



SOUTH RIVERFRONT MASTER PLAN

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INTRODUCTION

Wausau's waterfront is undergoing significant changes in land use as former brownfields and underutilized properties are being put into more productive use. Class A office space, entertainment, and health services have helped revitalize Wausau's riverfront to the north. South of Washington Street, the study area comprises approximately 30 acres of mixed land uses including office, surface parking, and light industrial/commercial. The parcels west of the River Drive are currently under WPS ownership, County ownership, and non-profit ownership. The parcels east of River Drive adjacent the railroad tracks are privately owned.

Purpose

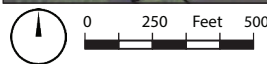
The purpose of this report is to identify a vision and provide recommendations for the redevelopment of the South Riverfront area within the City of Wausau, Wisconsin. The overall goal is to set a foundation for future redevelopment including private development opportunities and desired public amenities that maximize connectivity to the river and leverage the success and momentum of both Wausau Whitewater and the Farmer's Market.

The area is envisioned as the "South Riverfront Neighborhood", and would include a variety of housing options, limited commercial development, and a year-round public market/ farmer's market. At the center of the new neighborhood is an outdoor public plaza on the expanded Wausau Whitewater boardwalk, which links to the River Edge trail network providing exceptional outdoor recreational opportunities for residents and visitors.

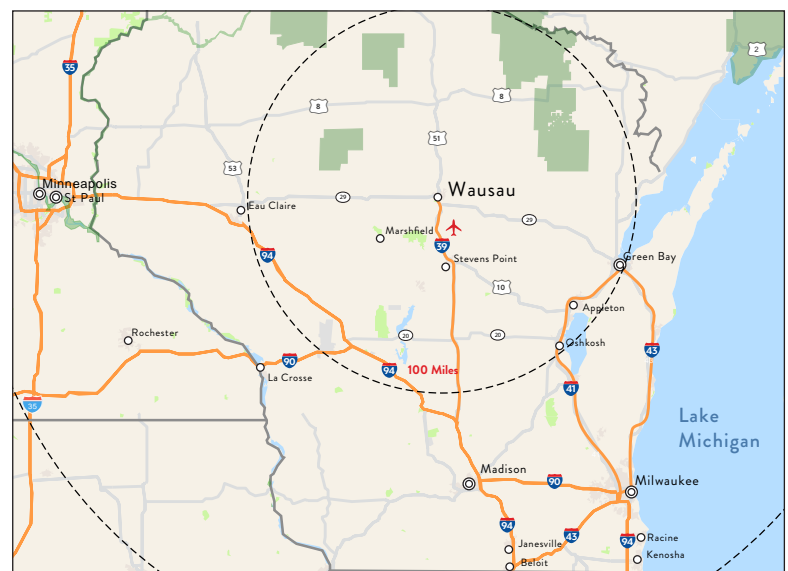
Setting

The City of Wausau lies at the intersection of STH 29 and US 51 in northcentral Wisconsin. However, like many cities in northern Wisconsin, its history and physical structure is strongly shaped by the river, which enabled its growth during the booming lumber years and beyond. More recently, heavy industrial uses along the river have been replaced with new parks, restaurants, office buildings, and other uses.

Wausau is located within a short drive of several large midwestern cities, and serves as a regional retail, health care, and professional services hub for a large portion of northern Wisconsin. The City is surrounded by outdoor recreational opportunities unmatched elsewhere in the State including mountain bike areas, camping, whitewater kayaking, forests, wetlands, rivers, and streams.



Study Areas



Wausau is located within a short drive of several large midwestern cities, and serves as a regional hub for a large portion of northern Wisconsin.

Study Area

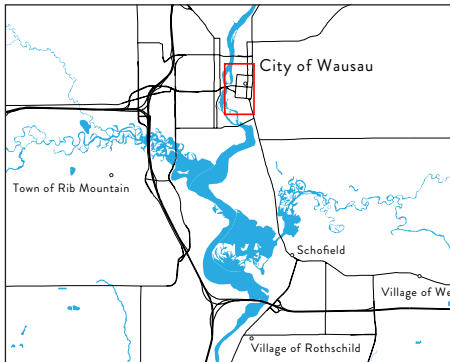
The South Riverfront district is a roughly 30-acre site bounded by railroad tracks to the east, Washington St to the north, the Wisconsin River to the west, and Island Park Apartments to the south. Much of the land base is former industrial land as seen in this historical photo from 1950. The site is within close proximity to downtown, as well as multiple destination outdoor recreational amenities within a 10-15 minute drive.



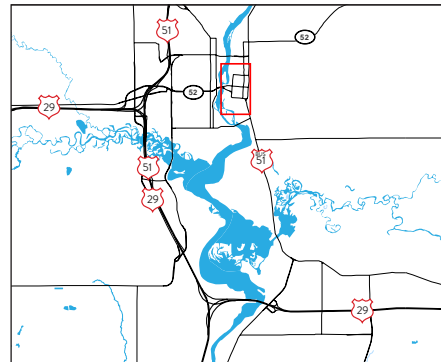
ABOVE: 1950 aerial photo showing former mill buildings and industrial lands adjacent River Drive.



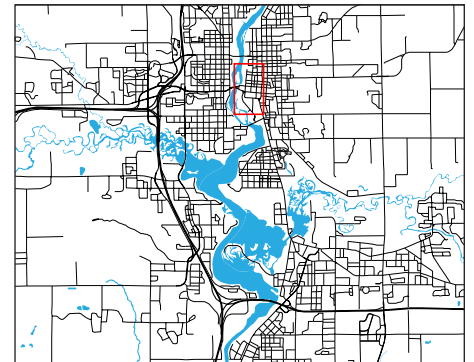
ABOVE: 2019 aerial photo



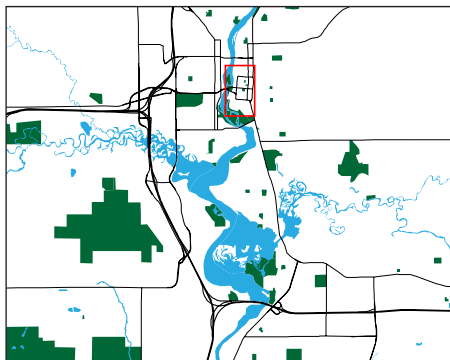
Region: Downtown Wausau is located within close proximity to several municipalities.



