

Comprehensive Plan Update  
East Side Business Stakeholder Meeting Summary

March 4, 2015 – 9:00 AM  
UltraCom Wireless  
5301 US Highway 10, Stevens Point, WI 54481

PRESENT: Associate Planner Kyle Kearns, Sara Nikolay, Chuck Piotrowski, Russell Trzebiatowski, and LuAnne Piotrowski.

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Meeting Summary:

Associate Planner Kyle Kearns provided a brief explanation of the Comprehensive Plan and Comprehensive Plan update occurring. Mr. Kearns identified that eleven neighborhood meetings occurred within all aldermanic district to gather public input and feedback. Business participation at neighborhood meetings was limited, which has prompted further meetings with the business sector and other important stakeholders. Feedback and input gathered will assist in creating a vision which is applied to several individual plan components where goals and objectives are developed to be used as a policy guide for future actions. Informal conversation occurred amongst the small group regarding area and community strengths, weaknesses, opportunities, and threats. Feedback and input have been summarized below.

QUESTIONS & RESPONSES FROM QUESTIONNAIRE:

1. What do you see as the community's major strengths or assets?
  - Great visibility on Hwy 10
  
2. What do you see as the community's major weaknesses or liabilities?
  - Stormwater requirements to stringent – limits expansion and development – example Dairy Queen stormwater pond connected to stormsewer
  - Pursuit of a backage road on the north side of Highway 10, behind Target
  - Future closure of the intersection of Highway 10 and MapleBluff Road and Old Highway 18
  - Transparency amongst government and including
  - Department of Transportation communication with City and public
  - No sewer or water on Pine Bluff Road
  - Plowing on Pine Bluff Road
  
3. What do you see as the community's major opportunities?
  - Improving relationships with Department of Transportation
  - Adoption of goals and objectives to address concerns along Highway 10 which can lessen impacts of infrastructure changes.
  - Widening driveways along Highway 10 – example: Goodwill driveway to improve accessibility and safety
  - Redevelopment of vacant storefronts and buildings – example: former Copps Grocery and Wal-Mart
  - Lights on Highway 10
  - Improved traffic signs to effectively direct traffic on and off Highway 10
  
4. What do you see as the community's major threats?

- Highway 10 bypass / roundabout – will destroy business
  - Highway 10 and Interstate 39 interchange reconstruction project – widening of right-of-way and potential closure of side streets
  - Medians along Highway 10 east
5. What is your dream for our community?
    - Maintain business on Highway 10
    - Bring new and expand business on the Highway 10 Corridor
    - Maintain traffic on highway 10
  6. What kind of community do we want to create?
  7. What would you like to see change?
  8. What would success look like?
  9. Any other additional comments or feedback?

Comprehensive Plan Update  
Kiwanis Club Meeting Summary

March 24, 2015 – 6:30 PM  
Kiwanis Club – Stevens Point Country Club  
1628 Country Club Drive, Stevens Point, WI 54481

PRESENT: Community Development Director Michael Ostrowski, Associate Planner Kyle Kearns, Chris Crimo, John Leek, Bob Cooper, Howard Thoyre, Andrew Halverson, Zach Bierman, Bob Worth, Mary Hansen, Michael Kurylak, Kelly Caughvan, Mark Patrick, Fred Hebblewhite, Gerald O'Brian, and John Steele.

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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. This included describing the update process, along with the current step to obtain public input and feedback through several neighborhood and stakeholder meetings using the SWOT (Strength, Weakness, Opportunity, Threats) analysis. Attendees were encouraged to participate staying connected to the comprehensive plan update via several avenues, including submitting an online questionnaire. Lastly, a brief informal question and answers session occurred amongst the small group regarding area and community strengths, weaknesses, opportunities, and threats. Feedback and input have been summarized below; little was received due to time constraints

QUESTIONS & RESPONSES FROM QUESTIONNAIRE:

1. What do you see as the community's major strengths or assets?
  - Drinking Water
  - Education, both K-12 and secondary education
  - Natural Resources; Parks, WI River,
2. What do you see as the community's major weaknesses or liabilities?
  - Limited marketing and advertising of community strengths
3. What do you see as the community's major opportunities?
  - Improving marketing of the community to residents and employers
4. What do you see as the community's major threats?
5. What is your dream for our community?
6. What kind of community do we want to create?
7. What would you like to see change?
8. What would success look like?
9. Any other additional comments or feedback?



