

VILLAGE OF ROTHSCHILD

PAVILION MARKETPLACE REDEVELOPMENT PLAN



Image Source: Bing.com

"....Good plans shape good decisions. That's why good planning helps to make elusive dreams come true"

- Lester R. Bittel

Adopted 01-28-2013

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ACKNOWLEDGEMENTS

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A special thanks to the residents of Rothschild and other individuals who developed this plan for the future of Rothschild Pavilion Marketplace.



OVERVIEW

PLAN PURPOSE

This Redevelopment Plan is intended to be a “living” guide for the future overall development of Rothschild’s Pavilion Marketplace area. It serves to meet the objectives listed below.

PLAN OBJECTIVES

- 1 Heighten awareness and “brand” the area.
- 2 Provide a vision for future land uses, transportation and utility infrastructure, compatible with market expectations and sound planning principles.
- 3 Enhance the overall aesthetics of the corridor, including private building design, private landscaping and site design, signage, and public streetscaping.
- 4 Facilitate private investment of under-utilized land to improve the local economy and tax base.



Pavilion Park is 25.9 acres and has striking views of the Wisconsin River and Rib Mountain. The Park is home to a historical pavilion, which is on the National Register of Historic Places (Reference # 02000708), that serves as a local icon hosting events large and small, intimate and public. Pavilion Park is also home to the Rothschild-Schofield Aquatic Center and the Rothschild Water Treatment Plant, including three municipal wells and one lift station.

INTRODUCTION

The Village of Rothschild is located in Marathon County and is the northern terminus of the I-39 corridor. The Village is just minutes from the City of Wausau, and is bordered by the Town of Rib Mountain and the Wisconsin River to the west, the City of Schofield to the north, the Village of Weston to the east, and Village of Kronenwetter to the south.

The planning area (branded as “Pavilion Marketplace”) is located in the Village’s northernmost corner, north of WIS-29. The planning area is bisected by Business Highway 51 (Grand Avenue), connecting the Village of Rothschild with the City of Wausau. The Village has asked MSA Professional Services, Inc. to help them evaluate and provide recommendations that revitalize the area, meeting four objectives (listed on the left).

Concurrent with this planning project, MSA Professional Services worked with another Village steering committee to develop a separate master plan for Pavilion Park. The recommendations of the park plan are summarized and adopted as a component of this redevelopment plan. At the conclusion of the planning project the Village intends to create a Tax Incremental Finance District to provide one source of funding for recommended improvements.

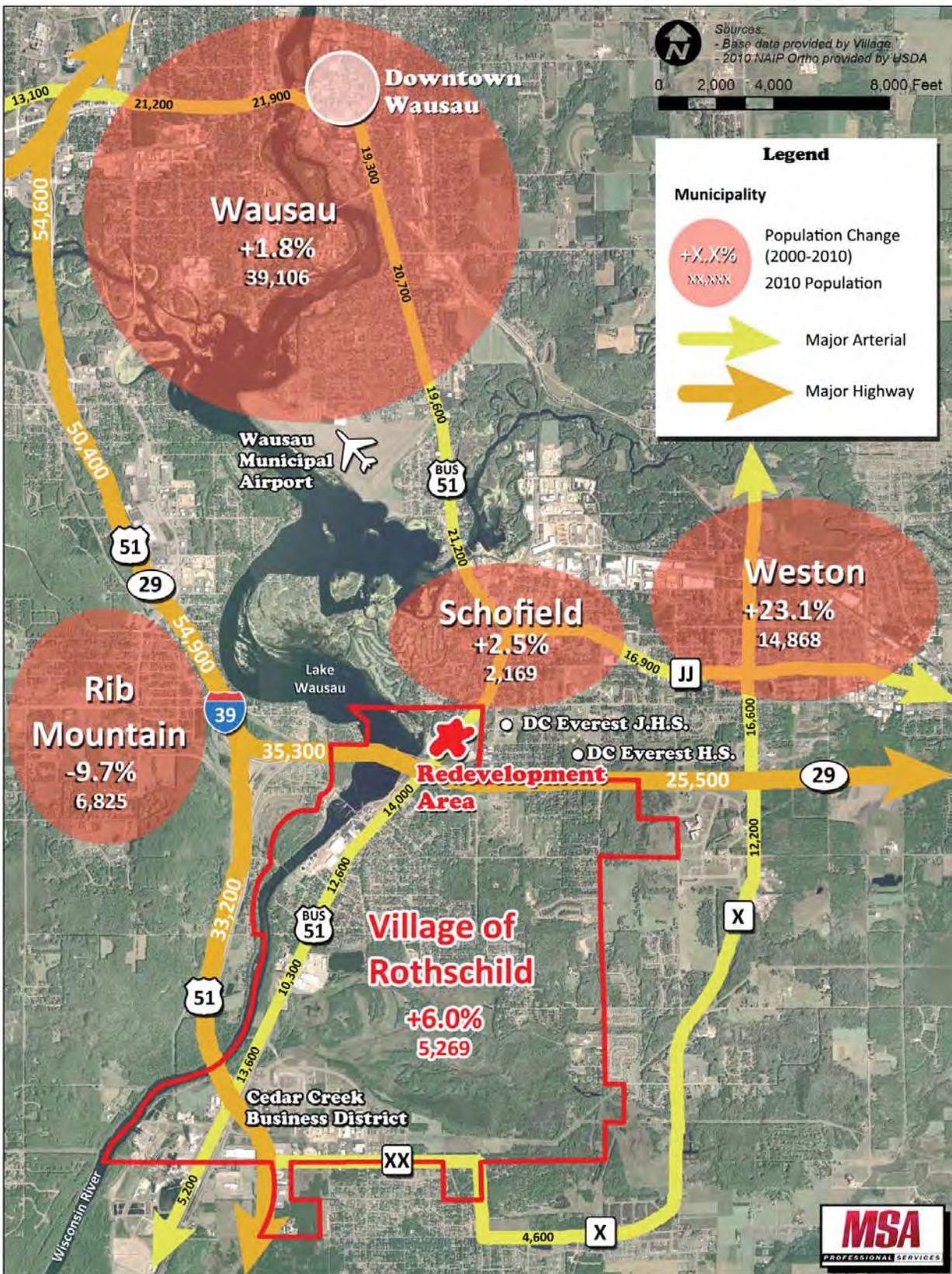
PLANNING PROCESS

The Rothschild Redevelopment Plan Project began in September 2012 in conjunction with the Village of Rothschild Park Master Plan project. A steering committee, consisting of representatives from area businesses, the D.C. Everest School District, Plan Commission, Village Board, and Village Staff provided project oversight. A public hearing was held prior to the Village Plan Commission recommending adopting the redevelopment plan as a component of the Village’s Comprehensive Land Use Plan. The final plan was presented before the Village Board for adoption.

Project Milestones

- | | |
|----------------|---|
| September 2012 | Steering Committee Meeting #1
Visioning & Goal Setting |
| October 2012 | Steering Committee Meeting #2
Site Assessment & Market Analysis |
| November 2012 | Steering Committee Meeting #3
Future Land Use/Transportation Alternatives |
| December 2012 | Steering Committee Meeting #4
Draft Plan Review & Recommendation |
| January 2013 | Plan Commission
Public Hearing and Recommendation |
| January 2013 | Village Board
Adoption |

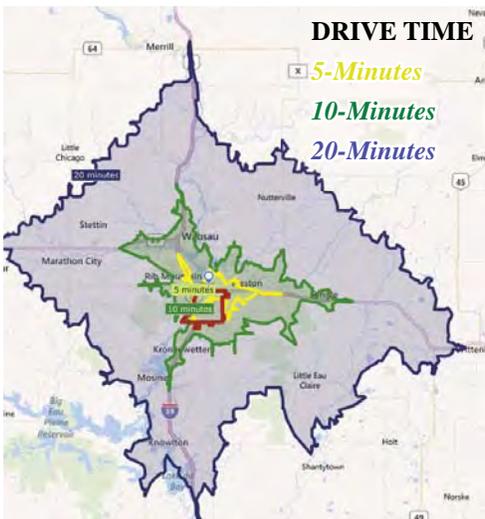
REGIONAL CONTEXT



PURPOSE, PROCESS, & CONTEXT

MARKET CONDITIONS

INTRODUCTION



The data provided in the following tables corresponds to 5-, 10- and 20-minute “drive time sheds” from the intersection of US Highway 51 and WIS 29, a major transportation cross-roads located in the planning area. The approximate area within each drive time shed is illustrated in the image to the left. For reference purposes the corporate limits of the Village of Rothschild (red) is also shown. Note, the 5-minute drive time includes most of the Village residential neighborhoods north of the Cedar Creek wetland and portions of the communities of Schofield and Weston. The 10-minute drive time includes the remaining portions of Rothschild including the Cedar Creek Business Park, portions of the City of Wausau, portions of Kronenwetter/Mosinee and the Town of Rib Mountain. The 20-minute drive time includes the entire Wausau region, extending, but excluding the City of Merrill to the north and the Village of Wittenberg to the east, and including the Village of Knowlton to the south and Marathon City to the west.

DEMOGRAPHICS

Table 1 provides a snap shot of key demographic and income statistics in the region. Tables 2 and 3 provide a trend analysis for the years 2000-2010 and 2010-2015, including comparison with state and national demographic trends. Table 4 provides a snap shot of population by age. Tables 5 and 6 provides a trends analysis for population by age for the years 2000-2010 and 2010-2015.

Table 1: General Market Indicators

Demographics	0-5 Minute Drive Time			0-10 Minute Drive Time			0-20 Minute Drive Time		
	2000	2010	2015	2000	2010	2015	2000	2010	2015
Population	9,116	9,306	9,411	46,593	50,157	51,498	95,699	103,235	106,132
Median Age	36.0	37.9	38.1	35.7	37.4	37.5	36.4	38.7	39.1
Households	3,712	3,930	4,040	18,101	20,185	20,940	37,000	41,428	43,034
Average Household Size	2.41	2.32	2.30	2.53	2.44	2.41	2.54	2.45	2.42
Median Household Income	\$43,005	\$52,121	\$59,551	\$44,284	\$57,480	\$64,427	\$45,310	\$57,874	\$64,715

Table 2: Market Trends 2000-2010

Demographic Trends 2000-2010	0-5 Minute	0-10 Minute	0-20 Minute	State	USA
Population	2.08%	7.65%	7.87%	7.05%	10.58%
Median Age	5.28%	4.76%	6.32%	5.83%	4.82%
Households	5.87%	11.51%	11.97%	9.38%	10.69%
Average Household Size	-3.73%	-3.56%	-3.54%	-2.00%	0.00%
Median Household Income	21.20%	29.80%	27.73%	27.47%	29.12%

Table 3: Market Trends 2010-2015

Demographic Trends 2010-2015	0-5 Minute	0-10 Minute	0-20 Minute	State	USA
Population	1.13%	2.67%	2.81%	2.36%	3.85%
Median Age	0.53%	0.27%	1.03%	0.52%	0.81%
Households	2.80%	3.74%	3.88%	2.97%	3.94%
Average Household Size	-0.86%	-1.23%	-1.22%	-0.82%	0.39%
Median Household Income	14.26%	12.09%	11.82%	13.41%	12.39%

Tables 1-3 indicate that there are over 9,000 people living within a 5-minute drive time from the planning area and 50,000 to 100,000 people within a 20-minute drive time. From 2000 to 2010 the population within the 5-minute drive time grew by only 2.08%; however, the growth rates within the 10- and 20-minute drive time were similar to the State average. The population growth rates per trade area are expected to exceed the State average through 2015, with the exception of slower growth rates within the 5-minute drive time.

Tables 4-6 indicate the population trends from 2000-2010 by age and the projected population change from 2010- 2015. From 2000 to 2010 the number of 0-9, 10-19 and 35-54 age groups have decreased by varying degrees. The population rates in these same cohorts are expected to continue to decrease over the next five years. The cohorts which have grown in population from 2000 to 2010 include those 20-34 and 55+. This trend is expected to continue from 2010-2015.

There are approximately 4,000 households within a 5-minute drive time the planning area and 20,000 to 41,000 households within a 20-minute drive time. From 2000 to 2010 the number of households within the 5-minute drive time grew by only 5.3%; however, the growth rates within the 10- and 20-minute drive time exceeded the State average. The household growth rates per trade area are expected to exceed the State average through 2015, with the exception of slower growth rates within the 5-minute drive time. Within the drive times the average household size ranges from 2.3 to 2.5 in 2010. Average household size has been slowly decreasing at a rate slightly exceeding state and national averages. This trend is expected to continue and is a reflection of several demographic conditions including increased life expectancies, smaller family sizes and increases in single parent households. Refer to page 11 for additional information on housing trends.

The median income for the state in 2000 was \$43,849, in 2010 \$55,895, and projected \$63,391 in 2015. For all three years the median income within the 5-minute drive time is less than the state median; however, the incomes in the 10- and 20-minute drive times exceeds the state median. Growth in median household income within the 5-minute drive time lagged behind the growth rates for the 10-, 20-minute, state, and U.S. rates from 2000 to 2010. In 2010, the median household income within the 5-minute drive time was approximately \$5,000 less than the median household incomes in the 10- and 20-minute drive time, and this income gap is expected to close slightly by 2015.

In summary, the data indicates continued growth in the population within the planning area. Most of this growth will occur in the 20-34 (young professionals) and 55+ (senior) age groups. Average household size is expected to continue to decline at a rate consistent or exceeding state and national averages. Median household income will continue to increase at rates similar to state and national expectations.

Table 4: General Population Indicators

Population By Age	0-5 Minute Drive Time			0-10 Minute Drive Time			0-20 Minute Drive Time		
	2000	2010	2015	2000	2010	2015	2000	2010	2015
0-9	1,245	1,215	1,225	6,617	6,824	7,005	13,137	13,350	13,631
10-19	1,335	1,162	1,122	7,036	6,725	6,696	14,661	13,734	13,638
20-34	1,827	1,938	2,009	9,134	9,926	10,346	17,926	19,494	20,132
35-54	2,687	2,590	2,386	13,858	14,160	13,507	29,049	32,777	28,460
55+	2,020	2,402	2,670	9,949	12,523	13,945	20,900	26,873	30,270

Table 5: Population Trends 2000-2010

Population Trends by Age 2000-2010	0-5 Minute	0-10 Minute	0-20 Minute
0-9	-2.41%	3.13%	1.62%
10-19	-12.96%	-4.42%	-6.32%
20-34	6.08%	8.67%	8.75%
35-54	-3.61%	2.18%	12.83%
55+	18.91%	25.87%	28.58%

Table 6: Population Trends 2010-2015

Population Trends by Age 2010-2015	0-5 Minute	0-10 Minute	0-20 Minute
0-9	0.82%	2.65%	2.10%
10-19	-3.44%	-0.43%	-0.70%
20-34	3.66%	4.23%	3.27%
35-54	-7.88%	-4.61%	-13.17%
55+	11.16%	11.36%	12.64%



Village of Rothschild population:

- 1970 = 3,141
- 1980 = 3,338
- 1990 = 3,310
- 2000 = 4,970
- 2010 = 5,269
- 2030 = 8,633 (projected)

Source: Wisconsin Department of Administration
and
ESRI Business Analyst

MARKET CONDITIONS

RETAIL MARKET PROFILE

The table on the right summarizes the supply vs. demand for various retail categories. Demand is the expected amount spent by consumers at retail establishments and supply estimates sales to consumers by establishments. The Retail Gap represents the difference between retail potential and retail sales. The Leakage/Surplus Factor presents a snapshot of retail opportunity (supply vs. demand), ranging from +100 (total leakage) to -100 (total surplus). A positive value indicates there is more demand than supply in the area (i.e. consumers are “leaking” outside the trade area to acquire goods and services). A negative value indicates there is a surplus of retail services (i.e. consumers are drawn in from outside the trade area and demand within the trade area is being met). This summary indicates the majority of the market is being met within all trade areas, except for food/drink establishments that can pull from the neighboring communities.

The subsequent tables indicates the mismatches between supply and demand for retail industry groups within the three specified trade areas (5-, 10-, and 20-minute drive times). Some of the data requires skepticism, for example the apparent demand for Clothing, Book, Periodicals, &

Table 7: Retail Market Industry Summary

RETAIL MARKET (Industry Summary)	5-Min Drive Time	10-Min Drive Time	20-Min Drive Time
Retail Trade (NAICS 44-45)			
Demand	\$74,541,231	\$421,218,333	\$875,555,608
Supply	\$193,024,575	\$740,249,643	\$1,047,159,574
Retail Gap	-\$118,483,344	-\$319,031,310	-\$171,603,966
Surplus/Leakage Factor	-44.3	-27.5	-8.9
Number of Businesses	93	383	637
Food & Drink (NAICS 722)			
Demand	\$12,562,242	\$70,534,194	\$145,893,513
Supply	\$19,894,193	\$86,574,969	\$125,716,827
Retail Gap	-\$1,550,476	-\$16,040,775	\$20,176,686
Surplus/Leakage Factor	-226.0	-10.2	7.4
Number of Businesses	42	162	291
Retail Trade and Food & Drink (NAICS 44-45, 722)			
Demand	\$87,103,473	\$491,752,527	\$1,021,449,121
Supply	\$212,918,768	\$826,824,612	\$1,172,876,401
Retail Gap	-\$120,033,820	-\$335,072,085	-\$151,427,280
Surplus/Leakage Factor	-41.9	-25.4	-6.9
Number of Businesses	135	545	928

Source: ESRI Business Analyst

Music Stores does not account for the recent shift away from storefront retailers to online merchants for many of these purchases.

