

November 2005

# North Downtown Area Master Plan Wausau, Wisconsin



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## **NORTH DOWNTOWN AREA MASTER PLAN**

Wausau, Wisconsin

Prepared for:

### **Wausau Main Street Program**

Prepared by:

**Schreiber/Anderson Associates, Inc.**  
Madison, Wisconsin

In association with:

**BEST Real Estate Group, Inc.**  
Cottage Grove, Wisconsin

### **TABLE OF CONTENTS**

Introduction	Page 2
Part One: Market Conditions and Recommendations	Page 3
Part Two: Land Use Planning Recommendations	Page 9
Part Three: Implementation Recommendations	Page 18
APPENDIX	Page 22

Cover: Photo view of N. 3<sup>rd</sup> Street looking south toward  
Downtown Wausau

## INTRODUCTION

The Wausau Main Street Program and its Economic Restructuring Committee commissioned Schreiber/Anderson Associates, Inc. and BEST Real Estate Group, Inc. of Madison, Wisconsin to prepare a master plan for the North Downtown Area of the City of Wausau, Wisconsin. The North Downtown Area is bordered by Bridge Street on the north, N. 3<sup>rd</sup> Avenue on the west, N. 6<sup>th</sup> Street on the east, and McIndoe Street (east side of the river) and Maple Street (west side of the river) on the south. A map of this area is attached (**Map 1**).

This planning area was included as part of the Wausau Central Business Master Plan that was adopted five years ago. Today, Main Street, the City of Wausau, Free to Grow, the Alexander Foundation, and other stakeholders are interested in the redevelopment and revitalization of the North Downtown Area to assist the revitalization efforts for the entire Wausau Central Business District. The purpose of this plan is to provide recommendations that will update the adopted Wausau Central Business District Master Plan and provide direction to Main Street Wausau and the City of Wausau on project goals and priorities for the North Downtown Area. It is anticipated that Main Street Wausau will work closely with the City in evaluating, prioritizing, and implementing recommendations presented in this project plan.

The North Downtown Area is very diverse. It comprises a collection of land use areas that includes the riverfront, residential neighborhoods, commercial areas, and major travel corridors, all of which consist of a mix of uses ranging from commercial, residential, institutional, industrial, and recreational. We have acknowledged this diversity by presenting our recommendations in the context of planning districts that are subsets of the larger North Downtown Area. These planning districts, which are identified on **Map 2** include the following:

### District #1: West Neighborhood District

Neighborhood and commercial area on the west side of the river including the N. 3<sup>rd</sup> Avenue gateway corridor.

### District #2: West Riverfront District

Commercial, industrial and residential area along the west side of the river including the recently redeveloped commercial district near Bridge Street.

### District #3: East Riverfront District

The predominantly vacant, under-utilized, and industrial lands located along the east side of the river directly north of the Downtown.

### District #4: Downtown Gateway District

The transition area located directly north of the Downtown comprised of predominately commercial and industrial uses and including the N. 3<sup>rd</sup> Street Downtown entrance corridor.

### District #5: East Neighborhood District

The neighborhood and commercial area located between the Downtown and Bridge Street including the N. 3<sup>rd</sup> Street Downtown entrance corridor and the N. 5<sup>th</sup> Street and N. 6<sup>th</sup> Street arterial streets.

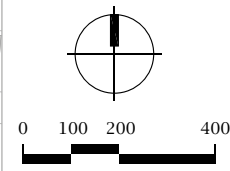
# North Downtown Area Master Plan

# MAP 1: PLANNING AREA

City of Wausau, WI



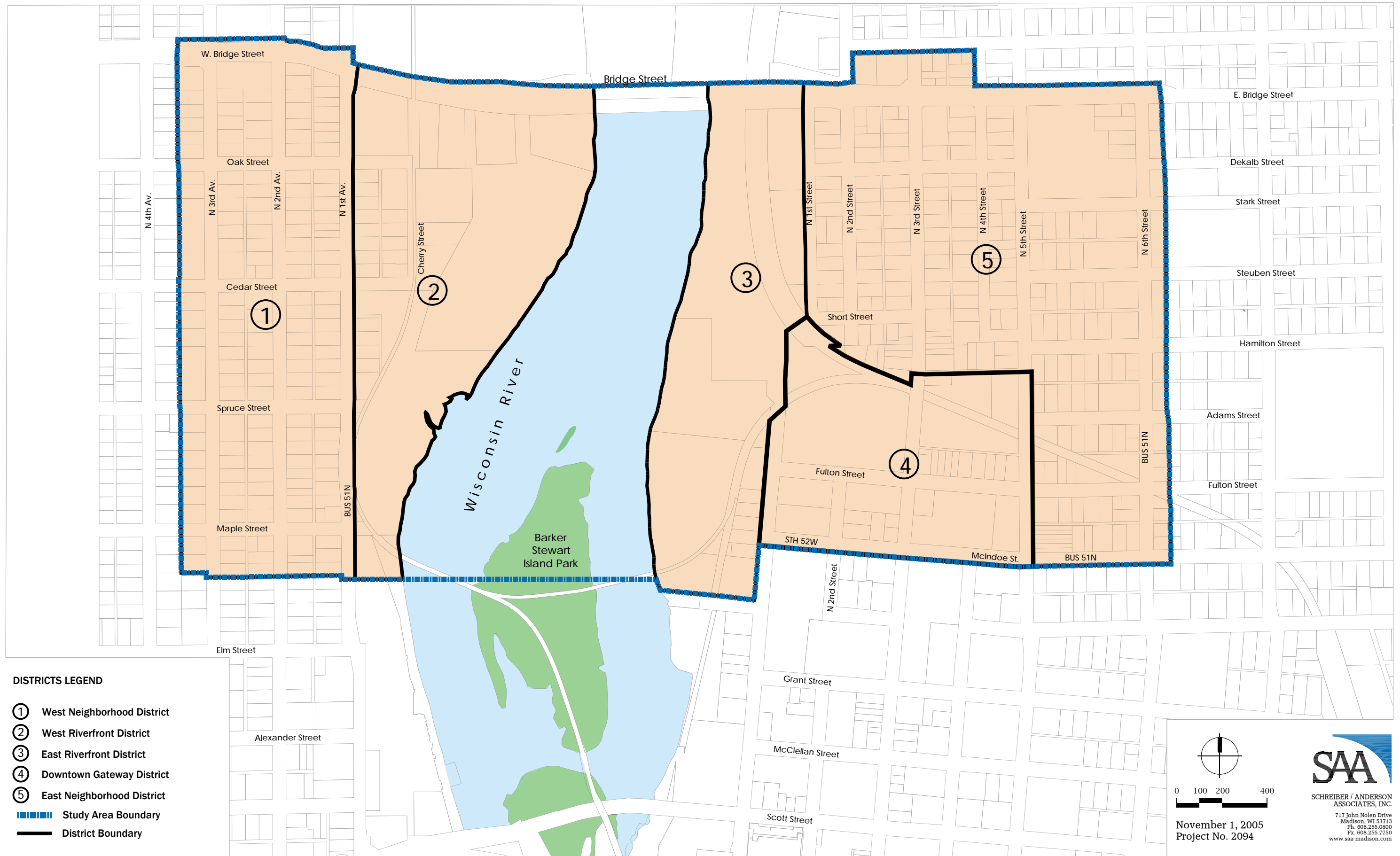
MAP 1: PLANNING AREA



November 1, 2005  
Project No. 2094

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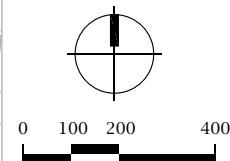
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MAP 2: DISTRICTS

**DISTRICTS LEGEND**

- ① West Neighborhood District
- ② West Riverfront District
- ③ East Riverfront District
- ④ Downtown Gateway District
- ⑤ East Neighborhood District
- Study Area Boundary
- District Boundary



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## **PART ONE: MARKET CONDITIONS AND RECOMMENDATIONS**

Until recently, the North Downtown Area has represented a segment of Wausau that has “aged-in-place” without significant redevelopment. Today, with its excellent access from Bridge Street, its close proximity to the revitalized Downtown Wausau, and its frontage on the Wisconsin River, this area has the potential to become a wonderful asset to the community.

The study area is fairly simple in design and evolution. Both sides of the river feature older residential neighborhoods with a mix of occupied and unoccupied commercial space. The lands bordering the river include a variety of commercial and industrial uses, with some vacant land parcels. Much of the original real estate is probably 50+ years or older, and is ready for redirection and revitalization.

In order to evaluate options to stabilize and revitalize this area, the existing market demographics and the strengths and weaknesses of the current market conditions need to be outlined.

### **Demographics**

In evaluating a market, it is always helpful to validate the make-up of an area by looking at the demographics. Although there is nothing surprising with this data, it does help to evaluate the difference between this study area and the larger market area. First, let’s look at a one mile radius from N. 3<sup>rd</sup> Street at Short Street includes an area from Gilbert Street to the north, Henrietta Street to the south, N. 15<sup>th</sup> Street to the east, and N. 10<sup>th</sup> Avenue to the west. General demographics for this area include:

2000 Population	13,553
2004 Estimated Population	12,977
Average Household Size	2.4
2000 Median Household Income	\$32,503
2000 Median Year Structures Built	1942

Now, look at a more focused area that is only a ½ mile radius from the same intersection of N. 3<sup>rd</sup> Street and Short Street:

2000 Population	3,503
2004 Estimated Population	3,425
Average Household Size	2.5
2000 Median Household Income	\$30,720
2000 Median Year Structures Built	1939*

\*1939 appears when at least half of the housing units were built in 1939 or earlier.

Finally, you can compare the above demographics with the City of Wausau MSA demographics:

2000 Population	125,834
2004 Estimated Population	128,152
Average Household Size	2.6
2000 Median Household Income	\$45,277
2000 Median Year Structures Built	1967

As expected, the study area is older, with a slightly smaller population per household, and a lower income level than that of the overall City of Wausau demographics. This information can help us set a direction of action to help stabilize the neighborhood.

A complete set of demographic information on the study area using a ½ mile, 1 mile and 2 miles radius is included in the Appendix of this report, along with the full Wausau MSA numbers.

### Strengths

- **Excellent connections.** This study area has the great advantage of being located off of Bridge Street which provides a direct connection to Hwy. 51. Traffic on Bridge Street can easily access both the N. 1<sup>st</sup> Avenue and the N. 3<sup>rd</sup> Street neighborhoods. Revitalized Downtown Wausau is only ½ mile down N. 3<sup>rd</sup> Street from Bridge Street.
- **River frontage.** Having Wisconsin River frontage in a beautiful city setting is a wonderful opportunity. The River is scenic and wide at this point in the community, offering lovely views north and south. There is at grade access on the east side of the river and the pedestrian connection to Barker Stewart Island Park.
- **Established neighborhoods.** Although the neighborhoods on both the east and west side of the river consist of older housing stock, classic neighborhood homes can be found in the planning area. The tree-lined streets are walkable and offer moderately priced housing opportunities for residents of Wausau.
- **Investment has begun.** There is recent evidence of a renewed commitment to this area by business owners, property owners and developers. The new Pick N Save / Walgreens / gas station development just west of the river is a terrific addition to these neighborhoods. The new bank at 3<sup>rd</sup> Street and Bridge Street can help spur further development at this intersection and the facade upgrade to the Loppnow's Bar on N. 3<sup>rd</sup> Street is a wonderful example of what else can be accomplished to existing commercial and retail properties.
- **Downtown Wausau.** Downtown Wausau is an exciting example of what commitment and hard work can do to recreate a business district or neighborhood. Its relationship to this study area is very important as it "anchors" the south end of N. 3<sup>rd</sup> Street. Not only is it a wonderful shopping destination, but it also serves as an important public gathering place and business location, with lodging and dining options. The redevelopment of the riverfront is moving ahead, particularly on the east side of the river. The recent announcement of a major office development just south of the study area will create momentum for continued redevelopment within the study area.
- **Traffic Counts.** There are strong traffic counts on Bridge Street in the study area that will stimulate further commercial growth in this area. N. 3<sup>rd</sup> Avenue, N. 1<sup>st</sup> Avenue, N. 3<sup>rd</sup> Street, N. 5<sup>th</sup> Street, and N. 6<sup>th</sup> Street also move a considerable amount of vehicles north and south through the community.

### Weaknesses

- **Visual presence.** Generally, the neighborhood west of the river is in good condition, but visually is rather neutral. The neighborhood east of the river appears much more fragile and may offer a negative connotation due to the condition of the street, the residential properties, and vacant commercial buildings.

- **Property conditions.** The physical condition of certain properties in this study area is of considerable concern. Many properties in the N. 3<sup>rd</sup> Street neighborhood have received little or no maintenance or repairs over the years and may not meet current City of Wausau building codes. Accumulated trash outside the properties, abandoned or non-running vehicles, and poor yard maintenance can really set a tone for the neighborhood in general.
- **Safety.** Whether perception or reality, there may be some concerns about the safety of the neighborhood in the N. 3<sup>rd</sup> Street area. Landlords may not be screening tenants adequately or managing their properties in a manner that could result in a more stabilized neighborhood.
- **Traffic management.** Traffic counts are a positive for commercial businesses. However, if that traffic must traverse through residential neighborhoods, we must look at ways to manage it so that it doesn't become a safety issue for pedestrians or neighborhood traffic.
- **Connection to Downtown.** With Downtown so accessible from Bridge Street via N. 3<sup>rd</sup> Street, it seems detrimental to Downtown businesses to halt the natural traffic flow. What would seem like a straight shot from N. 3<sup>rd</sup> Street into the Downtown area becomes derailed when forced to follow the current one-way street patterns.
- **Under-utilized properties on valuable river frontage.** As typical in many river communities, the original industrial area was located on the waterway. This study area currently features well-operated commercial / industrial uses on the river, along with many under-utilized or vacant properties that are simply a negative to the community.
- **Limited or no public or pedestrian access to the river.** With such a beautiful expanse of river in this study area it's unfortunate that the river's edge has little or no opportunity for public access. With multiple property owners, vacant parcels and buildings, the shoreline is basically unmanaged.

### General Market Recommendations

- **Identify the Bridge Street corridor.** Starting at N. 3<sup>rd</sup> Avenue to N. 6<sup>th</sup> Street, give this stretch of Bridge Street an identity. Entrance features, streetscape concepts, etc. should indicate that this is a key connection in the community and to the Downtown.
- **Define the Bridge Street & N. 3<sup>rd</sup> Street intersection.** Create a commercial entrance to the N. 3<sup>rd</sup> Street area by supporting the future development of the four intersection quadrants. The signalized intersection and the traffic counts on Bridge Street and N. 3<sup>rd</sup> Street position this corner for expanded commercial development which might include service businesses, food service and perhaps some strip retail.
- **Create a streetscape plan for N. 3<sup>rd</sup> Street.** Let the community know, by investing in a streetscape plan, that N. 3<sup>rd</sup> Street from Bridge Street to McIndoe Street is an important connection for and to the Downtown area. Tie this area together with the streetscape plan that currently exists in Downtown Wausau. This streetscape work is an important piece of infrastructure to begin revitalization of this area as it is a visual reminder of the City's commitment to the neighborhood.
- **Enforce building codes.** The City must take a proactive step to enforce building code violations. In order to initiate redevelopment in these neighborhoods, stabilization of the real estate is critical. Landlords and single-family home owners, who are working to maintain and upgrade



their properties, need help to offset the negative connotation of those that are not. Stop property value decline by making all property owners know there are consequences for not maintaining their real estate.

