



Marathon County Westside Master Plan

February 20th, 2023



Acknowledgments

Steering Committee

Jamie Polley
Marathon County Director of Parks, Recreation and Forestry

Troy Torgerson
Marathon County Facilities and Capital Management Planner

Terry Kaiser
Marathon County Director of Facilities and Capitol Management

Laurie Miskimins
Marathon County Director of Conservation, Planning and Zoning

Ann Herda-Rapp
UWSP-Wausau Campus Executive (through August 2022)

Liz Brodek
City of Wausau Development Director

MSA Professional Services, Inc.

Jason Valerius, AICP
Project Manager
Planning Team Leader



Raine Gardner, PE
Senior Professional Engineer
Parks and Recreation Team Leader

Dan Williams, PLA, ASLA, AHLP
Senior Landscape Architect

Plunkett Raysich Architects, LLP.

Jason Puestow, AIA, NCARB, CSI, CCC
Project Manager



Table of Contents

| | |
|---|----|
| 1.0 Introduction and Overview | 4 |
| 2.0 Stakeholder Input | 8 |
| 3.0 Master Plan | 10 |
| 4.0 Project Descriptions | 12 |
| 5.0 Phasing and Implementation Strategy | 26 |
| Appendix 1 - Background Data and Interviews | |
| Appendix 2 - Survey Results | |
| Appendix 3 - Cost Estimates | |



1.0

Introduction

Introduction

The Marathon County Westside Master Plan Project spans three areas of interest for future improvements: Marathon Park, UWSP – Wausau Campus, and a Redevelopment Area south of the park. The project area is located centrally in the City of Wausau, surrounded by a mix of residential neighborhoods and retail and industrial uses, and easily accessible from the regional highway system. The Marathon County

Westside Master Plan Project was conceived to prioritize investments into this high-profile, high-use area through a public process that engaged all interested stakeholders. Over the next 15 years this document is intended to help the County and other stakeholders make decisions about when, where and how to invest in the continued success of these sites and the activities and users they support.

Introduction (Continued)

MARATHON PARK

Marathon Park is an important asset to the community in many ways. It is a prominent and popular recreation site, it hosts several community amenities and gathering places such as East Gate Hall, and it hosts the Wisconsin Valley Fair. Previous Master Plans identify this park as an environmental asset with opportunities for year-round programming and an economic generator. The original 80-acre site was donated in 1867 by two Wausau citizens with the condition that it be used for an agricultural fair. Just the next year, the first county fair was held by the Marathon County Agricultural Society. The white pines, a beloved feature of Marathon Park, are direct descendants of the great pines that existed when the first lumbermen explored the Wisconsin River Valley over 170 years ago. Existing facilities within Marathon Park are in need of improvements. This Master Plan proposes many facility upgrades, introduces new recreational elements, and maintains functioning programs. The most important resources to maintain are natural elements, historic structures, and the fair grounds. Introduction of new recreational facilities will continue to bring visitors to the park year-round as a regional destination. Overall improvements will increase the park's accessibility, visibility, safety and success.

UWSP – WAUSAU

The UW Stevens Point – Wausau campus sits on county land directly adjacent to Marathon Park. Originally the Training School for Teachers and the Agriculture and Domestic Economy (1899 to 1943), the University campus was absorbed into the University of Wisconsin Center System in 1964 and in 1998 it became the University of Wisconsin-Marathon County. Most recently, through a 2018 UW System restructuring, it became affiliated with UW Stevens Point. Campus facilities are owned by Marathon County but are operated and maintained by university staff. The Marathon County Westside Master Plan Project proposes a few updates and renovations to existing facilities but mainly focuses on opportunities for new, private residential development on unutilized sites within the campus, including the vacant Marathon Hall and an excess parking lot.

REDEVELOPMENT AREA

The County owns most of the parcels immediately south of Marathon Park along West St. and Pardee St., including lands that house the County Highway Department Operations, the City/County Park Department Operations, and the Emergency Management and Medical Examiners offices. The operations facilities are undersized relative to the needs of those departments and this planning process was intended to identify uses that better fit the size and location of each site. A full range of residential, commercial, industrial

and recreational uses were considered in the planning process and a focus on recreational and residential uses is proposed. The redevelopment area also includes the privately-held site commonly known by its historical use as the Wausau Iron Works. That site may continue in its current use, may be acquired by the City of Wausau for Public Works purposes, or could be utilized for other forms of new development, including as an expansion of the proposed recreational uses along West St.





2.0

Stakeholder Input

Stakeholder Input

This process started in January 2022, focused on conversations with the steering committee, including representation from County staff (Facilities, Planning and Parks departments), UWSP-Wausau staff, and City of Wausau staff.

In March the staff and consultant team presented an overview of the project to the County Board and conducted a series of interviews with key stakeholder groups, including the Fair Board, ice users, the School District and regional economic development leaders.

In April an online community survey was conducted, asking about how people use the park and surrounding areas now and what they think about various future improvements and changes. The survey collected more than 2,200 responses, which are summarized in the appendix.

In May there was a public meeting hosted in East Gate Hall. Approximately 30 people attended to learn about the preliminary findings and conceptual plan alternatives for the entire study area. The key stakeholder groups were invited to review and comment on the concepts via an online preference survey which garnered 157 responses that helped the steering committee and consultant formulate a single, preferred concept.

The consultant and staff team worked to refine the master plan through the summer and fall, and then made presentations to the Park Commission, HR-Finance Committee, Fair Board and County Board in October through December.





3.0

Master Plan

MARATHON COUNTY PARK - MASTER PLAN

Marathon County, Wisconsin

LEGEND

- 1 17th Avenue Entrance
- 2 Campground
- 3 Main Park Entrance
- 4 Central Playground
- 5 New Railway and Station
- 6 New Marathon Junction
- 7 New Splash Pad
- 8 New Playground
- 9 New Skating Ribbon
- 10 Big Kitchen
- 11 Meeting Hall
- 12 Little Red School House
- 13 East Entrance

- 14 East Gate Hall
 - 15 Exhibition Building
 - 16 Animal Barns and Pavilion
 - 17 Multipurpose Buildings
 - 18 West Arts Building
 - 19 New Horse Barn
 - 20 New Horse Arena
 - 21 New South Ped. Entrance
 - 22 Grandstand
 - 23 Fair Parking
 - 24 New Fair Midway
 - 25 New Stormwater Basin
 - 26 New Disc Golf
 - 27 New Ropes Course
 - 28 Park Maintenance Shed
 - 29 New Retail Space
 - 30 New Indoor Sport Venue
 - 31 New Field/Court Sports Venue
 - 32 New Residential Development
 - 33 New Residential Development
 - 34 New Residential Development
 - 35 UWSP Wausau Infill Dev.
 - 36 UWSP Wausau St Closure
 - 37 UWSP Wausau Rest. Remodel
 - 38 Alternate Court Sports Site
- T Trails
 - R Restrooms
 - S Shelter

| PARKING | | | |
|----------------------|------------|-------------------------|------------|
| P1 North Shelter | 10 Stalls | P8 Big Kitchen | 78 Stalls |
| P2 Playground | 10 Stalls | P9 Exhibition/Ice Arena | 86 Stalls |
| P3 Ropes and Trails | 95 Stalls | P10 East Gate | 54 Stalls |
| P4 Playground | 20 Stalls | P11 West Arts | 13 Stalls |
| P5 ADA/Grandstand | 4 Stalls | P12 Retail Frontage | 43 Stalls |
| P6 Band Shelter | 8 Stalls | P13 Sports Venue | 147 Stalls |
| P7 Marathon Junction | 116 Stalls | | |

MSA FEBRUARY 2022

SCALE 0 50' 100' 200'





4.0

Project
Descriptions

Improvements

PARK DRIVE AND WALKWAY CHANGES

One of the most significant changes proposed for the park is rethinking and reconstruction of the drives and paths throughout the park. Most notably, this plan recommends the removal of most vehicle routes from the western, forested area and also from the northeastern quadrant. These routes are considered non-essential to the function of the park, offering opportunities to enhance green space. The primary route through the park, from the Main entrance on Stewart Ave. to the east entrance via Garfield Ave. is proposed for reconstruction with roundabouts and boulevard sections that should help keep traffic speeds low. A drive connection across the south side of the park, currently just a gravel path, would be paved to establish a new

loop around the central open space. Paved trails and trail connections are proposed throughout the park, including better crossings of internal roadways, providing many options for walking and running in and through the park.

PARKING CHANGES

Parking is currently provided in perpendicular stalls along roadways, in marked parking lots, and in unmarked gravel areas. The new design eliminates all gravel parking and proposes a mix of new lots at the core of the park and limited new perpendicular parking along the drive lanes. Just under 500 marked stalls are proposed within the park, plus another 150 stalls with a new sports facility on West St.

Improvements (Continued)

The elimination of parking along the drive in the northeast quadrant is expected to have the greatest impact on the parking choices of UWSP-Wausau students who currently take advantage of free parking in the park, both along that road and in the lot east of the Big Kitchen. The University should work with the County to create a parking permit system that charges a modest fee each semester for off-street parking and enables parking either in the Big Kitchen lot in the park or in on-campus lots. Student parking in other park lots may necessitate signage and periodic enforcement efforts to ensure its availability for park users.

On-site parking during the Fair would be somewhat reduced due to the elimination of roadways and parking stalls in the northeast quadrant of the park. Off-site lots with shuttle service are recommended to support access to the Fair.

The parking directly north of the Exhibition Building is proposed to have multiple electric

hookups, to support food carts for a weekly event in the park during the summer.

FORESTRY MANAGEMENT

The park's tree population, in particular the white pines, are an important and beloved aspect of its identity. Storm events have continued to remove trees and have made the remaining trees more vulnerable to wind damage. The County should continue the practice of replacing lost trees, with the long-term objective of a healthy mix of ages and species that is resilient to damage from weather, insects, and disease. The current tree mix is predominantly white pine on the west end of the park, transitioning to predominantly deciduous hardwoods at the east end of the park, and exclusively deciduous in the center of the park around the Exhibition Building and parking areas. Future plantings should generally continue the current tree mixes in each area, including some deciduous hardwoods among the white pines in the forested part of the park.



Numbered Master Plan Features

1 17TH AVENUE ENTRANCE (MAINTAIN)
The western entrance may be utilized less due to the removal of most roadways through the wooded portion of the site, however it should be maintained to maximize flexibility for special events, including the Fair.



Feature 1: 17th Avenue Entrance

2 CAMPGROUND (MAINTAIN)
The campground is recommended for continued use at its current size, with improved parking pads and continued monitoring of tree health to mitigate risk to campers. The "Tourist Cabin" shelter at the campground is recommended for removal due to declining condition and limited utilization, while the bathrooms are to be maintained as-is. Campers desiring shelter can use the other existing structures directly east and south of the campground.



Feature 2: Camping Area

3 MAIN PARK ENTRANCE (MAINTAIN)
No significant changes are proposed, beyond continued maintenance. The internal site circulation will change as described above, affecting flow to and from this entrance.

4 CENTRAL PLAYGROUND (MAINTAIN)
No significant changes are proposed, beyond continued maintenance.



Feature 4: Existing Central Playground

Numbered Master Plan Features (Continued)

5 RAILWAY AND STATION (NEW)

The rail line is proposed to be expanded, to enhance its appeal. The expanded route would not have a fence, to allow free movement through the park (a design safely used in other parks with similar train features). The train station would be redesigned in coordination with the redevelopment of Marathon Junction.



Feature 5: Existing Railway with Fence

6 MARATHON JUNCTION (NEW)

The current Marathon Junction is worn out, not architecturally consistent with other structures, and underutilized. A new facility would become a year-round, all-ages, multipurpose focal point of activity in the park. Proposed features include a high-quality concessionaire facility with indoor and outdoor seating, bathrooms/locker rooms in support of the splash pad, and a reservable multipurpose space for birthday parties and other gatherings. Optional components include concessionaire enhancements to enable beer vending in support of a seasonal beer garden, and an ice skate rental counter and storage in support of the skating ribbon. The facility should be designed on axis with the Exhibition Building.



Feature 6: Existing Marathon Junction Building

7 SPLASH PAD (NEW)

A new splash pad is recommended to replace the aging spray pad, to be located outside of the trailway for improved safety. The proposed site is north of the new Marathon Junction where the bathrooms are currently located (the bathrooms are to become part of Marathon Junction). With the relocation of the splash pad, the Pool Cabin would be removed.



Feature 7: Proposed Splash Pad

8 EAST PLAYGROUND

This site adjacent to the new Marathon Junction and Splash Pad is recommended as the focus for a new playground investment, to enhance this node as an all-ages recreation destination. Improvements should include both small child and older child play features.

9 SKATING RIBBON

A new year-round skating feature is proposed, allowing for both summer wheeled skating and winter ice skating on an undulating, looped ribbon. The winter use could be supported from the new Marathon Junction, which could offer skate rentals, a warming area, and concessions.

10 BIG KITCHEN (MAINTAIN)

No significant changes are proposed, beyond continued maintenance. This facility may be able to serve as part of a new beer garden use, either as a seating area or also with sales in the structure.

11 MEETING HALL

No changes are proposed; continued maintenance.

12 LITTLE RED SCHOOL HOUSE (MAINTAIN)

No changes are proposed; continued maintenance.

13 EAST ENTRANCE (MAINTAIN)

No changes are proposed; continued maintenance.



Feature 9: Proposed Skating Ribbon



Feature 10: Existing Big Kitchen Building

Numbered Master Plan Features (Continued)

14 EAST GATE HALL (MAINTAIN/ENHANCE)

As one of the park's busiest venues, East Gate Hall serves many uses and generates revenue for the County. It's function and flexibility can be enhanced with several upgrades, including restoration of the clerestory windows, update of the ceiling material and acoustical modifications, replacement of the floor material (and underlying base as necessary), remodeling of the main entrance to make it more open and inviting, and installation of air conditioning to enable comfortable summer use.

15 EXHIBITION BUILDING (MAINTAIN)

No significant changes are proposed for the Exhibition Building. It is recommended for continued seasonal use, including summer events and winter storage, and maintenance as needed to protect its appearance and longevity. Removal of the detached storage shed and restoration of more green space around the building is recommended.

16 ANIMAL BARN AND PAVILIONS (MAINTAIN)

No changes are proposed for the animal barns or pavilion, beyond continued maintenance.

17 MULTIPURPOSE BUILDINGS (MAINTAIN/ENHANCE)

The existing multipurpose buildings are recommended for repair and continued use with limited changes, both for summer and winter events. The uses will continue for the next three-five years, or as soon as the ice rink can be relocated to a new facility. The current facility would revert to a mix of winter storage and special event uses. If a new facility in another location is further evaluated and deemed not feasible, more extensive changes will be needed to this facility, including improved insulation to extend the season and a more expansive entry hall that wraps around the northwest corner of the building. The expanded entrance hall may also be considered as an optional interim investment if a new ice facility at another location is to be deferred for five (5) or more years. Assuming relocation of the ice uses, the existing buildings can function for their other uses with limited changes, though there are no proposed uses for the various locker room spaces. The long term plan illustrated on the conceptual illustration is a major overhaul of the facility to consolidate the needed floor space into a more compact structure, either by modification or wholesale replacement of the facility. With a smaller footprint for this use the horse barn can and should be relocated and a wider promenade between the Exhibition Building and the Multipurpose Buildings(s) should be established, each as shown on the concept map.

18 WEST ARTS BUILDING (MAINTAIN/MODIFY)

The western additions to the building are recommended for removal, to improve truck and trailer movements around the animal buildings during Fair and livestock events. The remainder of the building is to be cleaned and renewed for an academic and community-oriented glass-blowing program.

19 HORSE BARN (RELOCATE)

The horse barn is in good condition, but it is too close to the railroad tracks and the park's south entrance walkway. This plan recommends moving it to the north in conjunction with a planned modification or replacement of the multipurpose buildings.

20 HORSE ARENA

The existing arena should be relocated just a bit further east, in conjunction with improvements to parking, roadways, and stormwater management facilities.



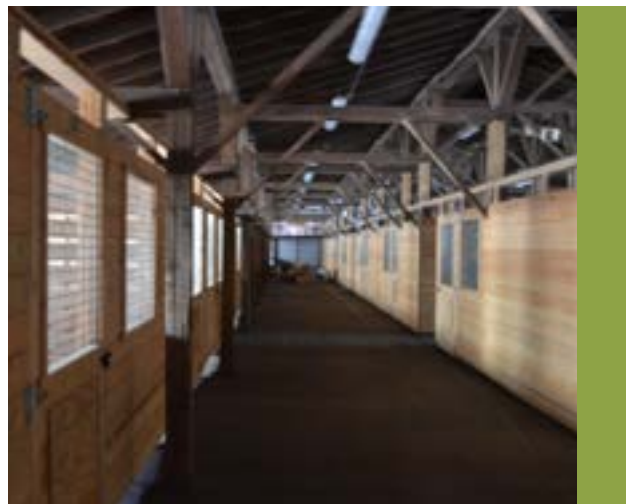
Feature 14: Existing East Gate Hall Interior



Feature 18: Existing Arts Building



Feature 15: Interior (Fair Office) of Existing Exhibition Building



Feature 20: Existing Horse Barn (Interior)

Numbered Master Plan Features (Continued)

21 SOUTH PEDESTRIAN ENTRANCE (NEW)

The south entrance should be improved with a more formal, stone gateway feature, similar in stature to those at the other entrances, and located south of the railroad tracks. The surrounding area should be improved with landscaping as an extension of the park. The track crossing surface should be improved to enhance appearance and safety.



