



*** All present are expected to conduct themselves in accordance with our City's Core Values ***

OFFICIAL NOTICE AND AGENDA

of a meeting of a City Board, Commission, Department, Committee, Agency, Corporation, Quasi-Municipal Corporation, or sub-unit thereof.

Meeting: Economic Development Committee

Date/Time: Tuesday, May 2, 2023 at 5:15 p.m.

Location: City Hall, Council Chambers

Members: Sarah Watson (C), Chad Henke (VC), Lisa Rasmussen, Tom Kilian, and Carol Lukens

AGENDA ITEMS FOR CONSIDERATION

(All items listed may be acted upon)

1. Approval of Minutes from 3/7/23
2. Approval of Minutes from joint meeting 4/11/23
3. Presentation on Thomas Street Visual Preference Survey results (Naumann)
4. Discussion and possible action approving sale of 1316 and 1407 N Second Street to Habitat for Humanity (Stratz)
5. Discussion and possible action on Commercial Rehabilitation Program Policy (Stratz)
6. Adjourn

It is likely that members of, and a quorum of the Council and/or members of other committees of the Common Council of the City of Wausau will be in attendance at the above-mentioned meeting to gather information. **No action will be taken by any such groups.**

This Notice was posted at City Hall and emailed to the Media on 4/27/23

Members of the public who do not wish to appear in person may view the meeting live on Channel 981 of Cable TV or the City of Wausau Meetings YouTube Channel at <https://tinyurl.com/WausauCityCouncil> (go to playlist and choose the meeting playlist desired). Any person wishing to offer public comment who does not appear in person to do so, may email Liz.Brodek@ci.wausau.wi.us with "EDC public comment" in the subject line by 4:30 p.m. on the meeting day. All public comments received, either by email or in person, if agendaized, will be limited to items on the agenda only. Messages related to agenda items received by 4:30 p.m. on the meeting day will be provided to the Committee Chair.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 (ADA), the City of Wausau will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs or activities. If you need assistance or reasonable accommodations to participate in this meeting or event due to a disability as defined under the ADA, please call the ADA Coordinator at (715) 261-6622 or email ADAServices@ci.wausau.wi.us to discuss your accessibility needs. We ask your request be provided a minimum of 72 hours before the scheduled event or meeting. If a request is made less than 72 hours before the event, the City of Wausau will make a good faith effort to accommodate your request.

Other Distribution: Media, Alderpersons, Mayor, City Departments

MINUTES

Economic Development Committee Meeting

Date / Time: Tuesday, March 7, 2023, at 5:15 P.M. | **Meeting called to order by** Watson at 5:16 P.M.

In Attendance

Members Present: Sarah Watson (C), Chad Henke (VC), Tom Kilian, Lisa Rasmussen

Members Absent: Carol Lukens

Others Present: Randy Fifrick, Shannon Graff, Tammy Stratz, Mayor Rosenberg, Atty. Anne Jacobson, Blake Opal-Wahoske (River District), Michael Loy, Alder Gary Gisselman, Mark Craig (Compass Properties)

In accordance with Chapter 19, Wisc. Statutes, notice of this meeting was posted and sent to the Daily Herald in the proper manner.

Agenda Item 1 – Approval of Minutes from 2/7/23

Henke motioned to approve minutes from 2/7/23, seconded by Kilian **Approved Unanimously 4-0**

Agenda Item 2 – Presentation on Wausau River District 2023 Work Plan (Opal-Wahoske)

Blake presented Wausau River District

Kilian asked if there are any documents that could be provided to the E.D. Committee in the future to illustrate segmentation targeting and positioning specifically on household income levels of consumer audiences of the River District.

Opal-Wahoske said demographics of their audiences depends on the type of event they are focusing on and what demographic makes the most sense for that event series.

Kilian commented there's a causal relationship between housing rates and surrounding retail and dining establishments. He said people who are able to afford more expensive housing may also have more discretionary income to spend at downtown establishments which could impact the pricing at those establishments. Kilian expressed the importance of the downtown staying affordable and accessible to all Wausau residents and to ensure there is a diverse set of targets for events downtown.

Agenda Item 3 – Discussion and possible action on approving a Commercial Rehab Loan for 300 N. 3rd Street, Heinemann Venture, LLC (Stratz)

Stratz presented an application for a Commercial Rehab Loan request. She explained the request is to remove existing awnings and install new awnings of the Heinemann Venture building. She noted the request is for 100% of the cost of the project and per the Commercial Rehab Loan guidelines, the city typically required the borrower to utilize 10% of their own funds, the city would contribute between 15-25% and the remaining balance would be financed by the applicants lender of choice but explained it was the committees decision on the amount to approve. She indicated 25% of the project cost would be \$39,080.

Rasmussen commented that she's not interested in granting exceptions on an individual basis but questioned if the guidelines have been reviewed and updated lately.

Kilian agreed with Rasmussen and said he would not support 100% financing.

Action was held to allow staff to review the guidelines and see if the policy needs to be updated to reflect current market costs.

Agenda Item 4 – Discussion and possible action approving First Amendment to Plaza Multi-family Phase 1 Development Agreement at 1520 Elm Street with RJ Elm Properties, LLC (Brodek, Loy)

Brodek stated the First Amendment to Plaza Multi-family Phase 1 Development Agreement is to modify the completion date from 12/31/22 to 5/31/23 noting this is a conditioned precedent of every TIF payment this development is set to receive. Brodek noted other minor items the amendment does is deletes the term proposal in the original development agreement because it referenced a TIF application that wasn't reflective of the project built in order to eliminate confusion and contradiction. Brodek said the amendment also amends the demolition grant amount from \$450,000 down to \$350,000 which has already been paid. She commented that most of the documents requested in the original development agreement have been provided and the final cost breakdown will be provided upon completion, but the construction spend has already exceeded what was expected.

