



OFFICIAL NOTICE AND AGENDA

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

Notice is hereby given that the PLAN COMMISSION of the City of Wausau, Wisconsin will hold a regular or special meeting on the date, time and location shown below.

Meeting of the:	PLAN COMMISSION OF THE CITY OF WAUSAU
Date/Time:	Wednesday, October 28, 2020 at 5:00 pm.
Location:	City Hall (407 Grant Street, Wausau WI 54403) - COMMON COUNCIL CHAMBERS
Members:	Rosenberg (C), Lindman, Peckham, Neal, Bohlken, Brueggeman

AGENDA ITEMS FOR CONSIDERATION (All items listed may be acted upon)

1. Approve the minutes of the September 15, 2020 meeting.
2. **PUBLIC HEARING:** Discussion and possible action on amending the general development plan at 920 North 1st Street to allow for a 6,100 square foot dental clinic, in a PUD, Planned Unit Development.
3. Discussion and possible action on approving signage at 107 West Bridge Street, in a UMU, Urban-Mixed Use Zoning District.
4. Next meeting date and future agenda items for consideration.
5. Planning news and education - <https://www.npr.org/sections/money/2020/09/08/909680016/zoom-towns-and-the-new-housing-market-for-the-2-americas>
6. Adjournment

Due to the COVID-19 pandemic, this meeting is being held in person and via teleconference. Members of the media and the public may attend in person, subject to the social distancing rules of maintaining at least 6 feet apart from other individuals, or by calling 1-408-418-9388. The Access Code is 146 161 2205. Individuals appearing in person will either be seated in the Council Chambers or an overflow room, subject to the social distancing rules. Space available will be on a first come, first served basis. All public participants' phones will be muted during the meeting. Members of the public who do not wish to appear in person may view the meeting live over the internet at <https://tinyurl.com/wausaucitycouncil>, on the City of Wausau's YouTube Channel https://www.youtube.com/channel/UC-Nigpdco_i8sq5FbbJD_aw, live by cable TV, Channel 981, and a video is available in its entirety and can be accessed at <https://tinyurl.com/wausaucitycouncil>. Any person wishing to offer public comment who does not appear in person to do so, may e-mail melissa.engen@ci.wausau.wi.us with "Plan Commission public comment" in the subject line prior to the meeting start. All public comment, either by email or in person, will be limited to items on the agenda at this time. The messages related to agenda items received prior to the start of the meeting will be provided to the Chair.

This Notice was posted at City Hall and emailed to the Daily Herald newsroom on 10/23/2020 @ 1:00 p.m. Questions regarding this agenda may be directed to the Planning Department at (715) 261-6760.

In accordance with the requirements of Title II of the Americans with Disabilities Act (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 in participating in this meeting or event due to a disability as defined under the ADA, please call the Planning Department at (715) 261-6760 or the City's ADA Coordinator at (715) 261-6620 or e-mail clerk@ci.wausau.wi.us at least 48 hours prior to the scheduled meeting or event to request an accommodation.

Distribution List: City Website, Media, Committee Members, Council Members, Assessor, Attorney, City Clerk, Community Development, Finance, Metro Ride, Human Resources, Police Department, Hebert, Lenz, Sippel, DeSantis, Polley, County Planning

PLAN COMMISSION

Time and Date: The Plan Commission met on Tuesday, September 15, 2020, at 5:00 p.m. in the Common Council Chambers of Wausau City Hall.

Members Present: Mayor Katie Rosenberg, Eric Lindman, Patrick Peckham, Tom Neal, Bruce Bohlken, Andrew Brueggeman

Others Present: Brad Lenz, Brad Sippel, William Hebert, David DeSantis, Melissa Engen, Jennifer Blair, Steven Gullihur, Nick Brock, Mary Ann Gullihur, Shellie Kitzrow, Claire Brooks, Kevin Malovrh, Ben Bliven

In compliance with Chapter 19, Wisconsin Statutes, notice of this meeting was posted and transmitted to the *Wausau Daily Herald* in the proper manner.

Mayor Rosenberg called the meeting to order at approximately 5:00 p.m. noting that a quorum was present.

Approve the minutes of the August 18, 2020 meeting.

Bohlken motioned to approve the minutes of the August 18, 2020 meeting. Peckham seconded, and the motion carried unanimously 6-0.

Discussion and possible action on amending the specific implementation plan at 1404, 1406 & 1412 Grand Avenue and 105, 107 & 111 Sturgeon Eddy Road to allow for three multi-plex residential buildings, in a PUD, Planned Unit Development.

Sippel said that the commission reviewed the general development plan for this project. From feedback from the commission and neighbors, some changes were made. The number of units was reduced from 29 to 25. The density has been reduced and now satisfies the parking ratio. The two street-facing buildings will have a three-story section in the middle, but the ends have been reduced to a two-story section. The porches will be larger. On social media, there have been discussions about in and out access. A fence will be placed along the house.

Steven Gullihur, 316 Ruder Street, said that the neighboring property has a right to protect their property. Lenz said that the alley is staying the same and that entrance may only serve the back units.

Peckham said that he stood in the driveway with occupants and said that he sees the concern. This is a four-generation family home and this is too much. The accommodations need to be made. Peckham said that he walked behind the newer unit and it is obvious that it has not been mowed since June. There are also dead branches, a charcoal grill and very tall weeds in the area. There needs to be a serious change to the plan. Peckham said that he hopes the maintenance and upkeep of the building is addressed. Mayor Rosenberg said that the Inspections Department would be able to address those types of issues. Peckham said that he had brought the recycling issue up, but it was not remedied. Hebert said that staff are not able to go onto the property and can only view it from the public area. Lenz said that the only change to that site from a zoning perspective is the building will be renovated. Peckham said that he is rethinking the approval because of the previous issues. Peckham said that he would like to see communication between Kronenwetter and Scherrer.

Neal said that the alley will only be for the back apartment and that improvements will be made to the property. Neal said that he appreciates the changes. The property owner has unacceptable management practices. It is not acceptable that the trash receptacles are not policed. Nick Broch, Koble Investments, said that they have been removing numerous items on a weekly basis and anticipate better trash management from the owner and future tenants. Jennifer Blair, Scherrer Construction, said that the new plan is for the storage of trash receptacles inside the building and outside of public sight.

Mary Ann Gullihur, 316 Ruder Street, asked why the maintenance of the property has not been addressed. Hebert said that the recycling was addressed at the time it was brought up. It is obvious that tenants are

moving out and the buildings are being demolished so that is taken into consideration. Gullihur said that the grass is shoulder high and this should have been addressed. Hebert answered that he was just informed of this minutes before the meeting. Gullihur said that the lack of maintenance is very visible.

Shellie Kitzrow, 128 Miller Avenue, said that a main concern is the alley. Kitzrow said that the number of units does not add up. In the staff report, it is stated that it was reduced from 29 to 25. Peckham said that he had to read that over to understand it and said that there will be two buildings of eight units each and one building of nine units. Kitzrow asked if the stop lights will be considered and that if you are trying to use the alley, you cannot get in or get out. There is not an elevator in the plans for the elderly and there is not a play area for children. Kitzrow asked if there will be a fence installed to give the neighbors privacy since the occupants have dumped garbage from the windows onto the yards. Peckham said that when he was on the site earlier in the day, he had found one plate and a plastic water bottle.

Sippel said that the plan had access of the alley and there have been discussions since then and there will be a second access point. The current plan meets the parking requirement. The current plan does show a 6' solid fence on the south portion of the property, but does show fencing near the building that will be remodeled. Neal said that there is a gap near the existing alley. Sippel said that will remain for a turning radius for emergency vehicles. Blair said that the turning radius is required by the Fire Department. The largest vehicle will need to be able to maneuver and the gap would allow the vehicle to exit onto Sturgeon Eddy Road. Neal said that there isn't a clear view of the neighboring property and asked if there is potential to vacate the alley. Lenz said that the surveyor would need to give input on that to see where the land would go. Blair added that there is an additional easement to 1414 Grand Avenue and they did not seem receptive about this.

Peckham asked who would be responsible for snow removal. Broch said that he has been plowing the alley area for the last several years and had assumed it belonged to Koble Investments. The alley gives access to residents. Lenz said that the city does not generally plow alley areas. The commission discussed options for entering and exiting the property. Lindman said that there would not be any timing changes to the stoplights.

Steven Gullihur, 316 Ruder Street, said that one-way driveways would make for a better traffic flow for the property. Lindman said that they are open to look at any ideas. Gullihur asked if the tall grass issue could be looked into. Hebert said that he would be glad to look into it, but would not be able to walk onto the private property. Gullihur asked if there was an agreement with the property owner, if city staff could go onto the property. Hebert confirmed this and added that there is a registration requirement for all properties that are rentals, and most of the complaints in the city are initiated by the inspectors.

Claire Brooks, 120 Miller Avenue, said that she lives south of the building that is to be renovated and asked what will happen when the parking ratio is surpassed. Brooks said that currently there are 2-5 vehicles that park on Miller Avenue and she is concerned about the snow and garbage removal. Brooks said that there currently is a fence that needs to be maintained.

Neal said that he is happy to see the comments are being addressed and there is the willingness to change the plans. Neal added that he is not sure if this item should be voted on and said that the traffic flow should be looked into so that the neighbor is not burdened. Neal said that he is not comfortable with the plan, but does like it.

Lenz said that since this property is zoned as Planned Unit Development, the city has control over the site plan. The commission could ask the designer to change the plans before the city council reviews them. Neal said that it would be better to deal with any issues at this committee instead of council. Lenz said that the developer has been responsive and it could be sent to council with verbal conditions. Lindman added that they will need to show feasibility of the traffic flow.

Peckham motioned to amend the specific implementation plan at 1404, 1406 & 1412 Grand Avenue and 105, 107 & 111 Sturgeon Eddy Road to allow for three multi-plex residential buildings, in a PUD, Planned Unit Development with the condition that the developer meet with the adjoining property owner to discuss access issues. Neal seconded.

Brueggeman said that these options will make for a better plan. Peckham said that he will want to see a workable agreement for both property owners.

Kevin Malovrh said that he owns the property at 110 Miller Avenue and 1500 Grand Avenue and said that he agrees with Neal and added that during the winter a third of the parking spaces will be lost for snow. Malovrh added that people zip through his parking lot at 1500 Grand Avenue.

The motion carried unanimously 6-0. This item will go to Common Council on October 13, 2020.

Discussion the homeless initiative.