Feature 13: Existing East Pedestrian Entrance

22 GRANDSTAND (MAINTAIN)

No changes are proposed to the grandstand or event area it faces. The County is encouraged to promote its use for events other than the Fair, supported by shuttle service from off-site parking.



Feature 22: Existing Grandstand

23 PARKING FIELD (MAINTAIN)

The field south of the grandstand is to be maintained as grassy open space, to be used during Fair and other event operations as needed for parking, either patrons or trucks and trailers.

24 FAIR MIDWAY (NEW)

A new midway location is proposed, expanded in size from 120,000 SF to approximately 135,000 square feet. This area can be maintained mostly as grass and should be engineered to ensure efficient drainage toward the new stormwater ponds, so that it can withstand heavy use in varied weather conditions. As needed, areas that will have the most foot traffic can be maintained with a gravel surface. A central fairway 60 feet in width is shown as gravel in the master plan.

25 STORMWATER BASIN (NEW)

The park was developed without any on-site facilities to manage the rate and quality of stormwater runoff. This could be remedied during construction of new roadways and parking, and will help the City of Wausau meet its pollution discharge permit requirements.

26 DISC GOLF COURSE (NEW)

The wooded area could accommodate an 18-hole disc golf course, with the following assumptions: The “front” and “back” 9 holes share the same set of baskets. Most of the existing vehicle roadway would be changed to service vehicles only to reduce conflict between disc golfers and runners/walkers (walking trails would be closer to the edges, as shown); selective tree trimming and clearing would be needed for most of the holes to work.

27 ROPES/CHALLENGE COURSE (NEW)

There is ample space within the wooded area of the park to install a high ropes course. This facility would use installed wooden poles (not existing trees) connected by cables in various ways. Access could be controlled and secured at the base, and use managed by a public or private entity that offers team building experiences (e.g. UWSP-Wausau or NTC).

28 PARK MAINTENANCE SHED (MAINTAIN)

The existing shed should continue to serve the needs of the park. It should at some point be remodeled or replaced, and expanded as necessary to compensate for the loss of other on-site storage and/or the relocation of the Parks Department Operations Facility.

29 RETAIL SPACE (NEW)

This retail space would complement and connect to the attached indoor sports venue, yet operate independently. Food and beverage retailers are suggested. The County could own and lease the space, or the building could be sold as a commercial condominium to a commercial property investor/manager.



Feature 25: Proposed Stormwater Basin



Feature 26: Proposed Disc Golf Course



Feature 27: Proposed High Ropes/
Challenge Course

Numbered Master Plan Features (Continued)

30 INDOOR SPORTS VENUE (NEW)
This facility is intended to replace and expand upon the sport use of the Multipurpose Buildings in the park. The tentative program includes one year-round ice sheet, one seasonal ice sheet (until demand shows otherwise) that can be used for indoor turf sports during the summer, and one indoor turf sports field. Other amenities should include dedicated locker rooms for boys and girls hockey, coaches training room, concessions and gear shop, informal café/eating spaces, etc. Ownership and maintenance are negotiable, though County ownership is suggested.

31 FIELD AND COURT SPORTS VENUE (NEW)
Improved in conjunction with the adjacent indoor facility, on land owned by the County, this site can accommodate court sports and several soccer fields, plus a bathroom and shelter structure. The courts should include basketball and 12 pickleball courts. This site needs to be improved before the Fair midway can be relocated and roadways improved in the center of Marathon Park.

32 RESIDENTIAL DEVELOPMENT (NEW)
The Parks Department Operations Facility is planned for relocation to a larger site (location TBD). This site could accommodate a variety of residential redevelopment formats and be returned to the tax rolls. Townhomes are recommended.

33 RESIDENTIAL DEVELOPMENT (NEW)
Marathon Hall has repair needs and an undesirable layout. Razing and redevelopment is recommended. A 30-unit, three-story apartment building is proposed. Parking could be supplemented by fee for permit across Garfield Ave. to the north, if needed.

34 RESIDENTIAL DEVELOPMENT (NEW)
This underutilized parking lot north of Stewart Ave. could accommodate a variety of residential redevelopment formats and be returned to the tax rolls. Townhomes are recommended.

35 UWSP-WAUSAU INFILL DEVELOPMENT (NEW)
This site along Garfield Ave between 6th Ave. and 7th Ave. could accommodate multi-story infill development, either private housing or an academic facility. This plan recommends reserving the site for the possibility of expanded academic facilities until 2027, unless there is clarity before then that no further expansion is reasonably anticipated in the next 20 years.



Features 32/34: Residential
Redevelopment - Townhomes



Feature 35: Residential
Redevelopment - Apartments



Feature 38: Wausau Iron Works Building
(Potential Adaptive Reuse Opportunity)

36 UWSP-WAUSAU 7TH AVENUE CLOSURE (NEW/MODIFIED)

At this time the closure of 7th Ave. between Stewart Ave. and Garfield Ave. for vehicle use is not recommended, based on the current campus needs and flows of vehicle and pedestrian traffic. However, this option is noted for future consideration as conditions change, especially if expanded academic facilities are considered to the east.

37 UWSP-WAUSAU RESTAURANT REMODEL (MAINTAIN/ENHANCE)

The existing cafeteria and kitchen have been hosting a private restaurant use. The cafeteria, kitchen, and exterior entrance should be remodeled to enhance the viability of the restaurant and also to serve effectively as rentable space for meetings, receptions, etc.

38 POTENTIAL BUILDING/SITE REUSE (NEW USE)

Should this site become available for public purchase, consider adaptive reuse of the original brick warehouse. New use could include a small, heated area with bathrooms and a larger area that is covered but not fully enclosed, for additional court sports options, skate park or similar.

Other Park Features

- RR - RESTROOMS (MAINTAIN)

EXISTING RESTROOM FACILITIES IN MARATHON PARK ARE TO BE MAINTAINED

- S - SHELTERS (MAINTAIN)

EXISTING SHELTERS IN MARATHON PARK ARE TO BE MAINTAINED, EXCEPT FOR THE NORTH SHELTER AND THE TOURIST CABIN

- NORTH SHELTER (REMOVED)

The shelter north of the Pool Cabin will lack access when the north drive and parking are removed. It should be removed with those access features.

- BANDSTAND (MAINTAIN)



Existing Restrooms north of Grandstand (to be maintained)



Existing Shelter east of Campground (to be maintained)



Existing Shelter near Stewart Avenue (to be removed)





5.0

**Phasing and
Implementation**

Phasing and Implementation

This master plan describes projects to be pursued over the next 15 years within Marathon Park and on County-owned land around the park. Each individual project requires further design, cost/revenue analysis, and budget approval. The most significant projects in size and cost are expected to require public-private partnerships and private fundraising efforts. This section offers preliminary recommendations on the approximate timing and phasing of projects, to help the County and other stakeholders plan and coordinate efforts in the coming years.

Preliminary cost estimates were prepared during this planning process and attached to this plan as Appendix 3 for future reference only, both because of uncertainty about design details and future construction costs and because this plan is not intended to establish budgeting approval for any of the projects described.

Phasing and Implementation (Continued)

TIMING AND PHASING OVERVIEW

2023
-
2025

East Gate Hall Improvements, Utility Upgrades, Splash Pad Replacement, Playground Replacement, Campus Residential Redevelopment, Multipurpose Feasibility Planning

2026
-
2028

New Marathon Junction, Highway and Parks Department Relocations, New Ice/Field Sports Facility

2029
-
2032

New Court Sports and Field Sports Site, Roadway and Parking Changes Throughout Park, New Midway Site, Horse Arena Relocation, Skating Ribbon, New Multipurpose Building

2033
-
2037

Parks Site Residential Redevelopment, Train Track Expansion, New/Relocated Horse Barn, New Recreation Features in Forested Area

2023 - 2025

East Gate Hall Improvements

This project is not contingent upon any other work, however changes to the entry could extend to the approaches from the parking area and street and should anticipate the reconstruction of each. Preferred timing is design in 2023 and implementation in 2024.

Utility Upgrades

This project is a high priority to bring the park's water supply system up to code. These improvements and associated underground utility improvements should be able to proceed before roadway improvements are designed, but potential conflicts should be considered in the utility design process to place surface features where they are least likely to conflict. Preferred timing is design in 2023 and construction in 2024 or 2025.

Splash Pad and Playground Replacement

The existing splash pad is in need of replacement. The preferred location is outside the train track loop, where the bathrooms are today. The playground near the campground is in need of replacement, and the preferred location for new playground investment is near the splash pad. These projects require detailed site planning for the entire area around Marathon Junction to ensure that these first new investments in that area are compatible with other future improvements to the train track and station, Marathon Junction, and a possible skating ribbon. Removal of the bathrooms will require the use of portable toilets until the new Marathon Junction is completed. Preferred timing is design in 2023-2024 and construction in 2024-2025.

Campus Residential Development

These projects are not contingent on any other work. The lot north of Stewart Ave. can be sold as-is for redevelopment at any time. Marathon Hall can be offered as-is, but the County may need to raze the site or indicate intent to cover the cost of site clearing. A clean site is much more likely to get interest from developers and so it is recommended to proceed with that project. Preferred timing is sale of each as soon as possible, and clearing of the Marathon Hall site by 2024 if it has not sold.

Ice/Field Sports Facility Feasibility Planning

Keeping pace with the growing demands on the ice sheets and related spaces calls for some sort of major new investment. The current facility is not meeting user needs in several ways and the County faces difficult decisions regarding maintenance of the existing cooling system. The process of planning that investment and raising the necessary funds will take years and should start immediately.

Phasing and Implementation (Continued)

2026 - 2028

New Marathon Junction

Preliminary programming and design for this project should occur in conjunction with the splash pad and playground replacement efforts to reserve adequate space for this new facility and allow time for partnership development and/or fundraising. Preferred timing is design in 2025 and construction in 2026.

Highway and Parks Department Relocations

These relocations are contingent upon other efforts by the County to acquire land and design and fund new facilities. Those efforts should proceed immediately with the goal of relocation of both departments by the end of 2026.

New Ice/Field Sports Facility

The proposed site is a strong candidate for a new indoor ice and field sports facility but other sites outside of Marathon Park may also be considered. Any new facility will require years of planning, design, and fundraising, efforts that should begin as soon as possible so that the County has more clarity about how long it may need to patch and repair the existing facility. Preferred timing is design in 2025-2026 and construction in 2027-2028.



2029 - 2032

New Court Sports and Field Sports Site

This site currently includes the old cold storage buildings (expected to be razed at any time) and the Emergency Management and Medical Examiners offices (plus document storage for other County departments). The latter facilities are in good condition but will need to be relocated to accommodate the County's vision for West St. It should be feasible to improve this site in phases, adding court sports and some of the desired fields first, and then more field space when the offices are relocated. Preferred timing is court sports design in 2028 and construction in 2029. Field sports could be added to the former cold storage site at any time, with the caveat that they may depend upon off-street parking to be provided as part of the new ice/field sports indoor facility.

Roadway and Parking Changes Throughout Park

Roadway and parking removals (northeast quadrant) and replacement (everywhere else) could be achieved in a piecemeal fashion over several years, though the most efficient approach would be a single construction process in one season. It will be important to maintain access to Marathon Junction during the summer season and to have the entire park accessible and usable for the Fair. These considerations in the design phase may influence phasing decisions. Projects that must be complete before new roadway construction include the new court sports facility and the new midway site. Preferred timing is design in 2028-2029 and construction 2030-2031.

New Midway Site

The midway site needs to be ready for use in conjunction with the planned roadway and parking improvements where the midway is currently hosted. This will likely require construction in the fall following the completion of the fair, with adequate time in the following season for turf portions of the midway site to establish themselves. It will also be necessary to complete the new court sports facility and to relocate the horse arena prior to construction of the midway grounds. Preferred timing is design in 2029 and construction in 2030.

Horse Arena Relocation

This project can be completed only in conjunction with the roadway and parking improvements in the center of the park. Timing is tied to that project.

Skating Ribbon

This project is intended to occur after the completion of the new Marathon Junction. It could be constructed at the same time as that facility if fiscally feasible. The later construction of this amenity is based on an assumption that it may require a separate budgeting and fundraising effort. Possible timing is design in 2029 and construction in 2030.

New Multipurpose Building

This project is premised on the relocation of the ice uses in earlier years. The existing facility is adequate for continued event and fair uses, but the total footprint is somewhat larger and inefficient for those uses. A purpose-built facility would make space for relocating or including the horse barn. Possible timing is design in 2030 and construction in 2031.

Phasing and Implementation (Continued)

2033 - 2037

Parks Site Residential Redevelopment

This site can be sold for redevelopment as soon as the Parks Department is out. The County will likely need to raze the site to achieve its sale for residential use. Preferred timing is sale in 2028.

New/Relocated Horse Barn

This project should occur in conjunction with design and construction of a new multipurpose building.

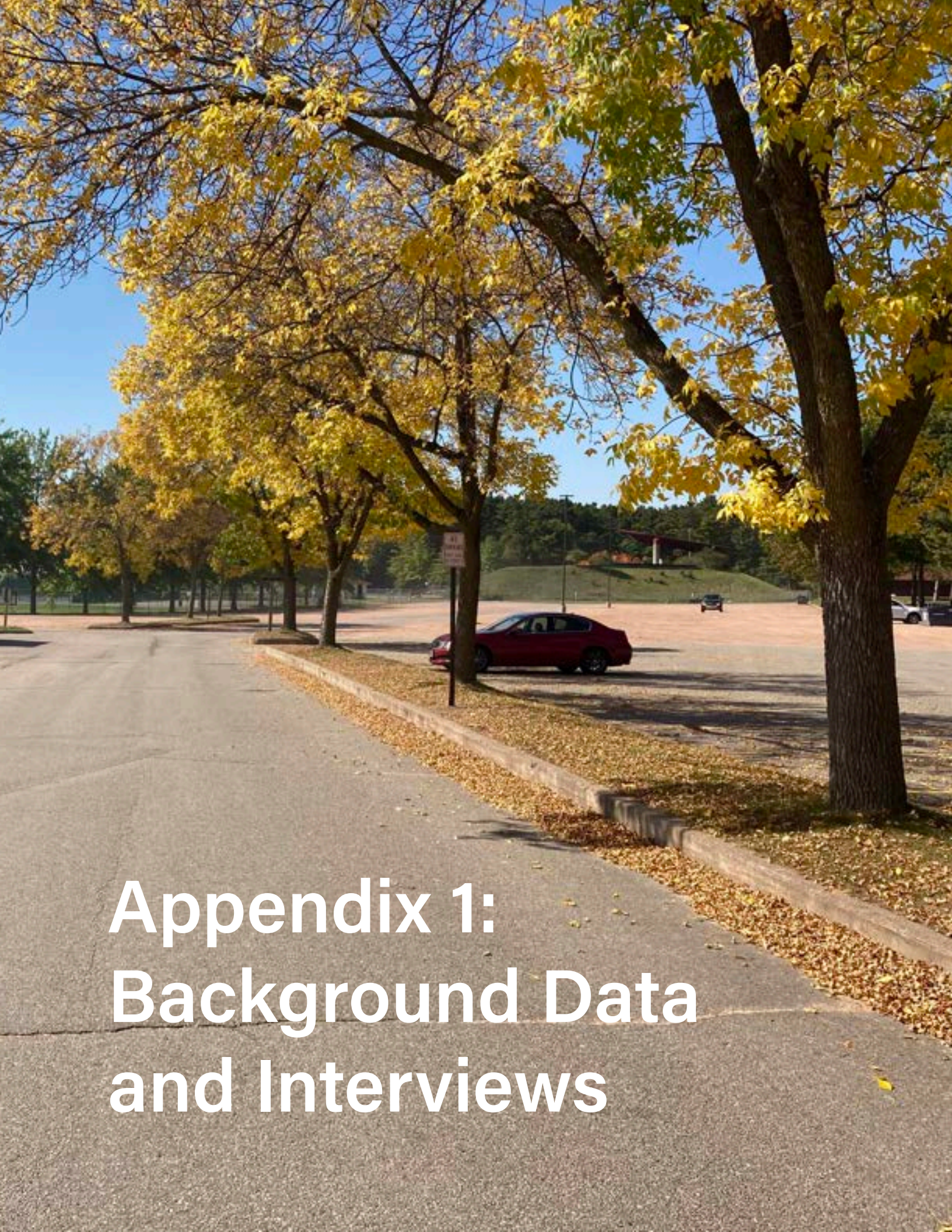
Train Track and Station Expansion

Expanding the train track will become possible after the removal of the parking and roadway infrastructure in the northeast quadrant of the park. A new station and shelter for the train could occur in conjunction with improvements to Marathon Junction or as part of track expansion, depending on site design considerations. Preferred timing for the new track is design in 2033 and construction in 2034.

New Recreation Features in the Forested Area

High ropes course and disc golf amenities could be added to the forested area at the west end of the park at any time. They are proposed for the 2033-2037 timeframe simply because they have not been identified as high-priority projects. If advocates for these amenities come forward earlier these projects could proceed sooner.