Rasmussen moved to approve revisions, seconded by Henke.

Kilian asked if these amendments are made if this deal is then done. Brodek replied yes.

Motion passes unanimously 4-0

Agenda Item 5 – Update on Scattered Sites Redevelopment using ARPA funds (Stratz, Brodek)

Brodek said after the ARPA request was made for architectural services to develop the city's various infill sites, staff received a lot of calls from people interested in several sites.

Agenda Item 6 – Adjournment

Henke motioned to adjourn, seconded by Kilian **Approved Unanimously 4-0**

Meeting adjourned at 6:02 p.m.

JOINT FINANCE & ECONOMIC DEVELOPMENT COMMITTEES

Date and Time: Tuesday, April 11, 2023 @ 5:15 pm., Council Chambers

Finance Members Present: Lisa Rasmussen, Michael Martens, Carol Lukens, Sarah Watson, Doug Diny

ED Members Present: Sarah Watson, Chad Henke, Tom Kilian, Carol Lukens, Lisa Rasmussen

Others Present: Maryanne Groat, Anne Jacobson, Eric Lindman, Matt Barnes, Robert Barteck, Ben Bliven, Randy Fifrick, Gary Gisselman, Katie Rosenberg, Mary Goede

In accordance with Chapter 19, Wisc. Statutes, notice of this joint meeting was posted and sent to the Daily Herald in the proper manner. The Finance Committee was called to order by Chairperson Lisa Rasmussen and Economic Development Committee was called to order by Chairperson Sarah Watson.

Discussion and possible action regarding Tax Incremental District No. 3 Project Plan Amendment in Order to Add Projects and Project Costs

Maryanne Groat stated TID #3 is a downtown blight district based on the statutes, so we have several groupings of projects to consider. The McClellan Ramp has reached the end of its useful life and given Covid and the raising of the mall our parking demands have changed dramatically. This proposal includes the demolition of the ramp replaced by surface parking and restoration work, as well as some parking expansion to support the riverfront activity and Athletic Park. She stated the relocation of the water utility has freed up some space to use for parking, at least on the short term.

Groat stated there is \$2.2 million budgeted for land acquisition and there are two prime sites of interest. One is the property north of Great Lakes Cheese for redevelopment purposes and for River Edge Trail expansion. It will give us an opportunity to move the River Edge further north and connect to Gilbert Park. The other is the MBX property on the west side where we have been trying to get access for the River Edge Trail expansion for a number of years.

Groat stated street improvements include Fulton Street from N 1st to N 7th Street, and 1st Street/River Drive from McIndoe Street - 300 feet north of Fulton Street. She indicated there were plans for site remediation of Dive Point, Wausau Chemical, Water Plant and MBX, as well as \$600,000 for development incentives.

Groat noted the plan specifies project costs in both in the district and the half mile radius. There is a cashflow which does not include any growth in increment and shows we are able to fund these projects and still close the district with a profit.

Doug Diny questioned the net impact, if any, on the 12% TID cap. Groat explained this did not impact the 12% cap, it is adding project costs and projects so the cap not applicable.

Finance Committee vote

Motion by Martens, second by Watson to approve the Project Plan Amendment for TID #3. Motion carried 5-0.

Tom Kilian questioned if the cap will be relevant for the TID #12 amendment regarding the subtraction of properties. Groat stated the cap is not applicable when doing a subtraction. She indicated we are currently at 13.38% and what the actual rate will be once the subtraction takes place we don't know at this time. She explained once we do this change and turn in all the compliance reports to the state, they will evaluate them and after the equalized value and ratio are calculated in August, we will know our percentage. She reiterated this subtraction will comply with state law.

ED Committee vote

Motion by Henke, second by Rasmussen to approve the Project Plan Amendment for TID #3. Motion carried 4-1. (Kilian was the dissenting vote.)

Discussion and possible action regarding Tax Incremental District No. 8 Project Plan Amendment in Order to Add Projects and Project Costs

Maryanne Groat stated this is a rehabilitation district to which we are adding expenses but are not changing the boundaries. The plans include the reconstruction of 17th Avenue from Stewart Avenue to Elm Street. She commented although it is an expensive project it is very important because it supports a lot of businesses and traffic in that area. She noted they were unable to fit it into our regular 2023 budget. There is also the Washington Street Siphon Project and retaining wall; reconstruction of N 8th Avenue, including utilities; and other street improvements.

Groat stated this district and plan amendment proposes spending within the district and the half mile radius. The cashflow shows the district will be able support these public improvements with the increment currently generated.

Finance Committee vote

Motion by Martens, second by Lukens to approve the Project Plan Amendment for TID #8. Motion carried 5-0.

ED Committee vote

Motion by Henke, second by Rasmussen to approve the Project Plan Amendment for TID #8. Motion carried 4-1. (Kilian was the dissenting vote.)

Discussion and possible action regarding Tax Incremental District No. 12 Project Plan Boundary Amendment in Order to Subtract Territory and Add Projects and Project Costs

Maryanne Groat stated this is the only boundary change, referring to the map which indicates 29 parcel removals on both the north and south ends of the boundaries and seven parcel additions. The seven parcel additions all represent parcels that used to be in the mall or Sears footprint. In addition to making those changes the plan would fund the streets, pedestrian and utilities construction for the street grids; remediation in that area; parking improvements to Sears and Penneys Ramps; and developer incentives for TWall and Swiderski.

