

1. Downtown Stevens Point should be the place in the community where:

- People go to do things, anything. A place where kids can get to safely and be welcomed for activities.
- People congregate to enjoy the arts, food, music. A place to linger.
- Everyone in the region wants to be, shop, and come together.
- There are destinations to draw not only residents, but out of town guests and tourists.
- A destination mecca with retail, entertainment, food & drink where people both local and the regional want to visit on a regular basis.
- You can get to by walking or biking from outside of the Downtown area (i.e., from Plover). People can gather and linger
- Visitors feel welcome to a glimpse of small town USA. Where they feel welcome and would envision living in a community like this.
- City center/services (library, grocery, city offices)/retail
- Most people live, work, eat, play, and relax
- People gather for shopping, entertainment, and education.
- Bring community together
- People gather together – enjoy the parks, meet up for dinner or drinks, have a great cup of coffee, play frisbee, shop local
- People can come together, socialize, shop, experiences; take in history; go to the river; enjoy music.
- To people to meet store owners and new businesses and just a place to come and enjoy
- Food, drink, shopping, entertainment one (community center); living, apartments, townhomes; better farmers market; movie theater, entertainment
- Nature is embraced and preserved
- People have easy access by car, bike, and walking. People can get to the Downtown by boat during the warmer months.
- People hang out for regular weeknight activities and casual gatherings – and the beer garden at the Pfiffner Building, with occasional live music
- I can continue to live safely. Easy walking and connection to river trail
- We shop, go out to eat, a movie and salon, library
- Go for professional services; dentist, chiropractor, spa as well. Market Square – local agriculture support. We need a retailer like Shopko to keep money in Downtown. People coming for a dentist appt also doing retail shopping.
- People gather to socialize, shop, eat/drink, play and recreate – should be vibrant, accessible, and diverse
- You keep the historic buildings up.
- You can take your family and get them a new pair of shoes and a new dress.
- There are more community events like concerts.
- You can easily park and eat with friends, maybe go for coffee and shop and NOT come back to a parking ticket while supporting the Downtown.
- There is a complete environment (i.e., shopping, entertainment, housing) and it must be clean, neat, and safe
- People gather all year long. Location for arts and entertainment.

- We model the best practices in sustainable living/working, within a self sufficient resource model: local smart grid, off grid, urban agriculture, etc.
- People can gather and casually hang about without the need for a vehicle; should provide a variety of destinations that target a diverse audience.
- Everyone can arrive and see a clean, safe and happy place. As a grandparent, my favorite thing to do in the summer is to bring my littles to the farmers market and then to play in the park. This is what “community” should be.
- It should be the historic center of the city, celebrating its heritage by holding community events where Main Street could be closed for a couple of weekends throughout the year for the events.
- Its convenient to park and shop – keep the history in place. Share its wealth of taxes with all areas, not just downtown.
- Someone can easily park, shop, and dine. There would be a large store like Shopko was so people who live in the apartments have a place to shop.
- It draw families to “a destination” a place to walk, play, enjoy, shop, dine – tie to the River.
- People can shop, dine, walk, visit, socialize, be entertained.
- Citizens meet, shop, and eat.
- On can come for all services – shopping, entertainment, and exercise along the River – there ought to be at least one grocery outlet as it is a bit of a food desert at the moment. A tunnel or land bridge across to Pfiffner Park would help.
- People go to hang out in the open – sidewalk cafes, farmers’ market, etc. Is a beer garden feasible? (daytime, I’m thinking)
- People can socialize while taking care of needs (food, entertainment, shopping)
- People gather, can walk easily without barriers and shop and eat.
- People should enjoy each other.
- A few nice/higher-end restaurants and perhaps a club (that is not a grimy college pub). Revitalizing The Fox would be nice. A few of the retail shops could step up their game.
- People gather
- Citizens work, gather, and play. Example: attach riverfront venues to the downtown and encourage music and art venues with dining opportunities.
- You can go to shop, eat in upscale shops and bistros - i.e., Wausau Main Square/side streets (Main-Water to Church)
- Anchor store to draw traffic. Larger office complex.
- People spend recreational time.
- We come to eat and drink, to shop, to gather at the farmers market
- Riverfront events, library, some shops – destination
- Services for the surrounding neighborhoods; grocery store, pharmacy, entertainment (Fox Theatre, other)
- Citizens come to shop for unique items, experience local dining, and congregate for community events.
- Bicycling is safe; walking is safe; green space is promoted; relaxing space is promoted; a clean un-littered, uncluttered atmosphere is present.
- Families and individuals of all ages go for shopping, eating, and entertainment wants/needs.

