

Wausau East Riverfront Redevelopment District

EAST RIVERFRONT BROWNFIELDS AREA-WIDE PLAN



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INTRODUCTION

PROJECT OVERVIEW

The City of Wausau is located in north central Wisconsin in Marathon County. The City is crossed by two major highways and is bisected by the Wisconsin River, a state-designated Outstanding Water Resource. Wausau is Marathon County's largest city and county seat. In 2014, the City's estimated population was 39,218, approximately thirty percent of the County population of 134,875.

Like many nearby communities, Wausau developed out of 1800s logging camps that used the Wisconsin River to transport logs to sawmills. The Wisconsin River was also the center of a significant portion of Wausau's agricultural, wood and paper manufacturing sites. Today, transforming these former manufacturing sites bordering the Wisconsin River to more sustainable and environmentally friendly land uses is a top priority for the City, but one that presents many challenges due to the combination of floodplain, contamination, ecological, transportation, and other planning issues.

In 2013, the City of Wausau received a Brownfields Area-wide Planning grant from the U.S. Environmental Protection Agency to address contaminated sites in the East Riverfront District. The East Riverfront District planning area encompasses 53 acres along the Wisconsin River immediately north of downtown Wausau. The planning area, depicted in Figure 1, is bounded on the west by the Wisconsin River, on the north by Bridge Street (one of the City's major arterial roads), on the east by Third Street (which is part of a current redevelopment planning project focused on the 2nd Street neighborhood), and to the south by Fulton Street.

Redevelopment of this planning area presents an opportunity to expand Wausau's downtown and provide new public recreation opportunities along the Wisconsin River. Four sites adjacent to the river have been identified as key catalyst sites critical to supporting revitalization within the entire district. These encompass approximately 16 acres of vacant former industrial properties. Immediately south of the planning area are two successful brownfield redevelopment projects bordering the Wisconsin River, the Eye Clinic of Wisconsin and the Dudley Tower. These projects included environmental assessments funded through a U.S. EPA Assessment Pilot grant awarded to the City in 2000. Efforts in the East Riverfront District are a continuation of the planning and brownfield assessment process that began more than a decade ago in this area.

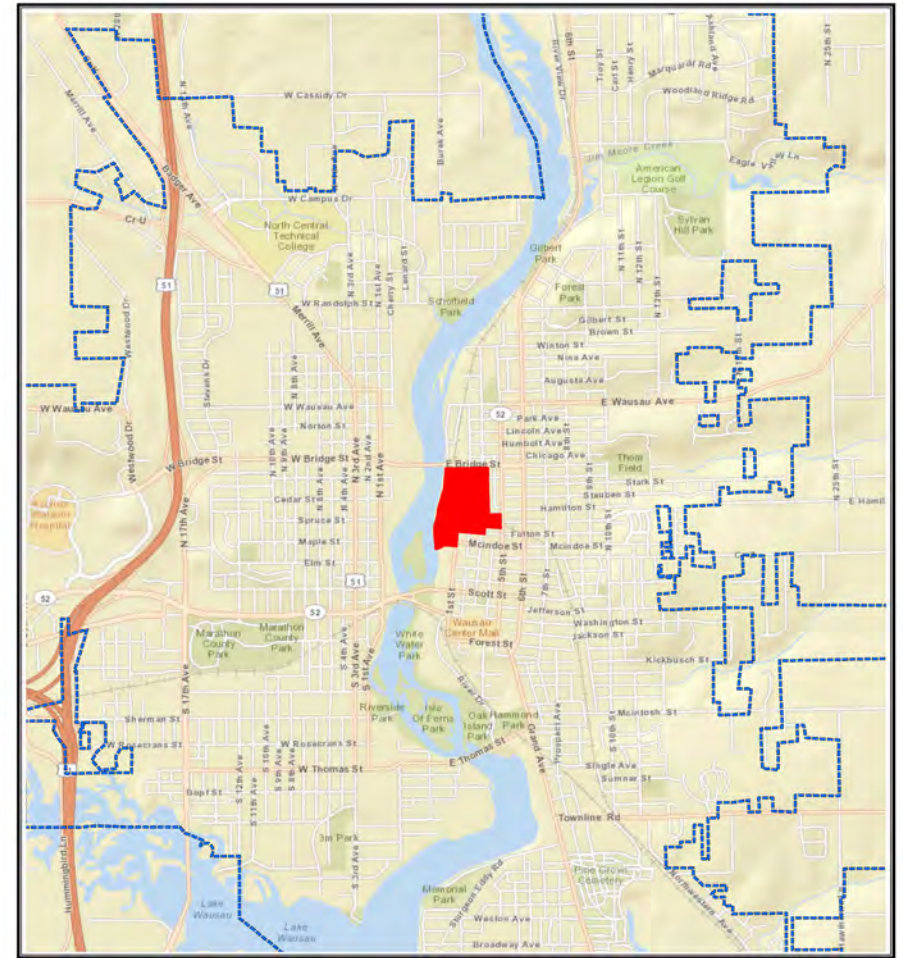
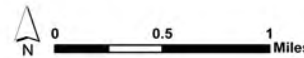


Figure 1. The East Riverfront District Planning Area

January 13, 2014



■ Planning Area
□ Wausau City Boundary



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Figure 2. Catalyst Sites



The City has initiated numerous infrastructure improvements through the East Riverfront District to prepare for redevelopment. These include extension of a bicycling/walking trail that connects the district with downtown, uncovering a stream, and the northward extension of First Street from downtown along the eastern edge of the four catalyst sites.

Maximizing its riverfront location is the key to the success of the entire East Riverfront District. The purpose of this plan is to identify redevelopment goals and implementation strategies that support community aspirations for the East Riverfront District, capitalize on the City's substantial infrastructure investment in this district, and identify physical and local market realities that will impact redevelopment potential. As the community rediscovers its waterfront, redevelopment must enhance the unique natural river environment and create new housing, commercial, and recreational opportunities that support Wausau's quality of life.

This plan focuses attention on four catalyst sites, recognizing that successful redevelopment of these parcels has high potential to spur additional redevelopment of nearby properties. The four catalyst sites were selected because they encompass the entire waterfront section of the East Riverfront District, including an almost one-half mile long section of the east bank of the Wisconsin River. All of these sites are owned by the City and remedial action to facilitate their redevelopment is underway. The four catalyst sites are labeled 1 through 4 in Figure 3, and will be the focus of later chapters.

BROWNFIELDS PLANNING FRAMEWORK

Grant Background

This section provides background on the objectives and framework for the U.S. Environmental Protection Agency’s Brownfields Area-wide Planning program, which funds this work. This grant program complements previous work in Wausau undertaken with a 2000 EPA Assessment Pilot grant to identify and assess known and perceived brownfield sites for contaminants.

Role of the U.S. EPA Brownfields Area-wide Planning Program

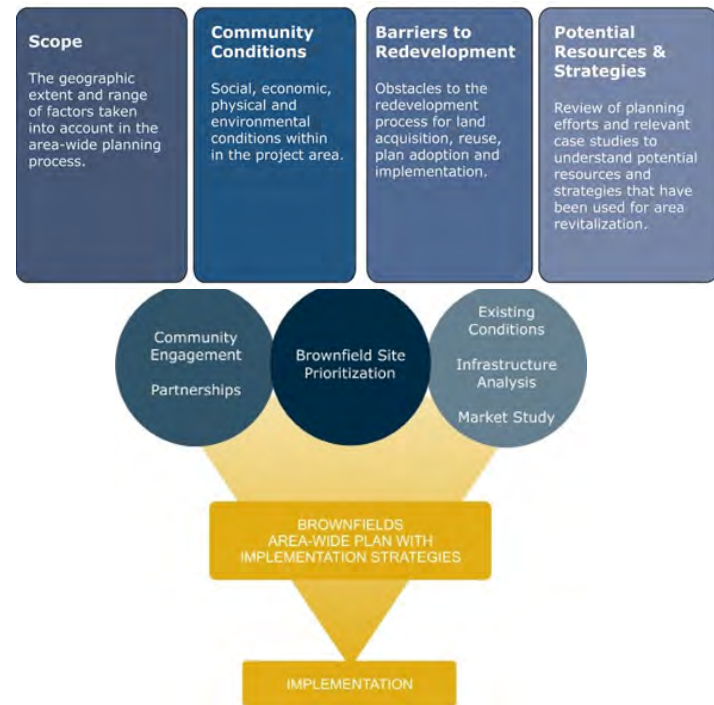
The U.S. EPA’s Brownfields Area-Wide Planning (AWP) program is designed to help communities confront local environmental and public health challenges related to brownfields and benefit underserved or economically disadvantaged communities. The Brownfields AWP program employs a place-based planning strategy that is inclusive of surrounding conditions, the local community, and assets and barriers to brownfield redevelopment. The program encourages community-based involvement in site assessment, cleanup, and reuse planning, as well as overall neighborhood revitalization. Through a brownfields area-wide planning approach, the community identifies a specific project area that is affected by one or multiple brownfields, then works with residents and other stakeholders to develop reuse plans for catalyst, high priority brownfield sites and their surroundings.

The framework diagram in Figure 4 illustrates the core concepts of the Brownfields AWP program and outlines the essential process for brownfields area-wide planning. The initial steps require an evaluation of area conditions, market potential, and the state of existing infrastructure; engaging local citizens, stakeholders, and organizations; and prioritizing brownfield sites within the project area for future investment. Initial findings inform strategies for the project area that will guide future implementation.

WHAT IS A BROWNFIELD?

The Environmental Protection Agency defines a brownfield as “real property, the expansion, redevelopment or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant” (EPA, 2012). Many communities, such as those within this AWP project area, face the presence of multiple brownfields in their own backyard.

Figure 3. EPA Brownfields AWP Planning Framework



As plans are implemented by communities and brownfield properties within the planning areas are cleaned up and reused, the EPA expects positive environmental outcomes related to public health, air and water quality such as reduced exposure to contaminants, reduced greenhouse gas emissions and other air pollutants, reduced stormwater runoff, and substantial reductions in pollutant loadings in local waterways.

For the East Riverfront District, it is anticipated that the development of this plan will encourage existing property owners to assess and remediate their properties (with other funding assistance provided as applicable) to allow for their subsequent redevelopment for new and/or updated industrial, commercial or residential uses. The reuse of the area will foster in-fill development that might have otherwise occurred on nearby greenfields and encourage sustainable development practices incorporating multi-modal transportation options, on-site stormwater treatment, green building techniques and site-sensitive landscaping.

Brownfield Inventory of the Planning Grant Area

The East Riverfront District is located in a fully-developed area of the City that has been used for a wide range of industrial, commercial, and residential uses since the 1800s.

In locations such as the East Riverfront District where buildings or land uses are no longer well-matched with current market demands, vacant or under-utilized properties in need of redevelopment are common. Many of these sites meet the definition of a brownfield and are one of the key challenges associated with revitalization of the East Riverfront District.

Brownfield sites vary significantly in size and characteristics. Some brownfields are large former industrial properties (such as the identified catalyst sites) with functionally obsolete buildings that are not well-suited for the needs of modern industrial users. Other brownfields may include former commercial gas stations, dry cleaners, etc. located on parcels that are too small for many alternative commercial uses. The environmental liabilities associated with brownfields and their impacts on redevelopment or reuse prospects also vary significantly. At some sites, the costs for environmental cleanup may substantially exceed the current land value, whereas at other sites, the environmental costs may represent only a small percentage of overall site redevelopment costs. At other sites, the costs associated with cleanup may be less of a concern than the potential for future litigation, the possibility of delays in the construction schedule, or restrictions that may exist on use of certain portions of the property. As such, the cost for environmental cleanup may preclude certain redevelopment uses or require significant financial planning to fund cleanup costs. Therefore, having a good understanding of environmental liabilities and their potential impacts on redevelopment is an essential step in the redevelopment planning process.

A comprehensive inventory of known or potential brownfield sites in the East Riverfront District and evaluations of known or suspected environmental liabilities associated with the four identified catalyst sites was conducted to inform future site use options, redevelopment logistics, and financial planning. The work included review of available historical environmental and land use information as well as a windshield and walking survey of each parcel. This inventory accomplished the following:

- Evaluate the prioritization, assessment, cleanup, and subsequent reuse of selected properties in the East Riverfront District
- Identify environmental assessments already completed
- Identify brownfield properties where no assessments or cleanups have taken place
- Identify environmental data gaps
- Suggest cleanup strategies
- Determine viable reuses for the brownfield sites

Full results are provided in Chapter 3.

SUMMARY OF PREVIOUS PLANS AND RELEVANT ORDINANCES

CHAPTER INTRODUCTION

Several planning and design studies provide context and relevant background regarding redevelopment planning for the East Riverfront District. The intent of this Brownfields AWP plan is to weave together the pertinent aspects of past plans to maintain continuity and bring forth goals and objectives for the district that are reflective of past community input.

Below is the list of documents reviewed and summarized in this chapter. The main components pertinent to the East Riverfront District from each document are excerpted on the following pages.

- A. Wausau Comprehensive Plan, 2006
 - i. Zoning and Subdivision Ordinance
 - ii. Flood zone Ordinance
- B. Wausau Northeast Sustainable Master Plan, January 2012
- C. City Of Wausau Comprehensive Outdoor Recreation Plan, 2010 – 2014
- D. Wausau/MPO Bike-Ped Plan: January 2009
- E. Near West Side Master Plan, November 2007
- F. North Downtown Area Master Plan, November 2005
- G. Central Business District Plan, 2000
- H. Rivers Edge Master Plan, June 1995

PREVIOUS PLANS AND RELEVANT ORDINANCES

A. City of Wausau Comprehensive Plan, 2006

Wausau adopted its current comprehensive plan in 2006. A number of goals, statements and other information in the plan can inform redevelopment of the East River Redevelopment District. Discussion about redeveloping the Wausau riverfront is a high priority in the City's comprehensive plan.

Identified Community Values

The comprehensive plan identifies key values for the community, including:

- Diversified, clean and healthful natural environment
- Position on the banks of the Wisconsin River, which both separates and joins our community
- Scenic beauty
- Quality parks and open space areas
- Strong family ties
- Low crime rate
- Rich culturally and socially diverse heritage
- Economic vitality and variety
- Quality urban services

Vision Statement

Wausau's vision includes these ideas relevant to the East Riverfront District:

Our Wisconsin River and its shore lands will be a mainstay of community activity, not for transporting logs or fueling industry as in the past, but for providing recreational opportunities and scenic beauty.

Downtown Wausau's unique character will have renewed vibrancy. People throughout the region will recognize Downtown's uniqueness and gather to work, shop and enjoy the many social, cultural and entertainment options available there. The heightened activity in the central area will stimulate interest in living downtown.

“Big Bold Ideas”

The comprehensive plan included community visioning sessions resulting in a list of “big bold ideas” for the future. This included the following ideas related to the East Riverfront District:

Riverfront:

- Relocate heavy industry to a more appropriate industrial park area and redevelop the central river corridor.
- Continue development of the Festival Grounds along the Wisconsin River in downtown.
- Develop apartments along the river south of Bridge Street. The river is a great place for residential apartments/condominiums.

Goals

The heart of any comprehensive plan is the set of goals established for the community. Wausau’s plan includes a number of goals, policies and objectives that impact the East Riverfront District.

Parks & Recreation Goal:

To design and develop recreational facilities to provide a quality recreational experience for the citizens of Wausau.

Explore opportunities to improve access to the Wisconsin River, consistent with the recommendations identified in the River Edge Master Plan, through purchase of property or public easements.

Parks & Recreation Goal:

To preserve and enhance important natural, historic, scenic, and cultural features in the City by incorporating these features into the park system.

Focus open space preservation in the Central Business District on river bank and shoreland access, trail development, and scenic enhancement.

Economic Development Goal:

To improve the economic well-being of Wausau through efforts that involve job creation, job retention, tax base enhancements, and other quality of life initiatives.

The City will continue to make revitalization and redevelopment of downtown Wausau, the Wisconsin River waterfront, and the Stewart Avenue/US Highway 51 corridor a high priority.

Central Business District Goal:

To strengthen the Central Business District as the heart of the City and surrounding region.

Objectives

1. Maintain downtown Wausau as an important multi-use activity center for the community and the region including recreational, cultural, residential, retail, entertainment, office, high-tech business, and government land uses.
2. Center the economic future of the Central Business District (CBD) around the Wisconsin River by expanding the CBD to encompass development sites on the east and west sides of the river.
8. Establish a new theme and identity for the Wausau CBD related to the Wisconsin River and its unique historic, recreational, and scenic character.
12. Help relocate industrial uses from the Central Business District and River Edge Corridor.

Strategies/Actions

3. Continue to provide financial assistance and incentives to encourage private investment in revitalization of downtown and riverfront properties.
4. Continue to enhance the existing wayfinding signs around the City to direct people to downtown, the riverfront, and the City’s cultural attractions.
5. Continue to emphasize downtown redevelopment projects that contribute to “round-the-clock” activity in the CBD. This might include housing, restaurants, cultural facilities, and entertainment uses.

Natural Resources Goal:

To protect and enhance the quality of significant natural resources.

Objectives

Improve the quality of water in streams and in the storm sewer system that flows through Wausau and into the Wisconsin River.

Community Growth Goal 2:

To expand Wausau's tax base, employment opportunities, and industrial mix.

The City will give priority to redevelopment of property located on the Wisconsin Riverfront, in distressed neighborhoods,

The City will continue to encourage environmental remediation efforts throughout the community.

Objectives

Eliminate brownfield sites in the City through clean-up efforts, redevelopment activities, and rehabilitation projects.

Industrial Development Goal:

To create industrial areas that contribute to the social and economic stability of the City without degrading its natural or residential living environment.

Objectives

Evaluate the compatibility of all existing General Industrial (M-2) zoning districts with nearby residential areas.

Major Opportunities and Constraints

The Plan outlines opportunities and constraints for future planning and development, among them:

Redevelopment – There are several properties in the City with potential for redevelopment including many of the old industrial properties located along the Wisconsin River. The riverfront setting makes them desirable locations for new residential and commercial development; however, many of these properties are polluted and must be cleaned up prior to redevelopment. Costs of pollution clean-up and other complexities associated with redevelopment often mean these projects take more time to initiate and complete.

Downtown Revitalization – In 2000, the City adopted The Wausau CBD Master Plan, which outlines strategies to revitalize downtown Wausau. Some of the key opportunities include improving pedestrian access, development on the riverfront and creation of the Arts Block. The Master Plan also recommended joining the Main Street program, which has been done. Main Street program staff will be directly involved in implementing the recommendations in the Master Plan.

Land Use

The comprehensive plan discusses land use issues in the community. The following are those with direct bearing on the East Riverfront District:

Redevelopment Challenges – While redevelopment presents significant opportunities for growth and revitalization in the City, it also poses complex financial and logistical challenges. Property assembly, demolition, and pollution clean-up are costly, which sometimes makes it difficult to find willing developers and financing. Previously developed properties may be too small or oddly shaped and, therefore, must be combined with adjacent parcels to create a “good” redevelopment site. In addition, access to redevelopment sites may need to be enhanced or altered in order to accommodate a new land use. Public assistance (financial and/or technical) is usually needed to address these challenges in order to encourage private sector investment. Therefore, redevelopment priorities must be clear and balanced with City resources carefully dedicated to these needs and opportunities.

Brownfields – Existing environmental contamination on former industrial and commercial sites has discouraged the redevelopment of many otherwise commercially viable properties in the City. The mere possibility of contamination existing on a property frightens potential developers as well as financial institutions from redeveloping these properties for residential or commercial uses. As mentioned earlier, these sites include the former SNE property on Thomas Street, many of the Central Business District Riverfront properties and many sites adjacent to the rail lines throughout the community.

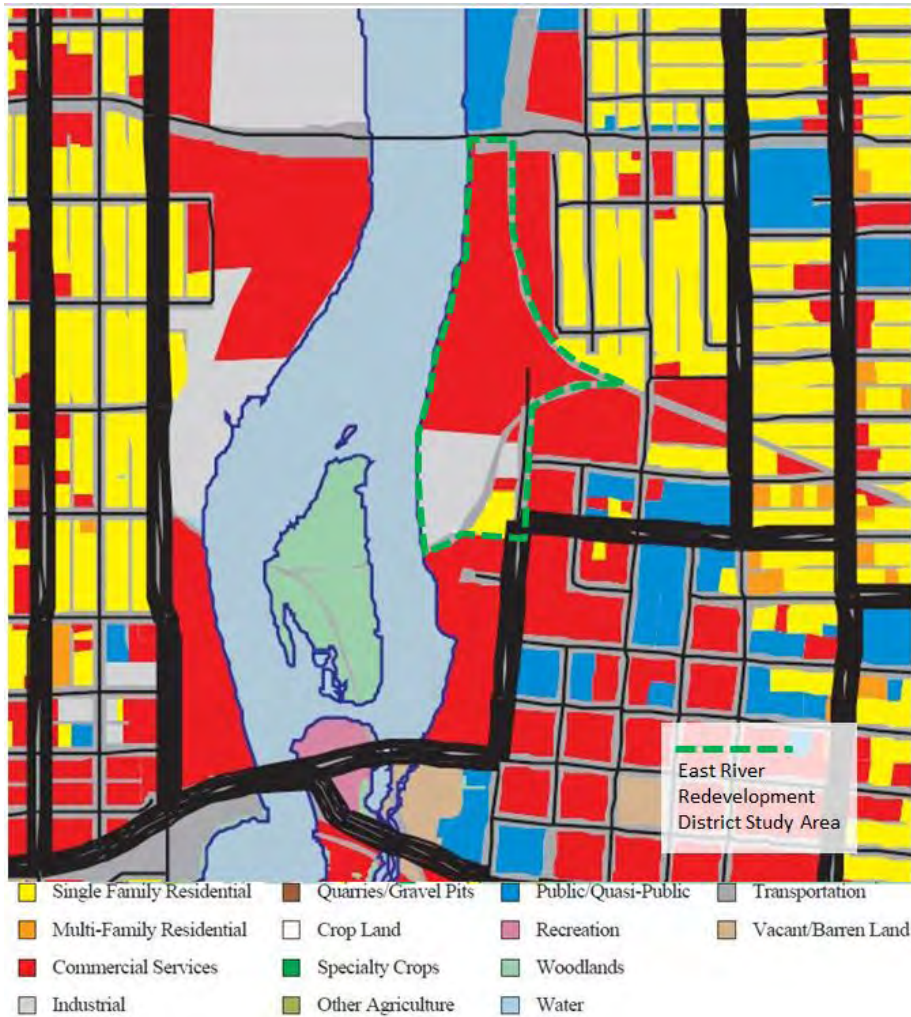


Figure 4. Existing Land Use

Table 4-1: Land Use Classifications for City of Wausau (2000)

Land Use	Description	Acres	% of Total Land Area
Single Family Residential	One family structures, farm residences, mobile homes	3,127	26.62
Multi-Family Residential	Multiple family structures with three or more households, condos, duplexes, apartments	153	1.30
Commercial Services	Retail stores, taverns, restaurants, truck stops, gas stations, farm coops, farm implement dealerships, automobile dealerships, business offices, motels/hotels, offices, telephone/gas company	966	8.23
Industrial	Saw/paper/lumber mills, dairies, industrial parks, trucking operations, distribution centers	456	3.88
Quarries/Gravel Pits	Mining operations	41	0.35
Cropland	Tilled agriculture, prime farmland	380	3.24
Specialty Crops	Ginseng, orchards, vineyards, nurseries, groves, cranberries, etc.	18	0.15
Other Agriculture	Fallow, pasture and undetermined agriculture, power lines and towers, water towers, municipal wells	137	1.17
Public/Quasi-Public	Schools, churches, cemeteries, town halls, fire departments, National Guard	554	4.72
Recreation	Ball fields, golf courses, playgrounds, parks, trails, camp grounds, shooting ranges	529	4.50
Woodlands	Forested land	1,271	10.82
Water and Wetlands	Open waters, such as lakes, ponds, streams, rivers, creeks, reservoirs, etc.	1,329	11.32
Transportation	Airports, highways, road right-of-ways, railroads, logging roads	2,299	19.57
Vacant/Barren	Unused open land in wooded areas,	485	4.13

Land	along streams, along roadsides		
Total Land Area		11,747	100%

Source: Marathon County Tax Assessment Code Database

Figure 5. Land Use Classifications

Existing Land Use

Existing land use in Wausau is classified according to the table in Figure 4 and illustrated in Figure 5, excerpted from the comprehensive plan.

