



**Community Development
Department
Annual Report
2014**

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 2014, including, but not limited to:

- The completion of the CenterPoint MarketPlace Mall redevelopment project, which included the grand opening of Mid-State Technical College and the construction of Municipal Parking Lot #16;
- The groundbreaking for the world headquarters of Skyward in the Portage County Business Park (valued at \$30 million);
- Nearly \$55 million in construction value;
- The award of a Wisconsin Department of Natural Resources Ready for Reuse Brownfield Grant in the amount of \$155,000;
- The adoption of new Historic Design Guidelines;
- Exploration for a new department software system (selection to occur in 2015);
- The rezoning of over 50 properties on the City's south side to a more fitting zoning classification;
- City's Comprehensive Plan update process begins, anticipated completion and adoption is 2016; and
- Commencement of the planning process for rail capabilities in East Park Commerce Center.

This report will outline the major projects and activities that occurred in 2014 with respect to each division.

Economic Development

There were several significant projects that were completed or began within the department during 2014. Summaries of those projects have been provided below.

1. Skyward World Headquarters

Construction began on a 4-story, 180,000 square foot corporate headquarters for Skyward, Inc. on a 40+ acre parcel along Highway 39 in the Portage County Business Park. The project is anticipated for completion by the end of 2015 and has a construction value of \$32 million. Over the next decade Skyward has plans of expanding employment by hundreds encroaching near 1,000 employees. The development marks one of the last large properties available within the Portage County Business Park.



Future Located of Skyward Corporate Headquarters

2. SentryWorld Expansion

Sentry Insurance expanded and remodeled their SentryWorld Sports Complex at 601 Michigan Avenue, valued at \$9.5 million (\$6.3 million in 2013). The project included interior and exterior renovations primarily to the reception and banquet area, including the restaurant. In addition to the expansion/remodel project, the golf course received several improvements and changes during 2013 and 2014.



Sentry Insurance – SentryWorld Sports Complex

3. Construction of CoVantage Credit Union – 1200 Badger Avenue

CoVantage Credit Union finished constructing a 6,000 square foot building at 1200 Badger Avenue, valued at just over \$1 million. The building is one of a few that have recently been constructed in the area.



CoVantage Credit Union

4. Construction of Office Building – 5508 Clem's Way

A 6,000 square foot office building within the Portage County Business Park is under construction to house an engineering firm. The property is one of the last few properties available within the Park. Completion of the \$550,000 valued facility will likely occur during the next few months.



Clem's Way Office Building

5. Construction of 8-Unit Apartment Building – 3301 Echo Dells

This recently completed 8-unit apartment complex, valued at \$600,000 was approved in 2013 and constructed in 2014. Great detail is prominent in the architecture and building materials which is common amongst other nearby properties under the same ownership. Riverview Avenue (Highway HH) has seen great development during the past several years which will likely continue as undeveloped properties exist.



Echo Dells Multiple-Family Units

6. Grant(s):

Wisconsin Department of Natural Resources Ready for Reuse Brownfield Redevelopment Grant – Lullabye Property: The city received a brownfield remediation grant in the fall of 2014 for the former Lullabye property at 1017 Third Street. The award provided for monies in the amount of \$155,000 to assist with the remediation and excavation of contaminated soil. Furthermore the remediation was completed in December of 2014 and will assist greatly with the redevelopment of the Lullabye property, as contamination is no longer an impediment. The City has submitted a request for a voluntary party liability exemption (VPLE) for the property which would free any future property owners from liability for any contamination. The VPLE is expected in 2015.

7. Business Retention, Expansion, and Attraction:

Staff assisted several businesses in finding suitable locations to locate or relocate. Furthermore, work was performed with developers to identify suitable property to redevelop or build. The commercial property database in "Locate In Wisconsin" has been continually maintained and updated keeping track of available properties and sites. The table below represents several businesses that have located, relocated, or expanded within the city during 2014. A listing of business closures or relocations out of the city has also been provided. These lists may not be all inclusive.