Table 8: 5-Minute Leakage/Surplus Factor by Industry Group

Industry Group, 0-5 Minute Drive Time	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage / Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$17,563,011	\$39,955,271	-\$22,392,260	-38.9	17
Automobile Dealers	\$14,837,070	\$32,628,909	-\$17,791,839	-37.5	8
Other Motor Vehicle Dealers	\$1,587,702	\$3,054,777	-\$1,467,076	-31.6	2
Auto Parts, Accessories & Tire Stores	\$1,138,240	\$4,271,586	-\$3,133,346	-57.9	7
Furniture & Home Furnishings Stores	\$2,432,189	\$5,226,061	-\$2,793,872	-36.5	7
Furniture Stores	\$2,079,784	\$3,655,257	-\$1,575,473	-27.5	2
Home Furnishings Stores	\$352,404	\$1,570,803	-\$1,218,399	-63.4	4
Electronics & Appliance Stores	\$2,298,512	\$3,159,085	-\$860,573	-15.8	4
Bldg Materials, Garden Equip. & Supply	\$3,091,860	\$1,355,061	\$1,736,799	39.1	7
Bldg Material & Supplies Dealers	\$2,947,180	\$1,300,972	\$1,646,207	38.8	6
Lawn & Garden Equip & Supply Stores	\$144,680	\$54,089	\$90,591	45.6	1
Food & Beverage Stores	\$13,956,102	\$33,485,706	-\$19,529,604	-41.2	4
Grocery Stores	\$12,672,818	\$33,190,993	-\$20,518,176	-44.7	2
Specialty Food Stores	\$638,480	\$84,224	\$554,256	76.7	1
Beer, Wine & Liquor Stores	\$644,805	\$210,488	\$434,316	50.8	1
Health & Personal Care Stores	\$2,148,410	\$2,730,138	-\$581,728	-11.9	8
Gasoline Stations	\$14,681,920	\$46,705,197	-\$32,023,277	-52.2	8
Clothing & Clothing Accessories Stores	\$2,770,819	\$2,456,479	\$314,339	6.0	7
Clothing Stores	\$1,965,619	\$1,697,645	\$267,975	7.3	3
Shoe Stores	\$345,781	\$442,944	-\$97,164	-12.3	3
Jewelry, Luggage & Leather Goods	\$459,419	\$315,890	\$143,529	18.5	0
Sporting Goods, Hobby, Book & Music Stores	\$755,583	\$1,989,453	-\$1,233,870	-44.9	10
Sporting Goods/Hobby/Musical Instr Stores	\$230,822	\$879,721	-\$648,899	-58.4	8
Book, Periodical & Music Stores	\$524,761	\$1,109,732	-\$584,971	-35.8	2
General Merchandise Stores	\$12,608,808	\$52,885,813	-\$40,277,006	-61.5	5
Department Stores Excluding Leased Depts.	\$6,189,396	\$32,722,019	-\$26,532,624	-68.2	3
Other General Merchandise Stores	\$6,419,412	\$20,163,794	-\$13,744,382	-51.7	2
Miscellaneous Store Retailers	\$1,355,308	\$1,824,675	-\$469,367	-14.8	16
Florists	\$78,024	\$184,113	-\$106,089	-40.5	2
Office Supplies, Stationery & Gift Stores	\$798,009	\$871,580	-\$73,571	-4.4	5
Used Merchandise Stores	\$64,753	\$171,655	-\$106,902	-45.2	7
Other Miscellaneous Store Retailers	\$414,522	\$597,327	-\$182,805	-18.1	3
Direct Selling Establishments	\$312,012	\$1,251,636	-\$939,624	-60.1	1
Food Services & Drinking Places	\$12,562,242	\$19,894,193	-\$7,331,951	-22.6	42
Full-Service Restaurants	\$4,051,085	\$8,865,004	-\$4,813,920	-37.3	22
Limited-Service Eating Places	\$6,303,157	\$9,633,417	-\$3,330,260	-20.9	14
Special Food Services	\$1,242,930	\$690,438	\$552,492	28.6	1
Drinking Places - Alcoholic Beverages	\$965,070	\$705,333	\$259,737	15.5	6

Source: ESRI Business Analyst

Industry Group Leakages within 5-Min Trade Area

- Building Material & Supplies Dealership
- Lawn & Garden Equipment/Supplies Stores
- Specialty Food Stores
- Beer, Wine, & Liquor Stores
- Clothing Stores
- Jewelry, Luggage, & Leather Goods Stores
- Specialty Food Services
- Drinking Places (alcohol)

Table 9: 10-Minute Leakage/Surplus Factor by Industry Group

Industry Group, 0-10 Minute Drive Time	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage / Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$100,056,690	\$187,680,199	-\$87,623,509	-30.5	67
Automobile Dealers	\$84,444,472	\$137,771,104	-\$53,326,632	-24.0	33
Other Motor Vehicle Dealers	\$9,191,727	\$32,383,355	-\$23,191,628	-55.8	11
Auto Parts, Accessories & Tire Stores	\$6,420,491	\$17,525,740	-\$11,105,249	-46.4	23
Furniture & Home Furnishings Stores	\$13,856,678	\$29,824,703	-\$15,968,025	-36.6	26
Furniture Stores	\$11,864,488	\$24,116,133	-\$12,251,645	-34.1	11
Home Furnishings Stores	\$1,992,190	\$5,708,570	-\$3,716,379	-48.3	15
Electronics & Appliance Stores	\$13,018,763	\$16,166,108	-\$3,147,345	-10.8	19
Bldg Materials, Garden Equip. & Supply Stores	\$17,854,514	\$26,035,991	-\$8,181,477	-18.6	41
Bldg Material & Supplies Dealers	\$17,026,464	\$24,920,030	-\$7,893,566	-18.8	34
Lawn & Garden Equip & Supply Stores	\$828,050	\$1,115,960	-\$287,911	-14.8	7
Food & Beverage Stores	\$78,300,489	\$150,054,615	-\$71,754,126	-31.4	22
Grocery Stores	\$71,110,003	\$138,599,162	-\$67,489,159	-32.2	12
Specialty Food Stores	\$3,583,540	\$2,247,867	\$1,335,673	22.9	7
Beer, Wine & Liquor Stores	\$3,606,946	\$9,207,586	-\$5,600,640	-43.7	3
Health & Personal Care Stores	\$12,128,383	\$14,140,843	-\$2,012,460	-7.7	31
Gasoline Stations	\$82,399,423	\$166,682,551	-\$84,283,128	-33.8	29
Clothing & Clothing Accessories Stores	\$15,584,508	\$12,812,412	\$2,772,096	9.8	37
Clothing Stores	\$11,041,420	\$8,252,970	\$2,788,451	14.5	21
Shoe Stores	\$1,939,657	\$2,001,674	-\$62,017	-1.6	8
Jewelry, Luggage & Leather Goods	\$2,603,430	\$2,557,768	\$45,662	0.9	8
Sporting Goods, Hobby, Book & Music Stores	\$4,230,946	\$7,057,043	-\$2,826,097	-25.0	29
Sporting Goods/Hobby/Musical Instr Stores	\$1,308,500	\$3,905,802	-\$2,597,303	-49.8	25
Book, Periodical & Music Stores	\$2,922,447	\$3,151,241	-\$228,794	-3.8	5
General Merchandise Stores	\$71,184,035	\$115,975,228	-\$44,791,192	-23.9	13
Department Stores Excluding Leased Depts.	\$34,979,466	\$58,752,791	-\$23,773,325	-25.4	7
Other General Merchandise Stores	\$36,204,569	\$57,222,436	-\$21,017,867	-22.5	6
Miscellaneous Store Retailers	\$7,684,947	\$8,860,099	-\$1,175,153	-7.1	64
Florists	\$447,843	\$701,140	-\$253,297	-22.0	7
Office Supplies, Stationery & Gift Stores	\$4,520,970	\$4,693,810	-\$172,841	-1.9	23
Used Merchandise Stores	\$362,842	\$387,406	-\$24,564	-3.3	14
Other Miscellaneous Store Retailers	\$2,353,292	\$3,077,743	-\$724,451	-13.3	20
Direct Selling Establishments	\$1,735,336	\$4,959,851	-\$3,224,515	-48.2	4
Food Services & Drinking Places	\$70,534,194	\$86,574,969	-\$16,040,775	-10.2	162
Full-Service Restaurants	\$22,759,744	\$28,570,272	-\$5,810,528	-11.3	68
Limited-Service Eating Places	\$35,469,078	\$44,650,070	-\$9,180,992	-11.5	46
Special Food Services	\$6,988,976	\$7,762,858	-\$773,881	-5.2	8
Drinking Places - Alcoholic Beverages	\$5,316,395	\$5,591,769	-\$275,374	-2.5	39

Source: ESRI Business Analyst

Table 10: 20-Minute Leakage/Surplus Factor by Industry Group

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage / Surplus Factor	Number of Business
Motor Vehicle & Parts Dealers	\$206,920,460	\$279,402,141	-\$72,481,681	-14.9	93
Automobile Dealers	\$174,179,654	\$193,810,236	-\$19,630,582	-5.3	43
Other Motor Vehicle Dealers	\$19,436,823	\$65,380,906	-\$45,944,083	-54.2	19
Auto Parts, Accessories & Tire Stores	\$13,303,983	\$20,210,999	-\$6,907,016	-20.6	31
Furniture & Home Furnishings Stores	\$28,657,899	\$37,746,518	-\$9,088,619	-13.7	42
Furniture Stores	\$24,450,769	\$29,013,769	-\$4,563,000	-8.5	17
Home Furnishings Stores	\$4,207,129	\$8,732,749	-\$4,525,619	-35.0	25
Electronics & Appliance Stores	\$26,919,804	\$21,573,101	\$5,346,703	11.0	28
Bldg Materials, Garden Equip. & Supply Stores	\$37,449,937	\$66,626,988	-\$29,177,051	-28.0	73
Bldg Material & Supplies Dealers	\$35,660,768	\$64,626,179	-\$28,965,411	-28.9	60
Lawn & Garden Equip & Supply Stores	\$1,789,169	\$2,000,809	-\$211,640	-5.6	13
Food & Beverage Stores	\$162,758,158	\$184,377,178	-\$21,619,019	-6.2	48
Grocery Stores	\$147,889,322	\$166,702,166	-\$18,812,844	-6.0	24
Specialty Food Stores	\$7,438,191	\$8,282,164	-\$843,973	-5.4	21
Beer, Wine & Liquor Stores	\$7,430,645	\$9,392,848	-\$1,962,203	-11.7	4
Health & Personal Care Stores	\$25,407,178	\$22,981,172	\$2,426,006	5.0	47
Gasoline Stations	\$171,884,065	\$235,265,284	-\$63,381,219	-15.6	46
Clothing & Clothing Accessories Stores	\$32,268,012	\$26,246,996	\$6,021,016	10.3	70
Clothing Stores	\$22,870,866	\$18,966,283	\$3,904,584	9.3	41
Shoe Stores	\$3,984,484	\$2,936,226	\$1,048,258	15.1	13
Jewelry, Luggage & Leather Goods	\$5,412,662	\$4,344,488	\$1,068,175	10.9	16
Sporting Goods, Hobby, Book & Music Stores	\$8,782,929	\$9,501,422	-\$718,493	-3.9	47
Sporting Goods/Hobby/Musical Instr Stores	\$2,760,054	\$5,207,234	-\$2,447,180	-30.7	37
Book, Periodical & Music Stores	\$6,022,875	\$4,294,188	\$1,728,687	16.8	10
General Merchandise Stores	\$148,021,203	\$132,980,384	\$15,040,819	5.4	20
Department Stores Excluding Leased	\$72,465,066	\$71,804,116	\$660,950	0.5	11
Other General Merchandise Stores	\$75,556,137	\$61,176,268	\$14,379,869	10.5	9
Miscellaneous Store Retailers	\$16,039,952	\$17,386,341	-\$1,346,389	-4.0	113
Florists	\$951,017	\$1,240,601	-\$289,585	-13.2	12
Office Supplies, Stationery & Gift Stores	\$9,406,421	\$10,771,158	-\$1,364,737	-6.8	38
Used Merchandise Stores	\$750,760	\$587,559	\$163,201	12.2	24
Other Miscellaneous Store Retailers	\$4,931,754	\$4,787,022	\$144,732	1.5	39
Direct Selling Establishments	\$3,857,426	\$5,317,093	-\$1,459,667	-15.9	6
Food Services & Drinking Places	\$145,893,513	\$125,716,827	\$20,176,686	7.4	291
Full-Service Restaurants	\$47,096,058	\$40,757,593	\$6,338,465	7.2	116
Limited-Service Eating Places	\$73,329,380	\$60,848,549	\$12,480,831	9.3	71
Special Food Services	\$14,444,130	\$13,188,122	\$1,256,008	4.5	13
Drinking Places - Alcoholic Beverages	\$11,023,946	\$10,922,564	\$101,382	0.5	90

Source: ESRI Business Analyst

Industry Group Leakages within 10-Min Trade Area

- Specialty Food Stores
- Clothing Stores
- Jewelry, Luggage, & Leather Goods Stores

Industry Group Leakages within 20-Min Trade Area

- Electronic & Appliance Stores
- Health & Personal Care Stores
- Clothing Stores
- Shoe Stores
- Jewelry, Luggage, & Leather Goods Stores
- Book, Periodical, & Music Stores
- Used Merchandise Store Retailers
- Full-Service Restaurants
- Limited - Service Restaurants
- Specialty Food Services
- Drinking Places (alcohol)

MARKET CONDITIONS

TRADE AREA BUSINESS DEMAND

The retail market profile provides a snapshot of the demand and supply of retail businesses by sales (\$) estimates. However, a positive *Leakage/Surplus Factor* does not necessarily equate to an adequate retail potential (demand) to support a new business.

The table below compares average US Sales Data per business/store to the previous Retail Gap data to estimate the number of potential businesses that may be supported in the planning area. On the right is a summary list of business types that potentially may be supported within each specified trade area (based on the sales per store data). Below is a detailed summary table for Pavilion Marketplace's primary trade area (10-minute drive time).

5-MIN TRADE AREA

Hardware Store
Specialized Building Materials Dealers
Specialty Food Store

10-MIN TRADE AREA

Specialty Food Store
Family Clothing Store

20-MIN TRADE AREA

Appliance, Television, & Other Electronic Store
Family Clothing Store
Shoe Store
Jewelry Store
Book Store
General Merchandise Store
Used Merchandise Store
Full-Service Restaurant
Limited-Service Restaurant

Table 11: Trade Area Business Demand, 10-Minute Drive Time

Business Type	U.S. Sales Data		Trade Area (0-10 Minutes)		
	Per Capita	Average Sales / Store	Retail Gap	Leakage / Surplus Factor	# of Businesses (Demand)
New car dealers	\$ 2,280	\$ 27,632,089	\$ (53,326,632)	(24.0)	-1.9
Used car dealers	\$ 268	\$ 633,563	\$ (23,191,628)	(55.8)	-36.6
Automotive parts, accessories, & tire stores	\$ 249	\$ 789,354	\$ (11,105,249)	(46.4)	-14.1
Furniture stores	\$ 197	\$ 1,271,871	\$ (12,251,645)	(34.1)	-9.6
Home furnishings stores	\$ 172	\$ 775,414	\$ (3,716,379)	(48.3)	-4.8
Appliance, television, & other electronics stores	\$ 286	\$ 1,437,590	\$ (3,147,345)	(10.8)	-2.2
Hardware stores	\$ 68	\$ 948,935	\$ (8,181,477)	(18.6)	-8.6
Specialized building material dealers	\$ 393	\$ 2,014,250	\$ (7,893,566)	(18.8)	-3.9
Lawn & garden equipment & supplies stores	\$ 123	\$ 1,165,506	\$ (287,911)	(14.8)	-0.2
Grocery stores	\$ 1,631	\$ 3,570,309	\$ (67,489,159)	(32.2)	-18.9
Specialty food stores	\$ 62	\$ 258,156	\$ 1,335,673	22.9	5.2
Beer, wine, & liquor stores	\$ 127	\$ 877,029	\$ (5,600,640)	(43.7)	-6.4
Pharmacies & drug stores	\$ 671	\$ 4,218,922	\$ (2,012,460)	(7.7)	-0.5
Cosmetics, beauty supplies, perfume stores	\$ 39	\$ 116,573	included in Pharmacies & drug stores		
Optical goods stores	\$ 27	\$ 518,023	included in Pharmacies & drug stores		
Other health care (vitamin, medical equip)	\$ 50	\$ 218,306	included in Pharmacies stores		
Gasoline stations	\$ 1,499	\$ 3,506,684	\$ (84,283,128)	(33.8)	-24.0
Men's clothing stores	\$ 29	\$ 696,349	included in Family clothing stores		
Women's clothing stores	\$ 134	\$ 754,680	included in Family clothing stores		
Children's & infants' clothing stores	\$ 32	\$ 675,687	included in Family clothing stores		
Family clothing stores	\$ 281	\$ 1,984,619	\$ 2,788,451	14.5	1.4
Specialized clothing stores (dress, etc)	\$ 40	\$ 308,106	included in Family clothing stores		
Shoe stores	\$ 89	\$ 803,282	\$ (62,017)	(1.6)	-0.1
Jewelry stores	\$ 103	\$ 434,934	\$ 45,662	0.9	0.1
Luggage & leather goods stores	\$ 6	\$ 544,354	included in Jewelry stores		
Sporting goods stores	\$ 119	\$ 803,722	\$ (2,597,303)	(49.8)	-3.2
Hobby, toy, & game stores	\$ 55	\$ 650,609	included in Sporting Good stores		
Book Stores	\$ 61	\$ 512,938	\$ (228,794)	(3.8)	-0.4
Tape, compact disc, & record stores	\$ 12	\$ 434,504	included in Book Stores		
General merchandise stores	\$ 1,919	\$ 7,301,449	\$ (44,791,192)	(23.9)	-6.1
Florists	\$ 24	\$ 160,175	\$ (253,297)	(22.0)	-1.6
Office supplies & stationery stores	\$ 77	\$ 1,454,735	\$ (172,841)	(1.9)	-0.1
Gift, novelty, & souvenir stores	\$ 60	\$ 199,283	included in Office supplies & stationery stores		
Used merchandise stores	\$ 37	\$ 143,185	\$ (24,564)	(3.3)	-0.2
Art dealers	\$ 32	\$ 383,996	\$ (724,451)	(13.3)	-1.9
Full-service restaurants	\$ 651	\$ 753,543	\$ (5,810,528)	(11.3)	-7.7
Limited-service eating places	\$ 618	\$ 585,250	\$ (9,180,992)	(11.5)	-15.7
Drinking places (alcoholic beverages)	\$ 66	\$ 272,183	\$ (275,374)	(2.5)	-1.0

Note: The number of potential businesses is relative and should not suggest the exact number of business that will thrive in Rothschild, rather it indicates the business types that may be more marketable for the Pavilion Marketplace area, not withstanding other site or building requirements.

