



# Redevelopment Plan for Shopko Site

**1100 East Riverview Expressway  
Wisconsin Rapids, Wisconsin**

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# Introduction:

Our proposal is designed to redevelop the old Greyfield site on Riverview Expressway in Wisconsin Rapids. This development proposal is intended to contribute to efforts to revitalize the eighth street corridor. This portion of eighth street is currently dominated by chain restaurants and big box stores. Our project intends to incorporate more local businesses in the area, increase availability of local food and overall neighborhood sustainability. Our specific goals for the corridor are listed below:

## **Corridor Goals:**

1. Foster sustainability by incorporating and maintaining green infrastructure and promoting the development of renewable energy.
2. Provide a safe, functioning roadway corridor that is accessible to all ages and transportation methods.
3. Promote multi-use development and revitalize greyfields to maximize the potential for a walkable family-friendly community.

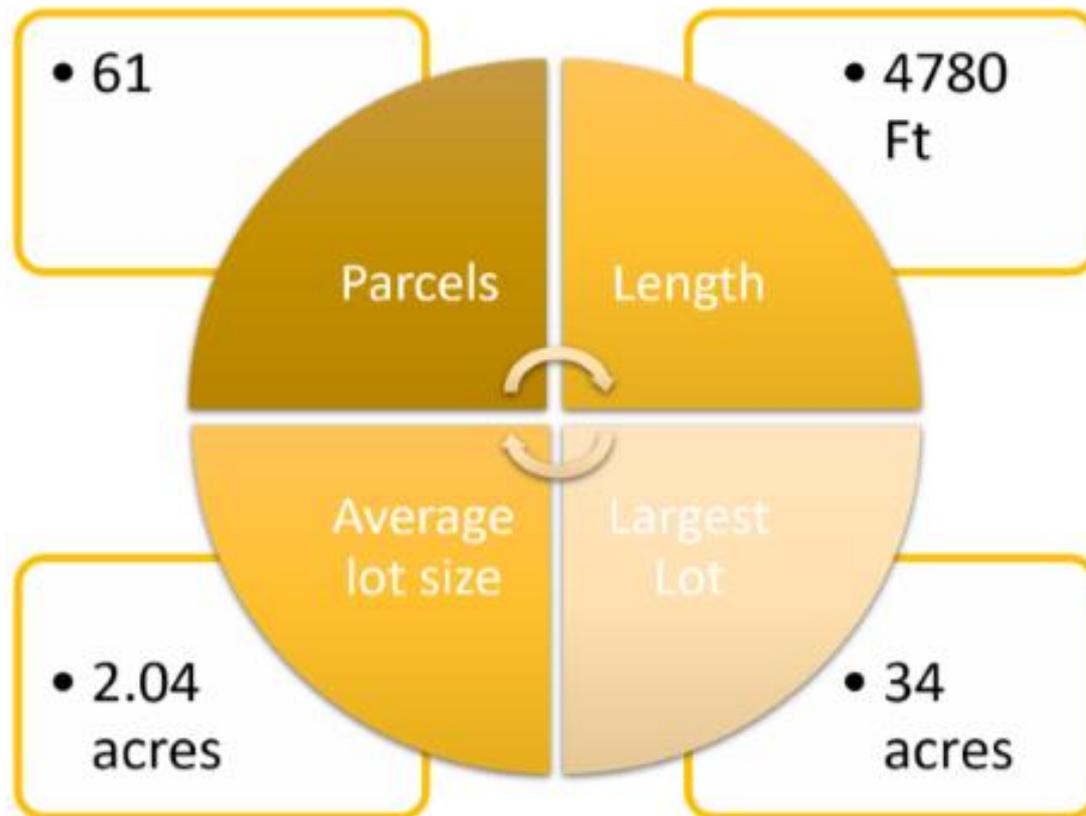
## **Site Goals:**

1. Attract young professionals by providing a working, multi-use space.
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4. Promote urban agriculture.
5. Promote alternate transport.
6. Create a sustainability demonstration site modeling energy agriculture and transportation.

