

INTRODUCTION & EXISTING CONDITIONS



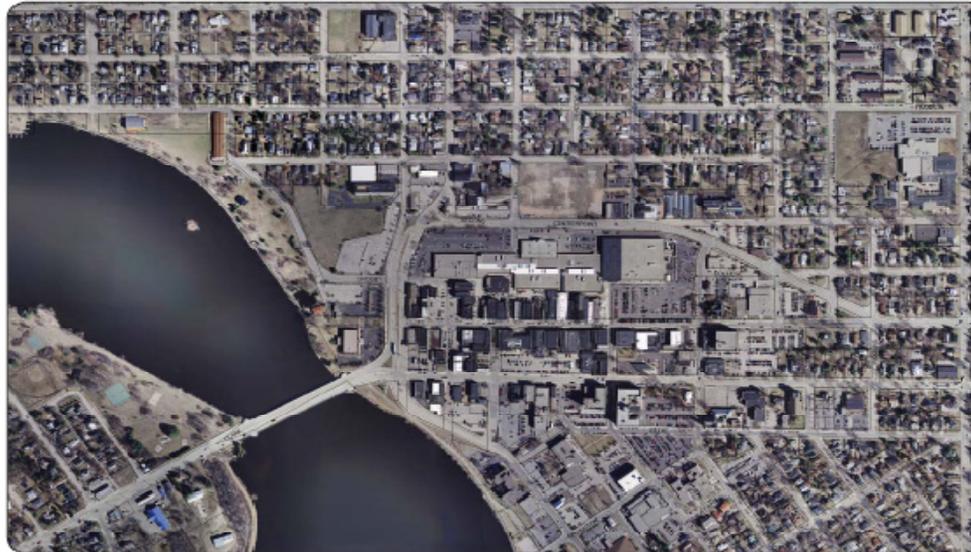
▲ Pedestrian-oriented Main St.



▲ Historic architectural details



▲ A civic asset: Farmer's Market



▲ Aerial view of downtown Stevens Point



▲ Riverfront View



▲ Current condition of Centerpoint Drive



▲ Redevelopment opportunity in Downtown area

Main Street

Main Street is the heart of Stevens Point featuring unique architecture and a viable mix of shops, restaurants, and residential development. The Plan includes new development and planning concepts that can enhance and reinforce the existing Main Street district in the short and long term.

Waterfront

The waterfront is a magnificent asset to the community. The Plan addresses ways to provide additional and reconfigured open space that maximize this resource.

Mall Redevelopment

The future status of the mall property has been under discussion in the recent past. The Plan looks at the potential for redeveloping portions of the mall in the context of the overall planning concepts envisioned for the downtown.

Other Redevelopment Opportunities

Infill development, including housing and commercial uses, is vital to the future success of the downtown. The Plan outlines several sites where new development will increase the diversity of uses and the residential population that can support local businesses.

One of the most significant challenges in the downtown is the lack of connectivity among the various elements in the area. For example, while the waterfront is a wonderful feature, it is cut off from Main Street by large surface parking lots and an overly-wide First Street. Another barrier is the existing mall which interrupts the street grid between Main Street and residential neighborhoods to the north. The two one-way streets (Centerpoint and Clark) divide the downtown into narrow strips between the traffic corridors and act as barriers to pedestrian flow. These streets also contribute to a complicated traffic pattern that emphasizes through traffic rather than access to local business. Given these circumstances, a key objective of the Plan is to interconnect and integrate the various areas within the downtown along with new infill development.

FUTURE REDEVELOPMENT OPTIONS

1. Reinforce Main Street

Encourage efforts to retain, reinforce, and attract a diverse mix of businesses to Main Street. Encourage residential development to provide for a “24/7” activity level.

2. Enhance and expand waterfront

Reconfigure roadways, parking and open space to expand the park open space. Create a scenic drive that gives residents vehicular access and ample parking, as well as defining a pleasant and visually integrated parkway experience.

3. Redevelop the mall site

Convert the existing mall into an open-air mixed use district.

4. Extend the city grid

Where possible extend or create city streets through out the redeveloped mall site. Use the new streets for parking to reduce the need for off-street parking lots in areas where there are already significant amounts of surface parking.