Appendix 1: Background Data and Interviews

Marathon County Westside Master Plan

Technical Memo 1 – Existing Conditions and Prior Planning

March 1, 2022

Contents

| | |
|--|----|
| 1 - Overview and Preliminary Conclusions | 1 |
| 2 - Prior Plans Summary | 2 |
| 3 - Site Context – Land Use | 4 |
| 4 - Cultural and Historical Background | 5 |
| 5 - Environmental Limitations | 7 |
| 6 - Natural Features | 9 |
| 7 - Utilities | 9 |
| 8 - Transportation Conditions | 10 |
| 9 - Market Analysis | 12 |
| 10 - Facilities Condition Overview | 17 |
| 11 - Staff Interview Notes | 17 |

1 - Overview and Preliminary Conclusions

The information in this memo combines a broad scan of existing conditions data, site visit observations, and staff interviews to inform our understanding of the project area and our initial site improvement concepts. These findings lead us to offer a few preliminary guidelines for our work to imagine changes in the project area. All of the information contained herein remains open for discussion and confirmation for accuracy, though particular attention is due to the following points to confirm that we have consensus:

- 1) Marathon Park
 - a. This is the home of the Central Valley Fair
 - b. The following features must be maintained: the white pines, the stone entrance features, the Exhibition Building, Judging Pavilion, East Gate Hall, and Little Red School House
 - c. There are a number of underutilized, reservable small interior spaces in the park (Tourist Cabin, Pool Cabin, Meeting Hall, Marathon Junction) – one or more could be removed
 - d. A reduction of gravel surfacing is preferred
- 2) UWSP-Wausau Campus
 - a. Parking Lot A (north of Stewart Ave.) no longer serves a purpose and should be sold for development (likely residential)

- b. The West Arts Building will change in some way, either to become facilities management storage for the campus, or by demolition
 - c. Marathon Hall will never again serve a direct University function and has significant needs for any continued use under other public or private ownership, including its own hot water boilers for building heat, a new roof, and all new windows. It has communal bathrooms, small rooms, and cement block construction not easily modified. As such a recommendation for demolition is likely.
- 3) Redevelopment Area
- a. The rail line and rail yard remain active and any new crossing (at or above grade) is not feasible.
 - b. None of the existing buildings in this area are off-limits at this time for redevelopment consideration, whether due to historic status or existing value.
 - c. New uses will be a continuing topic of discussion, but retail, lodging and heavy industry should come off the list of options. Residential, service businesses, office, light manufacturing, storage and indoor sports remain on the table for discussion.

We need clarification on the following question: Is the Parks Department Operations facility staying or moving?

2 - Prior Plans Summary

A summary of recommendations and findings from prior plans and studies affecting the project area. Highlights from each plan are noted below.

Marathon County Comprehensive Outdoor Recreation Plan (2020-2024) - Marathon Park – 79.3 acres

Goals for Marathon Park include the following:

- Provide opportunities for both active and passive recreational use for all users,
- Protect national, historic, and cultural resources and other environmentally significant areas,
- Provide recreational opportunities in natural appearing settings,
- Accessible to all users (ADA),
- Generate revenue from users,
- Promote tourism

Priorities for Marathon Park include:

- Continue rehabilitation of historic structures (several built in early 20th century),
- Park master plan (add to MC CORP to maintain eligibility for state and federal park and recreational grants),
- Replace campground playground,
- Park road repairs,
- MPB roof replacement/ renovation,
- MPB sound system,
- Campground improvements (electrical)

Marathon County Comprehensive Plan (2016)

- Environmental stewardship
- Recreation hub – year-round destination
- Health focused

- Embrace innovation

Marathon County Strategic Plan (2020 Annual Update)

- Promote sound land use decisions that conserve and preserve natural resources in decisions with economic development and growth
- Develop a comprehensive approach to redevelopment and revitalization of older housing stock and older buildings.
- Protect and enhance the quantity and quality of potable groundwater and potable surface water supplies.
- Support inter-organization economic development activities – Greater Wausau Chamber of Commerce, Wausau Area Metropolitan Planning Organization (MPO), Marathon County Development Corporation (MCDEVCO)

Greater Wausau Region Economic Development Strategic Plan (2019) –

- Focus on regional brand of “Xtreme Sports Capital”
- Outdoor recreation industry
- Recreation technology (rec tech)

Regional Livability Plan (RLP) (2015) – NCWRPC (10-county area plan)

- Improve economic competitiveness
- Promote affordable housing
- Provide more transportation choices
- Support infrastructure needed for economic development
- Promote reuse of vacant and underutilized buildings and land

Wausau Comprehensive Plan (2017) –

Future land use for subject area - Public/Open Space & Legacy Industrial

Wausau MPO Bicycle and Pedestrian Plan (2015) –

- Develop a well-connected bicycle and pedestrian network that links a variety of facilities together into a cohesive transportation system that accommodates users of all ages and abilities, including those with disabilities and those that cannot drive.
- Complete streets
- Recommended path and bike lanes (Stewart Avenue)
- Suitable route (consider wayfinding & bicycle boulevard treatments).
- Stewart Avenue is the main arterial into downtown Wausau
- Crosswalks, Safe Routes to School

Marathon County LIFE Report (2019-2021) –

- Workforce development
- Housing needs
- Health

Connections 2030 (statewide transportation plan) –

- Complete streets -bicycle and pedestrian accommodations
- ADA design guidelines
- Community sensitive design solutions

Wausau Metropolitan Area Long-Range Transportation Plan, 2050 – (completed Jan. 2022)

- No recommended improvements in subject area.

3 - Site Context – Land Use

A. Surrounding Land Uses

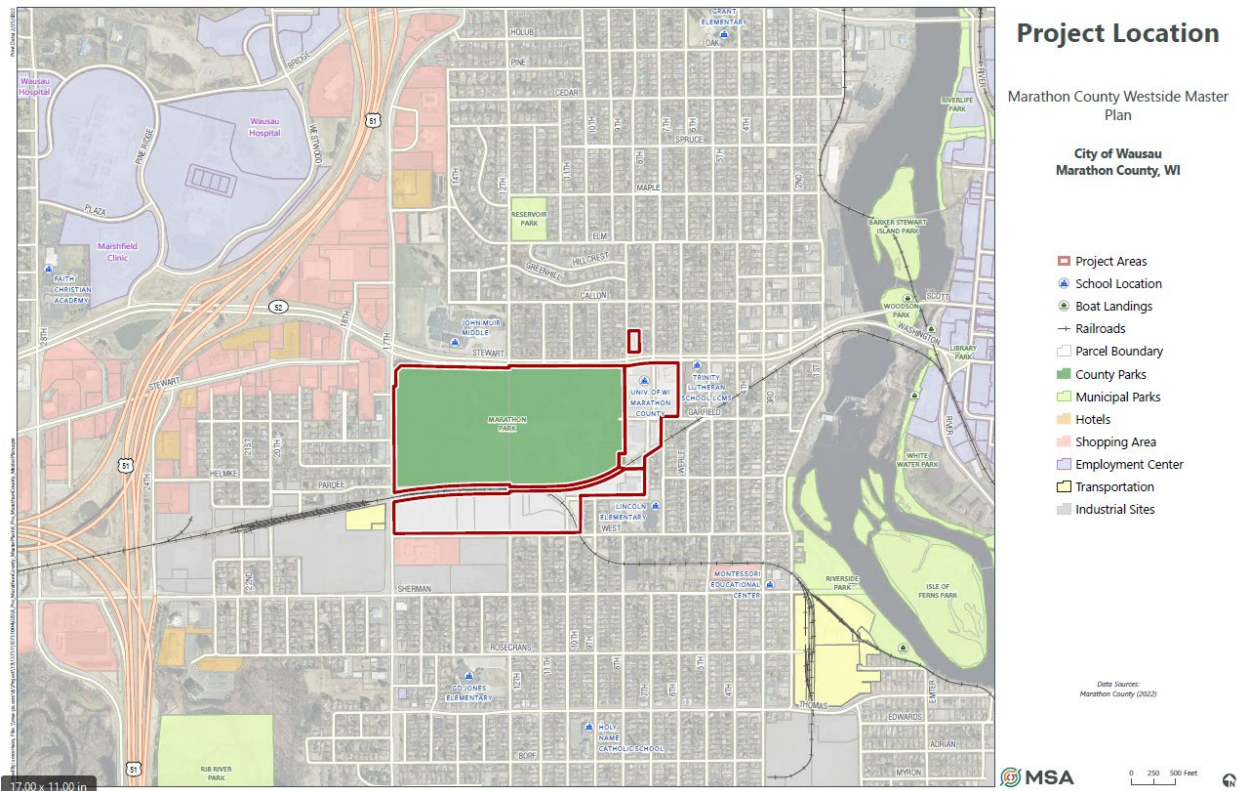
The subject parcels are centrally located in the City of Wausau with Stewart Avenue to the north, West Street to the south, S. 17th Street to the west and approximately 6th Avenue to the east. Adjacent land uses are noted below:

North – Single-family residential and Institutional (John Muir Middle School)

South - Suburban Mixed-Use (Kwik Trip gas station) , Medium Industrial (Roadready Transfer Services), Single-family residential, Institutional (Lincoln Elementary), Duplex residential, Two-flat residential and Urban Mixed-use (auto repair shop).

East – Two-flat residential, Single-family residential and Institutional (church). Further to the east, the Wisconsin River and Wausau’s downtown.

West – Suburban Mixed-use (restaurant, Walgreen’s, multi-tenant retail and an auto parts store), PUD, and Single-family residential. I-39/USH 51 is the major highway that runs north/south through Marathon County and provides a connection to Ironwood in northern Wisconsin and Madison and points beyond in southern Wisconsin.



4 - Cultural and Historical Background

A. History of Development and Usage

Marathon Park

The original 80 acres of Marathon Park were donated by two Wausau citizens in 1867 with the stipulation that it be used for an agricultural fair. According to the Marathon County Historical Society, the first annual county fair was held in 1868 by the Marathon County Agricultural Society. Other public organizations used the property when the wasn't being held.

The park was created in 1921 when the Agricultural Society donated the fairgrounds to the County with specific stipulations. A landscape architect was hired to draft a comprehensive design for the property's transition to a public park. The property was dedicated perpetually to the people of Marathon County and never diverted to any other use. If the County would fail to keep the park open, the title would revert to the Agricultural Society. In addition, the Society would have the right to perpetually keep the necessary buildings and facilities on the property to conduct the annual fair.

The pine trees located in the park are direct descendants of the great pines that existed when the first lumbermen explored the Wisconsin River Valley over 170 years ago. There are several structures built in Marathon Park by Milwaukee architect Alexander Eschweiler, including judging barns and the original grandstand. The grandstand was replaced in 2004 with the current amphitheater. The Little Red Schoolhouse was built in 1894 and moved to the east end of Marathon Park in 1964.

Source: Wisconsin Historical Society, Wisconsin Architecture and History Inventory, "Wausau", "Marathon County", "WI"

Source: Tish, Jason (2003) "An Unlikely Museum" *Submitted on partial fulfillment of the requirements for Landscape Architecture 677: Cultural Resource Preservation and Landscape History University of Wisconsin – Madison Department of Landscape Architecture*

UWSP – Wausau Campus

Originally the site of the Training School for Teachers and the Agriculture and Domestic Economy that operated from 1899 to 1943, this University of Wisconsin campus began operations in 1960. It was first part of the UW Center System created in 1964, then became the University of Wisconsin-Marathon County in 1998, and then through another system restructuring became UW-Stevens Point – Wausau in 2018.

Redevelopment Area

This area has been in use for industrial purposes since at least 1910 when the first brick buildings were constructed by Wausau Iron Works at the northeast corner of West St. and 10th Ave. to manufacture steel bridges and, later, snowplows. The site immediately west of the Ironworks site was a cold storage facility for cheese for many decades until destroyed by a fire in 2017.



USDA image taken September 22, 1938; Wisconsin Historical Aerial Imagery Finder

B. Specific Historic Features

Locally designated historic landmarks - Marathon Park Exhibition Building, Judging Pavilion, Cattle Barns #1 & #2, Marathon Park Big Kitchen, Stone Gate entrance and fence at Garfield Avenue entrance, Stone Gate building and fence at S. 8th Avenue entrance, Stone Gate building at S. 12th Avenue and Stone Gate building at S. 17th Avenue entrance.

National Register Historic Places - Marathon Park (Fairgrounds) - Exhibition Building, Cattle Shed #1, the Stock Judging Pavilion, and the Grandstand which are listed on the State and National Registers of Historic Places. The original Eschweiler grandstand was razed in 2001 and replaced with the current amphitheater in 2002.

Eligible for State and National Register Historic Places because of federal or state compliance projects (intensive surveys)

Marathon County Park – 43 contributing buildings including, Youth Building, Stock Judging Pavilion, Grandstand, several cattle shed buildings, Exhibition Building, bandstand, log cabin, fireplace shelter and a park stone monument). The park was determined eligible in 2013.

Potentially Eligible for State and National Register Historic Places

UW-Marathon County Campus Historic District (contributing buildings include North Hall & South Hall, Marathon Hall and Fieldhouse). This district was recommended as part of an intensive survey completed in 2018 by Heritage Research, LTD. for the Wausau Historic Preservation Commission.

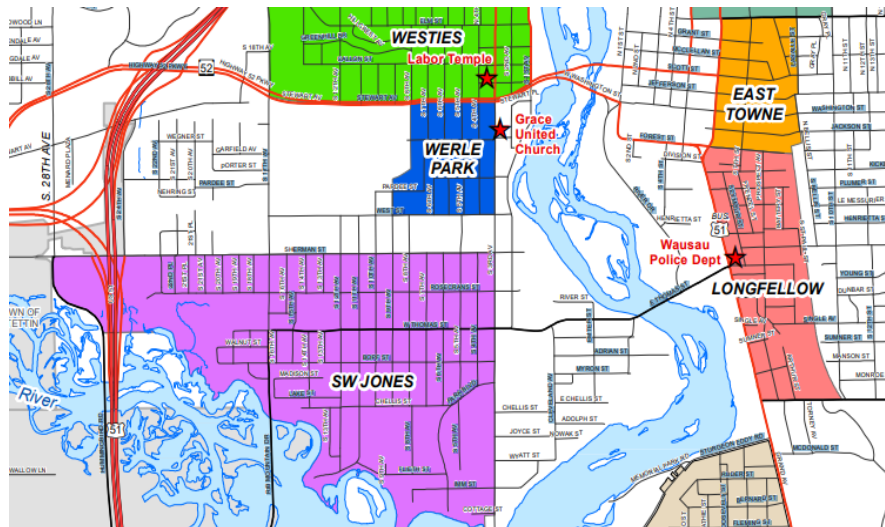
Further Research Needed

Wausau Iron Works – 738 S. 10th Avenue. This individual property was surveyed in 2018 by Heritage Research, LTD. The intensive survey recommended further research and a site visit.

Any work in these areas would need to be reviewed by the Compliance section of the Wisconsin Historical Society.

C. Neighborhood Associations

The subject parcels are not part of a defined neighborhood association but is adjacent to the Westies and Merle Park neighborhoods. See the neighborhood map below.



Wausau Neighborhood Groups Maps, 2004

5 - Environmental Limitations

A. Soil Contamination Risks

WIDNR contaminated sites map shows no open sites on the subject parcels. Several closed sites are listed on WIDNR RR Sites Map including (see map below):

County highway buildings - hazardous substance discharge, soil disposal completed and activity closed in 1997.

Former county library - contamination detected below diesel tanks, disposal approved and activity closed in 1995.

Loed Corp - hazardous substance discharge, soil investigation and activity closed in 1994.

Waste disposal screening completed in 2007 with no evidence on site.

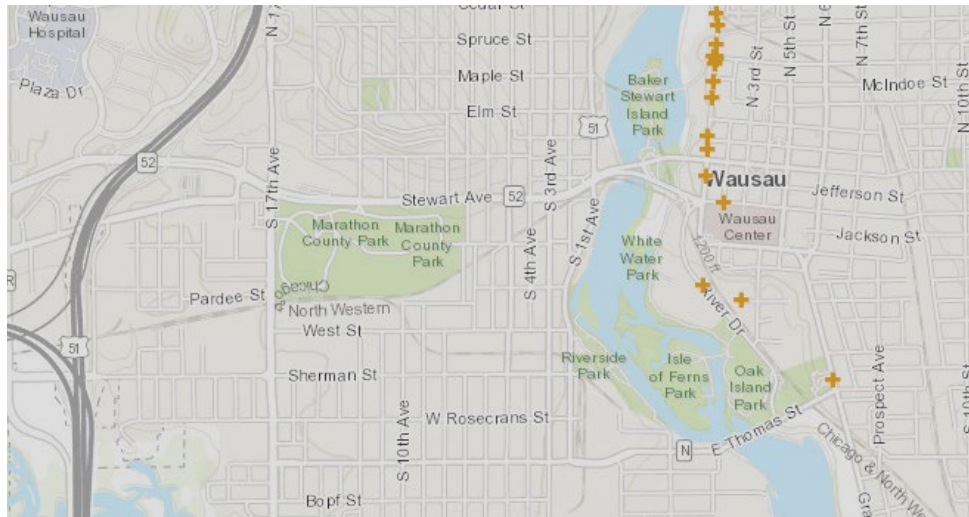
County parks department - hazardous substance discharge, over-excavated pump area, activity closed in 1998.

UW Marathon Center - hazardous substance discharge, activity closed after well abandonment in 1996.



B. Known Existing/Historical Contaminants

No cleanup sites listed on the US Environmental Protection Agency cleanup site map in the subject area. This listing includes brownfields properties, hazardous waste and Superfund sites.



EPA Cleanups March 1, 2022

C. Rare Species

NHI - Endangered Resources Preliminary Assessment (2/23/22) – This search was conducted for terrestrial and wetland species as well as aquatic species. No further action necessary.

