OFFICIAL NOTICE & AGENDA
REGULAR MEETING

MEETING:	Economic Development Committee
DATE/TIME:	Monday, April 6, 2026 at 5:45 PM
LOCATION:	Wausau City Hall — Council Chambers 407 Grant Street, Wausau WI, 54403

MEMBERS:

Carol Lukens (C)	Chad Henke (VC)
Tom Neal	Vicki Tierney
Terry Kilian	

1 **Public comment on agenda items and reading of the City of Wausau Public Comment Statement.**

2 **Consideration of the minutes of the preceding meeting(s).**

March 3, 2026 Regular Economic Develoment Committee Minutes

3 **Discussion and possible action.**

- **a.** Discussion and possible action on survey results from Non-Industrial Land Use Preference Survey for 1300 Cleveland Avenue
- **b.** Discussion and possible action on property disposition offer to purchase from Habitat for Humanity of Wausau for 921 S. 19th Avenue
- **c.** Discussion and possible action on Thomas St residential infill Request for Interest. (206, 212, 226, and 230 E Thomas St)
- **d.** Discussion and possible action on Thomas St and McCleary St vacant lots redevelopment (237, 241 and 249 E Thomas St)

4 **Discussion.**

5 **Adjournment.**

Carol Lukens, Chair

NOTICE POSTED AT CITY HALL (407 GRANT STREET) AND TRANSMITTED TO THE OFFICIALLY DESIGNATED NEWSPAPER

DATE: March 31, 2026
TIME: 3:30pm
POSTED BY: Michelle Van Krey

This meeting can be viewed on YouTube and Channel 981 on Cable TV

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 in participating in this meeting or event due to a disability as defined under the ADA, please call the ADA Coordinator at (715) 261-6622 or ADAServices@wausauwi.gov 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.



City of Wausau
(715) 261-6500 | clerk@wausauwi.gov
wausauwi.gov



OFFICIAL MINUTES
REGULAR MEETING

MEETING:	Economic Development Committee
DATE/TIME:	Tuesday, March 3, 2026 at 5:30 PM
LOCATION:	Wausau City Hall — Council Chambers 407 Grant Street, Wausau WI, 54403

MEMBERS:

Carol Lukens (C)	Chad Henke (VC)
Tom Neal	Vicki Tierney
Terry Kilian	

Members Present: Carol Lukens, Chad Henke, Tom Neal, Terry Kilian, Vicki Tierney
Members Not Present:
Members Excused:
Present 5, Not Present 0, Excused 0

Noting the presence of a quorum, the Chairperson called the meeting to order at 05:36 PM.

1 Public comment on agenda items and reading of the City of Wausau Public Comment Statement.

Chair Lukens read the public comment statement.
Tom Kilian, 133 E Thomas St, made comments regarding the environmental test results on the E Thomas St residential properties and asked for the city and the state to respect the dioxin TEQ standard of 4.8.

2 Consideration of the minutes of the preceding meeting(s).

February 3, 2026 Regular Economic Development Committee Minutes

Motion by Alderperson Henke, seconded by Alderperson Kilian, to approve Regular Economic Development Committee Minutes. Motion Passed 5-0.

3 Discussion and possible action.

4 Discussion.

a. Phase II review and next steps on Thomas Street corridor project with the Wisconsin Department of Natural Resources

Director Fifrick shared that the Phase II testing on the Thomas St properties has been completed and Jane Gray from the DNR was present to share those results and answer any questions. Jane addressed the public comment question regarding dioxin TEQ standard. The DNR will be meeting with DHS soon to get some clarifying questions answered regarding TEQs.

Jane shared the background of the project and outlined what the next steps will be.
The Thomas Street project was split into four sections; area A, B, C and D. A Phase I report was submitted in December 2024. In January 2025, the DNR requested a detailed investigation plan, and field work was carried out in August 2025. The final Phase II report was submitted in January 2026.
Testing showed that three areas (B, C, and D) contained only minor or isolated soil impacts. These did not affect groundwater, and the DNR determined that no further action is required in those areas.
In Area A, testing identified higher levels of lead and dioxins in shallow soil and certain petroleum-related chemicals in deeper soil and groundwater. Because of these findings, the DNR opened an environmental contamination case in early 2026. The DNR issued a Responsible Party Letter on February 11, 2026, requiring the City to hire a qualified

environmental consultant by March 13, 2026, and to submit a detailed investigation plan by April 12, 2026.
The City will continue to work with the DNR to complete the required investigation. Director Lindman shared that at the next Finance Committee meeting there will be a request to hire an environmental consultant.

b. 1300 Cleveland Ave public participation

Patrick Gatterman shared that there were 98 survey responses and 96% of the respondents live in the City of Wausau with 59% living or working in the Cleveland Ave neighborhood. A report on the survey results will be shared at the April committee meeting.

c. Community Development Authority six-unit project at 405 S 8th Ave

Tammy Stratz gave an update on the six-unit project at 405 S 8th Ave. The pre-construction meeting will be held on March 4, 2026, and work is expected to start as soon as weather allows.

d. Change of date for April Economic Development Committee meeting

The April meeting needs to be rescheduled due to the Spring Election. An email will be sent out to committee members

5 Adjournment.

Motion by Alderperson Tierney, seconded by Alderperson Henke, to adjourn. Motion carried.
Meeting adjourned at 06:16 PM.

The recording of this meeting may be viewed on YouTube [@CityofWausauMeetings]



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Date: April 6, 2026

To: Economic Development Committee

From: Carrie Edmondson, AICP, Assistant City Planner

RE: 1300 Cleveland Avenue Non-Industrial Land Use Preferences Survey Results

At its regular meeting on October 7, 2025, the Economic Development Committee directed staff to develop, under its advisement, a process to collect public input on non-industrial land use preferences for the site located at 1300 Cleveland Avenue. Following this direction, a Community Engagement Session was held on Thursday, January 29. At the meeting, staff offered a brief overview of the neighborhood, site background, and potential land use choices. Attendees were then invited to share their non-industrial land use preferences by completing either a paper or electronic survey.

After the meeting, both paper copy surveys and access to the electronic version (via QR code and web link) were made available through March 1. The survey was promoted through multiple channels, including the City website, City Facebook page, and physical distribution at City Hall and the Marathon County Public Library. Library staff assisted those that chose the online version on library computers. Additionally, a post-meeting press release included links to both survey formats. Tom Kilian, Southwest Thomas Street Neighborhood Representative, had paper copies available at the February neighborhood meeting and helped distribute copies throughout the neighborhood.

A total of 98 completed surveys were received, 96 percent were Wausau residents. At the request of Alder Kilian, respondents were required to indicate whether they worked, lived, or owned a business in the neighborhood, and provide their name and address.

Survey data has been aggregated and analyzed across the following categories:

- Overall
- City of Wausau resident
- Live, work, or own business in the neighborhood
- Live in the neighborhood

Respondents were asked to gauge preferences on a star scale of 1-6 (1 being lowest, 6 being highest). Survey results are attached.

1300 Cleveland Avenue Survey Results

Total surveys received: 98 surveys*
Total received from City of Wausau residents: 94 surveys (96% of total respondents)
Total received from those that live, work, or own a business in the neighborhood: 58 surveys (59% of total respondents)
Total received from those that live in the neighborhood: 52 (53% of total respondents)

*This number includes the total number of surveys received with all required fields completed (required questions included if you live, work, or own a business in the neighborhood, name, and address). 31 surveys were received that did not include all required questions.

Active Outdoor Recreation:

Recreational land uses which involve active recreational activities. Such land uses include tennis courts, basketball courts, ball diamonds, football fields, soccer fields, neighborhood parks, tot lots, outdoor swimming pools, swimming beach areas, fitness courses, public golf courses, and similar land uses



Overall:	**3.88**
Live in Wausau:	**3.93**
Live, work, own business (LWOB) in neighborhood:	**4.35**
Live in the neighborhood:	**4.15**

Apartment Building

This dwelling unit type consists of a single structure with three or more individual attached dwelling units which take access from a shared entrance or hallway.



Overall:	**2.24**
Live in Wausau:	**2.20**
LWOB in neighborhood:	**1.62**
Live in the neighborhood:	**1.68**

Commercial Animal Boarding/Daycare



Facilities where short-term and/or long-term animal boarding is provided, including commercial kennels, commercial stables, pet daycare, and animal shelters. Exercise yards, fields, training areas, and trails associated with such land uses are considered accessory to and do not require separate consideration.

Overall:	**2.79**
Live in Wausau:	**2.82**
LWOB in neighborhood:	**3.17**
Live in the neighborhood:	**3.36**

Duplexes



This dwelling unit type consists of two separate Family Residential residences, each having private individual access, and no shared internal access. Similar to Twin Houses, Duplexes are attached side-by-side units, each with a ground floor and roof. Unlike Twin Houses, the two dwelling units in a Duplex are located on one lot.