- **Support financing alternatives for revitalization.** The City of Wausau has some financing programs available to property owners in this study area for the improvement of their properties. This might be a time to reevaluate how the programs are offered to property owners along with their actual terms. For example, what else could be done to stimulate awareness and interest in the programs? Could the terms of the loans be adjusted, based on individual cases that might require a longer grace period, longer amortization, lower interest rate, interest only payments, etc.
- **Establish landlord listening sessions.** Attempt to rally landlords in the study area to discuss issues and concerns about their rental property. Use these sessions to educate them on the City of Wausau building inspection codes and how individual inspections are completed and evaluated. Inform them about rehabilitation loans that may be available. Bring in resources that may assist landlords with their management skills. Utilize members of the police department to discuss strategies that would support a safe neighborhood. Keep them in the loop on the North Downtown planning process, and engage them in the work.
- **Capitalize on the current neighborhood assets.** Although sections or individual properties of these residential neighborhoods have been “let go”, it’s important to recognize the underlying assets that give these areas great potential as a place to live. Mature trees, affordable housing, historical character, walkable neighborhoods, nearby schools, nearby shopping, and convenient access are the foundation of which solid neighborhoods are made.
- **Help organize an East River neighborhood association.** The ability to create change in this neighborhood must come from both external and internal sources. Assist this neighborhood with skills, tools, and perhaps limited funding, to establish an organization that can affect change from within. This mechanism can help all residents feel like they have a voice and encourage them to become vested in changing the neighborhood for the better.
- **Create preliminary financial models on targeted redevelopment sites.** Certain properties in the east and west riverfront areas present current opportunities for redevelopment. These sites require the existing industrial / commercial uses moving to more suitable locations. Gather data to develop an understanding of what the financial implications and timing of relocating these businesses might be. This information will be useful in working with the property owners and potential developers.
- **Encourage multiple housing options.** Existing neighborhoods on both the east and west sides of the river offer some great, moderately priced, housing stock. The North Downtown Planning Project is an important time to look at alternative housing options in these neighborhoods on under-utilized or vacant parcels. Give serious consideration to assembling parcels for the development of new multi-family housing units in place of some of the deteriorating rental properties currently available. Co-housing concepts, or a lower price point condo project, could stimulate home ownership/investment which would help rebuild and stabilize the neighborhoods.

Another housing option in this study area must include a residential component along the river, most likely starting on the east side. This is a wonderful opportunity to provide new rental or condo units with the amazing amenity of the river. This type of development will require the

acquisition of under-utilized or vacant properties and will have a major impact on revitalization. The scale of such projects must be evaluated to fit not only the goals of the entire study area, but its blend into the landscape, the adjoining neighborhoods, and market demand at that time. Street connections, green space, and pedestrian access to the surrounding areas will be critical in organizing new housing opportunities. Other opportunities include upper-story residential uses in commercial areas to enhance the diversity, activity, and street life in these areas.

- **Transitioning riverfront industrial into alternative commercial / residential.** A market the size of Wausau can only absorb so much new housing stock and commercial space each year. Ultimately, it would make sense to transition existing industrial uses to an industrial park setting, freeing up this important river frontage for a higher and better use. Developers are more likely to pick up vacant or under-utilized properties than try to relocate operating businesses when the economics may be prohibitive. Explore any and all options that might provide financial assistance or incentives to encourage the potential of relocation of these industrial uses that would free up properties for the development of a higher and better use of the land.

Smaller commercial and office uses could be blended in a transitional way on the riverfront. Some of the existing properties on the east side of the river could be redeveloped into interesting live/work concepts. Loft or industrial type office development can be attractive to businesses that would appreciate the cosmopolitan feel and it would blend nicely with the existing neighborhood and newer residential development.

### **Market Recommendations for Planning Districts**

**District #1:** This neighborhood district just west of the riverfront area is very sound. The housing is generally in good shape, although there may be individual properties that should be monitored for lack of maintenance. N. 3<sup>rd</sup> Avenue provides an interesting mix of residential and commercial uses that work well together.

**District #2:** The west river area specifically offers opportunity for expanded commercial and residential development. The new Pick N Save / Walgreen's development filled a market demand for this area and helps set a precedent for continued infill of other commercial and residential uses. The existing residential areas in this district along N. 1<sup>st</sup> Avenue could, over time, transition into smaller commercial uses, or perhaps even be assembled for something a bit larger. The existing industrial uses in the district will be good candidates for future redevelopment, particularly the MBX property. With views of the river and Downtown Wausau, this area could be the future home of an office building, corporate headquarters, or even housing. However, the rail corridor that runs through this district may be a detriment to really changing the character of the area. The City should work with the railroad to improve the appearances of the rail corridor and to improve public access by auto, pedestrian, or bicycle to the development sites on the riverfront.

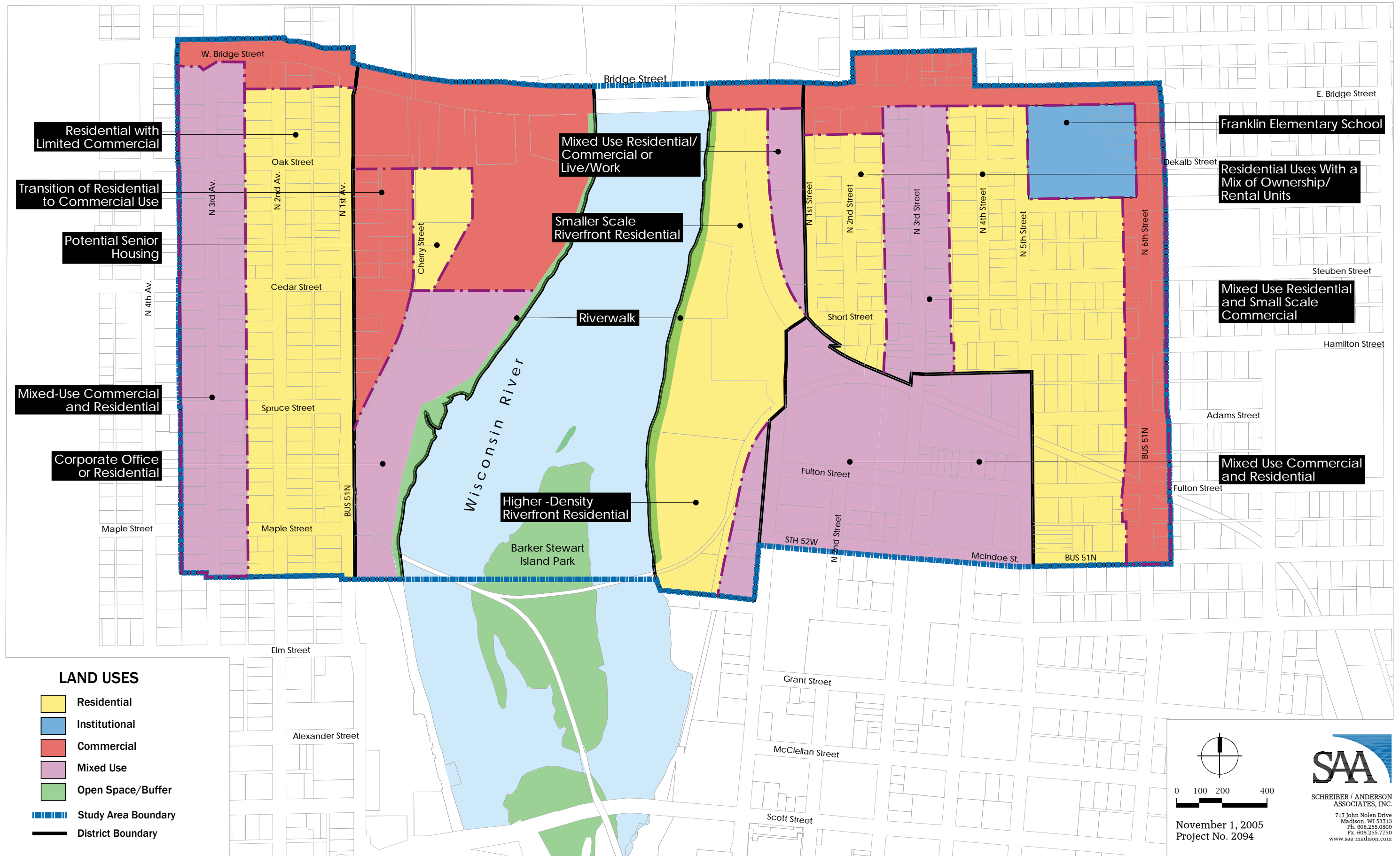
**District #3:** The east riverfront area offers a great opportunity for future community change. Obviously, existing property uses don't utilize or capitalize on the river. The ability to recycle these properties into something that meets a new market demand will benefit Wausau and the end users. Public access to the riverfront, street connections, and the relocation of businesses will take time, but will eventually offer a valuable asset and tax base to Wausau. Physical considerations such as flood plain districts, environmental contamination, topography, and rail corridor issues will require good planning. Design guidelines and development standards will be critical to support what the community wants, as well as creating a sustainable project. Obviously, specific market evaluations of new housing or small commercial concepts must be undertaken, but this area is ripe for significant revitalization.

**District #4:** This district represents a transitional area between Downtown Wausau and the neighborhood area east and west of N. 3<sup>rd</sup> Street. These land parcels tend to be larger and offer the potential for redevelopment of the existing commercial uses, and perhaps consideration for multifamily housing and other housing options such as the upper story in commercial buildings. Eventually, it would be beneficial to have the larger commercial/industrial buildings, redeveloped into more appropriately scaled buildings that better fit the neighborhood and Downtown district.

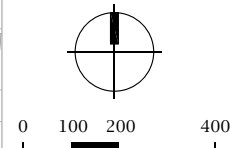
**District #5:** This district represents the bulk of the existing housing stock that is east of the river in the planning area. This neighborhood specifically has potential for stabilization and growth with new infill housing concepts. There are some limited commercial businesses along with residential uses on N. 3<sup>rd</sup> Street. These commercial uses are an asset to the area, as long as they are well managed and serve a neighborhood or community market demand. As revitalization begins in this district, there may be further demand for the smaller, vacant commercial spaces that exist. N. 3<sup>rd</sup> Street is an important corridor for the community, connecting Bridge Street with the Downtown area, and community resources should be rallied to support redevelopment and revitalization here. Improvements to the Franklin Elementary School, such as a safe drop-off zone and future expansion space, should be considered to maintain and enhance the school's use as a major neighborhood and Downtown anchor.

**Bridge Street:** While not identified as a district by itself, Bridge Street is an important and busy community thoroughfare. Presently, the section of Bridge Street in our planning area lacks identity. This commercial corridor will begin to feel market pressure for further development, simply by its location and traffic counts. The community should position itself with a plan for future development along Bridge Street, with design guidelines and development standards.

City of Wausau WI



MAP 3: LAND USE



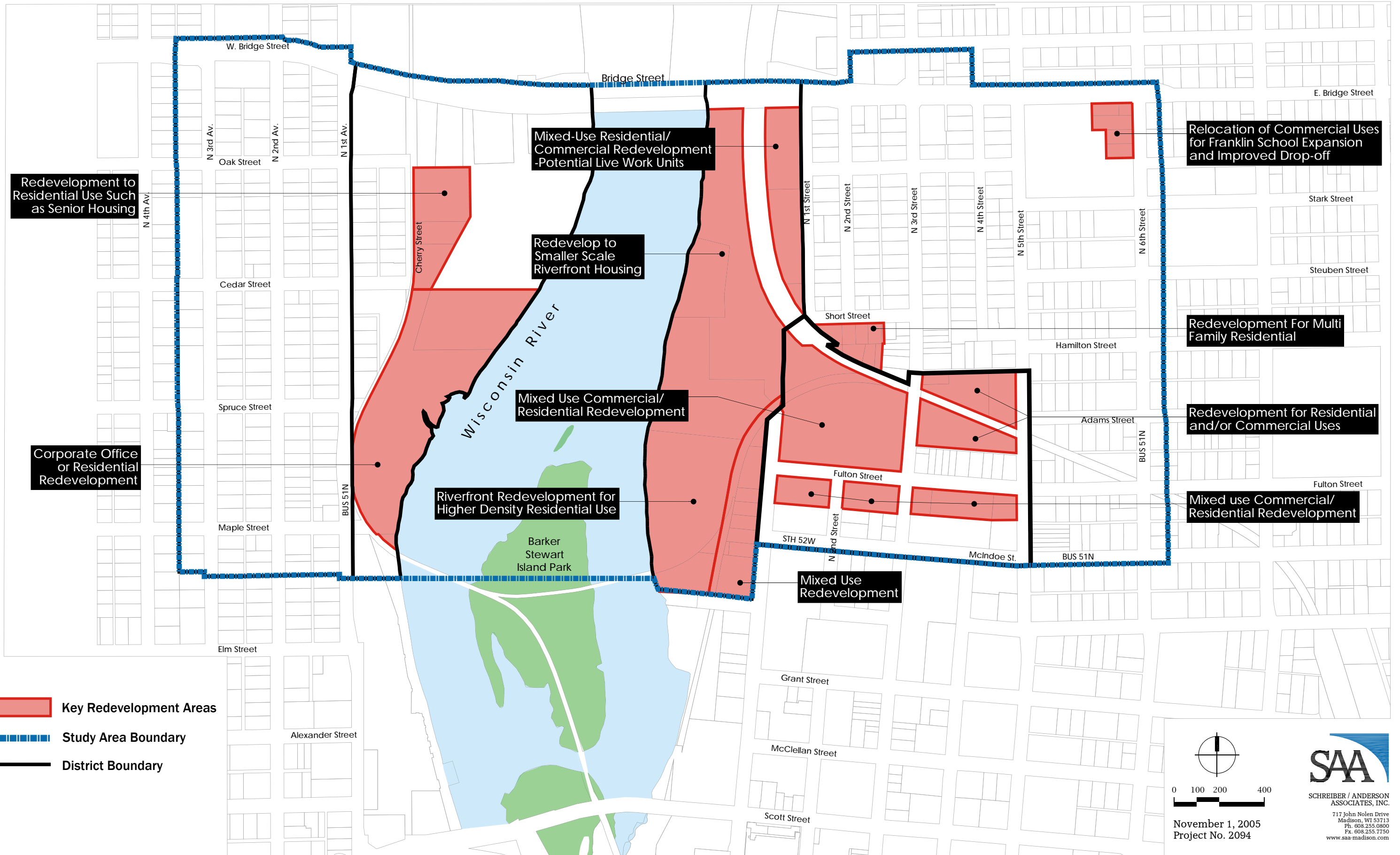
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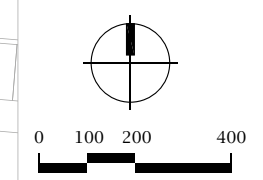
## MAP 4: REDEVELOPMENT AREAS

