As of 2023, 930 housing units exist in the Eastside Planning Area. Of those, 694 (74.6%) are estimated to be owner-occupied, 198 (21.3%) are estimated to be renter-occupied, and 38 (4.1%) are estimated to be vacant. Rapid residential development resulted in a significant amount of single family and duplex construction adjacent to commercial development along Highway 10. Larger executive-styled homes exist in pockets of the planning area. Some higher density rental apartment buildings exist at the east end of the planning area, with additional rentals about to enter construction. Currently, there are 407 properties used as single-family homes, 43 as two-family, 2 as multi-family, and 12 as condominiums.

State population projections still estimate the population of the City of Stevens Point to grow through year 2040. Taking into account the discrepancy between the 2025 population projection and 2023 population estimate, a very conservative population estimate for the City by year 2040 would be 27,396 (a gain of 1,064 residents). Based on population projections, a decreasing number of residents per dwelling unit, and recent housing studies performed by the City, additional housing units of a variety of types are necessary to accommodate community needs - as few as 499 housing units would be required throughout the City by 2040 to minimally meet demand. Due to increasing population estimates for the region (not just the City), recent increases in total housing units, and steady and low vacancy rates in the City, City staff believe the housing demand to be higher. Additionally, community desire to increase support for local social, restaurant, and entertainment businesses would benefit from additional population within a short distance (<0.5 miles) from establishments.

Residential preference for lower density neighborhood cores and higher density development (duplex, triplex, quadplex, and some higher density 2-3 floor apartment buildings) along major transportation routes allows staff to estimate the total amount of housing units the planning area may need to accommodate. Recommendations within the Housing Element and Land Use Element of this plan could result in as many as 733 to 948 housing units (primarily single-family residences) being added to the planning area. 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 1,561 to 2,019 residents in the planning area. Comparable changes in housing volumes, especially single-family home construction, are not expected in other areas of the City due to restrictions in land availability.

The Housing Affordability Index for this area is estimated to be 141, indicating that housing is significantly more affordable for the average area resident than the national average.[1] Esri's Wealth Index for Eastside Planning Area is 104, also indicating that the average resident in the planning area has a higher income and net worth than the rest of the community.[2]

[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 Eastside Planning Area varies 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 \$210,976. Due to the tightening national housing market between 2020 and 2024, steep increases in this value should be expected. The median monthly rent was \$834, excluding utility payments. Roughly 72% of rental units require additional utility payments, resulting in a median gross rent of \$901 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.

Eastside Planning Area Housing Units by Year Structure Built

Pre 1940	1940-1949	1950-1959	1960-1969	1970-1979	1980-1989	1990-1999	2000-2009	2010-2019	2020 or later
57 (5.4%)	5 (0.5%)	17 (1.6%)	67 (6.3%)	216 (20.4%)	193 (18.2%)	174 (16.4%)	310 (29.2%)	23 (2.2%)	0

Eastside Planning Area Owner-Occupied Housing Units by Value (Thousands of USD)

<50	50-100	100-150	150-200	200-250	250-300	300-400	400-500	500-750	750-2,000	2,000+
52 (7.5%)	3 (0.4%)	46 (6.6%)	219 (31.6%)	123 (17.7%)	47 (6.8%)	121 (17.4%)	54 (7.8%)	12 (1.7%)	2 (0.3%)	15 (2.2%)

Housing Goals, Objectives, and Policies

Goal 1: Target a housing density in new residential subdivisions that supports necessary City services and reduces tax burden on existing taxpayers. Aim for a **gross housing density** of 3-5 dwelling units per acre in new and incomplete subdivisions. The existing residential subdivisions in the Eastside Planning Area are all near 2 dwelling units per acre.

Issues/Opportunities: Under existing zoning ordinances and limited land availability in the planning area, opportunity to increase residential density in the City's current footprint does not exist. However, recent land purchases by the City will allow for additional significant residential development. These 160 acres of land will be primarily used for residential development. Residents in single-family or two-family subdivisions have a clear preference for single-family neighborhoods, although residential density of these neighborhoods will be key to supporting nearby business and public transportation options. Thoughtful amendments to zoning ordinances and thoughtful subdivision layout will allow for the City to maximize residential development and limit future urban expansion. A residential density closer to the City's traditional neighborhoods can better support costs of infrastructure and services, and higher density developments near commercial and recreational centers will further support business and public activity. For reference, the City's traditional neighborhood zoning promotes a residential density between 3-5 dwelling units per acre and supports significant single-family home ownership. A small number of duplexes through quadplexes or cottage courts may create multi-family residences that are similar in size and appearance to single family homes.

Objective 1: Ensure the interior of new residential subdivisions are predominantly single-family and offer a variety of lot sizes. Residents have reviewed neighborhood density examples and wish to retain larger parcels within the planning area.

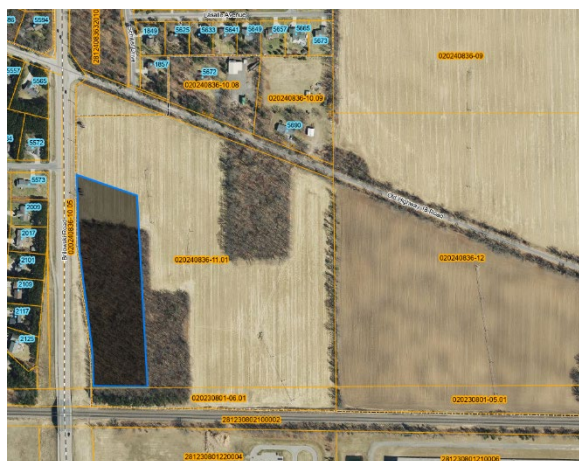
Policy 1: Establish an internal review policy for new residential subdivisions that evaluates residential density and proportion of single, two, and multifamily parcels. Residents aim to prioritize predominantly single-family residences, and in order to accommodate a higher proportion of single-family residences, design of new subdivisions should be reviewed to balance the cost of services and the demand for a higher percentage of single-family parcels.

Policy 2: Review and rewrite the residential section of the zoning code to support additional single-family home construction on smaller parcels and allow multi-family residential construction similar in scale to single-family residences. When this plan was authored, three zoning classifications existed for single-family residential parcels. A comprehensive rewrite of the residential sections of the zoning code may result in a new range of lot sizes, a decrease in minimum square footage for primary structures, and changes to lot coverage.

Objective 2: Construct higher density single and multi-family residential buildings near commercial and activity centers in the planning area.

Policy 1: Pursue mixed-use or multi-family development rather than commercial-only development on undeveloped commercial parcels between Brilowski Road and Badger Avenue. Several vacant parcels exist between Brilowski Road and Badger Avenue, and between Windy Drive and Sandpiper Drive. These parcels have the capacity to support both additional rental housing units and commercial space. Although these parcels are relatively close to Highway 10, they can support a comfortable housing arrangement in close proximity to existing and incoming community features.

Policy 2: Construct higher density single- and multi-family units in new residential districts near high-traffic transportation routes. Higher density residential construction should take place close to higher use transportation networks, such as county highways and rail lines in the planning area. Placing larger or more compact residential construction near these high use areas may also act as a noise buffer for residents in the neighborhood interiors. Examples of locations that may be appropriate for higher density residential construction are identified below:



Multi-family residential construction would preferably be kept near high-use and active transportation networks, like in the locations identified above. These locations would also buffer nearby, predominantly single-family neighborhoods from noise and light pollution.

Transportation

The dominant transportation method by residents in the Eastside Planning Area is vehicular. Of the 930 households in the area, 91.8% own at least one vehicle. State and interstate highways intersect the Eastside Planning Area, posing significant challenges to resident mobility and safety. Only one City bus route - the Yellow Route - serves the Eastside Planning Area. Although the new Orange route does increase access to the Marshfield Clinic Health System Hospital on Highway 66, it does not reach residents of the northern part of the planning area.

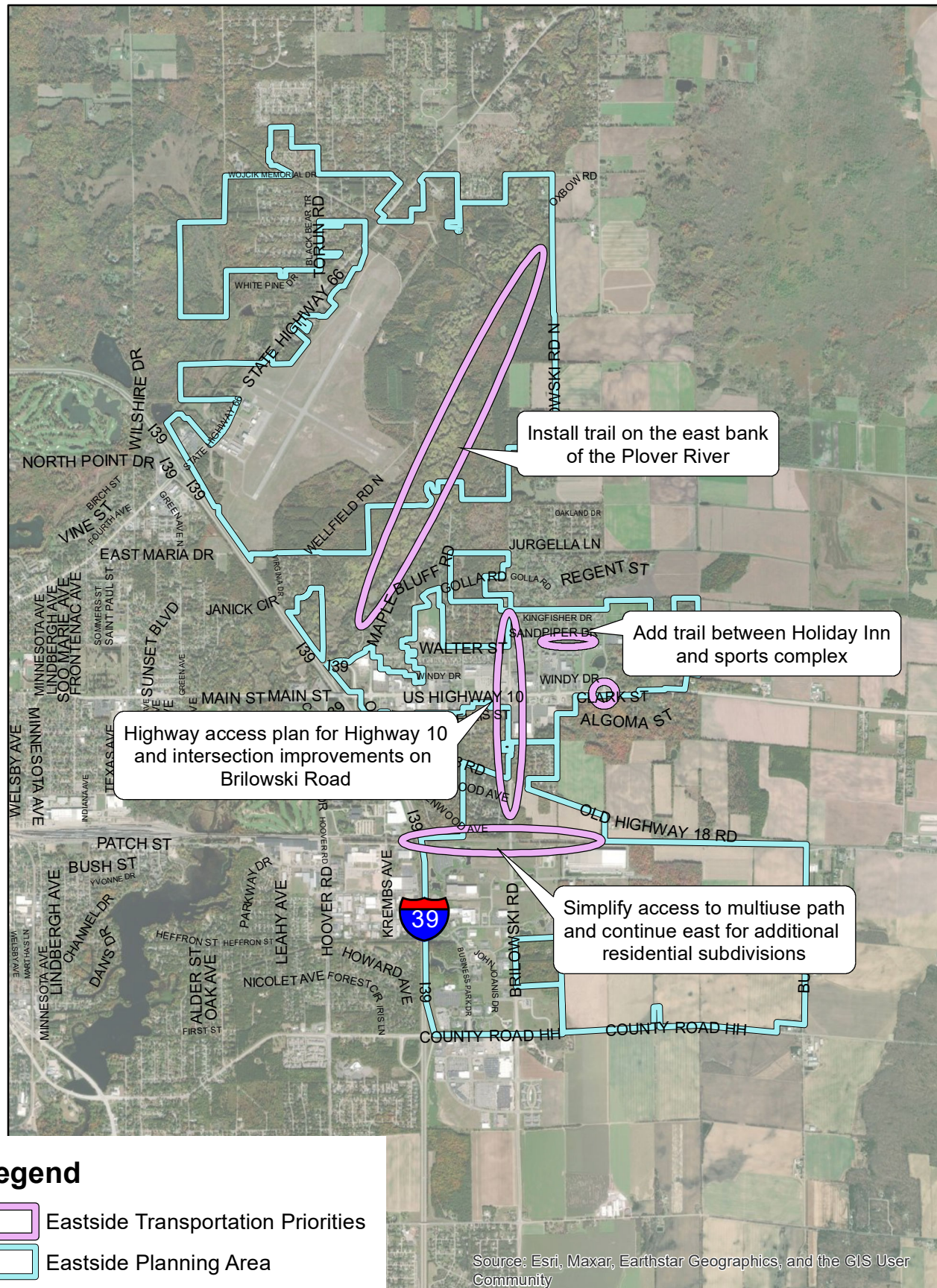
Residents of the Eastside Planning Area are comparatively underserved by traditional pedestrian accommodations and trails. The Green Circle Trail, a primarily recreational trail through the City, does service some commuters and the incoming Plover River Crossing will enhance pedestrian connectivity between the Eastside Planning Area and the City's urban core. Unfortunately, Highway 10 still limits the viability of this connection point for residents south of Highway 10.

Presently, there are no few state or regional plans to expand rail, air, highway, or intercity transit systems that would impact the City or the Eastside Planning Area in particular. Development opportunities at the Stevens Point Municipal Airport do exist, and should be considered as a component of the Economic Development element of this plan, but would not impact residential transportation options. Connect 2050, the Wisconsin Department of Transportation long-term plan, implies continued support to local transit systems but state investments in commuter rail between Chicago and Minneapolis will likely not impact commuter rail access for Stevens Point residents during the lifespan of this plan.

Road Inventory:

- Principal Arterials: Highway 66, Highway 10, Interstate 39,
- Minor Arterials: County Road R/Brilowski Road (Rainbow Drive to planning area boundaries), Rainbow Drive (between sections of Brilowski Road), and Torun Road (Highway 66 to Jordan Road).
- Collectors: Wilshire Drive, Jordan Road, Brilowski Road (Highway 66 to Rainbow Drive), Rainbow Drive (east of Brilowski Road), Maple Bluff Road (Highway 10 to Golla Road), Golla Road (Maple Bluff Road to Brilowski Road), Old Highway 18 (Highway 10 to County Road R).
- Local Streets: The remainder of the streets in the planning area are local streets.

Transportation Priorities Map

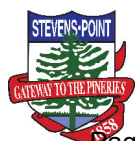


Legend

-  Eastside Transportation Priorities
 Eastside Planning Area



Maps are for graphical purposes only. They do not represent a legal survey. While every effort has been made to ensure that these data are accurate and reliable, the City of Stevens Point cannot assume liability for any damages caused by an errors or omissions in the data, nor as a result of the failure of the data to function on a particular system. City of Stevens Point makes no warranty, expressed or implied, nor does the fact of distribution constitute such a warranty.



Transportation Goals, Objectives, and Policies

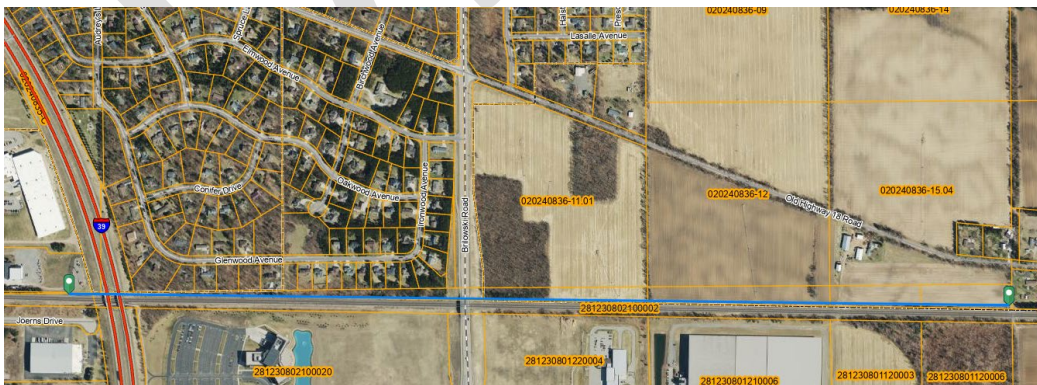
Goal 1: Improve mobility of Eastside residents to other parts of the city and outlying area, and the mobility of other residents to the Eastside.

Issues/Opportunities: The Eastside Planning Area has few commercial or cultural amenities in the northern portion of the planning area, and residents throughout the planning area rely on very few transportation corridors to reach desirable amenities in the core of the City. It is likely that amenities will continue to be added in all areas of the city, increasing the importance of improving transportation routes across the Plover River and I-39. Thankfully, the Plover River Crossing is nearing completion, but use may be limited for residents south of Highway 10. Portage County owns land adjacent to the north of the Canadian National railway that may be an opportunity to enhance bicycle and pedestrian connectivity across I-39.

Objective 1: Continue to improve methods of crossing I-39 and assist enhancements to the bicycle and pedestrian network.

Policy 1: Promote Plover River Crossing and safe access to it from the southern subdivisions. After the Plover River Crossing is complete, it will enhance connectivity primarily for residents north of Highway 10. Future bicycle and pedestrian accommodations can either be planned for at the intersections of Highway 10 and County R and Highway 10 and Maple Bluff Drive.

Policy 2: Align the Portage County Business Park bicycle path with the Canadian National Railway and extend the multi-use path on the north side of the Canadian National Railway east of Brilowski Road. The bicycle and pedestrian path that connects the Green Circle Trail to the Portage County Business Park could be enhanced if the trail extended directly to Brilowski Road and then continued on the north end of the Canadian National Railway to service future residents. Anticipated railway work into the East Park Commerce Center will not allow for the path to continue on the south side of the rail.



Extending the current multi-use path directly to Brilowski Road along the southside of the CN Railway and east of Brilowski Road on the north side of the CN Railway will connect future residents to the multi-use path.

Policy 3: Assist the Green Circle Trail in simplifying the connection along Wilshire Boulevard.

One of the major priorities of the Green Circle Trail is to decrease the amount of trail on roads. The Green Circle Trail currently runs north of the City along Wilshire Boulevard. Several parcels adjacent to Wilshire Boulevard are owned by the City of Stevens Point, could assist in rerouting the Green Circle Trail to decrease distance traveled by Eastside residents and improve safety of trail users.

Objective 2: Better connect public transportation amenities to residents who are likely to use and benefit from them.

Policy 1: List mobile home parks and major apartment complexes as targeted locations for stops in new or adjusted bus routes. Residents of 4 Seasons and the nearby RecreAcres Mobile Home Parks may be the most likely residents to benefit from public transportation assistance, especially as 4 Seasons continues to increase occupancy. Assisted living facilities have services through Central Transportation, but higher density residential areas that are planned for the area may fit well into scheduled bus routes.

Goal 2: Improve mobility and safety of residents inside the planning area.

Issues/Opportunities: Many major roadways are lacking design elements that could improve safety, especially on County Road R. Vehicular speed, lack of marked pedestrian crossings, and inadequate or poorly located lighting are some of the most frequently reported items. Highway 10 has started to create an unsafe environment, and severe barriers to non-vehicular transportation in the southern half of the Eastside Planning Area. From 2005 to 2021, traffic counts have remained steady at 23,500 (at site 490941, between the I-39 ramp and Brilowski Road), but the 2021 traffic counts may be skewed due to decreased traveling during the first year of the COVID-19 pandemic. Accidents have increased from 23 in 2010 to 38 in 2023.

Objective 1: Resolve conflicts at major intersections that are impairing resident mobility for all modes of transportation.

Policy 1: Incorporate traffic calming measures and/or pedestrian scale lighting at the Brilowski Road / Golla Road and Brilowski Road / Walter Street intersections. Additionally, ensure connectivity of the Walter Street multi-use path to the residential area east of Brilowski Road. Like several intersections along County Road R, no pedestrian-level lighting is present at these intersections. Lighting installations should be shielded or otherwise designed to prevent unnecessary light pollution into adjacent subdivisions.

Policy 2: Support redesign plans for County Road R that improve connectivity and safety at the intersections at Old Highway 18 and the Canadian National Right of Way. Old Highway 18 is currently a major recreational corridor for road bike enthusiasts but will also likely be home to new residential development. Redesign of County Road R that improves pedestrian and cyclist safety while crossing at the Old Highway 18 intersection is ideal. Furthermore, if a multi-use path is installed along the north side of the Canadian National railway, connectivity

to County Road R should be expected. Lighting, marked pedestrian crossings, and/or pedestrian refuge islands should all be considered.

Policy 3: Implement traffic-controlling measures at the Highway 10 / Badger Avenue intersection. Continued use of the Portage County Youth Soccer Complex, Holiday Inn Convention Center, and Ice Hawks Arena, paired with likely high density residential and commercial development nearby will increase vehicle counts observed at this intersection, which residents report as difficult to navigate. As development occurs and vehicular traffic counts increase, the need for a signalized intersection may arise. Staff should consider installing a sign to direct southbound traffic to Elizabeth Avenue until a traffic-controlling measure is feasible.

Objective 2: Enhance transportation routes for active modes of transportation.

Policy 1: After the drainage path between Brilowski Road and Badger Avenue is piped and covered, reserve the land for a multi-use path that connects Parkdale Park, the Hall Nature Preserve, and the Portage County Youth Soccer and Ice Hawks Arena complex to nearby residents and amenities. The existing drainage path requires frequent maintenance and clearing at significant expense due to high nutrient runoff from nearby agricultural use and exposure to light. Once covered, development on top will be restricted. The new path will be ideal for connecting residents and visitors to the amenities listed above.

Policy 2: Enhance existing and new trails with appropriate lighting and landscaping when funding becomes available. Lighting should be installed in such a way that it does not interfere with nearby property owners or unnecessarily illuminate the sky per neighborhood recommendations. Advancements in motion sensor technology may aid in reducing unnecessary light pollution. Lighting should be considered for popular sections of the Green Circle Trail near major intersections, such as Highway 66, and in new trail segments near Parkdale Park or on the north side of the Canadian National Railway.

Objective 3: Address safety concerns on Highway 10 and vehicular access issues to adjacent commercial properties.

Policy 1: Complete a new Highway Access Study and/or plan for Highway 10. Safety along Highway 10 has declined since 2005, and the installation of new commercial properties has incited additional safety concerns as motorists attempt to enter the highway from multiple uncontrolled intersections.

Policy 2: Extend Wildwood Drive South to Ellis Street or Sorenson Street. Extending Wildwood Drive southward will allow for another controllable intersection and connection point for residents in the subdivision to the south to commercial areas.

Intergovernmental Cooperation

The Eastside Planning Area requires significant cooperation from multiple agencies to promote efficient improvements to the area. Rising housing demand may result in outward expansion of the City limits as described in the Housing Element of this plan. Changes like these will require consistent communication with other local institutions, like the Stevens Point Area School District, County and State transportation agencies, and adjacent townships to ensure that necessary services are provided to new residents and opportunities to support existing residents are capitalized upon.

DRAFT

Intergovernmental Cooperation Goals, Objectives, and Policies

Goal 1: Work with the Town of Hull to streamline residential services and recommend annexation when and where appropriate.

Issues/Opportunities: Several residential subdivisions of the Town of Hull are within the City's wellhead protection districts and surrounded by the City of Stevens Point. This may lead to duplication of similar services, like waste removal, and potentially impact the water supply of the City of Stevens Point and downstream recreational sites (Iverson Park, McDill Pond, and the Wisconsin River).

Objective 1: Prepare to transition large utility services from the Town of Hull to the City of Stevens Point to protect residents' water quality.

Policy 1: Complete a boundary agreement with the Town of Hull. Several residential subdivisions of the Town of Hull are internal to the City of Stevens Point. Majority of these subdivisions exist within the City's wellhead protection districts but use private water and septic systems which can negatively impact the water supply of the City.

Policy 2: Offer a City utility transition to Town of Hull residents internal or adjacent to the City of Stevens Point. Utility installation is most cost-effective during road replacement or resurfacing projects. Residents should be notified of the potential to connect to City utilities during these projects in lieu of replacing or repairing private septic systems.

Objective 2: Reduce the impact of identical and similar services on shared infrastructure.

Policy 1: Offer City waste removal to Town of Hull Residents internal to the City of Stevens Point. Subdivisions near the Conifer Estates, Golla Road, and Wellfield Road could be provided with City waste management services and decrease wear on nearby major roads.

Goal 2: Collaborate with UW-Stevens Point and Portage County Land & Water Conservation to aid planning and conservation efforts in the Eastside Planning Area.

Issues/Opportunities: UW-Stevens Point offers access to a depth and range of expertise through both faculty and student talent. Capstone projects, internships, and research projects completed by both faculty and students can aid the planning and execution of several projects and programs identified in the policies of this plan. Hopefully these projects provide students with field experience that will translate to future success for themselves and the institutions.

Objective 1: Integrate UW-Stevens Point faculty and students and Portage County Land & Water Conservation staff into the planning and preservation of conservation corridors and preservations.

Policy 1: Begin building relationships with landowners adjacent to streams and drainage paths in the Eastside Planning Area with Portage County Land & Water Conservation staff.

Policy 2: Work with faculty in the Center for Land Use Education and Natural Resource departments to prepare plans for conservation corridors and nature preserves. Conservation corridors and nature preserves require highly specific knowledge and expertise. UW-Stevens Point is nationally recognized for this expertise.

Policy 3: Work with faculty and students in the Natural Resources department to prepare and execute forest management plans for conservation corridors and nature preserves. A mutually beneficial relationship between the Wisconsin Forestry Center and City of Stevens Point may exist when conservation corridors and potential nature preserve are implemented.

Objective 2: Integrate faculty and student talent from the Center for Land Use Education into Form-Based Code construction.

Policy 1: Request faculty and student support for the design of Form-Based Codes for Highway 10 and other commercial districts. As discussed in Land Use Goal 1, Objective 4, Policy 2, form-based codes help set standards on appearance, landscaping, and environmental considerations. Code rewrites and additions require significant personnel power and are opportunities to integrate local talent.

Goal 3: Work in tandem with the Stevens Point Area School District, Portage County, and Wisconsin Department of Transportation to ensure efficient upgrades to transportation and educational services.

Issues/Opportunities: Effective transportation planning requires consistent discussion between governmental agencies for local, county, and state transportation routes. In addition, 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.

Beyond transportation planning, the Eastside planning area will likely see residential growth over the next twenty years that may or may not impact the needs of the Stevens Point Area School District. Consistent communication about expected and actual population growth in the area will aid in decision making of school locations and nearby amenities.

Objective 1: Ensure City, County, and 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 Safe Routes to School and sidewalk continuation efforts are being designed into the reconstruction. The City communicates directly with residents along expected projects, and walking audits should be an opportunity to share with residents both the Safe Routes to School and Sidewalk Continuation plans.

Objective 2: Inform agencies of potential changes within the planning area and points of concern from residents in the planning area.

Policy 1: Inform the Stevens Point Area School District of potential population changes in the planning area to assist in school district planning efforts. Potential population growth may require additional school facilities. Notice of planned population growth and scheduled reports of new construction and population changes may aid in the school district's facilities planning.

Policy 2: Inform the County Highway Department of population changes adjacent to County R, HH, and multimodal transportation routes and coordinate planning efforts for redesign of County roads. Several residential concerns about pedestrian and cyclist safety have been reported around the County highways. Residential and industrial growth is expected adjacent to the County highway, and concerns should be addressed in tandem or prior to these larger land use changes.

Policy 3: Work with the Wisconsin Department of Transportation to plan for future changes to Highway 10. An updated highway access plan is expected for Highway 10. Future construction of form-based zoning codes may need to be reviewed by state transportation officials.

Agriculture, Natural, and Cultural Resources

The Eastside Planning Area has several neighborhood parks and larger parks in each area. The current park inventory includes Conifer Park, East Oaks Park, the incoming Hall Nature Preserve, Moses Creek Corridor, Parkdale Park, Peters Family Park, Rogers Park, Somerset Park, Whitetail Park, and Yulga Park. As residential development extends eastward, an additional neighborhood park will need to be incorporated to serve the residents of newly created subdivisions. Additional parks are located near the planning area but are managed by the Town of Hull. The Portage County Youth Soccer Complex and Ice Hawks Arena are located at the eastern border of the planning area and are the premiere soccer fields and ice arena in the City. The Green Circle Trail is engrained in the northern half of the Eastside Planning Area, and following the completion of the Plover River Crossing, will connect to the southern half of the planning area as well.

Several bodies of water create unique features in and around the Eastside Planning Area, including Jordan Pond, Moses Creek, the Plover River, and drainage from the Lost Creek Wetlands. Consistent with much of Stevens Point's conservation culture, residents have an affinity for the natural areas in and around the planning area and hope that the growth of Stevens Point will continue to honor those natural spaces and increase residential connectivity to them. Directly east of the planning area is significant agricultural land that supplies local and regional markets.

The Holiday Inn and Convention Center is one of Stevens Point's largest community amenities, providing a home to a significant number of indoor events annually. The Beloved Community also serves as a community center, hosting social groups from around the area in their chapel and gym.

Agriculture, Natural, and Cultural Resources Goals, Objectives, and Policies

Goal 1: Enhance the Park Inventory of the Eastside Planning Area, including the existing parks and strategic new additions.

Issues/Opportunities: Common sentiment in the planning area is that the Eastside park infrastructure is underdeveloped. The City is constrained from making significant additions to the existing park infrastructure until additional finances are acquired through development or other means, making short term, impactful, small investments important. Housing development that is likely to occur along Golla Road and Old Highway 18 will make some additional park improvements possible at a later date. The co-location of Yulga Disc Golf Park, the Green Circle Trail, and the new Moses Creek overlook presents an opportunity to make impactful improvements as use of these amenities increases. No parks in the Eastside Planning Area are considered “community parks,” although Iverson Park is a community park that services much of the area.

Objective 1: Work with residents of the City and adjacent municipalities to make enhancements to co-owned parks. East Oaks Park and Conifer Parks are owned by both the City of Stevens Point and Town of Hull and serve residents of both municipalities. Improvements for Conifer Park are expected in the Comprehensive Outdoor Recreation Plan, but not within East Oaks.

Policy 1: Work with Stevens Point and Town of Hull residents to identify and install complementary amenities at East Oaks and Conifer Parks over the next 20 years. Improvements to East Oaks Park are minimal on the city-owned portion of the park, with the major feature being open space. New features should be installed in a way that preserves the ability to install seasonal features such as the winter ice rink and complement the existing playground. Examples could include areas with additional landscaping, outdoor lounge furniture, and public grills.

Policy 2: Establish a Friends of East Oaks Park and Friends of Conifer Park group to accelerate enhancements to both parks; explore community partnerships for long-term support. As discussed with residents and addressed in Policy 1 above, minor improvements to parks such as East Oaks would increase neighborhood pride and use of the parks. Several residents mentioned that they would lend support to provide support if a program or structure was in place for them to volunteer consistently. Additional community groups may be invited to support implementation and maintenance of certain park changes, such as newly landscaped areas.

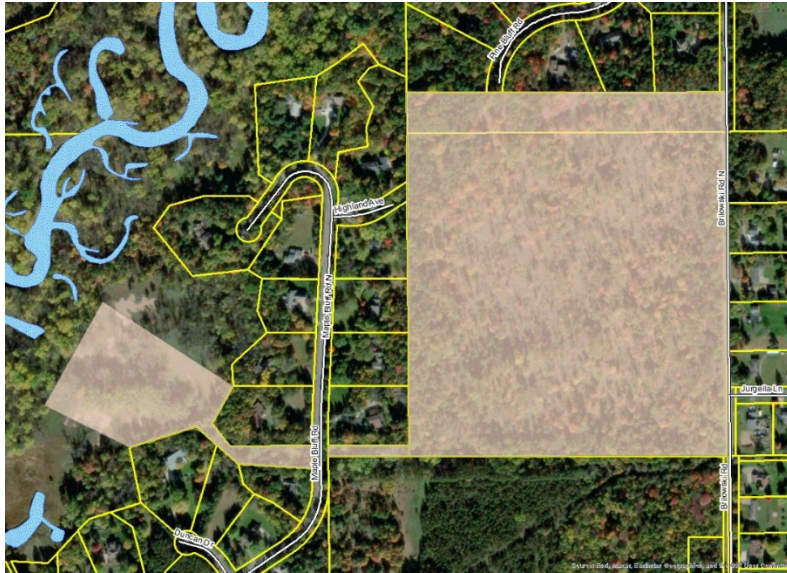
Objective 2: Ensure new residential developments include attractive natural spaces. Recent additions to the City of Stevens Point will necessitate additional parks in order to adhere to the City's target 10-minute walk to a park policy.

Policy 1: Reserve land within the Old 18 development parcels (identified below) for an additional neighborhood park. A residential subdivision is expected to be built along Old Highway 18 east of Brilowski Road. This area is not serviced by a neighborhood park as identified in the City's Comprehensive Outdoor Recreation Plan.



To comply with the City of Stevens Point's 10-Minute Walk to A Park Policy, an additional neighborhood park will need to be incorporated into the subdivision development around Old Highway 18.

Policy 2: Reserve land on Parcel 020240826-04 for a new neighborhood or mini park, and/or access to the Plover River. The future land use of the parcel indicates further residential development outside of the service area of the existing park system. Residents of the neighboring subdivisions have also reported a lack of safety accessing parks like East Oaks Park.



Although a trail will be preserved along Forest Creek and likely along the Plover River, a designated neighborhood or mini park will be needed to ensure recreation space is available to nearby residents.

Objective 3: Identify and preserve at least two strategic opportunities for larger feature or community parks in or near the Eastside Planning Area. Iverson Park is the only community park that includes some of the Eastside Planning Area in its service range. Community parks should be planned for in both the northern and southern halves of the planning area as population counts and density increase. As listed in the City of Stevens Point Comprehensive Outdoor Recreation Plan, community parks should anticipate 20 or more acres to be used. Indoor facilities should be a major component.

Policy 1: Document opportunities for community parks in the northern half of the Eastside Planning Area. Multiple special use parks are adjacent to each other in the north half, which could be reclassified into a singular community park, and would be the primary recommendation. Additional opportunities could include City-owned parcels along Torun Road, a partnership with the Town of Hull on the Town municipal lot, or a partnership with Portage County Parks to make improvements to Jordan Park.

Policy 2: Document opportunities for community parks in the southern half of the Eastside Planning Area. Multiple natural area parks and larger facilities exist in close proximity near the existing Portage County Youth Soccer Complex and Ice Hawks Arena, which may serve as a strong foundation for a future community park.

Policy 3: Establish a nature preserve on wellhead protection lands along the Plover River.

The City manages five 40-acre parcels on and east of the Plover River to protect its water supply. A nature preserve at this location will generate a significant community asset for residents and potentially benefit programming at the University of Wisconsin - Stevens Point. Acquisition or donation of one additional parcel would make the preserve completely contiguous.

Policy 4: Expand the trail system along the east bank of the Plover River and loop with the Green Circle Trail on the west bank. Installation of the nature preserve in the above policy has the potential to integrate the Green Circle Trail, promoting additional access to the preserve from another location. Maintenance of the trail system may be negotiated with the Green Circle Trail or performed independently by the City.

Goal 2: Ensure that larger natural amenities surrounding the City of Stevens Point - extensive wetlands, the Plover River, and other natural features - are connected via conservation-supportive transportation networks.

Issues/Opportunities: Residents in the southern half of the planning area seek a means of accessing natural spaces such as the Lost Creek Wetlands without a vehicle. Because of a large amount of wetland and hydric soils between residential subdivisions and these spaces, it is unlikely these lands will be developed for many other purposes than agricultural or conservation use. Significant additions have recently been made to the north side of the planning area, including the new overlook in the Moses Creek segment of the Green Circle Trail. This segment is one of the most remote sections of the trail. Many of the marshes and streams in or adjacent to the planning area drain into the City's water supply.

Objective 1: Promote riparian corridors as routes to new and existing natural spaces. Riparian corridors are unique plant communities consisting of the vegetation growing near a river, stream, lake, lagoon or other natural body of water.

Policy 1: Develop conservation plans for corridors between key natural spaces. Riparian corridors should exist between the Plover River, Lost Creek wetlands, Hall Nature Preserve, and the enormous amount of wetlands between County Road J and Brilowski Road North. Development of these conservation plans could integrate University of Wisconsin - Stevens Point planning capstone students and should integrate the Portage County Land and Water Conservation Division. Wisconsin Department of Natural Resources requires a 35-foot buffer strip to protect lakes, rivers, and streams from physical, chemical, hydrological and visual impacts. This requirement would be a recommended target for conservation corridors.

Policy 2: Perform a streams inventory of the Eastside Planning Area. Several drainage paths exist between wetland areas and the Plover River. Performing an official streams inventory will support requests for financial assistance to care for and manage eligible streams and

drainage paths. The Portage County Land and Water Conservation Division would be a key partner to inventory streams and prepare conservation plans.

Policy 3: Maintain support for the Green Circle Trail through the Eastside Planning Area. As a recreation trail, The Green Circle Trail remains the primary natural corridor around Stevens Point. As the trail continues to develop, the City should remain open to requests for support or to enhance the trail network.

Policy 4: Analyze the banks of the Plover River between Jordan Pond and Iverson Park for shoreline restoration opportunities. While the Plover River is a meandering river and will experience changes to its riverbanks, restoring quickly-eroding or unusually sandy areas along the banks may result in decreased amounts of silt buildup downstream.

Goal 3: Preserve adequate agricultural lands in and near the Eastside Planning Area and support agricultural practices that preserve high water quality.

Issues/Opportunities: The existing housing demand in the City of Stevens Point could require additional subdivision development, which would expand the City boundaries. Many local farms are operated next to the Eastside Planning Area, so opportunities to integrate more urban development should occur proximally or within the existing City boundaries, on non-agricultural land, or on agricultural land on a limited basis. Several local agencies exist to promote agricultural practices that decrease impact on groundwater and may be an opportunity to protect the water supply for the City.

Objective 1: Continue to classify the majority of existing agricultural land within the planning jurisdiction of the City as agricultural.

Policy 1: Classify existing agricultural parcels east of Brilowski Road and north of Rainbow Drive, parcels east of North Star Drive and north of Jordan Road, and parcels north of Prairie Drive as agricultural in the extraterritorial plat approval jurisdiction of the City of Stevens Point and the extraterritorial future land use map.

Objective 2: Work with regional organizations and farmers in the watershed of the Plover River to review, monitor, and enhance the water quality of the Plover River.

Policy 1: Review and update the Water Quality Assessment of the Plover River Watershed. The water quality of the Plover River Watershed was last updated in the early 2000's and an updated review of the water quality and contributing factors would be beneficial before taking any actions to protect and improve water quality.

Policy 2: Establish a list of agricultural lands and businesses that operate within the watershed of the Plover River and impact the water supply of the City; begin taking actions as recommended in an updated water quality assessment.

Goal 4: Ensure new development, redevelopment, and infrastructure projects review project sites for Cultural and Heritage Resources (as defined under NPS-28: Cultural Resource Management Guidelines) and public awareness of historically significant sites is increased.

Issues/Opportunities: Multiple historic and prehistoric historical, archaeological, and burial sites are present within the City of Stevens Point. These sites are culturally important for many communities in and around the Stevens Point area and proper awareness and acknowledgement of these sites may increase the connection residents feel towards a sense of place and the physical geography of the City.

Objective 1: Protect culturally and historically significant Native American sites in the planning area, such as burial mounds, historic camp and resource gathering sites, and ritual landscapes.

Policy 1: When development is proposed within 200 meters (656 feet) of a body of water or within the recorded boundaries of a previously recorded site, require a site investigation. Further action must be completed as outlined under the Federal Section 106 National Historic Preservation Act of 1966 and as outlined in the Wisconsin Archaeological Survey's Guide For Public Archaeology in Wisconsin 2012 and as revised. The environment within 200 meters of bodies of surface water is cited by many resources to retain a high probability of significant archaeological and historic sites. A professional archaeologist should be contracted to perform the site investigation, and sites that are identified should be documented internally and appropriate action should follow to protect the site.

Policy 2: Increase public awareness of historically significant sites through thoughtful and culturally accurate historical markers, which could include public art and descriptive text. Site markers need to be carefully designed and designed in partnership with representatives from the Native American community, prioritizing consultation with enrolled members and enrolled descendants of local and historically local federally recognized tribes, especially those tribes and bands related to the site or sites in question.

Objective 2: Add additional existing historic sites to the appropriate registers.

Policy 1: Help establish the Jordan Pond hydroelectric facility as a historical site. The Jordan Pond hydroelectric facility is the oldest hydroelectric facility in the Stevens Point area, but not the longest continuously operating facility.

Economic Development

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). Some residents and businesses in the Eastside Planning Area report that there are few opportunities to establish networks from within the planning area, citing a lack of community or amenities to support them. Residents are not content with increases in the cost-of-living outpacing increases in wages. This trend is not local in scale but can be addressed through regional and local efforts to support the growth of higher paying industries.