Finance Committee vote

Motion by Martens, second by Watson to approve the Project Plan Amendment for TID #12. Motion carried 5-0.

Chad Henke questioned if the value of what is removed must equal the value of what is added. Groat clarified the process is to look back at the values when the district was created, and those values need to be more than the values being added to the district today.

Tom Kilian questioned if it is true that we cannot close a district when we are in those planned or anticipated increment payments to the developer, such as in the reverse TIFs. Keith Dahl, Ehlers, responded that during the obligation the TID could not be closed because that agreement is still valid, but if the TID ends that is when the agreement is not valid anymore and don't have to pay any more than has already been paid. Kilian felt it was important for the public and committees to know that as long as we are paying out on the planned increment over these years, and with TWall it is over 20 years, that we can't be closing the district to reap any benefits of closure. The longer these agreements go on, not only is there millions of dollars more in interest, but we're not able to close the district. He commented although it has been said there is less risk with a reverse TIF type scenario, we are still committing massive amounts of future city revenue to these projects.

ED Committee vote

Motion by Henke, second by Rasmussen to approve the Project Plan Amendment for TID #12. Motion carried 4-1. (Kilian was the dissenting vote.)

Discussion and possible action approving Development Agreement with S.C. Swiderski, LLC at Riverlife Lots 6, 7, and 8 (Fifrick, S.C. Swiderski Rep)

Jacqui McElroy, Director of Business Development and Kortini Wolf, Business Development Manager, at Swiderski presented an overview of the project. <https://www.youtube.com/watch?v=oVcQO2Gfgs8>

Kortni Wolf stated it is a mixed-use development featuring 200 market rate apartments in the newly designed seven-story Sterling building. The units will include studio suites, 1 and 2-bedrooms, as well as penthouse suites. In addition to living space, the project will feature two ground level commercial retail spaces. There will be ground level street and ramp parking options available. The Sterling building has a Community Room as well as a Conference Room, Yoga Studio, Fitness Room, Patio and Grill area, and Rooftop Terrace for gathering. Due to a high ground water table, there will be 44 parking spaces within the actual building and an additional parking ramp providing 280 spaces for tenants. In addition to that they will provide 21 exterior parking spaces open to the public. There is an open-air breezeway leading to the commercial area.

Randy Fifrick, Economic Development, stated construction for the project is proposed to start in June 2024 with a completion date of 2027. The anticipated development costs slightly over \$51.8 million and the project is located in TID #12 with an estimated market value of the project over \$29 million. The city engaged Ehlers as part of the review process to assist reviewing the developer's application for TIF assistance and determining the appropriate

funding required to close the public financing gap. He indicated the city has proposed a pay-as-you-go or reverse TIF in which the developer gets a portion of the tax revenue they generated with their development returned to them after successfully completing the project.

Keith Dahl, Ehlers, reviewed their analysis/recommendation in the packet at the following link beginning on pg 74: https://www.ci.wausau.wi.us/Portals/0/Departments/Council/Archives/Standing%20Committees/Finance%20Committee/2023/FINC_ECON_20230411_Packet.pdf

Doug Diny questioned if there was a difference in what was proposed six or seven months ago to what the final development agreement is today in regard to any unexpected expenses, costs, economic factors. Dahl stated Swiderski was requesting a principal amount of approximately \$7.25 million over the remaining term of the TID but looking at it from a present value MRO perspective, we negotiated it down with city staff to \$5.49 million that is being considered this evening. He also noted from 2020 - 2022 construction costs have increased by about 26%.

Please go to the meeting video for full discussion: <https://www.youtube.com/watch?v=oVcQO2Gfgs8>

Public Comment was accepted: Dave Eckmann spoke in favor of the project and Tony Brown spoke about the apartments not being big enough for families, but still supported the project. As well as and Mike Vanderloop, part owner of WOW, was excited about the development but expressed concern about the parking during and after construction. He requested that all staging of construction materials and employee parking not be in the main parking lots near WOW. He also requested the north side of River Drive be reconstructed to allow for additional parking. He recommended the water utility and Wausau Chemical sites be used as additional parking.

Rasmussen stated action would be taken on this item after Closed Session.

Discussion and possible action approving Offer to Purchase County Materials property at 103, 105, 111 Winton Street and that portion of 402-406 Winton Street lying west of the railroad tracks and related budget modification (Brodek)

Liz Brodek, Economic Development Director, stated the city was approached with an opportunity to purchase vacant portions of the land that was owned by County Materials and is in the process of being transferred to a new owner along the north riverfront. She referred to the memo in the packet outlining the proposed acquisition and the strategic reasons for it. She explained it allows for the extension of the trail further north, including a railroad crossing that would connect the north end of the River Edge Trail to eventually connect to Gilbert Park. She indicated the new owner has offered to do the trail grading for us this year and it puts us in control of the property that would be contiguous and adjacent parcels next to the parcels that we own. It would also include the next phase of the riverfront development.

CLOSED SESSION pursuant to 19.85(1)(e) of the Wisconsin Statutes for deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session: relating to approval of SCS Wausau, LLC Development Agreement

Motion by Martens, second by Watson to convene the Finance Committee in Closed Session. Roll Call Vote - Ayes: Watson, Lukens, Martens, Diny and Rasmussen. Motion carried unanimously.

Motion by Kilian, second by Lukens to convene the Economic Development Committee in Closed Session. Roll Call Vote - Ayes: Henke, Rasmussen, Lukens, Kilian, and Watson. Motion carried unanimously.

