AGENDA
HISTORIC PRESERVATION / DESIGN REVIEW COMMISSION

Wednesday, June 20, 2012 – 4:00 PM

Lincoln Center
1519 Water Street – Stevens Point, WI 54481

(A Quorum of the City Council May Attend This Meeting)

Discussion and possible action on the following:

1. Request from the Community Development Authority of the City of Stevens Point for the construction of Third Street, from Main Street to the south to Centerpoint Drive to the north, and associated demolition needed of the former CenterPoint MarketPlace, located at **1201 Third Court (soon to be Third Street), Parcel ID 2408-32-2029-51.**

2. Request from the Community Development Authority of the City of Stevens Point for the demolition of the former Centerpoint MarketPlace located at **1201 Third Court (soon to be Third Street), Parcel ID 2408-32-2029-51** from the re-established Third Street, east to 1200 Main Street (Shopko building), excluding 1101 Centerpoint Drive (former Dunham's Sports).

3. Adjourn.

Any person who has special needs while attending these meetings or needs agenda materials for these meetings should contact the City Clerk as soon as possible to ensure that a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715)346-1569, TDD# 346-1556, or by mail at 1515 Strongs Avenue, Stevens Point, WI 54481.

Administrative Staff Report

Construction of Third Street and Demolition of Centerpoint Marketplace
1201 Third Court
June 20, 2012

Department of Community Development
1515 Strongs Avenue, Stevens Point, WI 54481
Ph: (715) 346-1568 - Fax: (715) 346-1498

Applicant(s):

- Community Development Authority of the City of Stevens Point

Staff:

- Michael Ostrowski, Director mostrowski@stevenspoint.com
- Kyle Kearns, Associate Planner kkearns@stevenspoint.com

Parcel Number(s):

- 2408-32-2029-51

Zone(s):

- "B-3" Central Business District

Master Plan:

- Downtown District

Council District:

- District 1 – Beveridge

Lot Information:

- Actual Frontage: 930 feet
- Effective Frontage: 930 feet
- Effective Depth: 180 feet
- Square Footage: 167,400
- Acreage: 3.843

Structure Information:

- Year Built: 1985 (27 years)
- Number of Stories: 1

Current Use:

- Vacant

Request

1. Request from the Community Development Authority of the City of Stevens Point for the construction of Third Street, from Main Street to the south to Centerpoint Drive to the north, and associated demolition needed of the former CenterPoint MarketPlace, located at **1201 Third Court (soon to be Third Street), Parcel ID 2408-32-2029-51.**

2. Request from the Community Development Authority of the City of Stevens Point for the demolition of the former Centerpoint MarketPlace located at **1201 Third Court (soon to be Third Street), Parcel ID 2408-32-2029-51** from the re-established Third Street, east to 1200 Main Street (Shopko building), excluding 1101 Centerpoint Drive (former Dunham's Sports).

Attachment(s)

- Parcel data sheet
- Redevelopment Concepts
- Downtown Development Plan
- Images of the building

Findings of Fact

- Mid-State Technical College will occupy the western most portion of the former CenterPoint MarketPlace.
- Third Court will reconnect with Third Street to the north, and become Third Street.
- The former Dunham's Sports building (1101 Centerpoint Drive) will remain.
- A demolition request within a Historic District must be approved by the Historic Preservation – Design Review Commission.
- The Community Development Authority of the City of Stevens Point approved the razing of the structure outlined in the map below on June 12, 2012.

City Official Design Review / Historic District

- Design Review District

Staff Recommendation

Approve the request for the installation of Third Street and the demolition of the remaining portion of the former CenterPoint MarketPlace, except for the

