



**Community Development
Department
Annual Report
2013**

Submitted by: Michael Ostrowski, Director

The Community Development Department promotes a safe, diverse, dynamic, and vibrant community, and enhances the living, working, and recreation choices for community residents and visitors. The Community Development Department is broken in five different divisions:

1. Economic Development
2. Planning and Zoning
3. Historic Preservation
4. Permits and Inspections
5. Property Maintenance

Several major projects and activities occurred in 2013, including, but not limited to:

- the continued redevelopment of the CenterPoint MarketPlace;
- the leasing of the former Dunham's building to Great Lakes Educational Loan Services, eventually adding 150 jobs within the community;
- the completion of Marshfield Clinic at 4100 Highway 66;
- East Park Commerce Center becoming the largest Certified Site in the State of Wisconsin;
- the construction start of the Service Cold Storage facility (valued at \$11.4 million), which was the first project in a Certified Site in the State of Wisconsin;
- the remodel of Sentry's golf course;
- the announcement from Skyward to remain within the community and construct a new facility in the near future;
- the award of a Wisconsin Plant Recovery Initiative Grant to complete phase I and phase II environmental assessments on the former Lullabye property at 1017 Third Street;
- the award of a Wisconsin Economic Development Corporation (WEDC) Brownfield Grant in the amount of \$178,500;
- the continued update of the City's zoning code and historic design guidelines;
- Stevens Point being named a Bicycle Friendly Community;
- nearly \$45 million in construction value;
- the dissolving of the Community Development Authority and the recreation of the Redevelopment Authority and the Housing Authority; and
- the merging of the Assessor's Office with the Department of Community Development.

This report will outline the major projects and activities that occurred in 2013 with respect to each division.

Economic Development

There were several significant projects that were completed or began within the department during 2013. Summaries of those projects have been provided below.

1. Mid-State Technical College Relocation / Downtown Redevelopment



Renovation and remodeling continued on the western remaining portion of the mall, slated for Mid-State Technical College occupancy in the summer of 2014.

Cleanup activities relating to the on-site environmental contamination continued, along with grading of the former mall area before winter, allowing for the construction of a 150-space parking lot and greenspace to occur immediately in the spring.



Future Mid-State Technical College (MSTC)

2. Lease and Renovation of 1101 Centerpoint Drive to Great Lakes Educational Loan Services



Great effort and teamwork from several community partners resulted in the lease of the former Dunham's building (1101 Centerpoint Drive) to Great Lakes Educational Loan Services, which anticipates 150 jobs within a few years. Interior renovation has begun on the building and occupancy is anticipated for spring 2014.

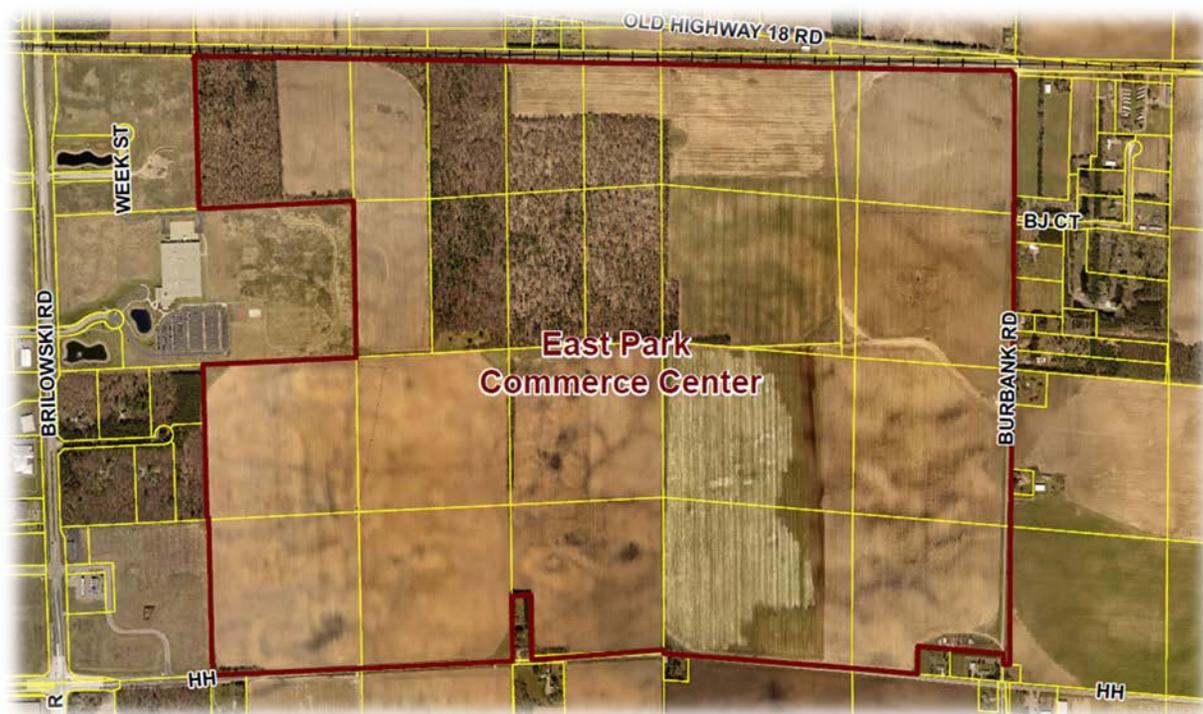
3. East Park Commerce Center – Wisconsin’s Largest Certified Site / TID #9