CLOSED SESSION pursuant to 19.85(1)(e) of the Wisconsin Statutes for deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session: relating to approval purchasing properties located at 103, 105, 111 Winton Street and portion of 402-406 Winton Street lying west of the railroad tracks

Motion by Lukens, second by Martens to convene the Finance Committee in Closed Session. Roll Call Vote - Ayes: Diny, Martens, Lukens, Watson, and Rasmussen. Motion carried unanimously.

Motion by Kilian, second by Henke to convene the Economic Development Committee in Closed Session. Roll Call Vote - Ayes: Henke, Rasmussen, Lukens, Kilian, and Watson. Motion carried unanimously.

Reconvened into Open Session to take action on Closed Session item.

Rasmussen stated they would not be taking action on the Winton Street acquisition as more work needed to be done.

Development Agreement with S.C. Swiderski, LLC at Riverlife Lots 6, 7, and 8 (Fifrick, S.C. Swiderski Rep)
Finance Committee

Motion by Watson, second by Martens to approve the agreement. Motion carried 5-0.

Tom Kilian commented what Swiderski and their team presented was excellent, but the challenge for him was the high amount of public dollars for high end development at this time.

ED Committee

Motion by Rasmussen, second by Henke to approve the agreement. Motion carried 4-1. (*Kilian was the dissenting vote.*)

Rasmussen stated due the Council meeting needing to start the rest of the Finance agenda items (*listed below*) would be deferred to the next Finance Committee meeting on April 25th.

- **Minutes of the previous meeting(s): (3/28/23)**
- **Discussion and Possible Action to Approve Starting Wage Increases and Promotions at the Beginning of the Pay Period**
- **Discussion and Possible Action to Classify Newly Created Fleet Analyst Position (Approved in 2023 Budget).**
- **Discussion and possible action on Production Agreement between Wausau School District Board of Education and Administration and City of Wausau**
- **Discussion and possible action regarding budget modification request to reallocate 2022 CIP funds (Police Dept)**
- **Discussion and possible action on authorizing the write-off of certain uncollectible delinquent personal property tax accounts from the City's accounting records**

Adjournment

Motion by Watson, second by Lukens to adjourn the Finance Committee. Motion carried unanimously. Joint meeting adjourned at 7:02 pm.

Motion by Henke, second by Kilain to adjourn the Economic Development Committee. Motion carried unanimously.



WAUSAU THOMAS STREET HOUSING VISUAL PREFERENCE SURVEY

RESULTS AND SUMMARY

Presented May 2nd, 2023

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Introduction

As part of the City of Wausau's efforts to redevelop property on the 100 block of East Thomas Street. The City is exploring development opportunities with an inclusive process involving local stakeholders in the immediate neighborhood. As an early part of the approach, the City decided to utilize public engagement tools to gather information on question of development, appropriateness, and best-fit for this neighborhood..

One tool implemented in the earliest parts of the community outreach, has been the Visual Preference Survey. A Visual Preference Survey is a general engagement tool meant to measure stakeholder opinion on several focused topics that can help guide policy directions with feedback. The format is very accessible, allowing a diverse group of stakeholders participate without requiring deep backgrounds in the topics being surveyed. In the care of the East Thomas Street survey, several topic areas were specifically explored as issues the local neighborhood would be most sensitive to.

- Development Density
 - Lot Sizes
 - Unit Spacing
 - Single vs. Multiple Story
 - Yard sizes
 - ROW Alignment
- Transportation
 - Garage Types
 - Garage Locations
 - Garage Sizes
 - Transportation Types
 - Alternative Transportation
- Public Space
 - Street-scape Preferences
 - Landscape Preferences
- Housing Design
 - Roof Types
 - Design Styling
 - Exterior Materials
- Terminology

Visual Preference Survey Execution

The Visual Preference Survey (VPS) was given on two dates. The first event occurred on March 27th, 2023 at meeting located at G.D. Jones Elementary School. A second event occurred on April 5th, 2023 at a community meeting held at Riverside park. In total, 44 stakeholder participated in this survey.

Demographics

Our first part of our survey asked the question of demographics in what the relationships of the survey takers was to the development. Participants could answer with multiple relationships, and also were given an opportunity to share how many years they have had those relationships. Given direct feedback from elected officials, collection of demographic data was limited to only the relationship of stakeholders to the development site. Total % may equal more than 100% in that 28% of respondents identified having multiple roles in the community.

<u>RELATIONSHIP (CIRCLE ALL THAT ARE RELEVANT)</u>	<u>AVE # YEARS</u>	
COMMERCIAL PROPERTY OWNER IN NEIGHBORHOOD	8%	17
EMPLOYEE IN THE NEIGHBORHOOD	11%	8.75
RESIDENT IN THE NEIGHBORHOOD	78%	23.96
ELECTED OFFICIAL OR CITY EMPLOYEE	19%	3.14
LIVE AND WORK IN CITY (NOT NEIGHBORHOOD)	31%	21.27
LIVE AND WORK OUTSIDE OF CITY OF WAUSAU	3%	15
MULTIPLE ROLES	28%	

Participants in the survey represented a wide sampling of relationships to the neighborhood. However, those who identified as being direct residents represented 78% of the survey and clearly the most dominant category. The live and work category in Wausau represented the second highest cohort at 31% of respondents. Significant to both leading categories is that the average number of years people have identified in each of the two leading categories is each over 21 years, showing those who participated in the survey are largely long-term members of the community on two different levels. Also, supporting the notion of a diverse community, 28% of those who took the survey, answered with multiple relationships to the neighborhood, suggesting many who live in the neighborhood also would consider themselves an employee or commercial property owner as well.