# Site Analysis of 8th Street Corridor

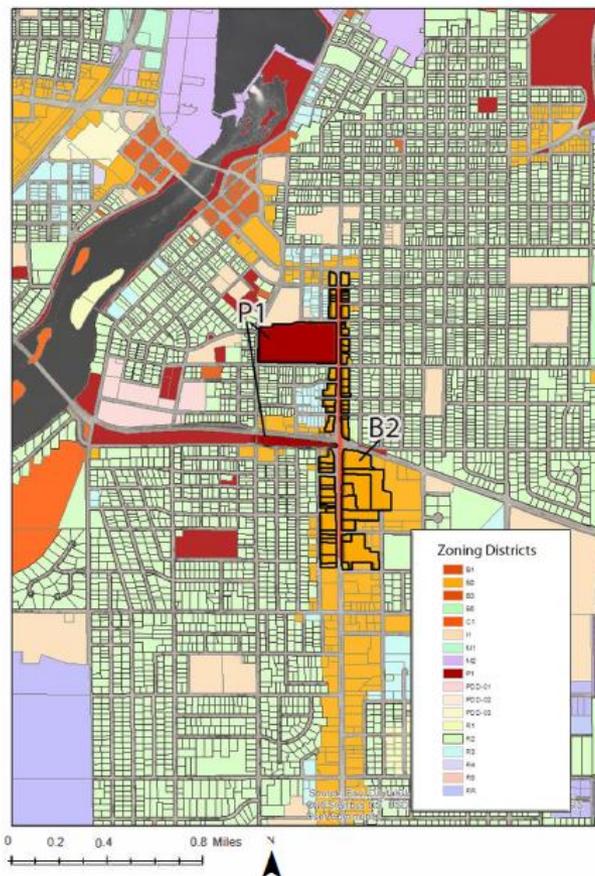


This segment of the 8th Street corridor starts to the North at East Grand Avenue and moves South until Goodnow Avenue. It contains 61 parcels. There are a variety of sized lots as displayed above.



# Land Use

Zoning Districts, Wisconsin Rapids



## Zoning

The majority of parcels along this segment of 8th Street are classified under B2 Zoning B2 is zoned as a general commercial district. This district: is described B2 as, "is primarily intended to accommodate a wide range of large- and small-scale commercial development generally on or near a major arterial along with compatible community and civic uses" (Wisconsin Rapids Zoning Code). Two of the parcels within this segment are zoned as parks and recreation or P-1. P-1 zoning districts are "intended to accommodate outdoor recreation;" The neighborhoods on either side of 8th Street quickly transition to residential. Just off the corridor zoning is mainly mixed residential or R-2. R-2 is zoned for single-family and duplexes in addition to "compatible community and civic uses:" A smaller portion of the residential areas fall under R-3 zoning. R-3 is intended for medium density residential accommodating multi-family buildings and town-homes.