In 2012, the city annexed 762 acres east of the city for the creation of a new industrial park, called East Park Commerce Center (EPCC). Shortly thereafter in early 2013, the entire site became certified as "shovel ready" through the Wisconsin Economic Development Corporation (WEDC). The site was, and is, currently the largest Certified Site in the State of Wisconsin.



The entire EPCC, as well as a portion of the Portage County Business Park was designated as Tax Incremental District (TID) #9. This designation provides the city with a powerful tool to expand and attract development that has the potential to create a significant number of jobs and tax base for the city.

More information about the certification of EPCC can be found at the following website: <http://inwisconsin.com/why-wisconsin/available-sites/certified-in-wisconsin/stevens-point-wisconsin/>.



4. Construction of Service Cold Storage Facility within East Park Commerce Center

Following the certification and TID designation of EPCC, the park’s first tenant came quickly thereafter. Service Cold Storage, LLC started construction on a 157,000 square foot building, consisting of a freezer warehouse and office space. The business will have approximately 35 employees. The construction cost of the facility was \$11.4 million. The 27 acre parcel is located on the Canadian National rail line, and it has enough space to accommodate a 225,000 square foot expansion.



Service Cold Storage Facility

5. Grants:

WEDC Brownfield Grant: The city received a grant in the amount of \$178,500 for remediation and cleanup activities related to the environmental contamination at the former CenterPoint MarketPlace site. Contaminated soil has been removed from the proposed future parking and greenspace area, and has been relocated to a different site in soil venting piles. Active remediation of those piles is anticipated to begin this spring. The final design for the soil vapor extraction/mitigation system is being completed and will be installed shortly within Mid-State Technical College's renovated building. A soil vapor extraction/mitigation system is also proposed to be installed at the former Normington Drycleaner site (northwest corner of MSTC parking lot). Final design for this system has not yet been completed.

Wisconsin Plant Recovery Initiative Grant – Wisconsin Department of Natural Resources: The city received a contractor services award in early 2013 for the former Lullabye property at 1017 Third Street. The award provided for a phase I and phase II environmental site assessment on the property with all costs borne by the Wisconsin Department of Natural Resources. The environmental site assessments will provide specific details regarding the contamination. Cleanup assistance funding through the state or federal government can then be pursued.

EPA Community-Wide Brownfield Assessment Grant: An application was submitted in late 2013 for EPA funding to assess brownfield sites throughout the community. Target areas for assessment include the downtown, Business Highway 51 corridor, and properties along Canadian National's rail line. A total of \$400,000 was requested to perform phase I and II environmental site assessments on over 30 unspecified properties. Notification of awards will be done in the summer of 2014.

6. Marketing through Locate In Wisconsin (WEDC) and City website:

The department has worked to upload and manage a commercial property database. This database allows businesses, entrepreneurs, developers, and others to access one site for all of their informational needs relating to available commercial properties. Furthermore, department staff in partnership with the city’s website manager have updated the city’s website to include pages for all commerce/industrial parks, vacant city properties, and community programs. Staff continues to keep websites and databases current.