- Everyone wants to go to hang out with friends and shop. It should create a positive environment for families and young people alike.
- I could shop, eat, and drink. Entertainment is a plus!!
- People can gather and enjoy local businesses.
- People can come to a safe, attractive place to enjoy events, dine, shop, or just tour. Also, it should be a vibrant area for community cultural and recreational events.
- People work, live, and visit.
- People go rain, snow, or sunshine
- People shop, recreate, and socialize in a clean, safe environment.
- People should be drawn to Downtown for shopping, and Downtown should be known as the Entertainment and Festival HUB of Stevens Point

2. My big ideas to help Downtown accomplish this are:

- Easily connect the Northside to Downtown and the Y. Safe street crossings. Activities to do. Rent out the Pfiffner building. Rent the apartments above it. Not daily basis. Commercialize it. Recreation rentals. Bar/Restaurant. Get the city storage gone, it is pointless, in a part put in a restaurant.
- To help build a culture that supports arts and music with dollars and attitudes.
- Live/work units! We need more housing downtown and we need a space for events/entertainment. More developed waterfront.
- No more taverns – sell Fox Theater to a private entity to make it into a performance center – movies, music, live theater. Always changing events to continually bring people into town. Help connect the riverfront to the Downtown streets.
- Ring more retail, larger entertainment opportunities (events) to draw crowds – How can we leverage the river lure?
- Countywide – connected and direct (shortest path) bike/walk trails
- Clean up student housing – enforce guidelines with landlords and tenants – landscaping/plantings
- More retail/greenspace (integrate park on river); improve Main Street rental housing.
- To convert the large concrete moat (CenterPoint/Water/Clark St) to two-way streets, while accommodating all modes of transportation. Make the downtown much more walkable. Connect Main St to the waterfront of Pfiffner Park with pedestrian walkway.
- Grocery store, basic essentials store, movie theater, connection to the river, another venue for community meetings
- Green space/walking/biking only downtown street; parking around exterior; reroute Hwy 10, open up river access
- Involve city money along with investors – connect parks to downtown
- Creating a venue for weddings and events – in the building we just purchased the “rose home.” Share our downtown with the foreign exchange students we host.
- Take part in events; people need to get involved more; more for older people
- Use riverfront for tax base business! Connect river to Downtown (hotel convention center); Map 9 – Riverfront should be tax income/hotel space
- Stop your limited vision of this redevelopment. Let the city exist without trying to make a name for yourself. Stop making deals at the golf club and let the city be.