City of Wausau WI



MAP 4: REDEVELOPMENT AREAS

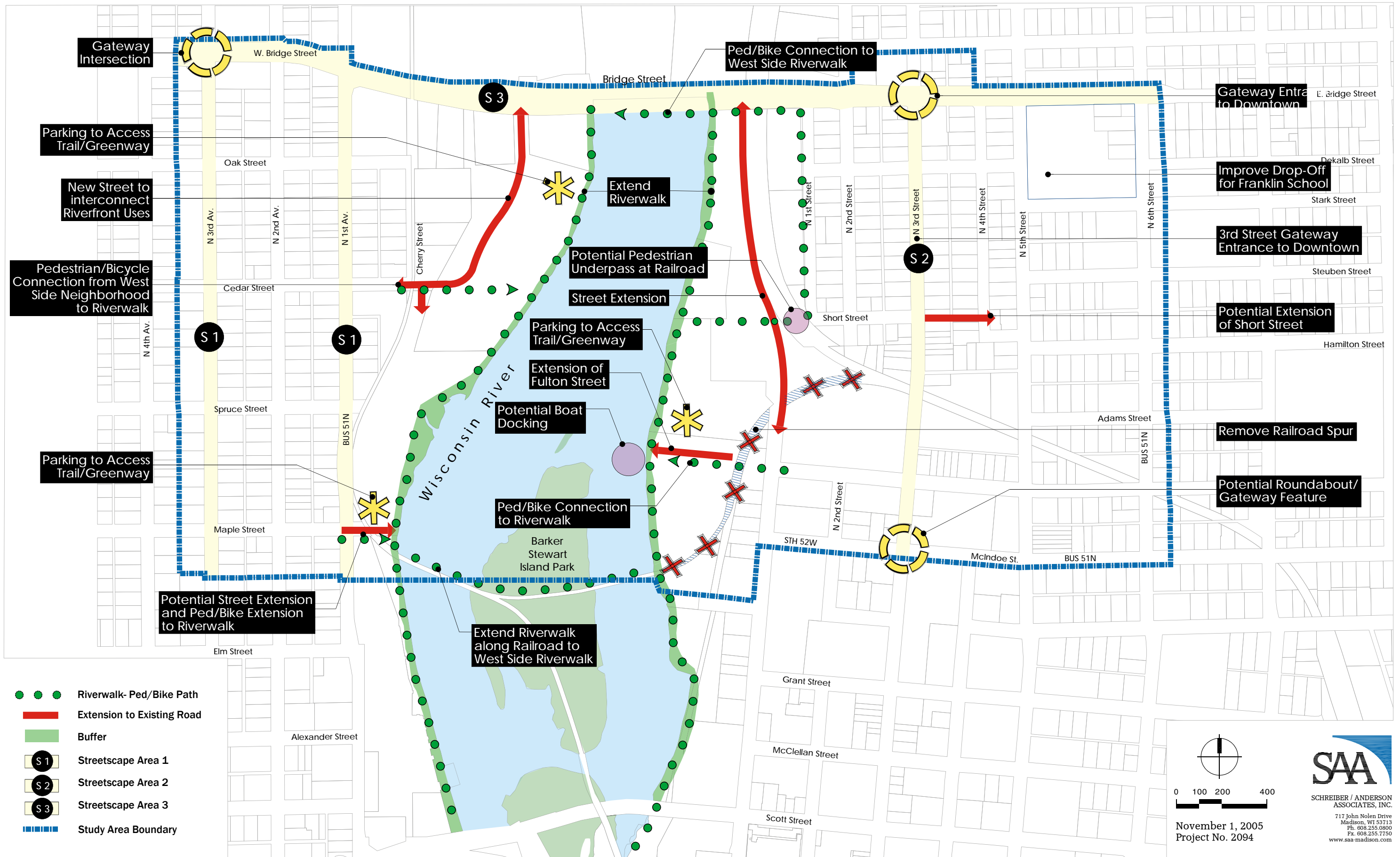
- Key Redevelopment Areas
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- District Boundary



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MAP 5: TRANSPORTATION AND STREETScape

## **PART TWO: LAND USE PLANNING RECOMMENDATIONS**

The following recommendations identify land use and physical improvements for the North Downtown Area. These recommendations have been organized by planning district and include recommendations for land use and redevelopment, transportation, private design guidelines, and public streetscape guidelines. It will be important to coordinate recommendations identified in each of these categories in order to achieve comprehensive results, including improved market conditions, healthy and vibrant neighborhoods, thriving commercial districts, and an overall attractive Downtown, riverfront, and central city.

Several maps have been prepared that graphically illustrate key recommendations. These maps, located at the beginning of this section, include **Map 3: Land Use, Map 4: Redevelopment Areas, and Map 5: Transportation and Streetscape.**

### **District #1: West Neighborhood District**

#### **Purpose**

This district is and will continue to be a classic traditional neighborhood that many new neighborhoods attempt to emulate. It consists of a grid street network, a mix of residential and neighborhood-commercial uses, walkable blocks, alleys, short setbacks, homes with porches that provide attractive residential streetscapes, tree-lined streets, and more. In addition, it has immediate access to employment centers, a new large-scale commercial development, and the Wisconsin River. This neighborhood should remain primarily as it is with additional streetscape improvements along N. 3<sup>rd</sup> Avenue and better access to the river via District #2 and selective and appropriate infill and redevelopment.

#### **Land Use and Redevelopment Recommendations**

1. Preserve the mixed-use neighborhood character of the district.
2. Allow the continued transition from single-family homes along 3<sup>rd</sup> Avenue to small-scale commercial uses with minimal parking demands.
3. Locate commercial development that generates higher traffic volumes along Bridge Street.
4. Rehabilitate or redevelop some buildings that are in poor condition.

#### **Transportation Recommendations**

1. Enhance pedestrian connections between the neighborhoods and riverfront.
2. Improve pedestrian crossings on N. 3<sup>rd</sup> Avenue and N. 1<sup>st</sup> Avenue, which are one-way traffic corridors that generate higher speeds and greater traffic.
3. Create a gateway to the N. 3<sup>rd</sup> Avenue corridor at the intersection of Bridge Street and N. 3<sup>rd</sup> Avenue. This gateway should include clear and attractive signage, lighting, pedestrian crossings, and seasonal banners.
4. Provide shared parking options for commercial properties on N. 3<sup>rd</sup> Avenue and Bridge Street.

### **Private Design Guidelines**

1. Preserve the historic character of this neighborhood, including the mix of uses, garages along the alleys, tree-lined streets, housing stock, lot sizes, etc.
2. Coordinate building and site designs with adjoining properties along Bridge Street. The commercial buildings should complement the character of the neighborhood.
3. Provide landscape or fence buffers between the commercial buildings fronting Bridge Street and residential uses in the rear.
4. Locate parking for commercial uses to the sides or rears of buildings, or screened from N. 3<sup>rd</sup> Avenue by suitable landscaping.
5. As properties redevelop, locate buildings closer to the street and provide primary entrance to commercial buildings from the public street.
6. Reduce setbacks of new or redeveloped structures along N. 3<sup>rd</sup> Avenue to enhance the character and definition of this street.

### **Public Streetscape Guidelines**

1. Parallel parking should be provided on both sides of N. 3<sup>rd</sup> Avenue.
2. Provide street trees, landscaping, and pedestrian amenities such as benches and trash receptacles along Bridge Street, N. 3<sup>rd</sup> Avenue, and N. 1<sup>st</sup> Avenue. Provide banners, holiday decorations and other visual enhancements on existing and new roadway lighting poles to improve the visual character and identity of these key streets.
3. Select street trees to provide visual interest and seasonal variety along N. 3<sup>rd</sup> Avenue and Bridge Street.
4. Expand wayfinding to direct visitors to CBD destinations.

### **District #2: West Riverfront District**

#### **Purpose**

The purpose of this district is to take full advantage of the riverfront location, proximity to established neighborhoods, and gateway corridor to the City and Downtown (Bridge Street), and to create additional opportunities for infill and redevelopment around Cherry Street and the MBX site. The location along the river and proximity to Downtown Wausau make this centrally located district an attractive destination for a diversity of employment, commercial, residential, and recreational uses.

#### **Land Use and Redevelopment Recommendations**

1. Redevelopment of light industrial properties near Cherry Street and the rail corridor for new commercial development should complement the neighborhood on the west side of N. 1<sup>st</sup> Avenue with additional neighborhood-oriented commercial businesses and a mix of housing types and sizes that could include senior housing near the grocery store and river.



2. The MBX site should transition to a corporate office/employment or residential use that will provide first class river frontage and add significant value to the community and neighborhoods. Industrial uses should be relocated within the City to the Wausau West Industrial Park.
3. Develop new public open spaces along the Riverwalk with improved access from the neighborhood.

### **Transportation Recommendations**

1. Enhance public access to the riverfront from the west side neighborhood by creating east-west corridors for pedestrians and bicyclists.
2. Provide surface parking close to the Riverwalk for trail users.
3. Extend a street along Pick N Save south to Cherry Street to integrate existing commercial development with new employment or residential developments to the south. Consider additional street and pedestrian/bicycle access at Maple Street.
4. Provide safe pedestrian railroad crossings at Cherry Street and possibly Maple Street.
5. Extend the Riverwalk south along the MBX site. Provide a pedestrian/bicycle bridge across the Wisconsin River alongside of the existing rail trestle to connect with Barker Stewart Island Park and the west side of the river.

### **Private Design Guidelines**

1. The design strategy for this district is to create a pedestrian-scaled mixed-use area integrating the new riverfront commercial developments, a redeveloped Cherry Street residential/commercial neighborhood, and employment or residential use at the MBX property with clear and safe connections to the river for residents and employees.
2. River views, connections, and use areas should be provided while preserving the natural character of the river.
3. Provide continuous and direct pedestrian, bicycle, and auto routes to interconnect existing and new commercial and residential developments to Bridge Street, N. 1<sup>st</sup> Avenue and the riverfront.
4. Properties fronting Bridge Street should promote high quality building and site designs to enhance Bridge Street as an attractive community and Downtown gateway corridor.
5. As properties redevelop, place landscaping and buildings, not parking, closer to N. 1<sup>st</sup> Avenue and Bridge Street.
6. As the MBX property redevelops, new buildings should be oriented to the river and to N. 1<sup>st</sup> Avenue with parking located between, on the sides, or under the buildings.
7. Avoid long, monotonous facades for commercial buildings along the riverfront and along N. 1<sup>st</sup> Avenue. Use building wall offsets, projections, recesses, and other variations in the building massing to add architectural interest and variety.

8. Screen loading zones from view from the public street and the riverfront.
9. Establish/enhance pedestrian connections to the riverfront across the Pick N Save parking lot.
10. New and redeveloped buildings near and around Cherry Street west of the rail corridor should complement the scale and character of the residential areas west of N. 1<sup>st</sup> Avenue. Larger buildings may occur on the east side of the rail corridor toward the river to transition from the pattern of the existing neighborhood to new commercial development along the river.
11. Commercial parking lots should include plantings and stormwater infiltration areas, particularly for lots closer to the Wisconsin River.
12. Parking lot lights should be directed downward to limit the light spill to adjoining areas.
13. Promote shared parking and internal circulation between properties to limit curb cuts on main streets and the need for excessive parking.

### **Public Streetscape Guidelines**

1. Create attractive wayfinding to the riverfront, Downtown, and CBD destination.
2. Provide street trees, landscaping, and pedestrian amenities such as benches and trash receptacles along N. 1<sup>st</sup> Avenue and Bridge Street. Provide banners, holiday decorations, and other visual enhancements on existing and new roadway lighting to improve the visual character and identity of these streets.
3. Select street trees to promote visual interest and seasonal variety along N. 1<sup>st</sup> Avenue and Bridge Street.

### **District #3: East Riverfront District**

#### **Purpose**

The purpose of this district is to take full advantage of this outstanding riverfront location and its proximity to Downtown. This district is recommended for redevelopment into a high-quality, riverfront housing district with public gathering spaces and commercial buildings fronting onto N. 1<sup>st</sup> Street. This district should be seamlessly integrated with the Downtown through connections, landscaping, lighting, trail connections, and similar amenities.

#### **Land Use Recommendations**

1. Encourage higher density residential development in the southern end of this district. The densities should be in the range of 16-40 units per acre to maximize this riverfront location.
2. Create a community focal point, such as a public gathering space, to provide active and passive recreational use in areas that cannot be developed due to flood plain area restrictions.
3. Encourage lower scale housing in the northern end of the district, such as townhomes or 2-3 story condominiums. The densities should be in the range of 12-20 units per acre. Site

considerations include lot depth, the railroad corridor, the extension of N. 1<sup>st</sup> Street, and need to provide adequate parking for the residences.

4. Rehabilitate or redevelop properties along the east side of the railroad corridor into commercial, residential, and/or live-work uses. Ensure that the scale, pattern and traffic related to these uses are compatible with the existing neighborhood.

### **Transportation Recommendations**

1. Extend a public street to the north along the rail corridor and under Bridge Street to provide access to the East Riverfront District.
2. Consider the construction of a pedestrian underpass at the rail corridor to connect Short Street to the river. This connection will provide an important amenity and add value to the neighborhood east of the railroad.
3. Extend the existing Riverwalk along the Wisconsin River to Bridge Street. Provide a pedestrian/bicycle route along N. 1<sup>st</sup> Street to connect the east and west sides of the river along Bridge Street.
4. Extend the Riverwalk to Barker Stewart Island Park and along the side of the existing railroad bridge to the west side of the river.
5. Remove the existing railroad tracks in the middle part of this district, as shown on the transportation map (**Map 5**), to provide better opportunities for infill and redevelopment.
6. Extend Fulton Street to the river to improve public access to the East Riverfront District.

### **Private Design Guidelines**

1. The design strategy for this district is to create a pedestrian scaled mixed-use area, integrating the new riverfront housing and open spaces, expanded and improved commercial development fronting N. 1<sup>st</sup> Street, riverfront trail extensions, and connections to neighborhoods and the Downtown. This district provides an opportunity for high quality and innovative design because of its topography and location.
2. A detailed master plan should be prepared for the East Riverfront District that integrates all properties along the riverfront with the Downtown.
3. Create a public open space along the Riverwalk at the end of Fulton Street, including possible transient docking.
4. Consider the creation of additional public open spaces for areas that cannot be developed within the 100-year floodplain.
5. Design all visible sides of existing and new buildings. Facades facing the river should contain detail equal to that of facades facing the street.
6. Encourage taller buildings that vary from two to five stories in this district.

7. River views, connections, and use areas should be provided while balancing the preservation of existing vegetation and the natural character of the river.
8. Create continuous and direct physical linkages between the riverfront, neighborhoods, and Downtown.
9. Avoid long, monotonous facades for commercial buildings along the riverfront and along N. 1<sup>st</sup> Street. Use building wall offsets, projections, recesses, and variations in the building massing to add architectural interest and variety.
10. Screen views of building parking and loading zones from the riverfront and the public street.
11. Parking lots should include plantings and stormwater infiltration areas, particularly lots closer to the Wisconsin River.
12. Promote shared parking and internal circulation between properties to limit curb cuts on major public streets and the need for excessive parking.
13. Encourage native landscaping and best management practices for stormwater management in this district.