7. Business Retention, Expansion, and Attraction:

Staff has assisted businesses in finding suitable locations to locate or relocate. Furthermore, work was performed with developers to identify suitable property to redevelop or build, utilizing several new programs such as Geographical Information Systems (GIS) and Pictometry. The table below represents several businesses that have located, relocated, or expanded within the city during 2013. A listing of business closures or relocates out of the city has also been provided. These lists may not be all inclusive.

Table 1: New or Expanded Businesses

Advanced Pain Management	200 North Division Street
American Welding & Gas	3024 Church Street
Blonde & Beyond	1105 Main Street
Bremer & Trollop Law Offices	3233 Business Park Drive
Central Board Shop	1319 Strongs Avenue
Cooper Oil / Propane	2172 Prairie Street
Country Paws Bed & Biscuit, LLC	2107 Country Club Drive
Culver's Restaurant	332 Division Street
Curbside Coffee	3260 Church Street
Fast Signs	5533 Clem's Way
Five Rings Martial Arts	1052 Main Street
Flexible Fitness Solutions	5501 E.M. Copps Drive
Flexible Nutrition Solutions	5501 E.M. Solutions
Furniture Plus / WG&R	5474 Highway 10 East
Gemstone Senior Advisors & Trainers	5501 E.M. Copps Drive
Graffiti's Pub	912 Main Street
Great Lakes Educational Loan Services	3274 Church Street
Indulgence Wine Bar	1137 Main Street
K's Consignment	200 North Division Street
Kwik Trip	5311 Old Highway 18
La Poblanita Mexican Grocery	3278 Church Street
Marshfield Clinic	4100 Highway 66
Mobile Convenience Store (Riiser Energy)	5485 Highway 10 East
Mossity	964 Main Street
Natural Healing Selections	945 Main Street
Pass it On Consignment Shop	1008 Main Street
Pawsitively Unleashed	5208 Heffron Court
Point Housing	1052 Main Street
Point Oil Express	3417 Church Street

Saved From Scrap	1009 Second Street
Shifting Gears Bike Shop	2116 Wood Street
Stevens Point Brewery	2617 Water Street
Steve-O's	1327 Second Street
Tech Etc.	1052 Main Street
The Glass Station	2501 Church Street
The Store	1201 Badger Avenue
Thrivent Financial	3233 Business Park Drive
U.S. Nails	3423 Main Street
Wells Fargo	3233 Business Park Drive
Wisconsin Auto Title Loans	3289 Church Street
Wound Zoom Inc.	4848 Industrial Park Road
Your Gym	5720 Windy Drive

Table 2: Departed / Closed Businesses

Crow Family Dental	508-A Vincent Street
First Impressions Pediatric Dentistry	3216 Business Park Dr.
Mickey's	100 Second Street North
Mid-State Cycle	1009 Second Street
Music Quest Musicians Supply	2425 Main Street
Play 'N Learn	1008 Main Street
Players' Lounge	2124 Rice Street
Route 66 Café	2801 Stanley Street
Staples	5474 Highway 10 East
Therapies Plus	1100 Centerpoint Drive
Weight Watchers	5474 Highway 10 East
Wise Buys	200 Division Street

- 8. Geographical Information Systems (GIS):** GIS was purchased in 2012 and since, department staff has used it quite regularly. In 2013, several old maps were updated, including historic districts, TIF districts, floodplain, and zoning. Staff worked with UWSP interns to analyze the existing zoning map and begin to create a zoning map that can be maintained within GIS. Currently, the zoning map is maintained in another program that does not provide the needed flexibility. Furthermore, GIS is used to create maps for developers and businesses, identifying utilities, roads, property lines, etc. The use of GIS will continue, as well as partnerships with UWSP to create, update, and maintain maps.