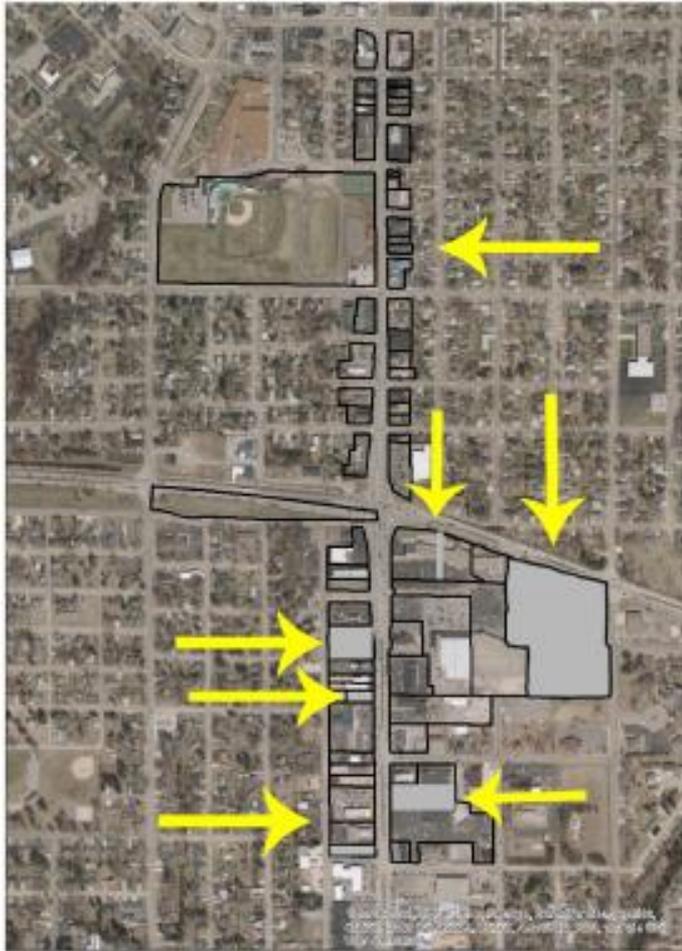
## Retail

This segment of 8th Street is largely retail. It is dominated by chain restaurants, grocery stores and banks. The strip containing Shopko and Pick'n Save represents a major shopping hub. Across the street from that hub is Aldi, another popular shopping destination. The collection of businesses in that area could make East Riverway Expressway, the arterial street transects this segment, a highly trafficked area. In the context of Wisconsin Rapids as a whole, 8th Street is positioned in a central location. It is located near the Downtown shopping district and sits between major employers.

To the northwest, the paper mill Verso Corporation is a major employer. It is neighbored by Coren so, a major producer of cores and tubes. To the northeast, Mid-State Technical College attracts students. The education software company Renaissance also has another office on the northeast side of the city. 8th Street's location between major employers, near the downtown district and as a major entrance to the city make it a highly trafficked area. Beyond being a major artery for accessing other parts of the city the plethora of businesses along 8th Street attract additional visitors.

The monopoly of chain restaurants and big box stores make this segment of 8th Street particularly vulnerable to shifts in consumer preferences. Shifting consumer trends are already adversely affecting the area with the closing of Shopko. The Shopko building is located just off 8th Street and consumes a large amount of space which will soon be vacant.

# Greyfields



This segment of 8th Street contains 7 greyfield sites. The largest of which is the current Shopko. Because of the high concentration of chain retailers and restaurants the area is vulnerable to shifting consumer preferences and could easily convert to more greyfields if consumer preferences shift from chain restaurants. Three vacant lots also abutted 8th Street. To the right are examples of greyfields, and the graphic to the left is highlighting all the greyfields within our 8th Street section.





# Study 1: Green Corridor, Milwaukee Wisconsin

**Corridor Goal 1:** Foster sustainability by incorporating and maintaining green infrastructure and promoting the development of renewable energy.

- Located along three miles of one of the city’s major transportation corridors which connects the airport and Amtrak stations to the city center, the corridor is designed to highlight sustainability projects and serves as a “living laboratory.” The street was designated as a Green Corridor in 2011, as a result of collaboration between neighborhood groups, non-profits, colleges and city government. Key innovations along the corridor highlight urban agriculture, green infrastructure and energy.