Existing land use in the East Riverfront District is mostly categorized as Commercial Services and Industrial. In the southeast corner of the study area there is a small Single Family Residential area of three houses near 1st Street and McIndoe Street.

Surrounding the study area are Commercial and Public/Quasi-Public uses north across Bridge Street, with mostly Commercial uses south and east. The Wisconsin River and Barker-Stewart Island Park are on the west edge. In the next tier of blocks adjacent to the study area on the east side is an older single family neighborhood along North 1st, 2nd and 3rd Streets. To the south and east is the central business district with more Commercial and Public/Quasi-Public uses, including retail, office, hotels and government uses.

Future Land Use

Future land use is illustrated in Figure 6, excerpted from Wausau’s comprehensive plan. The entire study area plus some surrounding properties are designated Re-Development. This category is listed in the land use table in the plan as “Probable Re-Development Area” and defined as “Areas that are currently developed but are likely to experience a large-scale change in land use involving multiple property owners.” A number of the other parcels adjacent to the study area are also designated Re-Development, but all other surrounding future land uses are consistent with their existing land use.

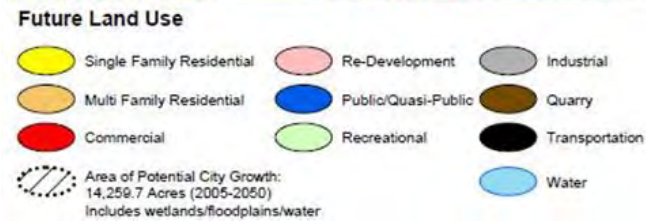
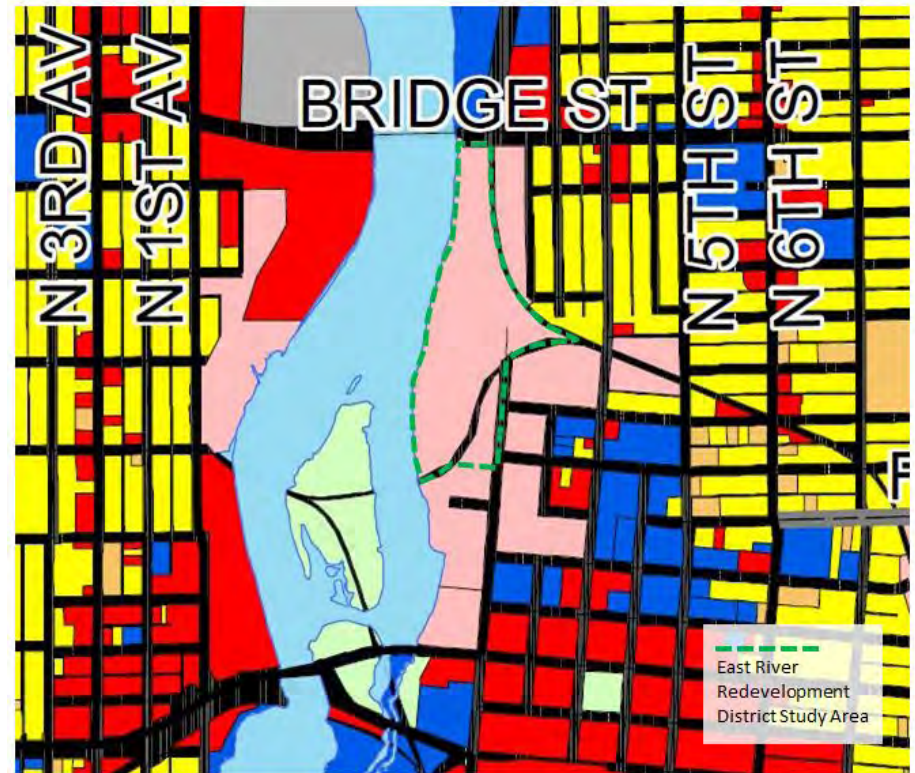


Figure 6. Future land use

City of Wausau Zoning Code

Existing Zoning

The East Riverfront District is covered by four zoning designations plus an overlay district for areas adjacent to the river, described below and depicted in Figure 7. The largest portion of study area is zoned M2. Approximately the southern quarter of the study area is zoned B2. Two small parcels are zoned M1 and a small sliver of another parcel is zoned B42.

B2 – Community Service District. Purpose: “The B2 community service district is designed to accommodate the needs of a larger consumer population than is served in the neighborhood shopping district – thus a wider range of services and goods is permitted for both daily and occasional shopping and service needs.”

Key provisions and uses in the B2 district:

- A wide range of retail, office and service uses are permitted.
- Residential uses are allowed above the first floor.
- All activities must be conducted entirely within an enclosed building.
- Maximum 2.80 floor area ratio.
- Building height is regulated solely on the basis of the floor area ratio.

M2 – General Industrial District. Purpose: “The M2 general industrial district is designed to accommodate large, relatively self-contained and isolated areas intended to be used for industrial activities whose potential nuisance or hazard generation is moderately high.”

Key provisions and uses in the M2 district:

- A wide range of manufacturing, service, wholesale, retail and office uses are permitted, including all uses permitted in the M1 District.
- Residential uses are not allowed.
- A number of heavier, more intense manufacturing and processing uses are allowed, including meat packing; petroleum processing and storage; asphalt, brick and concrete manufacturing; chemical processing, and many others that are not permitted in the M1 district.

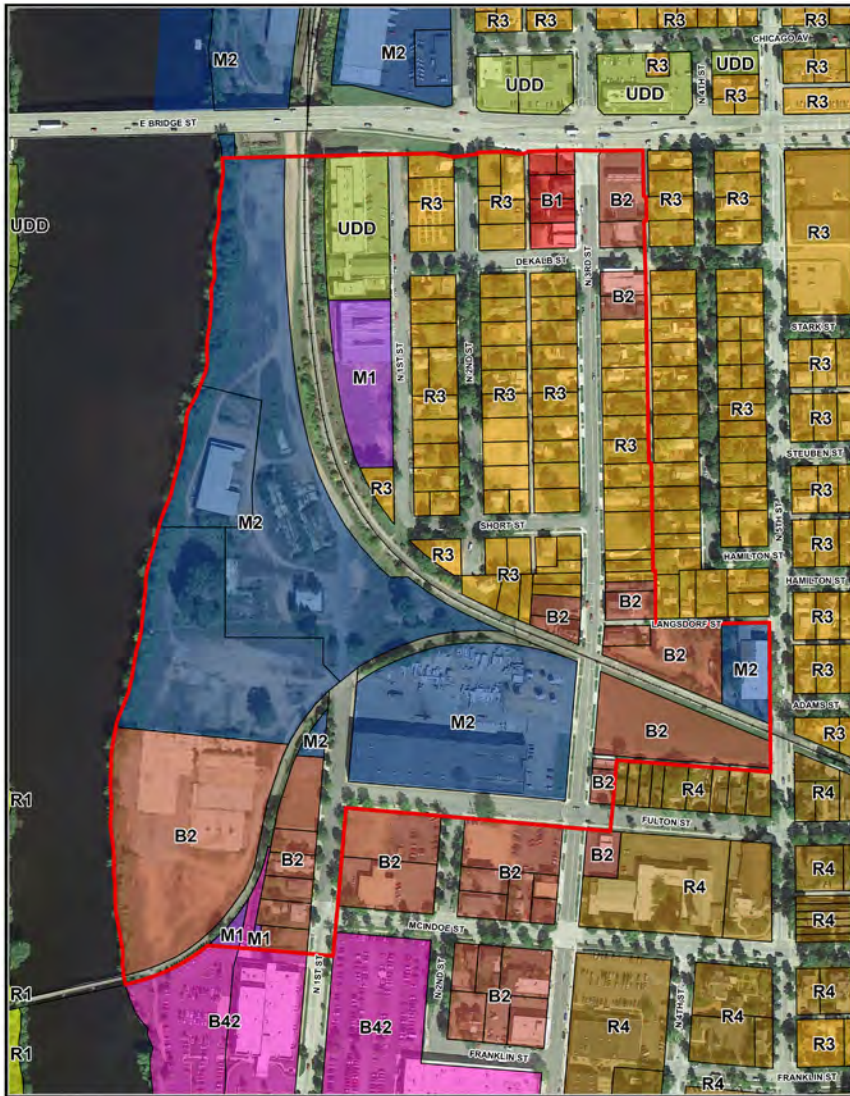
- Maximum 3.60 floor area ratio.
- Building height is regulated solely on the basis of the floor area ratio.

River Edge Overlay District. Purpose: “The purpose of the river edge overlay district is to help protect the water quality and scenic resources of the Wisconsin River by reducing soil bank erosion, establishing building setback regulations, and regulating signs near the river’s edge. The establishment of this district is intended to help promote the public health, safety and general welfare of the community.”

Key provisions and uses in the River Edge Overlay District:

- Areas with fifty feet of the high water mark of the Wisconsin River in Wausau are included in the district.
- New buildings, building expansions, and advertising and business signs are not allowed in the district unless approved following a public hearing before the city planning commission in accordance with city code provisions governing conditional uses.
- Restrictions imposed by the district are in addition to the other regulations in underlying zoning districts.
- The provisions of the district do not affect the permitted or conditional uses in the respective underlying zoning districts.

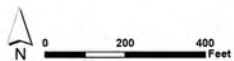
Unified Development District. As part of any redevelopment agreement, the city-owned parcels in the East Riverfront District will likely be rezoned as part of a planned unit development, referred to as a “Unified Development District” (UDD) in the Wausau Municipal Code. Each UDD is a unique zoning district and may contain any use or combination of uses approved by the City. Developers must submit a general development plan including land use, specific uses areas, residential density, basic street and utility patterns, and general environmental character for approval by the Plan Commission before proceeding with a precise development plan and ultimately receiving approval to construct. The final development agreement between the developer and the City will designate responsibility for construction and installation of streets, sanitary sewer, water mains, storm sewer, street lighting, and other necessary infrastructure between the City and the developer.



Site Zoning Designations

City of Wausau, WI

- Planning Area Boundary
- Parcel Line
- R1 - Single Family Residence District
- R3 - Two Family Residence District
- R4 - General Residence District
- B1 - Neighborhood Shopping District
- B2 - Community Service District
- B42 - Central Business District
- M1 - Limited Industrial District
- M2 - General Industrial District
- UDD - Unified Development District



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Figure 7. Site zoning designations

B. WAUSAU NORTHEAST RIVERFRONT SUSTAINABLE MASTER PLAN, January 2012

Reuniting the River and the City

Master plan prepared by:

Community Design Solutions, University of Wisconsin - Milwaukee
UW-Milwaukee's Community Design Solutions (CDS) was asked to incorporate general recommendations from previous plans, input from the community, and the team's knowledge of modern design principles to develop renderings depicting how the planning area could look. This work envisioned a physical form for the area that would stimulate further public input, planning, and decision-making.

CDS and the City identified the following specific objectives that needed to be addressed in the design concept created for this area:

- Link the project area to the central business district and adjacent residential area.
- Envision sustainable urban landscape schemes that address the site's design opportunities and challenges such as the flood plain area and habitat restoration.
- Envision sustainable design principles and architectural concepts for buildings to be constructed or renovated and rehabilitated from existing structures within the plan area.
- Consider (re)development ideas that are unique and specific to the project site.

A summary of the plan's site analysis is as follows:

Location and Identity as a Destination

One of the major assets of the site is its ideal location in relationship to the downtown area. The site's location on the eastern bank of the Wisconsin River is also ideal for creating a variety of desirable housing, attractive outdoor dining spaces as well as spaces for a variety of entertainment and recreational activities.

The existing network of walking paths, parks, recreational areas, and historic sites provide ample opportunities for strong connections to the Northeast Riverfront District, and for the creation of enjoyable and usable

outdoor spaces. Barker Stewart Island to the west and Big Bull Falls Park and Whitewater Park to the south are great assets with their natural vegetative growth, walking trails, bridged connections, historic landmarks, kayak courses, and other recreational opportunities. The site offers the opportunity to add attractive open green spaces to the existing widely used walking, jogging, biking, and fishing areas.

Connectivity

It should be possible to design inviting links that encourage increased activity throughout the Downtown by building on recent revitalization efforts, i.e., Third Street, which is now seen as the gateway to Downtown; the paved pedestrian and bike path along the river; and, even smaller scale connections such as the concrete path linking Third to Fourth Street. The site also is disconnected from the adjacent residential neighborhoods. The railroad tracks are still in use and now form a barrier to easy movement between recently built housing units and the riverfront site. The railroad that curves northward to the east of the site is raised in some places as high as ten feet and carries between 8 and 10 freight trains daily, effectively severing the site from the adjacent neighborhood both visually and physically.

A somewhat significant grade change along 1st St., a few small buildings south of the railroad track crossing as well as the active industrial buildings and large, surface parking lots (Public Water Works, ABC Shingle Co., a Bank, etc...) north and southeast of the site further impede accessibility from the east and a connection to Downtown. In addition, no street network enters the site from the east, and 1st street (north/south), which is the only street currently cutting through the site, deteriorates into an unmarked, unlit gravel path by the ABC Shingle and Shake Warehouse. Despite the current connection, the main access routes across the River and to Downtown, 3rd St. (east) and Bridge St. (north) could be used to increase accessibility.

Riverfront Accessibility

Overgrowth, combined with adjacent electrical lines, effectively screens people on the site from enjoying the beauty of the river. Not only can one not reach the river from within the site, but the site is also inaccessible from the river. Furthermore, there are a series of hydro dams to the immediate south of the site which block kayakers and paddlers from proceeding south.

VISION

The Northeast Riverfront Sustainable Master Plan's vision reclaims the spatial, ecological, and historic potential of the area to reach the overall goals and objectives. This project provides the ground work to guide future efforts towards a sustainable, 21st century urban riverfront that is a revitalized network of entwined natural and built environments within the present community.

PRIMARY DESIGN CONCEPTS

Promenade: Multi-use space which will provide a strong visual and physical connection from the downtown area to the Wisconsin River.

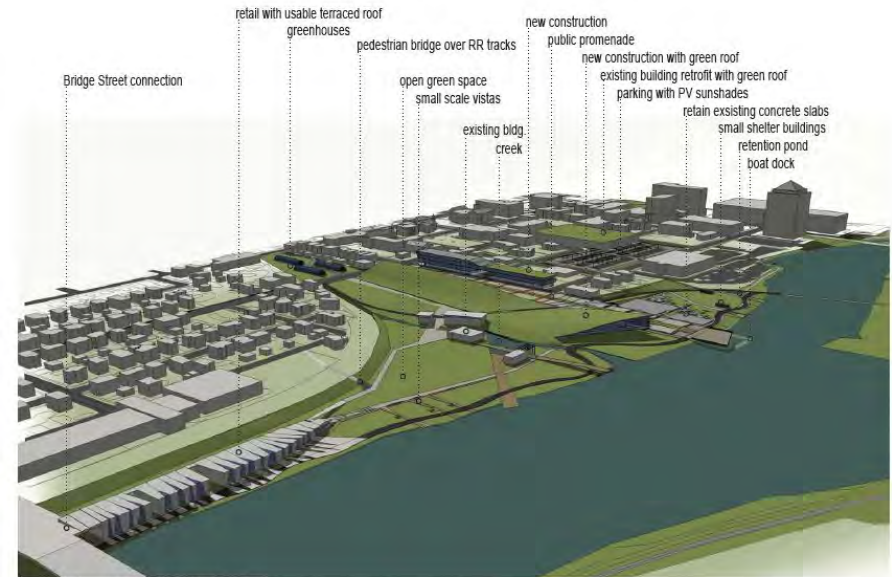
Adaptive Reuse: A cluster of existing buildings in the center of the site can be re-used. Their foundations can remain for new construction, while existing cladding would be recycled throughout the site for constructing benches, planters, lighting and signage.

Natural Landscape: Maintain as much of the existing tree canopies as possible to avoid interfering with or significantly altering existing habitats.

Creek: The current culvert should be opened up and converted back to the creek which once existed within the site. This will allow the water from the river to penetrate within the site for better accessibility.

New Construction: Sustainably designed residential and retail buildings would line the promenade. The lineal orientation also promotes connection to the downtown area and adjacent parking.

Pathways: Various materials for pathways add variety and sustainable options.



Overall site birdseye perspective looking southeast

Figure 8. Image from the Wausau Northeast Riverfront Sustainable Master Plan



Figure 9. Preliminary redevelopment concepts

C. CITY OF WAUSAU COMPREHENSIVE OUTDOOR RECREATION PLAN, 2010 - 2014

Prepared by:

Wausau and Marathon County Parks, Recreation, and Forestry Department

INTRODUCTION

The City of Wausau Comprehensive Outdoor Recreation Plan provides guidance in the acquisition, development, and programming of parks, playgrounds, and special recreation areas throughout the City. To achieve this end, the plan focuses on the adequacy of existing facilities and the opportunities for future recreational facilities.

Adoption and approval of this plan qualifies Wausau for various recreation and natural resources grant-in-aid programs from the state and federal governments. The qualification period for these program aids extends five years from the date of plan adoption. These grant-in-aid programs are intended to assist local communities with the implementation of park improvement programs. Physical planning issues are explored in two broad categories: Those with a primary impact on a neighborhood basis and those which are citywide in scope. Neighborhood planning was considered appropriate since most of the City's park facilities have been developed to focus on small neighborhood service areas. Citywide planning is required for the development of riverfront improvements, downtown enhancements, community parks, and sports complexes.

ISSUE IDENTIFICATION

Park and recreation issues generated through the needs assessment process are as follows:

1. **Swimming Pools:** There is a large demand to continue to provide structured swimming opportunities in Wausau. Aging pools and declining attendance need to be addressed. Survey results indicated support for maintaining three neighborhood pools.
2. **Hiking/Biking Trails:** There is strong support in the community to build more hiking and biking trails including continued development of the River Edge Trail.

3. **Youth Recreation Programs:** Residents expressed interest in expanding the recreation opportunities available to children.
4. **Bike Trail Signing:** Provide signing of bicycle routes and trails. This should be coordinated with the Marathon County Metropolitan Planning Organization.
5. **Emerald Ash Borer Action Plan:** The City of Wausau has approximately 6000 ash trees growing in street right of ways and at least that number on private property. With the inevitable arrival of the Emerald Ash Borer Wausau a plan needs to be developed for identification, removal, storage and commercial marketing of diseased trees.
6. **Dogs in Parks:** Several issues regarding dogs were identified
 - a. Dogs running loose.
 - b. Dog owners not cleaning up after their dogs.
 - c. Demand for a designated dog park.

CITYWIDE ACTION ITEMS

1. Financial
 - a. Pursue non-levy funding for development of sports facilities.
 - b. Dispose of surplus properties or properties that do not meet their intended purposes and apply revenues to parkland procurement or development.
2. Acquisition and Development
 - a. Prioritize master plan needs and develop master plans for the three highest rated properties.
 - b. Explore opportunities to utilize storm water detention areas for green space and linkages
 - c. Continue acquisition of easements and development of River Edge Trail
 - e. The City of Wausau should pursue hosting baseball and soccer youth sports tournaments.

- f. The City of Wausau should cooperate with other local agencies to provide new recreation programs and facilities.
- g. Implement recommendation of the Wausau MPO Bicycle and Pedestrian Plan to link the River Edge Trail with existing right of ways in the City.

NEIGHBORHOOD ACTION ITEMS

Development of River Edge Trail is the primary action item for the Franklin and Hawthorn Hills Neighborhoods within the project area as well as all the other neighborhoods fronting the Wisconsin River. Acquisition of easements, construction of paved trail, and site amenities has been identified by City officials and the public as a high priority and a key element in urban revitalization.

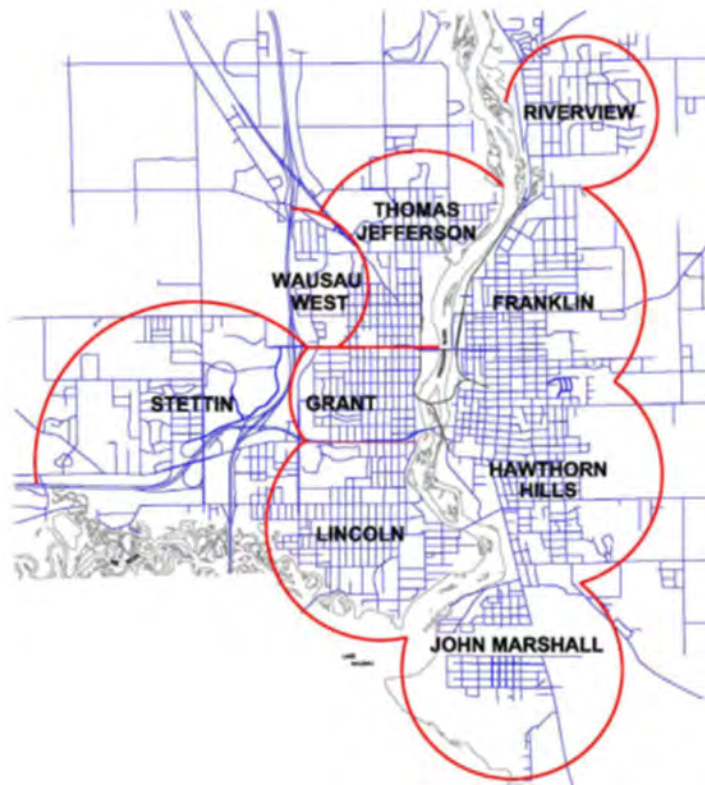


Figure 10. City of Wausau park system neighborhood service areas

D. WAUSAU MPO BIKE AND PEDESTRIAN PLAN, JANUARY 2009

Prepared by:
Schreiber/Anderson Associates, Inc.

Summary

The Wausau Metropolitan Planning Organization prepared this 20-year Bicycle and Pedestrian Plan to develop sound strategies for improving bicycle and pedestrian transportation throughout the Wausau area for users of varying abilities. The planning area includes the cities of Wausau, Schofield, and Mosinee, the villages of Weston, Rothschild, and Kronenwetter; and the towns of Texas, Maine, Stettin, Wausau, Rib Mountain, Weston, Mosinee, and Bergen. The plan is meant to guide local and state efforts to develop new facilities and programs to improve the quality of life for all citizens of the Wausau area.