Practice Questions

The first portion of the VPS is an exercise in calibration and practice. As the VPS is a new format for many survey takers, the first four questions were sample questions to offer exposure to the four question types the primary survey offered. Using a sports theme, we can offer participants an opportunity to engage into the survey

process with a level of accessibility and comfort. Although these answers don't have impact on the primary VPS topic goals, we can make some fun determinations.

- In a one on one comparison sample:

We can assert that soccer, is far more popular than some might guess when compared to American football. Soccer scored a 40% preference rate compared to the 60% preference rate of football.

- In a pick two of three preference sample:

Comparing the sports, golf and baseball both scored higher than basketball.

- In a scaled temperature image sample:

An image of woman's track indicated a 60% "no opinion" response with 31% total favorability vs 10% unfavorability rating

- In a scaled temperature **TEXT** sample:

The term "**GREEN BAY PACKERS**" earned an appealing rating of 36% and an overall favorability rating of 60%. More interesting is the Very Unappealing number of 7%. Which is indicative of Bears, Vikings, or Lions fans in the community.

Fun put aside, the first four questions did help offer the participants a chance to be exposed to the four question styles and the pace at which the VPS was to be administrated.

Topic Summaries

Several topic areas are explored by the VPS, the following summaries address those questions.

Topic 1: Development Density

- In each question dealing with density, an overwhelming opinion was shared that lower density development was desired, with examples showing generous side yards, indicating larger lot sizes and setback conditions are most favored. (questions 1, 3, 10, 20)
- Right-of-way conditions clearly supported a well manicured curb to sidewalk condition and clear lines of sight, avoiding thick layers from curb to front doors. (questions 1, 11, 20, 25, 33, 35, 32, 40)
- Two-story conditions were generally favored over single story conditions, but not as definitively when other subjects in play. (questions 14, 36, 42)

Topic 2: Transportation

- Not surprisingly, opinions were strong (based on post survey open discussions) on vehicular parking. Garages that were attached (side) or partially attached received most favor. (questions 7, 21, 49)
- If attached, front facing garages did not receive as much support (questions 7, 14, 33, 36, 49, 50)
- Off-street parking is preferred, stored in a garage vs. outside on driveway (questions 11, 21, 31)
- Two stall garages slightly preferred over one stall garages (questions 31, 36)
- When compared to bicycling or walking or bussing, driving cars is consistently the least desired method of transportation. (questions 4, 30)
- The concept of a plug in electric vehicle garnished a neutral opinion, but leaned strongly in a favorable direction (question 48)
- Access via a No-Outlet dead end also garnished a neutral overall opinion.(question 34)

Topic 3: Public Space

- Well manicured and maintained landscape is most desired. (questions 2, 9, 20, 25, 32, 39)
- Sidewalks greatly desired (questions 2, 25, 33)
- Flowers integrated in beds as landscaping elements are highly favored (questions 9, 18, 20, 23, 35)
- Gardening opportunities are highly desired (questions 6, 9, 48)
- Stone and food fences are more desirable than hedges (question 13)
- A public park or playground area received a highly favorable rating (question 37)

Topic 4: Housing Design

- There is a strong aversion of flat roof and modern design, with every question comparing to traditional design showing a heavy preference to traditional, gabled roof designs and construction details. (questions 2, 3, 5, 23, 26, 43)
- Front door treatments, there is a stronger preference for front porches instead of stoops, but not in every case. (questions 14, 17, 19, 23, 28, 33, 45)
- Exterior cladding of horizontal siding is more favored followed by stucco, Shake and vertical siding. Least popular are paneling, or masonry. (questions 1, 5, 8, 10, 16, 23, 26, 33, 35, 42, 47)
- Sustainable elements like Solar Panels and EV Charging stations both offered high levels of favorability. (questions 22, 27)

Topic 5: Terminology

- **NON-PROFIT DEVELOPER**
appealing and strongly favorable (question 12)
- **SUSTAINABILITY**
appealing and strongly favorable (question 15)
- **STARTER HOME**
appealing and strongly favorable (question 24)
- **RENT vs OWN**
own (question 29)
- **AFFORDABLE HOUSING**
very appealing and strongly favorable (question 38)
- **CITY AS DEVELOPER**
no opinion and slightly unfavorable (question 41)
- **MARKET RATE HOUSING**
no opinion and slightly favorable (question 46)

VPS QUESTION RESULTANTS

PRACTICE SURVEY 1 (pick one)

A. Football 60%

B. Soccer 40%



PRACTICE SURVEY 2 (pick two)

A. Basketball Team Sport 25%

B. Golf Individual Sport 35%

C. Baseball Team Sport 40%



PRACTICE SURVEY 3 (range of preference)

Topic image: Women's Track

Very Unappealing 0%

Unappealing 10%

No Opinion 60%

Appealing 24%

Very Appealing 7%



PRACTICE SURVEY 4 (range of preference)

Topic Word: Green Bay Packers

Very Unappealing 7%

Unappealing 2%

No Opinion 31%

Appealing 36%

Very Appealing 24%

GREEN BAY PACKERS

SURVEY QUESTION 1 (pick one)

A. high density, tight setback 23%

B. lower density, deep setback 77%



SURVEY QUESTION 2 (pick one)

A. lush yard, gables, sidewalk, siding 82%

B. modern, flat roof, metal panel 18%



SURVEY QUESTION 3 (pick one)