Ben Bliven said that there has been a lot of discussion regarding the homeless population and the problem is not getting better. A task force was started and the United Way is taking the beginning steps. There is a lot of work to do and more issues are growing. The city has partnered with North Central Healthcare for a program to have a home for individuals to stay and receive treatment. The housing component is critical. The plan is to have a house or two in the downtown area that will serve 6-8 people per residence. The tenant of the building will be North Central Healthcare and they will provide case management. Bliven said that there isn't anything that needs to be done at this time, but a firm plan may be available during the next weeks. Catholic Charities is working on a warming center location and this should help reduce the burden of the warming center. Bliven said that they are trying to work very quickly and take action.

Neal asked if this would be a walk-in service. Bliven answered that it will not be required and will be voluntary and will start with a 60-90 day trial. Bliven added that they have spoken to foundations that are willing to help. The focus will be for those who are in the downtown area.

Hebert asked what the length of stay will be. Bliven answered that it is not known at this time. There will be expectations of treatment plans and it will be a tiered approach. Mayor Rosenberg said that this is very important.

Next meeting date and future agenda items for consideration.

The next meeting is scheduled for October 20, 2020.

Planning news and education.

Sippel said that this is a very interesting article and encouraged the commission to review it.

Adjournment.

Neal motioned to adjourn, seconded by Peckham. The motion carried unanimously 6-0 and the meeting adjourned at 6:15 p.m.

The Plan Commission is next scheduled to meet at 5:00 p.m. on October 20, 2020.



Memorandum

From: Brad Lenz
To: Plan Commission
Date: October 22, 2020
Subject: Amend Planned Unit Development at 920 N. 1st Street to allow for Dental Clinic

Background

Cherry Tree Dental is proposing a new clinic for the RiverLife area. Their proposal was submitted in response to a Request For Proposal (RFP) issued by the city of Wausau. The city's Economic Development (ED) committee most recently discussed this project at their October 6, 2020 meeting when an incentive package was approved. The attached staff memo from Economic Development staff explains a little more about the project, particularly in regards to its financials.

Keller has been working with Cherry Tree on preparing plans for the site. The plans submitted to the ED committee are included in this packet, along with a new site plan that shows property lines. The plans show that the project would be located east of the RiverLife apartment building, west of River Drive, and just south of the stream. A small parcel of land at the corner of Fulton Street and River Drive would not be part of this project – it is shown on the plans as a four-unit residential building.

The most recently-approved general development plan for this area (attached) is from 2019 when the RiverLife apartment building obtained final approval. The general plan showed “future development” in the area where the proposed clinic and future residential building are being proposed. The two separate buildings in both plans would accommodate a water main that runs through the site, directly east of the apartment building. A plan in the packet shows the location of the water main.

“Future development” from the previous general plan was not defined in terms of a specific use or uses. The East Riverfront Master Plan, adopted by the city in 2015, conceived of the area as being a mix of different commercial and residential uses. A page from the plan is included in the packet – it shows small-scale commercial along the stream with mixed-use along River Drive.

The plan states that this specific area lends itself to:

- Retail/restaurant along the stream.
- Multi-family residential, possibly with ground floor retail/restaurant adjacent to the stream or along 1st Street.
- Multi-story office with retail/restaurant on ground floor adjacent to the stream or along 1st Street.

The current decision for the plan commission is whether to adopt a new general development plan for this part of the site to allow for the one-story clinic and its associated surface parking.

Criteria for Approval

Section 23.10.45(f) of the zoning code outlines the criteria for approval of a Planned Unit Development (PUD). It states that in its review of an application for a PUD the plan commission shall make findings with respect to the ten criteria (below). Staff comments follow each of the criteria.

1. The proposed Planned Unit Development project is consistent with the overall purpose and intent of this title.

The planned unit development zoning was established in the East Riverfront/RiverLife area before the first redevelopment project was undertaken. The district rightfully provides zoning flexibility in order to promote a unique, urban riverfront district.

2. The proposed Planned Unit Development project is consistent with the City's Comprehensive Plan and other area plans. (It is the responsibility of the City to determine such consistency.)

An economic development goal in the city's comprehensive plan is to stimulate community and economic growth and development, supporting business expansion and retention in competitive sectors. The proposed project can be seen as contributing to the city's economic growth, particularly in the health care sector.

An objective in the "Downtown" chapter of the comprehensive plan is to invest in Downtown Wausau as an economic engine for the City and a major place of employment. A related action step is to maintain downtown Wausau as an important multi-use activity center for the community and region. Medical offices, such as the proposed project, can be seen as contributing to a positive mix of uses in a downtown environment.

Similarly, the East Riverfront Master Plan envisions this area as a vibrant urban neighborhood that is anchored by new housing choices and supports high quality entertainment, retail, and office uses.

3. The proposed Planned Unit Development project would maintain the desired relationships between land uses, land use densities and intensities, and land use impacts in the environs of the subject site.

The land use of "office" generally fits with the overall mix of uses envisioned for the area. The master plan, however, originally laid out the office-only buildings (versus mixed-use buildings) south of Fulton Street. Looking at the current zoning map (and existing uses in the area), placing commercial-only buildings south of Fulton Street would arrange the commercial uses together and make Fulton Street a future divider between predominantly commercial uses to the south, and mainly

residential (with compatible restaurant and small-scale retail) uses together to the north.

The proposed site for the office would locate it amongst what will likely become a predominantly residential and mixed-use area. The location along the stream would ideally be taken up by a use that would have more interaction with the trail and public realm of RiverLife. The single-story building with surface-only parking is not particularly dense for a vibrant, urban area. Again, relocating the building to the south of Fulton Street would place it next to other small-scale commercial uses, and the parking could be incorporated under and/or behind the building, away from the public realm.

The prospect of relocating the proposed clinic to the south of Fulton Street was proposed to the Cherry Tree team but is not currently being pursued by them.

4. Adequate public infrastructure is or will be available to accommodate the range of uses being proposed for the Planned Unit Development project, including but not limited to public sewer and water and public roads.

Public infrastructure was added during the remediation and site preparation phase of this brownfield redevelopment project.

5. The proposed Planned Unit Development project will incorporate appropriate and adequate buffers and transitions between areas of different land uses and development densities/intensities.

No buffering between uses is being proposed, but the need for buffers in an urban environment when the land uses are generally compatible is questionable.

6. The proposed Planned Unit Development project design does not detract from areas of natural beauty surrounding the site.

The project would not alter the linear green space that lies adjacent to it. The building design (and its orientation) does not particularly capitalize on the green space. At this stage, it is difficult to determine how the landscaping of the project would tie into the RiverLife parkland. A landscaping plan will be part of the subsequent specific implementation plan review.

7. The proposed architecture and character of the proposed Planned Unit Development project is compatible with adjacent/nearby development.

The architecture of the building was revised from the original proposal to better reflect its place in an urban riverfront district. The rooflines and materials, in particular, were changed to be more complementary to nearby development. The site plan, however, was not modified from the original, and still has a more suburban character with a large surface parking lot and a building oriented towards the parking lot versus the street or trail.

8. The proposed Planned Unit Development project will positively contribute to

and not detract from the physical appearance and functional arrangement of development in the area.

As mentioned above, the original master plan for the area had a logical ordering of land uses that placed the commercial-only projects south of Fulton Street (i.e., closer to the central business district) and residential, mixed-use, and small-scale commercial (i.e., retail and restaurants) north of Fulton Street. This pattern, though, was somewhat varied from the start as the first project was a relatively large family-entertainment center at the north end of the site.

Master plans are rarely followed to a “T” but the recommendations in the plan should still be reviewed with new development. It still seems to make sense to arrange residential uses together with other residential uses and complementary commercial uses – the question is what specific types of commercial are complementary to the adjacent residential uses. It also makes sense to locate uses along the stream that would take full advantage of such a location. Is direct outdoor access to the trail and green space required, or is having windows overlooking the trail enough? Finally, new projects should be reviewed for their density and their site design, in addition to their mix of uses, to determine if it contributes enough to making the area a vibrant, urban neighborhood.

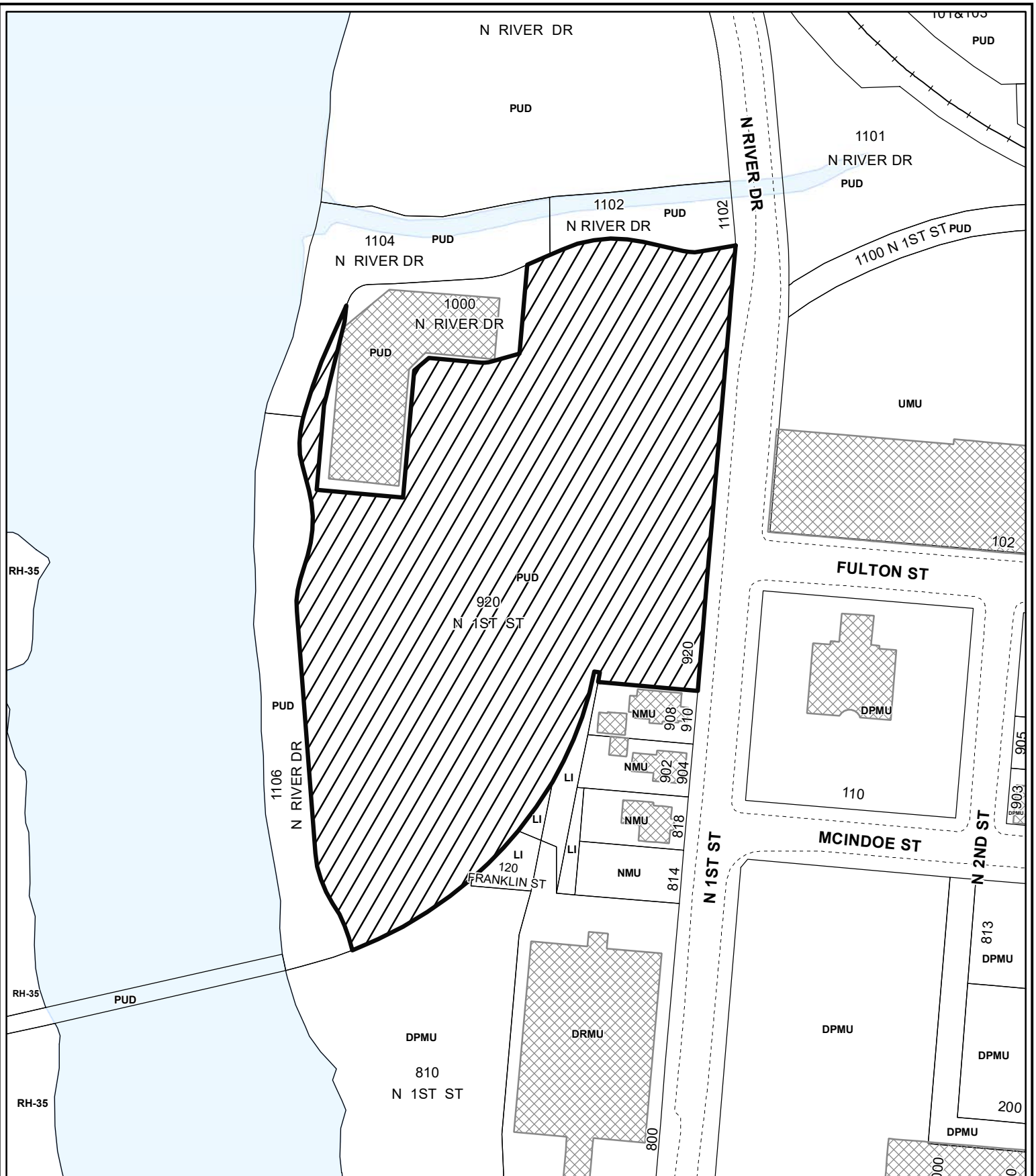
9. The proposed Planned Unit Development project will produce significant benefits in terms of environmental design and significant alternative approaches to addressing development performance that relate to and more than compensate for any requested exceptions/base standard modifications variation of any standard or regulation of this title.