Comprehensive Plan Update  
Stevens Point Area High School  
Student Senate Meeting Summary

March 25, 2015 – 8:30 AM  
Stevens Point Area High School  
1201 Northpoint Drive, Stevens Point, WI 54481

PRESENT: Community Development Director Michael Ostrowski, Associate Planner Kyle Kearns, and approximately 50 high school students.

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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. This included describing the update process, along with the current step to obtain public input and feedback through several neighborhood and stakeholder meetings using the SWOT (Strength, Weakness, Opportunity, Threats) analysis. Students were encouraged to participate and stay connected to the comprehensive plan update via several avenues, including submitting an online questionnaire. Lastly, a brief informal question and answers session occurred amongst the small group regarding area and community strengths, weaknesses, opportunities, and threats. Feedback and input has been provided below.

QUESTIONS & RESPONSES FROM QUESTIONNAIRE:

1. What do you see as the community's major strengths or assets?
  - Stevens Point is a nice place to raise a family
  - Park Recreation
  - Snow removal
  - Walk friendly
  - Important restaurants and convenience, good locations
  - Access to public facilities and business opportunities (Sentry World)
  - Locally owned business
  - Comfortable atmosphere
  - Community activities - parades
  - Safety – safe place to raise a family
  - Culturally Rich City
  
2. What do you see as the community's major weaknesses or liabilities?
  - Parking lots full only on black Friday, change in regulations
  - Not much to do in the community for high school students
  - Limited internship opportunities
  - College student vandalism – smashing pumpkins
  - Relationship with UWSP
  - Traffic around high school and the intersection of Division Street and Northpoint Drive
  - Small parking lot at Cold Stone Ice Cream / Starbucks / Noodles & Company
  - Winter Months – limited activities
  - No diversity
  - Speed limit on Patch Street 35 to 25

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

- Chipotle
- A large mall
- Improve relationship with UWSP
- Fox theater rehabilitation and renovation
- Left turn signal at the intersection of Northpoint Drive and Division Street
- Create water park – bring back Rainbow Falls
- Public Dog Parks
- Emerson park development
- More jobs and internships (law firms, STEM, Tech jobs)

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

5. What is your dream for our community?

6. What kind of community do we want to create?

7. What would you like to see change?

8. What would success look like?

9. Any other additional comments or feedback?

Note: nearly all students in attendance identified pursuing secondary education, of those only a few were committed to attending the University of Wisconsin Stevens Point campus.

Comprehensive Plan Update  
Association of Downtown Businesses

April 8, 2015 – 8:00 AM  
Clay Corner Studio  
1105 Main Street, Stevens Point, WI 54481

PRESENT: Community Development Director Michael Ostrowski, Associate Planner Kyle Kearns, [See ADB meeting minutes](#).

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Meeting Summary:

Director Ostrowski briefly introduced the City's Comprehensive Plan and update process. Furthermore he stated the intent is to receive input and feedback from businesses. Eleven neighborhood meetings have occurred within all aldermanic districts and other stakeholder meetings are occurring. Feedback and input gathered will assist in creating a vision which is applied to several individual plan components where goals and objectives are developed to be used as a policy guide for future actions. Informal conversation occurred amongst the small group regarding area and community strengths, weaknesses, opportunities, and threats. Feedback and input have been summarized below.

QUESTIONS & RESPONSES FROM QUESTIONNAIRE:

1. What do you see as the community's major strengths or assets?
  - Co-op and businesses across the river
  - Public square fountain
  - Angled parking on Main Street – easier than parallel
  
2. What do you see as the community's major weaknesses or liabilities?
  - Seating around the public square
  - One-way streets in and around downtown
  - Vehicular access to downtown
  - Entry to the square
  - Snow removal on Main Street and the public square
  - Snow storage at Shopko
  - Limited enforcement of speed limit and parking downtown
  - Flyers and individual paper advertisement downtown
  - Historic Preservation review of signage – need strict guidelines
  
3. What do you see as the community's major opportunities?
  - Look at more options for additional retail space downtown
  - Continued support for existing and growing business
  - Grocery store downtown
  - Rules on shared dumpsters
  - Permit requirements for downtown public square events
  - Business directory on the square
  - Better signage – "Children at Play," etc.
  - Education for snow removal and shoveling in the downtown
  - Creation of BID district for snow removal or assessment on properties.

- Reduce speed limit downtown and install new signage and electronic radar.
- Improve pedestrian safety through installation of signage and painting pedestrian crosswalks.
- Improve enforcement of paper flyers
- Stop sign at Third Street or Strongs Avenue
- Permanent college student parking downtown
- Create better connection between the downtown and River.
- Create fact sheet for business owners on signage downtown.
- Create general informational handout for businesses downtown.
- Better partnership between Association of Downtown Businesses and the Historic Preservation / Design Review Commission.