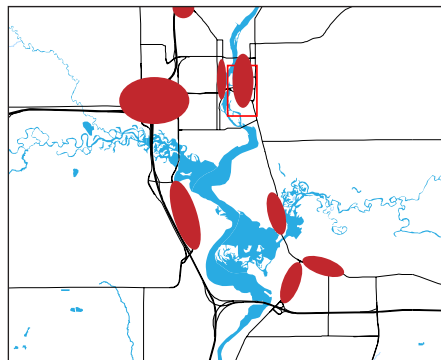
Major Roads: Downtown Wausau is highly accessible via multiple State and federal highways.



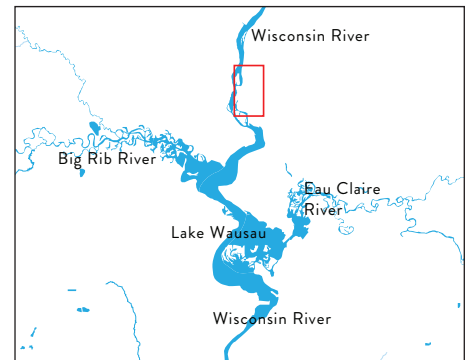
Streets: Downtown Wausau's gridded street pattern connects to adjacent neighborhoods, primarily to the north and east.



Outdoor Recreation: Downtown Wausau is within a 15-minute drive of several of the Midwest's premier outdoor recreation destinations including Rib Mountain/Granite Peak and Sylvan Hills.



Commercial Districts: Downtown Wausau is within a 15-minute drive of several distinct commercial districts offering a wide selection of products, services, and eating and dining opportunities.



Water: Downtown Wausau is located along the Wisconsin River, with direct access to hundreds of miles of river.

Planning Process

The study team analyzed market and physical conditions, reviewed prior reports, met with stakeholders, and conducted additional field work to prepare a set of recommendations for the study area.

May 2nd 2019 Stakeholder Kick Off Meeting. Project team met with stakeholders to discuss project expectations and goals.

May 25th 2019 Farmer's Market Vendor Interview. The project team met with the market manager and several vendors to discuss their hopes and concerns for a permanent market facility.

June 7th – 8th 2019 Stakeholder Meetings and site visit. Project team met with stakeholders to discuss and receive feedback on concept alternatives.

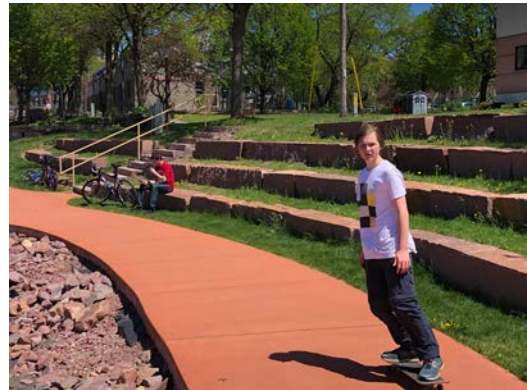
June 8th 2019 Farmer's Market open house. The project team facilitated direct interaction with over 300 market attendees

September 10th 2019 Stakeholder Meeting to review and discuss draft concepts.

September 10th 2019 Open House at Whitewater Music Hall.

December 17th 2019 Plan Commission and Economic Development Committee presentation. Prior to and following the presentation the consultant team reached out to members of the stakeholder group to request feedback on the draft Plan.

February 11th 2020 presentation to City Council.



Prior Planning

Whitewater Course Master Plan (2015)

Several proposed enhancements to the whitewater course were identified in a series of drawings and design plans. Key elements of the vision include a pedestrian bridge, park shelter, put-in/take-out ramps, deck extension, new trails, and emergency service accessibility improvements.

Wausau Strategic Economic Development Plan (2019, Draft)

This plan identified several relevant objectives:

- Urban revitalization and mixed-use development along the Wisconsin River
- Vibrant coworking spaces in downtown Wausau for entrepreneurs, freelancers, and remote workers.
- New market-rate housing development in downtown Wausau and adjacent urban neighborhoods.
- Events, festivals, and temporary “activations” of spaces throughout downtown Wausau that draw new visitors and economic activity into the urban core.

Wausau Center Urban Design & Transportation Master Plan (2019)

The study recommended realignment and reconstruction of River Road adjacent the study area. Additional recommendations from this study are described later in this report.

City Of Wausau Comprehensive Plan (2017)

The Plan identified several opportunities in the downtown area. Site 5 is located by the whitewater kayak course on the east side of the river. The site has the potential for riverfront development and to enhance recreational opportunities.

East Riverfront District Hotel Analysis (2014)

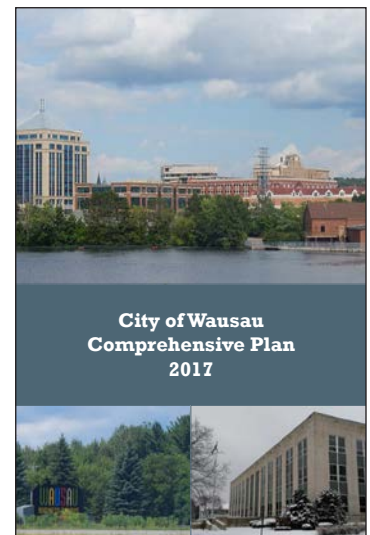
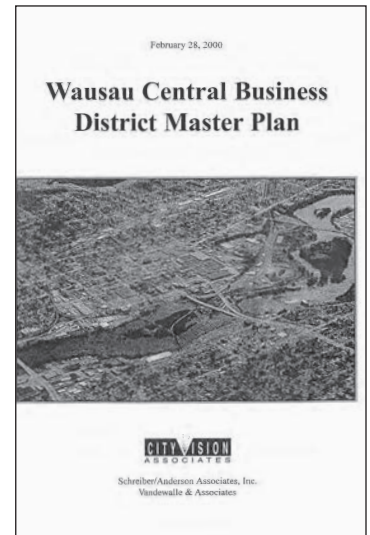
According to a 2014 Hotel Feasibility Study, a new hotel is not recommended until occupancy rates go up, or new room night generators are introduced such as a convention facility. However, due to the age of the report, an update may be warranted, including taking a look at the potential demand and feasibility of a banquet/convention space.