Source: Average Sales per Store (from US Economic Census), and the Retail Gap and Leakage/Surplus Factor (from ESRI Business Analyst)

HOUSING MARKET PROFILE

The planning area includes 56 single family parcels and two multi-family parcels. The majority of the lots are owner occupied. Most of the single family homes are modest in size (less than 1,200 sq.ft.) and were built between 1940-1960. According to the 2007-2011 American Community Survey, 64.4% of the Village's housing stock was built before 1980, indicating overall an abundance of older homes in the community. The homes in the planning area range in value from \$40,000 to \$150,000, with an averaged assessed value of \$88,000 (65% of the median value for all residential properties in the Village).

During the initial site visit the project team noticed four lots as being for sale or rent. Recent sales data from Trulia.com, a web-based real estate data resource, indicate three recent homes sales in the planning area:

- 1119 W. Grand Ave, \$117,000 on August 1, 2012 (assessed value = \$104,800)
- 1117 Alice St., \$67,000 on June 7, 2012 (assessed value = \$65,300)
- 1128 Margie St., \$63,000 on October 23, 2012 (assessed value = \$65,400)

The Wisconsin Realtors Association collects and reports housing sales data at the state and county levels. Through the first 11 months of 2012, there were 1,160 home

sales in Marathon County. This exceeds the 11 month totals for years 2008 through 2011, but is below the total for 2007 (1,326). The average sales price through the first 11 months of 2012 was \$112,417. Average sale prices have been declining every year since the high in 2007 of \$135,254. Trulia.com also reports that the median sale price for all homes in the 54474 zip code over the last three months is \$116,500 and \$125,000 in 2007. The data suggests that while the number of monthly home sales has returned to pre-recession (i.e. "the Great Recession") averages, sale prices have yet to bounce back in Marathon County and Rothschild.

Table 12 provides an analysis of the housing stock in the Village of Rothschild as compared to neighboring communities as reported from the American Community Survey (ACS) 2007-2011. The data indicates that the Village of Rothschild generally lags behind the urbanized areas of Schofield, Weston, and Wausau in the number of single-family attached dwellings, duplexes, 3-4 unit (plex) structures, and structures with five or more units. Given the trends in demographics (e.g. aging population, smaller household sizes, increases in single-parent households, increases in young professionals, etc.) the Village of Rothschild should plan for additional attached single and multi-family developments. Diversifying the housing stock will provide additional options for residents who may wish to stay in, or more to, Rothschild but don't desire a traditional detached single-family residence.

Table 12: Housing Market Indicators

Housing Units by Units in Structure	Rothschild	Schofield	Weston	Wausau	Kronenwetter	Rib Mountain
1, detached	75.8%	68.7%	57.9%	61.2%	80.8%	88.5%
1, attached	1.7%	3.6%	5.4%	3.0%	4.5%	4.5%
2	6.7%	6.8%	6.3%	12.6%	2.5%	4.4%
3 or 4	0.0%	4.4%	3.4%	5.1%	0.0%	0.6%
>5	15.4%	15.1%	17.7%	17.0%	9.2%	1.4%
Mobile Home	0.4%	1.3%	9.2%	1.2%	2.9%	0.6%
Housing Occupancy Rates						
Owner Occupied Units	79.0%	62.8%	64.5%	59.0%	83.5%	88.1%
Rental Occupied Units	21.0%	37.2%	35.5%	41.0%	16.5%	11.9%
Homeowner Vacancy Rate	0.0%	0.0%	2.8%	3.6%	2.9%	1.7%
Rental Vacancy Rate	7.2%	5.0%	6.2%	6.2%	7.2%	15.5%
Housing Value & Rent						
Median Home Value	\$ 135,000	\$ 103,600	\$ 143,200	\$ 114,700	\$ 165,700	\$ 160,600
Median Monthly Rent	\$ 719	\$ 710	\$ 731	\$ 628	\$ 743	\$ 670

Source: American Community Survey

EXISTING CONDITIONS

PROPERTY OWNERSHIP

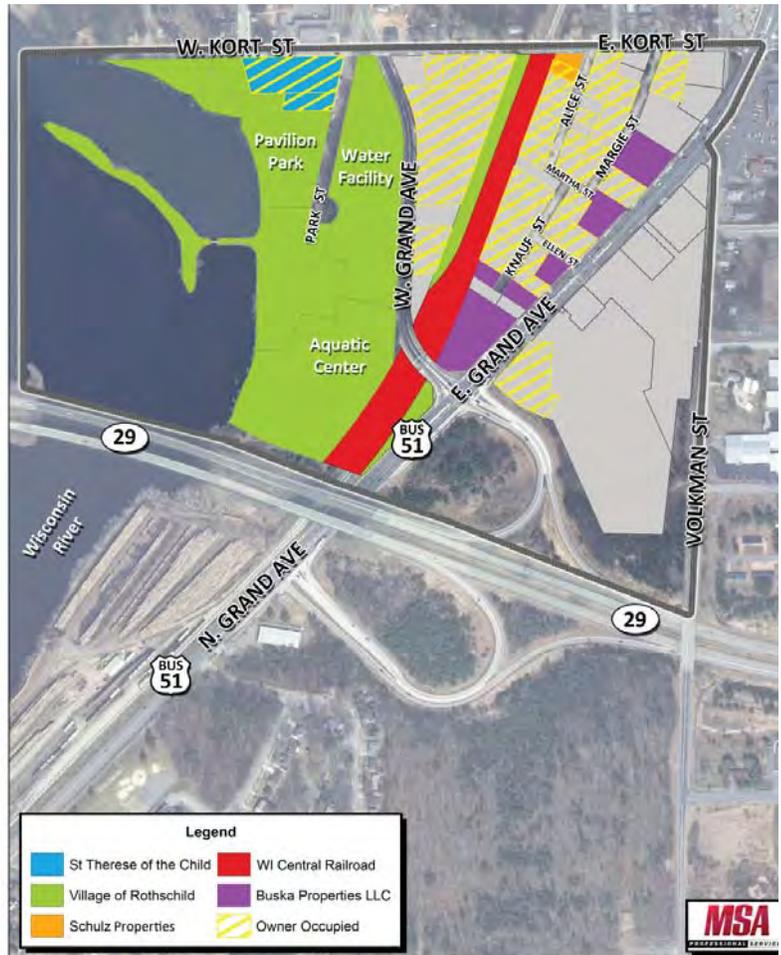
The potential to redevelop a project area is affected by the ability of the private or public sector to assemble parcels of adequate size to support new development. Existing parcels are generally too small to support the needs/demand of new residential or commercial uses. In addition, older lots were generally developed prior to the establishment of current zoning setbacks, adding to the challenge of single site redevelopment. The ability to assemble parcels of adequate size to support new development is affected by the number of existing property owners within a particular area. Generally speaking, redevelopment of a site can be executed more efficiently and cost effectively where there are fewer parcels and existing owners involved in the negotiation. The image below identifies property ownership within the planning area. Entities with more than one parcel in the planning area are identified separately. Note, there is a small piece of open space south of E. Kort St., near BUS HWY 51, which is owned by the Village of Weston, but within the Village of Rothschild.

ZONING

Zoning for the planning area is established under the Village of Rothschild Zoning Code (Chapter 590 of the Municipal Code of Ordinances). Most of the residential properties are zoned R-1 (Single-Family Residential), with two lots zoned R-5 (Two-Family Residential). There are three parcels zoned C-1 (Neighborhood Commercial), while the remaining businesses are zoned C-2 (Commercial District). Saint Therese Catholic Church is zoned G/I (Government/Institutional) and the Pavilion Park is zoned P-1 (Parkland and Conservancy). Key attributes of each district include:

- The R-1 Single-Family Residential District is intended to provide for single-family homes. The R-1 district only allows duplex developments as a conditional use, no multi-family development is allowed in this district. Planned Unit Developments are allowed as a Conditional Use.

Property Ownership Map



- The R-5 Two-Family Residential District is intended to provide for two-family dwellings such as townhouse condominiums, flats or apartment conversions in large older single-family dwellings. The R-5 district allows single-family and duplex development as permitted uses, but no multi-family development is allowed. Planned Unit Developments are allowed as a Conditional Use.
- The C-1 Neighborhood Commercial District is intended to provide for the orderly and attractive grouping at appropriate locations of retail commercial activities and office facilities. Permitted uses include: retail stores and shops; business customer service establishments dealing directly with consumers (e.g. banks); and rental apartments providing a minimum residential floor area of 400 square feet may have a secondary use on a non-ground floor level. Conditional uses include: appliance and

Zoning Map



to 35 feet. A wide range of retail and service businesses and lodging land uses dealing directly with consumers are permitted within this district. Access for any use in this district should be by service road or directly onto a local arterial or collector street. Permitted uses include motels/hotels; convention halls; office; restaurants and taverns; and typical neighborhood retail sales and service businesses. Conditional uses include: motor vehicle sales; drive-in or drive-through establishments; automobile service and repair; distribution facilities; mortuaries; and residential or commercial planned unit developments.

small machinery repair establishments; restaurants, taverns, theaters, bowling alleys, and other indoor and commercial entertainment facilities; laundromats; and residential or commercial planned unit developments.

- The C-2 Commercial District is intended to permit both large- and small-scale commercial developments at intensities which provide significant incentives for infill development and the continued economic viability of existing development. To accomplish this, maximum permitted floor area ratios (FARs) are high, minimum required green spaces are low, and buffers are confined to street frontages and side yards adjacent to noncompatible uses. The commercial development shall be designed and sized in a manner which is architecturally, aesthetically and operationally harmonious with surrounding development. Building height is limited

Table 13: Summary of Existing Zoning Regulations

Zoning Requirements for Permitted Uses	R-1	R-5	C-1	C-2
Minimum Lot Size (sq.ft.)	7200	9000	5000	7800
Minimum Lot Width (ft.)	60	75	NA	100
Front Setback (ft.)	25	25	25*	25*
Side Setback (ft.)	8	10	15**	15**
Rear Setback (ft.)	25	25	25	25
Maximum Building Height (ft.)	35	35	35	35
Minimum Open Space	50%	50%	10%	10%

*15' setback to parking lots

**25' if adjacent to residential district

EXISTING CONDITIONS

FUTURE LAND USE

The Village of Rothschild adopted its Comprehensive Land Use Plan in February of 2006. The comprehensive plan is a guide to the physical, social and economic development of the community. It contains background information on the local community and a statement of overall objectives, goals, policies and programs to guide the future development and redevelopment of the community over a 20-year period. It must address nine different topics or ‘elements’ including: issues and opportunities; housing; transportation; utilities and community facilities; agricultural, natural and cultural resources; economic development; intergovernmental cooperation; land use; and implementation (See Wis. Stat. sec. 66.1001).



The existing Future Land Use Map for the planning area is illustrated above. The current plan recommends the entire planning area, except for the park and St. Therese, transition to Commercial development. This would allow the possibility of redeveloping the area for larger, big-box style commercial uses, similar to how other areas around I-39 interchanges have developed in the Wausau area (e.g. Rib Mountain Drive, Steward Ave./WIS 52). From discussions with the steering committee and reviewing the market analysis it was felt that residential development should remain a part of the fabric of this area, gradually transitioning to higher densities, planned in coordination with commercial uses to develop an improvement mixed-use neighborhood. Preparing the entire area for big box commercial uses is not desired.

UTILITIES

The Utilities Map indicates the location of various water, sewer, and storm sewer facilities in the planning area. Information regarding total linear feet per pipe diameter is provided in the table below. Village staff has indicated that many of the utilities within the residential areas are at the end of their life cycle and need to be replaced. Other challenges include the disorganized utilities crisscrossing the plaza area. The utilities along Park Street were improved as part of the reconstruction project in 2011. Data for other utilities existing within the planning area including electrical and telecommunication were not available.

Table 14: Summary of Existing Utility Lengths and Sizes

Watermain Pipe Diameter (in.)	Total Length (ft.)	Sewermain Pipe Diameter (in.)	Total Length (ft.)	Storm Sewermain Pipe Diameter (in.)	Total Length (ft.)
Unknown	1750	Unknown	1019	Unknown	989
4	793	8	7763	6	248
6	7729	12	1242	12	8104
8	4877	24	3754	15	1468
10	801	Total	13778	18	3894
12	4519			24	475
14	868			42	447
16	545			48	937
Total	21882			54	1648
				60	2164
				72	627
				Total	21001

EXISTING UTILITIES MAP



EXISTING CONDITIONS

URBAN FABRIC

The urban fabric can be simplified into three categories: **districts**, **streets**, and **individual properties**. Studying the existing urban fabric provides insights on what properties are assets to enhance versus those that are strong candidates for reinvestment in order to revitalize the area.

DISTRICT

A district is a cohesive area with an identifiable character. Building uses, types and styles establishes this character.

Land Use

As shown in the map on the right, the planning area has a mix of uses that is primarily commercial and a single-family residential. West of W. Grand Avenue is several public/civic uses, including Pavilion Park, Aquatic Center, Rothschild Water Treatment Plant and St. Therese Church. The largest commercial property in the district is the Shopko Plaza, located just north of the WIS 29 interchange.