4. What do you see as the community's major threats?
5. What is your dream for our community?
6. What kind of community do we want to create?
7. What would you like to see change?
8. What would success look like?
9. Any other additional comments or feedback?
  - No TIF for non job related development, i.e. housing

Comprehensive Plan Update  
Association of Downtown Businesses

April 8, 2015 – 2:00 PM  
Old Main - University of Wisconsin  
2100 Main Street, Stevens Point, WI 54481

PRESENT: Community Development Director Michael Ostrowski, Associate Planner Kyle Kearns, Greg Diemer, Carl Rasmussen, and Greg Acker.

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Meeting Summary:

Director Ostrowski briefly introduced the City's Comprehensive Plan and update process. Furthermore he stated the intent is to receive input and feedback from the University of Wisconsin Stevens Point. Eleven neighborhood meetings have occurred within all aldermanic districts and other stakeholder meetings are occurring. Feedback and input gathered will assist in creating a vision which is applied to several individual plan components where goals and objectives are developed to be used as a policy guide for future actions. Informal conversation occurred amongst the small group regarding area and community strengths, weaknesses, opportunities, and threats. Feedback and input have been summarized below.

NOTES:

- UWSP will update their master plan within the next few years with likely changes to master plan boundaries.
- New chemistry building and student health and wellness center are planned.
- Plans include remodeling Depot and the learning resource center.
- UWSP student body is anticipated to remain static, around 9,500 student.
- Possibility of UWSP to release 2nd year students from mandatory residential living hall requirements if growth occurs in the student body.
- Different housing choices are requested by students. Connected rooms with share facilities are missing.
- Plans to acquire Briggs Street block. 8 out of 13 parcels are acquired.
- The fire station block is considered an alternative site for a parking garage
- UWSP wants to bring Schmeekle Center closer to campus
- Outboards lots are not preferred for parking for security reasons. A pole of students may be necessary.
- Parking meters will push traffic & parking to additional streets and neighborhood surrounding campus.
- 3,000 student beds and only 1,200 vehicle permits issued.
- Possibility exists for shared parking ramp with Ministry Health (Hospital) and UWSP with the construction of the School of Business.
- New location for Small Business Development Center is preferred.



Comprehensive Plan Update  
Stevens Point Area High School  
Student Senate Meeting Summary

May 13, 2015 – 12:00 AM  
Stevens Point Area High School  
1628 Country Club Drive, Stevens Point, WI 54481

PRESENT: Associate Planner Kyle Kearns, Michael Faeth, Nicholas Abts, David Marten, Bra Corbelt, Jack Porter, Joe Leek, Kathy Trachte, Rick Jansing, Randy Zietlow, Rick Judy, Todd Kickkahn, Todd Penske, Tom Berty, Karen Thompson, Brenda Diamond, Suzanne Murphy, JD Manville, Arden Lange, Bob Stack, Dave Acaley, Aleese Fielder, Jen Selwyn.

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Meeting Summary:

Associate Planner Kyle Kearns provided a brief presentation describing the city's comprehensive plan update project. This included describing the update process, along with the current step to obtain public input and feedback through several neighborhood and stakeholder meetings using the SWOT (Strength, Weakness, Opportunity, Threats) analysis. Those in attendance were encouraged to participate and stay connected to the comprehensive plan update via several avenues, including submitting an online questionnaire. Lastly, a brief informal question and answers session occurred amongst the small group regarding area and community strengths, weaknesses, opportunities, and threats.



Comprehensive Plan Update  
Stevens Point Area High School  
Student Senate Meeting Summary

May 14, 2015 – 9:00 AM  
Stevens Point Area High School  
1900 Polk Street, Stevens Point, WI 54481

PRESENT: Associate Planner Kyle Kearns, Sara O'Donnell, Attila Weninger, and approximately 30 other Stevens Point School District faculty and staff.

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Meeting Summary:

Associate Planner Kyle Kearns provided a brief presentation describing the city's comprehensive plan update project. This included describing the update process, along with the current step to obtain public input and feedback through several neighborhood and stakeholder meetings using the SWOT (Strength, Weakness, Opportunity, Threats) analysis. Those in attendance were encouraged to participate and stay connected to the comprehensive plan update via several avenues, including submitting an online questionnaire. Lastly, a brief informal question and answers session occurred amongst the small group regarding area and community strengths, weaknesses, opportunities, and threats.