The improved architecture of the building and the reserved space on the corner of Fulton Street for a future development could be seen as benefits of the proposed project. A future building at the corner would hold the street edge (versus having a surface parking lot all the way to the corner) and provide a little more density to the area. With that said, the amount of off-street parking being shown for the project still greatly exceeds the maximum parking standard for this type of development.

10. For Planned Unit Development projects that are proposed to be developed in phases, the applicant can provide a timeline for development and can demonstrate that the project would be successful even if all phases were not or could not be completed.

This project would be developed in a single phase, somewhat independent of other projects in the area.

The Cherry Tree Dental team is seeking approval of the general development plan at this time. A specific implementation plan with more detailed engineering work would need to be reviewed by the plan commission at a later date.



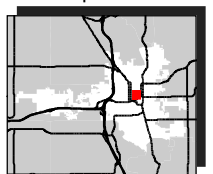
Map Date: October 9, 2020

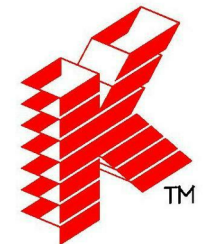
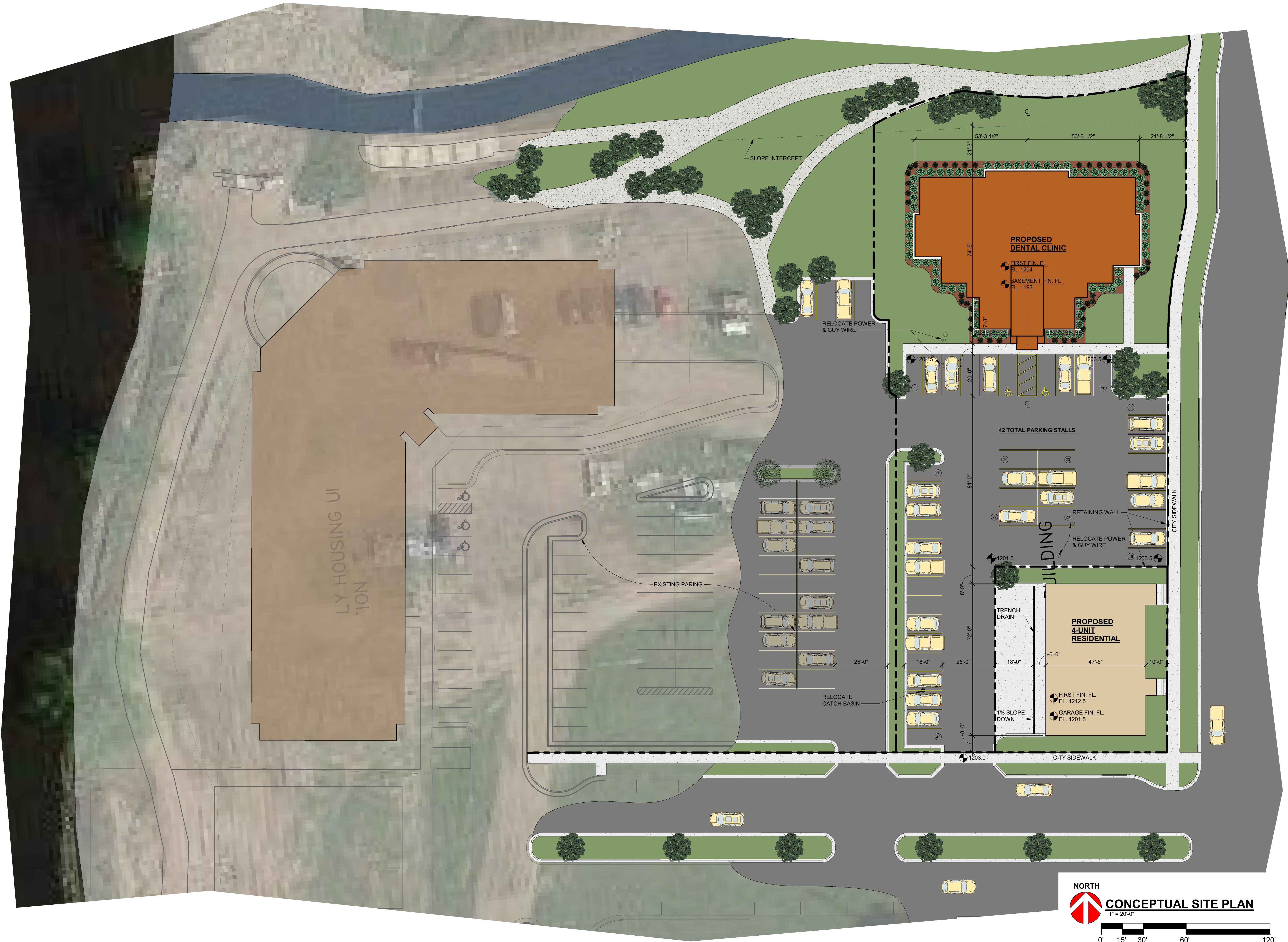
City of Wausau Marathon County Wisconsin

0 100 200
Feet

- Area of Interest
- Building

Map Location





Keller

PLANNERS | ARCHITECTS | BUILDERS

FOX CITIES
N216 State Road 55
P.O. Box 620
Kaukauna, WI 54130
PHONE (920) 766-5795 /
1-800-236-2534
FAX (920) 766-5004

MILWAUKEE
W204 N11509
Goldendale Rd
Germantown, WI 53022
PHONE (262) 250-9710
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FAX (262) 250-9740

MADISON
711 Lake Dr.
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WAUSAU
5605 Lilac Ave
Wausau, WI 54401
PHONE (715) 849-3141
FAX (715) 849-3181

www.kellerbuilds.com

PROPOSED FOR:

CHERRY TREE DENTAL

WISCONSIN
WAUSAU,

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REVISIONS		
1	05.29.2020	J.R.S.
2	07.23.2020	J.R.S.
3	8.27.2020	J.R.S.
4		
5		
6		

PROJECT MANAGER:
V. NYSTROM

DESIGNER:
S. KLESSIG

DRAWN BY:
J.R.S.

EXPEDITOR:

SUPERVISOR:

PRELIMINARY NO:
P20122

CONTRACT NO:

DATE:
05.19.2020

SHEET:
C1.1



CONCEPTUAL SITE PLAN

0' 15' 30' 60' 120'

PRELIMINARY - NOT FOR CONSTRUCTION



Planning, Community and Economic Development

To: City of Wausau Economic Development Committee

From: Sean Fitzgerald, Business Development Specialist

RE: Staff memo on Cherry Tree Dental

City of Wausau received a proposal from Cherry Tree Dental as a result of a request for proposal issued in June 2020 for an estimated **\$2.2 million**, 6,100-sq. ft. dental practice developed on a portion of Lot #2 in the Riverlife district (see attached map). The proposal was submitted in collaboration with a proposed residential project from Aedifix Holdings in order to give the site multiple uses and a higher density, but for practical purposes the city will work with each developer as a separate project.

This project would unite the existing practices of Drs. David Aicher, D.D.S. and Wen Sun, D.D.S. of Advanced Dental Professionals (617 Jackson Street) along with that of Dr. Fred Prehn, D.D.S. (Prehn Dental, 413 Jefferson Street) in a state-of-the-art clinic serving an estimated 13,200 patient visits annually. The combined clinic employs 20 fulltime staff with a cumulative annual payroll of \$2.1 million. Additionally, Cherry Tree Dental owns the property at 617 Jackson St. and will repurpose this facility as a specialty dental clinic, which is expected to bring three endodontists and additional professional support staff to the community's workforce.

The dental clinic proposal supports a mission of creating a medical campus at the north end of the intercity. Combined with Eye Clinic of Wisconsin, the new Aspirus clinic under construction and the YMCA, the introduction of dental services provides a compendium of health services to the growing number of downtown and Riverlife area residents. Please note the letters of support from Eye Clinic of Wisconsin and Woodson YMCA Foundation included in this packet.

The building itself is a high-end design consistent with the urban vision for the Riverlife district. Located away from the Wisconsin River and near the River Drive/Fulton Street intersection, the facility will offer attractive architecture to pedestrians on the walkways along Stinchfield Creek. The building design and site plan will still require approval from the city's Plan Commission.

Cherry Tree Dental previously submitted a proposal discussed at the June 2020 Economic Development committee meeting, and tailored this revised proposal to be responsive to the committee's previous concerns. Those plan modifications include a higher density use of the property; several revisions of the building architecture, materials and roof lines; a reduction in its parking load; and a substantial decrease in its request for financial assistance.

The developer is proposing to purchase the northern two-thirds of Lot #2 for \$140,000, an amount consistent with a recent real estate broker opinion of value conducted for the parcel. The developer is also requesting tax incremental finance participation of \$175,000 to cover the extraordinary foundation costs associated with poor soil conditions. Please note the attached term sheet outlining the proposed structure for city TIF participation. If developed as proposed, the property would generate an estimated \$54,500 in annual tax revenue based on the city's 2019 tax rate.

Staff from the City of Wausau Community Development Department strongly believe this proposal aligns with the vision for the Riverlife district and will encourage additional commercial development momentum within the district. It also believes the proposal fulfills a needed health care service in this area of the community. Staff recommends approval of the sale of the land to Cherry Tree Dental as well as the proposed TIF assistance.



Advanced Dental Professionals of Wausau (the combined dental offices of Drs. Aicher, Sun and Prehn)

Updated (July 2020) development proposal for new dental clinic development at the Wausau Riverlife location

Submitted by Cherry Tree Dental, LLC
Jack Young and David Aicher, DDS
617 Jackson Street
Wausau, WI 54403
Jack.young@cherrytreedental.com
(608) 833-221

Cherry Tree Dental's proposal is separate from, and submitted in coordination with the proposal from The Blenker Companies and Jason Blenker.

