



*** 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, June 3, 2025, at 5:30 PM
Location:	City Hall (407 Grant Street, Wausau, WI 54403), Council Chambers
Members:	Carol Lukens (C), Chad Henke (VC), Terry Kilian, Gary Gisselman, and Victoria Tierney

AGENDA ITEMS FOR CONSIDERATION

(All items listed may be acted upon)

- 1) Public Comment (Up to 3 minutes per person at Chair's discretion)
- 2) Approval of Minutes from May 6, 2025 Meeting
- 3) Discussion on Metro Housing Report from Northcentral Wisconsin Regional Planning Commission update (Wessel)
- 4) Discussion on Housing including existing stock, current and future projects
- 5) Discussion and possible action on Consent to Transfer, Waiver of Right of First Refusal, Termination of Recorded Deed Restrictions and Recording Set of Revised Deed Restrictions for 840 S. 66th Avenue (Lynch)
- 6) Discussion and possible action approving Quit Claim Deed - Beacon Resources, LLC – 731 N. 3rd Street (Lynch)

Carol Lukens, Chairperson

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.**

Members of the public may view the meeting live or after the fact on the City of Wausau's YouTube Channel: <https://tinyurl.com/WausauCityCouncil> or live on Cable TV, Channel 981. Any person who wishes to make a public comment but is unable to or does not wish to appear in person may direct their comment via email to the City Clerk: Kaitlyn.Bernarde@wausauwi.gov or Interim Development Director: Randy.Fifrick@wausauwi.gov with "EDC Public Comment" in the subject line by the start of the meeting. All public comments received, either by email or in person, will be limited to items on the agenda only. Messages related to agenda items received prior to the start of the meeting will be provided to the Committee Chair.

This Notice was Posted at City Hall and Emailed to Local Media Outlets on 05/28/2025 @ 3:00 PM

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@wausauwi.gov to discuss your accessibility needs. We ask that your request be provided a minimum of 72 hours before the scheduled event or meeting. If a request is made less than 72 hours beforehand, the City of Wausau will make a good faith effort to accommodate your request.

MINUTES

Economic Development Committee Meeting

Date / Time: Tuesday, May 6, 2025, at 5:30 P.M. | **Meeting called to order by** Lukens at 5:30 P.M.

In Attendance

Members Present: Carol Lukens, Chad Henke, Gary Gisselman, Terry Kilian, Victoria Tierney

Others Present: Randy Fifrick, Shannon Graff, Tammy Stratz, Andy Lynch, Atty. Anne Jacobson, Kimm Weber (MVDEVCO), Mayor Doug Diny, Alder Michael Martens, Citizens – Becky Hebda, Tom Kilian, Steve Lewens (Domtar),

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 – Public Comment

Citizen – Becky Hebda – 2nd Street development we should consider difficulties getting in and out, interested in hearing about the Rothschild Dam,

Agenda Item 2 – Approval of Minutes from March 4, 2025 Meeting and Joint Finance Meeting from April 22, 2025

Kilian moved to approve, seconded by Tierney. Motion Carried 5-0.

Agenda Item 3 – Discussion and possible action on the responses to the Request for Qualifications for Partnership for Housing on Infill Lots in the City of Wausau (Stratz)

Henke moved to approve staff moving forward with contractors, seconded by Tierny. Motion Carried 5-0.

Agenda Item 4 – Discussion and possible approval 208-214 Wyatt Street Property Sale Disposition Application (Stratz)

Kilian – questions/concerns:

Asked if raising development is a requirement of FEMA no matter who owns it. Stratz yes. Asking for city assistance for that – would be a forgivable loan.

2nd Concern regarding sale price as \$1,000 – spoke with assessor who said the lots would value about \$52k and selling it for \$1k the city would be at a great loss. Thinks its too much of a cost to the city. Felt it didn't meet the Prop Disp guidelines.

Tierny – asked if we have ever had a realtor sell the lot. Stratz said realtors have told her it would not be worth their time.