Social capital: Many residents of the Eastside Planning Area have attained a substantial amount of higher education, with 44.6% of residents having attained at least an associate's degree. No grassroots or formal neighborhood association serves the area to generate neighborhood-specific events, programs, or public messaging. The Beloved Community serves as a location for a variety of community events, and The Holiday Inn Convention Center is expanding offerings for community events. Residents do reference the availability of professional networking opportunities thanks to organizations like the Portage County Business Council and CREATE Portage County and would like to see programming occur closer to or within the Eastside Planning Area.

Environmental capital: The Eastside Planning Area surrounds the Plover River, one of the major environmental assets in the City Stevens Point. Much of the Agricultural, Cultural, and Natural Resources element of this plan addresses improvements to the infrastructure surrounding the Plover River that could attract additional users and spur local development and economic activity. Regarding the built environment, both residential and commercial properties are in good condition. Majority of commercial property is "highway commercial" (large parking lots, retail outlets set far away from the road, fairly large buildings). This environment is built primarily for vehicle access from the highway and does not provide easy access to retail environments from adjacent residential subdivisions.

Economic capital: In 2024, 178 businesses were identified in the Eastside Planning Area boundaries, employing 2,310 people. For a detailed list of business types and employees in each, see Appendix B. The median household income in 2024 was \$91,802, while the average household income was \$117,924; the median net worth of a household in the Eastside Planning Area was \$252,804 while the average (mean) was \$1,049,647. Compared to the entire City of Stevens Point, the Eastside Planning Area has a significantly higher household median income (\$55,145 City-wide) and net worth (\$81,012 City-wide). The median and mean household incomes are expected to increase in this area through 2029, to \$107,256 and \$137,933 respectively. Higher amounts of disposable income in the Eastside Planning Area would suggest a higher likelihood to support higher end and local retailers.

Large segments of available and unused land just south of the planning area may also be beneficial for market development of higher paying industries.

DRAFT

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**

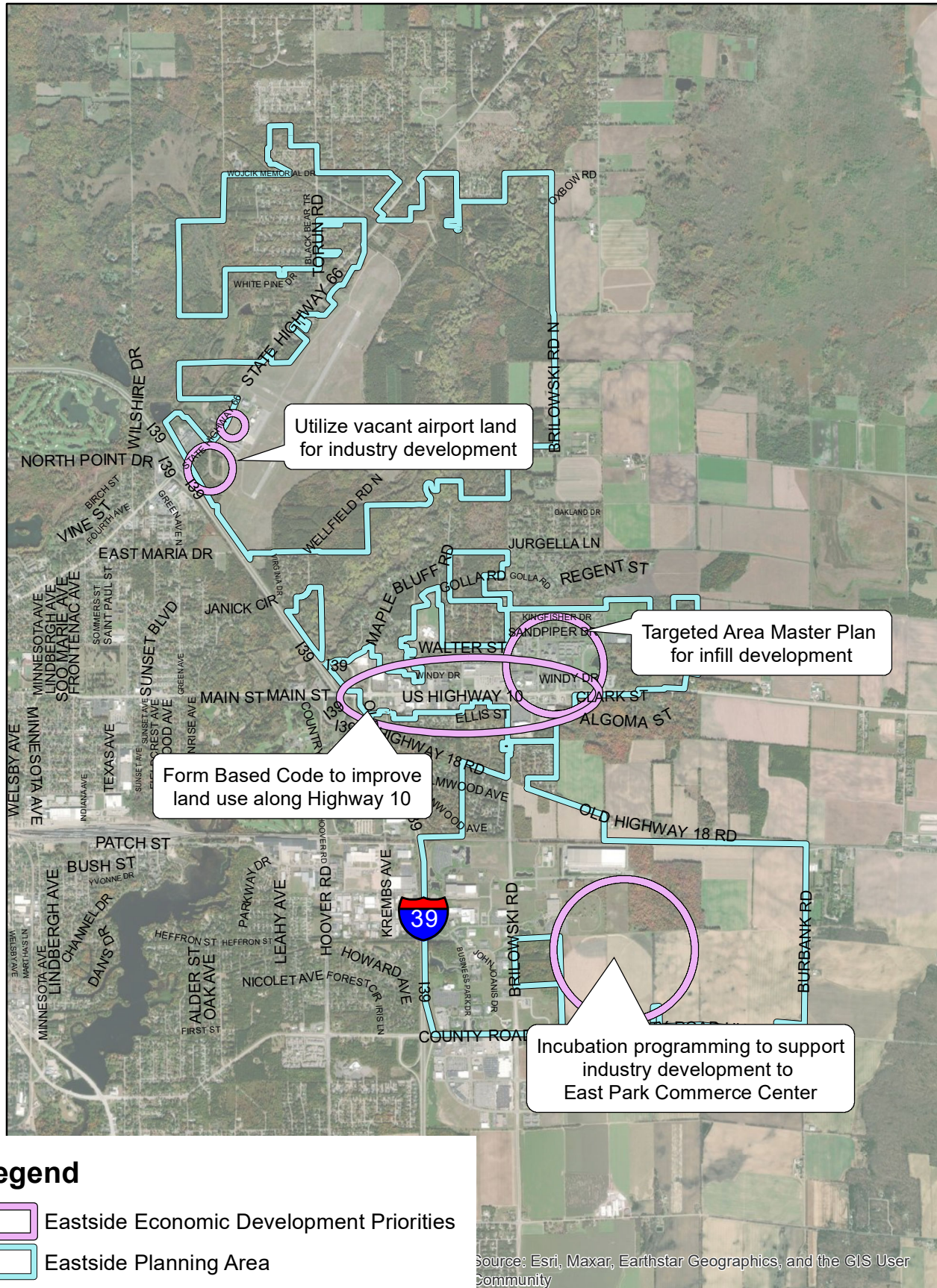
- Central Rivers Farmshed (Farmshed)
 - Farmshed provides shared resources, such as a shared commercial kitchen and greenhouse, and hosts community and educational programs that support the regional food economy.
- Central Wisconsin Economic Development Fund (CWED)
 - CWED provides a revolving loan fund 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.

- **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 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 manufacturers, and direct financial 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 Priorities Map

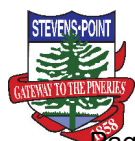


Legend

-  Eastside Economic Development Priorities
-  Eastside Planning Area



Maps are for graphical purposes only. They do not represent a legal survey. While every effort has been made to ensure that these data are accurate and reliable, the City of Stevens Point cannot assume liability for any damages caused by an errors or omissions in the data, nor as a result of the failure of the data to function on a particular system. City of Stevens Point makes no warranty, expressed or implied, nor does the fact of distribution constitute such a warranty.



Economic Development Goals, Objectives, and Policies

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). Some residents and businesses in the Eastside Planning Area report that there are few opportunities to establish networks from within the planning area, citing a lack of community or amenities to support them. Residents are not content with increases in the cost-of-living outpacing increases in wages. This trend is not local in scale but can be addressed through regional and local efforts to support the growth of higher paying industries.

Social capital: Many residents of the Eastside Planning Area have attained a substantial amount of higher education, with 44.6% of residents having attained at least an associate's degree. No grassroots or formal neighborhood association serves the area to generate neighborhood-specific events, programs, or communiques. The Beloved Community serves as a location for a variety of community events, and The Holiday Inn Convention Center is expanding offerings for community events. Residents do reference the availability of professional networking opportunities thanks to organizations like the Portage County Business Council and CREATE Portage County and would like to see programming occur closer to or within the Eastside Planning Area.

Environmental capital: The Eastside Planning Area surrounds the Plover River, one of the major environmental assets in the City Stevens Point. Much of the Agricultural, Cultural, and Natural Resources element of this plan addresses improvements to the infrastructure surrounding the Plover River that could attract additional users and spur local development and economic activity. Regarding the built environment, both residential and commercial properties are in good condition. Majority of commercial property is "highway commercial" (large parking lots, retail outlets set far away from the road, fairly large buildings). This environment is built primarily for vehicle access from the highway and does not provide easy access to retail environments from adjacent residential subdivisions.

Economic capital: In 2023, 191 businesses were identified in the Eastside Planning Area boundaries, employing 2,514 people. For a detailed list of business types and employees in each, see Appendix B. The median household income in 2023 was \$80,366, while the average household income was \$105,701; the median net worth of a household in the Eastside Planning Area was \$252,804 while the average (mean) was \$1,049,647. Compared to the entire City of Stevens Point, the Eastside Planning Area has a significantly higher household median income (\$55,145 City-wide) and net worth (\$81,012 City-wide). The median and mean household income are expected to increase in this area through 2028, to \$95,174 and \$121,069 respectively. Higher amounts of disposable income in the Eastside Planning Area would suggest a higher likelihood to support higher end and local retailers.

Large segments of available and unused land just south of the planning area may also be beneficial for market development of higher paying industries.

Goal 1: Continue to set the conditions to support a local business environment in the Eastside Planning Area, and leverage the strength of visitor-producing amenities to support local brick and mortar businesses. Residents in the Eastside Planning Area reference the desire to have access to a small amount of more locally owned small businesses, especially in the southern half of the planning area. Typically, businesses form in areas that are supportive of the business concept, so energy should be directed toward establishing conditions that would support local small business development.

Issues/Opportunities: The Eastside Planning Area has significantly higher household income and net worth than the rest of the City of Stevens Point, but commercial development has begun to slow down apart from recent TIF-incentivized development at the southeast corner of the Highway 10 and County Road R intersection. Large sections of land remain undeveloped or paved for parking, which may be beyond parking demand. Space for additional commercial development or vacancies for new businesses currently exist.

While the area income is large, there is not enough residential population to support neighborhood-scale shopping centers without customers from other areas of the City or visitors off of Highway 10. Typically, having 6,000 to 8,000 households within a 1- to 2-mile radius of a commercial center generates a supportive business environment. There are currently only 896 occupied households within the entire Eastside Planning Area in the City of Stevens Point. Additional residential development east of I-39 and near commercial centers will greatly benefit the likelihood that locally owned businesses succeed in the Eastside Planning Area.

Many visitor-generating amenities and services exist in the Eastside Planning Area near Highway 10, including the Portage County Youth Soccer Complex, Ice Hawks Arena, and Holiday Inn Convention Center. These resources likely generate significant commercial activity and may continue to bolster economic activity until additional residential development occurs.

Objective 1: Focus commercial development into an area that will have higher odds of success for local, neighborhood-serving businesses (cafes, locally owned retail, etc). While few residents of the City live within the Eastside Planning Area, many visitor generators exist in the planning area and can support businesses that may appeal to both residents and visitors.

Policy 1: Include a quasi-downtown commercial area in the upcoming Targeted Area Master Plan for Highway 10. Residents would like to retain access to natural spaces near their residences yet have additional locally owned businesses. The area bound by Brilowski Road, Sandpiper Drive, Badger Avenue, and Highway 10 already possesses some keystone

Objective 2: Prioritize residential development within 2 miles north or south of Highway 10. Commercial vacancies and lack of neighborhood-serving businesses may be a result of the low population in the area. Residential development should be kept close to Highway 10 to promote access and visibility of local businesses to residents and enhance the likelihood that locally owned and operated businesses thrive.

Policy 1: Complete residential subdivision plats north and south of Highway 10, following the recommendations from this plan, by 2035. Platting residential subdivisions according to the Housing element of this plan will generate approximately 1,020 additional housing units. Priority should be placed on establishing these housing opportunities, which could provide significant support to a local business environment.

Policy 1: Complete residential subdivision plats north and south of Highway 10, for recommendations from this plan, by 2035. Platting residential subdivisions according to the Housing element of this plan will generate approximately 1,020 additional housing opportunities. Priority should be placed on establishing these housing opportunities, which could provide significant support to a local business environment.

Policy 2: Refer developers interested in historic downtown development to the area. In **Objective 1, Policy 1.** Development of 2- to 3-story residential buildings similar to the historic downtown environment would limit outward growth in the area and provide the most benefit to local businesses.

Goal 2: Promote market development of high growth potential industries from the region within the East Park Commerce Center, Portage County Business Park, and Stevens Point Municipal Airport.

Issues/Opportunities: A significant amount of undeveloped land remains available in the East Park Commerce Center, Portage County Business Park, and Stevens Point Municipal Airport. Industries such as information technology, aviation and geospatial technology, and food manufacturing are expected to keep growing and have significant opportunities for partnership with local agencies, such as the University of Wisconsin - Stevens Point, Farming for the Future Foundation, Central Rivers Farmshed, and the Stevens Point Municipal Airport. Utilization of these spaces may promote accelerated job and wage growth for residents and graduates from local educational institutions.

Several large tech-based or tech-enabled businesses exist within these locations, and the advent of the remote economy allows for more tech-based work to occur from home, small offices, and coworking centers. Existing firms may be able to provide a base of information technology talent that can grow into additional information technology startups. Statewide, Madison and Green Bay continue to see growth in the tech sector, resulting in state support for further industry expansion which can be captured in Stevens Point.

Objective 1: Provide direct support and guidance to local and regional economic development organizations to promote market development of key industries. Local market development initiatives rely on local organizations and partners and can be accelerated by statewide support programs. Upon writing of this document, there is overlap between existing partners and state-level funding priorities, including in information technology, advanced manufacturing, agriculture, and food manufacturing or food processing. All of these industries would be comprised of potential tenants or owners of land in the East Park Commerce Center.

Policy 1: Support the construction of incubation programs and additional services for advanced manufacturing and food manufacturing. Incubation programs are generated to support targeted industry growth and relies on industry knowledge to cultivate new members of the industry. Presently, industry and educational partners are strong in these industries, and state support is available from the Wisconsin Economic Development Corporation. Support would be defined as providing financial assistance to partner organizations to organize, launch, and staff incubation programs.

Policy 2: Support the generation of an information technology entrepreneur development program. Incubation programs can also be applied to the formation of tech-based companies. While state support for tech-based business development is high, local and regional partners that execute tech-based entrepreneur development are limited to tech talent development at

educational institutions. A new organization or position may need to exist in order to cultivate tech development programs that result in access to additional higher-paying positions within the community.

Policy 3: Establish and maintain a Business Improvement District in the Portage County Business Park and East Park Commerce Center. Business districts such as the Portage County Business Park already leverage shared services but would benefit from a structure that improves organizational capacity and efficiency.

Policy 4: Work with agricultural support agencies to ensure local agricultural producers receive the most current information on support programs. A significant amount of land in the Eastside Planning Area is maintained as conservancy and agricultural land. As state and federal programs grow to financially support the maintenance of these lands, local farmers should be informed if and how they may utilize these programs and markets, such as agroforestry and access to carbon credits.

Objective 2: Work alongside the Stevens Point Municipal Airport to generate commercial opportunities on the airport grounds to enhance the aviation industry. The Stevens Point Municipal Airport is a general aviation airport, making it a prime candidate to support businesses in, or adjacent to, aviation, such as geospatial technologies. The airport has land available to support both commercial and recreational users.

Policy 1: Make a portion of land at the west corner of the Stevens Point Municipal Airport available for long-term lease for commercial use. City staff have confirmed that land would be available for commercial use at the western corner of the airport, and result in a highly visible development along I-39. Development of this segment would provide direct access to airport facilities for research, development, and product testing that does not interfere with the public use of the airport.

Policy 2: List airport land adjacent to WI-66 as available for commercial development that supports users of the airport and nearby residents. Land adjacent to the airport and exterior to controlled areas may house businesses complementary to the airport. Vehicle rental, for example, may be more appropriate at this location. An image of these locations is included on the next page.



Two apparent commercial development opportunities exist utilizing land in the Stevens Point Municipal Airport in the image above. The larger section to the southwest may benefit aviation and aviation technology companies and educational partners, while the smaller section may be an appropriate location for accessory businesses, such as vehicle rental and upscale convenience or restaurant that could be accessed by airport users and residents.

Policy 3: Establish a partnership with educational institutions and local industries to enhance workforce for aviation and adjacent industries. Following the execution of Policy 1, partnership with Mid-State Technical College could result in additional training facilities and programs for aviation. Job demand in the aviation industry is expected to remain high, and additional corporations in the area may generate demand for targeted educational programs and services.

Utilities & Community Facilities

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, community area network (CAN), 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. The Eastside Planning Area hosts several of these municipal wells and the City owns and manages a significant amount of acreage along the Plover River to preserve the integrity of the City's water supply.

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.

The City of Stevens Point has begun to build a community area network (CAN), providing a cost-effective, reliable, and secure connection to dark fiber. The CAN is available to local government offices, K-12 schools, technical schools, healthcare facilities, and other community area institutions. Currently, the CAN serves all facilities in the Stevens Point Area School District, Mid-State Technical College's two facilities in the City, all Portage County and City facilities, the Village of Plover, and State Patrol. Multiple healthcare facilities and corporate community members inhabit the Eastside and Southeast Planning Areas and may benefit from utilizing the CAN.

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.

Utility and community facilities within the Eastside planning area include Bannach Elementary School, the Stevens Point Municipal Airport, Central Transportation's headquarters (the bus service for the City of Stevens Point), the Portage County Youth Soccer Complex and Ice Hawks Arena, Marshfield Medical Center - River Region Stevens Point Campus, Aspirus Plover Clinic Walk-In, Little Scholars Childcare and Preschool, and CAP Services' Children's Discovery Center.

DRAFT

Utilities & Community Facilities Goals, Objectives, and Policies

Goal 1: Prepare utility infrastructure for expected residential, commercial, and industrial growth in the Eastside Planning Area.

Issues/Opportunities: The Eastside Planning area is likely to see the most significant growth in population based on the availability of developable land and demand for additional housing options. As the City utilizes land further away from its existing water distribution system, it may become more reliable and cost effective to generate a new water pressure zone in the Eastside Planning Area.

The Portage County Business Park and East Park Commerce Center are both strategically located in the Eastside Planning Area, proximal to significant utility infrastructure. However, major natural gas distribution lines are approximately 1 to 1.5 miles away from the East Park Commerce Center, and current electric substation capacity may not be large enough to accommodate larger power consumers (Hoover Avenue substation has a current capacity of 5.6 megavolt-amperes, or MVA). Based on population and housing projections alone and the average home requiring 9.2 KVA, an additional 6.7-8.7 MVA of capacity may be necessary. It must be noted that industrial and commercial power consumption is not included in this estimate, which can be extremely more significant than residential consumption. New landowners should be encouraged to install onsite renewable energy systems to reduce demand on the city-wide infrastructure but will still require the construction of a new substation in the life cycle of this plan.

Preparing for residential growth should take precedence - planning for a new water pressure zone and electrical substation may also be necessary to support anticipated residential growth. Because residential renewable energy systems are tied into the energy grid, a new substation may still be necessary to support anticipated peak demand.

The City of Stevens Point is proud to offer rapid response to fire and other emergencies. Planning for an additional fire station was performed in 2022 to ensure effective response to emergencies in the Eastside Planning Area and improve the City's Insurance Services Office (ISO) rating, which impacts insurance rates for property owners within the City. The City's ISO rating is rated as a 2 as of the writing of this plan, with a rating of 1 being the best and 10 being the lowest.

Objective 1: Improve utility efficiency and on-site energy production of existing housing stock and commercial buildings in the City of Stevens Point.

Policy 1: Promote the use of housing weatherization and improvement programs in the Eastside Planning Area. Active promotion of programs administered by the Redevelopment Authority, CAP Services, and Focus on Energy may assist in improving the energy efficiency of aging housing stock in the City.

Policy 2: Request energy efficiency benchmarks for redevelopment projects to receive financial assistance. Many programs exist to promote energy efficiency improvements and renewable energy systems on residential property. Requiring commercial development to meet energy efficiency benchmarks or install renewable energy systems on site may be reasonable if City assistance is provided.

Policy 3: Continue to support onsite energy production in partnership with the Midwest Renewable Energy Association; consider expanding direct assistance for residents. Local solar installers are available to support both residential and commercial installation of photovoltaic production and storage systems. Support can include the continued partnership for Grow Solar: Central Wisconsin which provides informational events about local and federal assistance. Partnership with the Portage County Business Council to reach the business community.

Objective 2: Prepare for major additions to utility infrastructure in the Eastside Planning Area. Over the lifespan of this plan, as many as 733 to 948 housing units could be built in the Eastside Planning Area if population projections are accurate. In addition, much of the East Park Commerce Center is currently vacant but is expected to become the home of several businesses over the course of this plan as well. These major additions to the City will require significant utility infrastructure to be possible.

Policy 1: Complete planning for a new water distribution system on the Eastside Planning Area.

Policy 2: Site the next electric substation near East Park Commerce Center. Demand for electricity in the City of Stevens Point is nearing the capacity of existing substations. Regardless if efforts to generate additional electricity on site are not successful, additional industrial and commercial partners will likely need additional capacity to distribute power. A new substation should be sited in or near the East Park Commerce Center to service high energy users and nearby residential growth that is expected.

Policy 3: Construct fire station #4 in the Eastside Planning Area. The City of Stevens Point completed a fire service area study in 2022, outlining several potential locations for the next fire station. Within the life cycle of this plan, the City of Stevens Point should strive to complete construction and staffing of the next fire station to improve the City's ISO rating and provide rapid emergency response. Based on preliminary planning, the preferred location for the facility would be either Site 1 or 2 within the location analysis, or a nearby property.

Policy 4: Promote the use of the Community Area Network (CAN) to corporations with multiple locations in the City of Stevens Point and nonprofit partners. The CAN can help reduce operating costs of institutions and corporations with multiple locations in close proximity, such as Aspirus Health. Furthermore, offering partnership between agencies and

non-profit centers (such as The Community Commons Nonprofit Center) may further reduce local operating costs.

Goal 2: Decrease the impacts of stormwater runoff on downstream water quality.

Issues/Opportunities: Drainage paths from nearby agricultural land eventually connect with the stormwater system along the Highway 10 commercial corridor before draining into the Plover River. A significant amount of the commercial property along this drainage path is impervious surface, resulting in a significant amount of stormwater entering the Plover River at a fast rate. Nutrients added to the Plover River arguably impact downstream water quality for the City's water supply and McDill Pond.

Objective 1: Reduce the amount of stormwater and nutrient load that reaches the Plover River. Water quality reports presented by the McDill Inland Lake Protection and Rehabilitation District and the Water Quality Assessment of the Plover River (2001) indicate that a significant amount of nutrients is added to the Plover River near urban monitoring points. An updated water quality assessment is requested to compare these levels to other locations along the Plover River in the Southeast Planning Area component of the Comprehensive Plan.

Policy 1: Integrate stormwater management criteria into a future form-based code for the Highway 10 commercial corridor. Referenced in the Land Use element of this plan, form-based codes can integrate stormwater management criteria. Stevens Point Public Utilities requires redevelopment sites to meet stormwater reduction criteria, proactively managing stormwater volumes. As development increases in the Eastside Planning Area, these requirements may need to adjust specifically to manage stormwater runoff from this district.

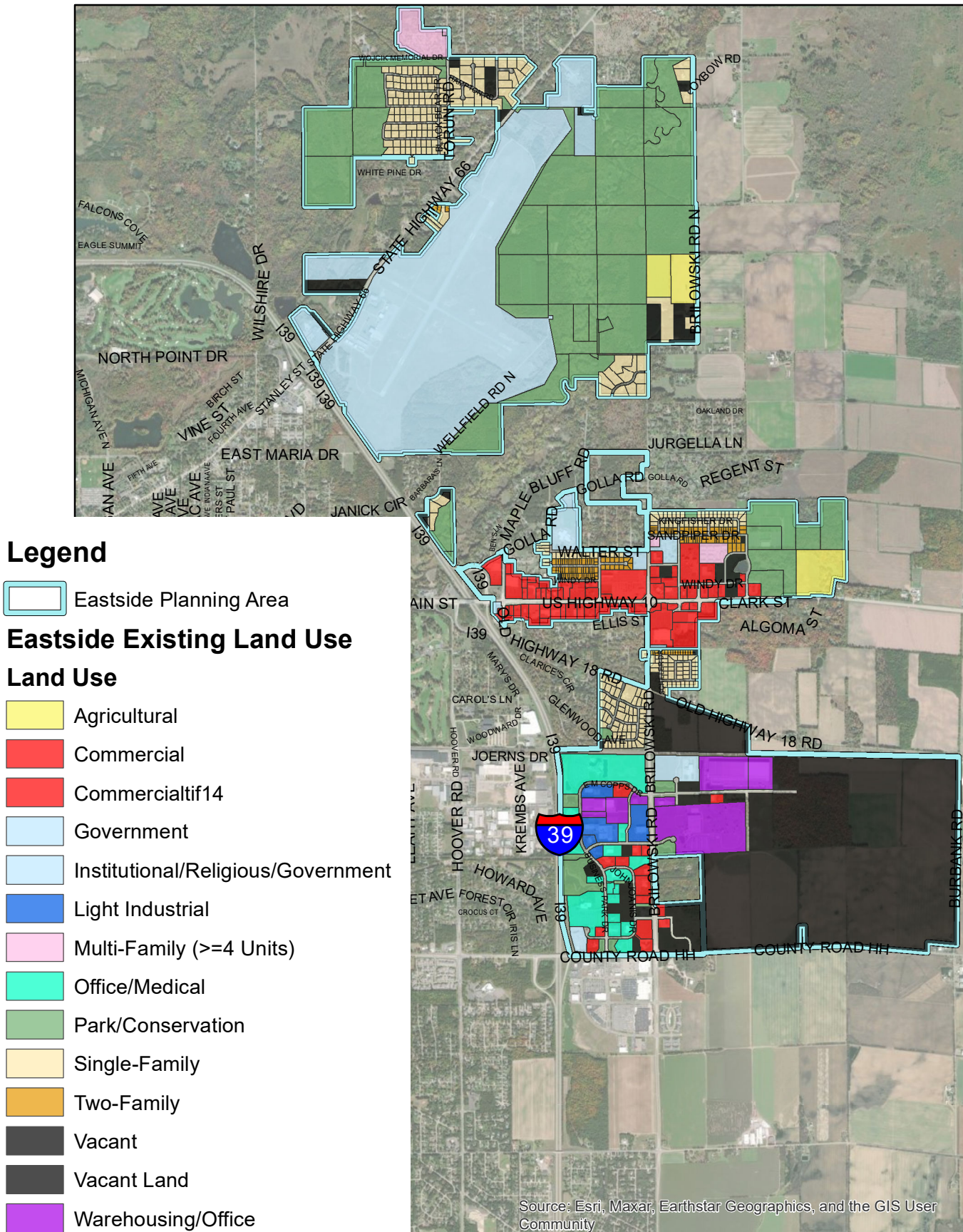
Policy 2: Determine which best management practice in the stormwater system could most benefit the Plover River, and implement this strategy. Stormwater from this district during baseflow and eventflow increase nitrate, NH₄, and chloride concentrations of the Plover River. While high values of nutrients are recorded in other locations of the Plover River, contributions made by urban development of the City should still be addressed.

Land Use

The Eastside Planning Area holds several unique features that require careful land-use planning, such as the Plover River, Stevens Point Municipal Airport, and Highway 10. Highway 10 is lined by highway commercial districts whereas Highway 66 is lined by the Stevens Point Municipal Airport, Marshfield Clinic, and primarily residential land. Environmental restrictions elsewhere in the City place significant development pressure on the Eastside Planning Area. To meet growing housing demands, relieve tax burden on residents, and protect the City's water supply and environmental features, significant land-use decisions will need to be made over the next 20 years. Since the Eastside Planning Area comprises a significant amount of the eastern border of the City, extraterritorial land-use planning east of the City is incorporated into this chapter of the updated Comprehensive Plan.

Residents have expressed satisfaction with many characteristics that the existing land use mix has created and identified several that are worth promoting through neighborhood design elements. These characteristics that were identified during the comprehensive plan update process are documented in Appendix C. In summary, residents would like to retain access to many of the area's natural amenities as those were a primary attractor to this portion of the City of Stevens Point.

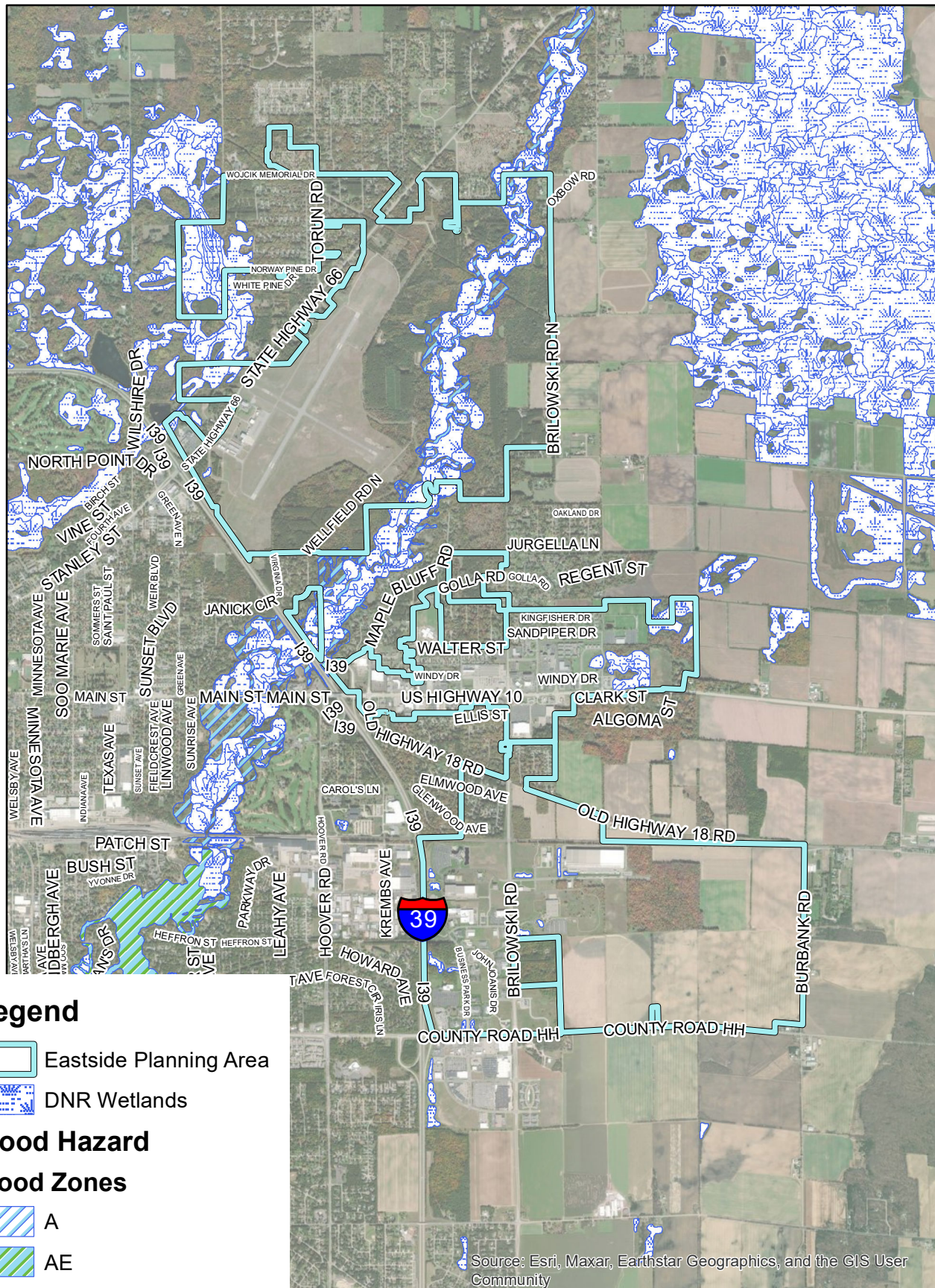
Existing Land Use Map



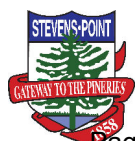
Maps are for graphical purposes only. They do not represent a legal survey. While every effort has been made to ensure that these data are accurate and reliable, the City of Stevens Point cannot assume liability for any damages caused by an errors or omissions in the data, nor as a result of the failure of the data to function on a particular system. City of Stevens Point makes no warranty, expressed or implied, nor does the fact of distribution constitute such a warranty.



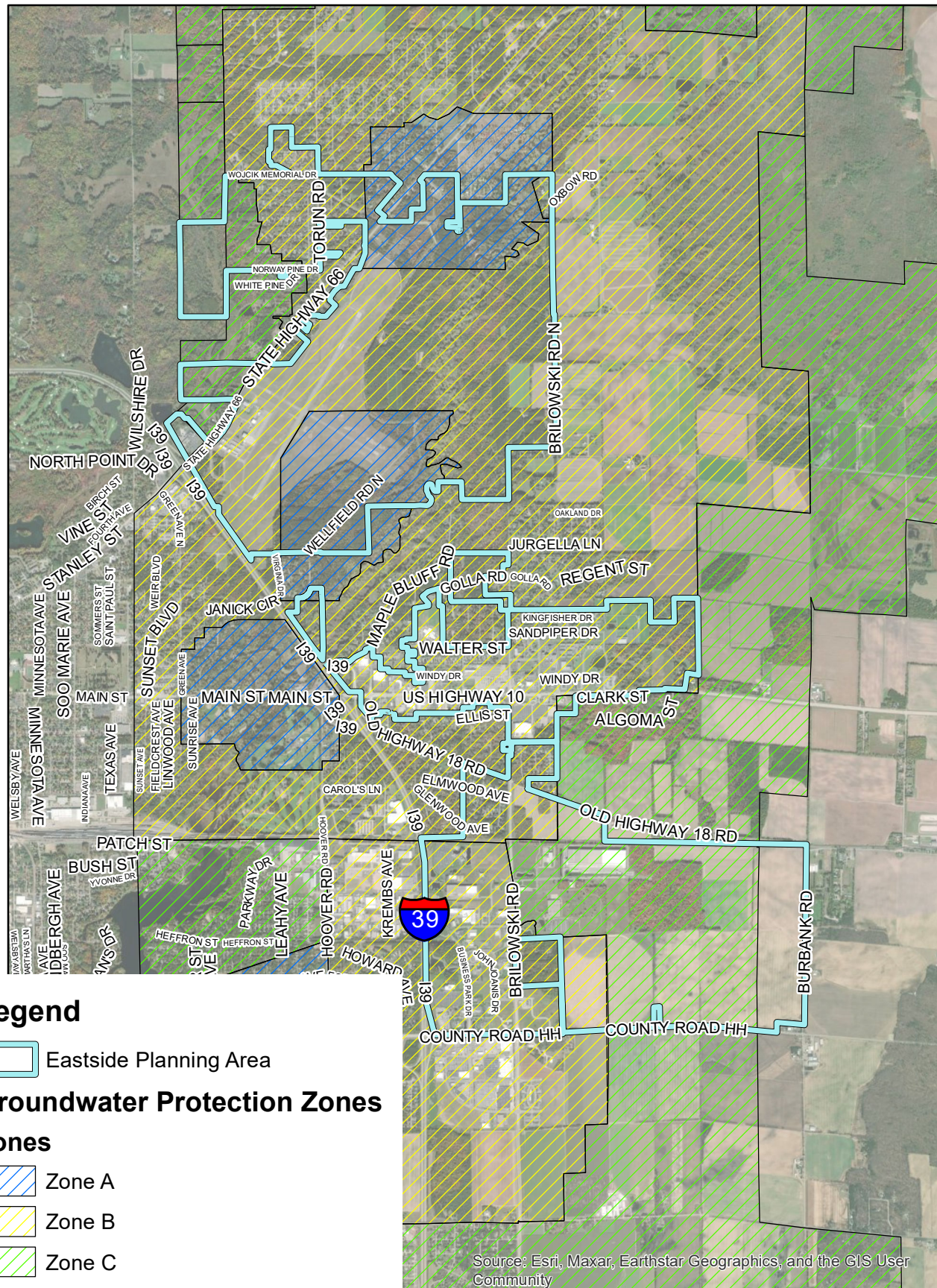
Environmental Considerations Map



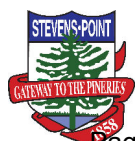
Maps are for graphical purposes only. They do not represent a legal survey. While every effort has been made to ensure that these data are accurate and reliable, the City of Stevens Point cannot assume liability for any damages caused by an errors or omissions in the data, nor as a result of the failure of the data to function on a particular system. City of Stevens Point makes no warranty, expressed or implied, nor does the fact of distribution constitute such a warranty.



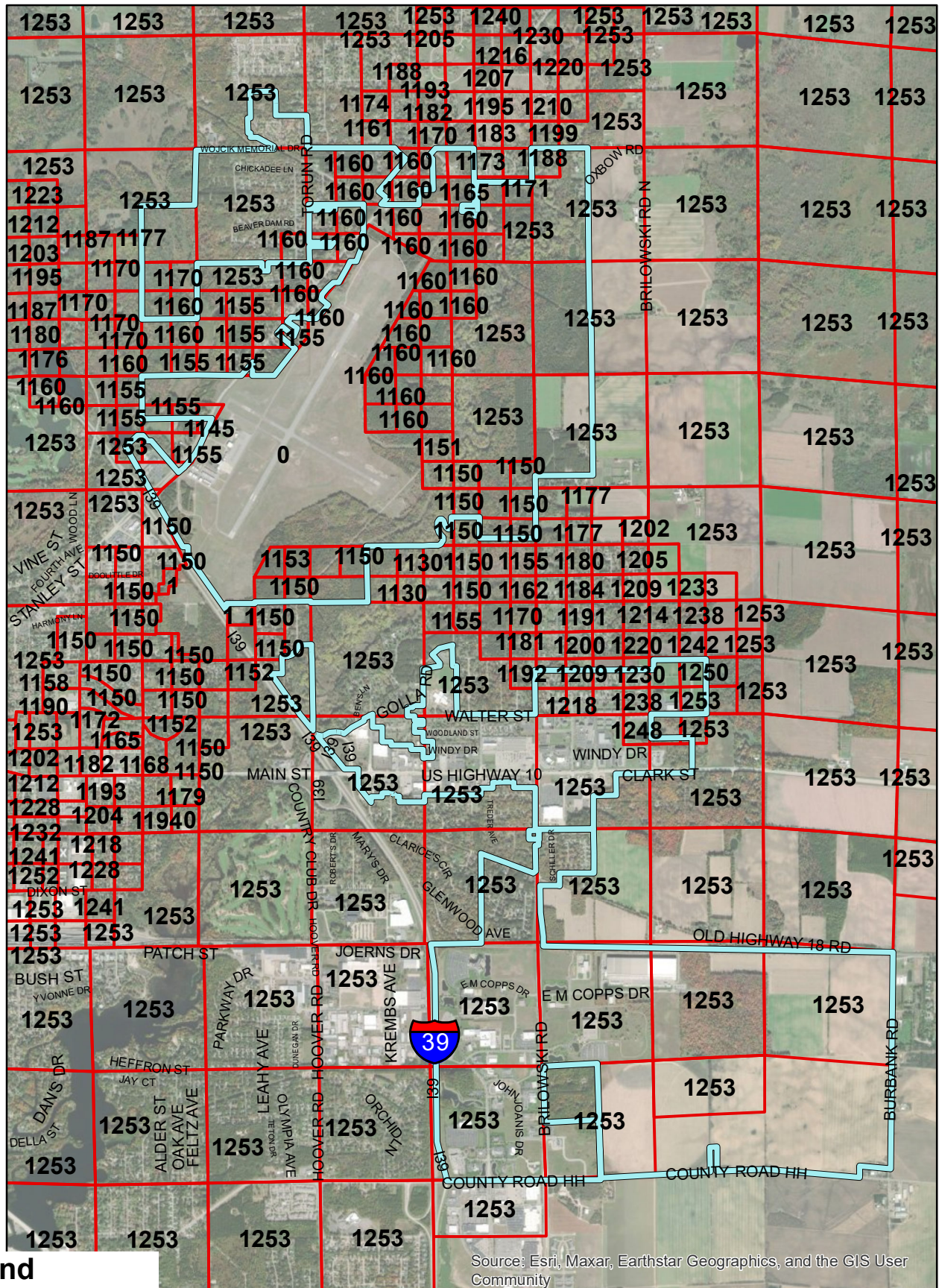
Groundwater Protection Zones Map



Maps are for graphical purposes only. They do not represent a legal survey. While every effort has been made to ensure that these data are accurate and reliable, the City of Stevens Point cannot assume liability for any damages caused by an errors or omissions in the data, nor as a result of the failure of the data to function on a particular system. City of Stevens Point makes no warranty, expressed or implied, nor does the fact of distribution constitute such a warranty.