Overview of Project:

If accepted Cherry Tree Dental's (CTD) portion of the project (separate from and not including Blenker Companies' project) would relocate two of its existing downtown Wausau practices to the proposed \$2.2M, approximately 6,100sf new facility. The practice of Drs David Aicher and Wen Sun DDS (Advanced Dental Professionals, 617 Jackson Street), and the practice of Dr Fred Prehn DDS (Prehn Dental, 413 Jefferson Street) would be relocated and co-located at the proposed facility. The proposed, larger dental facility will accommodate additional space needed due to growth of both practices. Cherry Tree Dental owns the Advanced Dental Professionals property at 617 Jackson Street. This 4,000sf location, fully remodeled in 2012, will be repurposed as a specialty dental clinic for Cherry Tree, where we will continue to operate at the location for the foreseeable future. Dr Prehn owns the property at 413 Jefferson.

The proposed, combined dental clinic will continue to maintain the presence of over 13,200 annual patients visits through the premises and the local shops and businesses in downtown Wausau. It is Cherry Tree's as well as our dentists' desire to remain in the downtown vicinity and continue our long-tenured downtown presence.



Responses to Wausau Economic Development Committee Feedback:

A previous proposal from Cherry Tree Dental was considered at the Committee's June meeting. We want to highlight the feedback received and what we have incorporated into this revised proposal to address the committee's concerns:

Single purpose structure; Lack of mixed-use development: Cherry Tree and the Blenker Companies have coordinated their respective proposals to offer a more-dense utilization of the properties. Cherry Tree and our dentists feel the operation of a stand-alone structure however is in better keeping with their patients' expectations for the high level standard of care provided at their clinics, and provides a patient experience that is not able to be replicated in a shared-use setting. We also believe parking load and traffic flow will pose difficult challenges with the size of the available property if additional mixed-use businesses were added to the project.

The suburban look and feel of the proposed dental building is inconsistent with downtown environment: Cherry Tree will incorporate architecture, materials, roof lines and designs consistent with adjacent structures and submit these to the Committee for their pre-approval.

Surface parking load is too high and unsightly: We have reduced the parking load to our operating design minimums, as well as moved surface parking away from the intersection of First and Fulton Streets. We have also coordinated the combined parking needs of both the Blenker Companies and Cherry Tree Dental projects. Cherry Tree would consider underground parking at the location if there was City assistance to provide for the additional expense associated with the underground parking. We are also prepared to provide additional landscaping features to further reduce visual presence of the parking areas from the street.

Financial assistance request was excessive: Cherry Tree and the Blenker Companies are asking for what the City has provided to other similar development opportunities. We are asking for the land and an offset to the expenses associated with additional development costs for known soil condition issues at the site. We do not anticipate this being more than 5% of the total project.

Proposal:

Cherry Tree Dental's portion of the project is estimated to cost \$2.2M. This amount includes all construction costs and an investment of approximately \$500,000 in dental equipment at the new



facility. We request to acquire the property at the northeast corner of First and Fulton Streets together with Blenker Companies for \$1.00. Cherry Tree and the Blenker Companies would divide the property as appropriate for each of their respective projects. We also request an amount not to exceed 5% of the total development costs in the form of development cost reimbursement or tax incremental funding due to known incremental development costs that will be necessary due to known existing soil condition issues at the proposed site.

About Cherry Tree Dental:

Cherry Tree Dental is an owner and operator of over 30 well regarded dental clinics throughout Wisconsin. Cherry Tree made its start in Wausau in 2006 and has subsequently had the opportunity to work with many of the most preeminent dentists in Wausau and greater Wisconsin. Cherry Tree currently works with 35 dentists in 25 clinics throughout Wisconsin. Cherry Tree Dental is privately owned and includes ownership by 9 of its dentists.

Financing:

Cherry Tree Dental has constructed or remodeled 3 dental facilities in Wausau together with Keller. Across Wisconsin Cherry Tree and Keller have completed 9 projects together in the past 14 years. Cherry Tree will finance this project through company equity and bank financing. Cherry Tree's credit facility has already approved this project.

Respectfully submitted,

Jack Young, President
Cherry Tree Dental, LLC and Cherry Tree Dental Real Estate, LLC

Cherry Tree Dental Term Sheet

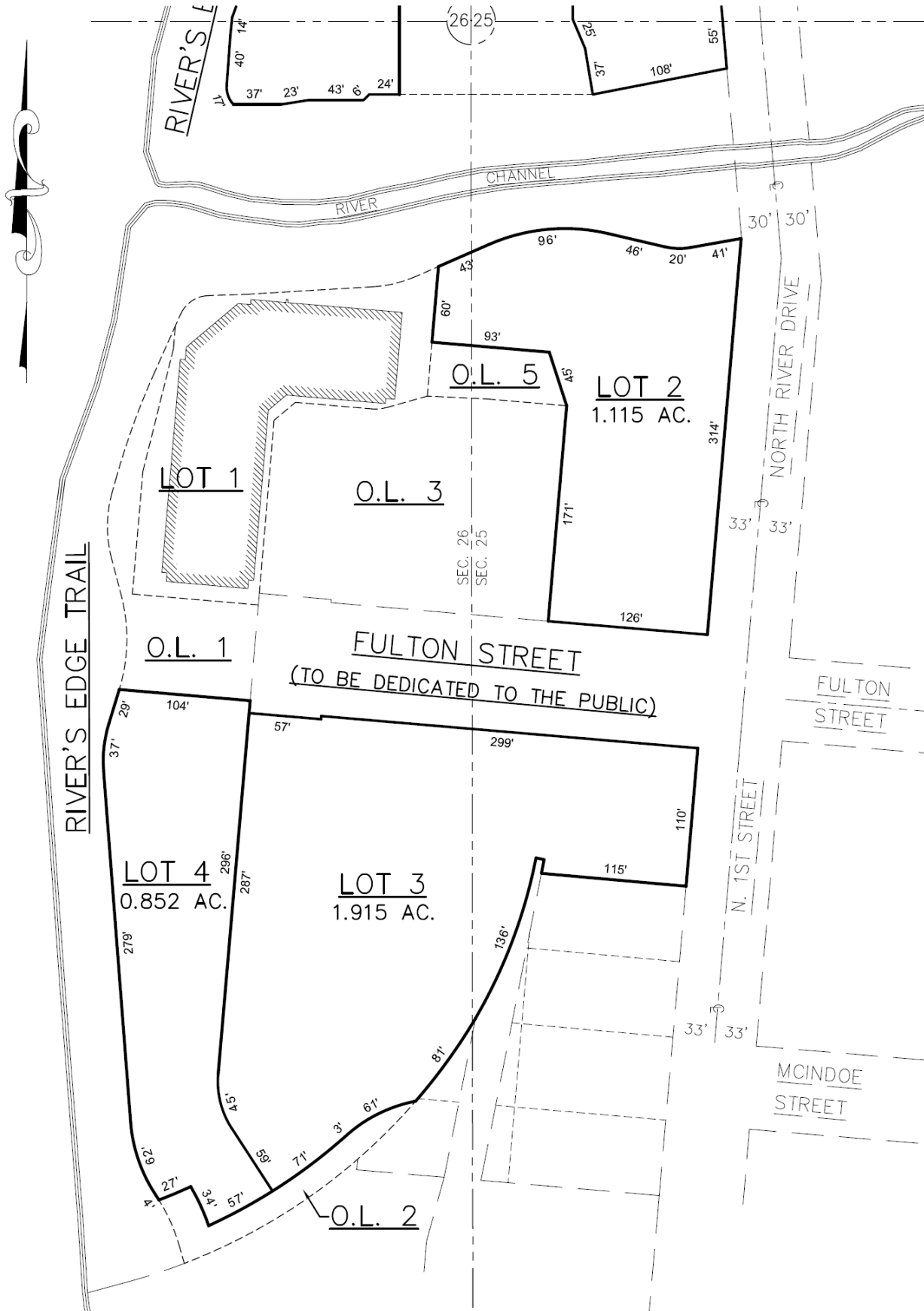
The Developer will construct/cause the construction of a new commercial facility with a minimum construction value of \$2,200,000.

The City shall sell a 'to be surveyed' parcel from Lot #2 in the Riverlife district for \$140,000.

The City shall provide \$100,000 in up front tax incremental finance payments and reverse TIF payments upon the completion of construction of 50% of complete and full increment of the new facility for two years, not to exceed a total of \$75,000 in reverse TIF payments.

RIVERFRONT SOUTH

PART OF SECTIONS 25 AND 26, TOWNSHIP 29 NORTH, RANGE 7 EAST, CITY OF WAUSAU,
MARATHON COUNTY, WISCONSIN.