Killian –

Gisselman

Henke moved to approve, seconded by Gisselman Motion Carried 3-2 Kilian and Tierny dissenting votes.

Agenda Item 5 – Review of draft N 2nd St Redevelopment Request for Interest (RFI) (Lynch)

Kilian commented appreciation for Public Participation but wants to know what will be done with it – asked for it to be part of the points awarded based on public participation. Lynch stated that seems appropriate – always difficult to determine what feedback will be received. He will note the request and see what is possible.

Gisselman – noted need for green space – thinks it important that the development fits with the neighborhood which is mostly housing. Thinks single-family housing is the way to go but amenities would be a good addition.

1602 N 2nd – help finding work for those with disabilities – beef up security unhoused – thinks housing will add a lot more traffic which will complicate matters with traffic already being congested. Hebda also stated that closing off 2nd street would be a bit disappointing because with traffic issues, 2nd street is sometimes their only outlet for maneuver their bigger vehicle.

Agenda Item 6 – Approval of MCDEVCO and The City of Wausau Micro Loan Program guidelines (Stratz)

After covid went to drawing board to see if the product offered is what businesses want/need. Smaller purchases loan are difficult to obtain financing through a bank and high interest.

Kilian moved to approve, seconded by Tierney, passes 5-0

Agenda Item 7 – Update on Thomas Street Infill and WAM Grant (Fifrick)

Fifrick explained he is not receiving a response from the DNR.

Agenda Item 8 – Discussion and possible action regarding Domtar Dam Rehabilitation Project Letter of Support

Motion by Gisselman, seconded by Tierney to offer a letter of support from the city council. Passed 5-0

Agenda Item 10 – Adjourn

*Tierny motioned to adjourn, seconded by Henke. **Motion Carried 5-0.***

Meeting Adjourned at 6:59 PM

CITY OF WAUSAU, YouTube MEETING LINKS

ALL City of Wausau Meetings can be viewed at:

➤ <https://www.youtube.com/@CityofWausauMeetings>

The ED meeting from 05/06/25 can be viewed at:

MARATHON COUNTY HOUSING UPDATE

NORTH CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION



BACKGROUND

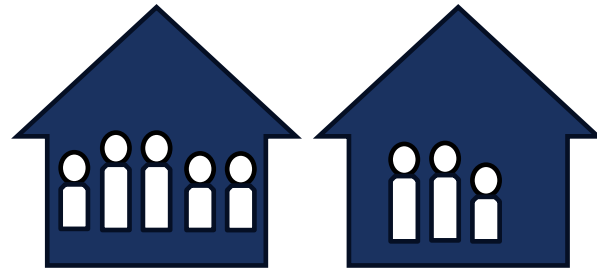
- Housing Study completed in 2022
- New state (WDOA) population projections- 2020 Census
 - Much lower than former ones the study is based on
 - Reflects age cohorts more than inbound moves (i.e., “status quo” pre-2020)
 - 2020-2024 growth reversed some trends
 - No updated household projections available
- Progress on new units

NEW POPULATION PROJECTIONS

County	2020	2030	2040	2050	Net Change 2020-2050	% Change 2020-2050
Adams	20,654	19,035	16,875	14,650	-6,004	-29.1%
Forest	9,179	8,615	7,760	6,785	-2,394	-26.1%
Juneau	26,718	25,535	23,990	22,230	-4,488	-16.8%
Langlade	19,491	18,155	16,440	14,720	-4,771	-24.5%
Lincoln	28,415	27,115	25,260	22,915	-5,500	-19.4%
Marathon	138,013	136,750	134,615	130,380	-7,633	-5.5%
Oneida	37,845	37,320	35,525	33,135	-4,710	-12.4%
Portage	70,377	68,090	63,985	58,820	-11,557	-16.4%
Vilas	23,047	23,185	22,365	20,885	-2,162	-9.4%
Wood	74,207	71,310	68,185	64,580	-9,627	-13.0%
Region	447,946	435,110	415,000	389,100	-58,846	-13.1%