5. Create a Grand Boulevard

Convert Centerpoint Drive from a one way traffic corridor into a two-way boulevard, with slower traffic and a landscaped median. Make this boulevard a civic amenity, giving focus and character to the redeveloping district and extending a “green corridor” from the waterfront eastward into the downtown.

FUTURE REDEVELOPMENT OPTIONS

6. Frame and enhance views

Create three view corridors from First Street to the waterfront at Centerpoint Boulevard, newly-extended College Avenue, and at Main Street. Enhance these corridors to increase the visual, social, and economic linkage between the downtown and the waterfront.

7. Provide mixed use development

Add economic value to the downtown and community. Use opportunities to create market rate housing overlooking the downtown and riverfront park. Consider the current bank property as an additional redevelopment opportunity without sacrificing public access to the waterfront.

8. Create a great signature street

First Street could become a memorable civic asset through modifications including narrowing the width, adding streetscape elements, improving pedestrian crossings and creating direct and framed views to the waterfront.

9. Enhance public plaza

Provide paving and streetscape improvements to allow for parking, but create more of a plaza-like character to the space.

10. Make a north gate

Redevelop the existing vacant or underutilized parcels north of Centerpoint into a new downtown residential and mixed-use district featuring a small green space to act as a “gateway green” to the residential neighborhood and campus.

FUTURE REDEVELOPMENT OPTIONS

11. Create parking structures incrementally

As redevelopment occurs, build strategically placed parking structures throughout the downtown. Gradually replace large surface lots as the structures become economically feasible.

12. Expand the “civic center”

An expanded County justice center, along with City facilities, Sentry Insurance and other employment centers should anchor a civic district featuring a new parking structure, small public plazas or greens, street parking, and enhanced streetscapes.

13. Create a southern waterfront linkage

With streetscape and landscape improvements Arlington could become an enhanced street, linking the civic center to the waterfront.

14. Consider a pedestrian/bike bridge

An overhead pedestrian/bicycle bridge could provide continuity to the trail and act as an architectural gateway across Clark Street when entering or leaving the downtown by vehicle.



FUTURE REDEVELOPMENT OPTIONS

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|----------------------------------|------------------------------------|---|
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| 2. Enhance and expand waterfront | 7. Provide mixed use development | 12. Expand the “civic center” |
| 3. Redevelop the mall site | 8. Create a great signature street | 13. Create a southern waterfront linkage |
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PROJECT OPPORTUNITIES

- 1** Waterfront
- 2** Centerpoint Boulevard
- 3** Mall Redevelopment
- 4** “North Gate” Redevelopment
- 5** Main Street
- 6a** Downtown South
- 6b** Civic Center

The drawing to the left indicates several major project opportunities for the downtown based upon the overall planning concepts. Each opportunity area contains a number of individual sub-projects which are described on the following pages. The opportunities represent a logical grouping of projects that create a synergy and sense of completeness to the redevelopment process for the downtown.

The order of the projects will depend on which opportunities occur first. The timing of many of the redevelopment projects will depend on market conditions and actions of individual property owners/developers. It is essential to couple and focus any public improvement actions to corresponding private sector interests and commitments. This strategy is a kind of “connect the dots” approach which focuses efforts in discrete and concentrated areas rather than scattering improvements over a large area. This strategy also facilitates a “pay as you go” approach for utilizing any tax incremental finance (TIF) funds (that is, TIF expenditures should not occur until there is a clear indication of the financial increment needed to recoup the costs).



PROJECT OPPORTUNITIES

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SCALE IN FEET
0 300' 600' 1200'



- 1 "Great Lawn" Park Expansion
- 2 Parkway
- 3 Founders Plaza & Boardwalk
- 4 Potential Residential Development
- 5 Public Neighborhood Green
- 6 Potential Commercial Redevelopment
- 7 Bicycle / Pedestrian Bridge

A combination of public improvements and private redevelopment efforts provide enhanced waterfront parkland, new activities and uses, and improved connections to Main Street and existing downtown areas. First Street is transformed into a grand waterfront street with pedestrian-friendly improvements including improved crosswalks and retail uses along renovated or new buildings on both sides of the street. Three view corridors provide access and "bring the park" into the downtown at Centerpoint, extended College Avenue and at Main Street. These are also important pedestrian access points between the downtown and waterfront and that act as "front doors" to the waterfront.