Overall:	**2.52**
Live in Wausau:	**2.52**
LWOB in neighborhood:	**2.24**
Live in the neighborhood:	**2.28**

Grocery Store
(Indoor Sales or Service)



The sale and/or display of merchandise or equipment or non-personal or non-professional services, entirely within an enclosed building. Includes general merchandise stores, grocery stores, butcher, sporting goods stores, antique stores, gift. shops, laundromats, bakeries, copy and printing centers, photo processing centers, and other uses meeting this definition.

Overall:	**3.51**
City of Wausau:	**3.53**
LWOB in neighborhood:	**3.39**
Live in the neighborhood:	**3.44**

Group Daycare Center (nine+ children)



Facilities which provide childcare services for nine or more children. Such land uses may be operated in conjunction with another principal land use on the same environs, such as a church, school, business, or civic organization. In such instances, group daycare centers are considered a separate principal use and require review as such.

Overall:	**2.95**
City of Wausau:	**2.96**
LWOB in neighborhood:	**2.72**
Live in the neighborhood:	**2.88**

Restaurants, Taverns, and Indoor Commercial Entertainment



Land uses which provide entertainment services entirely within an enclosed building. Such activities often have the potential to be associated with nuisances related to amplified music, noise, lighting, trash, and late operating hours that extend significantly later than most other commercial land uses. Examples of such land uses include, but are not limited to, restaurants, taverns, theaters, bowling alleys, arcades, roller rinks, and pool halls.

Overall:	**3.42**
Live in Wausau:	**3.41**
LWOB in neighborhood:	**3.72**
Live in the neighborhood:	**3.60**

Community Center/Senior Center
(Indoor institutional)



Indoor public and not for profit recreational facilities (such as gyms, swimming pools, libraries, museums, and community centers), government facilities, schools, churches, homeless day shelters, hospitals and walk-in clinics, nonprofit clubs, nonprofit fraternal organizations, convention centers, private institutional businesses, jails, prisons, and similar land uses.

Overall:	**3.44**
Live in Wausau:	**3.48**
LWOB in neighborhood:	**3.84**
Live in the neighborhood:	**3.75**

Live/Work Building

A multi-unit building, typically arranged in a townhouse side-by-side format, in which each unit contains a commercial use on the ground floor with a residential use on upper floors, with both uses occupied by the same resident/business operator. The commercial use is typically interconnected to the residential use with an internal stair or elevator.



Overall:	**2.28**
Live in Wausau:	**2.27**
LWOB in neighborhood:	**1.97**
Live in the neighborhood:	**2.00**

Mixed Use Building

A building containing a mix of principal commercial land uses and principal residential land uses.



Overall:	**2.19**
Live in Wausau:	**2.19**
LWOB in neighborhood:	**1.77**
Live in the neighborhood:	**1.89**

Multiplex

This dwelling unit type consists of three or more individual attached dwelling units which have private, individual exterior entrances.



Overall:	**2.36**
Live in Wausau:	**2.35**
LWOB in neighborhood:	**1.80**
Live in the neighborhood:	**1.92**

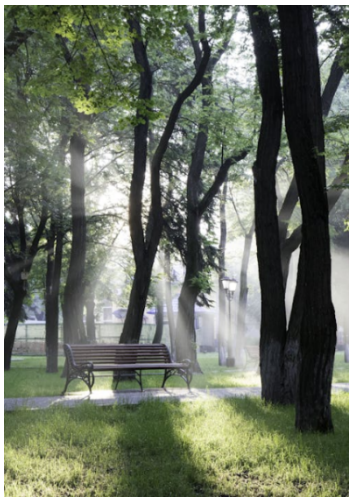
Outdoor Garden Center
(Outdoor Display)

Land uses where the sale and display of merchandise or equipment is conducted outside of an enclosed building on more than a temporary basis. Examples include, but are not limited to, outdoor garden centers, outdoor recreation equipment sales, monument sales, flea markets, and manufactured and mobile housing sales. If the permanent outdoor display area is less than five percent of the indoor building floor area and is secondary to an indoor sales or service use, such use shall instead be considered incidental outdoor display under section 23.03.28(17). Outdoor display on a temporary basis shall be regulated by Temporary outdoor sales under section 23.03.30(2).



Overall:	**3.09**
Live in Wausau:	**3.09**
LWOB in neighborhood:	**3.57**
Live in the neighborhood:	**3.54**

Natural Area
(Passive Outdoor Recreation) Recreational land uses located which involve passive recreational activities, such as arboretums, natural areas, wildlife areas, hiking trails, bike trails, cross country ski trails, horse trails, picnic areas, picnic shelters, botanical gardens, fishing areas, and similar land uses.



Overall:	**3.82**
Live in Wausau:	**3.83**
LWOB in neighborhood:	**4.34**
Live in the neighborhood:	**4.36**

Physical Activity Studio

All land uses which provide a facility for training, instruction, and physical activity within an enclosed building. Such activities often have operating hours which extend significantly earlier or later than most other commercial land uses, and often employ amplified music to set training tempo. Examples of such land uses include health or fitness centers, all forms of training studios (yoga, dance, art, martial arts, gymnastics, etc.), and music schools.



Overall:	**2.11**
Live in Wausau:	**2.13**
LWOB in neighborhood:	**2.28**
Live in the neighborhood:	**2.40**

Restaurant

Restaurants, Taverns, and Indoor Commercial Entertainment

Land uses which provide entertainment services entirely within an enclosed building. Such activities often have the potential to be associated with nuisances related to amplified music, noise, lighting, trash, and late operating hours that extend significantly later than most other commercial land uses. Examples of such land uses include, but are not limited to, restaurants, taverns, theaters, bowling alleys, arcades, roller rinks, and pool halls.



Overall:	**2.18**
Live in Wausau:	**2.20**
LWOB in neighborhood:	**2.17**
Live in the neighborhood:	**2.24**

Senior Housing Development



Overall:	**2.62**
Live in Wausau:	**2.62**
LWOB in neighborhood:	**2.45**
Live in the neighborhood:	**2.67**

Single Family Dwelling Units

This dwelling unit type consists of a fully detached single family residence which is located on an individual lot. Single family dwelling units are designed for one family and have no roof, wall, or floor in common with any other dwelling unit. A single family dwelling that contains an in-family suite is still considered a single family dwelling.



Overall:	**2.80**
Live in Wausau:	**2.75**
LWOB in neighborhood:	**2.68**
Live in the neighborhood:	**2.85**

Townhouses

This dwelling unit type consists of attached, two-story residences, each having a private, individual access. This dwelling unit type may be located on its own lot or within a group development. Each dwelling unit shares at least one common wall with an adjacent dwelling unit.



Overall:	**2.31**
Live in Wausau:	**2.26**
LWOB in neighborhood:	**1.77**
Live in the neighborhood:	**1.88**

Twin Homes

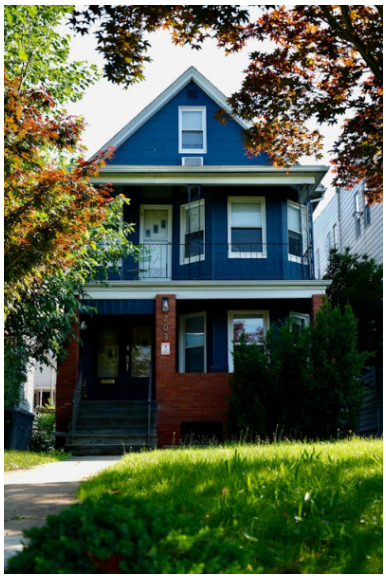
This dwelling unit type consists of two separate Family Residential residences, each having a private individual access and no shared internal access. Similar to Duplexes, Twin Houses are attached side-by-side units, each with a ground floor and roof. Unlike Duplexes, each dwelling unit in a Twin House is located on a separate lot.



Overall:	**2.17**
Live in Wausau:	**2.19**
LWOB in neighborhood:	**1.97**
Live in the neighborhood:	**2.12**

Two Flat

This dwelling unit type consists of a single structure with two separate family residential residences each having a private individual access, and no shared internal access other than entry foyers and halls. Two flats are attached units within a two-story structure with one unit above the other.