PLANNING AND ZONING

Planning requests have been outlined in the below table:

Table 3: Planning Request Summary

Request	2011	2012	2013
Annexations	2	2	1
Conditional Use Permits / Amendments	26	30	20
Land / Street Vacation & Extension	4	1	3
Ordinance Amendments	10	12	6
Rezoning	8	4	4
Sign Variances / Requests	0	7	3
Site Plan / Landscaping / Parking Review	8	1	10
Variances /Administrative Appeals	1	0	1
TOTAL	59	57	48

Several other plan commission items and requests were received which are not identified above, including the creation of Tax Incremental Financing District #9, Washington Terrace Subdivision, developer and lease agreements, land purchases, transfer and land sales, along with other miscellaneous approvals. Overall, the department received less plan commission items than in previous years; however the complexity of many items such as those mentioned above was greater. It is also important to note that plan commission applications were changed significantly to improve processing and review procedures.

- 1. Zoning Code Rewrite:** Portions of the zoning code were modified in 2013, including adding a planned industrial development district, as well as modifying the parking and loading standards. Additional changes are anticipated in 2014.
- 2. City Hall Organizational Needs Analysis & Facilities Space Utilization Assessment:** With the relocation of Mid-State Technical College to downtown, their old facility at 933 Michigan Avenue would be vacated in 2014. An analysis was done on whether or not the facility could be used as the location for city hall. The city contracted with Bray Architects to perform an organizational needs analysis and facilities space utilization assessment. While department operations could fit at this location, renovation and addition costs were estimated between \$4.5 - \$7.6 million, depending on the scope of the project.
- 3. Residential Growth:** Staff have started planning for areas throughout the community for residential development opportunities. It is critical to be able to provide a variety of residential options, in terms of type and pricing, for the community to meet demands of a growing population, especially as the community ascends out of the recent recession. The city's next subdivision needs to be created to accommodate growth trends and development patterns in an area offering several amenities.

- 4. East Park Commerce Center Concept Plan:** A concept plan was developed for the recently created East Park Commerce Center. The concept plan allows for a great deal of flexibility as businesses locate in the park, while still protecting the main aspects, such as the main road layout and rail access.



- 5. Downtown Redevelopment Project:** The downtown redevelopment project, summarized earlier, continued to be a primary project in 2013 with the environmental remediation and the planning for the construction of the parking lot. The paving of the parking lot should begin this spring and be completed in June 2014.

- 6. Bicycle Friendly Community:** After the submission of an application to the League of American Bicyclists, in 2013, the City of Stevens Point was named for the first time, a Bicycle Friendly Community at the bronze level.

“The League’s Bicycle Friendly AmericaSM program provides a roadmap, hands-on assistance and recognition for states, communities, universities and businesses. The BFA program is a tool for states, communities, business and universities to make bicycling a real transportation and recreation option for all people.”



For more information, please visit: <http://www.bikeleague.org/bfa>.

- 7. Infill Redevelopment:** Staff have continued planning for infill areas throughout the city. Infill development is crucial to ensure the central city stays energetic and economically viable. Staff have worked to attract development in these areas, and plan for development trends and patterns that work to meet future development goals.

Historic Preservation

1. **Façade Grant:** With the completion of three façade improvement grants in the program's first year (2012), four businesses accessed the grant program in 2013. The following projects received funding in 2013:

Project Funds	\$300,000.00
Awarded Funds	\$109,855.69
Recording Fees	\$180.00
Available Funds	\$189,964.31

Table 4: Façade Improvement Grant Program Summary

Business	Address	Business	Funds Approved
Troy Hojnacki	1125 Second Street & 912 Main Street	Graffiti's	\$27,101.25
Peter Spencer	920 Clark Street	Mattlin Building	\$16,880.78
Mark Grubba	949 & 937 Main Street	Grubba Jewelers	\$25,333.00
Jeffrey Brown	1140 Clark Street	Kristin's Riverwalk	\$9,522.30
Total			\$78,837.33

Nearly all of the projects above are complete or are anticipated to be complete in the spring of 2014. Furthermore, several other business and property owners have shown interest in applying for grant funds in the near future. A reminder was sent in the fall of 2013 to property owners in the historic downtown district informing them of the grant program and funds available. Staff anticipates at least another year of the program's existence.

Mattlin Building (Peter Spencer) – 920 Clark Street



Before



After

Troy Hojnacki – 1125 Second Street



Before



After

Kristin's Riverwalk (Jeffrey Brown) – 1140 Clark Street



Before



After



Before



After

2. Design Review Guidelines: In 2013, staff continued to make significant changes to the design review guidelines for the city. This document provides guidelines for exterior changes to structures within the Design Review District and other historic districts. The new guidelines will provide clear information, along with photographs of proper renovation and rehabilitation of historic structures. The final draft will be presented to the Historic Preservation / Design Review Commission and Common Council in early 2014 for adoption.