Main Street is extended west, to provide vehicular and pedestrian access to the waterfront and a new redevelopment project such as a convention hotel (#6 on the map) which could be sited at the location of the existing bank. Heading west, Main Street turns north and leads to a new parkway street and a small parking area for the Art Center. An axial view corridor and pedestrian pathways along Main Street extend westward, past Founders Plaza, and terminate in a new boardwalk extending the Main Street axis out on the water.

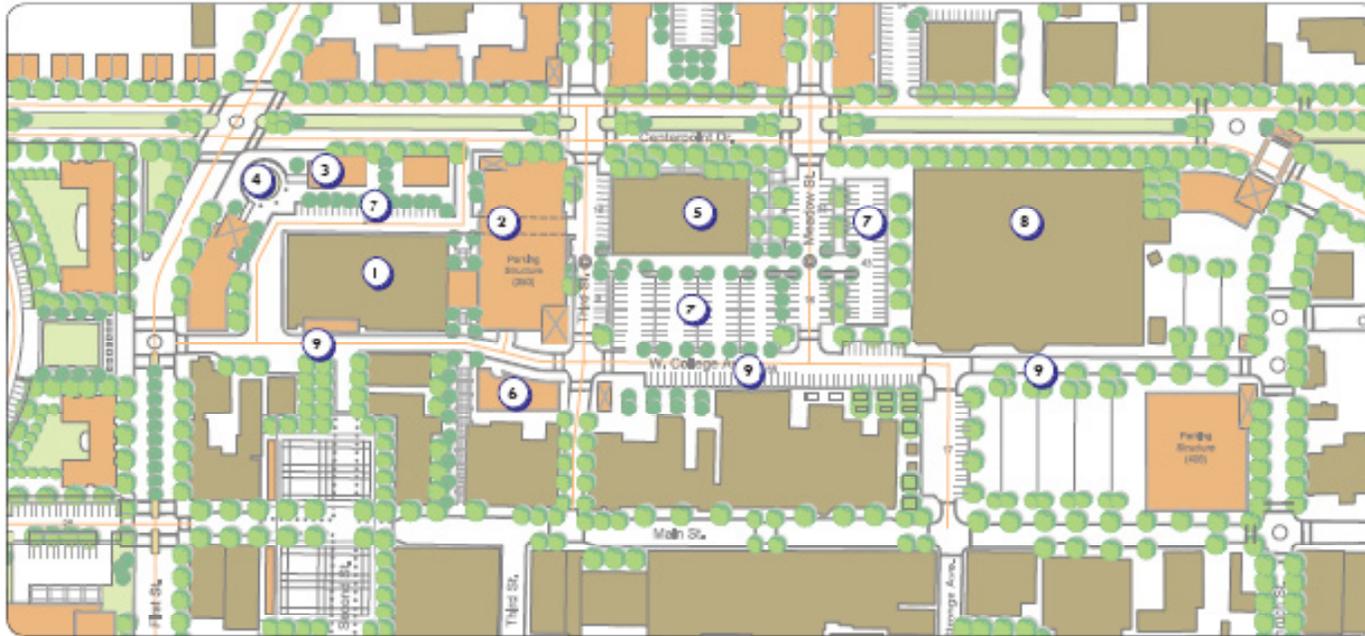
The park itself is expanded to the east, and edged with a new parkway drive that contains segments of perpendicular parking, replacing the large surface lots with a serpentine, visually attractive street. A central focal place, a "great lawn" can accommodate large festivals or informal recreational sports. Smaller open spaces, defined by tree groupings, occur adjacent to the parkway, providing opportunities for small gardens, play areas, or other park uses. Existing park features such as the pond and band shell remain in their current locations and configurations.

CENTERPOINT BOULEVARD 2

Centerpoint Drive is converted into a two-way boulevard, each side consisting of two travel lanes and street parking. The boulevard is seen as a way to transform this "back" of downtown into a civic asset and a "green" feature that corresponds to, and complements the Main Street alignment. Enhanced crosswalks provide improved pedestrian access while the center median allows for several landscape options. One possibility is that the medians could become demonstration projects for the UW-Stevens Point program in sustainability. For example, the medians could be utilized as rain gardens or for filtering stormwater runoff from the boulevard. The boulevard is terminated at both ends by two small green spaces that act as focal points and gateway elements. Converting Centerpoint to a two-way street (along with Clark Street as outlined elsewhere in this document) will require further traffic studies to determine how this change integrates with the traffic couplet system further east of the downtown.



