



Targeted Area Master Plan

for the

Division Street Corridor

Open House
April 25, 2019



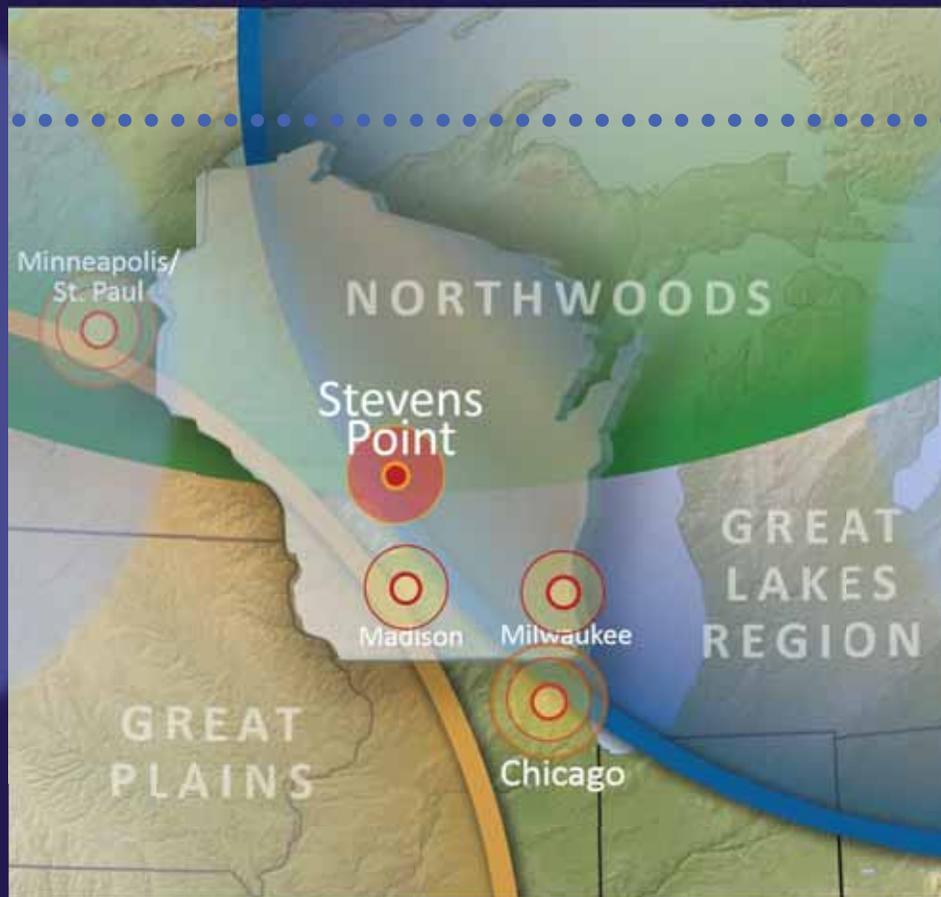
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How can Stevens Point reposition for the next 50 years?

TODAY:

- Legacy Industries
 - Paper Mill
 - Insurance
 - River
- Quiet University Community
- “Top 25 Natural Resource Schools in the Country”



FUTURE:

- Expansion of Legacy Industries
 - Asset-based growth
- Health-oriented community and economy
 - Central Wisconsin's University Town
- University is economic pipeline for area employers to draw top workforce who want to stay and grow a career