D. Wetlands

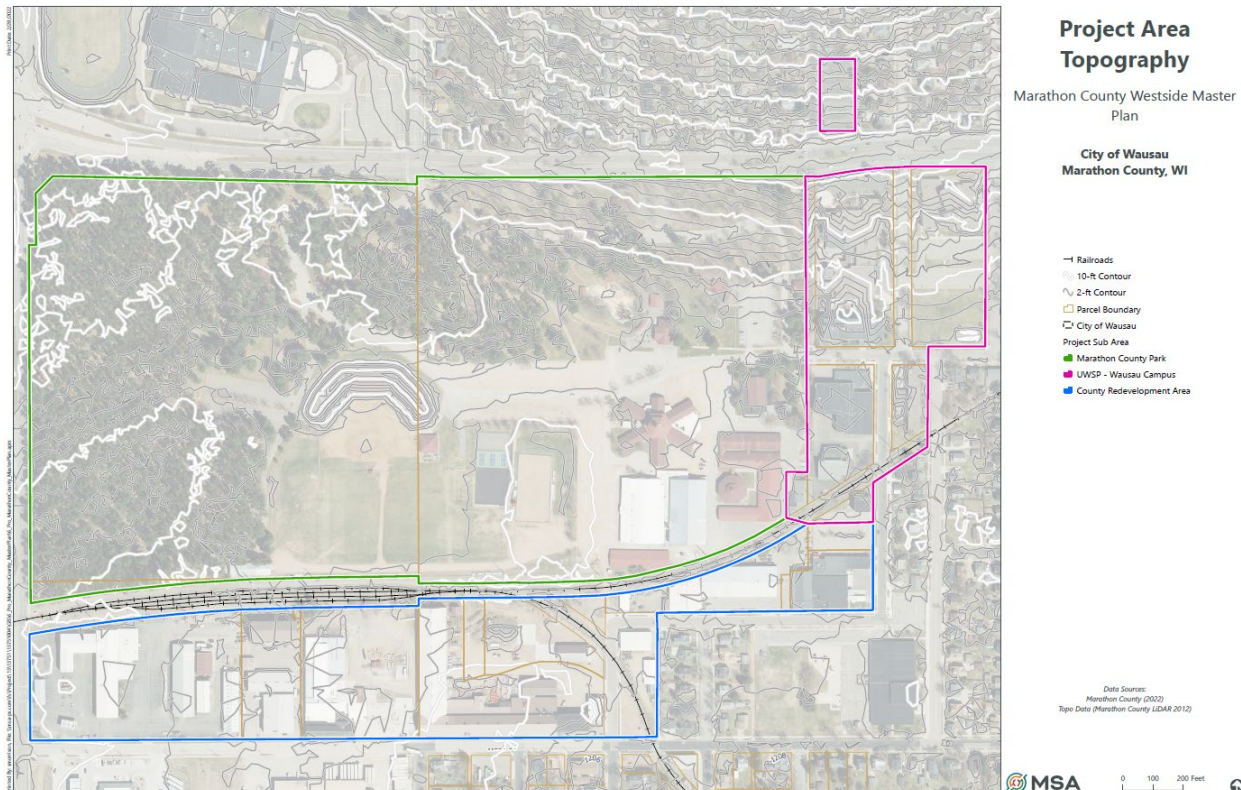
No wetlands identified on subject parcels (Wisconsin Wetland Mapper).

E. Floodplain

FEMA FIRMETTE shows Zone X on subject parcels. No floodplain identified on subject parcels.

6 - Natural Features

- A. *Topography* - The overall site is relatively flat with the highest points at the northeast corner of the subject parcels. The study area ranges from a low elevation of 1196 in the southwest corner of the park to a high elevation of 1228 in the northeast corner of the park and the campus (32 feet of rise).



- B. *Vegetation* – the three subareas of the project area are quite varied in vegetation. The Redevelopment Area has very little vegetation of any kind, except a few street trees and volunteer trees along the rail corridor. The campus area is heavily paved in some areas but then planted with grass in others. There are quite a few trees in the campus area, nearly all deciduous. Marathon Park is the most heavily vegetated and diverse in its plant communities. The most striking feature is the forest of mature white pines at the west end of the site and wrapping along the north side also. Intermixed with the pines are other coniferous and deciduous trees. Most of the park lacks understory growth and features only mowed (or low-growing) grass. There is some understory growth in the center of the most heavily forested area, generally toward the southwest corner of the park.

7 - Utilities

All sites are served with public water and sewer by Wausau Waterworks. Marathon Park is served via sewer and water mains that enter the park from the east under Garfield Ave. The water main was installed to shallow and is a freeze risk. Water service is maintain year-round

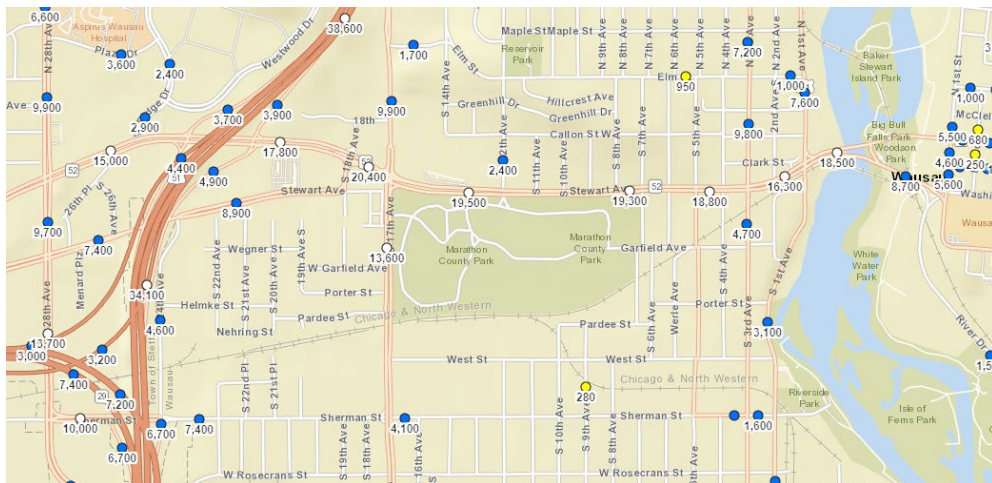
to a hydrant east of the Junction building, serving East Gate Hall and the Multipurpose buildings. The rest of the system and site are drained down seasonally. Parks staff would prefer to bring this line up to code and loop it back into the City system by extending it through the site to the west – this would eliminate the need for winterization.

8 - Transportation Conditions

A. Traffic Patterns

Stewart Avenue is the main arterial to downtown Wausau. WisDot traffic counts indicate 19,500 and 19,300 average annual trips per day (AADT) on Stewart Avenue north of the park. Immediately west of S. 17th Street on Stewart Avenue, the AADT is 20,400. West of the park on S. 17th Avenue, south of Stewart Avenue, the AADT is 13,600.

Anecdotally, there is an undesirably high volume of traffic driving through Marathon Park to reach the UWSP-Wausau campus, though we have no data to evaluate that concern.



[WisDOT Traffic Counts webpage](#) Updated 1/6/22

B. Parking

Marathon Park has a variety of parking lots and locations scattered throughout the park. The primary paved and marked parking area is north of East Gate Hall and features about 64 stalls. Other paved and marked marking is located near Marathon Junction, along the park drive in the NE part of the site, along the main drive north of the grandstand, and in lots west of the grandstand. There is also a substantial supply of unmarked parking in the gravel west of the multipurpose buildings and in the midway area flanking the main drive in the middle of the park. When needed for the Fair, parking is also allowed throughout the park, including the grassy area south of the grandstand and along the drives through the forest.

UWSP-Wausau has eight identified parking lots including Lot A north of Stewart Ave. Many student avoid these lots and park nearby in Marathon Park because it is free.

The Redevelopment Area has onsite parking as needed. Wausau Iron Works has a small “off-site” lot east of 10th Ave.

C. Bus information

There are two bus routes that serve the subject area. Route 1 (Stewart Ave. / Aspirus Hospital) and Route G (Sherman St). See transit map below.



Metro Ride Transit System Map, July 1, 2021

D. Railroad

The Fox Valley Lake Superior rail line was recently purchased from Canadian National. The line, located south of Marathon Park, is an active rail that serves industrial businesses. A spur from this line connects east to 3M Wausau located near the Wisconsin River. The line extends west and ends at the business campus near S. 66th Avenue. According to Fox Valley Lake Superior, there are no immediate plans to reduce capacity or remove this line.

E. Bike and Pedestrian Facilities

Bike Lanes – the City has no bike lanes or routes in or adjacent to the study area as indicated in the [Wausau Area Bike Ped Map](#), however Stewart Ave. does have marked bike lanes from 17th Ave. east to the downtown.

Pedestrian routes – the study area is generally well-served by sidewalks, with the following exceptions: the east side of 17ths Ave. along the park, the south side of Stewart Ave. along the park, the north side of West. St., and the East side of 10th Ave.. The sidewalks missing along the park are supplemented by paths within the park. Marked pedestrian crossings are provided on Stewart Ave. and 17th Ave. at most intersections. Locations where crosswalks are needed but not provided include at the intersections of 17th Ave. with West St. and with W. Pardee St. (near the SW park entrance) and

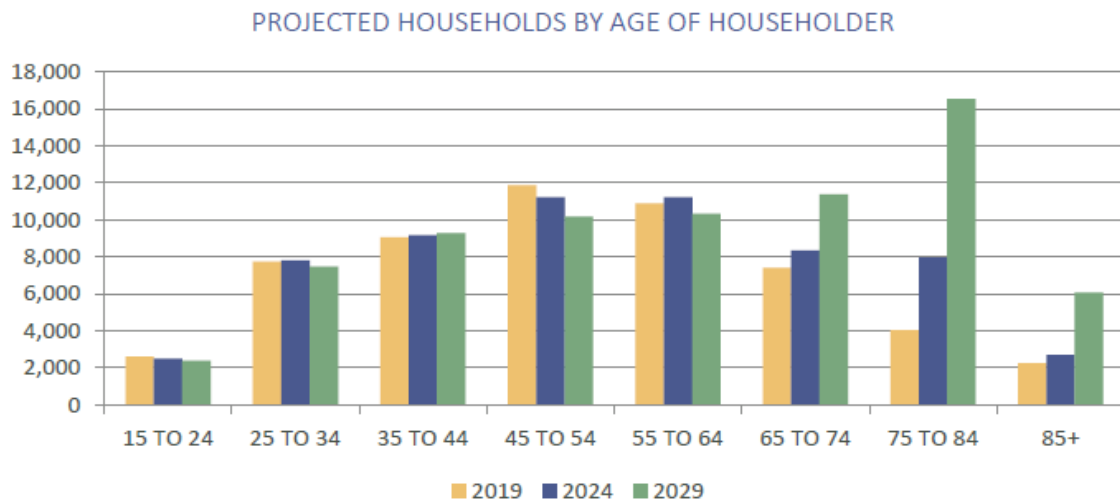
9 - Market Analysis

A. Housing

A 2019 study was completed by Place Dynamics that indicated Marathon County is projected to lose population in most cohorts between 15 and 59 years of age. The largest growth will be in groups 65 and older, with the increases growing larger with the age of the cohort. This reflects the movement of the Baby Boomer generation into their post-retirement years.

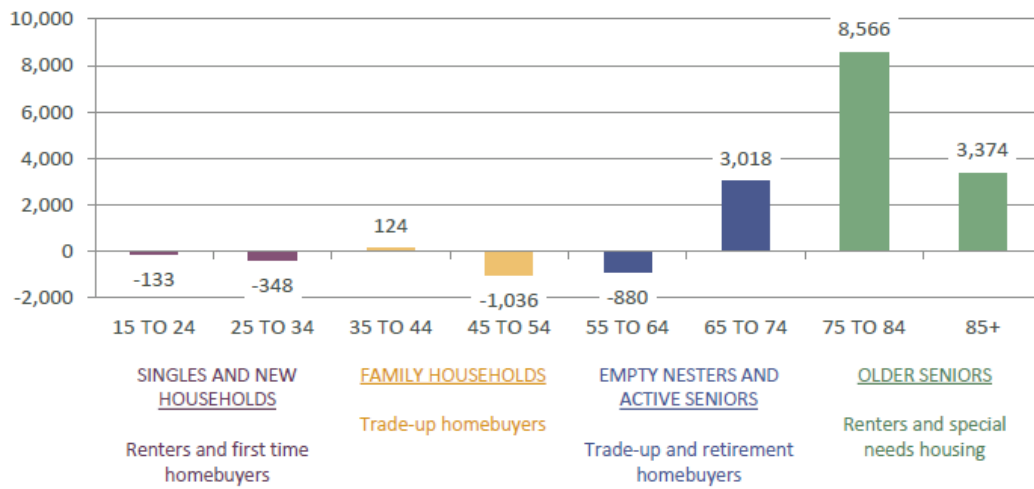
Over the past several decades, the City of Wausau has represented a shrinking percentage of the county's total population, dropping from 35.9 percent in 1960 to an estimate of 28.5 percent in 2018. Much of this has been due to detached, single family home construction in other communities and rural parts of the county. As demand for this type of housing decreases, while the demand for attached housing increases, the City of Wausau has an opportunity to attract a large share of the multifamily housing needed in the market.

At the same time, a growing older population is going to place demands on services provided by the City, and by related quasi-public organizations in the city. This population change will occur, whether in Wausau or elsewhere, but there may be advantages to concentrating it in the City where there is existing infrastructure and capacity, and where issues of mobility could be minimized.



Estimates generated by Place Dynamics

PROJECTED CHANGE IN HOUSEHOLDS BY STAGE



Estimates generated by Place Dynamics

DEMAND FOR NEW RENTAL HOUSING

Overall demand for rental housing in Marathon County is projected to grow by 984 units over the next decade, though a larger number of new units will be needed when factoring in replacements for those that become obsolete. By age, the number of renters in their prime family years is expected to remain roughly the same, while the number in their retirement years will expand quickly. This has implications for both the design and location of units that will be favored. Senior renters will likely prefer units with onsite management, on one level, with elevator access to upper floors, and will have a greater need for accessibility features. Many of these renters may have been homeowners and will want some of the same amenities such as enclosed parking, private outdoor space, in-unit laundry, and finishes of a better quality than often found in typical rental housing. Convenient locations with easy access to basic shopping, services, and health care will also likely be preferred.

ESTIMATED ANNUAL NUMBER OF RENTERS IN THE MARKET BY AGE

| AGE OF HOUSE-HOLDER | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 |
|---------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| 15 TO 24 | 966 | 957 | 950 | 945 | 940 | 937 | 934 | 933 | 932 | 932 | 933 |
| 25 TO 34 | 1,487 | 1,485 | 1,479 | 1,472 | 1,463 | 1,453 | 1,443 | 1,433 | 1,423 | 1,413 | 1,405 |
| 35 TO 44 | 1,135 | 1,138 | 1,141 | 1,143 | 1,145 | 1,146 | 1,147 | 1,146 | 1,145 | 1,143 | 1,141 |
| 45 TO 54 | 1,346 | 1,324 | 1,307 | 1,294 | 1,284 | 1,276 | 1,270 | 1,266 | 1,263 | 1,261 | 1,259 |
| 55 TO 64 | 820 | 817 | 811 | 803 | 794 | 784 | 773 | 763 | 753 | 743 | 734 |
| 65 TO 74 | 651 | 682 | 712 | 738 | 762 | 783 | 800 | 815 | 826 | 835 | 841 |
| 75 TO 84 | 474 | 516 | 559 | 603 | 648 | 694 | 740 | 786 | 830 | 874 | 915 |
| 85+ | 521 | 566 | 614 | 666 | 723 | 784 | 850 | 920 | 995 | 1,074 | 1,157 |
| TOTAL | 7,401 | 7,486 | 7,573 | 7,665 | 7,759 | 7,857 | 7,958 | 8,062 | 8,168 | 8,276 | 8,386 |

Estimates generated by Place Dynamics

HOUSING OPPORTUNITIES

Over the next decade, net increases in demand for housing will be found among those types of housing oriented to an older population. Some portion of this includes detached housing for those still in their active senior years, but a large share of the demand will be for apartments, condominiums, and increasingly, units offering some level of assisted living.

Source: 2019 Towers & South Riverfront Market Analysis

B. Retail

The proximity to the existing commercial corridors of Stewart Avenue and S. 17th Avenue will deplete the opportunities for commercial within this study area. Marathon County Park is the primary asset, but the study area is somewhat isolated between the rail corridor and industrial uses. While the immediate uses are industrial, there are healthy single and two-family neighborhoods adjacent to the commercial corridors just south and north of this area.

Commercial uses that fit into the existing industrial character that could support the nearby residential areas include:

- **Auto repair and parts store** (roughly 7 locations within 5-minute drive of the study area),
- **Storage facility** (6 locations in 5-minute drive),
- **Car wash and detail establishment** (several car washes at nearby gas stations, but no detail services),
- **Liquor store** (3 establishments within one-mile radius),
- **Barbershop/salon/nail shops.** (8 establishments within one-mile radius), and
- **Gas stations.** Based on ESRI Business Analyst, the gas stations in the trade area support \$33.8 million in gas sales with \$26.5 million coming from outside the one-mile radii. While there are six locations within a one-mile radius, including a Kwik Trip across the street from the site, there is a lack of gas stations off the Sherman

Street exit. It is typical to see more than a single gas station at a specific node; however, this is typically found at busy intersections or across the street from each other on heavily traveled roadway. This site does not fit either of these two scenarios.