- 1 West Garden
- 2 Boulevard Section (typical)
- 3 Enhanced Crosswalks (typical)
- 4 Landscaped Medians (potential rain gardens)
- 5 East Garden



- 1 Renovated JC Penneys Building
- 2 Parking Structure with Ground Floor Retail Uses
- 3 New Retail / Restaurant Uses
- 4 New Landscaped Public Plaza Space
- 5 Renovated Dunham's Sports Building
- 6 New Retail Uses
- 7 Surface Parking
- 8 Existing Shopko Building
- 9 New Through-street Linkage

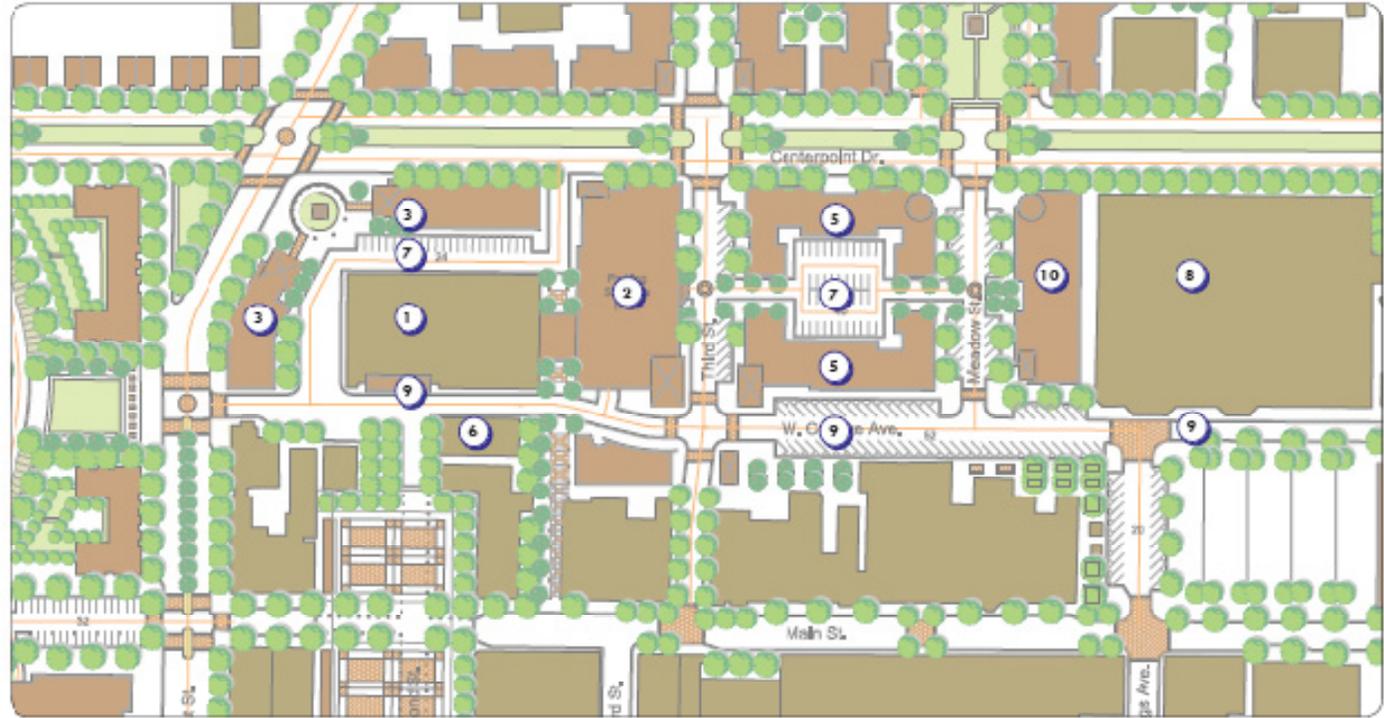
The mall property is redeveloped to become an extension of the street and block system of the downtown. Initially the three anchor buildings are retained (with Penneys and Dunham's redeveloped) while other parts of the mall are replaced. Shopko is indicated as remaining in its current use and configuration. Streets are extended into the mall to provide access through the site for both vehicles and pedestrians. Initially much of the parking would be provided in surface lots or on-street parking. It is important that the renovated or new buildings front the newly-configured Centerpoint Boulevard. For example, new buildings are indicated along Centerpoint (see #3 on the illustration) while Dunham's should be renovated to add windows and pedestrian access along Centerpoint. If the central portion of the mall is demolished, the backs of the existing buildings along the north side of Main Street will be exposed. This will also require some renovation to screen service areas. New entrances should be encouraged along this former "back" which will now become a "front". There are several communities in Wisconsin that have dealt effectively with this condition including Occranowoc and Neenah.