A. high density, tight setback, flat roof 19%

B. low density, deep setback, gables 81%



SURVEY QUESTION 4 (pick two)

A. Walking 44%

B. Driving 20%

C. Biking 36%



SURVEY QUESTION 5 (pick one)

A. modern gable, 3-stry, metal panel 14%

B. traditional 2-stry, verticle wood siding 86%



SURVEY QUESTION 6 (range of preference)

Topic image: Raised Vegetable Garden

Very Unappealing	2%
Unappealing	7%
No Opinion	23%
Appealing	39%
Very Appealing	30%



SURVEY QUESTION 7 (pick two)

A. attached front garage, solar, vertical siding	37%
B. partially attached garage, horiz. siding	41%
C. detached garage, horiz siding	22%



SURVEY QUESTION 8 (pick one)

A. masonry/brick	32%
B. horizontal wood siding	68%



SURVEY QUESTION 9 (range of preference)

Topic image: Ground Flower Garden

Very Unappealing	0%
Unappealing	0%
No Opinion	1%
Appealing	48%
Very Appealing	50%



SURVEY QUESTION 10 (pick one)

A. low density, stucco exterior	61%
B. high density, horizontal siding	39%



SURVEY QUESTION 11 (pick one)

- A. tree lined street, street parking 43%
- B. clear line of site, no street parking 57%**



SURVEY QUESTION 12 (range of preference)

Topic Word: NON-PROFIT DEVELOPER

- Very Unappealing 1%
- Unappealing 7%
- No Opinion 28%
- Appealing 41%**
- Very Appealing 22%

NON-PROFIT DEVELOPER

SURVEY QUESTION 13 (pick two)

- A. hedge fence 30%
- B. stone fence 39%**
- C. wooden fence 32%**



SURVEY QUESTION 14 (pick one)

- A. 2-stry, traditional roof, front porch 68%**
- B. 1-stry, complex gables, front stoop, attached garage 32%



SURVEY QUESTION 15 (range of preference)

Topic Word: SUSTAINABILITY

Very Unappealing	2%
Unappealing	7%
No Opinion	16%
Appealing	48%
Very Appealing	27%

SUSTAINABILITY

SURVEY QUESTION 16 (pick one)

A. stone/masonry	30%
B. stucco/eifs	70%



SURVEY QUESTION 17 (range of preference)

Topic image: Front Porch

Very Unappealing	2%
Unappealing	7%
No Opinion	16%
Appealing	48%
Very Appealing	27%



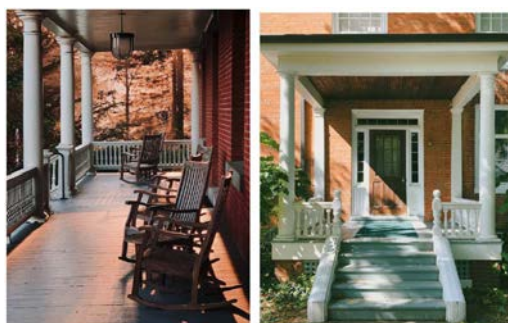
SURVEY QUESTION 18 (pick one)

A. lush natural landscape	53%
B. minimal trimmed landscape	47%



SURVEY QUESTION 19 (pick one)

A. front porch	27%
B. front stoop	73%



SURVEY QUESTION 20 (pick one)

A. high density, stark landscape 16%

B. lower density, lush landscape 84%



SURVEY QUESTION 21 (pick one)

A. car exterior parking, narrow driveway 14%

B. attached garage, broad driveway 86%



SURVEY QUESTION 22 (range of preference)

Topic image: ELECTRIC CAR CHARGING

Very Unappealing 7%

Unappealing 5%

No Opinion 48%

Appealing 30%

Very Appealing 11%



SURVEY QUESTION 23 (pick one)

A. modern design, flat roof, metal panel 23%

B. traditional design, horizontal siding 77%



SURVEY QUESTION 24 (range of preference)

Topic Word: STARTER HOME

Very Unappealing	0%
Unappealing	9%
No Opinion	23%
Appealing	42%
Very Appealing	26%

STARTER HOME

SURVEY QUESTION 25 (pick one)

- A. natural streetscape, no sidewalk/curb 16%
- B. goormed setback, sidewalk, formal fenceline 84%



SURVEY QUESTION 26 (pick one)

- A. modern panel, black vertical siding, flat roof 7%
- B. modern gable roof, white horizontal siding, solar 93%



SURVEY QUESTION 27 (range of preference)

Topic Image: Solar Panels

Very Unappealing	2%
Unappealing	12%
No Opinion	30%
Appealing	35%
Very Appealing	21%



SURVEY QUESTION 28 (pick one)

- A. front covered patio 66%
- B. front covered stoop 34%



SURVEY QUESTION 29 (pick one)

- A. RENT 11%
- B. OWN 89%**

RENT vs OWN

SURVEY QUESTION 30 (pick two)

- A. public bus 32%**
- B. cars 23%
- C. bicycles 45%**



SURVEY QUESTION 31 (pick one)

- A. single car garage, outdoor parking 41%
- B. two stall garage, short driveway 59%**



SURVEY QUESTION 32 (range of preference)

Topic Image: Previous Thomas St. House (demo'd)

- Very Unappealing 2%
- Unappealing 16%
- No Opinion 47%**
- Appealing 28%
- Very Appealing 7%



SURVEY QUESTION 33 (pick one)

- A. sidewalk, horz. siding, covered porches 67%**
- B. no sidewalk, stone, stoop, front garage 33%



SURVEY QUESTION 34 (range of preference)