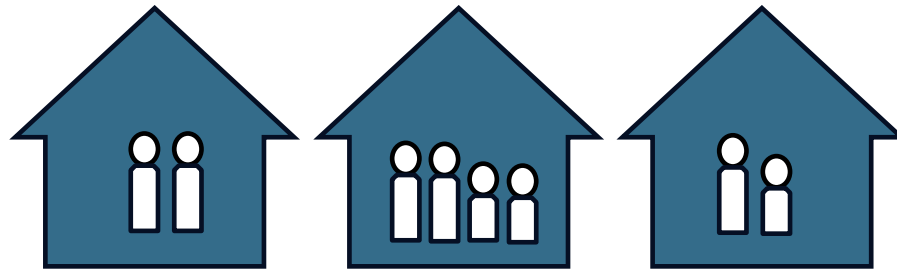
HOUSEHOLD SIZE

HH Size: 4

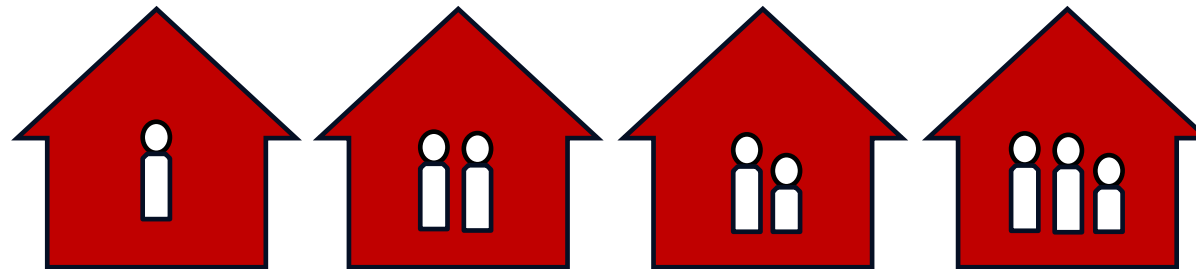


Each row has 8 people total;
Decreasing household size
creates housing demand

HH Size: 2.67



HH Size: 2



HOUSING STUDY PROJECTIONS

Municipality	2020 Population	2020 Households	Units Needed by 2025	Units Needed 2025-2030	Total Units Needed by 2040
T. Rib Mountain	7,313	2,837	15	45	80
V. Kronenwetter	8,353	2,919	398	236	1,016
V. Maine	2,613*	1,024	90	28	152
V. Marathon City	1,576	565	99	2	87
V. Rothschild	5,567	2,215	212	65	343
V. Weston	15,723	6,358	775	476	1,995
C. Schofield	2,157	1,078	-37	8	-39
C. Wausau	39,994	17,254	525	293	898
Total in Study	80,683	34,250	2,077	1,153	4,531

CONSTRUCTION SINCE HOUSING STUDY

- At least **1,190 new units** (not all are complete- see next slide)
- Another **181 lots** were already platted but filling up (Royal View Estates 1, Tower Woods, and Stone Gate)
- **26-unit subdivision** in Stettin (Denyon Homes)
- List does not include one-off projects, which are difficult to track

Municipality	Development	Units
C. Schofield	SCS Schofield	97
C. Schofield	Schofield Mill Apartments	84
C. Schofield	Radtke Ave Townhomes	10
V. Weston	Green Tree	88
V. Weston	Denyon Homes - Hinner Springs	123
C. Wausau	Mountain Lane Apartments	87
C. Wausau	bantr Wausau Apartments	141
C. Wausau	West Side Battery	54
C. Wausau	700 Grand	50
C. Wausau	Foundry on Third	154
C. Wausau	Landmark Apartments	94 - renovated
C. Wausau	Kolbe Apartments	102
V. Marathon City	SCS Blue Stone Estates	30
V. Rib Mountain	Royal View Estates 1st Addition	49
V. Kronenwetter	The Ponds	53
V. Rothschild	SCS Rothschild	68
V. Rothschild	bantr Hotel/Apartment complex	?