From discussions with the steering committee and from on-site observations, the strengths and weaknesses include:

- **Weaknesses** of the district include a lack of restaurants, multi-family housing, vacant land/spaces, and motel uses being used as temporary housing.
- **Strengths** of the district includes Shopko (Plaza), River Valley Bank, Coral Lanes, and Guaranty Title Services, Inc. (GTI)

Table 15: Existing Land Use

Existing Land Use	Total Parcels	Percent	Total Acres	Percent
Office	2	2.3%	1.5	1.9%
Motel	1	1.1%	0.34	0.4%
Commercial	4	4.6%	15.9	20.7%
Service & Retail	4	4.6%	1.6	2.1%
Food & Beverage	1	1.1%	0.21	0.3%
Mixed Use	1	1.1%	0.85	1.1%
Multi-Family	2	2.3%	0.63	0.8%
Single-Family	56	64.4%	14.4	18.7%
Public & Civic	2	2.3%	1.9	2.5%
Park	7	8.0%	29.5	38.3%
Open Space	3	3.4%	3.4	4.4%
Vacant	2	2.3%	1.1	1.4%
Rail Road	2	2.3%	5.6	7.3%
Total	87	100.0%	76.93	100.0%

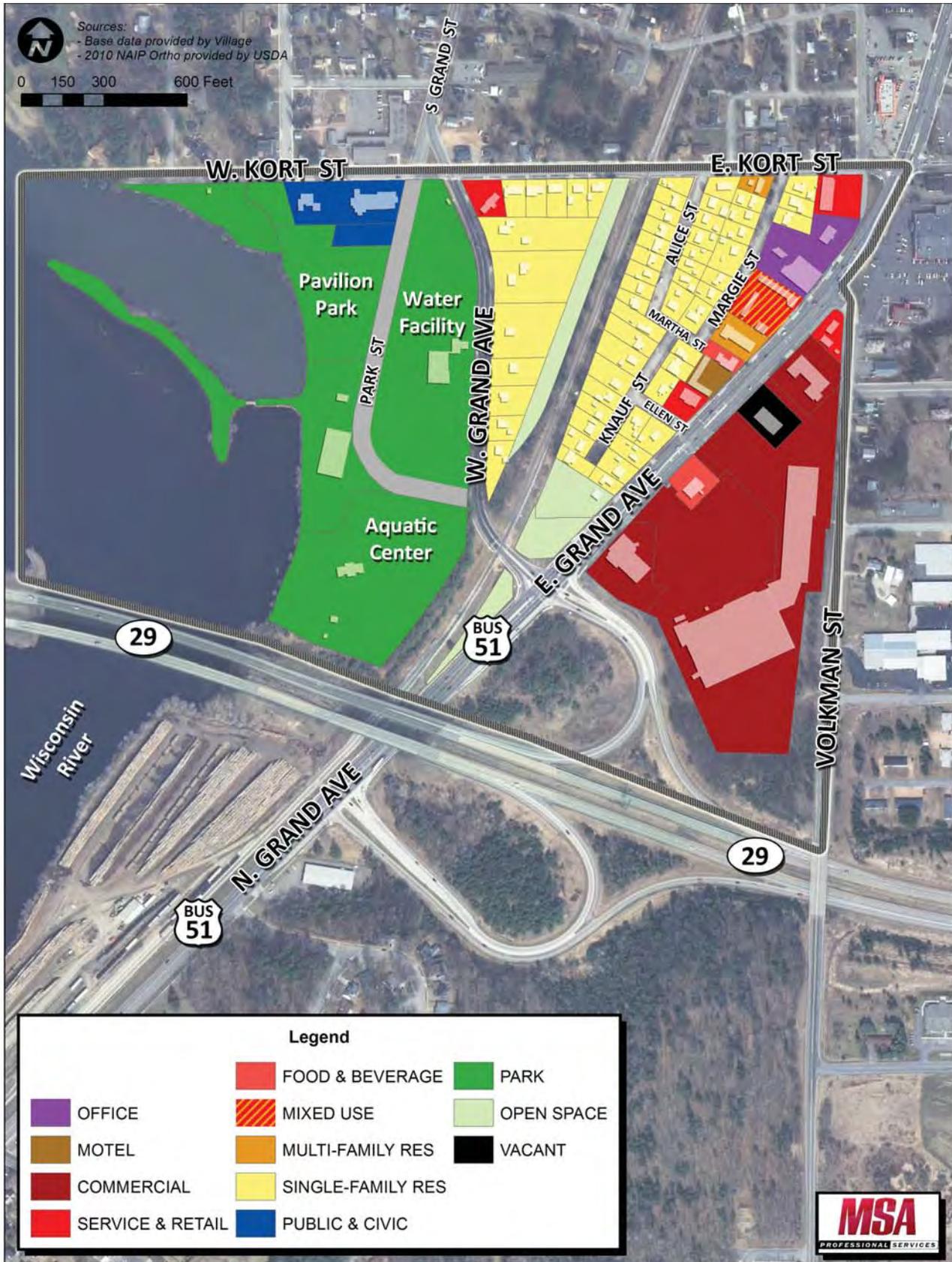
Weaknesses



Strengths



EXISTING LAND USE MAP



URBAN FABRIC - DISTRICT

EXISTING CONDITIONS

STREET

The district character is strongly influenced by the design of each street, including not only dimensions and configuration of the street itself, but also building sizes and setbacks.

Vehicle Traffic

Vehicle traffic has a significant impact on which roadways are designed to meet a specific level of service. The table below lists the average daily traffic counts within the district between 2001-2010 provided by WisDOT. Since 2001, Business Highway 51 (Grand Avenue) has seen a reduction of 9-14% in traffic within the Village. However, the portion running through the planning area has seen modest growth (2-5%). During this same period, WIS-29 has seen 20-36% increases in traffic, while the WIS-29 interchange has only seen minor increases (0-6%). It is fair to assume that as traffic volume increases on WIS-29, the planning area will see modest increases in traffic independent of traffic volumes on Business Highway 51 south of this interchange.

From on-site observations and discussions with the committee, the following statements can be made:

- The district needs to capitalize on the increase in traffic volume on WIS-29.
- The Village and WisDOT will need to monitor Business Highway 51 (Grand Avenue) and the intersections at WIS-29 on/off ramp as traffic volumes increase.

Table 15: Summary of Traffic Counts

GRAND AVENUE (BUS 51)	2001	2004	2007	2010	'01-'10 % Change
between Keck Ave & Birch Ln	19,500	19,900	19,600	16,700	-14%
between Volkman St & Kort St	19,100	20,800	24,000	19,500	2%
between W. Grand Ave & Ellen St	19,900	22,500	20,000	20,900	5%
between Yawkey Ave & Everest Dr	16,700	18,000	17,500	14,000	-16%
between Becker St & Weston Ave	13,900	13,300	15,100	12,600	-9%
WIS 29					
east of BUS 51 / Grand Avenue ramps	18,700	25,200	25,800	25,500	36%
west of BUS 51 / Grand Avenue ramps	29,400	31,800	33,500	35,300	20%
Eastbound Off Ramp	8,200	8,000	7,900	8,600	5%
Eastbound On Ramp	1,600	2,000	n/a	1,700	6%
Westbound Exit Ramp	8,000	8,500	8,100	8,100	1%
Westbound On Ramp	1,800	1,600	2,000	1,800	0%
Jelinek Avenue					
at Grand Avenue / Rothschild Road	6,300	5,700	6,700	6,100	-3%
Volkman Street					
north of Weston Avenue	2,800	3,700	3,200	3,600	29%

Intersections & Access Drives

Access is an important requirement for development, especially for commercial development. Convenient access to major roadways and visibility from major intersections increase any property's marketability.

There are three signalized intersections within the planning area, one at BUS HWY 51 and W. Grand Avenue, one at BUS HWY 51 and Ellen St., and the other at BUS HWY 51 and Kort/Jelinek Street. The other intersections along BUS HWY 51 allow free flowing movement for vehicles on BUS HWY 51 with stop signs for cross street traffic. There are 22 driveways with direct access to BUS HWY 51 (14 restricted to right in/out due to road medians), and an additional seven access points on adjacent cross streets (W. Grand Avenue and Volkman Street).

From on-site observations and discussions with the steering committee and WisDOT, the following statements can be made:

- Some of the access points are too close to one another, presenting both vehicle and pedestrian safety concerns as it is unclear which driveway a motorist may be turning into.
- The WisDOT currently maintains residential only access restrictions on several of the parcels on the west side of BUS HWY 51 near the WIS 29 interchange. Several access points may have to be closed by WisDOT in the future to better control access management within the corridor, which will have significant impact on marketability of the development along BUS HWY 51.
- Access issues for vehicles looking to turn left from Volkman Street onto BUS HWY 51 (Grand Avenue) due to traffic volume on Grand Avenue and signal timing.
- Motorist travel through the Shopko Plaza to reach the signaled intersection at Ellen Street to divert issues with turning left onto BUS HWY 51.
- Due to future projections in traffic volume the WisDOT may need to add an additional left hand turn lane for south bound BUS HWY 51 traffic turning onto WIS 29. This would widen the intersection, requiring additional land acquisition and potential access closures. Note, this project is not within the WisDOT 6-year improvement plan and the timing of this project is still unknown.
- Access and internal traffic movement is difficult at the BP gas station. The parcel is under sized by industry standard and accessibility is made more difficult by the location & size of the lot (Volkman & BUS HWY 51).

MOBILITY & ACCESSIBILITY MAP



URBAN FABRIC - STREET

EXISTING CONDITIONS

STREET (CONT.)

Sidewalk & Crosswalk Network

Historically pedestrian movement in a commercial corridor is extremely limited; however, current market trends are reverting towards more pedestrian-friendly environments and developments (e.g. town centers and mixed use developments). Contrarily, a sidewalk network in residential neighborhood is still dependent on what market the developer is looking to cater to and what is marketable for the area. In either case, streets without sidewalks and crosswalks have significantly less pedestrian movement and are more dependent on vehicle access and movement.

The existing sidewalk network within the planning area is shown on the Mobility and Accessibility Map on the prior page. There is sidewalks on the west side of Park Street, west side of W. Grand Avenue (south of Park Street only), north side of BUS HWY 51 (E. Grand Avenue), and both sides on the residential streets (i.e. Knauf, Alice and Margie Streets). All sidewalk have ADA accessible ramps, except for the Martha/Knauf, Martha/Alice and Martha/Margie intersections. There is standard painted crosswalks at the following intersections:

- BUS HWY 51 & Jelinek/Kort Street
- BUS HWY 51 & Ellen Street
- BUS HWY 51 & W. Grand Avenue (*only N/S*)
- E. Kort Street & W. Grand Avenue (*only E/W*)
- E. Kort Street & Volkman (*only E/W*)
- E. Kort Street & Park Street (*only E/W*)
- E. Kort Street & Margie Street (*only E/W*)
- E. Kort Street & Alice Street (*only E/W*)
- Park Street & W. Grand Avenue (*only N/S*)

From on-site observations and discussions with the steering committee, the following statements can be made:

- The sidewalk network is primarily four-foot in width, which is quite narrow on a commercial street such as BUS HWY 51, especially when there is no sidewalks on the east side of the road.
- The majority of the sidewalk network is in fair to poor condition with weeds prevalent in cracks and joints.

Streetscape

A street is a public thoroughfare, but it is also a public space that evokes a feeling. The streetscape is simply the landscape of the street - it can be barren or inviting. Common streetscape improvements include features that break up the harsh hardscape such as trees, shrubs, benches, planters, crosswalks, fountains, art, and decorative light fixtures.

Lighting

BUS HWY 51 is primarily lit by standard “cobraheads” on utility poles approximately 30 feet in height, except at the signalized intersections where there are full-cutoff “cobraheads” on metal poles. There are significant amounts of overhead electrical wires within the corridor primarily on the west side of BUS HWY 51. In general, a well designed and welcoming corridor includes cohesive lighting fixtures decorative elements (i.e. banners, brackets, poles, etc.). The clutter of overhead wires, including those powering street lights, clutters the street view and has a negative effect on a traveler’s experience of the corridor. The lighting within plaza parking lot is also quite dated and could be upgraded to a decorative style that is at a smaller scale (20’ height).



Landscaping

There is very minimal private landscaping within the planning area, and no public landscaping. There are several large planters around the plaza building; however, these planters block pedestrian movement on the private walkway. There are opportunities to add public landscaping, especially within the sidewalk terrace and on public parcels along BUS HWY 51 (at Kort Street and W. Grand Avenue). However, planting at maturity should stay below the existing overhead wires, or the wires will need to be buried, and should not extend into roadways below a height of 25 feet. Landscaping should also be tolerant of salt from winter road maintenance. One property which can be used as a model for others to follow is Coral lanes. The additional enhancements around the front facade capture the essence of small individual improvements, that when applied throughout an area, can lead to a more vibrant neighborhood.



Street Furniture

The corridor does not include street furniture (i.e. benches, trash receptacles, bike racks, planters, etc.). Generally, these streetscaping features are limited on major thoroughfares, especially those catering mostly to vehicle traffic. If more pedestrian and bicycle accommodations were provided, it may warrant adding street furniture to the corridor.

Wayfinding & Community Signage

Wayfinding and community signage is an important aspect of any commercial corridor, accomplishing



two important objectives, directing traffic efficiently to area destinations, while at the same time providing an opportunity to brand an area as a distinctive place. In general the corridor is lacking in both sufficient and effective wayfinding and community signage.



There is one community sign located at the end of Volkman St. on the west side of BUS HWY 51. While the sign itself is in good condition, its smaller size, presence of utility poles and placement make it easy for motorists to miss. There is a wayfinding sign with electronic messaging board located on BUS HWY 51 for the Aquatic Center that has a pavilion directional attached; however, there is no indication of the status of the Pavilion as a National Register of Historic Place. There is another park sign at the intersection of Park Street and W. Grand Avenue; there are however, no wayfinding signs to the north of the park along Kort Street, or any significant signs indicating the name of the park.



Some of the street signs in the planning area include Village of Rothschild identification; however, the identification is difficult to read while traveling on BUS HWY 51. There is also one sign with the Village population located behind the Welcome to Rothschild sign. In general, the steering committee agreed that when traveling through this area most people would not know they are in the Village of Rothschild.



EXISTING CONDITIONS

PROPERTIES

Individual properties (parcels and buildings) can have a lasting impression on a person's perception of an area, both positively and negatively. For instance, a building could be so well-designed or unique that it is the first thing someone thinks of when someone else mentions the Village of Rothschild. Examples of a property that can leave a negative impression would be a poorly designed or dead public space, a rundown/falling apart building, and a large vacant parcel.

Building Conditions

The map and pictures on the right illustrates the building conditions within the district. This is not an evaluation of the structural integrity of the building, but rather a subjective opinion of the condition based on the exterior appearance as viewed from the street. In addition, the evaluation does not consider the overall design quality of the buildings, only the exterior condition of roofing, siding, windows, etc. If architectural design were also factored into the evaluation many of the commercial buildings would be rated lower due to poor quality facades, signage, and lighting which is more common in modern commercial developments.

From on-site observations and discussions with the steering committee, the following statements can be made:

- In general, buildings within the district are in fair to good condition. However, there is general concern regarding parcels in fair condition that may quickly fall into disrepair if maintenance is neglected.
- There are a few sites that have dilapidated buildings that potentially would cost more to update than to tear down.
- There are a few well kept properties in the residential portion of the planning area. However, many of the properties are showing their age and are in need of rehabilitation or redevelopment, including one property on W. Grand Avenue with boarded up windows.

Commercial Examples



Residential Examples



BUILDING CONDITIONS MAP



EXISTING CONDITIONS

PROPERTIES (CONT.)

Property Value Ratio

Land and improvement (building) values are assessed annually and provide an objective evaluation of the state of properties within the Village; with the exception of tax exempt properties for which no data exists. The Property Value Ratio Map (on the next page) illustrates the ratio of improvement value to land value within the planning area (i.e. property utilization). Under utilized parcels, meaning properties with land that is more, or almost as, valuable as the improvements (0-2.0 ratio), are strong candidates for reinvestment or redevelopment. The cost to purchase a property may also factor in the redevelopment potential of the listed under utilized properties. The property's total assessed value (shown in the map below) is one measure of potential purchase price; however, market value may be higher/lower dependent on general market conditions.

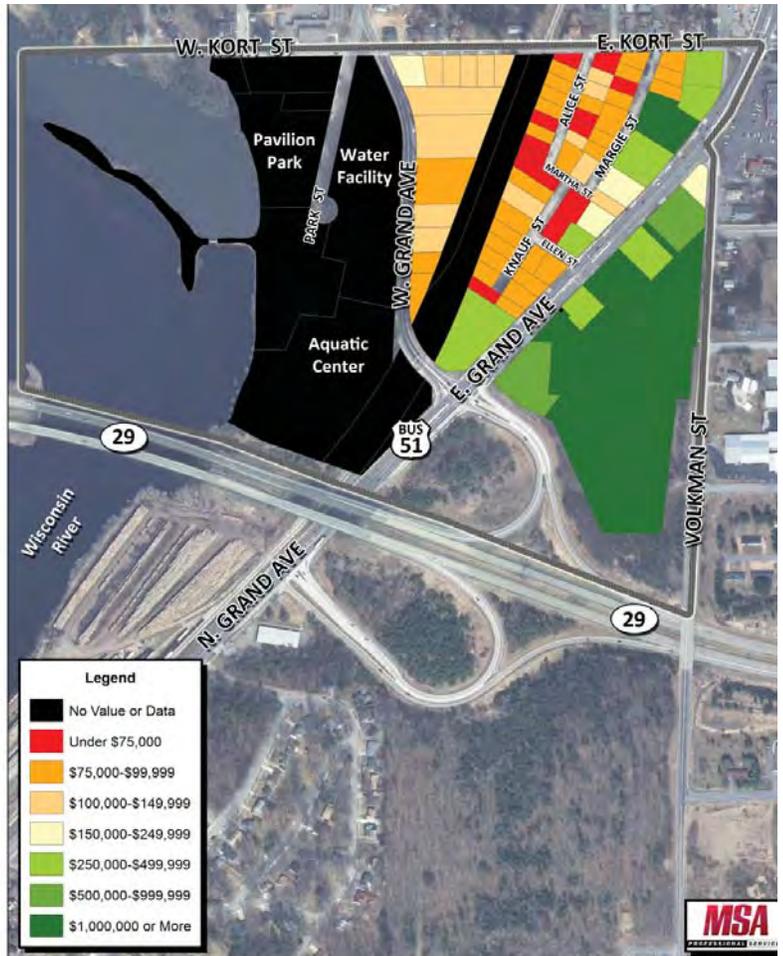
Several important trends are evident:

- ▶ Some of the properties along BUS HWY 51 are contributing significantly to the tax base (both based on total value and property utilization).
- ▶ Along BUS HWY 51 (Grand Avenue) there are a couple strong candidates for redevelopment, as they have a relatively low property value, as well as low utilization ratio (0-2.0).
- ▶ Some of the residential properties are contributing significantly to the tax base; however, there are several that have low property values and/or poorly utilized (< 4.0 ratio), especially near Martha Street.
- ▶ The homes in the planning area range in value from \$40,000 to \$150,000, with an averaged assessed value of \$88,000 (65% of the median value for all residential properties in the Village).

