

Comprehensive Plan Update
Aldermanic District 11 Neighborhood Meeting Summary

January 26, 2015 – 6:30 PM
UWSP College of Natural Resources
(TNR Building – Room 122, 1st floor)
800 Reserve Street, Stevens Point, WI 54481

PRESENT: Community Development Director Michael Ostrowski, Associate Planner Kyle Kearns, Fourth District Alderperson Mike Wiza, Eleventh District Alderperson Jerry Moore, Jeff Presley, Lloyd Graff, Shawn Morrow, Tori Jennings, Garrett Ryan, Cathy Dugan.

Meeting Summary:

Community Development Director Michael Ostrowski and Associate Planner Kyle Kearns provided a brief presentation where they described the city's comprehensive plan update project and visioning tactics to establish an overall vision for the community. This included describing the strength, weakness, opportunity and threat analysis (SWOT) to assist in gaining critical public feedback and input. Staff proceeded to provide examples of feedback and input which pertained to a small area or neighborhood, or to the entire community, citing that an overall vision is derived from an examination of the entire community.

A questionnaire was provided, of which can be obtained online, which included nine questions for participants and attendees to answer freely or use as a guiding document when providing input and feedback. Staff then led discussion within a small group using the questionnaire as a guide. Responses to the questionnaire and feedback gathered by staff from public comment and conversation within the small group have been summarized below for each question.

QUESTIONS & RESPONSES FROM QUESTIONNAIRE:

1. What do you see as the community's major strengths or assets?
 - Growth at Sentry Insurance, such as the golf course and PJs restaurant
 - Good relationships & events
 - Police department and the good cooperation with neighbors – adjusting tactics (homecoming)
 - Green Circle Trail
 - Parks
 - Central location
 - Low cost of living
 - Size – not too big and not too small
 - University of Wisconsin Stevens Point
 - Schmeeckle Reserve and other greenspace
 - I-39 extension of pedestrian accommodation on North Reserve Street
 - Good communication between UWSP and area businesses
 - Strong business climate – growth in employment, businesses and business partnerships
 - Ease of access to bicycle routes within district 11
 - Country-like feel in district 11

2. What do you see as the community's major weaknesses or liabilities?
 - Tax Increment Finance district burden on school district
 - Previous city comprehensive plan was never fully utilized

- Lack of vacant single family, buildable lots
- Limited residential growth in tax base
- Un-kept / rundown student rentals
- Destruction of historic homes when turning into student rentals
- Multi-family homes by the university
- Limited available land for development in district 11
- High taxes compared to neighboring municipalities
- Liability of city debt
- Need better diversity of area employers
- City boundary is jagged
- Need better pedestrian accommodations

3. What do you see as the community's major opportunities?

- Boundary agreements with the Town of Hull
- Create partnership with UWSP to keep young people in the community
- Create more affordable housing
- Diversify business and employment throughout the community
- Creation of safe bicycle and pedestrian routes within the district
- Eagle Point subdivision lighting and transportation improvements (infrastructure)
- Safer bicycle and pedestrian accommodations on Reserve Street
- Incorporation and utilization of the eco-municipality plan and Portage County bicycle and pedestrian plan
- Incorporations of downtown directional study
- Additional entertainment opportunities (arts and culture)
- Full signalized intersection on Northpoint Drive and Division Street as well as Maria Drive and Fourth Avenue. This includes left turn arrows
- Hoover Avenue overpass
- Development opportunity in TID 5 as the entry way to our community

4. What do you see as the community's major threats?

- Diversity of businesses
- Drinking culture in downtown – ruining entertainment
- County wide ambulance service – threat of not sharing services
- Landlocked city boundary
- Low wage jobs – working poor
- Growing senior population – added strain on City services
- Loss of young people – brain drain
- Lack of entertainment to attract younger people
- Poor housing stock in the urban core and downtown

5. What is you dream for our community?

- Slow and steady growth
- Maintain city's small and large feel
- Strong sense of community
- Bring back modest homes, they were neat as a pin
- Take care of rentals

- We need to talk about more of the positives of our community – be proud
6. What kind of community do we want to create?
 - Aesthetically pleasing community
 - Improvement in the inspection department for all licensed properties
 - Preservation and improvement of housing stock
 - Bicycle routes
 - Increase in tourism
 7. What would you like to see change?
 - Creation of a green corridor on Division Street
 - Snow cleared Green Circle Trail
 - Increase in community pride
 - Improvement of ordinance enforcement
 - Reduction of local media spreading bad community news
 - Government body that supports what people want – more outside ideas
 - Increase the young professional voice
 - Increase in aesthetics
 - Need higher-end young professional housing
 8. What would success look like?
 - More neighborhood associations
 - A focus on neighborhood revitalization, not only business but residential – institute assistance programs
 - Adoption of development standards
 - Decent paying jobs
 - Aesthetically pleasing corridors
 - Tracking of police call and violations
 - Growth in tax base
 - Meet individual goals and objectives – structure as a checklist
 - Utilization of the Comprehensive Plan
 - Decline in the number of complaints
 - Portage County Bicycle and Pedestrian Plan gets implemented
 - Prioritize projects
 - Places created for young professions
 - Better advertisement of our strengths
 - Implementation of an urban Green Circle Trail
 - Less vacant buildings
 - Decrease in foreclosed properties
 9. Any other additional comments or feedback?