Airport Height Restriction Map



Legend

-  Eastside Outline
-  AirportHeight



Maps are for graphical purposes only. They do not represent a legal survey. While every effort has been made to ensure that these data are accurate and reliable, the City of Stevens Point cannot assume liability for any damages caused by an errors or omissions in the data, nor as a result of the failure of the data to function on a particular system. City of Stevens Point makes no warranty, expressed or implied, nor does the fact of distribution constitute such a warranty.



Land Use Breakdown

Commercial and industrial development in the Eastside Planning Area is much more heavily represented than the rest of the City of Stevens Point. The boundaries of the Eastside Planning Area are expected to change and generate significantly more residential land in the City of Stevens Point. These shifts in land use should result in an environment that benefits the viability of local businesses. Future land use breakdowns and projections assume a major decrease in vacant parcels.

Existing Land Use (735 parcels):

- Agricultural: 3 parcels (0.4%)
- Residential: 474 parcels (64.5%)
 - Single-Family: 320
 - Two-Family: 150
 - Multi-Family: 4
- Commercial: 86 (11.7%)
- Institutional/Religious/Government: 14 (1.9%)
- Industrial: 5 (0.7%)
- Parks/Conservancy: 57 (7.8%)
- Office/Medical: 15 (2.0%)
- Warehousing/Office: 8 (1.1%)
- Vacant: 73 parcels (9.9%)

Future Land Use (1,173 parcels*):

- Residential: 921 parcels (78.5%)
 - Neighborhood Density Residential: 894
 - Multi-Family Residential: 27
- Commercial/Office/High-Density: 89 parcels (7.6%)
- Industrial: 85 parcels (7.2%)
 - Industrial/Manufacturing: 33
 - Industrial/Manufacturing/Commercial: 58
- Institutional/Religious/Government: 18 parcels (1.5%)
- Parks/Conservancy: 56 parcels (4.8%)

*Additional land is expected to be added to the City of Stevens Point and subdivided for residential development over the lifespan of this plan. Based on the recommendations of this plan, an additional 421 parcels are estimated added to accommodate neighborhood density residential (primarily single-family or neighborhood density residential) and multi-family residential parcels.

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.

Industrial/Manufacturing - Industrial/Manufacturing future land use classification is designed to accommodate strictly industrial and manufacturing land uses.

Industrial/Manufacturing/Commercial - Industrial/Manufacturing/Commercial land use classification is designed to give additional flexibility allow commercial and office land uses adjacent to industrial and manufacturing centers.

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.

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.

Agricultural - Agricultural land use designation is intended to preserve land for all types of agricultural production.

Land Supply and Use Transition

A large quantity of agricultural and vacant land lies on the edge of the city limits in the Eastside Planning Area. Although the City is prioritizing infill development, additional land may be acquired to meet housing needs within the City of Stevens Point. An incredible amount of commercial, institutional, and industrial land exists in the Eastside Planning Area between the Portage County Business Park, East Park Commerce Center, Highway 10 commercial corridor, and the Stevens Point Municipal Airport. The total quantity of this commercial land is not anticipated to increase, but additional institutional parcels will be required to provide adequate city services and new corporations are expected to fill the East Park Commerce Center. Mixed-use development may also begin to take place along commercial corridors such as Highway 10.

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

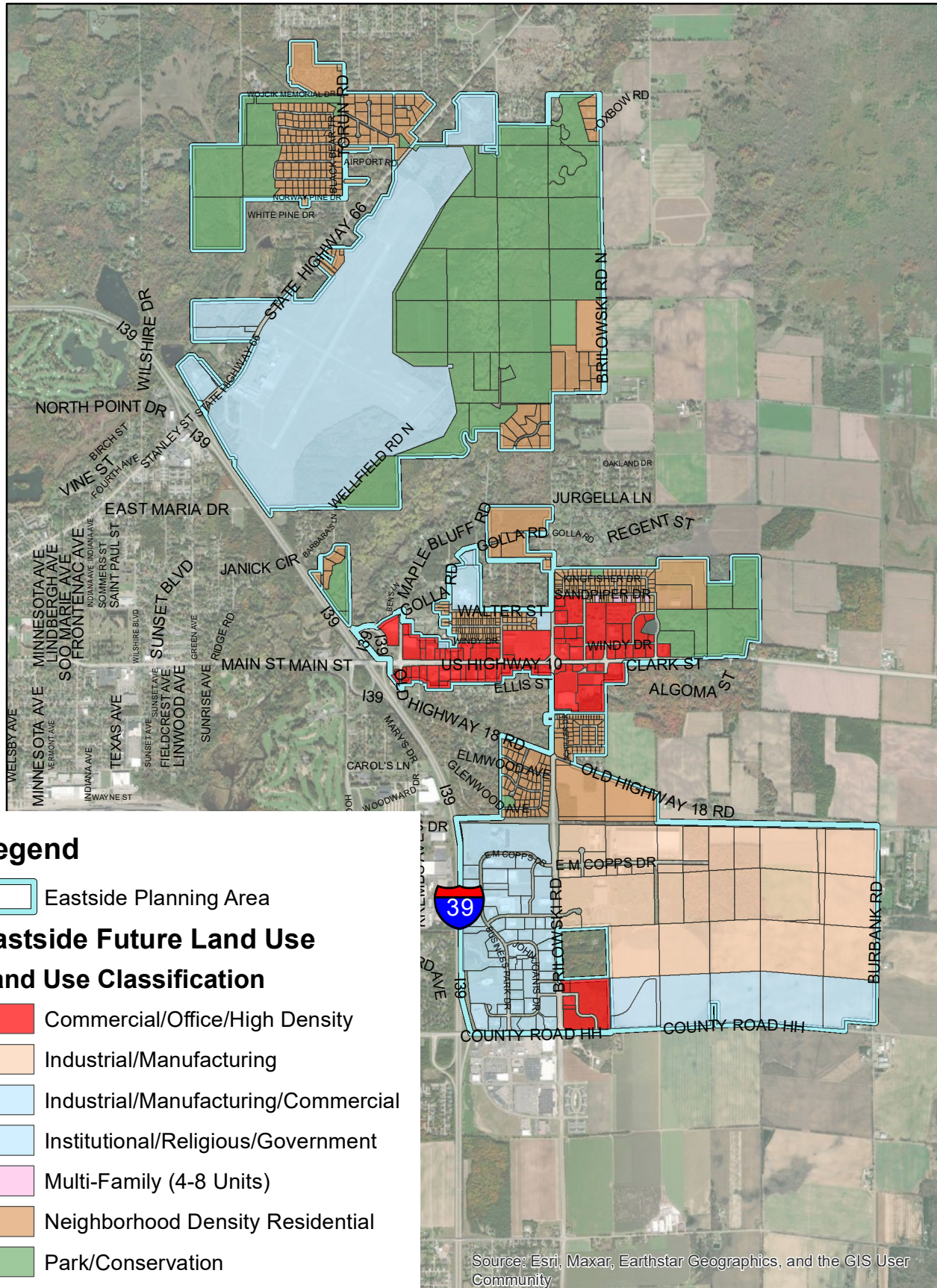
Future Land Use Projections

Residents of the Eastside Planning area can expect to see the following land use changes between 2024 and 2044. These projections are based on the assumptions that additional residential development will take place outside of the existing City limits in accordance with the policies of this plan and that a majority of vacant parcels will be developed.

Future Land Use Parcel Projections by Percentage
Eastside Planning Area

Land Use Type	2024	2029	2034	2039	2044
Residential	64.5	67.5	70.5	73.8	78.5
Agricultural	0.4	0.2	0	0	0
Commercial	11.7	10.2	9.1	8.2	7.6
Industrial	3.8	4.1	5.1	6.3	7.2
Institutional	1.9	1.8	1.7	1.6	1.5
Parks / Conservancy	7.8	7.2	6.5	5.7	4.8

Future Land Use Map



Maps are for graphical purposes only. They do not represent a legal survey. While every effort has been made to ensure that these data are accurate and reliable, the City of Stevens Point cannot assume liability for any damages caused by an errors or omissions in the data, nor as a result of the failure of the data to function on a particular system. City of Stevens Point makes no warranty, expressed or implied, nor does the fact of distribution constitute such a warranty.



Future Land Use Goals, Objectives, and Policies

Goal 1: Update the future land-use map consistent with recommendations from residents in the planning area.

Issues/Opportunities: Prosperity for residents of the City and Eastside Planning Area requires significant consideration to balance land uses. Significant agricultural and natural resources exist in and near the Eastside Planning area which can provide for unique experiences and quality of life. Preserving these resources can promote characteristics of the planning area that residents want to foster - easy access to natural environments, dark sky protection, and an offering of both urban and suburban environments.

Residents identified that drainage corridors and train corridors can also accommodate active transportation routes - walking and biking paths can be one-of-a-kind along Lost Creek and the CN Railway; several conservation areas can be preserved for year-round outdoor recreation opportunities; and adequate space exists to accommodate additional housing options that have been requested throughout the City, especially in this planning area. Many of these amenities are highly desirable to live near, so thoughtful consideration should be given to how residents can access these amenities and how many residents are allowed to live near them by design of future subdivisions.

Objective 1: Provide adequate land for additions to the transportation network. Streets maps and active transportation networks should maximize connectivity to various subdivisions, existing and new community resources, and to the City across I-39.

Policy 1: Designate adequate land north of the CN Railway as right of way to accommodate a multi-use path. Enough land should be designated for the path to ensure vegetation is thick enough to reasonably shield residents from users of the path and from train activity.

Policy 2: Connect residential streets between subdivisions. Potential residential subdivisions have the potential to connect in multiple places, which would allow residents several options to enter and exit their neighborhoods. Several connections would include:

- Connect Pine Bluff Road to Highland Avenue;
- Extend Oakland Drive west to Brilowski Road North or the Pine Bluff extension;
- Extend Jurgella Lane west, and then north to create a 4-way intersection at Pine Bluff, Highland, Oakland, and Jurgella.
- Extend the grid from the Hunter Oaks subdivision and Town of Hull, including Jefferson Street, Lasalle Avenue, Elizabeth Avenue, Badger Avenue, Blackberry Lane, Schiller Drive and others as needed.

Policy 3: Reserve land adjacent to the Lost Creek for a trail system and drainage maintenance. Clearing of the Lost Creek may be required to prevent negative environmental effects on adjacent subdivisions and upstream farmland. This small addition of trail would be feasible to connect with the Green Circle Trail following the completion of the Plover River Crossing, and potentially continue along the drainage path east to the Lost Creek wetlands.

Policy 4: Investigate the feasibility of an additional trail along the east border of the Plover River and identify adequate access points. While the Plover River Crossing allows for passage across the Plover River, adequate recreation and commuter trails on the east side of the river should be planned to accommodate increasing residential population.

Policy 5: Investigate the feasibility of establishing Windy Drive as a backage road to improve access of residents to businesses on Highway 10. As additional residential development occurs in the Eastside Planning Area, creating an alternative method of accessing businesses along Highway 10 may reduce the amount of traffic entering Highway 10 for short trips.

Policy 6: Reserve land for trail additions and reroutes for the Green Circle Trail and other recreational trails on City-owned parcels. As noted in Transportation Goal 1, Objective 1, Policy 3, the City will be positioned to assist the Wilshire Boulevard reroute of the Green Circle Trail. Additionally, parcels reserved for a nature preserve should also include a recreational trail that may connect with the Green Circle Trail.

Objective 2: Allocate adequate land for parks, conservation, and educational facilities in the Eastside Planning Area Future Land Use Map.

Policy 1: Reserve land for a community park and a neighborhood park or mini-park in the Eastside Planning Area. As residential growth in the City of Stevens Point continues east, new subdivisions will be outside of the current service area of the parks system as described in the 2024-2028 Comprehensive Outdoor Recreation Plan. Inclusion of parks within this area will also uphold the 10-minute walk to a park policy.

Policy 2: Continue to maintain the Hall Nature Preserve for conservation land use and promote the site as an outdoor passive recreation space. A pedestrian trail around the site is planned to increase pedestrian access to all areas of the preserve.

Policy 3: Reserve land for public access points to the east bank of the Plover River as a future recreational amenity. Preserving public access to the Plover River as a conservation area and active transportation route will continue to support recreation access for residents of the Eastside Planning Area. A neighborhood park or parks may serve well as public access points.

Objective 3: Designate adequate land for residential development to support increasing housing needs while protecting neighborhood characteristics. Residents wish to maintain

some space between homes, preserve access to natural features in the surrounding areas, and protect dark sky views.

Policy 1: Designate the following undeveloped areas for residential development that aligns with the Housing Element of this plan:

- Acreage bound by Lost Creek to the south, Brilowski Road to the east, and Pine Bluff Road to the north.
- Acreage bound by Brilowski Road to the west and north, Lost Creek to the south, and Eastwood Drive to the east.
- Acreage bound by the CN Rail to the south, Brilowski Road to the west, and Jefferson Street to the north.

Policy 2: Zone parcels adjacent to high traffic transportation corridors for mixed-use and multifamily residential development and retain single-family residential zoning in neighborhood cores. Multifamily residential construction - apartments and condominiums three stories and less - can be utilized to provide additional residents with access to high traffic transportation routes without interfering with neighborhood characteristics (quiet, “on the edge of town,” high access to rural environment). Majority of residential districts should be single-family residential development.

Objective 4: Identify and designate appropriate land for commercial opportunities in the Eastside Planning Area.

Policy 1: Integrate additional commercial uses into the Stevens Point Municipal Airport. Land consumed by the Stevens Point Municipal Airport can accommodate additional uses, including high-value land with access to airport services. Land in the Southwest quadrant of the airport is of highest priority to utilize.

Policy 2: Develop a form-based code for land adjacent to Highway 10. Form-based codes allow for communities to guide the design and appearance of buildings and other standards (landscaping, environmental, lighting, signage, etc) rather than the activity that takes place on the parcel. Establishing a well-designed form-based code may allow for additional commercial square footage to be created on vacant parcels and on redevelopment opportunities as they arise.

Policy 3: Perform a Targeted Area Master Plan for the Highway 10 corridor. In addition to a highway access plan, a targeted area master plan should be generated to establish the Highway 10 commercial corridor as one that is more supportive of local business ownership and nearby residents.

Goal 2: Update the City of Stevens Point's extraterritorial jurisdiction to provide a balance of developable land and access to, and protection of, environmental features east and northeast of the City of Stevens Point.

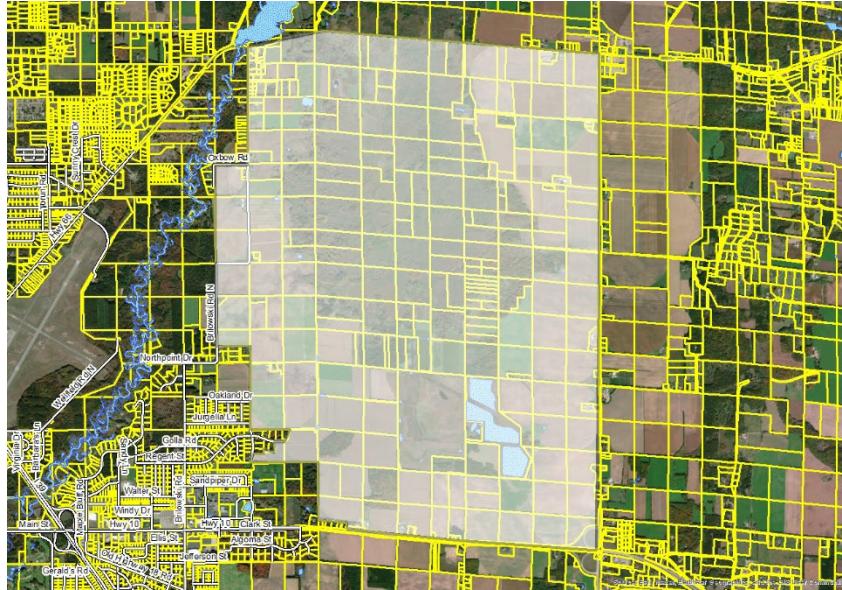
Objective 1: Ensure that environmentally sensitive areas, natural features, and some agricultural land in the City of Stevens Point's extraterritorial jurisdiction are preserved. Several large swaths of wetlands, the Plover River, and a moraine exist east of the City. These areas can continue to provide large environmental benefits to the community and perhaps recreational spaces in the future.

Policy 1: Designate undeveloped land south of Old Highway 18, north of County Highway HH, and between Burbank Road and County Highway J, as shown below, for agricultural and conservation use. A moraine exists within this segment of land and should be preserved. This site may be considered as a natural recreation space in future plans.



An approximately 540-acre moraine exists at the southeast limit of the City of Stevens Point's extraterritorial jurisdiction. In the map above, the northern third of this moraine is the forested portion of the highlighted area. This natural feature should be designated for conservation and surrounding agricultural uses should be maintained.

Policy 2: Designate land east of the City of Stevens Point, west of County Highway J, and north of Highway 10 for agricultural and conservation use consistent with the image below.



An expanse of wetland exists in the eastern portion of City of Stevens Point's extraterritorial jurisdiction. In the map above, the southern 2,100 acres of these wetlands is included in the highlighted region. All wetlands in this region should be designated for conservation and surrounding agricultural use should resume.

Policy 3: Designate land adjacent to creeks and drainage ways to the Plover River to create conservation corridors. The most proximal example would be the Lost Creek conservation corridor, connecting Jurgella Lane to the Lost Creek Wetlands. This corridor would include the Lost Creek Wetlands and extend north through existing wetlands, creating a greenway between the Plover River and an abundance of protected wetland.

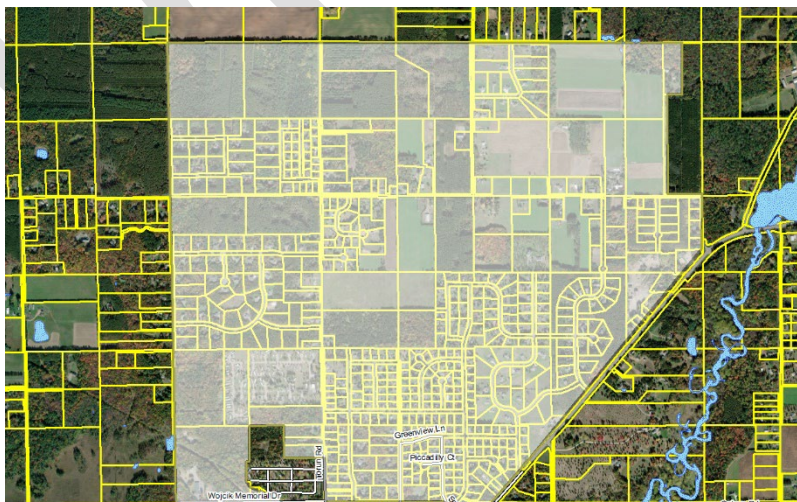
Objective 2: Ensure residential growth is possible in areas adjacent to environmental amenities, planned transportation routes, and services. Access to environmental and recreational amenities continue to be one of the major characteristics of the Eastside Planning Area and of the City of Stevens Point. Population growth is expected, and access to environmental features should be expanded to additional residents.

Policy 1: Designate the majority of the land south of Highway 10 and north of the Canadian National Railway, between the City of Stevens Point and Oak Lane Court, identified in the image below, for residential use.



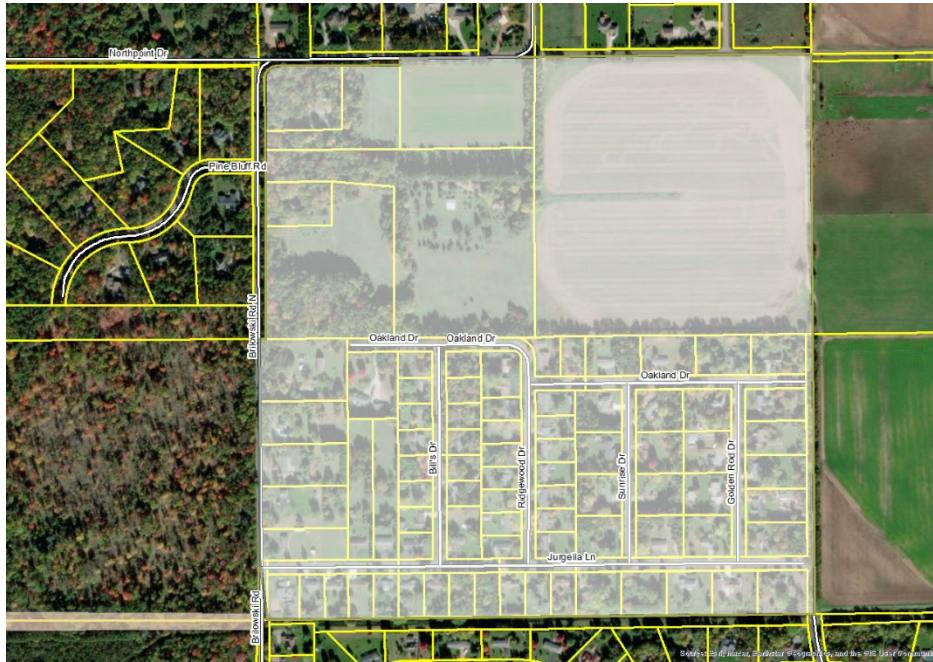
The highlighted region in the map above should be designated primarily for residential use. Segments of this region should be expected to accommodate some institutional and parks/conservancy uses to supply City services to new residential subdivisions in accordance with the rest of this regional plan.

Policy 2: Designate land north of Highway 66, east of Willow Springs Drive, west of Jordan Park, and south of Prairie Drive, as shown in the image below, for residential use.



Residential demand is expected to continue for secluded, quiet neighborhoods and should be promoted in the region highlighted in the map above.

Policy 3: Designate land bound by Brilowski Road, Brilowski Road North, Rainbow Drive, and the Lost Creek drainage path, as shown in the image below, for residential use.



Residential land use adjacent to the City in the highlighted area of the map above should be maintained. If housing demand continues, a limited amount of agricultural land may be transitioned to residential.

Objective 3: Designate adequate land for additional commercial and institutional services.

Given the availability of commercial property within the City of Stevens Point's East Side Planning Area, minimal land is expected to be needed for new commercial property. Similarly, few institutional land uses will be needed to support future residential development.

Policy 1: Designate land adjacent to, and south of, Highway 10 between the City of Stevens Point and Oak Lane Court for commercial use. A map of the described area is included on the next page.

Implementation

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 regional 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 planning areas are reviewed. 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 planning area at a public event each year. Complete revisions of the planning area 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 decide whether 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 Tasks

On the following pages is an outline of tasks, internal policies, and procedures that City administration and staff are expected to incorporate into their practices. Each row contains specific tasks, the primary policies that should be addressed through that task, and the department(s) primarily responsible for ensuring the tasks are completed.

Implementation of Eastside Planning Area Policies	
Action & Policies Addressed (Recommended Start Year)	Departments
Update the City's Zoning Code, Official Streets Map, and Future Land Use Map to be consistent with recommendations within this plan (upon adoption, 2024). (Housing 1.1.2, 1.2.1, 1.2.2; Transportation 1.1.2, 2.3.2; ANC 1.2.1, 1.2.2, 3.1.1; Economic Development 1.2.1; Land Use (All)).	Community Development, Public Works
Perform the following targeted planning and development projects: - Stevens Point Municipal Airport economic development projects (2025) - Plover River Water Quality Assessment and drainage conservation plan (concurrently, 2025). - Town of Hull Boundary Agreements and consolidated services (2025). - Plover River Nature Preserve planning (2026). - Highway access plan & Highway 10 Targeted area plan (concurrently, 2027). - Form-based code construction (concurrently with other form-based codes, 2027). - Fire station construction (TBD). - Stevens Point Public Utilities water system planning and construction (upon adoption, 2024). - Installation of a stormwater detention system at the Highway 10 / I-39 interchange (2027). (Transportation 2.3.1; ANC 1.3.3, 2.1.1, 2.1.2, 2.1.4, 3.2.1, 3.2.2; IGC 1.1.1, 1.1.2, 1.2.1, 2.1.1, 2.1.2, 2.1.3, 2.2.1; Economic Development 1.1.1, 2.2.1, 2.2.2; Utilities 1.2.1, 1.2.3, 2.1.1; 2.1.2)	Community Development, Airport, Administration, Public Utilities, Fire & EMS, Administration
Incorporate and uphold the following into internal review and reporting policies based on recommendations in this plan (all upon adoption, 2024): - Residential subdivision plats for density. - Near-water (200m) site review. - Targeted public transportation sites.	Community Development, Public Utilities, Administration

• Safe Routes to School and Sidewalk Continuation Plan review. • Downtown developers review. • Energy-efficiency for TIF-incentivized projects. • Annual housing construction report to Stevens Point Area School District. (Housing 1.1.1; Transportation 1.2.1; ANC 4.1.1; IGC 3.1.1, 3.2.1; Economic Development 1.2.2; Utilities 1.1.2)	
Work with the Green Circle Trail, Portage County Historical Society, and other community groups to make targeted enhancements to the trail network, public parks, and historical sites (all upon adoption, 2024). (Transportation 1.1.3, 2.2.2; ANC 1.1.1, 1.1.2, 1.3.1, 1.3.2, 1.3.3, 1.3.4, 2.1.3, 4.1.2, 4.2.1; Land Use 1.1.4, 1.1.6)	Community Development, Administration
Make safety improvements for all transportation systems in partnership with State and County departments (when aligned with resurfacing/reconstruction, when appropriate). (Transportation 1.1.1, 2.1.1, 2.1.2, 2.1.3, 2.2.1; IGC 3.2.2, 3.2.3)	Public Works, Public Utilities, Community Development
Assign staff to develop the following programs with partner agencies such as Portage County Business Council, Mid-State Technical College, University of Wisconsin - Stevens Point, and CREATE Portage County to support local economic development and energy conservation, distribution, and production: • Incubation programs for agriculture, advanced manufacturing, and information technology sectors (2026). • Business improvement districts (Portage County Business Park upon adoption). • Aviation-related business development (2025). • Residential and commercial energy efficiency and local production programs (2026). • Connection of additional community partners to the CAN (upon adoption, 2024). (Economic Development 2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.2.3; Utilities 1.1.1, 1.1.3, 1.2.4;)	Community Development, Airport, Public Utilities

Census 2020 Summary		
Population		1,787
Households		797
Average Household Size		2.21
2024 Summary		
Population		1,763
Households		796
Families		517
Average Household Size		2.18
Owner Occupied Housing Units		593
Renter Occupied Housing Units		203
Median Age		45.8
Median Household Income		\$91,802
Average Household Income		\$117,924
2029 Summary		
Population		1,723
Households		798
Families		515
Average Household Size		2.13
Owner Occupied Housing Units		606
Renter Occupied Housing Units		192
Median Age		46.8
Median Household Income		\$107,256
Average Household Income		\$137,933
Trends: 2024-2029 Annual Rate		
Population		-0.46%
Households		0.05%
Families		-0.08%
Owner Households		0.43%
Median Household Income		3.16%

2024 Households by Income	Number	Percent
<\$15,000	27	3.4%
\$15,000 - \$24,999	25	3.1%
\$25,000 - \$34,999	84	10.6%
\$35,000 - \$49,999	58	7.3%
\$50,000 - \$74,999	122	15.3%
\$75,000 - \$99,999	113	14.2%
\$100,000 - \$149,999	197	24.7%
\$150,000 - \$199,999	76	9.5%
\$200,000+	95	11.9%
Median Household Income	\$91,802	
Average Household Income	\$117,924	
Per Capita Income	\$50,512	

2029 Households by Income	Number	Percent
<\$15,000	20	2.5%
\$15,000 - \$24,999	17	2.1%
\$25,000 - \$34,999	61	7.6%
\$35,000 - \$49,999	40	5.0%
\$50,000 - \$74,999	108	13.5%
\$75,000 - \$99,999	99	12.4%
\$100,000 - \$149,999	234	29.3%
\$150,000 - \$199,999	105	13.2%
\$200,000+	113	14.2%
Median Household Income	\$107,256	
Average Household Income	\$137,933	
Per Capita Income	\$60,554	

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

Source: 2020 Population by Age, 2024 and 2029, U.S. Census Bureau 2020 in 2020 geographies.

	Number	Percent
Age 0 - 4	79	4.4%
Age 5 - 9	110	6.2%
Age 10 - 14	110	6.2%
Age 15 - 19	106	5.9%
Age 20 - 24	84	4.7%
Age 25 - 34	173	9.7%
Age 35 - 44	210	11.8%
Age 45 - 54	214	12.0%
Age 55 - 64	279	15.6%
Age 65 - 74	224	12.5%
Age 75 - 84	125	7.0%
Age 85+	72	4.0%

2024 Population by Age

	Number	Percent
Age 0 - 4	77	4.4%
Age 5 - 9	94	5.3%
Age 10 - 14	113	6.4%
Age 15 - 19	102	5.8%
Age 20 - 24	90	5.1%
Age 25 - 34	185	10.5%
Age 35 - 44	204	11.6%
Age 45 - 54	200	11.3%
Age 55 - 64	255	14.5%
Age 65 - 74	240	13.6%
Age 75 - 84	135	7.7%
Age 85+	68	3.9%

2029 Population by Age

	Number	Percent
Age 0 - 4	75	4.3%
Age 5 - 9	80	4.6%
Age 10 - 14	95	5.5%
Age 15 - 19	102	5.9%
Age 20 - 24	83	4.8%
Age 25 - 34	189	11.0%
Age 35 - 44	198	11.5%
Age 45 - 54	214	12.4%
Age 55 - 64	210	12.2%
Age 65 - 74	246	14.3%
Age 75 - 84	166	9.6%
Age 85+	68	3.9%

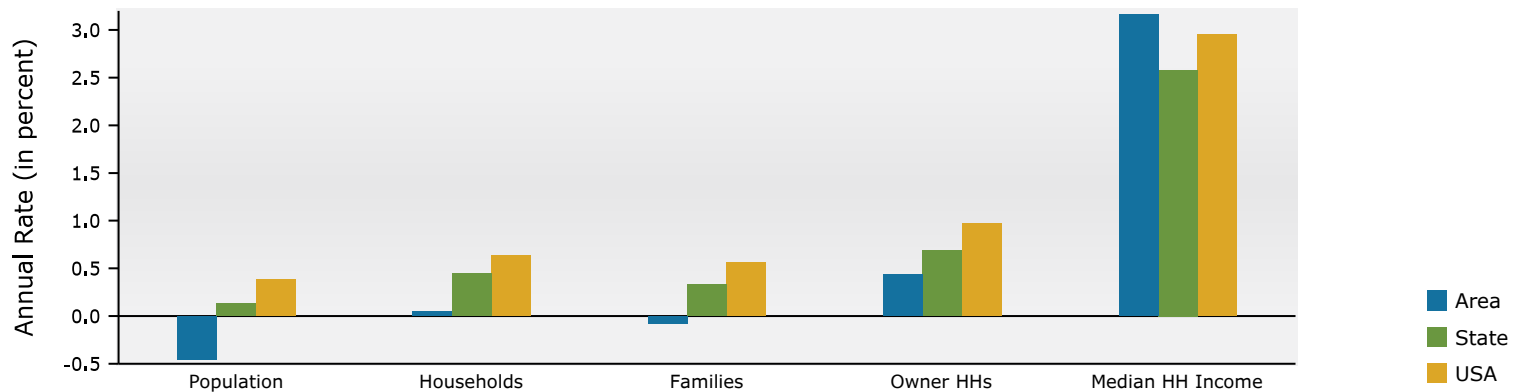
Source: Esri forecasts for 2024 and 2029, U.S. Census Bureau 2020 in 2020 geographies.

2020 Race and Ethnicity	Number	Percent
White Alone	1,628	91.1%
Black Alone	11	0.6%
American Indian Alone	8	0.4%
Asian Alone	53	3.0%
Pacific Islander Alone	0	0.0%
Some Other Race Alone	24	1.3%
Two or More Races	62	3.5%
Hispanic Origin (Any Race)	56	3.1%

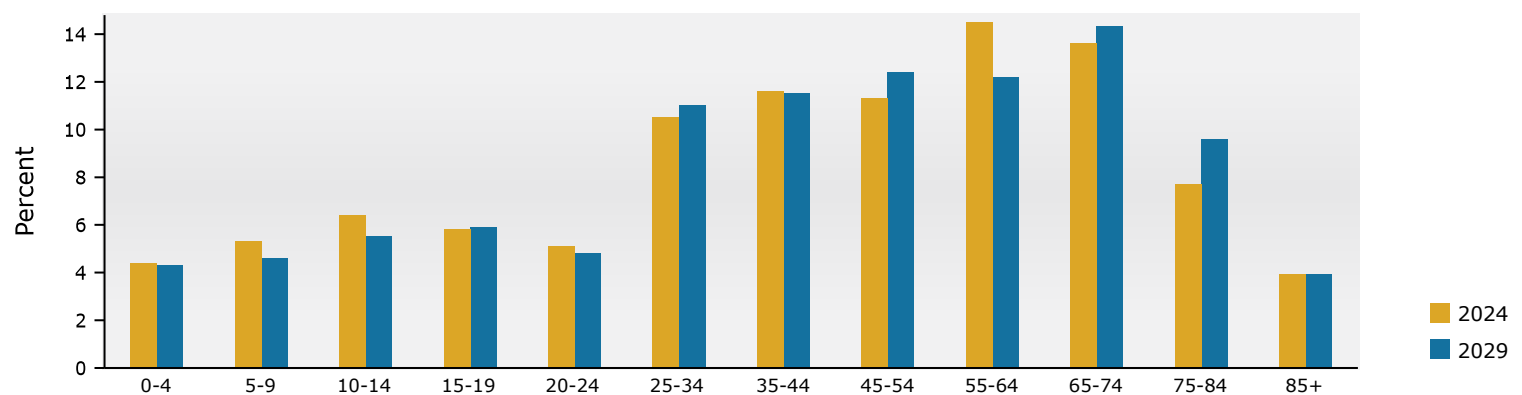
2024 Race and Ethnicity	Number	Percent
White Alone	1,597	90.6%
Black Alone	12	0.7%
American Indian Alone	8	0.5%
Asian Alone	53	3.0%
Pacific Islander Alone	0	0.0%
Some Other Race Alone	27	1.5%
Two or More Races	66	3.7%
Hispanic Origin (Any Race)	61	3.5%

2029 Race and Ethnicity	Number	Percent
White Alone	1,548	89.8%
Black Alone	12	0.7%
American Indian Alone	8	0.5%
Asian Alone	57	3.3%
Pacific Islander Alone	0	0.0%
Some Other Race Alone	28	1.6%
Two or More Races	70	4.1%
Hispanic Origin (Any Race)	64	3.7%

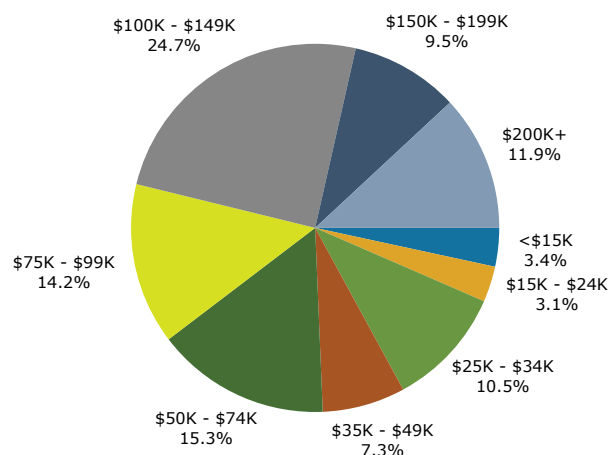
Trends 2024-2029



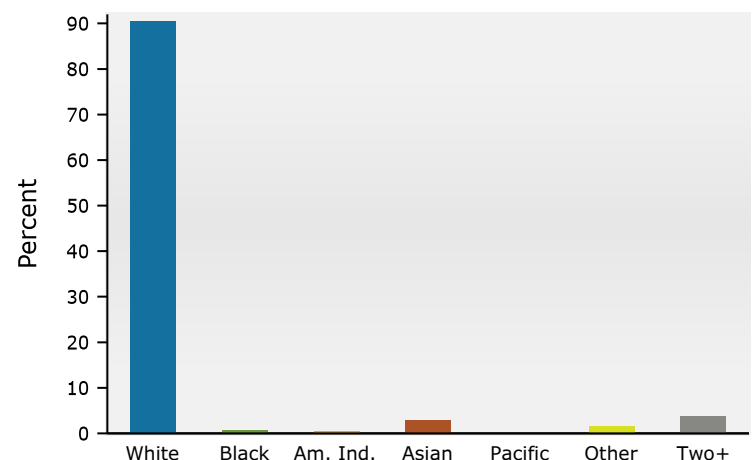
Population by Age



2024 Household Income



2024 Population by Race



Data for all businesses in area				
Total Businesses:	178			
Total Employees:	2,310			
Total Population:	1,763			
Employee/Population Ratio (per 100 Residents)	131			
by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	4	2.2%	8	0.3%
Construction	6	3.4%	22	1.0%
Manufacturing	3	1.7%	305	13.2%
Transportation	7	3.9%	58	2.5%
Communication	3	1.7%	25	1.1%
Utility	0	0.0%	0	0.0%
Wholesale Trade	5	2.8%	30	1.3%
Retail Trade Summary	46	25.8%	863	37.4%
Home Improvement	3	1.7%	94	4.1%
General Merchandise Stores	6	3.4%	123	5.3%
Food Stores	5	2.8%	53	2.3%
Auto Dealers & Gas Stations	4	2.2%	42	1.8%
Apparel & Accessory Stores	2	1.1%	29	1.3%
Furniture & Home Furnishings	4	2.2%	28	1.2%
Eating & Drinking Places	17	9.6%	438	19.0%
Miscellaneous Retail	6	3.4%	57	2.5%
Finance, Insurance, Real Estate Summary	27	15.2%	221	9.6%
Banks, Savings & Lending Institutions	8	4.5%	53	2.3%
Securities Brokers	3	1.7%	6	0.3%
Insurance Carriers & Agents	11	6.2%	105	4.5%
Real Estate, Holding, Other Investment Offices	6	3.4%	56	2.4%
Services Summary	67	37.6%	746	32.3%
Hotels & Lodging	4	2.2%	123	5.3%
Automotive Services	3	1.7%	35	1.5%
Movies & Amusements	3	1.7%	20	0.9%
Health Services	14	7.9%	148	6.4%
Legal Services	2	1.1%	7	0.3%
Education Institutions & Libraries	2	1.1%	61	2.6%
Other Services	37	20.8%	351	15.2%
Government	3	1.7%	29	1.3%
Unclassified Establishments	6	3.4%	5	0.2%
Totals	178	100.0%	2,310	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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.