The plan identifies trail connections as an important means of creating opportunities for bicycle commuting. Of particular relevance to the East Riverfront District, the plan calls out proposed trail development on both sides of the Wisconsin River in Wausau, noting this opportunity to link trail access with existing railroad locations, especially from the south to Thomas Street and north past Bridge Street.

The plan also calls for increased attention to walking as a transportation mode. The plan notes that 2.3 percent of commuters in the Wausau planning area reported regularly walking to work. Pedestrian commuting percentages are even higher within the City of Wausau’s older neighborhoods near downtown. These percentages do not include other pedestrian activity, such as walking trips to school, to shopping, or for recreation. Many of these pedestrians are children and seniors who require special consideration regarding facility design. Pedestrians include persons using wheelchairs or mobility devices.

The benefits of alternative modes of travel such as bicycling and walking are particularly significant for short urban trips. Benefits described in the plan are listed here:

- Bicycling and walking are two of the most cost efficient modes of transportation with regard to operation, development and maintenance of facilities.
- Bicycling and walking are two of the best forms of physical exercise and therefore can effectively enhance the health of the user.
- Bike and pedestrian facilities developed for transportation purposes can simultaneously enhance recreation and tourism opportunities.
- National, state and local units of government increasingly acknowledge the benefits of bicycling and walking beyond merely recreational values. Recognizing the efficiency of bicycling and walking for certain types of trips among the other modes of travel is the basis for multi-modal transportation planning.
- Bicycling and walking do not contribute to noise or air pollution and thus contribute to the health of the community. Off-road facilities developed for bicycling and walking can protect and enhance natural resources.
- Bicycling and walking promote social interaction of families and community members.
- The premise of multi-modalism is simple: to create a transportation system that offers not only choices among travel modes for specific trips, but more importantly, presents these options so that they are viable choices that meet the needs of individuals and society as a whole.

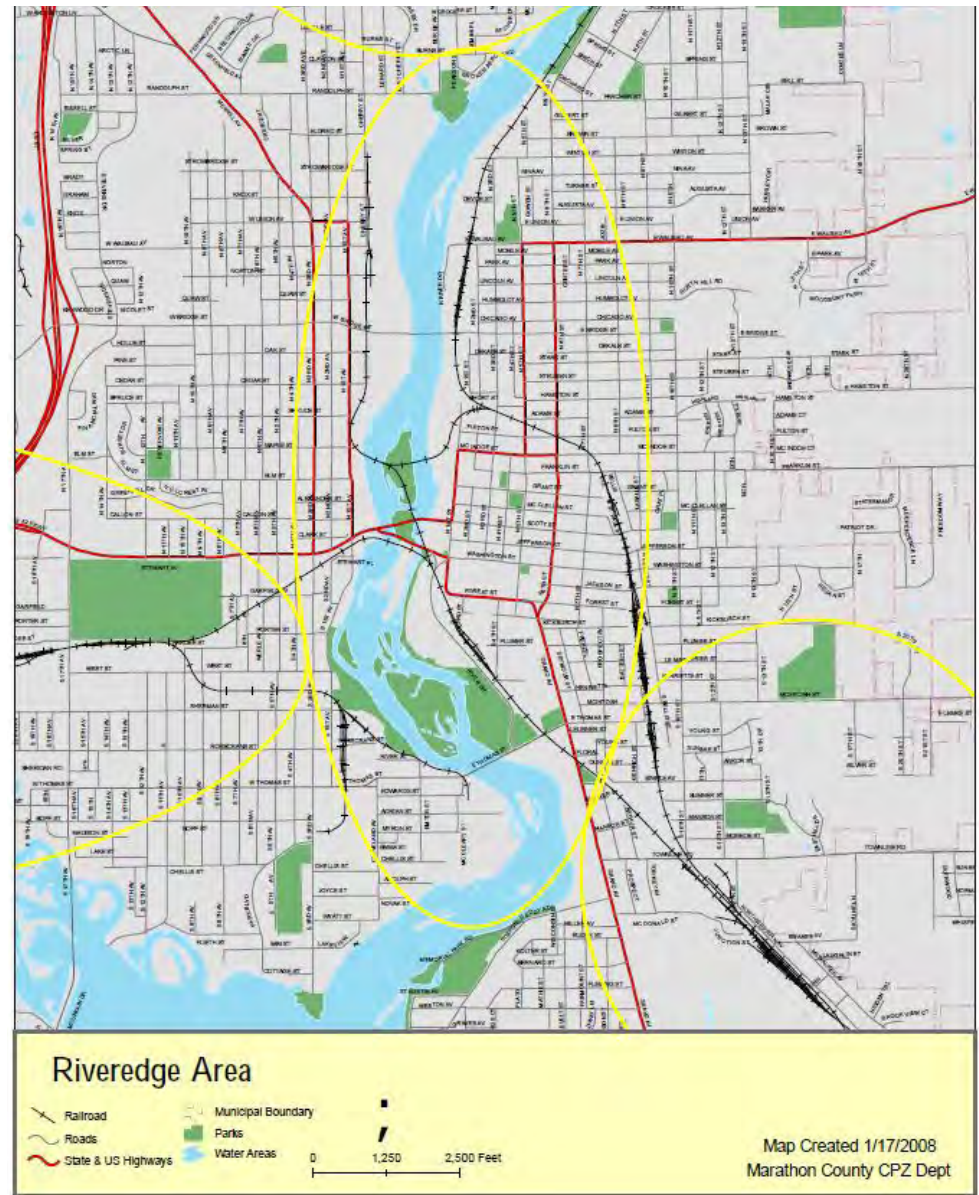


Figure 11. Riveredge Area

E. NEAR WEST SIDE MASTER PLAN, 2007

Wausau Main Street Program

Schreiber/Anderson Associates, Inc.
BEST Real Estate Group, Inc.

INTRODUCTION

The Wausau Main Street Program commissioned a master plan for the West Downtown Neighborhood. The planning area is defined by Elm Street on the north, 4th Avenue on the west, Stewart Avenue on the south and the Wisconsin River on the east.

The Near West Side Neighborhood Plan is part of the Wausau CBD Master Plan adopted in 2001. Following adoption of the CBD Master Plan, the City and the Wausau Main Street Program focused efforts on the redevelopment and revitalization of Wausau's historic downtown. In 2005, the City adopted the North Downtown Area Master Plan to expand CBD revitalization activities north of Downtown to Bridge Street. The Near West Side Master Plan provides recommendations to guide public and private improvements that will ensure the long-term economic vitality of downtown Wausau.

Redevelopment Recommendations

The following recommendations highlight some of the key development opportunities for the East Riverfront District described in the Near West Side Master Plan. Figure 18 illustrates this vision. Key features include:

- High density development with buildings that are 4-6 stories in height
- Structured parking
- Minimize surface parking and service areas on 1st Avenue and the riverfront
- Open space system that incorporates pedestrian walkways and courtyards that are integrated with the public riverwalk system
- Buildings oriented to the public street and the riverfront
- Pedestrian and bicycle connections between the mixed use business district and the riverfront as extensions of Elm Street, Alexander Street, and Callon Street
- Gateway building at Stewart Avenue

Riverwalk Streetscape

The Master Plan recommends completing the riverwalk system between Stewart Avenue and Bridge Street with decorative lighting, overlooks, views to the river and new landscape displays. The Master Plan calls for integrated outdoor spaces that are part of new development along the river and the public riverwalk system.

Neighborhood Connections

Several improvements are recommended to enhance the connections between the Near West Side and surrounding neighborhoods. These include:

- Pedestrian and bicycle connections to the riverfront and riverwalk system as part of the future redevelopment of the East Bay site.
- Completion of the riverwalk system between Stewart Street and Bridge Street.
- Construction of a pedestrian/bicycle trail on the existing railroad corridor over the Wisconsin River to connect the east and west sides of the river.
- On-street bicycle lanes and improved sidewalks and streetscaping on Stewart Avenue to visually and physically connect River West with the UW-Marathon County campus.
- On-street bicycle lanes on 1st Avenue and 3rd Avenue to connect the Near West Side with neighborhoods to the north and south.



Figure 12. Near West Side Master Plan imagery

F. NORTH DOWNTOWN AREA MASTER PLAN, November 2005

Prepared for: *Wausau Main Street Program*

Prepared by:

Schreiber/Anderson Associates, Inc.

INTRODUCTION

The Wausau Main Street Program commissioned Schreiber/Anderson Associates, Inc. and BEST Real Estate Group, Inc. to prepare a master plan for the North Downtown Area of Wausau. The North Downtown Area is bordered by Bridge Street on the north, N. 3rd Avenue on the west, N. 6th Street on the east, and McIndoe Street (east side of the river) and Maple Street (west side of the river) on the south. The purpose of this plan is to update recommendations adopted in the Wausau Central Business District Master Plan and set goals and priorities for the North Downtown Area that will extend the revitalization of downtown beyond its historic core.

LAND USE PLANNING RECOMMENDATIONS

The following recommendations identify land use and physical improvements for the North Downtown Area. The maps in Figures 14 and 15 graphically illustrate key recommendations.

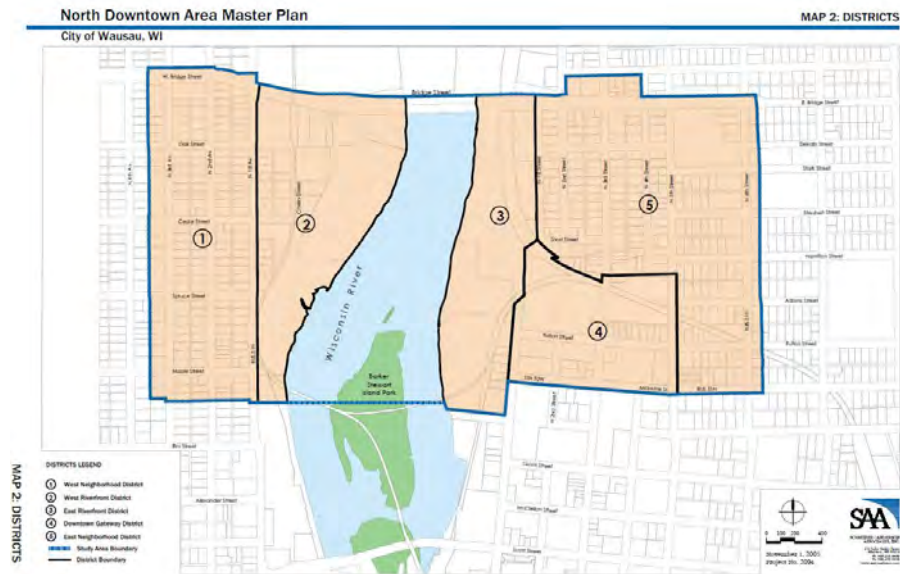


Figure 13. North Downtown Area Master Plan district designations

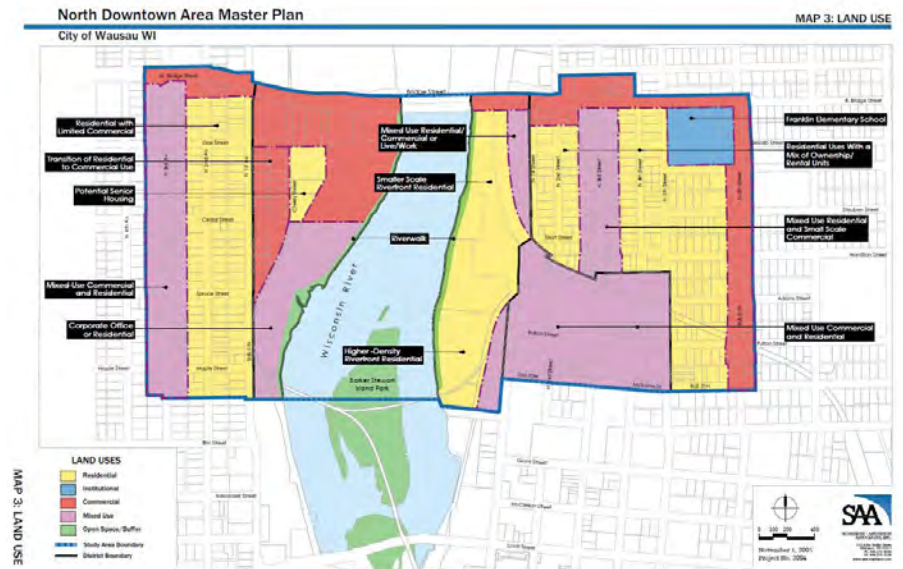


Figure 14. North Downtown Area Master Plan land use recommendations

District 3: East Riverfront District

Purpose

The purpose of this district is to take full advantage of its outstanding riverfront location and 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. 1st 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. 1st 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.

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. 5th Street. This area may transition over time to a mix of residential and commercial uses.
5. Promote selective in-fill and redevelopment projects as shown on the redevelopment map (Map 4).

District 5: 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. 1st Street and N. 4th Street.
4. Acquire the commercial businesses at the intersection of N. 6th 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. 3rd Street may transition to small-scale commercial use if parking and other related issues are addressed.

North Downtown Area Master Plan

MAP 4: REDEVELOPMENT AREAS

City of Wausau WI

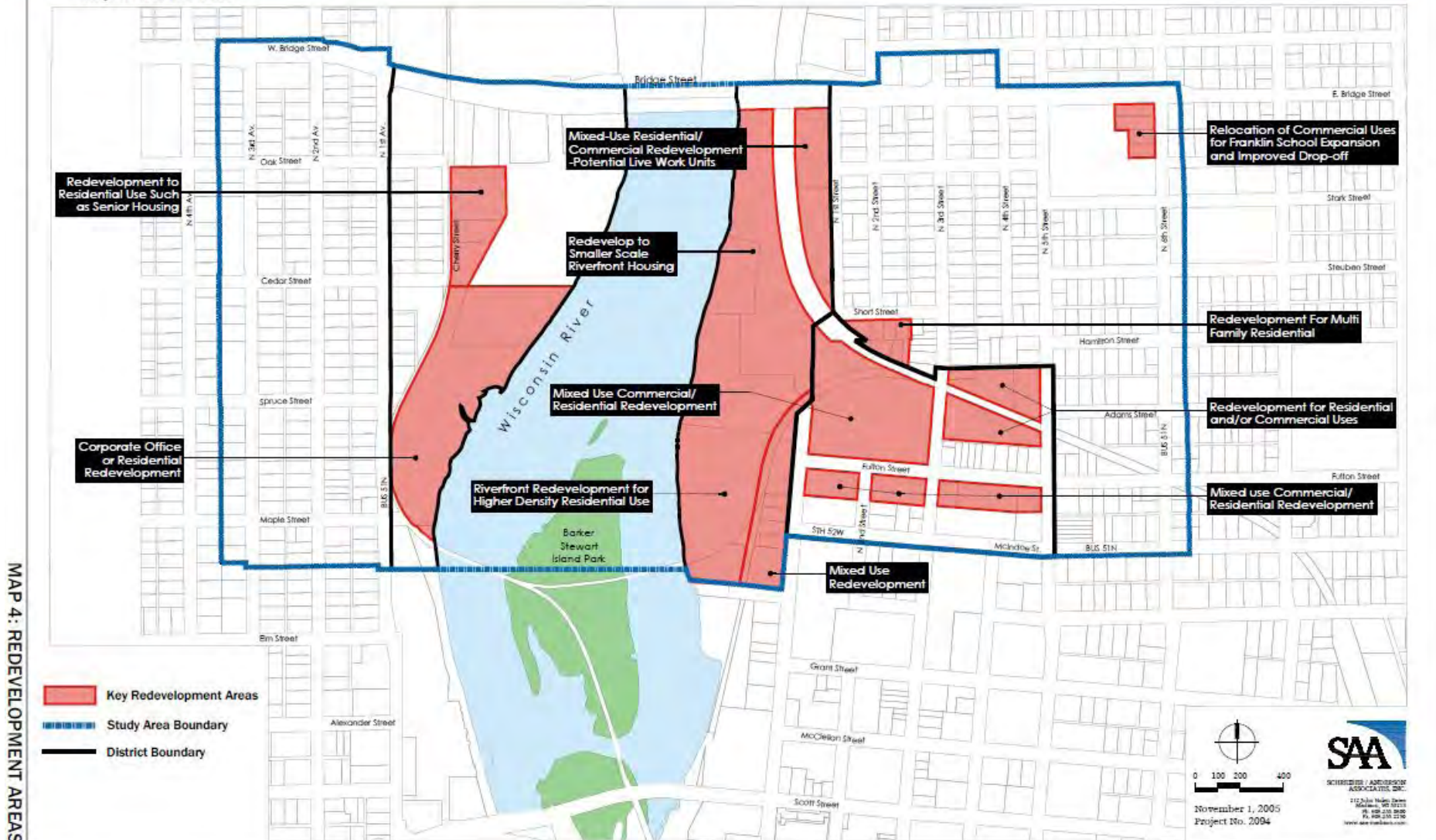


Figure 15. North Downtown Area Master Plan redevelopment areas

District 3: 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. 1st 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. 1st 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.

District 4: 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.

District 5: 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 roads.

North Downtown Area Master Plan

MAP 5: TRANSPORTATION AND STREETSCAPE

City of Wausau, WI

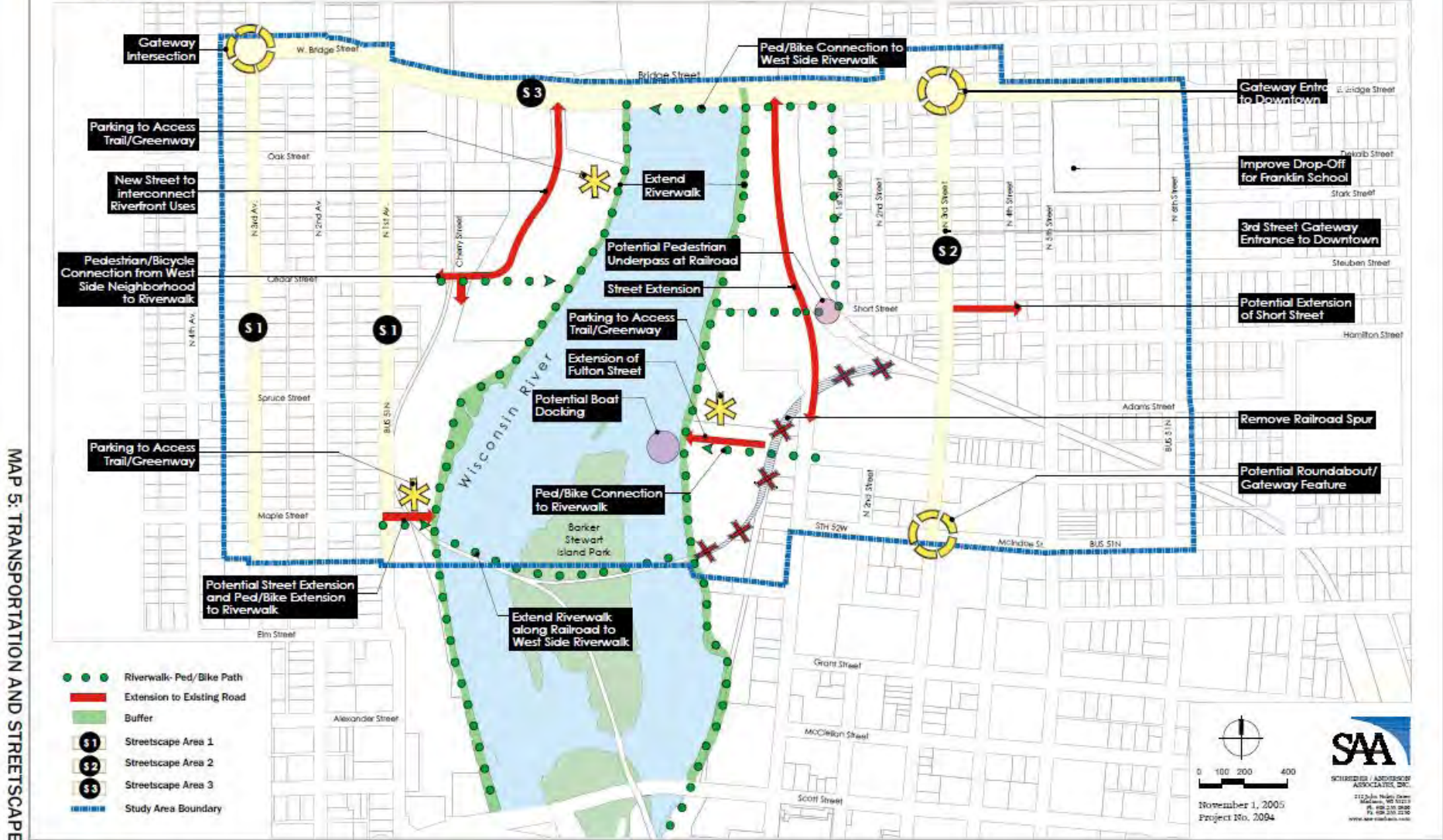


Figure 16. North Downtown Area Master plan transportation and streetscape

District 3: 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. 1st 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 in-fill and redevelopment.
6. Extend Fulton Street to the river to improve public access to the East Riverfront District.

District 3: Public Streetscape Guidelines

1. Design the extension of N. 1st 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: 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.

District 4: 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: 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 4th 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.
6. Create a "build-to-line" for buildings along major corridors such as N. 3rd Street, N. 5th Street, and N. 6th Street with setbacks varying from 0-10 feet.

District 5: 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.

G. Central Business District Master Plan, 2000

Prepared by:
City Vision Associates

The Wausau Common Council adopted a Central Business District Master Plan in 2000 as an element of the City's Master Plan. Work focused on that part of the community generally bounded by Third Avenue, Sixth Street, Bridge Street, and Thomas Street. The plan contains a vision statement, general goals for the Central Business District, and specific recommendations and implementation strategies focused on land use, redevelopment activities, transportation, streetscape, and urban design. Since its adoption, many of the recommendations contained in the Master Plan have been further tested, evaluated, rejected, modified, or implemented.

REDEVELOPMENT RECOMMENDATIONS

Important considerations for redevelopment include enhancing the downtown as a civic destination, increasing tax base and downtown investment opportunities, creating jobs, developing new housing, increasing tourism, strengthening the retail core, preserving historic resources, creating a positive downtown identity, and building new land use relationships around the Wisconsin River and the redevelopment of environmentally impacted properties or brownfields. The following identification of redevelopment districts refines earlier conceptual recommendations for CBD land use patterns. Each recommendation is coded to the illustration in Figure 17.

Residential

The view of Rib Mountain could provide a unique "high-end" living opportunity downtown. Riverfront housing could be incorporated into a mixed-use setting with retail and commercial development at the intersection of Scott and North 1st Street and along the frontage of North 1st Street. Riverboat docking should also be explored as an enhancement to the marketing of this district.

- R13** Redevelopment for high-density condominiums or owner-occupied housing with riverfront views. Redevelopment and/or rehabilitation of the existing building frontage along 1st Street for service and retail uses to support the new riverfront residential and business development. Shared public and private use of the riverfront with potential boating facilities to serve new residential development. Existing health care services could remain in this area.

Employment

The district has historically been used as a site for manufacturing and distribution. This district provides the opportunity to position downtown Wausau into marketing for high-tech business development. The opportunity offered by a combination of river frontage with great office views is a market that should be explored.