- **Clothing Stores.** Using ESRI business analyst, the residential base within one mile of the site typically spends \$1.6 million on apparel with roughly \$800,000 supplied within this trade area. This leaves a gap of \$800,000 and does not account for customer purchasing power outside of the one-mile radii. However, there are several factors that reduce the viability of a clothing store including the following:
 - this does not factor in supply through online purchase;
 - an average clothing store in Wisconsin sells \$1.2 million worth of goods in a given year (per 2017 Economic Census), which is more than the \$800,000 gap;
 - department stores are drawing in an additional \$10.6 million in sales from outside of the one-mile trade area. Plus, there is a cluster of apparel and other chain retailers available two miles south of the site in Rib Mountain.

Based on this information this site is likely not competitive to attract an apparel retailer with other locations more visible from major highways and clustered around other similar retailers.

- **Food Establishments.** The trade area supports over \$21 million in food and drink sales, drawing in \$15 million in sales from outside the trade area residential base. There are over 30 establishments within the trade area with many chain fast-food and sit-down restaurants near the major interchanges. The only potential draw to this site is a local establishment that caters to the locals along a street with 14,000 daily users but lacks the headache of busier locations near the interchanges.

C. Industrial / Manufacturing

Since the Great Recession, the number of manufacturing jobs in the region has decreased by over 2,000 and another 500 jobs are expected to be lost by 2026 in this industry. Many of these losses have been in the paper and wood products subindustries, which has faced falling paper sales with digitization and intense foreign competition. In addition to the Wood Products cluster and the Paper and Packaging cluster, other crucial clusters have been declining. However, while some manufacturing subindustries struggle, others are growing. This is particularly true for Technology Production and the Machinery Technology industry cluster, which includes companies such as Greenheck Fan Corporation, and Industrial Service & Machine.

Other prominent and growing industry clusters in the metro region include the Downstream Metal Products cluster, which encompasses Wausau Window and Wall Systems, and the Food Processing and Manufacturing cluster, which is comprised of establishments such as the Marathon Cheese Corporation and Kraft Foods. The Business cluster is also expected to grow and is highly concentrated in the area. This includes regional management offices, engineering, and consulting services along with other specialties.

Source: 2017 Metro Region Economic Development Assessment

Top industries in the Wausau area include air handling, building materials, metal manufacturing, health care, information technology and insurance sectors. The Technology Production and Machinery Technology industry cluster has imported over \$215 million dollars of supplies and services, providing for an opportunity to potentially produce more in the metro region¹. However, current practices already import millions of dollars of purchases from motor and generator manufacturing, machine shops, and other related subindustries that already exist within the metro region. Facing the issues of a low-growth population, transitioning industries, labor shortages, and low wages will be challenging.

The City's Wausau Business Campus is located roughly 5 miles west of the subject area, offering an integrated, full-service business park of over 1,000 acres, with two full interchanges, and home to over 5,000 employees. The City has nearly 400 acres of available, development-ready land. This will reduce the market for industrial/business park uses on the Marathon County site. The primary benefit of this site is the rail access that is not available in the Wausau Business Campus. Industries requiring/desiring rail access will be the primary targets, while the lots size and dimensions will be a limiting factor. Other potential industrial targets could be:

- **Industrial Flex Building.** These developments typically are one-story, expandable buildings that have some sort of combination of warehouse space and office/retail space. These units often have a warehouse door or loading dock with a higher ceiling height - typically around 14-16 feet tall. Companies requiring flex space are commonly found in the research, testing and product development sectors. Other potential users include brewers, artists, auto shops and cabinet makers.
- **First Student Inc. (expansion/new site).** First students, Inc. owns the site across the Street on 17th Avenue. If they were restricted on space, this site would provide a larger site for parking buses and larger building for administration and service.
- **Wisconsin Public Service Corp. (expansion).** This company owns an expansive area across 17th Avenue. This site could provide additional space or rail service area.

D. Lodging

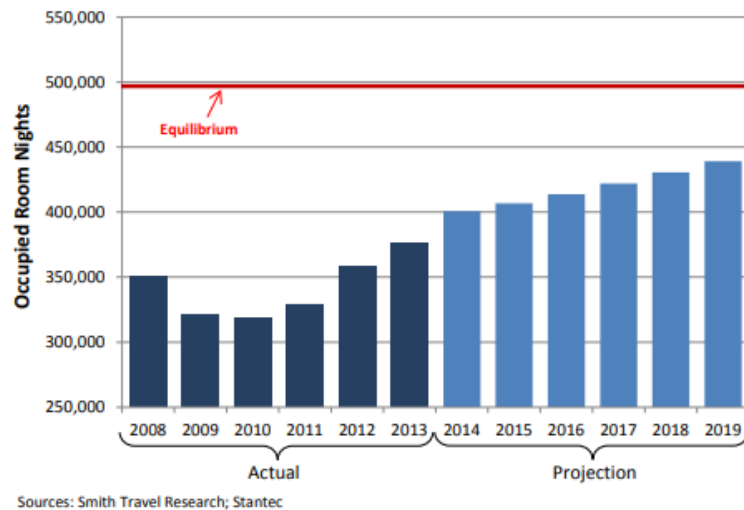
USH 51, which carries 34,000-38,000 average daily traffic, is accessible from WIS 52 (Stewart Ave) and Sherman Street. Both highway exits are roughly 0.5 mile from the site. S. 17th Street, which connects WIS 52 to Sherman Street, brings roughly 14,000 vehicles a day right past this development area. For these reasons, and because Marathon Park is a tourist destination, demand for a hotel is considered.

There are many hotel accommodations up and down USH 51 near the site. The City of Wausau contracted a 2014 Hotel Feasibility Study for the East Riverfront District. This study found by 2019 that there would still be over supply of rooms in the Wausau area marketplace (as shown in the figure below). If the marketplace grew greater than 1.9% estimated for this study, the pandemic likely negated any gains. Hotel

¹ 2017 Metro Region Economic Development Assessment

chains are currently delaying approved projects about 2-3 years with only the strong markets seeing projects move forward on schedule.

Figure 1: Wausau Area Hotel Room Demand 2008-2019



10 - Facilities Condition Overview

MSA walked by or through most of the public facilities in the study area on Monday, January 31. Brief notes and observations about the condition and needs of these facilities are provided. See Appendix A.

11 - Staff Interview Notes

MSA interviewed staff representing property various County and City departments during the week of January 24-28, 2022. A summary of notes from these conversations follow.

Marathon County Parks, Recreation & Forestry

Jamie Polley, Director

Andy Sims, Assistant Director

General Notes

- If this process is successful, the park will have in five years:
 - More green space, less gravel
 - A new splashpad
 - Expanded train track
 - A permanent stage for grandstand programming
 - No overnight camping
 - Still be a natural oasis in the City
 - The main Fair buildings will remain

Park Feature Commentary

- Nothing is overutilized.
- Features that are underutilized include the Marathon Junction, Tourist Cabin, Poolhouse Building, the Meeting Hall, and Exhibition Building (just Fair and winter storage)
- Some of the livestock buildings get more use than just the Fair, including Art in the Park and dryland hockey practice. The horse barn supports the Fair and other horse event.
- The winter storage uses are a good source of revenue for the park, and it always sells out, especially the high storage in the Exhibition building.
- East Gate Hall is busy with weddings, meetings, social gatherings, the Fair, Children's Fest, Art in the Park, etc. It has been the site of major speeches or presidential visits over the years (MLK, Coolidge, George W Bush. Some interest in a historical feature/display in the building about its history.
- The Big Kitchen shelter is popular and heavily used, and relies on the adjacent parking areas.
- The east parking lot is used by UWSP-Wausau students, who use it for free while the school pays for plowing. This use is a pretty good fit with larger park uses that require that parking, which are typically in the summer and/or on weekends.
- The camping area is used, but not much by families. It tends to have long-term seasonal residents, some likely otherwise homeless. The risk of falling trees or limbs is a concern with the campground.
- The woods area is dimly lit at night, lightly used in general, and thus far safe – no crime issues.
- During the Fair there is parking everywhere, throughout the park, including in the forest. County preference would be to remove most parking from the park.
- A better fence is desired along the south edge of the park, though it remains at risk of damage from railroad material storage activities
- The trees are in need of continual maintenance and removal for risk management, but it can't happen en masse, needs to be strategic. There have been as many as 50 trees lost at a time in major wind events. Individual trees not surrounded by others are more vulnerable to wind loss than trees in clusters.

Hockey

- Hockey use is September to March, and is only designed to maintain ice in cooler/colder months. It supports the fair and other events in the summer, including roller derby and Art in the Park.
- Users are youth hockey, Wausau East, Wausau West, the Storm (girls co-op team), figure skating, Cyclones and River Wolves.
- They don't have a minor league team, but could maybe get to that if seating increased from 900 to 1,200.
- There is likely a market for a year-round ice sheet. Jamie sees opportunity for a two-sheet facility, one year-round sheet and one flex space that also hosts events, turf, and/or indoor roller rink. Jamie's ballpark cost guess: \$20M.
- They have recently put money into new boards and glass and new crowd heating equipment (though this could be transferred to another facility).

- The parking for hockey use is generally adequate, except for big games. During the Fair this area is cattle trailer parking.

Park Operations Facilities

- Current plan is to relocate/collocate with the Highway Department.
- The HVAC system needs updating, and it needs a backup generator. It is structurally sound.
- Would the School District want it? Should talk to Larry Cihlar.

UW Stevens Point – Wausau

Ann Herda-Rapp, Campus Executive

Gary Rapp, Director of Facilities Planning and Management

General Notes

- The County owns the buildings. The University doesn't pay rent but is responsible for the costs and staffing of operation and basic maintenance. For larger capital costs, funding application to County.
- No major space needs. Enrollment is down and unlikely to rise dramatically. They would like to increase 4-year programming, but expect to remain a commuter campus.
- Non-curricular uses that serve the community include continuing education programming for people of all ages, and space rentals of the CCE theater and some classrooms.

Main Academic Building

- Would like to renovate/replace cafeteria area. Existing kitchen is original to building (1958), is used rent-free by a restaurant that serves the campus and the public, including use of an exterior entrance to the west.
- Would like to renovate the theater space (near the cafeteria). Limited use since the Center for Civic Engagement was built. Preferred change is to remove the tiered seating and create a level floor, multiuse space available for banquets, weddings, campus gatherings, etc. (note – no windows and a sloped ceiling due to the lecture hall above).
- Related to the prior two changes, need to be able to isolate those areas from the rest of the building when campus is otherwise closed, while retaining access to bathrooms. Staff are working on an RFP for conceptual design and detailed cost estimate.
- The student union space needs a refresh.
- The planetarium is non-operational (mechanism broken, not fixable) and could be removed.
- Some of the restrooms are original and in need of updating
- Air handlers are old – 1960's.
- Some limited exterior façade repairs needed (EIFS)

Marathon Hall

- Operations turned over to the County on January 1, 2022, but continuing to provide heat and hot water through this season to enable proper maintenance until it's fate is decided. Campus staff continue to check on it frequently to confirm systems are functioning.

- UW currently provides hot water to heat the building (there is no internal heat source in the building), but has no interest in continuing to provide hot water for another user in the building. It would need a new boiler system on-site to replace the campus hot water supply.
- Regarding new uses:
 - Senior housing? Sure.
 - Affordable housing? Sure, especially if students were eligible.
 - Parking? Sure.

Parking Lots

- Lot A is north of Stewart Avenue (though it's not shown on the campus parking map). This had been used primarily by Marathon Hall residents. No one uses it – the distance and challenge of crossing Stewart Ave. are impediments. This lot could be abandoned and redeveloped.
- Lots E (near arts building) and G (near CCE) are primary on-campus option available to students and staff, at a cost of \$40/semester. They don't typically fill up.
- Parking in Marathon Park is available for student use, at no cost to students and at limited cost to the university – only plowing costs are charged. Most students use this lot.

Field House

- Pool is in good condition, and currently getting tile repairs. It is deep and had a raised lip edge design. They use it for open swim and rentals. Because the shallow end is too deep for kids (~4 feet deep) it is not useful for youth swim lessons. Discussions with County about taking over pool management didn't go very far because County uses conflicted with school uses.
- Gym is in good shape – good floor, new bleachers
- Fitness center has good equipment
- There is one classroom here, but gets limited use
- Roof has 10-15 years left

East Art Building

- Houses sculpture, design, painting, drawing, photography (incl. darkroom)
- Built in 2003, in good condition
- Focus is more on community classes than undergrad students

West Art Building

- Former service garage, built 1920's
- Not currently in use because glass making and ceramics programs are not currently active
- The arts department doesn't want to use it, in part because of silica dust from on-site clay mixing
- The facilities department would like to have it for storage of grounds equipment (only other garage is in main academic building)

Center for Civic Engagement

- Completed in 2010 – in good condition. No needs or desired changes.

Other Campus notes

- The open green space south of Lot G is not programmed for anything. There were ideas of further campus expansion there at one time, but no current plans or aspirations for growth or more space needs. The bioretention pond there needs rejuvenation – new plant community.

Marathon County Facilities and Capital Management

Terry Kaiser, Director

Troy Torgerson, Facility Planner

General Notes

- Highest priority is deciding on land use along West St., and finding uses that will bring revenue to the County. MSA should bring our own ideas and solutions to this process.
- The County purchased the land east of the Medical Examiners/Emergency Management building (former cheese storage for many decades before a fire) and is waiting on the results of a grant application to create a 16,000 sq ft regional morgue on that site.
- Emergency Management is planning to move/co-locate with the highway department.
- UWSP West Arts Building? Terry prefers demolition.
- Regarding location of various County departments and facilities – all departments that are/were at the River Drive site are in the process of relocation to Lakeview Drive to open up space for tourism and recreation development along the whitewater course. Terry prefers to consolidate County facilities, to have fewer custodial teams driving around to a bunch of different sites.
- Regarding the hockey facilities – the method of funding facility improvements matters to the programs that use it. The County can't borrow money to improve them because it would threaten the hockey programs' non-profit status.

Marathon County Department of Conservation, Planning & Zoning

Laurie Miskimins, Director

Dave Mack, Planning Manager

General Notes

- The desire for this process is that people are aware of it. The prior process in 2007 occurred with little public involvement, and county planning was not involved. User groups to talk to include the Fair Board and the Cyclones
- Their main interest is the redevelopment ideas for West St.
- Success of this process looks like:
 - More development south of the tracks that complements and is connected to the park

- Year-round activity
- More pedestrian access points
- More open space
- Much the same as today – variety of activities including fair, hockey, dog park (horse arena), various park functions

Transportation

- There is a bus route along Stewart Ave. (though no transit plan to review).
- The park is a pedestrian through-route for Muir Middle school students who live south of the park

Wisconsin Valley Fair

- 2nd largest fair in the state
- Parking is a challenge. Concerns about on-site parking, including the difficulty of managing carry-in (drive-in) alcohol). The transit system could provide shuttle service from remote parking but has not been asked to do that. The former Shopko parking lot to the NW could serve this purpose.
- The horse arena's proximity to the midway is problematic – horse get spooked

Planning

- The Marathon County Strategic Plan will be updated next year. Much has changed, and this plan should inform that strategic plan update (rather than the opposite)

City of Wausau Department of Planning, Community & Economic Development

Liz Brodek, Director

Brad Lenz, City Planner

Coordination with City Leadership

- Council likes to be kept informed at forefront of projects. Having them adopt the plan is a good idea.
- The Economic Development Committee should be in the loop – they will want updates from staff
- Plan Commission is easy to work with

Planning

- When reviewing the comprehensive plan, rely more on the text than on the map – this is how staff uses the plan.
- Review the City's Housing Affordability Report and the housing chapter of the Comprehensive Plan
- The County should decide what use(s) it wants north of West St. From their perspective the only use that wouldn't be appropriate is heavy industrial

- More connections between the study area, the “mini downtown east along Stewart and the actual downtown would be a good thing, including new housing opportunities in those locations.

Surrounding Uses and Stakeholders

- There are two nearby neighborhood associations – Werle Park (east) and Westies (north). Westies is most active and likely to support affordable housing
- There is no neighborhood association to the west, though residents there have talked to City staff at times with concerns about commercial creep into the neighborhood. They would not support more commercial use within their neighborhood (west of 17th Ave.).
- Consider talking to Tim White at the Convention and Visitors Bureau for perspective on the value of the Fair.
- There is a group that is (quietly) studying the idea of a sports district for indoor sports, and has (or is working on) a feasibility study. They may be focused on the riverfront site that the county is leaving, but could the study area here be useful for any of that? Try Dave Ackman at the Wausau Chamber to learn more?

Historic Preservation

- City staff reached out to the owner of the Wausau Iron Works building (Wausau Manufacturing LLC) at the behest of the Historic Preservation Committee – they had no interest in the conversation. The Commission likes the idea of adaptive reuse for residential for the brick portions of the Wausau Iron Works. But, the site is not in a qualified census tract (6.1) for Low Income Housing tax Credits (LIHTC)

Transportation

- Stewart and 17th are both busy, and the intersection of the two is the busiest non-interstate intersection in the city.
- 17th St. is hard to cross on foot (we noted the unmarked crosswalk visible in Google street view near the SW corner of the park)

Marathon Park

- The tall pines are an important feature to protect. The stone gates too.
- The park seems like it could be more than it is through design enhancements. The large gravel area is not appealing
- Most people seem to travel to and interact with the park in cars
- Consider Eau Claire’s Owen Park and Carson Park as examples of other larger urban parks



BIG KITCHEN

Appendix 2: Survey Results

Community Survey Results Summary

2,206 Responses from across the City and Region, collected April 2022

Q1 Please indicate approximately how many times you visited Marathon Park in the past 12 months for each of the following activities.