Overall:	**2.04**
Live in Wausau:	**2.05**
LWOB in neighborhood:	**1.83**
Live in the neighborhood:	**1.84**

Top Five Most Preferred Reponses by Category

Overall

Active Outdoor Recreation	3.88
Natural Area (Passive Outdoor Recreation)	3.82
Grocery Store	3.51
Community Center/Senior Center (Indoor Institutional)	3.44
Indoor Commercial Entertainment	3.42

Live in Wausau

Active Outdoor Recreation	3.93
Natural Area (Passive Outdoor Recreation)	3.83
Grocery Store	3.53
Community Center/Senior Center (Indoor Institutional)	3.48
Indoor Commercial Entertainment	3.41

Live, Work, or Own a Business in the Neighborhood

Active Outdoor Recreation	4.35
Natural Area (Passive Outdoor Recreation)	4.34
Community Center/Senior Center (Indoor Institutional)	3.84
Indoor Commercial Entertainment	3.72
Outdoor Garden Center	3.57

Live in the Neighborhood

Natural Area (Passive Outdoor Recreation)	4.36
Active Outdoor Recreation	4.15
Community Center/Senior Center (Indoor Institutional)	3.75
Indoor Commercial Entertainment	3.60
Outdoor Garden Center	3.54

List any ideas or suggestions for non-industrial land use options that were not included above:

Pickleball court, ice skating for winter; Not prison or jail; better if senior center was licensed for profit; would be good if senior housing was accessible for disabled; Tiny houses

with clean water
affordable housing for young people and seniors

Natural area with a trail along the hillside west to south Third Ave. and 3M Park

We need affordable housing 43% of Wausau residents can not comfortably afford to live here.

Active recreation should include all levels of ability like JoJo's Jungle; Commercial Animal Boarding should be coupled with dog walk; duplexes would be a great idea with a community center; grocery store is very needed; remediate as DNR guides under Group Day Care; too much disruption if not careful under Indoor Commercial Entertainment; Great idea no Boys and Girls Club on west side or Landing need things for kids and seniors under Community Center/Senior Center (Indoor Institutional); couple with small business development and support for area under Live/Work Building; smaller scale preferred under Mixed Use; even if done area deserves rigorous remediation under Natural Area; Mix with other community uses under Physical Activity Studio and Restaurant; can it be coupled with other things for Seniors like "The Landing" type rec facility under Senior Housing Development; Excellent - couple with other pocket community under Single Family Dwelling Units; Under other suggestions: Some great options presented. Please try to integrate and combine multiple options to satisfy numerous neighborhood and community need, especially for kids and seniors. Use consistent environmental, EJ policies in this area like elsewhere.

Only use of land best under Active Outdoor Recreation; Clean up land and develop park/activity fields people might not want to live in hot land zone; To do anything with - need cost of clean up to make useable and useable by young and old with no fear of health

Share, drive, parking lot, outdoor/indoor public pool

Affordable starter homes for people/families especially lower income levels

Homes need to be affordable, tiny homes would be great or a garage for the City to store equipment.

Any type of housing makes no sense unless industry is moving out. These homes/units would be surrounded on at least sides with industry that today operates 24/7, or at least late evening/early morning. My general ROT if I would not want my family, parents, children living here, maybe not to put others here.

Under grocery store: not a Kwik Trip a midrange grocer - not a high end - that offers more than a convenience store; I did teach no the eastside for the Wausau School District (at Hawthorn Hills) I volunteer with St. Vincent de Paul in serving those neighbors in Marathon County who need assistance and call our mission office for help.

"I am happy to give more information regarding how a licensed “Adult Day Care” or unlicensed “Adult Day Service Center” are different than day cares for children or community/senior centers. I would be in full support of either of the day cares (children or adult) or a day service center.

I am also in full support of any type of residential setting with the exception of apartments or a senior housing development (we just funded one in the old Graebel building).

Thanks for the opportunity to submit feedback. "

Bring in a Trader Joe’s

Please rebuild Cheers after it was torn down for the Thomas Street project.

Due to the concerns about contamination, I think a use other than for residential living may be a good use, but I also do not live in the neighborhood. I think a senior day center would be a great idea and we could also use something for teens in terms of things for them to do.

I truly believe this is the most appropriate location for Public Works. The City already owns the property, eliminating the need to purchase additional land. Given that the site is already contaminated, it makes practical sense to use it for Public Works, as it’s unlikely the level of remediation needed would fully address neighborhood concerns for more sensitive uses.

Recreational park

Put up no parking signs going south on Cleveland for snowplows uptoMyron
Park, convenience store, garden, mini golf

A local neighborhood park is a feature that is like to have all residents to have within a few minute walk.
Affordable housing or houses being built

Mobile Home Park

Public use would be best choice. It would be silly not to re-use the existing concrete in a cost effective manner. Basketball/tennis courts, skatepark, kids bike obstacle course. Public multi-use park with something unique would enrich the area. The new skatepark at

oak island is already too crowded to take my kids most of the time, would be nice to have at least a small flat ground addition here without much additional cost to add to.

Definitely passive open nature area,Wausau doesn't have enough green space with limited use

Another indoor rec option would be a climbing gym.

New hockey rink

Area to grow food-community garden

This seems to be a fairly ideal location for some form of housing.

Indoor sports facility with turf and ice rinks (similar to greenheck Turner facility)

Indoor Recreational Multi Use Building
I would love to see a managed apartment complex, senior living facility, or owner-occupied homes in that area. But, by the looks of the background in the picture (huge 3M complex looming in the background, railroad tracks nearby), the site does not look like an ideal place somebody would want to live or recreate in! Some sort of strip mall or other commercial development would be better suited for the site. Too bad Kolbe & Kolbe didn't build their apartment complex there! I am not in favor of renter occupied homes. I see too many renters in the Thomas Street area with disregard for City ordinances (i.e. putting away garbage carts, lawn mowing, sidewalk cleaning). Landlords need to be held responsible if the tenants are not!

I would like to see some sort of creative manufacturing (e.g. workshop) continue at this site -- perhaps something that retired seniors could remain involved with on a large scale basis. Something that would help reduce city property taxes overall.

A mixture of activities for seniors and children, outdoor and indoor activities

All housing options - truly affordable, especially for seniors. Our area also does not have a continuing care retirement community (CCRC) This allows seniors to enter at an independent level, move to assisted living, and then progress to skilled nursing. With our area's aging population, this closes some huge gaps in our senior care space.

Ice hockey rink/sports complex. Could include a restaurant attached.
Hockey rink

Solar panels

Indoor sports complex/ice rink

Public useable space for the city would be great. The existing cement looks like good condition and should be used in some sort. Make this a low cost project for the city with some unique options. The new skatepark is great but is already unusable when it is crowded by children a lot of the time. Having at least a small part of this with low cost options like a couple skate rails or boxes would add tremendous value for experienced riders. Put a cover over part of it for dry gathering space. Any type of sport court that is lacking in the city and could use existing cement.
Tiny home community for homeless applicants.

Do not pay developers or sell the land below its actual value! Do not use tax dollars to develop.

An Ice rink to relocate the ice rink from Marathon park

Not another idea but a reminder, we want kids off the street and options for people, we don't need more apartment we need more things to do, not bars, not drugs, living things that bring life. Before making a decision remember that
Domed indoor turf!!! I am interested in running it- there's enough space for turf, tennis courts and batting cages. But we need it indoors for the 9 months that baseball, softball, tennis, lacrosse, cant play outside.
Very specifically a space for teens. Is the site a reasonable space for indoor hockey?

Mix of single family, duplexes and childcare (possibly adult care)or community center that is multi use - activities for seniors, children including teens and day care.

storage units

With all the other apartments that are going in. We really need more industrial businesses that will help increase the tax base. Why this isnt being sold to 3M is beyond me.

The City could save Millions of dollars by relocating their 80 year old fleet facility building there. Since they already own the land & are using it for storage & training anyway. But who wants to save the City Taxpayers Millions of dollars, Right? It makes to much sense. Or how about a Tiny home community there? As housing becomes more & more unaffordable & homelessness on the rise, This would be the perfect place for this. On the Bus route... Again it makes to much sense. Every one wants, until it comes time to pay for it.



Non-Industrial Land Use Preference Survey - 1300 Cleveland Avenue

The City of Wausau is seeking public input on potential non-industrial land uses for the property located at 1300 Cleveland Avenue. This survey is designed to gather community preferences to help inform future planning and decision-making for the site. Below is a list of 20 potential land uses. Please indicate your level of preference for each individual land use (one star being the least preferred and six stars being the most preferred). If you have ideas or suggestions that are not included in the list, please share them in the open comments section at the end of the survey.

1

Active Outdoor Recreation

Examples include tennis courts, basketball courts, ball diamonds, sports fields, neighborhood parks, tot lots, outdoor swimming pools, public golf courses, and similar land uses.



☆ ☆ ☆ ☆ ☆ ☆

2

Apartment Building



☆ ☆ ☆ ☆ ☆ ☆

3

Commercial Animal Boarding/Daycare



☆ ☆ ☆ ☆ ☆ ☆

4

Duplexes

Two separate family residences with private access and no shared internal access. Located on one lot.