- Adding docks for boat access near the bandshell for a double use of watching entertainment at the bandshell and parking to get to food and drink downtown. Turning the Belko Lumber site into a micro-brewery, winery, or venue for weddings.
- Help and guide young businesses. Increase Saturday farmers' market with vendors besides gardening and produce. More alternate food options. Ex. Kettle Corn, music/small combo group
- Open Fox
- Utilize building development to draw in those service professionals. Community development and promotion of the Square.
- More green space, "green" corridor for easy access between river and downtown. Would love Main Street to be pedestrian corridor – with access for people with disabilities, etc. We have too much parking Downtown. Revitalize Fox Theater as co-work/creative commons.
- Attract more businesses.
- Get some clothing stores. Why go Downtown – nowhere to shop
- Finding parking areas WITHOUT taking spots away from people who already pay a monthly fee for parking near where they rent or renters will move for convenience and safety – to not walk after dark for any distance.
- For one thing, you could change the real estate tax method. The way it is now, you encourage blight and brownfields. People are penalized when they clean up their property – taxes go up. A big disincentive.
- Add more arts and entertainment – Fox Theater. Provide public activities on/in the Square in wintertime to draw people downtown. Jazz concert in summer with outside eating.
- Integrated systems, living/working clusters, urban agriculture, green space infill, social/community services, etc. – mostly pedestrian-turn Main Street into a walkable street (like Burlington VT and Madison).
- Prioritizing bike/ped access to and circulation with multiple destinations (coffee, galleries, recreation opportunities, plazas, markets, etc.)
- Need restaurants that are not fast food. Different places exist, but most of them serve the same stuff. There should be some places with better (healthier) food options, with outdoor seating on populated streets.
- Host a downtown fair with a classic show like Tomahawk, Nekoosa and Sister Bay does. Bring back popular events like corn on the curb. Maybe a summer concert series on the square. Search for ways to restore/revitalize the Fox Theatre.
- Look to draw people with sports complex to host trade shows, concerts, hockey, basketball. Hotel.
- Get another larger store like Shopko so there is more variety. A lot of the small specialty stores don't cut it for shopping. They are more for recreation and prices are high.
- Focus/enhance the historic nature of Downtown. Improve aesthetics for example hanging flower baskets, flags. Restore façade of Fox Theatre.
- More retail, more activities. Make Downtown more beautiful (i.e., hanging flower baskets on all the lamp posts – like they have in Wausau downtown. More room for outside dining/sitting outside of restaurants, cafes. The fountain should run all day on nice warm days for the children.
- Enhancing the pedestrian and bicycle access to Downtown.

- Somehow lower rents for shop spaces. Promote the Downtown very much – put Aldi’s where Shopko is at the moment.
- Facilitate sidewalk seating for restaurants. Try out the nano-park idea (if that’s the right term?), i.e., using a parking space for seating. *Improve pedestrian access to Emy J’s complex.
- Increase residency to keep people downtown. This will create more business opportunity to bring in people from outside this area. Nobody wants to go to a place that is mostly closed.
- More contiguous parking to Main. People are not going to cross four lanes of traffic from the outer lots. Raise bridge for boat traffic.
- Can tax incentives help? I’d visit more.
- Improve walking, biking, and transit connections to downtown, particularly from nearby neighborhoods. Close the bit of Main west of the square to turn it into a bike path across Water to Piffner. Sacrifice six parking spots in the lot south of the library to make a walking corridor for the library to Clark Street. Style of 3rd Street lampposts is great and good directional symbolism.
- Create incentives for local businesses to locate and operate. Create friendly ordinances where the city supports and not detracts from businesses and customer experiences.
- See how other cities, Wausau/Madison, did the downtown.
- Emphasize the existing green space and waterfront as well as local shopping opportunities and food venues.
- Continue to solicit viable restaurants, bars, and shops.
- Events – more, large as well as small. Parkless. Free parking for time-use.
- Attract a grocery/pharmacy to downtown; reactivate the attempt to revitalize the Fox Theatre; create green or open spaces.
- Attempt to promote redevelopment that incorporates commercial spaces and create unique spaces for gathering.
- Develop bicycle lanes, add benches, more trees and other greenery, promotion of renewable energy by property owners.
- Renovate Fox Theatre, strategically bring in a more robust group of new businesses to create a “Destination Downtown.”
- We need to open more retail stores and places for entertainment. There also needs to be more employee parking that is safe for employees who work later.
- Choose to support local business owners.
- Make a positive decision to utilize the Fox Theatre for a good purpose. Make it affordable and attractive to retain the businesses and community resources that area already there. Create a thoughtful plan and vision to proactively develop the downtown in ways that inspire community pride.
- Marina boat docks; more housing/seniors and young professionals; more business/office space; evening entertainment – restaurants, theatre; access to River; parking on edges of Downtown; easy bike and pedestrian access; riverfront housing/condos
- Better open-air farmers market, add enclosed area for inclement weather or winter.
- Expand green outdoor spaces for public gathering, connected to small local retail and commercial businesses.
- To make Downtown the HUB, Stevens Point needs the following: 1. More and Better Parking. Angle-parking is not a solution; it is a traffic jam disaster. A parking RAMP in one