- Only 37% had not been to the Fair
- Only 37% had not used the park for trail walking/running
- Who visits the park more than 20 times per year? Indoor ice users (13%) and trail users (12%)

Q2 If you've used a park amenity in the past few years, please indicate whether that experience was satisfactory or in need of improvement. Please add comments about improvement needs.

- Most satisfactory experiences (among those who used them) – Little Red School House (88%), Grandstand (80%), Pickleball courts (85%)
- Least satisfactory experience (among those who used them) – ADA accessibility (42%), Parking (49%), Restrooms (51%)

Insight from the comments:

- Bathroom complaints include seasonal closure, location/number, and age/cleanliness

Q3 If you've attended a winter ice activity in the Multipurpose Buildings in the past few years, please indicate whether each of the following aspects of that experience was satisfactory or in need of improvement. Please add comments about improvement needs.

- Most satisfactory experiences (among those who use the facility) – Ice quality (67%), Restrooms (60%)
- Least satisfactory experience (among those who use the facility) – Parking (41%), Locker rooms (43%)

Insight from the comments:

- Lots of complaints about the parking lot
- Desires for year-round ice

Q4 If you've attended the Wisconsin Valley Fair in the past few years, please indicate how you travelled to the fair and comment on anything you would change about parking and transportation options for the fair.

- Most people park offsite (55%)

Insight from the comments:

- Lots of complaints about parking, notably a lack of sufficient on-site ADA parking
- Lots of complaints about the price of admission

Community Survey Results Summary (Cont.)

Q7 Have you directly experienced any safety or security concerns in or near Marathon Park? If answering yes to any of these, please add a comment to explain.

- Most people answered "No" (80%)
Insight from the comments:
- 24 responses include reference to homeless people
- Concerns about drug use and sales

Q8 Have you been in and/or used any of the following buildings of the UWSP-Wausau campus in the past three years? If so, which ones, and for what purpose? Please note the purpose(s) in the comment box.

- More than half have been in the Center for Civic Engagement (57%), and exactly 50% in the main academic building
- Only 4% have ever been in Marathon Hall

Q9 Is there anything that you would change or improve on the UWSP-Wausau campus? Insight from the comments:

- Quite a few comments about parking – more, better, different locations
 - "AMERICA NEEDS TUITION FREE COLLAGE"
- Insight from the comments:
- Lots of comments about housing
 - At least 10 comments about indoor pickleball

Demographics of Respondents

- 18% within walking distance, 58% within Wausau, 4% from outside the county
- 94% white
- 55% between ages of 30 and 49

Q10 Marathon Hall is the former dorm on the UWSP-Wausau campus. It has been vacant since the start of COVID-19 and will not be used again as student housing because it is functionally obsolete. The building needs new windows and a new roof, at minimum, and its narrow rooms, narrow corridors, low ceilings, communal bathrooms and cement block construction limit its potential uses.

Which statement best reflects your opinion about the future of this building?

- Most people would defer to professional advice (41%) or would tear it down (29%)

Insight from the comments:

- Housing for the homeless or low-income residents mentioned many times
- Interest in redeveloping with new housing

Q11 We are considering new uses south of the park, along West St. and Pardee St. (Area C), because the County plans to consolidate the Highway Department and Parks Department facilities at a new location. Do you have an opinion about the types of uses that should be considered immediately south of Marathon Park? Identify each use that you think is appropriate there.

- Most people prefer recreational uses, either indoor (52%) or outdoor (54%)

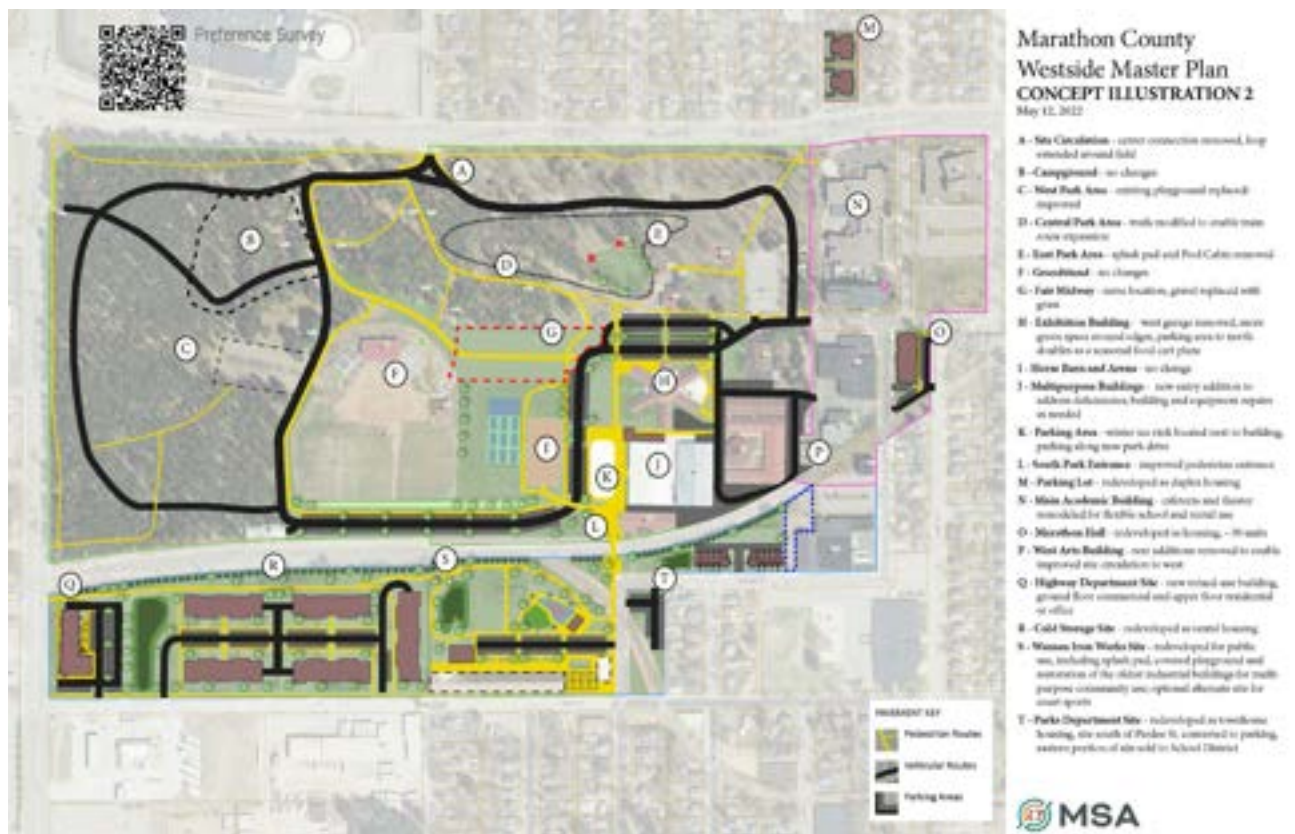
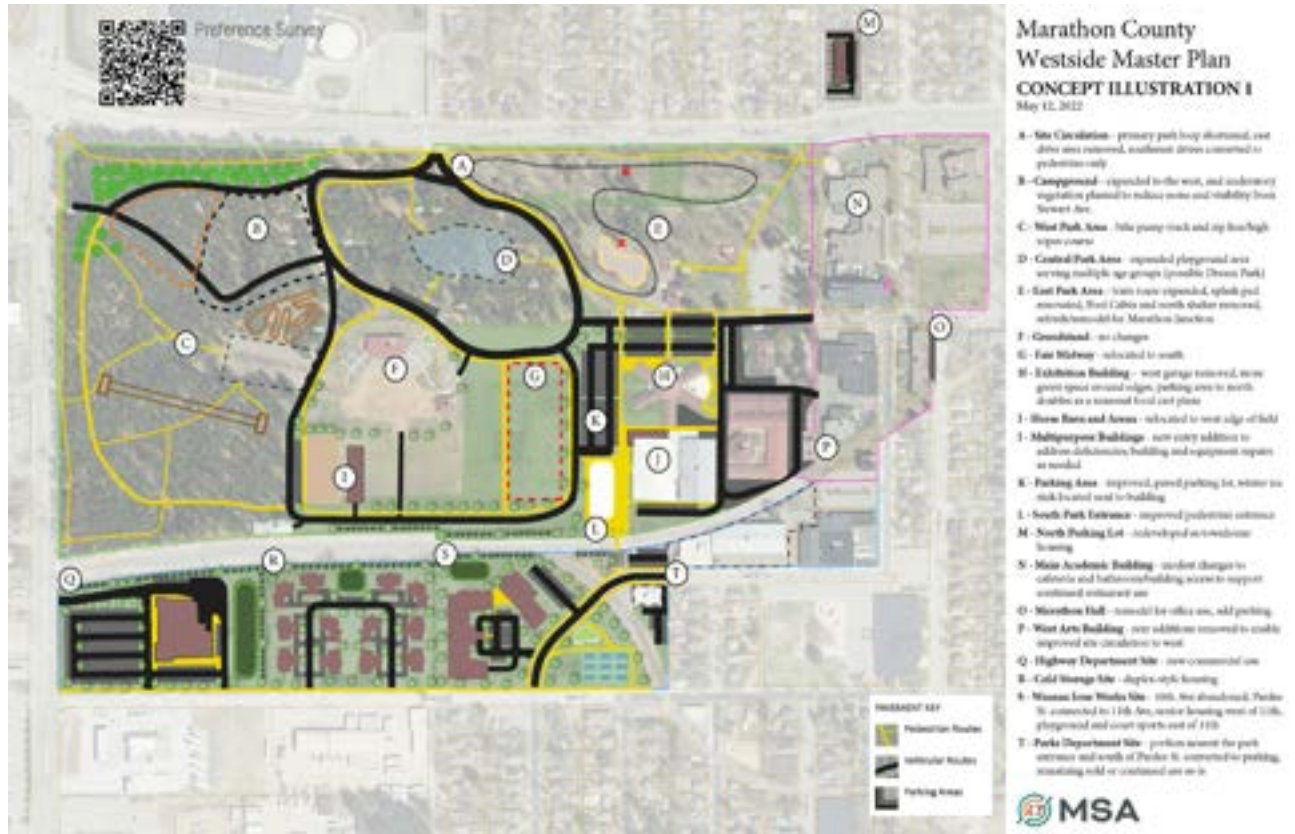
Insight from the comments:

- Lots of comments about housing
- At least 10 comments about indoor pickleball

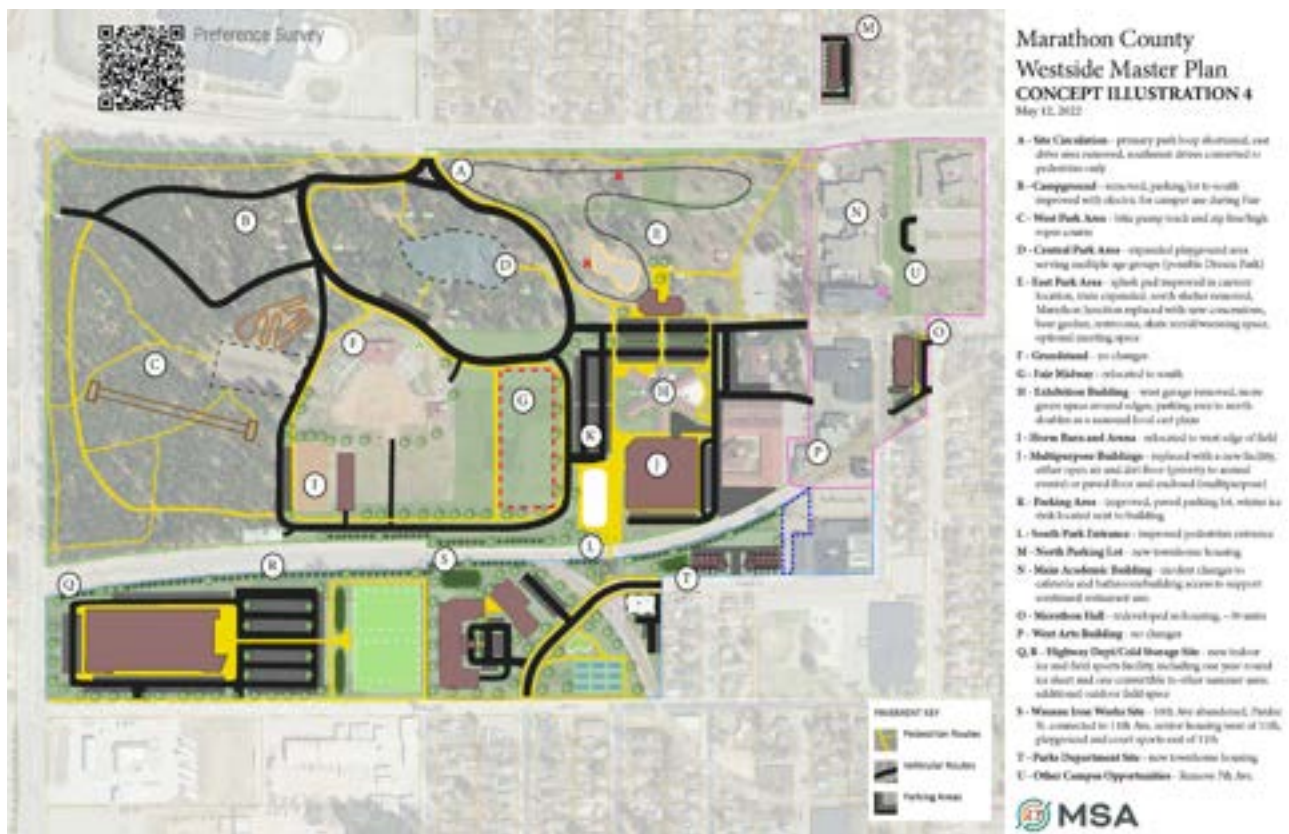
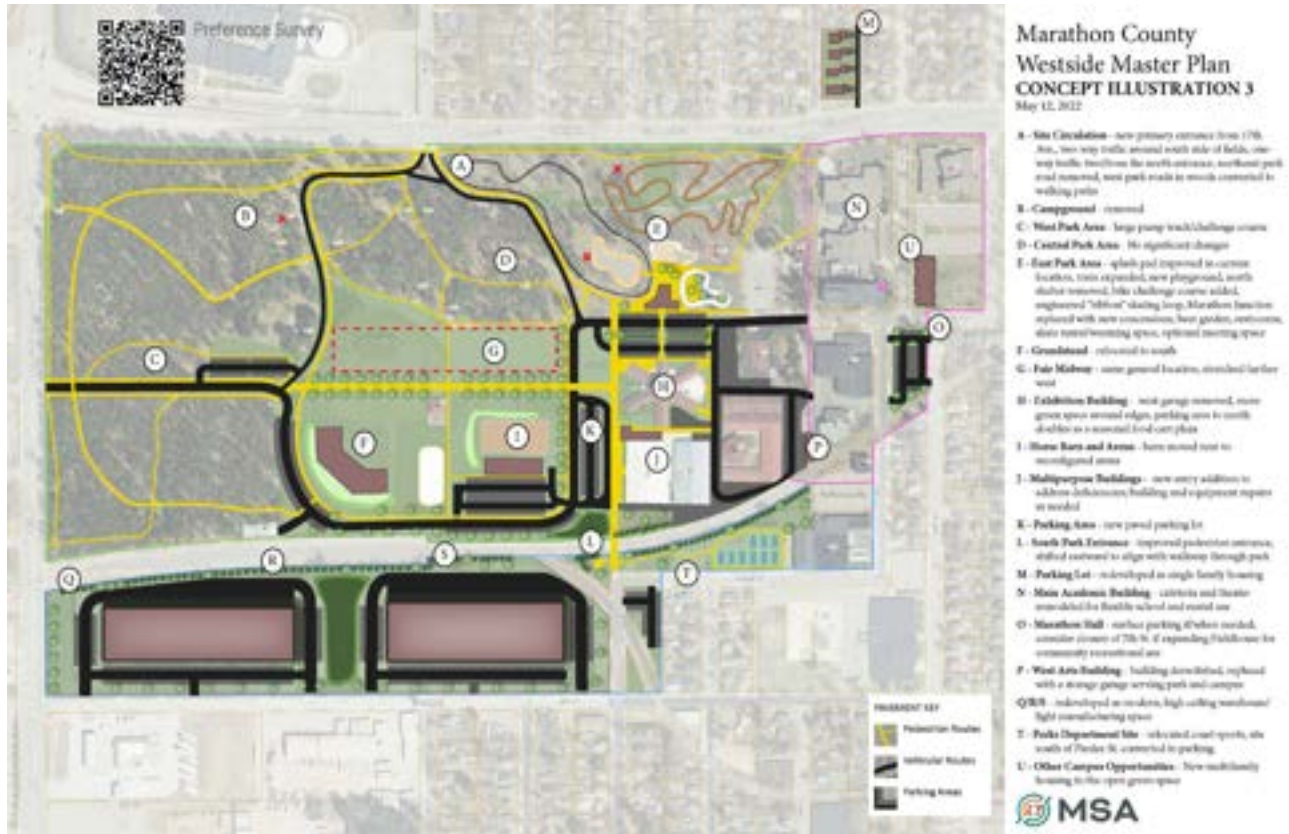
Demographics of Respondents

- 18% within walking distance, 58% within Wausau, 4% from outside the county
- 94% white
- 55% between ages of 30 and 49

Westside Plan Concepts



Westside Plan Concepts



Westside Plan Design Feedback

157 Responses from Key Stakeholder Groups

Collected May 2022

A- CIRCULATION CHANGES

- Most likes are for removing vehicles from forest (50%) and adding the 17th Ave. entrance (61%).
- Most dislikes are removing roadway from the NE quadrant (30%) and removing from the center of the park (27%)

Notable comments:

- Keep parking close to pickleball
- Maintain park accessibility for handicapped/elderly (woods, near bandstand)
- Concern about congestion on 17th and more cut-through traffic with a new entrance

B- CAMPGROUND

- Most likes for removing it completely (42%)
- Most dislikes for fair-only camping in a parking lot (45%) and expanded camping (43%)

Notable comments:

- Decide based on profit/loss evaluation
- Increase edge plantings with or without camping changes
- Strongly split reactions to the idea of camping in this park

C - WEST PARK AREA

- Lots of likes for both a pump track and a zip line/ropes course, though 19% strongly dislike the high ropes course

Notable comments:

- Concerns about costs, safety
- Don't overdevelop the woods area

D- CENTRAL AREA

- Very strong support for expanded playground area (75% likes), and strong support for expanded train route (55% likes)

Notable Comments:

- The train is a great feature in declining condition
- Dream park idea is too big/out of character for this park

E - EAST PARK AREA

- Most ideas liked here, strongest are New Splashpad (74%), New Marathon Junction with Beer Garden (70%), Improved Meeting/Party space (64%), Skating Ribbon (62%), and Expanded Train Route (61%).
- Most dislikes are for Mountain Bike Challenge Course (25%) and North Shelter Removal (20%).