Wausau Mpo Bicycle And Pedestrian Plan (2015)

This study identified bike lanes and other improvements in the study area.

Central Business District Master Plan (2000)

Central Business District (CBD) Master Plan, 2000 In January of 2000, the Common Council adopted the Central Business District Master Plan as an element of the City’s Master Plan. It identified a convention center and hotel for the riverfront district, connected via a skyway to the Wausau Center Mall.



PHYSICAL CONDITIONS

LAND USE

To the west of River Drive, 1-story buildings front the kayak course and Wisconsin river and are surrounded by surface parking. Directly south lies a capped brownfield used as parking, open space, farmer's market, and camping. Further south is Island Place Apartments.

To the east of River Drive, adjacent the railroad tracks, there is a mix of light industrial uses, vehicular repair to the south, and a new café/microbrewery/event space to the north at the corner of N 1st and W Washington streets in the old Masonic Lodge. Sandwiched between these uses is lot No. 8, a municipal surface parking lot with 136 stalls.

Parcel No. 1

Size: 2.65 Acres

Use: Vacated, Historic Electric Building

Owner: Wisconsin Public Services Corporation (WPS)

Zoning: Institutional Zoning

Parcel No. 2

Size: 1.25 Acres within study area (2 Acres total parcel size)

Use: Whitewater Kayak Frontage

Owner: WPS

Zoning: Institutional Zoning

Parcel No. 3

Size: 3.4 Acres

Use: Government Office

Owner: Marathon County

Zoning: Institutional Zoning

Parcel No. 4

Size: 2 Acres

Use: Adult Supportive Services

Owner: Opportunity Inc

Zoning: Institutional Zoning

Parcel No. 5

Size: 12.9 Acres in study area (23 Acres total parcel size)

Use: Open Space

Owner: WPS

Zoning: Institutional Zoning

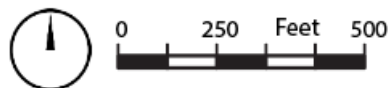
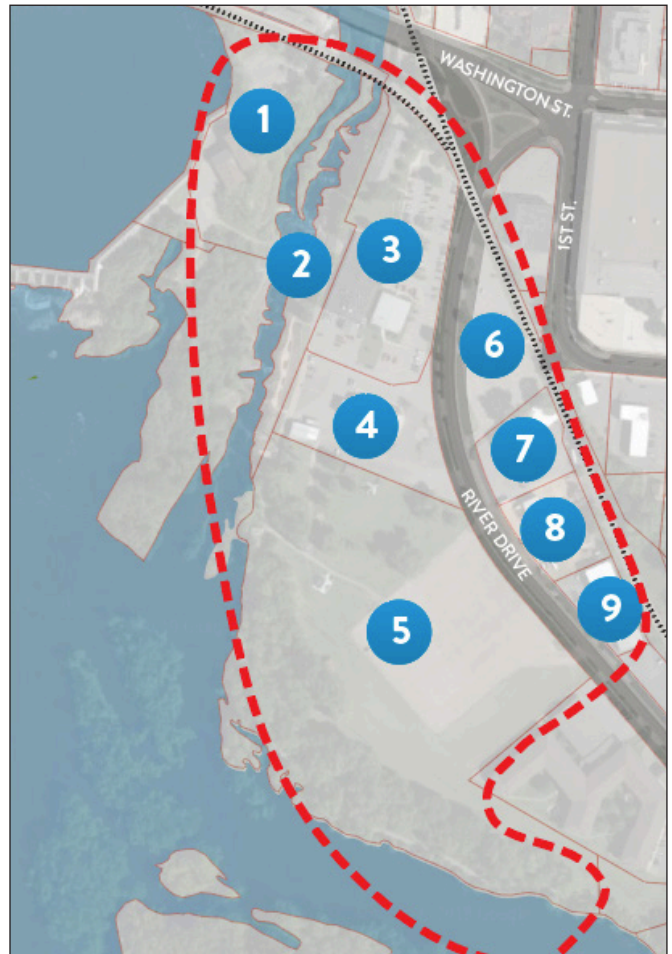
Parcel No. 6

Size: 1.25 Acres

Use: Surface Parking

Owner: City of Wausau

Zoning: Downtown Periphery Mixed Use



Parcel No. 7

Size: .88 Acres

Use: Commercial

Owner: Crescent Realty Corporation

Zoning: Light Industrial

Parcel No. 8

Size: .9 Acres

Use: Commercial

Owners: Dorothy and Jane Palecek

Zoning: Light Industrial

Parcel No. 9

Size: .6 Acres

Use: Light Industrial

Owner: Hadley Office Furniture & Machine

Zoning: Light Industrial

Future Land Use currently envisioned for this area includes Public/Open Space to the west of River Drive, and City Center to the east. The City Center designation promotes “an area of dense development and a mix of employment, commercial, and residential uses. It would include civic spaces for community gatherings and events. It would also be an area that is lively and designed for pedestrian access. Growth, development, and increased density would be encouraged.” In addition, a co-working space is being investigated for the WPS buildings on Clark Island.