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.6%	2	0.1%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	7	3.9%	24	1.0%
Manufacturing	3	1.7%	305	13.2%
Wholesale Trade	5	2.8%	30	1.3%
Retail Trade	29	16.3%	425	18.4%
Motor Vehicle & Parts Dealers	3	1.7%	34	1.5%
Furniture & Home Furnishings Stores	3	1.7%	25	1.1%
Electronics & Appliance Stores	1	0.6%	2	0.1%
Building Material & Garden Equipment & Supplies Dealers	3	1.7%	94	4.1%
Food & Beverage Stores	5	2.8%	53	2.3%
Health & Personal Care Stores	1	0.6%	2	0.1%
Gasoline Stations & Fuel Dealers	1	0.6%	8	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	2	1.1%	29	1.3%
Sporting Goods, Hobby, Book, & Music Stores	5	2.8%	54	2.3%
General Merchandise Stores	6	3.4%	124	5.4%
Transportation & Warehousing	5	2.8%	55	2.4%
Information	3	1.7%	25	1.1%
Finance & Insurance	22	12.4%	164	7.1%
Central Bank/Credit Intermediation & Related Activities	8	4.5%	53	2.3%
Securities & Commodity Contracts	3	1.7%	6	0.3%
Funds, Trusts & Other Financial Vehicles	11	6.2%	105	4.5%
Real Estate, Rental & Leasing	6	3.4%	58	2.5%
Professional, Scientific & Tech Services	14	7.9%	55	2.4%
Legal Services	3	1.7%	11	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative, Support & Waste Management Services	9	5.1%	51	2.2%
Educational Services	2	1.1%	61	2.6%
Health Care & Social Assistance	20	11.2%	327	14.2%
Arts, Entertainment & Recreation	3	1.7%	20	0.9%
Accommodation & Food Services	21	11.8%	561	24.3%
Accommodation	4	2.2%	123	5.3%
Food Services & Drinking Places	17	9.6%	438	19.0%
Other Services (except Public Administration)	18	10.1%	115	5.0%
Automotive Repair & Maintenance	2	1.1%	28	1.2%
Public Administration	3	1.7%	29	1.3%
Unclassified Establishments	6	3.4%	5	0.2%
Total	178	100.0%	2,310	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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.

ORDINANCE AMENDMENT

AN ORDINANCE TO AMEND THE COMPREHENSIVE PLAN OF THE CITY OF STEVENS POINT BY ADOPTING THE EASTSIDE NEIGHBORHOOD PLAN

WHEREAS, that pursuant to Wis. Statutes Section 62.23(2) and (3) the City of Stevens Point, Wisconsin is authorized to prepare and adopt a Comprehensive Plan as defined in Wis. Statutes Section 66.1001(1)(a) and 66.1001(2); and,

WHEREAS, on January 16, 2006, the City of Stevens Point adopted its 2005 Comprehensive Plan; and,

WHEREAS, on February 17, 2022, the City of Stevens Point adopted its Strategic Plan, “People are the Point;” and,

WHEREAS, the Strategic Plan outlined the need for neighborhood “Hub” districts that are unique to Stevens Point that will develop a network of creative nodes across the City that will serve and strengthen the neighborhoods that surround them and expand and diversify the lifestyles supported in the City; and,

WHEREAS, this approach activates two key schools of practice that have proven valuable to contemporary community and economic development: **Placemaking** will elevate the identity of these Hubs, leveraging existing character and informing future housing, commercial, cultural, and recreational investments, and **Walkable Neighborhoods** will inform accessibility, infrastructure, and development within these Hubs in hopes of supporting more complete districts within the community; and,

WHEREAS, this approach also gives Stevens Point the opportunity to improve incrementally, to support local companies in the process, and to test the success of projects before investing on a grander scale; and,

WHEREAS, the City Plan Commission adopted a resolution recommending that the Common Council adopt the Comprehensive Plan Amendment on September 16, 2024, and made a finding that said plan is consistent with the City’s Strategic Plan and the desires to update the City’s 2005 Comprehensive Plan.

ORDINANCE

NOW, THEREFORE, BE IT RESOLVED that pursuant to Wis. Statutes; Section 66.1001, the City Council of the City of Stevens Point, as an aid to the Plan Commission in the performance of their duties, does hereby adopt the Eastside Neighborhood Comprehensive Plan, a copy of which is on file in the office of the City Clerk and open to the public for inspection during normal business hours.

BE IT FURTHER RESOLVED that the Eastside Neighborhood Comprehensive Plan is hereby incorporated as part of the Amended 2005 City Comprehensive Plan and that the Eastside

Neighborhood Comprehensive Plan shall supersede any identifiable conflicts within the 2005 City Comprehensive Plan.

This Ordinance was duly considered and adopted by a majority vote of the Common Council of the City of Stevens Point on September 16, 2024.

Mike Wiza, Mayor

Kari Yenter, City Clerk

Adopted: September 16, 2024

Published:



CITY OF STEVENS POINT COMPREHENSIVE PLAN



Southeast Planning Area 2024 Update



City of Stevens Point Comprehensive Plan Southeast Planning Area 2024 Update

Table of Contents

City Vision Statement and Comprehensive Plan Background	3
Acknowledgements	4
Region Profile	5
Physical Characteristics	6
Planning Area Boundaries.....	6
Natural Environment	6
Social Characteristics.....	6
Region History.....	7
Basic Demographics	7
Issues & Opportunities	8
Background	8
Issues & Opportunities: Overall Direction.....	11
Housing	13
Housing Goals, Objectives, and Policies.....	15
Transportation	19
Road Inventory.....	19
Transportation Goals, Objectives, and Policies.....	21
Intergovernmental Cooperation	25
Intergovernmental Cooperation Goals, Objectives, and Policies.....	26
Agriculture, Natural, and Cultural Resources.....	29
Agriculture, Natural, and Cultural Resources Goals, Objectives, and Policies	30
Economic Development.....	35
Existing Economic Development Support Organizations and Resources	36
Economic Development Goals, Objectives, and Policies	39
Utilities & Community Facilities.....	42
Utilities & Community Facilities Goals, Objectives, and Policies	43
Land Use	45
Land Use Breakdown	50
Future Land Use Descriptions.....	51

Land Supply and Use Transition	52
Future Land Use Projections	53
Future Land Use Goals, Objectives, and Policies	55
Implementation	58
Plan Amendments	58
Implementation Tasks	59
Appendices.....	63

DRAFT

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 designate planning areas or regions 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 residents, officials, and Community Development staff while accelerating improvements for the community.

Community Development staff worked alongside 480 residents between October 2023 and September 2024 to construct the plans for the Southeast Planning Area and Eastside Planning Area.

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

303 Southeast Planning Area Residents

Mike Wiza	Mayor
Kari Yenter	City Clerk
Andrew Beveridge	City Attorney
Corey Ladick	Comptroller
Dale Steinmetz	6 th District Alder
Dustin Buse	10 th 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

Region Profile

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 planning area, city staff have worked with residents to compile the following information for each region before drafting begins:

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

DRAFT

Planning Area Boundaries

[illegible]

Natural Environment

Social Characteristics

Region History

The Plover River was first dammed in 1852 to power a local sawmill, and then purchased by Alexander McDill in 1864. Several other mill operations began, but milling came to an end after the Village of Whiting purchased the mill lands in 1954. Several modifications have been made to the pond and dam since the purchase, and the pond has been a recreational resource for the community. A group of residents has banded together since the 1960's to maintain the pond, and in 1994 the McDill Pond Inland Lake Protection and Rehabilitation District was officially created. The dam was most recently repaired between 2011 and 2013, and is now owned by the McDill Inland Lake Protection and Rehabilitation District and maintenance expenses are shared with the City of Stevens Point.

Residential neighborhoods throughout the Southeast Planning Area vary in age. Neighborhoods east of McDill Pond were most recently constructed beginning in the late 1980's and 1990's. The formation of the Stevens Point Industrial Park on the neighborhood's eastern border continues to serve as an anchor for the strong manufacturing sector of Stevens Point. Neighborhoods west of McDill Pond are generally older and are home to some mid-twentieth century manufacturing development.

Basic Demographics

Demographic information is estimated and gathered by Esri Business Analyst's Community Summary and Demographic and Income Profile which compile data from the U.S. Census Bureau and forecasts for the selected geography. This data is a screenshot of the planning area in the year 2024 unless otherwise noted.

- Total Population: 3,460
- Households / Housing Units: 1,550 / 1,599
- Families: 884
- Household Sizes:
 - 1-person: 519, 33.5%
 - 2-person: 589, 38.0%
 - 3-person: 181, 11.7%
- Population Under 18 in households: 702, 20.3%
- Owner / Renter Occupied Housing Units: 933 Owner / 617 Renter

Issues & Opportunities

Background

City staff utilize Esri's Business Analyst Tool to acquire the most accurate and relative information for the planning areas in the City of Stevens Point and Esri's projections when available. 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 planning area goals are utilized to identify opportunities within each comprehensive plan element. Below are the most recent data sets and projections for the Southeast Planning Area and the City of Stevens Point.

City of Stevens Point Population and Projections

	2010	2020	2023	2025	2030	2035	2040
Adapted	26,717	25,666	26,332	26,483	26,862	27,202	27,372
Original	26,717	25,666	26,332	29,110	29,640	29,980	30,150

Population estimates and projections are produced by comparing the Wisconsin Department of Administration's (DOA) annual population estimate to the closest population projection also produced by the DOA. This difference is used to project the City population through 2040 using the DOA's original population projections.

Southeast Planning Area Population & Projections

2010	2020	2024	2029
3,596	3,538	3,460	3,434

Planning area population counts and estimates are generated through Esri Business Analyst, which does not incorporate planned development.

Housing forecasts have been made by utilizing state-approved population projections and through estimates based on available land and development opportunity. Further explained in the Housing and Land Use sections of this plan, the Southeast Planning Area has

development opportunities that could result in an additional 54-143 housing units over the next 20 years, with a large variety in housing styles. This increase in housing availability could net an additional 1,15-304 residents if the average population per household remains steady. This population gain would be well within reason based on the original projected population for the City of Stevens Point by the Wisconsin Department of Administration (30,150), and would shift Esri's population projections for the planning area.

The following population statistics are provided by Esri Business Analyst's Community Summary and U.S. Census Bureau data from preceding years:

Southeast Planning Area Population by Age, in Years

Year	0-4	5-9	10-14	15-24	25-34	34-44	45-54	55-64	65-74	75-84	85+
2020	5.2%	6.1%	6.0%	12.9%	13.6%	12.9%	11.3%	12.2%	12.1%	6.2%	1.6%
2024	5.3%	5.7%	6.0%	11.5%	14.5%	14.5%	10.9%	11.6%	11.1%	7.1%	1.9%
2029	5.1%	5.4%	5.8%	11.2%	13.7%	14.1%	12.7%	10.8%	10.5%	8.1%	2.5%

Southeast Planning Area 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	89.5%	1.0%	0.3%	4.3%	0.0%	1.0%	3.8%	3.2%
2024	89%	1.1%	0.3%	4.4%	0.0%	1.2%	4.0%	3.6%
2029	88%	1.2%	0.3%	4.8%	0.0%	1.3%	4.4%	3.9%

Southeast Planning Area Households by Income, Thousands USD

Year	<15	15-25	25-35	35-50	50-75	75-100	100-150	150-200	200+	Mean
2024	2.4%	6.3%	4.6%	13.6%	19.7%	13.4%	26.3%	7.7%	5.7%	\$97,625
2029	1.9%	4.7%	3.7%	10.7%	18.6%	12.5%	30.5%	10.7%	6.8%	\$111,680

Current employment in the Southeast Planning Area is documented below. Further explained in the Economic Development and Cultural Resources elements of this plan, residents in the neighborhood would benefit from available commercial space and amenities near McDill Pond and between the industrial park and nearby residential areas.

Recent construction of Mid-State Technical College's Advanced Manufacturing Engineering Technology and Apprenticeship Center will likely contribute to a strengthening of the manufacturing and information sectors, as well as the student population base in the planning area. The opportunity to generate additional retail spaces that benefit both existing residents and incoming students is mild and would take intentional development plans to execute.

2024 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 Degree
0.3%	1.0%	18.7%	3.3%	14.3%	15.2%	31.8%	15.3%

2024 and Projected Employed Population 16+ by Industry

Industry	2024 Employment (%)	2044 Employment (%)
Agriculture/Mining	0.3%	0.3%
Construction	3.1% -.2	2.9%
Manufacturing	15.2% +2.5	17.7%
Wholesale Trade	0.5% +.2	0.7%
Retail Trade	6.9% +.5	7.4%
Transportation/Utilities	2.2% -.1	2.1%
Information	1.0% +1.5	2.5%
Finance/Insurance/Real Estate	7.6% -.1	7.5%
Services	57.2% -4.3	52.9%
Public Administration	5.7%	5.7%

Issues & Opportunities: Overall Direction

Many of the residents' concerns and hopes for the future were identified during the information gathering phase of the planning process, including survey, public charrettes, walking tours, and input-gathering sessions. Issues and opportunities that were identified in the Southeast Planning Area tended to focus on availability and use of community amenities throughout the neighborhood, and safety of residents along transportation corridors. The largest topic discussed was utilization and maintenance of McDill Pond, and the opportunity to generate increased embodiment of the City's identity as "The City of Wonderful Water." Vacant lands in the planning area's east side were also reviewed at length for additional development opportunities and transportation enhancements.

COMMUNITY AMENITIES

- **Recreation Areas - Indoor and Outdoor.** Several of the outdoor recreation areas in the Southeast Planning Area were reported to feel unsafe and missing amenities that could promote public use which can be addressed in a multitude of ways. While residential density can increase passive use of a park space, programming is the most influential factor for park use and should be considered as a component to any park improvement efforts. The Southeast Planning Area is also void of any indoor community spaces, making it difficult for residents to have year-round recreation and gathering space.
- **Proximity to Business and Social Space.** The Southeast Planning Area is bordered by two major business corridors but is lacking social business space that can be created by additional cafes and restaurants. While these businesses are desirable by residents, there are very few immediate opportunities to increase commercial space for these businesses and would need additional residents in proximity to these corridors to make them viable.

MCDILL POND

- **Public Access.** Residents have shared that there is an earnest desire to open the pond to more community members and events. At this point, the main public access points for McDill Pond include park spaces and two public boat launches, one of which has been reported to be unsafe. Residents have placed significant investment into the maintenance of the pond to keep it attractive for boaters and anglers. If the goal of the residents is to increase public utilization of the pond, additional kayak launches and accessory amenities (e.g. kayak rental, marked paths) around the pond should be of high priority.
- **Event Infrastructure.** In addition to increasing public access points at McDill Pond, residents reported a desire to promote signature events at McDill Pond, specifically referencing the Izaak Walton League's Winter Jamboree. While this specific event was paused due to the dredging of McDill Pond between 2021

and 2024, additional infrastructure would support the hosting of public events. City-owned land exists around McDill Pond and should be evaluated for suitability of additional infrastructure that could grow public access and programming available at McDill Pond.

- **Tax Burden.** The presence of McDill Pond is dependent on a dam system and pond maintenance which is maintained primarily by the McDill Inland Lake District. The Lake District also recently bore the cost of dredging McDill Pond. While the cost to maintain the pond has been high, additional community support and events could lead to financial support to maintain and enhance the pond and nearby public spaces. Geological engineering of the waterway to increase flow, thus decreasing sediment build up and algal blooms while maintaining water height, may be possible and should be evaluated.

TRANSPORTATION & SAFETY

- **Sidewalk-ready Streets.** Residents have raised questions about which streets are prioritized for sidewalk installation. While some have voiced a strong desire to retain sidewalk-free residential streets, others are hopeful for safer transportation accommodations on select streets. While streets classified as ‘collector’ and above are prioritized for sidewalk installation, it may be necessary to install sidewalks along several other lesser-classified streets to improve public safety, especially along City and school district bus routes, consistent with the adopted Safe Routes to School Plan.
- **Transportation Accommodations and Improvements.** Generally, residents in the Southeast Planning Area are bordered by several public transportation routes and metrics indicate a fair use of these routes. Bus stop shelters have been requested in some areas that might intersect with the school district routes. Additionally, several opportunities to improve the connectivity of streets and walking paths and safety of intersections were identified in the initial planning workshops.
- **Bicycle Route Planning.** Residents have reported multiple perspectives on the current design of bicycle routes, which to this point has generally followed the theory that transportation routes should accommodate multiple modes of transportation. Similar to residents in the Goerke-Washington Planning Area, residents have reported non-vehicular modes of transportation to be more popular on roadways that are not major arterials, indicating a preference for safety on less trafficked roads. Further multi-modal transportation planning should heavily consider which theory to follow, as they have severely different implications on street design.

Housing

As of 2023, 1,588 housing units exist in the Southeast Planning Area. Of those, 1,063 (66.9%) are owner-occupied, 479 (30.2%) are renter-occupied, and 46 (2.9%) are vacant. The Southeast Planning Area includes a variety of housing types, with mostly single-family homes surrounding McDill Pond and the southern parts of the planning area; a higher proportion of housing in the northern part of the planning area is multi-family residential. Currently, there are 1,008 properties used as single-family homes, 78 as two-family, 33 as multi-family, 40 as condominiums, and 3 as rooming houses.

State population projections still estimate the population of the City of Stevens Point to grow through year 2040. Taking into account the discrepancy between the 2025 population projection and 2023 population estimate, a conservative population estimate for the City by year 2040 would be 27,396 (+1,064). Based on population projections, a decreasing number of residents per dwelling unit, and recent housing studies performed by the City, additional housing units of a variety of types are necessary to accommodate community needs - as few as 499 housing units would be required throughout the City by 2040 to minimally meet demand. Due to increasing population estimates for the region, recent increases in total housing units, and steady and low vacancy rates in the City, City staff believe the housing demand to be higher. Additionally, community desire to increase support for local social, restaurant, and entertainment businesses would benefit from additional population within a short distance (<0.5 miles) from establishments.

Very few undeveloped parcels exist in the Southeast Planning Area. Based on residential input used to formulate the Housing Element and Land Use Element of this plan, roughly 35.75 acres of land could be utilized to accommodate construction of a mixture of single-family homes, multi-family homes, and commercial development. Assuming the gross density of development is similar to the existing housing pattern in the Southeast Planning Area (1.5 dwelling units per acre), roughly 54 additional housing units could be accommodated. If additional housing units are sought to supplement other elements of this plan by promoting higher residential density near existing and future commercial, educational, and employment centers, a higher residential density should be sought (4 dwelling units per acre would be recommended and in line with other areas of the City, resulting in a potential of 143 additional housing units). If residential occupancy of housing units remains steady at 2.13 residents per unit, the planning area may accommodate between 115 and 304 additional residents. This population increase would be in line with population projections for the City and complementary to the requests of residents, businesses, and educational partners within the planning area.

The Housing Affordability Index for this area is estimated to be 105, indicating that housing is mildly more affordable for the average area resident than the national average.[1] Esri's Wealth Index for the Southeast Planning Area is estimated to be 75, which is significantly higher than the estimate for the City.[2] Given the extremely low housing vacancy rate (2.9%) and projected increases in income for the area, housing prices may be expected to hold steady or increase.

Housing age and value have been acquired through the 2017-2021 American Community Survey Estimates. The existing housing stock in the Southeast Planning Area varies greatly in age, with the median year of home construction being 1984 and with median owner-occupied home value of \$208,249. Due to the tightening national housing market between 2020 and 2024, steep increases in this value should be expected. The median monthly rent was \$672, excluding utility payments. With 93.9% of units requiring additional utility payments, the median gross rent was \$740 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.

Southeast Planning Area Housing Units by Year Structure Built

Pre 1940	1940-1949	1950-1959	1960-1969	1970-1979	1980-1989	1990-1999	2000-2009	2010-2019	2020 or later
80 (5.1%)	12 (0.8%)	90 (5.7%)	179 (11.4%)	326 (20.7%)	247 (15.7%)	392 (24.9%)	184 (11.7%)	62 (3.9%)	1 (0.1%)

SEPA Owner-Occupied Housing Units by Value, in Thousands USD

<50	50-100	100-150	150-200	200-250	250-300	300-400	400-500	500-750	750-2,000	2,000+
18 (1.7%)	15 (1.5%)	125 (12.0%)	328 (31.6%)	197 (19.0%)	256 (24.7%)	62 (6.0%)	26 (2.5%)	2 (0.2%)	0	8 (0.8%)

Housing Goals, Objectives, and Policies

Goal 1: Build multifamily single residential units on parcels near higher activity areas, such as the Industrial Park and Koziczowski Park. The size and scale of these buildings should be similar to existing structures.

Issues/Opportunities: Much of the Southeast Planning Area has been developed, and few opportunities exist presently to develop or redevelop directly in the Southeast Planning Area. However, several parcels in the northeast portion of the planning area are presently available. These parcels are in close proximity to the Stevens Point Industrial Park and newly constructed Advanced Manufacturing, Engineering Technology, and Apprenticeship (AMETA) Center. The AMETA Center is expected to serve over 1,000 students and house 22 full-time and part-time employees in its inaugural year. Employees and students of this district are likely to need more affordable housing, which may be accommodated by development opportunities in the next 10 years. The Canadian National railway should deter significant residential development along Patch Street at this time. Directly adjacent to the west border of the planning area is another rail spur and one of Stevens Point's main commercial corridors - Church Street/Business 51 - which would also benefit from higher density residential development.

Objective 1: Construct multifamily residential within walking distance to the Industrial Park that creates appropriate separation between the single family residential neighborhood and industrial uses.

Policy 1: Work with the owners of parcels 281230803110005 and 281230803110018 (below) to subdivide unneeded acreage. Significant amount of land is unused on the parcels listed above that could accommodate additional residential development that can also buffer the single family subdivision to the south.



Undeveloped land within the Southeast Planning Area that could, if of interest to the property owners, but transitioned to residential land.

Policy 3: Work with owners of parcels adjacent to Hoover Ave (parcels 281230803140102, 281230803440002, and 281230802301117) to subdivide and/or zone the parcels to zoning classifications that protect the interior residential subdivisions. All of the parcels listed above separate high traffic roads from predominantly single-family residential neighborhoods. The latter two parcels are large enough to accommodate the addition of both single and multifamily housing. At the very minimum, if commercial construction is performed on these parcels, visual and auditory screening conditions should be set in place to protect existing residents.

281230803140064
2917

281230803140055
2925
2933

281230803140056
3001

281230803140057
3009

281230803140058
3017

281230803140059
3101

281230803140060
3109

281230803140061
3117

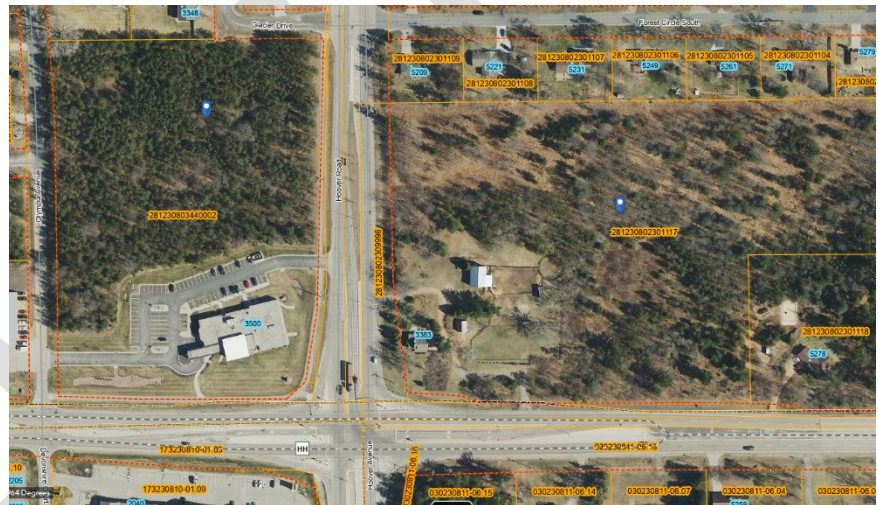
281230803140102

Dungen Drive

Houston Road

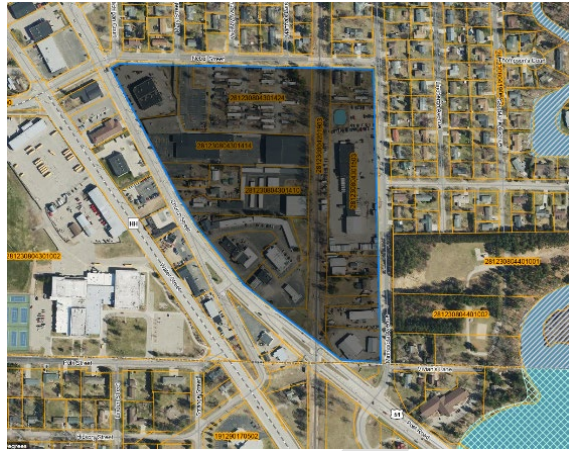
Hemlock Street

281230803140199



Objective 2: Promote multifamily residential development west of Koziczkowski Park near Business 51. While not directly in the planning area, increasing the residential capacity near the park would benefit the local business environment along Business 51 and increase the quantity of residents more likely to use Koziczkowski Park.

Policy 1: Recommend in any Targeted Area Master Plans for Southern Stevens Point or Church Street / Business 51 higher density residential or mixed-use development. Parcels bound by Nebel Street, Church Street, and Minnesota Avenue would be most appropriate to integrate higher density residential construction.



The City has been requested multiple times to execute a Targeted Area Master Plan in the Southside of Stevens Point. Creation of a plan should incorporate higher density housing construction along or near Business 51, in the area outlined above.

Goal 2: Provide continued support for the residential districts of the planning area.

Issues/Opportunities: The housing stock throughout the planning area varies in age, with homes east of McDill Pond having been constructed mostly in the 1980's and 1990's. However, some residences west of McDill Pond are significantly older and more suitable for the City's traditional housing support programs. As homeownership rates are higher in this planning area than in other districts, there is more opportunity for residents to leverage homeowner programs.

Objective 1: Promote continued maintenance of existing dwellings through existing and new residential programs.

Policy 1: Market the City's Housing Modernization Loan Program and other homeowner programs to residents in this planning area. Residents of the planning area have already leveraged the program and are saving on their home updates. Currently, all homeowners are delivered information about the City's housing programs upon sale. Since homeowners in this area may have owned their residence prior to 2022, these neighborhoods should be directly notified of the programs.

Policy 2: Establish and market a Rental Improvement Program to multifamily homeowners in the planning area after the program is completed. Many of the large multifamily housing units in the planning area were constructed in the early to mid 1980's. These units, while still very useful, could promote a higher quality of life for residents if updated. Tools to update rental units should be designed to also preserve housing affordability.

Policy 3: Re-establish or expand the following programs: stormwater credits, annual brush pick-up, local composting service. Residents have inquired about re-establishing the services above to maintain properties or decrease residential impact on the stormwater and waste management systems. Changes to the stormwater credits program may result in an annual credit for maintenance of the systems, whereas a local composting service may provide individual or communal pick-up of organic material.

DRAFT

Transportation

The Southeast Planning Area possesses a high percentage of local streets and collectors and is home to a large urban section of the Green Circle Trail (Patch Street multi-use path through to the Villages of Whiting and Plover), the main line of the Canadian National railway, and an additional spur. With the current classification of the rail spur and lack of controlled crossings, the train activity does conflict with resident behaviors and transportation needs.

Of the 1,528 households in the Southeast Planning Area, 1,457 (95.4%) own at least one vehicle. Several vehicular arteries exist at the boundaries of the planning area but minimally impact active transportation methods. The central location of this planning area to the entire micropolitan area will make it an important location for large inter-community transportation planning, including along Hoover Avenue and Patch Street. Currently, there is no need to consider additional under or overpass infrastructure for the railway in this planning area.

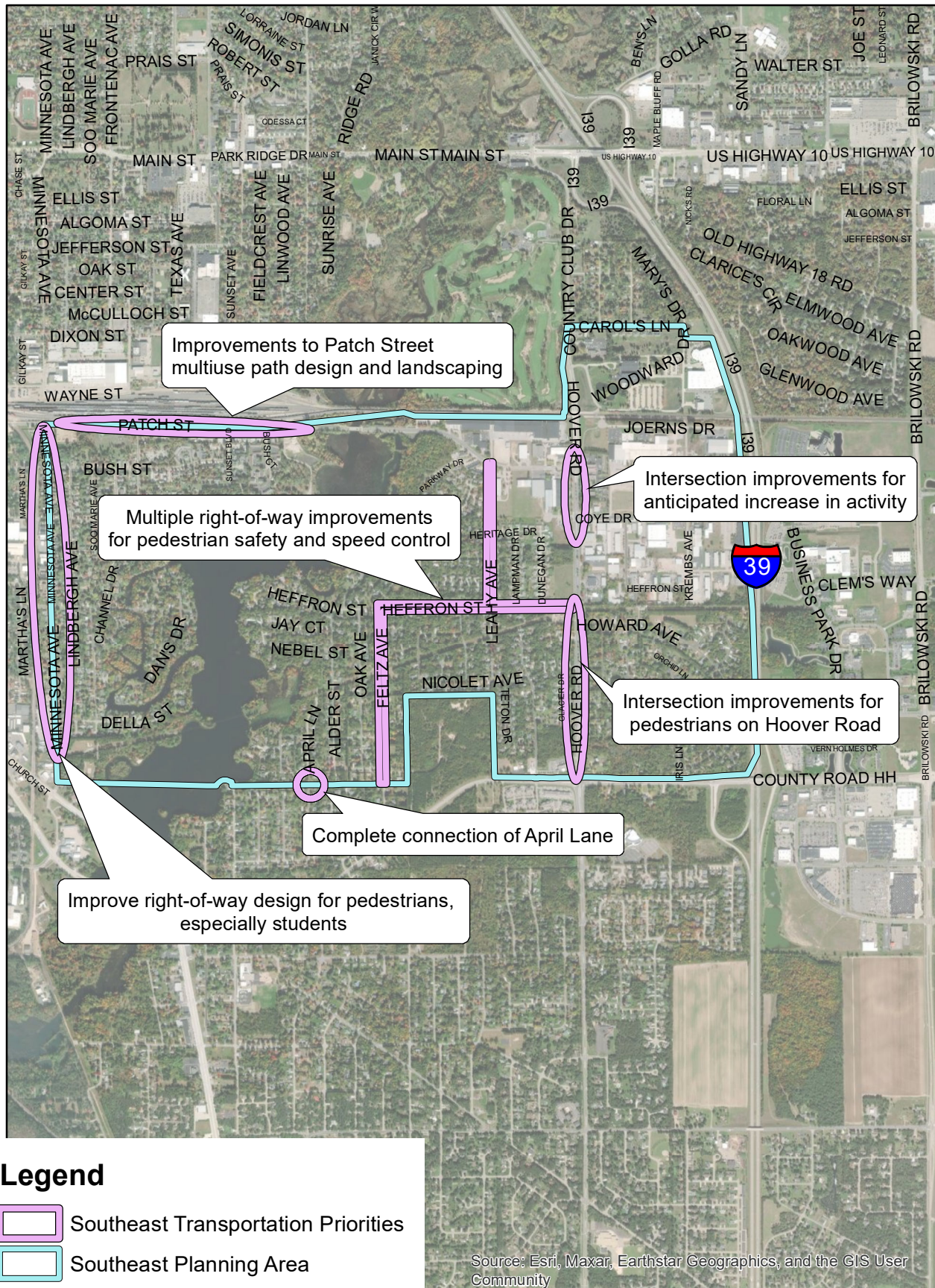
Bicycle lanes exist along Minnesota Avenue and Patch Street, but residents have reported that there is more frequent use of parallel routes (Lindbergh Avenue) or the multi-use path. Additionally, little desire or demand is present for sidewalks on most local streets with the exception of Heffron Street (east of McDill) and Leahy Avenue. Although not classified by the Wisconsin Department of Transportation as a collector, Leahy Avenue does accommodate significant north-south traffic through one of the residential subdivisions. Both the Red and Blue Bus routes service the planning area, and may see increased ridership with the completion of the Advanced Manufacturing, Engineering Technology, and Apprenticeship Center. The request for increased bus stop infrastructure (namely shelters) is increasing also in this planning area, and ideally could also support school district routes.

Presently, there are few state or regional plans to expand rail, air, highway, or intercity transit systems that would impact the planning area. Connect 2050, the Wisconsin Department of Transportation long-term plan, implies continued support to local transit systems.

Road Inventory

- Principal Arterials: County Road HH.
- Minor Arterials: Patch Street/Industrial Park Road, Hoover Road/Country Club Drive.
- Collectors: Indiana Avenue (between Patch and Rice Streets), Rice Street (Minnesota to Indiana Avenue), Minnesota Avenue (Rice Street to Business 51), Heffron Street (Hoover Road to Feltz Avenue), and Feltz Avenue (Heffron Street to County Road HH).
- Local Streets: The remaining streets within the planning area are local streets.

Transportation Priorities



Maps are for graphical purposes only. They do not represent a legal survey. While every effort has been made to ensure that these data are accurate and reliable, the City of Stevens Point cannot assume liability for any damages caused by an errors or omissions in the data, nor as a result of the failure of the data to function on a particular system. City of Stevens Point makes no warranty, expressed or implied, nor does the fact of distribution constitute such a warranty.



Transportation Goals, Objectives, and Policies

Goal 1: Continue to promote safe, efficient, and comfortable multimodal transportation in the Southeast Planning Area.

Issues/Opportunities: Residents wish to maintain the rural ambience of sidewalk-free neighborhoods and are generally content with most of the local roads remaining sidewalk-free. However, several roads that have higher traffic and pedestrian volumes have higher potential for conflicts and safety concerns, including Minnesota Avenue, Patch Street, Leahy Avenue, and Heffron Street east of McDill Pond. Residential demographics are projected to remain relatively consistent, with roughly 15-20% of the planning area being of primary or secondary education age, and more likely to benefit from multimodal transportation accommodations. Vacant parcels in the planning area near Hoover Road are likely to be developed over the next 20 years, which will likely increase traffic of all types, allowing staff to prioritize additions or changes to areas that have already been developed, such as Minnesota Avenue. Residents have expressed concern about the cost of sidewalk installations. Since 2021, sidewalk installations are paid for through the City's general fund and not through special assessments. An opportunity to improve the connection of multi-use paths between the Southeast Planning Area and East Side Planning exists along the Canadian National railway.

Objective 1: Enhance pedestrian safety in strategic locations of the planning area. Both sidewalk additions and multi-use paths should be considered for pedestrian improvements in the planning area.

Policy 1: Prioritize sidewalk or multi-use path additions to Leahy Avenue and Heffron Street between Feltz Avenue and Hoover Road. The City's policy is to only install separate pedestrian facilities on roads classified as collectors and above. Both of these streets act as collectors for the neighborhood and pedestrian accommodations have been requested by several residents citing safety concerns. Before selecting a design for the right of way for these roads, residents have requested a visual display of what the layout will be given resident concerns over stormwater management.

Policy 2: Prioritize a right of way design for Minnesota Avenue that includes sidewalks or a multi-use path. Minnesota Avenue is an urban collector that serves several bus routes, both city and school district. With the higher traffic counts along the road and natural affinity for bicycle riders to utilize Lindbergh Avenue, it may be more advantageous to prioritize sidewalks on Minnesota Avenue rather than bicycle lanes.

Policy 3: Work with the Village of Whiting and the County Highway Department to ensure that McDill Avenue is designed to include sidewalks to Olympia Avenue. There is a break in continuity of sidewalk/multi-use path between the Green Circle Trail on McDill Avenue and Olympia Avenue, limiting pedestrian mobility to exit and enter the nearby subdivisions.

Policy 4: Promote the implementation of Safe Routes to School recommendations for Nebel Street. Similar to resident concerns regarding the design of Minnesota Avenue, Nebel Street serves as a pedestrian route for many students of Ben Franklin Jr. High. Within the Safe Routes to School Plan, a multi-use path is recommended to be installed on the south side of Nebel Street.

Policy 5: Enhance the landscaping along the Patch Street multi-use path to protect residents and users of the path from the noise of the Canadian National Rail Yard. Dense vegetation - trees and shrubs - planted along the Patch Street multi-use path will provide ecological, aesthetic, and protective benefits for users of the path and residents south of the Canadian National Railway.

Policy 6: Advocate for bicycle and pedestrian accommodations on County Road HH from Hoover Road to the Portage County Business Park across I-39. There is no method of crossing I-39 on County Road HH without a vehicle presently.

Policy 7: Review Hoover Road for additional opportunities to improve pedestrian crossings. Residents have reported safety concerns crossing Hoover Road between residential subdivisions. Improved intersections may also be appropriate at Nicolet Avenue, Forest Circle South, or Heffron Street at Hoover Road.

Objective 2: Enhance or maintain priority streets and intersections to prepare for increased traffic demand in the planning area.

Policy 1: Evaluate Hoover Road from the Canadian National Railway to Heffron Street for design recommendations that support both vehicular and pedestrian safety at the Industrial Park Road and Coye Drive intersections, and deploy recommendations. Increased traffic volumes into the Stevens Point Industrial Park is to be expected after the completion of the AMETA Center and other Industrial Park development. Changes to the design of Hoover Road and these intersections may be necessary to maintain safety and accessibility of the organizations in the Industrial Park.

Policy 2: Connect April Lane between the City of Stevens Point and Village of Whiting. Presently, April Lane is severed by a metal fence between the City of Stevens Point and Village of Whiting. By connecting this road across municipal boundaries, another alternative route for Whiting and Stevens Point residents will exist.

Policy 3: Install a traffic control mechanism at the intersection of Business 51 and Minnesota Avenue. Increased residential density and commercial redevelopment near this intersection should be expected through the recommendations of this plan. Although this intersection lies outside of the city limits, City staff should be prepared to work alongside Canadian National, the County Highway Department, and the Village of Whiting when redevelopment begins to ensure timely improvement to this intersection.

Policy 4: Integrate speed tables on minor collectors such as Leahy Avenue, Heffron Street, and Feltz Avenue when roads are reconstructed and evaluate street striping. Residents have reported sincere concerns about vehicle speeds at various locations in the planning area. Speed tables are traffic calming devices that raise the entire wheelbase of a vehicle without hindering snow removal and emergency service vehicles. Striping of collectors and their intersections should also be evaluated.



Illustrations and examples of speed tables incorporated into residential areas and commercial districts.

Objective 3: Make strategic improvements to bus routes for frequently used routes and stops.

Policy 1: Install bus shelters at frequently used stops and prepare to install shelters at sites of increased development. Stops adjacent to multi-family residential development and employment centers tend to get the most frequent use in the Southeast Planning Area. To accommodate the ridership - existing and anticipated - shelters should be installed at the Leahy Avenue/Industrial Park Road and Coye Drive/Hoover Road stops.

Policy 2: Establish an accessibility plan for bus stops in the planning area. Several highly-used bus stops in the planning area do not have marked crossings or clearable pathways to access them. Bus stops should be accessible to residents of various mobility levels and ages.

Policy 3: Work with SPASD to inform them of bus shelter installations that may coincide with school district routes. When new and accessible bus shelters are being planned, the Transportation department of the Stevens Point Area School District should be informed as these improvements may benefit school-aged residents that use the bus. Central Transportation should consider the school district when planning route changes.

Objective 4: Increase bicycle and pedestrian route connectivity throughout the Southeast Planning Area. In addition to infrastructure changes or additions, staff should pursue additional opportunities to educate cyclists and motorists regarding cyclist behaviors and laws.

Policy 1: Ensure bicycle and pedestrian accommodations are incorporated into the redesign of the County Road HH overpass of I-39 and connect to existing pedestrian infrastructure. No bicycle or pedestrian accommodations currently exist on this overpass, and the only means of accessing the Portage County Business Park from the Southeast Planning Area is the I39

underpass at the northern end. Expanding facilities here would present an alternative and simpler route to the major commercial center.

Policy 2: Explore alternative bicycle routes to Minnesota Avenue. With current traffic counts and industrial vehicle use on Minnesota Avenue, residents report that cyclists find more comfortable routes on parallel roads. While this differs from the City's complete streets policy, adjusting this policy to accommodate actual use should be explored.

Policy 3: Install a pedestrian and bicycle overpass over the Canadian National Railyard to connect the Southeast Planning Area to the City Center Planning Area, somewhere between the Michigan Avenue underpass and the McDill Pond underpass. These two underpasses are separated by more than a mile, and the most likely location to install a pedestrian overpass would be to connect Indiana Avenue. Construction of such a feature would require acquisition of significant state or federal funding to enhance connectivity.