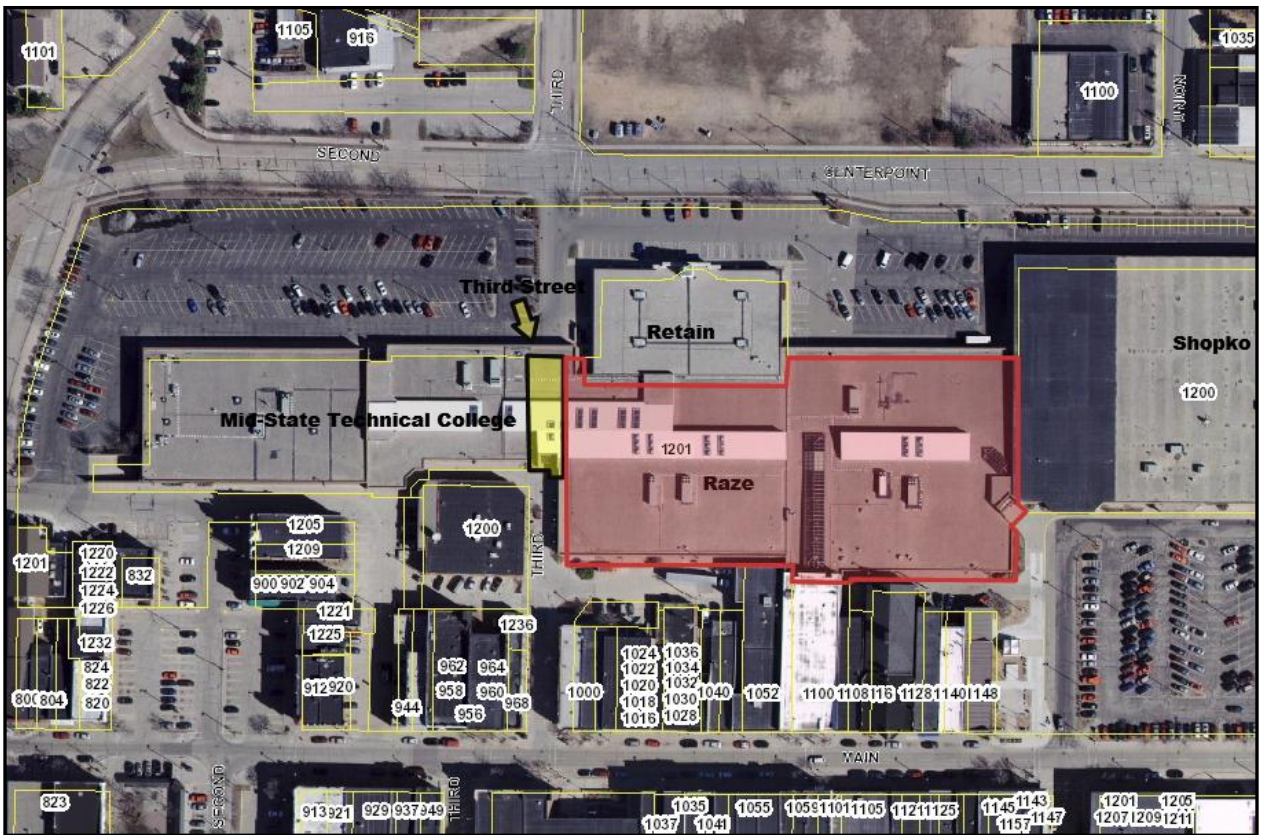
Applicable Regulations: • Chapter 22 • Design Guidelines	area to be occupied by MSTC, the former Dunham's Sports building, and the Shopko building. Staff also recommends allowing the HP/DRC chairperson and designated agent to approve the repairs to any exterior walls that are needed to adjacent buildings as a result of said demolition.

Background

The Community Development Authority of the City of Stevens Point (CDA) has continued to proceed with the Mid-State relocation / CenterPoint MarketPlace redevelopment project. The project involves relocating Mid-State Technical College (MSTC) to the western most portion of the CenterPoint MarketPlace (former JC Penney's and a portion of the former mall). In addition, the plan is to re-establish Third Street from Main Street north to Centerpoint Drive. Finally, the CDA approved the demolition of the center portion of the CenterPoint MarketPlace, leaving approximately 54,000 square feet for MSTC, the former Dunham's Sports building, and Shopko.

The CDA approved the demolition of the center portion at their meeting on June 12, 2012. The demolition of the portion for Third Street would need to occur soon in order to construct the road this year, in order for MSTC classes to begin next year at the site. A permanent wall would be established for MSTC west of Third Street, as MSTC will occupy that entire portion. MSTC will submit this plan at a later date. The CDA is requesting the HP/DRC to approve the demolition of the rest of the unoccupied mall from the proposed Third Street, east to Shopko, excluding the former Dunham's building (1101 Centerpoint Drive), which is a freestanding building that was constructed after the main mall. Details have been provided below discussing the property and proposed project, as well as the historic preservation / design review guidelines.