Table 1: New or Expanded Businesses

7one5 Vapor Company	1307 Strongs Avenue
Boost Mobile	2224 Division Street
Community Insurance	5474 Hwy 10 E. Suite 2
Compass Insurance	5569 Highway 10 East
Design on You on 10	1101 Brilowski Road
Lemon Grass Noodle House	1109 Main Street
Oasis Message Therapy	1324 Centerpoint Drive
Paradise Solutions	1043 Union Street
Point Vaper	624 Isadore Street
Remix Kids Consignment	2501 Church Street
Rollin' Dough Pizza	2300 Strongs Avenue
Saint Vincent de Paul	2124 Rice Street
Skyward	Portage County Business Park
Stellar Engineering	5508 Clem's Way
Super Value (Distribution Center)	2828 Wayne Street
Sweet Temptations CupKakerie	820 Main Street
Tech ETC	1052 Main Street
The Franciscan Friars Assumption BVM Province, in consultation with the Catholic Diocese of La Crosse	1000 Main Street
The Yoga Space	1236 Third Street
Totally Spotless	2332 Main Street
U.S. Cellular	5301 Hwy 10 E.

Table 2: Departed / Closed Businesses

Countryside Gifts	200 North Division Street
Energy Café	1201 Main Street
Ink in a Blink	5509 Hwy 10 E
Pass It On Consignments	1008 Main Street
Roundy's Distribution Center	2828 Wayne Street

- 8. Geographical Information Systems (GIS):** GIS is an integral part of the department as it is used to create maps for developers and businesses, identifying utilities, roads, property lines, etc. Furthermore, several layers are available within the program, such as floodplain, wetlands, historic districts, and many more, which assists greatly in disseminating information visually to the public. A final zoning map maintained in GIS will likely be produced in 2015. It is anticipated that additional use and functionality will occur in 2015, as we look at possibly switching vendors for our interactive public web portal.

PLANNING AND ZONING

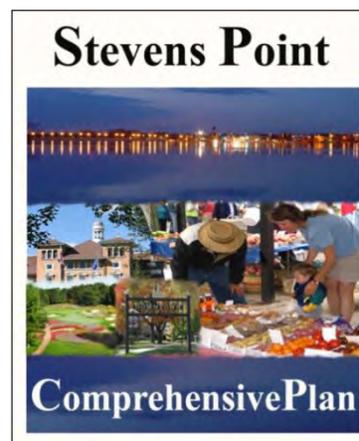
Planning requests have been outlined in the below table:

Table 3: Planning Request Summary

Request	2012	2013	2014
Annexations	2	1	2
Conditional Use Permits / Amendments	30	20	26
Land / Street Vacation & Extension	1	3	4
Ordinance Amendments	12	6	15
Rezoning	4	4	9
Sign Variances / Requests	7	3	5
Site Plan / Landscaping / Parking Review	1	10	11
Subdivision / Land Division	1	1	1
Variances /Administrative Appeals	0	1	0
TOTAL	57	49	73