### Key Features:

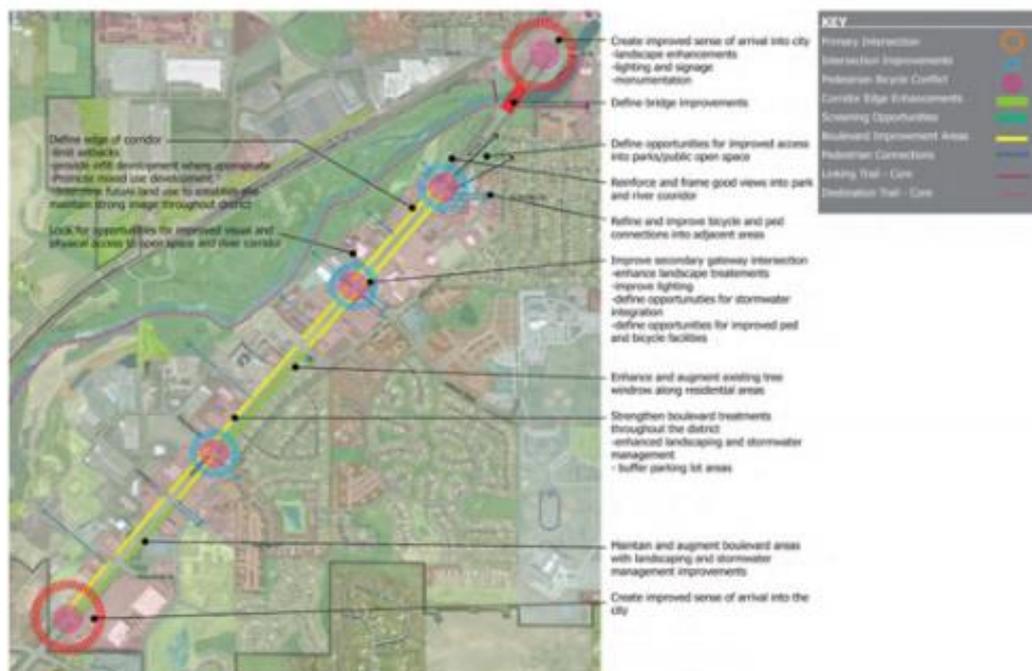
- Energy:
  - ~Energy Exchange: a non-profit that offers workshops and demonstrations focused on sustainability.
  - ~Solar LED signs located at 13 intersections.
  - ~MATC college campus offers programs in sustainability.
- Green Infrastructure:
  - ~Bioswales located in the public right-of-way between the sidewalk and curb.
  - ~Landscape beds along intersections with major avenues.
  - ~Islamic Society of Milwaukee’s building features a green roof and parking lot bioswales.
  - ~Milwaukee County parks planted a 10,000 plant rain garden.
- Urban Agriculture:
  - ~100+ rental garden plots available at the Milwaukee Co. UW Cooperative Extension.
  - ~Garden District Neighborhood Association Community Garden includes: a fruit orchard, farmer’s market with permeable brick, rental garden plot
- **Predominant Land Uses:** The Green Corridor represents a diversity of land uses, including industrial, commercial and residential. The northern section of the corridor is an agricultural hub with a community garden and farmers market. The next block East transitions to single-family residential. The residential areas adjacent to 6th Street are predominantly zoned as single family residential with some two-family and only small patches of multi-family residential. In contrast, land use directly West of 6th street is dominated by industry. This section contains the water treatment facility and water tower. In the center of the corridor, some commercial use is intermingled with industry and a small residential neighborhood. This area is reminiscent of 8th Street in Wisconsin Rapids; it is occupied by fast food businesses and chain motels. Going south, land use becomes increasingly industrial, except for a several blocks of residential, predominantly single-family homes, bordered by a park. The far southern end of the corridor is dominated by industry as it skirts the airport, the only exception is a small residential neighborhood to the far south.



# Study 2: City of Northfield, Minnesota Gateway Corridor Improvement Plan

**Corridor Goal 2:** Provide a safe, functioning roadway corridor that is accessible to all ages and transportation methods.

- The purpose of the Northfield Corridor Improvement Plan is to illustrate the intent of the design principles, project goals and objectives and to offer recommendations to guide the evolution of the corridors and connectivity within the City of Northfield. Much like how Wisconsin Rapids is focusing on 8th Street, Northfield's character and livability is determined by visual perceptions along the entrances and corridors. Recommendations from the final plan include enhancing pedestrian crossings and facilities, promoting a strong image respect for the natural and rural environment, improve community connectivity, access and safety for all modes of transit. Use of graphics to aid in general understanding of features such as stormwater management, building footprints elements.



# Study 3: Southfield, Michigan Redevelopment Plan

**Corridor Goal 3:** Promote multi-use development and revitalize greyfields to maximize the potential for a walkable family-friendly community.