Intergovernmental Cooperation

The Southeast Planning Area requires cooperation from multiple agencies to promote efficient improvements to the area. Construction on undeveloped parcels within the planning area will likely result in changes to service demand on County roads and impact residents of the Village of Whiting, and several transportation recommendations request modifications to roadways outside the City's jurisdiction but impact many residents. Several policies throughout this plan also have the potential to benefit other institutions or form new partnerships, such as the Stevens Point Area School District and Mid-State Technical College and may require additional communication between the City and those institutions.

A strategy that activates McDill Pond and through concerted marketing, branding, and activation efforts will be required in order to finance public improvements to and maintenance of McDill Pond. This strategy should be built with the McDill Inland Lake Protection and Rehabilitation District.

Intergovernmental Cooperation Goals, Objectives, and Policies

Goal 1: Collaborate with the Village of Whiting, Stevens Point Area School District, Portage County, and Mid-State Technical College to ensure efficient upgrades to transportation and educational services.

Issues/Opportunities: Effective transportation planning requires consistent discussion between governmental agencies for local, county, and state transportation routes. In addition, 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.

Beyond transportation planning, the Southeast planning area has received new community facilities like the Mid-State Technical College's Advanced Manufacturing, Engineering Technology, and Apprenticeship Center. The institution's new facility may have an impact on the local business capabilities and residential capacity of the planning area, which could support more than the local manufacturing economy.

Objective 1: Ensure City, County, and 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. The City communicates directly with residents along expected projects, and walking audits should be an opportunity to share with residents both the Safe Routes to School and Sidewalk Continuation plans.

Objective 2: Inform agencies of potential changes within the planning area and points of concern from residents in the planning area.

Policy 1: Work with leadership from Mid-State Technical College to ensure planning and development efforts incorporate the student population. Residents at different life stages face unique challenges, and many community resources can benefit residents regardless of life stage. More affordable housing, for example, may be of benefit to the student population as they prepare for more skilled and higher paid positions and also benefit early retirees and other early stage adults who may want to live close to their place of employment.

Policy 2: Inform the County Highway Department and Village of Whiting of developments within the Southeast Planning Area, and coordinate planning efforts for redesign of roads in their jurisdiction. Construction on several undeveloped parcels may impact the service demand on County HH, and several residential safety concerns may impact the full design of the road, such as inclusion of separate pedestrian facilities. Additional safety concerns referenced in the transportation element of this plan may also require the support of the Village of Whiting.

Policy 3: Inform the Stevens Point Area School District of updates to the public transportation routes that may benefit public student transportation. Installation of shelters along popular public transportation routes may also benefit students within walking distance of those routes.

Objective 3: Integrate Mid-State Technical College into economic development planning for the Southeast Planning Area and City of Stevens Point.

Policy 1: Inform leadership at Mid-State Technical College of industries targeted by the City of Stevens Point for growth. Mid-State Technical College offers courses that strategically enhance the power of local businesses and industries. As new businesses enter Stevens Point, leadership at Mid-State should be informed and connected to new business leaders. Additionally, economic development projects such as incubators and accelerators may be enhanced by Mid-State faculty.

Goal 2: Collaborate with UW-Stevens Point, Village of Whiting, Portage County Land & Water Conservation, and the McDill Inland Lake Protection and Rehabilitation District to aid planning, community development, and conservation efforts in the Southeast Planning Area.

Issues/Opportunities: UW-Stevens Point offers access to a depth and range of expertise through both faculty and student talent, and Portage County Land & Water Conservation can provide direct assistance to shoreland restoration along the Plover River.. Capstone projects, internships, and research projects completed by both faculty and students can aid the planning and execution of several projects and programs identified in the policies of this plan. The unique needs of the McDill Inland Lake Protection and Rehabilitation District may benefit from additional faculty, student, and City support.

Objective 1: Provide and expand upon administrative services that support the McDill Inland Lake Protection and Rehabilitation District.

Policy 1: Continue to provide tax assessment, collection, and distribution services for the McDill Inland Lake Protection and Rehabilitation District. The City of Stevens Point provides administrative functions necessary for the lake district to receive finances via tax assessments, and will continue to provide this service.

Policy 2: Provide the McDill Inland Lake Protection and Rehabilitation District a method of collecting tax-deductible contributions or support the formation of a charitable organization to support improvement projects and assist in promoting improvement campaigns. Leaders have indicated that previous requests for donations have been impacted by theft or have lacked administrative structure to solicit larger donations. The City of Stevens Point and Community Foundation of Central Wisconsin can provide administrative functions to receive and protect financial contributions.

Policy 3: Support the McDill Inland Lake Protection and Rehabilitation District in constructing and developing an activation strategy to finance improvements to McDill Pond. A full

development strategy tailored to the capacity of McDill Pond, the Lake District, and the City of Stevens Point will be necessary for financing improvements to McDill Pond that are referenced in this plan.

Objective 2: Integrate faculty and student talent from the UW-Stevens Point College of Natural Resources and affiliated programs (Center for Land Use Education, Water and Environmental Analysis Lab, etc.) and Portage County Land & Water Conservation to evaluate and recommend actions to improve the water quality of McDill Pond and respond to recommendations.

Policy 1: Request support for a regularly updated water quality report of McDill Pond and the Plover River. Monitoring of water quality of the Plover River is performed regularly by the City of Stevens Point, but a full analysis of contaminants and recommendation of actions to improve water quality for the health of McDill Pond and the City's drinking water should be performed on a recurring basis.

Policy 2: Discuss water quality assessments and recommendations of the Plover River with appropriate institutions to address sources of contamination. Recommendations from recurring water quality assessments of the Plover River should be acted on within a reasonable amount of time.

Agriculture, Natural, and Cultural Resources

The Southeast Planning Area hosts several neighborhood and natural area parks, and one the largest bodies of water interior to the City of Stevens Point: McDill Pond. Although McDill Pond is not a natural lake, it does provide residents with a large recreational opportunity. Other cultural and natural resources in the area include Erickson Natural Area, Koczikowski Park, the McDill Trail section of the Green Circle Trail, Parkwood Park, the Patch Street Disc Golf Course, Plover River Park, Rice Street Park, and Riverwoods Park.

The City's Parks, Recreation, and Forestry Department continues to update its Comprehensive Outdoor Recreation Plan (CORP) which can accelerate the implementation of neighborhood policies. The CORP does not refer to specific recommendations to enhance public use of McDill Pond, although the residents are hopeful to improve amenities nearby the pond and return more activity to the water. A shared goal expressed by residents of the planning area is to enhance the public use of this water feature. Residents should refer to the CORP, available on the City's Parks, Recreation, and Forestry webpage. Several significant revisions and additions to Koczikowski Park and Parkwood Park are expected in the near and long term.

No land within the Southeast Planning Area is currently utilized for agricultural purposes, but upstream agricultural practices contribute to the water quality of McDill Pond. A portion of the planning area east of McDill Pond is within groundwater protection zones and development in these areas needs to be carefully reviewed. Clear communication with the Village of Whiting, Village of Plover, and Portage County will need to continue to update any policies and strategies to protect municipal water supplies.

Agriculture, Natural, and Cultural Resources Goals, Objectives, and Policies

Goal 1: Increase the public use of McDill Pond and nearby parks.

Issues/Opportunities: Several factors are preventing additional public use of McDill Pond, including limited or unclear public access points, water quality concerns, access to water equipment, and missing infrastructure to support community events and smaller group gatherings. The City owns several parcels of land that could be utilized to support public access to the area regardless of the status and future of the pond, and already has a healthy relationship with a watercraft supplier. The Wisconsin Department of Natural Resources issues several grants that could support the development of recreational boating infrastructure.

Objective 1: Generate more public on-water activity.

Policy 1: Increase number of safe public launches for non-motorized watercraft. Several areas on McDill Pond would be appropriate to accommodate public kayak launches, including, but not limited to, the areas shown below in yellow along Della Street and the Patch Street Disc Golf Course. Public launches should include information about the McDill Pond, water trails, the McDill Inland Lake Protection and Rehabilitation District, and other accessory features.



Areas shown in yellow in the images above are examples of possible locations for public kayak launches on McDill Pond. Several other locations may also be appropriate.

Policy 2: Improve safety of existing boat launch(es). The existing boat launch at the end of Heffron Street is currently inadequate and difficult to use safely, and is due for replacement or upgrade. Ample right-of-way exists to install a dock system and store it during winter months.

Policy 3: Incorporate kayak, stand-up paddleboard, or other non-motorized watercraft rentals on McDill Pond. One method of increasing access to on-water recreation is through the provision of watercrafts. The closest rental operation is upstream at Iverson Park. A system

that can operate directly at McDill Pond would assist with rentals and could be explored with our current watercraft partner(s).

Policy 4: Map, mark, and advertise short water trail routes. New and improved watercraft launches and rental areas should include information about water trails and boating on McDill Pond.

Policy 5: Investigate ways to support on-ice activity in winter months. As a winter community, it is uncommon that McDill Pond does not freeze over to safely traverse or host events on the ice. A targeted effort to identify winter events that can increase activity at McDill Pond could incorporate the Izaak Walton League, University of Wisconsin - Stevens Point College of Fine Arts, CREATE Portage County, and other community organizations. Residents have also reported a request for ice ribbons, ice skating tracks instead of rinks.

Objective 2: Generate park infrastructure or targeted development that attracts additional activity and can support local events. Of the several barriers to public use of McDill Pond, adequate facilities to host events or accommodate uses for multiple users (families, singles, child care givers, elders, etc) was referenced most frequently.

Policy 1: Reserve land along Patch Street for a small commercial and/or shelter facility. Parcel 281230803220102 is roughly 2.4 acres and can be utilized more for public use, with some development considerations such as a previous well site. It remains unclear if the parcel would best be structured as a park or private development, or some combination of public land with private business incorporated. A facility on this site would be beneficial for existing and new social events on McDill Pond, as well as users of the disc golf course.



The parcel filled in yellow, above, may be appropriate for a small commercial development that supports users of the Patch Street Disc Golf Course and McDill Pond.

Policy 2: Discuss examples and benefits of commercial spaces integrated into public parks. Properly integrating commercial services into public parks is one method of generating park activity, supporting local business, and providing additional park infrastructure. At this point in time, it is unlikely the City will add many additional commercial services. Any effort to integrate local business into park infrastructure should be very intentional and limited.

Objective 3: Integrate resident support and feedback into park, trail, and other public space improvements.

Policy 1: Involve residents in the improvement process for Koczikowski Park. Nearby residents have many concerns with the current state of Koczikowski Park (lighting and lack of restrooms, as examples), and can bring several skills to improve the park. The Parks and Community Development departments should be actively involved in recruiting residents and establishing a Friends of Koczikowski Park group. Residents in the adjacent neighborhood have shared they have particular experience in natural resource management and landscaping, and with proper support from City staff, resident activity may accelerate improvements to the park.

Policy 2: Work with the Green Circle Trail leadership to provide targeted trail improvements that support both trail users and nearby residents. Residents in the Southeast Area enjoy the major recreational trails that weave through the planning area, and identified that several amenities could enrich the trail experience and benefit nearby residents by making small services, such as refuse stations, available in strategic locations.

Policy 3: Document requested indoor and outdoor recreation amenities. Verify and/or integrate requests into plans with the City of Stevens Point Parks Department, McDill Inland Lake Protection and Rehabilitation District, or other partner entities. Some examples of requested amenities that could be integrated into the area include ice ribbon(s), pump track, beer garden, recreation rentals, and a cafe.

Objective 4: Review the financial feasibility of McDill Pond and explore cost-saving alternatives. One of the largest concerns regarding McDill Pond is the financial pressure that it places on the residents, especially the lake district. Residents would prefer that more energy be placed into utilizing the pond. However, it may be possible that other systems could be implemented that are a lower cost on residents. These options should be at least discussed with the entire community.

Policy 1: Perform a financial assessment of the current dam system and pond maintenance, and compare it to recommended alternatives. Understanding the future cost of maintaining McDill Pond is critical if the City is to devote additional resources to maintaining the pond or pursuing an alternative to the current dam system.

Policy 2: Help secure grant finances to support the maintenance of McDill Pond and enhancements to recreational boating infrastructure. Financial support exists for dredging and construction projects for facilities such as ramps and docks.

Goal 2: Incite additional indoor community resources in or near the Southeast Planning Area.

Issues/Opportunities: There are minimal indoor public gathering spaces and indoor activity spaces in Stevens Point, and the Southeast Planning Area is particularly vacant of these

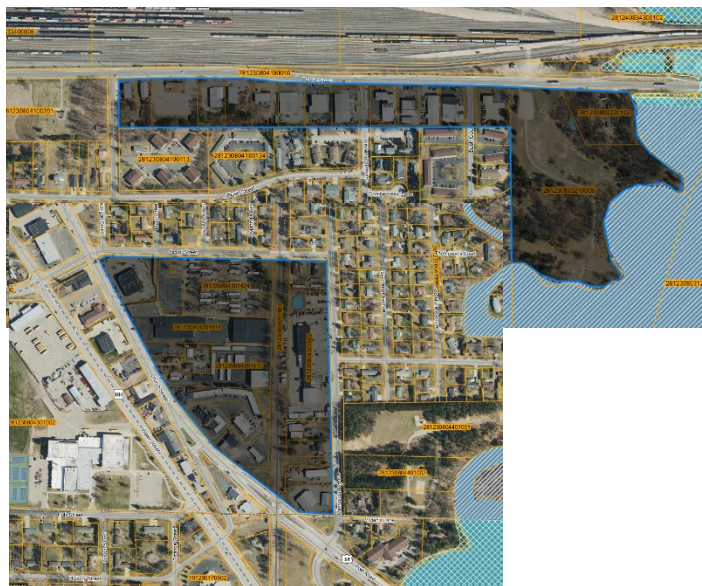
spaces. Within the planning area, the only usable public space has religious affiliation. Several larger commercial and industrial facilities exist on the periphery of the planning area that may be redeveloped to generate such spaces. Additionally, the new non-profit center on Hoover Road possesses a street-facing gathering space but may not yet be available to the public. Several economic development programs have been proven to be successful in other communities to generate additional business activity that could also fill this gap, and thanks to the City of Stevens Point's Main Street designation, the community has access to program examples and templates. These programs will be discussed in the economic development element.

Objective 1: Increase the use of existing structures for social uses, and plan for additional social uses for facilities as industrial areas transition.

Policy 1: Investigate a partnership for the public use of the nonprofit center and other assembly buildings for social and civic gatherings. The gathering space at the nonprofit center is ideal for small to medium gatherings for established and new social groups. If it is allowable to host community and civic events at the location, the City should support the operations of the center. This will fill a small need for meeting spaces in the planning area.

Policy 2: Recommend at least one industrial or commercial-zoned area in or near the Southeast Planning Area for a Targeted Area Master Plan that includes indoor facilities. Residents have referenced frequently that additional locations for residents - especially youth - are needed to support activities year-round. As a community that navigates a harsh winter climate, additional indoor facilities need to be established to support year-round activity. Several industrial areas within or adjacent to the planning area may become redevelopment opportunities and are pictured below. Future planning efforts for one of these areas should solicit input for facilities and organizations that support multiple indoor activities or niche activities that are popular in Central Wisconsin but do not have adequate facilities (skatepark, rock climbing, bouldering, indoor playgrounds, interactive art studios, etc).

- Images of potential areas included on the next page -



Goal 3: Ensure new development, redevelopment, and infrastructure projects review project sites for Cultural and Heritage Resources (as defined under NPS-28: Cultural Resource Management Guidelines) and public awareness of historically significant sites is increased.

Issues/Opportunities: Multiple historic and prehistoric historical, archaeological, and burial sites are present within the City of Stevens Point. These sites are culturally important for many communities in and around the Stevens Point area and proper awareness and acknowledgement of these sites may increase the connection residents feel towards a sense of place and the physical geography of the City.

Objective 1: Protect culturally and historically significant Native American sites in the planning area, such as burial mounds, historic camp and resource gathering sites, and ritual landscapes.

Policy 1: When development is proposed within 200 meters (656 feet) of a body of water or

The areas highlighted above include several adjacent commercial or industrial developments that, when combined, would be large enough to accommodate additional indoor community facilities.

within the recorded boundaries of a previously recorded site, require a site investigation be completed and appropriate action take place as outlined under the Federal Section 106 National Historic Preservation Act of 1966 and as outlined in the Wisconsin Archaeological Survey's Guide For Public Archaeology in Wisconsin 2012 and as revised. The environment within 200 meters of bodies of surface water is cited by many resources to retain a high probability of significant archaeological and historic sites. A professional archaeologist should be contracted to perform the site investigation, and sites that are identified should be documented internally and appropriate action should follow to protect the site.

Policy 2: Increase public awareness of historically significant sites through thoughtful and culturally accurate historical markers, which could include public art and descriptive text. Site markers need to be carefully designed and designed in partnership with representatives from the Native American community, prioritizing consultation with enrolled members and enrolled descendants of local and historically local federally recognized tribes, especially those tribes and bands related to the site or sites in question.

Economic Development

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). Through the public engagement process, several residents referenced inadequate wages to cover the rising cost of living in the City to be problematic, and referenced a desire for smaller retail and restaurant environments nearby to decrease the need to travel to larger commercial centers.

Social capital: Many residents of the Southeast Planning Area have attained a substantial amount of higher education, with 60.2% of residents having attained at least an associate's degree. No grassroots or formal neighborhood association serves the area to generate neighborhood-specific events, programs, or communiques. Residents have requested that reinvestment into McDill Pond and accessory amenities would help generate additional social connections within the planning area and City. Mid-State Technical College recently completed the Advanced Manufacturing, Engineering Technology, and Apprenticeship Center, which has the potential to generate additional entrepreneurs in the manufacturing sector and reinvestment into the Stevens Point Industrial Park.

Environmental capital: The Southeast Planning Area has two major natural environmental assets, including McDill Pond and forested land around the Village of Whiting well fields. Several City-wide policies regarding stormwater management and lot coverage exist to protect these natural amenities and utilities, but several upstream factors outside of the planning area impact the health of these natural amenities.

Economic capital: In 2024, 102 businesses were identified in the Southeast Planning Area, employing 1,703 people. For a detailed list of business types and employees in each, see Appendix B. The median household income in 2024 was \$79,841, while the average household income was \$97,625; the median net worth of a household in the Southeast Planning Area was \$190,393 while the average (mean) was \$638,179. Compared to the entire City of Stevens Point, the Southeast Planning Area has a higher household median income (\$55,145 City-wide) and net worth (\$81,012 City-wide). The median and mean household incomes are expected to increase slightly in this area through 2029, to \$94,933 and \$111,680 respectively.

Placed-based economic development continues to be the rising best practice in the field of economic development, focusing improvements on holistic improvements to the community. Significant opportunity exists around the Southeast Planning Area, especially around McDill Pond, to generate additional, unique improvements that improve the quality of life for a variety of residents.

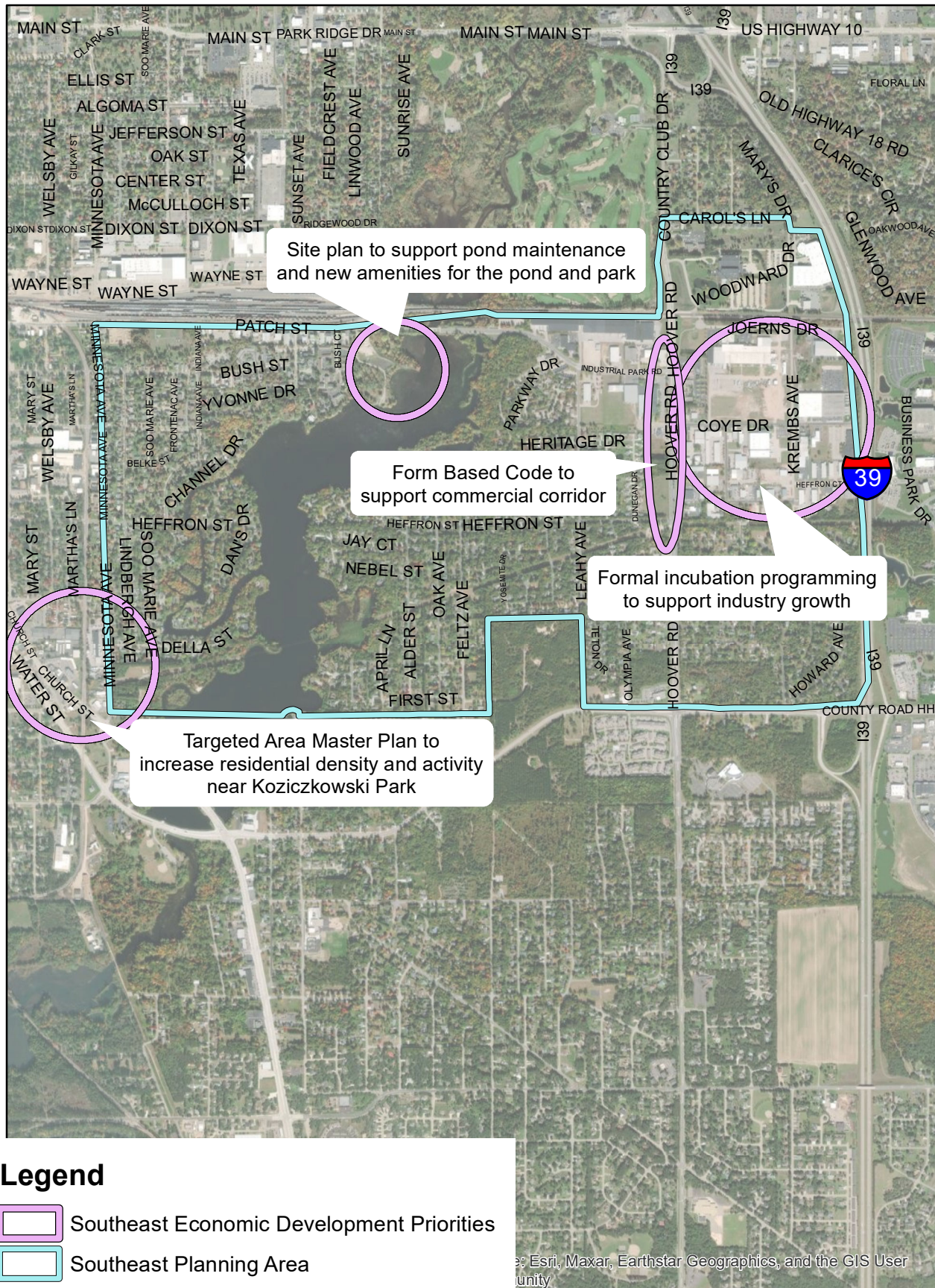
Existing Economic Development Support Organizations and Resources

- **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.
- **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 Priorities



Maps are for graphical purposes only. They do not represent a legal survey. While every effort has been made to ensure that these data are accurate and reliable, the City of Stevens Point cannot assume liability for any damages caused by an errors or omissions in the data, nor as a result of the failure of the data to function on a particular system. City of Stevens Point makes no warranty, expressed or implied, nor does the fact of distribution constitute such a warranty.



Economic Development Goals, Objectives, and Policies

Goal 1: Continue to amplify McDill Pond as a year-round community asset with reasonable investments.

Issues/Opportunities: Although McDill Pond is a rather large water feature, development surrounding the pond is primarily residential and direct public access to the water is limited to three or four locations. The two most visible access points are public boat launches designed for motorboat use but at least one is reported to be in poor condition or unsafe. Improvements to boat launches that also improve non-motorized access, nearby commercial development, and structures to support event-hosting on the pond will greatly improve access to the pond and activity on the water and ice.

Objective 1: Integrate community organizations into a full development and fundraising strategy for maintenance of McDill Pond.

Policy 1: Develop an annual financing strategy to improve contributions to McDill Pond maintenance and improvements. McDill Pond requires financial input to manage weed levels and community assets. Thoughtful messaging, infrastructure, and programming will all be required to offset local tax burden to maintain the pond.

Policy 2: Integrate community partners to cross-promote and generate additional winter activities and fundraising events. Several community organizations may utilize the pond for community programming that would result in community use and philanthropic attention of the pond.

Policy 3: Identify additional local and state partners to expand the reputation of water resources such as McDill Pond. Wisconsin and Portage County are home to a significant amount of water quality agencies and activities. Partnership with these organizations may open doors to additional capacity, either in personnel or finances.

Objective 2: Pursue opportunities to generate infrastructure around McDill Pond that supports community organizations, a fundraising strategy, and the public use of the pond.

Policy 1: Improve the Heffron Street boat launch. Several safety concerns have been reported at the Heffron Street boat launch. Improvements should be conservative given the recent improvements to the Whiting boat launch, which can accommodate fishing boats, but not all pontoon boats.

Policy 2: Generate non-motorized access in key locations. Non-motorized water access should be prioritized at the Patch Street Disc Golf Course and other locations referenced in the Agricultural, Natural, and Cultural resources element of this plan.

Policy 3: Pursue a small plaza and/or commercial development adjacent to the pond and Patch Street Golf Course. Supporting the transfer of this parcel (referenced in several other elements) to a private owner and small commercial development would elevate the visibility of the pond and activity on it.

Policy 4: Include winter accessories and equipment to create new recreation assets in nearby commercial development. As a part of the activation strategy for McDill Pond, winter accommodations may be helpful to support several existing and future community events.

Policy 5: Install informational kiosks in key locations. At a minimum, an online donation platform and informational kiosks at boat launches should be installed with a method of donating to McDill Pond digitally. Additional kiosks may be strategically located near the Green Circle Trail.

Goal 2: Partner with regional economic development agencies and educational partners to bolster growth of the manufacturing sector and recreation businesses.

Issues/Opportunities: The Stevens Point Industrial Park has several vacancies, and has the educational capabilities of supporting new entrepreneurs to fill those vacancies, providing additional growth to the manufacturing industry which is currently supported by the Wisconsin Economic Development Corporation.

Several manufacturing operations exist in an old industrial park just west of the Southeast Planning Area. If these companies are encouraged to grow out of their existing footprint into a new location, this location may be a redevelopment opportunity to support neighborhood-serving businesses, or continue to be a location that initiates the growth of new manufacturing companies.

Objective 1: Guide regional economic development organizations, such as Centergy, to enhance the growth rate of manufacturing companies.

Policy 1: Support the launch of a comprehensive manufacturing incubation program. Local manufacturing employees and students are best poised to innovate and create new manufacturing companies, and the Southeast Planning Area has incredible access to manufacturing talent thanks to the industrial parks and AMETA Center. Incubation programs are proven to enhance the survivability and productivity of specific business types, and can grow companies through the various industrial parks.

Policy 2: Support the creation of a CEO Roundtable program for second-stage business growth. CEO Roundtables are peer-mentoring programs targeted towards growth-oriented business leaders and are proven to be effective at enhancing business growth rates. Local and regional businesses and economic development organizations such as Centergy, should be supported to host these types of programs.

Objective 2: Generate additional businesses of high-interest to residents.

Policy 1: Coordinate a community-supported business development program. Residents from the planning area and the City of Stevens Point have requested significant amounts of specific business types to integrate into the community. However, the pool of entrepreneurs may not be large enough or aware enough of potential community support for such businesses. A community-supported business development program would generate awareness for community desire and support for businesses, improve access to entrepreneur support services available in the region, and decrease commercial vacancies.

DRAFT

Utilities & Community Facilities

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. 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.

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.

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.

The Southeast Planning Area is home to an abundance of neighborhood parks, Stevens Point Fire Department Station Two, Saint Paul Lutheran Cemetery, Aspirus Stevens Point Clinic - Hoover Road, Wisconsin Public Service power substation on Hoover Road, Mid-State Technical College's Advanced Manufacturing Engineering Technology and Apprenticeship (AMETA) Center, Excel Preschool, and Arrow Academy (Applied Behavior Analytic services).

With little change in development or residential capacity expected in the Southeast Planning Area, minimal issues and opportunities exist to address with regards to utilities and community facilities in the planning area.

Utilities & Community Facilities Goals, Objectives, and Policies

Goal 1: Increase support for onsite energy production, energy efficiency improvements, and cost saving measures in the Southeast Planning Area.

Issues/Opportunities: Residential and industrial growth are expected in the City of Stevens Point and additional demand on local electricity infrastructure will follow. The Hoover Avenue substation has a current capacity of 5.6 megavolt-amperes, or MVA. Based on population and housing projections and the average home requiring 9.2 KVA (kilovolt-amperes), an additional 0.5 MVA of capacity will be consumed by residential growth in the Southeast Planning Area alone, not to mention potential increases in electricity use due to the transition to electric vehicles. It must be noted that industrial and commercial power consumption is not included in this estimate, which can be extremely more significant than residential consumption. New landowners, manufacturers, and commercial property owners may need additional support or requirements to decrease their total power consumption and impact on the electric grid.

Objective 1: Improve utility efficiency and on-site energy production of existing housing stock and commercial buildings in the Southeast Planning Area.

Policy 1: Promote the use of housing weatherization and improvement programs in the Eastside Planning Area. Active promotion of programs administered by the Redevelopment Authority, CAP Services, and Focus on Energy may assist in improving the energy efficiency of aging housing stock in the City.

Policy 2: Request energy efficiency benchmarks for development and redevelopment projects to receive financial assistance. Many programs exist to promote energy efficiency improvements and renewable energy systems on residential property. Requiring commercial development to meet energy efficiency benchmarks or install renewable energy systems on site may be reasonable if City assistance is provided.

Policy 3: Continue to support onsite energy production in partnership with the Midwest Renewable Energy Association; consider expanding direct assistance for residents. Local solar installers are available to support both residential and commercial installation of photovoltaic production and storage systems. Support can include the continued partnership for Grow Solar: Central Wisconsin, the group purchase program, informational events about local and federal assistance, and partnership with the Portage County Business Council to reach the business community.

Policy 4: Encourage a partnership between Mid-State Technical College and members of the Stevens Point Industrial Park to improve energy efficiency and onsite energy production of industrial community members. Creation of energy efficient buildings requires expertise. Leadership in Energy and Environmental Design (LEED) is the world's premiere green building rating system and application of LEED principles to local professional development and building design - for new construction and renovation - can enhance the local capacity to improve energy efficiency and be applied to the local business community.

Objective 2: Extend the Community Area Network (CAN) to corporate partners with multiple locations.

Policy 1: Offer access to the CAN to growing commercial, industrial, and institutional partners in the Southeast Planning Area. Aspirus may receive the most benefit from connecting to the CAN, but additional corporate partners, such as Steel King, now have multiple major locations in the City of Stevens Point and may benefit from access. In addition, partnership between these larger partners and non-profit locations may expand the financial benefit of the CAN to more of the community.

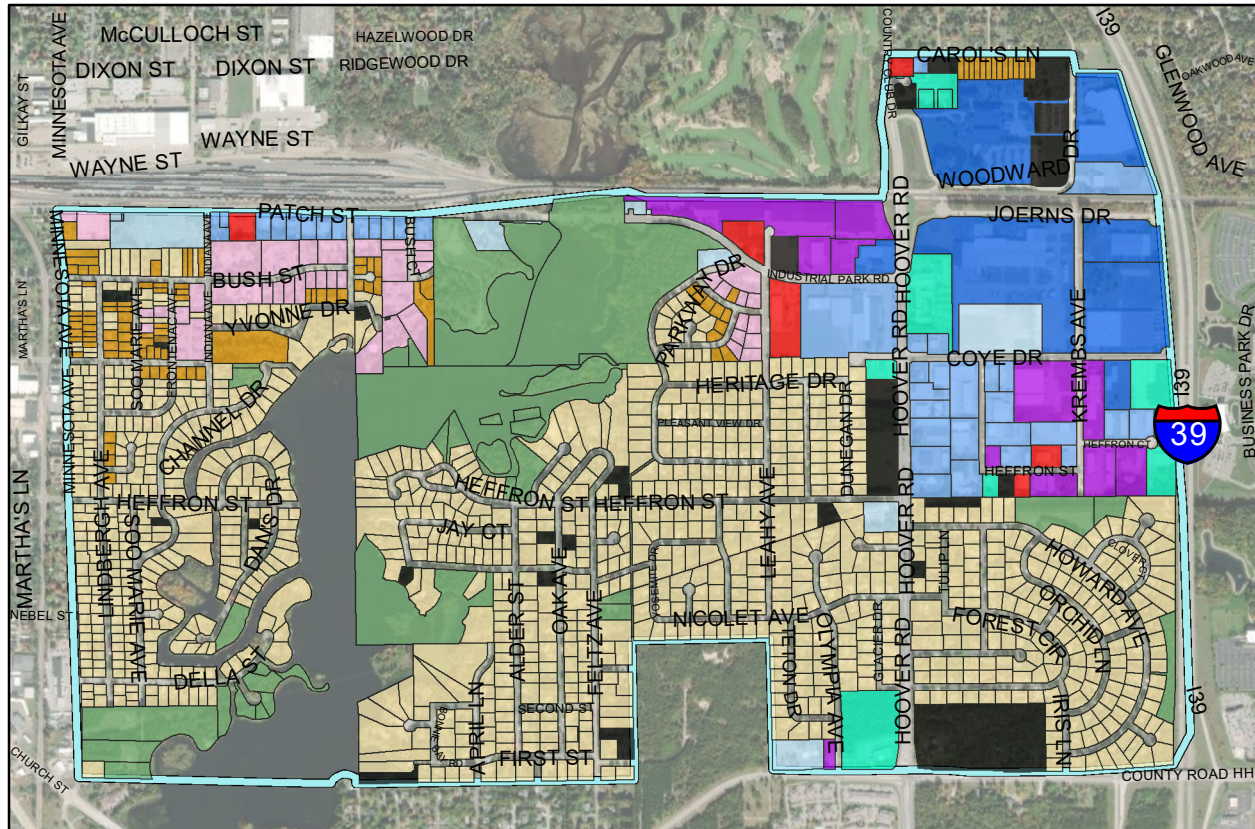
DRAFT

Land Use

The Southeast Planning Area surrounds McDill Pond at its center. Land adjacent to McDill Pond is primarily residential, with commercial and industrial areas on the borders of the planning area, lining Patch Street, in and near the Stevens Point Industrial Park, and along Minnesota Avenue. Residential land is a mix of single-family, two-family, and multi-family parcels, with single-family homes primarily surrounding McDill Pond. The Southeast Planning Area is situated between the Portage County Business Park and the core of the City, making transportation routes a high priority to carefully plan.

Residents have expressed that there is a strong desire to expand single-family residential opportunities, and several vacant parcels still exist in the planning area near the recently-constructed Advanced Manufacturing, Engineering Technology, and Apprenticeship (AMETA) Center and the Stevens Point Industrial Park. With the influx of students and consistent employee base of the area, land use on parcels adjacent to major transportation routes should be viewed as opportunities to protect valued neighborhood characteristics and provide easy access to recently added and future services.

Existing Land Use Map



Legend

 Southeast Planning Area

Southeast Existing Land Use

Land Use

-  Commercial
-  Institutional/Religious/Government
-  Light Industrial
-  Mid Industrial
-  Multi-Family (>=4 Units)
-  Office/Medical
-  Park/Conservation
-  Single-Family
-  Three-Family
-  Two-Family
-  Vacant Land
-  Warehousing/Office

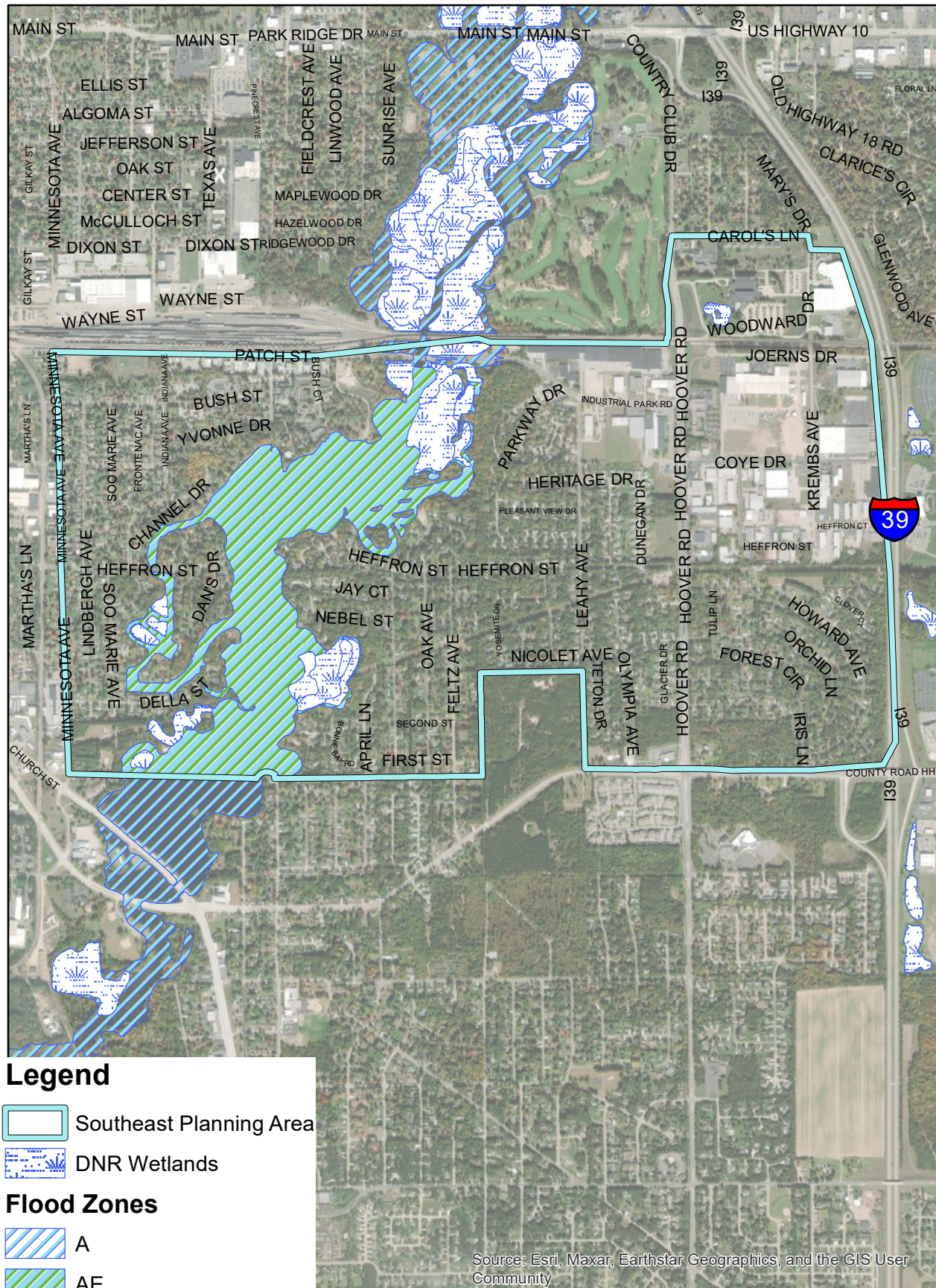
Source: Esri, Maxar, Earthstar Geographics, and the GIS User Community



Maps are for graphical purposes only. They do not represent a legal survey. While every effort has been made to ensure that these data are accurate and reliable, the City of Stevens Point cannot assume liability for any damages caused by an errors or omissions in the data, nor as a result of the failure of the data to function on a particular system. City of Stevens Point makes no warranty, expressed or implied, nor does the fact of distribution constitute such a warranty.