#### **Public Streetscape Guidelines**

1. Design the extension of N. 1<sup>st</sup> Street along the railroad tracks to minimize pavement width.
2. Create attractive wayfinding signage to the riverfront and Downtown.
3. Provide street trees, landscaping, decorative lighting, banners, and pedestrian amenities, such as benches and trash receptacles along Bridge Street and new streets within the district.

#### **District #4: Downtown Gateway District**

##### **Purpose**

This district is part of the grand gateway into Downtown Wausau and is positioned for redevelopment and increased commercial activity due to its central location and proximity to the river, residential neighborhoods, major street corridors, and the Downtown.

##### **Land Use Recommendations**

1. Redevelop larger commercial/industrial buildings into more appropriately scaled buildings that better fit the scale and character of the neighborhood and Downtown district.
2. Maintain and expand employment uses in the district.
3. Promote the selective rehabilitation or redevelopment of properties along N. 3rd Street, the railroad, and Fulton Street for commercial and residential uses (e.g. the ABC Supply/Fox TV site).
4. Preserve residential uses on the north side of Fulton Street between N. 3rd Street and N. 5<sup>th</sup> Street. This area may transition over time to a mix of residential and commercial uses.

5. Promote selective infill and redevelopment projects as shown on the redevelopment map (**Map 4**).

### **Transportation Recommendations**

1. Design N. 3rd Street as a gateway corridor to the Downtown within an attractive streetscape.
2. Provide a safe and well-connected bicycle and pedestrian network along N. 3rd Street and Fulton Street to improve multi-modal access to the Downtown and riverfront.
3. Design the intersection of McIndoe Street and N. 3rd Street as a major gateway feature for Downtown Wausau. Consider the possibility of a roundabout at this intersection.

### **Private Design Guidelines**

1. Design corner buildings to have at least two facades facing the public streets (e.g., buildings on Fulton and N. 3rd Street) with additional architectural detail to enhance their prominent locations and frame the intersection.
2. Screen views of parking lots and loading/service areas from public streets.
3. Provide attractive landscaping next to the public street as part of private property development.
4. Selectively integrate existing neighborhoods with commercial uses that complement the neighborhood.
5. Provide efficient parking options within the district to support existing uses and future redevelopment. This could include a combination of surface parking and structured parking. Shared parking opportunities should be promoted.
6. Parking lots for new uses along Bridge Street should be located along the sides and rears of buildings, not in the front.
7. Parking entrances should be connected to the primary public street or rear alleys.
8. Encourage mixed-use buildings with retail or service uses on the ground floor and offices or residential uses above.
9. Create setbacks/build-to-lines that minimize building setbacks from the street. Consider the adoption of standards that set this line between 0-10 feet.

### **Public Streetscape Guidelines**

1. Reconfigure N. 3rd Street to accommodate parallel parking. This would create a safer and more retail friendly environment along this corridor.
2. Provide decorative street lighting, banners, pedestrian amenities, and street trees along N. 3rd Street to create a gateway entrance to the Downtown.

3. Design the intersection of McIndoe Street and N. 3rd Street to create a focal point and entrance feature for the Downtown, including the possibility of a roundabout. Use special landscaping, architectural or public improvements at this intersection to enhance the importance of this Downtown gateway.
4. Expand wayfinding to direct visitors to CBD destinations.

### **District #5: East Neighborhood District**

#### **Purpose**

This district should be rehabilitated to become one of the most attractive traditional neighborhoods in the City of Wausau. The historic character of this neighborhood, combined with its tree-lined streets, walkable blocks, and mix of uses make it a great location for residential uses. In addition, N. 3rd Street is a major gateway corridor to Downtown, which will support redevelopment and revitalization to serve both the neighborhood and the community.

#### **Land Use Recommendations**

1. Promote the selective rehabilitation or redevelopment of residential properties throughout the district.
2. Preserve the historic character and the housing stock in the district.
3. Promote stabilization in this neighborhood, particularly between N. 1<sup>st</sup> Street and N. 4<sup>th</sup> Street.
4. Acquire the commercial businesses at the intersection of N. 6<sup>th</sup> Street and Bridge Street to allow for future Franklin Elementary School expansion, including the development of a safe drop-off zone.
5. Establish the N. 3rd Street/Bridge Street intersection as an attractive neighborhood-oriented commercial node. Develop the N. 3rd Street corridor as a small-scale retail commercial district mixed with residential uses.
6. Existing residential uses along N. 3<sup>rd</sup> Street may transition to small-scale commercial use if parking and other related issues are addressed.

#### **Transportation Recommendations**

1. Provide a safe drop-off zone for Franklin Elementary School.
2. Design N. 3rd Street as a major entrance corridor for the Downtown with attractive streetscape improvements.
3. Promote shared parking for commercial uses along N. 3rd Street.
4. Consider the extension of Short Street to 4<sup>th</sup> Street to improve the grid street patterns in the district and promote better pedestrian and bicycle connections between the residential neighborhoods east and west of N. 3rd Street.

5. Provide safe pedestrian and bicycle crossings at all intersections.

#### **Private Design Guidelines**

1. Preserve the historic character of the neighborhood.
2. Design commercial buildings to complement the scale and character of the existing neighborhood.
3. Buildings should be designed to define and frame the intersection of N. 3rd Street and Bridge Street to improve the gateway entrance to the Downtown.
4. Properties fronting Bridge Street should provide high quality building and site designs with parking located on the sides or rears of buildings to enhance Bridge Street as an attractive community and Downtown gateway corridor.
5. Promote shared parking with internal circulation between properties to limit curb cuts on major streets and the need for excessive parking.
6. Create a “build-to-line” for buildings along major corridors such as N. 3<sup>rd</sup> Street, N. 5<sup>th</sup> Street, and N. 6<sup>th</sup> Street with setbacks varying from 0-10 feet.

#### **Public Streetscape Guidelines**

1. Continue to improve Bridge Street with attractive lighting, streetscape and signage.
2. Extend Downtown streetscaping along N. 3rd Street to Bridge Street, including decorative lighting, street trees, street furniture, and pedestrian amenities.
3. Beautify intersections with landscaping and signage features that are scaled and proportioned to the pedestrian as well as vehicular traffic.
4. Expand wayfinding to direct visitors to CBD destinations.

## **PART THREE: IMPLEMENTATION RECOMMENDATIONS**

This section of the North Downtown Area Master Plan provides a table that outlines the priority, responsibility, and potential funding for implementing key recommendations for each of the five planning districts as well as general project activities related to all planning districts.

### Priority

A priority is assigned to each recommendation: (1) Short-term 1-3 years, (2) Mid-term 4-7 years, and (3) Long-term 7+ years. As projects move forward, priorities may be adjusted and project timing may be shifted.

### Responsibility

This part of the table, which is identified under the heading of **Partner(s)**, identifies the key responsible party for implementing key recommendations. It is important to note that multiple partners, both public and private, will likely be involved in all implementation activities but that the identified partner will initiate and coordinate implementation activities related to each of the planning recommendations. The following is a list of potential partners for implementing the North Downtown Area recommendations.

- City of Wausau and its staff, departments, committees and commissions
- Main Street and its Subcommittees
- Property owners
- Business owners
- Developers
- Neighborhood residents
- Private organizations, such as Free to Grow.
- N2N - Neighborhood to Neighborhood Program
- School District
- Railroad
- Alexander Foundation
- State of Wisconsin and its agencies
- Chamber of Commerce/CVB
- Wausau citizens

### Potential Funding

This part of the table identifies possible public and private funding sources that may be used in implementing planning recommendations. Key funding sources include:

- TIF - Tax Incremental Financing (City)
- CDBG - Community Development Block Grants (City)
- CIP - Capital Improvement Program (City)
- Community Rehabilitation Funds (City)
- Developer
- Private (foundation, private donations, private organizations, etc.)
- State funding administered through DOT, DNR, Commerce, and other State agencies.



## Implementation Table

Key Projects	Priority	Partner(s)	Potential Funding
<b>General Project Activities</b>			
1. Implementation Organization.	1	Main Street/City	--
2. Expand TIF District # 3.	1	City	--
3. Zoning/land-use changes.	1	City	--
4. Wayfinding.	1	Main Street/City	TIF/Private
<b>West Neighborhood District</b>			
1. Streetscape and gateway entrance improvements for N. 3rd Avenue.	2	City	CIP/State
2. Mixed-use zoning for N. 3rd Avenue.	1	City	--
<b>West Riverfront District</b>			
1. Redevelopment/relocation of MBX property.	1	Developer/City	Developer/TIF
2. Acquisition and development of sites east of Cherry Street for senior housing project.	2	Developer/City	Developer/TIF/CDBG
3. Extension of public streets to MBX property and railroad crossing.	2	City/R.R.	Developer/TIF/CDBG
4. Rezone N. 1 <sup>st</sup> Avenue residential properties to commercial zoning.	1	City	--
5. Pedestrian/bicycle trail connection from west side neighborhood to riverwalk.	2	City	TIF/State
6. Extension of riverwalk on the west side of the river.	1	City	TIF/State/Private/CIP
7. Bicycle trail extension from Barker Stewart Island to the west side of the river.	2	City/R.R.	TIF/State/Private/CIP
8. Streetscape improvements for N. 1 <sup>st</sup> Avenue.	3	City	TIF/CIP
9. Gateway streetscape improvements for W. Bridge Street.	1	City/Main Street	TIF/CIP

Key Projects	Priority	Partner(s)	Potential Funding
<b>East Riverfront District</b>			
1. Riverfront redevelopment.  Consider development guidelines and continued redevelopment planning, including flood plain determination and environmental remediation activities.	1	Multiple Partners	Developer/TIF/State
2. Street extension to the north.	2	City/Developer	Developer/TIF/CDBG
3. Fulton Street extension to riverfront.	2	City/Developer	Developer/TIF/CDBG
4. Rezoning to allow for mixed-use residential and live/work uses on N. 1st Street.	1	City	--
5. N. 1 <sup>st</sup> Street redevelopment and relocation.	1	City/Main Street	Developer/TIF/CDBG
<b>Downtown Gateway District</b>			
1. N. 3rd Street reconstruction and gateway streetscaping.	1	City/Main Street	TIF/CIP/Private
2. Roundabout/gateway feature at McIndoe Street.	1	City/Main Street	TIF/CIP/Private
3. Railroad corridor redevelopment	1	Developer/City	Developer/TIF
4. Redevelopment projects. <ul style="list-style-type: none"> <li>• ABC Supply.</li> <li>• Fulton Street properties.</li> </ul>	2 3	Developer/City Developer/City	Developer/TIF/CDBG Developer/TIF/CDBG
5. Continue building and façade improvement program for N. 3rd Street and other North Downtown areas.	1	City/Main Street	TIF/Private/CDBG/ Community Rehab Fund
6. On-street bicycle route from Fulton Street to riverfront.	2	City	TIF/CIP

Key Projects	Priority	Partner(s)	Potential Funding
<b>East Neighborhood District</b>			
1. N. 3rd Street reconstruction and gateway streetscaping/entrance feature.	1	City/Main Street	TIF/CIP/Private
2. Business recruitment/retention program for N. 3rd Street.	1	Main Street/City	CDBG
3. Mixed-use zoning on N. 3rd Street for residential and commercial uses.	1	City	--
4. Neighborhood rehabilitation program in N. 2 <sup>nd</sup> Street/N. 3rd Street/N. 4 <sup>th</sup> Street area. <ul style="list-style-type: none"> <li>• Help organize neighborhood association.</li> <li>• Initiate landlord listening sessions.</li> <li>• Building inspection/enforcement.</li> <li>• Neighborhood protective services effort.</li> <li>• Affordable housing/homeownership program.</li> <li>• Ornamental streetlight program.</li> <li>• Continue acquisition/demolition/infill development for selected properties (e.g. railroad/Short Street)</li> </ul>	1	N2N/Neighborhood	TIF/Private/CDBG
5. Explore potential pedestrian underpass for the railroad at Short Street.	3	City/R.R.	TIF/State/Private/CDBG
6. Explore potential extension of Short Street to N. 4 <sup>th</sup> Street.	1	City	TIF/CIP/Private/CDBG
7. Acquisition of commercial properties for Franklin Elementary School.	1	School District	School District/ Private/CDBG
8. N. 3rd Street infill development	1	Developer/City	--
9. Continue building and facade improvement grant program for N. 3rd Street and other North Downtown areas.	1	City/MainStreet	TIF/Private/CDBG/ Commercial Rehab Fund
10. Gateway streetscape improvements for E. Bridge Street and other North Downtown areas.	1	City/Main Street	TIF/CIP

## **APPENDIX**

### Market Demographics

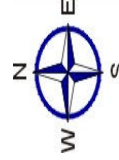
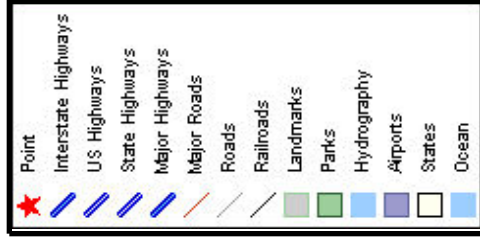
- 1/2 mile radius
- 1 mile radius
- 2 mile radius
- City of Wausau
- Wausau Metro Area

# Area Map

Prepared For:  
Project Code:

Order #: 963672487  
Site: 01

3RD ST AT SHORT ST  
WAUSAU, WI 54403  
Coord: 44.966700, -89.627100  
Radius - See Appendix for Details



Prepared on: September 4, 2005  
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## Area Map

Prepared For:  
Project Code:

Order #: 963672487  
Site: 01

### Appendix: Area Listing

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**Area Name:**

Type: Radius

**Radius Definition:**

3RD ST AT SHORT ST	Center Point:	44.966700	-89.627100
WAUSAU, WI 54403	Circle/Band:	0.00	- 0.50

---

**Area Name:**

Type: Radius

**Radius Definition:**

3RD ST AT SHORT ST	Center Point:	44.966700	-89.627100
WAUSAU, WI 54403	Circle/Band:	0.00	- 1.00

---

**Area Name:**

Type: Radius

**Radius Definition:**

3RD ST AT SHORT ST	Center Point:	44.966700	-89.627100
WAUSAU, WI 54403	Circle/Band:	0.00	- 2.00