ENVIRONMENTAL

A preliminary environmental review was conducted for the South Riverfront. Parcel No. 5 site is the Wisconsin Public Service (WPS) Property Environmental Repair Program (ERP) site (BRRTS # 02-37-552115). The site was opened in 2008 after a site investigation identified lead and arsenic soil contamination that exceeded the DNR direct contact limits. The ERP site was closed by DNR in 2011 with contamination in place. As part of the site closure, a cap is required to be implemented and maintained in accordance with a DNR approved maintenance plan. The required cap is a minimum of 12” of recycled asphalt, gravel, and “rotten” granite. The entire WPS property, including the parking lot, vegetative cover and River Edge Parkway needs to be maintained in compliance with the maintenance plan to prevent direct contact with residual soil contamination.

In addition to known environmental issues, a significant portion of the study area lies within the floodplain, especially the WPS owned land to the south. In order to determine next steps for addressing the environmental impacts on the target property, it is recommended that the initial site plan be used to help guide discussions with WPS and the WDNR regarding environmental conditions and how they will influence the development.

Specific permitting requirements will be determined as the City and its partners decide to implement specific construction projects. Key issues include soil contaminant impacts, stormwater management, sustainable design features, water quality, and grading. It is likely that a soils management plan will need to be developed and approved by WDNR prior to any site development activities.



Facebook/Wausau/Whitewater



The



MOBILITY

The downtown street network is dominated by two one-way pairs carrying the largest volumes of traffic along US 51 and STH 52. These arterial streets feed a mix of local streets with significantly less traffic volumes. River Drive provides access to the study area and is identified as a boulevard street type in the conceptual street type network diagram (green line).

A boulevard is characterized by wide sidewalks for strolling and street-oriented buildings which create an outdoor room effect. A well designed boulevard can serve multiple functions simultaneously including traffic movement, green space, pedestrian and bicycle accommodation, and stimulating adjacent street oriented development to support a vibrant street life.

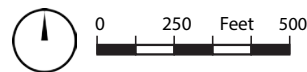
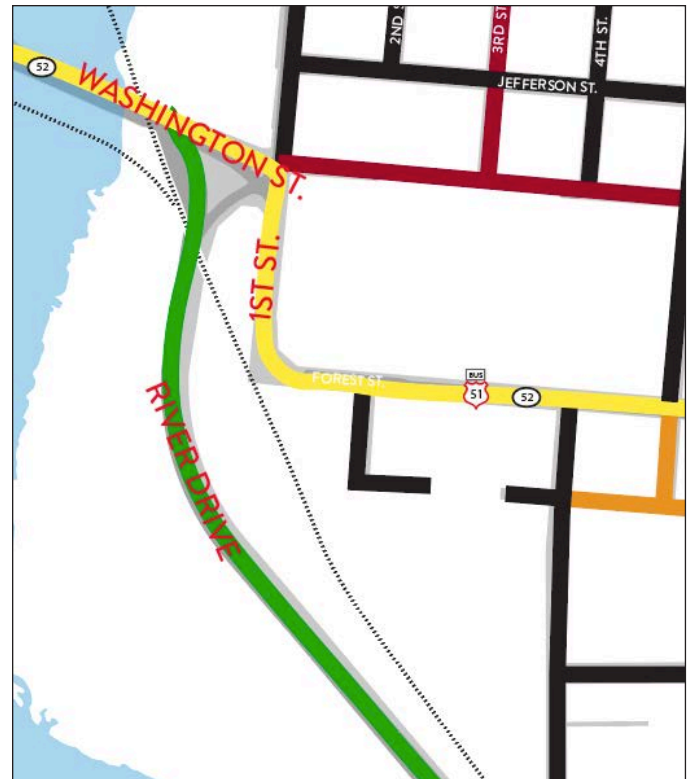
Two of the three basic types of boulevard streets are worth considering for River Drive when it is due for reconstruction.

Center Median Boulevard

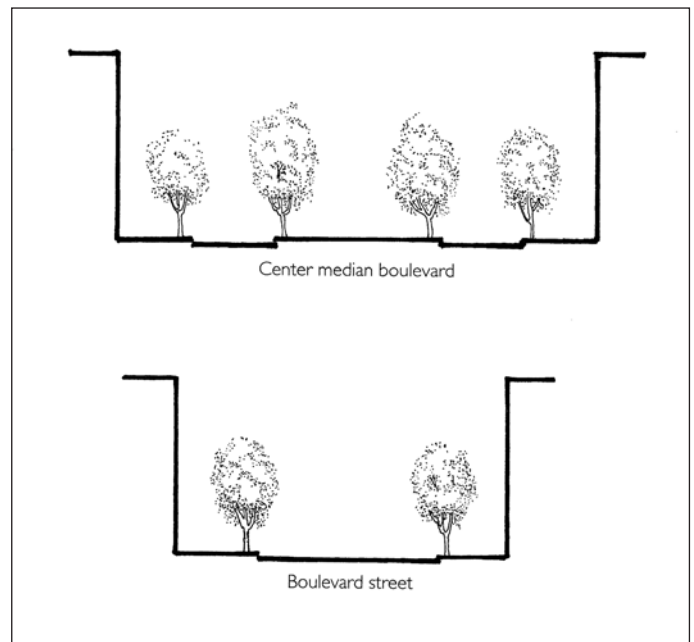
- Wide central landscaped median flanked on either side by streets roadways or sidewalks
- Median may be a pedestrian promenade but more likely planted with grass, trees, or other vegetation.