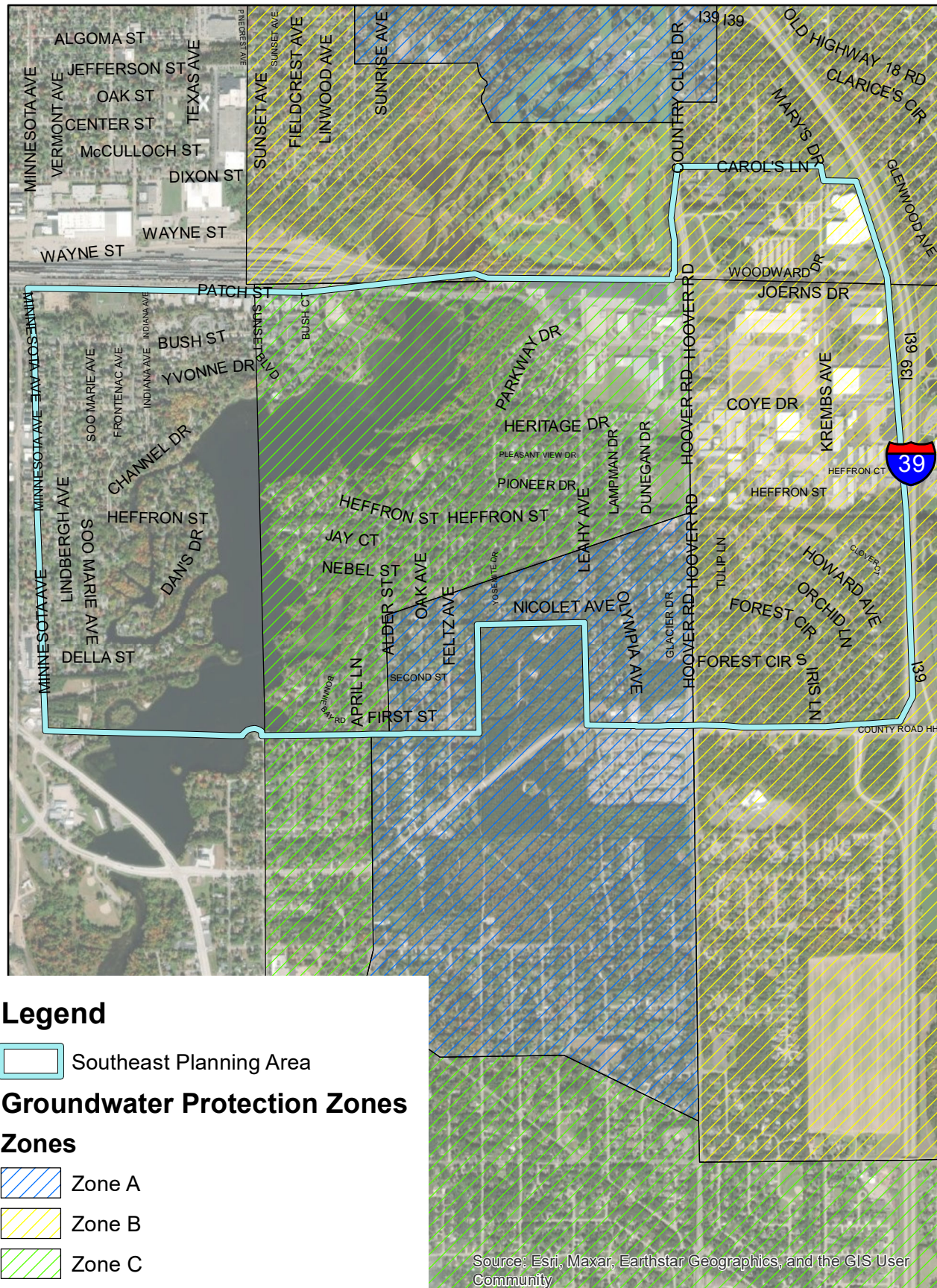
Environmental Considerations Map



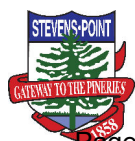
Maps are for graphical purposes only. They do not represent a legal survey. While every effort has been made to ensure that these data are accurate and reliable, the City of Stevens Point cannot assume liability for any damages caused by an errors or omissions in the data, nor as a result of the failure of the data to function on a particular system. City of Stevens Point makes no warranty, expressed or implied, nor does the fact of distribution constitute such a warranty.



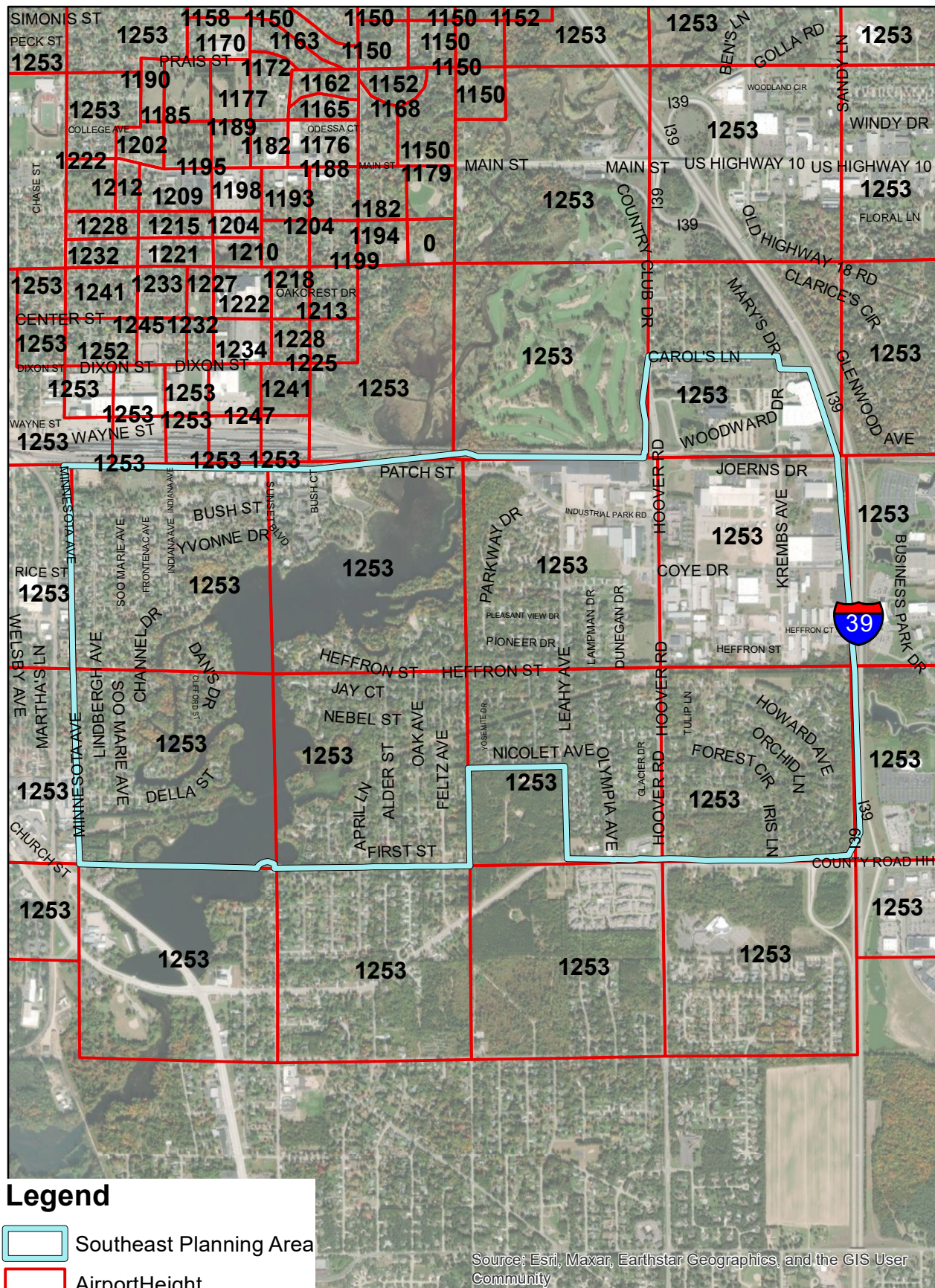
Groundwater Protection Zones Map



Maps are for graphical purposes only. They do not represent a legal survey. While every effort has been made to ensure that these data are accurate and reliable, the City of Stevens Point cannot assume liability for any damages caused by an errors or omissions in the data, nor as a result of the failure of the data to function on a particular system. City of Stevens Point makes no warranty, expressed or implied, nor does the fact of distribution constitute such a warranty.



Airport Height Restrictions Map



Legend

-  Southeast Planning Area
-  AirportHeight

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



Maps are for graphical purposes only. They do not represent a legal survey. While every effort has been made to ensure that these data are accurate and reliable, the City of Stevens Point cannot assume liability for any damages caused by an errors or omissions in the data, nor as a result of the failure of the data to function on a particular system. City of Stevens Point makes no warranty, expressed or implied, nor does the fact of distribution constitute such a warranty.



Land Use Breakdown

As development of the Southeast Planning Area nears completion, minimal changes in land use are expected and summarized below. Several undeveloped or underdeveloped parcels may be subdivided. While this may not result in a visual change on the Future Land Use Map, subdividing significant vacant parcels results in a net increase of parcels and subtle shifts in land use percentages. The land use designations will change slightly to describe the design of the planning area in congruence with other planning areas, which prepares the City to identify commercial corridors for specific purposes, such as neighborhood commercial development.

Existing Land Use (1,351 parcels):

- Residential: 1,201 parcels (88.9%)
 - Single-Family: 1,026
 - Two-Family: 121
 - Three-Family: 1
 - Multi-Family: 53
- Commercial: 6 parcels (0.4%)
- Institutional: 10 parcels (0.7%)
- Industrial: 44 parcels (3.3%)
 - Light Industrial: 37
 - Mid Industrial: 7
- Parks/Conservancy: 34 parcels (2.5%)
- Office/Medical: 10 parcels (0.7%)
- Warehousing/Office: 11 parcels (.8%)
- Vacant: 35 parcels (2.6%)

Future Land Use (1,395):

- Residential: 1,258 parcels (90.2%)
 - Low-Density Residential: 0
 - Neighborhood Density Residential: 1,186
 - Multi-Family Residential: 72
- Commercial: 30 parcels (2.2%)
 - Commercial/Office/High-Density: 27
 - Neighborhood Commercial: 3
- Institutional: 7 parcels (0.5%)
- Industrial: 65 parcels (4.7%)
 - Industrial/Manufacturing: 2
 - Industrial/Manufacturing/Commercial: 63
- Parks/Conservancy: 36 parcels (2.6%)

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. Single-family residential is still the primary land use in this classification. 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 only 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.

Industrial/Manufacturing - Industrial/Manufacturing future land use classification is designed to accommodate strictly industrial and manufacturing land uses.

Industrial/Manufacturing/Commercial - Industrial/Manufacturing/Commercial land use classification is designed to give additional flexibility allow commercial and office land uses adjacent to industrial and manufacturing centers.

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.

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.

Agricultural - Agricultural land use designation is intended to preserve land for all types of agricultural production.

Not-Developable/Restrictive - Not-Developable/Restrictive future land use designation is intended to classify particular regions in and around the City that are not developable due to environmental considerations and may transition to park/conservation land use.

Land Supply and Use Transition

Undeveloped residential parcels still exist within the Southeast Planning Area, and several industrial and commercial parcels are either undeveloped or underdeveloped, resulting in several acres of vacant land. Underdeveloped land can be defined as non-park and non-conservancy land that has been modified (cleared) but not built-upon. No significant changes in land use are expected in the Southeast Planning Area during the lifespan of this plan, but development of vacant lands may require additional encouragement and attention from the City. Undeveloped land comprises 2.6% of the total parcels in the Southeast Planning Area, which does not include underdeveloped acreage. Future land use projections assume no vacancy remaining.

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

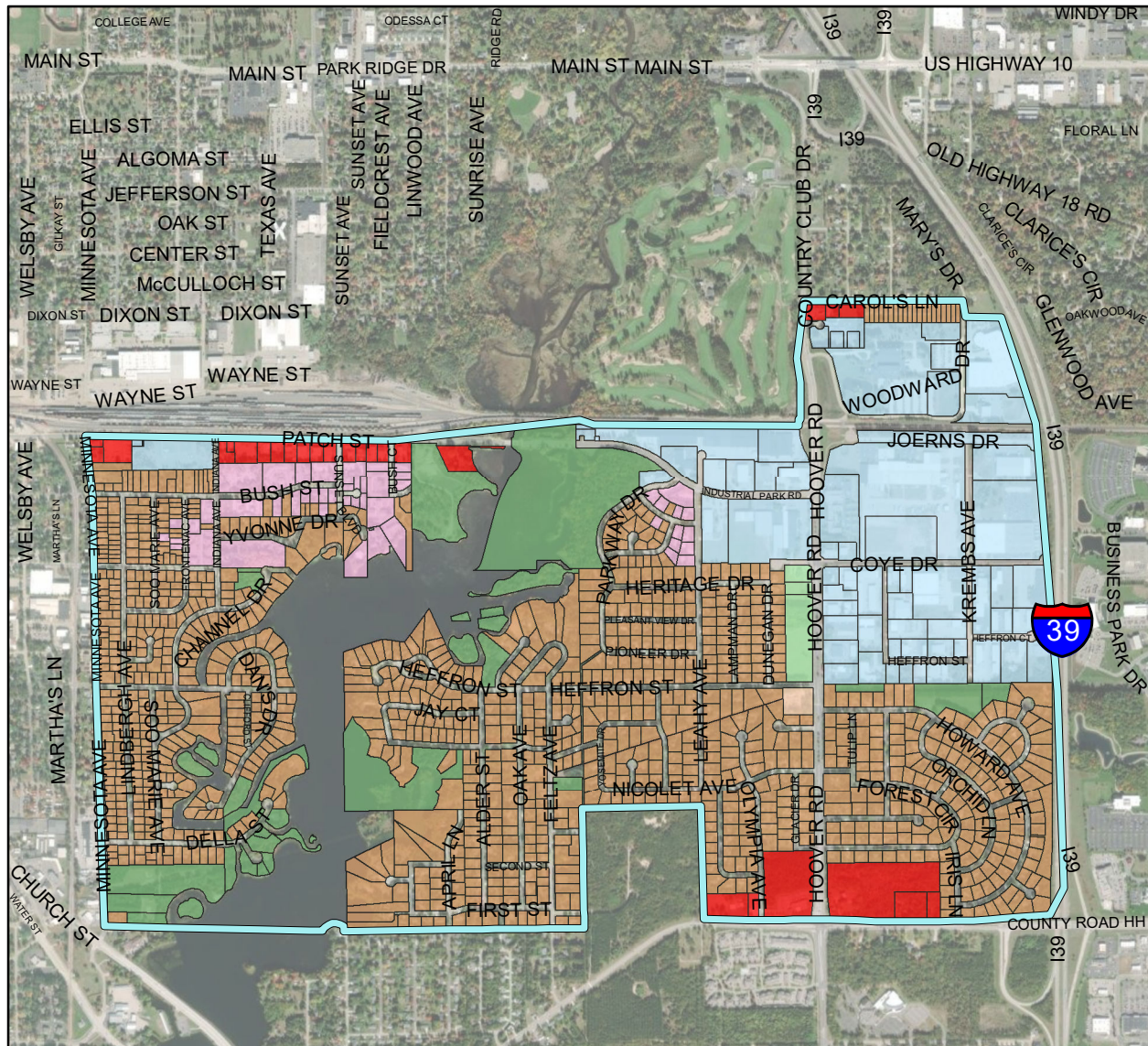
Future Land Use Projections

Residents of the Southeast Planning area can expect to see the following land use changes between 2024 and 2044. These projections are based on the assumptions that lands identified as undeveloped or underdeveloped will be completed in the next twenty years, that residents per household will remain constant or diminish slightly, and that residential parcel sizes may decrease over time.

**Future Land Use Parcel Projections by Percentage
Southeast Planning Area**

Land Use Type	2024	2029	2034	2039	2044
Residential	88.9	89.4	89.8	90.0	90.2
Agricultural	0	0	0	0	0
Commercial	1.1	1.9	2.0	2.1	2.2
Industrial	4.1	4.2	4.3	4.5	4.7
Institutional	0.7	0.7	0.6	0.6	0.5
Parks / Conservancy	2.5	2.5	2.5	2.6	2.6

Future Land Use Map



Legend

 Southeast Planning Area

Future Land Use

-  Commercial/Office/High Density
-  Industrial/Manufacturing
-  Industrial/Manufacturing/Commercial
-  Institutional/Religious/Government
-  Multi-Family (4-8 Units)
-  Neighborhood Commercial
-  Neighborhood Density Residential
-  Park/Conservation

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



Maps are for graphical purposes only. They do not represent a legal survey. While every effort has been made to ensure that these data are accurate and reliable, the City of Stevens Point cannot assume liability for any damages caused by an errors or omissions in the data, nor as a result of the failure of the data to function on a particular system. City of Stevens Point makes no warranty, expressed or implied, nor does the fact of distribution constitute such a warranty.



Future Land Use Goals, Objectives, and Policies

Goal 1: Update the Future Land Use Map and zoning code to promote access to higher quality activity, employment, and educational centers in the planning area.

Issues/Opportunities: Several employers have facilities in and adjacent to the Southeast Planning Area, and McDill Pond can serve as a major activity area in the City of Stevens Point. Several parcels remain undeveloped. Given the amount of employers, activity areas, and the new educational center, the planning area will continue to see a large number of visitors during the day. Providing more densely constructed housing may allow for residents to walk or bike to these activity centers. Major transportation routes for both motor vehicles and active transportation intersect in the planning area, and land use decisions on vacant parcels adjacent to these transportation routes may help protect neighborhood characteristics.

Much of the land has already been developed, with some residential parcels having been constructed in the 1980's and 1990's. Many of these properties are in great condition still, and so significant changes to the land use in the Southeast Planning Area are not expected.

Objective 1: Ensure adequate land is designated to complete connections to transportation networks in the Southeast Planning Area.

Policy 1: Ensure adequate right of way or easements are obtained to establish the multi-use path identified in the Goal 1, Objective 4, Policy 1 of the Transportation element of this plan. The proposed multi-use path would intersect several privately owned parcels that would either need to be subdivided for right of way or have easements granted.

Objective 2: Ensure land needed to support additional amenities on McDill Pond are zoned appropriately and accommodate special projects.

Policy 1: Zone parcel 281230803220102 for commercial or institutional use. This parcel is largely vacant and could provide a semi-public space that interfaces with McDill Pond and the Patch Street Disc Golf Course, as discussed earlier in this plan.



Policy 2: Zone parcels exclusively for non-motorized boat launches as conservancy to ensure public access to McDill Pond. Parcel 281230803230030, shown below, is the only parcel not at this time zoned for conservancy use.



The parcel filled in yellow, above, may be appropriate for water access. In accordance with this plan, evaluation of the parcel would be required to verify no damage is done to cultural sites.

Policy 3: Obtain necessary easements on the Patch Street Disc Golf Course to install rental kiosks and ensure access to them. A boat launch exists at the southern edge of the Patch Street Disc Golf Course, which could accommodate a public kayak launch and a small amount of parking that could be protected with vegetation. This portion of the parcel is already zoned for conservancy, which allows for such use.

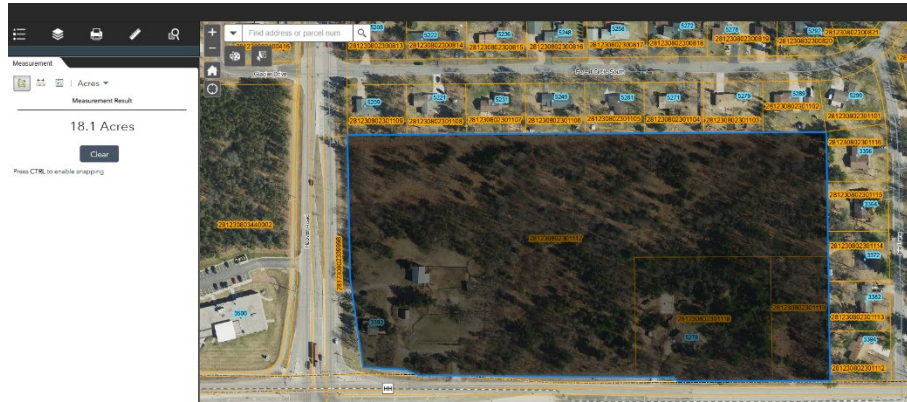
Policy 4: Evaluate the design of the Patch Street Disc Golf Course to accommodate existing uses and additional features with community stakeholders. Land at the Patch Street Disc Golf Course has been also utilized to support dredging projects as needed and harvesting equipment to maintain McDill Pond. A specific site design for the golf course and adjacent parcel should be built with significant community input.

Objective 3: Designate land to create transitions between major industrial areas, traffic routes, and residential areas that allow more residents to live closer to recent and future community amenities. Public investment into McDill Pond and completion of the AMETA Center may result in additional development interest in the area. Development of these parcels should balance attempting to increase access and use of community resources while protecting the neighborhood characteristics as much as feasibly possible.

Policy 1: Designate the future land use of land adjacent to Hoover Road, from Industrial Park Road to Heffron Street, to allow for multi-family residential and commercial use.

Policy 2: Establish a form-based zoning code for Hoover Road between Industrial Park Road and Heffron Street. Form-based codes define the dimensions and characteristics of buildings rather than the use. A form-based code for this area should allow more dense residential development and protect nearby single-family residential neighborhoods from excessive light and noise. This code would likely limit the maximum building height to 2-3 stories.

Policy 3: Prioritize residential construction for the redevelopment of Parcels 2812308023011175, 281230802301118, and 281230802301119 (imaged below). The parcels above include about 18 acres of land. While the future land use is designated to be commercial, redevelopment of these parcels needs to generate a smooth transition between commercial land along County HH and residential subdivision to the north and east. A mix of primarily single-family housing and some ‘missing middle housing’ (duplexes, quadplexes, single-family cottage court, courtyard buildings, or townhomes) should be encouraged.



The site in the image above separates a single-family subdivision from major transportation routes. Redevelopment of these parcels should prioritize residential construction and be prepared to accommodate access to Hoover Road and County Road HH.

Policy 4: Incorporate parcels adjacent to Minnesota Avenue and Koziczkowski Park into a Targeted Area Master Plan for the south side of the City of Stevens Point. A targeted area master plan is expected to be executed for southern Stevens Point. This plan should incorporate Koziczkowski Park and the old industrial areas near Minnesota Avenue.

Policy 5: Recommend a planned unit development, for residential infill of the area imaged below, between Leahy Avenue and Hoover Road. This development should incorporate smaller, single family housing or multifamily housing similar to the size and scale of homes to the south.



As described earlier in this plan, it may be of interest to current property owners to develop. It may be recommended to the owners to pursue residential infill here.

Implementation

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 regional 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 planning areas are reviewed. 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 planning area at a public event each year. Complete revisions of the planning area 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 Tasks

On the following pages is an outline of tasks, internal policies, and procedures that City administration and staff are expected to incorporate into their practices. Each row contains specific tasks, the primary policies that should be addressed through that task, and the department(s) primarily responsible for ensuring the tasks are completed.

Implementation of Southeast Planning Area Policies	
Action & Policies Addressed (Recommended Start Year)	Departments
Update the City's Zoning Code, Official Streets Map, and Future Land Use Map to be consistent with recommendations within this plan (upon adoption, 2024). (Housing 1.1.2, 1.1.3; 1.2.1; Transportation 1.2.2; Land Use 1.1.1, 1.2.1, 1.2.2, 1.3.1, 1.3.3;	Community Development, Public Works
Perform the following targeted planning and development projects: • Targeted Area Master Plan for southern portion of Business 51 (2028). • Write a form-based code for Hoover Road and other commercial corridors (2027). • Planned Unit Development for housing near the Stevens Point Industrial Park (if available). • Development of the City-owned parcel adjacent to the Patch Street Disc Golf Course (2027). (Housing 1.1.1, 1.2.1; ANC 1.2.1, 2.1.2; Land Use 1.3.2, 1.3.4, 1.3.5;	Community Development, Administration
Assign staff to develop the following programs with partner agencies such as Portage County Business Council, Mid-State Technical College, University of Wisconsin - Stevens Point, McDill Lake District and residents, and CREATE Portage County to support local community and economic development: • Expand local composting services. • Activation strategy for McDill Pond (upon adoption, 2024). • Water quality review and improvement strategy for the Plover River (2025). • Establish Friends of Koziczowski Park (upon adoption, 2024). • Community-supported business program (2026). • Use of the Community Commons by local organizations and groups (upon adoption, 2024). • Establish a formal manufacturing incubation and acceleration program, including CEO roundtables (2026). • Expansion of the Community Area Network (upon adoption, 2024).	Administration, Streets, Public Utilities, Community Development, Parks, Recreation, and Forestry

(Housing 2.1.3; IGC 2.1.3, 2.2.1, 2.2.2; ANC 1.1.1, 1.1.2, 1.1.3, 1.1.4, 1.1.5, 1.2.2, 1.3.1; 1.3.2, 1.3.3, 2.1.1; ED (All); Utilities 1.2.1)	
Make safety improvements for all transportation systems in partnership with State and County departments when appropriate, usually to coincide with road resurfacing or utility work. Priorities include: • Intersection improvements on Hoover Road and on Church Street in Whiting (2026). • Speed tables and pedestrian accommodations in neighborhoods (tentative). • Implementation of Safe Routes to School recommendations on Nebel Street (tentative) • Redesign right-of-way on Minnesota Avenue (2028) • Expansion of multi-use path to connect to Eastside Planning Area, and improvements to the vegetation along the Patch Street multi-use path (when grant financing allows). • Targeted improvements to bus shelters and pedestrian accommodations to shelters (continuously). (Transportation (All); IGC 1.1.1, 1.2.2;)	Public Works, Community Development
Incorporate and uphold the following into internal review and reporting policies based on recommendations in this plan (all upon adoption, 2024): • Targeted industries and student quality of life assessment review with Mid-State. • Administrative support for McDill Lake District. • Transportation improvements that impact Safe Routes to School or bus accommodations reported to the Stevens Point Area School District. • Financial review of McDill Pond maintenance. • Near-water (200m) site review. (IGC 1.2.1, 1.2.3, 1.3.1, 2.1.1, 2.1.2; ANC 1.4.1, 1.4.2, 3.1.1, 3.1.2;	Administration, Community Development
Continue to work with developers, residents, CAP Services, Mid-State Technical College, and the Midwest Renewable	Community Development, Administration

Energy Association to support housing and energy production and reduction by: • Annually marketing City and CAP Services housing-support programs (upon adoption, 2024). • Requesting or requiring developers to meet energy efficiency benchmarks to receive financial aid (upon adoption, 2024). • Improve energy efficiency of, and energy production on, industrial park buildings (2026). • Generating a rental property improvement program (2025). (Housing 2.1.1, 2.1.2; Utilities 1.1.1, 1.1.2, 1.1.3, 1.1.4)	
--	--

Census 2020 Summary	
Population	3,538
Households	1,550
Average Household Size	2.27
2024 Summary	
Population	3,460
Households	1,550
Families	884
Average Household Size	2.22
Owner Occupied Housing Units	933
Renter Occupied Housing Units	617
Median Age	40.0
Median Household Income	\$79,841
Average Household Income	\$97,625
2029 Summary	
Population	3,434
Households	1,566
Families	885
Average Household Size	2.18
Owner Occupied Housing Units	952
Renter Occupied Housing Units	614
Median Age	41.3
Median Household Income	\$94,933
Average Household Income	\$111,680
Trends: 2024-2029 Annual Rate	
Population	-0.15%
Households	0.21%
Families	0.02%
Owner Households	0.40%
Median Household Income	3.52%

2024 Households by Income	Number	Percent
<\$15,000	37	2.4%
\$15,000 - \$24,999	98	6.3%
\$25,000 - \$34,999	72	4.6%
\$35,000 - \$49,999	211	13.6%
\$50,000 - \$74,999	306	19.7%
\$75,000 - \$99,999	208	13.4%
\$100,000 - \$149,999	408	26.3%
\$150,000 - \$199,999	120	7.7%
\$200,000+	89	5.7%
Median Household Income	\$79,841	
Average Household Income	\$97,625	
Per Capita Income	\$45,154	

2029 Households by Income	Number	Percent
<\$15,000	29	1.9%
\$15,000 - \$24,999	73	4.7%
\$25,000 - \$34,999	58	3.7%
\$35,000 - \$49,999	168	10.7%
\$50,000 - \$74,999	292	18.6%
\$75,000 - \$99,999	195	12.5%
\$100,000 - \$149,999	478	30.5%
\$150,000 - \$199,999	167	10.7%
\$200,000+	106	6.8%
Median Household Income	\$94,933	
Average Household Income	\$111,680	
Per Capita Income	\$52,660	

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

Source: 2020 Population by Age, 2024 and 2029, U.S. Census Bureau 2020 in 2020 geographies.

	Number	Percent
Age 0 - 4	183	5.2%
Age 5 - 9	216	6.1%
Age 10 - 14	212	6.0%
Age 15 - 19	198	5.6%
Age 20 - 24	257	7.3%
Age 25 - 34	481	13.6%
Age 35 - 44	455	12.9%
Age 45 - 54	400	11.3%
Age 55 - 64	432	12.2%
Age 65 - 74	428	12.1%
Age 75 - 84	219	6.2%
Age 85+	56	1.6%

2024 Population by Age

	Number	Percent
Age 0 - 4	184	5.3%
Age 5 - 9	197	5.7%
Age 10 - 14	206	6.0%
Age 15 - 19	189	5.5%
Age 20 - 24	208	6.0%
Age 25 - 34	501	14.5%
Age 35 - 44	502	14.5%
Age 45 - 54	378	10.9%
Age 55 - 64	400	11.6%
Age 65 - 74	384	11.1%
Age 75 - 84	246	7.1%
Age 85+	66	1.9%

2029 Population by Age

	Number	Percent
Age 0 - 4	177	5.1%
Age 5 - 9	187	5.4%
Age 10 - 14	199	5.8%
Age 15 - 19	194	5.6%
Age 20 - 24	191	5.6%
Age 25 - 34	470	13.7%
Age 35 - 44	484	14.1%
Age 45 - 54	438	12.7%
Age 55 - 64	371	10.8%
Age 65 - 74	361	10.5%
Age 75 - 84	280	8.1%
Age 85+	85	2.5%

Source: Esri forecasts for 2024 and 2029, U.S. Census Bureau 2020 in 2020 geographies.

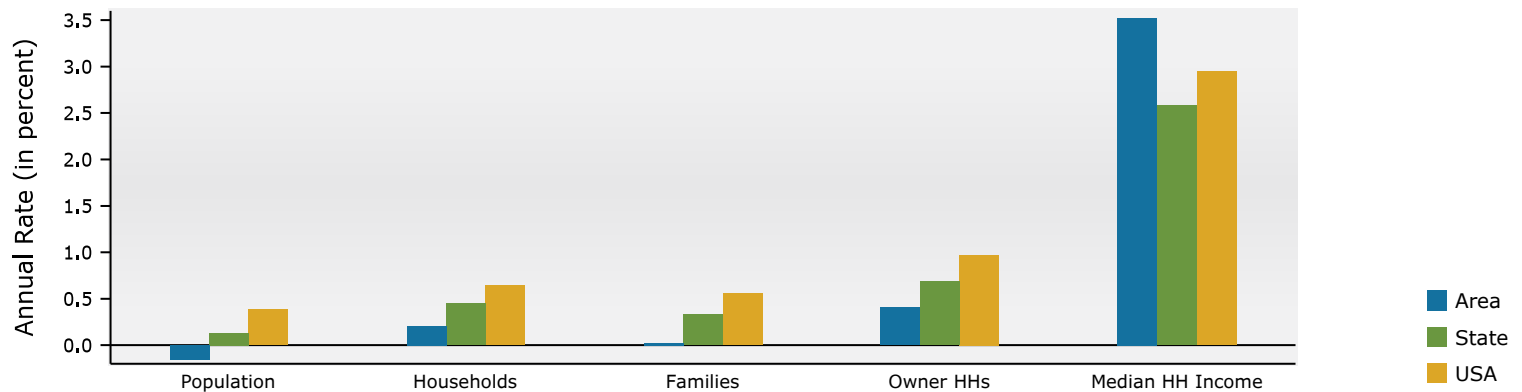
Appendix A

2020 Race and Ethnicity	Number	Percent
White Alone	3,167	89.5%
Black Alone	35	1.0%
American Indian Alone	10	0.3%
Asian Alone	153	4.3%
Pacific Islander Alone	1	0.0%
Some Other Race Alone	37	1.0%
Two or More Races	134	3.8%
Hispanic Origin (Any Race)	114	3.2%

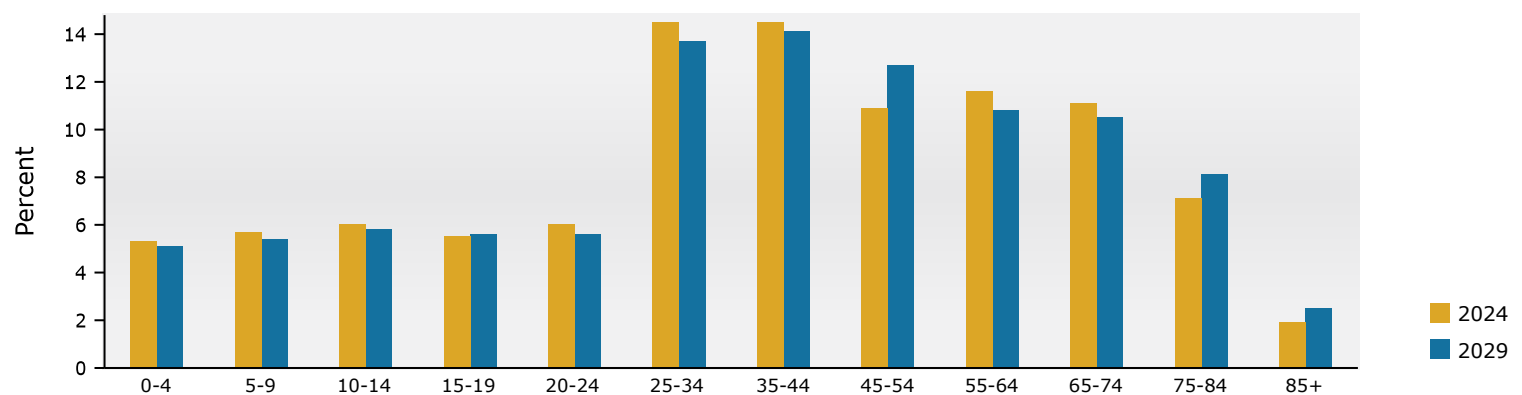
2024 Race and Ethnicity	Number	Percent
White Alone	3,077	89.0%
Black Alone	37	1.1%
American Indian Alone	12	0.3%
Asian Alone	152	4.4%
Pacific Islander Alone	1	0.0%
Some Other Race Alone	41	1.2%
Two or More Races	139	4.0%
Hispanic Origin (Any Race)	125	3.6%

2029 Race and Ethnicity	Number	Percent
White Alone	3,023	88.0%
Black Alone	40	1.2%
American Indian Alone	12	0.3%
Asian Alone	164	4.8%
Pacific Islander Alone	1	0.0%
Some Other Race Alone	44	1.3%
Two or More Races	150	4.4%
Hispanic Origin (Any Race)	134	3.9%

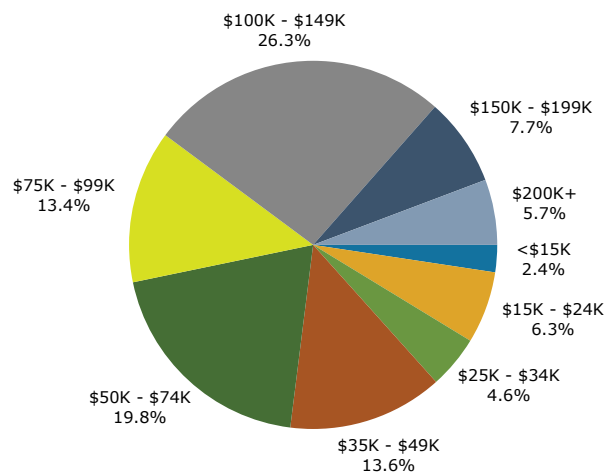
Trends 2024-2029



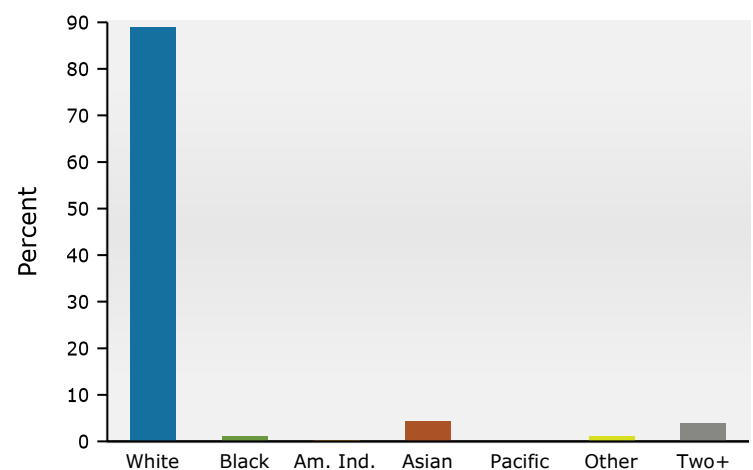
Population by Age



2024 Household Income



2024 Population by Race



Data for all businesses in area				
Total Businesses:	102			
Total Employees:	1,703			
Total Population:	3,460			
Employee/Population Ratio (per 100 Residents)	49			
by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	2	2.0%	5	0.3%
Construction	4	3.9%	29	1.7%
Manufacturing	6	5.9%	184	10.8%
Transportation	2	2.0%	36	2.1%
Communication	1	1.0%	6	0.4%
Utility	0	0.0%	0	0.0%
Wholesale Trade	5	4.9%	85	5.0%
Retail Trade Summary	26	25.5%	595	34.9%
Home Improvement	3	2.9%	41	2.4%
General Merchandise Stores	1	1.0%	107	6.3%
Food Stores	3	2.9%	56	3.3%
Auto Dealers & Gas Stations	1	1.0%	24	1.4%
Apparel & Accessory Stores	1	1.0%	5	0.3%
Furniture & Home Furnishings	3	2.9%	79	4.6%
Eating & Drinking Places	6	5.9%	113	6.6%
Miscellaneous Retail	8	7.8%	170	10.0%
Finance, Insurance, Real Estate Summary	10	9.8%	123	7.2%
Banks, Savings & Lending Institutions	3	2.9%	27	1.6%
Securities Brokers	2	2.0%	7	0.4%
Insurance Carriers & Agents	3	2.9%	84	4.9%
Real Estate, Holding, Other Investment Offices	2	2.0%	5	0.3%
Services Summary	40	39.2%	538	31.6%
Hotels & Lodging	0	0.0%	1	0.1%
Automotive Services	5	4.9%	20	1.2%
Movies & Amusements	2	2.0%	37	2.2%
Health Services	7	6.9%	204	12.0%
Legal Services	1	1.0%	6	0.4%
Education Institutions & Libraries	0	0.0%	0	0.0%
Other Services	24	23.5%	269	15.8%
Government	2	2.0%	100	5.9%
Unclassified Establishments	3	2.9%	2	0.1%
Totals	102	100.0%	1,703	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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.