☆ ☆ ☆ ☆ ☆ ☆

5

Grocery Store (Indoor Sales and Service)



☆ ☆ ☆ ☆ ☆ ☆

6

Group Day Care



☆ ☆ ☆ ☆ ☆ ☆

7

Indoor Commercial Entertainment

Examples include theaters, bowling alleys, arcades, and roller rinks.



☆ ☆ ☆ ☆ ☆ ☆

8

Community Center/Senior Center (Indoor Institutional)



☆ ☆ ☆ ☆ ☆ ☆

9

Live/Work Building

Townhouse style building, with commercial on ground floor and residential on upper floors.



☆ ☆ ☆ ☆ ☆ ☆

10

Mixed Use

Contains a mix of commercial and residential land uses.



☆ ☆ ☆ ☆ ☆ ☆

11

Multiplex

Shared lot with three or more individual attached dwelling units with individual exterior entrances.



☆ ☆ ☆ ☆ ☆ ☆

12

Outdoor Garden Center (Outdoor Display)

Examples include outdoor garden centers, outdoor recreation equipment sales, and monument sales.

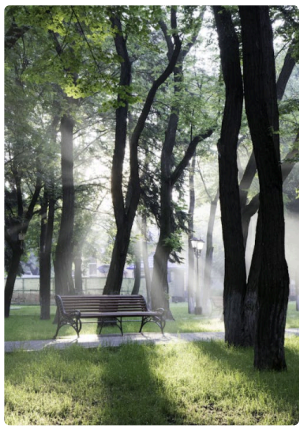


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13

Natural Area (Passive Outdoor Recreation)

Examples include arboretums, natural areas, wildlife areas, hiking trails, bike trails, botanical gardens, and similar land uses.



☆ ☆ ☆ ☆ ☆ ☆

14

Physical Activity Studio

Examples include health or fitness centers, training studios, and music schools.



☆ ☆ ☆ ☆ ☆ ☆

15

Restaurant



☆ ☆ ☆ ☆ ☆ ☆

16

Senior Housing Development



☆ ☆ ☆ ☆ ☆ ☆

17

Single Family Dwelling Units



☆ ☆ ☆ ☆ ☆ ☆

18

Townhouses

Each unit may be on its own lot, attached two-story residences with private, individual access.



☆ ☆ ☆ ☆ ☆ ☆

19

Twin Homes

Two separate family residences, each with individual access and no shared internal access, located on separate lots.

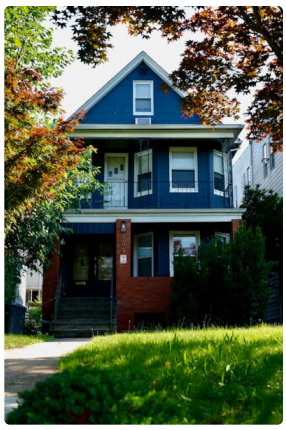


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20

Two-Flat Units

Two separate family residences each with individual access and no shared internal access, one unit above the other.



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21

List any ideas or suggestions for non-industrial land use options that were not included above.

* response required

22

Which of the following apply to you? *

Check all that apply to you.

- [ ] Live in the neighborhood
- [ ] Work in the neighborhood
- [ ] Own a business in the neighborhood
- [ ] None of the above

23

Do you live in the City of Wausau? *

- ◯ Yes
- ◯ No

24

Include your name and address. *

25

Include your email address for project updates.

Survey can be returned to City Hall located at 407 Grant Street Wausau, WI or mailed to:

City of Wausau
c/o Carrie Edmondson
407 Grant Street
Wausau, WI 54403

Planning, Community and Economic Development

MEMO

TO: Economic Development Committee Members

FROM: Tammy Stratz, Community Development Manager

DATE: April 6, 2026

RE: 921 S 19th Avenue offer to purchase

On September 22, 2025, the City of Wausau received the property located at 921 S 19th Avenue through the foreclosure/sheriff's sale process. This property had a rehabilitation loan associated with it. The building had been previously razed due to a collapsing foundation and the owner unable to be reached.

On October 6, 2025, an ad was placed in the Wausau Daily Herald and on the City's website advertising the in-fill lots the City had for sale. This ad stated that we were accepting bids but holding them for 30 days to provide the opportunity for additional offers. After that, offers would be vetted one on one as they came in. That initial 30 days has expired. To date, staff have fielded calls regarding that property; however, no offers have come to light.

On March 18, 2026, staff received an offer from Habitat for Humanity (see attached offer). This offer is very similar to previous offers we received from them with the home to be built by a partnering high school, placed on the lot in spring of 2027 and then sold to an approved Habitat new homebuyer by that fall. Their request for a survey to be completed by the City and a closing date of March 2027, is consistent with their other offers.

Staff recommends the approval of this sale as Habitat has been an excellent partner in providing affordable homebuying opportunities to those who can't afford to purchase a home conventionally. This also meets the federal funding's contingency that the property be sold to an income-qualified homeowner.

If you have any questions, please feel free to call me directly at 715-261-6682 or e-mail me at tammy.stratz@ci.wausau.wi.us. Thank you.

Wausau City Hall
407 Grant Street
Wausau, WI 54403-4783

www.wausaudevelopment.com

P: 715.261.6680
F: 715.261-6808

PROPERTY DISPOSITION for REDEVELOPMENT APPLICATION

Applicants **must** contact the Development Department **prior** to submitting an application. Some properties may have income eligibility requirements or other conditions that should be discussed in advance. Failure to do so may delay or affect your application. Contact us at 715-261-6680 or wausaudevelopment@wausauwi.gov.

APPLICANT NAME: Habitat for Humanity of Wausau

PROPERTY ADDRESS: 921 S 19th Ave

APPLICANT TYPE: *Choose One* ☐ INDIVIDUAL ☑ ORGANIZATION EIN#: 39-1654855

APPLICANT ADDRESS: 1810 Schofield Ave Weston, WI 54476

PHONE NUMBER: 715-343-4212

EMAIL ADDRESS:

PROPOSED USE: *Choose One* ☑ RESIDENTIAL *(owner-occupied/rental/other)* ☐ COMMERCIAL

BRIEFLY, TELL US ABOUT YOUR PROPOSAL.

Please submit any materials that support your project (e.g., drawings, financing, contractor info, income details, etc.).

Habitat for Humanity proposed to build a single family residence on the site in corporation with an an area high school. Additional information attached

PROPOSED TIMELINE: See attached

PROPOSED OFFER: $1,000.00

Applicant Certification & Signature Acknowledgment

By signing below, I certify that all information in this application is true and complete to the best of my knowledge. I understand that false or misleading information may result in denial of assistance or other penalties.

I affirm that I am legally eligible to purchase property in the U.S. and not subject to any restrictions that would prevent this.

I may sign this application electronically or with a handwritten ("wet") signature. If signing electronically, I acknowledge that under the E-SIGN Act, a valid electronic signature holds the same legal weight as a handwritten one. A valid e-signature must be authenticated and show clear intent, such as submission through a secure system or identity-verified platform.

Applications **must include** a copy of the applicant's driver's license *(individual)* or Tax ID# *(organization)* to be considered complete.

APPLICANT SIGNATURE: Tiffany Arnold **DATE:** 3/18/26

Additional Application information for Offer:

Habitat for Humanity of Wausau desires to place a Home at **921 S 19th Ave** in Wausau. Habitat Wausau begins the planning for homes 18 to 24 months in advance of the family's taking occupancy. The home will be a minimum of a 2-bedroom 1 bathroom with a single car garage meeting the zoning restrictions for the site. The home would be similar in design to the homes Habitat recently partnered with the City of Wausau. Habitat will be partnering with an area High School trade class, to build this home. Construction for this will start in September 2026 at the Highschool. If this lot purchase is approved, Habitat Wausau will cover the expense to move the home and setting onto the foundation. Not only will this home provide housing for a low-income family living below the area median income, but it will also facilitate the further education of residential construction and trades in the community and increase the city and counties tax base. The occupant and sale of the home will comply with the Hud income guidelines.

Key dates for these home builds

- Family Selected: June 2026
- Home design approved: August 2026
- Off site construction starts: September 2026
- Closing on city lot: March 2027
- Site prep and foundation work begin: March/April 2027
- Home placement on site: May 2027
- Onsite construction and home completion May – September 2027
- Home occupancy: October 2027

Additional Conditions for offer on 921 S 19th Ave, Wausau WI

1. CSM at Sellers Expense to be delivered to Buyer by 10/1/2027.

2. Closing on March 01, 2027.

Office of the Mayor
Doug Diny

TEL: (715) 261-6800
FAX: (715) 261-6808

April 10, 2026

Dear Interested Parties,

The City of Wausau is excited to announce the release of a Request for Interest (RFI) for the development of the East Thomas Street Area. We invite developers who are eager to contribute to the enhancement of our community to participate in this opportunity.