MALL REDEVELOPMENT

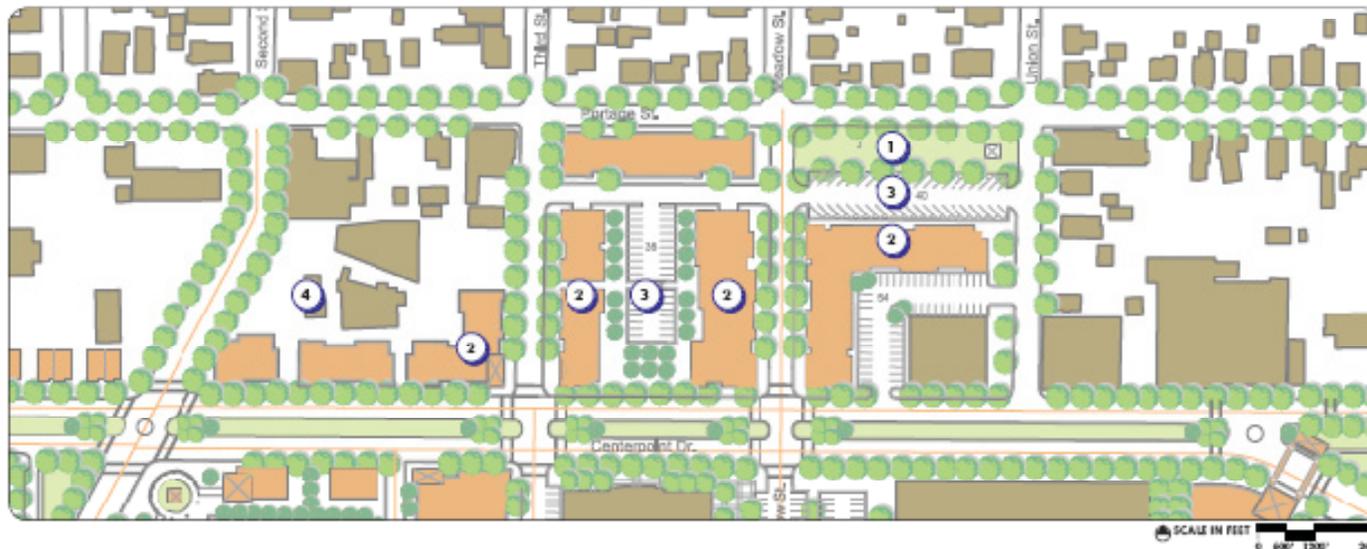
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Long-term High Density Alternative

This illustration represents a potential longer term redevelopment scenario for the mall in which an increased level of investment and development has led to the replacement of most of the surface parking with structured parking. Any resulting surface parking would occur in internal "parking courts" or on-street parking.



- 1 Renovated JC Penneys Building
- 2 Parking Structure with Ground Floor Retail Uses
- 3 New Retail / Restaurant Uses
- 4 New Landscaped Public Plaza Space
- 5 New Retail / Commercial Uses (portion to accommodate additional structured parking)
- 6 New Retail Uses
- 7 Surface Parking
- 8 Existing Shopko Building
- 9 New Through-Street Linkage
- 10 New Retail / Commercial Uses



This portion of downtown is a transition point between the downtown, residential neighborhoods, and further east to the UV-Stevens Point campus. A mixed-use infill development is envisioned consisting mostly of housing (possibly student housing) and some ground floor commercial uses, especially along Centerpoint Boulevard. Some surface parking is anticipated, internal to the blocks, with additional parking provided below or within the building footprints. A small neighborhood green at the northeast corner of the district would act as a gateway to the downtown for those walking from the residential areas or the University.

