

COMMUNITY CONVERSATION

Future of the Downtown and Division Street Corridor



JANUARY 17, 2019 | 6:30 PM - 8:30 PM

**Mid-State Technical College – Community Engagement Room
1001 Centerpoint Drive, Stevens Point, WI 54481**

AGENDA

- Welcome & Introductions
- Community Overview
 - Downtown: Assets, Issues, & Opportunities
 - N. Division Street: Assets, Issues & Opportunities
- Keypad Polling
- Small Group Discussions
- Wrap-up

VANDEWALLE & ASSOCIATES

- Multi-disciplinary team of designers and planners committed to rebuilding Great Lakes cities and economies
- Place Makers & Urban Designers
- “Experience Design”
- Understand the community



VANDEWALLE &
ASSOCIATES INC.



PROCESS

Economic Positioning and Redevelopment Vandewalle & Associates Approach





Community Overview:

- *Regional Context and Vital Statistics*
- *Downtown: Assets, Issues, & Opportunities*
- *N. Division Street: Assets, Issues, & Opportunities*

CONTEXT

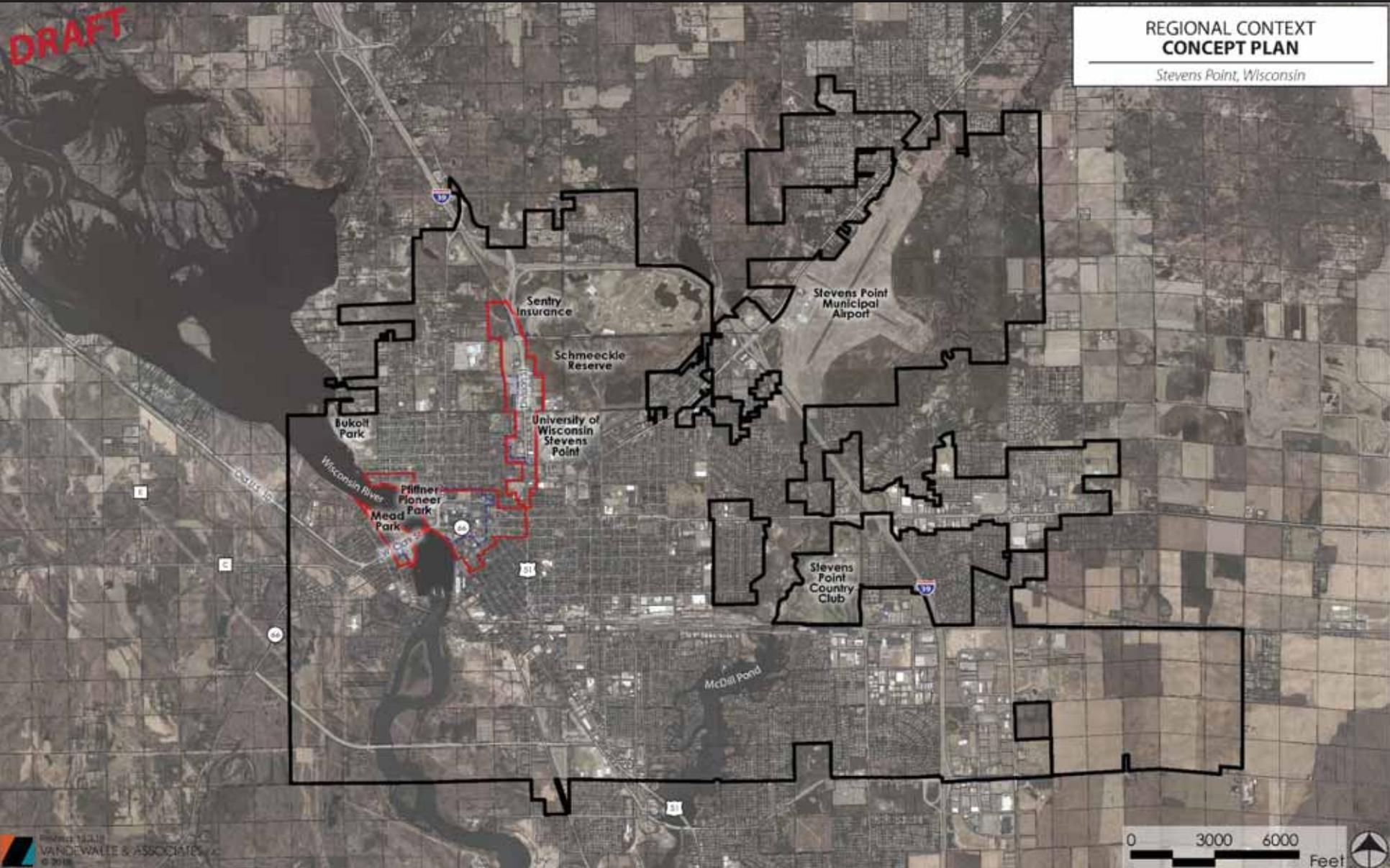


REGIONAL CONTEXT

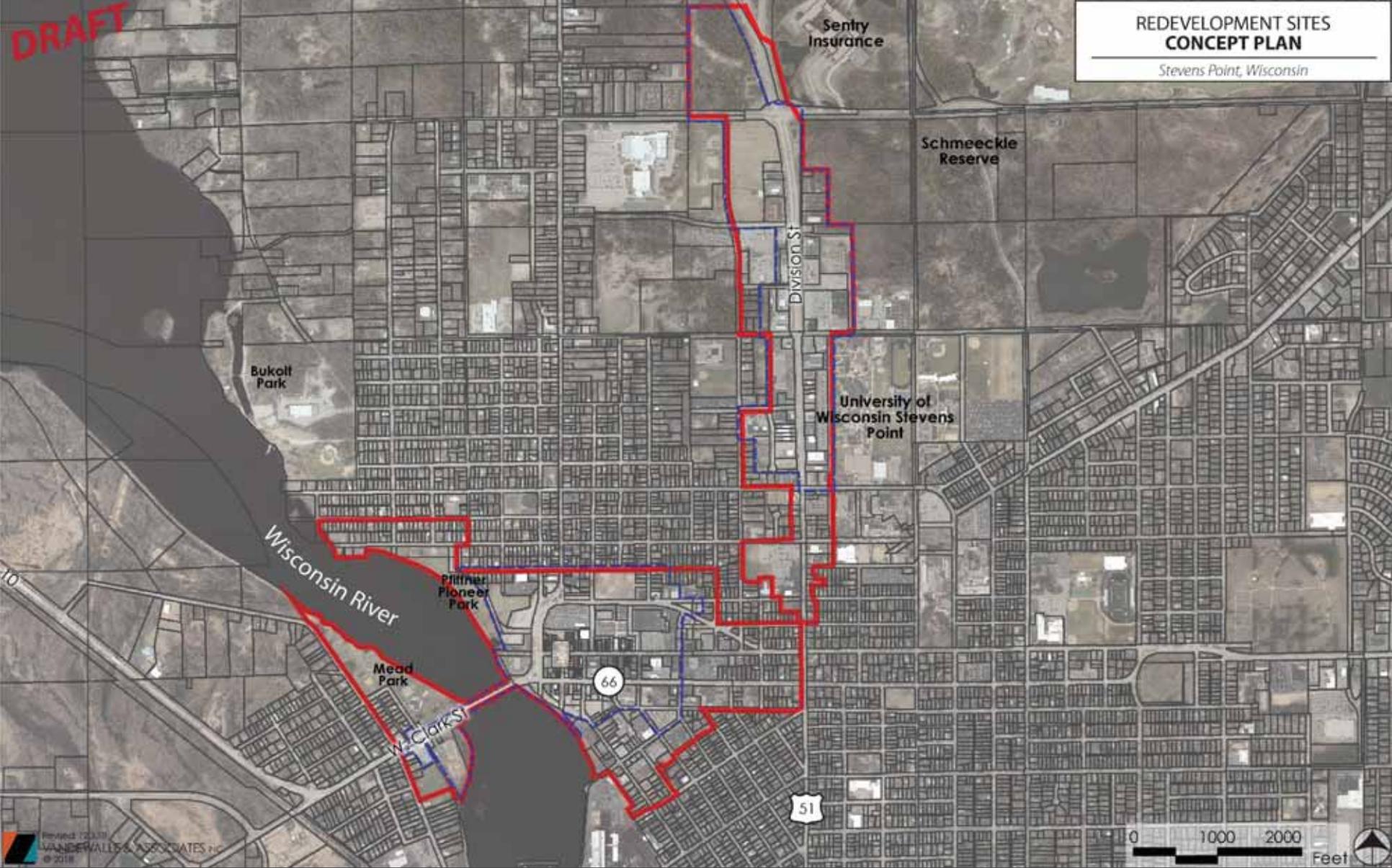
DRAFT

REGIONAL CONTEXT CONCEPT PLAN

Stevens Point, Wisconsin



STUDY AREA BOUNDARIES



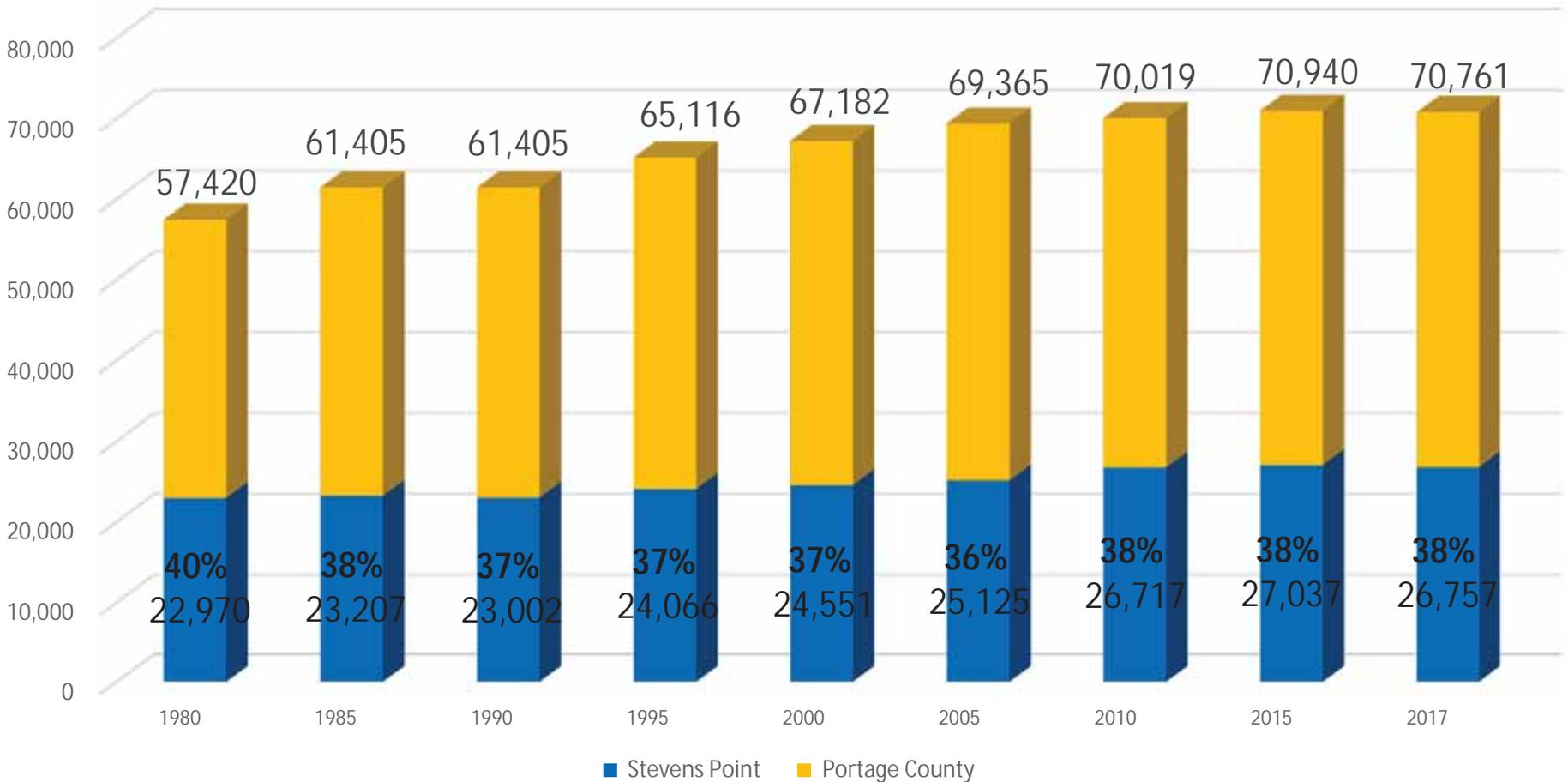
PAST PLANS

- Riverfront Plan (1993)
- TID 5 (Division) Project Plan (2005)
- TID 6 (Downtown) Project Plan/Amendment (2006/2009)
- Downtown Plan (2008)
- Downtown Transportation Study (2012)
- Vehicle & Bike Parking Management Plan (2015)
- Cultural Commons (2015)
- Downtown Fringe Rezoning (2016)
- Comp Plan/Update (2006/2017)
- Housing Study (2017)
- EPA Community-Wide Assessment Grant (2018)

POPULATION TRENDS

Source: U.S. Census Bureau & Wisconsin Dept. of Administration

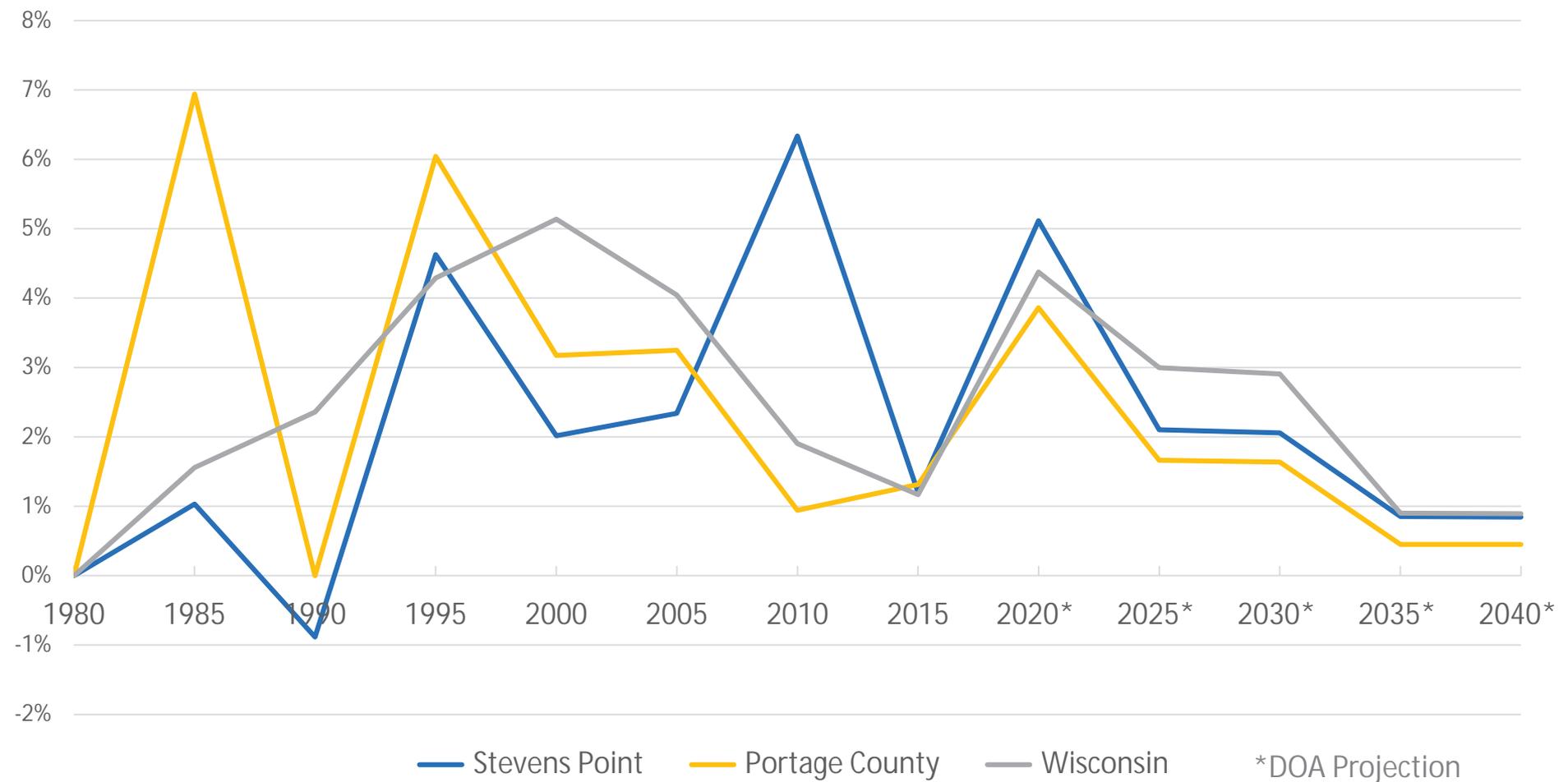
Population as Share of Portage County Total, 1980-2017