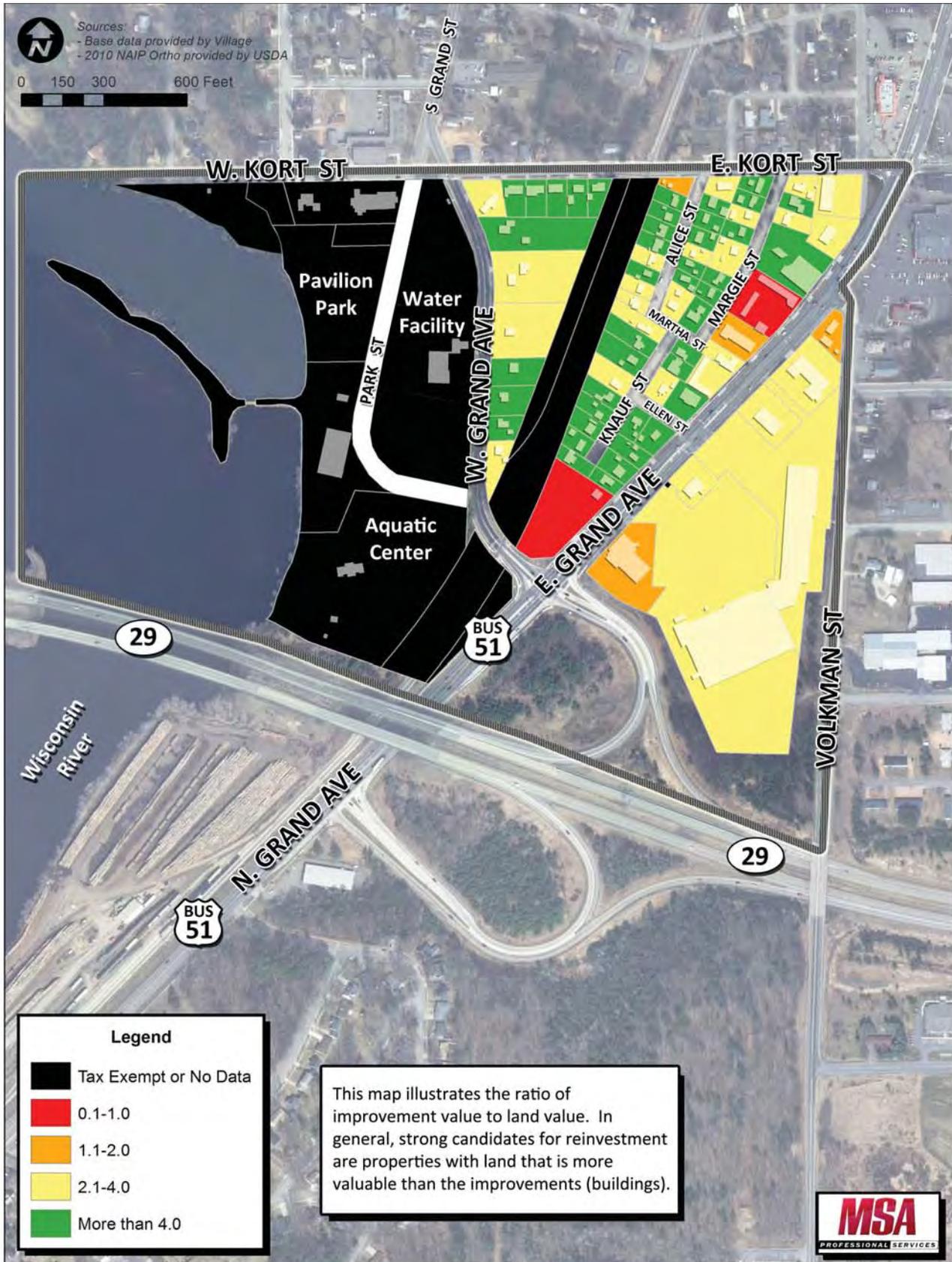


River Valley Bank (pictured above) is one of the strongest developments within the district, as it's total assessed value is well above \$600,000 and its improvements (building) is valued at more than four times its land value.

Assessed Property Value (2011)



PROPERTY VALUE RATIO MAP



URBAN FABRIC - PROPERTIES

MASTER PLANNING

REINVESTMENT OPPORTUNITIES

Within the district there are several parcels that offer significant opportunities for reinvestment. Parcels that are strong candidates for reinvestment are either vacant or are for sale, have low improvement value (relative to land value), have buildings that are in poor condition, or have uses that are ill-suited for a mixed-use environment. The map below illustrates reinvestment opportunities within the planning area.

- ▶ **Red/Pink** parcels are the **most viable** for reinvestment/redevelopment, as they do not have structures (bright red) or they are currently for sale (dark red hatch).
- ▶ **Orange** parcels are **viable** for reinvestment/redevelopment due to low values, but they are not for sale and they are not vacant.
- ▶ **Yellow/White** parcels are **less viable** for redevelopment due to stronger values, but are candidates for reinvestment to improve poor exterior conditions, or under utilized use of land (i.e. excessive parking, low density development).

There are two notable observations from this map:

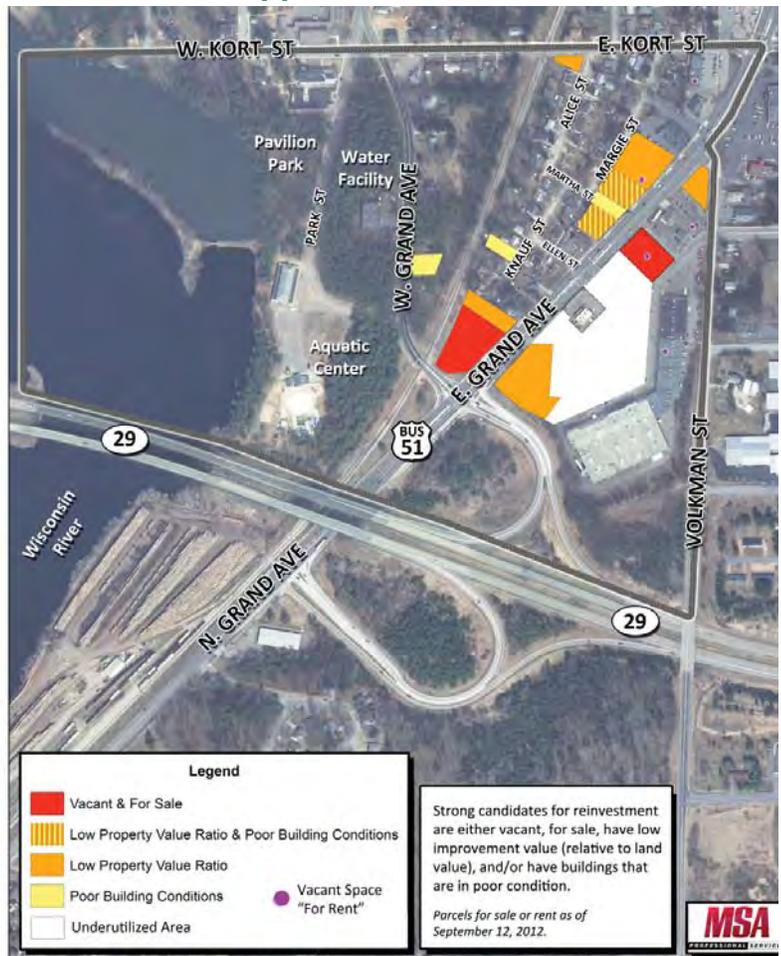
- ▶ There are significant number of reinvestment/redevelopment sites along the west side of BUS HWY 51, including a vacant parcel at W. Grand Avenue intersection and just north of WIS 29.
- ▶ The Shopko plaza has under utilized parking area and low valued developments along BUS HWY 51.

CONCEPT ALTERNATIVES

After evaluating the existing conditions and development constraints, three preliminary draft alternatives were created to explore the various ways to provide improved street design and development use and intensity within the planning area. The three alternatives are illustrated on the subsequent pages with a summary of the comments provided by the steering committee and Village staff.

The purpose of this plan is to identify where and how additional development can be accommodated in this area, with a focus on land use, improved street infrastructure and development aesthetics. Traffic and transportation needs are a central consideration - the preferred master plan will need to identify new street infrastructure that will provide improved access to some parts of the planning area. As is the case with any redevelopment plan, the improvements proposed will require collaboration between the private and public sector, working over time to bring the improvements to fruition.

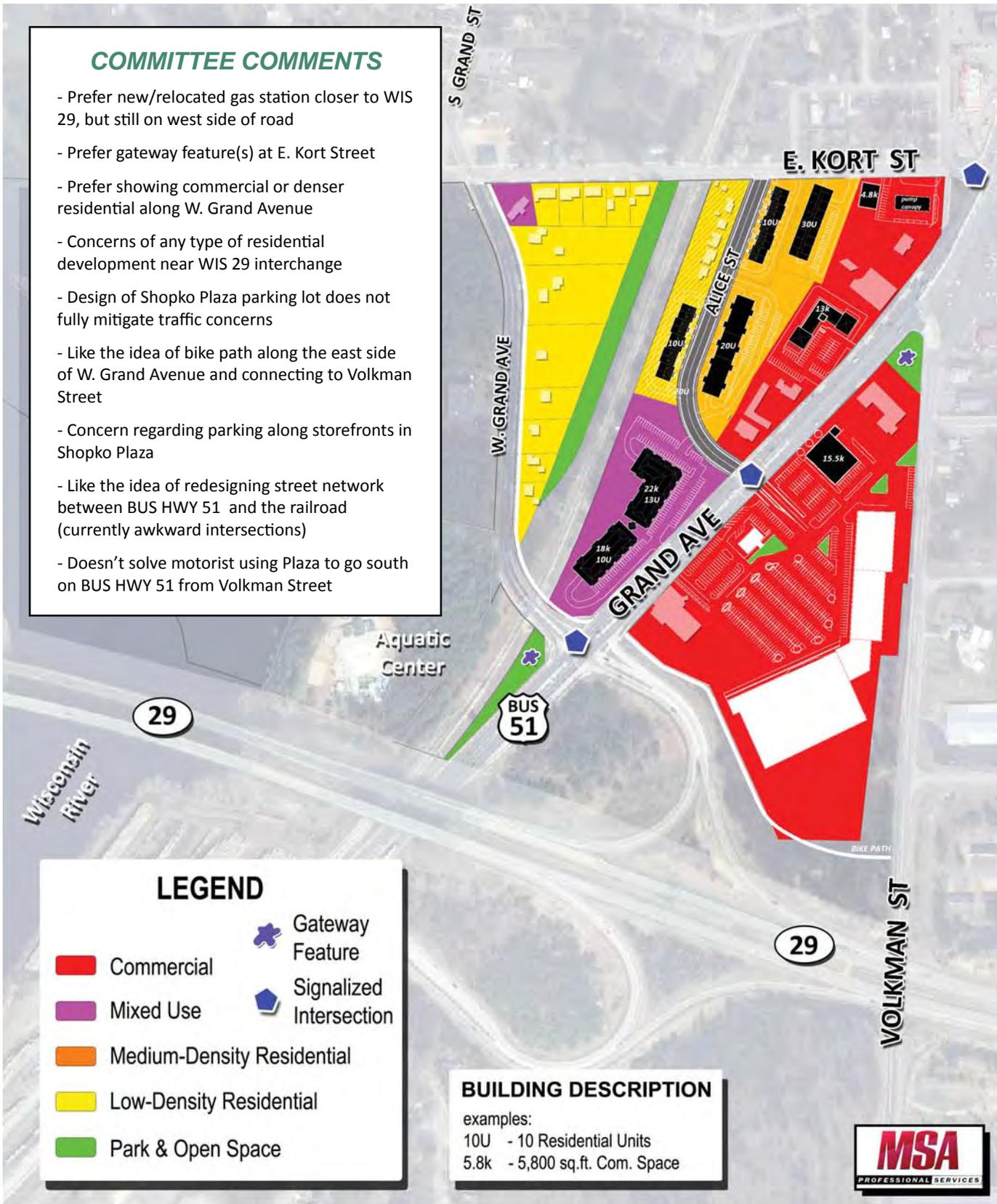
Reinvestment Opportunities



DRAFT ALTERNATIVE 1

COMMITTEE COMMENTS

- Prefer new/relocated gas station closer to WIS 29, but still on west side of road
- Prefer gateway feature(s) at E. Kort Street
- Prefer showing commercial or denser residential along W. Grand Avenue
- Concerns of any type of residential development near WIS 29 interchange
- Design of Shopko Plaza parking lot does not fully mitigate traffic concerns
- Like the idea of bike path along the east side of W. Grand Avenue and connecting to Volkman Street
- Concern regarding parking along storefronts in Shopko Plaza
- Like the idea of redesigning street network between BUS HWY 51 and the railroad (currently awkward intersections)
- Doesn't solve motorist using Plaza to go south on BUS HWY 51 from Volkman Street

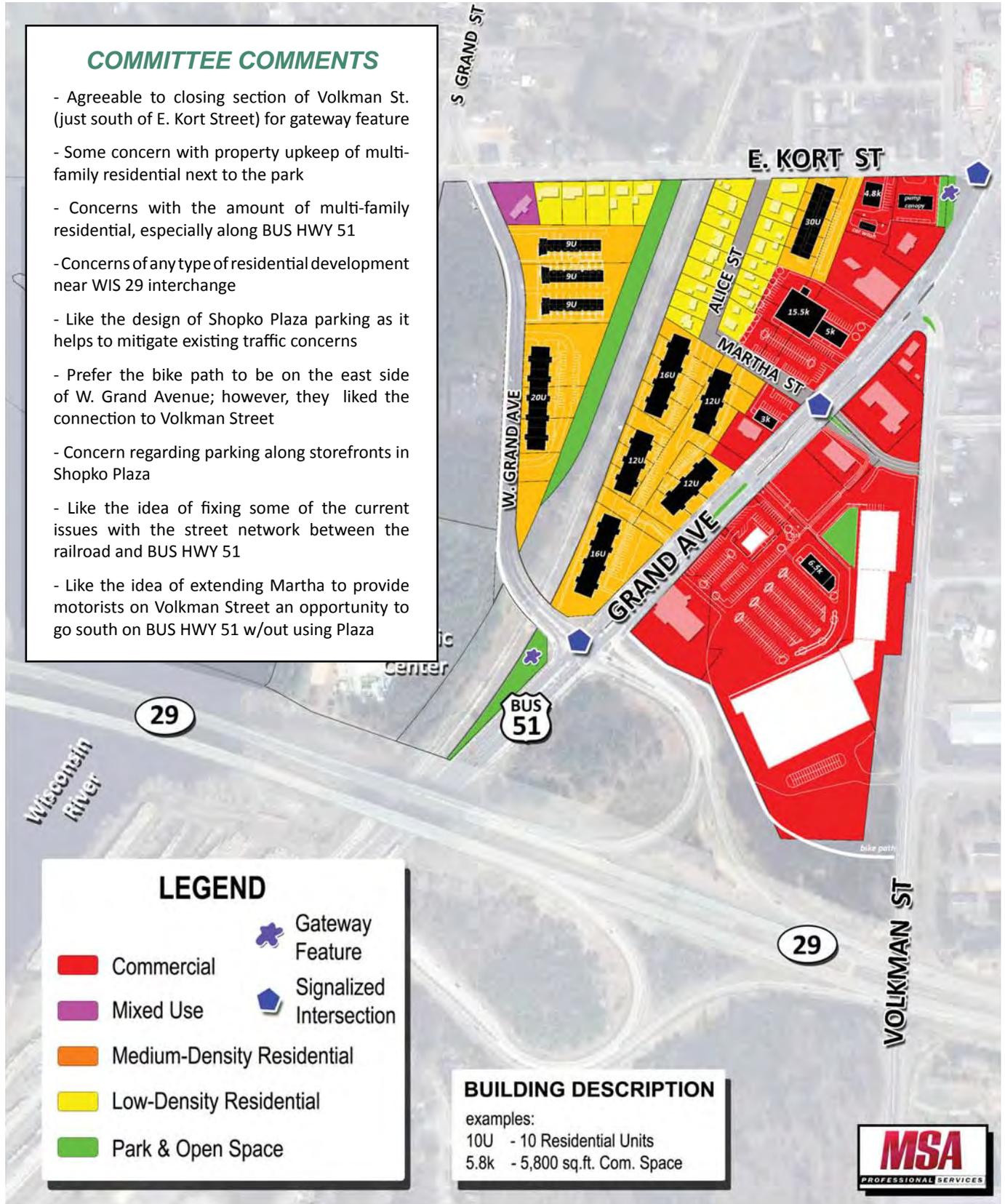


MASTER PLANNING

DRAFT ALTERNATIVE 2

COMMITTEE COMMENTS

- Agreeable to closing section of Volkman St. (just south of E. Kort Street) for gateway feature
- Some concern with property upkeep of multi-family residential next to the park
- Concerns with the amount of multi-family residential, especially along BUS HWY 51
- Concerns of any type of residential development near WIS 29 interchange
- Like the design of Shopko Plaza parking as it helps to mitigate existing traffic concerns
- Prefer the bike path to be on the east side of W. Grand Avenue; however, they liked the connection to Volkman Street
- Concern regarding parking along storefronts in Shopko Plaza
- Like the idea of fixing some of the current issues with the street network between the railroad and BUS HWY 51
- Like the idea of extending Martha to provide motorists on Volkman Street an opportunity to go south on BUS HWY 51 w/out using Plaza



LEGEND

- Commercial
- Mixed Use
- Medium-Density Residential
- Low-Density Residential
- Park & Open Space
- Gateway Feature
- Signalized Intersection