# Pop Facts: Census Demographic Overview 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

Trade Area: 3RD ST AT SHORT ST, WAUSAU, WI 54403, Total

Description	0.00 - 0.50 Miles		0.00 - 1.00 Miles		0.00 - 2.00 Miles	
	Radius	%	Radius	%	Radius	%
<b>Population</b>						
2009 Projection	3,334		12,472		28,232	
2004 Estimate	3,425		12,977		29,555	
2000 Census	3,503		13,553		30,710	
1990 Census	3,709		13,901		30,868	
Growth 1990-2000	-5.55%		-2.50%		-0.51%	
<b>2000 Population by Single Race Classification</b>						
White Alone	2,530	72.22	10,866	80.17	25,674	83.60
Black or African American Alone	60	1.71	138	1.02	196	0.64
American Indian and Alaska Native Alone	40	1.14	119	0.88	198	0.64
Asian Alone	786	22.44	2,147	15.84	4,121	13.42
Native Hawaiian and Other Pacific Islander Alone	0	0.00	9	0.07	13	0.04
Some Other Race Alone	15	0.43	53	0.39	100	0.33
Two or More Races	72	2.06	220	1.62	408	1.33
<b>2000 Population Hispanic or Latino by Origin</b>						
Not Hispanic or Latino	3,464	98.89	13,408	98.93	30,390	98.96
Hispanic or Latino:	39	1.11	145	1.07	319	1.04
Mexican	18	46.15	68	46.90	152	47.65
Puerto Rican	3	7.69	15	10.34	29	9.09
Cuban	4	10.26	10	6.90	14	4.39
All Other Hispanic or Latino	14	35.90	52	35.86	123	38.56
<b>2000 Hispanic or Latino by Single Race Class.</b>						
White Alone	20	51.28	72	49.66	151	47.34
Black or African American Alone	0	0.00	1	0.69	2	0.63
American Indian and Alaska Native Alone	2	5.13	6	4.14	14	4.39
Asian Alone	0	0.00	1	0.69	11	3.45
Native Hawaiian and Other Pacific Islander Alone	0	0.00	2	1.38	5	1.57
Some Other Race Alone	15	38.46	47	32.41	90	28.21
Two or More Races	1	2.56	16	11.03	47	14.73
<b>2000 Population by Sex</b>						
Male	1,766	50.41	6,693	49.38	14,833	48.30
Female	1,738	49.61	6,860	50.62	15,876	51.70
Male/Female Ratio	1.02		0.98		0.93	



# Pop Facts: Census Demographic Overview 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

Trade Area: 3RD ST AT SHORT ST, WAUSAU, WI 54403, Total

Description	0.00 - 0.50 Miles		0.00 - 1.00 Miles		0.00 - 2.00 Miles	
	Radius	%	Radius	%	Radius	%
<b>2000 Population by Age</b>	3,503		13,553		30,710	
Age 0 - 4	278	7.94	894	6.60	1,936	6.30
Age 5 - 9	306	8.74	1,061	7.83	2,255	7.34
Age 10 - 14	318	9.08	1,114	8.22	2,372	7.72
Age 15 - 17	179	5.11	641	4.73	1,401	4.56
Age 18 - 20	210	5.99	675	4.98	1,450	4.72
Age 21 - 24	274	7.82	830	6.12	1,664	5.42
Age 25 - 34	520	14.84	1,873	13.82	4,063	13.23
Age 35 - 44	499	14.24	1,965	14.50	4,381	14.27
Age 45 - 49	194	5.54	881	6.50	2,032	6.62
Age 50 - 54	164	4.68	655	4.83	1,593	5.19
Age 55 - 59	120	3.43	537	3.96	1,313	4.28
Age 60 - 64	91	2.60	408	3.01	1,040	3.39
Age 65 - 74	184	5.25	895	6.60	2,258	7.35
Age 75 - 84	121	3.45	786	5.80	2,097	6.83
Age 85 and over	44	1.26	339	2.50	854	2.78
Age 16 and over	2,543	72.59	10,264	75.73	23,677	77.10
Age 18 and over	2,421	69.11	9,843	72.63	22,746	74.07
Age 21 and over	2,211	63.12	9,168	67.65	21,296	69.35
Age 65 and over	349	9.96	2,019	14.90	5,209	16.96
<b>2000 Median Age</b>	28.58		33.34		35.49	
<b>2000 Average Age</b>	32.17		36.16		37.81	
<b>2000 Male Population by Age</b>	1,766		6,693		14,833	
Age 0 - 4	145	8.21	446	6.66	976	6.58
Age 5 - 9	163	9.23	554	8.28	1,155	7.79
Age 10 - 14	179	10.14	620	9.26	1,270	8.56
Age 15 - 17	108	6.12	347	5.18	713	4.81
Age 18 - 20	115	6.51	365	5.45	746	5.03
Age 21 - 24	136	7.70	425	6.35	848	5.72
Age 25 - 34	278	15.74	1,014	15.15	2,136	14.40
Age 35 - 44	248	14.04	992	14.82	2,213	14.92
Age 45 - 49	97	5.49	445	6.65	1,026	6.92
Age 50 - 54	76	4.30	315	4.71	772	5.20
Age 55 - 59	53	3.00	244	3.65	592	3.99
Age 60 - 64	44	2.49	183	2.73	470	3.17
Age 65 - 74	69	3.91	352	5.26	923	6.22
Age 75 - 84	45	2.55	297	4.44	757	5.10
Age 85 and over	10	0.57	94	1.40	237	1.60





## Pop Facts: Census Demographic Overview 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

Trade Area: 3RD ST AT SHORT ST, WAUSAU, WI 54403, Total

Description	0.00 - 0.50 Miles		0.00 - 1.00 Miles		0.00 - 2.00 Miles	
	Radius	%	Radius	%	Radius	%
<b>2000 Median Age, Male</b>	26.34		30.81		33.00	
<b>2000 Average Age, Male</b>	29.89		33.70		35.35	
<b>2000 Female Population by Age</b>	1,738		6,860		15,876	
Age 0 - 4	133	7.65	449	6.55	960	6.05
Age 5 - 9	143	8.23	508	7.41	1,100	6.93
Age 10 - 14	139	8.00	493	7.19	1,102	6.94
Age 15 - 17	71	4.09	293	4.27	688	4.33
Age 18 - 20	95	5.47	310	4.52	704	4.43
Age 21 - 24	138	7.94	405	5.90	816	5.14
Age 25 - 34	243	13.98	859	12.52	1,927	12.14
Age 35 - 44	250	14.38	973	14.18	2,169	13.66
Age 45 - 49	97	5.58	437	6.37	1,006	6.34
Age 50 - 54	88	5.06	340	4.96	821	5.17
Age 55 - 59	68	3.91	293	4.27	721	4.54
Age 60 - 64	47	2.70	225	3.28	570	3.59
Age 65 - 74	115	6.62	542	7.90	1,335	8.41
Age 75 - 84	76	4.37	489	7.13	1,339	8.43
Age 85 and over	34	1.96	245	3.57	617	3.89
<b>2000 Median Age, Female</b>	31.15		36.17		37.95	
<b>2000 Average Age, Female</b>	34.48		38.55		40.10	
<b>2000 Population Age 15+ by Marital Status*</b>	2,595		10,462		24,183	
Total, Never Married	922	35.53	3,146	30.07	6,879	28.45
Married, Spouse present	1,147	44.20	4,727	45.18	11,645	48.15
Married, Spouse absent	172	6.63	575	5.50	920	3.80
Widowed	100	3.85	882	8.43	2,229	9.22
Divorced	254	9.79	1,132	10.82	2,510	10.38
Males, Never Married	559	21.54	1,853	17.71	3,985	16.48
Previously Married	188	7.24	729	6.97	1,567	6.48
Females, Never Married	363	13.99	1,293	12.36	2,894	11.97
Previously Married	219	8.44	1,412	13.50	3,437	14.21



## Pop Facts: Census Demographic Overview 2004 Report

Prepared For:  
Project Code:

Order #: 963672487  
Site: 01

Trade Area: 3RD ST AT SHORT ST, WAUSAU, WI 54403, Total

Description	0.00 - 0.50 Miles		0.00 - 1.00 Miles		0.00 - 2.00 Miles	
	Radius	%	Radius	%	Radius	%
<b>2000 Population Age 25+ by Educational Attainment*</b>	1,921		8,369		19,644	
Less than 9th grade	212	11.04	875	10.46	2,277	11.59
Some High School, no diploma	214	11.14	841	10.05	1,912	9.73
High School Graduate (or GED)	626	32.59	2,745	32.80	6,544	33.31
Some College, no degree	397	20.67	1,602	19.14	3,596	18.31
Associate Degree	167	8.69	718	8.58	1,714	8.73
Bachelor's Degree	212	11.04	979	11.70	2,354	11.98
Master's Degree	57	2.97	441	5.27	919	4.68
Professional School Degree	32	1.67	119	1.42	252	1.28
Doctorate Degree	3	0.16	50	0.60	76	0.39
<b>Households</b>						
2009 Projection	1,264		5,000		11,679	
2004 Estimate	1,303		5,197		12,193	
2000 Census	1,334		5,417		12,625	
1990 Census	1,446		5,525		12,469	
Growth 1990-2000	-7.75%		-1.95%		1.25%	
<b>2000 Households by Household Type</b>	1,334		5,417		12,625	
Family Households	705	52.85	3,000	55.38	7,306	57.87
Nonfamily Households	629	47.15	2,417	44.62	5,319	42.13
<b>2000 Group Quarters Population</b>	135		526		860	
<b>2000 Households Hispanic or Latino</b>	15	1.12	56	1.03	88	0.70
<b>2000 Households by Household Size</b>	1,334		5,417		12,625	
1-person household	493	36.96	1,989	36.72	4,441	35.18
2-person household	370	27.74	1,630	30.09	4,115	32.59
3-person household	177	13.27	733	13.53	1,703	13.49
4-person household	130	9.75	534	9.86	1,263	10.00
5-person household	61	4.57	237	4.38	530	4.20
6-person household	39	2.92	104	1.92	210	1.66
7 or more person household	65	4.87	191	3.53	363	2.88
<b>2000 Average Household Size</b>	2.52		2.40		2.36	



## Pop Facts: Census Demographic Overview 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

Trade Area: 3RD ST AT SHORT ST, WAUSAU, WI 54403, Total

Description	0.00 - 0.50 Miles		0.00 - 1.00 Miles		0.00 - 2.00 Miles	
	Radius	%	Radius	%	Radius	%
<b>2000 Households by Household Income</b>	1,327		5,429		12,641	
Income Less than \$15,000	256	19.29	988	18.20	2,217	17.54
Income \$15,000 - \$24,999	273	20.57	1,010	18.60	2,155	17.05
Income \$25,000 - \$34,999	235	17.71	954	17.57	2,067	16.35
Income \$35,000 - \$49,999	217	16.35	899	16.56	2,366	18.72
Income \$50,000 - \$74,999	197	14.85	920	16.95	2,318	18.34
Income \$75,000 - \$99,999	68	5.12	325	5.99	796	6.30
Income \$100,000 - \$149,999	49	3.69	229	4.22	462	3.65
Income \$150,000 - \$249,999	22	1.66	80	1.47	210	1.66
Income \$250,000 - \$499,999	10	0.75	22	0.41	46	0.36
Income \$500,000 or more	0	0.00	1	0.02	5	0.04
<b>2000 Average Household Income</b>	\$43,479		\$43,380		\$44,219	
<b>2000 Median Household Income</b>	\$30,720		\$32,503		\$34,427	
<b>2000 Per Capita Income</b>	\$16,813		\$17,893		\$18,557	
<b>2000 Household Type, Presence of Own Children*</b>	1,334		5,417		12,625	
Single Male Householder	236	17.69	840	15.51	1,716	13.59
Single Female Householder	256	19.19	1,149	21.21	2,724	21.58
Married-Couple Family, own children	263	19.72	1,027	18.96	2,363	18.72
Married-Couple Family, no own children	238	17.84	1,208	22.30	3,217	25.48
Male Householder, own children	38	2.85	123	2.27	274	2.17
Male Householder, no own children	16	1.20	76	1.40	179	1.42
Female Householder, own children	102	7.65	369	6.81	801	6.34
Female Householder, no own children	47	3.52	197	3.64	471	3.73
Nonfamily, Male Householder	77	5.77	246	4.54	496	3.93
Nonfamily, Female Householder	60	4.50	182	3.36	382	3.03
<b>2000 Households by Presence of People*</b>	1,334		5,417		12,625	
<b>Households with 1 or more People Age 18 or under:</b>						
Married-Couple Family	275	20.61	1,057	19.51	2,427	19.22
Other Family, Male Householder	39	2.92	131	2.42	291	2.30
Other Family, Female Householder	109	8.17	383	7.07	843	6.68
Nonfamily, Male Householder	6	0.45	22	0.41	55	0.44
Nonfamily, Female Householder	1	0.07	2	0.04	11	0.09
<b>Households no People Age 18 or under:</b>						
Married-Couple Family	227	17.02	1,179	21.76	3,153	24.97
Other Family, Male Householder	16	1.20	69	1.27	162	1.28
Other Family, Female Householder	40	3.00	182	3.36	429	3.40
Nonfamily, Male Householder	307	23.01	1,064	19.64	2,158	17.09
Nonfamily, Female Householder	315	23.61	1,328	24.52	3,096	24.52



## Pop Facts: Census Demographic Overview 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

Trade Area: 3RD ST AT SHORT ST, WAUSAU, WI 54403, Total

Description	0.00 - 0.50 Miles		0.00 - 1.00 Miles		0.00 - 2.00 Miles	
	Radius	%	Radius	%	Radius	%
<b>2000 Households by Number of Vehicles</b>	1,334		5,417		12,625	
No Vehicles	171	12.82	727	13.42	1,499	11.87
1 Vehicle	541	40.55	2,274	41.98	5,170	40.95
2 Vehicles	490	36.73	1,865	34.43	4,414	34.96
3 Vehicles	82	6.15	429	7.92	1,117	8.85
4 Vehicles	53	3.97	116	2.14	327	2.59
5 or more Vehicles	4	0.30	30	0.55	100	0.79
<b>2000 Average Number of Vehicles</b>	1.50		1.47		1.53	
<b>2000 Families by Poverty Status</b>	740		3,029		7,370	
<b>Income At or Above Poverty Level:</b>						
Married-Couple Family, own children	233	31.49	981	32.39	2,267	30.76
Married-Couple Family, no own children	230	31.08	1,112	36.71	3,101	42.08
Male Householder, own children	63	8.51	136	4.49	285	3.87
Male Householder, no own children	16	2.16	82	2.71	150	2.04
Female Householder, own children	42	5.68	216	7.13	537	7.29
Female Householder, no own children	40	5.41	170	5.61	394	5.35
<b>Income Below Poverty Level:</b>						
Married-Couple Family, own children	78	10.54	152	5.02	259	3.51
Married-Couple Family, no own children	12	1.62	30	0.99	69	0.94
Male Householder, own children	2	0.27	21	0.69	52	0.71
Male Householder, no own children	0	0.00	1	0.03	18	0.24
Female Householder, own children	25	3.38	127	4.19	233	3.16
Female Householder, no own children	0	0.00	0	0.00	6	0.08
<b>2000 Population Age 16+ by Employment Status</b>	2,537		10,259		23,720	
In Armed Forces	1	0.04	13	0.13	20	0.08
Civilian - Employed	1,638	64.56	6,322	61.62	14,629	61.67
Civilian - Unemployed	124	4.89	342	3.33	712	3.00
Not in Labor Force	774	30.51	3,582	34.92	8,360	35.24
<b>2000 Civilian Employed Pop. Age 16+ by Occupation</b>	1,638		6,322		14,629	
Management, Business and Financial Operations	119	7.26	575	9.10	1,422	9.72
Professional and Related Occupations	202	12.33	1,072	16.96	2,495	17.06
Service	323	19.72	1,109	17.54	2,294	15.68
Sales and Office	450	27.47	1,679	26.56	4,223	28.87
Farming, Fishing and Forestry	23	1.40	49	0.78	80	0.55
Construction, Extraction, and Maintenance	147	8.97	415	6.56	960	6.56
Production, Transportation, and Material Moving	375	22.89	1,424	22.52	3,156	21.57