- 1 Gateway Neighborhood Green
- 2 Potential Mixed-Use Redevelopment
- 3 Surface Parking
- 4 Potential Adaptive Re-Use / Redevelopment

MAIN STREET

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The Main Street district is a unique destination with a mix of historic architecture, public gathering places and events, and retail and entertainment attractions. In addition to efforts to retain and attract businesses, improvements to public infrastructure are proposed as well as better pedestrian and vehicular access and additional parking. Main Street would also be helped by the removal of the current Centerpoint/Clark Street one way traffic couplet and replaced by two-way traffic which would be less confusing and offer more access and parking choices to downtown patrons. Converting Clark Street to two way traffic will require further traffic studies to determine how this change will effect vehicular service and how traffic will integrate with the couplet system further east of the downtown.



- 1 Plaza / Public Market Renovation
- 2 North-South Pedestrian & Vehicular Connectivity Improvements
- 3 Extension of Third Street to Centerpoint
- 4 Economic Policy Promotion to Aid / Retain / Attract Vital Businesses on Main Street
- 5 Enhanced Rear (Alley) Facades of Buildings (following removal of Mall)
- 6 Structured Parking



- 1 Two-way Traffic Flow, Clark Street
- 2 Infill Commercial/Retail Building & Structured Parking
- 3 Riverfront Improvements
- 4 Expanded Justice Center
- 5 Parking Structure
- 6 Civic Center Green
- 7 Streetscape Improvements, Arlington Street
- 8 Relocated Synagogue & Green Space
- 9 New Waterfront Plaza and Bike Trail Linkage at Arlington Street

This is an essential downtown district, which is the major employment center providing customers for downtown businesses. Without this concentration of day-time population the future vitality of the downtown will be jeopardized. Consequently, this Plan is intended to reinforce and enhance proposed infill projects, including two parking structures, along with the expanded County Justice Center. Streetscape improvements are proposed to better connect this area to both the downtown and to the waterfront. Small public spaces provide focal points as the area infills.

STREETS & BLOCKS

A fundamental concept for the Plan is to extend and correct the city grid throughout the downtown to provide better integration of all downtown activities and attractions. This also helps provide a more human scale to the downtown and provides more choices for access. The diagram to the left indicates how the grid will be extended and the resulting size and scale of blocks in relation to existing areas.



SCALE IN FEET
0 200 400 600 800

SURFACE & STRUCTURED PARKING

Parking is a critical component in the viability of the downtown. The diagram to the left shows the locations of both surface parking, and potential sites for parking structures. Replacing surface parking with structures will become important as redevelopment occurs and density increases downtown. Sites for parking structures should be distributed around the downtown to serve both existing businesses and new development.



PUBLIC PLACES

A series of public places will provide a diversity of experience for downtown residents, workers, and visitors. In addition to the large waterfront park, several smaller spaces are distributed throughout the downtown providing focal points to each district or neighborhood. Streetscape improvements help link the places into an interconnected network. Each of the places could serve as locations for temporary or permanent public art, creating the potential for an "art walk" through the downtown.



- 1 Waterfront North
- 2 Waterfront South
- 3 Main Street Plaza
- 4 West Garden
- 5 East Garden
- 6 Neighborhood Green
- 7 Main Street Plaza
- 8 Gateway Green
- 9 Civic Green
- 10 Neighborhood Green