- In the mid 50's a mall was built in Southfield Michigan, just outside Detroit. The mall was successful and provided amenities and shopping experiences for its community. Unfortunately, it could not withstand the shift to online shopping and closed its doors in 2015. Now the city is left with a large 140-acre greyfield, picture below. A planning organization named Northland Redevelopment took the case and created a master plan on how to re-invent this large greyfield. Their plan would turn the available parcels into attractive, multi-use amenities in order to promote a better community.
- **Building:** Some of the mall buildings will remain and be remodeled into offices. Most of the new structures will vary in size depending on if they are for residential or other forms of mixed use. **Circulation:** The roadways will also include sidewalk with ADA compliant crossings to encourage pedestrian mobility
- **Open Space:** Green infrastructure will be utilized within individual developments and within designated areas of the plan
- **Lot sizes/Setbacks:** The lot sizes are site specific and were not mentioned in the plan. However the plan did mention that there will be 200 residential units in the lifestyle section, 540 units in the central park district, and 110 residential units within the innovation district



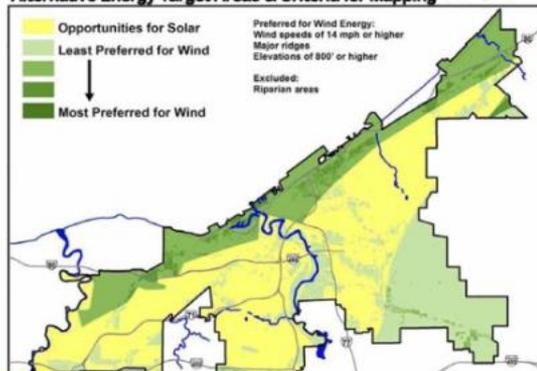
**LAND USE:**

Land Use Type	Description	Total Acres
Central Park District	The Central Park District sits at the center of development and includes a variety of uses and public spaces. This area is defined by three key elements: the adaptive reuse of an iconic structure (the Hudson's Building), a 'central park' including a variety of public spaces, and variety of residential dwelling types.	34 (+ 6 AC. dedicated parking)
Shopping District	The shopping district serves as an area for larger format and convenience/service based commercial activities. This area is planned for retail uses that are traditionally auto-centric and demand high-visibility and access.	21
Lifestyle District	This area is planned as the main shopping and entertainment hub of the development. It is intended to include a mix of uses including retail, office, and residential. The core buildings and streets that comprise this district are intended to look like a self-contained "Main Street".	24
Innovation District	This area is defined as the innovation hub of the development. This district should include uses that merge the innovation and employment potential of research-oriented institutions, high-growth companies, and tech start-ups in well-designed, amenity-rich residential and commercial environments.	40

# Study 4: Solar Briefing Papers

- This briefing paper looked at recycling land for solar and energy projects consistent with community goals. Prompting the implementation of solar in vacant lots, former industrial sites, abandoned houses and closed retail areas. They encourage mapping target areas for alternative energy, as picture below. The key points of this research revolved around a 6-step redevelopment plan.
- Solar in Milwaukee’s Green Corridor: Engaging stakeholders and incorporating solar as part of the community’s vision for the corridor is the first critical step solar development. Once this vision is established potential development sites should be identified and mapped based on sun access, land ownership and stakeholder interest. Developable sites could be separated those suitable for medium-largescale ground installations and those suited
- Solar in Southfield Michigan: Figure (1) depicts potential solar opportunities Southfield, Michigan which could be incorporated into their development plan. Identifying potential sites and assessing the site constraints are important parts of developing renewable energy.

Alternative Energy Target Areas & Criteria for Mapping



Resource prepared by the Imagining a Better Sustainable Cleveland 1.0 Alternative Energy working group, based on the input of the city's citizens, local and topographic maps suitable for solar projects. (Image courtesy of City of Cleveland.)



1. Identify potential developable sites  
Rooftop  
Medium/Large Scale



Figure 1:



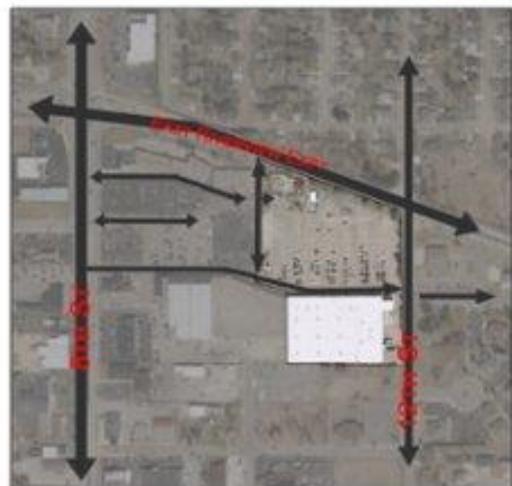
### SHOPKO SITE BUBBLE DIAGRAM



### SHOPKO SITE



### VEHICULAR CIRCULATION





# Shopko Site Master Plan

## Site Goals:

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## Program Accomplishments:



### Decreases Environmental Degradation:

The gardens and open space decrease impervious surfaces which benefits water quality and reduces flooding.