Vicinity Map



Standards of Review

Chapter 22 of the Municipal Code outlines the regulation of demolition of buildings:

c) Regulation of Demolition. No permit to demolish all or part of an improvement in a historic district or a landmark, shall be granted by the building inspector except as follows:

1. At such time as such person applies for a permit to demolish such property, the commission may refuse to grant such written approval, or suspend action for a period of up to four (4) months from the time of such application. During such period, the applicant and the city shall cooperate in attempting to avoid demolition of the property. During this time, the owner shall take whatever steps are necessary to prevent further deterioration of the building. At the end of this four (4) month period, the commission shall act on the application by either granting or refusing to grant permission to demolish such property. The applicant may appeal any decision of the historic preservation/design review commission made under this paragraph to the common council.

2. Standards. In determining whether to grant or deny the demolition request, the commission shall consider and may give decisive weight to the following:

   a. **Whether the building or structure is of such architectural or historic significance that its demolition would be detrimental to the public interest and contrary to the general welfare of the people of the city or state.**

      Analysis: The CenterPoint MarketPlace building has struggled to fill its space with tenants since its inception, and had numerous vacancies prior to condemnation by the CDA. Furthermore, the building is 27 years old, and although it is located within the design review district, it is not historic. Controversy surrounded the building's construction, as the building required the moving or demolition of several structures, and the destruction of the grid pattern of downtown streets. The building itself is a large building that is primarily constructed of brick with few windows, openings, or significant architectural features. The demolition of the CenterPoint MarketPlace building would allow the opening up of the downtown business area to the north, creating greater visibility of our downtown and easier access.

      Findings: The building has few, if any, significant architectural or historical features, and its design is contrary to many of the current design review guidelines that one would like to see in a historical district. Specifically, the sheer size of the building goes against the City's design standards. Including Shopko, the building spans over 1,000 feet with no exterior cut-through for pedestrian or vehicular access. New or infill construction would require a similar size/scale development as adjacent properties. In addition, the existing disturbance of the grid street pattern created by the building limits walkability, which is vital for a downtown.

   b. **Whether the building or structure, although not itself a landmark building, contributes to the distinctive architectural or historic character of the historic district as a whole, and therefore, should be preserved for the benefit of the people of the city or the state.**

      Analysis: The building is large at over 164,000 square feet, and it takes up nearly two city blocks. Furthermore, it is a single-story, elongated structure. The other buildings that lie within Stevens Point's downtown differ in that most are two or more stories, constructed of unique stone or brick, and have a commercial storefront.

      Findings: The mall has never conformed well with the historic character of the downtown, and if anything, has created a challenge to maintain the character of the surrounding area when streets were vacated and historic homes and business were destroyed for its construction. Its size and elongated

shape also does not conform well that of the other existing downtown buildings. Lastly, the historical detail and design of the building is lacking, with very few windows along the building facades, few elements that provide separation, and few notable architectural features.

c. Whether demolition of the subject property would be contrary to the purpose and intent of this chapter and to the objectives of the historic preservation plan for the applicable district as duly adopted.

Analysis: The intent of this chapter has been provided below.

1) Effect and accomplish the protection, enhancement, and perpetuation of such improvements and of districts which represent or reflect elements of the city's cultural, social, economic, political, and architectural history.
2) Safeguard the city's historic and cultural heritage, as embodied and reflected in such landmarks and historic districts.
3) Enhance the quality of the city's visual environment.
4) Stabilize and improve property values.
5) Foster civic pride in the beauty and heritage of the past.
6) Protect and enhance the city's attractions to residents, tourists and visitors, and serve as a support and stimulus to business and industry.
7) Assure the highest quality of design for all public and private projects in the city.
8) Protect and to improve the general appearance of all buildings, structures, landscaping and open areas in the city; to encourage the protection of economic values and proper use of properties.
9) Encourage and promote a high quality in the design of new buildings, developments, remodeling and additions so as to maintain and improve the established standards of property values within the city.
10) Foster civic pride in the beauty and nobler assets of the city and in all other ways possible assure a functionally efficient and visually attractive city in the future.