Topic Image: dead end ally

Very Unappealing	11%
Unappealing	16%
No Opinion	45%
Appealing	27%
Very Appealing	0%



SURVEY QUESTION 35 (pick one)

- A. masonry fence/wall, tight setback, horz siding 41%
- B. wood fence, deep setback, vert. siding, stucco 59%



SURVEY QUESTION 36 (pick one)

- A. 2 stry, vert siding, partial attached side garage 57%
- B. one stry, horz siding, attached garage 43%



SURVEY QUESTION 37 (range of preference)

Topic Image: children's playground

Very Unappealing	2%
Unappealing	5%
No Opinion	7%
Appealing	52%
Very Appealing	34%



SURVEY QUESTION 38 (range of preference)

Topic Image: children's playground

Very Unappealing	0%
Unappealing	7%
No Opinion	10%
Appealing	33%
Very Appealing	50%

AFFORDABLE HOUSING

SURVEY QUESTION 39 (pick one)

- A. groomed yard, trees, shake siding, stoop 89%
B. rock yard, metal fence, no stoop, horz siding 11%



SURVEY QUESTION 40 (pick one)

- A. sidewalk tight to road 16%
B. sidewalk setback ROW 47%
C. sidewalk path close to home 37%



SURVEY QUESTION 41 (range of preference)

Topic Term: City as Developer

- Very Unappealing 11%
Unappealing 25%
No Opinion 34%
Appealing 27%
Very Appealing 2%

CITY AS DEVELOPER

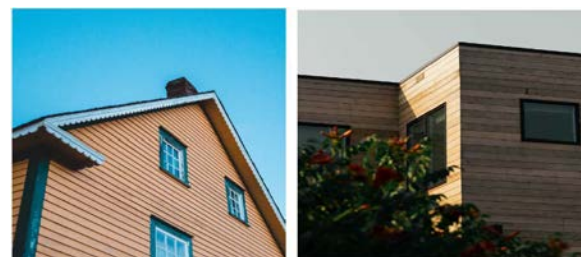
SURVEY QUESTION 42 (pick one)

- A. single story, simple gable, stucco 23%
B. two story, multiple gables, horz siding stoop 77%



SURVEY QUESTION 43 (pick one)

- A. gable roof, traditional design 82%
B. flat roof, modern design 18%



SURVEY QUESTION 44 (pick one)

- A. cedar shake siding 16%
B. horizontal siding 84%



SURVEY QUESTION 45 (pick one)

- A. single story, front porch 73%
- B. two story, front stoop 27%



SURVEY QUESTION 46 (range of preference)

Topic Term: Market Rate Housing

- Very Unappealing 11%
- Unappealing 16%
- No Opinion 36%
- Appealing 34%
- Very Appealing 2%

MARKET RATE HOUSING

SURVEY QUESTION 47 (pick one)

- A. brick facade, double hung windows 70%
- B. horizontal siding, transom windows 30%



SURVEY QUESTION 48 (range of preference)

Topic Term: Market Rate Housing

- Very Unappealing 2%
- Unappealing 0%
- No Opinion 9%
- Appealing 43%
- Very Appealing 45%



SURVEY QUESTION 49 (pick one)

- A. 1 stry. attached garage, porch, masonry 32%
- B. 2 stry. vert siding, wood fence 68%



SURVEY QUESTION 50 (pick one)

A. detached garage, outbuilding style 64%

B. attached garage 36%



Post Survey Questions

Have you ever participated in a Visual Preference Survey before? YES 2% NO 94%

Have you enjoyed the process today?	Very Unappealing	0%
	Unappealing	8%
	Neutral	19%
	Appealing	47%
	Very Appealing	9%

Do you have a better understanding of the process after today? YES 91% NO 9%

Selected General Feedback

- I'd like to see handicapped accessible housing options....I feel that Habitat for Humanity Option helps families in need that are invested in their housing and new neighborhood. -I feel Wausau is really lacking in affordable housing,
- Think this was great idea. Gets us involved
- Great Conversation, new to these type of meeting but you did a great job
- I am in favor of definitely in favor of off-street parking, please make sure to make sure to educate non English speaking people. Environmental Concerns taken seriously. Please make sure we follow the federal guidelines some projects on Thomas St. ignored.
- City as developer is a bad practice. Alley way access is safer than direct on/off Thomas St. But typically alley access in Wausau are not plowed who would be responsible for plowing/maintenance
- glad you included us this time! Thank you.
- Need parking as most residents have more than 1 car
- Solar panels are great if they ARE FREE OF SNOW AND TREE SHADING
- Explore working with the county social services department for utilizing these homes for their family keys program.
- Talk WITH us, not AT us
- best wishes with the project



Planning, Community and Economic Development

PROPERTY DISPOSITION PROGRAM for REDEVELOPMENT PURPOSES APPLICATION

Date submitted: 3.29.23 Address requesting: 1316 + 1407 N. 2nd St.

Applicant's name and address: Habitat for Humanity of Wausau, Inc.
1810 Schofield Ave., Weston, WI 54476

Applicant's phone number: 715-848-5042

Offering purchase price: \$2,000

Proposed use: facilitate the family builds for 2023-2024
Homes # 72 + 73. See Attached.

Proposed timeline: Close date of March 15, 2024

Financing/Owner
Downpayment Info: Cash

Applicant's signature Andrew Bruggem VP-Board of Directors

Please submit pertinent documentation; i.e., drawing of proposed building, financing commitments, contractor information, income information (if required), and any other documents that may assist to better explain your proposed project.