- R8** Rehabilitation of the former Marathon Millwork property for mixed use office, research and light industrial uses that can coexist with the adjoining residential neighborhood. Architectural character improvements should be made to the part of the building frontage along 3rd Street.
- R9** Rehabilitation of the former Murray Machinery property for a mixed use office, research and industrial center or a potential incubator business center. Potential rail access. In-fill development along 3rd Street for corporate offices connected to new business uses.
- R10** Redevelopment of the rail corridor for high-tech business or light industrial uses. Shared public and private use of the riverfront. Because the rail does exist, there may be an opportunity to reuse existing buildings for light manufacturing, storage, and distribution for science product development. It is unlikely, however, that this district will find the rail advantageous to recruiting new businesses. This district strategy is to use the existing buildings as incubators for new startup science businesses that would ultimately become tenants in Class A office buildings oriented to the riverfront.
- R11** Redevelopment of former industrial riverfront lands for high-tech businesses with riverfront views. Shared public use of the riverfront. The goal is create a minimum of 1,000 new jobs. The residential structures within this area should be analyzed for their condition and impact on more comprehensive redevelopment. It is possible that good quality residential structures can be integrated as a mixed-use component or to move residential structures to an appropriate location. This should be addressed during the implementation phase.
- R12** This site should be redeveloped for business and employment uses that compliment the East River Business District with potential retail frontage along 3rd Street.

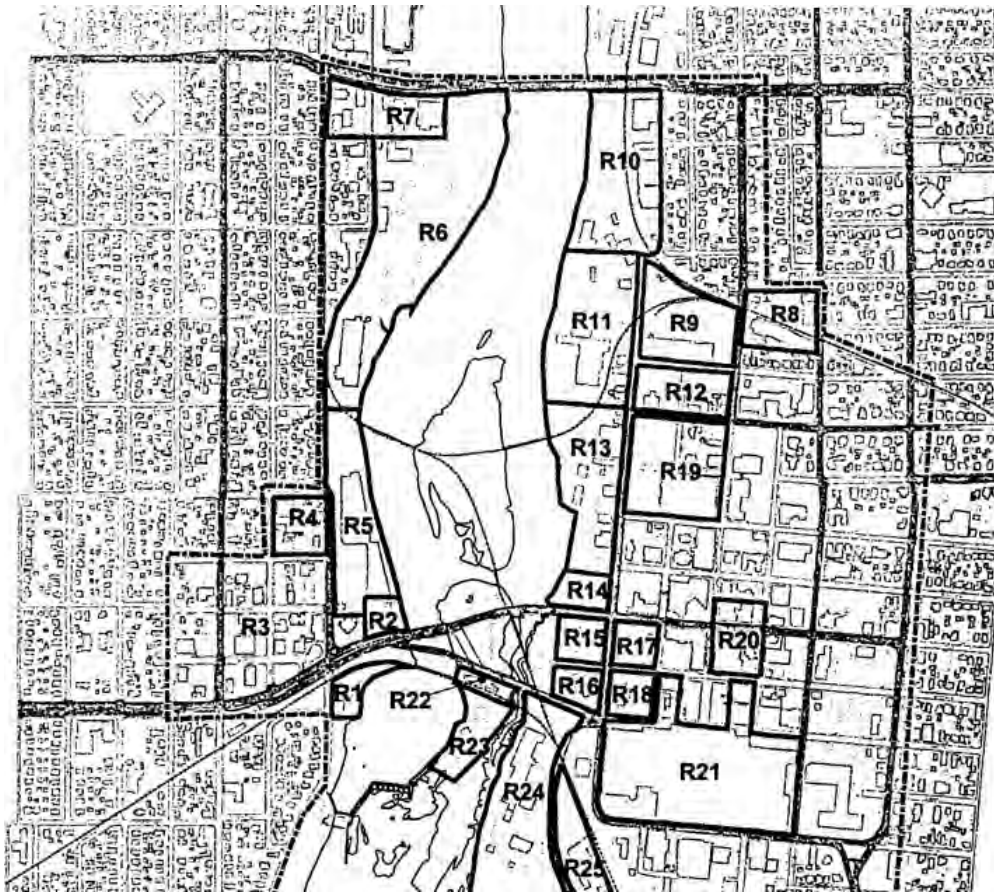


Figure 17. Wausau Central Business District Master Plan redevelopment districts

TRANSPORTATION RECOMMENDATIONS

The following recommendations identify transportation improvements for downtown Wausau. Important considerations for transportation improvements include improving access to the downtown for all travel modes, strengthening the downtown as a community and regional destination, and providing wayfinding improvements to direct residents and visitors to downtown destinations.

Street and Intersection Improvements

Sign and improve 3rd Street, 1st Avenue, McIndoe Street, Scott Street (one-way) and Washington Street as key entrance corridors to the downtown from the primary arterial street system.

Improve 1st Street north of McIndoe Street as a new riverfront drive to serve the East River Employment District. Rename 1st Street as River Drive to promote its new role as a primary riverfront access corridor.

Bicycle Facilities

Develop a riverfront bicycle transportation system in conjunction with riverfront parkway improvements recommended in the River Edge Master Plan. Identify on-street bicycle corridors to connect downtown with this primary north/south bicycle system.

Provide for on-street bicycle accommodations at all CBD bridge crossings (Bridge Street, Washington Street, Thomas Street) to provide connecting links for the riverfront bicycle loop system. Provide safe crossings at arterial streets for a riverfront bicycle system.

Provide separate bicycle lanes in the areas of high pedestrian use such as the riverfront zone along the kayak course.

STREETScape AND URBAN DESIGN RECOMMENDATIONS

The following recommendations identify comprehensive streetscape improvements for downtown Wausau.

Streetscape improvements should be extended north of McIndoe Street along the new River Drive north that will serve the proposed East River Employment District. An entrance feature to this business district should be located at the intersection of McIndoe Street and River Drive north (1st Street).

Waterfront plaza and open space north of Scott Street to serve the kayak course and new riverfront mixed use commercial and residential uses. Improvements should include docking facilities to enhance recreational boater access to the Wisconsin River.

Development of expanded open space and riverfront amenities (e.g. benches, overlooks, docking) along the river edge parkway to enhance recreational opportunities on the riverfront for trail users and adjoining neighborhood residents, businesses and commercial uses.

H. RIVER EDGE MASTER PLAN, JUNE, 1995

A Plan for Enhancing Public Use and Enjoyment of the Wisconsin River in the City of Wausau

Adopted by: River Edge Commission, on May 22, 1995
City Plan Commission, on May 25, 1995
Wausau Common Council, on June 13, 1995

This master plan identifies long and short-term strategies for improving public access to the Wisconsin River. This master plan provides a framework for protecting and enhancing the scenic beauty of the river corridor and outlines activities, programs and projects that improve the public's ability to enjoy this resource. The master plan addresses many management and use issues related to the Wisconsin River, with a focus on continuing development of a river edge parkway.

The Wausau River Edge Commission was created to prepare plans and make recommendations for use of the river corridor. In 1991 the Commission adopted the following mission and goals statements later adopted by the Common Council.

Mission Statement: It is the mission of the Wausau River Edge Commission to maximize the aesthetic and natural benefits of the Wisconsin River edge in the City through study, planning and cooperative programs with all public and private interests for recreation and other uses.

The following goals are articulated in the River Edge Master Plan regarding the river edge:

Goal #1: Enhance the public's ability to gain visual and physical access to the Wisconsin River.

Goal #2: Improve the scenic quality and ecological diversity of the river corridor.

Goal #3: Encourage land use practices which contribute to the natural and aesthetic values of the Wisconsin River.

Goal #4: Encourage a balance between active and passive recreational uses within the river edge area.

Goal #5: Segregate surface water uses that create user conflicts or pose excessive safety risks.

Goal #6: Establish Barker-Stewart Island and other island as nature conservancy areas with passive public uses if appropriate.

PHYSICAL CHARACTERISTICS

Brownfield Assessments, Environmental and Geotechnical Limitations, Existing and Proposed Infrastructure

CHAPTER INTRODUCTION

The parameters for future redevelopment of the East Riverfront District are determined by physical conditions impacting properties on these sites. This chapter describes a number of these physical conditions, including soil conditions determined through investigation into known and perceived brownfields in the planning area; environmental and geotechnical limitations created by groundwater conditions, floodplains, and local flora and fauna; and existing and proposed municipal utilities and infrastructure serving the planning area. Emphasis is placed on conditions affecting the four Catalyst Sites, labeled 1 through 4 in Figure 18.

BROWNFIELD INVENTORY OF THE EAST RIVERFRONT DISTRICT PLANNING AREA

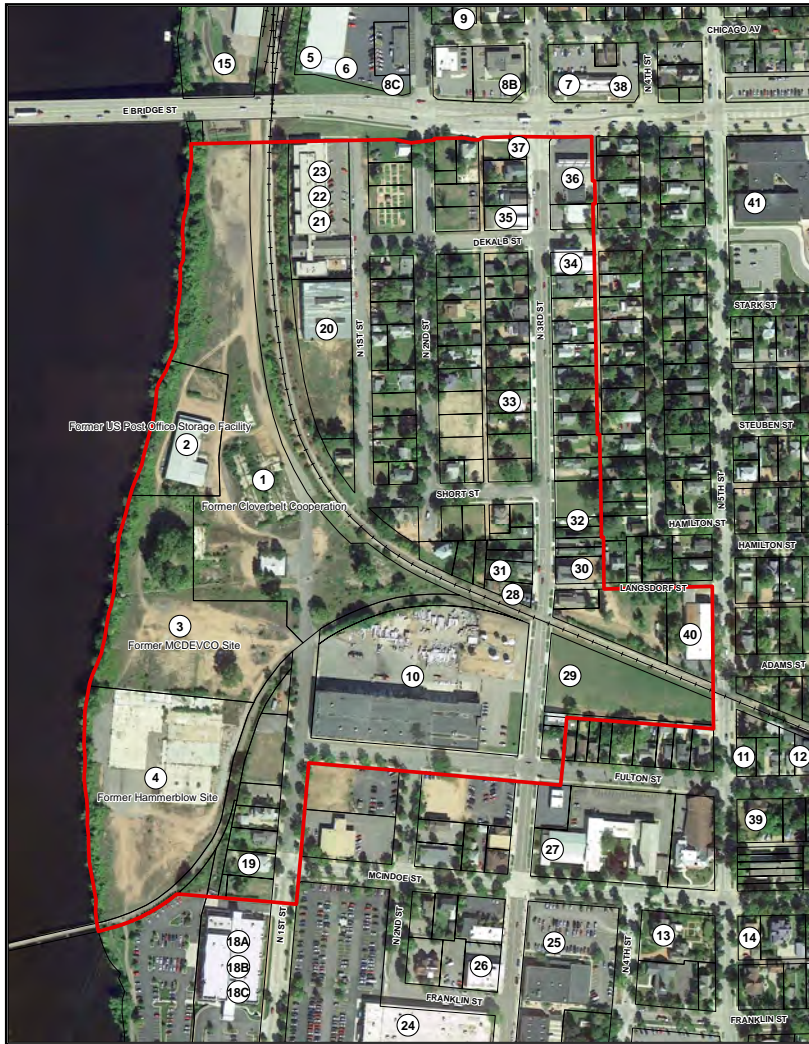
Inventory Methodology

In order to understand how soil contaminants could affect future redevelopment of the East Riverfront District, Stantec completed an inventory of known and potential brownfield parcels within the planning area.

To conduct this inventory, Stantec conducted an initial environmental database search, summarized in an April 2014 report to the City that presents a detailed listing of sites currently identified in federal, state, and other environmental databases. Examples include sites with registered underground storage tanks, sites with known spills or releases of hazardous substances or petroleum, sites that have been issued federal or state permits for discharge of wastewater to surface water, and sites that have been permitted as small or large quantity generators of hazardous waste. Being listed on one or more of these databases does not necessarily mean a site has contamination or is a brownfield, as use and storage of petroleum products or hazardous substances does not always result in releases to the environment. Some of the sites listed in these databases may be in productive use and are not in any respect in need of redevelopment. However, since some of the databases specifically catalogue sites with documented contamination, inclusion on multiple databases indicates increased potential for contamination, even if the presence of contamination has not yet been confirmed.

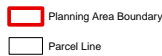
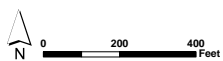
Other data sources used to develop the inventory include:

- Historic Sanborn® fire insurance maps,
- Wisconsin Department of Natural Resources (WDNR) files for specific sites
- Other available environmental reports and interviews with City and WDNR staff



Brownfield Sites in the Planning Area

East Riverfront District, Wausau, WI



January 13, 2014



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Figure 18. Planning Area Brownfields

Following the database search, Stantec conducted a “windshield survey” of the entire East Riverfront District planning area to pinpoint specific areas of concern and identify additional properties with visual signs of blight or conditions indicative of possible environmental concerns.

Using the data sources listed above, the four Catalyst Sites and 45 additional potential brownfield sites were identified in the East Riverfront District. The sites are depicted by parcel in Figure 18. Findings from the inventory relative to each brownfield site is presented in the table in Figure 19.

The remainder of this plan focuses on the planning area’s four Catalyst Sites, labeled 1 through 4 in Figure 18 at left. Detailed investigation of the Catalyst Sites was conducted to gather information beyond that available in the database search. A similar evaluation may be conducted in the future for the remaining brownfield sites identified in the East Riverfront District.

Figure 19. Summary of Brownfield Site Investigations

Site	Location	Primary Facility	Fuel Stor	Auto Repair	Reg Petro	Reg Industry	Industrial	Commercial
1	1202 1st St N	Former Cloverbelt Cooperative	X		X	X	X	X
2	1212 1st St N	Wausau Lumber Co Sawmill					X	
3	1010 1st St N	Marathon Printing Property				X		
3A	1008 1st St N	Jansen Property				X		
4	920 1st St N	Ford Auto Assemb & Repair		X			X	
4	1000 1st St N	Hammerblow Corp Site			X	X		
5	100 Bridge St E	Goodwillie Bros Box Factory					X	
6	105 Central Bridge St	Unnamed			X	X		
7	300 Bridge St E	Filing Station		X				
8A	Bridge & 4th St N	Unnamed Closed Facility			X			
8B	Bridge & 3rd St N	Unnamed			X			
8C	Bridge St & 2nd St N	Unnamed			X			
9	203 Chicago Ave	Unnamed			X			
10	102 Fulton St	DJ Murray Manufacturing Co					X	
11	502 Fulton St	Unnamed		X				
12	512 Fulton St	Unnamed		X				
13	403 McIndoe St	Yawkey Hse Mus - Marath				X		
14	501 McIndoe St	Unnamed			X			
15	1701 River Dr N	City Water Works					X	
16	500 1st St N	Lot#1 McDevco Site				X		
17	606 1st St N	Motor Service (Former)				X		
18A	800 1st St N	Cheese & Dairy Warehouse						X
18B	800-810 1st St N	Sieg Auto Parts (Former)			X	X		
18C	802-814 1st St N	Wausau Ice & Fuel Co.	X		X			
19	818 1st St N	Unnamed			X			
20	1418 1st St N	Badger Bag & Repair Co.				X	X	

Site	Location	Primary Facility	Fuel Stor	Auto Repair	Reg Petro	Reg Industry	Industrial	Commercial
21	1500 1st St N	Wausau Electric Co.		X			X	
22	1502 1st St N	Zastrow Property (Former)			X	X		
23	1506 1st St N	Unnamed			X			
24	700 3rd St N	D Automotive Parts					X	
25	707 3rd St N	YMCA			X			
26	808 3rd St N	Clinic						X
27	903 3rd St N	Unnamed			X			
28	1002 3rd St N	Unnamed			X			
29	1009-1011 3rd St N	Marathon Millwork Bldg			X	X	X	
30	1203 3rd St N	Restaurant						X
31	1206 3rd St N	Restaurant						X
32	1213 3rd St N	Bottling Co.					X	
33	1314 3rd St N	Rug Cleaners				X		X
34	1407 3rd St N	General Store			X			X
35	1502 3rd St N	North Side Bottling Works					X	
36	1511 3rd St N	Riiser Oil 3rd St		X	X	X		
37	1514 3rd St N	Filing Station		X	X			
38	1601 3rd St N	Unnamed			X			
39	915 5th St N	Unnamed			X			
40	1106 5th St N	Werheims Sash Dr & Bld Fac					X	

Site	Location	Primary Facility	Fuel Stor	Auto Repair	Reg Petro	Reg Industry	Industrial	Commercial
41	1509 5th St N	Unnamed			X			
42	1006 6th St N	Camelot Cleaner (Former)				X		
43	1203 6th St N	Stueber Dairy Peoples State Bank			X			
44	1314 6th St N	MS Solutions			X			

Fuel Stor - Oil Storage, Coal Storage
Auto Repair - Filling Station, EDR US Hist Auto, Auto Repair
Reg Petro (Regulated Petroleum Site) - AST, UST, LUST, LUST Hist
Reg Industry (Regulated Industrial Site) - RCRA CESQG, USEPA BrnFd, WI ERP List, AUL
Industrial - Factory, Manf Co., Auto Part Manf, Machine Shop, Storage Yard, Lumber Yard, Sawmill, Public Utility, Tool Company
Commercial - Ice House, Cleaners, Cheese & Dairy, General Store, Restaurant, Clinic

UST - Underground Storage Tank
LUST - Leaking Underground Storage Tank
WI ERP - Wisconsin Emergency Repair Program
AUL - Deed Restriction on Property
Unnamed - Location name not identified in EDR database
BRRTS - Bureau for Reclamation and Redevelopment Tracking System
ERP - Environmental Repair Project

LUST - Leaking UST
LUST, Hist - Historical LUST
RCRA CESQG - Conditionally Exempt Small Quantity Generator
BrnFd - Brownfield

Catalyst Sites

Catalyst Sites are high priority parcels meeting the U.S. EPA eligibility requirements and the definition of a "brownfield site" per CERCLA § 101(39). These have the greatest potential to spur future redevelopment in the East Riverfront District of any of the brownfields investigated. The four sites identified in this plan were selected because they are contiguous blighted properties that extend approximately one-half mile along the east bank of the Wisconsin River. The Catalyst Sites were purchased by the City for purposes of redevelopment and remedial action is underway to address contaminants and prepare these parcels for redevelopment. Furthermore, the City is investing in public amenities on these sites to attract redevelopment including construction of a bicycle/pedestrian trail and public wharf adjacent to the Wisconsin River, "daylighting" a buried storm-sewer culvert and restoring a stream, and extending 1st Street north along the site's eastern boundary.

Figure 20 (enlarged in Appendix B) depicts current soil contamination conditions of each Catalyst Site. A more detailed description of the history and contamination levels at each Catalyst Site is outlined below.

Former Cloverbelt Cooperative - Catalyst Site #1

Site History

The 7-acre property was developed in the late 1800s and first used for lumber storage due to its location adjacent to the Wisconsin River. In the mid-1900s the property was used as a cooperative by the former Cloverbelt Cooperative Services and Tomorrow Valley Cooperative Services for bulk storage of petroleum, coal and other goods. The site has a current address of 1202 North 1st Street.

Petroleum release Investigation and Remediation

Between 1992 and 2008, site investigation and remediation of a petroleum release associated with historic petroleum storage and dispensing at the site was completed (WDNR Bureau of Remediation and Redevelopment Tracking System [BRRTS] case #02-37-531691). The site investigation work indicated residual soil impacts were located in a former above ground storage tank (AST) area in the southern portion of the property. Petroleum impacted groundwater extended across a large portion of the southern half of the site and adjacent Vacant Lot/ former D.J. Murray Manufacturing Company site. Correlating to soil quality, the greatest residual groundwater impacts were located in and around the former AST area.

All known petroleum storage tanks, dispensers, and associated piping were previously removed or properly abandoned. In 2004, 643 tons of petroleum-contaminated soil was excavated from the area east of the AST area and transported off-site for landfill disposal. After completing the investigation and remediation, the Wisconsin Department of Commerce (now the Wisconsin Department of Safety and Human Services) closed the site in 2009 and required no additional investigation or remediation. Floor slabs and foundation walls of select former buildings remained at the site to serve as a temporary cap to prevent direct human contact with residual petroleum impacts. Groundwater supply wells were also restricted.

Metals Release Investigation and Remediation

In 1998, a site assessment outside of the previously identified petroleum source area was conducted (WDNR BRRTS #02-37-531691). Arsenic and lead were detected in soil at concentrations greater than ch. NR 720 Wisconsin Administrative Code (WAC) industrial direct contact or soil to groundwater residual contaminant levels (RCLs). In 2010, a soil cap was placed over the soil containing elevated arsenic and lead concentrations. In 2011, a site closure request for the residual arsenic and lead contaminated soil was granted by the WDNR, with the condition that the soil cap over the arsenic and lead contaminated soil be maintained.

Site Fill Materials

The entire property contains approximately six to eight feet of fill materials of varying consistency and quality. The fill unit includes fine to medium sand with cinders, ash, gravel, brick fragments potentially attributable to adjacent foundry and other industrial activities. The fill generally contains select polynuclear aromatic hydrocarbons (PAHs) and metals at concentrations above ch. NR 720 WAC industrial direct contact or soil to groundwater RCLs. The fill is underlain by wood and/or wetland deposits (e.g. peat) that are underlain by sand and gravel.

City of Wausau Due Care and Redevelopment Activities

The City acquired the site in June 2011 for the purpose of blight elimination and redevelopment. As planned future site use is non-industrial, the City reevaluated known site conditions with respect to non-industrial standards following the purchase. Additional investigation, remedial planning and remedial activities were performed in 2013 and 2014 per WDNR-approved Site Investigation (SI), Remedial Action Option Report (RAOR) and Remedial Action Plan (RAP) documentation (see references below). The work was

funded by a US EPA Brownfields Cleanup grant. Concrete foundation removal and contaminated soil management associated with the installation of new sewer and water utilities were completed in the southern portion of the site in fall of 2013. Contaminated soil management related to stream daylighting, storm sewer installation and bridge construction were performed in fall 2014. Soil was managed in designated management areas per the WDNR approved RAP. A bridge was constructed over the newly-restored stream and waterfall/water circulation electrical and piping components were installed. Storm sewer outfall modifications were also completed.

Stream restoration/storm sewer daylighting and final grading were completed in October 2014. The work included installation of a geotextile liner in the stream. The southern portion of the site was then capped with 18 inches of clean soil and topsoil. The geotextile liner and soil cap were placed to minimize the potential for direct contact with petroleum and widespread sporadic polycyclic aromatic hydrocarbons and metals impacts to soil. Site seeding was completed in November 2014. Maintenance of erosion control features is on-going. Additional remedial activities are required for the riverbank and extension of North 1st Street in the northern portions of the Site and are planned for completion in 2015. These activities will minimize the potential for off-site migration of residual contaminants to the Wisconsin River and protect of the public while preparing the site for non-industrial reuse. All work is being completed with on-going communications with the WDNR. Site access is restricted.

Site environmental information to date is further summarized in the following reports on file at the WDNR:

Stantec, 2013, Remedial Action Plan, Stream Restoration and Cover System Construction, Riverfront Redevelopment Area, Wausau, Wisconsin.