POPULATION TRENDS

Source: U.S. Census Bureau & Wisconsin Dept. of Administration

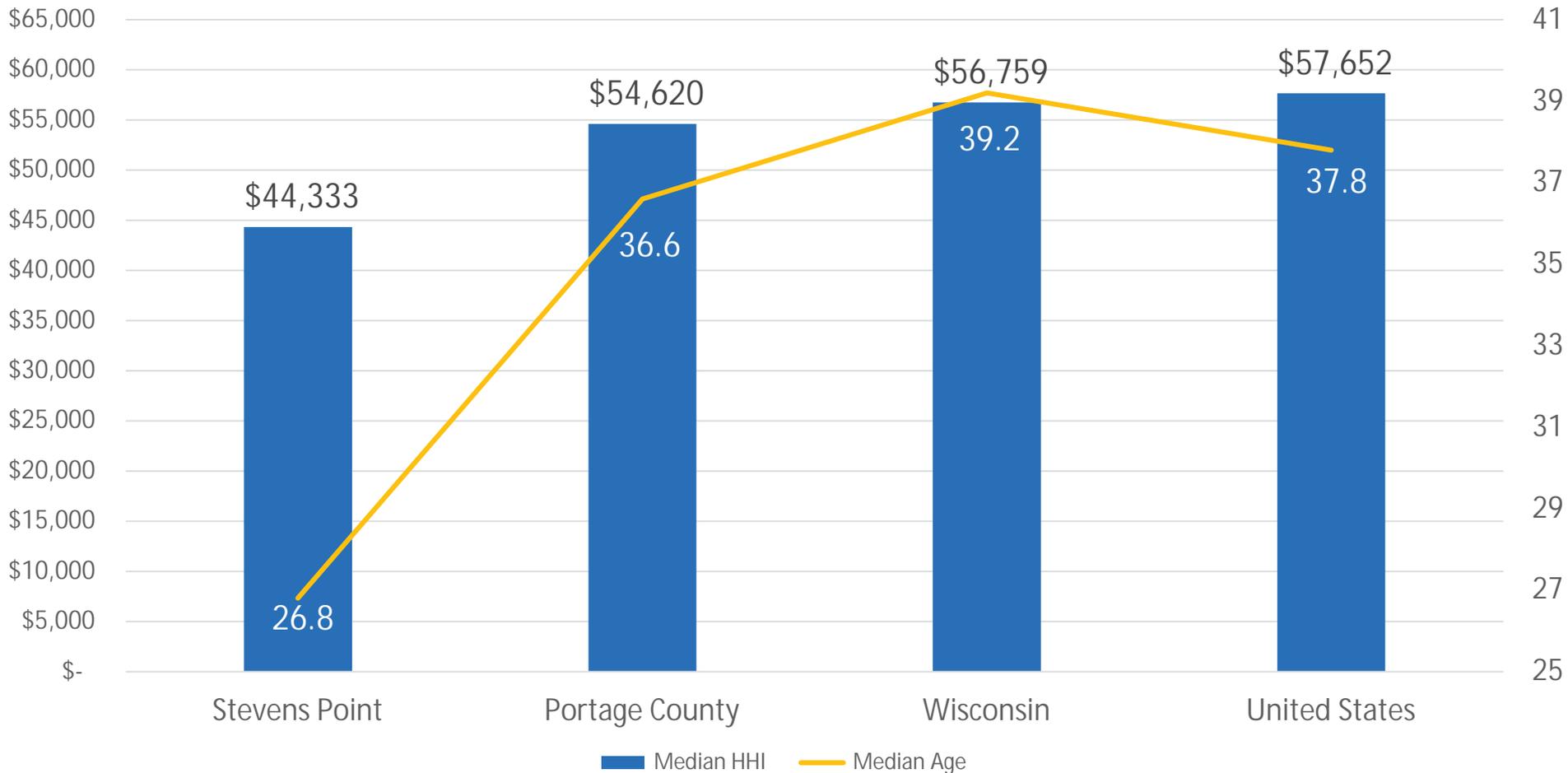
Population % Change, 1980-2040



AGE AND INCOME

Source: 2013-2017 American Community Survey 5-Year Estimates

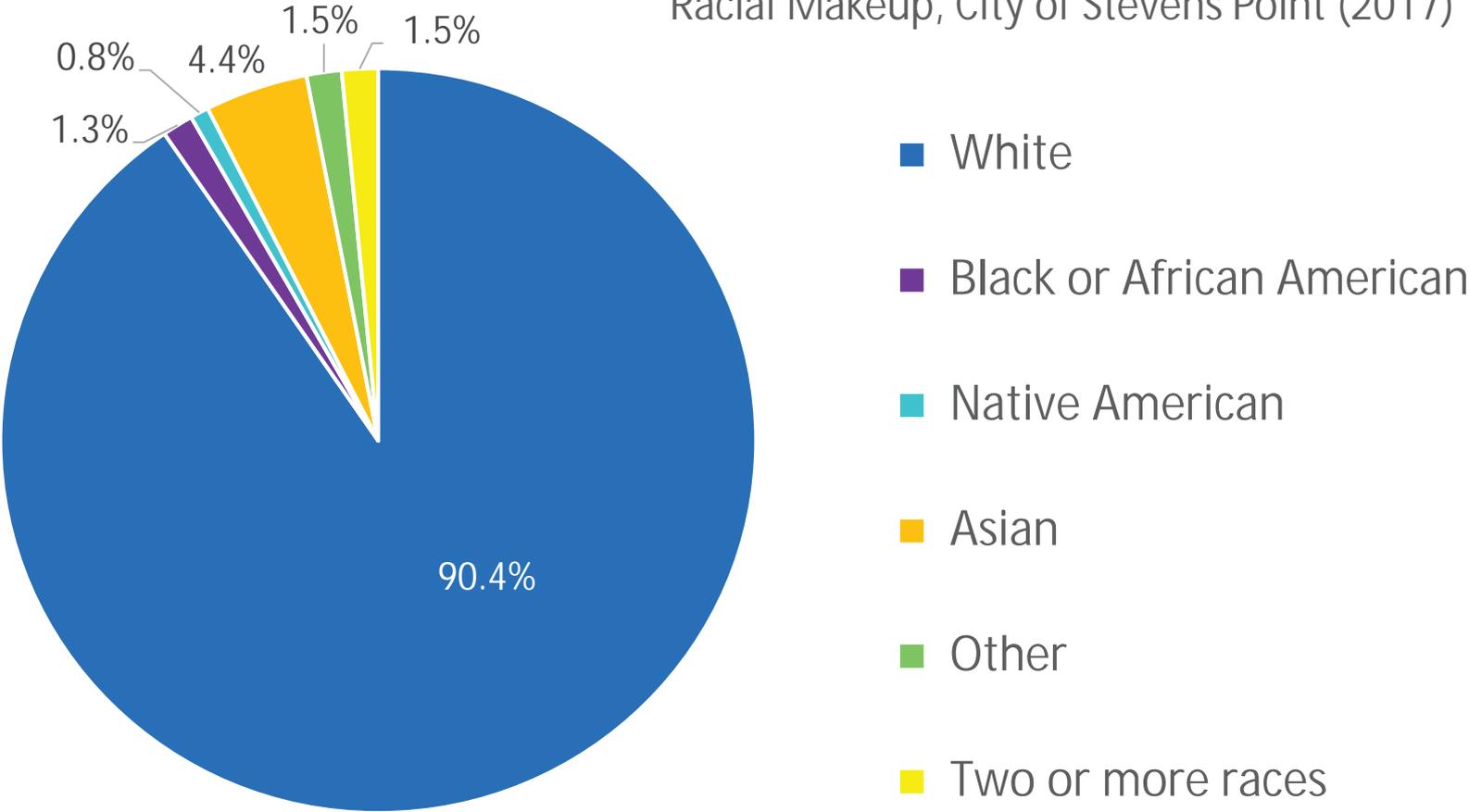
Median Age vs. Median Household Income



RACIAL DIVERSITY

Source: 2013-2017 American Community Survey 5-Year Estimates

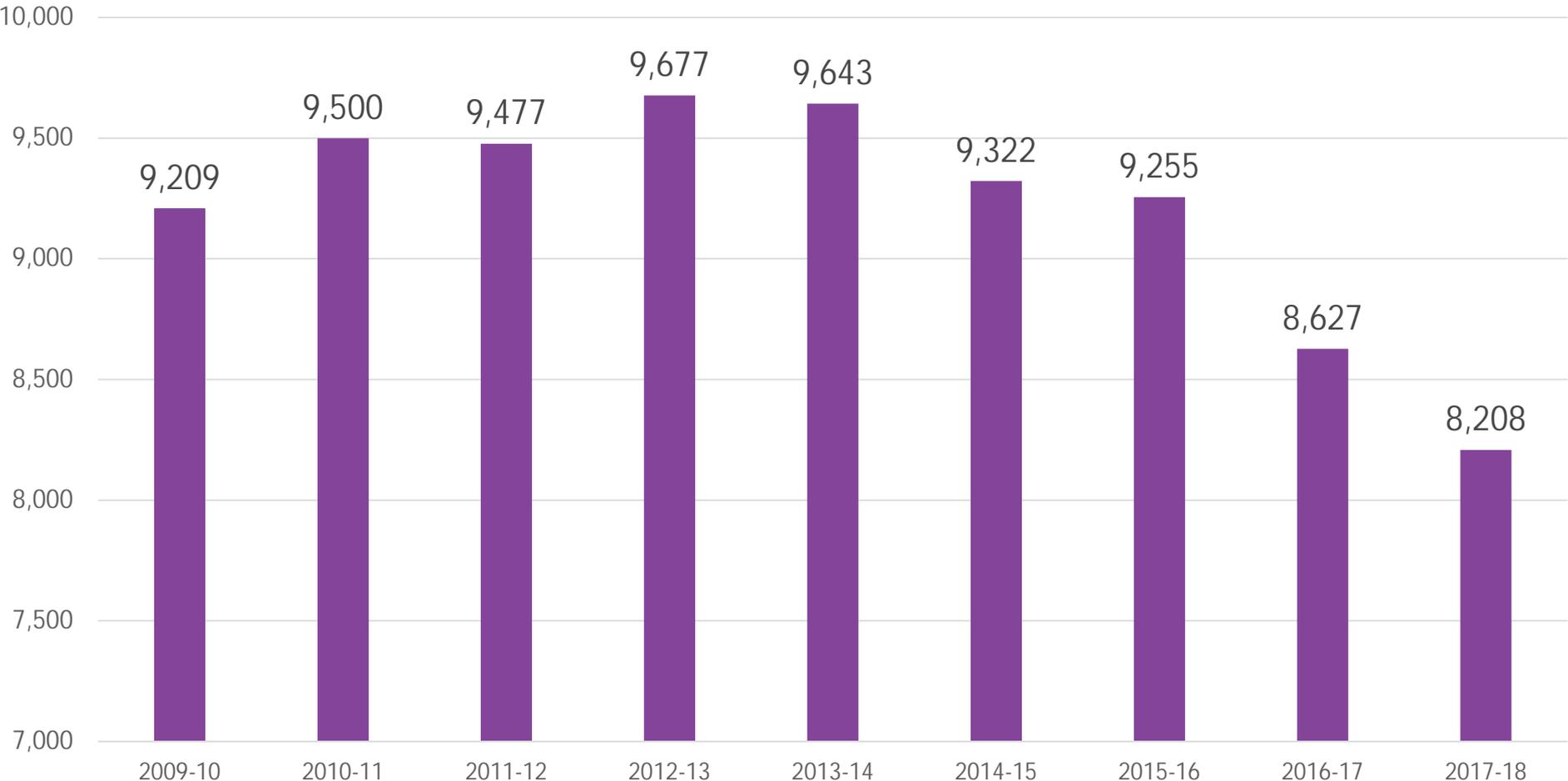
Racial Makeup, City of Stevens Point (2017)



UWSP ENROLLMENT

Source: UW System

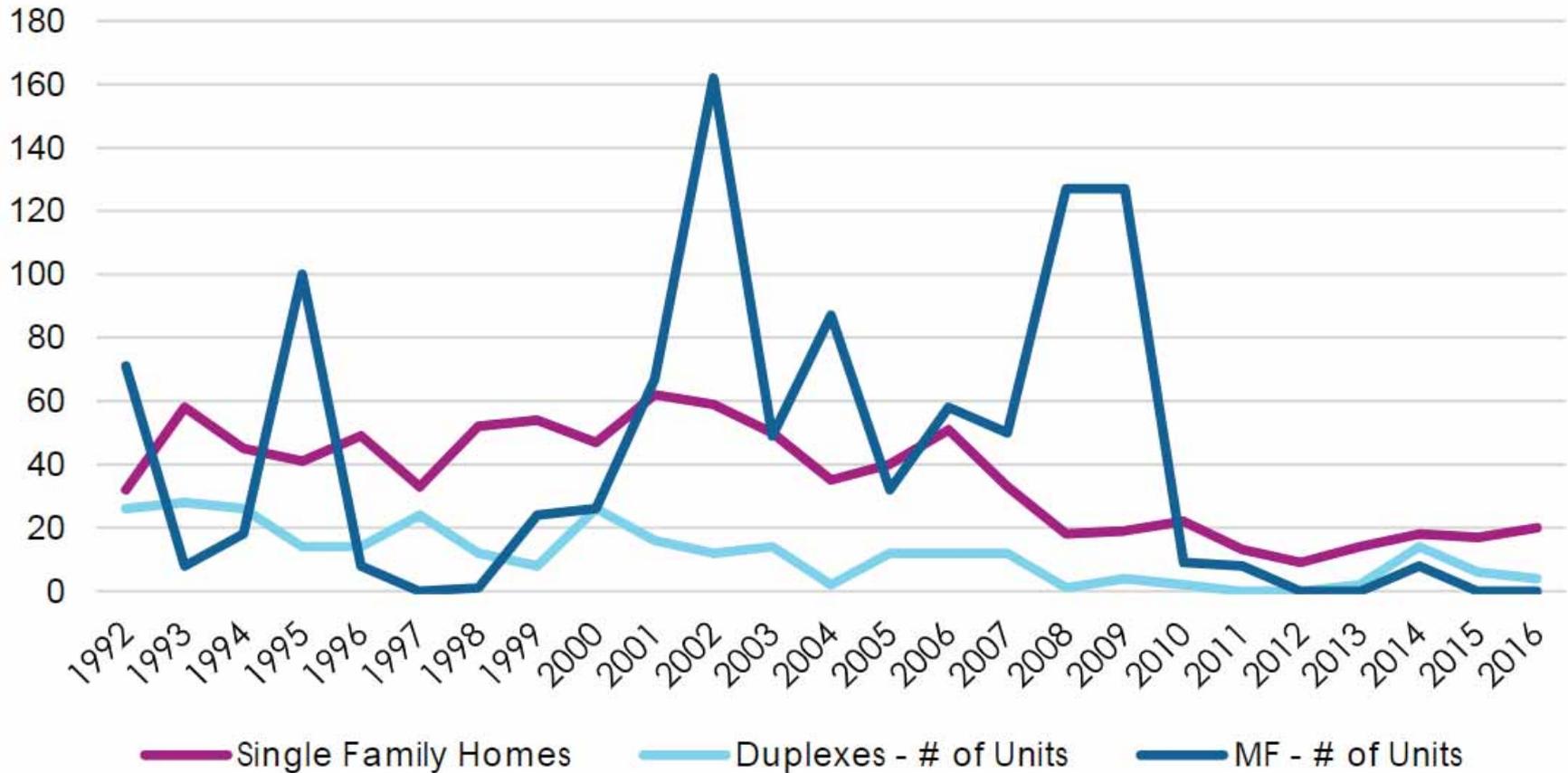
UWSP Enrollment, 2009-2018



HOUSING TRENDS

Source: 2017 City of Stevens Point Housing Study

Figure 3.18 – New Single-Family, Duplex and Multi-Family Unit Construction in Stevens Point

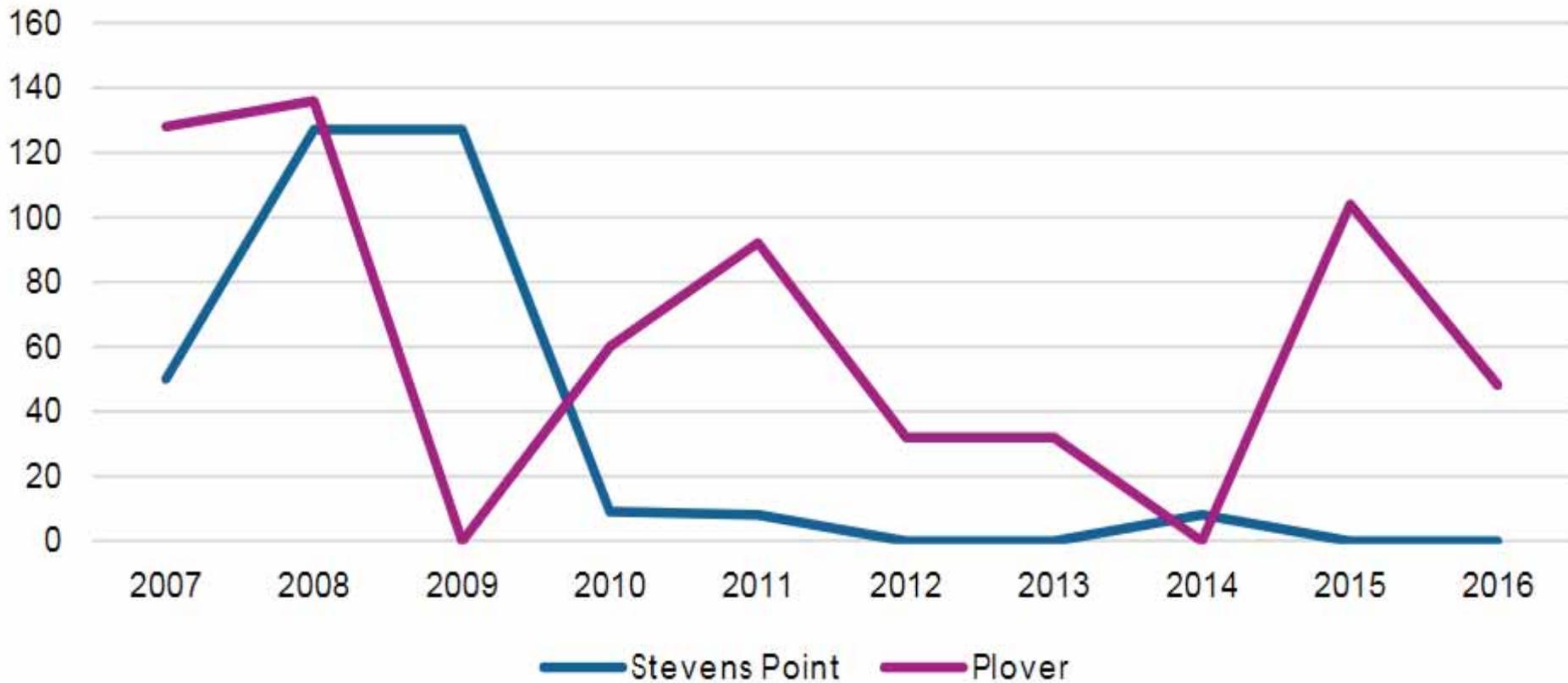


Source: City of Stevens Point

HOUSING TRENDS

Source: 2017 City of Stevens Point Housing Study

Figure 3.21 – New Multi-Family Construction in Stevens Point and Plover (by # of units)