Boulevard Street

- Basically a regular street but with broad tree lined sidewalks
- Wide walkways, potential bike accommodation

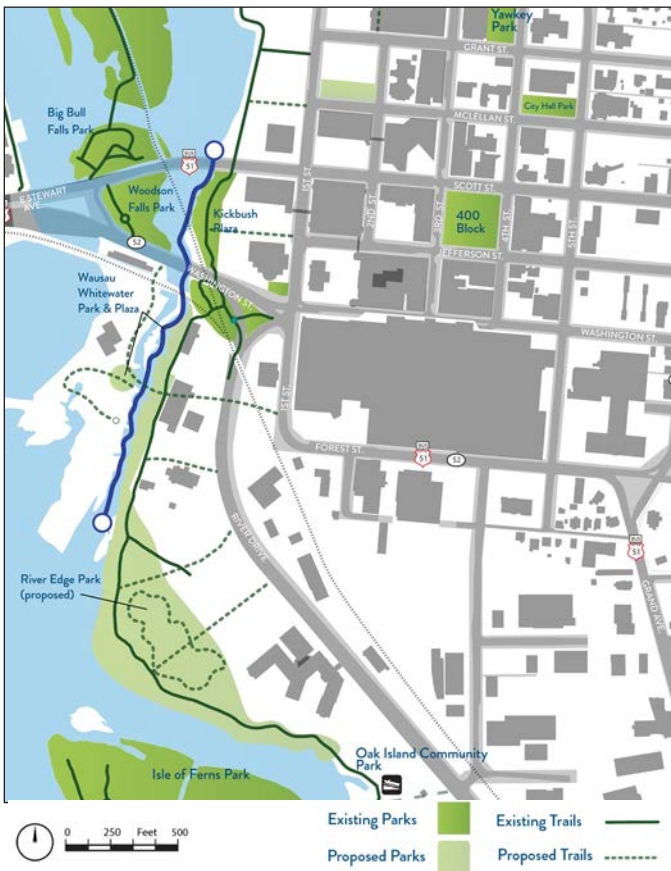


Boulevard Street 



PARKS, TRAILS, OPEN SPACE

The study area includes over ½ mile of existing trail and the Wausau Whitewater Park. It has direct trail connections to Isle of Ferns and Oak Parks to the south Big Bull Falls and Barker-Stewart Island Parks to the south. Wausau Whitewater is a world class destination whitewater course. Planned enhancements include an upgraded campground, pedestrian bridge to Clark Island, viewing/awards plaza, improved ADA access, ambulance access to Clark Island, and more formalized kayak launch and lock up areas. This Plan proposes a new park, River Edge, on the site of the current WPS owned land used for the Farmer’s Market. New trail connections will link the River Edge trail system to adjacent development and downtown Wausau.



HISTORIC RESOURCES

While there are no historically designated areas within the South Riverfront study area, the Chicago NW RR Depot lies immediately to the north adjacent WPS land and the railroad flanking E Stewart Ave. On the WPS land south of the former RR Depot is a vacated electric building station which is being evaluated as the site of a potential coworking space.



MARKET CONDITIONS

The analysis supports a combination of uses that can be developed within the South Riverfront including:

Approximately 250 units of high-end rental housing, priced from \$1,200 per month or above. This may also include some affordable units and units for seniors adjacent River Drive.

Approximately 250 condominium units priced from \$150 to \$300 per square foot, fronting on the river and open space in the South Riverfront area.

Due to its location away from the concentration of retail and dining, there are fewer opportunities to develop commercial space within the South Riverfront area. The river is the primary asset in this regard, and may support an isolated restaurant or limited types of retail, such as a sporting goods store which would tie to activities in the adjacent parks. Furthermore, it is likely that the existing light industrial/commercial uses east of River Drive will remain viable for the foreseeable future. As additional housing is introduced into the area, the more likely the neighborhood will support additional commercial development. The proposed public market may provide an opportunity to help incubate local small businesses.

TARGETED OPPORTUNITIES

Demand for Residential

Adequate demand exists to introduce new owned, multifamily housing at the South Riverfront redevelopment sites. The primary competition for downtown sites will be comparable units that may be developed in nearby city centers, and suburban-style units which have, so far, made up the majority of the available supply. **The South Riverfront will be a more attractive setting for either of two possible uses, for which it is reasonable to set a goal to capture a 20 to 30 percent market share, or about 250 units of both owner occupied and rental units:**

Multi-storied condominium buildings can be developed adjacent to greenspace and overlooking the Wisconsin River and proposed River Edge park. A mix of one- and two-bedroom units, and a small number of larger units can be supported. Amenities should include private outdoor space (walk-out patio or balcony), covered parking, and high-end finishes such as quartz or granite countertops and

tiled tub/shower enclosures. The targeted buyers for these units are singles or couples without children, and active seniors.

Unit prices will vary based on size, views, and amenities, but can be competitive with pricing from \$150 to \$300 per square foot for finished units.

The South Riverfront presents a good opportunity to develop high-end rental units that can take advantage of river and open space views, along with proximity to recreational assets. The Urban West Apartments will serve as a good model for the kind of unit that can be developed in this location, marketed to young professionals, downtown workers, and older singles or couples who do not want the responsibility to maintain a home. These are renters who find urban living appealing and the design should cater to that desire.

With about 2,900 households able to afford rent in excess of \$1,000 per month, growing to over 3,300 households by 2029, the existing supply of higher-end rentals is insufficient to meet potential demand. While some will choose to rent a less expensive apartment to save money, others are doing so because the market is not offering what they want. The City might set a target to meet 30 to 40 percent of the demand for high-end rentals in the downtown, capitalizing on the riverfront and a walkable district with dining, entertainment, and shopping.



200-300
OWNER-OCCUPIED
UNITS NEEDED



200-300
RENTAL
UNITS NEEDED



\$150 TO \$300/SQ. FT
CONDO SALE PRICE RANGE



\$1,200 +
MONTHLY RENT RANGE

MASTER PLAN

VISION

The South Riverfront is a unique urban neighborhood that attracts residents and visitors year-round. Outdoor recreational opportunities including flat water and whitewater kayaking, fishing, running, bouldering, bird watching, and nature viewing attract visitors from throughout the region.