Stantec, 2015, Remedial Action Options Report Addendum, Riverbank and Bimodal Trail Area, Former Cloverbelt Cooperative Services Property, 1202 North 1st Street, Wausau, Wisconsin

Former US Post Office Storage Facility - Catalyst Site #2

Site History

The 1.5-acre site has a history of industrial and commercial uses that included lumber storage and production during the late 1800s through late 1920s. Subsequently, the site appears to have been a largely vacant storage area associated with larger multi-parcel industrial facilities. The existing 13,500 square foot, single-story, commercial building was constructed in 1978 and appears to have been owned and used by Cloverbelt Cooperative Services for warehousing and office space until approximately 1985. The building was remodeled in 1985 and used by Federal Express (a parcel delivery business) until approximately 1990. The site was idle and unoccupied for approximately two years, until leased and occupied by the United States Postal Service from 1992 to 2000 for use as a supplemental mail sorting facility. Since 2000, the site has remained vacant. However, hazardous substance contamination identified by the City following property acquisition (see below) likely dates from the early 1900s when the site was used for lumber production and storage and/or when contaminated fill was placed at the property. The site has a current address of 1212 North 1st Street.

City of Wausau Due Care and Redevelopment Activities

The City acquired the Former US Post Office Storage Facility site in June 2011. A supplemental assessment was performed during 2013 and 2014 to evaluate required actions for non-industrial reuse. No specific release/spill was identified. In addition, no significant concentrations of analyzed constituents were detected in sub slab vapor samples collected beneath the existing building and site groundwater samples. However, the entire property appears to contain approximately six to eight feet of fill materials of varying consistency and quality. The fill includes fine to medium sand with cinders, ash, gravel, brick fragments potentially attributable to adjacent foundry and other industrial activities. The fill generally contains select PAHs at concentrations above State non-industrial RCLs. The fill is underlain by wood and wetland deposits (e.g. peat) that are underlain by sand and gravel. Specific environmental concerns for the site include contact with contaminated soils, which represent a direct contact exposure risk as well as a potential source of contamination for stormwater runoff entering the Wisconsin River. As such, special handling of soil and precautions (e.g. site capping) will be required as part of redevelopment. A Remedial Action Plan is currently being developed for the site. The site is currently listed as WDNR BRRS No. 02-37-563359.

Site environmental information to date is further summarized in the following report on file at the WDNR:

Stantec, 2015, Remedial Action Options Report, Riverbank and Bimodal Trail Area, Former US Post Office Storage facility, 1212 North 1st Street, Wausau, Wisconsin

Vacant Lot/ Former D.J. Murray Manufacturing Company - Catalyst Site #3

Site History

Prior site use included lumber production from the late 1800s into the 1930s. A manufacturing company and/or scrap iron yard (D.J. Murray Manufacturing Company) occupied the entire property from the 1930s until at least the late 1960s. The property appears to have been used primarily for storage for the adjacent foundry. From the 1970s through the 1980s, the property was vacant and was used during portions of this time for parking automobiles and storage. No buildings have been present since approximately 1980 with the exception of a storage/manufacturing building on the south property line that was removed during 2010. A navigable stream formerly extended east-west across a portion of the site and discharged to the Wisconsin River. During historic development of the site and adjoining parcels, the stream was converted to an enclosed storm sewer consisting of an eight-foot wide three-sided concrete box culvert extending approximately eight feet below the existing grade. The floor of the culvert was reportedly unlined. A railroad spur extended east-west across the entire property beginning in the late 1800s and remained buried at the site. The site was vacant with grassy, gravel mixed areas, and lightly forested areas. The site has a current address of 1202 North 1st Street.

City of Wausau Due Care and Redevelopment Activities

The City of Wausau acquired the site in August 2013. As part of due diligence for property transfer and due care, Phase I and II environmental site assessments and supplemental site investigations were conducted at the property during 2012 and 2013. Based on the results of the assessments, which included evaluation of requirements for non-industrial use, soil and groundwater were found to be contaminated with tetrachloroethene (PCE), lead and polynuclear aromatic hydrocarbons (PAHs) at concentrations requiring remedial action. The site was entered into the Wisconsin Department of Natural Resources (WDNR) Bureau of Remediation and Redevelopment Tracking System (BRRTS) and assigned No. 02-37-560480.

Similar to adjacent properties, the entire site appears to contain approximately six to eight feet of fill materials of varying consistency and quality. The fill unit includes fine to medium sand with cinders, ash, gravel, brick fragments potentially attributable to adjacent foundry and other industrial activities. The fill generally contains select PAHs and metals at concentrations above State non-industrial standards. The fill is underlain by wood and wetland deposits (e.g. peat) that are underlain by sand and gravel. The PCE contamination was limited to an apparent surface spill in the west-central portion of the site.

Approximately 1000 tons of tetrachloroethene (PCE)-impacted soil were excavated and removed in September 2014 for disposal as a special waste to provide source control. Stream restoration/storm sewer daylighting and final grading were completed in October 2014 coincident with work on the Former Cloverbelt Cooperative Services site. The work included installation of a geotextile liner in the stream. The entire site was then capped with 18 inches of clean soil and topsoil. The geotextile liner and soil cap were placed to minimize the potential for direct contact with petroleum and widespread sporadic PAHs and metals impacts to soil. Site seeding was completed in November 2014. Maintenance of erosion control features is on-going. The work was funded, in part by a WDNR Ready for Reuse Grant. Additional remedial activities are required for the riverbank and wharf construction adjacent to the Wisconsin River and are planned for completion in 2015. These activities will minimize the potential for off-site migration of residual contaminants to the Wisconsin River and protect of the public while preparing the Site for non-industrial use. All work is being completed with on-going communications with the WDNR. Site access is restricted.

Site environmental information to date is further summarized in the following reports on file at the WDNR:

Stantec, 2013, Remedial Action Plan, Stream Restoration and Cover System Construction, Riverfront Redevelopment Area, Wausau, Wisconsin.

Stantec, 2013, Site Investigation, Remedial Action Options Analysis and Remedial Action Plan Addendum, 1010 North 1st Street Property, Wausau, Wisconsin.

Stantec, 2015, Remedial Action Options Report Addendum, Riverbank and Bimodal Trail Area, Vacant Lot Property; 1010 North 1st Street, Wausau, Wisconsin.

Former Hammer Blow Site - Catalyst Site #4

Site History

The 4-acre property was developed in the late 1800s and first used for lumber storage by the Wausau Lumber Company due to its location adjacent to the Wisconsin River. By 1923, the property was occupied by Danielson Tool Company and Ford Auto Assembly and Repairing. The businesses were replaced by the Hammerblow Tool Company in the 1930s and its successor, Cequent Trailer Products, and utilized to manufacture trailer jacks. Hazardous substances utilized at the site included machine lubricants, hydraulic oils, parts cleaner, paint and xylene.

The property was investigated, remediated to industrial standards and closed utilizing the WDNR Remediation and Redevelopment GIS Registry of Closed Remediation Sites, which indicates soil and groundwater hazardous substances and petroleum impacts remain at concentrations above applicable groundwater and industrial soil standards and that cap maintenance is required as a condition of closure. The site is assigned WDNR BRRS# 02-37-000608. Chlorinated solvents primarily as trichloroethene (TCE) and PAHs associated with foundry sand materials were the dominant known contaminants at the site. However, historic fill consisting of foundry sand, wood fill, slag, glass and metal debris is also present throughout the site. The property has remained vacant since 2005. All buildings are razed. Floor slabs and foundation walls of the former buildings were retained to serve as an interim "makeshift" cap preventing direct contact with underlying contaminated soil and minimizing surface water infiltration.

City of Wausau Due Care and Redevelopment Activities

The City acquired the property in June 2011. As planned future use is non-industrial, the City reevaluated known site conditions with respect to non-industrial standards following the purchase. Additional investigation, remedial planning and remedial activities were performed in 2014 (see references below). Two significant release areas ("hot spots") are apparent; a localized area in the northwest quadrant of the property, and second more widespread TCE release area in the southeast quadrant of the property. Groundwater is also contaminated at these locations. Release to unsaturated soil appears

to extend off-site to the southeast. A third TCE release area with much lower detected concentrations is present in the north-central portion of the site. Approximately 10 to 17 feet of heterogeneous fill consisting of silt, sand, and gravel fill is present across the site. The fill contains brick fragments, wood, possible slag, ash and/or foundry sand in sporadic locations. Select PAHs and metals were detected at concentrations above respective non-industrial standards. As with the other Catalyst Sites, contamination appears to be ubiquitous across the site. The detections appear to be related to past foundry and other industrial operations in the area. TCE, vinyl chloride and 2, butanone were detected at concentrations above target sub-slab vapor values in the samples from a vapor probe in the north-central slab area.

Approximately two acres of concrete building foundations, asphalt pavement, and old storm and sanitary sewers were removed in September 2014. The majority of the site was capped in October 2014 with 18 inches of clean soil and topsoil to minimize the potential for direct contact with widespread sporadic impacts to soil. Maintenance of erosion control features is on-going.

Greater than 90 percent of the site is currently capped, minimizing the potential for direct contact with site contaminants in those areas. Additional remediation is planned in two solvent "hot spot" areas and the river bank during spring 2015. These activities will minimize the potential for off-site migration of residual contaminants to the Wisconsin River and protect of the public while preparing the Site for non-industrial use. All work is being completed with on-going communications with the WDNR. Site access is restricted.

Site environmental information to date is further summarized in the following reports on file at the WDNR:

Stantec, 2014, Site Investigation, Remedial Action Options Analysis and Remedial Action Plan, 920-1000 North 1st Street Property, Riverfront Redevelopment Area, Wausau, Wisconsin.

Stantec, 2015, Remedial Action Options Report Addendum, Riverbank and Bimodal Trail Area, Former Hammerblow Corporation Property; 920-1000 North 1st Street, Wausau, Wisconsin

ENVIRONMENTAL AND GEOTECHNICAL LIMITATIONS

Soil, Soil Vapor, and Groundwater

As described in the previous section, the City is performing remedial activities to address contaminant “hot spot” source areas, cap residual site contamination, and remove old building foundations to prepare the Catalyst Sites for redevelopment. Furthermore, the City is investing in public amenities on these sites to attract redevelopment, including construction of a bicycle/pedestrian trail and public wharf adjacent to the Wisconsin River, “daylighting” a buried storm-sewer culvert and restoring a stream, and extending 1st Street north along the site’s eastern boundary. When complete, residual contamination will remain.

Each property will be listed on the WDNR GIS Registry of Closed Remediation Sites indicating that residual soil and groundwater contamination is present at concentrations greater than applicable ch. NR 720 Wisconsin Administrative Code (WAC) non-industrial direct contact residual contaminant levels (RCLs), ch. NR 720 WAC soil to groundwater RCLs and/or ch. NR 140 WAC groundwater enforcement standards or preventive action limits. As such, proper precautions must be taken related to special handling of soil and fluids during invasive activities as well as potential vapor migration. Groundwater supply wells will also be restricted. Closure requirements will include on-going cap inspection and maintenance per a WDNR-approved Cap Maintenance Plan.

Any new structures built for human habitation will be required by the City to have a contaminant vapor barrier and sub-slab venting as a precautionary measure. Additionally, the WDNR has restricted construction of buildings in the petroleum release area on the former Cloverbelt Cooperative Services site. Any modifications to the site cap will require a Cap Modification Plan and revised Cap Maintenance Plan approved by the WDNR. As a precautionary measure, new utility installation should include placement of low permeability “plugs” to minimize the potential for future migration of contaminants in relatively permeable backfill materials.

Endangered Species

Based on a WDNR Endangered Resource Review completed in 2015(ER Log # 15-190), any construction activity on the Catalyst Sites would require actions to protect two species, the Black Redhorse fish and the Wood turtle. To protect the Black Redhorse fish (*Moxostoma duquesnei*), proper installation and maintenance of erosion control measures throughout the construction period must prevent sediment impacts to the Wisconsin River. To protect the Wood Turtle (*Glyptemys insculpta*), exclusion fencing is required at certain times of year.

Floodplain and Wetlands

The 100-year floodplain is depicted on Figure 20. On-site management of solid waste and contaminated soil is prohibited in the 100 year floodplain. Other contaminated soil management restrictions near water bodies requiring an exemption are provided in ch. NR 718 WAC. No wetlands were identified as part of previous permit reviews for the property.

Cultural Resources

Stantec conducted a review of the Wisconsin Historic Preservation Database (WHPD) in 2014 for listed historic structures, properties, archaeological sites and archaeological survey reports within the immediate vicinity of the East Riverfront District. The results indicate no historic structures and no archaeological sites located within the planning area. Within the immediate vicinity of the planning area, the search revealed two historic records. The first historic record is the Chicago and Northwestern Railroad Bridge located immediately west of the Catalyst Sites. The record indicates the bridge was surveyed in 1983 and determined not eligible for inclusion on the National Register of Historic Places (NRHP). Today, the bridge is part of the City recreation trail that spans the Wisconsin River. The other historic record is the Douglas Sauerhering House located approximately 60 feet east of the Catalyst Sites at 908 North 1st Street on the opposite side of the City recreation trail. The house was surveyed in 1983 and determined to be historically significant. This house is potentially eligible for inclusion to the NRHP.

The WHPD review identified a Phase 1 Archaeological Field Reconnaissance Survey conducted within a portion of the Catalyst Sites along the Wisconsin River shoreline in 1991. The survey recorded no historic or archaeological findings on these sites.

Geotechnical Limitations

An area-wide geotechnical investigation was performed in 2014 (see report reference below). The general subsurface stratigraphy and soil layer thicknesses encountered on the Catalyst Sites may be described in descending order as follows:

- 0.5 to 13 feet of Fill or Possible Fill consisting of Fine to Medium Sand with cinders, brick and wood fragments, and miscellaneous debris.
- 5 to 6 feet of native wetland deposits (i.e. peat) and/or very soft to medium stiff Sandy Lean Clay (localized areas only).
- 3.5 to 108.5 feet of loose to dense Poorly Graded Sand with Gravel

Bedrock was not encountered before reaching the planned depths for all borings. Groundwater was observed depths ranging from 7.6 feet below ground surface in the western portion of the site adjacent to the Wisconsin River to 15 feet below ground surface in the eastern portion of the Catalyst Sites. Further, based on review of environmental site investigation data for the Catalyst Sites and adjacent properties, groundwater flow is to the east-southeast and is influenced by the dam located to south of the Catalyst Sites. Given the relatively high permeability of subsurface materials present, construction of underground parking or basements below the water table depth may be precluded.

Due to the heterogeneity and general low quality of fill present across the Catalyst Sites, a minimum embedment depth of 70 inches below finished grade was used to calculate a recommended net allowable bearing capacity for a shallow foundation. A preliminary allowable bearing capacity of 4400 pounds per cubic foot (pcf) was calculated for design of shallow foundations with a width of 3 feet. Increasing the footing width will also increase the total settlement; therefore design of the foundations should include an evaluation of the settlement. Geo-piers may also be utilized. For larger structures, a closed-end steel pipe pile filled with concrete was modeled using two different outer diameter (O.D.) sizes, 10 and 12 inches. Minimum depth of pile embedment was calculated for 40 and 60 ton net allowable axial capacities. An embedment depth of 48 to 60 feet is recommended based on the above findings.

Site geotechnical information is further summarized in the following report:

Stantec, 2014, Preliminary Geotechnical Exploration, Wausau Riverfront Development

EXISTING AND PROPOSED INFRASTRUCTURE

Because the East Riverfront District was previously developed, the area is served by existing public and private infrastructure, including roadways and both wet and dry utilities. The City of Wausau has recently completed several public infrastructure projects, including daylighting the stream channel and constructing a new First Street bridge over the daylighted stream. Additional public infrastructure improvement projects currently under design or construction include:

- An extension of First Street to the north to connect with the existing roadway under East Bridge Street
- Trunk utility extensions for sanitary sewer, storm sewer, and water main along First Street
- Public parking along portions of the extended First Street
- Public/shared parking to serve redevelopment parcels north of the daylighted stream
- Storm water quality management facilities
- A trail connection along the Wisconsin River for the entire length of the development area, including a pedestrian bridge over the daylighted stream
- Trail connections along the daylighted stream
- A recirculating water feature with a waterfall on the new bridge
- A boardwalk and boat slips adjacent to the former postal facility
- Riverfront stabilization and landscape plantings

The existing and proposed infrastructure improvements are shown on the INFRA 1, INFRA 2, and INFRA 3 figures included in Appendix C. These documents depict the Catalyst Sites as they are anticipated to be offered by the City for redevelopment. This includes a north, south and central parcel. Development of the parcels will take place in phases. It is anticipated that construction of infrastructure improvements will be completed in 2015 and 2016.

Sanitary Sewer

The overall sanitary sewer system has adequate capacity to accommodate redevelopment. Sanitary sewer has been extended north with laterals established to serve proposed building developments in the North development area. Sanitary sewer will be extended into the South development area via an existing sanitary sewer in First Street.

Water Main

The overall water system has adequate capacity and pressure to accommodate redevelopment of the Catalyst Sites. Water main has been extended from East Bridge Street to the water main in North 1st Street in order to provide a “loop” of redundancy in the water system. This loop strengthens the water system in this area and provides a higher level of flexibility in serving the site. Water laterals have been extended to serve the potential building sites in the North development area. Water main will be extended into the South development area in the future as development plans become more concrete.

Storm Sewer & Storm Water Management

The City has replaced an old poorly conditioned box culvert with an open channel in approximately the same location. This open channel has now created the North and South development areas.

The site will be subject to the post-construction stormwater requirements of the City of Wausau Stormwater Ordinance and NR 151. As a redevelopment site, the target design criterion for water quality is the removal of 40% of particulate solids (TSS) from street and parking areas based on the average annual rainfall. The site is exempt from the water quantity requirements as a redevelopment site according to NR 151.123(2)(b). The site is exempt from infiltration requirements as a redevelopment site according to NR 151.124(3)(b)3.

Stantec used WinSLAMM version 10.1.1 to model the effect of the proposed practices on water quality. Two models were created to correspond with the phased development. The North Development includes the reconstruction and expansion of 1st Street with adjacent parking and the brownfield redevelopment north of the newly constructed drainage way. The South Development includes the brownfield redevelopment south of the newly constructed drainage way.

The post-construction stormwater requirements for the Catalyst Sites can be achieved using a combination of devices. The installation of catch basins is a requirement for the City of Wausau and they have the equipment to clean them. Both the North and South development areas will require biofiltration devices such as rain gardens or bio swales. The City has several biofiltration devices and is familiar with the maintenance activities required for these devices. Given the site conditions, these devices are excellent choices to meet the post-construction stormwater quality requirements for both the City of Wausau Stormwater Ordinance and NR 151.

COMMUNITY CONDITIONS

Market Analysis, Developer Feedback, and Community Input

CHAPTER INTRODUCTION

Chapter 3 discussed physical conditions that impact the redevelopment of the East Riverfront District. However, redevelopment decisions are not based solely on a site's physical features. This chapter introduces community conditions that shape the potential for redevelopment in the planning area. The chapter summarizes an earlier market analysis of the district, which assesses the potential for residential, retail and office sectors in this area and estimates the total potential build-out of each. Interviews with local developers augment these findings and provide insight from those most likely to invest in the East Riverfront District regarding the opportunities and potential barriers to redevelopment perceived among this group. Finally, this chapter includes a summary of community input received during the planning process which articulates community aspirations for the district and desired outcomes of redevelopment.

MARKET ANALYSIS

The following market analysis was undertaken to inform redevelopment goals for the East Riverfront District with a clear understanding of the market potential for different land uses in Wausau. Understanding the market potential to develop or redevelop properties in the East Riverfront District will assist the City of Wausau in anticipate growth, target specific development opportunities, and create a foundation for partnerships in the ongoing revitalization process. The following is a summary of major findings; a full report was submitted to the City in January 2014.

SITE ANALYSIS

The location of the East Riverfront District is well positioned for redevelopment. In terms of the site itself, its location along the Wisconsin River introduces a significant amenity that will be attractive to most types of housing, many office users, and certain types of retailers. Also, a significant portion of the planning area is clear of any uses that could negatively impact new development. Furthermore, the primary redevelopment areas encompasses over 53 acres, which is large enough to accommodate a mixture of uses that could complement one another, create a critical mass that would contribute to a "sense of place", and be phased in a manner to positively react to changes in market demand.

Regarding surrounding uses, the East Riverfront District is within walking distance of downtown Wausau, which contains a vibrant mix of offices,

shopping, dining, and entertainment that would be attractive to most types of new development. Furthermore, downtown Wausau has been expanding in the direction of the East Riverfront District for many years. Therefore, as long as the district is well connected to the downtown via trails, roads, and sidewalks this will only enhance the ability of the district to accommodate future downtown expansion.

Because the East Riverfront District is adjacent to downtown Wausau, it enjoys excellent access to the broader Wausau region by being centrally located and proximate to the region's major highways and arterial roadways. Local access, however, is a positive for some types of uses, but can also be a negative for others. Because there is no throughway to points north and east of the East Riverfront District, it behaves somewhat like a dead end from a traveler's perspective. This is a positive for those seeking housing because residents will get the value of being proximate to the downtown but will not have the hassles associated with downtown traffic issues. For certain types of commercial uses, though, particularly retailers dependent on capturing passersby along heavily trafficked roadways, the lack of a throughway is a major detriment.

SOCIO-ECONOMIC ANALYSIS

A variety of regional and local demographic and economic data were analyzed to understand the drivers of demand for the potential uses in the East Riverfront District. Key findings regarding socio-economic conditions and trends are as follows:

- Marathon County is forecasted to add over 11,000 new households through 2030, which is approximately 550 per year. At this level of growth in the Wausau region will fuel demand for all types of housing, including those that would be appropriate in a downtown or urban setting such as the East Riverfront District.
- Age groups that have the highest propensity to live in multifamily housing (i.e., those age 35 and under and those age 55 and older) are forecasted to have some of the strongest population growth rates over the next 10 years.
- Homeownership rates, after years of increases, are beginning to fall because of more stringent home mortgage standards and declining home values. This dynamic is beginning to increase demand for rental housing, especially in locations with substantial neighborhood amenity.

- Household types are continuing a decades long shift to more non-traditional family households, such as couples without children and single-parent families.
- Household size is decreasing.

HOUSING MARKET

Data was collected on the current and forecasted condition of the market for multifamily housing, including condominiums, market rate rental, and senior housing. This included an examination of pricing trends, profile of competitive properties, and interviews with local real estate professionals. The following were key findings of the analysis for each potential use:

Condominiums

- The for-sale market is finally starting to rebound after the housing bust, but remains tentative as the median sales price still remains below the market peak from 2007.
- Currently, there is very little supply of condominiums in the market as there are fewer than 12 units listed through the MLS. In particular, downtown condominiums do not turnover.
- The location of the East Riverfront District would be very attractive to condominium buyers because it would be within walking distance of downtown and allow for potential views of the river and Rib Mountain.
- Recent downtown condominium development is not indicative of the broader market because it is at a very high price point for Wausau (\$350,000-\$650,000). Middle-market pricing would be the sweet spot for any new condominium development (\$150,000-\$175,000 per unit).

Rental

- Nationally, the rental market is surging due to strong demographics and lingering concerns over the for-sale market
- Most new market rate product in the Wausau area is in suburban locations, especially along the Highway 29 corridor west of Highway 51.
- Top rents in the market are \$759 for 1BR and \$889 for 2BR.
- Downtown rental product consists mostly of affordable units restricted to households with low- and moderate-incomes.