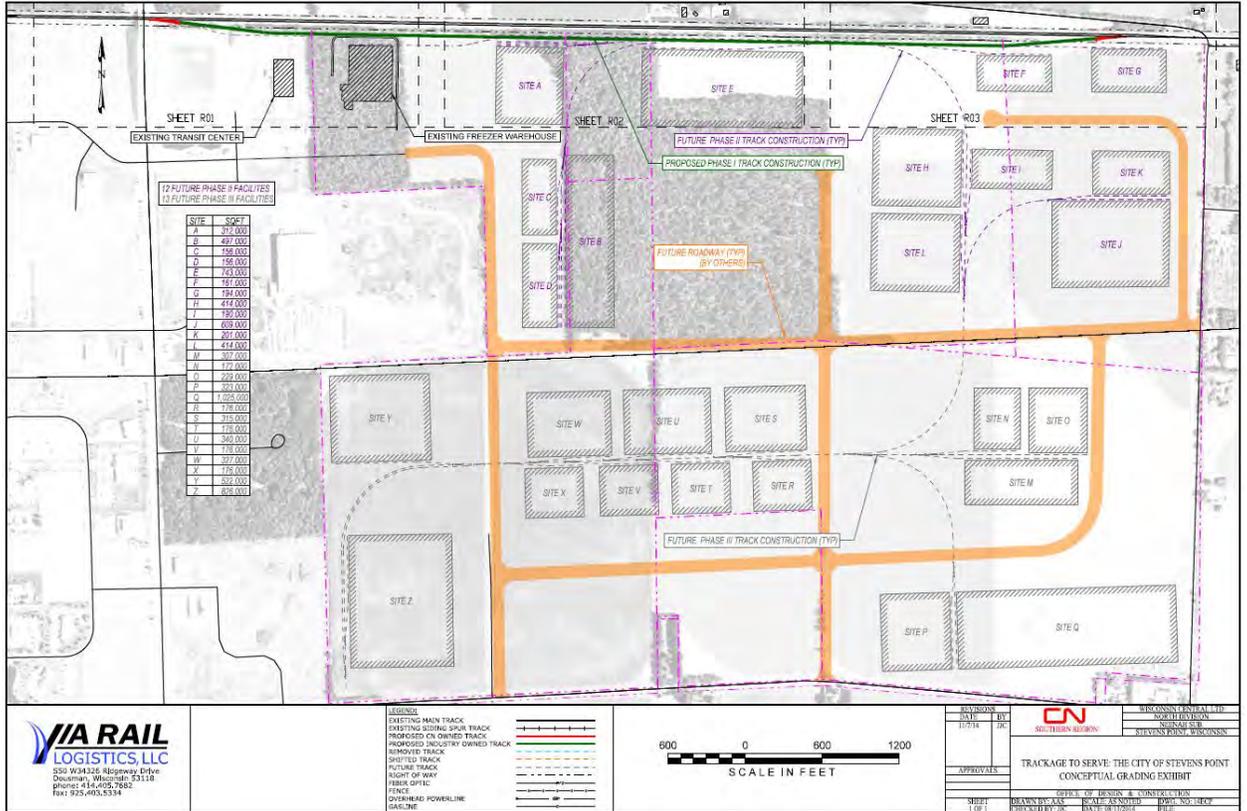
Several other plan commission items and requests were received which are not identified above, including the approval of developer and lease agreements, land purchases, transfer and land sales, along with other miscellaneous approvals. It should be noted that a large rezoning occurred along Business Highway 51 which involved the rezoning of 58 properties. This rezoning was counted only four times in the above totals as only four agenda requests pertaining to the rezonings occurred. Overall, the department received more plan commission items than in previous years. The increase in requests is partially due to amendments to the Comprehensive Plan, potentially indicating a need for an update.

- 1. Comprehensive Plan Update:** The City embarked on the process to perform the 10 year statutory update to the Comprehensive Plan by gathering public input and feedback. Through research and expertise, several guiding documents for the Comprehensive Plan update were created and made available, including a schedule for neighborhood meetings which occurred in all 11 aldermanic districts. Feedback and input will continue to be gathered from all stakeholders throughout all stages of the update to assist in creating a vision, along with realistic goals, objectives, and strategies. Staff will utilize the information gathered, along with statistics, trends, and several other factors to physically draft the plan. Anticipated adoption of the updated plan is 2016. Additional information pertaining to the Comprehensive Plan update is available at the following website: StevensPoint.com/compplan.



- 2. Residential Growth:** Staff has continued to plan for areas throughout the community for residential development opportunities. Infill opportunities for residential subdivisions are very limited, therefore planning has occurred to identify and analyze areas best suited for residential development. 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.