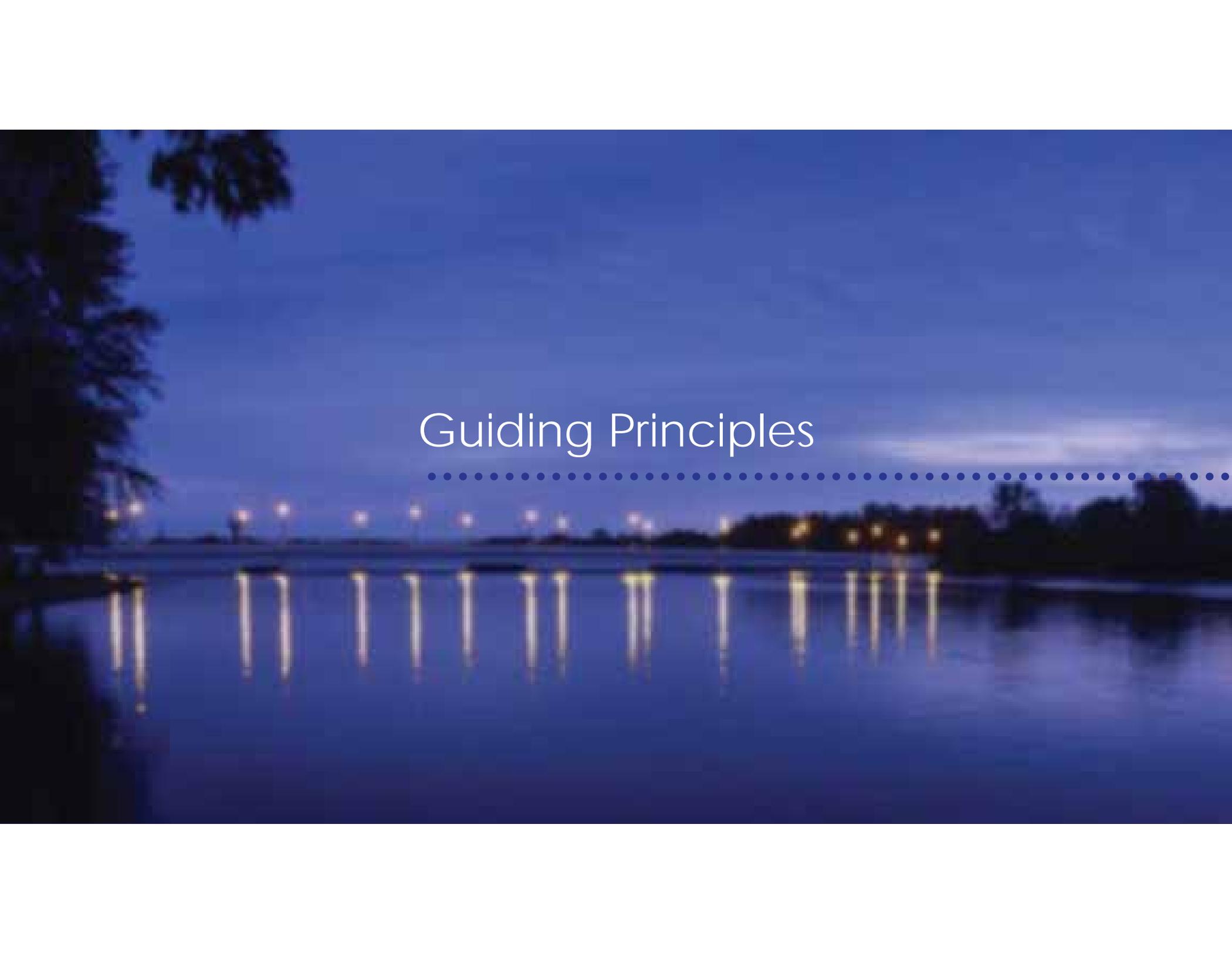


People, talent and companies are drawn to “great places with a youthful energy and talent pipeline.”

- Draw top student/faculty looking for a good school in a small community
- Help attract young talent for growing companies
- Grow an “Active adults” vibe
- Diversify Economic Opportunities while supporting existing businesses

It will be tough to
secure and leverage investment and to
be confident making difficult decisions

without public and private buy-in
to a long-range vision

A night photograph of a lake with city lights reflected in the water. The sky is a deep blue, and the water is dark with bright reflections of lights from the distant shore. The lights are arranged in a line, creating a series of vertical streaks in the water. The overall mood is serene and calm.

Guiding Principles





Resiliency

- Multi-faceted Employment Base: Existing & Future
- Diverse Housing Choices
- Maintain Strong Educational Options



Vibrancy

- Create Opportunities for Entertainment & Recreational Destinations
- Foster Activity Centers
- Build Upon Point's Unique Assets



Diversity

- “One Size Does Not Fit All”
- Support Attractive Public and private Spaces and Amenities
- Work to Retain and Attract Residents, Employees and Students
- Build Upon Local and Regional Tourism Efforts



Division Street Corridor

Public Input:

North Division should be where...

- The City welcomes visitors/travelers from I-39, with ample restaurants, hotels, etc. that are inviting
- Students, locals, and visitors converge to enjoy convenient services, dining, retail
- Storefronts are on the street with parking in the rear
- There is mixed use and places that draw people to them
- There are safe and protected walking and biking paths
- The commercial/residential character feels more intentional and less like a through street to Downtown





Public Input: North Division Big Ideas...

- Draw campus activities into/onto Division
- Support redevelopment of Cooper Motors property
- Promote mixed-use residential with commercial storefronts with integrated green spaces or activity areas
- Enhance access control throughout corridor for bikes and pedestrians
- Redesign street so it is easier to cross and slow traffic; consider lower speed limits
- Revitalize vacant storefronts, and promote a mix of local and chain businesses

A photograph of a large, abstract sculpture made of dark, flowing, ribbon-like forms, set against a dark blue background. The sculpture is the central focus of the image.

Community Gateway

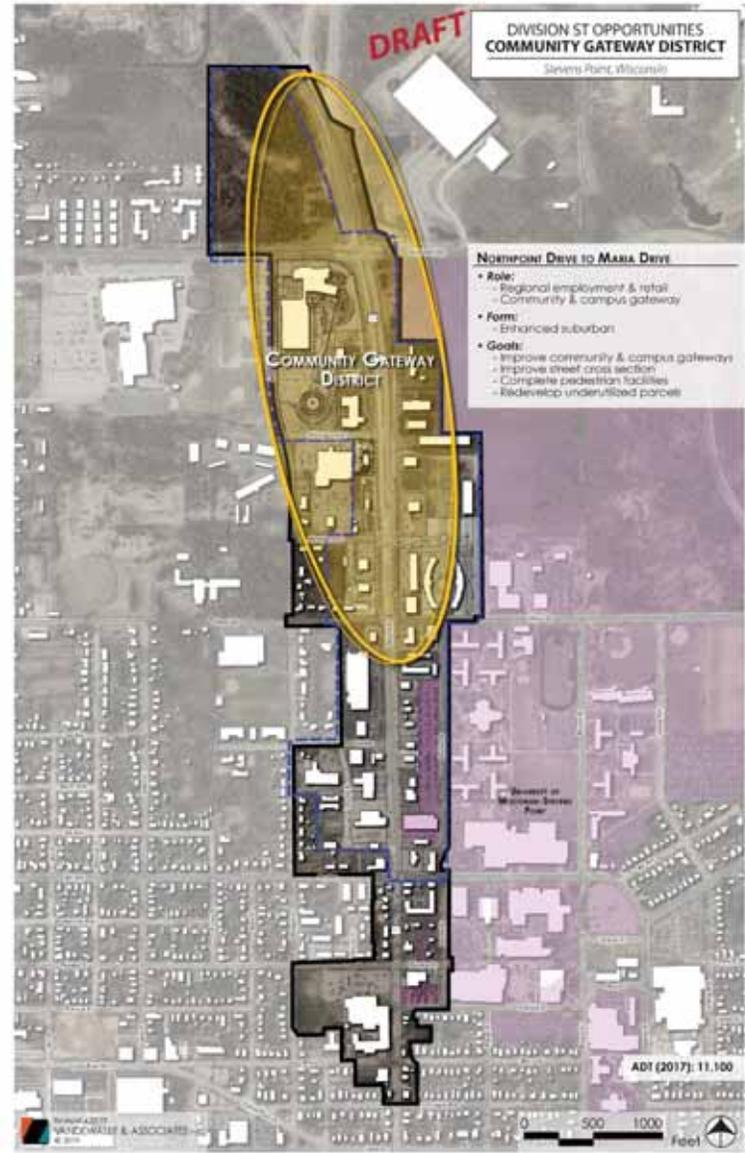
A photograph of a modern campus courtyard. The courtyard is covered by a large, open-air structure with a grid of dark, horizontal beams supported by vertical posts. The ground is paved with a checkered pattern. There are several tables and chairs arranged in the courtyard, and trees are visible in the background. The overall scene is bright and open.