Renewable energy production decreases the sites carbon footprint.

The urban agriculture focus promotes local eating which decreases carbon footprint from transportation.

### Combats food Insecurity:

The median income in Wisconsin Rapids is lower than the state average, food is a significant expense for low-income households.

Lower income populations may have less ability to buy healthy or sustainably produced food.

The urban garden and educational emphasis on site empowers families to grow their own food.

### Complements local bike trails:

The bike rental facility will serve bikers using the 20+ miles of trails in the city.

A bike trail which runs along Riverview Expressway connects the site to trails downtown.

Wisconsin Rapids is currently a car-oriented community, so providing resources for bikers could promote biking and attract young-recreationists.

### Builds Community:

The green spaces, gardens, and community space provide gathering places for community events.

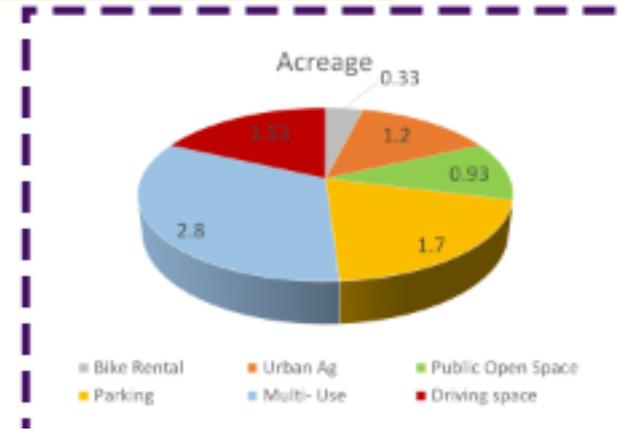
### Promotes Health:

Site features encourage fresh vegetable consumption and physical activity.

### Decreases Sprawl and Promotes Infill:

Re-developing the existing Shopko site revitalizes the corridor without encroaching on agricultural land or increasing sprawl.

# Site Features:



## Creating a collaborative space:

There is strong interest in local food and sustainability in Wisconsin Rapids, as evidenced by the city's several farmer's markets. However, the city lacks a centralized location to serve as an agriculture/sustainability hub. A niche which will be filled by this site. Creating a thriving hub requires a collaborative approach.



MID-STATE TECHNICAL COLLEGE

Being involved with the site would deepen the college's community engagement and give the college access to a more central location in Wisconsin Rapids. Midstate could use the site as an educational opportunity for their Renewable Energy Technician students who could work on designing and maintaining the rooftop solar array. Further, agriculture, natural resources and education are all programs offered at Midstate. The college could utilize the site as a living laboratory for their courses. Increasing their community relevance and providing students with hands on experience.



COMMUNITY NON-PROFIT

A non-profit could lead site management. Farmshed in Stevens Point is a good example of the type of organization which would fit the site.



CITY GOVERNMENT

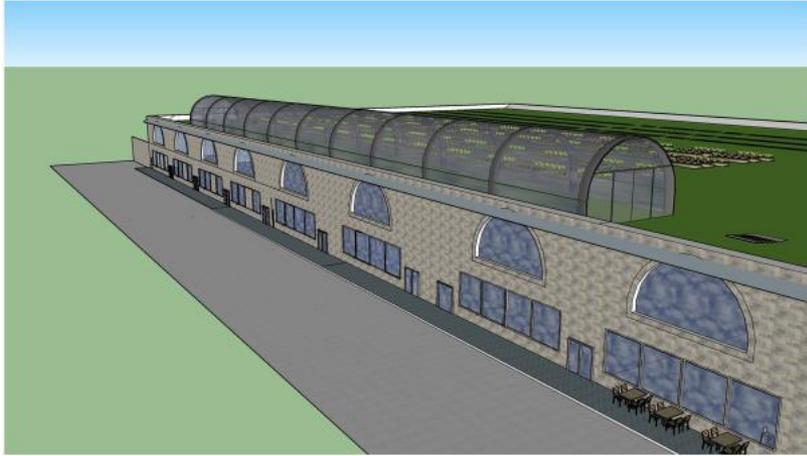
The city would also be a critical partner.