- Multiple real estate professionals noted that they regularly contacted about the availability of new, upscale downtown market rate buildings, though there are none.
- For comparison purposes, the City of Eau Claire has absorbed one new market rate apartment building each year since 2009 in their riverfront redevelopment district adjacent to downtown.

Senior

- The demographics for senior housing over the next 15-20 years will be very strong as the baby boom generation is just now beginning to enter their early retirement years.
- New rental senior product in the Wausau area has absorbed rapidly as of late.
- Senior condos and cooperatives have been slower to absorb because of the bust in the broader for-sale market, which is causing younger seniors to delay the selling of their current homes.
- There are very few senior housing campuses with a continuum of care in the Wausau market, yet these types of senior housing facilities often have the strongest market demand.

Conclusions

The market conditions to support new multifamily development in the East Riverfront District are strong and are based on the following:

1. The East Riverfront District is a highly desirable location for housing because it is within walking distance of the downtown, has potential for river and Rib Mountain views, will be adjacent to trails and open space, and is removed from the traffic issues associated with the downtown
2. The rate of household growth in the Wausau region is forecasted to increase, which will increase the demand for all types of housing
3. The demographic groups mostly likely to demand multifamily housing will be increasing at a faster rate than other demographic groups
4. Downtown living has become increasingly desirable in recent years as cities create more public amenities in their downtowns and households discover the advantages of living in pedestrian-friendly, mixed-use neighborhoods

5. Although the for-sale market is still recovering, the lack of condominium product in general and especially at mid-market prices (i.e. between \$150,000 and \$175,000) suggests pent up demand
6. The rental market, driven by favorable demographics and shifting attitudes toward homeownership, is experiencing strong demand across all segments
7. The senior housing market continues to benefit from strong demographics, and rapid absorption at newer developments in the Wausau area indicate pent up demand

There are some broader trends that are occurring which may have a particularly strong impact on the East Riverfront District. For example, nationally, demand for market rate rental housing is growing rapidly. Although reasons for this are varied, primary drivers include higher qualifying standards for mortgages, loss of faith in homeownership, higher gasoline prices, and modest employment increases. Historically, market rate rental apartments can be broken down into two major sub-markets: young professionals and empty-nesters/early retirees who want to downsize into maintenance-free housing. Young professionals typically want to live in an amenity-rich location that is close to where they work. Downtown Wausau is amenity-rich and it is proximate to the kinds of large employers that attract young professionals. Empty-nesters and early retirees often still work, especially in this day and age, and also prefer locations that are convenient to major employment centers. This suggests a base of potential support for new housing along the river close to the downtown.

Despite strong tail winds in the market for all types of multifamily housing, caution should be exhibited in terms of phasing any housing components. ***Demand estimates for the Wausau region along with the experience of Eau Claire's redevelopment district indicate that 40-45 new units can be absorbed per year in the East Riverfront District.*** Given Wausau's size, this seems reasonable. However, any initial housing phases should be monitored closely, as some of the other factors noted above may result in even stronger demand simply due to the desirability of downtown living. The idea of a new neighborhood with all of the amenities a downtown environment can provide has not been tested in this market. Moreover, housing options in the downtown have generally been limited to either affordable product restricted to low- or moderate income households or to truly exclusive properties at the highest end of the market. Therefore, introduction of new market rate product that is price appropriate to a broad range of the market may have depth that is currently unperceived.

RETAIL MARKET

Downtown Wausau contains over 1 million square feet of retail space, much of which is included in the Wausau Center. Therefore, it is unlikely that the East Riverfront District will be able to support a significant amount of retail space because of the proximity of this regional shopping center. However, there is opportunity to capture some retail demand due to the East Riverfront District's location immediately adjacent to the Wisconsin River and future recreational amenities as well as a growing market base within the downtown.

As the downtown grows in size due to more workers and residents, there will be some demand among these "localized" markets to prefer retail options that are more convenient to what currently exists. Therefore, as the East Riverfront District transforms into a new neighborhood, key locations where traffic and visibility will be highest may be preserved for retail development. The amount of demand from this group, however, will be commensurate with the amount of growth in the market.

Given the estimated amount of supportable residential and office development, it is estimated that ***the amount of "localized" retail that could potentially be supported over time after significant development occurs within the East Riverfront District would be 15,000-20,000 square feet of space.***

There also is a potential non-"localized" market for retail options as well, particularly restaurants and specialty retailers who thrive off of discretionary spending motivated by an experience (e.g., art galleries, gifts, etc.). This market is predicated on having a place that people want to experience that is connected to the Wisconsin River and the downtown. This will most likely consist of full-service restaurants that can meet of a variety of diners, including from those wanting to hold a business lunch to large groups celebrating an event to couples wanting a romantic dinner. Furthermore, a critical mass of such restaurants (anywhere from three to five) will be needed to create a buzz of activity that will attract diners to the place instead to a particular restaurant. Typically, such restaurants are large can range in size from 4,000 to 6,000 square feet. Moreover, significant patio space or other outdoor dining options will be necessary to best leverage the value of the location.

Although it is difficult to predict the amount supportable square feet of such restaurants because demand will be strongly attached to the quality of the experience, however, if it is assumed ***the area can support three restaurants at an average of 5,000 square feet and another 5,000 square feet of ancillary retail this would total 20,000 square feet of specialty retail space.***

OFFICE MARKET

The East Riverfront District is well positioned to capture future office development in the region and, in particular, within the downtown. This is based on the following conclusions:

- The downtown is the largest and most important office district in the region with well over 500,000 square feet of space.
- The only competitive district to the downtown is in west Wausau near the interchange of Highways 29 and 5. However, much of the office space in this district is related to medical uses due to the proximity of the hospital.
- The health of the downtown office district is relatively strong; vacancy rates are well below other districts and high profile Class A buildings are mostly occupied.
- Recent downtown office development has been toward the East Riverfront District.
- The East Riverfront District would be a logical location for new office space due to its connectivity to recent downtown office development.
- Riverfront sites will offer views of the river and provide high profile visibility from nearby bridges which will be important to office users

Demand for office space is largely driven by employment growth in industries that typically occupy office space. Industries that tend to occupy office space are Financial Services, Information, Professional and Other Services, and to some degree Government and Education. These industries are projected to add roughly 1,000 jobs over the next 10 years in Marathon County according to the Wisconsin Department of Workforce Development.

Historically, a typical office worker required about 250 square feet of space. However, changes in workspace layouts and technologies are requiring less space per worker. Although workspace needs can vary by industry, the average is dropping to below 200 square feet in newer buildings. Therefore,

using an average of 200 square feet per employee and assuming the Wausau region will add 1,000 employees over the next 10 years indicates that there will be a need for 200,000 square feet of office space through 2022.

Not all of the region's new office growth will occur in downtown Wausau. Currently, about 40% of the region's office space is located there. If that ratio persists into the future ***as new development occurs in response to employment growth, this would translate into 80,000 square feet of space that could be supported in the downtown.*** The East Riverfront District, as long as it is well connected to the downtown physically through streets and sidewalks and psychologically through a cohesive urban fabric would be a very logical area with which to accommodate new downtown office development.

DEVELOPER FEEDBACK

Local and regional developers were consulted as part of this process to gain insights from the development community regarding the potential they see in the East Riverfront District and the types of development products they thought were most realistic in the area.

Developers interviewed include:

- Alan Woldt, Woldt Realty, Wausau, WI
- Bill Greenwood, Stifell Companies, Wausau, WI
- Chuck and Chris Ghidorzi, The Ghidorzi Company, Wausau, WI
- Bill Schofield, Scholfield Realty, Wausau, WI
- Doug Bender, Bender Construction, Weston, WI
- Mark Craig, Compass Properties, Madison, Milwaukee and Wausau, WI
- Dan Barkes, Hendricks Commercial properties, Beloit, WI
- Mike Slavsh, Hovde Properties, Madison, WI

The following is a summary of key themes discussed in the interviews regarding potential for retail, office and residential construction in the East Riverfront District.

Retail

- The local retail market is challenged and demand for new retail space is low.
- The district could be an extension of the retail corridor in downtown Wausau.
- New restaurants are opening in adjoining neighborhoods, signifying increased consumer interest in the area.
- Potential conversion of the remaining industrial building in the study area to food/family entertainment starts to establish retail/restaurant presence near the daylighted stream. There is potential for this project to evolve over time.

Office

- The local office market is challenged and demand for new office space is low.
- Some developers expressed interest in developing office but only when primary tenants/users can be identified, probably not speculative multi-tenant buildings.

Residential

- Riverfront location and proximity to downtown could make higher-end condos, townhomes, or even single family units attractive.
- There was concern by one interviewee about impact of nearby low income units on higher-end units.
- Housing and residential will come before other uses.
- More residents are a win for the East Riverfront District and downtown. They are the stewards of downtown.
- Condominiums are risky due to developer liability laws.

Interviews also discussed redevelopment strategies and interviewees' impressions of how the City of Wausau could maximize its partnership with the development community to attract new construction in the district. One of the key questions was whether the City should offer up parcels in the East Riverfront District individually or to a joint developer. Most interviewees felt there were very few developers in Wausau area with capacity to develop all 16 acres comprising the catalyst sites at the same time. Among developers local to Wausau and those based outside of Wausau, some distinctions were apparent in their response. Non-local developers expressed:

- Greater interest in a master developer concept as opposed to RFPs that offered individual sites. Interviewees believed that developing the first building in the area would be the most difficult, but would set the stage for future development. Interviewees felt they should be able to follow up on the success of their initial risk.
- Desire for very detailed information about the site in the RFP: geotechnical and environmental information, title of available, good market information and sufficient time for responding to the RFP. Most are busy and good information makes it easier to evaluate and decide to invest the time in preparing a strong proposal for an unfamiliar area.

Regarding general opinions on the overall development process, interviewees noted:

- The City has plenty of time to seek quality development. Local market demand is not strong enough to rapidly absorb these sites.
- Developers encouraged the City to "set the bar high" through design guidelines governing property aesthetics. Developers feared that low-quality aesthetics anywhere on these sites could negatively impact the value of nearby properties.
- The City should time the RFP release for summer with decisions made by fall. This allows developers to use the winter season project planning and enter spring ready to start construction.
- Some thought it would be difficult for a single developer to develop the whole property, recommending a phased approach. Others thought a single master developer approach could work successful as long as the property could still be developed in pieces over time.

- Developers recommended the city rezone the catalyst sites in advance of issuing a development request for proposals. Knowing zoning requirements in advance limits unknowns in the process.
- Provide information on the status of adjoining properties, particularly any that might impact market perceptions, i.e., ABC Supply
- Provide soil, environmental and title information.
- Provide information on the availability of public funding and the City's approach to TIF financing
- Provide perpendicular public ways (with utility distribution) or provide funds to developers to construct public ways which would allow flexibility in their location.
- Green Bay's Fox River waterfront was viewed as a potential comparable. It includes retail and market-rate apartments.

PUBLIC INPUT

As demonstrated by previous plans addressing the East Riverfront District, revitalization of this area has been a priority in Wausau for many years. As part of this Brownfields AWP grant, the City sought to re-engage citizens and create new opportunities for community input toward the future of the district.

In February 2014, the City hosted a charrette to understand the community's design goals. The overall goals identified through the charrette process are summarized here:

1. Accommodate persons with disabilities
2. Make kayaking suitable for lay person skills, not just professionals
3. Design for health and active living
4. Reclaim natural creek
5. Connection to and from residential area and along ends of existing streets
6. Integrate redevelopment of nearby city blocks with huge buildings or parking
7. Promote mixed use development with a strong river relationship
8. Restored and enhance Barker Stewart Ave and Bridge Street
9. Year round activities
10. Quiet and contemplative space
11. Public transportation connection to downtown



Figure 21. Early design concept discussed at community charrette

Using input from the charrette, Stantec refined concepts depicting how the East Riverfront District might be repurposed. Concepts and photos of example redevelopment projects were shared at community meetings in July 2014 and in February 2015 and via a project website to receive further input from the public. Over 100 people attended the July 2014 open house and the project web page was viewed over 900 times.

The following comments are representative of public attitudes expressed during this process.

“Housing is critical.”

Members of the public expressed demand for housing on this site more than other uses like office, retail, or hotel.

“It should not be for the young or old. Mix it up.”

When referring to the type of development as well as the type of activities and programming at the East Riverfront, community members expresses support for a mixed district that could support a variety of age groups. Ideas included restaurants, playground space, and kayaking facilities.

“I can’t wait until the trail is expanded.”

Expansion of the bike/walk trail through the district, planned for summer 2015 has widespread support.

“Polka bands, outdoor cafes, hydrobike rentals, bike polo court.”

Wausau residents expressed enthusiasm for the opportunities they saw in the enhanced public space along the East Riverfront. These responses indicate people seek create opportunities for both active and passive recreation.

“Too much emphasis on parking. More open spaces, emphasis on waterfront activities and the winter season.”

This comment indicates a desire to minimize parking in favor of open space and recreational opportunities that respond to the river.

Community members were also asked to indicate the type of activities they wanted to be able to do in the East Riverfront District and the type of visual aesthetic they preferred. Overwhelmingly, people indicated a desire to shop, dine, and attend events in the district. Running, biking, and playing were also strongly supported. Many people expressed a desire to live or work in the district; lower preference for these options is typical given that many more people are likely to visit an area rather than relocate their office or business.

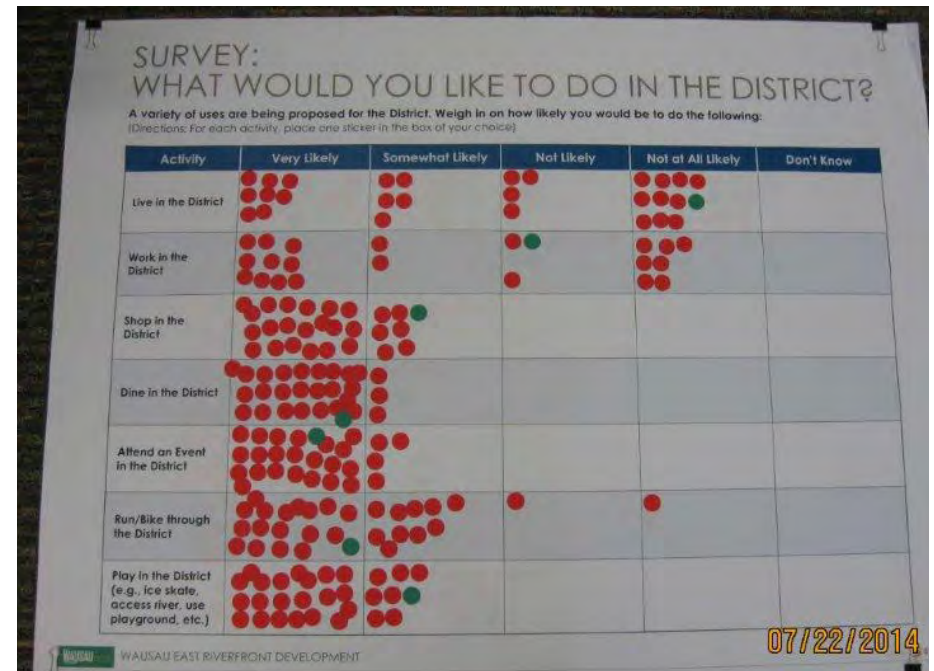


Figure 22. Public open house response indicate “shop in the district” and “dine in the district” are most desirable uses of redevelopment

When shown pictures of different types of housing, community members supported smaller scale development such as townhomes over large, multi-unit structures.



Figure 23. Public open house participants expressed preference for smaller scaled residential development such as townhomes.

When shown different types of dining options, restaurants with outdoor seating and strong connections to the water were preferred.

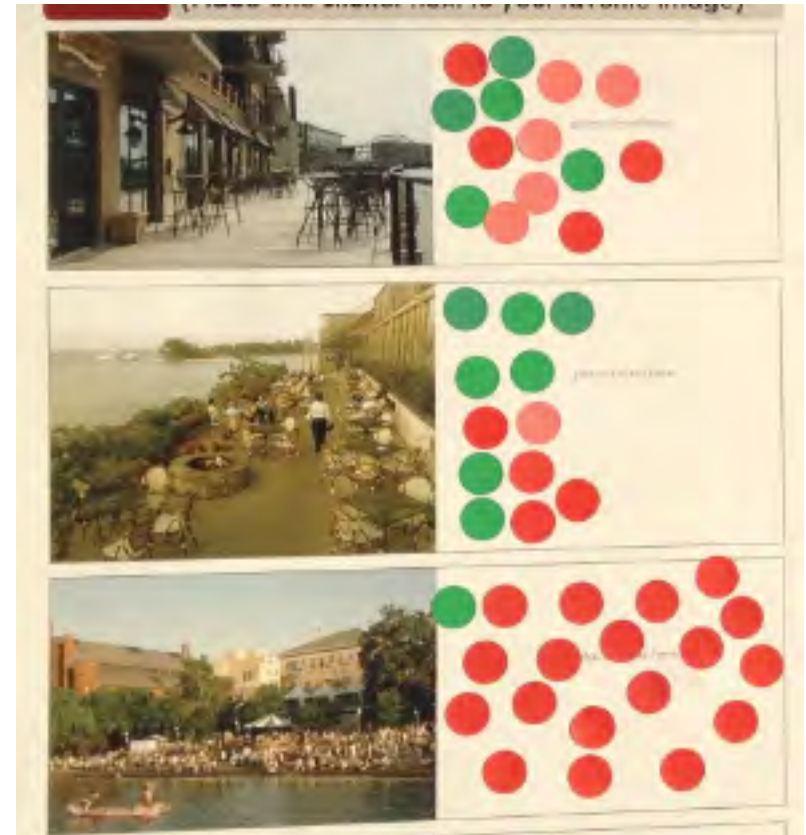


Figure 24. Public open house participants expressed preference for dining options with outdoor seating near the water.

REDEVELOPMENT GOALS AND IMPLEMENTATION STRATEGIES

VISION AND GOALS

The goals and strategies in this plan combine findings from public input, market research, and developer feedback identified in Chapter 4 to articulate a community vision for the East Riverfront District.

VISION

The redevelopment of the East Riverfront District results in a vibrant urban neighborhood. The district is anchored by new housing choices and supports high quality entertainment, retail and office uses. New uses and public amenities connect people to the Wisconsin River and create a destination enjoyed by citizens of all ages. The East Riverfront District complements and extends Wausau's downtown core, connects adjacent residential neighborhoods, and provides a new opportunity for residents to experience the Wisconsin River.

General Image and Character

1. The district's high quality, durable structures are timeless in design and compatible with surrounding neighborhoods.
2. The district's layout, site planning, and landscape design result in a strong image and character.
3. Pedestrian-scaled development and a mixture of land uses support the district's walkability and integration with downtown and surrounding neighborhoods.
4. The district has a vibrant public realm: streets, sidewalks, open space, and commercial venues create inviting spaces for people to interact throughout the day.
5. People come to the district to enjoy the Wisconsin River. Public access to the river and along its edge supports passive and active recreational opportunities.

Land Use

1. Redevelopment facilitates environmental clean-up, reuse and redevelopment of identified brownfields, removing risk of exposure associated with these sites.
2. The site is redeveloped to contain a mixture of residential, office and retail/entertainment uses at an appropriate urban density. Where a mixture of uses occurs on the same parcel, care is taken to ensure that site activities and building structures complement other uses.
 - a. Housing types are diverse. Private residences are integrated with the public realm.
 - b. The scale and character of retail development complements the downtown core. Restaurants, entertainment venues, and service retail take advantage of the site's frontage along First Street and water amenities, including the Wisconsin River and the daylighted creek.
 - c. Office uses are added over time as the local employment market expands.

Open Space and Natural Resources

1. The district is visually and physically connected to the Wisconsin River.
2. High quality public space encourages use among all age groups.
3. The daylighted creek promotes public enjoyment of the Wisconsin River.
4. Landscaping supports native species and water quality.
5. The district incorporates stormwater Best Management Practices, resulting in a net improvement to water quality flowing into the Wisconsin River.

Transportation

1. New north-south roads and trails create multimodal access into and through the district from downtown and surrounding areas.
2. East-west streets are extended to create public access to the Wisconsin River.
3. Views of parked vehicles are minimized; opportunities to reduce parking needs and screen parking areas are maximized.
4. Sidewalks throughout the district facilitate circulation and create space for public life.

Economic Development

1. Downtown Wausau's residential and worker populations increase as a result of redevelopment.
2. Downtown Wausau's tax base increases through net gains in office, residential, retail, and entertainment uses.

ILLUSTRATIVE CONCEPTS

The following illustrative concepts are intended to demonstrate how properties in the East Riverfront District could be redeveloped in accordance with the Plan's vision and goals. The Concept Plan in Figure 25 was presented to the public at community outreach meetings and participants expressed general support for the type of development mix presented in the concept. Figure 26 depicts more detailed illustrations and photos of example uses of public space in the East Riverfront District.

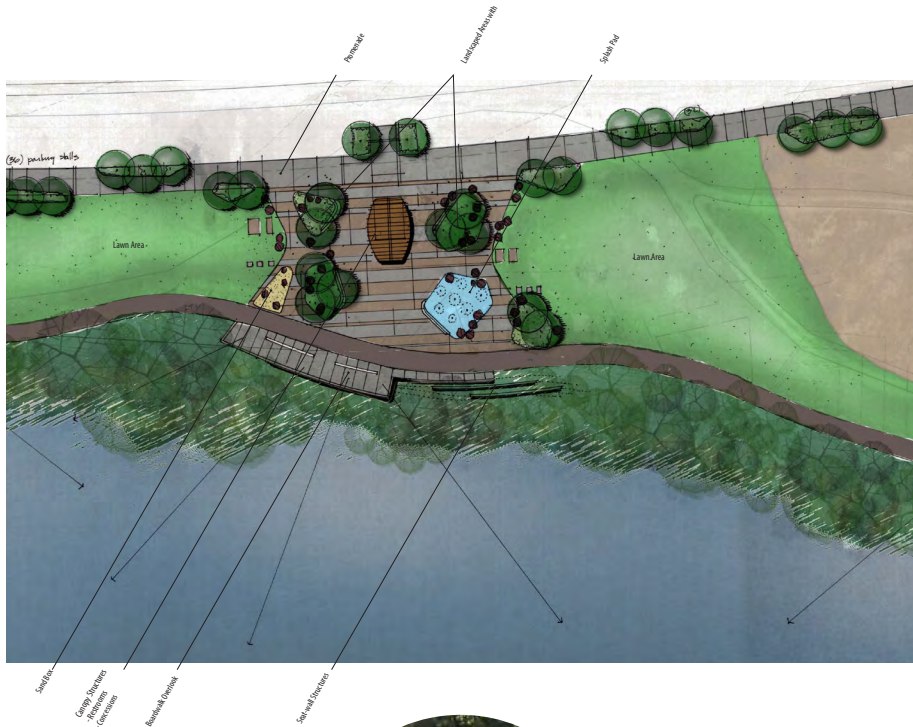
The Concept Plan depicts a mixture of uses that can support activity 24 hours a day in the East Riverfront. It shows ample public space that can be used flexibly for both active recreation and passive recreation along waterfront amenities. Adjoining neighborhoods have new connections to physically access the river and best practices for stormwater management improve water quality. Wausau's downtown is extended to incorporate complimentary uses.