Findings: The CenterPoint MarketPlace building is 27 years old, and not comparatively historical to that of the remaining downtown buildings. The sheer size of the building reduces the City's visual environment as it obstructs views to the north and from the north. The demolition will allow for the fostering of civic pride in the beauty and heritage of the past as streets can be re-established as they were located historically, and the back portions of existing buildings on Main Street can now be established or re-established for use and access. In addition, the removal of the center portion of the building will allow for the potential of increased open space and areas for new development that will be consistent with the current historical design guidelines.

d. Whether the building or structure is of such old, unusual or uncommon design, texture, and/or material, that it could be reproduced only with great difficulty and/or expense.

Analysis: The CenterPoint MarketPlace building is not of uncommon design. Rather, it is of a simple design and style that can be found in many other buildings constructed around the same time period in the 1980s. Skylights run from east to west atop the building, under which lies common space used for customers to travel between interior stores. Exterior material primarily consists of brick, also not uncommon for the construction period. Lastly, the building does have unique material found inside, such as terrazzo that lines the floors between stores.

Findings: The building is not unique for its period of construction in the 1980s. Much of the materials used to construct to building are easily obtainable and economical still today and commonly used to

construct commercial buildings. Furthermore, the trend of indoor malls is slowly fading on a national scale, as the new trend is for new commercial development to occur in the form of strip centers or commercial stand-alone building nodes along interstates and highways with high traffic flow and visibility to a greater number of potential customers.

e. Whether retention of the building or structure would promote the general welfare of the people of the city or the state, by encouraging study of American history, architecture and design, or by developing an understanding of American culture and heritage.

Analysis: The building holds no historical significance related to American history, architecture and design, or American culture and heritage.

Findings: Preserving the CenterPoint MarketPlace would not promote the study of American history, architecture, and design, nor American culture and heritage.

f. Whether the building or structure is in such a deteriorated condition that it is not structurally or economically feasible to preserve or restore it, provided that any hardship-or difficulty claimed by the owner which is the result of any failure to maintain the property in good repair cannot qualify as a basis for the issuance of an approval to demolish.

Analysis: The CenterPoint MarketPlace building itself is structurally sound. However, certain aspects of the interior mechanics are deteriorating. The heating, ventilation and cooling are original, and would need to be replaced or modified to adequately and efficiently heat and cool the building at some point in the future if the building remains. Plumbing is also original to the building's construction, and depending on new tenants, potential repairs and relocation may be necessary to meet their needs. Lastly, the extension of Third Street will leave a gaping hole within the unoccupied west side of the mall, severing the utilities. New utilities will need to be installed to serve the building that may remain vacant for an uncertain period of time. Moreover, a temporary wall would have to be constructed to provide protection from the elements.

Findings: The CDA would spend a significant amount of time, effort, and monies to maintain the center portion of the building for an unknown period of time. City plans call for the eventual reconnection and extension of Strongs, Avenue to the north, which would again sever the mall in order to be completed. The time and costs incurred to modify, maintain, repair, and market the mall and its interior mechanics will outweigh the costs that would be incurred demolish the center portion.

g. Whether any new structure proposed to be constructed or change in use proposed to be made is compatible with the buildings and environment of the district in which the subject property is located.

Analysis: CenterPoint MarketPlace will not be demolished in its entirety. 1101 Centerpoint Drive, the former Dunham's Sports, will remain. Also, the portion of the mall that MSTC will occupy will be used as an educational / training facility. It is anticipated that after demolition of the center portion of the mall, commercial and/or mixed uses will follow, similar to those found currently within the downtown.

Findings: The demolition of the center portion of the structure will create an area of land with few impediments for construction in terms of layout. The current structure is very large and elongated when compared to surrounding buildings, and it has large areas of common space between the stores that harm its attraction to developers. The large common areas limit the uses that could locate within the structure, or create significant costs if redesigned. In addition, the current structure has limited parking for the space occupied by the building. The demolition of the center portion will allow for developers to design a building with a more strategic layout, and allow for additional parking areas to be

installed to support such development. This new development will be able to be in line with the surrounding developments within the downtown.

h. Whether demolition of the building or structure would promote conformance with other criteria as designated in the architectural design guidelines.

Analysis: Standards exist within the Historic Preservation and Design Review Guidelines that address architectural designs, materials, entrances, windows, and signage. Many of the standards were not met with the construction of the mall in 1985. Those found below have not been met and can be addressed through demolition:

Architectural Standards

- New infill or construction shall be similar in scale to that of surrounding structures.
- New or infill construction shall not adversely contrast with significant horizontal or vertical patterns of rhythms of surrounding structures.
- The setback of new or infill construction shall be compatible to that of adjacent structures.
- Significant existing views or vistas shall not be adversely affected by new or infill constriction.