Campus Entry



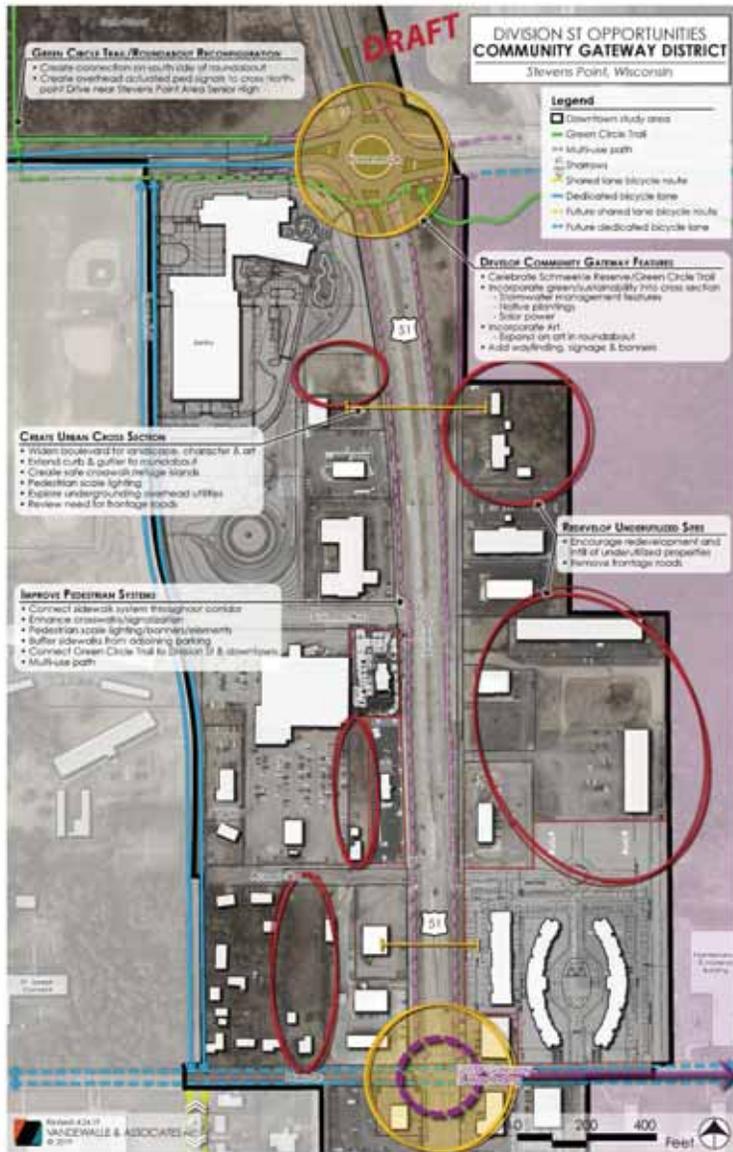
Character Districts





Community Gateway

Community Gateway District



Role

- Regional Employment & Retail
- Community & Campus Gateway

Form

- Enhanced Suburban

Goals

- Enhance community and campus gateway features
- Improve street cross section
- Complete pedestrian facilities
- Redevelop underutilized parcels

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**DIVISION ST OPPORTUNITIES
CROSS SECTION STUDY: NORTH OF MARIA ST**
Stevens Point, Wisconsin



EXISTING

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DIVISION ST OPPORTUNITIES
CROSS SECTION STUDY: NORTH OF MARIA ST
Stevens Point, Wisconsin