BUILDING DESCRIPTION

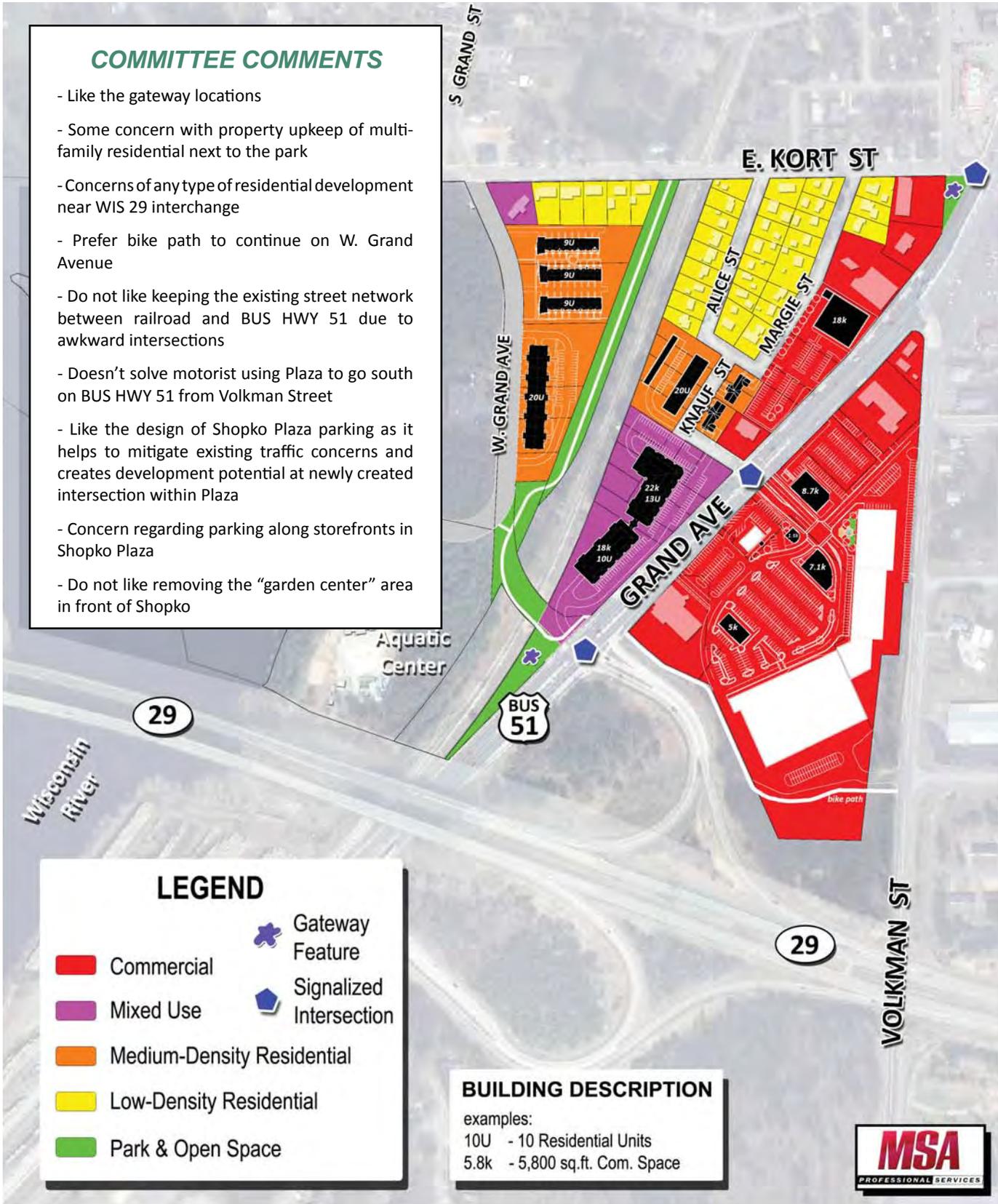
- examples:
- 10U - 10 Residential Units
 - 5.8k - 5,800 sq.ft. Com. Space



DRAFT ALTERNATIVE 3

COMMITTEE COMMENTS

- Like the gateway locations
- Some concern with property upkeep of multi-family residential next to the park
- Concerns of any type of residential development near WIS 29 interchange
- Prefer bike path to continue on W. Grand Avenue
- Do not like keeping the existing street network between railroad and BUS HWY 51 due to awkward intersections
- Doesn't solve motorist using Plaza to go south on BUS HWY 51 from Volkman Street
- Like the design of Shopko Plaza parking as it helps to mitigate existing traffic concerns and creates development potential at newly created intersection within Plaza
- Concern regarding parking along storefronts in Shopko Plaza
- Do not like removing the "garden center" area in front of Shopko



LEGEND

- Commercial
- Mixed Use
- Medium-Density Residential
- Low-Density Residential
- Park & Open Space
- Gateway Feature
- Signalized Intersection

BUILDING DESCRIPTION

- examples:
- 10U - 10 Residential Units
 - 5.8k - 5,800 sq.ft. Com. Space



MASTER PLANNING

FUTURE LAND USE

The Village desires a mixed-use district consisting of retail/service, some office, and residential uses. The district should be aesthetically enhanced to provide an inviting neighborhood, rather than a faceless commercial corridor. The map below provides the Village's desired land uses within the planning area. The text that follows provides notable points regarding the future land use map.

- ▶ A major strategy to revitalizing the area will be to encourage new "high-quality" residential developments within the planning area, such as senior housing, townhomes, and quality apartments above commercial spaces. The proximity to Pavilion Park, the Wisconsin River, and neighboring commercial uses should make for an inviting place to live. Most of the new development shown is occurring within the envelope of existing parcels, adding to the ease within which the neighborhood can be transitioned by the private market.
- ▶ The area should continue to cater to motorists traveling through the area; however, bicycle and pedestrian enhancements should connect to the surrounding neighborhood, park, D.C. Everest School, and the remaining Village.
- ▶ Shopko Plaza shall remain and should be improved, as it is a major contributor to the area.
- ▶ The existing intersection of W. Grand Ave. and BUS HWY 51 is closed and the existing traffic signal is moved from Ellen St. to a newly designed Martha Street to improve traffic flow throughout the area.

The Future Land Use Map includes two areas that may be developed either as medium-density residential or commercial (orange with red hatch), dependent on market conditions. These areas are not designated as Mixed Use, as residential is allowed at street level. In Mixed Use developments the street-level use should be a commercial use with retail being preferred.

FINAL PREFERRED MASTER PLAN

The preliminary concept alternatives created earlier in the process (see pages 26-29) were shared with the steering committee, Village staff, and WisDOT. The combined feedback, along with input received at the public hearing, influenced the creation of a final preferred "Master Plan" (shown on the right). The Master Plan incorporates both public infrastructure projects and private (re) development projects. Private development will be market driven; however, the Village should be involved in orchestrating the vision of this plan through site and building plan review and approval.

Build-out of the planned improvements is expected to occur over a 20-year period in three phases (i.e. 2013-2016, 2016-2025, and beyond 2025). The projected timing of new private development is based on the timing of infrastructure improvements and expected market demand for new lots (see pages 6-11 for a discussion of market conditions). Individual projects may occur sooner (or later) than suggested depending upon market conditions. The Master Plan's phasing schedule (pages 34-41) will provide more detail of each project and an estimated time frame for completion. Note, exact locations of proposed buildings and parking may be modified during the development review process from the preferred concept shown herein. However, both the general intent and future land uses shall be consistent with this plan, unless the plan is amended.

Future Land Use Map



MASTER PLAN



LEGEND

- Commercial
- Mixed Use
- Medium-Density Residential
- Park & Open Space
- Existing
- Signalized Intersection



PARK PLAN

The Pavilion Park Master Plan was created in conjunction with this area-wide redevelopment plan. This 25.92 acre park has striking views of the River and Rib Mountain in the distance. The Park is home to a historical pavilion, which is on the National Register of Historic Places (Reference # 02000708), that serves as a local icon hosting events large and small, intimate and public. Pavilion Park also provides the community with a summer destination, the Rothschild-Schofield Aquatic Center. The Rothschild Water Treatment Plant is located within the park boundary along W. Grand Avenue, in addition to three municipal wells and one lift station (owned by the City of Schofield). There is also a boat ramp at the end of W. Kort St. providing access to the Wisconsin River.

Although the park has many unique features the site is not being utilized to its full potential. The plan identifies conceptual locations and recommendations for different park improvements. Detailed planning, design, engineering, research, budget evaluation and discussion will be essential in implementing improvements.

The planning process involved an extensive inventory and analysis of existing site features, site history, and community input. Three concepts were developed focusing on a different aspect of the parks history. Aspects of each plan are reflected in the final master plan.

The selected Master Plan concept for Pavilion Park aims to enhance the rich history of the site while improving the overall function and quality of the park. This will be done by increasing opportunities for passive and active recreation as well as entertainment and events. Improvements will provide better picnic and restrooms facilities, more accessible fishing pockets, increase and enhance pedestrian and bicycle circulation and aim to provide additional and diverse spaces for gathering. The following highlights recommended improvements:

1. Picnic shelters with electricity
2. Site furnishings: grills, picnic tables, trash and recycling receptacles, bicycle racks, decorative light fixtures

3. Support buildings that mimic the pavilion architecture and design; restroom and storage facilities
4. Bicycle and pedestrian trails
5. Enhanced scenic beauty with landscaping viewing opportunities
6. Event spaces; an overlook patio and deck off the west side of the pavilion and farmers market event area
7. Concessions hut addition to the aquatic center
8. A wharf and pier along the shoreline
9. Wedding support facilities; overlook lawn amphitheater, wedding stroll garden for photography
10. Council ring and historical art sculpture
11. Playgrounds
12. Park facilities storage building
13. Kayak/canoe launch area
14. Park signage

Rothschild Park Pavilion began over a hundred years ago as a destination at the end of a trolley line and it can be restored as such even without the presence of the trolley. Past and present site features provide inspiration for future park enhancements. The park's position atop a bluff along the Wisconsin River, its location near a historic mill, the surrounding pine forest all play a role in telling a story. The park master plan reflects the Village's view of sustainable forestry accessible by the public. Proper management of the woodlands will ensure the health and overall aesthetics of the area. Preserving and enhancing the historic features of the site for future generations will enhance the park's unique sense of place. The park master plan includes a phasing plan and cost estimates to guide implementation efforts.

The Pavilion Park Master Plan was created not only to enhance the park for residents and tourists, but also as a means for encouraging investment in the surrounding neighborhood. The Village intends to incorporate the recommended improvements as part of a tax increment finance district to provide one potential funding source as a local match for state recreational grants. Additional details are provided in the companion Rothschild Park Master Plan.

MASTER PLAN



Example photo of a new park entrance sign



SYMBOL LEGEND

- ★ Historical marker/educational signage
- Bench
- Entry feature/decorative park signage
- Bike/Pedestrian directional signage



IMPLEMENTATION

PHASE ONE PROJECTS (2013-2015)

Development #1: Shopko Plaza

The existing parking area allows unrestricted movement throughout (i.e. no medians or parking islands) and has no landscaping features. Any update to the parking area should incorporate landscaped medians and islands to better control vehicle movement and help beautify the Plaza space. As shown in the preferred Master Plan, an access drive would run through the middle of the site and would be flanked by a sidewalk median on the north side and several landscaped parking islands on the south side. New lower full-cutoff light fixtures should be considered to light the parking lot evenly, while creating a more pedestrian-friendly environment. Underground utilities (sewer, water, storm sewer) should be replaced as warranted.



The mall section should see facade improvements that varies the building material and creates visual interest (as shown in the image on the right). Potentially some parking may be allowed along the mall entrances, to provide short term parking and handicap spaces that better serve the aging population. Additionally, the current sidewalk in front of the stores is quite narrow and should be increased to allow for better pedestrian movement.



In general, the parking lot rarely is even half full; therefore, consideration should be given to building additional retail space within the parking lot (as shown: a one-story 6,600 sq.ft. retail building). Additional pavement may be removed to incorporate a green space that would create a destination within the Shopko Plaza, as well as, providing some relief to the expensive pavement parking area. This space could be used for shopping events, as well as seating for customers. Additional parking could be provided along the backside of Shopko for employees to supplement those lost to development and the green space. Building access and lighting would need to be added to allow for safe entry and egress for employees.



Development #2: Checkers Fast Food Chain

During this planning process, the property was bought and will be leased out to Checkers (fast food chain). The owner plans to replace the asphalt in the parking lot and plant new landscaping around a new brick patio. One suggested improvement directly affecting the Checkers property would be a landscaped median between the Plaza entrance and the Checkers parking. This would enhance the overall aesthetics and define the travel pattern at the Plaza primary vehicle entrance.

Public Improvement "A" & "B": Gateway Features

To welcome motorists into this area, gateway signs should be built at BUS HWY 51 intersections of Kort/Jelinek and the WIS 29 on/off ramps. An easement will be needed for the sign located at 1028 E. Grand Avenue; otherwise, the Village will need to purchase the land. For the second gateway location, Rothschild will need a transfer of rights for the land, as the land is currently owned by the Village of Weston. Both signs should mimic the design themes suggested for the Pavilion Park sign (i.e. use of stone and wood materials); however, it should be larger to be visible from motorist traveling at the posted speed limit. Landscaping should be planted surrounding these signs to elevate the aesthetics of the district.



Public Improvement "C" & "D": Road Alterations

The Volkman/BUS HWY 51 intersection medians will be reconstructed to eliminate the left turn onto BUS HWY 51, requiring motorist to use the newly built Martha Street extension (to be completed in Phase 2). For the short term, traffic will enter the Plaza drive and exit using the Ellen Street signalized intersection to go south on BUS HWY 51. Underground utilities (sewer, water, storm sewer) should be replaced as warranted.



Public Improvement "E": Multi-Use Path

A 10-12 foot multi-use path connecting W. Grand Ave. and Volkman St. will help better accommodate bicyclists using these designated routes. Due to grade changes, the path will need to meander up to reach Volkman Street grade.

Additional WisDOT comments regarding Phase I improvements:

- Future reconstruction of the ramps and ramp terminals at WIS 29 may require additional real estate located on either side of BUS HWY 51. Minimum real estate needs could be in the range of 5'-10', with additional real estate required if a round about is warranted. The gateway feature shown (project a) is 15' setback from the existing ROW.



IMPLEMENTATION

PHASE TWO PROJECTS (2016-2025)

Development #3: Senior / Multi-Family Housing

This 3.73-acre redevelopment site is currently five residential homes and an undeveloped parcel (former railroad spur). It's location is ideal for residential use, as it is near the park and within walking distance to the shopping area. There is potential to assemble these parcels to market towards a higher-density senior housing or condo use overlooking Pavilion Park (as shown: 1-2 story senior housing facility, 22,600 sq.ft. footprint with 22-44 rooms with 80 parking spaces). This redevelopment project is anticipated to be driven by the private market.



Development #4: Sit-down Restaurant

This 1.10-acre site is currently vacant and for sale or rent. It's location, building configuration and size is ideal for a restaurant; however, the building placement and overall design does not enhance the Plaza, nor its primary entrance. There is potential for a new "signature" building at the Plaza entrance (at the Ellen Street intersection) that will welcome customers into the Plaza (as shown: 8,900 sq.ft. building with 56 parking spaces). This design will help enclose the Plaza green space with building facades and provide opportunities for the restaurant outdoor seating facing onto this greenspace.



Development #5: Mixed Use Building

This 2.74-acre redevelopment site is currently seven single-family homes and two commercial businesses (Fashion Villa Hair Studio & Relaxing Day Spa and Budge Inn Motel). The movement of the signals from Ellen Street to the newly extended Martha Street (see Public Improvement D) will increase the marketability for new commercial development at this intersection (as shown: 3-story mixed use building with 30,000 sq.ft. of commercial space and 25-30 residential units above, including 110 outdoor parking spaces and 60 underground spaces). A mixed-use building provides security for the property owner by diversifying into two markets (commercial and residential).



Additionally, it is easier to market residential units with existing commercial establishments on site, as well as across the street at the Shopko Plaza. The Village may vacate portions of Knauf Street if there is demand from the private market to purchase and consolidate the identified parcels to market towards a larger mixed-use development. This development site could be enlarged if additional properties to the south are also incorporated (see Phase 3, Project #10). Underground utilities (sewer, water, storm sewer) should be replaced along Knauf and Ellen Street as warranted.

Development #6: Small Box / Food Store

The proposed redevelopment area is approximately 2.24 acres, and is currently three single-family homes and two commercial properties (Khamchanh's Chinese Food and residential apartments, and Antiques of Rothschild - Rothschild Inn). This area has a high number of properties with low property value ratios and poor building conditions. Additionally, the value of the homes on the north side of Margie Street are negatively affected by its location (i.e. facing the backs of the commercial properties on BUS HWY 51). The land value and marketability of this area would be substantially higher if Margie Street was eliminated and these properties were consolidated (as shown: 15,500 sq.ft. small box and 5,000 sq.ft. of linear commercial space with 96 parking spaces). This would be a good location for a specialty food store based on the existing demand (see the Retail Market Study on page 6-9).