of the brownfields near Pifner Park or Lullabye Lot would be excellent central locations near the HUB. 2. Now that Shopko is closed, bring in a contemporary and successful retailer such as Trader Joe's to provide much-needed food & grocery for the Downtown/West Side/UWSP area. 3. Focus on the Fox Theater soon, or the building will need to be razed due to disrepair. The Fox is a Prime location for local talent, presentations, concerts and shows for audiences of all ages. Why not draw these people to the HUB Downtown, and the rest of the businesses will benefit from more pedestrian traffic as well. There is no other place in Stevens Point that can offer this quality of space in quality location. I drive all the way to Wausau for live shows. Model the Fox Theater after the Gran Theater. 4. Riverfront Rendezvous is awesome; keep it up.

3. The North Division Street Corridor should be the place in the community where:

- This is a tough question. The Division Corridor has been lacking for so long, I really don't know where to start.
- Shop, hangout (recreate), better student housing, better low-income housing (would be cool if it became an arts district)
- Eating and large store shopping as there is already hotels; a Marcus cinema
- Students, locals, and visitors converge to enjoy convenient services, dining, and retail.
- There is safe and protected walking and biking paths. Storefronts are on the street with parking in the rear. There is mixed use and places that draw people to them.
- An entrance to the city.
- We welcome visitors.
- People live, shop, have entertainment, and can walk and cycle safely
- Eat and drink – shop at local retail stores
- Education, to get from point A to point B.
- People go to shop and entertainment
- Retail and service shops; food and beverage
- The University exists.
- Retail and small business can thrive
- Like easy in easy out of stores and eating.
- More store – cloths
- Can live, shop, visit restaurants
- Traffic flows at a steady pace!
- Support of the Campus in the focus. Business that supports and nurtures the academic students.
- Welcome people to Stevens Point/back home. Should reflect the cozy, beautiful town we are.
- You can walk leisurely and visit shops.
- You should be able to keep your own home as is. No bike route, no two-way, etc.
- More businesses come in and people enjoy Schmeakle Reserve
- Eye appeal whether landscaping or new businesses
- Restaurants and shopping

- High-end working/living/tech/micro-industrial fabrication, more urban agriculture, live-work spaces, stronger University link/gateway – bleed. More high end bars/nightlife/clubs. Better streetscape/bleed natural resources to urban fabric.
- Anyone can visit; filled with active users and community gatherings
- College kids can gather, find food and be able to walk from place to place. It appears that there is enough restaurant choices for young people.
- Welcome visitors/travelers from I-39, be sure we have ample restaurants, hotels, etc. that people can recognize by name.
- There is a good mix of retail, food, and services. There are no more large apartment complexes – it’s overbuilt as it is. Has a larger retail store like K-Mart – nothing happening there!
- Business, shopping
- It should become more of a commercial/residential area and less of a through street.
- The edges of the street need tree barriers and wider grass areas on the left going north where Cooper Motors is. Maybe a better connection with the Campus underpass?
- Shopping and services are available.
- People go for food and shopping, entertainment, theater, and UWSP
- Entertainment and larger stores.
- People are welcomed to the community and campus. Convenient for people.
- Retail is fun. A “Market Street” type area would be nice. Not sure how, but break-up the “hodge podge” of buildings and create more pleasant area.
- Stevens Point greets visitors.
- Visitors and citizens are welcomed to our community. Corridor should be an entry into our community.
- Larger mall-type stores, Best Buy/large chain stores. Improve abandoned areas. Next University customers waiting.
- More retail
- Has easy access to shopping and entertainment.
- Does more of its routine business
- It should provide services, but lead you to downtown or the areas of interest.
- Services are available for the University and surrounding housing. Entertainment opportunities.
- Citizens go to purchase necessities WITHOUT having to travel to the edge of the city to the east and south (US 10 and Crossroad Commons) as well as serving to provide a positive image for those coming into the city through I-39.
- We give a great “first impression” of our community and UWSP.
- There are more entertainment options such as an “adventure center” offering a ropes/challenge course, rock climbing wall, trampoline park, etc.
- Sets a good first impression for anyone entering Stevens Point. It would be great to have more entertainment options there as well with easy access to the highway.
- I go to buy things, grab a quick bite, get a haircut...
- High number of workers can get shopping/lunch during, before, and after work.
- People can come to a safe, attractive place to enjoy events, dine, shop, or just tour. Also, it should be a vibrant area for community cultural and recreational events.