POTENTIAL

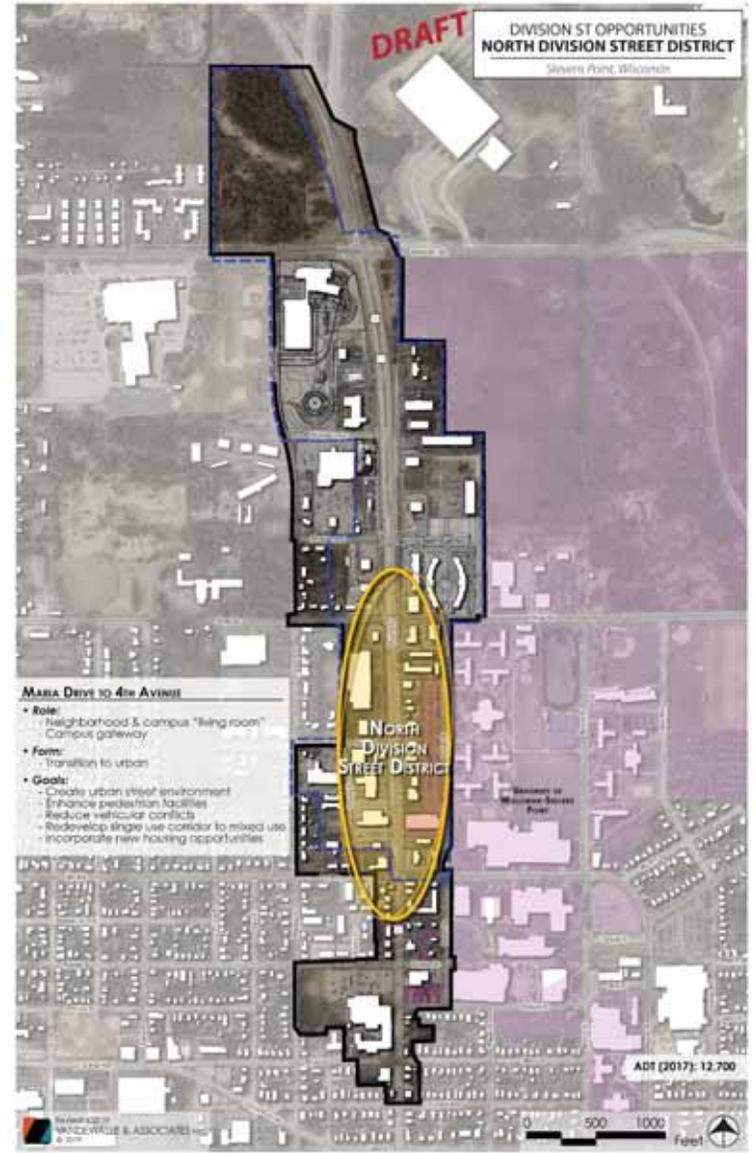
Community Gateway

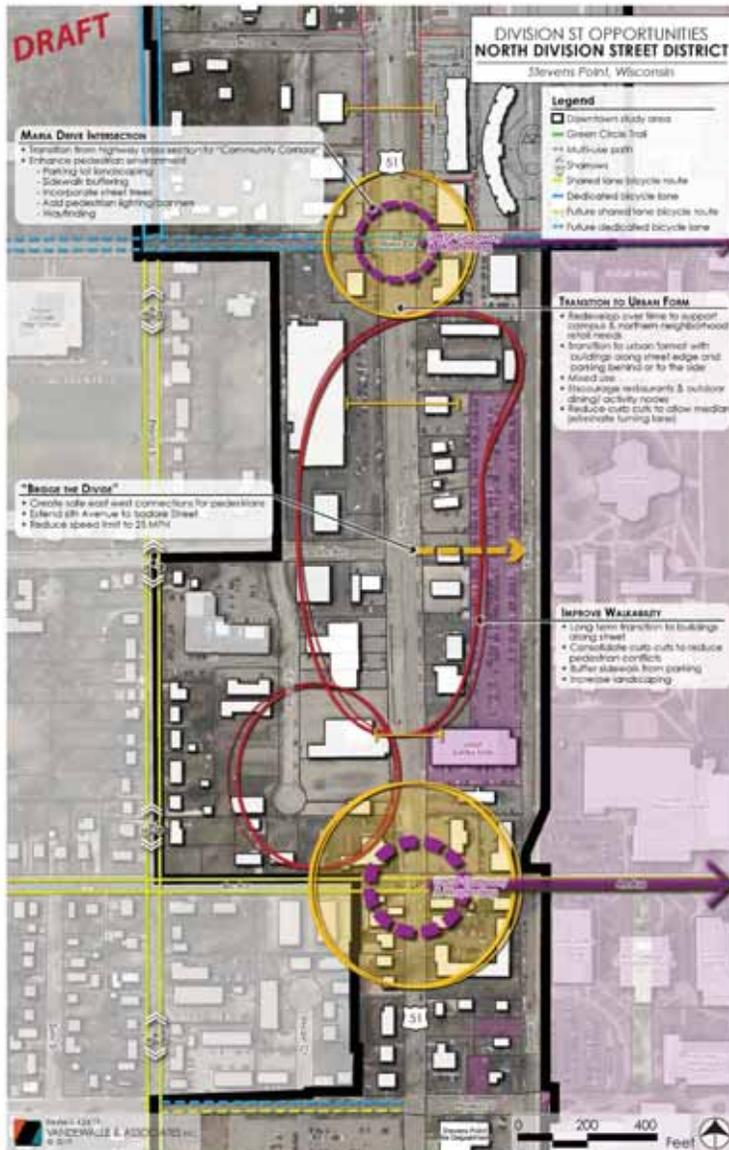




Community Gateway







North Division District

Role

- Neighborhood & Campus "Living Room"
- Campus Gateway

Form

- Transition to Urban

Goals

- Create urban street environment
- Enhance pedestrian facilities
- Reduce vehicular conflicts
- Redevelop single use corridor to mixed use
- Incorporate new housing opportunities

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DIVISION ST OPPORTUNITIES
CROSS SECTION STUDY: MARIA DR TO 4TH AVE
Stevens Point, Wisconsin



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DIVISION ST OPPORTUNITIES
CROSS SECTION STUDY: MARIA DR TO 4TH AVE
Stevens Point, Wisconsin



Pedestrian enhancements:

- Red scale lighting
- Signage
- Campus gateway
- Buffer sidewalks
- Widen sidewalks



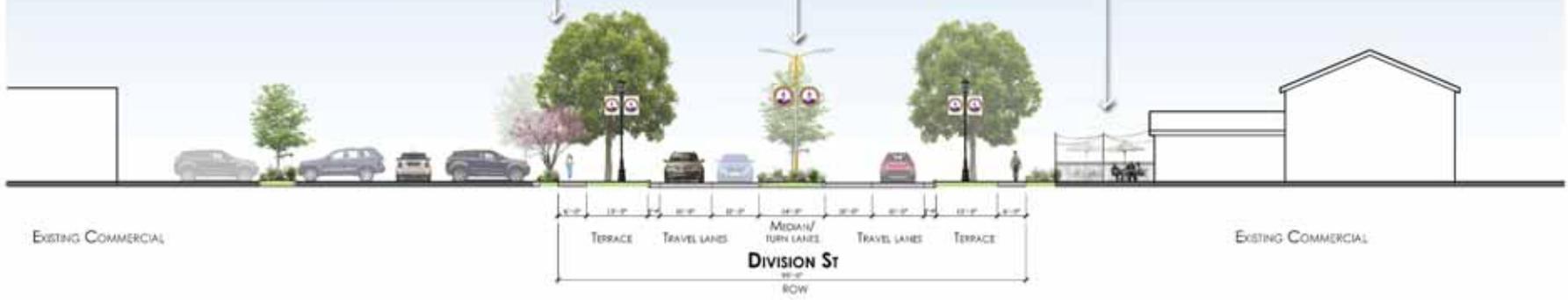
Two way left turn lane:

- Change into median
- Add trees
- Native plants
- Corridor signage
- Pedestrian refuge



Building frontage:

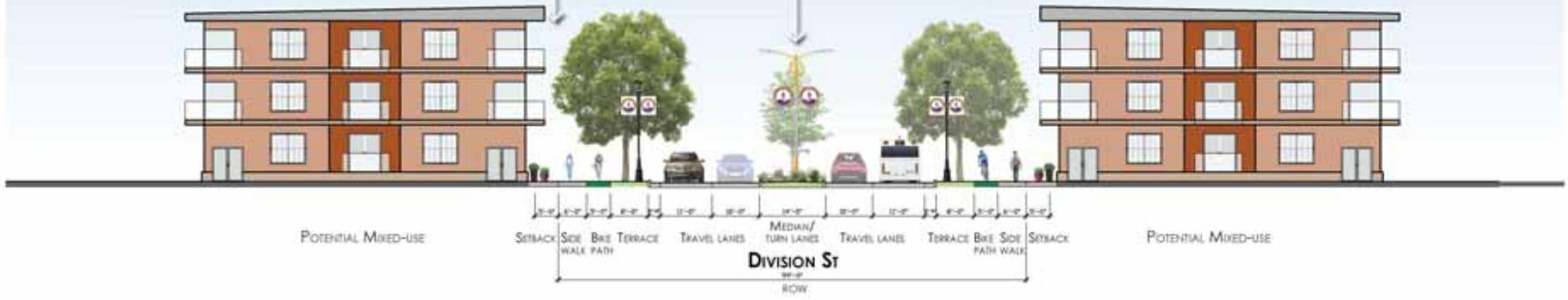
- Outdoor seating
- Buffer sidewalks
- Lighting
- Fix up buildings
- arcades
- Explore underground power lines



POTENTIAL INTERIM OPTION

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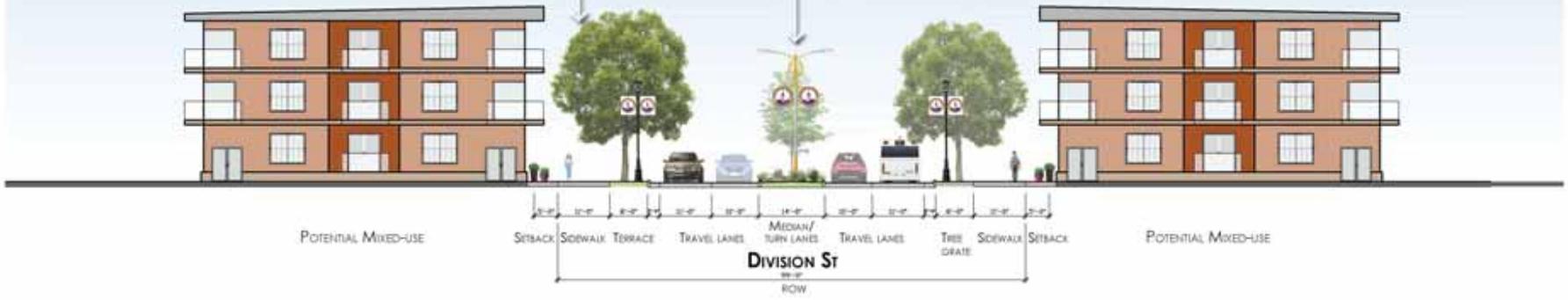
DIVISION ST OPPORTUNITIES
CROSS SECTION STUDY: MARIA DR TO 4TH AVE
Stevens Point, Wisconsin



POTENTIAL OPTION 1

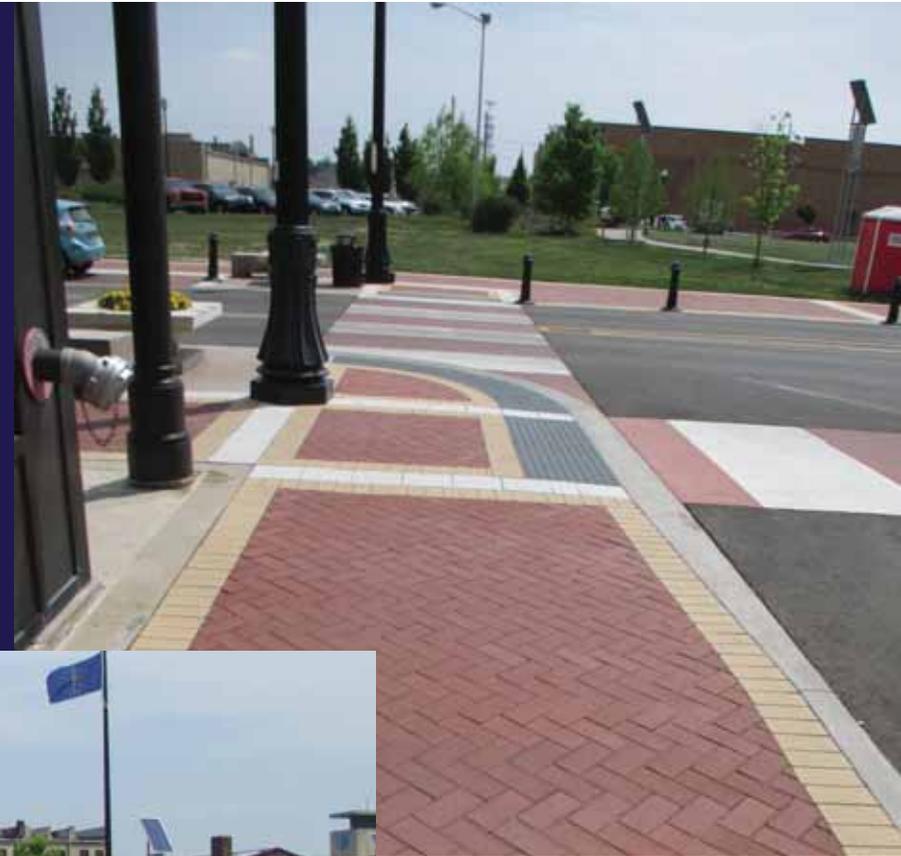
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CROSS SECTION STUDY: MARIA DR TO 4TH AVE
Stevens Point, Wisconsin