A diverse mix of housing types and price points helps create a thriving neighborhood where people can age in place or raise kids, own or rent. The neighborhood supports adjacent local businesses and a limited amount of new commercial development, primarily incorporated into new mixed-use buildings. The neighborhood is a fun place to live, with easy access to nearby cherished social gathering spots like cafes, coffee shops, breweries, music venues, restaurants, and arts centers.

A new pedestrian walkway connects downtown Wausau to the riverfront and year-round indoor market, culminating in a compelling outdoor plaza that serves as a focal point and social activity node for the entire development. The outdoor plaza hosts music, kayak, and neighborhood events, framed by a ring of covered outdoor farm market stalls and a world class kayak course. With views down the Wisconsin River and south to Rib Mountain the plaza becomes another signature Wausau waterfront destination.

GOALS + OBJECTIVES

By reviewing, discussing, and prioritizing the challenges and opportunities facing the study area, community leaders can continuously refine specific goals and strategies to help guide future decision making and communicate effectively with the public, downtown businesses, and downtown investors. The following goals and objectives were derived from stakeholder and public feedback, as well as a review of prior documents and input from City staff and elected officials.

1. Establish a thriving neighborhood along South River Drive and the River Edge Parkway, including new residential and mixed-use development
2. Support potential year-round market
3. Provide year-round activities for a variety of age groups
4. Embrace an “Outdoor Recreation” theme
5. Improve mobility and access to the river
6. Enhance walking, biking, kayaking amenities.
7. Green up and make the river environment more dynamic/destination

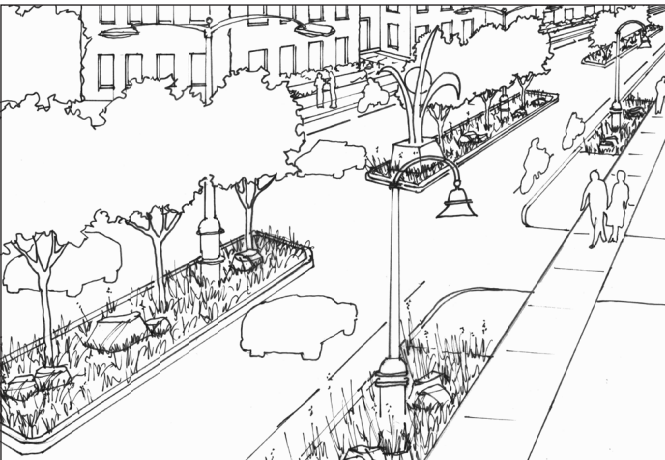


REDEVELOPMENT OPPORTUNITIES

1. Pedestrian Bridge. An elevated pedestrian bridge connects Forest Street/1st Street to the central development axis that includes the proposed Indoor Market, Outdoor Plaza, and Farmer's Market. A bridge at this location could rely on an elevator or spiral ramp to accommodate the grade change. This connection should be considered as future planning for Wausau Center occurs.



2. River Drive. This plan envisions a boulevard treatment for River Drive. Further analysis is required to evaluate the feasibility of this vision, however the concept is to provide a street that will attract and frame future residential and mixed-use development. The “center median boulevard” would include plantings, trees, and possibly sculptural elements in the center median to reinforce an outdoor recreational theme for the overall development. The street section would accommodate two vehicular lanes (one on each side of the street), as well as bike lanes and on-street parking to help accommodate large events. A sidewalk with regularly spaced trees would create an attractive pedestrian environment and development address. Alternatively, River Drive could be modified to function as a boulevard street, keeping its existing section in place but adding a wider sidewalk and/or side path to accommodate both bicyclists and pedestrians.



3. Washington St & River Drive Intersection.

Reconstruction of this intersection will provide multiple benefits for the study area. The proposed reconstruction as identified in the Urban Design and Transportation Plan (2019) of the 1st Street/River Drive/Washington Street intersection will achieve the following benefits:

- Creating a signalized, non-motorized crossing for the Rivers Edge trail crossing Washington Street;
- Providing westbound motor vehicle access to the Marathon County Library parking lot;
- Simplifying operations at the Washington Street / 1st Street intersection;
- Improving the visibility of the River Road entrance; and
- Creating space for an improved gateway entrance into downtown Wausau.



Above: Existing River Drive/Washington Street/1st Street intersection
Below: Proposed realignment of River Drive



4. The Power House. Co-working space. The Power House would provide a venue for freelancers, entrepreneurs, and other contingent workers to patronize on the banks of the Wisconsin River. This office concept is currently being investigated, and would complement the South Riverfront neighborhood development. However, this building has several development challenges and WPS is currently in the process of securing permission to demolish the structure. The authors of this plan recommend the building be preserved, its history and physical location make it a very strong and unique asset around which to plan for the future. Other potential future uses include a brewpub or restaurant, a unique lodging venue or banquet/meeting space.



Incorporating adventure play and outdoor lifestyle activities along the riverfront will enhance the area's development potential while providing quality of life benefits for existing residents.

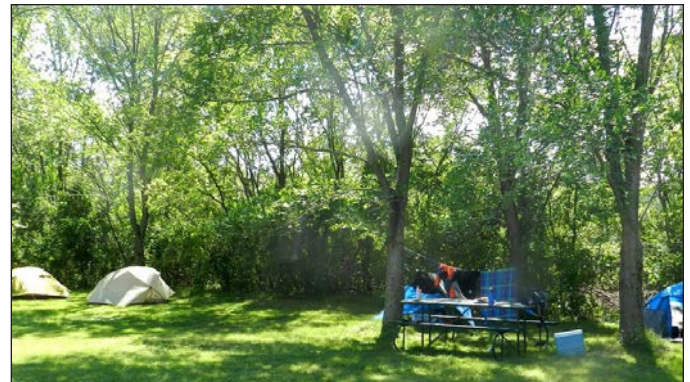
5. River Edge Park. The River Edge Parkway system is a bold vision for interconnected parks, waterfront, and trails along both sides of the Wisconsin River through the heart of the City. The proposed River Edge Park would transform a capped brownfield on former industrial land into an outdoor recreationally themed waterfront park providing year-round programming and adventure play opportunities. The park will include open space to support large kayak events and provide low impact overnight camping opportunities. An expanded trail network would connect to the proposed residential development to the east. Circulation within the park is centered around a new trail loop. An outdoor climbing wall complements the kayak course drawing new users to the riverfront throughout the week. Picnic facilities and outdoor fire rings create social activity nodes within the park, while a long looping outdoor ice-skating ribbon draws visitors outside during the winter months. Natural plantings and ecological restoration improves wildlife along the river corridor and supports diverse insect and bird life, which in turn attracts more bird watchers and walkers to the park.