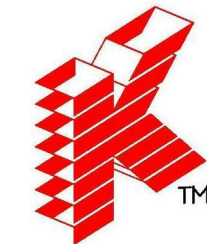
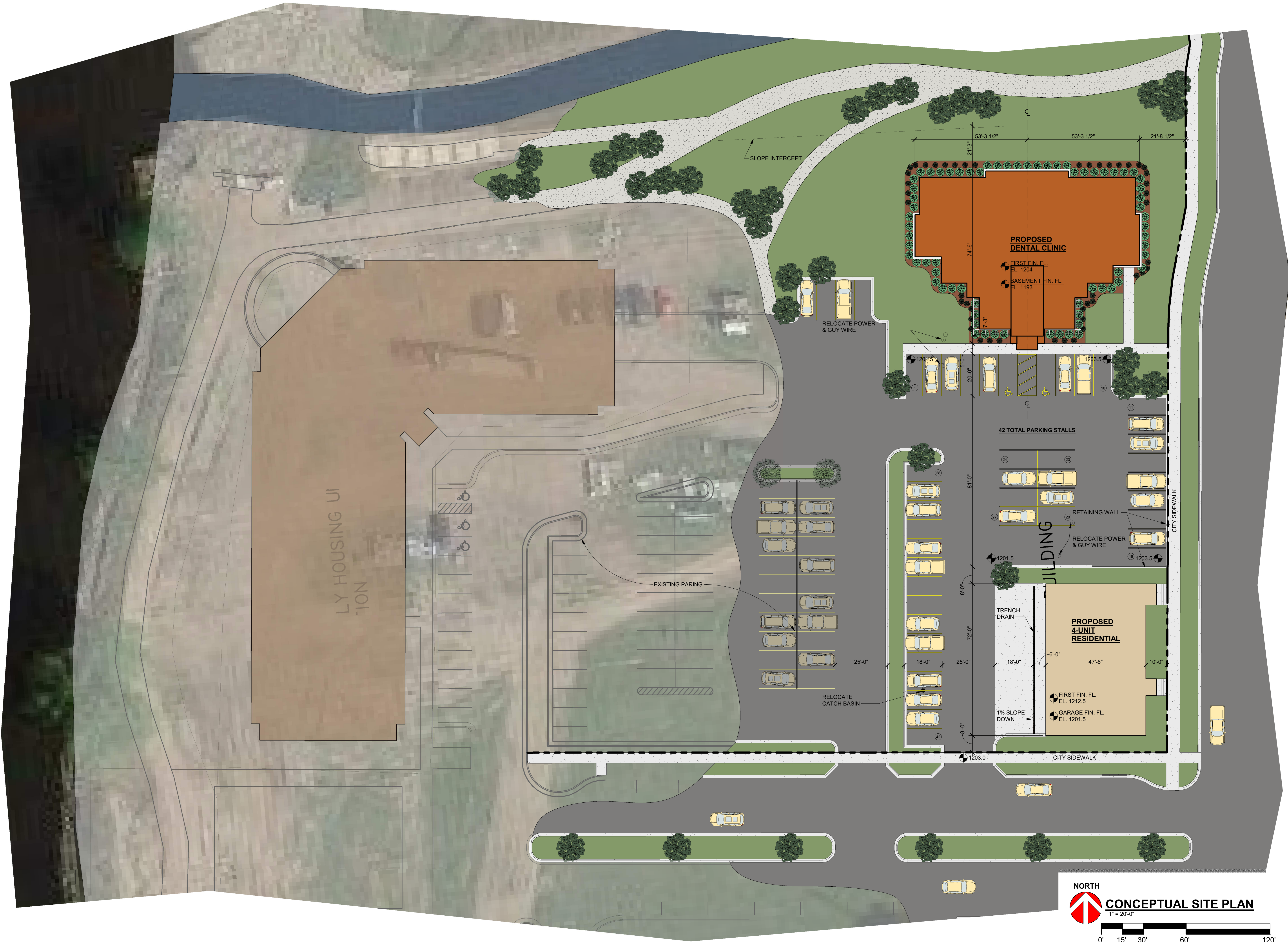




CHERRY TREE DENTAL

WAUSAU,

WISCONSIN



Keller
PLANNERS | ARCHITECTS | BUILDERS

FOX CITIES
N216 State Road 55
P.O. Box 620
Kaukauna, WI 54130
PHONE (920) 766-5795 /
1-800-236-2534
FAX (920) 766-5004

MADISON
711 Lake Dr.
Sun Prairie, WI 53590
PHONE (608) 318-2336
FAX (608) 318-2337

MILWAUKEE
W204 N11509
Goldendale Rd
Germantown, WI 53022
PHONE (262) 250-9710
1-800-236-2534
FAX (262) 250-9740

WAUSAU
5605 Lilac Ave
Wausau, WI 54401
PHONE (715) 849-3141
FAX (715) 849-3181

www.kellerbuilds.com

PROPOSED FOR:
CHERRY TREE DENTAL
WAUSAU, WISCONSIN

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REVISIONS		
1	05.29.2020	J.R.S.
2	07.23.2020	J.R.S.
3	8.27.2020	J.R.S.
4		
5		
6		

PROJECT MANAGER:
V. NYSTROM

DESIGNER:
S. KLESSIG

DRAWN BY:
J.R.S.

EXPEDITOR:

SUPERVISOR:

PRELIMINARY NO:
P20122

CONTRACT NO:

DATE:
05.19.2020

SHEET:
C1.1

PRELIMINARY - NOT FOR CONSTRUCTION



CONCEPTUAL SITE PLAN

0' 15' 30' 60' 120'



Keller

PLANNERS | ARCHITECTS | BUILDERS

FOX CITIES

N216 State Road 55
P.O. Box 620

Kaukauna, WI 54130

PHONE (920) 766-5795 /

1-800-236-2534

FAX (920) 766-5004

MILWAUKEE

W204 N11509

Goldendale Rd

Germanstown, WI 53022

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PROPOSED FOR:

CHERRY TREE DENTAL

WISCONSIN

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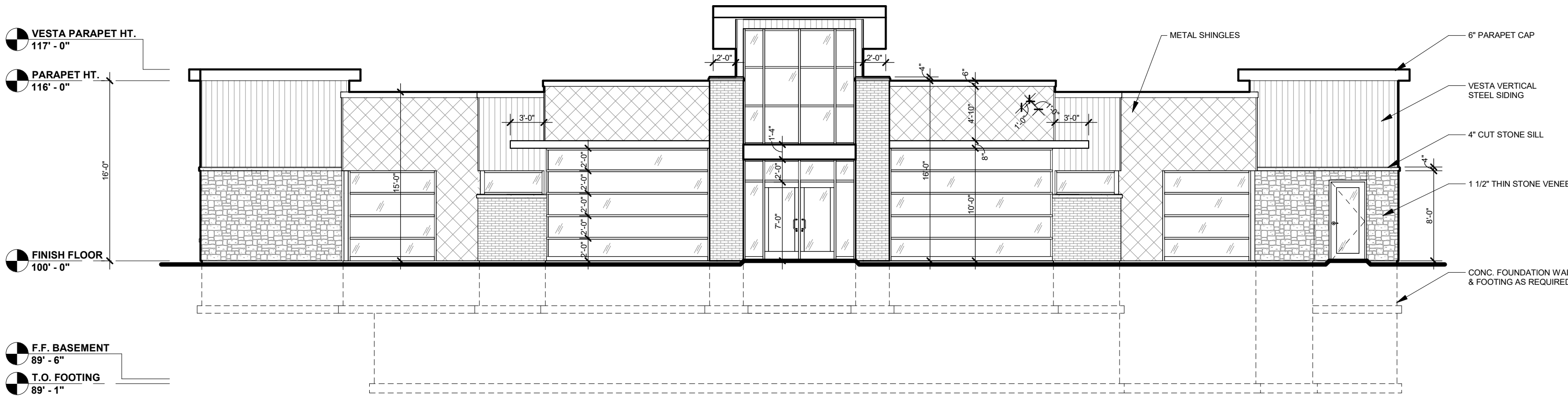
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05.19.2020

SHEET:

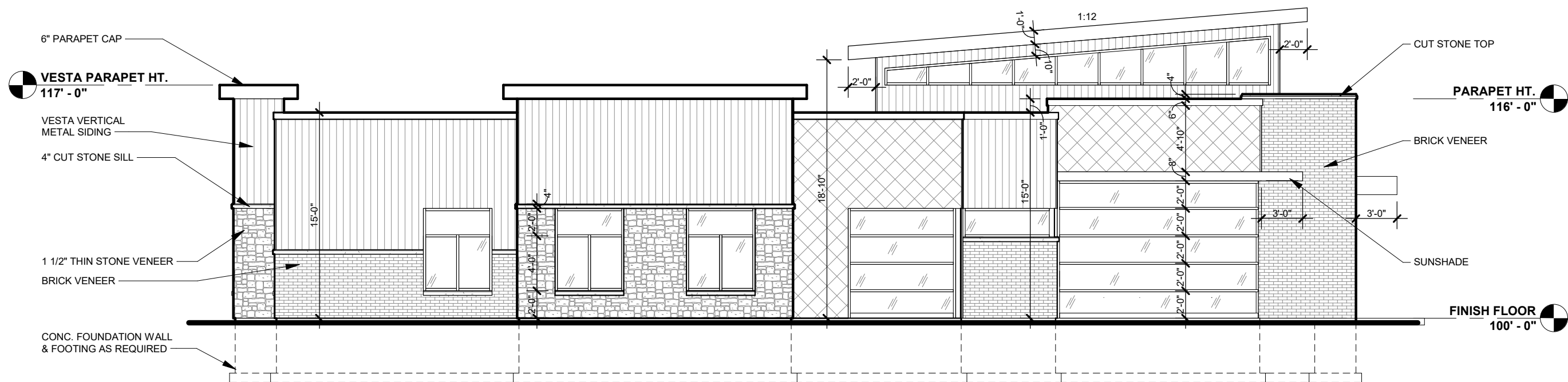
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PRELIMINARY - NOT FOR CONSTRUCTION



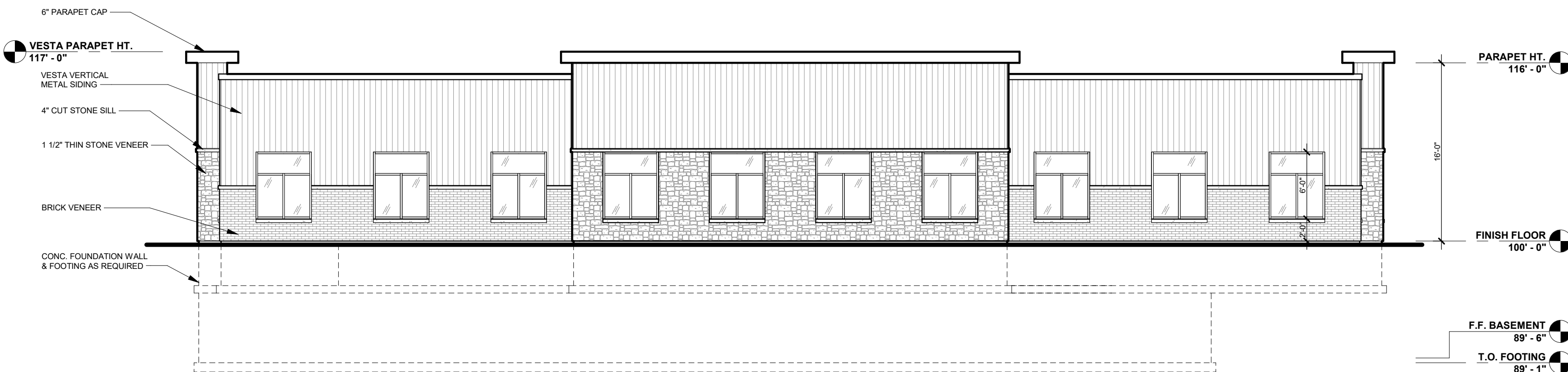
SOUTH ELEVATION

1/8" = 1'-0"