Notable Comments:

- Multiple negative comments about the beer garden
- One comment about shelter removal suggests that they think we meant the Big Kitchen

F - GRANDSTAND

- A plurality stayed neutral on this topic, but more people prefer keeping it as is (49%) and actively dislike the relocation idea (39%).

Notable Comments:

- Some agreement to the logic of moving it, but mostly negative comments about the cost

G- MIDWAY

- Indifference about location, many likes for grass groundcover (62%)

Notable Comments:

- Maintain court sport parking

Westside Plan Design Feedback (Cont.)

H - EXHIBITION BUILDING

- Many people like the idea of more grass around the building (56%)
- Most people like the idea of a summer food cart plaza (75%)

Notable Comments:

- Food trucks could be there now – don't need to spend to make that happen

I- HORSE BARN AND ARENA

- Most people indifferent

Notable Comments:

- Equal split of comments for and against moving the horse barn

J - MULTIPURPOSE BUILDINGS

- Opinions are split on moving the ice uses. 51% support improving the current facility, and 50% support relocating to a new facility (with a notable plurality of 41% strongly liking a new facility).
- Most people support continuing to use the current buildings for fair and event purposes (61%) and most are indifferent about a new open-air facility.

Notable Comments:

- Many comments in favor of a new ice facility

K - PARKING AREA

- Strong support for improved, paved, marked parking (80%)
- Support for a relocated winter ice rink (55%)

L- SOUTH PARK ENTRANCE

- Strong Support for improved appearance and surfacing (73%)

M- NORTH CAMPUS PARKING LOT

- A plurality strongly dislikes each of the options.
- Townhomes and single family each got 30% support, while duplexes got only 20% support.

Notable Comments:

- Multiple commenters prefer affordable housing.

N - MAIN ACADEMIC BUILDING

- About 52% of respondents liked both remodel options described. There were few dislikes.

Notable Comments:

- Increase public awareness of the restaurant

O - MARATHON HALL

- Pluralities responded with no opinion on each option.
- The most liked option was redevelopment as new housing (34%)

Notable Comments:

- Nine comments, nine unique sentiments

P - WEST ARTS BUILDING

- Most respondents had no opinion on this one. Razing it was least popular (40% dislike) and remodeling with additions removed most popular (35% like).

Q - HIGHWAY DEPARTMENT SITE

- More dislikes than likes for most of the options, except the indoor ice and field sports facility, which was liked by 76% of respondents.

Notable Comments:

- Many in support of a rec facility.
- Several concerns about putting residential next to the train yard.

R - COLD STORAGE

- More dislikes than likes for most of the options, except the outdoor field space, which was liked by 67% of respondents.

Notable Comments:

- Apparent confusion for some about this site being part of the park?

S - WAUSAU IRON WORKS SITE

- The public use options were supported (59% for park uses, 48% for community center uses). Views on senior housing were about equally split, and there was least support for new warehouse space (50% dislike).

Notable Comments:

- Concern about bringing the small child uses closer to the railroad crossings

T - PARKS DEPARTMENT SITE

- Parking in support of the park was most popular (57% support), while many dislike the housing concept (46% dislike).

Notable Comments:

- Comments for and against moving pickleball
- "Don't need anymore sport crap enough around town already"

U - OTHER CAMPUS CHANGES

- A majority had no opinion on closing 7th Ave., and 29% liked it.
- 46% dislike new housing, while 35% remained neutral on it.

Notable Comments:

- We mislabeled 7th Ave. as 7th St.



Appendix 3: Cost Estimates

Marathon County Westside Plan Improvements

2/20/2023

Cost Projection Summary

This summary compiles the costs projected within each part of the study area. Preliminary cost estimates are offered here for reference only, both because of uncertainty about design details and future construction costs and because this plan is not intended to establish budgeting approval for any of the projects described. The costs are expressed below in ranges of 90% to 120% of the more detailed projections. All costs are in 2022 dollars based on recent pricing and bidding experience. Final costs will vary from these estimates due to inflation and design decisions.

| Use Area | | Suggested Timing/Phasing | | | |
|------------------|------------------------------------|--------------------------|----------------------|----------------------|---------------------|
| | | 2023-2025 | 2026-2028 | 2029-2032 | 2033-2037 |
| A | \$560,000 - \$740,000 | \$ 40,000 | \$ 300,000 | \$ 270,000 | \$ - |
| B | \$1,750,000 - \$2,330,000 | \$ 230,000 | \$ 110,000 | \$ 1,600,000 | \$ - |
| C | \$5,550,000 - \$7,400,000 | \$ 1,910,000 | \$ 1,940,000 | \$ 1,270,000 | \$ 430,000 |
| D | \$12,000,000 - \$15,990,000 | \$ 1,310,000 | \$ 450,000 | \$ 9,820,000 | \$ 1,730,000 |
| E | \$1,880,000 - \$2,500,000 | \$ 330,000 | \$ - | \$ 1,590,000 | \$ - |
| F | \$1,150,000 - \$1,530,000 | \$ 170,000 | \$ - | \$ 990,000 | \$ 120,000 |
| G | \$27,860,000 - \$37,140,000 | \$ - | \$ 28,500,000 | \$ 2,460,000 | \$ - |
| TOTAL | \$50,750,000 - \$67,630,000 | \$ 3,990,000 | \$ 31,300,000 | \$ 18,000,000 | \$ 2,280,000 |
| Excluding Area G | \$25,090,000 - \$33,450,000 | | \$ 2,800,000 | | |

MARATHON COUNTY PARK - MASTER PLAN

Marathon County, Wisconsin

LEGEND

- 1 17th Avenue Entrance
- 2 Campground
- 3 Main Park Entrance
- 4 Central Playground
- 5 New Railway and Station
- 6 New Marathon Junction
- 7 New Splash Pad
- 8 New Playground
- 9 New Skating Ribbon
- 10 Big Kitchen
- 11 Meeting Hall
- 12 Little Red School House
- 13 East Entrance

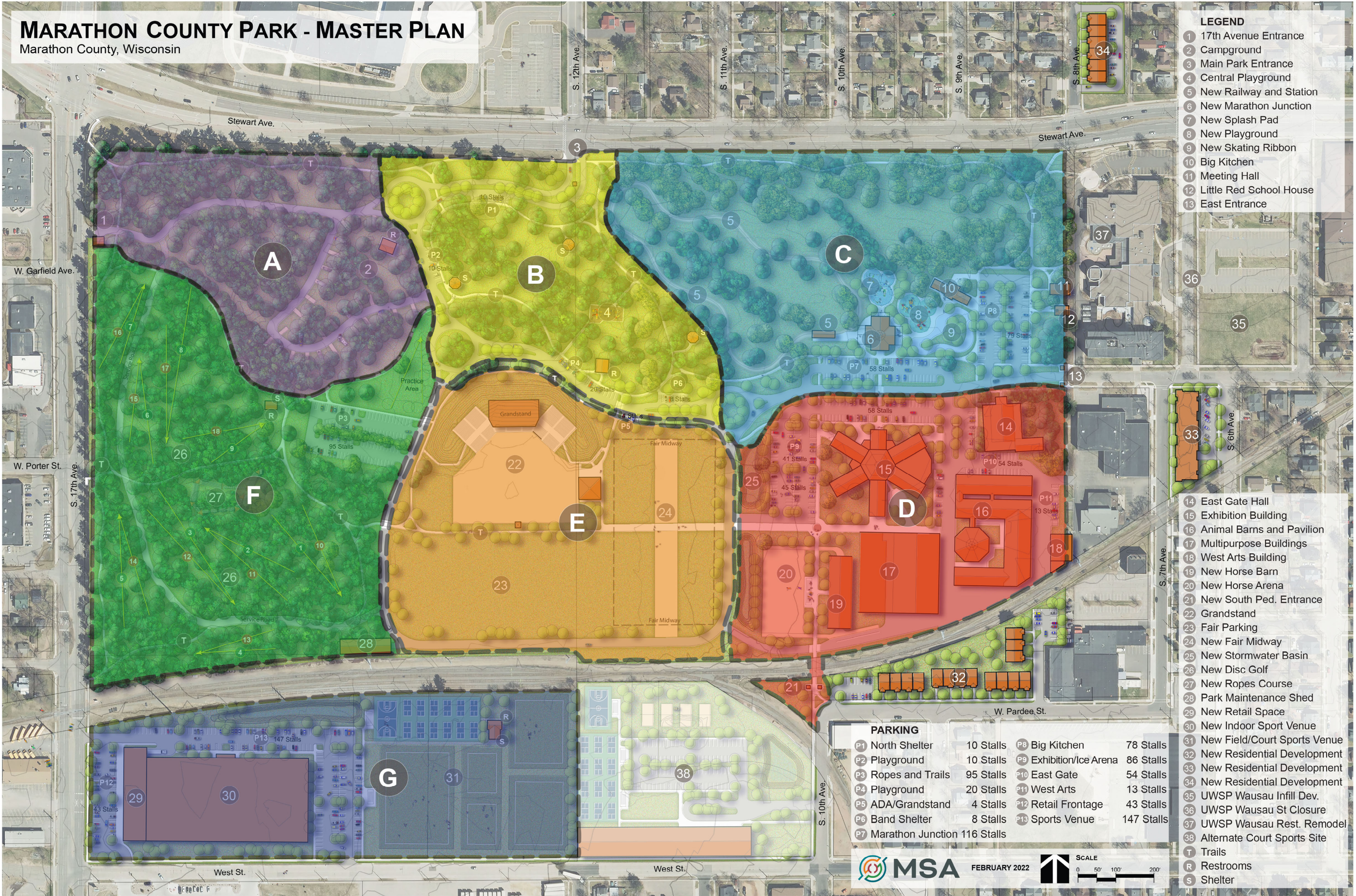
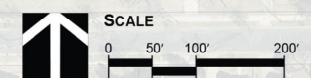
- 14 East Gate Hall
 - 15 Exhibition Building
 - 16 Animal Barns and Pavilion
 - 17 Multipurpose Buildings
 - 18 West Arts Building
 - 19 New Horse Barn
 - 20 New Horse Arena
 - 21 New South Ped. Entrance
 - 22 Grandstand
 - 23 Fair Parking
 - 24 New Fair Midway
 - 25 New Stormwater Basin
 - 26 New Disc Golf
 - 27 New Ropes Course
 - 28 Park Maintenance Shed
 - 29 New Retail Space
 - 30 New Indoor Sport Venue
 - 31 New Field/Court Sports Venue
 - 32 New Residential Development
 - 33 New Residential Development
 - 34 New Residential Development
 - 35 UWSP Wausau Infill Dev.
 - 36 UWSP Wausau St Closure
 - 37 UWSP Wausau Rest. Remodel
 - 38 Alternate Court Sports Site
- T Trails
R Restrooms
S Shelter

PARKING

| | | | |
|----------------------|------------|-------------------------|------------|
| P1 North Shelter | 10 Stalls | P8 Big Kitchen | 78 Stalls |
| P2 Playground | 10 Stalls | P9 Exhibition/Ice Arena | 86 Stalls |
| P3 Ropes and Trails | 95 Stalls | P10 East Gate | 54 Stalls |
| P4 Playground | 20 Stalls | P11 West Arts | 13 Stalls |
| P5 ADA/Grandstand | 4 Stalls | P12 Retail Frontage | 43 Stalls |
| P6 Band Shelter | 8 Stalls | P13 Sports Venue | 147 Stalls |
| P7 Marathon Junction | 116 Stalls | | |



FEBRUARY 2022



USE AREA A

All cost estimates are in 2022 dollars based on recent pricing and bidding experience.
 Costs will vary from these estimates due to inflation and final design decisions

| | Quantity | Unit | Unit Cost | Sub Total | Suggested Timing/Phasing | | | |
|----------------------|----------|------|------------------------|-------------------|--------------------------|-------------------|-------------------|-------------|
| | | | | | 2023-2025 | 2026-2028 | 2029-2032 | 2033-2037 |
| Demolition | | | | | | | | |
| Shelter Removal | 1 | LS | \$ 30,000 | \$ 30,000 | \$ 30,000 | | | |
| Pavement Removal | 9,206 | SF | \$ 2 | \$ 18,412 | | | \$ 18,412 | |
| Improvements | | | | | | | | |
| Asphalt Path | 5,670 | SF | \$ 3 | \$ 17,010 | | | \$ 17,010 | |
| Repave Asphalt Road | 35,450 | SF | \$ 5 | \$ 177,250 | | | \$ 177,250 | |
| Gravel Camping Pads | 15,120 | SF | \$ 2 | \$ 30,240 | | \$ 30,240 | | |
| Utility Upgrades | 1 | LS | \$ 50,000 | \$ 50,000 | | \$ 50,000 | | |
| Utility Pedestals | 28 | EA | \$ 1,500 | \$ 42,000 | | \$ 42,000 | | |
| Restroom Maintenance | 1 | LS | \$ 80,000 | \$ 80,000 | | \$ 80,000 | | |
| General Landscaping | 1 | LS | \$ 25,000 | \$ 25,000 | | \$ 25,000 | | |
| | | | Sub Total | \$ 469,912 | \$ 30,000 | \$ 227,240 | \$ 212,672 | \$ - |
| | | | 20% Contingency | \$ 93,982 | \$ 6,000 | \$ 45,448 | \$ 31,901 | \$ - |
| | | | 12% Engineering | \$ 56,389 | \$ 3,600 | \$ 27,269 | \$ 21,267 | \$ - |
| | | | Total | \$ 620,284 | \$ 39,600 | \$ 299,957 | \$ 265,840 | \$ - |

USE AREA B

All cost estimates are in 2022 dollars based on recent pricing and bidding experience.
 Costs will vary from these estimates due to inflation and final design decisions

| | Quantity | Unit | Unit Cost | Sub Total | Suggested Timing/Phasing | | | |
|--------------------------|----------|------|------------------------|---------------------|--------------------------|-------------------|---------------------|-------------|
| | | | | | 2023-2025 | 2026-2028 | 2029-2032 | 2033-2037 |
| Demolition | | | | | | | | |
| Pavement Removal | 76,200 | SF | \$ 2 | \$ 152,400 | | | \$ 152,400 | |
| Clear and Grub | 9,206 | SF | \$ 1.5 | \$ 13,809 | | | \$ 13,809 | |
| Improvements | | | | | | | | |
| Asphalt Paths | 158,520 | SF | \$ 3 | \$ 475,560 | | | \$ 475,560 | |
| Asphalt Roads/Parking | 81,151 | SF | \$ 5 | \$ 405,755 | | | \$ 405,755 | |
| Table Top Crossings | 600 | SF | \$ 18 | \$ 10,800 | | | \$ 10,800 | |
| Shelter Maintenance | 3 | EA | \$ 5,000 | \$ 15,000 | | \$ 15,000 | | |
| Restroom Maintenance | 1 | LS | \$ 50,000 | \$ 50,000 | | | \$ 50,000 | |
| Site Furnishings/Benches | 10 | EA | \$ 1,200 | \$ 12,000 | | | \$ 12,000 | |
| Utility Upgrades | 1 | LS | \$ 175,000 | \$ 175,000 | \$ 175,000 | | | |
| Site Lighting | 1 | LS | \$ 90,000 | \$ 90,000 | | | \$ 90,000 | |
| Canopy Trees | 43 | EA | \$ 600 | \$ 25,800 | | \$ 25,800 | | |
| General Landscape | 1 | LS | \$ 45,000 | \$ 45,000 | | \$ 45,000 | | |
| | | | Sub Total | \$ 1,471,124 | \$ 175,000 | \$ 85,800 | \$ 1,210,324 | \$ - |
| | | | 20% Contingency | \$ 294,225 | \$ 35,000 | \$ 17,160 | \$ 242,065 | \$ - |
| | | | 12% Engineering | \$ 176,535 | \$ 21,000 | \$ 10,296 | \$ 145,239 | \$ - |
| | | | Total | \$ 1,941,884 | \$ 231,000 | \$ 113,256 | \$ 1,597,628 | \$ - |

USE AREA C

All cost estimates are in 2022 dollars based on recent pricing and bidding experience.