Development #7: Multi-Family Residential

This 1.22-acre site is currently five single-family homes and remainder of Margie Street. The location of this redevelopment area is ideal for multi-family housing, as a tradition from the adjacent commercial uses. The Village prefers condo development or high-end market rate apartments for this location (as shown: 2-story apartment building with 30 units and 20 outdoor spaces and 25 underground parking). This redevelopment project is anticipated to be driven by the private market. Underground utilities (sewer, water, storm sewer) should be replaced along Margie Street as warranted.



Additional WisDOT comments regarding Phase II improvements:

- Moving the traffic signal from Ellen St. to Martha St. will need further evaluation for system coordination. Signal spacing is a key part of developing progression timing to maintain and promote good traffic flow.
- Ellen St. will most likely be limited to right-in, right-out on both sides of BUS HWY 51. The median may need to be closed to allow extension of the left turn bay for the WIS 29 ramps. Further evaluation will determine the requirements.
- Any reconstruction of BUS HWY 51 may need to provide bicycle and pedestrian accommodations per Trans 75. The appropriate amount of real estate would need to be reserved for this along BUS HWY 51.



IMPLEMENTATION

PHASE TWO PROJECTS (2016-2025)

Development #8: Commercial Building

This 1.05-acre redevelopment site is currently three single-family homes and a small commercial strip mall, which is a third empty. This site is ideal for commercial development, as it is located at a signalized intersection of Kort/Jelinek and BUS HWY 51 (as shown: 1.5-story, 10,250 sq.ft. commercial space with 47 parking spaces).



Public Improvement “F” & “G”: Martha Street

Margie Street will be extended to Volkman Street, creating a new intersection on BUS HWY 51. This will make it easier for traffic to go south on BUS HWY 51 from Volkman Street, especially since Volkman and BUS HWY 51 intersection no longer allows left turns (see Public Improvement C in Phase One). The signals at Ellen Street would be moved to Martha Street, allowing the signals to be evenly spaced between WIS 29 and Kort/Jelinek. To minimize traffic entering the existing Plaza entrance (Ellen St.), it will be reduced to right in / left in only. The majority of traffic will then flow into the Plaza from Martha Street; however, a left turn lane at the original Plaza entrance is still important to accommodate those motorist who miss the turn at Martha Street (and potentially wouldn’t u-turn to stop at the Plaza). Underground utilities (sewer, water, storm sewer) should be replaced as warranted. Note the timing of this project should be coordinated with Redevelopment Projects 5 & 6 (i.e. construction of the road should not occur until at least one of the private redevelopment projects is imminent in order to avoid incurring significant public infrastructure expenses before additional tax revenue is anticipated).

Public Improvement H: BUS HWY 51 Improvements

Currently there is no design theme for the BUS HWY 51 corridor through Rothschild. There is great potential to establish such character in the northwest entrance into the community.

Light Fixtures and Banners

The existing cobraheads should be replaced with similar light fixtures currently in the downtown (Brown Blvd.); however, to meet WisDOT light standards the fixtures will need to be slightly taller than those installed downtown. There is potential to incorporate dual light fixture lighting both the road and the sidewalk (as shown on the right).

Electrical wires should be buried to reduce the visual clutter along this corridor.

Banners should be added at a minimum every other light fixture. The banners can advertise key destinations such as the Aquatic Center, Pavilion Park and the “historic” pavilion. Other potential themes could be business names adjacent to the light fixtures, district name (“Pavilion Marketplace”), area events, etc.



Downtown Light

Sidewalks

As this area redevelops into a more balanced residential neighborhood, a greater amount of pedestrian movement will occur. Currently there is no sidewalk on the east side of BUS HWY 51 and narrow 4-ft. sidewalks that are in fair to poor condition on the west side of the street. Therefore, a 6-ft sidewalk is proposed along each side of the street to improve the pedestrian safety within the planning area.

Medians

Currently there are two medians in the planning area: 1) from the WIS 29 interchange to Ellen Street, and 2) from Kort/Jelenik to Volkman Street. Medians help manage access and control vehicle movement, as well as provide opportunities for streetscaping features (e.g. light fixtures, signage, landscaping, etc.). Additional medians should be built from Ellen Street to the newly created Martha Street intersection and from Martha Street to Volkman Street. Consider having stamped/colored concrete border or sections within the medians. There is potential for landscaping within the northern half of the second proposed median (Martha to Volkman). Plantings should be salt tolerate and selected tree species should grow vertically, rather than horizontally.

Crosswalks

There are just a few locations with crosswalks along BUS HWY 51. They are all standard painted borders that are quite worn. All signalized intersections should have enhanced crosswalks across BUS HWY 51 with any cross street having at least the standard painted borders. Consideration should be given to colored/stamped asphalt borders, as they will last significantly longer than painted crosswalks. To increase pedestrian safety crossing BUS HWY 51, all signalized intersections should have pedestrian-actuated countdown timers.



Private Development Signage

The Village should work with business owners within the planning area to replace poor-quality pole signs with monument-style signs, or at least high-quality pole signs (as shown on the right). Signage at eight feet or less is desired for individual property signs. Unified Business Signs should be less than 30 feet in height. Funding assistance for private sign improvements meeting these guidelines could be provided from the creation of a Tax Increment District (TID).



Public Wayfinding Signage

Public directional signage indicating the direction of Village destinations should be added along BUS HWY 51. In particular across, or adjacent to, the WIS 29 off ramps. The directional sign at these locations could indicate Pavilion Marketplace, Pavilion Park, and the Aquatic Center to the right and the Cedar Creek Business Park, Library and Village Hall to the left. This improvement could be constructed in Phase 1 when the gateway features are installed. An example sign is provided below, the ultimate design of the signs could be coordinated with other wayfinding signs in the Wausau area for consistency.



IMPLEMENTATION

PHASE THREE PROJECTS (BEYOND 2025)

Development #9: Commercial / Gas Station

This 1.49-acre site includes a vacant lot and right-of-way from W. Grand Avenue. This site will be quite marketable for a commercial use if access is provided at the WIS 29 / BUS HWY 51 intersection (as shown: 6,800 sq.ft, convenience store with gas pump canopy and 21 parking spaces). Potentially the best use of the site would be a gas station, as it has easy access and significant visibility from WIS 29.



Development #10: Mixed Use Building

This 2.58-acre site includes ten single-family homes and the right-of-way of Ellen Street and the remainder of Knauf Street. The site is marketable for mixed use or commercial (as shown: 3-story mixed use expansion with 19,000 sq.ft. of commercial space and 16-20 residential units above, including 42 outdoor parking spaces and 40 underground spaces).



Developments #11, #12, #13 & #14: Townhomes / Multi-Family Residential

These redevelopment sites encompass a complete Village block that currently has sixteen single family lots. The majority of the homes within this block are well below Rothschild's median household value, and eventually may be undesirable due to repair costs, age, maintenance, etc. The proximity to Pavilion Park and to the shopping corridor makes this block marketable to higher density residential that will meet the needs of first time home buyers, young professionals, and seniors (as shown: three 6-unit, 2.5-story townhome buildings and one 8-unit, 2.5-story townhome building all with two car garages). This redevelopment project is anticipated to be driven by the private market. Underground utilities (sewer, water, storm sewer) should be replaced along Alice Street as warranted.



Development #15 & #16: Multi-Family / Commercial

The extension of Martha Street to Kort Street (see Public

Improvement "J"), will create opportunities on Site #15 (0.81 acres) and Site #16 (1.11 acres) for new uses. However, the street design could allow the home on Site



#16 to remain as it is one of the more high quality homes and also the most historic home in the neighborhood (an aerial photo from 1938 indicates the presence of this house before the rest of the area developed). The proximity to Pavilion Park and to the shopping corridor makes these sites marketable towards medium- to high-density residential that will meet the needs of first time home buyers, young professionals, and seniors (as shown: two 9-unit 2.5-story townhome buildings with two car garages). Potentially these sites may also be viable for a neighborhood commercial or office use, as traffic counts will likely increase along Martha Street with direct connection to BUS HWY 51. This redevelopment project is anticipated to be driven by the private market. Underground utilities (sewer, water, storm sewer) should be replaced as warranted.

Public Improvement "I": W. Grand Ave. Closure

In the future, the WisDOT may need to expand the WIS 29 interchange intersection with two left turn lanes on southbound BUS HWY 51, which will expand an already large intersection. If W. Grand Avenue was closed there would not be a need for a right turn lane, allowing the current street width to meet WisDOT plans for the intersection. Additionally this would allow for a potential vehicular access point for Development Site #9, which has been unmarketable due to limited vehicular access (even though it is in a premiere location). Current traffic that use W. Grand Avenue would be diverted to Kort Street, unless Martha Street is extended to Kort Street (see Public Improvement "J").

Public Improvement "J" : Martha Street Extension

To reroute traffic from W. Grand Avenue, which is recommended to be closed (see Public Improvement "I"), Martha Street should be extended from across the railroad tracks to Kort Street. This will require redesigning Park Street at its current terminus near the Aquatic Center entrance and at its T-intersection with the Martha Street extension. The existing rail road gates will need to be relocated from W. Grand Ave. to Martha St. The multi-use path will need to be extended to reach the redesigned Park Loop (formerly W. Grand Avenue). Underground utilities (sewer, water, storm sewer) should be replaced as warranted.

Additional WisDOT comments regarding Phase III improvements:

- Closing the W. Grand Ave./BUS HWY 51 intersection is a positive change; however, it is not desirable to have a commercial driveway located at a signalized intersection. It is unknown whether a commercial entrance would be allowed. *(Editorial note, the commercial entrance may not be desirable but should be viewed as a trade-off for the other access and safety improvements the Village is initiating within the planning area. Improving this under utilized parcel is desirable for the neighborhood.)*
- Moving the railroad crossing from W. Grand Ave. to the new Martha St. is beneficial in eliminating the rail road preemption at that intersection. However, further coordination and review by the railroad will be necessary.



IMPLEMENTATION

NEW VALUE PROJECTIONS

The Master Plan (see pages 31-41) suggests public infrastructure and private development improvements that will increase the marketability and land value of the planning area. To calculate the projected improved land and building values, several assumptions were made, as discussed in the side bar below. To be conservative, MSA used the low estimate for both the land and improvement values, factoring in a 1% inflation value using a projected "likely" completion year. In total, the low estimate projects nearly \$16.5 million of net increase in taxable value (total value minus existing total value removed). This increase is provided in detail below, organized by development phase.

Land Value

- Land ratio for new development is based on the general ratios provided in the Value Chart (based on assessed values found in the region that are cross referenced with development in Rothschild's Cedar Creek Business Park).
- Properties that will benefit from public infrastructure improvements (i.e. public road) within the Master Plan will see increase comparable to adjacent parcels in the same condition (e.g. road access, land use, etc.).
- Land Ratios for properties that do not see public infrastructure improvements remain unchanged.

Building Values

- Based on general construction costs using gross square footage (see the Value Chart).
- Includes exterior materials, finished interiors, parking, and landscaping
- The Value Chart shows a low and high range, as materials, development type, etc. affect the overall value of the building(s).

Site	PARCEL INFORMATION			BUILDING			ESTIMATED TOTAL VALUE				
	Business	Parcel Size (sq.ft.)	Type of Use	# of Units	Building Footprint	# of Stories	Building (sqft)	Total Property Value (LOW) *	Net Increase in Total Property Value (2011 \$)	Projected Completion Date	Adjusted for Inflation (1%)
PHASE ONE (2013-2014)											
#1-1	Shopko w/ 6,600 sq.ft. addition	390,955	C	0	94,600	1	94,600	\$6,293,822	\$1,593,822	2014	\$1,625,857
	Shopko Property	390,956	C	---	88,000	1	88,000	\$4,700,000			
	Totals							\$4,700,000			
#1-2	Shopko Mall w/ Park	150,220	C	0	55,210	1	55,210	\$3,361,380	\$264,680	2013	\$267,327
	Shopko Mall	205,820	C	---	55,210	1	55,210	\$3,097,165			
	Lost to ROW (Project D)	-20,000	ROW	---	---	---	---	0	-\$77,000		
	Sold Land to Project #4	-35,600	PARK	---	---	---	---	0	-\$137,060		
	Totals	150,220						\$2,883,105			
#2	Checkers Fast Food Chain	19,029	C	0	3,250	1	3,250	\$420,143	\$27,943	2013	\$28,222
	Totals						3,250	\$392,200			
#3	Senior/Multi-Family Housing	129,649	MF	22	22,600	1	22,600	\$824,298	\$366,998	2014	\$374,375
	1127 W. Grand Avenue	46,600	SF	1		removed		\$96,700			
	1123 W. Grand Avenue	18,479	SF	1		removed		\$127,500			
	1119 W. Grand Avenue	16,265	SF	1		removed		\$104,800			
	1115 W. Grand Avenue	10,549	SF	1		removed		\$96,200			
	Open Land	37,756	OPEN	0		removed		\$0			
	Totals	129,649		4		removed		\$425,200			
PHASE 1 - TOTALS								\$10,899,642	\$2,253,442		\$2,295,781
PHASE TWO (2015-2020)											
#4	Sit-Down Restaurant	50,102	C	0	8,900	1	8,900	\$1,140,510	\$642,485	2015	\$661,953
	1127 E Grand Avenue	27,902	C	---				\$427,831			
	Increased Property (see #1-2)	35,600	C	---				\$137,060			
	Lost to ROW (Project F)	-13,400	ROW	---				0	-\$66,866		
	Totals	50,102					removed		\$498,025		
#5	Mixed Use Building	119,233	MU	25	30,000	3	90,000	\$5,817,316	\$4,705,716	2020	\$5,095,616
	1108 Knauf Street	11,965	SF	1		removed		\$71,900			
	1106 Knauf Street	13,259	SF	1		removed		\$90,800			
	1102 Knauf Street	15,903	SF	1		removed		\$101,000			
	1040 Knauf Street	14,260	SF	1		removed		\$81,200			
	203 Martha Street	6,177	SF	1		removed		\$65,200			
	1101 Knauf Street	6,895	SF	1		removed		\$73,100			
	104 Ellen Street	10,018	SF	1		removed		\$73,400			
	1106 East Grand Avenue	14,806	SF	1		removed		\$218,100			
	102 Ellen Street	13,980	SF	1		removed		\$336,900			
ROW-Knauf St (north portion)	11,971	ROW					\$0				
	Totals	119,233		9		removed		\$1,111,600			
#6	Small Box/Food Store	97,337	C	0	20,500	1	20,500	\$1,414,347	\$481,511	2016	\$501,062
	1122 Margie Street	6,462	SF	1		removed		\$42,350			
	1118 Margie Street	6,015	SF	1		removed		\$87,200			
	1116 Margie Street	5,620	SF	1		removed		\$77,400			
	200 Martha Street	8,434	SF	1		removed		\$112,500			
	1122 East Grand Ave (s. portion)	37,100	C			removed		\$369,400			
	1114 East Grand Avenue	20,176	C			removed		\$246,600			
	ROW-Margie St (south portion)	14,805	ROW					\$0			
Lost to ROW (Project G)	-1,275	ROW					0	-\$2,614			
	Totals	97,337		4		removed		\$932,836			
#7	Multi-Family Residential	53,095	MF	30	16,865	2	33,730	\$949,440	\$604,510	2015	\$622,827
	1132 Margie Street	7,554	SF	1				\$82,400			
	1130 Margie Street	6,848	SF	1				\$75,900			
	1128 Margie Street	6,837	SF	1				\$65,400			
	1126 Margie Street	7,255	SF	1				\$78,800			
	1122 Margie St (north portion)	7,461	SF	1				\$42,350			
	Margie St (north portion)	17,140	SF					\$0			
	Totals	53,095		5		removed					
#8	Commerical Building	49,533	C	0	10,250	1	10,250	\$1,272,666	\$675,966	2016	\$703,413
	1137 Margie Street	8,794	SF	1				\$88,500			
	1135 Margie Street	7,492	SF	1				\$89,100			
	1133 Margie Street	8,253	SF	1				\$75,300			
	311 Kort Street	24,994	SF	1				\$343,800			
	Totals	49,533		4		removed		\$596,700			
ROW(G)	Martha Street (west of BUS 51)	37,756	TRAN					\$0	-\$142,000	2015	-\$146,303
	1110 E. Grand Avenue	37,756	C	---		removed		\$142,000	-\$142,000		
	Totals					removed					
PHASE 2 - TOTALS								\$10,594,279	\$6,968,188		\$7,438,568

VALUE CHART			
BLDG & PRKG	Low	High	
Retail:	\$100	\$150	per square foot
Office:	\$50	\$100	per square foot
Mall/Box Stores	\$50	\$75	per square foot
Mixed Use:	\$60	\$90	per square foot
MF Housing	\$25	\$35	per square foot
LAND	Low	High	
Retail:	\$5.00	\$10.00	per square foot
Office:	\$5.00	\$7.50	per square foot
Mall/Box Stores	\$4.00	\$6.00	per square foot
Mixed Use:	\$3.50	\$7.00	per square foot
MF Housing	\$2.00	\$4.50	per square foot