Source: City of Stevens Point, Village of Plover

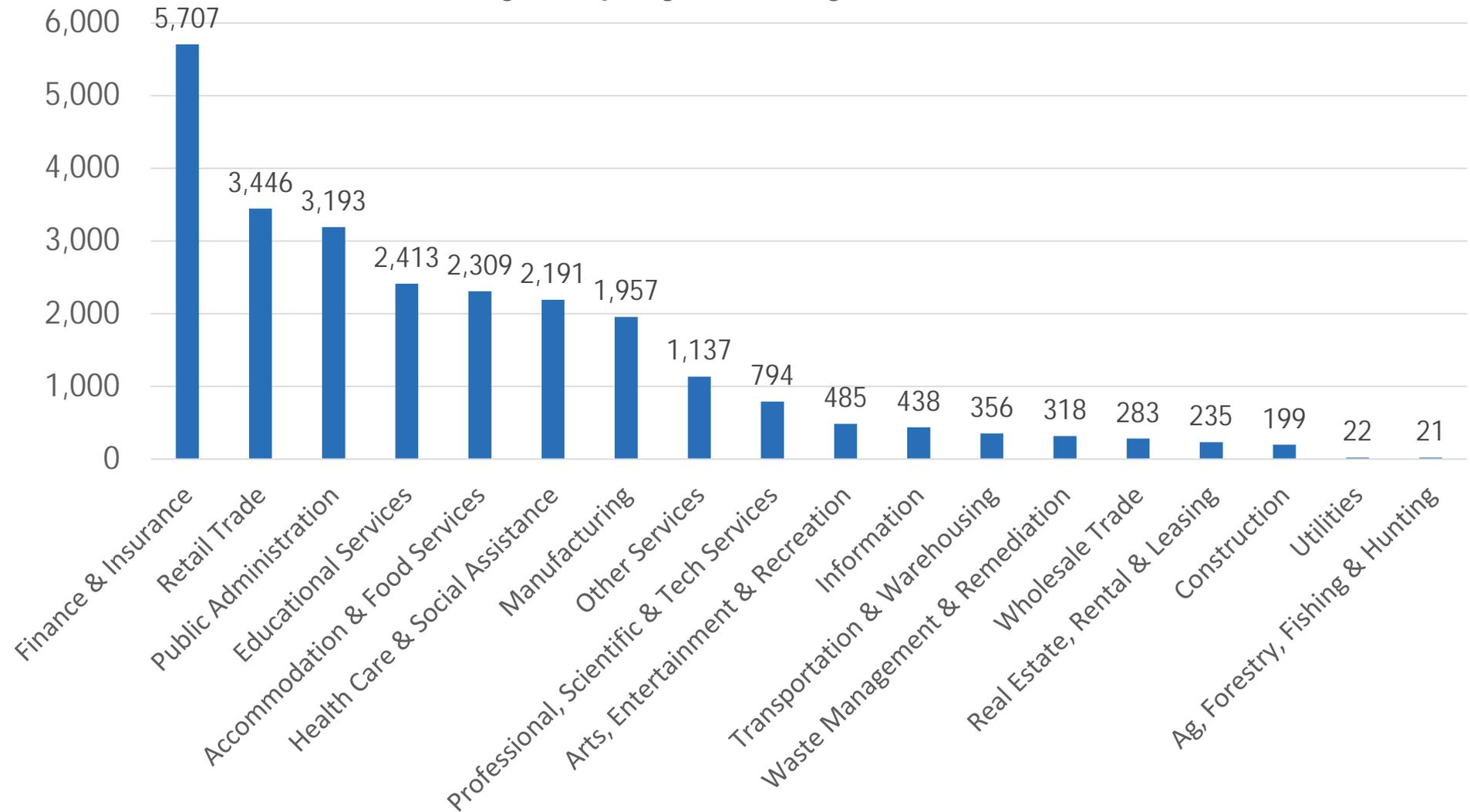
REGIONAL ECONOMY

- City has strong balance of residents and jobs (nearly 1:1 ratio)
- Declining Sectors
 - Paper, general manufacturing
- Emerging & growing sectors
 - Finance, Insurance, Real Estate, Education