- There is ample parking to biking/walking trails to connect it with downtown and UWSP and park/wooded/mature areas. Easy access from hotels/work places to increased restaurant (no fast food) scene.
- People shop; visit UWSP/connect to UWSP
- Recreation happens with biking/walking trails.
- Travelers patronize hotels and restaurants and visitors transition from highway to student to urban neighborhoods.
- N Division Corridor should grow in shopping, restaurants, and services. UWSP Students are in need of all these. The loss of Kmart, the needs of UWSP students, the commuting workers at the new Sentry building, and future apartments near the UWSP campus, are all reasons to have a place where all these people will go to shop or find services.

4. My big ideas to help the North Division Street Corridor accomplish this are:

- Green Blvd as the gateway to Stevens Point.
- Get a few large restaurants; possible chains or private
- Narrow the street. Make new construction front the street. Create a boulevard feel.
- To slow down car traffic.
- More residential development, basic essentials store, a second grocery store, a stage/theater for live entertainment, green sidewalks and medians, bicycle lanes
- Add more green space and bike friendly paths
- Encourage and support the businesses that are there.
- Some new foods and entertainment and business
- “Network out to Midwest” to bring in outside money
- Stop embracing franchise money.
- Working with the University as they go through changes and see if a way can be found to collaborate.
- Do something with Cooper property. Draw campus activities into/onto Division – like walking corridor for example. Reserve Street is like a wall rather than welcoming entrance.
- Store in Coopers Auto
- Leaving N. Division Street four lane or one-way, and Michigan Street one-way.
- More trees, median, art, green space, sidewalks. Make it accessible and attractive, less like a highway strip of fast food.
- Leave street as is – no bike lanes! It’s a busy street and tow lanes each way are needed!
- Leave as is. Make a two-way north go north, south go south on Michigan Street
- Keep the road the way it is.
- Encourage better landscaping. Fewer chain businesses – encourage local developers for more original businesses.
- To work with University as a partner in redevelopment, aquaponics, tech labs, makerspaces, café/live-work spaces, urban agriculture (contact me: Aaron Kadoch, Architect + Planner at UWSP, akadoch@uwsp.edu)
- Reduce traffic lanes and replace bike/ped trails; move parking lots to rear of buildings, opening storefronts to the street instead of creating island destinations one must drive to.
- Clean-up needs to be done. There are some shabby looking spaces on Division and Water Street.