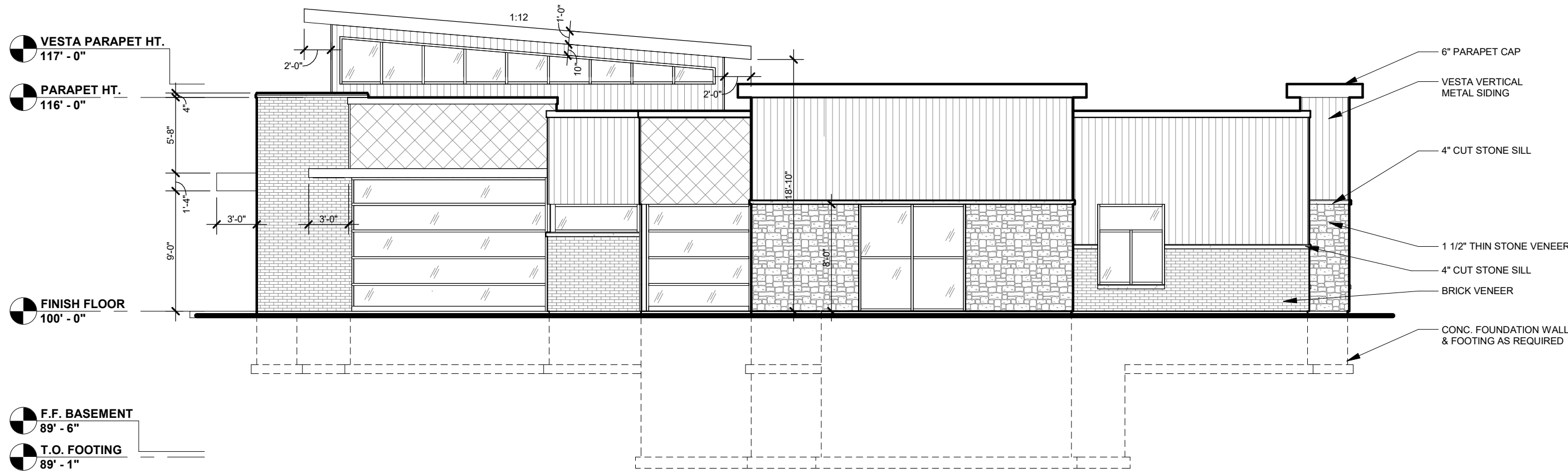
WEST ELEVATION

1/8" = 1'-0"



NORTH ELEVATION

1/8" = 1'-0"



EAST ELEVATION

1/8" = 1'-0"



Keller

PLANNERS | ARCHITECTS | BUILDERS

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P.O. Box 620
Kaukauna, WI 54130
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WISCONSIN

WAUSAU,

CHERRY TREE DENTAL

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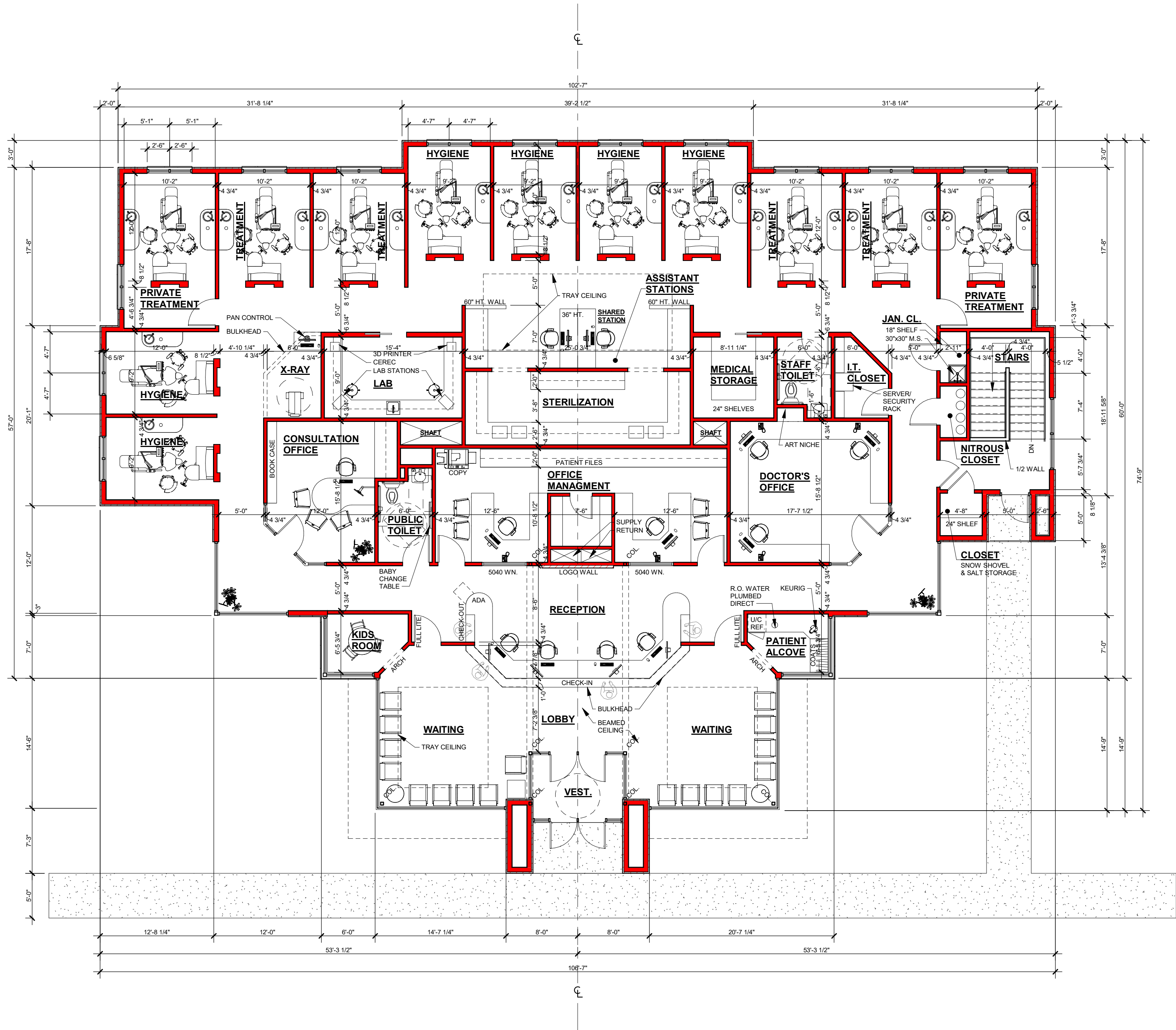
PRELIMINARY NO:
P20122

CONTRACT NO:

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SHEET:
A1.0

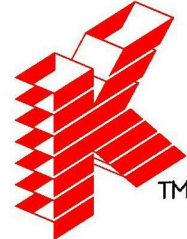
PRELIMINARY - NOT FOR CONSTRUCTION



WALL KEY	
	NEW WALL/FURRING
	NEW MASONRY/ VENEER WALL
	NEW COOLER/ FREEZER WALLS
	NEW FOUNDATION WALL
	TYPICAL EXISTING WALL
	DEMO WALLS
	FIRE WALL OR FIRE BARRIER

NORTH

FLOOR PLAN
1/8" = 1'-0"



Keller

PLANNERS | ARCHITECTS | BUILDERS

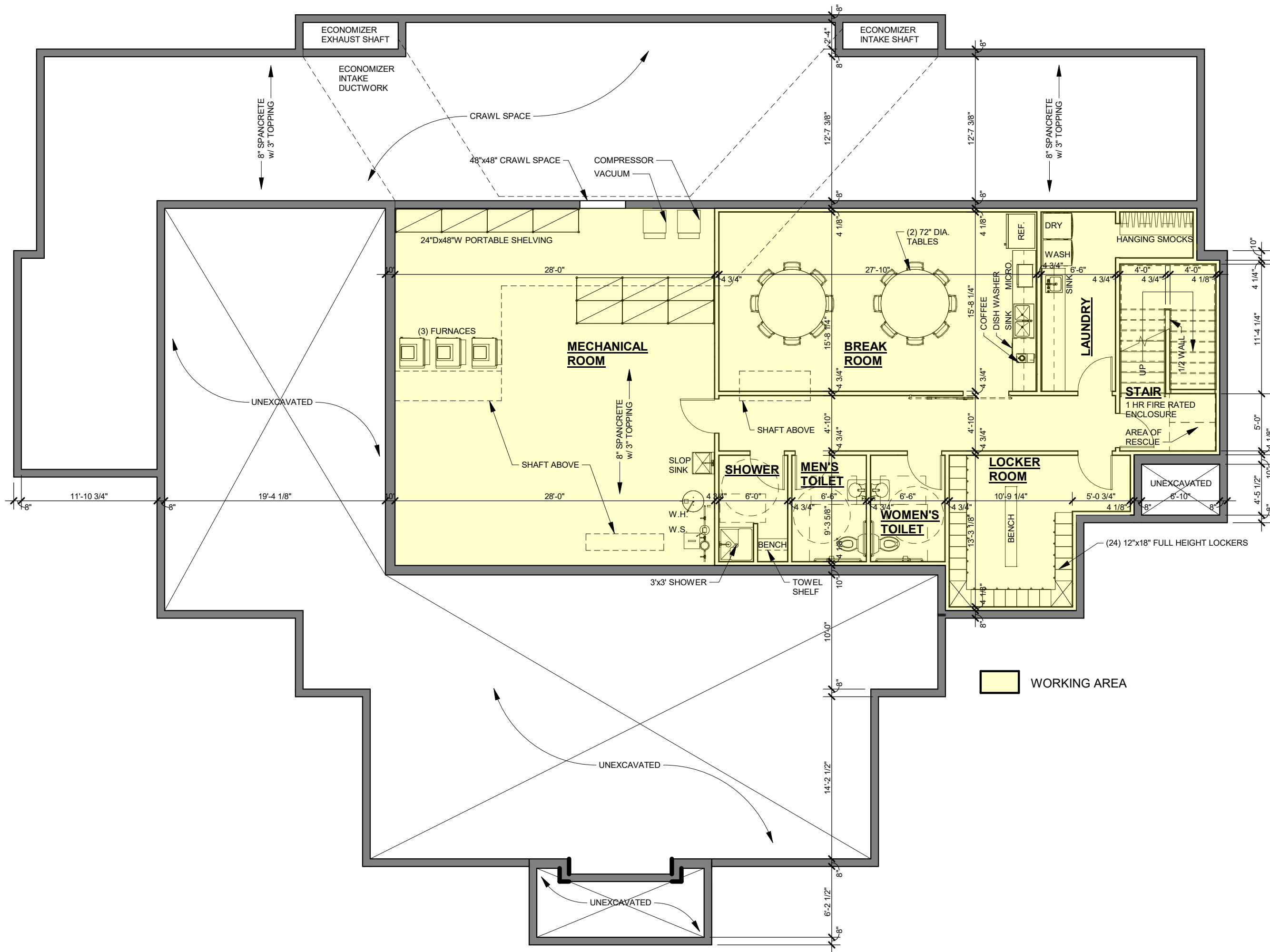
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WALL KEY	
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PROPOSED FOR:
CHERRY TREE DENTAL

WISCONSIN

WAUSAU,

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EXPEDITOR:

SUPERVISOR:

PRELIMINARY NO:
P20122

CONTRACT NO:

DATE:
05.19.2020

SHEET:
A1.2

PRELIMINARY - NOT FOR CONSTRUCTION



Board Certified Ophthalmologists

MATHEW W. ASCHBRENNER, M.D.