SUMMARY

- Construction is two-thirds of what was projected for 2025
- New population projections are less optimistic
- Marquette University study says Marathon's growth is "in a strong position"
- Smaller households and aging housing units = continued demand
- Prices have leveled off but not expected to decrease
- Wisconsin is becoming more attractive

QUESTIONS?

Sam Wessel, AICP

Senior Planner

NCWRPC

swessel@ncwrpc.org



City of Wausau Housing Update 2025

Agenda

- Plans and framework
- Existing conditions
- Current projects
- Moving forward
- Input from the EDC

PLANS AND FRAMEWORK

PLANS

- 2017 Comprehensive Plan (will be updated in 2027)
- 2020 Zoning Code
- 2022 Wausau Metropolitan Area Housing Assessment

PROGRAMS

- Homeowner/rental rehab programs
- Down payment assistance funds

COMMITTEES

Affordable Housing Regional Task Force

Chapter Three Housing

Our homes are one of the most important elements in our day-to-day lives. They provide shelter as a basic need, socially link us to neighborhoods, are a significant asset in our local economy and, for the most part, are the single largest investment any of us will make. For many of us, our homes are also a source of comfort, satisfaction, and pride which, together with the neighborhoods in which we live, we will rigorously defend against what we believe to be adverse developments. For these reasons, housing conditions, residential development, and neighborhoods are important considerations for local governments.

The overwhelming majority of homes in Wausau are provided by the private sector and involve the construction, financing, and real estate industries. Government functions only in a supporting role – namely planning, zoning administration, building code enforcement, and the provision of public infrastructure and essential services. Both the city and private sector are taking steps to solve current housing issues. It is anticipated that continued changes in the family structure, an increase in aging households, fluctuations in household incomes, a changing pattern of owners and renters, and increases in housing construction costs will continue as challenges. As new trends take shape, demand will shift and the City and Community Development Authority will continue to direct available resources to the areas of greatest need.

Preparing to meet long-range housing issues is a necessity. Changes, including new forms of housing, will be driven by the private sector. Different styles of congrate living, new housing services, and private management of public housing developments are expected. New building materials, improved construction methods, and new financing structures are likely in the future. The City of Wausau will continue its focus on maintaining the overall good quality, condition, and desirability of our homes with the goal of being able to offer every family equal access to quality affordable housing.

City of Wausau Comprehensive Plan 2017



An older residential street.

Previous Plans

City of Wausau Comprehensive Plan - 2006

The 2006 Comprehensive Plan for the City of Wausau does have a housing element. The housing element reviews several key housing variables and identifies specific housing issues. Housing issues include: a Lack of Available Land, Concentration of Low and Middle Income (LMI) Families/Individuals, Neighborhood Deterioration, Deteriorating Rental Housing Stock, Downtown Housing, Public Infrastructure, Home Improvement Disincentives, Building Reuse, and Homeless Accommodations. One goal, nine objectives, two policies, and 10 action items/strategies are introduced to address the key issues. The plan also includes a Future Land Use Map identifying future residential growth opportunities.

North Downtown Area Master Plan - 2005

The 2005 North Downtown Area Master Plan includes housing in the overall assessment of the downtown area.

19



City of Wausau Comprehensive Plan 2017



2017 Comprehensive Plan Goal (Housing Chapter):

1. The City of Wausau will continue to offer **equal access to quality, affordable housing.**

Objectives:

A: Maintain and improve the existing housing stock by **supporting and encouraging both public and private rehabilitation efforts.**

B: Promote **programs and policies** that provide housing opportunities for all residents.

C: Encourage **a variety of housing types throughout the City** without

concentrating any particular type of housing within one neighborhood.



Wausau Metropolitan Area Housing Assessment 2022



2022 Metro Housing Assessment

More housing!

Recommended that all 8 municipalities **actively pursue new construction of housing of all types and prices while encouraging the preservation of existing housing.** (p.92) It encouraged preservation of existing housing to maintain a steady supply of affordable housing in good condition long-term.