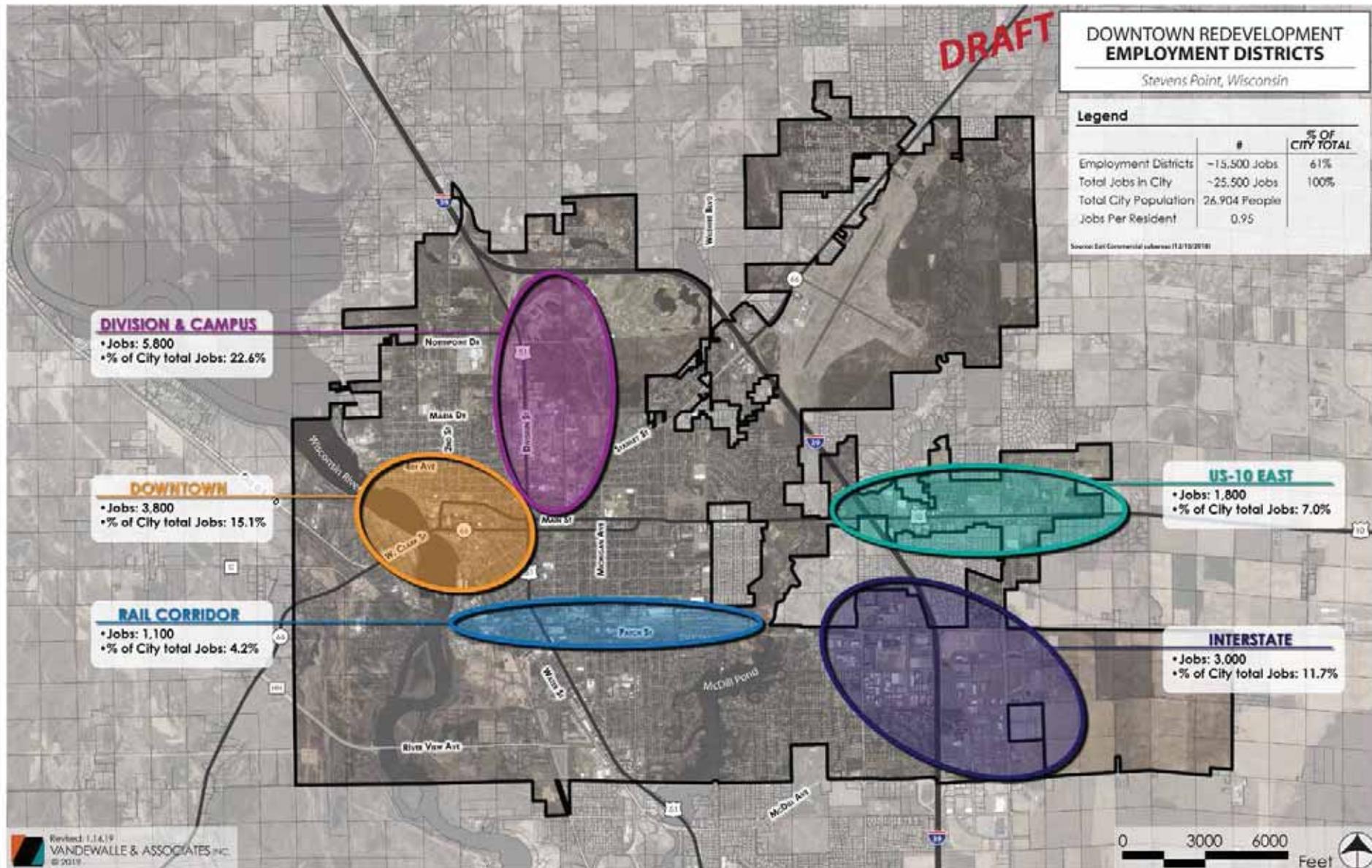
LOCAL ECONOMY

Source: ESRI Business Analyst

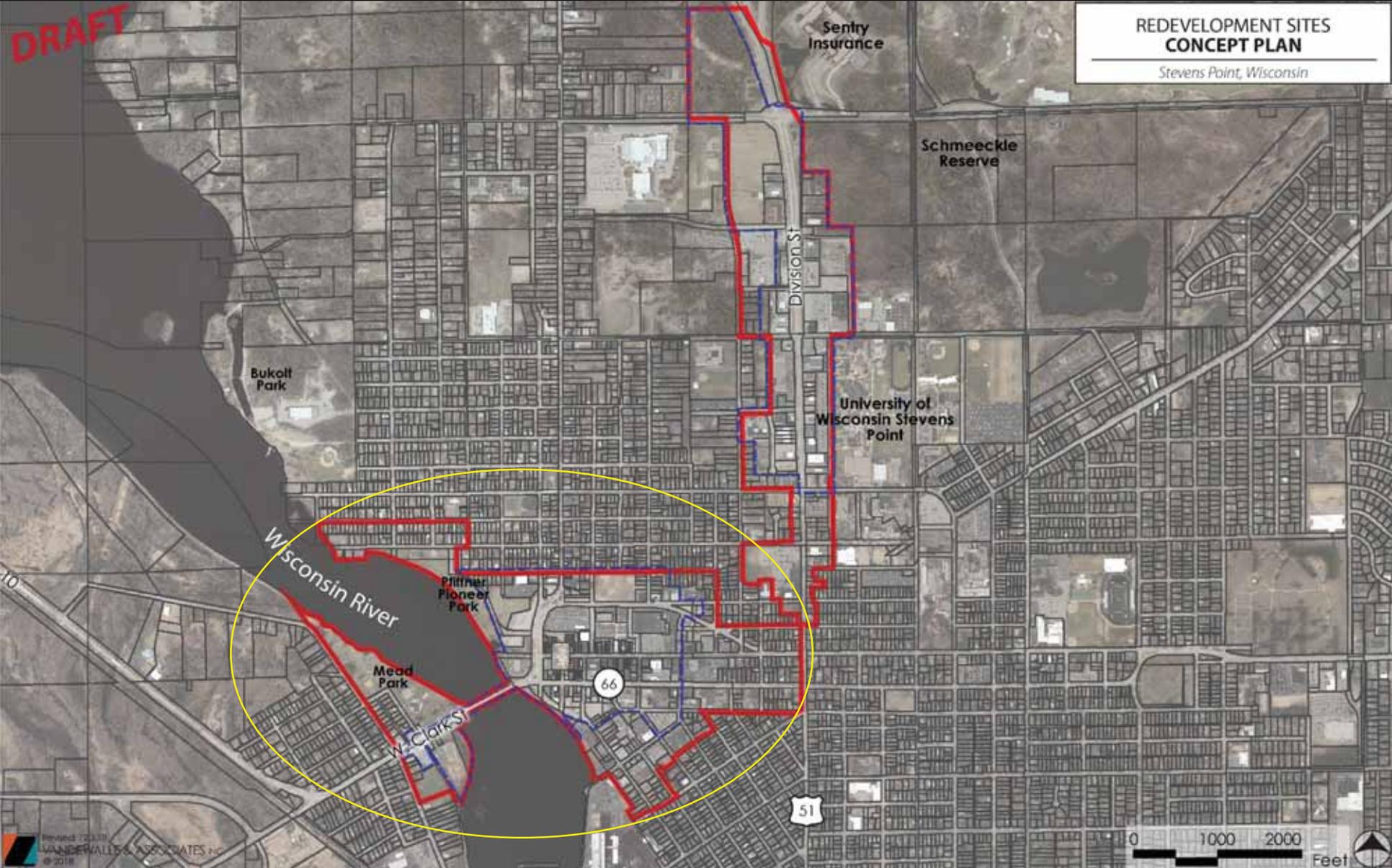
City Employment by NAICS Sector, 2017



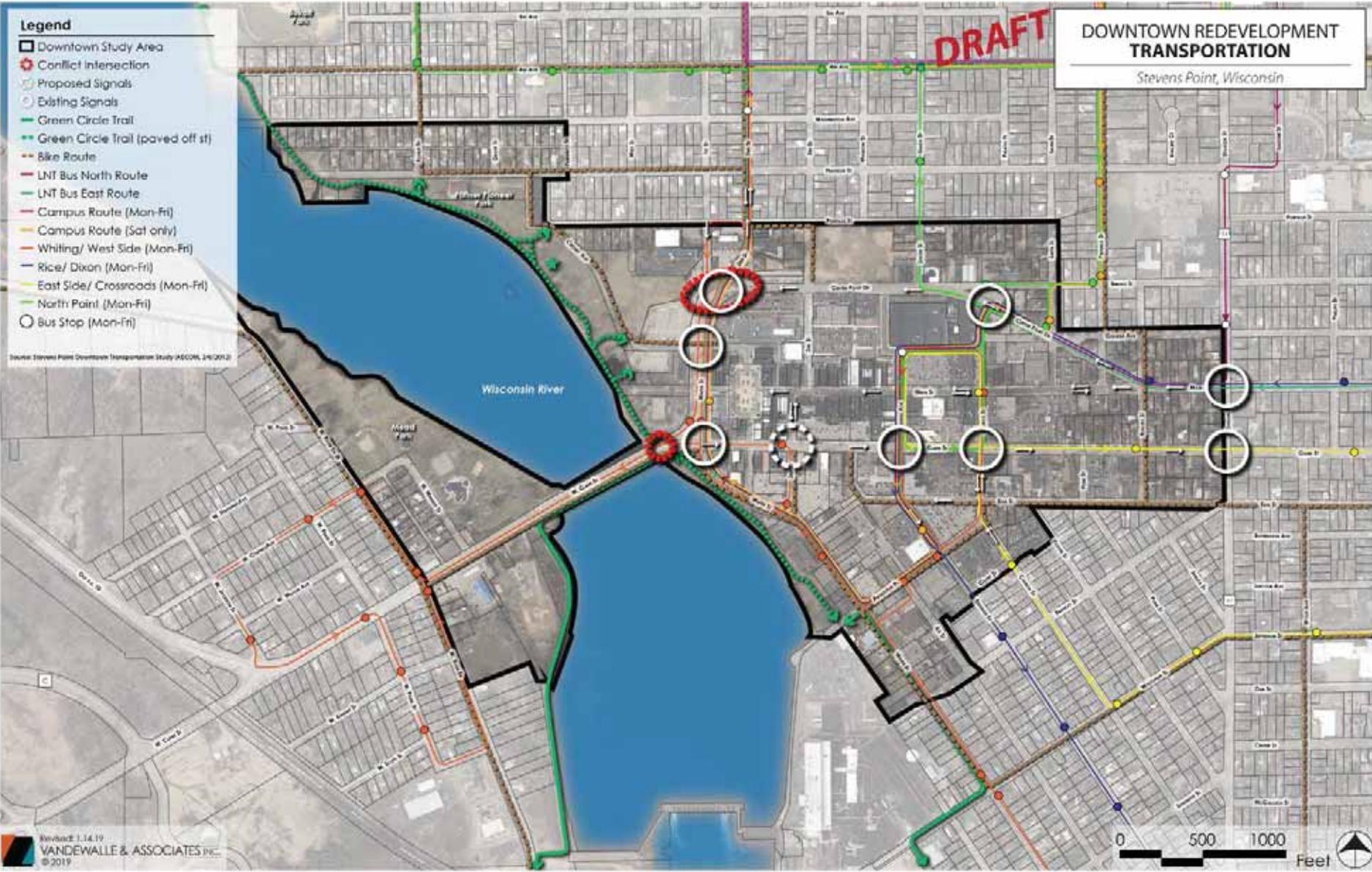
EMPLOYMENT DISTRICTS



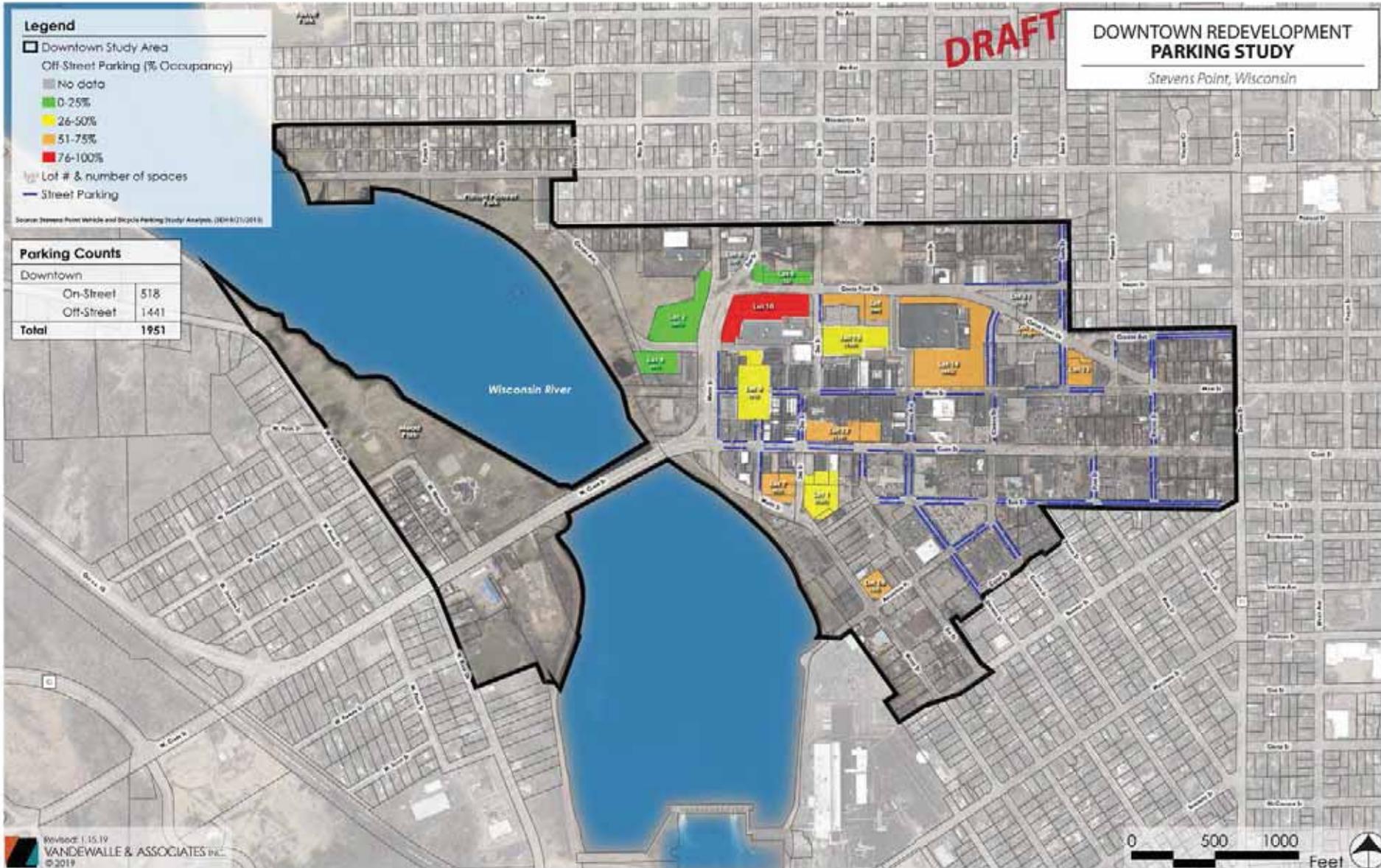
DOWNTOWN STUDY AREA



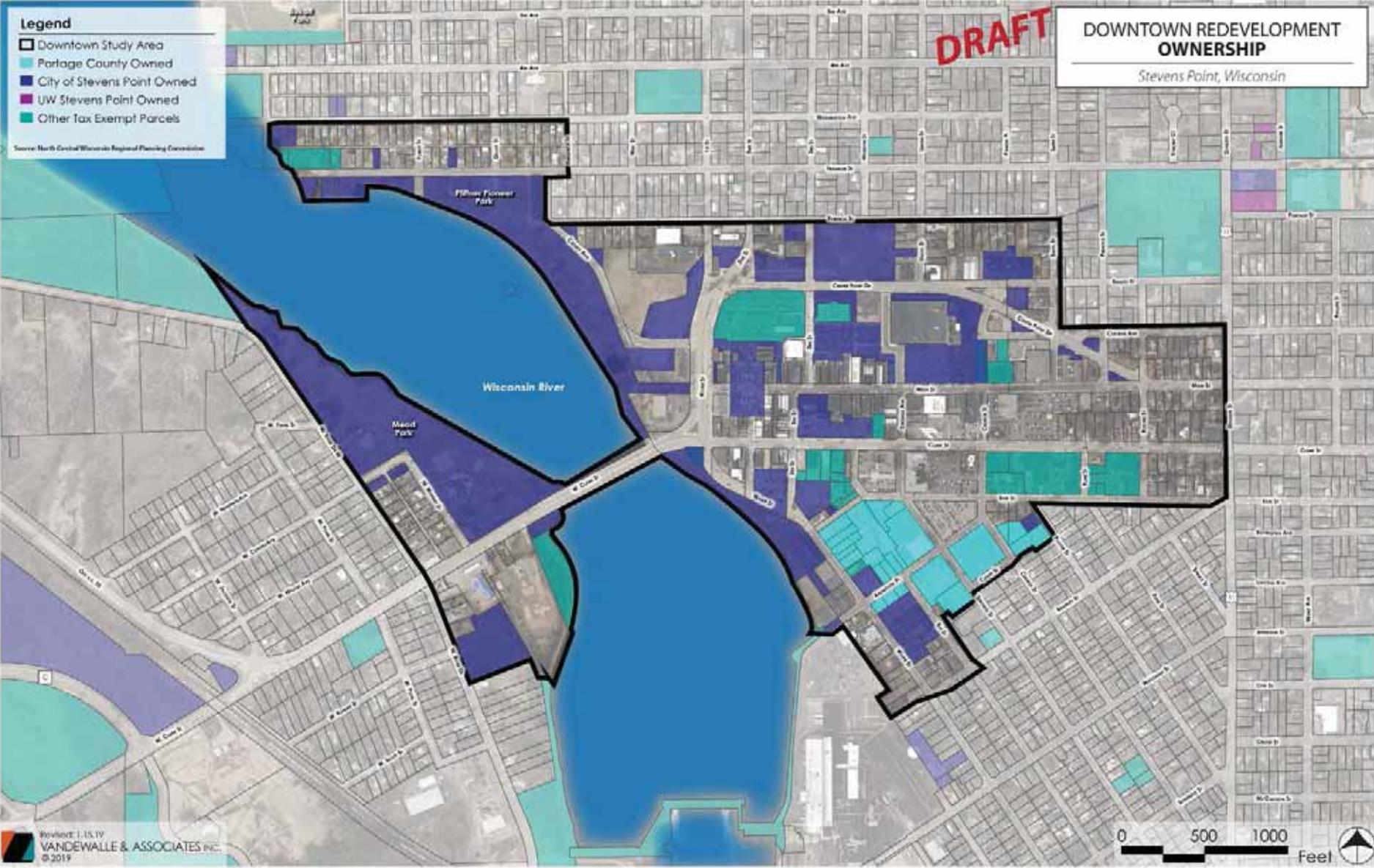
DOWNTOWN - TRANSPORTATION



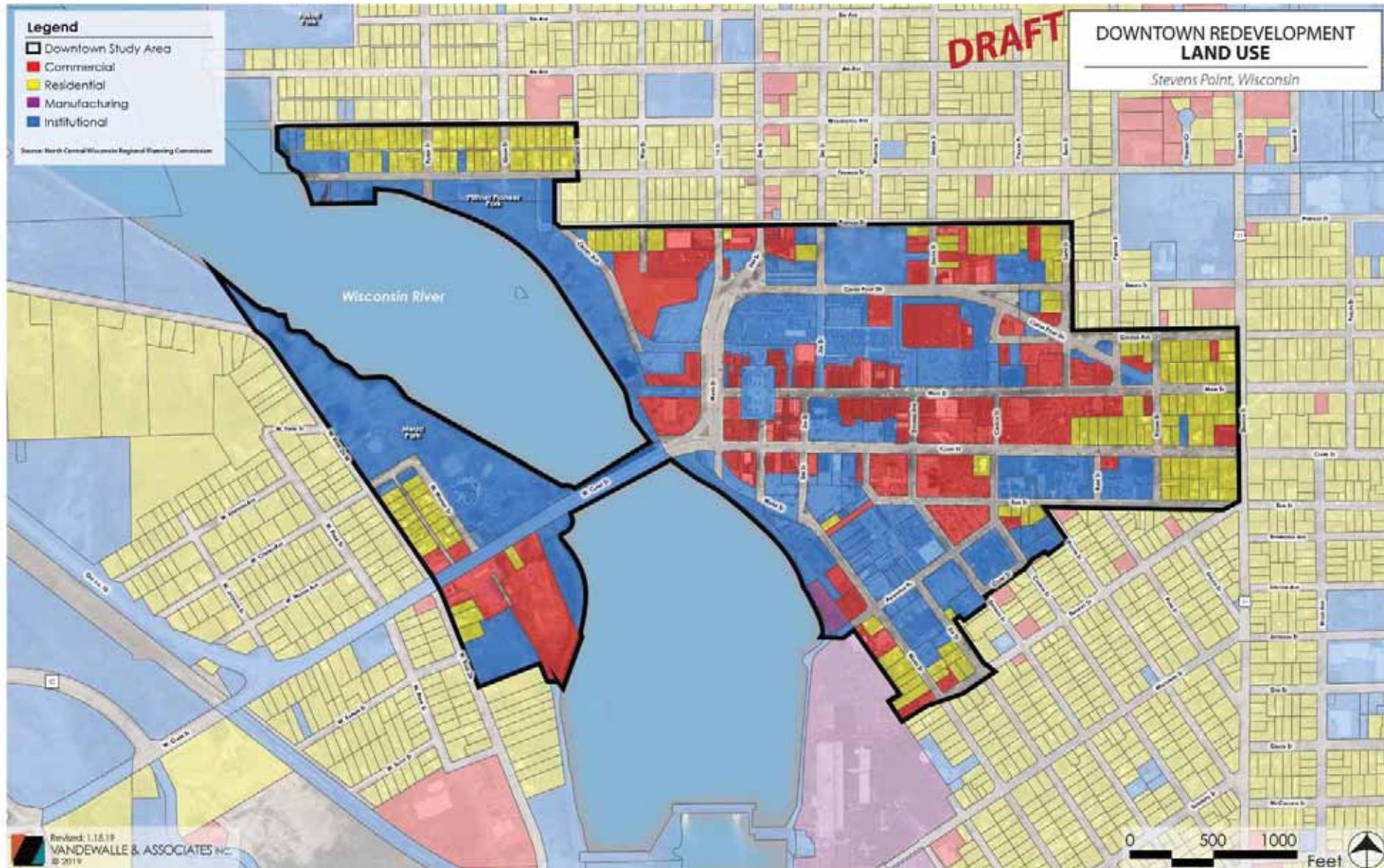
DOWNTOWN – PARKING STUDY



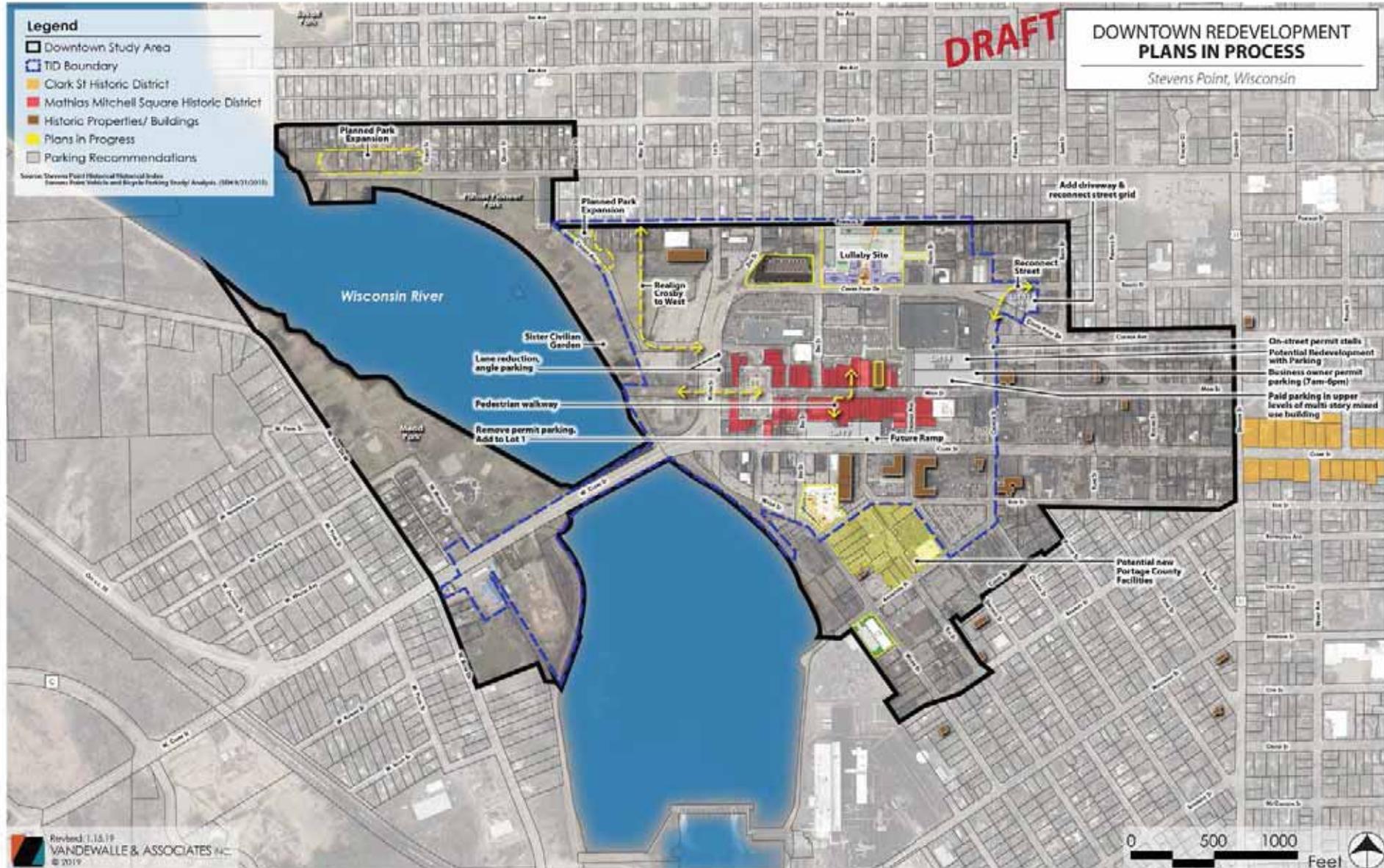
DOWNTOWN - OWNERSHIP



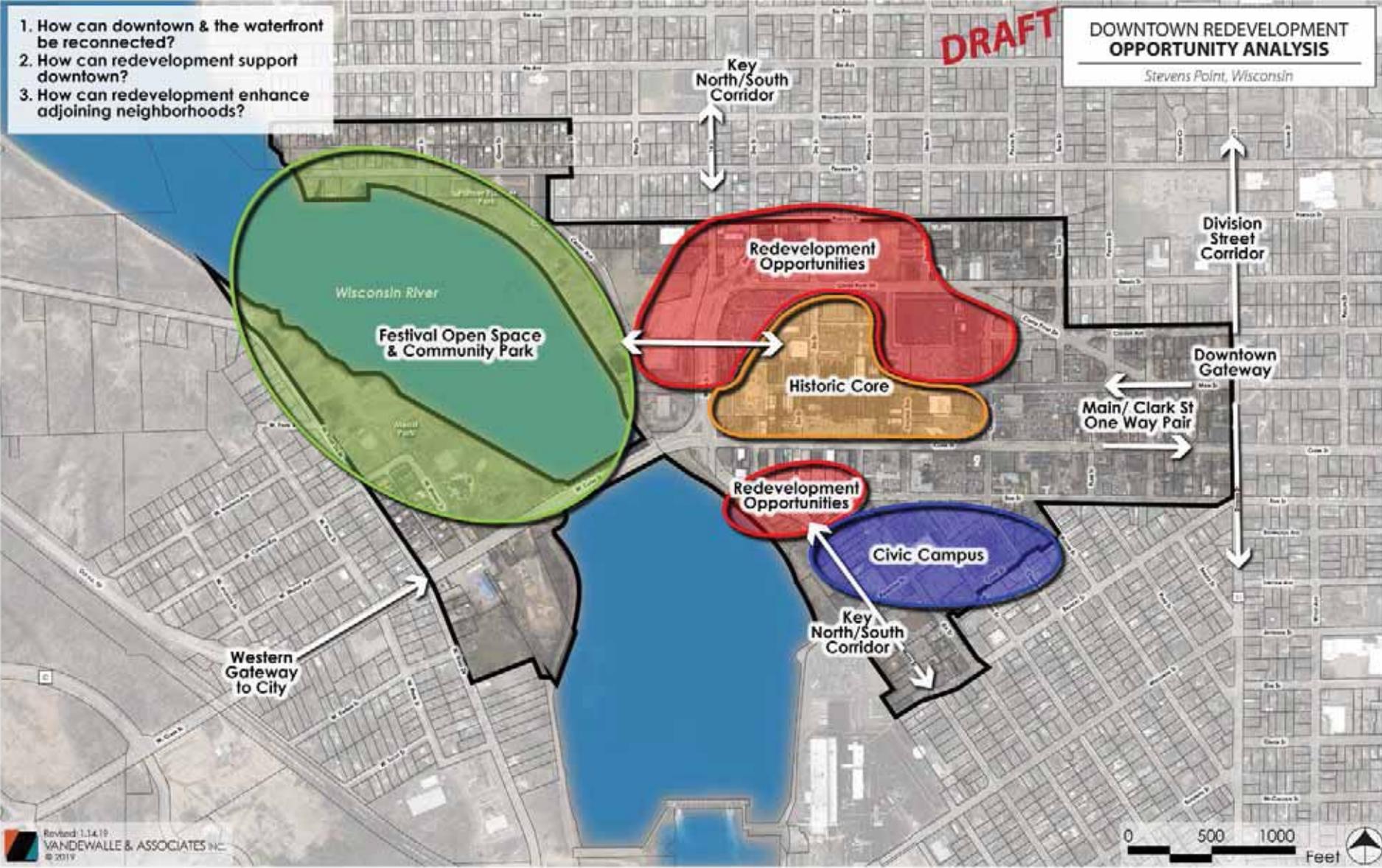
DOWNTOWN – EXISTING LAND USE



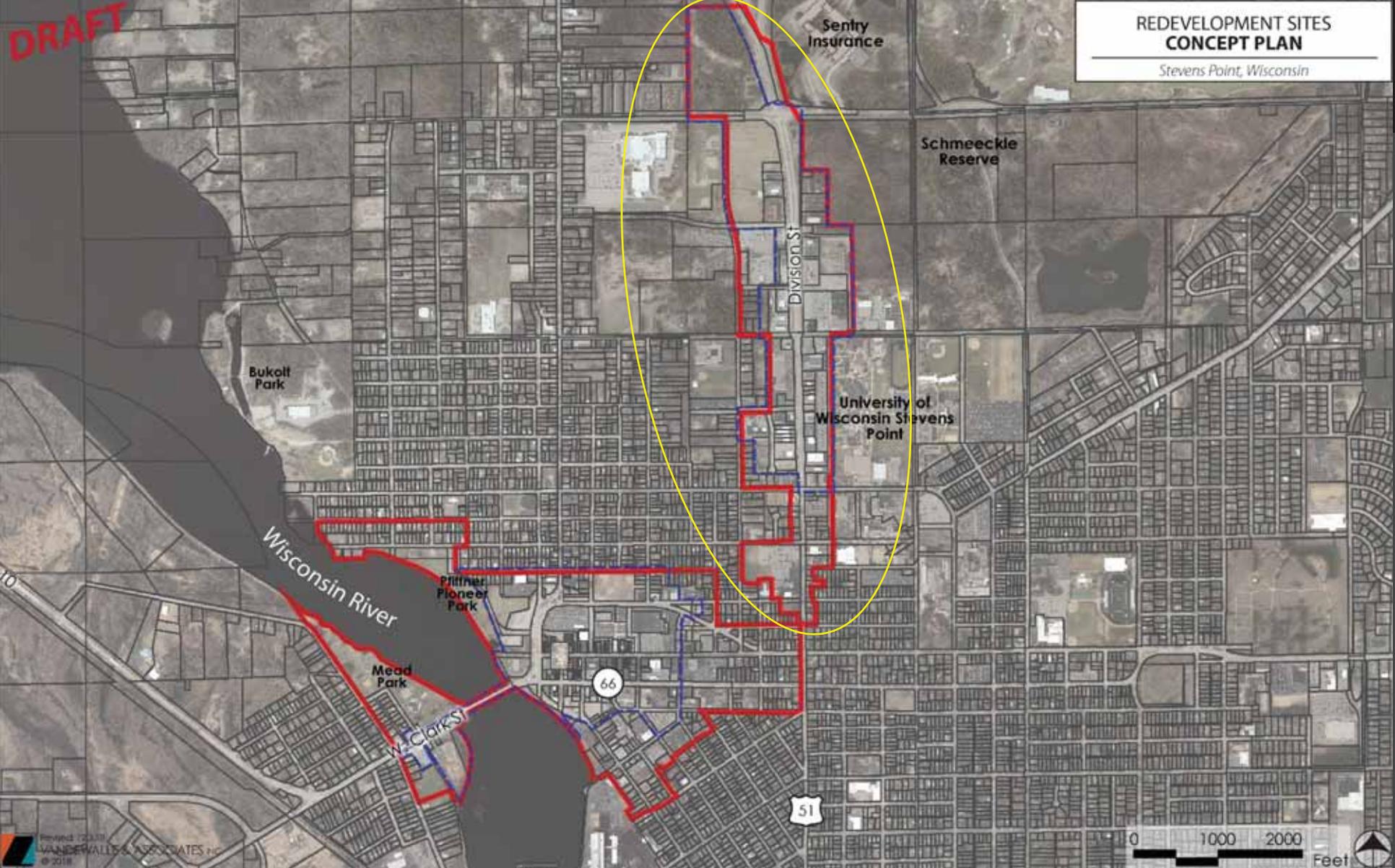
DOWNTOWN – PLANS IN PROCESS



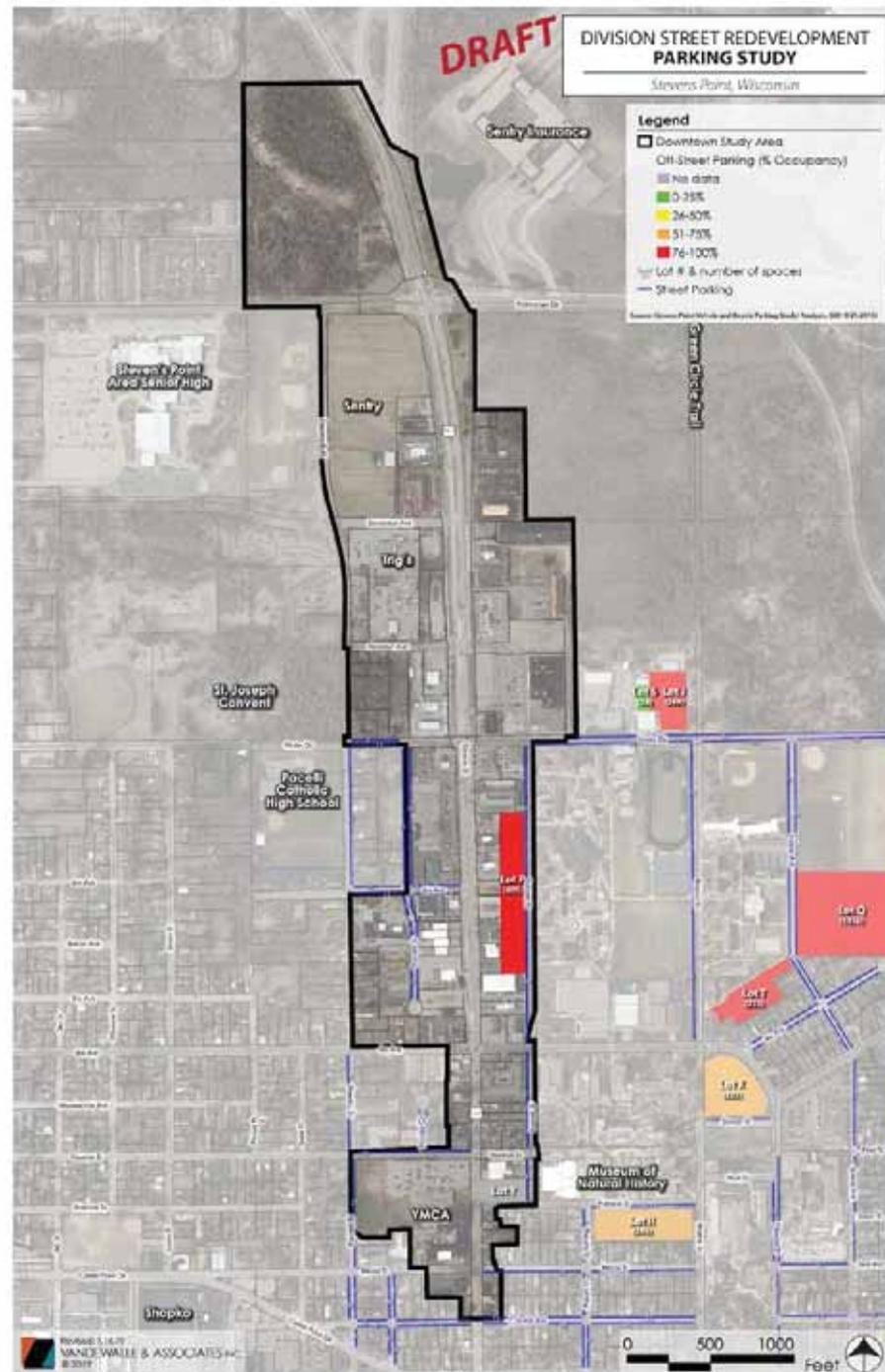
DOWNTOWN – OPPORTUNITIES