Diseases and Surgery of the
Retina and Vitreous

ROBERT N. BEAUCHENE, M.D.

Comprehensive Ophthalmology

DOUGLAS T. EDWARDS, M.D.

Refractive Surgery
Comprehensive Ophthalmology

KEVIN T. FLAHERTY, M.D.

Corneal / External Disease
Ophthalmic Plastic Surgery
Comprehensive Ophthalmology

JOHN A. FLATTER, M.D.

Comprehensive Ophthalmology

CHRISTOPHER M. GALANG, D.O.

Pediatric Ophthalmology
Ophthalmic Plastic &
Reconstructive Surgery

FERDINAND M. GALANG, D.O.

Ophthalmic Plastic Surgery
Comprehensive Ophthalmology

MATTHEW G. HATTENHAUER, M.D.

Glaucoma
Comprehensive Ophthalmology

THADDEUS J. KROLICKI, M.D.

Diseases and Surgery of the
Retina and Vitreous

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Glaucoma
Comprehensive Ophthalmology

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Medical Retina and
Diseases of the Vitreous

AFUA A. SHIN, M.D.

Corneal/External Disease
Comprehensive Ophthalmology

DAVID C. TUMAN, M.D.

Neuro-Ophthalmology
Comprehensive Ophthalmology

Doctors of Optometry

BENJAMIN R. CLARK O.D.

Comprehensive Optometry

GINA L. HECK, O.D.

Comprehensive Optometry

AMANDA B. HOFFMANN, O.D.

Comprehensive Optometry

KATIE J. MICHALSKI, O.D.

Comprehensive Optometry
Management of Retina Diseases

JENNIFER N. MARCELL, O.D.

Comprehensive Optometry

MATTHEW J. JOHNSON, O.D.

Comprehensive Optometry

RICKY L. SCALCUCCI, O.D.

Comprehensive Optometry
Low Vision Services

Doctor of Audiology

LORI J. FISH, Au.D.

Comprehensive Audiology

August 11, 2020

Dear Mr. Sean Fitzgerald:

As a local business in the downtown Wausau area, the Physicians at the Eye Clinic of Wisconsin would like to express our strong support for the construction of a new dental clinic joining the area on North 1st Street.

This project is important to the Eye Clinic of Wisconsin specifically because it will have the potential to bring in more patients for both practices, as well as build on the business community of the downtown Wausau area. By combining their practices, this 3-doctor dental clinic has the capability of seeing 19,000 patients a year with the potential of that number to increase. Enhancing the medical offerings available in the downtown area will make the community grow even more.

We strongly support the construction of this dental clinic being added to the community and are excited for this opportunity to take place. We hope that you take this letter into consideration when making your decision on this project. We look forward to seeing what the outcome is with hopes of continuing the growth of the downtown Wausau area.

On behalf of the Eye Clinic of Wisconsin Physicians,

Kimberly Goddard

Administrator

Eye Clinic of WI, SC/EC Laser and Surgery Institute of WI, LLC

800 N 1st Street

Wausau, WI 54403

715-261-8557

800.472.0033

www.eyeclinikwi.com

ANTIGO

109 State Hwy 64
FAX: 715.623.2400

MEDFORD

101 S Gibson St, Ste 16
FAX: 715.748.0667

MERRILL

503 S. Center Ave, Ste 7
FAX: 715.536.1261

RHINELANDER

2 E. Ocala St
FAX: 715.362.2081

STEVENS POINT

3401 Stanley St
FAX: 715.344.7391

WAUSAU

800 N. 1st St
FAX: 715.261.8665

WISCONSIN RAPIDS

841 Goodnow Ave, Ste 103
FAX: 715.712.3353



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

August 12, 2020

WOODSON
YMCA
FOUNDATION

707 Third Street
Wausau, WI 54403
Phone: 715.845.2177
Fax: 715.841.1834

Board of Directors

Chad Kane
President

Gary Freels
Past President

Stephen Spire
Vice-President

Matthew Heywood
Treasurer

Bryan Bailey
Asst. Secretary/Treasurer

Margaret Anderson

John Dudley

Tom Grimm

James McIntyre

Hank Newell

Todd Nicklaus

Matt Rowe

John Tubbs

To whom it may concern:

The Woodson YMCA and its Board of Directors support the continued development and improvement of downtown Wausau. Our recent \$25 million expansion and renovation project, which was privately funded, was completed with a wide variety of individual, business, non-profit and government support – a true collaborative effort. Like the 400 Block, the Eye Clinic of Wisconsin, the Dudley Tower, the Jefferson Street Inn and many other important downtown projects, we hope to be yet another catalyst for future growth and investment.

In that regard, the contemplated Cherry Tree Dental Clinic investment on First Street, across from the ABC Supply Building, would be another great step towards the development of comprehensive professional services that benefit the entire Wausau community. With the soon-to-be started Aspirus East Side Clinic, along with the aforementioned Eye Clinic of Wisconsin headquarters, this project would be a great addition to the downtown integrated medical campus we envisioned years ago when we first dreamed of the YMCA facilities upgrade.

The newly-completed YMCA project and the beautiful Riverlife development will bookend this natural-forming medical campus from east to west, bringing many thousands of visitors downtown every year. These professional service offerings are wonderfully complementary to the plan for increased residential, recreational, business and retail investment. The WOZ redevelopment plans for the downtown mall to the south, and the wonderfully updated Athletic Park to the north, will make the downtown Wausau area a place to rival any community in the country – truly the “Best Small City in America”.

Please consider embracing the construction of this new dental clinic to help enhance the already growing downtown area and strive to continue such wonderful momentum.

Sincerely,

Bryan Bailey
Woodson YMCA CEO
Operating

Chad Kane
Woodson YMCA Foundation
Board Chair

Margaret Anderson
Woodson YMCA
Board Chair



September 30, 2020

Sean Fitzgerald
Business Development Specialist
City of Wausau
407 Grant St.
Wausau, WI 54403

Dear Mr. Fitzgerald,

We had a preliminary analysis done for the proposed Cherry Tree Dental building located at the Riverlife site. Due to the organic soils, we would propose to use the Geopier Armopact System (rigid inclusion system), similar to previous projects in that area, including WOW and the apartments.

We estimate that Geopier support in the foundations and floor slabs, preparation of a stable working pad, survey and layout of the Geopier elements, removal of obstructions, and removal of installation spoils could be completed for an estimated lump sum consideration of \$175,000. Our estimate assumes installation depths to an average of 15 feet below working grade. Additional borings would be needed to confirm the soils conditions at the specific building location.

Please feel free to reach out if additional questions arise.

Sincerely,

Vern Nystrom
Design/Project Management
715.849.3141
Vnystrom@kellerbuilds.com

ADDRESS

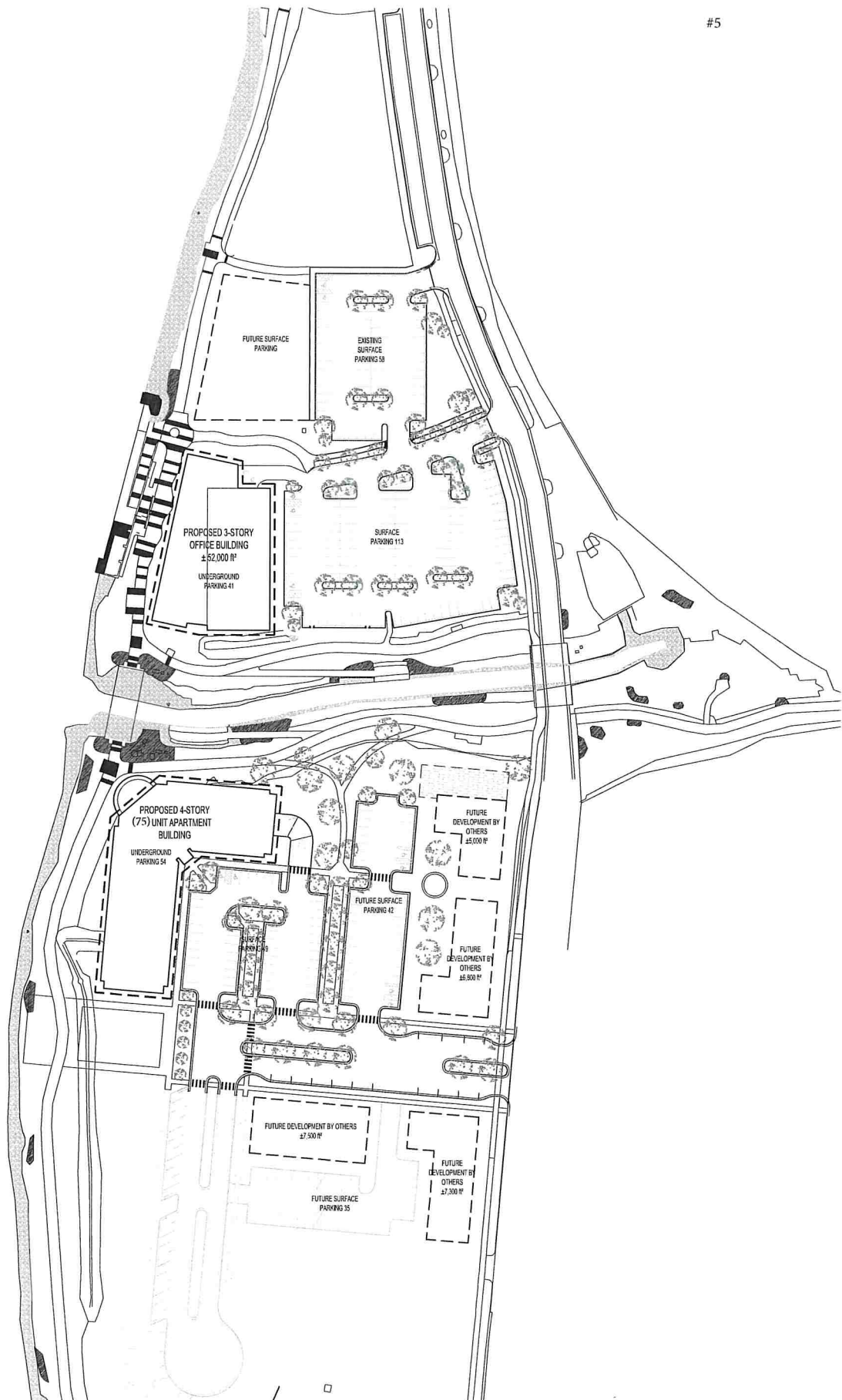
224575 Lilac Avenue
Wausau, WI 54401

PHONE

715.849.3141 1.800.236.2534

WEB SITE

www.kellerbuilds.com





EAST RIVERFRONT DEVELOPMENT FRAMEWORK



Wausau, Wisconsin / 06.01.2015
WAUSAU EAST RIVERFRONT DEVELOPMENT



Figure 27. East Riverfront Development Framework

APARTMENT BUILDING (SOUTH SITE)
920-1000 NORTH 1ST STREET, WAUSAU, WISCONSIN
DNR BRTS #02-37-000608 (CLOSED)