The East Thomas Street area represents a prime location for development within our city. With currently vacant land awaiting its potential, the City seeks proposals from developers interested in collaborating on this venture. While detailed site plans are not required at this stage, we encourage participants to share their vision for the property and their proposed development concepts.

The City's vision for the area emphasizes residential development. We seek proposals that align with our community's growth objectives while enhancing the overall quality of life for our residents.

Successful proposals should:

- Be creative in its use and add value to the neighborhood and surrounding businesses.
- Utilize the suggestions from the Visual Preference Survey for housing design

Event	Date
1. Request for Interest Released	April 10, 2026
2. Proposals Due	May 25, 2026
3. Initial Review of Proposals (Economic Development Committee)	June 2, 2026

Questions and/or additional information on this RFI and tours of the property are available upon request. Please contact:

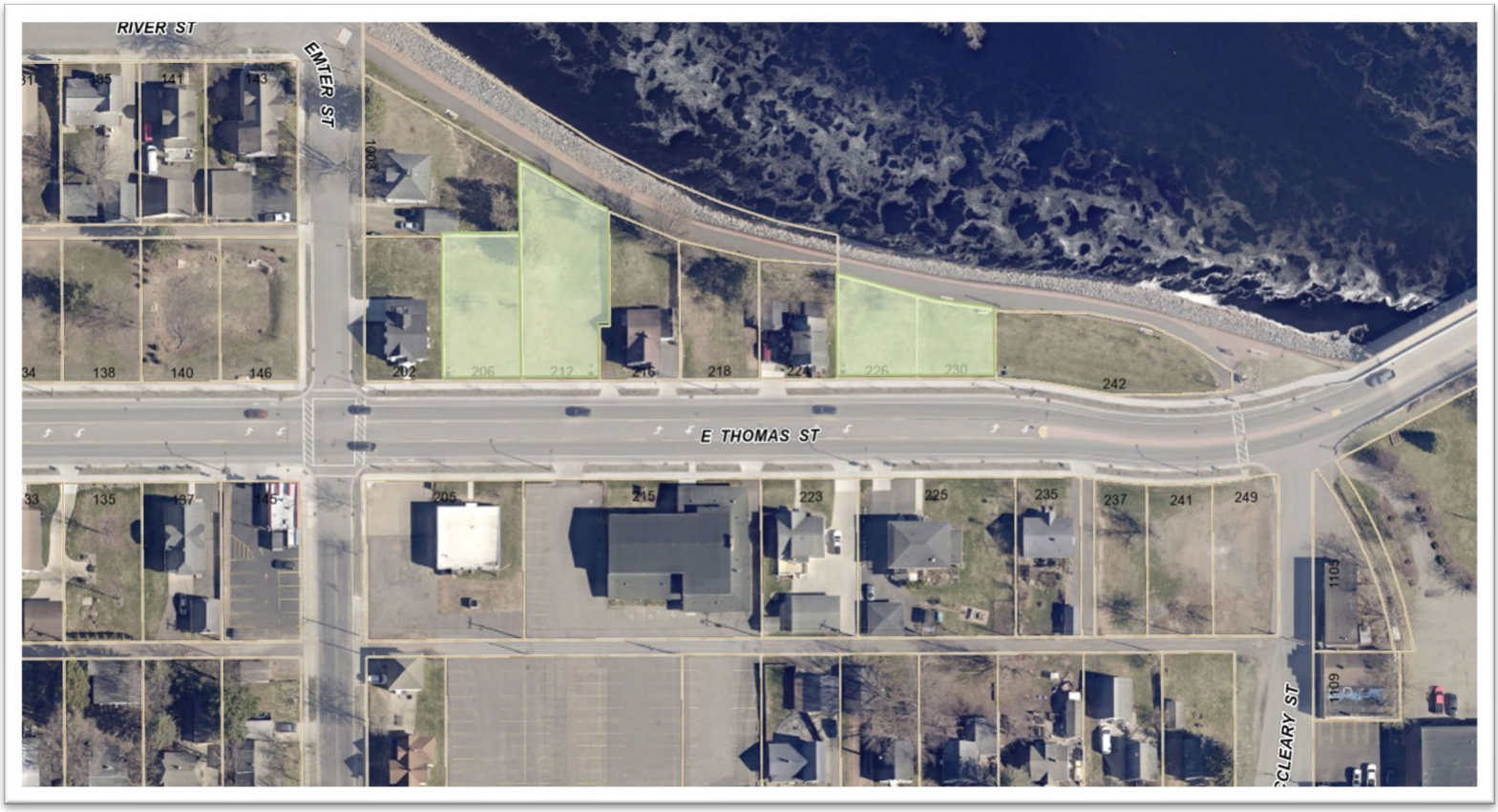
Patrick Gatterman, Economic Development Manager, 715-261-6686, Patrick.Gatterman@wausauwi.gov

Sincerely,

Doug Diny
Mayor

East Thomas Street
Request for Interest for Single Family Infill Residential Units

April 2026



City of Wausau

East Thomas Street

Request for Interest

The City of Wausau is seeking parties interested in redeveloping properties in the East Thomas Street area. This project represents an opportunity for reinvestment within an established residential neighborhood located just south of downtown Wausau, with convenient access to parks, community amenities, and the city's riverfront and downtown districts.

Introduction & Background

The City of Wausau, Wisconsin seeks development partners for three City-owned vacant parcels located along E. Thomas Street, including:

- **206 E. Thomas Street**
- **212 E. Thomas Street**
- **226/230 E. Thomas Street (Combined Lot)**

These parcels are located within a long-established residential neighborhood just south of downtown Wausau. The location provides convenient access to Grand Avenue and US Highway 51, connecting the area to regional employment centers and the broader Wausau metropolitan area.

The neighborhood includes a mix of traditional single-family homes and small neighborhood-scale uses. The area is also located near several public amenities including Riverside Park, Fern Island Park, Two Hearts Dog Park and open green space that serve residents in the surrounding area. In addition, the properties are located a short distance from the Wisconsin River, the River Edge Parkway trail system, and the expanding recreational and cultural amenities within downtown Wausau.

The City welcomes collaborative dialogue with developers and builders to answer questions and provide guidance for successful redevelopment. Desirable proposals should:

- Propose a use that complements the surrounding residential character.
- Utilize components from the 2023 Neighborhood Visual Preference Survey
- Meet the Design Guidelines in the zoning ordinance and reflect the scale and character of the neighborhood.

The Developer can choose to propose one or all three of the parcels as part of the RFI proposal.

Market Demand

A Wausau Metropolitan Area Housing Study completed by the North Central Wisconsin Regional Planning Commission (NCWRPC) in 2022 shows a significant demand for additional housing units in Wausau. The study projects the need for 525 additional housing units by 2025 and 1,191 additional units by 2040.

Census data indicates a shortage of housing options across multiple price points, including both entry-level ownership opportunities and higher-value housing options within established neighborhoods. The City continues to prioritize development that expands housing availability and supports neighborhood stability.

Zoning

The properties are currently zoned Two Flat Residential (TF-10), and the City is open to working with developers to ensure proposed projects align with the most appropriate zoning classification and potential modifications.

Public input and neighborhood engagement have consistently expressed a preference for single-family homes that reflect the scale, character, and architectural style of the surrounding area. Proposals that incorporate traditional neighborhood design elements and compatible housing styles will be viewed favorably.

The City seeks development that reinforces and enhances the existing residential character of the neighborhood.

Current lot setbacks are according to Appendix B.

Site Design

The City encourages development concepts that respect the surrounding neighborhood scale and create high-quality residential infill.

Design standards must consider emergency services access and provide adequate room to safely maneuver vehicles such as fire trucks.

Site Design should to reference the 2023 Neighborhood Visual Preference Survey

The sites will be required to meet FEMA floodplain requirements.

Environmental

The City contracted for both Phase 1 and Phase 2 Environmental Assessments on the properties. The Wisconsin Department of Natural Resources has indicated that there is no further action required by the City of Wausau. Both assessments are available for reference and the City can provide additional documentation if required.

The E. Thomas Street area has known 100 and 500-year floodplain constraints. Please check with Wausau Zoning Department on building requirements. A reference map is provided in Appendix D

Design Standards

The City zoning ordinance provides design guidance through the Exterior Building Design Standards chapter and the Performance Standards chapter.

While the project area is not located within a designated historic district, development proposals should respect the existing neighborhood character and architectural style of nearby homes.

Design standards must also ensure adequate access for emergency services and provide appropriate setbacks, parking, and landscaping.

The neighborhood has provided guidance through a Visual Preference Survey. Building designs need to closely match the elements in the Visual Preference Survey.