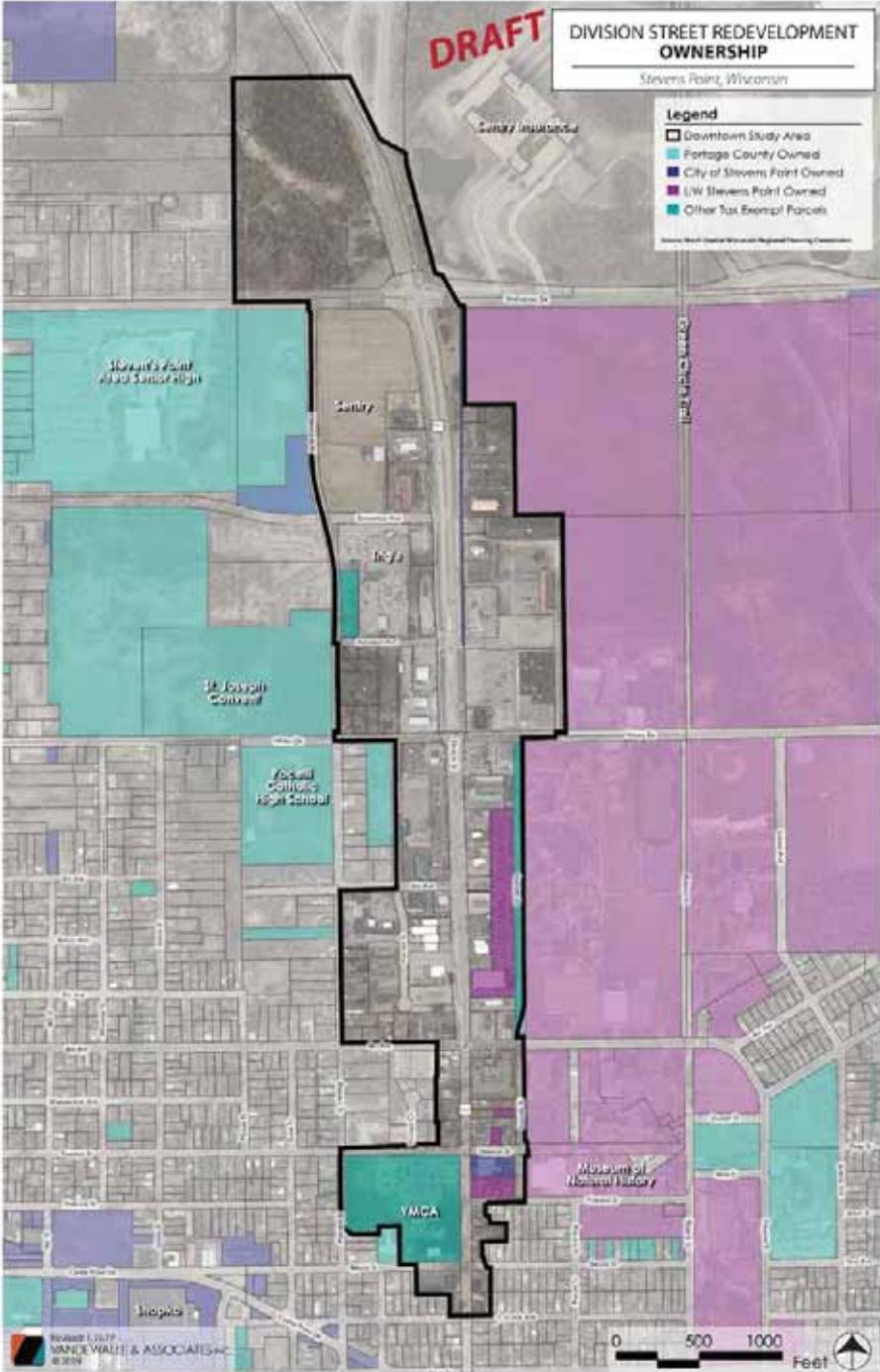
N. DIVISION STREET STUDY AREA



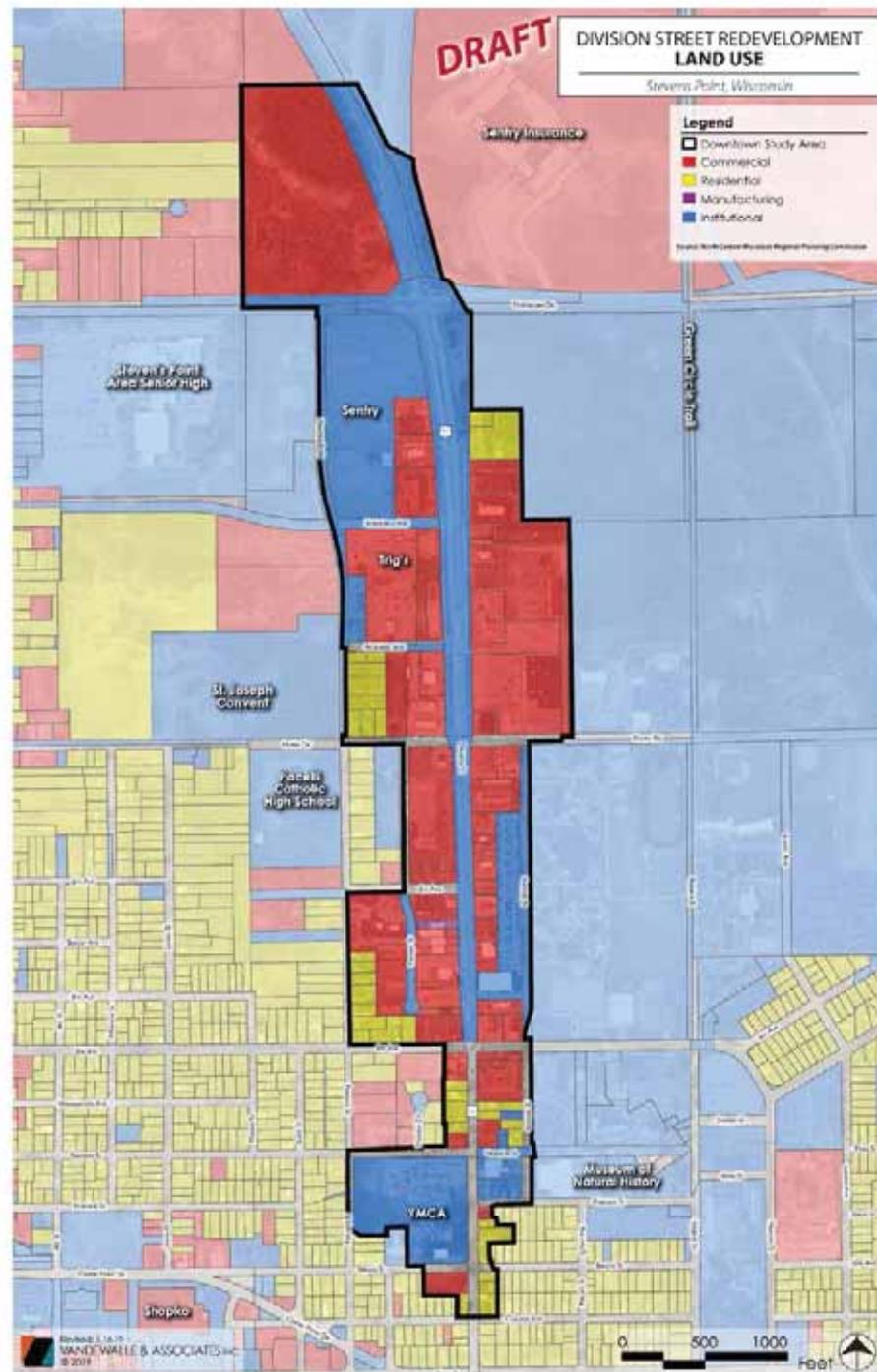
DIVISION – PARKING STUDY



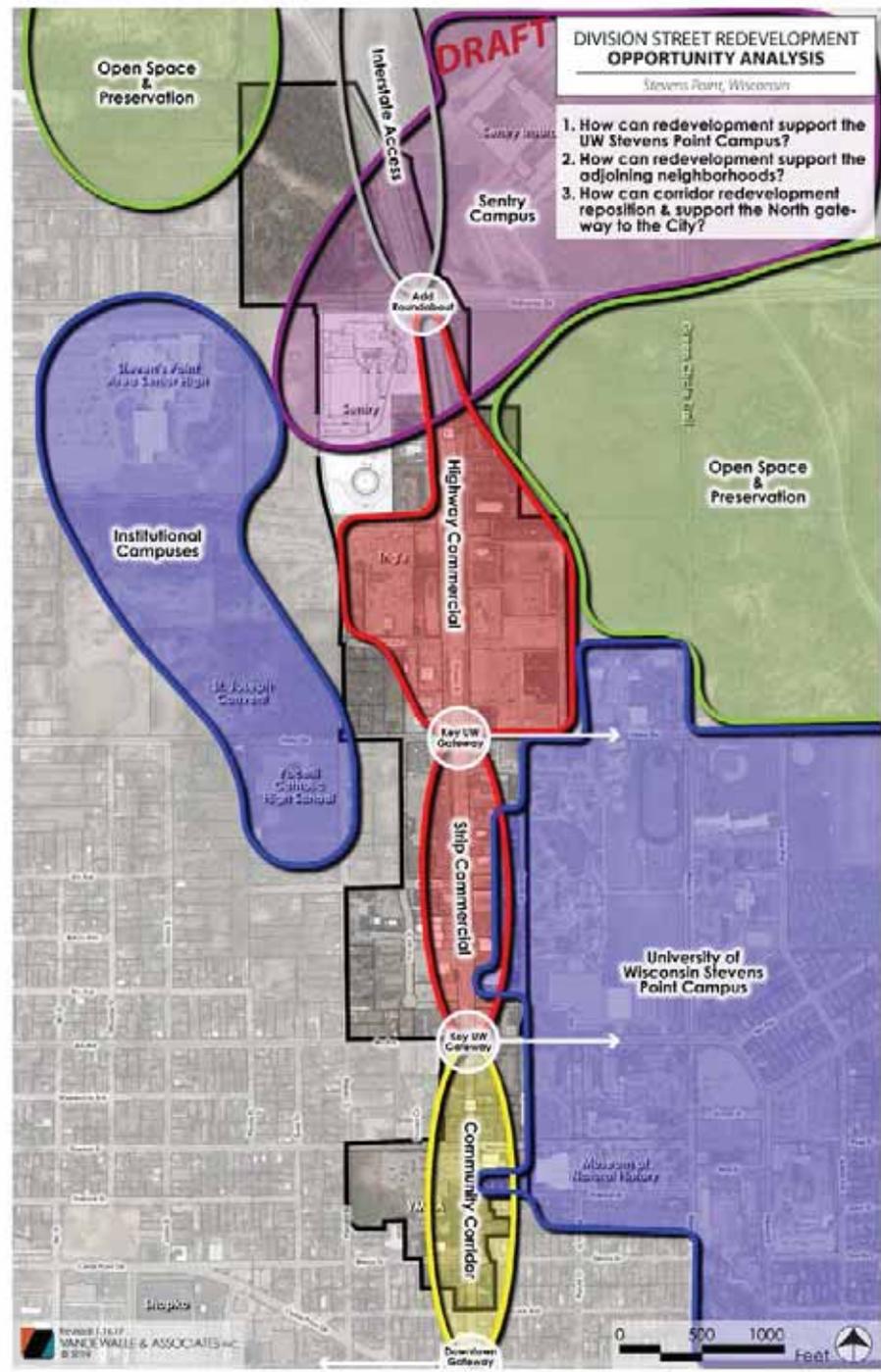
DIVISION – OWNERSHIP



DIVISION – EXISTING LAND USE



DIVISION – OPPORTUNITIES





Lynelle Caine

City of Stevens Point
Brownfield
Redevelopment

U.S. EPA ASSESSMENT GRANTS FOR HAZARDOUS SUBSTANCE AND PETROLEUM BROWNFIELDS

- The US EPA awarded a \$300,000 Grant to City to Assess Brownfields
 - Grant Period July 2018 – Sept 2021
 - Focus area of Brownfield grant is Downtown and Division Street
 - Efforts align with AWP
 - Community Wide Assessment grant so funds can be used at any site within City