Date Introduced to Economic Development Committee _____

Economic Development recommendation _____

Date Introduced at Common Council _____

Common Council recommendation _____

Additional Application information for Offer:

Habitat for Humanity desires to place Home #72 & #73 upon these lots. As you may be aware Habitat begins the planning for their homes 18 to 24 months in advance of the family's taking occupancy of the homes. Homes #72 and #73 will be either 3-bedroom 1 bathroom or 4 bedroom 2 bathrooms with a single car attached or detached garage. Home would be similar in design to the homes Habitat recently partnered with the City of Wausau on for Homes #70 and #71. Habitat will be partnering with the DC Everest Senior High and Mosinee Senior High School building and trade classes, to build these homes for them to be trucked and craned onto their foundations. Not only will these homes contribute to providing housing to Low Income families, but it will also facilitate the further education of Building trades in the community, increase school enrollment and increase the city and counties tax base.

Key dates for these home builds

- April 2023 Family Selection
- May Through August Home design and Planning
- School Build August 2023-May 2024
- March 2024 Close on new Lots
- April – May 2024 Site and foundation work
- May Home placement
- May -August Site Build Work
- September 2024 Home occupancy

Additional Conditions for offer on 1316 & 1407 N. 2nd St., Wausau WI

1. CSM at Sellers Expense to be delivered to Buyer by 1/1/2024.
2. Repair/replacement of Sidewalk and boulevard (On Dekalb St., side of lot) for lot 1407 N. 2nd Street, Wausau WI
3. Closing on March 15, 2024.

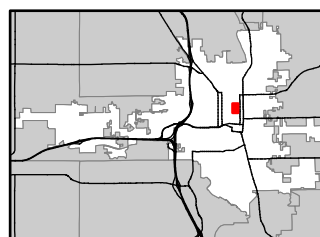
ArcGIS Web Map

City of Wausau / DPW

Date Printed: 4/19/2023

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mi

- Municipal Boundaries
- Parcel
- Red: Band_1
- Green: Band_2
- Blue: Band_3



- NOTES:
1. Duplication of this map is prohibited without the written consent of the City of Wausau DPW / GIS Dept.
 2. This map was compiled and developed by the City of Wausau and Marathon County GIS. The City and County assume no responsibility for the accuracy of the information contained herein.
 3. City of Wausau
Public Works / GIS Division
407 Grant St
Wausau, WI 54403
www.ci.wausau.wi.us



Ayres Associates Inc.
Geospatial Division
5201 E Terrace Dr, Suite 200
Madison, WI 53718
(608) 443-1200
www.ayresassociates.com
City of Wausau
407 Grant St
Wausau, WI 54403
(715) 261-6740
www.ci.wausau.wi.us



CITY OF WAUSAU COMMERCIAL REHABILITATION LOAN PROGRAM POLICY

Purpose: The Wausau Commercial Rehabilitation Program is a gap financing loan program designed to stimulate façade rehabilitation/redevelopment of commercial real estate within the City of Wausau.

Type of Funding: The program provides low interest loans to be administered by and subject to approval from the Community Development Department. Loans shall be offered as funding is available and on a first-come, first-served basis. Funds shall be maintained and monitored by the Community Development Department. ~~and projects reviewed by the city's Economic Development Committee or Finance Committee depending on timing to move projects along in a timely manner.~~ The Community Development will report to the City's Economic Development Committee semi-annually on loan activity. Rehabilitation projects shall obtain advisory approval for design by the Wausau Historic Landmarks Committee IF the building has historic significance (which will be determined by the Historic Landmarks Committee Chair) and comply with applicable city codes and ordinances.

Financing Terms: Financing assistance shall be made as loans with a 15-year amortization schedule, at 3 or 4% interest rates (depending on loan amount), payments deferred for 1 year, repayable the following 14 years. A mortgage, typically in a subordinated position behind a commercial lender, shall secure the city's interest in the property. A promissory note shall be executed by and between the City and the borrower. Final estimated value of the rehabilitated building shall support all existing debt. Borrower will also provide the City a 15-year Right of Refusal to guarantee the property will not be sold within that timeframe to a non-taxable entity. Security Financing Statements and personal guarantees are also part of the closing documents for the borrower.

Loan terms may be negotiated under special circumstances and approval of the Community Development Department Director and/or Community Development Department Manager.

Eligible Expenditures/Loan Amounts: Funds are to be used for physical improvements primarily for exterior facades and structural components. In addition, any necessary exterior electrical, ADA required plumbing, HVAC and other exterior upgrades such as paving, signage, or final landscaping. Fees and other project related expenses, such as architectural/engineering costs, title insurance, credit report, attorney and recording fees are considered project eligible costs. Borrower will contribute \$1,000 towards the closing costs and will be added onto the loan amount.

Borrower is required to provide at least 10% of personal funds towards the project and is allowed to work with whichever lending institution they wish. The City can provide gap financing up to a maximum of 25% of the total project costs.

Loan amounts up to \$100,000 will charge an interest rate of 3%. Loan amounts from \$100,001 to \$200,000 will charge an interest rate of 4%. All loans are amortized as discussed above.

Program Boundaries: Eligible properties include any commercial property located within the City of Wausau's corporate boundaries.

Application Process: Applications are reviewed on a first-come, first-served basis. A non-refundable application fee of \$50.00 \$100.00 must will be received from the applicant before staff will process the application. Applications must will include proof of property insurance (if already owned), rendering of potential renovations, bids documenting work to be completed and cost of project. If approved, staff will work with the primary lender and may close at the same time as the primary lender or anytime after.