The City has developed example residential floor plans and façade features as referenced in Appendix C that align with neighborhood input.

Public Input

The City of Wausau conducted two public engagement sessions with neighborhood residents to gather input on potential redevelopment of the E. Thomas Street parcels. These sessions included visual preference exercises where participants reviewed and discussed examples of housing styles and neighborhood design elements.

Feedback from these sessions indicated a strong preference for new single-family homes that reflect the scale, character, and architectural style of the surrounding neighborhood**.** Residents emphasized the importance of maintaining the residential nature of the area while encouraging reinvestment in vacant or underutilized properties.

Key themes from the public engagement process included:

- Preference for single-family homes rather than multi-family development
- Housing that matches the size, scale, and character of surrounding homes

• Traditional residential architectural styles consistent with the neighborhood such as gable roofs
• Development that enhances neighborhood stability and property values

Proposal Preparation

Any costs incurred in the development of the Response to this Request for Interest are borne by the Developer. The City of Wausau is not responsible for any costs incurred by the Developer in formulating a response or any other associated costs.

Information and attachments provided as part of this RFI are intended to assist developers in understanding the site. All information should be verified by the developer.

Evaluation Criteria

The Economic Development Committee and internal staff evaluation shall consider proposals based on the quality of response, proposed use, appropriateness for the neighborhood, and projected investment.

The following elements will be primary considerations in evaluating submitted responses (total of 100 points):

Proposal complements the established neighborhood and reflects public input
40 Points

Proposal offers a reasonable purchase price and limits the request for public assistance.
40 Points

Developer possesses diverse resources, a successful track record, and strong financial backing for the project.
20 Points

Supporting Document Links

The City has undertaken various planning efforts that may help inform development proposals for the area.

Wausau Strategic Plan

NCWRPC Housing Study

E. Thomas Street Phase I Environmental Site Assessment

E. Thomas Street Phase II Environmental Site Assessment

2023 Neighborhood Visual Preference Survey Results

FEMA Flood Map Service Center | Search By Address

Deliverables

Format and Required Information

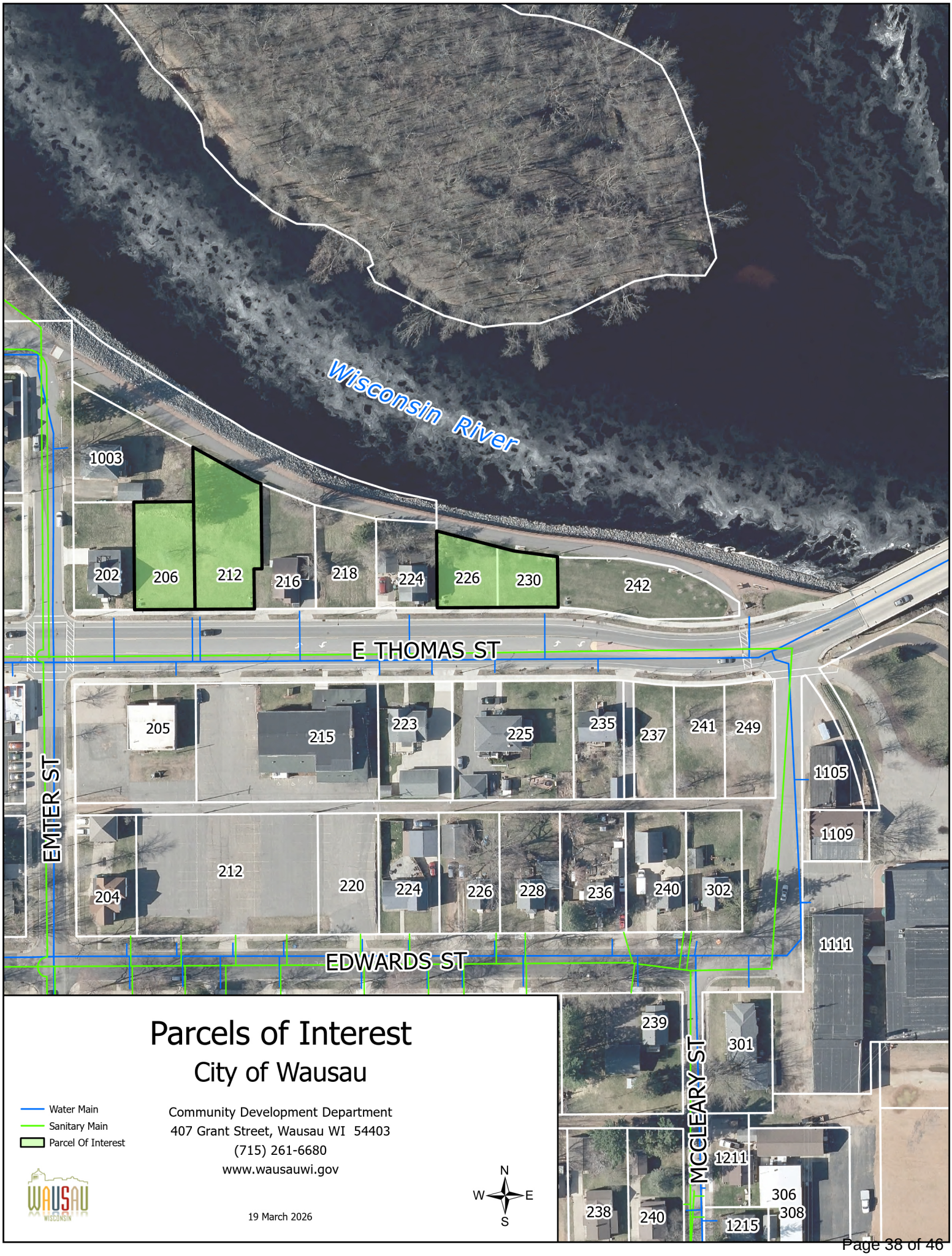
Submitted proposals should include the following sections:

1. Interested developer name, address, telephone, and email.
2. Summary of your interest in the property.
3. A concept plan for the property (does not need to be engineered).
4. Proposed use of the area with photos or illustrations of examples.
5. Proposed purchase price offered.
6. Estimated construction value and approximate construction timeline.
7. Examples of successful redevelopment projects completed by the developer.
8. Maximum of **15 pages**.

Submission Information

City of Wausau
407 Grant St
Wausau, WI 54403

Patrick Gatterman
Economic Development Manager
Patrick.Gatterman@wausauwi.gov
715-261-6686



Parcels of Interest

City of Wausau

Water Main
Sanitary Main
Parcel Of Interest

Community Development Department
407 Grant Street, Wausau WI 54403
(715) 261-6680
www.wausauwi.gov

19 March 2026

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Wausau Community Development
(715) 261-6680

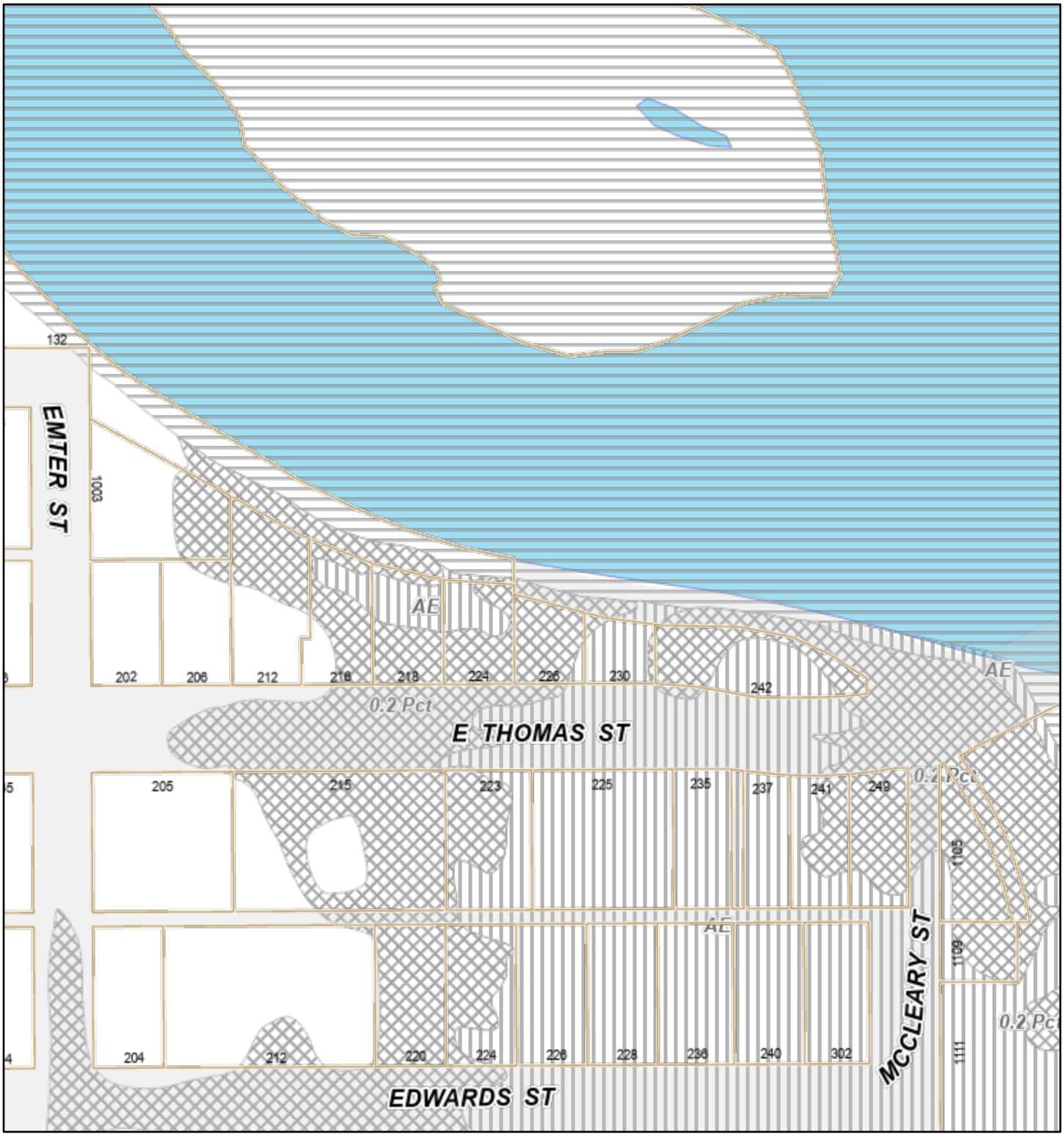
226 E Thomas St - 29129073540034
230 E Thomas St - 29129073540035