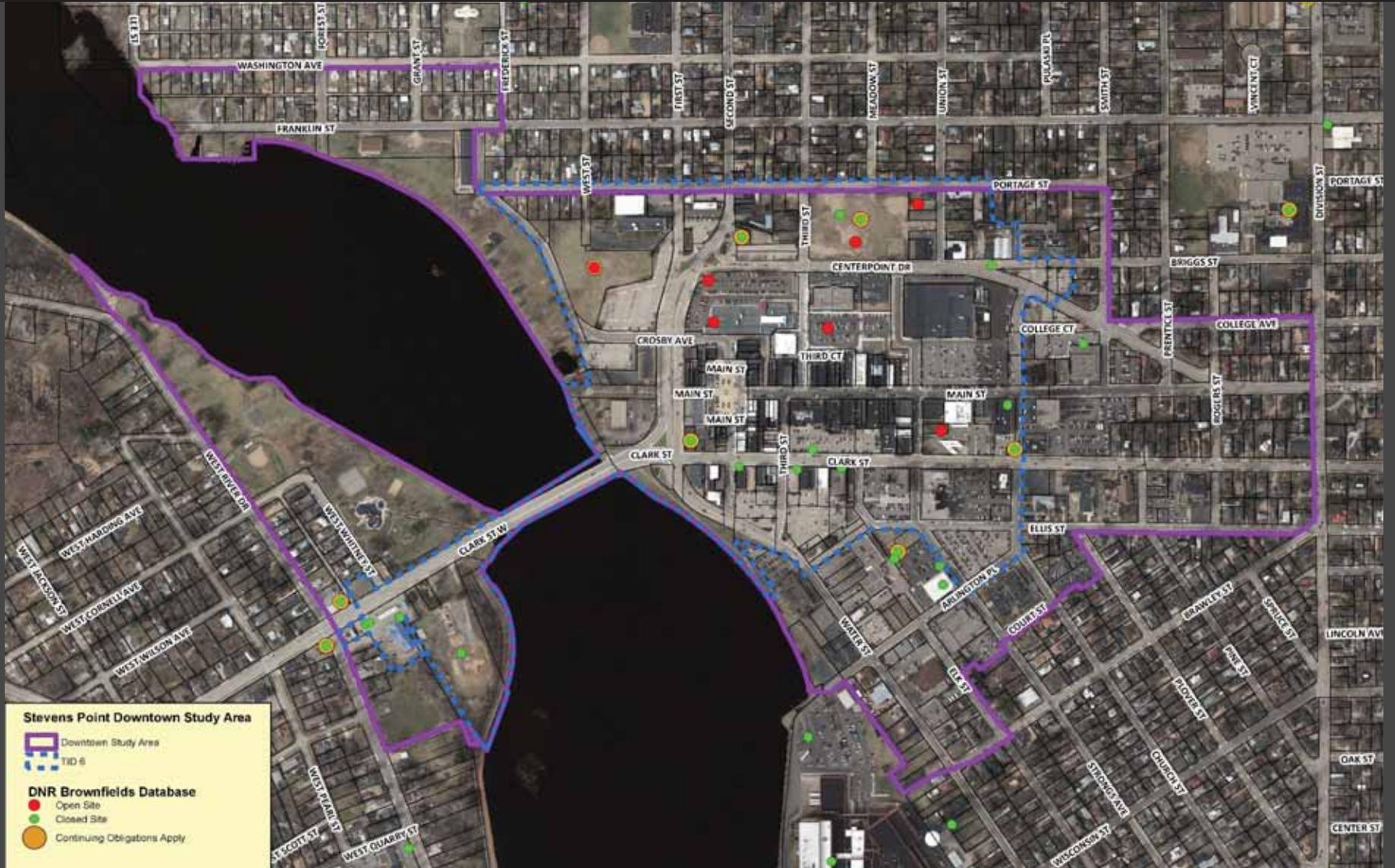


WHAT IS A BROWNFIELD?

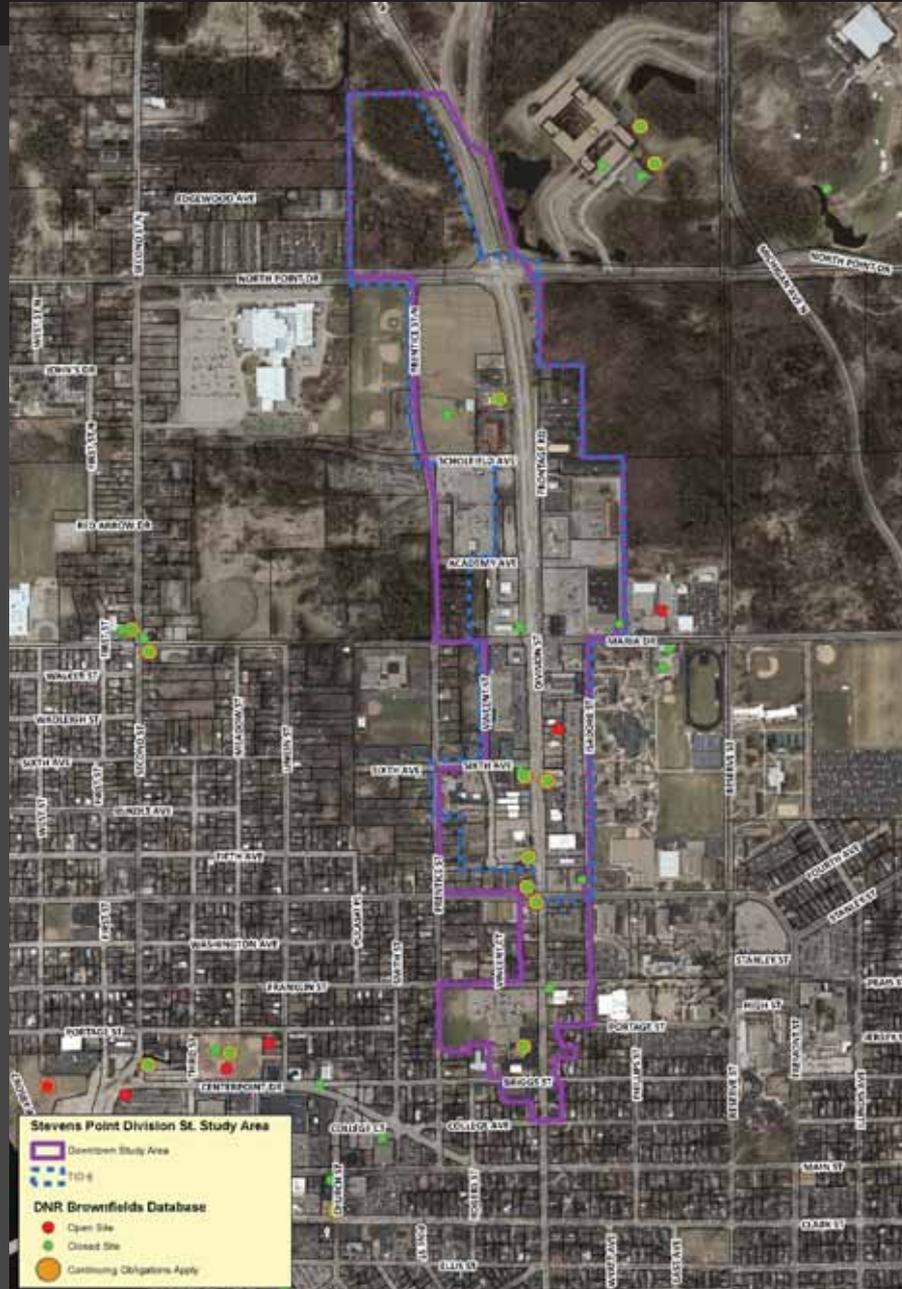
- **U.S. EPA Definition:** *" Brownfields are real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant."*
- **Key Points:** The definition is very broad. Most industrial sites and a significant percentage of commercial sites will meet the definition of a brownfield if they are abandoned, vacant, or underutilized.



POTENTIAL BROWNFIELD SITES IN DOWNTOWN



POTENTIAL BROWNFIELD SITES ALONG DIVISION STREET



THE CITY'S EPA- APPROVED ASSESSMENT GRANT WORK

- Four tasks to be completed as Part of Grant
 - Brownfields Inventory, Prioritize and Screen Sites, and Determine Eligibility
 - Property Access Agreements and Phase I Environmental Site Assessments
 - Phase II ESAs, Site Investigations and Remedial Planning
 - Community Outreach and Involvement



CITY'S WEB SITE

Brownfield Sites

Business Resources

Financial Help

Homeowner Help

Properties Available

Staff Directory

Tourism Website

Whitetail Trail Subdivision



How Do I?



Agendas, Minutes,
Videos



Payments



Property Search



Notify Me



Departments

[Home](#) > [Departments](#) > [Economic Development](#) > Brownfield Sites

Brownfield Site Nominations

Reclaiming Contaminated Property

The City of Stevens Point was the recipient of a Communitywide Brownfield Assessment Grant from the Environmental Protection Agency (EPA). The EPA's Brownfields Program works to prevent, assess, safely cleanup, and sustainably reuse brownfields. The EPA defines brownfields as real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. The City, through the Redevelopment Authority will use this grant to create an inventory of commercial and industrial brownfield sites and conduct initial environmental assessments. Revitalizing brownfield sites provides many benefits to the City, including blight elimination and increased property values.

Site Nominations

The Redevelopment Authority is seeking potential brownfield sites that meet the following criteria:

- The site has been or is of current or recent interest to a developer, for which the availability of funding for environmental assessment costs would enhance the likelihood of redevelopment on the site.
- Abandoned sites that are a significant blighting influence, a potential threat to public welfare or the environment.
- There is real or perceived contamination on vacant, abandoned, or underutilized property.
- If contamination is known to be present, the funding cannot be used to relieve the responsible party of the costs for investigating something for which they have a legal obligation.

Nominate a Site Now

To nominate a brownfield site that you think is a candidate for inclusion in the City of Stevens Point's U.S. EPA Brownfields Grants Assessment Program, [Submit a Brownfield Site Nomination Form](#).

Contact

Michael Ostrowski, Director
1515 Strongs Avenue
Stevens Point, WI 54481
Phone: (715) 346-1567
Fax: (715) 346-1498
[Email the Community Development Director](#)

Office Hours

Monday - Friday
7:30 am - 4:00 pm

<http://www.minotnd.org/browntogreen/>

SITE NOMINATION FORM



City of Stevens Point Site Assessment Program Site Nomination Form

The City of Stevens Point is seeking nominations of potentially contaminated sites that may be evaluated through our Brownfields Assessment Program for future redevelopment. This program is 100% funded by the US EPA.

Sites to be considered for any Assessment work funded under this grant can be identified on this form or online by visiting the City's website. Please complete to the best of your ability.

NAME & CONTACT INFORMATION FOR WHOM IS COMPLETING THIS FORM:	
Contact Name: _____	Contact Title: _____
Contact Address: _____	
Contact Phone # _____	E-mail Address: _____
SITE INFORMATION:	
Street Address: _____	
City/Zip Code: _____	
Parcel Identification Number: _____	
Assessed Value: _____	Fiscal Year: _____
Size (Acres): _____	Zoning: _____
Owned by City/County/Municipality: Y ___ N ___ Date Acquired: _____	
If Yes, Method of Acquisition: _____	
SUBMISSION SITE DETAILS:	
Current Site Owner (optional): _____	
Name of Site (optional): _____	
Is there known contamination at the site? Y ___ N ___ Unknown ___	
If yes, briefly describe:	

Environmental Information Available:
To your knowledge, have any of the following been performed?
Phase I ESA?
Y ___ N ___ Unknown ___ If yes, is a report available? Y ___ N ___
Phase II ESA?
Y ___ N ___ Unknown ___ If yes, is a report available? Y ___ N ___
Environmental Site Investigation?
Y ___ N ___ Unknown ___ If yes, is a report available? Y ___ N ___
Environmental Cleanup Activities?
Y ___ N ___ Unknown ___ If yes, is a report available? Y ___ N ___
Which of the following would you like performed on the site?
Phase I ESA?
Y ___ N ___ Maybe ___
Phase I ESA Update?
Y ___ N ___ Maybe ___
Phase II ESA?
Y ___ N ___ Maybe ___
Additional investigation to define the nature and extent of previously documented impacts?
Y ___ N ___ Maybe ___
Asbestos Inspection and/or other hazardous building materials assessment?
Y ___ N ___ Maybe ___
Please summarize why this site should be a priority for assessment (Please attach additional sheets as necessary. _____

PLEASE NOTE: If a site is selected for the City of Stevens Point Brownfields Assessment program, the property owner will be required to provide full access to the site.

Please return this form to one of the public informational meetings or RSVP to:

Lynelle Caine
Stantec Consulting Inc. - Sr. Project Manager
1165 Scheuing Road
De Pere, WI 54115
Phone: (920) 655-7211
Email: Lynelle.Caine@stantec.com

Nomination Form: <http://www.stevenspoint.com/1246/Brownfield-Sites>



WHY ARE BROWNFIELDS A PROBLEM?

- Threats to public health and the environment from known or undocumented contamination
- Contamination of surface and drinking water sources
- Direct costs for local government (response to fires, crime, illegal dumping, etc.)
- Loss of tax base and reduced property values
- Indirect lost opportunity costs (environmental liabilities may derail development plans)
- Blight and impacts on neighboring properties



WHY IS REDEVELOPMENT OF BROWNFIELDS IMPORTANT?

Benefits to the Community

- Eliminating health and safety hazards
- Eliminating eyesores and blighted areas
- Bringing new jobs into the community
- Bringing new investment into the community
- Increasing and protecting the productivity of the land
- Increasing property values and tax receipts by local and state governments
- Renewing interest and vigor in high profile locations





Diagnostic Questions:

- *Who's in the Room?*
- *Downtown*
- *N. Division Street*



Interactive Poll

What this poll is:

- An anonymous opinion poll and diagnostic tool
- A measure of relative priority among many ideas
- Just one of **several** inputs in a larger decision-making process

What this poll is not:

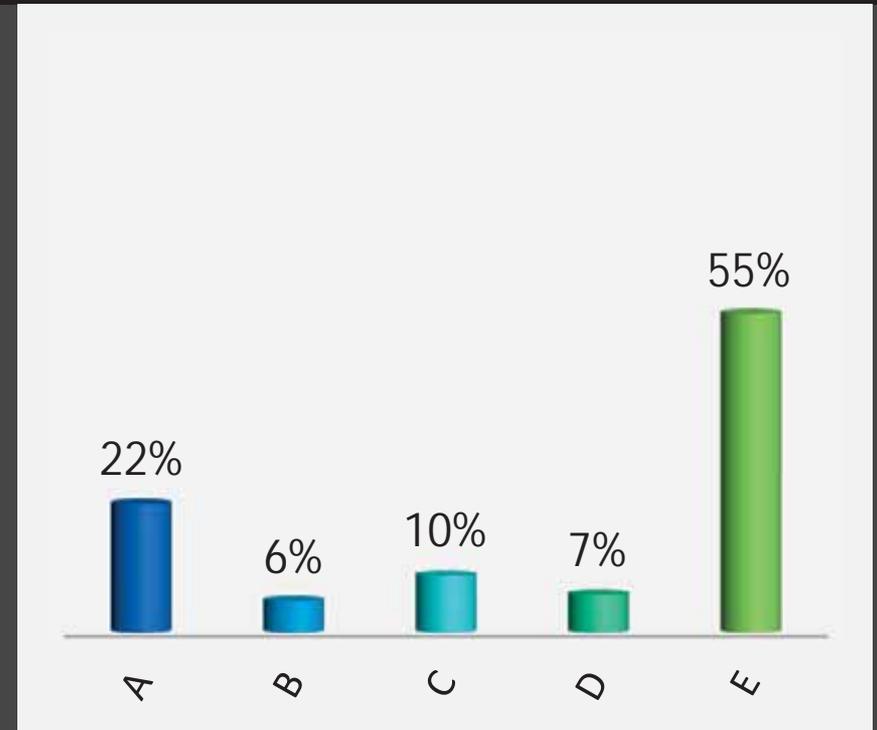
- A voting tool for one particular idea



POLLING

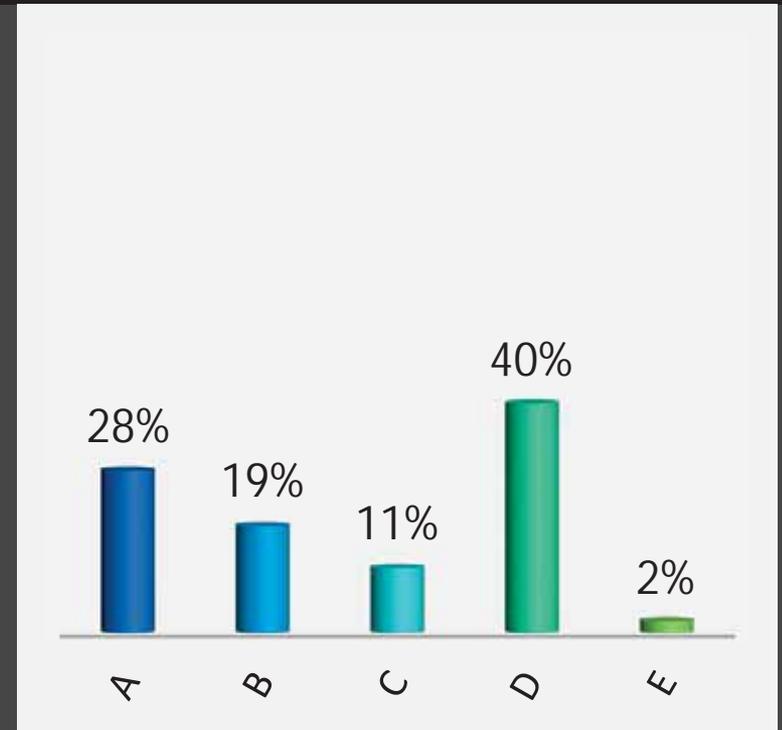
1. HOW LONG HAVE YOU BEEN IN THE STEVENS POINT AREA?