Pages from Existing Guidelines

Entrances which front on decorative pavement in the right-of-way shall use paving materials which are substantially similar to, or harmonious with, that public pavement.

Projecting entrances, with an architecturally compatible overhead projection, shall be allowed if they do not project beyond the property line.

4. WINDOWS

The original shape, proportion and scale of window openings shall be maintained. Blocking up or otherwise closing off of an original window shall not be permitted unless deemed necessary for energy efficiency. Exceptions may be made based on overall design concept.

Wooden replacement windows are encouraged, however, new metal window frames (permanent or storm) should be either painted or anodized with a finish in character with the building being renovated.

5. SIGNS AND GRAPHICS

One externally mounted primary sign per ground floor tenant or storefront entrance shall be allowed. All other signs shall be considered secondary signs. All primary and/or secondary signs shall be located within the signable area as described in Appendix A. Advertisement of brand names (superfluous information) shall be limited to 25 percent of the sign and must be incorporated into the overall sign design. Window and awning signs and signs for second story tenants shall be considered separately. Sign specifications follow.

A. DEFINITIONS

1) PERMITTED SIGNS:

- Primary the most prominent sign on a facade and/or property
- Secondary any sign on a facade and/or property other than the primary sign. Sign size shall be limited to 50% of the allowed signable area.
- Flush-mounted sign attached to building wall
- Projecting Signing from supports attached to building wall
- Free-Standing mounted on pedestal or pole support anchored to ground. Only allowed for businesses that are accessible by auto and provide on-site parking directly accessible to the business advertisement
- Awning sign incorporated directly onto awning fabric
- Directory sign used to identify tenants occupying a building
- Regiose permanent roof like structure or canopy or rigid materials supported by and extending from the facade of a building

Corresponding Pages from New Guidelines

Sign Guidelines

- Some signage has gained historic significance in its own right. Whenever possible, retain and preserve historic signage.
- The request for design review meets all applicable requirements of the sign regulations of the City of Stevens Point.
- Portable signs, including banners, unless otherwise specified, are not recommended.
- Size, scale, location, style and material of signage should be compatible with the architecture of the historic buildings and character of the district.
- Signs attached to an historic structure should be mounted so that no significant architectural feature is concealed or damaged.
- Wall signs on commercial buildings should be flush-mounted in appropriate locations in the wall space above the storefront.
- Projecting signs are appropriate within the districts.
- Window signs are appropriate within the districts.
- Mechanical fasteners used for signs should be installed within the mortar joints and not within the masonry.
- Sandwich board type signs are appropriate within the districts. Neon, back-lit, and portable signs, (excluding sandwich board signs), are not recommended in the District.

11. Awning signs are appropriate on awnings that meet the guidelines in the next sections and are proportional to the awning and not oversized. Generally, the sign should be placed on the awning valance.

12. Historic sign materials such as wood, metal, and masonry are preferred for sign construction. Contemporary materials such as plastic and vinyl are permitted if they are of high quality, sturdy material and do not produce glare.

13. External lighting, such as goose-neck style is preferred over back-lit or internally lit wall, projecting and freestanding signs.