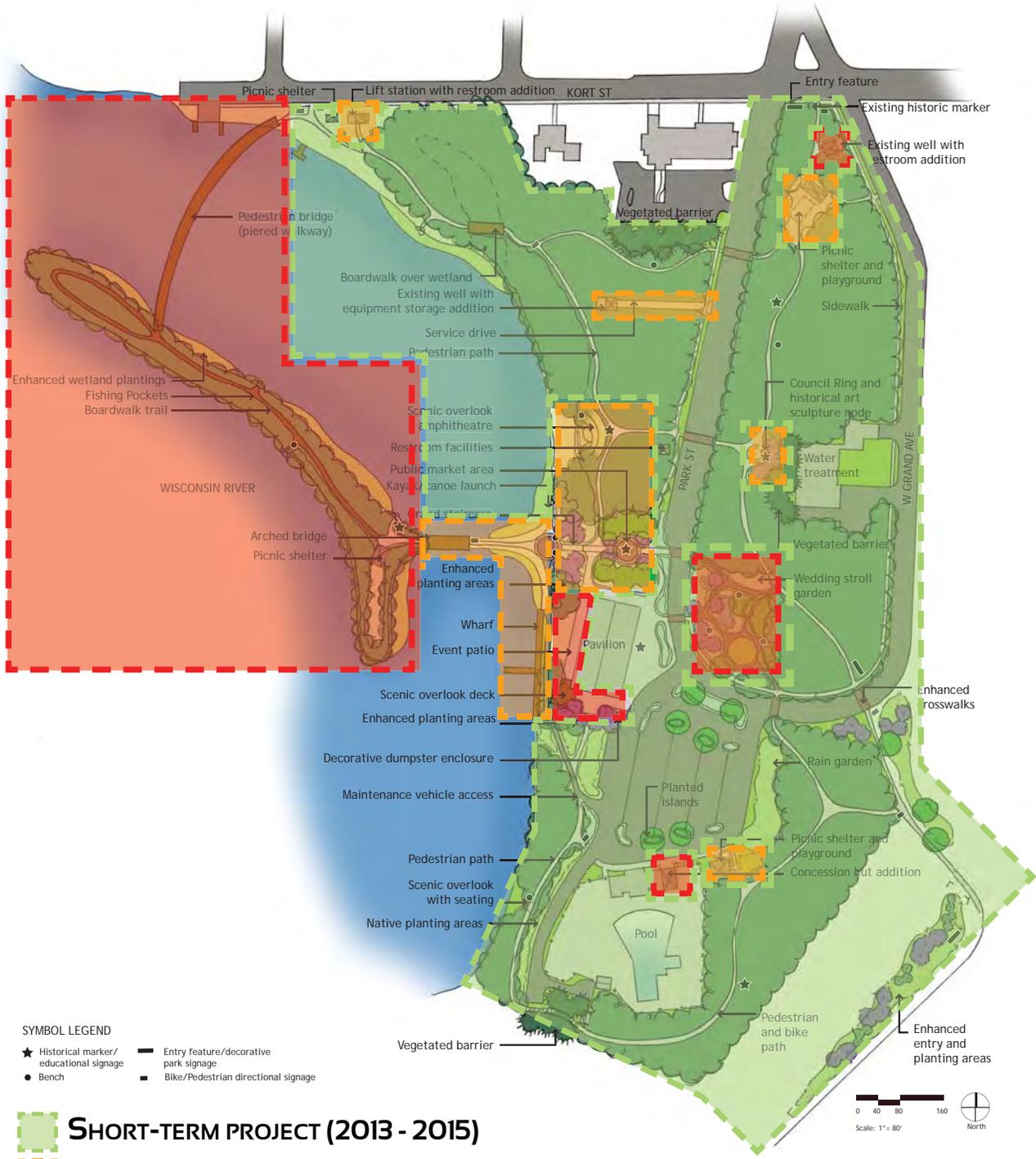
Note: The stated low projections are tempered by the current market conditions, as assessed values (i.e. market value) have decreased over the last five years. It is assumed these values will increase over time as the market rebounds, resulting in added development value. The low values are consistent with similar developments found in the Rothschild Cedar Creek Business Park.

Site	PARCEL INFORMATION				BUILDING			ESTIMATED TOTAL VALUE			
	Business	Parcel Size (sq.ft.)	Type of Use	# of Units	Building Footprint	# of Stories	Building (sqft)	Total Property Value (LOW) *	Net Increase in Total Property Value (2011 \$)	Projected Completion Date	Adjusted for Inflation (1%)
PHASE THREE (BEYOND 2020)											
#9	Gas Station	77,687	C	0	6,800	1	6,800	\$1,068,435	\$724,935	2020	\$785,001
	1028 E. Grand Avenue	64,928	VACANT	0		removed		\$343,500			
	W. Grand Avenue Closure	12,759	ROW	---	---	---		\$0			
	Totals	77,687						\$343,500			
#10	Mixed Use Building	113,911	MU	16	19,000	3	57,000	\$3,647,822	\$2,796,122	2022	\$3,088,659
	1038 Knauf Street	9,107	SF	1		removed		\$81,900			
	1036 Knauf Street	8,334	SF	1		removed		\$78,500			
	1034 Knauf Street	8,746	SF	1		removed		\$89,600			
	1030 Knauf Street	8,022	SF	1		removed		\$90,300			
	1028 Knauf Street	7,808	SF	1		removed		\$67,300			
	105 Ellen Street	8,400	SF	1		removed		\$95,000			
	1038 East Grand Avenue	11,730	SF	1		removed		\$91,500			
	1034 East Grand Avenue	9,826	SF	1		removed		\$84,100			
	1032 East Grand Avenue	10,420	SF	1		removed		\$86,400			
	1030 East Grand Avenue	6,492	SF	1		removed		\$87,100			
	ROW-Knauf St (south portion)	25,027						\$0			
Totals	113,911		10				\$851,700				
#11	Town Homes/Multi-Family	25,354	MF	6	7,500	2.5	18,750	\$519,457	\$205,199	2025	\$233,535
	1119 Alice Street	5,565	SF	1		removed		\$64,100			
	1117 Alice Street	5,295	SF	1		removed		\$65,300			
	1115 Alice Street	5,049	SF	1		removed		\$100,200			
	204 Martha Street	10,625	SF	1		removed		\$86,700			
	Lost to ROW (Project G)	-1,180	ROW					-\$2,041			
Totals	25,354		4				\$314,259				
#12	Town Homes/Multi-Family	27,566	MF	6	7,500	2.5	18,750	\$523,882	\$233,257	2025	\$265,468
	1120 Alice Street	6,996	SF	1		removed		\$81,500			
	1116 Alice Street	7,050	SF	1		removed		\$67,000			
	1114 Alice Street	6,737	SF	1		removed		\$80,100			
	1112 Alice Street	6,783	SF	1		removed		\$65,610			
	Lost to ROW (Project G)	-1,675	OPEN					-\$3,585			
Totals	27,566		4				\$294,210				
#13	Town Homes/Multi-Family	26,902	MF	6	7,400	2.5	18,500	\$516,304	\$194,804	2028	\$228,424
	1128 Alice Street	6,101	SF	1		removed		\$38,700			
	1126 Alice Street	6,916	SF	1		removed		\$96,500			
	1124 Alice Street	6,930	SF	1		removed		\$92,100			
	1122 Alice Street	6,955	SF	1		removed		\$94,200			
Totals	26,902		4				\$321,500				
#14	Town Homes/Multi-Family	29,437	MF	8	11,000	2.5	27,500	\$746,374	\$374,074	2028	\$438,631
	209 East Kort Street	8,979	SF	1		removed		\$69,500			
	1127 Alice Street	6,462	SF	1		removed		\$107,300			
	1125 Alice Street	6,999	SF	1		removed		\$100,500			
	1123 Alice Street	6,997	SF	1		removed		\$95,000			
Totals	29,437		4				\$372,300				
#15	Multi-Family Commercial	30,966	MF	9	11,000	3	33,000	\$886,932	\$789,291	2028	\$925,506
	1135 W. Grand Avenue	57,316	SF	1		removed		\$112,397			
	Lost to Martha St (Project J)	-26,350	OPEN					-\$14,756			
	Open Land	5,390	OPEN					\$0			
Totals	30,966		1				\$97,641				
#16	Multi-Family Building	50,847	MF	9	10,145	3	30,435	\$862,569	\$714,569	2028	\$837,888
	1143 W. Grand Avenue	47,647	SF	1		removed		\$146,400			
	1135 W. Grand Ave (residual)	5,700	OPEN	0				\$2,850			
	Lost to Martha St (Project J)	-2,500	OPEN	0				-\$1,250			
Totals	50,847		1				\$148,000				
ROW _(U)	Martha St (west of BUS 51)	-6,139	TRAN	---				\$0	-\$64,600	2025	-\$73,521
	1110 Alice Street	-6,139	C	---		removed		\$64,600			
Totals							\$64,600				
PHASE 3 - TOTALS								\$8,771,776	\$5,967,651		\$6,729,590
BUILD-OUT TOTALS								\$30,265,697	\$15,189,281		\$16,463,940

Note: If the average between the low and high land and improvement values were used, the net increase in taxable value would be \$24.6 million.

IMPLEMENTATION

PAVILION PARK PHASING PLAN



The recommended implementation plan for the improvements to Pavilion Park is illustrated in the image above. Similar to the redevelopment area, improvements are planned in three phases. Refer to the companion Pavilion Park Master Plan for additional details.

PHASING PLAN SUMMARY

This document is intended to help the Village of Rothschild implement the desired vision for Pavilion Marketplace. Completing the recommendations in phases will, in time, create the distinctive mixed-use neighborhood desired. The Village Board is ultimately responsible for implementation of this plan with assistance from Village staff, existing Village committees, the citizens of Rothschild, and private developers.

A summary of recommendations and preferred time line for completion can be found on the following page. The implementation time line is separated into three categories short, medium and long term benchmarks based on some of the following factors:

- Ease of implementation. Certain projects may require additional design and construction services, or state approval
- Relative scale and location of the proposed improvement. Certain projects may take longer to complete if multiple properties must be acquired and assembled.
- Both the opportunity and need to coordinate with other improvements. The redevelopment of some parcels may not be feasible until certain public infrastructure improvements are constructed, or vice versa.
- Expected cost. Projects with higher costs are likely to take longer to implement, as funds become available.
- Whether the improvement is likely to be public or privately initiated/financed. The improvements envisioned in this plan will require significant private investment to come to fruition.

The time line is a guide to help the Village to implement projects in a tangible and timely manner. The implementation of specific projects could be affected by availability of grant funding, market conditions, the Village's capacity to borrow funds for improvements, and the pace of redevelopment projects.

Costs provided are preliminary estimates that were made prior to design considerations and engineering

studies. Costs are illustrated in ranges to acknowledge that additional factors beyond the scope of this planning process will determine final costs. The selection of specific materials, vendors and timing of projects will all impact the final cost. Based on available funding certain recommendations may be modified or only partially implemented. For example, park improvement projects may be implemented over time. While the total cost of improvements may seem beyond reach, elements themselves can be constructed in phases spreading out the cost over time. The estimates are a starting point which can be used to aid in grant applications or future department budgets. Potential funding sources include:

- Tax Increment Financing
- Village General Fund
- Village Utility Funds
- WisDOT Community Sensitive Design Funds
- WisDOT General Transportation Aids
- State and Federal Grants

GRANT PROGRAMS

Grant programs are an important source of funding to offset local costs. The Wisconsin Department of Transportation; Natural Resources Department; and the Wisconsin Economic Development Corporation are three state agencies which offer a variety of grant programs that the Village may be able to apply for funding to offset project costs. Funding levels, deadlines, program criteria and objectives are routinely modified. Grant programs which may be more viable for the Village include:

- WDNR Stewardship Grants - provides funding for the development of nature based outdoor recreational facilities.
- WDNR Recreational Trails Grant - provides funding for construction of new trails and acquisition of easements on property for trails.
- WDNR Recreational Boating Facilities and Boating Infrastructure Grants - provides funding for boating facilities, floating docks, fixed piers, restrooms, navigational aids and booms.

Continued on page 47

IMPLEMENTATION

PHASING PLAN & ESTIMATED COST SUMMARY

ACTION		SHORT-TERM 2013-2015	MID-TERM 2016-2025	LONG-TERM 2025+	ESTIMATED COST
P1	Development #1: Shopko Plaza				\$250,000 - \$350,000
P1	Development #2: Checkers Fast Food Chain				\$60,000 - \$120,000
P1	Development #3: Senior/Multi-Family Housing				\$577,500 - \$666,750
P1	Public Improvement A & B: Gateway Features				\$150,000 - \$350,000
P1	Public Improvement C & D: Road Alternations				\$250,000 - \$500,000
P1	Public Improvement E: Multi-use Path				\$88,750 - \$120,000
P2	Development #3: Senior/Multi-Family Housing				\$577,500 - \$666,750
P2	Development #4: Sit-down Restaurant				\$435,750 - \$504,000
P2	Development #5: Mixed-Use Building				\$1,397,000 - \$1,580,750
P2	Development #6: Small Box/Food Store				\$1,197,500 - \$1,344,500
P2	Development #7: Multi-Family Residential				\$593,750 - \$651,500
P2	Development #8: Commercial Building				\$635,250 - \$735,000
P2	Public Improvement F & G: Martha Street				\$200,000 - \$400,000
P2	Public Improvement H: BUS HWY 51 Improvements				\$500,000 - \$1,000,000
P3	Development #9: Commercial/Gas Station				\$351,750 - \$409,500
P3	Development #10: Mixed-Use Building				\$1,155,500 - \$1,292,000
P3	Developments #11, #12, #13, & #14: Townhomes/Multi-Family Residential				\$1,720,000 - \$1,930,000
P3	Development #15 & #16: Multi-Family/Commercial				\$278,250 - \$320,250
P3	Public Improvement I: W. Grand Ave. Closure				\$250,000 - \$350,000
P3	Public Improvement J: Martha Street Extension				\$340,000 - \$680,000
Park	Refer to Pavilion Park Master Plan	-- ongoing--			\$1.5M - \$3.7M
Total Costs					\$11,000,000 - \$17,000,000

COST ASSUMPTIONS

- Estimates for development projects include the cost to acquire land, demolition of existing buildings and site grading to prepare the lot for redevelopment (\$10K per lot), legal fees/contingencies (10%), and the cost to upgrade street and public utilities (water and sewer main) within the development envelope (refer to item 2 below for public improvement cost estimates) as depicted in the master plan. Based on the housing market analysis, land costs are assumed to be within +/- five percent of assessed values. Note development costs may be funded solely by the private sector, or a combination of public and private financing. Public financing may be offset by the sale of the reconditioned lots.
- Public improvement costs assume:
 - \$250 per linear foot for street work
 - \$75 per linear foot for water main
 - \$65 per linear foot for sanitary sewer
 - \$3-\$4 per linear foot for bike trails
 - 35% for engineering and contingencies

Additional refinements to cost estimates will be completed during design phases.

- WisDOT Transportation Alternatives Program (TAP) - provides funding for projects that increase multi-modal transportation alternatives such as bicycle or pedestrian facilities, landscaping, streetscaping, and the preservation of historic transportation structures.
- WisDOT Surface Transportation Program Urban (STP-U) - provides federal funds to complete a variety of improvements to federal-aid-eligible roads and streets in urban areas.
- WisDOT Local Roads Improvement Program (LRIP) - provides funding to assist local governments in improving seriously deteriorating village streets.
- WEDC Community Development Block Grant, Public Facilities Economic Development (CDBG-PFED) - provides funds to local governments to increase the capacity of local infrastructure systems when project implementation will result in full-time job creation or retention, and local investment by local businesses.
- WEDC Community Development Block Grant, Public Facilities (CDBG-PF) - provides funds to local governments to increase the capacity of local infrastructure systems; expand services offered to local citizens through construction or expansion of eligible public facilities; or prevent or remove slum and blight.

TAX INCREMENT FINANCING

The Village anticipates creating a Tax Incremental Financing District. Many of the projects listed in this plan are TIF eligible project costs, with the exception that the costs of constructing new recreational buildings (e.g. park shelters) can not be funded with TIF.

COMMUNITY SENSITIVE DESIGN

As part of a planned reconstruction of the WIS 29 bridge over the Wisconsin River in 2014-15, the Village will receive approximately \$200,000 in Community Sensitive Design funds from the WisDOT which it can use for aesthetic enhancements in the planning area.

NEXT STEPS

1. Amend Comprehensive Land Use Plan
2. Create Tax Increment Finance District
3. Update the Village Zoning Code. Some modifications to the zoning code will be required to facilitate the desired development, such as allowing mixed uses, allowing for shared parking, increases to height restrictions, and site and building design standards.
4. Submit applications for grant funding
5. Begin implementation of short-term action items:
 - Developer’s agreement with plaza property owners for improvements, cost-sharing, and long-term maintenance
 - Commission designs for: plaza improvements, recreational trails, gateway features, and improvements to Volkman/BUS HWY 51 intersection.
6. Consider creating a Community Development Authority (CDA) or Redevelopment Authority (RDA). A CDA or RDA can act as an agent of the Village to assist with the acquisition and development of property in the redevelopment area for the purpose of carrying out blight elimination, slum clearance, urban renewal programs/projects and housing projects.
7. Given the size of the planning area and magnitude of potential redevelopment projects the Village should consider completing a Traffic Impact Analysis (TIA). The TIA could provide additional detail to resolve remaining WisDOT concerns regarding access points and signal timing. Coordination with the railroad should occur as part of this task.



PAVILION PARK



Image Source: Bing.com

MSA

PROFESSIONAL SERVICES