LOCAL BUSINESSES

Local businesses who would rent retail space, bringing revenue to the site.

# Community Center and Local Business Hub

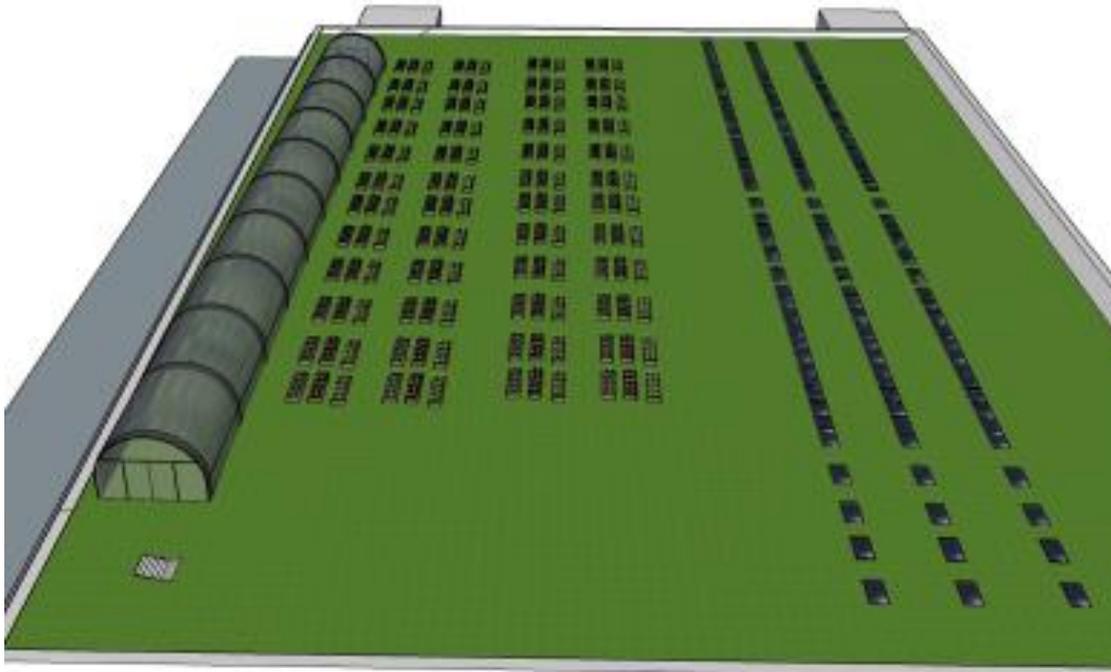


## Key Building Features:



The Shopko Building will be re-purposed as a community center and local business hub. Key highlights will include:

- 1. Retail:** the exterior edge of the building will feature store fronts available for rent to local retailers. Priority will be given to local food establishments, artisans and recreation-oriented shops which would help make the site a destination for locavores and recreationists.
- 2. Community Space:** the interior will also feature a community gathering space available for classes, workshops and events. This space could also host one of the city's winter farmer's markets or provide an alternate market space in case of rain.
- 3. Commercial Kitchen:** the interior of the building will feature a community kitchen designed as a space to process the produce grown on site. The kitchen will also be available to rent and will serve as a local food preparation and healthy eating classroom which will host workshops and classes.
- 4. Non-profit Headquarters:** A sustainably-oriented non-profit could be a key partner in site management and could utilize a space in the building as a regional headquarters. Farmshed in Stevens Point is an example of a non-profit which serves as a sustainable food hub for the community. Farmshed has many of the elements which we would like to include on our site: a rentable community kitchen, a learning center, community space and 7,000 square feet of greenhouse. This organization provides resources for local farmers and helps connect the community with their food. We hope to build the same sense of community in Wisconsin Rapids through our program design.