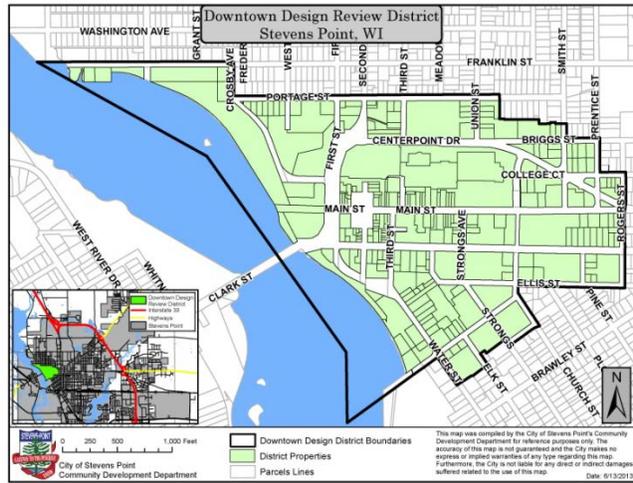
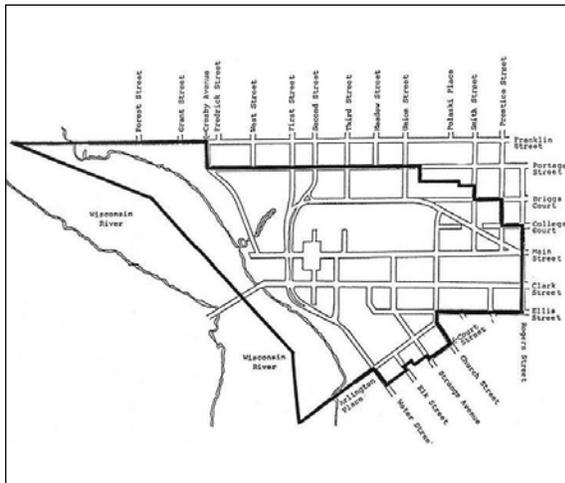
14. Cabinet signs are not recommended within the Downtown Historic / Design Review District. Maintenance of existing cabinet signs is permitted, including the changing of the face of existing cabinet signs.

Sec. 4.5 Awnings

Awnings were historically found on commercial structures as well as on some types of residential buildings. While they have functional merits in providing shade and reducing heat gain in a building, their design and application contribute significantly to the architectural character of a historic structure.

Awning Guidelines

- Awnings in commercial areas should be made of canvas or other woven fabric with canvas-like qualities.



PERMITS & INSPECTIONS

Below is a table that outlines building permits issued in 2013, along with a detailed table of new commercial construction. Photos of new commercial construction have also been provided.

Table 5: Residential and Commercial Permits

Permits	2012			2013		
	Issued	Total Value	Total Fees	Issued	Total Value	Total Fees
Commercial New or Addition	16	\$34,670,451	\$58,858	15	\$18,163,871	\$92,593
Commercial Remodel	187	\$6,059,088	\$61,769	165	\$19,397,290	\$192,047
New Single-Family Residential	9	\$1,463,610	\$9,000	14	\$3,316,342	\$14,000
New Two-Family Residential	0	-	-	1	255,500	1,500
Residential Remodel	527	\$3,120,124	\$29,636	499	\$2,875,636	\$28,312
TOTAL	739	\$45,313,723	\$159,263	694	\$44,008,639	\$328,453
% Inc. / Dec.				-6.08%	-2.88%	106.2%

Year 2012 proved to be the second best year on record for construction value. In 2013, construction value totaled just over \$44 million, which would be the third best year on record. Much of this value was generated through new commercial construction and major commercial remodels. In addition, new single family residential home permits increased from nine in 2012 to fourteen in 2013, representing nearly a 56% increase. Furthermore, the value of new home construction went from \$1.4 million in 2012 to \$3.3 million in 2013, representing nearly a 127% increase in construction value. Lastly, another year of high construction values resulted in a high amount of permit fees collected. Permit fees more than doubled in 2013 from 2012, mainly due to the large amount of remodel projects that occurred. Permit fees for remodel projects are based on value, compared to new construction, which is based on cubic feet.

Table 6: 2013 New Commercial Construction Detail

Project	Address	Construction Value	Size (sq. ft.)	Permit Issue Date	Completed
Service Cold Storage, LLC.	5700 E.M. Copps Drive	\$11,400,000	157,000	11/20/2013	No
Stevens Point Honda	3700 Northpoint Drive	\$2,819,295	18,814	10/15/2013	No
Kwik Trip	5311 Old Highway 18	\$1,275,900	5,766	6/11/2013	Yes
Culver's	332 North Division Street	\$890,000	4,207	6/10/2013	Yes
The Store & Subway	1201 Badger Avenue	\$878,360	6,169	2/12/2013	Yes
Stevens Point Brewery Addition	2617 Water Street	\$350,050	6,062	3/14/2013	Yes
Roger's Cinema Addition	2725 Church Street	\$277,481	4,422	11/04/2013	No
Airport Hangar	4401 Highway 66	\$84,000	4,320	12/02/2013	No



Stevens Point Brewery Addition



Stevens Point Honda Dealership



Roger's Cinema Addition



The Store Gas Station, Convenience Store & Subway



Kwik Trip Gas Station & Convenience Store



Culver's Restaurant

PROPERTY MAINTENANCE

In 2013, 1012 orders were issued with a corresponding \$73,951.73 in charges.