The City expects that actual development proposals may differ from those illustrated; however, development proposals are expected to respond to and advance City goals.



Figure 25. Illustrative Concept Plan depicting a potential East Riverfront District redevelopment scenario

Figure 26. Potential Public Space Improvements in the East Riverfront District



POTENTIAL PLAZA FEATURES
 canopy restroom/concession structure, plantings, splash pad, sand box, bocce ball



POTENTIAL WHARF AND TRAIL AMENITIES
 Plantings, river promenade, creek overlook



Redevelopment Strategy

The City of Wausau has invested in the East Riverfront District through public amenities and contamination cleanup. As the owner of these properties, the next step toward realizing the vision and goals outlined in this plan is for the City to issue a Request for Proposals for redevelopment of the catalyst sites. The following is an outline and proposed process for issuing this RFP.

Respective Roles: City and Developer

Redevelopment of the East Riverfront District requires cooperation, almost a partnership, between the City and the private parties that will redevelop the site. The Wausau real estate markets do not have the strength for rapid absorption of development on the property and the parcels will need to be developed over time. The City must take certain actions to prepare the district for development so that designated developers can move quickly and with market credibility to develop the parcels as they secure tenants for commercial development and financing for residential development.

The City's role is to:

- Complete environmental cleanup of the parcels or provide a mechanism and funding strategy to allow private developers to remediate contamination within a financially feasible project structure
- Put in place the public infrastructure needed for development and to meet City objectives
- Make zoning changes to allow simple permitting of likely and acceptable development programs
- Provide a plan and design guidelines that assure a developer on any one parcel that whatever their neighbors develop will be compatible.
- Establish a credible and simple developer solicitation process so that there is confidence that all of the property will be developed over a reasonable time period.

The developer's role is to:

- Plan a project that meets the City's objectives and is compatible with the larger plan
- Obtain tenant/user commitments

- Design the buildings and development parcels
- Finance their development
- Construct and operate the development projects.

Key Public Actions

Some key public actions and planning decisions have been recommended and some have already begun to be implemented by the City:

Infrastructure and amenities

- Daylight the box culvert storm drain to create a stream amenity (completed)
- Landscape the stream embankments (underway)
- Construct new First Street (underway)
- Extend all utilities to the parcel frontage in First Street
- Construct internal public ways with utilities, or provide for developer to construct per a mutually agreed upon plan
- Clean-up and grade river embankment slope
- Construct riverfront bike/pedestrian trail (underway)
- Construct the planned kayak and canoe launch/pier
- Construct park at East Bridge Street end of the District

Site preparation

- Clean up hazardous materials or identify funding sources for developer execution
- Remove old foundations to six feet below grade, document locations of any remaining piles below and rough grade parcels (completed)
- Rough grade parcels

Regulatory

- Rezone the property to allow for development consistent with the plan

Developer Solicitation

- Prepare a developer's kit and solicit development proposals
- Select a developer or developers
- Negotiate development agreements and sell property

Key Private Sector Actions to be Required of Developers

- Prepare development plan
- Permit development
- Design, finance and construct buildings, parking and landscaping
- Extend utilities and roadways into the site consistent with proposed development plans
- Construct extension of Fulton Street and McIndoe Street, either as a road or as a landscaped pedestrian access, approximately as shown in illustrative plans
- Maintain the properties per an agreed upon standard.

Developer Solicitation Process

Two key questions in establishing a disposition and redevelopment process are:

Should there be a master developer that develops the project in phases over time or should the City create a master plan and guidelines and just solicit developers for portions of the site?

Will the City realize any revenue or will developers require financial support?

With projects of this scale, it is typically preferred that a single master developer work with the municipality to prepare a plan that meets the city's objectives and is market and financially feasible. The master developer might bring on sub-developers to develop certain uses on specific parcels where the master developer didn't have the right expertise or wanted to spread the risk. One ideally would like to take advantage of creative ideas for the property of a number of developers that have real interest in developing the property and will ultimately take on financial responsibility and development risk. This approach is preferred because it also usually lends itself to a well-coordinated plan with compatible uses.

However, a lack of clear strength in the Wausau market and discussions with local developers and knowledgeable brokers leads to the conclusion that the entire property will only be developed in phases over an extended period of time. Some of the real estate professionals interviewed during this plan thought the master developer approach would work as long as they could put in place a phasing plan and develop the parcels on a phased basis consistent with the plans or as they might be revised with City approval. Others were skeptical that anyone would commit to developing all of the parcels, even over an extended timeframe and thought it better for the City to select developers for each parcel and put standards in place to ensure that what was developed on one parcel would be protected from incompatible and lower-quality development on another.

The property breaks down naturally into three development parcels, depicted in Figure 27 on page 70. This plan recommends that the City solicit development proposals for each of the three parcels according to the descriptions below.

North parcel: From Bridge Street to the stream. It lends itself to:

- Free-standing retail/restaurant uses given that a family entertainment/restaurant use is already moving forward on the site. That use may not be very compatible with residential.
- Multi-story office with retail/restaurant on ground floor adjacent to the stream or along 1st Street.

Central Parcel: South of the stream to the Fulton Street extension. It lends itself to:

- Retail/restaurant along the stream.
- Multi-family residential, possibly with ground floor retail/restaurant adjacent to the stream or along 1st Street.
- Multi-story office with retail/restaurant on ground floor adjacent to the stream or along 1st Street.

South Parcel: South of the Fulton Street extension. It lends itself to:

- Multi-family residential with retail/restaurant on ground floor along 1st Street.
- Multi-story office with retail/restaurant on ground floor along 1st Street.

We recommend structuring an RFP that will allow either submission of a master developer proposal for all parcels or a proposal for just the North Parcel or for just the combined Central and South Parcels. We believe it is important that the Central and South Parcels be planned jointly and their development is coordinated. They can still be developed on a phased basis.

Redevelopment Timeline

The following timeline is recommended for redevelopment of these parcels. The timeline assumes work begins in June 2015.

	Key Activity	Timeframe
1	Formally adopt plan, including design guideline recommendations and illustrative plan	July 2015
2	Prepare a list of prospective developers	July 2015
3	Prepare a marketing information package and send to prospect list	July 2015
4	Rezone property to allow for mixed use development	Aug - Sept 2015
5	Infrastructure Implementation Landscape the stream embankments Construct First Street extension Extend all utilities Clean up and grade river embankment slope Construct riverfront bicycle/pedestrian trail Construct wharf	June - Oct 2015
6	Site preparation Complete remediation of hazardous materials	Jun 2015 - Oct 2015
7	Prepare a developer information toolkit	Jul 2015 - Aug 2015
8	Solicit development proposals	Aug - Sept 2015
9	Select a developer or developers	Oct - 2015
10	Negotiate development agreements	Oct 2015 - Jan 2016

EAST RIVERFRONT DEVELOPMENT FRAMEWORK



Figure 27. East Riverfront Development Framework

Development and Design Guidelines

The RFP submissions and development should be subject to achieving the City's goals as listed above and according to development and design guidelines. Guidelines serve to establish clearly the City's expectation for development in terms of acceptable and preferred uses, performance standards, design principles and preferences, scale and measures to achieve other City objectives.

The existing Wausau Design Guidelines cover most of the design principles and preferences that we might want to use to guide development. When an RFP is prepared, the City should review these in more detail and clarify any diversions that we feel are appropriate.

Development guidelines may address the following:

Character

1. Provide uses, structures and environments that complement and extend Wausau's downtown core, connect adjacent residential neighborhoods, and provide a new opportunity for residents to experience the Wisconsin River.
2. Provide pedestrian-scaled development and support the district's walkability and connection to downtown and surrounding neighborhoods
3. Develop high quality, durable structures that are attractive and aesthetically compatible with the surrounding neighborhoods.
4. The overall development should have a sense of place
5. Building layout, site planning, and landscape design should result in a strong image and character both internally and externally.
6. The district is visually and physically connected to the Wisconsin River.

Uses and Site Layout

1. The site should contain a mixture of multi-family residential and/or office and retail/restaurant uses located and designed for compatibility.
2. If residential is developed housing units for low and moderate income residents should be included.
3. Restaurants and service retail should take advantage of the site's frontage along First Street and water amenities, including the Wisconsin River and the daylighted creek.
4. The scale and character of retail/restaurant development should complement the downtown core as opposed to directly competing.

Open Space and Natural Resources

1. High quality public space that encourages use among all age groups should be provided, particularly related to the water amenities.
2. Preserve existing vegetation and landscaping to the extent it supports native species and water quality.
3. Stormwater Best Management Practices should be incorporated into the plan in order to improve water quality flowing into the Wisconsin River.

Transportation

1. An extension of Fulton Street should be provided to connect residents to the Wisconsin River, either as a pedestrian-way or a street, The exact location is flexible to accommodate building layout and dimensional requirements.
2. Parking areas should be shared. Parking lots should be screened to protect views from both the street and the Wisconsin River. Though much of the parking should be on-street parking.

Sample Developer Package Outline

1 Invitation to Bid / Introduction

2 Property Description

- 2.1 Location and Access
- 2.2 Wausau
- 2.3 Description of the Property
- 2.4 Planning for East Riverfront District
- 2.5 Plans for adjoining properties
- 2.6 Zoning
- 2.7 Environmental Issues
- 2.8 Technical Information
- 2.9 Municipal Commitments

3 Development Guidelines

- 3.1 Programmatic and Use Guidelines
- 3.2 Design Guidelines
- 3.3 Financial Guidelines
- 3.4 Implementation Guidelines

4 Developer Selection Process & Submission Requirements

- 4.1 Submission Enclosures
- 4.2 The Developer
- 4.3 Development Concept
- 4.4 Conceptual Design Drawings
- 4.5 Implementation Plan & Project Timetable

- 4.6 Management Plan
- 4.7 Financial Proposal & Business Terms
- 4.8 Project Financing and Financial Analysis
- 4.9 Financial Qualifications
- 4.10 Additional Items

5 Selection Process

- 5.1 Submission Deadline
- 5.2 Selection Criteria
- 5.3 Selection & Disposition Process
- 5.4 Site Tours & Briefing
- 5.5 Development Agreement and Terms

Appendices

- A. Site Location & Context
- B. Existing Site Conditions & Parcel Map
- C. Existing Conditions Photos
- D. Site Opportunities & Constraints
- E. Illustrative Plan
- F. Demographics
- G. Market Study
- H. Previous Reports

APPENDICES

APPENDIX A: BROWNFIELD INVENTORY DETAILED RESULTS

Potential Environmentally Impaired Sites Identified on Sanborn Maps													
Name	Address	Type	1884	1891	1898	1904	1912	1923	1950	1954	1961	1963	1967
City Water Works	1701 River Dr N	Public Utility		X	X	X	X	X	X	X	X	X	X
Goodwillie Bros Box Factory	100 Bridge St E	Factory		X	X	X	X	X	X	X	X	X	X
Filing Station	300 Bridge St E	Filing Station							X	X	X	X	X
DJ Murray Manufacturing Co	102 Fulton St	Manf. Co.	X	X	X	X	X	X	X	X	X	X	X
Wausau Ice & Fuel Co.	802-814 1st St N	Coal Storage					X	X	X	X	X	X	X
Cheese & Dairy Warehouse	800 1st St N	Cheese & Dairy					X	X	X	X	X	X	X
Hammerblow Tool Co	920 1st St N	Tool Company							X	X	X	X	X
Danielson Tool Co.	920 1st St N	Machine Shop						X					
Ford Auto Assemb & Repair	920 1st St N	Auto Repair						X					
Pier Lumber Company	1202 1st St N	Lumberyard						X					
Wausau Lumber Co Yards	1202 1st St N	Storage Yards	X										
Healy-Brown Co. Fuel & Ice	1202 1st St N	Ice House					X	X					
DJ Murray Manufacturing Co	1202 1st St N	Manf. Co.							X	X	X	X	X
Cloverbelt Cooperative Serv	1202 1st St N	Oil Storage							X	X	X	X	X
Wausau Lumber Co Sawmill	1212 1st St N	Sawmill	X										
Barker Stewarts Lumber Yard	1212 1st St N	Lumberyard		X	X								
Badger Bag & Repair Co.	1418 1st St N	Factory						X					
Marathon Corp Paper Carton	1418 1st St N	Factory							X	X	X	X	X
Wausau Electric Co.	1500 1st St N	Public Utility		X	X	X							
Car Barn & Repair Shop	1500 1st St N	Service Station					X	X	X	X	X	X	X
D Automotive Parts	700 3rd St N	Auto Parts Manf							X	X	X	X	X
Clinic	808 3rd St N	Clinic									X	X	X
Werheims Sash Dr & Bld Fac	1009 3rd St N	Manf. Co.	X	X	X	X							
JM Kuebler Co Sh Dr&Blinds	1009 3rd St N	Manf. Co.					X	X	X	X			
Marathon Millwork Corp	1009 3rd St N	Manf. Co.									X	X	X
Restaurant	1203 3rd St N	Restaurant								X	X		
Restaurant	1206 3rd St N	Restaurant								X	X		
Bottling Co.	1213 3rd St N	Factory			X	X							
Rug Cleaners	1314 3rd St N	Cleaners										X	X
General Store	1407 3rd St N	General Store				X	X						
North Side Bottling Works	1502 3rd St N	Factory							X	X	X	X	X
Remnel Bro Bottling Co	1502 3rd St N	Factory					X	X					
Filing Station	1511 3rd St N	Filing Station											X
Filing Station	1514 3rd St N	Filing Station							X	X	X	X	X
J.C. Smiths	1106 5th St N	Lumberyard	X	X									
Werheims Sash Dr & Bld Fac	1106 5th St N	Lumberyard			X	X							
JM Kuebler Co Sh Dr&Blinds	1106 5th St N	Manf. Co.					X	X	X	X			
Marathon Millwork Corp	1106 5th St N	Manf. Co.									X	X	X

DRAFT

Summary of EDR Database Findings Within or Near Planning Area

Name	Currently Occupied	Address	Miles from Planning Area	Database	EDR Map ID	EDR Page
Scenic Signs & Screen Print	Y	1502 1st St N	0	RCRA-CESQG	C14	103
Freewheel N Cyclery	Y	1314 3rd St N	0	RCRA-CESQG	24	164
Yawkey Hse Mus - Marath	N	403 Mcindoe St	0.13	RCRA-CESQG	G40	196
Jansen Property	Y	1008 1st St N	0	WI ERP list	A2	27
Hammerblow Corp	N	1000 1st St N	0	WI ERP list	A3	36
Marathon Printing Prop	N	1010 1st St N	0	WI ERP list	A6	79
Marathon MillWork Bldg	Y	1009-1011 3rd St N	0	WI ERP list	B7	82
Tomorrow Valley Coop	Y	1202 1st St N	0	WI ERP list	22	112
Seig Auto Parts (Former)	N	800-810 1st St N	0.125	WI ERP list	F34	174
Facility Closed	N	1514 3rd St N	0	LUST	18	107
Tomorrow Valley Corp	Y	1202 1st St N	0	LUST	22	112
Unnamed Closed Facility	N	Bridge & 4th St N	0	LUST	29	168
Unnamed	N	1514 3rd St N	0	LUST, Hist	18	107
Unnamed	N	1212 1st St N	0	LUST, Hist	A20	111
Unnamed	N	1212 1st St N	0	LUST, Hist	A21	112
Tomorrow Valley Coop	Y	1202 1st St N	0	LUST, Hist	22	112
Unnamed Closed Facility	N	Bridge & 4th St N	0	LUST, Hist	29	168
Unnamed	N	1011 3rd St N	0	UST	B8	92
Unnamed	N	1002 3rd St N	0	UST	B9	93
Unnamed	N	1000 1st St N	0	UST	A10	94
Unnamed	N	1202 1st St N	0	UST	A13	98
Unnamed	N	1502 1st St N	0	UST	C15	105
Unnamed	N	1506 1st St N	0	UST	C16	105
Unnamed	N	Bridge St & 2nd St N	0	UST	17	106
Unnamed	N	1407 3rd St N	0	UST	23	163
Unnamed	N	1601 3rd St N	0	UST	D25	166

Name	Currently Occupied	Address	Miles from Planning Area	Database	EDR Map ID	EDR Page
Unnamed	N	Bridge & 3rd St N	0	UST	D26	166
Unnamed	N	818 1st St N	0	UST	F30	170
Unnamed	N	802 1st St N	0	UST	F31	171
Unnamed	N	203 Chicago Ave	0.13	UST	35	190
Unnamed	N	903 3rd St N	0.13	UST	36	190
Unnamed	N	1509 5th St N	0.13	UST	37	192
Unnamed	N	915 5th St N	0.13	UST	G38	192
Unnamed	N	501 McIndoe St	0.13	UST	G41	197
Unnamed	N	1202 1st St N	0	AST	A13	98
Seig Auto Parts (Former)	N	800-810 1st St N	0.125	AST	F33	173
Jansen Property	Y	1008 1st St N	0	AUL	A2	27
Hammerblow Corp	N	1000 1st St N	0	AUL	A3	36
Marathon MillWork Bldg	Y	1009-1011 3rd St N	0	AUL	B7	82
Tomorrow Valley Coop	Y	1202 1st St N	0	AUL	22	112
Seig Auto Parts former	N	800-810 First St	0.125	AUL	F34	174
Jansen Property	Y	1008 1st St N	0	USEPA BrnFd	A5	27
Sav-O-Supply #11	Y	1418 1st St N	0	USEPA BrnFd	19	109
Unnamed	N	502 Fulton St	0	EDR US Hist Auto	E27	167
Unnamed	N	512 Fulton St	0	EDR US Hist Auto	E28	168

Dist - "0" means location is within planning area
UST - Underground Storage Tank
LUST - Leaking UST
BrnFd - Brownfield
CESQG - Conditionally Exempt Small Quantity Generator
WI ERP - Wisconsin Emergency Repair Program
AUL - Deed Restriction on Property
Unnamed - Location name not identified in EDR database

DRAFT

Summary of Sites from Databases by Address

Site No.	Location	Facility	Type	San	EDR	DNR
5	100 Bridge St E	Goodwillie Bros Box Factory	Factory	X		
6	105 Central Bridge St	Unnamed	UST		X	
6	105 Central Bridge St	Unnamed	AUL		X	
7	300 Bridge St E	Filing Station	Filing Station	X		
8B	Bridge & 3rd St N	Unnamed	UST		X	
8A	Bridge & 4th St N	Unnamed Closed Facility	LUST		X	
8A	Bridge & 4th St N	Unnamed Closed Facility	LUST, Hist		X	
8C	Bridge St & 2nd St N	Unnamed	UST		X	
9	203 Chicago Ave	Unnamed	UST		X	
10	102 Fulton St	DJ Murray Manufacturing Co	Manf. Co.	X		
11	502 Fulton St	Unnamed	EDR US Hist Auto		X	
12	512 Fulton St	Unnamed	EDR US Hist Auto		X	
13	403 McIndoe St	Yawkey Hse Mus - Marath	RCRA-CESQG		X	
14	501 McIndoe St	Unnamed	UST		X	
15	1701 River Dr N	City Water Works	Public Utility	X		
16	500 1st St N	Lot#1 McDevco Site	ERP			X
17	606 1st St N	Motor Service (Former)	ERP			X
18	800 1st St N	Cheese & Dairy Warehouse	Cheese & Dairy	X		
18	800-810 1st St N	Sieg Auto Parts (Former)	ERP			X
18	800-810 1st St N	Seig Auto Parts (Former)	WI ERP list		X	
18	800-810 1st St N	Seig Auto Parts (Former)	AST		X	
18	800-810 1st St N	Seig Auto Parts former	USEPA Brownfield		X	
18	800-810 1st St N	Seig Auto Parts former	AUL		X	
18	802 1st St N	Unnamed	UST		X	
18	802-814 1st St N	Wausau Ice & Fuel Co.	Coal Storage	X		
19	818 1st St N	Unnamed	UST		X	
4	920 1st St N	Hammerblow Tool Co	Tool Company	X		

Site No.	Location	Facility	Type	San	EDR	DNR
4	920 1st St N	Danielson Tool Co.	Machine Shop	X		
4	920 1st St N	Ford Auto Assemb & Repair	Auto Repair	X		
4	1000 1st St N	Hammerblow Corp Site	ERP			X
4	1000 1st St N	Hammerblow Corp	WI ERP list		X	
4	1000 1st St N	Unnamed	UST		X	
4	1000 1st St N	Hammerblow Corp	AUL		X	
3A	1008 1st St N	Jansen Property	ERP			X
3A	1008 1st St N	Jansen Property	WI ERP list		X	
3A	1008 1st St N	Jansen Property	AUL		X	
3A	1008 1st St N	Jansen Property	USEPA Brownfield		X	
3	1010 1st St N	Vacant Lot	ERP			X
3	1010 1st St N	Marathon Printing Prop	WI ERP list		X	
1	1202 1st St N	Pier Lumber Company	Lumberyard	X		
1	1202 1st St N	Wausau Lumber Co Yards	Storage Yards	X		
1	1202 1st St N	Healy-Brown Co. Fuel & Ice	Ice House	X		
1	1202 1st St N	DJ Murray Manufacturing Co	Manf. Co.	X		
1	1202 1st St N	Cloverbelt Cooperative Serv	Oil Storage	X		
1	1202 1st St N	Cloverbelt Property	LUST			X
1	1202 1st St N	Cloverbelt Coop	ERP			X
1	1202 1st St N	Tomorrow Valley Coop (Former)	ERP			X
1	1202 1st St N	Tomorrow Valley Coop	WI ERP list		X	
1	1202 1st St N	Tomorrow Valley Corp	LUST		X	
1	1202 1st St N	Tomorrow Valley Coop	LUST, Hist		X	
1	1202 1st St N	Unnamed	UST		X	
1	1202 1st St N	Unnamed	AST		X	
1	1202 1st St N	Tomorrow Valley Coop	AUL		X	
2	1212 1st St N	Wausau Lumber Co Sawmill	Sawmill	X		
2	1212 1st St N	Barker Stewarts Lumber Yard	Lumberyard	X		
2	1212 1st St N	Unnamed	LUST, Hist		X	