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26 March 2026

FEMA 100/500 Year



3/31/2026, 9:33:04 AM

1:2,028

0 0.01 0.02 0.04 mi

0 0.02 0.04 0.07 km

- Parcel
- Right Of Way

Floodplain

- AE
- AE FLOODWAY
- 0.2 PCT ANNUAL CHANCE FLOOD HAZARD
- Municipal Boundaries
- Water



Wausau Community Development
(715) 261-6680

206 E Thomas St - 29129073540029
212 E Thomas St - 29129073540339

This is NOT a certified survey map.

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30 March 2026

MEMO

TO: Economic Development Committee
FROM: Patrick Gatterman, Economic Development Manager
DATE: 04/06/26
RE: Site Consideration for E. Thomas Street & McCleary Corner Parcels

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The City of Wausau is seeking development interest for the corner parcels located at E. Thomas Street and McCleary Street. The site represents a redevelopment opportunity within an established neighborhood; however, it includes several physical and infrastructure-related considerations that should be evaluated when determining the most appropriate use of the property. The site is currently comprised of three parcels (237, 241, and 249 E. Thomas Street) and is zoned Two Flat Residential (TF-10).

As part of future roadway improvements, a required 34-foot Public Works dedication along McCleary Street will reduce the overall development of the site. As a result, the current three-parcel configuration will be consolidated into two parcels, which will influence site layout, lot dimensions, and redevelopment potential.

Public utilities are located within McCleary Street right-of-way and are not available along E. Thomas Street. Extension of services will require additional utility easements across the site, introducing additional coordination, design considerations, and increasing cost impacts.

This segment of E. Thomas Street includes a center median that restricts certain turning movements, including direct westbound access. As a result, each development scenario presents access and circulation challenges that must be addressed through site design.

In 2023, the City conducted neighborhood engagement, including public meetings and a visual preference survey. Feedback indicated a preference for traditional single-family homes that reflect the scale and character of the surrounding neighborhood and maintain a cohesive streetscape.

The site also has both 100 and 500-year floodplain constraints that will impact building requirements and cost.

Given these conditions, staff has identified the following development options for Committee consideration:

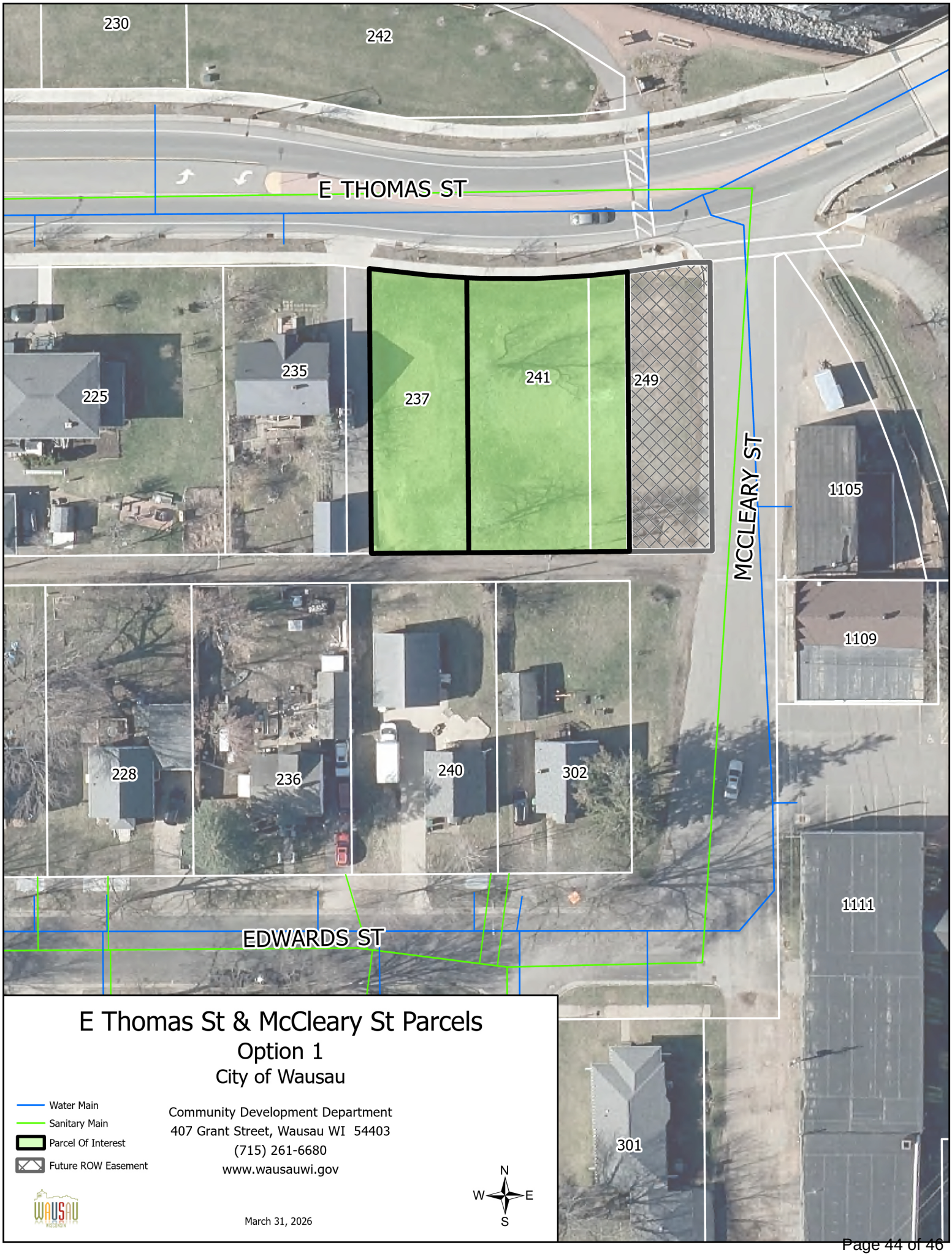
Option 1 – Two Parcels Fronting E. Thomas Street (North-South Orientation):
Both parcels would front E. Thomas Street and be oriented north to south. Due to median restrictions, access would be supported from the alley. This configuration would require additional utility easements across one or both parcels to extend services from McCleary Street, which will introduce

design constraints and added costs. The site will require additional building considerations due to both 100 and 500-year floodplain. All work must meet FEMA floodplain requirements.

Option 2 – Split Frontage (East-West Orientation):
One parcel would front E. Thomas Street and one parcel would front McCleary Street, with parcels oriented east to west. Access for both parcels would be accommodated from McCleary Street to avoid median-related turning constraints. Because one parcel directly fronts McCleary Street, utility access can be more efficiently provided, minimizing or eliminating the need for additional private easements. The site will require additional building considerations due to both 100 and 500-year floodplain. All work must meet FEMA floodplain requirements.