EXISTING CONDITIONS:

2022 Wausau Metro Housing Assessment

Executive Summary Table

Municipality	2020 Population	2020 Households	Units Needed by 2025	Units Needed 2025-2030	Total Units Needed by 2040
T. Rib Mountain	7,313	2,837	15	45	80
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V. Marathon City	1,576	565	99	2	87
V. Rothschild	5,567	2,215	212	65	343
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C. Wausau	39,994	17,254	525	293	898
Total in Study	80,683	34,250	2,077	1,153	4,531

Source: ACS 2020, Wisconsin DOA, and NCWRPC



Site View from Northeast



CURRENT PROJECTS

Recent economic development efforts have prioritized housing:

- Mall redevelopment
- Riverfront Redevelopment
- Infill Housing



**Recently
constructed
projects:**

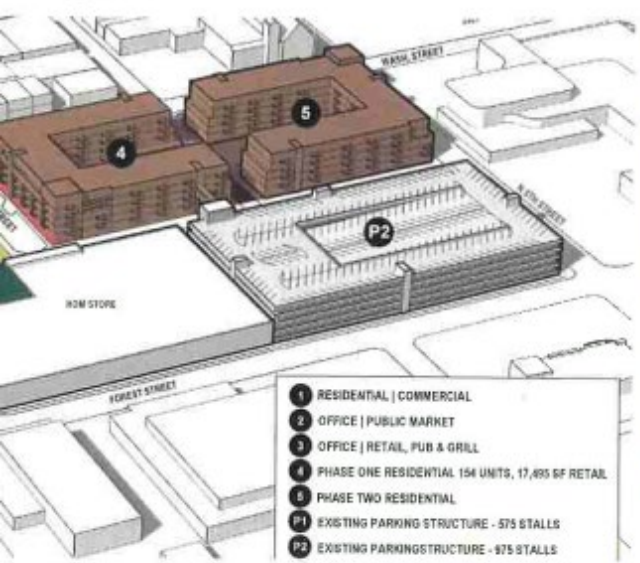
Riverlife
Apartments

Mountain Lanes
Apartments – 87
units (2022)

Bantr Wausau –
141 units (2023)



Looking East



Plan



Foundry on 3rd



Public Forum looking North

PROJECTS IN PLANNING OR UNDER CONSTRUCTION:

- Foundry on 3rd
- Westside Commons
- Wangard Project
- 700 Grand Apartments
- Kolbe Apartments
- Green Tree Meadows Subdivision



FOUNDRY ON 3RD

Mixed-Use
Development - 153
Residential Market
Rate Units with
Street Level
Retail/Commercial
Under construction