3. East Park Commerce Center – Rail Accommodations: The Community Development Department has received interest from businesses seeking rail accommodations. Staff has begun pursuing creating a preliminary and final design for this park. Via Rail Logistics, engineering firm, was selected in 2014 to perform an analysis of the site to install a rail siding track. Preliminary results of the analysis have identified a siding track running the length of the EPCC. The research and analysis is ongoing and a final plan design is anticipated to be completed 2015/2016. The preliminary design is currently awaiting approval from Canadian National (CN).



Historic Preservation

1. **Façade Grant:** A total of twelve applicants have received funds from the Façade Improvement Grant Program, four in 2014. The program will likely remain throughout 2015, or until the remaining funds are depleted. The following projects received funding in 2014:

Project Funds	\$300,000.00
Allocated /Awarded Funds	\$168,561.37
Recording Fees	\$330.00
Available Funds	\$131,438.63

Table 4: Façade Improvement Grant Program Summary

Applicant	Business / Use	Business	Funds Approved
Noah Eschenbauch	Galaxy Hobby	925-33 Clark Street	\$11,766.06
Michael Munagian	Yoga Studio	1313 Second Street	\$18,149.17
Guu Inc.	Restaurant/Bar	1140 Main Street	\$18,030.15
Paradise Solutions Inc.	Security Technology Firm	1043 Union Street	\$18,127.58
Total			\$66,072.96

Nearly all of the projects above are complete or are anticipated to be complete in the spring of 2015. Furthermore, a few other business and property owners have shown interest in applying for grant funds in the near future. Staff anticipates at least another year of the program’s existence.

Noah Eschenbauch – 925-33 Clark Street



Before



After

Michael Munagian – 1313 Second Street



Before



After

- 2. Downtown Improvements:** With the completion of the Centerpoint MarketPlace redevelopment project, aesthetic improvements were made to the area including, landscaping, dumpster corrals, and artistic benches. The City released a request for proposals for artistic benches and pursued purchasing 6 benches with four unique designs.



3. 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 design review guidelines were officially adopted in 2014.

Pages from Existing Guidelines

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

Projecting awnings, 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 context.

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 storefront.
- Secondary any sign on a facade and/or storefront 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 Sign from supports attached to building wall.
- Free-Standing mounted on post(s) and pole support anchored to ground. Only allowed for businesses that are accessible by auto and provide on-site parking directly accessible to the business advertised.
- Awning sign incorporated directly onto awning fabric.
- Directory sign used to identify tenants occupying a building.
- Marquee 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.
- Site, 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, backlit, and portable signs (including sandwich board signs), are not recommended in the District.
- Awning signs are appropriate on awnings that meet the guidelines in the next sections and are proportional to the awning and not oversize. Generally, the sign should be placed on the awning valance.
- 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.
- External lighting, such as gooseneck style is preferred over back lit or internally lit wall, projecting and freestanding signs.
- 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.

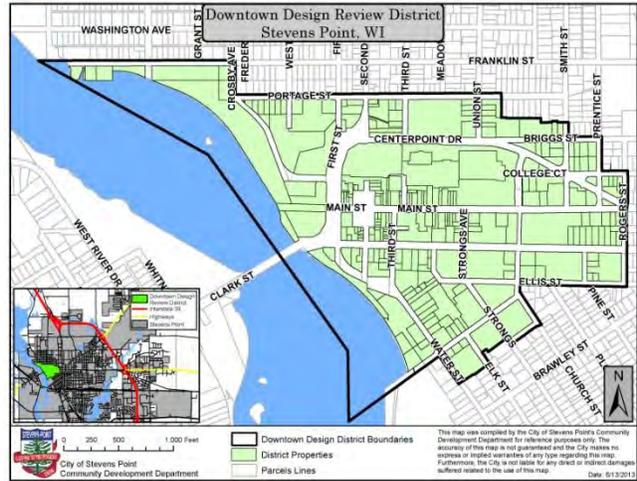
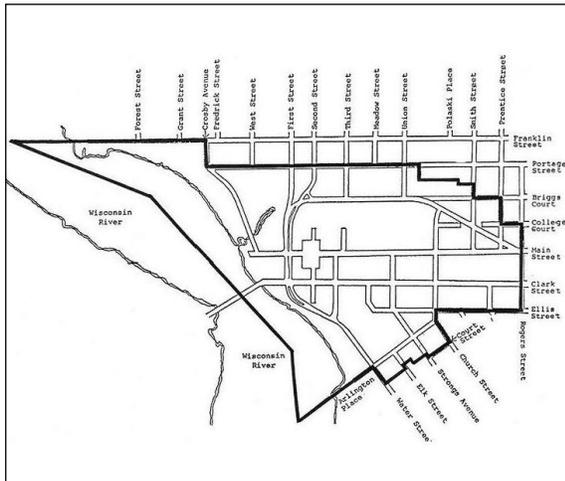
Sec. 4.5 Awnings