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.1%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	6	5.9%	34	2.0%
Manufacturing	7	6.9%	197	11.6%
Wholesale Trade	5	4.9%	85	5.0%
Retail Trade	18	17.6%	467	27.4%
Motor Vehicle & Parts Dealers	1	1.0%	24	1.4%
Furniture & Home Furnishings Stores	2	2.0%	44	2.6%
Electronics & Appliance Stores	0	0.0%	24	1.4%
Building Material & Garden Equipment & Supplies Dealers	3	2.9%	41	2.4%
Food & Beverage Stores	0	0.0%	4	0.2%
Health & Personal Care Stores	3	2.9%	71	4.2%
Gasoline Stations & Fuel Dealers	1	1.0%	6	0.4%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	1	1.0%	5	0.3%
Sporting Goods, Hobby, Book, & Music Stores	4	3.9%	139	8.2%
General Merchandise Stores	2	2.0%	109	6.4%
Transportation & Warehousing	2	2.0%	36	2.1%
Information	3	2.9%	51	3.0%
Finance & Insurance	8	7.8%	120	7.0%
Central Bank/Credit Intermediation & Related Activities	3	2.9%	27	1.6%
Securities & Commodity Contracts	2	2.0%	7	0.4%
Funds, Trusts & Other Financial Vehicles	3	2.9%	85	5.0%
Real Estate, Rental & Leasing	3	2.9%	10	0.6%
Professional, Scientific & Tech Services	8	7.8%	120	7.0%
Legal Services	1	1.0%	6	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative, Support & Waste Management Services	3	2.9%	10	0.6%
Educational Services	0	0.0%	3	0.2%
Health Care & Social Assistance	10	9.8%	240	14.1%
Arts, Entertainment & Recreation	2	2.0%	36	2.1%
Accommodation & Food Services	7	6.9%	115	6.8%
Accommodation	0	0.0%	1	0.1%
Food Services & Drinking Places	7	6.9%	114	6.7%
Other Services (except Public Administration)	14	13.7%	76	4.5%
Automotive Repair & Maintenance	4	3.9%	15	0.9%
Public Administration	2	2.0%	100	5.9%
Unclassified Establishments	3	2.9%	2	0.1%
Total	102	100.0%	1,703	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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.

From: [Andrew Zuge](#)
To: [Ryan Kernosky](#); [Chris Klesmith](#)
Subject: Southeast Planning Area Comprehensive Plan
Date: Wednesday, August 28, 2024 8:11:42 PM

Dear Mr. Chris Klesmith and Mr. Ryan Kernosky,

Thank you for the work you have done in updating the City's Comprehensive Plan. My wife and I are homeowners in the Southeast Planning Area and am writing to share my comments in advance of the September 3rd City of Stevens Point Planning Commission hearing. My comments pertain to the undeveloped land located at the corner of Hoover Road and County Road HH and the City of Stevens Point Comprehensive Plan Southeast Planning Area 2024 Update as it was published on August 20, 2024. The policies affecting this land are Housing Policy 1.1.3 and Future Land Use Policy 1.3.3.

Policy 1.1.3: Work with owners of parcels adjacent to Hoover Ave (parcels ..., and 281230802301117) to subdivide and/or zone the parcels to zoning classifications that protect the interior residential subdivisions. All of the parcels listed above separate high traffic roads from predominantly single family residential neighborhoods. The latter town parcels are large enough to accommodate the addition of both single and multifamily housing. At the very minimum, if commercial construction is performed on these parcels, visual and auditory screening conditions should be set in place to protect existing residents.

Policy 1.3.3: Designate the future land use for land adjacent to Hoover Road and County Road HH for commercial use. Recommend that the development of these parcels build single family and small multifamily buildings between commercial buildings and the existing residential subdivisions.

I understand that the affected parcels may have been mistakenly understood to be zoned for commercial use when the proposed policies were made. The parcels, 281-23-0802301117, 281-23-0802301118, and 281-23-0802301119 are currently zoned for single-family residential use. The city must refrain from taking action to rezone this area for commercial use and allow this area to remain zoned for residential development for the following reasons:

Preservation of the character of the neighborhood. The Village Green Neighborhood that abuts the affected parcels was largely developed in the 1970s. It comprises approximately 180 well-kept single-family houses and a well-loved city park. It is home to a wide age demographic who enjoy the quiet streets and rural character.

Matching policies with the stated objectives in the Comprehensive Plan. The policies affecting the Hoover/HH land are inconsistent with the listed objectives.

Housing Policy 1.1.3. talks about working with the owners of undeveloped parcels to protect surrounding residential subdivisions. The Hoover/HH land is one of the listed parcels. The other listed parcels are currently zoned as "neighborhood business" and "light industrial;" those parcels may benefit from the city creating visual or auditory screening conditions to

protect the neighboring residence. The best way to protect the residents near the Hoover/HH parcel is to simply allow the area to remain zoned for residential use.

Future Land Use Policy 1.3.3 is inconsistent with the listed objective and adjacent policies. The listed objective focuses on creating more living space near existing amenities and protecting neighborhood characteristics. Future Land Use Policy 1.3.5 recommends residential in-fill for the land behind Herrschners. Independent of surrounding policies, Policy 1.3.5 is unobjectionable, but it highlights the absurdity of Policy 1.3.3. The area behind Herrschners affected by Policy 1.3.5 is currently zoned commercial. As such, the owners are well within their rights to develop it commercially if they so choose, and the city would have little control over this. The houses that abut this property were built and purchased with the understanding that they were located next to Herrschner's and commercially-zoned land. Though it is still admirable to encourage residential infill to protect those residents, it is astonishing that the city would at the same time work to dismantle the neighborhood character of the Village Green Neighborhood by changing the zoning for the Hoover Road/HH parcels and encouraging commercial development there. The Village Green Neighborhood was built on land that was zoned residential and largely surrounded by quiet wooded areas and farm fields. Though it was bordered by I-39 and the industrial park, wooded strips of land create a substantial visual and auditory screen. Since the development of the Village Green Neighborhood nearby developments include Crossroads Commons, the Windsor Apartments, and the Aspirus Clinic. However, none of these developments has so substantially changed the character of the neighborhood as would changing the zoning of the Hoover/HH land to allow for commercial development within the footprint of the neighborhood.

Existing and future need for additional housing. The Comprehensive Plan predicts a growth in housing demand, in part, due to a low vacancy rate. The Southeast planning area has only a 2.9% vacancy rate because it is a desirable location for housing. The Comprehensive Plan also points out that there are only 35.75 acres of undeveloped land that could be used to accommodate residential or commercial development. The affected parcels make up 18 acres, half, of that undeveloped land. This land needs to retain a residential zoning designation to provide for housing needs.

Absence of demand for additional commercial space at this time.

The Comprehensive Plan explains that some community members have expressed a desire for additional social businesses within walking distance like cafes and restaurants, however, in the plan and at the August 20 information session the city acknowledges that the current population density is only a fraction of what would be needed to support these types of businesses. The numbers given at the information session were that these types of businesses require 6,000 residents per square mile. The Southside planning area is nowhere near this density, so though it would be nice to have more walkable businesses here, it is not feasible. The zoning of the affected parcels should not be changed to commercial with lofty aspirations of walkable, small, social businesses when that aspiration cannot be a reality.

Additionally, there is an abundance of available commercial space currently for lease or otherwise currently unused in the area. Much of the commercially-zoned land exists just outside of the political boundaries of the Southside planning area. Setting aside even more space for commercial development when it isn't needed only promotes the deterioration of existing commercial spaces and pushes affordable housing further out of reach for many.

Traffic considerations and walkability concerns. Given the complexity of the Hoover and HH intersection, the city needs to give far more consideration to the traffic implications of rezoning the adjacent parcel before making any changes. Commercial development would

create new streets and new intersections that cannot be easily accommodated within the existing infrastructure of the Hoover/HH intersection. The community also indicated a clear desire for paths that are more accessible for walking and biking. Creating a new commercial space in a residential neighborhood creates significant traffic concerns for all modes of transportation and potential costs for taxpayers. With Policy 1.3.3, the comprehensive plan creates traffic issues but provides no solution.

There are more than sufficient reasons for the city to refrain from rezoning the land located at the corner of Hoover Road and County Road HH. Keeping that land zoned residential supports the residents of the Village Green Neighborhood. Beyond that, it also supports the community by providing more space for housing in an in-demand neighborhood. The highest and best purpose for the land is housing. The current owners of the land, a development company with a Madison-area address, bought the land knowing that it was zoned residential. If the owners of the land have a desire for the land to be rezoned, they should be allowed to follow the normal channels for rezoning or requesting a variance. However, under no circumstances should the city be taking action to preemptively rezone this residential neighborhood within the process of the comprehensive plan update.

Thank you for considering my concerns during this planning process.

Sincerely,

Andrew and Jessie Zuge
5228 Howard Ave

From: [Mike Wiza](#)
To: [Jocelyn Donahue](#); [Ryan Kernosky](#)
Subject: RE: Comments re Comprehensive Plan Southeast Planning Area and HH-Hoover Parcels
Date: Tuesday, August 27, 2024 8:43:21 AM

Jocelyn,

Thank you for the well thought out comments. I'll forward them to the Neighborhood Planner who is putting together the feedback for the Comprehensive Plan.

Mayor Mike Wiza (He/Him)
City of Stevens Point, WI
mwiza@stevenspoint.com
715-346-1570
www.stevenspoint.com

From: Jocelyn Donahue <donahuejocelyn@gmail.com>
Sent: Monday, August 26, 2024 9:45 PM
To: Ryan Kernosky <rkernosky@stevenspoint.com>; Mike Wiza <MWiza@stevenspoint.com>
Subject: Comments re Comprehensive Plan Southeast Planning Area and HH-Hoover Parcels

Dear Mr. Mayor and Mr. Ryan Kernosky,

Thank you for the work you have done in updating the City's Comprehensive Plan. I am a homeowner in the Southeast Planning Area and am writing to share my comments in advance of the September 3rd City of Stevens Point Planning Commission hearing, though I also intend to be present at the hearing. My comments pertain to the undeveloped land located at the corner of Hoover Road and County Road HH and the *City of Stevens Point Comprehensive Plan Southeast Planning Area 2024 Update* as it was published on August 20, 2024. The policies affecting this land are Housing Policy 1.1.3 and Future Land Use Policy 1.3.3.

Policy 1.1.3: Work with owners of parcels adjacent to Hoover Ave (parcels ..., and 281230802301117) to subdivide and/or zone the parcels to zoning classifications that protect the interior residential subdivisions. All of the parcels listed above separate high traffic roads from predominantly single family residential neighborhoods. The latter town parcels are large enough to accommodate the addition of both single and multifamily housing. At the very minimum, if commercial construction is performed on these parcels, visual and auditory screening conditions should be set in place to protect existing residents.

Policy 1.3.3: Designate the future land use for land adjacent to Hoover Road and County Road HH for commercial use. Recommend that the development of these parcels build single family and small multifamily buildings between commercial buildings and the existing residential subdivisions.

I understand that the affected parcels may have been mistakenly understood to be zoned for commercial use when the proposed policies were made. The parcels, 281-23-0802301117, 281-23-0802301118, and 281-23-0802301119 are *currently zoned for single-family residential use*. The city must refrain from taking action to rezone this area for commercial use and allow this area to remain zoned for residential development for the following reasons:

- **Preservation of the character of the neighborhood.** The Village Green Neighborhood that abuts the affected parcels was largely developed in the 1970s. It comprises approximately 180 well-kept single-family houses and a well-loved city park. It is home to a wide age demographic who enjoy the quiet streets and rural character.
- **Matching policies with the stated objectives in the Comprehensive Plan.** The policies affecting the Hoover/HH land are inconsistent with the listed objectives.
 - Housing Policy 1.1.3. talks about working with the owners of undeveloped parcels to protect surrounding residential subdivisions. The Hoover/HH land is one of the listed parcels. The other listed parcels are currently zoned as “neighborhood business” and “light industrial;” those parcels may benefit from the city creating visual or auditory screening conditions to protect the neighboring residence. The best way to protect the residents near the Hoover/HH parcel is to simply allow the area to remain zoned for residential use.
 - Future Land Use Policy 1.3.3 is inconsistent with the listed objective and adjacent policies. The listed objective focuses on creating more *living* space near existing amenities and protecting neighborhood characteristics. Future Land Use Policy 1.3.5 recommends residential infill for the land behind Herschners. Independent of surrounding policies, Policy 1.3.5 is unobjectionable, but it highlights the absurdity of Policy 1.3.3. The area behind Herschners affected by Policy 1.3.5 is currently zoned commercial. As such, the owners are well within their rights to develop it commercially if they so choose, and the city would have little control over this. The houses that abut this property were built and purchased with the understanding that they were located next to Herschner’s and commercially-zoned land. Though it is still admirable to encourage residential infill to protect those residents, it is astonishing that the city would at the same time work to dismantle the neighborhood character of the Village Green Neighborhood by changing the zoning for the Hoover Road/HH parcels and encouraging commercial development there. The Village Green Neighborhood was built on land that was zoned residential and largely surrounded by quiet wooded areas and farm fields. Though it was bordered by I-39 and the industrial park, wooded strips of land create a substantial visual and auditory screen. Since the development of the Village Green Neighborhood nearby developments include Crossroads Commons, the Windsor Apartments, and the Aspirus

Clinic. However, none of these developments has so substantially changed the character of the neighborhood as would changing the zoning of the Hoover/HH land to allow for commercial development *within the footprint of the neighborhood*.

- **Existing and future need for additional housing.** The Comprehensive Plan predicts a growth in housing demand, in part, due to a low vacancy rate. The Southeast planning area has only a 2.9% vacancy rate because it is a desirable location for housing. The Comprehensive Plan also points out that there are only 35.75 acres of undeveloped land that could be used to accommodate residential or commercial development. The affected parcels make up 18 acres, half, of that undeveloped land. This land needs to retain a residential zoning designation to provide for housing needs. It is important for the city to provide opportunities for first-time homeowners. Rezoning the area to allow for missing middle housing like single-family, duplex, and townhomes provides for those ownership opportunities. In the Southeast Planning Area, the majority of homes are owner-occupied, and it is an ideal place to add more of this type of stable housing. Rezoning the area as commercial or high-density residential would hurt the current residents of the neighborhood and it would hurt all the people who would miss out on an opportunity at home ownership in such a nice neighborhood.
- **Absence of demand for additional commercial space at this time.**
 - The Comprehensive Plan explains that some community members have expressed a desire for additional social businesses within walking distance like cafes and restaurants, however, in the plan and at the August 20 information session the city acknowledges that the current population density is only a fraction of what would be needed to support these types of businesses. The numbers given at the information session were that these types of businesses require 6,000 residents per square mile. The Southside planning area is nowhere near this density, so though it would be nice to have more walkable businesses here, it is not feasible. The zoning of the affected parcels should not be changed to commercial with lofty aspirations of walkable, small, social businesses when that aspiration cannot be a reality.
 - Additionally, there is an abundance of available commercial space currently for lease or otherwise currently unused in the area. Much of the commercially-zoned land exists just outside of the political boundaries of the Southside planning area. Setting aside even more space for commercial development when it isn't needed only promotes the deterioration of existing commercial spaces and pushes affordable housing further out of reach for many.
- **Traffic considerations and walkability concerns.** Given the complexity of the Hoover and HH intersection, the city needs to give far more consideration to the traffic implications of rezoning the adjacent parcel *before* making any changes. Commercial development would create new streets and new intersections that

cannot be easily accommodated within the existing infrastructure of the Hoover/HH intersection. The community also indicated a clear desire for paths that are more accessible for walking and biking. Creating a new commercial space in a residential neighborhood creates significant traffic concerns for all modes of transportation and potential costs for taxpayers. With Policy 1.3.3, the comprehensive plan creates traffic issues but provides no solution.

There are more than sufficient reasons for the city to refrain from rezoning the land located at the corner of Hoover Road and County Road HH. Keeping that land zoned residential supports the residents of the Village Green Neighborhood. Beyond that, it also supports the community by providing more space for housing in an in-demand neighborhood. The highest and best purpose for the land is housing. The land can and should be used to fulfill the need for missing middle housing and to give more people the opportunity for homeownership.

The current owners of the land, a development company with a Madison-area address, bought the land knowing that it was zoned residential. Though the owners must have known this when the land was purchased, the owner advertised the land for commercial lease for months, which appears intentional and deceptive. The signs advertising commercial use have since been removed from the land as have the development plans that had been listed on their website. If the owners of the land have a desire for the land to be rezoned, they should be allowed to follow the normal channels for rezoning or requesting a variance. Under no circumstances should the city be taking action to preemptively rezone this residential neighborhood within the process of the comprehensive plan update. This benefits only the development company, with no other ties to this community.

Thank you for considering my concerns during this planning process.

Sincerely,

Jocelyn Donahue-Renfert

3349 Orchid Lane, Stevens Point, WI 54481

From: d.donahue@charter.net
To: [Ryan Kernosky](#); [Chris Klesmith](#); [Mike Wiza](#); [District 7](#); damiskow@gmail.com; beacomsp@gmail.com; pete.amtsen@sandcountynv.com; matt.mike.rice@gmail.com; band-candy@hotmail.com; [District 6](#)
Subject: Keep Village Green Neighborhood Residential
Date: Wednesday, August 28, 2024 3:15:08 PM

Good afternoon,

It was recently brought to my attention that the city is updating its comprehensive plan and looking to incorporate Policy 1.3.3 designating the property at the corner of Hoover Road and County Road HH for commercial development. We are vehemently opposed to this.

We moved to this area in 1994 and were annexed into the City of Stevens Point in approximately 1997. At this time, it was still potato fields and cow pastures—beautiful and peaceful. And then things started changing. About 15 or so years ago, the city was updating its comprehensive plan. We attended meetings and voiced our thoughts regarding changes that would adversely affect the Village Green Neighborhood. Village Green is the subdivision bordered by I-39, County Road HH, Hoover Road, and the utility easement between the subdivision and the industrial park. We feel our area is constantly being offered for encroachment. The comprehensive plan states that the city is to preserve and protect the integrity of existing structure when looking at future development.

In the past, we had to join the “battle” to keep Highway 10 from relocating a new interchange that would have connected to I-39 just south of Crossroads Commons with the exchange eliminating houses and taking additional land from homeowners in the subdivision. Thankfully, the hard work of everyone involved kept the interchange from destroying our neighborhood. Then the city wanted to build a second access road into the industrial park constructing the road directly behind several neighborhood homeowners and the heavily utilized community park, further attacking our local district. This was especially irritating as there had been a perfectly great road right next to the railroad tracks. Again, thanks to hardworking neighbors and council people listening, this did not happen. The addition of the business park has brought increased noise and light pollution to our community along with a major increase in traffic. While great for business, it does little in maintaining living enjoyment in the neighborhood or protecting housing values. The addition of Crossroads Commons, while not a city creation, has also upset our quiet community, and the Village has designated the south side of Highway HH as commercial. Yeah!

Now this wonderful, friendly section is being attacked again for more commercial encroachment. The city is looking to preemptively rezone the corner of HH and Hoover. Additional commercial property is not needed in the city; there is already an abundance of vacant buildings and commercial-zoned land available for sale and lease all over the city. What is missing is residential housing. These parcels are already zoned R-1. Building single family houses, duplexes, or even 4-plexes creating what is truly needed by the people of Stevens Point seems to make a lot more sense than adding commercial space that is available everywhere. The most a commercial development needs to do to separate itself from the existing neighborhood is put up a fence. Wow, a fence. How nice. I bet everyone would enjoy a fence, as opposed to the beautiful woods and wildlife that already exist here and is interspersed throughout the half-acre lots in this subdivision.

Keeping Village Green Residential is of high importance to ALL the families in the neighborhood. As stated in the previous comprehensive plan of the city's obligation, please preserve and protect the integrity of our beautiful, 55-year-old neighborhood. Do not allow the corner of Hoover and HH to rezone to commercial; keep it all residential and intact.

Sincerely,

Joe and DeeAnn Donahue
3395 Howard Avenue
Stevens Point, WI 54481

Dear Mr. Ryan Kernosky,

Thank you for the work you have done in updating the City's Comprehensive Plan. I am a **[homeowner/resident]** in the Southeast Planning Area and am writing to share my comments in advance of the September 3rd City of Stevens Point Planning Commission hearing. My comments pertain to the undeveloped land located at the corner of Hoover Road and County Road HH and the *City of Stevens Point Comprehensive Plan Southeast Planning Area 2024 Update* as it was published on August 20, 2024. The policies affecting this land are Housing Policy 1.1.3 and Future Land Use Policy 1.3.3.

Policy 1.1.3: Work with owners of parcels adjacent to Hoover Ave (parcels ..., and 281230802301117) to subdivide and/or zone the parcels to zoning classifications that protect the interior residential subdivisions. All of the parcels listed above separate high traffic roads from predominantly single family residential neighborhoods. The latter town parcels are large enough to accommodate the addition of both single and multifamily housing. At the very minimum, if commercial construction is performed on these parcels, visual and auditory screening conditions should be set in place to protect existing residents.

Policy 1.3.3: Designate the future land use for land adjacent to Hoover Road and County Road HH for commercial use. Recommend that the development of these parcels build single family and small multifamily buildings between commercial buildings and the existing residential subdivisions.

I understand that the affected parcels may have been mistakenly understood to be zoned for commercial use when the proposed policies were made. The parcels, 281-23-0802301117, 281-23-0802301118, and 281-23-0802301119 are *currently zoned for single-family residential use*. The city must refrain from taking action to rezone this area for commercial use and allow this area to remain zoned for residential development for the following reasons:

- **Preservation of the character of the neighborhood.** The Village Green Neighborhood that abuts the affected parcels was largely developed in the 1970s. It comprises approximately 180 well-kept single-family houses and a well-loved city park. It is home to a wide age demographic who enjoy the quiet streets and rural character.
- **Matching policies with the stated objectives in the Comprehensive Plan.** The policies affecting the Hoover/HH land are inconsistent with the listed objectives.
 - Housing Policy 1.1.3. talks about working with the owners of undeveloped parcels to protect surrounding residential subdivisions. The Hoover/HH land is one of the listed parcels. The other listed parcels are currently zoned as "neighborhood business" and "light industrial;" those parcels may benefit from the city creating visual or auditory screening conditions to protect the neighboring residence. The best way to protect the residents near the Hoover/HH parcel is to simply allow the area to remain zoned for residential use.
 - Future Land Use Policy 1.3.3 is inconsistent with the listed objective and adjacent policies. The listed objective focuses on creating more *living* space near existing amenities and protecting neighborhood characteristics. [Future Land Use Policy 1.3.5](#) recommends residential in-fill for the land behind Herrschners.

Independent of surrounding policies, Policy 1.3.5 is unobjectionable, but it highlights the absurdity of Policy 1.3.3. The area behind Herrschners affected by Policy 1.3.5 is currently zoned commercial. As such, the owners are well within their rights to develop it commercially if they so choose, and the city would have little control over this. The houses that abut this property were built and purchased with the understanding that they were located next to Herrschner's and commercially-zoned land. Though it is still admirable to encourage residential infill to protect those residents, it is astonishing that the city would at the same time work to dismantle the neighborhood character of the Village Green Neighborhood by changing the zoning for the Hoover Road/HH parcels and encouraging commercial development there. The Village Green Neighborhood was built on land that was zoned residential and largely surrounded by quiet wooded areas and farm fields. Though it was boarded by I-39 and the industrial park, wooded strips of land create a substantial visual and auditory screen. Since the development of the Village Green Neighborhood nearby developments include Crossroads Commons, the Windsor Apartments, and the Aspirus Clinic. However, none of these developments has so substantially changed the character of the neighborhood as would changing the zoning of the Hoover/HH land to allow for commercial development *within the footprint of the neighborhood*.

- **Existing and future need for additional housing.** The Comprehensive Plan predicts a growth in housing demand, in part, due to a low vacancy rate. The Southeast planning area has only a 2.9% vacancy rate because it is a desirable location for housing. The Comprehensive Plan also points out that there are only 35.75 acres of undeveloped land that could be used to accommodate residential or commercial development. The affected parcels make up 18 acres, half, of that undeveloped land. This land needs to retain a residential zoning designation to provide for housing needs.
- **Absence of demand for additional commercial space at this time.**
 - The Comprehensive Plan explains that some community members have expressed a desire for additional social businesses within walking distance like cafes and restaurants, however, in the plan and at the August 20 information session the city acknowledges that the current population density is only a fraction of what would be needed to support these types of businesses. The numbers given at the information session were that these types of businesses require 6,000 residents per square mile. The Southside planning area is nowhere near this density, so though it would be nice to have more walkable businesses here, it is not feasible. The zoning of the affected parcels should not be changed to commercial with lofty aspirations of walkable, small, social businesses when that aspiration cannot be a reality.
 - Additionally, there is an abundance of available commercial space currently for lease or otherwise currently unused in the area. Much of the commercially-zoned land exists just outside of the political boundaries of the Southside planning area.

Setting aside even more space for commercial development when it isn't needed only promotes the deterioration of existing commercial spaces and pushes affordable housing further out of reach for many.

- **Traffic considerations and walkability concerns.** Given the complexity of the Hoover and HH intersection, the city needs to give far more consideration to the traffic implications of rezoning the adjacent parcel *before* making any changes. Commercial development would create new streets and new intersections that cannot be easily accommodated within the existing infrastructure of the Hoover/HH intersection. The community also indicated a clear desire for paths that are more accessible for walking and biking. Creating a new commercial space in a residential neighborhood creates significant traffic concerns for all modes of transportation and potential costs for taxpayers. With Policy 1.3.3, the comprehensive plan creates traffic issues but provides no solution.

There are more than sufficient reasons for the city to refrain from rezoning the land located at the corner of Hoover Road and County Road HH. Keeping that land zoned residential supports the residents of the Village Green Neighborhood. Beyond that, it also supports the community by providing more space for housing in an in-demand neighborhood. The highest and best purpose for the land is housing. The current owners of the land, a development company with a Madison-area address, bought the land knowing that it was zoned residential. If the owners of the land have a desire for the land to be rezoned, they should be allowed to follow the normal channels for rezoning or requesting a variance. However, under no circumstances should the city be taking action to preemptively rezone this residential neighborhood within the process of the comprehensive plan update.

Thank you for considering my concerns during this planning process.

Sincerely,

Name

Joel W. Schulz
Vicki Schulz
3301 HOWARD AVE
STEVENS POINT, WI 54481
715-340-2113

Dear Mr. Chris Klesmith,

Thank you for the work you have done in updating the City's Comprehensive Plan. I am a homeowner in the Southeast Planning Area and am writing to share my comments in advance of the September 3rd City of Stevens Point Planning Commission hearing. My comments pertain to the undeveloped land located at the corner of Hoover Road and County Road HH and the *City of Stevens Point Comprehensive Plan Southeast Planning Area 2024 Update* as it was published on August 20, 2024. The policies affecting this land are Housing Policy 1.1.3 and Future Land Use Policy 1.3.3.

Policy 1.1.3: Work with owners of parcels adjacent to Hoover Ave (parcels ..., and 281230802301117) to subdivide and/or zone the parcels to zoning classifications that protect the interior residential subdivisions. All of the parcels listed above separate high traffic roads from predominantly single family residential neighborhoods. The latter town parcels are large enough to accommodate the addition of both single and multifamily housing. At the very minimum, if commercial construction is performed on these parcels, visual and auditory screening conditions should be set in place to protect existing residents.

Policy 1.3.3: Designate the future land use for land adjacent to Hoover Road and County Road HH for commercial use. Recommend that the development of these parcels build single family and small multifamily buildings between commercial buildings and the existing residential subdivisions.

I understand that the affected parcels may have been mistakenly understood to be zoned for commercial use when the proposed policies were made. The parcels, 281-23-0802301117, 281-23-0802301118, and 281-23-0802301119 are *currently zoned for single-family residential use*. The city must refrain from taking action to rezone this area for commercial use and allow this area to remain zoned for residential development for the following reasons:

- **Preservation of the character of the neighborhood.** The Village Green Neighborhood that abuts the affected parcels was largely developed in the 1970s. It comprises approximately 180 well-kept single-family houses and a well-loved city park. It is home to a wide age demographic who enjoy the quiet streets and rural character.
- **Matching policies with the stated objectives in the Comprehensive Plan.** The policies affecting the Hoover/HH land are inconsistent with the listed objectives.
 - Housing Policy 1.1.3. talks about working with the owners of undeveloped parcels to protect surrounding residential subdivisions. The Hoover/HH land is one of the listed parcels. The other listed parcels are currently zoned as "neighborhood business" and "light industrial;" those parcels may benefit from the city creating visual or auditory screening conditions to protect the neighboring residence. The best way to protect the residents near the Hoover/HH parcel is to simply allow the area to remain zoned for residential use.
 - Future Land Use Policy 1.3.3 is inconsistent with the listed objective and adjacent policies. The listed objective focuses on creating more *living* space near existing amenities and protecting neighborhood characteristics. [Future Land Use Policy 1.3.5](#) recommends residential in-fill for the land behind Herrschners.

Independent of surrounding policies, Policy 1.3.5 is unobjectionable, but it highlights the absurdity of Policy 1.3.3. The area behind Herrschners affected by Policy 1.3.5 is currently zoned commercial. As such, the owners are well within their rights to develop it commercially if they so choose, and the city would have little control over this. The houses that abut this property were built and purchased with the understanding that they were located next to Herrschner's and commercially-zoned land. Though it is still admirable to encourage residential infill to protect those residents, it is astonishing that the city would at the same time work to dismantle the neighborhood character of the Village Green Neighborhood by changing the zoning for the Hoover Road/HH parcels and encouraging commercial development there. The Village Green Neighborhood was built on land that was zoned residential and largely surrounded by quiet wooded areas and farm fields. Though it was bordered by I-39 and the industrial park, wooded strips of land create a substantial visual and auditory screen. Since the development of the Village Green Neighborhood nearby developments include Crossroads Commons, the Windsor Apartments, and the Aspirus Clinic. However, none of these developments has so substantially changed the character of the neighborhood as would changing the zoning of the Hoover/HH land to allow for commercial development *within the footprint of the neighborhood*.

- **Existing and future need for additional housing.** The Comprehensive Plan predicts a growth in housing demand, in part, due to a low vacancy rate. The Southeast planning area has only a 2.9% vacancy rate because it is a desirable location for housing. The Comprehensive Plan also points out that there are only 35.75 acres of undeveloped land that could be used to accommodate residential or commercial development. The affected parcels make up 18 acres, half, of that undeveloped land. This land needs to retain a residential zoning designation to provide for housing needs.
- **Absence of demand for additional commercial space at this time.**
 - The Comprehensive Plan explains that some community members have expressed a desire for additional social businesses within walking distance like cafes and restaurants, however, in the plan and at the August 20 information session the city acknowledges that the current population density is only a fraction of what would be needed to support these types of businesses. The numbers given at the information session were that these types of businesses require 6,000 residents per square mile. The Southside planning area is nowhere near this density, so though it would be nice to have more walkable businesses here, it is not feasible. The zoning of the affected parcels should not be changed to commercial with lofty aspirations of walkable, small, social businesses when that aspiration cannot be a reality.
 - Additionally, there is an abundance of available commercial space currently for lease or otherwise currently unused in the area. Much of the commercially-zoned land exists just outside of the political boundaries of the Southside planning area.

Setting aside even more space for commercial development when it isn't needed only promotes the deterioration of existing commercial spaces and pushes affordable housing further out of reach for many.

- **Traffic considerations and walkability concerns.** Given the complexity of the Hoover and HH intersection, the city needs to give far more consideration to the traffic implications of rezoning the adjacent parcel *before* making any changes. Commercial development would create new streets and new intersections that cannot be easily accommodated within the existing infrastructure of the Hoover/HH intersection. The community also indicated a clear desire for paths that are more accessible for walking and biking. Creating a new commercial space in a residential neighborhood creates significant traffic concerns for all modes of transportation and potential costs for taxpayers. With Policy 1.3.3, the comprehensive plan creates traffic issues but provides no solution.

There are more than sufficient reasons for the city to refrain from rezoning the land located at the corner of Hoover Road and County Road HH. Keeping that land zoned residential supports the residents of the Village Green Neighborhood. Beyond that, it also supports the community by providing more space for housing in an in-demand neighborhood. The highest and best purpose for the land is housing. The current owners of the land, a development company with a Madison-area address, bought the land knowing that it was zoned residential. If the owners of the land have a desire for the land to be rezoned, they should be allowed to follow the normal channels for rezoning or requesting a variance. However, under no circumstances should the city be taking action to preemptively rezone this residential neighborhood within the process of the comprehensive plan update.

Thank you for considering my concerns during this planning process.

Sincerely,

Eric and Chelsea Reed

From: [Savannah Hebior](#)
To: [Chris Klesmith](#)
Subject: Letter regarding comprehensive plan for southeast planning area
Date: Wednesday, August 28, 2024 8:45:09 PM

Dear Mr. Chris Klesmith,

Thank you for the work you have done in updating the City's Comprehensive Plan. I am a homeowner in the Southeast Planning Area and am writing to share my comments in advance of the September 3rd City of Stevens Point Planning Commission hearing. My comments pertain to the undeveloped land located at the corner of Hoover Road and County Road HH and the City of Stevens Point Comprehensive Plan Southeast Planning Area 2024 Update as it was published on August 20, 2024. The policies affecting this land are Housing Policy 1.1.3 and Future Land Use Policy 1.3.3.

My husband and I moved to this neighborhood in 2019, it was the top of our list for neighborhoods we wanted to purchase a home in. While within easy distance to many amenities, the wooded strips surrounding the neighborhood give it a very quiet and secluded feel. We bought our home with the hope of expanding our family. In 2020 our daughter was born. While we have an amazing backyard we spend more time in the front yard because of the amazing neighbors and quiet street. I can only imagine the amount of increased traffic that would come barreling down every neighborhood street if the land located at the corner of Hoover Road and HH were to be zoned for commercial use. My husband and I have noticed a drastic swing in the neighborhood of young families moving in with children. That will not be the case if busy commercial property is in the back yard of our neighborhood.

Policy 1.1.3: Work with owners of parcels adjacent to Hoover Ave (parcels ..., and 281230802301117) to subdivide and/or zone the parcels to zoning classifications that protect the interior residential subdivisions. All of the parcels listed above separate high traffic roads from predominantly single family residential neighborhoods. The latter town parcels are large enough to accommodate the addition of both single and multifamily housing. At the very minimum, if commercial construction is performed on these parcels, visual and auditory screening conditions should be set in place to protect existing residents.

Policy 1.3.3: Designate the future land use for land adjacent to Hoover Road and County Road HH for commercial use. Recommend that the development of these parcels build single family and small multifamily buildings between commercial buildings and the existing residential subdivisions.

I understand that the affected parcels may have been mistakenly understood to be zoned for commercial use when the proposed policies were made. The parcels, 281-23-0802301117, 281-23-0802301118, and 281-23-0802301119 are currently zoned for single-family residential use. The city must refrain from taking action to rezone this area for commercial use and allow this area to remain zoned for residential development for the following reasons:

Preservation of the character of the neighborhood. The Village Green Neighborhood that abuts the affected parcels was largely developed in the 1970s. It comprises approximately 180 well-kept single-family houses and a well-loved city park. It is home to a wide age demographic

who enjoy the quiet streets and rural character.

Matching policies with the stated objectives in the Comprehensive Plan. The policies affecting the Hoover/HH land are inconsistent with the listed objectives.

Housing Policy 1.1.3. talks about working with the owners of undeveloped parcels to protect surrounding residential subdivisions. The Hoover/HH land is one of the listed parcels. The other listed parcels are currently zoned as “neighborhood business” and “light industrial;” those parcels may benefit from the city creating visual or auditory screening conditions to protect the neighboring residence. The best way to protect the residents near the Hoover/HH parcel is to simply allow the area to remain zoned for residential use.

Future Land Use Policy 1.3.3 is inconsistent with the listed objective and adjacent policies. The listed objective focuses on creating more living space near existing amenities and protecting neighborhood characteristics. Future Land Use Policy 1.3.5 recommends residential in-fill for the land behind Herrschners. Independent of surrounding policies, Policy 1.3.5 is unobjectionable, but it highlights the absurdity of Policy 1.3.3. The area behind Herrschners affected by Policy 1.3.5 is currently zoned commercial. As such, the owners are well within their rights to develop it commercially if they so choose, and the city would have little control over this. The houses that abut this property were built and purchased with the understanding that they were located next to Herrschner’s and commercially-zoned land. Though it is still admirable to encourage residential infill to protect those residents, it is astonishing that the city would at the same time work to dismantle the neighborhood character of the Village Green Neighborhood by changing the zoning for the Hoover Road/HH parcels and encouraging commercial development there. The Village Green Neighborhood was built on land that was zoned residential and largely surrounded by quiet wooded areas and farm fields. Though it was bordered by I-39 and the industrial park, wooded strips of land create a substantial visual and auditory screen. Since the development of the Village Green Neighborhood nearby developments include Crossroads Commons, the Windsor Apartments, and the Aspirus Clinic. However, none of these developments has so substantially changed the character of the neighborhood as would changing the zoning of the Hoover/HH land to allow for commercial development within the footprint of the neighborhood.

Existing and future need for additional housing. The Comprehensive Plan predicts a growth in housing demand, in part, due to a low vacancy rate. The Southeast planning area has only a 2.9% vacancy rate because it is a desirable location for housing. The Comprehensive Plan also points out that there are only 35.75 acres of undeveloped land that could be used to accommodate residential or commercial development. The affected parcels make up 18 acres, half, of that undeveloped land. This land needs to retain a residential zoning designation to provide for housing needs.

Absence of demand for additional commercial space at this time.

The Comprehensive Plan explains that some community members have expressed a desire for additional social businesses within walking distance like cafes and restaurants, however, in the plan and at the August 20 information session the city acknowledges that the current population density is only a fraction of what would be needed to support these types of businesses. The numbers given at the information session were that these types of businesses require 6,000 residents per square mile. The Southside planning area is nowhere near this density, so though it would be nice to have more walkable businesses here, it is not feasible. The zoning of the affected parcels should not be changed to commercial with lofty aspirations of walkable, small, social businesses when that aspiration cannot be a reality. Additionally, there is an abundance of available commercial space currently for lease or

otherwise currently unused in the area. Much of the commercially-zoned land exists just outside of the political boundaries of the Southside planning area. Setting aside even more space for commercial development when it isn't needed only promotes the deterioration of existing commercial spaces and pushes affordable housing further out of reach for many.

Traffic considerations and walkability concerns. Given the complexity of the Hoover and HH intersection, the city needs to give far more consideration to the traffic implications of rezoning the adjacent parcel before making any changes. Commercial development would create new streets and new intersections that cannot be easily accommodated within the existing infrastructure of the Hoover/HH intersection. The community also indicated a clear desire for paths that are more accessible for walking and biking. Creating a new commercial space in a residential neighborhood creates significant traffic concerns for all modes of transportation and potential costs for taxpayers. With Policy 1.3.3, the comprehensive plan creates traffic issues but provides no solution.

There are more than sufficient reasons for the city to refrain from rezoning the land located at the corner of Hoover Road and County Road HH. Keeping that land zoned residential supports the residents of the Village Green Neighborhood. Beyond that, it also supports the community by providing more space for housing in an in-demand neighborhood. The highest and best purpose for the land is housing. The current owners of the land, a development company with a Madison-area address, bought the land knowing that it was zoned residential. If the owners of the land have a desire for the land to be rezoned, they should be allowed to follow the normal channels for rezoning or requesting a variance. However, under no circumstances should the city be taking action to preemptively rezone this residential neighborhood within the process of the comprehensive plan update.

Thank you for considering my concerns during this planning process.

Sincerely,

Savannah, Chris and Matilda Hebior
5272 Forest Cir S, Stevens Point

Dear Mr. Ryan Kernosky,

Thank you for the work you have done in updating the City's Comprehensive Plan. I am a homeowner of the Southeast Planning Area and am writing to share my comments in advance of the September 3rd City of Stevens Point Planning Commission hearing. My comments pertain to the undeveloped land located at the corner of Hoover Road and County Road HH and the *City of Stevens Point Comprehensive Plan Southeast Planning Area 2024 Update* as it was published on August 20, 2024. The policies affecting this land are Housing Policy 1.1.3 and Future Land Use Policy 1.3.3.