WESTSIDE COMMONS

Residential – 54 income qualified housing units

Low Income Housing Tax Credit (LIHTC) program

Under construction now



Site View from Northeast

WANGARD PROJECT

Apartments – 144 market
rate units

Proposed groundbreaking
in fall 2025

Completion in 2027



700 GRAND APARTMENTS

Residential – 50 Income Qualified
Housing Units

LIHTC Program

Groundbreaking 2025

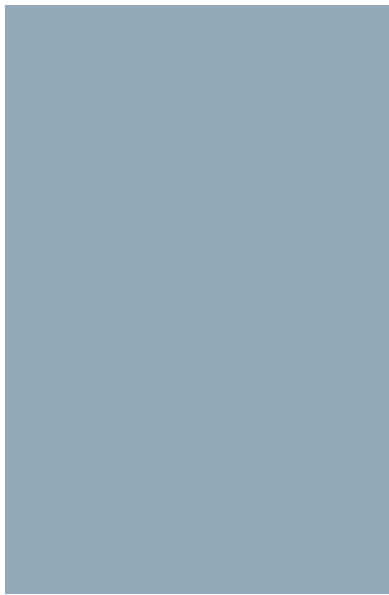
Completion by the end of 2026

KOLBE APARTMENTS

Residential – 102 “Cost
Effective” Housing
Units

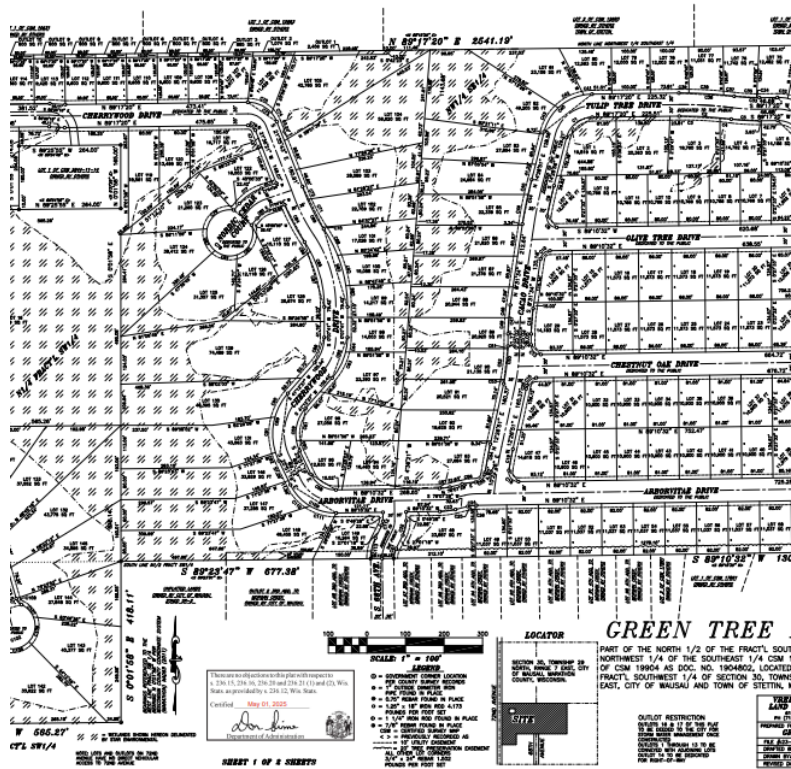
Kolbe & Kolbe led
Groundbreaking in 2025
Completion in 2026





GREEN TREE MEADOWS SUBDIVISION

Residential – 149 Single Family Home Lots
Phased Development



MOVING FORWARD

Executive Summary Table

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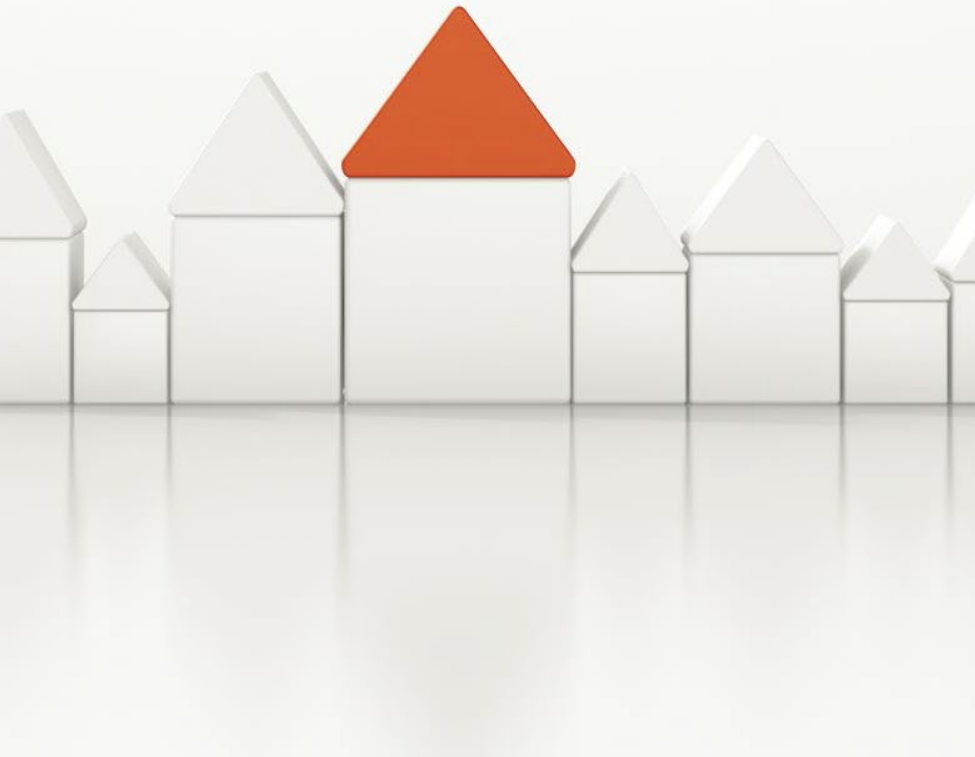
Source: ACS 2020, Wisconsin DOA, and NCWRPC