Costs will vary from these estimates due to inflation and final design decisions

| | Quantity | Unit | Unit Cost | Sub Total | Suggested Timing/Phasing | | | |
|------------------------------|----------|------|------------------------|---------------------|--------------------------|---------------------|---------------------|-------------------|
| | | | | | 2023-2025 | 2026-2028 | 2029-2032 | 2033-2037 |
| Demolition | | | | | | | | |
| Clear and Grub | 96,250 | SF | \$ 1.5 | \$ 144,375 | | \$ 144,375 | | |
| Pavement Removal | 129,300 | SF | \$ 2 | \$ 258,600 | | \$ 258,600 | | |
| Gravel Removal/Reuse | 22,700 | SF | \$ 0.5 | \$ 11,350 | | \$ 11,350 | | |
| Marathon Station Removal | 5,000 | SF | \$ 6 | \$ 30,000 | | \$ 30,000 | | |
| Restroom Removal | 1,500 | SF | \$ 6 | \$ 9,000 | | | | \$ 9,000 |
| Train Station Removal | 1,200 | SF | \$ 6 | \$ 7,200 | | | | \$ 7,200 |
| Train Track Removal | 200 | LF | \$ 20 | \$ 4,000 | | | \$ 4,000 | |
| Splash Pad Buildings Removal | 2,000 | SF | \$ 6 | \$ 12,000 | \$ 12,000 | | | |
| Splash Pad Removal | 15,000 | LS | \$ 3 | \$ 45,000 | \$ 45,000 | | | |
| Improvements | | | | | | | | |
| New Marathon Junction | 5,800 | SF | \$ 250 | \$ 1,450,000 | | \$ 1,450,000 | | |
| New Train Station | 1,500 | SF | \$ 150 | \$ 225,000 | | | | \$ 225,000 |
| New Train Track | 1 | LS | \$ 100,000 | | | | | \$ 100,000 |
| Splash Pad | 1 | LS | \$ 550,000 | \$ 550,000 | \$ 550,000 | | | |
| Playground | 1 | LS | \$ 400,000 | \$ 400,000 | \$ 400,000 | | | |
| Ice Ribbon | 1 | LS | \$ 125,000 | \$ 125,000 | | | \$ 125,000 | |
| Concrete Walks | 32,000 | SF | \$ 10 | \$ 320,000 | | | \$ 320,000 | |
| Asphalt Paths | 10,800 | SF | \$ 3 | \$ 32,400 | | | \$ 32,400 | |
| Asphalt Roads/Parking | 46,000 | SF | \$ 5 | \$ 230,000 | | | \$ 230,000 | |
| Table Top Crossings | 600 | EA | \$ 16 | \$ 9,600 | | | \$ 9,600 | |
| Utilities Upgrade | 1 | LS | \$ 450,000 | \$ 450,000 | \$ 450,000 | | | |
| Site Lighting | 1 | EA | \$ 200,000 | \$ 200,000 | | | \$ 200,000 | |
| Site Furnishings/Benches | 24 | EA | \$ 1,200 | \$ 28,800 | | | \$ 28,800 | |
| Gateway Columns Restoration | 2 | LS | \$ 8,000 | \$ 16,000 | | | \$ 16,000 | |
| Canopy Trees | 65 | EA | \$ 600 | \$ 39,000 | | \$ 39,000 | | |
| General Landscaping | 1 | LS | \$ 75,000 | \$ 75,000 | | \$ 75,000 | | |
| | | | Sub Total | \$ 4,672,325 | \$ 1,445,000 | \$ 1,564,000 | \$ 961,800 | \$ 325,000 |
| | | | 20% Contingency | \$ 934,465 | \$ 289,000 | \$ 187,680 | \$ 192,360 | \$ 65,000 |
| | | | 12% Engineering | \$ 560,679 | \$ 173,400 | \$ 187,680 | \$ 115,416 | \$ 39,000 |
| | | | Total | \$ 6,167,469 | \$ 1,907,400 | \$ 1,939,360 | \$ 1,269,576 | \$ 429,000 |

USE AREA D

All cost estimates are in 2022 dollars based on recent pricing and bidding experience.

Costs will vary from these estimates due to inflation and final design decisions

| | Quantity | Unit | Unit Cost | Sub Total | Suggested Timing/Phasing | | | |
|-----------------------------------|----------|------|------------------------|----------------------|--------------------------|-------------------|---------------------|---------------------|
| | | | | | 2023-2025 | 2026-2028 | 2029-2032 | 2033-2037 |
| Demolition | | | | | | | | |
| Clear and Grub | 12,000 | SF | \$ 1.5 | \$ 18,000 | | \$ 18,000 | | |
| Building Removals | 1 | LS | \$ 50,000 | \$ 50,000 | | \$ 50,000 | | |
| Pavement Removal | 93,700 | SF | \$ 2 | \$ 187,400 | | \$ 187,400 | | |
| Improvements | | | | | | | | |
| Concrete Walks | 29,821 | SF | \$ 10 | \$ 298,210 | | | \$ 298,210 | |
| Asphalt Roads/Parking | 437,740 | SF | \$ 5 | \$ 2,188,700 | | | \$ 2,188,700 | |
| Table Top Crossings | 1,200 | SF | \$ 16 | \$ 19,200 | | | \$ 19,200 | |
| Utilities Upgrade | 1 | LS | \$ 200,000 | \$ 200,000 | \$ 200,000 | | | |
| Pond/Storm Water Grading | 4,500 | CY | \$ 10 | \$ 45,000 | | | \$ 45,000 | |
| Site Lighting | 1 | LS | \$ 150,000 | \$ 150,000 | | | \$ 150,000 | |
| Site Furnishing Benches | 12 | EA | \$ 1,200 | \$ 14,400 | | | \$ 14,400 | |
| Exhibition Building Improvements | 33,600 | SF | \$ 30 | \$ 1,008,000 | | | | \$ 1,008,000 |
| Multipurpose Building Replacement | 45,000 | SF | \$ 100 | \$ 4,500,000 | | | \$ 4,500,000 | |
| Horse Barn Move/Improvements | 10,000 | SF | \$ 30 | \$ 300,000 | | | | \$ 300,000 |
| Horse Arena | 24,000 | SF | \$ 2 | \$ 48,000 | | | \$ 48,000 | |
| Horse Arena Fence | 660 | LF | \$ 30 | \$ 19,800 | | | \$ 19,800 | |
| East Gate Hall Entrance | 1 | LS | \$ 250,000 | \$ 250,000 | \$ 250,000 | | | |
| East Gate Hall Floor | 9,000 | SF | \$ 25 | \$ 225,000 | \$ 225,000 | | | |
| East Gate Hall clerestory windows | 12 | EA | \$ 7,500 | \$ 90,000 | \$ 90,000 | | | |
| East Gate Hall ceiling/acoustics | 9,000 | SF | \$ 20 | \$ 180,000 | \$ 180,000 | | | |
| East Gate Hall HVAC | 1 | LS | \$ 50,000 | \$ 50,000 | \$ 50,000 | | | |
| South Entrance Columns | 2 | EA | \$ 40,000 | \$ 80,000 | | | \$ 80,000 | |
| Pedestrian Rail Crossing | 1 | LS | \$ 75,000 | \$ 75,000 | | | \$ 75,000 | |
| Canopy Trees | 60 | EA | \$ 600 | \$ 36,000 | | \$ 36,000 | | |
| General Landscaping | 1 | LS | \$ 65,000 | \$ 65,000 | | \$ 65,000 | | |
| | | | Sub Total | \$ 10,097,710 | \$ 995,000 | \$ 338,400 | \$ 7,438,310 | \$ 1,308,000 |
| | | | 20% Contingency | \$ 2,019,542 | \$ 199,000 | \$ 67,680 | \$ 1,487,662 | \$ 261,600 |
| | | | 12% Engineering | \$ 1,211,725 | \$ 119,400 | \$ 40,608 | \$ 892,597 | \$ 156,960 |
| | | | Total | \$ 13,328,977 | \$ 1,313,400 | \$ 446,688 | \$ 9,818,569 | \$ 1,726,560 |

USE AREA E

All cost estimates are in 2022 dollars based on recent pricing and bidding experience.
 Costs will vary from these estimates due to inflation and final design decisions

| | Quantity | Unit | Unit Cost | Sub Total | Suggested Timing/Phasing | | | |
|---------------------------------|----------|------|------------------------|---------------------|--------------------------|-------------|---------------------|-------------|
| | | | | | 2023-2025 | 2026-2028 | 2029-2032 | 2033-2037 |
| Demolition | | | | | | | | |
| Pavement Removal | 30,500 | SF | \$ 2 | \$ 61,000 | | \$ 61,000 | | |
| Gravel Removal | 92,600 | SF | \$ 0.5 | \$ 46,300 | | \$ 46,300 | | |
| Horse Arena Removal and Salvage | 1 | LS | \$ 15,000 | \$ 15,000 | | \$ 15,000 | | |
| Outdoor Hockey Rink and Salvage | 1 | LS | \$ 5,000 | \$ 5,000 | | \$ 5,000 | | |
| Improvements | | | | | | | | |
| Concrete Walks | 29,705 | SF | \$ 10 | \$ 297,050 | | | \$ 297,050 | |
| Asphalt Paths | 11,300 | SF | \$ 3 | \$ 33,900 | | | \$ 33,900 | |
| Asphalt Roads/Parking | 45,286 | SF | \$ 5 | \$ 226,430 | | | \$ 226,430 | |
| Table Top Crossings | 1,200 | SF | \$ 18 | \$ 21,600 | | | \$ 21,600 | |
| Site Furnishing/Benches | 8 | EA | \$ 1,200 | \$ 9,600 | | | \$ 9,600 | |
| Utilities Upgrades | 1 | LS | \$ 250,000 | \$ 250,000 | \$ 250,000 | | | |
| Site Lighting | 1 | LS | \$ 115,000 | \$ 115,000 | | | \$ 115,000 | |
| Canopy Trees | 39 | EA | \$ 600 | \$ 23,400 | | | \$ 23,400 | |
| Midway Fairway Gravel | 37,500 | SF | \$ 4 | \$ 150,000 | | | \$ 150,000 | |
| Lawn/Midway Seeding | 272,000 | SF | \$ 0.15 | \$ 40,800 | | | \$ 40,800 | |
| Midway Lawn Underdrain System | 1 | LS | \$ 260,000 | \$ 260,000 | | | \$ 260,000 | |
| General Landscaping | 1 | LS | \$ 25,000 | \$ 25,000 | | | \$ 25,000 | |
| | | | Sub Total | \$ 1,580,080 | \$ 250,000 | \$ - | \$ 1,202,780 | \$ - |
| | | | 20% Contingency | \$ 316,016 | \$ 50,000 | \$ - | \$ 240,556 | \$ - |
| | | | 12% Engineering | \$ 189,610 | \$ 30,000 | \$ - | \$ 144,334 | \$ - |
| | | | Total | \$ 2,085,706 | \$ 330,000 | \$ - | \$ 1,587,670 | \$ - |

USE AREA F

All cost estimates are in 2022 dollars based on recent pricing and bidding experience.

Costs will vary from these estimates due to inflation and final design decisions

| | Quantity | Unit | Unit Cost | Sub Total | Suggested Timing/Phasing | | | | |
|-----------------------------------|----------|------|------------------------|---------------------|--------------------------|-------------|-------------------|-------------------|-----------|
| | | | | | 2023-2025 | 2026-2028 | 2029-2032 | 2033-2037 | |
| Demolition | | | | | | | | | |
| Clear and Grub | 116,000 | SF | \$ 1.5 | \$ 174,000 | | | \$ 174,000 | | |
| Pavement Removal | 38,200 | SF | \$ 2 | \$ 76,400 | | | \$ 76,400 | | |
| Improvements | | | | | | | | | |
| Concrete Walks | 3,600 | SF | \$ 10 | \$ 36,000 | | | \$ 36,000 | | |
| Asphalt Trail | 21,200 | SF | \$ 3 | \$ 63,600 | | | \$ 63,600 | | |
| Asphalt Roads/Parking | 44,500 | SF | \$ 5 | \$ 222,500 | | | \$ 222,500 | | |
| Shelter Improvements | 1 | LS | \$ 20,000 | \$ 20,000 | | | \$ 20,000 | | |
| Site Furnishing Benches | 12 | EA | \$ 1,200 | \$ 14,400 | | | \$ 14,400 | | |
| Site Furnishings Picnic Tables | 24 | EA | \$ 1,800 | \$ 43,200 | | | \$ 43,200 | | |
| Ropes Course | 1 | LS | \$ 65,000 | \$ 65,000 | | | | | \$ 65,000 |
| Disc Golf Course Baskets/Tee Pads | 18 | EA | \$ 1,500 | \$ 27,000 | | | | | \$ 27,000 |
| Utilities Upgrade | 1 | LS | \$ 125,000 | \$ 125,000 | \$ 125,000 | | | | |
| Site Lighting | 1 | LS | \$ 75,000 | \$ 75,000 | | | \$ 75,000 | | |
| General Landscape | 1 | LS | \$ 25,000 | \$ 25,000 | | | \$ 25,000 | | |
| | | | Sub Total | \$ 967,100 | \$ 125,000 | \$ - | \$ 750,100 | \$ 92,000 | |
| | | | 20% Contingency | \$ 193,420 | \$ 25,000 | \$ - | \$ 150,020 | \$ 18,400 | |
| | | | 12% Engineering | \$ 116,052 | \$ 15,000 | \$ - | \$ 90,012 | \$ 11,040 | |
| | | | Total | \$ 1,276,572 | \$ 165,000 | \$ - | \$ 990,132 | \$ 121,440 | |

USE AREA G

All cost estimates are in 2022 dollars based on recent pricing and bidding experience.

Costs will vary from these estimates due to inflation and final design decisions

| | Quantity | Unit | Unit Cost | Sub Total | Suggested Timing/Phasing | | | |
|--------------------------|----------|------|------------------------|----------------------|--------------------------|----------------------|---------------------|-------------|
| | | | | | 2023-2025 | 2026-2028 | 2029-2032 | 2033-2037 |
| Demolition | | | | | | | | |
| Building Removals | 210,000 | SF | \$ 6 | \$ 1,260,000 | | \$ 1,260,000 | | |
| Pavement Removals | 240,500 | SF | \$ 2 | \$ 481,000 | | \$ 481,000 | | |
| Improvements | | | | | | | | |
| Retail Building | 14,750 | SF | \$ 250 | \$ 3,687,500 | | \$ 3,687,500 | | |
| Indoor Sports Facility | 94,000 | SF | \$ 160 | \$ 15,040,000 | | \$ 15,040,000 | | |
| Concrete Walks | 23,020 | SF | \$ 10 | \$ 230,200 | | \$ 230,200 | | |
| Asphalt Roads/Parking | 82,522 | SF | \$ 5 | \$ 412,610 | | \$ 412,610 | | |
| Utilities | 1 | LS | \$ 450,000 | \$ 450,000 | | \$ 450,000 | | |
| Basketball Court | 8,100 | SF | \$ 15 | \$ 121,500 | | | \$ 121,500 | |
| Pickleball Courts (12) | 24,000 | SF | \$ 15 | \$ 360,000 | | | \$ 360,000 | |
| Site Lighting | 1 | EA | \$ 385,000 | \$ 385,000 | | | \$ 385,000 | |
| Bleachers | 1 | EA | \$ 12,500 | \$ 12,500 | | | \$ 12,500 | |
| Bathrooms and Shelter | 1 | EA | \$ 450,000 | \$ 450,000 | | | \$ 450,000 | |
| Canopy Trees | 66 | EA | \$ 600 | \$ 39,600 | | | \$ 39,600 | |
| Field Underdrainage | 1 | LS | \$ 300,000 | \$ 300,000 | | | \$ 300,000 | |
| Lawn Seeding | 327,000 | SF | \$ 0.15 | \$ 49,050 | | | \$ 49,050 | |
| Irrigation | 1 | LS | \$ 35,000 | \$ 35,000 | | | \$ 35,000 | |
| General Landscaping | 1 | LS | \$ 75,000 | \$ 75,000 | | | \$ 75,000 | |
| 4' Fence at Fields | 1,800 | LF | \$ 18 | \$ 32,400 | | | \$ 32,400 | |
| Pond/Storm Water Grading | 2,750 | CY | \$ 10 | \$ 27,500 | | \$ 27,500 | | |
| | | | Sub Total | \$ 23,448,860 | \$ - | \$ 21,588,810 | \$ 1,860,050 | \$ - |
| | | | 20% Contingency | \$ 4,689,772 | \$ - | \$ 4,317,762 | \$ 372,010 | \$ - |
| | | | 12% Engineering | \$ 2,813,863 | \$ - | \$ 2,590,657 | \$ 223,206 | \$ - |
| | | | Total | \$ 30,952,495 | \$ - | \$ 28,497,229 | \$ 2,455,266 | \$ - |