- A. Been here my whole life
- B. Less than 1 year
- C. 1-5 years
- D. 5-10 years
- E. 11+ years



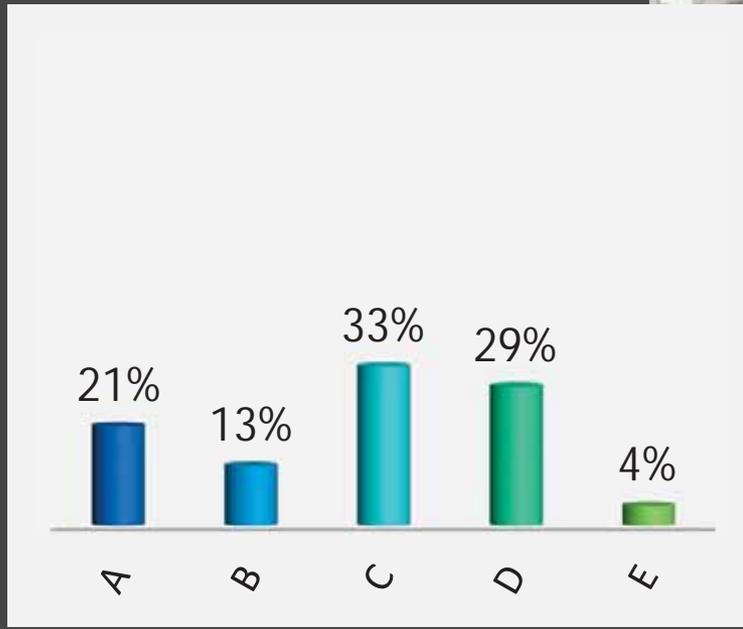
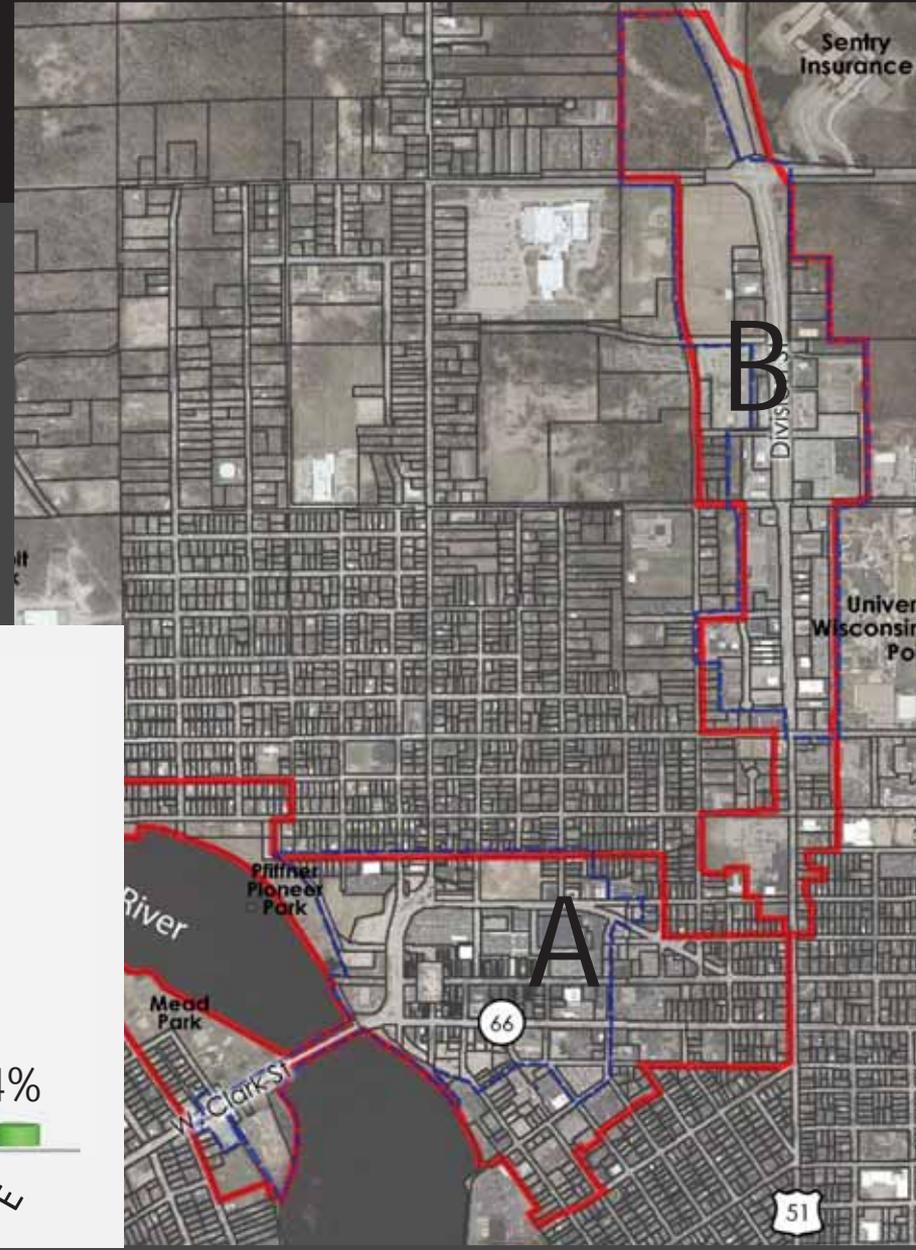
2. WHAT ARE YOUR REASONS FOR COMING TO STEVENS POINT?

- A. Parents
- B. School
- C. Significant other
- D. Job / Employment
- E. Retired



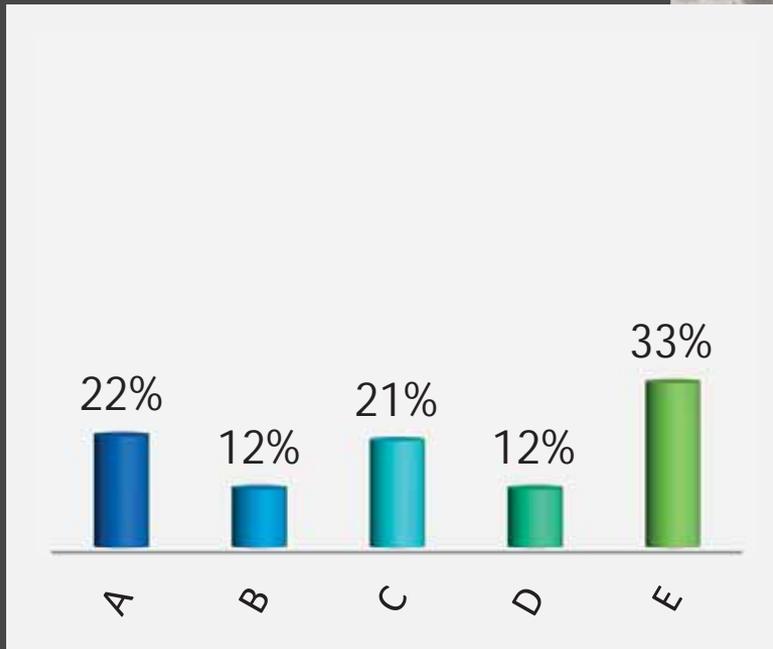
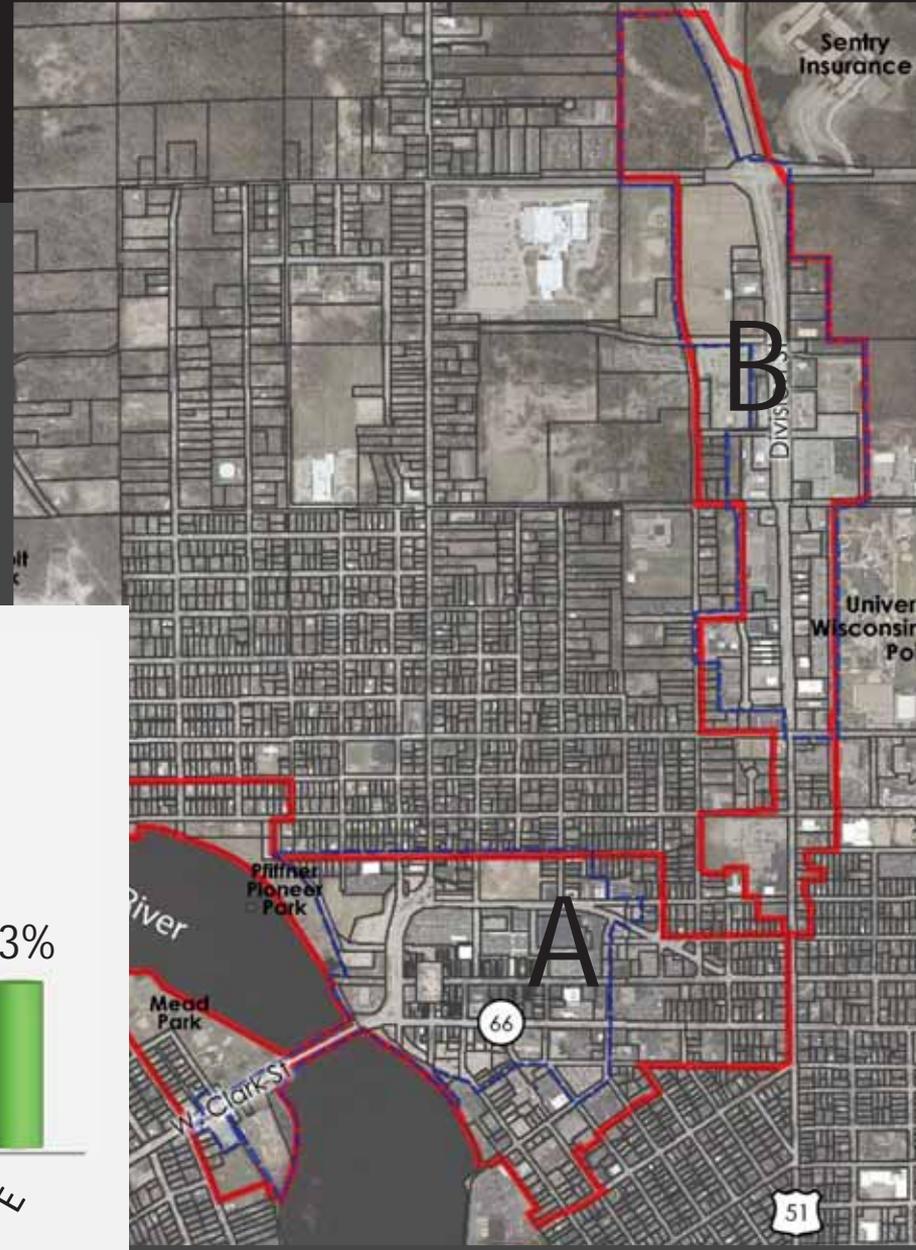
3. WHERE DO YOU LIVE?

- A. Downtown (Area A)
- B. N. Division Corridor (Area B)
- C. Elsewhere in Stevens Point
- D. Elsewhere in Portage County
- E. Other



4. WHERE DO YOU WORK?

- A. Downtown (Area A)
- B. N. Division Corridor (Area B)
- C. Elsewhere in Stevens Point
- D. Elsewhere in Portage County
- E. Other

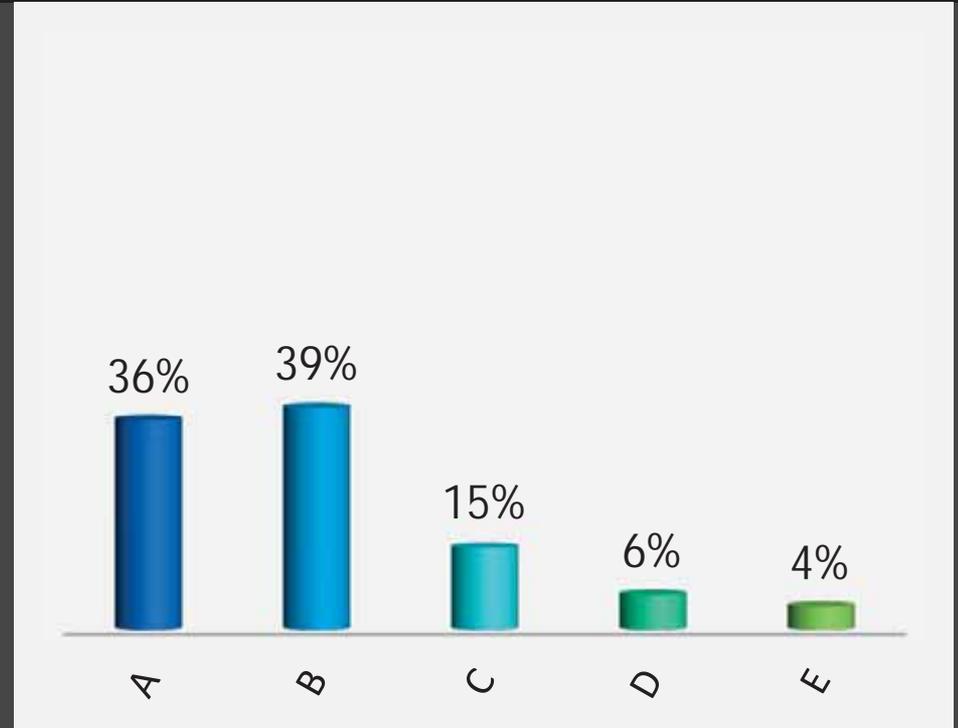




Downtown: Assets, Issues, & Opportunities

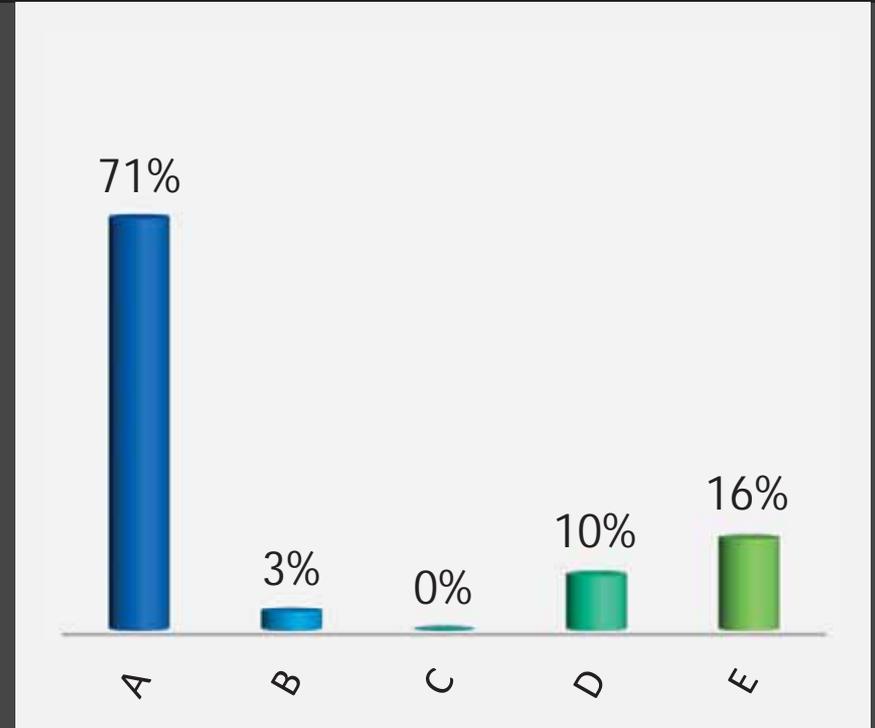
5. HOW OFTEN DO YOU VISIT THE AREA?

- A. Daily
- B. Couple of times a week
- C. Couple of times a month
- D. Less than once a month
- E. Almost never



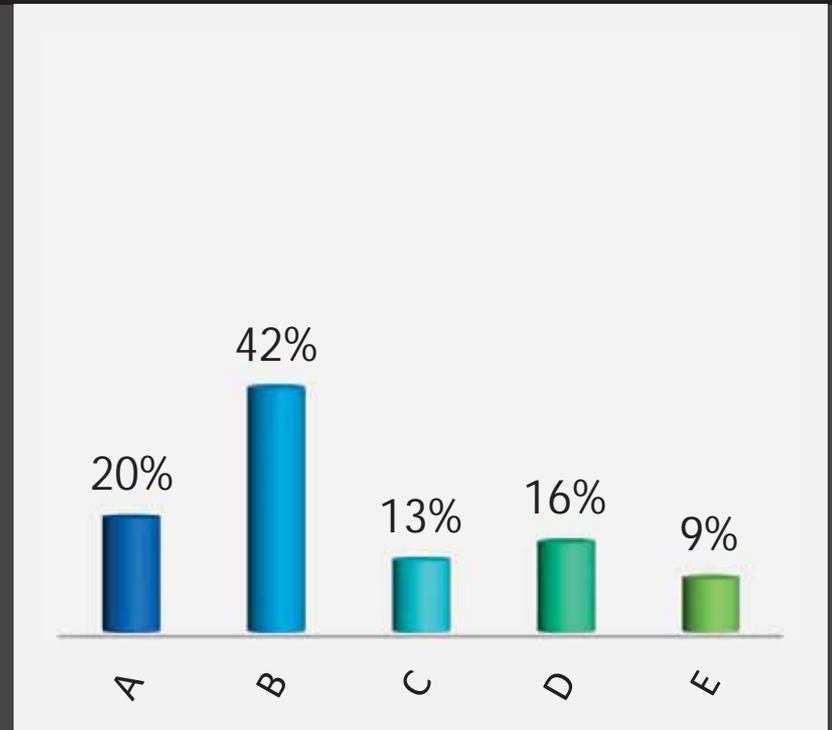
6. WHEN I VISIT THE AREA, I MOST FREQUENTLY GET THERE BY:

- A. Driving on my own
- B. Driving with others (includes taxi & Lyft)
- C. Bus
- D. Biking/ Moped/ Power Scooter
- E. Walking/ Skating/ Skateboarding



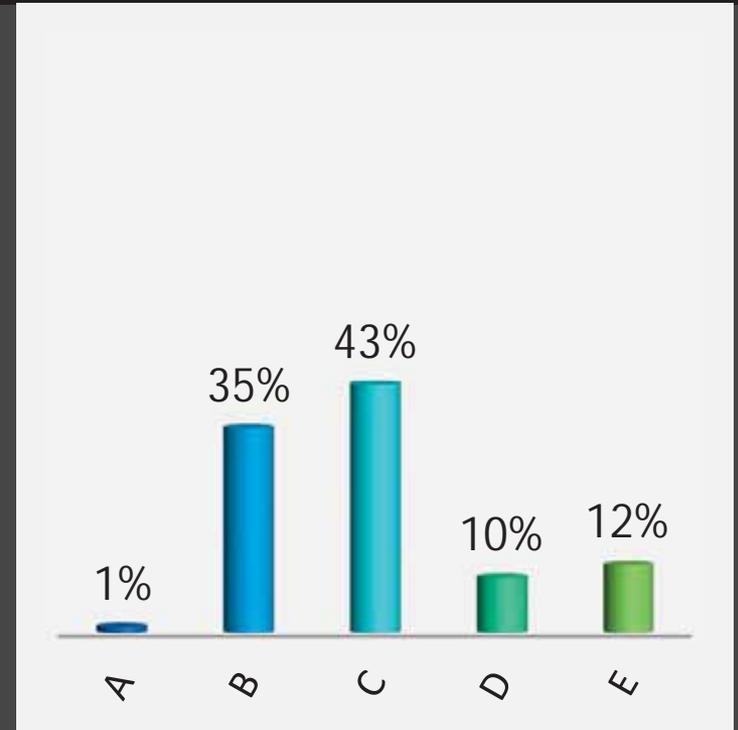
7. I GO DOWNTOWN MOSTLY FOR:

- A. Work
- B. Food and Drink
- C. Personal Services (salon, banking, auto repair, etc.)
- D. Shopping
- E. Recreation



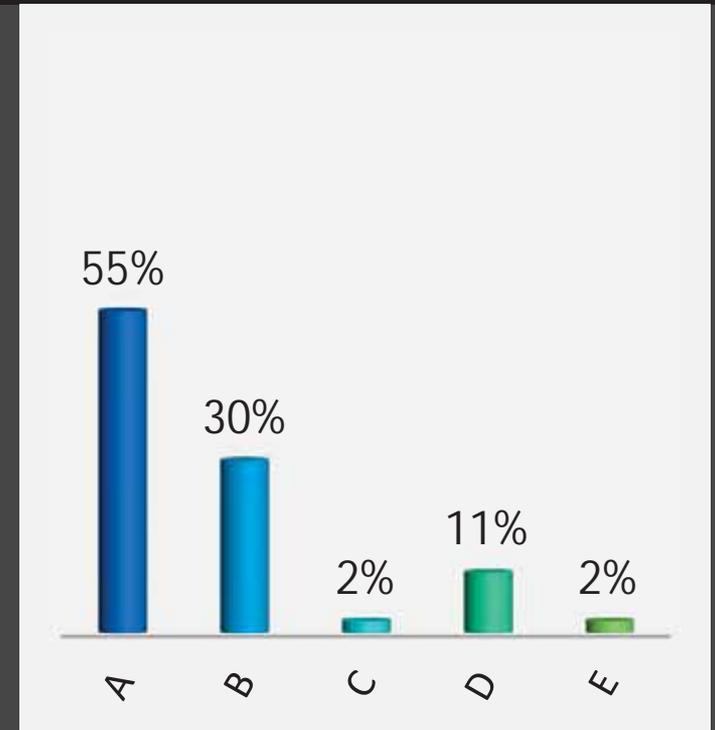
8. I RARELY GO DOWNTOWN FOR:

- A. Food and Drink
- B. Personal Services (salon, banking, auto repair)
- C. Shopping for basics (groceries, paper goods, personal care products, etc.)
- D. Shopping for non-basics (everything else)
- E. Recreation



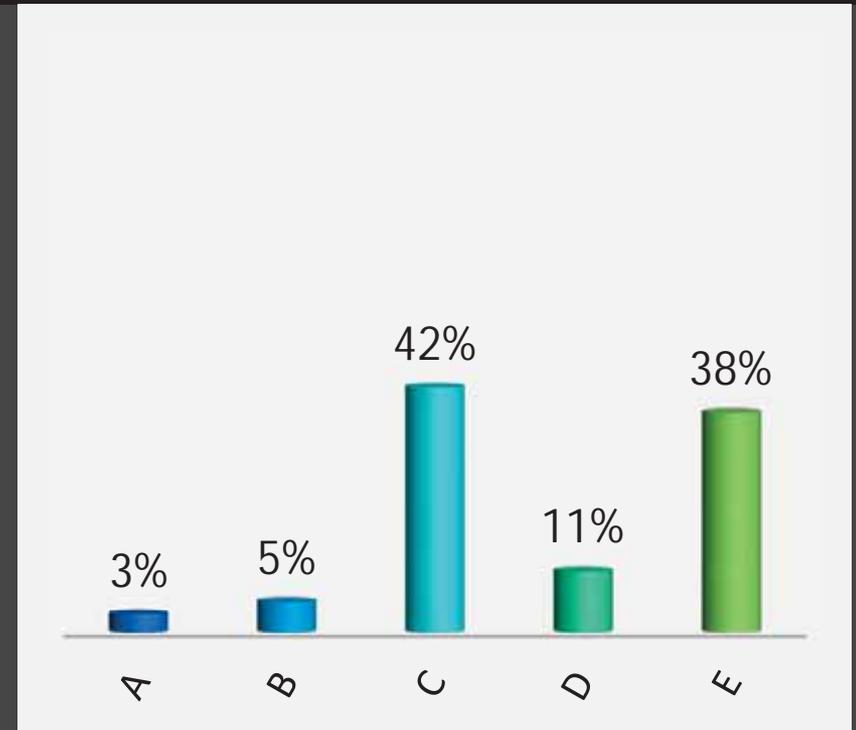
9. THE REASON I DON'T DO THAT DOWNTOWN IS:

- A. Better selection elsewhere in Stevens Point
- B. Better selection elsewhere outside of Stevens Point
- C. Too expensive
- D. Parking is a hassle
- E. Location is not convenient



10. THE DOWNTOWN AREA WOULD BENEFIT MOST FROM MORE:

- A. Food and drink places
- B. Personal services businesses
- C. Retail stores
- D. Recreation options
- E. Entertainment places





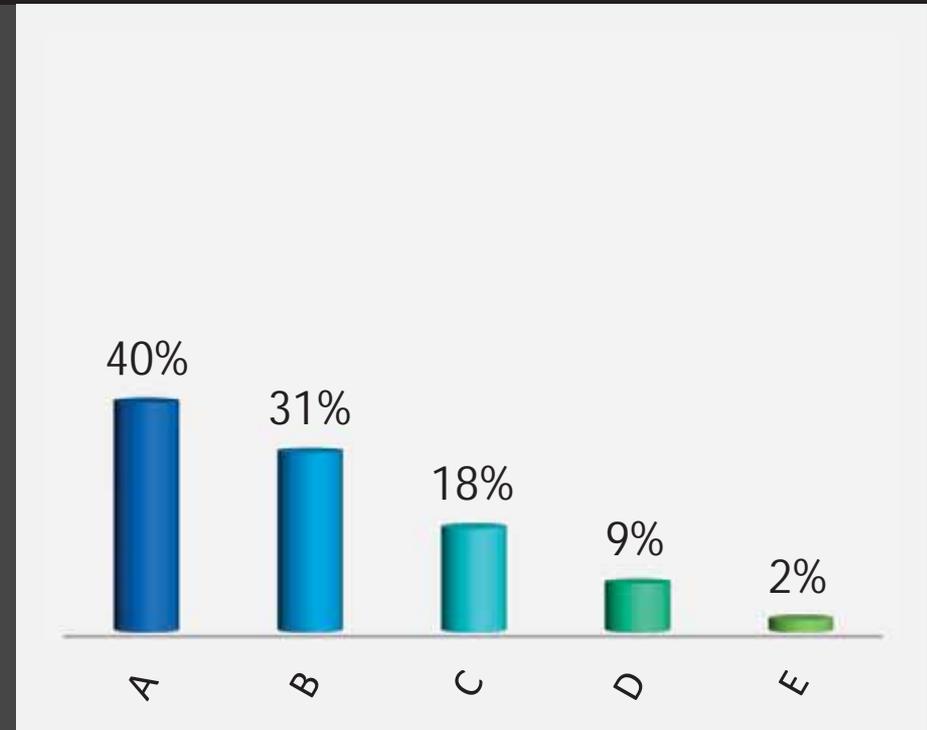
POLLING

*North Division Street Corridor:
Assets, Issues, & Opportunities*



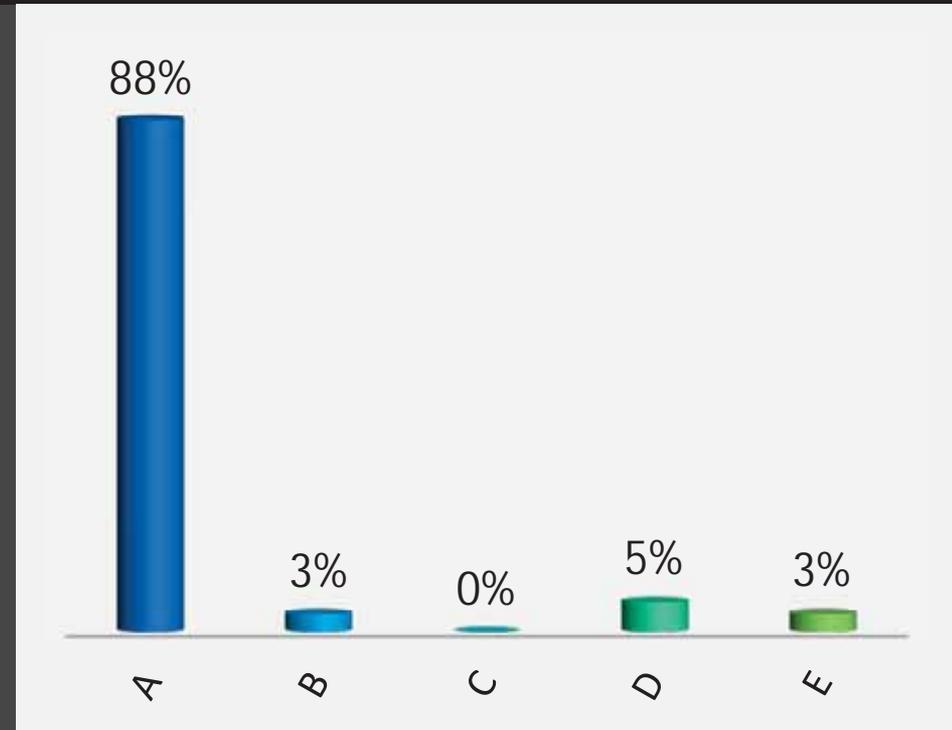
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- A. Daily
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- D. Less than once a month
- E. Almost never



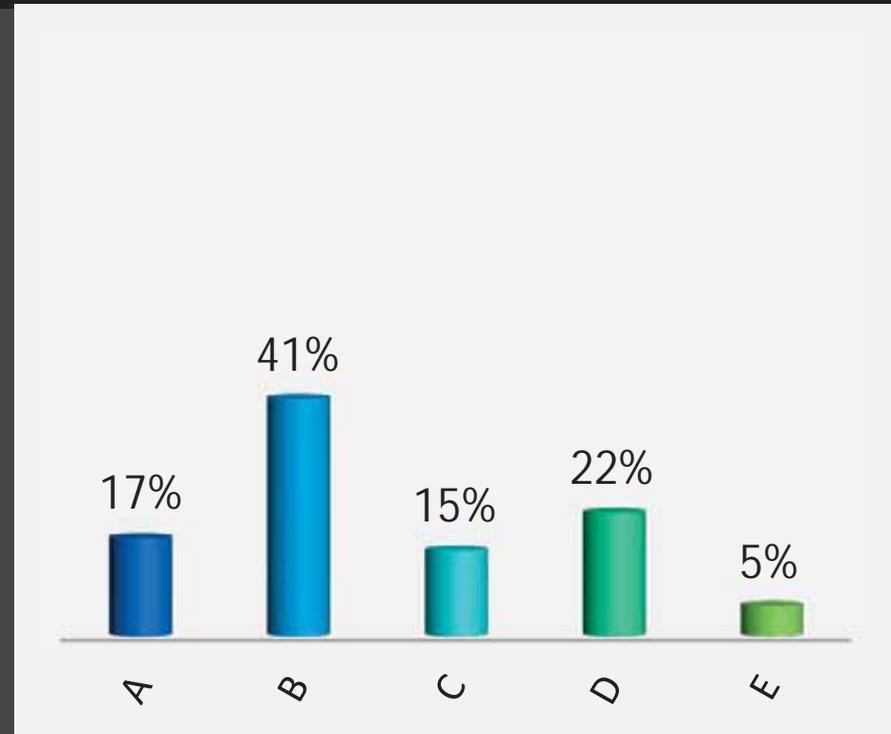
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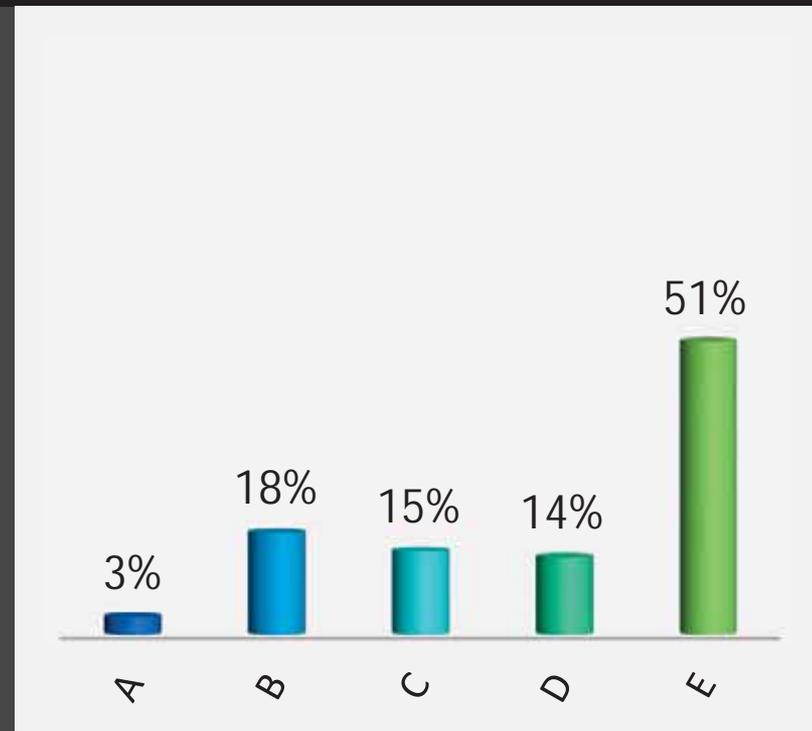
13. I GO TO N. DIVISION STREET MOSTLY FOR:

- A. Work
- B. Food and drink
- C. Personal services (salon, banking, auto repair, etc.)
- D. Shopping
- E. Recreation



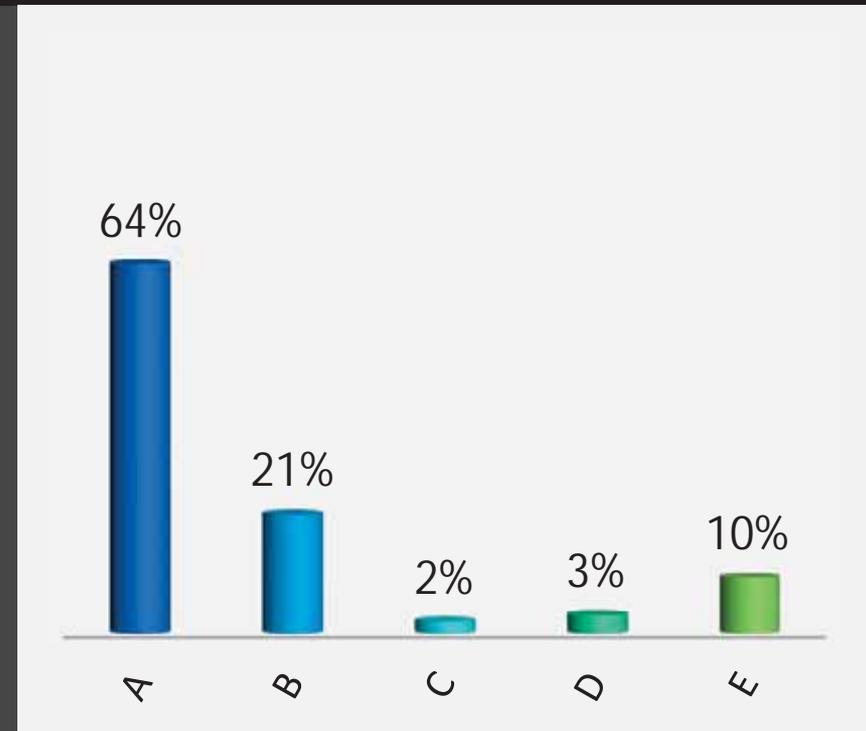
14. I RARELY GO TO N. DIVISION STREET FOR:

- A. Food and drink
- B. Personal services (salon, banking, auto repair)
- C. Shopping for basics (groceries, paper goods, personal care products, etc.)
- D. Shopping for non-basics (everything else)
- E. Recreation



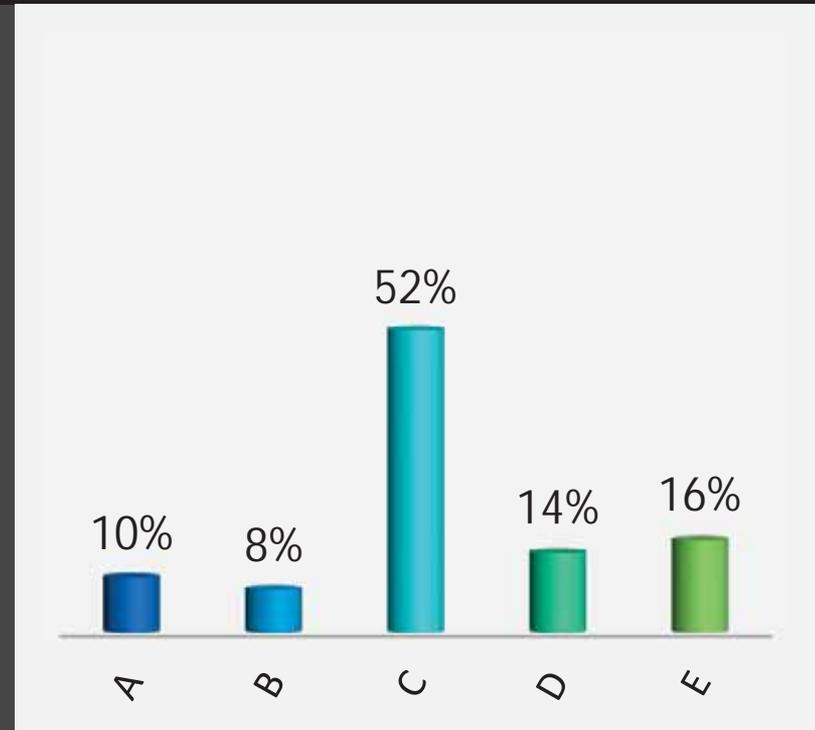
15. THE REASON I DON'T DO THAT THERE IS:

- A. Better selection elsewhere in Stevens Point
- B. Better selection elsewhere outside of Stevens Point
- C. Too expensive
- D. Parking is a hassle
- E. Location is not convenient



16. THE N. DIVISION STREET CORRIDOR WOULD BENEFIT MOST FROM MORE:

- A. Food and drink places
- B. Personal services businesses
- C. Retail stores
- D. Recreation options
- E. Entertainment options



- Part I: Individual responses (worksheet)
- Part II: Group mapping exercise and discussion of issues in each Study Area



SMALL GROUPS

NEXT STEPS

Upcoming public meetings

Opportunities to stay involved



THANK YOU