- When developing these areas, have commercial store fronts included into large residential developments. When designing this area, include green spaces or activity areas.
- Bring back some larger stores for students who walk. Please do not change Division Street to a two-lane road – we need to be able to get around. Don't close stores like K-Mart with big plans that don't go through. What's happening with Cooper property?
- Enhance access control throughout corridor. Bike lanes, sidewalks. Mixed residential, commercial, and office development. Redesign street so it is easier to cross on foot or bike. Speed limit down to 30 mph.
- Make it less ugly! The roundabout is a good start. Also promote reuse of blighted properties like K-Mart, Cooper Motors, Ella's.
- Access and a reason to walk the area. It is very fast with it being designed for auto traffic. Gateway to UWSP.
- Walking and park corridor from north to south. Skyway across Division to UWSP for walking and biking.
- Can tax incentives help? I'd shop there.
- To create a grand boulevard with lots of greenery between north/southbound area – also somehow make signage for institutions (UWSP, YMCA, Sentry, SPASH) more prominent than fast food chains.
- Redesign travel to allow for biking and pedestrian travel. Develop nice looking corridor for quality businesses.
- Develop more retail and destination entertainment venues. Develop medical destinations to bring people in and work with the University's new focus.
- Revitalize the many vacant storefronts, particularly on the west side between 4th and Main.
- Slow down traffic, help crossing. Bike and pedestrian friendly.
- Narrow the street, repurpose the "strip mall" area; create some green spaces to make more attractive.
- Attempt to fill up as much vacant space as possible with regards to the vision above while maintaining an aesthetically pleasing view and efficient planning.
- Strongly promote green/renewable energy, promote green space/landscaping at all businesses, enforce littering ordinances, reduce unused or unsightly asphalt.
- Identify the level of interest from community and collaborate on ideas for funding.
- To take a citywide poll as to what kinds of entertainment the people of Stevens Point are interested in.
- Overall, make it look more attractive, not so industrial.
- Support projects to bring business to the area, including giving TIF incentives.
- Make a positive decision to utilize the Fox Theatre for a good purpose. Make it affordable and attractive to retain the businesses and community resources that area already there. Create a thoughtful plan and vision to proactively develop the downtown in ways that inspire community pride.
- Need to redo the road/sidewalk/parking lots – it just looks junky. We are opening Brewer Resolute in spring 2019 – hope to increase restaurant scene to increase foot traffic with exciting microbrewery addition.
- Housing, UWSP, young people
- Improve recreational experiences.

- Support mixing small local businesses in with the national chain businesses.
- The N Division Corridor needs the following: 1. Raze the empty Courtesy Motors building – it is an eye-soar and waste of space. 2. Raze the empty Kmart building – it is old. 3. ADD strip-shopping for retail: Bookstores, Technology, Gaming, Hardware/Home-Improvement, Furniture, Appliances, Specialty-Food, Textiles, etc. 4. ADD locations for services: Pharmacy, Dental, Health & Wellness, Repair, Real-Estate, Travel, Transportation, Hotels & other Housing Services. 5. I have nothing against Crossroads Commons, but that location draws people away from Downtown and the N Division Corridor, and it is an INCONVENIENT shopping sprawl for students, pedestrians, people who rely on public transportation, and the elderly.

The purpose of this group exercise was to identify areas and issues in and around the Downtown and North Division Street Corridor that participants found attractive and areas in need of attention. Each table was provided with maps of each study area, green and red dots, black and red markers, and a flipchart. As directed in below, they were instructed to place corresponding dots on the maps and/or use corresponding markers to write a brief statement either on the maps or flip chart describing the place or issue they identified.

Place **green dots** on the map and use **black markers** to write on the map or flipchart to indicate the places, features, or characteristics that you **find particularly attractive** and/or think are important to the vitality of the study area and why. Think of those places and features that you would reference in describing the area positively to someone else or that you would want to show to someone from out of town. These could include, but are not limited to:

- Particular businesses or types of use
- Particular buildings
- Particular blocks
- Particular public spaces
- Particular public facilities (roads, parking areas, buildings, utilities, etc.)
- Events
- Natural features
- Overall mix of uses
- Public art or amenities
- General maintenance of streets/public space
- General maintenance of private property
- General comfort as a pedestrian
- Parking system

Place **red dots** on the map and use **red markers** to write on the map or flipchart to indicate the places or characteristics that you **find particularly problematic** and/or think detract from the vitality of the study area. Think of those place and features that you have always wanted someone to address and could make go away or improve if you had a magic wand. These also can include things that you think are missing from the area that should be added. These could include, but are not limited to:

- Particular types of uses/businesses
- Particular buildings
- Particular sites
- Particular blocks
- Particular public spaces
- Particular public facilities
- Potential Brownfield (polluted) sites
- Mix of uses
- General maintenance of streets/public
- General maintenance of private property
- General comfort as a pedestrian
- Types of events
- Parking system

Address these in the following order:

1. Attractive things about the Downtown
2. Problematic things about the Downtown
3. Attractive things about the North Division Street Corridor
4. Problematic things about the North Division Street Corridor

Start the discussion by going around the table and having each person identify something attractive about the Downtown by placing a **green dot** on the map and/or using a **black marker** on the map to **briefly** (2-4 words) explain what it is. If the feature or characteristic is not place-specific or requires more explanation, record it on the flipchart page. Number the dot and the comment on the flipchart so we'll know they go together. Continue going around the table in this manner until the facilitator calls time for first round (15 minutes has been allocated to each round) and then start the next round with the person you left off with using the **red dots** and **red markers**.

Table 2

Downtown

Pros

- Really cool park, great events, shade & breeze (#1)
- Library (#2)
- Farmers market and fountain (#3)
- Kash Park – great amenity (#4)
- No comment (#5)
- The temple: good local history (#6)
- Green Circle (#7)

Cons

- Emmy J intersection is difficult (#1)
- “Red Theme” = difficult traffic flow (#2)
- Would like to see this as an operational facility – not sure what (#3)
- North side needs help – too wet, too many geese. “Castle House” (and other beautiful houses) need help (#4)
- Too many parking lots between these lots and the neighborhoods (#5)
- Nice spot – can we use it? (#6)
- Variety of restaurants – Indian, etc. (#7)
- Save the Fox (#8)

North Division

- Gateway/entrance to Stevens Point should highlight institutions like Sentry, SPASH, UWSP, Schmeckle, Green Circle Trail, YMCA, etc. These should not be obscured by strip development and chain stores.
 - Suggest improving/marking entrances to the Green Circle Trail (consider using a tree house to mark these)

Cons

- Old Cooper Motors and other vacant areas (#7)
- No University presence – we’d like to see it (#8)
- Need better access to walk/ride to/from SPASH (#9)
- Improve ways to get through and connect (#10)
- Scary hotels/motels – dirty, moldy (#11)
- Theme: Division not walkable, not green enough, not “Schmeekly” enough. The trail access would be great if more prominent (#12)

Pros

- YMCA (#8)
- Shopping available (#11)
- Fire department, clean, friendly (#12)



Table 3

Downtown

Pros

- Downtown Square (#1)
- Historic nature of Downtown (#3)
- Fox Theatre – historically significant (#9)
- Great dining and shopping (#11)
- Idea – walking bridge connecting Downtown Square to parks across Water Street (#12)

Cons

- Parking for current tenants is a problems (#2)
- Need dock to allow boat parking (similar to Oshkosh) (#4)
- Beautification – hanging baskets, signage, flags, lights, trees, etc. (example: Downtown Wausau) (#5)
- Safety at night – drunks, etc. noise (#6)
- Elimination of parking behind Tricor building to make way for relocated dumpster from in front of Elbow Room Bar. (#7)
- Concern that new proposed development will not complement the historic nature of downtown. Concern that new proposed development will draw away from Downtown (#8)
- Fox Theatre – rundown/decaying (#10)
- Water Street divides the park/river from the Downtown. (#12)
- Need a small grocery store Downtown. Maybe near Shopko area. This would be great for Downtown tenants young and old. Many do not have a car to get to grocery store. (#13)



North Division

Cons

- Needs beautification – buildings, flowers, trees, etc. (#1)



Table 5

Pros

- Public library (#1)
- Market square (#2)
- Schmeekle (#3)
- Want Fox Theatre/-Sad no Fox (#4)
- Good to have city governmental buildings Downtown (#5)
- Like historic buildings
- Love the Downtown park and river
- Good to have Midstate Downtown (#6)
- Love Kash/Meade Park



Cons

- Miss Shopko, ability to walk for basic needs
- Draw business downtown instead of Commons – appt based services (i.e., dentist, salon, insurance, etc.)
- TIF should be used to encourage Downtown/Division Street business development rather than large taxpayer giveaway to out of town big business.