## Pop Facts: Census Demographic Overview 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

Trade Area: 3RD ST AT SHORT ST, WAUSAU, WI 54403, Total

Description	0.00 - 0.50 Miles		0.00 - 1.00 Miles		0.00 - 2.00 Miles	
	Radius	%	Radius	%	Radius	%
<b>2000 Pop. Age 16+ by Occupation Classification</b>	1,638		6,322		14,629	
Blue Collar	522	31.87	1,839	29.09	4,116	28.14
Service and Farm	347	21.18	1,170	18.51	2,406	16.45
White Collar	770	47.01	3,313	52.40	8,107	55.42
<b>2000 Workers Age 16+, Transportation To Work</b>	1,615		6,225		14,433	
Drove Alone	1,233	76.35	4,772	76.66	11,375	78.81
Car Pooled	164	10.15	743	11.94	1,620	11.22
Public Transportation	42	2.60	144	2.31	317	2.20
Walked	87	5.39	295	4.74	577	4.00
Motorcycle	3	0.19	11	0.18	23	0.16
Bicycle	19	1.18	30	0.48	66	0.46
Other Means	21	1.30	65	1.04	124	0.86
Worked at Home	46	2.85	164	2.63	330	2.29
<b>2000 Workers Age 16+ by Travel Time to Work</b>	1,569		6,061		14,103	
Less than 15 Minutes	957	60.99	3,594	59.30	8,262	58.58
15 - 29 Minutes	496	31.61	1,979	32.65	4,669	33.11
30 - 44 Minutes	53	3.38	243	4.01	605	4.29
45 - 59 Minutes	30	1.91	116	1.91	251	1.78
60 or more Minutes	34	2.17	128	2.11	315	2.23
<b>2000 Average Travel Time to Work in Minutes</b>	15.93		16.11		16.30	
<b>2000 Tenure of Occupied Housing Units</b>	1,334		5,417		12,625	
Owner Occupied	559	41.90	2,850	52.61	7,389	58.53
Renter Occupied	775	58.10	2,566	47.37	5,236	41.47
<b>2000 Occ Housing Units, Avg Length of Residence</b>	8		10		12	



## Pop Facts: Census Demographic Overview 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

Trade Area: 3RD ST AT SHORT ST, WAUSAU, WI 54403, Total

Description	0.00 - 0.50 Miles		0.00 - 1.00 Miles		0.00 - 2.00 Miles	
	Radius	%	Radius	%	Radius	%
<b>2000 All Owner-Occupied Housing Values</b>	547		2,872		7,403	
Value Less than \$20,000	1	0.18	7	0.24	23	0.31
Value \$20,000 - \$39,999	14	2.56	62	2.16	196	2.65
Value \$40,000 - \$59,999	48	8.78	295	10.27	816	11.02
Value \$60,000 - \$79,999	178	32.54	952	33.15	2,471	33.38
Value \$80,000 - \$99,999	168	30.71	801	27.89	1,997	26.98
Value \$100,000 - \$149,999	89	16.27	526	18.31	1,371	18.52
Value \$150,000 - \$199,999	15	2.74	91	3.17	257	3.47
Value \$200,000 - \$299,999	31	5.67	99	3.45	192	2.59
Value \$300,000 - \$399,999	0	0.00	9	0.31	34	0.46
Value \$400,000 - \$499,999	1	0.18	20	0.70	27	0.36
Value \$500,000 - \$749,999	0	0.00	6	0.21	12	0.16
Value \$750,000 - \$999,999	2	0.37	6	0.21	6	0.08
Value \$1,000,000 or more	0	0.00	0	0.00	0	0.00
<b>2000 Median All Owner-Occupied Housing Value</b>	\$83,905		\$83,030		\$81,957	
<b>2000 Housing Units by Units in Structure*</b>	1,486		5,856		13,457	
1 Unit Attached	44	2.96	125	2.13	306	2.27
1 Unit Detached	662	44.55	3,205	54.73	8,172	60.73
2 Units	485	32.64	1,417	24.20	2,480	18.43
3 to 19 Units	268	18.03	762	13.01	1,504	11.18
20 to 49 Units	17	1.14	103	1.76	332	2.47
50 or More Units	14	0.94	248	4.23	648	4.82
Mobile Home or Trailer	0	0.00	1	0.02	18	0.13
Boat, RV, Van, etc	0	0.00	0	0.00	0	0.00
<b>2000 Housing Units by Year Built*</b>	1,486		5,856		13,457	
Housing Unit Built 1999 to present	1	0.07	35	0.60	84	0.62
Housing Unit Built 1995 to 1998	11	0.74	80	1.37	245	1.82
Housing Unit Built 1990 to 1994	14	0.94	94	1.61	369	2.74
Housing Unit Built 1980 to 1989	1	0.07	192	3.28	823	6.12
Housing Unit Built 1970 to 1979	44	2.96	471	8.04	1,427	10.60
Housing Unit Built 1960 to 1969	82	5.52	503	8.59	1,473	10.95
Housing Unit Built 1950 to 1959	137	9.22	885	15.11	2,377	17.66
Housing Unit Built 1940 to 1949	149	10.03	802	13.70	1,790	13.30
Housing Unit Built 1939 or Earlier	1,052	70.79	2,801	47.83	4,872	36.20
<b>2000 Median Year Structure Built* **</b>	1939		1942		1950	
<b>2000 Average Contract Rent</b>	\$387		\$398		\$404	

\*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

\*\*1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.



Prepared on: September 4, 2005

Page 8 of 9

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## Retail Trade Potential 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

Trade Area: 3RD ST AT SHORT ST, WAUSAU, WI 54403, Total

Description	0.00 - 0.50 Miles		0.00 - 1.00 Miles		0.00 - 2.00 Miles	
	Radius	%	Radius	%	Radius	%
<b>Total Retail Sales</b>	\$45,667,391		\$181,790,608		\$426,440,048	
<b>Apparel and Accessory Stores</b>	\$1,095,918	2.40	\$4,289,959	2.36	\$9,988,075	2.34
<b>Automotive Dealers</b>	\$11,487,512	25.15	\$45,892,232	25.24	\$107,959,446	25.32
<b>Automotive and Home Supply Stores</b>	\$226,032	0.49	\$897,197	0.49	\$2,100,496	0.49
<b>Drug and Proprietary Stores</b>	\$764,498	1.67	\$3,065,197	1.69	\$7,212,096	1.69
<b>Eating and Drinking Places</b>	\$3,776,067	8.27	\$14,794,122	8.14	\$34,425,717	8.07
<b>Food Stores</b>	\$6,290,535	13.77	\$24,918,767	13.71	\$58,297,726	13.67
<b>Furniture and Home Furnishings Stores</b>	\$881,674	1.93	\$3,496,412	1.92	\$8,190,448	1.92
<b>Home Appliance, Radio, and T.V. Stores</b>	\$985,607	2.16	\$3,843,703	2.11	\$8,929,601	2.09
<b>Gasoline Service Stations</b>	\$3,292,405	7.21	\$13,068,794	7.19	\$30,601,104	7.18
<b>General Merchandise</b>	\$7,802,444	17.09	\$30,972,874	17.04	\$72,511,762	17.00
Department Stores (Including Leased Depts.)	\$3,679,721	8.06	\$14,620,834	8.04	\$34,273,400	8.04
<b>Hardware, Lumber and Garden Stores</b>	\$4,676,898	10.24	\$18,671,839	10.27	\$43,856,992	10.28



# Retail Trade Potential 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

## Appendix: Area Listing

### Area Name:

Type: Radius

Reporting Detail: Aggregate

Reporting Level: Block Group

#### Radius Definition:

3RD ST AT SHORT ST  
WAUSAU, WI 54403

Center Point: 44.966700 -89.627100

Circle/Band: 0.00 - 0.50

### Area Name:

Type: Radius

Reporting Detail: Aggregate

Reporting Level: Block Group

#### Radius Definition:

3RD ST AT SHORT ST  
WAUSAU, WI 54403

Center Point: 44.966700 -89.627100

Circle/Band: 0.00 - 1.00

### Area Name:

Type: Radius

Reporting Detail: Aggregate

Reporting Level: Block Group

#### Radius Definition:

3RD ST AT SHORT ST  
WAUSAU, WI 54403

Center Point: 44.966700 -89.627100

Circle/Band: 0.00 - 2.00





# Executive Summary 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

## 3RD ST AT SHORT ST, WAUSAU, WI 54403, 0.00-0.50 Miles, Total

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- The population in this area is estimated to change from 3,503 to 3,425, resulting in a decline of -2.2% between 2000 and the current year. Over the next five years, the population is projected to decline by -2.7%.  
The population in the United States is estimated to change from 281,421,906 to 292,936,668, resulting in a growth of 4.1% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.8%.
  - The current year median age for this population is 29.5, while the average age is 33.1. Five years from now, the median age is projected to be 30.3.  
The current year median age for the United States is 36.0, while the average age is 36.9. Five years from now, the median age is projected to be 36.7.
  - Of this area's current year estimated population:  
69.5% are White Alone, 2.1% are Black or African Am. Alone, 1.4% are Am. Indian and Alaska Nat. Alone, 23.7% are Asian Alone, 0.0% are Nat. Hawaiian and Other Pacific Isl. Alone, 0.6% are Some Other Race, and 2.7% are Two or More Races.  
For the entire United States:  
73.8% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.0% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.1% are Some Other Race, and 2.7% are Two or More Races.
  - This area's current estimated Hispanic or Latino population is 1.3%, while the United States current estimated Hispanic or Latino population is 14.0%.
- 



- The number of households in this area is estimated to change from 1,334 to 1,303, resulting in a decrease of -2.3% between 2000 and the current year. Over the next five years, the number of households is projected to decrease by -3.0%.  
The number of households in the United States is estimated to change from 105,480,101 to 109,949,228, resulting in an increase of 4.2% between 2000 and the current year. Over the next five years, the number is projected to increase by 5.0%.
- 



- The average household income is estimated to be \$44,840 for the current year, while the average household income for the United States is estimated to be \$63,301 for the same time frame.  
The average household income in this area is projected to increase 5.1% over the next five years, from \$44,840 to \$47,133. The United States is projected to have a 13.3% increase in average household income.
  - The current year estimated per capita income for this area is \$17,522, compared to an estimate of \$24,092 for the United States as a whole.
-

## Executive Summary 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

3RD ST AT SHORT ST, WAUSAU, WI 54403, 0.00-0.50 Miles, Total

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- For this area, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:  
0.0% are in the Armed Forces, 64.0% are employed civilians, 5.1% are unemployed civilians, and 30.8% are not in the labor force.

For the United States, 46.6% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.5% are in the Armed Forces, 59.9% are employed civilians, 3.6% are unemployed civilians, and 35.9% are not in the labor force.

- For this area, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

31.8% have occupation type blue collar, 47.0% are white collar, and 21.2% are Service & farm workers.

For the United States, 46.6% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

24.0% have occupation type blue collar, 60.0% are white collar, and 16.1% are Service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

7.3% are in "Management, Business, and Financial Operations", 12.4% are in "Professional and Related Occupations", 19.7% are in "Service", and 27.3% are in "Sales and Office".

1.4% are in "Farming, Fishing, and Forestry", 8.8% are in "Construction, Extraction, and Maintenance", and 23.0% are in "Production, Transportation, and Material Moving".

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

13.6% are in "Management, Business, and Financial Operations", 20.2% are in "Professional and Related Occupations", 14.8% are in "Service", and 26.7% are in "Sales and Office".

0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.5% are in "Production, Transportation, and Material Moving".

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- Currently, it is estimated that 5.1% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 11.0% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, or Doctorate Degree, while 15.7% had earned a Bachelor's Degree.

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## Executive Summary 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

**3RD ST AT SHORT ST, WAUSAU, WI 54403, 0.00-0.50 Miles, Total**

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- Most of the dwellings in this area (58.1%) are estimated to be Renter-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (66.5%).
- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (44.4%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.4%) for the same year.
- The majority of housing units in this area (70.6%) are estimated to have been Housing Unit Built 1939 or Earlier for the current year.

Most of the housing units in the United States (17.4%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.



## Executive Summary 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

### 3RD ST AT SHORT ST, WAUSAU, WI 54403, 0.00-1.00 Miles, Total

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- The population in this area is estimated to change from 13,553 to 12,977, resulting in a decline of -4.2% between 2000 and the current year. Over the next five years, the population is projected to decline by -3.9%.

The population in the United States is estimated to change from 281,421,906 to 292,936,668, resulting in a growth of 4.1% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.8%.

- The current year median age for this population is 34.6, while the average age is 37.1. Five years from now, the median age is projected to be 35.7.

The current year median age for the United States is 36.0, while the average age is 36.9. Five years from now, the median age is projected to be 36.7.

- Of this area's current year estimated population:  
78.2% are White Alone, 1.3% are Black or African Am. Alone, 1.0% are Am. Indian and Alaska Nat. Alone, 16.9% are Asian Alone, 0.1% are Nat. Hawaiian and Other Pacific Isl. Alone, 0.5% are Some Other Race, and 2.1% are Two or More Races.

For the entire United States:

73.8% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.0% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.1% are Some Other Race, and 2.7% are Two or More Races.

- This area's current estimated Hispanic or Latino population is 1.2%, while the United States current estimated Hispanic or Latino population is 14.0%.
- 



- The number of households in this area is estimated to change from 5,417 to 5,197, resulting in a decrease of -4.1% between 2000 and the current year. Over the next five years, the number of households is projected to decrease by -3.8%.

The number of households in the United States is estimated to change from 105,480,101 to 109,949,228, resulting in an increase of 4.2% between 2000 and the current year. Over the next five years, the number is projected to increase by 5.0%.

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- The average household income is estimated to be \$45,379 for the current year, while the average household income for the United States is estimated to be \$63,301 for the same time frame.

The average household income in this area is projected to increase 7.3% over the next five years, from \$45,379 to \$48,713. The United States is projected to have a 13.3% increase in average household income.

- The current year estimated per capita income for this area is \$18,798, compared to an estimate of \$24,092 for the United States as a whole.
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## Executive Summary 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

3RD ST AT SHORT ST, WAUSAU, WI 54403, 0.00-1.00 Miles, Total

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- For this area, 47.5% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:  
0.1% are in the Armed Forces, 61.4% are employed civilians, 3.4% are unemployed civilians, and 35.1% are not in the labor force.

For the United States, 46.6% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.5% are in the Armed Forces, 59.9% are employed civilians, 3.6% are unemployed civilians, and 35.9% are not in the labor force.