Materials

- Materials to be avoided may include, but not be limited to, concrete block, plastic, fiberglass, simulated brick, simulated stone, hardboards, or metal siding panels ad wood siding panels.

Entrances

- New storefront doors should match or closely resemble a traditional storefront door (i.e. contain large glass panels).

Findings: The demolition of the building will allow new construction that may better conform to the architectural design guidelines, as well as the needed parking. For example, the Commission has the power to designate types and style of windows, of which there are few on the existing center portion of the mall. Additionally, entrances can be designed similar to those found on the storefronts in downtown. Materials also can be used that more closely align with the historical materials found used on other buildings within the downtown, which can be required by the Commission. Elements of landscaping, which are non-existent around the mall, could be incorporated as well.

Mid-State Technical College will own a majority of the original parking created and dedicated to the mall once the transfer of property is complete. Although parking is not required within the B-3 Central Business zoning district, it will be necessary to accommodate any business occupying the space. If the center portion is left as is, parking will continue to be inadequate for any type of use that would be located in the mall. Moreover, in today's commercial market, customers prefer to park very close to a business that they patronize for ease of access, time, and convenience. Trends are also shifting towards a more bike and pedestrian-friendly shopping experiences, with less impermeable parking; the sheer size and elongated shape of the center portion of the mall impedes this trend. Businesses that fail to offer convenient parking or adequate bike/pedestrian infrastructure may struggle, and inadequate parking and accessibility of one building may lead to difficulties fostering a successful business environment for the surrounding area, as well.

It is important to note that the demolition of the center portion of the mall may well open the door to a variety of new beneficial developments within the downtown. Businesses that currently are located to the south of the mall, along Main Street, will now receive exposure to the north. The additional space can allow them to take such actions as to create a second storefront, add a patio or an addition, or market the business from two sides. Parking for the respective

businesses can be created, as well. As stated above, Strongs Avenue can be re-established, providing another access into downtown.

Based on the findings above, staff recommends to approve the request for the installation of Third Street and the demolition of the remaining portion of the former CenterPoint MarketPlace, except for the area to be occupied by MSTC, the former Dunham's Sports building, and the Shopko building. Staff also recommends allowing the HP/DRC chairperson and designated agent to approve the repairs to any exterior walls that are needed to adjacent buildings as a result of said demolition.

Name and Address	Parcel #	Alt Parcel #
Community Development Authority of the City of Stevens Point 1300 Briggs Ct Stevens Point, WI 54481	240832202951	240832202951
	Property Address	
	1201 Third Ct	

Display Note

OWNERSHIP HISTORY

Owner	Sale Date	Amount	Conveyance	Volume	Page	Sale Type
Community Development Authority	10/14/2011	$910,000	Other	762709		Land & Build.
1201 Third Court LLC	10/4/2010	$1,200,000	Sheriff Deed	750043		Land & Build.
Dial-Centerpoint LP	11/21/2001	$3,700,000	Quit Claim Deed	598303		Land & Build.

PERMITS

Date	Number	Amount	Purpose	Note
3/17/2005	33034	$2,500	042 Interior Renov/Remodel	demo walls/new part walls
2/22/2002	30544	$75	020 Electrical	One Stop Pet
8/8/2001	30112	$11,000	042 Interior Renov/Remodel	fitting rooms & replace lights
6/29/2001	30009	$2,647	066 Plumbing	Remodel-Sears Portrait Studio
4/30/2001	30032	$51,600	042 Interior Renov/Remodel	Sears Portrait Studio
2/27/2001	29710	$2,500	066 Plumbing	Remodel - Claire's Boutique
12/11/2000	29694	$26,000	042 Interior Renov/Remodel	Space D-1