Comprehensive Plan Update Meeting  
Arts Community & Arts Alliance Group

June 29, 2015 – 6:00 PM  
Stevens Point Area High School  
Scarabocchio Art Museum, 800 Main Street, Stevens Point, WI 54481

PRESENT: Associate Planner Kyle Kearns, Sara Brish, Nerisa Nelson, Paula Schlice, Bill Schierl, Sarena Melotte, Karin Sieg, Anello Mollic, Trish Baker, Pamela Luedtke, Mary Therese Murphy, David Bakken, Amy Bakken, Rhonda Sprague, Leon Ostrowski, Mary Zindou, Mary McComb, Pat D'Ercole, Dave Carlson, Tori Jennings, Madelin Petz, Lawrence Leviton, Jim O'Connell, Dan O'Neal, David Hastings, Dick Judy, Mark Seiler, Gerry McKenna, Andrea Salchert, Jon Gudbris

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Meeting Summary:

Associate Planner Kyle Kearns provided a brief presentation describing the city's comprehensive plan update project. This included describing the update process, along with the current step to obtain public input and feedback through several neighborhood and stakeholder meetings using the SWOT (Strength, Weakness, Opportunity, Threats) analysis. Those in attendance were encouraged to participate and stay connected to the comprehensive plan update via several avenues, including submitting an online questionnaire. Lastly, a brief informal question and answers session occurred amongst the group regarding area and community strengths, weaknesses, opportunities, and threats. Comments primarily related to the arts and culture within the City of Stevens Point. Those comments are summarized below.

1. Infuse arts and culture within all elements of the plan and create a separate element
2. Create a committee to review sections of the Comprehensive Plan particularly relating to arts and cultural components
3. Create meaningful arts programs such as a sidewalk storybook or poetry to combat illiteracy and encourage exercise
4. Market the arts and diverse culture within the City
5. Invest in arts and culture as the population grows. Niche created with great arts and culture in a small town
6. Take more pride in arts and culture
7. Change the mindset from planning to design, incorporating arts
8. Tap into the existing arts and culture always
9. Focus on growth and sense of place. Growth is tied to jobs and education. Sense of place is defined by what is available other than education and jobs
10. Create things for family to do in Stevens Point
11. Incorporate art early in the planning process
12. Run the Comprehensive Plan like a living and constantly changing document
13. Promote history and incorporate diverse cultural history instead of just Polish and logging
14. Incorporate additional languages throughout signage and other means
15. A disconnect exists between the City and Public when disseminating information
16. Stevens Point has a hidden art community, including the City's Sculpture Park
17. Create a City cultural and artistic symbol (example Keoto Arkansas)
18. Create a strong creative economy
19. Difficult to recruit talent from out of the area
20. Tap into the existing arts culture, making it more visible

21. Create better relationship with surrounding communities to share resources and create efficient partnerships
22. Create “both, &” aspect to the Comprehensive Plan by infusing arts throughout the entire Comprehensive Plan
23. Encourage loan programs for the creative arts throughout the community
24. Structured receptivity. Creating a template for receiving public ideas relating to arts and culture, along with a review of ideas, and ways in which ideas can come to fruition
25. Arts and culture should be included in every facet of the Comprehensive Plan
26. Celebrate and market the City’s existing arts and culture
27. Include arts within the vision statement of the Comprehensive Plan
28. Expand the element into “arts, culture and entertainment”
29. Encouragement to advertise for other programs, such as the Wellness Institute and the American Suzuki Institute
30. Maintain the differences between other municipalities and Stevens Point; it’s what makes Stevens Point special
31. Work with other communities to advocate for community spirit
32. Think about institutional and structural changes, placing the plan in the hands of the community
33. Improve the disconnect between the public and City
34. Create more efficient coalitions and advocacy organizations
35. Include tourism components throughout the Comprehensive Plan or along with the Arts
36. Utilize parts of the existing plan, as a great deal of work was put into its creation

Comprehensive Plan Update Presentation  
Stevens Point Noon Optimist Club

August 26, 2015 – 12:00 AM  
Grazies Italian Grill  
5327 US Hwy 10, Stevens Point, WI 54481

PRESENT: Associate Planner Kyle Kearns, Karen Schanock, Jim Buck, Don Bachleiter, Jann Van Dreser, Mary Gracekeene, Bob Siskoff, Leon Ayers, Dorothy Pientka, Hayley Marschke, Tina Vera, Amanda Anderson.

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Meeting Summary:

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