Table 8

Downtown

Pros

- Farmers market (#2)
- Museum/library (#3)
- Park/bandstand/festivals (#4)
- Brewery (#6)
- Good café (#7)
- Job center (#9)
- Specialty active shopping, indoor farmers market (#16)

Cons

- Few downtown services (#1)
- Do something attractive, mixed use, gardens, maker space (#5)
- Bad access (#7)
- Bad utilization (#8)
- Need connector to Division/UWSP – pedestrian (#10)
- Need restaurant or other hospitality (#11)
- Power for community (#12)
- Redevelop/clean-up. Better connections to park/river (#13)
- Recreational use (#14)
- Redevelop – housing/grocery (#15)



North Division

Pros

- Expand Schmeckle into urban park (urban-ag, urban-forestry) (#1)
- Gateways to UWSP (#2)
- Better pedestrian/public connections between Division and Downtown – bike route (#5)
- Destination attractive node market (#9)
- Enhance Visitors Center (VC)

Cons

- Connection is unsafe to Green Circle (#3)
- All of Division is non-pedestrian friendly (#4)
- Better pedestrian/public connections between Division and Downtown – bike route (#5)
- 2-way for better connections (#6)
- Need connections between Division and UWSP (#7)
- More bike lanes everywhere (#8)



Table #9

Downtown

- Public art/murals (lots as a draw to Downtown)
- Connect Downtown to river, pedestrian bridge or easier car access

Pros

- Clafin House BNB (#8)
- Farm shed (#9)
- Great lakes (#10)
- MSTC (#11)
- Emmy J's (#12)
- Square, farmers' market (#13)
- Future marina (#14)
- Pfiffner Park connects to Bukoldt (#15)
- Clark Street businesses (#16)
- Green circle (#17)
- Kash Park (#18)
- Disc golf mead (#19)

Cons

- Traffic – poor routing, bad intersection (#4)
- Shopko gone (#5)
- Empty area (#6)
- Sentry relocating, future brownfield (#7)
- Underutilized (#8 and #9)
- Neglected park (#10)
- Often small business owners don't feel support from city, rather excess complications and red tape

North Division Corridor

Pros

- Sculpture park "green space" (#1)
- Sentry relocating (#2)
- Trig's (no food desert) (#3)
- Kwik Trip (#4)
- Future brewery and food (#5)

Cons

- Kmart lot (#1)
- Cooper Motors (#2)

- Clinic/medical (#6)
- YMCA (#7)

- Division and 4th Street intersection (#3)
- Empty/unused spaces (#11)



Table 10

- North Division
 - More outdoor seating/patios
 - More green space/trees
 - A CVS/Walgreens
 - More lighting
 - Positives: movies, restaurants, YMCA, medical Sentry, Trig's
 - Clean up unsightly properties along the throughway. Assist with quality properties.
- New buildings use renewable/green energy sources (solar, etc.)
- UWSP is strongly promoting green/renewable energy. Because Division is right next to the University, the businesses should be encouraged to install green/renewable energy systems. Also promote tree planting wherever possible.
- Grocery and pharmacy downtown.



Table 1



Table 4



**CITY OF STEVENS POINT REDEVELOPMENT AUTHORITY
DOWNTOWN AND N. DIVISION STREET CORRIDOR PLANS**

Table 6



Table 7



**CITY OF STEVENS POINT REDEVELOPMENT AUTHORITY
DOWNTOWN AND N. DIVISION STREET CORRIDOR PLANS**