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.

Stevens Point Historic Design Guidelines



PERMITS & INSPECTIONS

Below is a table that outlines building permits issued in 2014, 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	2013			2014		
	Issued	Total Value	Total Fees	Issued	Total Value	Total Fees
Commercial New or Addition	15	\$18,163,871	\$92,593	10	\$41,661,571	\$55,256
Commercial Remodel	165	\$19,397,290	\$192,047	201	\$5,694,965	\$59,486
New Single-Family Residential	14	\$3,316,342	\$14,000	18	\$3,376,790	\$17,000
New Two-Family Residential	1	255,500	1,500	7	\$1,613,000	\$10,500
Residential Remodel	499	\$2,875,636	\$28,312	459	\$2,365,387	\$24,347
TOTAL	694	\$44,008,639	\$328,453	695	\$54,711,714	\$166,589
% Inc. / Dec.				0.14%	24.32%	-49.28%

Year 2014 proved to be the best year on record for construction value in the last two decades. In 2014, construction value totaled just over \$54 million, which would be the second best year on record. Much of this value was generated through Skyward's 180,000 square foot world headquarters. In addition, new single family residential home permits increased from 14 in 2013 to 18 in 2014. Construction value however remained relatively the same even though permits increased. An increase also occurred in new two-family residential permits from one issued in 2013 at a value of \$255,500 to seven in 2014 at a value of \$1,613,000. It is important to note that although commercial remodel permits significantly increased, the value and fees decreased because of some large remodels in 2013. Permit fees for remodel projects are based on value, compared to new construction which is based on cubic feet.

Table 6: New Commercial Construction Detail

Project	Address	Construction Value	Size (sq. ft.)	Permit Issue Date	Completed
CoVantage Credit Union	1200 Badger Avenue	\$1,073,000	6,000	04/25/2014	Yes
SentryWorld Addition	601 N. Michigan Avenue	\$3,212,504	7,027	05/19/2014	Yes
8-Unit Apartment Complex	3301 Echo Dells Avenue	\$595,000	13,236	05/30/2014	Yes
Chrysler, Dodge, Jeep Dealership	5441 E. Highway 10	\$1,397,168	6,141	07/14/2014	Yes
Ultra Com Wireless Addition	5301 E. Highway 10	\$323,285	1,518	07/30/2014	Yes
SPASH Life Skills Center	1201 Northpoint Drive	706,650	3,033	10/14/2014	No
Skyward Corporate Office	5500 E.M. Copps Drive	\$32,000,000	180,000	11/07/2014	No
Clem's Way Office Building	5508 Clem's Way	\$550,000	6,000	10/29/2014	No



CoVantage Credit Union



SentryWorld Addition



Chrysler, Dodge & Jeep Addition



Ultra Com Wireless Addition



SPASH Life Skills Center



Skyward

PROPERTY MAINTENANCE

In 2014, 791 orders were issued with a corresponding \$29,450 in charges.