Policy 1.1.3: Work with owners of parcels adjacent to Hoover Ave (parcels ..., and 281230802301117) to subdivide and/or zone the parcels to zoning classifications that protect the interior residential subdivisions. All of the parcels listed above separate high traffic roads from predominantly single family residential neighborhoods. The latter town parcels are large enough to accommodate the addition of both single and multifamily housing. At the very minimum, if commercial construction is performed on these parcels, visual and auditory screening conditions should be set in place to protect existing residents.

Policy 1.3.3: Designate the future land use for land adjacent to Hoover Road and County Road HH for commercial use. Recommend that the development of these parcels build single family and small multifamily buildings between commercial buildings and the existing residential subdivisions.

I understand that the affected parcels may have been mistakenly understood to be zoned for commercial use when the proposed policies were made. The parcels, 281-23-0802301117, 281-23-0802301118, and 281-23-0802301119 are *currently zoned for single-family residential use*. The city must refrain from taking action to rezone this area for commercial use and allow this area to remain zoned for residential development for the following reasons:

- **Preservation of the character of the neighborhood.** The Village Green Neighborhood that abuts the affected parcels was largely developed in the 1970s. It comprises approximately 180 well-kept single-family houses and a well-loved city park. It is home to a wide age demographic who enjoy the quiet streets and rural character.
- **Matching policies with the stated objectives in the Comprehensive Plan.** The policies affecting the Hoover/HH land are inconsistent with the listed objectives.
 - Housing Policy 1.1.3. talks about working with the owners of undeveloped parcels to protect surrounding residential subdivisions. The Hoover/HH land is one of the listed parcels. The other listed parcels are currently zoned as "neighborhood business" and "light industrial;" those parcels may benefit from the city creating visual or auditory screening conditions to protect the neighboring residence. The best way to protect the residents near the Hoover/HH parcel is to simply allow the area to remain zoned for residential use.

- Future Land Use Policy 1.3.3 is inconsistent with the listed objective and adjacent policies. The listed objective focuses on creating more *living* space near existing amenities and protecting neighborhood characteristics. [Future Land Use Policy 1.3.5](#) recommends residential in-fill for the land behind Herschners. Independent of surrounding policies, Policy 1.3.5 is unobjectionable, but it highlights the absurdity of Policy 1.3.3. The area behind Herschners affected by Policy 1.3.5 is currently zoned commercial. As such, the owners are well within their rights to develop it commercially if they so choose, and the city would have little control over this. The houses that about this property were built and purchased with the understanding that they were located next to Herschner's and commercially-zoned land. Though it is still admirable to encourage residential infill to protect those residents, it is astonishing that the city would at the same time work to dismantle the neighborhood character of the Village Green Neighborhood by changing the zoning for the Hoover Road/HH parcels and encouraging commercial development there. The Village Green Neighborhood was built on land that was zoned residential and largely surrounded by quiet wooded areas and farm fields. Though it was bordered by I-39 and the industrial park, wooded strips of land create a substantial visual and auditory screen. Since the development of the Village Green Neighborhood nearby developments include Crossroads Commons, the Windsor Apartments, and the Aspirus Clinic. However, none of these developments has so substantially changed the character of the neighborhood as would changing the zoning of the Hoover/HH land to allow for commercial development *within the footprint of the neighborhood*.
- **Existing and future need for additional housing.** The Comprehensive Plan predicts a growth in housing demand, in part, due to a low vacancy rate. The Southeast planning area has only a 2.9% vacancy rate because it is a desirable location for housing. The Comprehensive Plan also points out that there are only 35.75 acres of undeveloped land that could be used to accommodate residential or commercial development. The affected parcels make up 18 acres, half, of that undeveloped land. This land needs to retain a residential zoning designation to provide for housing needs.
- **Absence of demand for additional commercial space at this time.**
 - The Comprehensive Plan explains that some community members have expressed a desire for additional social businesses within walking distance like cafes and restaurants, however, in the plan and at the August 20 information session the city acknowledges that the current population density is only a fraction of what would be needed to support these types of businesses. The numbers given at the information session were that these types of businesses require 6,000 residents per square mile. The Southside planning area is nowhere near this density, so though it would be nice to have more walkable businesses here, it is not feasible. The zoning of the affected parcels should not be changed

to commercial with lofty aspirations of walkable, small, social businesses when that aspiration cannot be a reality.

- Additionally, there is an abundance of available commercial space currently for lease or otherwise currently unused in the area. Much of the commercially-zoned land exists just outside of the political boundaries of the Southside planning area. Setting aside even more space for commercial development when it isn't needed only promotes the deterioration of existing commercial spaces and pushes affordable housing further out of reach for many.
- **Traffic considerations and walkability concerns.** Given the complexity of the Hoover and HH intersection, the city needs to give far more consideration to the traffic implications of rezoning the adjacent parcel *before* making any changes. Commercial development would create new streets and new intersections that cannot be easily accommodated within the existing infrastructure of the Hoover/HH intersection. The community also indicated a clear desire for paths that are more accessible for walking and biking. Creating a new commercial space in a residential neighborhood creates significant traffic concerns for all modes of transportation and potential costs for taxpayers. With Policy 1.3.3, the comprehensive plan creates traffic issues but provides no solution.

There are more than sufficient reasons for the city to refrain from rezoning the land located at the corner of Hoover Road and County Road HH. Keeping that land zoned residential supports the residents of the Village Green Neighborhood. Beyond that, it also supports the community by providing more space for housing in an in-demand neighborhood. The highest and best purpose for the land is housing. The current owners of the land, a development company with a Madison-area address, bought the land knowing that it was zoned residential. If the owners of the land have a desire for the land to be rezoned, they should be allowed to follow the normal channels for rezoning or requesting a variance. However, under no circumstances should the city be taking action to preemptively rezone this residential neighborhood within the process of the comprehensive plan update.

Thank you for considering my concerns during this planning process.

Sincerely,

Susan Schlicht

ORDINANCE AMENDMENT

AN ORDINANCE TO AMEND THE COMPREHENSIVE PLAN OF THE CITY OF STEVENS POINT BY ADOPTING THE SOUTHEAST NEIGHBORHOOD PLAN

WHEREAS, that pursuant to Wis. Statutes Section 62.23(2) and (3) the City of Stevens Point, Wisconsin is authorized to prepare and adopt a Comprehensive Plan as defined in Wis. Statutes Section 66.1001(1)(a) and 66.1001(2); and,

WHEREAS, on January 16, 2006, the City of Stevens Point adopted its 2005 Comprehensive Plan; and,

WHEREAS, on February 17, 2022, the City of Stevens Point adopted its Strategic Plan, “People are the Point;” and,

WHEREAS, the Strategic Plan outlined the need for neighborhood “Hub” districts that are unique to Stevens Point that will develop a network of creative nodes across the City that will serve and strengthen the neighborhoods that surround them and expand and diversify the lifestyles supported in the City; and,

WHEREAS, this approach activates two key schools of practice that have proven valuable to contemporary community and economic development: **Placemaking** will elevate the identity of these Hubs, leveraging existing character and informing future housing, commercial, cultural, and recreational investments, and **Walkable Neighborhoods** will inform accessibility, infrastructure, and development within these Hubs in hopes of supporting more complete districts within the community; and,

WHEREAS, this approach also gives Stevens Point the opportunity to improve incrementally, to support local companies in the process, and to test the success of projects before investing on a grander scale; and,

WHEREAS, the City Plan Commission adopted a resolution recommending that the Common Council adopt the Comprehensive Plan Amendment on September 16, 2024, and made a finding that said plan is consistent with the City’s Strategic Plan and the desires to update the City’s 2005 Comprehensive Plan.

ORDINANCE

NOW, THEREFORE, BE IT RESOLVED that pursuant to Wis. Statutes; Section 66.1001, the City Council of the City of Stevens Point, as an aid to the Plan Commission in the performance of their duties, does hereby adopt the Southeast Neighborhood Comprehensive Plan, a copy of which is on file in the office of the City Clerk and open to the public for inspection during normal business hours.

BE IT FURTHER RESOLVED that the Southeast Neighborhood Comprehensive Plan is hereby incorporated as part of the Amended 2005 City Comprehensive Plan and that the

Southeast Neighborhood Comprehensive Plan shall supersede any identifiable conflicts within the 2005 City Comprehensive Plan.

This Ordinance was duly considered and adopted by a majority vote of the Common Council of the City of Stevens Point on September 16, 2024.

Mike Wiza, Mayor

Kari Yenter, City Clerk

Adopted: September 16, 2024

Published:



MEMORANDUM

To: Plan Commission

From: Adam Kuhn, AICP
Associate Planner / Zoning Administrator

Date: September 3, 2024

RE: **Site Plan Review – Proposed Historical Marker at Seramur Park**

Background: The Friends of Emerson Park are proposing to install a historical marker near the southwest corner of Seramur Park that highlights the former use of the property as a public school. The proposed historical marker will be 36" x 36" and will be mounted on two metal poles at a height not to exceed six feet.

Consistent with Section 23.01(11) of the City's Zoning Ordinance and Wis. Stats. 62.23(5), the proposed historical marker would require approval by this Commission and the Common Council. I have reviewed the proposed marker and have determined that it adheres to applicable provisions of the City's Zoning and Historic Preservation Ordinances.

Staff Recommendation: Approve the request for a site plan review to install a historical marker on the property located at 1401 East Avenue (Parcel ID 281240832103401).

ON THIS SITE IN SEPTEMBER 1893 A NEW STEVENS POINT HIGH SCHOOL OPENED



THIS LAND SERVED AS HOME TO TWO HIGH SCHOOLS,
AND FOR OVER A CENTURY, GENERATIONS OF RESIDENTS
WERE EDUCATED ON THESE GROUNDS.

1893

On this parcel, along Clark St., a new Stevens Point High School opens, serving students in grades 7-12 with a faculty of nine teachers.

1923

With student enrollment exceeding capacity, a new school building, later known as Emerson High School opens. Facing East Ave., it connects to the original school by corridor.

1938

The student population continues to grow, and with overcrowding again an issue, P.J. Jacobs High School opens on Main St. and Michigan Ave. Emerson becomes a junior high school.

1962

The original 1893 school building is demolished.

1970

Stevens Point Area Senior High (SPASH) opens on North Point Dr. P.J. Jacobs becomes a junior high and Emerson transitions to an upper elementary, along with nearby Jefferson Elementary.

1991

Emerson transitions to an alternative high school until safety concerns permanently close the building in 2001.

2002

The last school building on the Emerson parcel is demolished, ending 108 years of educating students on this historic city block.



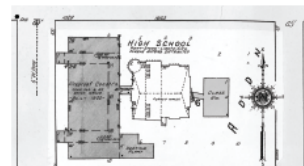
Stevens Point High School, 1893-1923.
Demolished c. 1962



Emerson High (1923-1938), Junior High (1938-1970),
Upper Elementary (1970-1991), Alternative School (1991-2001)



View looking west from Reserve St. Emerson School
is in the rear, next, the original 1893 school, with the
temporary classroom barracks on the front right.



Fire Map illustrating the layout of the three school
buildings; the original 1893 school is centered, with
Emerson School to the left, and barracks to the right.

THANKS TO NEIGHBORHOOD COMMITMENT, PERSEVERANCE, AND PUBLIC AND PRIVATE INVESTMENT, THIS LAND WILL CONTINUE TO BE A COMMUNITY RESOURCE, NEIGHBORHOOD GATHERING SPACE, AND PLACE FOR ENRICHMENT AND GROWTH. THE FRIENDS OF EMERSON PARK WISH TO THANK BOLDT CONSTRUCTION, GRAPHIC HOUSE, AND GARRETT RYAN DESIGN LLC FOR THEIR GENEROUS IN-KIND CONTRIBUTIONS TO THIS HISTORICAL MARKER. For more information on the history of this park space, visit the Parks Department page of the City of Stevens Point website.



APPLICATION FOR A SITE PLAN REVIEW

(Pre-Application Conference is Required for Major and Minor Site Plan Reviews)

ADMINISTRATIVE SUMMARY (Staff Use Only)

Application #		Date Submitted		Fee Required		Fee Paid	
Associated Applications (if any)				Assigned Case Manager			
Pre-Application Conference Date				Minor Site Plan	☐	Major Site Plan	☐

APPLICANT/CONTACT INFORMATION

APPLICANT INFORMATION		CONTACT INFORMATION (Same as Applicant? ☒)	
Applicant Name	Friends of Emerson Park	Contact Name	
Address	2801 Hoover Rd, Unit 1B	Address	
City, State, Zip	Stevens Point, WI 54481	City, State, Zip	
Telephone		Telephone	
Fax		Fax	
Email	friendsofemersonpark@gmail.com	Email	

OWNERSHIP INFORMATION

PROPERTY OWNER OF RECORD 1 INFORMATION (Same as Applicant? ☒)		PROPERTY OWNER OF RECORD 2 INFORMATION (If Needed)	
Owner's Name	City of Stevens Point, Parks Department	Owner's Name	
Address	2442 Sims Ave	Address	
City, State, Zip	Stevens Point, WI 54481	City, State, Zip	
Telephone		Telephone	
Fax		Fax	
Email	dkremer@stevenspoint.com	Email	

PROJECT SUMMARY

Subject Property Location [Please Include Address and Assessor's Identification Number(s)] 1401 East Avenue, Stevens Point, WI		
Parcel 1	Parcel 2	Parcel 3
281-24-0832103401		
Legal Description of Subject Property		
ALL OF BLK 6 BOYINGTON & ATWELL ADD (EMERSON SCHOOL) BNG PRT SENE S32 T24 08 452/428-89;840475		
Area of Subject Property (Acres/Sq Ft)		
2.101 Acres, 91,500 sq ft		
Current Zoning District(s)		
R3 Two Family, Clark Street Historic		

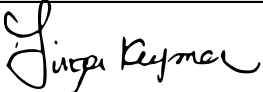
Designated Future Land Use Category	Current Use of Property	Proposed Use of Property	
Residential	City Park	City Park	
Describe land use and the development proposed for the subject property. Include the time schedule (if any) for development. (Use additional pages if necessary)			
The Friends of Emerson Park are working with a Garrett Ryan Designs, Graphic House, and Boldt Construction, on a historical marker to be placed in Seramur Park, highlighting the parcels hundred year history as a school site. Working with Ross Rettler, the landscape architect who developed the park's design, and Dan Kremer the City of Stevens Point Parks Director, we have identified a site location for the marker, off the entry sidewalk on Ellis Street in the southwest corner of the park. This is the location for which we are seeking approval.			
Current Zoning Surrounding Subject Property			
North:	R3 Two Family, Clark Street Historic	South:	R3 Two Family,
East:	R3 Two Family, Clark Street Historic	West:	R3 Two Family, Clark Street Historic
Current Land Use Surrounding Subject Property			
North:	Residential	South:	Residential
East:	Residential	West:	Residential

EXHIBITS

Owner Information Sheet	☐	Additional Exhibits If Any (List):
Letter to District Alderperson	☒	
Maps (vicinity, zoning, floodplains, wetlands others as requested by staff)	☐	
Site Plan (designating primary, side, and service street frontages)	☒	
Building Elevations	☐	
Parking Plan (Location, number of spaces, reductions, and design and landscaping)	☐	
Street Plan with Cross-sections	☐	
Utility Plan	☐	
Landscape Plan (including any equivalent alternative landscaping requests)	☐	
Stormwater Plan	☐	
Outdoor Lighting Plan (location of fixtures, illumination levels)	☐	

CERTIFICATION AND SIGNATURE

By my signature below, I certify that the information contained in this application is true and correct to the best of my knowledge at the time of the application. I acknowledge that I understand and have complied with all of the submittal requirements and procedures and that this application is a complete application submittal. I further understand that an incomplete application submittal may cause my application to be deferred to the next posted deadline date.

Signature of Applicant	Date	Signature of Property Owner(s)	Date
	8/21/24		

From: [Ginger Keymer](#)
To: [District 3](#)
Cc: [Adam Kuhn](#); [Dan Kremer](#)
Subject: Plan Commission Submission | Letter to District 3
Date: Wednesday, August 21, 2024 1:31:36 PM

Assistant Planner/Administrator Kuhn,

Please accept this letter as notification to the District Three Alder that the Friends of Emerson Park are seeking site approval from the city's Plan Commission on the placement of a historical marker in Seramur Park.

The purpose and intent of the Emerson Historical Marker is to educate, inform, and remind park visitors of the park's former one-hundred year history as a school site. The marker will have a short timeline of the site's school history from 1893-2002 and include images of the original 1893 Stevens Point High School as well as the Emerson School which opened in 1923.

Based on WI Statute 62.23(5) we are seeking location approval of this historical marker.

Working with Ross Rettler, the landscape architect who developed the park's design, and Dan Kremer the City of Stevens Point Parks Director, we have identified a site location for the marker, off the entry sidewalk on Ellis Street in the southwest corner of the park. This is the location for which we are seeking approval.

Sincerely,

Ginger Keymer
Friends of Emerson Park
friendsofemersonpark@gmail.com



WI Stats. §62.23(5) states that:

*(5) Matters referred to city plan commission. The council, or other public body or officer of the city having final authority thereon, shall refer to the city plan commission, for its consideration and report before final action is taken by the council, public body or officer, the following matters: The location and architectural design of any public building; **the location of any statue or other memorial**; the location, acceptance, extension, alteration, vacation, abandonment, change of use, sale, acquisition of land for or lease of land for any street, alley or other public way, park, playground, airport, area for parking vehicles, or other memorial or public grounds; the location, extension, abandonment or authorization for any public utility*

whether publicly or privately owned; all plats of lands in the city or within the territory over which the city is given platting jurisdiction by ch. 236; the location, character and extent or acquisition, leasing or sale of lands for public or semipublic housing, slum clearance, relief of congestion, or vacation camps for children; and the amendment or repeal of any ordinance adopted pursuant to this section. Unless such report is made within 30 days, or such longer period as may be stipulated by the common council, the council or other public body or officer, may take final action without it.

ON THIS SITE IN SEPTEMBER 1893 A NEW STEVENS POINT HIGH SCHOOL OPENED



THIS LAND SERVED AS HOME TO TWO HIGH SCHOOLS,
AND FOR OVER A CENTURY, GENERATIONS OF RESIDENTS
WERE EDUCATED ON THESE GROUNDS.

1893

On this parcel, along Clark St., a new Stevens Point High School opens, serving students in grades 7-12 with a faculty of nine teachers.

1923

With student enrollment exceeding capacity, a new school building, later known as Emerson High School opens. Facing East Ave., it connects to the original school by corridor.

1938

The student population continues to grow, and with overcrowding again an issue, P.J. Jacobs High School opens on Main St. and Michigan Ave. Emerson becomes a junior high school.

1962

The original 1893 school building is demolished.

1970

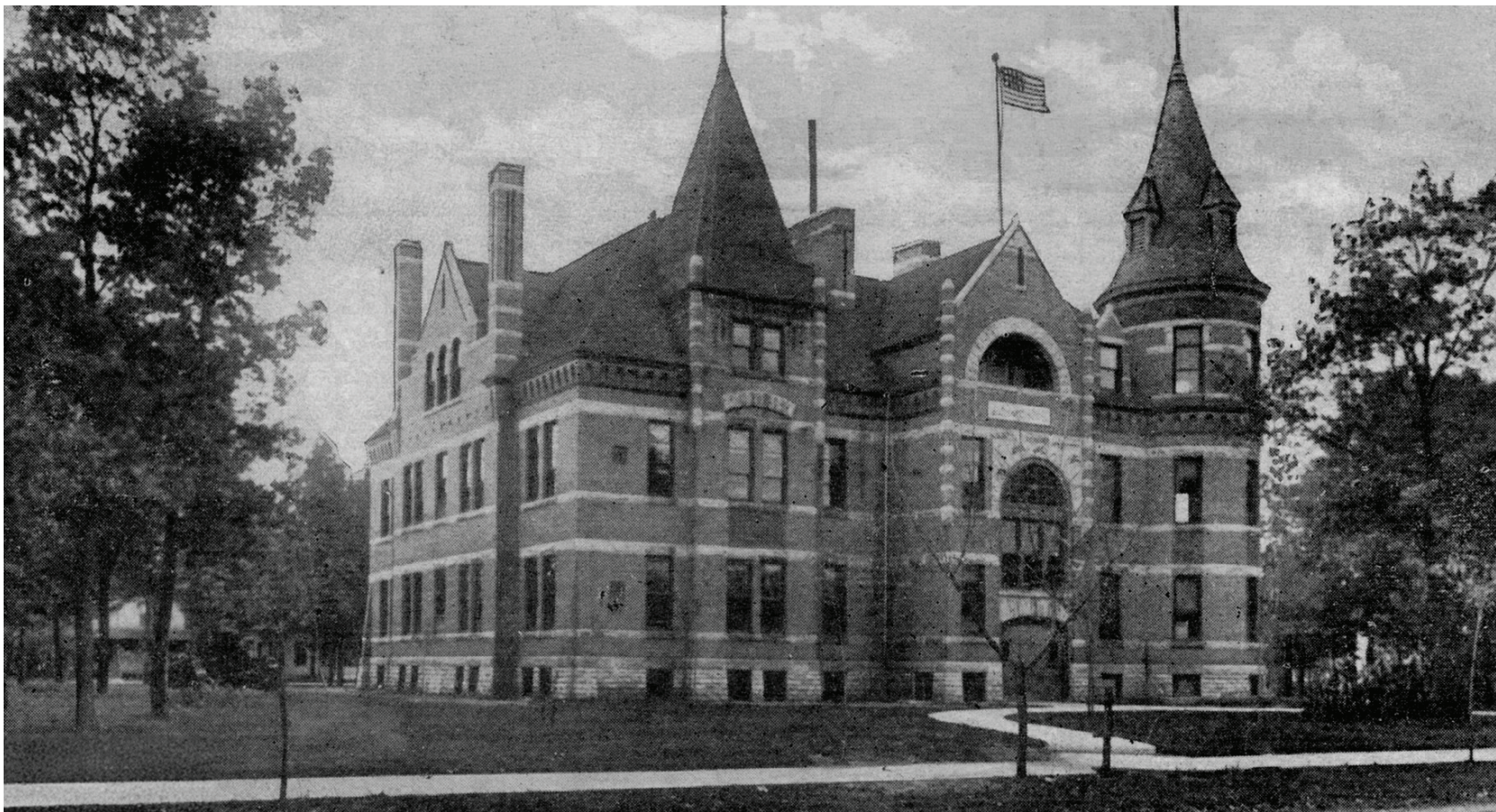
Stevens Point Area Senior High (SPASH) opens on North Point Dr. P.J. Jacobs becomes a junior high and Emerson transitions to an upper elementary, along with nearby Jefferson Elementary.

1991

Emerson transitions to an alternative high school until safety concerns permanently close the building in 2001.

2002

The last school building on the Emerson parcel is demolished, ending 108 years of educating students on this historic city block.



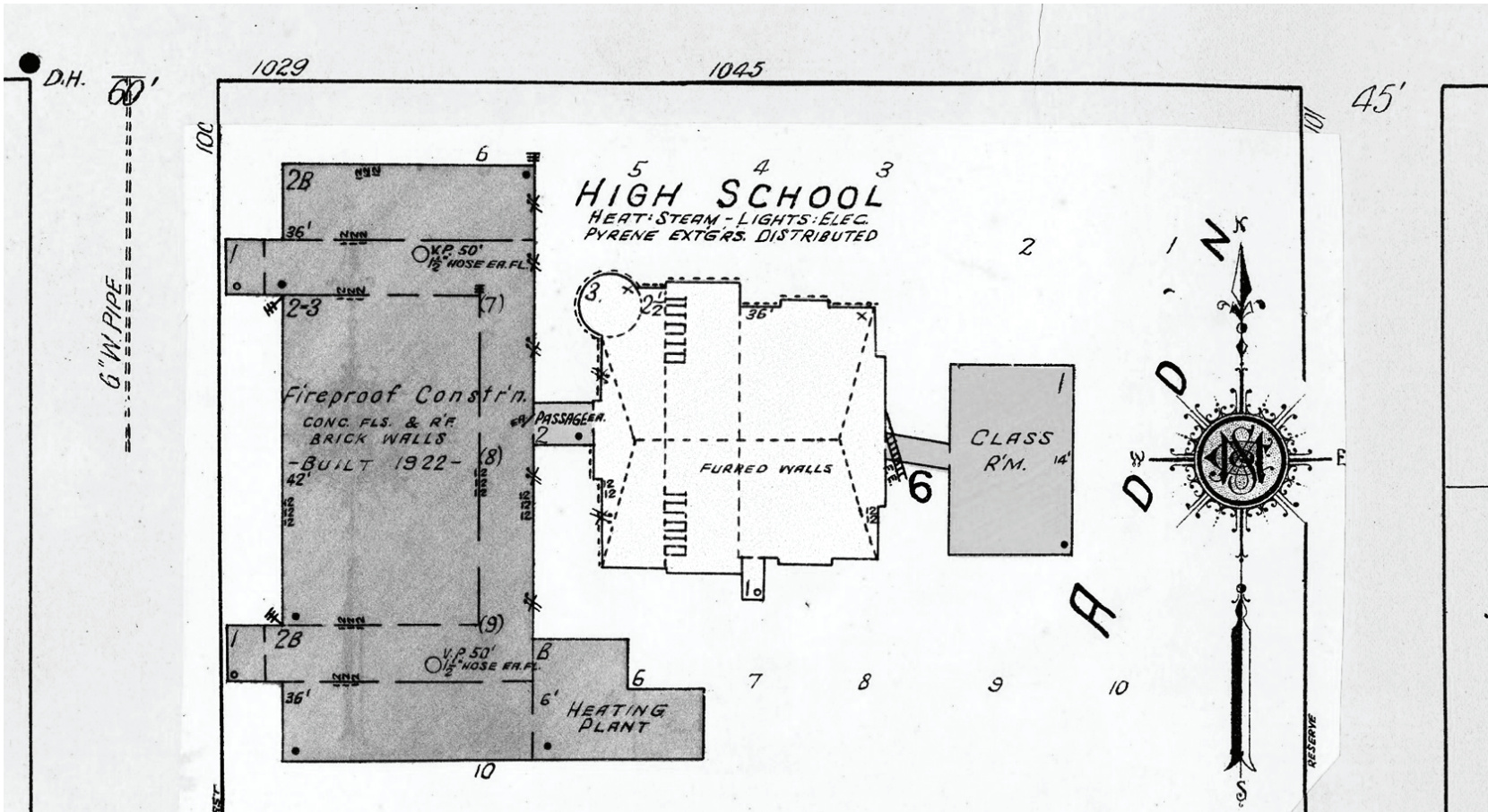
Stevens Point High School, 1893-1923.
Demolished c. 1962



Emerson High (1923-1938), Junior High (1938-1970),
Upper Elementary (1970-1991), Alternative School (1991-2001)



View looking west from Reserve St. Emerson School
is in the rear, next, the original 1893 school, with the
temporary classroom barracks on the front right.



Fire Map illustrating the layout of the three school
buildings; the original 1893 school is centered, with
Emerson School to the left, and barracks to the right.

THANKS TO NEIGHBORHOOD COMMITMENT, PERSEVERANCE, AND PUBLIC AND PRIVATE INVESTMENT, THIS LAND WILL CONTINUE TO BE A COMMUNITY RESOURCE, NEIGHBORHOOD GATHERING SPACE, AND PLACE FOR ENRICHMENT AND GROWTH. THE FRIENDS OF EMERSON PARK WISH TO THANK BOLDT CONSTRUCTION, GRAPHIC HOUSE, AND GARRETT RYAN DESIGN LLC FOR THEIR GENEROUS IN-KIND CONTRIBUTIONS TO THIS HISTORICAL MARKER.

For more information on the history of this park space, visit the Parks Department page of the City of Stevens Point website.



MEMORANDUM

To: Plan Commission

From: Adam Kuhn, AICP
Associate Planner / Zoning Administrator

Date: September 3, 2024

RE: Driveway Variance – 1517 Maria Drive

Background: Peace Lutheran Campus Center is requesting a variance from the City's Driveway Ordinance in preparation for a future parking lot. The variance request pertains to the location of a driveway apron relative to the intersection of Maria Drive and Vincent Court. Per the City's Zoning Ordinance, a requested driveway apron on the subject property must be a minimum of 100 feet away from the Maria Drive-Vincent Street intersection. This additional driveway separation is due to Maria Drive being classified as an arterial street for the segment east of Union Street. The applicant is requesting a separation of 75 feet from the Maria Drive-Vincent Street intersection.

Reviewing a driveway ordinance request is subject to the following review standards:

1. A literal application of the Ordinance would result in a demonstrated practical difficulty or unnecessary hardship to the property.
2. The granting of the requested exception would not be materially detrimental to the property owners in the vicinity.
3. Hardship caused to the property owner under a literal interpretation of the Ordinance is due to conditions unique to that property and does not apply generally to the city.
4. The granting of the exceptions would not be contrary to the general objectives of this Ordinance.

The following provides an overview of each review standard:

1. Practical Difficulty or Unnecessary Hardship:

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.

The purpose of this driveway project is to facilitate a future parking lot project on the church property. As shown in the below images, the church is built with an upper-lower format, where main congregation activities occur in the northern half of the building (upper-level), while the lower-level of the building (located in the southern half of the building) contains classroom and storage rooms. Given that most pedestrian activity will occur through the upper-level of the church, the applicant is requesting that the parking lot is located between the building and Maria Drive.

Besides the parking lot project, promoting ADA accessibility is of interest to the applicant. While van accessible stalls could be constructed on Vincent Street, it goes against some core elements of the Americans with Disabilities Act – namely, that accessible parking stalls must be located at the shortest distance of travel to the front door of a building. It is the applicant's intention to have a driveway opening at the 75-foot setback line so that the provided accessible parking stalls will be immediately adjacent to the building.

Lastly, it is important to address the timing of this request. While the parking lot is being planned for a later date, the applicant is wishing to have the apron constructed now due to Vincent Street currently being reconstructed. The applicant has been in conversations with myself and Public Works Department staff, and the timeline of the Vincent Street reconstruction project would not be impaired should the Council approve this variance request on September 16th.

2. Impact of the Variance Request on the Surrounding Neighborhood.

The main reason for a driveway separation requirement from an intersection is to ensure that there is appropriate traffic flow during peak travel times. As shown in the attached, the City's Public Works Director has reviewed this request and believes that it would not impede traffic flow along Vincent Street and the Maria Drive-Vincent Street intersection.

Additionally, it is important to note that churches typically have a lower trip generation rate due to the infrequent times during a week that a mass is in session. During peak traffic times – before and after church activities – staff believes that appropriate traffic control measures exist along Vincent Street to make sure that it will not negatively impact surrounding businesses.

3. Hardship Due to Unique Property Conditions.

As Commissioners know, this review standard is typically that hardest to meet for any variance request. For this request, the applicant is proposing a 75-foot driveway setback due to the steep elevation that exists at the 100-foot setback line. As shown below, a steep incline of five feet exists at the 100-foot setback line when entering the property off of Vincent Street.

Having a steep incline of a driveway when entering the property poses some challenges. For example, the new parking lot will require additional stormwater controls on the property due to the additional impervious surfacing that is provided. While stormwater controls can contain some stormwater on the property, having a steep driveway increases the likelihood of stormwater runoff spilling onto the sidewalk adjacent to Vincent Street.

With a 75-foot driveway setback, a more gradual driveway slope will exist and make it more feasible to handle stormwater flow and general winter maintenance projects.

4. Consistency with the City's Zoning Ordinance.

Section 23.01 (4) of the City's Zoning Ordinance outlines its purpose and intent statement. While the purpose and intent statement outlines several objectives, the most applicable is the following: *"that the Zoning Ordinance seeks to lessen congestion in and promote the safety and efficiency of the streets and highways."* Driveway separation requirements from street intersections are an important consideration that should never be taken lightly. With that said, the City's Driveway Ordinance allows for deviations from driveway regulations to be granted if certain topographical, aesthetic or other exceptional conditions or circumstances exist.

I believe that the topographical characteristics of the property at the 75-foot setback line would improve stormwater management on-site, improve winter maintenance of the driveway and Vincent Street sidewalk, and better adhere to the Americans with Disabilities Act once the parking lot is constructed.

Based on the above, I would recommend approval of an exception to the City's Driveway Ordinance for the property located at 1517 Maria Drive (Parcel ID 281240829400401), subject to the following conditions:

1. The driveway apron shall meet applicable design standards as required by the Public Works Department.
2. Staff shall have the ability to approve minor amendments to the project plan.

This aerial map illustrates the proposed location for a future parking lot, highlighted by a red rectangle. The map includes topographic contour lines and property boundaries. A red arrow points from the text 'Location of Future Parking Lot' to the red rectangle. Two other red rectangles indicate separation distances from Vincent Street, with arrows pointing to them from the labels '75' Separation' and '100' Separation'. The map also shows existing buildings, trees, and a road labeled 'Vincent Street'.



City of Stevens Point
Community Development Department

1515 Strongs Avenue, Stevens Point, WI 54481
P: (715) 346-1567 F: (715) 346-1498
communitydevelopment@stevenspoint.com
<http://stevenspoint.com>

APPLICATION FOR A SITE PLAN REVIEW

(Pre-Application Conference is Required for Major and Minor Site Plan Reviews)

ADMINISTRATIVE SUMMARY (Staff Use Only)

Application #		Date Submitted		Fee Required		Fee Paid	
Associated Applications (if any)				Assigned Case Manager			
Pre-Application Conference Date				Minor Site Plan	☐	Major Site Plan	☐

APPLICANT/CONTACT INFORMATION

APPLICANT INFORMATION		CONTACT INFORMATION (Same as Applicant? ☐)	
Applicant Name	PEACE LUTHERAN CAMPUS CENTER	Contact Name	Rev. Andy Weden
Address	1517 MARIA DR.	Address	1517 MARIA DR
City, State, Zip	STEVENS POINT, WI 54481	City, State, Zip	Stevens Point, WI 54481
Telephone	715-345-6510	Telephone	(CELL) 715-347-1973
Fax		Fax	
Email		Email	AWEDEN@UWSP.EDU

OWNERSHIP INFORMATION

PROPERTY OWNER OF RECORD 1 INFORMATION (Same as Applicant? ☐)		PROPERTY OWNER OF RECORD 2 INFORMATION (If Needed)	
Owner's Name	NORTH WISCONSIN DISTRICT - LCMS	Owner's Name	
Address	3103 Seymour Lane	Address	
City, State, Zip	Wausau, WI 54401	City, State, Zip	
Telephone	715-845-8241	Telephone	
Fax		Fax	
Email	officeadmin@nwdlcms.org	Email	

PROJECT SUMMARY

Subject Property Location [Please Include Address and Assessor's Identification Number(s)]		
Parcel 1	Parcel 2	Parcel 3
281240829400401		
Legal Description of Subject Property		
LOTS 14 THRU 21 BLK 1 BATTIN & OTHER'S ADD S29 T24 R8 262/116		
Area of Subject Property (Acres/Sq Ft)		
Current Zoning District(s)		

Designated Future Land Use Category	Current Use of Property	Proposed Use of Property

Describe land use and the development proposed for the subject property. Include the time schedule (if any) for development. (Use additional pages if necessary)

Going back to the week of December 18th 2023 Joe Skibinski and Scott Beduhn and I discussed and agreed upon a driveway approach near the location of the previous fire hydrant between the road and sidewalk for the future development of an actual driveway leading to a small 2-6 vehicle parking lot since Vincent Street was getting narrowed and would almost certainly have no parking on one side of the street given its new width.

Furthermore, I have proposed that all ministry traffic enter the proposed approach/driveway and future parking lot from the south to avoid the higher volume of traffic from Maria Drive. The same is true for those exiting this future parking lot (again, 2-6 vehicles mainly on Sunday mornings), that the vehicles would be required to exit to the south in order to avoid the heavier traffic load to the north from Maria Drive.

The timeline for this small (2-6 vehicle) parking lot and drive would be dependent upon budget allocations, but hopefully the summer of 2025 or 2026.

Current Zoning Surrounding Subject Property

North:		South:	
East:		West:	

Current Land Use Surrounding Subject Property

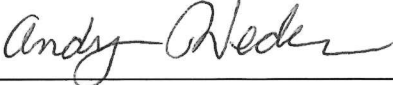
North:		South:	
East:		West:	

EXHIBITS

Owner Information Sheet	☐	Additional Exhibits If Any (List):
Letter to District Alderperson	☐	
Maps (vicinity, zoning, floodplains, wetlands others as requested by staff)	☐	
Site Plan (designating primary, side, and service street frontages)	☐	
Building Elevations	☐	
Parking Plan (Location, number of spaces, reductions, and design and landscaping)	☐	
Street Plan with Cross-sections	☐	
Utility Plan	☐	
Landscape Plan (including any equivalent alternative landscaping requests)	☐	
Stormwater Plan	☐	
Outdoor Lighting Plan (location of fixtures, illumination levels)	☐	

CERTIFICATION AND SIGNATURE

By my signature below, I certify that the information contained in this application is true and correct to the best of my knowledge at the time of the application. I acknowledge that I understand and have complied with all of the submittal requirements and procedures and that this application is a complete application submittal. I further understand that an incomplete application submittal may cause my application to be deferred to the next posted deadline date.

Signature of Applicant	Date	Signature of Property Owner(s)	Date
	8/14/2024		

From: [Weden, Andy](#)
To: [District 1; Marc Christianson](#)
Cc: [Adam Kuhn](#)
Subject: Driveway/Approach at Peace Lutheran Campus Center
Date: Wednesday, August 28, 2024 12:35:17 PM

Good Afternoon, Alderperson Christianson.

I hope this email finds you well as the new school year yet again upon us. We formally met back on December 19th of 2023 at Peace Lutheran Campus Center when you were kind enough to meet with me about concerns I had regarding the North Side Road Project impacting both Vincent Street and Maria Drive. At that time, we discussed how Vincent Street was going to be getting narrowed by six feet and how that would affect Peace and the potential for future parking.

I also shared with you that as a result, Peace would like a driveway approach put in approximately the location of the (now former) fire hydrant, once the new curb and gutter were laid as part of the road project. You had suggested at that time that we could simply utilize the backyard for parking. However, we discussed how that really wouldn't be helpful for the elderly or those with walkers and wheelchairs given the only way to the main floor and worship space is via a stairwell from the backyard and walkout basement.

Therefore, this email is a formal means to revisit that concern about getting an approach installed in the front of Peace off of Vincent Street (since Wisconsin State DOT prohibits any driveway off of Maria Drive). Going back to the same week I met with you in December of 2023, I have been working with Joe Skibinski on all the impacts the road project has had/would have on our ministry since May 13th. In our initial meeting in December, Joe Skibinski, Scott Beduhn, and myself even walked outside and looked over the potential location for the above-mentioned driveway approach. Besides, Joe and Scott, more recently Adam Kuhn and Greg (City Engineer??) and I have been in conversation on location to discuss the approach.

Thank you for being a continued advocate for our ministry that has been serving the city of Stevens Point since 1970.

Sincerely,
Pastor Andy

Peace Lutheran Campus Center
1517 Maria Drive
Stevens Point, WI 54481

715.345.6510

From: [Scott Beduhn](#)
To: [Adam Kuhn](#)
Subject: Driveway Request from Peace Lutheran Campus Ministry
Date: Thursday, August 22, 2024 7:35:34 AM
Attachments: [image001.jpg](#)

Hi Adam,

After doing an onsite review of the driveway request by Peace Lutheran, I would support allowing the church to install a driveway at approximately 75 feet south of Maria Drive for the purpose of creating a small parking area and drop off for those with limited mobility. That would be about the farthest south of Maria Drive that a driveway could be installed without encroaching the building when considering the likelihood of some grading to reduce the slope of the driveway for winter operations.

Please let me know if you should need anything else from me.

Thank you,

Scott