Based on initial discussions with stakeholder groups and limited public feedback the following program elements were identified and should be considered when a final site plan is prepared for the park:

- Dog park
- Community garden
- Wheelchair accessibility
- Beer garden
- Ice ribbon/skating
- Space for staging whitewater events
- Camping
- Natural playground
- Trails
- Picnic facilities
- Bathrooms

The park should extend the length of the water's edge adjacent Wausau Whitewater Park south from the railroad tracks all the way to Oak Island park. The park should extend into the middle portion of the parcel to reach at least 4-5 acres in size.



Milespaddled.com

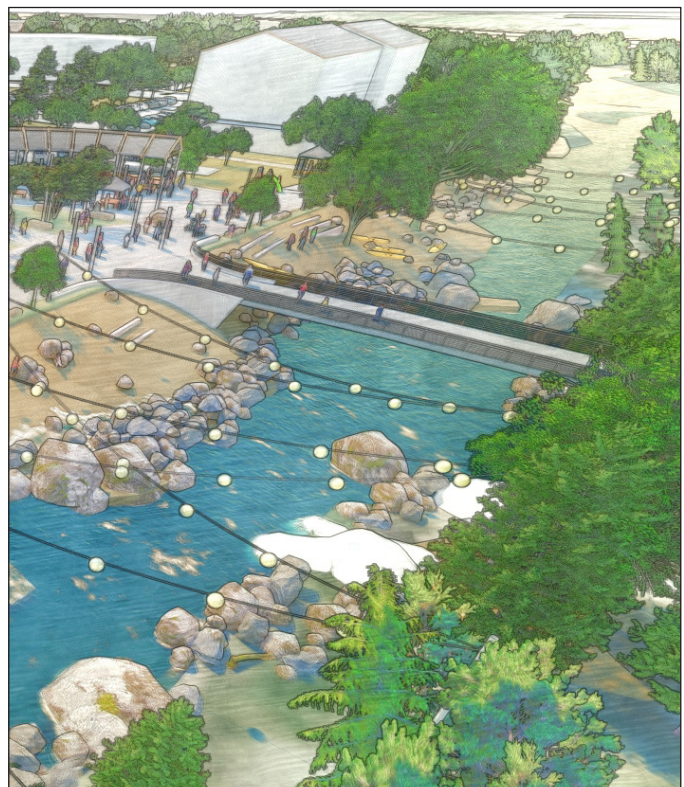
6. Outdoor Farm Market + Plaza. A U-shaped outdoor vendor market provides a unique venue for the farmer’s market and other vendor events. The farmer’s market and adjacent outdoor stall space along the Boardwalk can accommodate up to 80+ vendors. The structure will provide shade and shelter for a variety of user groups to enjoy the waterfront year-round. The structure will frame a round outdoor public plaza on the River Edge Boardwalk adjacent the kayak course. The public plaza will create a sticky pedestrian environment and encourage social activity among visitors to the waterfront. While not large enough to host bigger outdoor concerts like the 400 block, the plaza will feel more intimate and provide a variety of seating opportunities to support smaller concerts, kayak and farmer’s market related events.

7. Public Market. A year-round indoor public market is envisioned as part of the farmer’s market/outdoor plaza development. The market building, which could repurpose the old “Mill Building” or take design inspiration from it, would link River Drive to the waterfront along a strong pedestrian axis that connects the riverfront to downtown via an elevated pedestrian walkway west of River Drive just south of the Whitewater Music Hall. The market could include space for farm market vendors, food vendors, and possibly a limited commercial establishment catering to the outdoor recreation market. The facility and adjacent outdoor plaza may also provide a unique venue for smaller weddings and other special events.

8. Pedestrian Bridge – Kayak Course. The planned pedestrian bridge will connect both sides of the kayak course, providing accessibility to viewing areas and connectivity between the river and proposed development sites. The bridge will also serve as a viewing area for whitewater events and will likely become a destination on the riverfront.



BELOW: A formalized boardwalk includes lighting, vendor space, and expanded public viewing areas adjacent the whitewater course.

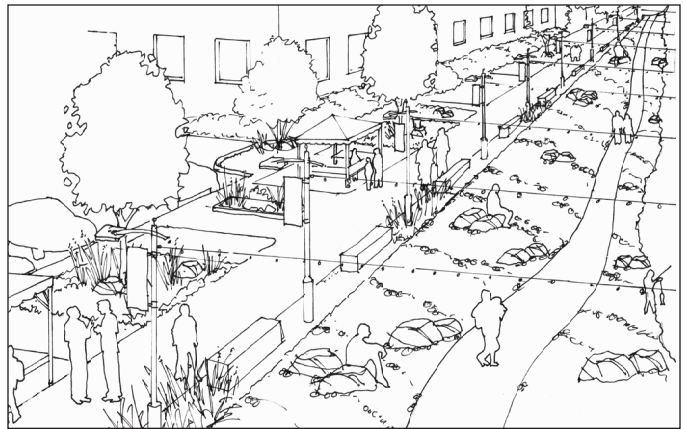




ABOVE: The proposed farmer's market and Wausau Whitewater enhancements will enhance Wausau's livability while attracting visitors and new residents to the area.