POTENTIAL OPTION 2

North Division District

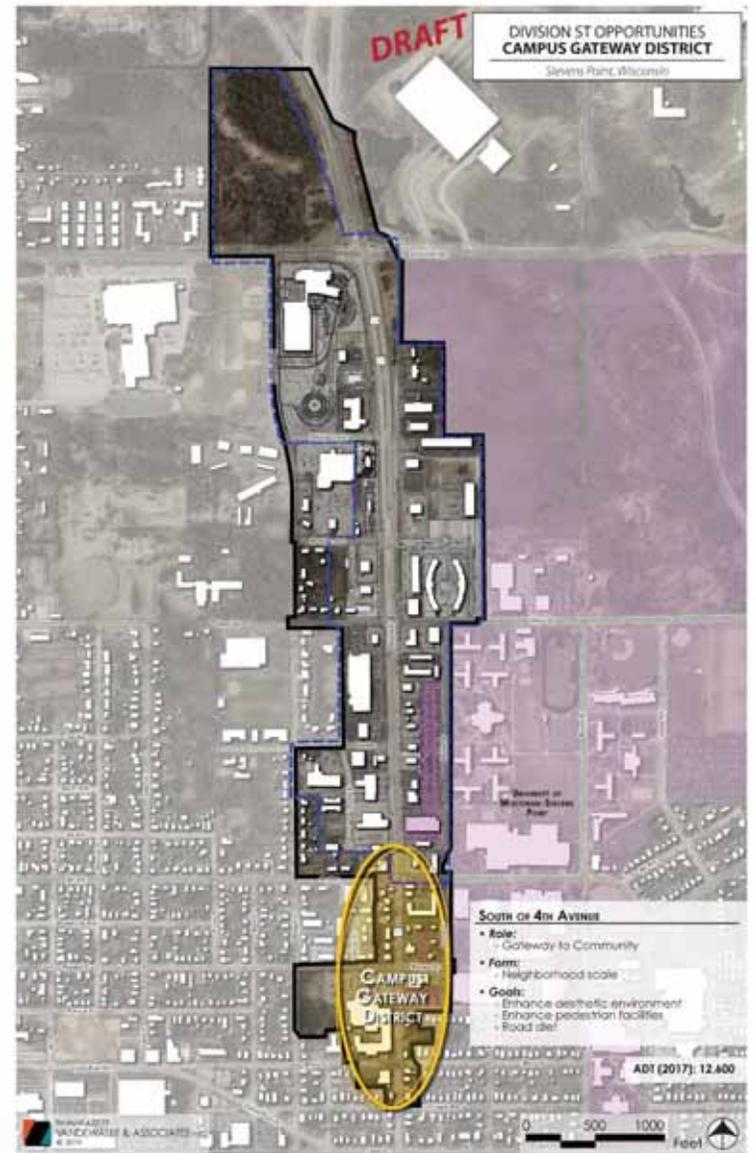


North Division District



North Division District





Campus Gateway District

Campus Gateway District

Role

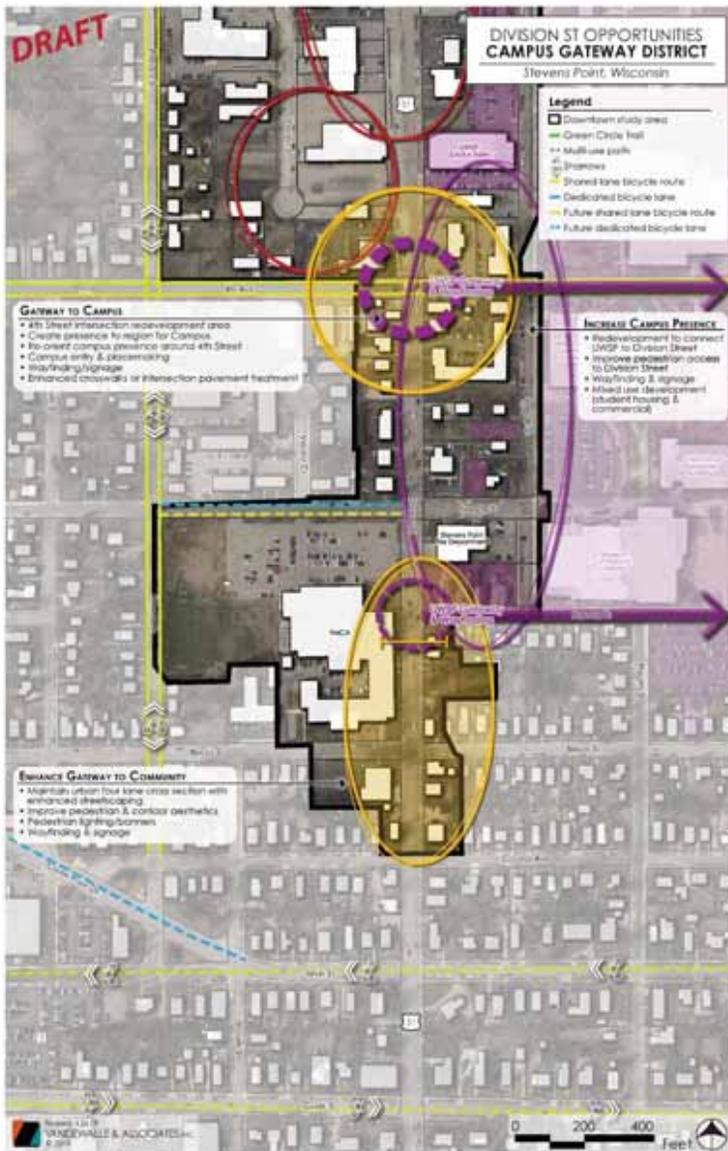
- Community

Form

- Community Scale

Goals

- Reorient around 4th Avenue intersection
- Enhance aesthetic environment
- Enhance pedestrian facilities
- Road diet





Campus Gateway

Campus Gateway



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**DIVISION ST OPPORTUNITIES
CROSS SECTION STUDY: SOUTH OF 4TH AVE**
Stevens Point, Wisconsin