Option 3 – Single Parcel Development (Multifamily or Commercial):
The site would be combined into a single parcel to support a higher-intensity use such as multifamily or small-scale commercial development. Access and parking would likely be oriented toward the McCleary Street side of the property. As a single parcel with frontage on McCleary Street, utility extensions could be accommodated without the need for additional private easements. Commercial buildings do not have the same requirement as residential for floodplain concerns.

Given the site constraints and redevelopment objectives, the Community Development Department is seeking direction from the Committee on the preferred development approach. Staff is requesting feedback on site configuration, use, and intensity to guide future planning and potential solicitation of development interest.



E Thomas St & McCleary St Parcels

Option 1

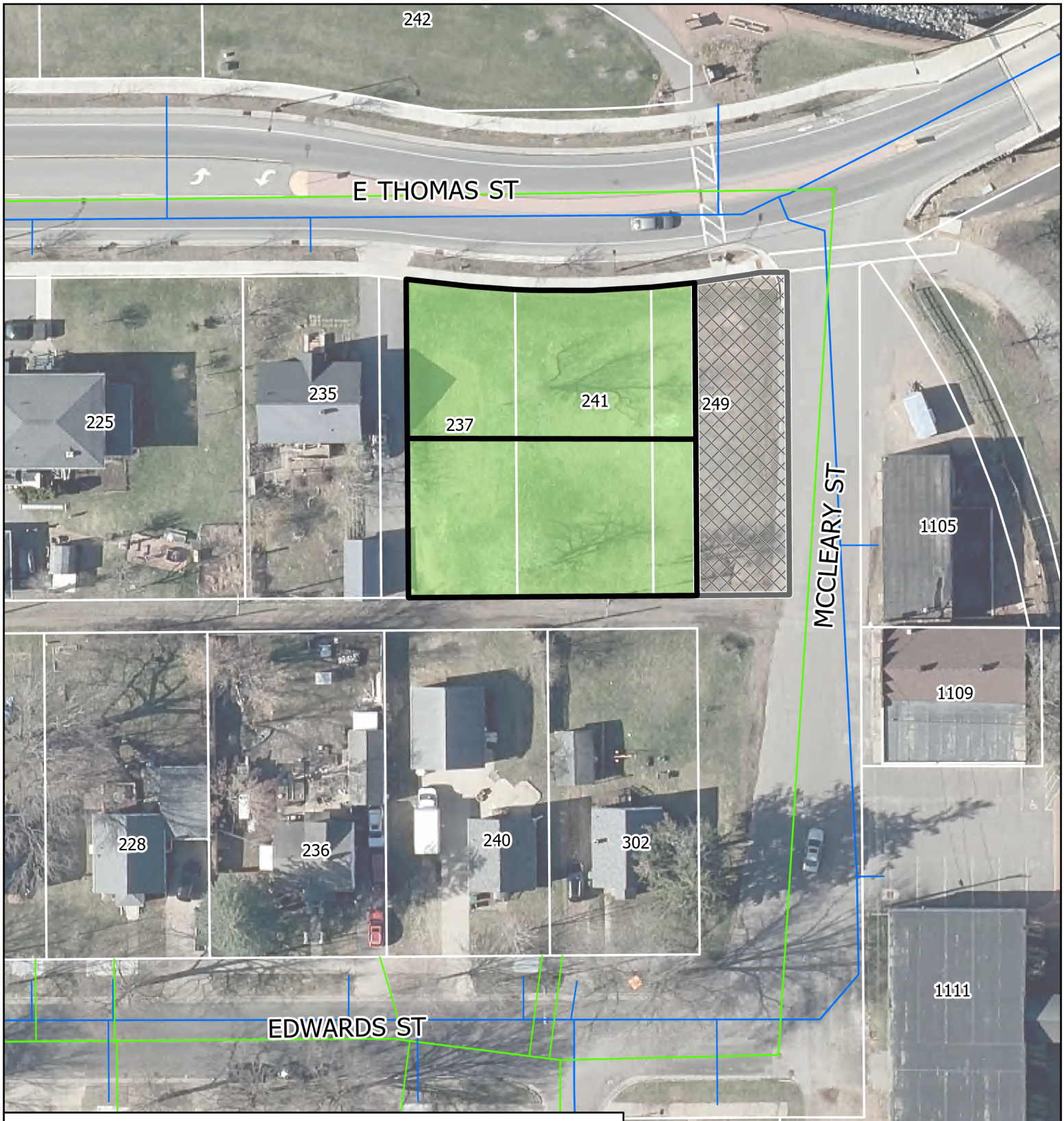
City of Wausau

Water Main
Sanitary Main
Parcel Of Interest
Future ROW Easement

Community Development Department
407 Grant Street, Wausau WI 54403
(715) 261-6680
www.wausauwi.gov

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March 31, 2026



E Thomas St & McCleary St Parcels

Option 2

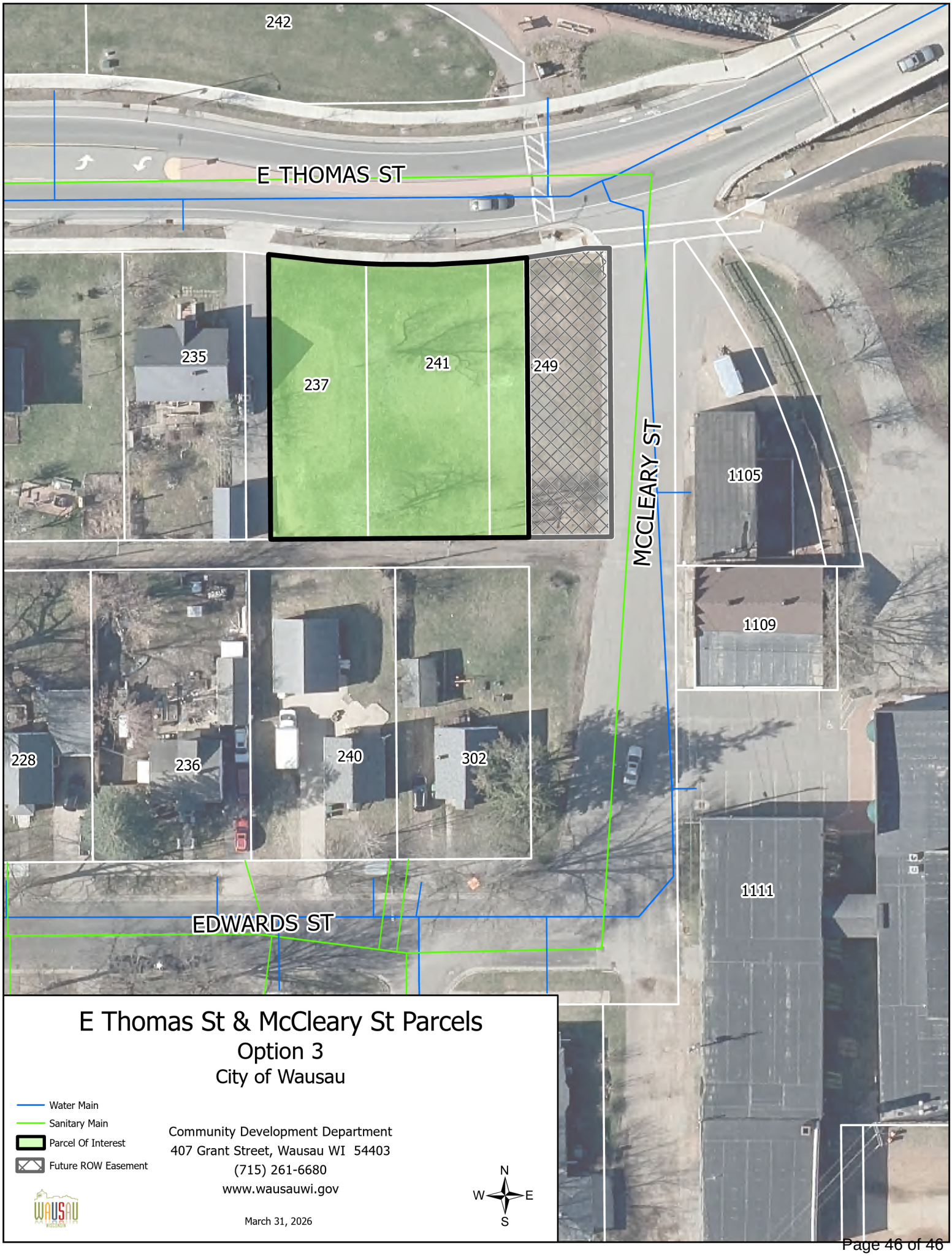
City of Wausau

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March 31, 2026



E Thomas St & McCleary St Parcels

Option 3

City of Wausau

Water Main
Sanitary Main
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Future ROW Easement

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March 31, 2026

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