Table 7: 2014 Inspection Orders, Violations, and Complaints

	2013	2014	# Change	% Change	2013	2014	\$ Change	% Change
Exterior Property Area Complaints								
*Multiple Exterior Property Violations	47	51	4	8.51%	\$4,151	\$2,746	(\$1,405)	-33.84%
*Other Exterior Property Violations	19	22	3	15.79%	\$279	\$675	\$396	141.58%
Accumulation of Rubbish or Garbage	41	54	13	31.71%	\$2,007	\$2,469	\$463	23.07%
Grass or Weeds	124	98	(26)	-20.97%	\$4,588	\$4,069	(\$519)	-11.32%
Improper Parking of Vehicles	78	56	(22)	-28.21%	\$3,000	\$1,300	(\$1,700)	-56.67%
Improper Storage of Refuse or Refuse Carts	13	7	(6)	-46.15%	\$525	\$159	(\$366)	-69.71%
Refuse or Refuse Carts on Curb	124	106	(18)	-14.52%	\$5,268	\$4,898	(\$371)	-7.03%
Snow and Ice	248	144	(104)	-41.94%	\$14,772	\$7,911	(\$6,861)	-46.45%
Storage of Household Items Outside	16	25	9	56.25%	\$1,275	\$1,323	\$48	3.76%
Unlicensed or Inoperable Vehicles	7	5	(2)	-28.57%	\$75	\$25	(\$50)	-66.67%
Unsanitary Conditions	4	0	(4)	-100.00%	\$150	\$0	(\$150)	-100.00%
Exterior Structure Complaints								
*Multiple Exterior Structure Violations	2	5	3	150.00%	\$0	\$25	\$25	
*Other Exterior Structure Violations	21	18	(3)	-14.29%	\$31,459	\$350	(\$31,109)	-98.89%
Broken or Missing Windows	1	1	0	0.00%	\$0	\$0	\$0	
Defective Protective Treatment	16	12	(4)	-25.00%	\$650	\$50	(\$600)	-92.31%
Missing or Defective Handrails/Guards	0	1	1		\$0	\$0	\$0	
Interior Structure Complaints								
*Multiple Interior Structure Violations	8	4	(4)	-50.00%	\$275	\$50	(\$225)	-81.82%
*Other Interior Structure Violations	9	5	(4)	-44.44%	\$375	\$0	(\$375)	-100.00%
Multiple Violations								
Multiple Property Violations	22	17	(5)	-22.73%	\$1,878	\$600	(\$1,278)	-68.05%
Other Violations								
*Other Property Violations	23	26	3	13.04%	\$700	\$125	(\$575)	-82.14%
Expired Multiple-Family License	1	6	5	500.00%	\$25	\$850	\$825	3300.00%
Improper Occupancy: Multi-Family Dwelling	0	2	2		\$0	\$0	\$0	
Improper Occupancy: Residential Dwelling	13	17	4	30.77%	\$0	\$225	\$225	
Noise	118	71	(47)	-39.83%	\$2,150	\$1,350	(\$800)	-37.21%
Work without Permit	54	36	(18)	-33.33%	\$325	\$250	(\$75)	-23.08%
Unlicensed Well (s)	1	0	(1)	-100.00%	\$0	\$0	\$0	
Work without Historic Preservation Review	2	2	0	0.00%	\$25	\$0	(\$25)	-100.00%
TOTALS	1012	791	(221)	-21.84%	\$73,952	\$29,450	(\$44,502)	-60.18%

As indicated in the table above, the number of violations decreased by over 20% from 2013 to 2014. This decrease was mainly due to the decrease in the number of snow and noise violations. The decrease in these two categories made up nearly 70% of the overall decrease between 2013 and 2014. In addition, charges decreased from \$73,952 in 2013 to \$29,450 in 2014, with the main reason for the decrease coming from a structure violation in 2013 that cost more than \$30,000. Furthermore, with the decrease in the number of snow and ice violations, the fees for this category decreased by nearly \$7,000.

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

We would also like to thank Brent Curless for his 40+ years of dedicated service to the City of Stevens Point as the City's Building Inspector and Zoning Administrator. Brent will be retiring April 2015. From all of us in the Community Development department, thank you for being part of our team, you will be missed.