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DIVISION ST OPPORTUNITIES
CROSS SECTION STUDY: SOUTH OF 4TH AVE
Stevens Point, Wisconsin



POTENTIAL OPTION 1

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**DIVISION ST OPPORTUNITIES
CROSS SECTION STUDY: SOUTH OF 4TH AVE**

Stevens Point, Wisconsin



POTENTIAL OPTION 2



Campus Presence

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**DIVISION ST OPPORTUNITIES
4TH AVENUE GATEWAY - PHASE 1**
Stevens Point, Wisconsin



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**DIVISION ST OPPORTUNITIES
4TH AVENUE GATEWAY**
Stevens Point, Wisconsin



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**DIVISION ST OPPORTUNITIES
4TH AVENUE GATEWAY - PHASE 2**
Stevens Point, Wisconsin



Timeline & Next Steps

January

- Public Visioning and Listening Session
- Key Stakeholder Outreach

February-March

- Division Street Area Recommendations and Concept Development
- Downtown Area Recommendations and Concept Development

April

- Public Meeting #2: Draft Division Street Concept Plan Open House

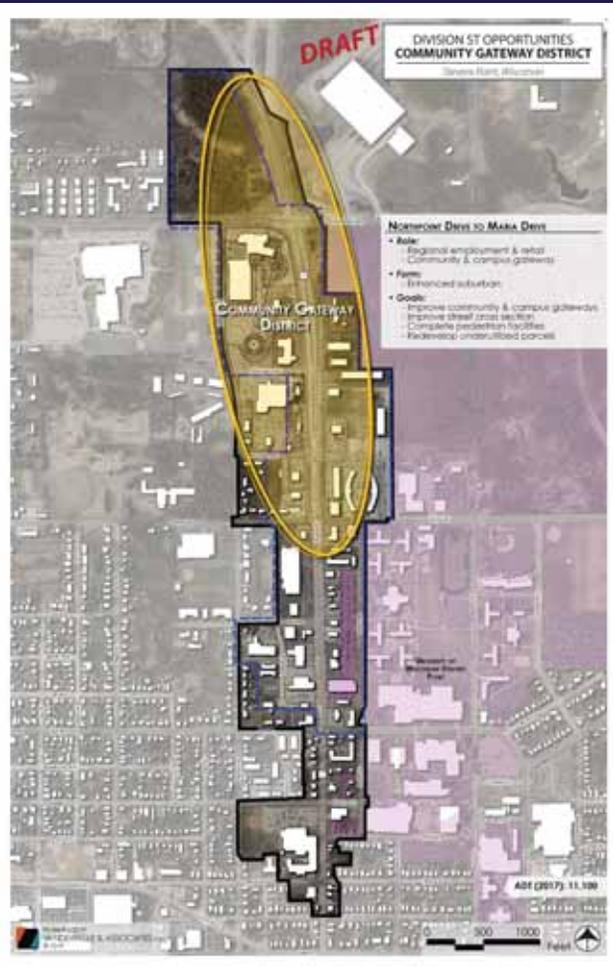
May-July (TBD)

- Public Meeting #3: Draft Division Street Concept Plan Open House
- Plan Review and Adoption by Redevelopment Authority and Common Council

Feedback



District Stations





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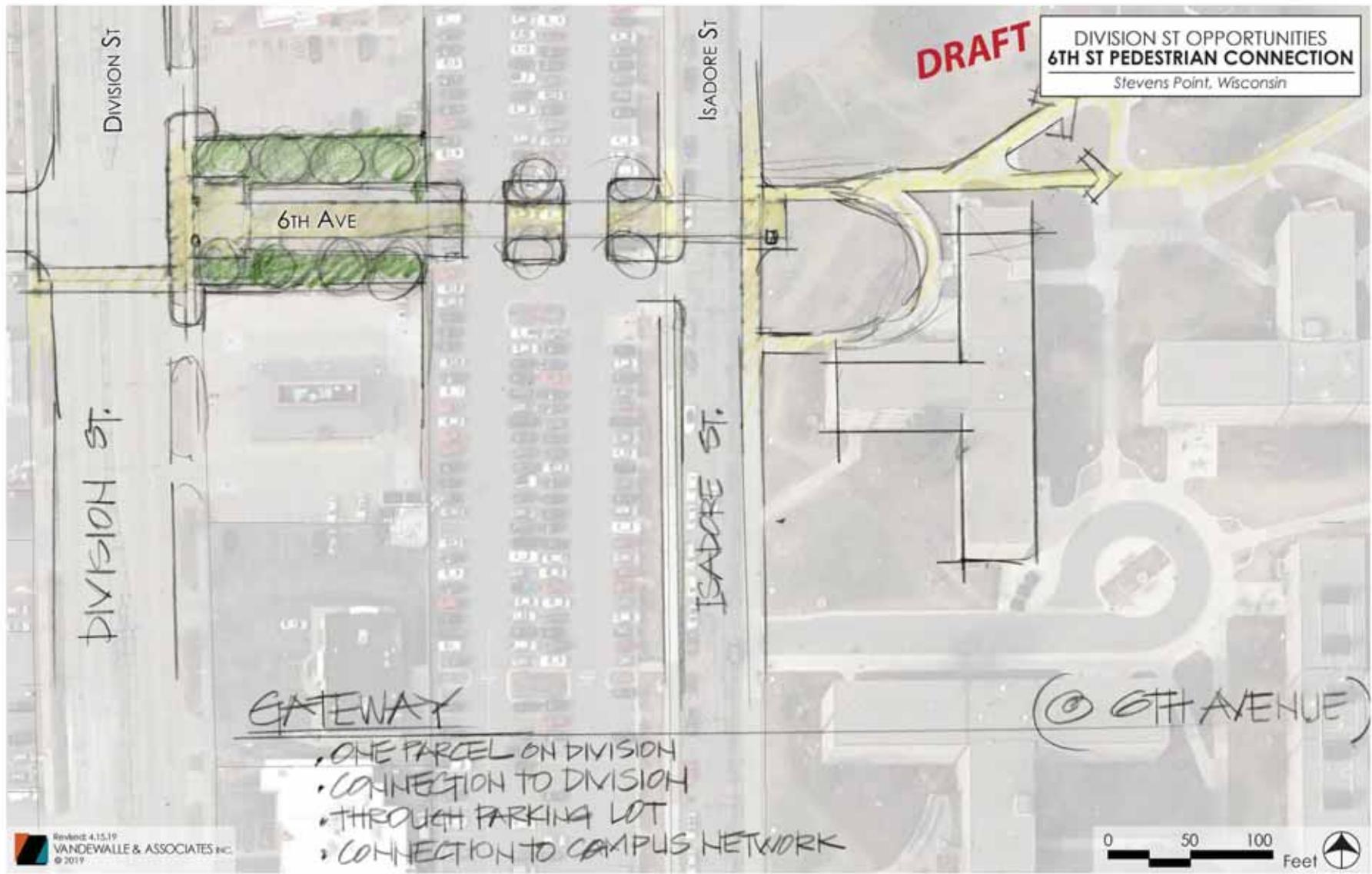
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**DIVISION ST OPPORTUNITIES
6TH ST PEDESTRIAN CONNECTION**
Stevens Point, Wisconsin