- For this area, 47.5% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

29.2% have occupation type blue collar, 52.2% are white collar, and 18.6% are Service & farm workers.

For the United States, 46.6% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

24.0% have occupation type blue collar, 60.0% are white collar, and 16.1% are Service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

9.1% are in "Management, Business, and Financial Operations", 17.0% are in "Professional and Related Occupations", 17.6% are in "Service", and 26.3% are in "Sales and Office".

0.8% are in "Farming, Fishing, and Forestry", 6.5% are in "Construction, Extraction, and Maintenance", and 22.7% are in "Production, Transportation, and Material Moving".

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

13.6% are in "Management, Business, and Financial Operations", 20.2% are in "Professional and Related Occupations", 14.8% are in "Service", and 26.7% are in "Sales and Office".

0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.5% are in "Production, Transportation, and Material Moving".

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- Currently, it is estimated that 7.3% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 11.7% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, or Doctorate Degree, while 15.7% had earned a Bachelor's Degree.

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## Executive Summary 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

**3RD ST AT SHORT ST, WAUSAU, WI 54403, 0.00-1.00 Miles, Total**

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- Most of the dwellings in this area (52.6%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (66.5%).
- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (54.8%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.4%) for the same year.
- The majority of housing units in this area (47.8%) are estimated to have been Housing Unit Built 1939 or Earlier for the current year.

Most of the housing units in the United States (17.4%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.



## Executive Summary 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

### 3RD ST AT SHORT ST, WAUSAU, WI 54403, 0.00-2.00 Miles, Total

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- The population in this area is estimated to change from 30,710 to 29,555, resulting in a decline of -3.8% between 2000 and the current year. Over the next five years, the population is projected to decline by -4.5%.

The population in the United States is estimated to change from 281,421,906 to 292,936,668, resulting in a growth of 4.1% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.8%.

- The current year median age for this population is 36.8, while the average age is 38.7. Five years from now, the median age is projected to be 37.8.

The current year median age for the United States is 36.0, while the average age is 36.9. Five years from now, the median age is projected to be 36.7.

- Of this area's current year estimated population:  
81.5% are White Alone, 0.8% are Black or African Am. Alone, 0.7% are Am. Indian and Alaska Nat. Alone, 14.9% are Asian Alone, 0.1% are Nat. Hawaiian and Other Pacific Isl. Alone, 0.4% are Some Other Race, and 1.7% are Two or More Races.

For the entire United States:

73.8% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.0% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.1% are Some Other Race, and 2.7% are Two or More Races.

- This area's current estimated Hispanic or Latino population is 1.2%, while the United States current estimated Hispanic or Latino population is 14.0%.
- 



- The number of households in this area is estimated to change from 12,625 to 12,193, resulting in a decrease of -3.4% between 2000 and the current year. Over the next five years, the number of households is projected to decrease by -4.2%.

The number of households in the United States is estimated to change from 105,480,101 to 109,949,228, resulting in an increase of 4.2% between 2000 and the current year. Over the next five years, the number is projected to increase by 5.0%.

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- The average household income is estimated to be \$46,542 for the current year, while the average household income for the United States is estimated to be \$63,301 for the same time frame.

The average household income in this area is projected to increase 8.8% over the next five years, from \$46,542 to \$50,632. The United States is projected to have a 13.3% increase in average household income.

- The current year estimated per capita income for this area is \$19,641, compared to an estimate of \$24,092 for the United States as a whole.
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## Executive Summary 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

3RD ST AT SHORT ST, WAUSAU, WI 54403, 0.00-2.00 Miles, Total

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- For this area, 48.4% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:  
0.1% are in the Armed Forces, 61.5% are employed civilians, 3.0% are unemployed civilians, and 35.3% are not in the labor force.

For the United States, 46.6% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.5% are in the Armed Forces, 59.9% are employed civilians, 3.6% are unemployed civilians, and 35.9% are not in the labor force.

- For this area, 48.4% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

28.1% have occupation type blue collar, 55.5% are white collar, and 16.4% are Service & farm workers.

For the United States, 46.6% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

24.0% have occupation type blue collar, 60.0% are white collar, and 16.1% are Service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

9.7% are in "Management, Business, and Financial Operations", 17.2% are in "Professional and Related Occupations", 15.6% are in "Service", and 28.7% are in "Sales and Office".

0.5% are in "Farming, Fishing, and Forestry", 6.5% are in "Construction, Extraction, and Maintenance", and 21.6% are in "Production, Transportation, and Material Moving".

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

13.6% are in "Management, Business, and Financial Operations", 20.2% are in "Professional and Related Occupations", 14.8% are in "Service", and 26.7% are in "Sales and Office".

0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.5% are in "Production, Transportation, and Material Moving".



- Currently, it is estimated that 6.4% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 12.1% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, or Doctorate Degree, while 15.7% had earned a Bachelor's Degree.

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## Executive Summary 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

**3RD ST AT SHORT ST, WAUSAU, WI 54403, 0.00-2.00 Miles, Total**

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- Most of the dwellings in this area (58.8%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (66.5%).
- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (61.1%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.4%) for the same year.
- The majority of housing units in this area (35.6%) are estimated to have been Housing Unit Built 1939 or Earlier for the current year.

Most of the housing units in the United States (17.4%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.



# Executive Summary 2004 Report

Prepared For:

Order #: 963672487

Project Code:

Site: 01

## Appendix: Area Listing

### Area Name:

Type: Radius

Reporting Detail: Aggregate

Reporting Level: Block Group

#### Radius Definition:

3RD ST AT SHORT ST  
WAUSAU, WI 54403

Center Point: 44.966700 -89.627100

Circle/Band: 0.00 - 0.50

### Area Name:

Type: Radius

Reporting Detail: Aggregate

Reporting Level: Block Group

#### Radius Definition:

3RD ST AT SHORT ST  
WAUSAU, WI 54403

Center Point: 44.966700 -89.627100

Circle/Band: 0.00 - 1.00

### Area Name:

Type: Radius

Reporting Detail: Aggregate

Reporting Level: Block Group

#### Radius Definition:

3RD ST AT SHORT ST  
WAUSAU, WI 54403

Center Point: 44.966700 -89.627100

Circle/Band: 0.00 - 2.00



## Executive Summary 2004 Report

Prepared For: Best Real Estate Group, Inc.

Order #: 963674705

Project Code:

Site: 01

### MSA (see appendix for geographies), Total

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- The population in this area is estimated to change from 125,834 to 128,152, resulting in a growth of 1.8% between 2000 and the current year. Over the next five years, the population is projected to grow by 2.2%.

The population in the United States is estimated to change from 281,421,906 to 292,936,668, resulting in a growth of 4.1% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.8%.

- The current year median age for this population is 37.4, while the average age is 37.7. Five years from now, the median age is projected to be 38.3.

The current year median age for the United States is 36.0, while the average age is 36.9. Five years from now, the median age is projected to be 36.7.

- Of this area's current year estimated population:  
93.1% are White Alone, 0.3% are Black or African Am. Alone, 0.4% are Am. Indian and Alaska Nat. Alone, 5.0% are Asian Alone, 0.0% are Nat. Hawaiian and Other Pacific Isl. Alone, 0.3% are Some Other Race, and 0.9% are Two or More Races.

For the entire United States:

73.8% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.0% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.1% are Some Other Race, and 2.7% are Two or More Races.

- This area's current estimated Hispanic or Latino population is 0.9%, while the United States current estimated Hispanic or Latino population is 14.0%.
- 



- The number of households in this area is estimated to change from 47,702 to 49,066, resulting in an increase of 2.9% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 3.5%.

The number of households in the United States is estimated to change from 105,480,101 to 109,949,228, resulting in an increase of 4.2% between 2000 and the current year. Over the next five years, the number is projected to increase by 5.0%.

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- The average household income is estimated to be \$60,254 for the current year, while the average household income for the United States is estimated to be \$63,301 for the same time frame.

The average household income in this area is projected to increase 13.2% over the next five years, from \$60,254 to \$68,231. The United States is projected to have a 13.3% increase in average household income.

- The current year estimated per capita income for this area is \$23,273, compared to an estimate of \$24,092 for the United States as a whole.
-

## Executive Summary 2004 Report

Prepared For: Best Real Estate Group, Inc.

Order #: 963674705

Project Code:

Site: 01

### MSA (see appendix for geographies), Total

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- For this area, 54.0% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:  
0.0% are in the Armed Forces, 69.1% are employed civilians, 2.7% are unemployed civilians, and 28.1% are not in the labor force.

For the United States, 46.6% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.5% are in the Armed Forces, 59.9% are employed civilians, 3.6% are unemployed civilians, and 35.9% are not in the labor force.

- For this area, 54.0% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

30.6% have occupation type blue collar, 53.2% are white collar, and 16.2% are Service & farm workers.

For the United States, 46.6% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

24.0% have occupation type blue collar, 60.0% are white collar, and 16.1% are Service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

13.3% are in "Management, Business, and Financial Operations", 16.5% are in "Professional and Related Occupations", 12.1% are in "Service", and 26.2% are in "Sales and Office".

1.4% are in "Farming, Fishing, and Forestry", 8.8% are in "Construction, Extraction, and Maintenance", and 21.8% are in "Production, Transportation, and Material Moving".

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

13.6% are in "Management, Business, and Financial Operations", 20.2% are in "Professional and Related Occupations", 14.8% are in "Service", and 26.7% are in "Sales and Office".

0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.5% are in "Production, Transportation, and Material Moving".



- Currently, it is estimated that 5.7% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 12.7% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, or Doctorate Degree, while 15.7% had earned a Bachelor's Degree.

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## Executive Summary 2004 Report

Prepared For: Best Real Estate Group, Inc.

Order #: 963674705

Project Code:

Site: 01

### MSA (see appendix for geographies), Total

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- Most of the dwellings in this area (76.1%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (66.5%).
- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (74.5%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.4%) for the same year.
- The majority of housing units in this area (21.6%) are estimated to have been Housing Unit Built 1939 or Earlier for the current year.

Most of the housing units in the United States (17.4%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.



# Executive Summary 2004 Report

Prepared For: Best Real Estate Group, Inc.

Order #: 963674705

Project Code:

Site: 01

## Appendix: Area Listing

### Area Name:

Type: List - MSA

Reporting Detail: Aggregate

Reporting Level: MSA

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
8940	Wausau, WI		



# Pop Facts: Census Demographic Overview 2004 Report

Prepared For: Best Real Estate Group, Inc.

Order #: 963674705

Project Code:

Site: 01

Trade Area: MSA (see appendix for geographies), Total

Description	8940 MSA	%
<b>Population</b>		
2009 Projection	130,975	
2004 Estimate	128,152	
2000 Census	125,834	
1990 Census	115,400	
Growth 1990-2000	9.04%	
<b>2000 Population by Single Race Classification</b>		
	125,834	
White Alone	118,079	93.84
Black or African American Alone	347	0.28
American Indian and Alaska Native Alone	435	0.35
Asian Alone	5,715	4.54
Native Hawaiian and Other Pacific Islander Alone	26	0.02
Some Other Race Alone	324	0.26
Two or More Races	908	0.72
<b>2000 Population Hispanic or Latino by Origin</b>		
	125,834	
Not Hispanic or Latino	124,855	99.22
Hispanic or Latino:	979	0.78
Mexican	532	54.34
Puerto Rican	82	8.38
Cuban	35	3.58
All Other Hispanic or Latino	330	33.71
<b>2000 Hispanic or Latino by Single Race Class.</b>		
	979	
White Alone	562	57.41
Black or African American Alone	10	1.02
American Indian and Alaska Native Alone	23	2.35
Asian Alone	12	1.23
Native Hawaiian and Other Pacific Islander Alone	8	0.82
Some Other Race Alone	278	28.40
Two or More Races	86	8.78
<b>2000 Population by Sex</b>		
	125,834	
Male	62,774	49.89
Female	63,060	50.11
Male/Female Ratio	1.00	



# Pop Facts: Census Demographic Overview 2004 Report

Prepared For: Best Real Estate Group, Inc.

Order #: 963674705

Project Code:

Site: 01

Trade Area: MSA (see appendix for geographies), Total

Description	8940 MSA	%
<b>2000 Population by Age</b>	125,834	
Age 0 - 4	8,098	6.44
Age 5 - 9	9,383	7.46
Age 10 - 14	10,058	7.99
Age 15 - 17	6,177	4.91
Age 18 - 20	5,033	4.00
Age 21 - 24	5,291	4.20
Age 25 - 34	16,347	12.99
Age 35 - 44	20,823	16.55
Age 45 - 49	9,601	7.63
Age 50 - 54	7,870	6.25
Age 55 - 59	6,048	4.81
Age 60 - 64	4,784	3.80
Age 65 - 74	8,075	6.42
Age 75 - 84	6,057	4.81
Age 85 and over	2,189	1.74
Age 16 and over	96,262	76.50
Age 18 and over	92,118	73.21
Age 21 and over	87,085	69.21
Age 65 and over	16,321	12.97
<b>2000 Median Age</b>	36.22	
<b>2000 Average Age</b>	36.74	
<b>2000 Male Population by Age</b>	62,774	
Age 0 - 4	4,178	6.66
Age 5 - 9	4,871	7.76
Age 10 - 14	5,129	8.17
Age 15 - 17	3,146	5.01
Age 18 - 20	2,633	4.19
Age 21 - 24	2,776	4.42
Age 25 - 34	8,369	13.33
Age 35 - 44	10,561	16.82
Age 45 - 49	4,869	7.76
Age 50 - 54	3,994	6.36
Age 55 - 59	3,042	4.85
Age 60 - 64	2,343	3.73
Age 65 - 74	3,722	5.93
Age 75 - 84	2,477	3.95
Age 85 and over	664	1.06





## Pop Facts: Census Demographic Overview 2004 Report

Prepared For: Best Real Estate Group, Inc.

Order #: 963674705

Project Code:

Site: 01

Trade Area: MSA (see appendix for geographies), Total

Description	8940 MSA	%
<b>2000 Median Age, Male</b>	35.27	
<b>2000 Average Age, Male</b>	35.56	
<b>2000 Female Population by Age</b>	63,060	
Age 0 - 4	3,920	6.22
Age 5 - 9	4,512	7.16
Age 10 - 14	4,929	7.82
Age 15 - 17	3,031	4.81
Age 18 - 20	2,400	3.81
Age 21 - 24	2,515	3.99
Age 25 - 34	7,978	12.65
Age 35 - 44	10,262	16.27
Age 45 - 49	4,732	7.50
Age 50 - 54	3,876	6.15
Age 55 - 59	3,006	4.77
Age 60 - 64	2,441	3.87
Age 65 - 74	4,353	6.90
Age 75 - 84	3,580	5.68
Age 85 and over	1,525	2.42
<b>2000 Median Age, Female</b>	37.19	
<b>2000 Average Age, Female</b>	37.92	
<b>2000 Population Age 15+ by Marital Status*</b>	98,372	
Total, Never Married	23,854	24.25
Married, Spouse present	58,406	59.37
Married, Spouse absent	2,179	2.22
Widowed	6,039	6.14
Divorced	7,894	8.02
Males, Never Married	13,758	13.99
Previously Married	5,060	5.14
Females, Never Married	10,096	10.26
Previously Married	9,626	9.79



# Pop Facts: Census Demographic Overview 2004 Report

Prepared For: Best Real Estate Group, Inc.