Site No.	Location	Facility	Type	San	EDR	DNR
2	1212 1st St N	Unnamed	LUST, Hist		X	
20	1418 1st St N	Badger Bag & Repair Co.	Factory	X		
20	1418 1st St N	Marathon Corp Paper Carton	Factory	X		
20	1418 1st St N	Sav-O-Supply #11	USEPA Brownfield		X	
21	1500 1st St N	Wausau Electric Co.	Public Utility	X		
21	1500 1st St N	Car Barn & Repair Shop	Service Station	X		
22	1502 1st St N	Zastrow Property (Former)	ERP			X
22	1502 1st St N	Scenic Signs & Screen Print	RCRA-CESQG		X	
22	1502 1st St N	Unnamed	UST		X	
23	1506 1st St N	Unnamed	UST		X	
24	700 3rd St N	D Automotive Parts	Auto Parts Manf	X		
25	707 3rd St N	YMCA	LUST			X
26	808 3rd St N	Clinic	Clinic	X		
27	903 3rd St N	Unnamed	UST		X	
27	903 3rd St N	Unnamed	AST		X	
28	1002 3rd St N	Unnamed	UST		X	
29	1009 3rd St N	Werheims Sash Dr & Bld Fac	Manf. Co.	X		
29	1009 3rd St N	JM Kuebler Co Sh Dr&Blinds	Manf. Co.	X		
29	1009 3rd St N	Marathon Millwork Corp	Manf. Co.	X		
29	1009-1011 3rd St N	Marathon Millwork Bldg	ERP			X
29	1009-1011 3rd St N	Marathon MillWork Bldg	WI ERP list		X	
29	1009-1011 3rd St N	Marathon MillWork Bldg	AUL		X	
29	1011 3rd St N	Unnamed	UST		X	
30	1203 3rd St N	Restaurant	Restaurant	X		
31	1206 3rd St N	Restaurant	Restaurant	X		
32	1213 3rd St N	Bottling Co.	Factory	X		
33	1314 3rd St N	Rug Cleaners	Cleaners	X		
33	1314 3rd St N	Freewheel N Cyclery	RCRA-CESQG		X	
34	1407 3rd St N	General Store	General Store	X		

Site No.	Location	Facility	Type	San	EDR	DNR
34	1407 3rd St N	Unnamed	UST		X	
35	1502 3rd St N	North Side Bottling Works	Factory	X		
35	1502 3rd St N	Remnel Bro Bottling Co	Factory	X		
36	1511 3rd St N	Filing Station	Filing Station	X		
36	1511 3rd St N	Riiser Oil 3rd St	ERP			X
36	1511 3rd St N	Riiser Oil 3rd St	LUST			X
37	1514 3rd St N	Filing Station	Filing Station	X		
37	1514 3rd St N	Service Station (Former)	LUST			X
37	1514 3rd St N	Facility Closed	LUST		X	
37	1514 3rd St N	Unnamed	LUST, Hist		X	
38	1601 3rd St N	Unnamed	UST		X	
39	915 5th St N	Unnamed	UST		X	
40	1106 5th St N	J.C. Smiths	Lumberyard	X		
40	1106 5th St N	Werheims Sash Dr & Bld Fac	Lumberyard	X		
40	1106 5th St N	JM Kuebler Co Sh Dr&Blinds	Manf. Co.	X		
40	1106 5th St N	Marathon Millwork Corp	Manf. Co.	X		
41	1509 5th St N	Unnamed	UST		X	
42	1006 6th St N	Camelot Cleaner (Former)	ERP			X
43	1203 6th St N	Stueber Dairy Peoples State Bank	LUST			X
44	1314 6th St N	MS Solutions	LUST			X

UST - Underground Storage Tank

LUST - Leaking Underground Storage Tank

LUST, Hist - Historical LUST

CESQG - Conditionally Exempt Small Quantity Generator

WI ERP - Wisconsin Emergency Repair Program

AUL - Deed Restriction on Property

Unnamed - Location name not identified in EDR database

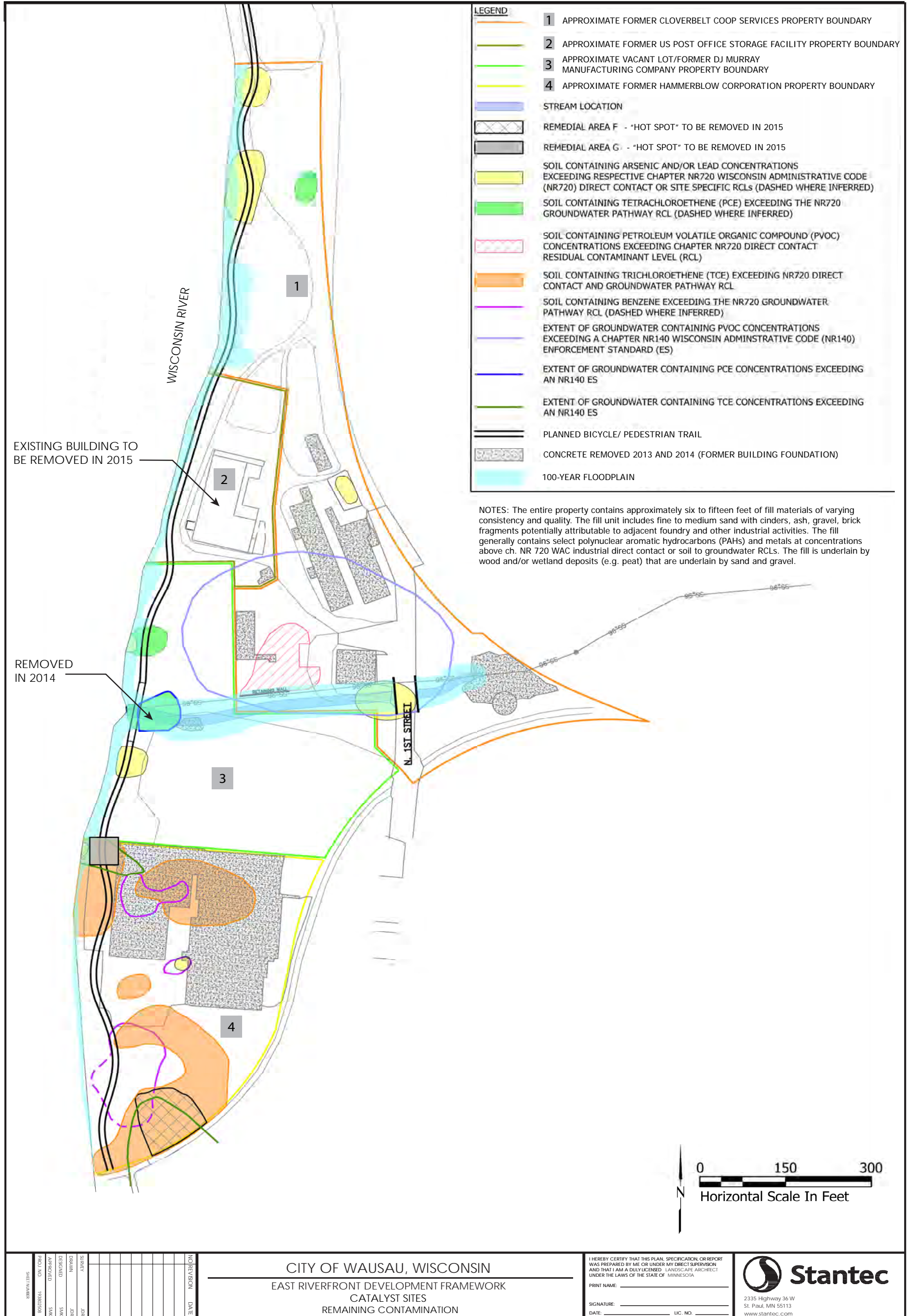
BRRTS - Bureau for Reclamation and Redevelopment Tracking System

ERP - Environmental Repair Project

APPENDIX B: CATALYST SITE REMAINING CONTAMINATION

Plot Date: 05/01/2015 - 3:04pm
 Drawing name: Y:\1937\active\193703384\05_report_dell\dwg_design\figures\193703384 Redevelopment Area 2.dwg
 Xrefs: 193702039XK1

THE CONTRACTOR SHALL VERIFY AND BE RESPONSIBLE FOR ALL DIMENSIONS. DO NOT SCALE THE DRAWING. ANY ERRORS OR OMISSIONS SHALL BE REPORTED TO STANTEC WITHOUT DELAY. THE COPYRIGHTS TO ALL DESIGNS AND DRAWINGS ARE THE PROPERTY OF STANTEC. REPRODUCTION OR USE FOR ANY PURPOSE OTHER THAN THAT AUTHORIZED BY STANTEC IS FORBIDDEN.



NO.	REVISION	DATE

CITY OF WAUSAU, WISCONSIN
 EAST RIVERFRONT DEVELOPMENT FRAMEWORK
 CATALYST SITES
 REMAINING CONTAMINATION

I HEREBY CERTIFY THAT THIS PLAN, SPECIFICATION, OR REPORT WAS PREPARED BY ME OR UNDER MY DIRECT SUPERVISION AND THAT I AM A DULY LICENSED LANDSCAPE ARCHITECT UNDER THE LAWS OF THE STATE OF MINNESOTA

PRINT NAME: _____
 SIGNATURE: _____
 DATE: _____ LIC. NO. _____

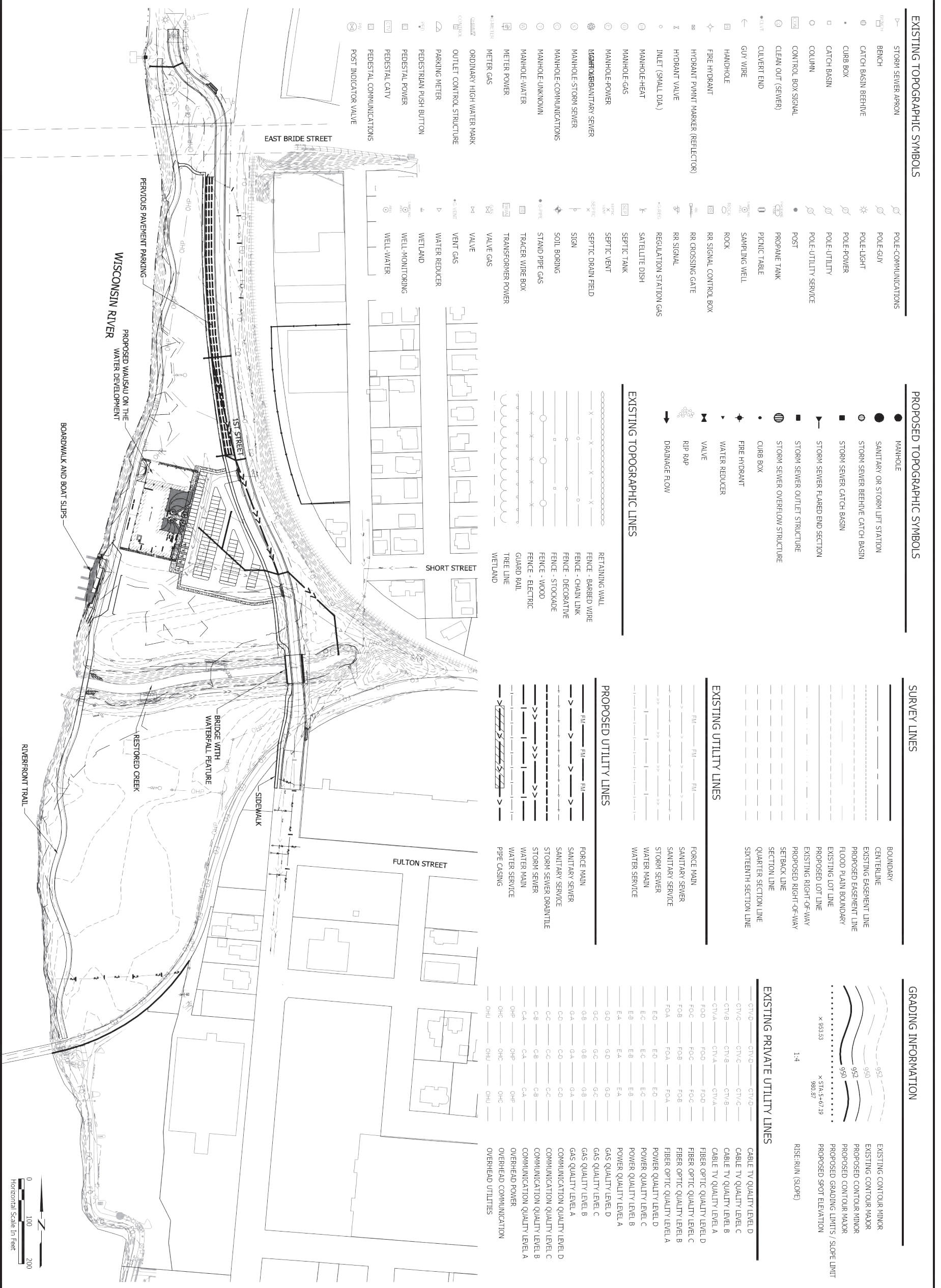
Stantec

2335 Highway 36 W
 St. Paul, MN 55113
 www.stantec.com

APPENDIX C: EXISTING AND PROPOSED INFRASTRUCTURE

Plot Date: 05/13/2015 - 3:19pm
 Drawing Name: V:\1938\active\193802508\CAD\DWG\Task_Order_No_12\A\193802508_Infrastructure_Plan.dwg
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EXISTING TOPOGRAPHIC SYMBOLS

- STORM SEWER APRON
- BENCH
- CATCH BASIN BEEHIVE
- CURB BOX
- CATCH BASIN
- COLUMN
- CONTROL BOX SIGNAL
- CLEAN OUT (SEWER)
- CUVERT END
- GUY WIRE
- HANDHOLE
- FIRE HYDRANT
- HYDRANT PAVMT MARKER (REFLECTOR)
- HYDRANT VALVE
- INLET (SMALL DIA.)
- MANHOLE-HEAT
- MANHOLE-GAS
- MANHOLE-POWER
- MANHOLE-SEWER
- MANHOLE-STORM SEWER
- MANHOLE-COMMUNICATIONS
- MANHOLE-UNKNOWN
- MANHOLE-WATER
- METER POWER
- METER GAS
- ORDINARY HIGH WATER MARK
- OUTLET CONTROL STRUCTURE
- PARKING METER
- PEDESTRIAN PUSH BUTTON
- PEDESTAL POWER
- PEDESTAL CATV
- PEDESTAL COMMUNICATIONS
- POST INDICATOR VALVE

PROPOSED TOPOGRAPHIC SYMBOLS

- MANHOLE
- SANITARY OR STORM LIFT STATION
- STORM SEWER BEEHIVE CATCH BASIN
- STORM SEWER CATCH BASIN
- STORM SEWER FLARED END SECTION
- STORM SEWER OUTLET STRUCTURE
- STORM SEWER OVERFLOW STRUCTURE
- CUVB BOX
- FIRE HYDRANT
- WATER REDUCER
- VALVE
- RIP RAP
- DRAINAGE FLOW

EXISTING TOPOGRAPHIC LINES

- RETAINING WALL
- FENCE - BARBED WIRE
- FENCE - CHAIN LINK
- FENCE - DECORATIVE
- FENCE - STOCKADE
- FENCE - WOOD
- FENCE - ELECTRIC
- GUARD RAIL
- TREE LINE
- WETLAND

SURVEY LINES

- BOUNDARY
- CENTERLINE
- EXISTING EASEMENT LINE
- PROPOSED EASEMENT LINE
- FLOOD PLAIN BOUNDARY
- EXISTING LOT LINE
- PROPOSED LOT LINE
- EXISTING RIGHT-OF-WAY
- PROPOSED RIGHT-OF-WAY
- SEBACK LINE
- SECTION LINE
- QUARTER SECTION LINE
- SIXTEENTH SECTION LINE

EXISTING UTILITY LINES

- FORCE MAIN
- SANITARY SEWER
- SANITARY SERVICE
- STORM SEWER
- WATER MAIN
- WATER SERVICE

PROPOSED UTILITY LINES

- FORCE MAIN
- SANITARY SEWER
- SANITARY SERVICE
- STORM SEWER DRAIN/TILE
- STORM SEWER
- WATER MAIN
- WATER SERVICE
- PIPE CASING

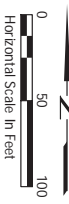
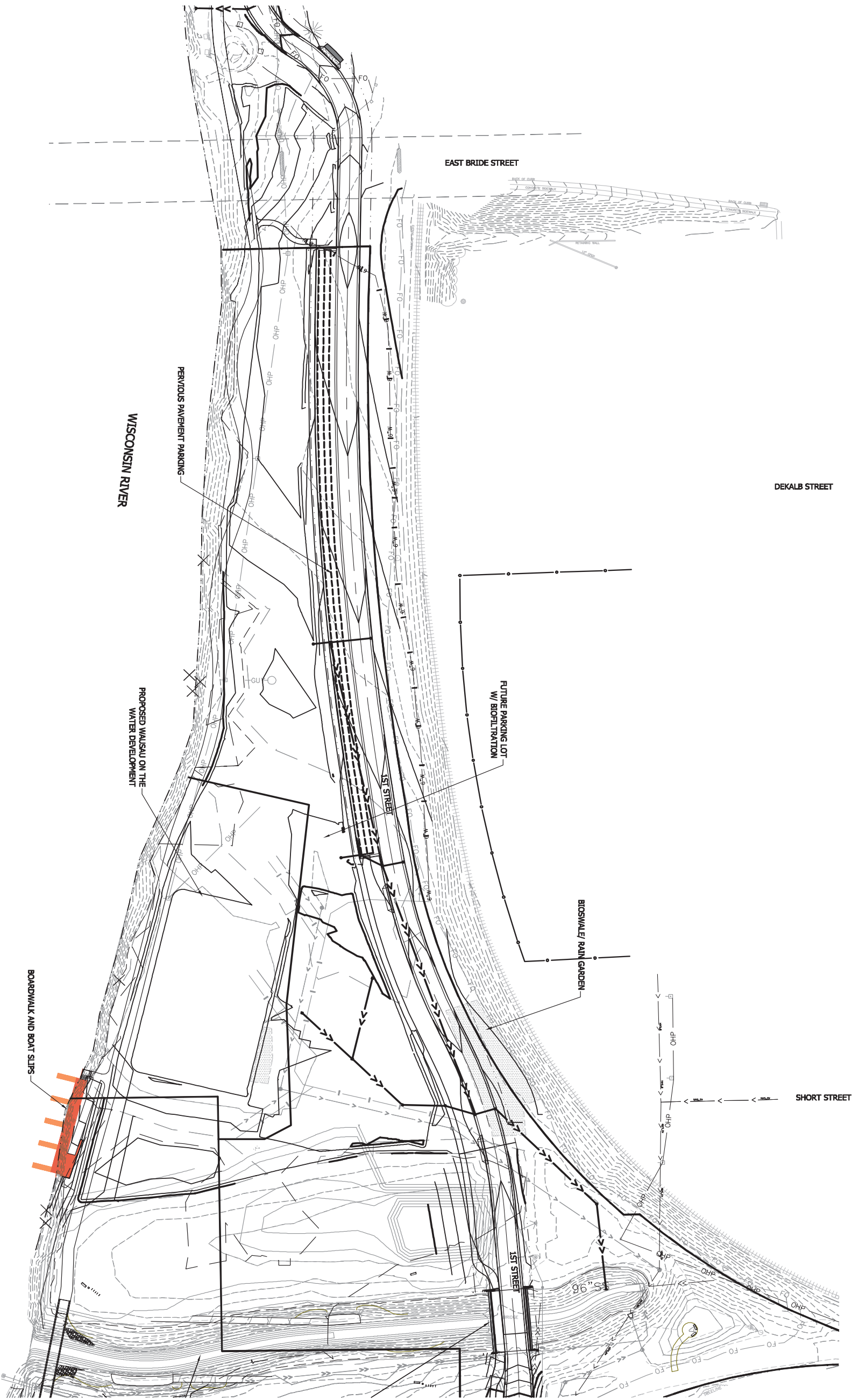
GRADING INFORMATION

- EXISTING CONTOUR MINOR
- EXISTING CONTOUR MAJOR
- PROPOSED CONTOUR MINOR
- PROPOSED CONTOUR MAJOR
- PROPOSED GRADING LIMITS / SLOPE LIMIT
- PROPOSED SPOT ELEVATION
- RISE:RUN (SLOPE)

EXISTING PRIVATE UTILITY LINES

- CABLE TV QUALITY LEVEL D
- CABLE TV QUALITY LEVEL C
- CABLE TV QUALITY LEVEL B
- CABLE TV QUALITY LEVEL A
- FIBER OPTIC QUALITY LEVEL D
- FIBER OPTIC QUALITY LEVEL C
- FIBER OPTIC QUALITY LEVEL B
- FIBER OPTIC QUALITY LEVEL A
- POWER QUALITY LEVEL D
- POWER QUALITY LEVEL C
- POWER QUALITY LEVEL B
- POWER QUALITY LEVEL A
- GAS QUALITY LEVEL D
- GAS QUALITY LEVEL C
- GAS QUALITY LEVEL B
- GAS QUALITY LEVEL A
- COMMUNICATION QUALITY LEVEL D
- COMMUNICATION QUALITY LEVEL C
- COMMUNICATION QUALITY LEVEL B
- COMMUNICATION QUALITY LEVEL A
- OVERHEAD POWER
- OVERHEAD COMMUNICATION
- OVERHEAD UTILITIES

<p>NO. REVISION DATE</p>	<p>CITY OF WAUSAU, WISCONSIN EAST RIVERFRONT DEVELOPMENT FRAMEWORK EXISTING AND PROPOSED INFRASTRUCTURE PLAN OVERALL SITE AND SYMBOLS</p>	<p>I HEREBY CERTIFY THAT THIS PLAN, SPECIFICATION, OR REPORT WAS PREPARED BY ME OR UNDER MY DIRECT SUPERVISION AND THAT I AM A DULY LICENSED LANDSCAPE ARCHITECT UNDER THE LAWS OF THE STATE OF MINNESOTA</p> <p>PRINT NAME: STUART M. KRAHN</p> <p>SIGNATURE: _____</p> <p>DATE: MAY 13, 2015 LIC. NO. 40002</p>	<p>Stantec</p> <p>2335 Highway 36 W St. Paul, MN 55113 www.stantec.com</p>
<p>DESIGNED: SKM</p> <p>CHECKED: SKM</p> <p>APPROVED: SKM</p> <p>PROJECT NO.: 193802508</p>	<p>DATE: 05/13/2015</p> <p>TIME: 3:19 PM</p> <p>PROJECT: INFRA 1</p>		



NOTES:
1. SEE DRAWING INFRA 1 FOR SYMBOLS LEGEND

CITY OF WAUSAU, WISCONSIN
EAST RIVERFRONT DEVELOPMENT FRAMEWORK
EXISTING AND PROPOSED INFRASTRUCTURE PLAN
NORTH

I HEREBY CERTIFY THAT THIS PLAN, SPECIFICATION, OR REPORT WAS PREPARED BY ME OR UNDER MY DIRECT SUPERVISION AND THAT I AM A DULY LICENSED LANDSCAPE ARCHITECT UNDER THE LAWS OF THE STATE OF MINNESOTA
PRINT NAME: STUART M. KRAHN
SIGNATURE: _____
DATE: MAY 13, 2015 LIC. NO. 40002

Stantec
2335 Highway 36 W
St. Paul, MN 55113
www.stantec.com

NO.	REVISION	DATE

PROJECT NO: 193802508
SHEET NUMBER: INFRA 2



NOTES:
 1. SEE DRAWING INFRA 1 FOR SYMBOLS LEGEND

NO. OF REVISIONS	DATE

CITY OF WAUSAU, WISCONSIN
EAST RIVERFRONT DEVELOPMENT FRAMEWORK
EXISTING AND PROPOSED INFRASTRUCTURE PLAN
SOUTH

I HEREBY CERTIFY THAT THIS PLAN, SPECIFICATION, OR REPORT WAS PREPARED BY ME OR UNDER MY DIRECT SUPERVISION AND THAT I AM A DULY LICENSED LANDSCAPE ARCHITECT UNDER THE LAWS OF THE STATE OF MINNESOTA.
 PRINT NAME: STUART M. KRAHN
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INFRA 3