Table 7: 2013 Inspection Orders, Violations, and Complaints

	2012 Violations	2013 Violations	2012 Charges	2013 Charges
Exterior Property Area Complaints				
*Multiple Exterior Property Violations	52	47	\$ 4,150.00	\$ 4,151.00
*Other Exterior Property Violations	11	19	\$ 1,100.00	\$ 279.41
Accumulation of Rubbish or Garbage	61	41	\$ 2,600.00	\$ 2,006.50
Grass or Weeds	54	124	\$ 1,250.00	\$ 4,588.00
Improper Parking of Vehicles	78	78	\$ 3,090.00	\$ 3,000.00
Improper Storage of Refuse or Refuse Carts	14	13	\$ 1,600.00	\$ 525.00
Refuse or Refuse Carts on Curb	123	124	\$ 3,205.00	\$ 5,268.05
Snow and Ice	97	248	\$ 2,650.00	\$ 14,771.97
Storage of Household Items Outside	19	16	\$ 725.00	\$ 1,275.00
Unlicensed or Inoperable Vehicles	6	7	\$ 225.00	\$ 75.00
Unsanitary Conditions	1	4	\$ 25.00	\$ 150.00
Exterior Structure Complaints				
*Multiple Exterior Structure Violations	10	2	\$ 700.00	\$ -
*Other Exterior Structure Violations	21	21	\$ 3,625.00	\$ 31,458.80
Broken or Missing Windows	2	1	\$ -	\$ -
Defective Protective Treatment	30	16	\$ 1,125.00	\$ 650.00
Missing or Defective Handrails/Guards	5	-	\$ 50.00	\$ -
Interior Structure Complaints				
*Multiple Interior Structure Violations	1	8	\$ -	\$ 275.00
*Other Interior Structure Violations	6	9	\$ 75.00	\$ 375.00
Multiple Violations				
Multiple Property Violations	43	22	\$4,575.00	\$ 1,878.00
Other Violations				
*Other Property Violations	37	23	\$ 900.00	\$ 700.00
Expired Multiple-Family License	6	1	\$ 150.00	\$ 25.00
Improper Occupancy: Multi-Family Dwelling	2	-	\$ -	\$ -
Improper Occupancy: Residential Dwelling	9	13	\$ 75.00	\$ -
Noise	178	118	\$ 3,675.00	\$ 2,150.00
Unlicensed Well(s)	-	1	\$ -	\$ -
Work without Historic Preservation Review	-	2	\$ -	\$ 25.00
Work without Permit	57	54	\$ 275.00	\$ 325.00
TOTALS	923	1012	\$35,845.00	\$ 73,951.73

The number of violations increased from 923 in 2012 to 1012 in 2013, representing a 9.6% increase. This increase was mainly due to the increase in the number of snow and ice violations. This category increased from 97 in 2012 to 248 in 2013, representing nearly a 156% increase. In addition, charges increased from \$35,845.00 in 2012 to \$73,951.73 in 2013, with the increase attributed to the city remediating an exterior building violation on a property, costing in excess of \$30,000.00.

On a final note, towards the end of 2013, the city dissolved the Community Development Authority and recreated a separate Redevelopment Authority and Housing Authority. This move separated these two distinct agencies, hopefully reducing confusion and providing a clearer picture of their roles and responsibilities. Immediately prior to this, the City Assessor's Office was examined shortly after the departure of the full time City Assessor. It was determined that the assessment services would be contracted out and the department with two full-time staff would merge with the Community Development Department. Initial planning has occurred to physically merge the two departments in the Community Development Department's current location, as both departments work closely with one another. The physical conjoining of departments is anticipated to occur after the assessment season, in the summer of 2014. The move should provide for a more efficient use of staff time, as well as making it more convenient for residents searching for property information.

If you should have any questions or concerns, please do not hesitate to contact me.

Sincerely,



Michael Ostrowski

Director of Community Development / Redevelopment Authority
City of Stevens Point