The rooftop will feature a 7,000 square foot hoop style greenhouse. This space will be utilized to extend the growing season in the fall and start seedlings in the spring to transplant to the garden. The roof will also feature raised beds to maximize the agricultural productivity of the site and capture some rainfall. The south side of the roof will incorporate a solar array designed to offset the building's energy use.

# Community Center Rooftop

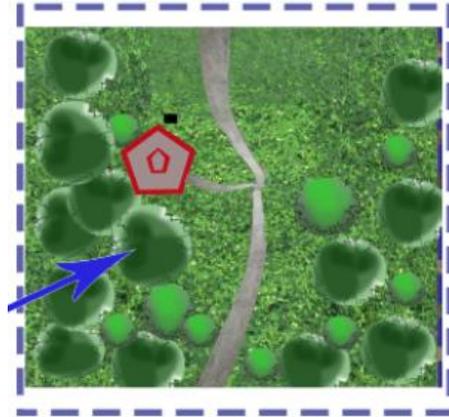
# Parking

- The west end of the parking lot will be continued parking for site, servicing the remaining retail stores and visitors.



# Public Open Space

The impervious asphalt which currently covers this space would be removed and replaced with native grasses. White pines, red pines, maples and other native trees will be planted on the site. A permeable surface will be used to create a path connecting to the other sections of the site. The site will contain features like a gazebo, grills, benches and picnic tables.



SHOPKO SITE BUBBLE DIAGRAM

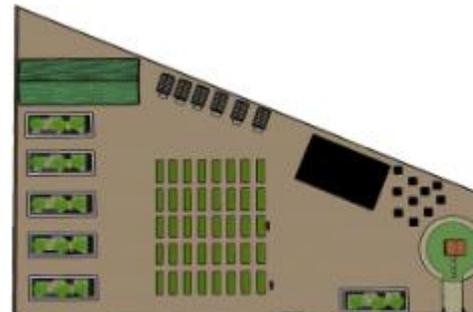


# Urban Agriculture

1. Site features include raised garden beds to promote accessibility, compost facilities, and community space for growers and the public to gather and learn about different opportunities. A fenced perimeter should be included to prevent vandalism as well as larger gates to provide vehicle access.
2. Like the urban agriculture in Milwaukee's Green Corridor, this garden would serve as a living classroom, featuring composters and rentable garden plots. Milwaukee's Green Corridor also offers examples of alternate management structures; one of the gardens in the Milwaukee corridor is managed by UW-Extension and the other by a neighborhood association. Wisconsin Rapids could also consider different options for managing these gardens.



Urban Agriculture

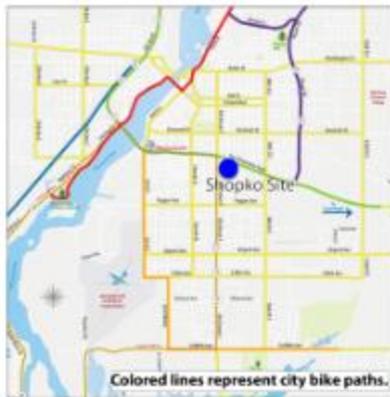


# Bike Rental Facility

- **Bike Facilities:** This portion of the site will include a taller fence that blocks some of the sound and sight resulting from proximity to Highway 54. The ability to reuse existing infrastructure (concrete and building) saves on cost. The site includes features like a bicycle rental shop and concession stand to promote small businesses or provide opportunities for hands on job training. Since the area is adjacent to the Green Trail (see bike map) it provides a great entrance for families and others to park and ride directly on to a safe path.

Site Features:

- Bike Rentals
- Concession Stand
- Garbage Facilities
- Self Service Repair



## Bike Rental Facility





# Conclusion

This proposal was meant to be a hypothetical "what-if" scenario designed to gather feedback from the residents. These ideas are a base line to provide ideas that get the ball rolling. If these ideas are implemented, they would provide a sense of community, sustainability and green space.