Projections

	Break Ground	Complete	Units
Mountain Lane		2022	87
Bantr Wausau		2023	141
Westside Commons	2024	2025	54
The Foundry	2024	2025	153
Koble Apartments	2025	2026	102
700 Grand	2025	2026	50
Green Tree Subdivision	2025	2030	149
Wangard	2025	2027	144
TOTAL:			880

Total Units by 2025: 435

Total Units by 2030: 880



- Continue to add housing (a variety of styles and types) to offer a variety of options Citywide.
- Continue to encourage, assist with, and promote rehabilitation efforts when and where possible to preserve existing housing.
- Continue to prioritize historic preservation.
- Continue to make a Wausau a place where people want to live, work, and play.

INPUT FROM THE ECONOMIC DEVELOPMENT COMMITTEE

Questions/comments/feedback?



MEMO

TO: Economic Development Committee Members

FROM: Andrew Lynch, Economic Development Manager

DATE: May 29, 2025

RE: Quit Claim Deed – Beacon Resources, LLC – 731 N. 3rd St

Beacon Resources LLC recently acquired the building at 731 N. 3rd St aka the Grabel Building for a future development. This property was created in 1968 for the construction of the Prange Department Store and parking lot by consolidating three city blocks. Part of the consolidation included sections of 2nd St and Franklin Street. In performing their review of the parcel, there was an issue noted with the deed for the section of 2nd Street that may be interpreted as limiting the use for only a department store. Staff recommends approval of the Quit Claim Deed.

Included is an aerial photo from 1958 with the section of 2nd St in question highlighted.

If you have any questions prior to the meeting, please feel free to contact me at 715-261-6686 or email me at andrew.lynch@wausauwi.gov.

Thank you.





This Indenture, Made this 26th day of April, A. D., 1968

between City of Wausau, a Wisconsin municipal

Corporation duly organized and existing under and by virtue of the laws of the State of Wisconsin, located ~~at~~

in Marathon County, Wisconsin, party of the first part, and H. C. Prange Company

....., a Corporation duly organized and existing under and by

virtue of the laws of the State of Wisconsin, located at Sheboygan, Wisconsin, party of the second part,

Witnesseth, That the said party of the first part, for and in consideration of the sum of

One (\$1.00) Dollar and other good and valuable consideration

to it paid by the said party of the second part, the receipt whereof is hereby confessed and acknowledged, has given, granted, bargained, sold, remised, released, aliened, conveyed and confirmed, and by these presents does give, grant, bargain, sell, remise, release, alien, convey and confirm unto the said party of the second part, its successors and assigns forever, the following described real estate, situated in the County of Marathon.....and State of Wisconsin, to-wit:

See Schedule Attached

Together with all and singular the hereditaments and appurtenances thereunto belonging or in any wise appertaining; and all the estate, right, title, interest, claim or demand whatsoever, of the said party of the first part, either in law or equity, either in possession or expectancy of, in and to the above bargained premises, and their hereditaments and appurtenances.

To Have and to Hold the said premises as above described with the hereditaments and appurtenances, unto the said party of the second part, and to its successors and assigns FOREVER.