9. Boardwalk. This plan envisions a widened River Edge trail through the more intensively developed portion of riverfront adjacent the kayak course at the site of the current County-owned buildings. The boardwalk would continue to function as a multi-use trail, but would widen to accommodate larger event crowds, while also providing space fronting the riverfront for pop-up vendor stalls. String lights, stone seating, waterfront views, views of Rib Mountain, and proximity to the outdoor plaza and pedestrian bridge would create an iconic destination for both visitors and residents year-round.



10. Hotel. This plan identifies a prime hotel location at the north end of the study area. However, according to current figures there may not be sufficient market demand to warrant development. If, after the property is assembled for future redevelopment, there is still not sufficient market demand, this site would be desirable for higher density residential or mixed-use development as well.





These perspectives are intended to serve as preliminary concepts for illustration only. Future site planning will incorporate the needs of Wasau Whitewater Corporation.



11. Mixed Use Development. This site, adjacent the proposed farmer’s market and outdoor plaza is suitable for both residential and mixed-use development. Commercial uses may include eating and dining options or an outdoor oriented specialty store. Market rate housing may include rental and owner-occupied units. Future development should provide ample space to support large kayak and other special events adjacent the river, including parking and camping requirements which will evolve over time as the whitewater park continues to improve.



12. River Edge Park Residential. This phase of development would occur on land currently owned by WPS. This is a prime development site with proven market rate senior housing immediately to the south. Multifamily new market rate, owner-occupied and rental apartments are anticipated. Given the proximity to the waterfront, parks, and trails, this site may be particularly attractive to active seniors and retirees.



13. River Drive Residential / Mixed-Use sites between River Drive and the railroad tracks can provide opportunities for conventional multi-story apartment buildings or missing middle type housing products, such as townhomes. These sites may lend themselves to affordable housing development, while reserving waterfront sites across River Drive for higher value development. It is anticipated these sites would be developed in later phases, as more desirable residential locations prove successful and demand for eating, dining, and personal services grows.



Source: http://www.knothebruce.com/project_item/the-overlook-at-hilldale/



IMPLEMENTATION STRATEGY

The City's primary focus should be on incentivizing desired and market driven development that reflects the community's values and future aspirations. The County and WPS have expressed a willingness to work with the City to achieve the overall vision.

RECOMMENDATIONS

The focus is on creating new housing units in conjunction with farmer's market and Wausau Whitewater improvements. Seek out a diverse mix of rental and owner occupied housing products and types.

1) Establish MOU between City of Wausau and Marathon County. The MOU should describe each parties' roles and responsibilities for facilitating redevelopment, including the concepts described in this plan.

2) Meet with WDNR to identify and discuss likely environmental permitting requirements necessary to achieve the vision of the plan. WPS has made significant progress toward removing removing its waterfront parcel from FERC boundaries, which will allow them to sell the property.

- City staff should set up a joint meeting with Marathon County, WPS, and the WDNR to review and discuss the vision plan and future permitting requirements

3) Review and discuss master plan with Parks and Recreation Committee and staff.

- Identify programming opportunities and challenges for River Edge park and proposed Boardwalk
- Explore alternate financing models to create a financially viable park
- Update Comprehensive Outdoor Recreation Plan to include proposed River Edge Park

4) Establish budget line items for property acquisition on City's CIP to include:

- Short and longer-term budget line items for property acquisition on City's CIP
- Detailed master planning and preliminary engineering for River Edge Park, Farm Market, Boardwalk, Public Market

5) Evaluate financial feasibility of a farmer's market and year-round public market.

6) Assemble properties for future redevelopment.

- Meet with property owners to share and discuss conceptual plans
- Work collaboratively with Marathon County, WPS, and private property owners to facilitate future development.
- Negotiate land purchases with current property owners.

7) Evaluate feasibility of hotel

- Market the hotel site to developers and local investors
- Share concept plans with potential hotel developers
- Consider updating hotel feasibility study (2014) in 2-3 years as redevelopment property is purchased and assembled.
- As part of future study, evaluate potential for banquet/meeting space to be incorporated as part of hotel development or as part of proposed Indoor Market building.

8) Investigate potential P-3 structures to support concept development. Explore potential partnerships with local government, private and non-profit businesses.

- Pro-actively issue RFEIs to identify and engage developers and investors with a strong interest in partnering with the City on future development.
- Consider hiring a master developer consultant team to prepare a final development plan and help the City orchestrate the desired vision. Through a public-private partnership the City can play a strong role guiding future development, while allowing multiple private development interests to bring forward economically viable projects that fit into the overall vision.

9) Prepare preliminary engineering feasibility studies to further design concepts and prepare land acquisition and site preparation costs associated with:

- Reconstructed Washington St & River Drive intersection/River Drive Boulevard
- Farmer’s market/public market/Outdoor plaza/Boardwalk
- River Edge park – final detailed master plan to include 30% engineering plans

10) Prepare final design plans

- Public Market/Farmer’s Market/Outdoor Plaza/Boardwalk
- Washington Street/River Drive

11) Evaluate feasibility of year-round market

- Identify and engage potential project partners
- Conduct a feasibility study to determine financial viability of a year-round public market
- Construct new public market

PHASING

Redevelopment is contingent upon land acquisition and assembly and will take several years to implement. This plan envisions the following major phases of development over the next 5-10 year period.

Phase 1:

- Land acquisition and assembly.
- More detailed master planning, preliminary engineering, community input, and engagement with multiple developers to identify a final vision for future phases of development.
- Reconstruction of the River Drive and Washington Street intersection.

Phase 2:

- Public Market/Farmer’s Market/Hotel.
- Hotel development. If a hotel is not viable, an apartment building is envisioned for the site.
- River Edge Residential - New multifamily residential units adjacent Island Place Apartments will front either newly established River Edge Park or River Drive.
- Mixed-Use Development. This phase will establish a mix of residential units and limited commercial development between the outdoor plaza/farmer’s market and River Edge park.

Phase 3:

- River Drive Residential