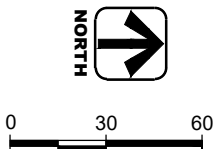
APARTMENT & MIXED-USE BUILDING (NORTH SITE)
1010 NORTH 1ST STREET, WAUSAU, WISCONSIN
DNR BRTS #02-37-560480 (OPEN)

FUTURE CONSTRUCTION LIMITS

PROPOSED CONSTRUCTION LIMITS

EXCAVATION AND FILL

- = PREVIOUS CAP MATERIAL STOCKPILE. TO BE REUSED AS NEW CAP MATERIAL IF IT MEETS REQUIREMENTS OR PLACED BELOW NEW SURFACE TREATMENTS
- = PREVIOUS EXCAVATION FOR BASEMENT AND FOUNDATION WALLS. APARTMENT BUILDING IS UNDER CONSTRUCTION.
- = CONTAMINATED SOIL STOCKPILE FROM APARTMENT BUILDING EXCAVATION. TO BE PLACED AS FILL UNDER PARKING LOT.
- = RAMP AND STORMWATER FEATURE EXCAVATION (EXCAVATION DEPTH VARIES)
- = CUT AREA AROUND DEVELOPMENT. (CUT DEPTHS VARY)
- = ROADWAY EXCAVATION (EXCAVATION DEPTHS VARY)
- = FILL AREA AROUND DEVELOPMENT. (FILL DEPTHS VARY)
- = FILL AREA UNDERNEATH ROADWAY, SIDEWALK, PARKING LOT. (FILL DEPTH VARIES)
- = FILL AREA FOR CONTAMINATED SOIL AROUND DEVELOPMENT (FILL DEPTHS VARY). CAP TO BE PLACED ABOVE CONTAMINATED SOIL.
- = UTILITY TRENCH EXCAVATION. MATERIAL TO BE REUSED AS BACKFILL ABOVE PIPE BEDDING. (EXCAVATION DEPTH VARIES PER UTILITY)



ESTIMATED EARTHWORK

ITEM	LOCATION					
	ROADWAY (CY)	WTR/SAN/STM (CY)	PARKING LOT (CY)	DEVELOPMENT (CY)	CONTAMINATED SOIL STOCKPILE (CY)	CAP STOCKPILE (CY)
CUT (CAP)	*	45	*	*	--	3750
CUT (CONTAMINATED)	1210	2200	*	1577	2200	--
FILL (CONTAMINATED)	590	--	2450	1000	--	--

* ASSUMPTION WAS MADE THAT PREVIOUS CAP MATERIAL HAS BEEN STRIPPED ALREADY.

APARTMENT BUILDING (EAST SITE)
1008 NORTH 1ST STREET, WAUSAU, WISCONSIN
DNR BRTS #02-37-531642 (CLOSED)

DES BY	J. STEINER	PROJ NO	46-0305.00			
DR BY	C. GORGES	DATE	APRIL 2020	NO	DATE	REVISION
CHK BY	J. STEINER			NO	DATE	REVISION

FULTON STREET EXTENSION
CITY OF WAUSAU



EXCAVATION AND FILL AREAS
920-1000 NORTH 1ST STREET

FIGURE 4



STAFF REPORT

TO: City of Wausau Plan Commission

FROM: Bill Hebert, Chief Inspector / Zoning Administrator

DATE: October 22, 2020

GENERAL INFORMATION

APPLICANT: Tom Diedrick, Finishing Touch Signs, for Mission Coffeehouse

LOCATION: 107 W. Bridge St.

EXISTING ZONING: UMU, Urban Mixed Use

PURPOSE: Plan Commission Approval

EXISTING LAND USE: Commercial

SIZE OF PARCEL: Approximately .16 acres

SURROUNDING ZONING AND LAND USE:

This relatively small parcel is located on the southwest corner of W. Bridge St. and N 1st Ave. Commercial land uses exist to the east, north and west. South of the parcel is a mix of single family and duplex land uses.

ANALYSIS

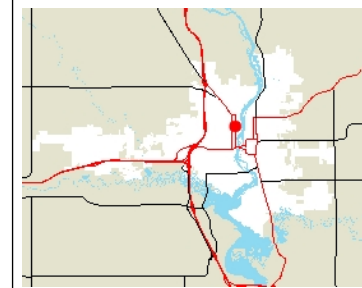
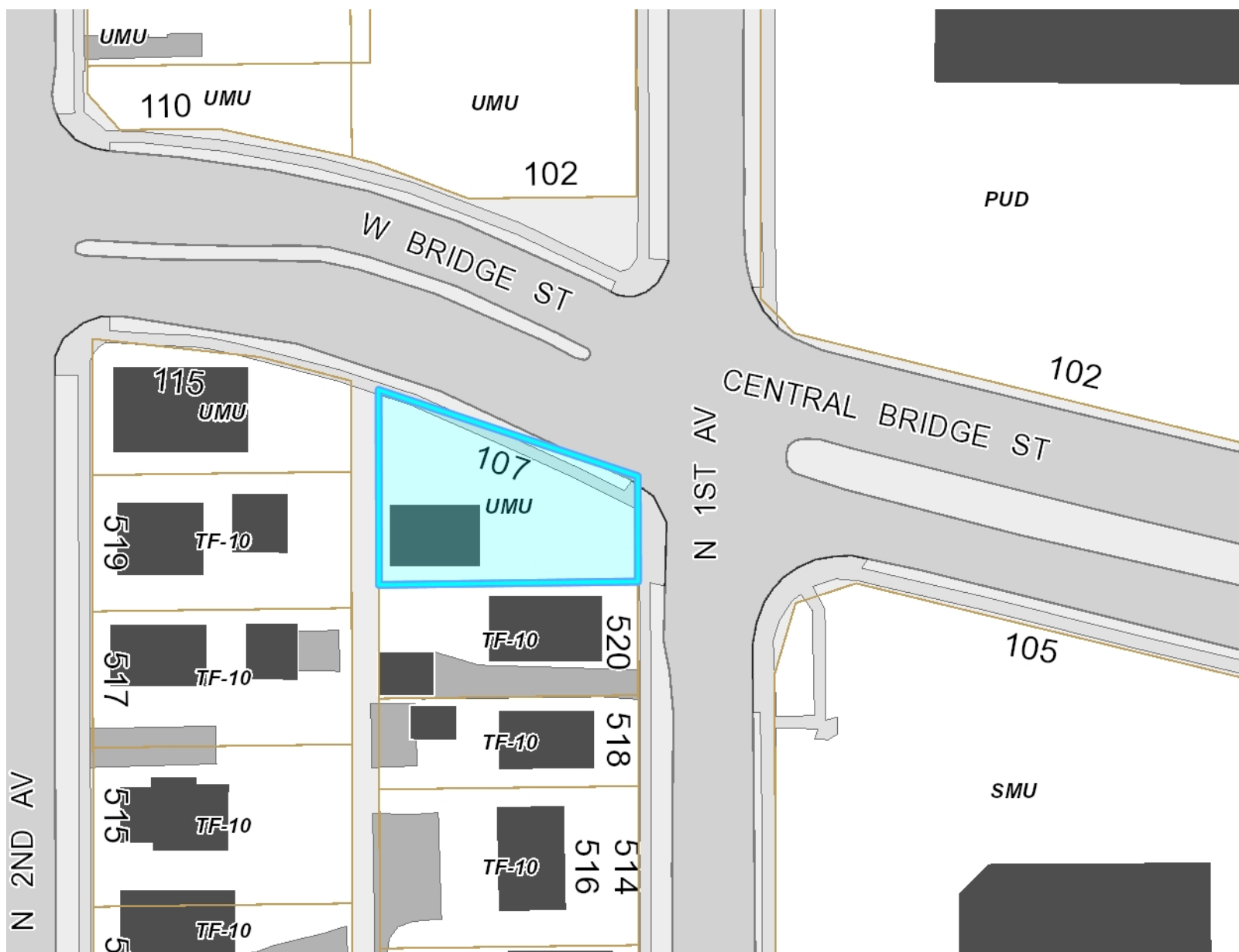
The proposed dual post sign is planned to be located in a landscape island near W. Bridge St. and the alley splitting Bridge Street Mission and Mission Coffeehouse. The sign is approximately 10 feet back from the inside edge of the sidewalk and outside the vision triangle requirements for a street and alley.

The sign high is planned to be 7 foot 4 inches in height and 8 foot in width. The sign has a business sign placed on the top half of the sign, with a blank area left for a future electronic message center (EMC) sign. The zoning code only allows EMCs on monument signs, order board signs or institutional signs.

Staff recommends approval of the dual post sign without an EMC sign. If an EMC is desired at a future date, a monument sign can be placed subject to staff approval.



Inspection Mapping System



Legend

- + Railroad
- Bridge
- Overpass
- Paved Road
- Divided Highway
- Driveway
- Sidewalk
- Right Of Way
- Stream - River
- Pond - Lake
- Wausau Wetland
- Swamp
- Municipality

Map Created: 10/23/2020

32.72 0 32.72 Feet



NAD_1983_2011_WISCRS_Marathon_Feet

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THIS MAP IS NOT TO BE USED FOR NAVIGATION

Notes



608 Creske Ave
Rothschild, WI 54474
Office: 715-845-0500

Customer: Denyon Homes
Job Location:
Job #: 16766
Proof Date:
Sales Rep: Tom Diedrick
Designer: DB
Client Approval:

Substrate:

- ☒ Double Sided
☐ Single Sided
☒ Lit Sign
☐ Non Lit
☐ Opaque Vinyl
☒ Translucent Vinyl
☐ Frosted
☐ Painted
☒ Exterior
☐ Interior

Colors:

- ☒ Printed Gradient
☐ White
☒ Black
☐ TBD

Sign Specifications:

- (1) D/F interior lit sign.
- Match plate to be included to allow for possible future EMC.
-



FINAL DRAWING APPROVAL

These drawings will be released to manufacturing once signed and returned. Any detail or dimension changes will delay fabrication and incur extra charges. Once the design is approved Finishing Touch will not be responsible for errors. Colors shown for representation only. Actual paint or vinyl graphics may not match ink colors on layout.

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Design fees will be charged without authorized use.



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