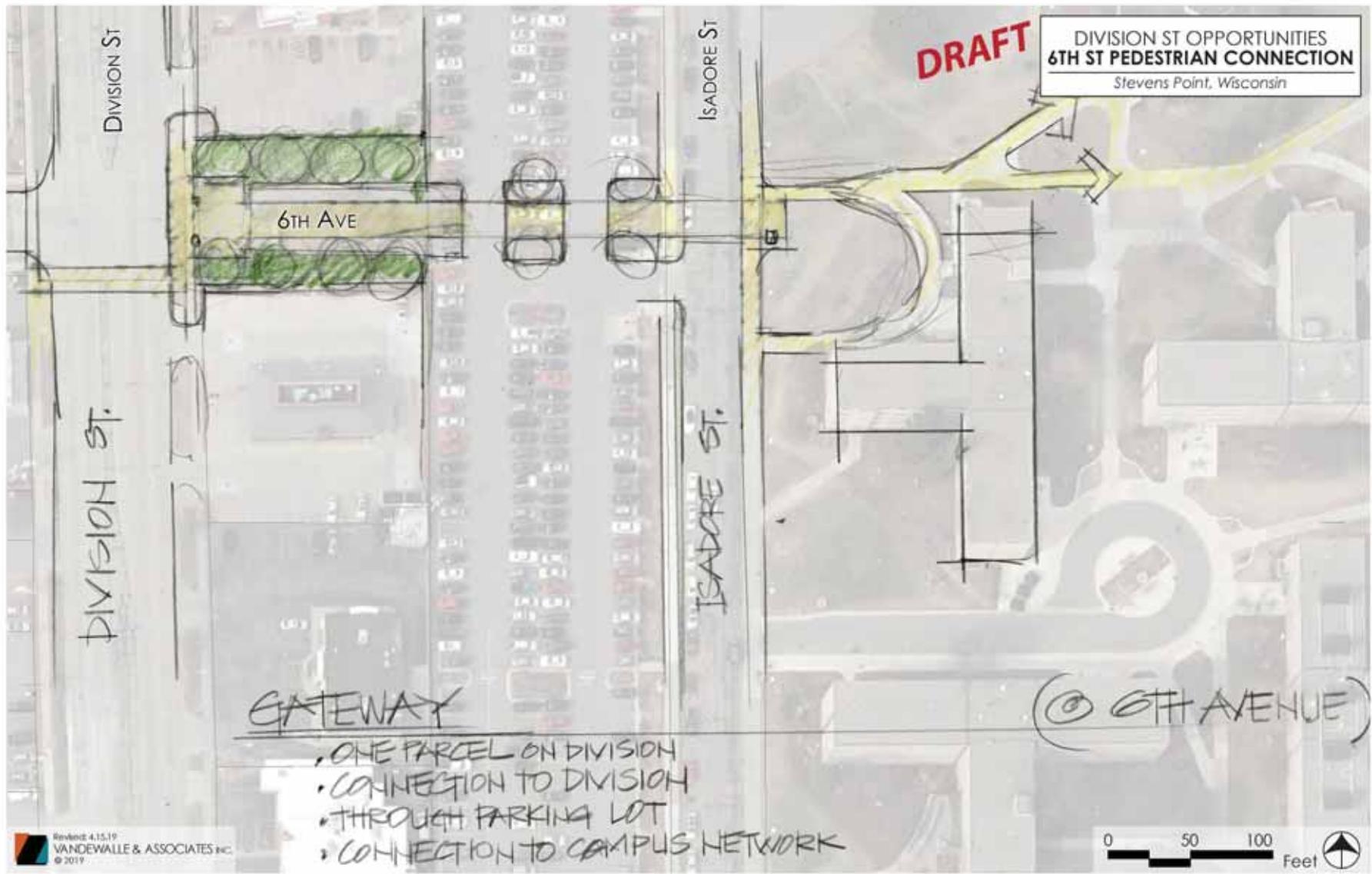
GATEWAY

- ONE PARCEL ON DIVISION
- CONNECTION TO DIVISION
- THROUGH PARKING LOT
- CONNECTION TO CAMPUS NETWORK

(@ 6TH AVENUE)

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**DIVISION ST OPPORTUNITIES
6TH ST PEDESTRIAN CONNECTION**
Stevens Point, Wisconsin



GATEWAY

- ONE PARCEL ON DIVISION
- CONNECTION TO DIVISION
- THROUGH PARKING LOT
- CONNECTION TO CAMPUS NETWORK

(@ 6TH AVENUE)

4th Ave. Campus Gateway



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DIVISION ST REDEVELOPMENT
4TH ST GATEWAY FEATURE: CONCEPT 2
Stevens Point, Wisconsin





Bike Corridors