Order #: 963674705

Project Code:

Site: 01

Trade Area: MSA (see appendix for geographies), Total

Description	8940 MSA	%
<b>2000 Population Age 25+ by Educational Attainment*</b>	81,925	
Less than 9th grade	6,712	8.19
Some High School, no diploma	6,570	8.02
High School Graduate (or GED)	31,091	37.95
Some College, no degree	15,015	18.33
Associate Degree	7,543	9.21
Bachelor's Degree	10,349	12.63
Master's Degree	3,322	4.05
Professional School Degree	1,130	1.38
Doctorate Degree	193	0.24
<b>Households</b>		
2009 Projection	50,786	
2004 Estimate	49,066	
2000 Census	47,702	
1990 Census	41,547	
Growth 1990-2000	14.81%	
<b>2000 Households by Household Type</b>	47,702	
Family Households	33,849	70.96
Nonfamily Households	13,853	29.04
<b>2000 Group Quarters Population</b>	1,743	
<b>2000 Households Hispanic or Latino</b>	223	0.47
<b>2000 Households by Household Size</b>	47,702	
1-person household	11,278	23.64
2-person household	16,653	34.91
3-person household	7,788	16.33
4-person household	7,251	15.20
5-person household	3,023	6.34
6-person household	955	2.00
7 or more person household	754	1.58
<b>2000 Average Household Size</b>	2.60	



# Pop Facts: Census Demographic Overview 2004 Report

Prepared For: Best Real Estate Group, Inc.

Order #: 963674705

Project Code:

Site: 01

Trade Area: MSA (see appendix for geographies), Total

Description	8940 MSA	%
<b>2000 Households by Household Income</b>	47,737	
Income Less than \$15,000	5,396	11.30
Income \$15,000 - \$24,999	5,870	12.30
Income \$25,000 - \$34,999	6,244	13.08
Income \$35,000 - \$49,999	9,280	19.44
Income \$50,000 - \$74,999	12,007	25.15
Income \$75,000 - \$99,999	4,999	10.47
Income \$100,000 - \$149,999	2,561	5.36
Income \$150,000 - \$249,999	1,026	2.15
Income \$250,000 - \$499,999	268	0.56
Income \$500,000 or more	86	0.18
<b>2000 Average Household Income</b>	\$54,081	
<b>2000 Median Household Income</b>	\$45,277	
<b>2000 Per Capita Income</b>	\$20,703	
<b>2000 Household Type, Presence of Own Children*</b>	47,702	
Single Male Householder	5,003	10.49
Single Female Householder	6,275	13.15
Married-Couple Family, own children	13,020	27.29
Married-Couple Family, no own children	15,560	32.62
Male Householder, own children	969	2.03
Male Householder, no own children	787	1.65
Female Householder, own children	2,221	4.66
Female Householder, no own children	1,292	2.71
Nonfamily, Male Householder	1,619	3.39
Nonfamily, Female Householder	956	2.00
<b>2000 Households by Presence of People*</b>	47,702	
<b>Households with 1 or more People Age 18 or under:</b>		
Married-Couple Family	13,345	27.98
Other Family, Male Householder	1,047	2.19
Other Family, Female Householder	2,360	4.95
Nonfamily, Male Householder	165	0.35
Nonfamily, Female Householder	24	0.05
<b>Households no People Age 18 or under:</b>		
Married-Couple Family	15,235	31.94
Other Family, Male Householder	709	1.49
Other Family, Female Householder	1,153	2.42
Nonfamily, Male Householder	6,457	13.54
Nonfamily, Female Householder	7,207	15.11



# Pop Facts: Census Demographic Overview 2004 Report

Prepared For: Best Real Estate Group, Inc.

Order #: 963674705

Project Code:

Site: 01

Trade Area: MSA (see appendix for geographies), Total

Description	8940 MSA	%
<b>2000 Households by Number of Vehicles</b>	47,702	
No Vehicles	2,669	5.60
1 Vehicle	13,871	29.08
2 Vehicles	20,969	43.96
3 Vehicles	7,219	15.13
4 Vehicles	2,137	4.48
5 or more Vehicles	837	1.75
 <b>2000 Average Number of Vehicles</b>	 1.91	
 <b>2000 Families by Poverty Status</b>	 34,084	
<b>Income At or Above Poverty Level:</b>		
Married-Couple Family, own children	13,121	38.50
Married-Couple Family, no own children	15,025	44.08
Male Householder, own children	935	2.74
Male Householder, no own children	682	2.00
Female Householder, own children	1,778	5.22
Female Householder, no own children	1,066	3.13
<b>Income Below Poverty Level:</b>		
Married-Couple Family, own children	452	1.33
Married-Couple Family, no own children	309	0.91
Male Householder, own children	120	0.35
Male Householder, no own children	50	0.15
Female Householder, own children	531	1.56
Female Householder, no own children	15	0.04
 <b>2000 Population Age 16+ by Employment Status</b>	 96,478	
In Armed Forces	26	0.03
Civilian - Employed	66,550	68.98
Civilian - Unemployed	2,640	2.74
Not in Labor Force	27,262	28.26
 <b>2000 Civilian Employed Pop. Age 16+ by Occupation</b>	 66,550	
Management, Business and Financial Operations	8,749	13.15
Professional and Related Occupations	10,996	16.52
Service	8,127	12.21
Sales and Office	17,457	26.23
Farming, Fishing and Forestry	910	1.37
Construction, Extraction, and Maintenance	5,806	8.72
Production, Transportation, and Material Moving	14,505	21.80



## Pop Facts: Census Demographic Overview 2004 Report

Prepared For: Best Real Estate Group, Inc.

Order #: 963674705

Project Code:

Site: 01

Trade Area: MSA (see appendix for geographies), Total

Description	8940 MSA	%
<b>2000 Pop. Age 16+ by Occupation Classification</b>	66,550	
Blue Collar	20,311	30.52
Service and Farm	10,803	16.23
White Collar	35,436	53.25
<b>2000 Workers Age 16+, Transportation To Work</b>	65,680	
Drove Alone	53,251	81.08
Car Pooled	6,220	9.47
Public Transportation	628	0.96
Walked	1,734	2.64
Motorcycle	46	0.07
Bicycle	171	0.26
Other Means	290	0.44
Worked at Home	3,340	5.09
<b>2000 Workers Age 16+ by Travel Time to Work</b>	62,340	
Less than 15 Minutes	26,509	42.52
15 - 29 Minutes	26,552	42.59
30 - 44 Minutes	5,991	9.61
45 - 59 Minutes	1,365	2.19
60 or more Minutes	1,923	3.08
<b>2000 Average Travel Time to Work in Minutes</b>	19.88	
<b>2000 Tenure of Occupied Housing Units</b>	47,702	
Owner Occupied	36,091	75.66
Renter Occupied	11,611	24.34
<b>2000 Occ Housing Units, Avg Length of Residence</b>	13	



# Pop Facts: Census Demographic Overview 2004 Report

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Project Code:

Site: 01

Trade Area: MSA (see appendix for geographies), Total

Description	8940 MSA	%
<b>2000 All Owner-Occupied Housing Values</b>	36,109	
Value Less than \$20,000	1,011	2.80
Value \$20,000 - \$39,999	1,421	3.94
Value \$40,000 - \$59,999	2,796	7.74
Value \$60,000 - \$79,999	6,438	17.83
Value \$80,000 - \$99,999	7,750	21.46
Value \$100,000 - \$149,999	10,416	28.85
Value \$150,000 - \$199,999	3,474	9.62
Value \$200,000 - \$299,999	2,011	5.57
Value \$300,000 - \$399,999	499	1.38
Value \$400,000 - \$499,999	183	0.51
Value \$500,000 - \$749,999	65	0.18
Value \$750,000 - \$999,999	21	0.06
Value \$1,000,000 or more	24	0.07
 <b>2000 Median All Owner-Occupied Housing Value</b>	 \$96,486	
 <b>2000 Housing Units by Units in Structure*</b>	 50,360	
1 Unit Attached	1,048	2.08
1 Unit Detached	37,251	73.97
2 Units	4,000	7.94
3 to 19 Units	4,306	8.55
20 to 49 Units	578	1.15
50 or More Units	685	1.36
Mobile Home or Trailer	2,482	4.93
Boat, RV, Van, etc	10	0.02
 <b>2000 Housing Units by Year Built*</b>	 50,360	
Housing Unit Built 1999 to present	1,135	2.25
Housing Unit Built 1995 to 1998	3,816	7.58
Housing Unit Built 1990 to 1994	3,799	7.54
Housing Unit Built 1980 to 1989	5,651	11.22
Housing Unit Built 1970 to 1979	9,318	18.50
Housing Unit Built 1960 to 1969	5,475	10.87
Housing Unit Built 1950 to 1959	5,546	11.01
Housing Unit Built 1940 to 1949	4,116	8.17
Housing Unit Built 1939 or Earlier	11,504	22.84
 <b>2000 Median Year Structure Built* **</b>	 1967	
<b>2000 Average Contract Rent</b>	\$407	

\*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

\*\*1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.



# Pop Facts: Census Demographic Overview 2004 Report

Prepared For: Best Real Estate Group, Inc.

Order #: 963674705

Project Code:

Site: 01

## Appendix: Area Listing

### Area Name:

Type: List - MSA

Reporting Detail: Aggregate

Reporting Level: MSA

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
8940	Wausau, WI		



# Retail Trade Potential 2004 Report

Prepared For: Best Real Estate Group, Inc.

Order #: 963674705

Project Code:

Site: 01

Trade Area: MSA (see appendix for geographies), Total

<u>Description</u>	<u>8940</u> <u>MSA</u>	<u>%</u>
<b>Total Retail Sales</b>	\$1,743,056,934	
<b>Apparel and Accessory Stores</b>	\$41,391,263	2.37
<b>Automotive Dealers</b>	\$446,786,540	25.63
<b>Automotive and Home Supply Stores</b>	\$8,505,130	0.49
<b>Drug and Proprietary Stores</b>	\$29,301,582	1.68
<b>Eating and Drinking Places</b>	\$141,314,709	8.11
<b>Food Stores</b>	\$238,370,108	13.68
<b>Furniture and Home Furnishings Stores</b>	\$33,860,260	1.94
<b>Home Appliance, Radio, and T.V. Stores</b>	\$37,620,706	2.16
<b>Gasoline Service Stations</b>	\$124,098,305	7.12
<b>General Merchandise</b>	\$295,483,699	16.95
Department Stores (Including Leased Depts.)	\$140,237,201	8.05
<b>Hardware, Lumber and Garden Stores</b>	\$179,241,288	10.28





# Retail Trade Potential 2004 Report

Prepared For: Best Real Estate Group, Inc.

Order #: 963674705

Project Code:

Site: 01

## Appendix: Area Listing

### Area Name:

Type: List - MSA

Reporting Detail: Aggregate

Reporting Level: MSA

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
8940	Wausau, WI		



## Executive Summary 2004 Report

Prepared For: Best Real Estate Group, Inc.

Order #: 963674705

Project Code:

CITY OF WAUSAU

Site: 01

MSA (see appendix for geographies), Total



- The population in this area is estimated to change from 125,834 to 128,152, resulting in a growth of 1.8% between 2000 and the current year. Over the next five years, the population is projected to grow by 2.2%.

The population in the United States is estimated to change from 281,421,906 to 292,936,668, resulting in a growth of 4.1% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.8%.

- The current year median age for this population is 37.4, while the average age is 37.7. Five years from now, the median age is projected to be 38.3.

The current year median age for the United States is 36.0, while the average age is 36.9. Five years from now, the median age is projected to be 36.7.

- Of this area's current year estimated population:

93.1% are White Alone, 0.3% are Black or African Am. Alone, 0.4% are Am. Indian and Alaska Nat. Alone, 5.0% are Asian Alone, 0.0% are Nat. Hawaiian and Other Pacific Isl. Alone, 0.3% are Some Other Race, and 0.9% are Two or More Races.

For the entire United States:

73.8% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.0% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.1% are Some Other Race, and 2.7% are Two or More Races.

- This area's current estimated Hispanic or Latino population is 0.9%, while the United States current estimated Hispanic or Latino population is 14.0%.



- The number of households in this area is estimated to change from 47,702 to 49,066, resulting in an increase of 2.9% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 3.5%.

The number of households in the United States is estimated to change from 105,480,101 to 109,949,228, resulting in an increase of 4.2% between 2000 and the current year. Over the next five years, the number is projected to increase by 5.0%.



- The average household income is estimated to be \$60,254 for the current year, while the average household income for the United States is estimated to be \$63,301 for the same time frame.

The average household income in this area is projected to increase 13.2% over the next five years, from \$60,254 to \$68,231. The United States is projected to have a 13.3% increase in average household income.

- The current year estimated per capita income for this area is \$23,273, compared to an estimate of \$24,092 for the United States as a whole.



## Executive Summary 2004 Report

Prepared For: Best Real Estate Group, Inc.

Order #: 963674705

Project Code:

Site: 01

### MSA (see appendix for geographies), Total

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- For this area, 54.0% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:  
0.0% are in the Armed Forces, 69.1% are employed civilians, 2.7% are unemployed civilians, and 28.1% are not in the labor force.

For the United States, 46.6% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.5% are in the Armed Forces, 59.9% are employed civilians, 3.6% are unemployed civilians, and 35.9% are not in the labor force.

- For this area, 54.0% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

30.6% have occupation type blue collar, 53.2% are white collar, and 16.2% are Service & farm workers.

For the United States, 46.6% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

24.0% have occupation type blue collar, 60.0% are white collar, and 16.1% are Service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

13.3% are in "Management, Business, and Financial Operations", 16.5% are in "Professional and Related Occupations", 12.1% are in "Service", and 26.2% are in "Sales and Office".

1.4% are in "Farming, Fishing, and Forestry", 8.8% are in "Construction, Extraction, and Maintenance", and 21.8% are in "Production, Transportation, and Material Moving".

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

13.6% are in "Management, Business, and Financial Operations", 20.2% are in "Professional and Related Occupations", 14.8% are in "Service", and 26.7% are in "Sales and Office".

0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.5% are in "Production, Transportation, and Material Moving".



- Currently, it is estimated that 5.7% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 12.7% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, or Doctorate Degree, while 15.7% had earned a Bachelor's Degree.

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## Executive Summary 2004 Report

Prepared For: Best Real Estate Group, Inc.

Order #: 963674705

Project Code:

Site: 01

### MSA (see appendix for geographies), Total

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- Most of the dwellings in this area (76.1%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (66.5%).
- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (74.5%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.4%) for the same year.
- The majority of housing units in this area (21.6%) are estimated to have been Housing Unit Built 1939 or Earlier for the current year.

Most of the housing units in the United States (17.4%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.



Prepared on: September 7, 2005

Page 3 of 4

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