2012 PARTIAL ASSESSED VALUE

Class	Land	Improvements	Total
X4-Local Exempt	$0	$0	$0
Total	$0	$0	$0

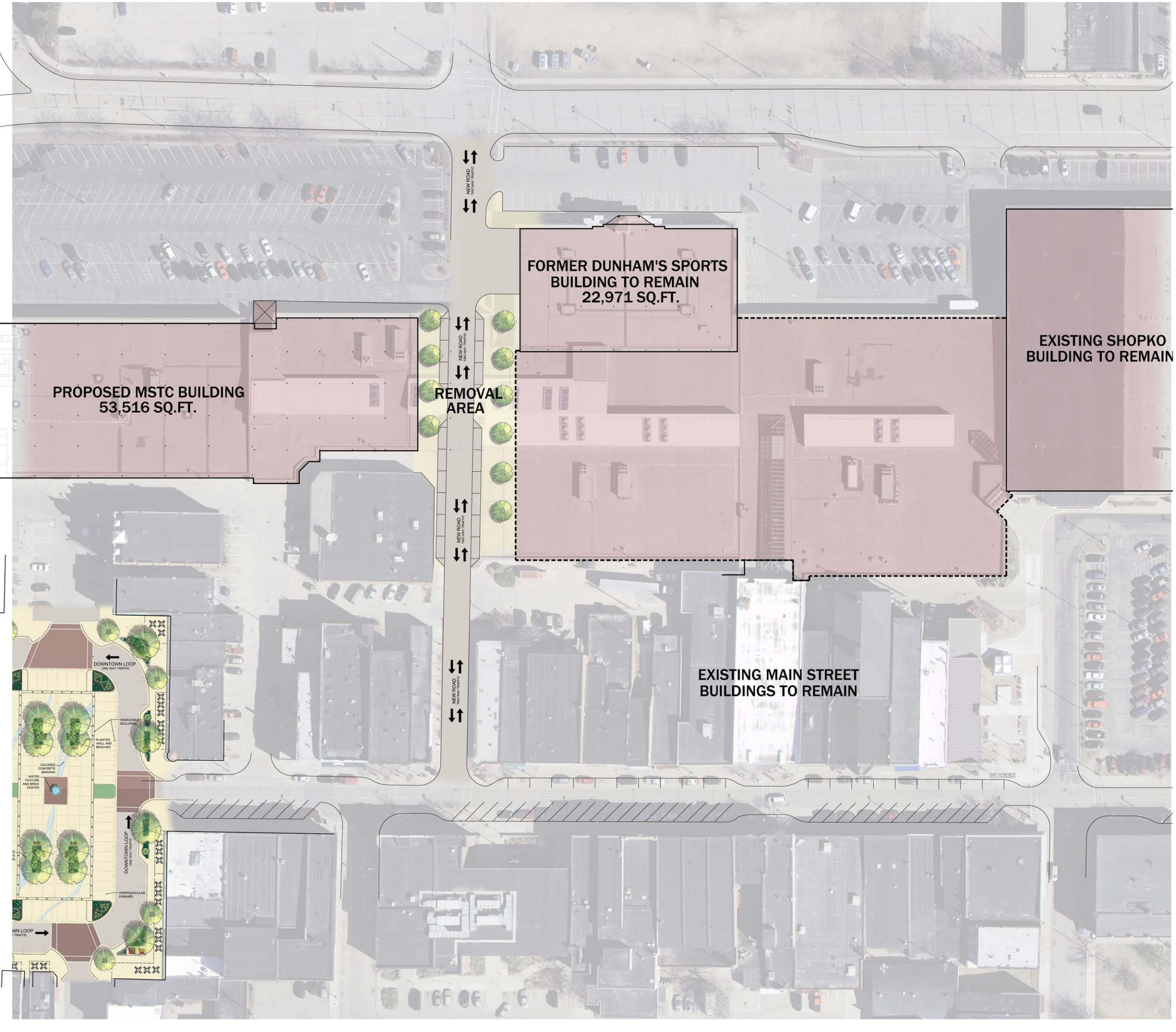
LEGAL DESCRIPTION

THAT PRT OF BLKS 3 4 13 & OUTLOT 1 OF SE&O ADD & BLKS 27 28 29 & 32 OF V BROWN ADD & VAC COLLEGE 2ND & 3RD ST IN GL 1 & NE NW S32 T24 R8 DES IN 458/181-85 762709