And the said City of Wausau..... party of the first part, for itself and its successors, does covenant, grant, bargain and agree to and with the said party of the second part, its successors and assigns, that at the time of the encasing and delivery of these presents it is well seized of the premises above described, as of a good, sure, perfect, absolute and indefeasible estate of inheritance in the law, in fee simple, and that the same are free and clear from all incumbrances whatever, **excepting zoning restrictions and restrictions of record;**

and that the above bargained premises in the quiet and peaceable possession of the said party of the second part, its successors and assigns, against all and every person or persons lawfully claiming the whole or any part thereof, it will forever **WARRANT AND DEFEND.**

SCHEDULE

That portion of Second Street lying between Grant Street and Franklin Street in the City of Wausau (which parcel is approximately 60 ft. x 240 ft.) which portion of the street has been duly vacated by the Common Council of the City of Wausau;

- and -

Lots 4 and 5 of Block 8 of McIndoe & Shuter's Addition to the City of Wausau.

The grantor, or any person, corporation or utility authorized by it shall have free ingress and egress on, in, from and over said premises for the purposes of maintaining or repairing utilities in place, including, but not limited to, sewer pipes and mains located in that portion of the premises which was formerly Second Street.

The premises above described are conveyed solely as a site for the construction of a retail department store (which retail department store shall contain approximately 80,000 sq. ft., a part of which will be constructed on the above premises) subject to the condition that grantee shall initiate construction of said retail department store within 6 months of this date, which grantor hereby acknowledges has been initiated concurrent herewith and that such condition has been satisfied and accomplished; and upon the further condition that the construction of said retail department store shall be completed within 2 years of this date (such completion condition shall be satisfied on the date grantor issues an occupancy certificate under the terms of the Wausau Zoning Ordinance in effect, or when grantee shall commence doing business on the premises whichever event shall first occur). In the event that the condition requiring completion of construction within 2 years, shall not be satisfied within such term, then the premises shall, at the option of grantor, revert to grantor. In the event that the construction herein contemplated shall be stopped or delayed by acts of God, accidents, weather conditions, inability to secure labor, restrictions imposed by any government or governmental agency or other events causing grantee delay in construction beyond grantee's control, then the completion date shall be automatically extended for the duration of the event causing the delay and until all remedial acts can be performed so that grantee can continue its construction. The 2 year construction requirement shall be fully tolled during this period and shall not commence to run until the intervening event and related remedial work no longer impedes the construction contemplated.

REC'D FOR RECORD
APR 26 1968
10:04 A.M.
ROBERT G. GERNETZKY
Register of Deeds

EXHIBIT A

Legal Description

That portion of Second Street lying between Grant Street and Franklin Street in the City of Wausau (which parcel is approximately 60 ft. x 240 ft.) which portion of the street has been duly vacated by the Common Council of the City of Wausau;

- and -

Lots 4 and 5 of Block 8 of McIndoe & Shuter's Addition to the City of Wausau.

Tax ID No(s): Part of 291-2907-253-0607 and 291-2907-253-0621

EXHIBIT B

The premises above described are conveyed solely as a site for the construction of a retail department store (which retail department store shall contain approximately 80,000 sq. ft., a part of which will be constructed on the above premises) subject to the condition that grantee shall initiate construction of said retail department store within 6 months of this date, which grantor hereby acknowledges has been initiated concurrent herewith and that such condition has been satisfied and accomplished; and upon the further condition that the construction of said retail department store shall be completed within 2 years of this date (such completion condition shall be satisfied on the date grantor issues an occupancy certificate under the terms of the Wausau Zoning Ordinance in effect or when grantee shall commence doing business on the premises whichever event shall first occur). In the event that the condition requiring completion of construction within 2 years, shall not be satisfied within such term, then the premises shall, at the option of grantor, revert to grantor. In the event that the construction herein contemplated shall be stopped or delayed by acts of God, accidents, weather conditions, inability to secure labor, restrictions imposed by any government or governmental agency or other events causing grantee delay in construction beyond grantee's control, then the completion date shall be automatically extended for the duration of the event causing the delay and until all remedial acts can be performed so that grantee can continue its construction. The 2 year construction requirement shall be fully tolled during this period and shall not commence to run until the intervening event and related remedial work no longer impedes the construction contemplated.