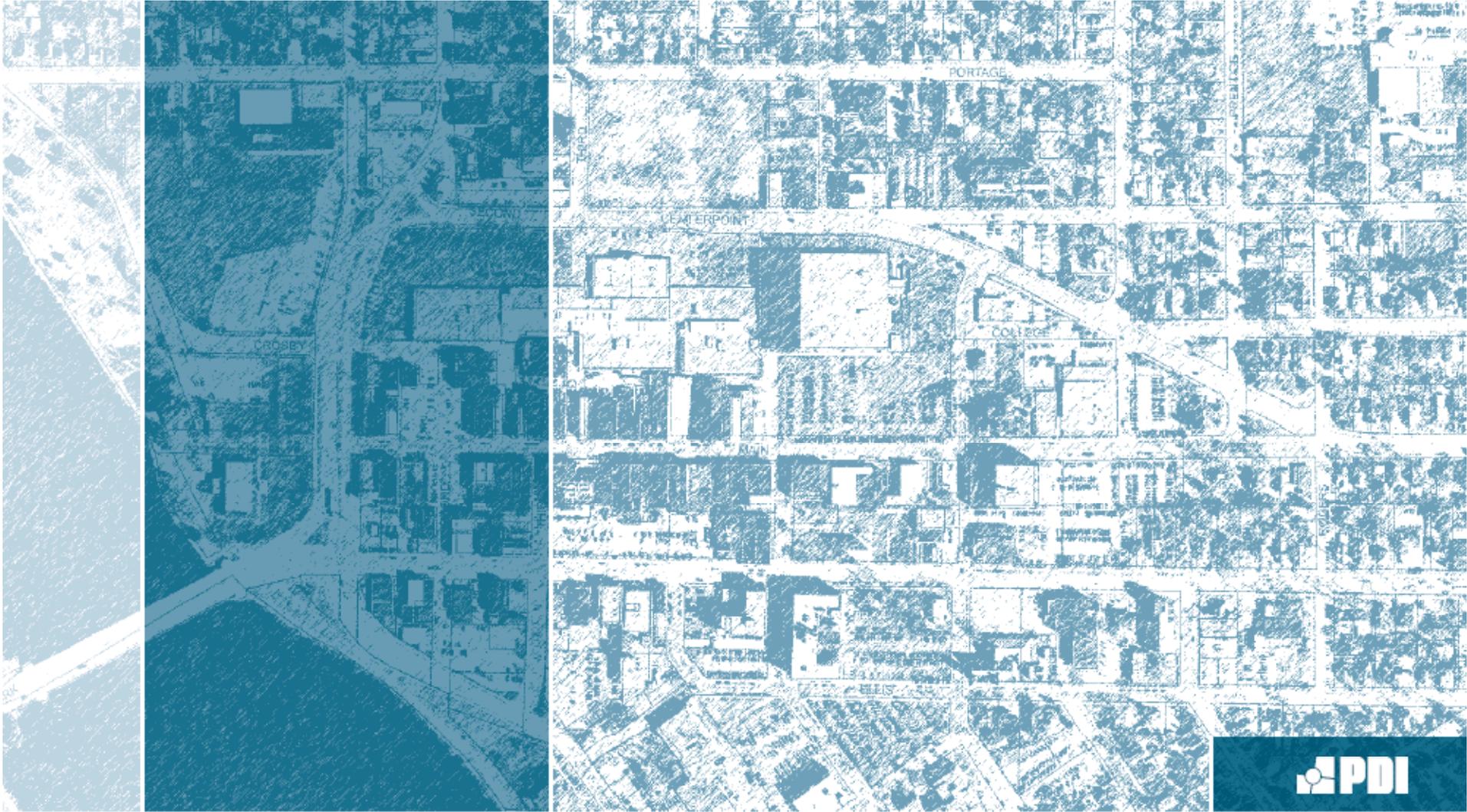
SCALE IN FEET
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IMPLEMENTATION

- 1. Identify which projects are most likely to have investors in the short term and then link City improvements to those projects.**
- 2. Invite developers to the city to discuss options for a variety of residential and commercial development opportunities.**
- 3. Continue to discuss development options with other government and community leaders and, if appropriate, modify the Plan to create broader support.**
- 4. If there is sufficient interest, conduct a series of meetings with developers to focus reinvestment into one or two catalytic projects.**
- 5. Undertake a few key analyses to determine the costs for new landscaping and public infrastructure.**

IMPLEMENTATION

6. Based on a combination of development opportunities, **consider corresponding public investments** such as a parking structure and/or major public place improvements.
7. **Investigate other forms of grants and financing options** for public improvements.
8. As the first projects emerge, modify the Plan to accommodate those new investments while maintaining the underlying principles established in this Plan.
9. As the first projects emerge, **conduct a design review process to determine how those projects could be modified** to further the objectives of the Plan.



DOWNTOWN REDEVELOPMENT PLAN



CITY OF STEVENS POINT

APRIL 2008