PROPERTY IMAGE

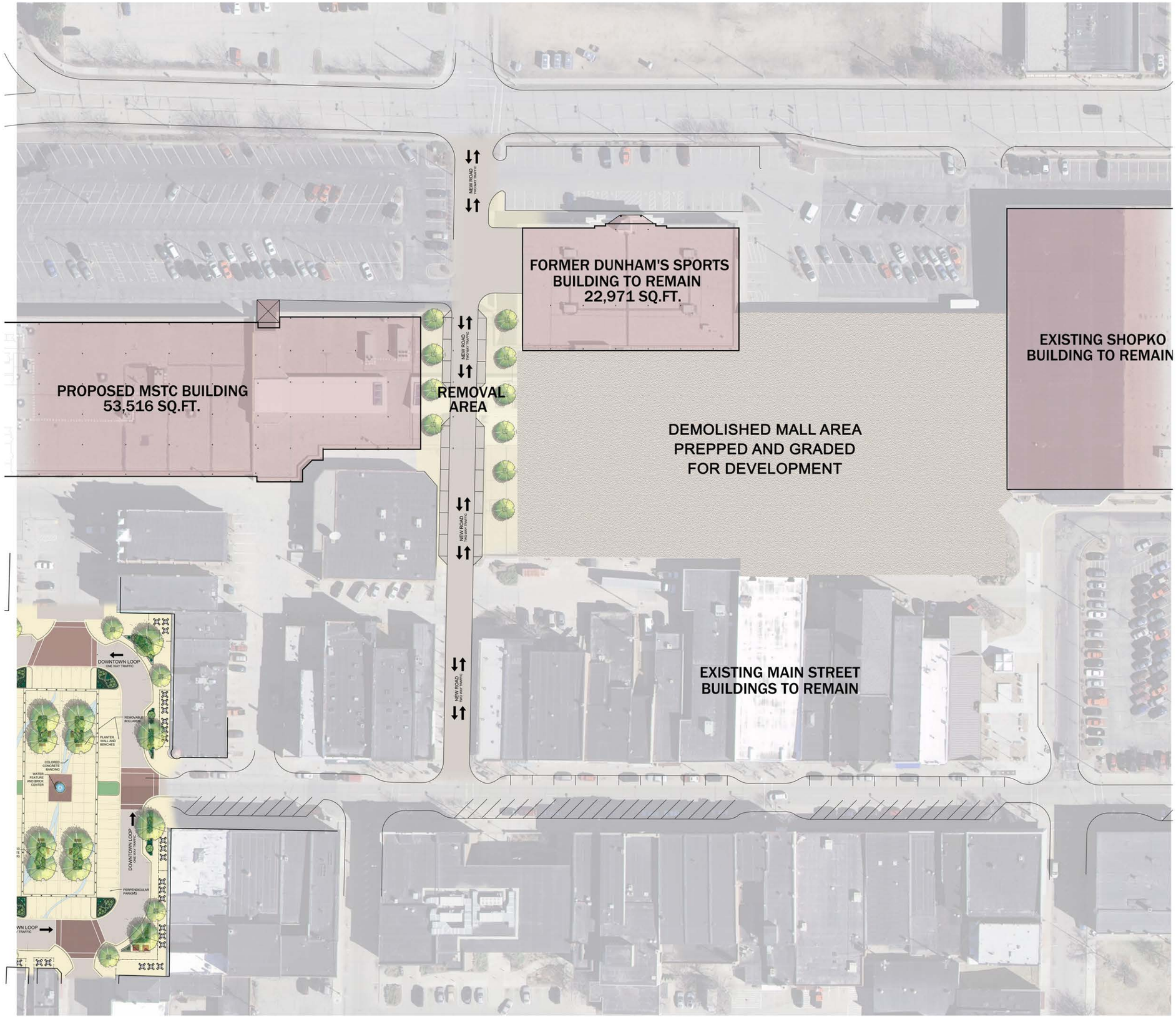
PROPERTY SKETCH

Information considered accurate but not guaranteed.



DOWNTOWN REDEVELOPMENT
CITY OF STEVENS POINT - PHASE 1
STEVENS POINT, WI

RETTLER corporation
3317 BUSINESS PARK DRIVE
STEVENS POINT, WI 54482
PROJECT #: 11.005
DATE: 3-26-2011



DOWNTOWN REDEVELOPMENT
CITY OF STEVENS POINT - PHASE 1A
STEVENS POINT, WI

RETTLER corporation
3317 BUSINESS PARK DRIVE
STEVENS POINT, WI 54482
PROJECT #: 11.005
DATE: 3-26-2011